

ORDINANCE NO. 20150212-039

**AN ORDINANCE ESTABLISHING A PARKING AND TRANSPORTATION
MANAGEMENT DISTRICT IN EAST AUSTIN.**

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

PART 1. FINDINGS.

- (A) All application conditions for a parking and transportation management district in East Austin have been met.
- (B) Traffic flow on the public streets in East Austin requires a higher level of management than commonly provided.
- (C) Paid parking will aid traffic flow goals.
- (D) A percentage of funds from paid on-street parking and off-street public parking within East Austin may be used to undertake improvement projects that assist in managing the flow or demand for travel to confer public benefits within the area.

**PART 2. THE EAST AUSTIN PARKING AND TRANSPORTATION DISTRICT
(PTMD).**

- (A) The East Austin PTMD is hereby established.
- (B) The East Austin PTMD will include at least 100 paid parking spaces.
- (C) The East Austin PTMD boundaries are within the neighborhoods of the East Cesar Chavez Neighborhood Association, and the Guadalupe Association for an Improved Neighborhood. The area is bounded by E. 11th St., Interstate 35, and Chicon St. to Lady Bird Lake.

PART 3. IMPROVEMENTS TO BE FUNDED.

Revenue from the East Austin PTMD will fund proposed improvement projects that include improvements or on-going maintenance of District features that aid in the management of the flow of traffic within the District. Proposed projects are contained in the "East Austin Parking and Transportation Management District Application" attached as Exhibit "A."

PART 4. This ordinance takes effect on February 23, 2015.

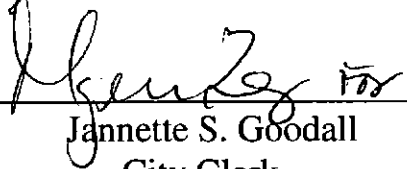
PASSED AND APPROVED

February 12, 2015

APPROVED:


Karen M. Kennard
City Attorney

ATTEST:


Jannette S. Goodall
City Clerk

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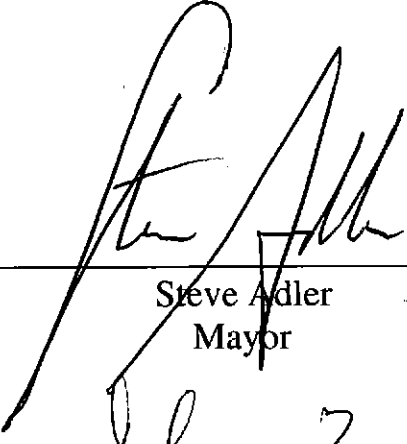

Steve Adler
Mayor

EXHIBIT A

EAST AUSTIN PARKING AND TRANSPORTATION MANAGEMENT DISTRICT APPLICATION

APPLICANT PARTIES

Ken Johnson East Cesar Chavez Neighborhood Assn. Austin, Texas 78703 texaskenjohnson@gmail.com	City of Austin Transportation Department Parking Enterprise Steve Grassfield 1111 Rio Grande Street Austin, TX 78701 steve.grassfield@austintexas.gov (512) 974-1489
John Hernandez P.O. Box 6473, Austin, Texas 78762 john@johnhernandezaustin.com	Tony Sousa Lone Star Food Service 1403 E. 6 th St. Austin, TX 78703 tdesousa@lonestarfood.com
H. Michael Guajardo Guadalupe Association for an Improved Neighborhood, Austin, Texas 78703 hector.guajardo@ci.irs.gov	

AREA PROPOSED

East Austin PTMD Boundaries

The proposed East Austin PTMD boundaries are within the neighborhoods of East Cesar Chavez Neighborhood Association and Guadalupe Association for an Improved Neighborhood, GAIN as illustrated in Exhibit A. These boundaries run along E. 11th Street, Interstate 35, Chicon Street, and to Town Lake.

