

**Parking Demand Study, Site Analysis,
and Financial Evaluation**

City of College Park

College Park, Georgia

**Final Draft Report
January 19, 2011**



TimHaahs
ENGINEERS ARCHITECTS

www.timhaahs.com

5500 INTERSTATE NORTH PARKWAY
ATLANTA, GA 30328
T. 770-850-3065
F. 770-850-3066

January 19, 2011
Ms. Barbra Coffee, CEcD
Economic Development Director
City of College Park
3667 Main Street
College Park, GA 30337

**RE: Downtown Parking Study – Final Draft Report
 College Park, Georgia**

Dear Barbra:

Timothy Haahs and Associates, Inc. (TimHaahs) has completed the final draft report of the downtown parking study for the City of College Park. We have incorporated your comments and changes, as appropriate, into this updated report.

Thank you for allowing us to work with you on this important project in College Park to help plan for the future parking needs now and into the future. Please don't hesitate to contact myself or Mike Martindill with any questions.

Very truly yours,



Vicky Gagliano, MBA, LEED AP
Parking Specialist

TABLE OF CONTENTS

INTRODUCTION	1
STUDY AREA	1
2010 DAILY PARKING CONDITIONS	1
Parking Supply	2
Parking Demand	2
Parking Occupancy	2
2010 Parking Supply/Demand Summary	3
FUTURE PARKING CONDITIONS	4
Planned Future Developments.....	4
Building Occupancy Growth	4
Normal Growth	4
Future Parking Summary.....	5
PARKING MANAGEMENT	5
Paid Parking.....	5
Customer and Visitor Time Limits.....	7
Meter Technology	7
Parking Validations.....	8
Valet Parking.....	8
Parking Enforcement.....	8
Parking Fines	9
Payment in Lieu of Parking.....	9
Pedestrian Linkages and Public Safety.....	10
Wayfinding and Signage	10
Promoting the Parking System.....	13
Promoting the Parking System.....	14
Land Banking	15
Shuttle and Transportation	15
Lighting and Security.....	15
PUBLIC WORKSHOP RESULTS	16
ECONOMIC ANALYSIS	16
CONCLUSIONS AND RECOMMENDATIONS	17
REVITALIZATION PLAN	18

Introduction

The City of College Park retained Timothy Haahs & Associates, Inc. (TimHaahs) to assist with preparing a parking plan for the downtown area. The ultimate goal of this study is to identify and evaluate opportunities to improve the operation of the parking system.

Study Area

We focused our field observations and data collection efforts on the core downtown area immediately surrounding Main Street and the MARTA Station. Our primary area of focus was bounded by Cambridge Avenue to the north, College Street to the west, Oxford Avenue to the south, and the MARTA rail lines to the east. Please note our team also conducted field observations in the areas immediately surrounding the focus area in order to note any potential conflicts or concerns.

2010 Daily Parking Conditions

Our team visited the City of College Park on several occasions to survey parking facility usage (both on- and off-street). Table 1 summarizes the current parking conditions which will be discussed in the following sections of this report. Please note, the figures represented below reflect the typical daily parking conditions as observed mid-year 2010.

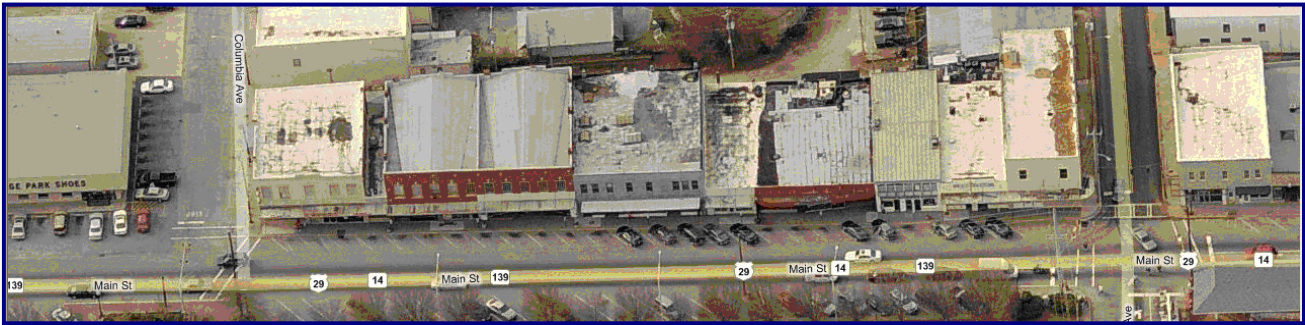
Table 1: Current Parking Conditions			
On-Street	Supply	Demand	Occupancy
Main Street	113	56	50%
Princeton Avenue	17	13	76%
College Street	54	37	69%
Harvard Avenue	0	0	-
Columbia Avenue	7	5	71%
John Wesley Avenue	11	10	91%
Yale Avenue	7	0	0%
Sub-Total On-Street	209	121	58%
Off-Street	Supply	Demand	Occupancy
Public Safety Lot	120	31	26%
City Hall Visitor Lot	23	15	65%
Auditorium Way Parking	32	17	53%
Columbia Lot	30	7	23%
Sub-Total Off-Street	205	70	34%
Total	414	191	46%

Source: Timothy Haahs and Associates, Inc. 2010

Please note, some blocks along Main Street experienced an occupancy level above 50 percent. However, due to the low utilization of the on-street parking near the north end of Main Street, the overall occupancy is only 50 percent.

Parking Supply

As noted in the previous Table, the City of College Park currently has four off-street public parking lots with a total capacity of 205 spaces. We also identified approximately 209 on-street parking spaces for a total parking supply of 414 parking spaces. Since on-street parking represents approximately half of the total parking supply, we felt that it was important to collect data on a street by street basis. The photo below depicts the on-street parking located along Main Street.



Parking Demand

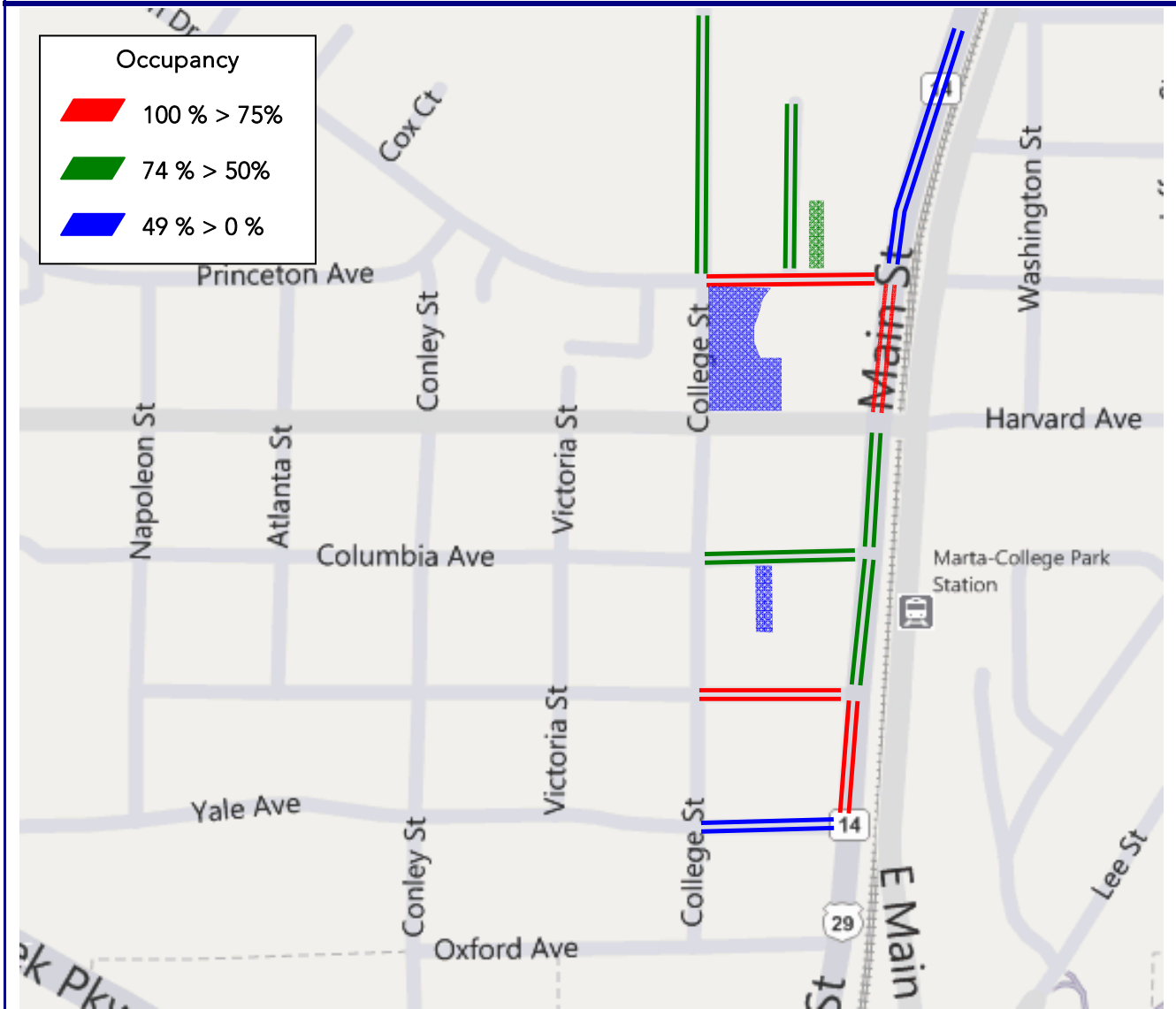
During our site visits, we observed and physically counted the total number of vehicles parked in City operated parking areas. We feel that the numbers listed in Table 1 represent a good sample of the typical daily (non-event) parking conditions. It should be clarified that these numbers reflect a busy weekday which might experience a slightly lower demand than the weekend (i.e. Saturday), but also a slightly higher demand than other weekdays (i.e. Monday or Tuesday). During our site visit, approximately 70 vehicles were observed in the off-street lots and 121 vehicles in the on-street spaces for a total of 191 parked vehicles.

Parking Occupancy

In order to quantify parking conditions, we calculate the parking occupancy (total number of vehicles divided by the total number of spaces). Typically, visitors will perceive parking as full if the occupancy reaches 80 to 85 percent. As depicted in Figure 1, the parking occupancy exceeds 80 percent in only four of the on-street parking areas. In addition, the off-street parking occupancy did not exceed 65 percent in any of the areas. The average off-street occupancy for the focus area is only 34 percent indicating that the supply is more than sufficient to accommodate the demand. Likewise, the average on-street occupancy is 58.

Overall, the focus area parking demand is only 46 percent which indicates that there are available parking spaces but due to a slightly farther walking distance those spaces are less desirable. Figure 1 depicts the on- and off-street parking occupancy. Parking occupancy is indicated by color: RED indicates an occupancy greater than 75 percent; GREEN between 50 and 74 percent; BLUE below 49 percent.

Figure 1: Study Area Occupancy Map



Source: Timothy Haahs and Associates, Inc. and MS Bing Maps

2010 Parking Supply/Demand Summary

As seen in the occupancy map, only two on-street parking areas (the intersection of Main/Harvard and Main/Princeton) experienced parking conditions above 85 percent. As such, one of the goals of this study is to recommend parking management strategies that will distribute the parking demand more evenly throughout the downtown and utilize parking locations with excess capacity. At this time, only a few parking areas within the focus area are experiencing congested parking conditions but there are ample parking spaces within less than a block away. After reducing the parking supply to reflect an effective supply cushion, we estimate a current parking surplus of approximately 160 spaces.

Future Parking Conditions

The three factors which will impact the future parking demand in downtown College Park are planned future developments, increased building occupancy, and normal growth. A brief explanation of each is included in the following section.

Planned Future Developments

According to City representatives, it is difficult to attract new development at this time due to parking requirements and conditions. We recommend that the City land bank a few strategically located parcels and implement a Payment in lieu of parking (PILOP) program where these facilities could be improved and used to accommodate future demand.

Building Occupancy Growth

While storefront occupancy in downtown is moderately healthy, we did note some unoccupied units during our field visits. Pending the type of future tenant, parking demand may increase by 10 to 20 percent as vacant units become occupied. For the purpose of this study, we have assumed the downtown parking demand will increase by approximately 10 percent or 19 vehicles over the next 5 years given and another 10 percent for a total of 38 vehicles over the next 10 years.

Normal Growth

Normal growth is included to account for general population growth common in many cities. Since we have extrapolated the growth from new development and building occupancy we have assumed a conservative normal growth rate of 1 percent per year. This is based on population projections for the city, county, and state. According to historical census information, population growth over the past 10 years for College Park, Fulton County, and Georgia has grown by approximately 1 percent, 26.7 percent, and 20.1 percent, respectively.

	2000-2010 Population Growth
College Park	1%
Fulton County	26.7%
Georgia	20.1%

Source: Timothy Haahs and Associates, Inc. 2010 and US Census Bureau

While growth in College Park has remained stable at approximately 0.1 percent per year, we have assumed that the infrastructure improvements will attract businesses and residents to this area in the future. Using the above growth rate, we estimate an increase in demand of approximately 2 space annually or 10 spaces over the next five years and 20 spaces over the next ten years.

Future Parking Summary

We estimate a 5 and 10-year future parking demand increase of 29 and 58 spaces, respectively. Assuming no changes to the parking supply, the 5-year parking adequacy is estimated as a 132-space surplus and the 10-year parking adequacy is estimated as a 103-space surplus.

Table 3: Future Parking Conditions

2010 Parking Supply	414
Effective Supply Factor	85% cushion
2010 Effective Parking Supply	352
2010 Parking Demand	191
2010 Parking Adequacy	161
2015 Parking Demand Growth (Bldg. Occ.)	19
2015 Parking Demand Growth (Population)	10
2015 Total Estimated Parking Demand	220
2015 Parking Adequacy	132
2020 Parking Demand Growth (Bldg. Occ.)	38
2020 Parking Demand Growth (Population)	20
2020 Total Estimated Parking Demand	249
2020 Parking Adequacy	103

Source: Timothy Haahs and Associates, Inc. 2010

As you can see in the table above, we estimate a system wide vacancy of 25 percent after the next ten years of growth unless significant business and residential development occurs. Since the parking system is sufficient to accommodate demand over the next ten years, we recommend that the City concentrate their efforts on infrastructure improvements to entice new business, residential, and increase the density in downtown.

