

City of Hartford, CT

Comprehensive Parking Study

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To support future growth, public policy, development and redevelopment:

1. Secure Additional Public Parking Assets (lease, build)
2. Strengthen Partnership between HPA and City
3. Increase Parking Enforcement Activities
4. Continue to Enhance Transit and TDM Programs
5. Utilize Technology to Monitor Parking Conditions
6. Continue to Network and Collaborate with Stakeholder Groups



PURPOSE and RFP GOALS

- Understand the existing public and private parking inventory.
- Forecast future demand for publicly owned parking facilities.
- Develop strategic parking management plans / recommendations for key focus areas.
- Leverage transit and alternate modes to minimize parking demand.
- Review current policies and regulations against industry-wide best practices.
- Obtain community/stakeholder input regarding parking issues.



COVID-19 IMPACT

- Kicked-off the parking study in February 2021 (RFP in 4Q 2020).
- US Impact March 2020, Stay at Home orders issued on March 23rd.
- Parking Impact felt before the start of the study – alternate approach/methodology implemented.
- **Assumed** the impact was short-term and a 50% recovery would occur by 2022 (HPA ramp up model).
- Prolonged recovery and variants altered parking (and transit) behaviors.
 - Now more people are working from home permanently or only going into an office a few days.
 - New habits and are now the new 'norm' (i.e. delivery services, more online shopping, etc.).
 - "Old" metrics and benchmarks may not be relevant.
- Parking Industry has also evolved with the pandemic and new behaviors.



Parking Demand and Future Adequacy Analysis

- Requested historical pre-covid data to establish baseline 2019 parking conditions
- Future project assumptions provided by the city (25 future developments)
- Estimated parking adequacy based on covid recovery plus impact from development

Public Engagement

- Four (4) public stakeholder focus group forums, social pinpoint interactive surveying website and feedback tool
- Individual stakeholder outreach and interviews (parking operators, transit agencies, employers, developers, neighborhood groups, public agencies, complete streets)

Transit and TDM Review

- Existing TDM programs, rideshare programs, future initiatives, micro-transit

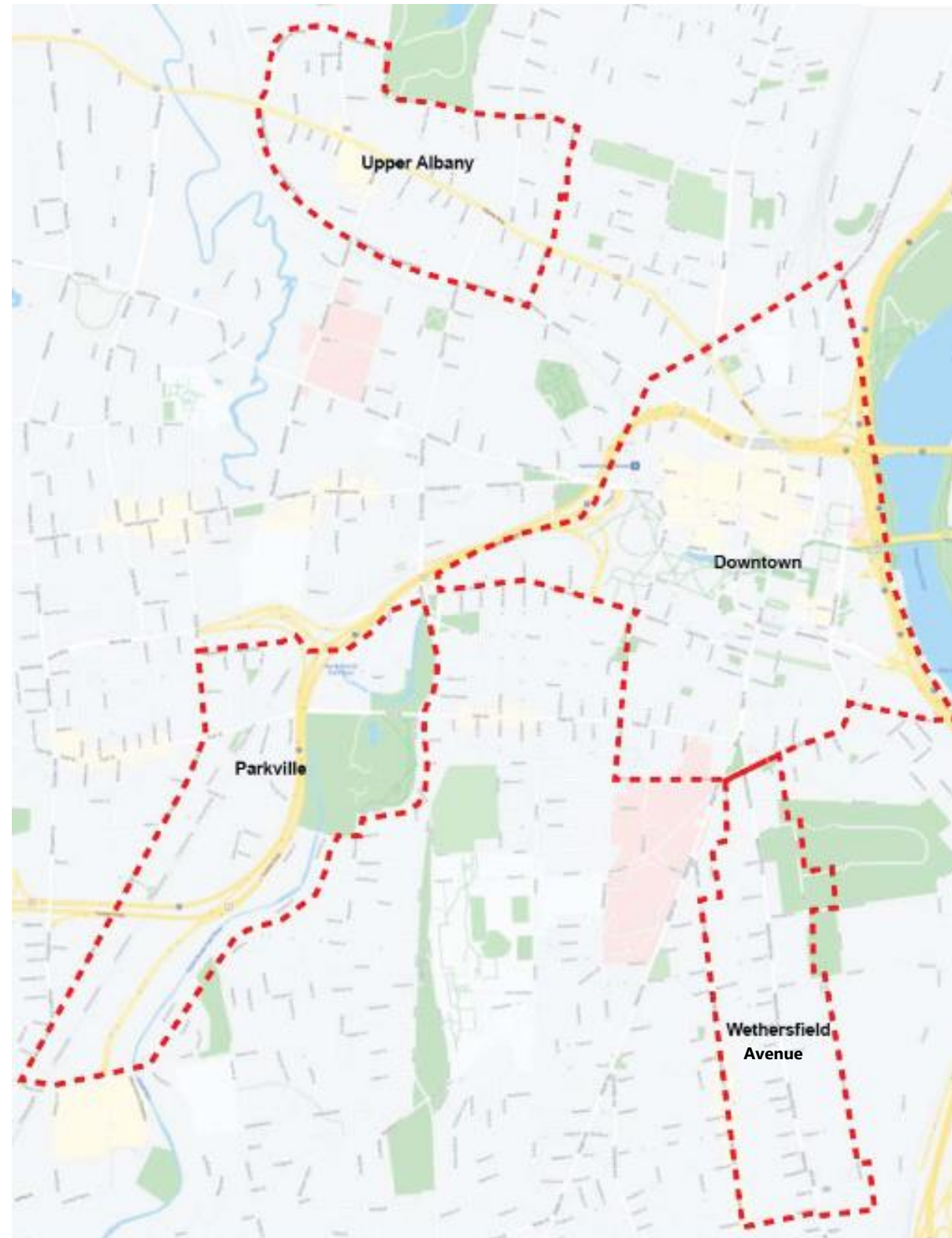
Parking Management and Regulation Review

