Parking Strategy Summit

Winter Park, Florida

June 8, 2017

Kimley»Horn

Our Team / Our Philosophy

- Nationally recognized team of mobility and parking specialists

- Emphasis on "Choosing by Advantages"

- Believe that transportation and parking is a supportive measure to community building

- Transportation, mobility, parking, land use, urban form contribute to the community vibrancy

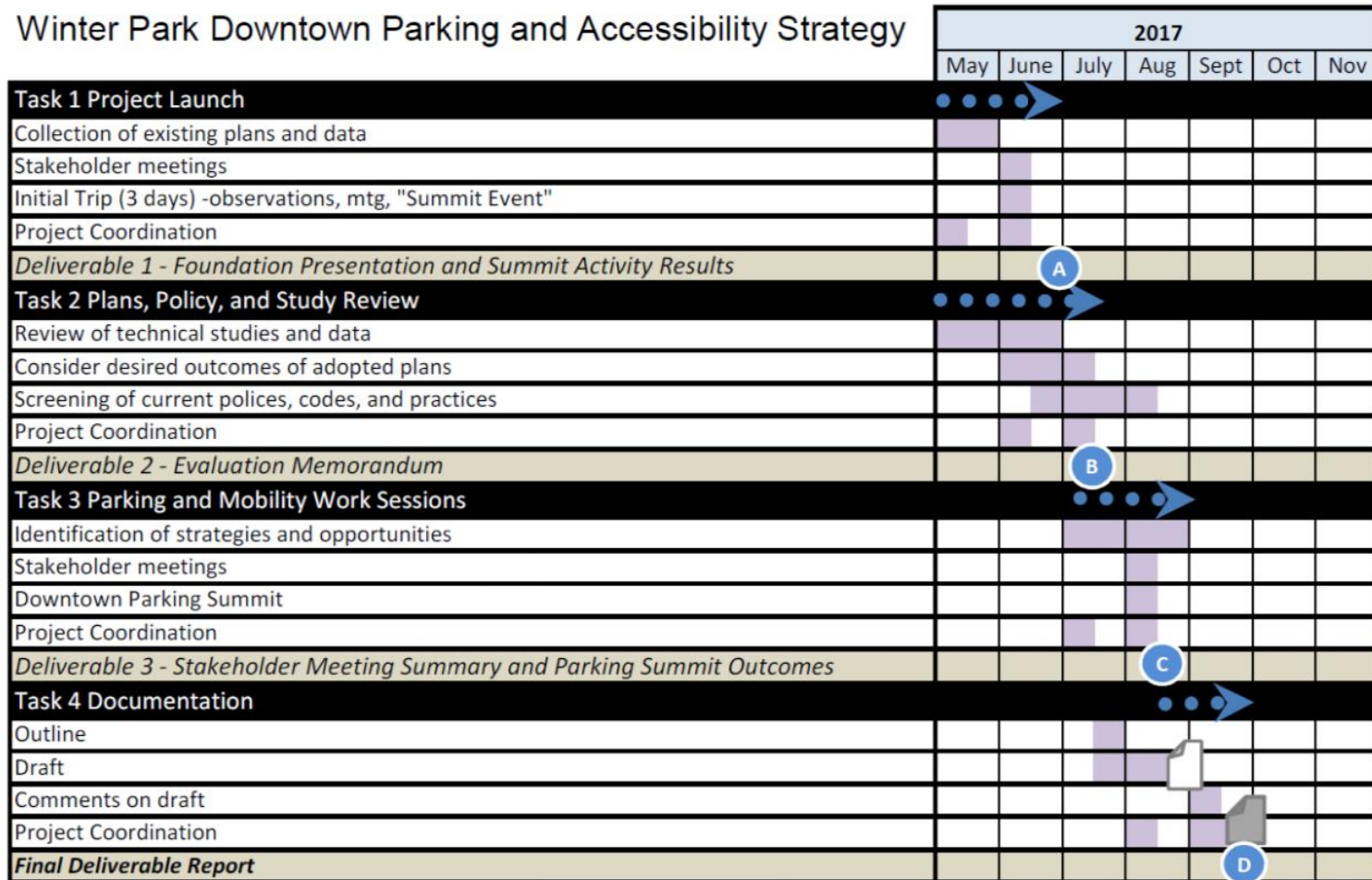- A diversified approach is almost always part of a solution

Informed Consent vs Consensus

Project Timeline

Winter Park Downtown Parking and Accessibility Strategy	2017						
	May	June	July	Aug	Sept	Oct	Nov
Task 1 Project Launch	●●●● ➤						
Collection of existing plans and data							
Stakeholder meetings							
Initial Trip (3 days) -observations, mtg, "Summit Event"							
Project Coordination							
Deliverable 1 - Foundation Presentation and Summit Activity Results		Ⓐ					
Task 2 Plans, Policy, and Study Review	●●●●●● ➤						
Review of technical studies and data							
Consider desired outcomes of adopted plans							
Screening of current polices, codes, and practices							
Project Coordination							
Deliverable 2 - Evaluation Memorandum			Ⓑ				
Task 3 Parking and Mobility Work Sessions			●●●● ➤				
Identification of strategies and opportunities							
Stakeholder meetings							
Downtown Parking Summit							
Project Coordination							
Deliverable 3 - Stakeholder Meeting Summary and Parking Summit Outcomes				Ⓒ			
Task 4 Documentation				●●● ➤			
Outline							
Draft							
Comments on draft							
Project Coordination							
Final Deliverable Report					Ⓓ		

Study

- Specific focus (not comprehensive)
- Observe Conditions
- Assess conditions against accepted performance standards
- Defines a problem or challenge

Strategy

- Responds to recent studies
- Seeks to react to the defined problem.
- Considers the connectedness of the topic to community conditions
- Defines the relevant menu of options that address the problem
- Determines the preferred ratio of selected menu options to apply

Plan

- Identifies the actions required to implement the preferred strategy
- Includes a diagnostic about what changes are required
- Action plan for projects, programs, policies
- Measures of effectiveness (MOE's)

Observations

Similar Objectives…Common Themes

TOW AWAY ZONE

UNAUTHORIZED VEHICLES OR VESSELS WILL BE TOWED AT OWNER'S EXPENSE 24 HRS. A DAY 7 DAYS A WK.

STRICTLY ENFORCED

LINK'S TOWING 407-896-0813
ORLANDO CITY CODE SEC.715.07 FLA. STAT.
TOWING IS REGULATED BY CHAPTER 39
FLA. ST. STAT. 715.07

24 HOURS
7 DAYS

What We've Heard

Stakeholder Input

City Staff

Police Department

Parking Enforcement

Planning & Community Development

Public Works

City Management

Communications

Parks and Recreation

- Employees appear to be the biggest violator of parking regulations along Park Avenue

- Employees will group text that parking enforcement is coming

- 1,400 employee permits are issued to about 200+ businesses (~5.9 permits per business)

- Winter Park is the top destination site for SunRail

- In peak event, City partnered with business and other communities to purchase weekend SunRail service

Commissions and Board Members

Planning Commission

Transportation Advisory

Community Redevelopment

Economic Development

Parks

- Strategy needs to define best practices and implementation steps

- Strategy needs to shift vocabulary from problem to opportunity

- Strategy should incorporate mobility suite and transportation options

- Determine impacts of parking vehicles vs. storing vehicles

- Does current code and policies define how to provide parking for the future of Winter Park

Park Avenue Merchants Association

Retail and Restaurant Business Owners from Park Avenue

Institutional neighbors from Downtown

Community organizations

- The employee parking permit program is limited by access to spaces in shared lots

- Many businesses oversee employee parking on Park Avenue, but are limited in effectively changing behaviors

- Out-of-town guests have no idea where to park. Local guests know where to park, but have to budget additional time to find parking.

- Combinations of wayfinding and technology are important to help patrons and employees

- This strategy needs to address the parking deck

Area Property Owners

- Area was originally designed with Park Avenue businesses sharing public parking, now businesses rely on a mixture of private and public parking

- ITE Parking Generation is not applicable to Park Avenue

- City policy and code can be a barrier to developing intensive mixed-use walkable urban

What We Know

Past Studies, Current Conditions, Practices, Policies

Past, Present, & Ongoing Studies

1. 2004 Parking Study
2. 2007 Downtown Parking Study
3. 2011 Complete Streets Policy
4. 2013 City Parking
5. 2014 Economic Development Plan
6. 2017 Parking Survey
7. Winter Park Comprehensive Plan
8. Winter Park Comp Plan
9. Winter Park Mobility Plan

2017 Parking Survey

City led survey of merchants and customers

- Merchants
  - 74 respondents
- Customers
  - 444 respondents

Merchants

- \> 50% have employees who have issues multiple times per month
- 71% feel that lunch time is the worst time park
- \> 50% are not satisfied with parking for customers or employees
- \>60% require employees to park off-street

Customers

- 93% park between 1-4 hours
- Primary destination is restaurant
- Primarily try to park on-street, with City Hall and Lot A as secondary options
- \> 50% find parking in less than 10 minutes
- Primarily dissatisfied with parking

2007 Parking Study

CRA led inventory and occupancy study

- Data collected in Apr 2007
- Peak occupancies
  - Surface lots – 51%
  - Structures – 55%
  - Park Avenue – 86%
  - Other Streets – 39%
- Recommendations:
  - balance long- and short-term parking
  - improve wayfinding
  - realign supply

