

**Downtown Parking Citizens Committee  
Report to the Town Council**

**Submitted to Chapel Hill Town Council on  
February 26, 2007**

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## Executive Summary

This report suggests that downtown parking is dynamic system of continuous change that needs to be managed and monitored. As supply and demand can vary by hour, day, week, or month, effective management strategies that implement all possible resources to the fullest extent are critical to achieving a balance of efficiency and customer satisfaction.

The Downtown Parking Citizens Committee recognizes that more needs to be done to satisfy the needs of the public users of downtown parking. Technologies are proving to be confusing for some users, private lots remain restricted when municipal lots are full, too little of information is passed to the consumers regarding parking, and there is a need for increased cooperation among the business owners, property owners, the Town of Chapel Hill, and the University of North Carolina-Chapel Hill.

This report sets forth basic guiding principles of parking, including: *parking should be customer-focused and user friendly; and parking is an economic development tool.*

In this report, the Committee makes a number of recommended management strategies designed to create a downtown parking system that encourages both new and old customers to conduct their business in the Downtown District. The recommended management strategies consider all possible resources available to the Town of Chapel Hill and the best uses of those resources. These strategies are the first actions to be taken in coordinating a parking plan and are meant to:

- Inform the public
- Encourage shared parking
- Communicate with private owners, the University, and other communities
- Provide equitable enforcement and regulations
- Implement user-friendly technologies
- Maintain appropriate parking rates and return revenues to the downtown community
- Measure effectiveness of overall strategies

Management strategies are the principal means to challenging the multiple problems associated with the downtown parking system. To coincide with these strategies is the immediate collection of baseline data that creates a simple, short-term portrait of parking supply and demand. Within 2-5 years, further measurements will be needed to measure the effectiveness of the implemented management strategies in the mid-term, providing an opportunity to remedy any faults. Following the full execution of the parking management strategies, long-term assessments may be needed to identify the long-range changes in parking supply and demand and the need for additional parking infrastructure.

The recommendations to Council in this report respond to the needs of downtown parking and are designed to encourage greater customer use of downtown businesses and transform downtown parking into a positive experience for the residents and visitors of Chapel Hill.

# **Section 1. Introduction and Purpose**

## **1.1 Council's Charge to the Committee:**

- Review goals of the Comprehensive Plan and Downtown Small Area Plan related to downtown parking.
- Review past parking reports and surveys by the town, the University, the Chamber of Commerce and others, including the 2004 LSA Associates report.
- Update the LSA survey of parking spaces in the downtown to determine ownership, use patterns, use regulations, and other relevant information.
- Determine need for additional parking by geographic sector, taking into account potential development.
- Determine the cost to the town to provide the current parking services and alternate service arrangements including free parking.
- Evaluate options for revising development regulations related to the provision of parking in downtown.
- Take into account the impact of any parking loss covered by potential development of Parking Lot 5 and at the Wallace Deck; review temporary public parking plans for the construction period.
- Propose an implementation plan for addressing the identified downtown parking needs, and develop strategies to carry out the plan.

## **1.2 Purpose**

The Downtown Citizens Parking Committee is comprised of citizens who work, shop and visit downtown, business owners, property owners, property managers, representatives of the Chamber of Commerce, University of North Carolina at Chapel Hill, the Chapel Hill Transportation Board, and Council members. The Committee reviewed the Comprehensive Plan, Downtown Small Area Plan, parking studies such as the 2004 LSA Associates report, expert presentations on strategies and technologies, and their own interpretation of current parking downtown. The purpose of this report is to present a document to the Town Council that reviews the current parking management system, identifies issues that may be missing in order to have a successful parking plan and highlights the goals, objectives, strategies for a downtown parking plan. Furthermore, the purpose of this report, based upon a review of all the data and the Committees own goals, objectives and strategies, is to offer to the Town Council a set of recommendations and implementation plan to take action in achieving the guiding principles set for downtown parking.

## Section 2. Comprehensive Plan Goals

This section includes a summary review of the goals and objectives for transportation and parking of the 2000 Comprehensive Plan and 2000 Downtown Small Area plan

### 2.1 Comprehensive Plan (2000)

#### Overall Transportation Goal

Develop a balanced multi-mode transportation system; increase mobility, reduce auto dependence, preserve character of Chapel Hill.

#### Objective for Parking

Develop a parking system within downtown that recognizes the need for short-term parking while encouraging policies and practices that minimize the long-term parking supply.

#### Strategy for Parking

Develop and implement a comprehensive parking strategy, to include:

- *parking standards*: revise minimums; set maximums
- *availability*: provide short-term, discretionary vs. long-term, non-discretionary
- *employee*: reducing long-term employee parking to combat automobile congestion
- *parking structures*: encourage structured parking
- *shared parking*: look at counter-cyclical sharing of spaces

#### Council Goals

Annually Council sets goals based on Comprehensive Plan review. Developing a comprehensive parking strategy is #7, High Priority, this year (2006).

## **2.2 Downtown Small Area Plan**

### **Overall Transportation Goal**

Maintain and further develop multiple Downtown transportation systems and facilities to conveniently serve residents, businesses, and their employees, customers, and visitors to Chapel Hill.

### **Parking Objectives**

- Provide adequate and convenient off-street short-term parking in either public or private facilities.
- Encourage a cooperative parking system driven by downtown tenants.

### **Potential Strategies**

- Create an information collection and monitoring system, block by block.
- Provide annual reports that evaluate the use of public and private parking lots/structures as short-term parking.
- Re-examine the policies of the Town in the Comprehensive Plan, Development Ordinance, and Town Code as they pertain to the provision of off-street parking and the dollar amount of pay-in-lieu-option.
- Architecturally integrate any new parking facilities to enhance street level activity for business use.

## **Section 3. Summary of Existing Parking, Development Regulations, and Cost Information**

### **3.1 Summary of Existing Parking**

According to the 2004 LSA Associates Parking Study of downtown Chapel Hill, there was an adequate supply in parking for all districts within the downtown. However, due to private restrictions, some of these parking spaces were not available to the general public, resulting in available public short falls. [For information from the LSA study and utilization chart, see Appendix, Section 8.5, pg. 29-31]

### **3.2 Summary of Development Regulations**

Land use regulations are nearly identical in the two Town Center zoning districts. The Land Use Management Ordinance establishes a minimum parking space requirement in the Town Center districts of 1 space per 400 square feet of floor area for office and general business uses and requires one space per dwelling unit. Parking requirements can be satisfied on-site, off-site within 1,200 ft. of an entrance to building, payment-in-lieu of providing the spaces at \$3,600 per space or portion thereof to Town Center Off-Street Parking Fund, or through provision of a Transportation Management Plan. There are special design regulations as to the location of parking, landscape bufferyards, setbacks, and transitional modifications. [For information on the summary of development regulations, see Appendix, Section 8.7, pg. 33-34]

Current changes to development regulations are ongoing and public hearings may be available for further committee member recommendations beyond the established period for the Committee. The Committee recommends to the Town Council making the proposed maximum requirements more realistic than 110% of the minimum.

