

Town of Chapel Hill, NC

Downtown Parking Study Preliminary Findings Meeting

Richard A. Rich, Project Principal

May 14, 2008

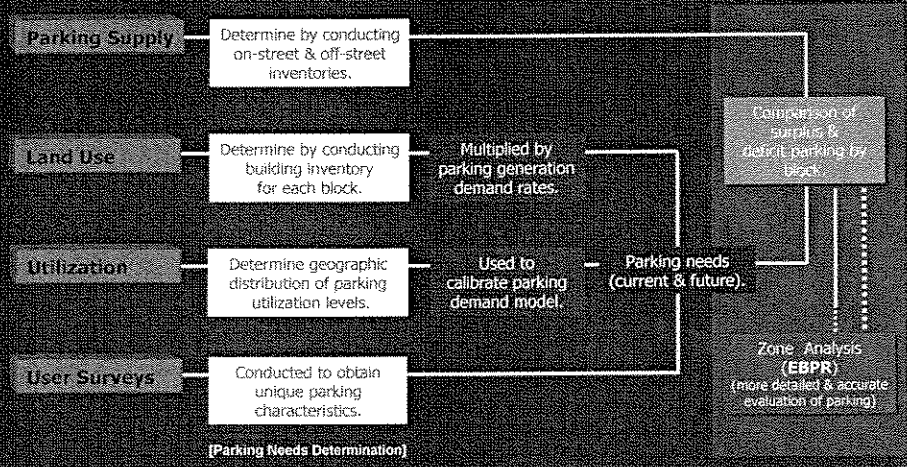


Town of Chapel Hill, NC
Parking Study – Preliminary Findings

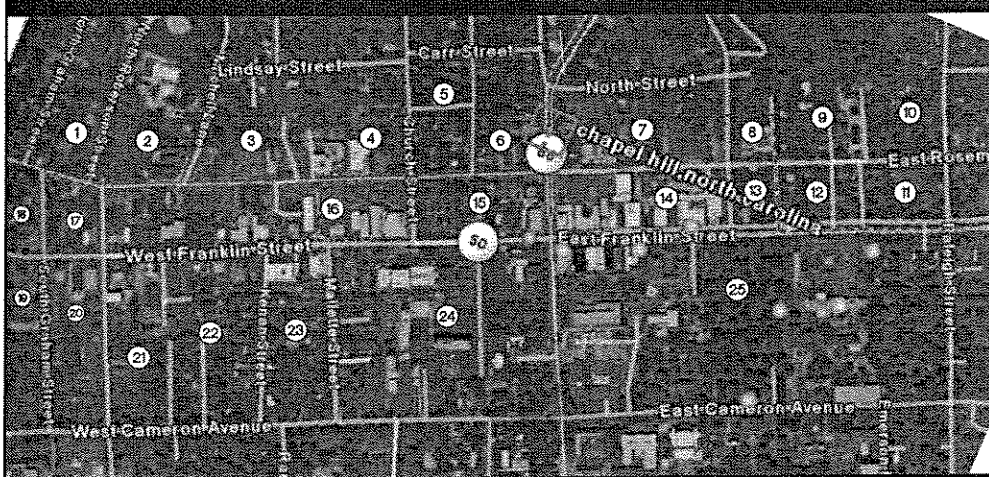
Topics

- Quick Review of Project Approach
- Study Area
- Information Gathered
- Field Observations
- Key Findings
- Parking Surplus/Deficit
- Next Steps/Timeline

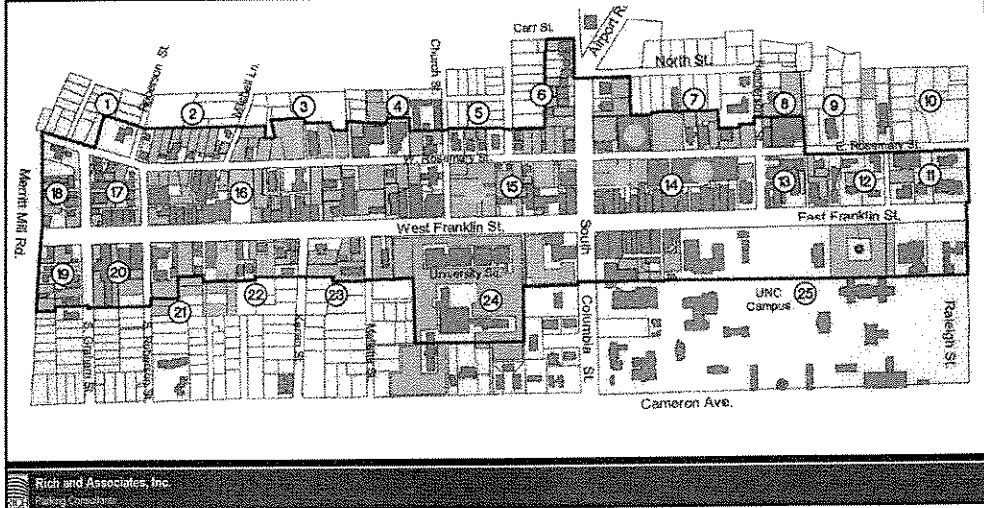
Analysis Re-Cap



Study Area Aerial Photo

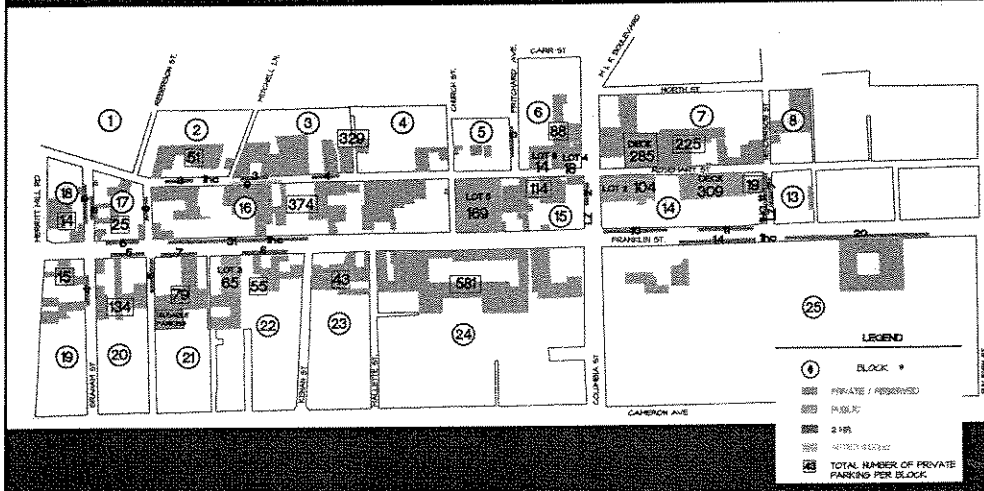


Study Area Building Map



Rich and Associates, Inc.
 Parking Consultants

Study Area Parking Supply



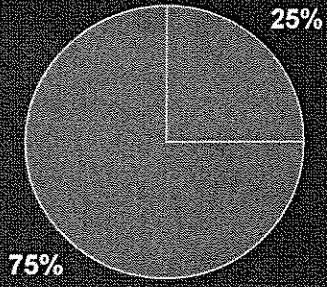
Parking Supply
 On-Street = 161 Stalls
 Off-Street = 3,201 Stalls
 Total = 3,362 Stalls

Private vs. Public
 Private = 2,522 (75%) Stalls
 Public = 840 (25%) Stalls
 Total = 3,362 Stalls

Parking Supply

Parking Supply Comparison

- 50% + Public (Best Practice)
- Aids In Shared Use
- Reduces Waste



Public
 Private

On-Street/Private /Public Parking

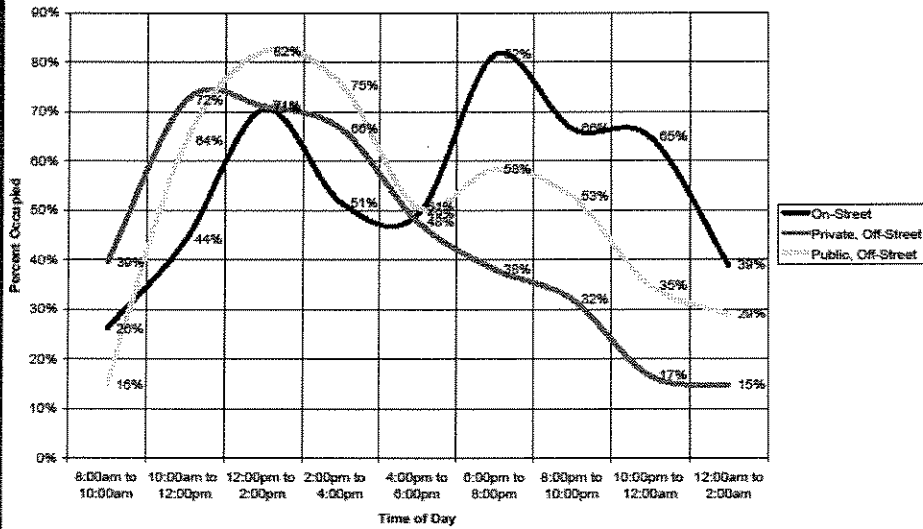
Summary of Parking Occupancy Thursday, November 8th

TOWN OF CHAPEL HILL
 Turnover / Occupancy

Date: Thursday, November 8, 2007

Description	# of spaces	8:00am to 10:00am	Occ.	10:00am to 12:00pm	Occ.	12:00pm to 2:00pm	Occ.	2:00pm to 4:00pm	Occ.	4:00pm to 6:00pm	Occ.	6:00pm to 8:00pm	Occ.	8:00pm to 10:00pm	Occ.	10:00pm to 12:00am	Occ.	12:00am to 2:00am	Occ.
On-Street	173	45	26%	76	44%	122	71%	89	51%	65	45%	141	82%	115	66%	112	65%	67	39%
Public Off-street	847	95	10%	415	49%	532	62%	487	57%	327	39%	377	44%	341	40%	255	30%	187	22%
Private Off-street	2454	960	39%	1775	72%	1743	71%	1820	74%	1187	48%	933	38%	755	31%	407	17%	250	10%
Totals	3274	1109	34%	2266	69%	2397	73%	2205	67%	1579	48%	1451	44%	1241	38%	774	24%	513	16%

Parking Type Comparison
Thursday, November 8, 2007



Peak Occupancies (November 8, 2007)

A. On-Street

Daytime (12:00PM -2:00PM) 71% occupancy
Nighttime (6:00PM-8:00PM) 82% occupancy

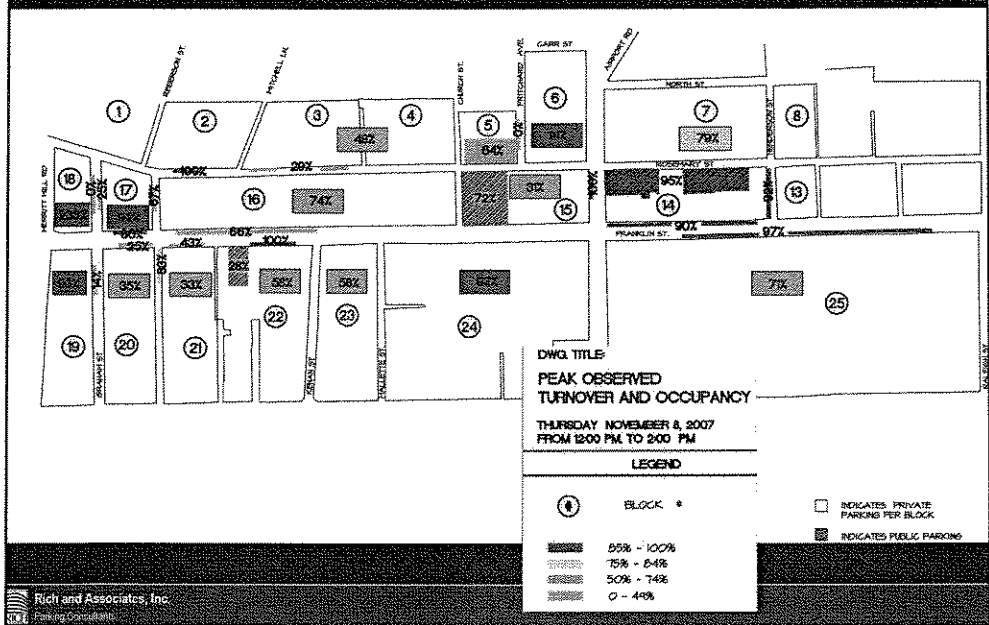
B. Public Off-Street

Daytime (12:00PM -2:00PM) 82% occupancy
Nighttime (6:00PM-8:00PM) 58% occupancy

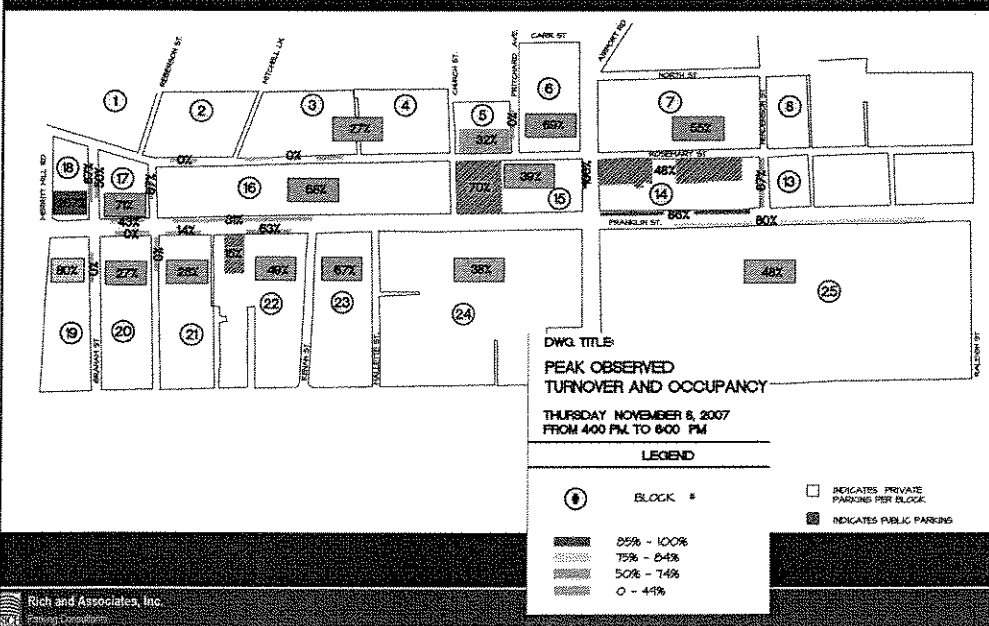
C. Private Off-Street

Daytime (12:00PM -2:00PM) 72% occupancy
Nighttime (6:00PM-8:00PM) 38% occupancy

Town of Chapel Hill, NC
Parking Study – Preliminary Findings



Town of Chapel Hill, NC
Parking Study – Preliminary Findings



Summary of Parking Occupancy Thursday, December 20th

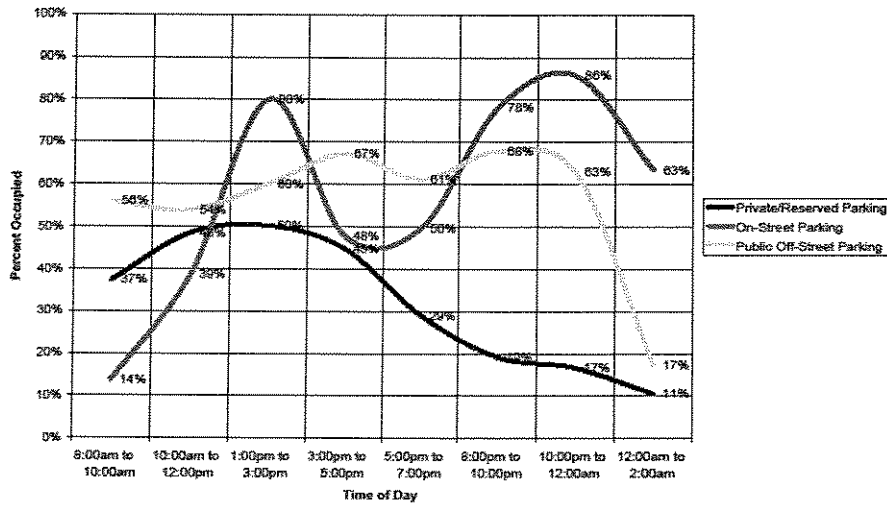
TOWN OF CHAPEL HILL
 Turnover / Occupancy

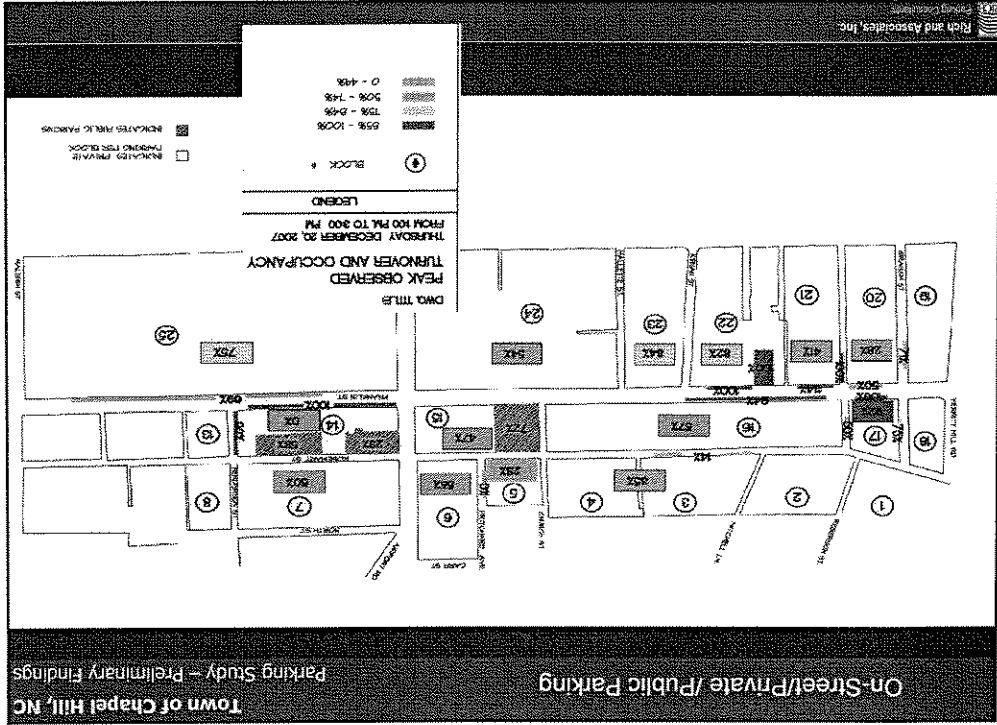
Date: Thursday, December 20, 2007

Description	# of spaces	8:00am to 10:00am	10:00am to 12:00pm	1:00pm to 3:00pm	3:00pm to 5:00pm	5:00pm to 7:00pm	7:00pm to 10:00pm	10:00pm to 12:00am	12:00am to 2:00am
On-street	181	22 14%	82 39%	128 80%	77 48%	80 50%	126 78%	138 86%	102 63%
Public Off-street	847	362 56%	348 54%	388 60%	434 67%	396 61%	439 68%	407 63%	112 17%
Private Off-street	2622	940 37%	1223 48%	1266 50%	1130 45%	732 29%	485 19%	422 17%	267 11%
Totals	3330	1324 40%	1633 49%	1783 54%	1641 49%	1208 36%	1050 32%	967 29%	481 14%

On-Street/Private /Public Parking

Parking Occupancy By Type Comparison
 Thursday, December 20, 2007



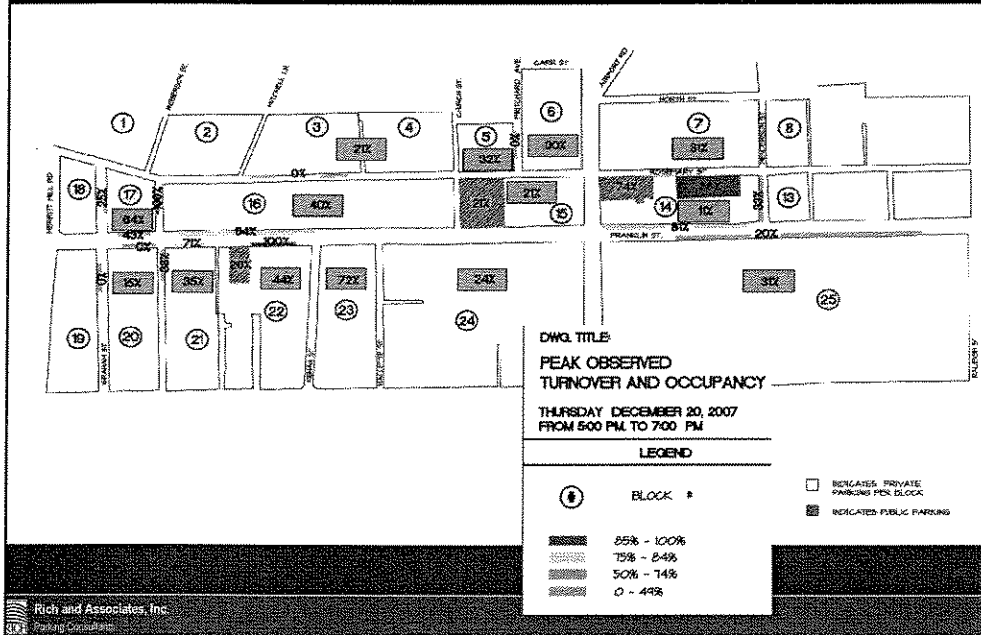


Rich and Associates, Inc.
Engineering

Peak Occupancies (December 20, 2007)

Category	Daytime (1:00 - 3:00PM)	Nighttime (8:00 - 10:00PM)
A. On-Street	80% occupancy	86% occupancy (10:00-12:00AM)
B. Public Off-Street	60% occupancy	68% occupancy
C. Private Off-Street	50% occupancy	29% occupancy

Town of Chapel Hill, NC
 Parking Study - Preliminary Findings



Summary of Findings

- ❑ On-street occupancy was higher in both the daytime and nighttime for December 20th than November 8th (December 20th students were gone)
- ❑ Public off-street occupancy was lower at night for December 20th, but the nighttime was higher than November 8th
- ❑ Private occupancy was higher both daytime and nighttime for November 8th than December 20th

Parking Demand Calculations

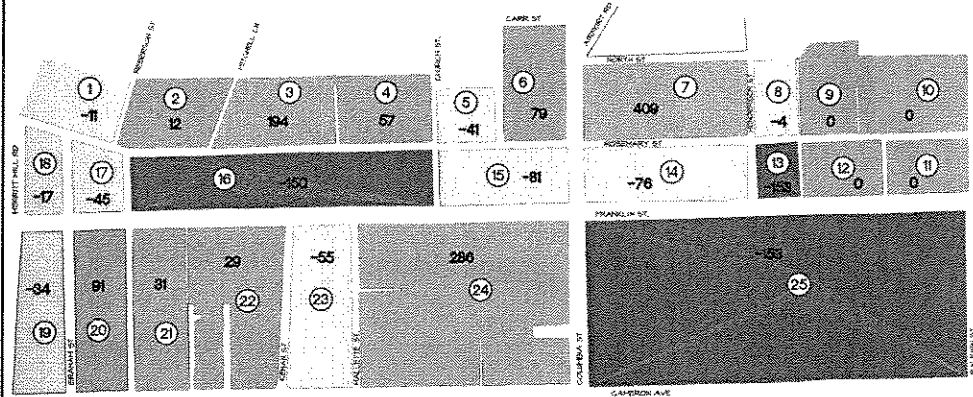
- ❑ Parking demand generation factors are applied to land use by block
- ❑ Parking demand and supply are analyzed by block to generate surplus or deficit in parking by block
- ❑ Parking surpluses or deficits for each block are then analyzed by zones

Land Use Basis

Land Use Basis

Retail	125,562	10.84%
Office	180,949	15.62%
Service	128,832	11.12%
Resident	78,303	6.76%
Restaurant	193,199	16.68%
Church	121,270	10.47%
Hotel	75,915	6.55%
Bars	55,155	4.76%
Restaurant/Bar	9,725	0.84%
Government	9,890	0.85%
Misc	48,397	4.18%
Vacant	131,352	11.34%
	1,158,549	

Daytime Parking Surplus/Deficit



Parking Demand

Overall current parking demand is an estimated 2,840 spaces and the public supply of parking is only 840 spaces

- There are insufficient public parking spaces for short and long term parking
- About 45% of the demand is short term (customer/visitor), which means that the need is for approximately 1,280 spaces at peak time
- There are insufficient public spaces to accommodate the visitor customer parking

Future Parking Demand

Future parking demand is estimated to grow to 3,000 spaces based on 50 percent re-occupancy of 131,600 sf vacant space

- The visitor/customer parking need is estimated to grow to 1,350 spaces
- Assuming there are no additional public spaces added to parking supply (840 spaces) there will be a greater need for customer/visitor parking spaces
- There will be insufficient public spaces to accommodate the visitor customer parking in the future

Summary of Findings

- ❑ There is currently a deficit in public spaces primarily for customer and visitors, concentrated along Franklin Street
- ❑ The project on Lot 5 known 140 West will provide 161 public parking spaces and 175 residential parking spaces. While the parking supply will be adequate for the development and replace some of the public spaces lost to Lot 5, there will still be a deficit as a result of the loss of Lot 5
- ❑ The Greenbridge project on Rosemary will provide 187 parking spaces, and is estimated to provide adequate parking for the demand.

Summary of Findings (continued)

- Reallocation of long term and short term parking in the short term to accommodate the loss of Lot 5 may be needed on a long term basis to address the shortfall of short term spaces.
- In the future (next five years) the Town should examine potential options for increasing public parking by contracting with private parking owners to open their parking to the public
- Also for the future, the Town will need to look at the potential of a new parking structure

Parking Options

- A. Take No Action – No Change
- B. Minor Actions – Better Efficiency, No Added Public Parking
- C. Major Actions – Better Efficiency, Added Public Parking
- D. All Public Parking Model – No Private Parking, Greatest Efficiency

Parking Management

- Parking management is currently not centralized
- This causes issues with perceptions of parking
- Recommendations
 - Downtown Partnership take on parking
 - Can do parking ambassadors, courtesy tickets quicker response
 - Existing staff retained
 - Existing Debt Service +/- \$460,000/yr

Parking Duration

- Two hour parking is sufficient in high demand areas
- Need 15 to 30 Minute spaces as first or last spaces on block face
- Areas where no customer/visitor parking is required, Eight hour spaces sufficient

Specialty On-Street

- Valet Parking
 - Expand To East
 - Good Option For Evening Peak Demand Times & Events
 - Need To Formalize & ID Valet Use of Off-Street Stalls (which lots), Use and Signage of On-Street Spaces, Fees, and Associated Regulations

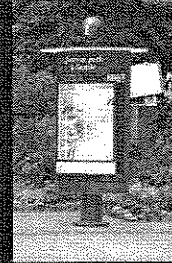
Bicycle

- Expand Trails
- Consider Bicycle Lanes
- Consider Bicycle Parking In Downtown In Safe Locations
- Look to Install Bike Racks/Lockers (especially in any new parking structure)
- Marketing
- Enhances Chapel Hill



Pedestrian

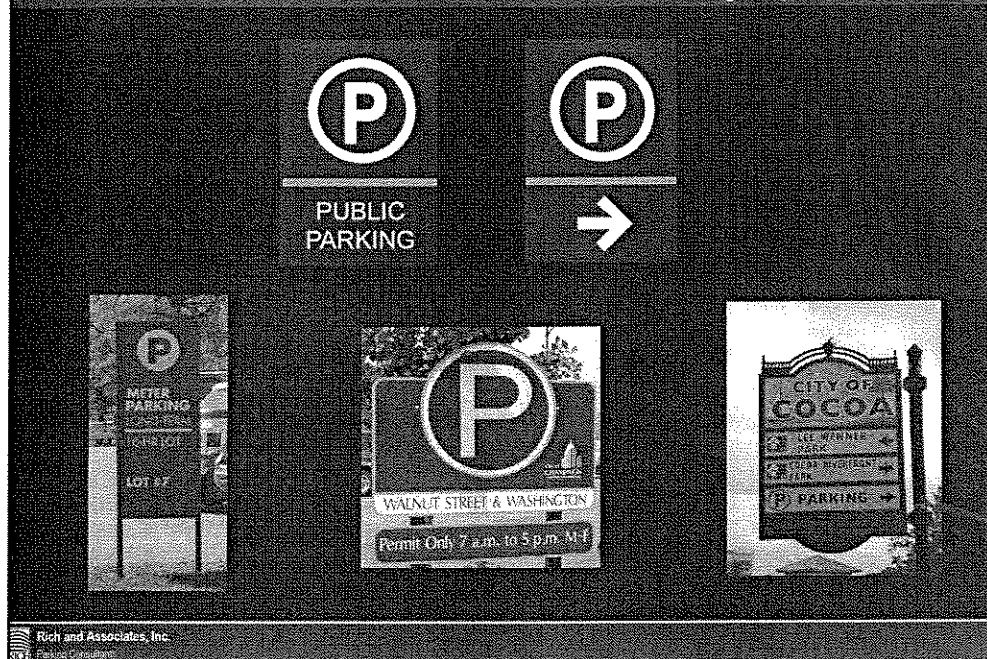
- Minimize Conflict
- Signs (Way-finding)
- Traffic Calming
- Safety Enhancements In Downtown Area
 - Lighting
 - Landscape
 - Police Presence
- Policy Initiative & Budget On Part Of Town



Signs

- Consider a new downtown sign program and include the following types of parking signs using a common logo and color scheme
- Introduction
- Direction
- Location
- Identification
- Way Finding





Marketing

- Develop parking marketing material that can be co-distributed with other downtown promotional material
- Develop Web site and links
- Use maps and news letters to advise individuals of upcoming changes to the parking system and to advise downtown employees about the importance of reserving on-street parking for customers/visitors

Enforcement

- 2 Officers
- Use Handhelds To Track Shuffling & Issue Courtesy Ticket
- Courtesy Ticket Is Where First One Is Free (Good Community Promotion)
- Consider going to vehicle(s)



Privately Developed Parking

- Consider Discouraging Privately Developed Parking In Downtown Area
 - Offer Alternatives Elsewhere
 - Revise Zoning To Min/Max
 - Offer In-Lieu Fee
- If parking is privately developed, either require public spaces be added as part of the development, or the Town have option of paying for additional spaces be added to the privately developed parking.

Interim Parking

- Interim parking will be required when Lot 5 is under construction
- Any solution will require a public relations effort to:
 - Alert visitors with signage where available hourly parking is available
 - Have wayfinding signs once they park to find destinations in core area
 - Have on-going marketing campaign to address employee and customer/visitor concerns in print web site etc
 - Develop events parking plan

Interim Parking

- **Option 1: Partner With UNC to Use Remote Lot First for Employees And Then as Needed Visitors/Customers**
 - Would Use UNC Shuttle
 - Would Require Marketing Program In Advance and During Loss of Lot 5
 - May Require Reallocation of Permit Spaces to Hourly Spaces and More Temporary Signage to Direct Hourly Parkers