Statement of Needs

The area east of I-35 to Chicon Street, between East 4th Street and East 7th Street (referred to loosely as the Saltillo Transit Oriented District) has undergone significant redevelopment and change of use over the past 6 years. Relatively large scale mixed-use projects now supplement the traditional bar, restaurant and single-family uses of the area. These types of projects continue to be developed in the area transforming it into a unique and vibrant community adjacent to downtown Austin. This mix of development types creates a challenge for managing potential

parking interactions—variations between when and where particular parking lots, spaces, or districts are in demand—and an opportunity for coordinated parking controls.

Existing parking challenges:

- Spillover parking from the Central Business District area west of I-35 into nearby residential and commercial areas leaves no turn-over of on-street parking spaces. This is especially problematic at late night and early morning hours in East Cesar Chavez Neighborhoods and Guadalupe Association for an Improved Neighborhood. (ECC & GAIN).
- Office employee parking spillover onto nearby streets in both ECC and GAIN, such as East 7th Street, East 5th Street, and Comal Street.
- Construction workers and street-level retail customer spillover parking onto nearby streets, such as East 6th Street.
- Late night entertainment spillover parking from the Saltillo TOD area restaurants and bars into residential areas within ECC and GAIN.
- Special event parking spillover into residential and commercial areas.

PROPOSED PARKING AND TRANSPORTATION MANAGEMENT TOOLS AND RATIONALE

Parking or Transportation Management Tools	Description
Paid Parking	On-street paid parking may be installed in high-demand areas with little or no turnover to accommodate needed short-term parking. A PTMD would coordinate the planning, installation, and enforcement of metered on-street parking.
Time-Limited Parking -	Time limits can also be used to help ensure short-term stay in high-demand parking spaces. A PTMD may coordinate with the City Traffic Engineer and Parking Enterprises to install time limit signage in locations where warranted.
Variable Parking Rates	Varying parking rates among various parking facilities, both on- and off-street, within a District can balance the provided supply and demand. A PTMD may monitor these activities for coordination with Parking Enterprise and private parking operators in the District.
Shared Parking -	Shared parking is parking which is used by more than one business at different times of the day, week, or year. A PTMD could facilitate opportunities for shared parking within the District.
Unbundled Parking –	Unbundled parking is defined as the renting or selling of parking facilities separately from building space. A PTMD may encourage new development to unbundle parking for residents and/or commercial tenants as a parking management tool.
Residential Permit Parking (RPP) Program	RPP programs can remedy commercial parking spillover onto residential streets within an area. A PTMD may identify RPP opportunities in the District.
Validated Parking	A business may offer patrons a set number of hours for which they will cover the cost of parking, commonly referred to as validated parking. A PTMD may help coordinate parking needs and supply solutions with property owners and garage operators through

Parking or Transportation Management Tools	Description
	monitoring parking validation practices.
Valet Parking	Many businesses offer private valet parking for the convenience of their customers. If need arises, a PTMD may serve as a coordinator between business owners and private garage owners to ensure valet service is utilized as a tool for the efficient use of existing parking supply.
Special Event Parking Coordination –	For a district that has occasional large events, a PTMD may coordinate with event organizer(s) in advance of events. Coordination could involve discussions about on-site and remote parking locations, parking fees associated with each, potential shuttle provision between transit and remote parking facilities and the event site, provision of on-site bike valet, event-related signage and wayfinding, and traffic controls.
Monitoring and Enforcement	Monitoring and enforcement of parking regulations such as time limits, parking meters, and RPP districts ensure better parking management. Enforcement of all public parking within a PTMD is the responsibility of Parking Enterprise and Austin Police Department (APD). The PTMD may consider the use of off-duty APD officers to supplement parking enforcement within PTMD borders as funding allows.
Zone Designation –	A PTMD may coordinate with the City Traffic Engineer to designate zones for on-street paid parking, time-limited parking, valet, pickup and drop-off zones, commercial loading, ground transportation (taxi, bus, pedicab), car sharing, and/or bus loading.
Parking Management for Visibility and Safety –	As a safety measure, a PTMD may coordinate with the City Traffic Engineer for the removal of on-street parking spaces in order to improve visibility for road users entering or exiting streets, alleys, and driveways and non-motorized facilities (sidewalks, bicycle lanes, etc.).
Temporary Use of Right of Way Permit	For clearance to temporarily block, direct, impede or reroute pedestrian and vehicular traffic within a City-maintained public right of way, a person must first obtain a Temporary Use Permit. A PTMD may support the coordination of Temporary Use activities.
Interim Construction Parking	Throughout new development within the PTMD, interim parking for construction workers may be coordinated at staging areas or designated on-street locations so as to minimize the impact on neighboring residential and commercial uses.

