

MEDIA BOROUGH PARKING COMMITTEE

RECOMMENDATION REPORT



**BOROUGH OF MEDIA
RECOMMENDATION REPORT
OF THE
PARKING COMMITTEE**

May 22, 2002

MEMBERS

Peter Alyanakian	Media Borough Council
Michael Burke	Media Borough Resident
Cecile Charlton	Delaware County Transportation Management Assoc.
Gabrielle Fleming	Media Business Authority
Bill Gross	Media Business Owner
Jay Haggerty	Media Business Owner
Deborah Krull	Media Borough Council
Kitty McFarland	Media Borough Resident
Christopher Pavlou	Media Planning Commission
Bill Payne	Media Planning Commission
John Pickett	Delaware County Planning Department

Additional Non-voting Members

Zubair Khan	Media Business Authority
Paul Robinson	Media Borough Council
Jeffrey Smith	Borough Manager

Report prepared by: Jeffrey A. Smith, Borough Manager &
Caryn Chester, Administrative Assistant

1.0 MISSION STATEMENT

The goal of the Media Borough Parking Committee Task Force was to assess and make recommendations on all facets of parking in the Borough of Media, which will be submitted to Borough Council for their review. A diverse group of individuals representing Borough Council, the Media Business Authority, residents and businesses made up this Committee. Listed on the first page of this report are the names of the eleven (11) members and their affiliation. The Committee met on a monthly basis from April 2001 to May 2002.

2.0 STUDY AREA OVERVIEW

It was determined there are 2,700 total parking spaces available in the study area, which encompasses Lemon to Radnor and Front to Baltimore. Later the study area was expanded to include Front Street (Jackson to Edgmont).

3.0 SUMMARY OF DISCUSSION TOPICS

After a roundtable discussion during the first Parking Committee meeting of April 25, 2001, it was determined the items listed below should be addressed during the monthly Parking Committee meetings.

- Directional signage (parking lots, etc.)
- Incentives to park in municipal lots as opposed to on-street
- Employee parking (businesses)
- Parking meter fees and fines
- Short-term versus long-term parking
- Partnerships with the county, businesses, etc. (shared parking concept)
- Zoning requirements (parking)
- Issue of daytime versus nighttime parking (two separate issues?)
- Parking garage utilization – second floor for short term parking
- Creating a map of public and private parking areas (parking inventory)
- Perception of distance to walk from vehicle to downtown
- Parking enforcement (meter attendants)
- Parking education – non-business, etc.
- Loading and unloading – deliveries in the downtown area
- Bagging meters – Why?
- Remote parking – off-site parking to meet parking requirements
- Residential parking – courthouse area
- County courthouse and offices – short-term parking
- Additional parking – surface lot to deck parking structures

4.0 DETAILED INFORMATION ON DISCUSSION TOPICS

4.1 Directional Signage

The Parking Committee discussed the implementation of directional parking signage, which would direct vehicles to garage and/or surface lots within the Borough of Media. The signage will be particularly important for the volume of visitors the Borough receives on a daily basis.

Recommendation: It is recommended that directional signage be purchased to identify our garage and/or surface lots with only the letter “P” on the sign. It is also the committee’s recommendation to purchase signs that will match our new street name signs.

4.2 Incentives to Park in Municipal Lots

It was the general feeling of all committee members that the Media Municipal Parking Garage does not get utilized to the fullest extent. Visitors tend to travel around the downtown area in search of a prime parking space and do not necessarily choose to park in the garage initially. It is important to offer incentives to park in the garage in order to leave the downtown area open for impulse shopping.

Recommendation: It is recommended to transform level two (2) of the Media Municipal Parking Garage into two (2) hour parking, leaving the first and third as eight (8) hour parking.

4.3 Employee Parking (businesses)

The Committee acknowledged that there may be an issue with employees of local businesses using prime parking spots, which could be utilized by potential shoppers instead. Incentives were discussed to entice employees to park at municipal lots to allow for high turnover and impulse shopping.

