Village of Greenport Parking Management Workshop (Final)

Suffolk County, New York

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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 12.6 MILLION, APPROXIMATELY 65% OF NEW YORK STATE’S POPULATION.
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Parking Management Summary

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 a parking management program. Parking management are techniques 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. The following summarizes results of a parking management workshop held in the Village of Greenport, New York on August 27, 2009.

During the field observation (August 27th), we did not see any parking enforcement. In order for current parking rules and regulations to be effective, the Village needs enforcement. The Village of Greenport needs to enforce existing parking rules (time limits) and move employees out of customer areas and into off-street long term parking areas during the peak tourist season. This may also require additional employee parking resources.

At this time, the Village of Greenport does not charge for on-street or off-street parking spaces. Only if the Village implements appropriate demand, location and time strategies during peak tourist season, and still has a parking shortage, then it should consider pricing and supply strategies to solve parking problems. However, note that Claudio’s has the largest private parking lot in the downtown area and charges $10 per parking space (Claudio patrons are validated). Claudio’s parking is at the waterfront.

As part of the field observation, key stakeholders talked about customer and employee parking. They also talked about spillover into surrounding residential neighborhoods and the need to preserve marina
and related industries and activities. Based upon these observations and input from the Village, MK developed the following guiding principles:

- Identify and prioritize parking.
- Increase economic vitality and enhance retail opportunities.
- Reduce traffic impact of economic opportunities.
- Preserve marina and related industries and activities.

Development of a parking management system requires prioritization of prime parking spaces for specific uses. The priority one parking includes customers during the peak tourist season. They should be given priority for on-street parking spaces in the prime downtown area.

It is important to note that this parking management workshop is based upon background documents, a planning meeting and field observations. The Village of Greenport may want to start more in-depth analysis of issues that may include specific recommendations for the community, a parking inventory and occupancy study, as well as further analysis of parking strategies, requirements, demand, design, finance, operations, traffic, economic development, traffic calming, and walkability issues.

Potential improvements in the surrounding area may include reducing curb cuts, completing the sidewalk network, removing barriers for sidewalks and pedestrians while reinforcing safe crossing of streets and at intersections. It can also include incorporating appropriate signal timing for pedestrians, pedestrian countdown signals, pedestrian lighting and curb extensions at key locations in the corridor. Many of these strategies can be discussed further as part of a walkability workshop sponsored by the New York Metropolitan Transportation Council.
Parking Management Overview

Parking management strategies can be used to improve mobility, access and efficiency of a transportation system. 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.

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 (Kodama, Willson and Francis, 1996).

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.

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 Village of Greenport parking management workshop.
Village of Greenport Overview

The parking management workshop was held on Thursday, August 27, 2009 in the Village of Greenport. Sponsored by the Village of Greenport, Suffolk County and the New York Metropolitan Transportation Council (NYMTC), the event helped organize, analyze, and generate recommendations to help design and better manage parking in Downtown Greenport.

The Village of Greenport is located on Long Island’s North Fork in the Town of Southold and in Suffolk County. It has a total area of about 1.0 square miles and a population of 2,048 (US Census, 2000).

The Village of Greenport has a deep water harbor with a strong fishing and tourism industry. Greenport is the terminus for the Long Island Railroad and has a ferry connecting to Shelter Island and to Sag Harbor (south fork). The Village has a 60-slip marina for transient crafts.

During the summer, the Village of Greenport has a strong tourism industry, with tourists visiting a downtown carousel, restaurants, a museum, vineyards and participating in many maritime activities. The Village of Greenport has a variety of shops and restaurants that support an attractive, vibrant, pedestrian-friendly business area. In addition to the Marina, the downtown’s Mitchell Park is a 4 acre waterfront park with a carousel, harbor walk (pedestrian path), observation deck and direct access to the marina.

