

PARKING REVIEW GROUP PROGRESS REPORT & UPDATE

Chairman, Timothy Fontneau

Planning and Development Director, Shanna B. Saunders

Economic Development Director, Michael Scala

November 21, 2023

MEMBERS

City Council Rep and Chair - Tim Fontneau

Planning Board Rep - Keith Fitts

Staff Reps

Andrew Swanberry – Police Department

Mike Scala – Economic Development

Michael Bezanson – Public Works

Shanna B. Saunders – Planning and Development

Downtown Business owner Reps

Todd Radic – Skeltone Records

Marc Saxby – Collec-tiques

Ralph DiBernardo – Jetpack Comics

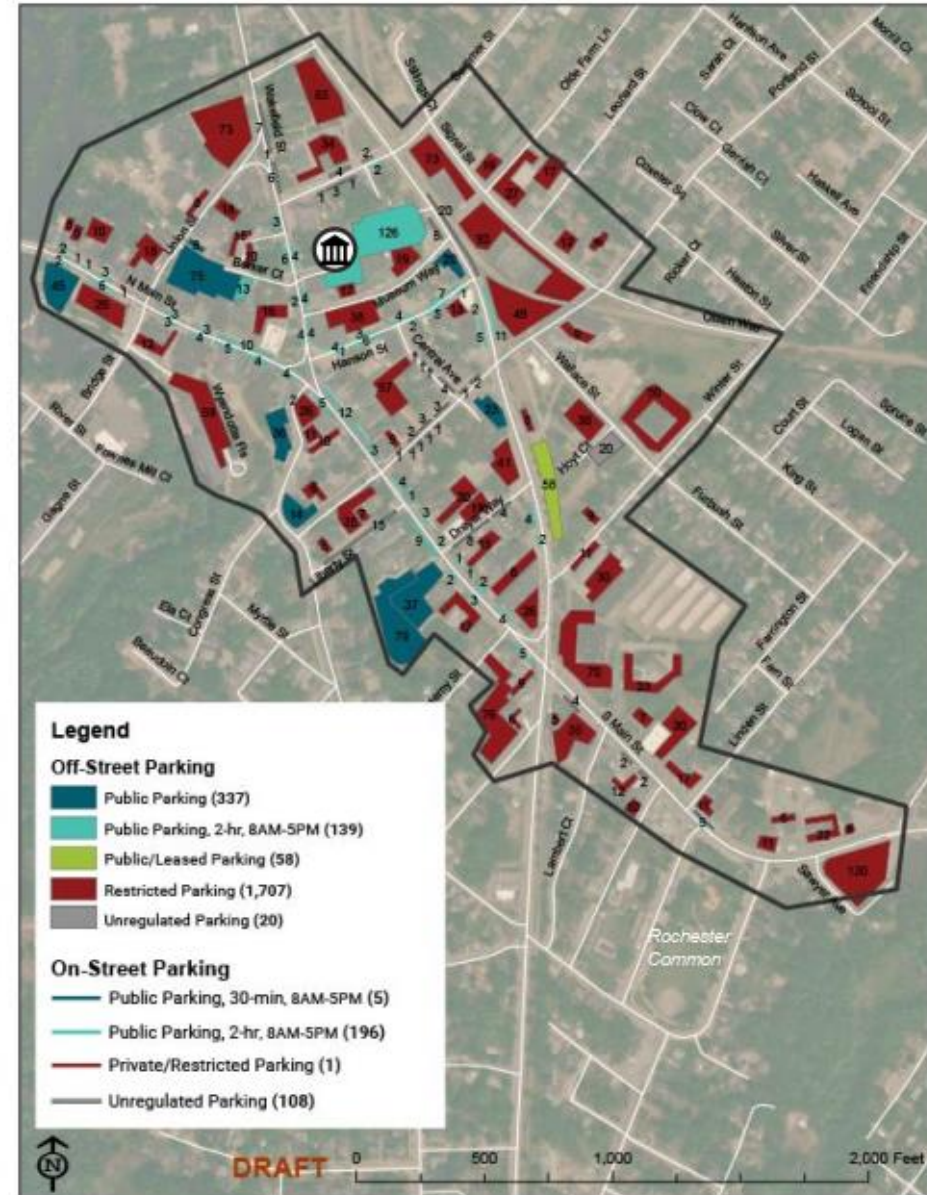
Kris Ebbeson – Riverstones Custom Framing

MISSION

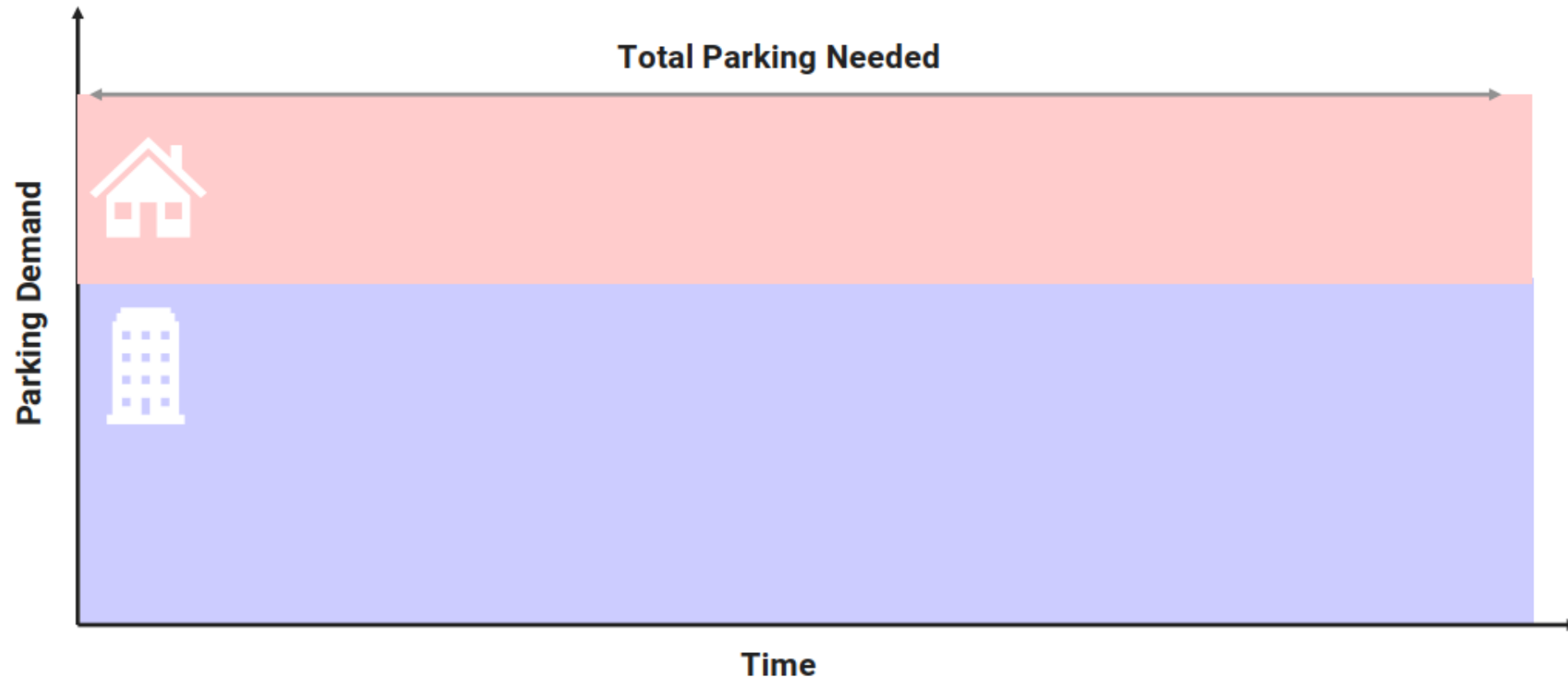
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- b. Host an open public meeting to solicit input from other stakeholders and the greater community, additional meetings as deemed beneficial (employ the use of a trained facilitator for these, such as Rochester Listens)
- c. Conduct any other activities and analysis deemed beneficial by the PRG
- d. Develop a draft list of Action Items and Next Steps, with projected completion dates which PRG will then present to the City Council and City Manager
- e. Complete any financial analysis needed regarding funding or revenue that any action item may need/generate
- f. Specifically address the issues of a publicly owned multilevel parking structure (“parking garage”) – need for, timing, financial viability