### **3.3 Summary of Cost Information**

Parking Services is divided into an On-Street and Off-Street Fund. Excess revenues in the On-Street fund are transferred to the General Fund. [For information on cost information, see Appendix, Section 8.4, pg. 26-28]

## **Section 4. Guiding Principles**

This section includes the overall guiding principles of the Town of Chapel Hill's management of the downtown parking system. The issues later identified and strategies/actions recommended are based upon these principles.

- Consider parking as a public good provided for citizens
- Consider downtown parking as an economic development tool
- Implement management strategies before considering possible additions to parking infrastructure
- Cultivate public-private management approaches for parking
- Focus on customer service in the provision of parking, parking information, and parking enforcement
- Provide adequate information on parking, including way-finding signage and directions to parking
- Provide adequate accessibility and availability of downtown parking
- Provide safe and well-maintained facilities that serve multiple users and destinations
- Maintain downtown parking utilization at 85%
- Maintain a responsiveness to uncertainty, change, and the diverse needs of parking customers
- Provide courteous and equitable parking enforcement, as well as enforcement education



## **Section 5. Issues Identified**

Through its continued discussions, the Downtown Citizens Parking Committee has identified many key issues critical to Chapel Hill's downtown parking. These issues are a reflection of what is needed to implement a successful overall parking plan in accordance with recommended guiding principles. The issues are also those that are needed in developing a parking plan that is customer focused and maintains parking as an economic development tool. The issues include Communication, Cooperation and Collaboration, Enforcement, Regulations, Technology, and Financial.

### **5.1 Communication**

Communication is one of the key components to a successful parking plan. This aspect involves the creation of information that adequately informs the public, as well as marketing that information in a timely and proper manner. Issues identified include:

- Need for informational signs on where to park and how to get there.
- Need for informational signs denoting how to pay, rates, and hours of operation.
- Improve clarity for on-street parking meters designating hours and how to pay.
- Improve number of informational signs directing to municipal parking farther outside of the immediate downtown area.
- Need for marketing downtown parking information to inform the general public.
- Improve use of technology.

The issues listed recognize that the current system is lacking both quantitative and qualitative information on downtown parking as well as a process for relaying that information to the customers of downtown parking.

Current parking signage does not adequately inform the public on where to park and how to pay. These signs are both too few and not clear and legible. Due to these deficiencies, the parking signs do not give customers of downtown parking the information they need to park efficiently, timely, and without the confusion many experience. There is a lack of informational signs detailing visitors on where to park, hours of operation, and parking rates. Also, there is a lack of informational signage farther outside of the immediate downtown area which does not give visitors coming into the town the parking information they need to prepare themselves on where to park.

Apart from signage, the Committee has also recognized that there exists no formal way to relay up-to-date parking information to the public. There is no technology that allows customers to downtown parking the access they need to parking information, such as in the form of a website. While parking brochures are one form of marketing to the general public, the Committee has found that this is not sufficient means to give those who park

downtown adequate and efficient information that they may require before coming to park.

## **5.2 Cooperation and Collaboration**

Cooperation and Collaboration is critical to a successful parking plan. Through researching other parking plans, sharing technology and strategies with outside entities, and creating partnerships with merchants, private firms, universities, and other governments, resources can be fully realized in creating a parking plan. The issues identified by the Committee include:

- Need for cooperative initiatives for shared parking with the owners of the private lots downtown. These underutilized lots are closed off to the general public through the use of towing or chained entrances.
- Downtown merchant involvement and cooperation in encouraging customers to use parking downtown in the municipal lots, specifically through tokens, discounts, and coupons to offset the cost of parking.
- Downtown merchant involvement and collaboration in finding an alternative for employee parking.
- Opportunity to improve Town and University cooperation in using common technology.
- Opportunity to improve cooperation between the Town and the University to facilitate the use of off-campus University lots, particularly the lot at 440 West Franklin St. and those on Rosemary St. near Breadman's.

Through its discussions, the Committee has identified many issues relating to parking and cooperation among entities outside the departments of the Town of Chapel Hill. The Committee has recognized that throughout the downtown area there are many surface lots that are privately owned. While some of these lots are used during business hours, they have been recognized as having little utilization, particularly on nights and weekends. Often these lots are closed to the general public and enforced through chained-up entrances and towing. There has been an identified lack of cooperation between the Town of Chapel Hill and the owners of these private lots to open them up to the public. These underused lots create a negative perception of downtown parking. This perception leads to the frustration of visitors, who often may find municipal lots full and the private lots empty.

These underused lots could prove beneficial in alleviating many of the problems associated with insufficient municipal parking. These lots could help parking congestion during peak hours, such as 11:00 am – 2:00 pm on weekdays and weekend evenings.

The Committee has also recognized that there exists a lack of downtown merchant (office owner/tenant) involvement in the parking system. The merchants are critical to both the downtown economy and in getting the public to park in the municipal lots. As it stands, there is little cooperation between the downtown business owners and the town to

encourage downtown parking and help facilitate solving many problems of downtown parking.

There is a possibility that does not exist under current parking to encourage customers to use municipal parking by purchasing tokens from parking services and giving them to paying customers for meters, offering discounts by stamping receipts, or even offering coupons that discount the customer's next visit to the place of business. These options would benefit both the merchants and downtown parking by creating incentives to return and park in municipal lots, yet as it stands, they do not exist. A Town of Chapel Hill and downtown merchant partnership would benefit both parties, as well as the public who park downtown.

Furthermore, there is currently no downtown merchant involvement in procuring an alternative for employee parking. Currently, employees of the many businesses and restaurants park in municipal lots and on-street parking, using up valuable customer spaces. The Committee has identified a need to get merchants involved in getting employees to carpool or find one parking lot for downtown employees outside of the area that customers may use.

The final issue is that of enhanced cooperation between the Town of Chapel Hill and the University of North Carolina – Chapel Hill. Both have their own system of parking. The Committee found that there needs to be a cooperative partnership between the two on common technology, allowing for both to be informed on new and available technologies, strategies, and the evaluation of those technologies.

