



# Westport

A parking study for the  
Westport Entertainment District

February 6, 2016



“

*Parking isn't rocket science. It's a lot more complicated than that.”*

*– Don Shoup*

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# Phase One: Current Conditions

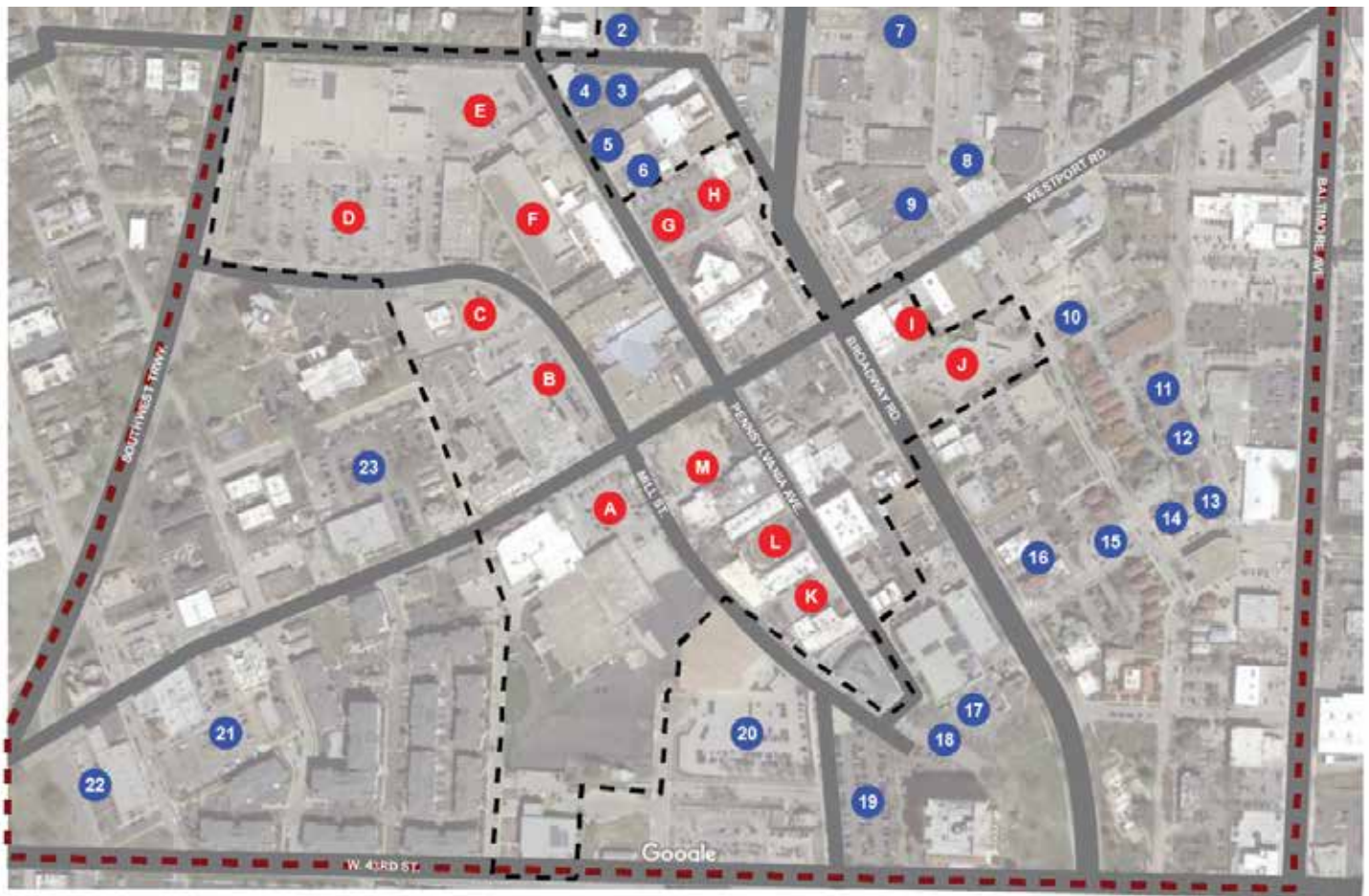
## **Purpose and scope**

The goal of this study is to develop recommendations that will lead to a positive parking user experience in Westport in order to support the Westport business community. As part of achieving this goal the report makes recommendations on maximizing the efficient use of existing parking. The report also evaluates the current parking management structure and makes recommendations to improve parking management. Including the possibility of establishing a parking/mobility management district. We believe that the recommendations contained in this report can improve the parking user experience for not only Westport, but can become a model for other districts in Kansas City.

The target area for the study is West 39th Street to the north, West 43rd Street to the south, Southwest Traffic way to the west, and Baltimore Avenue to the east. The Westport CID boundaries are within the target study area.

The project work is divided into three phases. Phase one is developing an understanding of the current parking situation. Phase two consists of developing recommendations for improvements to the current situation. Phase three defines steps and actions to be taken in order to implement the phase two recommendations.

Phase One of the project was spent observing Westport parking and collecting data from parking facilities within the target area during daytime, evening, and late night hours. Community and stakeholder input on the current parking environment was also gathered through workshops and interviews. From both sets of data, a summary of issues within the targeted area was developed.



### LEGEND

- Target Study Area
- - - Westport CID Boundary
- A Inner Off-Street Parking
- 1 Outer Off-Street Parking

## Approach and methodology

The Urban Place team began the parking study in late October and early November 2015. During the first trip to Westport, the team conducted an inventory of the On-Street and Off-Street parking based on the study area.

The inventory included the following; the number and type of parking spaces, parking time limits, parking restriction zones (red, green, yellow, taxi), and parking signage. The team also began interviews with Westport stakeholders and City staff to better understand Westport and the issues around parking (see below for details).

On its second trip to Westport, the team held a community workshop on the evening of November 4th to understand the parking issues facing Westport and gain input. Parking counts were conducted on this trip on Thursday November 5th, Friday November 6th, and Saturday November 7th.

To get a relative sample of the parking situation in Westport, the team counted two weekdays (Thursday/Friday) and one weekend day (Saturday). Counts were conducted throughout the day at 60 minute intervals, ranging from 11am to 12am. Special consideration was taken to observe and count over the entertainment districts busiest nights, Friday and Saturday to get a complete picture of Westport.

The team counted both On-Street and Off-Street parking in Westport to gather a complete picture of the parking landscape. The following streets were counted for On-Street parking; Westport Road, Mill Street, Pennsylvania Avenue, Broadway Road and 42nd Street. Off-Street parking was conducted in private parking lots and the parking structure. Maps and data provided in the appendix detail all count locations and results.

Two different types of parking count methods were utilized depending on the location and situation. Parking occupancy counts were used to gather data on the percent of use for each space on both On-Street and Off-Street parking. Turnover counts were used to collect data on parking time restriction abuse for specific On-Street locations.