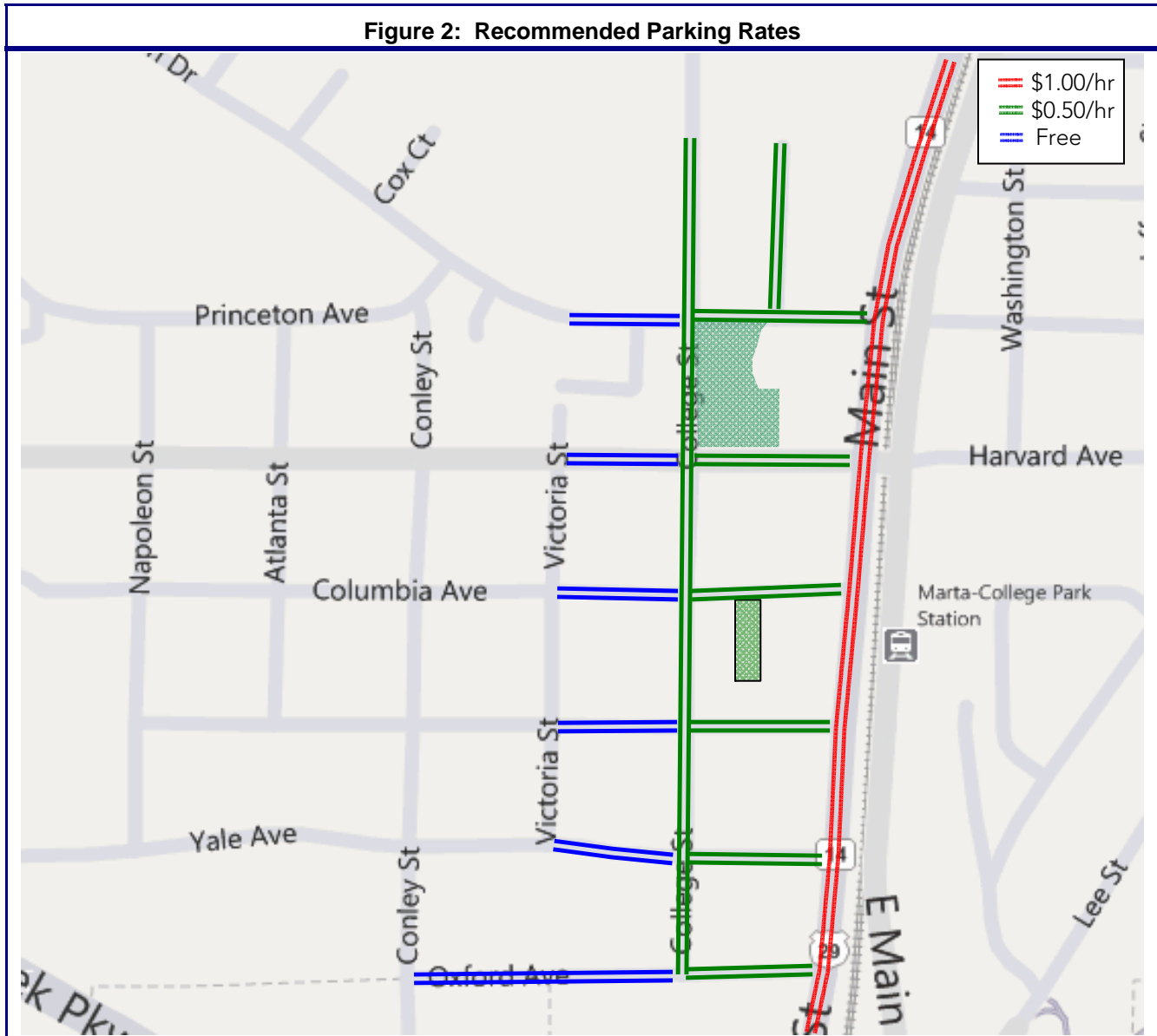
Parking Management

While parking conditions within downtown feel congested and overburdened, there are management tools and methods used to better distribute parking demand evenly within an area. The following section outlines several methods which may be appropriate for the City of College Park.

Paid Parking

On-street parking is currently free of charge and time limits are not enforced. As a result, TSA employees, MARTA patrons, local employees and merchants tend to occupy many of the convenient spaces adjacent to the businesses. One of the most effective methods to manage parking, reduce employee abuse, and encourage the turnover of the most convenient parking spaces is by implementing parking fees. While parking fees generate revenue, this is not the primary purpose for installing parking meters and collecting fees. Parking revenues could be set aside in a dedicated fund and used to upgrade the parking facilities or for annual maintenance and repairs.

We recommend a rate of \$1 per hour for the on-street parking area along Main Street (RED) it will encourage long-term parkers to seek less expensive parking. We recommend a rate of \$0.50 per hour for the on-street parking areas immediately adjacent to Main Street as well as the Public Safety and Columbia parking lots (GREEN). We recommend a \$4 maximum rate per day for the lots. To accommodate merchants and employees, we recommend selling monthly permits for the Public Safety and Columbia Lots at a rate of \$15 per month. Finally, we recommend all on-street parking areas beyond one block from Main Street to be free of charge to both employees and customers who are either more price sensitive or do not mind walking the short distance (BLUE). Figure 2 illustrates the recommended parking rates by location.



Source: Microsoft Bing Maps and Timothy Haahs and Associates, Inc., 2010

At the current time, many visitors will circle around Main Street until they find an empty parking space. However, we believe after eliminating most of the employee and merchant vehicles from the prime and most convenient on-street spaces, we feel that visitors will be able to locate a vacant on-street parking space in less time. In order to encourage employees and merchants to park in a slightly more distant location, we recommend a tiered fee system coupled with regular and consistent enforcement.

On-street parking in the heart of downtown should be priced to promote turnover in order to provide convenient parking for visitors and customers. Time limits should reflect typical visitor and customer duration in order to dissuade long-term employee use. The parking spaces should also be enforced to dissuade employees working in the downtown area from occupying the most convenient spaces.

Customer and Visitor Time Limits

Customer and visitor time limits should be adopted as part of the paid parking system. The primary purpose of restricting time limits is to encourage vehicle turn-over and prohibit users from “feeding the meter.” We identify customers and visitors into three categories: Short-term, Half-day, and Full-day customers and visitors. A one to two hour time limit provides sufficient time for a short-term customer to enjoy a meal or shop at a few stores. The most desirable on-street spaces along Main Street should be used by short-term parkers.

Those customers who require more time to shop, visit the hair salon, or enjoy a meal may wish to stay up to four hours should be directed to the parking spaces on adjacent streets and the surface parking lots as those locations are still within a short distance from Main Street. Finally, customers and visitors wishing to stay beyond 4 hours should be directed to an off-street surface lot that is still well within a reasonable walking distance.

We recommend the following time limits:

- Short-Term (<2 hours) All on-street spaces along Main Street
- Half-Day (<4 hours) All on-street spaces within one block of Main Street
Public Safety Lot and Columbia Lot
- Full-Day (<24 hours) Public Safety Lot and Columbia Lot
All on-street spaces beyond one block of Main Street

The time limits listed above have been proven to improve downtown parking conditions for all types of customers and visitors without deterring these users from staying longer. Based on our observations, many customers and visitors have an average length of stay under 2 hours with many of the vehicles parked longer likely owned by a merchant or employee.

Meter Technology

Single space meters are the most common amongst municipalities and offer convenience and fast payment. These meters are also the least expensive meter available with exception of an honor box (which we do not recommend).



