

# Mercer Island Center for the Arts Parking Management Plan

June 15, 2016

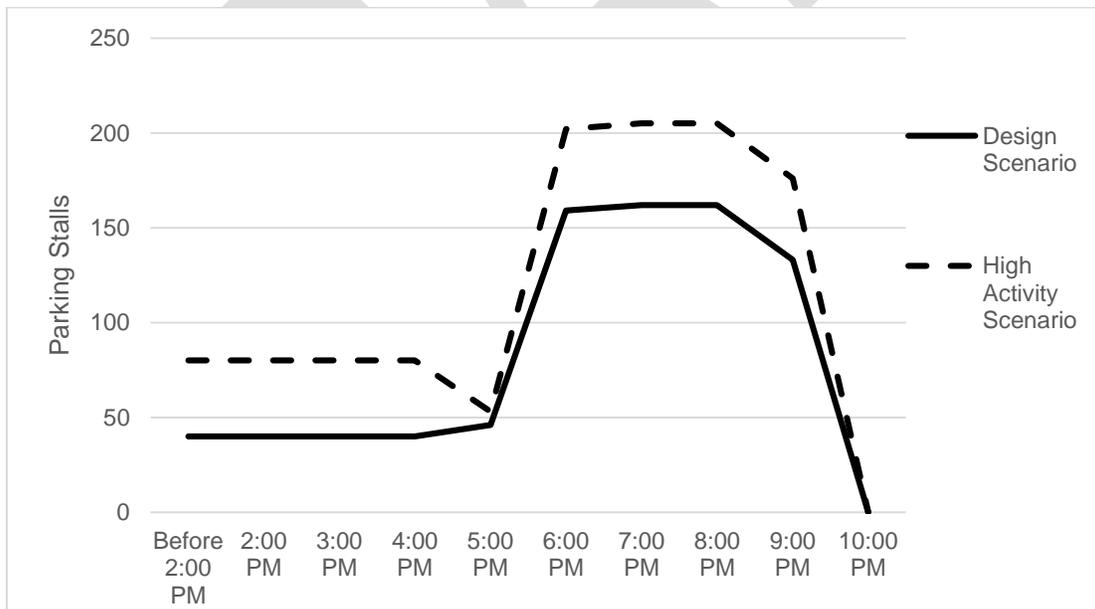
This Parking Management Plan (PMP) covers all tenants at the Mercer Island Center for the Arts (MICA) campus, including MICA administration, Youth Theatre Northwest, Mercer Island Visual Arts League, Musical Mind Studio, Russian Chamber Music Foundation, Music Works Northwest, and Island Youth Ballet. It is designed to accompany the traffic impact assessment (TIA) for MICA and outlines strategies for managing parking.

## 1) Project Overview

The Mercer Island Center for the Arts, as proposed, will be located adjacent to Mercerdale Park, at the SE 32nd Street/77th Avenue SE intersection. It will include a 300-person mainstage theater, 100-person theater lab, and 100-person recital studio, as well as a dance studio, three classrooms, and four practice rooms. An outdoor theater, café, and public plaza are also included on the site. Frontages along SE 32nd Street and 77th Avenue SE adjacent to the site will be improved to include short- and long-term parking space. No additional on-site parking is proposed for this project, and this PMP defines parking strategies for accommodating the variety of events and activities at MICA.

### Parking Demand:

Parking demand was calculated as part of the TIA and identified an anticipated daytime demand as well as both a Demand Scenario and a High Activity Scenario for nighttime performances. These scenarios anticipated that between 40-80 vehicles will need to be parked during the day and between 162-205 vehicles would need parking for evening performances.



### MICA Parking Coordinator:

A designated parking coordinator will be identified that will be a point person for coordinating with the City and be responsible for managing parking for all of the tenants. This will include managing the program and scheduling of the facility to minimize impacts associated with parking and transportation.

## 2) Parking Management Strategies

Parking for the various uses of MICA is proposed to be primarily accommodated through utilizing available on-street parking along with sharing the use of off-street parking at nearby sites as necessary. The following strategies outline how parking will be managed with Section 3 providing more detail specific to different conditions:

### a) On-street Parking

There are currently 116 on-street parking spaces provided within a quarter-mile of the site. These spaces are anticipated to accommodate most events and are identified along the following corridors:

- SE 29th Street between 76th & 78th Avenues (32 stalls)
- SE 32nd Street between 77th & 80th Avenues (19 stalls)
- 80th Avenue SE between 30th & 34th Streets (65 stalls)

Parking occupancy surveys conducted over two days in April 2016 indicate that there are 45 spaces available during an average afternoon (2-3pm) and as many as 78 spaces available during an average evening (6-7pm) from existing supply. The results are summarized in the table below:

	Description	Distance from Site (ft)	Side	Supply	Average Demand Afternoon	Average Demand Evening	Demand 1 (2-3pm)	Demand 1 (6-7pm)	Demand 2 (2-3pm)	Demand 2 (6-7pm)
1	SE 29th St b/w 76th Ave SE & 77th Ave SE	1000	N	11	6.5	5	7	5	6	5
			S	8	5	3	7	3	3	3
2	SE 29th St b/w 77th Ave SE & 78th Ave SE	1000	N	4	3	3	2	5	4	1
			S	9	3	1.5	3	2	3	1
3	SE 32nd St b/w 77th Ave SE & 78th Ave SE	800	N	0	0	0	0	0	0	0
			S	4	1	1	2	2	0	0
4	SE 32nd St b/w 78th Ave SE & 80th Ave SE	800	N	7	4	1	4	1	4	1
			S	8	6	0.5	6	0	6	1
5	80th Ave SE b/w SE 30th St & SE 32nd St	1000	E	30	21.5	11	20	11	23	11
			W	12	10.5	7	12	6	9	8
6	80th Ave SE b/w SE 32nd St & SE 33rd St	1000	E	13	9	3.5	9	2	9	5
			W	0	0	0	0	0	0	0
7	80th Ave SE b/w SE 33rd St & SE 34th St	1200	E	10	1	1.5	1	2	1	1
			W	0	0	0	0	0	0	0
8	77th Ave SE b/w SE 28th St & SE 32nd St	1200	E	40	Future use unknown (existing maximum Town Center on-street occupancy is 60 <sup>1</sup> -67 <sup>2</sup> %)					
			W	48						
<b>Total</b>				204	70.5	38	73	39	68	37

