



UNIVERSITY PARK CITY COUNCIL AGENDA MEMO

Meeting Date:
10/3/2023

Item Type:
Discussion Item

Subject: Discuss Solutions for Employee Parking in Snider Plaza

Prepared By: Robbie Corder, City Manager

Background:

Ongoing conversations of parking in Snider Plaza have recently coalesced around the topic of employee parking. During public hearings with the Planning & Zoning Commission and the City Council, comments expressed the need for the City to start addressing parking in Snider Plaza by finding off-site parking for the employees of businesses within the Plaza. To highlight this need, merchants completed an informal parking survey of employees and where they parked.

The survey noted that approximately 230 employees park within the 2-hour spaces of Snider Plaza. With approximately 400 total spaces within Snider Plaza, this is a significant amount of parking occupied on a long-term basis by the employees of Snider Plaza businesses. Remaining employees park in private parking spaces (typically behind storefronts), the surrounding residential neighborhood, and the new Hilltop Plaza parking garage.

The City has taken significant actions within the past five years to add off-site parking to the total parking inventory of Snider Plaza. Recognizing that employee parking was a good first step toward long-term parking solutions, the City negotiated in 2019 with the developer of Hilltop Plaza for dedicated employee parking at a rate of \$0.65/hour. There are 100 total available parking spaces within Hilltop Plaza for employee parking. Please note that this is in addition to the 136 spaces within the same parking garage that are available to the general public free of charge for one hour. In addition, the City strategically acquired property in 2020 on the 3400 block of Rankin to provide additional off-site parking for Snider Plaza. As part of the Snider Plaza surface improvements, the Rankin property will be converted to a 53-space surface parking lot. The City continues to explore adding off-site parking to assist with employee parking.

With one hundred and fifty (150) parking spaces available to program for employee parking in Snider Plaza, the City seeks to implement a coordinated program to utilize all of these available off-site parking spaces. However, the following policy questions remain unanswered:

1. Who should pay for the employee parking? City? Business owners? Property Owners? Employees?

2. What is the best financing program? Public Improvement District (i.e. assessments)? Paid or metered parking in Snider Plaza (i.e. pay to park)? Tax-increment (i.e. sale and property tax reinvestment)?
3. Who is best situated to monitor and ultimately enforce where employees of Snider Plaza businesses park?

With these and other policy questions remaining, staff proposes that the City Council appoint an ad hoc stakeholder task force that can provide recommendations to the City Council on these policy questions. Construction of the Snider Plaza surface improvements is tentatively scheduled to begin this spring, and the task force could be assigned with providing a recommendation by the start of construction. Staff will present a recommended structure, timeline, and task force charge during the meeting.

Fiscal Impact:

- ☒ Not Applicable
- ☐ Budget Amendment Required
- ☐ Proposed Revenue
- ☐ Proposed Expenditure

Funding Source:

Master Plan Goal:

Please check the associated Theme and provide the corresponding action item number.



	Theme	Action Item(s)
<input checked="" type="checkbox"/>	Affirming Sense of Place	3.1 Research and implement strategies to enhance commercial areas to better fit the community
<input type="checkbox"/>	Assuring Connectivity	
<input type="checkbox"/>	Innovative Governance	
<input type="checkbox"/>	Technological Integration	
<input type="checkbox"/>	Preparing for the Future	
<input type="checkbox"/>	Not Applicable	

Recommendation:

Staff recommends the City Council appoint an ad hoc stakeholder task force to study and identify solutions for employee parking in Snider Plaza.

Attachments: