



Search

Town of Carrboro, NC  
Yesterday at 10:03 AM · 🌐

Don't forget to join us tonight!

Town of Carrboro, NC  
February 5 at 1:25 PM · 🌐

Join us at the Carrboro Elementary School Cafeteria to participate in a public forum to discuss the future of parking in downtown Carrboro. The forum will take place from 6:00-8:00 p.m. on Thursday, February 11. For more information about the project follow the link below!

If you are unable to attend, please visit [parkcarrboro.org](http://www.parkcarrboro.org) to learn more about the parking study, and how you may contribute.

<http://www.parkcarrboro.org/DocumentCenter/View/3390>

[www.parkcarrboro.org](http://www.parkcarrboro.org)  
parkcarrboro.org

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# Public Hearing Presentation

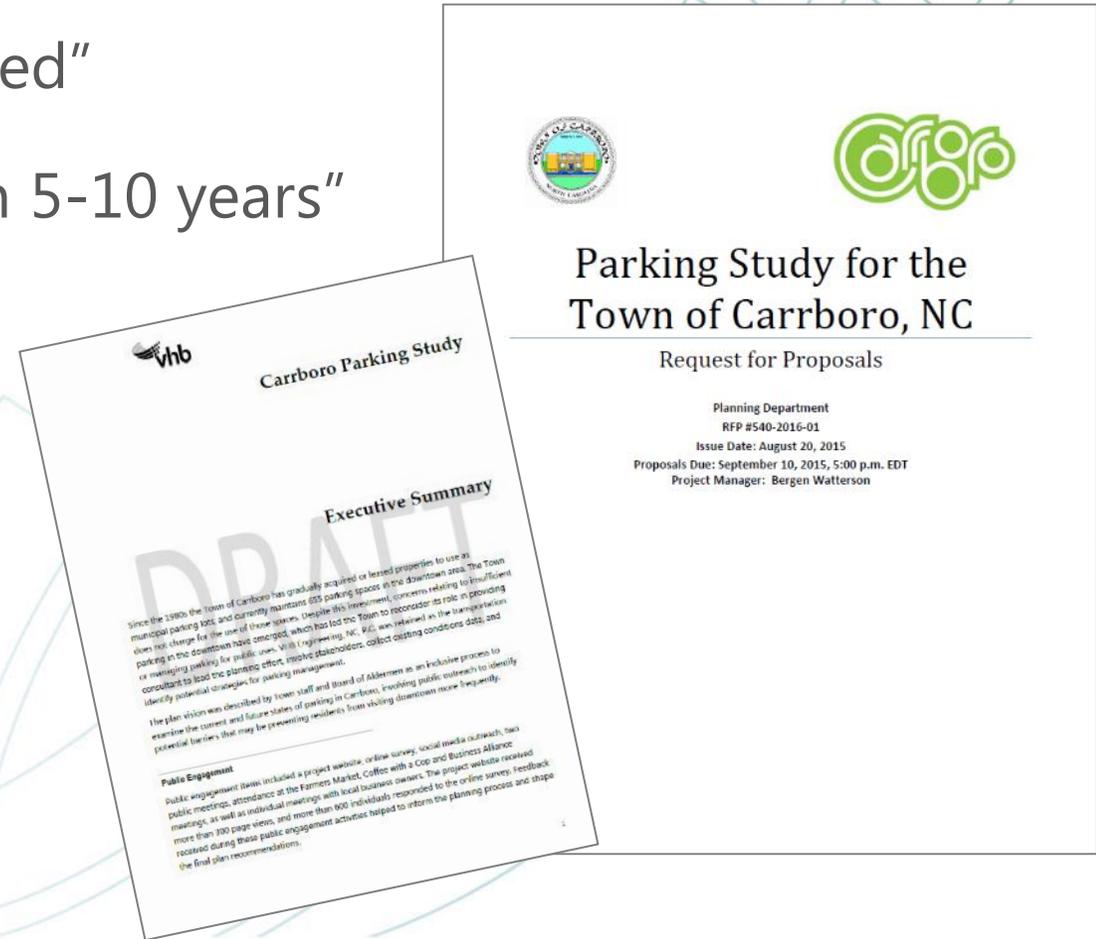
Carrboro Parking Study

Presented by  
VHB

April 25, 2017

# RFP – Purpose and Intent

- Provide an analysis of
  - “...how much parking is currently needed”
  - “...how much parking will be needed in 5-10 years”
- What should the Town’s role be?



