City of Danville, VA

River District Parking Study

Parking: Needs and Recommendations VOL I

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NELSON NYGAARD

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Parking Needs and Recommendations

The Danville River District has experienced an economic revitalization since the late 2000s, building on the abundance of historic downtown structures to retrofit warehouses, mills, and textile factories to new purposes like lofts, restaurants, and event venues. Improvements made by the city, the Danville Regional Foundation, and the Danville River Association, such as razing the Downtowner and constructing the YMCA, have played a significant role in bringing back downtown residents. The city has tried to keep pace with the parking demand created by the rapid growth but continue to fight a perception by local merchants and customers that the parking supply is insufficient.

The city has recognized that in order to maintain an attractive and vibrant downtown, parking policies and practices must facilitate the broader goals for the River District and realistically address the needs of local visitors. An effective parking management plan that helps to strategically maximize existing parking assets and build additional parking supply only when appropriate, without compromising the character of the River District, will support the City's long-term success.

1 INTRODUCTION

This action plan (Plan) presents a summary of several, distinct areas of analysis, completed to provide a guide for City staff and City Council, as they formulate policy direction to address parking issues throughout the City of Danville during the next 5 to 15 years. The Plan is organized as follows:

- **Initial Findings Summary** – Summary of key findings from the analysis of parking inventory, utilization patterns, stakeholder input, and user experience evaluation of mobility within the River District.
- **Key Issues and Opportunities** – Summary of the parking conditions, management approach, governing statutes and ordinances, as well as stakeholder feedback that characterize the City's downtown parking system.
- **Future Parking Demand** – Summary of key findings from modeling parking demand under baseline land uses and proposed development conditions across the River District
- **Recommended Strategies** – An extensive overview of viable policies and investments for parking operations that could both reduce parking demand, by providing an alternative to driving to/from/within downtown and by improving the experience of finding available parking resources to make the most efficient use of existing facilities.

This set of strategies is intended to lay the foundation for sound parking management practices that are appropriate for the River District. The strategies set the context for a changing, growing, and thriving central business district. All strategies are interrelated and were developed to be considered in tandem. They are also presented at a strategic level and will need additional review and feasibility assessment prior to implementation. They include items not directly tied to parking, such as transit, bicycle, and pedestrian environment improvements, which can have a big impact on parking behavior. As a whole, this strategic plan is about more than just parking: it sets the stage for a strong transportation backbone to support a wide set of community goals.

Parking Strategy is about Community Development

Parking is important to study in the River District as part of an integrated transportation system and built environment because:

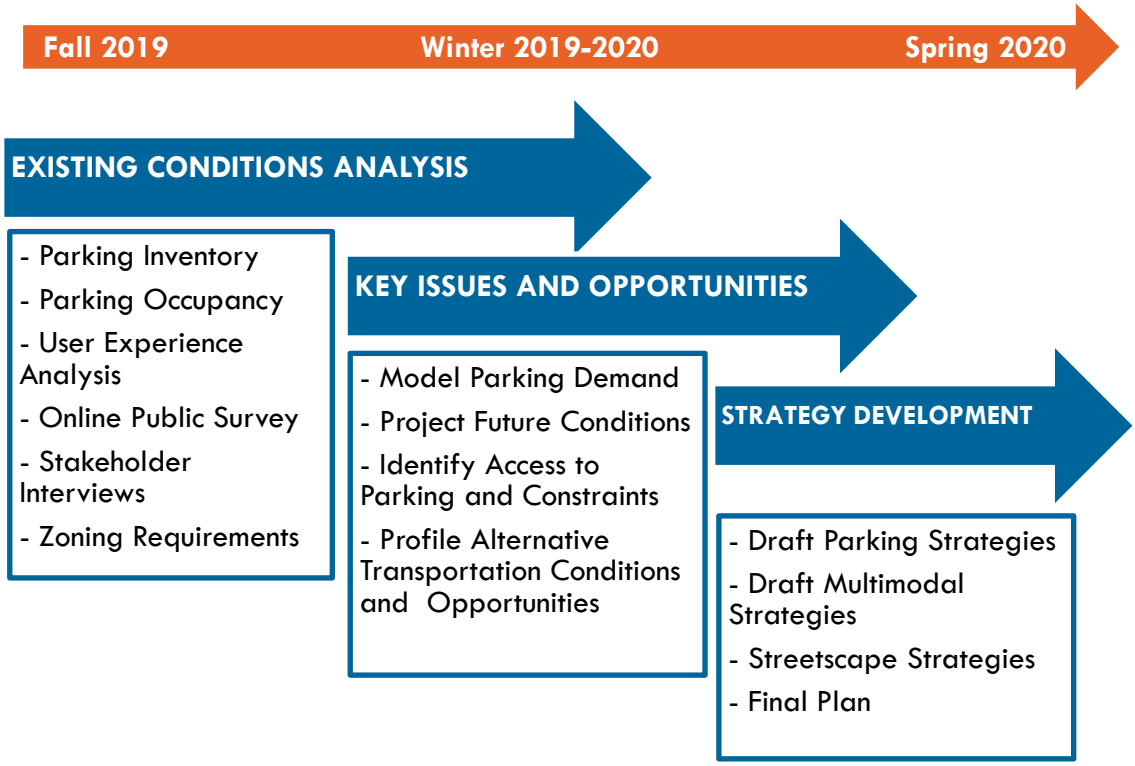
Parking is about economics. Parking in downtown Danville supports customers and employees of restaurants, stores, and offices throughout downtown, residents living within downtown, and train travelers. When the most visible on-street spaces are hard to come by because of long-term employee parking, first-time visitors may become frustrated by the perceived lack of availability, deciding instead to cross the river and shop or eat at the malls rather than return to the River District.

Parking is about housing affordability. Parking is very expensive to build, operate, and maintain. It also takes up a lot of space that could otherwise be built up with housing, offices, retail, or even green space. As such, parking impacts the cost of housing. The more parking required, the higher the cost. Providing the right amount of parking, and managing it effectively, can help Danville provide more housing choice and improve affordability.

Parking is about access. The future of downtown Danville is one that seeks to provide more transportation choices—by making it as easy as possible to not drive. Efficient parking management and design, can help to support reduced reliance on single-occupancy vehicle trips. It is essential for all pedestrian facilities to be maintained and accessible to all abilities, bicycle parking and infrastructure to be provided to encourage active transportation alternatives (to reduce parking demand), and signage and wayfinding is clear and understandable.

Parking reflects larger mobility trends. Vehicle ownership is trending downwards, as younger generations have fewer licenses, buy fewer cars, and enthusiastically embrace new technology and forms of mobility. The role of autonomous vehicles is uncertain, but their impacts will likely be profound. Downtown Danville needs to embrace these trends and think strategically about the future of parking

Project Schedule and Scope

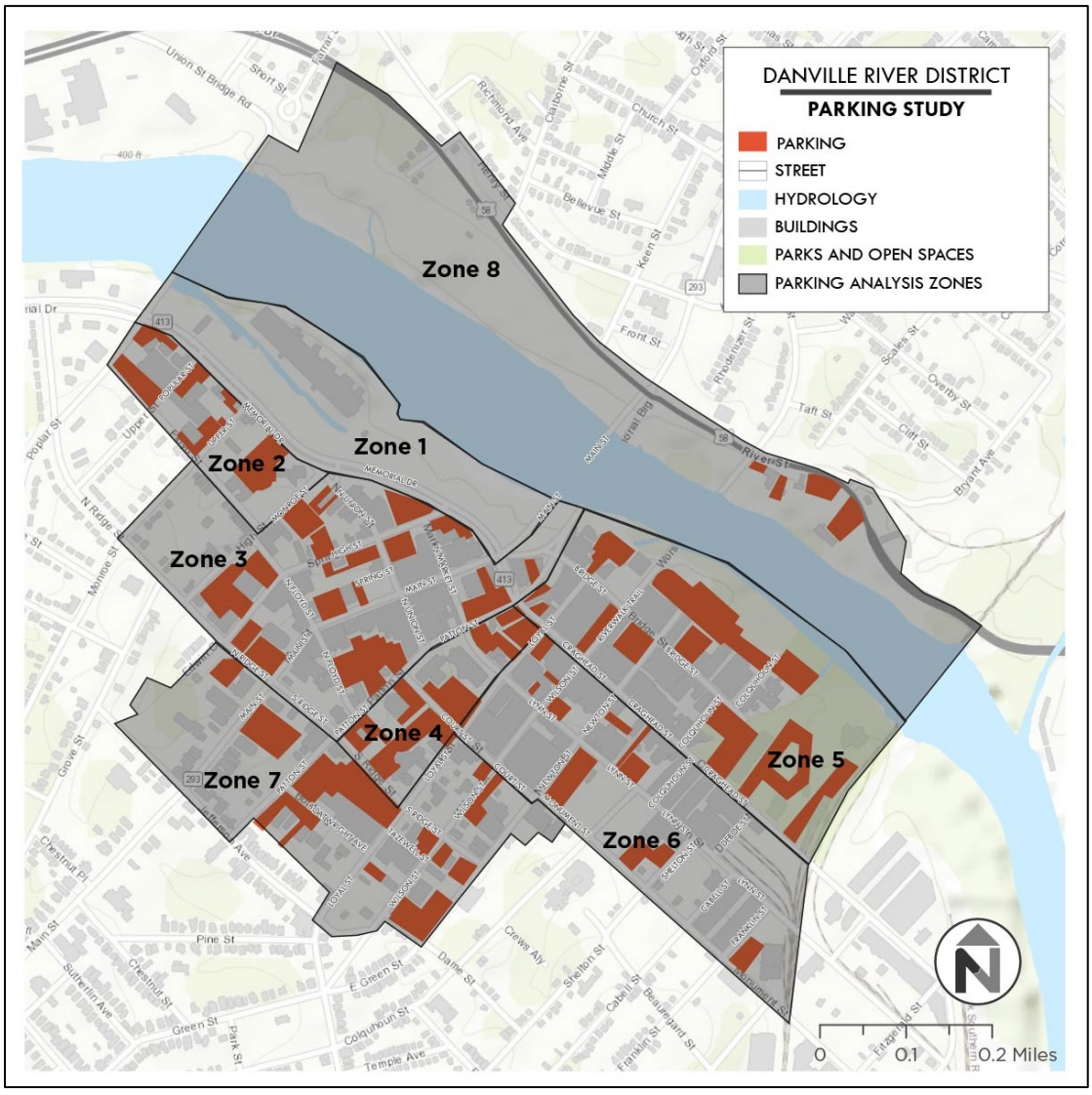


2 STUDY AREA

The parking study area (see Figure 1) encompasses an area almost identical to the downtown River District. The study area is comprised of the historic downtown core and warehouse areas, plus support areas where development and pedestrian activity is actively being encouraged.

While the study area is intended to encompass all business activity near downtown, a small number of primarily residential areas are found within the perimeter. These small pockets of residential use should show how any supply limitations have impacts on adjacent neighborhoods.

Figure 1 Danville Parking Study Area



3 PARKING REGULATIONS AND DEMAND IN THE RIVER DISTRICT

Parking Inventory

The study area contains significant on- and off-street parking assets. Overall, approximately 7,071 total parking spaces were inventoried, with over 1,700 on-street and over 5,200 off-street spaces in lots or garages There are 2,399 parking spaces available to the public.

- One hundred nineteen (119) distinct public and private off-street parking structures and surface lots are found in the study area.
  - Approximately 74% of all inventoried spaces in the study area are off-street.
  - Roughly one-third of these parking spaces are publicly available (33%); this includes all restricted, handicapped, and fleet vehicle parking spaces whether privately or publicly owned.
    - These are concentrated close to the Dan River behind Tobacco Warehouse District buildings or off of Spring Street. Only one public lot (30 spaces) is on Main Street.
- While most on-street parking spaces are unregulated and drivers can park for as long as they want, there are approximately 368 time-limited on-street spaces within the study area, with the majority (313 spaces) being two-hour parking spaces, and 39 loading zone spaces.
  - Time-limits spaces are concentrated around Main Street and Craghead Street.
- There are no spaces that charge for parking on a daily basis. No public parking is priced, although some private lots for employees may charge a small monthly or annual rate.
- There is no parking permit system in place within the City of Danville.

Parking Utilization

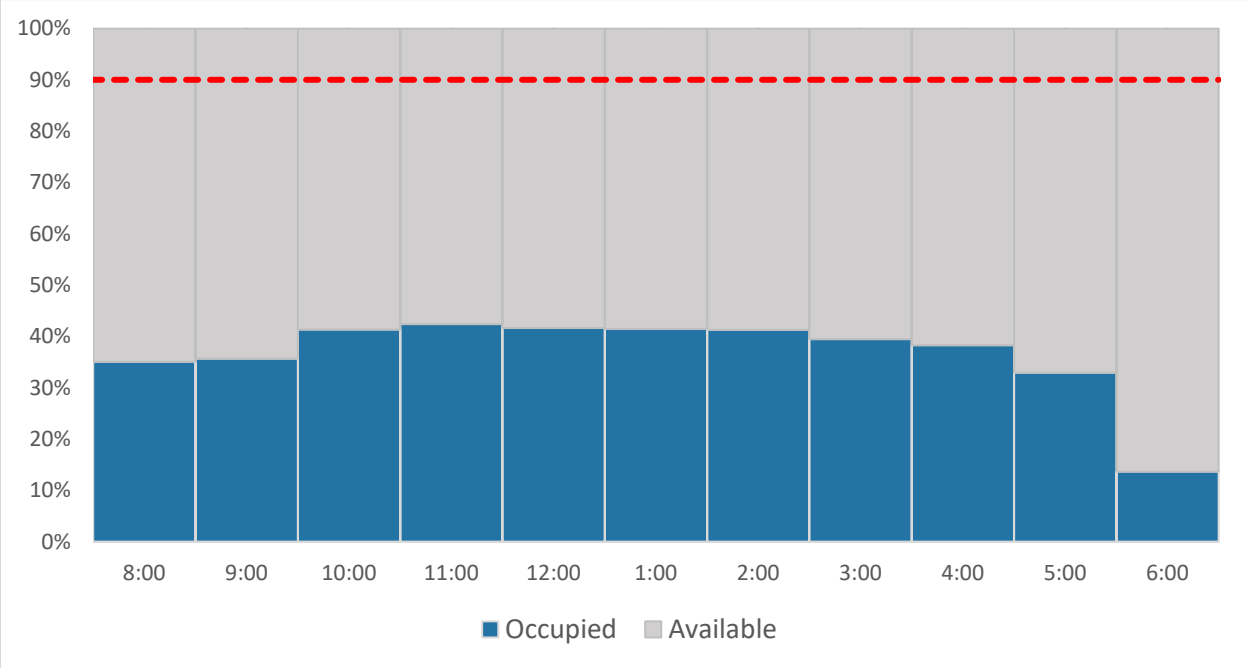
Parking can be defined as being at optimal capacity when there is at least one empty space per block face or along a typical row of parking, ensuring customer access to businesses but also indicating a busy commercial environment. This typically equates to a target of 15% vacancy per block face and 10% vacancy off-street. If any block or parking facility has less availability than the target, it is effectively at its functional capacity.

Weekday Parking Utilization

- Over the total study area, inventoried parking is never more than 32% occupied at peak (at 11:00am).
- Throughout the entire study area, utilization for off-street spaces was higher than on-street, with a peak of 35% at both 10:00 am and 11:00 am.
- 10 off-street parking lots achieve a peak of over 95% during the weekday, with four lots showing utilization over 100%, suggesting illegal parking.
  - In the morning, parking utilization was highest at the police and courthouse buildings off Patton St. between Court St. and Lynn St.
  - Two other private lots, one in Zone 7 for a number of outpatient clinics, and one in Zone 5 next to Spectrum, also had higher than 95% occupancy in the morning. The on-street spaces adjacent to these lots reach above 50% occupancy, and in some cases above 70%.

  - Parking use increases in the afternoon for on-street spaces surrounding municipal and county buildings on Patton St. and the city hall lot remains above 95% occupancy.
  - Parking lowers significantly across the study area after 5:00PM with only one private parking lot on Bridge St maintaining over 95% occupancy.
- Zone 6, south of Craghead Street, had the most unused on-street spaces during the weekday.
- Publicly available off-street facilities witness a lower but comparable peak utilization percentage (29%) compared with restricted off-street spaces (34%).

Figure 2 Parking Utilization – Weekday – All Surveyed Spaces

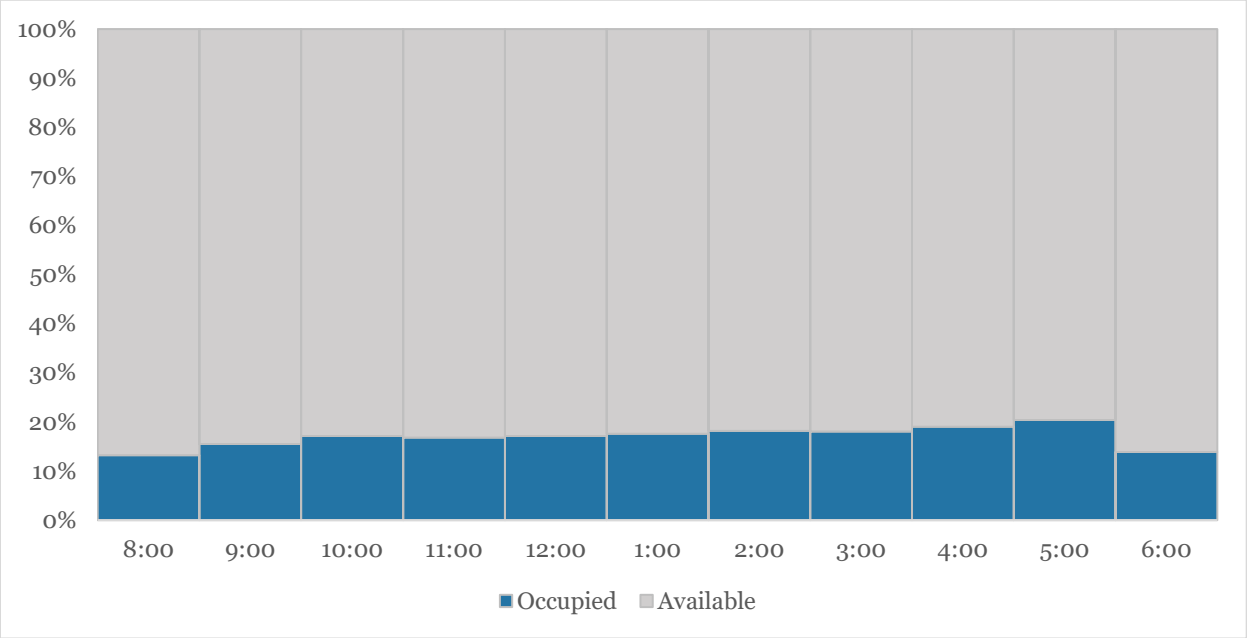


Weekend Parking Utilization

- Utilization remained low, with a peak of 20% at 5:00 PM.
  - Parking activity on the weekend peaks in the evening, though utilization rates are mostly stable throughout the day.
  - While the demand for public parking is 12% higher than for restricted uses during the afternoon, over 3,000 publicly accessible spaces–a large majority of the over 4,500 inventoried–sit vacant at all times.
- Zone 5 had the highest weekend utilization at 5:00 pm, with a peak of 39%. This however was most likely due to the large Bright Leaf Brew Fest event that took place at Danville's Community Market
  - Certain streets within Zone 5 experienced over 100% occupancy. While off-street parking increased during this event as well, it rarely reached beyond capacity, suggesting that on-street parking during public events may be a first choice for attendees.

