

Parking Plan

FAIRHAVEN NEIGHBORHOOD AND URBAN VILLAGE

Prepared for:
City of Bellingham

October 2011

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Executive Summary

This section provides a summary of the Parking Plan key findings and recommendations.

Existing Parking Conditions

- **Supply.** There are approximately 1,000 on-street parking spaces and approximately 730 off-street parking spaces within the study area.
- **Demand/Utilization.** Overall the parking utilization in the study area is not considered full as the utilization is less than 85 percent. On-street parking is more utilized at 50 to 60 percent while off-street utilization is 30 to 50 percent.
- **Commercial Core.** This area was the busiest and most favored parking with peak utilization between 94 and 97 percent and very few available parking spaces.
- **Outside the Core.** On-street parking two to three blocks from the core is generally underutilized.
- **Duration of Stay.** A majority of the vehicles stayed less than one to two hours for both the on- and off-street parking.
- **Location.** Patrons prefer to park near their destination and only tolerate walking a few blocks.
- **General Parking Operations.** Overall the existing parking system within Fairhaven is working well.
 - Supply is adequate to serve the existing demand.
 - Overall parking utilization is well under 85 percent and not considered “full”.
 - Higher parking utilization is experienced in the commercial core.

Future Parking Conditions

- **Demand.** Future parking demand is anticipated to be approximately 2,300 to 2,800 vehicles depending on the strategy for accommodating resident parking and without implementation of parking management strategies.
- **Supply.** The current supply is approximately 2,000 parking spaces (considering parking within the study area and residential garage parking). Without parking management strategies or building additional parking, future parking demand could not be accommodated.
- **Parking Plan.** The parking management strategies and provision of additional parking supply need to consider:
 - Loss of on-street parking due to future roadway improvements
 - Displacement of off-street parking with future development (e.g., development of “The Pit”)
 - Occupancy of 85 percent full means it becomes difficult to find a space
 - Parking location relative to the uses as typically patrons only tolerate walking a few blocks to access their destination
 - Commercial core is already “full”
 - Fairhaven and Tenth Street Parking Districts and potential modifications to these Districts
 - Development that does not require parking (e.g., historical buildings)

Recommendations

A phased approach to parking management is recommended so that adjustments can be made depending on future growth and parking characteristic changes as a result of implementing management strategies. The following provides a summary of the parking management recommendations by phase. More detail on these strategies is provided in Section 6.

Phase 1 – Balance Utilization and Increase Turnover

Phase 1 is intended to better balance the utilization of parking and increase turnover for the more desired parking locations. It would also start to establish approaches to accommodate growth. Strategies would include:

- **Commercial Core Parking** – Paid on-street metered parking to open up more parking in the high demand commercial core that already experiences high levels of turnover.
- **Time Restricted Parking** – Two-hour time restricted parking to increase turnover and open up more parking along commercial frontages.
- **Enforcement** – Additional enforcement would be needed to make sure that paid, time restricted, and other parking regulations are effective.
- **Employee Parking** – Encourage employees to park in underutilized areas. This may include designating certain areas for employee parking or providing time limits in all areas where long term parking is not desired.
- **Transportation Demand Management** – Measures to reduce the dependence on the automobile should be implemented. This could include having employers provide bus pass subsidies, bike racks, and other facilities that would encourage use of alternative modes.
- **Monitoring Program** – The data collected in this study provides a benchmark for evaluating the performance of the parking system. A parking monitoring program should be established to understand parking demands and utilizations seasonally and impacts of future changes from development, management strategies, and policies changes.

Phase 2 – Expand Restrictions and Shift Modes

This phase would expand on measures recommended for Phase 1 and provide measures to address likely scenarios that may result with the implementation of Phase 1 management strategies such as:

- Higher occupancies in new areas surrounding the fringes of the time restricted or paid parking
- Increase parking demand or reduction in supply for off-street parking areas with development (reduction in parking supply could include development of the “Pit” property that is currently being used for parking)

The following measures would help address these conditions and could be implemented as necessary:

- **Expand Time Restriction Area** – As other parking areas become more utilized and more retail store fronts emerge, consideration should be given to expanding the time restriction where commercial frontages exist and occupancy exceeds 70 to 80 percent.

- **Modify Time Restricted Area** – If turnover and available spaces are still difficult to find after implementing a 2-hour time restriction, provide a shorter 60- to 90-minute restriction or add a couple 30-minute-limit parking spaces per block.
- **Updated Development Regulations** – The Fairhaven and Tenth Street Parking Districts are limited in scope and the areas that they serve are primarily built-out. The parking districts should be updated and expanded or City development regulations should be modified for the Fairhaven Urban Village to respond to emerging parking issues. Development parking requirements should be based a parking demand study to assess actual needs as part of the development application.
- **Private Development Contributions** – Consider incentives for developers to implement management strategies or provide shared public parking. Require that parking needs be evaluated as part of development applications.
- **Shared Parking** – Establish shared parking agreements with off-street lots. A pilot project could be conducted where property owners are most cooperative to demonstrate the benefits of shared parking and help establish a protocol for how this would be implemented.
- **Parking Information** – Improve parking information through additional wayfinding signage, community or tourist maps that identify parking areas, and website communication regarding parking.
- **Non-Motorized Improvements** – Through the development of the pedestrian master plan and other non-motorized plans, consideration should be given to identifying improvements that would benefit the walkability of Fairhaven within the parking influence area.
- **Reconfigure Parking** - Opportunities to add more parking or make parking configurations more efficient should continue to be explored. This could include providing curb areas for smaller motorcycle parking or additional angled parking.

Phase 3 – Aggressive Management and Increase Supply

This phase would include more aggressive measures to implement as parking occupancies throughout the area increase to levels above 70 to 80 percent. The following measures would help address this condition and could be implemented as necessary:

- **Paid Parking** – Metered parking would more strongly be encouraged or expanded at this point if not implemented in Phase 1 or 2.
- **Expand Transportation Demand Management** – Improve and expand transportation demand management strategies that support shifting modes of travel and reduce parking demands during peak periods.
- **Expand Non-Motorized Improvements** – Improve walkability and security through greater improvements to the pedestrian and bike realms through improved lighting, access through developments, and more regional connections.

Phase 4 – Long Term Strategies

This phase would include long term considerations after the majority of other management strategies are exhausted or not desired. Some of the likely scenarios that could be addressed with these measures include:

- Higher level of development occurs and the majority of off-street parking is developed
- Demands exceed supply
- Parking spills over into neighboring residential areas

The following measures are longer term considerations:

- **Public Garage** – A public parking garage could be explored further if there are significant reductions in the parking supply or there is reluctance to do some of the more aggressive parking management strategies.
- **Satellite/Remote Parking** – Additional remote parking areas outside of the urban village area could be developed and served by shuttles or transit.
- **Residential Parking Zones** – If parking problems spill over into neighboring residential areas, a residential parking zone could be established to allow residents convenient on-street parking. Residential areas should be included in the parking monitoring program recommended for Phase 1 to track overflow parking that may be occurring along these streets. Consideration should be given to a residential parking zone if an area experiences at least 75 percent on-street utilization with 25 percent of the parked vehicles owned by nonresidents.

Table E-1 provides a summary of the recommended management strategies by phase.

| Table E-1. Summary of Parking Management Strategies by Phase | | |
|------------------------------------------------------------------------|----------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Phase | Trigger | Strategies |
| Phase 1 – Balance Utilization and Increase Turnover | Immediately | <ul style="list-style-type: none"> • Impose paid parking in the commercial core and 2-hour time limits along other commercial frontages • Improve enforcement of parking regulations • Encourage employees to park in underutilized areas • Use Fairhaven Village Association as a central point of contact for the Smart Trips program • Establish monitoring program |
| Phase 2 – Expand Restrictions and Shift Modes | As Needed based on Monitoring Study | <ul style="list-style-type: none"> • Expand 2-hour time limits to areas exceeding 70% occupancy or where turnover is desired • Add 30-minute spaces and/or consider 90-minute restrictions if 2-hour areas reach 70 - 80% occupancy • Improve parking information and signage. • Establish shared parking agreements with off-street lots • Require a parking demand study as part of development applications and measures to reduce demand and increase public parking supply as needed. • Base development parking requirements on parking demand study • Improve walking, biking, and transit facilities to encourage mode shifts and expand parking range. • Consider fee-in-lieu or other parking fees to fund public parking improvements. |
| Phase 3 – Aggressive Management and Increase Supply | Peak Occupancy Exceeds 80% | <ul style="list-style-type: none"> • Provide incentives to develop shared public parking. • Consider extending paid parking to high demand areas. • Expand transportation demand management strategies. • Improve walkability, security, and pedestrian realm. |
| Phase 4 – Long Term Strategies | Parking Supply Problems Continue after Other Strategies Implemented. | <ul style="list-style-type: none"> • Consider developing a public parking garage. • Consider providing remote parking with shuttle services. • Consider establishing residential parking zones. |

Section 1. Framework

Parking plays a key role in a multimodal transportation system especially considering that a vehicle is parked for the majority of the day and requires a parking space at each origin and destination. Typically, the focus of a transportation system is spent on the one to two hours that vehicles are on the road, but to manage and operate an efficient transportation system, it is necessary to address parking issues which work hand-in-hand with managing traffic congestion. Parking is truly an integral part of the overall transportation system and many of the management practices in this report provide benefits beyond just parking.

As part of the Fairhaven Neighborhood and Urban Village master planning process, the need to develop a parking strategy was identified. This Parking Plan provides an understanding of existing and future parking needs and identifies management strategies that are consistent with the overall goals and objectives of the community. The parking management strategies presented address both existing parking as well as how parking should be addressed as future development occurs. The objective of the Parking Plan is to identify strategies that can be implemented over time to address existing and anticipated issues related to potential development growth in the area.

Background

The Fairhaven neighborhood is approximately 192 acres and has a population of 1,017 people. It is located on the south side of Bellingham and is one of Bellingham's smaller neighborhoods but is the most diverse in terms of land use. It is a regional tourism destination and historic district located in close proximity to parks, the waterfront, industry, walking trails, a branch library, elementary and secondary schools, and Western Washington University. Compared to other Bellingham neighborhoods, Fairhaven has a high concentration of residential, commercial, and industrial properties in close proximity. The industrial uses are located along the waterfront near Harris Avenue between 4th Street and 8th Street. Commercial uses are located in the core area mainly along Mill Avenue, Harris Avenue, McKenzie Avenue, 10th Street, 11th Street and 12th Street. These commercial uses consist of many restaurants, cafés, small retail shops, and other local businesses that cater to tourists and locals alike. Urban multi-family residential housing is provided within and immediately surrounding the commercial areas with single-family residential housing provided outside this area. The land uses in Fairhaven drive the parking needs and the mix of uses is a key consideration in the development and implementation of parking policies and management plans.

Relevant Plans

In developing a parking plan, it is important to reflect on the City's vision, policies, and goals to ensure that recommendations fit within this already established framework. There are two main documents that influence the Fairhaven Parking Plan: (1) *Bellingham Comprehensive Plan*, 2006 and (2) *Draft Fairhaven Neighborhood and Urban Village Plan*, 2011. The following provides an overview of these two plans and Appendix A provides more detail on specific transportation goals and policies.

Comprehensive Plan

The *Comprehensive Plan* provides community goals and policies that guide City development, decisions, and actions. As part of the 2006 Comprehensive Plan, the City established the need for master planning of urban villages such as Fairhaven to ensure development would occur in a coordinated manner, with a compatible mix of land uses. In

addition, goals and policies related to transportation, and specifically parking, were set forth to guide the urban village master planning process.

Fairhaven Neighborhood and Urban Village Plan

The *Draft Fairhaven Neighborhood and Urban Village Plan* provides a structure for the community as it seeks to provide balanced economic development and maximize value for all Fairhaven citizens and the broader neighborhoods the Fairhaven District serves. The Plan vision, goals, and policies are similar to those outlined in the Comprehensive Plan.

Key overarching themes from both the *Comprehensive Plan* and the *Fairhaven Neighborhood Urban Village Plan* that relate to parking include:

- Provide an environment where people live, work, visit, and play
- Create an environment that encourages use of alternative transportation modes such as walking, biking, and transit
- Reduce dependence on the automobile
- Explore parking management strategies

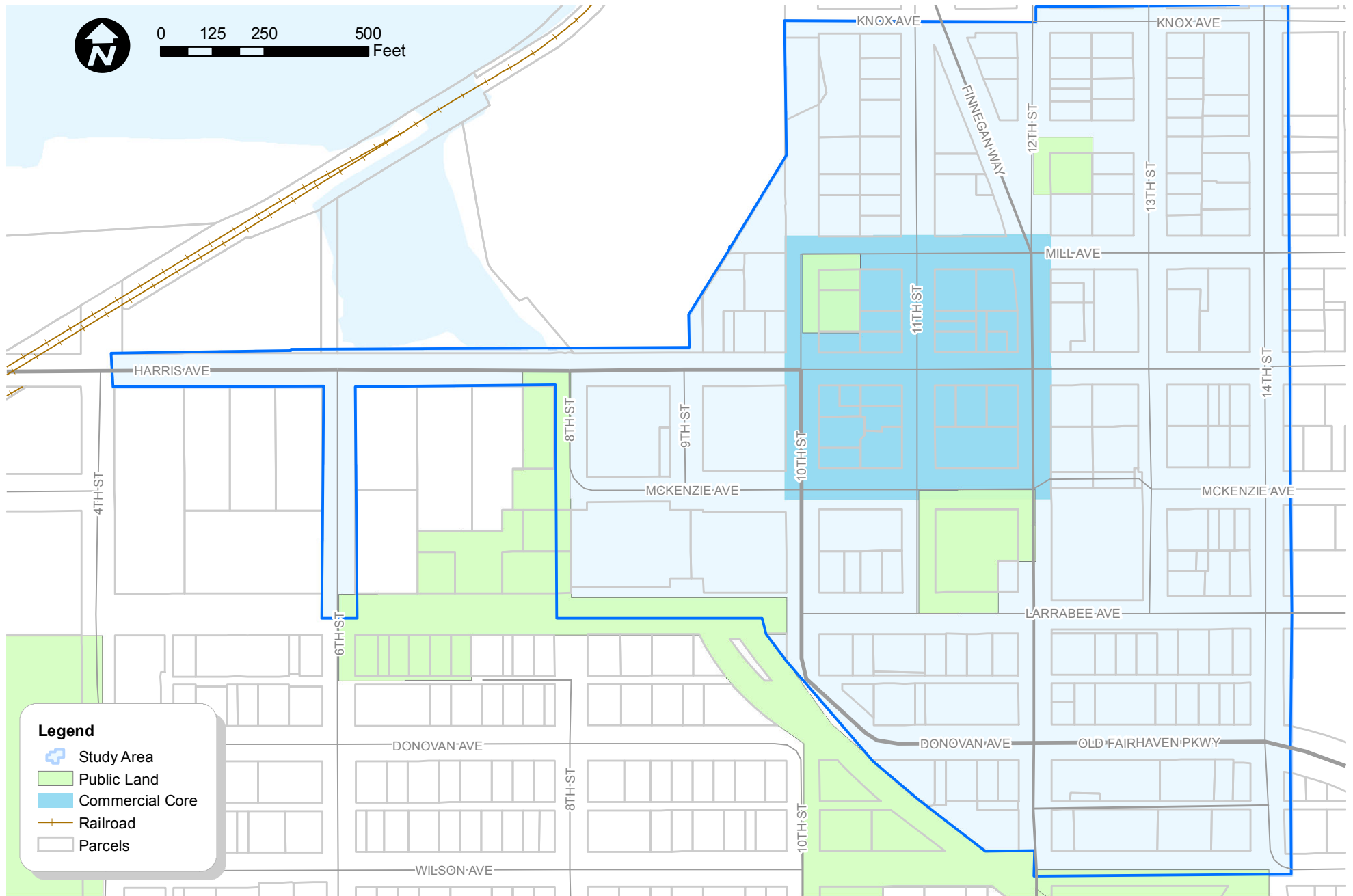
In addition to these general themes, the *Draft Fairhaven Neighborhood and Urban Village Plan* recommends a Parking Plan be developed and consider the following:

- *Perimeter parking structures north, east, and south of the business district [commercial core] that encourage parking within easy walking distance of the commercial area, keeping traffic outside the congested area*
- *Time-limited or metered parking on high-volume streets to facilitate business district traffic*
- *Pilot program that uses incentives to encourage use of WTA bus ridership for Village workers and residents, and possibly local shoppers*

Study Area

The study area for the Parking Plan focuses mainly on the commercial zone within Fairhaven and the residential and industrial areas in close proximity to this zone. The study area was chosen in coordination with City staff and represents the area where the highest parking demand occurs and where management strategies will be necessary to accommodate future growth in the Fairhaven District. Other areas of Fairhaven primarily contain single-family residential uses with private driveways for parking and on-street parking is less frequent.

As shown on Figure 1, the boundaries of the study area include south of Old Fairhaven Parkway, Knox Avenue on the north, 14th Street on the east, and 4th Street on the west. Although there is a focus on a specific study area, general policies and management strategies identified in this report may be applicable to other areas of Fairhaven.



Study Area

Fairhaven Parking Study

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Overview of Transportation System

Besides the existing parking system, other elements of the Fairhaven transportation system influence the parking strategies implemented over time. The following describes the roadway, transit, non-motorized system, and other nearby transportation services in Fairhaven.

Roadways

The primary vehicle travel routes within the Fairhaven neighborhood are along arterial streets. These streets are classified as collector, secondary, and principal routes based on the purpose, traffic volumes, and connectivity to the overall City network. Figure 2 shows the roadway network and classification in Fairhaven. Parking is provided along all roadway types except for the majority of Old Fairhaven Parkway (State Route 11), which is a principal route. In general, the City's street standards allow parking on all facilities except principal routes and angled parking is typically reserved for commercial and business streets. Parking along the street system helps to slow drivers, which is important in Fairhaven where the speed limit is 25 mph along a majority of the streets.

Transit Service

Whatcom Transit Authority (WTA) Routes 14, 105, and 401 (also known as the Red Go Line) serve the Fairhaven neighborhood. Figure 3 shows the transit routes and facilities within the study area. These routes operate between Fairhaven and downtown Bellingham with connections to Western Washington University (WWU) provided by Routes 14 and 105. Service is provided to Fairhaven on both weekdays and weekends with headways varying between 15 minutes and one hour. The Go Line is a rapid transit bus service that provides 15-minute headways all day. The availability and accessibility of transit within Fairhaven contributes to the reduction in vehicle use and the ability to decrease parking supply in the future. Over the past two years, transit ridership has increased by approximately ten percent in Fairhaven as compared to only one percent for the WTA system as a whole. This increase in ridership is an important component of reducing parking demand and managing congestion in and around Fairhaven.



Non-Motorized Facilities

Fairhaven is a pedestrian and bicycle oriented neighborhood with heavy pedestrian activity in and around the residential and commercial areas. As shown on Figure 4, sidewalks are provided along almost all roadways within the study area and marked bicycle routes are provided along Old Fairhaven Parkway and portions of 10th Street and Finnegan Way. There are also several trails in the Fairhaven area. The Whatcom County Interurban Trail runs east-west south of Old Fairhaven



Parkway. There is also a trail along 10th Street that connects to Boulevard Park and the Waterfront District near downtown. With these facilities, it is easy to walk and bike within Fairhaven as well as travel to and from the District. This ability to walk and bike to and from Fairhaven helps reduce vehicle use.

The existing sidewalks facilitate easy access to and from parking; however, even with this network users typically want to park as close to their destination as possible. The distance people are willing to walk varies by trip purpose, urban area population size, and type of parking. In addition, people are typically willing to walk further from off-street parking than on-street spaces¹. In general, a walking distance of approximately two to three blocks (or 400 to 600 feet) is acceptable for a commercial core similar to Fairhaven.

Other Transportation Services and Facilities

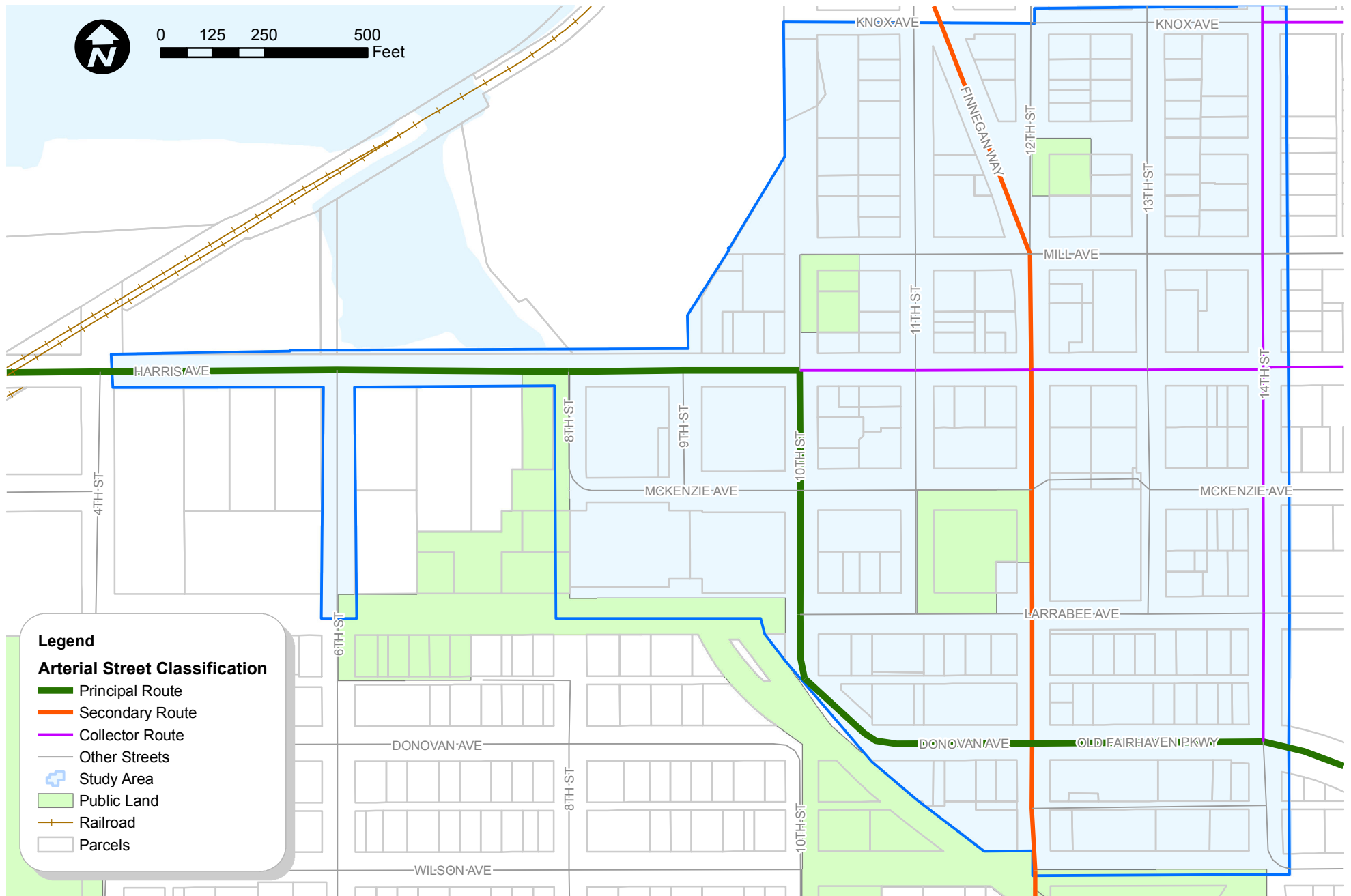
The Port of Bellingham operates the Bellingham Cruise Terminal (BCT) located along the waterfront in Fairhaven and the Fairhaven Station located at 401 Harris Avenue. These facilities bring many tourists to the area.

The cruise terminal is the Washington State hub for the Alaska Marine Highway System. This ferry operates every Friday throughout the year and departs from Bellingham in the evening taking passengers and vehicles to Alaska via Canada. In addition to the Alaska ferry, charter vessels and foot ferries operate from BCT offering sightseeing and whale watching.

Fairhaven Station serves as a hub for WTA transit services as well as the Greyhound Bus Line and Amtrak. Greyhound provides both passenger service as well as package express service for shipping goods. Amtrak train service connects Bellingham to Seattle and Vancouver, BC with stops in Blaine, Mount Vernon, and Everett.

The Port provides a number of parking areas near the BCT and Fairhaven Station with both free and paid parking. There is two-hour free parking next to the terminal for customers visiting the terminal shops, cafés, or charter companies. In addition, short-term paid parking is provided in the lot next to the BCT and long-term paid parking is provided across from the Fairhaven Station. Although the Port provides these parking facilities, many tourists park in the unrestricted on-street spaces and within the off-street parking lots in Fairhaven when visiting the local shops and restaurants, as well as traveling. As parking strategies are considered, there may be opportunities for Port parking to be shared with other uses in Fairhaven.

