

# Corpus Christi Parking Action Plan Implementation

February 27, 2018



# Downtown Parking Study Action Plan

CITY OF CORPUS CHRISTI PARKING STUDY  
ACTION PLAN



## INTRODUCTION

This Action Plan is the implementation guide to the Parking Management Study and Strategic Plan (Parking Study) completed by Walker Parking Consultants in January 2017.

It is the intent of this document to provide strategic direction to the City, Downtown Reinvestment Zone Board and Parking Advisory Committee for the next 36 months. The "Findings" section of this guide reviews the process and collected information.

### STUDY GOAL & OBJECTIVES

#### GOAL:

To enhance the Corpus Christi parking system by utilizing data and best practices so public and private parking is available to the diverse customers when needed.

#### OBJECTIVES:

- Create a long-term strategy for City's parking operations
- Engage the private sector parking supply to support the downtown residents, businesses and visitors
- Stimulate economic development
- Integrate best management practices.

## BACKGROUND

In August 2015, the Downtown Reinvestment Zone (TRZ #3) initiated a parking analysis, per recommendation from the draft Downtown Area Development Plan (DADP). The intent of the parking study is detailed in the insert to the left.

Walker was hired in August 2016 to complete the parking analysis, finalizing recommendations in January 2017. Following completion of document, the recommendations were vetted and refined through stakeholder meetings on April 13<sup>th</sup>.

## FINDINGS

Walker developed the recommendations after studying the parking system in the TRZ #3 area. The study consisted of three different fact-gathering activities, 1) perform *Stakeholder Outreach*, 2) review *Parking Occupancy* and 3)

review the *Effect of Future Growth* on the parking system.

*Stakeholder Outreach* included an online survey that had 409 respondents, as well as multiple stakeholder meetings. Through the stakeholder initiatives we learned the following:

- Most people believe parking is relatively affordable and are willing to pay for convenience if they can park close to their destination.
- Residents don't feel safe utilizing off-street parking lots at night due to parking lot, sidewalk and street lighting conditions.
- Residents desire a consistent distribution of parking meters throughout downtown to increase convenience.

Slides 5-29 follow the Action Plan. This symbol provides reference to the appropriate page:

**See Page 1**

- DMD Board
- City Transportation Advisory Commission
- Parking Advisory Committee

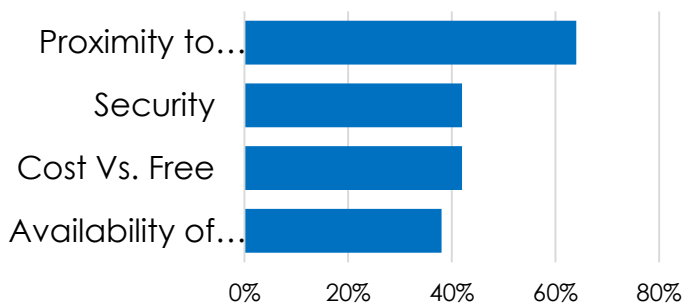


# Stakeholder Feedback - Survey

## Where do you Prefer to Park? (Ranked)

- 1) On Street – Commercial
- 2) Parking Lot – Public
- 3) Parking Lot – Private
- 4) Parking Garage – Public
- 5) Parking Garage – Private
- 6) On Street – Residential

## Important Factors - Where to Park



## When is it hardest to find parking?

[See Page 1](#)

