BUILDING ENVELOPE
CONSULTING
FORENSIC RESTORATION
PARKING DESIGN
PLANNING

CITY OF LAREDO DOWNTOWN PARKING STUDY

June 05, 2019

Prepared for:
City of Laredo

redline architecture

WALKER CONSULTANTS

TABLE OF CONTENTS

FIGURES AND TABLES

EXECUTIVE SUMMARY

The City of Laredo ("City" and/or "Laredo") selected a Project team, led by Walker Consultants ("Walker"), in partnership with local sub consultant Redline Architecture ("Redline"), to deliver a comprehensive downtown parking study for the City of Laredo ("Study").

The City of Laredo Comprehensive Plan Viva Laredo, adopted in 2017 by City Council, articulates a bold and transformational vision for the downtown. In 2018, the City determined that citizen and stakeholder concerns regarding downtown parking must be addressed formally by a Study Process in order for the community to move ahead with its transformational downtown vision. The City issued a formal Request for Qualifications (RFQ) for the delivery of a downtown parking study in the Spring 2018.

The Parking Study ("Study") herein provides downtown stakeholders and the community at-large with strategies and tools to address and improve the user parking experience downtown as well as ensure that downtown parking assets are managed in a way that reflects the primary goals and needs of the community.

The Study Team divided its work into the following five key areas:

Step One: Discovery/Stakeholder Input
Step Two: Supply/Demand Analysis
Step Three: Review of Parking Policy and Practices
Step Four: Alternatives Analysis
Step Five: Recommendations and Implementation

The Project Team conducted a series of public workshops in October 2018 soliciting public opinion and stakeholder feedback regarding the downtown parking experience. Many of the issues addressed in the report herein are a result of the public engagement process. In addition to in-person community workshop sessions, public opinion was also received by an online community survey released on the City website.

We believe that the issues addressed in our Study are representative of the community and downtown stakeholders which provide the context for our recommendations. In addition to qualitative data received via public engagement, The Project Team also collected formal parking inventory and occupancy data to quantify the level of parking activity downtown and observe first-hand existing conditions.

Across a 92-block downtown study area, the Project Team surveyed approximately 6,300 ± parking spaces.
The user availability of these spaces are as follows:

- On-street spaces – 1,228 spaces
- Public Off-Street Facilities – 1,822 spaces
- Private Off- Street – 3,250 spaces

Occupancy counts were performed for a typical weekday. Overall utilization peaked across the afternoon hours, between 1-3 pm when total occupancy observed equaled 41 percent. While the Study Team observed over 3,700 vacant spaces across the study area, parking "hot-spots" were observed in select areas (see "red" Figure 2).

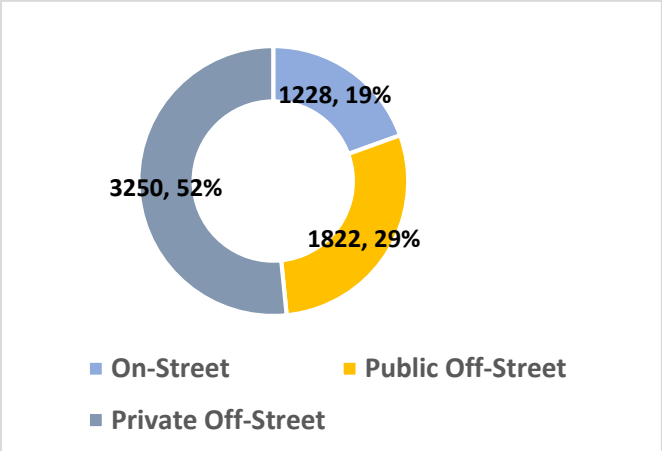


Figure 1: Total Downtown Parking Supply

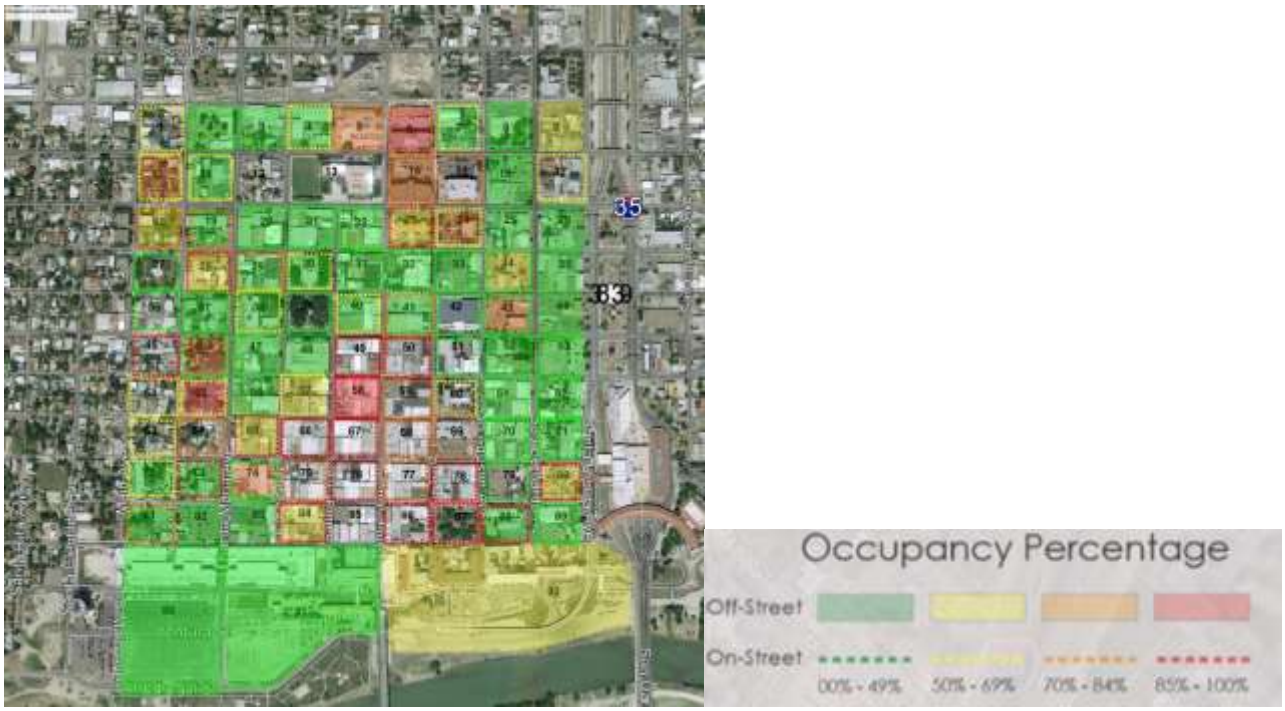


Figure 2: Peak Hour Occupancy

Key Findings:

- The City of Laredo manages and enforces approximately a quarter of the existing downtown supply
- Overall there is an ample number of existing parking spaces available for public use, however "hot-spots" are shaping perceptions about a lack of parking space availability
- On street space utilization higher than off street utilization (55 percent total occupancy on street; 22 percent off-street)
- On street rates are too low, encouraging greater congestion at the curb as motorist's circle for the cheaper open curb space ($0.75 per hour meter versus $2.13 average off-street hourly rate)
- Current parking wayfinding and directional signage is insufficient and not providing motorists with the information they need to identify and park in long-term lots and garages creating an imbalance in the distribution of the parking demand
- Information regarding the downtown parking system (location, availability, rates, hours of enforcement etc.) is piecemeal and not readily available in one "easy-to-access" place
- Downtown Laredo is highly walkable and ideal for a "Park Once District" where users park at one location and walk greater distances to their destinations
- Opportunities for shared parking use exists between the existing private ownership, institutions, churches, and the City, to make more parking available to the public after business hours and on weekends.

The primary Study takeaway is that a more vigorous parking management program needs to be pursued through adjustments to current parking policies. The City does not need to build additional parking infrastructure at this juncture. To ameliorate these user-challenges the Study Team recommends that stakeholders consider the following series of recommendations.

1. IMPLEMENT A COORDINATED RATE STRATEGY FOR ONSTREET AND OFFSTREET PARKING RATES

It is recommended that the City of Laredo use parking rates as a management tool to guide desired behaviors. In the online community survey conducted, respondents cited parking availability as a more important issue to them then parking costs or proximity to destination. The issue is that **on street rates are too low compared with off-street parking rates, leading to turnover and space availability problems at the curb.** Lack of curb space parking feeds the public perception that there is not enough parking available.

Walker recommends that the City increase on street rates incrementally to $1.50 an hour for "hot-spot" in demand on-street areas. We recommend that the City establish zonal boundaries, rates to correspond to these zones, and enforcement rules by time of day and location.

To ensure the success of a rate adjustment policy the City must create a procedure of monitoring utilization patterns on a routine basis.

We recommend that lower utilized spaces outside of the established "hot-spot" zones (see Figures 2 and 13 as reference) keep an existing rate of $0.75 an hour while on-street "hot-spot" spaces be priced at an initial rate of $1.50 an hour.

Monitoring parking occupancy on a frequent basis is necessary to determine if rates are encouraging the right parking behaviors. **A target occupancy of between 70-85 percent occupancy at any given time should the goal for on street occupancy. This means that at any given time, 1-2 spaces per block face are open.**

Methods for tracking occupancy can include manual field counts and/or evaluation of IPS smart meter data. The City can document these findings in a performance report on a quarterly or annual basis to share with downtown stakeholders, elected officials and the public. **Rates shown can be changed in the future, at designated intervals, in response to observed on-street parking-space occupancy.**

Reliable space availability, and not additional revenue is the primary goal for a program change. The goal should be to get long-term parkers, defined as those parkers parking for three hours or more, into off-street lots and facilities and make on street spaces available for short-term customer use.

2. EXTEND HOURS OF ENFORCEMENT TO 9 PM MONDAY THROUGH SATURDAY FOR ITURBIDE STREET ZONE

Walker recommends that the hours of meters be extended in zones that receive high evening usage to ensure adequate turnover and space availability for evening users. Extending enforcement hours will encourage overnight parkers, mostly understood to be daytime workers, not to leave vehicles on street in addition to creating the space turnover and availability needed for restaurant and bar users.

In areas where evening utilization is low i.e. Government District, St. Peters Historic District etc., enforcement should remain until 6 pm but for popular night-time corridors like Iturbide Street, the City should consider extended hours of enforcement until 9 pm which would work to ensure turnover and 70-85 percent occupancy per block face (1-2 spaces open per block face).

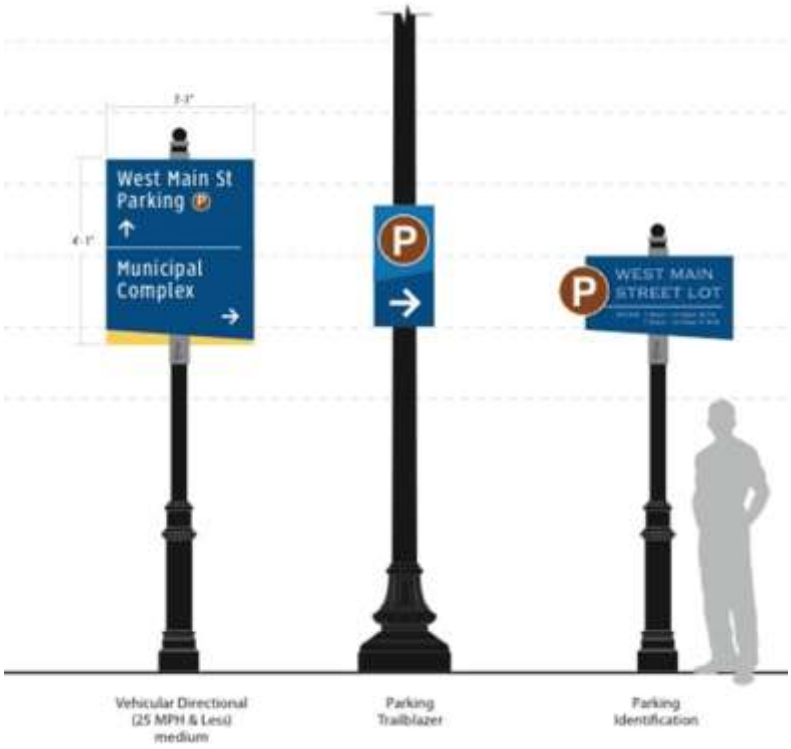
3. IMPROVE PARKING WAYFINDING AND SIGNAGE

In the online community survey, more than 80 percent of all users found wayfinding and signage to be inadequate. **Missing wayfinding and signage is also contributing to congestion at the curb because users are having difficulty locating off-street parking and are competing for more visible curb spaces.**

An improved wayfinding and signage system can help motorists more easily identify public parking areas which positively increases the overall parking experience. Communicating the location of parking areas as well as the hours of enforcement, time limits, and rates, where applied, is important information for downtown users. The messaging must be clear and consistently present to appropriately inform the general public and help guide them to follow regulations. Unknown regulations are difficult to follow.

Locating public parking can often be the most challenging task for motorists, especially for short-term users and visitors. By creating and installing uniform signage and a logo that is easily identifiable, intuitively understood, and properly located, the City can help direct users to public parking areas and help distribute demand more evenly across the downtown.

We also recommend that the City, consider where appropriate Automated Parking Guidance Solutions (APGS) which can offer real-time space availability information to users through physical signage and mobile apps. Empowering users with information can improve the overall parking experience.



4. PROMOTE PARKING THROUGH ROBUST MARKETING AND COMMUNICATIONS

Currently, there is an information gap between the parking user and the user's knowledge of the parking system. Over half of respondents said they do not know where they can find downtown parking. Users can benefit from improved communications and information regarding the downtown parking system.

Walker recommends that a parking website solely dedicated to downtown parking be established and that the City and all downtown partners use this website as a one-stop downtown parking information clearinghouse.

As an initial requirement, The City should create and manage a website or dedicated downtown parking page by performing the following tasks:

- Continue to **maintain a comprehensive downtown parking website**.
- **Respond to questions and requests** from the general public for locations of parking facilities, pricing, and availability.
- Maintain the integrity of downtown parking promotional materials, and provide parking maps, business development packets, and fact sheets.
- **Market all publicly-available parking** in downtown, regardless of public or private ownership.
- **Provide day-to-day media relations**, and generate press releases as needed.
- Provide public relations assistance for other downtown events as needed.

This information should be distributed through the following:

- The comprehensive downtown parking website.
- A quarterly newsletter for the downtown parking community with news of potential economic/developmental impacts on parking, development and construction projects, upcoming downtown events and profiles of downtown newsmakers.
- Newspaper items or articles and media releases.
- Brochures and maps both distributed and posted.
- Direct mailings / email when appropriate.
- Downtown meetings and presentations about downtown parking to City business and civic groups upon request.
- Radio announcements advertising upcoming events and lower-cost long-term parking.

Local businesses are often willing to provide parking information and links to additional parking resources from their website's home page. This can be very helpful in providing specific location data to their customers, while also providing a free portal to market parking services to potential patrons. If patrons are armed with parking availability and location information prior to arriving at their destination, their overall downtown experience can be greatly improved.

5. CONSIDER LAUNCHING A MOBILE PARKING APP AS A CUSTOMER SERVICE TECHNOLOGY ENHANCEMENT

Currently the City is in development of a mobile parking app. Walker promotes this solution and sees a benefit to mobile apps for the downtown parking user. Not only does a parking app provide information regarding parking locations, availability, and rates, it also offers mobile payment options and user conveniences.

6. ENHANCE THE PEDESTRIAN REALM TO SUPPORT A 'PARK ONCE' DOWNTOWN DISTRICT

Downtowns are built for pedestrians. Downtown Laredo is very compact and walkable and served by an existing sidewalk network. We believe downtowns are stimulating pedestrian environments that are best served by Park Once District's. A Park Once District ensures that a user only parks a vehicle in one place and walks across the downtown environment enjoying the downtown experience at the pedestrian scale. This also helps promote business activity for adjacent property owners engaged in retail business.

By improving the pedestrian experience in the downtown, users are more apt to walk greater distances between their destination and parking areas.

To improve the pedestrian environment investments must be made to keep the streets safe and beautiful. Potential improvements include:

- Adding sidewalks on all downtown block faces;
- Providing pedestrian traffic signals in areas where warranted;
- Maintaining clean sidewalks (pressure wash and mow grass when needed);
- Fixing cracks and concrete spalls;
- Consideration to adding street plantings and trees;
- Keeping sidewalks free and clear from overgrown vegetation;
- Consideration to adding sidewalk furniture including benches and wayfinding kiosks; and
- Maintaining adequate lighting and security so that people feel safe walking on street across all hours of use

Other considerations include improved lighting and public safety for pedestrian corridors across evening hours. This was a concern voiced for downtown nightlife users and ownership.

7. PROMOTE SHARED USE PARKING AGREEMENTS BETWEEN THE PUBLIC AND PRIVATE SECTOR

Shared parking takes advantage of "off-peak" hours to share parking resources. For example, an office could likely support evening and weekend parking and a church facility could likely support weekday users because their peak hours are likely not to conflict with each other.

While there are opportunities to develop structured parking, there are existing spaces in private lots in the downtown area that are vacant for large portions of the day. **The single best improvement Laredo could make would be to continue to create agreements to share underutilized parking lots between their private owners and the public.**

Not all private ownership will want to participate but **if 5-10% of partially reserved off-street spaces were available for a portion of the day that would contribute another ± 325 spaces into the public system, a more cost effective course of action than building a new garage.**

Walker also recommends that the City **explore opportunities to partner with the county to make the estimated 146-space HEB garage have some public parking accommodation across evenings and weekends.** The site was purchased by Webb County in the Fall of 2018 with plans to accommodate the former grocery store into daytime administrative offices for County employees. The parking associated with the facility is in a prime location to serve evening and event uses. The City should broker discussions with Webb county to work jointly to deliver more public parking across existing facilities for downtown users.

8. EXPLORE THE POTENTIAL FOR TRANSPORTATION DEMAND MANAGEMENT SOLUTIONS DOWNTOWN

Parking is not always a supply-side problem. Often there are opportunities to address parking issues and challenges on the demand side. **Consider partnering with the private sector and El Metro to promote alternative transit accommodations downtown**. Successful TDM programs have been implemented throughout the country that have been demonstrated to provide users' convenience, costs savings, and an improved quality of life. Employer-sponsored transit programs, increased bicycling and pedestrian accommodation, and ride-hailing and car sharing are ways users are rebalancing the transportation network in communities throughout

the country. **Walker recommends that the City convene public and private sector stakeholders to identify and prioritize programs that work for them to reduce car dependency in the downtown.**

9. CONSIDER LOW COSTS OPTIONS TO MAXIMIZE EXISTING PARKING SPACE EFFICIENCY AND GAIN ADDITIONAL SPACES IN NEEDED AREAS

Walker evaluated a hypothetical garage in the Government District. **Based upon our analysis, we do not recommend building a parking garage in the downtown at this time. We believe that there are opportunities to increase space efficiency in existing "hot-spot" areas.**

We recommend that the City further study the feasibility of converting existing parallel parking spaces to 45-degree angled spaces on the east block face of San Agustin Plaza which can yield ± 15 spaces, currently the block face supports 4 parallel taxi spaces. These spaces can support taxi cab queuing during peak cab hours and support regular parking during off-peak cab times of day.

Additionally, lot restriping at the gravel lot at Washington and Convent can yield ± 120 spaces.

10. IMPLEMENT A DOWNTOWN PARKING ADIVISORY COMMITTEE

Walker recommends that the City of Laredo consider forming a downtown parking advisory committee with broad representation of interests including members of the downtown merchant's community, business owners, bar owners, downtown institutions and organizations i.e. Laredo Main Street, Performing Arts Center, etc. and a City staff designate to provide a sounding board to the City regarding downtown parking.

Walker recommends meeting on a quarterly basis to discuss parking trends and issues in downtown Laredo. The goal is to forge a valuable public-private partnership that advises, improves public communications, and balances the needs of the downtown parking system for the benefit of all users.

IMPLEMENTATION AND ORDER OF MAGNITUDE COSTS MATRIX

Action	Description	Timescale	Costs
Increase On-street Parking Rates and Enforcement Hours across select zones	1. Increase downtown hourly on street rates to $1.50 per hour across "hot-spot" areas 2. Extend hours of enforcement on Iturbide Street from 8 am to 9 pm; Monday through Saturday	FY '19	$
Create Communication Strategy	Develop communication strategy to promote parking options: Elements include: • signage and wayfinding	FY '19- '20	$$-$$$

	• public relations and communications • launching the Downtown parking App		
Secure Shared Use Parking Agreements with Private Owners	Broker where possible shared use agreements between the public and private to maximize the utilization of existing parking assets.	FY '19- '21	$-$$
Create a downtown parking advisory committee	Create a voluntary committee of downtown stakeholders to advise the City on parking issues.	FY '19	No initial costs anticipated
Convene stakeholders to explore Transportation Demand Management (TDM) Programs	Bring multiple parties including the City, County, El Metro and downtown private sector together to consider TDM opportunities.	FY '19- '20	No initial costs anticipated
Enhance the pedestrian realm to support a Park-Once District	Make improvements to existing sidewalks and the public realm to include: • sidewalk cleaning and maintenance • sidewalk repair • street shading • improved lighting • street furniture • public safety	FY '20- '23	$-$$$
Asphalting Gravel Lot at Washington and Convent	Asphalt existing gravel lot to yield an estimated ± 120 spaces.	Elective	$-$$
Convert existing parallel spaces to 45 degree angled spaces	Eastern block face conversion yields estimated ± 15 spaces in San Agustin Plaza.	Elective	$

*Costs opinions are provided on an order of magnitude basis in 2019 dollars. Actual costs will vary.

Legend
$ = <$25,000
$$ = >$25,000 and
$$$ = >$100,000

01 Introduction

INTRODUCTION

Downtown Laredo, Texas is the historic and cultural center of a growing metropolitan region. Located along the US-Mexico border at the terminus of a major US interstate with direct access to an international bridge, Downtown Laredo has historically enjoyed the benefits of close commercial and economic life between two nations.

Despite Downtown Laredo's plentiful assets and location, it has not yet undergone the kind of urban renaissance realized in many other downtown communities throughout the country. Recognizing the need to restore this important historic and cultural center, the community has identified downtown revitalization as a top civic priority to help improve Laredo's regional identity.

STUDY CONTEXT

The Viva Laredo Comprehensive Plan, adopted by Council in 2017, identified traffic congestion and parking as important challenges facing downtown use and mobility.

"The general perception from public input from the community is that the availability of parking within the downtown area is inconvenient, improperly managed, and detracts shoppers from travelling to retail stores" – *Viva Laredo*

While parking and transportation alone are not the only factors inhibiting Downtown's future revitalization, addressing the challenges of parking access and mobility in the Downtown by providing a comprehensive parking plan moving forward, can give employers, merchants, shoppers and visitors, the confidence they need to ensure that downtown remains a premier place to do business, to shop and to recreate, and to enjoy the many cultural arts and civic offerings of a vibrant community.

The Parking Study ("Study") herein provides downtown stakeholders and the community at-large with strategies and tools to address and improve the user parking experience downtown as well as ensure that downtown parking is managed in a way that reflects the goals and needs of the community.

STUDY TEAM

The consulting team ("Project Team") was led by Walker Consultants, the industry's leading parking consulting firm in the United States, committed daily to helping communities solve their most vexing parking and mobility challenges.

The team also included **Redline Architects**, an award winning Laredo-based design firm committed to the highest standard of design and management. Redline Architects brought their unique urban perspective and local insights to the Project serving as a **valuable partner** throughout the Study process.

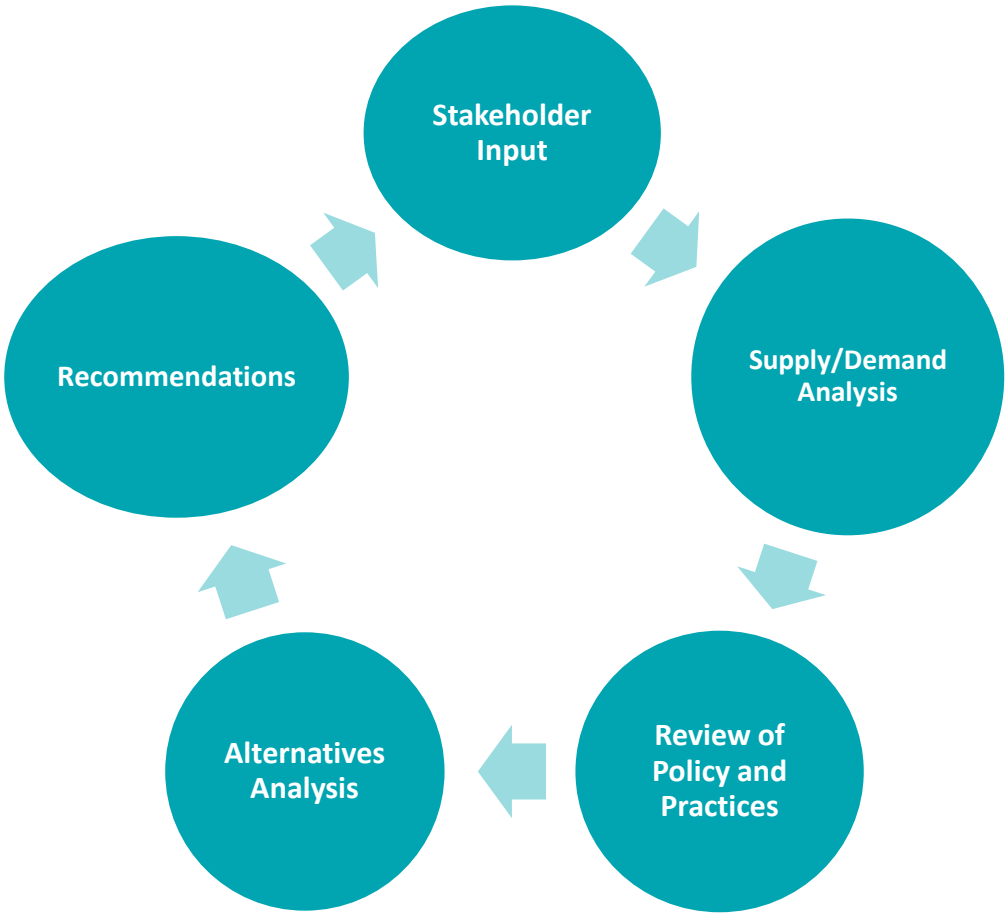
KEY PROJECT COMPONENTS AND STUDY PROCESS

The Project Team divided its work plan into five key focus areas that formed the basis of the Study:

- **Attentive stakeholder and community engagement** to identify downtown parking needs and challenges and to inform the overall Project goals. Engagement included community workshops and an online survey.
- A **comprehensive space inventory of the downtown parking system**, including the identification of on-street and off-street parking facilities and a documentation of parking rates and hours of enforcement.
- An **occupancy survey delivering performance analytics** across primary user hours.
- A **review of existing parking policies and a parking alternatives analysis** that considers improved parking system efficiencies and opportunities for any additional space capacity.
- A **forward-looking series of recommendations** including an implementation matrix that will help decision- makers maximize the management of existing parking assets, deliver customer-service enhancements, and appropriately plan for future needs.