Parking Supply

+441 Net new parking spaces
+58 Net new public parking spaces either added or converted from private
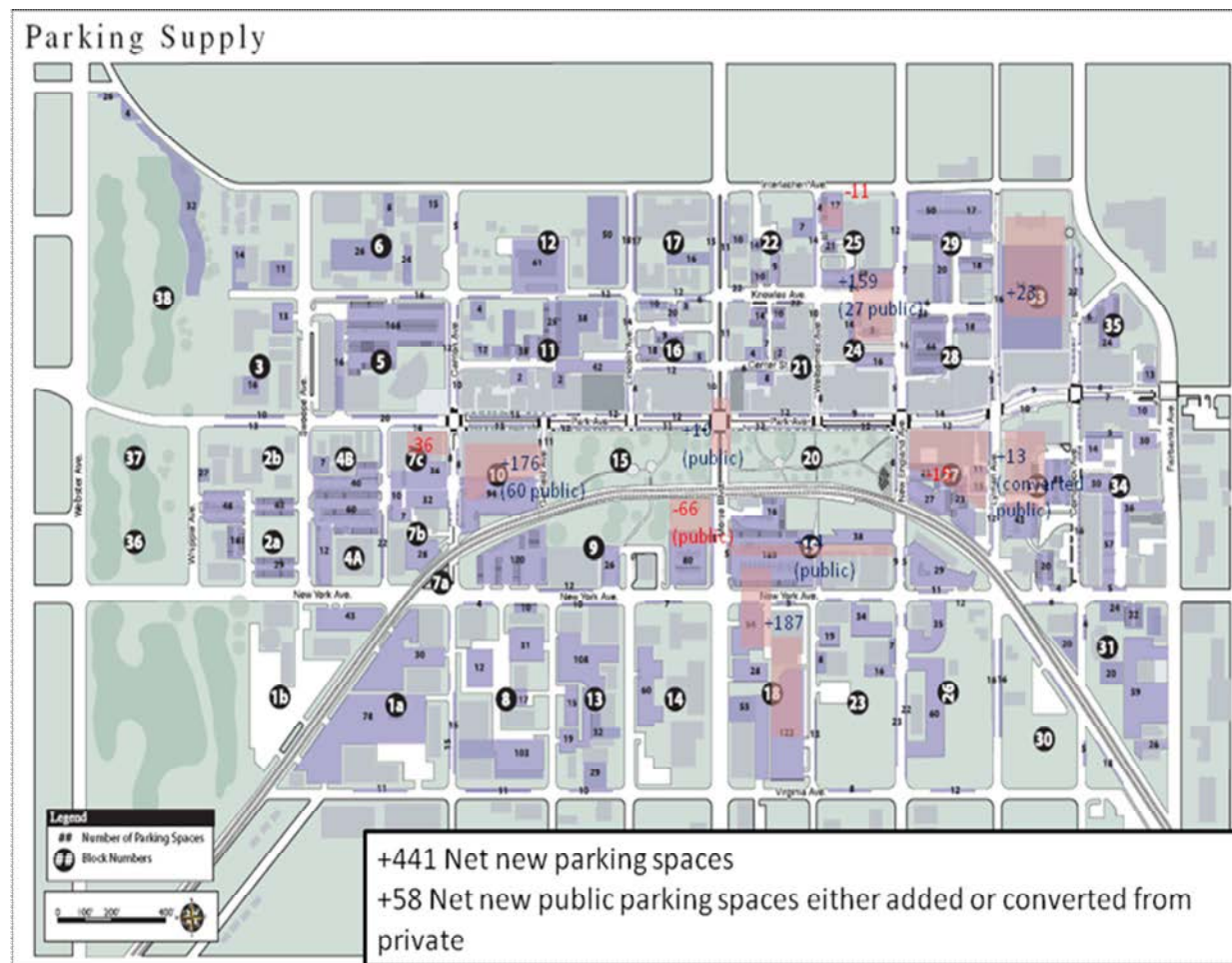
2013 Parking Study

Consultant led parking study

- Data collected in Dec 2013
- Peak occupancies
  - Off-Street – 95%
  - On-Street – 96%
- Demand projections indicate a 200 – 300 spaces
- Recommendations:
  - enhance parking enforcement
  - employee permits
  - improve wayfinding

1. Community Center Lot.
2. Pennsylvania Lot.
3. Hannibal Square Lot.
4. Hannibal Square Overflow Lot.
5. Hannibal Square Garage.
6. Park Place Garage.
7. New York Lot.
8. Farmers Market Lot.
9. Welcome Center Lot.
10. City Hall Lot.
11. SunTrust Garage ($).
12. Knowles/New England Lot ($).
13. Bank of America Garage.

($) denotes paid parking

Figure 6: Off-Street Parking Supply

Table 25: Long-Term Parking Supply for Park Avenue Corridor

Zone	Weekday Daytime		Weekday Evening/Weekend	
	Total Supply	Effective Supply	Total Supply	Effective Supply
1	27	26	27	26
2	0	0	13	12
4	131	124	131	124
6	459	436	305	290
Adjacent	28	27	28	27
Total	645	613	504	479

Note: Highlighted cell indicates insufficient supply.

Existing Enforcement Practices

City staffs one parking enforcement officer

- In 2016 – 2,587 tickets written (87% by PEO)
  - 2010 Tickets: 2,818 tickets (two officers)
- 34-48% associated with employee parking violations

2016 Parking Citations

- Parking in a Loading Zone
- Posted Over Time Limit
- Prohibited Parking
- All others

36%
12%
34%
18%
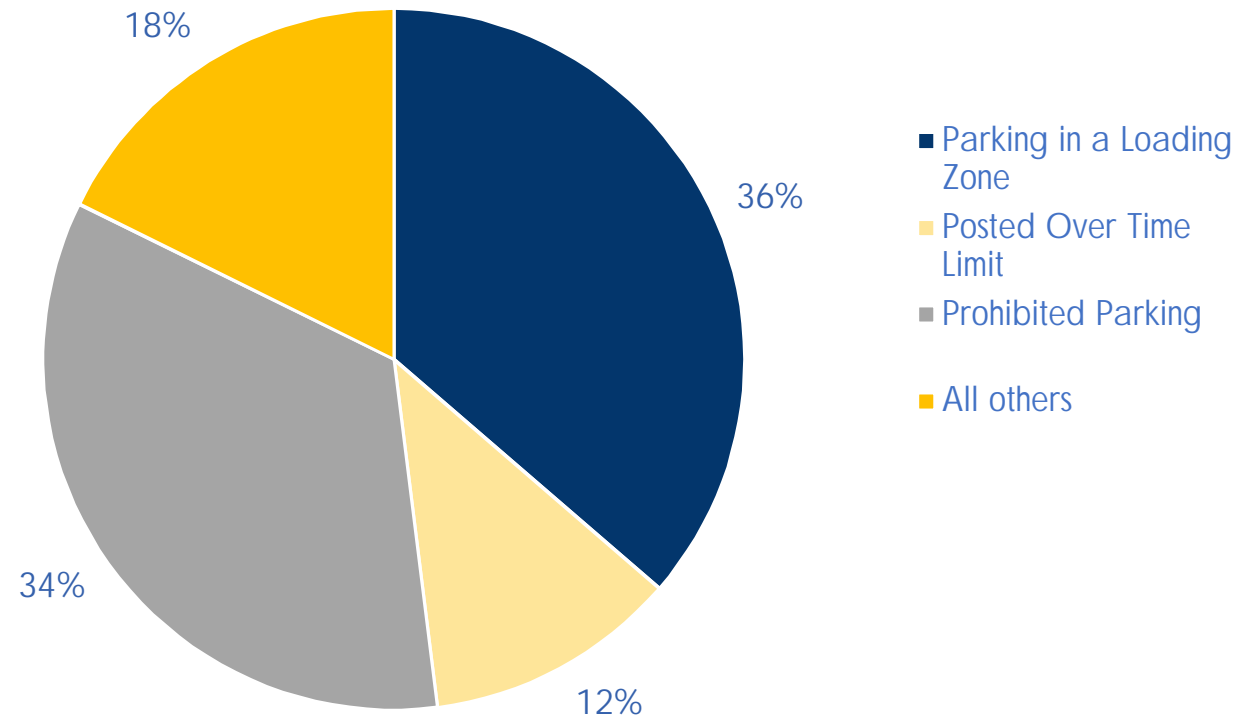
Code Requirements

- Redeveloped space along Park Avenue have no parking requirements
- Other developments required to meet community parking standards
- Limited shared parking options and ordinance

OVER 1,400 NEW
RESTAURANT SEATS
SINCE 2003

Strategies for Consideration

Parking Management and Modernization Concepts

- Do Nothing
- Increased Enforcement
- Modernize Policies
- Technology
- Paid Parking
- Supply Additions

Strategy Menu
One, none, some…

Do Nothing

- Allow development and redevelopment to continue to occur without parking improvement

- A vibrant and functioning downtown will sort out parking demands through a variety of modes

- Growth will be limited and newer demands will be pushed to other community areas

Flexible Time Limits

- Define time limit policy based on:
  - Adjacent business needs
  - Durational parking data
- Enforce policies to:
  - Support optimal use of space
  - Match peak needs
- Must be coupled with consistent enforcement

Modernized Enforcement:

Policy

- Better management of spaces through enhanced regulation
- Better allocation of short- and long-term demands
- Improved turnover on Park Avenue through increased monitoring
- Perception of parking program as regulatory and aggressive could negatively impact business

Technology

- Enforcement and management technology can enhance operations and program management
- Allow for better tracking of permit patrons (with and without hangtag)
- Allow for better data processing for existing and future policy management

Fine Structure

- Graduated fine structure is less impactful to guest offenders but helps change behavior of habitual offenders
- For example:
  - First ticket: warning/education
  - Second ticket: $25
  - Third ticket: $50
  - Fourth ticket: $75

Modernized Parking Policy:

Parking Requirements

- Localize parking codes to reflect Winter Park conditions
- Create flexible requirements that work to meet needs of community and development
- Provide incentives to promote public parking
- Identify opportunities to impact shared parking through policy

Shared Parking

- Foster and promote better partnerships between businesses and properties
- Define agreements that maximize underutilized space
- Revise ordinance to reflect higher walking tolerances
- Provide incentives to implement shared parking, including City support and financials

Old Model

New Model

Modernization: *Wayfinding*

- Enhance wayfinding signage to promote better patron awareness

- Create distinctive Winter Park parking brand

- Use a combination of static signage and digital (smartphone) mapping

- Leverage existing online resources and new technologies

Modernization:
Centralized Valet

- Create unique valet system for Park Avenue

- Foster multi-destination trips through station to station operations

- Work with adjacent surface and deck supply to identify stacking opportunities

- Implement smartphone application to manage experience

- Could be customer, community or BID paid

Easy Parking Options

Valet parking is Centralized on Miracle Mile, meaning you can drop off your car at any station, and pick it up at a different station on Miracle Mile.

Paid Parking:

Conventional

- Implementing paid parking can be an effective tool to balance demands
- Free parking off-street and nominal fee on-street will balance competing users
- Paid parking must be consistently applied throughout study area
- Smart meter technology makes paying easier and limits complaints

Valet

- Payment for parking is transferred from the patron to either the owner or the City (or combination)
- Parking management becomes less regulatory and more decision-based
- Custom valet provides greater access for patrons and higher end experience along Park Avenue

Progressive

- Innovative payment methods can incentivize patron business and spending along the Avenue
  - Less restriction for short duration trips
  - More incentive to actively engage the businesses
- Payment methods can be flexible and convenient
- Revenue generated should be returned to the corridor

Supply Additions

- New infrastructure should serve multiple purposes:
  - Support parking demand
  - Incentivize additional development or growth
  - Provide support for event parking
- Design should include allowances for ground level retail and future adaptation for other uses

Keypad Polling

What do you think, feel, know?

1) My experience with parking strategies is:

A. I'm an expert and should be giving this presentation

B. I'm not an expert but I know how to parallel park, does that count?

C. I tried it once in college

D. I have limited familiarity but I'm googling it now.

| 22%	50%	7%	21%
I'm an expert and should be giving this presentation	I'm not an expert but I know how to parallel park, does that count?	I tried it once in college	I have limited familiarity but I'm googling it now.
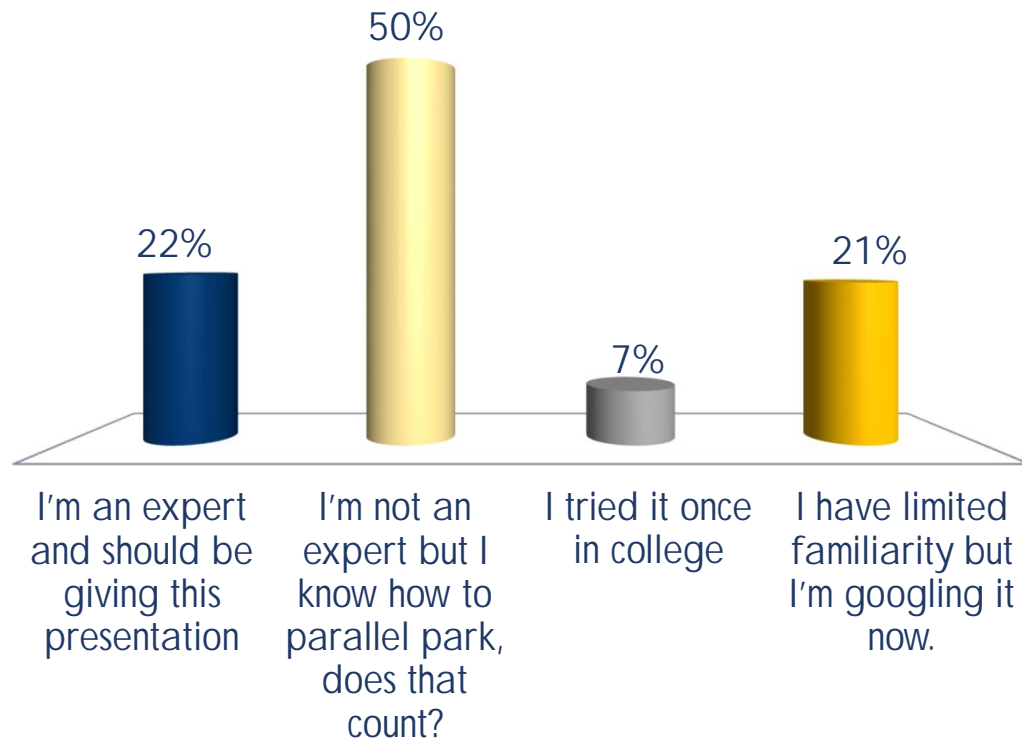
2) How would you best describe yourself?

1. City Staff
2. Business Owner/Operator/Manager
3. Employees
4. Resident/customer
5. Non-profit/institution
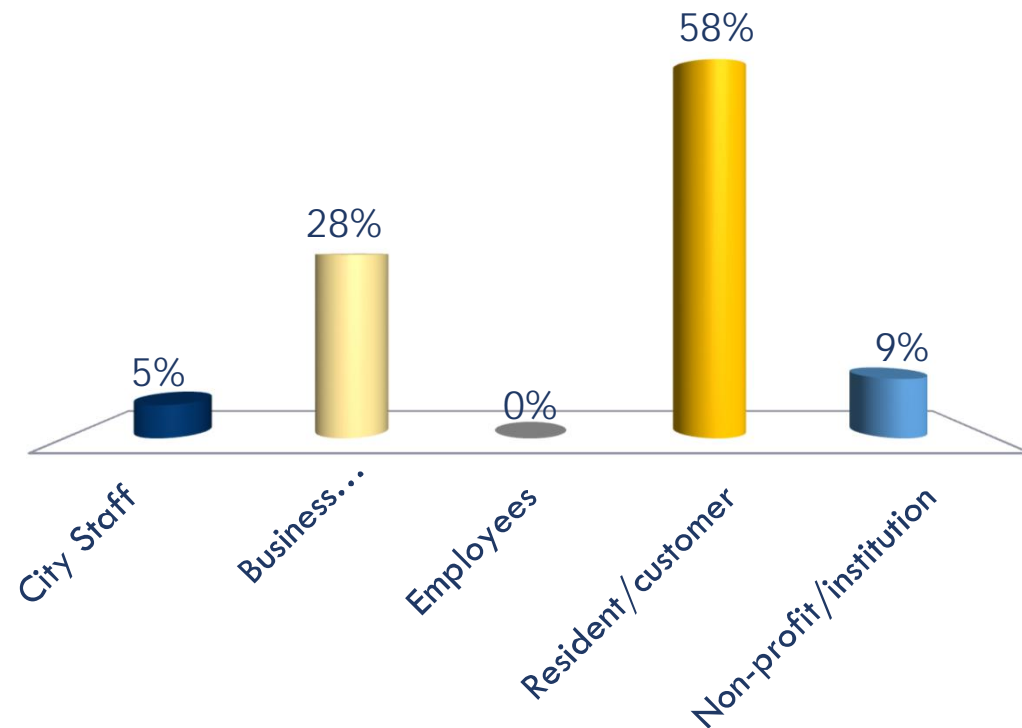
3) How often do you visit downtown?

A. Nearly every day

B. A few times a week

C. Primarily on weekends and evenings

D. Only during special events

E. Never, I'm not sure where downtown is located

49% — Nearly every day
37% — A few times a week
7% — Primarily on weekends and evenings
7% — Only during special events
0% — Never, I'm not sure where downtown is located
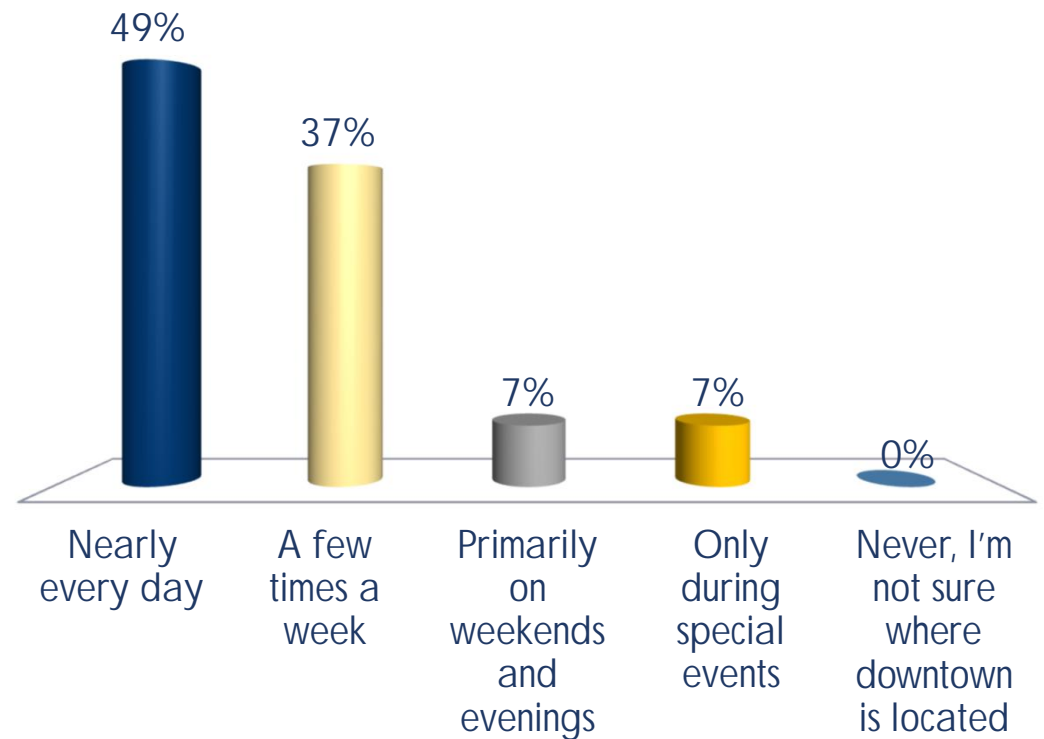
4) Complete the following statement: I visit downtown…

A. More than I did 5 years ago.

B. About the same as have in the past.

C. Less than I did in the past.
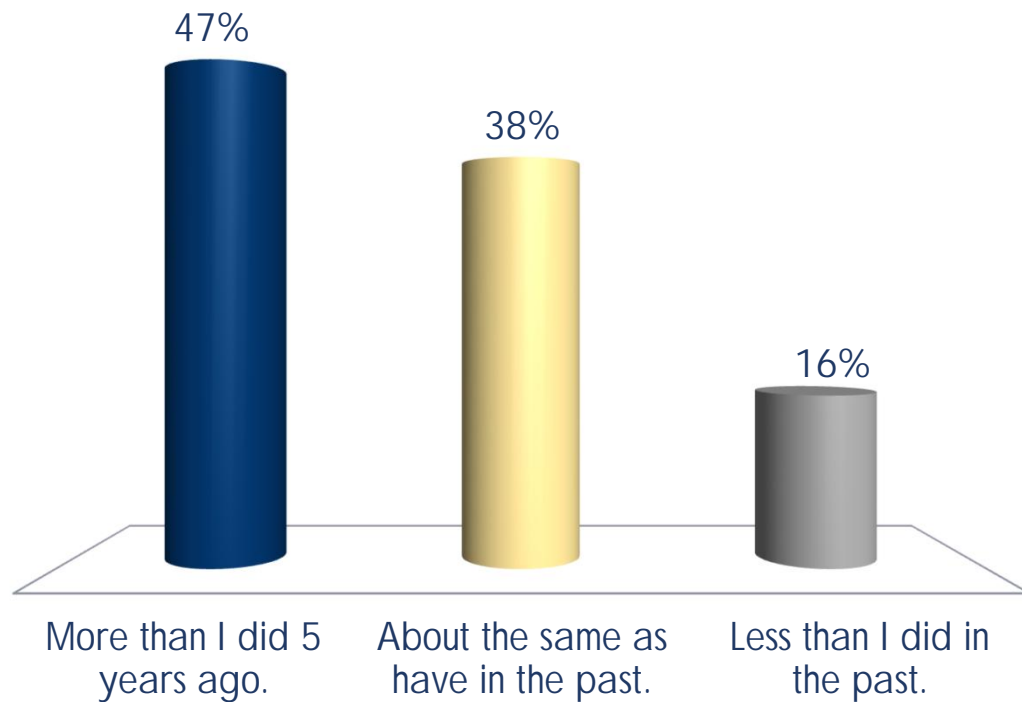
5) How do you get to downtown? (select all that apply)

A. I live in the downtown
B. Walk
C. Bike
D. Shareride (Uber/Lyft)
E. Drive
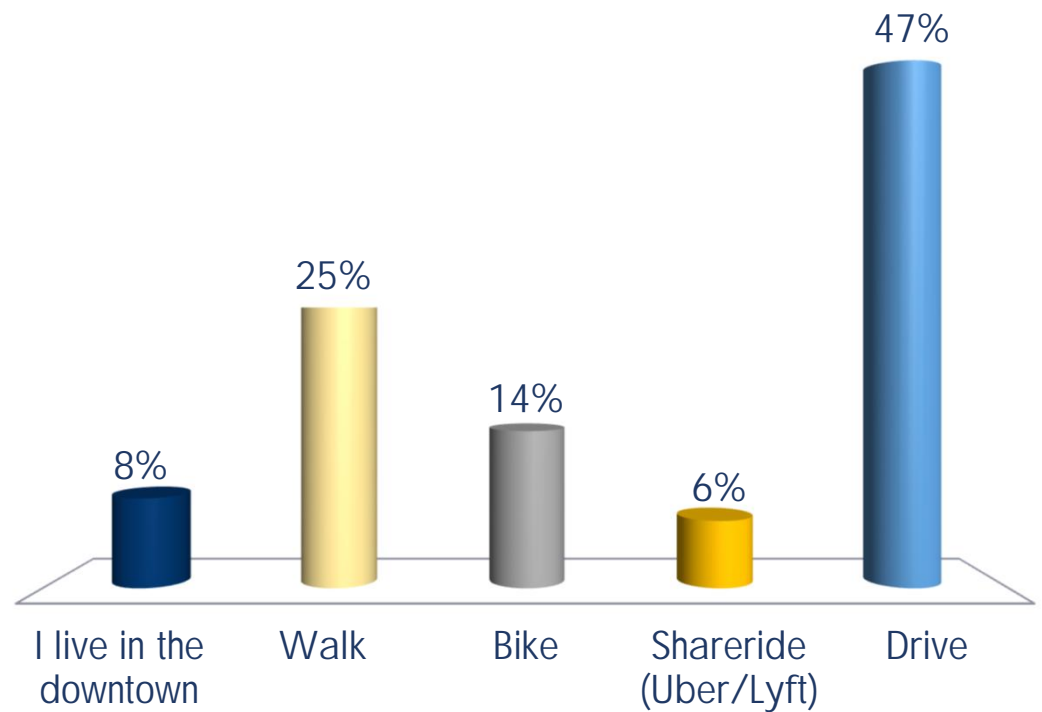
6) How would you describe _peak_ parking conditions in the downtown?

A. Things are fantastic, don't change a thing

B. Conditions are good but there's room for improvement

C. Park Avenue is always packed but I tend to be able to find a spot elsewhere when I need it

D. It's not a problem if you're local and you know where to look

E. It's a mess, someone better fix it
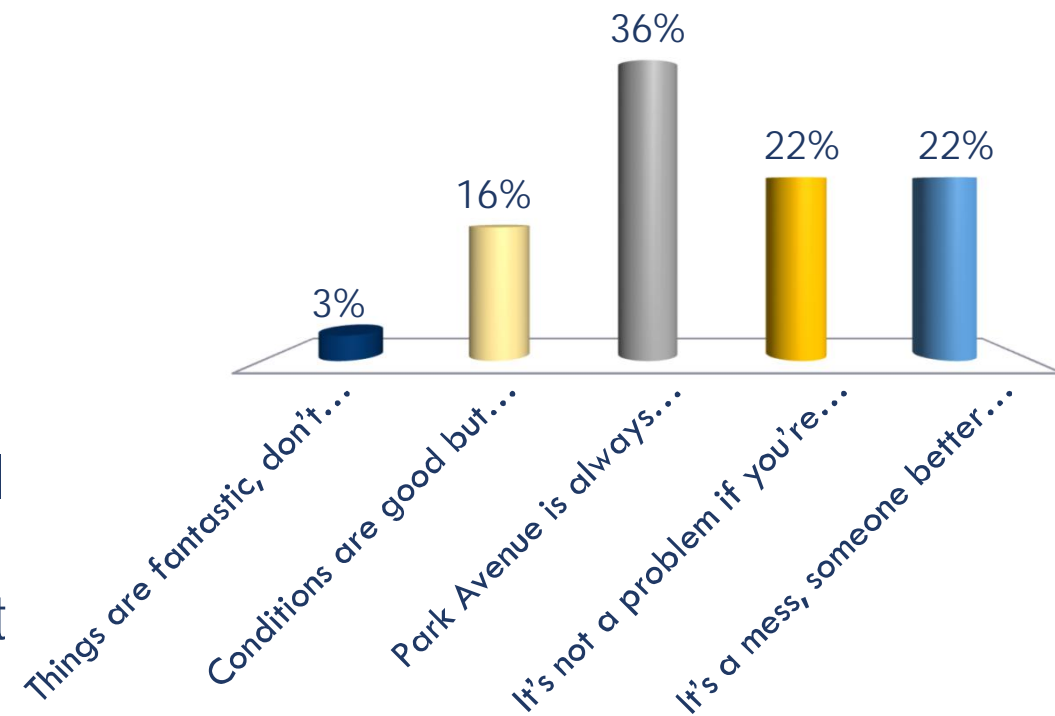
7) How would you describe _typical_ parking conditions in the downtown?

A. Things are fantastic, don't change a thing
B. Conditions are good but there's room for improvement
C. Park Avenue is always packed but I tend to be able to find a spot elsewhere when I need it
D. It's not a problem if you're local and you know where to look
E. It's a mess, someone better fix it

7% — Things are fantastic, don't…
31% — Conditions are good but…
37% — Park Avenue is always…
17% — It's not a problem if you're…
8% — It's a mess, someone better…
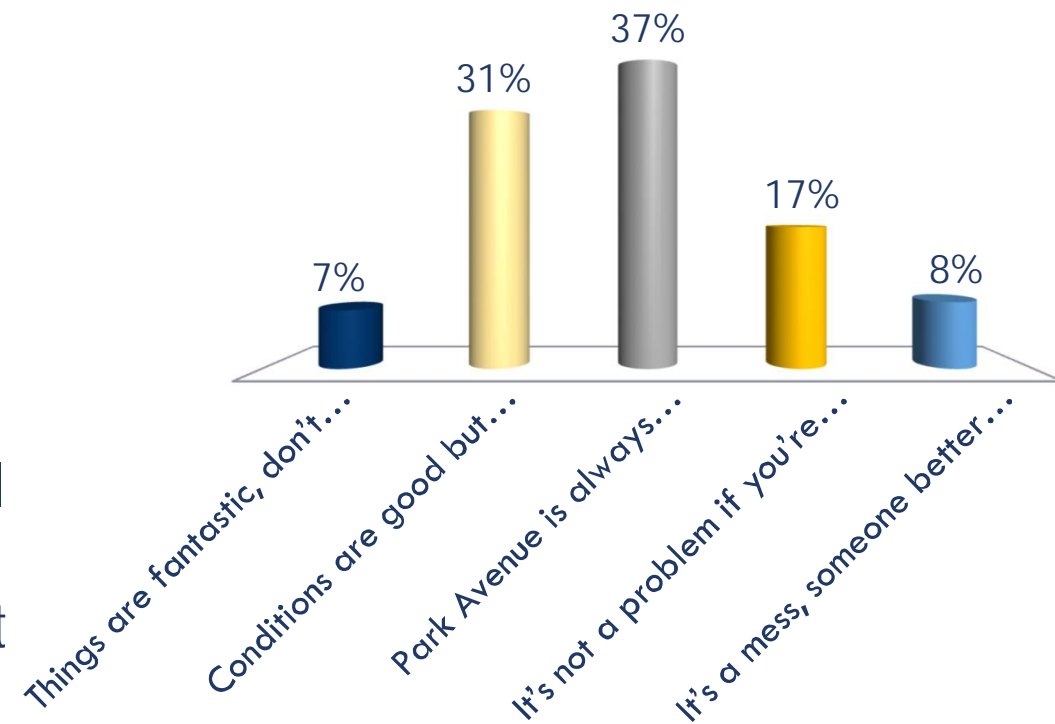
8) What's likely the most valuable asset to businesses in the downtown?

