

City of Biddeford
Downtown Committee
October 08, 2019 6:15 PM Council Chambers
205 Main Street

- 1. Call to order**
- 2. Approval of the Minutes**
 - 2.a. Minutes of August 27, 2019
[DRAFT - Downtown Committee Minutes of August 27, 2019](#)
- 3. Staff Update**
 - 3.a. Staff Update
[Staff Update 20191008](#)
- 4. Discussion/Review**
 - 4.a. Discussion/Approval: Amend Ch 42 Motor Vehicles and Traffic/Sec 42-62 Identification and Use of Municipal Lots - Extend 2-hr Free Short-term Parking to Blue and Purple Lots
[20191008 Briefing Memo - Extend 2-Hr Free Parking-Blue and Purple Lots](#)
[Order DC2019.14 Sec. 42-92 Identification and Use of Municipal Parking Lots - Extend 2-Hr Free Parking](#)
 - 4.b. Discussion - DDC Suggestion for Parking Postcard
[Briefing Memo - DDC Suggestion for Parking Postcard w Attachments](#)
[20191004 DDC Postcard Update](#)
- 5. Adjourn**

**Downtown Committee Meeting
August 27, 2019**

Committee Chair, Norman Belanger called the meeting to order at 5:30 p.m.

Roll Call: Mayor Casavant; Councilors Norman Belanger, Amy Clearwater and Michael Ready; Marc Lessard, Member Julian Schlaver

Staff that was present:

Chief Operating Officer, Brian Phinney

The Committee, and all who were present, recited the Pledge of Allegiance.

Approval of Minutes: July 29, 2019

Chairman Belanger requested a correction at Item, 3, last paragraph, change “formally” or “formerly”. Motion by Councilor Clearwater, seconded by Councilor Ready to approve the minutes as amended.

Vote: Unanimous.

Staff Update:

a) Improved identification and lighting for kiosks

Chief Operating Officer, Brian Phinney explained that due to priorities associated with reconfiguring the Green and Yellow Lots, the solar light evaluation has not been completed. This information will be available for the September meeting or the next available meeting if the September meeting should be cancelled.

b) Parking Consultant

Chief Operating Officer, Brian Phinney informed the Committee that the City Council directed the city manager to prepare and release a request for bid (RFB) for a parking consultant. The general scope of work includes a review of the parking management plan and implementation. The RFB submittals are due by Wednesday, September 11. A recommendation for award may be placed before the Finance Committee and Council (depending on approval authority) at the upcoming September 17 meeting. Mr. Phinney suggested that the Committee may want to consider the timing and results of this RFB in relation to any items that may come before the Committee prior to a final determination on the RFB.

c) Reconfiguring Green/Yellow Lot

Chief Operating Officer, Brian Phinney informed the Committee that City Council concurred with early discussions by the Committee that the outward facing spaces perpendicular to Franklin Street be treated as on-street spaced consistent with those of other downtown side streets. The packet includes an Order for this item.

d) Pearl Street Master Planning

Chief Operating Officer, Brian Phinney informed the Committee that there is a City Council workshop scheduled for Tuesday, August 27 (that evening). The workshop continues the discussion relative to a parking garage on the 3 Lincoln Street Lot and project financing. Due to

the timing of this workshop and the relationship with Pearl Street, staff recommended refraining from making any immediate decisions on planning for this area until there is a better understanding of the development plans and project timing.

Mayor Casavant voiced concern that there should be some planning underway in the event the construction in the area commences sooner than expected and there should be some consideration for improved signage on Pearl Street. Mr. Phinney noted that staff is reviewing the issue and considering options but isn't prepared to offer any formal strategies until more information is available regarding timing.

Member Schlaver asked for confirmation on the number of newly created spaces on Franklin Street. Mr. Phinney stated the number of spaces as 27.

e) Municipal Lot Designations

Chief Operating Officer, Brian Phinney informed the Committee that staff has been considering the issue of lot names as part of the sign review process. The general consensus is that the lots should be named/referenced according to the adjacent street(s) rather than color designations. Community members become aware of the lot color references through association and city communications. Citizens from out-of-town have less exposure and thus street references may be more descriptive. Mr. Phinney indicated that staff is not making a formal recommendation at this time due to a pending decision on the parking consultant. If there is a decision to move forward with a consultant the naming convention will be one of the issues to consider.