The following figure represents the Study Process:

Figure 3: Study Process



STEP ONE: DISCOVERY/ STAKEHOLDER INPUT

The first step of our Study was to elicit stakeholder and community input in order to understand and document the experience of parkers in the Downtown. Information was derived from three workshop input sessions held over October 24, 2018 as well as through user surveys administered by the City in November 2018, made available for community access on the City's website.

In total, over 150 participants contributed their input which inform the analysis and guide the feasibility of the recommendations.

STEP TWO: SUPPLY/DEMAND ANALYSIS

In addition to the qualitative feedback that we received from the community, we collected quantifiable parking survey data. This included space inventory and occupancies collected over two-days of field observations by the Project team

as well as a thorough documentation of observed parking enforcement hours and rates as observed. In this phase we analyzed the parking supply and demand in the Downtown to establish a baseline for downtown parking conditions.

STEP THREE: REVIEW OF PARKING POLICY AND PRACTICES

Following from our baseline conditions assessment, we obtained information regarding Downtown parking policies and practices to evaluate the current performance of the parking system. This included a high-level review of the operational and financial management of the public parking system in order to weigh the potential for any efficiencies or program enhancements.

STEP FOUR: ALTERNATIVES ANALYSIS

In concert with an evaluation of the existing parking program, we considered alternatives to maximize existing space capacity as well as opportunities for additional parking infrastructure (if needed).

Here we considered proximity to uses, opportunity sites and locations, as well as probable implementation costs.

STEP FIVE: RECOMMENDATIONS AND IMPLEMENTATION

In the final phase of our analysis, we created a series of recommendations for the City to consider adoption as well as an implementation matrix which detailed the potential phasing and prioritization for any proposed improvements or changes.

PROJECT TIMELINE

Figure 4: Study Timeline

Project Phase	Oct. 2018	Nov. 2018	Dec. 2018	Jan. 2019	Feb. - Jun. 2019
Project Kick-Off	October 18, 2018				
Stakeholder Meetings	Conference call October 24, 2018				
RFI	October 18, 2018				
I. Stakeholder Outreach II. Supply and Demand Analysis III. Review of Parking Policies and Practices IV. Alternatives Analysis V. Recommendations					
Draft Issued			December 19, 2018		
Draft Comments Received Deadline					February 19, 2019
Final Report Issued					June 5, 2019

The Project initiated in the Fall of 2018 with the delivery of the Project Team's Final Report June 05, 2019.

STUDY AREA

The parking study area, as determined by the City, is bounded by The Rio Grande river to the South, Santa Ursula Avenue/ Interstate 35 to the east, Moctezuma Street to the north, and Main Avenue to the west. The following figure depicts the Study Area, a 92-block area which comprises the Downtown and several adjacent residential blocks (most notably in the St. Peter's Historic District).

Figure 5: Study Area

The primary land uses identified within the Study Area include financial and professional services, retail trade, government services including federal and county judiciary functions, as well as other miscellaneous civic and commercial uses i.e. parks, hotels, performing arts, religious institutions etc.

The following section of this report presents the Discovery phase of the Study in which issues were identified and input was received.

02 Project Discovery

DISCOVERY

Discovery is an information gathering process intended to be a "deep-dive" exploration into the unique issues, user-experience, and operational workings of the downtown parking system.

Qualitative and quantitative methods were employed for the Study and included community engagement, conducted thru in-person stakeholder input sessions as well as by online opinion survey, direct Project Team field observations and formal data collection, as well as by review of parking enterprise and financial data provided by the City of Laredo.

All of the aforesaid sources formed the basis for the Study Team's analytical conclusions, informing the project findings and recommendations presented here in this document.

Figure 6: Public Workshop Session

Figure 6: One of three workshop sessions held at the Laredo Center of the Arts October 24, 2018. Participants included local business owners, merchants, downtown organizational representatives and concerned citizens.

PUBLIC MEETINGS AND WORKSHOPS

The Project Team facilitated a series of public engagement workshops held on October 24, 2018 to hear directly from downtown stakeholders and the community regarding the downtown parking experience. The Project team led participants through a series of 'town hall' style workshop forums facilitating discussion questions and inviting participants to actively "map" out parking issue areas as well as contribute their own ideas for downtown parking improvements.

Session outcomes included the following:

- **Issue identification** regarding downtown parking;
- **Documentation** of existing parking conditions at the institutional and user-levels;
- **Convening** groups of downtown leaders, stakeholders and citizens to articulate a common community challenge and vision for parking downtown; and
- **Enhanced communications** with the downtown community and an increased awareness.

Figure 7: Participants in the session engaged in a mapping activity identifying parking problem areas and locations for potential improvements. Colored dots represent locations discussed over the three sessions.

ISSUE IDENTIFICATION

Over the course of three workshop sessions participants expressed ideas and concerns related to parking in the downtown. The following list represents our summary of the discussion items raised by stakeholders:

- Walkability - sidewalks are in poor condition, need replacement in some places, need to be installed in some places, and grass needs to be mowed; this is important to promote walkability and expand the walking shed to/from available parking spaces;
- Public parking needs signage and consistently recognizable design and presentation;
- Accessibility - on-street supply is underrepresented in terms of accessible (ADA) spaces;
- Bars on Iturbide need more parking, and secured parking, lighting and security enhancements;
- There is no rate strategy
- Wayfinding is a challenge, directions to downtown attractions are not available;
- Absence of parking-related information, inventory, availability, rates, parking minimums, and parking citations payments;
- Overzealous parking enforcement, real or perceived;
- Technology challenges;
- Lack of identification of on-street parking time limits;
- Overnight weekend parking;
- Free 6p-6a city-owned, on- and off-street parking;
- Ambiguity and contradictory signage and curb markings;
- Lack of clarity on what times and days to feed meter and lack of

Figure 7: Input Session Mapping

understanding on need to comply with time limits;
- There is no parking website; parking inventory, usage, rates, enforcement hours, time limits, etc. are a challenge to learn;
- There are many vacant parking spaces, but people often don't know where available spaces are located, need a better walk environment, and spaces need to be liberated for public use in some places;
- Signage and curb markings are outdated in some places, needs re-evaluation;
- Some people don't carry cash or coins, need more convenient options
- Jury duty parking; and
- Federal, state, county, city, school district parking needs may exceed perceived supply.

ONLINE SURVEY

An online community survey was issued through Survey Monkey for the general public to complete made available through the City of Laredo website and social media platforms. The survey was offered in English and in Spanish language.

Survey participants were asked to assess 15 multiple choice questions on downtown parking with the complete survey template and results provided in Appendix A: Downtown Laredo Parking Survey.

Figure 8: Online Survey

The purpose of the survey was to enlist community input regarding the downtown user parking experience. The results of the survey helped guide the Project Team discovery and problem statement process.

SURVEY KEY FINDINGS

The following bullet items provide a summary of online survey findings:

- **Parking Availability** and not Proximity to Destination or Costs is the most important factor related to parking in downtown for survey respondents (50 percent answering availability; 30 percent proximity; 20 percent costs);
- Nearly **62 percent** of survey respondents are **dissatisfied with downtown parking;**
- Survey respondents cite **difficulty finding parking** (65 percent unable to find available parking downtown versus 35 percent able to find parking);
- More than 75 percent of survey respondents say **downtown visitors and customers do not know where they can find public parking;**

- **Nearly 62 percent of respondents do not think on street spaces are typically available and that on street spaces are turning over as intended through rates and hours of enforcement;**
- Most survey respondents agree that **meters work consistently** (80 percent agree that meters are in good working order);
- **Approximately 63 percent of respondents say that long-term parking spaces are not clearly identified and that people do not know where to go for all-day parking;**
- **Enforcement** hours and time limits are **clear** and easily **understood** (62 percent agree);
- Opinion is divided on question of whether enforcement is clear and fair (56 percent agree; 44 percent disagree);
- Respondents mostly agree that spaces are in sound repair and condition (75 percent agree);
- Respondents mostly agree that **parking tickets are easily understood and the process for payment is clear** (75 percent agree);
- Approximately 65 percent of respondents say that Downtown Laredo parking **rates are comparable or lower** than other cities they have visited;
- Approximately 67 percent of respondents think that the quality of **the pedestrian environment in downtown is inadequate;**
- **Nearly 83 percent of respondents find downtown wayfinding inadequate to help them find their way from a parking space to their destination.**

03 Supply-Demand Analysis

SUPPLY-DEMAND ANALYSIS

The findings of the supply and demand component of the project are the foundation of an effective parking plan. Before we can identify opportunities to develop or improve parking or recommend changes to existing parking policies, we must first have a solid understanding of existing conditions within the Study Area. Our understanding of existing conditions begins with stakeholder outreach to determine the parking habits and preferences of typical users, as well as an identification of obstacles and opportunities for improvement as reviewed in the previous sections of this report. These qualitative findings are combined with the parking supply and demand data collected during our field survey to develop a comprehensive picture of parking conditions in the downtown ultimately providing a framework for recommendations and strategies that result from the Study Process.

The Project team conducted field inventory and occupancy counts on Tuesday October 23rd and October 25th, 2018 to observe typical parking conditions in the downtown Study Area. The objective of our field work was to answer the following questions:

- What is the parking supply?
- What is the parking demand?
- Is there a surplus or deficit?
- Is additional parking required? If so, how much?
- Who needs additional parking?

HOW MANY PARKING SPACES ARE IN THE DOWNTOWN?

The Project Team identified over **6,300± parking spaces** across the 92-block Study Area. This includes on-street, and, public and private off-street parking lots and garages greater than five spaces. Not included in the survey are residential driveway, garages, or heavy access- controlled facilities (e.g. Sherriff's gated facility, underground judicial parking, etc.).

Onstreet

1,228± spaces

Public Off-Street

1,822± spaces

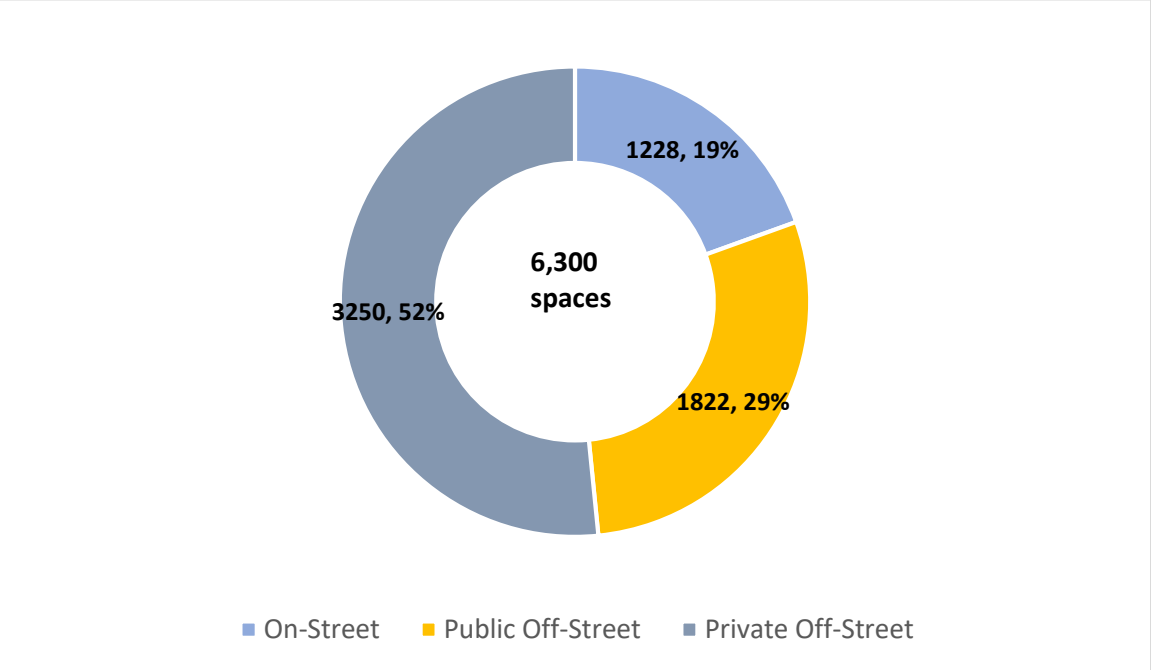
Private Off-Street

3,250 ± spaces

DEFINITIONS

On-Street spaces include all 2-hour, 4-hour, and 10-hour smart and coin-operated metered spaces as well time limit only, unregulated, loading zone, taxi and reserved (i.e. law enforcement, Mexican Consulate etc.) spaces.
Public Off-Street spaces are categorized as lots and garages that support public access. This portion of the inventory includes all City-managed lots as well as the El Metro Garage, a transit-agency managed facility. This category also includes all privately owned facilities that accommodate hourly, daily, and monthly public parking (depending upon the facility).
Private Off-Street spaces are privately-owned restricted or limited-use commercial spaces. This includes portions of the inventory that are signed only for certain business uses, and with signage or access controls, that deter public parking use.

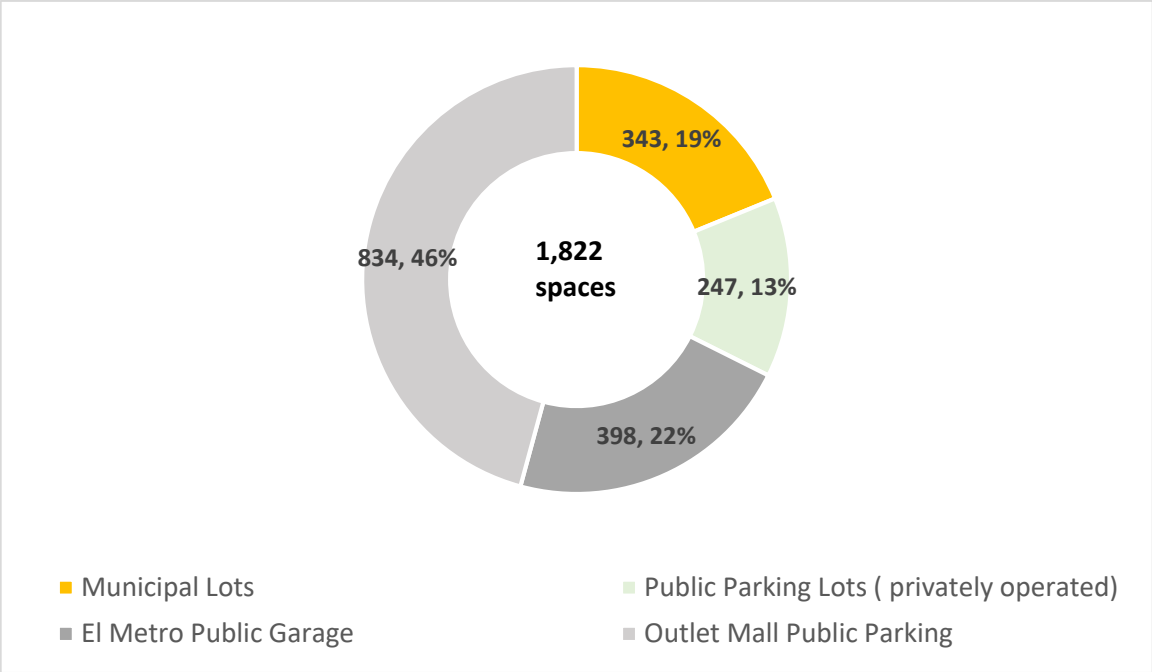
Figure 9: Total Inventory



Over half of the downtown parking inventory is contained in private off-street lots and garages. Many of the facilities surveyed have no or limited public use with parking authorized only to customers, employees, or certain user-groups as specified by signage.

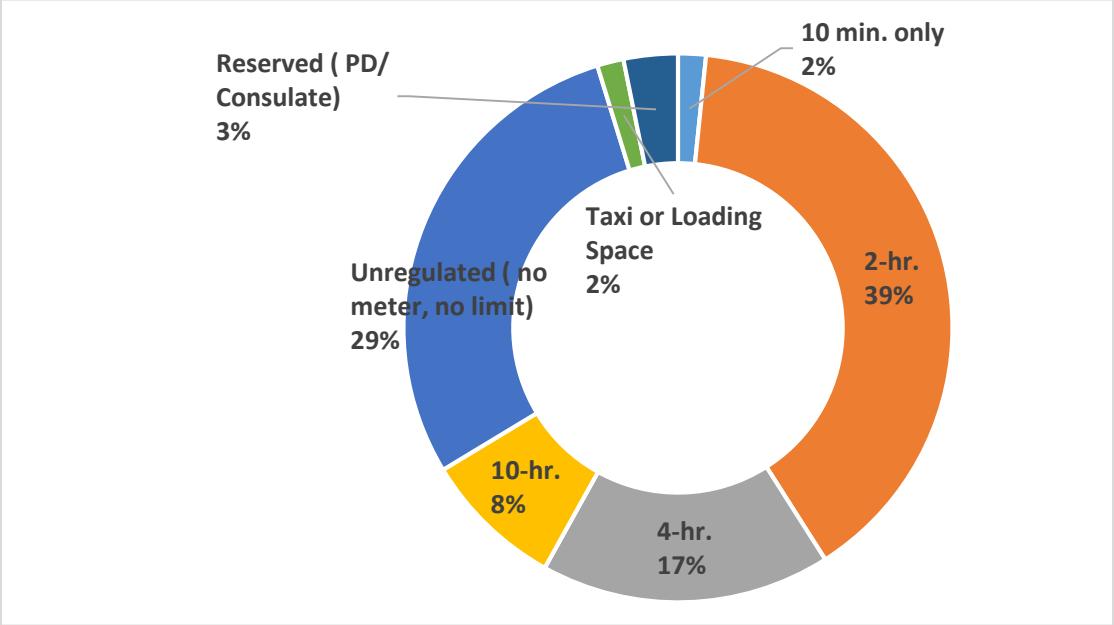
Nearly 3 out of 10 spaces downtown (approximately 29 percent) accommodate the general public with access available for hourly, daily, or monthly parking usage (depending upon facility). The figure below depicts the allocation of the public off-street supply as surveyed.

Figure 10: Public Off-Street Inventory



On-street parking comprises 19 percent of the overall inventory with the distribution of space by-type detailed in the following figure. The observed usage categories for on-street spaces are 10-minute only, 2-hour meter, 4-hour meter, 10-hour meter, unregulated space with no time limit or meter, taxi and loading spaces, and reserved spaces (e.g. law enforcement and Mexican Consulate etc.).

Figure 11: On-Street Inventory

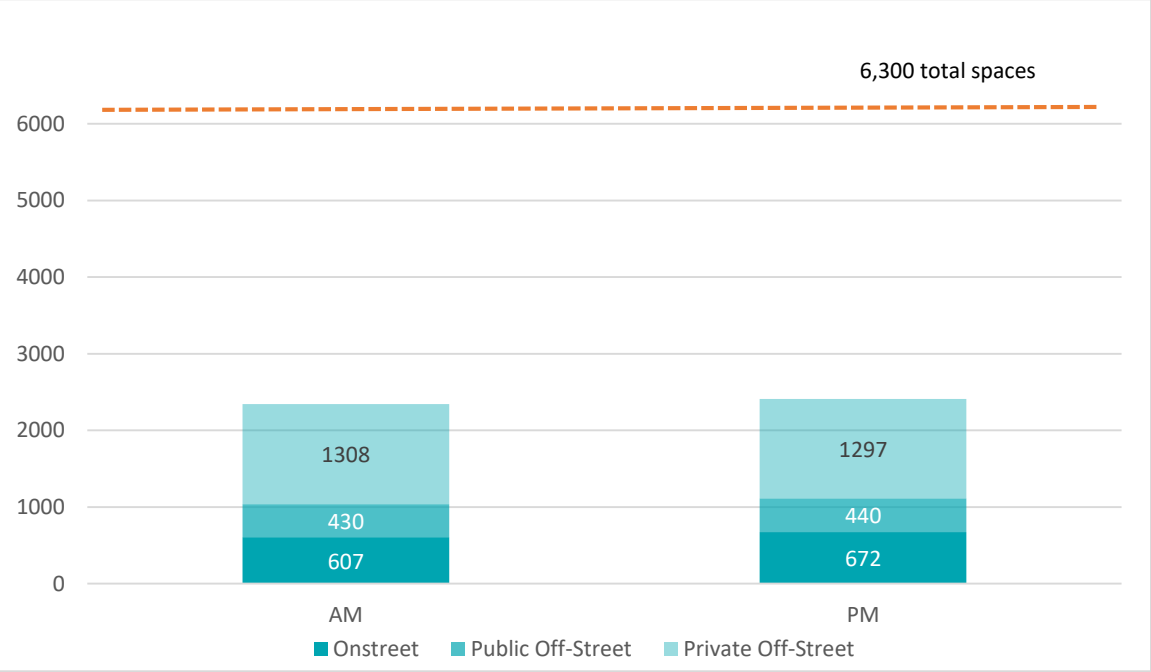


Nearly 64 percent of the on-street spaces surveyed within the Study Area are metered with $0.75 an hour documented as the hourly meter rate.

PARKING SPACE OCCUPANCY

The Project team performed space occupancy counts on Thursday October 25th, 2018 across the morning and afternoon hours of the day. The day of the week and hours selected are intended to be representative of typical weekday conditions. Counts were performed between the hours of 9 am to 11 am and 1:30 pm to 3:30 pm to capture the daytime activity and multiplicity of uses across the government, banking, office, and retail trade sectors. Appendix B: Field Inventory and Occupancy Data provides a more detailed showing of inventory and occupancy results by block.

Figure 12: Total Parking Space Occupancy



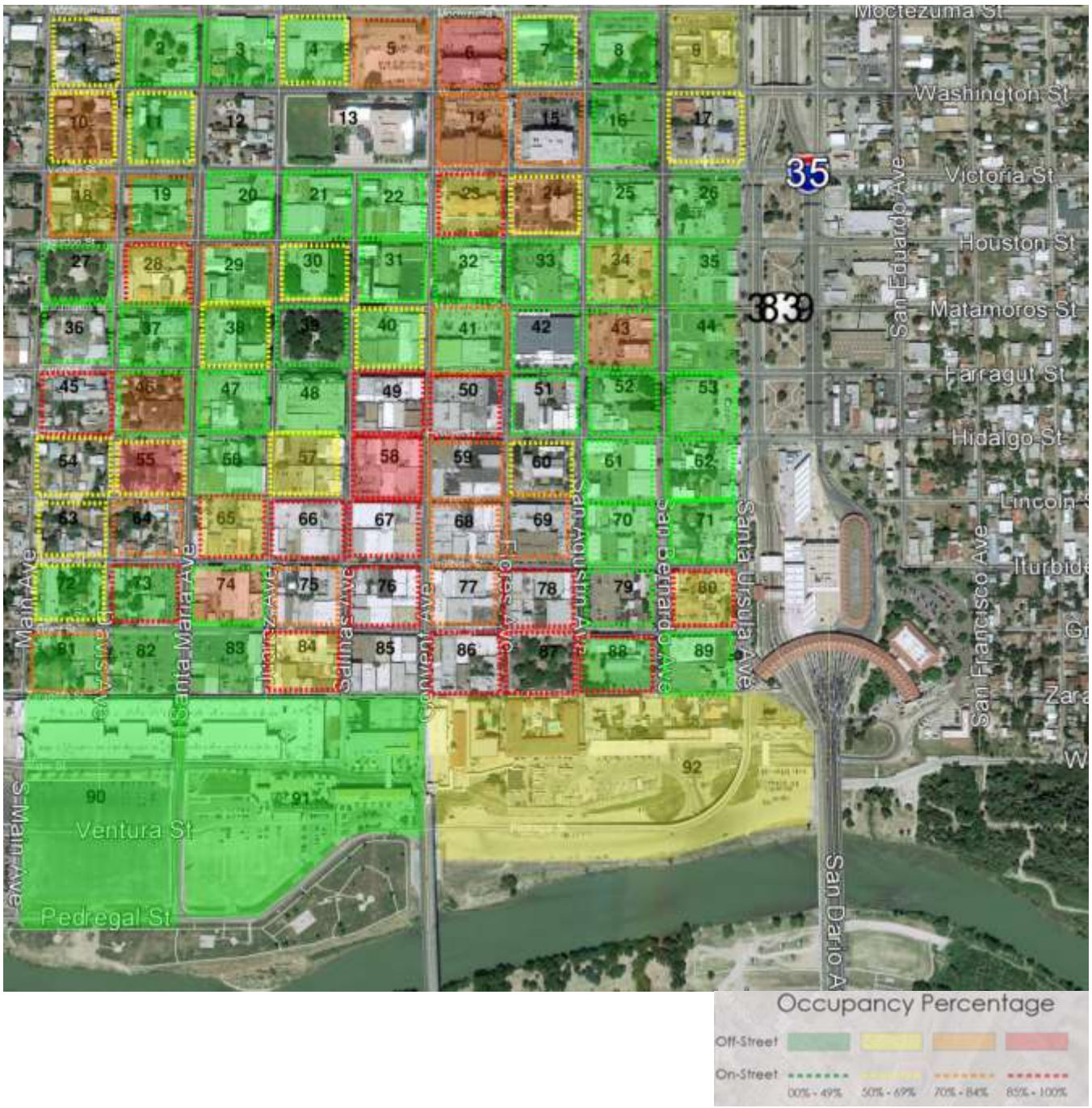
Source: Walker Consultants, 2019

Observed occupancy peaked across the afternoon hours, between 1 pm to 3 pm, when total occupancy reached 41 percent. More than half the spaces surveyed within the Study Area are vacant across the peak hours of the day. Unique to the on-street spaces, we observed an increase of on-street parking use between the morning and afternoon hours, which is likely on account of more retail businesses being open by the afternoon.

While overall occupancy remained under 50 percent across peak hours of the day, with an overall surplus of available parking identified, parking "hot-spot" areas were observed across several blocks. The following figure illustrates parking space occupancy at the block level for on-street and off-street spaces at the 1 pm peak hour.

Occupancy is displayed using a "heat map" with color ranges given to occupancy percentages on an on-street and off-street block basis. The color red represents occupancy of 85 percent or greater; the highest level of recorded occupancy indicating little to no space availability. The color orange is ranged from 70 to 84 percent occupancy which indicates healthy occupancy levels with remaining space availability. Yellow is 50 to 69 percent occupancy and green is 49 percent or lower, indicating both high vacancy and ample space availability.

Figure 13: Parking Space Occupancy Heat Map



Source: Walker Consultants, 2019

Blocks 49, 50, 58, 59 66,67, 76, 78, 86, 87, 88 saw the highest concentration of use with occupancies of 85 percent or greater. At around 85 percent level occupancy on-street, users perceive there to be no parking availability.

Figure 14: "Hot Spot" Parking Blocks

Top left, the densest blocks of the Study Area, block-level building footprints are shown in black. Total block-wide building area coverage leaves minimal space for off-street parking. On-street spaces provide much of the available parking inventory for these blocks (note higher utilization rates). Narrow street widths (in some areas) and one-way traffic circulation make on-street parking challenging.

Source: Walker Consultants, 2019

Figure 15: Intersection of Hidalgo St. and Flores St.

Source: Walker Consultants, 2019

All of the metered on-street spaces contained within this micro area have a two-hour time limit.

The Project Team performed a limited turnover and duration study for a sample block face on Flores Street across the peak observation hours between noon and 3 pm. We observed two vehicles on-street that overstayed the 2-hour posted time limit.

From indirect field observations, Walker noted even lower overall occupancy after 6 pm downtown. Like many downtowns across the country, Downtown Laredo vacates on weekday evenings as daytime office employees leave the Central Business District.

The only area with observed nighttime parking demand was along Iturbide Street and adjacent cross streets. Anecdotally, evening occupancy observed on-street along Iturbide after 7 pm was 85 percent or greater along most block faces with available parking confirming accounts that Iturbide Street is a parking “hot-spot” area.

04 Existing Policies and Practices

EXISTING POLICIES AND PRACTICES

In this section of the report we review existing parking policies and practices. This includes a review of parking management downtown, parking enforcement policies and practices, existing rates and hours of enforcement, parking signage and wayfinding, equipment and technology, as well as existing land use practices and zoning impacts on parking.

HOW IS PARKING BEING MANAGED DOWNTOWN?

The City of Laredo owns and/or manages nearly a **quarter of the downtown parking supply** (approximately 25 percent). The municipal parking system comprises all on-street spaces and select off-street facilities. The table below details the location, hours of availability, and capacity for all downtown municipal parking lots.

Hours of enforcement for all municipal lots and on-street spaces are Monday-Saturday 8am-6pm. Rates at municipal lots are in effect until 6 pm after which lots are free to the public; a result of City Council legislative action in 2018. Appendix D: Downtown Laredo Public Parking Map details lot locations.

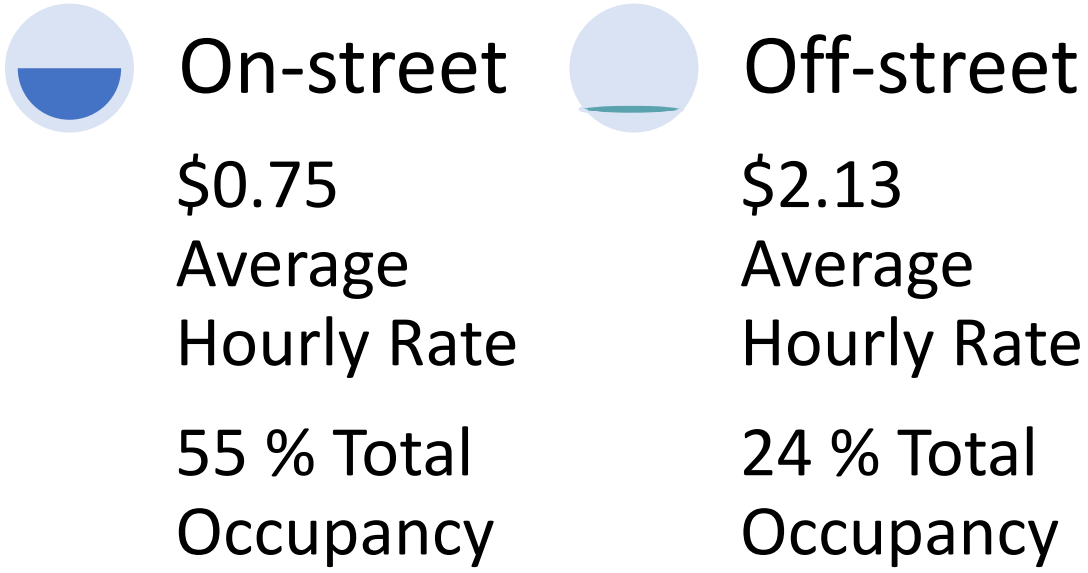
Table 1: Municipal Off-Street Lots

Zone	Location	Hours	Regular Spaces	Leased Spaces	Total Capacity	Remarks
South East	900 Lincoln	8 am - 6 pm; M-Sat.	19		19	Lincoln meters
	900 Iturbide	8 am - 6 pm; M-Sat.	22		22	Iturbide meters
South West						
	1400 Grant	8 am - 6 pm; M-Sat.	59		59	Grant meters
	300 Santa Maria	8 am - 6 pm; M-Sat.	41		41	
	1500 Zaragoza		99		99	Zaragoza Lot
	200 Davis	8 am - 6 pm; M-Sat.	10	5	15	Davis Lot
North West						
	800 Convent		45		45	
	900 Juarez	8 am - 6 pm; M-Sat.	1	18	19	
	1200 Houston	8 am - 6 pm; M-Sat.	4	20	24	
TOTAL			**300**	**43**	**343**	

Source: City of Laredo, 2018

All on-street meter prices are $0.75 an hour which is very low compared to off-street parking; a weighted average of $2.13 per hour was calculated for off-street public lots. The **lower on-street hourly rates are creating higher demand** than more expensive off-street spaces. Monthly leases range from $40 to $75 per month and are approximately 12 percent of the existing municipal lot inventory.

Figure 16: On-Street versus Off-Street Rates by Comparison



The fragmented inventory, coupled with a confusion over available off-street public parking options, is resulting in greater on-street demand. On-street spaces are the most visible spaces to motorists using a downtown parking system. If drivers are not aware of off-street options, and on-street rates are priced too low, utilization will be uneven across asset types. **Adjusting parking rates is one available tool to manage parking adequacy across the system.**

PARKING FINES

In addition to parking rates and hours of enforcement, Walker also reviewed the parking violation fine schedule. Walker believes that **fines after 60 days can be more punitive to induce greater cooperation to pay within the allotted 14-day period**. For instance, parking in a no parking zone infraction unpaid after 60 days should go to $60-$100.

Table 2: Parking Fine Schedule

Parking Violation	Fine (within 14 days)	Fine (after 14 days)	Fine (after 60 days)
Expired Meter	$10.00	$20.00	$30.00
No Parking (Loading Zone)	$20.00	$30.00	$40.00
No Parking	$20.00	$30.00	$40.00

Source: City of Laredo, 2018

Figure 17: Street Level View – Flores and Hidalgo Streets

WALKABILITY

Downtown Laredo is the historic and cultural center of the community and is situated on a grid pattern formed over 200 years ago. Its **compact, pre-automobile scale orients it towards higher pedestrian use**.

Viva Laredo, the comprehensive planning document, captures this key insight and sees a return to pedestrian orientation as a key component to enhancing downtown place-making and attractiveness. The following plan excerpt elaborates this point:

"Laredo should become a network of connected walkable mixed-use destinations. Walkable destinations are places where people want to spend time. They provide a reason to stop, not just drive by on your way somewhere else.

As an example, downtown, should be the central walkable area that connects to a series of other central walkable areas. Each destination should be distinct and have its own reason for being, either based on the local micro-cultural heritage, or other unique reason for existing.

One of the first considerations in achieving a walkable destination is to ensure that a mix of housing, retail, office space, civic institutions, and public open space are located within a five-minute walk of one another.

The second step is to ensure that an interconnected street system binds these uses together, so that pedestrians can choose the most convenient path. Sidewalks should be wide to allow for pleasant strolling and outdoor dining while pedestrians are shaded by regularly-spaced street trees and awnings above shopfronts.

Third, the streets that connect these various destinations must be designed for pedestrian use, with generous sidewalks, shade trees, protection from passing cars, and street-oriented buildings rather than parking lots." Source: Viva Laredo

Downtown Laredo is already an active pedestrian environment. In large measure, due to its unique proximity to the Gateway to the Americas International Bridge, which has two supported pedestrian walkways that cross the Rio Grande River. A main pedestrian corridor exists along Convent Avenue which connects the International Bridge to the existing downtown street network.

PARK ONCE DISTRICT

Downtown Laredo's compact form; existing sidewalk network; short-scaled blocks; diverse mix of building uses; and existing parking inventory make it suitable for a Park Once District.

A Park Once District is a program that promotes "parking once" in an urban environment while accessing all destinations on-foot rather than driving from one destination to another

The benefits of a Park-Once model include the following:

- ✓ **mitigating the need to over-build parking** on-site for every land use
- ✓ **minimizing congestion** caused by excessive "circling" or "cruising" for an available parking space
- ✓ **requires less urban land** be devoted to parking
- ✓ **supports** the goals of downtown **walkable urbanism**
- ✓ **encourages greater shared use** between existing parking assets
- ✓ **utilizes existing infrastructure** more efficiently
- ✓ creates **opportunities for greater retail foot traffic** and street life vibrancy

Creating this type of environment requires active management and cooperation between public and private entities, as well as good urban design. Entire blocks of surface parking lots create a less pleasurable walking experience, as does lack of trees or shading, inadequate landscaping and insufficient street furniture, and sidewalk deterioration as captured in the following images taken during the Project Team's field observations.

Figure 18: Existing Sidewalk Conditions

To improve the pedestrian environment investments must be made to keep the streets safe and beautiful. Potential improvements include the following:

- Maintaining clean sidewalks (pressure wash when needed) and mowing grass;
- Fixing cracks and concrete spalling;
- Consideration to adding street plantings and trees
- Keeping sidewalks free and clear from overgrown vegetation
- Consideration to adding sidewalk furniture including benches and wayfinding kiosks; and
- Maintaining adequate lighting and security so that people feel safe walking on street across all hours of use

SHARED PARKING

Shared parking is defined as parking spaces that can be used to serve two or more individual land uses without conflict or encroachment

One of the fundamental principles of downtown planning from the earliest days of the automobile has always been to share parking resources rather than to have each use or building have its own parking. The resurgence of many central cities resulting from the addition of vibrant residential, retail, restaurant and entertainment developments continues to rely heavily on shared parking for economic viability. In addition, mixed-use projects in many different settings have benefited from shared parking. There are numerous benefits of shared parking to a community at large, not the least of which is the environmental benefit of significantly reducing the square footage of parking provided to serve commercial development.

The interplay of land uses in a mixed-use environment produces a reduction in overall parking demand. For example, a substantial percentage of patrons at one business (restaurant) may be employees of another downtown business (office). This is referred to as the "effects of the captive market". These patrons are already parking and contribute only once to the number of peak hour parkers.

Furthermore, land uses peak across different hours of the day. The following table presents typical peak times for various land uses similar to those observed in Downtown Laredo.

Table 3: Typical Peak Hours by Land Uses

Weekday Peak	Nighttime Peak	Weekend Peak
Office	Restaurants/Bars	Retail Stores
Banks	Residential	Churches
Government Facilities	Entertainment	Auditoriums

Shared parking takes advantage of "off-peak" hours to share parking resources. For example, an office could likely support evening and weekend parking and a church facility could likely support weekday users because their peak hours are likely not to conflict with each other.

While there are opportunities to develop structured parking, there are existing spaces in private lots in the downtown area that are vacant for large portions of the day. The single best improvement Laredo could make would be to continue to create agreements to share underutilized parking lots between their private owners and the public. There are several reasons why this is a beneficial approach:

- From an environmental perspective, it is always preferable to make good use of existing parking resources before building additional ones.
- From an aesthetic perspective, adding to the existing checkerboard of surface lots is not desirable and a garage, which would consolidate parking and reduce the surface area devoted to parking, is usually an expensive option and may not be warranted yet.
- From a customer service perspective, the current arrangement is unwelcoming. It's one thing to have some private lots that a customer cannot use, but also have signage directing a newcomer to a public parking area.
- From a financial perspective, owners may be relieved of some insurance and other operating costs while the City gets parking without spending the large amount of money needed for a garage.

Several municipalities across the country utilize shared parking, including Cary, NC; Delray Beach, FL; San Diego, CA; and the City of San Clemente, CA.

Appendix C: Shared Parking User Agreement Sample presents an example of an agreement template cities have used.

In addition to the concern about ensuring that tenants still have spaces, there is a concern about the liability associated with having the general public parking on private lots. Some cities lease the lots from the private

owners, which makes the leaseholder liable; the leaseholder carries the insurance for public parking in the lot, as well as paying other expenses such as lighting, cleaning, etc.

Given the low occupancy in some of the surface lots throughout the day, but especially later in the day, evening shared use should be strongly considered even where lot owners are reluctant to allow overflow onto underutilized portions of their lots during their busy daytime hours. A limitation of liability will be important to address these concerns.

ZONING ORDINANCE

There are areas of downtown Laredo that temporarily experience high levels of demand that strain the local parking supply, while nearby areas experience a substantial parking surplus. Even though available supply may exist within one or two blocks, these localized challenges inform perceptions that parking is inadequate. The community can address the parking challenges by building more supply, better managing the existing resources, or a measured combination of both. Many communities are rethinking how best to address the challenges of parking and are pursuing management solutions before committing to long-term capital investments. This course of action has proven to promote positive perceptions and to increase access to available supply.

The following exhibit provides an overview of how communities are starting to evolve their thinking about parking planning.

Table 4: Parking Paradigm Conceptual

Old Parking Paradigm	New Parking Paradigm
• "Parking Problem" means inadequate parking supply.	✓ There are many types of parking problems (management, pricing, enforcement, etc.)
• Abundant parking supply is always desirable.	✓ Too much supply is as harmful as too little. Public resources should be maximized and sized appropriately.
• Parking should be provided free, funded indirectly, through rents and taxes.	✓ Users should pay directly for parking facilities. A coordinated pricing system should value price parking with on-street parking priced the highest.
• Innovation faces a high burden of proof and should only be applied if proven and widely accepted.	✓ Innovations should be encouraged. Even unsuccessful experiments often provide useful information.
• Parking management is a last resort, to be applied only if increasing supply is infeasible.	✓ Parking management programs should be applied to prevent parking problems.

As additional development makes its way to downtown Laredo, the City should review the zoning code to ensure that parking is available for employees and patrons of new development alike.

Employing parking minimums in the downtown district may not be necessary given the existing conditions. However, as conditions change and new demand is created, the City may consider minimum requirements and shared parking provisions within the downtown district, as recommended by the National Parking Association or Urban Land Institute. Additionally, absent minimum parking requirements, the City could require developers to submit a parking plan as part of an overall site-development plan. This would, at the very least, encourage developers to consider available public and private parking conditions prior to submission of a site plan.

WAYFINDING AND SIGNGAGE

The Project Team heard from stakeholders that wayfinding and signage in the downtown is either missing, incomplete, or difficult to understand. We agree with stakeholders that a uniform wayfinding and signage system can help motorists more easily identify public parking areas which improves the overall parking experience.

Communicating the location of parking areas as well as the hours of enforcement and rates, where applied, is important information for downtown users. Locating public parking can often be the most challenging task for motorists, especially for short-term users and visitors. By creating and installing uniform signage and a logo that is easily identifiable, intuitively understood, and properly located, the City can help direct users to public parking areas and distribute demand across the downtown.

The following series of pictures were taken from our field observations and display existing conditions of the signage, advertised parking displays (or not advertised), and hours of access and/or enforcement. Where needed, we provide counter-examples of what potential improvements could look like.

EXISTING ONSTREET CONDITIONS

Current Conditions: hours of enforcement and parking rates for selected on-street meters are only visible at the pedestrian level. In some cases, motorists cannot ascertain which meters are two-hour versus ten-hour at the vehicular level. In some cases, meters were missing this sticker and/or lacked any signage.

Figure 19: IPS Smart Meters

Figure 20: Missing On street Signage

Figure 20: Example of the confusing nature of curb space availability found in the Study Area. Shown is a meter pole that has not been completely removed and is littering the curb creating safety issues. It is difficult to ascertain the public availability of this space because of the lack of signage and the fact that the curb is not painted. New street signage could help clarify the availability or lack thereof.

Figure 21: Faded Curb Markings

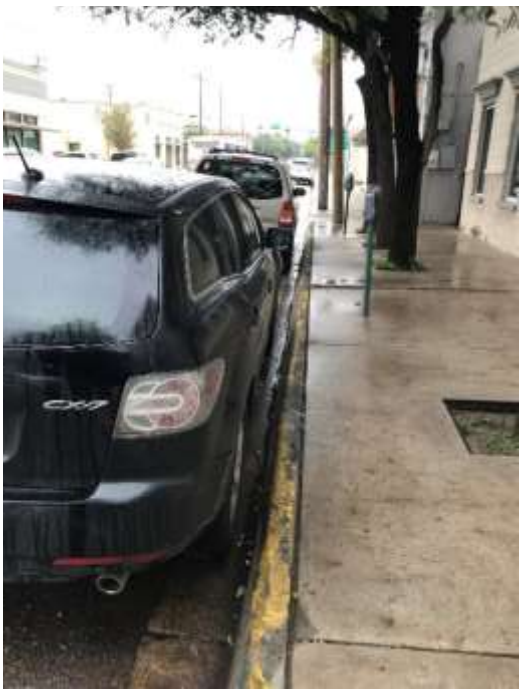


Figure 21: Example of inconsistent curb striping found in the Study Area. There is a meter near the head of this space but the yellow curb painting suggests no parking. Street signage and a freshly-cleaned curb could help clarify the availability.

Figure 22: Hours of Enforcement On street Signage

Figure 22: Example of on-street signage indicating a two-hour parking area visible to both motorists and pedestrians indicating both hours and days of enforcement throughout the week. This signage could help users quickly identify short-term versus long-term parking options.

Figure 23: El Mercado District

Figure 23: Highly utilized on-street spaces such as those observed in the Old Mercado District could benefit from on-street parking signage and posted hours of enforcement that can be viewed by motorists. Additionally, these well-traveled corridors are candidates for off-street parking directional signage.

Through field observations and stakeholder comments the Project Team discovered a **lack of available ADA spaces on-street.**

Ensuring ADA access on-street helps motorists with limited mobility function have equal access to downtown. **Typically, the portion of the on street supply is less than five percent of all on street spaces.**

Figure 24: Directional and Wayfinding Signage

Figure 24: Example of Vehicular Directional signage and facility identification sign packages. Color scheme must be consistent and sensitive to downtown design aesthetics while serving as a strong visual cue.

Figure 25: Grant and Santa Maria Municipal Metered Lot

EXISTING OFFSTREET CONDITIONS

Figure 25: Example of a metered municipal lot that has poor signage indicating public parking availability. Motorists can be reassured through more visible signage that this is a public parking facility.

Figure 26: 916 Iturbide Street Municipal Metered Lot

Figure 26: A metered municipal lot on Iturbide Street, a popular corridor for nightlife in the downtown. During evening hours', meter heads are more difficult to see from the roadway. Motorists are left to infer public parking availability.

Additionally, ensuring adequate lighting at facilities across night-time hours can improve public safety overall.

Figure 27: A circle or squared "P" indicates a public parking facility. Signage such as this across public parking lots in Downtown Laredo could help motorists identify public parking facilities more readily. The City must agree upon one universal logo design and consistently brand and market across all public facilities.

Figure 27: "P" Public Parking Sign

BRANDING AND MARKETING PARKING

According to *Entrepreneur Online*, branding is one of the most important aspects of any business. In recent years, branding has become an important aspect of municipal parking departments. Branding can be a way of focusing on and marketing positive messages, such as parking availability. Ultimately, people would associate 'the brand' with finding parking – a positive experience – even for paid parking with all publicly-available parking.

Many municipalities try to attract businesses, residents, and tourists by touting all of the good things they have to offer. This is happening in parking as well. Many cities are coming up with catchy names and logos to brand their parking programs so that motorists can easily find parking facilities or parking-related signs.

Websites are also being upgraded, and some cities are making promotional videos to help educate motorists and gain a more modern and progressive image. For example, the City of Seattle produced a video to promote their dynamic pricing program (aka, Value Parking. The video used a pirate theme to add a colorful and humorous touch to what used to be considered a public service announcement about parking[1].

- One of the keys to successful branding is **create a logo for brand awareness**. Walker recommends sponsoring (or asking a commercial entity to sponsor) a marketing campaign to create a new logo, slogan, and/or video. Marketing options include the following:
- Logo finalists could be shown on local TV, on-line (on Facebook) and in the newspaper. The public could vote on the winner, generating publicity and gaining buy-in from the public.
- This will not only provide a new logo, slogan or video but will also provide interest/buzz/consciousness-raising. The contest should also generate media attention.
- Create a Facebook page for parking. This will require a time commitment to keep the page current and interactive; however, it's a great marketing tool that typically reaches more viewers than a typical website. It is also interactive, enabling the City to receive information, data, and "likes", as well as provide information.

Walker recommends heavily marketing all publicly-available parking in downtown Laredo. In addition to conventional signage Walker recommends the City consider dynamic signage systems.

[1] https://www.youtube.com/watch?v=1HVgKENpHZs

AUTOMATED PARKING GUIDANCE SYSTEMS

An automated parking guidance system (APGS) is an automated information network that provides parking availability and directional guidance to motorists.

APGS utilizes dynamic signage to display occupancy information and/or directional arrows at key decision points so that motorists know what to expect and where to find parking as they drive to or through a facility.

There are three basic levels of parking guidance for a facility:

1. Facility-Status
2. Space-Availability-by-Floor-Level (for parking garages)
3. Single-Space-Monitoring

FACILITY-STATUS

Facility-Status is used to communicate parking availability to motorists before they enter a facility. Count modules, (loops, cameras, magnetic sensors, or ultrasonic sensors) monitor the number of vehicles that enter and exit the facility to maintain an overall count of vehicles in the facility. The count modules track the number of vehicles traveling in and out of the facility and communicate the facility status to a dynamic sign via a zone controller, communication points, a gateway and a server. For example, if a facility has 1,000 spaces when the facility is empty, the counter is set at 1,000. Each time a car enters the facility, the count is reduced by one, and each time a car exits the facility, the count is increased by one, thereby keeping a count of the number available stalls.

Dynamic signage (typically LED) displays the number of available spaces and/or color-coded messages such as “Full” in red, or “Open” in green. Directional arrows may also be displayed if multiple facilities are being monitored. Signage can be installed on roadways or highways so that motorists can determine where they will park as they travel to the facility. If multiple facilities are involved, signage can advise and direct motorists to the facility or facilities with the most available spaces. In addition, mobile apps enable motorists to view space availability remotely, allowing them to plan where to park in advance of arrival. This could be a helpful tool for municipal surface lot parkers in Downtown Laredo.

LEVEL SPACE AVAILABILITY

Level Space Availability is similar to Facility Status, but it provides the parking availability on a per level, per zone or per row basis. Count modules (loops, cameras, magnetic sensors, or ultrasonic sensors) are strategically located at the entrance and exit point(s) of each level, zone or row to count the number of cars on each level or in each area.

Dynamic signage is strategically located so motorists can see the availability and/or arrows prior to entering the level or row, enabling them to proceed to the next level or row rather than needlessly circulating a full level or row.

The sign on the left enables motorists to quickly determine the level on which they are most likely to find available parking. The blue sign on the right advises on the location and quantity of ADA stalls. If the ADA stalls are not able to be segregated from other stalls by loops or sensors, single space monitoring would be required.

Similar to facility status, level space availability accuracy will drift over time requiring regular manual recalibration or automatic reset at night. Due to the increased number of count locations, this effort is typically more intensive for level space availability than it is for facility status. The frequency of the manual recalibration varies based on the unique characteristics of each facility but may be required daily.