The downtown area has issues related to balancing visitor, employee and residential parking issues during the peak tourist season. Main Street and Front Street are the major roadways in downtown Greenport. Both Main Street and Front Street are narrow. This is a problem, especially when larger vehicles such as trucks and buses travel on Main Street and Front Street, resulting in broken mirrors and minor accidents between parked cars and large vehicles. Front Street is now less of a problem because curb parking was removed on one side of the street.
This enabled Greenport to increase the width of the travel lane. While there were some retail establishments on the south side of the street opposed to this change, much of the street included waterfront (marina and recreational activities), a post office and a hotel with its own private parking that were not really impacted by the project.

Parking

Downtown parking is provided on-street and in four parking lots behind the stores on Main Street.

TABLE: ON-STREET PARKING

<table>
<thead>
<tr>
<th>On-Street</th>
<th>Parking Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Street (Main &amp; Third)</td>
<td>35</td>
</tr>
<tr>
<td>Main Street (Center Street and Harbor)</td>
<td>72</td>
</tr>
<tr>
<td>First Street (Front and South Street)</td>
<td>20</td>
</tr>
<tr>
<td>South Street (First and Third Street)</td>
<td>19</td>
</tr>
<tr>
<td>Third Street (Ferry Plaza and South Street)</td>
<td>47</td>
</tr>
<tr>
<td>South Street (First and Second Street)</td>
<td>19</td>
</tr>
<tr>
<td>Total (281 and 3 disable)</td>
<td>284</td>
</tr>
</tbody>
</table>

TABLE: OFF-STREET PUBLIC PARKING

<table>
<thead>
<tr>
<th>Village Owned Parking Lots</th>
<th>Parking Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Railroad, ferry and bus area</td>
<td>108</td>
</tr>
<tr>
<td>North (54 plus 2 disable)</td>
<td></td>
</tr>
<tr>
<td>South (42)</td>
<td></td>
</tr>
<tr>
<td>Ferry Plaza (8 plus 2 disable)</td>
<td></td>
</tr>
<tr>
<td>Adam Street Lots (west of First Street; 73 plus 4 disable)</td>
<td>77</td>
</tr>
<tr>
<td>4 parking lots west of IGA Supermarket (north of South Street; 82 plus 8 disable)</td>
<td>90</td>
</tr>
<tr>
<td>Adams Street (east of First Street; 103 plus 6 disable)</td>
<td>109</td>
</tr>
<tr>
<td>Total (372 and 22 disable)</td>
<td>394</td>
</tr>
</tbody>
</table>

Generally, during the tourist season, the curbside parking will fill up first. During holidays, summer weekends and festivals, the parking lots will also fill up with cars. In many cases, visitors will start parking on
residential streets, filling up streets up to five blocks away from the core business district area.

During other times, the following describes the typical parking scenario.

**TABLE: TYPICAL PARKING SCENARIO**

<table>
<thead>
<tr>
<th>Time of Year</th>
<th>Parking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer weekend</td>
<td>On-street parking in the core and public parking lots are full; some cars are spilling over into residential side street areas.</td>
</tr>
<tr>
<td>Summer weekdays</td>
<td>On-street parking in the core and the primary parking lots are full; most of the secondary parking lots are at least half full.</td>
</tr>
<tr>
<td>Spring, fall and holiday weekends</td>
<td>On-street parking in the core and the primary lots are also full; secondary parking lots are not full.</td>
</tr>
<tr>
<td>Spring, fall and winter weekdays</td>
<td>Some on-street parking is available; parking spaces available in parking lots.</td>
</tr>
</tbody>
</table>

According to current utilization (2009), there appears to be sufficient public parking to generally meet demand in the area throughout most of the year. However, parking can be full on Main Street, Front Street and in parking lots during the peak tourist season.

Still, there are issues related to parking and how better parking management can improve the downtown area during the peak tourist season. Considering these issues, the Village of Greenport 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 study area 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.