Interim Parking

- **Option 2: Partner private parking lot owners to use spaces for public short term parking**
- Relocate permit (employee) parking from Lot 2 and parking structure to remote lot (Option 1) or to other private lots farther from the core downtown
- Re-allocate parking in lot 2 and parking structure to all hourly
- Where possible, use private lots for hourly parking
- Marketing will be key; signage, newsletters etc

Special Event Parking

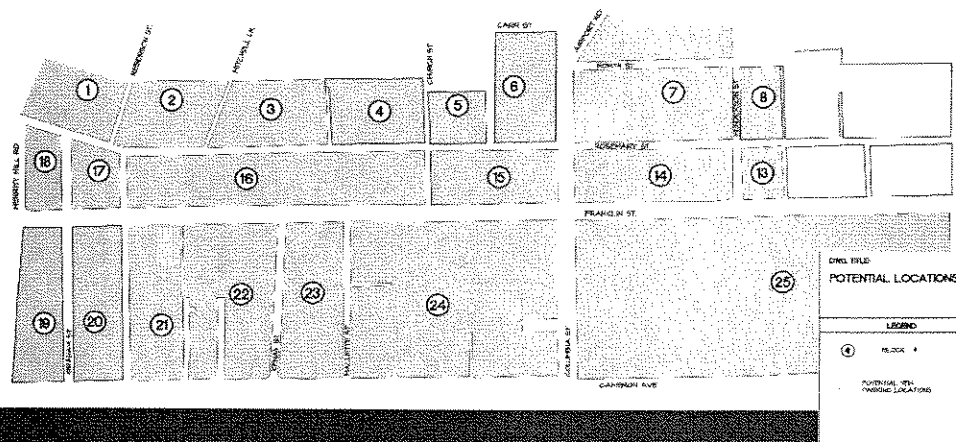
- **Partner With UNC to Use Remote Lot First for employees and then as needed visitors/customers**
- **Partner With Private Lots That May Be Available**
 - The Charge For Parking Would Be Split With Property Owner
 - Operator Would Clean Lot and Insure It For The Use
 - Operator Would Sign And Market The Pooled Parking
- **Pre-sell Parking**
- **Consistency With Pricing-Marketing/PR**
- **Change Unknown To Known**

New Parking

- Consider land banking for a new parking structure in the next five years
- Project and finance costs for a new multilevel parking structure above grade range from \$18,000 to \$22,000 depending on geotechnical conditions, site conditions and the façade.
- Potential sites are shown on next slide. There may be additional sites.

New Parking

- Consider land banking for a new parking structure.



Parking Survey Results

- ❑ 813 Total Responses (Excellent Response Rate)
- ❑ 627 Customer/Visitor Responses
- ❑ 111 Employee Responses
- ❑ 47 Manager Responses
- ❑ Surveys will help with analysis, modeling of some uses will be necessary.

Customer Survey Results

- ❑ 89.2 % Drive and Park (Comparatively Low)
- ❑ 46% Use Public Lots/Structure For Parking
- ❑ 33% Use Public On-Street Parking
- ❑ 79% Of Customers Rely On Public Parking: Demonstrates The Crucial Role Of Public Parking To Downtown Economics
- ❑ Almost Half Park Within 50 Feet
- ❑ Feel Very Strongly: Inadequate, Won't Pay
- ❑ Neutral: Location
- ❑ 30.6% Visit Only One Destination: Can Increase With Focus On Pedestrian Activity
- ❑ Over Half Feel Towing should Only Be Used For Major Parking Infractions

Employee Survey Results

- 82.7 % Drive and Park (Comparatively Low)
- 9.4% Park On Street (statistically, 134 employee cars of 149 stalls – 89.9% of the cust./visit. parking)
- Almost Half Park Within 50 Feet
- Feel Very Strongly: Inadequate, Won't Pay
- Neutral: Location
- 83% Visit Other Shops/Businesses
- Over Half Feel Towing should Only Be Used For Major Parking Infractions

Business Manager Survey Results

- 36% Have Employee Parking Policy; 64% Don't
- Estimate That 50% Of Their Customers Visit Other Businesses
- Feel Very Strongly: Inadequate, Location
- Neutral: Paid Parking
- Almost 90% Visit Other Shops/Businesses
- Over Half Feel Towing should Only Be Used For Major Parking Infractions

In A Nut Shell

- There Is A Shortage Of Parking Now In Key Areas, Especially Customer/Visitor Parking
- Key Issue Is Large Proportion Of Private Parking in Relation to Public
- Parking Enforcement/Management Transferred To Downtown Partnership Will Help
- Consider Land Banking For Future Parking Structure When Finances Allow
- Signage & Marketing Are Important At Every Phase
- Interim Parking Plan Needs to be Developed for Loss of Lot 5
- Downtown Validation Program Will Benefit Business