

Joint Parking Utility and University Position Statement

Item

Removal of public on-street metered parking, loading zones, taxi stands and parking for people with disabilities due to UW projects

Issue

Should the University pay a "replacement fee" or relocate meters for the displaced metered parking stalls? What principles should govern displacement of the Parking Utility's on-street meters and other facilities by University projects?

Recommendations

There are two general issues: 1) Loss of parking capacity, and 2) Loss of parking revenue. The following recommendations address each issue in turn.

1) The University agrees to provide and administer new metered parking at near-by parcels. The University currently provides 229 metered public parking spaces within 800 feet of 12 displaced meters on the East Campus Mall. Public parking is currently available under the Fluno Center at the corner of Lake Street and University Avenue and under Grainger Hall at University Avenue and Park Street. New metered parking spaces will be provided adjacent to the East Campus Mall when Gordon Commons is demolished in 2011. New parking capacity can be created by adding up to two levels to the Lot 46 ramp at the corner of Johnson Street and Lake Street. [See Appendix A.]

Construction of the Wisconsin Institutes for Discovery (WID) is underway and construction of the new Union South will begin in January 2009. These two projects will displace 14 Parking Utility meters on Orchard Street and six Parking Utility meters on Johnson Street. More than 50 new visitor parking stalls will be provided in a University owned and administered parking structure to be built as part of Union South in 2010. [See Appendix B.]

The University will collaborate with the City to install improved public parking signage for University owned and administered public parking.

The University agrees to ensure that the service capacity of displaced Parking Utility meters is replaced with nearby visitor (short-term) parking on University property. The 32 meters being displaced by current University projects will be more than offset by new visitor parking in Union South in 2010 and underneath a new Gordon Commons park in 2011. This replacement parking may not be as convenient for some parkers as the current City meters. The parking revenue will go to the University rather than the City.

The University will also provide non-parking areas (loading and taxi) on Orchard Street and Dayton Street to replace non-parking areas on City streets that were displaced as a result of the WID project.

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2) The University administers and operates approximately 1,000 parking meters and will increase metered parking rates from \$1.00/hr to \$1.25/hr effective September 1, 2008. University meter parking will be more expensive than parking in the Parking Utility's ramps. The rate increase will result in increased ramp utilization and increased revenue at the Parking Utility's Campus/State Street ramp. This will need to be revisited when the Parking Utility modifies its rates in 2009. This new revenue could offset any reduction in revenue that results from the 32 displaced on-street meter stalls.

The University, the Pyle Center, and the Parking Utility will collaborate to further increase utilization of the Campus ramp by moving Pyle Center event attendees into the Parking Utility's ramp. The Parking Utility and the University will discuss ramp utilization and proposed rate increases to ensure effective operation of all parking resources.

The Parking Utility will study extending specific parking meter maximum time limits to three hours to better support use by students. New meters that may be installed on Breese Terrace, Monroe Street, Mills Street, and Charter Street should also have a three-hour maximum. Increasing the time limit is expected to increase utilization and revenue.

The Parking Utility Manager provided a list of streets that could potentially have new metered parking spaces. The University recommends that a needs-based parking study be conducted. The study should evaluate options and rank potential sites for Parking Utility owned and administered parking near campus.

Background

Projects underway at the University of Wisconsin-Madison will make improvements to Murray Street, now officially renamed East Campus Mall. Murray Street became the East Campus Mall from Regent Street to Lake Mendota. Several hundred millions of dollars will be spent on building renovations, utility upgrades, street improvements, and landscape and streetscape improvements. The East Campus Mall improvements are already completed south of Dayton Street. When finished, the new pedestrian and bicycle-friendly mall will enable views of Lake Mendota that have been obstructed by structures since the middle of the last century. Pedestrian and bicycle travel will soon be revitalized from the center of the isthmus to State Street to the Memorial Union.

Approximately one-half of the East Campus Mall will be constructed on University property such as the Library Mall, Parking Lot 1 at Memorial Union and Red Gym (Armory), Parking Lot 47 and the old Ogg Hall dormitories. The other half of the East Campus Mall is on city streets bordered by University buildings such as the Chazen Museum of Art, South East Recreational Facility, and the Kohl Center. The new 21 N. Park Office and Welcome Center and University Square, a private/public partnership are adjacent to the East Campus Mall from Johnson Street to University Avenue. The University will maintain a public thoroughfare on its property.