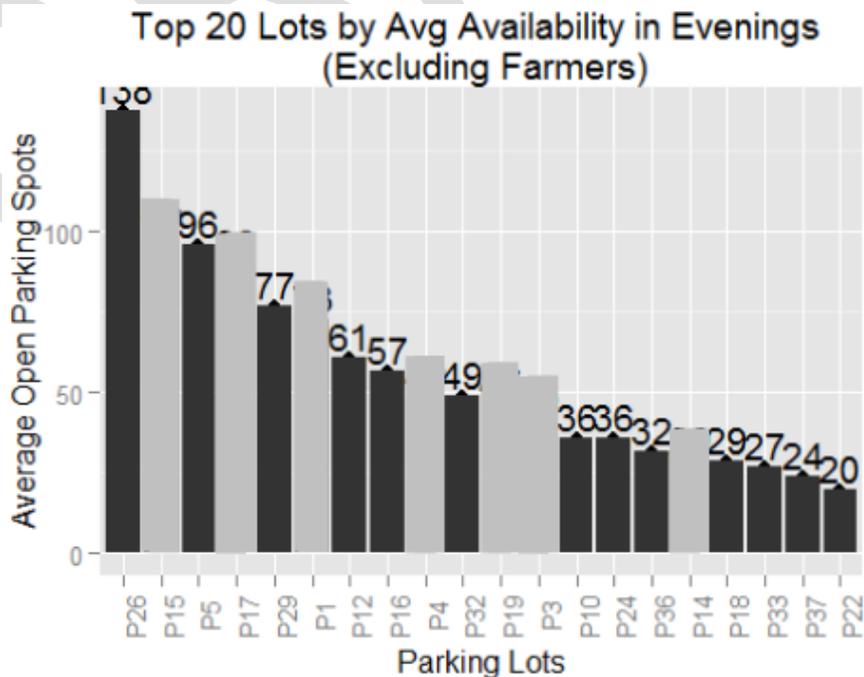
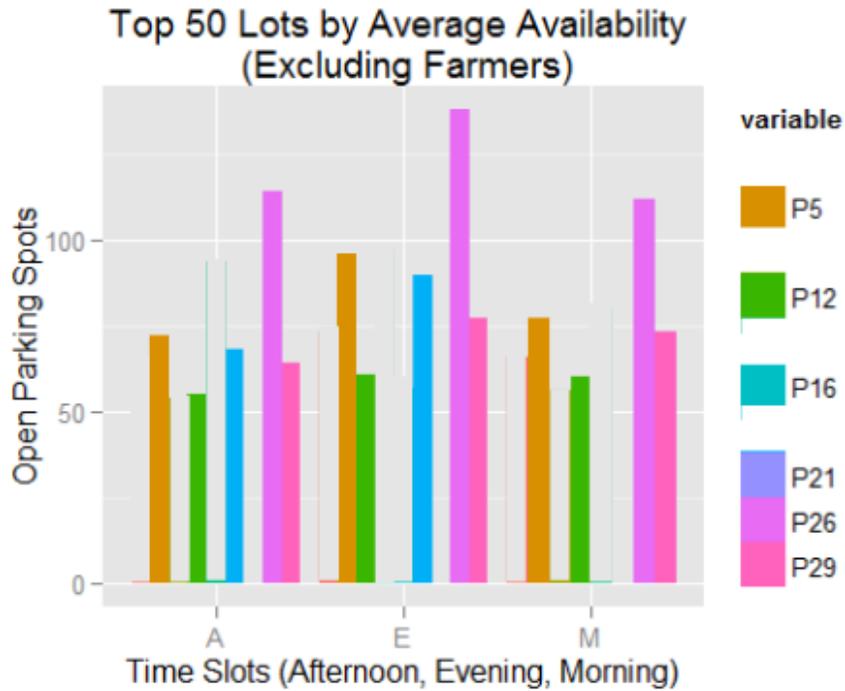
<sup>1</sup> BERK/City of Mercer Island, April 2016, *Town Center Parking Study*