Further cooperation is needed between the Town and University in regard to the various off-campus University owned and operated surface lots. While some of these lots are available to the public after 5pm on weekdays and during all times on the weekends, particular concern has increased over the university lot at 440 West Rosemary St. and those next to Breadman's on West Rosemary St. The lots at 440 W Franklin St. and those next to Breadman's are available to the general public free of charge for use between 5:00 pm – 9:00 pm on weekdays and until 9:00 pm on weekends. While public security and safety poses a major problem with these lots after 9:00 p.m., some members of the Committee would like the University to open these lots beyond the limited hours currently allowed for public use to alleviate the municipal parking demand. The west end of the downtown district is often full of visitors and customers that fill the municipal lots and metered spaces quickly, and the university lots are an efficient alternative to solving these parking congestions during the day as well as on nights and weekends. The dinner-time parking situation on the west end improved recently following the University's agreement to allow west end restaurants to have valet parkers use one of the lots for parking customer vehicles.

### **5.3 Enforcement**

Parking enforcement includes both identifying violators, assessing the appropriate penalty to those violators, as well as maintaining positive customer relations with the public. Issues identified include:

- Lack of a positive perception of downtown parking enforcement and enforcement officers.
- The importance of customer-friendly enforcement that is courteous to all who park downtown.

Parking enforcement includes both identifying violators and assessing the appropriate penalty to those violators. The Committee has realized that there exists a negative perception of parking enforcement. While this negative perception is sometimes unavoidable, the issue of creating a positive perception of enforcement and the enforcement officers has been identified.

This customer experience needs to be facilitated through courteous and respectful staff of enforcement officers that recognize that customers may be either pleasant or unpleasant in response to a violation or parking ticket. Although the officers are well trained and are taught to uphold a standard, additional training in customer relations would be beneficial. These types of workers will be the most influential in creating a positive image of downtown parking enforcement.

The Committee has identified a need for a public relations campaign between parking enforcement and the public to realize a positive perception of enforcement and the work of enforcement officers.

While many violators are not familiar with parking guidelines and regulations, there exists no real-time form to educate them on those guidelines. With the available technology, the Committee has identified the need to print such guidelines on the back of tickets and receipts to educate violators and to prevent recurrences of violations.

Examining new technology in enforcement and ways to further make the customer experience more friendly and approachable would be beneficial to both the Town and the public that parks downtown.

## **5.4 Regulation**

Regulations involve up-to-date ordinances and parking regulation tools that are efficient, are in compliance with other regulations, and reflect the guiding principles of the parking system. Issues recognized by the Committee include:

- Enforcement of Transportation Management Plans (TMP).
- Updating Town Parking Ordinances.
- Updating the goals and objectives of Comprehensive Plan to reflect recommendations in this report.

Committee concerns have risen through multiple discussions over the enforcement of the Town's Transportation Management Plans. These plans are meant to be alternatives to satisfy downtown business parking requirements under the current parking and development regulations.

Currently, the Committee feels that there is insufficient enforcement by the Town to ensure that these TMP's are being fulfilled. While they do require businesses to report periodically, they are still not regulated to the full extent possible.

Town Parking Ordinances, as well as the Comprehensive Plan and Downtown Small Area Plan, should be updated to reflect the recommendations in this report regarding downtown parking. Updating Town Ordinances and the Comprehensive Plan are critical to creating a parking system that is a tool for economic development.

## **5.5 Technology**

Technology involves using up-to-date systems that facilitate the process of parking for the Parking Services, Town of Chapel Hill, and the general public who park downtown. Issues recognized by the Committee include:

- Lack of user friendly parking in terms of technology.
- Difficulty in integrating technology into downtown parking that can be used by everyone, such as the pay stations at Municipal Lots 3 and 5.
- Chapel Hill and University integration of common technology.

Multiple Committee discussions on technology and the difficulties in integrating technology into a successful parking plan have resulted in numerous key issues. One problem realized through the Committee discussions are the user-friendliness of technologies involved in the pay stations at municipal lots 3 and 5. Some customers have had difficulty understanding how to pay as well as physically being unable to use the machines. Others have found that the lines of people waiting to pay, as well as having to walk from the car to a pay station to pay, are an unnecessary inconvenience.

The Committee has identified a need to collaborate with the University on common technology. By evaluating technologies used by the University in their parking system, the town can better analyze the use of multiple technology options and those available to the downtown parking system.

## **5.6 Financial**

The financial aspect of a parking plan involves setting the appropriate parking rates in accordance to the guiding principles, as well as collecting revenues and using them appropriately. Issues identified include:

- Need for appropriate use of the revenue generated from downtown parking.
- Appropriate parking rates so that parking is an economic development tool.

The concerns of the Committee are centered on the use of parking services as a revenue tool and not as an economic tool, as well as the use of those revenues generated. Current off-street rates are set so that they generate revenue, although lots such as the Wallace Deck are often not fully utilized. Instead, the Committee has identified a need for rates that reflect an increase in off-street parking while helping to develop the economy of downtown. Higher on-street rates will increase turnover and increase usage of municipal lots and deck.

Currently, downtown parking creates revenue that is placed in the General Fund (excess revenues over expenditures from the On-Street Fund). This spending goes principally, but not fully, to improving parking facilities, services, and the downtown community. In accordance with the guiding principles of downtown parking, the Committee recommends that the revenue generated from parking should solely be used for improving parking services, facilities, and the community downtown. These revenues will help to create a more positive and attractive image of downtown and parking, thus encouraging customers to come downtown to park and conduct business.

Appropriate parking rates are also required in achieving 85% occupancy of downtown parking spaces. On-street rates should be at least the same, if not higher, than off-street parking rates in order to encourage higher on-street turnover. As it stands, current parking rates do not reflect this strategy.

## Section 6. Recommended Implementation Plan

This section reflects the goals, objectives, and strategies of the Committee in accordance with the Committee's recommended guiding principles. The topic areas include Communication, Collaboration and Cooperation, Enforcement, Regulations, Technology, Financial, and Other Potential Strategies/Actions.

