

Mercer Island Center for the Arts

Parking Management Plan

updated 12 June 2017

This parking management plan is intended to describe the way in which the parking needs of all tenants, audiences, and users of the proposed Mercer Island Center for the Arts (MICA) will be met. The MICA project itself will have no on-site parking. As a result, its parking demand will be met by a combination of available on-street parking, shared parking with owners of private off-street parking lots, and the management of activities that occur in the MICA building.

So that MICA can effectively manage parking demand, under this plan MICA will:

- 1) Ensure that any measures under this plan will be in place before MICA commences operations;
- 2) Ensure that there is safe pedestrian access to the site from the identified off-site parking locations;
- 3) Take any necessary measures to ensure that there is adequate parking available to meet the demand.

This requirement is an important part of MICA's parking management plan. The parking management plan will be updated annually and it will be MICA's obligation to ensure that all aspects of the plan are able to be implemented to provide for the parking demand. MICA controls the use of its building and can limit activity during parts of the day that would overwhelm the available parking supply. This active management of parking demand for a building is unusual, but is achievable in a facility that schedules use of its various venues. For example, if a particular activity is expected to attract an unusually large number of participants, an adjacent venue can be closed and will remain vacant during that time slot. The activity forecasts described in the sections that follow describe expected activity at MICA. Real conditions may vary, but can be managed through this active parking management approach.

1. PARKING SUPPLY

1.1 Town Center Off-Street Parking Supply

The Town Center Parking Study assessed existing off-street parking in surface lots at businesses throughout the Town Center, as part of the Town Center visioning process. The study's inventory found approximately 3,308 off-street non-residential spaces in the Town Center area of which approximately half (1,600) are within a quarter mile of the MICA site. Of these spaces,

the highest occupancy period was 12:00 pm to 3:00 pm. During this time, the spaces were just over 40 percent full.¹

Per the study, there is more available parking in the Town Center than observed demand requires. The Town Center Parking Study recommends that 100 percent of the parking requirement for new projects be accommodated through shared parking with shared off-street parking agreements.

To accommodate forecast parking demand, MICA will need to secure shared off-street parking agreements in the evenings from 5:00 pm to 10:00 pm to allow shared parking in the evenings and during the day on Sundays.

1.2 On Street Parking Supply

There are currently 116 on-street parking spaces within a quarter mile of the MICA site located as follows:

- 32 spaces on SE 29th Street between 76th and 78th Avenues
- 19 spaces on SE 32nd Street between 77th and 80th Avenues
- 65 spaces on 80th Avenue between 30th and 34th Streets

A parking occupancy survey conducted by Transpo Group over two weekdays in April 2016 found an average of 45 vacant and available spaces in the afternoon (2:00 pm - 3:00 pm) and as many as 78 spaces vacant in an evening (6:00 pm - 7:00 pm).²

In addition, there could be as many as 88 new spaces added on 77th Avenue between SE 28th and SE 32nd Avenue as a part of the recently completed Town Center Development and Design Standards. See Figure 1.

For the purposes of parking management, MICA has assumed that up to 45 available spaces (afternoon) and up to 78 available spaces (evening) would be available to users and patrons. MICA will only count use of these spots towards the MICA parking supply if they are available at the time that MICA commences operations. If they are not yet available, MICA will advocate to encourage the City to complete any required on-street parking improvements, including striping, signage, etc., necessary for these spots to become available.

With the proposed on-street parking along 32nd St being converted to ADA stalls, access will be provided for Parks and Maintenance vehicles in the MICA driveway, and access will be coordinated as needed.

¹ Berk. Mercer Island Town Center Parking Study. April 2016.

² See Attachment O: Transportation Impact Analysis for detail.