POTENTIAL IMPROVEMENT PROJECTS (SUBJECT TO CHANGE)

Central East Austin Neighborhood Plan Implementation

Install crosswalks, improve signalization at San Marcos and 7th Street

Various sidewalk completions and Installations

Any improvement necessary, or on-going maintenance, of features that aid in the management of the flow of traffic within the District, as approved by the Director, Austin Transportation Department in accordance with City policies and law.

East Cesar Chavez Neighborhood Plan Implementation

Various sidewalk completions and Installations

Various neighborhood gateways and art work installations (multiple locations)

Any improvement necessary, or on-going maintenance, of features that aid in the management of the flow of traffic within the District, as approved by the Director, Austin Transportation Department in accordance with City policies and law.

OVERSIGHT COMMITTEE

In addition to representatives of the City of Austin Parking Enterprise Division, Transportation Department, and Economic Development Department, we propose the following members for the East Austin PTMD Oversight Committee: *(once the PTMD is set up representatives can be determined)*

- Business representation (Merchants/Property Owners)
- East Cesar Chavez neighborhood representative
- Guadalupe Area Improvement neighborhood representative
- City of Austin Economic Development Department

DURING THE DEVELOPMENT PERIOD: PUBLIC FEEDBACK PROCESS

Pre-application Meetings

Stakeholder outreach meetings (support letters attached):

- Community Outreach Meeting @ Clayworks Studios (6/11/2014)
- Committee meeting with interested business owners/residents/ RPP representatives (7/15/14, 9/4/2014, 10/01/2014)
- Meeting with Christina Valdes East Cesar Chavez neighborhood (10/8/2014)
- East Cesar Chavez Neighborhood Associations Meetings (10/15/2014)
- Meeting with Mark Rogers Guadalupe Area (10/17/2014)
- UTC presentation (11/13/2014)
- Business and Property Owner Meeting (11/18/2014)
- Guadalupe Meeting (12/6/2014)

APPLICANT

Name: KEN JOHNSON

Title: CHAIR

Company/Organization:

EAST CESAR CHAVEZ NPT

Signature: 

Date: 12/17/14

APPLICANT

Name: JOHN HERNANDEZ

Title: PROPERTY OWNER

Company/Organization:

Signature: 

Date: 12/15/14

APPLICANT

Name: Steve Grassfield

Title: Parking Ent. Division Mgr.

Company/Organization:

City of Austin, Transportation Department

Signature: 