- Certain smaller restricted-access private off-street lots such as The Episcopal Church of the Epiphany lots are operating at capacity in the morning.

Figure 3 Parking Utilization – Saturday – All Surveyed Spaces



4 KEY ISSUES AND OPPORTUNITIES

Based upon a comprehensive review of the existing conditions, parking utilization analysis, stakeholder focus groups and the user surveys, the initial needs assessment for the River District identified the following key issues and opportunities.

The daily operation of all types of parking facilities, including signage, regulations and public access is related to the overall parking program and can contribute to user frustration, and potentially loss of visitors.

Parking Wayfinding Signage

Need to direct drivers to public parking & towards underutilized parking garages and lots

- Not all parking options are communicated effectively:
  - Parking lot facility signage is inconsistent in branding and information.
    - Off-street facilities do not always note who is allowed to park there and for how long.
  - Municipal lots are not named consistently in maps, materials, and online.
    - Public parking lots are not visible on the River District Association website's map.
  - Parking wayfinding signage to public parking lots does not stand out to drivers and is difficult to distinguish from neighborhood signs.

Figure 4 Limited Parking Wayfinding Signage

Gaps in Alternative Transportation Infrastructure

- Pedestrian barriers such as the one-way streets of Main Street and Patton Street as well as Memorial Drive, may deter visitors from parking once or deter residents along Craghead Street from walking to locations in the Downtown Core and N. Union. These barriers limit the safety/appeal of walking between/to local destinations and parking facilities.
- Lack of dedicated bicycle facilities and amenities reduces the appeal. Only five Zagster bikeshare stations exist in the River District, with most located near the Riverwalk. As of the time of this report, Zagster has been discontinued and these stations will be removed, further limiting cycling options within the study area.

  - Sidewalk construction and repair projects are good opportunities to install new bike racks with less disruption.
  - New developments including bike storage (either outside, or protected from the weather indoors) may encourage additional riding.
  - Market bicycling as a convenient way to cross downtown for short trips.
- Danville Transit routing is not intuitive to reach the River District
  - Danville Transit has seen a consistent decline in its fixed route ridership but has seen an increase in its dial-a-ride services. A redesigned fixed route bus network may be more efficient in connecting origin and destinations, potentially with an increase in frequency.

Figure 5 Bike Rack at Danville Public Library

Sidewalk Conditions can be Constrained

Low perception of safety, hill slope perceived as a barrier

- Sidewalk and curb ramp quality and curb ramp deterioration impacts ADA accessibility
  - With some exceptions, constrained sidewalks are more prevalent along streets outside of the River District's core streets.
- Drivers don't feel confident using all parking options:
  - Streetscapes are dark at night and are perceived to be dangerous

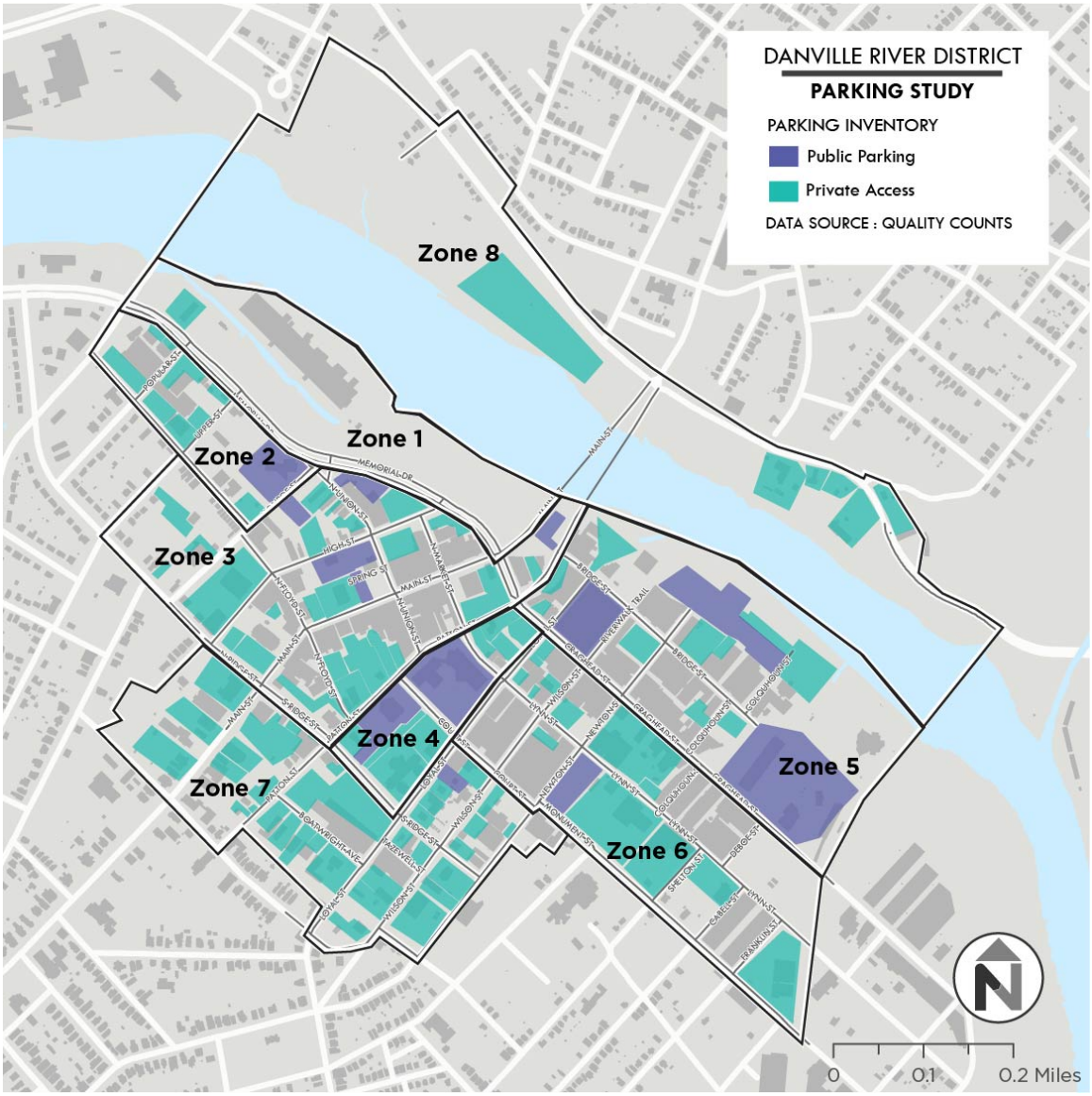
  - Pedestrian streetlights are spaced too far apart.
  - Existing light luminaires in streetlamps are dim.
  - Many streets lack buildings with façade and/or window lighting.
- Not all public parking areas have good lighting after dark.
- Lots without visible signage at the entrance or within the lot create confusion for who is allowed to park and for how long, which is not welcoming for visitors or employees.
- Lack of maintenance/sense of safety within publicly accessible parking facilities contributes to their underutilization

Figure 6 Lack of Lighting and Signage within Public Parking Areas

- High vehicle volumes and speeds reduce the comfort of crossing Memorial Drive at Main Street and at Patton Street.
- Lack of sidewalk shade and weather protection within the River District

