

Bridge Street District: On-Street Parking Management Study



Statement of Purpose

The City of Dublin is seeking a qualified consultant or consultant team to study and recommend strategic solutions for on-street parking management within Bridge Street District.

Introduction

In 2010, Bridge Street District Plan focused on revitalizing City's prime but underutilized land by introducing vibrant mix of land uses to create value for the community while continuing to enhance Dublin's overall economic strength and quality of life. This new development vision calls for greater development densities and other urban characteristics that are unlike Dublin's planning traditions. But this type of development is expected to continue to be of high quality and fully complementary to those traditions and targeted specifically for this portion of the city. The compact nature of mixed-use, walkable development will support to balance the quality, integrity, and value of Dublin's traditional residential neighborhoods.

The emergence of Historic Dublin as a highly walkable center of community has been a key driver and inspiration behind the Vision for the Bridge Street District. Strategic infill development and pedestrian and parking improvements are thought to bring a new level of success to the existing center. The streets in the Bridge Street District are intended first for people as pedestrians, and secondly as a means of travel by auto. Safety is a primary consideration, accomplished through measures such as wide sidewalks, on-street parking to buffer and define walking spaces.

The Bridge Street District's many opportunities result from its diverse strengths and variety of characteristics throughout the District. Substantial areas on both sides of the Scioto River are ripe for larger-scale and more comprehensively-planned mixed-use developments to create whole new walkable neighborhoods. New grid street system will be introduced to add to the walkable urban nature of the District.

While establishing a highly walkable, urban environment is a key element of development in the Bridge Street District, it is a reality that personal vehicles will still be part of the fabric. Hence, any new mixed-use, denser development opportunities will be followed by associated parking challenges. During the



planning process, one of the major issues identified by the business community within Historic Dublin was “Proximity Parking”. Since then, the City of Dublin has been active in providing for the parking needs by creating time-limited public parking lots catering to sections of Historic Dublin. However, other proximity (on-street) spaces are still not being used in an efficient manner. The Plan recommended possible installation of parking meters to generate funds for the District and to encourage turnover for on-street and public lot parking to mitigate the issue of proximity parking.

As the envisioned development within Bridge Street District occurs overtime, parking demand, especially along both sides of Scioto River is expected to rise, exceeding on-street supply in many cases. It is important for Bridge Street District to efficiently and effectively manage on-street parking recognizing that it is a finite commodity. It is implied that unregulated (i.e. free) on-street parking will result in limited parking availability, inefficient use of spaces, and excess vehicular circulation. At the same time, effective parking management can also be an opportunity to creatively blend on-street parking as a part of “Complete Streets” design for future development and redevelopment anticipated for Bridge Street District. If managed creatively, on-street parking will prove to be a significant asset for the area.

Description

The City of Dublin is interested in addressing a number of issues related to the conditions noted below. As part of the overall effort the project team should be prepared to accomplish the following tasks at a minimum:

- A. Existing conditions and project elements:
 - Meet with relevant City staff members to discuss project parameters, issues, constraints, schedule, and final products. A field trip can be included to highlight various sections of Bridge Street District relevant to the study.
 - Review existing plans to identify recommendations related to on-street parking within Bridge Street District.
 - Review the long term goals, scale, and character of the development envisioned for Bridge Street District in the relevant plans to understand expected demand and nature of on-street and off-street parking.
 - Review existing on-street parking management and neighborhood parking conditions.
- B. Analysis
 - Review the street design standards required by the Bridge Street District code to understand the nature of the on-street parking.
 - Consider various strategies for improved management of on-street spaces.



- Investigate the potential for using innovative technologies and approaches, including variable pricing of on-street parking to manage demand and increase availability.
- Discuss management strategies involving combination of four primary elements: enforcement, technology, conventional regulation, and price-based regulation.
- Discuss cost-benefit analysis related to long term development of the area and on-street parking management.

C. Implementation

- Discuss public process to introduce the idea of paid/metered on-street parking to the community.
- Discuss short term and long term phasing and programming.
- Discuss administrative mechanisms to manage parking, such as parking authorities, or other similar entities.
- Discuss other alternatives, such as the potential for metering options for off-street, structured parking.

Implementation measures for recommendations may be in the form of design guidelines, technology options, or other appropriate means that will permit solutions to be widely implemented and cost effective.

Other tasks, such as public meetings, presentations, and final products will be developed with a scope of work and approval of a contract for services.

Process

Responses from interested consultants must be received at City of Dublin Planning no later than 4:00 pm on August 8, 2014.

By the submission deadline, respondents should include, by e-mail PDF attachment:

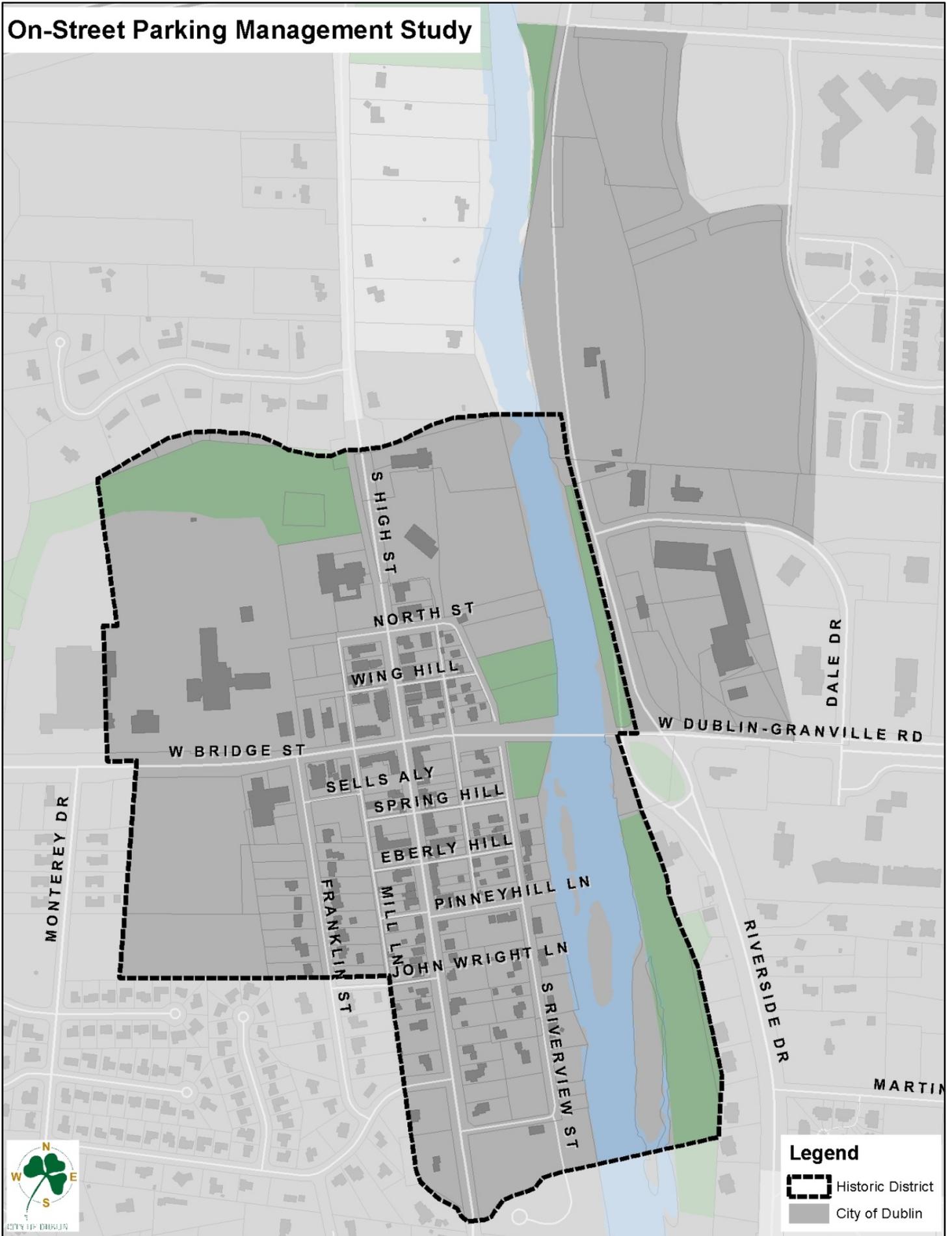
1. A cover letter expressing the consultant /firm's interest in the project, and identification of the specific individual(s) who will perform the work.
2. The expected general approach to be taken toward completion of the project.
3. Additional recommended work elements not covered in this RFQ (optional).
4. Copy of - or web link to - prior similar studies done by the consultant, examples of graphics and GIS maps produced and any other information illustrating the respondent's qualifications for performing the work outlined in this RFQ.



City of Dublin Planning will be responsible for screening responses. Three firms will be selected based on their responses. The selected firms will be asked to attend a discussion session with appropriate members from the City's Planning, Engineering, and Economic Development staff to discuss the issues described in the Description, potential approaches that could be taken, and other potential projects/studies/plans that may be needed. The City staff members will discuss the qualifications of the firms and invite a single firm or team to work with the City to develop a full scope of work and contract for services. The project and budget will be managed by City of Planning. We anticipate an award by September 2014.



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