

# DOWNTOWN MACON PARKING STUDY

Sam Schwartz Engineering  
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# Is there a “real” parking problem?



# And are there other parking problems?



# Purpose of the Parking Study

1. Learn from other peer cities
2. Update Downtown parking data – supply, demand, turnover
3. Develop parking management plan framework
4. Understand the impact of any changes
5. Identify next steps

# Previous Parking Studies

# RBA Group Study - 1990

1. Peak occupancy of 39%
2. Issues with turnover and enforcement
3. Recommended additional parking around the County Courthouse, (250 spaces) Cherry Street, and Terminal Station
4. One-hour time limit recommended for on-street spaces

# Macon-Bibb Inventory Study - 1998

1. Study area bounded by New Street, Second Street, Plum Street and Mulberry Street
2. Study analyzed supply and employment, not actual demand
3. Study concluded more parking is needed Downtown, particularly around City Hall

# Parking Management Study - 2006

1. Update of 1990 Study
2. Peak weekday occupancy was 54%
3. Considerable issues with turnover and enforcement
4. Recommended that City undertake a more aggressive parking enforcement program
5. Suggested agency or P3 to assemble private parking lots to make them available to public
6. Recommended City install parking meters with two-hour limits and \$0.50 per hour
7. Increase fines

# Peer Cities Review

# Case Study - Savannah

- 3,000 parking meters prices ranging from \$.30 to \$1.00 per hour.
- Free parking at meters on Saturday and Sunday.
- Off-street parking garage rates are \$1-\$2 per hour
- Permits are provided for residents and students who live on metered streets.

# Case Study - Athens

- 700 spaces
- Metered parking is monitored and enforced Monday through Saturday, 8:00 a.m. - 10:00 p.m.
- The first thirty minutes are free in both the College Avenue and Washington Street decks.
- Run by Downtown Development Authority.

# Case Study – Asheville, NC

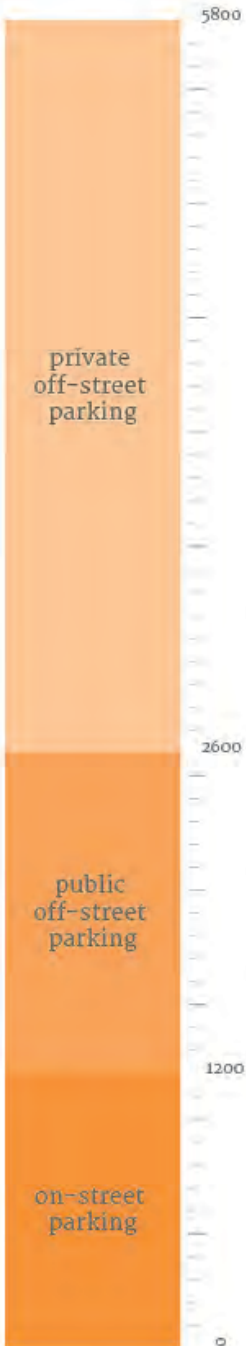
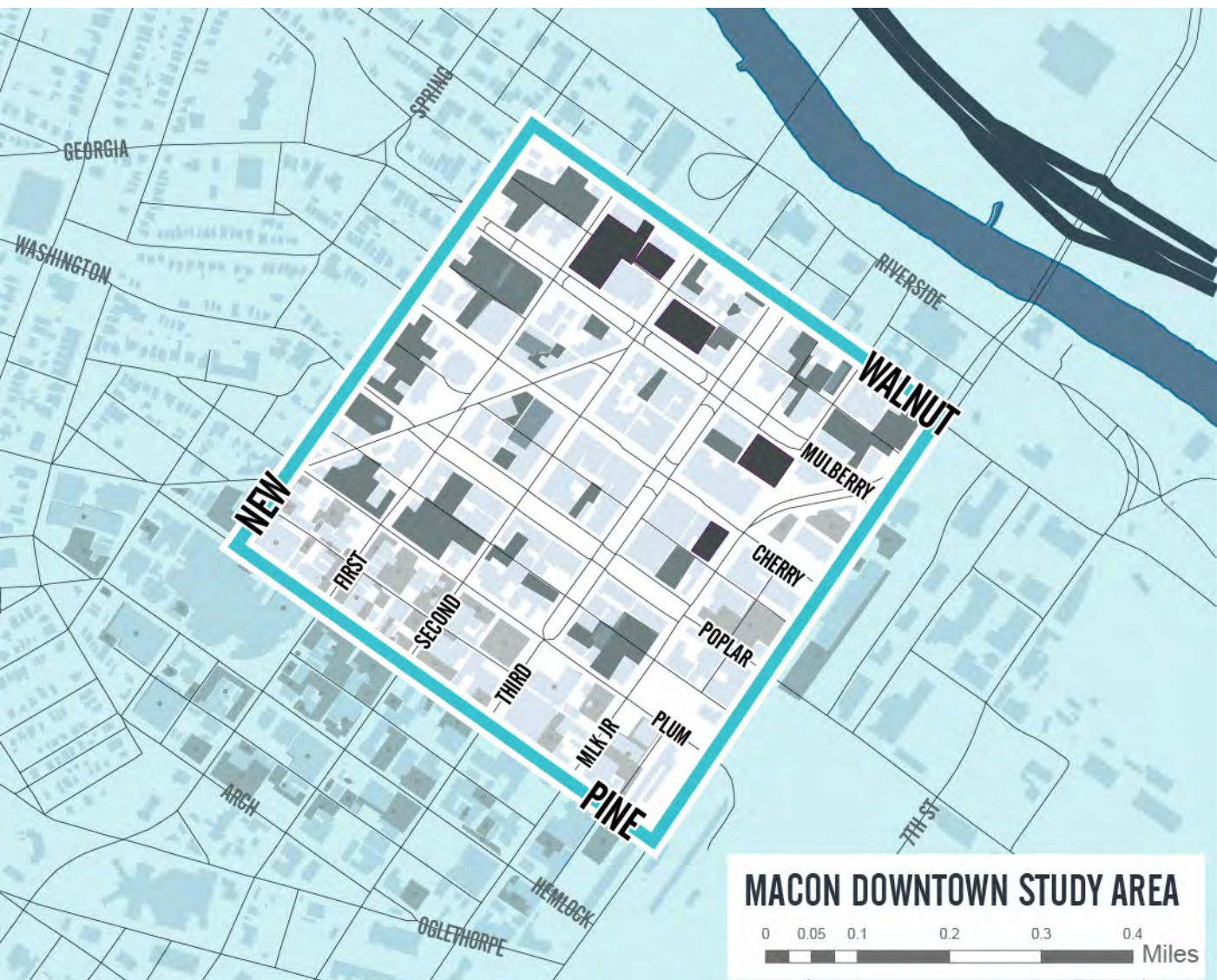
- 700 spaces
- \$1.25 per hour
- Free on nights and Sundays
- Has pay by phone

# 2014 Parking Study

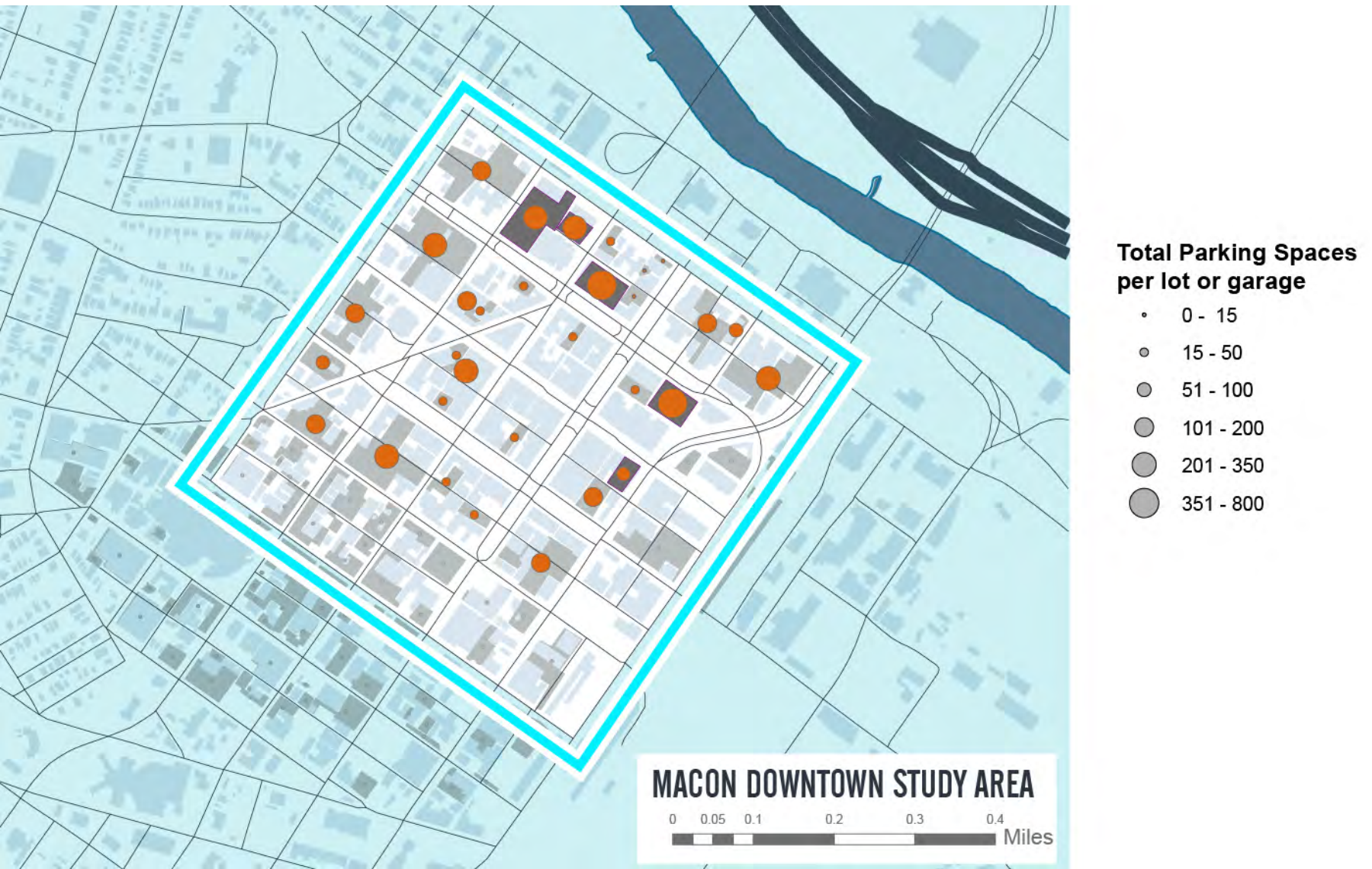
# Parking Study – Data Collection

