



Parking Strategy Summit

Winter Park, Florida

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



Agenda

- ✓ Process Overview
- ✓ Recap of Phase 1
- ✓ Problem Statement
- ✓ Preliminary Strategies
- ✓ What We've Heard
- ✓ Your Thoughts





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)

Process

You are here





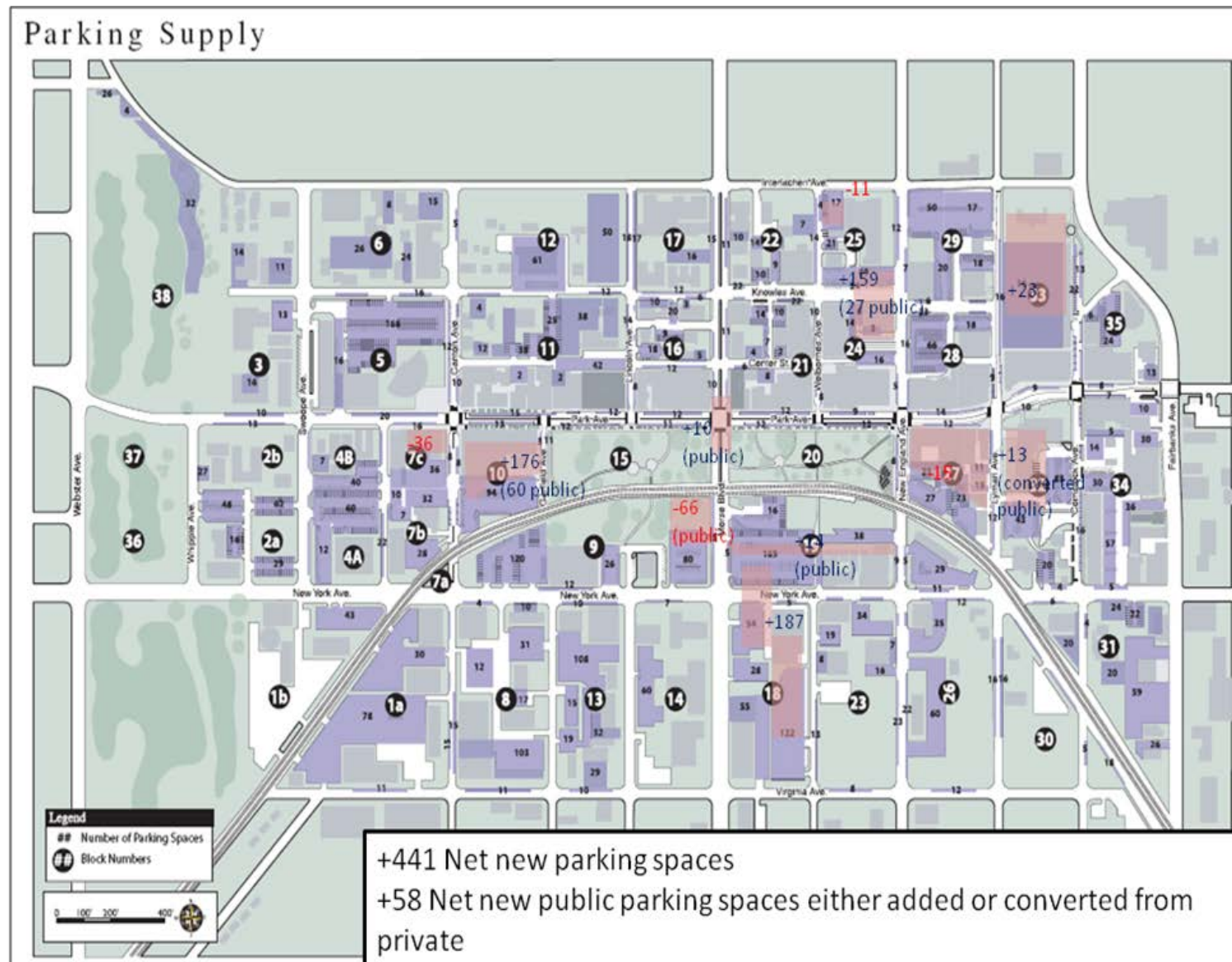
What we've learned

Observations and Stakeholder Input

2007 Parking Study

CRA led inventory and occupancy study

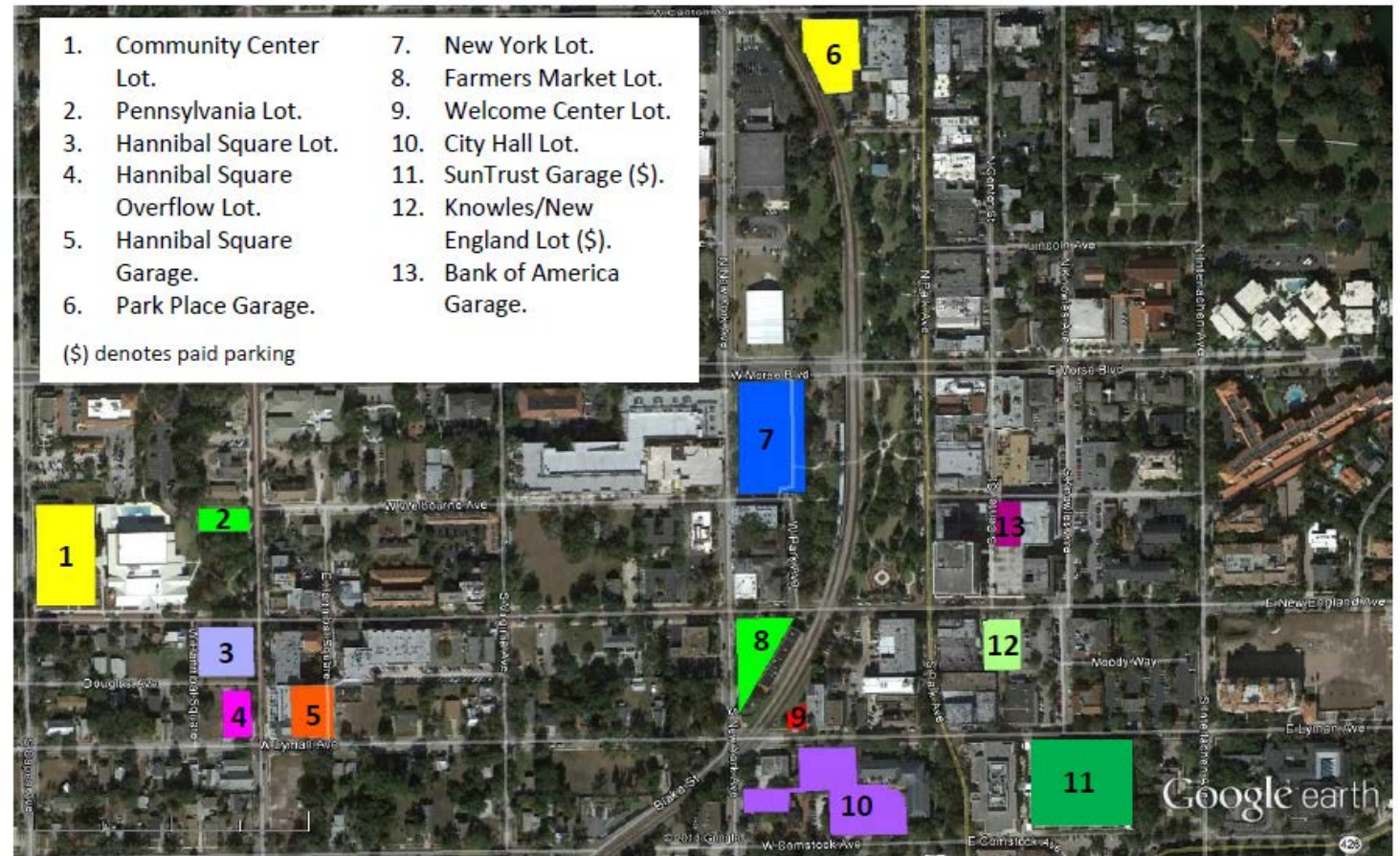
- Data collected in Apr 2007
- Peak occupancies
 - Surface lots – 51%
 - Structures – 55%
 - Park Avenue – 86%
 - Other Streets – 39%
- Recommendations:
 - balance long- and short-term parking
 - improve wayfinding
 - realign supply



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



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

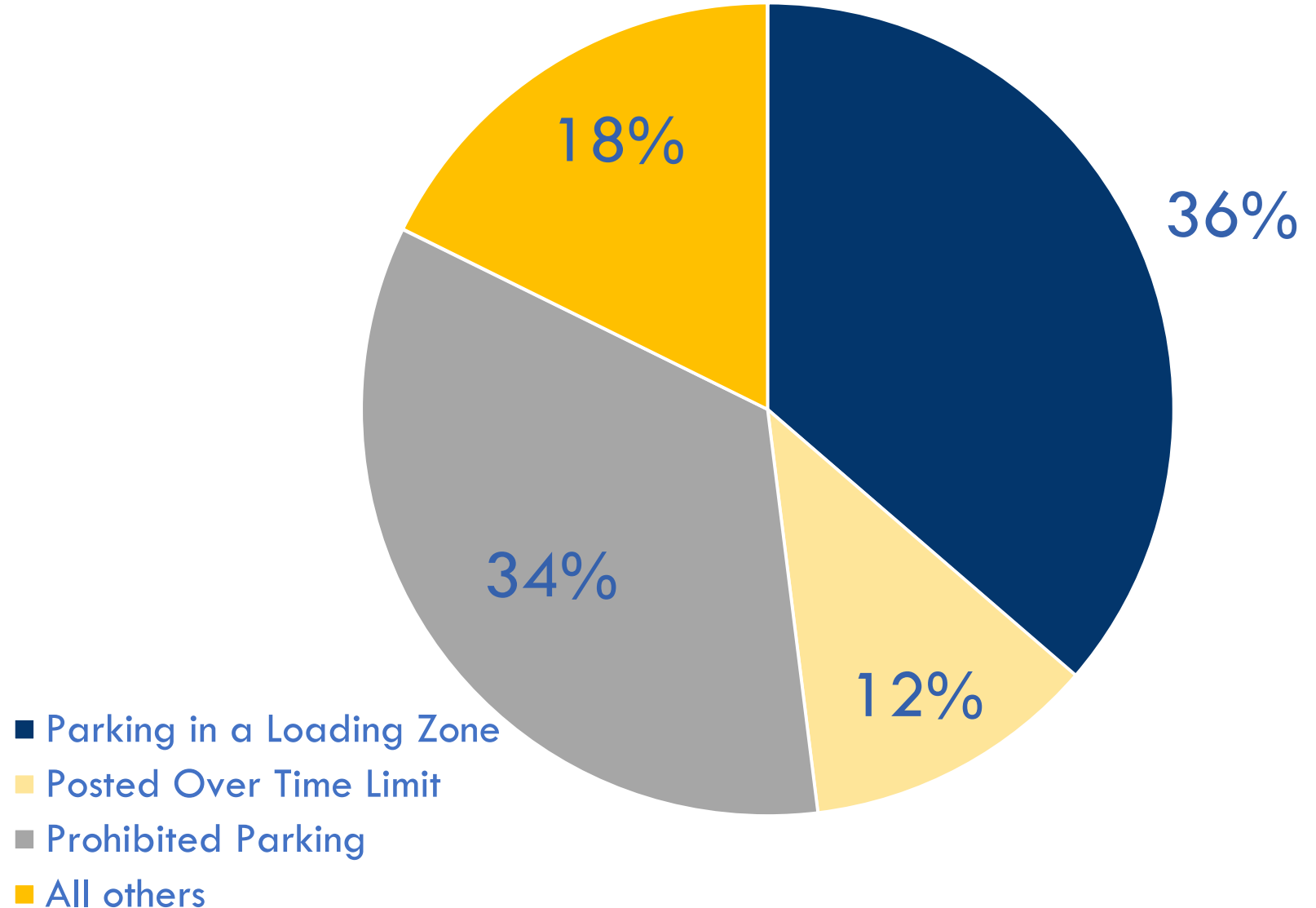


Existing Enforcement Practices

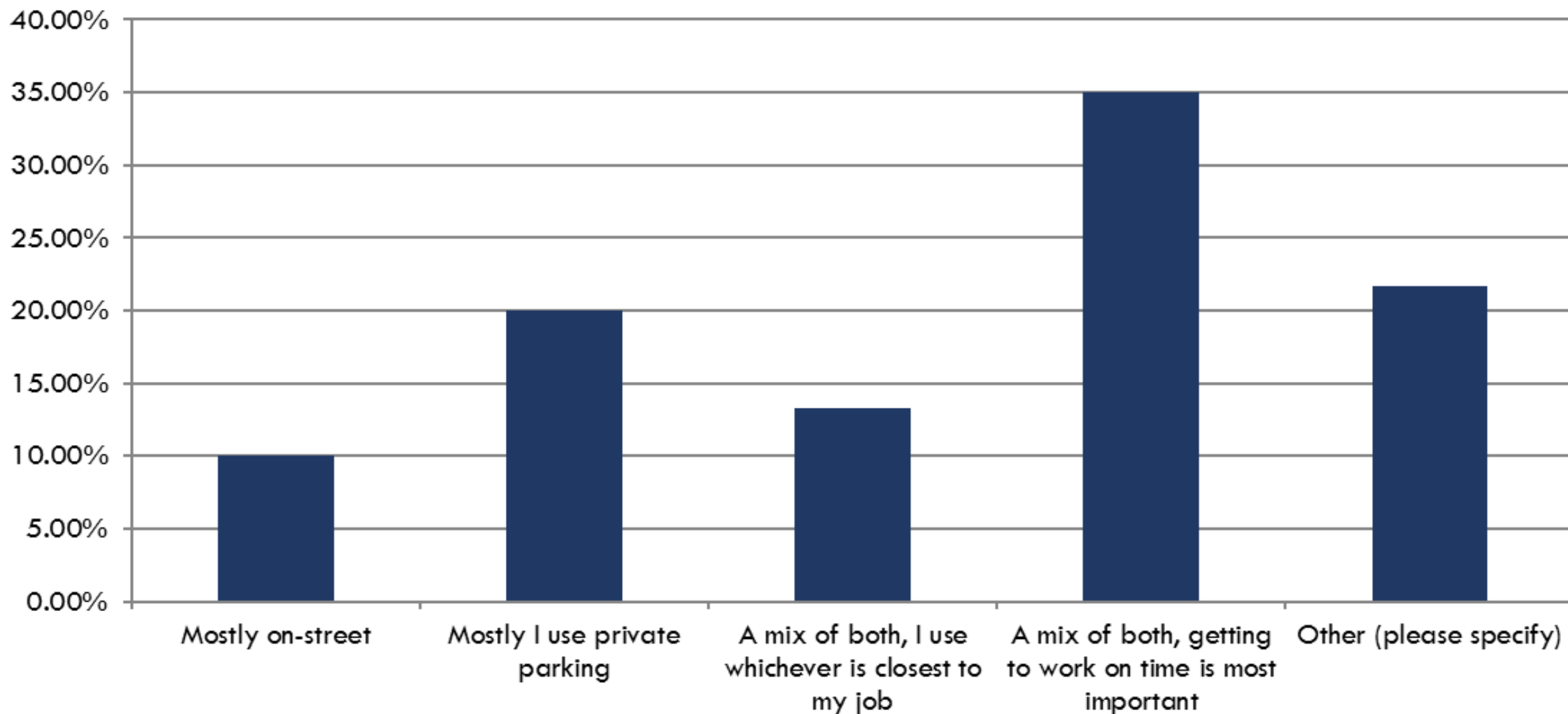
City staffs one parking enforcement officer

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

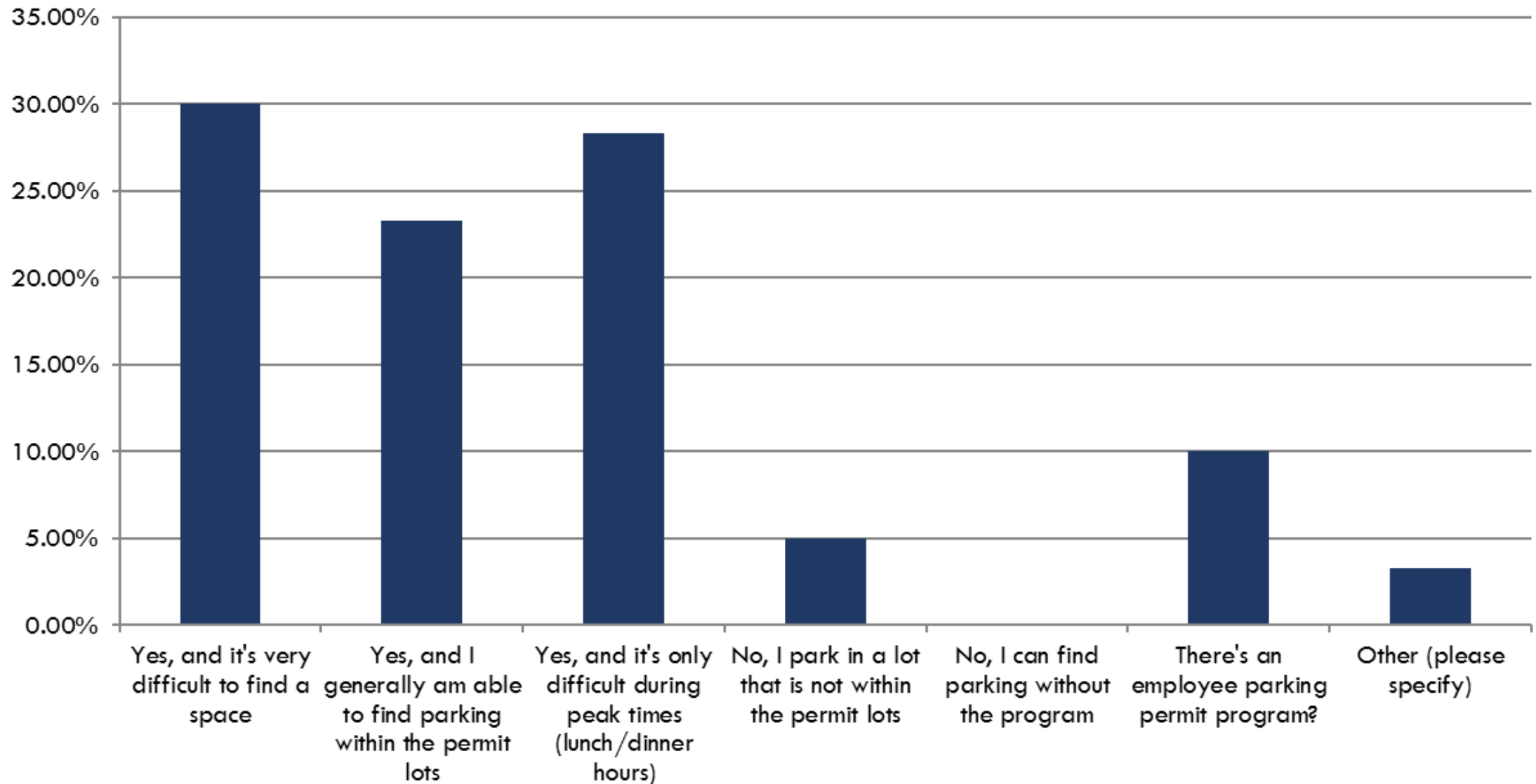
2016 Parking Citations



Employees: How often do you park on-street versus off-street?



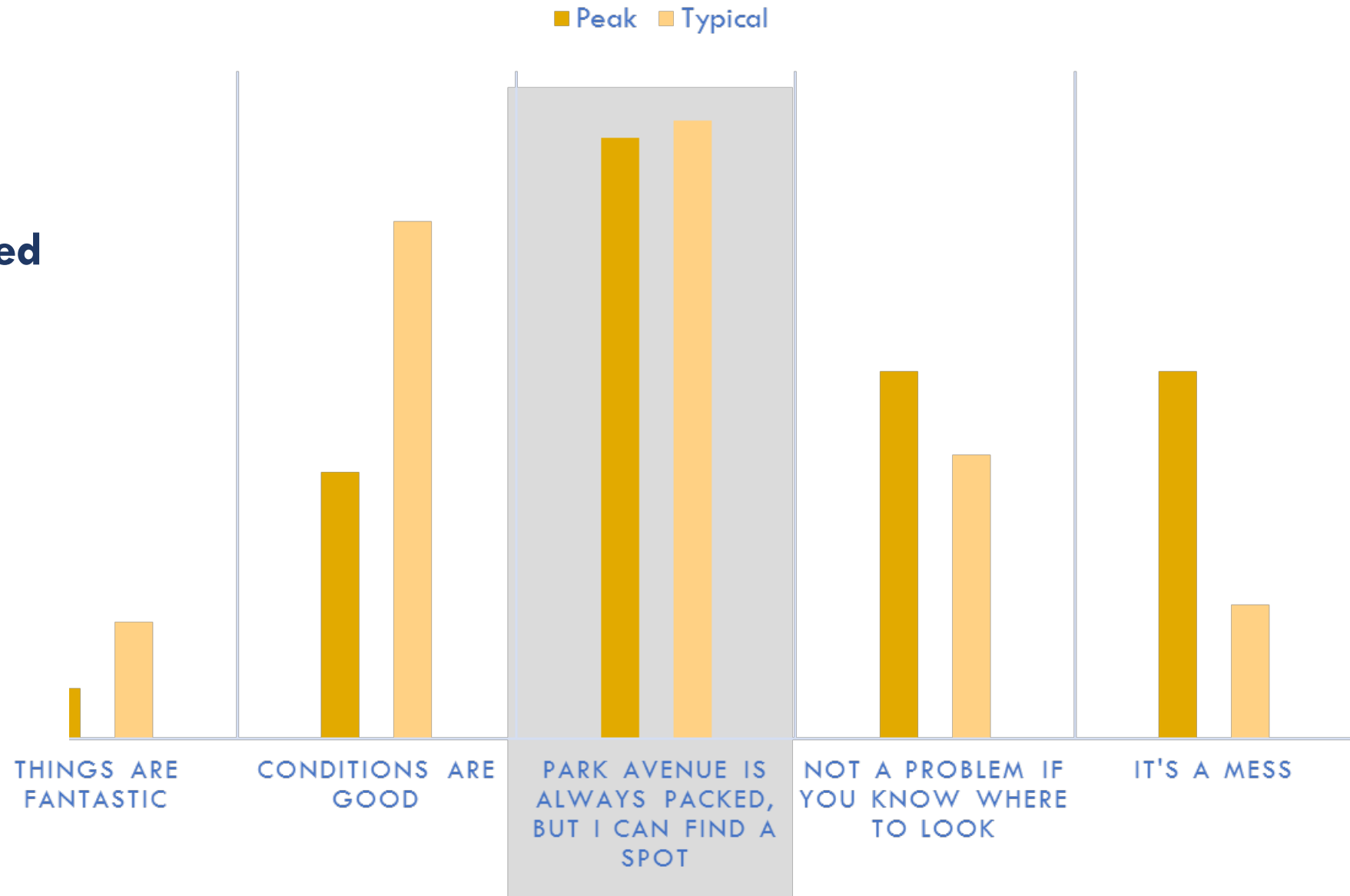
Do you have an employees permit? How difficult is it to find a space?



Key Takeaways

How would you describe your downtown parking experience?

- **Employee parking is problematic.**
- **Concern about losing business due to perceived difficulty parking.**
- **Longer-term spaces are needed.**
- **Is there truly a parking problem or is it only perceived?**
- **The corridor's current parking code is very suburban.**





Problem Statement

The motivation for enhanced parking strategies include:

- Insufficient turnover of prime parking to support equitable access to downtown merchants
- Utilization of parking resources
- Policies and practices do not align with community expectations



Forces and Trends



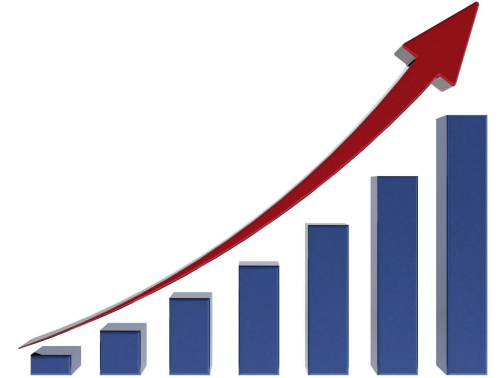
Changing
Demographics



Emergence of
TNC's



Autonomous
Vehicles



Community
Growth



Strategies for Consideration

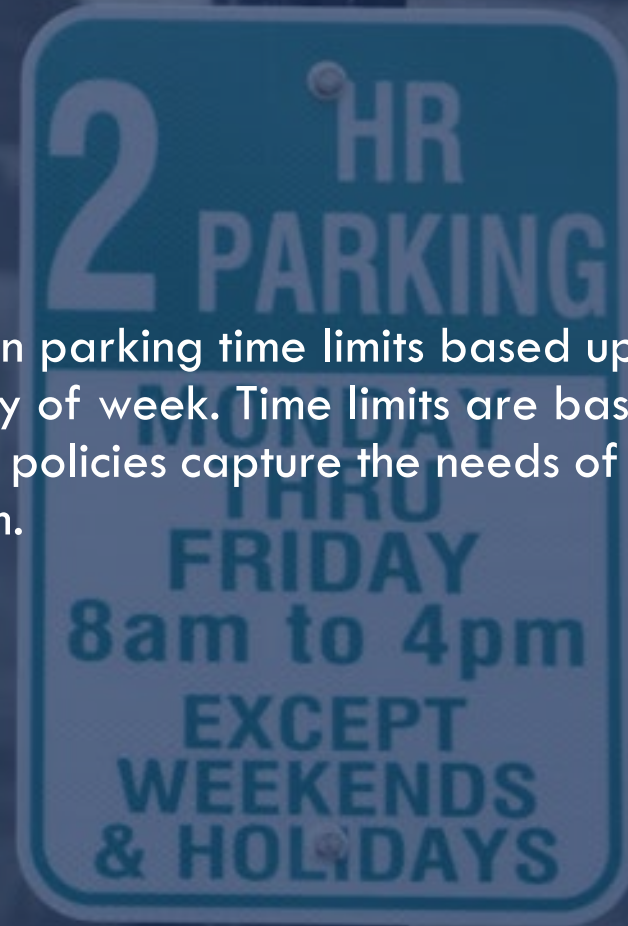
Parking Management and Modernization Concepts

Modernized Enforcement

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

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.



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.

EMPLOYEE PARKING
AUTHORIZED VEHICLES ONLY
VIOLATORS WILL BE TOWED

4701

Wayfinding

Suite of communication options including information, direction, and location of parking





Centralized Valet

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

Paid Parking

Prime parking is monetized to help influence user decision on parking and access, as well as influence user behaviors.



A photograph of a modern, multi-story building with a rooftop garden. The building has a light-colored facade and many windows. In the foreground, there are several palm trees and a street with cars. The image is overlaid with a semi-transparent blue filter.

Supply Additions








Adds additional parking to the community through capital investment projects.



