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II. Study Update
III. Goals
IV. Strategies and Recommendations
V. Next Steps
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### Study Update

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What Area Does the Study Cover?
Existing Conditions

<table>
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<tr>
<th>Supply Summary</th>
<th>Lansdale</th>
<th>Pennbrook</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-Street</td>
<td>922</td>
<td>43</td>
<td>965</td>
</tr>
<tr>
<td>Off-Street</td>
<td>2679</td>
<td>337</td>
<td>3016</td>
</tr>
<tr>
<td>Total</td>
<td>3601</td>
<td>380</td>
<td>3981</td>
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</table>

- Off-street meters spaces = 296
- On-street metered spaces = 139
- Off-street Customer-only spaces = 1241
- SEPTA spaces = 588
Existing Conditions – Total Parking Supply

- No Restriction: 18%
- SEPTA Parking: 18%
- Private - Business/Municipal/Other: 19%
- Up to 15 Hour Parking: 11%
- 2 Hours or Less: 2%
- Customer Parking: 32%
Existing Conditions - Regulations

[Map showing parking regulations and supply with various zones and parking areas highlighted in different colors.]

- On Street Regulations:
  - Permit Parking
  - 15Min
  - 1Hr
  - 2Hr
  - Meter - 2Hr
  - Meter - 6Hr
  - Meter - 15Hr
  - Private Employee/Residential
  - No Daytime Parking
  - Loading Zone
  - No Parking
  - No Restrictions

- Off Street Regulations:
  - 1$ Per Day Parking
  - Customer Parking

Legend:
- Penbrook Station
- Station Square

Scale: 0-1,000 Feet
- 0
- 250
- 500

Lansdale
Short Term Parking
Existing Conditions – Paid Parking
# Agenda

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Parking Utilization – Entire Study Area
Parking Utilization – Downtown Lansdale Only

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Occupied</th>
<th>Vacant</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 AM - 9:00 AM</td>
<td>1144</td>
<td>1313</td>
</tr>
<tr>
<td>9:00 AM - 11:00 AM</td>
<td>1401</td>
<td>1042</td>
</tr>
<tr>
<td>11:00 AM - 1:00 PM</td>
<td>1782</td>
<td>0</td>
</tr>
<tr>
<td>1:00 PM - 3:00 PM</td>
<td>1466</td>
<td>0</td>
</tr>
<tr>
<td>3:00 PM - 5:00 PM</td>
<td>1652</td>
<td>0</td>
</tr>
<tr>
<td>5:00 PM - 7:00 PM</td>
<td>1180</td>
<td>0</td>
</tr>
<tr>
<td>7:00 PM - 9:00 PM</td>
<td>1053</td>
<td>0</td>
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Parking Utilization: 11am – 1pm
Parking Utilization: 5pm – 7pm
Parking Utilization: 7pm – 9pm
Downtown Lansdale - Utilization
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What is your most frequent trip purpose in downtown Lansdale?

- Total Responses: over 200
- Zip Code breakdown: 80% respondents 19446
Survey Results

What is the most important consideration in choosing where to park?

Customers

- Location: 37%
- Ease of finding a space: 48%
- Price: 6%
- Safety/security: 7%
- Type of parking (i.e., street, lot, garage): 2%

Employees

- Location: 40%
- Ease of finding a space: 48%
- Price: 4%
- Safety/security: 6%
- Type of parking (i.e., street, lot, garage): 2%
Survey Results

How far away from your destination do you usually park?