SINGLE-SPACE-MONITORING

Single-space-monitoring utilizes individual count modules in every parking stall. Real-time occupancy data is sent and displayed as cars pull in and out of parking stalls.

In covered facilities, ultrasonic sensors with multi-colored LEDs are installed above each stall. The standard colors are red (to indicate a full space) and green (to indicate an open space). When a motorist approaches a row they can easily identify available parking stalls by looking for a green light. Other color options include blue (to indicate an open ADA stall) and yellow (to indicate a reserved stall). This is particularly helpful in facilities with long drive lanes that motorists are not required to drive through to get to the next section.

The available parking stalls in the photo below are signaled by the green overhead lights that keep this stall from being overlooked and unused.

Parking lots and open roofs can utilize wireless in-ground magnetic field sensors in place of ultrasonic sensors and multi-colored colored LEDs. The occupancy data is still sent and displayed at key decision points, but there is no light above the parking stall to signal the motorist.

Several manufacturers of video-based sensors utilize cameras and imaging algorithms rather than ultrasonic transmitters to detect vehicular presence. As an added feature, the cameras provide License Plate Recognition (LPR) functionality that adds benefits such as License Plate Inventory (LPI), lost car locator, location-based rates and enforcement alerts.

The cameras are located in the center of the drive lane (rather than over individual spaces). One camera sensor can monitor two to six spaces depending on the location geometry and sensor manufacturer. The additional cost of the camera-based sensors is offset by the reduced cost of running one line of conduit in the drive aisle versus two rows of conduits for ultrasonic sensors (one on each side of the drive aisle), and approximately half as many cameras and lights to individual space sensors and lights. This allows camera sensor pricing to remain competitive with the higher-end ultrasonic solutions.

License plate recognition offers additional features such as lost vehicle assistance, location-based pricing, and reserved space enforcement, by using the license plate as a location-based identifying credential.

Single-space-monitoring provides the highest level of accuracy, as there is minimal opportunity for a car to drive out of the range of the sensors (or cameras), and the type of stall (ADA, reserved, carpool, etc.) may also be monitored. As one would expect, single space monitoring is the most expensive level of parking guidance and is often cost-prohibitive.

The following are a list of some benefits of APGS:

Customer Service: Parking guidance makes it easier to find a parking space. This saves the motorist time and aggravation. Motorists will be less anxious and less frustrated, making their parking experience more pleasant. Car location assistance is also available with LPR systems, some ultrasonic systems, and 3rd-party vendors.

Profit: Enhanced customer service may generate more repeat customers. If a reputation for providing a positive parking experience catches on, more motorists would be inclined to park there. External dynamic signage could also attract motorists.

The Environment: Motorists will spend less time driving through the garage looking for parking, which reduces greenhouse gases/carbon emissions.

Security: When LPR is employed, security or police can search for and locate particular license plates. Some vendors also provide video surveillance.

Planning: Counting systems provide excellent occupancy data for statistical analysis and planning purposes. All systems provide hourly and daily occupancy data (note that most PARCS systems already provide this, as well as duration of stay).

LPR systems provide duration of stay and frequency of visit, as well as the ability to identify parkers by state, and ultimately, the owner of the vehicle.

COSTS

Costs can vary widely. Facility-status systems can cost as little as $10,000 or as much as $50,000 or more, depending on the number of entry/exit locations (count modules), and the quality, quantity, and locations of dynamic signs.

Count modules average $1,500 per module (per lane). A basic sign can cost $1,000 to $3,000 whereas a custom sign can cost $5,000 to $20,000. Installation is site-specific and can easily be 50% of the total cost, depending on the complexity of the system, the facility and the distances for running conduit.

Level/area guidance systems typically cost $10,000 to $15,000 per level/area, depending on the number of count modules, the quality, and quantity of dynamic signs and the complexity and distance for running conduit. Individual ultrasonic space guidance systems typically cost $400 to $600 per space, and camera-based systems typically cost $500 to $700 per space, depending on the complexity and size of the installation, system features, and the quality and quantity of dynamic signs.

The cost to maintain a system for 5 years typically averages 2% to 5% of the project cost.

SEATTLE'S E-PARK PROGRAM

In 2010-11, the City of Seattle initiated an automated parking guidance system that provides real-time information regarding available parking spaces both on-line and via dynamic signage. Motorists can use e-Park by accessing the city's parking website which provides real-time parking space availability by participating locations and a parking map covering both participating and non-participating e-Park locations or using dynamic signage located along major routes leading into the city's downtown. The signage provides a list of the facility names and the number of spaces available.

The city reached out to owners of parking garages located within the downtown for purposes of identifying interest in partnering together on the automated parking guidance. During the program's inception, six garages were part of the system.

The program now includes 14 parking facilities representing more than 7,000 spaces and located within the city's Retail District, Central Waterfront, Pioneer Square, and Pike Place Market areas[2]. In 2016, The City of Houston formulated a similar downtown APGS plan for its downtown.

In addition to advertising and branding public parking and space availability in the physical environment, The City of Laredo should consider opportunities to enhance its online presence.

[2] *http://www.seattle.gov/transportation/projects-and-programs/programs/parking-program/e-park*

COMMUNICATIONS AND PUBLIC RELATIONS

The City of Laredo and Laredo Main Street do not have a website dedicated solely to downtown parking. A Google search for the words "Downtown Laredo Parking" yields no primary returns. Furthermore, to access parking information from the City's website users have to navigate across multiple topic pages.

Laredo's downtown parking system public relations and communications need to be more prominent and user-friendly. The City of Laredo has an opportunity to collaborate with local downtown partners to create a downtown parking website that is attractive, customer-friendly and integrative with other website and mobile app tools.

As an initial requirement a website or dedicated downtown parking page should have the following:

- Continue to **maintain a comprehensive downtown parking website**.
- **Respond to questions and requests** from the general public for locations of parking facilities, pricing, and availability.
- Maintain the integrity of downtown parking promotional materials, and provide parking maps, business development packets, and fact sheets.
- **Market all publicly-available parking** in downtown, regardless of public or private ownership.
- **Provide day-to-day media relations**, and generate press releases as needed.
- Provide public relations assistance to other downtown events as needed.

This information should be distributed through the following:

- The comprehensive downtown parking website.
- A quarterly newsletter for the downtown parking community with news of potential economic/developmental impacts on parking, development and construction projects, upcoming downtown events and profiles of downtown newsmakers.
- Newspaper items or articles and media releases.
- Brochures and maps both distributed and posted.
- Direct mailings / email when appropriate.
- Downtown meetings and presentations about downtown parking to City business and civic groups upon request.
- Radio announcements advertising upcoming events and lower-cost long-term parking.

Local businesses are often willing to provide parking information and links to additional parking resources from their website's home page. This can be very helpful in providing specific location data to their customers, while also providing a free portal to market parking services to potential patrons. If patrons are armed with parking availability and location information prior to arriving at their destination, their overall downtown experience can be greatly improved.

Examples of Downtown Parking web pages:

https://www.downtownhouston.org/parking/
http://www.austintexas.gov/page/parking-spots-downtown
http://fortworthtexas.gov/parking/downtown/

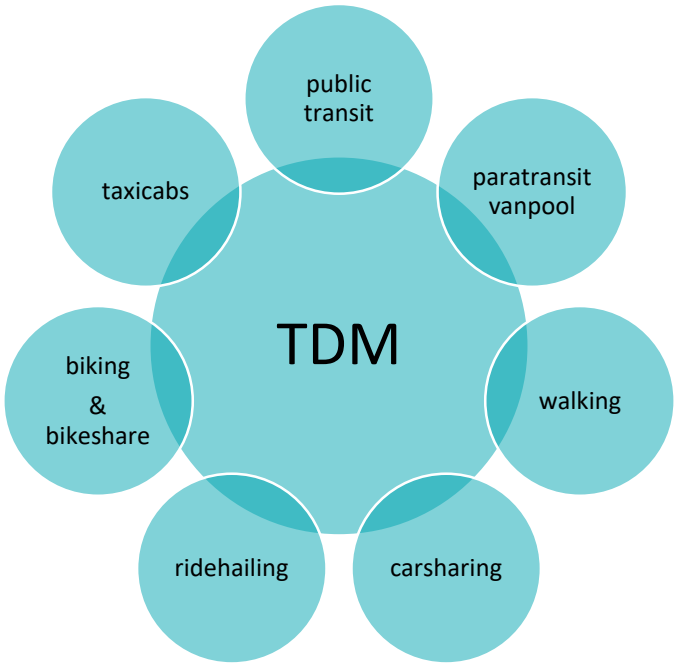
TRANSPORTATION DEMAND MANAGEMENT STRATEGIES

Based upon community census travel data analyzed and Walker's own observations, driving and parking in Downtown Laredo is the preferred travel mode today and the predominate way current users access downtown. However, the City has the opportunity to consider transportation demand management strategies that seek to address congestion and the impulse to build more parking infrastructure when there are supply-side challenges.

WHAT IS TRANSPORTATION DEMAND MANAGEMENT?

Transportation Demand Management (TDM) is an operational and design philosophy that promotes a reduction in travel demand by single-occupancy vehicle through the promotion of alternatives such as transit, taxis, carpool/vanpool, walking, biking, ride- hailing, car sharing and other emerging technologies which could serve as viable mobility options for a community.

Figure 28: Transportation Demand Management Diagram



TDM strategies include:

- Employee transit vouchers and sponsored benefits;
- Employer-initiated and supported vanpools and carpools;
- Dedicated bus lanes;
- Promotion of ride hailing i.e. Uber/Lyft for daytime and night usage;
- Protected bike lanes;
- Secure bike parking;

- **Dynamic pricing for on-street parking;**
- **Right-sizing off-street parking requirements for new development;**
- **Transportation-Oriented Development (TOD) parking adjustments and credits;**
- Dock and Dockless bicycles;
- Dockless scooters;
- Sidewalk and pedestrian improvements; and
- Walkable urban neighborhoods.

With the right push and pull factors and incentives and disincentives, travelers can be influenced to use the existing transportation network in a way that contributes to less congestion and improves space and circulation efficiency in a downtown environment. Travelers base their decision-making upon multiple factors which include time and money, ease of access and convenience, and a sense of reliability, security and/or preference to list a few factors. Driving and parking is ultimately a proxy for access. If downtown access can be improved vis-à-vis alternative modes, driving and parking does not have to be the only choice available to travelers.

A well designed TDM program must understand and appeal to choice-making behaviors at the individual level. If a program can be demonstrated to save a user time and money, increase convenience, and be reliable for the end-user, a change in behavior will likely be made and a percentage of “buy-in” will be achieved.

It is important to remember, most TDM programs do not seek to eliminate driving altogether in a downtown environment, but rather promote alternatives that can reduce the number of single-occupancy vehicles on downtown streets by a percentage factor, thus, curbing congestion and reducing parking demand stress in a constrained environment.

TDM programs are most successful when they are promoted across multiple employers, with close coordination between municipal and transit entities. A broad public outreach campaign explaining the benefit of these programs to the public as well as tools to assist users in their travel planning can increase program “buy-in.”

Case Study: The City of Austin Transportation Demand Management Program

The City of Austin, through the Austin Transportation Department, instituted a Demand Management Program as a way to address existing traffic congestion problems and promote greater sustainability in transportation across the community.

Current department programs include **Smart Trips**, a partnership between the City of Austin and Capital Metro (transit agency) to get Austinites to reduce single occupant vehicle trips by 5-10 percent among participants and also increase trips made by walking, cycling, transit and carpooling by 5-10 percent. Neighborhoods are allowed to voluntary participate in a pilot program where they are given resources including maps, lights for walking and biking, and a survey at the beginning and end of the pilot period which is used to evaluate program goals. For the Central Austin neighborhood, in 2016, 12,600 households were reached with a 4.2 percent participation rate. It is reported that public transit increased by 5.9 percent with driving alone mode share decreasing by 3.3. percent for participants surveyed. More information, including travel resources, can be found at the website: http://smarttripsaustin.org/

Other employer based options are organized under the following programs: **Movability Austin**, an organization of Central Texas employers from both the public and private sector who work to help connect commuters with mobility options and play a responsible role in addressing the region's transportation issues by promoting more sustainable practices. More information can be found here: http://movabilityaustin.org/ **Commute Austin** offers users a commute cost calculator to help users estimate their annual commuting costs. Tools such as this are valuable for users to see the transparent costs of driving and parking which become real costs for households allowing them to make informed transportation decisions. More information including the calculator tool can be accessed here: http://www.commutesolutions.com/commute-cost-calculator/

OFF-STREET PARKING REQUIREMENTS AND ADJUSTMENTS

Some communities across the United States, have reduced parking requirements by factors of 5-15%, or greater for new development that is located within one quarter of a mile of transit service and/or if car share services are located onsite. In very walkable and bikeable areas, communities have made adjustments to the parking requirements onsite for new development. Most of these strategies are implemented in tandem with parking management programs and greater shared use of parking practices.

Special care is needed when considering the appropriateness of these policies since no community behaves exactly the same. For example, some communities might not have access to car share services or have limited public transit opportunities. Equally, just because an existing transit system exists within a community does not mean everyone will integrate transit use into their daily travel behavior. Further study and coordination between governmental entities should be undertaken before any policy actions are taken. **Walker recommends parking pricing and management strategies be pursued before off-street code adjustments be evaluated.**

OVERNIGHT PARKING AND SPACE AVAILABILITY

Figure 29: Iturbide Street

Through stakeholder sessions, the Project Team heard that overnight parking on street is an issue for nighttime users. A repeated refrain that we heard is that daytime users are leaving vehicles on-street after 6 pm when parking is not enforced, and are taking valuable curbside spots for restaurant and bar patrons.

It is our recommendation that on-street hours of enforcement and rates be extended past 6 pm; Monday through Saturday for select areas to promote greater turnover and space availability across evening hours and to discourage the practice of daytime workers leaving their vehicles on street overnight. Overnight vehicle storage can be promoted at select off-street lots, preferably those that are underutilized at night.

Walker recommends that hours of meters be extended in zones that receive high evening usage to ensure adequate turnover and space availability for night users. In areas where evening utilization is low i.e. Government District, St. Peters District etc., enforcement should remain until 6 pm but for popular night-time corridors like Iturbide Street, the City should consider extended hours of enforcement until 9 pm which would work to ensure turnover and 1-2 spaces remaining open per block face.

TAXI AND TRACTOR TRAILER PARKING

Another concern voiced in public meetings is the location and management of taxi parking and tractor trailer parking across select areas. Analyzing the field data collected, we found that taxi on-street spaces had low occupancy at the hours surveyed. However, time of day factors must be taken into account. **Walker recommends that the City monitor the use of these spaces across peak hours of taxi use, and if warranted based upon consistently high utilization of 85 percent or greater, consider designating more flex space zones for the peak hour observed actively managing the curb.**

We do not believe that these spaces at the meter should be allowed free usage. One option is to have variable rates at these flex meter spaces based upon use and time of day. Beyond peak hours, these spaces could be converted back to regular parking spaces. Typically, downtowns are not areas for long-term truck parking. The City should regulate this behavior and work with state highway officials (TxDOT) to identify designated tractor trailer parking areas that do not impede passenger vehicle travel and access downtown.

PARKING DIVISION ORGANIZATIONAL STRUCTURE

All City-managed parking downtown is administrated through the Parking Enforcement Division. The Division is headed up by a full-time Superintendent who oversees parking enforcement, meter and fine collections, and

parking-related customer service delivery in the Central Business District. The mission statement of the Parking Enforcement Division is **"to facilitate and improve parking availability by maintaining and properly enforcing parking regulation in the Central Business District."** There are currently 15 FTE's in the Parking Division.

FINANCES

Parking is being provided as a public good by the City for the benefit of the community. In providing parking to the downtown community, the City is administering a scarce resource that has intrinsic value and associated costs. Thus, we believe, that parking should be viewed as an asset that requires continual stewardship to serve the goals of the downtown community**.**

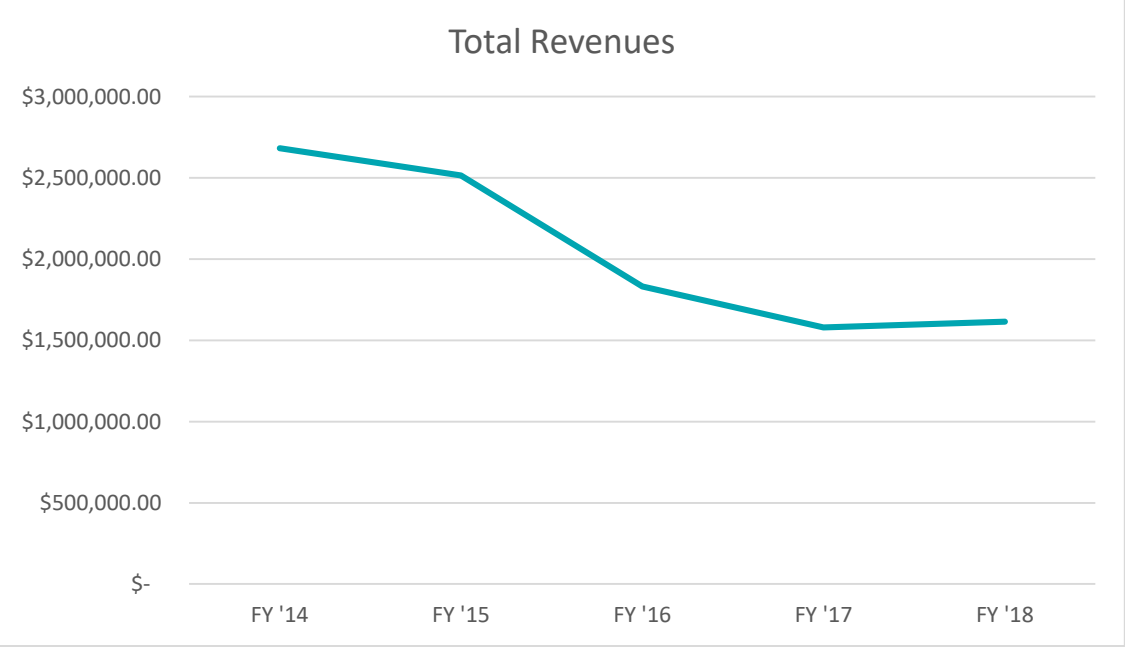
The healthy financial performance of the parking system is necessary to keep delivering on the overall downtown parking mission to provide parking space availability and turnover to support local businesses in the downtown.

Parking is not a profit center for most cities. As a point of fact, most parking revenues that a city collects go towards off-setting the capital and operating costs of a public parking program. This is too the case for the City of Laredo. Walker reviewed Laredo's parking enterprise revenues and expenditures to assess the financial performance of the existing system and evaluate the financial feasibility for any proposed improvements.

REVENUES

Walker requested parking revenue historical data available over the most recent five-year period and found that parking revenues have declined over 40 percent from a five-year high in FY 2014. During this time, the City released its ownership rights of existing surface lots at the Outlet Shoppes losing a large revenue source.

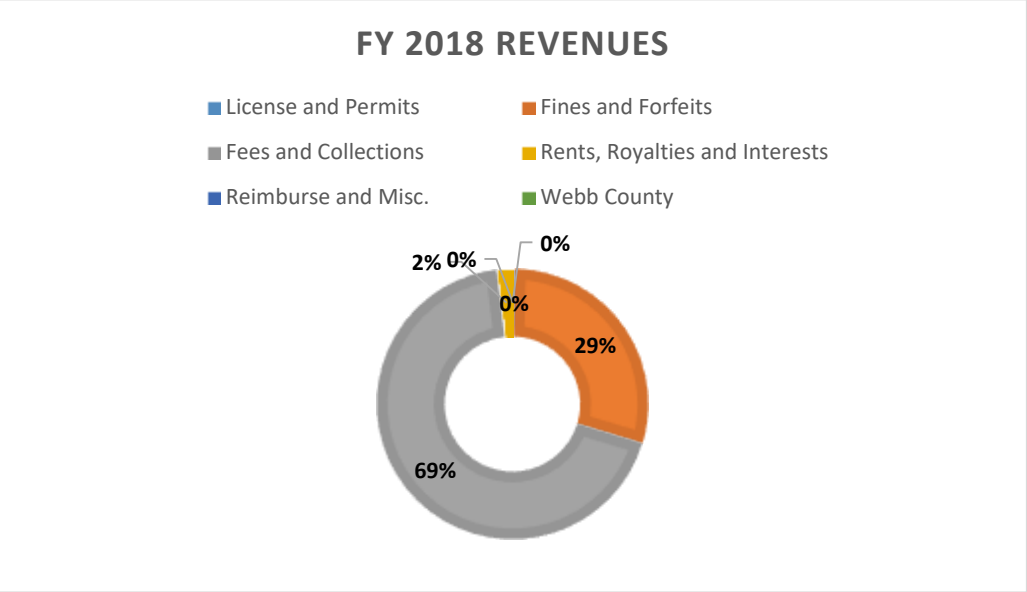
Figure 30: Five-Year Historical Parking Revenue



Source: City of Laredo, 2018

In FY 2018, approximately 69 percent of total revenues came from parking fees across municipal lots and on street meters and 29 percent from fines and forfeits (parking fines collected). The remaining 2 percent is derived from rents, royalties, interests, licenses and permits.

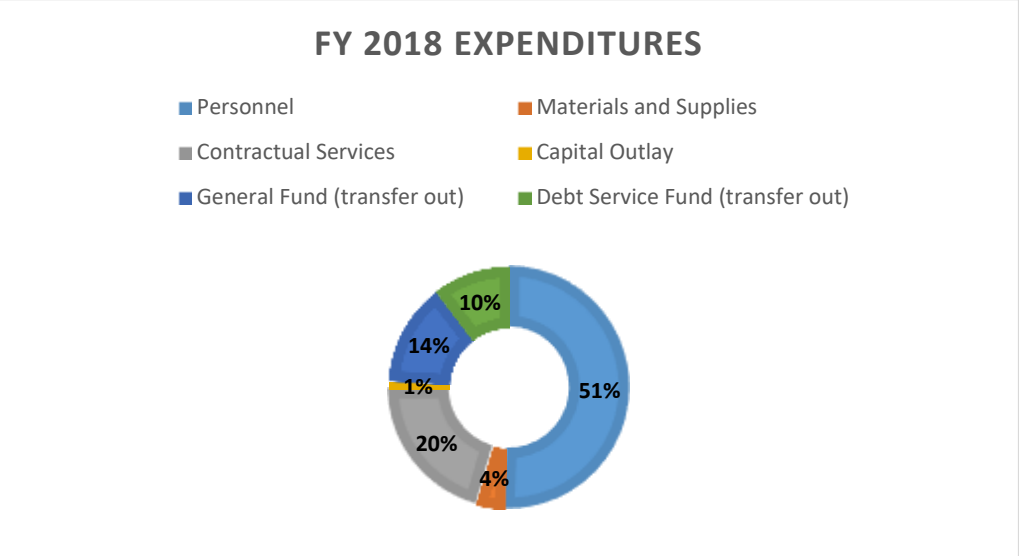
Figure 31: Parking Revenues



Source: City of Laredo, 2018

EXPENSES

Figure 32: Parking Expenditures



Source: City of Laredo, 2018

Personnel and direct labor represent over half of total expenditures. Another 20 percent of expenditures are derived from contractual services. In FY 2018, year-over-year revenues were lower than expenses. Positive fund balances carried over year-over-year provide a stabilizing budget effect which softens the impact of diminished YoY revenues.

CITATIONS PROCESS

The following represents a summary of the citations process administered by the Parking Enforcement Division:

1. Citation is issued by a parking enforcement officer.
2. Citation can be paid online, in person, or over the phone (Monday – Friday, 8am-5pm) or sent by Mail.
3. After 14 days and after 60 days, a $10 late fee is applied.
4. A statement is generated on the 14th day after citation is issued.
5. The citation may be disputed within 14 days with a hearing officer (Monday-Thursday, 2pm-4pm)

METER TECHNOLOGY

The City of Laredo is in the midst of modernizing its parking meters. In 2013, the City contracted with IPS Group Inc., for the procurement of 300 IPS M5™ single-space space meters installing the meters in the downtown in early 2014.

The portion of the IPS smart meter inventory, can utilize sensors to detect the presence of a vehicle and has the ability to cancel out remaining time when a vehicle has vacated a space. Meters are also equipped for credit/debit accepting payment.

The remaining meter inventory is Duncan meters, which were reportedly installed in the year 2002. These meters only accept coins. Walker recommends the City upgrade, where possible, all the remaining coin-operated meters to credit-card accepting smart meters and continue its work towards technology improvements for areas that receive higher occupancy and greater customer use.

The trend in the industry is to move towards '*frictionless parking*' where drivers can interact with the system unencumbered and where pricing, availability, and payment is all available at the drop of a fingertip.

MOBILE PARKING APPS

Multiple parking apps are available to assist with public parking. Parking apps allow payment of parking with a registered credit card and may help identify locations of available parking spaces, provide driving directions, and parking rates, and allow the user to make parking reservations.

The benefits of mobile pay options include the following:

- flexibility for users who no longer need to have cash or cards at the meter;
- ability to load additional time remotely;
- ability to receive message alerts when time is running low;
- no need to display stickers or receipts on the dashboard or windshield; and
- a transaction history available by user accounts.

Several vendors provide apps, with little to no cost for a generic app that is integrated with the meter. It is important to include this feature when selecting the meter to ensure existing integrations that are acceptable to the City. The apps allow payment by having users set up an account to pay for parking with the app. A user convenience fee of $0.35 - $0.45 per transaction is added to the parking fee. This fee is typically paid by the parker, although some cities are paying this fee as an added benefit to users.