Inventory

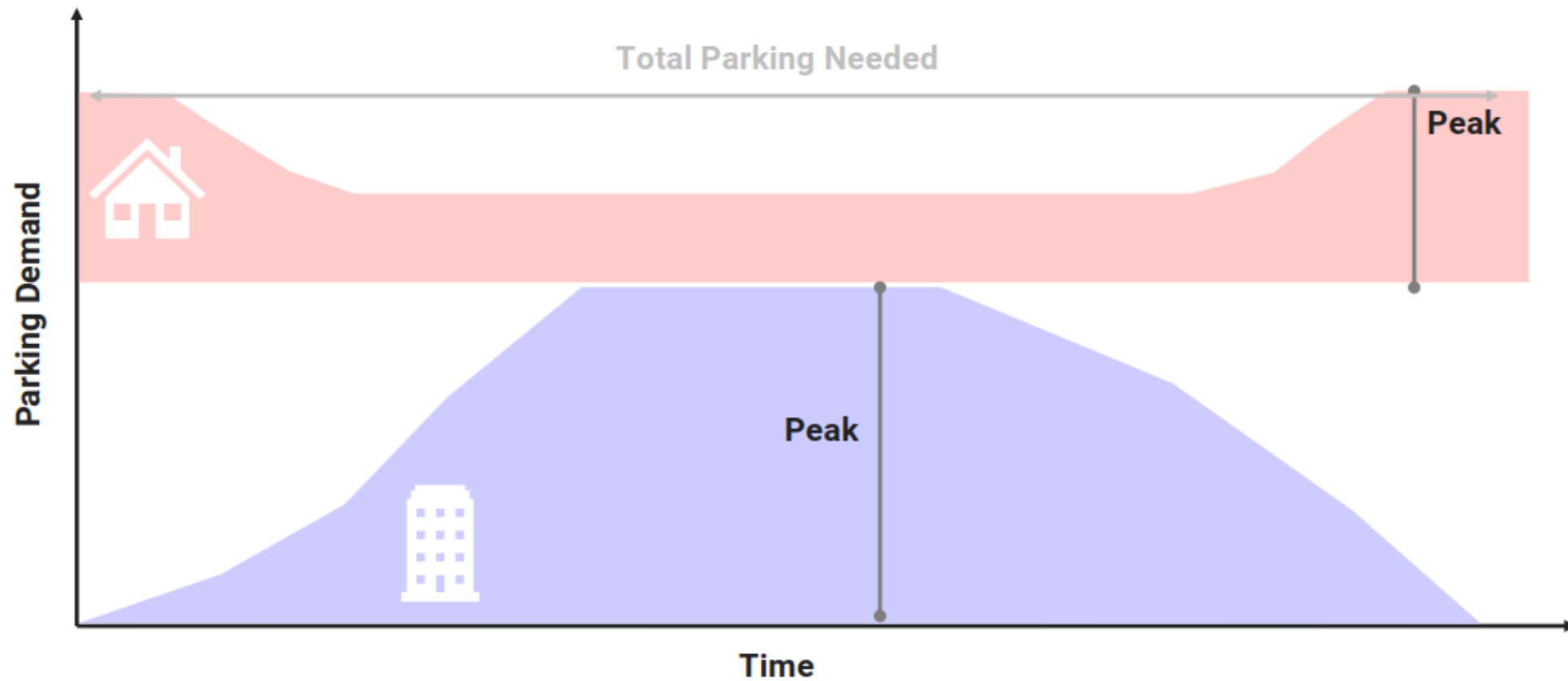
- **2,571** total spaces
 - **2,261** off-street (88% of total)
 - 13% of land in study area
 - **310** on-street (12% of total)
- **Regulations:**
 - **1,708** restricted (private) spaces (~67%)
 - **735** spaces in public supply (~28%)
 - 534 off-street spaces
 - 139 spaces – 2-hour limit
8:00 am to 5:00 pm
 - 201 on-street spaces
 - 5 spaces – 30-min limit
8:00 am to 5:00 pm
 - 196 spaces – 2-hour limit
8:00 am to 5:00 pm
 - **128** unregulated (unsigned) spaces (~5%)



