



**CITY OF WILLIAMSBURG**  
**MEMORANDUM**

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**TO: Mayor and City Council**

**DATE: January 6, 2016**

**SUBJECT: Downtown Parking Study**

Williamsburg's last Downtown Parking Study was completed in December 1995 prior to the construction of the Prince George Parking Garage. City Council's *Goals, Initiatives and Outcomes for the 2015/2016 Biennium* include a review of downtown parking as part of the *Downtown Vibrancy Initiative* under the *Character of the City Goal*, and as part of the *Parking Program Review* under the *Public Safety Goal*. The need for this study was brought to City Council's attention by a letter from the Economic Development Authority in July 2015. The EDA is looking at this issue as a part of its Strategic Planning process.

To implement this initiative, staff prepared a Request for Proposals for a new comprehensive Downtown Parking Study, which was issued in October. Prior to its release, drafts were provided to the College of William and Mary, the Colonial Williamsburg Foundation, and the Greater Williamsburg Chamber and Tourism Alliance for review and comment. The RFP tasked the consultant with developing a parking master plan for the next 10 years that will meet the needs of visitors, downtown merchants and employees, City residents, the Colonial Williamsburg Foundation and the College. The stated goal is to develop an exceptional downtown parking system and to make public investments that promise an economic return and support private investment in the downtown area. The area covered by the study will be the Downtown Planning Area in the 2013 Comprehensive Plan.

Proposals from five consultants were received in November. The proposals were reviewed by the Study Selection Committee, composed of Planning Director Reed Nester, Deputy City Manager Jodi Miller, Public Works Director Dan Clayton, Police Department Major Susan Galvin, and Purchasing Agent Julie Phares. Following a thorough review of the five proposals, three firms were selected for interviews: Kimley-Horn, DESMAN Design Management, and Walker Parking Consultants. Interviews were conducted on November 20, and references were checked following the consultant interviews. Based on the submitted proposal, interview and reference checks, the Study Selection Committee selected Walker Parking Consultants as the top firm. Following an extensive negotiation process, the scope of work was finalized for a flat fee of \$65,000, which will be funded through the Capital Contingency account. Since this is under the \$100,000 threshold, City Council approval of the contract is not required.

Walker Parking Consultants is one of the largest parking consulting and parking design firms in the world with 15 offices in the United States. The Williamsburg Downtown Parking Study will be handled by their Indianapolis, IN office. Walker has been serving the Mid-Atlantic region since 1982 and the balance of the country since 1965. They have completed nearly 250 municipal parking studies nationally in the past five years. In 2013 Walker completed the College of William and Mary Parking and Transportation Study. Other studies have been completed for State College, PA; Lancaster, PA; Lititz, PA; Lynchburg, VA Civic Center; and Lexington, VA.

An excerpt from the Walker proposal is attached, covering *Project Understanding, Project Approach, Scope of Services* and *Schedule*. Walker's goal for the study is to provide an implementable, project specific action plan, a timeframe for implementation, the conceptual costs for all proposed parking and transportation solutions, a Master Plan map identifying key developments, and a discussion of the various methods to fund the proposed solutions. More specifically, the study will:

- Gather input from stakeholders in the Downtown Planning Area
- Inventory existing on- and off-street parking spaces
- Analyze patterns of use for the existing downtown parking facilities
- Project future parking demands
- Provide recommendations for parking management strategies with an eye toward coordinating both on- and off-street parking inventories and developing strategies that support economic development and retail parking needs
- Provide recommendations to improve the parking experience
- Develop an implementation plan for proposed improvements
- Review information on transit services provided by WATA, as well as utilize lessons learned from the William and Mary study
- Prepare the Downtown Parking Master Plan
- Present the plan at a joint City Council/Planning Commission/EDA meeting in June

An important part of the Downtown Parking Study will be to survey existing users of downtown parking, including businesses and employees, institutions, customers and William and Mary students. Stakeholder meetings will be conducted at the beginning of the study over a two-day time period, and this will be supplemented by a short internet-based on-line survey. Stakeholders will include Planning Commission and EDA representatives, Colonial Williamsburg Foundation, College of William and Mary, downtown churches on Richmond Road and Prince George Street, William and Mary student representatives, Merchants Square businesses, Prince George Street businesses, and Delly Area Businesses.

