

Downtown Parking Study Harrisonburg, VA

April 14, 2020



06/19-
08/19

- Supply Inventory Results
- Occupancy Observations Analysis

07/19 -
09/19

- Stakeholder Meetings
- First Public Meeting
- Data Analysis

09/19 -
11/19

- Emerging Developments
- Future Demand Analysis

12/19 -
03/20

- Strategy Development & Long-List Recommendations
- Plan Development

01/20 -
02/20

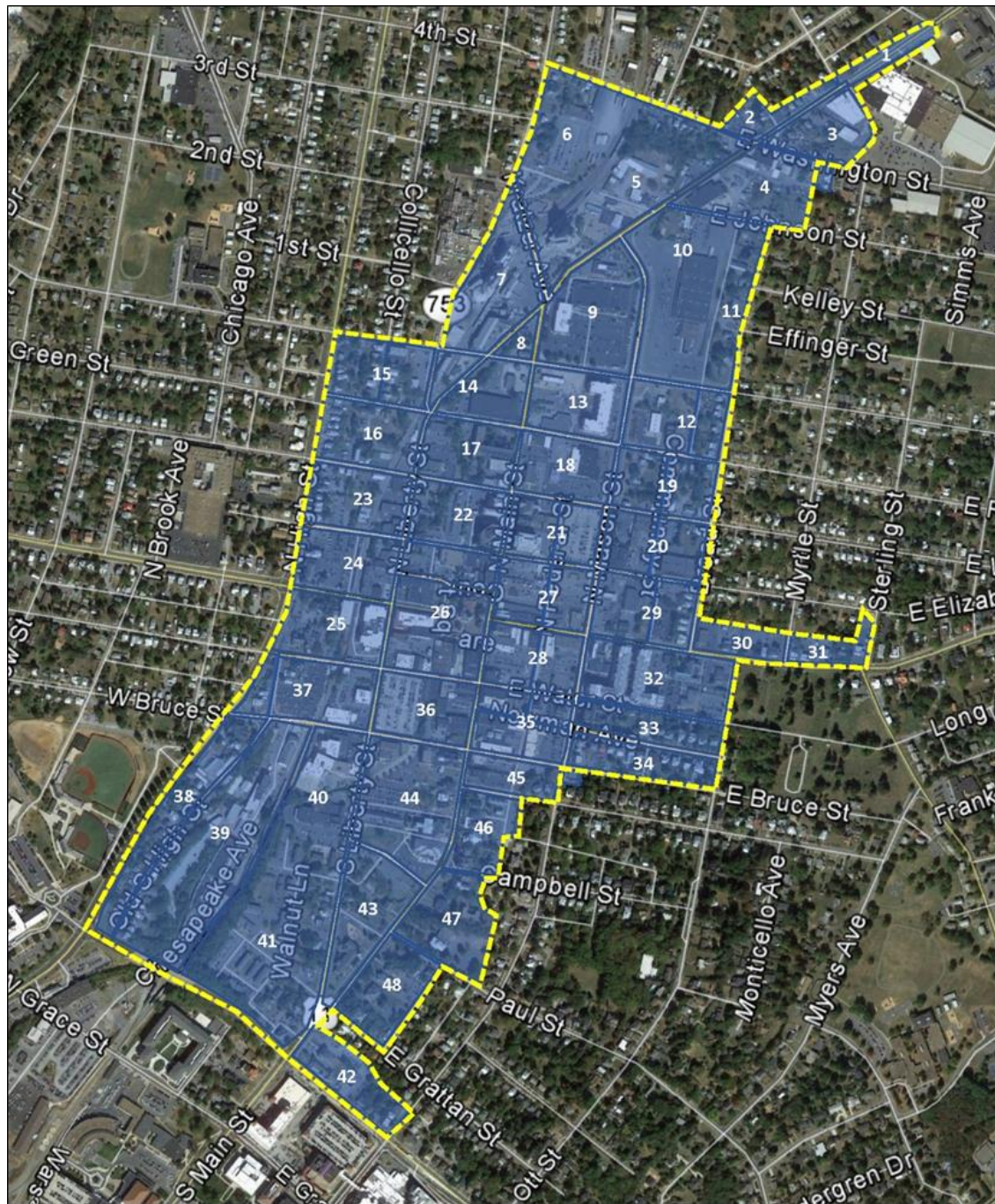
- Second Public Meeting
- Plan Review

01/20 -
03/20

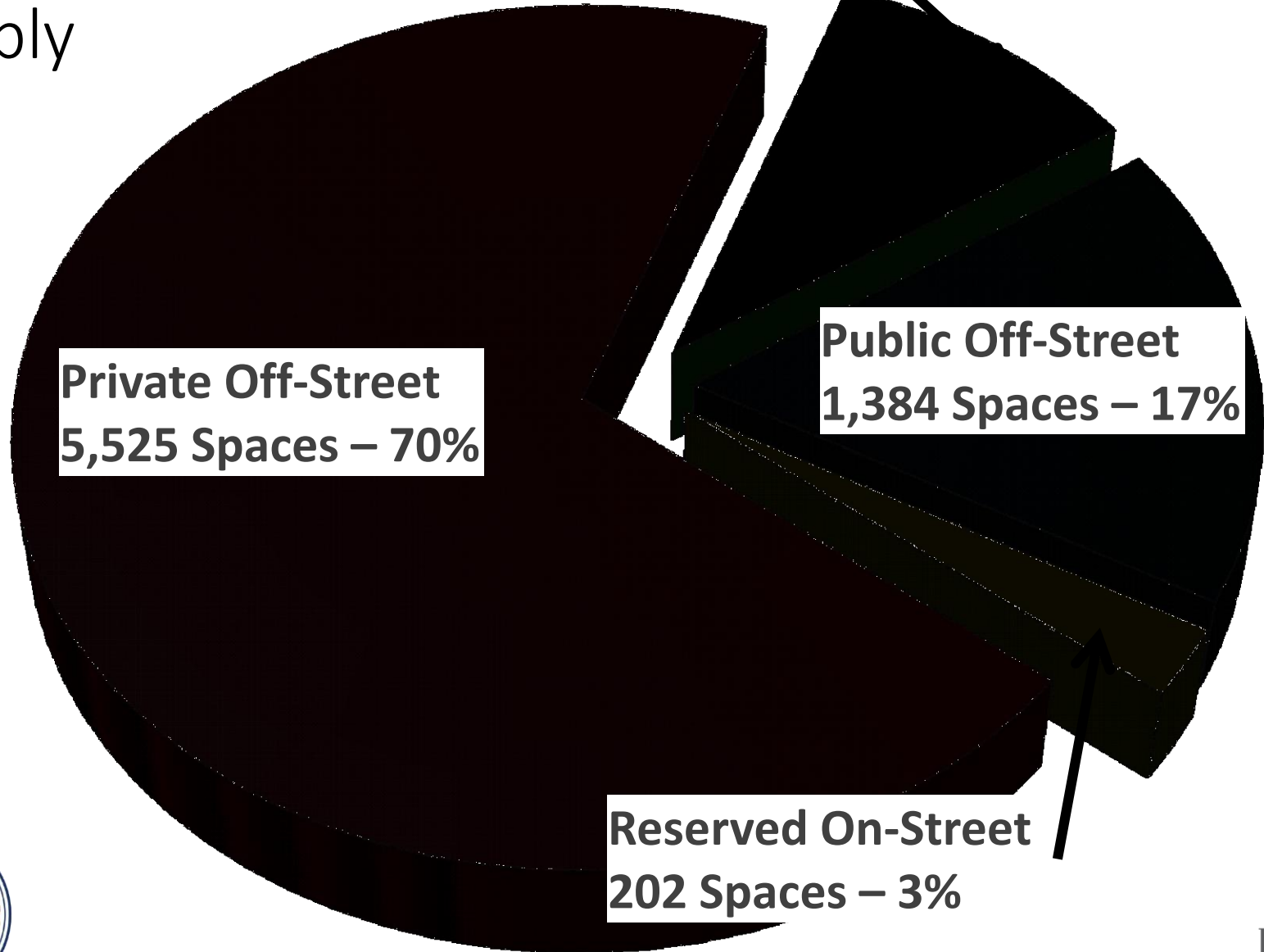
- Refine Recommendations
- Report Production & Presentation