- Parking rate analysis, parking enforcement and citation fine schedule, parking policies, use of technology
- Zoning ordinances and parking requirements

Parking Expansion Strategies

- New on-street parking locations, new off-street parking facilities
- Public/private lease agreements





Downtown



Upper Albany



Parkville



Wethersfield Avenue

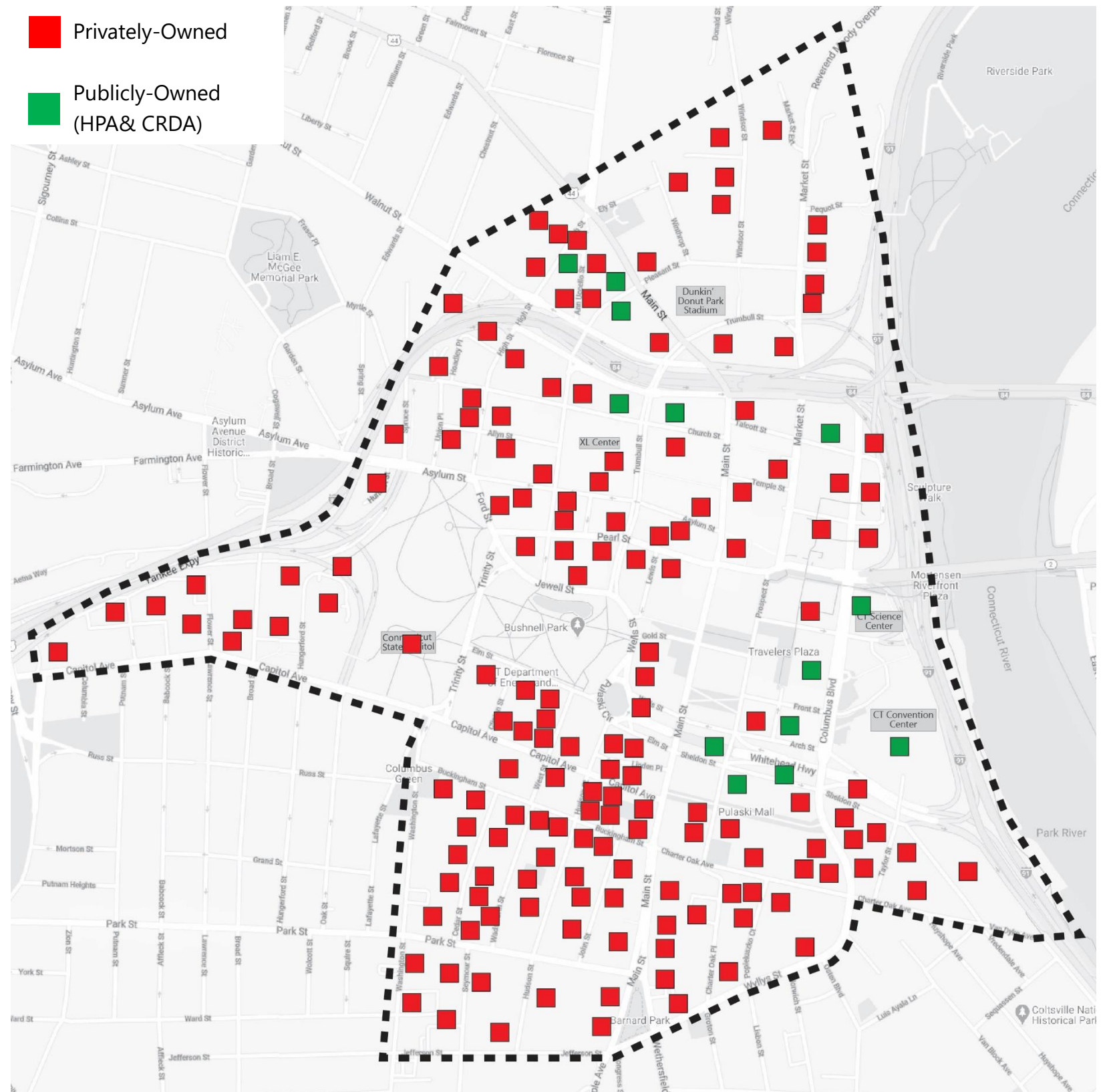


SYSTEM-WIDE

- Lacking PUBLIC parking assets.
- NO PARKING MINIMUMS promote development without public parking infrastructure in place.
- TRANSIT system is robust, but it does not significantly reduce parking demand.
- ENFORCEMENT issues magnify deficiencies.

HPA

- HPA should be a **partner** with the City on economic development to ensure the public parking system if required, is capable of supporting the needs of proposed development projects prior to approval.
- HPA is community-driven focused on customer-service and supporting business needs.
- HPA is working to improve consistency throughout the system as the need for parking management increases.
- Additional public parking resources are needed to promote and support economic and redevelopment activities.
- HPA is a well-run parking organization, they just need to expand their footprint and services.



DOWNTOWN

- DOWNTOWN has a LOT of parking.
- REALITY is that the public parking component is minimal – only 13 of the 170 DOWNTOWN parking facilities are publicly-owned.
- Only 9,183 out of 33,936 spaces or 27% are controlled by HPA/CRDA.
- COST of parking is considered too high by the community and HPA doesn't have enough market share to influence price.

PARKVILLE

- Within the Parkville study area, most activities are focused on the northern portion near the Parkville Market.
- At this time, other areas in Parkville are less active.
- The City and HPA intend to add more loading zones in this area along Park Street, Park Avenue, and Bartholomew Avenue to help reduce double parking and support business needs.
- Outside of the time regulated parking on the primary commercial corridors, there is very little to enforce.

UPPER ALBANY

- On-street parking spaces along Albany Avenue are generally unregulated and without time limits.
- The HPA was conducting two limited pilot studies of paid parking along Albany Avenue, but the pilot tests only implemented paid parking on one-side of the street, with no payment required on the opposite block face.
- Enforcement occurs less frequently than in the Downtown area with activities generally limited to the residential parking areas and the pilot areas.

WETHERSFIELD AVE

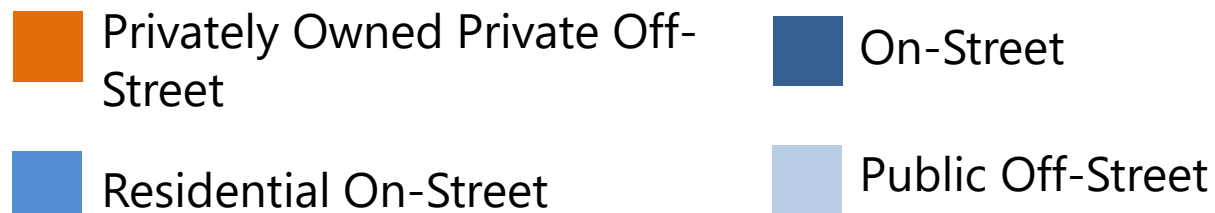
- Currently, Wethersfield Avenue Corridor study area is capable of meeting the local parking needs.
- Most commercial off-street parking lots provide on-site parking for their customers, residents and guests.
- A majority of the Wethersfield Avenue Corridor study area is comprised of residential use.

Parking Spaces – Four (4) Study Areas

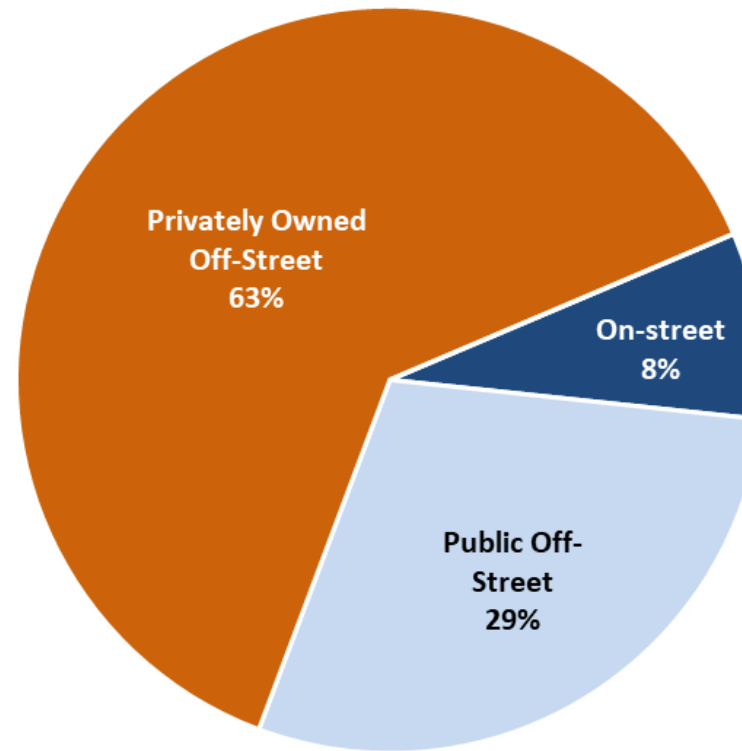
- 47,189 spaces (Public and Private)
 - On-Street Public: 3,356
 - On-Street Residential (RPP): 4,026
 - Total On-Street: 7,382**
 - Off-Street Public: 7,494
 - Off-Street Private: 32,313
 - Public Use: 9,065

General Public has access to 19,915 spaces

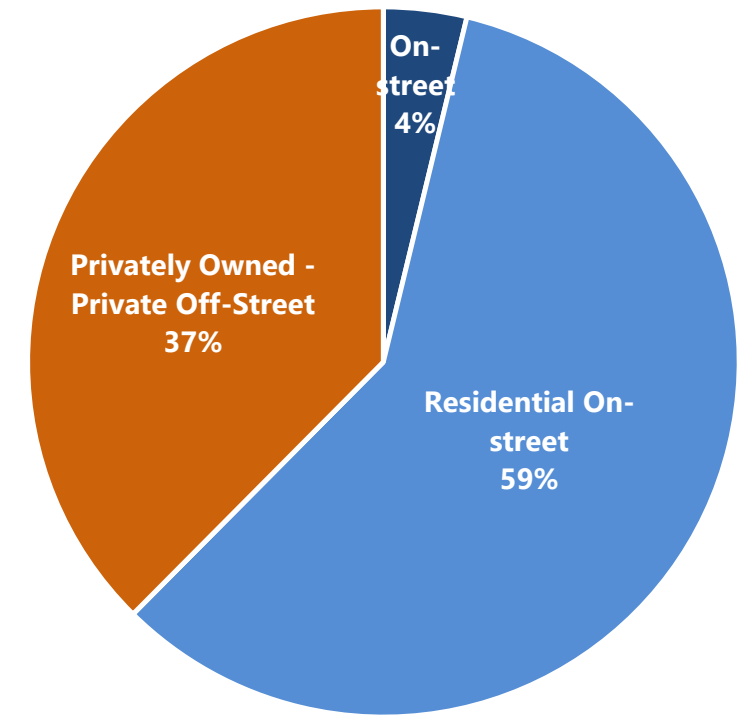
- Downtown 33,936 spaces (72%)
- Upper Albany 3,705 spaces (8%)
- Parkville 5,499 spaces (12%)
- Wethersfield Avenue 4,049 spaces (8%)