Input was also collected through Community and Stakeholder meetings held in October and November 2015. Urban Place met with and interviewed the following Kansas City and Westport stakeholders:

- Kim Kimbrough, Executive Director, Westport Regional Business League
- David Bays and Kim Meador, Chesley Brown International
- Steve Block and Mark Socha, Block Real Estate Services
- Pam Ptacek, Business/Property Owner, Westport Regional Business League
- Don Saxton, Business/Property Owner, Westport Regional Business League
- James Westphal, Business/Property Owner, Westport Regional Business League
- Kansas City staff, including Planning, Police Department Enforcement Parking, and Public Works
- Kyle Kelly, Business/Property Owner, Chair of Westport CID II

St. Luke Health System top officials  
Gary Goebel and Doug Krtek, parking garage managers  
Bob Marsh, parking lot owner  
Bill Nigro, parking lot owner  
Tom Platt, parking lot owner  
Zack Marten, business owner  
Sean Walden, party bus operator  
Don Ray, 816 Hotel  
Allison Mitchell and Erin Johnson, Copaken Brooks  
Nancy Cipolla, Yellow Cab  
Jennifer Burke, World Market  
Eric Bushner, James B. Nutter & Co.  
Zach Marten, Westport Ale House  
Tyler Oliver, Colby Capital, LLC  
Eric Vaughn, BikeWalk KC

# Findings

## Parking Use and Inventory

Both Total On-Street and Off-Street parking spaces were counted in the inventory. In addition, Off-Street parking spaces are further defined as follows; “Inner” off-street parking is defined as the parking lots within the boundaries of the Westport CID. “Outer” off-street parking is defined as those parking lots outside the CID boundaries but still relevant within the study area.

### *Loss of Parking Structure*

Subsequent to our on-site study, analysis and draft report, the 600 space parking structure was purchased by a developer with plans to construct residential units above the garage. It is our understanding that the vast majority of the 600 parking spaces will be used to support the residential development and the commercial tenants. For the basis of this revised report we are assuming that there will not be any daily public parking available in the parking structure.

The loss of the parking structure represents a loss of 30% of the inner core total parking. This loss of parking creates a substantial change to our draft recommendations. Before the loss of the garage the district had an excess of parking which would have allowed the stakeholders to move more slowly in implementing this study’s recommendations. As demonstrated by the chart below, when you remove the 600 parking spaces and reallocate the cars that were parking in the garage to other inner core parking spaces,

you are at a parking deficit of 61 spaces on a weekend night in November. If these usage figures are projected to summer months we would expect there to be parking deficits in the inner core Thursday through Sunday nights and weekend days.

The following chart illustrates the impact on parking without the parking structure inventory available. Many of the available off-street outer lots are not convenient for visitors.

	Parking Structure % Occupied	Parking Structure- # of occupied that will relocate to other core parking	Inner On-Street % Occupied	Inner On-Street available spaces	Inner Off-Street % Occupied	Inner Off-Street available spaces	Total Inner On-Street/Off-Street available spaces	Inner Spaces remaining after absorbing structure occupancy
Total # of Spaces	600	600	488	488	877	877	1365	1365
Average Occupancy - Weekday Day	27%	162	49%	249	55%	395	644	482
Average Occupancy - Weekday Night	16%	96	52%	234	65%	307	542	446
Average Occupancy - Weekend Day	32%	192	75%	122	77%	202	324	132
Average Occupancy - Weekend Night	38%	228	84%	78	90%	88	167	-61

*Value of Parking Spaces*

The Westport CID earned \$428,388.65 from a half-cent sales tax in 2014. This implies that the CID businesses generated approximately \$85,677,730 in sales in 2014. By dividing this value into the number of parking spaces in the district, we can generate a very rough estimate of the value of one parking space:

$$\$85,677,730 / 2,585 = \$33,144 \text{ per parking space per year}$$

The number above factors in all parking spaces counted in our survey. One could argue that some of the less frequently used outer parking lots don't significantly contribute to sales tax. In this case, we'd make the following calculation based on just on-street and inner off-street parking spaces:

$$\$85,677,730 / 1,365 = \$62,768 \text{ per parking space per year}$$

The cost to create new parking in a parking structure varies depending on location, size and cost of land. Average cost to create a new structure parking space ranges from \$25,000 to \$35,000. The availability of parking combined with the parking experience directly impacts business sales either positively or negatively. Because of the high value of parking and the high cost to create additional parking it is imperative to maximize the use of the existing parking.



# Community & Stakeholder Meetings

Below are significant findings from the Community meeting and stakeholder meeting that were held in late October and early November of 2015.

## Parking Perception

- Perception is Westport lacks parking and it's a barrier for new visitors

## Parking Convenience

- People don't know where to park
- Parking needs to be easy for customers
- Customers want to be as close to destination as possible

## Safety and Off-Street Parking lots

- Westport has a different user dynamic from daytime to nighttime
- Security and loitering issues increase during nighttime in private parking lots
- Private lots are not staffed at night
- Parking lots do not have sufficient light to provide a feeling of safety at night
- Parking structure does not have sufficient light to provide a feeling of safety at night.
- Non-Customer parking abuse common

## Traffic Safety

- The intersection at Pennsylvania Ave and W. 42nd St. has experienced numerous collisions due to lack of a 4-way stop.

## Parking Enforcement

- No parking enforcement after 5pm
- Parking enforcement is not consistent. Not enforced on a daily basis.
- Because of inconsistent parking enforcement, parking time limits are abused
- City parking revenue currently goes into the general fund not to enforcement or improving the parking assets
- Loading zone time limits don't match the need for deliveries

## Employee Parking

- High number of employees use on-street parking both daytime and nighttime
- There is no specific area(s) for employee parking
- There is an issue of safety for night shift employees and parking

## Taxi/Bus/Food Truck Parking

- Taxis compete for scarce core parking spaces at night
- Smart Phone App Rides (Uber/Lyft) drivers compete with taxis to be close to core which causes congestion and dangerous pedestrian/auto issues
- Need for organized taxi, Smart Phone App Rides and party bus parking or staging
- Taxi/Party Bus/Smart Phone App Ride negative issues greatly increase on weekends when bollards are installed.
- Food trucks compete for on-street parking locations inside the bollards
- Foodtrucks contribute to the dangerous auto/pedestrian issue before the bollards are installed and after they are removed

### Valet Parking

- There is currently not a valet parking program and businesses have expressed an interest in this service

### Paid Parking

- Parking is free in Westport
- Only paid parking in Kansas City is Downtown
- Customers may pay for parking if a facility was safe, well lit, striped, and had security
- Based on current use of Westport parking assets, significant income could be generated from paid parking



## Consultant Observations and Summary of Issues

As the oldest entertainment district in Kansas City, Westport is a dynamic and complex place. Westport seems to have three distinct sets of users depending on day and time. From 9am to 5pm the District operates as a standard commercial district utilized by customers and professionals. During the evening, Westport's restaurants attract a local family dinner audience. Once the dinner crowd moves on, a younger, college-aged demographic is drawn to the numerous bars and restaurants.