Date: 12/15/14

APPLICANT

Name: NICOLE KLEPADLO

Title: _____

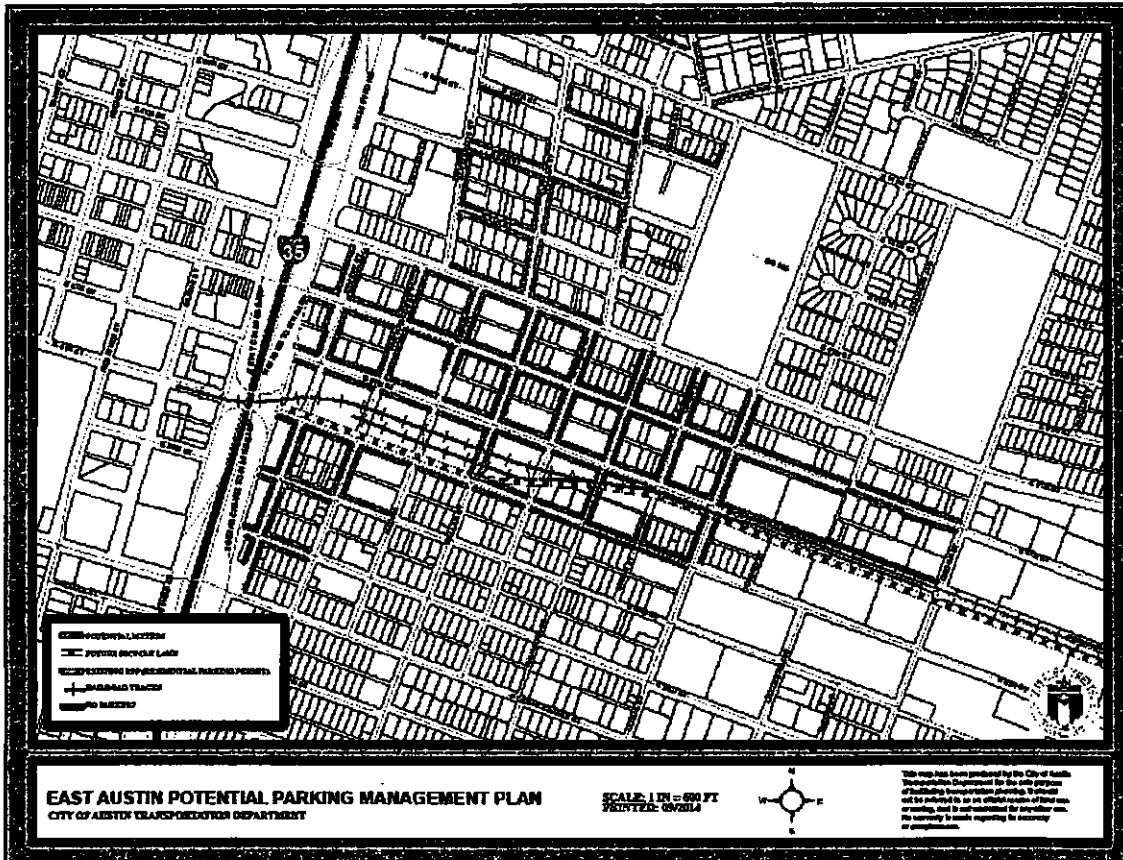
Company/Organization:

Signature: _____

Date: _____

EAST AUSTIN PTMD BOUNDARY





East Austin Financial Proforma

1. Area 4th to 7th and I-35 to Comal

2. Assumptions:

- 850 parking spaces
- Assume 40% occupancy
- Charge \$1.00 hour
- Hours: 6pm to midnight – (6 hours) = 30 hours a week
- Days: Tuesday to Saturday
- Maximum parking time – 3 hours
- Sales Tax – 8.25%
- Credit Card estimated use (85% of revenue) and cost (8.5% of charges)
- Parking Enforcement – two officers, Tuesday to Saturday 6 pm to midnight.
- Receipt rolls - \$30.70 per roll, estimate 70 rolls
- Telephone base cost - \$47.50 per machine per month
- Pay Stations needed – 93
- Cost of Pay Station and signs - \$11,000.

3. Financials: $850 \times \$1.00 = \$850 \times 30 \text{ hours a week} = \$25,500$

$\$25,500 \times 52 \text{ weeks} = \$1,326,000 \text{ (100\% occupancy)}$

$\$1,326,000 \times 30\% \text{ occupancy} = \$397,800$

$\$1,326,000 \times 35\% \text{ occupancy} = \$464,100$

$\$1,326,000 \times 40\% \text{ occupancy} = \$530,400$

$\$1,326,000 \times 45\% \text{ occupancy} = \$596,700$

Funds

Cash (15%)	\$ 79,560
Credit Card	<u>\$450,840</u>
Revenue Generated	\$530,400
Sales Tax	<u>\$ 43,760</u>
Total revenue minus Sales Tax	
\$486,640	

Expenses

Credit Card	\$ 38,320
Parking Enforcement	\$ 72,000
Meter Shop	\$ 8,900
Telephone Base Cost	\$ 53,010
Printing (receipts)	<u>\$ 2,150</u>