The Downtown Parking Study will begin the week of January 25, with stakeholder interviews being one of the first orders of business. The on-line survey is anticipated for February/March. The Weekday and Saturday parking occupancy survey will take place in late March/early April. Inventory, study and analysis will take place late March

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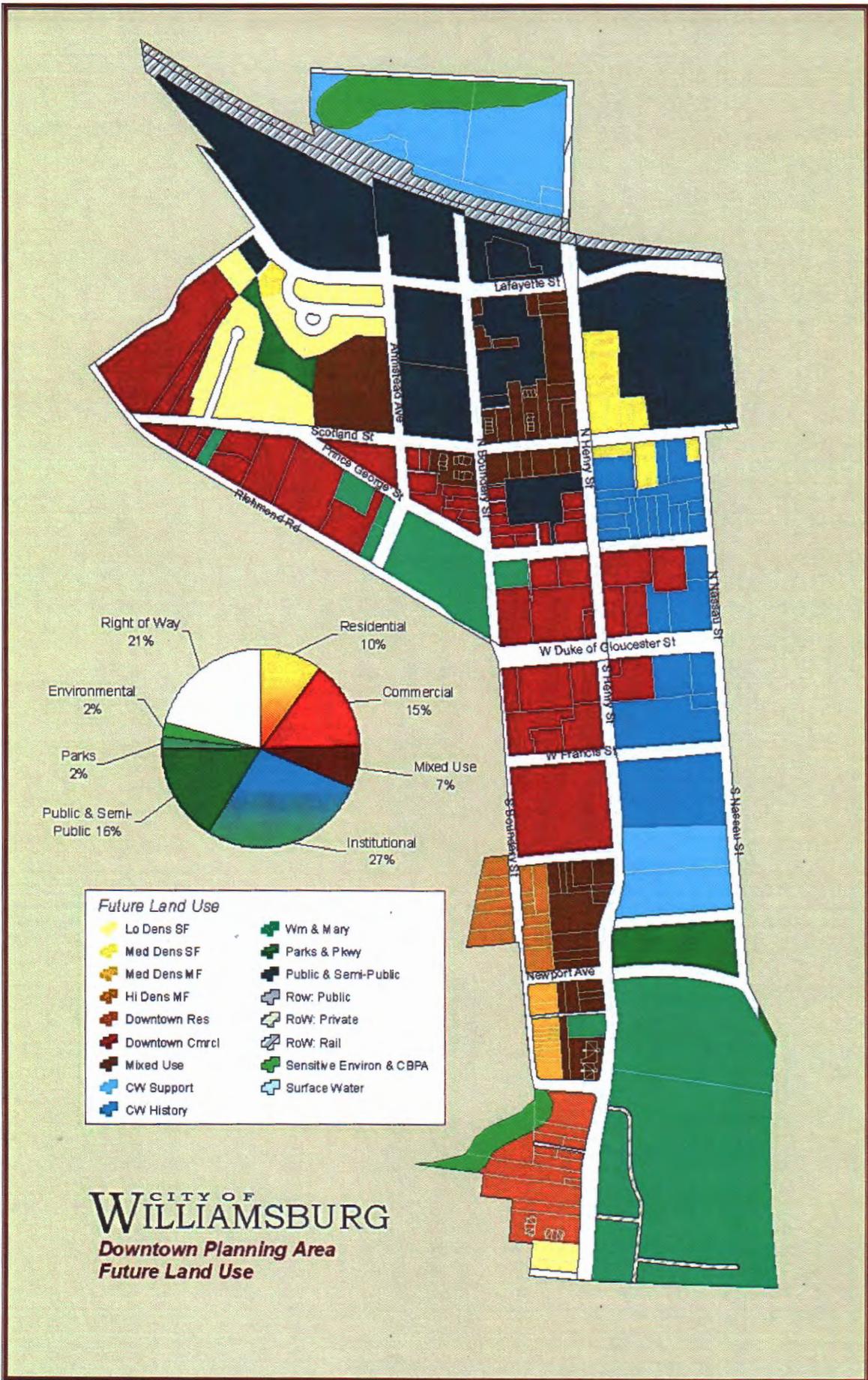
through early May, and the draft study will be presented to City staff in early June. The public presentation of the Downtown Parking Study will be made in late June at a special City Council/Planning Commission/EDA meeting.

**Staff Contacts:** Planning Director Reed Nester, Deputy City Manager Jodi Miller, Public Works Director Dan Clayton

**Next Steps:** No City Council action is needed. Staff will finalize the contract with Walker Parking Consultants and work on the study will begin the week of January 25.