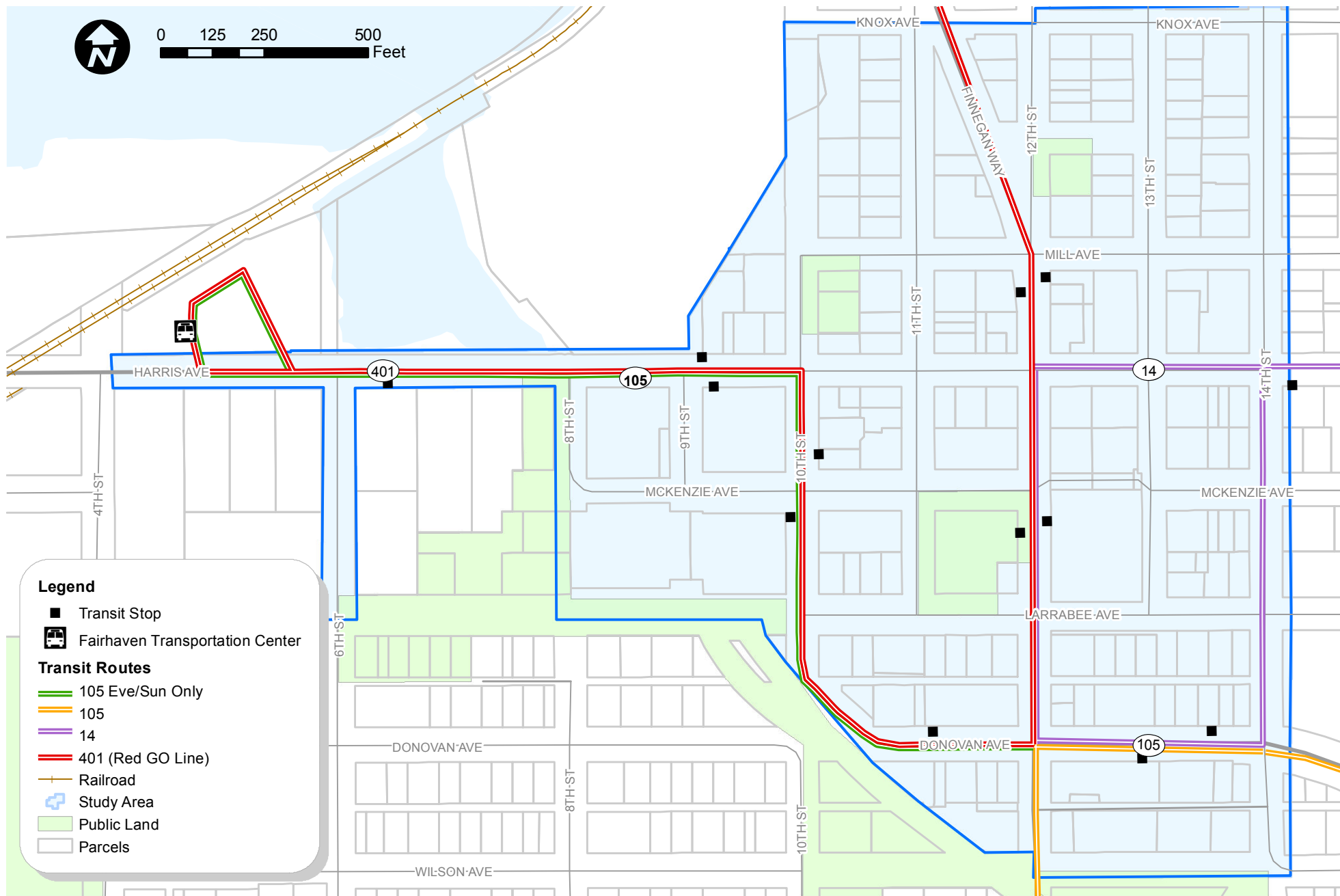
¹ *Parking*, Weant, Robert A. and Levinson, Herbert S., 1990.



Roadway System

Fairhaven Parking Study

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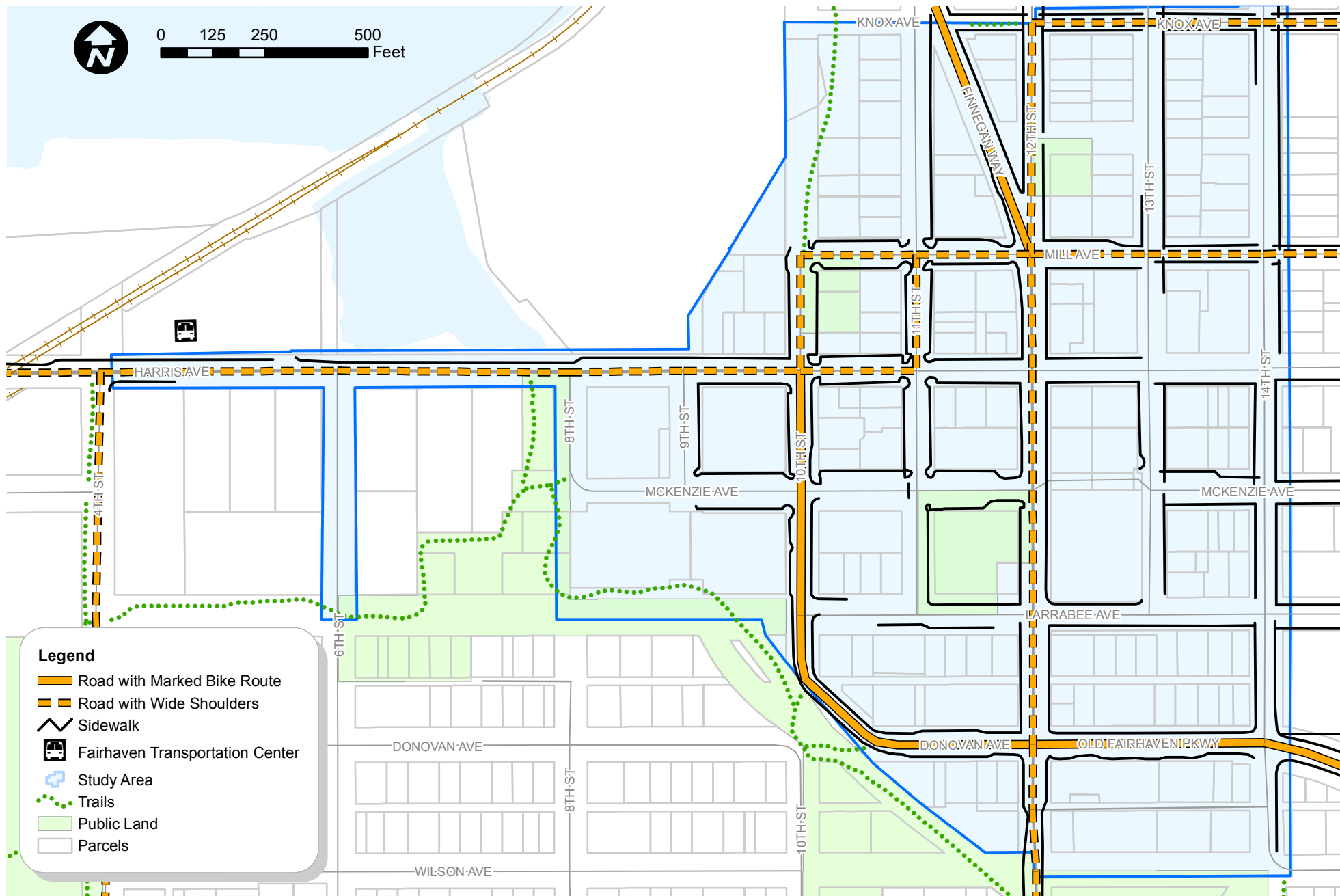
Transit Routes & Facilities

Fairhaven Parking Study

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FIGURE

3



Non-Motorized Facilities

Fairhaven Parking Study

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Section 2. Existing Parking Conditions

This section describes the existing parking conditions in Fairhaven. As noted previously, well-managed parking is a key component of an efficient multimodal transportation system. As such, it is important to understand how current regulations and guidelines, parking inventory, and parking utilization relate to the effectiveness of current parking management strategies. This existing data also provides a benchmark for measuring the success of future management strategies. Key findings are identified to provide context for development and implementation of future parking strategies.

Regulations and Guidelines

Parking requirements in the City of Bellingham are set forth by Bellingham Municipal Code 20.12.010 – Parking. The City has a minimum off-street parking requirement by land use type with a reduced parking overlay for certain neighborhoods including the Central Business District (CBD), Lettered Streets, Sehome, Sunnyland, and York. The City generally does not allow required parking to be met through on-street parking, but does allow for joint parking agreements between properties.

Given the parking constraints in Fairhaven and the Municipal Code off-street parking requirements, the City of Bellingham and Fairhaven Village Association (FVA) established a Parking District (see Appendix B) system in 1994. The District boundaries generally include north of McKenzie Avenue and southwest of Finnegan Way between 10th Street and 13th Street. The District requires residential and lodging developments of 2,500 square feet or larger to provide parking. For other developments that participate in the FVA and are within the District, certain on-site parking requirements are waived based on the Area-Wide Parking Plan (part of the Parking District agreement) in favor of utilizing on-street parking.

In addition, the Tenth Street Parking District was created in 2003. This District covers the area bounded by Harris Avenue, 10th Street, McKenzie Avenue, and 9th Street. The Tenth Street and Fairhaven Parking Districts operate much the same way where commercial parking is provided on-street and residential parking is provided on-site. Both Parking Districts are limited in scope and as more development occurs, parking problems will be exacerbated. Given that the parking districts only include specific properties, future consideration should be given to modification of the agreement or expanding the boundaries to include other commercial properties that are within the Fairhaven Urban Village.

The Parking Districts mainly govern parking supply and do not address management of the public parking and/or monitoring of the on-street parking to ensure that as growth occurs the public parking supply is sufficient. To ensure economic viability of businesses within Fairhaven there needs to be a balance in parking supply. Too little parking supply may discourage patrons; however, too much parking supply would encourage single occupancy vehicle use and reduce the likelihood of using alternative modes, which is a key goal of both the *Draft Fairhaven Neighborhood and Urban Village Plan* and the City's *Comprehensive Plan*. In addition, parking code standards that require excessive parking supply use valuable land, add to developer cost, increase conflict points with additional access locations, reduce development street frontage, and may contribute to traffic congestion.

Inventory

In order to understand the existing parking conditions, a survey was conducted in the study area. The data collection included parking supply, occupancy, and duration (or length of stay). Data were collected both on-street and for key off-street parking lots. The inventory of

parking supply was based on data provided by City staff as well as field verification in June and July 2011. The data collection does not include gated residential garages.

Data related to parking utilization and duration were collected on Thursday, June 30 and Saturday, July 9 representing a typical summer weekday and weekend condition. Hourly occupancy and duration along each on-street block and within each lot were collected from 10:00 a.m. to 7:00 p.m. The data collection provided an understanding of how “full” (i.e., utilized or occupied) Fairhaven parking is, how long vehicles stay in one parking space, and how much parking turnover occurs allowing for different vehicles to use one space. The utilization and duration characteristics provide one of the fundamental components in developing a parking management strategy for Fairhaven.

Supply

On-Street Parking. Figure 5 illustrates the on-street parking included in the study area. Parking spaces were considered to be on-street when they were provided between the curb/gutter of the existing roadways. The study area includes approximately 996 on-street parking spaces. The majority of the parking within the study area is unrestricted. Time-limited parking is provided along Harris Avenue, Finnegan Way, and 12th Street. Restrictions typically limit parking to one- or two-hour increments. The parking design of the area includes both parallel and angled spaces with a majority of the angled parking located in the commercial core².

Parking Supply

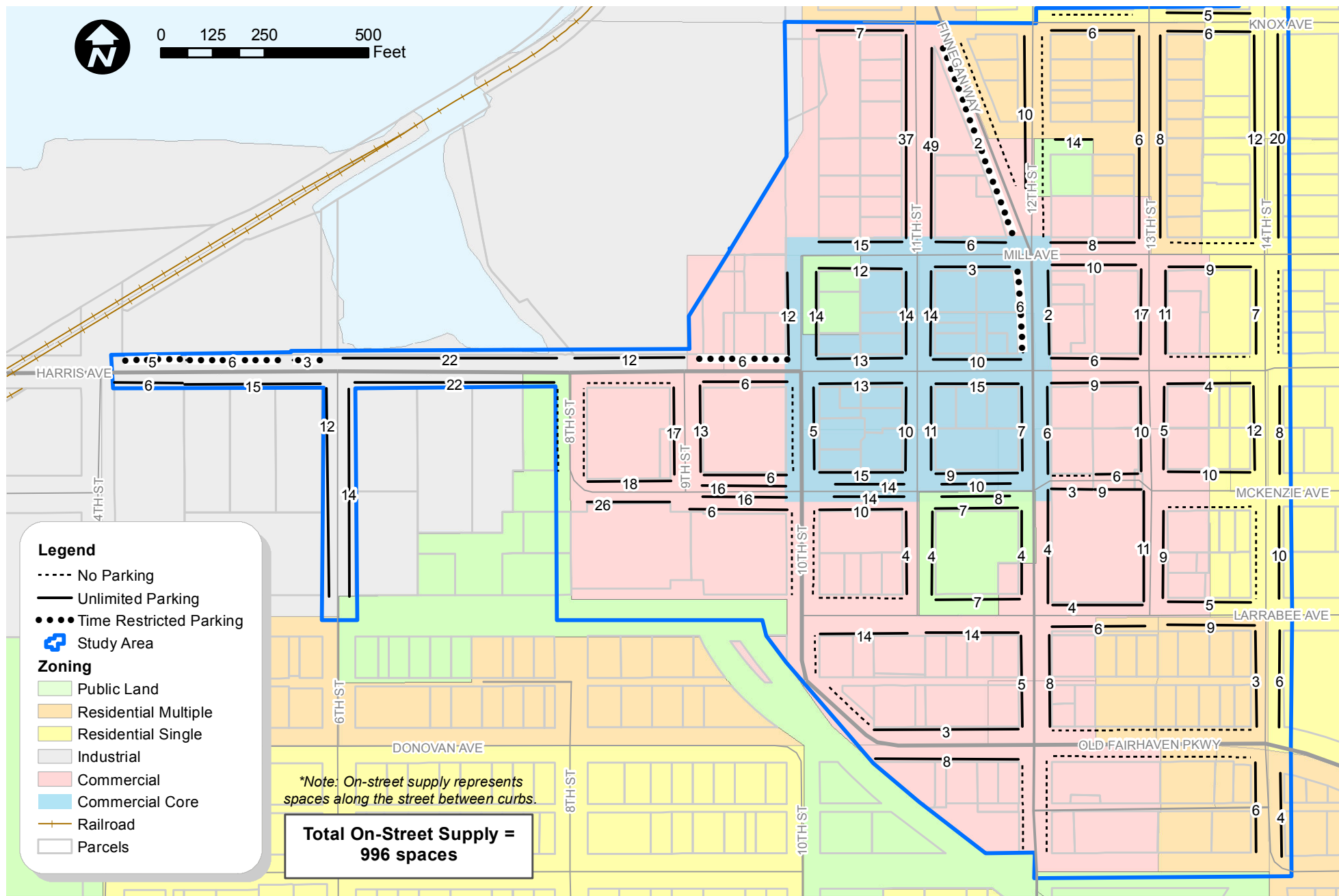
On-Street = 996 spaces
(Commercial Core ~ 260 spaces)

Off-Street = 727 spaces
(Commercial Core ~ 50 spaces)

Total = 1,723 spaces
(Commercial Core ~ 310 spaces)

Off-Street Parking. Figure 6 illustrates the off-street parking included in the study. Data was collected for approximately 40 off-street parking lots. Parking garages and lots that were not easily accessible were not included in the study because they are gated and for residential use only. All the parking lots included in the study are private and mainly associated with commercial uses. The study area included approximately 727 off-street parking spaces with approximately 50 spaces in the commercial core.

