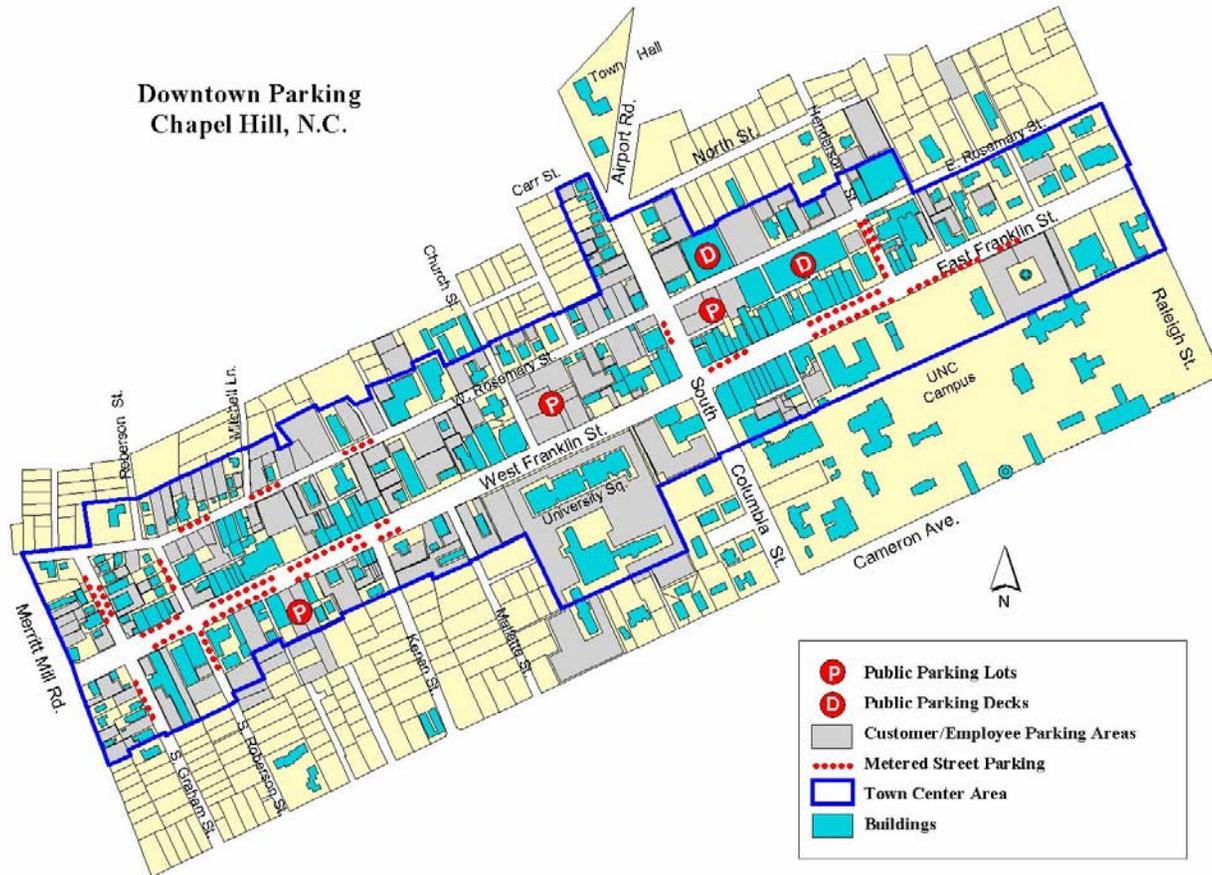


Parking Strategies

Downtown Parking
Chapel Hill, N.C.



300 0 300 600 Feet

Parking Management Program: Downtown Example

The program's objectives are to:

- encourage efficient use of parking facilities,
- insure that parking is convenient for priority uses (deliveries, customers, and short errands), and
- maintain parking utilization at about 85%.

It includes the following strategies:

- **Increase enforcement regulations**, particularly during busy periods, but insure that enforcement is friendly and fair.
- **Reduce on-street time limits** (e.g., 2 hours to 90 minutes) where needed to increase turnover.
- **Expand** the core area boundaries to increase the numbers of **spaces managed for short-term use**.

- **Encourage business to share parking,** for example, a restaurant allows its parking spaces to be used by an office building during the weekdays in exchange for using the office parking during evenings and weekends.
- **Encourage use of alternative modes.** The city may partner with the downtown business organization to support commute trip reduction programs and downtown shuttle service.

- **Develop special regulations** as needed, such as disabled access, delivery and loading areas, or to accommodate other particular land uses.
- **Implement residential parking permit program** if needed to address spillover problems in nearby residential areas, but accommodate non-residential users as much as possible.

- **Provide signs and maps** showing motorists where they may park.
- **Have an overflow parking plan** for occasional special events that attract large crowds.
- **Establish high standards for parking facility design**, including aesthetic and safety features, to enhance the downtown environment.

Price parking, using convenient pricing methods.

- Apply the following principles:
 - Adjust rates as needed to maintain operational utilization (i.e., 85% peak occupancy).
 - Structure rates to favor short-term uses in core areas and encourage longer-term parkers to shift to other locations.

Price parking, using convenient pricing methods.

- Apply the following principles:
 - Provide special rates to serve appropriate uses, such as for evening and weekend events.
 - Use revenues to improve enforcement, security, facility maintenance, marketing, and mobility management programs that encourage use of alternative modes.

Result?