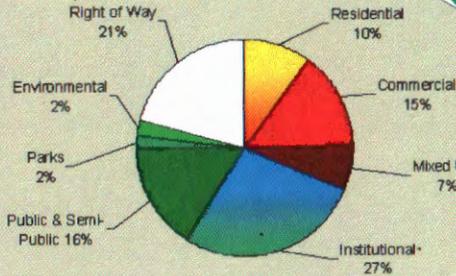
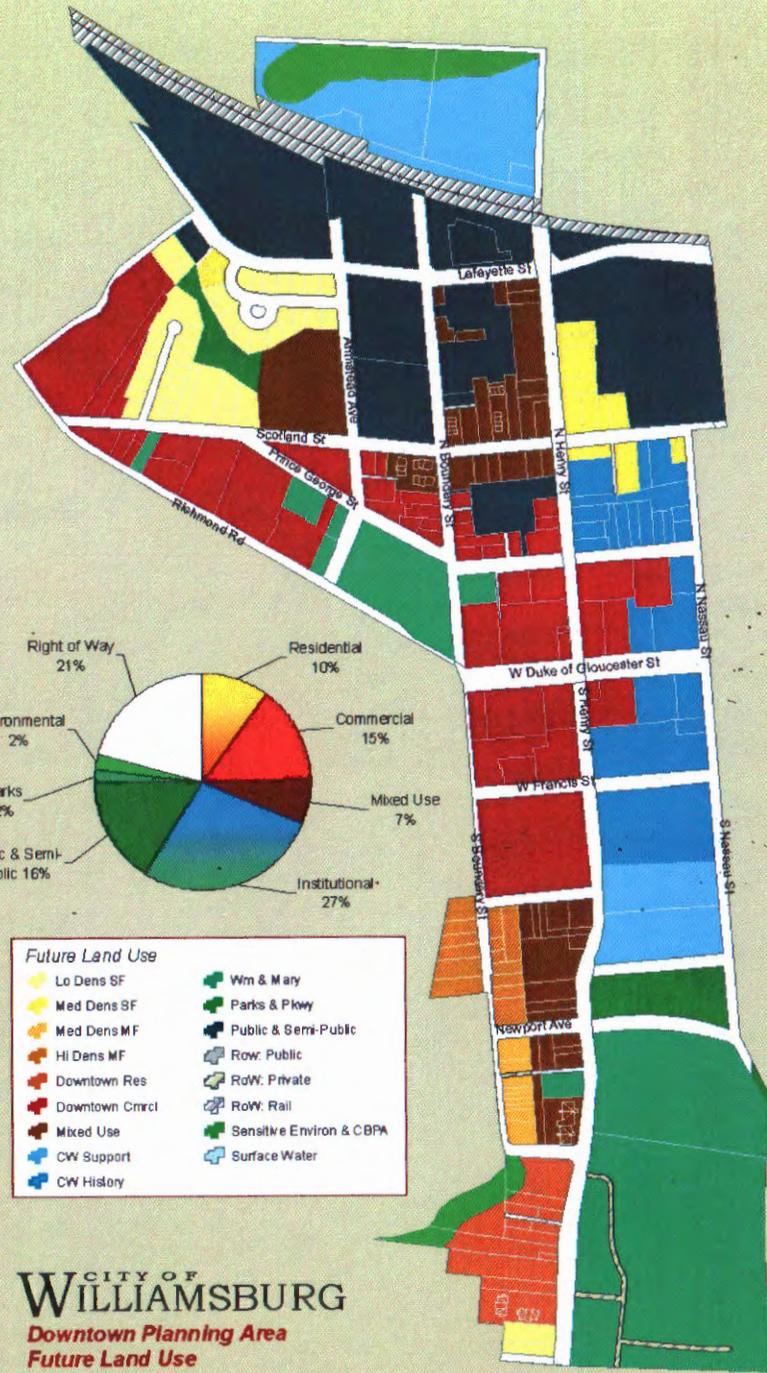
Marvin E. Collins, III  
City Manager



**CITY OF WILLIAMSBURG**  
 Downtown Planning Area  
 Future Land Use



# Downtown Parking Study



**Future Land Use**

|                 |                          |
|-----------------|--------------------------|
| Lo Dens SF      | Wm & Mary                |
| Med Dens SF     | Parks & Play             |
| Med Dens MF     | Public & Semi-Public     |
| Hi Dens MF      | Row: Public              |
| Downtown Res    | RoW: Private             |
| Downtown Cmrc'l | RoW: Rail                |
| Mixed Use       | Sensitive Environ & CBPA |
| CW Support      | Surface Water            |
| CW History      |                          |

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