### 6.1 Communication

#### *Goals:*

- Improve customer knowledge of availability and location of public and private parking

#### *Objectives:*

- Improve communication about parking and access to parking information for the general public
- Attain greater informational clarity for signs
- Attain greater informational clarity for parking meters
- Attain adequate number of signs directing to municipal parking
- Establish better marketing of information to the public

#### *Strategies/Actions:*

- Improve the physical appearance and size of parking signs, in accordance with federal regulations, in order to make them more legible and informative
- Improve the content of the downtown parking signs to establish signs that provide direct and accurate information to the public
- Increase the number and clarity of signs that inform on pay rates and hours of operation
- Expand the size and writing of signage on parking meters to provide clearer information to customers
- Provide all meters with information on hours of requirement of pay and pay rates so all customers are informed
- Establish a greater number of signs outside of the downtown area (beyond 1000 ft.) on parking
- Establish signs on major roadways leading into Chapel Hill informing visitors on where available municipal parking is located
- Create website that provides up-to-date information on the availability and location of parking spaces and municipal lots
- Use alternative multimedia tools to market parking information to the public beyond the use of the internet and parking brochures
- Use alternative resources to market parking information, such as radio announcements and brochures/pamphlets to be handed out by downtown businesses

## 6.2 Cooperation and Collaboration

### *Goals:*

- Improve availability and accessibility of parking downtown through cooperation and collaboration with outside resources

### *Objectives:*

- Create tools and opportunities to improve cooperation and communication with citizens, merchants and property owners, the University of North Carolina, other governments, and private firms
- Establish cooperative agreements on shared parking with private lot owners downtown
- Establish agreements with downtown merchants to encourage customer parking in municipal lots and increasing economic activity
- Work with downtown merchants and business owners to encourage alternatives to employee parking, including carpool, employee designated lots or alternative modes of transportation
- Explore the feasibility of using private management firms for public and private parking

### *Strategies/Actions:*

- Consult with the University of North Carolina – Chapel Hill on common technologies used in parking
- Establish a relationship or agreement with the University for issues associated with the 440 West Rosemary St. lot and the lots on Rosemary St. near Breadman's
- Consult the University on an agreement to use other University owned off-campus lots on nights and weekends
- Cooperate with owners of private parking lots downtown to open up these lots for use by the general public, specifically on nights and weekends, through the use of incentives such as town services, including security and maintenance/cleaning of the lots
- Cooperate with downtown merchants and business owners to create a system to encourage the use of municipal parking by customers through purchasing meter tokens and giving them to paying customers, disbursing coupons and discounts, and stamping receipts offering discounted parking at municipal lots
- Consider the use of High Occupancy Vehicle (HOV) spaces for employees that carpool, such as in 1<sup>st</sup> level of Wallace Deck
- Designate one parking lot outside the immediate downtown area, or greater than 500ft. of most shops and away from customer parking, for employee parking. This lot could even be outside of the downtown district with a shuttle to transport employees to and from their vehicles
- Investigate feasibility of contracting private management for parking through either a partnership or third party management firm



- Investigate other communities to review alternative parking strategies or “Best Practices” that could benefit the Town of Chapel Hill
- Communicate with other applicable university communities to evaluate alternative parking strategies, such as but not limited to:
  - Madison, WI
  - Charlottesville, VA
  - Lawrence, KS
  - Ann Arbor, MI

### **6.3 Enforcement**

*Goals:*

- Provide customer friendly parking enforcement

*Objectives:*

- Create a positive perception of parking enforcement officers
- Educate violators to avoid future incidences
- Enforce and monitor transportation management plans

*Strategies/Actions:*

- Encourage enforcement officers to give fair treatment for everyone who parks downtown
- Reinforce to enforcement officers to be courteous and respectful to the customer.
- Print parking guidelines and laws on the back of parking tickets
- Provide extra training specializing in customer relations

### **6.4 Regulations**

*Goals:*

- Regulate parking and parking ordinances to achieve the Town’s goals for parking as expressed in the Comprehensive Plan and Downtown Small Area Plan

*Objectives:*

- Maintain appropriate development and parking regulations to encourage development, redevelopment, and increased use by visitors, customers, and residents

*Strategies/Actions:*

- Make the parking regulation maximums more realistic than 110% of the minimum requirements
- Regularly monitor businesses that provide a transportation management plan to ensure that they are following the plan (once a year)

- Update the Comprehensive Plan Parking Objectives to reflect report recommendations and encourage economic development
- Update the Town parking rules and rates for on and off street parking
- Update the Town Parking Ordinance to reflect the importance of parking as an economic and downtown development tool

## 6.5 Technology

### *Goals:*

- Investigate the use of appropriate parking technology that is customer-friendly and implement such technology to improve the use and experience of downtown parking

### *Objectives:*

- Use cost-effective technology to make more user-friendly and accessible parking
- In coordination with technology, use appropriate privacy policies to ensure confidentiality of customer information
- Communicate and create an agreement with the university on common technology
- Create a parking system with integrated technology that is easy to use, maintain, and service
- Implement with new technologies plans to educate customers of parking on how to use new technologies, recognizing individual learning curves on technology

### *Strategies/Actions:*

- Use on-street parking meters that are payable with credit cards for the appropriate time period
- Re-evaluate the pay stations at the municipal lots to create more user-friendly pay stations that can be used by all customers of public parking
- Use available technology to print parking guidelines and regulations on the back of receipts from pay stations to provide alternative means of educating the public on parking
- Create a website that shows downtown parking lots and hours of operation/availability, price and any additional information, such as regulations
- Investigate technologies and ease of piracy and information theft to protect the information of customers
- Maintain better technology integration by one vendor or service to facilitate maintenance and operation of equipment
- Cooperate with university on common technology and available technology to facilitate the use of parking by all visitors of Chapel Hill. This involves both current technologies, future technologies, and an evaluation of both the town's and university's implementation of those technologies
- Implement education plans that facilitate customer use of new technologies, including "Town Ambassadors" at pay stations and new technologies at peak times for the first month of use to teach users how to park and pay

- Create new signage with new technologies and pay stations to better inform on how to pay

## 6.6 Financial

### *Goals:*

Create a parking system that is an economic development tool

### *Objectives:*

- To create a parking system that is not a revenue generating tool, but rather one that encourages downtown parking, business, and establishment of new businesses
- Place surplus money (revenue) from parking meters, lots, and tickets back into the downtown community

### *Strategies/Actions:*

- Offer periodic promotions, discounts, and initiatives to encourage downtown business and develop the economy [For more information see Section 6.7 Immediate Strategies/Actions]
- Set parking rates to reach 85% utilization rate and encourage off-street parking, by increasing on-street rates so that they are at least equal to, if not greater than, off-street parking rates
- Return parking revenues to the downtown community through improving parking facilities and services, as well as through alternative projects that benefit the downtown

## 6.7 Other Potential Strategies/Actions

This list comprises other potential strategies/actions that the Council may wish to consider in developing a parking system; these strategies/actions are not necessarily endorsed by all Committee members.