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The University has converted acres of former building sites and its own metered parking to the East Campus Mall. The land value alone of the converted properties represents a major investment in the heart of the city. The present value of foregone revenues from University owned and administered parking operations exceeds millions of dollars, but these are investments in the City that the University is eager to make.

The City of Madison Parking Utility operates metered parking stalls on Murray Street, Orchard Street and Johnson Street that will be displaced. The City Parking Utility estimates that the present value of gross revenues from 33 parking stalls displaced by the University's East Campus Mall, Union South, and WID projects is approximately \$1 million. This is gross revenue and exclusive of capital costs, costs to enforce, rents paid to the City, and other operating costs.

Discussion

When Murray, Orchard and Johnson Streets were first constructed, they did not have parking meters. The properties bordering these areas were private residences; meters were added later for downtown business use, and then the properties were purchased for University buildings. The University does not want or need on-street meters to support its properties and the Parking Utility's Campus ramp is now closer to downtown businesses than the old Murray Street meters.

The Murray Street area has changed and Murray Street is now officially named the East Campus Mall. Parking meters are no longer appropriate on this pedestrian and bicycle mall. A similar transformation occurred on State Street which is now a bus, bike and pedestrian mall. The 2005 Campus Master Plan recommends moving surface parking to structured parking to allow for further infill, dense development and the creation of new open space on Campus. The City of Madison participated in development of the Campus Master Plan.

There is underutilized parking in the City's Campus ramp near the former Murray Street parking stalls. Recent estimates provided by the Parking Utility show that the ramp utilization is down 30% following the June 2006 rate increase. The Parking Utility would support the Campus Master Plan by encouraging parking in the Campus ramp. The University will support incentives to move surface parking into the Campus ramp.

Because moving car parking into structures is a priority for the Campus, the University will help increase utilization of the Campus ramp. For example, the University is increasing metered parking rates on Campus to \$1.25/hr so that hourly parking on Campus is more expensive than parking in the City's ramp. If an even greater incentive is needed, the University is willing to consider even higher rate increases in selected parking lots near City ramps.

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The University is also willing to direct Campus event parking and create more of an incentive for event attendees to park in the City's ramp. For example, the Pyle Center at the corner of Langdon Street and Lake Street frequently purchases parking from the University under the Helen C. White Building. The University will help negotiate an agreement between the Parking Utility and the Pyle Center for parking in the City's ramp.

The Parking Utility identified several on-street locations that it proposes could be replacement metered parking. Some locations require more study, such as on Langdon Street where intercity coaches load and unload. The impact of changes on customers, pedestrians, and the Memorial Union should be defined. However, the University thinks metered parking may be possible at most locations:

- 600 N. Lake Street - University is already paying the City for these stalls
- 700-800 Langdon Street - Need to work with Memorial Union, bus, students
- 1300 W. Johnson Street - Not available; WID, Union South building site
- 300 N. Mills Street - No objection, needs analysis
- 200 N. Orchard Street - Not available; Union South building site
- 200 N. Charter Street - No objection, needs analysis
- 300 N. Lake Street - No objection, needs analysis
- 200 N. Frances Street - No objection, needs analysis
- 100 N. Mills Street - No objection, needs analysis
- 100 N. Charter Street - No objection, needs analysis

The University developed a Campus Master Plan through significant participation of the Campus community, surrounding communities, and City administrators. Because the Parking Utility exists to serve those communities and the University, the Parking Utility should support the goals and strategies of the Campus Master Plan. Surface parking on Campus is not well aligned with the Campus Master Plan and the Parking Utility should support the Campus Master Plan by helping move car parking into structures. This allows the University to fulfill its commitment to its neighborhoods to develop within its boundaries, emphasize green space, and support alternatives to parking.

The Mayor's Ad Hoc Committee to Develop a Parking Strategic Plan has preliminarily identified six parking goals, several supporting strategies, and 81 initiatives for reaching the parking plan goals. Especially relevant goals concerning the East Campus Mall, Union South, and WID projects are:

1. *Parking will be perceived as an attractive, reliable, and good use of land that complements neighborhoods*
2. *Facilitate the integration of parking with other transportation options*

Strategies that were recommended to reach the above goals include:

1. *Partner/collaborate with agencies, developers, environmentalists*
2. *Create/change regulations & standards to support strategic priorities*
3. *Operate the parking utility to meet strategic priorities*