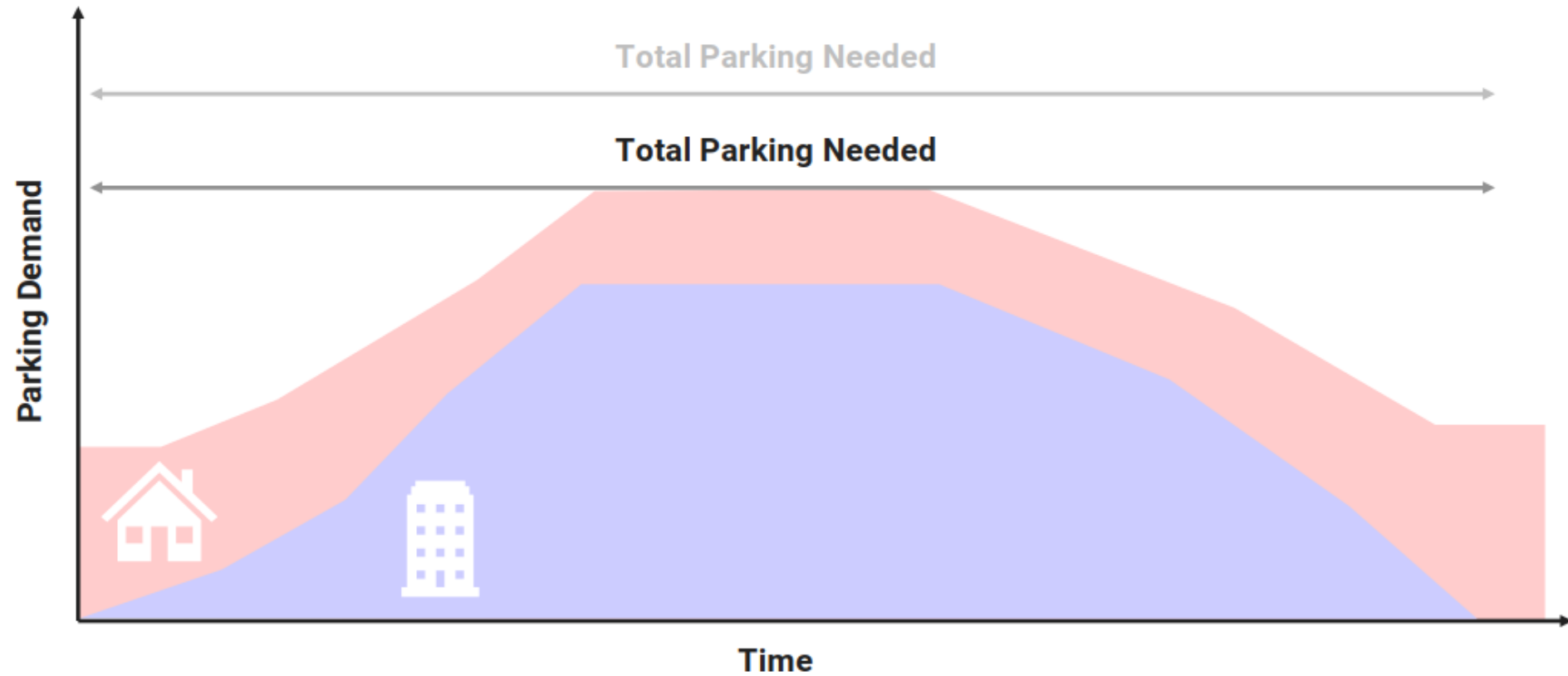
Typical Parking Analysis



Realistic Parking Analysis

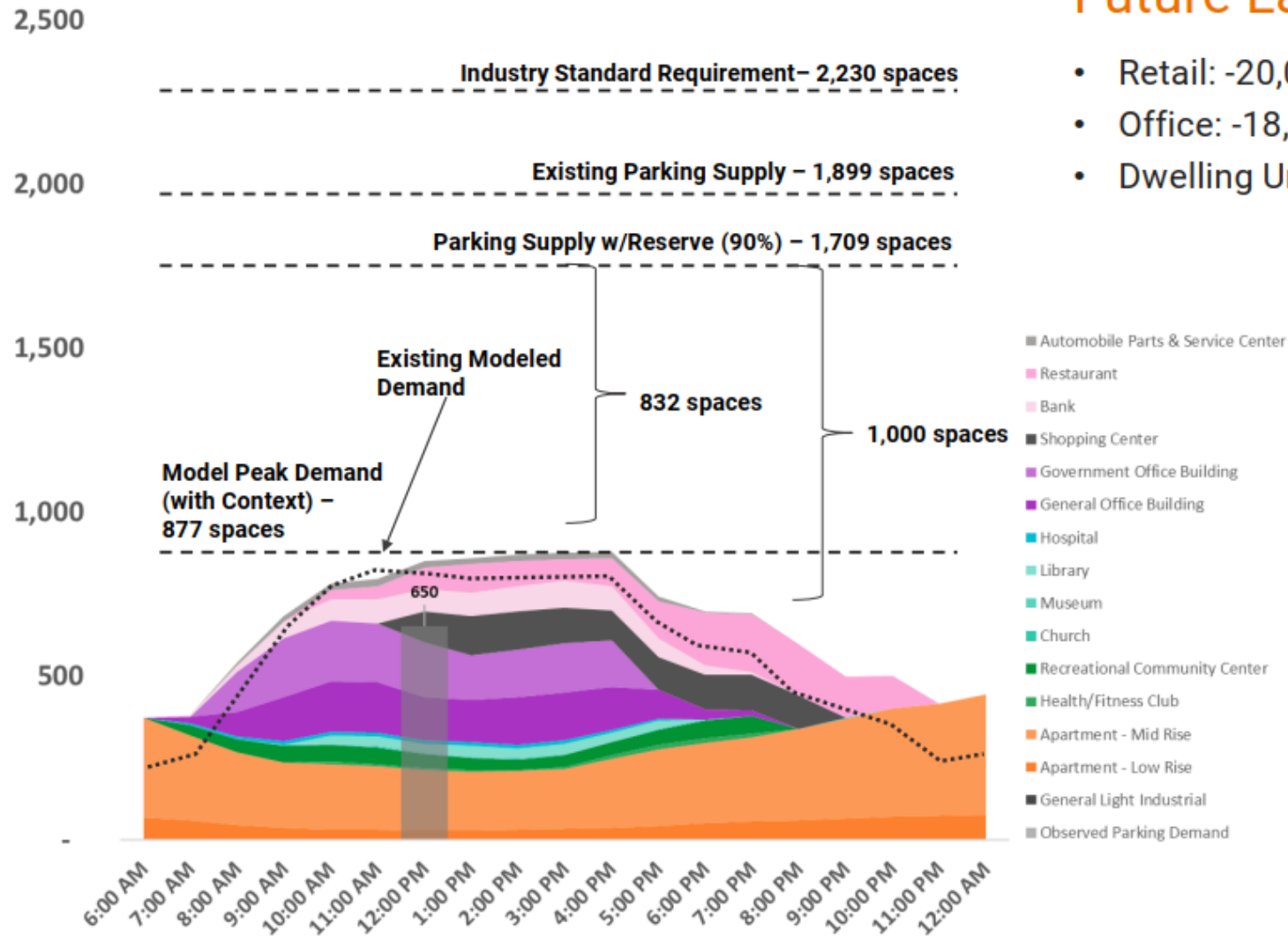


Realistic Parking Analysis



Future Land Use Scenario A

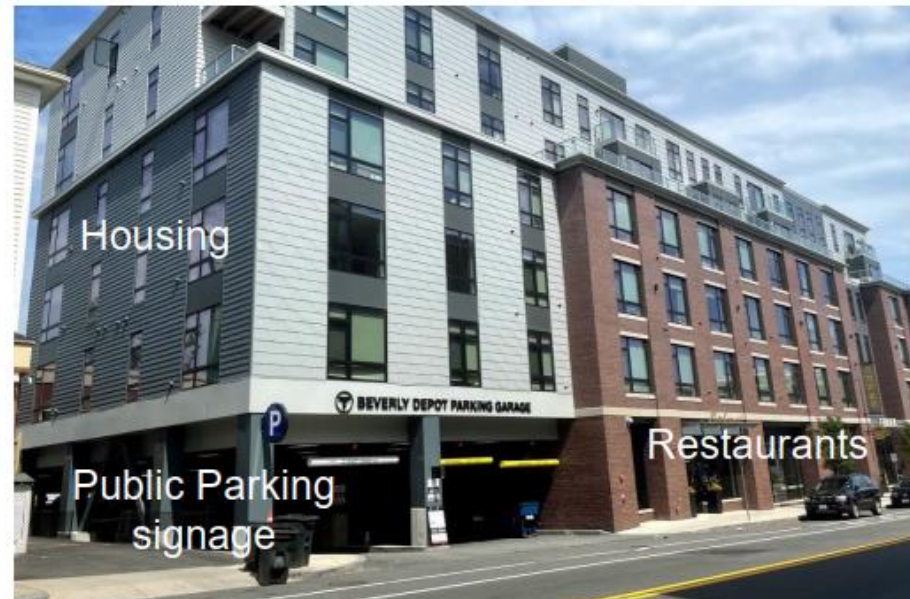
- Retail: -20,000 sqft
- Office: -18,000 sqft
- Dwelling Units: +180



Considerations for Structured Parking

Structured parking is a useful approach to consolidate surface parking lots. However, it is expensive, and it is often challenging to charge users enough to cover the cost. As Rochester grows, considerations associated with structured parking include:

- Structured parking is expensive: **\$22,000**
 - Very basic amenities
- In a downtown: **\$30,000/space** :
 - Wrapped in active uses
 - Priced to fit into larger system
 - Integrated with public parking supply
 - Lighting
- Smaller sites (i.e. City Hall or Union St Lot) only accommodate ~150 per deck; max supply ~500
 - **Cost: \$15,000,000**
- Completely shared/open to public to maximize use
- Multiple developers could support one central facility





Choose
ROCHESTER
NEW HAMPSHIRE

OUTREACH

Help Rethink & Reimagine Rochester's Public Parking

Brought to you by the Rochester
Parking Review Committee

**Please take a few
moments to take our
parking survey and
share your input!**

**Scan here
to link to
our online
parking
survey!**



Thank you for your help!

**590
Responses!**

For more information Please contact the Rochester Planning Department at
603-335-1338 or visit our website at www.RochesterNH.Gov

SURVEYMONKEY GENIUS

ESTIMATED
COMPLETION RATE

77%

Completed

ESTIMATED TIME
TO COMPLETE

2

Minute

TOTAL RESPONSES

590

OVERALL SURVEY STATUS

CLOSED

NOTIFICATIONS ?

Only you

[Edit](#)

Collectors

CLOSED

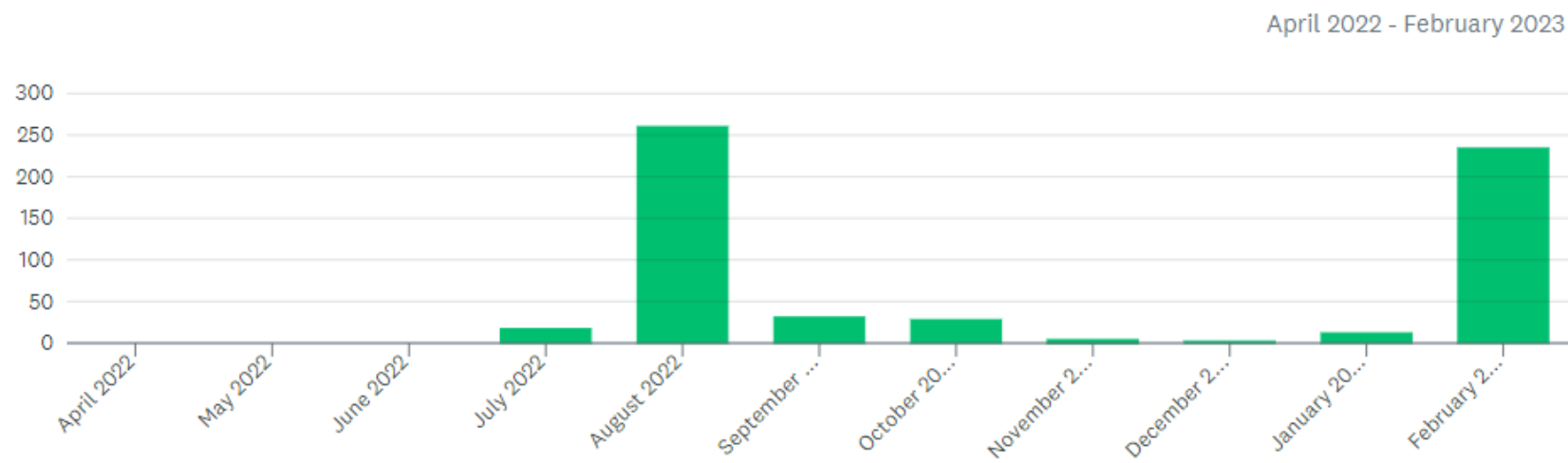
[Web Link 1](#)

Created: 7/21/2022

590

RESPONSES
COLLECTED

Responses Volume

[ANALYZE RESULTS](#)

Survey Language: English

Theme: **Heritage**

No logo added ?

No logic added ?

Professional survey services ?

Add a survey to your Zoom meeting ? >

Did you know?

OUTREACH

Union Street Parking Lot Improvement Project—Concept Plan

Please give us your input on which Design Features are important to you!!

You get 3 sticky dots ONLY! :)

Please place your 3 sticky dots on the top 3 things you think designers should focus on when they redesign

Issue	
Stormwater Infrastructure	
Beautiful Landscaping	
Site Lighting	
Safety of the Entrance/Exit on Union	
Including a Bike Rack	
Sculpture/Art installations	
Walkability to the Opera House /City Hall	
EV Vehicle Charging Station availability	
Expanded Outside seating adjacent to the Parking Lot	
Obtaining more parking spaces in the design than currently exist	
Walkability to the Main Street Businesses	
Porous Pavement	

Are there any other ideas we missed? Please take one sticky note sheet per idea and add them here:

--	--	--

More Trees!

Definitely more Trees!

Puppy Clean up?

Edible Landscaping

More signs for the theater?

Threat lighting navigation

Community Garden

So stupid - Bigger signs or more for the theater

Vegetation that sheds in the snow during exposure. These about quantity of vegetation (going to high)

for people to clean up after themselves

EV charging for a fee No taxpayer subsidy

No trees

Turn it into a park not a parking lot

Reduce car friendly please! Enough cars!



OUTREACH

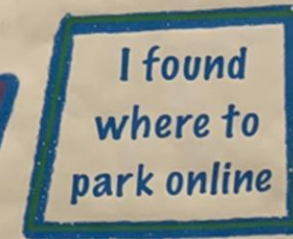
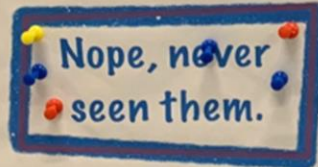



OUTREACH

Do these signs look familiar?



Please place a pin in a box below



Want to get more involved?
Visit us online at Rochesternh.gov or link
here 



Choose
ROCHESTER
NEW HAMPSHIRE

Brought to you by the Rochester Parking
Committee

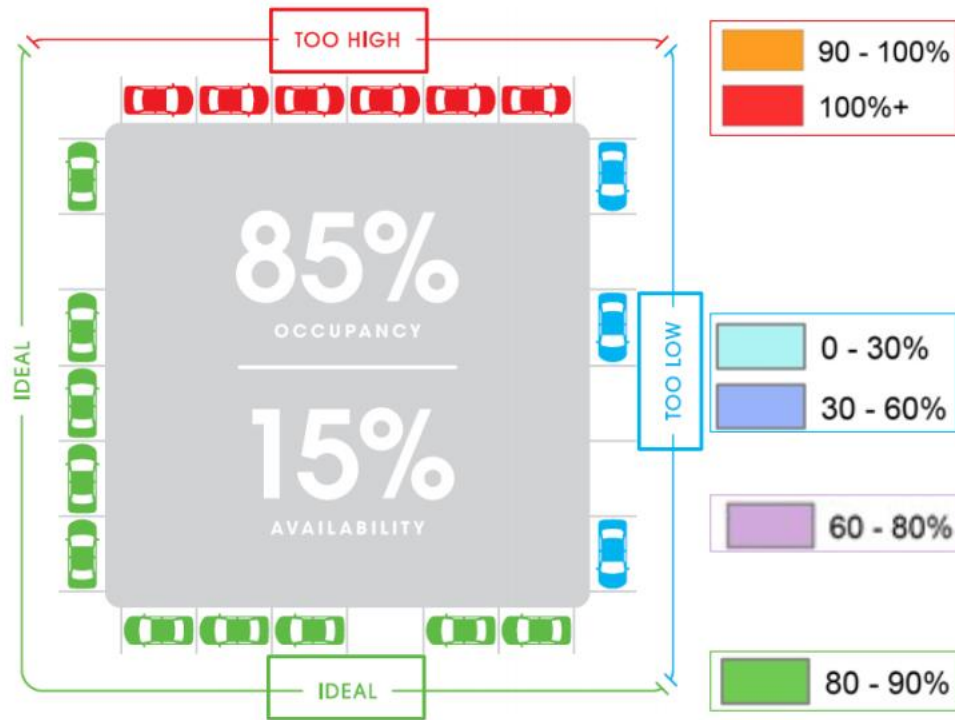
OUTREACH



OUTREACH



PARKING MONETIZATION STUDY



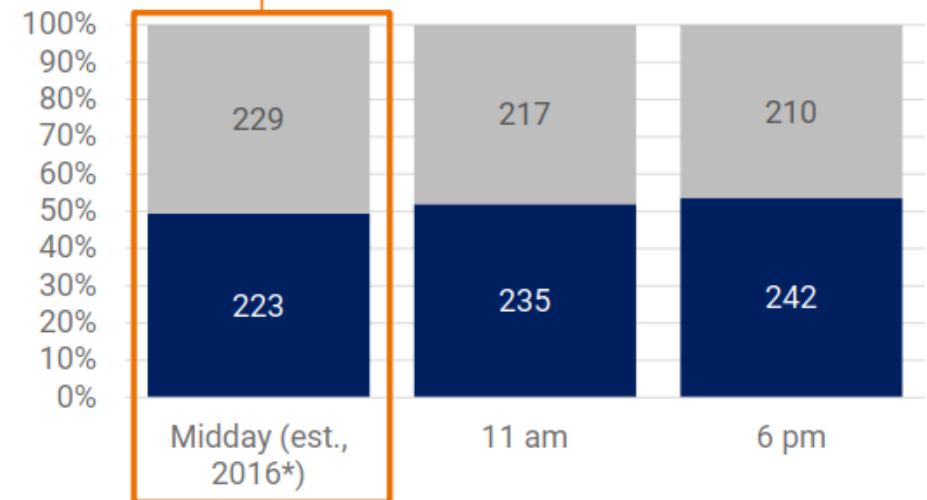
Utilization Counts

Utilization patterns include:

- Public lots near Main St are under-utilized during mid-day.
- City Hall Lot also has available spaces at this time.
- On-street spaces on N Main St seem to be busier, near the commercial uses.

Time period
shown on map

Occupancy by Time of Day: All Facilities



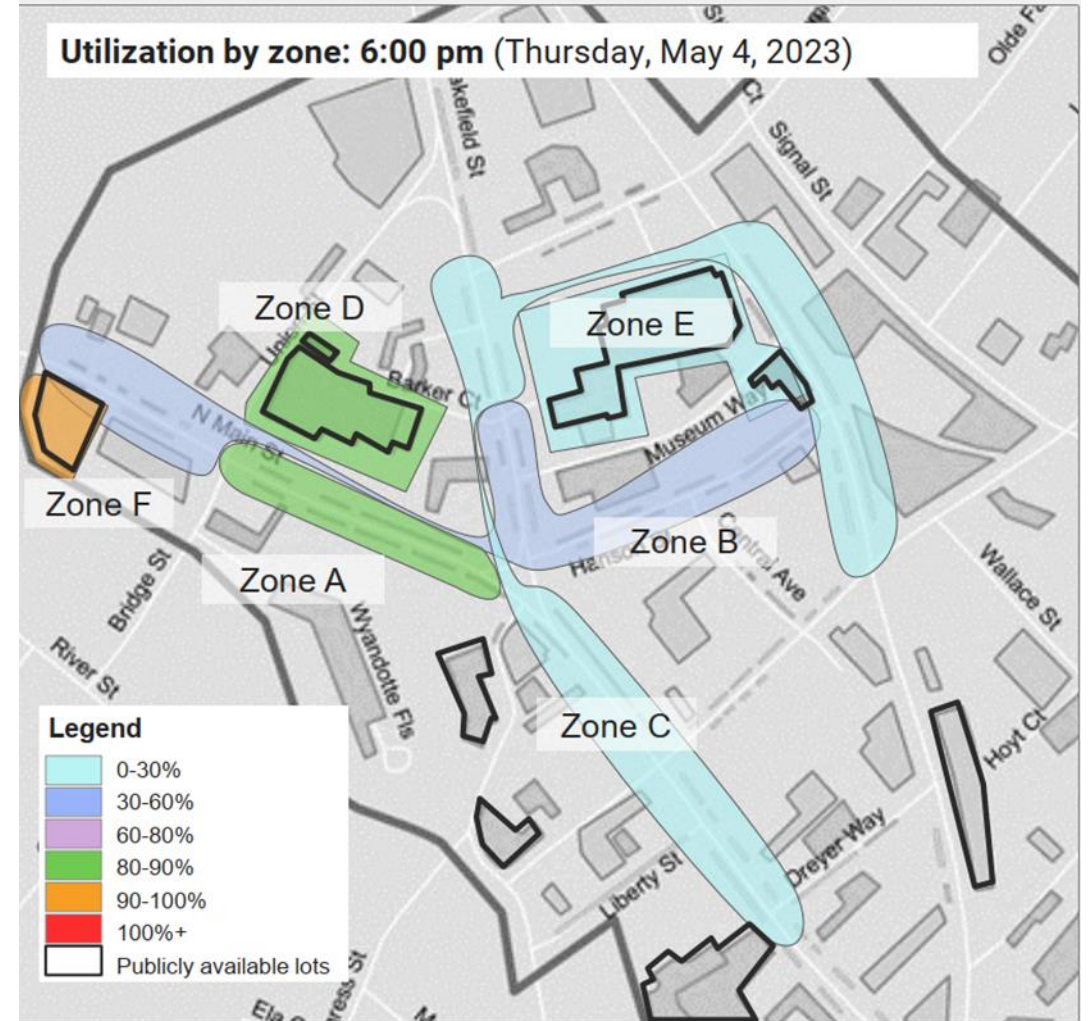
*est. from aerial

■ Occupied ■ Vacant

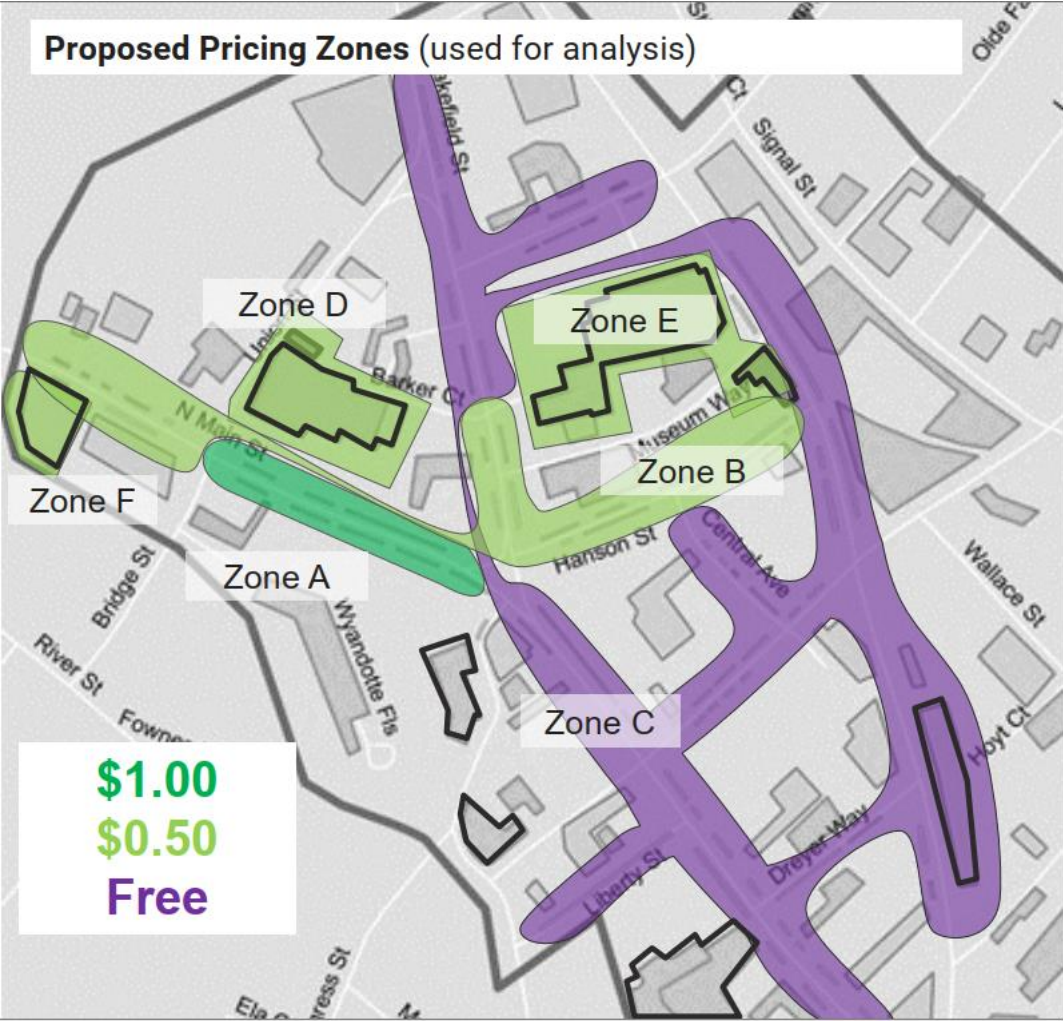
Utilization Findings

In addition to the findings from the Parking Study, this close review of utilization counts and additional data from today's parking patterns provided some clarity as to the need for pricing. These are as follows:

- Standard thresholds for pricing on a block face is 85% occupancy.
- Overall, public parking in the focus area is never more than 60% utilized, so pricing in response to current demand is not recommended.
- Although some blocks downtown may approach this at key time periods such as midday or the dinner hour, additional counts show that there is parking available a short walk away.