Discussion/Approval:

1. Amend Sec. 42-92 – Limited Parking, Franklin Street
2019.13 IN BOARD OF CITY COUNCIL...AUGUST 27, 2019
BE IT ORDERED, by the Downtown Committee of the City of Biddeford that the Code of Ordinances, Chapter 42, Motor Vehicles and Traffic, Article IV Specific Street Regulations, **Section 42-92 Limited Parking**, be amended by adding or ~~deleting~~ to read as follows:

Franklin Street, even numbered side, beginning at a point approximately 190 feet from the northwest side of the intersection with Main Street and extending southwesterly a distance of approximately 236 feet, two hours, from 8:00 a.m. to 5:00 p.m., except Sunday and holidays.

Note: This order reflects the language of the change as requested.

Motion by Councilor Ready, seconded by Mayor Casavant to grant the order.

In the discussion it was confirmed that the Order only addresses the perpendicular spaces abutting the Green Lot and that 27 spaces were created when the berm was installed separating the Green Lot from Franklin Street.

Vote: Unanimous.

2. Identification and Use of Municipal Lots/Change Short-term Parking

2019.10

IN BOARD OF CITY COUNCIL...JULY 29, 2019

BE IT ORDERED, by the Downtown Committee of the City of Biddeford that the Code of Ordinances, Chapter 42, Motor Vehicles and Traffic, Article IV Specific Street Regulations, **Section 42-62 Identification and Use of Municipal Parking Lots**, be amended by adding or ~~deleting~~ to read as follows:

Franklin Street Parking Lot, also known as the Green Lot, refers to the City public parking lot located in the area of ~~at the corner of~~ Franklin Street, Washington Street and ~~Federal Street~~, parallel to Jefferson Street, and further described as Map 38, Lots 354, 355 and 360.

The lot shall be designated as permit-only parking available for monthly (Monday through Friday) permits, monthly (24/7) permits and the remainder available for short-term and monthly (nights and weekend) permits, with the remainder available for short-term parking on a rolling basis, except that ~~up to four spaces located adjacent to 42 Franklin Street, with an additional~~ the first six spaces beginning at a point approximately 20 feet south southwesterly from the intersection of the north corner located directly in front of 42 Franklin Street, and further described as Map 38, Lot 364, and extending approximately 141 feet shall be available as one-hour parking with the remaining spaces available as thirty-minute parking spaces.

Ten spaces shall be posted and clearly marked as reserved for use by courthouse employees on scheduled court days, Monday through Friday from 7:00 a.m. to 5:00 p.m.

No vehicle shall remain parked in this parking lot longer than 24 consecutive hours without a valid permit.

Note: This order reflects the language of the change as requested.

Motion by Councilor Lessard, seconded by Councilor Clearwater to grant the order.

In their discussion, the Committee considered the nature of the parking and the merits of a blend of long-term and short-term parking for the benefit of the range of businesses in the area as well as the potential for confusion if there are multiple time limits. generally agreed that some sort of parking plan or guidelines needs to be established in order to gain some consistency throughout the City. The Committee would like to move away from continually reacting to specific requests from businesses.

Motion by Councilor Clearwater to amend by changing the six 1-hour spaces to six 2-hour spaces, seconded by Mayor Casavant.

In their discussion the Committee acknowledged that the designation of 30-min spaces was at the request of the adjacent business and that there is available longer term parking adjacent to the area. In addition there was some concern regarding legislating in response to a particular business. There was also a suggestion to flip the requested spaces so that the 30-minute spaces are toward Franklin Street and the requested 1-hour spaces be toward Jefferson Street to better serve the area.

Vote: Councilor Belanger, Mayor Casavant, and Councilor Clearwater in favor, Councilor Ready and Councilor Lessard opposed, motion to amend passes.

