

A
PARKING MANAGEMENT STUDY
FOR
DOWNTOWN MACON

PREPARED FOR

**Macon-Bibb Urban Development Authority
Downtown Council
Parking Task Force
NewTown Macon**

Prepared By

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Steering Committee

DOWNTOWN MACON PARKING MANAGEMENT STUDY

Chairman - Charles Howard

<u>Organization</u>	<u>Representative</u>
• Macon-Bibb Urban Development Authority	Charles Howard, Vice Chairman Tom Wight, Treasurer Sid Cherry, Executive Director
• Downtown Council Board of Directors	Jim Cacavias, Nu-way Weiners Bob Lewis, Bob Lewis and Assoc.
• NewTown Macon	Jeffrey Greene, Director of Administration & Communications
• Mayor's Office / City Administration	Melvin Waldrop, CAO Chester Wheeler, Director, ECD
• Macon City Council	Dick Dickey, Member Brenda Youmas, Member
• Bibb County Board of Commissioners	Bert Bivins, Member
• Macon-Bibb Traffic Engineer	Bill Wikle, Traffic Engineer
• Macon-Bibb Planning & Zoning Com.	Jim Thomas, Director of Urban Design & Short Range Planning
• Macon Municipal Court	Frank Barrow, Clerk
• Macon Police Department	Lt. Hank Ashley, Traffic Div. Sgt. Eric Woodford, Traffic Div.
• Citizen/Consumer Representative	Alice Bailey
• Downtown Business/Property Owners	Bryan Blair, Blair Furniture Marco Danese, Damaste Properties Eugene Dunwody, Jr. Architect Cheryl Louder, Grant's Lounge

INTRODUCTION

Downtown Macon, Georgia is experiencing continued revitalization through a joint effort supported by the City and county governments, NewTown Macon, Inc., the Macon-Bibb County Urban Development Authority, the Downtown Council of the Greater Macon Chamber of Commerce and private investors. Major developments in recent years include the Georgia Music Hall of Fame, the Georgia Sports Hall of Fame, Historic Douglass Theater restoration and Macon Coliseum renovation and expansion. Projects underway or committed include major museum expansions, loft apartments and riverfront development.

The Downtown Parking Management Study is a key component in Macon's long term commitment to comprehensive revitalization of the Downtown area. This study is an update of a parking study completed in 1990 by The RBA Group. The 1990 study recommended the establishment of an agency to be responsible for parking operation and management, suggested sites for additional off-street parking, suggested one-hour time limits and recommended off-street parking to be provided by the private sector through payments to a parking fund administered by the City.

The current study summarizes the finding of an extensive survey of parking conditions and needs for Downtown Macon. The study, commissioned by the Urban Development Authority, is part of a planning effort in cooperation with the Downtown Council and New Town Macon, Inc. to provide a parking management plan and program for the study area. It is envisioned that this parking plan will complement and support the redevelopment of Downtown for the next decade.

The Study Process

Since it's beginning in October 2000, the study process has involved the participation of a broad-based "steering committee" comprised of representatives of the above mentioned groups as well as downtown business owners, property owners and consumers. This Steering Committee has served as a "sounding board" for all the analyses and parking strategies investigated. The process has included extensive inventories of existing conditions, interviews with key downtown

stakeholders and governmental officials and a step-by-step process of implementation.

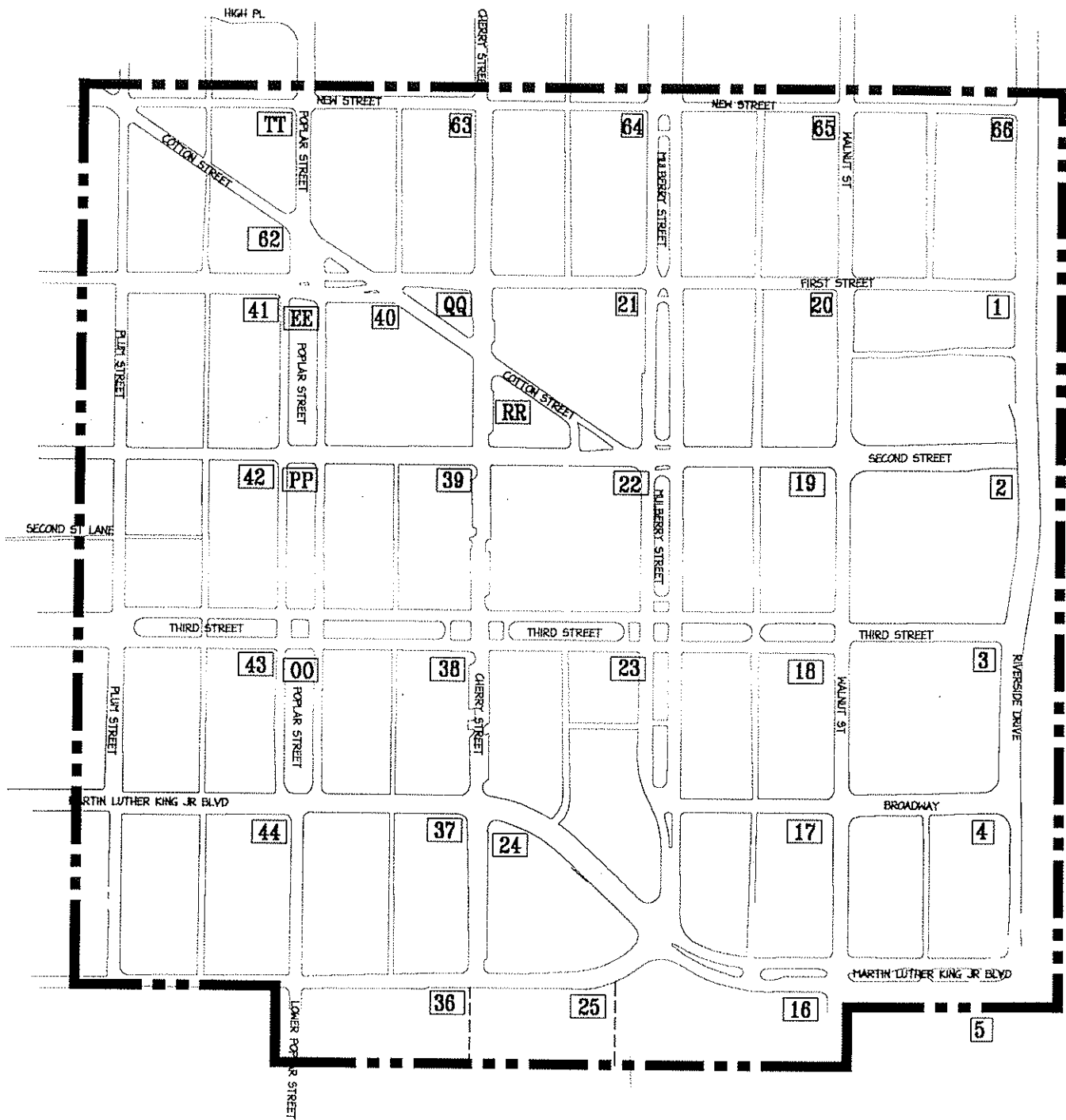
The Study Area

Figure 1 illustrates the study area as defined for the parking study. Basically, the study area extends from Riverside Drive to Plum Street and from MLK Jr. Boulevard/5th Street to New Street. This area contains most of the central business district related activities of government, retail sales and retail service, and quasi public uses.

A Review of the 1990 Study

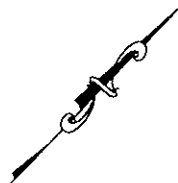
A downtown parking study was prepared for the Downtown Council in 1990. Significant findings of that study were:

- There were 7,992 parking spaces in the downtown study area.
- The peak occupancy occurred between 10:00 A.M. and 11:00 A.M. with 3,146 cars or 39% of the spaces occupied.
- It was apparent in the 1989 survey that substantial numbers of parkers were staying over the two-hour limit - over 574 parkers abused the two-hour on-street time limit zone daily.
- The 1990 Study noted the problem with enforcement.
- The "overuse" of free on-street spaces and the "under-use" of pay off-street spaces was noted as well as the need for more enforcement.
- Areas lacking in sufficient parking were around the County Courthouse, along Cherry Street and in the vicinity of the Terminal Station.
- The provisions of additional parking around the Bibb County Courthouse was a top priority. At least 125 additional spaces were needed. As a result, a two level parking deck was recommended to provide 250 additional spaces.
- A second deck was recommended to serve the Cherry Street corridor.
- It was recommended that additional parking be provided near the Macon Auditorium and City Hall - possibly south of the Sihah Shrine Temple. A two level site, with a landscaped plaza above and closure of Cotton Avenue from Poplar to First Streets, was suggested.
- A one-hour time limit was recommended for on-street parking in the Core Area.
- It was recommended that parking enforcement within the Police Department be reorganized into a self-sufficient operation supported by parking fines.



LEGEND

- BOUNDARY
- 44 BLOCK NUMBERS
- PP ON-STREET PARKING AREA



DOWNTOWN MACON PARKING MANAGEMENT STUDY

Figure 1.
STUDY AREA

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Lakeside Engineering Inc. Comprehensive Civil Engineering

EXECUTIVE SUMMARY

- Downtown Macon, Georgia has 7,869 parking spaces within the boundary of the Study Area.
- During the peak weekday period there are 4251 cars parked in 7,869 spaces or an occupancy of 54 %.
- On-street parking occupancy is 68% during the peak hour while off-street occupancy is only 51 %.
- Only eight block faces in the entire Study Area had a daily turnover of 5 vehicles per space or greater. We would expect a turnover of 8 or greater vehicles per space daily.
- There are 560 two-hour time limit violators in the on-street spaces **daily** - or almost **140,000 parking violators per year**.
- There are **350 two-hour violators in the peak hour period from 11:00 A.M. to 12:00 Noon**. If we could move these cars to long term parking there would be 350 more spaces for shoppers and those coming to do business.
- Parking enforcement must have a higher priority if retail businesses and other commercial ventures dependent on a high turnover of parking are to survive.
- It is recommended that the City undertake a more aggressive parking enforcement program including full time personnel assigned to enforcement.
- Either an existing agency or a new public-private partnership should have the responsibility of assembling private parking lots through acquisition and or lease to redesign and operate these lots to increase parking.

- Additional on-street parking should be added on Mulberry Street, Broadway, and First Street.
- It is recommended that the City acquire hand held computers for use in on-street time limit enforcement.
- It is recommended that the City install parking meters with two-hour limits and rates of \$0.50 per hour in the designated two-hour on-street time limit zone.
- It is recommended that the City increase overtime parking fines from \$2.00 to \$5.00 and that after 14 days they escalate to \$10.00 and after 30 days to \$20.00.
- It is recommended that Bibb County construct a one level parking deck over their existing lot. This can provide 250 to 300 spaces for employee and juror parking.
- It is recommended that the City institute a revolving loan fund to pay for the acquisition of off-street parking lots within the Poplar Street corridor to encourage upper floor residential reuse.
- It is recommended that a new non-profit organization be formed with the responsibility of planning, design operation and management for both on-street and off-street public parking.
- A parking promotion program should be implemented that includes news releases, newsletter articles, a parking map, and on-street parking signs for both public and private parking.

PART 1 - PARKING ISSUES

A series of meetings was held with the Steering Committee and with key downtown stakeholders to determine what the major parking issues are in downtown Macon. The range of issues are listed in Table 1, but the principal issues are: (1) parking enforcement; (2) provision of parking for new development; (3) parking for downtown residential uses and (4) the establishment of a parking organization for parking management. The consensus of those interviewed was that there is an adequate number of spaces for existing users but that there is a need to provide spaces to spur redevelopment and reuse of existing vacant building space.

Table 1 - Parking Issues Identified by the Steering Committee

Parking Supply

- Is there enough?
- Is it in the "right" place?"
- Can we add more on-street spaces?
- County parking needs.
- Juror parking needs.
- What can we do now to increase supply?

Parking Use

- Employees use on-street "customer" spaces.
- Employers should be responsible for enforcement of time limits.
- Parking decks are underutilized.
- Walking distances must be reasonable.
- Balance on-street and off-street use.

Enforcement

- Bring parking meters back.
- Enforcement fines are too low.
- Improve the record keeping system.
- Improve delinquent collection procedures.

Management

- Too many different agencies are involved.
 - Who should lead?
 - What type of parking organization is needed?
-

There was also concern about the lack of enforcement and the obvious problem of long term parkers (employees and business owners) parking on street. In this regard there was an interest in having a balanced enforcement program - not so much that would drive customers away, but enough to discourage employees and business owners from parking on street. A related need was to stimulate enough long-term demand to financially support the off-street parking facilities.

PART 2 - PARKING IN DOWNTOWN

The first element of the parking study which is documented in this report is an analysis of existing parking. This chapter concentrates on existing parking characteristics including a review of the 1990 Comprehensive Parking Study by The RBA Group Study. This work has provided valuable input on the location and number of existing parking spaces. The parking inventory in the RBA report was verified by field surveys as described in the following paragraphs.

Parking Surveys

Three types of parking surveys were conducted in downtown Macon. These surveys are very important in that they allow one to understand the parking characteristics of current parkers in the study. The three surveys were: (1) parking space inventory; (2) parking occupancy; and (3) parking duration and turnover. Each is described in the following paragraphs.

Parking Space Inventory

The parking inventory is simply a count of the number of spaces by block, by type. Typically, on-street, off-street public and off-street private spaces are tabulated. Appendix "A" contains a detailed breakdown of spaces by type and by block. Table 2 provides a summary of the inventory. In the 1990 Study, downtown Macon had 7992 parking spaces. It appears that there has been a loss of about 123 spaces.

Typically, downtowns have about 75 spaces per 1,000 population. Assuming a city population of 113,870 persons - the expected range of spaces for Macon would be 8535 to 8550 spaces. One can readily see that Macon with 7869 spaces, which is slightly below that number with 69 spaces per 1,000 population. Is this enough? We shall see in this chapter.

An interesting comparison of parking supply between Macon and towns of similar size is shown in Table 3. Macon with 69 spaces per 1000 population is considerably higher than cities of similar size including High Point, N. C.; Cedar Rapids, Iowa, and Evansville, Indiana. Another

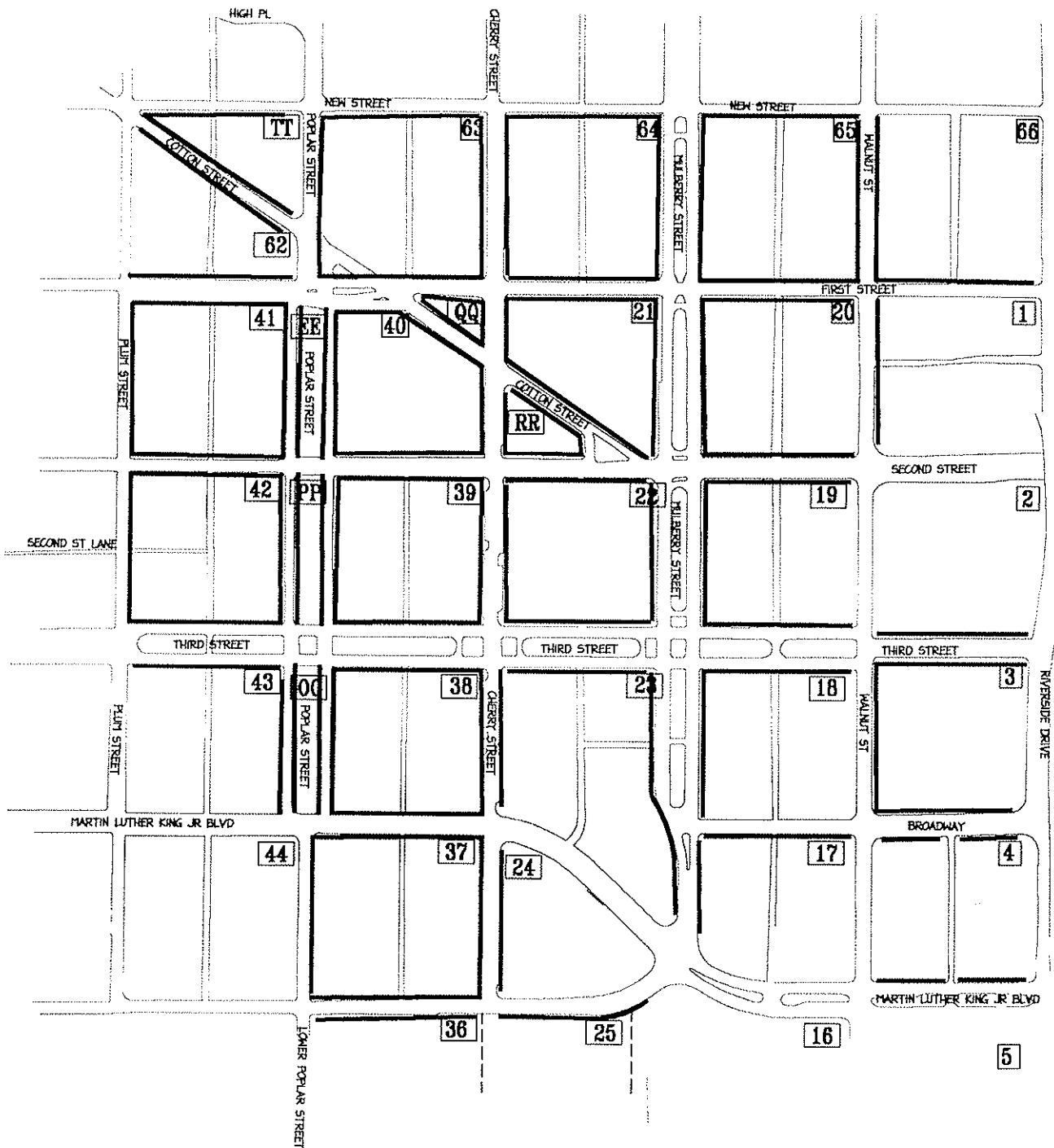
Table 2 - Downtown Parking Inventory	
On-street	1306
Off-street:	
Public	1170
Private	5393
Off-street Sub-total	6563
TOTAL - ALL SPACES	7869

Source: 2000 Parking Survey

Table 3 - Comparison of Population and Parking						
		Parking Spaces				
City	Population	On-street	Off-street	Total	SP/000	Occup. %
High Point, N. C.	100,090	336	4,064	4,430	44	75
Overland Park, KS.	111,600	NA	NA	NA	NA	NA
Macon, Ga.	113,870	1,306	6,563	7,869	69	54
Evansville, In.	126,270	776	6,033	6,809	54	62
Cedar Rapids, La.	135,800	1,215	3,122	4,337	32	83
Fall River, Ma.	141,510	1,488	3,234	4,722	33	85
Kalamazoo, Mi.	141,510	NA	NA	5,100	36	76

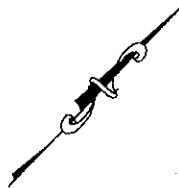
interesting statistic is the ratio of on-street to off-street spaces. For Macon over 84% of the downtown spaces are located off-street. This compares to a national average of 60 - 65 % of the total spaces located off-street. Part of this disparity relates to the Mulberry Street Parking Deck which is quite large for a downtown of Macon's size (almost 800 spaces). This is almost half of the 1,170 off-street public spaces for general public use which is very low for a town the size of Macon. Figure 2 and 3 illustrate existing off-street parking facilities.

There are several publicly owned and privately owned lots and garages available for general public parking use - many of which are greatly underutilized.



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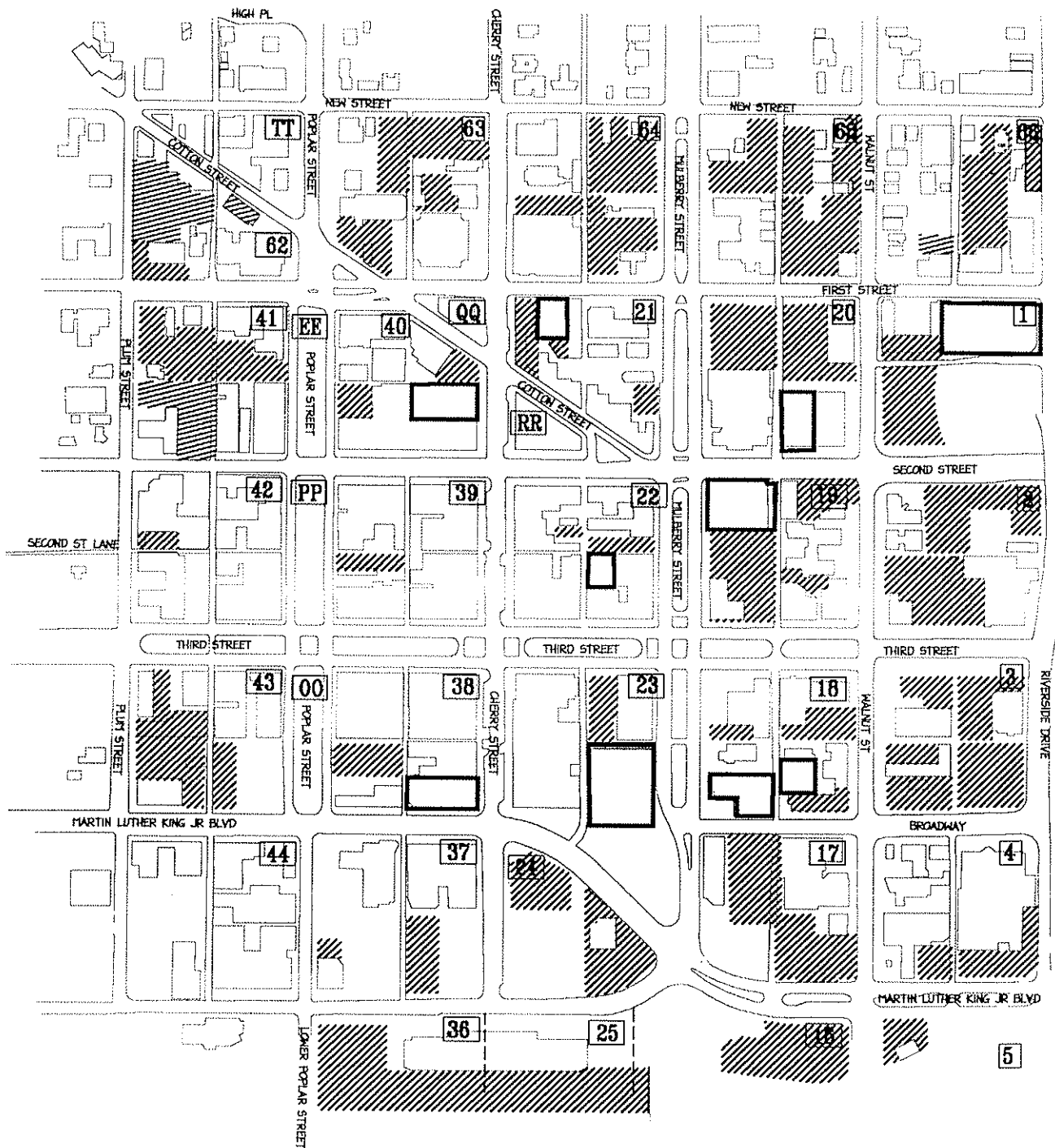
— ON-STREET PARKING



DOWNTOWN MACON PARKING MANAGEMENT STUDY

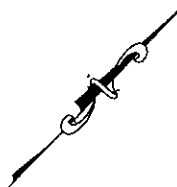
Figure 2 ON-STREET PARKING

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- DECK PARKING
- SURFACE PARKING



DOWNTOWN MACON PARKING MANAGEMENT STUDY

Figure 3
OFF-STREET PARKING

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Parking Occupancy

The parking occupancy surveys were conducted on September 13, 14, 2000. These surveys include a count of every vehicle parked both on-street and off-street within the survey area each hour from 9:00 A.M. to 5:00 P.M. Peak occupancy in on-street and off-street spaces occurs between 11:00 A.M. and 12:00 Noon on a typical weekday with 888 (or 68%) spaces occupied on-street, and 3363 (or 51%) of off-street spaces occupied. A much higher proportion of private spaces are occupied (48%) than public off-street spaces with 39% peak occupancy. Overall, for both public and private on and off-street spaces only 54% of the parking supply is occupied during the peak period. Parking occupancy is up dramatically from 1990 when the peak occupancy was only 39%.

On-street spaces experienced a much higher occupancy than off-street spaces, which is typical - normally on-street spaces enjoy higher use because those spaces are more convenient. The peak occupancy shown in Table 4 is low and indicates that, overall, the number of spaces is adequate. There are some blocks where occupancies are over 75% (see Figure 4) but these are limited and always have adjacent blocks with low occupancies. Appendix "A" includes block-by-block tabulation of spaces and occupancy.