PARKING MONETIZATION STUDY



Scenario 1: All Kiosk



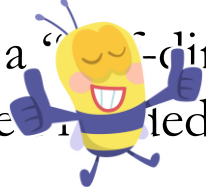




	Double-Space and Kiosk	All Kiosk	All Double-Space Meters
Proposed Annual Meter Revenue	\$199,020	\$199,020	\$199,020
Proposed Annual Meter Revenue w/Scofflaw Rate	\$139,314	\$139,314	\$139,314
Proposed Violation Revenue	\$9,951	\$9,951	\$9,951
Permit Revenue	\$28,656	\$28,656	\$28,656
Subtotal Annual Revenue	\$177,921	\$177,921	\$177,921
Total Upfront Cost	(\$418,039)	(\$442,411)	(\$431,602)
Annual Costs	(\$7,398)	(\$8,632)	(\$3,142)
Annual FTE Cost	(\$60,000)	(\$60,000)	(\$60,000)
Total Year 1 Cost	(\$485,437)	(\$511,043)	(\$494,744)
Total Annual Costs	(\$67,398)	(\$68,632)	(\$63,142)
Year 1 Net	(\$307,516)	(\$333,122)	(\$316,823)
Year 10 Accumulated Net	\$687,190	\$650,482	\$716,186

Break Even Estimate: Year 4

Year	1	2	3	4	5	6	7	8	9	10
Cumulative Costs	\$485,437	\$552,835	\$620,233	\$687,631	\$755,030	\$822,428	\$889,826	\$957,224	\$1,024,622	\$1,092,020
Cumulative Revenues	\$177,921	\$355,842	\$533,763	\$711,684	\$889,605	\$1,067,526	\$1,245,447	\$1,423,368	\$1,601,289	\$1,779,210
Cumulative Net	(\$307,516)	(\$196,993)	(\$86,470)	\$24,053	\$134,575	\$245,098	\$355,621	\$466,144	\$576,667	\$687,190

Note: This assessment does not include debt service, inflation, or potential to increase revenues/pricing.

MISSION

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- b. Host an open public meeting to solicit input from other stakeholders and the greater community, additional meetings as deemed beneficial (employ the use of a trained facilitator for these, such as Rochester Listens) 
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DRAFT LIST OF ACTION ITEMS AND NEXT STEPS

1. Metering
2. Permitting
3. Shared Parking
4. Enforcement
5. Parking Requirements & off site contributions
6. Wayfinding Update
7. Parking Garage
8. Encourage Alternates to Parking
9. Track parking over time

METERING

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METERING

Est. Monetization Results

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METERING

Scenario 1: All Kiosk



METERING

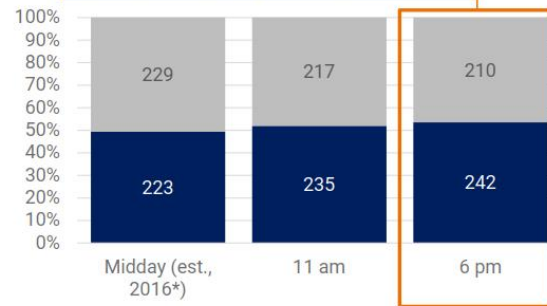
6:00 pm Utilization

On a Thursday evening:

- Utilization is optimal in the Union Street lot and parts of Main St.
- The Upper Mill Lot in Zone F is completely full.
- There is availability on more remote blocks of Main Street and in the City Hall Lot.

Time period
shown on map

Occupancy by Time of Day: All Facilities

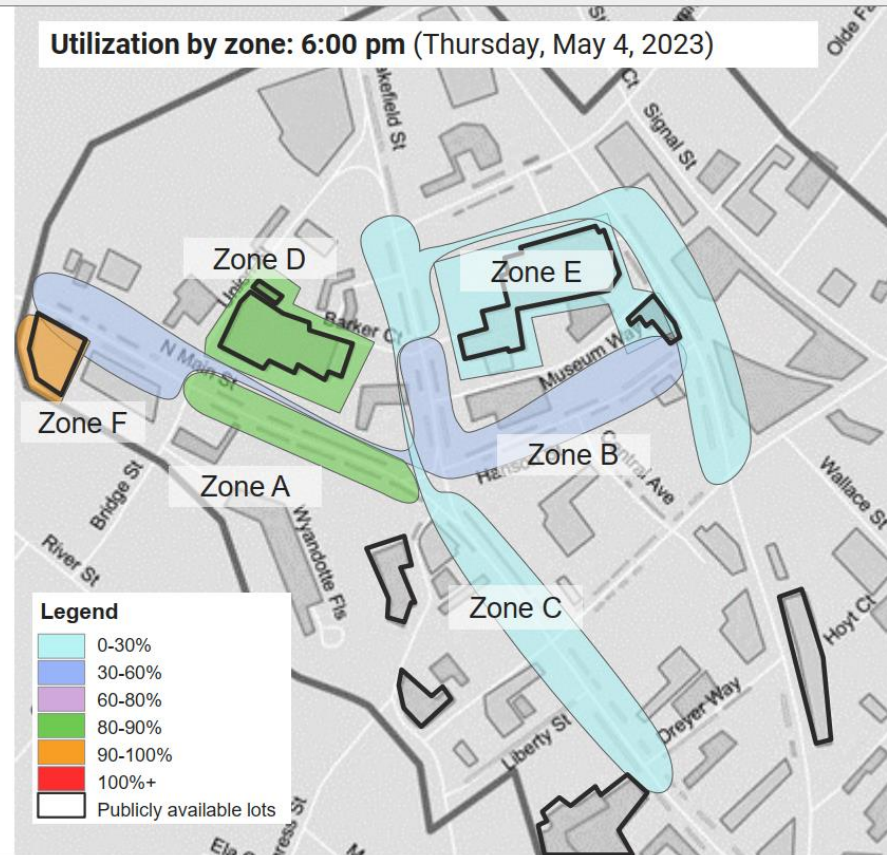


*est. from aerial

12

DRAFT FOR INTERNAL REVIEW

Utilization by zone: 6:00 pm (Thursday, May 4, 2023)



Recommendation:

- Install meters with Kiosks in zones A & D (green) B (blue) and F (orange) and the lower half of C. Expansion to S. Main should be assessed within 12 months as development progresses.
- Pricing will be \$0.25 for the first 15 minutes and \$1.00 for hours 1 – 3 and \$3.00 after that.
- Timing of meters is 9am – 8pm
- Install by June 2024

PERMITTING

Recommendation

The goal of this program is to better manage underutilized public parking spaces located around the periphery of the Downtown District. Spaces were selected based on daily usage and proximity to downtown.

- 155 spaces are currently available for permitting
- Available to Rochester residents and businesses on a month-to-month basis
- Permits are limited in number and specific a particular zone
- Permit pricing will range from \$25 - \$35 a month based on location
- Winter Parking Permits will be eliminated and replaced with a designated lot system

PERMITTING

Proposed Permit Areas



155 Total Spaces



North Columbus Ave. – 25 Spaces



Bridge Street – 12 Spaces

PERMITTING

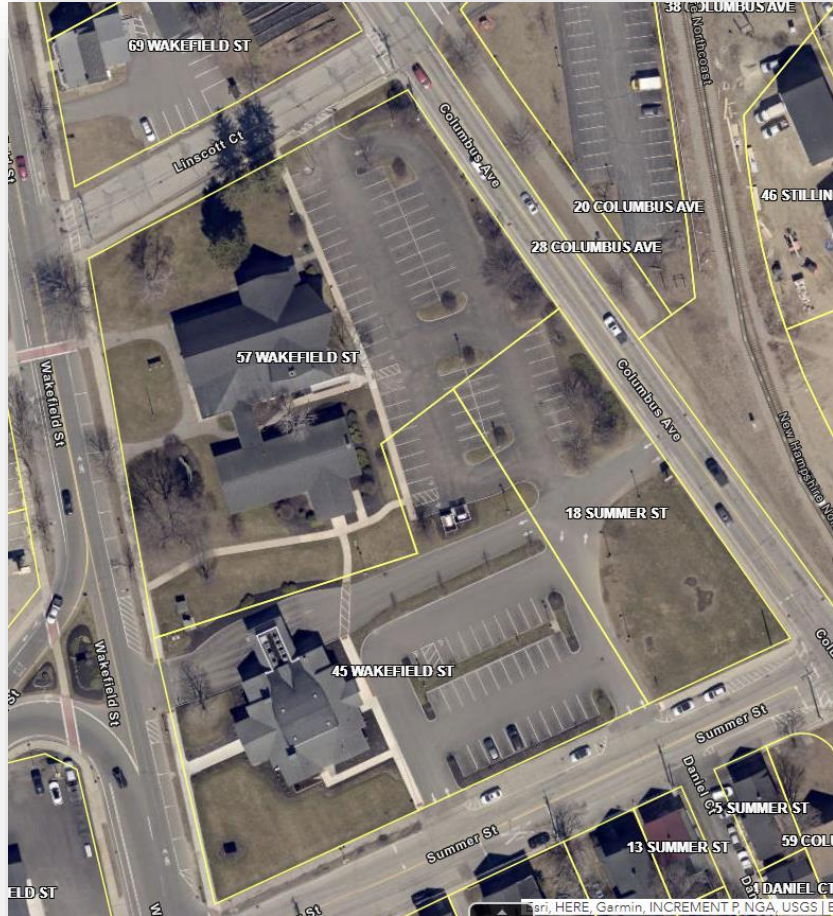
Proposed Permit Areas



Wakefield St. – 8 Spaces

Congress St. / South Main St. / Portland St. / South Columbus Ave.
110 Spaces

SHARED PARKING



Profile Bank - Wakefield



Citizens Bank – across from LCG



Linscott Ct- RHA - Columbus



Former Ben Franklin- Wakefield/Union

REGULATION CHANGES & OFF SITE CONTRIBUTION

Existing: Commercial: no requirement. Residential 0.75 per studio & 1 per bedroom

Change: Commercial no requirement. Residential 1 per unit.