Figure 7 Lack of Sidewalk Shade and Weather Protection along Lynn Street

Figure 8 Parking Facilities – Public and Private Facilities



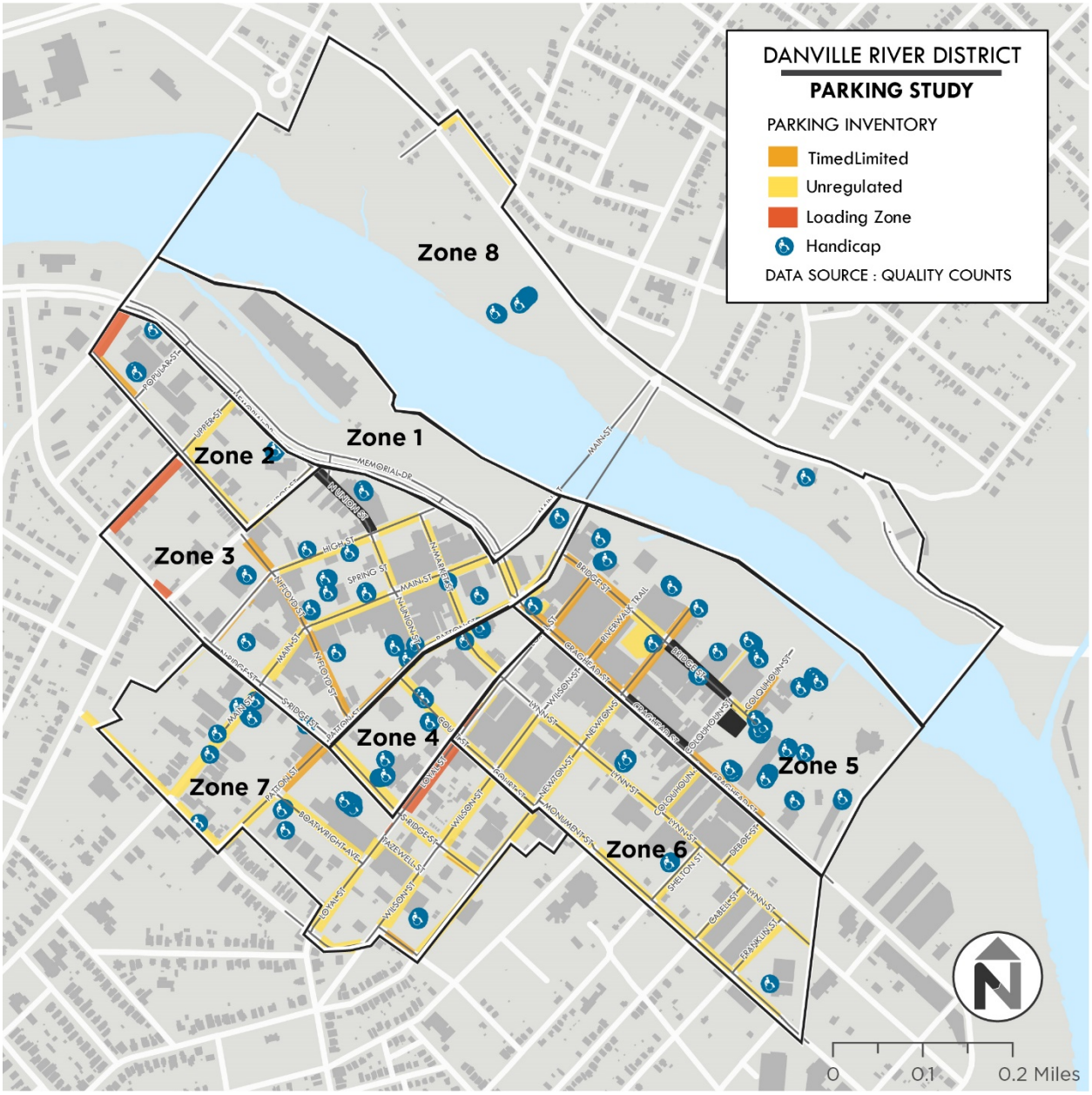
Long-Term Employee Parking Takes Up Valuable On-Street Spaces

Employees using on-street parking spaces with daylong occupancy within the Downtown area puts pressure on the on-street availability for convenient visitor/customer parking.

- Enforcement of time limits is lacking, as only one parking officer is tasked with monitoring on-street spaces.
  - There is a single enforcement officer within in the study area, who monitors between the hours of 9:00am and 5:00pm.
  - Drivers learn the daily operations of the enforcement staff and "shuffle" their vehicles appropriately every 2 hours.

- Retail and restaurant business owners, as well as medical offices, report that patrons or clients encounter difficulty parking on Main Street and on Craghead Street
  - Prime on-street spaces are sometimes taken by business employees themselves

Figure 9 On-street Parking Locations and Regulations



Need for Parking Management during Special Events

- Limited coordination and information sharing between the private and publicly-owned parking facilities during special events
- Preference for on-street spaces creates perception of limited parking availability, while off-street lots have ample capacity.

Figure 10 Limited Pre-notification of Free Public Parking

5 FUTURE PARKING DEMAND

Across the entire River District study area, there are eight categories of land use relevant to this study: industrial, recreational, retail, food & service, institutional, religious, office, and residential. Each of these uses create slightly different demands in parking. The most common land use within the River District is office space, accounting for nearly two-thirds of the total land in the study area, of which one third are government buildings. Because of this, parking demand peaks during work hours on the weekday, between 8am and 4pm. Most of the parking demand is concentrated in Zone 3, which is due to its high density of office, retail and service space. There is currently enough parking spaces to accommodating existing demand.

To see what impacts future growth would have parking demand, new land use was determined through known development projects and partial infill of vacant space. For the purposes of this analysis, it is assumed that the land-use growth would take place over the next 10-15 years. This has the potential to effectively double the parking demand in the River District. Regardless the existing parking supply should be able to accommodate this growth. Zone 6 in the Tobacco Warehouse District is the only zone projected to fall short in its supply, however Zone 5 adjacent still has enough parking to meet the extra demand.

As land uses change in downtown Danville, the parking model can show how much, when, and where parking utilization is likely to be affected. The model can be used to inform how best to adjust on-street regulations in advance of a potential issue or when and where additional supply is warranted. The team analyzed the parking data in the context of downtown's future growth and reviewed how this growth is shaped by demand and supply. The land use-based parking demand model can be applied for any changes of use on a property, whether that be new development repurposing vacant tobacco warehouses or turnover in an existing downtown storefront.

Out of the eight study area zones, five were anticipated to have changes in their land use scenarios based on available land and proposed development. Zones 1, 4, and 8 did not have any changes to their land use. Zone 6 shows the highest potential change in land use at 50% increase in square footage. Zone 3, which also represents the zone with the current highest parking demand, is second highest at 27% increase. See Figure 11 for complete change in land use per zone.

Figure 11 New Land Use Across River District

Zone	Existing Land Use (square feet)	New Land Use (square feet)	% Change in square feet
1	5,120	**No change**	**0**
2	65,635	**72,939**	**11%**
3	389,342	**494,870**	**27%**
4	187,646	**No change**	**0**
5	291,511	**348,041**	**19%**
6	221,696	**332,212**	**50%**
7	338,675	**340,261**	**<1%**
8	42,767	**No change**	**0**
Total	**1,542,392**	**1,588,323**	**103%**

Comparing the future parking demand to the current inventory we can develop an outlook for parking availability throughout the Danville River District. On the whole, for both weekdays and weekends, there is enough existing parking inventory to accommodate anticipated growth of retail and service land uses. Zone 6 is the only zone that is projected not to meet future demand. However, nearby Zone 5 (with Newtons Landing) has enough available parking to meet the combined demand of the Tobacco Warehouse District.

Figure 12 Future Weekday Parking Demand and Availability Across River District

Zone	Existing Weekday Demand (parking spaces)	Future Weekday Demand (parking spaces)	Current Inventory (parking spaces)	Remaining Inventory (parking spaces)
1	8	No change	13	5
2	109	140	343	203
3	862	1,377	1629	252
4	487	No change	559	72
5	557	823	1586	763
6	483	1081	1044	-37
7	556	562	1508	946
8	86	No change	389	303
Total	3,148	**3,983**	**7071**	**3,088**

Figure 13 Future Weekend Parking Demand and Availability Across River District

Zone	Existing Weekend Demand (parking spaces)	Future Weekend Demand (parking spaces)	Current Inventory (parking spaces)	Remaining Inventory (parking spaces)
1	12	No change	13	1
2	125	165	343	178
3	772	1,466	1629	163
4	194	No change	559	365
5	291	650	1586	936
6	472	1,271	1044	-227
7	299	308	1508	1,200
8	76	No change	389	313
Total	2,241	**3,860**	**7071**	**3,211**

6 RECOMMENDED STRATEGIES

The Danville River District Parking Study is a City-lead effort with the goal to develop an efficient District parking system and to make public investments in parking that are forward-thinking, strategic, necessary, and high impact.

To provide greater clarity and predictability across its entire parking supply and better serve the River District, including the revitalizing Warehouse District, the City can leverage existing assets and informal practices already in place, while also planning with the future in mind.

An efficient and flexible parking system-one that utilizes both private and public, on and off-street facilities-will be imperative as communities and commercial centers re-open under COVID-19 restrictions. As more office-workers are choosing to continue work-from-home mandates, restaurants and retails establishments are re-opening with altered operations, some moving their entire service to the sidewalks and curbs. Parking demand for these services will grow at a much slower rate than the consumer demand for the services themselves.

1. Manage On-Street Parking to Encourage Availability on Main Street

Public parking within downtown should prioritize convenient customer parking - an essential ingredient for a successful downtown. The most desirable parking for any business is right at the front door. These spaces should remain available to potential customers, particularly those undertaking short transactional business or visitors to the City Hall or courts. Employee and resident parking is also essential, but it should not compete with customers. Several options are available to Danville to address this issue:

Encourage long-term and employee parking away from Main Street and move to the periphery of the District.

- Allow and encourage City Hall employee parking at the Galileo Magnet High School lot. Parking utilization counts show that this lot peaks at only 34% occupancy during the weekday with approximately 145 unutilized spaces. This facility is also a city owned parking lot.
- Designate some spaces in the Court Street lot as two-hour time limited for City Hall and court visitors.
- Include education on existing public off-street lots, especially the lot at the corner of Lynn Street and Newton Street, without time limits in introductory human resources paperwork for new City employees.
- Adopt an employee permit program allowing employees to park on residential side streets during the day for longer than four hours.
- Consider an employee shuttle to the Newtons Landing lot for court or City Hall employees.

Improve enforcement of time-limited spaces

- Create two-hour time limit zones on-street to eliminate the “parking shuffle” of moving cars short distances in the same area. Currently vehicles parked in two-hour limited spaces can simply move to a new space but still occupy space within the same vicinity. A zoned parking district would limit parkers to two hours per day per zone between the hours of 8:00 a.m. and 6:00 p.m., five days per week unless the vehicle parked displays the special residential parking permit or is otherwise registered with the city and the authorized agent as a permit holder. Based on the current demand, the River District could be split into eight zones as highlighted in Figure 9.

- Hire additional enforcement staff and/or invest in parking enforcement technology to better monitor time-limited spaces. While additional staff would enable more detailed coverage of the time-limited spaces, license plate recognition (LPR) technology, similar to that utilized by the Police Department, would provide for coverage efficiency, real-time data, reliability and transparency. The LPR system would synchronize effectively with a zoned parking system as well as scofflaws with average costs for a single system being $80,000 (not including the enforcement vehicle).
- Revision of Chapter 21 of the Municipal Code would be required to allow for License Plate Recognition enforcement of vehicle parking prohibitions. Additionally, penalties for parking violations should be reviewed to be comparable to adjacent cities.

Expand parking technology options citywide.

There is currently no paid public parking in the downtown study area. All public parking lots or garages are free to the public.

Upgrades in technology such as real-time availability and online mapping have increasingly enhanced the customer and visitor parking experiences, in other cities, made more efficient use of enforcement personnel, and simplified the evaluation and monitoring of parking utilization. Convenient parking technology eases the burden of payment for the user.

- Parking technology systems from various vendors enable the establishment of on-street zone system, off-street lots, parking apps and to seamlessly adopt paid parking when and if demand requires pricing such as long Main Street or Craghead Street.

Best Practice Case Study: Omaha, Nebraska

Park Omaha's network incorporates private parking facilities as a means to avoid building more City facilities. The program provides a user-friendly, online process for property owners to offer their unused spaces, at a specified schedule, to the Park Omaha network through a shared parking agreement. Operators apply online to be added to the Park Omaha interactive map. An expanded map view also provides information on rates, hours of operation and payment options. Park Omaha identifies these facilities as "partner" facilities and distinguishes them from Park Omaha facilities in its maps and information materials.

Partner facilities are given a unique payment-zone designation for use with mobile payment built into the Park Omaha app, allowing drivers to pay for parking exactly as they would in a City facility. Revenue goes directly to the facility owners, allowing private facility owners to monetize their excess parking without having to set up payment systems, which helps in recruiting new Partners.

Republic Parking operates and administers the parking system, provides customer service, makes upgrades, and oversees a Parking Ambassador program. The use private parking facilities, technology, wayfinding and signage has created a seamless public/private parking system.

Best Practice Case Study: Asheville, North Carolina

Drivers in downtown Asheville can pay for the City's on-street parking using the Passport Parking App. Signage denotes the parking zone and provides instructions to pay for parking using a cell phone. If users do not have a smartphone, they can still pay using their phone by calling a number and specifying the zone or by texting a code (after registration).

Recently, private lot owners approached Passport, the third-party provider of Asheville's parking app, to become part of the same payment system. Passport assigns the lot a distinct "Zone" number, and incorporates the lot into the app with the other Asheville parking resources. The lot owner must post signage describing the

rates and regulations for the lot on site. Some lots maintain their private parking for periods of the day (such as business hours) and convert to public parking in off-hours. Others operate as privately-owned, public parking throughout the entire day. Either way, private lot owners are able to take advantage of the city's easy-to-use parking system without giving up control of the lot itself.

Asheville provides an example for Danville. The City and/or the River District Association may not need to spend many marketing resources to convince private lot owners to make use of pay-by-cell programs that can easily be implemented in Danville. Sometimes, the ease and simplicity offered by the app is enough of an incentive to motivate lot owners to seek out participation themselves.

*Provide **short-term parking spaces** for drop-off/pick-up activities at key locations, or strongly encourage patrons to conduct drop-off/pick-up activities on side streets.*

- Provide short-term parking spaces (i.e., less than 15mins) along Main Street and Craghead Street with space management to enable those spaces to be utilized outside of the short-term need. For example, spaces could be short-term during the business day (9am-5pm) and convert to long-term parking outside of those hours.

Conduct regular outreach when business turnover occurs or when a new establishment opens.

- Place educational materials in shops and businesses to hand out to customers and visitors. Enable promotion of materials online.
- Review need for curbside management adjustments if change in adjacent business occurs.

2. Improve the User Experience

Update (and publish both online and in hard copy) a public facing River District Parking map, including rates and regulations by time of day for all public parking options.

Making parking information available for visitors and customers before arriving will allow parkers to plan their trips ahead of time and find parking with ease.

- Work with River District Association website to display public parking locations on resources map and report **real-time parking availability**
- Work with River District Association to pinpoint public parking locations on Google Maps, Apple Maps, and other popular navigation platforms.

Ensure all parking signage is clear and placed in highly visible locations on-street and in lots to improve clarity of parking regulations. On-site parking signage is also necessary to communicate several things about these valuable parking assets, including:

- CERTAINTY – River District-branded lots can ease towing fears among Danville and non-Danville drivers unfamiliar with the downtown parking environment, who might otherwise fear spaces are privately controlled by, and reserved for, adjacent businesses.
- RELIABILITY – Matching River District branding with consistent regulations, schedules, and customer-friendly enforcement will make off-street parking experiences comfortably predictable; and
- ALLOWED DURATION – Identifying time limits (and lack thereof), or overnight parking restrictions, in off-street facilities will be key to attracting some longer parking stays away from on-street options, but only if drivers know about it.

Figure 14 Best Practice - Exterior Branding - ParkAlbany

Increase signage to and from off-street public parking in the downtown area.

Signage should clearly convey parking rates, regulations, and restrictions, while also directing drivers' attentions to less obvious parking options.

A tendency to focus on on-street parking can create strong, popular perceptions among potential visitors that "there's nowhere to park" downtown, even when these blocks are surrounded by hundreds of empty off-streets spaces in off-street lots or parallel streets within proximity to the intended destination.

- Design and implement a parking wayfinding signage program to assist visitors in locating available parking, while identifying individual lots by name. There is currently very little directional (wayfinding) or on-site signage to promote off-street or nearby available parking within the downtown. Parking signage can be incorporated into River District Wayfinding system with additional signage at parking locations to direct to district attractions.
- Providing clear pedestrian signage helps to create and promote a "park once" district, allows customers to feel comfortable walking to multiple locations on foot. Signage also allows parkers to easily find their destination and parked vehicle at either end of their trip.

Branding parking facilities (with River District branding as well as their individual facility names) can be a low-cost means of improving customer understanding of parking assets.

- Clear, consistent, and visible parking wayfinding signage will assist visitors to locate parking. This will help to relieve pressure on on-street spaces by redistributing demand to underutilized spaces nearby.
  - Acree's Garage
  - Newton's Landing lot
  - Spring Street Lots
  - Lot behind N. Union Street
  - Lynn Street Lot

- *Explore Valet Parking Options*
  - An on-street public valet drop-off/pickup station can greatly expand access to on-street parking during high-demand times. These services provide a high level of parking convenience, make effective use of underutilized off-street locations, and promote park-once by allowing the service to be used as an extension of Danville's public parking operations. A public valet can also facilitate shared parking arrangements by controlling access to a potential shared lot, and assuming any increased liability. This can open up access to private parking lots that might otherwise remain significantly underutilized during evening and weekend peaks. Examples of district valet systems can be seen in the 2nd Street District in Austin, TX, the Miami Design District in Miami, FL and the City of Annapolis in Maryland.
  - A pilot program should clearly define valet parking zones, operating hours, and vehicle circulation patterns to and from the final parked location. The program should formalize operator permitting and application procedures in city code.
  - Private businesses can also utilize valet parking operations to make parking available for their customers. Specific examples would be for the hospitality businesses (i.e., restaurants, hotels) who could enter into agreements with adjacent private parking owners to valet park in their lots. A valet option provides convenience to customers, decrease demand for on-street parking and increase demand for currently under-utilized private lots.

- *Develop a Security Plan*

The City should emphasize personal safety and security in public parking facilities through the creation of a security plan for each facility/area. Engage stakeholders to more specifically identify safety issues and potential ways to respond. Security plans should include the following design elements or reassessments to improve visibility and ensure the safety of customers.

- **Lighting**: Lighting should not only illuminate driving and pedestrian areas, but eliminate shadows through carefully chosen spacing. This is true of interior and exterior lighting, and also applies to parking lots. Lighting should be adequate in garage facilities. Painting facility walls white can magnify existing lighting through reflection. Lighting type is an important consideration and should provide bright white illumination.
- **Landscaping**: Street trees and shrubs should be trimmed to maintain visibility throughout parking lots.
- **Environmental Design**: All areas behind stairways (if applicable) should be sealed off from the general public.
- **Surveillance**: The city currently has a robust CCTV system in place for a good portion of downtown and should be expanded to public parking lots. Advanced security systems are voice activated and automatically pan to the source of noise while notifying security personnel.
- **Call Boxes**: Emergency phones that connect the caller directly to security personnel or panic buttons which sound an alarm and notify security should be installed in public lots, garages, and select on-street locations.
- **Signage**: Security program effectiveness is enhanced if there is signage posted describing the measures in place. Customer comfort is increased and tools are more likely to be properly used if trouble arises.

3. Proactively Manage Curbside Activity

Better Manage Delivery and Drop-Off Activity

- As the demand for loading/drop-off areas has increased due to private ride hailing and parcel delivery activity, cities are seeing an imbalance in the amount of curbside space required to properly support these uses. An internet-based ride hailing service behaves differently than traditional quick pick-up taxi service while parcel delivery vehicles behave differently than supply delivery, the traditional designed use for loading zones. In the absence of available curbside space, both rideshare vehicles and delivery trucks are inclined to simply double park, creating impediments to traffic flow and safety.
- The City of Danville should change the dynamics of a number of on-street parking spaces. During certain times of day, identified as the peak hours for both ride hailing activity and parcel delivery, these spaces would not allow private vehicle parking. Outside of these peak hours, these spaces would revert to their original general public parking use. Enforcement of these zones is critical to the success of these spaces including appropriate citation fees which should be comparable to other adjacent cities (i.e., $35 in Greensboro, $30 in Raleigh, $20 in Roanoke).
- Implementation would require an existing survey and assessment of passenger pick-up/drop-off and parcel delivery activity by time of day. Spaces can then be ideally located at the beginning or end of the block to allow both types of drivers to easily pull in and out as shown in Figure 15 where regular parking spaces are displayed in green, ADA spaces in light blue, and dynamic multi-use loading areas in yellow. In areas of high demand for pick-up/drop-off and loading activities such as Main Street between S. Floyd Street and Memorial Drive, it would be expected that each block has at least one dynamic multi-use space. Similarly along Craghead Street between Loyal Street and Deboe Street, one dynamic multi-use space per block would be recommended as demand permits. These spaces would be signed for loading only between the hours of 6:00 am to 10:00am, with passenger pick-up/drop-off until 7:00pm and private parking for the remainder of the time. Depending on specific location, the timing could be modified to reflect the locational needs.

Figure 15 Example Implementation of Multi-Use Loading Areas

Prepare for Increased Autonomous Vehicle Use

- Much remains to be seen about how autonomous vehicles will ultimately integrate into the current transportation system, their cost and rate of adoption by the general public, and how they scale and evolve from demonstration projects.
- In preparing to accommodate autonomous vehicles, the City of Danville should first consider the opportunity that a reexamination of curbside management holds with respect to hosting a variety of programming. Curbside areas can be made to feel like an extension of the sidewalk rather than the edge of the roadway. Vendors, public seating, green infrastructure, delivery lockers, market space, and transit stops may be able to permanently take the place of static curbside uses. Freight loading and passenger pick-up and drop off zones discussed previously may take on even greater importance.
- The City should be ready to price short term curbside use on highly used streets to encourage efficiency among freight and autonomous shuttle services.

Add On-Street Parking

- Danville should assess opportunities to add on-street parking, particularly short-term and drop-off spaces, within the parking study area. The city should examine the opportunity to simultaneously address one-way circulation patterns and perceived pedestrian barriers, potentially converting certain travel lanes into parking lanes through the use of pedestrian safety improvements.

Provide Adequate and Accessible ADA Parking

- Noting no state standards requiring a minimum percentage of accessible on-street parking, Danville should perform periodic observations of ADA on-street space use. If legal utilization of accessible spaces within a two square block area consistently exceeds 80%, nearby locations should be identified for conversion to ADA restricted parking.

4. Develop an Event Parking Plan

Event management, particularly daytime events, should be coordinated between public and private parking management agencies.

- Create and have on file a special event parking plan for locations where events frequently occur, including the Farmer's Market and Carrington Pavilion, as well as future riverfront park.
- Clarify and codify requirements for special events including but not limited to the public communication plan and mitigation measures.
- Parking management should take a lead role in parking program coordination and should act as a centralized resource that coordinates and distributes information related to parking supply, availability, planning, special programs, event activities, and other resources.
- This will be done through physical signage, marketing, and a strong web-based information program. As such, the official parking website should be compared to best practice parking department websites for layout, ease of use, and thoroughness of content, then updated accordingly. Content should work hand in with facility technology upgrades, ideally displaying real-time parking availability. Any website update should also be considered in the context of developing a new parking brand.

- Event management, particularly daytime events, should be coordinated between public and private parking management agencies. Special events create localized demand ranging from dozens to hundreds of vehicles.
- The City and/or River District Association should conduct a quarterly meeting to better understand all outward and inward impacts to their parking supply caused by large-scale events. This meeting should invite large private event operators, the City's Special Events Coordinator, and the Special Event Review Team to meet at least bi-weekly to discuss and manage likely impacts across the entirety of Downtown Danville.
- Depending on the event location and the surrounding parking supply, mitigation measures may include the previously discussed use of remote lots, enhanced wayfinding – including to privately owned and managed facilities, expanded valet locations, multimodal alternatives and integrated online information. These efforts can encourage non-vehicular transportation and reduce demand for parking.

5. Facilitate Shared Parking Agreements

In order to better use existing underutilized parking facilities, the City should work with property owners to share parking. The City, the River District Association, or the Industrial Development Authority should develop an in-house capacity to advance shared parking agreements, provide educational and negotiating support to potential sharing partners on topics such as liability, leasehold structure, preservation of development rights, maintenance improvements, safety and lighting improvements, appropriate signing and markings, etc.

Shared parking is the co-location of off-street parking in a single location that serves the parking demand for multiple land uses in a mixed-use context. Shared parking is particularly valuable in walkable, mixed-use centers in which small, private lots tend to be overwhelmed with demand when their associated land uses are busy, and significantly under-utilized much of the rest of the time. Fortunately, such districts also present two distinct, cross-supportive shared-parking opportunities that can reduce parking supply needs while providing more destinations with "overflow" parking resources.

Build on prior experience

- Viable sharing arrangements often fail to materialize due to a lack of initiative among those seeking more capacity, or to liability concerns among those with excess capacity. A City staff member should be tasked with identifying shared parking opportunities and engaging these parties, actively exploring the following options:
  - Liaise between business, property, and lot owners with recognizable opportunities for mutually beneficial arrangements.
  - Initiate negotiations by providing an independent perspective on issues and opportunities, identifying shared-benefit opportunities, and helping to address common concerns.
  - Negotiate agreements, including identifying strategic agreement components and incentives, as necessary, such as:
    - Compensation in the form of increased lot maintenance, lot improvements, added security, etc.
    - Restricting access to the shared parking, via permits, to area employees to reduce risk and increase accountability.

    - Defining any added security or enforcement measures necessary to ensure that the primary uses of the lot are prioritized.
    - Enabling private lot owners to price parking and retain proceeds.
    - Facilitate arrangements between private parking owners and new developments in need of parking. Valet parking as highlight in recommendation #2 enables use of under-utilized private parking supply.
  - Stepping in to remove stubborn barriers to viable arrangement, when feasible.

This commonly includes assuming added liability-insurance costs related to the sharing agreements.*When and if public parking is priced, use technology to help facilitate sharing.*

- Owners of private lots can work with pay-by-phone payment providers to set the hours and rates for public use of their lots, with payment revenue going directly to the lot owner. Pay-by-phone options have greatly expanded shared parking in urban centers, where private lot owners have used this payment option, typically established to accommodate payment for metered on-street parking, to monetize their off-hour capacities.
- This can be particularly effective for lot owners whose primary parking needs are confined to weekdays, allowing them to monetize the capacity this creates during evenings and weekend, when public parking demand can be significant. It also provides an opportunity to expand "effective" parking capacities, in support of general downtown vitality and economic development, precisely when the need for more parking options is greatest. This has been used effectively in places like Asheville, NC with no involvement from the City, and in places like Omaha, Nebraska, where the City has used this technology to build a Parking Partners program of shared, private facilities, specifically to avoid having to build any more municipal parking garages.

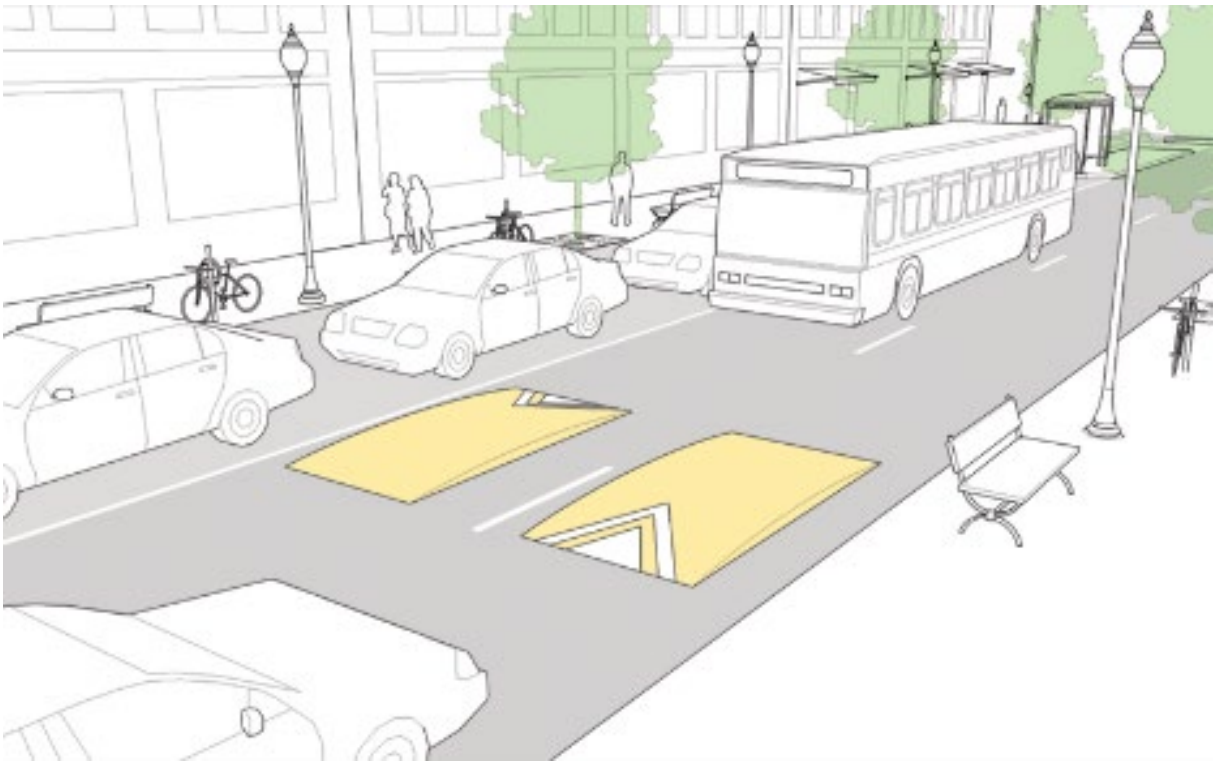
6. Encourage Alternative Transportation Modes to Reduce Parking Demand