Customers
- Right in front to 1 minute walk: 52%
- 2 to 4 minute walk: 42%
- 10 to 14 minute walk: 5%
- 15 to 9 minute walk: 1%

Employees
- Right in front to 1 minute walk: 67%
- 2 to 4 minute walk: 29%
- 5 to 9 minute walk: 4%
- 10 to 14 minute walk: 1%
Top three reasons I **go** to downtown Lansdale:
1. It is convenient to my home
2. I want to purchase items locally
3. I am able to walk to many different services

Top three reasons I **do not go** to downtown Lansdale:
1. There are not enough stores
2. I cannot find what I need
3. There are not enough restaurants
In the future, I would like to see more (ranked in order of preference):

1. Specialty shops
2. Cultural activities
3. Historic buildings protected and preserved
4. Convenience shops
5. Service shops
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Stakeholder Interviews

Key Points:
1. Employees and business owners park in lots or at metered spaces
2. Business owners would pay for permits for their employees
3. Need better meter technology
4. Need time limit expansions
5. Signage is confusing
6. Customers need more short-term parking for quick errands
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Public Open House

Key Points:

• Easier/Safer to walk, bike or take Transit
• Park further from job if designated employee parking area
• Park further away if do not have to search for parking
Key Points

• Availability outside of core area
• Signage needed on Main Street
• Customers unaware of first 15-min free option
• Consider shared parking
• Improve visibility in parking lots
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# Goals and Strategies

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Goals

• Redevelop downtown Lansdale as a **vibrant, healthy, safe, and pedestrian-friendly** destination
Goals

• Redevelop downtown Lansdale as a vibrant, healthy, safe, and pedestrian-friendly destination

• Direct public and private investment close to the train station
Goals

• Redevelop downtown Lansdale as a **vibrant, healthy, safe, and pedestrian-friendly** destination

• Direct public and private investment **close to the train station**

• **Focus on opportunities that improve economic activity in Lansdale in a cost-effective and efficient manner**
Goals

- Redevelop downtown Lansdale as a **vibrant, healthy, safe, and pedestrian-friendly destination**
- Direct public and private investment **close to the train station**
- Focus on opportunities that **improve economic activity** in Lansdale in a cost-effective and efficient manner
- Ensure that **public parking resources are protected** as means of access to existing and new downtown businesses
Goals

• Redevelop downtown Lansdale as a **vibrant, healthy, safe, and pedestrian-friendly destination**
• Direct public and private investment **close to the train station**
• Focus on opportunities that **improve economic activity** in Lansdale in a cost-effective and efficient manner
• Ensure that **public parking resources are protected** as means of access to existing and new downtown businesses
• **Encourage all downtown stakeholders to work together**
Goals

• Redevelop downtown Lansdale as a **vibrant, healthy, safe, and pedestrian-friendly** destination
• Direct public and private investment **close to the train station**
• Focus on opportunities that **improve economic activity** in Lansdale in a cost-effective and efficient manner
• Ensure that **public parking resources are protected** as means of access to existing and new downtown businesses
• Encourage all downtown **stakeholders to work together**

• **Consider the needs of customers, residents, employees, merchants, and commuters**
Strategies

1. Integrated Parking Management
2. Parking System Governance
3. Technology
4. Enforcement Policy
5. Zoning Code & Land Use
6. Pedestrian Improvements & Wayfinding
Strategy 1: Parking Management

Issues:

- Fear of ticket - not pricing - is driving compliance
- Highest demand in core area
- Minimal parking issues outside core area
- Timing of parking problems
- System discourages commuters, but hurts businesses
- Significant overall parking availability

Recommendation:

Integrated, comprehensive parking management
Strategy 1: Parking Management

1. Demand Responsive Pricing
   • Higher Prices in Core Area
   • Moderate Prices near Core Area
   • Remaining parking free
2. Eliminate or Expand Time Limits
3. Do Not Provide Additional SEPTA Commuter Parking
4. Other Issues/Strategies
   • Eliminate Meters where Unnecessary
   • Eliminate Permit Program
   • Remove Meter Poles
   • Improve Signage
Strategy 1: Parking Management

1. Demand Responsive Pricing in Core Area

- Focused areas for price adjustments (public spaces only)
  - Zone 1
  - Zone 2
- No Time Limits
- First 15 minutes free
- Start after 10 am

- 58 spaces
  - 86% peak
  - (50 spaces)

- 273 spaces
  - 71% peak
  - (195 spaces)
Current Paid Parking
2. Eliminate or Expand Time Limits / “Free” Parking in Outer Areas

