

## **SPECIAL MEETING MINUTES**

**June 11, 2009**

Media Borough Council met in the large conference room of the Media Municipal Center on the above date with the following officials present: Mayor McMahon, President Daly, Councilmen Alyanakian, Cunningham and Williamson. Code Enforcement Director Jeffery was also in attendance. Vice-President Hall, Councilwoman Simpson and Councilmen Derrickson were absent from the meeting. There was one (1) member of the public in attendance.

President Daly called the Special Meeting to order at 7:30 p.m.

### **PARKING STUDY REPORT PRESENTATION – JUSTIN SCHOR OF URBANTRANS**

An overview of the process that led to the parking study report was discussed. It was explained how it was developed and the survey instruments used.

Justin Schor of UrbanTrans advised the County of Delaware's concern that an adverse impact upon employee morale caused by employees needing to pay for parking. Mr. Schor indicated that their research found that 90-120 County employees would carpool if a \$2.50/day/space parking fee was established.

There was some discussion concerning the feasibility of the Borough reactivating the parking authority.

With regard to parking turnover in residential neighborhoods, the concept of non-residents paying to park in neighborhoods that currently have residential parking zones was discussed. Mr. Schor indicated that their surveys found that 80% of residents had no difficulty finding a parking space. Mr. Schor mentioned a model program in which parking meters are placed in residential neighborhoods to allow non-residents to pay to park while the residents have a "pass" to park for free at a meter.

There was considerable discussion regarding parking turnover in retail corridors. In particular regarding enforcement of the maximum parking stay (i.e. two or three hours). President Daly suggested providing direction to the Police Department to enforce the maximum stay provisions of the Parking Ordinance.

Councilman Alyanakian recommended using the summer months, when parking demand is typically lower, to educate visitors to the Borough regarding the maximum stay provisions and then begin an aggressive enforcement campaign after Labor Day.

In an effort to reduce downtown parking demand, Mr. Schor recommended that signage provide accurate direction and that it further clearly identify the permissible parking in a given zone.

Mayor McMahon indicated that the Borough should take the necessary steps to evaluate lighting levels to address the ongoing issue of perception of safety in the parking garage. President Daly mentioned that perhaps this analysis should encompass all of the pathways to and from the Borough's parking facilities, with special attention to the Olive Street corridor. Councilman Alyanakian suggested LED lighting.

There was a general discussion regarding providing a late night escort service for those visitors who might feel uncomfortable walking alone to their car.

There was a general discussion regarding instituting a valet parking services.

### **FOLLOW-UP FROM PUBLIC HEARING – ONE-WAY ON BAKER STREET, ETC.**

The possibility of turning Baker Street into a one-way street for its length between Lemon and Monroe Streets was discussed. Mr. Schor advised that it was important to assess the impact of this with specific focus upon balance between increasing parking availability against increasing revenue. Mr. Schor suggested gathering merchant input concerning their perceptions related to how the loss of two-way traffic flow balances against the increase in parking spaces. It was determined that Council would like to secure a quote for the preparation of a Baker Street study.

Councilman Cunningham recommended that the group walk Jasper Street from Monroe to Lemon Street in order to evaluate the current conditions versus today's demands, paying particular attention to loading and unloading zones, curb cuts, accessible parking, etc.

Mayor McMahon recommended evaluating intersections where visibility is poor due to parking spaces close to the intersection. It was suggested that accident history for such intersections be acquired from the Police Department. Councilman Williamson mentioned that in some cases the reduced visibility creates traffic calming.

### **IMPLEMENTATION OF THE PARKING REPORT**

Considering the cost to build a new parking facility, Mr. Schor recommended that the Borough manage the existing parking inventory.

Councilmen Alyanakian and Williamson will approach County Council to develop an action plan on implementing those initiatives involving County employee parking. Councilman Alyanakian indicated that in prior discussions with the County they indicated that the garage used for jury parking may be able to become available to County employees on Wednesday through Friday when the jury pools are lower.

With regard to the two-hour maximum parking stay, Councilman Cunningham mentioned the perceived reluctance of business/property owners to address their employees who park along State Street and feed the parking meters.

A proposed aggressive fall parking enforcement plan to increase availability and turnover of parking supply rather than generating revenue was discussed.

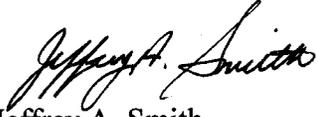
### **PUBLIC COMMENT & PRIVILEGE OF THE FLOOR**

There were no comments from the public.

**ADJOURNMENT**

The Special Meeting adjourned 8:55 p.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Jeffrey A. Smith". The signature is written in a cursive style with a large initial "J".

Jeffrey A. Smith  
Borough Manager/Secretary