Subtotal

\$174,380

Debit Service Pay Stations

\$139,500

Total Expenses
\$313,880

Total Funds
\$486,640

Total Expenditures
\$313,880

Funds minus Expenditures
\$172,760

Funds at 51% after expenses
\$ 88,110

GAIN- Guadalupe Association for an Improved Neighborhood

1111 East 8th Street - Austin, Texas 78702

512-479-6275

December 6, 2014

Mr. Steve Grassfield
Parking Enterprise Manager
Austin Transportation Department
1111 Rio Grande Street
Austin, Texas 78701

Re: GAIN Application for Parking & Transportation Management District

Dear Mr. Grassfield:

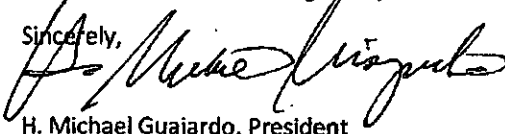
Thank you for attending the recent GAIN meeting. As you know, the members of the Guadalupe Association for an Improved Neighborhood (GAIN) met on December 6, 2014 and voted unanimously to have GAIN sign as an applicant for the East Austin Parking and Transportation Management District (PTMD). It is believed the PTMD will help address the parking and transportation needs of the area as it continues to re-develop as a denser more vibrant neighborhood.

The residents and property owners at the meeting discussed several important specific issues that will need to be more completely vetted in the near future; especially regarding finding ways to improve enforcement of the Residential Parking Permit areas after midnight when the burden of enforcement falls into the hands of the Police Department. GAIN will count on your assistance in coordinating with the Police Department to achieve better management of the RPP program in the future. As noted at the meeting, one simple and inexpensive way to address late night parking problems in our neighborhood would be to install "No Parking 12:00 AM to 6:00 AM" signs in those areas where currently no parking measures exist. San Marcos Street and Embassy Drive, adjacent to the French Legation, in particular, attract drivers who park there for free and return after bars close. These are the same areas that might be ideal for meters in the future, generating revenue for the district between 6:00 PM and midnight.

We also hope that GAIN's application to expand RPP to the 1100 and 1200 blocks of East 8th Street is not delayed until after SXSW now that plans to implement the PTMD have been shifted to a time after SXSW.

We look forward to working with you as the PTMD initiative develops!

Sincerely,



H. Michael Guajardo, President



November 20, 2014

Steve Grassfield, City of Austin

Via E-mail: steve.grassfield@austintexas.gov

RE: East Austin Parking Meter Installation

Dear Mr. Grassfield,

The East Cesar Chavez Neighborhood Planning Team is writing in support of the installation of parking meters along portions of 7th, 6th, 5th, 4th, and 3rd streets and their cross streets from I-35 to Chicon Street (per East Austin Potential Parking Management Plan, dated 09/2014). You met with our Team during our monthly meeting in October to outline the benefits of the parking district and details as follows:

1. Parking meters benefit local businesses by increasing turnover and new customer interaction
2. Parking meters reduce construction worker and downtown worker all-day parking
3. Parking meters encourage alternative methods of transportation
4. The profit split from the district is: 49% to City of Austin, 51% to East Austin District; profits generated are distributed 50% to the Business district and 50% to East Cesar Chavez Neighborhood Association and Guadalupe Neighborhood Association, by percentage of parking meters in each Neighborhood area. ECCNA's share will be in an account at COA Parking and Transportation in our name to be used on projects we identify in our neighborhood. (We may be able to borrow against future profits.)
5. Properties currently used as Single Family on the streets where parking meters are installed will be provided with permits to park at meters in front of their house at no charge, unless the properties have a garage or driveway.
6. The hours of meter operation will be 6pm-Midnight, Tuesday through Saturday.

The ECCNPT feels that both the installation of the meters and the profits generated from the meters will further the goals of the Neighborhood Plan.

At our October 15, 2014 meeting, the ECCNPT discussed the preceding endorsement criteria and voted in favor of supporting the installation of parking meters.

Please use this letter as needed to expedite the process of gaining approvals and installing the above mentioned parking meters.

Sincerely,

Ken Johnson
Chair

East Cesar Chavez Neighborhood Planning Team

CC: Steve Grassfield via e-mail

ECCNPT via e-mail