2. MICA'S PARKING NEEDS

MICA's activity and therefore parking needs fall into three distinct scenarios:³

- A. Daytime class activity (9:00 am – 6:00 pm)
- B. Typical evening performance activity (6:00 pm – 11:00 pm)
- C. Peak evening performance activity (6:00 pm – 11:00 pm)

2.1 Daytime Class Activity

During the day, parking spaces will be used by MICA and user group staff members, class instructors, adult students, and the dropping off and picking up of youth students. Though it is expected that youth students will access the building by a combination of bus, bike, walking, and drop-off/pick-up, the worst-case scenario is that each student is picked up or dropped off by one car. With proper scheduling, only one class at a time will be dropped off or picked up, requiring 15 spaces in the queue, of which 6 are accommodated in the pickup/drop-off zone proposed at the corner of 77th Avenue SE and SE 32nd Street. (Figure 1)

Current activity forecasts show the expected daytime parking demand is 30 spaces, occurring between 4:30 and 5:00 p.m. Of these 30 spaces, 9 are forecast to be short-term use for drop-off and pick-up, with a sustained parking demand of 21 spaces.

If the west side of 77th Avenue were signed for temporary loading and unloading at times of peak need, an additional 9 to 12 spaces could be provided, easily accommodating the 9 cars picking up/dropping off. MICA will stagger the start and end times of classes to minimize peaks in dropoff/pickup queuing, as the mode split between bus, bike, walk, and dropoff will vary from class to class. Class start and end times would not coincide with audience arrival and departure for performances.

2.2 Typical Evening Performance Activity

On a typical evening, it is anticipated that only one of MICA's performance halls would be in use for performance. On weekdays, some evening class and rehearsal activity could be concurrent with a performance. Though some MICA performances are anticipated to be youth performances, the most parking demand would come with adult performers, and so this scenario is described here.

The typical scenario projects an evening parking need of 126 spaces, based on an expected typical 75 percent capacity audience in the Mainstage Theatre (225 audience at 2.2 persons/vehicle + forecast performers and staff)⁴. This need can be satisfied with the 78 available on-street spaces (Figure 1) plus 48 shared spaces in privately-owned lots in the Town Center (see section 3.1 below for detail). Additionally, there are 34 available spaces in city-owned parking at the Mercer Island Thrift Shop. Because this lot is located in the Mercerdale neighborhood,

³ See Attachment O, Appendix D for detailed parking space use/activity forecast.

⁴ See Attachment O: Transportation Impact Analysis p 19-20 for discussion of this ratio.

MICA will designate specific parking for VIPs, subscribers, and/or staff for this location; general patrons will not be guided there to prevent overflow into the neighborhood. Using this lot will make more Town Center on-street and off-street spaces available.

On-street spaces available	78
Thrift Shop spaces available	34
Shared off-street parking available (see section 3.1 below)	80-120
Total Available Spaces	192
Forecast Demand (Typical)	126

2.3 Peak Evening Performance Activity

Occasionally MICA may have two sold-out evening performances running at one time, which would constitute the expected activity levels at the facility. This would require 192 parking spaces (400 audience at 2.2 persons/vehicle + forecast performers and staff). These would be provided by the 78 available on street spaces, the 34 spaces in the thrift shop lot, and 80 shared spaces in privately owned lots.

On-street spaces available	78
Thrift Shop spaces available	34
Shared off-street parking available (see section 3.1 below)	80-120
Total Available Spaces	192-232
Forecast Demand (Peak)	192

3. MICA PARKING MANAGEMENT

3.1 MICA Parking Agreements

MICA’s evening activity will require agreements with local businesses for use of off-street parking spaces in Town Center privately owned lots. It is assumed that no owner will want to commit his/her parking permanently, or even for an extended period of time. MICA expects any agreement to be able to be cancelled with perhaps as little as 30 days’ notice. As a result, MICA expects to have agreements for at least 120 spaces (33 percent above peak demand) to cover the circumstance that one or more owners wishes to rescind their agreement. All parking agreements will be in place before the project is occupied. It is MICA’s obligation to manage the availability of spaces through the private off-street parking arrangements. Upon a change or cancellation of any agreement that would curtail parking availability, MICA will immediately work to identify an appropriate alternate location and to secure a new agreement to cover the parking demand. If a minimum of 80 off-street spaces cannot be maintained for evening hours, MICA will curtail its evening activity until new agreements can be secured or an alternative parking strategy can be agreed upon.