***RSA 674:21.V.j** - An exaction for the cost of off-site improvement needs determined by the planning board to be necessary for the occupancy of any portion of a development. For the purposes of this subparagraph, " off-site improvements " means those improvements that are necessitated by a development but which are located outside the boundaries of the property that is subject to a subdivision plat or site plan approval by the planning board. Such off-site improvements shall be limited to any necessary **highway**, drainage, and sewer and water upgrades pertinent to that development. The amount of any such exaction shall be a proportional share of municipal improvement costs not previously assessed against other developments, which is necessitated by the development, and which is reasonably related to the benefits accruing to the development from the improvements financed by the exaction. As an alternative to paying an exaction, the developer may elect to construct the necessary improvements, subject to bonding and timing conditions as may be reasonably required by the planning board.*

Recommendation: amending the ordinance to require 1 parking space per unit Downtown. Any developer who cannot construct the required parking downtown in new residential development will be required to pay an off site contribution of \$1000 per parking space (half of the \$2000/space cost the consultant cited) to help pay for the City's future construction of public parking for permitting.

ENFORCEMENT

Right now one part time person Monday – Friday from 9 am to 3:30 pm

Parking Tickets: \$15

Recommendation:

- Changing hours for existing employee to Monday – Friday from 9am (to enforce shared lot turn over at 8am) to 2:30pm; every other Sat
- Adding one part time person
 - Monday – Friday from 2:30pm – 8pm; every other Sat

Parking Tickets \$25 first offense

WAYFINDING SIGNAGE

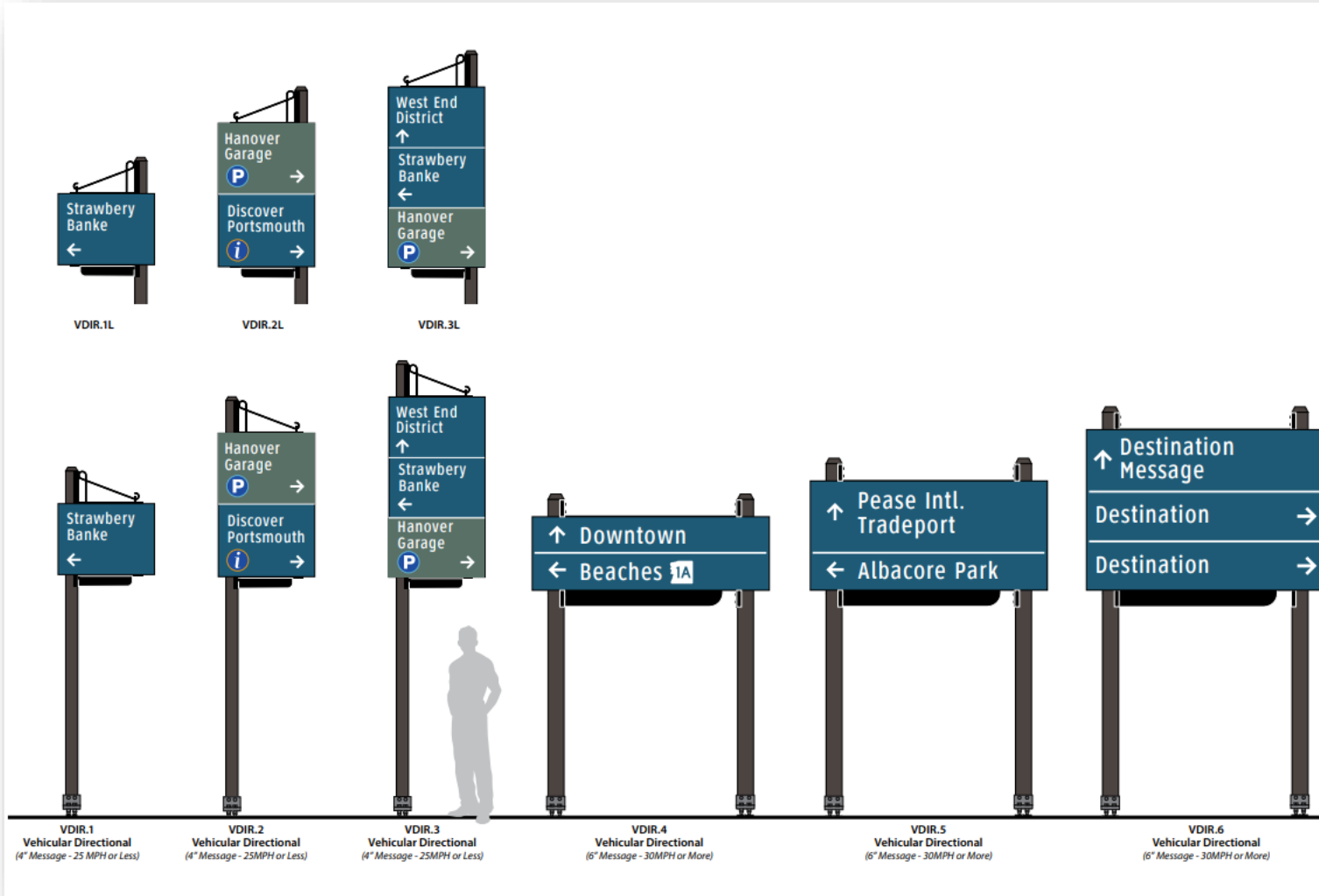
From Original Parking Study from 2020:

Site Observations

- Abundant wayfinding
 - Mix of branding
- Unclear regulations in some places
 - Union St. Lot – unrestricted vs. 2-hour parking
 - Congress St. Lots – non-residential use