- Special Event 72%
- Lunch Time 38%
- Tourist Season 33%

## Is it reasonable to pay to park closer to destination if free parking is available further away?

- Yes 51%
- Maybe 15%
- No 31%

## Safety

- 78% Feel Safe in the Day
- 23% Feel Safe at Night



# Action Plan Organization

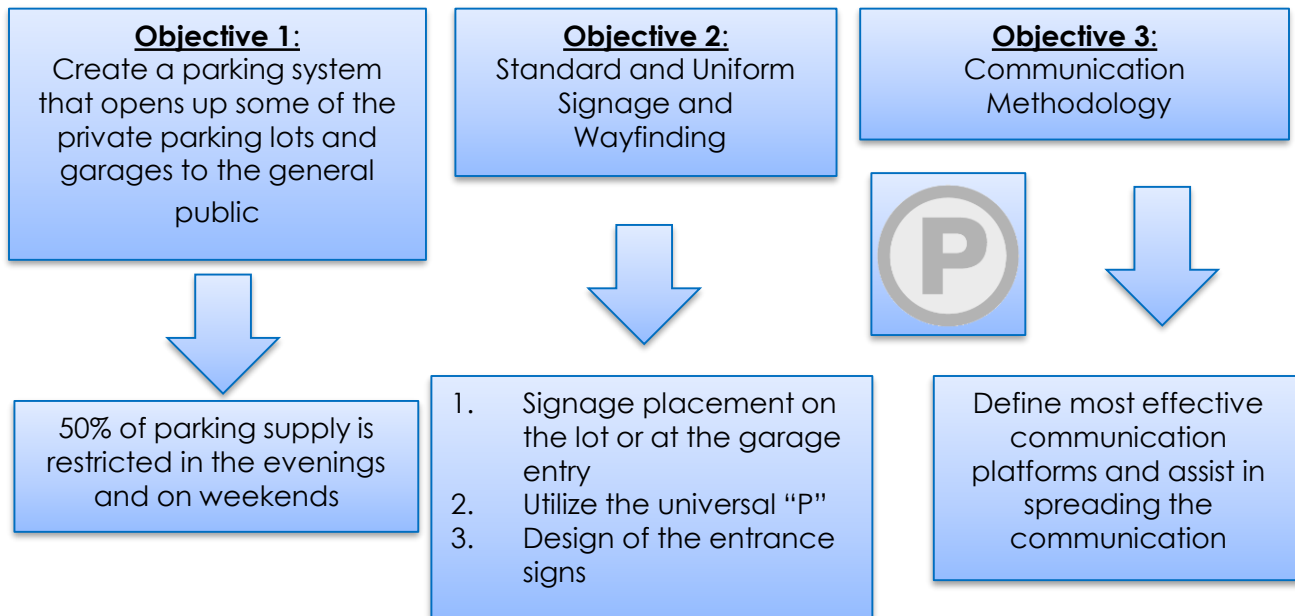
|                   |                                           |              |          |
|-------------------|-------------------------------------------|--------------|----------|
| District Specific | Simplify Rates/Hours                      | City         | FY 18    |
|                   | Increase Turnover - Meter Installation    | City         | FY 19    |
|                   | Better Identify Supply                    | City         | FY 19    |
|                   | Improve Loading Zone Function             | DMD/City     | FY 19    |
| Downtown Wide     | Create Parking Alliance                   | DMD/City     | FY 18    |
|                   | Communication Strategy                    | DMD/City     | FY 18-19 |
|                   | Off-Street Parking Requirements           | DMD/City     | FY 19-20 |
|                   | Event Plan                                | DMD/CVB/City | FY 19-20 |
| Organizational    | Establish Parking Enterprise Fund         | City         | FY 18    |
|                   | Adjust Parking Enforcement Officer Salary | City         | FY 18    |
|                   | Monitor and Implement Paid Parking        | City         | FY 19-20 |
|                   | Coordinate Future Supply Planning         | DMD/City     | FY 20+   |



## 5) Create Parking Alliance

*See Page 10*

### Formation of a Parking Alliance



# Recommendations – District Specific

## 7) Off-Street Parking Requirements

*See Pages 11-12*

1

Enforce the Current  
Off-street Parking  
Regulation Ordinance

1. Section 22-1 & 2 – Development of parking spaces in conjunction with different types of development
2. Section 22-3 – Joint use and off-site facilities
3. Section 22-4 – Design standards

2

Expand the Current  
Ordinance

1. Signage requirements and uniformity
2. Lighting
3. Parking lot and garage maintenance
4. Private lot signs

3

Create Uniformity and  
Standardization  
Requirements

1. Size of the sign
2. Inclusion of a parking symbol
3. Rate amount
4. Font size
5. Operator phone number
6. Sign material