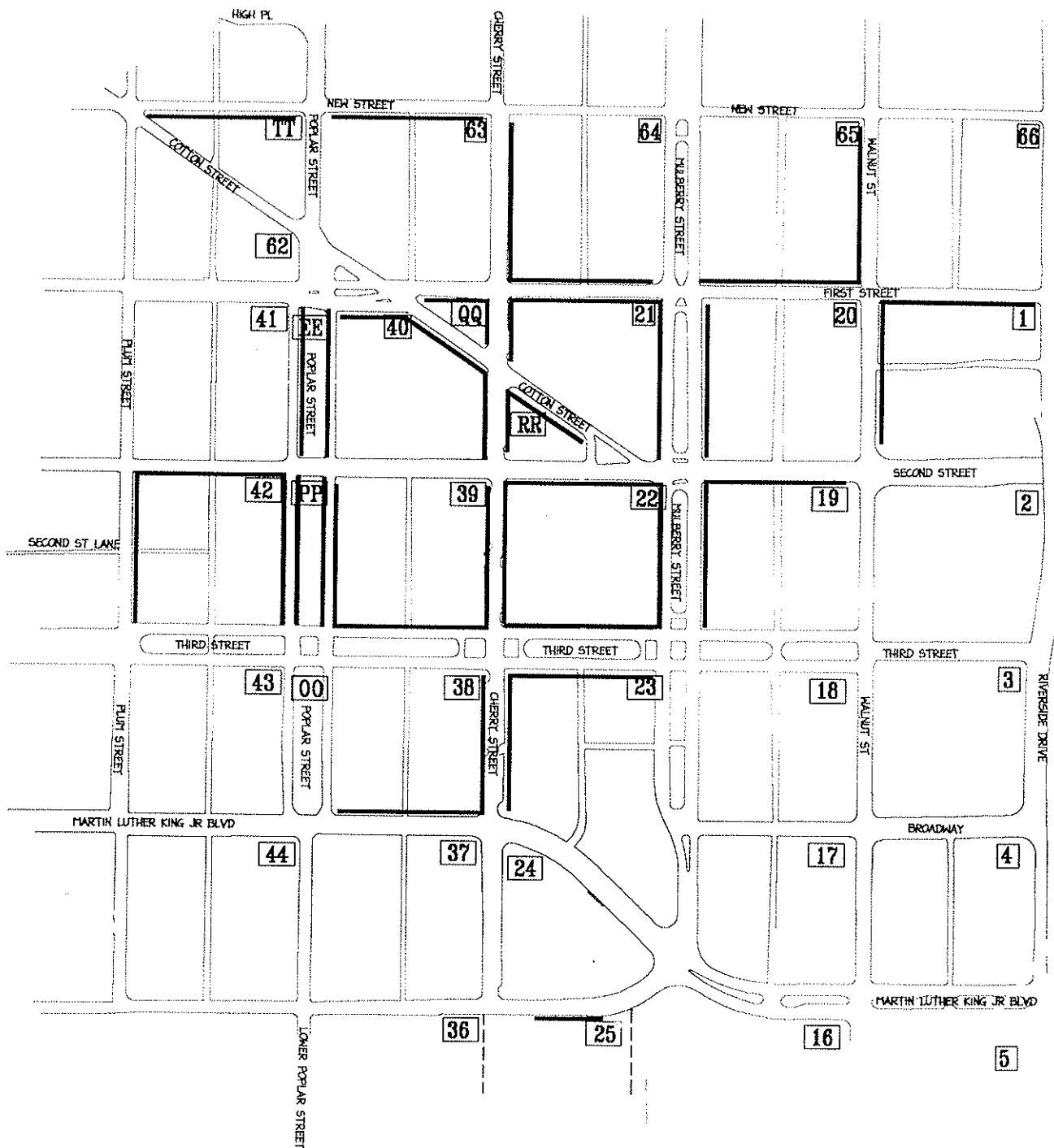
Figure 5 illustrates all off-street lots and garages with occupancies over 75%. Only seven facilities out of 64 exceed 75%, and all adjacent blocks show low occupancies - meaning parking is available a short walk away. Clearly, there is no lack of parking spaces overall. Spaces are generally available, if not within each block, then in adjacent blocks.

Table 4 - Peak Parking Occupancy			
	Existing Spaces	Peak Occupancy	% Occupied
On-street	1306	888	68%
Off-street	6563	3363	51%
TOTAL	7869	4251	54%

Source: 1999 Parking Turnover Survey

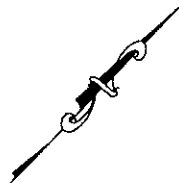
Parking Turnover

Parking turnover is an important characteristic of parking usage since it is an indication of whether valuable on-street spaces are being used efficiently. It may also be an indication of enforcement activity of the time limit zones - low enforcement equals low turnover and high violation rates. Parking turnover is of primary interest for on-street areas in the retail district since this is where one expects the majority of short term parking (2 hours or less) to occur. Good turnover on retail block faces should exceed 8 vehicles per space per day. On other block faces with little retail use a minimum of 4 - 5 vehicles per space per day should occur.



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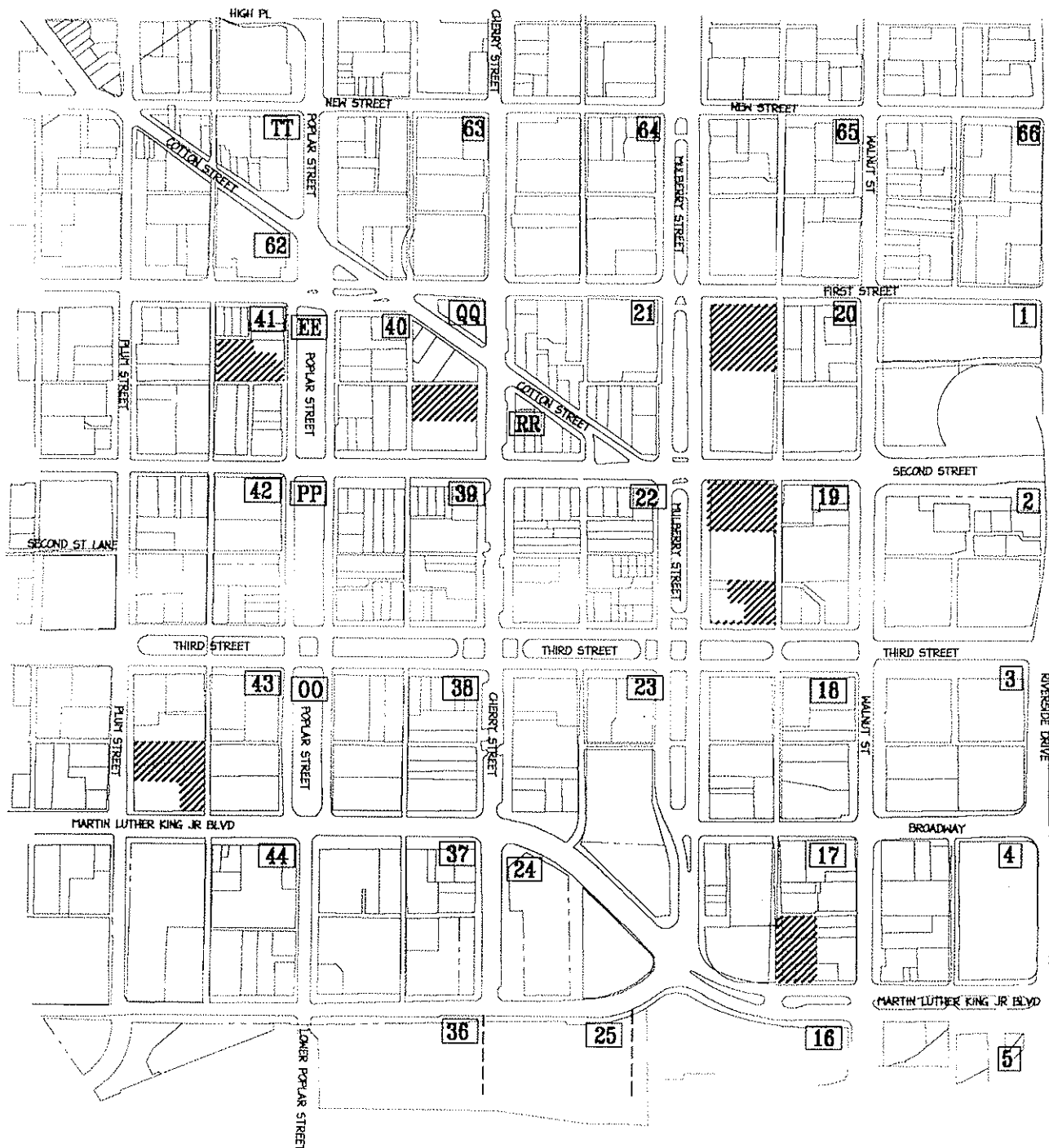
— OCCUPANCY OVER 75%



DOWNTOWN MACON PARKING MANAGEMENT STUDY

Figure 4
PEAK ON-STREET OCCUPANCY
OVER 75%

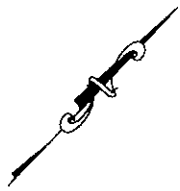
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OCCUPANCY OVER 75%



DOWNTOWN MACON PARKING MANAGEMENT STUDY

Figure 5
PEAK OFF-STREET OCCUPANCY
OVER 75%

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In 1990, the overall on-street turnover was only 3.91 vehicles per space per day. By 2000 it had decreased to 3.09 vehicles per space per day! It is interesting that only six block faces in the entire study area have a 5.0 or greater turnover. The highest has a turnover of 5.7 on Cherry and 3rd Streets (see Figure 6) and these are in *the area of predominant retail use*. This factor indicates that there is a lack of turnover and long term parking is occurring.

Parking Duration

Parking duration indicates how long the on-street parker stays and is a prime determinant of effective parking. The parking turnover survey allows one to calculate the percent of the parkers staying for each of several time periods. Nationally, the division of parkers by time limit is: 82% one hour or less; 10% one to two hours; 5% two to three hours; 2% three to four hours; and 1% over four hours. Figure 7 illustrates the duration of on-street parkers in the study area as compared to the national average for towns in Macon's population range..

Typically, with on-street time limits there will be a higher proportion of short-term parkers and a lower proportion of long-term (4 hours or over) parkers. As can be seen in Figure 7, Macon has a higher proportion of long-term parkers and a smaller proportion of short-term parkers (less than two hours). It is apparent that long-term parking is occurring on street in the 2 hour time limit zone in almost every block face in the downtown area - the worst areas are along Poplar, Third, and Mulberry Streets.

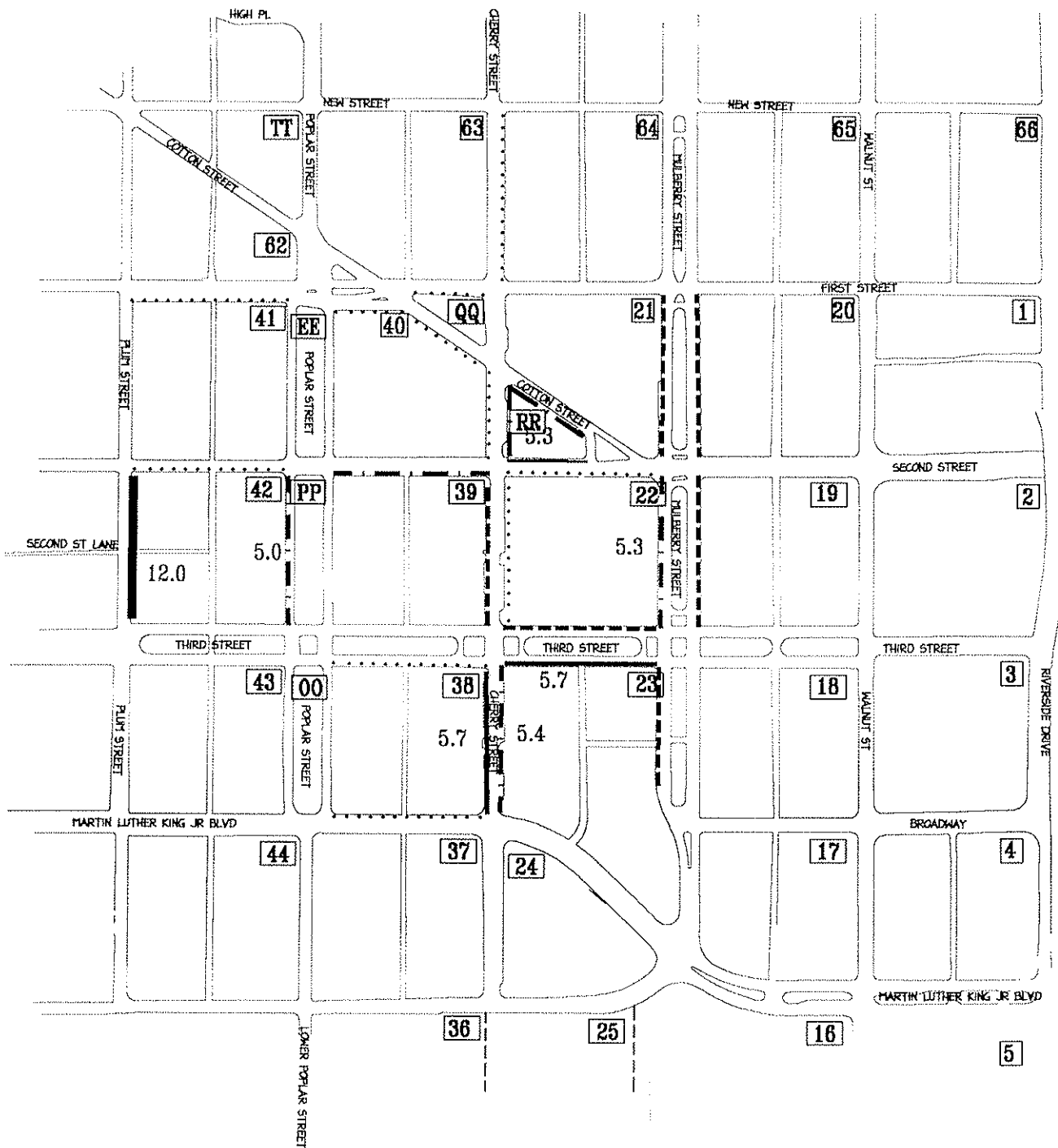
Time Limit Zones and Parking Violations

In order to pinpoint where overtime parking violations are occurring, it is necessary to know where the time limit zones are. Figure 8 illustrates these areas. With the exception of a 15-minute time zone along Cotton Avenue, the remainder of the time limits are two hour. The parking turnover survey found over 560 time limit violators per day of which almost 350 occurred in the peak hour. **In downtown Macon 140,000 parkers per year are exceeding the two-hour time limit!**

Parking Enforcement

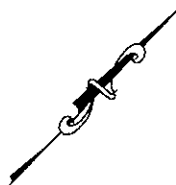
While it is important to have an adequate supply of parking, it is even more important to manage that parking well - and a very significant part of parking management is enforcement. In Macon, parking enforcement of the 2-hour time limits is done by three "unsworn" officers under the supervision of the police department (currently only two officers are available). Enforcement of on-street parking is done from 8:00 A.M. to 4:00 P.M. on weekdays.

