



CITY OF HARRISONBURG
**PUBLIC
WORKS**

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TO: Eric Campbell, City Manager
FROM: Thomas Hartman, PE, Director of Public Works
DATE: April 14, 2020
RE: Downtown Parking Plan

Summary:

The Department of Public Works will present the Downtown Parking Plan Final Report.

Background:

In early 2019 the City Manager asked that Economic Development, Community Development, Police, Public Transportation, Public Works, and Harrisonburg Downtown Renaissance (HDR) partner together to complete a comprehensive study of parking in the downtown area. The study is planned to be a beginning component of a Downtown Master Plan study that is expected to begin in the second half of 2020.

In April 2020 an inventory and occupancy study was performed in order to determine the existing condition of parking in the downtown area. Following the collection of this data, the study group retained the services of DESMAN, a national recognized leader in parking, to evaluate the existing conditions, conduct public meetings to gather input from citizens, understand how parking demands will change over the next 10 years, and provide an implementation plan for improvements based on their findings.

The attached Downtown Parking Plan provides detail into each subject area mentioned above and explains rationale behind the improvements outlined in the parking plan.

Key Issues:

Outlined in the attached plan.

Environmental Impact:

N/A

Fiscal Impact:

The Downtown Parking Plan provides opinion of cost for each improvement strategy.

Prior Actions:

N/A

Alternatives:

N/A

Community Engagement:

- Stakeholder group meetings with downtown property owners, downtown business owners, and downtown residents was held on July 31 and August 1 of 2019.
- A Public Meeting to discuss existing conditions and how the report would be developed was held on August 28, 2019.
- An online survey to solicit public input on their parking behaviors and perceived shortfalls with parking was hosted by the City and 1,117 responses were received.
- A Public Meeting to discuss issues discovered by DESMAN and potential options for addressing the issues was held January 22, 2020.

Recommendation:

No action needed at this time.

Attachments:

1. Downtown Parking Plan
2. Presentation

Review: