



PARKING AUTHORITY SPECIAL MEETING APRIL 8, 2019

ATTENDANCE:

Richard Brescia, Chairman
Michael Harden, Vice Chairman
Jud Aley
Tom Vetter
Eric Rains

STAFF:

Jessica Casey, Chief of Community and Economic Development
Kathryn Hebert, Director of Transportation & Mobility
Vanessa Valadares, DPW Senior Civil Engineer
Dilene Byrd, Secretary

OTHERS:

Rita Azrelyant, Consultant

CALL TO ORDER

Mr. Brescia called the meeting to order at 5:30PM.

DISCUSSION- STRATEGIC PLAN

Mr. Brescia stated that over 40 topics have been received for the strategic plan from the members of the Parking Authority and staff. He said the idea is to create a vision and path based on the objectives, and that some will be near term and others will be long term and will be done on a three year basis rather than a five year because there will be more visibility.

The following topics were discussed for the Strategic Plan:

- **Public Realm possibilities-** Mr. Brescia asked Mr. Rains what he meant by public realms. Mr. Rains stated he describes it as the face of every building to the curb, and whatever the Parking Authority can do to make those experiences as good as possible. He also described it as public spaces where people gather on a formal or informal basis and spend time. Mr. Brescia asked if parking would need to be a part of that formula. Mr. Rains said that would tie into curb management, and he does not think it is necessary or important to incorporate parking within the public spaces, but the Parking Authority has the opportunity to use the resources that paid parking gives us to make the community better, and he thinks parks is the way to do that. He also suggested the possibility of incorporating programming within the parks, and to fund festivals and/or events that would invigorate the different areas of the city.
- **Zoning Changes-** Mr. Vetter said it can be an opportunity and a challenge to the Parking Authority, and that they will have to keep abreast of what is going on and how it effects what the Parking Authority does with parking in different parts of the city. Mr. Brescia asked Mr. Vetter if that would include a zoning ordinance that would tie into parking requirements. Mr. Vetter said “yes” and that the Parking Authority would need to give input that is appropriate. Mr. Brescia asked Mr. Vetter if he thinks the zoning requirements should include a minimum amount of parking space requirement. Mr. Vetter said “yes”.
- **On Street Parking Rates-** Mr. Aley stated there is a concept of demand based parking pricing that is currently used in San Francisco and the street sensors monitor how many cars are on a block, and if there are no cars on the block the price at the meter decreases and if the block is full the price increases. He said another way to do that is with hours and that he suggested extending the hours of on street parking to at least until 9:00PM. He also said that in most areas the paid parking begins at 8:00AM and he would like to do a test period and begin the parking on some streets at 9:00AM. He said he does not believe Norwalk is ready quite ready for demand based parking but that hours can be adjusted.
- **Branding-** Ms. Azrelyant stated that she thinks for the Parking Authority to be more visible the branding needs to stand out and it currently not cohesive. She said she thinks the logo is great and has a lot of potential but it can be better promoted so that people are aware where the parking lots and garages are.
- **Wayfinding Abilities-** Mr. Harden said that the wayfinding abilities need to be improved and for example he would like people to come out of the Maritime Parking Garage and walk down Marshall Street to North Main Street, and have people to walk to North Main Street and have people enjoy the SONO rather than having to walk under the bridge on North Water Street. He also suggested installing a branded archway that would stand out and help people to get around Norwalk.

- Technology- Ms. Hebert said to tap into technology to help get people where they need to go. She said the other is communication and connection so that other agencies public and private can communicate what is going on and to work together.
- Opportunity- Ms. Casey said “don’t let a crisis go to waste” and with the serious demand for parking from the Walk Bridge project there is an opportunity to leverage all the work that is going on in Norwalk, and to be able to have a voice that would provide connectivity and a vehicle for that voice to be heard.
- Work with other elements of the city and be a motivating factor
- Circulator

Mr. Brescia said that some of topics can be combined and that he would like to get the list down to 15-20 topics that they think they can accomplish within the next two fiscal years, and what the long term objectives will be that go beyond the first two years.

It was decided that the objective topics that would be discussed are:

- Establishing a Private/Public Coalitions
- Reevaluation of the parking rates/ timing
- Public realm improvements
- Zoning Changes
- Wall Street Area Plans
- Partnerships
- Wayfinding
- Technology

- Being a voice in the discussions from the Parking Authority's perspective and to have consistency at the table.
- Outreach
- Funding Source Availability
- Scope of responsibility/ Birdseye view

Mr. Brescia said at the next meeting they will be discussing which of the objectives can be achieved best and also identify some that may have been left out. He said if anyone has any other thoughts prior to the next meeting to send them to Ms. Hebert.

ADJOURNMENT

**** MR. VETTER MOVED TO ADJOURN**

**** MR. RAINS SECONDED THE MOTION.**

**** THE MOTION PASSED UNANIMOUSLY.**

The meeting adjourned at 6:30PM.

Respectfully submitted,
Dilene Byrd