APPENDIX N
Riverhead Parking District

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From: Chris Kempner [kempner@riverheadli.com] Sent: Tue 7/20/2010 5:41 PM

To: David Berg

Cc:

Subject:

Attachments:

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Hi Dave,

With regard to parking district discussion, here is some info and links we discussed:

PARKING DISTRICT

The Riverhead Parking District No. 1 was adopted as an official Town of Riverhead Special District regulated by Article 12, Section 190 of the New York State Town Law. The district is a taxing jurisdiction that levies taxes on all property owners within the district on an ad valorem basis. Figure 5 depicts the geographic boundaries of the district, which have been extended since its inception. The district is not required to provide parking for all uses located downtown. Rather, the purpose of the district is to demand and create additional parking spaces that serve the downtown area. According to §108-60(I) of the *Code of the Town of Riverhead*, owners of property within a parking district do not have to provide off-street parking. The Town Board, which serves as the regulating board of the district, may vote on issues including changing the district boundaries and maintenance and improvement projects. An extension of the district requires a public hearing prior to a vote by the Town Board. Decisions made must be based on the overall benefit of the district to downtown.

East Main Street Urban Renewal Plan Riverhead Parking District Map on page 20 of pdf: http://riverheadli.com/Urban.Renewal.Plan.Update.October.10.01.08.pdf

An adequate and convenient off-street and on-street parking supply is critical to the commercial success of a downtown center in the absence of robust public transportation systems as are

present in many urban areas. Inadequate parking supply results in prolonged parking searches, congestion due to increased side friction as vehicles wait for spaces to be vacated and maneuver into and out of on-street spaces, and increased driver frustration which can result in patrons choosing to seek goods or services elsewhere.

With the exception of the parkland along the Peconic River waterfront, all the property within the EMSURA is within the DC-1 zoning district. As such, developers of these properties are technically required to provide off-street parking based on land use in accordance with the Parking Schedule contained in the Town's zoning code. However, within the downtown area, and including the EMSURA, the Town has created a parking district, whereby property owners pay a fee in lieu of providing off-street parking. As nearly all properties within the EMSURA are members of the parking district, few properties provide off-street parking for patrons and visitors. Rather, their parking demands are met by a combination of on-street and off-street parking in lots maintained by the Riverhead Parking District No. 1 (see Figure 2-5). In this manner, fragmented off-street parking, a proliferation of access driveways onto the roadways to serve small amounts of parking located on individual properties, and the utilization of valuable downtown property for parking rather than usable business space, is avoided.
In order to establish the adequacy of the existing parking supply to meet current demand, and its capability to meet future parking demand, a parking inventory and occupancy study was conducted.

East Main Street Urban Renewal Plan GEIS discussion of Parking and Transportation on page 204 of pdf: http://riverheadli.com/E.Main.St.Urbad.Renewal.GEIS.pdf

Town of Riverhead Parking Management Workshop Report: http://riverheadli.com /07.09.parking.management.workshop.pdf

Village of Greenport Parking Management Workshop Report was online but can't seem to find the link.

Let me know if you have any other questions.

Chris

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TOWN OF RIVERHEAD
PARKING MANAGEMENT WORKSHOP
(FINAL)

SUFFOLK COUNTY, NEW YORK

PREPARED FOR:

New York Metropolitan Transportation Council (NYMTC)
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New York, NY 10038-3534

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June 2, 2009

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• • •

THE NEW YORK METROPOLITAN TRANSPORTATION COUNCIL (NYMTC) PROVIDES A COLLABORATIVE PLANNING FORUM TO ADDRESS TRANSPORTATION-RELATED ISSUES FROM A REGIONAL PERSPECTIVE AND PLANS AND MAKES DECISIONS ON THE USE OF FEDERAL TRANSPORTATION FUNDS.

THE NYMTC REGION INCLUDES NEW YORK CITY, LONG ISLAND AND THE LOWER HUDSON VALLEY. IT ENCOMPASSES AN AREA OF 2,440 SQUARE MILES AND A POPULATION OF 11.3 MILLION, APPROXIMATELY 65% OF NEW YORK STATE'S POPULATION.

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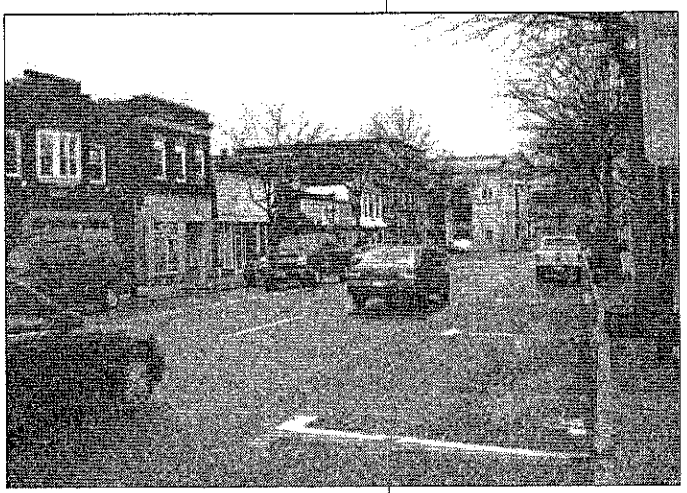
New York Metropolitan Transportation Council

Town of Riverhead, New York
Parking Management Workshop

Parking Management Overview

Parking management are techniques, strategies, and tools that impact demand, location, time, cost, and supply of parking. Parking management strategies result in a better use of parking and transportation resources. Implementation of parking management strategies at a local level can enhance economic vitality, provide project mitigation and improve traffic circulation. At the regional level, the utilization of parking management strategies collectively improves regional transportation, air quality, and urban design.



DOWNTOWN RIVERHEAD.

The first step is to establish a set of guiding principles. These guiding principles become the base to create a comprehensive parking management framework that can be used to establish policies for a more effective, efficient and comprehensive parking management program.

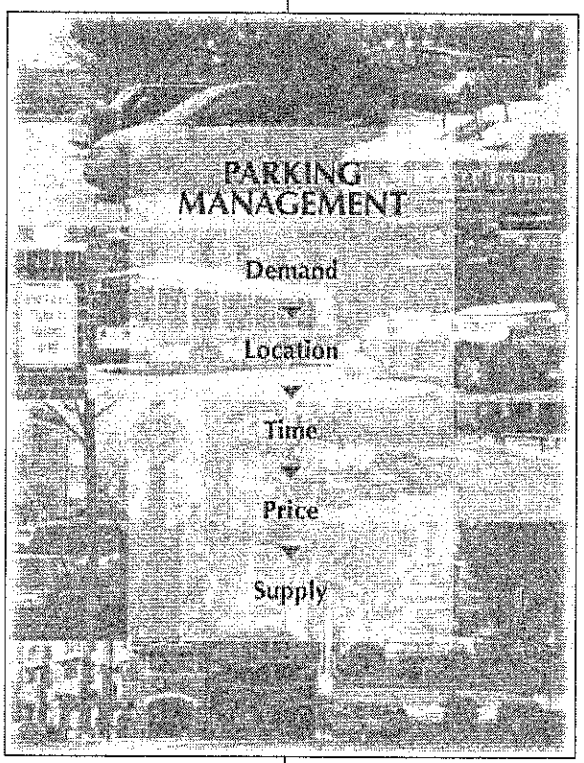
The second step is to create an understanding of how to prioritize parking resources. It involves the identification of priority parking users or target markets, segmenting the population into priority target markets such as retail customers, residents or employees.

To be able to determine the correct mix of parking management tools, it is important to have the necessary parking inventory and occupancy data to create a better understanding of the local conditions.

Based upon these results, the next step is to select appropriate demand, location, time, price and supply strategies to study parking needs and then to help develop recommendations. Strategies can be implemented sequentially, building upon demand, then location, then time and finally price and supply strategies.

DEMAND

Until on-street parking demand approaches capacity (85% to 90% full), most people are not willing to reduce demand. Once on-street utilization reaches 85% to 90%, people are more willing to reduce the demand of parking spaces by combining parking strategies with transportation alternatives strategies (such as programs to encourage employees to use alternative modes).



LOCATION

Assuming the area continues to grow, parking occupancy will again rise. Then, the project team would recommend use of location strategies (shared use) to spread out the peak parking demand over a greater area, thus reducing parking demand in the prime parking areas. Location strategies involve shared use of parking resources, allowing various users at different peaks to share parking resources.

TIME

As demand increases further, time strategies will need to be considered. This may include time limits or combination zones (loading areas that are also used by customers later in the day) and other parking restrictions to alleviate parking demand and protect residential parking areas.

PRICE

As demand for free parking spaces increase and time limits are used to turnover priority parking areas, it becomes reasonable to implement on-street paid parking programs. As the on-street paid parking spaces become full, then it is appropriate to expand paid parking into off-street facilities. These parking revenues can also be used to enhance other options, paying for transit passes, sidewalk improvements, bicycle infrastructure or additional enforcement and security.

SUPPLY

Once the area has an established on-street and off-street price for

parking, it becomes much easier to use this revenue to build additional parking facilities. Supply based strategies better use the supply of parking spaces. This can include parking requirements, shared use, preferential parking (incentives for carpooling, ADA friendly), time restrictions, and transit friendly parking design.

Parking Management Barriers

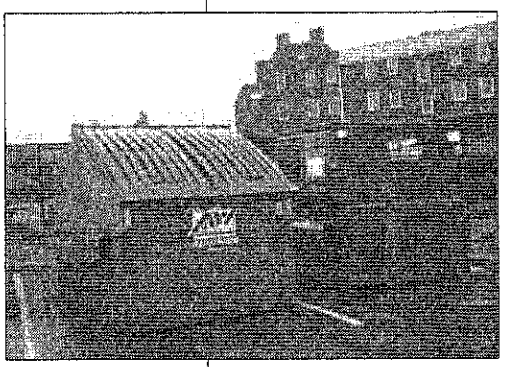
Many communities tend to oversupply parking, using parking requirements to prevent spillover while not understanding that this may also result in more cars, lower land values, reduction in site density, and less transit use.

Too much parking supply results in a reduction in market price, often resulting in free and underutilized parking spaces. However, this parking is not free. Many people are not aware of the impact of parking cost, convenience and availability. They may perceive that there is a lack of parking when it may be there is a lack of free and convenient parking right in front of the destination. In many cases, people are unwilling to walk a short distance or pay a nominal fee for a parking space.

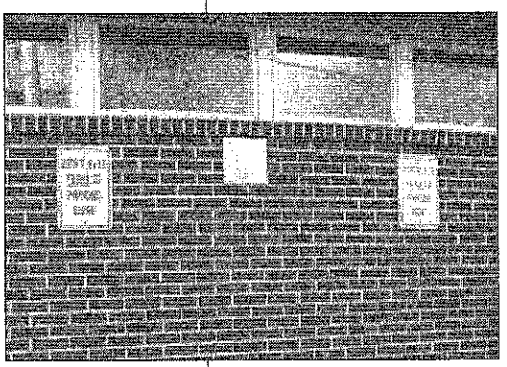
This attitude and perception about parking spaces is a barrier to effective parking management. Combined with a lack of understanding of parking pricing (economics), land use policies, work site characteristics, and transportation alternatives, these perceptions and attitudes greatly impact how people view parking and accessibility to a site.

NYMTC Parking Management Workshop

To overcome these obstacles, NYMTC is sponsoring a series of parking management workshops. The workshops are a collaborative process based upon a community driven approach that involves the development of win-win projects, customized programs, maximization of economic incentives, creative employee parking programs and use of viable commute options. In all cases, a key element in a parking management plan is to identify who should be using the best parking spaces (such as customers, residents, owners, or employees)—identification of the primary target audience and user of the best parking spaces. The NYMTC parking program recommends a comprehensive on-street and off-street parking program that uses appropriate strategies to better use parking resources.



MISUSE OF PARKING SPACES.



PARKING ATTITUDE.

THE DEVELOPMENT OF A PARKING MANAGEMENT PLAN REQUIRES AN IN-DEPTH ANALYSIS OF FEASIBILITY ISSUES AND SHOULD CONSIDER:

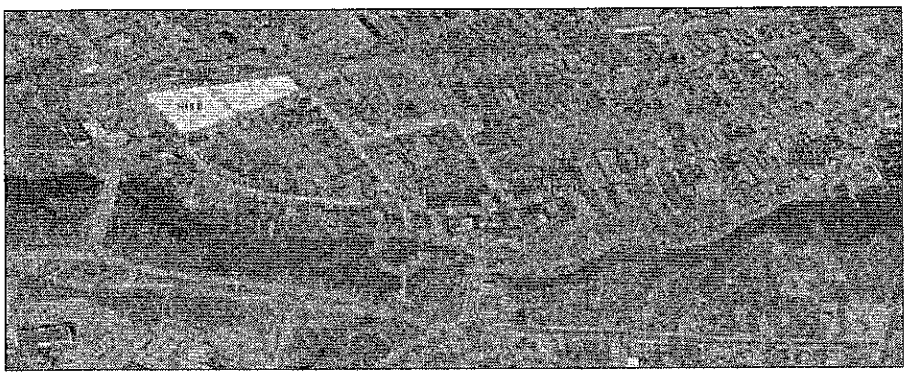
- Economic and financial feasibility.
- Land use, site characteristics and neighborhood.
- Location features and compatibility with surrounding uses.
- Parking (demand, supply, turnover, requirements, perceptions, attitudes).
- Market and regional issues.

This parking management workshop is a volunteer effort involving key stakeholders in the community. Preparation for the workshop included a site visit and collection of background information and documents. The following is an overview of the Town of Riverhead parking management workshop.

Town of Riverhead Overview

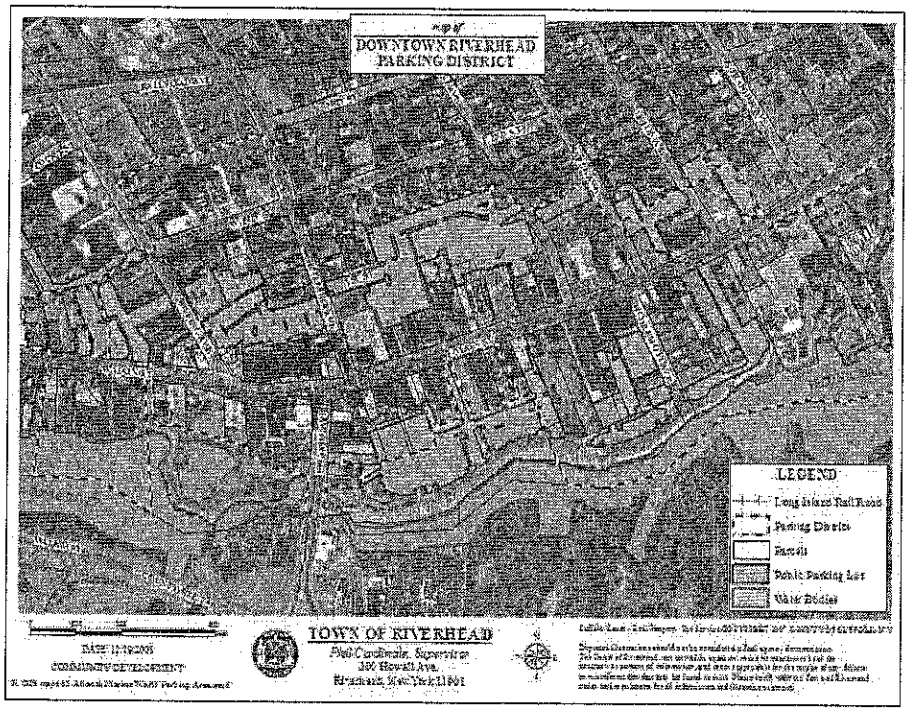
The parking management workshop was held on April 6, 2009 in the Town of Riverhead. Sponsored by the Town of Riverhead and NYMTC, the event helped organize, analyze, and generate recommendations to help design and better manage parking in the downtown business district.

The Town of Riverhead is located in Suffolk County on the East End of Long Island. It is bounded by Long Island Sound, the Town of Southold, the Town of Southampton, Peconic River, Great Peconic Bay, and the Town of Brookhaven. The 2000 US Census population of Riverhead was 27,680. The 2008 Long Island Power Authority estimate was 33,864.



The area is accessed by NYS Route 25. NYS Route 25 is a two-lane east-west highway that extends from western Long Island to the North Fork of eastern Long Island. Route 25 serves as a main traffic corridor through the downtown area (Town of Riverhead, 2003). The original bypass route, Route 58 is now so congested that many people use Route 25 to access the regional transportation system.

NYS Route 25 is also known as Main Street within downtown Riverhead. This street is lined with shops and businesses, many built to the limits of the property line. According to the Town of Riverhead, East Main Street Urban Renewal Plan Update (2008), thirty-eight percent (38%) of these buildings are currently vacant or underutilized. A key destination in the downtown is the Atlantis Marine World Aquarium (located at the eastern end on the south side of Main Street). Other key cultural and civic institutions in the downtown core include, the Suffolk Theater, the Riverhead Library, Suffolk County Historical Society, Vail-Leavitt Music Hall, Long Island Science Museum and the East End Arts Council. The County courts are located just north of Main Street on Griffing Street. The



Tanger Outlet stores are located three miles from Downtown Riverhead. The downtown core includes the Suffolk County Community College Culinary Arts and Hospitality Center, ground floor shops and restaurants. However, there are many vacancies on Main Street. At this time, there are proposals for new development and new parking in the downtown area.

The downtown core has an attractive, pedestrian friendly waterfront. The Town of Riverhead recently received $3.1 million in federal recovery funds for a Townwide Alternative Transportation Path for bicycle and pedestrian use (Hampton.com, 2009) that can result in additional improvements to the project area.

Long Island Rail Road (LIRR) has limited passenger service that connects downtown Riverhead with the regional LIRR commuter rail system. The Hampton Jitney provides regular bus services directly to New York City locations including airports. Local bus service is provided by Suffolk County Transit. Suffolk County Transit has five bus routes serving Riverhead, with three routes serving the downtown area.

According to the Town of Riverhead (2003 & 2008), most Riverhead residents work in suburban locations in Suffolk County (96 percent in 1990). Most of these locations have relatively light traffic congestion and

free parking, therefore resulting in a high drive alone rate (76 percent in 1990).

Parking is located at the rear of buildings along Main Street. Properties within the downtown project area belong to a parking district. Property owners pay a fee-in-lieu of providing off-street parking. Parking demand is met by on-street parking and off-street parking in Riverhead Parking District No. 1.

PRELIMINARY INFORMATION INCLUDED ESTIMATES OF PARKING SUPPLY (TOWN OF RIVERHEAD, 2008):

Inside the core area, there are 715 off-street parking spaces. Of these spaces, 356 are located in an off-street surface parking lot along the waterfront (behind Main Street). There are also 75 to 100 on-street spaces in the downtown core.

A parking occupancy study (2008) was conducted to analyze parking on a typical weekday and Saturday. Of the 715 parking spaces, weekday utilization peaked at 41% and weekend utilization on a Saturday peaked at 38%.

	WEEKDAY	SATURDAY
Parking Spaces	715	715
Occupancy	292	273
Occupancy Rate	41%	38%

Outside of the core area, there are other parking lots. There is a parking lot with 141 parking spaces (located on the west side of Roanoke Avenue, north of Main Street) and another lot with 73 spaces (located on the west side of Griffing Avenue). In addition, Suffolk County has over 400 parking spaces for use by the courts (north of the project area), with a total of 631 spaces in four lots that can serve the project area.

According to this parking occupancy study, the municipal parking facilities near the court had the following occupancies:

	WEEKDAY	SATURDAY
Parking Spaces	631	631
Occupancy	558	75
Occupancy Rate	88%	12%

While these parking spaces are used during the weekday (with a peak occupancy rate of 88%), parking is available on weeknights and weekends.

According to this same study, current parking demand is approximately **1.49 spaces per 1,000 square feet** of occupied mixed use development (based on a total of 291,236 square feet of occupied developed space and a peak parking demand of 433 spaces). This is comparable to recent findings in another downtown in Ventura, California, which had a parking demand of 1.5 spaces per 1,000 square feet of occupied mixed use development (Kodama & Williams, 2008).

According to analysis reported in the Town of Riverhead Final EIS (2009), short-term Phase 1 additional parking demand will be 1,142 spaces during weekday peak demand and 1,055 spaces during projected weekend peak demand. Anticipated projected parking deficits will be 213 on weekdays, and 126 on weekends. This is due to the significant reduction in scope of some proposed projects in the study area.

Results of this analysis indicates that there is sufficient available off-street parking in the study area to accommodate new development in the immediate future. Still, the Town of Riverhead is moving forward with this workshop to maximize existing parking resources and to see if parking management strategies can enhance and support current transportation and economic development plans in the project area.

Considering these issues, the Town of Riverhead gathered a group of stakeholders to examine parking issues in the Downtown area. The following summarizes results of this workshop.

Observation, Opportunities, Challenges and Issues

The purpose of this workshop is to start the process towards development of a parking management program. The parking management program includes developing potential solutions and examining the implementation process for recommendations. The first step towards developing this plan is to identify some of the needs and potential short term solutions. Every neighborhood is unique with its own character, economic and quality of life issues and therefore, requires a unique set of tools that are customized to address their specific parking needs.

IMMEDIATE OBJECTIVES OF THIS WORKSHOP ARE TO:

- Identify priority parking users.
- Identify parking areas for customers, employees and residents.
- Create parking management program.
- Link parking and walkability concepts.

Note that this is a conceptual parking management workshop based upon a preliminary look at planning, parking and policy issues. More in-depth analysis might include more specific recommendations for the community and further analysis of parking requirements, demand, design, financing and operations, traffic, economic development, traffic calming, and walkability issues.

BEFORE CONDUCTING THE WORKSHOP, THE PROJECT TEAM HAD AN OPPORTUNITY TO REVIEW MATERIALS AND CONDUCT A PRELIMINARY OBSERVATION STUDY OF THE AREA. INITIAL REACTION FROM THIS TOUR INCLUDES:

- The Town of Riverhead has on-street and off-street parking resources in the study area. Most of the parking facilities operate at less than capacity. Town parking facilities can be upgraded to include better lighting, signage and wayfinding systems. For example, it may be difficult for a visitor to find parking spaces in the most convenient parking lot.

- If the area has an increase in utilization, there are shared parking opportunities. This can reduce the immediate need for construction of parking structures until demand increases and creates a need for additional parking spaces.

- There is a need to develop a system to prioritize parking resources according to the type of user. This includes identification of parking areas

for customers and parking areas for employees. It includes moving all day parkers out of prime customer parking areas. This will become more important as demand increases in the downtown area.

- If employees are moved out of the prime parking spaces, the Town needs a system to provide adequate parking and transportation alternatives for employees. The Town alternative mode program needs to help employees use transit, walking, and biking options. These alternative modes can also be used to enhance the transportation experience of downtown customers, increasing the walkability and creating a "park once" system that reduces cruising for parking and increases the efficiency of the transportation system.

- At this time, demand is too low to support a parking pricing program. As demand and activity increase in Downtown Riverhead, it is important to plan for potential funding and pricing issues. Parking revenue can be reinvested to not only build additional parking, but also to improve transportation options in the study area.

- The downtown area's walkable environment can be enhanced. The downtown area has the potential to be a great walkable environment. This includes creating linkages between the waterfront, parking and destinations in the study area.

MK used these observations as background information for the workshop. The workshop included 24 participants (see list of participants in the appendix). Based upon these observations and input from the Town of Riverhead, MK started the workshop by proposing guiding principles based upon increasing economic vitality, reducing traffic impacts, and protecting and enhancing residential areas. MK structured the workshop and set goals to develop a parking management framework, estimate capacity and utilization of the parking system and then come up with potential recommendations to better use parking resources in the project area.

TOWN OF RIVERHEAD—EXISTING CONDITIONS

The workshop participants were given a background on parking management and then discussed existing conditions in the study area.

The first objective was to identify the priority parking users. Then the second objective was to identify parking areas for secondary users. The

workshop participants were given information regarding the importance of linking parking with transit opportunities and walkability concepts. This creates transportation options for secondary users and increases mobility and access in the project area.

Generally, participants agreed that customers should be the priority of on-street parking spaces. Customers and employees can share off-street parking. Expected residents with new development projects should have their own off-street parking spaces.

On-street parking

- Prioritize on-street parking for customers.
- Encourage turnover of prime parking spaces.
- Discourage use of on-street parking and prime parking spaces by employees.

Off-street parking

- Prioritize the best off-street parking for customers and segment into short term (2-hour) and longer term (4-hour) customer parking areas.
- Share parking resources.
- Designate parking areas for employees.
- Designate off-street parking for residents.

PRIORITY USERS

Development of a parking management system requires prioritization of prime parking spaces for specific uses. Priority target users in the study area include:

- Priority one parkers: customers.
- Priority two parkers: residents.
- Priority three parkers: visitors.
- Priority three parkers: employees.

The participants also recognized the need to provide parking for court users. This user has specific needs and needs its own separate parking area.

WORKSHOP DISCUSSION

Participants in the workshop recognized the difficulty of implementing parking management strategies and debated many issues. There was an in-depth discussion about many potential strategies for the Town of Riverhead. Before starting development of recommendations, MK discussed the need to develop a customized parking management program and create a set of guiding principles for the project.

GUIDING PRINCIPLES INCLUDE DEVELOPMENT OF A PARKING MANAGEMENT PROGRAM THAT WILL:

- Increase economic vitality.
- Reduce traffic impact of economic opportunities.
- Contribute to the revitalization of Main Street.
- Incorporate the Riverfront into parking planning and management.

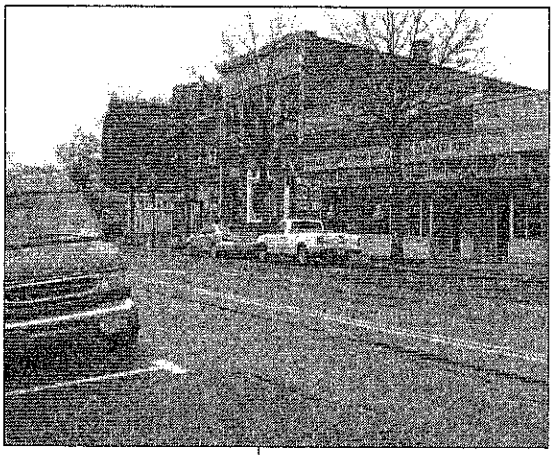
GOALS FOR THIS PROJECT INCLUDE:

- Develop a parking management framework for Downtown Riverhead.
- Determine capacity and utilization of the parking system.
- Create tools and potential strategies that can help to better manage and use parking resources.

DEVELOPMENT OF A PARKING MANAGEMENT FRAMEWORK INVOLVES CREATING A SYSTEMIC APPROACH BASED UPON ANALYSIS OF PARKING AND LAND USE DATA. AFTER A DISCUSSION RELATED TO PARKING ISSUES IN RIVERHEAD, THE FOLLOWING IS THE RECOMMENDED PARKING MANAGEMENT FRAMEWORK.

- Create a comprehensive on-street and off-street parking system.
- Prioritize on-street parking for short term use by customers—85% on-street rule.
- Develop demand based parking requirements based upon 85% to 90% capacity of on-street and off-street parking inventory. Reduction of supply requirements eliminates an impediment to development, reducing the cost of excess parking spaces and creating incentives to better use existing parking resources. It establishes a reason for developers to maximize use of alternative modes to reduce peak parking demand.
- Create "park once" environment. Walkability is a key element of a "park once" system.

Analysis of the current parking inventory and utilization data indicates that there is excess capacity available to meet current and near future needs. However, the data is not conclusive and should also account for seasonal as well as a fully occupied downtown (with limited vacancies). When on-street and off-street parking has appropriate market prices and a high utilization, it becomes important to build parking supply to meet this demand. Planning for high utilization may require planning and design for additional parking facilities in anticipation of future demand.



ON-STREET PARKING IN DOWNTOWN RIVERHEAD.

Participants in the workshop were divided into two groups and asked to develop potential parking management strategies that better use parking resources. Suggestions include:

PARKING DEMAND

EXISTING PARKING DEMAND	IDEAL PARKING DEMAND
Courts (9am to 12 noon)	Courts (9am to 12 noon)
Lunch (11am to 2pm)	Lunch (11am to 2pm)
Shopping (10am to 6pm)	Shopping (10am to 6pm)
Retail Employees (9:30am to 6:30pm)	Retail Employees (9:30am to 6:30pm)
Waterfront (10am to 7pm)	Waterfront (10am to 7pm)
	Theater (7pm to 11:30pm)
	Entertainment/Aquarium (10am to 7pm)
	Hotels (2pm to 11am)
	Residents (5pm to 8am weekdays

LOCATION

- Share parking among courts, residents, theater and hotels.
- Create private parking agreements to use other parking spaces.
- Provide a shuttle, pedestrian crosswalks, and lighting improvements to expand walkability and move people outside of the core.

TIME, CREATE A SYSTEM OF TIME LIMITS:

- 2 hour on-street parking for customers.
- 4 hour off-street parking for theater, entertainment and longer stay shoppers.
- 9 hour/10 hour parking areas for employees; located furthest from buildings.
- All time limits need strict enforcement.

PRICE

- As parking demand increases, pricing may become an option.
- Parking revenue should go back into parking area.
- If parking occupancy increases over 85%, and location and time strategies have been implemented, then price prime on-street spaces.
- If on-street and off-street spaces reach 85% utilization, then begin to price off-street spaces.
- After implementing on-street and off-street spaces, begin to use parking cash-out to encourage use of alternative modes.

SUPPLY

- After pricing is established in Downtown Riverhead, use revenue from parking to build parking structures.
- Require on-site parking (look at restaurants).

Recommendations

Based upon a review of existing documents, field observation of the project area and discussions with key stakeholders, the following are recommended components of a parking management plan for Downtown Riverhead. Note that issues related to the parking district need to be included in future discussions and analyzed before implementing any recommendations in this report.

PARKING MANAGEMENT STRATEGIES	
DEMAND	1. Encourage use of alternative modes. 2. Preferential parking for carpoolers. 3. Move employees out of prime parking areas.
LOCATION	1. Develop incentive for shared parking program. 2. Create wayfinding, signage and pedestrian improvements to link parking with destinations.
TIME	1. Standardize on-street parking—two-hour time limits. 2. Standardize off-street parking—four-hour time limits and all-day employee parking areas. 3. If commercial parking spills over into neighborhoods, develop a residential parking permit program. 4. Loading zones—create combination zones that allow for other uses of loading zones (evenings).
PRICE	1. On-street pricing (with or without time limits). 2. Off-street pricing. 3. On-street revenue used for clean, safe, TDM, walking, biking, shuttles, employee programs. 4. Off-street revenue used to build additional parking supply. 5. Universal valet. 6. Encourage unbundling of parking which can lead to parking cash-out.
SUPPLY	1. Develop plan for future parking structures based upon parking utilization. 2. Develop plan to convert waterfront parking into other uses (parking replacement program).

DEMAND

1. Encourage use of alternative modes.
2. Preferential parking for carpoolers.
3. Move employees out of prime parking areas.

Currently, parking demand in Downtown Riverhead is very low. When on-street parking occupancy on Main Street approaches capacity (utilization of 85%), demand strategies can be implemented to move non-priority parkers out of on-street parking areas. Working with retail employers, the first step will be to move employees out of on-street parking areas and into off-street employee parking areas. This educational effort requires employers to have an understanding of the value of a parking space in terms of retail sales ($150,000 per space) as well as lost productivity resulting from excessive "shuffling" or moving of cars ($6,000 per employee) to avoid citations and time limit restrictions.

Another option is to provide information that encourages employees to use viable alternative modes. Sometimes this may involve walking, biking and carpools. For example, preferential parking for carpoolers located near entrances can be used to encourage carpooling. More sophisticated

systems involve use of transit and shuttles, especially during peak shopping seasons (perhaps summer).

LOCATION

1. Develop incentive for shared parking program.
2. Create wayfinding, signage and pedestrian improvements to link parking with destinations.

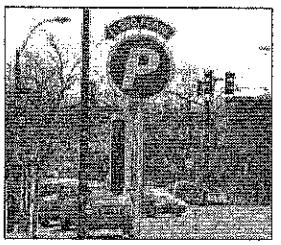
Downtown Riverhead via a parking district has already created a system for shared parking. Expansion of this system can involve use of parking outside of the core to meet peak parking demand. For example, parking located near the County Court is still within walkable distances and may be used for special events or holiday weekends.

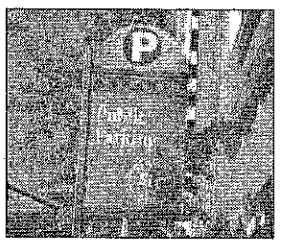
OFF-STREET PARKING NEAR THE COURT.

To fully use parking in the downtown area will require development of wayfinding, signage and pedestrian improvements to link parking with destinations. Public parking areas need to be "branded" and easy to find.

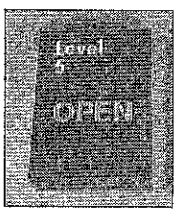
Some of the new systems use advanced real-time technology directing customers and visitors to available parking spaces. This new technology can effectively reduce bottlenecks and congestion, and cruising for parking (which can account for 20% to 30% of congestion), using real-time traffic and parking information to guide commuters and visitors to available parking spaces.

Parking wayfinding and signage systems not only must be designed to direct drivers to available parking but also must link parking with destinations in Downtown Riverhead. The wayfinding and signage systems combined with an appropriate clean and safe walkable environment with interesting shops, pedestrian lighting and sidewalks. Walkability includes extensive sidewalk networks, safe crossing locations and access to destinations (McAuliffe, 2008), creating a more sustainable and efficient transportation system, enhancing access to a regional activity center.

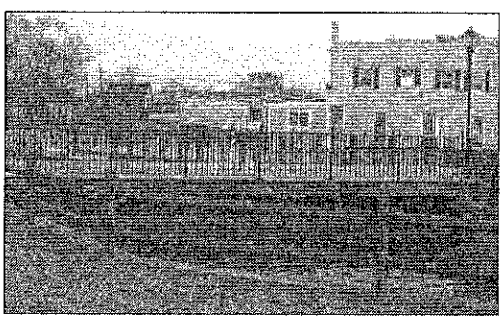




PUBLIC PARKING SIGNAGE IS AN IMPORTANT ELEMENT OF A PARKING MANAGEMENT PROGRAM. THESE ARE EXAMPLES OF PUBLIC PARKING SIGNS IN BOULDER, COLORADO AND SALT LAKE CITY, UTAH.



NEW REAL-TIME PARKING INFORMATION USED TO IMPROVE PARKING.



RIVERFRONT

TIME

1. Standardize on-street parking—two-hour time limits.
2. Standardize off-street parking—four-hour time limits and all-day employee parking areas.
3. Develop residential parking permit program to protect against spillover into surrounding neighborhoods.
4. Loading zones—create combination zones that allow for other uses of loading zones (evenings).

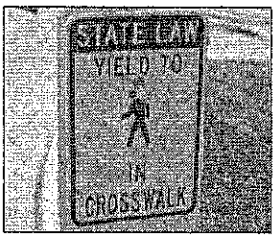
Time restrictions are an effective way to increase turnover and prioritize parking resources in an area. Time limits are already in use in the project area. The recommendations are to create a time limit system that is easy for customers to use and supports economic activity. The first suggestion is to standardize on-street parking time limits. 90 minutes to 2 hours is enough time to not only eat at a restaurant but to visit other shops and support "park once" principles. Creating four hour time limits in off-street parking areas allows customers wanting to stay longer than two hours an opportunity to find convenient parking located near their destination. The parking located furthest from Main Street should become all-day employee parking areas.

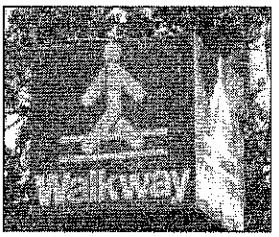
Eventually, use of time limits for on-street parking may need to be expanded to surrounding residential areas (otherwise employees will park all day in these areas). When this occurs, development of a residential parking permits that exempts residents from time limits and allows them to park all day in residential areas may be appropriate.

Another issue regarding time limits is the effective use of loading zones. Perhaps it may be appropriate to limit loading zone privileges to specific times of the day. This use of loading zones, "combination zones," frees up more on-street parking for customers and visitors.

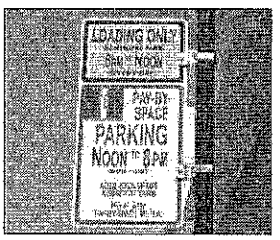
PRICE

1. On-street pricing (with or without time limits).
2. Off-street pricing.
3. On-street revenue used for clean, safe, TDM, walking, biking, shuttles, employee programs.
4. Off-street revenue used to build additional parking supply.
5. Universal valet.
6. Encourage unbundling of parking which can lead to parking cash-out.

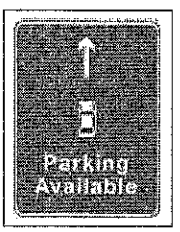




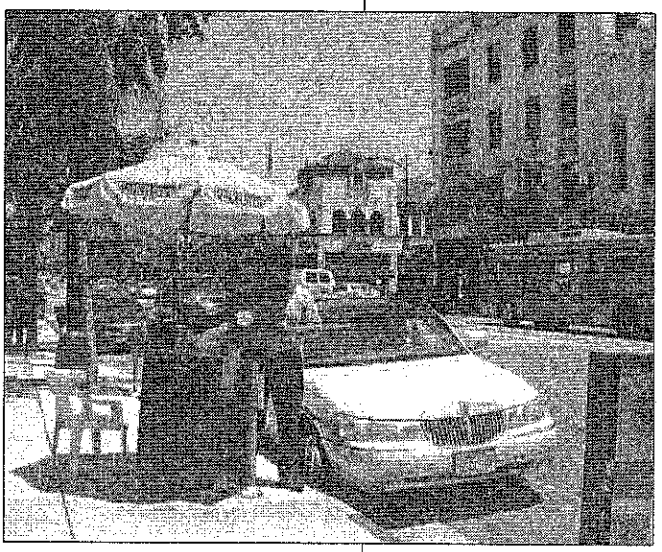
WALKING SIGNS IN NEW YORK AND MIAMI.



COMBINATION LOADING AND PARKING SPACE IN REDWOOD CITY, CALIFORNIA.



After implementing demand, location and time strategies, it is anticipated that parking utilization will decrease. Upon creation of additional economic vitality, parking demand will increase, creating on-street shortages that require the use of pricing strategies to reduce demand. Parking pricing strategies are the most effective tool to reduce parking demand. Establishment of on-street parking pricing will result in parkers moving off-street to use free parking spaces. Eventually, if parking demand on-street and off-street increases and parking utilization again reaches capacity, it becomes appropriate to also price off-street parking (hourly, daily, monthly). Parking revenues can be used to support other parking management strategies. They can also be used to fund transportation and parking improvements. It is recommended that parking revenues be used for specific improvements in the project area. Perhaps on-street parking revenues can be used to support other strategies and create a clean and safe downtown environment. Parking revenues from off-street facilities can be used to not only operate and maintain parking, but to also build additional off-street parking facilities.



UNIVERSAL VALET PROGRAM IN PASADENA, CALIFORNIA.

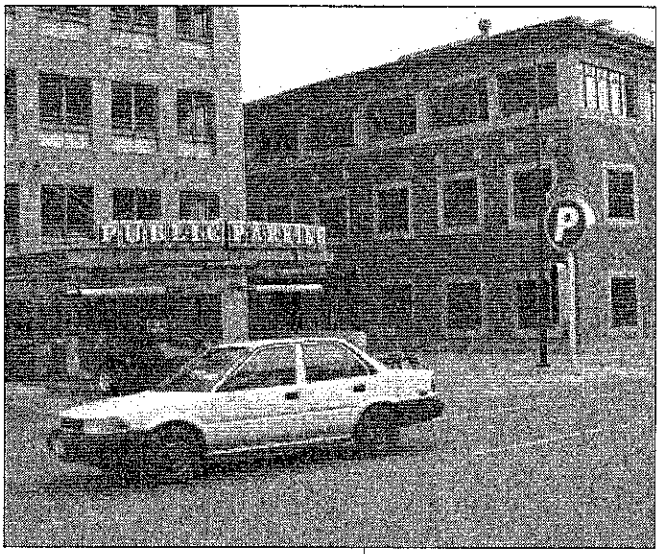
There are many other pricing strategies that can be used to support the parking management framework. Two examples include a universal valet program that allows a customer to visit any valet station to pick up their vehicle.

Development of on-street and off-street market prices creates an incentive for offices and residential buildings to "unbundle" the price of parking from leases and charge rates for the use of parking spaces. Unbundled parking creates a market price of parking that can be used to establish "parking cash-out," allowing employees to choose to accept parking or the cash equivalent of parking (parking cash-out), encouraging the use of alternative modes and better use of parking resources.

SUPPLY

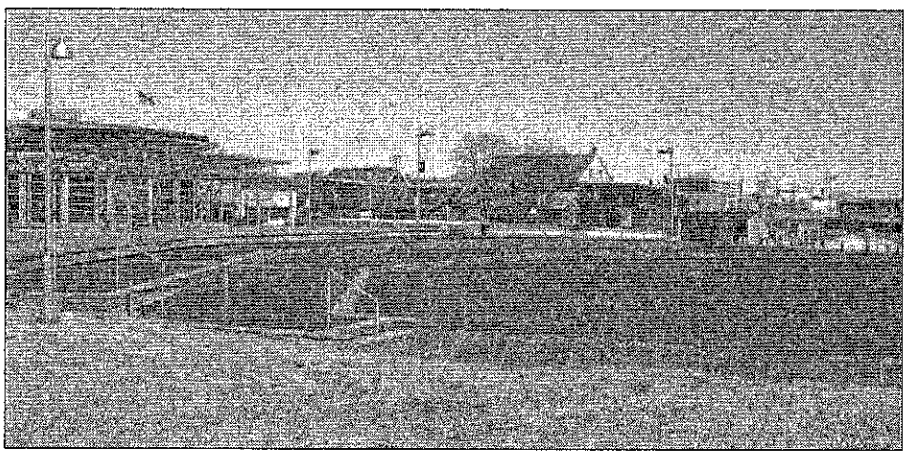
1. Develop plan for future parking structures based upon parking utilization.
2. Develop plan to convert waterfront parking into other uses (parking replacement program).

Too often, the first step to solve a parking issue is to build more parking. This can result in too much parking, resulting in higher land consumption, lower land values, less use of alternative modes and no market price of parking. However, if parking demand, location, time and price are considered as strategies and first alternatives to building additional parking, it can result not only in better use of parking resources, but pay for future parking facilities. Before parking is fully utilized, there must be plans for future parking facilities. It may take many years to finance, design, plan and build parking facilities.



PUBLIC PARKING STRUCTURE IN BOULDER, COLORADO.

Another issue is to use the waterfront to enhance the walkability of the area. This may create new land use opportunities along the riverfront. It may require removal and replacement of existing parking located adjacent to the riverfront. Development of replacement parking could be consolidated with existing parking, creating new parking structures behind existing development along Main Street.



USE OF WATERFRONT FOR RECREATION AND PUBLIC GATHERING SPACE IN GREENPORT, NEW YORK.

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Resources

DEVELOPMENT COST, MARKET PRICE, MARKET VALUE OF A PARKING SPACE

There is a development cost, market price, and a market value for parking. The development cost of parking can be very expensive, ranging from an estimated $7,000 per space for a suburban surface lot to $30,000 per space for a parking structure to $50,000 per space to build underground parking (not including land cost and operations of a parking facility).

The market price of parking refers to the parking charge for an hourly, daily or monthly rate. In many areas, there is no market price for parking due to an overabundance of parking spaces or because the cost of parking is hidden (bundled) and offered as a free amenity.

However, even these parking spaces have a market value. Even if a parking space produces no income (free), it is often tied to an income producing use such as a residential, retail or office and can be assigned a portion of value based upon existing use. The following is an example of the value of a retail space.

Cost of Employee Using a 2-Hour Parking Space in Front of a Retail Store			
Employees	Employee moves their car once every two hours during an eight hour shift, losing one hour of work each day at $20 per hour	Owner loses $20 of employee time per day (one hour)	$6,000 per year
Customers	10 sales per parking space and $50 profit per sale	Parking space is worth $500 per day in sales	$150,000 per year
TOTAL		$520 per day in lost revenue	$156,000 loss per year per parking space

CITY OF SEATTLE

The City of Seattle has a comprehensive program to help business districts better manage parking resources (2008). The following is some of the information that is available:

- **Adjusting How Curb Space is Used**
- **Improving Short-Term Parking**
- **Providing Parking Wayfinding Signs**
- **Learning How Enforcement Works**
- **Parking Validation Programs & Community-Owned Facilities**
- **City of Seattle Parking Services**

The Seattle Department of Transportation (SDOT) has a Parking in Seattle website where all topics related to parking are presented.

Parking in Seattle portal website:
http://www.seattle.gov/transportation/parking

They also have several guides such as **Your Guide to Parking Management** and **The Parking Tool: How to Deal with Parking in Your Neighborhood.**

VICTORIA TRANSPORT POLICY INSTITUTE

You may also look at on-line resources available at the Victoria Transport Policy Institute. Victoria, British Columbia. http://www.vtpi.org/

Additional Resources

FOR THOSE INTERESTED IN MORE INFORMATION ABOUT PARKING MANAGEMENT, THERE ARE A VARIETY OF ADDITIONAL RESOURCES THAT ARE AVAILABLE:

Barr, Mary. 1997. **Downtown Parking Made Easy.** Downtown Research & Development Center. New York, NY.

Boroski, John, Topaz Faulkner, GB Arrington. February 2002. **Parking and TOD: Challenges and Opportunities.** Parsons Brinckerhoff and the California Department of Transportation. Sacramento CA.

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Kodama, Michael R. & Richard Willson. April 20, 2000. **How Parking Policy Can Support Livable Communities. Livable Communities** (Parking Subtask 3.A). Westside Cities Subregion. Southern California Association of Governments. Los Angeles CA.

Kodama, Michael R., Wilbur Smith Associates. June 2007. **Developing Parking Policies to Support Smart Growth in Local Jurisdictions: Best Practices.** Metropolitan Transportation Commission. Oakland CA.

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Shoup, Donald. 2005. **The High Cost of Free Parking.** American Planning Association. Chicago IL.

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Smith, Thomas P. 1983. **Flexible Parking Requirements.** American Planning Association. Chicago IL.

United States Environmental Protection Agency. January 2006. **Parking Spaces/Community Places: Finding the Balance through Smart Growth Solutions.** Washington DC.

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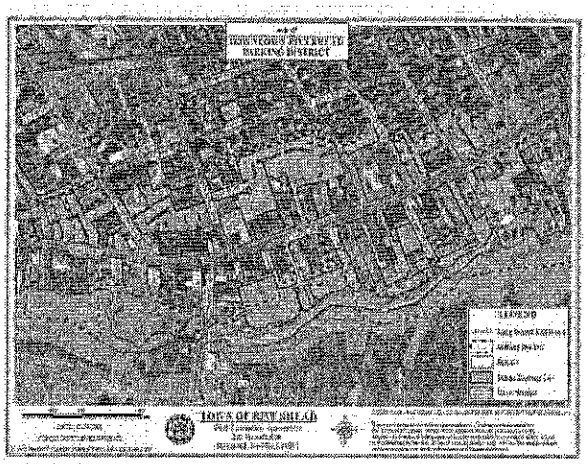
Zimbler, Robin, 2002. **Driving Urban Environments: Smart Growth Parking Best Practices.** A publication of the Governor's Office of Smart Growth. Annapolis MD.

Appendices

The Town of Riverhead
New York Metropolitan Transportation Council
Town of Riverhead Business Improvement District
Cordially invite you to attend a

Parking Management Workshop

Monday, April 6, 2009, 1 PM to 5 PM



SCCC Culinary Arts and Hospitality Center
Conference Room 1st Floor
20 East Main Street, Town of Riverhead, New York

Mr. Michael Kodama, who is a nationally renowned parking expert, will lead a discussion and walking tour of the Town of Riverhead Parking District.

The workshop will:

- Review the current parking facilities available in Downtown Riverhead
- Analyze techniques, strategies & tools that impact location, cost, supply & demand of parking

Please RSVP by Tuesday, March 31, 2009 to:

Joe Maiorana (631) 727-3200 x236
Community Development
Department

Workshop Attendees:

Supervisor Phil Cardinale, Town of Riverhead
Councilmember Barbara Blass, Town of Riverhead
Councilmember John Dunleavy, Town of Riverhead

Dave Bergin, SCCC
Ray Dickhoff, NF Management
Raymond Peekersgill, Robert James Salon
Javeriya Dunn, AKRF, Inc.
Christine Fetten, Town of Riverhead, Engineering
Jodi Giglio, Riverhead Business Alliance
Tom Gahan, Vintage Group
Karin Gluth, Town of Riverhead Planning
Stephen Holley, AKAF-Planner
David Hegermiller, Riverhead Police
Andrea Lohneiss, New York Empire State Development
Donald A. Lopen, Pastor, Main Street Riverhead
Chris Kempner, Town of Riverhead
Theresa Masin, Town of Riverhead, Planning
Larry McAuliffe, NYMTC
Nancy O'Connell, NYMTC
Geoff Rick, NYSDOT, Region 10
Martin Sendlewski, Architect
Edwin F. Tuccio, Parking District
Vince Tria, Town of Riverhead
Elissa Ward, Vision Long Island