# Stakeholder Involvement

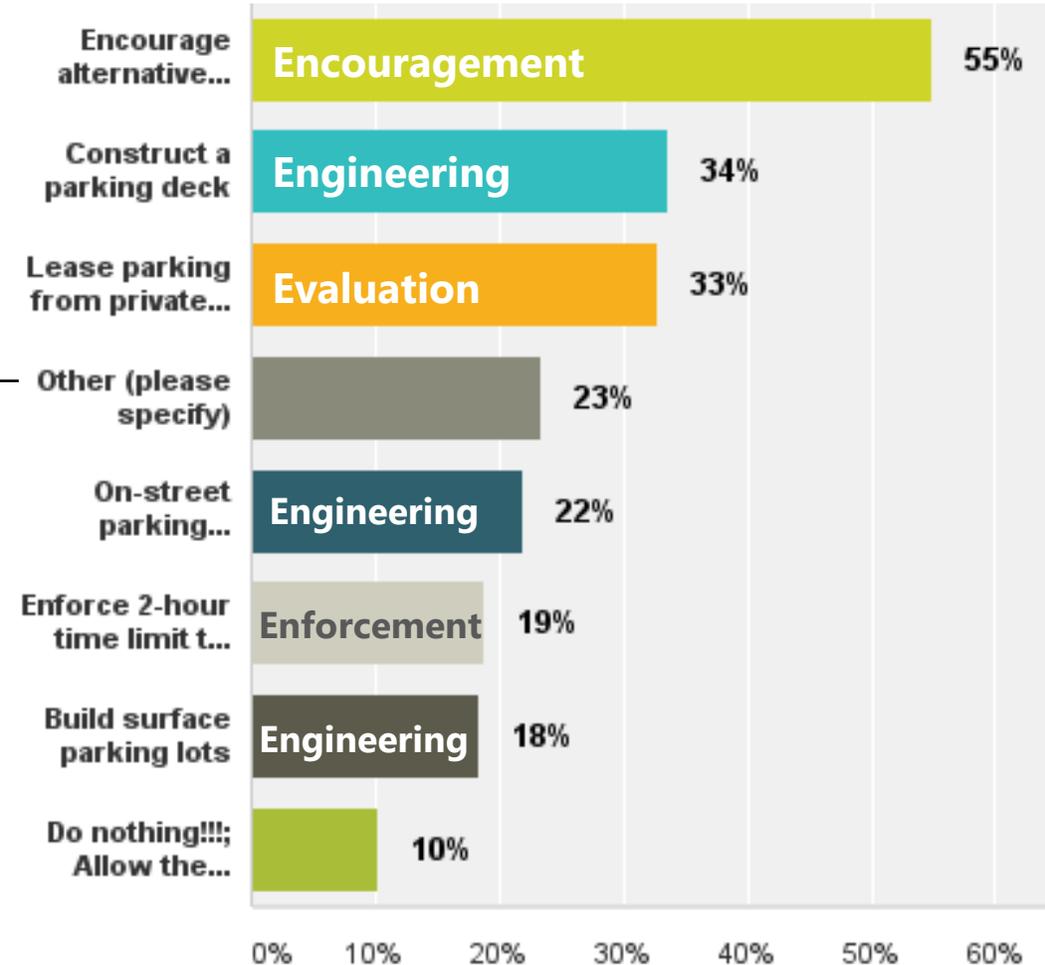
- This project has engaged with
  - Town of Carrboro/Chapel Hill staff
  - CH-Carrboro Chamber of Commerce
  - UNC students/staff
  - Business owners
  - Local non-profit organizations
  - Residents and visitors
  - Farmers Market attendees
  - Coffee with a Cop attendees



# Public Outreach – Survey

■ To improve parking in Downtown Carrboro the Town should...

- “Construct more sidewalks” and “Expand sidewalks”
- “Bicycle and pedestrian connectivity”
- “Covered bicycle parking”
- “Improve bus service” ... “later into evening”
- “Parking deck, but not too tall”
- “Sell [public] surface lots to developers”
- **“Better signage”**
- **“Agreements for after-hours use of [empty] lots at night”**
- “Charge hourly rates for parking”
- “Address employee parking”
- “Enforce time limits”
- “Different time limits (1-hr, 2-hr, and 4-hr) in some lots”



## Public Outreach – Various

- “I’ve never struggled to park downtown”
- “Long-term (employee) parking is concern” perceived as greatest problem
  - “Enforcement [of 2-hour parking] is the key”
  - Annual business owner survey
- “Charge a fee for public parking”
- **Identify private lots where the public may park after 5 pm**
- Focus on center of downtown
- **Include wayfinding signage and lighting improvements**

# Data Collection – Ownership

- Town of Carrboro leases or owns

- 655 spaces (16%) in 9 lots

- Some are signed/reserved →

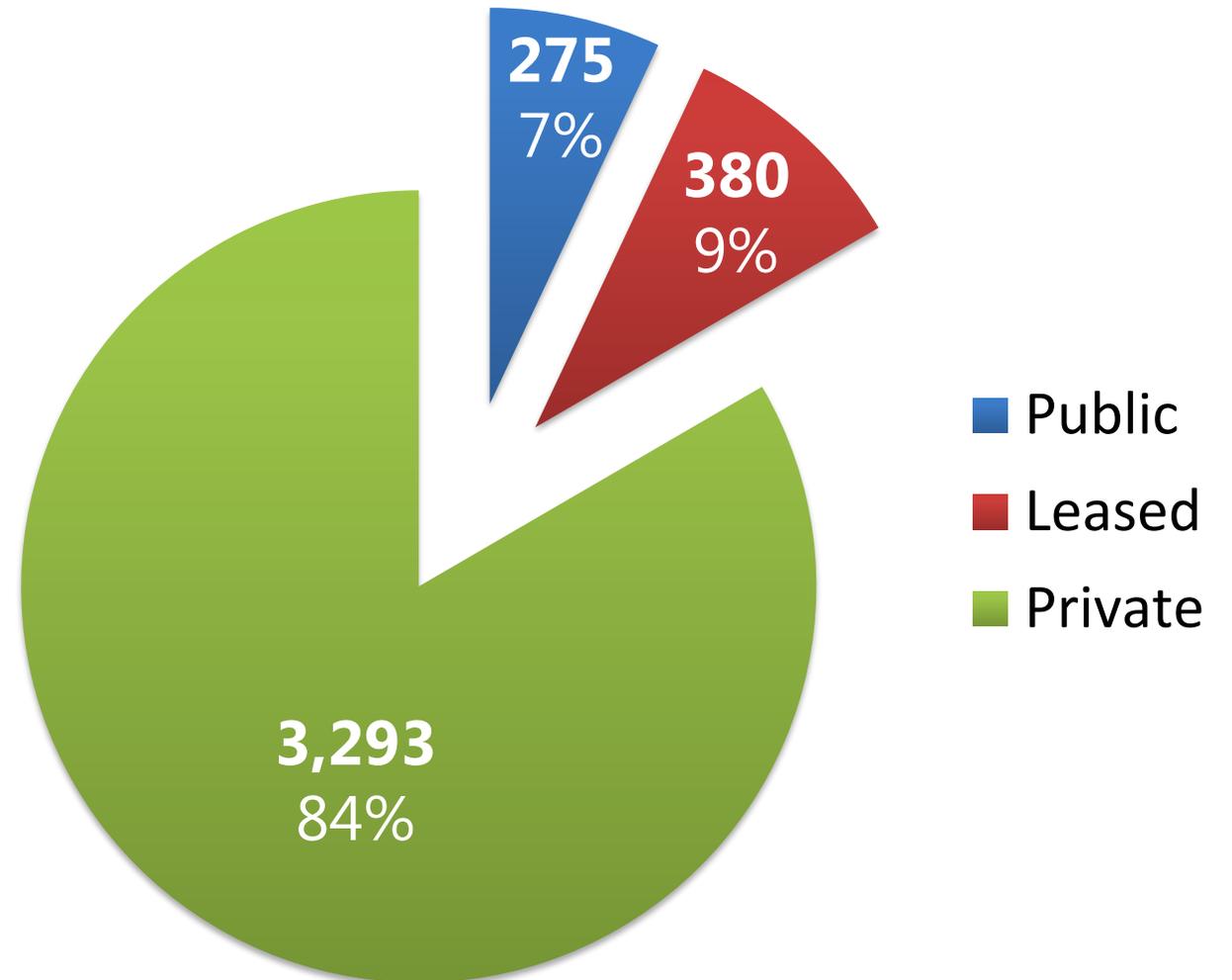


- Private property owners control

- 3,293 spaces in 145 lots

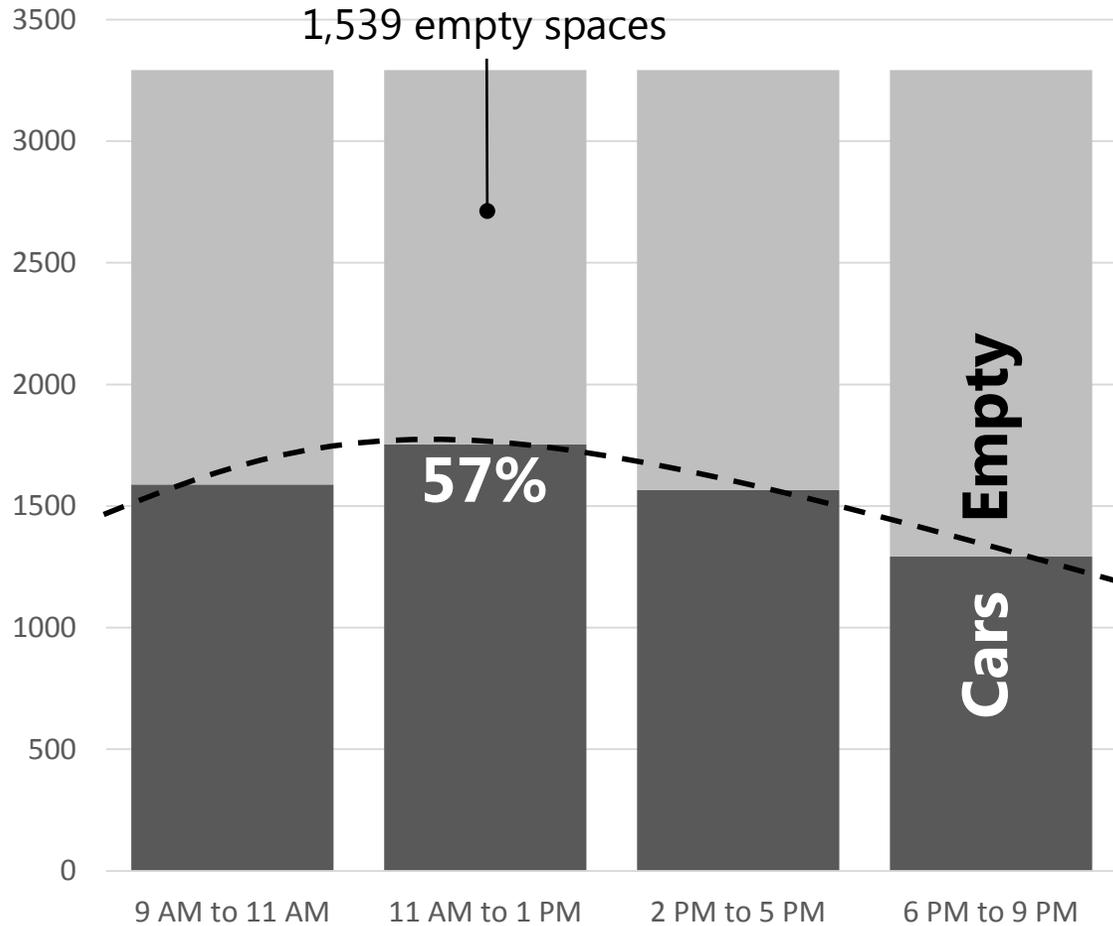
- **4,003 total parking spaces**

## Parking Spaces by Type

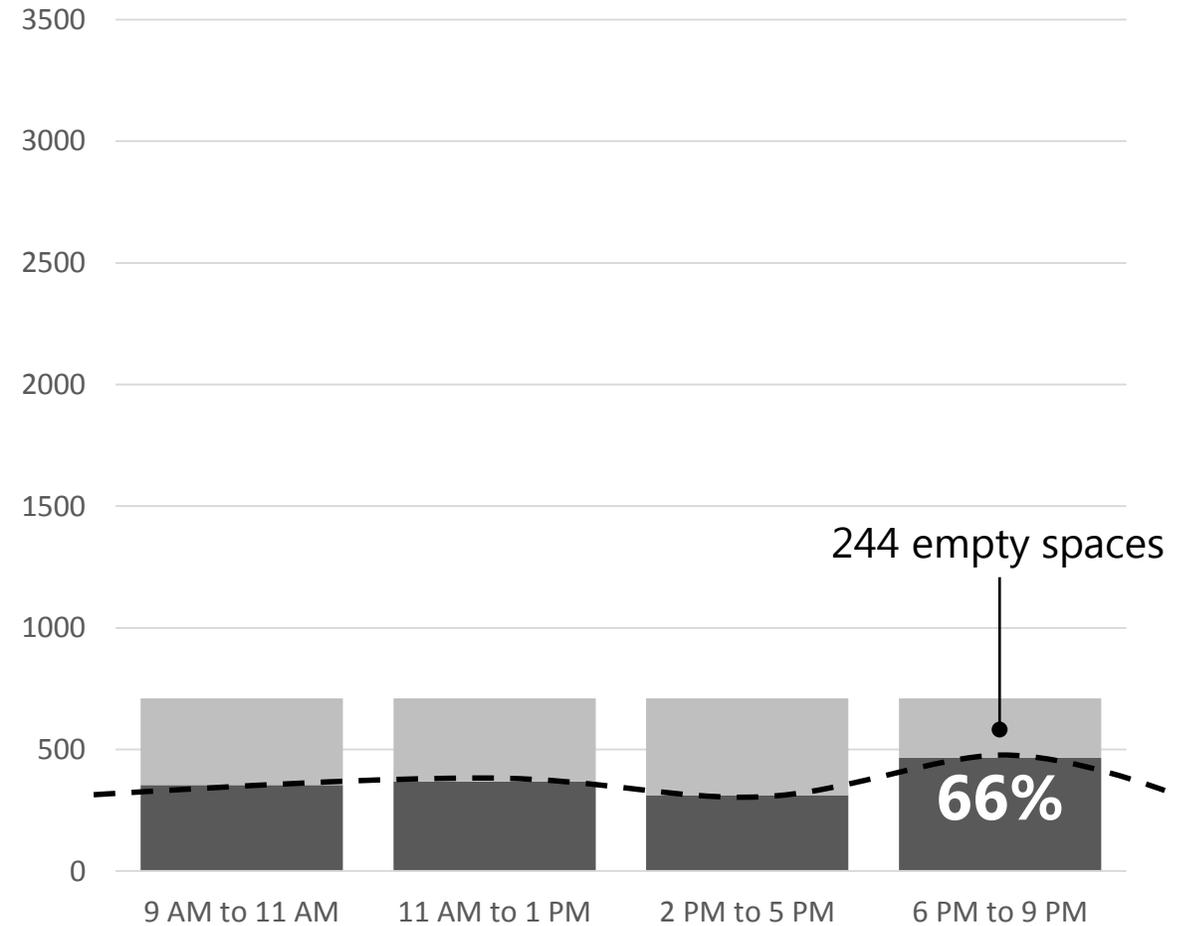


# Data Collection – Utilization

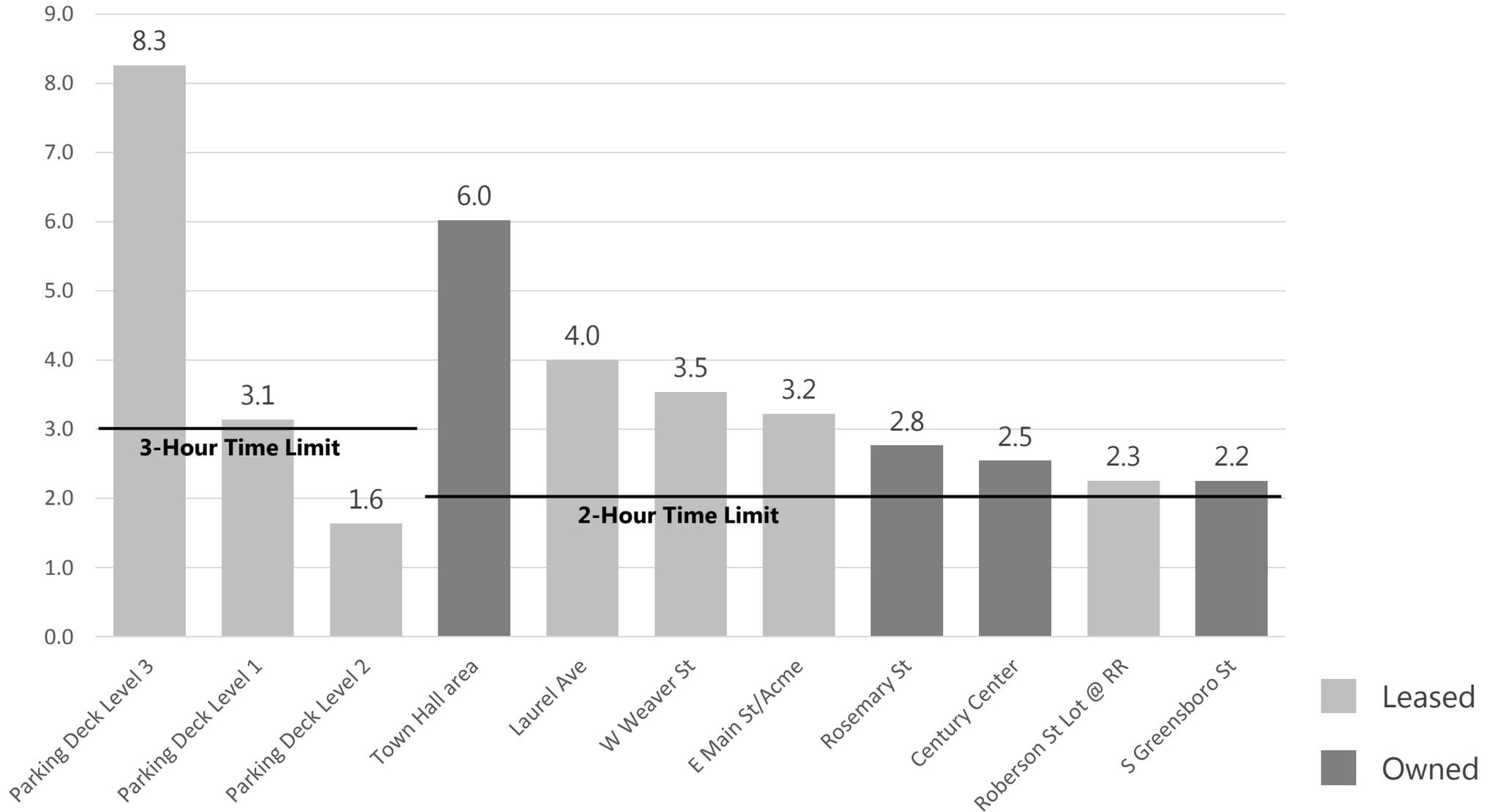
## Private Parking



## Public Parking



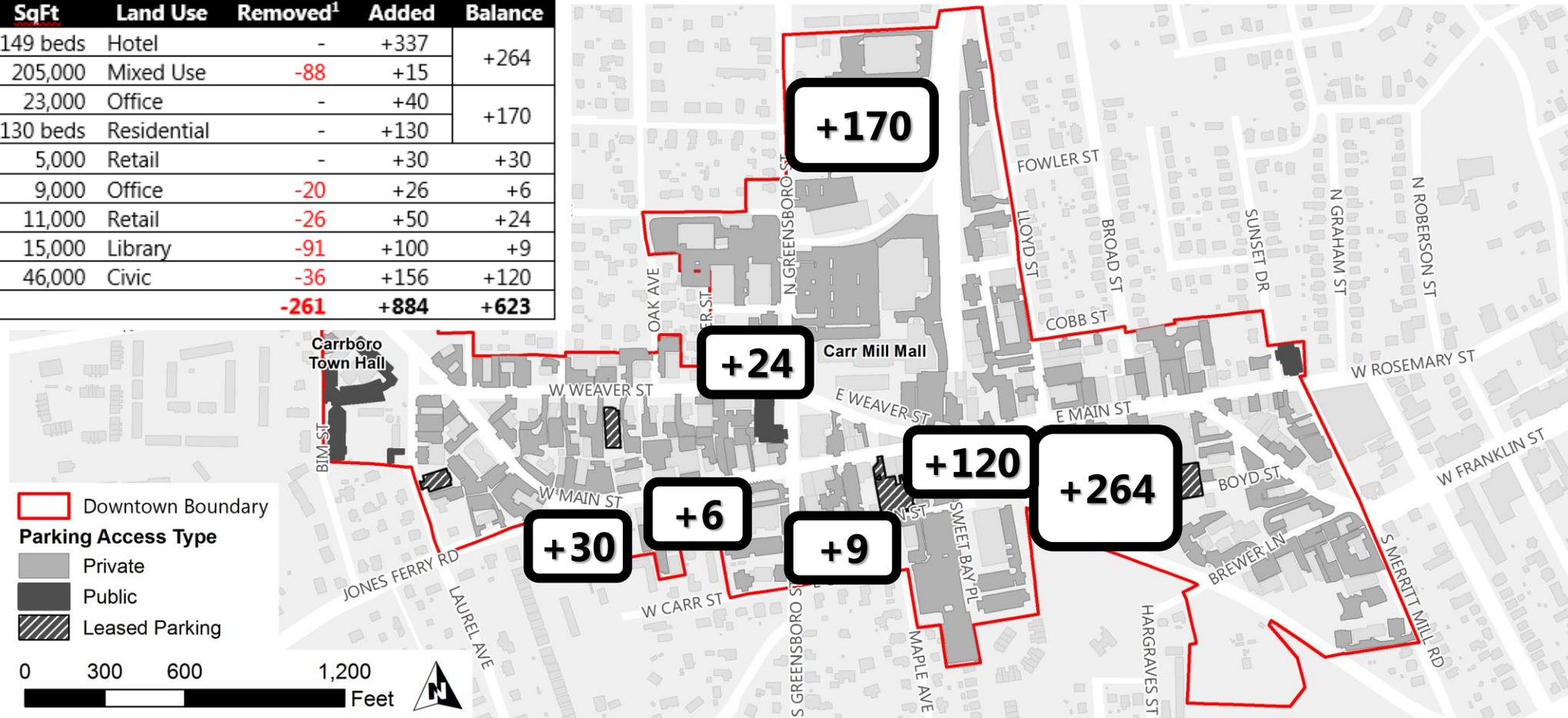
# Parking Turnover – *Average Length of Stay* (hours)



# Parking Analysis – Future Demand

- Development projects included

#	Project Name	SqFt	Land Use	Parking Removed <sup>1</sup>	Parking Added	Net Balance
1	Hilton Garden Inn	149 beds	Hotel	-	+337	+264
2	East Main Square Buildout	205,000	Mixed Use	-88	+15	
3	Shelton Station A	23,000	Office	-	+40	+170
4	Shelton Station B	130 beds	Residential	-	+130	
5	PTA Thrift Shop	5,000	Retail	-	+30	+30
6	Club Nova	9,000	Office	-20	+26	+6
7	CVS Relocation	11,000	Retail	-26	+50	+24
8	Orange County Library	15,000	Library	-91	+100	+9
9	Museum/Arts	46,000	Civic	-36	+156	+120
<b>SUBTOTAL</b>				<b>-261</b>	<b>+884</b>	<b>+623</b>

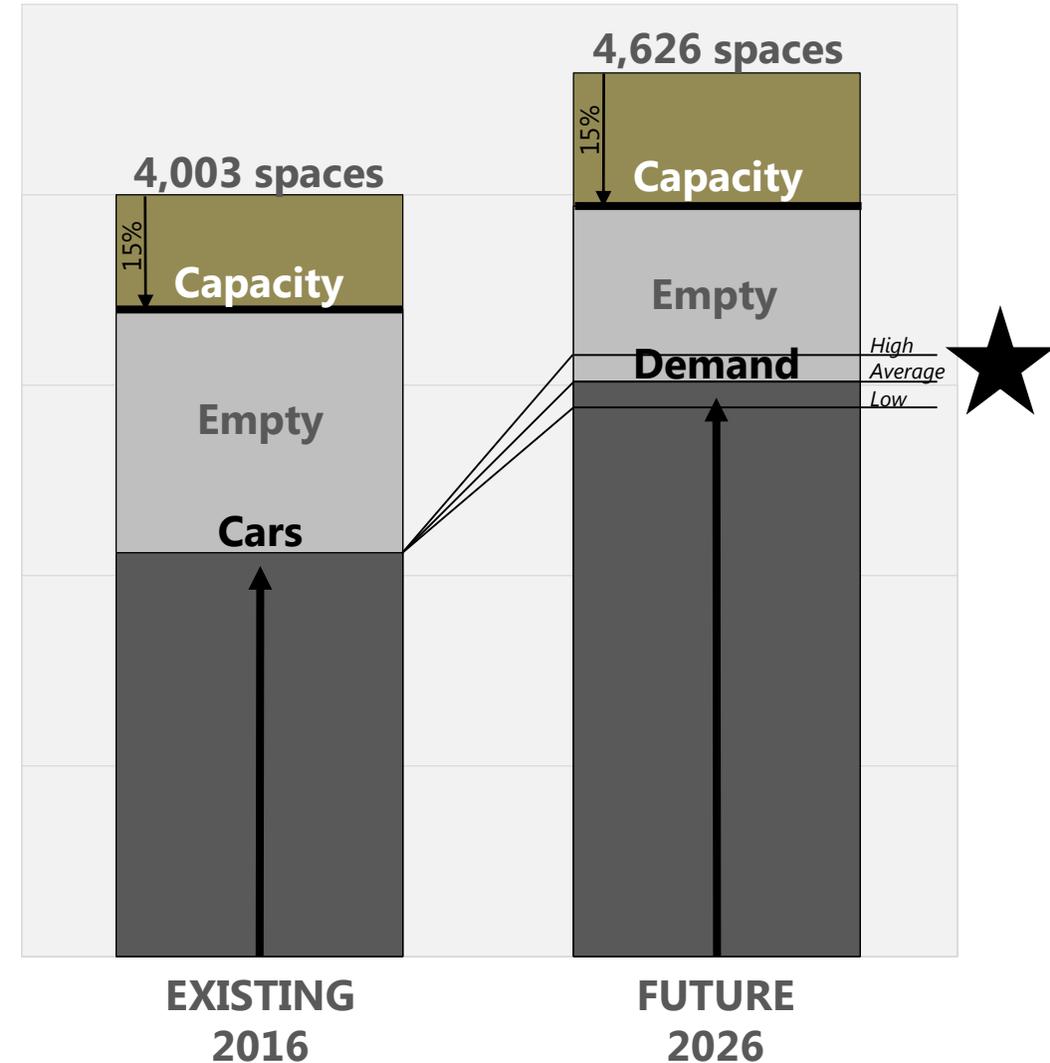


# Parking Analysis – Future Demand

- Looking 10 Years ahead
- Future development projects
  - Demand increases ~900 cars (+/- during day)

## Parking Surplus

Scenario	Spaces	Targeted Occupancy	Effective Capacity	Demand	Surplus
Existing	4,003	85%	3,403	2,122	1,281
Future	4,626	85%	3,932	3,024	908



# Summary – What are the findings?

- **Quantitative** – the data suggests...
  - The Town owns/leases a very small % of total parking (16%)
  - Existing supply is adequate for existing demand, however not balanced
  - Future supply will be adequate for future demand (5-10 years) with surplus
- **Qualitative** – public outreach suggests...
  - Improvements to visibility/signage/lighting of public lots
  - **Shared parking arrangements**, especially after 5 PM

# Summary – What are the Town options?

- Parking Management Strategies to effectively balance demand

1. **Education** .....Information and **signage consistency**
2. Encouragement ..... Incentives
3. Enforcement ..... Parking Enforcement
4. **Evaluation** .....Data collection and **shared parking**
5. Engineering.....Build more parking



## Potential Parking Management Strategies

The following categories have been identified as possible management strategies that may benefit downtown parking in Carrboro.

**Please vote for the category that you believe will have a significant and beneficial impact on parking.** You may vote for the same category three (3) times.

*Vote for categories by placing up to three dots Est. Cost*

<b>Education</b> Signage review. Promote short walk-times.	 <i>Very helpful!</i>	\$
<b>Encouragement</b> Incentives for using low-demand parking lots or alternative modes		\$
<b>Enforcement</b> 2-hour parking time limits, with parking citations is necessary		\$\$
<b>Evaluation</b> Continual data collection to track changes over time. Seek input from all users.		\$
<b>Engineering</b> Build more parking. Lease agreements. Connect sidewalks.	 <i>Public/Private Partnership</i>	\$\$\$\$
<b>Other:</b> Please write in	 <i>Change as follows: shared spaces, alternative, appropriate</i> <i>Create a "park max" designation</i> <i>Business "release" regularly unused parking spaces for public use (e.g. Bath lot which is almost always full empty)</i>	

# Implementation - What should the Town's role be?

- **Education - Signage Consistency**
  - Standardization of sign type
  - Limit confusion
- Walk-times map/signs

Public Signs



Source: BCBS of NC



# Implementation - What should the Town's role be?

- **Education - Signage Consistency**

- *"No place to park?"*

- Limit confusion
    - Customers welcome!

## Private Signs

Existing

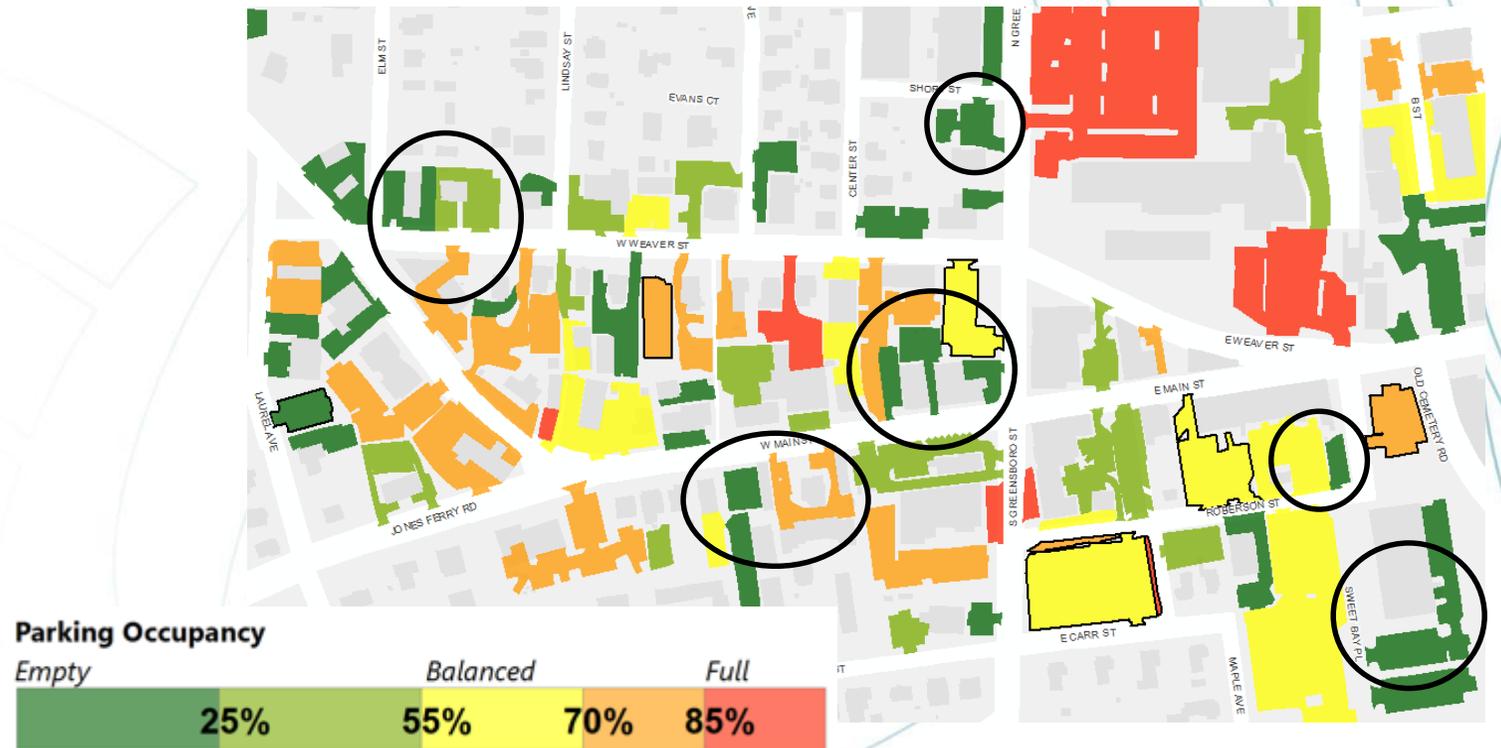
Potential



# Implementation - What should the Town's role be?

- **Evaluation - Shared Parking Arrangements**

- Private-Private arrangements during the lunchtime peak (11 AM – 1 PM)

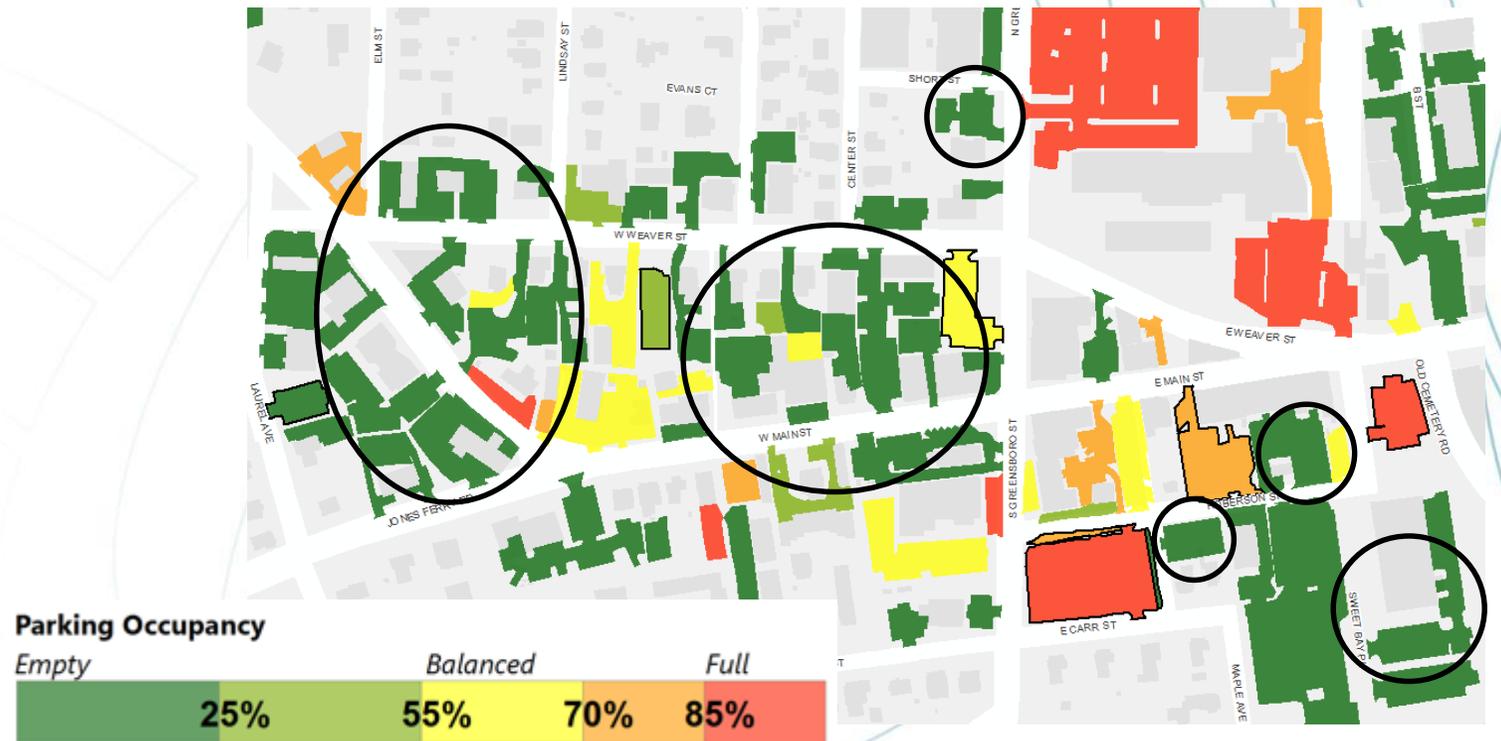


# Implementation - What should the Town's role be?

- **Evaluation - Shared Parking Arrangements**

- Public-Private arrangements after 5 PM

- “Public parking after 5 PM” sign plaque



# Questions and Comments

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