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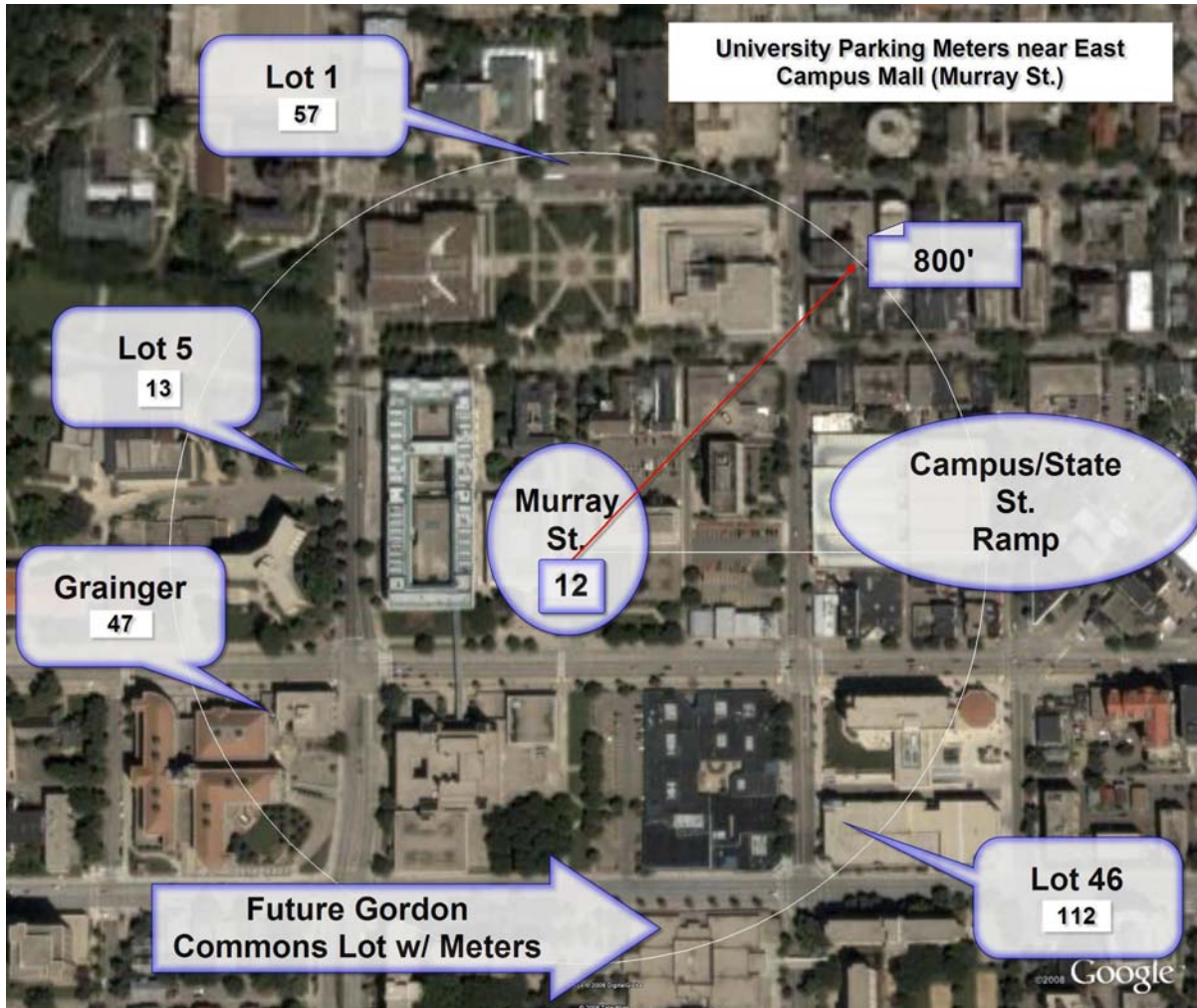
Relevant initiatives that the Mayor's Ad Hoc Committee recommends include:

- 1. Follow or develop a master plan for the area*
- 2. Collaborate w/ Dane County & the State (DOA, DOT, University)*
- 3. Informing/promoting parking for arts/entertainment*

The University seeks to make substantial investments to its properties. These investments have substantial benefits for downtown businesses, the neighborhoods, the City and the University. The improvements and changed use of Campus area streets mean that many on-street meters are effectively excess property and can be relocated to other City streets or disposed of by the Parking Utility.