In the event that the City takes the Town Center project's recommendation and creates 88 additional on-street parking spaces on 77th Avenue SE, enough on-street spaces would exist to satisfy MICA's needs even in the peak activity scenario. However, the decision to create those spaces has not been made at this time.

3.2 Loading Zones

Loading zones will be assumed for drop off and pick up only and MICA will work with the City to post necessary signage to this effect, and will clearly communicate the loading area times and details in all parking and transportation related information distributed by MICA through the website and other materials and signage. MICA will manage its programming to ensure that queuing can operating smoothly, and will assist in the management of traffic flow during drop off and pick up times to ensure that these activities do not impede through traffic on 77th Avenue SE and SE 32nd Street.

3.3 MICA Parking Coordinator

MICA will designate an on-site staff member to be the point person as the "Parking Coordinator" who will assure that MICA's parking requirements are actively managed. This person will also be the one that the City will go to in the event there are problems.

As the area changes over time, this parking management plan will be updated. The MICA Parking Coordinator will be an on-site employee that will be responsible for updating the parking management plan as needed when changes occur, for managing the off-site parking agreements and for any interim reviews with the City.

MICA's parking coordinator will also be responsible for maintaining and updating all transportation and parking communications to patrons of MICA, including on site signage, website information and flyers, to ensure visitors have current information.

3.4 Patron Education

MICA will educate tenants and audiences regarding preferred on-street and off-street parking locations and alternative transportation options to minimize parking, queuing, and traffic impacts at the site and in surrounding areas. Strategies include: website and social media information, literature included with tickets and course information, email newsletters to patrons, and on-site wayfinding displays. This will include clear designation of the residential neighborhood south of Mercerdale Park as a no-parking zone, to discourage patrons from parking in this area.

3.5 Activity Forecast Review

MICA will coordinate with the City of Mercer Island approximately 6 months prior to project opening to update activity forecasts and ensure the strategies outlined in this PMP adequately address expected demand. If adjustments are needed at that time to the quantities and management approaches described herein, MICA will work with the City to develop a mutually agreeable update.

4. MICA TRAFFIC MITIGATION SUMMARY

MICA agrees to:

- Have a designated “Parking Coordinator” – who is an on-site staff member responsible for parking and traffic management.
- Provide for periodic review of Parking Management Plan, any time an element of the Plan changes and disrupts availability of necessary parking.
- Update any private parking agreements as necessary to maintain baseline level of available parking to meet demand; and if parking is disrupted, modify MICA program scheduling until such parking is made available again.
- Provide annual reporting of the traffic demand management plan to provide program adjustments based on reporting.
- Manage the loading zones areas through program scheduling, patron education, signage and staffing assistance if necessary to ensure through traffic is not inhibited.
- Provide necessary illumination at the MICA site for safe pedestrian crossing and load/unload activities.
- Provide clear signage at the MICA site to assist with clarity of parking and loading requirements.
- Coordinate facility scheduling with other local events such as Summer Celebration, Farmer’s Market, Parks events, and the Thrift Shop.
- Provide patron education specifically to restrict patron parking in the neighborhood south of Mercedale Park
- Schedule afternoon activities for kids such that only one class has drop-off/pick-up at one time to manage traffic flow at the pullout area and ensure safe access to vehicles.

MICA Parking Management Plan

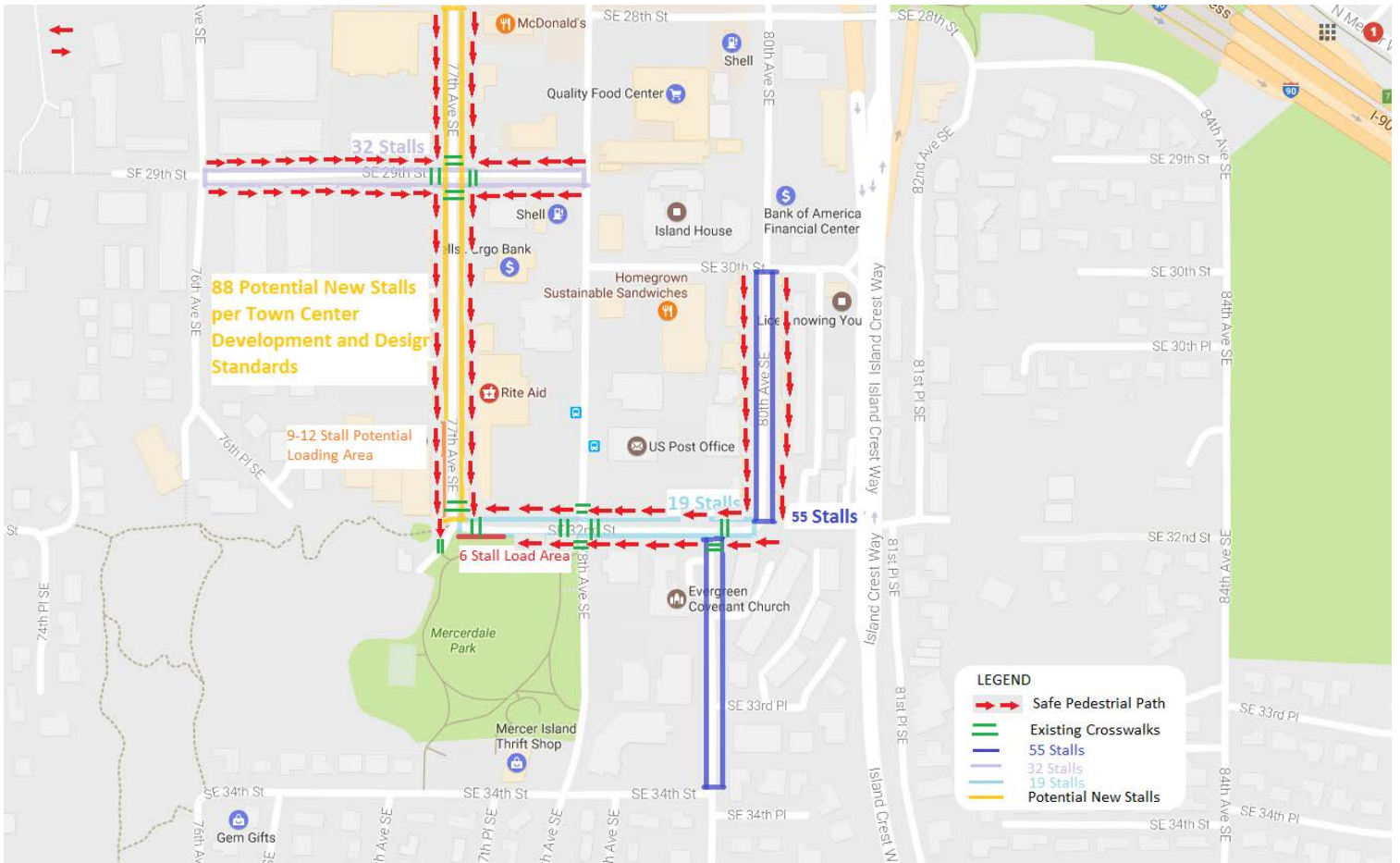


Figure 1
Parking Location and Pedestrian Pathway Study



Figure 2
Load / Unload, ADA and Park Maintenance Areas