



Downtown Parking Task Force

Recommendation Overview

Recommendation 1: Consolidated Parking Management

1. Create a Downtown Manager Position inside the Business Development Department
 - a. Responsibilities would include:
 - i. Oversight of Downtown Parking Master Plan
 - ii. Downtown Event / Programming Coordination
 - iii. Marketing and Communications
 - iv. Oversight of Downtown Facilities (Tornado Memorial)
 - v. Development of Downtown Business Owner Membership Program
 - vi. Oversight of Downtown Master Plan Implementation

Recommendation 2: Improve Wayfinding and Branding

1. Install Signage at all Public Parking Lots
 - a. City and County spaces should be considered
 - b. Coordinate a Marketing Campaign to raise public awareness
2. Install Wayfinding Signage at key entrances and corridors in downtown
 - a. Utilize guidance from the Chamber's Community Branding efforts
 - b. Should include monument signage and pedestrian signage
 - Monument signage should also serve as public art
 - If private owners want to be listed on wayfinding signs, they must participate in the downtown brand on their property
 - Market Lubbock could contribute to this effort
3. Develop brand standards and requirements for private lot owners
 - a. If property owner is using signage, it must match the downtown brand

Recommendation 3: Shared Parking

1. Develop a pilot program using Public Parking to test technology solutions



- a. Private owners would have the opportunity to opt-in, and could charge for parking if desired
2. City should develop templates for Shared Parking, and then either future employee or future Task Force should work with private owners in strategic areas to encourage agreements
 - a. City may want to explore options for shared insurance, maintenance and safety
3. City should move forward with the UDC recommendation to eliminate parking requirements in the downtown districts
 - a. City would no longer have oversight of Shared Parking Agreements, but would move into a liaison / facilitator role

Recommendation 4: Enhance the Pedestrian Realm

1. Broadway Redevelopment is Critical – The City Council should prioritize the redevelopment of Broadway, including and emphasizing the public right of way
 - a. Develop ways to encourage parking on Main Street as opposed to Broadway
 - b. Broadway should be redesigned as a complete street
 - i. Consider a “street-diet” – Minimize drive lanes and maximize public spaces / sidewalks
 - ii. Develop Street-use License Program for parklets / outdoor dining
 - iii. Improve lighting and allow for various types. At a minimum, existing lighting should be operational and maintained
 1. Conduct a pedestrian lighting study – at a minimum, lighting should meet IES standards
 - iv. Utility Infrastructure needs to be Addressed
2. Downtown Public Improvement Guidelines need to be revisited
3. Infill development needs to be encouraged
 - a. Public Art
 - b. Greenspace
 - c. Existing businesses should be encouraged to participate
4. Retrofit pedestrian lighting in the Depot District to LED



5. Concerns:
 - a. Safety
 - b. Speed
 - c. Utilities

Recommendation 5: Curb Management

1. Mark the parking spaces under the Broadway tunnel
2. Add a designated parking lot or parking spaces for Ride Share vehicles, specifically in the Depot District
 - a. Also consider for the Arts District
3. Future street redesigns should include bulb-outs at key intersections

Recommendation 6: Parking Policies

1. Revise Food Truck Ordinance and consider length of time that a food truck can stay parked in one location
 - a. Same consideration for the Street Use License for Construction dumpsters

Recommendation 7: Enforcement Strategy

1. Generally speaking, enforcement is working well
 - a. How is Police Department made aware of changes in parking time limits?
2. Consider a different enforcement strategy for sensitive areas
 - a. Driveways
 - b. Handicap Spaces
 - c. Loading Zones
3. Continue collaborating with the Depot District businesses to develop strategies for high traffic times (Friday and Saturday late evenings)



Recommendation 8: Task Force

1. Allow for the continuation of the existing Parking Task Force – Revise Resolution to extend or remove the expiration
 - a. Purpose:
 - i. Work with staff / private businesses to facilitate shared parking
 - ii. Oversee implementation of the Downtown Parking Master Plan
 - iii. Oversight of any future parking revenue
 - b. Staff Liaison: Future Downtown Manager
 - c. Consider changing reporting structure in the interim to CBD TIF instead of or alongside City Council
 - i. CBD TIF would appoint Task Force members as needed

Recommendation 9: Event Parking Planning

1. Develop a Centralized app for Event Parking
2. Develop a Centralized Calendar of Events for Downtown
 - a. Downtown Manager would work with Market Lubbock, Visit Lubbock, Lubbock Cultural Arts Foundation, individual businesses, etc.
3. Develop a communication strategy for events and parking
4. Develop brand guidelines for parking signage
 - a. Individual businesses / events could opt-in to using the brand guidelines for their event
 - b. If a business agreed to use the brand guidelines, City of Lubbock would co-advertise their event and advertise parking options

Recommendation 10: Right Size Parking

1. Consider adding Compact Parking Spaces to increase the number of public parking spaces in downtown