Quality pedestrian environments support a decreased risk of motor vehicle collisions and an increase in physical activity and social cohesion with direct physical health benefits as well as stress reduction and mental health improvements that promote individual and community health.

- Ensure sidewalks and all pedestrian facilities are well maintained, and ADA-accessible.
- Add lighting to the Riverwalk Trail and near the Amtrak Station to improve access, visibility and safety and promote downtown businesses.
- Prioritize pedestrian crossing safety, especially at Memorial Drive, Main Street, and Patton Street.
  - **Bumpouts** – At intersections, extend the curb of the sidewalk into the intersection to slow traffic, decrease crossing times, and increase pedestrian visibility.
  - **Raised Crossings** – A raised crossing in an intersection makes pedestrians more visible to vehicles as well as slowing traffic.
    - Installing a raised crossing or platform on Craghead Street will slow down vehicle traffic.
      - Low-profile examples, like speed cushions, will wheel cutouts do not disrupt emergency response vehicles.

- Temporary speed humps that can be removed in the winter to allow for unimpeded snow removal exist.

Figure 16 Speed Cushion Design from NACTO Urban Street Design Guide



- **Leading Pedestrian Interval** – Allows those who are walking to begin crossing before the vehicular traffic signal changes to allow cars in a compatible configuration. This ensures that walkers are at a visible point in the crosswalk while traffic is active.
- **Minimize/Close Excess Curb Cuts** – Every driveway is a conflict between people walking and people driving. Consolidating curb cuts reduces these conflicts and provides a smoother, simpler, more comfortable walk.
- **Pedestrian Island/Refuge** – Giving pedestrians a place to pause in the middle of a large intersection can make the intersection seem less daunting, as well as narrowing lanes slightly and thus slowing traffic.

The more ways people can access downtown, the better it is for the business environment, and for the parking system. The more people who can visit downtown without driving opens up parking for those who drive. Improving the biking network into and within the River District will help reduce parking demand.

Continue to increase bike parking throughout downtown (and at the Riverwalk Trail) to encourage bicycle use.

Danville has invested in bicycle racks to provide end of trip storage options for riders in the River District. However, there is inconsistent coverage across the District, which limits cross-downtown trips and opportunities to leverage recreational trips on the Riverwalk Trail for errands and other visits downtown.

- Inventory bike racks within the River District
- Use sidewalk improvement projects as opportunities to install bike racks

- Require bicycle parking within all new development in the downtown area receiving public support.

Identify locations where potential bikeshare stations could be installed

While active in Danville, the Zagster bikeshare system included 5 station locations and 25 bikes within the fleet. In 2019 there were over 7,700 trips within the system and 1,700 new users over the year. As of the time of this report, Zagster is being discontinued in the city, but based upon the use of the system, another station-based bikeshare model should be investigated to promote alternative travel options and enable connections between and within the City.

- Coordinate with River District businesses about sponsorship opportunities for a new system.
- Locate bikeshare stations at the Danville Transit hub, Danville YMCA and Danville Public Library as funding allows and encourage station growth through the development review process.

7. Proactively Plan for Future Downtown Parking Needs and Changing User Behaviors

Over the past half century, Danville has seen changes to its downtown area. Like other downtowns, River District retail trends have shifted dramatically - first from the pressures of shopping malls, then big box stores across the Dan River, and now from online retailers. As a result, retail tenants in downtown environments have shifted primarily to personal and professional services (e.g. hair and nail care, specialty fitness, tax preparation, and more) convenience retail (e.g. convenience stores) and eating and drinking places (i.e. restaurants).

Traditional retail stores that do open in downtown areas are more likely to be smaller specialty retail, including gift and home goods stores that often appeal to higher-income households. These changes do not only impact property and business owners; they effect the parking system too. For example, parking to serve traditional downtown retail - markets, pharmacies, clothing stores – peaked during the daytime; whereas restaurant dominated downtowns typically peak in the evening. As such, it is important to not only consider what is in each storefront, but when customers are most likely to need parking.

Estimate parking demand from all new developments based on known and/or potential ground floor uses.

- To assess potential parking demand throughout the day, all new development should provide estimated parking demand to enable the City make appropriate decisions regarding parking supply and mitigation required.

Increase total on-street parking inventory through efficient striping.

- Striping spaces will bring predictability to the parking system. In other areas such as Newton Street or Wilson Street, roadways could likely accommodate back-in angled parking on one-side, which would add more spaces through striping alone.

Enable expansion of public parking facilities after 5:00 PM.

- As new development occurs and more retail and dining establishments (likely) locate in downtown to support the growing population (and surrounding community), parking utilization will likely increase in the downtown. Should this occur, additional public parking may be needed to accommodate more people in evening hours.

Better manage delivery and drop-off activity.

- The City can update on-street regulations to ensure equal distribution of short-term (15 or 30-minute) passenger and commercial loading spaces near commercial and residential buildings to mitigate loading pinch points on narrow sections of Craghead Street, Floyd Street, and S. Union Street. Spaces chosen would ideally be located at the beginning or end of the block to allow passenger pickup/drop-off and parcel delivery vehicles to easily pull in and out. The City should ask businesses when deliveries typically occur to establish hours of loading zone enforcement and enable use of zones for alternate uses outside of peak loading hours. Dynamic multi-use spaces are addressed in recommendation #3.

Encourage and recruit active ground floor uses to locate in the Tobacco Warehouse District.

- To reduce parking demand - and encourage car-light households (households with one car), the City should work with developers to attract retail tenants most desired by downtown residents.

Encourage car-sharing service to locate in the River District.

- Car-sharing services such as Zipcar provide the ability for two- or more person households to only own one car, particularly those where at least one person commutes by train. Should two cars be needed infrequently, car shares provide the option on a temporary, convenient and affordable basis.
- For those households where all members commute by transit, they can also reduce the need for a personal vehicle entirely. Car-share vehicles can be located in public off-street lots, on-street (in reserved and enforced spaces), or in private facilities.

Adopt an access management requirement for site plan review that shifts the effects of the parking maximum requirements away from parking and toward management of the project's access needs and impacts.

- An Access Management Requirement (AMR) could be created based on the number of reserved parking spaces provided by the developer. This would establish a score to reach with various actions worth differing numbers of credits. Developers would be able to choose to:
  - Provide on-site mobility amenities such as bike parking or car-share vehicles which may lessen the need for vehicle ownership.
  - Provide TDM amenities (e.g., free/discounted bus passes) and appropriately price parking in order to make non-private vehicle travel to and from the site more viable and appealing.

Pay an impact fee per parking space which funds district-level investments, including public parking, mobility, and TDM benefits.

- For every parking space built and/or utilized by a district development, as assessed impact fee would be paid to fund district-level infrastructure including future public parking facilities, mobility enhancements and streetscape improvements. For developments that enter into agreements for use of public parking facilities (i.e., Newton's Landing), they should be time-limited and assessed annually. There are generally two methods in assessing fees in-lieu of parking – the first is to calculate a fee per space on a case-by-case basis for each development, the second is to set a uniform fee per space for all projects. The goal is to set the fee high enough to pay for public parking, but low enough to not detract development activity. Many cities in-lieu fees do not cover the full cost of providing a public parking space, often due to the policy of not adjusting the fee to cover the cost of inflation in construction. Examples included Palm Springs, CA with a fee of $14,733 per space, Palo Alto, CA at $106,171 per space and State College, PA with a fee of $26,000 per space.

Adopt a formal policy for when pricing may be necessary on Main Street and in public off-street facilities.

The "right regulation" is always the longest time limit or the lowest price that will achieve an availability target. Adjusting regulations over time—more strict where demand is higher and less where demand is lower—will allow Danville and the River District to better distribute parking demand across downtown streets. Setting a specific availability target for on- and off-street parking, such as 85% for on-street spaces, can help City staff identify when to adjust time limits or when to institute paid parking to encourage turnover. Review of occupancy of on-street parking and in public lots should occur at least annually to track utilization. Should on-street parking achieve 85% occupancy for more than 6-hours of a typical day, then paid parking should be considered.