Recommendation: It is recommended that an education campaign be developed to encourage business owners/managers to require employees to park in municipal lots or in areas designated for long-term parking.

4.4 Digital Parking Meters

There are approximately 1,230 meters in the Borough consisting of on-street and municipal parking lots. All parking meters are enforceable Monday through Saturday between the hours of 8:00 a.m. to 6:00 p.m.

Zones 1 and 3 – A five-cent coin shall permit a vehicle at a quick-stop meter for 15 minutes only; at all other meters, the rate shall be \$0.05 for each 10 minutes and \$0.10 for each 20 minutes and \$0.25 for each 50 minutes at all parking meters in Parking Meter Zones 1 and 3.

Zone 2 – A twenty-five cent coin shall be the rate for each one hour of parking, with no time limitation.

Recommendation: It is recommended to install digital meters throughout the Borough (on street) to match those to be installed as part of the Streetscape Grant.

4.5 Parking Meter Fees

In an effort to understand our current parking meter fees, we must first explain the parking zones within the Borough.

Parking Zones

Zone 1 (short-term parking): the north and south sides of State Street between Lemon Street and Monroe Street; the east and west sides of Veterans Square between Baker Street and State Street; the east and west sides of Olive Street from Baker Street to Jasper Street; the east and west sides of Jackson Street from Baker Street to Jackson Street; the north and east sides of Baker Street from Veterans Square to Church Street; the east and west sides of Orange Street between Baker and Jasper Street; the east and west sides of Lemon Street between Jasper Street and Baker Street; the east and west sides of Church Street between State Street and Baker Street; the municipal parking lot within the block encompassed by State Street, Church Street, Baker Street and Monroe Street.

Zone 2: the parking lots owned by the Borough of Media and which are improved for offstreet parking of motor vehicles located at Baltimore Avenue and Olive Street, Front Street and Olive Street, Front Street and Jasper Street (beside the Media Firehouse), Gayley Street and State Street, and Baltimore Avenue and Orange Street.

Zone 3: all other areas within the Borough where parking meters are located.

Zone 4 (quick stop): In parking meter zones within a distance of seventy-five (75) feet from the intersection of all streets, the Council may designate the parking spaces closest to the corner on each street and on both sides of each street as a quick-stop parking space, and when the same is done, the meter installed shall be of a red color, and thereafter, parking shall no be longer than fifteen (15) minutes during the hours specified in 291-27 of the Borough of Media Code.

Meter fees for the above reference zones are as follows:

Parking is permitted for a maximum of three hours in Zone 1, except at Quick Stop meters where the time limitation is 15 minutes. In Zone 2 and Zone 3, there is no time limitation.

Parking Meter Zone 1 and Zone 3

- \$0.05 (five cents) for each 10 minutes.
- \$0.10 (ten cents) for each 20 minutes.
- \$0.25 (twenty-five cents) for each 50 minutes.

All meter fees shall be payable and enforceable between the hours of 8:00 a.m. and 6:00 p.m. Monday through Saturday.

Parking Meter Zone 2 - Municipal Parking Lots

- \$0.25 (twenty-five cents) for each one hour of parking.

All meter fees shall be payable and enforceable between the hours of 8:00 a.m. and 6:00 p.m. Monday through Saturday.

Parking Meter Zone 4 - Short-term Parking (Quick Stop)

- \$0.05 (five cents) for 15 minutes only.

All meter fees shall be payable and enforceable between the hours of 8:00 a.m. and 6:00 p.m. Monday through Saturday.

Recommendation: After determining that meter charges bring in approximately \$225,000 annually, the Parking Committee is recommending raising meter fees to .50 cents per hour in Zone 1 and Zone 3 only. Zone 2 (parking lots) will stay the same. Zone 4 should be designated for quick-stop 15 minute parking only and should be clearly marked. It is recommended that meter fees in this area be moved to .25 cents per 15 minutes.

4.6 Parking Fines

It is the duty of the meter attendants within the Police Department to report the number of each parking meter which indicates that the vehicle is in violation of the code, the date and hour of each violation, the state license number of each vehicle and any other circumstances surrounding each violation.

Each meter attendant shall place on such vehicle parked in violation of time allowed for parking a notice to the owner or operator thereof that such vehicle has been parked in violation. This notice shall indicate the time of violation and instruct the owner or operator that he may report to the police headquarters in person within one (1) hour of such violation to pay his penalty for and in full consideration of such violation the sum of \$1; within 24 hours of such violation, to pay his penalty for and in full consideration of such violation the sum of \$3; in person or by mail within 72 hours of such violation, to pay his penalty for and in full consideration of such violation the sum of \$5; and prior to the issuance of a citation of such violation, to pay his penalty for and in full consideration of such violation the sum of \$10. Violations for parking in excess of three (3) hours in Parking Meter Zone 1 shall bear a penalty of \$15 for and in full consideration of such violation in all cases. Failure of owner or operator to make either

payment stated above shall render owner or operator subject to the penalties for the violation.

Currently parking fines generate approximately \$50,000 in revenue for the Borough.

Recommendation: It is the recommendation of the Parking Committee to raise parking fines as follows: \$2 within the first hour of receiving a ticket, \$5 within the first 24 hours, \$10 within the first 72 hours of receiving a ticket, \$15 prior to citation and \$15 in excess of three (3) hours. Also, if a ticket is issued while a vehicle is in Zone 4, it will be deemed a \$15 ticket automatically with no grace period.

4.7 Parking Permit Fees

The current parking permit fees are as follows:

- Monthly: \$20
- Quarterly: \$50
- Annual: \$160

Permits are valid for parking in all municipal lots and metered areas with the exception of Zone 1 and Zone 4.

Recommendation: Since parking permit fees have not been increased since 1987, it is recommended that they should be raised accordingly: \$30 per month, \$75 per quarter and \$225 annually in 2003.

4.8 Short-term versus Long-term Parking

It is important to have ample short-term parking available in areas such as the courthouse to allow access to retrieve a passport, etc. Likewise, in the downtown area to pick up dry cleaning, food, etc.

Recommendation: It is recommended to implement one (1) hour short-term parking with digital meters in front of the Court House, specifically the north side of Front Street from Orange to Olive Street. The Committee also recommends the installation of 15-minute meters at each intersection and the erection of signage indicating same.

4.9 Partnerships with the County, Businesses, etc.

There are currently no partnerships formed with the Borough of Media and local businesses or the County with regards to shared parking concepts. Shared concepts could save the Borough money. The need for a new parking facility would no longer exist.

Recommendation: It is recommended that we explore the feasibility of partnerships with Media Real Estate at the intersection of State & Radnor Streets, the Flagship Building at Jackson Street & Baltimore Avenue, and the County parking garage at Front & Orange Streets.

4.10 Zoning Requirements

The purpose is to adequately provide for the parking needs of all uses in the Borough, reduce traffic congestion on public streets by getting parking off streets, and allow faster emergency access. The seconded purposes include: minimizing development problems with neighboring uses, providing for special parking needs of handicapped drivers and providing flexibility in meeting the Borough's parking problems and needs by methods such as shared parking arrangements.

Recommendation: The Parking Committee has decided not to make a recommendation on parking ratios, etc. dealing with zoning, however, deemed it appropriate for Council to request the Planning Commission and/or consultants review the existing ratios and requirements.

4.11 Daytime versus Nighttime Parking

A notable difference in population shifts from daytime to nighttime in the Borough of Media. Although the full-time population of the Borough is approximately 6,000, it is estimated that 25,000 individuals come into Media on a daily basis due to the Borough serving as the county seat of Delaware County.

Recommendation: It is recommended that each of the lots have adequate lighting during evening hours and the possibility of extending the hours of parking enforcement be considered. It is further recommended that education information be developed to supplement the marketing brochure, which highlights daytime versus nighttime in Media (see enclosure).