² The location of the commercial core is illustrate on Figure 5 and generally includes south of Mill Avenue, north of McKenzie Avenue between 10th Street and 12th Street.



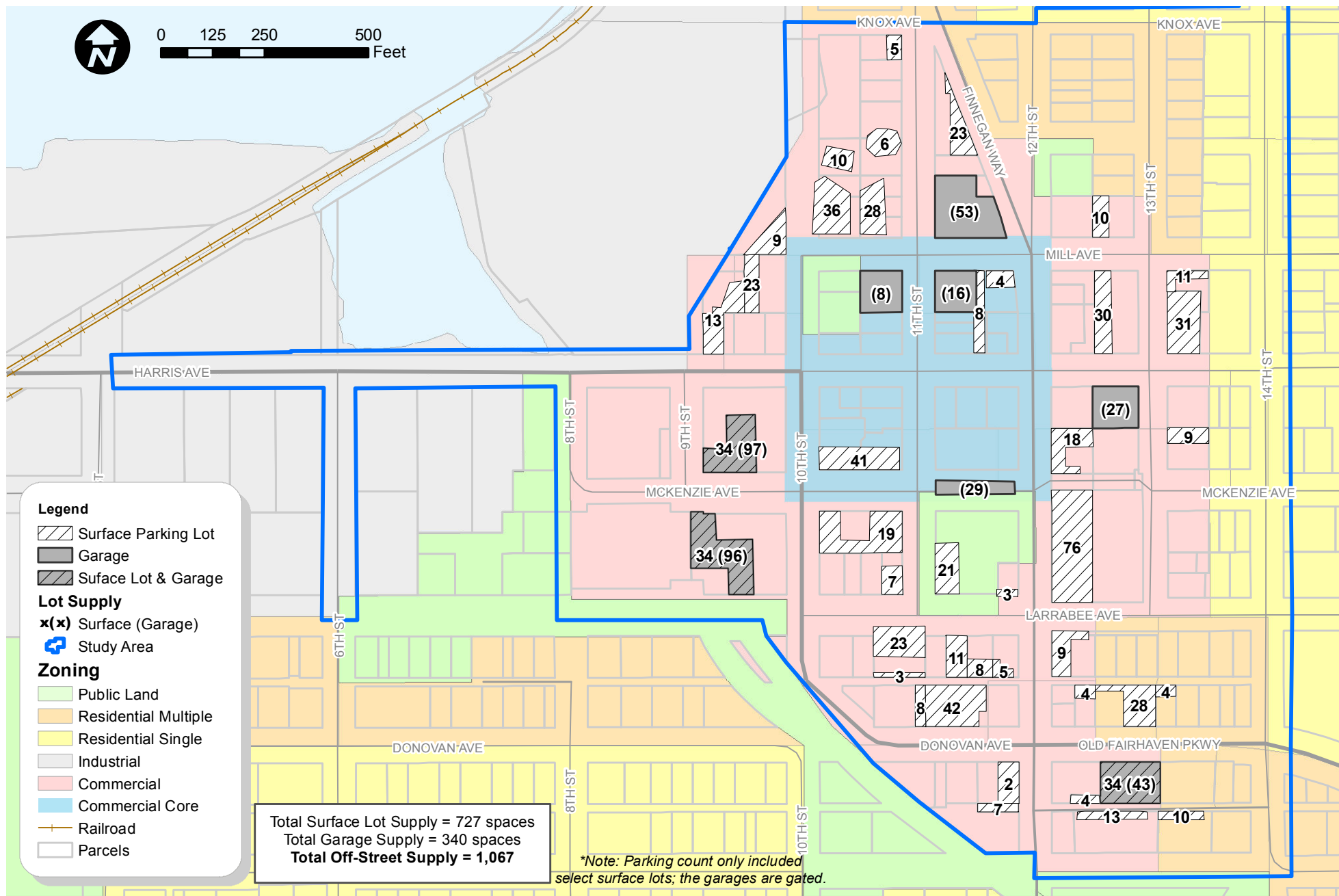
On-Street Parking Supply - Fairhaven

Fairhaven Parking Study

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FIGURE

5



Off-Street Parking Supply

Fairhaven Parking Study

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Utilization

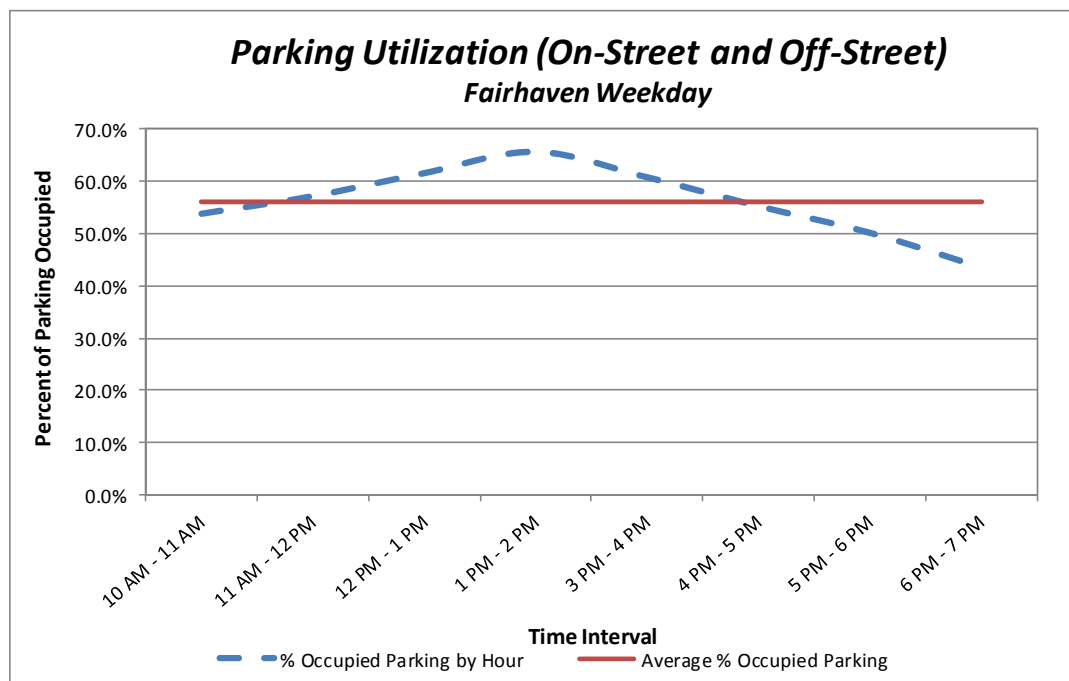
Table 1 provides a summary of parking utilization for the study area. As shown in the table, the overall occupancy on weekdays was 56 percent with 60 percent of the on-street parking occupied and 50 percent of the off-street parking occupied. On the weekend, the overall utilization for the area was lower with 43 percent of the parking occupied, 51 percent on-street and 32 percent off-street. As a comparison, downtown Bellingham utilization from the *City Center Master Plan: Parking Element*, January 2006 was approximately 65 percent on-street and 50 percent off-street³ during the weekday peak period (i.e., 10:00 a.m. to 2:00 p.m.). Typically, occupancies of around 85 percent are considered “full” because it becomes challenging to find vacant parking spaces and congestion can be created as a result of drivers having to “circulate” throughout the street system to locate a parking space. Therefore, overall parking utilization for Fairhaven is low (i.e., 40 to 60 percent) indicating there is sufficient parking supply.

Table 1. Summary of On-Street and Off-Street Parking Utilization

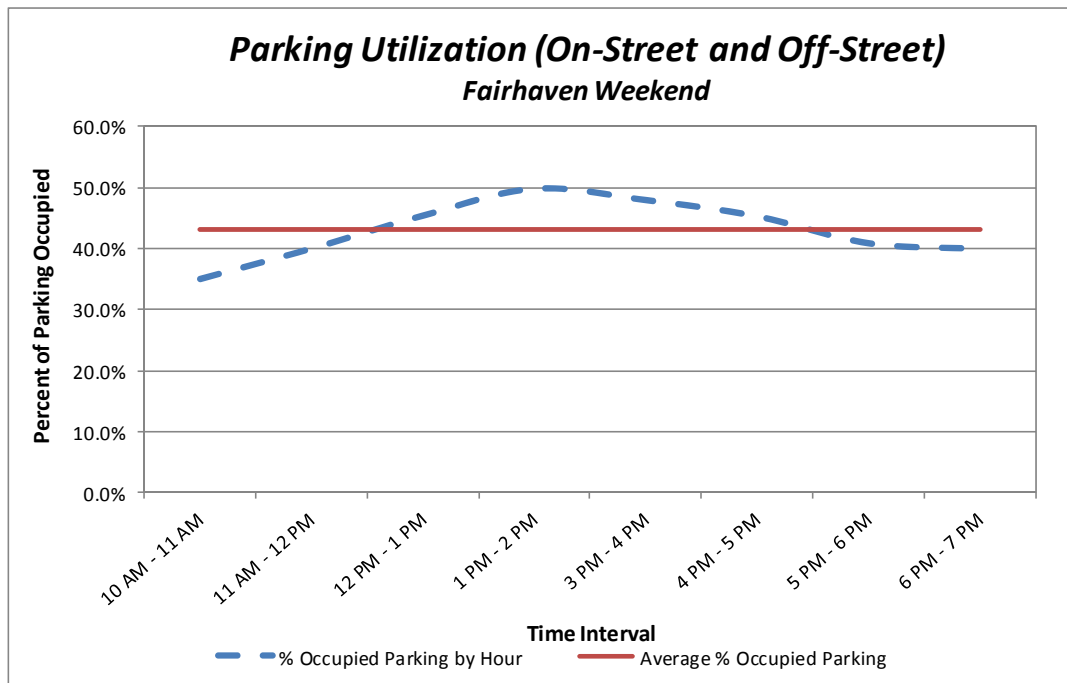
| Location | Number of Spaces | Average Percent Occupied | |
|--------------------|------------------|--------------------------|------------|
| | | Weekday | Weekend |
| All Parking | 1,723 | 56% | 43% |
| On-Street Parking | 996 | 60% | 51% |
| Off-Street Parking | 727 | 50% | 32% |

Source: Transpo Group, 2011.

The graph below illustrates the weekday parking utilization for the study area from 10:00 a.m. to 7:00 p.m. As shown in the graph, parking utilization is relatively consistent throughout the day with a peak of 66 percent (or 1,130 vehicles parked) between 1:00 p.m. and 2:00 p.m. and a minimum occupancy of 44 percent (or 750 vehicles parked). The graph on page 14 illustrates hourly weekend parking utilization. Weekend utilization (50 percent or 860 vehicles parked) is slightly lower than the weekday but, the overall trend is similar showing consistent daily occupancy and peak occupancy from 1:00 p.m. to 2:00 p.m.



³ This is provided for context only. The downtown Bellingham has paid on-street parking, which can influence parking occupancies.

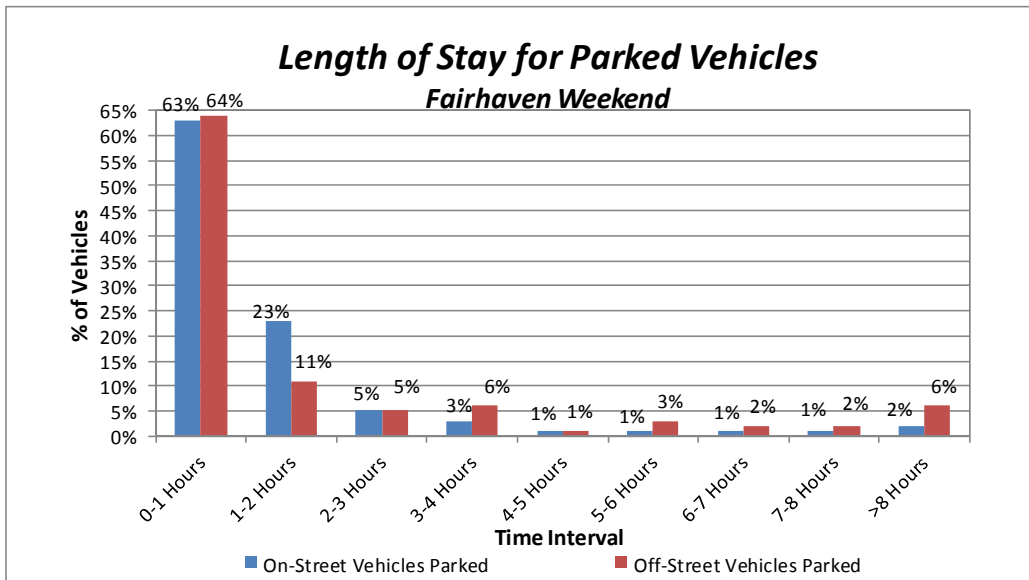
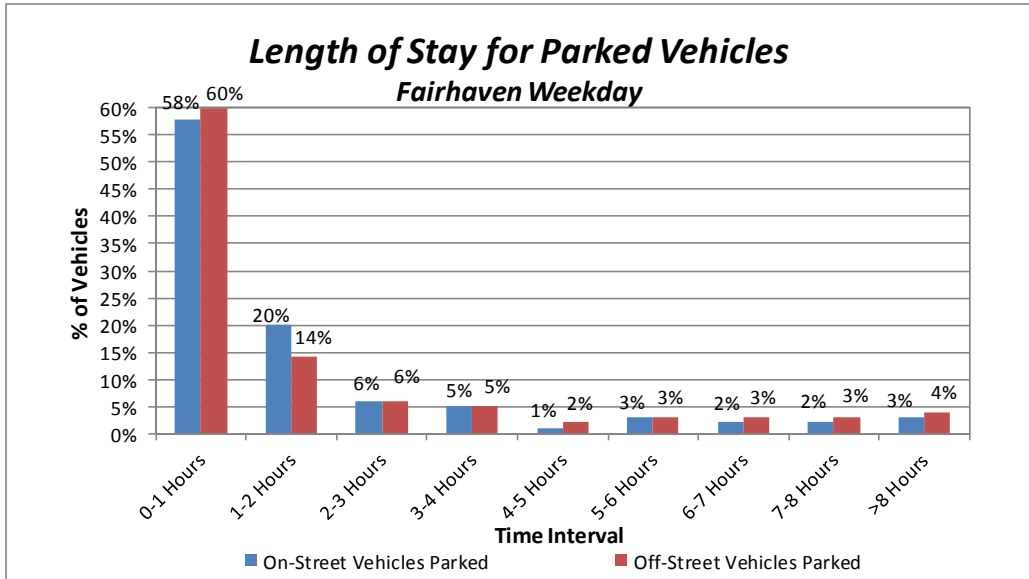


The overall utilization in the study area shows that occupancy on both weekdays and weekends is well below 85 percent, which is characterized as “full”; however, as expected, an examination of the blocks and parking lots in the study area show that specific areas have much higher utilization. Appendix C provides graphics illustrating the average and peak hour utilization by block and parking lot for both the weekday and weekend.

Appendix C shows on-street parking utilization of 85 percent and higher is found in the commercial core on weekdays and weekends. Further from the commercial core, parking utilization decreases with the lowest on-street parking occupancies in the residential areas. Within the off-street parking lots, many of the lots north of the commercial core (i.e., north of Mill Avenue) have a utilization of 85 percent or above. These occupancy characteristics are due to customers wanting to park as close to their destinations as possible and not desiring to walk two to three blocks. The commercial core on-street parking is close to the businesses whereas outside the commercial core parking lots are closer to the front door of businesses. The behavior of parking close to one’s destination is typical and to get people accustomed to parking further from their destination requires changing behavior through parking management strategies.

Duration

Besides understanding how full parking is in the study area, it is important to understand the duration vehicles park. The average length of stay is less than two hours throughout the study area on both the weekday and weekend. The two graphs below illustrate the length of stay for both the weekday and weekend on- and off-street parking. As shown, most (approximately 60 to 65 percent) of the vehicles stay for less than one hour on weekdays and weekends; however, 10 to 15 percent stay for more than four hours on weekdays and 5 to 15 percent on weekends.



Appendix D provides the average duration/turnover by block and parking lot, and the average number of vehicles that utilize a space for the weekday and weekend. The data shows that in the commercial core vehicles generally stayed for less than two hours in both the on- and off-street parking areas. Outside the core area, vehicles tend stay longer with durations over four hours in the more residential portions of Fairhaven. This trend of shorter vehicle stays in the core is typical for customers of commercial uses. Business owners have indicated that they try to self-regulate parking by asking employees to park outside this core area. Based on the data in Appendix D, it appears that on average this self-regulation is working since vehicles with longer stays tend to be parked further from the core; however, parking counts of individual vehicles indicate that there are some vehicle stays of four hours or longer in the commercial core likely due to employee parking.

For locations with shorter lengths of stay more vehicles are able to use each parking space. In the commercial core, during the eight hour study period, four or more vehicles use a

majority of the parking spaces whereas outside this area fewer vehicles use individual parking spaces.

Key Findings

- **Supply.** There are approximately 1,000 on-street parking spaces and approximately 730 off-street parking spaces within the study area.
- **Demand/Utilization.** Overall the parking utilization in the study area is less than 85 percent. On-street parking was more utilized at 50 to 60 percent while off-street utilization is 30 to 50 percent.
- **Duration of Stay.** A majority of the vehicles stayed less than one to two hours for both the on- and off-street parking.
- **Location.** Patrons prefer to park near their destination and only tolerate walking a few blocks.
- **Commercial Core.** This area was the busiest and most favored parking with very few available parking spaces.
- **Outside the Core.** On-street parking two to three blocks from the core is generally underutilized.
- **General Parking Operations.** Overall the existing parking system within Fairhaven is working well.
 - Supply is adequate to serve the existing demand.
 - Overall parking utilization is well under 85 percent and not considered “full”.
 - Higher parking utilization is experienced in the commercial core.
- **Next Steps.** Consider management strategies to ensure the parking system in Fairhaven continues to work well and that drivers are able to find parking in the most desired areas of the commercial core.

Section 3. Parking Model

This section describes the methodology for forecasting parking demand to identify potential future needs. Understanding the future parking demands will assist in developing a more holistic parking strategy through consideration of both existing and future conditions. In addition, a grasp of the future demands based on anticipated growth will help develop a set of action items that can be tied to a potential timeline based on specific conditions in the field.

Methodology

A simple two-step process was used to develop the parking model:

1. Development of a “calibrated” demand model based on local existing experience.
2. Forecast future parking demand based on land use projections.

The parking model is provided in Appendix E. The foundation of the parking model is land use, which is used to forecast parking demand based on industry published rates and those observed through the existing data collection.

Land Use

Existing land use from the Whatcom Council of Governments (WCOG) travel demand model was used to calibrate the parking model. The land use data does not take into consideration existing vacancies and/or changes in land use that may have occurred since 2008; however, a majority of the properties within the study area were occupied during the data collection. Table 2 provides a summary of the existing land uses within the study area. As shown in the table, a large portion of the land uses are retail and restaurant uses.

Future land use projections were provided by the City of Bellingham. The projections were developed based on a review of the WCOG model as well as consideration of existing and future development densities and a review of vacant and redevelopable land. Consideration was given to the Haskell property as well as infill development within the Fairhaven commercial core, which was not in the WCOG land use projections. The land use projections are for a horizon year of 2032 consistent with the current planning efforts of Whatcom County and the City of Bellingham. As shown in Table 2, the residential development in the study area is anticipated to almost triple and industrial uses would more than double. There would also be growth in retail, restaurant, and office uses.

Table 2. Existing and Future Land Use

| Land Use | Existing 2008 ¹ | Future 2032 ¹ | Growth ¹ | Percent Annual Growth |
|-------------------|----------------------------|--------------------------|---------------------|-----------------------|
| Retail | 277,170 sf | 395,314 sf | 118,144 sf | 1.5% |
| Residential | 219 du | 865 du | 646 du | 5.9% |
| Light Industrial | 27,740 sf | 59,496 sf | 31,752 sf | 3.2% |
| Office | 60,011 sf | 86,396 sf | 26,286 sf | 1.5% |
| Restaurant | 63,830 sf | 93,072 sf | 29,242 sf | 1.6% |
| Government Office | 710 sf | 1,886 sf | 1,176 sf | 4.2% |

Source: Whatcom Council of Governments and City of Bellingham, 2011.

1. sf = square-feet and du = dwelling units

Calibrated Model

Future parking demand was forecasted by developing a parking demand model that was calibrated to the existing field data. The collection of on-street and off-street parking utilization

data provides an understanding of existing parking demand. The data showed that peak parking occurred within the study area between approximately 1:00 p.m. and 2:00 p.m. with approximately 1,130 vehicles parked on the weekday and 860 vehicles parked on the weekend. The existing land uses and peak parking demand were used to calibrate the parking model.

The calibrated parking demand model was developed using average parking rates and time of day parking distribution by hour from the Institute of Transportation Engineers (ITE) *Parking Generation*, 4th Edition. The model accounts for how parking demands from different land uses interact in the urban village setting. ITE parking rates and time of day distribution was used for all of the land uses except for the parking rate for the residential use. Since data was not collected for the gated residential parking garages, the parking data captured for residential land uses primarily represents visitors and non-residential uses associated with the development. Therefore, the parking rate from the Urban Land Institute (ULI) *Shared Parking*, 2nd Edition was used for the residential uses as it provides separate visitor parking demand characteristics.

Forecasts

The future land use projections were entered into the calibrated parking model to forecast future parking demand. The forecasts assist in determining the potential parking needs for Fairhaven and guide recommended strategies to manage this demand. The future parking forecasts represents the parking demand for the anticipated 2032 land use conditions. The projected parking demand for the study area is approximately 1,800 vehicles during the peak period and an average of 1,000 vehicles for both weekdays and weekends. Currently, there are approximately 1,720 parking spaces in the study area; therefore, the current parking supply could theoretically accommodate the future parking demand for average conditions and would only be short approximately 100 vehicles during the peak period. However, to accommodate future demand additional parking supply coupled with parking management strategies will be necessary because consideration needs to be given to:

- Loss of on-street parking due to future roadway improvements
- Displacement of off-street parking with future development (e.g., development of "The Pit")
- Occupancy of 85 percent full means it becomes difficult to find a space
- Parking location relative to the uses as typically patrons only tolerate walking a few blocks to access their destination
- Commercial core is already "full"
- Fairhaven and Tenth Street Parking Districts and potential modifications to these Districts
- Development that may not require parking (e.g., historical buildings)

Consideration of Residential Parking Demand

The study area does not account for the gated residential parking garages and the future parking forecasts described above only include residential parking demand associated with visitors and other uses within the residential property. Land use projections show a potential 650 dwelling unit increase for Fairhaven by 2032. Parking demand generated by the residents will need to be accommodated either by reserved parking spaces (similar to the current practice) or shared parking. The parking model provided in Appendix E shows the potential future parking demand for residential development assuming for both the reserved and shared parking scenarios. Reserved residential parking would require approximately 1,000 parking spaces to accommodate the peak parking demand and shared parking would require approximately 500 parking spaces. This results in the need to accommodate approximately 2,300 to 2,800 vehicles within the study area.

Key Findings

- **Demand.** Future parking demand is anticipated to be approximately 2,300 to 2,800 vehicles depending on the strategy for accommodating resident parking and without implementation of parking management strategies.
- **Supply.** The current supply is approximately 2,000 parking spaces (considering parking within the study area and residential garage parking). Without parking management strategies or building additional parking, future parking demand could not be accommodated.

Assuming future land uses require parking at the same rate as current land uses, strategies to manage, increase supply, and reduce demand will need to be explored in order to balance parking supply and demand as growth occurs.

Section 4. Parking Management Strategies

With build-out of the Fairhaven Urban Village by 2032, a shortfall in parking is anticipated, requiring the development of additional parking and/or implementation of strategies to manage the supply and demand. Supplying too much parking in a community leads to more costs, inefficient use of land, and supports an auto dependent community. In order to avoid this and better support the overall goals and objectives of the community, parking management strategies should be explored and implemented. Applying management strategies can lead to more efficient use of parking supply and a reduction in parking demand and is a cost effective and sustainable approach that will help achieve the community goals and vision.

This chapter outlines a variety of parking management options that can be used to help balance the demand and supply of parking in Fairhaven. This includes a discussion of specific measures and the experience of other cities and application in Fairhaven.

Parking management strategies support a more walkable community reducing the dependence of the automobile, improve traffic operations, and lessen the impacts to the environment. The parking management strategies identified in this report are summarized in three primary categories and include everything from infrastructure to policy changes.

- **Improving Efficiency.** These are strategies that are aimed at maximizing the use and efficiency of parking supply.
- **Reducing Demand.** These are strategies that are aimed at reducing parking demands through shifting travel modes and/or changing behaviors during peak demand periods.
- **Awareness, Enforcement, and Authority.** These are strategies related to making the public aware of the parking regulations and locations, enforcing regulations and policies, and monitoring parking conditions to continually make improvements and ensure strategies are appropriate as conditions change.

Improving Efficiency

Efficiency includes concepts such as shared parking, regulating parking, policies, providing satellite parking, improving connections, and reconfiguring parking. These concepts and strategies are used to maximize the use of the current and future parking supply to avoid oversupply.

Shared Parking

Shared parking is where parking facilities serve multiple land uses and are not dedicated for any one specific use. This occurs with on-street parking, but could also be applied to off-street parking. Shared parking reduces the amount of parking needed as different uses have demands that peak at different times. For example, office uses peak during the day while residential uses peak in the evening. In addition, with shared parking, in a mixed-use urban environment visitors can park once and walk to multiple nearby destinations reducing the need to move their vehicle for each destination.

Many local and regional jurisdictions encourage shared parking and either allow a flat percent reduction or allow a demand study to be completed by a transportation consultant to identify the shared parking reductions. The Fairhaven Parking District provides the beginnings of a shared parking concept and the City of Bellingham is also applying this concept in many Urban Villages as well as the Waterfront District.

The utilization of off-street parking spaces in Fairhaven is relatively low and primarily due to the lack of sharing. Most parking lots are dedicated for a specific use, which does not allow users to park once and visit multiple destinations. As redevelopment occurs, the City should work with developers to encourage as much shared public parking as possible. The City of Bellingham allows shared parking reductions in designated Urban Villages, but there are additional steps that could be taken to encourage more shared parking. This could include developing a standard shared parking agreement that can be quickly and simply used by interested parties as well as providing for financial and other development related incentives for providing accessible public shared parking.

Regulate Parking

Parking regulations can control who, when, and how long vehicles are allowed to park. This helps prioritize parking and allows the most convenient parking spaces to be available for the most important uses. Regulating parking includes implementing time restrictions; designating areas for employees; providing residential permit parking; and dedicating carpool, loading zone, car sharing, and electric vehicle spaces.

Shared Parking

Benefits

- More efficient use of parking
- Less overall parking needs
- Reduces auto use
- Improves environment (less vehicle use, less impervious surface, etc.)
- Supports walkable community goals

Challenges

- Most off-street facilities are private
- Parking is often bundled with rental agreements
- Developer agreements often need to be established

Regulating Parking

Benefits

- More efficient use of parking
- Increase parking turnover
- Make preferred parking available for customers
- Shifts employee, residential, and other long-term parking to underutilized areas
- Incentivizes carpooling or electric vehicles

Challenges

- Enforcement can be difficult (i.e., more frequent enforcement needed with time restrictions to chalk vehicles and without license plate recognition drivers remove chalk).
- Signage/Notification to make users understand restrictions
- Balancing priority areas can be contentious among land owners/tenants

Most urban areas have some regulated parking such as time restrictions for more desirable parking spaces to make these spaces available more frequently. In addition to regulating parking duration, there is a recent movement to regulate vehicle type by providing dedicated spaces for carpools and electric vehicles. Regulating vehicle type supports the goal of reducing traffic and environmental impacts. With electric vehicle parking spaces, consideration should be given to installing charging stations.

In Fairhaven, there are currently very few regulated spaces. There are spaces dedicated for those with disabilities and a small number of time restricted and loading zone parking areas, but in general most of the parking is not regulated. Even without time restrictions, the data collected in Fairhaven related to average vehicle duration shows

within the commercial core for most of the blocks and in off-street lots turnover is relatively frequent with vehicles generally staying one to two hours. Outside of the core vehicle stays

are longer. Time restrictions could be instituted outside the commercial core to increase turnover in these areas. With implementation of time restrictions, consideration needs to be given to where longer term parking such as employee parking is accommodated.

Requirements and Policies

Parking management in conjunction with smart growth policies will support more compact, sustainable, and accessible land use development. The result is typically reduced traffic and less parking needs. Parking standards should be flexible and adapt over time to account for local conditions. Changes to parking standards could include eliminating minimum parking requirements and allowing for alternatives to providing parking.

The community of Concord, North Carolina is located approximately 20 miles north of Charlotte and has a population of approximately 80,000 -- similar to Bellingham. Within the downtown, there are approximately 1,800 employees, 220 businesses and 2,000 parking spaces. Concord has eliminated minimum parking requirements in the urban cores and lowered them in other areas, shared parking reductions are allowed, and on-street parking can be counted toward development parking requirements. Developments tend to regulate themselves and provide only the amount of parking needed for their purpose. As part of their traffic studies and lending requirements, developments evaluate how much is actually needed and work with the City on an agreed value outside of a dictated minimum requirement.

The Fairhaven Village Association has already taken great strides to lower parking requirements by adopting the parking district. As noted in Section 2, for uses other than residential and lodging developments (2,500 square feet or larger), certain on-site parking requirements are waived based on the Area-Wide Parking Plan in favor of utilizing on-street public parking. This has been a positive move and has encouraged more compact urban development. As Fairhaven continues to grow, parking demands will increase and new and updated policies or requirements for the parking district will be needed to support various parking management strategies including flexible provisions to allow for the right amount of parking to support actual needs. Consideration could be given to adjusting policies for mixed-use multi-family developments by allowing reductions if public parking is provided or other incentives that are mutually beneficial to meeting goals of both the developer and City. In addition, as development increases and parking becomes less available the City may consider a Parking Impact Fee or a fee-in-lieu of providing parking to fund public parking improvements.

Requirements and Policies

Current Policy Benefits

- Encourages development
- Reduces economic costs of development
- Reduces environmental impact of additional parking
- Allows a more walkable community

Challenges

- Future parking demand may exceed supply and additional public parking facilities may be needed or more aggressive management will be needed

Satellite Parking

Satellite parking or remote parking lots are often located at the periphery of a developed area to accommodate the needs for automobiles separating traffic, noise, and other impacts associated with having automobiles in the urban area. Depending on how remote the parking is located, shuttles, trolleys, or other transit modes are often utilized to transport people between parking and the ultimate destination. This is a very effective approach for dealing with parking in areas where there are seasonal fluctuations, special events, or where the cost or presence of parked vehicles in the urban core is not desired.

Communities such as Aspen, Colorado provide satellite parking served by transit to preserve the walkable mountain village character and avoid the impacts associated with additional cars during peak resort seasons. On a different scale, large retail shopping centers such as Bellevue Square and Northgate Mall in Seattle utilize remote parking for employees during holiday seasons with a free shuttle service to open up more parking for customers during peak shopping seasons. As Fairhaven further develops, this strategy could be explored.

Satellite parking is currently being utilized in Fairhaven for events like the Chuckanut Foot Race, where the Haskell property is utilized for parking with people transported to the race via shuttle. Satellite parking options for Fairhaven could include expanding existing park-and-ride facilities and increasing transit service to these remote parking areas or even exploring parking on the periphery of Fairhaven that is within walking distance or served by existing transit.

On a smaller scale, an alternative to satellite parking is valet parking during busy periods for restaurants or businesses. Valet effectively provides a remote parking management strategy, but it shuttles cars instead of people with valet attendants replacing shuttle buses.

Satellite Parking

Benefits

- More efficient use of parking
- Parking is less expensive on periphery
- Reduces traffic and environmental impacts in urban core
- Encourages carpooling and ride sharing
- Simple to implement for special events

Challenges

- Requires quality transit or close pedestrian connections
- Needs to be less expensive to the user than other options to work
- Need to provide security for lot
- Requires signage, wayfinding, and education
- Costs associated with drainage, landscaping, insurance, maintenance, and other aspects can be expensive.

Improved Non-Motorized Connections

Walking and cycling are considered non-motorized modes that play a very important part in the overall multimodal transportation system. Improving connections between parking and multiple destinations expands the area served by parking. This supports having people park once and visit multiple destinations. The safer and more comfortable the walking environment, the further people are willing to walk.

The City of Portland was one of the first jurisdictions to develop pedestrian and bike plans along with detailed design manuals. These plans identified and prioritized non-motorized improvements that could be developed. The City of Bellingham has also made great strides in considering the entire multimodal transportation system in its plans and is currently developing a pedestrian master plan that will provide the framework for developing needed improvements.

Improved Non-Motorized Connections

Benefits

- Expands range of parking facilities serving Fairhaven
- People are more likely to park once and walk to multiple destinations
- Supports transit use if connections are convenient to and from transit
- Provides social, health, and environmental benefits
- Less costly than providing additional parking

Challenges

- Funding non-motorized connections and facilities are at times not prioritized over other operational needs.
- Costs associated with drainage, landscaping, insurance, maintenance, and other aspects can be expensive.

In Fairhaven, the commercial core is walkable with wide sidewalks in many areas, curb bulbs at intersections, marked crosswalks, and some bike racks. There are even properties and businesses that share courtyards and connections through development sites. However, outside of this commercial area, there are missing sidewalk connections and the atmosphere is not as comfortable and inviting for walkers. The impact of this is evident in the parking utilization results described in Section 2 where there is a very high parking utilization in the commercial core and much less parking occurring outside this core area. The non-motorized system should continue to be improved as uses and demand increases. Much of these improvements should come from encouraging new development to provide frontage improvements, reducing curb cuts as appropriate, improving transit stops, providing covered walkways (where appropriate), connections through development, and implementing items from the City's pedestrian master plan.

Reconfigure Parking

The existing facilities could be optimized to provide more parking in existing areas. This could include restriping lots, reducing parking space sizes (i.e., compact and motorcycle parking), minimizing curb cuts, reevaluating street widths/cross-sections, and utilizing undeveloped or wasted areas for parking.

Bellevue and Kirkland implemented compact space standards and changed some standard parking to

Reconfigure Parking

Benefits

- Increases parking supply
- Smaller spaces equates to less pervious surface

Challenges

- Frontage improvements usually require additional costs associated with improvements to drainage, landscaping, and pedestrian facilities

accommodate motorcycles, which increased parking supply and encouraged more fuel-efficient vehicles. Seattle installed pay and display stations and eliminated the striping for individual parallel parking spaces so that drivers naturally park more compactly allowing more vehicles to fit along the curb than with the typical standard dimensions.

Fairhaven has added on-street parking over the years through converting parallel spaces to angled spaces, which doubles the number of spaces along the curb. In addition, similar to Seattle, some parking occurs along the fringes of the neighborhood on gravel shoulders. Frontage improvements could be installed in areas with gravel shoulders, such as 13th Street, to add more formalized parking. In addition, vehicle parking spaces could be converted to bicycle parking where approximately one parking space is equivalent to ten bicycle spaces. This would serve more people, promote biking, and reduce parking demand.

Reducing Demand

This includes strategies to decrease the demand for parking such as transportation demand management (TDM), car sharing, charging for parking, incentivizing, unbundle parking, and improving non-motorized facilities.

Transportation Demand Management

There are a number of strategies for implementing transportation demand management (TDM), which are focused on reducing automobile use and getting drivers to make alternative mode choices. These measures balance the use of the transportation system by shifting travel modes, travel times, and how the system is used.

Washington State has a Commute Trip Reduction (CTR) Law that is designed to get employers with more than 100 employees to implement programs to reduce the number of drive alone trips, thereby reducing traffic, parking, and environmental impacts. CTR is required for larger employers, but the same programs can benefit smaller companies or a group of employers.

For the Bellingham area, WCOG and WTA currently administer the Smart Trips program which is the local CTR program for those that live or work in the City. The program is geared toward getting employees or regular commuters to use alternative modes of travel (i.e., walking, biking, and transit), alternative work hours, or carpool. There are several businesses and residents in Fairhaven that currently participate in Smart Trips. The program coordinator helps businesses develop transportation reduction strategies to encourage employees to use alternative modes and get incentives for not driving to work. Some cities have grants or other funds dedicated toward helping businesses develop ride matching services, subsidizing transit passes, and other employee support that reduces the dependence of automobiles.

Many of the businesses in Fairhaven are small, which often makes it challenging to facilitate and maintain a CTR program. Rather than businesses joining as individuals, the Fairhaven Village Association (FVA) could participate in Smart Trips as a group. The program coordinator would then work with FVA to develop transportation reduction strategies that work for the area as a whole and FVA

Transportation Demand Management

Benefits

- Reduces traffic and parking impacts
- Encourages mode shifts

Challenges

- Requires a manager with a large program
- Often funding for incentives needed to encourage employees

could help bear some of the cost for the program. To learn more about Smart Trips and how this could benefit the community, initially the program coordinator could give a presentation to FVA.

Car Sharing

Car sharing is a viable option in an area where people live, work and play. This is a service that is intended to reduce vehicle ownership by making a community car available to rent on an hourly basis. This allows people that live and work in an urban village, and do not need a vehicle for every day, use vehicular mobility when it is needed. It is also a cost saving option for people that do not need a car every day or want the burden of the expense of their own vehicle.

Car Sharing

Benefits

- Reduces vehicle ownership
- Reduces traffic and parking impacts

Challenges

- Providers need enough users to fund the cost of the vehicles and service

Zipcar is an example of a service provided in Seattle, Bellevue, Redmond, and Tacoma and many other cities throughout the nation. Typically, for these services to be successful there needs to be alternative modes available and disincentives to owning a car such as the cost of parking.

Bellingham had a car share company in the past but it closed due to lack of business. This may not be a viable option for Fairhaven currently, but it could be considered as development occurs and the area matures with more people living and working in the area.

Charge for Parking

Charging for parking is simply having people directly pay for the use of parking spaces. This can be implemented for both public and private lots and essentially is a management tactic that reduces demand, motivates ride sharing, promotes higher turnover, and can generate revenue. In recent years, there have been numerous studies that show positive support for paid parking in urban settings with a high demand for parking.

There has also been a paradigm shift of thinking with regards to the cost of parking. This has been most publicly written about by Donald Shoup where in many publications he has stressed that free parking is actually subsidized parking and the costs are indirectly passed on to customers and the public. Parking is paid for either directly or indirectly and when you charge for parking the user is paying.

Charge for Parking

Benefits

- Very effective at reducing demand
- Encourages mode shifts
- Less expensive to enforce than signed time restricted areas
- Generates revenue

Challenges

- Political difficulties
- Requires a thoughtful transition
- Costs to install infrastructure
- Cost to manage and enforce

Methods for charging for parking have evolved and improved over time as technology has changed. Technology in meters has significantly improved payment methods and the “paid parking” experience has become more convenient.

With the implementation of paid parking, pricing needs to be carefully considered to manage demand. The most common practice for setting pricing is to use occupancy rates as the indicator for cost. The key to establishing a price is to ensure it does not result in peak occupancies between 70 and 85 percent. Some jurisdictions are now implementing time of day parking meters to adjust the hourly price based on peak demand periods (i.e., higher price is charged during peak periods to encourage turnover).

Paid parking is currently utilized in downtown Bellingham and is typically in urban areas where the cost to develop parking is high and the supply is limited. For transitioning areas, more urban concepts such as charging for parking can be challenging and requires coordination, enforcement, and a thoughtful transition process. Other local agencies that are or have recently implemented paid parking include Tacoma, Kirkland, and Redmond. In the case of Redmond, the City has started the paid parking program in only a small area with approximately 300 spaces on-street. This allows the City to monitor the parking to ensure their goal of achieving more turnover and opening up more spaces for retail is being achieved.

In Fairhaven, the high demand for parking and utilization of parking in the commercial core would indicate that metered parking could be used to increase turnover and open up more spaces on-street. Along with paid parking implementation, considerations in Fairhaven should include creating a subsidy program for visitors and customers spending money on goods and services (i.e., validation) and providing low cost off-street employee parking within walking distance. In the future, paid parking could provide a source of revenue to help fund development of more parking and/or management strategies that support the parking plan.

Incentivize

Financial incentives are often used to reduce employee drive-alone commute trips and parking demand. Incentives could be in the form of cash payouts, transit pass subsidies, or discounted/preferred parking for carpooling.

Various employers and universities in Western Washington provide subsidies for transit, biking, carpooling, vanpooling, etc. As discussed previously, the Smart Trips program can help Fairhaven businesses with subsidies and incentives. This could also be done by developers. For example, some developers such as in Portland, Oregon and Redmond and Kirkland, Washington have agreed to provide transit passes to all residents as a condition of approval and/or incentive in exchange for reduced parking requirements. In Fairhaven, the cost savings from developments not having to build parking could be used to fund incentive programs to encourage use of alternative modes for tenants and employees.

Incentivize

Benefits

- Reduces parking and traffic impacts
- Encourages mode shifts

Challenges

- Management of a program
- Getting policies or agreements in place

Unbundled Parking

Private parking spaces in a development are often bundled into a rental/lease agreement and the costs of the parking are wrapped in the rent but advertised as free. If you unbundle these parking spaces and charge for them separately from rent, you can provide lower rents and the option for tenants to pay for the additional cost of parking. This makes the tenant more aware of their purchase and gives them the choice to pay for what they need and ultimately can result in overall lower parking demand.

Unbundled Parking

Benefits

- Reduces parking demand
- Encourages mode shifts

Challenges

- Parking is managed by private owners
- Requires public policy to encourage/support unbundled parking

In the City of Bellevue, building owners are required to include parking costs as a separate line item in leases and the parking cost has to be as much or more than the cost of a transit pass.

Fairhaven could adopt a similar policy and require that all building owners have parking as a separate line item in leases.

Improve Non-Motorized Facilities

Walking, cycling, and transit play a very important role in the overall multimodal transportation system by providing alternatives to the automobile. Improving non-motorized facilities such as connections, bike racks, and transit stations all encourage the use of alternative modes and make better use of the entire transportation system.

Most urbanized cities now recognize that transportation system plans should be multimodal in nature and include an improvement plan for the non-motorized system. As discussed previously, the City of Bellingham is currently updating their non-motorized plans. As part of this update, the City should work with Fairhaven and the development community to identify a priority for what and how improvements are completed.

New developments could be required to construct or fund these non-motorized improvements to mitigate their transportation and parking impacts.

Improve Non-Motorized Facilities

Benefits

- Reduces parking demand
- Increases non-motorized use
- Provides social, health, and environmental benefits
- Less costly than providing additional parking

Challenges

- Funding non-motorized connections and facilities are at times not prioritized over other operational needs.
- Costs associated with drainage, landscaping and other aspects can be expensive.

Awareness/Enforcement/Authority

In order to make parking strategies effective, Fairhaven will need to provide public information and outreach, enforcement so that regulations are not ignored, and monitoring to adjust and adapt to future conditions.

Wayfinding and Information

Wayfinding is used to link drivers to available parking. It decreases traffic congestion and increases efficiency in finding a parking space by directing drivers to available parking and avoiding added traffic from people circulating through the system to locate spaces. Studies in urban areas show that as much as 30 percent of traffic can be associated with drivers circulating to find parking. With drivers guided on a direct path to available parking the more traffic and environmental impacts will be reduced and the overall transportation system will function more efficiently.

Wayfinding and Information

Benefits

- Reduces traffic impacts and additional vehicle circulation

Challenges

- Currently, no one specific parking location to direct drivers
- Implementing ITS is can be costly

In addition to wayfinding signs along roadways, other information and educational media such as websites and tourist maps can be used to direct drivers to available parking. Also as a long-term strategy, Intelligent Transportation Systems (ITS) principles could be applied using electronic signs and/or a website to show how many available spaces are in a parking lot or on a particular block so that drivers are directed to actual open spaces rather than just areas with parking. The cities of Seattle and San Francisco are both using ITS technology for parking. Seattle implemented the “ePark” system with signs placed along the main travel routes in downtown showing the number of available parking spaces in parking garages. San Francisco is currently testing the “SFpark” system for on-street parking. The City has installed sensors at over 8,000 of the metered parking spaces to track when and where spaces are available. Drivers can use the website and smartphone applications to get real-time information on parking availability.

There are some parking wayfinding signs in Fairhaven, but parking is throughout the community and there is no dedicated parking area. Additional signs could be installed directing customers to those areas that are underutilized. Signs directing drivers to available parking should be easily identifiable and have a consistent look and feel throughout Bellingham.

Enforcement

Enforcing parking regulations is an important component to making sure the parking system and regulations are followed. Without enforcement many parking management strategies will be ignored, abused, and ineffective. Developing a parking enforcement plan needs to be a part of any parking management program and should be reviewed and updated to meet the changing needs of the system as well as available technologies. Each parking management strategy requires a different form or level of

Enforcement

Benefits

- Ensures that parking management is effective
- Generates revenue to help fund further parking improvements

Challenges

- Enforcement requires staff and additional costs

enforcement that needs to be considered in the overall cost-benefit. Typically, enforcement costs are offset by revenues generated from ticketing violators.

New technologies are helping cities like Kirkland monitor and enforce time-restricted parking areas. Most jurisdictions utilize a parking attendant to walk or drive various routes and chalk tires on a regular interval. Kirkland has installed license plate recognition devices on their parking enforcement vehicles, which allows them to quickly drive down a street and have a software program automatically identify violators.

Currently, the City has a towing program for repeat violators (i.e., four or more unpaid parking tickets that are more than 45 days old are considered scofflaw). Towing can often be labor intensive for staff. The City of Seattle has currently implemented a booting program, where tickets must be paid in full and the boot fee must be paid within 48 hours or the vehicle may be towed. If towed, full payment plus the boot and tow fees must be made before the car is released from impound. Using the boot is typically far less labor intensive than towing vehicles and is easier for the driver to handle. Boot fees are typically lower than towing fees and the drivers do not have to travel to the impound lot.

Parking Authority

Establishing a parking management association such as a parking authority, parking committee, or a parking coordinator position can be an effective way to monitor, modify, or adopt new parking management practices as the parking system evolves and changes. The role of this authority would be to organize and manage validation programs, promotional campaigns, commuter trip programs, rideshare matching, and assist with parking agreements between developers. The City of Bellingham has a Transportation Commission that is charged with helping to shape the future of Bellingham by taking a long-range strategic look at transportation issues and providing recommendations on policy choices and investment priorities. This Commission absorbed the advisory responsibilities of the City's Parking Commission and the Bicycle and Pedestrian Advisory Committee, both disbanded in 2009. Fairhaven has representation on this committee and should use this group to engage with the City and citizens on parking issues.

Parking Authority

Benefits

- Provides a unified point of contact and set of information
- Makes it easier for businesses to deal with specific parking issues
- Creates a sounding board for all parking issues

Challenges

- Determining how much authority it will have or need to be successful
- Costs to implement the authority and who bears that cost

Parking in the City of Kirkland became such a concern that a citizen volunteer committee was formed. The committee first conducted studies, gathered input from community members and became a central point of representation for the local residences and businesses. This particular committee has no official authority, but is able to provide direct recommendations to City Council for consideration. The City of Tacoma established a Parking Advisory Task Force as part of their role out of the new paid parking system.

As discussed, the Transportation Commission is the central point of contact for engaging with the City and citizens on parking. As parking issues increase and more parking management strategies are implemented, the Transportation Commission could create a management authority that provides uniform review of parking issues Fairhaven. Additional consideration could be given to having the Fairhaven Village Association take this management role

through the use of the authority given in the current or modified Fairhaven Parking District agreement.

Other Jurisdiction Experience

Each community has its own goals and objectives and deals with parking differently. However, Fairhaven can learn from the experience of other jurisdictions to assist in selecting parking management strategies. Based on research and communication with jurisdictions in Washington and throughout the United States, the following provides some lessons learned related to parking:

- Work in a collaborative environment, but recognize that ultimately unpopular decisions may need to be made to benefit the community as a whole (i.e., strategies may not be popular but may be critical to the success of parking)
- Maintain a data driven process so that facts can be used to back-up choices for strategies
- Maintain clear signage to assist in finding parking as well as understanding parking regulations
- If there is available parking in close proximity of destinations, it may be difficult to attract users to public parking lots and garages located outside the core area (even if they are within only a short walking distance)
- Providing flexible parking standards with no required minimum parking allows development to self-regulate and only build what is necessary.
- Recognize that parking strategies will need to change and adapt as the community grows and issues change
- Pair parking programs with transportation demand management to reduce needs and encourage alternative modes
- Understand that in more suburban locations the mentality for using alternative modes is different so incentives may be important
- Work with developers to find win-win solutions such as constructing non-motorized or transit improvements or paying fees in lieu of developing costly parking
- Utilizing new and innovative technologies to improve enforcement, payment collection for paid parking, wayfinding, and information outreach
- Most communities have an initial fear or resistance to implementing paid parking, which typically dissipates after implementation

Section 5. Parking Garage Analysis

The Fairhaven Neighborhood and Urban Village Plan recommends the Parking Plan consider a public parking garage. This section reviews the location and recommendations related to the need for a public parking garage.

The benefits of a public parking facility need to be weighed against other considerations. A significant benefit is that a facility can be used and shared by all uses within walking distance. Walking distance is often identified as anything within 2.5 minutes or 600-800 feet. A single garage encourages a park-once setting with the idea that visitors or customers make multiple walking trips to local area shops and services. Having one facility also allows the community to provide wayfinding, guidance, and traffic routing to one specific location as well as consolidates capital, operations, and maintenance costs associated with the garage.

Need for Garage

Based on the available supply of parking and projected demand, the need for a large public parking garage is not seen as necessary or even a high priority in the immediate future. Parking management strategies identified in this analysis are anticipated to be more cost effective in the near term; however, with significant reductions in the parking supply or reluctance to implement more aggressive management strategies, deficiencies could result. For example, if large amounts of parking are removed through reconfiguring on-street parking or the loss of significant off-street parking were to occur through development without developing additional parking, a parking garage could be an alternative option. Typically, consideration of more aggressive parking management strategies or adding parking is triggered when utilization increases to between 75 and 85 percent. If all desired parking management strategies are implemented and utilization still reaches this level then a parking garage could be a viable consideration.

Communities like the City of Kirkland and the City of Concord, NC opted to provide for public parking garages instead of requiring more aggressive management strategies such as paid parking. In both cases a public garage was combined with other public uses such as a library, city hall, or police headquarters as part of a shared facility. The City of Kirkland built their garage a couple of blocks away from the core commercial area and it is often underutilized as drivers prefer the more convenient on-street parking or surface lots in the core. It is typically only fully utilized during special community events that occur on an infrequent basis.

Feasibility of Identified Potential Location

Currently, land to locate a public parking facility is limited. One potential location is at the northwest corner of Mill Avenue and 10th Street (i.e., triangular parcel). To access a garage on this site, as well as other locations on the west side of Fairhaven, drivers would travel through the community. This increases congestion on the Fairhaven street system. A more ideal public parking location would be located on the north or east side of Fairhaven capturing traffic before it enters the main portion of the community and minimizing traffic through the community.

The triangular parcel was also evaluated in terms of feasibility related to constructing the parking structure. Appendix F provides the feasibility analysis. In addition to evaluating the identified triangular parcel, an expanded footprint and utilization of the Port of Bellingham property was reviewed. Both the identified triangular parcel and expanded footprint, are very inefficient in terms of the garage circulation and number of parking spaces, and will require coordination with the Port for garage access. Using the land owned by the Port to create a

rectangular garage would be more efficient in terms of the layout, which provides more parking spaces and an overall better functioning garage.

Financing

Financing of a parking garage is often costly and difficult for a small community to undertake. Based on the three parking options evaluated, the construction of the garage ranges from \$4.3 to \$8.3 million plus additional program (e.g., permitting, design, contingencies, etc.) costs, which are 35 percent of the construction costs, or \$1.5 to \$3 million for these types of facilities. This results in approximately \$6 to \$11 million for the parking structure.

Typically, public parking facilities are funded in conjunction with a public project (e.g., a library, civic center, etc.) and significant contributions from developers. One approach to consider would be to implement parking management strategies that over time may elevate to metered or paid parking. The revenues from parking fees and potential enforcement fines could be used to help fund the parking garage. Another approach could include fee-in-lieu-of strategies. A fee-in-lieu strategy is sometime used to collect money from developers to help fund parking strategies or other transportation improvements. This can be done as a parking impact fee or as incentive to not building your own parking. The idea is to reduce the costs of development while also diverting some of the cost that developers would otherwise spend toward public uses such as parking. The fee structure would need to be carefully considered to ensure overall objectives are met.

Section 6. Parking Plan Recommendations

The Fairhaven Neighborhood and Urban Village Plan provides an outline for a denser vibrant community that will be developed over the next 20 years. Parking will be a critical component of the overall success, which will require coordination between the City, neighborhood, and private development community. This section identifies recommendations for managing parking; strategies will need to evolve over time as Fairhaven grows and the community changes. The ultimate goal will be to make sure parking is managed to meet the goals and objectives of the community.

Based on the evaluation of the existing conditions, there is ample parking within the study area as a whole and enough parking to serve the existing uses; however, the lack of management results in difficulties finding parking in the most desired areas of the commercial core. The following recommendations have been identified to provide a solid foundation for managing and developing the Fairhaven parking system. The strategies are intended to be implemented in phases. Table 3 provides a summary of the phased parking management strategies and a more detailed framework of how the strategies would change with growth and development follows.

Table 3. Summary of Parking Management Strategies by Phase

| Phase | Trigger | Strategies |
|------------------------------------------------------------------------|----------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Phase 1 – Balance Utilization and Increase Turnover | Immediately | <ul style="list-style-type: none"> • Impose paid parking in the commercial core and 2-hour time limits along other commercial frontages • Improve enforcement of parking regulations • Encourage employees to park in underutilized areas • Use Fairhaven Village Association as a central point of contact for the Smart Trips program • Establish monitoring program |
| Phase 2 – Expand Restrictions and Shift Modes | As Needed based on Monitoring Study | <ul style="list-style-type: none"> • Expand 2-hour time limits to areas exceeding 70% occupancy or where turnover is desired • Add 30-minute spaces and/or consider 90-minute restrictions if 2-hour areas reach 70 - 80% occupancy • Improve parking information. • Establish shared parking agreements with off-street lots • Require a parking demand study as part of development applications and measures to reduce demand and increase public parking supply as needed. • Base development parking requirements on parking demand study • Improve walking, biking, and transit facilities to encourage mode shifts and expand parking range. • Consider fee-in-lieu or other parking fees to fund public parking improvements. |
| Phase 3 – Aggressive Management and Increase Supply | Peak Occupancy Exceeds 80% | <ul style="list-style-type: none"> • Provide incentives to develop shared public parking. • Consider paid parking for high demand areas. • Expand transportation demand management strategies. • Improve walkability, security, and pedestrian realm. |
| Phase 4 – Long Term Strategies | Parking Supply Problems Continue after Other Strategies Implemented. | <ul style="list-style-type: none"> • Consider developing a public parking garage. • Consider providing remote parking with shuttle services. • Consider establishing residential parking zones. |

Phase 1 – Balance Utilization and Increase Turnover

The initial phase would primarily be completed to better balance the utilization of parking through the study area and increase turnover for the more desired parking locations. In addition, it would start to establish approaches to accommodate growth.

Commercial Core Parking – To open up more parking in the high demand commercial core, paid on-street metered parking should be considered for the high demand areas that already experience high levels of turnover. Parking fees should consider the City Center hourly price, but could initially be set low and adjusted upwards based on demand and utilization. With paid parking, Fairhaven could consider including a validation or subsidy program for visitors and customers spending money on goods and services and providing low cost off-street employee parking within walking distance.

Time Restricted Parking – To increase turnover and open up more parking along commercial frontages, time restricted parking should be implemented. Implementing a two-hour time restriction for commercially zoned frontages will insure that turnover is occurring and likely make additional parking available in the high demand areas where parking is free.

Enforcement – Additional enforcement would be needed to make sure that paid, time restricted, and other parking regulations are effective. The City's ticketing process in the City Center has been effective in gaining compliance and could be implemented in Fairhaven. New technologies should also be considered such as smart meters, license plate recognition devices, and a boot program. As needed, consideration can be made in the future to increasing fines in an effort to obtain more compliance.

Employee Parking – Encourage employees to park in underutilized areas. This may include designating certain areas for employee parking or providing time limits in all areas where long term parking is not desired. In addition, extra space in nearby private parking lots and garages could be used or leased for employee parking. Shared parking for employees would work well with residential parking garages given that residents typically have peak demands that are opposite of typical daytime employees. Another option would be to allow employees to park in some time restricted areas with purchase of a monthly permit.

Transportation Demand Management – Measures to reduce the dependence on the automobile should be implemented. This could include having employers provide bus pass subsidies, bike racks, and other facilities that would encourage use of alternative modes. The Fairhaven Village Association (FVA) could participate in the WCOG Smart Trips program as a group to aid small businesses that might otherwise not be able to join. FVA would serve as a central point of contact for developing transportation demand management programs. The Smart Trips coordinator would work with FVA to develop strategies that work for the area as a whole and FVA could help bear some of the cost for the program. Initially, FVA might only be a source to educate the business community on how to reduce demands and evolve into managing and running different programs such as ride matching and validation programs. To learn more about Smart Trips and how this could benefit the community, the Smart Trips program coordinator could give a presentation to FVA. Initial funding for the transportation demand management program could come from revenues available from the current Fairhaven Parking District.

Monitoring Program – The data collected in this study provides a benchmark for evaluating the performance of the parking system. A parking monitoring program should be established to understand parking demands and utilizations seasonally and impacts of future changes from development, management strategies, and policies changes. At a minimum, data should be collected to understand the seasonal characteristics of parking in Fairhaven and then as needed every one to three years depending on how quickly development occurs or parking management strategies and policy are implemented.

Phase 2 – Expand Restrictions and Shift Modes

This phase would expand on measures recommended for Phase 1 and provide measures to address likely scenarios that may result with the implementation of Phase 1 management strategies. After implementing Phase 1, parking will need to be monitored to determine the appropriate next steps. Some of the likely scenarios include:

- Higher occupancies in new areas surrounding the fringes of the time restricted or paid parking
- Increase parking demand or reduction in supply for off-street parking areas with development (reduction in parking supply could include development of the “Pit” property that is currently being used for parking)

The following measures would help address these conditions and could be implemented as necessary:

Expand Time Restriction Area – As other parking areas become more utilized and more retail store fronts emerge, consideration should be given to expanding the time restriction where commercial frontages exist and occupancy exceeds 70 to 80 percent.

Modify Time Restricted Area – If turnover and available spaces are still difficult to find after implementing a 2-hour time restriction, provide a shorter 60- to 90-minute restriction or add a couple 30-minute-limit parking spaces per block. Driver confusion can occur if there are too many different time restrictions, so restrictions need to be clearly presented and as consistent as possible.

Updated Development Regulations – The Fairhaven and Tenth Street Parking Districts are limited in scope and the areas that they serve are primarily built-out. The parking districts should be updated and expanded or City development regulations should be modified for the Fairhaven Urban Village to respond to emerging parking issues. Changes to parking requirements should be flexible enough to allow innovative solutions and consideration should be given to eliminating minimum parking requirements. Development parking requirements should be based a parking demand study to assess actual needs as part of the development application. This would include a parking demand study for both new development as well as a change in use for an existing property. Based on the established parking demands, the developer could meet parking needs through a variety of options including providing on-street parking, shared or public parking, fee-in-lieu of providing parking or parking impact fees to fund enhanced management strategies, and other measures that would reduce or meet parking demands. The updated parking district or development regulations should create a list of priority improvements and enhancements that could be implemented with development fees or directly constructed by developers.

Private Development Contributions – Consider incentives for developers to implement management strategies or provide shared public parking. Require that parking needs be evaluated as part of development applications. Work with developers and property owners to implement measures that reduce demand and increase public parking supply. Encourage/require more shared parking agreements and unbundled parking. Encourage development to include non-motorized improvements such as enhanced street frontages, public connections through their site, improved transit stops, covered walkways, bike parking, and locker/shower facilities to enhance non-motorized travel.

Shared Parking – Establish shared parking agreements with off-street lots. A pilot project could be conducted where property owners are most cooperative to demonstrate the benefits

of shared parking and help establish a protocol for how this would be implemented. Use this as a catalyst for encouraging other shared parking initiatives and reduce the need for excess underutilized off-street parking. Establish a standard shared parking agreement that can quickly be used by others. Prior to final approval of shared parking, developers would need to conduct parking analyses to demonstrate that shared parking would be sufficient to accommodate needs.

Parking Information – Improve parking information through additional wayfinding signage, community or tourist maps that identify parking areas, and website communication regarding parking.

Non-Motorized Improvements – Through the development of the pedestrian master plan and other non-motorized plans, consideration should be given to identifying improvements that would benefit the walkability of Fairhaven within the parking influence area. In addition, other improvements that reduce the dependence on the automobile would help to reduce parking impacts as well. This could include public bike parking that is covered, convenient, and safe.

Reconfigure Parking - Opportunities to add more parking or make parking configurations more efficient should continue to be explored. This could include providing curb areas for smaller motorcycle parking or additional angled parking. If angled parking is explored, considerations for back-in angled parking should be evaluated as back-in parking is often found to be safer for vehicles re-entering the traffic stream. Other options include providing dedicated spaces for electric vehicles to encourage less environmental impacts.

Phase 3 – Aggressive Management and Increase Supply

This phase would include more aggressive measures to implement as parking occupancies throughout the area increase to levels above 70 to 80 percent. The recommended measures for Phase 3 expand on those implemented in Phases 1 and 2 and address scenarios including:

- Higher occupancies for on- and off-street parking areas
- Increased level of illegal parking
- Parking becomes a more desired and valuable commodity

The following measures would help address these conditions and could be implemented as necessary:

Paid Parking – Metered parking would more strongly be encouraged or expanded at this point if not implemented in Phase 1 or 2. This could be considered after other management strategies (such as time restricted regulations and off-street shared parking) have been in place and utilization reaches a 70 to 80 percent level.

Expand Transportation Demand Management – Improve and expand transportation demand management strategies that support shifting modes of travel and reduce parking demands during peak periods.

Expand Non-Motorized Improvements – Improve walkability and security through greater improvements to the pedestrian and bike realms through improved lighting, access through developments, and more regional connections.

Phase 4 – Long Term Strategies

This phase would include long term considerations after the majority of other management strategies are exhausted or not desired. Some of the likely scenarios that could be addressed with these measures include:

- Higher level of development occurs and the majority of off-street parking is developed
- Demands exceed supply
- Parking spills over into neighboring residential areas

The following measures are longer term considerations:

Public Garage – A public parking garage could be explored further if there are significant reductions in the parking supply or there is reluctance to do some of the more aggressive parking management strategies. If a public parking facility is desired, additional considerations would need to be made related to location, traffic impacts, access, site circulation, costs, height/bulk/scale, and financing. As discussed in the evaluation of the parking garage, a location that minimizes the need to travel through Fairhaven would be most desirable.

Satellite/Remote Parking – Additional permanent remote parking areas outside of the urban village area could be developed and served by shuttles or transit. This strategy is included in Phase 4 because some amount of capital and land would be necessary to provide satellite/remote parking; however, utilizing satellite/remote parking for special events or during higher seasonal periods is currently being done and should continue in the near term. In addition, if funding and land becomes available from the private sector, consideration could be given to providing this as part of an earlier phase.

Residential Parking Zones – If parking problems spill over into neighboring residential areas, a residential parking zone could be established to allow residents convenient on-street parking. Residential areas should be included in the parking monitoring program recommended for Phase 1 to track overflow parking that may be occurring along these streets. Consideration should be given to a residential parking zone if an area experiences at least 75 percent on-street utilization with 25 percent of the parked vehicles owned by nonresidents. The parking zone should only be implemented if a majority of the residents are in support of the system. There are many different ways to operate residential parking zones, which would dictate how this strategy is ultimately funded. For example, residential permits can be free or sold; nonresidential parking maybe prohibited, time limited, or a certain number of permits may be sold at a higher price; enforcement may be regular or only in response to complaints; etc.