The IPS meters that the City currently has can be integrated with multiple pay-by-cell vendors including Passport Parking, Pay-by-Phone, Parkmobile, ParkNow and Pango in addition to the Park Smarter app launched by IPS. Walker is vendor neutral and does not express a preference for any single pay-by-phone app provider.

Figure 33: Parking Mobile App – Park Houston

05 Alternatives

ALTERNATIVES

In this section we review alternatives to consider for additional parking capacity addressing "hot-spot" areas as well as any reconfigurations of existing lots and on-street parking areas for greater space efficiency.

The qualitative and quantitative data that we have analyzed herein suggests that the construction of a new parking garage in the downtown is not needed at this time. There are other alternatives and opportunities available for the City to consider implementing that can address parking "hot-spot" areas and parking space availability.

Walker includes the following section on parking costs as part of the wider public education process. Since parking facilities represent a significant community investment and costs, we are keenly aware of the need to not recommend more parking infrastructure than is needed.

NEW FACILITY COSTS

Parking costs include land, construction, and operations and maintenance costs and can vary depending upon the local market. For above-grade structured parking, Walker estimates construction costs to be $17,000 to $19,000 per space for the Laredo CBD, supposing a garage efficiency of 325 square feet per space. Assuming soft costs to be 20 percent of construction costs, total project costs per space would total nearly $22,000. Walker also assumes an annual operating cost per space of $500 per space which includes cleaning, lighting, facility maintenance, insurance, equipment, and administration. **Walker is not recommending a parking structure in the CBD at this time. The cost statement is being provided only for information purposes.**

As a point of reference, it can be helpful to parse out the true cost of parking, including both capital and maintenance costs. Table 5 presents the monthly price of parking needed per space to break even (assuming amortization over 25 years at 5.0 percent interest), given the capital cost per space and annualized operating cost per space.

Table 5: Break Even Costs per Space

Project Cost Per Space	Annual Operating Cost Per Space				
	$300	$400	$500	$600	$700
$ 15,000	$114	$122	$130	$139	$147
$ 16,000	$120	$128	$136	$145	$153
$ 17,000	$126	$134	$142	$151	$159
$ 18,000	$131	$140	$148	$156	$165
$ 19,000	$137	$146	$154	$162	$171
$ 20,000	$143	$152	$160	$168	$177
$ 21,000	$149	$158	$166	$174	$183
$ 22,000	$155	$163	$172	$180	$188
$ 23,000	$161	$169	$178	$186	$194
$ 24,000	$167	$175	$184	$192	$200
$ 25,000	$173	$181	$189	$198	$206
	Rate:	5.0%	Amortized Period:		25

Monthly Revenue Per Space Needed

Source: Walker Consultants, 2019

The monthly revenue per space needed for break-even would be $172. Currently, the City charges between $40-$70 for a monthly parking space across its available facilities. The market for monthly parking, as it currently exists, is too low to self-support a facility.

However, if demand conditions accelerate and downtown submarket parking rates increase, the feasibility of a garage could be reconsidered.

For purposes of this analysis, Walker considered a theoretical garage location inside the Government District. The following set of factors make this location more ideal for a parking garage in the downtown as opposed to other locations:

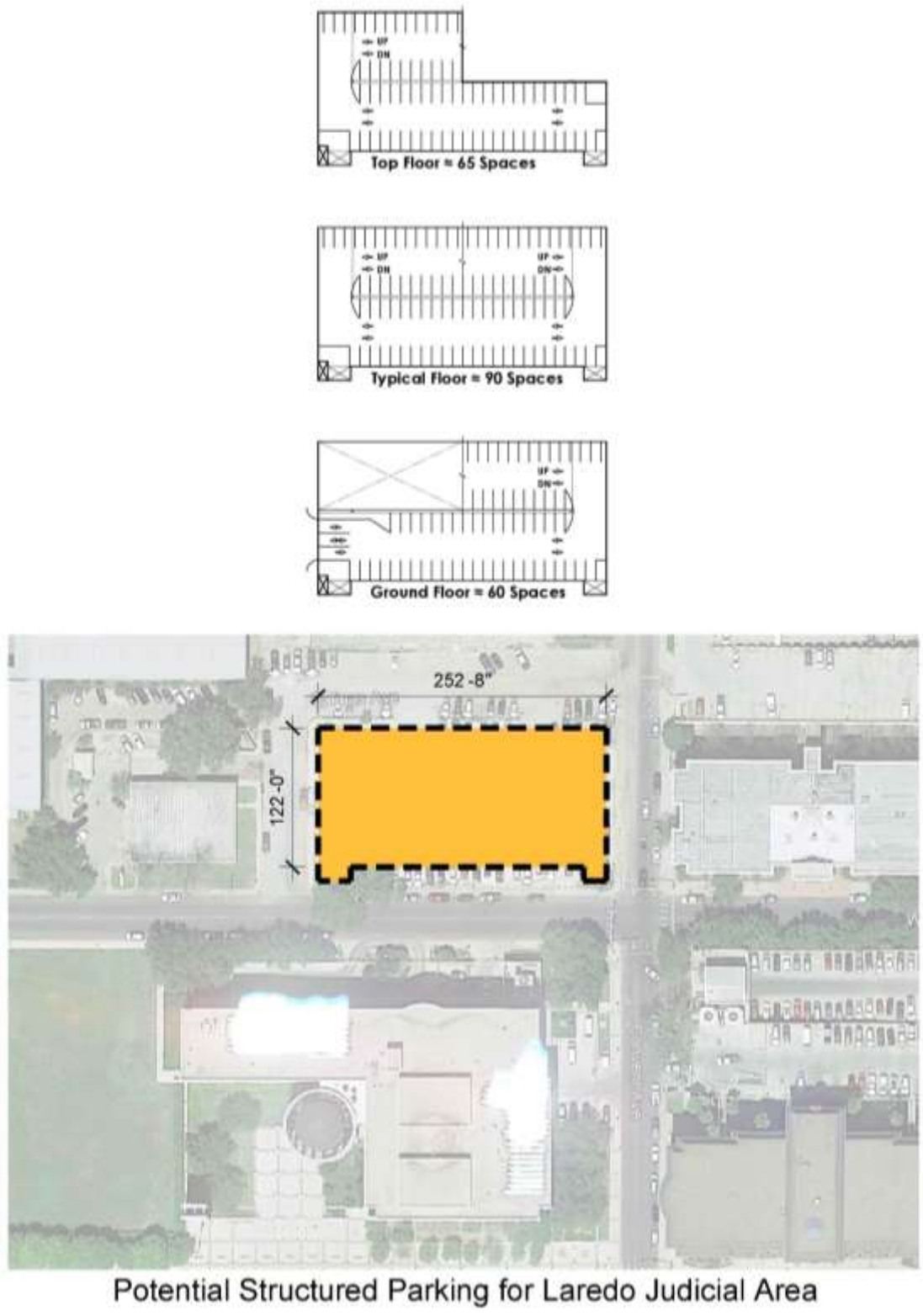
- An entire city block of available land;
- Suitable site dimensions to support an efficient garage layout;
- Existing weekday daytime demand already in area; and
- Potential county and federal court users.

While daytime demand is high in this area, several drawbacks include, a lack of evening demand within the district, and, a location likely too far to serve entertainment and retail users.

Furthermore, the El Metro Garage, an existing transit-agency owned facility, more approximate to retail and entertainment amenities, is operating below its full capacity with utilization observed by Walker to be below 50 percent for a typical weekday. A garage built in the current market would require some degree of public subsidy to meet both the capital and operating requirements of a new facility and the public need for such a facility would have to be overwhelming.

The following figure depicts a conceptual design for a garage facility at the corner of Washington and Convent Street. An at- and above-grade structure with three-levels; ground floor, typical floor and top floor could yield 215 spaces based upon a given site dimension of 122’ x 252’ and assuming an efficiency of 325 square feet per space.

Figure 34: Conceptual Garage Layout at Washington and Convent



Source: Walker Consultants, 2019

Walker's opinion on probable project costs, at a conceptual-level (without the benefit of an actual design or general contractor bids), is projected to be $4.7 million in 2018 dollars. Actual costs will vary.

As another alternative, Walker considered lot restriping at Washington and Convent. The following figure displays a functional striping layout for this site.

Figure 35: Conceptual Restriping Layout at Washington and Convent

Source: Walker Consultants, 2019

Based upon the given site dimensions, restriping the existing gravel lot could yield 120 spaces. The costs per space to this alternative are considerably lower than a structured parking option.

ANGLED ON-STREET PARKING

Walker considered opportunities for angled parking along the plaza blocks in Downtown Laredo as a potential solution to create a few more additional spaces per block in areas where the off-street supply is limited.

San Agustin Plaza and the Old Mercado Plaza were evaluated for angled parking.

The parking standard for parallel parking is to allow for a width of 9' and a length of 22' per car.
On a curb of 120 linear feet, this yields only five parking spaces. At a 45-degree angle, the number of parking spaces can be greater than five with a given 120 linear feet. Additionally, the public right-of-way needs to be wide enough for angled parking. The following are pros and cons of angled parking:

Pros:

- Greater space efficiency (increases the number of car spaces per block face);
- Easier to pull-into spaces (no parallel parking skills needed);
- Easier to exit the car (doors have more space to open because of staggering);
- Traffic calming.

Cons:

- Difficult to ascertain how far the driver needs to "pull-up" into a space;
- Can create more difficult sight lines for motorists; and
- Head-in parking may create challenges for drivers backing out into the driving lane (oncoming lane traffic must yield).

Where might angled parking be appropriate?

In a commercial main street area where traffic speed is reduced and where volumes are lower with adequate curb-to-curb width available, angled parking is a recommended on-street design solution.

The following concept presents 45 degree angled spaces along the eastern block-face of the San Agustin Plaza. Angled parking on this block face could yield 15 spaces. Currently there are 4 parallel parking spaces dedicated to taxi usage on the eastern block-face. A net gain of 11 spaces would be achieved.

Traffic volumes, street directions, and ROW curb-to-curb widths proved insufficient to implement angled parking at the Old Mercado Plaza.

Figure 36: Angled Parking Restriping Concept on San Agustin Avenue

Source: Walker Consultants, 2019

One directional traffic flow and narrow street widths limit the opportunity for this as a solution. Only certain block faces could be suitable for conversion, with further study needed.

06

Recommendations

RECOMMENDATIONS

1. IMPLEMENT A COORDINATED RATE STRATEGY FOR ONSTREET AND OFFSTREET PARKING RATES

It is recommended that the City of Laredo use parking rates as a management tool to guide desired behaviors. In the online community survey conducted, respondents cited parking availability as a more important issue to them then parking costs or proximity to destination. The issue currently is that **on street rates are too low compared with off-street parking rates which is creating turnover and space availability problems at the curb.** Lack of curb space parking feeds the public perception that there is not enough parking available.

ISSUE
There are **over 800 metered spaces** within the Study Area yet parking **"hot-spots"** exist because of the following:

- On-street meter rates are a flat $0.75 per hour across all areas even during the busiest hours of the day. Rates do not reflect current market demand in some areas
- Because on street rates are lower than off-street rates, with $2.13 found to be the average off-street hourly rate, motorists will often cruise for an open metered space creating greater congestion; and
- As a result, the most visible curbside parking is taken while off-street lots are below full utilization.

Walker recommends that the City increase on street rates incrementally to $1.50 an hour for "hot-spot" in demand on-street areas. We recommend that the City establish zonal boundaries, rates to correspond to these zones, and enforcement rules by time of day and location. Eventually, on-street rates should be increased such that these exceed off-street rates. We recommend this be a phased approach.

To ensure the success of a rate adjustment policy the City must create a procedure of monitoring utilization patterns on a routine basis.

We recommend that lower utilized spaces outside of the established "hot-spot" zones keep an existing rate of $0.75 an hour while on-street "hot-spot" spaces be priced at an initial rate of $1.50 an hour.

Monitoring parking occupancy on a frequent basis is necessary to determine if rates are encouraging the right parking behaviors. **A target occupancy of between 70-85 percent occupancy at any given time should the goal for on street occupancy. This means that at any given time, 1-2 spaces per block face are open.**

Methods for tracking occupancy can include manual field counts and/or evaluation of IPS smart meter data. The City can document these findings in a performance report on a quarterly or annual basis to share with downtown stakeholders, elected officials and the public. **Rates shown can be changed in the future, at designated intervals, in response to observed on-street parking-space occupancy.**

Reliable space availability, and not additional revenue is the primary goal for a program change. The goal should be to get long-term parkers, defined as those parkers parking for three hours or more, into off-street lots and facilities and make on street spaces available for short-term customer use.

2. EXTEND HOURS OF ENFORCEMENT TO 9 PM MONDAY THROUGH SATURDAY FOR ITURBIDE STREET ZONE

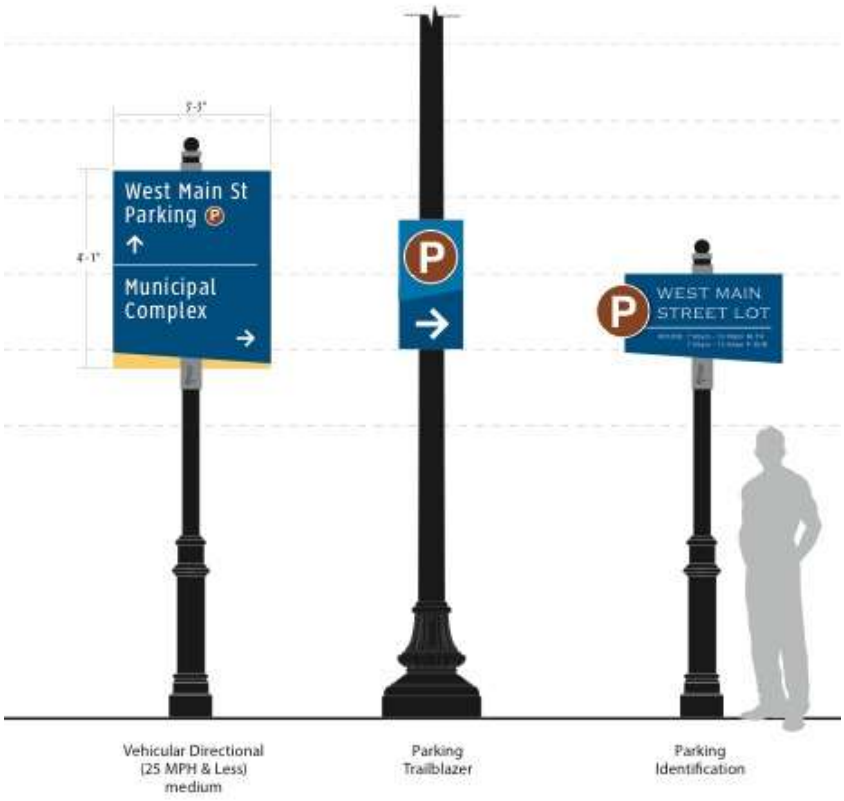
Walker recommends that the hours of meters be extended in zones that receive high evening usage to ensure adequate turnover and space availability for evening users. Extending enforcement hours will encourage overnight parkers, mostly understood to be daytime workers, not to leave vehicles on street in addition to creating the space turnover and availability needed for restaurant and bar users.

In areas where evening utilization is low i.e. Government District, St. Peters Historic District etc., enforcement should remain until 6 pm but for popular night-time corridors like Iturbide Street, the City should consider extended hours of enforcement until 9 pm which would work to ensure turnover and 70-85 percent occupancy per block face (1-2 spaces open per block face), and also discourage night-time employees from occupying the most convenient spaces intended for shorter-term customer use.

3. IMPROVE PARKING WAYFINDING AND SIGNAGE

In the online community survey, more than 80 percent of all users found wayfinding and signage to be inadequate. **Missing wayfinding and signage is also contributing to congestion at the curb because users are having difficulty locating off-street parking and are competing for more visible curb spaces.**

Improved wayfinding and signage system can help motorists more easily identify public parking areas which positively increases the overall parking experience. Communicating the location of parking areas as well as the hours of enforcement and rates, where applied, is important information for downtown users.



Locating public parking can often be the most challenging task for motorists, especially for short-term users and visitors. By creating and installing uniform signage and a logo that is easily identifiable, intuitively understood, and properly located, the City can help direct users to public parking areas and help distribute demand more evenly across the downtown.

We also recommend that the City, consider where appropriate APGS solutions which can offer real-time space availability information to users through physical signage and mobile apps. Empowering users with information can improve the overall parking experience.

4. PROMOTE PARKING THROUGH ROBUST MARKETING AND COMMUNICATIONS

Currently, there is a gap between the parking user and knowledge of the parking system. Over half of respondents said they do not know where they can find downtown parking. Users can benefit from improved communications and information regarding the downtown parking system. **Walker recommends that a parking website solely dedicated to downtown parking be established and that the City and all downtown partners use this website as a one-stop information clearinghouse.**

As an initial requirement a website or dedicated downtown parking page should allow the City to perform the following tasks:

- Continue to **maintain a comprehensive downtown parking website**;
- **Respond to questions and requests** from the general public for locations of parking facilities, pricing, and availability;
- Maintain the integrity of downtown parking promotional materials, and provide parking maps, business development packets, and fact sheets;
- **Market all publicly-available parking** in downtown, regardless of public or private ownership;
- **Provide day-to-day media relations**, and generate press releases as needed; and
- Provide public relations assistance to other downtown events as needed.

This information should be distributed through the following:

- The comprehensive downtown parking website.
- A quarterly newsletter for the downtown parking community with news of potential economic/developmental impacts on parking, development and construction projects, upcoming downtown events and profiles of downtown newsmakers.
- Newspaper items or articles and media releases.
- Brochures and maps both distributed and posted.
- Direct mailings / email when appropriate.
- Downtown meetings and presentations about downtown parking to City business and civic groups upon request.
- Radio announcements advertising upcoming events and lower-cost long-term parking.

Local businesses are often willing to provide parking information and links to additional parking resources from their website's home page. This can be very helpful in providing specific location data to their customers, while also providing a free portal to market parking services to potential patrons. If patrons are armed with parking availability and location information prior to arriving at their destination, their overall downtown experience can be greatly improved.

5. CONSIDER LAUNCHING A MOBILE PARKING APP AS A CUSTOMER SERVICE TECHNOLOGY ENHANCEMENT

Currently the City is in development of a mobile parking app. Walker promotes this solution and sees a benefit to mobile apps for the downtown parking user. Not only does a parking app provide information regarding parking locations, availability, and rates, it also offers mobile payment options and user conveniences.

The benefits of mobile pay options include:

- Flexibility for users who no longer need to have cash or cards at the meter;
- ability to load additional time remotely;
- ability to receive message alerts when time is running low;
- no need to display stickers or receipts on the dashboard or windshield; and
- a transaction history available by user accounts.

Several vendors provide apps, with little to no cost for a generic app that is integrated with the meter. It is important to include this feature when selecting the meter to ensure existing integrations that are acceptable to the City. The apps allow payment by having users set up an account to pay for parking with the app. A user convenience fee of $0.35 - $0.45 per transaction is added to the parking fee. This fee is typically paid by the parker, although some cities are paying this fee as an added benefit to users.

The IPS meters that the City currently has can be integrated with multiple pay-by-cell vendors including Passport Parking, Pay-by-Phone, Parkmobile, ParkNow and Pango in addition to the Park Smarter app launched by IPS. Walker is vendor neutral and does not express a preference for any single pay-by-phone app provider.

6. ENHANCE THE PEDESTRIAN REALM TO SUPPORT A 'PARK ONCE' DOWNTOWN DISTRICT

Downtowns are built for pedestrians. Downtown Laredo is very compact and walkable and served by an existing sidewalk network. We believe downtowns are stimulating pedestrian environments that are best served by Park Once District's. A Park Once District ensures that a user only parks a vehicle in one place and walks across the downtown environment enjoying the downtown experience at the pedestrian scale.

This model promotes more sustainable land use practices and ensures that the downtown remains oriented to a finer grained human scale, not overwhelmed with vehicular infrastructure and auto congestion.

By improving the pedestrian experience in the downtown, users are more apt to walk greater distances between their destination and parking areas.

To improve the pedestrian environment investments must be made to keep the streets safe and beautiful. Potential improvements include:

- Maintaining clean sidewalks (pressure wash when needed)
- Fixing cracks and concrete spalling;
- Consideration to adding street plantings and trees
- Keeping sidewalks free and clear from overgrown vegetation
- Consideration to adding sidewalk furniture including benches and wayfinding kiosks;
- Maintaining adequate lighting and security so that people feel safe walking on street across all hours of use

Other considerations include improved lighting and public safety for pedestrian corridors across evening and nighttime hours. This was a concern voiced for downtown nightlife users and ownership.

7. PROMOTE SHARED USE PARKING AGREEMENTS BETWEEN THE PUBLIC AND PRIVATE SECTOR

Shared parking takes advantage of "off-peak" hours to share parking resources. For example, an office could likely support evening and weekend parking and a church facility could likely support weekday users because their peak hours are likely not to conflict with each other.

While there are opportunities to develop structured parking, there are existing spaces in private lots in the downtown area that are vacant for large portions of the day. **The single best improvement Laredo could make would be to continue to create agreements to share underutilized parking lots between their private owners and the public.** There are several reasons why this is a beneficial approach:

- From an environmental perspective, it is always preferable to make good use of existing parking resources before building additional ones.
- From an aesthetic perspective, adding to the existing checkerboard of surface lots is not desirable and a garage, which would consolidate parking and reduce the surface area devoted to parking, is usually an expensive option and may not be warranted yet.
- From a customer service perspective, the current arrangement is unwelcoming. It's one thing to have some private lots that a customer cannot use, but also have signage directing a newcomer to a public parking area.
- From a financial perspective, owners may be relieved of some insurance and other operating costs while the City gets parking without spending the large amount of money needed for a garage.

Not all private ownership will want to participate but **if 5-10% of partially reserved off-street spaces were available for a portion of the day that would contribute another ± 325 spaces into the public system, a more cost effective course of action than building a new garage.**

Walker also recommends that the City **explore opportunities to partner with the county to make the estimated 146-space HEB garage have some public parking accommodation across evenings and weekends.** The site was purchased by Webb County in the Fall of 2018 with plans to accommodate the former grocery store into daytime administrative offices for County employees. The parking associated with the facility is in a prime location to serve evening and event uses. The City should broker discussions with Webb county to work jointly to deliver more public parking across existing facilities for downtown users.

8. EXPLORE THE POTENTIAL FOR TRANSPORTATION DEMAND MANAGEMENT SOLUTIONS DOWNTOWN

Parking is not always a supply-side problem. Often there are opportunities to address parking issues and challenges on the demand side. **Consider partnering with the private sector and El Metro to promote alternative transit accommodations downtown**. Successful TDM programs have been implemented throughout the country that have been demonstrated to provide users' convenience, costs savings, and an improved quality of life. Employer-sponsored transit programs, increased bicycling and pedestrian accommodation, and ride-hailing and care sharing are ways users are rebalancing the transportation network in communities throughout the country. **Walker recommends that the City convene public and private sector stakeholders to identify and prioritize programs that work for them to reduce car dependency in the downtown.**

9. CONSIDER LOW COSTS OPTIONS TO MAXIMIZE EXISTING PARKING SPACE EFFICIENCY AND GAIN ADDITIONAL SPACES IN NEEDED AREAS

Walker evaluated a hypothetical garage in the Government District. **Based upon our analysis, we do not recommend building a parking garage in the downtown at this time. We believe that there are opportunities to increase space efficiency in existing "hot-spot" areas.**

We recommend that the City further study the feasibility of converting existing parallel parking spaces to 45-degree angled spaces on the east block face of San Agustin Plaza which can yield ± 15 spaces, a net gain of 11 spaces. These spaces can support taxi cab queuing during peak cab hours and support regular parking during off-peak cab times of day.

Additionally, lot restriping at the gravel lot at Washington and Convent can yield ± 120 spaces.

10. IMPLEMENT A DOWNTOWN PARKING ADIVISORY COMMITTEE

Walker recommends that the City of Laredo consider forming a downtown parking advisory committee with broad representation of interests including members of the downtown merchant's community, business owners, bar owners, downtown institutions and organizations i.e. Laredo Main Street, Performing Arts Center, etc. and a City staff designate to provide a sounding board to the City regarding downtown parking.

Walker recommends meeting on a quarterly basis to discuss parking trends and issues in downtown Laredo.

The committee would not have any official government capacity but could serve as a clearinghouse for the exchange of information and ideas. The meetings would serve as an opportunity to help The City deliver on its brand promise to provide parking turnover and availability to support downtown businesses and to assist the City roll-out public relations campaigns for downtown parking program improvements. The Advisory Committee can help educate their patrons and members on the benefits of any coordinated policy actions as well as provide the City direct feedback on implementation.

The goal is to forge a valuable public-private partnership that advises, improves public communications, and balances the needs of the downtown parking system for the benefit of all users.