A. Beautiful streetscape
B. Affordable rent
C. Available parking
D. Customers

47%

2%

4%

47%

Beautiful streetscape | Affordable rent | Available parking | Customers
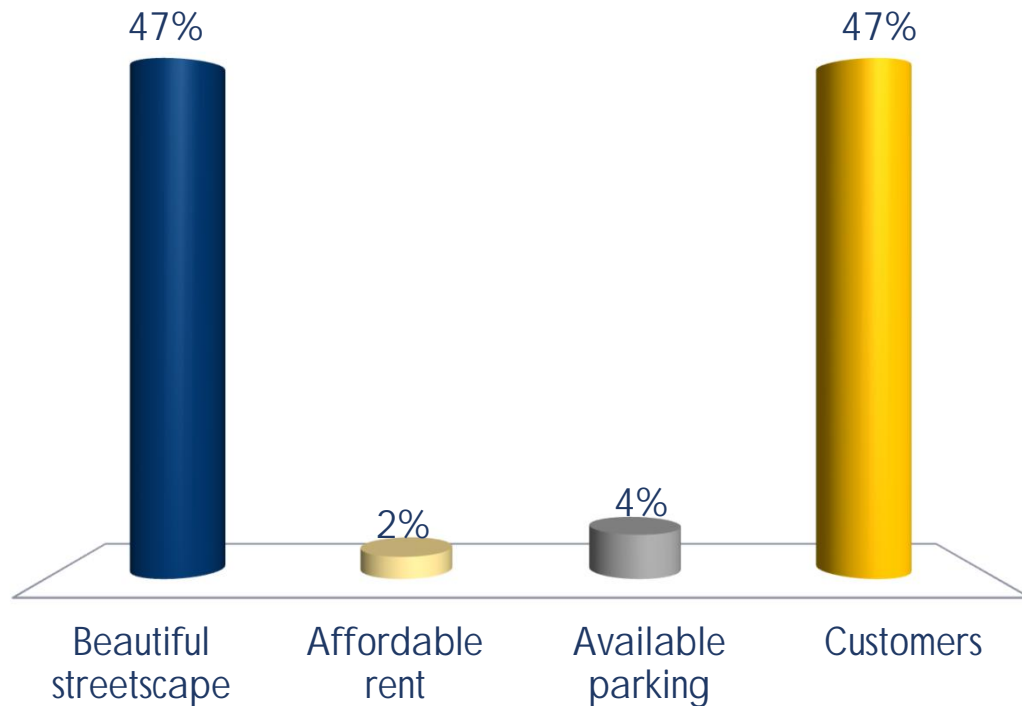
9) When considering the vibrancy of Park Ave, place the following in order of importance.

A. Limited number of loyal customers that visit one location and spend an extended amount of time.

B. A multitude of customers that spend money at multiple locations

C. Repeat customers that spent time and money in downtown.

D. Visitors from out of town

41%

30%

17%

12%

Limited...   A multitude...   Repeat...   Visitors...
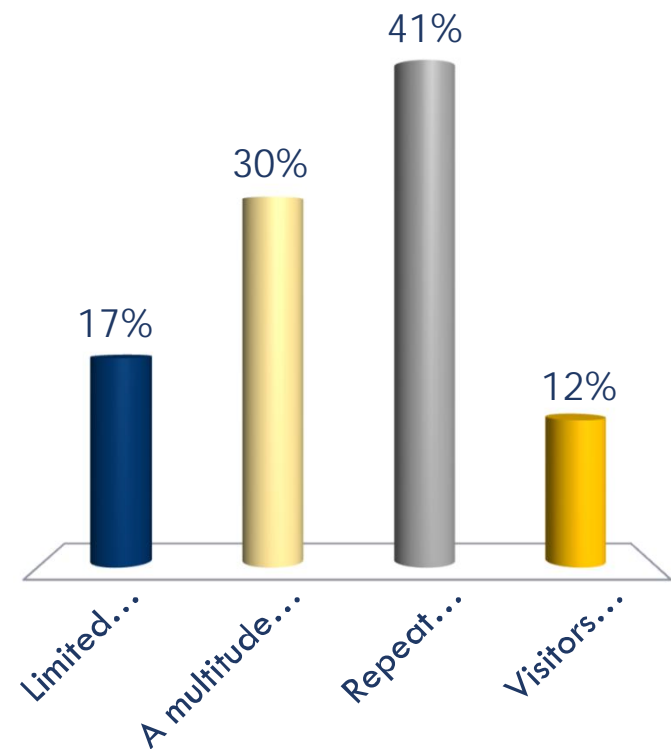
10) When considering parking in downtown, what motivates your parking selection most? (pick 2)

A. Availability - I gravitate to parking locations with the highest probability of availability

B. Visibility - I gravitate to parking that is visible from my destination

C. Proximity - I require a parking space within close proximity to my destination or I go elsewhere

D. Duration - I want to park someplace where I don't have to think about time limits

E. Price - I refuse to park in paid parking areas
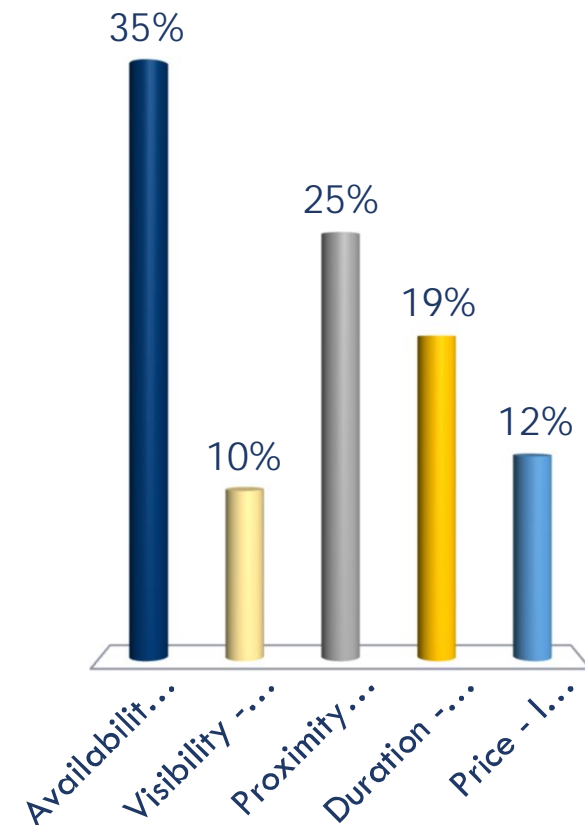
11) Who's responsibility should it be to provide parking?

A. The City of Winter Park
B. Property Owners
C. Businesses
D. Some Combination of A, B, C

79%

21%

0%

0%

The City of Winter Park

Property Owners

Businesses

Some Combination of A, B, C
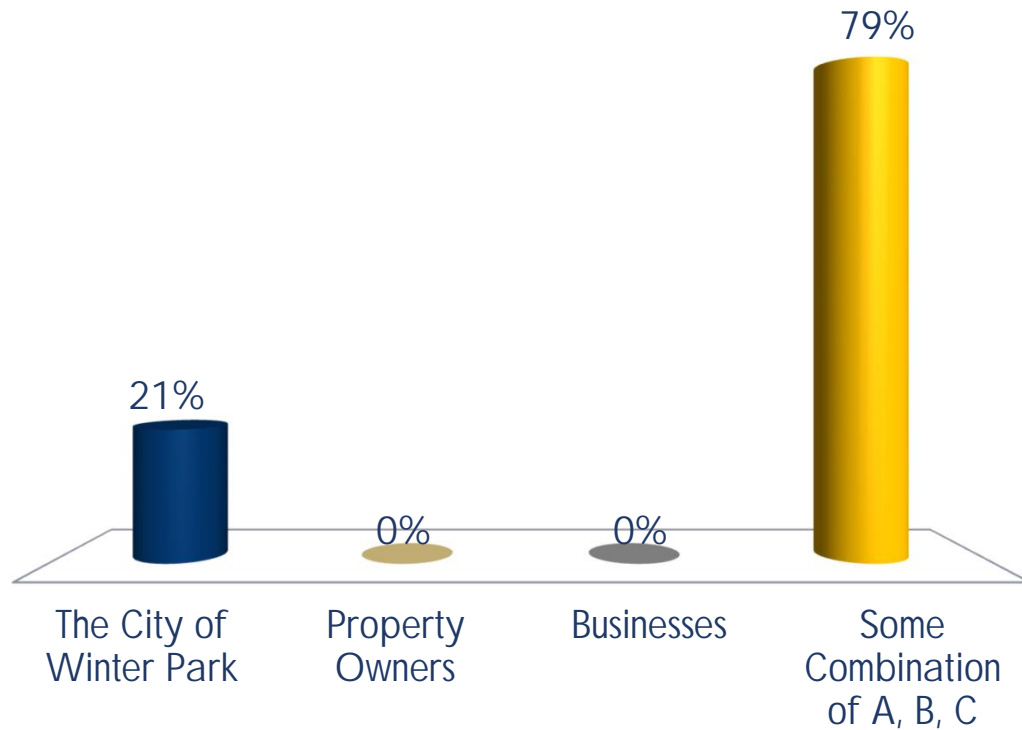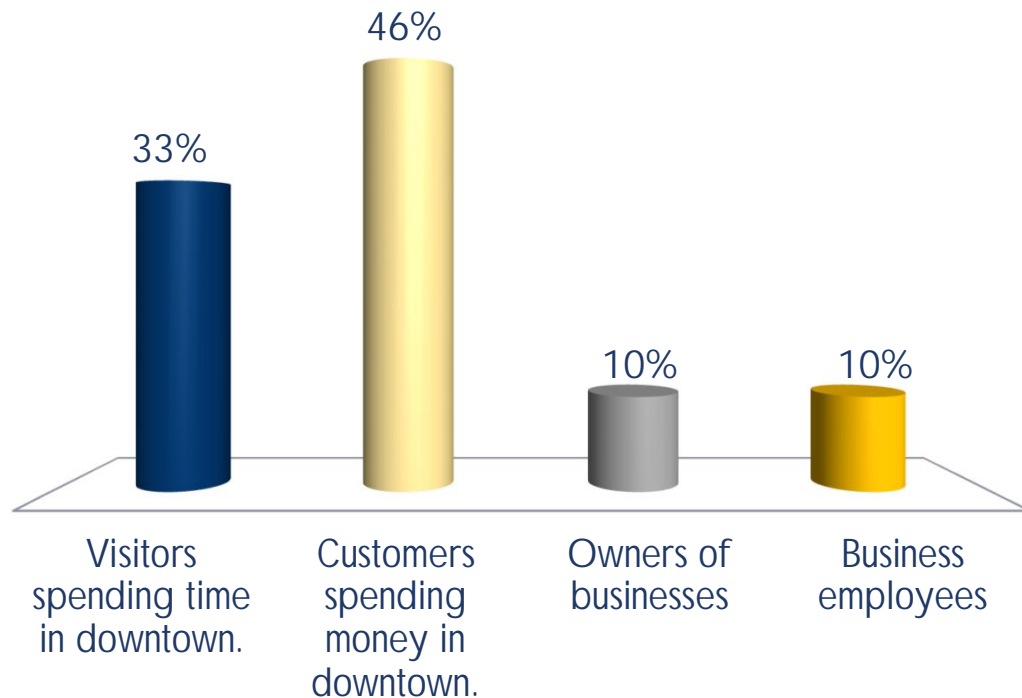
12) Who's should participate in the enforcement of parking regulations?