Consider Eliminating or Expanding Time Limits and/or make parking free.
Strategy 1: Parking Management

3. Do Not Provide Additional SEPTA Commuter Parking
Other SEPTA Stations – Supply and Utilization

Daily Spaces

Utilization
Other SEPTA Stations—Supply and Utilization

Boardings/Parking Space

- Colmar: 1.0
- New Britain: 1.4
- North Hills: 1.4
- Doylestown: 1.8
- Chalfont: 2.0
- Ambler: 2.0
- Gwynedd Vall.: 2.1
- Fortuna: 2.3
- Melrose Park: 2.4
- Fort Wash.: 2.4
- Oreland: 2.6
- Lansdale: 2.8
- Jenkintown: 3.6
- North Wales: 3.6
- Pennbrook: 5.0
- Glenside: 6.4
Strategy 1: Parking Management

Pennbrook Area Parking Management

- Remove meters and time limits in 2 hour lot
- Combine with $1/day parking for more station area parking
- Flexible program: start with all spaces available for commuter parking and scale back as needed
- Keep costs the same as SEPTA
- Preserve as overflow parking for weekend events
- Directional signage for overflow Lansdale parking
- Update technology to be comparable to other SEPTA station
Parking Utilization – Pennbrook SEPTA
Parking Utilization – Pennbrook Station Square Lots

$1 Per Day

- 7:00 AM to 9:00 AM: 52%
- 11:00 AM to 1:00 PM: 35%
- 3:00 PM to 5:00 PM: 55%
- 7:00 PM to 9:00 PM: 100%

2-Hour Meters

- 7:00 AM to 9:00 AM: 42%
- 11:00 AM to 1:00 PM: 39%
- 3:00 PM to 5:00 PM: 39%
- 7:00 PM to 9:00 PM: 37%
Strategy 1: Parking Management

4. Other Issues/Strategies
   • Eliminate Meters where Unnecessary
   • Remove Meter Poles
   • Improve Signage
   • Eliminate Permit Program
Strategy 2: Governance

**Issue:** Parking is an asset and an issue

- Current rules and regulations are unclear
- In-house management is OK; but can outsource at some point

**Recommendation:**

Establish a clear system of governing responsibility
Strategy 2: Governance

**Issue**: Parking is an asset and an issue

- Current rules and regulations are unclear
- In-house management is OK; but can outsource at some point

**Recommendation**: Establish a clear system of governing responsibility
### Strategy 2: Governance

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Strategy 2: Governance

Reasons to Modify Current Parking Governance

• Responsiveness to the public (being accountable)
• Traceable
• Maintain separate accounts
• Goal-oriented and compatible with other Borough goals
• Financing capacity – long-term
• Contract management if needed – can enter into deals
Strategy 2: Governance

1. Parking Authority should manage:
   • All on- and off-street public parking
   • Direction
   • Revenue management
   • Rule-making

2. Day-to-day management of parking should continue with departmental staff

3. Quarterly or regular meetings with enforcement staff
# Strategy 2: Governance

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<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Police Department</strong></td>
<td><strong>Public Works</strong></td>
<td><strong>Borough Administration</strong></td>
<td></td>
</tr>
<tr>
<td>Enforcement</td>
<td>Meter Maintenance</td>
<td>Recordkeeping</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Signage</td>
<td>Ordinances</td>
<td></td>
</tr>
</tbody>
</table>
## Strategy 2: Governance

**Lansdale Public Parking System Tomorrow**

<table>
<thead>
<tr>
<th>Parking Authority</th>
<th>Police Department</th>
<th>Public Works</th>
<th>Borough Administration</th>
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<td>Revenue</td>
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<tr>
<td></td>
<td><strong>Police Department</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information &amp; Communications</td>
<td></td>
<td>Meter Maintenance</td>
<td>Recordkeeping</td>
</tr>
<tr>
<td>Accountability &amp; Reporting</td>
<td></td>
<td>Signage</td>
<td>Ordinances</td>
</tr>
<tr>
<td>Planning &amp; Bonding</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Strategy 3: Technology