IMPLEMENTATION AND ORDER OF MAGNITUDE COSTS MATRIX

Action	Description	Timescale	Costs
Increase On-street Parking Rates and Enforcement Hours across select zones	3. Increase downtown hourly on street rates to $1.50 per hour across "hot-spot" areas 4. Extend hours of enforcement on Iturbide Street from 8 am to 9 pm; Monday through Saturday	FY '19	$
Create Communication Strategy	Develop communication strategy to promote parking options: Elements include: • signage and wayfinding • public relations and communications • launching the Downtown parking App	FY '19- '20	$$-$$$
Secure Shared Use Parking Agreements with Private Owners	Broker where possible shared use agreements between the public and private to maximize the utilization of existing parking assets.	FY '19- '21	$-$$
Create a downtown parking advisory committee	Create a voluntary committee of downtown stakeholders to advise the City on parking issues.	FY '19	No initial costs anticipated
Convene stakeholders to explore Transportation Demand Management (TDM) Programs	Bring multiple parties including the City, County, El Metro and downtown private sector together to consider TDM opportunities.	FY '19- '20	No initial costs anticipated
Enhance the pedestrian realm to support a Park-Once District	Make improvements to existing sidewalks and	FY '20- '23	$-$$$

	the public realm to include: • sidewalk cleaning and maintenance • sidewalk repair • street shading • improved lighting • street furniture • public safety		
Asphalting Gravel Lot at Washington and Convent	Asphalt existing gravel lot to yield an estimated ± 120 spaces.	Elective	$-$$
Convert existing parallel spaces to 45 degree angled spaces	Eastern block face conversion yields estimated ± 15 spaces in San Agustin Plaza.	Elective	$

*Costs opinions are provided on an order of magnitude basis in 2018 dollars. Actual costs will vary.

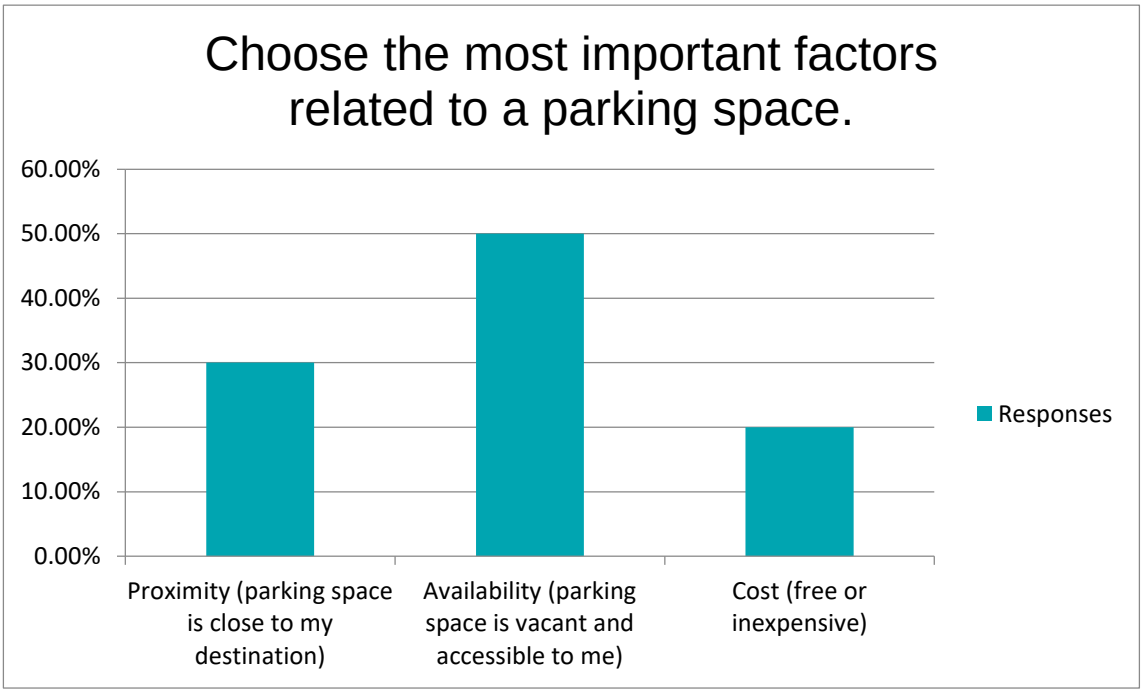
Legend
$ = <$25,000
$$ = >$25,000 and
$$$ = >$100,000

Appendix A: Online Survey Results

Downtown Laredo Parking Survey

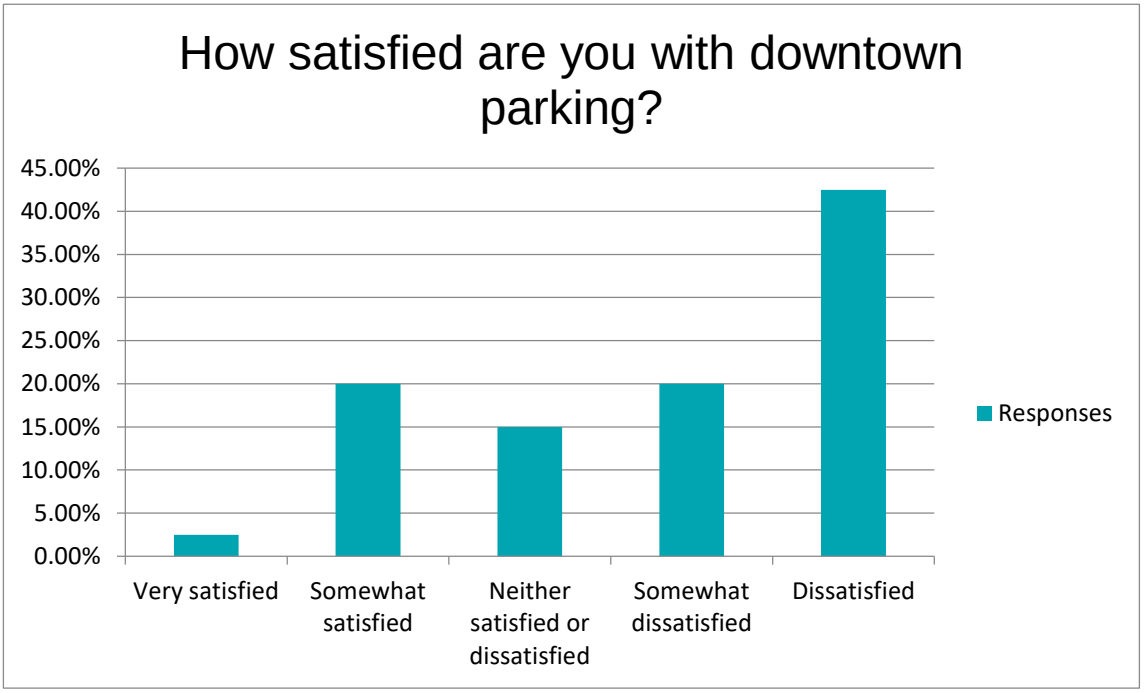
Choose the most important factors related to a parking space.

Answer Choices	Responses	
Proximity (parking space is close to my destination)	30.00%	12
Availability (parking space is vacant and accessible to me)	50.00%	20
Cost (free or inexpensive)	20.00%	8
	Answered	**40**
		0



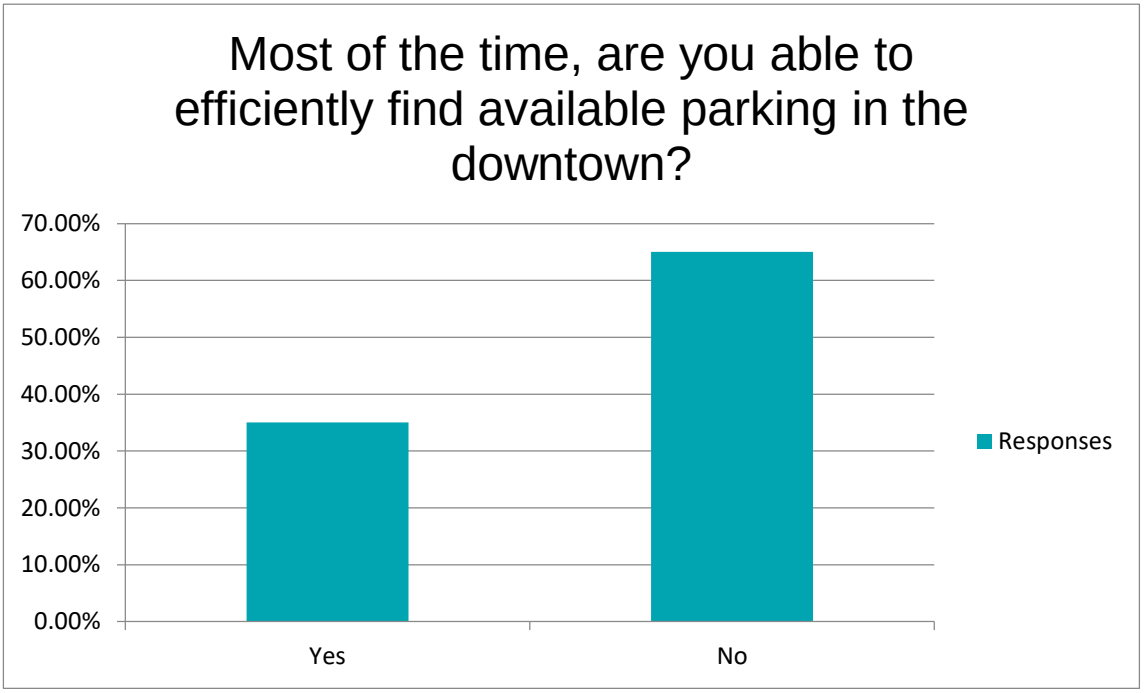
How satisfied are you with downtown parking?

Answer Choices	Responses	
Very satisfied	2.50%	1
Somewhat satisfied	20.00%	8
Neither satisfied or dissatisfied	15.00%	6
Somewhat dissatisfied	20.00%	8
Dissatisfied	42.50%	17
	Answered	**40**



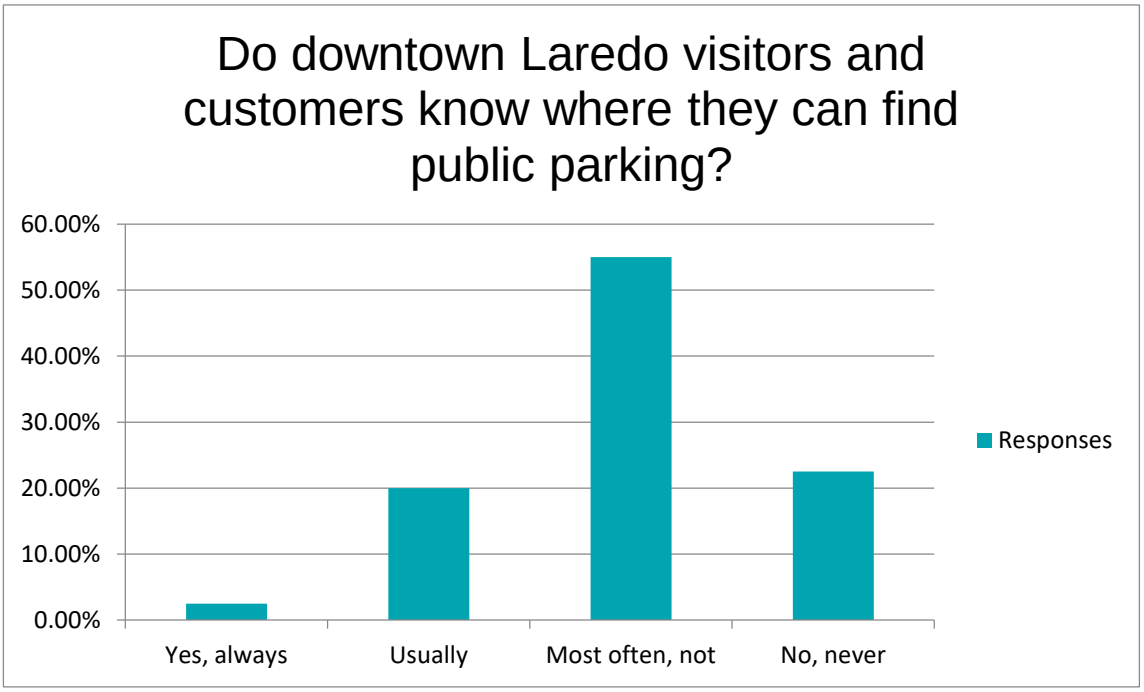
Most of the time, are you able to efficiently find available parking in the downtown?

Answer Choices	Responses	
Yes	35.00%	14
No	65.00%	26
Answered		**40**



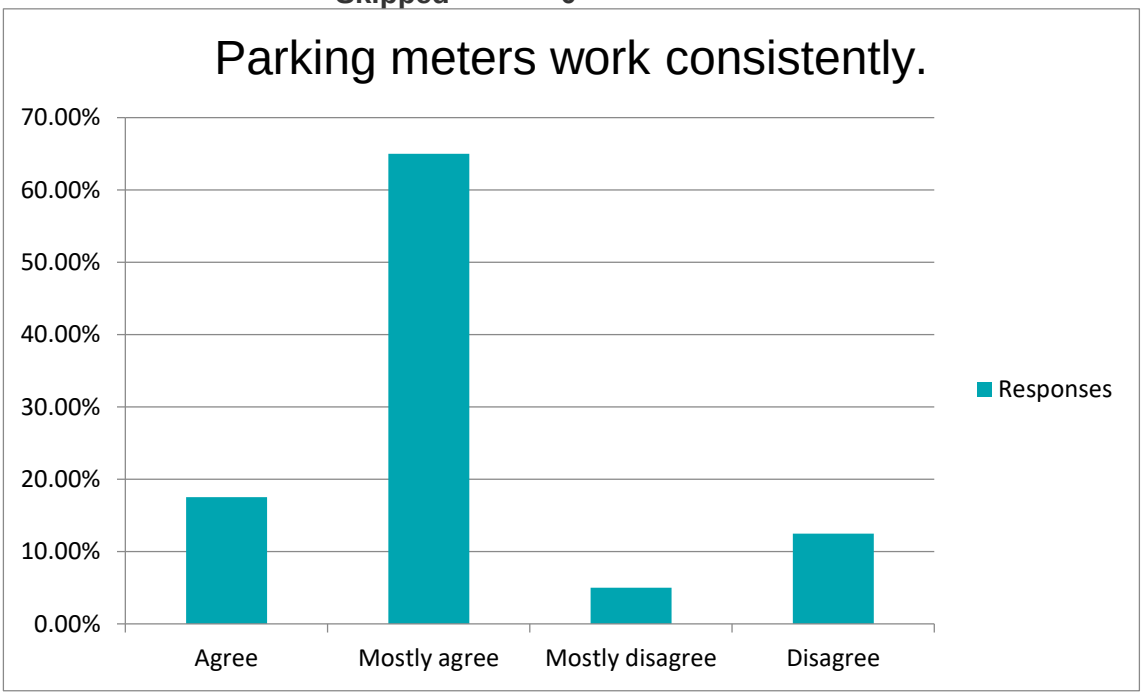
Do downtown Laredo visitors and customers know where they can find public parking?

Answer Choices	Responses	
Yes, always	2.50%	1
Usually	20.00%	8
Most often, not	55.00%	22
No, never	22.50%	9
	Answered	**40**



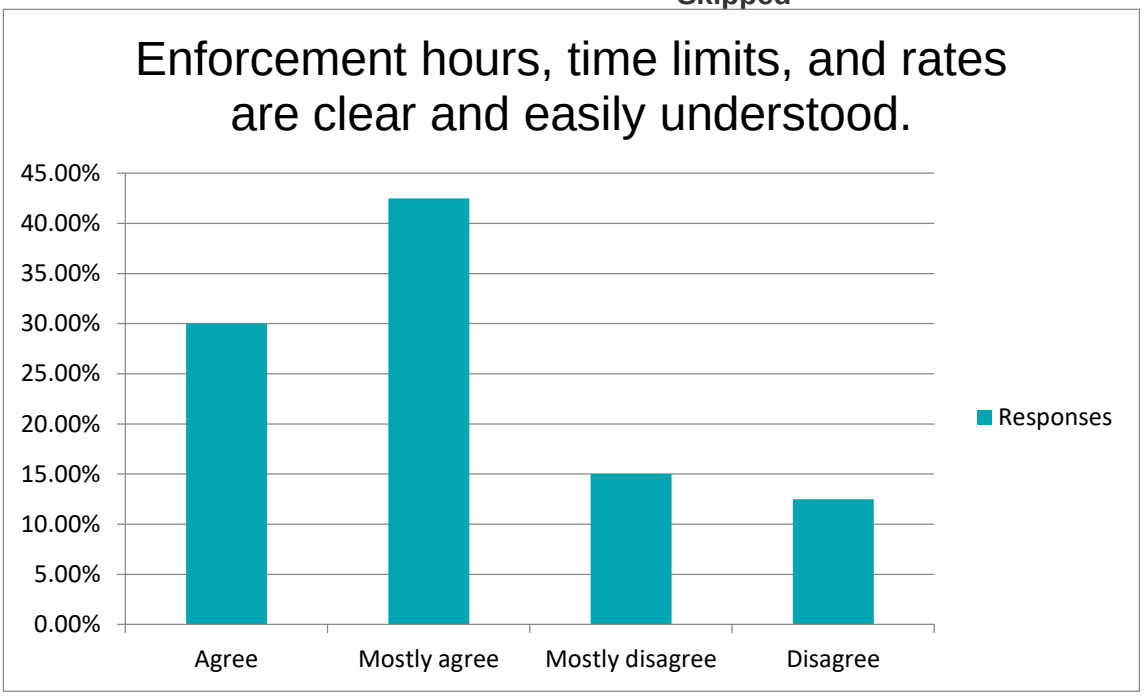
Parking meters work consistently.

Answer Choices	Responses	
Agree	17.50%	7
Mostly agree	65.00%	26
Mostly disagree	5.00%	2
Disagree	12.50%	5
	Answered	**40**
	Skipped	**0**



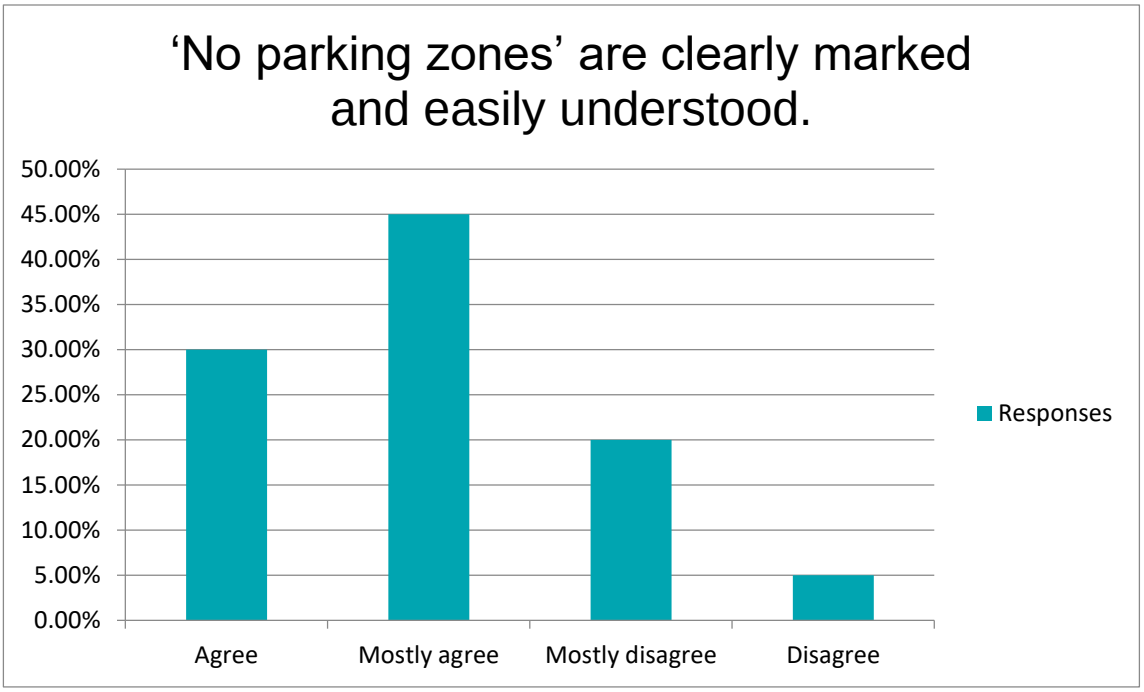
Enforcement hours, time limits, and rates are clear and easily understood.

Answer Choices	Responses	
Agree	30.00%	12
Mostly agree	42.50%	17
Mostly disagree	15.00%	6
Disagree	12.50%	5
Answered		**40**
Skipped		**0**



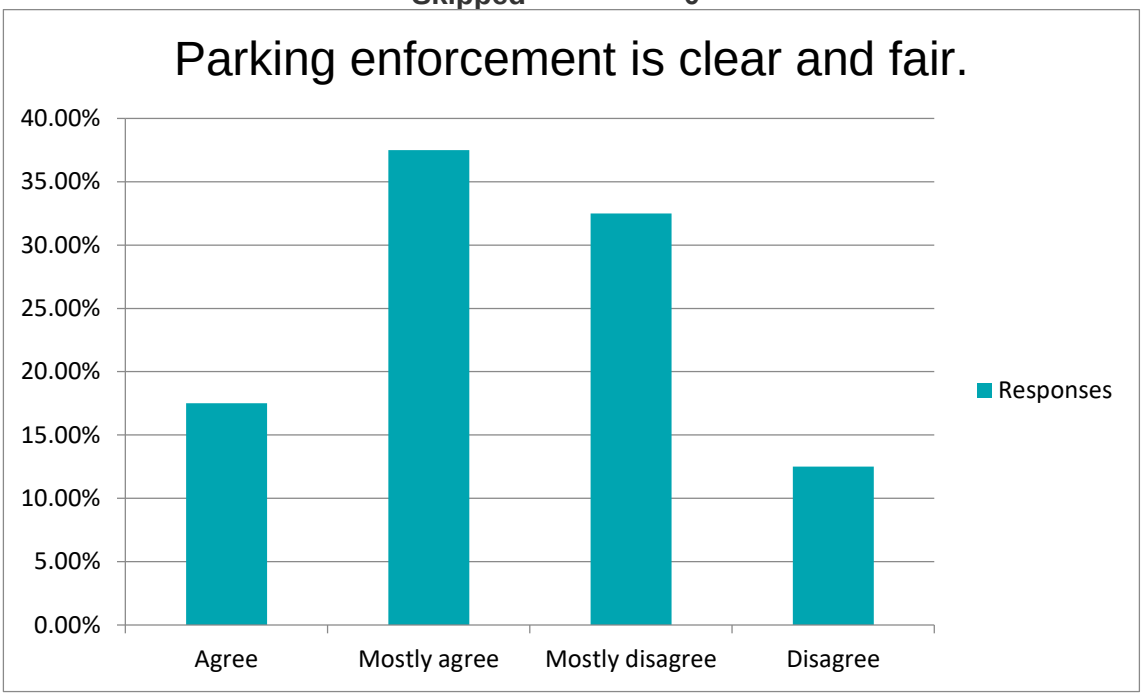
'No parking zones' are clearly marked and easily understood.

Answer Choices	Responses	
Agree	30.00%	12
Mostly agree	45.00%	18
Mostly disagree	20.00%	8
Disagree	5.00%	2
	Answered	**40**



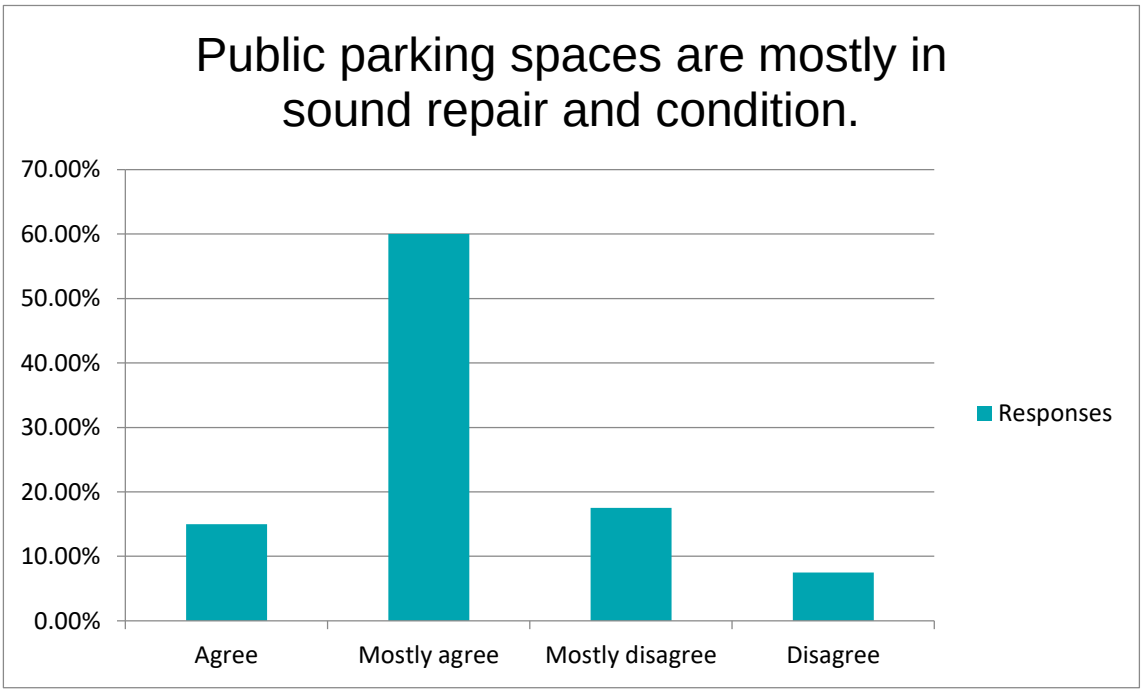
Parking enforcement is clear and fair.

