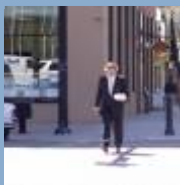


Downtown in Motion

Salt Lake City's
Downtown Transportation Master Plan

Parking Element – Too Much Parking and No Place to Park

Presentation to Rail~Volution
November 1, 2009



Collaborative Process

Funding and Participative Sponsors

- Salt Lake City
- Utah Transit Authority
- Redevelopment Agency of Salt Lake City
- Utah Department of Transportation
- Salt Lake Chamber
- Downtown Alliance



Salt Lake Chamber
Utah's Business Leader™



SALT LAKE Downtown Alliance
an affiliate of the Salt Lake Chamber

Public Involvement

- 6 Community Leaders Forums
- 2 Public Open Houses
- Many update & input meetings with local organizations
- Numerous newspaper articles, radio talk shows, and television interviews
- Project website: www.slctrans.com – 111,000+ hits



Salt Lake Chamber
Utah's Business Leader™



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Downtown in Motion Endorsements

- Salt Lake City Planning Commission
- Salt Lake City Transportation Advisory Board
- Salt Lake City Council
- Utah Transit Authority Board of Trustees
- Downtown Alliance Board of Trustees
- Downtown Alliance Parking and Transportation Committee
- Salt Lake City Arts Council



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Downtown in Motion Goals

Goal 1 – Serving Downtown

Goal 2 – Pedestrian Friendly

Goal 3 – Easy to Use

Goal 4 – Enhanced Transit Accessibility and Mobility

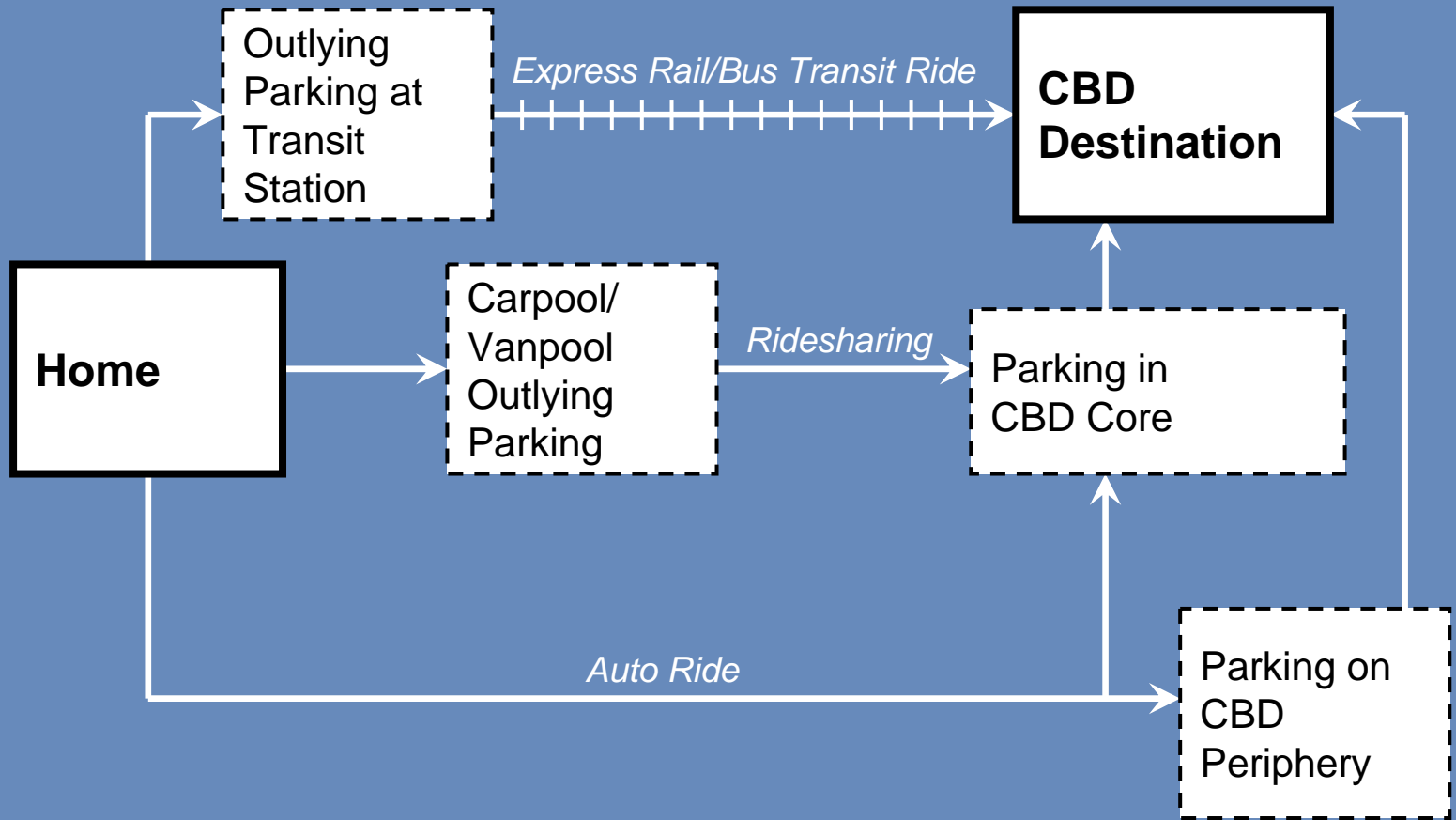
Goal 5 – Balanced Modes of Transportation



Initial Parking Goals and Objectives

- Concentration on short-term parking
- Automobile drivers will be able to “park once”
- The availability, visibility and accessibility of parking will be managed to achieve efficiency
- On-street parking will be managed to encourage short-term use

Downtown Parking Policy Choices



Parking Area of Interest



Public Perception of Parking



Parking Spaces in Area of Interest

- Approximately 30,000 off-street parking spaces
- 58% of off-street parking is open to the public
- 74% of these spaces available for evening parking
- Approximately 2,000 on-street parking spaces
- ***Less than 60% total occupancy during peak parking period***
- ***On-street parking is fully occupied with little turnover during evening hours***

Strategic Parking Plan

1. Maximize the use of available parking
2. Encourage patrons to “park once”
3. Provide consistency in way-finding
4. Use technology to make parking “user friendly”
5. Address user needs



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Strategic Parking Plan (con.)

6. Coordinate both public and private parking facilities
7. Develop safety and security measures
8. Balance public parking with private parking interests
9. Facilitate City's land use plan
10. Encourage private parking companies to provide public parking



Parking Implementation

- Establish a Parking Management Group (similar to Parking Authority)
- Develop parking management incentives and negotiate agreements with parking owners and operators
- Develop and require by ordinance consistent parking operating requirements

Parking Implementation (con.)

- Implement new pay and display meters
- Adjust hours of operation to encourage short-term visitor use (9:00 a.m. to 8:00 p.m.)
- Work with parking owners and operators to price off-street parking lower than on-street parking
- Enhance universal parking validation

Parking Implementation (con.)

- Revise parking requirements in downtown zoning code:
 - Establish short-term parking requirements
 - Restrict new surface parking
- Implement real-time parking availability system
- Implement a strong marketing program