However, single space meters typically accept coin payment only. Based on the recommended parking rates single space meters *could* be used in all locations although some customers may find it inconvenient or difficult to obtain enough coins to pay for the desired time. We do feel that these types of meters would be sufficient along some of the on-street areas off of Main Street. Should the City elect this type of meter technology, we recommend that the City retain a pay by cell (phone) vendor to provide an option of paying via credit card. This capability allows any motorist to dial a phone number, provide their location, as listed on the sticker affixed to the parking meter, and pay for their parking fees using a credit card. Parking enforcement officers will be notified of all paid customers via their handheld ticket writer.



Newer multi-space meters provide greater user convenience, more payment options, an easier collection process, efficient enforcement, and less clutter along the sidewalks. Customers would park their vehicle in any vacant space, take note of the number painted on the curb or pavement noting their parking space, go to the multi-space meter, follow the display prompts to enter their parking space number, and insert payment for their desired time. Time limits and restrictions can be easily conveyed using these machines and customers would not be permitted to exceed the time limits. Additional features such as the ability to monitor time remaining via SMS text message or smart phone application are becoming more popular among the meter vendors. However, the cost to purchase a multi-space meter is higher than that of the single space meters.

College Park should consider the installation of multi-space meters that accept coin and credit cards both for the on-street spaces along Main Street and at two surface parking lots. Multi-space parking meters can allow the use of credit cards for long-term parkers and significantly increase convenience. Even with credit card processing fees, updated meter technology may increase revenues by decreasing the amount of cash handled daily, making it easier for drivers to pay for a full day of parking versus trying to beat enforcement, and making enforcement of expired meters VERY easy to monitor at one centralized location.

Parking Validations

A parking validation program can be implemented to allow merchants and businesses to subsidize the proposed parking fees for their customers. Validations are typically sold to merchants at or slightly below market value. The merchants can then give the validations away to customers (either with a minimum purchase or just as a courtesy) to reduce their parking fees either during that visit or a future visit (as an incentive for the customers to return to College Park again). Validations can be issued as paper cards with advertisements printed on them to further promote downtown merchants and businesses.

Valet Parking

Some merchants, specifically the restaurants, may desire operating a valet parking program. Such programs will allow the City to lease one to two on-street meters spaces in front of the business to be used as valet drop-off and pick-up. The City could also lease spaces within one of the public surface lots to be used as vehicle storage. Valet programs provide a high level of convenience to the customer as they do not have to search for a vacant parking space or walk more than a few feet to their final destination.

Should multiple merchants wish to utilize a valet parking program, it may be more efficient and cost effective to implement a central valet program where a pool of merchants all contribute to the operating expenses of such operation. These programs can offer multiple drop-off and pick-up locations to allow users the ability to walk the entire downtown without having to walk all the way back to retrieve their vehicle.

Parking Enforcement

With the number of visitors, patrons and businesses in downtown College Park, on-street parking availability and enforcement is a concern. One of the most difficult aspects of parking operations is enforcement. It was reported that the enforcement is not consistent. As such, it is important to address the parking enforcement procedures in order to minimize abuse and, if meters are installed, prepare for a fee based system.

If paid parking is implemented, enforcing the time limits will be significantly simplified as the parking meter (both single space and the multi-space) will visually notify the parking enforcement officer (PEO) if the vehicle has exceeded the allowable time limit. We feel that a single PEO would be able to patrol the downtown area, enforce time limits, and provide assistance to customers or visitors in need of assistance. It should be noted that PEO's do not have the same requirements as sworn officers and in turn, do not command the same wages.

Parking Fines

We recommend that the City's parking citation fines should be set to discourage abuse by MARTA patrons, TSA employees, local merchants, and employees. An amnesty program can be created to waive parking citations for first time visitors and guests in order to not discourage patrons from visiting and returning again later. These types of programs balance the need to manage parking in a friendly and helpful manner by targeting familiar users and repeat offenders.

Payment in Lieu of Parking

For years, municipalities small and large have used payment in lieu of parking (PILOP) initiatives as a way of allowing new development to be built without the need to create new parking supply. This concept has proved beneficial to both public and private interests and can be a valuable tool for driving new development or as a way to help revitalize and reinvigorate older areas.

PILOP is when a developer or other entity pays into a parking or municipal fund in lieu of creating new parking for their land use. Most cities have set parking requirements for various land uses and in some cases developers would prefer to pay into a fund rather than creating new parking. The amount of fee is generally calculated based on the per space cost of constructing either on-street or structured parking. Depending on the location and type of parking, this in lieu of fee can range from as little as \$500 per space in towns with surface parking and inexpensive land costs, to over \$20,000 per space in areas where structured parking is the only option and the land costs are more expensive.

The benefits of a PILOP program include a reduction in the over building of the parking infrastructure, a means to encourage shared parking, saving valuable land for other uses, and creating a fund from which to build parking in the future. Many by-laws exist around the country with different ways to help finance the in-lieu costs developers must pay. It typically depends on the fiscal needs, liquidity and desires of each municipality. Some variations on methods to collect payment are listed on the following page.

- Lump sum payment
- Annual payment increments
- The price may be paid in installments over a self-amortizing period of say of 10 or 15 years or with a balloon payment after a certain time period from date of execution of PILOP payment agreement
- Required purchase of permits over a set time period to provide reliable cash flow

Funds contributed to a PILOP fund can be used to acquire simple fee or other interest in land, and other real property for parking purposes; Construct, maintain, operate, lease, manage, or otherwise provide off-street parking facilities for public use; Provide public information to enhance parking utilization including publicity campaigns, graphics and signage, and other informational devices; Coordinate plans for parking facility improvements and expansion with public transportation plans and operations in the vicinity, particularly the joint facilities that might be operated in connection with train station and any feeder services.

Due to the desired future master plan in College Park, the cost of land, and the cost to provide structured parking, we recommend that the PILOP fee should be near the higher end of the range listed above (around \$15,000 per space). The City may desire new projects and development and, in turn, may wish to entice developers by granting parking variances. While this practice may be okay for a few small initial developments, it can prove to worsen the parking situation as the burden to provide parking is transferred to the City. We recommend that the Planning Department involve Parking Department representatives in all variance requests and implement a mutually agreeable plan for allowing growth, while balancing the financial obligations of providing parking.

Pedestrian Linkages and Public Safety

The primary visitor and customer lots (Public Safety Lot and Columbia Lot) are not well connected to Main Street by foot. First time visitors not familiar with the downtown street layout and location of available parking will have difficulty locating the lots. The vehicle entrance for the Public Safety lot is located a block off of Main Street which may be difficult for visitors to see when driving through College Park. Although improvements have been made, roadway signage is still insufficient for first-time visitors to easily locate the parking lots as neither of them are visible from the main thoroughfares.

Additionally, the walkways leading from the lots to Main Street are somewhat isolated and unappealing. There is also a large concern for safety as crime and theft which should be addressed with increased officer visibility (preferably on foot patrols). We also recommend improvements to create a more aesthetically pleasing entry portal to and from the parking area as they are a visitor's first and last impression of College Park.

Wayfinding and Signage

Wayfinding is the ability to understand where you are, find where you want to go, and then recollect the path of travel when departing. It is generally not necessary to place a high priority on wayfinding in areas where a majority of the users are employees or other regular users. However, in College Park it is difficult for visitors and customers to find public parking areas when all of the on-street spaces are filled. Below are some actual examples of signage in College Park along with an explanation on how they could be improved:

Example 1: In general, employees and staff are already familiar with the parking locations and the "Staff Parking" can be completely eliminated or at least moved to the bottom as it is the least important piece of information. Also, the directional arrows are somewhat difficult to read and understand, especially for a first-time visitor. Finally, the "Library" should either be moved to a separate sign or at least after the "Utility Payment Drive-thru" as vehicular parking and lanes should be addressed first.



Example 2: This sign may give a motorist conflicting information. The sign clearly states "DO NOT ENTER" but then it also seems to direct City Hall Visitor's into the same roadway. In this instance, it would be more appropriate to have the Visitors Parking Sign on the opposite side of the roadway, directly adjacent to the lot and place the typical roadway signage directing motorists that the roadway is one-way and that they should not enter.

Examples 3 & 4: Both directional signs shown below are located mid-block and not at the parking lot entrance or an intersection. Motorists begin looking for the nearest driveway either immediately before or after directional signage that is pole mounted. All signs should be placed at locations where a motorist has to make a decision (typically intersections). Parking signage should indicate if they are to proceed forward or turn at the intersection. Mid-block signage should not be installed unless there is an entrance to the parking facility at that specific location.



Signage is a means of communication with the driver and/or pedestrian, especially one using a facility for the first time. To be effective, the signage for a parking system must be clear, concise, and simple. While the creative designer may desire an aesthetic statement, plain is far better than fancy, particularly for traffic direction.

We recommend increasing/enhancing the signage and simplifying the layout for the visitor/customer parking as it would make for a more friendly downtown environment. All visitor/customer spaces should be easy to identify to a first time visitor without confusion about who may or may not park in a space.

The signage system should include:

- Trailblazer signs – Located on streets leading to the downtown, these signs show where parking can be found.
- Site Signs – Located at the parking lot, these signs describe the type of parking available such as short-term customer parking or long-term customer parking.
- Parking rate signs – These signs give the hourly rate and maximum daily rate.
- Parking regulatory signs – Not part of the parking promotion sign system, these signs are related to the enforcement of the City's parking ordinance.

Some general rules for sign design and location are as follows:

- All signage should have a general organizing principle that is consistently evident in the system.
- Directional signage for both pedestrians and vehicles must be continuous (i.e. repeated at each point of choice) until the destination is reached.
- Signs should be placed in consistent and therefore predictable locations.
- A sign should be placed at every point where a driver or pedestrian must make a decision.

An important aspect of signage is the graphics. Effective signage programs combine aesthetics with information. Choice of color; typeface; character size; weight and spacing; and the use of uppercase and lowercase text all influence readability. The arrangement of text and symbols must be visually distinct. They must not contradict their basic meaning or intent, so as not to confuse the user. The background is equally important: backgrounds that are too small or too large for the type size can greatly detract from the effectiveness of the sign. A well designed and implemented wayfinding and signage system will not only make finding and using College Park's parking more convenient, it can also enhance the image of the Downtown district. If available, a downtown logo can be included on a standard parking and wayfinding sign to create a greater visual impact or image.

Some additional samples of wayfinding and signage are shown on the following page.



Promoting the Parking System

A common problem of downtown parking systems is that there is little effort expended to communicate and promote the mission, assets and functions of the parking system. In an effort to support and promote Downtown College Park, the City should undertake a program to consistently inform its residents, downtown merchants, employees, students, shoppers, visitors, and the general public regarding the way the parking system operates. In addition, the program should also address the need for consistent enforcement, the value of on and off street parking and the plans for additional parking. The objective in promoting a downtown parking system is to transform what can often be perceived as negative image into a positive one.

Parking Program Information Campaign

The informational campaign should be directed to downtown property owners, merchants, employees, shoppers and visitors and may include the following components:

1. The City's mission regarding promoting economic development, the free flow of traffic, and promoting College Park as a great place to live, work, dine and shop.
2. Information of Downtown College Park's vibrancy as a shopping and dining destination.
3. A map of the downtown with the designated off and on-street parking locations and other points of interest.
4. Information regarding off- street parking facilities that the City operates that provide convenient hourly, daily, and monthly parking for patrons and employees of the downtown area.
5. The purpose and operation of on-street parking and meters designed to regulate and promote turnover, thereby making the most convenient parking spaces available to as many downtown patrons as possible.
6. The role and hours of parking enforcement to help keep City streets safe, keep traffic moving, turnover convenient on-street spaces, and make loading zones available for commercial purposes.
7. The rationale for the issuance of parking tickets and the procedures and information to pay or contest them.
8. Parking safety tips and important / emergency phone numbers or points of contacts.
9. Special parking information for festivals and large City events.

This information is best communicated through various mediums including a parking guide that can be handed out at local businesses, an interactive, user friendly web page, public service announcements and bulletins and City mailings to residents and businesses. Appendix B at the end of this report includes a few examples of web pages for other parking organizations.

Public Relations Activities

In addition to providing valuable parking information to residents, customers, commuters and visitors, the City should consider various public relations activities to reflect their important role in the community as an advocate for the economic development and quality of life of the City of College Park. Examples of these activities include:

1. The issuance of warnings vs. summonses for on-street overtime parking during the holiday season.
2. Periodic warnings vs. summonses to merchants who violate on-street time limitations and park in the best patron parking spots. Warnings would communicate that the success of their business depends on their customers finding convenient parking.
3. Offering a raffle contest of free parking to merchant employees in designated employee lots.
4. Regular meetings between the City leadership and the merchants / property owners to improve communications regarding parking challenges, changing conditions, and new and developing issues.
5. City parking manager participation on various City traffic, business and economic development, public safety, and planning committees.

Land Banking

In order to plan for the future parking system, we recommend land banking three parcels located in the northern and southern area of Main Street to be used as future anchor parking areas (either surface lot or structured). The Columbia Street could be immediately improved and converted into an operational southern parking area immediately. Likewise, the City Hall/Auditorium Way parking area could be used as a northern parking anchor. Finally, the Public Safety lot could be utilized as a large central parking location for merchants, employees, and visitors.

Shuttle and Transportation

We understand that there is complimentary shuttle service between the Georgia International Convention Center (GICC) and downtown College Park. We understand that funding has been earmarked through June 30, 2011. We feel that this circulator is a major opportunity for downtown College Park to increase the customer base as well as provide increased tax revenue to be used for some of the recommendations in this study. Not only will the shuttle circulator bring business (lunch and dinner patrons specifically) to downtown but it also provides GICC attendees with alternative dining and shopping opportunities. We recommend an aggressive marketing campaign, specifically at the GICC. We also recommend an initial hands-on approach to monitor the shuttle service and how patrons feel about utilizing it (i.e. do they feel that the schedule, stops, and operating hours convenient) which can be in the form of riding the shuttle and verbally surveying the passengers. Discount coupons can be offered in return for their feedback.

If possible, it would be extremely beneficial to secure funding beyond June 2011. Potential merchants and businesses will see the shuttle service as an expansion of the visitor and customer base to downtown College Park as the GICC attendees encompass a broad spectrum of demographics.

Lighting and Security

During our evening site visit and observation, it was noted that the paths between the surface lots and Main Street was dimly lit and may be perceived as uncomfortable to some visitors. While lighting does exist, it is neither bright nor uniform and provides numerous dark areas which could be used as hiding places. The two primary issues of lighting are intensity, or footcandles, and uniformity. In the past, minimum light levels were used in every facility without much question, yet today many owners are asking for higher lighting levels than "minimum." These owners include not only those with a higher emphasis on user friendliness, but also those who are concerned about security problems and would like to provide a sense of comfort to their users. The level-of-service (LOS) approach is a useful concept for selection of lighting levels. Recommended gradation of the basic lighting levels, average maintained horizontal illumination at the pavement, and uniformity ratios are presented in the following table.

Table 4: Level of Service Approach to Lighting Levels

Horizontal Illuminance at pavement	D	C	B	A
Covered parking areas	5	6 to 7	8 to 9	10
Roof and surface parking areas	1	2	2.5	3
Uniformity ratio (average:minimum)	4:1	4:1	3:1	3:1
Uniformity ratio (maximum:minimum)	10:1	10:1	8:1	8:1

We recommend a minimum LOS B and a targeted LOS A for the area immediately adjacent to Main Street. Formal measurements of lighting can be conducted by TimHaahs staff if needed.

Public Workshop Results

A public workshop was held on Tuesday, July 27, 2010 in the College Park Public Safety Building in order to allow the general public to voice their concerns regarding the parking in College Park. The workshop focused on identifying the existing strengths, weaknesses, and opportunities for improvement. The one-hour workshop consisted of two TimHaahs representatives and 11 members of the public, including some City staff. To allow for discussion, the workshop was divided into breakout groups with a group leader recording the responses. Below is a summary of the most common remarks received during the workshop.

Strengths of the existing parking system:

- Parking is conveniently located
- Parking is free
- There is plenty of parking
- Easy access to MARTA
- On-Street spaces are conveniently located

Weaknesses of the existing parking system:

- Limited parking from Rugby to Walker St.
- Merchants and employees park in front of the stores
- Parking enforcement does not exist
- Not aesthetically appealing
- Not pedestrian friendly or safe
- Insufficient lighting, signage, and wayfinding
- High amount of crime and theft

Opportunities for improvement of the parking system:

- Improve signage and wayfinding
- Improve lighting and safety
- Improve streetscape and gateways
- Maximize vacant lots for parking
- Designate merchant parking areas off-street
- Generate revenue from parking fees and parking enforcement
- Increase the number of parking spaces with a parking garage
- Set parking rates and time limits to encourage turnover

Economic Analysis

As part of our study, we evaluated the financial feasibility of building a parking structure downtown in the near future. We have calculated the construction cost for both a 250- and 300-space parking garage. We estimate an order of magnitude cost of \$3.6MM for a 250-space facility and \$4.3MM for a 300-space facility. After amortizing the capital improvement over a 30 year term at 4 percent, the annual debt obligation is \$208,188 and \$249,826, respectively.

DEBT SERVICE								
Spaces	Hard Cost per Space	Soft Costs	Total Construction Cost	Interest Rate	Term (in Years)	Annual Obligation	Breakeven for Debt Service	
							per Space/Year	per Space/Month
250	\$12,000	20%	\$3,600,000	4%	30	(\$208,188)	(\$832.75)	(\$69.40)
300	\$12,000	20%	\$4,320,000	4%	30	(\$249,826)	(\$832.75)	(\$69.40)

A parking facility would need to generate approximately \$70 per space per month in order to cover the debt service payment only. Since College Park does not charge for parking at this time, debt service would have to be subsidized. Furthermore, the above amount does not include the operating expenses necessary for regular cleaning and maintenance.

We estimate an additional \$38 per space per month would be needed to cover the operating expenses (i.e. labor, utilities, maintenance and supplies, equipment maintenance, security, and insurance). The following table outlines the estimated operating expenses.

OPERATING EXPENSES										
Spaces	Labor	Utilities	Daily Maintenance and Supplies	Equipment Maintenance	Security	Insurance	Misc	Total Operating Expenses	Breakeven for Operating Expenses	
									per Space/Year	per Space/Month
250	\$115	\$75	\$65	\$50	\$100	\$35	\$15	(\$113,750)	(\$455.00)	(\$37.92)
300	\$115	\$75	\$65	\$50	\$100	\$35	\$15	(\$136,500)	(\$455.00)	(\$37.92)

When considering the cost to finance and operate a parking facility in College Park, revenue or a subsidy of \$107 per space per month would be required to breakeven. The following table summarizes the annual revenue or subsidy needed for both parking facilities.

REVENUE REQUIRED TO BREAKEVEN (OPERATING EXPENSES AND DEBT SERVICE)					
Spaces	Operating Expenses	Debt Service	Total/Year	per Space per Year	per Space per Month
250	(\$113,750)	(\$208,188)	(\$321,938)	(\$1,287.75)	(\$107.31)
300	(\$136,500)	(\$249,826)	(\$386,326)	(\$1,287.75)	(\$107.31)

Conclusions and Recommendations

Since the current infrastructure and market conditions do not support the addition of a parking garage at this time, we recommend implementing the following short-term initiatives in order to prepare for the long-term goals of the City.

Short Term Initiatives (1 to 3 Years)

1. Retain ownership of downtown parcels to use for future development and/or parking facilities (“land bank”)
2. Create a City gateway to create a presence for vehicles and pedestrians with an emphasis on the walkway from the MARTA station to the downtown core.
3. Enhance the downtown signage and wayfinding, specifically for the public parking areas.

4. Create an off-street parking area along the southern half of downtown to serve as one of the anchor parking facilities (the Public Safety lot can serve as the northern anchor).
5. Enhance the linkages from the two 'anchor" parking lots to Main Street. This should be completed with well landscaped, lighted, pathways that also incorporate passive security features such as highly visible corridors and minimal dark areas.
6. After the completion of the off-street "anchor" parking lots, implement paid on-street parking to encourage turn-over and promote the use of the off-street lots. Once paid parking is implemented, we anticipate a significant reduction in the number of long-term airport users occupying the valuable on-street parking spaces.

Long Term Initiatives

7. Increase on-street parking rates and implement parking fees in the off-street parking lots.
8. Reinvest parking revenue into other infrastructure improvements or a fund for the future construction of a parking garage.
9. Once the parking fees are high enough to support the operating expenses, investigate opportunities for a public/private development of a parking garage with ground level retail. Ideally, this facility could be situated between the two "anchor" parking lots.

Revitalization Plan

We have developed a four-phased revitalization plan to depict how infrastructure improvements, design elements, streetscape, retail, and a parking structure could be incorporated into downtown College Park. We have also illustrated two options with a parking facility located north of Columbia Avenue and another at the Public Safety Lot. Each phase is included on the following pages.