4.12 Parking Garage Utilization

It is the consensus of the committee that the Media Municipal Parking Garage, located at Baltimore Pike and Olive Street, is underutilized. There are three (3) levels with a total of 230 metered spaces. Parking permits are acceptable in the garage.

Recommendation: It is recommended that stores within the business district offer incentives (i.e. monthly, quarterly, or yearly parking permits) to their employees so they may utilize the parking garage facility instead of on-street parking in the downtown area. Also see section 4.3.

4.13 Parking Map of Public and Private Parking Areas

The creation of parking maps depicting public and private parking areas was discussed. These maps could be placed on kiosks and strategically placed within the Media Municipal Garage and surface lots throughout the Borough.

Recommendation: It was determined a parking/destination map should be created and strategically placed within the parking lots throughout the Borough.

4.14 Perception of Distance to Walk from Vehicle to Downtown

The Committee believes there is a definite varying perception in regards to the actual walking distance from their parked vehicle to the downtown area.

Recommendation: The group discussed the importance of attractive window displays, etc. to keep the attention of pedestrians/shoppers as they stroll through the business district.

4.15 Police Department Parking Enforcement

Current Police Department parking enforcement staff consists of one (1) full-time and three (3) part-time meter attendants. The attendants patrol the streets (both residential and business district) and distribute parking tickets to anyone in violation.

Recommendation: It is recommended parking enforcement be extended beyond 4:30 p.m. and perhaps on Saturdays to assist with the implementation of short-term parking, especially at each of the proposed intersections where 15 minute meters are proposed.

4.16 Parking Education – Non-business, etc.

Educating visitors in reference to the various parking facilities within the Borough of Media can be completed through seasonal newsletters and campaigns, such as free parking during the month of December in the Media Municipal Parking Garage, which is our current practice.

Recommendation: It is recommended that maps be placed at each municipal lot and pertinent information be posted on the webpage and cable channel alerting visitors, employees, etc. to the various locations for short and long-term parking.

4.17 Loading and Unloading Zones

Current loading and unloading regulations are as follows:

- A. Areas for loading and unloading of delivery trucks and service vehicles shall be provided. Such areas shall be adequate in size and shall be so arranged that they may be used without blockage or interference with the use of accessways or automobile parking facilities.
- B. Except in the I-Industrial District, all loading and unloading activity shall be at the rear of the building or use.
- C. Off-street loading areas shall be located completely on the site.
- D. In the event that off-street loading area are located adjacent to residential districts, such areas shall be effectively screened from view.
- E. Off-street loading areas shall be designed and used in such a manner as to at no time constitute a nuisance or hazard.

Recommendation: It is recommended that we implement a regulation, which requires deliveries to the businesses on State Street to be unloaded/loaded in the rear of the property in an attempt to keep traffic flow moving.

4.18 Bagging of Parking Meters

Concerns were raised by committee members pertaining to various businesses that place paper bags over parking meters, which are located outside of their business in an attempt to reserve parking for short-term users.

Recommendation: It is recommended that the practice of bagging parking meters be eliminated with the following caveats: educate business owners to instruct clientele to use rear entrance businesses, extend the hours on short-term meters and schedule meter attendants during evening hours, and rear entrances be designated for the pick-up of take-out food. The Committee believes the implementation of short-term parking (see above) will relieve the concerns raised by the establishments that place bags on the meters located in front of their establishment.

4.19 Remote Parking

No remote lot parking, accessory to any commercial use, shall be permitted in any residential district, as explained in the Borough's Zoning Code.

Recommendation: The Parking Committee recommended not changing this at this time.

4.20 Residential Parking

The district known as the “residential parking program are (RPPA)” in the Borough of Media is summarized below and is in effect from 8:00 a.m. to 5:00 p.m. daily, excluding Saturday, Sunday and holidays.

- South Avenue between Jefferson Street and Franklin Street.
- The west side of Jackson Street between Franklin Street and Jefferson Street.
- The north side of Front Street to a point commencing 160 feet east of the east side of Monroe running to the east to Edgemont Avenue.
- The east side of the 300 block of South Olive Street.
- The north and south sides of Fourth Street from a point even with the easterly side of Grubb Street west to Olive and on the north side of Fourth Street from Olive Street to Orange Street.
- The north and south sides of West Second Street between Citron Street and Lemon Street.
- The east side of the 400 block of South Avenue.
- The east and west sides of the 400 block of North Olive Street.
- The south side of the 300 block of West Third Street.
- The 300 block of West Fourth Street.
- The east side of the 600 block of North Jackson Street.
- The south side of the unit block of East Franklin Street.
- The west side of the 300 block of South Plum Street.
- The west side of the 200 block of North Lemon Street in the area between posted signs, within which spaces are marked with an “R” on the street surface.
- Six designated parking spaces located on the south side of the 400 block of West Front Street in the area between posted signs, within which spaces are marked with an “R” on the street surface.
- Two designated parking spaces located on the north side of the 400 block of West Third Street in the area between posted signs, within which spaces are marked with an “R” on the street surface.

Parking stickers shall be prepared by the Borough Secretary and cost \$5. Guest cards shall be prepared by the Borough Secretary and provided free of cost. Lost or stolen guest cards shall be replaced at the cost of \$1 each. Special cards shall be prepared by the Borough Secretary and provided free of cost. Special cards shall be returned to the Borough Secretary immediately following their use.

Eligibility for stickers or cards shall be as follows:

- Any person living in a residence abutting the streets in the RPPA shall be entitled to receive from the Secretary of the Borough of Media a residential parking sticker for each vehicle that person owns or has a right to possess. Joint owners shall be treated as one owner. The applicant shall present one item constituting proof of residency and one item constituting proof of ownership or right to possession of a motor vehicle.
- No permit issued hereunder shall be transferable. Any person changing residence from the RPPA shall surrender the permit to the Secretary of the Borough of Media. Any person desiring to transfer the permit from one vehicle to another may do so by application to the Secretary of the Borough.
- Guest cards. Each single-family home or apartment in the RPPA is eligible to be issued up to two guest cards. An applicant for guest cards must present proof of residency.
- Special cards. Upon written application to the Borough Secretary, special permission may be obtained for special cards to be used for limited hours during special events in the RPPA.

The following are exempt from the provision of this section: (1) owners and operators of emergency vehicles, (2) Media doctors on house calls in the RPPA and (3) service vehicles, clearly labeled as such, during the time that persons from said service vehicle are performing a service at a residence in the RPPA.

If a person sells his or her motor vehicle, he or she shall remove the sticker and present it to the Borough Secretary. If a replacement vehicle is purchased, the old sticker may be exchanged for a new one at a cost of \$1.

Violations and penalties

- Any person violating any of the provisions shall be sentenced to pay a fine of not more than \$10 plus the cost of prosecution. It shall be the duty of the enforcement officers of the Borough to report all violations of any provision of this chapter, indicating, in each case, the section thereof violated, the license number of the vehicle involved in such violation, the location where the violation took place, the time of such violation and any other facts that might be necessary in order to secure a clear understanding of the circumstances attending such violation. The enforcement officer making such vehicle was

parked in violation of this chapter, which notice shall contain instructions to the owner or operator of such vehicle that if he or she shall report to the Borough of Media and pay, for the use of the Borough, the sum of the fine within 72 hours after the time of such notice, the same shall have such violator from prosecution and from the costs attendant therewith.

