



Lansdale Comprehensive Parking Study

Draft Recommendations November 2011



- I. Introduction
- II. Study Update
- III. Goals
- IV. Strategies and Recommendations
- V. Next Steps

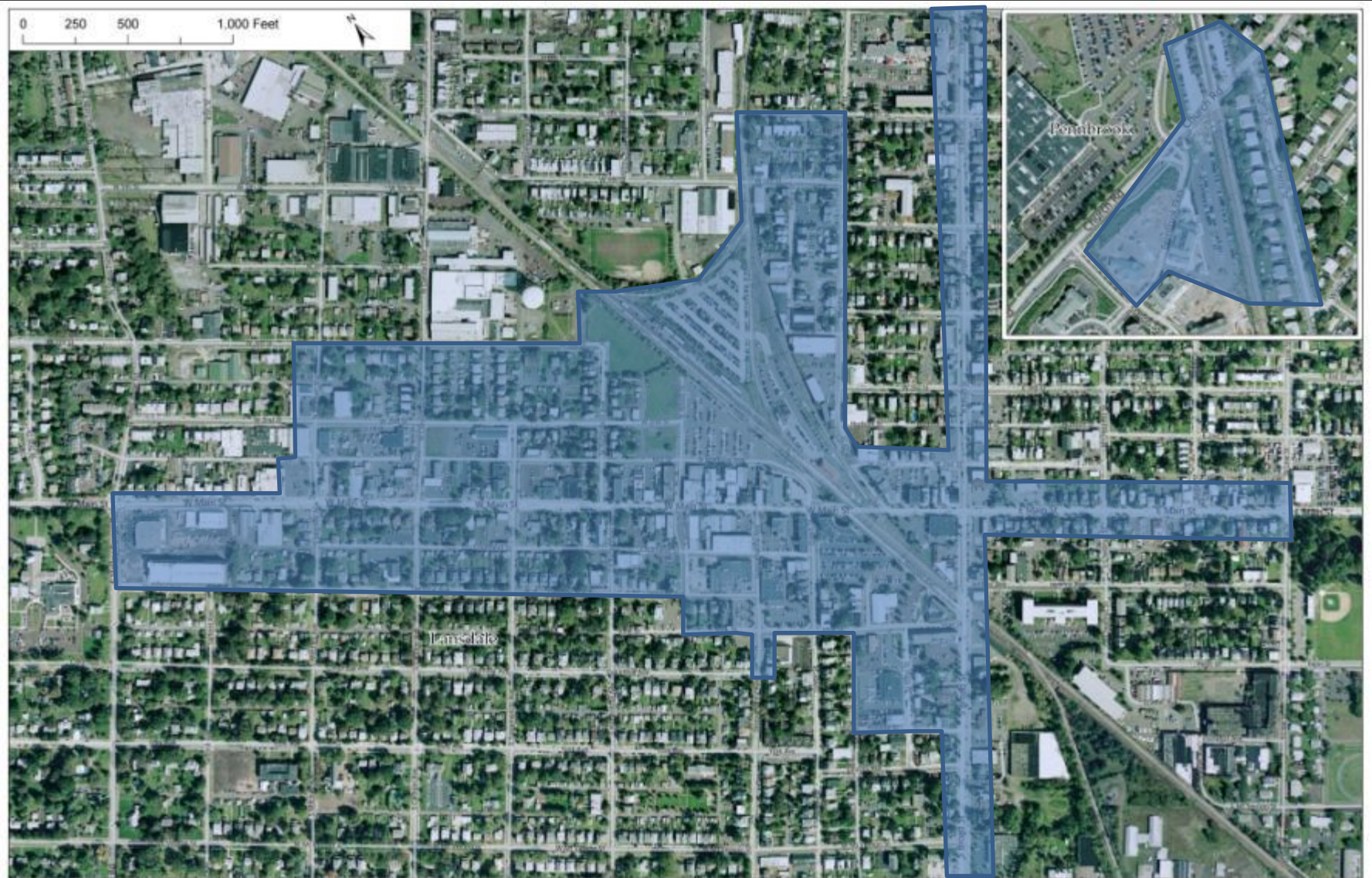
Study Update

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a. Identify Existing Conditions	April/May 2011
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What Area Does the Study Cover?

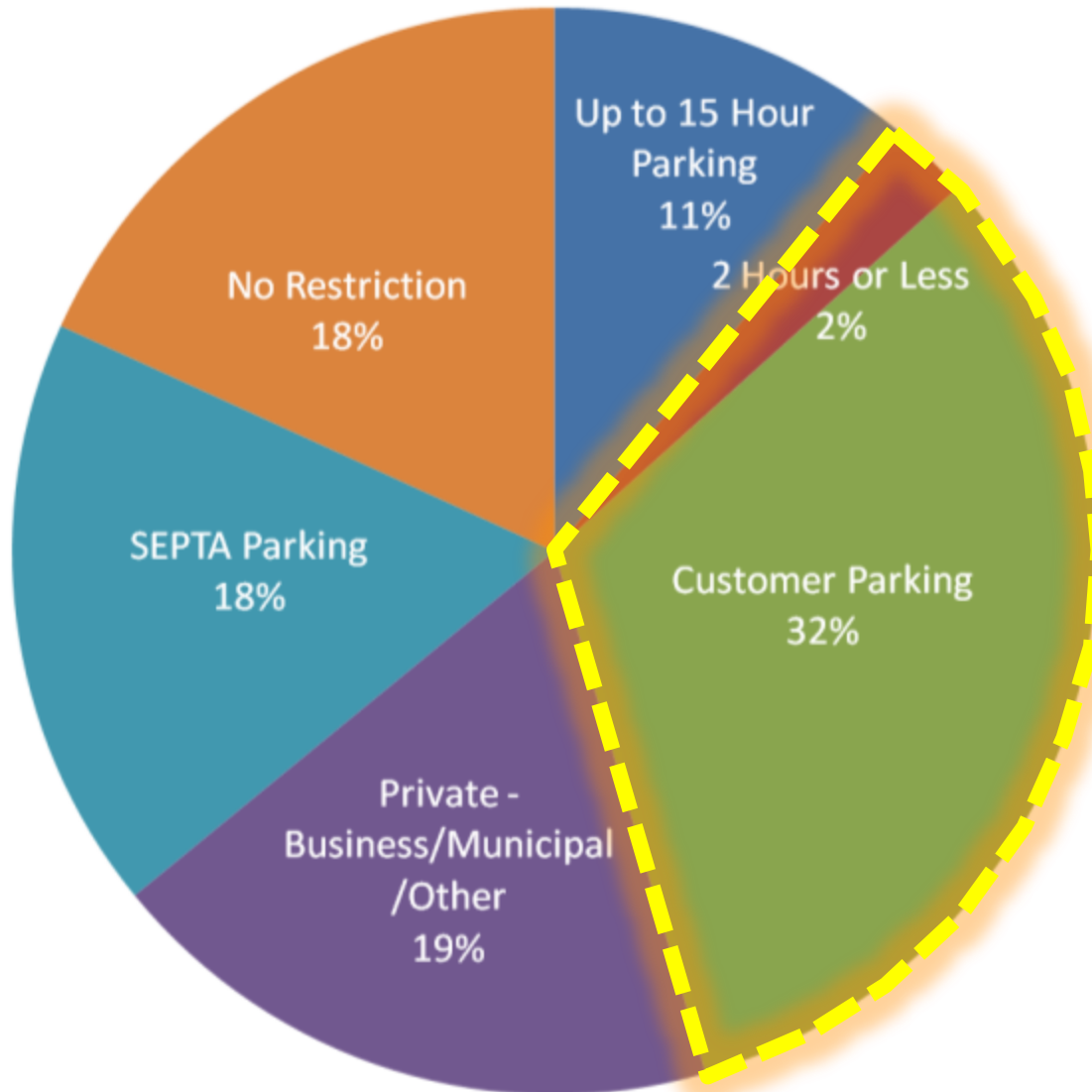


Existing Conditions

Supply Summary	Lansdale	Pennbrook	Total
On-Street	922	43	965
Off-Street	2679	337	3016
Total	3601	380	3981

- Off-street meters spaces = 296
- On-street metered spaces = 139
- Off-street Customer-only spaces = 1241
- SEPTA spaces = 588

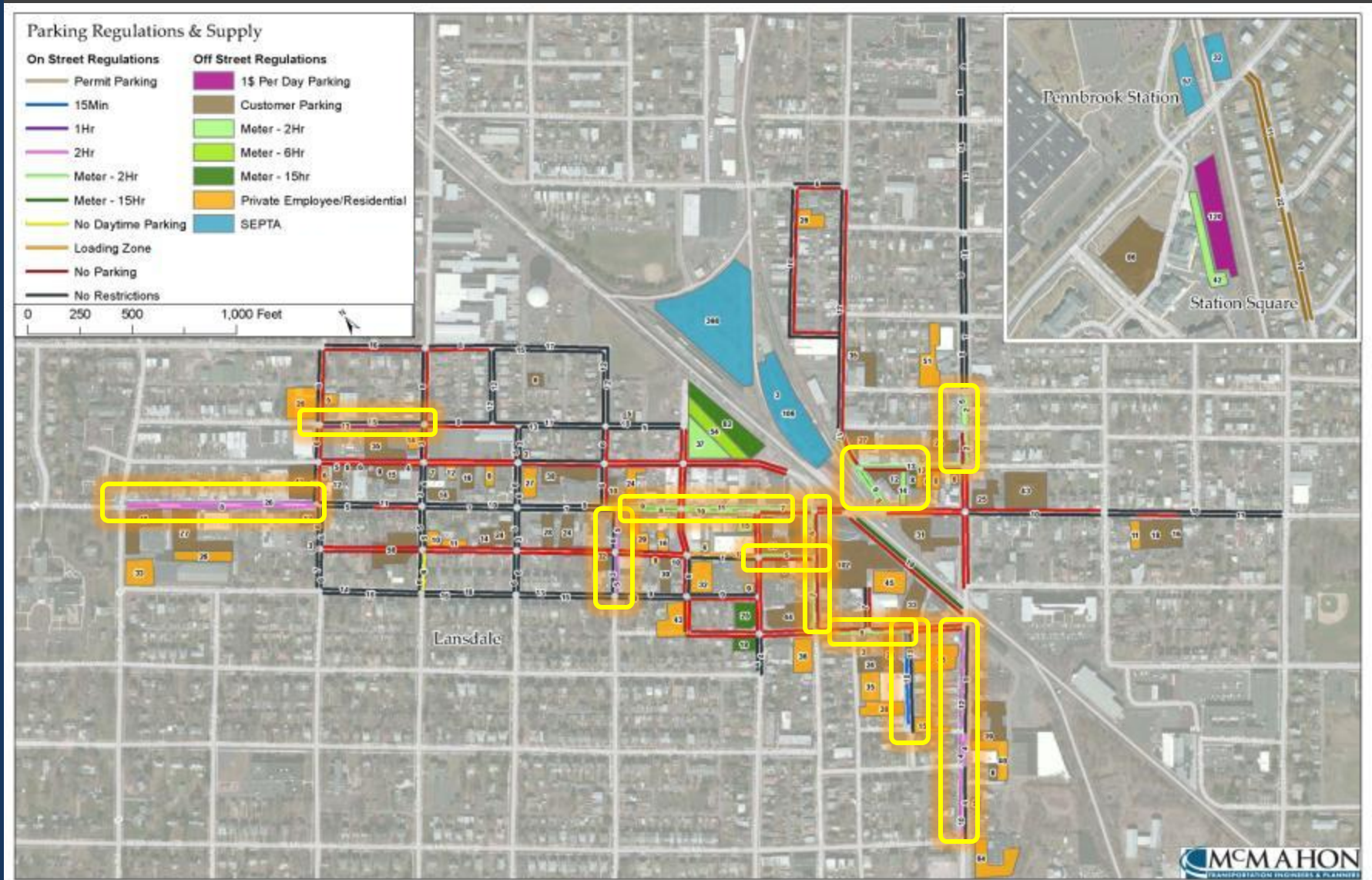
Existing Conditions – Total Parking Supply



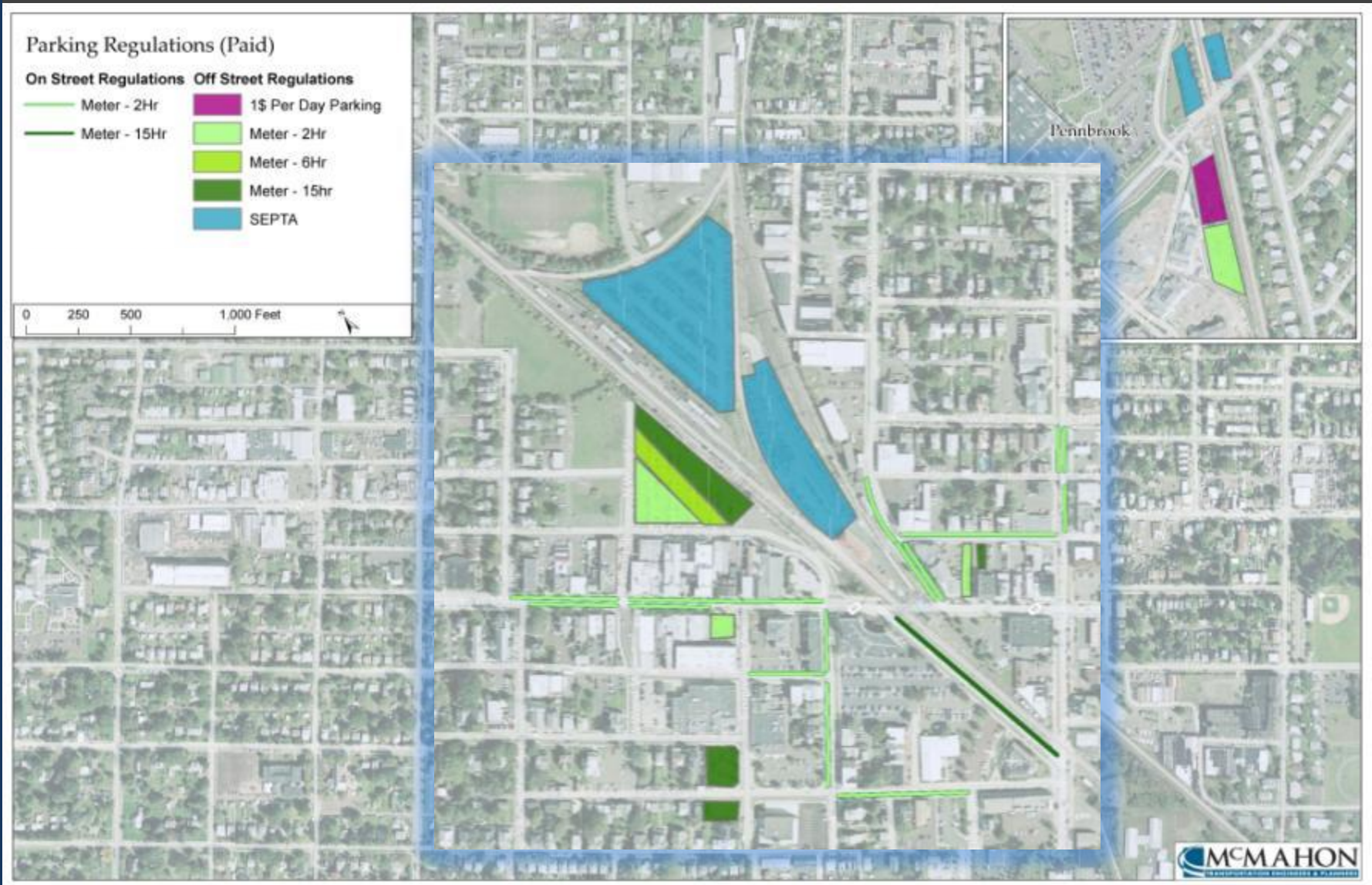
Existing Conditions - Regulations



Short Term Parking



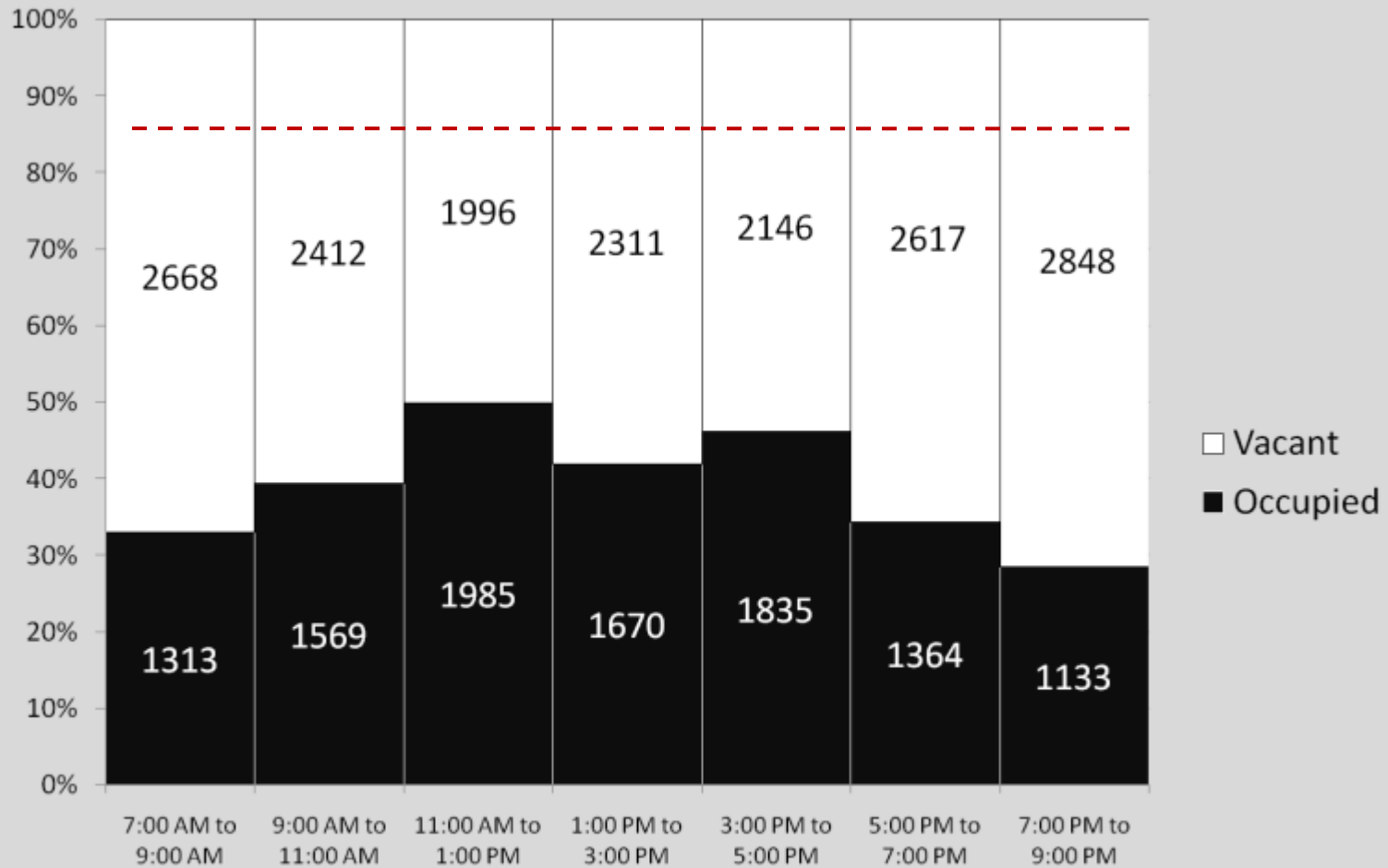
Existing Conditions – Paid Parking



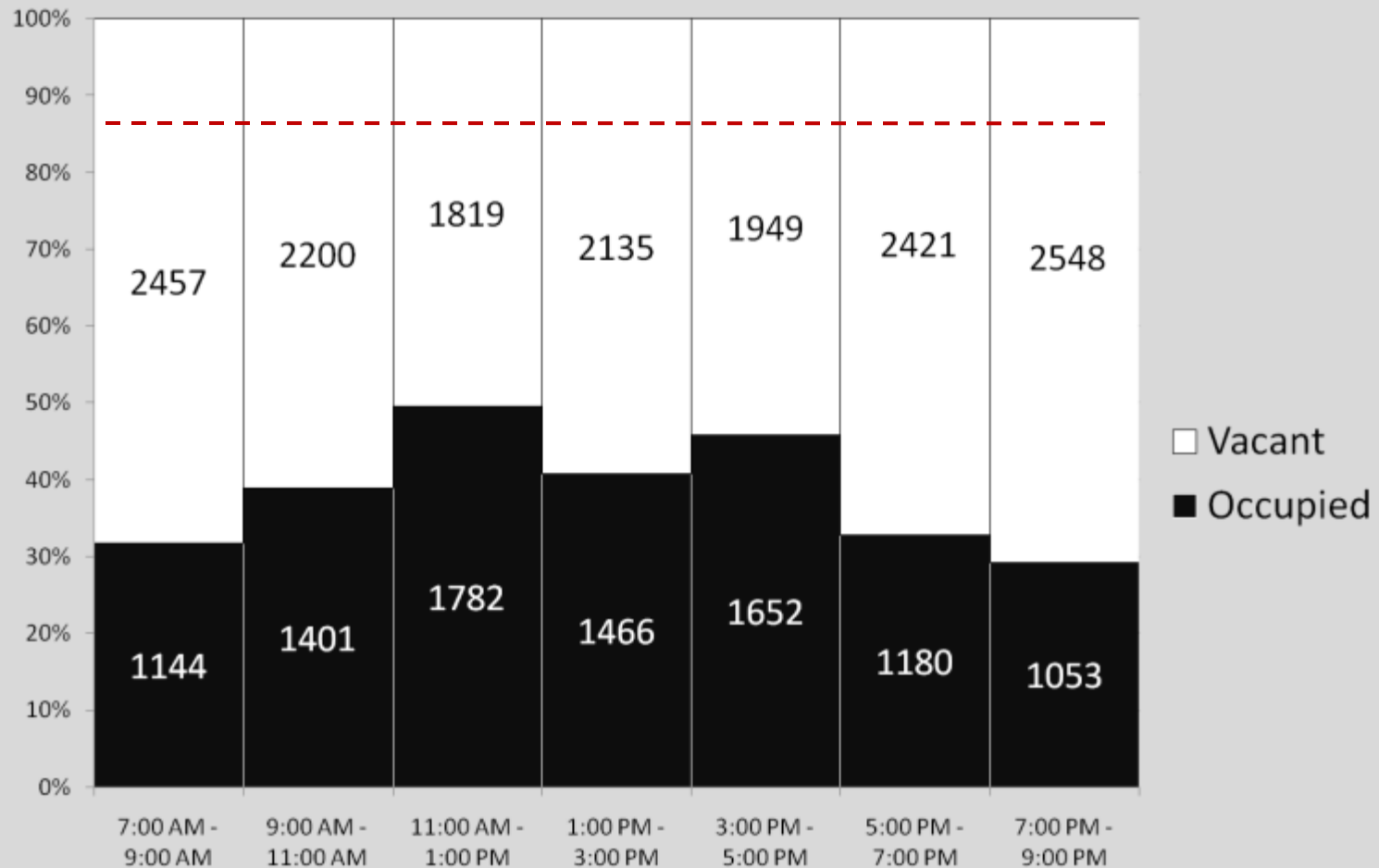
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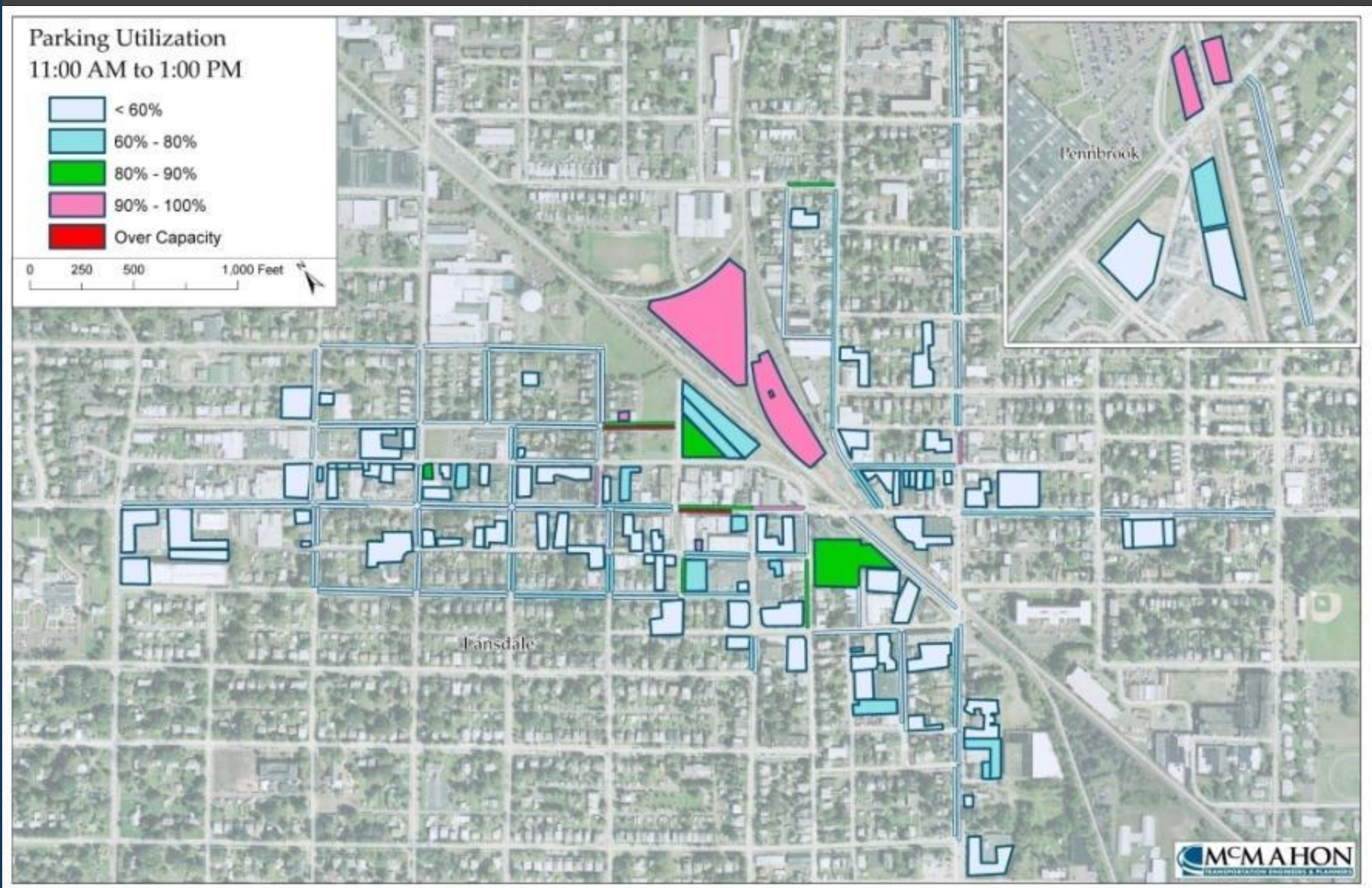
Parking Utilization – Entire Study Area



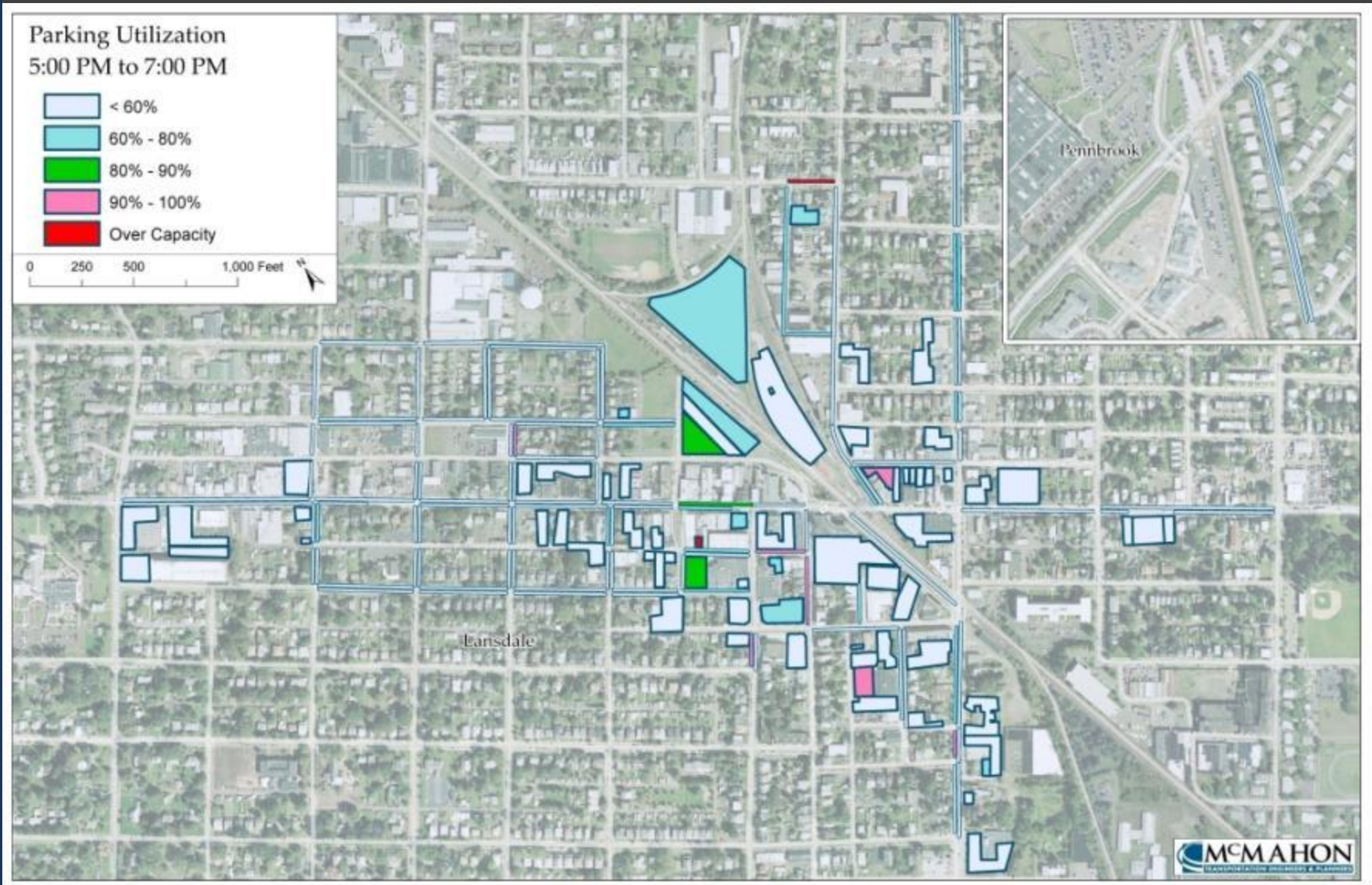
Parking Utilization – Downtown Lansdale Only



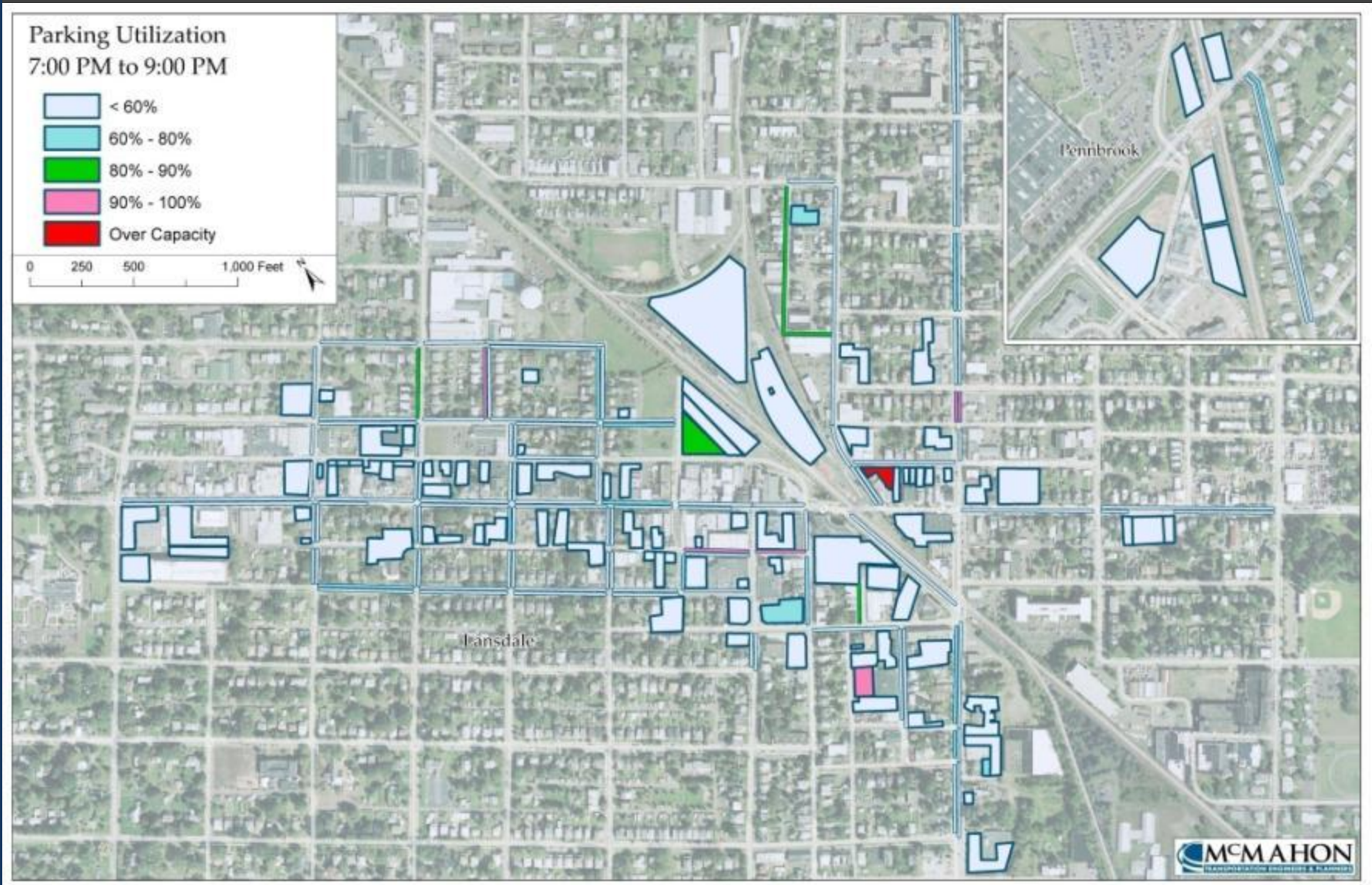
Parking Utilization: 11am – 1pm



Parking Utilization: 5pm – 7pm



Parking Utilization: 7pm – 9pm



Downtown Lansdale - Utilization



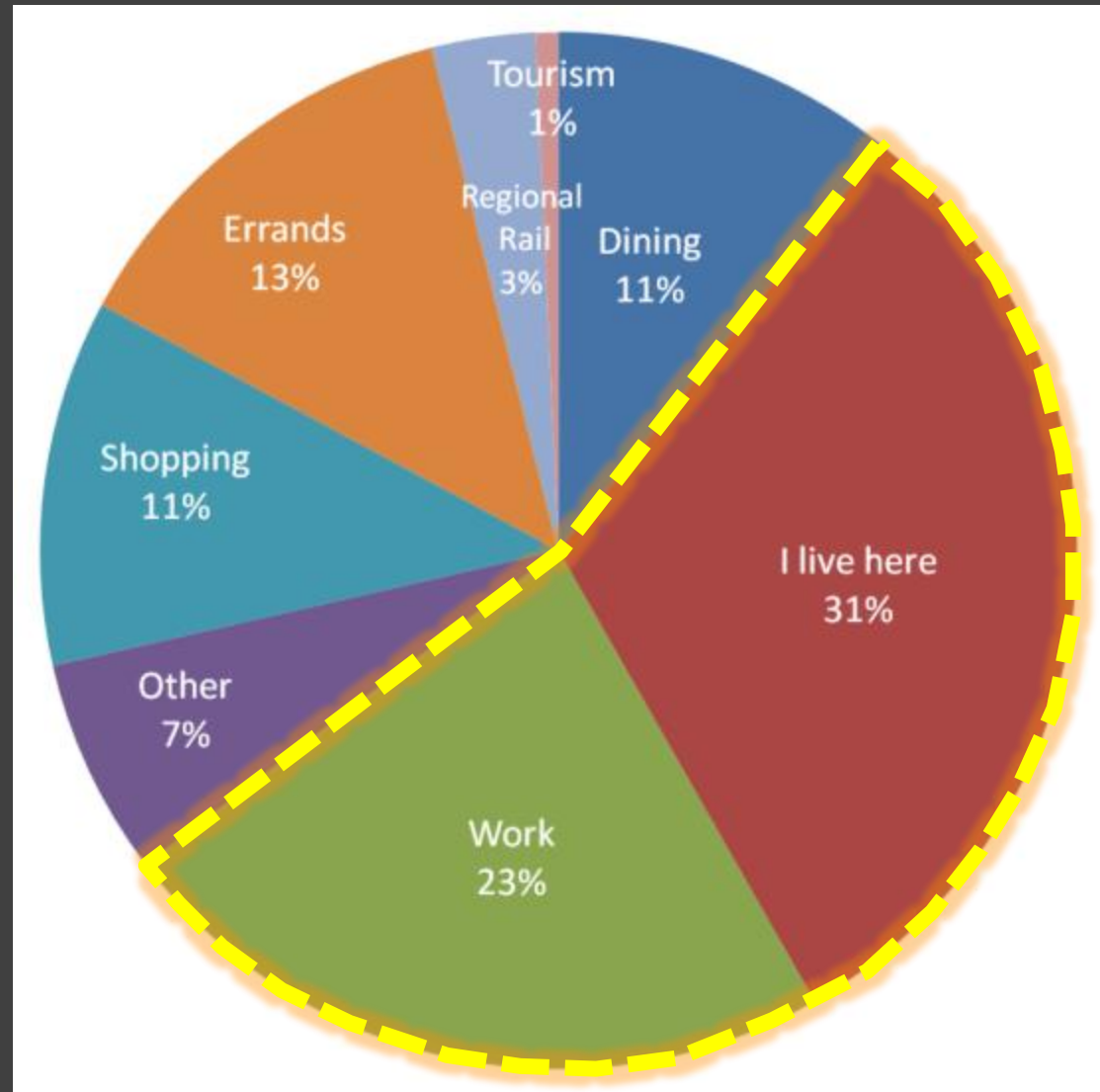
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Survey Audience

What is your most frequent trip purpose in downtown Lansdale?

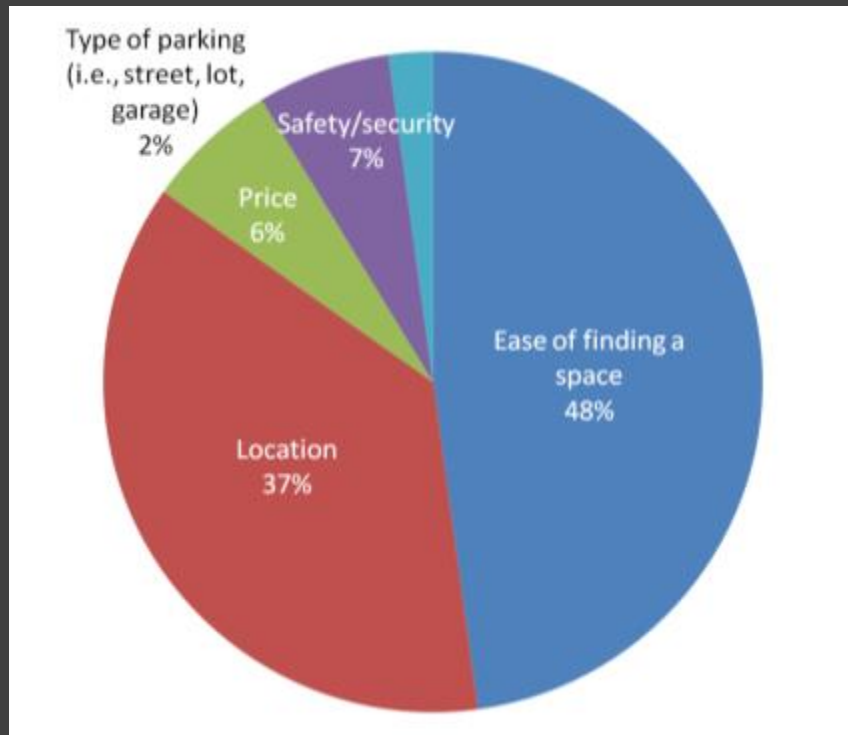
- Total Responses: over 200
- Zip Code breakdown: 80% respondents 19446



Survey Results

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

Customers



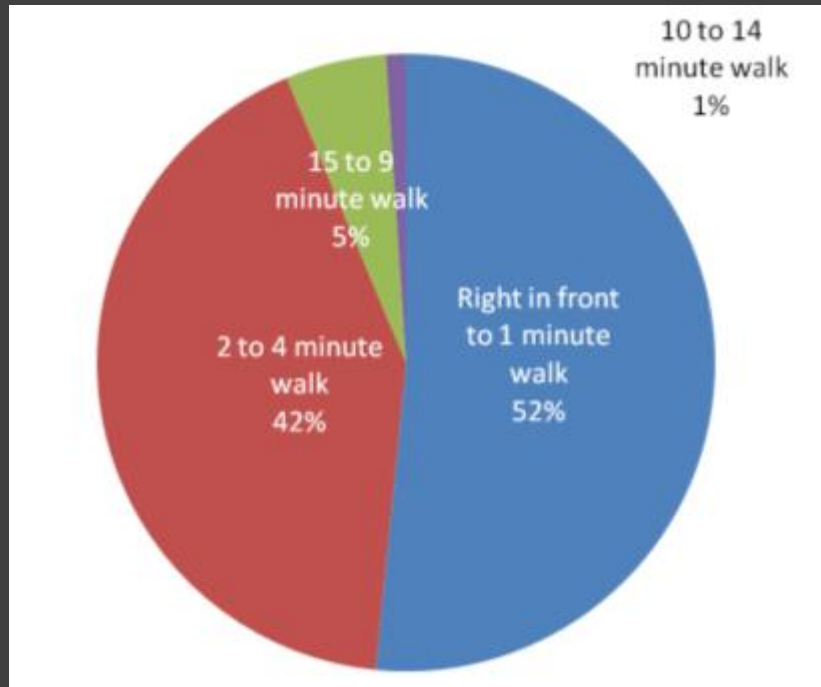
Employees



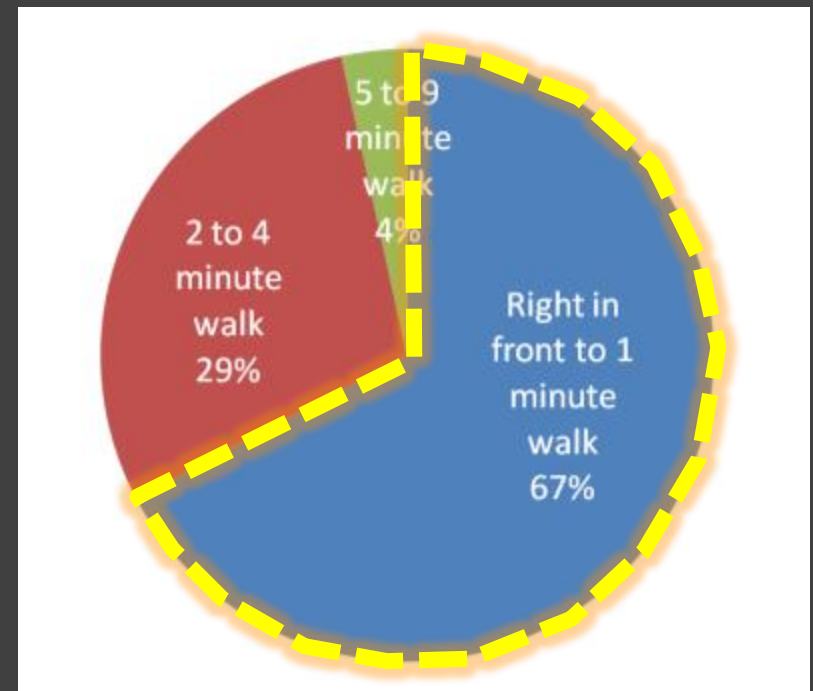
Survey Results

How far away from your destination do you usually park?

Customers



Employees



Preliminary Survey Results

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

Preliminary Survey Results

**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

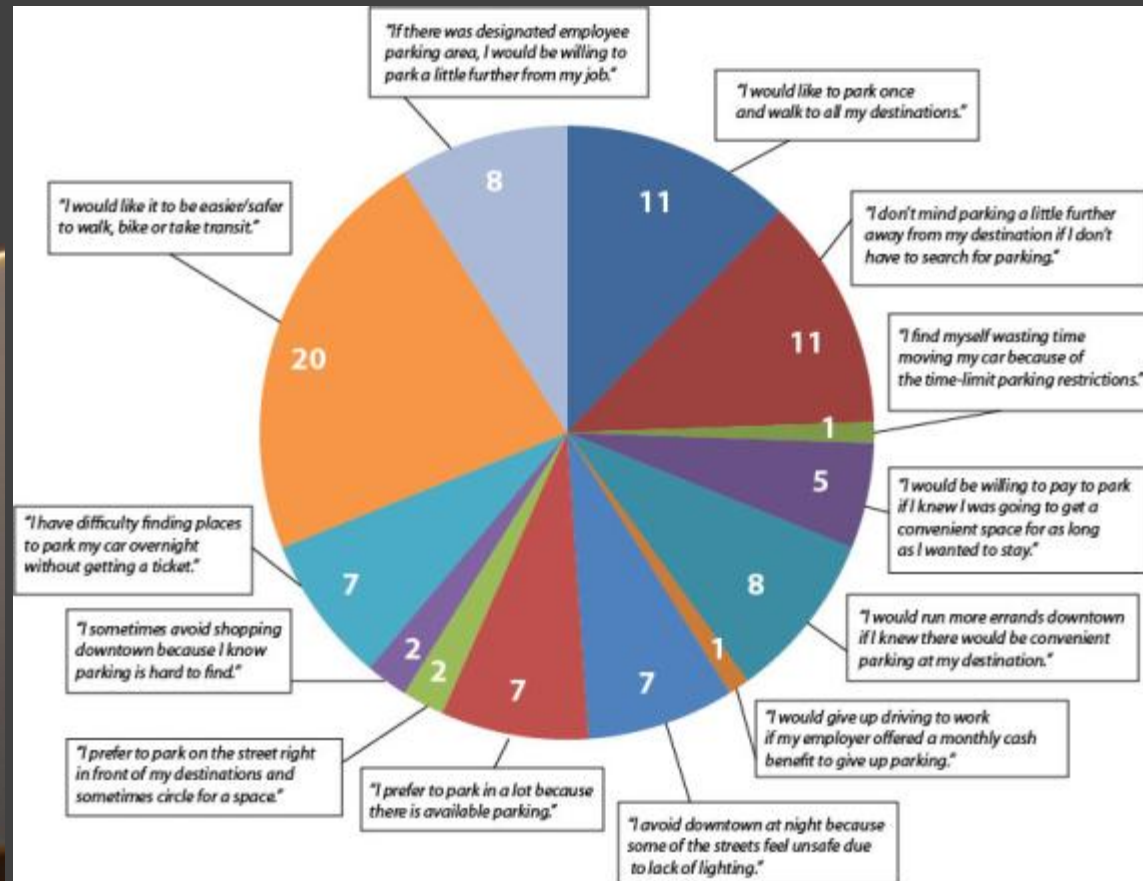
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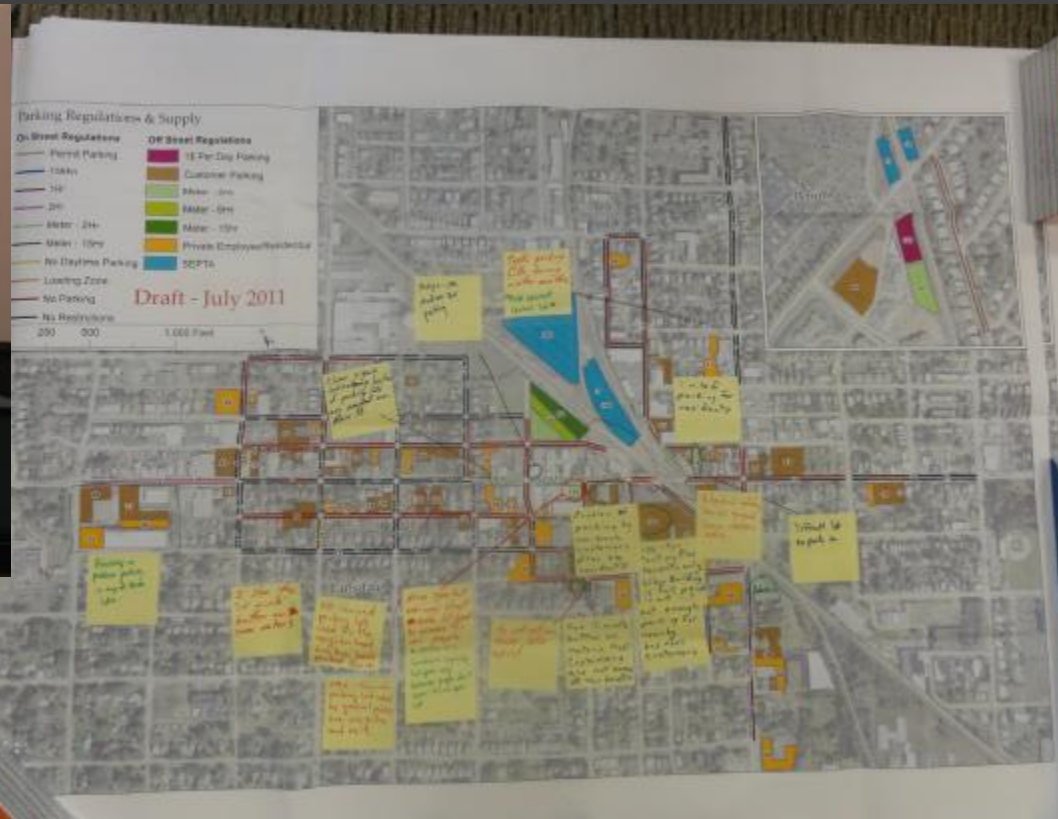
Public Open House

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



Open House



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



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



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



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- Direct public and private investment **close to the train station**
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- Ensure that **public parking resources are protected** as means of access to existing and new downtown businesses



Goals

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



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:

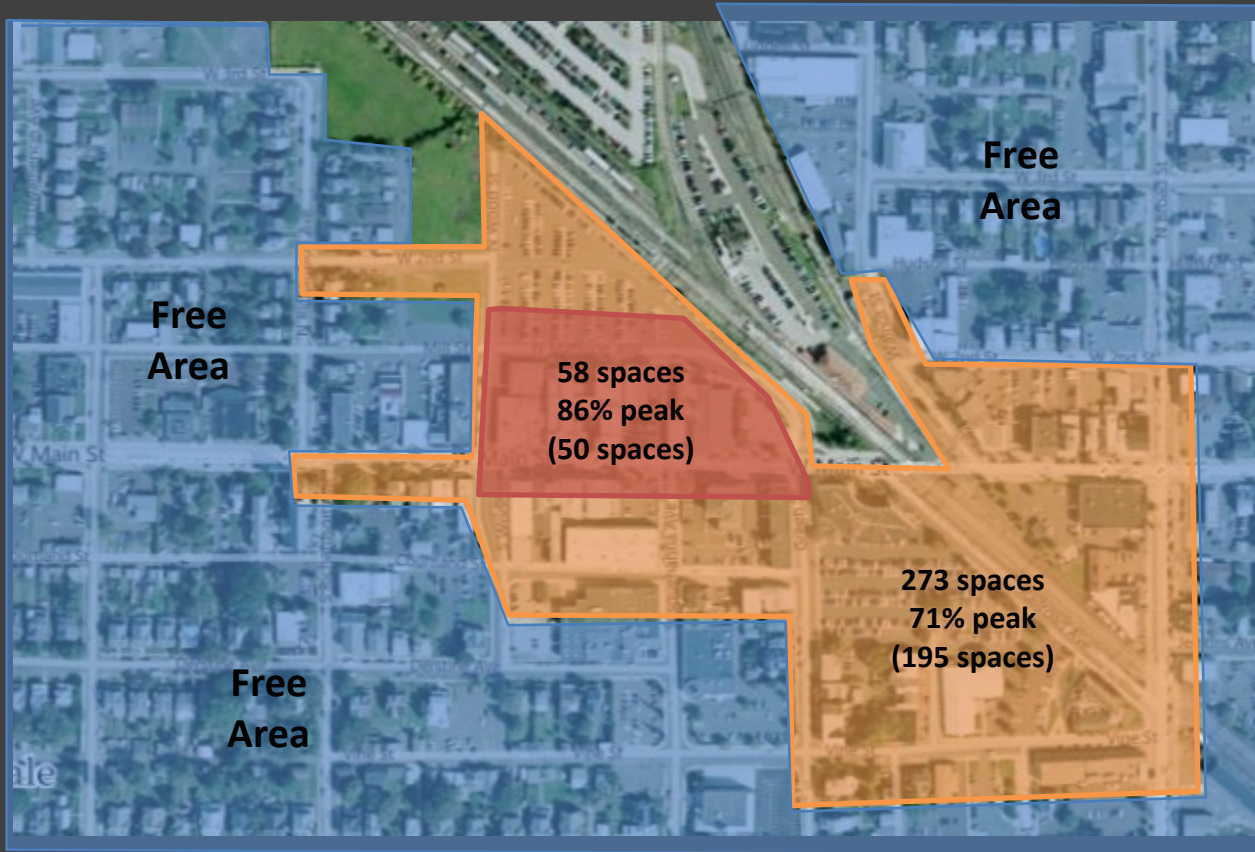
Integrated, comprehensive parking management

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



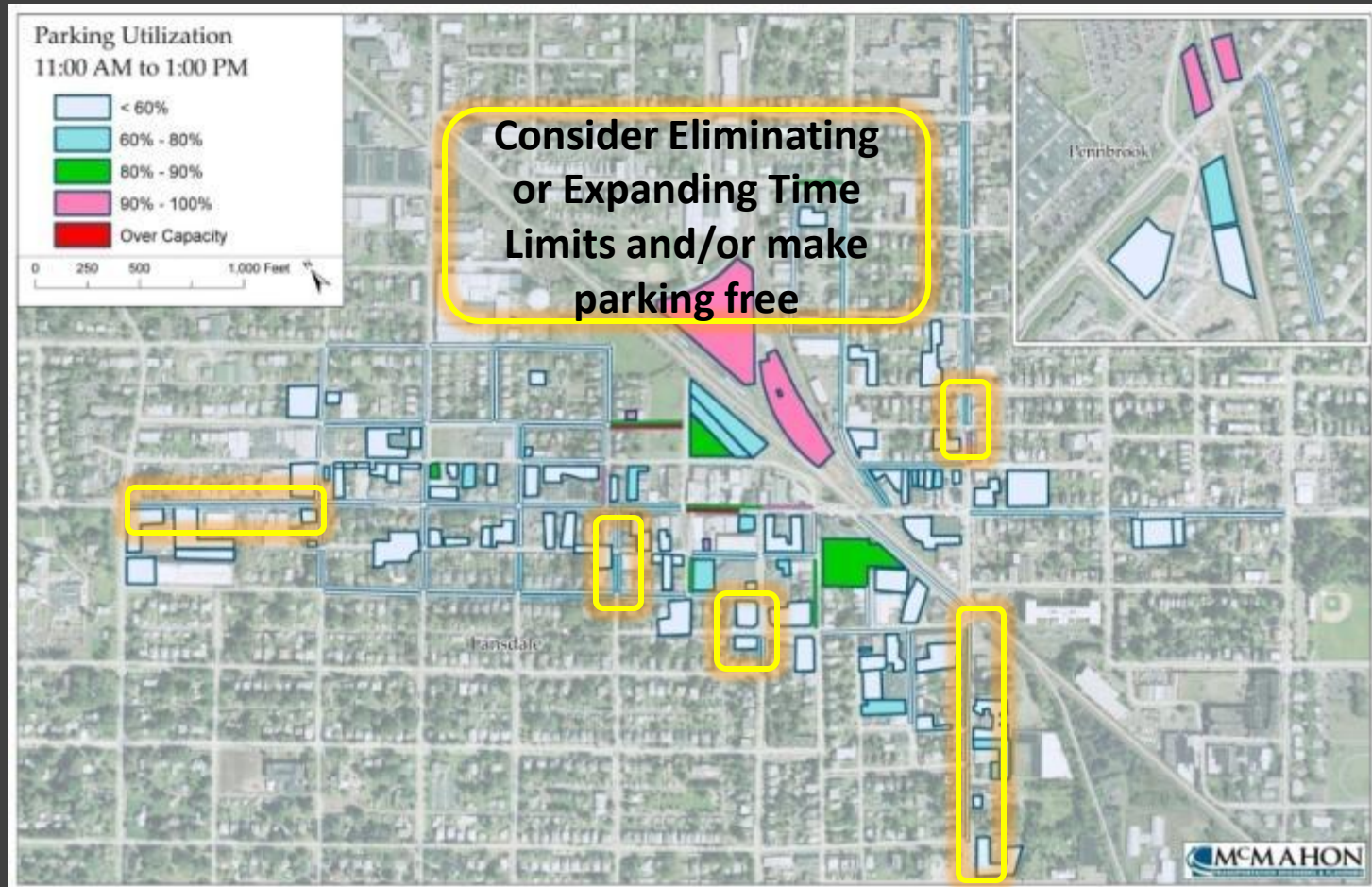
- Focused areas for price adjustments (public spaces only)
 - Zone 1
 - Zone 2
- No Time Limits
- First 15 minutes free
- Start after 10 am

Current Paid Parking



Strategy 1: Parking Management

2. Eliminate or Expand Time Limits / “Free” Parking in Outer Areas



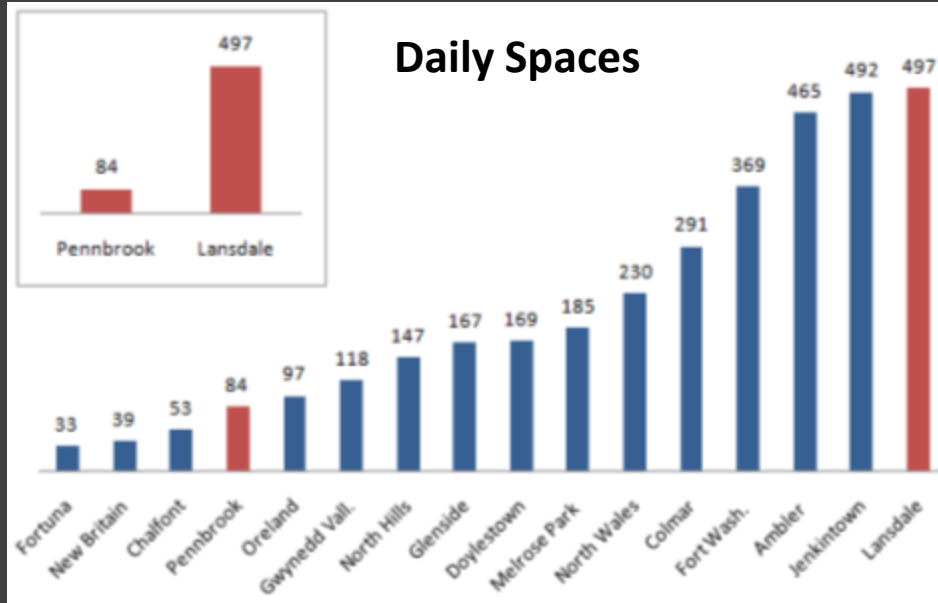
Strategy 1: Parking Management

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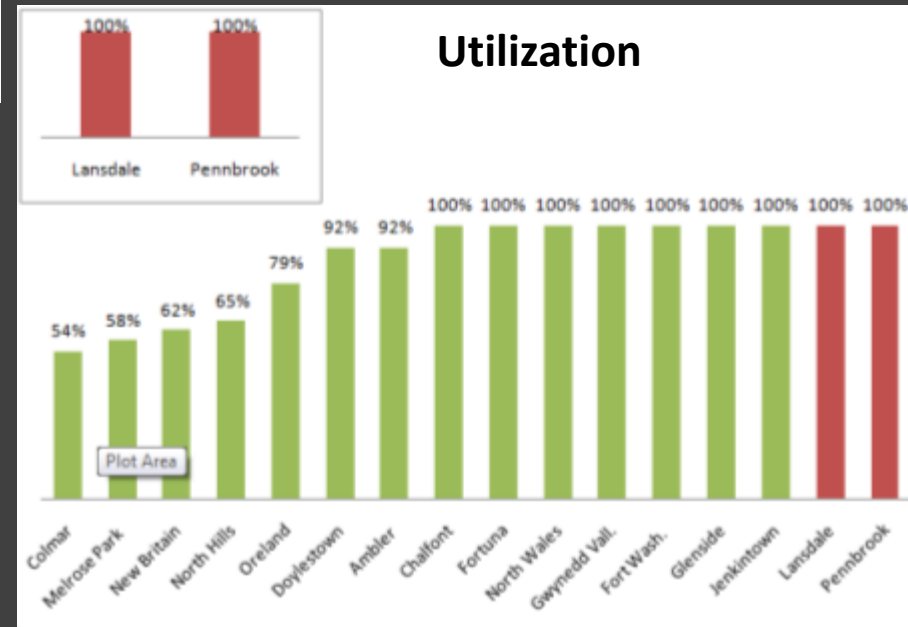


Other SEPTA Stations– Supply and Utilization

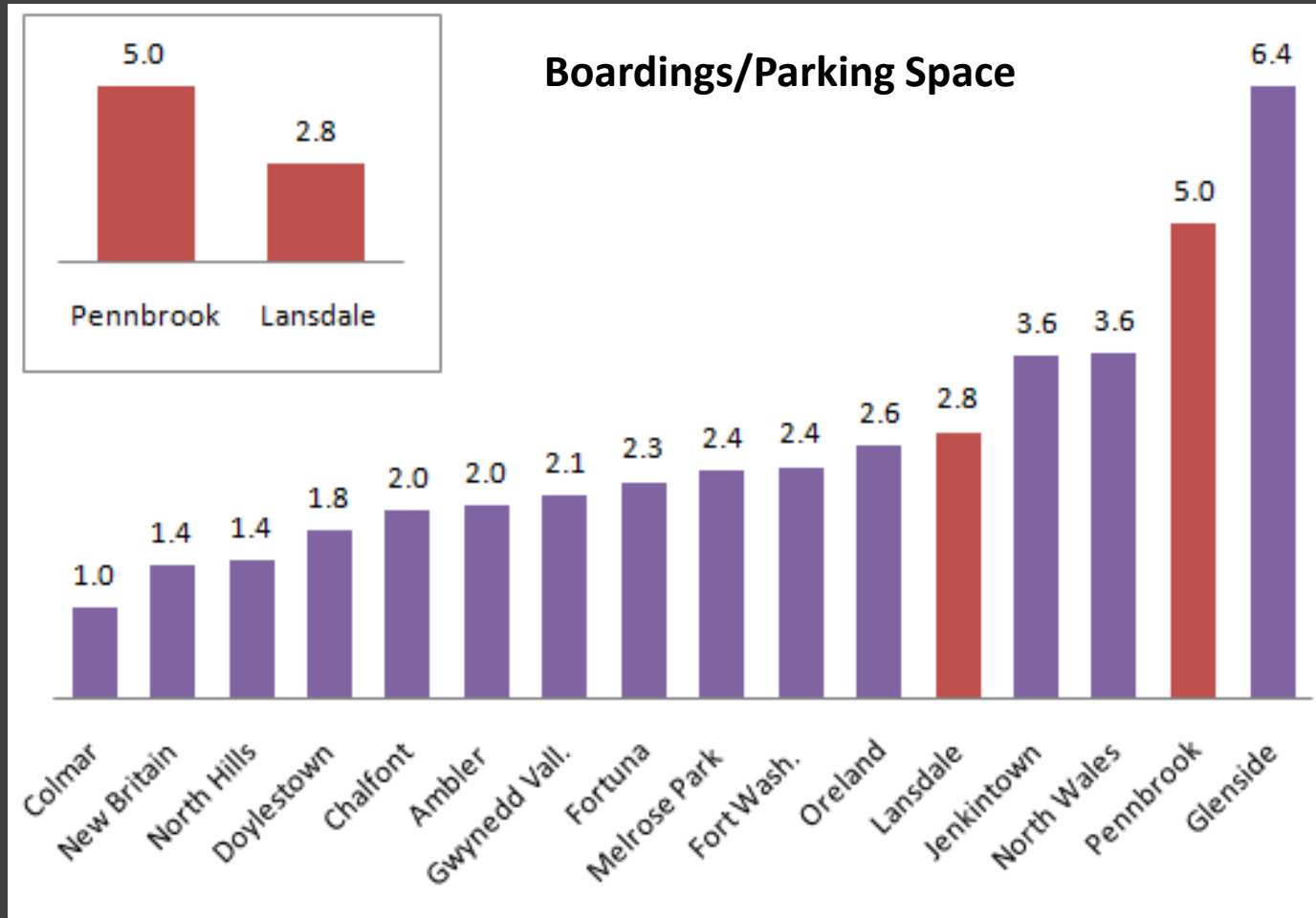
Daily Spaces



Utilization



Other SEPTA Stations– Supply and Utilization



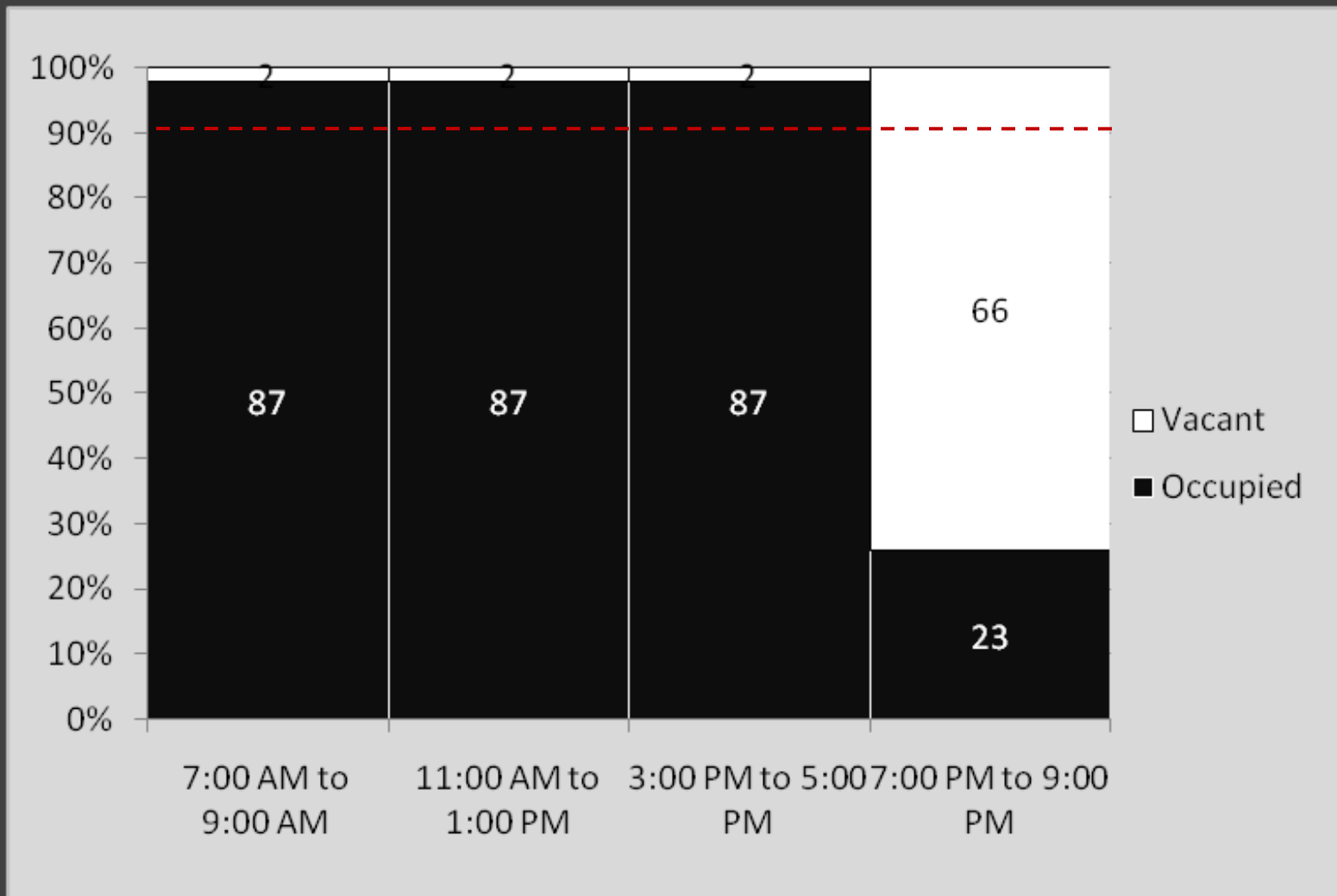
Strategy 1: Parking Management

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

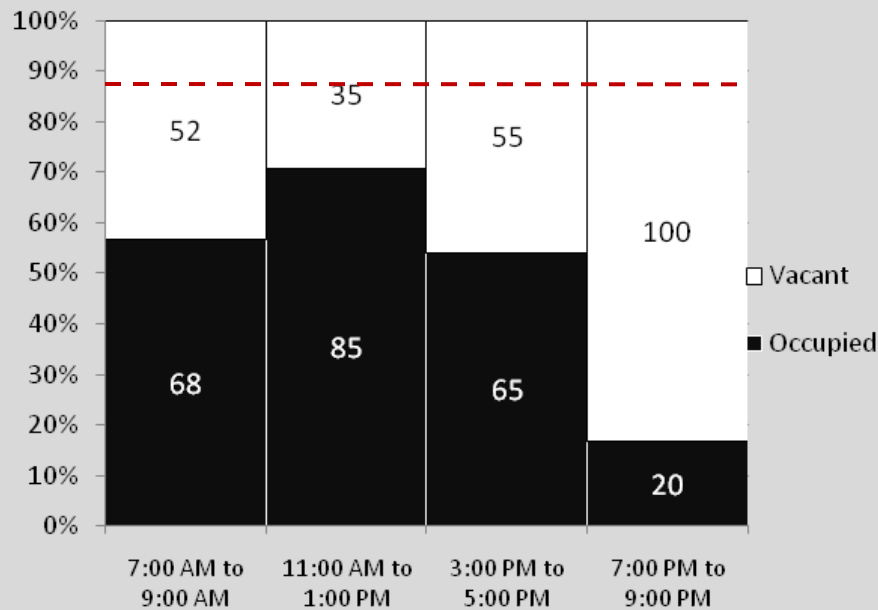


Parking Utilization – Pennbrook SEPTA

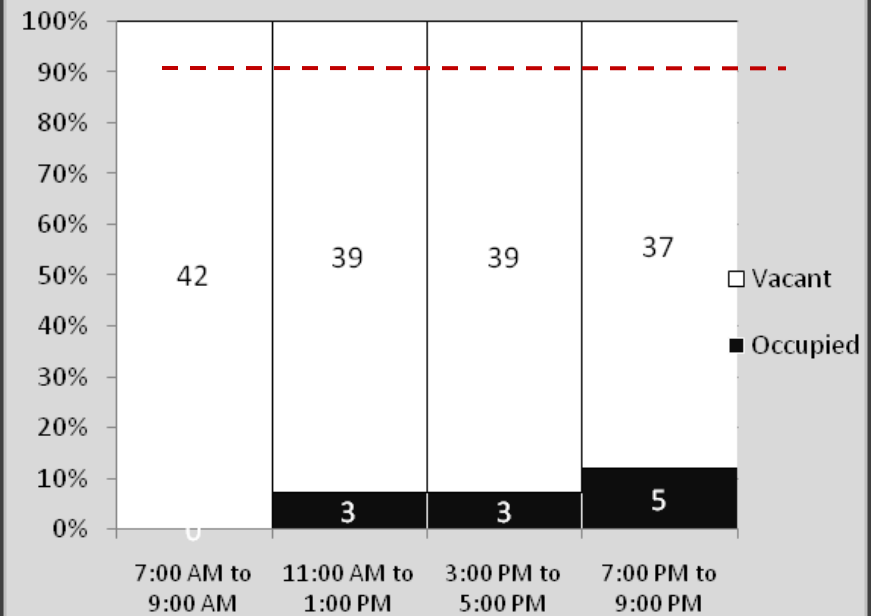


Parking Utilization – Pennbrook Station Square Lots

\$1 Per Day



2-Hour Meters



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

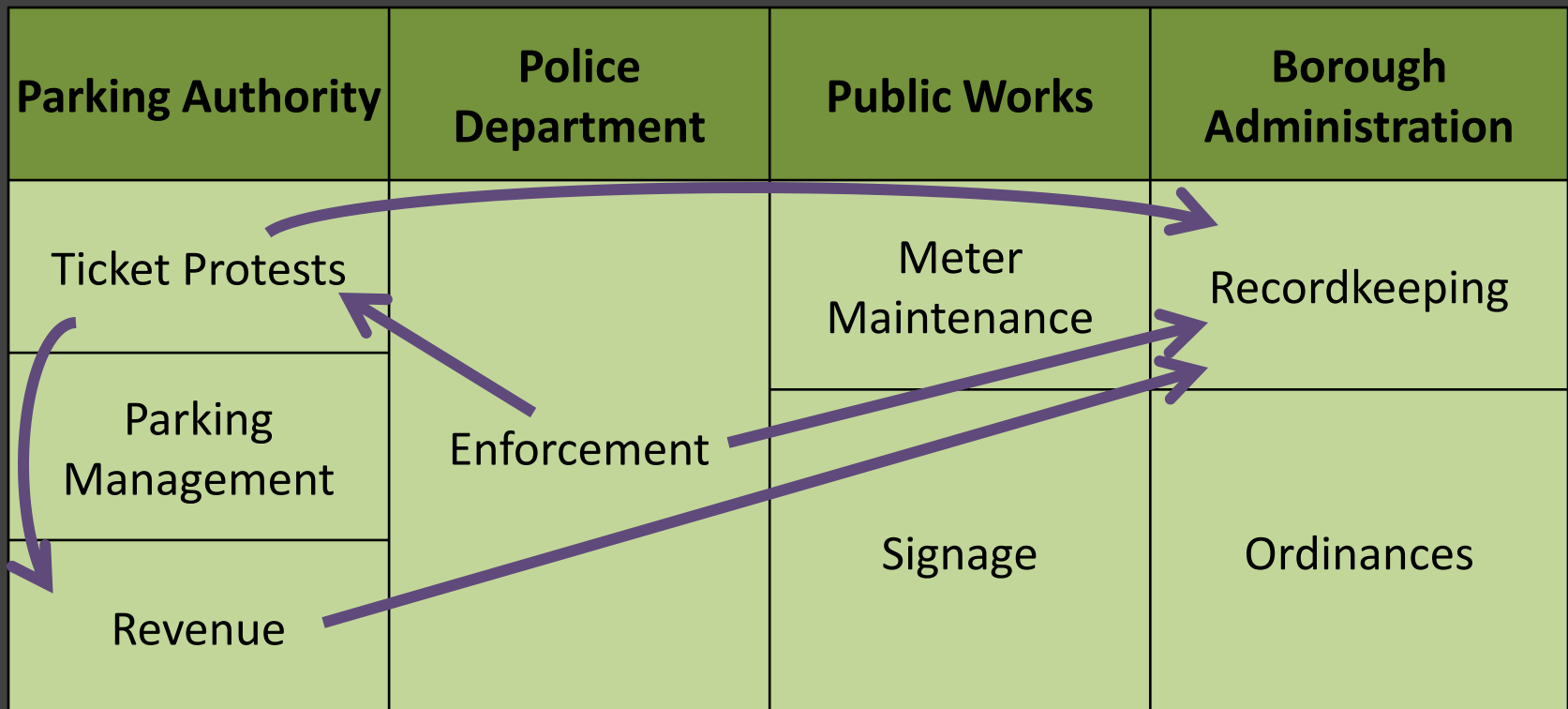
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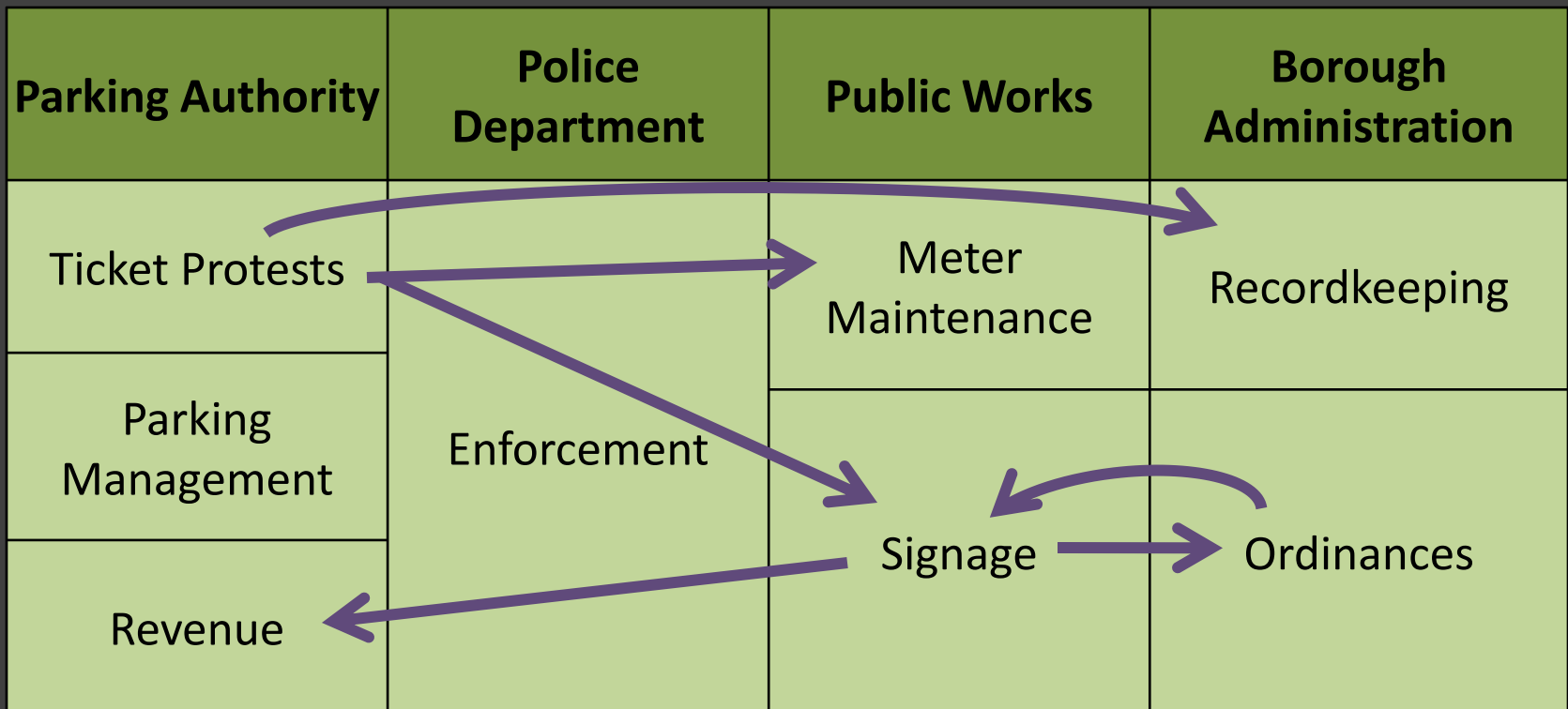
Strategy 2: Governance

Lansdale Public Parking System Today



Strategy 2: Governance

Lansdale Public Parking System Today



Strategy 2: Governance

Reasons to Modify Current Parking Governance

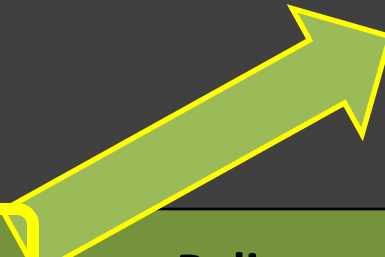
- Responsiveness to the public (being accountable)
- Traceable
- Maintain separate accounts
- Goal-oriented and compatible with other Borough goals
- Financing capacity – long-term
- Contract management if needed – can enter into deals

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

Lansdale Public Parking System Today



Parking Authority	Police Department	Public Works	Borough Administration
Ticket Protests	Enforcement	Meter Maintenance	Recordkeeping
Parking Management		Signage	Ordinances
Revenue			

Strategy 2: Governance

Lansdale Public Parking System Tomorrow

Parking Authority			
	Ticket Protests	Parking Management	Revenue
	Police Department	Public Works	Borough Administration
	Enforcement	Meter Maintenance	Recordkeeping
		Signage	Ordinances

Strategy 2: Governance

Lansdale Public Parking System Tomorrow

Parking Authority			
	Ticket Protests	Parking Management	Revenue
	Police Department	Public Works	Borough Administration
	Enforcement	Meter Maintenance	Recordkeeping
		Signage	Ordinances

Strategy 2: Governance

Lansdale Public Parking System Tomorrow

Parking Authority			
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Strategy 2: Governance

Lansdale Public Parking System Tomorrow

Parking Authority			
	Ticket Protests	Parking Management	Revenue
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Strategy 2: Governance

Lansdale Public Parking System Tomorrow

Parking Authority			
	Ticket Protests	Parking Management	Revenue
	Police Department	Public Works	Borough Administration
Information & Communications	Enforcement	Meter Maintenance	Recordkeeping
Accountability & Reporting		Signage	Ordinances
Planning & Bonding			

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
 - 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



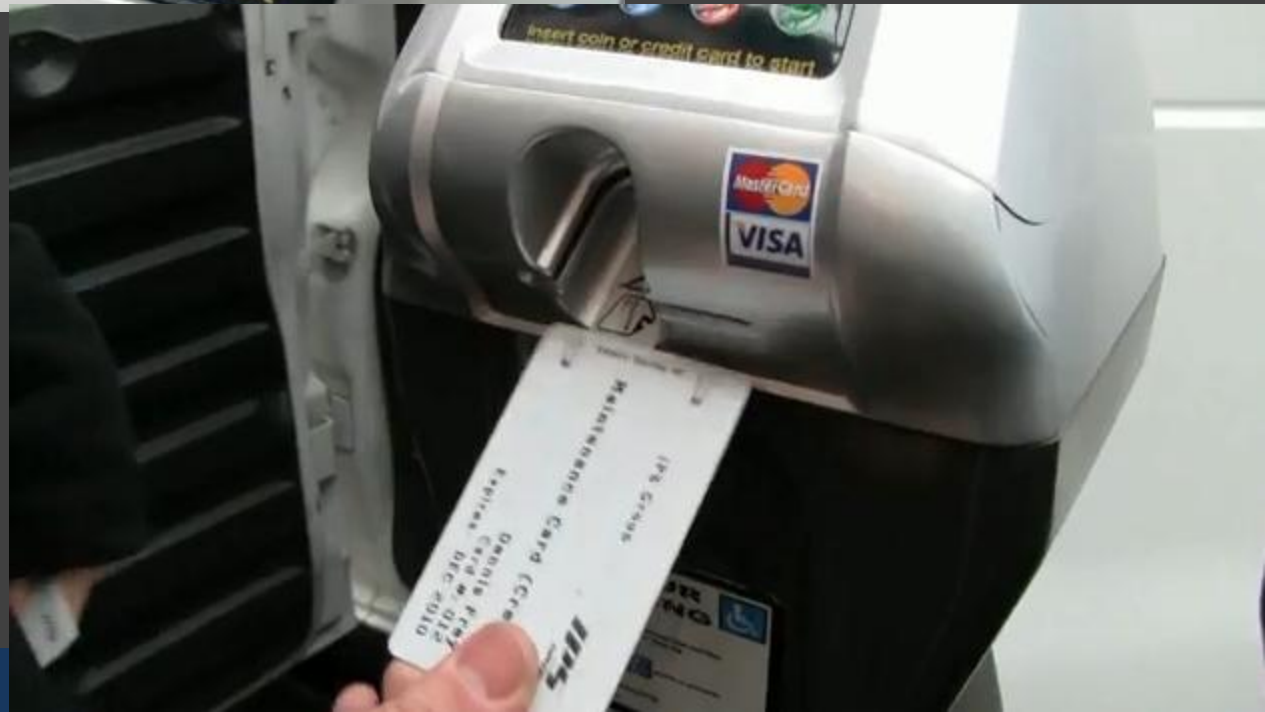
Strategy 3: Technology

- 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

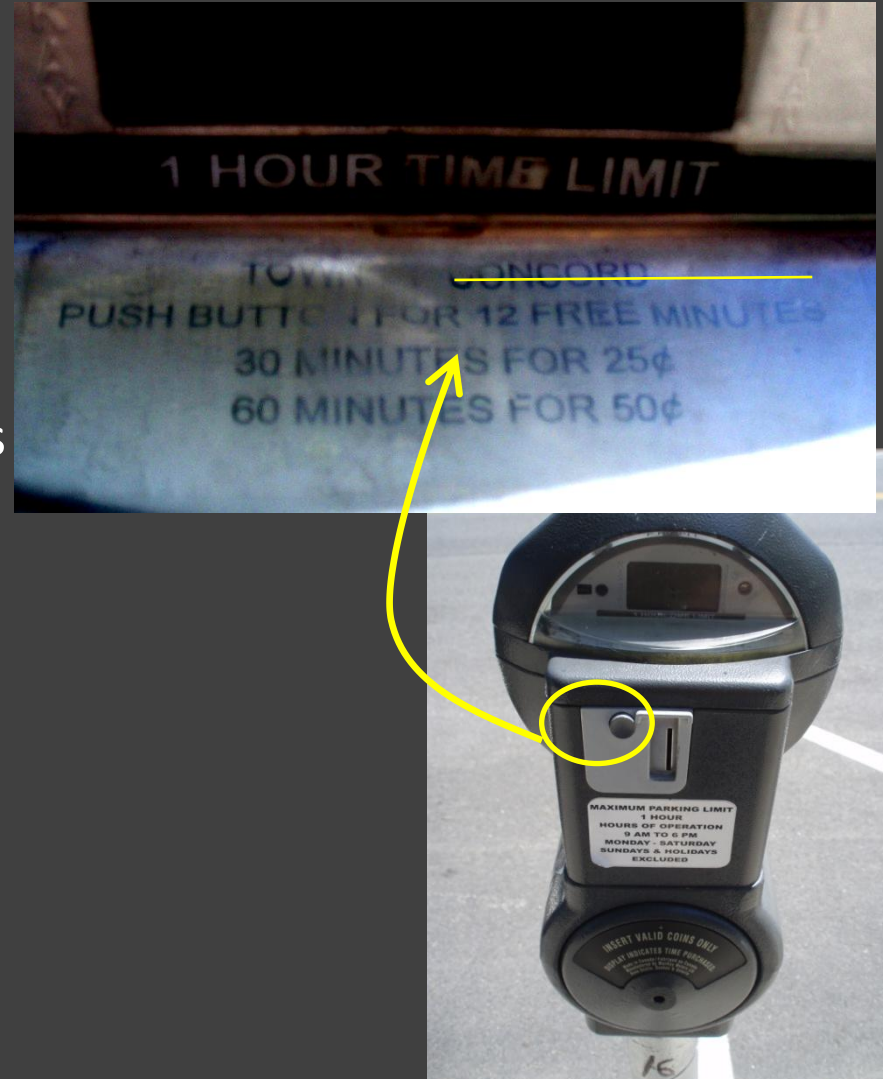
Multi-Space *Pay by Space*



Strategy 3: Technology

First Few Minutes Free Button

- Button on meter allows for 10-15 free minutes
- Benefits:
 - 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:
 - Reduces enforcement effort
 - Various technologies available for scanning and visual detection
 - Reduces error rate
 - Improves data quality
 - 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



Karl Fjellström, itdp-china.org

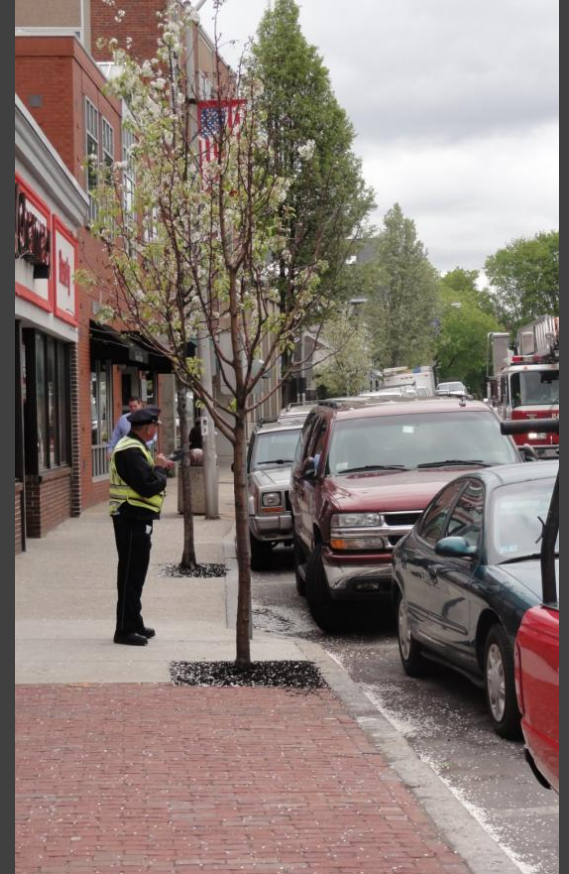
Strategy 4: Enforcement

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:

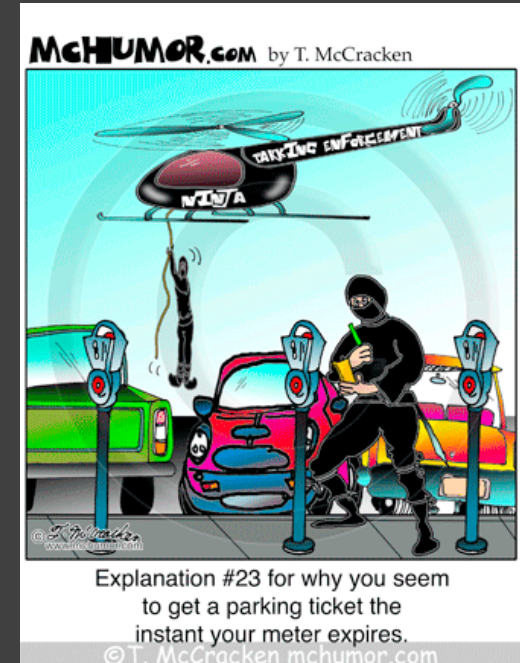
Enforcement as part of integrated parking system



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



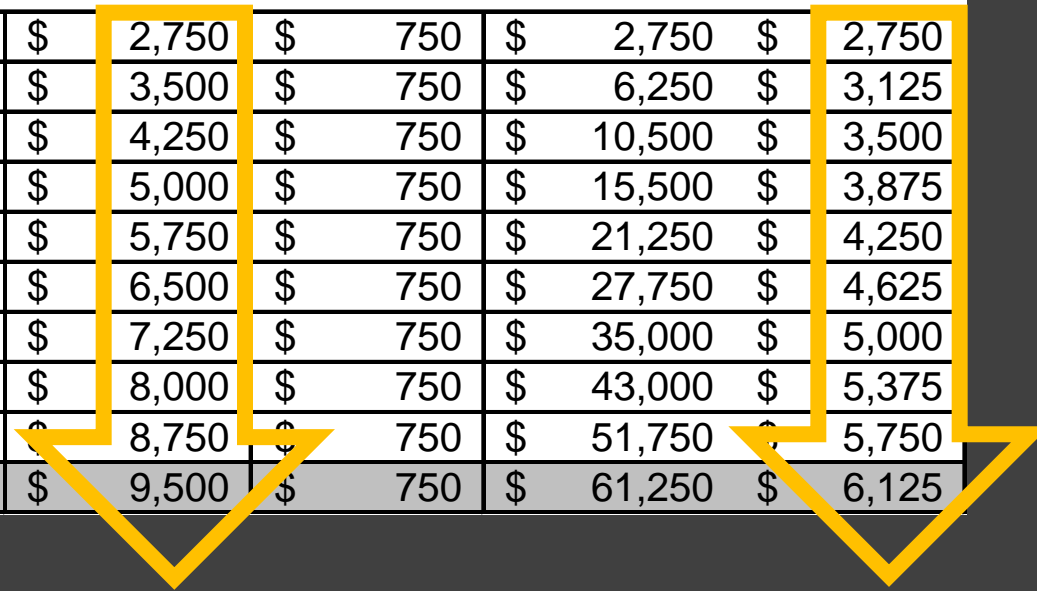
Strategy 5: Zoning Code and Land Use

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

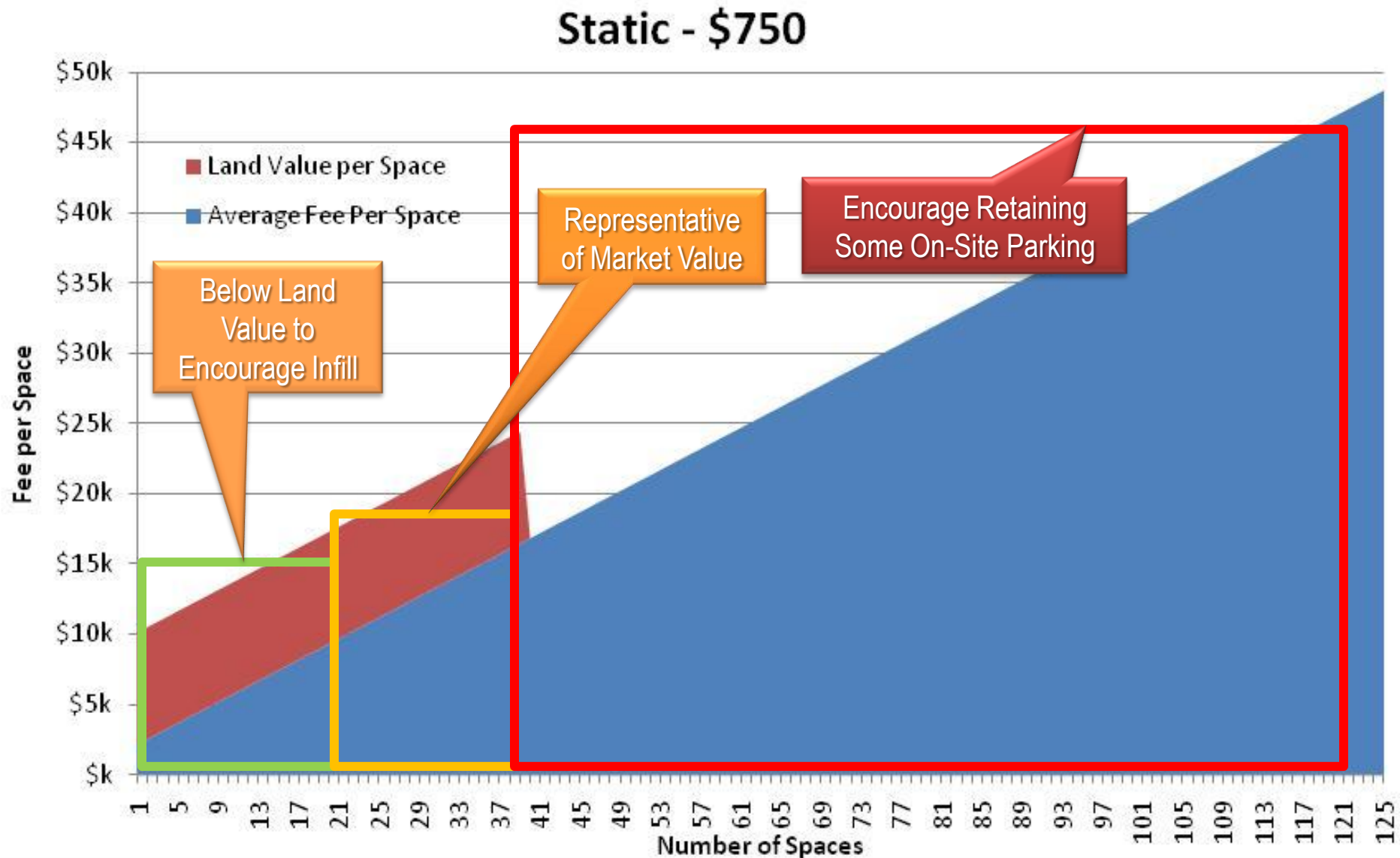
A	B	C	D	E
Number of Spaces	Per Space Fee Basis	Increment	Total Fee	Average Fee Per Space
	(previous B plus C)		(sum of all B values)	(= D/A)
	\$ 2,000	\$ 750		
1	\$ 2,750	\$ 750	\$ 2,750	\$ 2,750
2	\$ 3,500	\$ 750	\$ 6,250	\$ 3,125
3	\$ 4,250	\$ 750	\$ 10,500	\$ 3,500
4	\$ 5,000	\$ 750	\$ 15,500	\$ 3,875
5	\$ 5,750	\$ 750	\$ 21,250	\$ 4,250
6	\$ 6,500	\$ 750	\$ 27,750	\$ 4,625
7	\$ 7,250	\$ 750	\$ 35,000	\$ 5,000
8	\$ 8,000	\$ 750	\$ 43,000	\$ 5,375
9	\$ 8,750	\$ 750	\$ 51,750	\$ 5,750
10	\$ 9,500	\$ 750	\$ 61,250	\$ 6,125



Progressive In-Lieu Fee Schedule

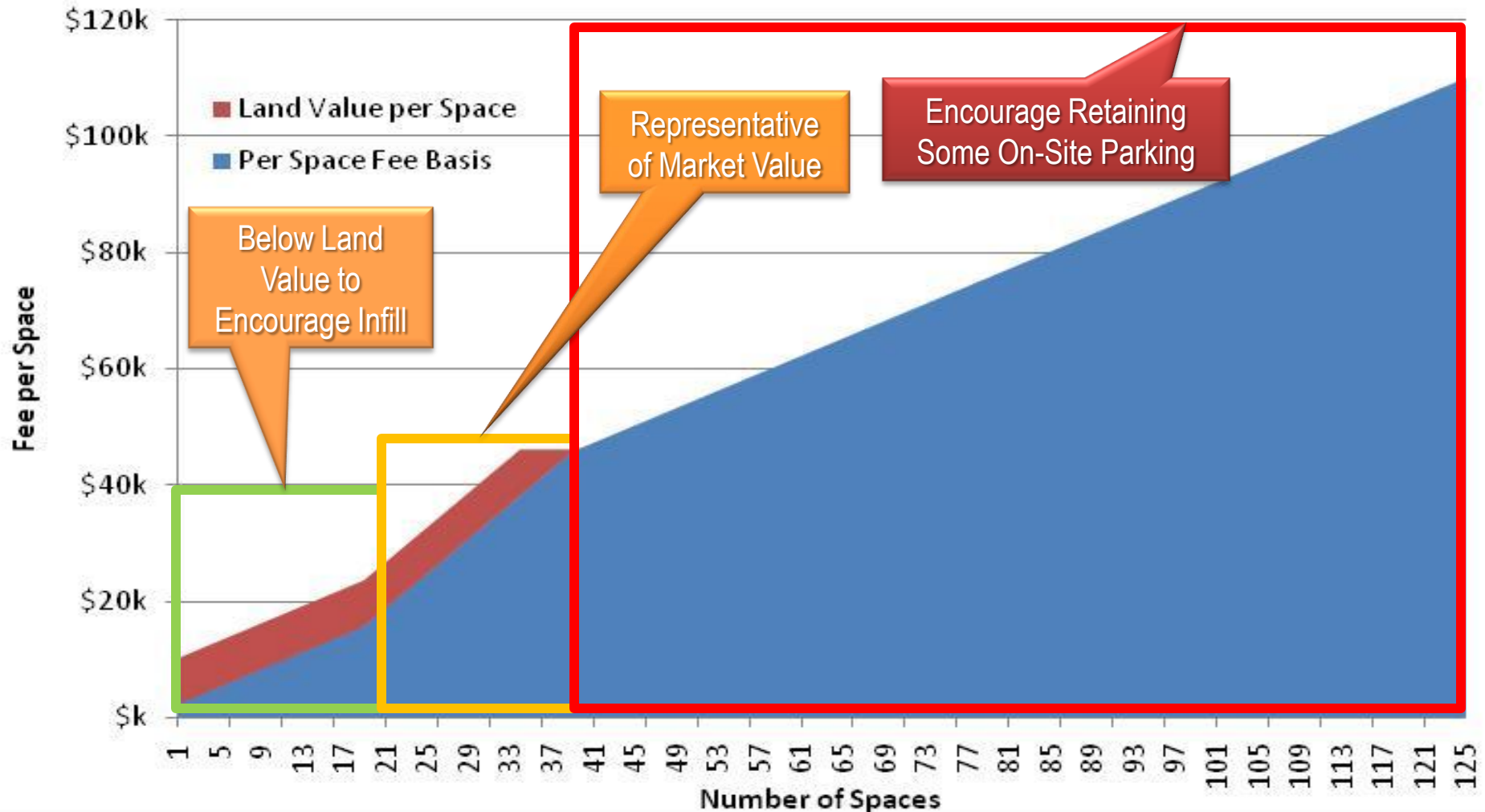


Progressive In-Lieu Fee Schedule



Progressive In-Lieu Fee Schedule

Dynamic \$1500 Increment



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
- 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
	Walgreens (with 8 Reserved)



273 Spaces



400+ Spaces

Needham, MA: Shared Parking Pilot

Parking Management Regulations

- 2 Hour Meter
- 2 Hour Parking
- Employee



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273 Spaces



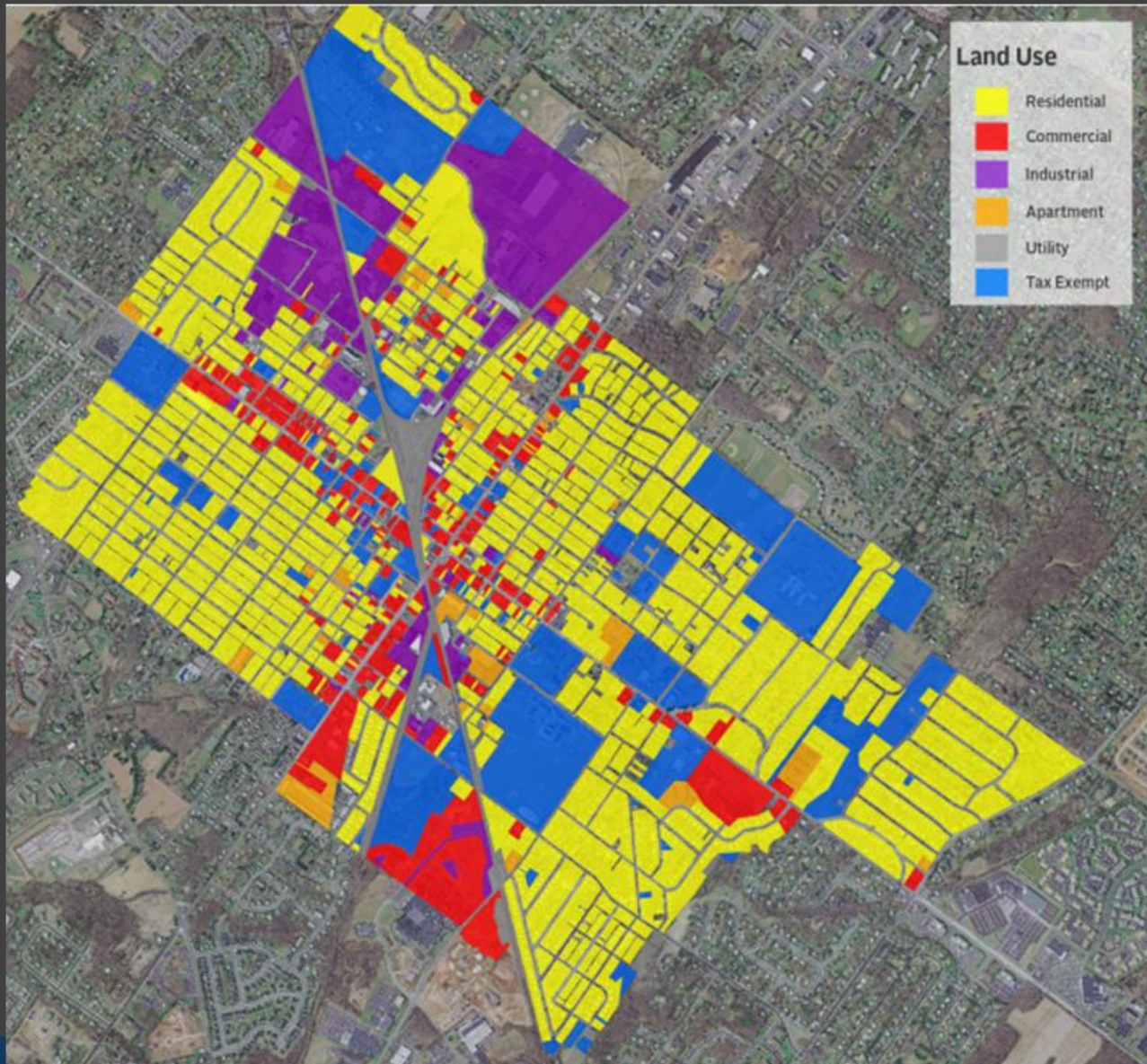
~315 Spaces

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

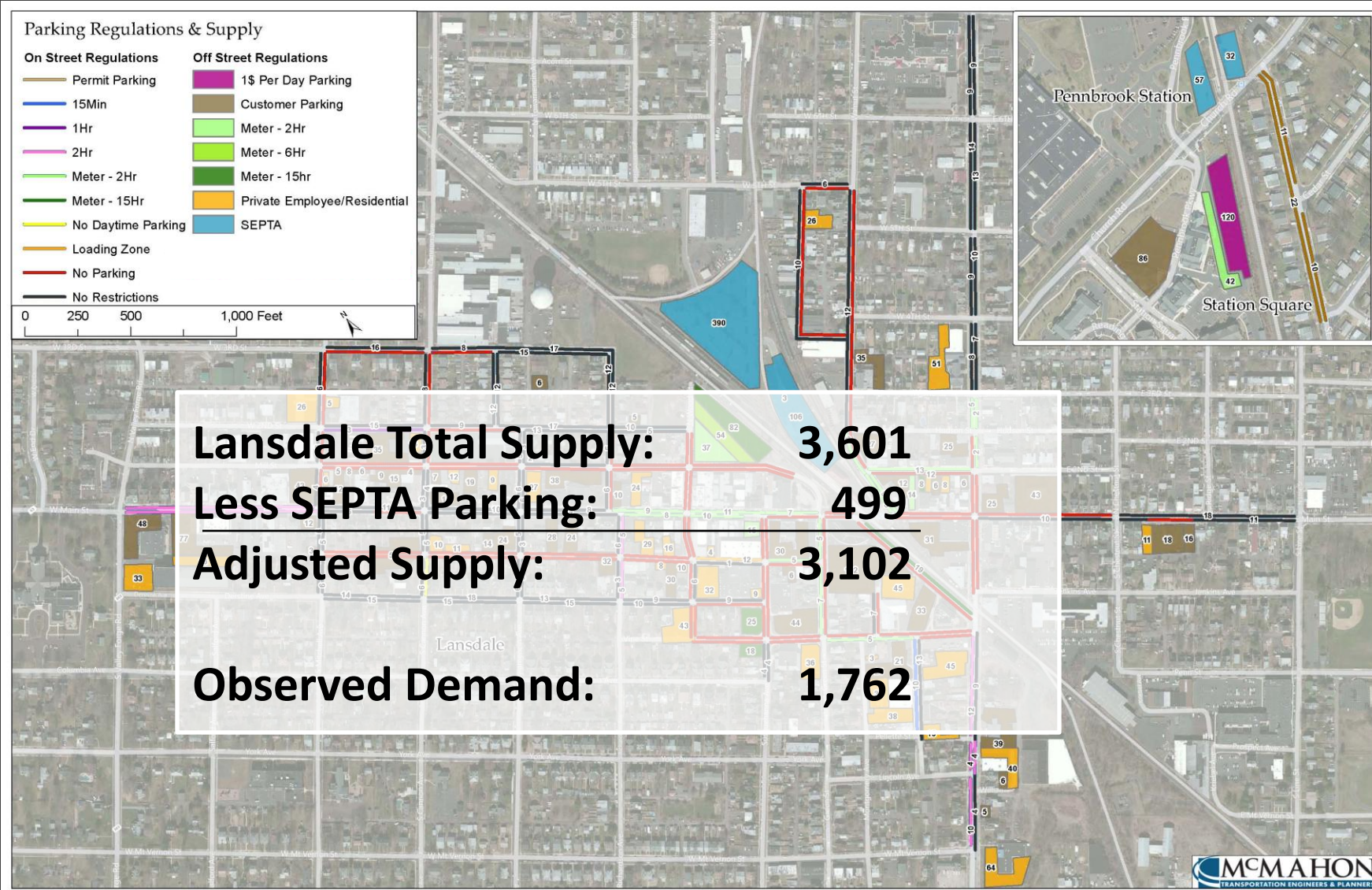
Existing Land Use



ITE Number of Spaces – Lansdale Study Area

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

Actual Lansdale Parking Supply



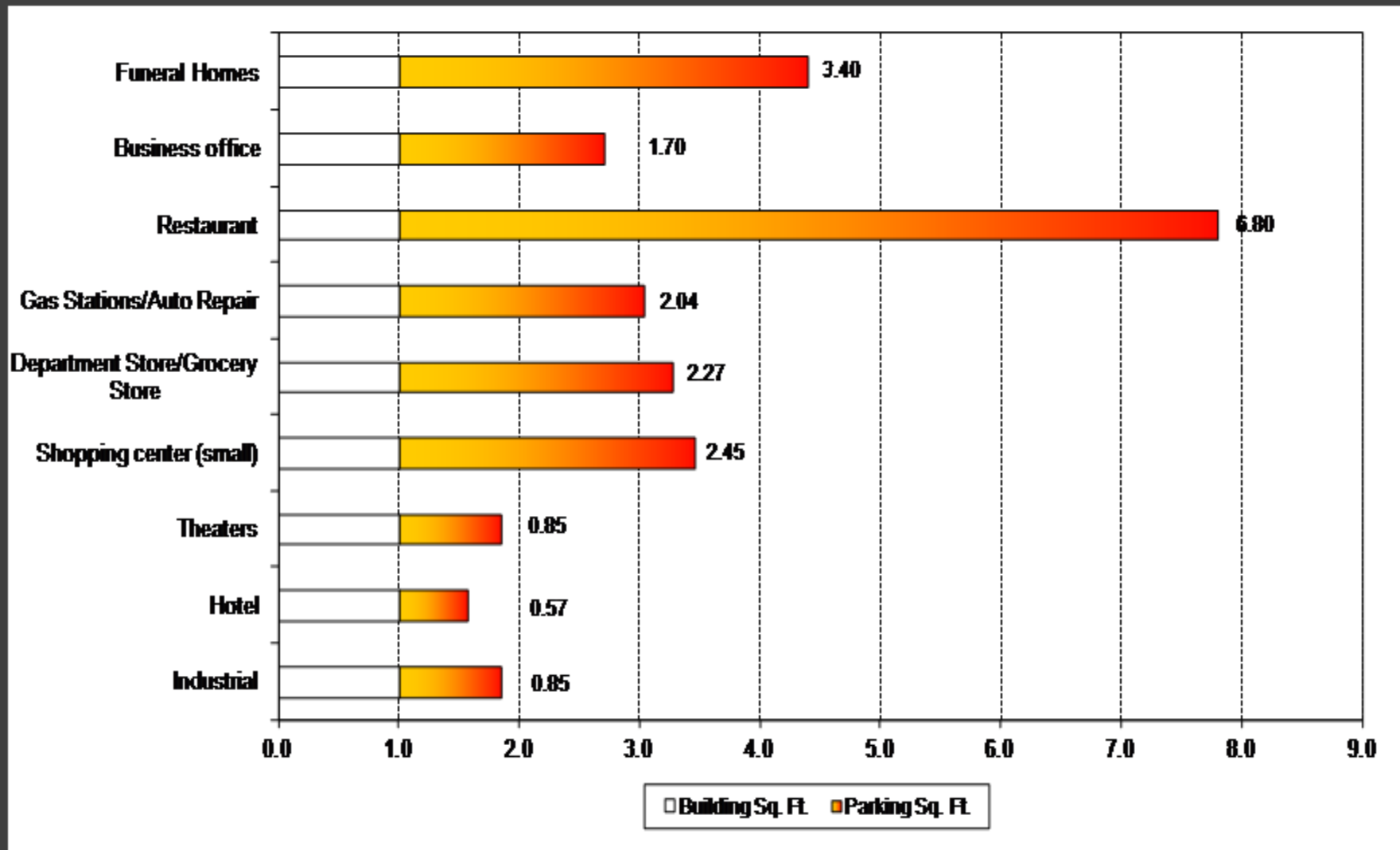
Actual Lansdale Parking Supply



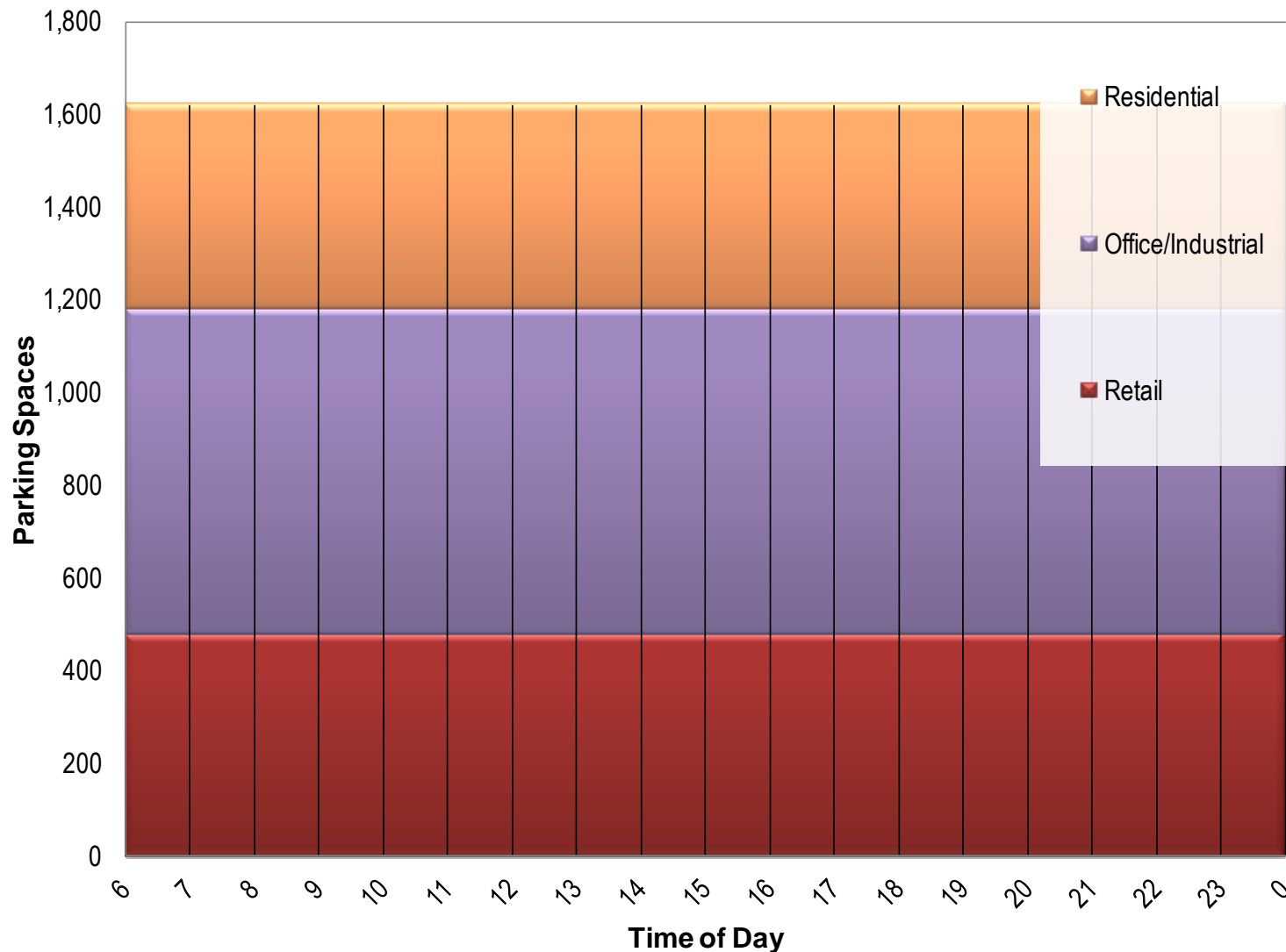
ITE Number of Spaces – 5 Minute Walk

Land Use	SF/Units	ITE Weekday Rate	Parking Supply – ITE
Apartment (5 or more families)	28	2.00	56
Commercial	301,749	4.50	1,358
Office/Government Office	155,977	3.00	468
Industrial	4,080	0.32	1.3
ITE TOTAL			1,883
Actual Supply			1,685

Current Parking Requirements (above 20k SF in downtown)



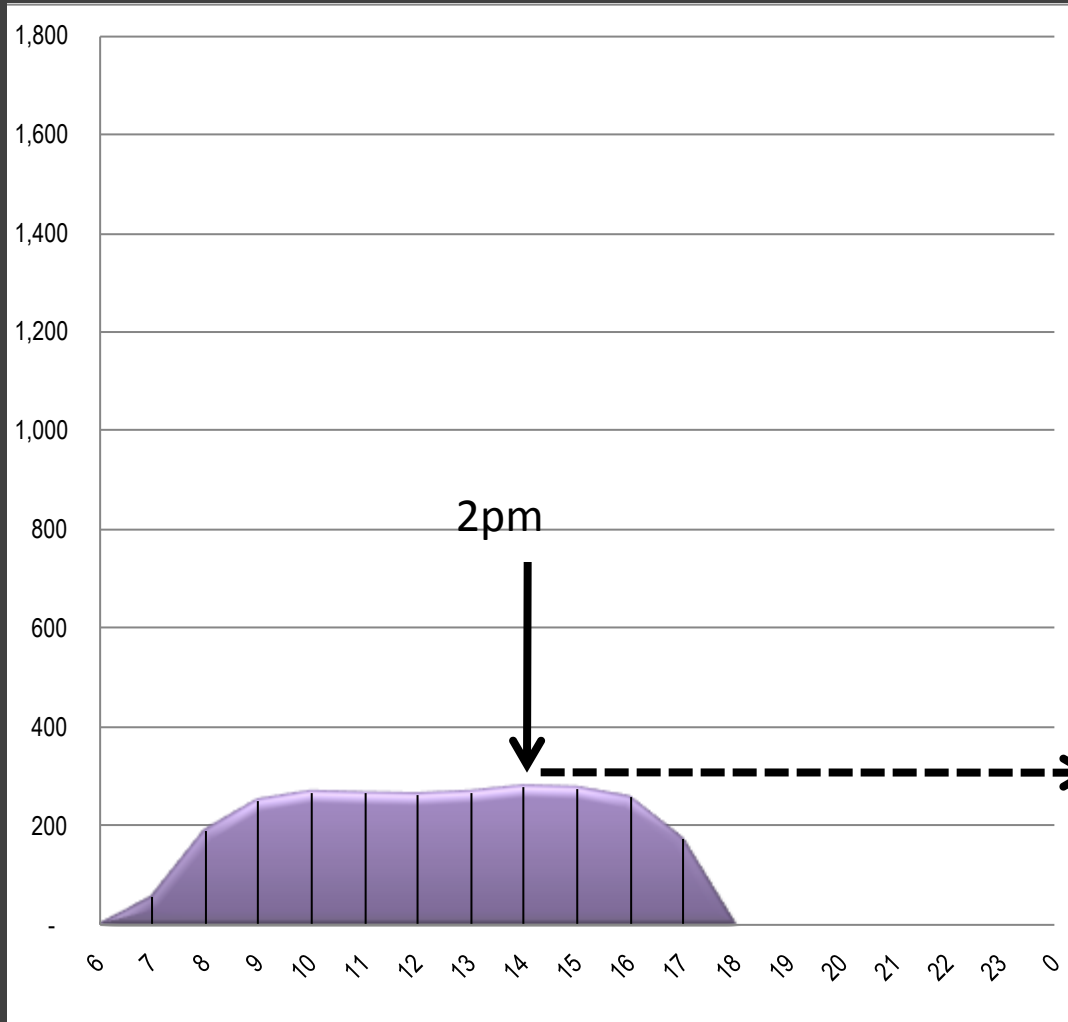
ITE Parking Rates – Within 5 Minute Walk



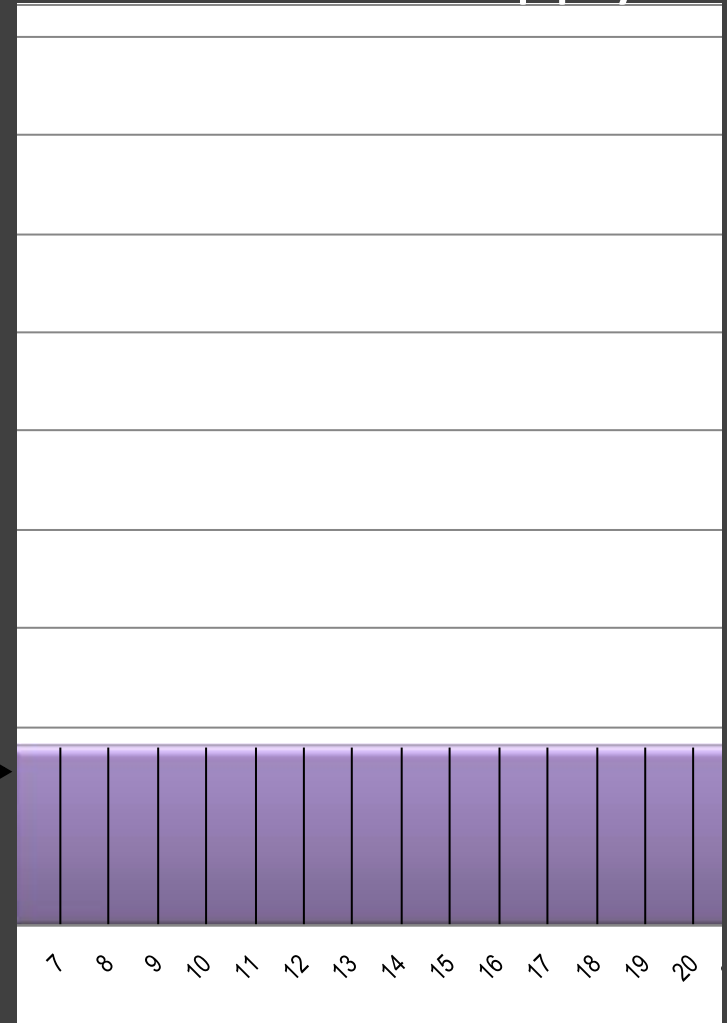
Shared Parking

Office (150k SF):

Real Demand



Unshared Supply

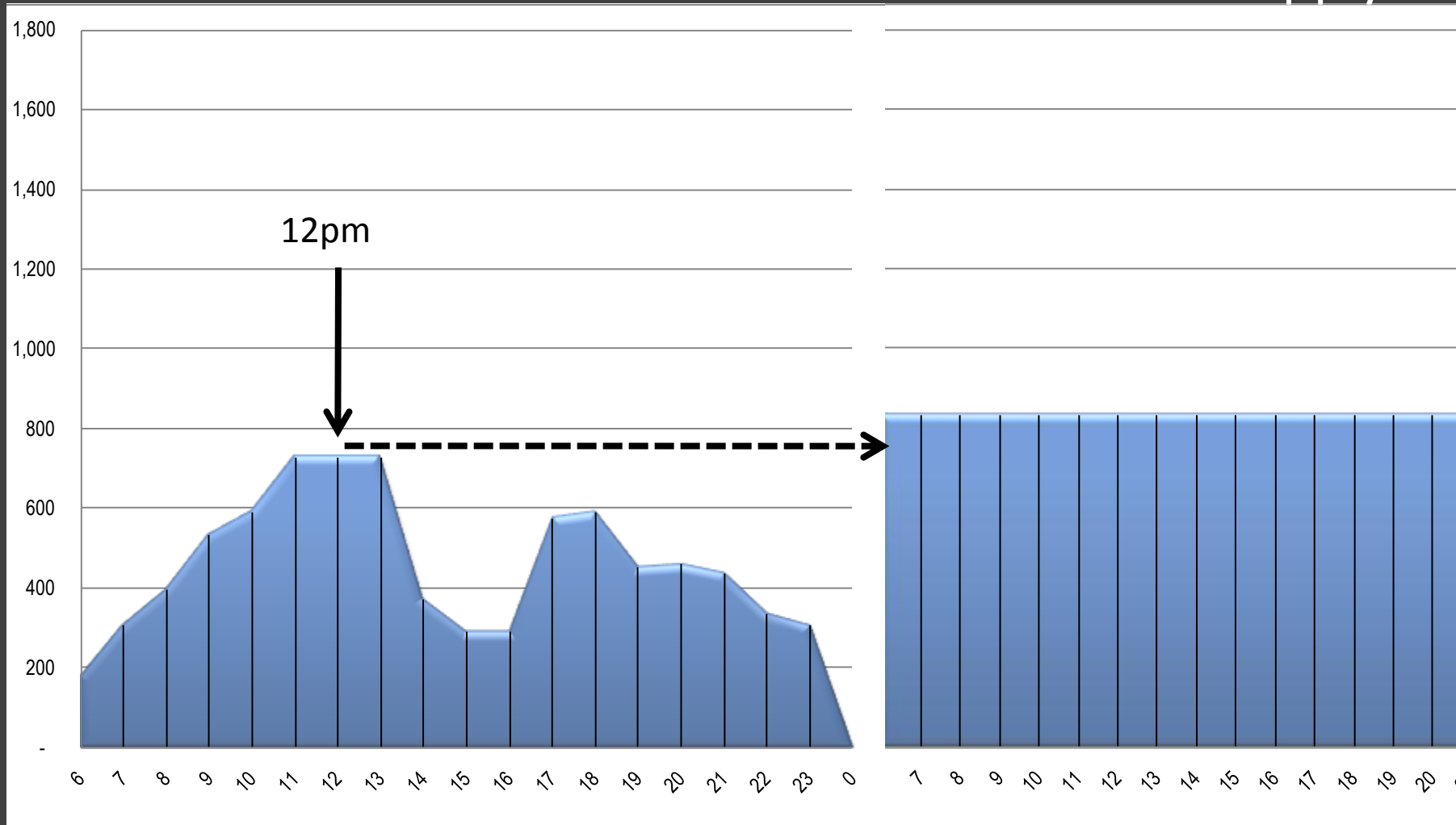


Shared Parking

Restaurant (150k SF):

Real Demand

Unshared Supply

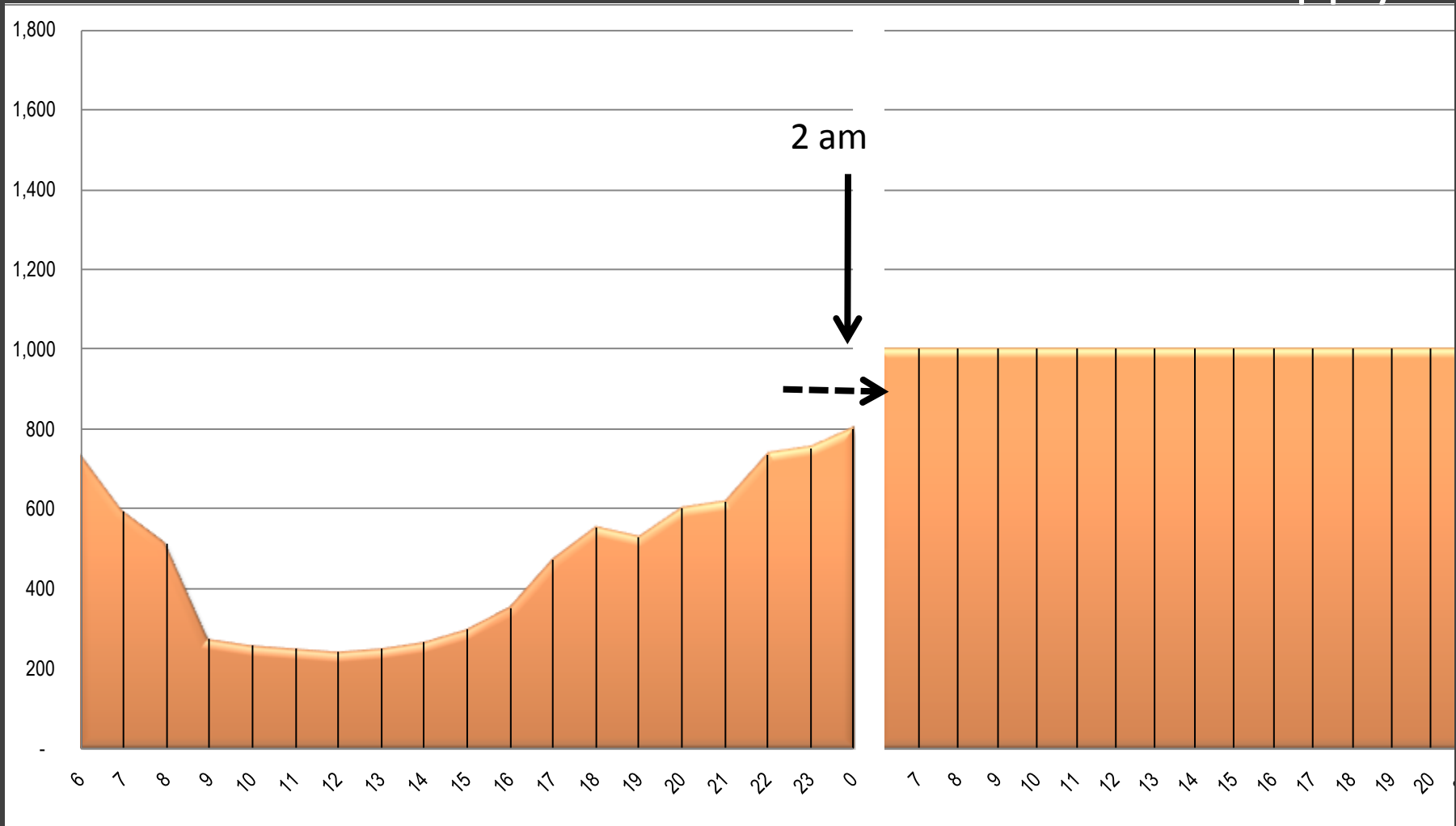


Shared Parking

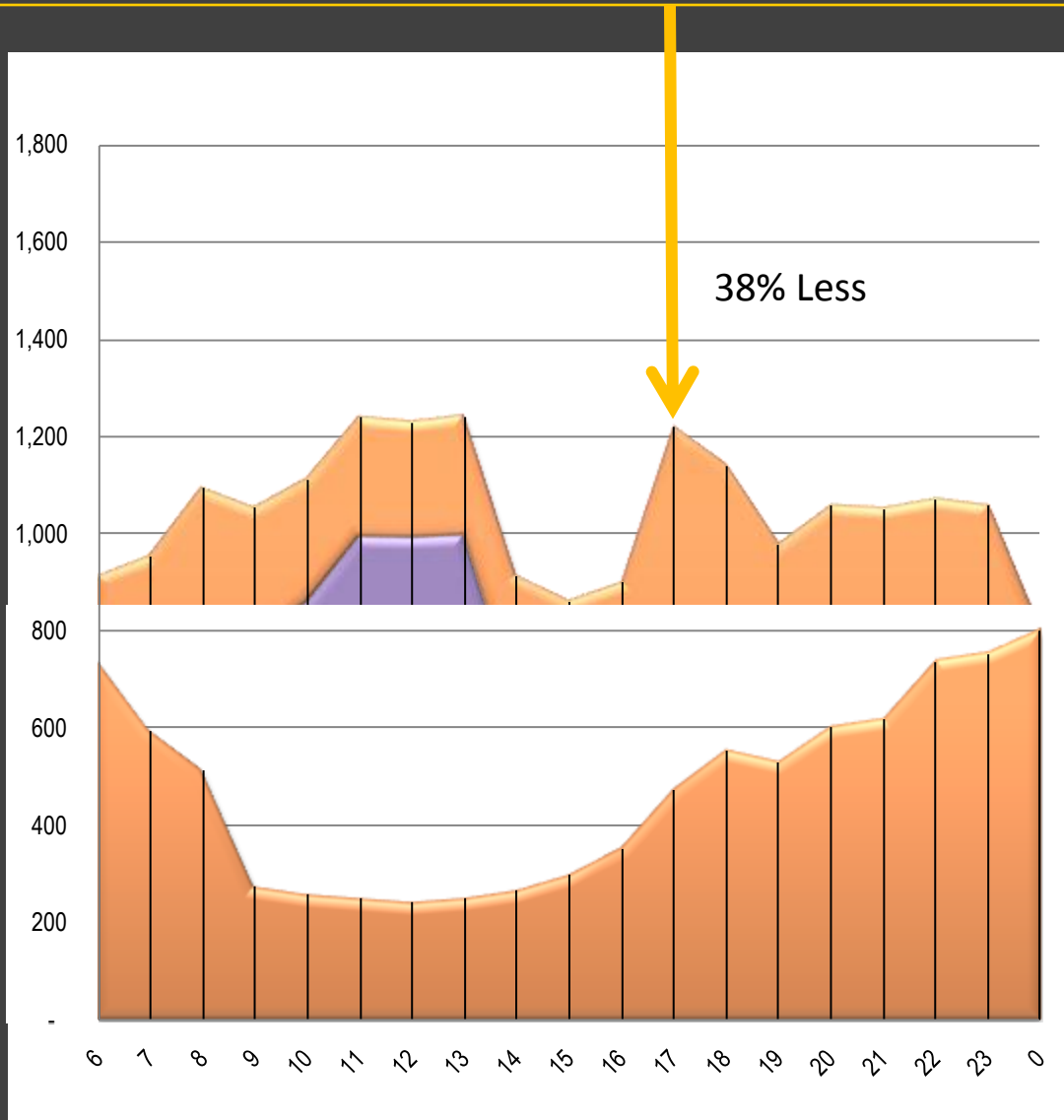
Residential (150k SF/1000 units):

Real Demand

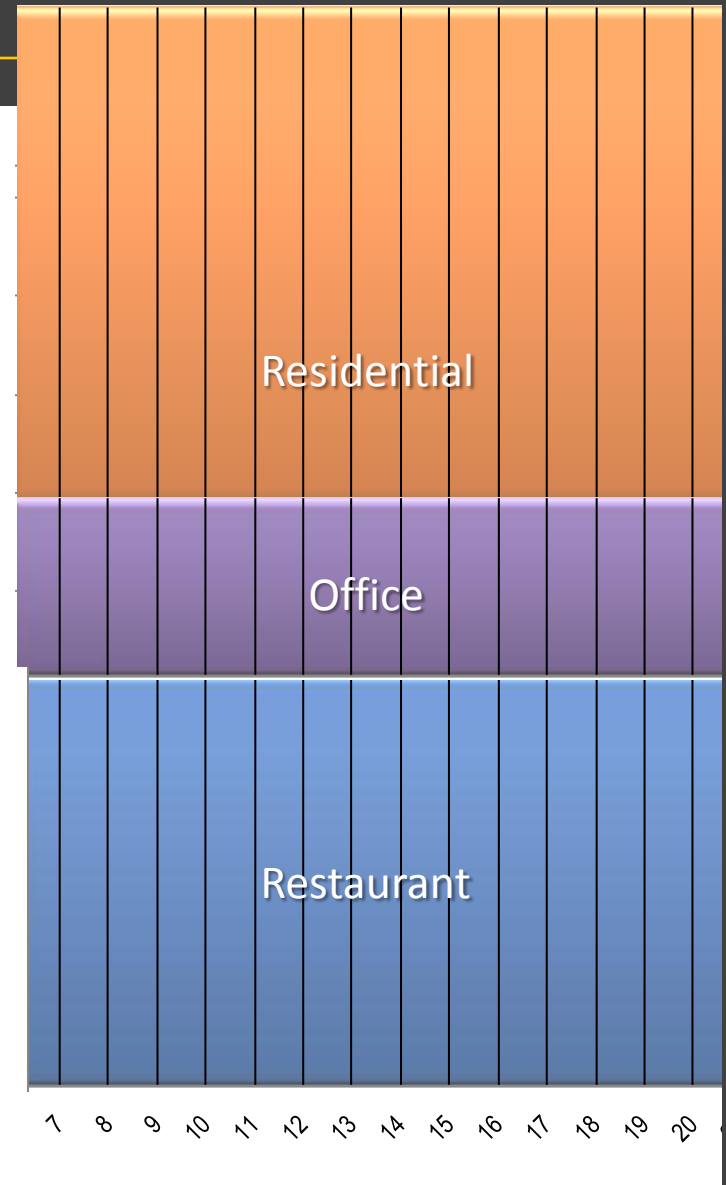
Unshared Supply



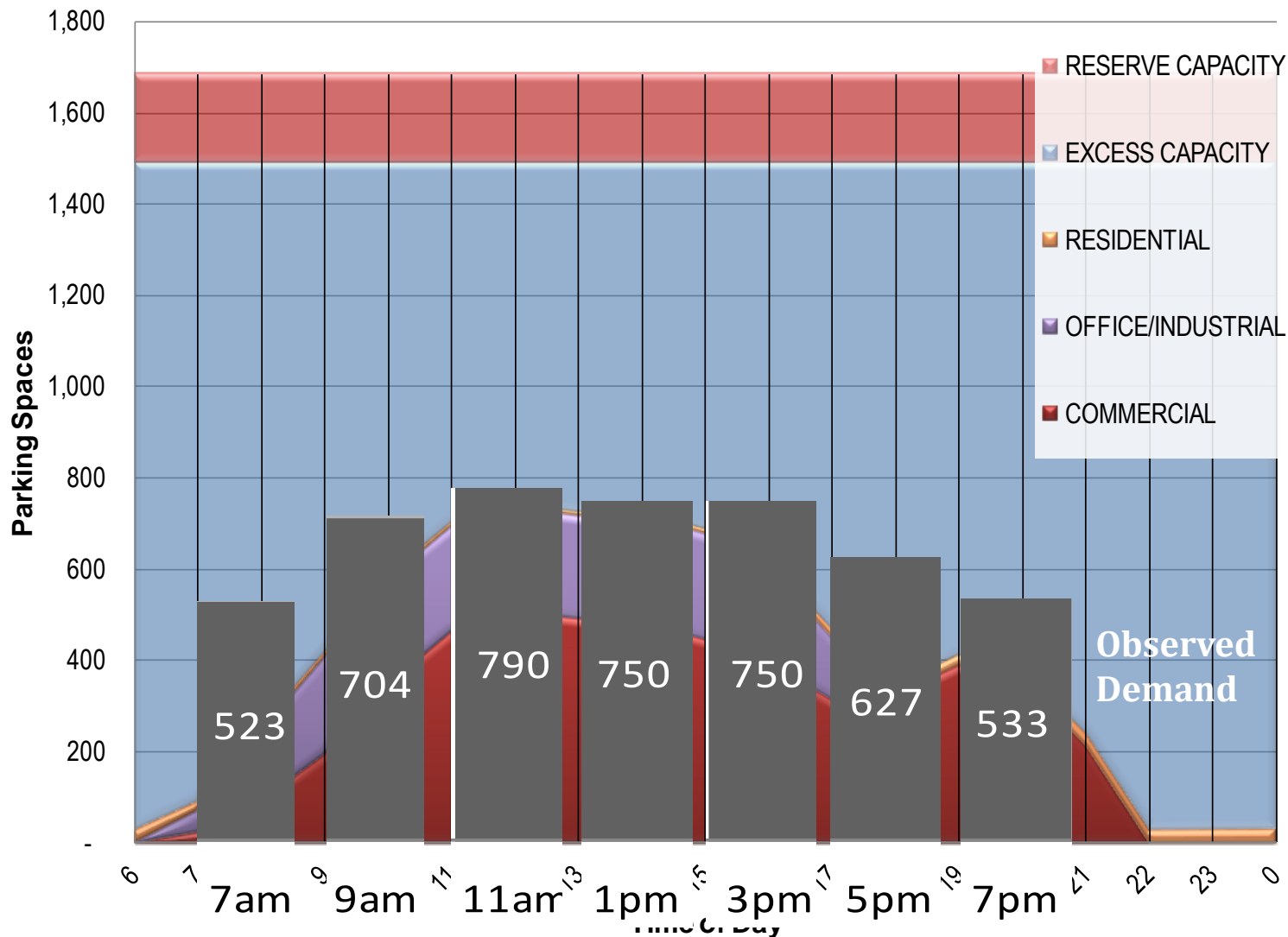
Real Demand



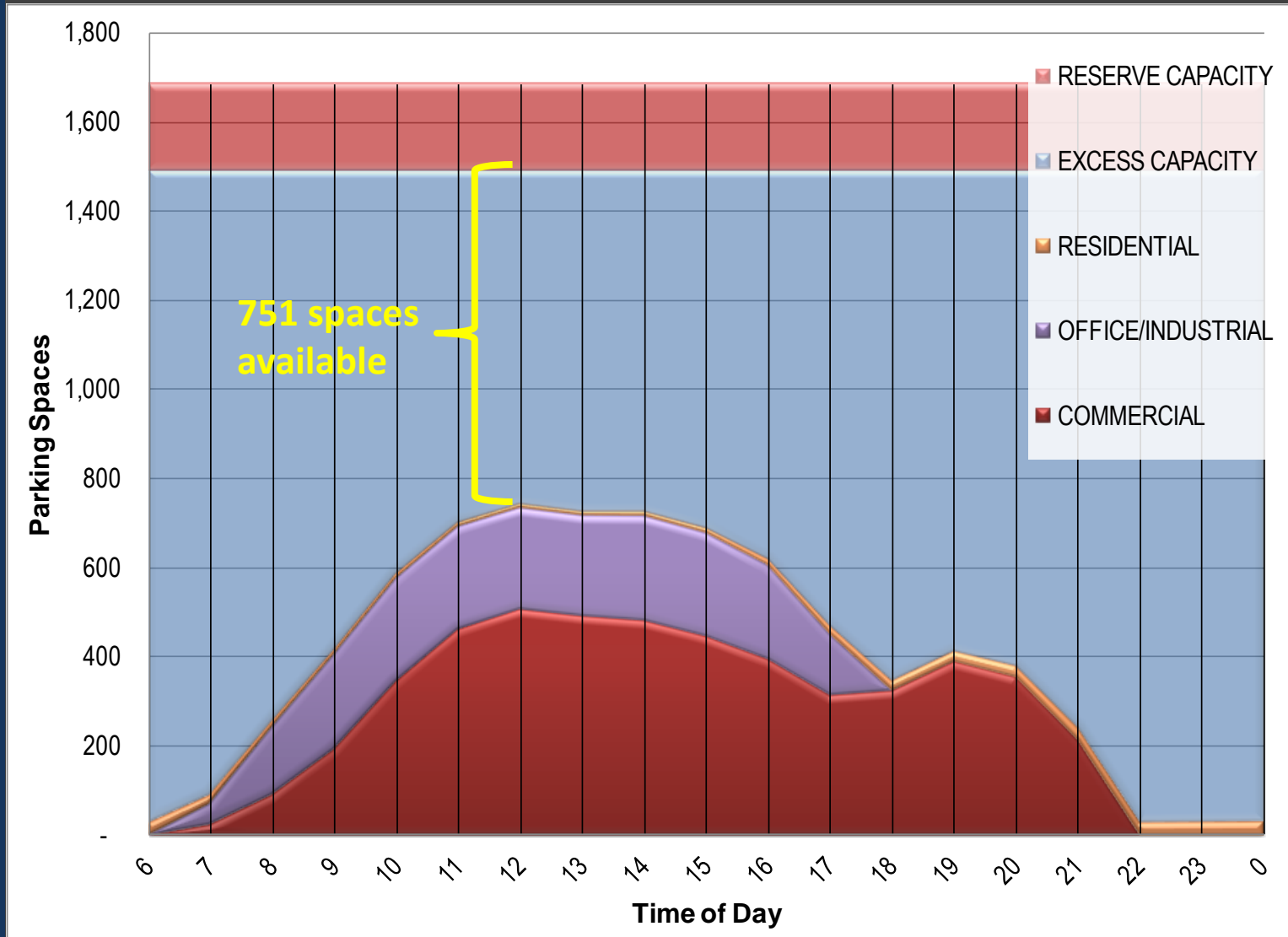
Unshared Supply



Shared Parking – Within 5 Minute Walk



Shared Parking – Within 5 Minute Walk



Strategy 6: Pedestrian Improvements & Wayfinding

- Specific improvements to downtown connections that encourage a “park once” and “park & walk” environment:
 - Wayfinding signage: wording, style, location
 - Wayfinding maps: promote businesses
 - Key sidewalk, signal, crosswalk improvements to/from parking supplies
- Key pedestrian improvements:
 - RR intersection
 - Madison Lot
 - Access to Reporter’s lot and other underutilized lots

Strategy 6: Pedestrian Improvements & Wayfinding

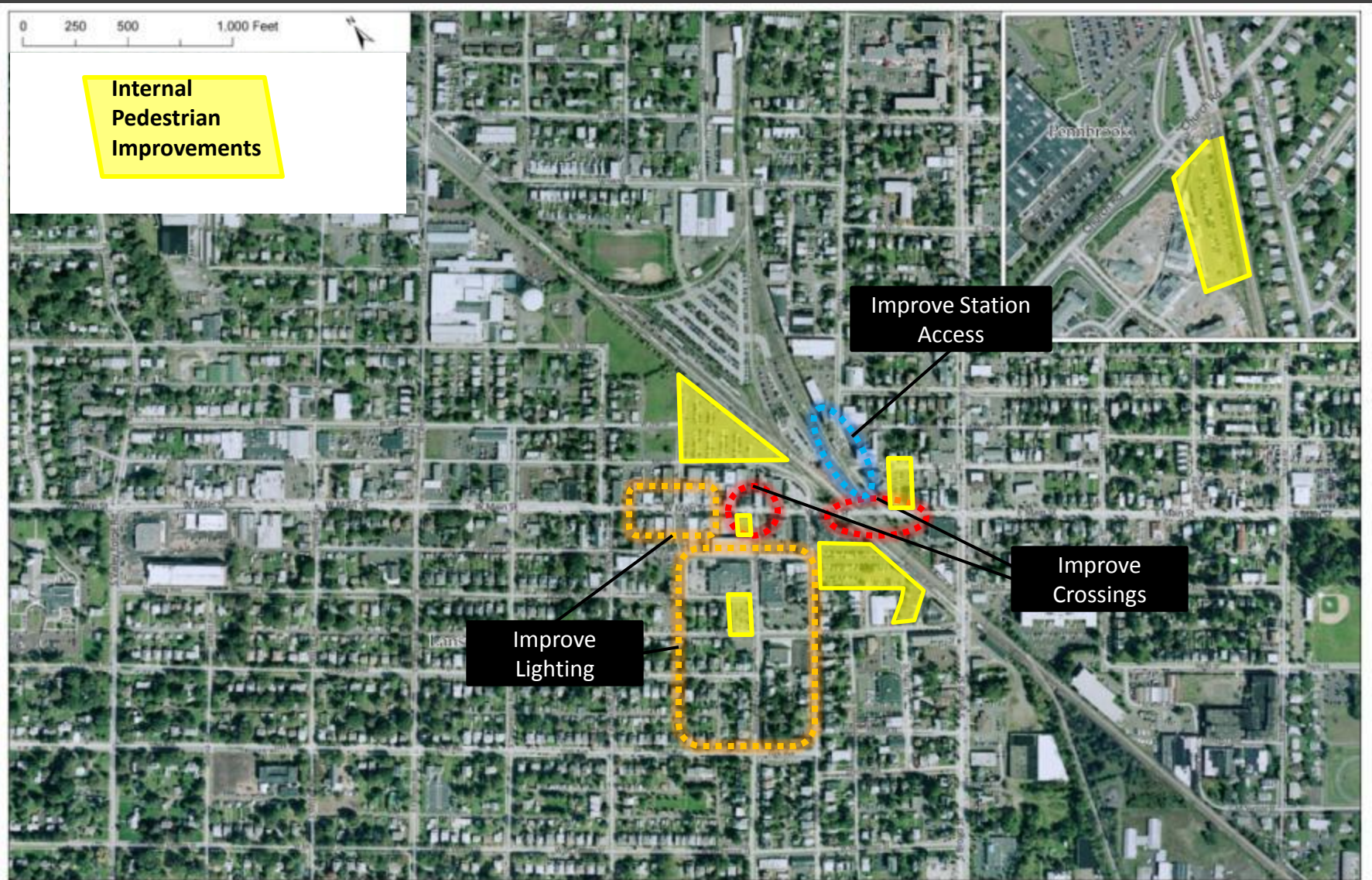


Strategy 6: Pedestrian Improvements and Wayfinding

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



Pedestrian Improvements



Vehicle Entry Improvements



Questions?