In addition to conducting parking counts, the Urban Place team observed Westport as a whole and discovered the following related to the user experience and pedestrian environment in Westport. Pedestrians and automobiles compete for space in the core area of Westport. Late night patrons in particular ignore oncoming and crossing automobile traffic, as well as traffic signals. In addition, taxi use is extremely popular and competition amongst drivers leads to congestion and near collisions. Although the team didn't witness any accidents, it seems a matter of time before one occurs. People will park where most convenient and this takes many forms in Westport. Employees will park at on-street spaces, while visitors utilize the numerous private off-street lots and ignore signage not to park there.

The Urban Place team has identified the following issues related to the Westport parking environment resulting from team field observations, parking counts, and community/stakeholder outreach in Westport.

- All off-street parking assets are privately owned. The majority of off-street parking lots are poorly maintained and poorly lit. These lots have security and loitering issues at night.
- Westport has inconsistent or no enforcement of its on-street parking by the City. Lack of consistent parking enforcement results in parking time abuse. Frequent visitors (and employees) know this and will leave their cars parked beyond the posted restrictions. Doing this locks up valuable on-street spaces and preventing needed turnover.
- On-street parking spaces are not marked or striped in Westport which leads to an inconsistent use and less available spaces. For example, a car may be parked in between an area that can fit two spaces rendering the second space useless.
- The current time restrictions do not reflect the district business hours and use. Additionally, Westport is busy both Saturday and Sunday, but the current restrictions don't take this into account.
- Curbs in Westport are currently not painted to correspond to an adjacent regulatory sign and its restricted use. For example, a loading zone may be called out on an adjacent sign, but the curb below is not painted yellow. Drivers depend on painted curbs as an indicator of the type of space available and may mistakenly park in the wrong type of spot.
- The current parking regulatory signs can be confusing and misleading to

- motorists. From a driver's vantage point the signs can appear to be pointing to the other side of the street rather than the intended block segment.
- Numerous taxi cabs descend on Westport during evening hours and greatly outnumber the On-Street designated taxi zones. With not many spaces to park, taxi's roam Westport streets and contribute to congestion and safety issues. The current dedicated zone for taxi and party buses do not reflect actual use or need. In addition, many of the taxi zones that do exist fall within the bollard area and become useless once the bollards are in place.
  - Party buses and limousines are frequent visitors to Westport and lack an area to park and drop off visitors.
  - The safety bollards within the core of Westport help with pedestrian safety and congestion during the peak season. The night-time crowd numbers can change within an hour and increased flexibility to place the bollards is needed. Outside of the peak season, there is also a need to utilize the bollards for special events.
  - Many employees' in Westport park at the convenient on-street spaces taking away needed inventory for customers. With restrictions not being enforced, this can mean a space may be occupied all day reducing inventory and turnover. A parking space in the core area of Westport is valued at \$43,602 in sales. When an employee parks in just one space for the duration of the day that results in a loss of sales for businesses.
  - There is a lack of a safe, designated employee parking area(s).
  - Westport has an active bike population, several bike share stations, and bike related rides that extend through it, but little bike parking to support use. More bike parking facilities are needed in Westport. We were told a reason for the lack of facilities is the lengthy permitting process.
  - Several businesses mentioned a need for valet parking. There is considerable interest from the businesses to provide valet parking to customers, as well as employees who work late at night. Valet parking is not currently offered in the District.
  - The team witnessed some near collisions involving motorists and pedestrians. The intersection at Pennsylvania Rd. and W. 42nd St. was mentioned by stakeholders as being particularly dangerous with only a two way stop there currently.
  - Parking assets in Westport are not currently being managed by a single entity, but by instead by individual Off-Street lot owners to the City managing the On-Street parking. A consistent approach to managing Westport's parking assets is needed.
  - There is no revenue provided from parking in Westport

# Phase Two: Recommendations

## **Recommendation #1:**

### **Establish a new type of Benefit District. The Westport Mobility & Parking Management District (MPMD)**

The primary recommendation of this report is for the Westport business community to work with the City to establish a new type of Benefit District for the City of Kansas City. Establishing the District would allow private parking and City parking, both on-street and off-street, to be pooled together and managed as one system. The District's pooled parking would enter into a shared parking agreement with the City. The first application of the new benefit district would be in Westport. This District would be responsible for managing the implementation of all of the other recommendations contained in the report. With the loss of the 600 spaces in the parking structure it increases the importance of implementing this recommendation as quickly as possible. Having a legally established parking benefit district managing both on street and off street pooled parking will be critical to meeting the increased demand for the remaining inner core parking.

Good examples of mobility or parking districts can be found in many cities. The District recommended for Westport incorporates the best elements found in the good examples below and creates a model that could be applied to other business districts.

#### *Portland, OR*

The Central Eastside Parking Management Plans purpose is to put each and every parking spot to its best use and to ensure that the Central Eastside Industrial District employers and employees – as well as customers, suppliers and delivery services providers – can rely on convenient parking to conduct business. To accomplish this purpose, they implemented programs to simplify the parking system, with consistent time limits, hours of operation and permitting processes, established a new permit and meter district, created a customer priority area, and formed a transportation and parking management association.

#### *Austin, TX*

City of Austin Parking Benefit Districts (PBD) allow residents and/or merchants to create boundaries extending out from a metered area with City of Austin approval and dedicates a portion of the revenue raised, less City expenses, for street and sidewalk improvements within the defined boundaries that promote walking, cycling and transit use. Examples of projects funded by a PBD include sidewalk repairs, curb ramps, lights and bicycle lanes. Additionally, money can be used to encourage drivers to consider other ways to reach their destination without driving and parking.

#### *Houston, TX*

Washington Avenue Corridor Parking Benefit District is a defined geographic area in which a portion of the meter revenue is returned to

the district to finance improvements that enhance the quality of life and promote walking, cycling, and the use of public transportation.

#### *Pasadena, CA*

Old Pasadena parking meters provide an effective tool to encourage drivers to keep parking as short as possible. This allows other drivers to use these convenient, short-term parking spaces close to retail shops, restaurants and other businesses in these areas. Longer term parking is available in the City's garages and lots. Parking meter revenue has been reinvested in Old Pasadena to maintain the streets, sidewalks and alleys, as well as provide new signs, lighting, pedestrian-friendly alleys, and other improvements restoring the area's historic beauty.

#### *Ventura, CA*

Downtown Ventura Parking Management Program ensures availability of premium on-street parking spaces so that customers who come downtown have convenient access to the business they visit. Revenue from the pay stations funds a full-time parking employee dedicated solely to the area, is providing upgrades on lighting and free public wi-fi.

#### *Boulder, CO*

Central Area General Improvement District (CAGID) has a threefold mission: improve access to downtown, manage and promote downtown public space, and promote downtown business. It does this while working to reduce single occupancy vehicle use and encouraging transit, walking and bicycling. Most motorists pay for parking whether they park at the curb or off-street. There are five centrally located public garages which are wrapped with active storefronts thus complementing street life. Curbside and off-street parking is both priced and time limited to encourage short term use. Parking revenues fund bus passes and public space refurbishment. The net result of these policies is to make transit inexpensive, and driving just expensive enough to discourage car commuting, while still keeping curbside parking available and affordable for day-tripping shoppers and tourists. Key to this is that CAGID sets prices in garages and at the curbside.

#### *Kansas City, MO*

A public-private partnership between the City and a local business, Assurant Employee Benefits, in the Crossroads Arts District allows public parking in a private lot on Friday and Saturday nights, making use of an existing parking lot that sits empty at night. The City's agreement with Assurant has the City assuming liabilities associated with the nighttime parking. The City also agreed to pick up the trash and remove cars left after hours. Under the agreement, the City operates the lot between 5:30 p.m. and 2:30 a.m. on Friday and Saturday nights, charging up to \$5 for non-event parking and \$10 for event parking. The cost fluctuates based on demand. Parking fees are supposed to cover the cost of having someone collect the fees and the cost of security. Anything left over is split between Assurant and the City.

The Westport Mobility & Parking Management District would have the overall responsibility for managing the daily operations of parking within the District. The District would lead

the implementation of the recommendations contained in this report. The District would also be involved in planning for future improvements in both parking and mobility in Westport.

The three crucial elements to the operation of a successful Mobility & Parking District are the areas of management, enforcement and finance. The exact details of the proposed District will be determined in a collaborative effort between the Westport community, City staff and City elected officials. The basic elements of the District are defined below.

### **District Establishment**

- Defined by City ordinance
- Districts would only be established where there is an existing Community Improvement District (CID) or recognized non-profit business organization that oversee the District such as the Westport Regional Business League (WRBL)
- City would enter into a shared parking agreement with the District. Similar to the City's arrangement with Assurant. (see above)
- Districts would have defined borders, but may differ from the borders of the CID they are linked to
- Steps to establish and dis-establish the District would be by City enabling legislation

### **District Management**

- District governance would be provided by a District Mobility & Parking Commission
- The Commission would be made up of business district stakeholders, representing business owners, property owners and residents that come from within the mobility and parking management district boundaries
- Day to day management would be provided by CID or business organization staff
- On issues relating to City assets the Commission would make recommendations to City Council
- The Commission would oversee the operations of both on and off-street parking
- The Commission would, at a minimum, make recommends on the following:
  - District budget, income and expense
  - Parking time limits
  - Parking rates
  - Parking enforcement
  - Capital improvements to parking assets
  - Parking signage, wayfinding and marketing
  - Issues to increase mobility: pedestrian, bicycle and transit

### **Parking Enforcement (see recommendation #7)**

- Must be consistent
- Must be user friendly

## **District Finance**

### *Paid Parking an Asset or a Liability?*

The issue of adding paid parking, especially paid on street parking, to a business district is always a controversial topic. Businesses fear that it will make them uncompetitive with other business districts and result in a loss of business. There are a number of factors that should be considered when making a decision to add paid parking. Our experience has shown that the most important factor to consider is how strong is the retail/entertainment offering in the business district. For districts with even a moderately strong offering, our experience has been that adding paid parking had no negative impact on sales. One district we worked with doubled the on-street parking rate and it had no negative effect on sales. Our observation is that Westport has a very strong offering. It has a unique offering that is not in direct competition with other Kansas City districts. Our recommendation is to start with a moderate rate of 50 cents an hour.

What does have a negative impact on sales in a district is a perceived lack of parking. The impact to the district do to the loss of the parking structure increases the possibility of a perceived lack of parking and an actual lack of parking, a real possibility in the district. It will be critical to the success of Westport that the remaining parking is managed effectively. The most critical element will be insuring that there is on-street parking turnover. The tools to achieve parking turnover are time limits that are consistently enforced. (see recommendations #2, #7). The addition of on-street paid parking also contributes to managing turnover.

### *Enforcement versus Parking Meters*

The question is always raised “can’t we get turnover by increasing enforcement and not adding paid parking?” The simple answer is yes, but it is not simple. Studies have shown that parkers who receive a parking ticket because their meter expired react very differently then when they receive a parking ticket for a time violation without a meter. When people pay a meter they know exactly how long they are paying for. If they get a ticket they assume most of the responsibility for getting the ticket. “I should have put more money in.” When parkers receive a time violation ticket without a meter they assign more of the responsibility for the ticket to the district. You often hear statements like “The signage was confusing, I couldn’t tell how long I could park” or “I forgot what time I parked the car” They blame the district for the ticket.

Paying a parking meter is a modest user fee. Many districts add signage to their meters indicating that the meter income stays in the district to pay for improvements and thank the customers for helping with improvements. Receiving a parking ticket is expensive. \$47 dollars in Kansas City. The user reaction is anger at the district. Our experience is that districts that combine parking meters with consistent user friendly enforcement actually issue fewer tickets than districts that just use enforcement to regulate turnover.

Urban Place strongly recommends that 100% of the parking revenue whether generated on-street or off-street stay within the District to pay District expenses. This revenue could be used to:

- Pay for cost of enforcement
- Pay for cost of meter installation and servicing



- Pay for improvements in off-street lots such as lighting, paving/stripping
- Pay for design and installation of a parking wayfinding system
- Pay for increased security in off-street lots
- Pay for marketing and communication expense to increase parking use
- Pay for cost of operating the District
- Pay for development of an employee parking system
- Pay for a portion of valet parking operation
- Pay for expenses to increase mobility to and from the district
- Pay for expenses to increase bicycle use such as bike racks
- Develop new off street parking

The following charts illustrate the possible revenue that could be generated by implementing paid parking in the District. The actual parking fees and enforcement hours would be determined by the District Commission and City Council. As the charts illustrate, the District could generate significant gross income per year

Annual revenue projections for parking in Westport based on average occupancy if paid parking were to be implemented. The occupancy data was created from the team's parking counts conducted in November 2015 and is likely to fluctuate upwards during Westport's peak season, therefore increasing the revenue projections listed in this report. On-street parking meter revenue uses an hourly cost variable, while Off-Street lots use a daily flat rate. The Inner Off-Street lots, which are closer to the core of Westport, use a higher daily flat rate based on proximity and parking demand. The projection also assumes that all of the private parking lots would participate in the District. The actual experience will probably be less than 100% participation.

There will need to be flexibility in the relationship between the District and the private parking lot owners. Some owners may include their lots 100%. Others because of commitments to tenants, will only be able to include their lots during nights and weekends and some may limit their participation to just weekends. A separate contract will be negotiated with each property owner. The shared parking agreement with the City would only extend to the hours the lots were operated by the District. The District can be successful with different levels of commitments. What is critical is a consistent level of commitment that the parking user can depend on. Revenue sharing with private parking lots will depend on their amount of participation, and the capital improvements needed to their property.

The importance of establishing a Mobility & Parking Management District can not be overstated. The District provides the community the ability to apply the best practices of parking management to the combined pool of private and public parking assets. The District provides the financial resources to implement all of the other recommendations contained in this report.

Estimated Off-Street Private Lot Revenue

	Inner Off-Street	Outer Off-Street	Total
# of Spaces	877	1220	2097
Average Occupancy - Weekday Day	55%	29%	
Average Occupancy - Weekday Night	65%	17%	
Average Occupancy - Weekend Day	77%	24%	
Average Occupancy - Weekend Night	90%	20%	
<b>Flat Rate</b>	<b>\$5.00</b>	<b>\$2.00</b>	
Estimated Revenue - Weekday Day (10am-6pm)	\$2,423.44	\$698.36	
Estimated Revenue - Weekday Night (6pm-10pm)	\$2,850.25	\$414.80	
Estimated Revenue - Weekend Day (10am-6pm)	\$3,373.03	\$592.12	
Estimated Revenue - Weekend Night (6pm-10pm)	\$3,951.27	\$484.01	
Daily Weekday Revenue	\$5,273.69	\$1,113.16	
Daily Weekend Revenue	\$7,324.29	\$1,076.13	
Daily Weekday Revenue * 5 days	\$26,368.47	\$5,565.81	
Daily Weekend Day Revenue * 2 days	\$14,648.58	\$2,152.26	
Total Weekly Revenue	\$41,017.06	\$7,718.07	
<b>Total Yearly Revenue</b>	<b>\$2,132,886.96</b>	<b>\$401,339.72</b>	<b>\$2,534,227</b>

Estimated On-Street Revenue if Parking Meter Technology was implemented

		<b>Pennsylvania</b>	<b>42nd</b>	<b>Broadway</b>	<b>Westport</b>	<b>Mill</b>	<b>Total</b>
# of Spaces		<b>120</b>	<b>13</b>	<b>102</b>	<b>140</b>	<b>113</b>	<b>488</b>
Average Occupancy - Weekday Day		60%	55%	45%	43%	42%	
Average Occupancy - Weekday Night		74%	44%	40%	55%	47%	
Average Occupancy - Weekend Day		89%	81%	74%	57%	72%	
Average Occupancy - Weekend Night		100%	65%	79%	79%	95%	
<b>Hourly Rate</b>		<b>\$1.00</b>	<b>\$0.50</b>	<b>\$0.50</b>	<b>\$0.50</b>	<b>\$0.50</b>	
	Hours						
Estimated Revenue - Weekday Day (10am-6pm)	8	\$575.79	\$28.39	\$184.59	\$243.28	\$188.71	
Estimated Revenue - Weekday Night (6pm-10pm)	4	\$355.15	\$11.48	\$82.14	\$153.59	\$107.33	
Estimated Revenue - Weekend Day (10am-6pm)	8	\$853.97	\$41.93	\$303.06	\$317.33	\$325.96	
Estimated Revenue - Weekend Night (6pm-10pm)	4	\$482.39	\$16.90	\$161.95	\$221.34	\$215.19	
Daily Weekday Revenue		\$930.95	\$39.88	\$266.73	\$396.88	\$296.05	
Daily Weekend Revenue		\$1,336.36	\$58.83	\$465.01	\$538.66	\$541.15	
Daily Weekday Revenue * 5 days		\$4,654.74	\$199.38	\$1,333.65	\$1,984.38	\$1,480.23	
Daily Weekend Day Revenue * 2 days		\$2,672.72	\$117.66	\$930.02	\$1,077.32	\$1,082.30	
Total Weekly Revenue		\$7,327.46	\$317.05	\$2,263.67	\$3,061.71	\$2,562.53	
<b>Total Yearly Revenue</b>		<b>\$381,027.84</b>	<b>\$16,486.35</b>	<b>\$117,710.70</b>	<b>\$159,208.82</b>	<b>\$133,251.37</b>	<b>\$807,685</b>

## Recommendation #2: Delineate on-street parking spaces and change on-street time restrictions as detailed below

Delineating, or striping, the on-street parking spaces can be done independently of forming the Parking Benefit District and has the benefit of adding approximately 40 new parking spaces to the district. Striped parking spaces makes future parking studies easier and ensures each block is used efficiently by patrons. Based on our turnover study, the default time restriction throughout the district should be “2 hours, 7 days from 10am-10pm” unless otherwise noted. Street segments that are currently 2 hours should be modified to extend the time limit to weekends and late evening hours.

<b>Broadway Road</b>				
<b>Blockface</b>	<b>Current Time Restrictions</b>	<b>Proposed Time Restrictions</b>	<b># of added spaces</b>	<b>Other Recommendations</b>
1	west side-1 Hour, 5 days from 7am-6pm east side- no restrictions	2 Hours, 7 days from 10am-10pm	0	
2	2 Hours, 5 days from 7am-6pm	2 Hours, 7 days from 10am-10pm	1	2 spaces nearest corner of Broadway/Westport convert to taxi zones from 8pm-6am. Also, striping will add 1 space.
3	2 Hours, 5 days from 7am-6pm	2 Hours, 7 days from 10am-10pm	0	2 spaces nearest corner of Broadway/Westport remain taxi zones from 8pm-6am.
4	2 Hours, 5 days from 7am-6pm	3 Hours, 7 days from 10am-10pm	1	Current 30-minute space convert to 3 hours. Also, striping will add 1 space.
5	2 Hours, 5 days from 7am-6pm	3 Hours, 7 days from 10am-10pm	0	
6	2 Hours, 5 days from 7am-6pm	3 Hours, 7 days from 10am-10pm, no parking 7am-9am	0	
7	1 Hour, 5 days from 7am-6pm	3 Hours, 7 days from 10am-10pm, no parking 7am-9am	0	
8	1 Hour, 5 days from 7am-6pm	3 Hours, 7 days from 10am-10pm, no parking 7am-9am	0	
9	No parking 7am-9am	3 Hours, 7 days from 10am-10pm, no parking 7am-9am	0	
10	1 Hour, 5 days from 7am-6pm	90 minutes, 7 days from 10am-10pm	1	Remove loading zone to add 1 space.

# WESTPORT PARKING STUDY BROADWAY RD. MAP



## LEGEND

- - - Westport CID Boundary
- 1 Blockfaces

<b>Pennsylvania Avenue</b>				
<b>Blockface</b>	<b>Current Time Restrictions</b>	<b>Proposed Time Restrictions</b>	<b># of added spaces</b>	<b>Other Recommendations</b>
1	2 Hours, 5 days from 7am-6pm	2 Hours, 7 days from 10am-10pm	1	space added in front of Char Bar
2	2 Hours, 5 days from 7am-6pm	2 Hours, 7 days from 10am-10pm	0	
3	2 Hours, 5 days from 7am-6pm	2 Hours, 7 days from 10am-10pm	2	convert 2 taxi spaces to general parking
4	2 Hours, 5 days from 7am-6pm	2 Hours, 7 days from 10am-10pm	0	
5	2 Hours, 5 days from 7am-6pm	2 Hours, 7 days from 10am-10pm	1	striping will add 1 space
6	2 Hours, 5 days from 7am-6pm	2 Hours, 7 days from 10am-10pm	1	striping will add 1 space
7	15 minute zone (day care drop-off)	15 minutes- M-F 7am-8pm, 2 hours M-F 8-10pm and Sat/Sun 10am-10pm	0	
8	Posted Private Parking	Remains the same	0	
9	2 Hours, 5 days from 7am-6pm	2 Hours, 7 days from 10am-10pm	1	add 1 space at horseshoe lot
10	2 Hours, 5 days from 7am-6pm	2 Hours, 7 days from 10am-10pm	1	striping will add 1 space

# WESTPORT PARKING STUDY PENNSYLVANIA AVE. MAP



## LEGEND

- - - Westport CID Boundary
- 1 Blockfaces

Mill Street			
Blockface	Current Time Restrictions	Proposed Time Restrictions	# of added spaces
1	No restrictions	2 Hours, 7 days from 10am-10pm	0
2	Permit parking-Merchants only 7am-7pm M-F	2 Hours, 7 days from 10am-10pm	0
3	No restrictions	2 Hours, 7 days from 10am-10pm	0
4	No restrictions	2 Hours, 7 days from 10am-10pm	0
5	No restrictions	2 Hours, 7 days from 10am-10pm	0
6	2 Hours, 5 days from 7am-6pm	2 Hours, 7 days from 10am-10pm	0



**LEGEND**

- Westport CID Boundary
- 1 Blockfaces

\*Note: Mill St. north of Westport Rd potentially contains another 15 to 18 on-street spaces that could be added if the left-turn lane onto Westport Rd. was shortened to 2 car lengths. These spaces could be restricted to party bus and limo parking on Friday/Saturday nights.



<b>Westport Road</b>				
<b>Blockface</b>	<b>Current Time Restrictions</b>	<b>Proposed Time Restrictions</b>	<b># of added spaces</b>	<b>Other Recommendations</b>
1	1 Hour, 5 days from 7am-6pm	2 Hours, 7 days from 10am-10pm	0	
2	1st 1/2 Block: 1 Hour, 5 days from 7am-6pm. 2nd 1/2 Block: 1 Hour, 5 day from 7am-4pm, no parking 4pm-6pm	1st 1/2 Block: 2 Hours, 7 days from 10am-10pm. 2nd 1/2 Block: 2 Hours, 7 days from 10am-4pm, no parking M-F 4pm-6pm, 2 Hours, 7 days from 6pm-10pm	0	
3	1 Hour, 5 day from 7am-4pm, no parking 4pm-6pm	2 Hours, 7 days from 10am-4pm, no parking M-F 4pm-6pm, 2 Hours, 7 days from 6pm-10pm	0	
4	1 Hour, 5 days from 7am-6pm	2 Hours, 7 days from 10am-10pm	4	Remove no Park Zone and add 4 spaces in front of 816 Hotel
5	1 Hour, 5 days from 7am-6pm	2 Hours, 7 days from 10am-10pm	3	Remove no Park Zone and add 3 spaces in front of Apartment Building
6	1 Hour, 5 days from 7am-6pm	2 Hours, 7 days from 10am-10pm	1	Shorten no parking zone at <del>Wadell</del> /Bridger to add 1 space.
7	2 Hours, 5 days from 10am-6pm	2 Hours, 7 days from 10am-10pm	0	Existing Bus/Taxi zone converts to Bus/Uber/Lyft zone.
8	2 Hours, 5 days from 10am-6pm	2 Hours, 7 days from 10am-10pm	1	Convert taxi zone to general parking
9	2 Hours, 5 days from 10am-6pm	2 Hours, 7 days from 10am-10pm	0	
10	1 Hour, 5 days from 7am-6pm	90 minute, 7 days from 10am-10pm	0	Install No Park signs in front of Bank of America
11	1 Hour, 5 days from 7am-6pm	90 minute, 7 days from 10am-10pm	0	
12	2 Hours, 5 days from 10am-6pm	2 Hours, 7 days from 10am-10pm	0	
13	2 Hours, 5 days from 10am-6pm	2 Hours, 7 days from 10am-10pm	0	
14	2 Hours, 5 days from 10am-6pm	2 Hours, 7 days from 10am-10pm	0	

# WESTPORT RD. MAP



## LEGEND

- - - Westport CID Boundary
- 1 Blockfaces

W. 42nd Street			
Blockface	Current Time Restrictions	Proposed Time Restrictions	# of added spaces
1	4 Hours, 5 days from 7am-6pm	1 space- 4 Hour space remains, 2 spaces- 2 Hours, 7 days from 10am-10pm	2
2	1 Hour, 5 days from 7am-6pm	2 Hours, 7 days from 10am-10pm	0
3	No restrictions	2 Hours, 7 days from 10am-10pm	0

### W. 42ND ST. MAP



#### LEGEND

- - - Westport CID Boundary
- 1 Blockfaces

### **Recommendation #3: Paint curbs**

All loading zones, handicap spaces, and no parking zones should have their adjacent curbs painted to make available on-street parking easier to see for moving vehicles. This can be done independently of forming the Parking Benefit District.

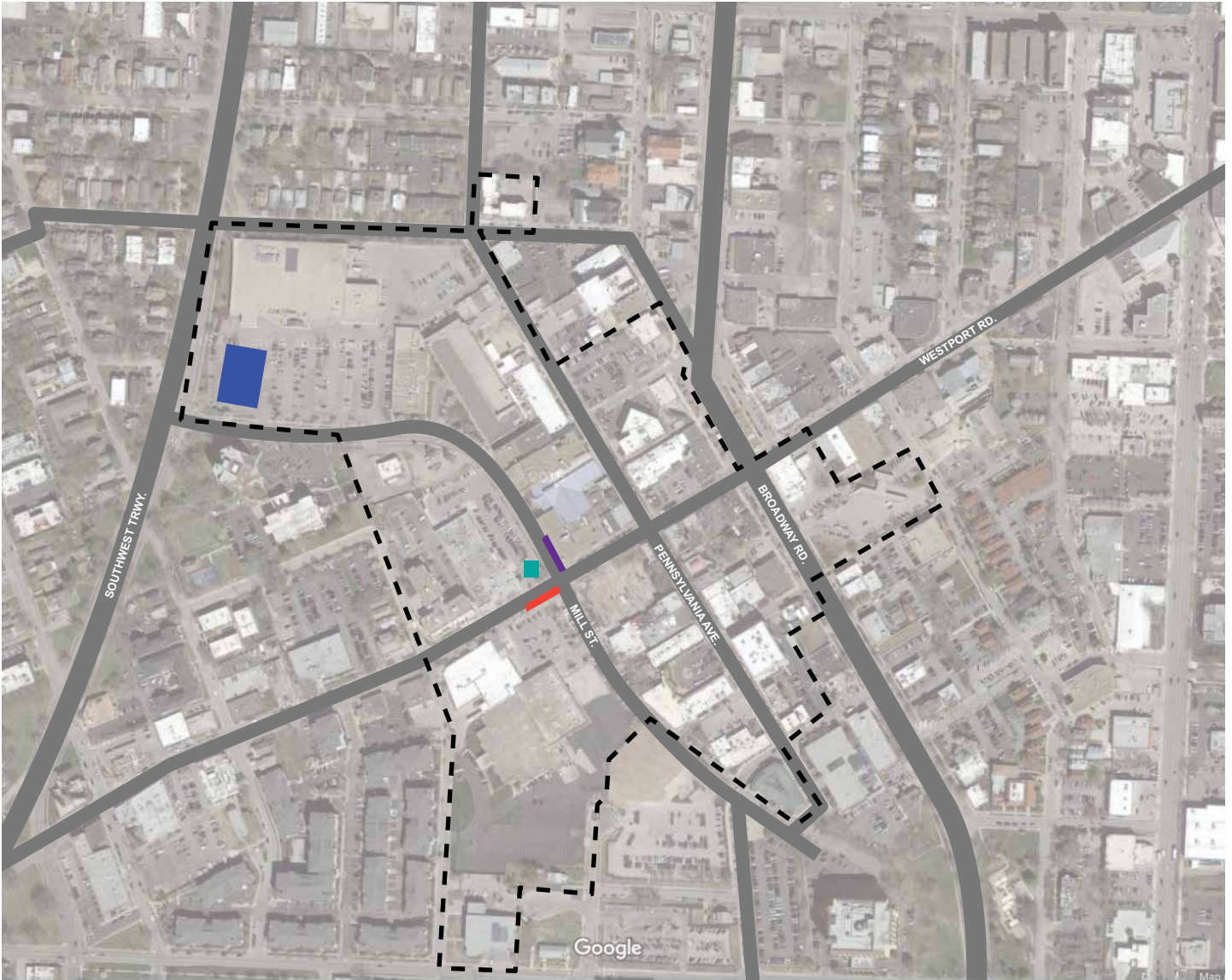
### **Recommendation #4: Improve regulatory signage**