It is important to note that this parking management workshop is based upon background documents, a planning meeting and field observations. The Village of Greenport may want to start more in-depth analysis of issues that may include specific recommendations for the community and further analysis of parking strategies, requirements, demand, design, finance, operations, traffic, economic development, traffic calming, and walkability issues.

Before Conducting the Workshop, the Project Team had an Opportunity to Review Materials, Discuss Project Issues and Conduct an Observation Study of the Area. The following summarizes current conditions:

- There is a need to develop a comprehensive on-street and off-street parking system to prioritize parking resources according to type of user. This includes reinforcing the necessity of creating on-street “customer first” parking that is designed to meet the parking needs of tourists and shoppers.

- Secondary off-street parking resources adjacent to Front Street and Main Street should be used for customers and then employees. Customers can “park once” in these parking lots and walk to destinations in the business core. Stakeholders indicate that some employees are parking in prime parking spaces in the core (because they arrive before customers and a
lack of time limit enforcement). During the field observation (August 27th), we did not see any parking enforcement. In order for current parking rules and regulations to be effective, the Village needs enforcement.

- Alternative modes and location strategies can be used to enhance the transportation experience of customers and move employees out of the prime parking areas. This includes examining how to increase walkability, reduce cruising for parking and improve the efficiency of the transportation system. It includes developing linkages between the Village of Greenport and other locations. This may include use of maritime options that can connect Greenport to other villages in Long Island.

- As demand, activity and economic opportunities increase, the Village of Greenport will need to establish parking policies and requirements to meet future demand and project needs. This may eventually necessitate the need for parking pricing, additional parking spaces or development of a parking structure. It is important to establish a timeline and process for the implementation of appropriate parking management strategies designed specifically to meet future parking demand in downtown Greenport.

**VILLAGE OF GREENPORT—EXISTING CONDITIONS**

The workshop included 21 participants (see list of participants in the appendix). The workshop participants were given a background on parking management and then discussed existing conditions in the study area. Stakeholders also walked around downtown, observing existing parking conditions. As part of the field observation, key stakeholders talked about customer and employee parking. They also talked about spillover into surrounding residential neighborhoods and the need to preserve marina and related industries and activities. Based upon these observations and input from the Village, MK developed the following guiding principles:

- Identify and prioritize parker.
- Increase economic vitality and enhance retail opportunities.
- Reduce traffic impact of economic opportunities.
- Preserve marina and related industries and activities.

The first guiding principle was to identify the priority parking users. This also includes identification of parking areas for secondary users. Generally, stakeholders want customers and tourists to use the best parking
spaces and move employees into secondary parking areas.

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

**MK discussed with participants the need to set goals such as:**

- Develop a parking management framework.
- Create a comprehensive on-street and off-street parking system.
- Identify potential recommendations to better use parking resources in the project area.

Participants discussed the need for residents to share on-street parking with tourists (during the peak tourist season). There was general agreement that if possible, residents should use their own off-street parking spaces.

**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 parker: customers.
- Priority two parker: employees.
- Priority three parker: residents.
- Priority four parker: commuters.

Commuters include persons accessing ferry, commuter rail or bus transit service. They currently have their own facility.

**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 Village of Greenport.
Development of a parking management framework involves creating a systemic approach based upon analysis of parking and land use data. Workshop participants had an opportunity to examine potential parking management strategies.

Analysis of the current parking inventory and utilization data indicates that there is excess capacity available to meet current and near future needs. However, parking is full on Main Street and Front Street and can spillover into surrounding residential neighborhoods during the peak tourist season.

Participants discussed issues related to potential parking management strategies. Many of these suggestions are incorporated into the proposed recommendations listed in the next section.

**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.

- Examine applicability of on-street and off-street parking supply, demand, location, time, price and supply issues.

- Develop a comprehensive on-street and off-street parking system.

- Create a comprehensive parking system that prioritizes primary parking spaces for short term use by customers—begin to use 85% parking utilization rule.

- Create “park once” environment. Walkability is a key element of a “park once” system.

- Develop system for shared parking. This may include parking trade programs, off-site parking options, and sharing excess parking with LIRR, ferry and bus transit commuters.

To develop a comprehensive parking management program in the study area will require a public/private partnership between government agencies, the local jurisdictions and private sector stakeholders with interests in the project area. The following table summarizes recommendations.
SHORT TERM

<table>
<thead>
<tr>
<th>Parking Management Program</th>
<th>Demand</th>
<th>Location</th>
<th>Time</th>
<th>Price</th>
<th>Supply</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Demand based parking strategies based upon 85% utilization</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Create “park once” policy</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Link parking and walkability</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Wayfinding and signage</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. During the peak tourist season, move employees from on-street spaces on Main Street and Front street core; promote use of alternatives</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Enforce parking rules and regulations</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

LONG TERM

<table>
<thead>
<tr>
<th>Parking Management Program</th>
<th>Demand</th>
<th>Location</th>
<th>Time</th>
<th>Price</th>
<th>Supply</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. Demand based parking requirements</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>8. Protect residential parking from spillover</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. When applicable, examine feasibility of on-street parking pricing on Main Street and Front Street core</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. When applicable, examine feasibility of pricing off-street parking to build additional parking supply</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

These recommendations are described in more depth in the following section.

Short Term

DEMAND:

85% parking utilization trigger.

The parking program recommends establishing an 85% utilization rate as a “trigger” for the use of parking management strategies. The 85% Rule is a measure of parking utilization that acts as a benchmark. Within the parking industry, it is assumed that when an inventory of parking exceeds 85% occupancy in the peak hour, the supply becomes constrained and may not provide full and convenient access to its intended user. This is
particularly important for managing parking supplies that support tourist, customer and visitor trips.

When parking utilization reaches the 85% rate, the recommendation is to implement a series of parking management strategies to reduce parking demand. The first step will be to implement demand management strategies and then to use location and time management strategies. This can be used to reduce demand during the peak tourist season. Some strategies may be to encourage employees to use alternative modes (carpool, bike or walk), thereby increasing available customer parking and enhancing economic vitality in the Village. Use of these strategies by tourists can also reduce parking demand during the peak season.

In the long term, if the utilization rate is still at 85%, then it becomes appropriate to price parking to reduce demand. When all of these strategies have been utilized, examine opportunities to increase parking supply.

**LOCATION:**
Create “park once” program.

Creation of a “park once” program encourages customers to “park once” and visit many retail or entertainment locations. For example, suburban malls and outlet stores create a “park once” environment. Downtowns such as Boulder, Colorado or Pasadena, California have created “park once” programs creating a “sense of place” and walkable environment with retail, entertainment and restaurants. Transit alternatives, shuttles, and pedestrian enhancements increase connectivity, thereby reducing the impact of perceived and real distances between centers.

Greenport can create a “park once” program for its downtown that encourages retail customers to park once and then walk throughout downtown. Greenport has a downtown that pedestrian activity, creating an opportunity to expand walkability and support a “park once” environment.
LOCATION:
Link parking and walkability.

A key issue to increasing the use of underutilized parking in the study area is to create walking paths and infrastructure to connect secondary parking with downtown destinations. This includes appropriate signage to make it easier to walk from parking facilities to destinations.

The Greenport Village downtown core has a variety of commercial spaces, shops and restaurants that can support an attractive, vibrant, pedestrian-friendly business area. 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. Potential improvements in the surrounding area may include reducing curb cuts, completing the sidewalk network, removing barriers for sidewalks and pedestrians while reinforcing safe crossing of streets and at intersections. It can also include incorporating appropriate signal timing for pedestrians, pedestrian countdown signals, pedestrian lighting and curb extensions at key locations in the corridor. Many of these strategies can be discussed further as part of a walkability workshop sponsored by the New York Metropolitan Transportation Council.

LOCATION:
Signage and wayfinding.

The most effective programs use signage that helps people to find parking and then be able to easily find their destination. Signage for cars and pedestrians with an easy-to-read logo and theme are critical to an attractive and vibrant downtown.

Directional signage can guide tourists and visitors to parking areas in Greenport. This enhances the parking experience and improves circulation, mobility and access. These signage systems can be integrated into advanced parking information systems that can either provide reserved parking or real-time parking information. This can include location of parking facilities, and also offer information related to availability or even to purchase parking on-line before arriving in Greenport.
LOCATION:
Move employees out of Front Street and Main Street core area.

The stakeholders identified tourists and retail customers as the primary parker in the Main Street and Front Street core. However, field observations indicated that many employees are parking in on-street customer areas. For example, one employee parks her car on Front Street in the morning and leaves it there all day until the end of her shift. These employees are reducing available customer parking, resulting in a less vibrant downtown.

The Village of Greenport needs to enforce parking rules (time limits) and move these employees out of customer areas and into off-street long term parking areas during the peak tourist season. This requires enforcement and if necessary, additional employee parking resources. An effort to move employees into transit or alternative modes (especially carpools, bikes and walking during the peak tourist season) creates more parking for customers. If there are not enough long-term parking spaces to serve employees, then employees can use additional parking resources developed out of the core Main Street and Front Street area.

LOCATION, TIME AND PRICE:
Enforce parking rules and regulations.

Parking rules and regulations cannot work without appropriate enforcement. In Greenport, there is a need to work closely with the business community to review current parking rules and regulations, and then apply appropriate law enforcement personnel to enforce established parking rules and regulations. This is not a popular answer, but without enforcement, people ignore or forget about rules. This applies to time limits and other parking rules. In Greenport, this may be necessary to help remind employees to park in employee parking areas.

Long Term

DEMAND, LOCATION AND SUPPLY:
Demand based-parking requirements.

The development of parking requirements is based upon determining
the number of spaces, reducing spillover parking and linking parking to land uses. In many cases, parking requirements are based upon a standard that oversupplies parking with little consideration for the impact of too much parking. Unfortunately, local parking demand studies are seldom the basis for establishing parking requirements. Many cities survey nearby “comparable cities” or use national handbooks such as the Institute of Traffic Engineers, American Planning Association or the Urban Land Institute (Kodama, Willson and Francis, 1996).

The recommended approach is to develop demand based parking requirements that use local land use and parking conditions to develop parking requirements. Calibrating and understanding local conditions will require parking studies that include:

- Parking inventory of spaces in the transit oriented development district including on-street and off-street (public and private).
- Parking rates.
- Peak and off-peak occupancy counts (weekday and weekend).
- Turnover rates.
- Measure of actual peak parking demand to occupied building area (square footage and vacancy rates) to generate a demand ratio.

Many cities maintain minimum parking standards for specific land uses, which lead to parking codes that are cumbersome and counterproductive. For instance, the City of Milwaukie, Oregon had 59 separate parking minimums (Williams, 2009) for uses ranging from small retail, barber shop, restaurant, clinic, personal service, etc. The flaw in this approach is that the code treats each use separately as opposed to recognizing the mixed use nature of a development area. Over time, this type of parking regulation leads to more auto use, lower density, higher land consumption, lower land values, auto oriented site designs, and less use of alternative modes (Kodama, Willson and Francis, 1996). In 2008, Milwaukie collapsed its parking code to five use types: residential (ownership), residential (rental), commercial/retail, institutional and freestanding (single use) (Williams, 2009).

Another key element of demand based parking requirements is to link it to shared parking opportunities. Shared parking involves the use of the same parking space for multiple uses at different times. Shared parking is very effective and can significantly reduce the cost of constructing parking while improving the efficiency of the parking and transportation system. Shared parking reduces the amount of land devoted to parking and can be
used to build private and/or public facilities. The Village of Greenport already has public lots serving as shared parking resources for the downtown area.

This may be accomplished by creating a data base of parking resources that can show when and where excess parking supply is located. This type of system is currently under development in Ventura, California. A parking database may also be used to create a real-time parking information system that allows visitors and users to identify parking availability (or reserve parking spaces). A similar system is under development in Santa Monica, California, Glendale, California and San Jose, California.

Another option is to create a parking credit or trade program. This creates a formalized process for sharing parking between different uses. If the Village of Greenport elects to build and operate parking, then a parking credit program will be appropriate. If the Village wants to rely upon the private sector to build and operate parking, then it can use a parking trade program.

The City of Pasadena, California has developed a parking credit program (Rood, 2008). The zoning parking credit program is a contract between the City of Pasadena and Private Developers and/or Tenants to claim parking spaces for building permits and occupancy permits. It is not an “in-lieu” program because it required the development and assignment of parking to new development. The “Parking Credit Program” enables businesses to meet their off-street parking requirements.

- The city issues 1.5 parking credits per space in the public garages.
- Businesses buy credits to meet the city’s parking requirements.

The parking credit program began in 1987, and by 2001 the city had allocated 2,350 credits. This allows businesses to satisfy the city’s parking requirements without providing any additional on-site parking spaces. This system reduces parking usually attached to individual businesses.

The City of San Diego, California is developing a similar concept that will allow private sector parking operators to “trade” excess parking supply to new buildings (Wilbur Smith and Kodama, 2008). This will allow historic buildings with no parking as well as new developments to secure rights to parking spaces without having to build their own parking structure. It will also allow existing buildings with an oversupply of parking to use this parking for other uses.
LOCATION AND TIME:
Protect residential parking from spillover.

As parking utilization increases, the Village of Greenport will need to monitor potential impacts to surrounding residential neighborhoods. Some communities (Newport Beach, California) have local resident parking pass programs for peak tourist seasons. Eventually, use of time limits for on-street parking may need to be expanded to surrounding residential areas (otherwise employees and tourists may park all day in these areas). When this occurs and parking in the residential community exceeds 85%, development of a residential parking permit program that exempts residents from time limits and allows them to park all day in residential areas may be appropriate.

These should only be utilized if parking is fully utilized and residents are not able to park in their own neighborhoods. These programs should be limited and are most effective to help residents in areas with limited off-street parking facilities or older non-conforming residential units. If residents have off-street parking garages, they should be required to use parking garages for parking cars before receiving any residential permits.

PRICE:
On-street and off-street parking pricing strategies.

After implementing demand, location and time strategies, it is anticipated that parking utilization will decrease. Upon creation of additional economic vitality, this may create on-street shortages that may require the use of pricing strategies to reduce demand. Parking pricing strategies are the most effective tool to reduce parking demand.

At a future date, it may be necessary to establish on-street parking pricing in priority parking areas. This will result in some parkers moving out of these spaces into less desirable, less expensive or free parking spaces. Some communities (Ventura, California and Redwood City, California) are now creating on-street parking pricing programs without time limits. This creates more flexible parking options for customers while moving employees out of the area (who generally do not want to pay market rate for prime parking spaces).

On-street parking revenues can be used to support other parking management strategies. This can be used to fund transportation and parking improvements. For example, funds from on-street parking revenues
can be used to create financial incentives for employees to use alternative modes during peak tourist weekends or season.

It is recommended that after implementation of demand, location, and time strategies, the Village may consider parking pricing and the use of parking revenues for specific transportation and parking improvements in the project area. For example, parking revenues can be used to support other strategies to create a clean and safe business environment.

If the Village of Greenport initiates an on-street parking pricing program and parking is still full, then it becomes appropriate to also price off-street parking. Many communities charge for short term on-street parking and provide free short term off-street parking, while charging an all-day or monthly rate for long term employee parkers. This may become an appropriate strategy for the prime tourist season.

At this time, the Village of Greenport does not charge for on-street or off-street parking spaces. However, note that Claudio’s has the largest private parking lot in the downtown area and charges $10 per parking space (Claudio patrons are validated).

SUPPLY:
Additional parking supply.

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. It may also be possible to work with new development to address future parking needs in Greenport.

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. Public parking supply can be created on-street or off-street and funded much easier in areas with parking pricing. Supply can also be created through partnerships with public and private owners of land, which can accelerate parking development and lower overall costs of development. It is also much easier to build parking facilities through
shared use relationships that consolidate demand and supply.

If possible, early planning of parking facilities make it much easier to build parking at a time appropriate to meet demand while having revenues to pay for supply, and are a better use of land than surface parking lots. However, issues related to the cost, funding and financing of structured parking supply can be very complicated and will require an active role for the Village of Greenport.

Conclusion

Parking management strategies are appropriate tools to be used to enhance downtown Greenport. These strategies can help the Village of Greenport to meet its economic and quality of life goals while also supporting better use of transportation and parking resources for the region.

The recommended strategies build upon the implementation of solutions in sequential order, starting with demand, then progressing to location and time strategies before using pricing and supply strategies. The first recommendation is to enforce current parking rules and regulations (on-street time limits) to encourage turnover and better use of prime parking spaces. Secondly, the parking management program should be designed as a comprehensive system to meet parking issues during the peak parking demand (tourist season). The recommended strategies are designed based upon development of a baseline that uses an 85% parking utilization rate and preparation of specific strategies for peak demand days during the tourist season. Finally, an effective parking management program will require a cooperative effort of businesses and the Village.

The proposed program was developed as a result of dedicated effort from the project area stakeholders, the Village of Greenport, Suffolk County, and New York Metropolitan Transportation Council.
References


Williams, Rick. 2009. Interview.

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                                       | Customers                                       | TOTAL             |
| Employee moves their car once every two hours during an eight hour shift, losing one hour of work each day at $20 per hour | Parking space is worth $500 per day in sales | $520 per day in lost revenue | $156,000 loss per year per parking space |
| Owner loses $20 of employee time per day (one hour) | Parking space is worth $500 per day in sales | $6,000 per year |
| $150,000 per year | $150,000 per year | $150,000 per year |
CITY OF SEATTLE, WASHINGTON

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.

CITY OF VENTURA, CALIFORNIA

The City of Ventura has created a downtown mobility and parking plan that can be accessed from the City of Ventura website.

http://www2.cityofventura.net/community_development/resources/mobility_parking_plan.pdf

VICTORIA TRANSPORT POLICY INSTITUTE, BRITISH COLUMBIA

Additional Resources

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


Appendices

Greenport Parking Management Workshop
August 27, 2009

Mayor David Nyce, Greenport Village
Tanya Palmore, ZBA
Village Administrator Dave Abatelli, Greenport Village
B.I.D. President Mike Acebo, Greenport Village
Trustee Mike Osinski, Greenport Village
Trustee Mary Bess Phillips, Greenport Village
Trustee Chris Kempner, Greenport Village
Deputy Clerk Bonnie Smith, Greenport Village

Ryan Flaim, Long Island Railroad

Residential District representatives:
Lisa Richland, Library
Poppie Johnson, Library
Sigrid Burton

Business District representatives:
Bill Claudio
Felice Semon (Clinton Hommel)
Andrew Lynch, Hampton Jitney
Cathy Driscoll, North Ferry
Michael Ramin, MTA Real Estate

Constantine Konokosta, Suffolk County Planning Commission
Janice Dube, The Harbor Front Inn
Julie Lane, Suffolk Times
Joann E. Tamin
Joe Townsend, Townsend Manor Inn

Larry McAuliffe, NYMTC Project Manager