



Alexandria Waterfront Commission

Department of Recreation, Parks and Cultural Activities

1108 Jefferson Street

Alexandria, Virginia 22314

October 16, 2012

Mr. Richard J. Baier, Director
Department of Transportation and Environmental Services
City of Alexandria
301 King Street, Room 4100
Alexandria, VA 22314

Dear Mr. Baier:

RE: Old Town Area Parking Study Work Group Draft Recommendations

At a meeting on October 16, 2012, the Alexandria Waterfront Commission reviewed the draft recommendations of the Old Town Area Parking Study Work Group. The Waterfront Commission generally welcomes the policies adopted by the work group thus far. This letter outlines additional policy suggestions and points of emphasis from the perspective of the Waterfront Commission.

- The Waterfront Commission believes that enforcement of parking regulation should be a high priority. Existing and proposed parking policies will only succeed if they are vigorously enforced by Parking Enforcement Officers. We are encouraged by the adoption of new technologies by the City that will facilitate enforcement (such as license plate readers), but for these tools to be effective staffing levels must be sufficient.
- The Waterfront Commission recommends consistency in parking policies within each residential parking district. At present, policies vary block-by-block within each district, including the hours and maximum duration vehicles without residential parking permits may park on-street. Along some blocks there are no parking restrictions for vehicles without residential permits. This variation creates needless confusion and inconsistency from block to block. We recommend replacing the current block-by-block method of establishing restricted on-street parking with a uniform policy for all residential blocks within each parking district in Old Town.
- The Waterfront Commission endorses a pilot program of priced on-street parking on residential blocks within three blocks of King Street, with exemptions for residential permit holders within a given parking district. This program would reduce the incentive for non-residents to hunt for free on-street parking in residential areas and encourage greater use of parking garages and on-street parking in commercial areas. We recommend the City consider using pay-by-phone and smart phone applications for payment, which could alleviate the need for multispace meters, which the Commission believes are incompatible with residential areas in historic Old Town.
- The Waterfront Commission endorses the installation of dynamic wayfinding signage and development of a smart phone application to inform drivers of the location, price, and availability of off-street, garage parking. Motorists armed with better information regarding abundant and reasonably priced off-street parking—which does exist in Old Town—will be less likely to waste time hunting for on-street spaces.
- The Waterfront Commission encourages the City to work with employers within each parking district to manage employee demand for parking. The City's parking policies are generally designed to discourage

daylong use of on-street parking by employees in Old Town. However, the City should work with major employers—including the City itself—to ensure employees are complying with existing policies.

- The Waterfront Commission supports the development of pilot valet and validated parking programs in Old Town. Such initiatives will encourage further utilization of garages and alleviate demand for on-street parking.

Next Steps

In our [Fiscal Year \(FY\) 2014 Capital Improvement Program \(CIP\) and operating budget recommendations](#), the Waterfront Commission endorsed funding for the City's Transportation Signage and Wayfinding System to support the deployment of smart signage (with pricing and changeable messages) to direct motorists to parking. The Commission also endorsed funding for expansion of the King Street Trolley, including a reduction in headways, which would incentivize additional use of transit rather than private automobiles to access Old Town. We reiterate these budget recommendations, which support the parking policies articulated in this letter.

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We appreciate the opportunity to provide this feedback on the Old Town Area Parking Study, and look forward to providing continuing feedback on parking in the Waterfront area. On behalf of the Alexandria Waterfront Commission and the broad Citywide constituencies that we represent, thank you for your consideration of this matter.

Sincerely,



Nathan M. Macek, Chair
Alexandria Waterfront Commission

- CC: Kevin Posey, Chair, Transportation Commission
Thomas "Jay" Johnson, Jr., Chair, Traffic and Parking Board
Rashad Young, City Manager
Earl Cook, Chief of Police
Faroll Hamer, Director, Department of Planning and Zoning
James Spengler, Director, Department of Recreation, Parks and Cultural Activities
Capt. James Bartlett, Alexandria Police Department
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Emily Baker, City Engineer, Department of Transportation & Environmental Services
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