Answer Choices	Responses	
Agree	17.50%	7
Mostly agree	37.50%	15
Mostly disagree	32.50%	13
Disagree	12.50%	5
	Answered	**40**
	Skipped	**0**



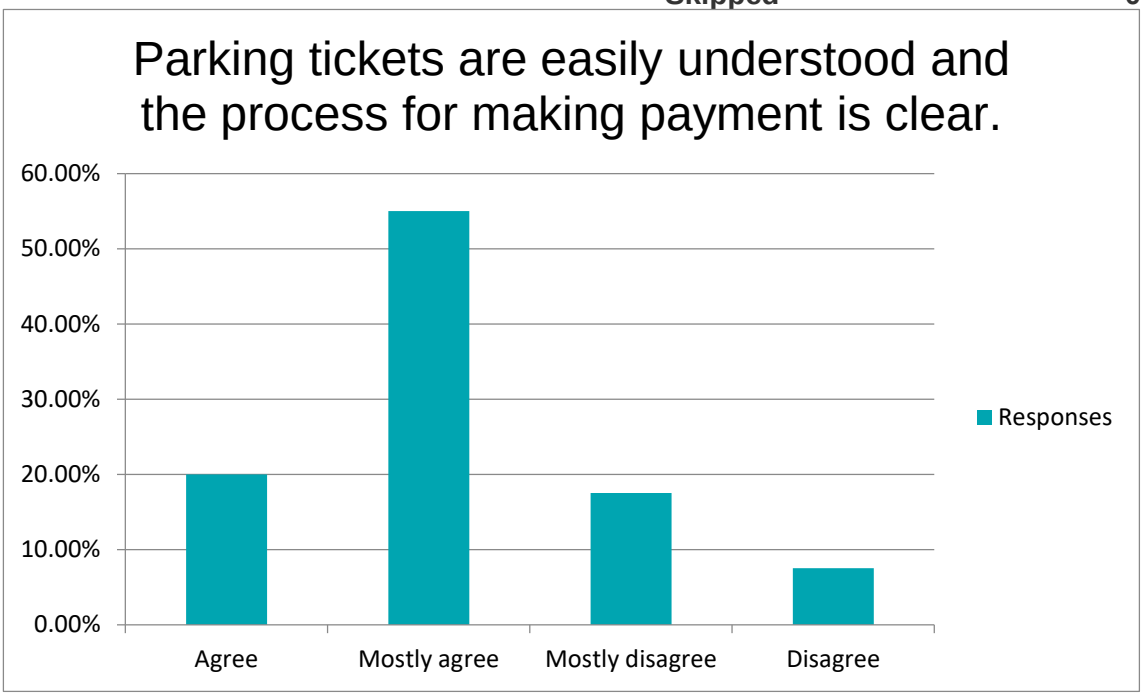
Public parking spaces are mostly in sound repair and condition.

Answer Choices	Responses	
Agree	15.00%	6
Mostly agree	60.00%	24
Mostly disagree	17.50%	7
Disagree	7.50%	3
	Answered	**40**



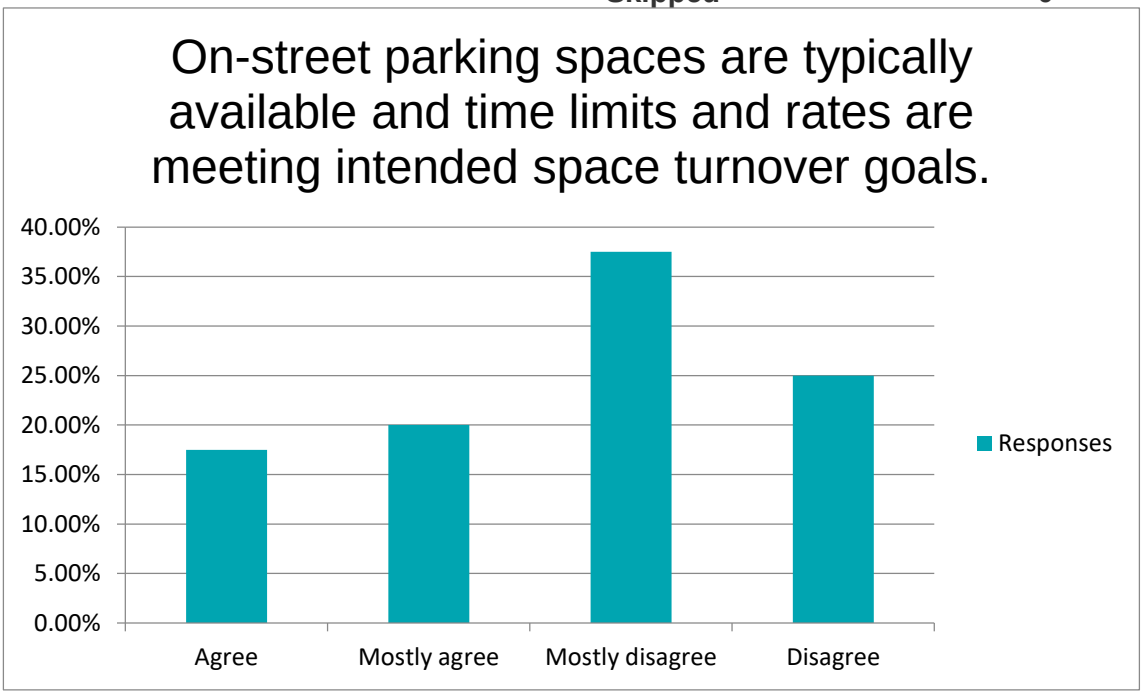
Parking tickets are easily understood and the process for making payment is clear.

Answer Choices	Responses	
Agree	20.00%	8
Mostly agree	55.00%	22
Mostly disagree	17.50%	7
Disagree	7.50%	3
Answered		**40**
Skipped		**0**



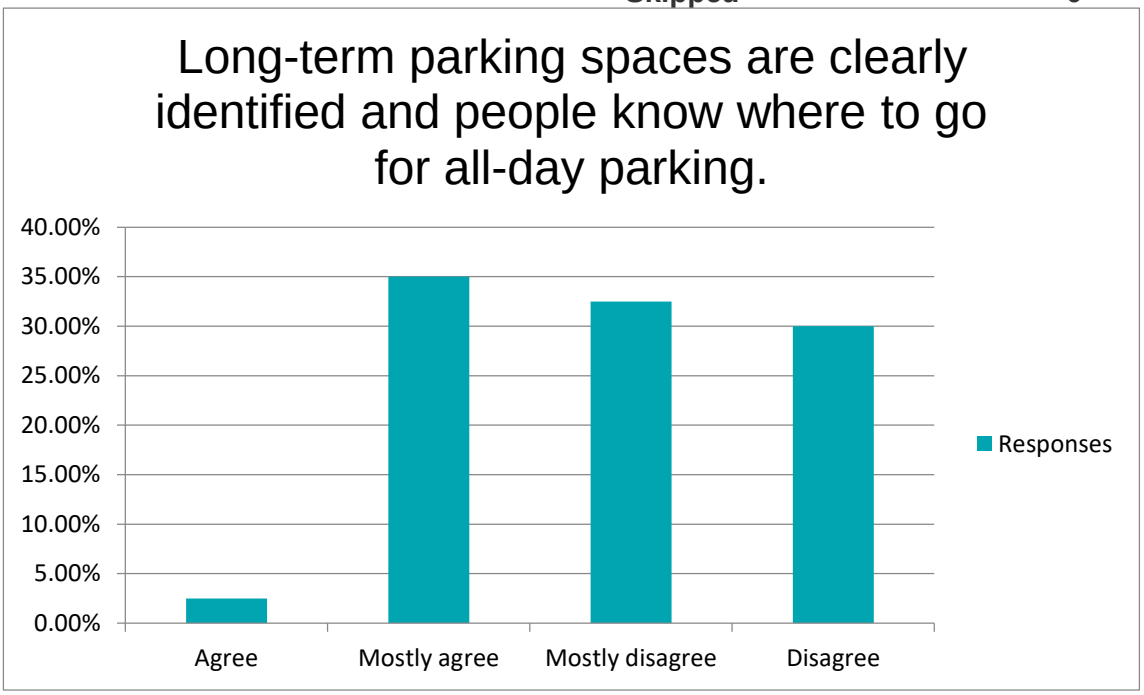
On-street parking spaces are typically available and time limits and rates are meeting intended space turnover goals.

Answer Choices	Responses	
Agree	17.50%	7
Mostly agree	20.00%	8
Mostly disagree	37.50%	15
Disagree	25.00%	10
Answered		**40**
Skipped		**0**



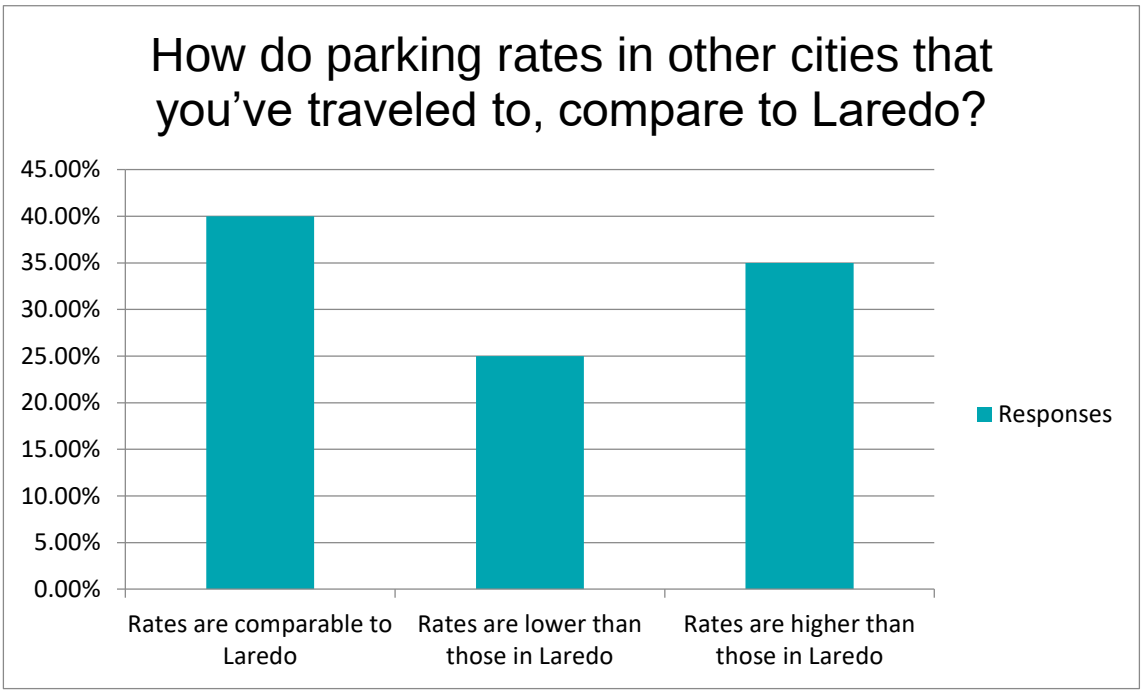
Long-term parking spaces are clearly identified and people know where to go for all-day parking.

Answer Choices	Responses	
Agree	2.50%	1
Mostly agree	35.00%	14
Mostly disagree	32.50%	13
Disagree	30.00%	12
	Answered	**40**
	Skipped	**0**



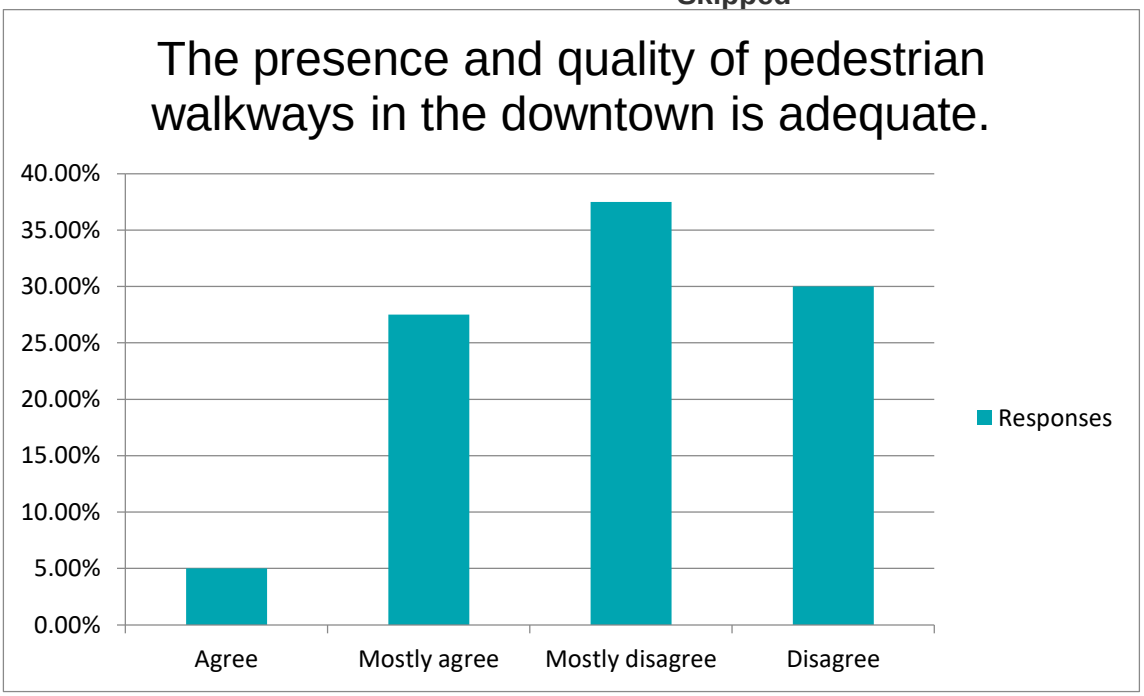
How do parking rates in other cities that you've traveled to, compare to Laredo?

Answer Choices	Responses	
Rates are comparable to Laredo	40.00%	16
Rates are lower than those in Laredo	25.00%	10
Rates are higher than those in Laredo	35.00%	14
	Answered	**40**
		0



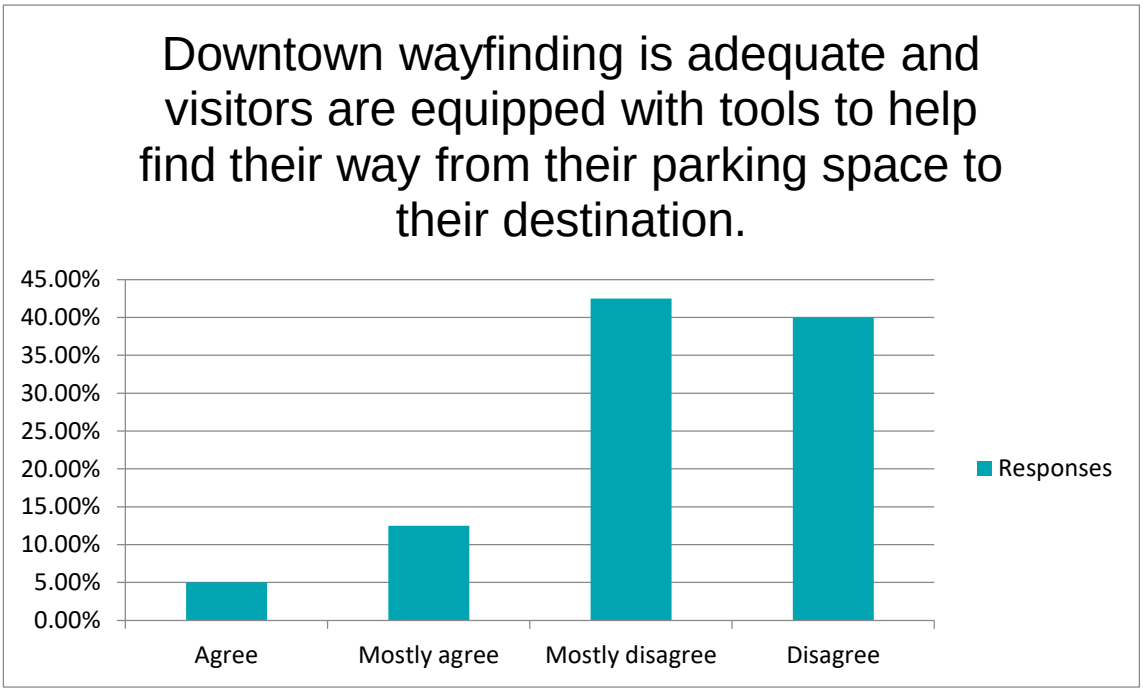
The presence and quality of pedestrian walkways in the downtown is adequate.

Answer Choices	Responses	
Agree	5.00%	2
Mostly agree	27.50%	11
Mostly disagree	37.50%	15
Disagree	30.00%	12
Answered		**40**
Skipped		**0**



Downtown wayfinding is adequate and visitors are equipped with tools to help find their way from their parking space to their destination.

Answer Choices	Responses	
Agree	5.00%	2
Mostly agree	12.50%	5
Mostly disagree	42.50%	17
Disagree	40.00%	16
Answered		**40**



Appendix B: Inventory and Occupancy Data

Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1_	Count 2_
1	North	Moctezuma St.	0	0	0
	East	Davis Ave. (no meter, no limit)	7	5	4
	South	Washington St. (no meter, no limit)	9	3	3
	West	S. Main St. (no meter, no limit)	0	2	2
	on-street %		16	10	9
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
2	North	Moctezuma St. (no parking)	0	0	0
	East	Santa Maria Ave. (no meter, no limit)	12	0	0
	South	Washington St. (no meter, no limit)	11	1	1
	West	Davis Ave. (no meter, no limit)	10	3	4
		Holding Institute	43	9	11
	on-street %		33	4	5
	off-street %		43		
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
3	North	Moctezuma St. (no parking)	0	0	0
	East	Juarez Ave. (4-hr. meter)	7	0	0
	South	Washington St. (4-hr. meter)	10	0	0
	West	Santa Maria Ave.	7	0	0
		Posada Del Carmen Hotel	20	10	8
	on-street %		24	0	0
	off-street %		20	10	8
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
4	North	Moctezuma St. (no parking)	0	0	0
	East	Salinas Ave. (4-hr. meter, 3 no meter)	7	7	4
	South	Washington St. (4-hr. meter)	6	6	0
	West	Juarez Ave. (4-hr. meter)	5	3	7
		Royal Store Fixtures	12	1	0
		1302 Law Office	46	38	28
	on-street %		18	16	11
	off-street %		58	39	28
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
5	North	Moctezuma St. (no parking)	0	0	0
	East	Convent Ave. (no meter, no limit)	3	0	0

	South	Washington St. (4-hr. meter)	8	8	7
	West	Salinas Ave. (4-hr. meter)	4	4	4
		Private Lot - Train Depot (1100 Salinas)	48	46	40
		Dirt Lot- Vacant (no parking observed)	0	1	0
	on-street %		63	59	51
	off-street %		48	47	40
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
6	North	Moctezuma St. (no parking)	0	0	0
	East	Flores Ave. (4-hr. meter)	6	6	5
	South	Washington St. (4-hr. IPS meter)	10	9	7
	West	Convent Ave. (4-hr. meter)	6	6	6
		Webb County Admin. Bldg. Garage	291	248	253
	on-street %		22	21	18
	off-street %		291	248	253
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
7	North	Moctezuma St. (no parking)	0	0	0
	East	San Agustin Ave.	6	2	2
	South	Washington St. (4-hr. IPS meter)	3	3	3
	West	Flores Ave. (4-hr. meter)	1	1	1
		1111 Flores Surface Lot	5	2	3
		1020 Washington J&J Bonds Lot	20	4	8
	on-street %		10	6	6
	off-street %		25	6	11
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
8	North	Moctezuma St. (no parking)	0	0	0
	East	San Bernardo Ave. (no parking)	0	0	0
	South	Washington St. (4-hr. meter)	9	0	1
	West	San Agustin Ave. (4-hr. meter)	8	2	4
		Bruni Library Lot	25	19	12
	on-street %		17	2	5
	off-street %		25	19	12
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
9	North	Moctezuma St. (no parking)	0	0	0
	East	Santa Ursula Ave/ I-35 (no parking)	0	0	0
	South	Washington St. (no parking)	0	0	0

	West	San Bernardo Ave. (no parking)	0	0	0
		McDonalds Parking Lot	42	24	21
		Gated Lot- not operational	0	0	0
	on-street %				
	off-street %		42	24	21
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
10	North	Washington St. (no meter, no limit)	5	0	0
	East	Davis Ave. (no meter, no limit)	5	4	5
	South	Victoria St. (10-hr. meter)	6	4	4
	West	Main Ave. (no meter, no limit)	11	8	8
		1018 Davis - Private Lot	7	5	5
	on-street %		27	16	17
	off-street %		7	5	5
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
11	North	Washington St. (2-10 hr meter, 3 no meter)	5	4	7
	East	Santa Maria Ave. (no parking)	0	0	0
	South	Victoria St. (2-10 hr meter, 2 no meter)	4	0	0
	West	Davis Ave. (10-hr. meter)	4	0	0
		1514 Victoria - M&B Bldg.	12	4	3
		1520 Davis - Ernest Garcia Law Office	16	2	0
		1020 Santa Maria Lot	12	13	6
	on-street %		13	4	7
	off-street %		40	19	9
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	Inventory		
12	North	Washington St. (no parking)	0	0	0
	East	Juarez Ave. (no parking)	0	0	0
	South	Victoria St. (no parking observed)	0	0	0
	West	Santa Maria Ave. (no parking)	0	0	0
	on-street %				
	off-street %				
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
13	North	Washington St. (no parking)	0	0	0
	East	Convent Ave. (no parking)	0	0	0
	South	Victoria St. (no parking)	0	0	0
	West	Juarez Ave. (no parking)	0	0	0

	on-street %				
	off-street %				
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
14	North	Washington St. (6 4-hr. IPS meter, 3 reserved)	9	5	6
	East	Flores Ave. (law enforcement parking only)	10	9	10
	South	Victoria St. (no parking)	0	0	0
	West	Convent Ave. (4-hr. IPS meter)	6	6	5
		Webb County Justice Center Garage	210	192	177
	on-street %		25	20	21
	off-street %		210	192	177
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
15	North	Washington St. (4-hr. IPS meter)	8	5	7
	East	San Agustin Ave. (4-hr. IPS meter)	8	2	4
	South	Victoria St. (no parking)	0	0	0
	West	Flores Ave. (law enforcement parking only)	9	9	9
		Sherrif's Fenced Parking - no public access			
	on-street %		25	16	20
	off-street %				
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
16	North	Washington St. (4-hr. IPS meter)	2	0	0
	East	San Bernardo Ave. (no parking)	0	0	0
	South	Victoria St. (no parking)	0	0	0
	West	San Agustin Ave. (4-hr. IPS meter)	3	1	2
		Sherriff's Office Visitor Lot	17	17	17
		919 Washington Office Lot- for sale - vacant	16	0	0
	on-street %		5	1	2
	off-street %		16	0	0
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
17	North	Washington St. (4-hr. meter)	5	0	0
	East	Santa Ursula Ave/I-35 (no parking)	0	0	0
	South	Victoria St. (no parking)	0	0	0
	West	San Bernardo Ave. (no parking)	0	0	0
	on-street %		5	0	0
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
18	North	Victoria St. (3- 10-hr. meter, 2 no meter)	5	2	2

	East	Davis Ave. (no parking)	0	0	0
	South	Houston St. (3-10-hr. meter, 1 no meter)	4	0	0
	West	Main Ave. (no parking loading zone)	0	2	5
		Vidal M. Trevino Lot	12	9	8
	on-street %		9	4	7
	off-street %		12	9	8
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
19	North	Victoria St. (no parking)	0	0	0
	East	Santa Maria Ave. (no parking)	0	0	0
	South	Houston St. (10-hr. meter)	8	8	7
	West	Davis Ave. (10-hr. meter)	3	0	1
		1503 Houston Travel Agency Lot	6	0	1
	on-street %		11	8	8
	off-street %		6	0	1
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
20	North	Victoria St. (no parking)	0	0	0
	East	Juarez Ave. (no parking)	0	0	0
	South	Houston St. (8-4 hr. meter, no meter)	9	6	4
	West	Davis Ave. (no meter, no limit)	9	0	0
		Private Covered Lot	34	19	19
		Private Lot	14	6	1
		1416 Houston Lot	8	5	5
	on-street %		18	6	4
	off-street %		22	11	6
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
21	North	Victoria St. (no parking)	0	0	0
	East	Salinas Ave. (no meter, no limit)	2	0	0
	South	Houston St. (4-hr. meter)	4	4	4
	West	Juarez Ave. (no meter, no limit)	5	0	0
		Covered Lot	19	11	11
		Mile One (private only parking)	29	15	12
		Warehouse Covered Lot (private only)	9	2	3
	on-street %		11	4	4
	off-street %		38	17	15
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		

22	North	Victoria St. (no parking assumed no signage)	0	0	0
	East	Convent Ave. (no signage)	8	0	0
	South	Houston St. (4-hr. meter)	7	7	6
	West	Salinas Ave. (4-hr. meter)	6	6	5
		Covered Lot	28	20	16
		Ramirez Bldg. Law Offices	22	12	7
		Victoria St Covered Lot	32	16	10
		Federal Public Defenders Lot	11	8	8
	on-street %		21	13	11
	off-street %		93	56	41
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
23	North	Victoria St. (no parking loading zone)	0	0	0
	East	Flores Ave. (4-hr. IPS meter)	7	4	7
	South	Houston St. (4-hr. IPS meter, city vehicles)	5	2	5
	West	Convent Ave. (no parking)	0	0	0
		City Hall Parking Lot (visitor parking) 1 hr. max	19	12	8
		City Hall Parking Lot (permit only)	11	8	7
		City Hall Parking Lot (business only)	14	10	11
	on-street %		12	6	12
	off-street %		44	30	26
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
24	North	Victoria St. (4-hr. IPS meter)	11	3	7
	East	San Agustin Ave. (4-hr. IPS meter)	8	6	4
	South	Houston St. (4-hr. IPS meter)	5	3	1
	West	Flores Ave. (4-hr. IPS meter)	7	8	4
		Webb County Courthouse Lot (reserved)	24	16	16
		Webb County Courthouse Lot (public)	6	5	6
	on-street %		31	20	16
	off-street %		30	21	22
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
25	North	Victoria St. (no parking)	0	0	0
	East	San Bernardo Ave. (no parking)	0	0	0
	South	Houston St. (no parking)	0	0	0
	West	San Agustin Ave. (no parking)	0	0	0
		Davita Dialysis Center (private)	32	10	7

