

Appendix B Parking

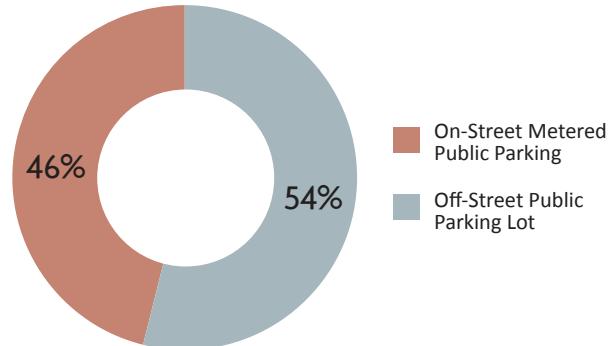


During the summer of 2016, MCPC staff and interns inventoried parking resources within the downtown commercial district and performed initial on-site parking observations to develop a procedure to determine general parking occupancy rates (the percent of available parking spaces occupied at different times of the day and different days of the week) and learn more about the existing supply of public parking and site conditions.

Jenkintown Parking Inventory

The Borough's parking regulations (Chapter 172) as well as aerial photography and site visits were used to create a map and inventory of the Borough's public parking resources and restrictions. The number of public parking spaces (both off-street/in a parking lot and on-street) and associated time restrictions were inventoried within the downtown commercial area generally bounded by Hillside Avenue to the north, Vernon Road to the east, Summit Avenue to the south, and Cedar Street to the west. Map 36 on the following page shows the public parking locations within the downtown commercial area. The parking locations are labeled with an "L" if it is an off-street parking lot or an "M" if it is an on-street metered parking location. These labels correspond to the labels on the sample data collection sheet in Figure 30 on page #.

Figure 29. Distribution of Downtown Commercial Area Public Parking by Type



A total of 276 public parking spaces were inventoried within the downtown commercial area study area. Over half (54%) of the public parking spaces are located in three off-street public parking lots: Town Square, Greenwood Avenue, and Borough Hall (see Figure 29 to the right and Table 47 below).

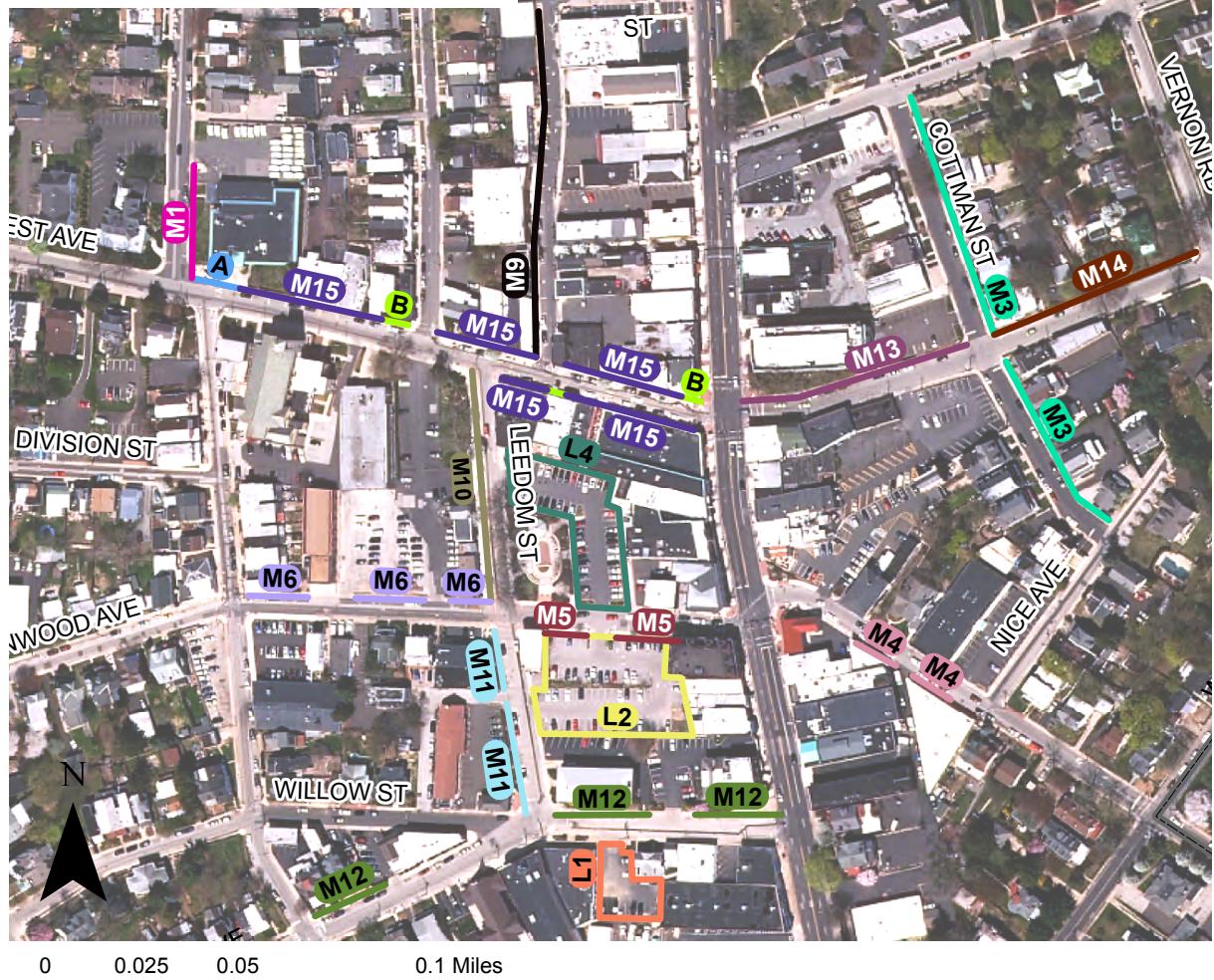
Table 47. Downtown Commercial Area Public Parking Supply by Type

Public Parking Type	# of Spaces	% of Spaces
Off-Street	149	54%
On-Street Metered	127	46%

Map 36. Downtown Commercial Area Public Parking Locations

Public Parking Locations & Time Limits

- L1 Borough Hall Parking Lot
- L2 Greenwood Avenue Parking Lot
- L3 Library Parking Lot
- L4 Town Square Parking Lot
- M1 Cedar Street (3 hrs)
- M2 Cherry Street (10 hrs)
- M3 Cottman Street (3 hrs)
- M4 Greenwood Avenue (3 hrs - east of Old York Rd)
- M5 Greenwood Avenue (3 hrs - west of Old York Rd)
- M6 Greenwood Avenue (10 hrs - west of Old York Rd)
- M7 Hillside Avenue (10 hrs)
- M8 Johnson Street (3 hrs)
- M9 Johnson Street (4 hrs)
- M10 Leedom Street (3 hrs)
- M11 Leedom Street (10 hrs)
- M12 Summit Avenue (3 hrs)
- M13 West Avenue (3 hrs - east of Old York Rd)
- M14 West Avenue (10 hrs - east of Old York Rd)
- M15 West Avenue (3 hrs - west of Old York Rd)
- A Loading Zone (15 minutes)
- B Loading Zone (20 minutes)



Date of Observation _____
 Day of Week _____

Jenkintown Parking Occupancy
 Summer 2016

Conditions (e.g., weather, special events) _____

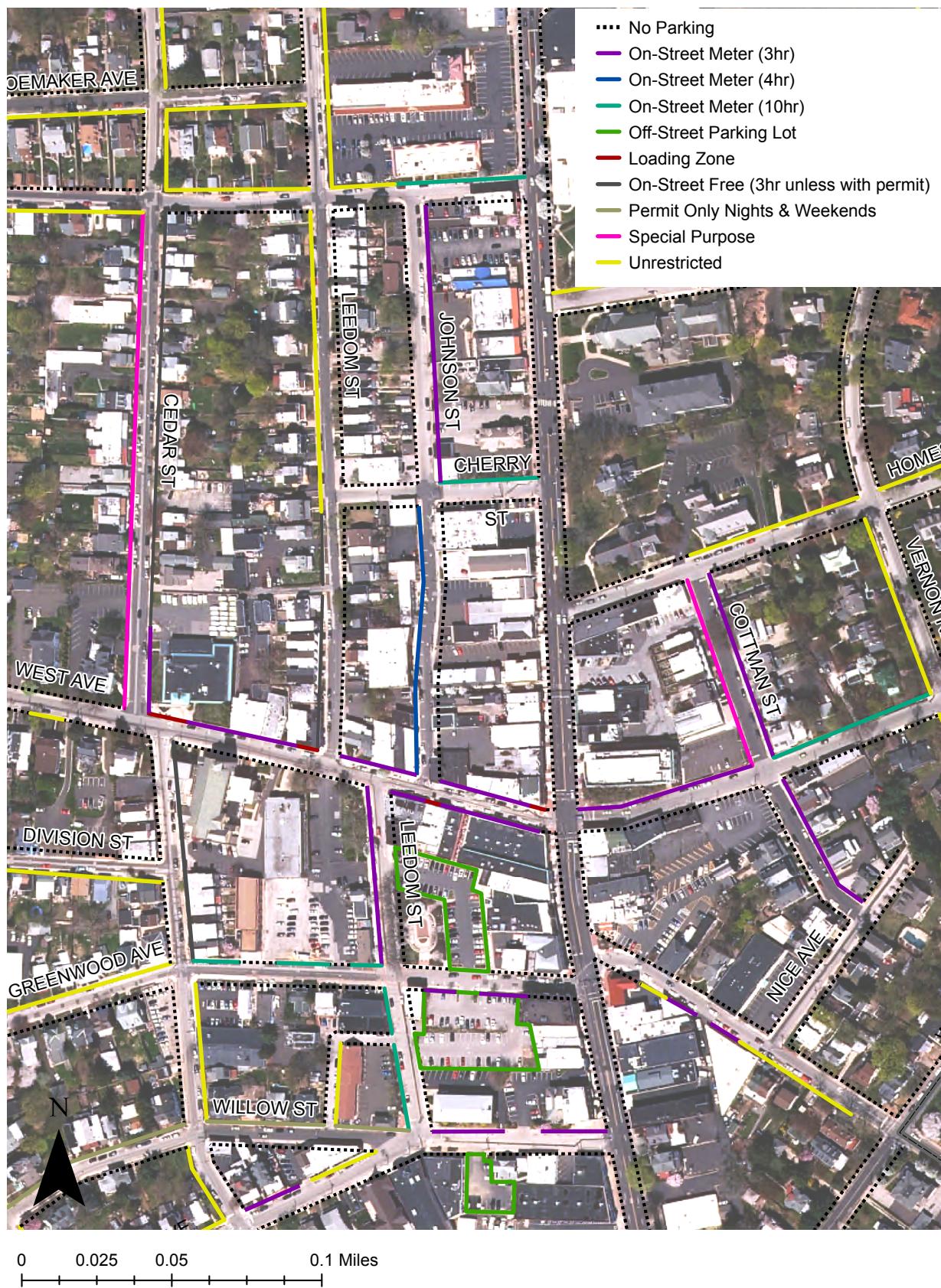
MAP KEY	LOCATION/TYPE	TIME LIMIT	INVENTORY	NUMBER OF PARKING SPACES OCCUPIED																
				6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM
L1	Borough Hall Parking Lot	Off-Street	No Limit	9																
		Off-Street	Reserved	5																
L2	Greenwood Avenue Parking lot	Off-Street	4hr	48																
		Off-Street	10hr	18																
L3	Library Parking Lot	Off-Street	No Limit	50*																
		Off-Street	Reserved	2																
L4	Town Square Parking Lot	Off-Street	3hr	47																
		Off-Street	Reserved	2																
M1	Cedar Street (north of West Ave)	On-Street	3hr	5																
M2	Cherry St. (west of OR)	On-Street	10hr	6																
M3	Cottman St. (from Nice Ave to Homestead)	On-Street	3hr	13																
M4	Greenwood Avenue (east of OR)	On-Street	3hr	4																
M5	Greenwood Avenue (west of OR)	On-Street	3hr	5																
M6	Hillside Ave	On-Street	10hr	7																
M7	Johnson St.	On-Street	10hr	11																
M8	On-Street (north of Cherry)	3hr	11																	
M9	On-Street (south of Cherry)	4hr	15																	
M10	Leedom Street (south of West Ave)	On-Street	3hr	9																
M11	Summit Avenue (west of OR)	On-Street	10hr	8																
M12	West Ave (east of OR)	On-Street	3hr	12																
M13	West Ave (west of OR)	On-Street	3hr	9																
M14	West Ave (west of OR)	On-Street	10hr	8																
M15	A	On-Street	3hr	22																
	B	On-Street	15min	1																
	West Avenue (@ train station)	On-Street	20min	3																
N/A		On-Street	10hr	10*																

Off-Street Public Parking Lot
 On-Street Metered Public Parking

* Count approximated - provide corrections, if applicable

Name of Observer _____

Map 37. Downtown Commercial Area Public Parking Restrictions



The current supply of public parking in the downtown commercial area was also inventoried based on parking time limit (see Figure 31 to the right and Table 48 below). Approximately half of the parking spaces currently have a 3-hour time limit. 20% of the parking spaces have a 10-hour time limit which allows for day-long parking for employees and business owners. A total of 20 parking spaces are reserved or associated with a 15- or 20-minute loading zone. Map 37 on the previous page shows the geographic distribution of public parking by time-limit and other restrictions (such as no parking areas).

Figure 31. Distribution of Downtown Commercial Area Public Parking by Time Limit

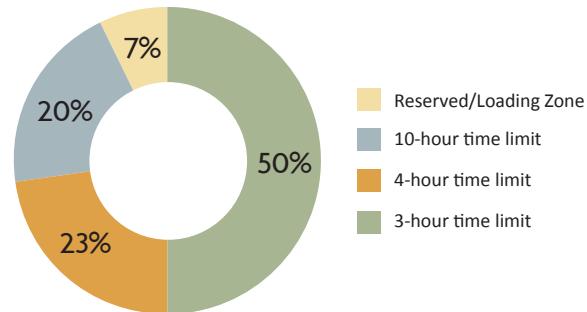


Table 48. Downtown Commercial Area Public Parking Supply by Time Limit

Public Parking Time Limit	# of Spaces	% of Spaces
3-hour Time Limit	137	50%
4-hour Time Limit	63	23%
10-hour Time Limit	56	20%
Reserved/Loading Zone	20	7%

Initial Parking Observations

On Wednesday June 29, 2016 MCPC staff and interns conducted hourly parking counts from 9:00 am to 5:00 pm in each of the public and metered on-street parking spaces and lots within the downtown commercial area. Every hour the number of occupied parking spaces on each block and in each parking lot was recorded. The percentage of occupied parking spaces was then calculated. Within the study area as a whole, the peak hour of occupancy during this one day of observations was 1:00 pm when 59% of the public parking spaces were occupied. A slightly higher percentage of on-street metered parking spaces were occupied at this time compared to off-street parking spaces (see Table 49 below).

Table 49. Downtown Commercial Area Public Parking Occupancy by Type

Parking Type	Parking Supply	# of Spaces Occupied @ 1:00 pm	% of Spaces Occupied @ 1:00 pm
Off-Street	149	71	56%
On-Street Metered	127	92	62%
Total	276	163	59%

The distribution of occupied parking spaces by type (see Figure 32 to the right) shows that a greater percentage of the occupied parking spaces during the peak hour of occupancy were on-street metered parking spaces than off-street parking lot spaces. If this pattern is consistently observed through additional parking studies, it may suggest that more on-street parking spaces are needed.

Parking occupancy rates can also be categorized based on the various time limits associated with the public parking spaces within the downtown area (see Figure 33 to the right and Table 50 below). During the peak hour of parking occupancy, the 3-hour parking spaces had the highest percentage of occupancy at 70%. The 3-hour time limit parking spaces are located in the Town Square parking lot and along the busiest commercial streets of West Avenue and Leedom Street; therefore these parking spaces are most convenient to most of the restaurants and shops. The location of the 3-hour time limit parking spaces may be a greater factor in the seeming popularity of these parking spaces, rather than the time-limit itself.

Figure 32. Distribution of Occupied Public Parking by Type at Peak Hour of Occupancy

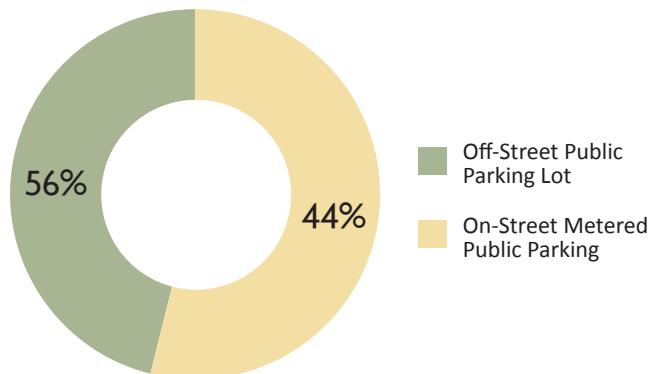


Figure 33. Distribution of Occupied Public Parking by Time Limit at Peak Hour of Occupancy

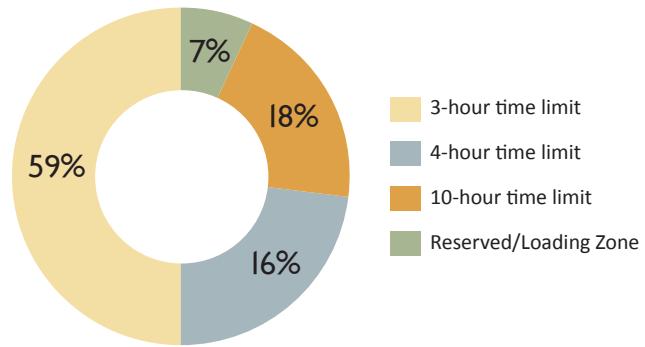


Table 50. Downtown Commercial Area Public Parking Occupancy by Time Limit

Parking Time Limit	Parking Supply	# of Spaces Occupied @ 1:00 pm	% of Spaces Occupied @ 1:00 pm
3-hour Time Limit	137	96	70%
4-hour Time Limit	63	26	41%
10-hour Time Limit	56	30	54%
Reserved/Loading Zone	20	11	55%
Total	276	163	59%

Initial Parking Recommendations

Based on the preliminary parking inventory and observations, the following policy change and physical improvements were discussed as potential changes to improve the efficient use of the parking resources within the downtown commercial area. See the Parking sub-section of the Economic Development Theme for more information.

Policy Changes:

- Increase parking rates/parking ticket fines
- Deter resident permit and merchant use of metered spaces
- Analyze data from parking kiosk system
- Coordinate with property owners to improve efficiency of private parking lots

Physical Improvements:

- Create consistent signage/improve wayfinding
- Maintain meters/replace missing or broken meters
- Maintain efficient meter spacing – paint spaces, as needed

Parking Study Outline

Strategy ED8a within the Economic Development Theme recommends that a full parking study be conducted to evaluate parking need and supply in the main commercial areas of the Borough as well as in residential areas, particularly residential areas adjacent to commercial uses and the train station where “spill-over” parking may have a negative impact on the supply of parking for Borough residents. Below is an outline of the potential procedure for a parking study.

Task 1 – Define Study Area

Determine the appropriate study area for the parking study. When determining the boundaries of the study area, interactions between commercial and residential land use, areas around regional transportation hubs, popular dining and entertainment destinations, and areas where parking issues have been observed, should be included.

Task 2 – Obtain and Review Data

Collect data on the current parking supply, parking regulations and requirements, information about the enforcement and revenue associated with public parking, and how future development planned within the study area (as well as any anticipated population change) may affect parking supply and demand.

Parking supply (both on-street and off-street; and public and private) should be inventoried within the full study area and mapped and categorized based on location, hourly time-limits, meter type, cost, and other restrictions. Parking enforcement and revenue collection data should be analyzed at this stage as well.

A community survey or other public outreach strategies could be used to gather input from residents and other stakeholders regarding parking concerns within the Borough. Potential community survey questions include:

- Business name, address, contact person
- Type of business: office, commercial, restaurant, institutional, industrial, entertainment
- Gross leasable area (square feet)
- Number of employees: full-time vs. part-time, # that drive to work, # off-street employee parking spaces provided on-site
- Number of parking spaces owned/rented by business: for customers vs. for employees
- Do you anticipate increasing staff?
- Do you/employees/customers have trouble finding adequate parking? If yes, have you identified a specific problem or challenge?
- When is the most difficult time to find parking in general (day/week/month)?
- Specific deficits in parking? Where? When?
- Do you see a need to increase availability of parking spaces in the business district?
- Would you be willing to pay for increased parking?
- Are your loading/delivery needs met?

Task 3 – Conduct Parking Demand and Occupancy Survey

Examine and measure the parking demand and occupancy of parking areas within the study area. Parking occupancy data will be collected on a typical busy weekday, on a weekday evening, and on a weekend day. On the day of the site observations and occupancy counts, take note of: roadway improvement projects/detours; weather conditions; movie times/community events. An example parking observation data collection sheet is shown in Table 51 below.

Table 51. Example Parking Observation Data Collection Sheet

Parking Type	Inventory	# observed occupied at each hour				Peak % Occupied of Parking Type
		9 am	10 am	11 am	...	
Surface Lot	#	#	%
On-Street Meter	#	#	%
...	#	#	%
Total	#	#	%
Total % Occupancy at each hour		%	

The data collected can then be used to determine parking “adequacy” based on the effective parking supply. The effective parking supply takes into account parking spaces lost because of poorly parked cars, poor snow removal, construction, delays with cars entering/exiting (flow), etc. Parking supply operates most efficiently when only 80-95% of the parking spaces are occupied; otherwise patrons may experience frustration in finding an open spot or delays which create a perception of inadequacy. The effective parking rate for on-street/visitor parking is 85%; however the effective parking rate for employees or other repeat parkers who are more familiar with the area is 95%.

The effective parking supply is equal to the parking inventory times the effective parking rate (typically between 80 and 95%). The observed peak parking occupancy can then be subtracted from the effective parking supply to determine the peak hour parking adequacy. If this value is positive then there is a parking surplus; if it is negative then there is a parking shortage or deficit. For example, a high utilization/occupancy rate of the most visible/prime parking spaces can result in the perception of a parking shortage. However, if a first-time visitor/customer is able to observe sufficient surplus parking, they will feel confident enough that if they returned on another day, they would be able to find a parking space again. It is also important to note that short-term parkers or impulse stoppers are more likely to be sensitive to walking distance between parking and their destination, and therefore more easily discouraged if the most convenient parking is not available.

Task 4 – Develop Recommendations

Based on information collected, develop a list of potential policy, regulatory, and operational alternatives for discussion with Borough officials that could help to address existing and future parking conditions within the study area. The preferred alternatives can be elaborated on further, including landscape/parking lot layout designs and photo visualizations. Table 52 below summarizes potential recommendations that could be used to address various parking issues that could be identified through a parking study.

Table 52. Potential Recommendations by Parking Issue Identified

Parking Issue Identified	Potential Recommendations
Insufficient long-term parking for residents, employees, etc.	<p>Explore public/private partnerships for better utilization of existing private parking facilities and vacant land</p> <p>Relocate delivery/work vehicles to an off-site location</p> <p>Reconfigure on-street parking to increase number of spaces</p> <p>Modify/strengthen resident permit parking system</p>
Insufficient short-term parking for visitors, customers, etc.	<p>Enforce time restrictions to encourage turnover and maintain a supply of spaces within close proximity to businesses</p> <p>Provide provisions for valet operations. Business with high parking demand (e.g., movie theaters, restaurants) could subsidize a valet service or charge users. The Borough could assist the business by leasing them on-street parking spaces for loading/unloading. An off-site location for valet parked cars would need to be identified.</p> <p>High parking demand businesses (e.g., theaters) could rent spaces in convenient public parking lots. Those spaces could then be available for customers on a free or reduced price basis. The rental cost would have to be close to the potential revenue the Borough would get from paying parkers. Enforcement could be an issue. This strategy should only be used if the utilization studies show that there are extra parking spaces in the public parking lot.</p>
Parking enforcement	<p>Invest in expanding the coverage of the pay stations/kiosks because single-space parking meters do not track specific vehicle usage which can result in lost revenue.</p> <p>Increase hours of enforcement to encourage turnover during dinner and weekend hours.</p>

Parking Issue Identified	Potential Recommendations
Parking price	Increase on-street parking rates to ensure it is more expensive than off-street lots which will redistribute the demand by encouraging long-term parkers to utilize the less expensive off-street lots which may be further away.
	Charge a flat fee for short-term (20-30 minute) parking spots
	Increase the fees associated with parking violations (could include a transition period during which violators receive warnings in order to become aware of the change).
	Charge a small administrative fee for resident parking permits. Price per permit should increase slightly after the first permit per household. Require annual renewal.
Wayfinding and signage	Not as necessary if the majority of the users are employees or other regular users. Helpful for visitors and customers to find parking when on-street parking spaces are filled.
	Increase/enhance signage with a simplified layout. Consistent sign placement makes sign locations predictable for drivers. Poorly designed entry/exit points or confusing signage may discourage return customers.
Policy and zoning requirements	Require all new construction/expansion projects to provide sufficient parking on-site or in close proximity (e.g., within 500 feet).
	Allow parking fee-in-lieu option
	Require bike parking, car share parking, compact parking spaces
Marketing	Communicate and promote the Borough's public and private parking assets and the need for consistent enforcement and business owner cooperation to encourage sufficient turnover to support the business district.
	Provide a map of designated on- and off-street public parking locations and points of interest. This pamphlet could include information about the Borough's parking enforcement rationale and procedures, parking safety tips, and contact information.
	Regularly meet with merchants to improve communications regarding parking challenges, issues, etc.