Turn regulatory signs parallel to the curb to avoid confusion, or use separate signposts and turn signs perpendicular to the curb.

### **Recommendation #5: Create improved dedicated taxi zones and Smart Phone Ride Hailing zones to improve safety and reduce congestion**

Taxi zones or stands should be located outside of the area that is blocked off by bollards in the peak season. Consistent use of these stands will make taxi movements in and out of Westport more efficient, and will create a better customer experience for patrons, who will know where to go to find reliable transportation. The recommended locations are discussed above in Recommendation #2. In addition to on-street taxi zones, we recommend forming a taxi “holding lot” and a taxi “starter” in the core of the district on weekends. The holding lot would be a place for taxi drivers to wait until they’re needed, and the “starter” is an employee of the taxi company that can direct patrons to a waiting taxi on the street, and then radio to a waiting taxi from the lot to bring them next in the queue.

Smart Phone App Ride-Hailing services like Uber/Lyft Drivers tend to be a little harder to manage as they are independent operators. Because of the nature of the area being an entertainment district, Uber/Lyft must be taken into consideration. We recommend turning the taxi/party bus zone on Westport Road, blockface 7 to a Smart Phone App Ride-Hailing waiting zone. Giving Uber/Lyft drivers a place to wait for customers outside the bollards, will hopefully cut down on cruising and congestion, while improving safety.



**LEGEND**

- - - Westport CID Boundary
- Taxi Holding Area
- Taxi Stand
- Smart Phone App Ride Service Waiting Zone
- Party Bus Waiting Zone

## **Recommendation #6: Add new on-street parking on Mill Street and create a dedicated a party bus/limousine zone to improve safety/reduce congestion.**

We recommend adding on-street parking to the east side of Mill St. north of Westport Rd, which does not currently have parking, but does have the necessary capacity. On Friday and Saturday nights these new parking spaces would be used as a party bus/limousine parking only zone (also discussed in Recommendation #2). By shortening the left-turn lane onto Westport Rd. to 2 car lengths, we estimate an additional 15 to 18 on-street spaces could be created.

The following steps would need to be undertaken to validate our observations and move forward with creating the new on-street spaces. First, a formal traffic count should be conducted at the intersection and left-turn lane. Next, results of the traffic count should be analyzed with City traffic engineers to validate the feasibility of shortening the travel lane. Once the left turn lane is shortened the new on-street spaces must be striped and signs installed on party bus/limousine parking zone restrictions.

Consistent use of this zone will make party bus and limousine movements in and out of Westport more efficient, and will create a better customer experience for patrons.

## **Recommendation #7: Enforce all regulations consistently**

Without consistent regulation from the City or a private operator, the Westport Mobility & Parking Management District will not achieve its goals and Westport will not improve its perception of parking and access. Consistent enforcement is absolutely critical to this entire strategy. The extended hours and days of enforcement proposed in this report (7 days a week, from 10am-10pm in most cases) are consistent and easy for patrons and employees to remember.

## **Recommendation #8: Modify the bollard permit to be year-round and have more flexibility in hours used**

The bollard permit currently allows the CID to install the bollards between April and October. We strongly recommend making this year round in order to accommodate heavy patronage in the off-season due to nice weather or special events, such as St. Patrick's Day or sporting events. Installing bollards is the single most important safety measure to prevent automobile and pedestrian accidents from occurring in Westport. Additionally, there should be flexibility in the permit to allow the Westport CID to install the bollards at any time, instead of the current 11pm installation time. Crowd populations tend to change depending on the night of the week and events scheduled to occur. Increased flexibility in placing the bollards out will allow the CID to respond effectively.

An additional recommendation is to add new regulatory signage within the bollard area to inform visitors not to park after 10:30pm on Friday and Saturday evenings during the peak season. Adding signage would prevent cars from being stuck within the bollard

area and attempting to exit amongst pedestrians. A communication strategy, such as season banners, could also be implemented to alert motorists of the parking restrictions and be placed during flexible, off-season events.

## **Recommendation #9: Improve the parking structure with public art**

Parking garages are necessary in downtown settings for their function, however like the Westport garage, most are ugly concrete buildings that intrude on the beauty of the physical environment, and not known for their form.

To combat this issue, we recommend public art, or better yet lighting public art to change the exterior and interior so that it makes parking in the Westport garage not only safe and convenient, but an experience. Light is being used as public art on and in garages across the country bridging form and function. One such public art project is at the San Antonio Airport in Texas. Multimedia artist Christopher Janney created a colorful path of reflected light, helping direct travelers to the airport terminal. In Santa Monica California as well as Boston Massachusetts light is being used to transform parking garages to destinations, helping beautify areas that were once a distraction. Other forms of public art such as murals and sculpture are beautifying garages in places such as Miami FL, Warwick RI, Santa Monica CA, and right here in Kansas City, MO. As in all older commercial districts that are revitalizing, it takes a shift in thinking, but parking garages can be elevated to not only perform as parking to alleviate on street congestion, but as beautiful destinations to add rather than detract from the downtown environment.



## **Recommendation #10: Establish a valet parking program**

Several businesses have expressed enthusiasm for valet parking to make parking more convenient and alleviate searching for open spaces in Westport. The loss of 30% of Westport's inner core parking, do to the parking structure becoming unavailable, greatly increases the need to establish a valet parking program. It will become critical to use a valet program to help offset the lack of sufficient close in parking on summer weekends.