		901 Victoria Office Bldg. Lot (private) reserved	17	10	8
	on-street %		0	0	0
	off-street %		49	20	15
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
26	North	Victoria St. (no parking)	0	0	0
	East	Santa Ursula Ave./I-35 (no parking)	0	0	0
	South	Houston St. (4-hr. meter)	4	0	0
	West	San Bernardo Ave. (no parking)	0	0	0
		Viajes A San Antonio Lot (private)	16	9	8
		Casa De Cambio Lot (private)	18	1	1
	on-street %		4	0	0
	off-street %		34	10	9
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
27	North	Houston St. (10-hr. meter)	10	2	2
	East	Davis Ave. (no parking student loading zone)	0	0	1
	South	Matamoros St. (10-hr. meter)	8	0	2
	West	Main Ave. (10-hr. meter)	9	1	2
	on-street %		27	3	7
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
28	North	Houston St. (10-hr. meter)	10	7	7
	East	Santa Maria Ave. (no parking)	0	0	0
	South	Matamoros St. (no parking loading zone)	0	0	5
	West	Davis Ave. (10-hr. meter)	4	0	1
		School Lot	13	8	9
	on-street %		14	7	13
			13	8	9
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
29	North	Houston St. (2-hr. meter)	10	8	7
	East	Juarez Ave. (no parking)	0	0	0
	South	Matamoros St. (no parking)	0	0	0
	West	Santa Maria Ave. (no parking)	0	0	0
		El Punto Night Club Lot	18	18	18
		Private Lot- US Probation Staff Only	22	0	0
		1413 Houston Lot - Pretrial Services	7	2	1
	on-street %		10	8	7

	off-street %		47	20	19
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
30	North	Houston St. (2-hr. meter)	7	7	7
	East	Salinas Ave. (no parking)	0	0	0
	South	Matamoros St. (10 min. only)	8	1	1
	West	Juarez Ave. (police parking only)	1	1	0
		Police Department Lot	15	9	7
	on-street %		16	9	8
	off-street %		15	9	7
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
31	North	Houston St. (no signage)	4	0	0
	East	Convent Ave. (no meter, no limit)	10	0	0
	South	Matamoros St. (no meter, no limit)	8	2	3
	West	Salinas Ave. (no parking)	0	0	0
		City Lot- Public Parking (reserved)	22	11	7
		City Lot- Public Parking (unreserved)	23	6	4
		City of Laredo Covered Parking - locked entry	24	18	15
	on-street %		22	2	3
	off-street %		69	35	26
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
32	North	Houston St. (4-hr. meter)	3	3	1
	East	Flores Ave. (no time limits)	6	4	1
	South	Matamoros St. (no parking)	0	0	0
	West	Convent Ave. (no parking)	0	0	0
		1119 Houston St. Lot (private) - for lease	15	0	0
		Wells Fargo Customer Parking Covered Parking	20	12	12
	on-street %		9	7	2
	off-street %		35	12	12
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**	**Count 1_**	**Count 2_**
33	North	Houston St. (2-hr. meter)	8	0	1
	East	San Agustin Ave. (no parking)	0	0	0
	South	Matamoros St. (no parking)	0	0	0
	West	Flores Ave. (no parking)	0	0	0
		Wells Fargo Lot (private)	84	39	38
		IBC Lot (private)	5	2	4

		Gravel Lot (private) estimated capacity	10	1	1
	on-street %		8	0	1
	off-street %		99	42	43
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
34	North	Houston St. (2-hr. meter)	2	0	0
	East	San Bernardo Ave. (no parking)	0	0	0
	South	Matamoros St. (no parking)	0	0	0
	West	San Agustin Ave. (2-hr. meter)	6	0	0
		IBC Customer Lot	18	5	6
		City of Laredo Parking Div. Lot	33	22	23
		Rapid Print (private)	7	2	3
		Red Taxi (private)	12	8	6
	on-street %		8	0	0
	off-street %		70	37	38
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
35	North	Houston St. (no parking)	0	0	0
	East	Santa Ursula Ave./I-35 (no parking)	0	0	0
	South	Matamoros St. (no parking)	0	0	0
	West	San Bernardo Ave. (no parking)	0	0	0
		Greyhound Lot (private)	36	9	8
	on-street %		0	0	0
	off-street %		36	9	8
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
36	North	Matamoros St. (no parking)	0	0	1
	East	Davis Ave. (Mexican Consulate parking)	3	4	1
	South	Farragut St. (no parking)	0	0	0
	West	Main Ave. (no meter, no limit)	9	8	2
	on-street %		12	12	4
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
37	North	Matamoros St. (10-hr. meter)	8	2	3
	East	Santa Maria Ave. (no meter, no limit)	4	0	0
	South	Farragut St. (no meter, no limit)	9	0	0
	West	Davis Ave. (10-hr. meter)	7	4	1
		Texas Chemical Private Lot	24	10	11
	on-street %		28	6	4

	off-street %		24	10	11
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
38	North	Matamoros St. (2-hr. meter)	8	7	2
	East	Juarez Ave. (2-hr. meter)	7	6	7
	South	Farragut St. (no parking)	0	0	0
	West	Santa Maria Ave. (no meter, no limit)	10	0	0
		Laredo Housing Authority Surface Lot	30	21	23
	on-street %		25	13	9
	off-street %		40	21	23
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
39	North	Matamoros St. (5-taxi spaces, 5-PD spaces)	10	0	0
	East	Salinas Ave. (6- taxi spaces)	6	5	1
	South	Farragut St. (no parking)	0	4	2
	West	Juarez Ave. (no parking bus stop)	0	0	2
	on-street %		16	9	5
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
40	North	Matamoros St. (no parking loading zone)	0	0	1
	East	Convent Ave. (no meter, no limit)	10	0	0
	South	Farragut St. (2-hr. IPS meter)	6	6	5
	West	Salinas Ave. (2-hr. IPS meter)	4	7	5
		Rialto Hotel Lot	35	15	14
		Amnesia Bar Lot	7	5	2
	on-street %		20	13	11
	off-street %		42	20	16
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
41	North	Matamoros St. (no parking)	0	0	0
	East	Flores Ave. (2-hr. IPS meter)	4	5	2
	South	Farragut St. (2-hr. IPS meter)	10	8	8
	West	Convent Ave. (no parking)	0	0	0
		Centro Public Parking Lot	109	40	36
	on-street %		14	13	10
	off-street %		109	40	36
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
42	North	Matamoros St. (no parking)	0	0	0
	East	San Agustin Ave. (no parking)	0	0	0

	South	Farragut St. (2-hr. IPS meter)	10	7	4
	West	Flores Ave. (2-hr. IPS meter)	5	4	1
		Old HEB Garage- Observed Boarded, Vacant			
	on-street %		15	11	5
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
43	North	Matamoros St. (no parking)	0	0	0
	East	San Bernardo Ave. (no parking)	0	0	0
	South	Farragut St. (2-hr. meter)	7	5	4
	West	San Agustin Ave. (no hr. posted IPS meter)	6	0	0
		BBVA Compass Lot (private)	39	16	28
	on-street %		13	5	4
	off-street %		39	16	28
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
44	North	Matamoros St. (no parking)	0	0	0
	East	Santa Ursula Ave/I-35 (no parking)	0	0	0
	South	Farragut St. (no parking)	0	0	0
	West	San Bernardo Ave. (no parking)	0	0	0
		Falcon Bank Lot (visitor)	38	8	4
		Falcon Bank Lot (employee)	31	19	18
	on-street %		0	0	0
	off-street %		69	27	22
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
45	North	Farragut St. (7 consulate spaces signed)	7	6	7
	East	Davis Ave. (3 consulate spaces signed)	3	6	4
	South	Hidalgo St. (no meter, no limit)	10	6	6
	West	Main Ave. (no parking)	0	0	0
	on-street %		20	18	17
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
46	North	Farragut St. (10 hr. meter)	9	1	1
	East	Santa Maria Ave. (no parking)	0	0	0
	South	Hidalgo St. (no parking)	0	0	0
	West	Davis Ave. (no meter, no limit)	7	3	3
		Bio Plasma Center Lot	16	16	13
	on-street %		16	4	4
	off-street %		16	16	13

Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory		
47	North	Farragut St. (2-hr. meter bagged)	4	0	0
	East	Juarez Ave. (no parking)	0	1	0
	South	Hidalgo St. (2-hr. meter)	6	0	0
	West	Santa Maria Ave. (no parking)	0	0	0
		Expesos Currency Exchange Lot	16	6	0
		Public Parking Lot- Danny's Overflow	38	23	22
	on-street %		10	1	0
	off-street %		54	29	22
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
48	North	Farragut St. (no parking)	0	0	0
	East	Salinas Ave. (no parking)	0	0	0
	South	Hidalgo St. (no parking)	0	0	0
	West	Juarez Ave. (no parking)	0	0	0
	El Metro Transit Center Garage		398	200	190
	off-street %		398	200	190
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
49	North	Farragut St. (5 2-hr. IPS meter, 1 2-hr. meter)	6	7	7
	East	Convent Ave. (no parking)	0	0	0
	South	Hidalgo St. (2-hr. IPS meter)	8	7	6
	West	Salinas Ave. (no parking)	0	0	0
	on-street %		14	14	13
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
50	North	Farragut St. (2-hr. IPS meter)	6	6	6
	East	Flores Ave. (2-hr. IPS meter)	9	9	9
	South	Hidalgo St. (2-hr. IPS meter)	10	10	9
	West	Convent Ave. (no parking)	0	0	0
	on-street %		25	25	24
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
51	North	Farragut St. (2-hr. meter, 2 taxi)	4	1	0
	East	San Agustin Ave. (no parking)	0	0	0

	South	Hidalgo St. (2-hr. IPS meter, 2 loading spaces)	7	3	1
	West	Flores Ave. (2-hr. IPS meter)	6	6	4
	on-street %		17	10	5
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
52	North	Farragut St. (2-hr. meter)	8	0	1
	East	San Bernardo Ave. (2-hr. meter)	7	0	0
	South	Hidalgo St. (2-hr. meter)	9	5	5
	West	San Agustin Ave. (2-hr. IPS meter)	7	1	1
		901 Farragut Lot (private) - gated	18	0	1
	on-street %		31	6	7
	off-street%		18	0	1
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
53	North	Farragut St. (no parking)	0	0	0
	East	Santa Ursula Ave/I-35 (no parking)	0	0	0
	South	Hidalgo St. (no parking)	0	0	0
	West	San Bernardo Ave. (2-hr meter)	6	0	0
		BBVA Garage	242	84	78
	on-street %		6	0	0
	off-street%		242	84	78
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
54	North	Hidalgo St. (no parking)	0	0	0
	East	Davis Ave. (no meter, no limit)	8	7	5
	South	Lincoln St. (no meter, no limit)	11	4	6
	West	Main Ave. (no parking)	0	0	0
	on-street %		19	11	11
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
55	North	Hidalgo St. (no meter, no limit)	3	2	3
	East	Santa Maria Ave. (no parking)	0	0	0
	South	Lincoln St. (no meter, no limit)	3	0	3
	West	Davis Ave. (no meter, no limit)	8	4	3
		Plasma Center Lot (private)	34	26	32
	on-street %		14	6	9
	off-street%		34	26	32
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
56	North	Hidalgo St. (no parking)	0	0	0

	East	Juarez Ave. (no parking)	0	0	0
	South	Lincoln St. (no parking)	0	0	0
	West	Santa Maria Ave. (no parking)	0	0	0
		Villareal Electric Lot (private)	7	1	0
		1415 Hidalso Lot (private)	7	3	1
		1411 Hidalgo Private Lot (private)	5	3	1
	on-street %		0	0	0
	off-street%		19	7	2
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
57	North	Hidalgo St. (no parking)	0	0	0
	East	Salinas Ave. (2-hr. meter)	8	7	6
	South	Lincoln St. (no parking)	0	0	0
	West	Santa Maria Ave. (2-hr. meter)	4	0	0
		LFD Furniture Lot	18	6	9
		Danny's Lot (private)	39	24	22
	on-street %		12	7	6
	off-street%		57	30	31
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
58	North	Hidalgo St. (no signage)	0	0	0
	East	Convent Ave. (no parking)	0	0	0
	South	Lincoln St. (no parking)	0	0	0
	West	Salinas Ave. (2-hr. meter)	3	3	3
	A	Public Parking Lot	35	17	33
	on-street %		3	3	3
	off-street%		35	17	33
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
59	North	Hidalgo St. (no parking)	0	0	0
	East	Flores Ave. (3 2-hr. meter)	8	5	6
	South	Lincoln St. (no parking)	0	0	0
	West	Convent Ave. (no parking)	0	0	0
	on-street %		8	5	6
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
60	North	Hidalgo St. (2-hr. IPS meter)	7	2	5
	East	San Agustin Ave. (2-hr. IPS meter)	5	1	2
	South	Lincoln St.	4	0	2

	West	Flores Ave.	6	2	3
	on-street %		22	5	12
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
61	North	Hidalgo St. (2-hr. IPS meter)	3	0	1
	East	San Bernardo Ave. (2-hr. IPS meter)	8	0	1
	South	Lincoln St. (no parking)	0	0	0
	West	San Agustin Ave. (2-hr. IPS meter)	7	0	1
	A	Laredo Convention Visitor Lot	35	12	16
	on-street %		18	0	3
	off-street%		35	12	16
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
62	North	Hidalgo St. (no meter, no limit)	8	6	6
	East	Santa Ursula/I-35 (no parking)	0	0	0
	South	Lincoln St. (no parking)	0	0	0
	West	San Bernardo Ave. (2-hr. meter)	6	2	0
		HKG Duty Free Lot (private)	12	1	1
		Veta Lot (private)	9	0	1
	on-street %		14	8	6
	off-street%		21	1	2
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
63	North	Lincoln St. (no meter, no limit)	10	5	5
	East	Davis Ave. (no meter, no limit)	9	6	5
	South	Iturbide St. (no parking)	0	4	0
	West	Main Ave. (no meter, no limit)	7	0	7
	on-street %		26	15	17
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
64	North	Lincoln St. (no meter, no limit)	7	7	8
	East	Santa Maria Ave. (no parking)	0	0	0
	South	Iturbide St. (no parking)	0	0	0
	West	Davis Ave. (no meter, no limit)	5	4	2
	on-street %		12	11	10
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
65	North	Lincoln St. (2-hr. meter)	2	4	3
	East	Juarez Ave. (no parking)	0	0	0
	South	Iturbide St. (no parking)	0	0	0

	West	Santa Maria Ave. (no parking)	0	0	0
		1417 Lincoln Lot (private)	22	15	13
		Fenced Lot (private)	25	22	18
	on-street %		2	4	3
	off-street%		47	37	31
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
66	North	Lincoln St. (2-hr. meter)	6	0	7
	East	Salinas Ave. (2-hr. meter)	5	7	8
	South	Iturbide St. (2-hr. meter)	2	2	2
	West	Juarez Ave. (2-hr. meter)	4	2	1
	on-street %		17	11	18
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
67	North	Lincoln St. (2-hr. meter)	4	0	4
	East	Convent Ave. (no parking)	0	0	0
	South	Iturbide St. (loading spaces)	0	0	1
	West	Salinas Ave. (loading spaces)	5	5	4
	on-street %		9	5	9
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**	**Count 1_**	**Count 2_**
68	North	Lincoln St. (2-hr. meter)	8	0	1
	East	Flores Ave. (2-hr. meter)	6	5	6
	South	Iturbide St. (2-hr. meter)	3	6	5
	West	Convent Ave. (no parking)	0	0	0
	on-street %		17	11	12
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
69	North	Lincoln St. (2-hr. meter)	8	0	5
	East	San Agustin Ave. (no parking)	0	0	0
	South	Iturbide St. (2-hr. meter)	11	1	9
	West	Flores Ave. (2-hr. meter)	9	6	8
	on-street %		28	7	22
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
70	North	Lincoln St. (2-hr. meter)	9	3	2
	East	San Bernardo Ave. (no parking)	0	0	0
	South	Iturbide St. (2-hr. meter)	8	2	2
	West	San Agustin Ave. (no parking)	0	0	0
		Site Banderas Lot (private)	35	2	1

		El Cananazo Lot (public) - metered- 4 hr. max	24	3	9
	on-street %		17	5	4
	off-street%		59	5	10
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
71	North	Lincoln St. (2-hr. meter)	5	0	0
	East	Santa Ursula/I-35 (no parking)	0	0	0
	South	Iturbide St.	4	1	1
	West	San Bernardo Ave. (2-hr. meter)	6	0	0
		Veterans Lot (private) - roped off	8	0	0
		Premier Lot (private)	18	1	0
		Premier Lot (private)	30	9	15
	on-street %		15	1	1
	off-street%		56	10	15
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
72	North	Iturbide St. (no meter, no limit)	8	7	6
	East	Davis Ave. (no parking)	0	0	0
	South	Grant St. (no meter, no limit)	8	8	8
	West	Main Ave. (no meter, no limit)	9	0	3
		Sunny's Perfume Lot (private)	11	3	5
	on-street %		25	15	17
	off-street%		11	3	5
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
73	North	Iturbide St. (no parking)	0	0	0
	East	Santa Maria Ave. (no parking)	0	0	0
	South	Grant St. (no meter, no limit)	2	2	1
	West	Davis Ave. (no meter, no limit)	7	6	7
		City Public Lot (4-hr. max) - metered	42	43	16
		Veta Lot (private)	19	7	10
	on-street %		9	8	8
	off-street%		61	50	26
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
74	North	Iturbide St. (2-hr meter)	4	1	0
	East	Juarez Ave. (no parking)	0	0	0
	South	Grant St. (2 hr. meter)	4	1	2
	West	Santa Maria Ave. (no parking)	0	0	0

		Private Lot	20	9	20
		Private Lot	6	3	5
		Private Lot	15	7	7
	on-street %		8	2	2
	off-street%		41	19	32
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
75	North	Iturbide St. (2-hr. meter)	4	0	2
	East	Salinas Ave. (2-hr. meter)	10	5	6
	South	Grant St.	6	4	6
	West	Juarez Ave.	6	3	5
	on-street %		26	12	19
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
76	North	Iturbide St. (2-hr. meter)	4	4	4
	East	Convent Ave. (2-hr. meter)	0	0	0
	South	Grant St. (2-hr. meter)	0	1	1
	West	Salinas Ave. (2-hr. meter)	8	8	8
	on-street %		12	13	13
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
77	North	Iturbide St. (2-hr. IPS meter)	6	6	5
	East	Flores Ave. (no parking)	0	0	0
	South	Grant St. (no parking)	0	0	0
	West	Salinas Ave. (no parking)	0	0	0
	on-street %		6	6	5
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
78	North	Iturbide St. (2-hr meter)	9	3	7
	East	San Agustin Ave. (no parking)	0	0	0
	South	Grant St. (no parking)	0	0	0
	West	Flores Ave. (2-hr. meter)	8	6	8
	on-street %		17	9	15
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
79	North	Iturbide St. (2-hr meter)	5	0	1
	East	San Bernardo Ave. (no parking)	0	1	0
	South	Grant St. (no parking)	0	0	0
	West	San Agustin Ave. (no parking)	0	0	0
		Archdiocese Lot (public) - closes at 7:30 pm	82	14	29

	on-street %		5	1	1
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
80	North	Iturbide St. (no meter, no limit)	2	2	2
	East	Santa Ursula Ave./ I-35 (no parking)	0	0	0
	South	Grant St. (no parking)	0	0	0
	West	San Bernardo Ave. (no parking)	0	0	0
	A	Lot K	32	27	32
	B	Lot L	25	7	5
	on-street %		2	2	2
	off-street%		57	34	37
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
81	North	Grant St. (no parking)	0	0	0
	East	Davis Ave. (no parking)	0	0	0
	South	Zaragoza St. (no parking)	0	0	0
	West	Main Ave. (no parking)	8	0	6
		City of Laredo Parking Lot	38	4	4
	on-street %		8	0	6
	off-street%		38	4	4
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
82	North	Grant St. (no parking)	0	0	0
	East	Santa Maria Ave. (no parking)	0	0	0
	South	Zaragoza St. (no parking)	0	0	0
	West	Davis Ave. (no parking)	0	0	0
		City Lot (passenger only, no long term)	60	17	17
	off-street%		60	17	17
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
83	North	Grant St. (no parking)	0	0	0
	East	Juarez Ave. (no parking)	0	0	0
	South	Zaragoza St. (no parking)	0	0	0
	West	Santa Maria Ave. (no parking)	0	0	0
		City Lot - meter regulated	59	1	10
		Private Lot	16	3	14
	off-street%		75	4	24
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
84	North	Grant St. (no parking)	0	0	0

	East	Salinas Ave. (no parking)	0	0	0
	South	Zaragoza St. (no parking)	0	0	0
	West	Juarez Ave. (2-hr. meter)	6	2	6
		Navarro's Lot (public)	30	14	15
	on-street %		6	2	6
	off-street%		30	14	15
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
85	North	Grant St. (no parking)	0	0	0
	East	Convent Ave. (no parking)	0	0	0
	South	Zaragoza St. (no parking)	0	0	0
	West	Salinas Ave. (no parking)	0	0	0
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
86	North	Grant St. (meter, loading spaces)	5	3	5
	East	Flores Ave. (2-hr. meter)	2	3	7
	South	Zaragoza St. (no parking)	0	0	0
	West	Convent Ave. (no parking)	0	0	0
		Law Office Lot (private)	5	0	0
	on-street %		7	6	12
	off-street %		5	0	0
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
87	North	Grant St. (2-hr. meter)	5	4	6
	East	San Agustin Ave. (taxi area)	4	3	3
	South	Zaragoza St. (loading spaces)	0	2	6
	West	Flores Ave. (no parking)	0	3	5
	on-street %		9	12	20
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
88	North	Grant St. (2-hr. meter)	6	0	5
	East	San Bernardo Ave. (2-hr. meter)	4	1	3
	South	Zaragoza St. (2-hr. meter)	10	4	9
	West	San Agustin Ave. (loading)	0	0	0
		San Agustin Parking Lot (public)	44	10	12
	on-street %		20	5	17
	off-street %		44	10	12
Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		

89	North	Grant St. (2-hr. meter)	7	1	3
	East	Santa Ursula Ave. (no parking)	0	0	0
	South	Zaragoza St. (2-hr. meter)	6	0	3
	West	San Bernardo Ave. (no parking)	0	0	0
		Heritage Museum Lot (private)	10	1	2
		Plasma Lot (private)	18	8	8
	on-street %		13	1	6
	off-street %		28	9	10

Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
90	North	Water St. (2-hr. meter)	14	3	4
	East	Santa Maria Ave. (no parking)	0	0	0
	South	Pedregal St. (no parking)	0	0	0
	West	Main Ave. (no parking)	0	0	0
		Outlet Lot - 3 hr. free	834	10	56
	off-street %		834	10	56

Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
91	North	Water St. (no parking)	0	0	0
	East	Convent Ave. (no parking)	0	0	0
	South	Pedregal St. (no parking)	0	0	0
	West	Santa Maria Ave. (no parking)	0	0	0
		Outlet Parking Garage - under building	397	25	50
		Outlet Surface Lot (private)	300	16	30
		Outlet Surface Lot (private) - GSA Fenced	55	0	0
	off-street %		752	41	80

Block	**Lot ID/ Block Face**	**Lot Name/ Street Name**	**Inventory**		
92	North	Zaragoza St. (no parking)	0	0	0
	East	San Darido Ave. (under bridge)	0	0	0
	South	Pedregal St. (include lots to south)	0	0	0
	West	Convent Ave. (no meter)	20	10	10
		Lot O	15	0	0
		Lot P	10	13	13
	on-street %		20	10	10
	off-street %		25	13	13

on-street	**1228**	**607**	**672**

Surface Lot (public access)	1408	230	250
Surface Lot (private)	1928	759	739
Garage (public access)	398	200	190
Garage (private)	1140	549	558
TOTAL	**6380**	**2503**	**2623**
% Total Occupancy		39%	41%

Appendix C: Shared Parking User Agreement Sample

Shared Parking Agreement

'160.117(E)(4): A Shared parking. Formal agreements which share parking between intermittent uses with non-conflicting parking demands (eg. a church and a bank) are encouraged as a means to reduce the amount of parking required. Such agreements are subject to the approval of the Planning Commission. Individual spaces identified on a site plan for shared users shall not be shared by more than one user at a time.

As owner(s) of the property located at _____, I (we) hereby agree to share _____ parking spaces (as shown on attached site plan) during the following times and days:

The following restrictions apply:

Required parking

My (our) property requires_____ parking spaces based upon the City's parking lot ordinance. The use of my (our) property is_____ and it contains _____square feet.

The applicant's property requires_____ parking spaces based upon the City's parking lot ordinance. The use of the applicant's property is _____and it contains _____ square feet.

Site Plan Attach a diagram of the entire parking lot. Enumerate spaces to be shared per this agreement. Also indicate any spaces within this lot which are shared with other entities.

Owner Signature: _____ Date: _____

Owner Signature: _____ Date: _____

Applicant Signature: _____ Date: _____

Source: City of Fayetteville, Arkansas

Appendix D: Downtown Laredo Public Parking Map

P CITY OF LAREDO PUBLIC LOTS
P EL METRO PARKING GARAGE
P PAID PUBLIC PARKING-PRIVATELY OWNED FACILITIES