



Stay the Course

Continue to operate and manage parking as it is today.

Characteristics

- On-street parking remains full during peak periods with little turnover. Employee parking continues to contribute to parking challenges.
- New development continues to be limited by parking requirements.
- Assumes that the attractiveness of downtown as a vibrant destination will continue to attract visitors, with demand accommodated through a variety of travel modes.
- Downtown growth will be limited and future demands will be pushed to other areas in the community.

Expected Outcome

No change from current conditions.

Scorecard

Cost



Ease of Implementation



Promotes Existing Parking Options



Promotes Prime Parking Availability



Stay the Course

Comments or Questions:

How supportive are you of implementing this strategy in Downtown Winter park?

1 2 3 4 5



Flexible Time Limits

Allows for changes in parking time limits based upon time of day and day of week. Time limits are based on real data, so the policies capture the needs of the local parking system.

Characteristics

- Allows for flexibility in how demand and availability are managed, and can promote the use of available spaces during off-peak periods.
- When coupled with consistent enforcement, time limits consistent customer needs promote turnover during peak use conditions.
- Real data helps define time limit policy based on: adjacent business needs, durational parking data.

Expected Outcome

Improved utilization of spaces and balanced distribution of demand that better matches customer and business needs.

Scorecard

Cost



Ease of Implementation



Promotes Existing Parking Options



Promotes Prime Parking Availability



Flexible Time Limits

Comments or Questions:

How supportive are you of implementing this strategy in downtown Winter park?

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Modernized Enforcement

Uses new technologies such as automated licence plate recognition to digitize enforcement.

Characteristics

- Accurate digital enforcement allows for better management of short- and long-term demands without additional staff.
- Improved monitoring of parking promotes increased turnover and the availability of prime parking spaces.
- To change the behavior of habitual offenders, a graduated fine structure should be used that increases with the number of offenses.
- Aggressive enforcement could negatively impact perceptions of Park Avenue.

Expected Outcome

Higher degree of accuracy in parking enforcement which can promote better compliance, higher turnover, and more availability.

Scorecard

Cost



Ease of Implementation



Promotes Existing Parking Options



Promotes Prime Parking Availability



Modernized Enforcement

Comments or Questions:

How supportive are you of implementing this strategy in downtown Winter park?

1 2 3 4 5



Modernized Parking Policy

Update Winter Park's codes and policy to support shared parking, good community design, and adequate parking capacity.

Characteristics

- Aligns parking requirements with community goals and localizes parking codes to reflect Winter Park's development conditions.
- Allows for more use of shared parking, and provides incentives to maximize underutilized space.
- Takes a data-driven approach to parking requirements and revises policies to reflect higher walking tolerances within the community.
- Creates flexible requirements that meet the needs of the both the community and development.

Expected Outcome

Balanced parking options with opportunities for shared parking throughout, and an increased potential for community development.

Scorecard

Cost



Ease of Implementation



Promotes Existing Parking Options



Promotes Prime Parking Availability



Modernized Parking Policy

Comments or Questions:

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1 2 3 4 5



LEVELS 1 to 4
PARKING



GROUND LEVEL
PARKING

Wayfinding

Utilizes modern parking apps and varied signage to direct users to available spaces.



Characteristics

- Branded signage makes finding parking easier for visitors, and promotes awareness of existing parking options.
- Enhances the user experience by providing information through a combination of traditional signage and smartphone apps.
- Reduces traffic caused by customers searching for an available parking space by providing real-time information
- Creates a distinctive Winter Park parking brand.

Expected Outcome

Reduces stress and traffic associated with searching for spaces. Could also lead to increased utilization of previously underutilized spaces.

Scorecard

Cost



Ease of
Implementation



Promotes Existing
Parking Options



Promotes Prime
Parking Availability



Wayfinding

How supportive are you of implementing this strategy in downtown Winter park?

1 2 3 4 5

Comments or Questions:



Centralized Valet

Provides a collection of centrally organized valet stands to support retail and restaurant use along Park Avenue.

Characteristics

- Multiple valet locations allows patrons to park once and visit multiple businesses.
- Could be paid by the customer, community or business improvement district to provide subsidized usage for customers.
- Technology can provide for vehicle retrieval from anywhere along the Avenue.
- Creates a unique branded valet system for Park Avenue.
- Works with adjacent surface lots and decks.

Scorecard

Cost



Ease of Implementation



Promotes Existing Parking Options



Promotes Prime Parking Availability



Expected Outcome

Increased availability of on-street spaces while leveraging existing infrastructure, creating balanced demand along the Avenue.

Centralized Valet

Comments or Questions:

How supportive are you of implementing this strategy in downtown Winter park?

1 2 3 4 5



Conventional Paid Parking

Charges a set rate based upon parking for a given amount of time.