### **Immediate (less than 1 year):**

- Collect key statistics and baseline data that measure the current use of parking downtown by area, time parked, and nature of business of the parking customer
- Contact University for potential use of University resources to collect this data; include interested graduate students, programs, or departments, such as but not limited to:
  - UNC Department of Public Policy
  - Center for Urban and Regional Studies
  - Department of City and Regional Planning
  - UNC Statistical Consulting Center
- Free short-term parking during holidays

- 15 minute free meter parking
- 1 hour free parking in parking deck
- Business stamps to offer customer discounts or free parking
- Offer discounts or free parking for receipts of purchase
- Offer a longer grace period before handing out meter violations
- Free short-term parking on Saturday
- Free parking in parking deck on Sunday

**Short-Term (1-2 years):**

- Improve parking informational signage
- Offer discounts or free parking for High Occupancy Vehicle (HOV) parking
- Stop parking enforcement and fees to 6:00 p.m.
- Offer churches free parking if they make church lots available during non-church use hours, such as at night
- Reconsider free parking for churches before 2:00 p.m. on Sundays
- Encourage the University to operate under the same plan: open up University lots when Municipal lots are free
- Operate parking times, prices, and rules consistently

**Mid-Term (2-5 years):**

- Continue to collect key statistics and baseline data that measure the use of parking downtown by area, time parked, and nature of business of the parking customer
- Create Transit System for employees (Employee Park and Ride)
- Move leased parking to peripheral areas of downtown to encourage greater short-term use
- Create more long-term leases and parking spaces to support office use and encourage establishment of more businesses downtown.
- Revisit Transportation Management Plan to encourage greater enforcement of business Transportation Management Plans

**Long-Term (5+ years):**

- Encourage the full implementation of the recommended management strategies to create a parking management plan
- Continue to evaluate and measure the effectiveness of these strategies
- Assess the need for future long-range parking demand and supply and evaluate need for additional parking infrastructure following full implementation of the recommended and review of parking management strategies in this Report

## **Section 7. Conclusion**

This report reflects the recommendations of the Downtown Parking Citizens Committee following discussions and presentations on issues related to Chapel Hill Downtown Parking. The Committee has identified numerous issues it recommends the Council address in order to implement an appropriate and successful parking plan.

The Committee recommendations in Section 6 are reflective of possible additional or alternative management strategies targeted at improving the efficiency and success of a parking plan. The management strategies recommended in this report are the first actions needed in developing a coordinated parking plan for Chapel Hill. The Committee recommends the Council view parking as an overall system to be managed.

Baseline data collection and key statistical measurement should take place immediately to coincide with the implementation of parking strategies. Within two to five years, measurements and analysis would be needed to help measure and evaluate the mid-term effectiveness of the strategies/actions of the parking system. These periodic measurements would help to assess the short and mid-term changes in parking demand and success of the strategies/actions.

In the long-term (5+ years) and following implementing these management strategies, further identification and measurements may be taken to identify the current parking supply and the need for additional, long-term infrastructure. However, such long-term assessments should only take place after full execution of current and recommended management strategies, evaluation and analysis of those strategies, and exploration of alternative strategies.

## **Section 8. Appendix**

## 8.1 Town of Chapel Hill Parking Services Summary

Parking Area	Opening Time	Closing Time	Daily Spaces	Rental Spaces	Total Spaces
Wallace Deck - <i>105 E. Rosemary St.</i>	Mon-Fri 7:30 a.m. Sat 9:30 a.m. Sun 2:00 p.m.	Mon-Fri 1:15 a.m.* Fri – Sat 3:15 a.m. Sun 9:45 p.m.	239	70	309
Lot 2 - <i>100 E. Rosemary St.</i>	Mon-Fri 7:30 a.m. Sat 9:30 a.m. Sun 2:00 p.m.	Mon-Thur 1:15 a.m. Fri-Sat 3:15 a.m. Sun 9:45 p.m.	104	-	104
Lot 3 – <i>415 W. Franklin St.</i>	Mon-Sat 8:00 a.m.	Mon-Sat 8:00 p.m.	55	10	65
Lot 4 – <i>104 W. Rosemary St.</i>	n/a	n/a	-	17	17
Lot 5 – <i>108 Church St. &amp; 141 W. Rosemary St.</i>	Mon-Sat 8:00 a.m.	Mon-Sat 8:00 p.m.	103	66	169
Lot 6 – <i>127 W. Rosemary St.</i>	n/a	n/a	-	12	12
On-Street Parking	Mon-Sat 8:00 a.m.	Mon-Sat 6:00 p.m.	211	-	211
Total			712	175	887

- Please note that 39 spaces on Cameron Avenue will have a four hour time limit while all other Town metered spaces will maintain a limit of two hours
- Wallace Deck and Lot 2 operate under the same time principles
  - \* Wallace Deck closing times during the week vary upon demand, but are no later than 1:15 a.m.
- Lot 3 and Lot 5 operate under the same time principles
- Lot 4 and Lot 6 operate under the same time principles



## 8.2 Parking Rates

Location	Rates
On-Street: Central Business District	\$.25/15 minutes, 2 hour limit
On-Street: Cameron Avenue	\$.25/15 minutes, 4 hour limit
Attendant Operated Lots: Wallace Deck Lot 2	\$.65 cents/half hour for 0-4 hours; \$1.30/hour for 4-6 hours \$1.80/hour for 6 hours or more Limited discounts to senior citizens and people with disabilities are available.
Leased Spaces	\$85/month

### 8.3 Free Parking

Lots 3 and 5	After 8:00 p.m. Saturday and all of Sunday On Town Holidays
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On-Street Meters	After 6:00 p.m. On Town Holidays
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## 8.4 Cost Information (from 2006-2007 Budget Report)

### 8.4.1. On-Street Parking

<b>Revenues</b>							
	<b>2004-2005 Actual</b>	<b>2005-06 Original Budget</b>	<b>2005-06 Revised Budget</b>	<b>2005-06 Estimated</b>	<b>2006-07 Adopted Budget</b>	<b>% of Revenue</b>	<b>% Change from 2005-06</b>
Parking Meter Fees	240,651	218,410	218,410	248,089	243,160	41%	11.30%
Parking Ticket Fines/Fees	350,707	369,000	369,000	352,800	356,500	59%	-3.40%
Interest Income	3,328	1,000	1,000	1,200	1,000		0.00%
Appropriated Fund Balance	-	8,250	13,693	-	-	-	-100.00%
<b>Total</b>	<b>594,686</b>	<b>596,660</b>	<b>602,103</b>	<b>602,089</b>	<b>600,660</b>	<b>100%</b>	<b>0.70%</b>

<b>Expenditures</b>						
	<b>2004-05 Actual</b>	<b>2005-06 Original Budget</b>	<b>2005-06 Revised Budget</b>	<b>2005-06 Estimated</b>	<b>2006-07 Adopted Budget</b>	<b>% Change from 2005-06</b>
Enforcement: Operations	362,661	398,960	397,777	365,567	416,496	4.40%
Meters: Operations	58,241	74,051	80,677	60,873	57,578	-22.20%
Transfer to General Fund	168,341	123,649	123,649	175,649	126,586	2.40%
<b>Total</b>	<b>589,243</b>	<b>596,660</b>	<b>602,103</b>	<b>602,089</b>	<b>600,660</b>	<b>0.70%</b>

- The revenues from parking meter fees and tickets in 2006-07 are expected to be about the same as in 2005-06.
- The excess of revenues over expenditures in the On-Street Parking Fund is transferred to the General Fund and is estimated to be about \$127,000 in 2006-07
- The adopted budget reflects a minimal increase in operating costs overall, including \$9,800 for hand-held ticketing units for enforcement officers, offset by a reduction in supplies.

#### 8.4.2. Off-Street Parking

	<b>Revenues</b>						
	<b>2004-05 Actual</b>	<b>2005-06 Original Budget</b>	<b>2005-06 Revises Budget</b>	<b>2005-06 Estimated</b>	<b>2006-07 Adopted Budget</b>	<b>% of Revenue</b>	<b>% Change from 2005- 06</b>
James Wallace Deck	610,810	601,340	601,340	615,132	604,400	38%	0.50%
Lot 2	453,890	448,000	448,000	453,000	450,000	28%	0.40%
Lot 3	32,469	29,460	29,460	35,468	35,420	2%	20.20%
Lot 4	16,450	16,030	16,030	17,185	16,320	1%	1.80%
Lot 5	211,148	175,120	175,120	267,555	161,270	10%	-7.90%
Lot 6	11,580	11,520	11,520	12,240	12,240	1%	6.30%
Interest Income	14,730	6,000	6,000	13,775	10,600	0.50%	76.70%
Miscellaneous Income	5,874	5,500	5,500	8,374	7,350	0.50%	33.60%
Appropriated Fund Balance	-163,547	-	67,982	-	306,000	19%	N/A
<b>Total</b>	<b>1,193,404</b>	<b>1,292,970</b>	<b>1,360,952</b>	<b>1,422,729</b>	<b>1,603,600</b>	<b>100%</b>	<b>24.00%</b>

### Expenditures

	<b>2004-05 Actual</b>	<b>2005-06 Original Budget</b>	<b>2005-06 Revised Budget</b>	<b>2005-06 Estimated</b>	<b>2006-07 Adopted Budget</b>	<b>% Change from 2005-06</b>
James Wallace Deck	300,966	476,204	484,454	404,529	459,905	-3.40%
Parking Lots	234,629	247,961	311,658	289,339	280,523	13.10%
Administration	657,809	568,805	564,840	728,861	863,172	51.80%
<b>Total</b>	<b>1,193,404</b>	<b>1,292,970</b>	<b>1,360,952</b>	<b>1,422,729</b>	<b>1,603,600</b>	<b>24.00%</b>

- The revenue from Lot 5 is expected to decrease from 2005-2006 due to planned development and closing effective February 2007.
- The budget includes \$306,000 in fund balance for construction of parking for affordable housing in the development of Lot 5.

## 8.5 2004 LSA Associates Study

### 8.5.1 Chapel Hill Downtown Parking Inventory and Utilization

Lot ID	Street	Lot Type	Lot Use	Neighborhood	Total Spaces	Weekday Afternoon		Friday Night		Peak	
						Occupied Spaces	% Full	Occupied Spaces	% Full	Occupied Spaces	% Full
1	Franklin	On-street Parking	On-street Parking	Established	28	26	92.9%	27	96.4%	27	96.4%
2	Franklin	On-street Parking	On-street Parking	Established	11	11	100.0%	11	100.0%	11	100.0%
3	Franklin	Surface Parking Lot	Public Parking	Established	34	14	41.2%	20	58.8%	20	58.8%
4	Franklin	Surface Parking Lot	Private Parking	Emerging	100	67	67.0%	67	67.0%	67	67.0%
5	Franklin	Surface Parking Lot	Private Parking	Emerging	27	28	103.7%	8	29.6%	28	103.7%
6	Franklin	Surface Parking Lot	Private Parking	Emerging	7	5	71.4%	-		5	71.4%
7	Franklin	Surface Parking Lot	Private Parking	Emerging	74	74	100.0%	9	12.2%	74	100.0%
8	Franklin	Surface Parking Lot	Private Parking	Emerging	31	16	51.6%	19	61.3%	19	61.3%
9	Franklin	Surface Parking Lot	Private Parking	Emerging	16	13	81.3%	10	62.5%	13	81.3%
10	Franklin	Surface Parking Lot	Private Parking	Emerging	95	95	100.0%	77	81.1%	95	100.0%
11	Franklin	Surface Parking Lot	Private Parking	Emerging	89	78	87.6%	10	11.2%	78	87.6%
12	Franklin	Surface Parking Lot	Private Parking	Emerging	21	16	76.2%	15	71.4%	16	76.2%
13	Franklin	Surface Parking Lot	Private Parking	Emerging	43	12	27.9%	33	76.7%	33	76.7%
14	Franklin	Surface Parking Lot	Private Parking	Emerging	42	19	45.2%	13	31.0%	19	45.2%
15	Franklin	Surface Parking Lot	Private Parking	Emerging	36	29	80.6%	-		29	80.6%
16	Franklin	Surface Parking Lot	Private Parking	Emerging	15	2	13.3%	-		2	13.3%
17	Franklin	Surface Parking Lot	Private Parking	Emerging	64	39	60.9%	61	95.3%	61	95.3%
18	Franklin	Surface Parking Lot	Private Parking	Emerging	28	28	100.0%	6	21.4%	28	100.0%
19	Franklin	Surface Parking Lot	Private Parking	Emerging	14	7	50.0%	14	100.0%	14	100.0%
20	Franklin	Surface Parking Lot	Private Parking	Emerging	11	7	63.6%	9	81.8%	9	81.8%
21	Franklin	Surface Parking Lot	Private Parking	Emerging	13	9	69.2%	10	76.9%	10	76.9%
22	Franklin	Surface Parking Lot	Private Parking	Emerging	31	16	51.6%	15	48.4%	16	51.6%
23	Franklin	On-street Parking	On-street Parking	Emerging	54	29	53.7%	54	100.0%	54	100.0%
24	Franklin	Surface Parking Lot	Private Parking	Emerging	10	10	100.0%	8	80.0%	10	100.0%
25	Franklin	Surface Parking Lot	Public Parking	Emerging	71	3	4.2%	71	100.0%	71	100.0%
26	Franklin	On-street Parking	On-street Parking	Emerging	10	1	10.0%	10	100.0%	10	100.0%
27	Franklin	On-street Parking	On-street Parking	Future	11	6	54.5%	11	100.0%	11	100.0%
28	Franklin	On-street Parking	On-street Parking	Emerging	14	6	42.9%	12	85.7%	12	85.7%
29	Franklin	Surface Parking Lot	Private Parking	Emerging	32	32	100.0%	5	15.6%	32	100.0%
30	Franklin	Surface Parking Lot	Private Parking	Emerging	6	1	16.7%	-		1	16.7%
31	Franklin	Surface Parking Lot	Private Parking	Future	6	2	33.3%	3	50.0%	3	50.0%
32	Franklin	Surface Parking Lot	Private Parking	Future	5	4	80.0%	5	100.0%	5	100.0%
33	Franklin	On-street Parking	On-street Parking	Future	8	1	12.5%	6	75.0%	6	75.0%
34	Franklin	Surface Parking Lot	Private Parking	Emerging	15	10	66.7%	12	80.0%	12	80.0%
35	Franklin	Surface Parking Lot	Private Parking	Future	12	9	75.0%	12	100.0%	12	100.0%
36	Rosemary	On-street Parking	On-street Parking	Established	3	2	66.7%	3	100.0%	3	100.0%

