
Savannah Parking Matters Update

City Council Workshop
Thursday March 26th, 2026



Agenda

- Introductions
- Project Overview
- Public Process
- Recommendations
- Discussion

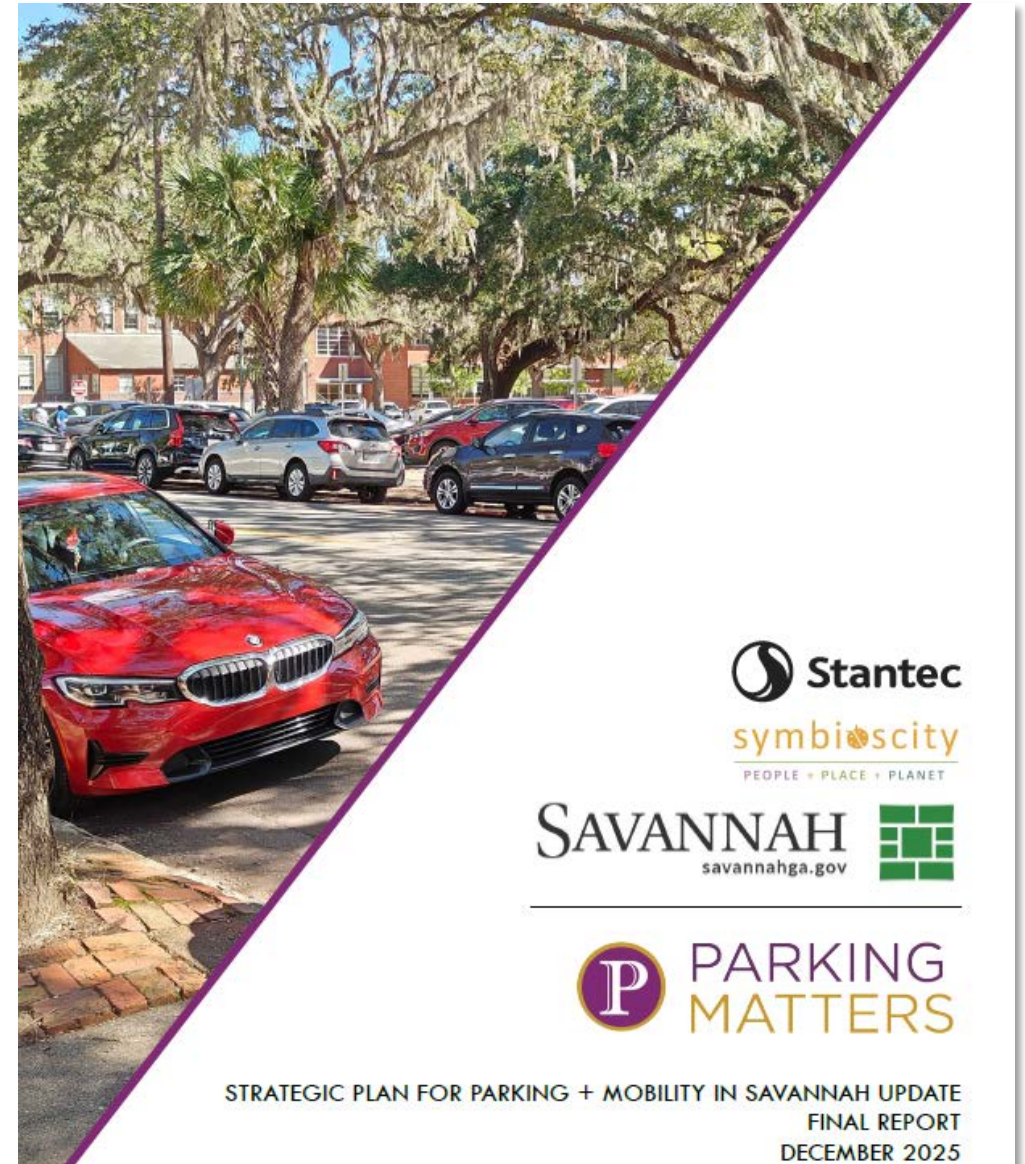




Project Objectives

The 2025 **Parking Matters Update** seeks to:

- Develop a **flexible** and **responsive** parking system that **adapts to ongoing growth** and development
- Establish a service hierarchy in the updated study area that **prioritizes the ability of residents** of areas of high demand **to find parking**
- Implement **standardized practices for parking management** as demand patterns have changed and will continue to change
- **Balance vehicular parking** demand with, enhancing overall mobility of **other transportation modes**



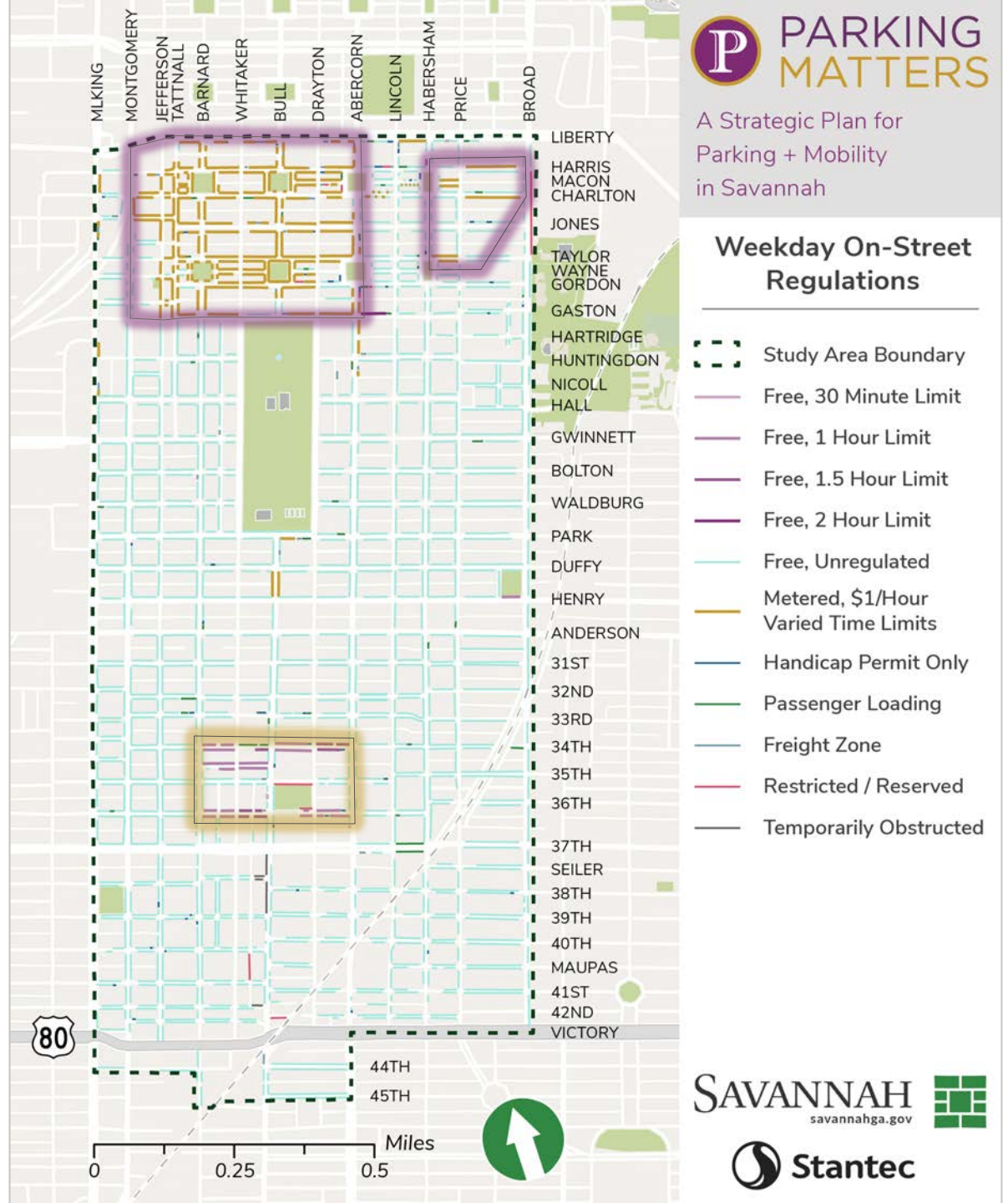


Existing Conditions

On-Street Inventory and Regulations

- Primarily Metered Spaces between MLK, Liberty, Abercorn, and Gaston
- Mix of pay stations and single-space meters with varying time limits
- Most unmetered time-limited spaces near Thomas Square
- Remainder heavily unregulated minus passenger loading and freight zones
- **Few regulations south of Gaston**

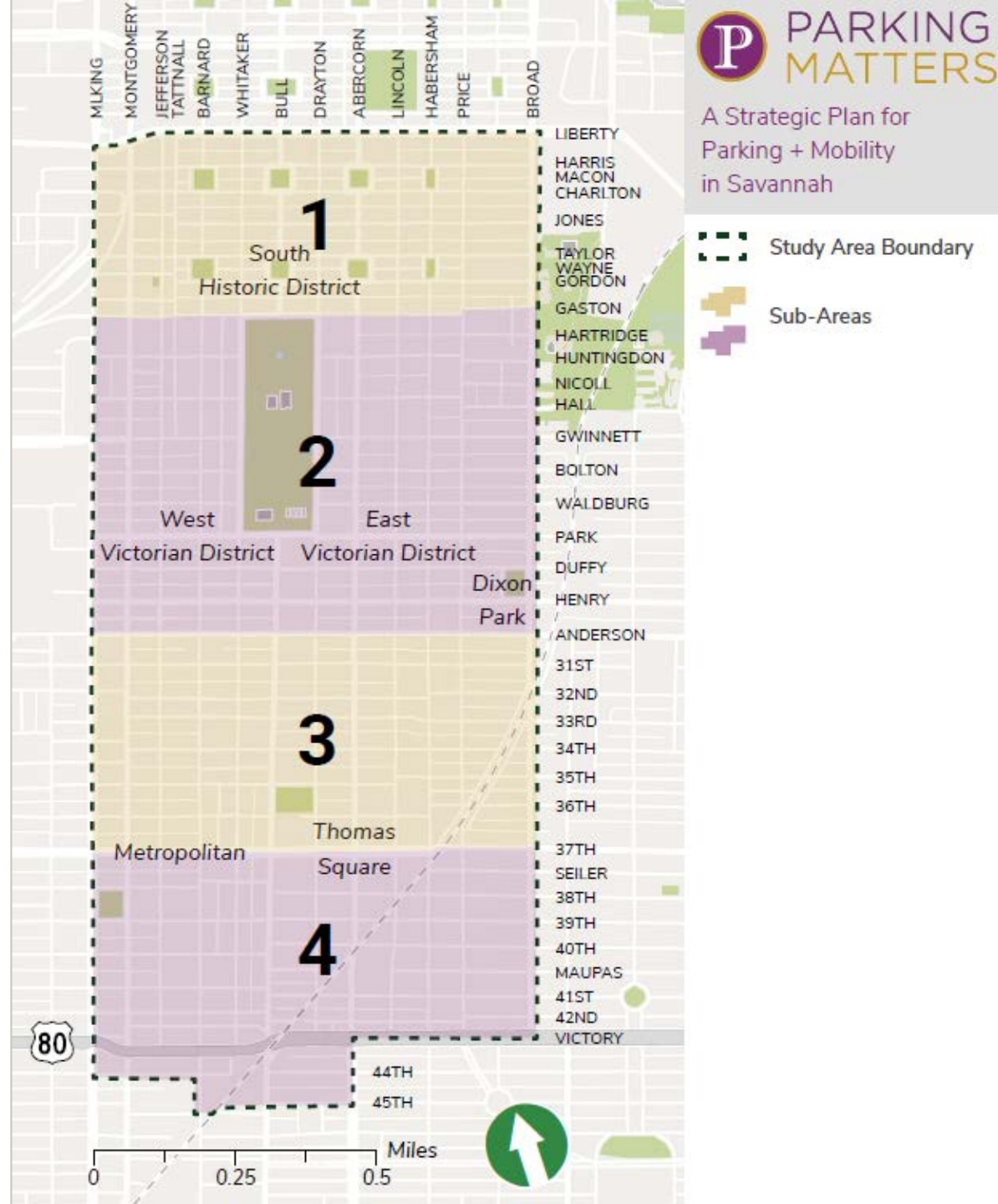
Inventory by Regulation	Count	%
Unregulated	7,884	83%
Regulated	518	6%
Metered	1,079	11%
Total	9,482	-



Sub-Area Definition

Dividing the full study area into character areas to simplify analysis and recommendation presentation

1. Liberty Street to Gaston Street
 - ❑ Activity and regulations consistent with core downtown
2. Gaston Street to Anderson Street
 - ❑ Activities heavily influenced by Forsyth Park
3. Anderson Street to 37th Street
 - ❑ Significant growth along the Bull Street corridor
4. 37th Street to 45th Street
 - ❑ Extended growth along Bull Street coupled with enhanced activity in the Starland District

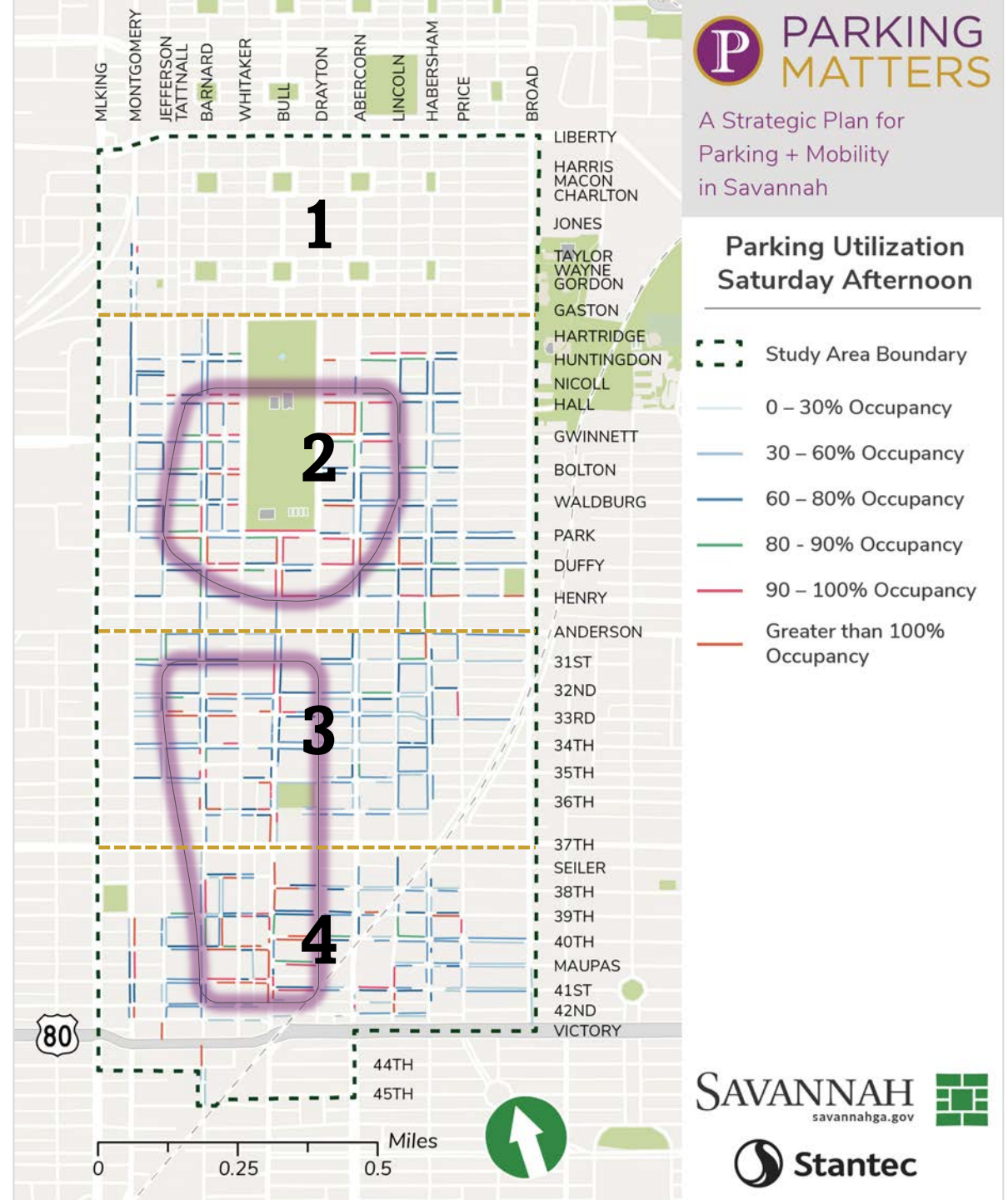




On-Street Utilization Summary

Change from 2015

	1	2	3	4
Weekday Morning	+10%	+5%	+9%	+12%
Weekday Afternoon	+22%	-4%	-1%	+23%
Weekday Evening	+5%	+6%	+19%	+20%
Saturday Morning	N/A	+15%	+6%	+19%
Saturday Afternoon	-28%	+2%	+10%	+22%





Existing Conditions Findings

- Vast majority of on-street spaces (**83%**) are **unregulated** and offer no protection for residents
- Infill and redevelopment **growth is putting pressure in select areas**, especially around commercial zones
- South of Gaston Street, **the absence of parking regulations** has led to unmanaged demand for curbside spaces.
- In the north end of the study area, particularly east of Abercorn Street, metered parking is governed **by inconsistent time limits and regulations**.
- **Weekday and Saturday** on-street parking occupancy consistently **exceeds capacity in key parts of the study area**, indicating that demand regularly outpaces supply in popular areas.
- **Off-street** parking facilities are **consistently underutilized**, even during peak periods.
- Privately-owned parking lots in the study area operate outside the City's regulatory framework, creating a **fragmented parking environment** with varying levels of oversight, pricing, and accessibility.
- **Whitaker and Drayton Streets** serve as key north-south corridors in the study area, but their current configuration **prioritizes vehicle throughput over multimodal access and curbside utility**



Public Process





Summary of Engagement

- **Initial Stakeholder Meetings**
 - ❑ *Feedback on parking inventory, utilization trends*
 - ❑ February through March 2025
- **Follow-up Stakeholder Meetings**
 - ❑ *Feedback on recommendation approach*
 - ❑ September 2025
- **Open House**
 - ❑ September 17th, 2025
- **Online Survey**
 - ❑ September 2025
 - ❑ Over 2,300 respondents



Stakeholder Groups

➤ Victorian Neighborhood Association

- ❑ Advocating for **major changes to Drayton/Whitaker** for years
- ❑ Noted pressures are **Wednesday night and Saturday morning**

➤ Thomas Square Neighborhood Association

- ❑ Advocates for **changes to Drayton/Whitaker** including on-street parking
- ❑ **DOT shuttle, walking, and biking** important for mobility

➤ Forsyth Park Community Alliance

- ❑ Concerned about **Whitaker/Drayton** (Emergency services, other conflicts) and **parking demand spread** as a result of these measures

➤ Park Avenue Businesses

- ❑ In **favor of regulations**, especially on Park Avenue, noting varying perception of Park Avenue parking scarcity
- ❑ Observe parking in Forsyth Park lots and take DOT downtown due to **lack of regulation**
- ❑ In favor of anything to **slow down traffic on Whitaker/Drayton**

➤ Downtown Neighborhood Association

- ❑ Caution about Liberty Garage when Civic Center redeveloped
- ❑ **Supports traffic calming** on Whitaker/Drayton (Reiterated 2017 Letter of Support)
- ❑ Interested in **expanded EV charging**
- ❑ Want attention paid to **construction impact management and development review**

➤ Tourism Leadership Council

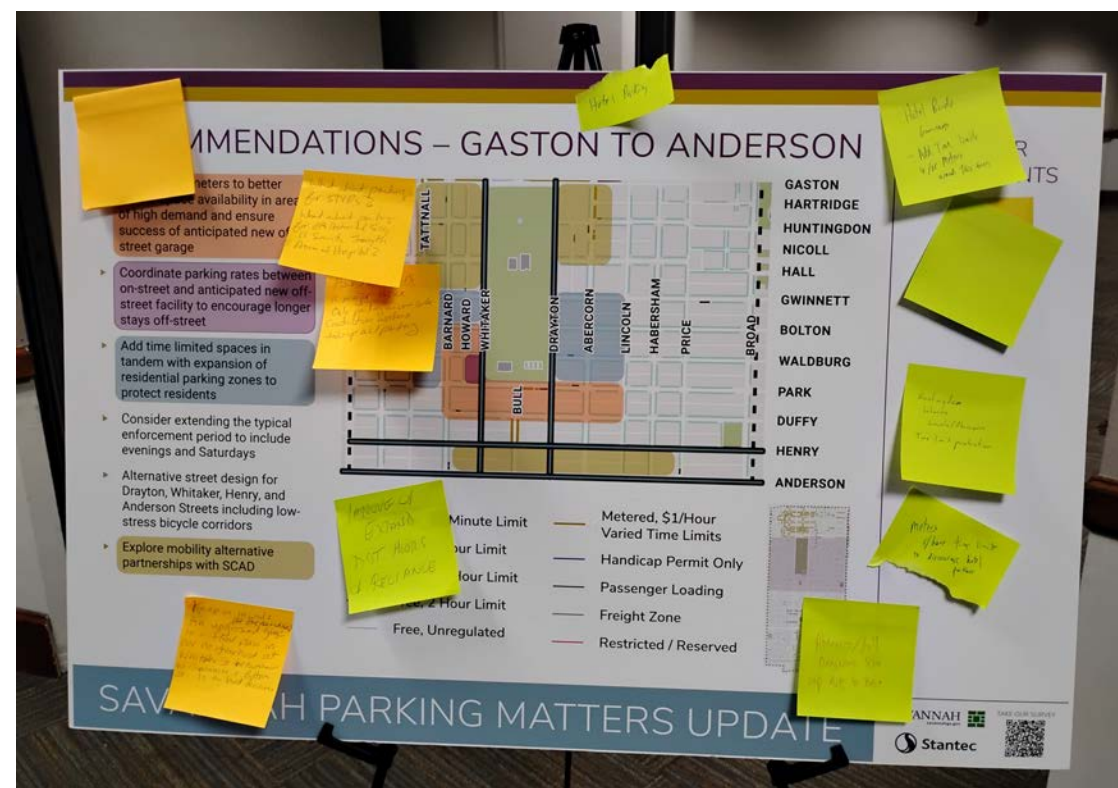
- ❑ Discussed previous Parking Matters process; first opposed by business owners in Downtown, but **benefits were ultimately recognized and supported**
- ❑ Urged the City to speak on that previous process as it relates to this update

➤ Savannah College of Art and Design

- ❑ Supports improvements to **encourage walking and biking** – SCAD bike share
- ❑ Aligning classes and residence halls

Public Meeting / Open House

- September 17 (5 p.m. - 7 p.m.)
- Martin Luther King Jr. Civic Center
- Attendees used the comment space on presentation boards to provide detailed feedback on draft recommendations
- Concerns and suggestions spanned parking demand, meter policies, enforcement, safety, and impacts of institutional and hotel uses.





Community Survey

- Open September 3-28
- More than 2,300 valid submissions
- Divided into sub-areas
 - ❑ Parking location choice
 - ❑ Most important considerations
 - ❑ Recommendation support/opposition

Which of these best describes you? If multiple, pick the one that is the most frequent reason that brings you to the study area.

	Number of Respondents	Respondent Percentage
I live here	1,132	49%
I visit to shop, dine, go to appointments, run errands, etc.	681	29%
I am a local employee	333	14%
I am a local business owner	75	3%
I visit family and friends	47	2%
Multiple/Other/No Response	33	1%
I am a local student	17	1%
Total	2,318	



Main Takeaways

- The **cost of parking is the most important consideration** among visitors, residents, or employees
- Highly favored recommendations:
 - **Expansion of residential permit program**
 - **Removal of time limits** on metered spaces
 - Expanding payment options and **upgrading pay station equipment**
 - **Coordination of parking rates** between on-street, off-street, and private parking
- **Need to clearly communicate** how expanding residential permit program would **protect residents** from potential new regulations





Recommendations





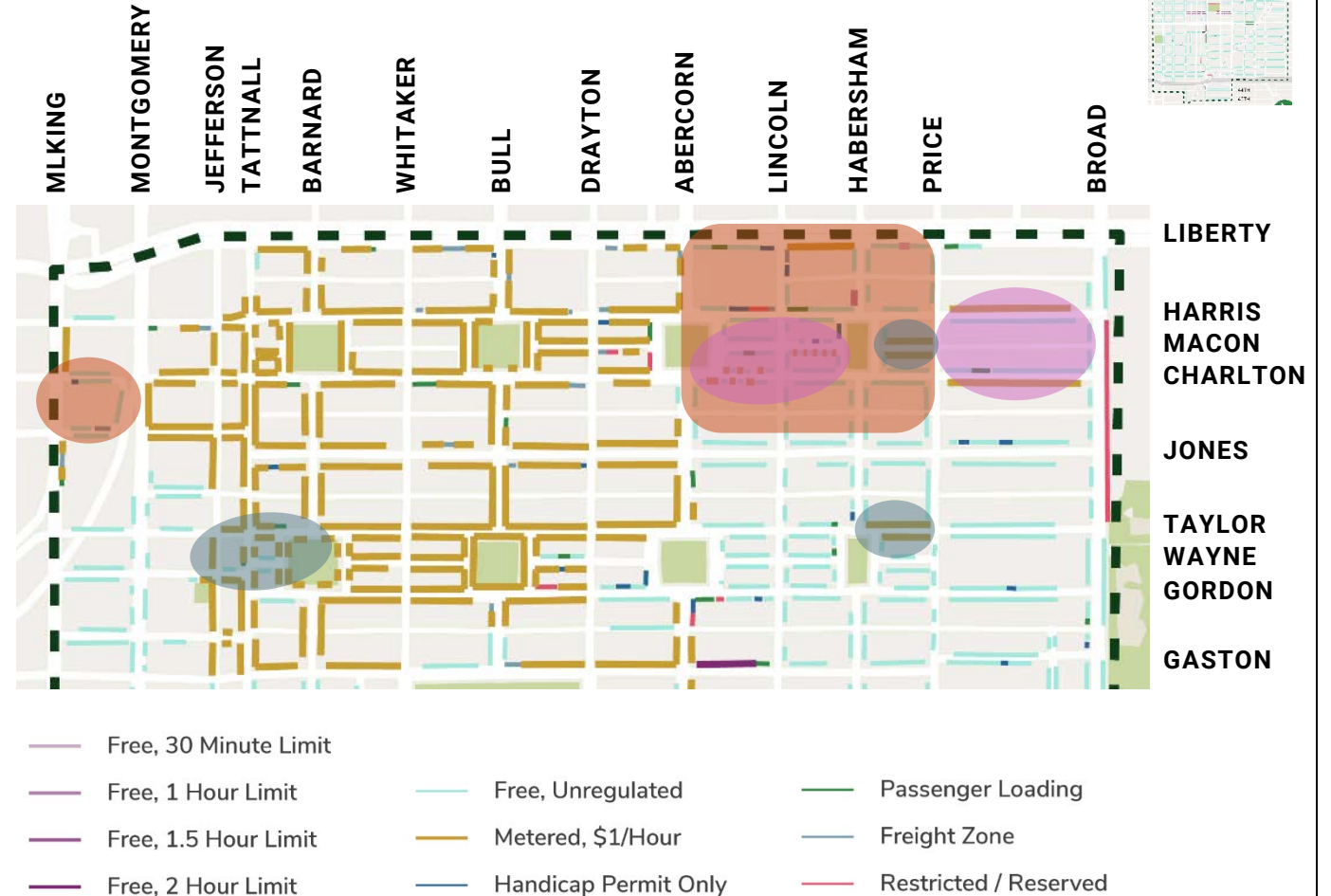
General Strategic Approach

- **Monitor Parking Activity and Implement Corresponding Regulations**
 - ❑ *Establish and Maintain Performance Targets*
 - ❑ *Add or Remove Regulations to Address Changes in Utilization*
 - ❑ *Use Regulations to Protect Residents through Expanded Residential Exemptions*
 - ❑ *Enforce in New Locations and During Different Time Frames*
- **Continue to Upgrade Equipment Technology and Parking Information**
 - ❑ *Upgrade Parking Meter Equipment*
 - ❑ *Clarify and Augment Public Parking Information*
- **Establish Clear Policies and Optimize Programs**
 - ❑ *Closely Manage Construction Impacts*
 - ❑ *Create Policies Automatically Invoked by Nearby Development Projects*
 - ❑ *Standardize Electric Vehicle Charging Procedures*
 - ❑ *Leverage Existing Mobility Assets*
 - ❑ *Explore Institutional Partnerships*

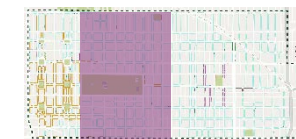
Recommendations – Liberty to Gaston

- Add parking meters to better ensure space availability in areas of high demand

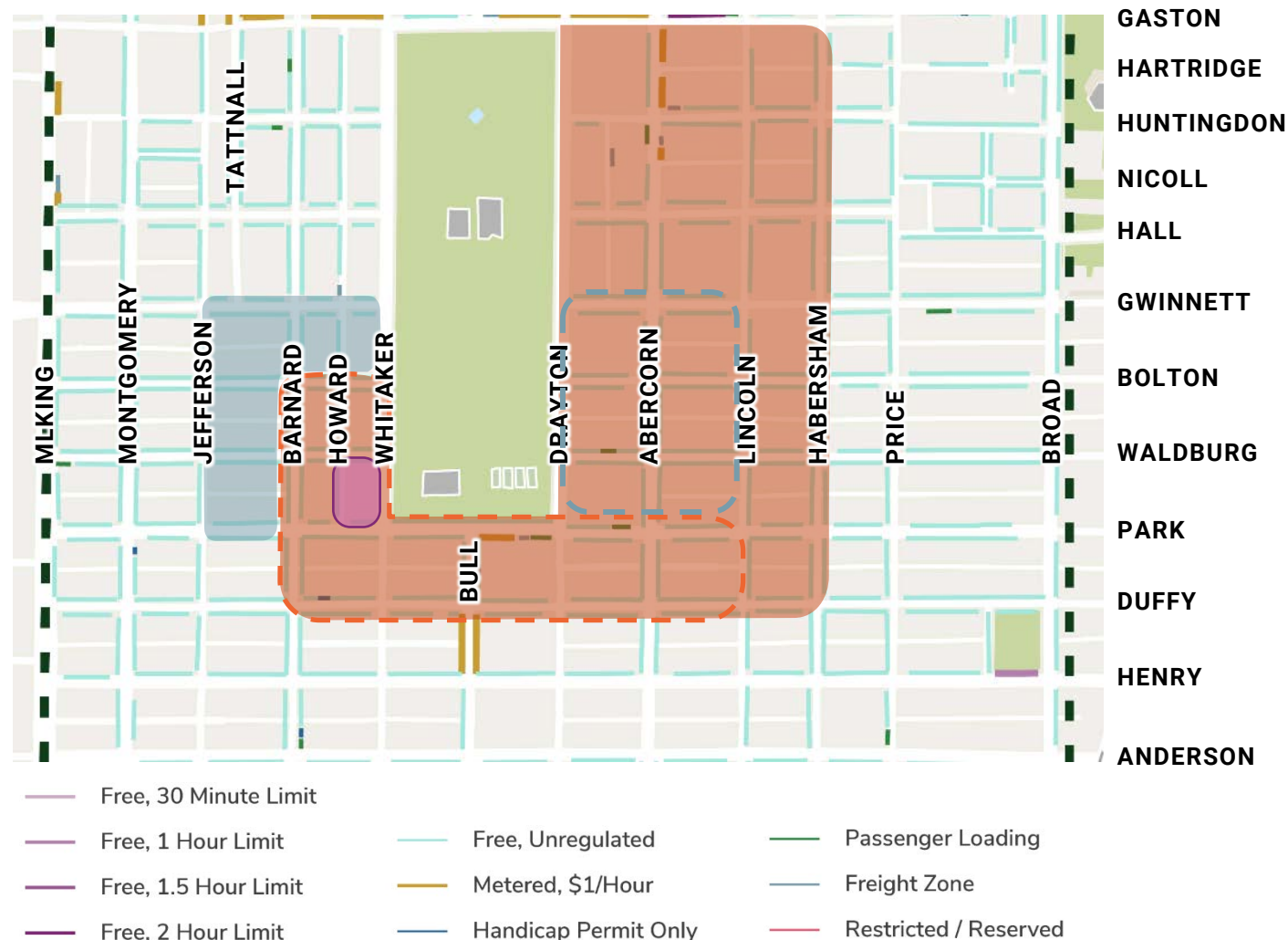
St. Vincents Area to protect residents per feedback (EXCEPTION - retain time limits)
- Upgrade equipment in locations served by single-space meters to allow for additional payment options
- Simplify regulations (e.g. if one side of block or portion of a block face is metered, entire block should be metered)



Recommendations – Gaston to Anderson



- Add parking meters to better ensure space availability in areas of high demand and to protect residents
 - ❑ Ensure success of anticipated new off-street garage
 - ❑ Discourage east side hotel guests from using on-street spaces (EXCEPTION – Retain time limits on meters near hotels if daily sum of hourly rate is less than hotel parking fee)
- Coordinate parking rates between on-street and anticipated new off-street facility to encourage longer stays off-street
- Add time limited spaces in tandem with expansion of residential parking zones to protect residents
- Consider extending the typical enforcement period to include evenings and Saturdays

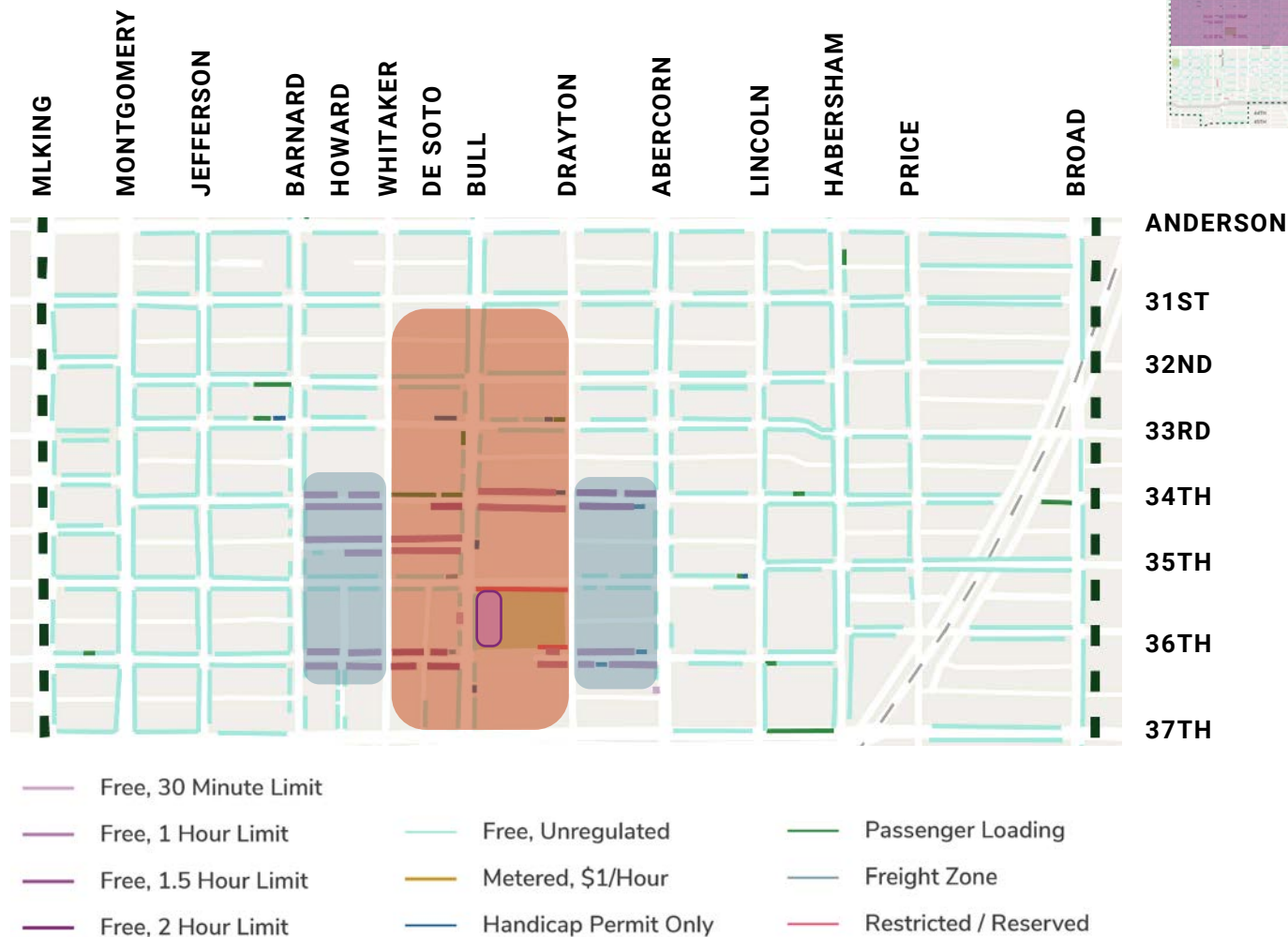




Recommendations – Anderson to 37th

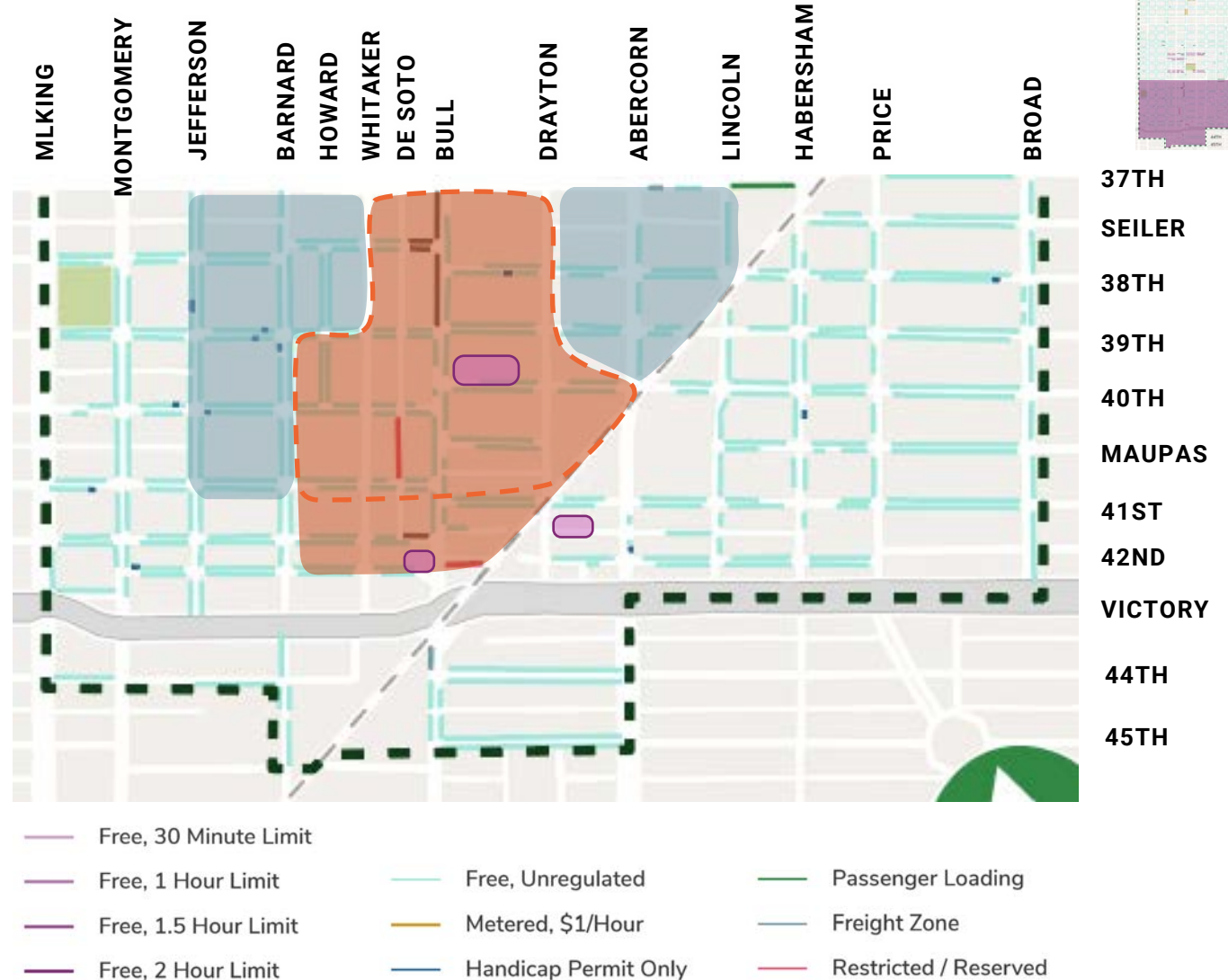


- Add parking meters to better ensure space availability in areas of high demand and to protect residents
- Consider extending the typical enforcement period to include evenings and Saturdays
- Simplify time limits for non-metered spaces to streamline enforcement
- Coordinate parking rates between on-street and off-street spaces to encourage longer stays off-street



Recommendations – 37th to 45th

- Add parking meters to better ensure space availability in areas of high demand and to protect immediate area residents
- Consider extending the typical enforcement period to include evenings and Saturdays
- Price on-street parking appropriately to encourage longer stays in off-street privately-owned lots
- Add time limited spaces in tandem with expansion of residential parking zones to protect residents from demand spread





Sub-area Recommendations – Summary

Liberty to Gaston (1)	Gaston to Anderson (2)	Anderson to 37th (3)	37th to 45th (4)	Recommendation
X				Remove time limits from metered spaces (with exceptions)
X	X	X	X	Add meters in high-demand areas
	X		X	Add time limited spaces
		X		Simplify time limits for non-metered spaces
	X	X	X	Extend residential parking zones to newly regulated areas
X	X	X	X	Coordinate parking fees of on-street vs. off-street facilities
	X	X	X	Extend enforcement to include evenings and Saturdays





Recommendations – Summary

(Capital and Program Additions)

	New Pay Stations	New Pay-to-Park Signs	New Time Limit Signs	Newly Regulated Spaces	Newly Enforced Street Segments
Liberty to Gaston	24	74	-	313	22
Gaston to Anderson	60	184	26	1,073	60
Anderson to 37th Street	15	54	16	233	14
37th Street to 45th Street	26	87	78	779	46
TOTAL	125	399	120	2,398	142



Discussion