<sup>2</sup> Transpo, April 2016 on-street parking occupancy counts

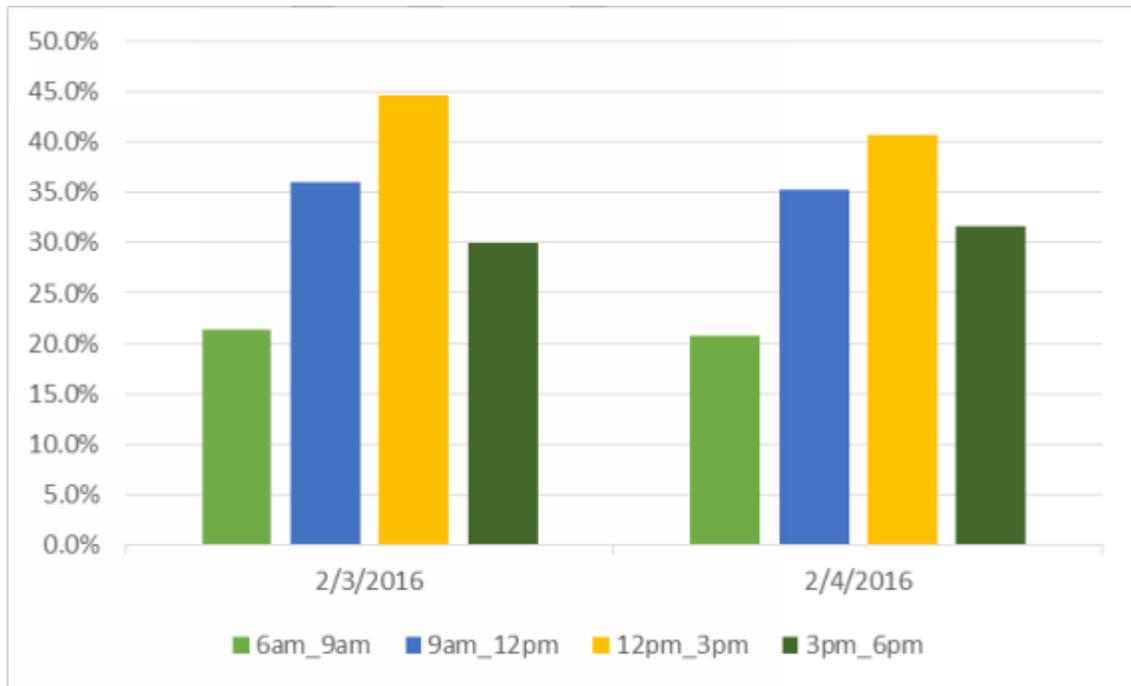
Additional on-street parking will be added to 77th Avenue SE between SE 28th and SE 32nd Streets as part of the recently-completed Town Center visioning process, totaling almost 90 new 20-foot stalls (not including blocks beyond a quarter mile from MICA).

b) Off-street Parking (shared parking commitments)

Two recent studies document a large supply of existing off-street parking in surface lots at adjacent businesses throughout the Town Center. The *Mercer Island Parking Analysis to Assess Availability* (2015, MICA) assessed the parking supply in Town Center off-street parking during morning, afternoon, and evening periods in October-December 2015. Excluding the Farmers parking lot and parking lots more than a quarter mile from the site, the following charts illustrate available off-street parking in the adjacent Town Center area (note some lots are removed from the graphs because they are either beyond the quarter mile limit or data was unavailable):



The *Town Center Parking Study* (April 2016, BERK/City of Mercer Island) assessed a similar area for the Town Center visioning process. The study's inventory found approximately 3,308 off-street non-residential parking stalls in the Town Center area, of which approximately half, or 1,660 are within a quarter mile of MICA. The highest occupancy period was mid-day, 12pm to 3pm, when most of the adjacent parking was 20-40% full. Over the course of the day, the overall Town Center parking occupancy was found to be as follows, never filling beyond 45% occupancy:



Source: BERK, 2016; Kimley-Horn, 2016.

Recommendations from the study included “[allowing] up to 100% of the parking requirement [within the Town Center zoning code] to be accommodated through shared parking. A 100% reduction is only feasible through off-site shared parking agreements.”

Within this context, MICA will be soliciting formal shared parking commitments from off-street Town Center parking lots within a quarter mile of the site. These parking commitments will primarily be for evening performance parking volumes, in addition to the on-street parking supply (likely well over 100 stalls). A sample copy of the parking commitment is appended at the end of the PMP. **MICA will maintain formal shared parking commitments to ensure that no less than 250 stalls are available for evening performance parking.**

c) Disabled (Americans with Disabilities Act compliant) Parking

Fulltime ADA-compliant disabled parking stalls will be provided on street, with 5 angled stalls added to the south side of the SE 32nd Street frontage immediately east of MICA. These stalls will have access to MICA via the existing sidewalk in the frontage. Provision of these disabled parking stalls will require amendments to Mercer Island City Code.

d) Drop-off/Pick-up Management

Based on MICA tenant estimates and trip generation within the TIA, it is estimated that a maximum of 35 drop-offs and 15 pick-ups may occur in the daytime peak hour. These drop-offs and pick-ups are distributed over multiple classes and rehearsals over the course of the peak

hour. MICA will work with its tenants to ensure that class and rehearsal schedules are staggered to minimize drop-off/pick-up loading.