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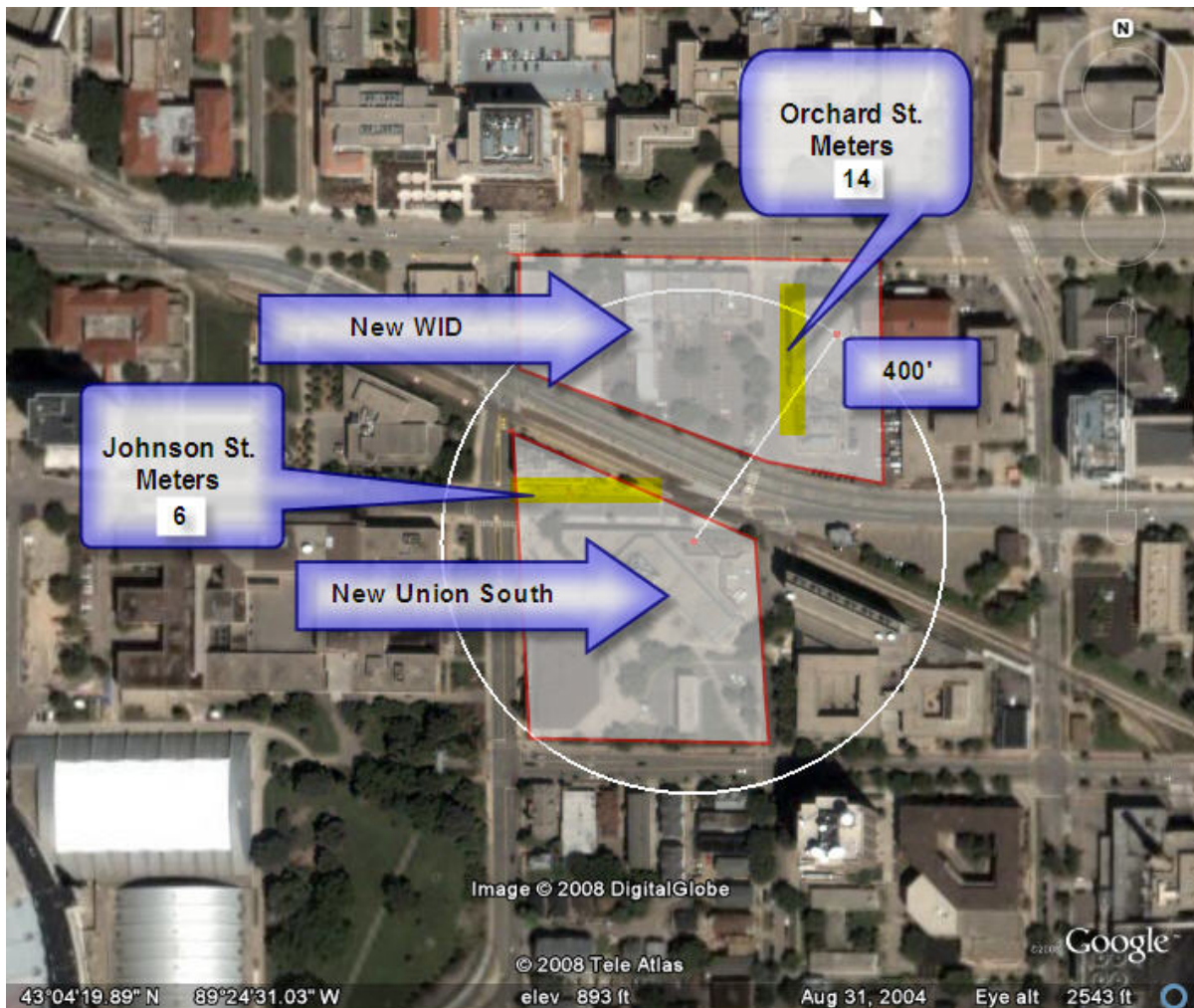
Appendix A



There are currently 229 University owned and administered metered public parking spaces within 800' (about 3.5 minutes to walk) of the 12 displaced Parking Utility meters on Murray Street (renamed East Campus Mall as of June 1, 2008). This is in addition to 60 Parking Utility owned and administered metered parking spaces on Langdon Street and Lake Street that are also less than a four minute walk from the displaced meters. The closest parking to the displaced meters is the Parking Utility's Campus ramp.

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Appendix B



The 14 Parking Utility meters on Orchard Street have been removed for the Wisconsin Institutes for Discovery. The six Parking Utility meters on Johnson Street will be removed in January 2009 for the new Union South. When finished, the new Union South will provide more than 50 visitor parking spaces within 400' (about 1.5 minutes to walk) of the displaced meters on Orchard Street. This will be in addition to other Parking Utility owned and operated metered parking spaces on Monroe Street and Mills Street.