Characteristics

- Simple parking arrangement which charges for spaces at published rates, usually managed with meters or pay stations.
- Can be an effective tool to balance demands if consistently applied throughout the area.
- Charging for on-street parking while providing free off-street spaces will help balance demand and promote increased on-street parking turnover.
- Smart meter technology makes payment quick and easy for customers.

Expected Outcome

Charging for parking may increase turnover or balance demand for parking in high demand areas.

Scorecard

Cost	<div><div>★</div><div>★</div><div>★</div><div>☆</div><div>☆</div></div>
Ease of Implementation	<div><div>★</div><div>★</div><div>☆</div><div>☆</div><div>☆</div></div>
Promotes Existing Parking Options	<div><div>★</div><div>★</div><div>★</div><div>★</div><div>☆</div></div>
Promotes Prime Parking Availability	<div><div>★</div><div>★</div><div>★</div><div>★</div><div>★</div></div>

Conventional Paid Parking

How supportive are you of implementing this strategy in downtown Winter park?

1 2 3 4 5

Comments or Questions:



Validated Paid Parking

Parking is monetized, but businesses can validate so that parking is "free" for their patrons.

Characteristics

- Patron pulls ticket or initiates a transaction and the business provides payment validation to provide the patron with free parking.
- Promotes activity and spending at local businesses.
- Payment for parking is transferred from the patron to either the owner or the City (or a combination agreement).
- Parking management becomes less regulatory and more about encouraging use of the validation program.

Expected Outcome

Promotes better turnover of Avenue spaces by removing employee demands.

Scorecard

Cost



Ease of Implementation



Promotes Existing Parking Options



Promotes Prime Parking Availability



Validated Paid Parking

Comments or Questions:

How supportive are you of implementing this strategy in downtown Winter park?

1 2 3 4 5



Progressive Paid Parking

Paid parking is setup with intent to use revenue to improve transportation and aesthetics along the Avenue, while using simple payment methods.

Characteristics

- Pay structure is set up with lower fees or free parking for shorter trips, and higher fees for longer time limits, encouraging short turnover.
- Allows for customer flexibility and encourages spending along the avenue.
- Utilizes pay-by-phone and other customer friendly payment methods.
- Excess revenue is returned to the Avenue area for transportation improvements.

Expected Outcome

Balances demand, promotes faster turnover of spaces, adds transportation elements to support mobility, and allows for customer flexibility.

Scorecard

Cost



Ease of Implementation



Promotes Existing Parking Options



Promotes Prime Parking Availability



Progressive Paid Parking

Comments or Questions:

How supportive are you of implementing this strategy in downtown Winter park?

1 2 3 4 5



Supply Additions

Adds additional parking to the community through capital investment projects.

Characteristics

- Can be added through surface lot or structured parking decks that include ground level retail and future adaptations for other uses.
- Allows for growth in the community and actively plans for future parking needs.
- Requires a large upfront capital investment.
- New infrastructure should support normal parking demand, incentivize additional development or growth, and support special event parking needs.

Expected Outcome

Increased supply may facilitate easier parking in the near term, but induced demand may fill parking lots without substantial long-term parking relief.

Scorecard

Cost



Ease of Implementation



Promotes Existing Parking Options



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Supply Additions

Comments or Questions:

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Downtown Trolley

Serves both visitor and residents by providing convenient transportation from remote parking locations, hotels, and activity centers to downtown attractions.

Characteristics

- Connects remote parking lots, hotels, transit stations, and downtown attractions.
- Should be coupled with paid parking to encourage use and defray operating costs.
- Appeals to visitors as a downtown attraction in itself.
- Requires an upfront capital investment and yearly operating costs.
- Provides an additional mobility option for downtown visitors and residents for short trips around the community.

Expected Outcome

With sufficient ridership, a trolley may decrease the demand for downtown parking, leaving more spaces for those willing to pay for them.

Scorecard

Cost	★★★★☆
Ease of Implementation	★★★☆☆
Promotes Existing Parking Options	★★★★★
Promotes Prime Parking Availability	★★★★☆

Downtown Trolley

How supportive are you of implementing this strategy in downtown Winter park?

1 2 3 4 5

Comments or Questions:



Improved Employee Parking Program

Designated employee-only spaces would ensure an adequate parking supply for downtown merchant employees, and discourage employee parking in prime on-street spots.

Characteristics

- Designate one or two surface lots as employee parking only with no time restrictions. Do not allow public parking in these lots, as is currently allowed.
- Improve enforcement of on-street parking spots to encourage employees currently parking in spots meant for visitors to change their behavior.
- Provide a premium permit to ensure a guaranteed space for employees willing to pay. The existing free “hunting” permit, for employees who are willing to compete for public spaces will continue.

Scorecard

Cost



Ease of Implementation



Promotes Existing Parking Options



Promotes Prime Parking Availability



Expected Outcome

Increases turnover and improves on-street availability by providing more convenient options to Park Avenue employees.

Improved Employee Parking Program

How supportive are you of implementing this strategy in downtown Winter park?

1 2 3 4 5

Comments or Questions:
