

# Princeton Parking Strategy



**Recommendations Overview**

January 22nd, 2018



## Today's Agenda

- Study Overview
- Key Findings, Issues & Opportunities
- Recommended Strategies

# Study Overview



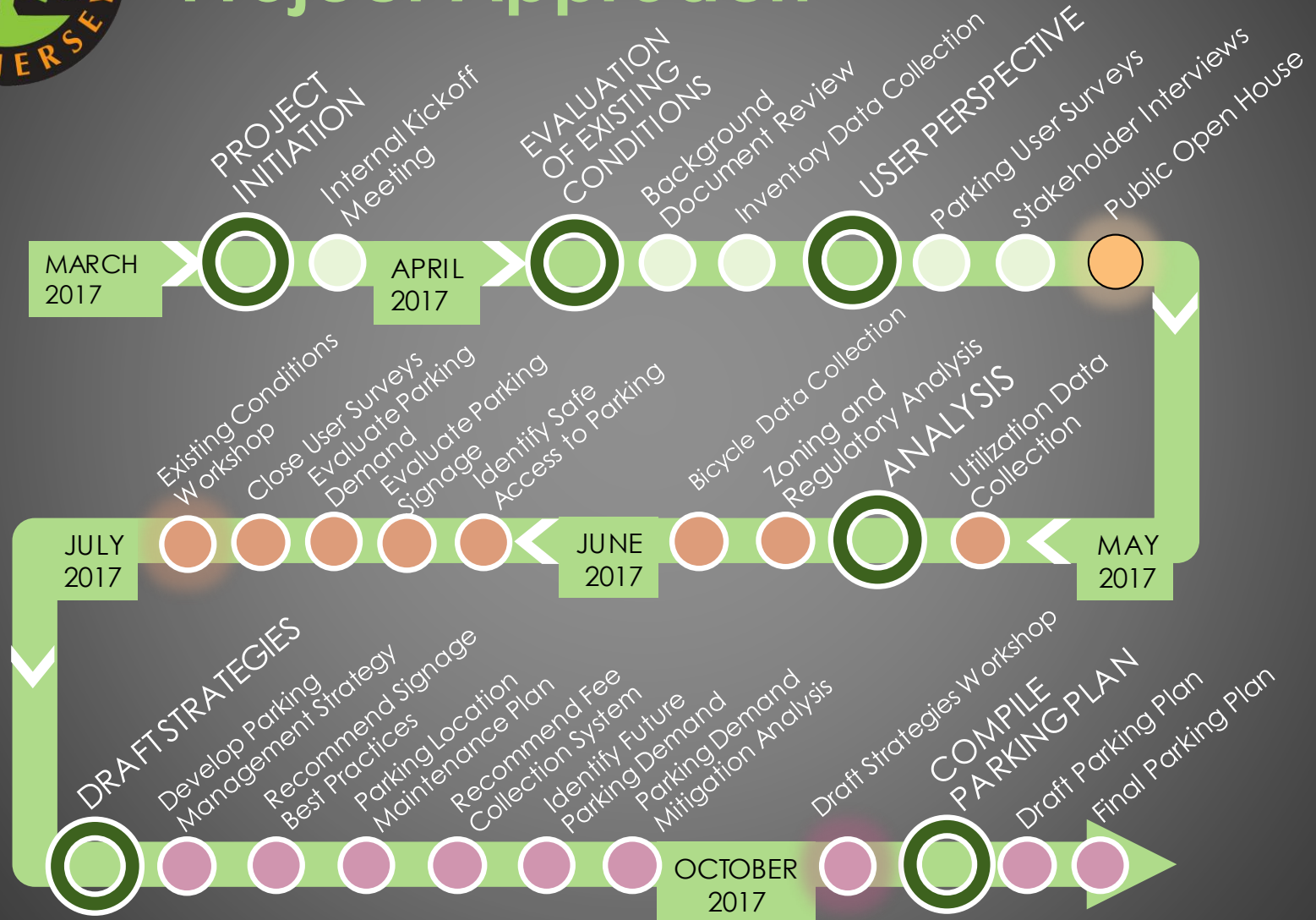


# Project Goals

- Enhance Downtown Accessibility and Vibrancy
- Protect Resident Parking from Spillover Impacts
- Better Accommodate Cycling and Walking
- Address Downtown Employee Parking Challenges
- Understand parking Demand/Supply Conditions
- Identify Viable Solutions to Issues + Opportunities



# Project Approach



# Key Findings, Issues & Opportunities





# Overall, Supplies are Adequate

- Parking constraints not a result of insufficient supply
- Underutilized capacity, at all times, often adjacent to constrained locations/facilities
- This creates a perception of scarcity
- Management can provide relief, more supply would just perpetuate current shortcomings





# Most Off-Street is Restricted

- $\frac{3}{4}$  of area off-street supply is privately controlled
- This reduces access to excess capacities
- Off-hour shared parking opportunities not well known







# This + Pricing Cues Intensify On-Street Demand

Modest on-street rates add pressure on these limited resources, which are essential to walkable commercial success





# Residential Parking Conditions & Needs Vary





# Parking Requirements Inhibit Reinvestment

- Minimum parking requirements inhibit change-of-use redevelopment
- New development must use valuable space to meet parking requirements





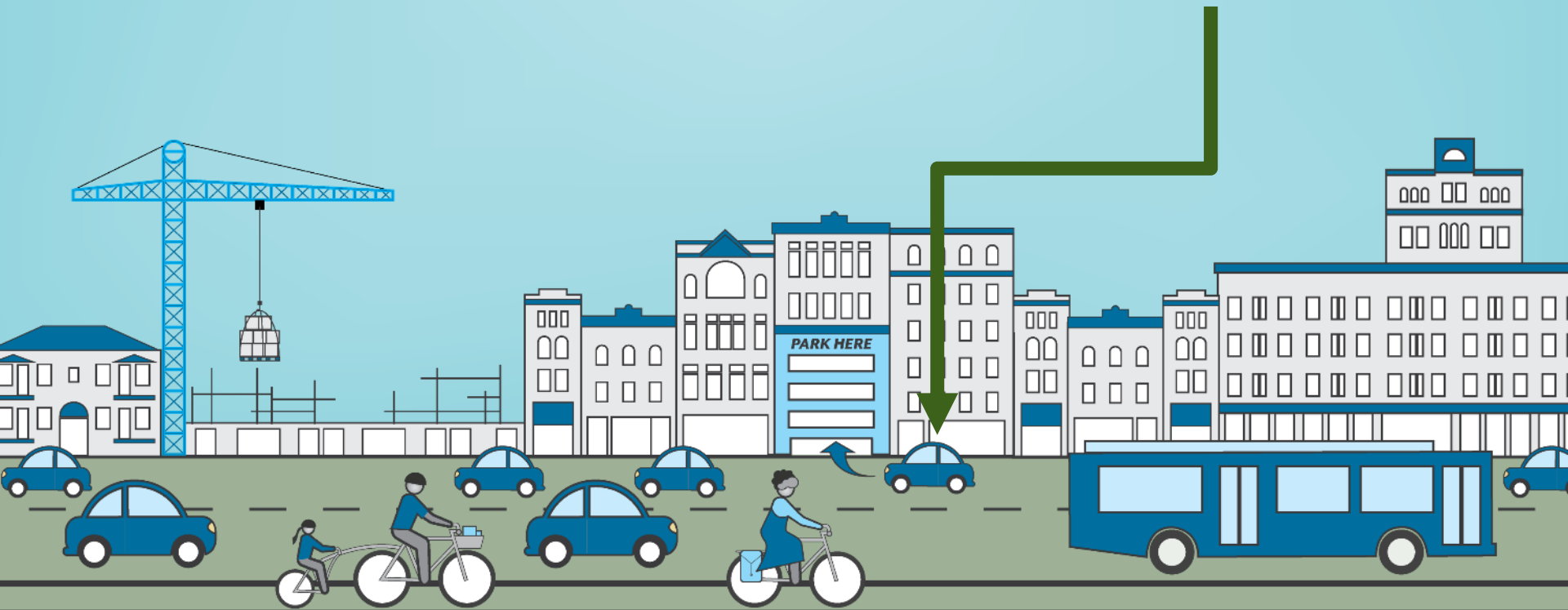
# Recommended Strategies



## Strategies to...

Five overarching opportunities to improve parking conditions in Princeton:

1. Rebalance Parking Demand
2. Reduce Demand
3. Optimize Parking Management
4. Expand Effective Capacities
5. Improve the Residential Parking Experience
6. Update the Zoning Code



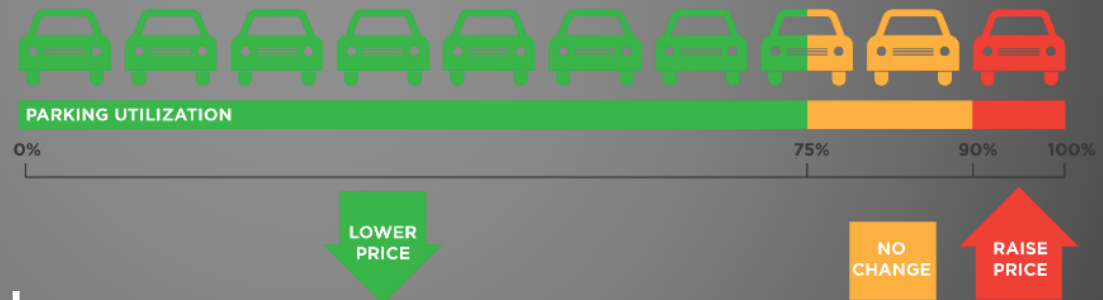
# Rebalance



# Focus on Availability

## Performance-Based Management

- Availability is Key Performance Indicator
- Define performance targets
- Monitor performance/availability conditions



## Performance-Based Rates

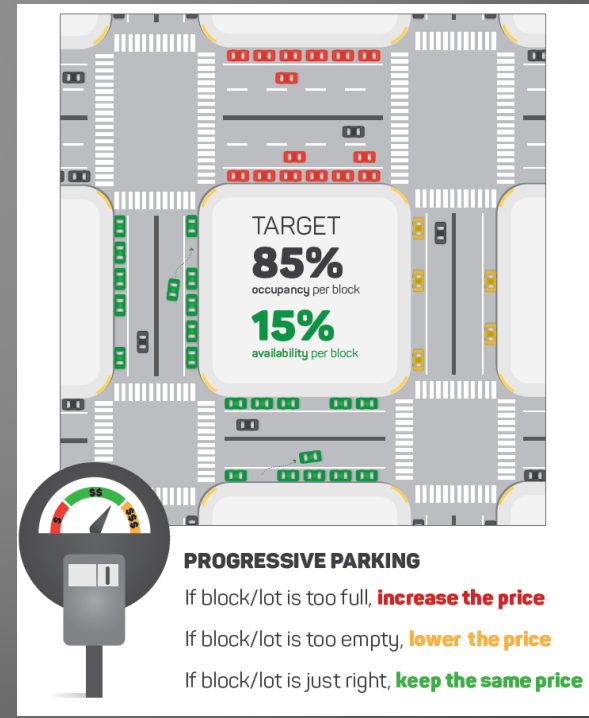
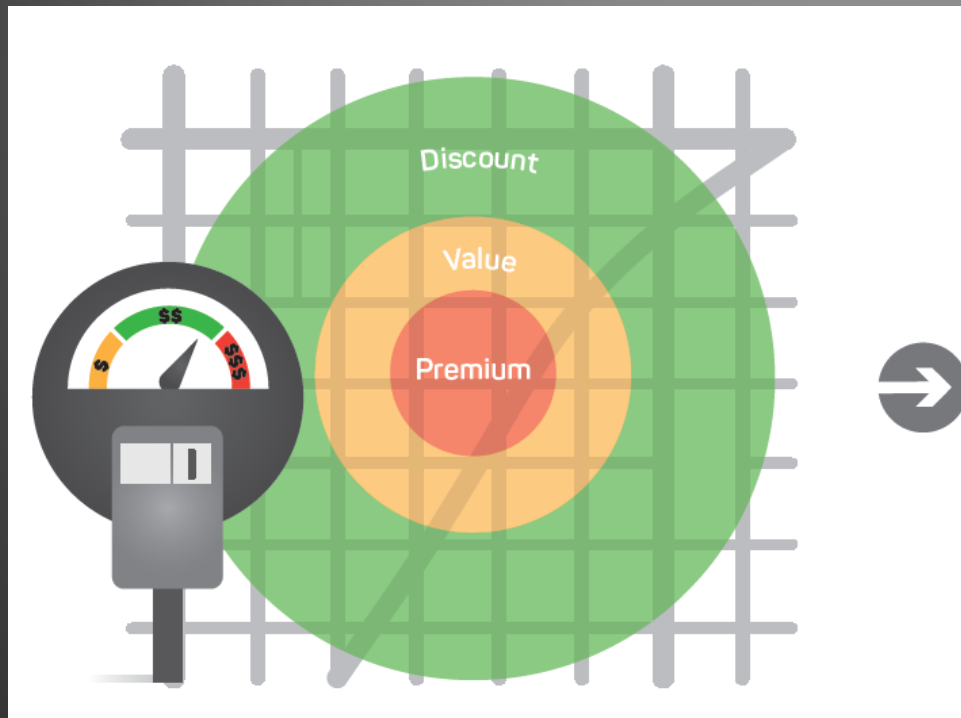
- Define Rates as primary tool for achieving performance targets
- Raise rates when/where availability is constrained
- Lower when/where supplies are underutilized



# Focus on Availability

## Create Progressive Rates

- Keep rates low for short stays
- Charge more for the 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> hours of stay







# Pricing as Primary Management

## Initial Tiers

- Premium Spaces: \$2/hour
- Base-Rate Spaces: \$1.50/hour
- Peripheral Spaces: \$1/hour

## Monitor Performance

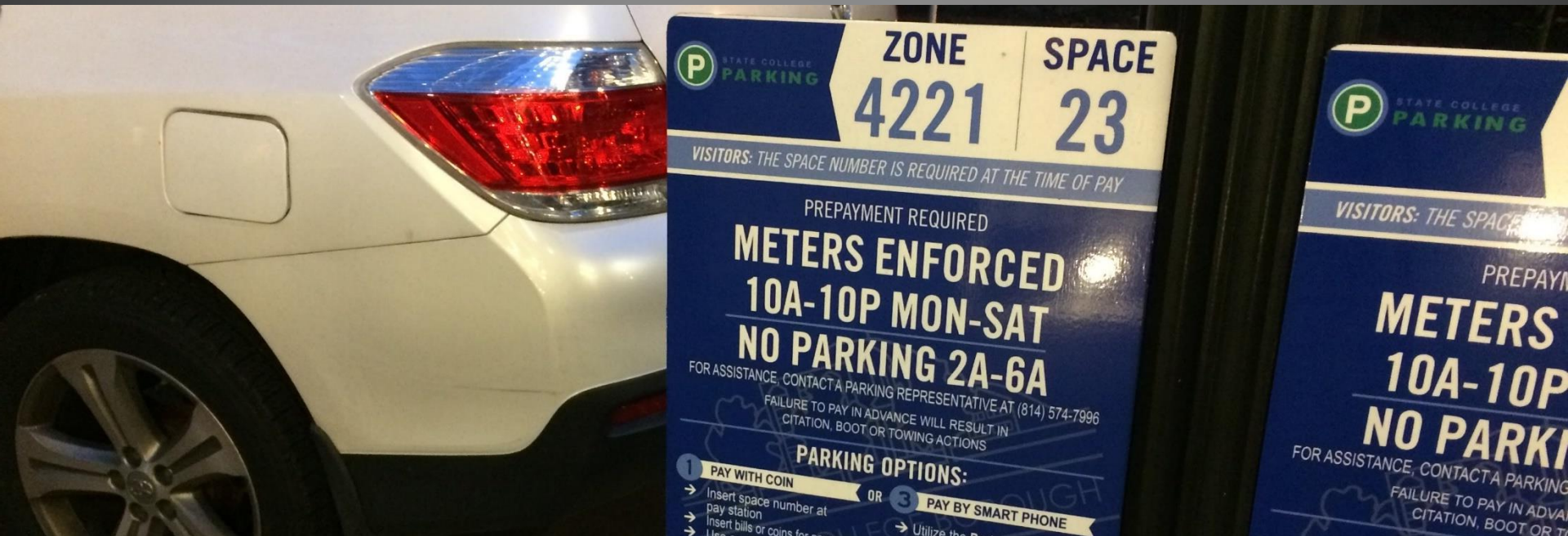
- Survey key on-street blocks each month
- Identify times of constraint (less than 15% available)
- Adjust rates to meet targets





# Simplify Regulations and Schedules

Align Meter Hours with Demand!





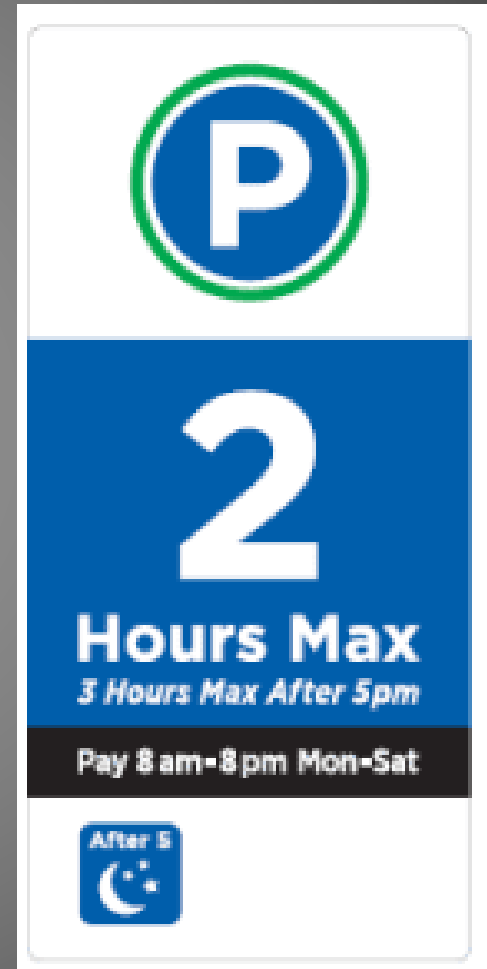
# Simplify Regulations and Schedules

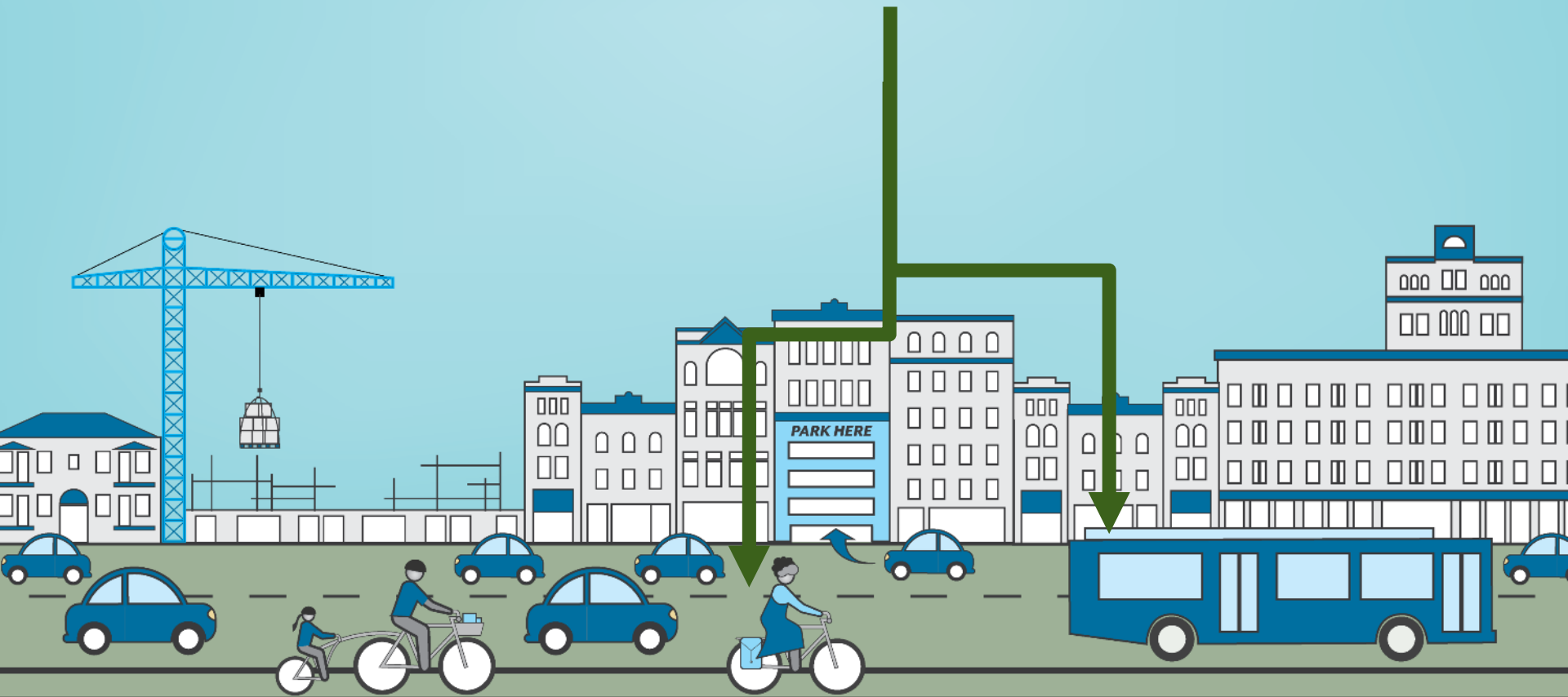
## Simplify Time Limits, Rely on Pricing

- 2 hours in high demand areas
- 12 hours for all-day visitors and employees
- Monitor performance/availability

## Adjust Meter Schedules

- 10am – 8pm Mon - Thur
- 10am – 10pm Fri & Sat
- Start at 8am on Witherspoon
- No time limits after 4pm





Reduce



# Better/More Driving Alternatives

## Mobility Improvements

- Walkability/Streetscape
- Bicycling Facilities
- Bicycle Sharing (Zagster)
- Car Sharing (Zipcar)
- Transit (NJ Transit, Free B, Tiger Transit)



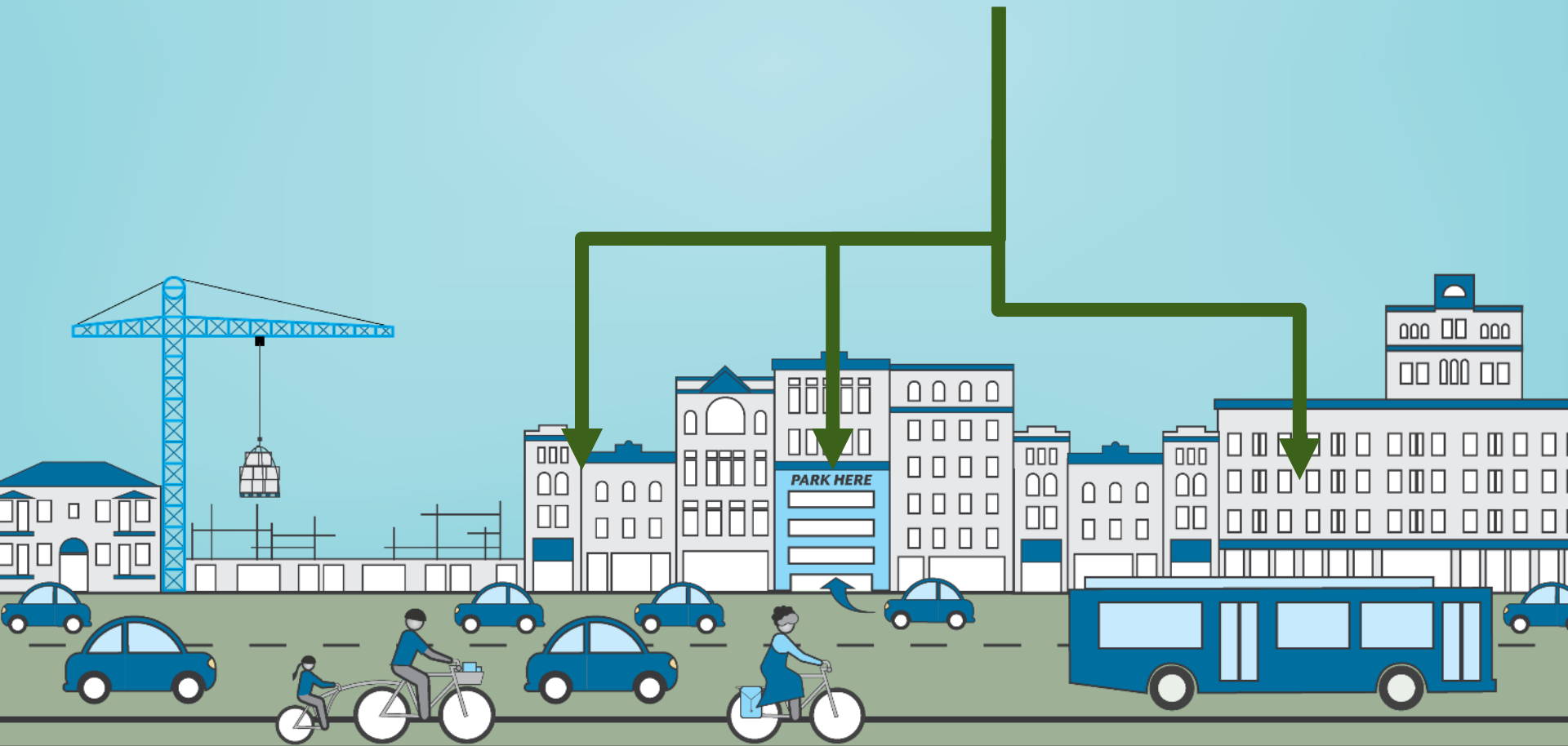


# Expand and Market Free B

## Merge Parking / Transit Maps

- Promote Free B as remote parking shuttle (Princeton Shopping Center, etc.)
- Provide parking/transit maps at key stops
- Create a “park once” environment by enhancing circulator service





Optimize



# Coordinate Information Campaign

## Wayfinding, Signage, and Information Improvements

- **Before Arrival:** Simple, online map showing up to date parking locations
- **Upon Arrival:** Clear, consistent signage showing entrances, exits, wayfinding, and regulations
- **Post Arrival:** Clear pedestrian signage promoting a “park once” mentality
- *Consistent branding throughout all media*







Theater  
Parking  
Weekends & After 5pm

**West Newton Square**  
City of Newton

**Public Parking**

- Unrestricted Parking
- Restricted Parking (metered @ \$0.75/hr & unmetered) Enforcement Hrs: M-Sa 8am-6pm

**Transit**

- INBOUND Express Bus Routes
  - 553 - toward Downtown Boston via Newton Corner
  - 554 - toward Downtown Boston via Newton Corner
- OUTBOUND Express Bus Routes
  - 553 - toward Roberts via Waltham Center
  - 554 - toward Waverly via Waltham Center

*No overnight parking is allowed on-street from Nov 15- April 15*

← DINKY  
PERMIT  
PARKING  
ONLY

12 HR METERED PARKING  
MON - SAT  
8AM - 8PM  
SUN  
1PM - 8PM

NO  
OVER  
NIGHT  
PARKING





# Expand Payment Options

## Expanded Payment Options

- Make payment easy and convenient
- Use technology to pay by coin, debit/ credit, and cell
- Function as both kiosks and individual meters
- Can offer a “first 15 minutes free” option
- Use "virtual" permits, using license plates not stickers or hangtags
- Integrate with enforcement equipment





# Update Parking Validation

## Validation Program Opt-In

- Collaborate with business leaders and parking managers to establish a monthly opt-in fee, or pay-by-use fee, for parking validation
- Determine parameters for the validation exemption
  - Exempt from up to 2 hours of meter parking or parking in municipal facilities

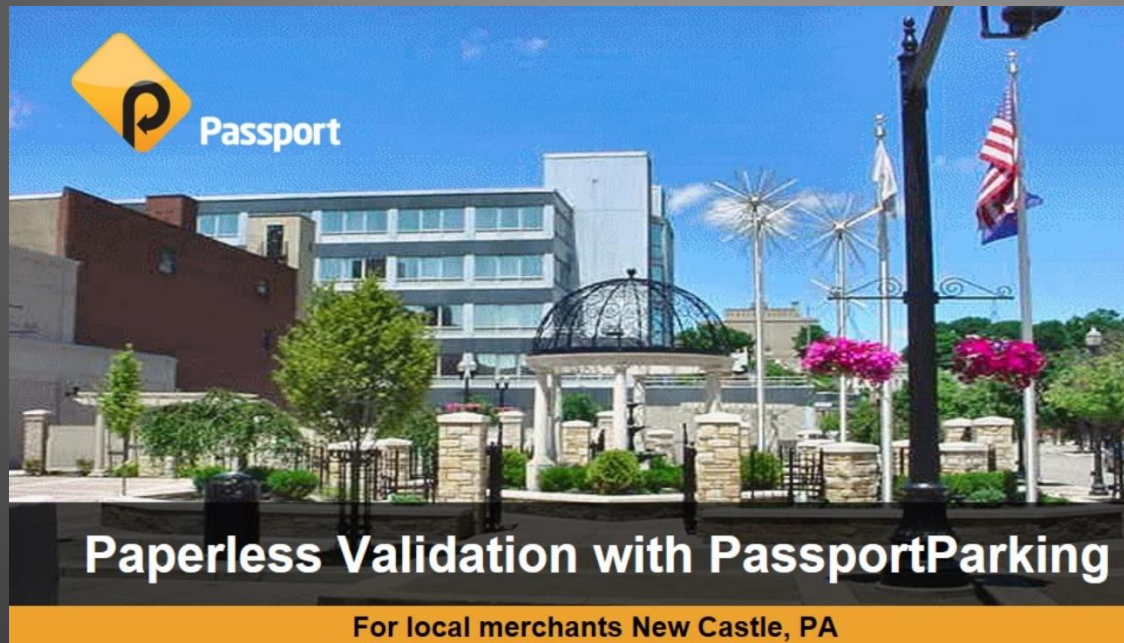




# Update Parking Validation

## Digital Validation

- **Future Validation:** Code for free parking next visit
- **Real-Time Validation:** Enter received code for free parking





# Follow The Money

## Parking Benefit District: Use Parking Revenue for Public Improvements

- Transit: Free B shuttle
- Streets & Sidewalks: Streetscape, complete streets, lighting, etc.
- Cycling: Expanded bike-share program

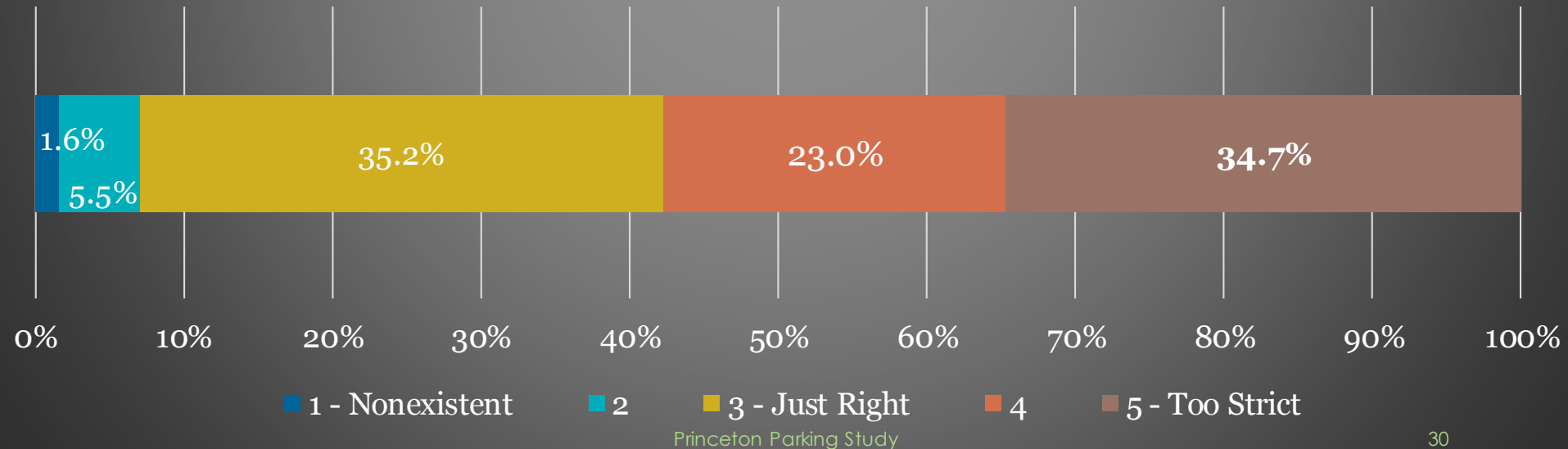


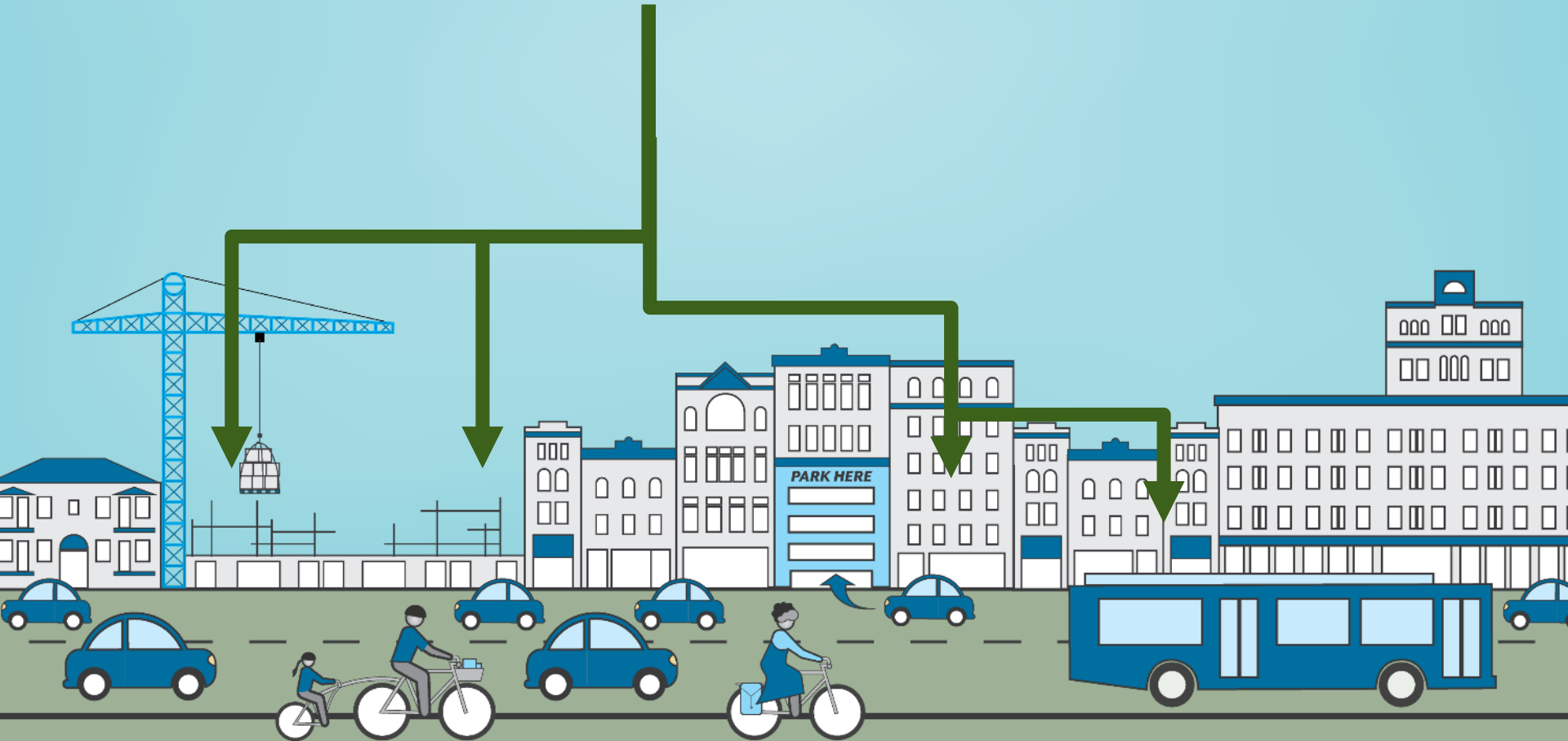


# Optimize Enforcement

## Invest in Enforcement Technology

- **License Plate Readers** streamline compliance monitoring for payment, time limit, and permit regulations
- **First Time Forgiveness:** Lobby state government for more control over fine structures





Expand



# Unlock the Parking Supply

## Broker Shared-Parking Agreements

- Princeton University lots
- Houses of worship
- Private business lots with consistent “workday” utilization patterns
- Oversupplied shopping center lots, such as the Princeton Shopping Center



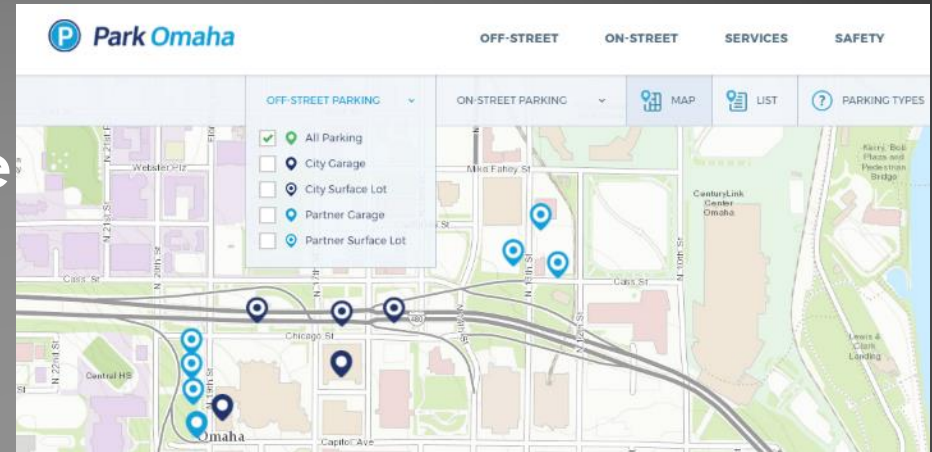




# Unlock the Parking Supply

## Use Technology to Incentivize Shared Parking

- Pay by phone
- Monetize excess capacity
- Fold into Coordinated Info
- Use a free market system!



### Interested in becoming a Park Omaha Partner?

If your residential or business building has unused parking spaces (for example after 5 p.m. or on weekends) and you would like to be part of the shared Park Omaha Partner program, fill out the form below or call City of Omaha Parking Division at 402-444-PARK to learn more.

NAME OF FACILITY

LOCATION OF FACILITY \*

TYPE OF FACILITY \*

AVAILABILITY \*

How many spaces will you have available for public parking?

HOURS/RATES \*



# Expand Effective Capacities

## Flexible Curbside Regulations

- Loading Zones made available for parking during non-loading times

## Employee On-Street Parking Permits

- Streets with low utilization can be used to accommodate employee demand
- Sell a limited number of employee permits, by street, where capacity exists

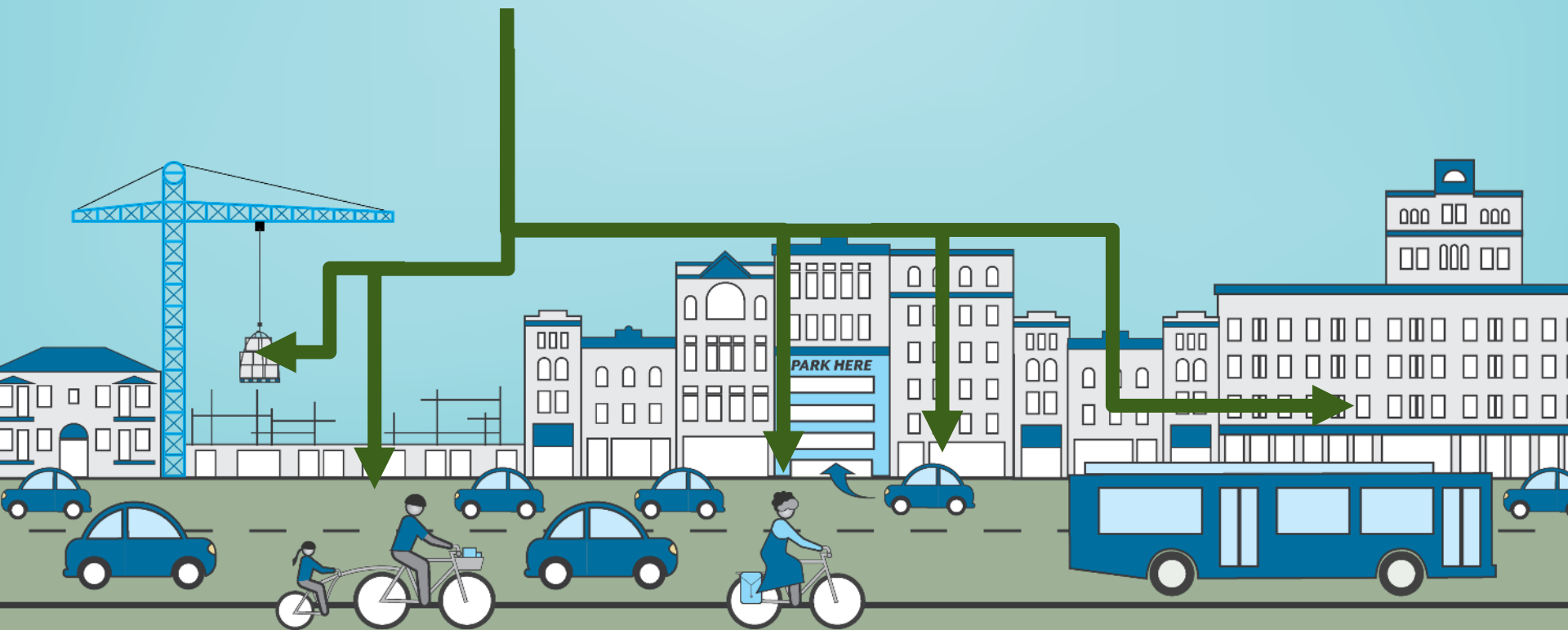




# Expand Effective Capacities

## Expand Meters to Growing Demand Areas

- Install meters on Witherspoon Street north to Henry Avenue, and on Henry Avenue between Witherspoon and Harris Road
- Increase overnight parking limits in Princeton Branch Station to 7 days (from existing 3)



Improve



# Normalize Resident Permits

Update Program with Best Practices





# Normalize Resident Permits

## Update Rate Structure and Benefits

- Permits will exempt from daytime time limits and overnight parking ban
- Update rate-structure as below
- Permits allow resident parking by street, with secondary street designated when capacity cannot support resident demand

Permit	Households With Off-Street Parking	Households Without Off-Street Parking
1st	\$30/quarter	\$30/year
2nd	Off-Street Only	\$30/quarter
3rd	Off-Street Only	Off-Street Only



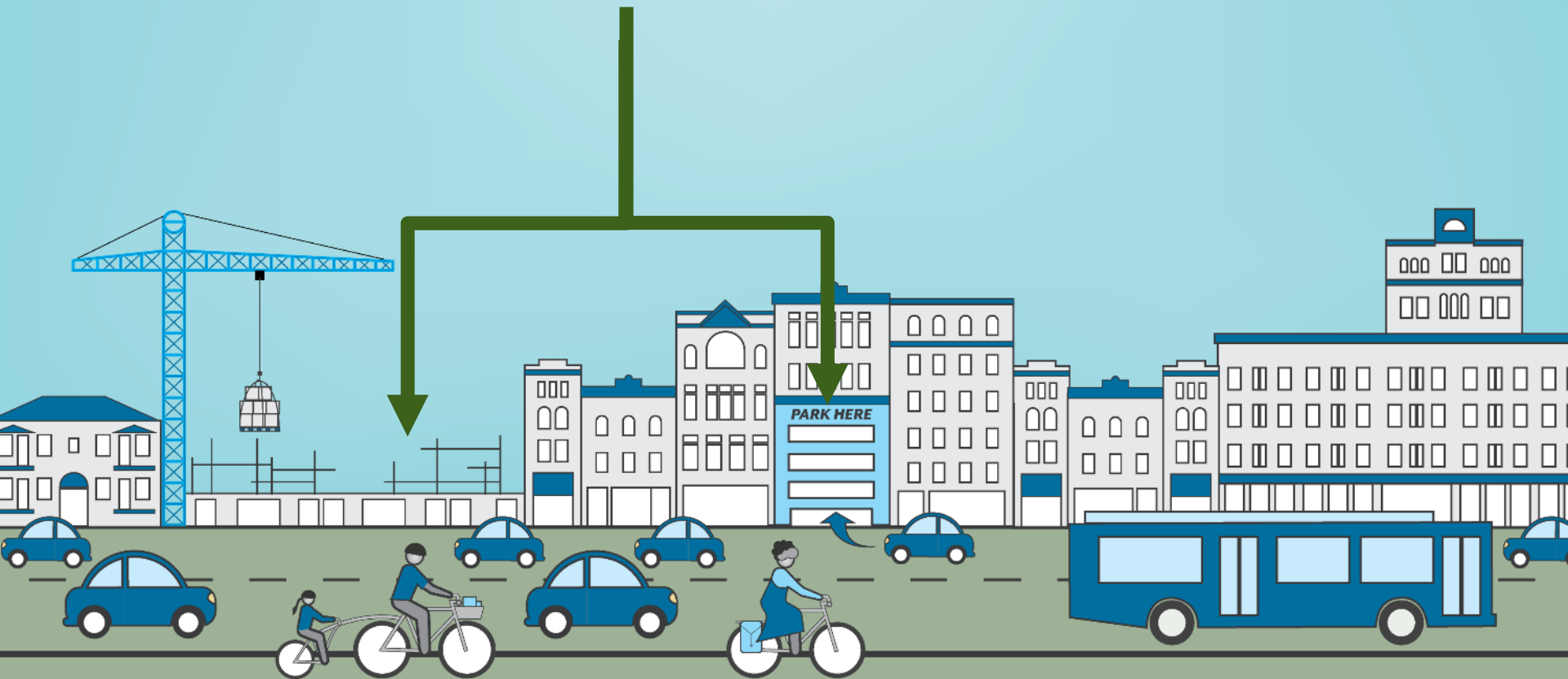
# Normalize Resident Permits

## Flexible Resident Permit Elements

- Parking options for non-permit vehicles by street: None, 1-hour, 2-hour
- Schedule of permit enforcement
- Non-resident/Employee permits (revenue set aside for improvements to that block/street or neighborhood)

## Permit Media and Distribution

- Establish web portal for registration
- Transition away from physical permits to license plate registration
- Police Department should cease granting visitor permits, direct to formalized visitor permit system



Update





# Update Zoning Code

## Facilitate Desirable Change of Use Development

- Provide change-of-use exemptions to facilitate appropriate turnover of land uses as community needs shift
- Waive requirements proposals with requirement of less than 3 parking spaces
- Provide a Fee-in-Lieu alternative
- Explore a progressive-rate structure for Fee-in-Lieu option to incentivize larger projects to provide on-site parking



# Update Zoning Code

## In-Lieu Fee Credits

- Developers may pay a cash-in-lieu fee rather than provide parking
- Set fees based on appraised value of parking in community
- Example fees:
  - Lake Forest, IL: \$22,000 per stall
  - Jackson, WY: \$8,500 per stall up to five stalls, \$17,000 per space for six and more
  - Coconut Grove, FL: \$10,000 per stall
  - Santa Monica, CA: \$20,000 per stall
  - Kirkland, WA: \$6,000 per stall



# Update Zoning Code

## Redefine the Requirements

- Shift to an Access Management Requirements (AMR) structure
- Developers may choose to:
  - Provide on-site parking
  - Provide on-site mobility amenities (bike parking, car-share vehicles)
  - Provide demand management amenities (free bus passes, premium parking rates)
  - Pay an In-Lieu Fee per Space to fund District Improvements



**Thank You!**