

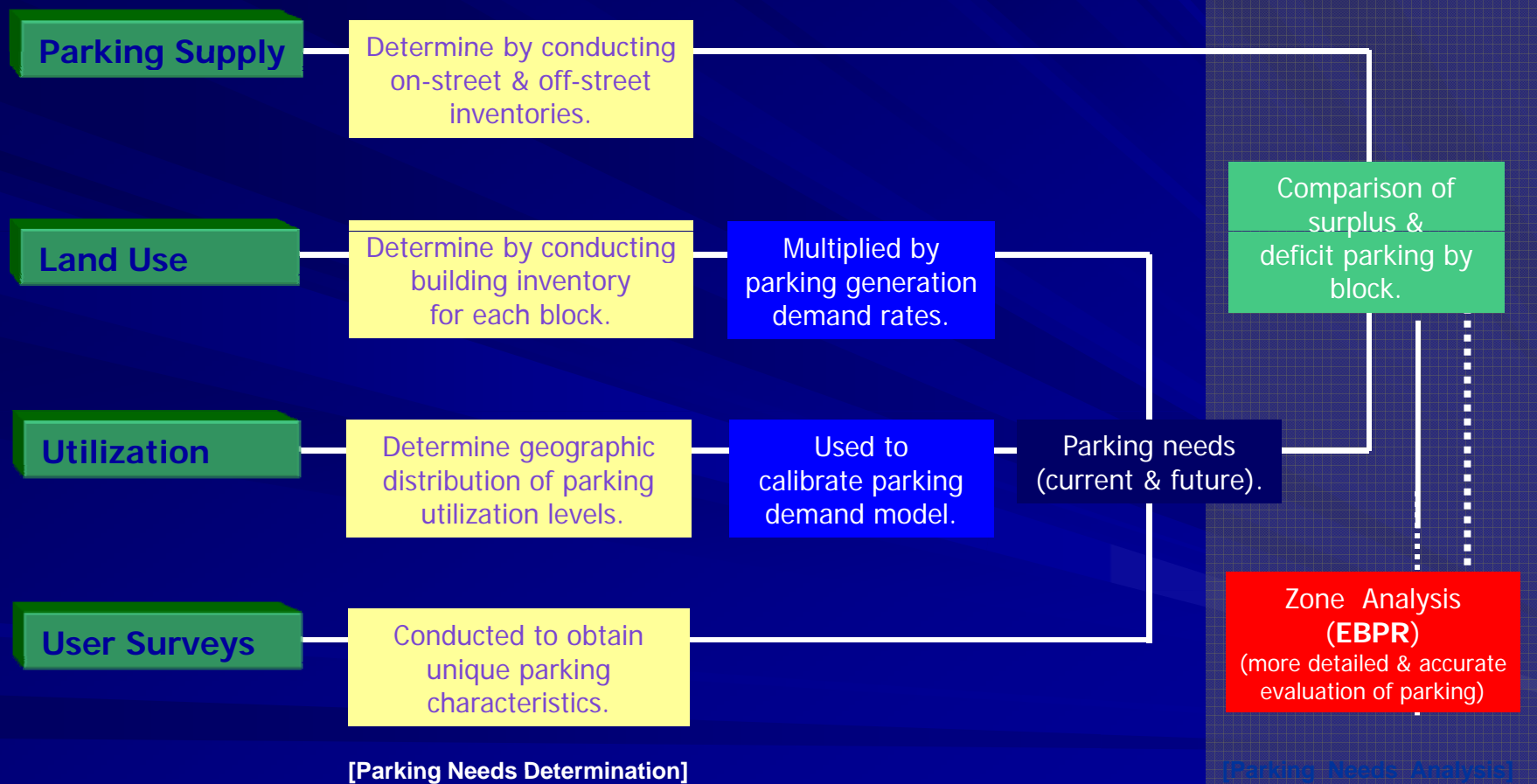
Downtown Parking Study Findings and Recommendations

Richard A. Rich, Project Principal

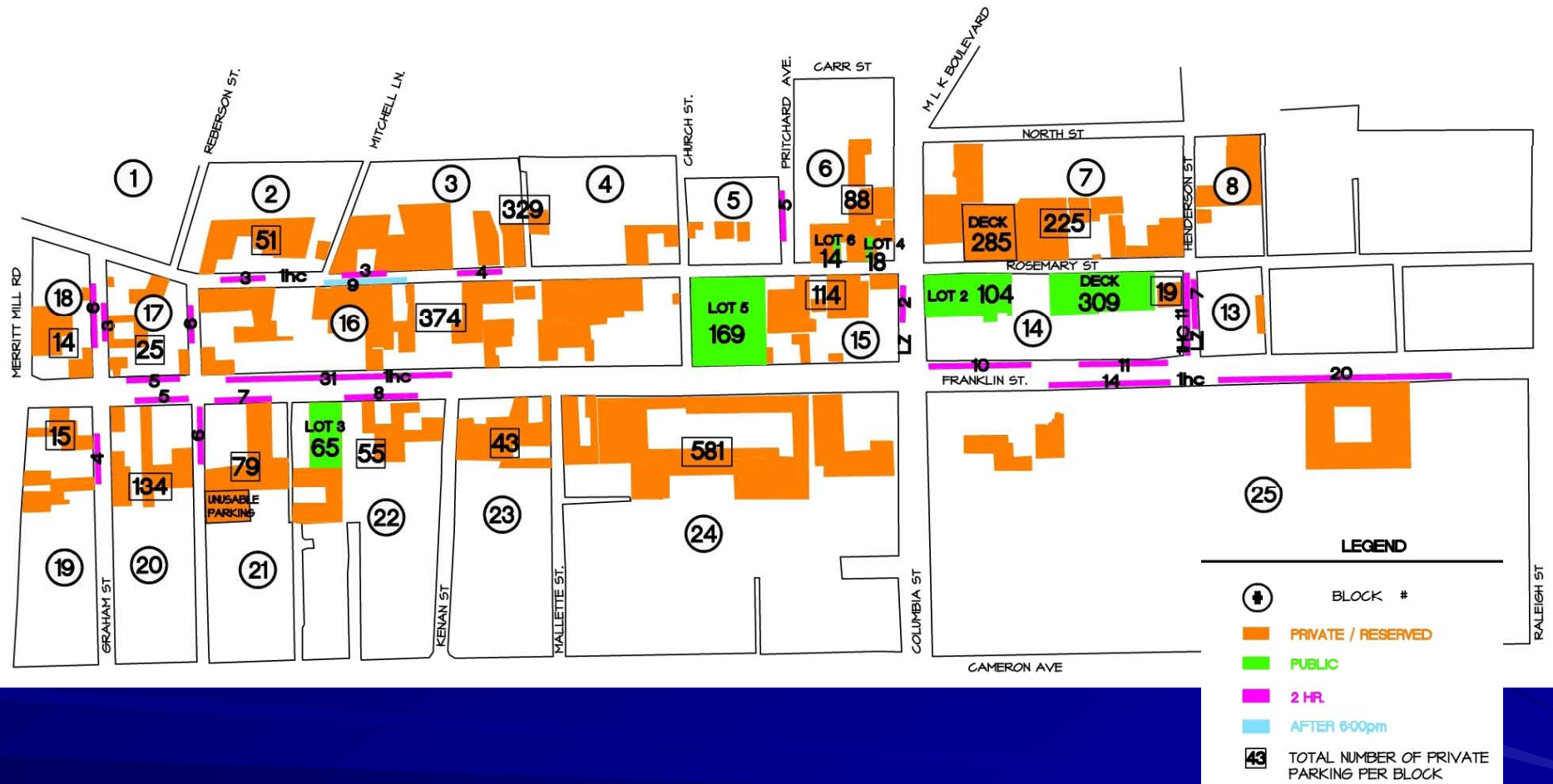
October 15, 2008



Analysis Re-Cap



Study Area Parking Supply



Parking Supply

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

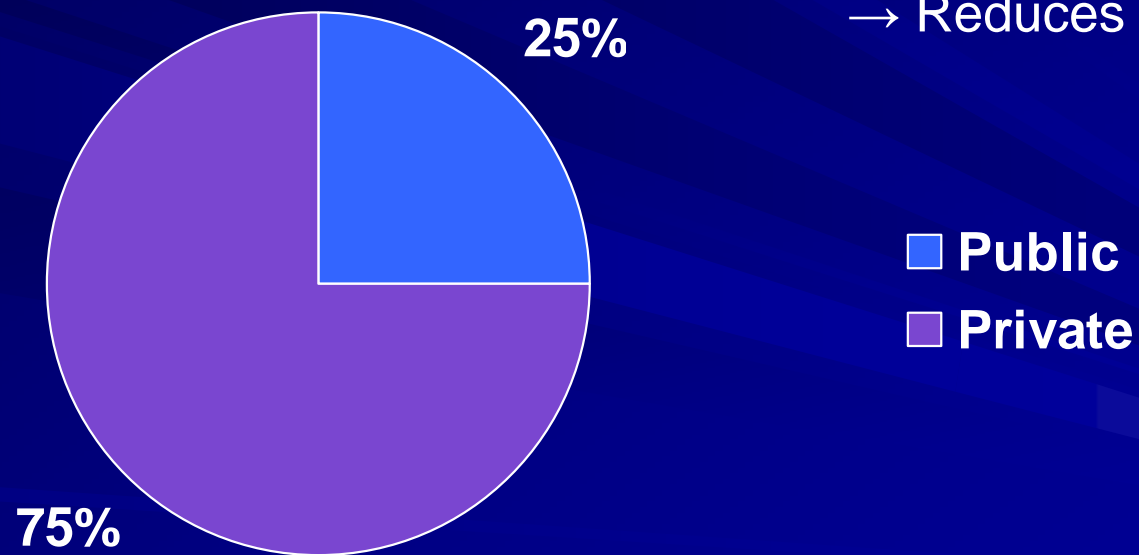
Private vs. Public

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

Parking Supply

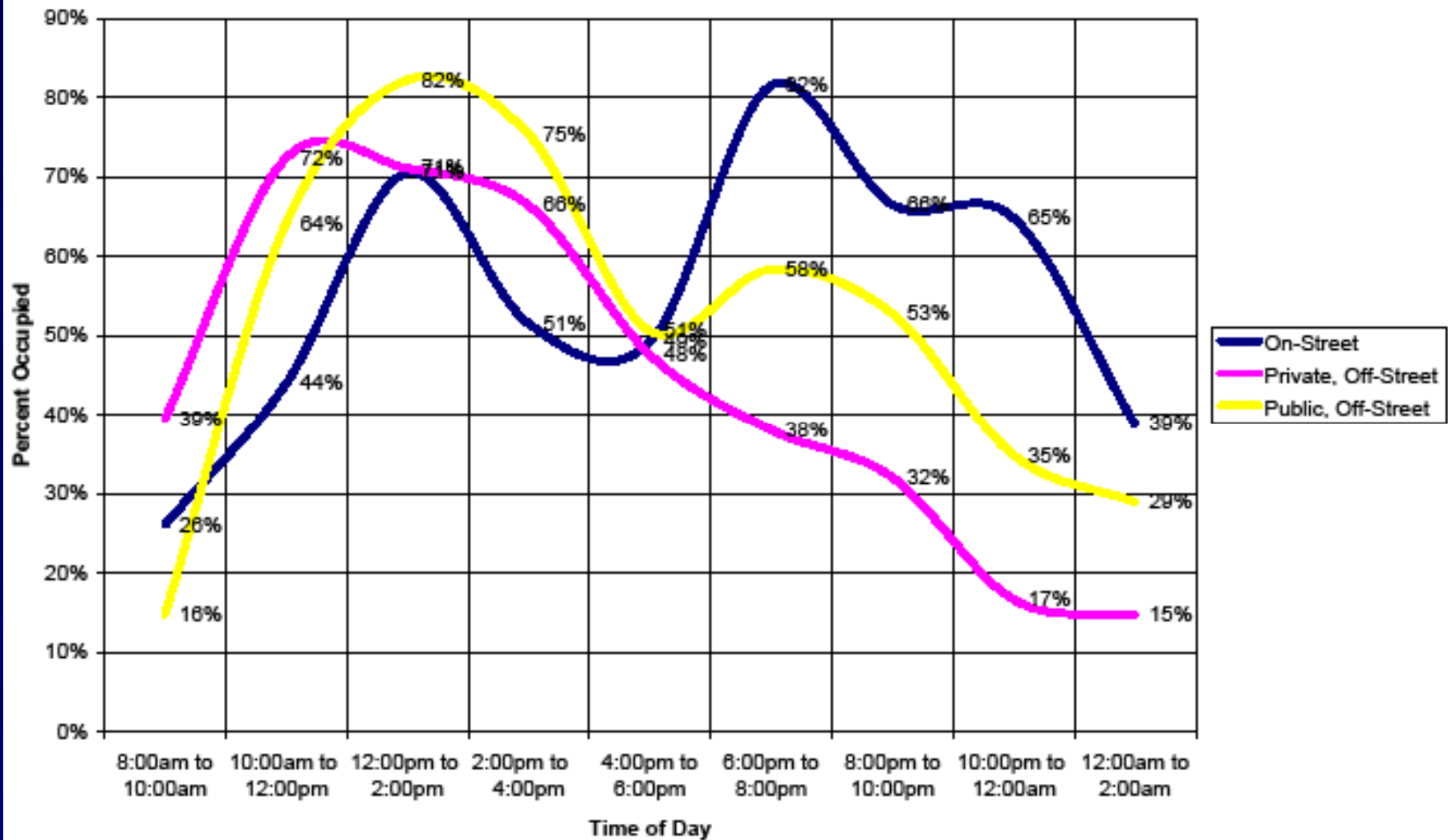
Parking Supply Comparison

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



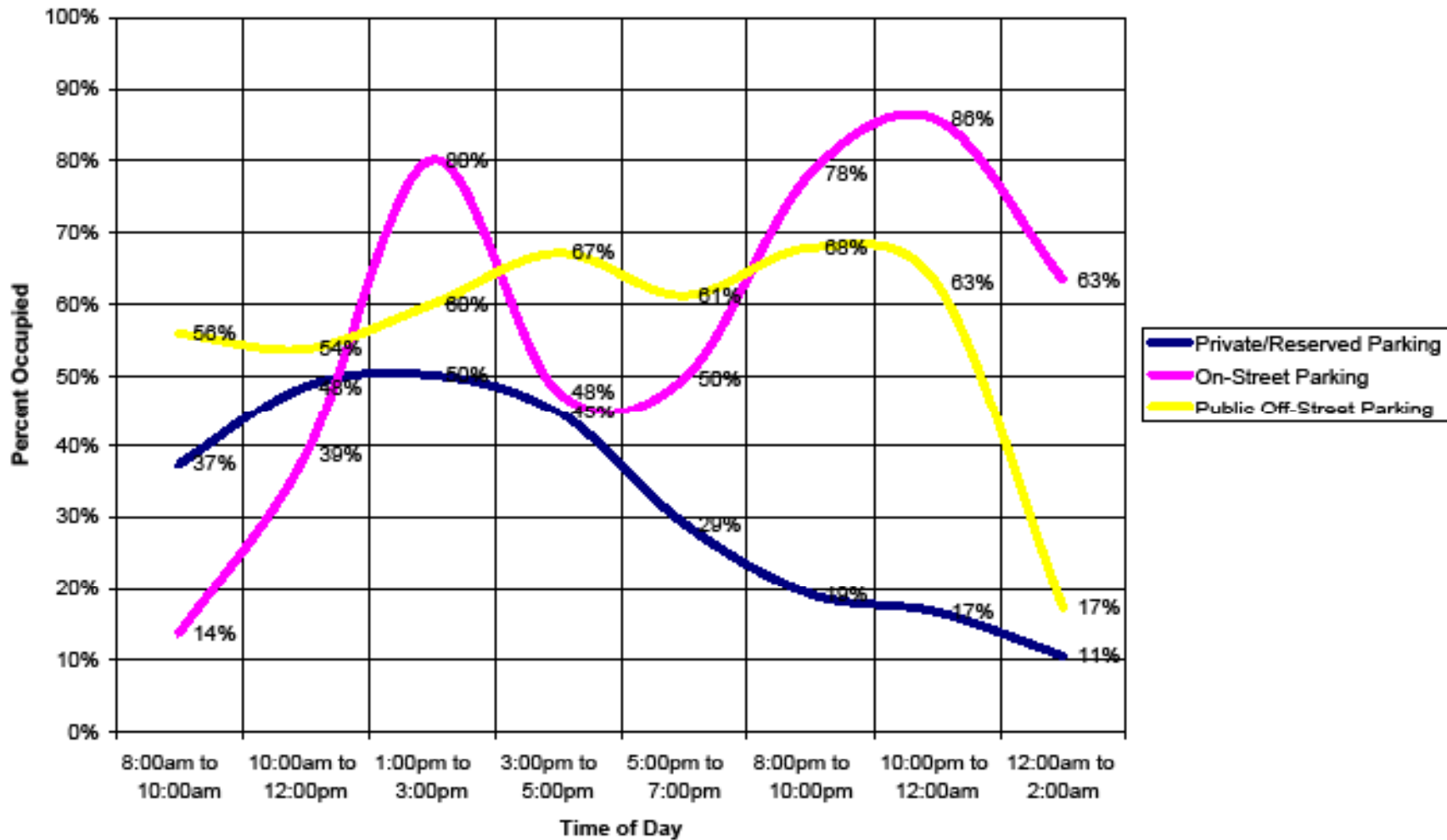
On-Street/Private /Public Parking

Parking Type Comparison
Thursday, November 8, 2007



On-Street/Private /Public Parking

Parking Occupancy By Type Comparison
Thursday, December 20, 2007

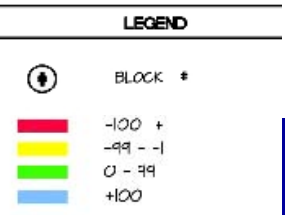
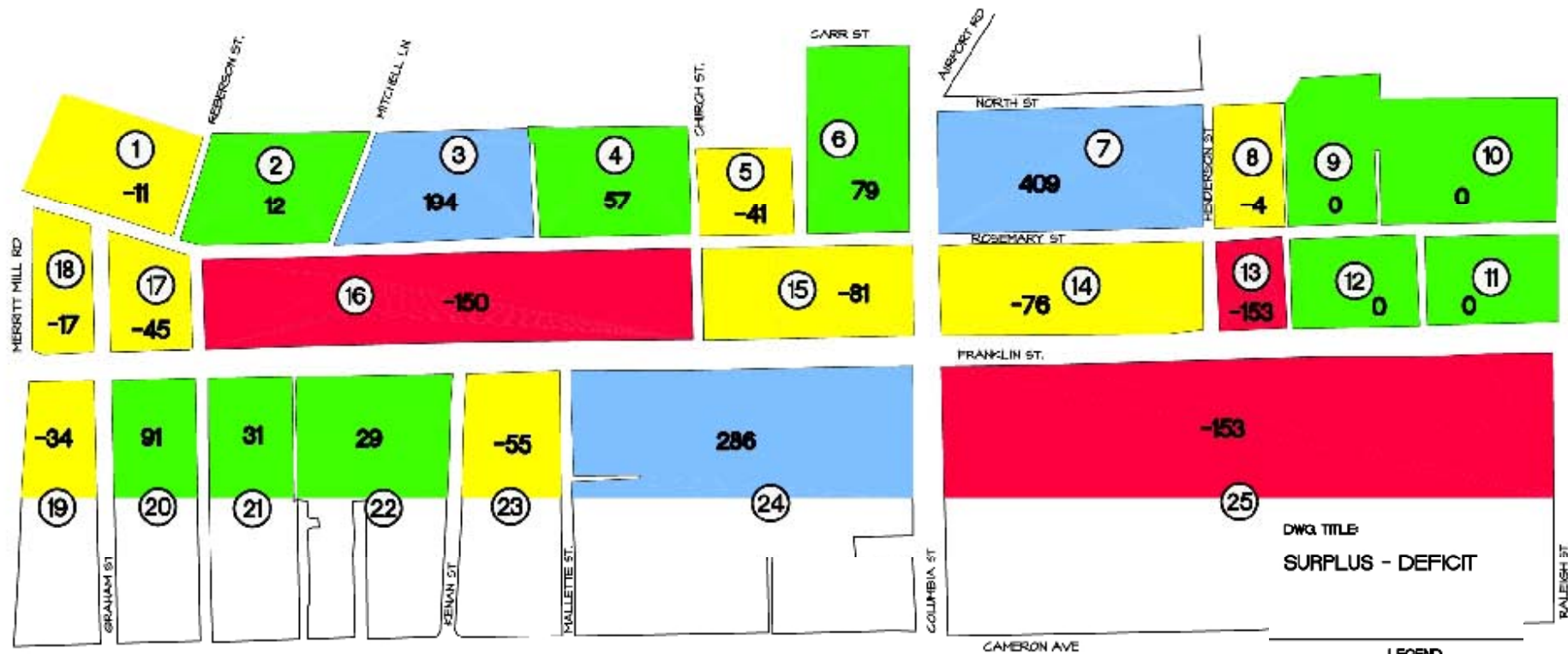


Land Use Basis

Retail	125,562 sf	12%
Office	180,949 sf	17%
Service	128,832 sf	12%
Resident	78,303 sf	7%
Restaurant	193,199 sf	19%
Church	121,270 sf	11%
Hotel	75,915 sf	7%
Bars	55,155 sf	5%
Rest/Bar	9,725 sf	less than 1%
Government	9,890 sf	less than 1%
Misc	48,397 sf	5%
Vacant	47,561 sf	5%



Daytime Parking Surplus/Deficit



Parking Demand

- A. Based on Public parking supply of 840 spaces and estimated need for 1,280 short stay spaces, there is a deficit of parking for customers and visitors (-440 spaces)
- B. Current overall surplus including all public and private parking is 368 spaces
(assumes loss of Lot 5 169 spaces)
- C. 5 year future surplus 291 spaces
(no development on Lot 5 assumed)
- D. 10 year surplus 213 spaces



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 Operations

- Parking rates and fees need to cover operating expenses, debt service and provide for a sinking fund for repair and replacement
- Prepare budget that explains the revenues and costs so the stakeholders understand where revenues go
- Consider using excess net revenue to support downtown activities such as banners, signage etc.



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
- Review possibility of adding +/- 20 spaces on-street on Franklin between Columbia to west of Church on north side



Parking Duration

- Consider giving 1st 15 minutes free..if possible to do with meters
- Consider using higher incremental charges for parking after the fourth hour for example as opposed to peak period charges



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
- 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



Marketing

- Use Web site and have business and UNC kinked to it
- Involve UNC in plan



Enforcement

- 2 Officers....was not found to be overzealous
- Officers need to be dedicated to enforcement
- Use Handhelds To Track Shuffling & Issue Courtesy Ticket
- Courtesy Ticket Is Where First One Is Free (Good Community Promotion)
- Will required updated software



Privately Developed Parking

- Consider Discouraging Privately Developed Surface Parking In the Downtown Area
 - Offer Alternatives Elsewhere
 - Revise Zoning To Min/Max
 - Offer In-Lieu Fee
 - Consider Public/Private Partnerships Where the Town is Able to Add Spaces to a Parking Structure or Offer Town Property for Development if Dedicated Public Parking is Developed



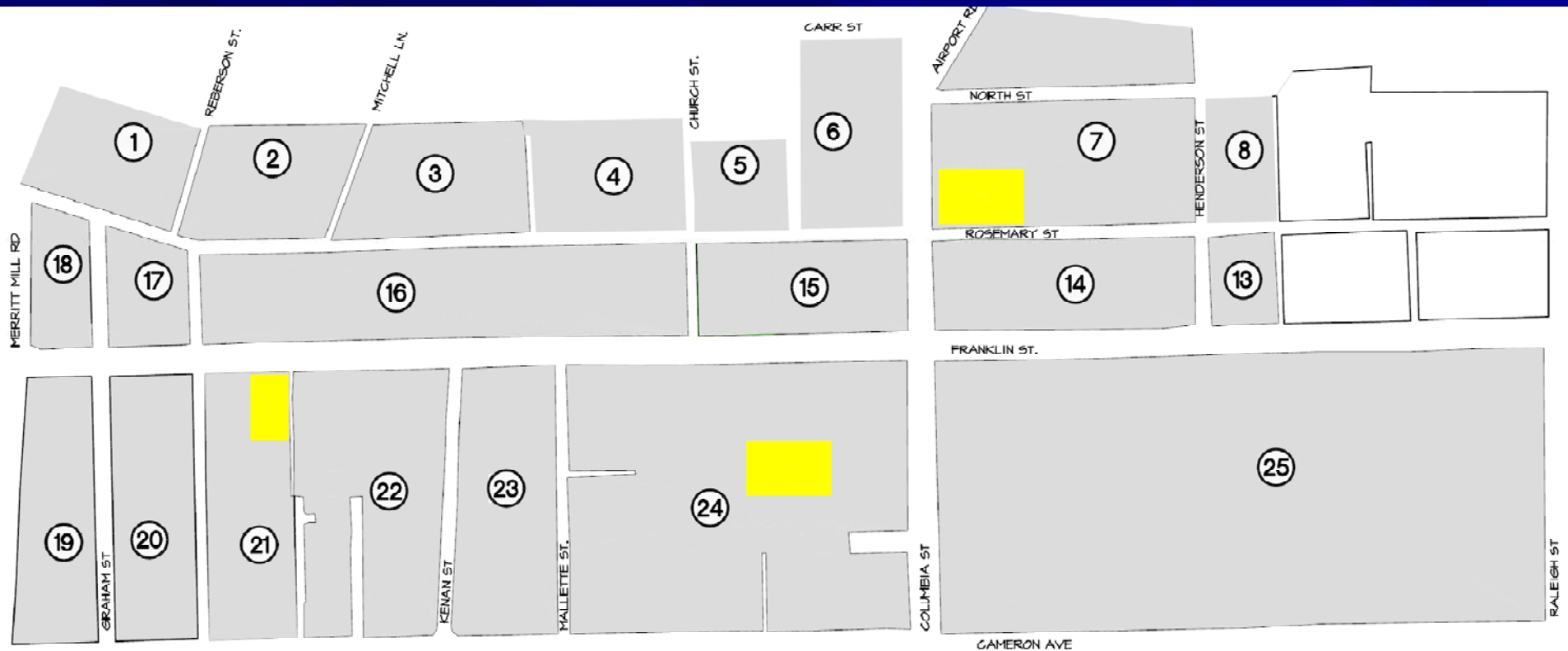
Interim Parking

- 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



New Parking

- Consider land banking for a new parking structure.



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
 - Town Would Clean Lot and Insure It For The Use
 - Town Would Sign And Market The Pooled Parking
- Pre-sell Parking
- Consistency With Pricing-Marketing/PR
- Change Unknown To Known



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



Surveys

- ❑ 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 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 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



Manager 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
- ❑ Key Issue Is Large Proportion Of Private Parking
- ❑ Enforcement/Management Moved To Downtown Partnership Will Help
- ❑ Consider Land Banking For Future Parking Structure When Finances Allow
- ❑ Signs & Marketing Are Important At Every Phase
- ❑ Interim Shuttle System Will Be Needed For Lot #5 Closure & For Events



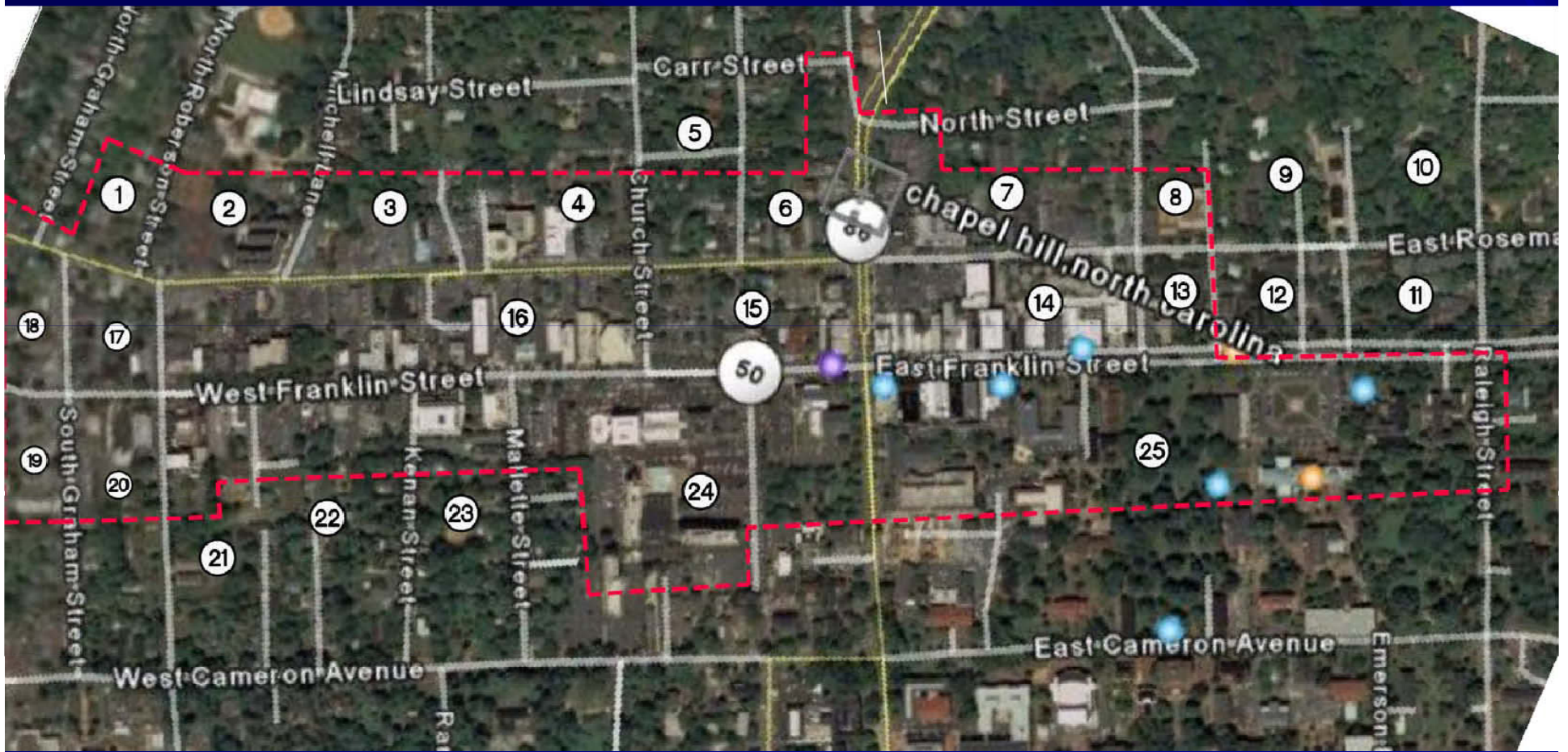
Town of Chapel Hill, NC
Parking Study – Preliminary Findings

Topics

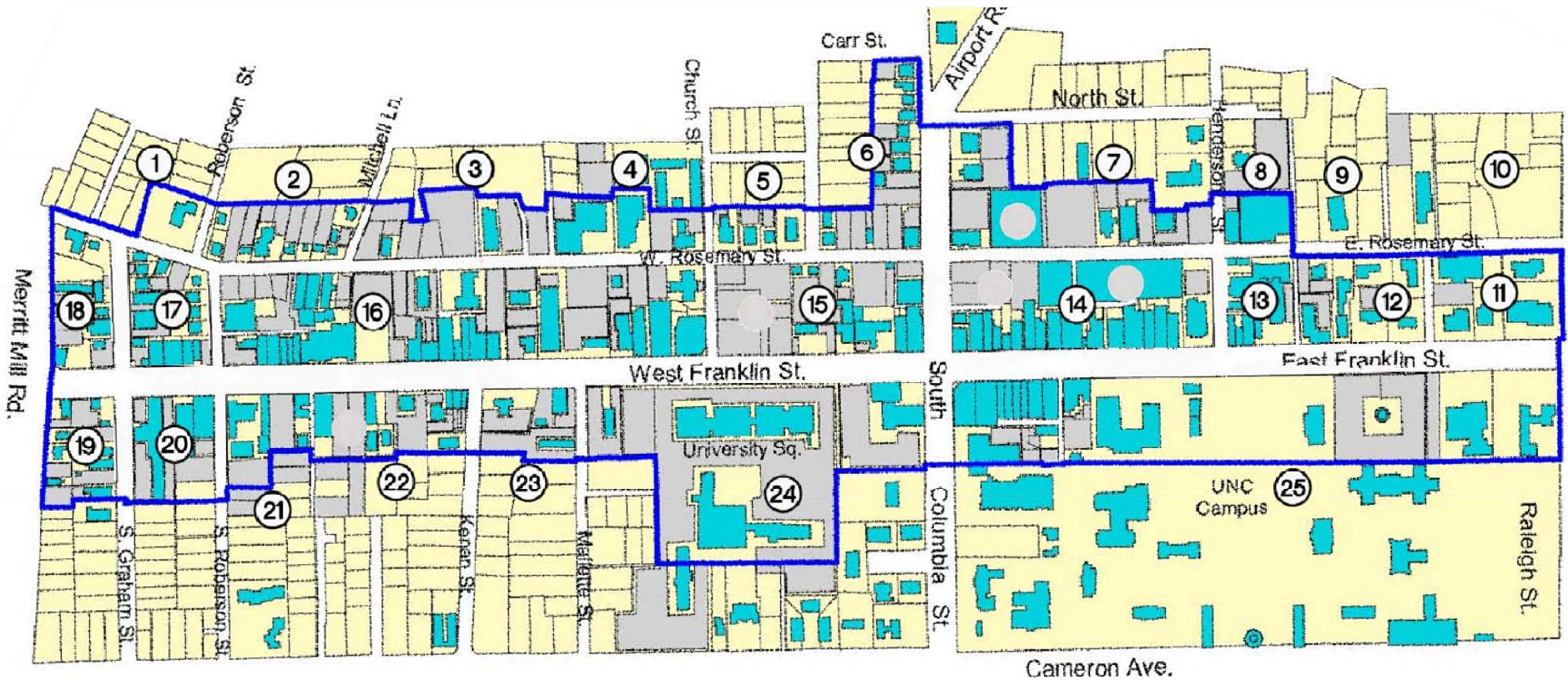
- Project Approach
- Study Area
- Information Gathered
- Field Observations
- Key Findings
- Parking Surplus/Deficit
- Recommendations



Study Area Aerial Photo



Study Area Building Map



Summary

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%	78	44%	122	71%	89	51%	85	49%	141	82%	115	66%	112	65%	67	39%
Public Off-street	647	95	15%	415	64%	532	82%	487	75%	327	51%	377	58%	341	53%	255	39%	187	29%
Private Off-street	2454	989	39%	1775	72%	1743	71%	1629	66%	1167	48%	933	38%	785	32%	407	17%	259	11%
Totals	3274	1109	34%	2266	69%	2397	73%	2205	67%	1579	48%	1451	44%	1241	38%	774	24%	513	16%



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

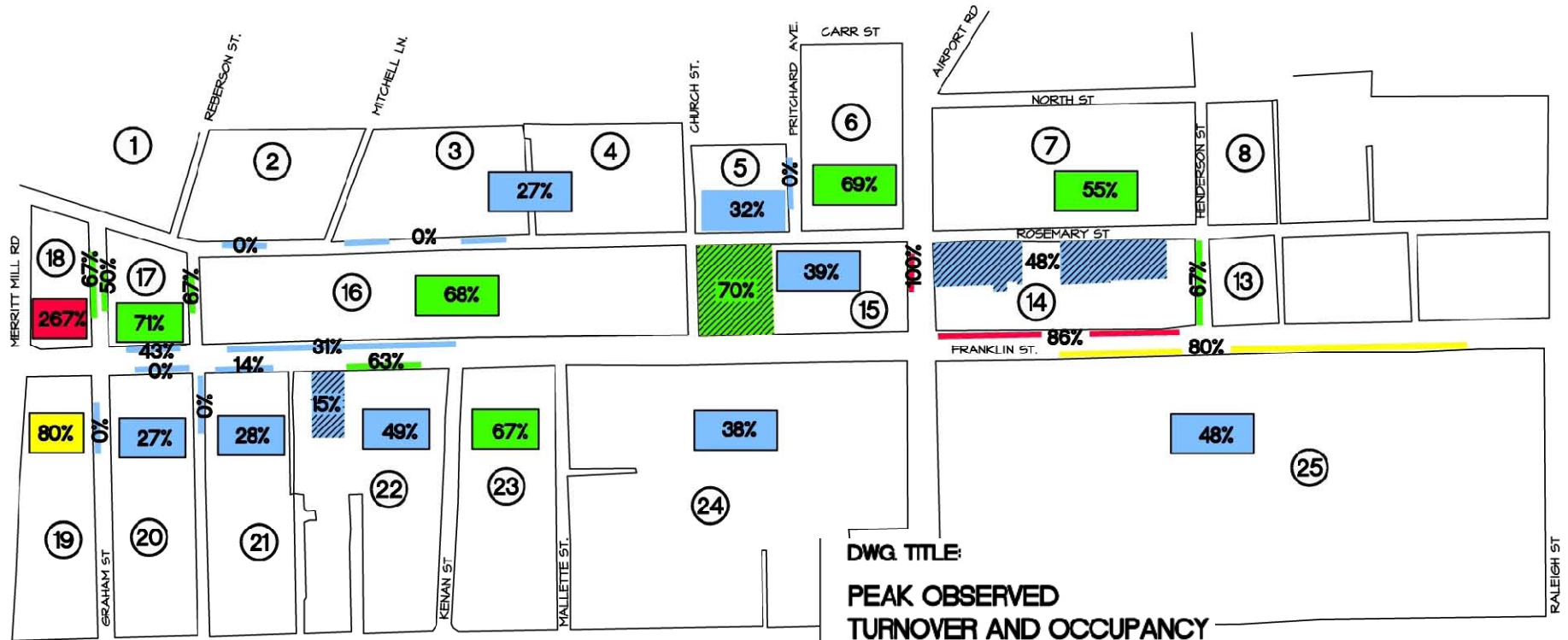
C. Private Off-Street

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



Town of Chapel Hill, NC

Parking Study – Preliminary Findings



DWG TITLE:
**PEAK OBSERVED
 TURNOVER AND OCCUPANCY**

THURSDAY NOVEMBER 8, 2007
 FROM 4:00 PM TO 6:00 PM

LEGEND

- BLOCK #
- 85% - 100%
- 75% - 84%
- 50% - 74%
- 0 - 49%
- INDICATES PRIVATE PARKING PER BLOCK
- INDICATES PUBLIC PARKING

Summary

TOWN OF CHAPEL HILL Turnover / Occupancy

Date: Thursday, December 20, 2007

Description	# of spaces	8:00am to 10:00am	Occ.	10:00am to 12:00pm	Occ.	1:00pm to 3:00pm	Occ.	3:00pm to 5:00pm	Occ.	5:00pm to 7:00pm	Occ.	8:00pm to 10:00pm	Occ.	10:00pm to 12:00pm	Occ.	12:00am to 2:00am	Occ.
On-Street	181	22	14%	82	39%	129	80%	77	48%	80	50%	128	78%	138	86%	102	63%
Public Off-street	647	362	56%	348	54%	388	60%	434	67%	398	61%	439	68%	407	63%	112	17%
Private Off-street	2522	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%



Occupancies (December 20, 2007)

A. On-Street

Daytime (1:00 -3:00PM) 80% occupancy

Nighttime (10:00-12:00AM) 86% occupancy

B. Public Off-Street

Daytime (1:00 -3:00PM) 60% occupancy

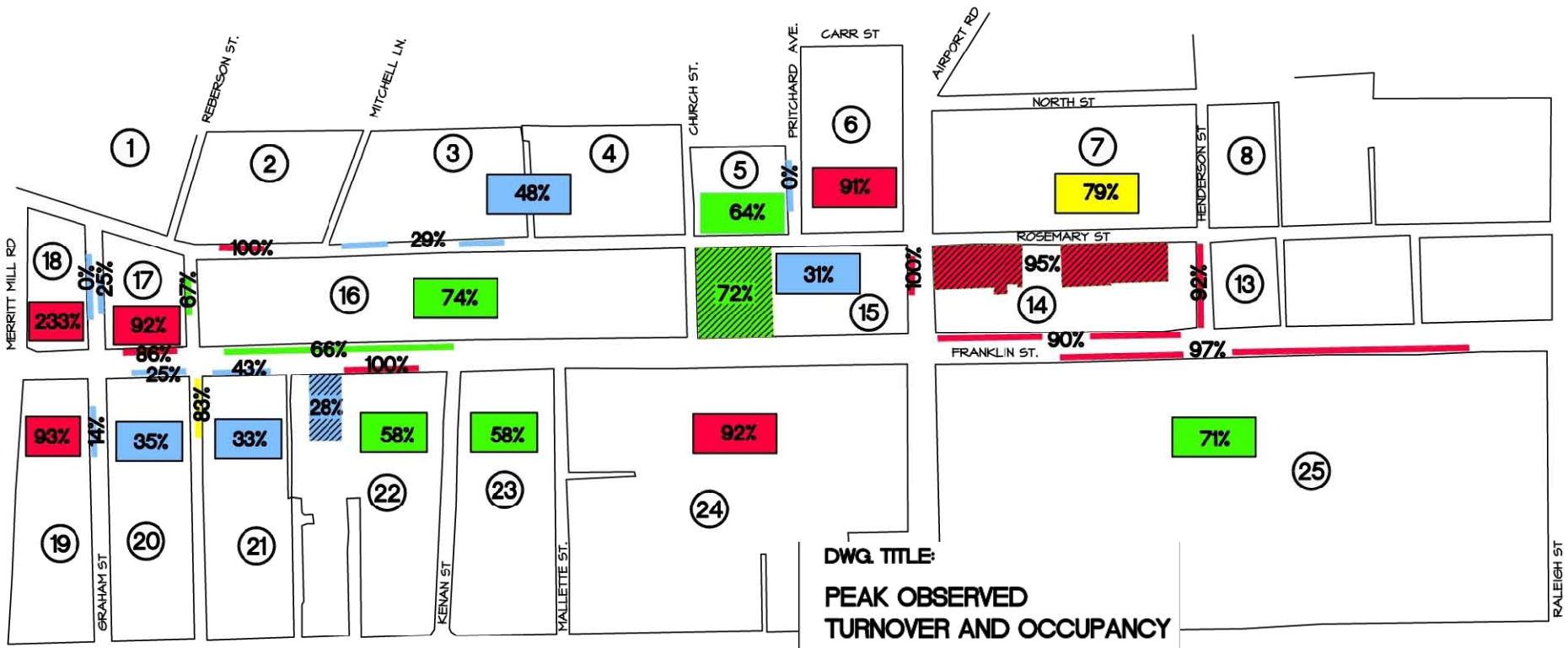
Nighttime (8:00-10:00PM) 68% occupancy

C. Private Off-Street

Daytime (1:00 -3:00PM) 50% occupancy

Nighttime (8:00-10:00PM) 29% occupancy





DWG. TITLE:
**PEAK OBSERVED
 TURNOVER AND OCCUPANCY**
 THURSDAY NOVEMBER 8, 2007
 FROM 12:00 PM. TO 2:00 PM

LEGEND

	BLOCK #
	85% - 100%
	75% - 84%
	50% - 74%
	0 - 49%
	INDICATES PRIVATE PARKING PER BLOCK
	INDICATES PUBLIC PARKING

On-Street/Private /Public Parking



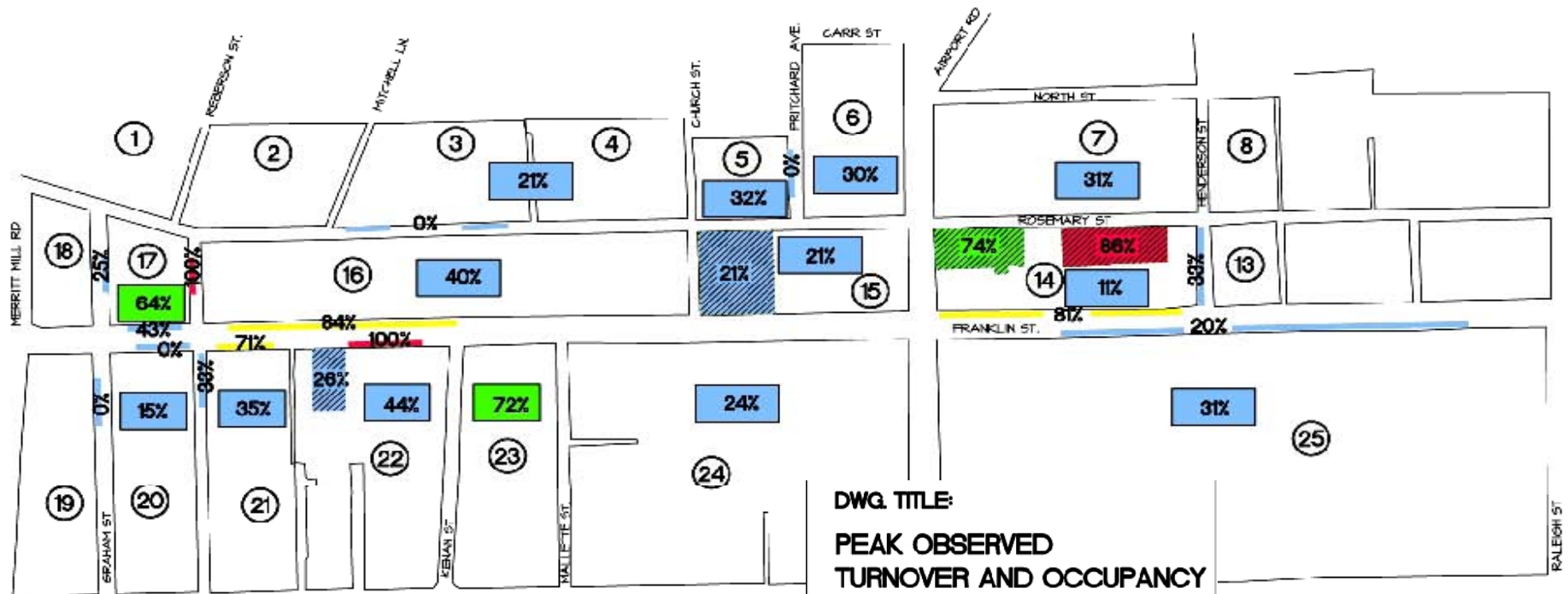
DWG. TITLE:
PEAK OBSERVED
TURNOVER AND OCCUPANCY
THURSDAY DECEMBER 20, 2007
FROM 100 PM. TO 3:00 PM

LEGEND

- Ⓜ BLOCK #
- Red box: 85% - 100%
- Yellow box: 75% - 84%
- Green box: 50% - 74%
- Blue box: 0 - 49%
- White box: INDICATES PRIVATE PARKING PER BLOCK
- Shaded box: INDICATES PUBLIC PARKING

On-Street/Private /Public Parking

Town of Chapel Hill, NC Parking Study – Preliminary Findings



DWG. TITLE:
**PEAK OBSERVED
 TURNOVER AND OCCUPANCY**
 THURSDAY DECEMBER 20, 2007
 FROM 5:00 PM. TO 7:00 PM

LEGEND

- BLOCK #
- 85% - 100%
- 75% - 84%
- 50% - 74%
- 0 - 49%
- INDICATES PRIVATE PARKING PER BLOCK
- INDICATES PUBLIC PARKING

Enforcement

- Consider going to vehicle(s)