- When an enforcement officer has reason to believe that a guest card is not being used in accordance with the purpose, intention or provisions of this section, the Borough Secretary shall be notified. The Borough Secretary shall then send a letter to the possessor of the subject card, informing that person that the card is being used improperly. If the violation(s) continue(s), the Borough Secretary may revoke the guest card(s), so long as the possessor of the same is afforded an opportunity at an informal conference with the Borough Secretary to explain his or her position. If a guest card is revoked, the possessor of the same shall deliver it to the Borough Secretary. Parking in the RPPA with a revoked guest card shall be the same as parking with no guest card or residential sticker. Violators shall be ineligible for guest issuance for one year.

Recommendation: It is recommended that the Borough of Media request the Delaware County Planning Department perform a short-term survey of their employees, jurors and visitors to find out information as to where they park. This information will determine if some residential parking districts are not warranted.

4.21 County Courthouse and Offices

The Delaware County Courthouse, as the county seat, employees 2,000 plus employees and has jurors from around the county visit on a daily basis.

Recommendation: The Parking Committee is recommending the County Planning Department prepare a survey for employees/jurors to identify where they park and that a map indicating current spaces be created in the near future.

4.22 Parking Survey

In an effort to gather information from various townships, boroughs and cities pertaining to their parking regulations, the Borough Administration office distributed a parking survey. A good response was received and pertinent information was compiled onto a spreadsheet for the Committee's review (see next page).

PARKING SURVEY

<u>MUNICIPALITY</u>	<u>PARKING SPACES</u>			<u>GARAGES</u>	<u>SHORT-TERM METERS</u>	<u>METER FEES</u>	<u>PARKING PERMIT FEES</u>	<u>ENFORCEMENT OFFICERS</u>
	<u>TOTAL</u>	<u>ON-STREET</u>	<u>MUNICIPAL LOT</u>					
Carlisle	1107	657	126	224	Yes	.25/2 hrs (gold) .05/12 mins. (gray)	\$10/month (6 mos permit)	1 (full-time)
Chestnut Hill		20-30 per block	368		No	.25/hour	\$80/month	
Harrisburg	7868	1195	1550	6213	No	\$1.00/hr--core .75/hr--fringe		9
Kennett Square	550	152	370		Yes	.25/20 mins	\$360/year	2
Lower Merion	1987	658	1329		No	.50/hour	\$90/6 months	4 (full-time)
New Hope	400	320	80		No	\$1.00/hour	\$575/year	2 (part-time)
Newark		364	645		Yes		\$50/month	4 (full, 2 (part)
Radnor	683	318	365		No	.25/hour	\$60/qtr, \$114/6 mos, \$216/year	1
State College	1698	425	229	1044	Yes	.60/hour	\$54-72 (garage rental)	3 (full), 2 (part)
Swarthmore	290	271	19		Yes		\$7-20/month	Police
West Chester	1847	355 metered 321 unmetered	521	650	No	.30/30 mins. .60/hour	\$55/month, \$360/annual	6 (full-time)

4.23 Parking Pamphlet

The Parking Committee created of a parking pamphlet depicting the garage/surface lots in the Borough of Media. The pamphlet was distributed to various restaurants and businesses in order to be given out to customers. This was completed in October 2001 (see attached).

4.24 Handicapped Parking

ADA requirements indicate there should be a minimum of one (1) handicapped spot per block; however, a committee member recommended additional spots be added which would not necessarily equate to one (1) per block.

Recommendation: It is recommended that the Borough Solicitor's office review and make a recommendation on handicapped parking spaces in the Borough.

4.25 Additional Parking Facilities

The overall feeling of the Parking Committee was that perhaps the feasibility of additional parking facilities should be explored.

Recommendation: It is recommended that a garage similar to our existing three-tier garage be erected at Orange Street & Baltimore Pike or Front & Olive Streets. It is also recommended that a sub-committee be created to discuss expenditures for another parking garage.

5.0 CONCLUSION

The recommendations contained in this report require a comprehensive review by Media Borough Council, who will examine the implementation of the recommendations.

Many of the recommendations contained in this report are inter-related and therefore dependent upon each other for ensuring an effective overall approach to addressing the parking needs of the Borough.

Some of the recommendations will need a reasonable amount of implementation lead time.