Example of Surface Lot Lighting



# Parking Alliance & Enforcing Requirements

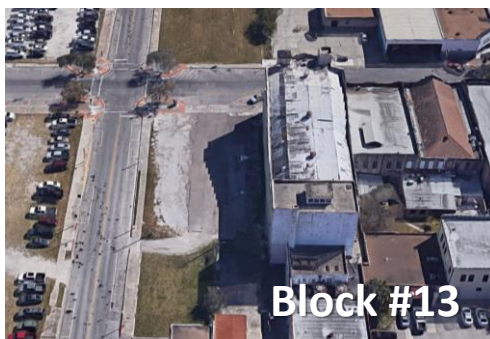
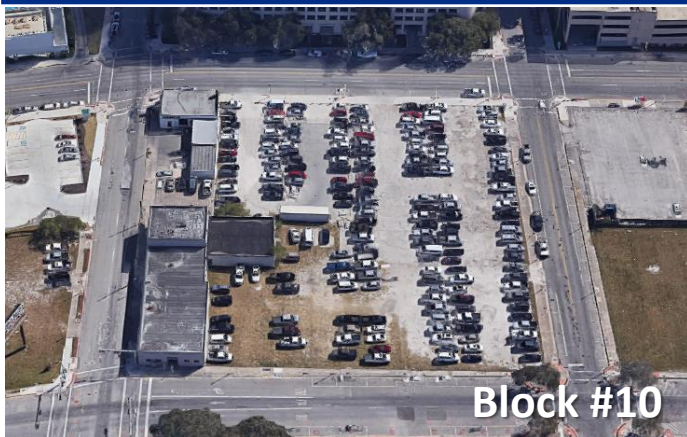


## Propose 10 Target Projects:

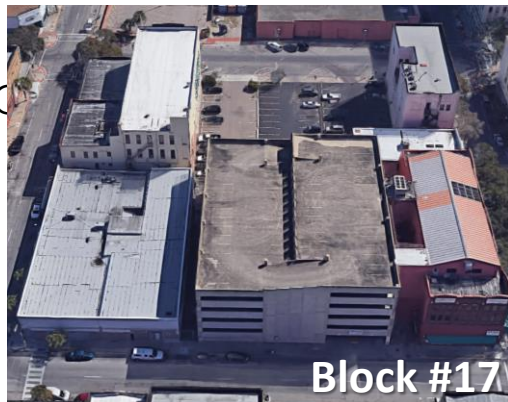
|            |             |
|------------|-------------|
| Block #10  | Surface Lot |
| Block #12A | Surface Lot |
| Block #12B | Surface Lot |
| Block #13  | Surface Lot |
| Block #17  | Garage      |
| Block #18  | Surface Lot |
| Block #21  | Garage      |
| Block #25  | Surface Lot |
| Block #28  | Surface Lot |
| Block #33  | Surface Lot |

**Taxed at \$5,400,089 Value**  
**1,587 Parking Spaces**

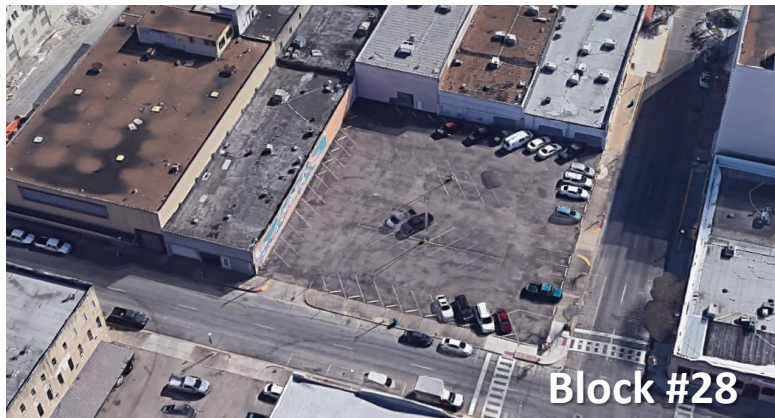
# Potential Target Projects



# Potential Target Projects



# Potential Target Projects



# Next Steps

- Meet with Target Project Property Owners
- Create Application with 60 Day Window