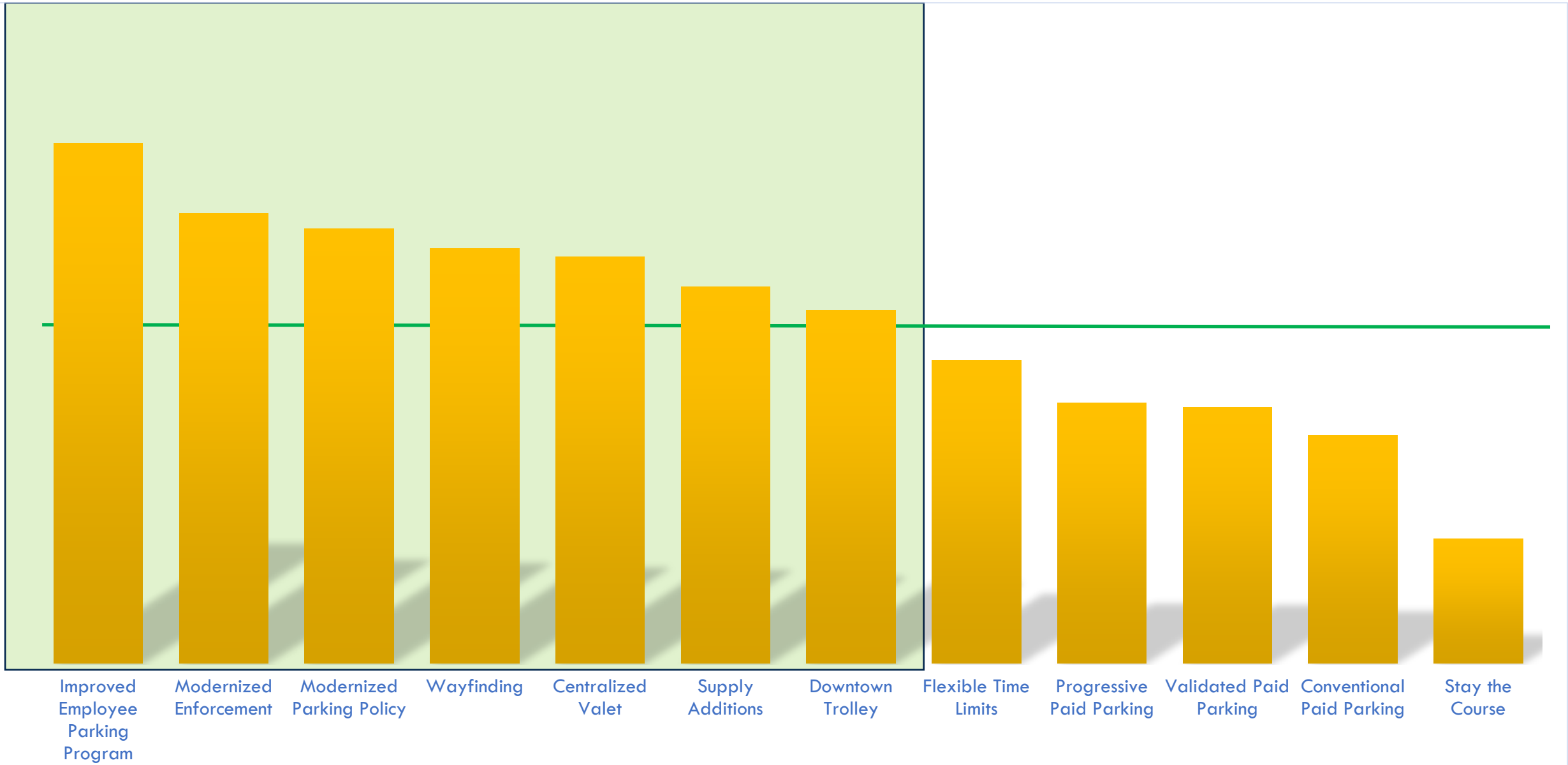
Downtown Trolley

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

Strategy Alignment

	Modernized Enforcement	Flexible Time Limits	Improved Employee Parking Program	Wayfinding	Centralized Valet	Paid Parking	Supply Additions	Downtown Trolley
								
Insufficient turnover	★	★	★		★	★		
Utilization of parking resources			★	★	★	★		★
Policy/practices align with expectations	★	★	★			★	★	

What We've Heard





| Your Thoughts...