Motion to amend by changing the six 1-hour spaces to six 2-hour spaces, seconded by Mayor Casavant.

Motion by Councilor Clearwater, seconded to Mayor Casavant, to further amend by making the last six spaces the 2-hour spaces, vs. the first six spaces.

Vote: Councilor Belanger, Mayor Casavant, and Councilor Clearwater, Councilor Lessard in favor, Councilor Ready opposed, motion to amend passes.

Vote on the original Order as amend: Councilor Belanger, Mayor Casavant, and Councilor Clearwater, in favor, Councilor Ready and Councilor Lessard opposed, motion passes.

Motion by Councilor Lessard, seconded by Councilor Clearwater to adjourn.

Vote: Unanimous.

Time: 5:56 p.m.

Downtown Committee

Meeting Date: October 8, 2019
Meeting Time: 6:15 p.m.
Agenda Item: Staff Update

Item Description: Improved Identification and Lighting for Kiosks

The Council authorized preparation of the garage Joint Development Agreement (Agreement). The Agreement includes a provision for assigning management of the paid-per-use surface lots to the garage operator to coincide with garage opening. Unless otherwise directed, staff will defer the purchase of additional solar lighting for kiosks until such time as a decision is made regarding long-term technology.

Item Description: Parking Consultant

The City Council directed the city manager to prepare and release a request for bid (RFB) for a parking consultant. The general scope of work included a review of the parking management plan and implementation. The RFB submittals were due by Wednesday, September 11. The City received zero bids.

Item Description: Reconfiguring Green/Yellow Lot

The work associated with reconfiguring and repaving the Green and Blue Lots is complete. All indications are the changes were well received and viewed as beneficial.

Item Description: Pearl Street Master Planning

LHL Holdings (Lincoln Mill) announced plans for a groundbreaking ceremony to signal start of construction. As part of the process, LHL presented discussed plans for the so-called Mulligan's lot and the Lincoln Mill property. Staff has also considered the addition of temporary parking in the general location of the former MERC administrative building. The parking area would be created for an internal cost of about \$750 and create about 40 parking spaces. Discussions are ongoing with the adjacent mill owners to finalize the plans.

Staff has begun preliminary master planning for Pearl Street to include but not be limited to utilities (sewer water, electric), road width, project timing, Pearl Street extension (to the river) considerations, etc.

Item Description: Municipal Lot Designations

As previously reported, staff has been considering the issue of lot names as part of the sign review process. The consensus is that the lots should be named/referenced according to the adjacent street(s) rather than color designations. Community members become aware of the lot color references through association and city communications. Citizens from out-of-town have less exposure and thus the street references may prove to be more descriptive.

No formal staff recommendations were made due to the pending decision on the parking consultant – it is now known that no bids were received. The request/suggestion from the DDC regarding a parking postcard or flyer that local business can distribute may warrant a more in-depth review of this suggestion. The DDC recommendation is included as discussion Item 4b on the agenda.

Downtown Committee

Meeting Date: October 8, 2019
Meeting Time: 6:15 p.m.
Agenda Item No: 4.a.
Item Description: Consideration of Extending 2-Hr Free Parking to Blue (Alfred St.) and Purple (Foss St.) Lots

Authority:

Order 2018.141 - Rules of the Council, Appendix A, Sec. A-5 Rule 5: Committees, (h)(5)-Downtown Committee

Order 2018.75 – Chapter 42, Motor Vehicles and Traffic, Article 1, Sec. 42-8 – Parking Authority
Authority specifically lists Sec. 42-62 Identification and Use of Municipal Lots

Staff Review:

As part of the Green Lot reconfiguration and Franklin Street designation, it was also proposed that the policy associated with the Yellow Lot – first 2-hours of timed parking for any vehicle in any 24-hour period be free – be considered for other lots at least during the garage construction period. The draft Order contains language extending the policy to the hourly spaces within the Blue Lot (Alfred Street) and Purple Lot (Foss Street)

Staff Recommendation:

Staff is neutral on the matter. Issues to consider include (1) consistency within the various lots, (2) previously stated concerns relative to the number of program changes, and (3) impact on short-term parking revenue.

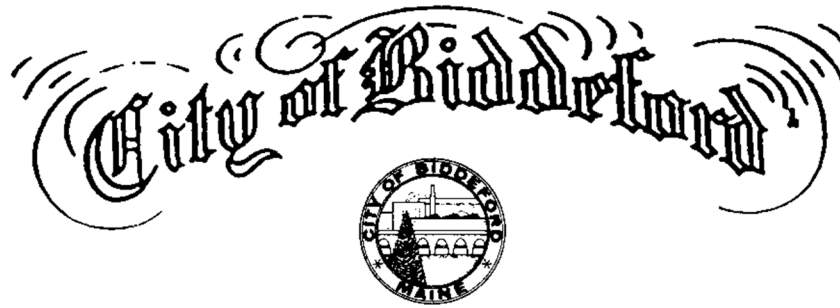
As a side note, the surface lots are not intended to be turned over to control of the garage operator until the date of garage opening. Therefore, policy changes during the construction period will have no direct impact on the garage project if the project moves forward.

Supporting Documentation:

Figure 1 – Location of Blue and Purple Lots

Figure 1 Location of Blue and Purple Lots





DC2019.14 **IN BOARD OF CITY COUNCIL...OCTOBER 8, 2019,**
BE IT ORDERED, by the Downtown Committee of the City of Biddeford that the Code of Ordinances, Chapter 42, Motor Vehicles and Traffic, Article IV Specific Street Regulations, **Section 42-62 Identification and Use of Municipal Parking Lots**, be amended by [adding](#) or [deleting](#) to read as follows:

Alfred Street Parking Lot, also known as the Blue Lot, refers to the City municipal parking lot that is adjacent to the 39 Alfred Street Police Station, and is bordered by Alfred Street, Foss Street, and the property line at 1 Pool Street and further described as Map 38, Lot 404.

~~Rows 2, 3 and 4 shall be reserved for permit parking available for monthly (Monday through Friday) permits, monthly (24/7) permits and the remainder available for short-term and monthly (nights and weekend) permits, with the remainder available for short-term parking on a rolling basis.~~

Row 1, which is adjacent to, and is parallel to, the police station, is reserved for police parking only. The first two spaces in Row 1 are reserved for, and shall be posted and clearly marked as, handicap parking.;

~~†~~[The](#) first two spaces in Row 2 are reserved for thirty-minute parking while conducting police business.

[A portion of Rows 2, 3 and 4 shall be reserved for permit parking available for monthly \(Monday through Friday\) permits, monthly \(24/7\) permits and monthly \(nights and weekend\) permits. The remaining spaces shall be available for short-term parking on a rolling basis, with the first two hours for any vehicle of any calendar day at no charge.](#)

Foss Street Parking Lot, also known as the Purple Lot, refers to the City public parking lot located at the formerly known street address numbers 5, 7, and 15 to 21 Foss Street, and as further described on City Tax Map 39, Lots 80 and 84.

The lot shall be designated for long-term [and short-term](#) permit-only parking. [Long-term](#) parking [shall include](#) ~~available~~ [availability](#) for monthly (Monday through Friday) permits, monthly (24/7) permits, [and](#) monthly (nights and weekend) permits, ~~with the remainder~~ [The remaining spaces shall be](#) available for short-term parking on a rolling basis, ~~with the first two hours for any vehicle of any calendar day at no charge.~~

No vehicle shall remain parked in this parking lot longer than 24 consecutive hours without a valid permit.

Downtown Committee

Meeting Date: October 8, 2019
Meeting Time: 6:15 p.m.
Agenda Item No: 4.b.
Item Description: Review/Discussion of DDC Suggestion to Create a Parking Postcard

Authority:

Order 2018.141 - Rules of the Council, Appendix A, Sec. A-5 Rule 5: Committees, (h)(5)-
Downtown Committee

Order 2018.75 – Chapter 42, Motor Vehicles and Traffic, Article 1, Sec. 42-8 – Parking Authority

Staff Review:

See attached email from DDC suggesting creation of a parking postcard for distribution to local businesses.

Staff Recommendation:

Staff sees value in the creation of simple handout to dissemination of accurate information about parking. Upon an initial review the draft postcard – understanding that it is a draft – the following comments are offered:

1. “On-Street Parking Always Free”. It is important to continually reinforce that on-street parking is free.
2. A decision should be made regarding the lot names before the postcards are released, if the decision is to support the DDC suggestion. It would be confusing to list the current names and then change to some other designation such as street references later.
3. Consideration should be given as to whether the parking fees should be listed by value or by reference to “latest parking rates” via say the website. The concern here is that it is likely that the postcards will last for an extended period of time. Also, it is contemplated that parking rates will increase over time. If a specific rate is listed, new cards will need to be printed each time there is a rate change and old cards will remain in circulation creating the potential for confusion.

Supporting Documentation:

Email on behalf of DDC with draft flyer

From: Julian Schlaver <julian@angelrox.com>
Sent: Monday, September 30, 2019 5:21 PM
To: Belanger, Norman <Norman.Belanger@Biddefordmaine.org>
Subject: Fwd: Parking Map for agenda of upcoming Downtown Meeting

Good Afternoon Mr. Chairman,

The DDC has been working with Danica to develop a postcard to help improve communications around public parking. We have heard from retailers who are concerned that they are often the people who must share information about parking with patrons and visitors. As such, it is our suggestion that a postcard be printed that could be distributed to local establishments and eateries to help make people aware of the parking options and save the businesswomen and men the time it takes to explain where to park.

I am sending you this draft with the hopes that we might be able to consider it as part of our next downtown committee meeting IF you feel it is necessary to be reviewed by the committee. I hope to present this along with a budget request to the DDC as part of our meeting Monday October 7th. We likely would only want to print a small run initially as a trial. My estimate is that 1000 postcards would run around \$75, 5000 would be around \$225.

If you feel that we should handle this through a different pathway please let me know. I'm excited to hear your thoughts on how to proceed.

Respectfully,

Julian Schlaver
Chairperson of the Biddeford Downtown Development Commission.

DOWNTOWN PARKING LOT MAP

On-Street Parking

Always free!

Find FREE perpendicular on-street parking on Franklin Street



Yellow Lot

First two hours of parking FREE,
\$2/hour for additional time
Must enter license plate number at
kiosk to redeem free parking



Alfred Street Lot
Foss Street Lot
Washington Street Lot

Use kiosks to pay for parking
\$2 per hour



ALTERNATE POSTCARD FRONT + BACK



PARKING IN BIDDEFORD IS EASY!

On-street parking is FREE city-wide - just check for time restrictions!

- Free two-hour parking or four-hour parking is available on all downtown streets.
- Staying a while? Park 2+ blocks away from Main Street and enjoy.

Short- and long-term paid parking is available in downtown lots at a rate of \$2/hour.

Park in the Yellow Lot on Franklin Street to get your first two hours of parking FREE—no parallel parking! Just enter your license plate number at the kiosk.

FMI, visit www.biddefordmaine.org/visitorparking.

DOWNTOWN PARKING LOT MAP

On-Street Parking

Always free!

Find FREE perpendicular on-street parking on Franklin Street



Yellow Lot

First two hours of parking FREE,
\$2/hour for additional time
Must enter license plate number at
kiosk to redeem free parking



Alfred Street Lot Foss Street Lot Washington Street Lot

Use kiosks to pay for parking
\$2 per hour



POSTCARD FRONT + BACK



PARKING IN BIDDEFORD IS EASY!

On-street parking is FREE city-wide - just check for time restrictions!

- Free two-hour parking or four-hour parking is available on all downtown streets.
- Staying a while? Park 2+ blocks away from Main Street and enjoy.

Short- and long-term paid parking is available in downtown lots at a rate of \$2/hour.

Park in the Yellow Lot on Franklin Street or the Alfred Street Lot to get your first two hours of parking FREE—no parallel parking! Just enter your license plate number at the kiosk.

FMI, visit www.biddefordmaine.org/visitorparking.