37	Rosemary	On-street Parking	On-street Parking	Established	18	15	83.3%	-		15	83.3%
38	Rosemary	Surface Parking Lot	Private Parking	Established	8	7	87.5%	2	25.0%	7	87.5%
39	Rosemary	Surface Parking Lot	Private Parking	Established	108	57	52.8%	44	40.7%	57	52.8%
40	Rosemary	Surface Parking Lot	Private Parking	Established	20	18	90.0%	15	75.0%	18	90.0%
41	Rosemary	Parking Structure	Public Parking	Established	301	170	56.5%	108	35.9%	170	56.5%
42	Rosemary	Surface Parking Lot	Private Parking	Established	87	48	55.2%	15	17.2%	48	55.2%
43	Rosemary	Parking Structure	Public Parking	Established	285	213	74.7%	57	20.0%	213	74.7%
44	Rosemary	Surface Parking Lot	Public Parking	Established	108	79	73.1%	103	95.4%	103	95.4%
45	Rosemary	Surface Parking Lot	Private Parking	Established	11	10	90.9%	6	54.5%	10	90.9%
46	Rosemary	Surface Parking Lot	Private Parking	Established	10	8	80.0%	-		8	80.0%
47	Rosemary	Surface Parking Lot	Private Parking	Future	5	5	100.0%	2	40.0%	5	100.0%
48	Rosemary	Surface Parking Lot	Private Parking	Future	49	32	65.3%	4	8.2%	32	65.3%
49	Rosemary	Surface Parking Lot	Private Parking	Future	18	7	38.9%	2	11.1%	7	38.9%
50	Rosemary	Surface Parking Lot	Private Parking	Future	20	11	55.0%	4	20.0%	11	55.0%
51	Rosemary	Surface Parking Lot	Private Parking	Future	22	19	86.4%	5	22.7%	19	86.4%
52	Rosemary	Surface Parking Lot	Private Parking	Future	28	14	50.0%	-		14	50.0%
53	Rosemary	Surface Parking Lot	Private Parking	Future	10	5	50.0%	8	80.0%	8	80.0%
54	Rosemary	Surface Parking Lot	Private Parking	Future	28	5	17.9%	6	21.4%	6	21.4%
55	Rosemary	Surface Parking Lot	Public (Monthly)	Future	104	82	78.8%	30	28.8%	82	78.8%
56	Rosemary	Surface Parking Lot	Public Parking	Future	69	12	17.4%	77	111.6%	77	111.6%
57	Rosemary	Surface Parking Lot	Private Parking	Future	42	26	61.9%	10	23.8%	26	61.9%
58	Rosemary	Surface Parking Lot	Private Parking	Future	22	9	40.9%	3	13.6%	9	40.9%
59	Rosemary	Surface Parking Lot	Private Parking	Future	20	12	60.0%	20	100.0%	20	100.0%
60	Rosemary	Surface Parking Lot	Private Parking	Future	44	31	70.5%	7	15.9%	31	70.5%
61	Rosemary	Surface Parking Lot	Private Parking	Future	4	4	100.0%	6	150.0%	6	150.0%
62	Rosemary	Surface Parking Lot	Private Parking	Future	14	6	42.9%	7	50.0%	7	50.0%
63	Rosemary	Surface Parking Lot	Private Parking	Future	62	15	24.2%	27	43.5%	27	43.5%
64	Rosemary	Surface Parking Lot	Private Parking	Future	61	32	52.5%	27	44.3%	32	52.5%
65	Rosemary	Surface Parking Lot	Private Parking	Future	136	135	99.3%	21	15.4%	135	99.3%
66	Rosemary	Surface Parking Lot	Private Parking	Future	10	5	50.0%	1	10.0%	5	50.0%
67	Rosemary	Surface Parking Lot	Private Parking	Future	26	12	46.2%	2	7.7%	12	46.2%
68	Rosemary	Surface Parking Lot	Private Parking	Future	25	22	88.0%	-		22	88.0%
69	Rosemary	On-street Parking	On-street Parking	Future	3	3	100.0%	2	66.7%	3	100.0%
70	Rosemary	Surface Parking Lot	Private Parking	Future	48	42	87.5%	17	35.4%	42	87.5%
71	Rosemary	Surface Parking Lot	Private Parking	Future	42	33	78.6%	10	23.8%	33	78.6%
72	Rosemary	Surface Parking Lot	Private Parking	Future	13	5	38.5%	-		5	38.5%
73	Rosemary	On-street Parking	On-street Parking	Future	9	7	77.8%	1	11.1%	7	77.8%
74	Rosemary	Surface Parking Lot	Private Parking	Future	30	25	83.3%	24	80.0%	25	83.3%
75	Rosemary	Surface Parking Lot	Private Parking	Future	35	10	28.6%	3	8.6%	10	28.6%
76	Rosemary	Surface Parking Lot	Private Parking	Future	25	6	24.0%	-		6	24.0%
77	Rosemary	Surface Parking Lot	Private Parking	Future	26	3	11.5%	-		3	11.5%