1. Identify parking supply – public and private
2. Measure parking demand
3. Observe turnover of on-street spaces

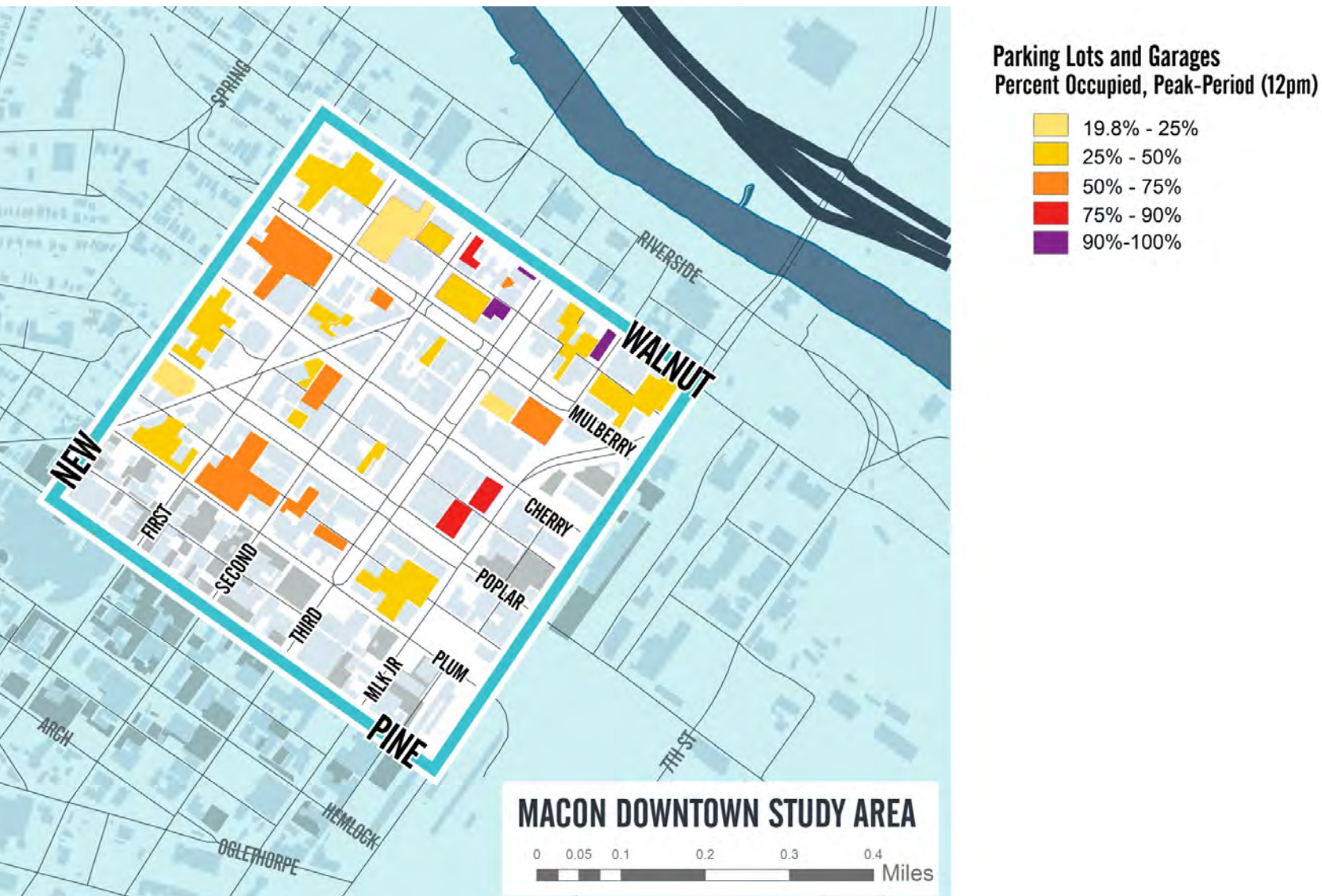
# Downtown Parking Supply



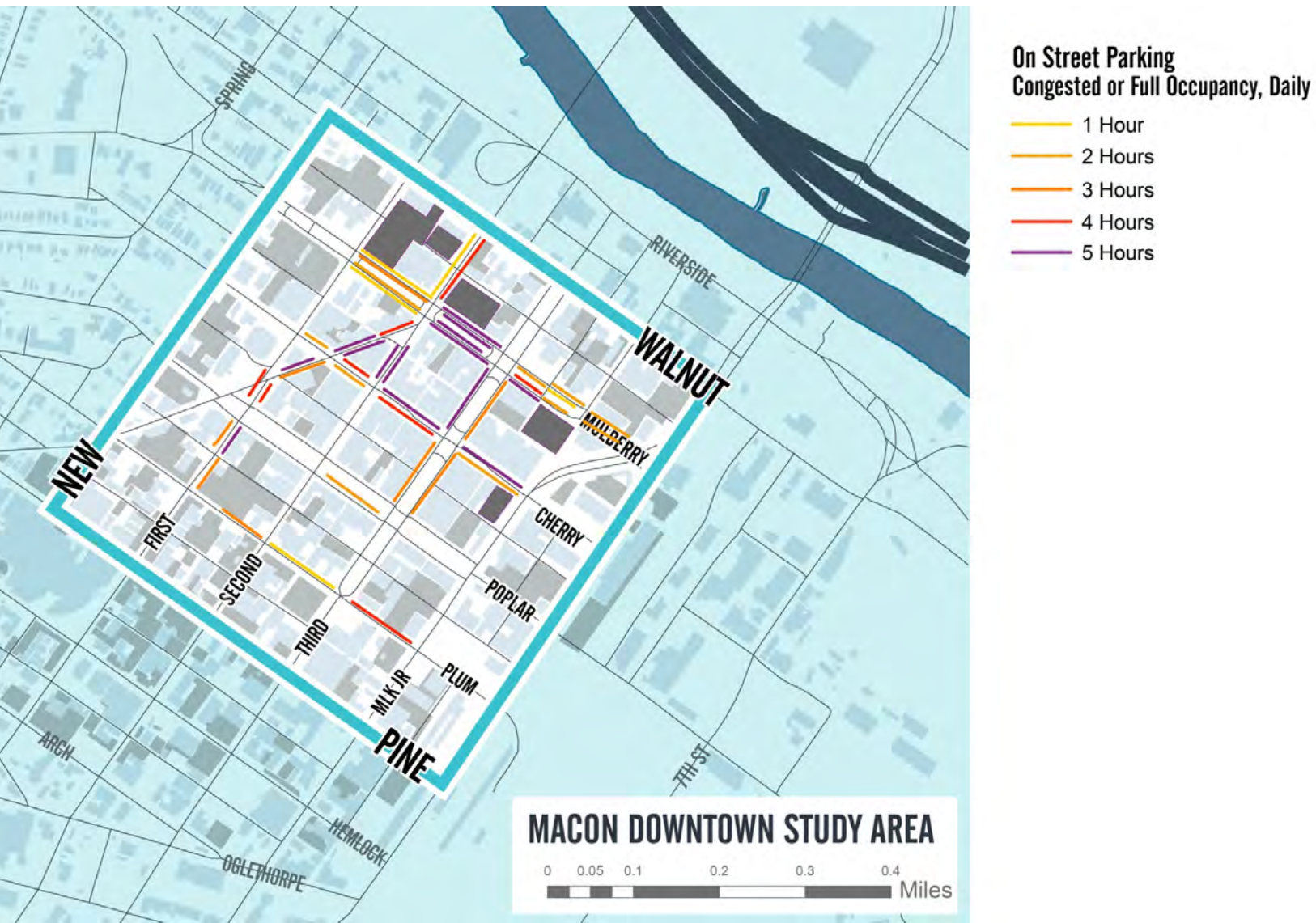
# Off-Street Supply



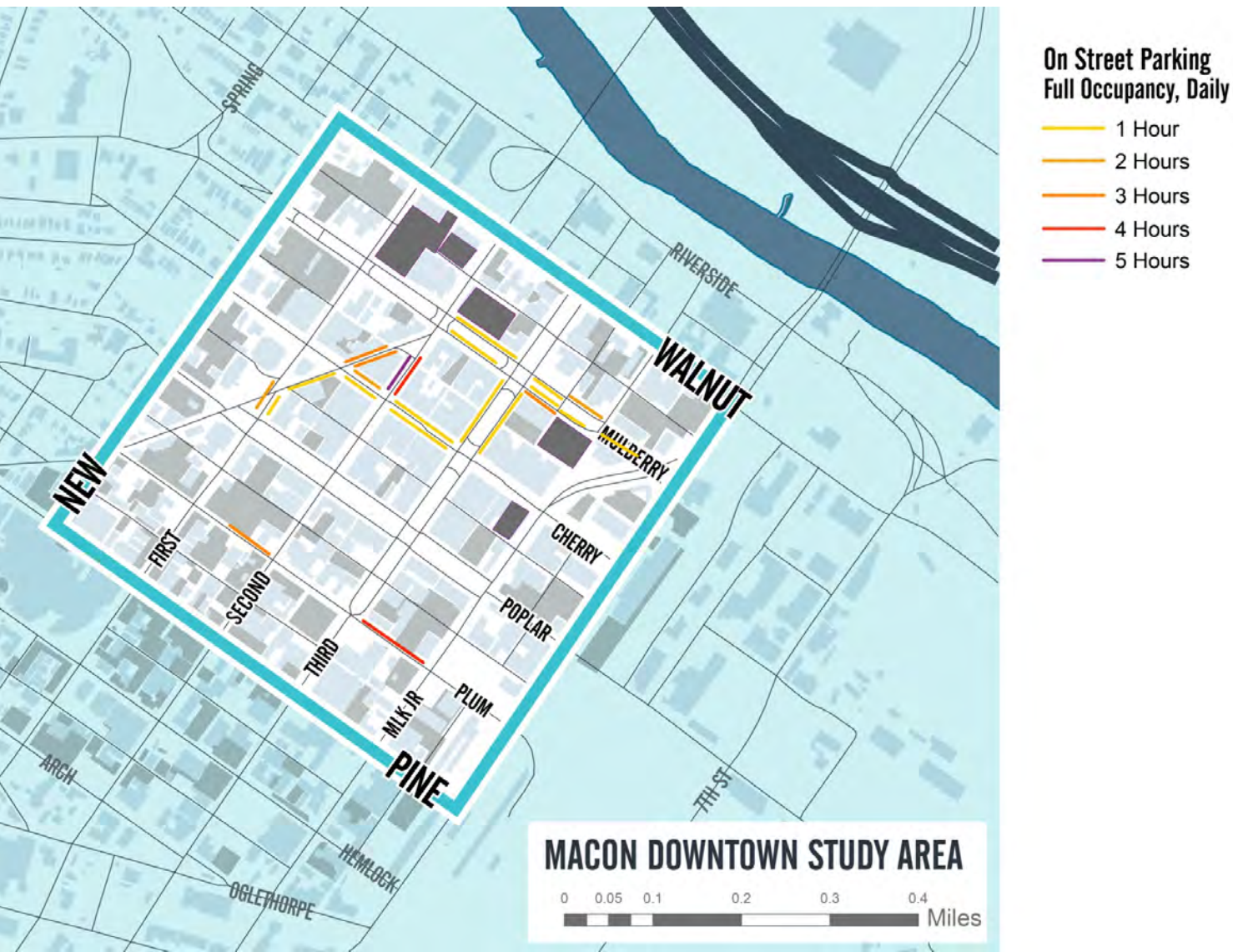
# Peak Hour Demand



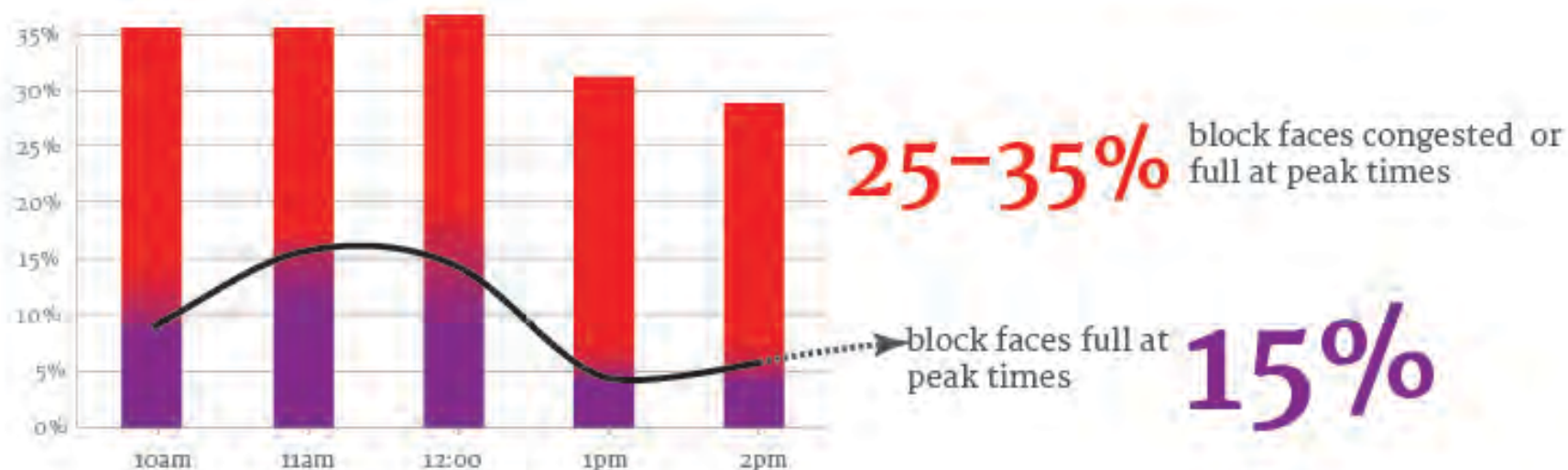
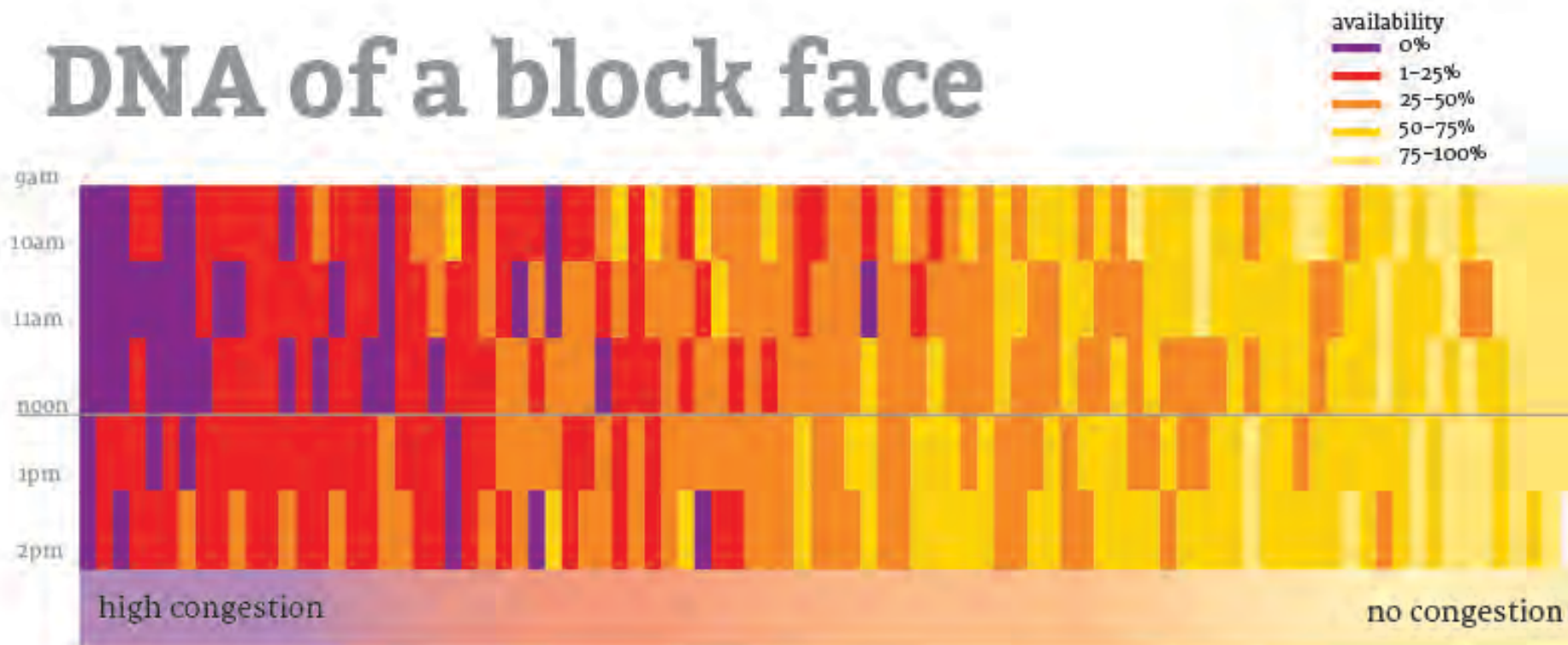
# On-Street Demand



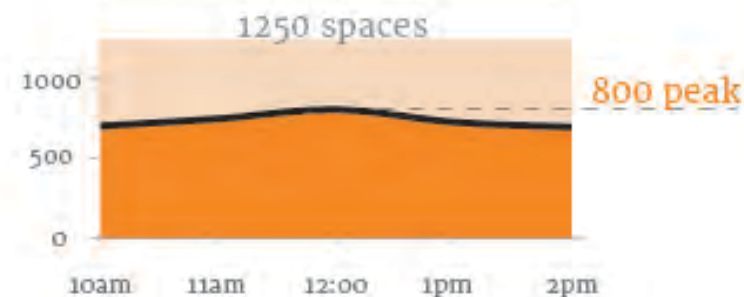
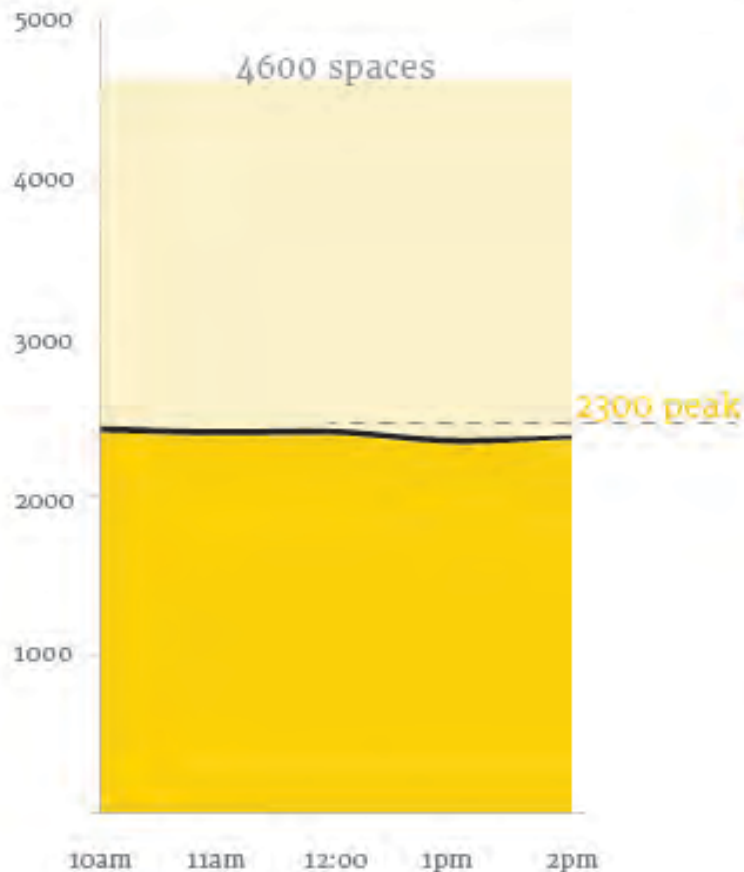
# On-Street Demand



# DNA of a block face



# Parking demand

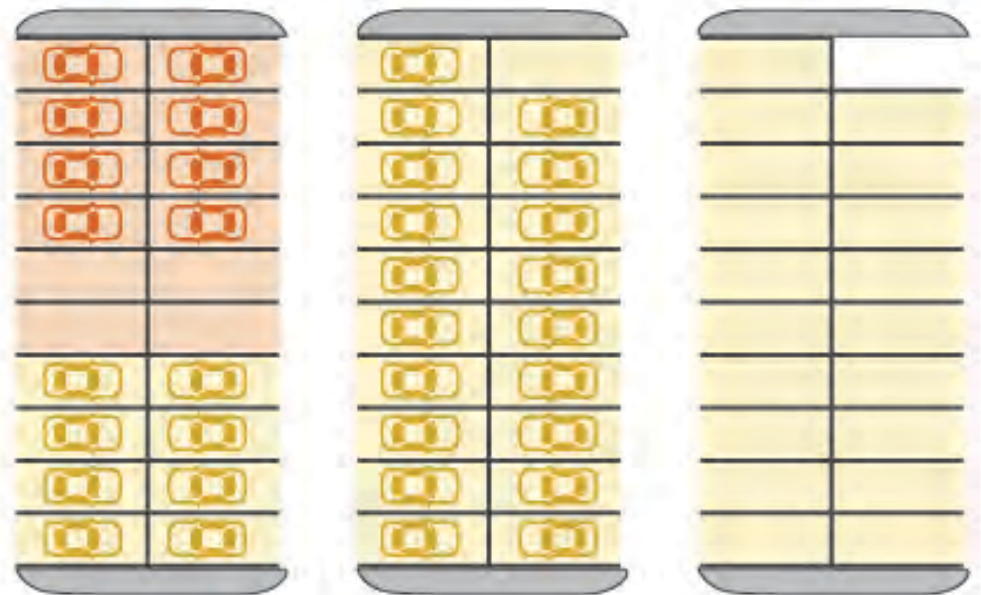


50%

off street spaces  
available at peak times

on street spaces  
available at peak times

35%



# Turnover behavior

**20%**

of available on-street  
time consumed is in  
violations (> 2 hrs)

consumption of available on-street time

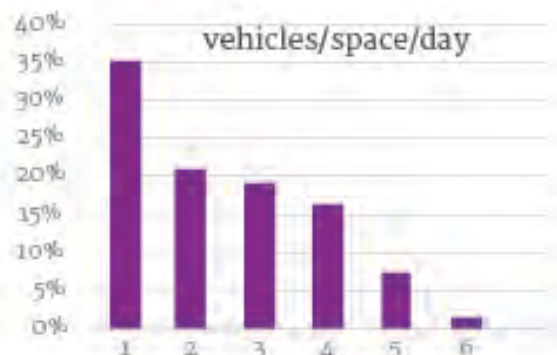


average  
stay

**2:20**

**44%**

stay over 2 hours



# Parking Study - Conclusions

1. It can be difficult for visitors/patrons to find a parking space in the area bounded by Mulberry/Third/Cherry/Cotton during the day
2. Parking outside of that area is available most times during the day
3. Average parking stay on-street is over two hours
4. There is very low utilization of the parking structures

# Parking Management Strategies

# Parking Management Goals

1. Get the most use out of the asset
2. Encourage turnover
3. Provide areas for employees to park
4. Provide areas for residents to park

# Parking is an asset

- Parking is often the first and last impression visitors have of an area
- Businesses need convenient parking for customers
- Surface parking lots negatively affect pedestrian experience and are never highest and best use
- Parking structures are expensive
- Managing parking should be viewed as an economic development tool

# Encourage Turnover

## 1. Price Parking Correctly

- i. Free parking is not a right.
- ii. The higher demand for a parking space, the more people are willing to pay for it
- iii. Provide alternatives for those that don't want to pay the highest rates

## 2. Improve Enforcement

- i. More personnel
- ii. License plate reading software
- iii. Other technology investments

# Employee Parking

1. Employees need places to park, but don't need to park right in front of their workplace
2. Utilize structures
3. Develop agreements for existing off-street surface lots

# Residential Parking

1. Residents often need to use on-street parking
2. Residential permits for on-street parking
3. Develop agreements for existing off-street surface lots

# Parking Management Infrastructure





# Pay by Phone Parking

**YOUR PARKING ZONE#:**

**Located on  
the Meter**

**Register online or via mobile app:**

**[www.parkmobile.com](http://www.parkmobile.com)**

**To pay for parking:**

**Use our Mobile App**

**or Call 1-877-727-5758**

# Operations/Revenue

# Options

1. City operated
2. UDA operated

# Development Authority Parking

- GA: Athens, Rome, Decatur
- MI: Ann Arbor, East Lansing, Holland, Traverse City, Bay City
- Revenue used for multiple things:
  - Operations
  - Bonding
  - Streetscape/active transportation



**Old Pasadena, CA Parking Benefit District**



**Austin, TX Pilot Parking Benefit District**



**Boulder, CO Parking Benefit District**

# Augusta, GA Lessons Learned

- Plan to install meters on Broad Street
- Lots of public resistance
- Need to position project as economic development tool
- Having business support is nice, but really need support of property owners
- Be transparent

# Next Steps

# Initial Recommendations

- Install meters
  - Area bounded by 1<sup>st</sup>/Mulberry/MLK/Poplar
- Develop residential parking permit program
- Identify areas for employees to park
- Develop education materials and awareness strategy

# Next Steps

- Build support
  - Property Owners
  - Businesses
  - Mayor
  - UDA Board
  - County Commissioners
- Finalize recommendations
- Develop messaging
- Determine structure of parking management services
- Begin procurement process