

MINUTES OF THE HANOVER BOROUGH COUNCIL
ECONOMIC DEVELOPMENT COMMITTEE MEETING
March 9, 2022

Chairman Hegberg convened the meeting of the Hanover Borough Council Economic Development Committee on Wednesday, March 9, 2022 at 6:00 PM in the Hanover Borough Municipal Building, 44 Frederick Street, Hanover, PA, as advertised.

Attendance: Hanover Borough Economic Development Committee Members present were Mrs. Greenholt, Mr. Hegberg and Dr Rupp; Staff Members Manager Dunford, Planning & Engineering Director Mains; and Main Street Manager Trucksess.

Public Comment: Mrs. Trucksess updated the Committee that two (2) of the "Made It Here" videos are complete and asked for Borough Council review before a general distribution to attract tourism. The videos will be sent to Borough Council for comment before release.

Approval of the Minutes: It was moved by Mrs. Greenholt, seconded by Dr. Rupp to approve the minutes of May 26, 2021 as written. Motion carried.

Parking Garage: Mr. Mains reviewed the recent history of Borough parking studies and initiatives such as parking kiosks, explaining the need for centralized parking as a priority. Mr. Mains stated that a parking poll indicated support for a parking garage, but that a parking garage may be too large an initiative for the Borough to administer alone and that the project could better be accomplished through a public private partnership.

Public Financial Management (PFM), the Borough's financial consultant, recommended utilization of a parking consultant to commission a parking demand study that would answer the questions a private investor partner would need to know in regard to a P3 to create a garage.

Mr. Hegberg noted that the proposed study may not show a justification at this time for a parking garage, but noted that if the theater and Stabler building were developed there may be a tipping point that would show a need.

Mr. Mains reviewed the concept of a shared parking solution. An ancillary benefit of a parking demand study could be to delineate the parking elements of the zoning ordinance.

Committee members and Mr. Mains discussed the strategy behind the development of a shared parking solution which would include use of private lots.

Dr. Rupp stressed the need to establish facts upon which to base decisions to clarify the various elements and initiatives.

Mr. Hegberg noted the importance and support of small businesses in the Borough and the relationship to parking.

Mrs. Greenholt stated that in her experience a parking garage would provide a strong incentive for shoppers in the downtown.

The Committee discussed two (2) alternative locations for a parking garage and advantages/disadvantages.

All supported the need for the parking demand study and respective RFP; and to review the results of the RFP at a meeting of the EDC in April.

Mr. Hegberg asked about the parking passport program and strategy for public information.

Mr. Mains stated that the parking poll provided the groundwork for a public information campaign and noted that although parking costs would increase, the provision of free 15 minute spots and free parking on Sundays might help public perception around increased overall parking rates.

The Committee would like to communicate the upcoming parking system changes to the public. Mr. Mains suggested development of a FAQ sheet.

Mr. Hegberg asked that some parking revenue be allocated for parking improvements such as lighting, landscaping, wayfinding and stormwater mitigation.

Dr. Rupp suggested communicating the simplicity of the steps to use the parking app to encourage it's use.

The new parking rate structure will be reviewed by Council next week and the changes will become effective in the next few months.

Parking ticket fines will increase from \$5 to \$25 and can be paid online.

There will be a grandfathered period to allow people to become familiar with the parking system and fine tune changes, including initial reduced enforcement.

Adjournment: The meeting adjourned at 7:00 PM.

Respectfully submitted,


Nan Dunford
Borough Manager