Pedestrian Gateway
Enhancements

PHASE 1a





Vehicular Gateway and Streetscape Enhancements

PHASE 1b





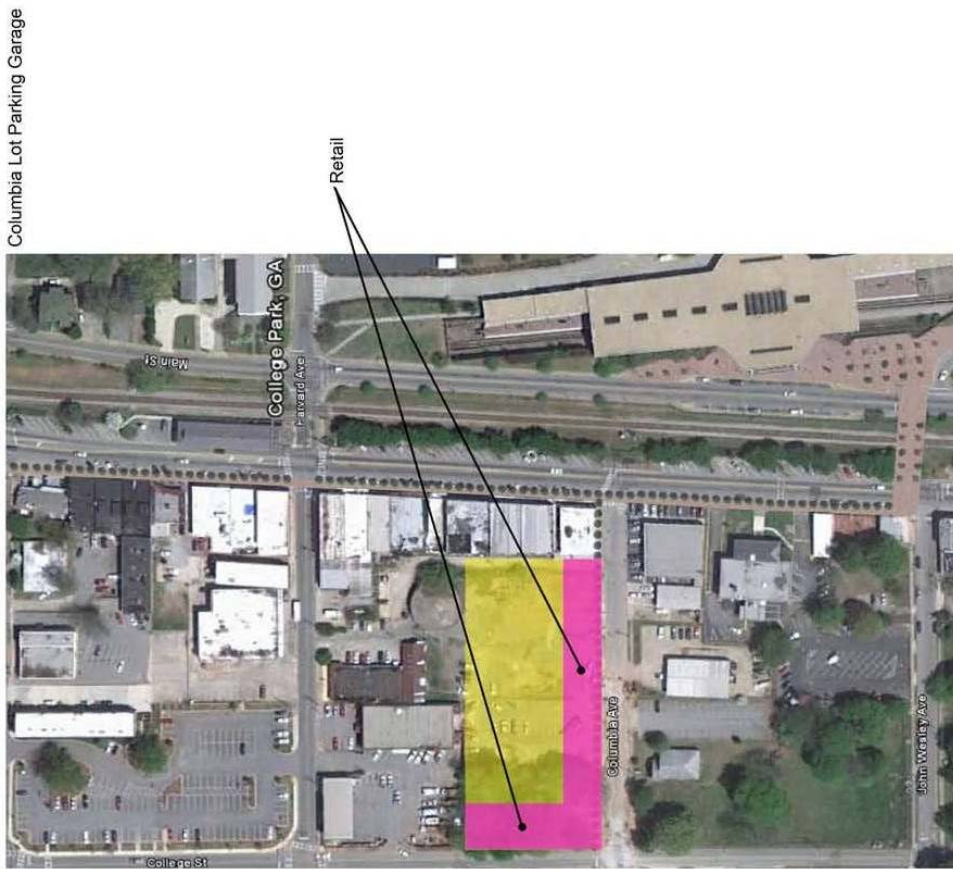
Anchor Lot Linkages

PHASE 2



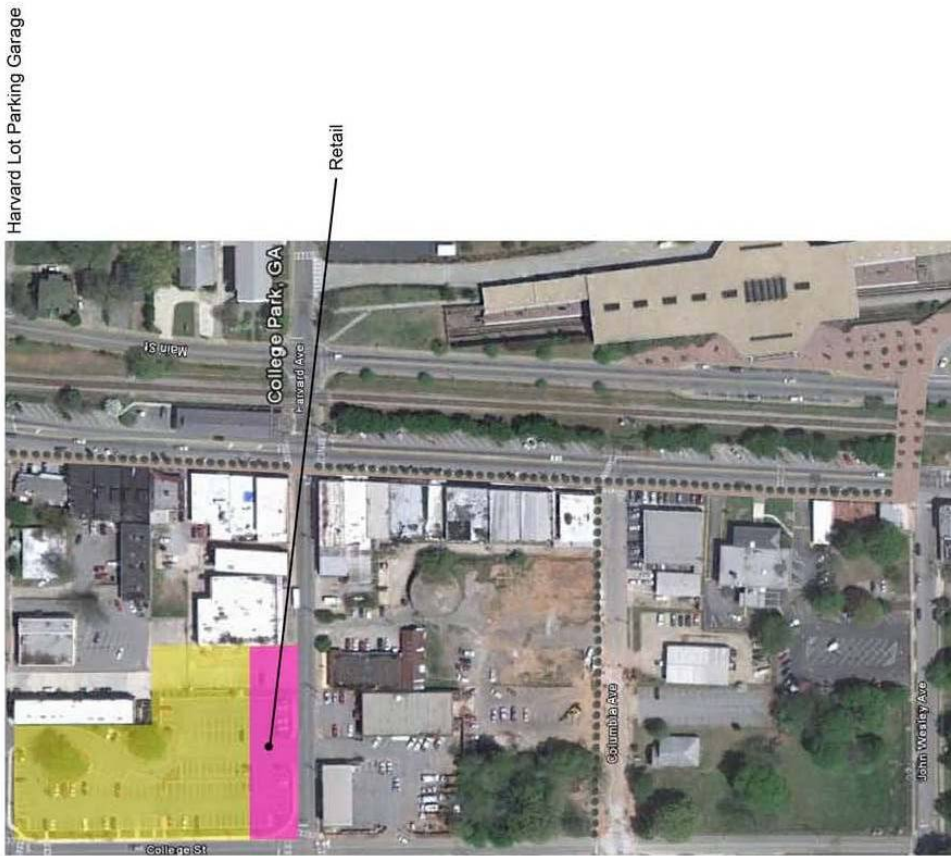


PHASE 3a- Option 1





PHASE 3b- Option 2



APPENDIX A

**PUBLIC WORKSHOP DETAILED SUMMARY
Tuesday July 27, 2010**

Parking Study Workshop Attendees

Brad Watkins
Fritz Engelmann
Connie Johnson
Erica Rocker
Ambrose Clay
Rae Coleman
Scott Reffett
Bill Johnston
Kathie Pierce
Shirelle Rhodes
Barbra Coffee

1962 Princeton Ave
1966 Mercer Ave.
MARTA
CCPK
2000 Lyle Avenue
2264 Park View Circle
3625 Cumberland Blvd.
CCPK
2022 English Lane
Rods and Razors Salon
CCPK

Parking Study Workshop Builders

(13) Free parking
(5) Convenient
(3) Like on-street parking
(2) Always parking spaces available
(2) Easy access to MARTA
(2) Easy to find your car not being congested
(2) 4 hr parking
(2) Angle parking
(2) No parking meters
(2) Good condition
(1) Walkable distance to parking spaces
Never had a parking ticket
Amount of green space

Number listed in parenthesis notes frequency comments at the workshop

Parking Study Workshop Barriers

- (4) Limited parking from Rugby to Walker St.
- (4) Not pedestrian friendly walk ways
- (4) Abuse of parking space from TSA and other workers
- (3) Lack of overflow parking limits development
- (3) Lack of universal enforcement
- (3) Not enough lighting
- (3) Poor way-finding (2)
- (2) Lack of traffic calming items i.e. islands, landscaping
- (2) Ugly streetscapes
- (1) No covered parking
- (1) Crime and break-ins
- No shared parking
- Need to be cleaner
- No draw or destination
- No bike parking
- No electrical vehicle parking
- No set parking time limits
- No employee parking
- Not enough parking on Main St.
- No valet parking

Parking Study Workshop Opportunities

- (7) Build a parking deck behind Main St. and add shuttle services
- (4) Improve signage
- (3) Modify Rugby to Walker st. as angle parking and add additional space
- (3) Add Parking to encourage more residential development
- (3) Maximize vacant lots for parking
- (3) Allow private lots for parking
- (2) Improve access from Main St. to MARTA
- (2) Add more parking at Gateway
- (2) Improve Columbia public lot
- (1) Generate revenue from parking and enforcements
- (1) Encourage businesses with parking spaces to share their parking
- (1) Improve streetscape and landscape
- Use the deck as a way to generate foot traffic
- Create a resident parking pass
- Option for electric car rentals /zip cars
- Add more lighting
- Move transportation businesses into other areas
- Create Kiss and Ride area
- Encourage merchants to park off-street
- Add bike parking area

APPENDIX B

SAMPLE WEBSITES



- [HPA Homepage](#)
- [About the HPA](#)
- [HPA Staff & Board Members](#)
- [Meetings, Agendas, Minutes](#)
- [Frequently Asked Questions](#)
- [Directions](#)

- [ABOUT THE HPA](#)
- [PARKING INFO](#)
- [PAY FINES](#)



The Hartford Parking Authority

Welcome to our website. The Hartford Parking Authority and its Board is dedicated to providing the citizens and visitors to Hartford with customer service second to none. In addition to answering any questions you might have about parking in the downtown region, we hope you will find this stop on the World Wide Web a resource to the many activities our great city has to offer.