A. The City of Winter Park
B. Property Owners
C. Businesses
D. Some Combination of A, B, C
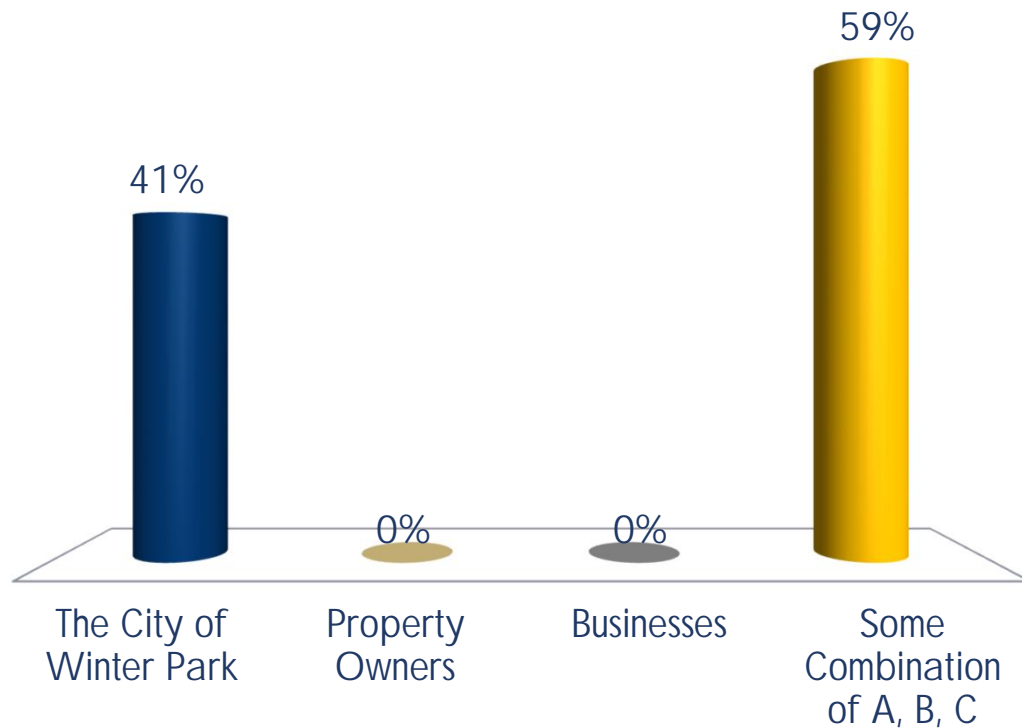
13) How would you prioritize the use of on-street parking: (place in order of importance)

A. Visitors spending time in downtown.
B. Customers spending money in downtown.
C. Owners of businesses
D. Business employees

14) How much do you agree with the following statement: When considering parking, downtown should be run like a business?

A. Strongly Agree
B. Agree
C. Somewhat Agree
D. Neutral
E. Somewhat Disagree
F. Disagree
G. Strongly Disagree
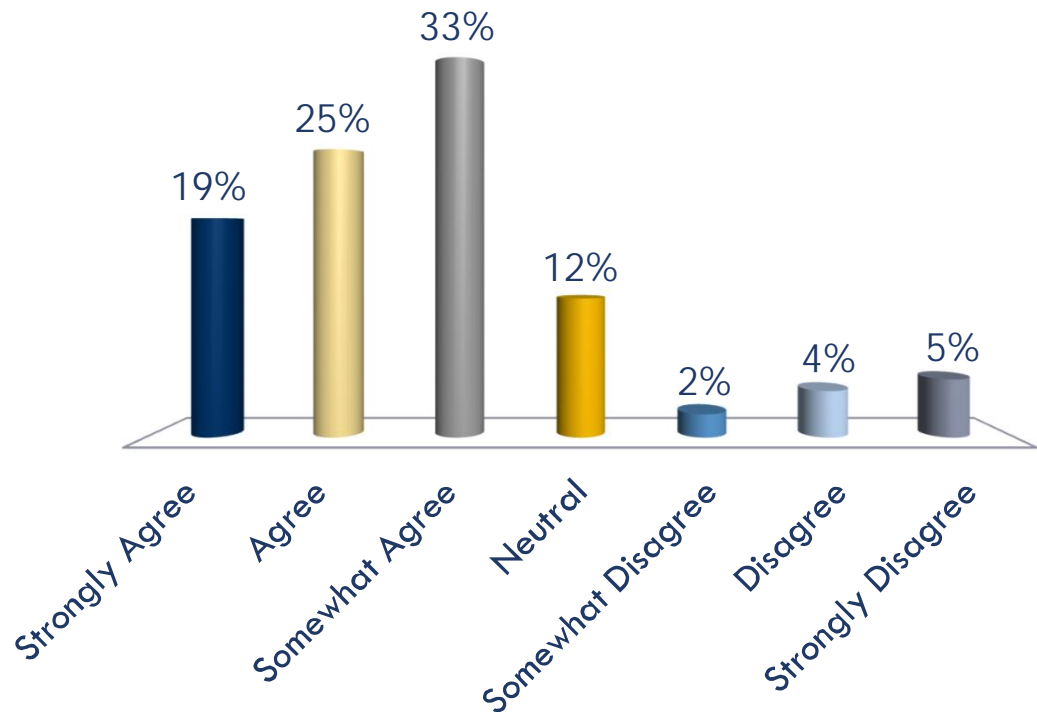
15) How important is the addition of new off-street parking to the continued vibrancy of downtown?

A. Strongly Agree
B. Agree
C. Somewhat Agree
D. Neutral
E. Somewhat Disagree
F. Disagree
G. Strongly Disagree
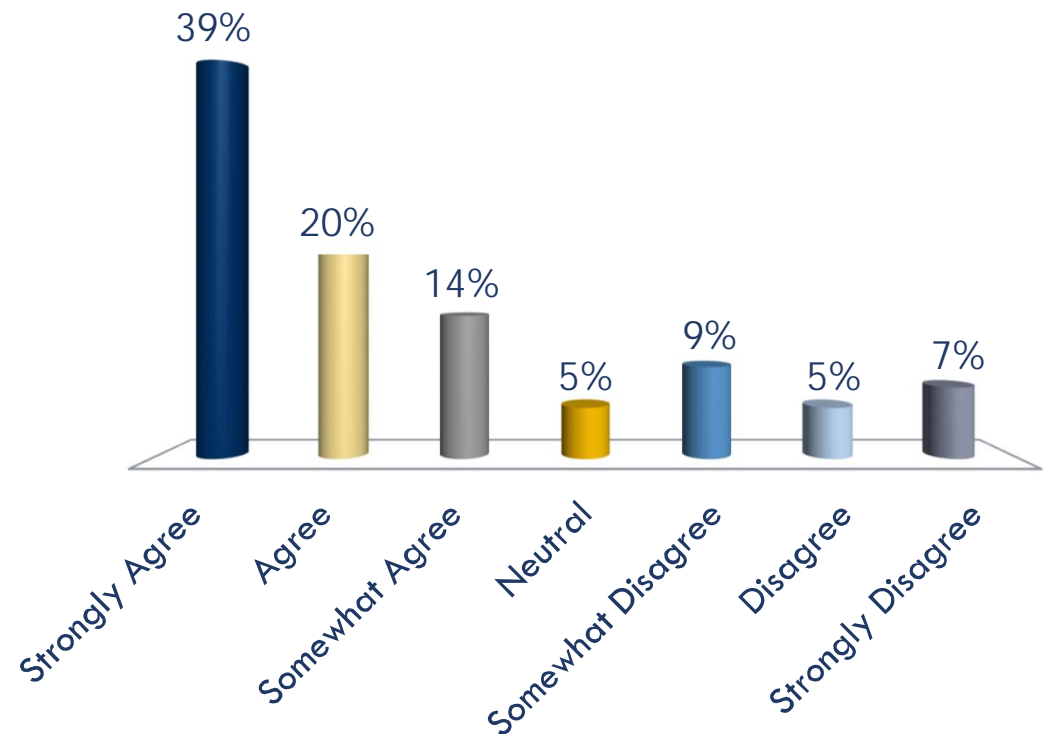
16) Has enforcement of current parking restrictions been effective?

A. Absolutely, It's the only thing that keeps things working.

B. It helps but we need more enforcement.

C. It's hard to tell

D. It's not really making much of an impact

E. It's chasing people away from downtown

9%	25%	50%	14%	2%
Absolutely, It's the only…	It helps but we need more…	It's hard to tell	It's not really making much…	It's chasing people away…
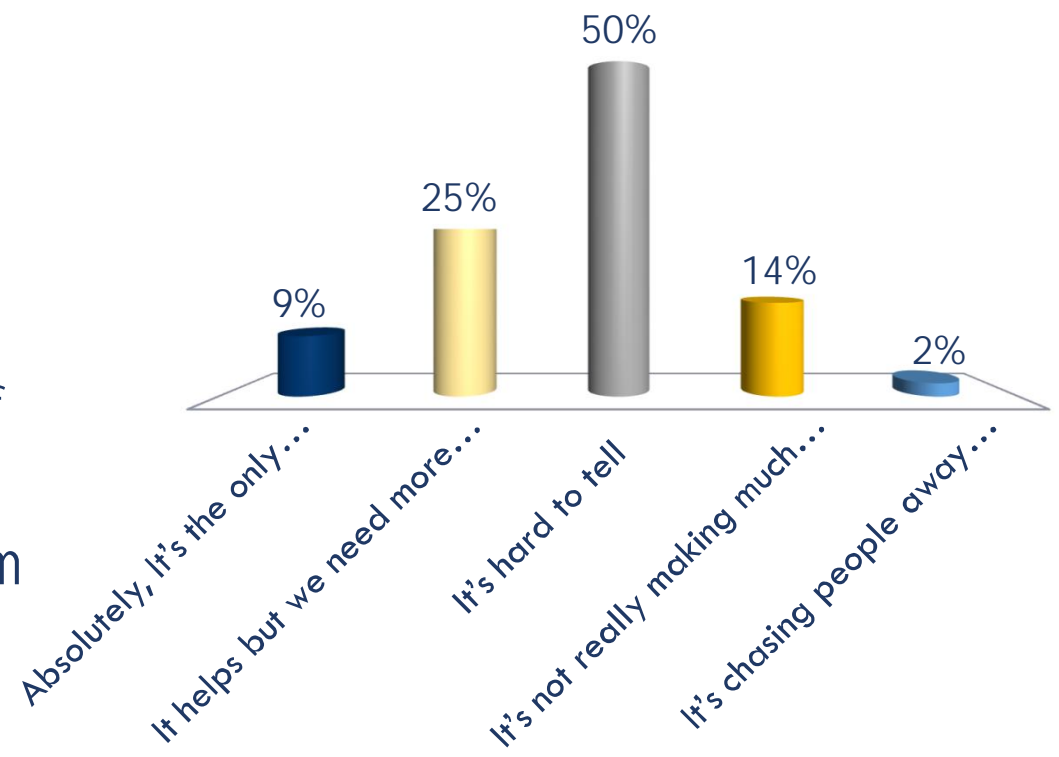
17) If I had to guess, the group with the greatest number of parking violations is:

A. Visitors
B. Local residents
C. Business owners/managers
D. Employees
E. Youth
F. Seniors
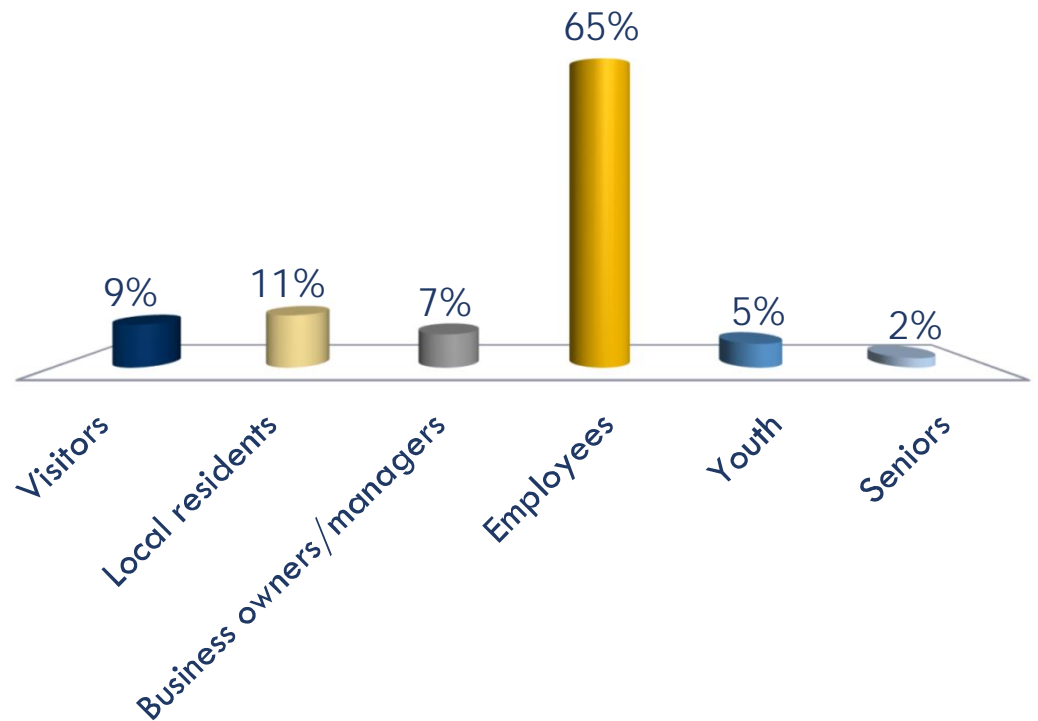
18) Current parking enforcement ceases at 6pm, is there is a need to evaluate the effectiveness of this time frame?

A. Yes

B. No

C. IDK, isn't that we're paying you to tell us?

34%   43%   23%

Yes   No   IDK, isn't that we're paying you to tell us?
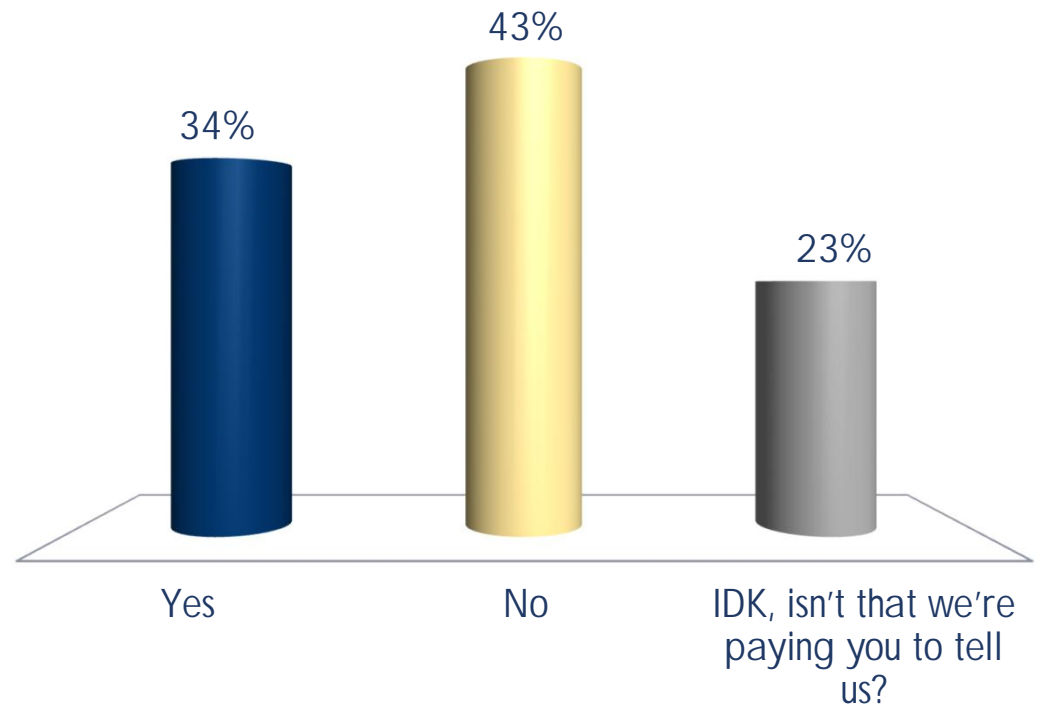
19) What impact is ride-share (Uber/Lyft) likely to have on downtown?

A. Low impact: It's a fad and not likely to increase much beyond current use.

B. Modest impact: it will increase but not enough to make a noticeable difference.

C. Significant impact: it's going to increase the ability of downtown to accommodate more visitors without increasing parking demand

D. Large Impact: we won't need parking in the future because no one will be driving themselves.

5%   43%   46%   5%

Low impact:...   Modest...   Significant...   Large Impact:...
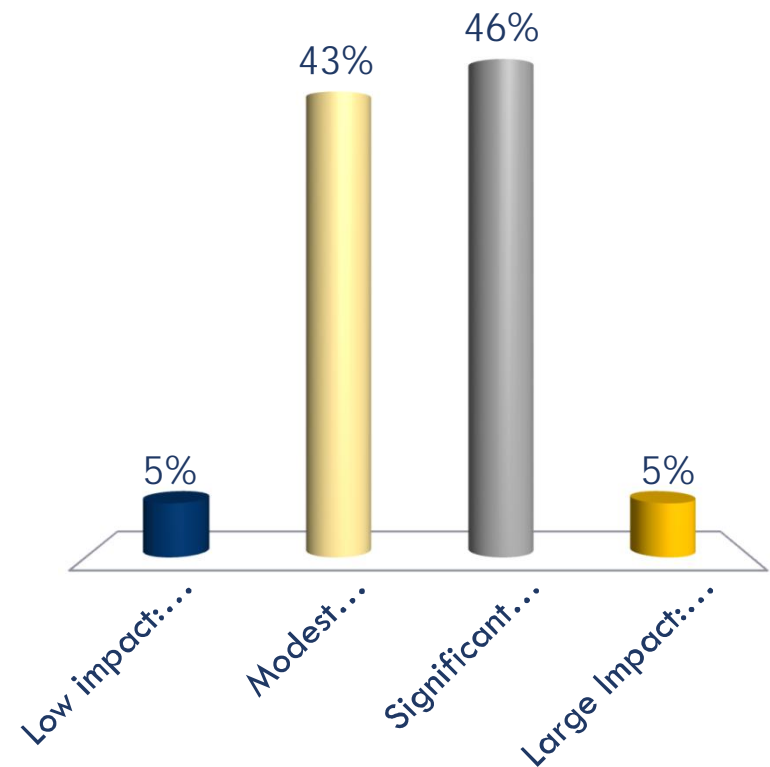
20) How important is it for the city to seek ways to maximize the use of existing parking supply?