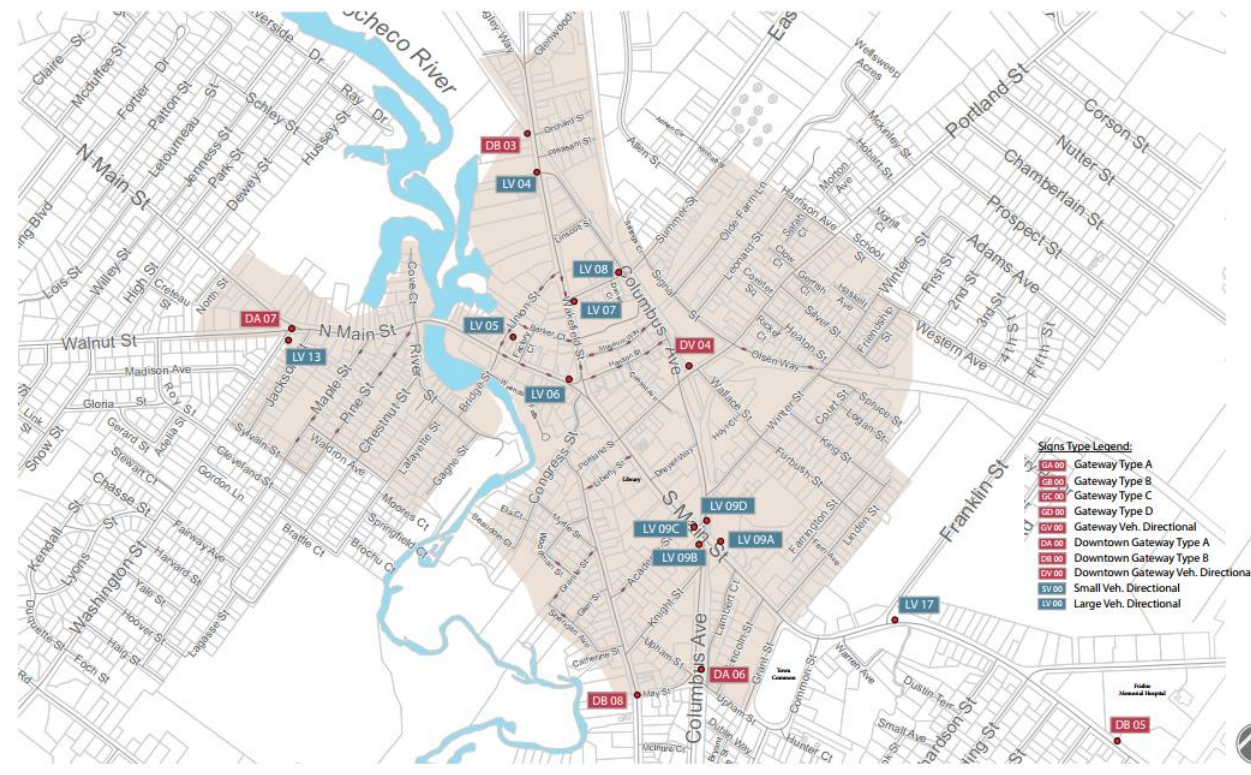
WAYFINDING SIGNAGE



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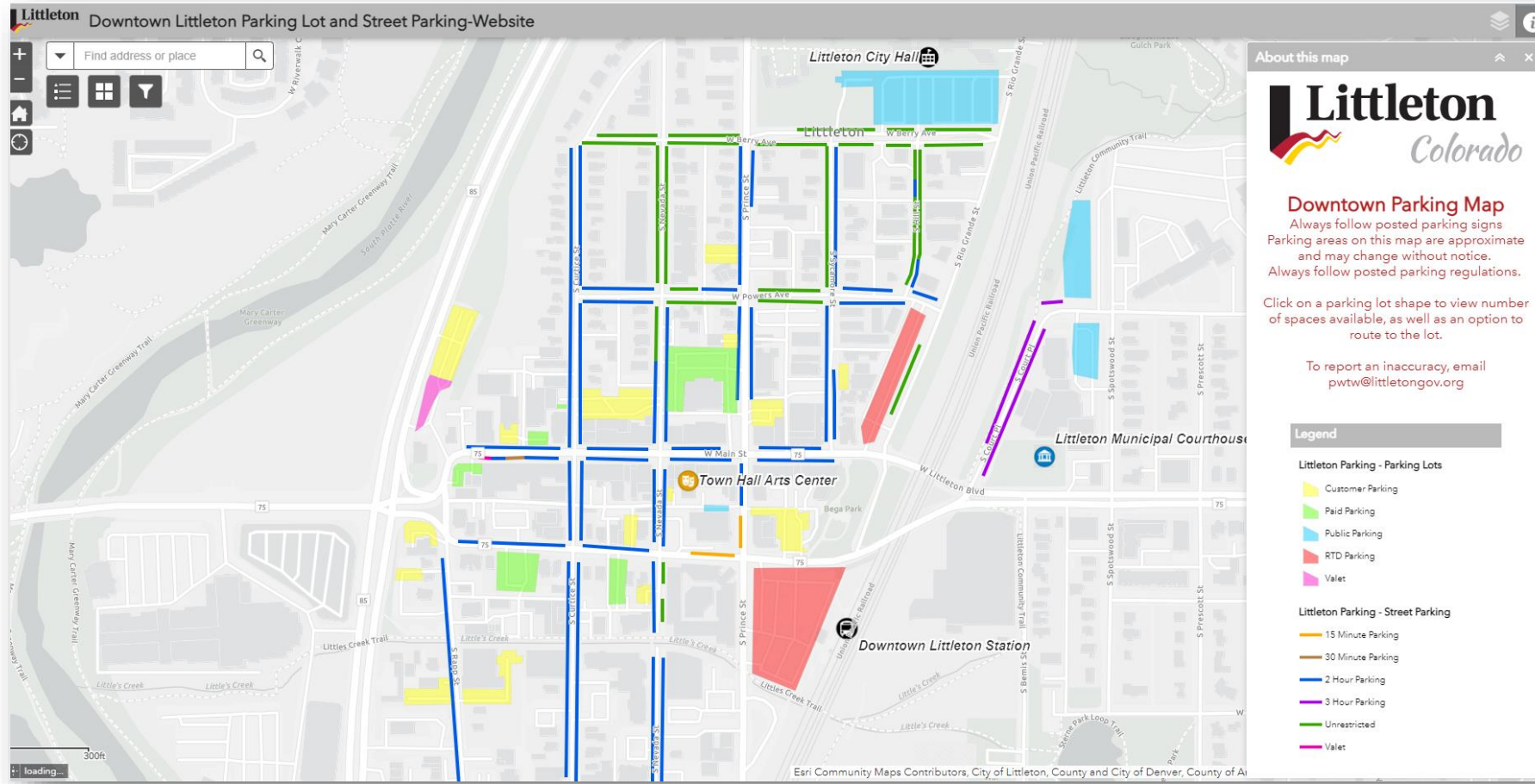
Recommendation: An audit be completed to ID and remove historic signage and new signage be installed per the 2019 BETA Wayfinding plan.

Proposed Sign Location Plan - Downtown



WAYFINDING

Recommendation: A new interactive Parking Map available on multiple webpages: Police, Econ Dev, DPW



<https://littleton.maps.arcgis.com/apps/webappviewer/index.html?id=a69793ca51614c97b4a2bee92c1c4a9c>

PARKING GARAGE

Recommendation:

Not move forward
right now.

Reassess after Union
Street parking lot is
completed.

Considerations for Structured Parking

Structured parking is a useful approach to consolidate surface parking lots. However, it is expensive, and it is often challenging to charge users enough to cover the cost. As Rochester grows, considerations associated with structured parking include:

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 - **Cost: \$15,000,000**
- Completely shared/open to public to maximize use
- Multiple developers could support one central facility



ENCOURAGE ALTERNATIVES



TRACKING

Recommendation:

1. Form Long Term Parking Committee (4- 5 people; PL, PD, ED, Elected, Biz Owner)
2. Continue parking counts annually
3. Re-assess Annually
 - a. Need for metering
 - b. Permitting framework (#, cost, location)
 - c. Time limits
 - d. Need for Parking garage



DRAFT LIST OF ACTION ITEMS AND NEXT STEPS

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DRAFT LIST OF ACTION ITEMS AND NEXT STEPS

5. Enforcement

Recommendation:

- Changing hours for existing employee to Monday – Friday from 9am to 2:30pm; every other Sat. Adding 1 PT person

6. Wayfinding Update

Recommendation:

- Remove historic signage and new signage be installed per the 2019 BETA Wayfinding plan.
- A new interactive Parking Map available on multiple webpages: Police, Econ Dev, DPW

7. Parking Garage

Recommendation:

- Not move forward right now. Reassess after Union Street parking lot is completed.

8. Encourage Alternates to Parking

9. Track parking over time

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- Re-assess Annually

DRAFT LIST OF ACTION ITEMS AND NEXT STEPS

This slide show can be found on the Parking Review Group page on the Planning and Development website.

In January, the new Parking Committee must be formed and filled to allow for quick action to meet June 2024 deadline.

1. Confirm parking kiosk location
2. Confirm parking kiosk pricing
3. Confirm permit parking location
4. Confirm permit parking pricing
5. Confirm enforcement allocations
6. Help advise CIP and Budget requests for kiosks and increased enforcement



THANK YOU!

Shanna.Saunders@rochesterNH.gov
Michael.Scala@rochesterNH.gov