Study Area

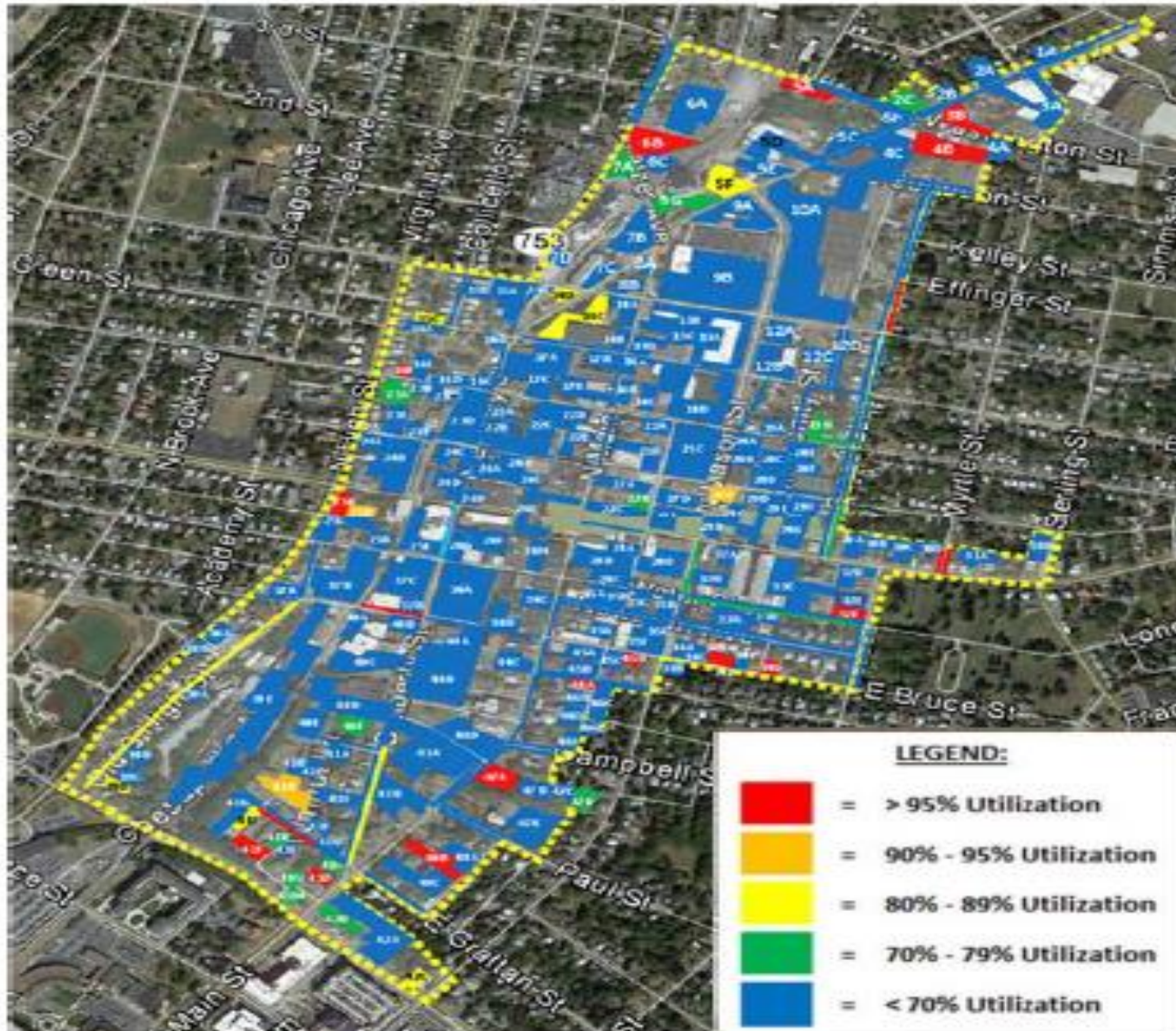


Existing Parking Supply



Existing Conditions (4/16/19)

MORNING (7:00 AM – 9:00 AM)



Existing Conditions (4/16/19)

MID-DAY (11:00 AM – 1:00 PM)



Existing Conditions (4/16/19)

EARLY EVENING (4:00 PM – 6:00 PM)



Public Engagement

- Property and Business Owner meetings (7/31-8/1/19) ~ 50 participants
- First Public Forum (8/28/19) ~ 25 participants
- Diagnostic Survey (8/29-9/19/19) ~ 1,100 respondents
- Second Public Forum (1/22/20) ~ 100 participants
- Reaction Survey (1/23-2/13/20) ~ 300 respondents