Established in 1998 by the City Council, the HPA is responsible for creating, establishing, maintaining, and operating the City's dedicated parking facilities.



Hartford's Pay & Display Meters

The new Multi-Space Parking Meter Program is coming soon to a parking space near you. No cash? No problem! You can use your major credit card to quickly purchase "meter" time. For details visit [Pay & Display](#) page.

Authority News



HPA Television Commercial
The HPA recently filmed a series of television commercials to introduce Hartford's new 'Pay & Display' Parking Meter Program. [Click Here to view commercial.](#)

Hartford Parking Authority
Administrative Office
155 Morgan Street
Hartford, CT 06103
Phone (860) 527-7275
Fax: (860) 549-7275
Office Hours: 8:00 AM - 5:00 PM

Office of Parking Management
Customer Service Center
160 A Market Street
Hartford, CT 06103
Phone (860) 761-0004
Fax: (860) 761-0092
Office Hours: 8:30 AM - 5:00 PM

Payment Center
709 Park Street
Hartford, CT 06106
Office Hours: 8:30 AM - 5:00 PM

City of Hartford
Citizen Hearing Office
160 B Market Street
Hartford, CT 06103
Phone (860) 757-0880

HPA Garages accept the following major credit cards



[Pay Parking Tickets](#)
[parkingticketpayment.com](#)



[Report a Broken Meter](#)

Quick Links



City of Hartford Events Calendar
Comprehensive listing of events in the greater Hartford region.



Greater Hartford Arts Council
The Greater Hartford Arts Council is a national leader in connecting the public to entertainment and arts in Hartford.



Park Downtown and Ride for Free!

The Hartford Star Shuttle is a free downtown Hartford shuttle that operates approximately every 12 minutes, Monday through Friday beginning at 7:00am to 11:00pm, and Saturday from 3:00pm to 11:00pm.

It's easy to catch the Star Shuttle. Look for this bus to find the free shuttle! For route and stop locations, [click here](#) to print a copy of the Star Shuttle Route Map.



Riverfront Recapture

Riverfront Recapture is the non-profit organization leading the effort to reconnect metropolitan Hartford with the Connecticut River.



[City of Hartford Website](#)



2008 Parking Organization of the Year

- Find Parking**
 - By Neighborhood
 - Garages and Lots
 - On-Street Parking
 - By Specific Address
 - Monthly Parking
 - Residential Parking
 - Jackson Memorial Hospital
- Pay Monthly Parking
- Meter Rental Requests




Park & Pay by Phone
NOW AVAILABLE
Sign up for free
www.paybyphone.com or
866-990-PARK (7275)

Welcome!

[View Miami Parking Authority 2008 Annual Report](#)

Looking for Parking? Try the [Parking Locator](#)

Miami Parking Authority provides convenient, safe, and affordable parking throughout the City of Miami. With more than 30,000 parking spaces under management, you'll always [find a place to park](#) with us!

Parking is a vital component of our community's public infrastructure and economic health. As an agency of the City of Miami, our mission is to contribute to an efficient transportation system that serves the needs of the public and promotes economic development. [Learn more about us.](#)

MPA and the City of Miami offer complimentary, secure parking to City residents and employees during hurricane watches and warnings.

[Learn more.](#) [Download the application](#)



[Back to top](#)


News Releases

- December 12, 2008 - MPA Offers Two Ways to Save on Parking During the Holidays
- June 4, 2008 - Parking Organization of the Year



[Related Links](#)

[Community Support](#)




NEW BRUNSWICK
NBPA
Parking Authority

[Employment](#) [Contact Us](#)

About Us News/Announcements About New Brunswick NJ Parking Locator Parking Info Parking Permits Online Payment Public Bids

Quick Links

- Telephone Numbers
- Juror Parking
- Parking for Disabled Persons
- Tickets & Towing
- Survey



parking in new brunswick


Login

Email Address


Password

Sign In


Forgot your password?
New to our site? Register here



Parking Locator



Pay Online
(Parking & Summons)




Apply For Parking

Welcome to New Brunswick Parking Authority

The NBPA is the organization for parking information in New Brunswick NJ. If you are seeking commuter parking for mass transit, monthly parking for your employees, parking validations for your customers, or revised parking regulations for your neighborhood, the NBPA is here to assist you. Read more about the NBPA here.

New Brunswick, New Jersey




New Brunswick NJ is a thriving city often referred to as a model for urban revitalization. The city bustles with theaters, restaurants, businesses, government offices, college students, residents and the wonderful energy of a downtown. Read more about New Brunswick, New Jersey.

ATTENTION RESIDENTS - ALTERNATE SIDE PARKING RESUMES APRIL 1ST

Tower ad space

10.



NEW BRUNSWICK
NBPA
Parking Authority

[Employment](#) [Contact Us](#)

About Us News/Announcements About New Brunswick NJ Parking Locator Parking Info Parking Permits Online Payment Public Bids

Parking Lots

View All Lots ▼

- A. Civic Square Deck
- B. Cultural Center Lot
- C. Easton Avenue Lot
- D. Ferren Daily Deck
- E. Ferren Monthly Deck
- F. Jersey Ave. Park & Ride Daily Lot
- G. Jersey Ave. Park & Ride Quarterly Permit Lot
- H. Liberty Plaza Lot
- I. Lower Church Street Deck
- J. Morris Street Deck
- K. New Street Deck
- L. Paterson Street Deck
- M. Plum Street Garage
- N. Wolfson Deck

Parking Locator

Click one of the topics below (Restaurants, Theaters, etc) to find local businesses.
The map will show businesses in red and local parking decks in blue.

Restaurants - Theatres - Government - Banks - Hospitals

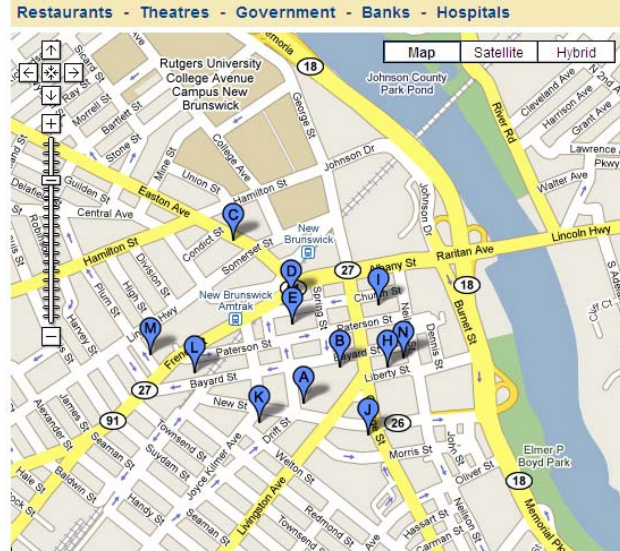
Login

Email Address

Password

Sign In

Forgot your password?
New to our site? Register here



ATTENTION RESIDENTS - ALTERNATE SIDE PARKING RESUMES APRIL 1ST

Tower ad space