Using the data from the parking turnover survey one can locate the specific block faces where violations occur. The highest violations occur along Poplar Street between Second Street and MLK, Jr. Boulevard. Within the "center parking" areas along the median, 32 violators per day were recorded between Broadway and Third Street and 48 violators per day were recorded between Second and Third Streets. Figure 9 illustrates these other parking violation block faces exceeding 10 time limit violations per day. Clearly, in areas around the Courthouse, along Third



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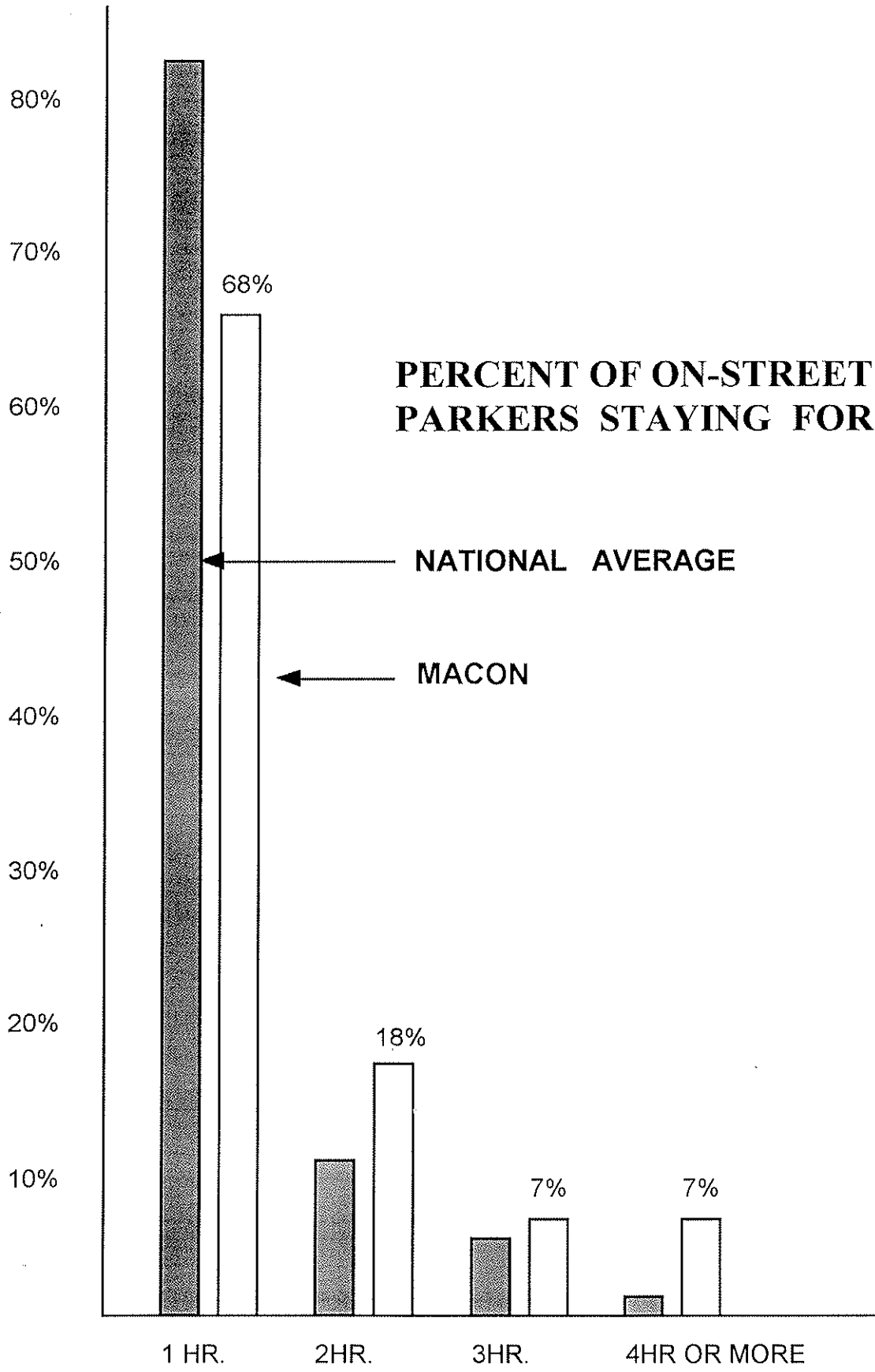
.....	4.0 - 4.5
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- . - . -	5.0 - 5.5
=====	5.5 - 6.0
—————	OVER 6.0



DOWNTOWN MACON PARKING MANAGEMENT STUDY

Figure 6
PARKING TURNOVER

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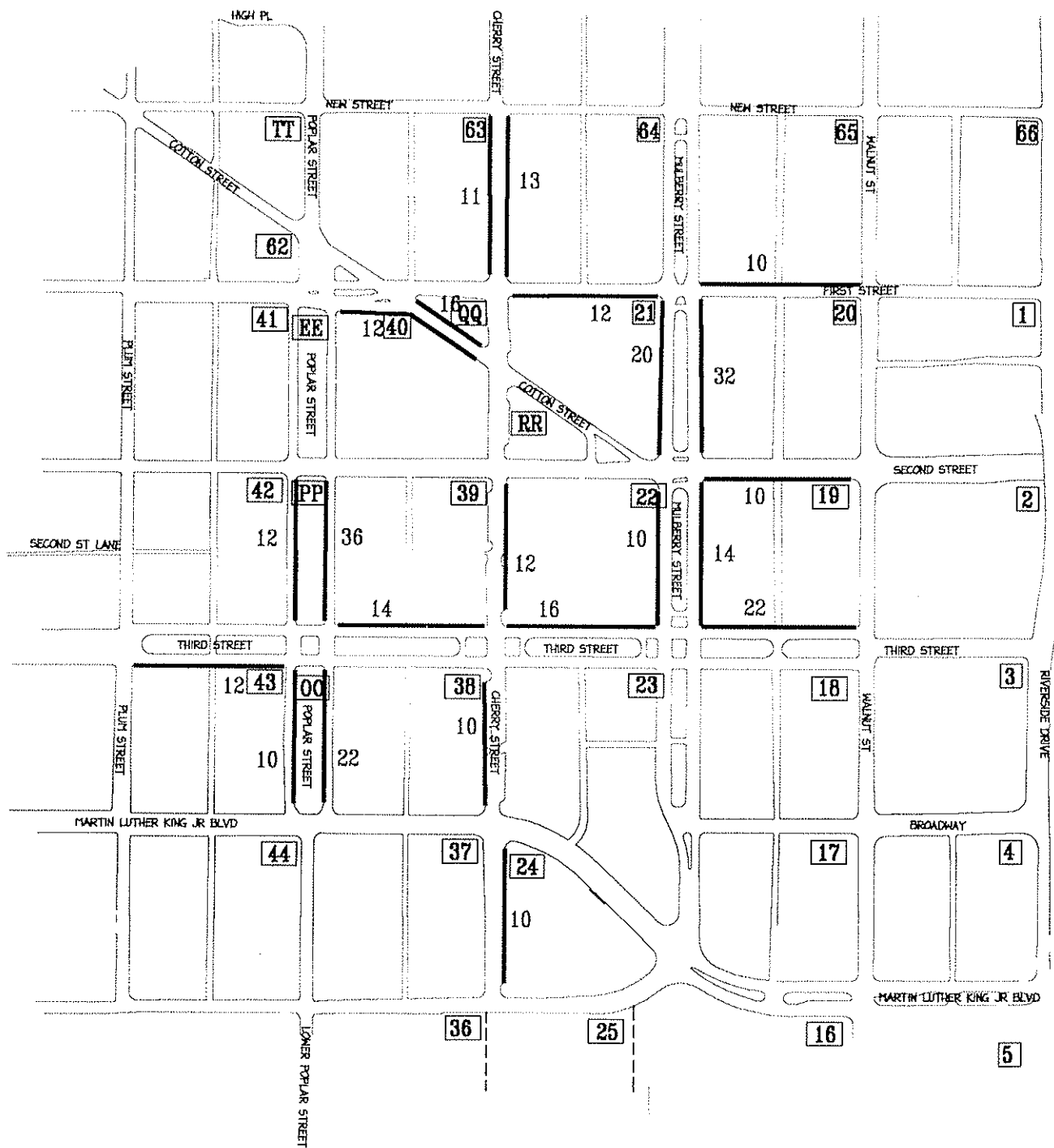
DOWNTOWN MACON PARKING MANAGEMENT STUDY

Figure 7

PARKING DURATION

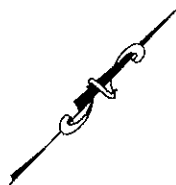
John D. Edwards, P.E.

Transportation Consultant, Inc.



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— BLOCK FARES WITH OVER 10
VIOLATIONS DAILY
14 NUMBER OF VIOLATIONS



DOWNTOWN MACON PARKING MANAGEMENT STUDY

Figure 9
2HR. TIME LIMIT VIOLATIONS DAILY

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Street, Walnut Street, Cotton Avenue and Poplar Street more enforcement activity is needed. This is based upon 251 weekdays per year.

Table 5 - Overtime Parking Tickets Written		
	Year 1999	Year 2000
January	967	1688
February	1627	1929
March	1203	1129
April	1065	438
May	1124	587
June	1322	702
July	918	462
August	625	326
September	618	NA
October	974	NA
November	740	NA
December	1086	NA
Annualized Total	12,269	10,085
Daily Total	49	40
Per Officer	16	13

Historical data on parking enforcement from 1989 indicated that 22,764 parking tickets were issued by the parking enforcement personnel. This reflects a dramatic decrease in enforcement activity for 2000 by current enforcement efforts. Parking tickets totals from January 1999 through August 2000 are available, and Table 5 provides a summary of tickets written in the downtown area. An average of 49 tickets per day were written in 1999 by three parking violation officers. Only 40 tickets per day were written in the first eight months of 2000.

Monthly variations in the number of tickets written reflect lapses in enforcement due to personnel on vacation and/or on other assignments. There is difficulty in maintaining enforcement personnel and considerable variation occurs in the manpower assigned. Normally, one would expect 60 tickets per day per officer in a good enforcement program.

An independent survey of overtime parking as reported in the previous section found that there were over 140,000 time limit violators per year. If only 10,085 tickets are being written per year, then **less than 7% of the violators are being ticketed**. This emphasizes the need for a much increased level of activity on parking enforcement. Clearly, there is potential for a self supporting parking management system.

Conclusions

Based upon the interviews with downtown's stakeholders and the parking surveys the following conclusions can be stated relative to existing parking conditions.

- The major parking issues relate to whether there is enough parking and how existing parking is being used.
- There are 7869 on-street and off-street spaces or 69 spaces per 1000 population within the study area. This is slightly under the national average of 75 spaces per 1000 population.
- Eighty-three percent of the spaces are located off-street. This is considerably higher than the national norm of 70 - 75 % for cities of this size.
- The peak occupancy of the existing parking spaces occurs between 11:00 A.M. and 12:00 Noon with 4251 cars parked in 7869 spaces; 54% of the available spaces are occupied during the peak period. This is an improvement over the 1990 survey with only 39% of the spaces occupied but is still not great.
- While almost 70% of the on-street spaces are occupied during the peak, only 51% of the off-street spaces are occupied during this period.
- There is wholesale abuse of the two-hour time limits on street. There are 560 time limit violators per day, or on an annual basis 140,000 violators per year. This is only slightly less than the 574 daily violators found in 1990.
- Parking enforcement is lax and inconsistent. In 1999 there were 49 overtime parking tickets written per business day while in the first 8 months of 2000 there were only 40 tickets written per day. This is a drastic reduction in the number of tickets written in 1990. A good average enforcement level is 60 tickets per day per enforcement officer.
- There needs to be a higher priority placed on parking enforcement by the City and the business community if retail uses are to prosper. The wholesale use of on-street customer spaces by employees and business owners is and will be detrimental to existing and potential retail businesses.

PART 3 - STRATEGIES FOR IMPROVED PARKING

Previous sections of this report have detailed the issues brought forth by downtown's stakeholders, New Town Macon and the City as well as the user characteristics of today's downtown parkers. One now has a comprehensive view of the problems with the current parking system. What are some strategies that have worked elsewhere and how can they be applied in this situation? This chapter of the report will describe some approaches to solving the problems. These suggested approaches will stress existing problems first and then address future needs.

Balancing the Use of Parking Facilities

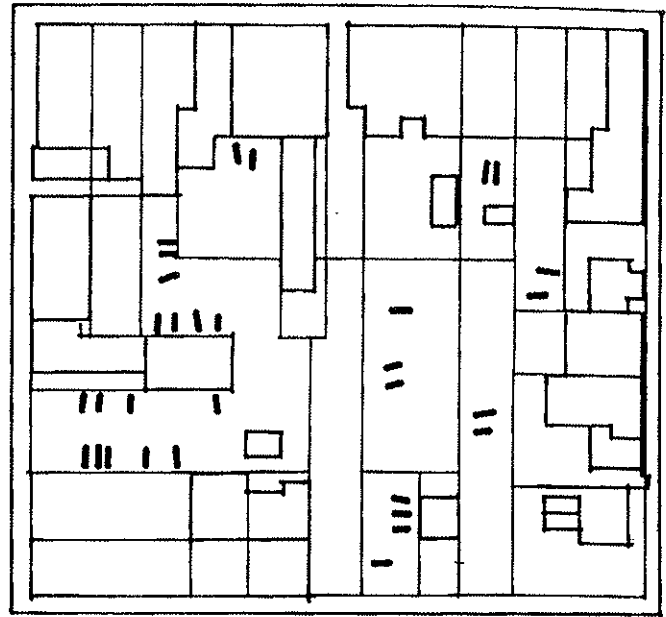
The parking surveys show that 68% of the on-street parking spaces were occupied in the peak hour while only 51% of the off-street parking was used during this period. This indicates an imbalance between on-street and off-street parking usage. Thus, a large proportion of the parking "resource" is unused even in the peak hour. Almost 3200 off-street spaces remain unused! By encouraging greater off-street use it is possible to increase the "effective" supply of parking.

In order to take advantage of the unused off-street spaces, establish a "Parking Bank" which will provide information on available spaces for long-term parkers (over 4 hours). A "Parking Bank" is a listing of spaces available for lease, the location, contact person, and rate. In some cities the parking bank is operated by the downtown organization. The "parking bank" coupled with better time limit enforcement will "balance" the use of on-street and off-street parking facilities.

Redesign and Combination of Existing Lots

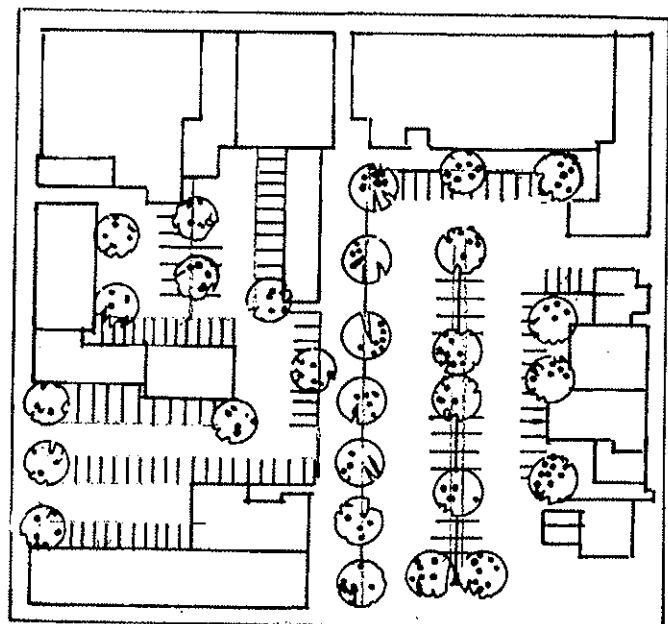
In some cases, the off-street parking lots are inefficiently designed or are not marked at all. Some adjacent lots were independently designed and there is potential for combination and coordination of the design to produce more spaces. Figure 10 illustrates the technique where several inefficiently designed lots are combined into one large lot with a substantial increase in the number of spaces. Sites in Block A, BB, I, and II are candidates for this strategy.

The diagram to the right shows the buildings, lot lines, and the "informal" parking use of the area with little coordination between parking on adjacent parcels. In this existing conditions diagram, it is obvious that there is much wasted space.



**Plan of Downtown Block
Richmond, Kentucky**

In the revised plan to the right, all parking has been oriented into regular rows that complement each other. Alleyways have been utilized to provide improved access and landscaping has been added to improve the visual appearance of the area.



**Revised Parking Plan
Downtown Block - Richmond, Kentucky**

DOWNTOWN MACON PARKING MANAGEMENT STUDY

Figure 10

EXAMPLE OF PARKING LOT COMBINATION AND REDESIGN

John D. Edwards, P.E.

Transportation Consultant, Inc.

Revise Time Limits

Another strategy which could provide additional parking is to revise the time limit zone and the time limits. A two-hour time limit is generally appropriate for the retail district; however, a one hour time limit will increase turnover and provide more "effective" spaces. In low utilization areas, the time limit is not required to provide adequate turnover, and under these circumstances, one might eliminate time limits. The best time limits are those easily understood and simple to use. We would recommend simplification of the time limits with as few categories as possible.

Adding On-street Parking

There is great potential for adding on-street parking due to the wide streets. This could include adding parking in unused turn lanes as well as converting parallel parking to angle parking. "Block Faces" K-east, G-south; K-east; N-south; P-north; GG-south; and FF-north. This could possibly add 120 to 150 spaces to the parking supply.

Designated Juror Parking

In most "county seat" towns juror parking is a problem. A designated parking area or areas for juror parking is one strategy to minimize the negative impacts of the jurors' parking in on-street spaces. Designated juror parking areas with a map included with the juror summons could improve on-street parking availability in downtown Macon in the northeast quadrant.

Improving Enforcement

Improving enforcement will increase the efficiency of existing spaces. As determined in the parking surveys there are 560 violations per day, and during the 11:00 A.M. - 2:00 P.M. peak hours there were a minimum of 350 violations of the time limit during each of the peak use hours. If, through enforcement, one could recapture these short term spaces for the use of the shoppers or for business trips, then the "effective parking supply" is increased by 350 spaces. Effective enforcement involves having consistent enforcement runs every hour and every business day.

Improving Parking Management

Today's parking system in downtown Macon is uncoordinated and totally unmanaged. The Police Department writes tickets, the Municipal Court maintains violation records, the Finance Department collects moneys and makes payments on the bonded debt for the City's parking garage, the Macon-Bibb Urban Development Authority and the Downtown Council conduct studies of parking and future parking needs, New Town Macon conducts studies of redevelopment opportunities stimulates new development and no one is responsible for coordinating the efforts of the various agencies involved in parking. There should be one agency that is responsible for the management of parking.

This is not a new idea! Here in Georgia there are several cities that have "centralized" parking management, enforcement, collections and planning in one agency. These cities include Athens, Decatur, and Rome. Nationally, there are many cities who have centralized the management of parking in one agency - usually the downtown organization. If management were centralized, it could increase the "effective" parking supply by 10 - 15 %.

Summary of Strategies

This chapter has described a series of alternative strategies which can be used to increase the amount and effectiveness of parking in downtown Macon. Some are easily accomplished, some are more difficult in terms of time and money; however, all are within the capability of downtown stakeholders if they truly wish to solve "parking problems." There is little need for additional parking for existing building uses except in a few centrally located blocks and adjacent to the Bibb County Court House, the Macon Auditorium and the Macon City Hall . There is a need for an existing organization to manage the parking system. The recommendations will focus on these issues.

PART 4 - THE RECOMMENDED PARKING MANAGEMENT PLAN

The previous sections of the study report have listed parking issues, described existing parking conditions and outlined some strategies for meeting current parking needs. This section of the report outlines the recommended parking management plan. This Management Plan is divided into two major sections:

- Meeting Existing Parking Needs
- Addressing Future Parking Demands

The separation of these two elements is necessary because the approach to solving the two elements is substantially different. Because there is a surplus of parking now, strategies which make better use of existing parking will be sufficient to meet current needs; however, future demands are likely to be substantially more than what currently exists and additional parking will be required. Addressing existing parking needs implies "short range," low cost, easy-to-implement strategies that will meet current needs.

Meeting future demands may involve the addition of new facilities and the combination and/or conversion of parking lots to structured parking which involves substantial financing. While addressing existing parking needs may primarily involve the City, meeting future needs must be a joint responsibility between the City, the Bibb County, and the private sector.

Meeting Existing Parking Needs

As indicated in Part 2, the "parking problem" in downtown Macon is not so much the lack of parking supply but the lack of management and optimal use of those spaces. Over 20% of the on-street customer spaces are being used by long-term parkers (employees and business owners who park for more than two hours) while the off-street lots are only half full. While all off-street facilities are not available to everyone, it is clear that off-street spaces can be found for all long-term parkers within a reasonable walking distance.

Actions to Increase Long-term Parking Supply

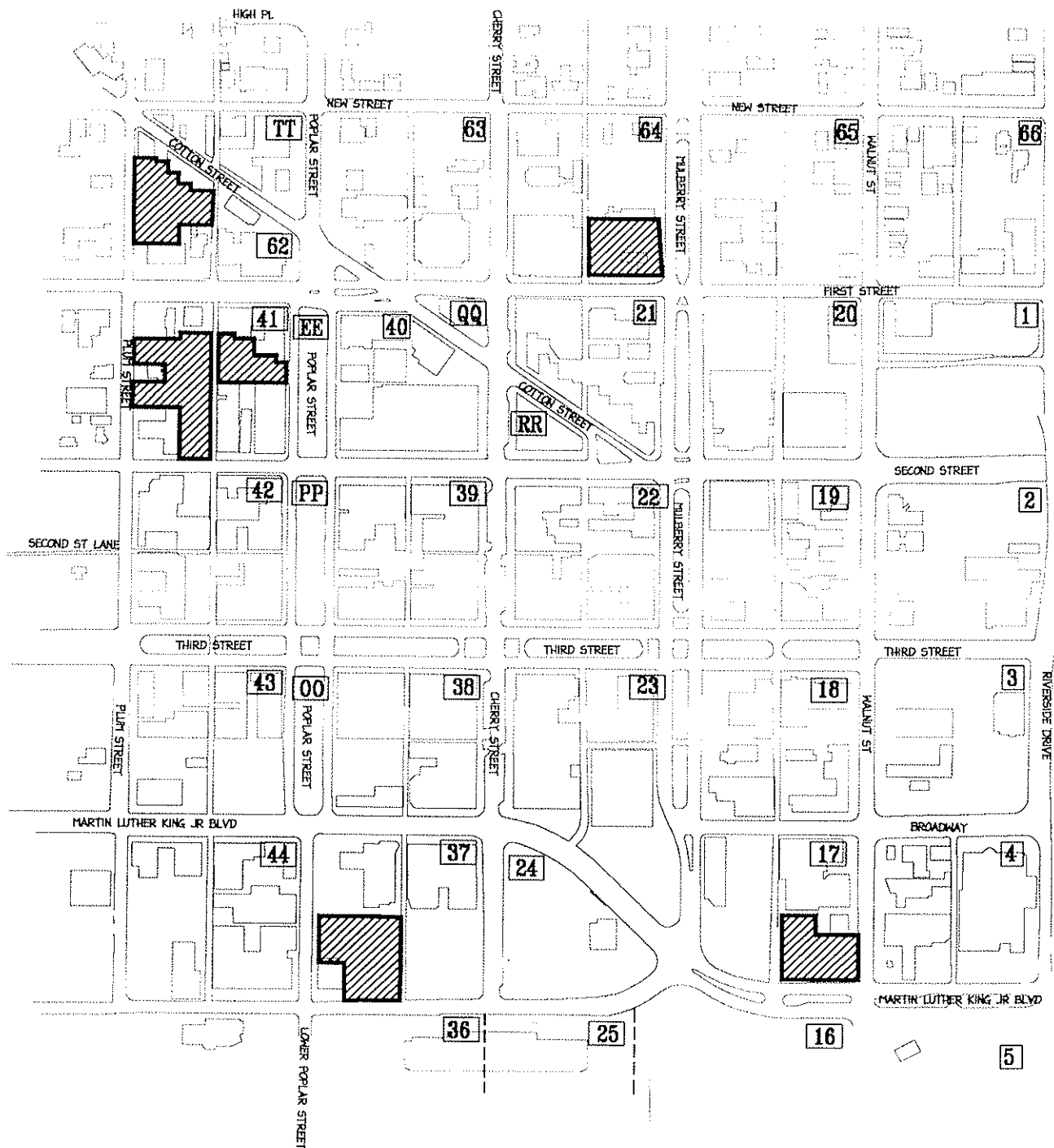
Long-term parking supply is either in off-street facilities or in the low use peripheral areas of downtown. Actions to increase parking supply are and should be directed to long-term parking. If we can provide convenient parking within two blocks from each employer's work place, that will leave the convenient on-street spaces available for customers and shoppers.

The parking surveys showed only 51% of the off-street spaces were occupied in the peak hour—meaning 49% are vacant! Many of these spaces are privately owned and; therefore, restricted as to use. We recommend the organization of a Parking Bank (See Appendix "D") which is a listing of all private and public off-street facilities available to the public either through payment of an hourly or daily fee or by monthly lease. Table 6 lists existing facilities and owners for available off-street spaces varying in rate from \$20.00 per month to \$65.00 per month. Appendix "D" provides more detail on the Parking Bank for Macon.


Table 6 - Existing Leased Lots and Garages			
Location	Total Spaces	Monthly Price	Total # Leased
Mulberry Street Methodist Church Lot	104	\$30	35
City Auditorium Lot	104	\$30	37
BB&T Bank (Deck)	254	\$40	198
Cassidy Parking (Deck)	90	\$30	90
Charter Medical (Deck)	208	\$40	208
Sun Trust Bank Lot	40	\$40	40
Sun Trust Bank (Deck)	339	\$35-\$45	300
BB&T Bank Lot	144	\$30	144
Fulton Federal (Deck)	140	\$65	140
Mulberry Street Garage (City)(Deck)	750	\$40	500
Cherry Street Garage (Damaste)(Deck)	220	\$35	60
Damaste Lot	73	\$32.50	50
Poplar Street Lot	40	\$25	40
Central Ga. Health System (Deck)	138	\$30	96
Rivoli Bank Lot	65	\$65	65

Source: Republic Parking Systems

Redesign and Combination of Existing Lots. Figure 11 illustrates candidate lots where, with combination and redesign, between 125 and 200 additional spaces can be added without demolition of any buildings. Appendix "C" includes a preliminary layout of each of these lots. Since some



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 CANDIDATE SITE

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Figure 11
CANDIDATE SITES FOR REDESIGN

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of the lots involve multiple private owners, it may be necessary for a public entity to assemble, design, construct, and manage the new combined facilities. If these facilities were "card-access" controlled, it would be possible to "over-lease" the lots, thereby providing even more spaces for long-term use - possibly up to 120% of the added parking or well over 150 spaces.

In order to implement such an approach, a "public-private" partnership is needed where, for a nominal amount, the privately owned parking lots can be leased to the City or some other agency such as Macon-Bibb County Urban Development Authority, for management and operation. This public-private partnership could assemble several adjacent parking lots, redesign them, lease unused spaces and, thereby, increase the amount of off-street parking for employees.

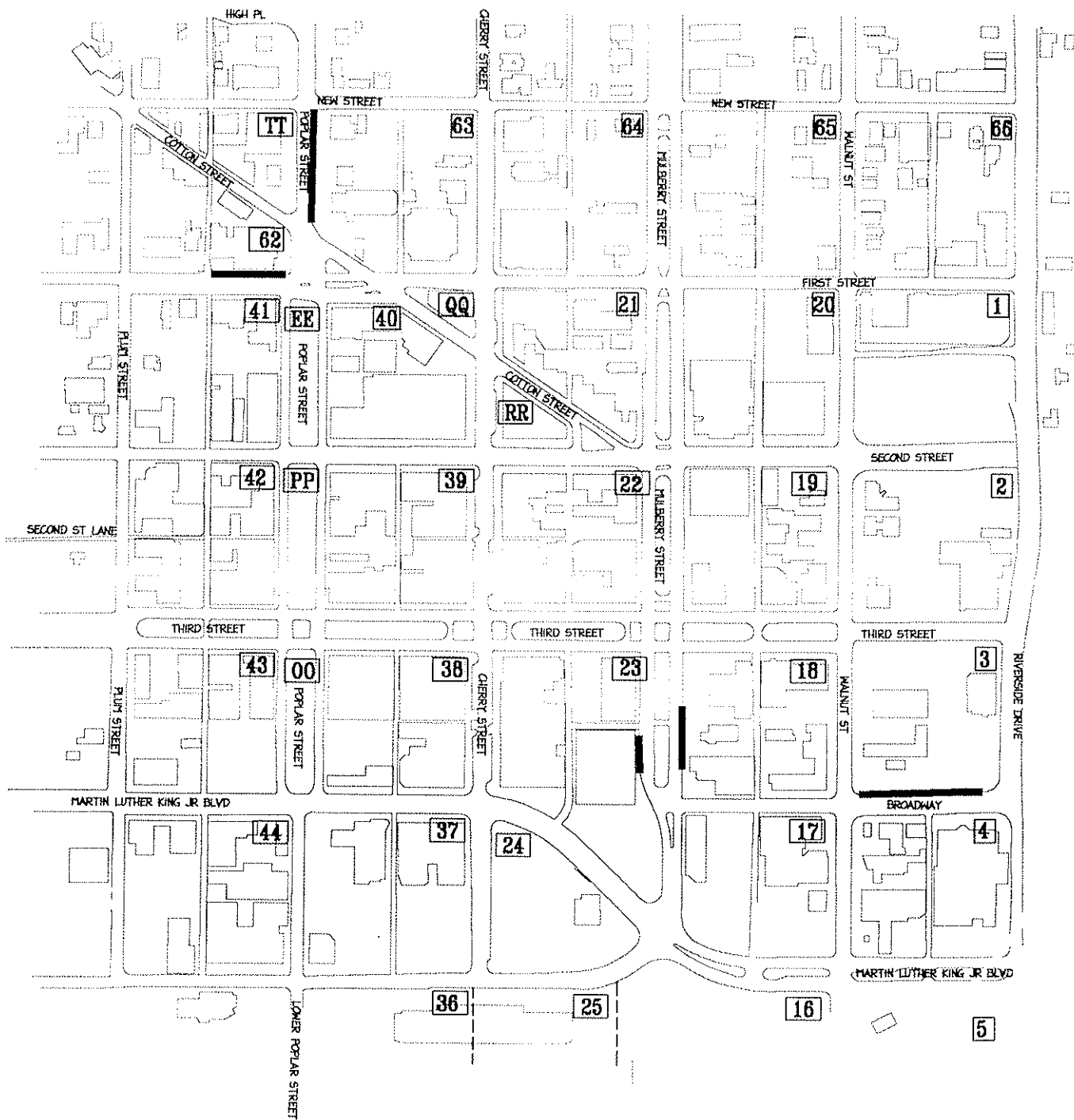
Designate Juror and County Employee Parking. A second strategy to improve the effective supply is to designate juror parking in a convenient location. The Mulberry Street Methodist Church lots, which have 130 unused spaces in the peak hour, could be used by the County as a juror parking area. The jury summons could have a map printed on the back showing where this parking is located in relation to the Courthouse and jurors could be required to park in this lot. This would preclude the saturation of on-street spaces by jurors each Monday morning.

In the long term, a new multi-level parking facility in Block "64" north of the Courthouse could provide 375 spaces on three levels. In the interim period, 50 unused spaces in the BB&T Bank building parking deck and 69 unused spaces in the Methodist Church Lot could be leased by the County for its employees.

Adding On-street Parking. This strategy has already been used on parts of Mulberry Street. Four block faces were converted in recent years from parallel to angle parking resulting in adding 58 spaces. Due to the low traffic volumes and wide streets in downtown Macon there are several locations which are appropriate for redesign including portions of Mulberry Street, Broadway, and Poplar Street. Some unused loading zones and turn lanes could be converted to parallel parking uses as well. Figure 12 illustrates potential areas for adding parking. If all of these block faces can be converted to parking it will increase the short-term parking supply by 50 - 75 spaces.

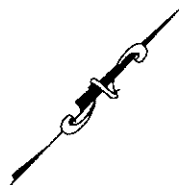
Actions to Improve Enforcement

Aggressive enforcement has several positive attributes: (1) it will increase the "effective" on-street parking supply by encouraging long-term parkers to park in off-street facilities; (2) it can provide financial support for the enforcement program through increased fines and (3) it will reduce the perception of crime through the presence of a uniformed officer on the street. In downtown Macon parking enforcement has a low priority and as a result there is wholesale abuse of the two hour time limit on street. Parking surveys reveal there is an average of 590 time limit violators per day which amounts to ***148,800 time limit violators per year!*** Only 40 tickets per day were written in the first eight months of 2000 - ***less than 7% of the violators were ticketed***



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— BLOCK FACES WITH ADDITIONAL
ON-STREET PARKING



DOWNTOWN MACON PARKING MANAGEMENT STUDY

Figure 12 POTENTIAL AREA FOR ADDED ON-STREET PARKING

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for overtime parking.

Enforcement Priority. Enforcement of on-street parking is a tough proposition. Typically, it is a thankless job, having low priority from a public agency viewpoint and there is difficulty in keeping enforcement personnel. The job can be stressful when tickets are written and enforcement personnel are verbally abused by violators. Improved enforcement requires cooperation between the Police Department, downtown merchants, the adjudication process and the Court System. Each of the above groups and agencies must support the program and must be convinced of the value of having on-street spaces reserved for short-term parkers. On-street parking is "free" and since there is no revenue to pay for enforcement personnel the priority for enforcement, when compared to other crimes, is very low. **The only way to improve enforcement in downtown Macon is to give it a higher priority.**

Due to the pressure of other crimes, it will be difficult to make parking enforcement a high priority with the Macon Police Department. There are at least three options to improve enforcement: (1) establish a parking enforcement division within a city department such as the police or municipal court and concentrate all enforcement and adjudication activity within that agency; (2) establish a separate agency such as a parking authority and concentrate all parking management and enforcement under that agency; and (3) contract with a private vender to manage and operate the on-street parking system. This vender could supply meters, collect meter fees, enforce parking, and under contract with the City of Macon collect parking fines and adjudicate parking violations. More details on the recommended organization structure for this move are under the section on organization.

Staffing and Enforcement. Typically, in a City the size of Macon each parking violations officer (PVO) will cover 500 - 600 on-street parking spaces and will write 40 to 50 overtime tickets per day. One can see with the current enforcement level of 40 tickets per day (for two or three officers), and with only 7% of the violators being ticketed, there is ample room for improvement.

It is recommended that the enforcement agency given the responsibility for time limit enforcement; use two full time unsworn PVOs and that a goal of 40 tickets per officer per day be set until the time limit violation rate declines. The enforcement program should be expanded to a full five day week from 8:00 A.M. to 4:00 P.M. There should be back-up personnel so that enforcement is consistent and continual. The two-hour time limit should be retained with some short-term (15 min.) parking at selected locations.

Enforcement Procedures and Record Keeping. Chalking tires as an enforcement procedure is not very effective since one can erase the chalk, move the car forward and/or swap spaces with a fellow employee. A hand held computer with download capability to a PC should be acquired to record license plate numbers for better enforcement. The daily download of parking violators will allow the identification of habitual violators and will allow instant recognition of parking scofflaws - those persons who have multiple unpaid tickets. The use of a PC will allow the accumulation of records such as the number of tickets written daily, monthly and annually; the number of

tickets paid; the revenue from parking tickets and the identification of habitual violators. Using these data it will be possible to monitor the effectiveness of the enforcement program which is not possible now. A goal of 80% payment of parking tickets should be set.

Parking Fines and Fees. Currently, the overtime parking fine is \$3.00. While this is low for a town of Macon's size, it is more important to consistently enforce parking every day. If a priority is placed on enforcement activity and if collections are actively pursued, the \$5.00 overtime fine with escalation to \$10.00 after 14 days and \$20.00 after 30 will serve as an adequate deterrent to over-time parking.

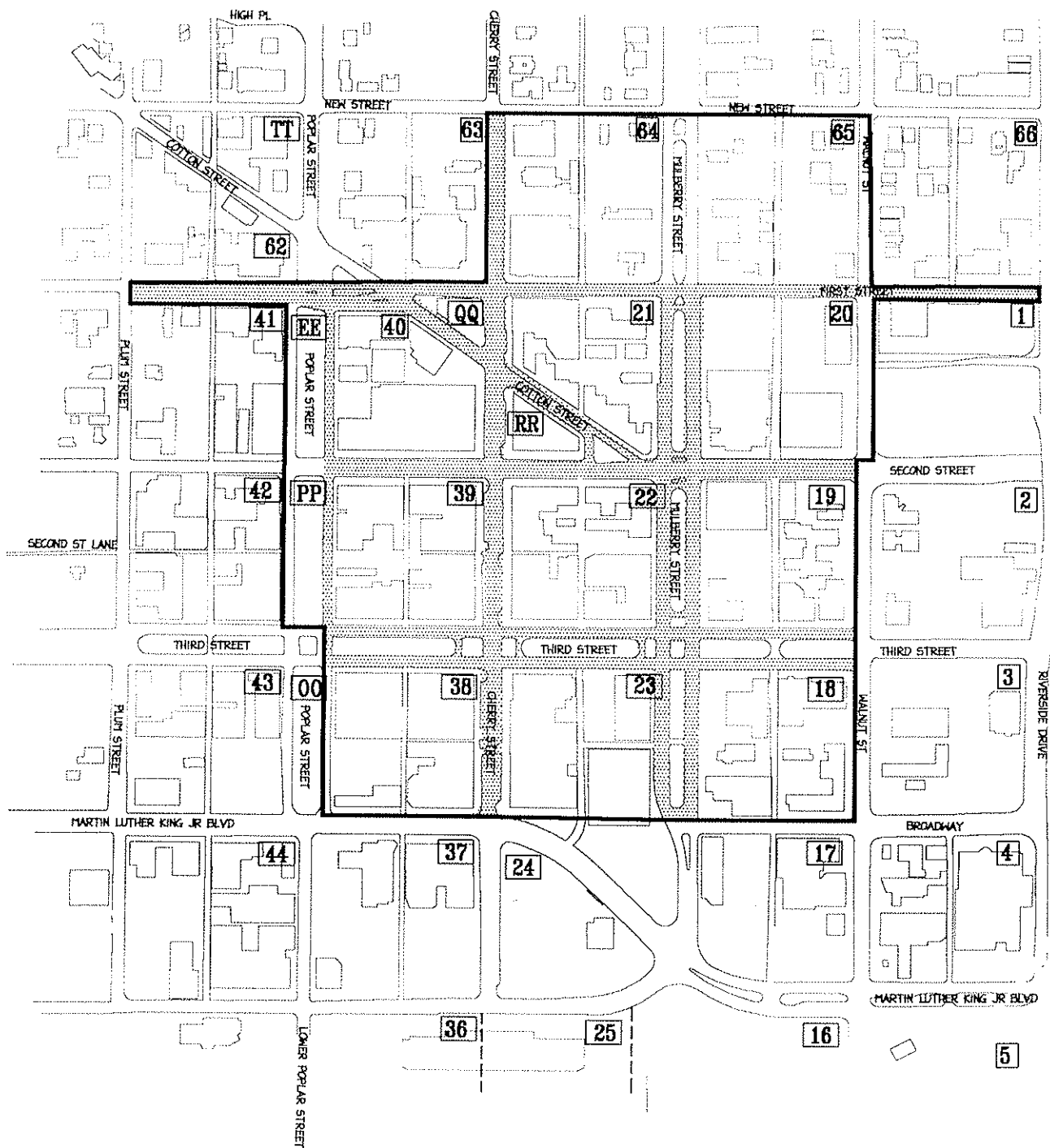
Parking Meters

Parking meters are the most effective parking enforcement tool. They are present at all times, they electronically record the time used, they are not subject to verbal abuse and, more importantly, they save enforcement manpower. Parking meters are used extensively as an enforcement tool by cities of all sizes. (Athens, Atlanta, Decatur, and Savannah, Georgia have on-street parking meters). In the Southeast sixty-five percent of cities between 70,000 and 100,000 population have meters on-street and the percentage increases with population. The advantages of parking meters are listed in Parking.¹



- "1. They provide an accurate time check on parking, simplifying detection of over-time parking violators and discouraging all-day parkers.
2. They reduce overtime parking. With meters, the number of enforcement personnel could be reduced by 50%. It is recommended that parking meters be installed in the high demand blocks in downtown Macon to encourage turnover.
3. They aid merchants in metered areas by increasing space turnover.
4. They reduce personnel required for parking enforcement.
5. They reduce double parking.
6. They aid in traffic flow by reducing congestion.
7. They aid in the financing of off-street parking facilities."

With meters, the number of enforcement personnel in Macon could be reduced by 50%. It is recommended that parking meters be installed in the high demand blocks in downtown Macon to encourage turnover. Figure 13 illustrates the recommended parking meter zone.

¹Robert Weant and Herbert Levinson, Parking, Eno Foundation for Transportation
· 1990



LEGEND

-  PARKING METERED
-  2 HR TIME LIMIT ZONE

DOWNTOWN MACON PARKING MANAGEMENT STUDY

FIGURE 13 RECOMMENDED PARKING METER AND 2 HOUR TIME LIMIT ZONE

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Parking Time Limits

Currently, Macon has two hour parking time limits except for a few 15 minute zones in front of high turnover businesses. It is recommended that the two-hour limit remain but that the time limit zone be reduced in geographic coverage. Figure 13 illustrates the recommended 2 hour time limit zone. The on-street areas south of Second Street and east of Walnut Street are removed from the two-hour time limit as well as on all block faces west of Poplar Street with the exception of West First Street. This will provide 250+- on-street spaces which are currently not being used. This will increase the parking supply for long term parking.

Addressing Future Parking Needs

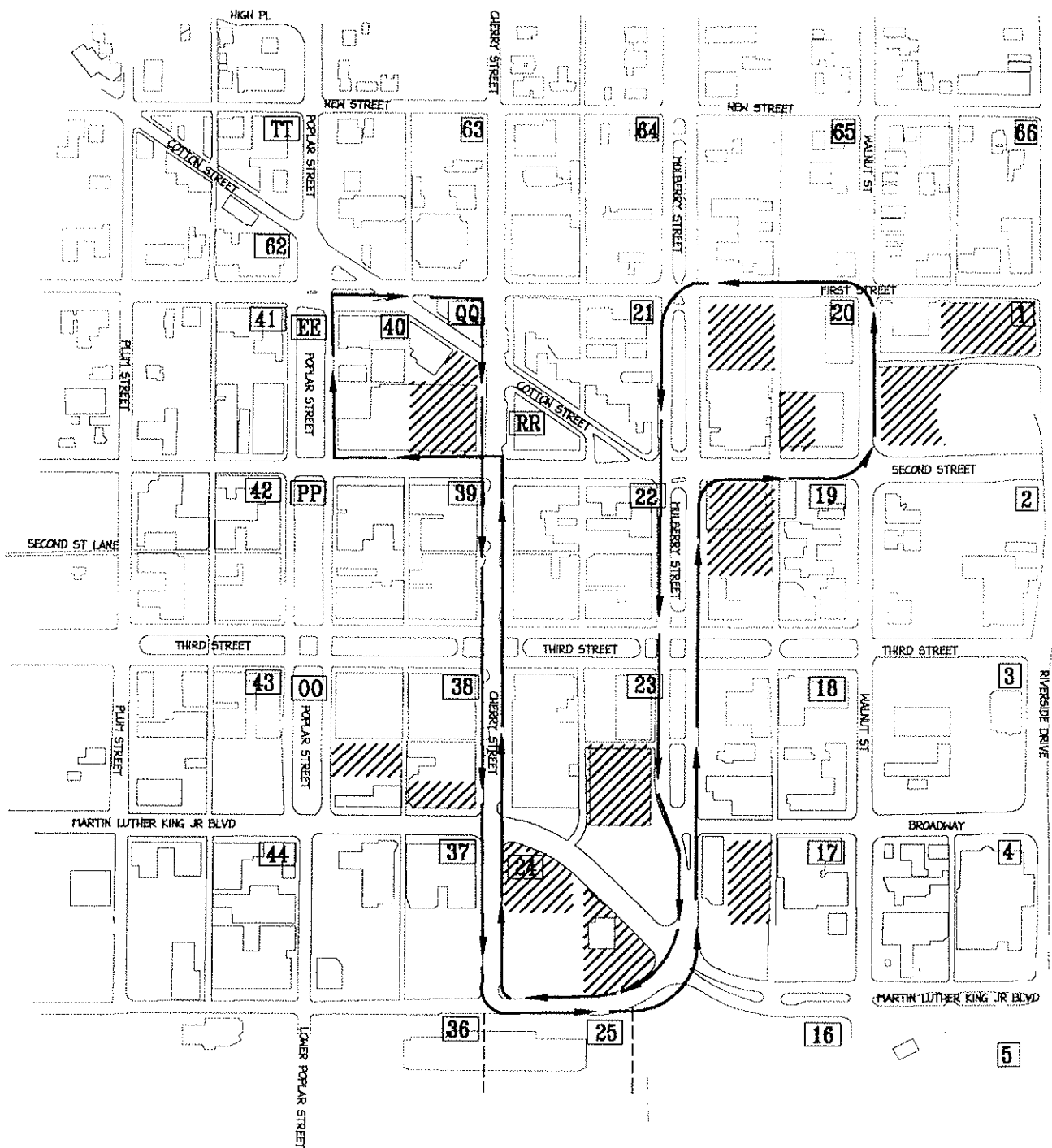
The future increase in parking supply is independent of the implementation of a downtown shuttle system, the installation of parking meters and an aggressive on-street parking enforcement program. The following paragraphs describe these proposals and their relation to future needs.

Integrating Parking and the Downtown Circulator. A study of a downtown shuttle system has been completed by Manuel Padron and Associates. This study examines the potential for a shuttle which would connect the major parking facilities and activity centers in the study area. Figure 14 shows the locations of the proposed routes, the facilities and the activity centers served. The shuttle system is very important in maximizing the efficiency of the parking and downtown traffic circulation system. Quoting from the Manuel Padron Report²:



"A parking management program should be developed to manage and control parking within the downtown area through measures such as effective parking pricing and restrictions on (the) maximum levels of parking for new development. . . A reasonable and uniform parking rate can maintain the attractiveness and competitiveness of the downtown area relative to other parts of the region and yet serve as an incentive to get people out of their cars and into the shuttles. The parking revenues are funding the shuttle operations in many cases."

It is apparent that a successful shuttle operation is dependent on a good parking management system including better enforcement, parking meters on-street and the conversion of a "free" parking system to a "pay" parking system in the downtown Macon. It is important to note that the proposed shuttle system will make existing parking facilities more assessable and usable for downtown employees as well.

²/ Manuel Padron and Associates, Downtown Macon Parking/Circulator Study, December 2000, P. 3-2.



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-  PROPOSED ROUTE-ELECTRIC SHUTTLE
-  EXISTING MAJOR PARKING FACILITIES

SOURCE: MANUEL PADRONE & ASSOCIATES, INC.

DOWNTOWN MACON PARKING MANAGEMENT STUDY

Figure 14
RECOMMENDED DOWNTOWN CIRCULATOR
PHASE I

John D. Edwards, P.E. Transportation Consultant, Inc.
Lakeside Engineering Inc. Comprehensive Civil Engineering

It is obvious that if the maximum efficiency is to be achieved from the parking system three elements are included:

- (1) enforcement of on-street parking must be improved;
- (2) on-street parking meters must be installed; and
- (3) a transit shuttle for the downtown area is needed to maximize the use of remote facilities for long term parking.

Stimulating Residential Development One of the primary initiatives in downtown redevelopment is the stimulation of residential uses in the upper floors of existing commercial structures. A number of cities, both large and small, have been successful in this effort contributing to the successful revitalization of their downtowns. Atlanta with over 500 occupied loft units, Salisbury, North Carolina with 120 upper floor downtown residential units and Morgantown, West Virginia with 200 upper floor residential units are good examples of this effort to make downtowns 24-hour activity centers.

Several developers are currently underway with upper floor residential redevelopment projects. Challenges to upper floor residential reuse are: (1) defining a market; (2) securing financing; (3) securing adequate parking; and (4) addressing the perception of safety. With regard to securing adequate parking the issue is developing secured parking within a reasonable walking distance which may be defined as adjacent to the building or within on-half block.

It appears that the greatest potential in downtown Macon for upper floor residential reuse is along Poplar Street where several projects are contemplated. Fortunately, most of these have some parking available within one-half block. Thus, it becomes an issue of cost. Typically, direct ownership or per space costs per month must be in the \$20.00 to \$25.00 range and a long term lease (over 10 years) is necessary. It is to the City's advantage to provide some aid to the redevelopment effort through the acquisition of parking areas for multi-purpose use and/or the establishment of a loan fund for the acquisition of off-street parking.

Providing for County Employee and Juror Parking As mentioned before, the long term needs of the County for employee and juror parking can and should be met by the construction of a 375 space parking deck on the "half Block" immediately north of the Opera House. This facility would serve jurors and employees in the day time and could provide parking for the Macon Auditorium at night and on weekends. There is also a possibility for a public-private partnership in the development of this facility since there is unmet demand in Block 19.

New Parking for Downtown Revitalization. The parking surveys show that there is sufficient parking for existing downtown floor space if managed properly. The previous section on upper floor residential uses has little affect on the parking model since most of the residents of these units will not be present during the noon to 1:00 P.M. peak hour.

The Gibbs Study. A study of retail parking demand was completed in December 2000³ for New Town Macon, Inc. This study is primarily concerned with the Cherry Street retail corridor from Cotton Avenue to MLK Boulevard. The calculated existing shared use peak demand within this corridor is 3,571 spaces. Within one block of Cherry Street there are 2,211 spaces. The parking survey found that only 1,275 on-street and off-street spaces were occupied in the peak hour for a peak occupancy of 58%. We must, therefore, conclude that there is no existing deficit in parking spaces in the retail core now.

Parking for the Macon Auditorium. Interviews were conducted with the staff of the Centreplex and the Macon Auditorium. The Auditorium is located in a densely developed area with limited off-street parking. While many events are held at night or on weekend days when on-street and vacant off-street spaces are available, there are some events held during week days, and if more parking were available many more events could be scheduled. Currently, in the off-street lots along New Street there are 144 spaces and adjacent to the Shrine Temple there are 67 spaces. Most of these spaces are leased to monthly users. If the Shriners move, the existing lot could be made available for evening events at the Auditorium. As recommended in the 1990 RBA Parking Study, the construction of a 250 space parking deck on the Bibb County employee lot (Block 20) one block removed from the Auditorium, could serve this facility for night time and weekend events. See Figure 15

Actions on Parking Promotion

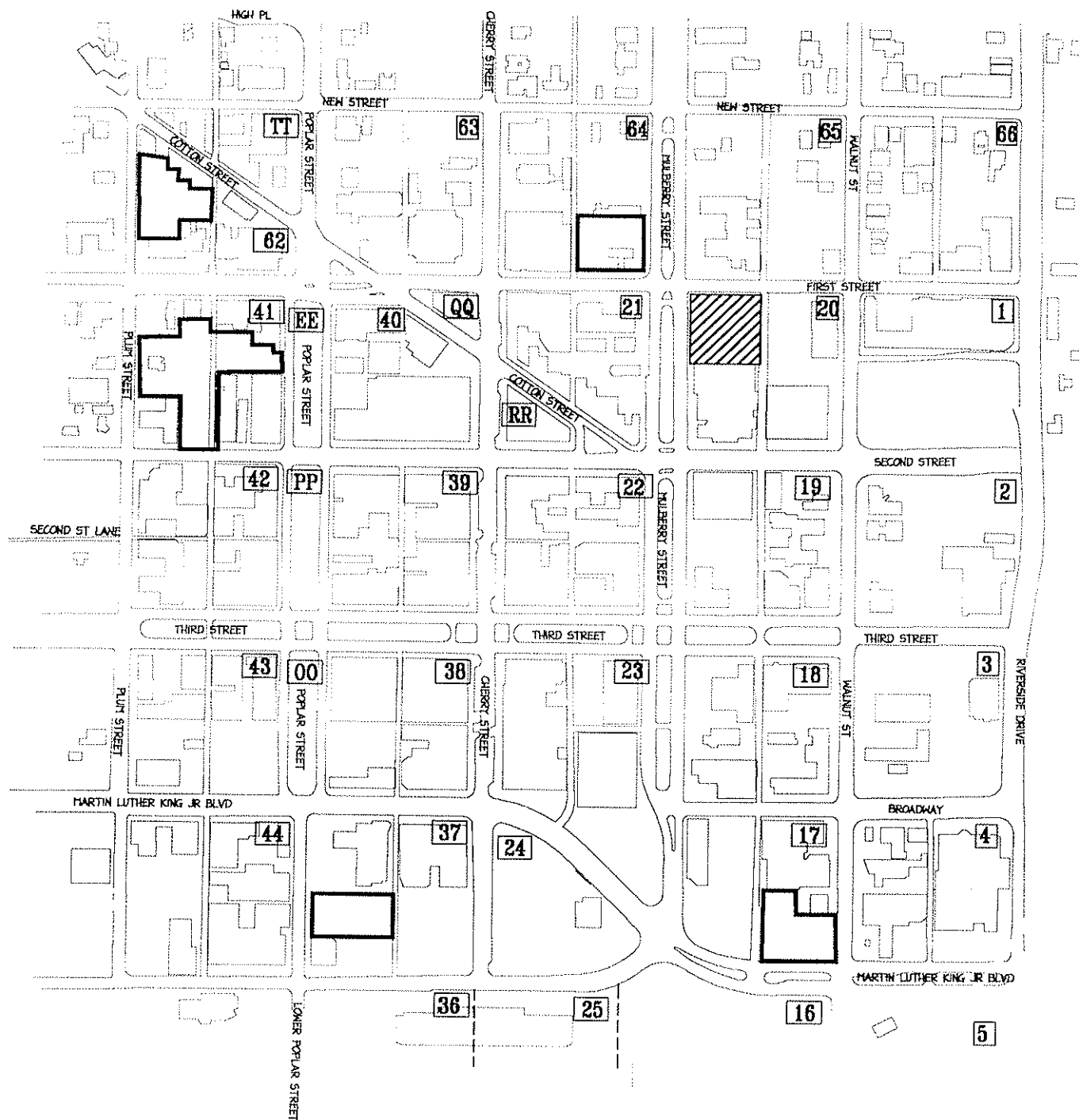
One of the most discouraging facts of downtown parking is the lack of knowledge and understanding by the general public of what is available. A recent nationwide survey indicated the public's perception of downtown parking is: *That there is not enough!* Popular misconceptions indicated by survey include: (1) there is not enough; (2) parking is inconvenient - not at the door; (3) it cost too much!; and (4) business owners and employees are taking the convenient on-street spaces. Seventy-five percent of the respondents to this national survey said there was a need for more parking; yet in the vast majority of downtowns, there is an ample number of spaces. *The public is simply not aware.*

Most people who work and shop in Macon are not aware that: (1) downtown Macon has almost 8000 spaces; (2) only 50% of the spaces are occupied in the peak hour; (3) if employees park in off-street lots there will be more than enough spaces for shoppers; and (4) there are over 1736 vacant spaces in off-street lots for employees to park. We need to tell "the good news."

A series of articles on the positive element of parking should be placed in the local media and in the Downtown newsletter. These articles might have such titles as:

- Macon Has Almost 8000 Downtown Parking Spaces - There is One for You!

^{3/} Gibbs Planning Group, Inc., The Cherry Street Retail District, Retail and Parking Analysis and Planning Study, Birmingham, MI, December 2000.



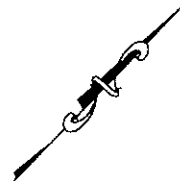
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NEW PARKING SITES



SITES FOR COMBINATION/REDESIGN



DOWNTOWN MACON PARKING MANAGEMENT STUDY

FIGURE 15
NEW AND REDESIGNED PARKING SITES

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- Peak Parking Occupancies Are Low - Leaving Convenient Spaces for You - The Customer
- On-street Time Limits Encourage Parking Turnover
- Why Parking Enforcement Is Good
- The New Juror Parking System
- Parking for Downtown Employees

The recent article published in "FYI", the Uptown Lexington, Inc. newsletter (see Figure 16) was well done and should be revised to reflect Macon and should be repeated from time to time.

In conjunction with the newspaper and newsletter articles, a new parking map would be published which has shopper appeal and is devoted to telling the parking story. The map should be printed in quantity and several copies supplied to uptown merchants and employers for circulation to their employees and customers. A good example of a parking map is shown in Figure 17.

Another element of the promotions plan is the design and deployment of a parking sign system. This system is composed of trail blazer signs which will direct the motorist to off-street lots, and site signs which are located on each off-street site or facility which tells the potential parker the type of parking. Example of good sign design are shown in Figure 18.

Actions to Improve Parking Management

One of the major problems in most downtown parking programs is the lack of unified management. Typically, public parking enforcement is done by the police department, parking signing and marking by public works, parking fines by the city clerk or town treasurer, parking adjudication by the traffic court and planning by the planning department. In downtowns such as Macon where a large percentage of the parking is privately owned there is no control or coordination - and private parking operates at the whim of each individual property owner. The result is complaints about the **lack of parking while a large surplus exists**. It is a terrible waste of parking resources.

Clearly, there is a need to centralize parking management under one agency. There are several organizational types to improve coordination. Beginning with the least "formal" organization, a Parking Advisory Committee composed of representatives from the police, planning, finance and traffic departments from the City, Municipal Court, the Downtown Council, Urban Development Authority and New Town Macon could be formed to oversee and coordinate parking activities which would involve regular monthly meetings, the designation of a chairman and a secretariat to maintain records and pursue parking development.

Another alternative is to place the responsibility in either an existing city department or to create

a new parking department or to contract with a private parking management consultant to plan, manage, enforce, operate and promote parking. A parking department is a common form of operation in larger cities. Traffic engineering departments are frequently used in this manner. Contracting or privatizing parking enforcement is also a popular option. Great success has been had with "privatizing" parking.

A third alternative, and the most formal, is the establishment of a Parking Authority. This would take parking management, enforcement, planning, design, and financing completely out of the City's purview and lodge these responsibilities in an independent agency with the powers of revenue production and expenditure. We do not believe this is necessary to meet Macon's parking needs.

Finally, there is another alternative - the designation of a non-profit organization such as Macon-Bibb County Urban Development to be responsible for downtown's parking. This would involve the shift of responsibility of planning, operation enforcement and design of the downtown parking facilities including the operation of the Mulberry Street garage. The enforcement of time-limit parking regulations, the maintenance of parking violation records, the collection of parking fines and meter revenues, the promotion of parking including signage and the planning of new parking facilities could all be transferred to a non-profit organization if desired.

Regardless of the selected organizational format, it is clear that more attention must be paid to the operation of parking in downtown Macon. Of all the alternatives considered, probably the best long range solution is the transfer of parking planning, operation, management, metering and adjudication to a non-profit corporation with overview by a board composed of representative from the City, Macon-Bibb County Urban Development Authority, Downtown Council and New Town Macon, Inc. There are several existing organizations that could serve as an umbrella agency for this agency.

PART 5 - IMPLEMENTATION OF THE PARKING PLAN

The parking plan has been divided into two sections: (1) Meeting Existing Parking Needs and (2) Addressing Future Parking Demands. This part of the report will list the projects in priority order and will recommend the "action agency" or groups that are best suited to carry out a particular action. The goal of the study is to provide strategies to most efficiently utilize existing parking and to provide adequate parking for the future.

Meeting Existing Parking Needs

The strategies outlined in the previous part of the report can substantially increase the number of available parking spaces. Table 7 provides a priority list and the responsible agency for these

Table 7: Priorities and Responsibilities-Meeting Existing Needs		
Number	Project Item	Responsible Agency ⁴
1	Implement Recommended Enforcement Program	City
2	Evaluate Alternative Parking Organizations and Implement the Selected One	City
3	Purchase Hand Held Computers	City, DTC, NTM
4	Purchase Parking Meters and Install	City
5	Implement Parking Management System	City
6	Redesign Off-street Lots, Lease and Combine	City, UDA
7	Prepare Parking Bank	UDA, DTC
8	Adjust 2-hour Time Limit Zone	City, DC, NTM
9	Increase Overtime Parking Fines	City
10	Prepare a Promotional Program on Parking	City, DTC, NTM
11	Prepare a Signing Program	City, DTC, NTM
12	Implement Signing Program	City
13	Implement Downtown Shuttle	City, MTA, NTM

⁴DTC-Downtown council; UDA-Urban Development Authority; NTM-NewTown Macon; City-City of Macon; BC-Bibb County

strategies. All of these tasks can be completed in one to two years.

Addressing Future Parking Needs

Future parking needs will take more time since they involve new governmental or quasi-public organizations to implement as well as land acquisition and construction. It is assumed that these tables can be completed within five years.

Table 8: Priorities and Responsibilities - Meeting Future Needs		
Number	Item	Responsible Agency
1	Develop and Apply A Parking Model	UDA, NTM
2	Acquisition of Parking Sites	City, UDA
2	Construction of 375 Car Deck - Juror and County Employees	Bibb County
3	Parking for Macon Auditorium	City, UDA

From: Sid K. Cherry [SCherry@maconchamber.com]

Sent: Tuesday, August 20, 2002 6:15 PM

To: chazellis@hotmail.com; jgc@nu-wayweiners.com; boblewis@mto.infi.net;
coniemac@newtownmacon.com; dbarch@bellsouth.net; jeffrey@newtownmacon.com;
james.thomas@macon.ga.us; twight@fickling.com; bcyoumas@aol.com

Subject: Parking Meter Meeting - Tuesday, August 27, 3:00-5:00 p.m.

NOTICE

TO: Downtown Parking Study Steering Committee Members

FROM: Sid Cherry

SUBJECT: Committee Meeting – Tuesday, August 27, 3:00 p.m. to 5:00 p.m. – Mayor's Conference Room.

Mayor Ellis has scheduled a presentation by AmeriPark and Wilson Assoc. of Atlanta concerning the possible installation of up to 1,500 parking meters in Downtown Macon.

The mayor has requested that members of the Parking Study Steering Committee attend. I have also confirmed that parking consultant John Edwards will participate. As you will remember, parking meters were recommended in John's study as the only way to effectively control on-street parking.

Please reply by email as to whether or not you will attend next Tuesday.

Gordon Bennett

From: "Conie Mac Darnell" <CMD@CenterCityInvestments.com>
To: <cmfn@aol.com>
Sent: Monday, November 29, 2004 12:32 PM
Attach: ntnparkingplan.ppt; LT020702 NewTown Macon.doc; ntnparkingmemo.doc; Parking Meter Meeting - Tuesday August 27 300-500 p.m..htm
Subject: Parking Meters Dntr

Mike, NTM has invested time and resources into the parking question downtown. Attached please find correspondence relating to parking. My opinion based on the studies - Parking meters would be beneficial if! the stream of revenue provided funds for parking decks and enforcement. Meters does ration (it will encourage 8-5 emplyess to seek parking decks because it would be cheaper and less trouble, providing more parking for shoppers etc.) parking but the income must be used for creating more convenient parking which improves downtown viability. Simply used as an income stream for the general fund would be counter productive. Selecting the Medical Center for meters first makes it obvious that it is a revenue generator which complicates an already sensitive issue. Call me if you have questions. cm

11/29/2004

Mr. Chuck Howard
Chairman
Macon-Bibb County Urban Development Authority
P.O. Box 169
Macon, GA 31202

Re: A Comprehensive Parking Strategy for Downtown Macon

Dear Chuck:

At a recent meeting of the MBCUDA you requested NewTown Macon's collaboration and support in addressing the parking needs of downtown Macon. We are pleased to renew our joint efforts in this regard. Adequate, accessible and well located parking is a critical need for the successful growth of downtown.

As you know, we teamed with MBCUDA to fund a comprehensive parking management study for downtown Macon in May, 2001 by John D. Edwards, a recognized expert in parking and parking management. NewTown Macon had earlier commissioned the Gibbs Planning Group, Inc, nationally recognized experts in urban retailing, to perform a retail and parking analysis of the downtown area in December, 2000. The combined recommendations of these two analyses provides a roadmap for action. We have attached a copy of the recommendations from both studies to this letter. In summary, they made several key observations and recommendations that we believe they need to embrace and implement:

The Issues:

- 1 We have on-street and off-street parking spaces downtown and only 51% are used on a regular basis.
- 2 Much of the on-street parking is used by owners and employees of downtown businesses which limits their availability for visitors and shoppers downtown.
- 3 Parking regulations which limit on-street parking to 2-hours are generally not enforced, resulting in long term parking occurring in spaces designed for quick turn-over.
- 4 Areas lacking sufficient parking where around the County Courthouse, along Cherry Street, and near Terminal Station.
- 5 The existing parking decks have extreme variations in utilization depending on location, but they would all benefit from better management of on-street parking which would encourage greater use of the decks.
- 6 While the general supply of parking is sufficient, additional parking in the key locations noted above would support the on-going revitalization of downtown.
- 7 Our parking problems arise largely because of the lack of a coordinate approach to the management of downtown's various parking resources.