A portion of the new on-street along the 77th Avenue SE frontage (see Section 2a) in front of the Farmers building will have time-limited parking for short term drop-offs and pick-ups for MICA classes and performances. It is anticipated that 10 stalls will have 3- to 5-minute time limits for this purpose. Provision of these time-limited parking stalls will require amendments to Mercer Island City Code.

MICA and tenant staff could be located on the site frontage to manage drop-off/pick-up times before and after classes and performances. Staff could also reinforce the posted time-limited parking and provide guidance to queued vehicles to minimize wait times and impacts to the roadway network. MICA will work with facility tenants to ensure class check-in and check-out procedures are structured so as to minimize curbside queuing time.

If curb space issues persist or transportation mode choices shift drastically, future curb space management could consider the following mitigation strategies:

- Valet parking
- Dedicated curb space for taxis, transportation network companies (Uber, Lyft, etc.), and car sharing (Zipcar, Car2Go, etc.)
- Dedicated curb space for a transit stop

e) Parking Lot Management

During periods of high utilization, the off-street parking lots will be actively managed by MICA staff and/or independent parking ambassadors to maximize efficiency and minimize circulating traffic. Active management will include some or all of the following elements:

- Deployment of sandwich boards at full lots
- Staff directing traffic to remaining open stalls
- Periodic surveys of parking lot utilization leading up to performances so that patrons have a better understanding of which lots fill when; this information can be included on the MICA website and sent out with tickets in the future
- Lot and/or stall assignment with ticket purchase

f) Education & Outreach Strategies

MICA will identify parking locations and alternative transportation options to educate tenants and patrons through a variety of outreach means:

- Website updates
- Literature included with tenant course catalogs and performance tickets
- Email and print newsletters
- On-site displays in the lobby

This information will include preferred parking locations (on- and off-street) as well as good parking practices to reduce circulating and queuing traffic and impacts to surrounding neighborhoods. Any parking or alternative transportation promotions will also be publicized through these means.

MICA will have a centralized parking coordinator to oversee parking operations and serve as a point of contact for any issues that may arise. This designated contact, identified in Section 2, will also track all parking commitments and make modifications to the parking mitigation system as MICA-generated travel patterns evolve.

g) Enforcement & Coordination Strategies

MICA will coordinate with the City of Mercer Island to ensure that the strategies contained in this PMP accommodate the parking generated by the facility. This accommodation includes minimizing conflicts with surrounding residential neighborhoods as well as adjacent activities.

MICA's staff and parking coordinator will monitor adjacent streets south and southeast of the facility (Mercerdale neighborhood) and west of the facility (First Hill) to ensure that MICA-related parking is not impacting those neighborhoods. Should additional signage and enforcement be necessary, MICA will coordinate with the City of Mercer Island.

Of special note, the Mercer Island Thrift Shop has an adjacent City-owned parking lot with 34 spaces south of Mercerdale Park, with access to the south side of the site. However, the Thrift Shop is located within the Mercerdale neighborhood, where on-street parking will be strongly discouraged. In order to prevent overflow parking at this location, MICA will work with tenants to designate and reserve specific parking (i.e., VIPs or subscribers) for this location.

MICA will further coordinate with the City to ensure scheduled events and parking do not impact adjacent events such as the Mercer Island Farmers' Market and Mercer Island Parks & Recreation events in Mercerdale Park.

### 3) Deployment Strategy

MICA will have a variety of tenants and the facility's use by tenants can be broken down into three different broad categories, each with different parking generation and accommodation needs. The following categories define which mitigation strategies are most appropriate from Section 2, as well as provide a mechanism for routine review and updates:

a) Daytime Use

Daytime use is envisioned to consist primarily of classes and rehearsals, as defined by the proposed tenants. Parking and drop-off/pick-up will be accommodated by the following strategies:

- On-street Parking
- Disabled Parking
- Drop-off/Pick-up Management: *MICA and tenant staff could be on-site to assist with drop-off, student check-in, and pick-up before and after classes. Staff could also reinforce posted parking time limits to manage waiting queues.*
- Education & Outreach Strategies

b) Performance - Design Scenario

Tenant performances for the Design Scenario (as defined within the TIA) cover the majority of evening uses for MICA, including rehearsals and average performances with venues at or less than 75% capacity. Parking and drop-off/pick-up will be accommodated by the following strategies:

- On-street Parking
- Off-street Parking
- Drop-off/Pick-up Management: *MICA staff could be on-site to assist with drop-off on the street frontage before performances.*
- Education & Outreach Strategies: *Parking information will be included on the MICA and tenant websites. Parking maps and instructions will also be included with mailed tickets,*

*and joint-use promotions with adjacent businesses (restaurants and other hospitality businesses) may be occasionally used in targeted campaigns.*

- Enforcement & Coordination Strategies

c) Performance – High Activity Scenario

High Activity performances are defined as evening uses that maximize the facility's usage (i.e., 100% capacity of the venues) and are expected to occur only a few times annually. Parking and drop-off/pick-up could expand upon Design Scenario usage by deploying Parking Lot Management for the off-street parking supply.

d) Contingency and Updating

This PMP will be regularly reviewed by MICA staff for applicability and updates. MICA could engage the City of Mercer Island for changes and updates when any of the following occur:

- Change in committed off-street shared parking commitments
- Substantial change in MICA tenants, uses, or parking generation
- Documented parking and/or drop-off/pick-up impacts to roadway network
- Documented illegal parking issues related to MICA uses

If any transportation concerns are identified in the Town Center or surrounding neighborhoods, MICA is committed to working with the City of Mercer Island to provide safe and efficient operations.

**PARKING SPACES LICENSE AGREEMENT**  
*between*  
**Mercer Island Center for the Arts ("MICA")**  
*and*

\_\_\_\_\_ ("Owner")

On this \_\_\_\_ day of \_\_\_\_\_, 2016, MICA and Owner, for valuable consideration, hereby agree as follows:

- 1.0 Owner grants to MICA a non-exclusive license, and MICA accepts such license from Owner, to use \_\_\_\_\_ parking spaces (individually a "Space" and together "Spaces") in the parking lot owned by Owner located at: \_\_\_\_\_, Mercer Island, WA (the "Lot"). The license shall be effective as of \_\_\_\_\_, 2016.
- 2.0 The Spaces are licensed to MICA *as available, on a first-come, first-served basis*, in the weekday evenings from 6:00 – 11:00 PM, and on weekends and national holidays, for use by MICA guests, artists, patrons, visitors, attendees and staff for temporary parking of their vehicles only ("MICA Parkers").
  - 2.1 MICA may install signage indicating the Spaces' location and usage terms, and MICA shall pay for the installation, maintenance and removal of said signage, all as to be agreed in writing by the parties, in advance.
- 3.0 During the term of this Agreement, MICA shall grant Owner MICA Parking Sponsorship Rights, as set out at [http://www.mercerislandarts.org/support\\_mica](http://www.mercerislandarts.org/support_mica). These rights are valuable and must be used each year or automatically expire.
- 4.0 MICA hereby indemnifies and holds Owner harmless against any claims for damages or injuries to the Lot or Owner to the extent caused by MICA or MICA Parkers. MICA shall at all times maintain Commercial General Liability Insurance in the minimum amount of \$1 million per occurrence, \$2 million in the aggregate, making Owner Additional Insured, as evidenced annually by an appropriate certificate of insurance, issued to the satisfaction of Owner.
- 5.0 This Agreement may be terminated, without cause, by either party, on 30 days' written notice to the other.
- 6.0 Except as set forth herein, all rights related to the Spaces and the Lot remain with Owner. Notice is to the addresses below, except as changed in writing.

**Mercer Island Center for the Arts,**  
a Washington non-profit corporation

**Owner**

By: \_\_\_\_\_  
John Gordon Hill, President

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

PO Box 1702  
Mercer Island, WA 98040

Address: \_\_\_\_\_  
\_\_\_\_\_