



## Chapter 2 – Best Management Practices

This chapter is designed to provide the City with several Best Management Practices related to specific parking management strategies identified in previous studies in the Del Ray neighborhood. The described practices included in this chapter are:

- Shared Parking
- Residential Parking Spillover Mitigation
- Implementation of Paid Parking

The following sections describe each area of practice.

### Shared Parking

Shared parking is a parking management technique that allows off-street parking facilities to be used more efficiently for the benefit of both the users and property owners. Shared parking works on the basis that most privately dedicated parking facilities are only used at certain times of the day and are severely underutilized during other times of the day. For example, a bank might have busier hours during the daytime, but the associated parking lot is most likely vacant after the bank closes for the evening, whereas an adjacent restaurant becomes busier at night. The two adjacent uses can share their parking spaces to provide sufficient parking supply for the bank during the day and for the restaurant at night, without creating the need for two disjointed parking facilities. Shared parking works best in areas where land uses are within relatively easy walking distances.

Parking requirements in most communities typically favor private parking lots for individual businesses because they create a large amount of readily available supply, making it more likely that there won't be overflow parking problems when demand is high. These same private lots, however, contribute to inefficient use of parking resources and conflict with other community goals, such as promoting the use of alternative modes of transportation and implementing continuous development. Shared parking promotes higher density development which in turn encourages the use of alternate modes of transportation. Other community benefits include:

- Provides an alternative where land values and parking facility costs are high
- Works with other Transportation Demand Management strategies to reduce traffic congestion and vehicle emissions
- Reduction of paved areas

# DEL RAY Parking Study



Shared parking is not always embraced by everyone. Many times, property owners aren't willing to share their available spaces due to the perception of security issues or vandalism to their businesses. Other common objections are:

- Creation of spillover into adjacent areas
- Difficult to administer since it requires flexible parking standards
- Verification and enforcement in shared lots
- Equity issues related to some properties benefiting more than others based on land use.

To overcome these objections, the City must work with the community and stakeholders to educate and to identify specific problems.

## Shared Parking Strategies

There are a few traditional shared parking strategies that are in use today. Three of the better documented approaches are the Zoning Approach, Adjacent Site Approach, and the Shared Centralized Parking Approach, which are described below<sup>1</sup>.

- **Zoning Approach** – shared parking for a similar group (e.g., residents or employees) can be achieved without assigning individual spaces. A group of 100 can share 60-80 parking spaces, since everyone will not park at the same times. This concept assumes that each parking user has their own peak usage tendencies. For example, some office employees work a nine to five shift, while others may only be in the office for a few hours and out at meetings for the remainder of the day.
- **Adjacent Site Approach** – Under this approach, adjacent land uses with offsetting peak conditions share parking to take advantage of different peak periods. Studies have shown that, on average, the total amount of parking can be reduced 40-60% compared with standard off-street parking requirements for each land use. Table 2-1 compares parking demand peaks for different land uses. Table 2-2 on the following page provides a typical hourly breakdown for various uses.

Table 2-1: Comparison of Parking Demand Peaks

Weekday Peaks	Evening Peaks	Weekend Peaks
Banks	Auditoriums	Religious
Schools	Bars and Clubs	Institutions
Medical Clinics	Meeting Halls	Parks
Offices	Restaurants	Shops and Malls
Professional Services	Theaters	

<sup>1</sup> Victoria Transport Policy Institute Online TDM Encyclopedia – *Shared Parking*  
<http://www.vtpi.org/tdm/tdm89.htm>

# DEL RAY Parking Study



Table 2-2: Comparison of Parking Occupancy Rates

Uses	M-F	M-F	M-F	Sat. & Sun.	Sat. & Sun.	Sat. & Sun.
	8am-5pm	6pm-12am	12am-6am	8am-5pm	6pm-12am	12am-6am
Residential	60%	100%	100%	80%	100%	100%
Office/ Warehouse /Industrial	100%	20%	5%	5%	5%	5%
Commercial	90%	80%	5%	100%	70%	5%
Hotel	70%	100%	100%	70%	100%	100%
Restaurant	70%	100%	10%	70%	100%	20%
Movie Theater	40%	80%	10%	80%	100%	10%
Entertainment	40%	100%	10%	80%	100%	50%
Conference/Convention	100%	100%	5%	100%	100%	5%
Institutional (non-church)	100%	20%	5%	10%	10%	5%
Institutional (church)	10%	5%	5%	100%	50%	5%

- Shared Centralized Parking Approach – Under this approach, the municipality provides a centralized parking that is shared by adjacent uses. This approach cuts down on the surface area devoted to parking, and can allow for much denser development around the shared facility. The municipality can require or allow property owners to pay in-lieu fees that fund public parking facilities. This strategy reduces the reliance on private parking lots for each business while opening up spaces that can serve multiple users and destinations.

## Shared Parking Best Management Practices

When implementing shared parking within the community, some of the best management practices that should be employed include:

- Establish standard procedures for implementing shared parking that specify:
  - Acceptable walking distances
  - Agreement requirements
  - Verification
  - Enforcement
  - How to calculate minimum parking requirements for different combinations of land uses
- Educate planning staff, elected officials, and developers on shared parking benefits and implementation strategies.
- Provide a maximum amount of on-street parking, to buffer the lessening of off-street parking facilities. If parking problems occur, public off-street parking and use of in-lieu fees can substitute for additional private off-street parking.

# DEL RAY Parking Study



- Insure that there is acceptable pedestrian access and appropriate signage for pedestrian and vehicular users. Signage and wayfinding to shared off-street parking facilities is critical to the successful use of the parking facility.
- Perform regular parking studies and solicit input from local stakeholders to gain a clear understanding of how the system is working and how it is perceived by the users.
- Be cognizant of potential spillover into adjacent areas. Addressing spillover issues may require additional regulations and/or enforcement.

The Capital Region Council of Governments has a Shared Parking Fact Sheet<sup>2</sup> (included in the Appendix of this document) that provides several keys to success for various types of shared parking agreements. The two primary agreement types in this document are the Contractual Agreement (much like the Adjacent Site Approach) and the Parking Management District (much like the Shared Centralized parking Approach).

## Contractual Agreements

For a contractual agreement between two adjacent property owners, several steps need to be taken to document the need for shared parking and insure proper and successful implementation. These tools include:

- Special Permit Approval – during the development review process, planning staff and the developers who are agreeing to the shared parking agreement should formalize the shared parking agreement, document differences in peak demand, and pursue special permit approval for singular shared parking facilities.
- Parking Study – the developers will need to conduct a parking study to document the off-setting peaks and actual parking needs based on shared parking methodology. Urban Land Institute’s Shared Parking Methodology is a good resource for this step.
- Contractual Agreement – the sharing property owners will need to enter into a development agreement that formalizes the shared parking arrangement. Your ordinance should require such an agreement. Several examples are included in the Appendix of this document.

There are several keys to successful implementation, including targeting the right type of development for shared parking, understanding the true parking needs of the development,

---

<sup>2</sup> Capital Region Council of Governments (Hartford, CT) Best Management Practices - <http://www.crcog.org/>

# DEL RAY Parking Study



ensuring walkability within the shared uses, and creating synergy for the shared approach through pilot studies.

- The right type of development for the shared parking approach is one with off-setting uses (i.e. a hotel and an office). The most optimal mixture of uses is the “Main Street” environment, with diverse mixed uses, walkability, and a varied mixture of uses that creates enough peaks to balance demand throughout the day while providing reductions in parking supply and overall area dedicated to parking facilities.
- To truly understand the parking needs of the developments in question, a parking study will need to be conducted that documents the singular needs of each of the facilities and the shared needs between them. By knowing the difference in the two values, the development can document and argue for shared parking reductions that will provide ample parking for the site.
- The site must be walkable enough that motorists are comfortable parking once and walking between multiple destinations. Generally the walking distance would be around 600 feet between parking and destination. In more urban settings, with continuous development, the distance could go as high as 1,200 feet.
- One direct way to promote the use of shared parking agreements in the community is to conduct a pilot study that can show area property owners and developers the true benefits of shared parking. The municipality can lead this effort. If the agreement works successfully, it will be easier to sell to other area property owners.

## Parking Management Districts

For a parking management districts, several steps need to be taken to successfully implement shared parking. These tools include:

- Collection of Fees – each property will pay into an in-lieu fund, which goes towards the development of a centralized parking facility that serves multiple properties and businesses. The fund could also go to maintenance, security, taxes, enforcement, utilities, signage, etc.
- Implement an Oversight Committee – a governing body will need to be established to oversee the district and ensure that member concerns are addressed and parking is managed adequately.

There are several keys to successful implementation, including targeting the right type of development for shared parking, proper design of parking facilities, collecting revenue, and managing and maintaining on-street parking.

# DEL RAY Parking Study



- The right type of development for the shared parking approach is one with compact, pedestrian-oriented developments that promote walkability and diversity of uses.
- The parking facilities in a management district should be designed to accommodate more vehicles, because they will be the primary resource for multiple developments. These facilities will need to be centrally located to serve multiple properties.
- In order to maintain the management district, parking cannot be free. This will provide revenue for the ongoing upkeep of the system. Secondly, paid parking may act as a transportation demand management strategy that promotes alternative modes of transport.
- The provision of on-street parking is critical to the effective management of a parking management district. These spaces provide important short-turnover spaces for business and are used to manage the separation between short-term and long-term parking. These spaces should be priced or enforced appropriately to ensure proper balance between on- and off-street supply.

## Steps for Implementing Shared Parking

The process for implementing shared parking varies by community and circumstance, but generally follows the following steps. We have indicated throughout these steps where the City can begin to focus to realize a more cohesive and communal shared parking system in the Del Ray neighborhood.

1. *Identify groups of business and property owners who would benefit from the use of shared parking* – the City can utilize the data outlined in [Chapter 1](#) and the recommendations from [Chapter 3](#) to identify parking lots with available supply and businesses with additional parking needs.
2. *Modify zoning codes and ordinances that restrict shared parking* – the City will need to re-evaluate the current zoning codes and ordinances that restrict or prohibit shared parking arrangements today. One primary example is the current SUP restrictions in place, which are a major hurdle to a shared parking system. The City should remove or restructure language such as this to make the move to a shared parking system easier to implement and manage.

A successful shared parking ordinance typically includes language that clearly enables shared parking, by allowing for off-street parking facilities to be located off-site. An ordinance of this type will usually specify a maximum distance from the structure or use within which the off-site parking facility must be located. These location requirements are often based on acceptable walking distances for a typical

# DEL RAY Parking Study



user, such as 600 feet. Ordinances may also allow for a reduction in required spaces if a development site is accessible by public transit or close to a public parking lot.

The City currently has ordinance language that allows for shared parking, but should revisit that language to make sure that the policies and measures are supportive of the Del Ray Neighborhood. It may be necessary to develop specific language for this area as part of an overlay amendment to the ordinance.

Additionally, the City should work with private developers to ensure that shared parking arrangements put in place between private entities are in line with the policies and regulations in their shared parking ordinance, and allow for open, accessible use of the available parking supply.

3. *Develop appropriate standards and practices that local transportation planners can use to evaluate, manage and enforce shared parking arrangements* – the City will need to use the best management practices outlined in this chapter, along with the recommendations in [Chapter 3](#) and baseline data presented in [Chapter 1](#), to develop specific metrics that define the use, location, and operations of shared parking facilities. The business owners and local stakeholders need to buy into these standards and policies for the implementation of an effective shared parking system.

Policies that encourage successful shared parking typically have some or all of the following elements:

- Provisions for the maximum amount of off-street parking that can be provided
- Provision of public off-street parking facilities
- Encouraging more clustered development to make multiple destinations easily accessible from a central parking location
- Establish an enterprise fund that allows or requires 'in-lieu' parking fees from developers instead of dedicated private off-street parking to help fund public shared parking facilities

## Shared Parking in Small Communities

Shared parking implementation in small communities can sometimes be more challenging than in denser areas where parking capacities allow for a more varied and overlapping use of the spaces. In a community like the Del Ray neighborhood, the small quantity of parking is either typically accounted for or inaccessible during the times of highest need.

Additionally, successful shared parking implementation is based on the right mixture of land uses that can provide non-competing peak conditions. For example, if an area is primarily made up of office uses and retail, it is not likely that the area will have sufficiently off-setting peaks to be able to share a common pool of parking.

# DEL RAY Parking Study



However, small communities have distinct advantages that might not be present in larger communities. There are typically less competing interests, meaning that a partnership between two or more entities can have a much greater effect than a similar partnership in a larger community. If two uses in a small town agree to share a pool of parking, it could represent a sizable percentage of the overall demand in the area. Additionally, shared parking agreements in a small community can be easier to broker between adjacent land or property owners, who have a vested interest in the successful management of the area and its impacts on their businesses.

## Shared Parking Implementation Case Studies

There are numerous examples throughout the country of successful shared parking programs that have helped communities and mixed-use developments reduce parking footprints, lessen parking demand, and create more walkable and sustainable development patterns.

Shared parking in an urban setting is no new concept, as the price and unavailability of land often forced property owners and business to share common parking supplies. As the country moved into the dawn of the automobile age and suburban sprawl ensued, the notion that each land use needed to have its own dedicated parking supply began to create the principle of the single use parking demand methodology. However, in recent years urban and suburban mixed-use developments have begun to adopt the theory of shared parking methodologies, both as a resource to minimize land costs and maximize developable area.

As urban centers begin to thrive again, the principles of shared parking are quickly becoming primary strategies to combat parking demands and promote thriving, high density development. The following two case studies provide success stories of smaller communities who have implemented shared parking successfully and to the benefit of both the community and business owners.

### *Marlborough, MA*

Marlborough is a medium-sized community located along Interstate 495 in the heart of Massachusetts. Marlborough is quickly becoming an attractive destination for electronics and computer firms that can utilize quick access to the interstate to serve the northeast region. To accommodate its workforce and residential parking needs, Marlborough recently enacted several parking management measures, including shared parking, that promote a smart parking approach. The city has taken steps to decrease the oversupply of parking through provisions for shared parking, compact car spaces, and temporary reserve parking.

Marlborough's shared parking program is primarily used within the core of downtown, which is heavy with mixed-use development. The program is focused on taking advantage

# DEL RAY Parking Study



of the off-setting parking needs among its residential and commercial uses. The provision of a large parking capacity is limited by geographic and topographic boundaries, so the City can only provide public parking supply on the southern portion of its core. Due to lack of space for parking behind the buildings, the need for off-site shared facilities on the south side became apparent. As Marlborough's parking needs grew, the city enacted a provision for shared parking to account for 100 percent of developments parking requirements. This was largely possible because the City invested in large public parking structures, and used in lieu funding as a replacement to parking requirements for its new developments.

The program has been effective in balancing the needs of new developments with existing businesses. The City has encountered minor conflicts related to residential parking within the downtown structured facilities. Businesses that want their parking to be as close as possible to their buildings are concerned with long-term residential parking taking up the nearby spaces. Additionally, the Marlborough public works department requires that all parking lots be unoccupied overnight for purposes of snow removal; creating an obvious conflict with the needs of residential parking. The City is currently working with its stakeholders to develop solutions, including nested residential parking and reserved shopper zones on the lower levels of its facilities.

Although the City of Marlborough has experienced some difficulties with its shared parking regulation, overall the result has been largely positive. The program supports a functional, accessible mixed-used city center featuring a more efficient use of its downtown parking facilities.

## *Monrovia, CA*

Old Town Monrovia, CA is a small mixed-use district surrounded by residential neighborhoods on all sides. The area includes thriving commercial uses, as well as medium and high density residential developments. The downtown is served by transit services, with moderate ridership. The area was redeveloped in the 1970's as a pedestrian friendly main street concept.

The area is served by more than 1,200 parking spaces, both on-street and off-street, with occupancies rarely exceeding 80 percent of the supply. The parking is free throughout the area. Even during the highest peak demands, including seasonal events that drew thousands of people into the area, occupancy was never really an issue and residential spillover was only a minor problem. Adding to that, most of the uses in the area were daytime uses that ended at 5pm. After that time, most of the parking sat largely unused.

A local developer proposed the construction of a 2,400 seat movie theater in the middle of the downtown area – with the caveat that he did not want to build the typical adjacent parking structure or sea of parking. The proposed theater was going to be built on one of the

# DEL RAY Parking Study



existing surface lots. The City deemed that the parking in that lot would be replaced by expanding a smaller lot and adding some street parking. However, the overall parking supply did not grow to the level that would have typically been required by a parking demand study or typical city parking requirements.

The initial result was sufficient parking within the downtown core area, because the existing uses all had compatible and off-setting peaks to allow for nighttime demands. The City is exploring the addition of more nighttime development to promote downtown use and take advantage of the available capacity it has on hand. They recognize that at some point, parking will need to be developed, but because of the success of their shared parking plan, they are more than willing to partner with businesses to developed shared, centralized parking for future endeavors.

## Residential Parking Spillover Mitigation

Spillover occurs when motorists look for other nearby, cheaper parking than what is provided in the primary parking facility or along the main street. Typically, inadequate parking supply, high parking rates, and time restrictions lead to spillover parking in adjacent areas. When managing parking, there is always a balance between creating an efficient, well-managed system and preventing spillover into adjacent areas. Many communities feel that ample free parking prevents spillover and is therefore encouraged. However, spillover problems can be avoided using other means that do not require an overabundance of free parking such as increased regulation and enforcement.

Increasing regulations and enforcement means a greater complexity administrating the program. Increased administrative responsibilities may add costs and increased enforcement will pacify residents but may frustrate other users. These issues can be overcome by working with residents, users, business owners, and other stakeholders in the area.

## Spillover Best Management Practices

When addressing spillover problems within your community, some of the best management practices that should be employed include:

- Restrict on-street parking to residents. A residential permit program can be established where residents are issued permits. This approach requires expanding enforcement into the residential areas.
- Designate the residential areas as Parking Benefit Districts. Users must pay to park on-street in residential areas (residents are exempted with a permit). Parking revenues from those meters are then used for neighborhood enhancements or reducing property taxes.

# DEL RAY Parking Study



- Provide compensation to the residents for spillover impacts. For instance, a large street event could cause spillover into adjacent streets. Free passes to the event or coupons could be given to the residents to compensate them for the inconvenience of the spillover issues.

## Implementing Paid Parking

Requiring motorists to pay for parking reduces vehicular traffic, mitigates parking problems, and generates revenues to fund improvements. The intent of paid parking is to alleviate congestion on the roads, make parking spaces available, and encourage use of alternate modes of transportation.

The typical drawback of paid parking is that it is typically unpopular within the community. Motorists prefer free parking and business owners perceive paid parking as a deterrent for customers. Implementing agencies should strive to work extensively with the community when deciding to implement parking rates. This not only gives the public a chance to be heard, but provides an opportunity to educate the public on the complexities of parking and the need for paid parking.

For example, where parking is free it may be costing the community in other ways that aren't apparent, such as higher taxes, higher retail prices, higher lease prices for business, and reduced wages. In addition, underpriced parking allows for inefficient use of parking facilities and leads to excessive demand. When parking is free, vehicles can occupy the most convenient spaces for a long period of time. This reduces motorist convenience and increases congestion. Surveys indicate that as much as 74% of congestion is caused by vehicles circling the blocks looking for available parking. Implementing a successful paid parking program will improve parking management and could alleviate driver frustrations, congestion, and associated pollution. Table 2-3 illustrates the relationship between parking rates and vehicle trips. As parking prices increase, percent that vehicle trips are reduced also increases.

# DEL RAY Parking Study



Table 2-3: Relationship between Parking Rates and Commuting Trips

Worksite Setting	\$1	\$2	\$3	\$4
	Percent Reduction of Vehicle Trips			
Low Density Suburb	6.5%	15.1%	25.3%	36.1%
Activity Center	12.3%	25.1%	37.0%	46.8%
Regional CBD/Corridor	17.5%	31.8%	42.6%	50.0%

## Paid Parking Best Management Practices

When considering paid parking in your community, the following best management practices help with successful implementation:

- Charge motorists directly. If it must be subsidized, offer comparable benefits for use of other travel modes (e.g., cash out payments).
- Charge higher prices and use shorter time periods for spaces in high demand locations. High prices and shorter durations increases turnover. Less desirable spaces on the fringe are appropriate for longer term parking at lower rates.
- Use a progressive rate structure to encourage short term parking in high demand areas. For instance, charge \$1.00 for the first hour and the longer a user stays, the price increases accordingly.
- Allow for flexible payment methods by allowing users to pay for exactly the amount of time they wish to stay (charge by the minute in short term areas and by the hour in long term areas). Provide multiple payment options to create an easier payment environment.
- Set parking prices to equal or exceed transit prices. The intent is to encourage use of alternate modes of transportation.
- Use legislation and incentives to encourage businesses to opt for cash out programs so that they only pay for the spaces they need.
- In the event that parking must be subsidized, avoid offering free parking to everybody. Instead, consider validation programs where businesses can validate tickets for customers.
- Tax parking and require that this cost be passed to users.
- Designate the residential areas as Parking Benefit Districts. Users must pay to park on-street in residential areas (residents are exempt with a permit). Parking revenues from those meters are then used for neighborhood enhancements or reducing property taxes.

# DEL RAY Parking Study



## Chapter 3 – Parking Observations and Recommendations

Chapter 1 of this report focused on existing parking conditions, including data collected in June and November 2010. The data collected included parking inventory, utilization, and turnover both along Mount Vernon Avenue and in the residential sections east and west of the corridor. The general consensus from reviewing the data is that the Mount Vernon Avenue corridor and surrounding neighborhoods do not have a specific parking problem. However, as the data is analyzed further, it is apparent that sections of Mount Vernon Avenue are deficient today. In addition, this deficiency creates the potential for spillover problems into the adjacent neighborhood. This section summarizes these potential deficiencies and provides resulting recommendations for the Del Ray Neighborhood study area.

### General Observations

The recommendations in this section are based on a few general observations from the existing conditions analysis and basic tenets of parking management decisions. These are summarized below.

### Capacity and Utilization

The recommendations in this chapter are based on the utilization and capacity analysis performed in Chapter 1. In general, the parking system should have an overall utilization of 85 percent. Areas with occupancies above this threshold are typically perceived as being full because the few open spaces are difficult to locate. The analysis in Chapter 1 found that overall utilization was below the 85 percent threshold, but there are specific areas that are above or approaching the threshold. The recommendations made in this chapter are intended to manage the system to maintain the appropriate utilization.

### Ongoing Parking Data and Monitoring

The recommendations in the following sections are based on data collected as part of the Del Ray Neighborhood Parking Study – this data represents measured conditions along the corridor. As time progresses it may benefit the City to monitor additional occupancy or turnover data to ensure that recommendations are appropriate. A few of the strategies outlined in the following sections recommend the collection of additional data prior to implementing improvements. This data can easily be collected by City staff and should be used to verify assumed conditions.

At a minimum, the City should collect occupancy and turnover data annually, preferably for the same time period each year. This metric will allow the City to understand how parking demands and patterns are changing over time. Occupancy and turnover data can be collected

# DEL RAY Parking Study



by parking enforcement officers as they are patrolling their route. The more data that is collected, the better understanding the City will have of its system. If paid parking is ever implemented along Mount Vernon Avenue, ongoing revenue data from meters or pay stations will provide a better snapshot of how parking demands change seasonally and annually.

## Paid Parking

The implementation of paid parking is recommended as a long term solution – in general, paid parking should not be implemented until utilization is in excess of 85 percent for a majority of the Mount Vernon Avenue corridor. Currently, the overall off-street utilization ranges between 26 percent and 56 percent. The overall on-street utilization currently ranges between 53 percent and 64 percent. Even though there are specific lots and areas that experience higher occupancies, the overall system is not yet at the 85 percent threshold. The monitoring and accumulation of parking data, as described in the previous section, are important for understanding how the actual parking system is performing and can identify when the system is approaching the 85 percent threshold.

Once this threshold is reached, paid parking should be implemented along the entire Mount Vernon corridor. In addition, the use of multi-space meters or credit card enabled single space meters is recommended to provide the highest level of customer service along the corridor. Initially, prices should be set low and raised gradually to ease the community into paid parking. Again, this is a long term solution and should only take place after utilization reaches the 85 percent threshold and other recommendations have been implemented.

## Consistency

Finally, recommendations should be implemented consistently along the corridor – that is, signage improvements should be consistent from north to south, residential permit programs should be implemented in the same fashion throughout the area, and paid parking should be implemented consistently (i.e. along the entire corridor, rather than sections).

Recommendations generally follow the form of customer service over enforcement and a movement from free parking to paid parking over time. Recommendations were generated to ensure that parking is available in the areas of greatest demand and easily accessible. Recommendations like additional public parking capacity through shared parking are intended to take advantage of existing supply that is underutilized in some of the times of greatest demand.

## Recommendations from Previous Studies

Prior to providing recommendations for the Del Ray Neighborhood study, it is important to recognize that previous studies indicated specific recommendations along the Mount Vernon

# DEL RAY Parking Study



Avenue corridor. The previous studies were described in detail in [Chapter 1](#). The following recommendations were taken from those studies:

- Implement shared parking concepts by making arrangements with private lot owners to use their parking for public purposes on evenings and weekends.
- Require that future development provide parking as part of that development. This has already been implemented, and evaluations are done on a site-by-site basis.
- Provide new parking facilities in the area to be used by all development.
- Introduce residential parking permits along the east/west intersecting streets and/or install parking meters along Mount Vernon Avenue.

The recommendations presented above are generally focused on providing additional parking capacity through new facilities or shared parking. The most recent study was completed in 2004. However, the problems with lack of shared parking and perception of parking capacity persist today. The recommendations in the following sections (as well as the best management practices outlined in [Chapter 2](#)) provide additional guidance to help the City realize the implementation of shared parking.

One of the recommendations above focused on requiring future development to provide parking as part of the development. This recommendation is somewhat counter to the suggestion to implement shared parking. The pure benefit of shared parking is to devote less square footage to parking, allowing for more developable areas, and denser development. By requiring each development to provide its own parking, the development pattern will remain fragmented and the parking system will continue to be disjointed. The recommendations in the following section re-evaluate this approach.

Finally the last recommendation was for the introduction of residential parking permits along the east/west side streets. Residential parking permits have already been implemented successfully along Glendale Avenue, which responds to the commuter spillover from the Braddock Road Metrorail station. While the spillover problems in that area deal with commuter parking, there is a potential concern for patron parking to spill over into the neighborhoods from Del Ray if parking occupancies get too high, or parking management strategies (such as enhanced enforcement or paid parking) are implemented along the Mount Vernon Avenue corridor. The recommendations in the following sections build off of this success.

## Recommendations

There are three levels of recommendations provided in this study, including:

- Immediate recommendations that are intended to re-organize curb space and provide immediate relief to the parking problems currently experienced.

# DEL RAY Parking Study



- General area recommendations that can be phased into the area as needed.
- Specific area recommendations that are tied to specific locations along the corridor.

The following sections provide a summary of each type of recommendation.

## Immediate Recommendations

Figure 3-1 on the following pages provides a quick overview of the immediate recommendations for the corridor. These recommendations have been presented to certain stakeholder representatives in the Del Ray neighborhood, including business owners and area residents, and have been modified and finalized based on these discussions.

The general recommendations shown on these maps include the following:

- Addition of general parking (with the existing two hour time limits) along the northwest corner of Mount Vernon Avenue and Windsor Avenue.
- Implementing additional loading zones to support local business at various locations along Mount Vernon Avenue, north of Custis Avenue.
- Creating *Customer Convenience Zones*, which are intended to be short-term (an hour or less), high-turnover spaces to serve businesses with quick turnaround transactions
  - Two locations on the west side of Mount Vernon Avenue between Custis Avenue and Oxford Avenue
  - One location on the southwest corner of Mount Vernon Avenue and Howell Avenue
  - Two locations on the east side of Mount Vernon Avenue between Bellefonte Avenue and Windsor Avenue
  - In one location, these *Customer Convenience Zones* will be shared with loading zones to minimize general parking losses and to account for off-setting peaks between loading and parking needs. This shared zone is located at the northeast corner of Mount Vernon Avenue and Howell Avenue
- Addition of residential permit zones in areas where parking utilization data dictates additional parking restrictions.
- Removal of some taxi stands to add general parking (this recommended approach occurs in very minimal areas).

The figures on the following pages provide the exact locations of these specific immediate recommendations.

**Legend**

Study Area

**Recommendations**

- Loading Zone
- Shared Customer Convenience Zone and Loading Zone
- New General Parking
- Proposed Residential Permit Zone
- Remove Bus Stop - Add Parking
- Remove Taxi Stand - Add Parking
- Customer Convenience Zone (60 min time limit)

**Existing On-Street Parking**

- Bus stop
- Taxi stand
- General parking except bus parking only M-F, 7-9 AM
- Handicap parking
- Handicap parking with time limit
- General parking
- General parking with time limit
- Permit parking, General parking with time limit
- Residential permit parking only
- Sunday parking only



Del Ray Neighborhood Parking Study  
Figure 3-1:  
Short-Term Recommendations

Kimley-Horn and Associates, Inc.



1

FIGURE  
3-1a



**Legend**

- Study Area
- Recommendations**
- Loading Zone
- Shared Customer Convenience Zone and Loading Zone
- New General Parking
- Proposed Residential Permit Zone
- Remove Bus Stop - Add Parking
- Remove Taxi Stand - Add Parking
- Customer Convenience Zone (60 min time limit)
- Existing On-Street Parking**
- Bus stop
- Taxi stand
- General parking except bus parking only M-F, 7-9 AM
- Handicap parking
- Handicap parking with time limit
- General parking
- General parking with time limit
- Permit parking, General parking with time limit
- Residential permit parking only
- Sunday parking only



Del Ray Neighborhood Parking Study  
 Figure 3-1:  
 Short-Term Recommendations



# DEL RAY Parking Study



## General Area Recommendations

The following recommendations were developed specifically for the entire corridor and/or neighborhood area. These recommendations are not intended for the immediate implementation time frame, but rather medium or long-term planning horizons. Additionally these recommendations do not have specific areas for implementation, but rather are general concepts and should be implemented either corridor-wide or where necessary when the timeframe and demand dictates.

### Capacity and Utilization Recommendations

Generally, the parking system (primarily the on-street system) should be managed to 85 percent utilization. This threshold always assures that parking spaces are available, which allows for easy access. Currently, the on-street system falls below this threshold, but there are sections of the corridor that experience heavy volumes, even into the low-80th percentile. There are several tools available to manage the system effectively – the recommendations that follow are intended to maintain this threshold.

#### *Consistent Enforcement of Two-Hour Limits*

The current on-street system along Mount Vernon Avenue is regulated to two-hour parking limitations. Turnover data indicated that the average parking duration was only 1.5 hours, which falls under the prescribed threshold. However, based on the turnover analysis discussed in [Chapter 1](#), there were at least a dozen instances of vehicles maximizing or eclipsing the two-hour time limits. It is important that enforcement officials manage this time restriction, as it is the only tool in place to ensure proper turnover and utilization of parking spaces along Mount Vernon Avenue. It is equally important for business owners to educate their employees (and possibly themselves) of the importance of not parking in front of their own business. If the average shopper parks and shops for 1.5 hours and spends \$10 during their stay, then an illegally parked employee who stays for 6 hours could cost the business owner \$40 in revenue for that one space. If this trend is followed on a daily basis for an entire year, that total is nearly \$15,000 per parking space.

#### *Additional Public Parking Capacity*

As utilization along Mount Vernon Avenue increases, and the supply of close, easy, and accessible parking becomes more constrained, it may become more important to provide additional capacity without providing dedicated City owned parking facilities. One way to accomplish this is to move to a paid parking system. However, the step from unpaid parking to paid parking is the biggest rate increase hurdle a parking system will experience. Furthermore, as previously mentioned, and discussed in detail below, paid parking at this point in time is not appropriate for the Del Ray neighborhood. It would be easier and more appropriate at this time

# DEL RAY Parking Study



to introduce another form of parking management that bridges the gap between unpaid and paid. There are two general approaches to addressing capacity issues:

- A. Shared Parking Arrangements – facilitate shared parking agreements with private business and property owners whose parking lots are underutilized in the evening peaks. Throughout the specific location recommendations in the following section, we identify several locations where this type of arrangement could exist. However, sometimes private owners are hesitant to enter into these agreements due to the liability and potential for security issues, vandalism, or impacts to their tenants or employees. These concerns should be identified through the shared parking agreement and addressed through additional enforcement. Examples of shared parking arrangements are included in the Appendix.

In general, shared parking arrangements could be a very valuable tool in managing perceptions of public parking issues and potential utilization issues in the future. Based on the data presented in Chapter 1, off-street public surface lots experienced moderately high utilizations during both the weekday (53% - 100%) and weekend (50% - 75%) survey hours. Should a portion of the off-street lots not currently designated for shared parking be converted for both public and private use throughout different hours of the day and days of the week, utilization of the parking supply would balance throughout the system. Table 3-1 shows the ratings used to determine lots potentially appropriate for shared parking. (*Lots that were identified for exclusion in Table 1-2 were removed from this table because they were inappropriate for shared parking.*)

**Key**

- 1 = Current Public Parking
- 2 = Potential for Shared Parking
- 3 = Not Practical for Shared Parking

Table 3-1 –Shared Parking Lots

Parking Lot	Lot Type	Lot Sharing Rating	No. of Spaces
1 Residential area	Public	1	8
3 SunTrust Bank	Public/Private	2	79
4 Curves studio	Private	2	21
5 Natures Nibbles Pet Store	Private	3	9
6 Department of Human Services	Private	3	4
7 Department of Human Services	Private	2	8
8 Library	Private and Public	2	16

# DEL RAY Parking Study



Parking Lot	Lot Type	Lot Sharing Rating	No. of Spaces
9 Mount Vernon Community School	Public/Private	2	6
10 All at Once Hair	Private	3	9
11 Parking for DHS Employees	Public/Private	2	71
13 Farmer's Market City Lot	Public	1	11
14 State Farm Insurance /Ultimate Results/Hatha yoga	Public/Private	2	6
15 St. Elmos	Private	3	15
16 Pottery Store	Private	2	5
17 AGA	Private	2	51
18 Vital	Private	2	10
19 Church	Private	2	17
20 7-11	Private	3	8
21 BodyMindSole, Artifacts, Elegant Nails, and Zumba/Ballet studio	Public/Private	3	4
22 Church	Private	2	18
23 Anne Welsh Salon	Private	3	6
25 Thai place / Mind & Media	Private	2	21
26 Fire Station	Private	2	18
27 Fire Station	Private	2	7
28 Evening star/majestic lounge	Private	3	11
29 MacGuire-Reeder	Public/Private	1 / 2	9
30 Lot with arm gate/no building	Private	2	22
31 Suhko Thai	Private	3	10
33 Octomeron Associates	Private	2	6
34 Salvation Army	Public/Private	2	33
45 Behind deli/next to residential	Private	3	10
47 St Paul Christian Center	Private	3	9
50 Burke & Hurbert Bank	Private	2	18
51 Mancini's Cafe	Private	3	12
52 Antiques Store	Private	2	45
53 Private Commercial	Private	3	11
55 Fireflies	Private	3	6

# DEL RAY Parking Study



Parking Lot	Lot Type	Lot Sharing Rating	No. of Spaces
Total Current Public Parking		19	
Total Potential for Shared Parking		487	
Total Not Practical for Shared Parking		124	
Total Spaces Evaluated		630	

The locations identified were selected based on the capacity and utilization data analyses. However, the implementation of shared parking must also consider SUP restrictions that currently prevent some business owners from entering into a shared parking agreement (e.g. the Salvation Army and SunTrust lots). Therefore, even though the analysis may indicate unused capacity and an opportunity to share between two lots, the SUP restrictions may prohibit parking in a lot when it would be needed. The issue of parking restrictions has been discussed at the Business Association meetings and the general consensus is to remove parking restrictions to allow for shared parking opportunities.

Table 3-2 below shows the utilization of those lots with potential to share parking and those where shared parking is not practical. The values based on the occupancy counts conducted in June 2010 and the assigned lot sharing ratings shown in Table 3-1.

Table 3-2 –Off-Street Shared Parking Utilization

Category	Total Spaces	Weekday				Weekend			
		12 to 1pm	1 to 2pm	6 to 7pm	7 to 8pm	11 to 12pm	12 to 1pm	7 to 8pm	8 to 9pm
Potential Shared Parking	487	56%	56%	41%	45%	39%	42%	26%	27%
Not Practical For Shared Parking	124	56%	60%	48%	45%	65%	54%	39%	44%

The result of converting strategically located private lots to shared use could result in weekday utilization ranging from 41%-56% (down from 53% - 100%) and weekend utilization ranging from 26% - 40% (down from 50% - 75%). This ultimately results in a parking system that can more efficiently meet demand due to increased supply in areas of need throughout the system, thus residents and visitors of the Del Ray Neighborhood perceive a system that is more inviting and useable.

In addition to removing restrictions, the City could even go a step further and allow businesses to pay into an in-lieu fund, to finance future improvements. The revenue

# DEL RAY Parking Study



from this in-lieu fund could be used to pay for improvements to the parking system, maintenance and security for shared parking facilities, or the provision of new, centralized public parking facilities.

- B. Build New Parking Facilities – the other alternative for the City is to provide additional public parking capacity through the construction of new public parking facilities, most likely in the form of a surface parking lot. If demands become high enough along the corridor (i.e. a major trip generator is located within the neighborhood) a parking garage may be feasible. However, given the existing development levels, as well as the small lot sizes along the corridor, this may not be the most feasible option. It is not recommended that the City invest in any new public parking at this time – however, future development changes may necessitate this move.

## *Paid Parking*

The final approach to balancing utilization and turnover along the Mount Vernon Avenue corridor is to implement paid parking. As stated before, the step from free parking to paid parking is often the hardest, and good community involvement is key for implementing parking charges. Once the decision to implement paid parking has been made (after the 85 percent occupancy threshold is eclipsed on a regular basis, especially during night and weekend peaks), the City should begin a public information campaign at least six months out from the first day of charging. The public campaign should include information on where revenues go after collection, education on how to utilize revenue collection equipment, and how paid parking violations will be enforced. We recommend that paid parking be introduced when occupancy is above 85 percent on-street and the adjacent surface lots are also reaching threshold occupancy.

## Signage, Wayfinding, and Branding

In general, signage along the corridor needs to be more consistent, especially related to off-street public parking. Signage needs to be consistent, especially in off-street shared use lots. Cluttered signage that indicates numerous business types and overlapping restrictions can be problematic and potentially cause visitors to look for other parking options. The City has adopted a wayfinding program, which funds have been used for wayfinding implementation in Old Town. It would be beneficial for the City to implement the wayfinding program in the Del Ray neighborhood to lead visitors to public and shared parking areas, and to identify primary destinations. It may be beneficial to develop a specific parking brand for the Mount Vernon corridor and Del Ray neighborhood. This brand could then be used to identify off-street parking easily, especially if a shared parking program with existing private lots is established.

On-street signage should be clear and consistent throughout the corridor, defining time-of-day restrictions, time restrictions, cost (if any), and instructions for payment (if applicable). Off-

# DEL RAY Parking Study



street public or shared parking should be advertised better (along the main travelway), including restrictions, direction to parking, and cost (if any). Parking signage in public/private facilities should clearly define time limits, restrictions, and potential enforcement (towing, etc.). The City should develop this signage with clear branding enforcing the availability of public parking.

## Provision of Short-Term Parking

Most of the parking along Mount Vernon Avenue is designated as two-hour parking. In some locations (dry cleaners, coffee shops, post office) it may be a good idea to include shorter term parking spaces to promote turnover and more availability for those patrons that need to “run-in and run-out”. This parking could be designated as *Customer Convenience Zones*, which would market to visitors as accessible, convenient, and available parking for quick duration trips. As part of the immediate recommendations, several locations have been designated as *Customer Convenience Zones* along the corridor as indicated in Figures 3-1a and b.

These spaces would need to be monitored and enforced effectively to ensure that they were available for their intended use. The time limit in the *Customer Convenience Zones* would be an hour or less, depending on the need. The City and business owners will need to work together to ensure that these limits are enforced appropriately. Since these limits are a direct benefit to business owners with interest in parking turnover, it will be up to them to educate their customers and ensure that spaces are used appropriately.

## Insufficient Loading Zones

One of the secondary issues along the corridor affecting area businesses is the provision of sufficient loading zones to serve business delivery needs. Several business owners commented about the lack of designated loading zones along the Mount Vernon Avenue Corridor. The immediate recommendations in the previous section provided some additional loading zone locations. Beyond these immediate recommendations, the City has several options to better manage loading zones and serve neighborhood businesses.

- A. Variable Loading Zones – on-street utilization observations (provided in [Chapter 1](#)) were relatively low during the weekday mid-day peak. It is safe to assume that early morning peaks are lower than this along Mount Vernon Avenue. Time limits for the loading zone should cater to the needs of the surrounding businesses. Spaces should be designated in groups of two to three spaces to allow for effective movement of freight vehicles.
- B. Offset Delivery Peaks – consistent with the variable loading zone recommendation, offset delivery times should be designated along the corridor. Early morning (7-9am) and late evening (after 9pm) should be designated as delivery hours. However, caution

# DEL RAY Parking Study



should be made with designating late night loading hours as they can have adverse impacts on businesses with evening peaks (e.g. restaurants and bars). Additionally, the designated times should be evaluated for additional noise impacts in the adjacent neighborhood.

- C. Customer Convenience Zones –the customer convenience zone parking could be utilized as loading zone parking, especially in the morning hours, before peak parking demand begins to occur.

Prior to implementing these recommendations, the City should reach out to individual business owners to ensure that specific loading needs are compatible with times and loading periods. The City should work with business owners to educate delivery drivers on the new loading regulations. The City may have to provide increased enforcement in the offset peak hours to ensure that loading zones are properly utilized. Finally, time limits will need to be established based on business type and specific need.

## General Enforcement Improvements

Enforcement along the corridor should strive to promote turnover and accessibility. However, turnover should also strive to project a positive image of the area, and should be friendly and customer centric. First time offenders should be provided warnings and education on the appropriate place to park. Habitual offenders should face graduated fines that punish repeat violations. Enforcement officers should operate as ambassadors for the area providing direction and guidance as much as they provide enforcement.

To better enforce existing and proposed regulations along the Mount Vernon corridor and Del Ray neighborhood, the City should assign one parking enforcement officer to the Del Ray neighborhood area. This officer should be on-foot (or segway) whenever possible and will serve two-fold as an enforcement officer and neighborhood ambassador. As an ambassador, the employee will assist patrons with parking questions, wayfinding, locating destinations, etc. The City should also investigate the use of enhanced enforcement technology (mobile license plate recognition, handheld enforcement devices, etc.). The implementation of a dedicated officer in the area may be an additional cost the City has to bear. However, the additional revenue generated by this officer from improved enforcement should offset some of the cost.

## Parking Requirements

As part of previous studies for the area, recommendations were made that would require new businesses to provide their own parking supply. However, given the typical nature of businesses along the corridor, the provision of four to five spaces for a couple thousand square-foot business may only compound the problems currently facing the corridor – a lack of centralized parking supply that is easily identified as public parking. In lieu of requiring

# DEL RAY Parking Study



smaller businesses to provide parking, the City should consider removing parking requirements for new businesses (or redevelopment along the corridor) under certain threshold levels (e.g., less than 5,000 square-feet). This approach is similar to existing parking requirements in Old Town and would stimulate business in the smaller parcels, while still requiring sufficient parking for larger new development. This recommendation is a specific request of businesses along the corridor, and could potentially assist with the move to a shared parking program throughout the area (e.g. opening up the Sun Trust Bank and Salvation Army parking lots).

When making the decision to reduce or remove parking requirements, there may be some concern that new development will be built without sufficient parking supply to meet its demands. However, developers (and banks that finance development) are savvy enough to understand the inherent relationship between parking needs and business success. They also understand the price to build, operate, and maintain parking. Many cities that have made the decision to reduce or remove parking requirements have found that their parking supply continues to grow and support the local business community, but at a much more sustainable pace. The movement to a centralized shared parking supply is also typically stimulated by this movement, as developers begin to search out partnerships and opportunities to minimize parking construction costs while maintaining a suitable supply for their properties.

## Improving the Perception of Parking

One of the problems facing the Mount Vernon parking system is the perception of a lack of parking, from patrons, business owners, and residents. The City can take several steps to improve the perception of parking, including:

- A. Education – the City could create an easy to understand pamphlet that describes changing rules and regulations, areas for short-term and long-term parking, cost (if any), and where to go for more information about the area or parking in the area. These pamphlets would be distributed throughout the community and given to business owners for distribution.
- B. Create a Del Ray Neighborhood Community Parking Action Committee – as part of the last study, a committee was formed with representative stakeholders that meet with City representatives to discuss ongoing issues within the district and to help develop continuing improvements along the corridor and into the neighborhood. It is recommended that this group continue to meet to identify and discuss issues. Meetings should be open to the public to ensure that residents and business owners have a voice in their community.

# DEL RAY Parking Study



In general, the perception of parking in the area should improve as some of these recommendations are implemented. A few specific recommendations that could affect the perception immediately include:

- Improved signage for off-street lots
- Parking ambassador/enforcement officer
- Better information and communication with the public (pamphlets/signage)

## Funding Parking Improvements

Some of the parking improvements outlined in this study will cost the City money to implement. Without paid parking, this system needs to be low cost for it to be effective, essentially asking the City to subsidize parking recommendations. Without additional funding, many of the recommendations in this study could go unfunded and unrealized. Some additional sources of revenue need to be realized to effectively implement the parking revenue program.

Two options to offset these costs include:

- A. Collect Revenue for Parking– implementing paid parking along Mount Vernon Avenue will provide an additional revenue stream to fund improvements. After improvements are funded, additional revenue should be reinvested in the Del Ray Neighborhood district.
- B. Additional Revenue from Enforcement – enhanced enforcement should lead to the collection of additional revenue from tickets. However, the City should take a customer service approach to enforcement, with first time offenders treated easier than habitual offenders (i.e. graduated fine structures).
- C. Establish an Enterprise Fund – enterprise funds can allow or require ‘in-lieu’ parking fees from developers to fund improvements to or expansion of parking facilities. By establishing an enterprise fund, the City will create the mechanism necessary to store, manage, and distribute funds collected from both in-lieu fees and parking revenues to the construction, operation, and maintenance of parking facilities or infrastructure. The enterprise fund should be designated for use in the Mount Vernon Avenue and Del Ray neighborhood areas only.

# DEL RAY Parking Study



## Specific Area Recommendations

The following recommendations build off the recommendations from the previous two sections, but are specifically applied to areas along the corridor. For the purposes of this study, the Mount Vernon corridor (and surrounding neighborhood streets) was separated into four sections, representing differing uses in the community. These four sections are:

- Commonwealth Avenue to Stewart Avenue – this section serves as the northern gateway into the study area. There are a handful of commercial uses in this section, but the predominant uses are residential dwellings and the Mount Vernon School.
- Stewart Avenue to Howell Avenue – this section represents the area of highest activity along the corridor. There are numerous restaurant and retail uses that create parking demand throughout the day and night. The highest levels of demand were observed in this area.
- Howell Avenue to Mason Avenue – this section is similar in context and demand as the previous section. The parking demands generated are not quite as high, but utilization and occupancy issues are still prevalent throughout this section.
- Mason Avenue to Glendale Avenue – this section serves as the southern gateway into the study area. There are numerous auto dealerships along the corridor and overall parking demands are lower in this area. Most parking demand is handled by off-street parking.

The specific recommendations for these sections are provided in the tables on the following pages (Tables 3-3 through 3-6).

# DEL RAY Parking Study



Table 3-3 – Location Specific Recommendations

Primary Location	Specific Issues	Proposed Recommendation	Potential Issues	Potential Parking Demand Management Benefits	Implementation Timeframe
Commonwealth Avenue to Stewart Avenue	<ul style="list-style-type: none"> <li>During weekday and weekend evening periods, the utilization in this area ranges from 80-98%. The lower values represent weekday peaks, while the higher values represent busier weekend periods.</li> <li>Residential units at the corner of Randolph Avenue and Mount Vernon Avenue have front-door on-street parking that is 2-hour time limited.</li> <li>Some restaurants and retail contribute to the demand generated in this section; some issues may also occur related to spillover demand from points south on Mount Vernon Avenue.</li> </ul>	<p>1. Add Public Parking Capacity –additional capacity should be developed in this section and the section directly south (Stewart Avenue to Howell Avenue). SunTrust bank parking lot has evening utilization between 25-33%. The SunTrust lot already has a formal shared parking agreement in place with several businesses. The City should promote the use of this lot for general public use after hours, through the use of signage and general marketing. The AGA lot has less than 30% utilization during evening and weekend peaks. The City should discuss sharing agreements with ownership of the AGA lot to allow for evening public parking.</p>	<p><u>Parking Enforcement:</u> Efforts will need to be made to ensure that overnight parking does not impede parking for SunTrust and AGA employees and patrons. <i>Potentially implement a specific time restriction after hours (i.e. 4 hours).</i></p> <p><u>Way-finding and Navigation:</u> Neither the SunTrust or AGA lot are particularly visible to Mount Vernon on-street parkers. If shared, the City should create signage that indicates directions to and time restrictions for each location.</p> <p><u>Liability and Management:</u> Parking lot cleanup responsibility will need to be designated as part of the agreement. The agreement will also need to address liability and insurance.</p>	<ul style="list-style-type: none"> <li>81 spaces in the SunTrust lot, with approximately 50-60 available spaces nightly.</li> <li>51 spaces in the AGA lot, with approximately 36-47 available spaces nightly and on the weekend.</li> </ul>	<p>Immediate – parking demands in the evening indicate that parking occupancy is an existing issue. Utilization issues south of this segment contribute to demand issues. The SunTrust lot should be better promoted through signage and marketing. The AGA lot ownership should be contacted about shared parking agreements.</p>
		<p>2. Analyze residential parking on Mount Vernon Avenue between Randolph Avenue and Raymond Avenue –collect parking turnover data for this block segment. This information will indicate whether there is an existing problem with longer duration parking (related to apartment guests). If there is a problem, follow these steps:</p> <ol style="list-style-type: none"> <li>Education and outreach – provide materials to residents/owners that indicate the appropriate places for guests to park (Randolph or SunTrust surface lot).</li> <li>Strictly enforce two-hour time limit – to ensure that valuable Mount Vernon spaces remain available for short-term use, enforce 2-hour limit. Residential parking should be restricted to on-site spaces (underground garage).</li> </ol>	<p><u>Parking Availability:</u> Randolph Avenue already experiences 70-85% utilization. Enforcement and education efforts must be made to ensure that residents of apartment units are parking on-site, while apartment guests should park along Randolph Avenue or in the SunTrust surface lot.</p> <p><u>Public Outreach:</u> Education and outreach are key for this recommendation. Residents along Mount Vernon Avenue need to feel included in resolutions, rather than alienated by the recommendation. Educational materials and opportunities to speak with City staff should provide a bridge between the problem and the solution.</p>	<ul style="list-style-type: none"> <li>8 spaces directly adjacent to apartment complex available for short-term use.</li> <li>Better balancing of parking demand by shifting longer term residential parking to side streets and SunTrust parking lot, which will allow for more effective utilization of Mount Vernon Avenue spaces.</li> </ul>	<p>Mid-term – parking utilization in this area indicates evening demand issues. Evaluate additional turnover data and monitor problem before enhanced enforcement in area. First step should be outreach to tenants/owners and then enhanced enforcement.</p>

# DEL RAY Parking Study



Table 3-4 – Location Specific Recommendations

Primary Location	Specific Issue	Proposed Recommendation	Potential Issues	Potential Parking Demand Management Benefits	Implementation Timeframe
Stewart Avenue to Howell Avenue <ul style="list-style-type: none"> <li>79 parking spaces along Mount Vernon Avenue</li> <li>29% of available parking supply vs. 34-39% of parking demands</li> <li>One public parking lot – for library patrons (16 spaces)</li> <li>Three shared parking facilities:                             <ul style="list-style-type: none"> <li>DHS (71 spaces after 5pm and on weekends)</li> <li>State Farm Insurance (13 spaces, 2-hour parking M-F)</li> <li>Small retail lot (4 spaces)</li> </ul> </li> <li>221 spaces on side streets (6 with a 20-minute time limit near Mount Vernon Community School)</li> </ul>	<ul style="list-style-type: none"> <li>Night and weekend utilizations range from 84-99% occupied. Weekday utilization ranges from 71-80% occupied. <i>This segment is clearly the highest demand segment along Mount Vernon Avenue.</i></li> <li>Many of the adjacent surface lots are less than 50% occupied during peaks.</li> <li>Many of the side streets realize potential spill-over parking during peaks.                             <ul style="list-style-type: none"> <li>Uhler Avenue – 80-88% weeknight and weekend mid-day</li> <li>Del Ray Avenue – 83-89% weekend mid-day</li> <li>Howell Avenue – 88-100% weeknight and all day weekend</li> <li>General parking durations of 1-1.5 hours (with the longest durations exceeding two hours).</li> </ul> </li> </ul>	1. Add Public Parking Capacity – <ul style="list-style-type: none"> <li>Surface Lots - the AGA lot has less than 30% capacity during evening and weekend peaks. The City should discuss sharing agreements with owners of the AGA lot to allow for evening public parking.</li> </ul>	<u>Parking Enforcement:</u> Efforts will need to be made that overnight parking does not impede parking for AGA employees and patrons. <i>Potentially implement a specific time restriction after hours (i.e. 4 hours).</i>  <u>Way-finding and Navigation:</u> The AGA lot is not particularly visible to Mount Vernon on-street parkers. If shared, the City should create signage that indicates directions to and time restrictions to the lot.	<ul style="list-style-type: none"> <li>51 spaces in the AGA lot, with approximately 36-47 available spaces nightly and on the weekend.</li> </ul>	Immediate – parking demands in the evening indicate that parking occupancy is an existing issue. AGA should be contacted about a shared parking agreement.
		2. Enforce two-hour time limit – while average durations in the segment were between 1-1.5 hours, there were numerous observations of parking durations exceeding 2-hours. Improvement should include educating employers where employees should park and monitoring on-street durations.	<u>Patron and Business Owner Frustration:</u> Increased enforcement may increase parker frustration. Initial efforts should be made to educate business owners and parkers about available long-term parking locations.	<ul style="list-style-type: none"> <li>Better turnover of on-street spaces along Mount Vernon Avenue.</li> </ul>	Immediate – promoting better turnover of all on-street spaces will provide a better parking experience and more business for area.
		3. Evaluate Residential Parking on Side Streets – collect turnover and resident mix data along side streets. Determine whether heavy weekend peaks represent spillover or residential parking. If the problem is spillover, poll the residents about a residential parking permit program. If utilization is residential parking, then parking isn't an issue in these areas.	<u>Public Outreach:</u> Education and outreach are key for this recommendation. Residents in the Del Ray neighborhood should make the determination whether they need additional enforcement or restrictions. Spillover into the neighborhoods for longer than a couple hours should be avoided.	<ul style="list-style-type: none"> <li>Effective balance between residential parking and commercial demands along Mount Vernon Avenue.</li> </ul>	Mid-term– poll the residents to determine whether they experience any spillover problems. If there are issues, work to resolve through implementing residential permits.
		4. Implement Paid Parking – the on-street parking along Mount Vernon Avenue should serve as the premier parking within the neighborhood. As parking begins to consistently exceed 85%, a move to paid parking should be considered.	<u>Acceptance of Paid Parking:</u> Most businesses and/or patrons will initially argue the benefits of paid parking. Paid parking should not be implemented before utilization is consistently above 85%. Rates should initially be set low as to not detract business. Outreach should begin starting six months prior to implementation.	<ul style="list-style-type: none"> <li>Better turnover and availability of parking along Mount Vernon Avenue.</li> </ul>	Mid- to long-term – implementation should not occur until utilization consistently exceeds 85%.

# DEL RAY Parking Study



Table 3-5 – Location Specific Recommendations

Primary Location	Specific Issue	Proposed Recommendation	Potential Issues	Potential Parking Demand Management Benefits	Implementation Timeframe
<p>Howell Avenue to Mason Avenue</p> <ul style="list-style-type: none"> <li>50 parking spaces along Mount Vernon Avenue</li> <li>19% of available parking supply vs. 17-23% of parking demands</li> <li>210 spaces on side streets (11 with a 2-hour time limit along Duncan Avenue)</li> </ul>	<ul style="list-style-type: none"> <li>Weeknight and weekend day utilizations approach capacity – 66-84%</li> <li>There are no “public” off-street lots in this area, which prohibits effective balancing of on-street and off-street parking.</li> <li>Some of the demand can be attributed to the section north (Stewart Avenue to Howell Avenue)</li> </ul>	<ol style="list-style-type: none"> <li>Add Public Parking Capacity – any additional parking should be recognized in the northern extents of this segment. The southern extents begin to transition into auto dealerships, which should not require additional off-street parking for service. Primary candidates include:               <ol style="list-style-type: none"> <li>Private gated lot along Howell Avenue (22 spaces, utilization in the evenings and weekend of 0-4%)</li> <li>Post Office parking lot (10 spaces, utilization in the evenings and weekend of 0-10%)</li> <li>Salvation Army lot (33 spaces, utilization in the evenings and weekend of 18-42%) - <i>note: already shares some of its spaces with La Strada Restaurant and Osteria MCMIX in the evenings and weekends</i></li> </ol> </li> </ol>	<p><u>Parking Enforcement:</u> Efforts will need to be made that overnight parking does not impede parking for employees and patrons. <i>Potentially implement a specific time restriction after hours (i.e. 4 hours).</i></p> <p><u>Way-finding and Navigation:</u> The three lots are not particularly visible to Mount Vernon on-street parkers. If shared, the City should create signage that indicates directions to and time restrictions to these lots.</p>	<ul style="list-style-type: none"> <li>65 total spaces in the three described lots, with approximately 49-59 available spaces nightly and on the weekend.</li> </ul>	<p>Mid-term – parking demands in the evening indicate that parking occupancy could be an issue as area attractions increase. This area should be monitored and as utilization begins to exceed capacity, the City should approach the three lot owners with shared parking agreements.</p>

# DEL RAY Parking Study



Table 3-6 – Location Specific Recommendations

Primary Location	Specific Issue	Proposed Recommendation	Potential Issues	Potential Parking Demand Management Benefits	Implementation Timeframe
Mason Avenue to Glendale Avenue <ul style="list-style-type: none"> <li>87 parking spaces along Mount Vernon Avenue</li> <li>32% of available parking supply vs. 19-29% of parking demands</li> <li>311 spaces on side streets                             <ul style="list-style-type: none"> <li>27 with a 3-hour time limit (Glendale Avenue, east of Mount Vernon)</li> <li>52 with residential permits (Glendale Avenue, west of Mount Vernon)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Some utilization issues along block faces, but generally parking is available in this section</li> <li>Some residential spillover issues during weekday peaks</li> <li>Most demands are handled by private off-street surface lots</li> </ul>	1. Evaluate Residential Parking on Side Streets – collect turnover and resident mix data along side streets. Determine whether high utilization periods represent spillover or residential parking. If the problem is spillover, poll the residents about a residential parking permit program. If utilization is residential parking, then parking isn't an issue in these areas.	<u>Public Outreach:</u> Education and outreach are key for this recommendation. Residents in the Del Ray neighborhood should make the determination whether they need additional enforcement or restrictions. Spillover into the neighborhoods for longer than a couple hours should be avoided.	<ul style="list-style-type: none"> <li>Effective balance between residential parking and commercial demands along Mount Vernon Avenue.</li> </ul>	Mid-term – poll the residents to determine whether they experience any spillover problems. If there are issues, work to resolve through implementing residential permits.
		2. Extend residential permit parking to both sides of Mount Vernon Avenue – depending upon the results of the residential parking evaluation, it may be necessary to extend the permit parking to both sides, especially if commuters begin to use this area to access the adjacent rail station.	<u>Public Outreach:</u> Education and outreach are key for this recommendation. Residents in the Del Ray neighborhood should make the determination whether they need additional enforcement or restrictions. Spillover into the neighborhoods for longer than a couple hours should be avoided.	<ul style="list-style-type: none"> <li>Effective balance between residential parking and commercial demands along Mount Vernon Avenue.</li> </ul>	Mid-Term to Long-term – evaluate the impacts of spillover parking as immediate recommendations are implemented. Expand residential permit program as necessary.
		3. Implement parking management recommendations consistent with the remainder of the Mount Vernon corridor – This area does not experience some of the same issues that the sections to the north do. This is primarily due to the differences in development type (auto dealership vs. restaurant/retail as an example). However, it is important that as parking management decisions are made (enforcement, paid parking, valet, etc.) that they be implemented consistently along the corridor.	<u>Lack of Consistency:</u> Failure to implement parking management strategies consistently throughout the corridor	<ul style="list-style-type: none"> <li>Consistent and effective parking management strategies create a consistent message to visitors throughout the area</li> </ul>	Ongoing – implement measures in this section as they are implemented in the sections of higher demand.