In general, off-street parking should provide a cheaper, long-term option, so parking meters, if ever demanded, should be installed on Main Street and Craghead Street first.

- Create a tiered hourly pricing, where hourly rates escalate after a two-hour time limit. Proximate spaces on Main Street or Craghead Street should include a rate premium over other priced spaces.

8. Strategically Invest in Public and Shared Parking Supply in Key Locations

Strategically invest in public and shared parking supply in key locations as new development occurs.

This recommendation comes with several points of emphasis:

- This study has identified that even during existing peak demand, many parking spaces are available. However, drivers either cannot access them or are not aware they exist. Danville currently has a parking management problem—adding more parking, especially more "private" spaces that are not accessible to the public, will only exacerbate the city's current dilemma.
- Recommendations are prioritized to address current issues related to on-street demand and time limit violations, confusing signage, and lack of technology and/or payment systems.
- The modeling analysis associated with this study is a planning-level exercise. It assumes a robust development program and level of parking demand that may evolve due to macro-level trends, such as overall economic conditions or changes in travel behavior.
- While there are no parking minimums in much of Danville's downtown, future development will continue to generate new off-street parking supply that is needed. As discussed in the earlier recommendations, the City should revise the parking code and facilitate agreements with developers to ensure that new parking supply is shared and publicly available to the greatest degree possible.
- All decisions to build more parking should be evaluated in the context of Danville's primary goals to reduce vehicular congestion and improve multimodal travel. While new parking is needed, that parking will also bring more vehicles to downtown. Solving downtown congestion is not possible if the status quo approach to off-street parking continues.
- Parking is expensive to build, operate, and maintain. For example, a 500-space parking garage would cost the City almost $10 million to build and $29 million to maintain over its lifetime[1].

[1] Assumes construction cost of $20,000 per space and no land acquisition costs, 30-year financing at 5%, and $600 per space in annual operations and maintenance costs.

Given these costs, new parking construction should be evaluated relative to the cost-effectiveness of the other recommendations designed to improve overall management, enhance mobility, and reduce demand for parking.

- Specific locations for new parking supply have not been identified as part of this study and should be primarily led by development trends in future years. In general, the future demand analysis for sub-areas has been shown in Chapter 5 and highlights that the primary growth areas will be Zone 3 and Zone 6.

Key Principles for New Parking Supply

- Ensure that parking is shared and open to the public to the greatest degree possible.
- Managed as part of the larger system, so that prices and regulations primarily incentivize use by long-term parkers. If off-street parking is more expensive than on-street parking, people will continue to circle and create congestion.
- Include technology and wayfinding that makes parking easy to locate and use.
- Contribute to the downtown environment by supporting strong urban design, pedestrian access and safety, and promote street activity via ground floor uses.
- Consider design implications of reduced parking demand due to new technology and mobility solutions.

7 ACTION PLAN

Many parking strategies proposed for Danville cannot be implemented overnight, nor can they all be implemented concurrently. There are strategies, however, that can be implemented quickly; while others may take longer. Some strategies will work well when implemented together but others are dependent on a series of consecutive steps.

The Action Plan is a roadmap that supports the recommendations outlined in Chapter 5. Each table corresponds to a time frame for implementation. Individual actions are categorized based on the seven primary strategies. Implementation considerations and relative cost are indicated for each action while community priority, as expressed though the prioritization exercises at public open house events, is signaled for applicable actions. The Action Plan is a living document to be used by Danville staff and partners to help inform decisions.

The Action Plan is organized via the following structure:

- Time Frame
  - Short Term = completed within one year
  - Medium term = completed over the course of one to three years
  - Long term = completed over the course of more than three years
- Strategy
  - The eight overarching strategies, as outlined in Chapter 6 are identified for the specific action

Within this structure, the Action Plan includes the following for each sub-strategy action:

- Actions
  - The specific steps to move towards or implement recommendations
- Implementation Considerations
  - Select factors to be evaluated and/or integrated into decision-making and roll out of Actions
- Relative Cost
  - Level of investment required for implementation
    - Actions marked with a single $ symbol represent the lowest cost actions, those that can be can be carried out by current staff.
    - Additional $ symbols represent increases in investment (added manpower or capital improvement) required to carry out those actions. Actions whose relative cost is indicated by $$$$ are the most expensive, and require a high level of capital and operational investment.

Figure 17 Danville Parking Action Plan

SHORT TERM – COMPLETED IN 0-1 YEARS

Strategy	Action	Implementation Considerations	Relative Cost
Manage Employee Parking to Encourage Availability	Encourage long-term and employee parking to the periphery	Allow and encourage City Hall employee parking to park at Galileo Magnet High School.	$$
	Improve enforcement of time limited spaces	Create 2-hour time limit zones on-street to deter the "two-hour shuffle".	$
	Provide short-term spaces for drop-off/pick-up activities	Provide short-term parking spaces (i.e., less than 15min) along Main Street and Craghead Street	$
Proactively Manage Curbside Activity	Provide Adequate and Accessible ADA Parking	Requires an assessment of ADA on-street space utilization.	$
Develop an Event Parking Plan	Coordinate Event Management	Coordinate event parking management between public and private stakeholders with codified requirements for special events	$
Improve the User Experience	Update and publish a public facing parking map	Work with River District Association website to display public parking locations on resources map Work with River District Association to pinpoint public parking locations on Google Maps, Apple Maps, and other popular navigation platforms.	$
	Develop a Security Plan	Work with community stakeholders to identify most appropriate solutions.	$

MEDIUM TERM – COMPLETED IN 1-3 YEARS

Strategy	Action	Implementation Considerations	Relative Cost
Proactively Manage Curbside Activity	Better Manage Delivery and Drop-Off Activity	Perform in conjunction with adjustments to regulations. Determine peak loading and drop-off activity.	$
	Prepare for Autonomous Vehicle Use	Determine the variety of non-traditional uses for future curbside programming.	$
	Add On-Street Parking	Would require the reconfiguration of travel lanes, possibly traffic patterns.	$$
Facilitate Shared Parking Agreements	Shared parking agreements with property owners	The City should develop an in-house capacity to advance shared parking agreements, provide educational and negotiating support to potential sharing partners on topics such as liability, leasehold structure, preservation of development rights, maintenance improvements, safety and lighting improvements, appropriate signing and markings, etc.	$
Create Parking Management Program	Create a City-staffed Parking Management Program	Assign City-staff to oversee Citywide parking program, implementation of parking recommendations	$$
	Create a Parking Facilities Fund	Consider the organizational structure required to establish and oversee such a fund. Understand general fund impacts. Engage stakeholders to help determine reinvestment priorities.	$

Strategy	Action	Implementation Considerations	Relative Cost
	Improve Parking System Reporting and Tracking	Assign as a departmental responsibility. Add to work calendar. Explore adding to enforcement officer duties.	$$
Proactively Plan for Future Downtown Needs	Optimize Existing Inventory	Striping spaces will bring predictability to the parking system. In other areas such as Newton Street or Wilson Street, roadways could likely accommodate back-in angled parking on one-side, which would add more spaces through striping alone	$
	Encourage Car-Sharing Options	Car-sharing services provide the ability for two- or more person households to only own one car. Public lots can provide the parking space	$
	Enable residential/public parking in lots	Along with shared use agreements, enable and promote off-peak public parking in private and public lots.	$
Improve the User Experience	Accentuate Branding and Marketing	Coordinate branding with other City departments and standards. Explore expansion of parking branding. Coordinate with other signage management.	$$
	Increase signage and wayfinding	Design and implement a parking wayfinding signage program to assist visitors in locating available parking, while identifying individual lots by name	$$
	Explore Valet Parking systems	A pilot program should clearly define valet parking zones, operating hours, and vehicle circulation patterns to and from the final parked location. The program should formalize operator	$

Strategy	Action	Implementation Considerations	Relative Cost
		permitting and application procedures in city code.	
Encourage Alternative Transportation Modes	Improve and Expand Bicycle Parking and Repair Facilities	Coordinate with improvements at transit stops, off-street parking facilities, and other area improvements. Coordinate with downtown stakeholders to expand bikeshare stations.	$$
	Prioritize Pedestrian Crossing Safety	Select physical improvement location based on walking safety/higher walking demand. Assess feasibility with Engineering. Coordinate with other area improvements (streetscape, repaving, etc.).	$$$
Manage Employee Parking to Encourage Availability	Expand parking technology options citywide	Upgrade technology such as real-time availability, online mapping and parking apps and on-street zone establishment	$$$

LONG TERM – COMPLETED AFTER 3 YEARS

Strategy	Action	Implementation Considerations	Relative Cost
Improve the User Experience	Improve and Coordinate Information Systems	Work with City departments to coordinate with other signage management. Develop maintenance plan. May need to conduct existing signage inventory first. Collaborate with local businesses to map businesses and parking locations.	$$$
Invest in Public and Shared Parking Supply	Strategically invest in new parking supply	All decisions to build more parking should be evaluated in the context of Danville's primary goals to promote economic development while also improving multimodal travel.	$$$$
Proactively Plan for Future Downtown Needs	Adopt a formal pricing policy & strategy	Setting a specific availability target for on- and off-street parking, such as 85% for on-street spaces, can help City staff identify when to adjust time limits or when to institute paid parking to encourage turnover. Review of occupancy in public lots should occur at least annually.	$$$