Diagnostic Survey Results

- 2% representative sample
- 87% respondents indicated they typically parked in a public facility
- Proximity to destination was highest consideration for most respondents
- 80% of respondents were satisfied to be parked within one block of their destination
- Only 8% of respondents would depart the area if they couldn't find satisfactory parking
- 45% of respondents could find parking in less than 5 minutes
- 80% rated the City's public parking facilities as average or better
- Less than half felt existing wayfinding was adequate
- Biggest challenges to downtown parking: mix of short- and long-term spaces, safety/security, not enough supply where its needed



Future Needs Assessment

- Applied Shared Parking methodology to modeling needs
- Identified 17 emerging developments, organized as near-term (0-3 years), mid-term (3-5 years) and long-term (5-10 years)
- Assumed replacement of Water Street Deck, but no other public parking improvements
- Did not incorporate proposed courts project, changes of use in currently occupied space, or absorption of currently vacant spaces
- Did account for seasonality



Near-Term Impacts

Near-Term Developments
(Within 3 Years)

425 N Main St.
New Coffee Shop

325 N Liberty St.
New cidlary

20 N Main St. Office
Development

276 S Liberty St.
New Community
Park

136 W Elizabeth St.
New Church

217 S Liberty St. Ice
House Apartments

85 W Gay St: Old
Repair Shop:
Office, Retail, and
Diner

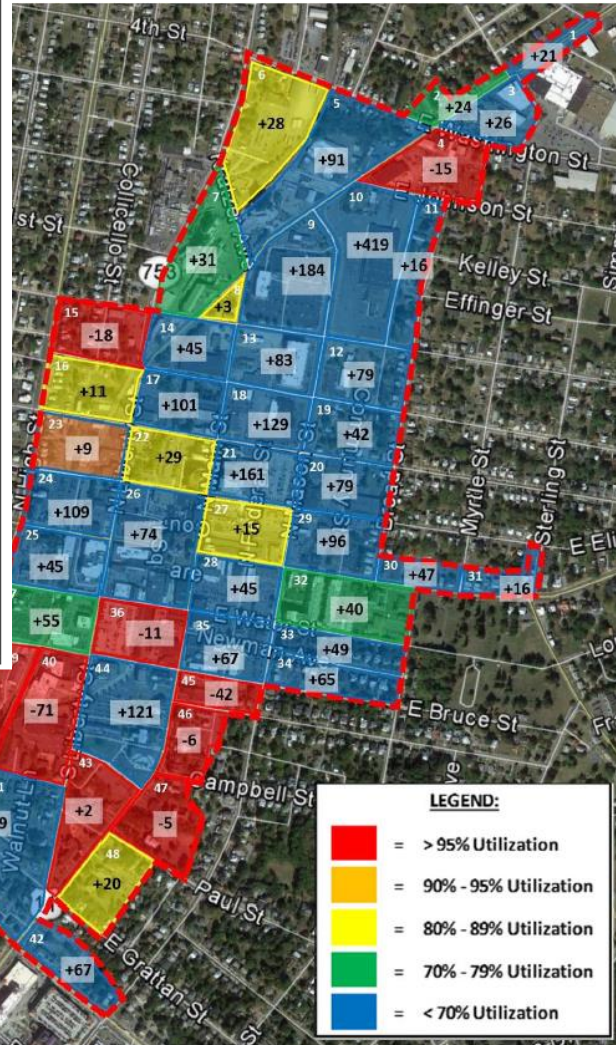
203-243 N Liberty St.
New Townhome
Development

99 W Gay St. Micro
Apartments
Development

76 W Gay St.
Old Tire Warehouse
- Mixed-Use
Development



Mid-Term Impacts



Long-Term Impacts

Long Term Developments

Long-term, which are expected between six and ten years



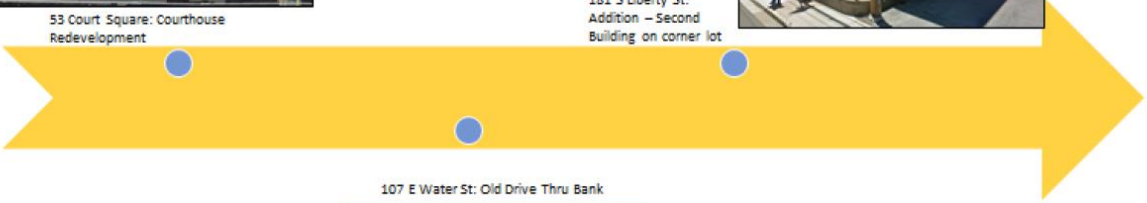
53 Court Square: Courthouse Redevelopment



181 S Liberty St: Addition - Second Building on corner lot



107 E Water St: Old Drive Thru Bank



Institute Parking Requirements in Downtown

1. Establish market specific parking requirements for new development
2. Allow waivers for:
 - a. Shared use of public facilities
 - b. Shared use of private facilities
 - c. Mitigated needs
 - d. Payment 'in lieu' of meeting requirements
 - e. Provision of mitigating programs/ infrastructure
3. Assures sustainability

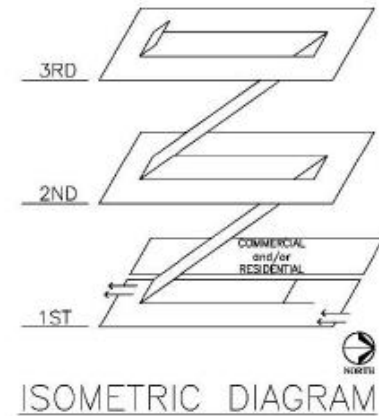


Improve Public Facility Management

1. Conduct a security risk assessment
2. Improve conditions to incent usage of underutilized assets
3. Introduce technology to improve enforcement and management
4. Refine maintenance practices to enhance appearance/appeal
5. Investigate the potential of occupancy monitoring/reporting technologies
6. Improve existing wayfinding systems



Introduce New Public Parking Supply

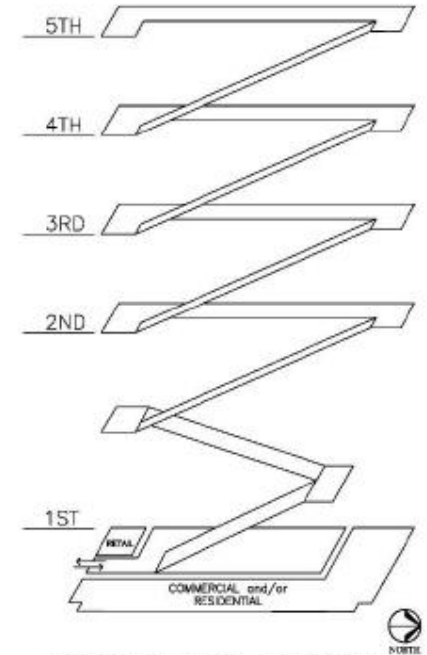
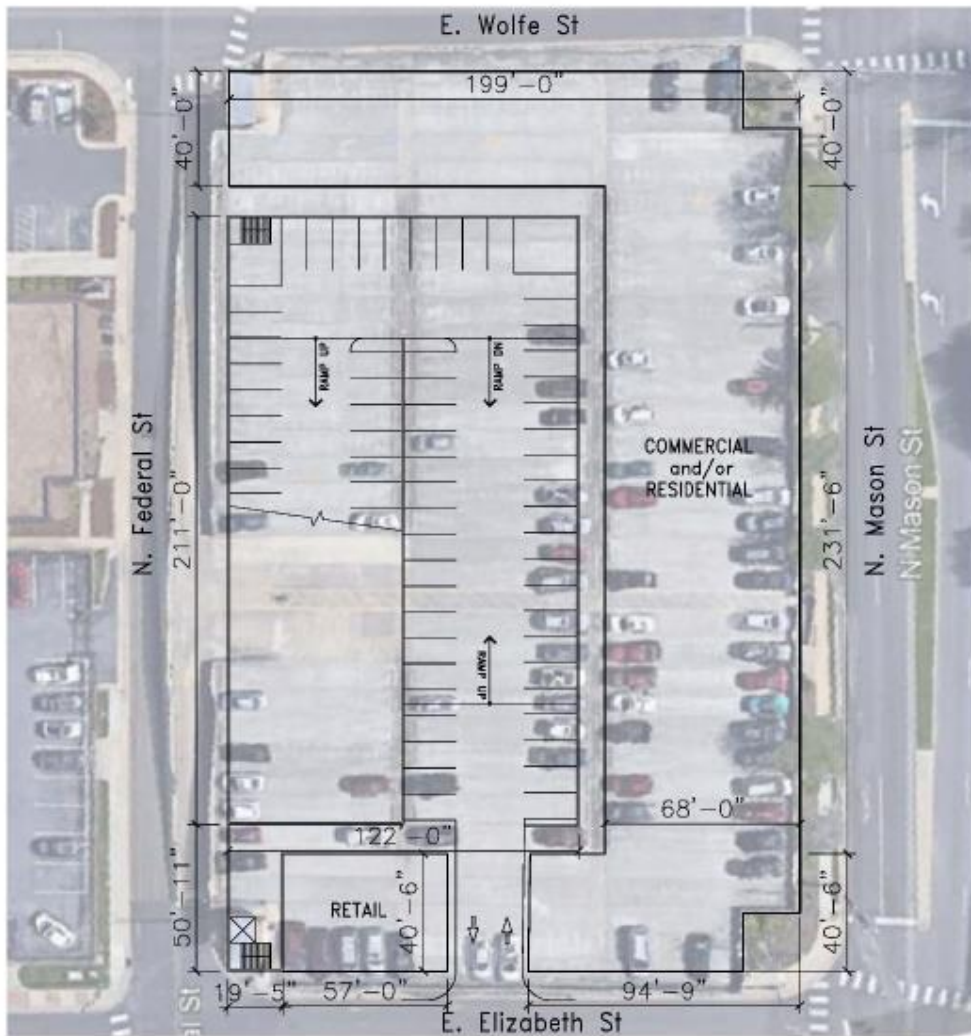


PARKING SPACE TABULATION

Level	Standard	Accessible	Total
1	112	0	112
2	199	0	199
3	180	0	180
Total	491	0	491



Introduce New Public Parking Supply



ISOMETRIC DIAGRAM

PARKING SPACE TABULATION

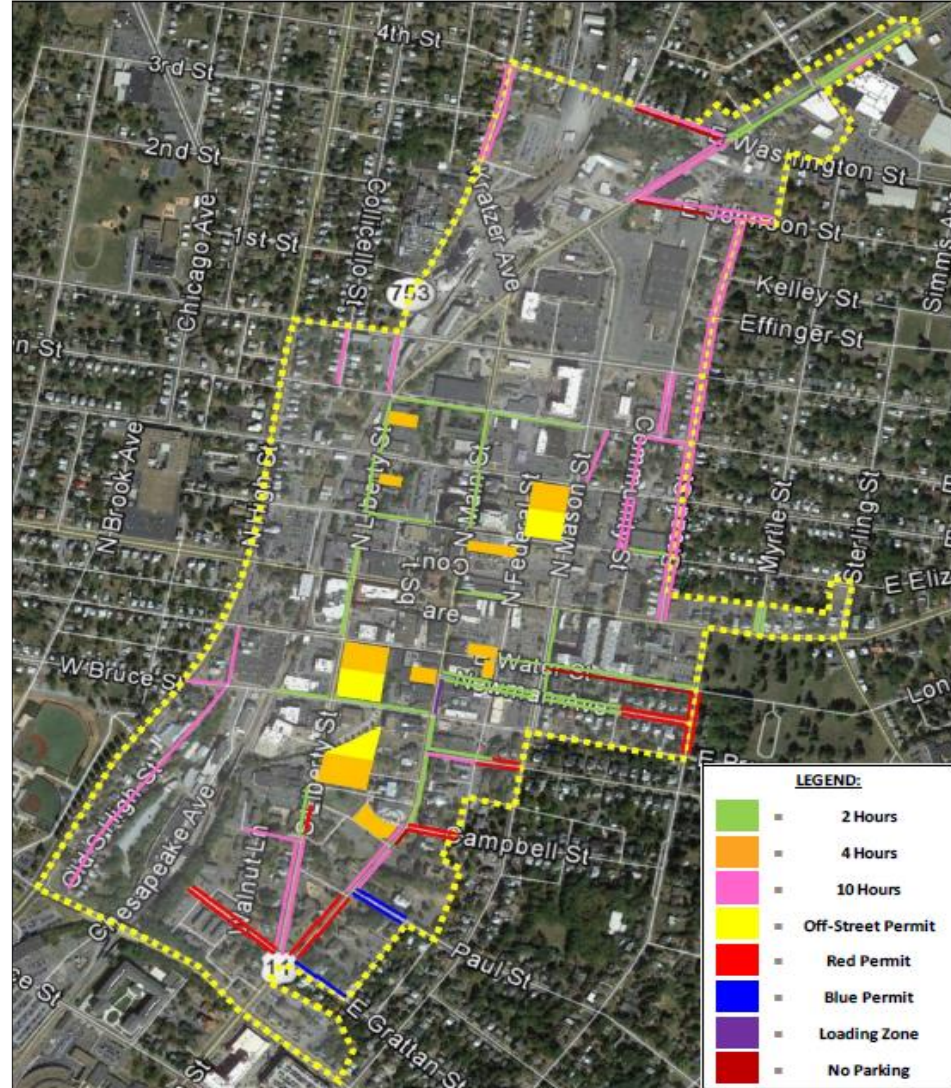
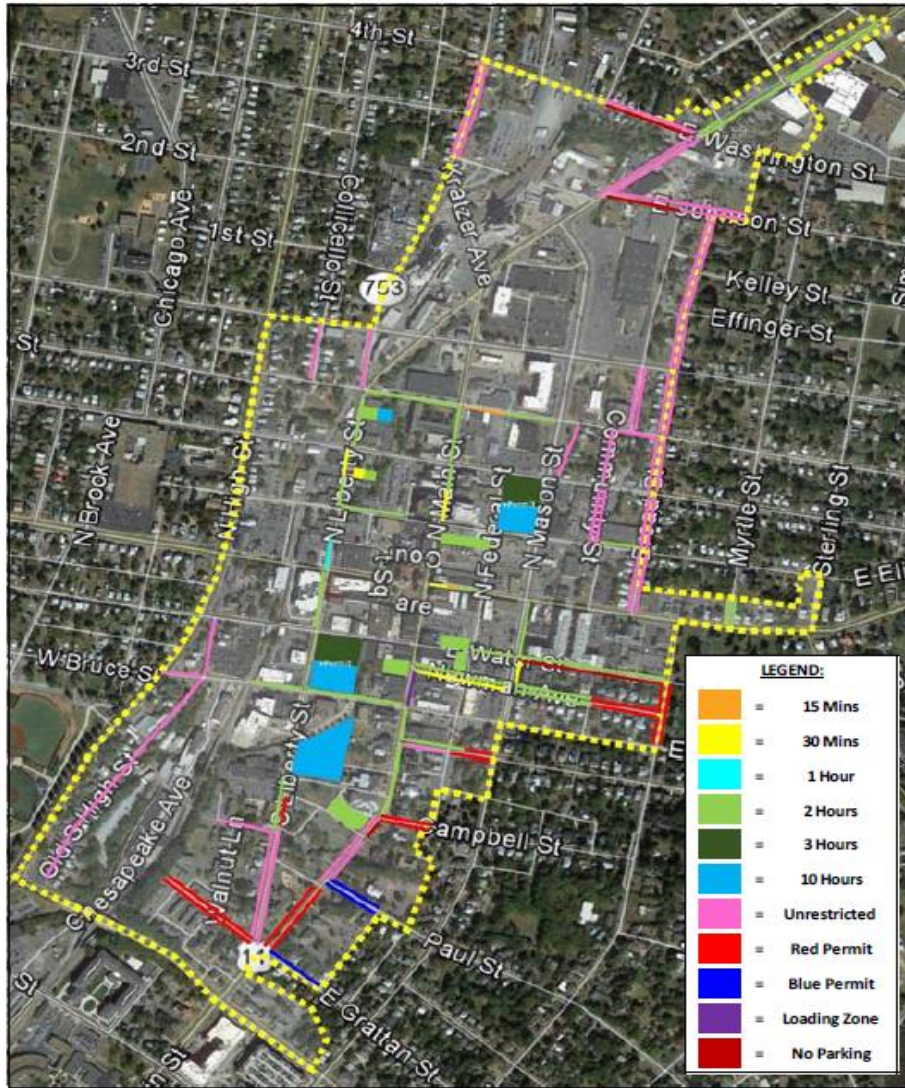
Level	Standard	Accessible	Total
1	63	0	63
2	125	0	125
3	125	0	125
4	125	0	125
5	86	0	86
Total	524	0	524



Increase Utilization of Private Parking Assets



Revise Parking Time Limits



Consider "Paid" Parking....Eventually