A district-wide valet program could be established in Westport with a portion of the revenue going to the Westport Mobility & Parking Management District to oversee the program. Several valet parking stands could be established throughout the District using designated off-street lot(s) for parking storage while allowing drop-off/pick-up of vehicles at any of the valet stations. Valet stands should be placed near restaurants/bars and outside the bollard area. Recommended stand locations include outside Char Bar on Pennsylvania Ave., at the 'horse-shoe' lot on Pennsylvania, and outside Westport Ale House on Broadway Rd.

In addition, a local valet company would be hired to run the day-to-day operations. An employee valet program could also be established within this program and utilize the same designated off-street lot(s) and provide late night service.



## **Recommendation #11: Increase bike parking**

While Westport contains several well used bike-share stations, the team observed the District does not have adequate bike racks to support general use. We heard from stakeholders that Westport has a strong bike culture and active bike population, but lacks bike parking facilities. The team only observed a couple inverted U-racks at sidewalk locations along Pennsylvania Avenue and Broadway Road. We also heard the process to permit a bike rack is lengthy and involved for a business to pursue. We strongly encourage the City to take steps to address the permitting issue and make it easier and quicker for businesses to obtain permits.

Bike corrals (in street bike parking facilities containing multiple racks) should be explored at strategic locations throughout Westport. Important location factors for corrals include, convenience and access for cyclists, high demand locations, on main streets or commercial corridors with low travel speeds. Street corners are preferred over midblock locations for access and safety reasons. Locating corrals on streets corners also provides visibility and safety benefits to vehicles and pedestrians. Infrastructure that may prevent a street corner from being used include bus stops and fire hydrants. Bike



corrals can be good for businesses as well, the size of one parking space can typically fit 8 to 12 bicycles.

Our team recommends exploring the following locations for bike corrals: SW corner of Westport Rd/Pennsylvania Ave,

Our team recommends using multiple inverted U-racks for corral locations. The cost for racks is low per bicycle, the racks are space efficient and provide flexibility depending on desired location, maintenance minimal, bikes have proper support with two points of contact, easy to use, and allow 2 bikes to be parked per rack. In street bike corrals also need protection from the adjacent vehicle travel lane. Protection options varying by cost from pavement markings to rubberized curb stops and flexible delineators to permanent bollards. Maintenance of bike corrals is minimal and includes removing graffiti/stickers, monitoring rack anchors and finish. Any corral safety protections such as rubberized curb stops or flexible delineators need to be monitored and maintained as well.

We recommend the Westport Mobility & Parking Management District be responsible for facilitating the rack permitting process and working with the City and businesses. We also recommend the Parking Benefit District maintain corral locations and take advantage of new corral locations, by creating customized bike racks that help brand Westport.

## **Recommendation #12: Conduct a district-wide employee survey**

Employee parking is a significant issue in Westport, and we witnessed employees parking in prime customer parking spaces for much of the day. We recommend conducting an employee survey to first understand how many employees are in Westport and what hours they finish working. Depending on the results of that survey, it may be beneficial to consolidate employee parking in a designated place, such as an off-street lot or the parking structure, and offer an employee escort service for the late hours when most employees finish work and may feel unsafe. A valet program for employees may also be considered as an option and could utilize the consolidated parking area.

## **Recommendation #13: Explore implementing new technology to make parking easier**

New technology can make parking easier for drivers, save time, and reduce congestion. One example of this is in-ground sensors placed at on-street or off-street parking to let drivers know in real time when and where parking is available. Information from the sensors is made available to the driver via a smartphone app or website. Changeable message signs, such as those seen in parking structures, can also be used to communicate available spaces and lot location to the driver. A smartphone parking app can also be used to communicate pricing and make payments. Many of these systems incorporate a demand based pricing concept into the technology that changes pricing based on

availability of parking spaces. Two cities in California; San Francisco and Los Angeles have launched pilot programs utilizing this type of technology.

In Downtown Kansas City, some On-Street metered areas and Off-Street lots are currently using a smartphone application called ParkMobile to pay for parking. A first step in implementing new technology would be to extend this app service to the Westport area.

## **Recommendation #14: Explore Developing a Parking Shuttle System**

One of the outcomes of losing the parking structure will be an increased use of the outer parking lots. The issue then becomes how does the potential user feel about using these lots. What is the walking distance and the walking experience? How safe does it feel? The Mobility District should consider developing a seasonal weekend and special event shuttle system. The system could be subsidized by the on-street and off-street parking revenue. The two St. Luke's Hospital parking lots would be possible shuttle lots.

## ***Future Considerations***

### **Develop New Parking**

Developing new additional public parking will be critical to the long term vitality of the Westport business district. The Mobility District Commission working with the City should develop a strategy to add new parking. The strategy could range from developing a new public parking structure to incentivizing new private development to add a level of public parking to their developments

### **Streetcar stop in Westport**

When the KC Streetcar extends its route, we recommend a stop as close as possible to the core area of Westport. A streetcar stop would provide visitors an option for an additional mode of transportation to access Westport. The Westport CID could play a role in advocating for a streetcar stop in Westport.

# Phase Three: Implementation Steps

As mentioned above, recommendation #1 is to create a Mobility & Parking Management District to manage Westport's parking environment. The Westport Regional Business League take the lead in implementing the District. The WRBL would facilitate the collaboration between the private parking lot owners and the City. The following steps would lead to the establishment of a District.

1. Form a task force comprised of representatives from the Westport Regional Business League and the effected City Departments, such as Police, Public Works, Traffic and Finance. The task force would be charged with developing enabling legislation for a Mobility & Parking District.
2. Develop political consensus for approving the enabling ordinance.
3. Ordinance is adopted by City Council.
4. Westport District is established pursuant to enabling ordinance.
5. Establish Mobility & Parking District Commission.

Create and enact shared use agreement with City and any other necessary contracts to receive funds, etc. The process to implement recommendations 2 through 13 should begin immediately. The taskforce can work in parallel on these recommendations while working on developing the Mobility & Parking Management District. In particular recommendations 2 through 8 could be implemented in the short term and be in place for the busy summer season in Westport.

## Implementation Time Line

City receives, reviews and accepts the Parking Utilization Study: March 2016

WRBL and the City form a Parking Implementation Task Force: May 2016

Parking Implementation Task Force begins work on two parallel tracks: May 2016

Track One consists of establishing the Mobility & Parking Management District and will follow the five steps defined above: May to September 2016

Track Two is the implementation of recommendations 2 through 8: May to August 2016

By the end of 2016 the Mobility & Parking Management District and all of the recommendations should be fully implemented.

# APPENDIX

## **On-Street Parking Data collected**

- Westport Road Map
- Westport Road Chart
- Broadway Road Map
- Broadway Road Chart
- Mill Street Map
- Mill Street Chart
- Pennsylvania Road Map
- Pennsylvania Road Chart
- 42nd Street Map
- 42nd Street Chart

## **Off-Street Parking Data collected**

- Off-Street Parking Map
- Parking Structure Data
- Inner Off-Street Data
- Outer Off-Street Data