## 8.5.2 Chapel Hill Town Center Parking Inventory and Utilization

Total Number of Parking Spaces	Weekday Afternoon		Friday Night		Peak	
	Occupied Spaces	Percent Full	Occupied Spaces	Percent Full	Occupied Spaces	Percent Full

### Established

On-street Parking	60	54	90.0%	41	97.6%	56	93.3%
Public Parking	728	476	65.4%	288	39.6%	506	69.5%
Private/Business Parking	244	148	60.7%	82	35.0%	148	60.7%
<b>Total</b>	<b>1,032</b>	<b>678</b>	<b>65.7%</b>	<b>411</b>	<b>39.8%</b>	<b>710</b>	<b>68.8%</b>

### Emerging

On-street Parking	78	36	46.2%	76	97.4%	76	97.4%
Public Parking	71	3	4.2%	71	100.0%	71	100.0%
Private/Business Parking	693	518	74.7%	326	43.1%	576	83.1%
<b>Total</b>	<b>842</b>	<b>557</b>	<b>66.2%</b>	<b>473</b>	<b>56.2%</b>	<b>723</b>	<b>85.9%</b>

### Future

On-street Parking	31	17	54.8%	20	64.5%	27	87.1%
Public Parking	173	94	54.3%	107	61.8%	159	91.9%
Private/Business Parking	888	546	61.5%	236	30.6%	578	65.1%
<b>Total</b>	<b>1,092</b>	<b>657</b>	<b>60.2%</b>	<b>363</b>	<b>33.2%</b>	<b>764</b>	<b>70.0%</b>

### Total Town Center

On-street Parking	169	107	63.3%	137	81.1%	159	94.1%
Public Parking	972	573	59.0%	466	47.9%	736	75.7%
Private/Business Parking	1,825	1,212	66.4%	644	35.3%	1,302	71.3%
<b>Total</b>	<b>2,966</b>	<b>1,892</b>	<b>63.8%</b>	<b>1,247</b>	<b>42.0%</b>	<b>2,197</b>	<b>74.1%</b>



## 8.6 Map of Town Of Chapel Hill Downtown Parking



## 8.7 Summary of Development Regulations

- This summary is intended to highlight key development regulations applicable in Chapel Hill's downtown, and should not be considered to be a complete listing of all regulations.

Chapel Hill has two Town Center Zoning districts that apply only in the downtown area. Both Town Center-1 and Town Center-2 zoning districts are intended to provide for the development of the commercial, service, and social center of Chapel Hill while maintaining its character, its pedestrian-oriented scale, and its nature as a concentration of business, administrative, financial, governmental, and support functions serving the community; and to encourage further residential development in the central area of Chapel Hill.

The Land Use Management Ordinance includes a number of regulations that reflect the unique nature of the downtown. The following provides a general overview and highlights several key regulatory provisions of the Town Center zoning districts:

### **Location**

Town Center-1 zoning district applies to the 100 block of East Franklin St. Town Center-2 zoning applies to West Franklin St. and both East and West Rosemary St.

### **Uses Allowed and Intensity of Use**

Land use regulations are nearly identical in the districts, the only difference being in lower height limits for Town Center-1. Uses permitted include: retail, office, and residential uses, and at development intensities considerably greater than allowed elsewhere in Town. Development proposals involving more than 20,000 sq.ft. of floor area or more than 40,000 sq.ft. of land disturbance are considered special uses, requiring approval of a Special Use Permit application by the Town Council.

### **Parking Regulations**

The Land Use Management Ordinance establishes a minimum parking space requirement in the Town Center districts of 1 space per 400 square feet of floor area for office and general business uses and requires one space per dwelling unit. This is a lower parking requirement than that applied to other zoning districts. Parking requirements may be satisfied in one of four ways:

1. On-site (but if a setback is provided between a building and the street, the setback cannot be used for parking)
2. Off-site, within 1,200 feet of an entrance to the building
3. Payment-in-lieu of providing the spaces at \$3,600 per space or portion thereof to the Town Center Off-Street Parking Fund (Section 11A-1 of the Town Code)

4. Provision of a Transportation Management Plan which must identify how alternate modes of transportation will be encouraged, requires monitoring and provision of an annual transportation survey to the Town, and may include required parking or required payment to the Off-Street Parking Fund.

In the Town Center districts, a place of worship does not have minimum parking requirements.

- Currently, there is a proposal to eliminate minimum parking requirements and replace them with a maximum parking ordinance

### **Special Design Standards**

In addition to use, intensity and parking regulations that set the Town Center districts apart from other districts, there are also several special design requirements:

1. Location of Parking: No parking is allowed on a site between building and street (Town Council has ability to modify this provision in some situations).
2. Landscape Bufferyards: Both Town Center districts do not require landscape buffering between developments. Landscape bufferyards are only required on those properties that abut a non-Town Center zoning district.
3. Setbacks: There are no setbacks in Town Center districts, encouraging the placement of building faces at the back of sidewalks.
4. Transitional Modifications: Specific setback and height regulation modifications apply when Town Center lots are adjacent to residential districts.

Prepared by Chapel Hill Planning Department  
Revised: October 31, 2006

# Credits

## Committee Members

Council Member Cam Hill, Chair	Carol Land
Council Member Jim Ward	Aaron Nelson
Peter Aimone, III	Thomas O'Connell
Augustus Cho	Greg Overbeck
Michael Cucchiara	Liz Parham
Michael Donaldson	Nancy Peacock
Megan Gilchrist	Will Raymond
Matt Hapgood	Martin Rody
Charles House	Larry Short
Martha Hoylman	Rebecca Stevenson
Tom Jensen	Will Tricomi
William Kirk	

## Staff

Chris Berndt, Special Projects Assistant  
Kay Johnson, Finance Director  
Brenda Jones, Parking Superintendent  
Chase Lowrance, Finance Intern  
Gordon Sutherland, Principal Long Range Planner

*\*\*Special thanks to Chase Lowrance, the principal author in drafting this report\*\**

## Presentations

J.B. Culpepper, Planning Director  
*Summary of Development Regulations*  
Brenda Jones, Parking Superintendent  
*Parking Enforcement and Technologies*  
Mikhail Morokhovich, Digital Payment Technologies &  
Scott Penegar, Southern Time Equipment, Inc.  
*New Parking Meter Technologies: Luke Payment Station*  
Kumar Neppalli, Engineer Services Manager  
*Informational Parking Signage*  
Gordon Sutherland, Principal Long Range Planner  
*2004 LSA Associates Study and Parking Principles*  
Will Tricomi, Assitant University Counsel  
*Inventory of Visitor Parking at UNC proximate to Franklin Street*