A. Very important, it's the responsible thing to do

B. Important, it makes sense to leverage what we have before adding more

C. It's a good idea but only in conjunction with the addition of new parking supply

D. Its unimportant, we just need more supply
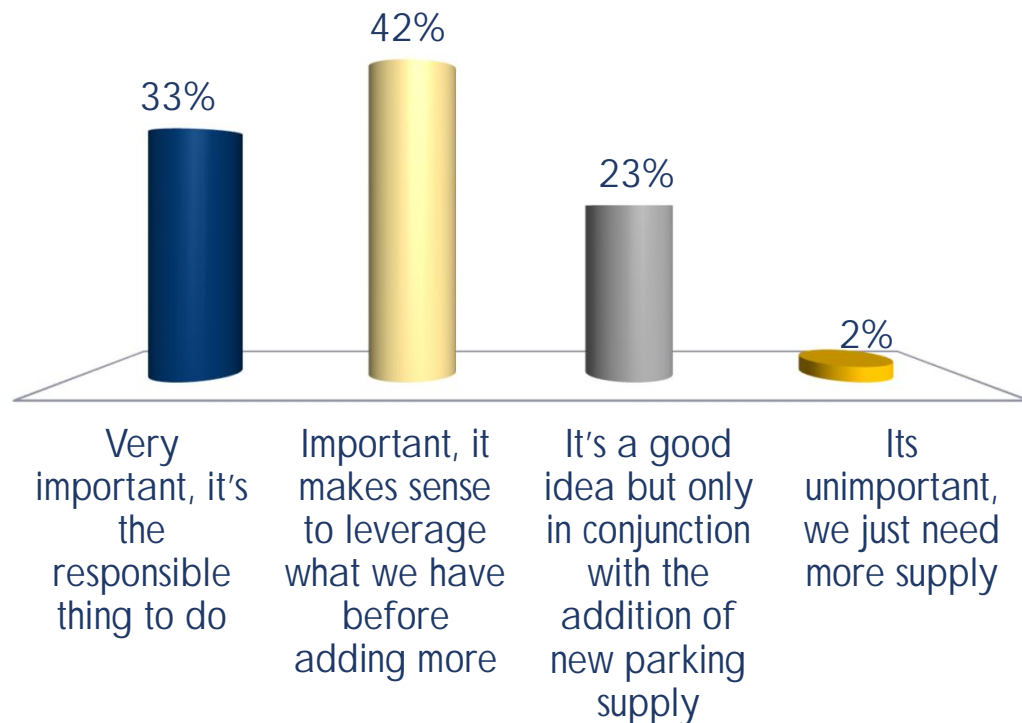
21) When making decisions about the parking strategy for downtown, we should: (select top three in order of importance)

A. Build more parking whether we need it during non-peak periods or not.

B. Focus on enhanced enforcement

C. Revise the current time of day/duration of parking to better reflect today's demands.

D. Sit tight and wait to see what the impacts of share-ride (Uber/Lyft) and autonomous vehicles.

E. Focus on maximizing the use of existing parking.
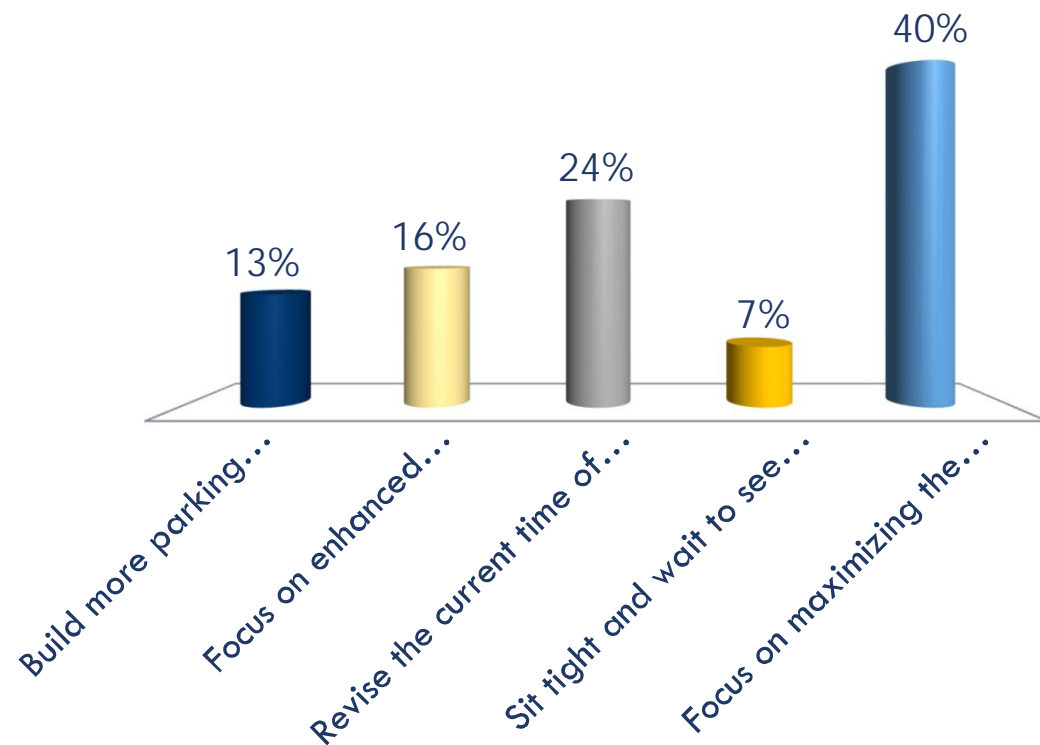
22) When considering our parking policies and codes

A. Ours is perfect and should remain unchanged.

B. Ours is out of touch with current demand characteristics/market conditions and should be revised.

C. It's always a good idea to periodically review public policies and codes.

D. I'm not sure

2%
Ours is perfect and should…

25%
Ours is out of touch with current…

68%
It's always a good idea to…

5%
I'm not sure
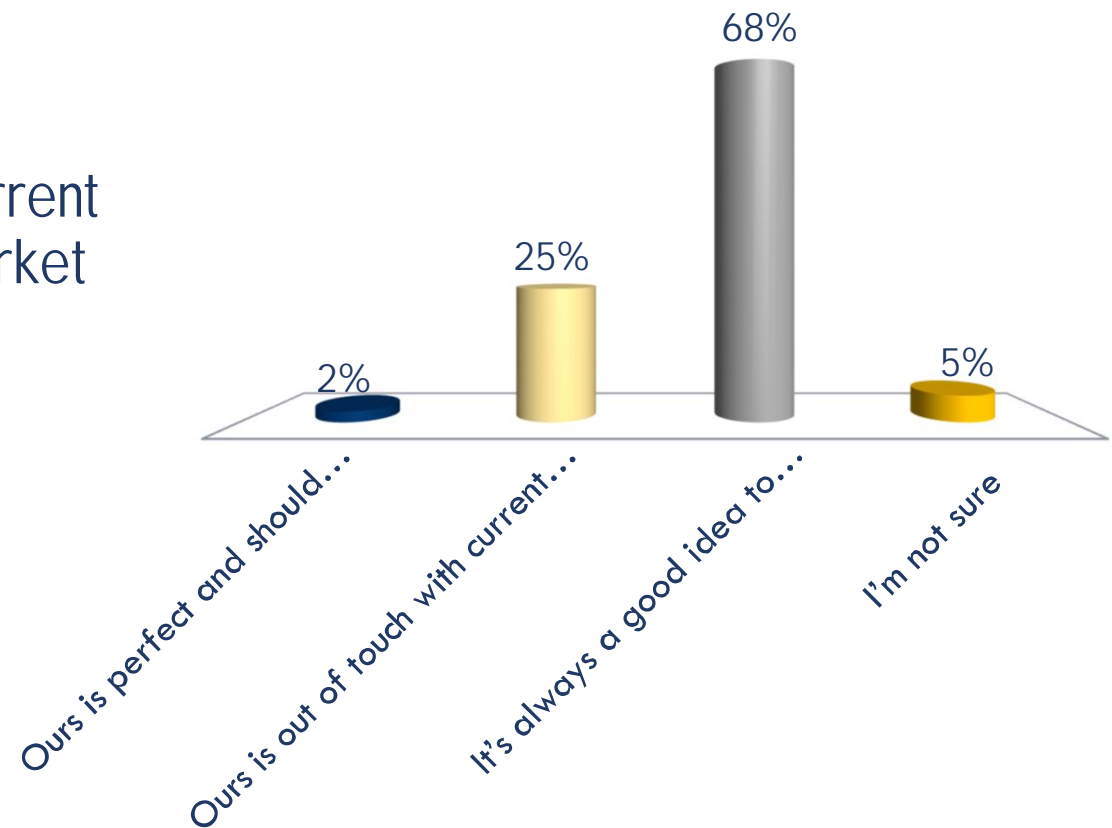
23) How far are you willing to walk to get from a parking space to Park Avenue?

A. 50'
B. 100'
C. 200'
D. 300'
E. 500+'
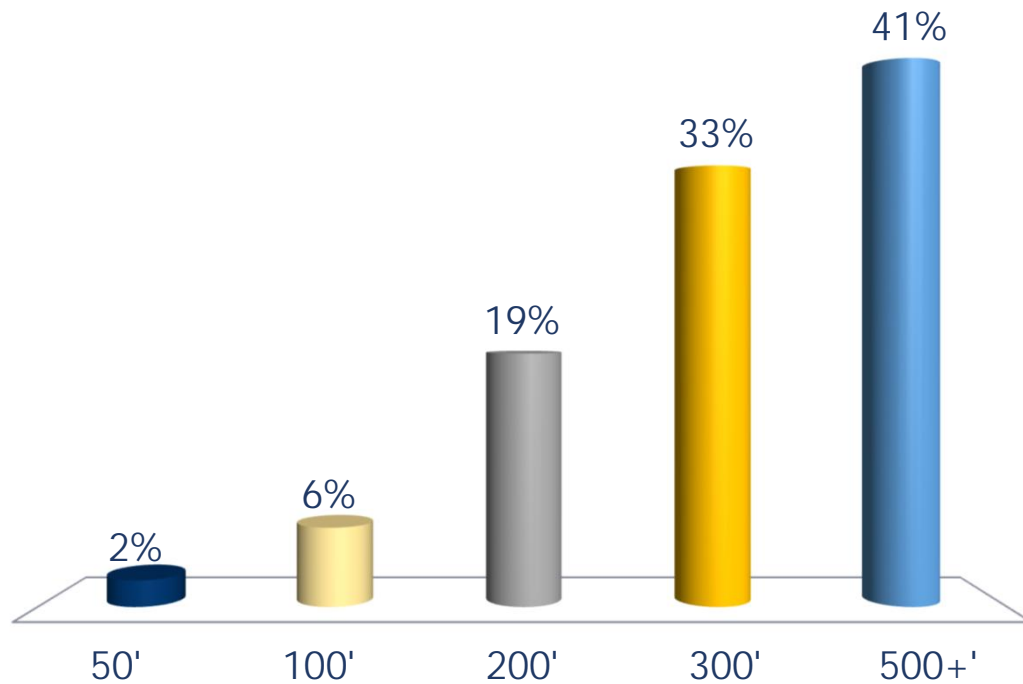
Next Steps

Next Steps

- Deep dive into current plans, and parking studies
- Screening of current codes and policies.
- Review of polling results and other surveys
- August Parking Summit II
- Final Report - September

Winter Park Downtown Parking and Accessibility Strategy

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