

**Downtown Parking Chronology**

1989

Carrboro Parking Facility Report is prepared by students at UNC-Chapel Hill

2002

April Board of Aldermen creates the Parking Task Force  
 October Parking Task Force Report is presented to the Board of Aldermen

2003

February Staff presents a report to the Board of Aldermen on implementing the Parking Task Force Report recommendations  
 February Board of Aldermen adopts a cross-section plan for Roberson Street, which included on-street parking  
 April Board of Aldermen approves a Town Code amendment that provides 18 new on-street parking spaces on Sweet Bay Place

2004

April Opening of public hearing on LUO text amendment to modify downtown parking requirements  
 May Continuation of the LUO text amendment modifying downtown parking requirements; Board of Aldermen approved modifications to the downtown parking requirements such that 1. For uses 1.100, 1.200, and 1.300 under part two – change to one per bedroom and no more than two. 2. That the Town Attorney draft language which would require covenants that the number of vehicles per dwelling unit be limited to no more than two. 3. For uses 3.00 the # would be 400 sq. ft. — 2.00 remains 300 ft.

2005

June Presentation of the Downtown Circulation Study, which includes additional recommendations for on-street parking

2008

January Downtown parking supply & demand study gets underway  
 April Students from UNC-Chapel Hill present their study to the Board of Aldermen  
 November/December ESC makes recommendations on moving forward with a parking plan

2009

January Staff report to the Board of Aldermen on parking study follow up

## SPRING 2008 DOWNTOWN PARKING STUDY SUMMARY

### SUMMARY OF KEY STUDY FINDINGS

1. Current parking demand *does not* exceed the ideal of 85% occupancy (for the entire downtown).
2. Current parking demand *does* exceed ideal occupancy in certain subzones, at specific times of day and this demand projected to increase with future developments.
3. There is high turnover of spaces in the CBD.
4. In public lots, there is a 20% violation of the 2-hour time limit.
5. There is high demand for proximate parking to one's destination.
6. Perception among business owners is that there is a parking shortage in the downtown.
7. When the approved and proposed downtown developments reach build-out, a parking shortage in the sub-zone around the 300 E Main property is forecast(ed).

REVIEW OF KEY RECOMMENDATIONS (see page 35-42 of the parking study to read the full recommendations)

#### Improve lighting, signage, and wayfinding

[wayfinding = wayfinding is used in the context of architecture to refer to the user experience of orientation and choosing a path within the built environment, and it also refers to the set of architectural and/or design elements that aid orientation – from wikipedia.]

This recommendation has strong roots in past planning efforts including:

Carrboro Downtown Business District Guidelines for Design (1993)

<http://www.townofcarrboro.org/PZI/PDFs/DowntownDesignGuidelines.pdf>

If you have a chance to review this document I would point you in the direction of the following pages: 1 (goals 1 & 7); 10, 13, 15-16, 19, 21, and 33

Downtown Carrboro: New Vision (2001/2)

P. 12 at

<http://townofcarrboro.org/PZI/PDFs/ToCFinalVision.pdf>

Downtown Circulation Study (2005)

<http://www.townofcarrboro.org/PZI/PDFs/CarrboroDowntownTransportationStudy.pdf>

See page 16, item #13

Carrboro Vision 2020

<http://www.townofcarrboro.org/PZI/PDFs/Vision2020.pdf>

p.16 "To improve the downtown infrastructure (e.g. parking facilities, sidewalks, lighting, shading) to meet the needs of the community."

p.17 "Walkability should be encouraged downtown and pedestrian safety and comfort should be a goal. The town should improve lighting and shading, and create auto barriers."

**Downtown Employer/Employee Parking strategies**

According to the study: "Twenty-three percent of survey respondents replied that they would be interested in exploring park-and-ride options for their employees, suggesting a somewhat favorable atmosphere for implementing changes in travel behavior. Through a travel demand management program or similar scheme, employees could be encouraged to utilize transit service (including park-and-ride), to bike, or to walk, when traveling to work. This program could be implemented with a concurrent improvement in facilities like bicycle parking and shower facilities for commuters. A related solution could be an employee shuttle that carries downtown employees from parking lots located outside of the CBD."

The basic premise is that employers would provide incentives for employees to not drive, or not drive alone, to work (thus freeing up parking for customers). The types of incentives would be decided by either the individual business owner or it could be a collaborative effort among businesses. In transportation lingo, this is called Transportation Demand Management (TDM).

**New time restrictions on public lots/Enforcement**

Both of these recommendations require regular enforcement of parking limits to achieve the goal of greater turnover and thus more spaces available for parking in the public lots. At this time, the Police Department does not have the resources to regularly enforce the lots.

24 out of 29 respondents to the survey indicated that they did not think enforcement would impact parking supply. However, without enforcement, the use of time limits in public parking lots is for the most part on the honor system.

**Joint use of existing lots**

This strategy is already used widely in Carrboro's downtown both formally and informally. The questions for the CBD are:

Are these arrangements working? If there are places where they are not working, why and how can we improve the situation (better signage, different lot layout)?

Are there any untapped opportunities?

**Increasing the supply of public parking**

While this was not an explicit recommendation in the study, it is nonetheless a possible course of action.

ESC PARKING RECOMMENDATIONS 12/10/08

Strategies to be pursued immediately:

1. On street parking opportunities (evaluate Roberson/check transportation study)
2. Walkability & signage improvements
3. Parking consolidation and sharing opportunities
4. Monitoring on regular basis of downtown parking status (a la UNC student study), and of implementation of recommendations
5. Transportation Demand Management strategies, short term

Recommend that the Board of Aldermen authorize a comprehensive parking plan (goals, objectives, strategies, implementation, etc) including:

1. Revising the parking ordinance
2. Parking enforcement and fees
3. Parking development fund
4. Structured parking
5. Transportation Demand Management strategies, long term

The ESC voted to recommend the above parking recommendation:

The vote was unanimous by (Peter Lee, Jefferson Parker, Nathan Milian, Gary Kramling, Alena Callimanis, Ellie Kinnaird)