**Issue:** Separate technologies create maintenance issues

- Current meters are inconsistent
  - Some are 15-minute free
  - Variety of time-limits
- Meters do not accept alternate payment
  - Need for change on-hand is as problematic as fees

**Recommendation:**
Create consistent and easy to use system for customers
Strategy 3: Technology

Short Term

• Concentrate new(er) meters on street
  o Include re-purposing Station Square/Pennbrook meters
• Investigate parking kiosks in Pennbrook lot
• Scrap older meters but maintain street-light mounts
• Ensure 24-hour turn-around on meter repairs
Strategy 3: Technology

Longer Term

• Replace meters with credit card enabled smart meter drop-ins
• Install kiosks in parking lots and new on-street payment areas
• Use information to assist enforcement and manage parking information and compliance
• Integrated parking payment with SEPTA lots
Strategy 3: Technology

Best Practices in Technology:

- Single-head smart meters with credit cards
- Multi-space meters:
  - Pay-and-display
  - Pay-by-space
- First Few Minutes Free Button
- In-car meters
- Handheld Enforcement
- Real time availability
Strategy 3: Technology

- Smart meters
Strategy 3: Technology
Strategy 3: Technology

Multi-Space *Pay and Display*

- One meter serves multiple spaces, user displays receipt on dashboard
- Benefits:
  - Low installation cost
  - Less street clutter
  - Increases revenue
  - Reduces operations and enforcement cost
  - More payment options
Strategy 3: Technology

Multi-Space *Pay by Space*

- One meter serves multiple numbered spaces
- Benefits:
  - No need to return to car
  - Add time from anywhere
  - Easy incorporation of pay by phone option
Strategy 3: Technology

Multi-Space *Pay by Space*
Strategy 3: Technology

First Few Minutes Free Button

• Button on meter allows for 10-15 free minutes

• Benefits:
  o Improves customer parking availability for short-term trips

• Currently available on meters on Main Street
Strategy 3: Technology

Hand Held Units

• Carried by enforcement personnel
• Benefits:
  o Reduces enforcement effort
  o Various technologies available for scanning and visual detection
  o Reduces error rate
  o Improves data quality
  o Improves legibility of violation notices
Strategy 3: Technology

Real Time Displays

• Real-time information: amount and location of available spaces
• Benefits:
  – Increases capacity
  – Distributes demand more evenly
  – Can link to internet and mobile devices
  – Reduces search-traffic
• Best for SEPTA & long-term lots
Strategy 4: Enforcement

Issues:

• Fear of ticket is driving compliance, not the parking program
• Focused on commuter parking, based on observed violations
• Time limits difficult to enforce

Recommendation:
Enforcement as part of integrated parking system
Strategy 4: Enforcement

Strategies

- Enforcement focus on ensuring availability for customers
- Geographically focus primarily on paid areas
- Integrated parking management should be primarily self-enforcing
- Ambassador, not punitive - provide information and instruction
- Participate in regular parking authority meetings
  - Feedback loop/On the ground information
- Change in coverage times, dates, etc.
  - Coverage from 10am – 6pm, 5 days/week if possible
- Technology Integration
Strategy 5: Zoning Code and Land Use

Issues:

• Downtown Lansdale appears to have more than enough parking for its uses
  ○ Most regulations are ABOVE ITE standards

Recommendation:

• New shared parking provisions
• Parking maximums not minimums
• Further improvements to the Downtown Business Overlay District Zoning
Strategy 5: Zoning Code and Land Use

Downtown Business Overlay District Zoning

- Requirements waived below 20k SF
- In-lieu fee option for above 20k SF
- Excellent for small business.
- Should include change of use
- Should include published schedule
## Progressive In-Lieu Fee Schedule

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of Spaces</strong></td>
<td><strong>Per Space Fee Basis</strong></td>
<td><strong>Increment</strong></td>
<td><strong>Total Fee</strong></td>
<td><strong>Average Fee Per Space</strong></td>
</tr>
<tr>
<td>(previous B plus C)</td>
<td>(sum of all B values)</td>
<td>(= D/A)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0</td>
<td>$2,000</td>
<td>$750</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>$2,750</td>
<td>$750</td>
<td>$2,750</td>
<td>$2,750</td>
</tr>
<tr>
<td>2</td>
<td>$3,500</td>
<td>$750</td>
<td>$6,250</td>
<td>$3,125</td>
</tr>
<tr>
<td>3</td>
<td>$4,250</td>
<td>$750</td>
<td>$10,500</td>
<td>$3,500</td>
</tr>
<tr>
<td>4</td>
<td>$5,000</td>
<td>$750</td>
<td>$15,500</td>
<td>$3,875</td>
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<tr>
<td>5</td>
<td>$5,750</td>
<td>$750</td>
<td>$21,250</td>
<td>$4,250</td>
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<td>6</td>
<td>$6,500</td>
<td>$750</td>
<td>$27,750</td>
<td>$4,625</td>
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<td>7</td>
<td>$7,250</td>
<td>$750</td>
<td>$35,000</td>
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<td>8</td>
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<td>9</td>
<td>$8,750</td>
<td>$750</td>
<td>$51,750</td>
<td>$5,750</td>
</tr>
<tr>
<td>10</td>
<td>$9,500</td>
<td>$750</td>
<td>$61,250</td>
<td>$6,125</td>
</tr>
</tbody>
</table>
Progressive In-Lieu Fee Schedule

Static - $750

- Land Value per Space
- Average Fee Per Space

Fee per Space vs. Number of Spaces graph.
Below Land Value to Encourage Infill
Representative of Market Value
Encourage Retaining Some On-Site Parking

Progressive In-Lieu Fee Schedule

Static - $750

Fee per Space

$50k
$45k
$40k
$35k
$30k
$25k
$20k
$15k
$10k
$5k
$5k

Number of Spaces

1 5 9 13 17 21 25 29 33 37 41 45 49 53 57 61 65 69 73 77 81 85 89 93 97 101 105 111 117 121 125
Below Land Value to Encourage Infill

Representative of Market Value

Encourage Retaining Some On-Site Parking

Progressive In-Lieu Fee Schedule
Downtown Business Overlay District Zoning

- Requirements waived below 20k SF
- In-lieu fee option for above 20k SF
- Transit amenity bonus:
  - Access, connections, bikes, buses, streetscape
- Structured parking bonus:
  - 50% public parking requirement

- Should include shared parking & parking pricing
- Excellent! (let’s go to 100%)
Strategy 5: Zoning Code and Land Use

Downtown Business Overlay District Zoning

• Sidewalk pattern continuing across driveways
• Interconnected parking lots

• Should include specific driveway standard (raised)
• Excellent! Opens discussion on sharing
### Needham, MA: Shared Parking Pilot

#### Parking Management Regulations

- 2 Hour Meter
- 2 Hour Parking
- Buddy
- Commuter Permit
- Customer
- Employee
- Newton Wellesley Primary Care
- No Parking
- No Parking 7am-4pm
- Private
- Senior Center
- Tenant
- Walgreens
- Wallgreens (with 8 Reserved)

---

![Parking Diagram]

- **273 Spaces**
- **400+ Spaces**
Needham, MA: Shared Parking Pilot

Parking Management Regulations

- Green: 2 Hour Meter
- Purple: 2 Hour Parking

Employee

Map showing parking spaces:

- 273 Spaces
- 400+ Spaces
Needham, MA: Shared Parking Pilot

Parking Management Regulations
- Green: 2 Hour Meter
- Purple: 2 Hour Parking
- Blue: Employee

273 Spaces

~315 Spaces
Strategy 5: Zoning Code and Land Use

Downtown Business Overlay District Zoning

• Sidewalk pattern continuing across driveways
• Interconnected parking lots
• Safe pedestrian access and lighting
• Prohibition of LED signs

• Parking availability displays are LED
Existing Land Use
## ITE Number of Spaces – Lansdale Study Area

<table>
<thead>
<tr>
<th>Land Use</th>
<th>SF/Units</th>
<th>ITE Weekday Rate</th>
<th>Projected Parking Supply – ITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apartment (5 or more families)</td>
<td>15</td>
<td>2.00</td>
<td>30</td>
</tr>
<tr>
<td>Commercial</td>
<td>608,931</td>
<td>4.50</td>
<td>2,740</td>
</tr>
<tr>
<td>Office/Government Office</td>
<td>101,148</td>
<td>3.00</td>
<td>303</td>
</tr>
<tr>
<td>Industrial</td>
<td>43,580</td>
<td>0.32</td>
<td>14</td>
</tr>
<tr>
<td><strong>ITE TOTAL (Proscribed)</strong></td>
<td></td>
<td></td>
<td><strong>3,088</strong></td>
</tr>
</tbody>
</table>
Actual Lansdale Parking Supply

Lansdale Total Supply: 3,601
Less SEPTA Parking: 499
Adjusted Supply: 3,102
Observed Demand: 1,762
Actual Lansdale Parking Supply
# ITE Number of Spaces – 5 Minute Walk

<table>
<thead>
<tr>
<th>Land Use</th>
<th>SF/Units</th>
<th>ITE Weekday Rate</th>
<th>Parking Supply – ITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apartment (5 or more families)</td>
<td>28</td>
<td>2.00</td>
<td>56</td>
</tr>
<tr>
<td>Commercial</td>
<td>301,749</td>
<td>4.50</td>
<td>1,358</td>
</tr>
<tr>
<td>Office/Government Office</td>
<td>155,977</td>
<td>3.00</td>
<td>468</td>
</tr>
<tr>
<td>Industrial</td>
<td>4,080</td>
<td>0.32</td>
<td>1.3</td>
</tr>
<tr>
<td><strong>ITE TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>1,883</strong></td>
</tr>
<tr>
<td>Actual Supply</td>
<td></td>
<td></td>
<td><strong>1,685</strong></td>
</tr>
</tbody>
</table>
Current Parking Requirements (above 20k SF in downtown)
ITE Parking Rates – Within 5 Minute Walk
### Shared Parking

**Office (150k SF):**

#### Real Demand

- **2pm**

#### Unshared Supply
Shared Parking

Restaurant (150k SF):

Real Demand

Unshared Supply

12pm
Shared Parking

Residential (150k SF/1000 units):

Real Demand

Unshared Supply

2 am
Real Demand

Unshared Supply

38% Less

Residential
Office
Restaurant
Shared Parking – Within 5 Minute Walk

![Graph showing parking demand and capacity by time of day and space type.]

- **RESERVE CAPACITY**
- **EXCESS CAPACITY**
- **RESIDENTIAL**
- **OFFICE/INDUSTRIAL**
- **COMMERCIAL**

**Observed Demand**

- 523 spaces at 7am
- 704 spaces at 9am
- 790 spaces at 11am
- 750 spaces at 1pm
- 750 spaces at 3pm
- 627 spaces at 5pm
- 533 spaces at 7pm
Shared Parking – Within 5 Minute Walk

751 spaces available
Strategy 6: Pedestrian Improvements & Wayfinding

• Specific improvements to downtown connections that encourage a “park once” and “park & walk” environment:
  o Wayfinding signage: wording, style, location
  o Wayfinding maps: promote businesses
  o Key sidewalk, signal, crosswalk improvements to/from parking supplies

• Key pedestrian improvements:
  o RR intersection
  o Madison Lot
  o Access to Reporter’s lot and other underutilized lots
Strategy 6: Pedestrian Improvements & Wayfinding
Strategy 6: Pedestrian Improvements and Wayfinding

• Highlights and brands major destinations within Lansdale
• Provides traveler information to visitors
• Markets tourist destinations
• Brings business to town
Pedestrian Improvements

- Improve Lighting
- Improve Station Access
- Improve Crossings
- Internal Pedestrian Improvements
Vehicle Entry Improvements

Curb Cuts
Questions?