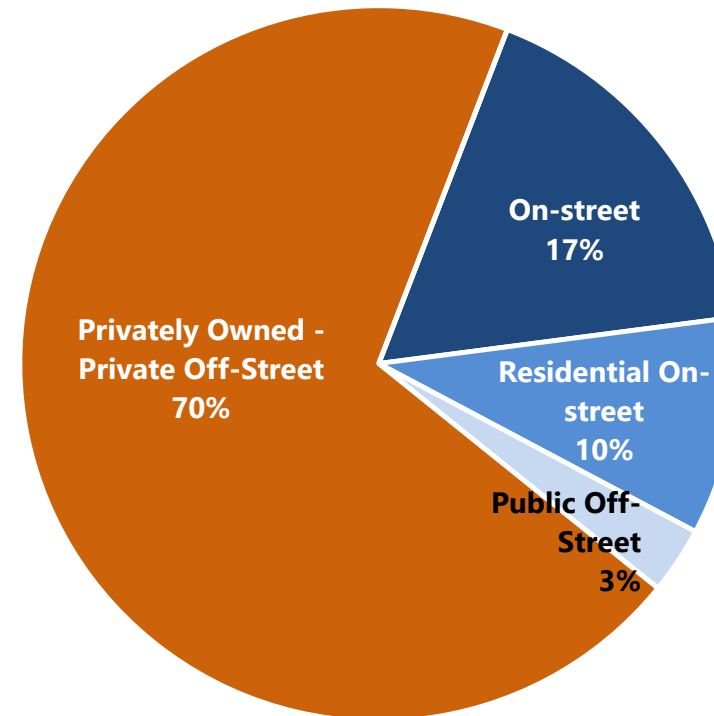
Downtown



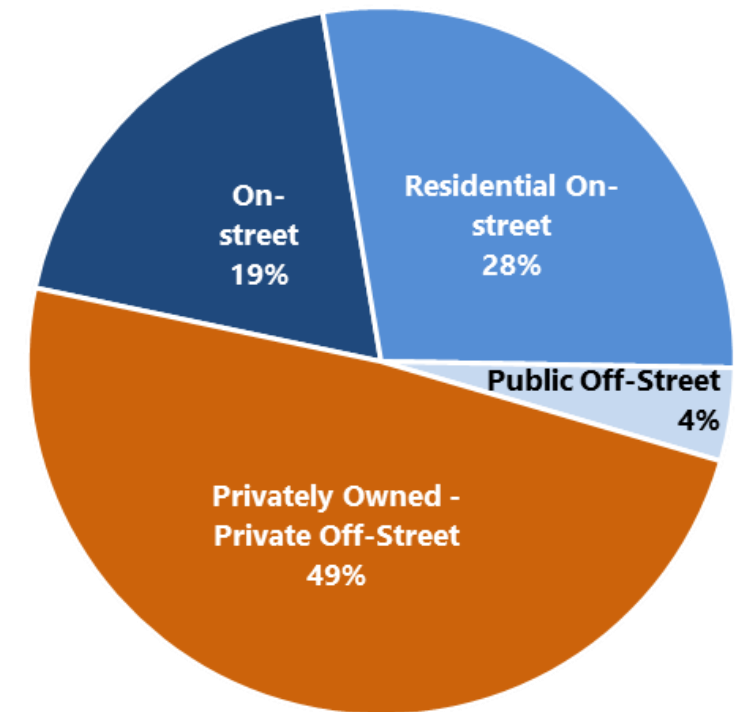
Upper Albany



Parkville



Wethersfield Avenue

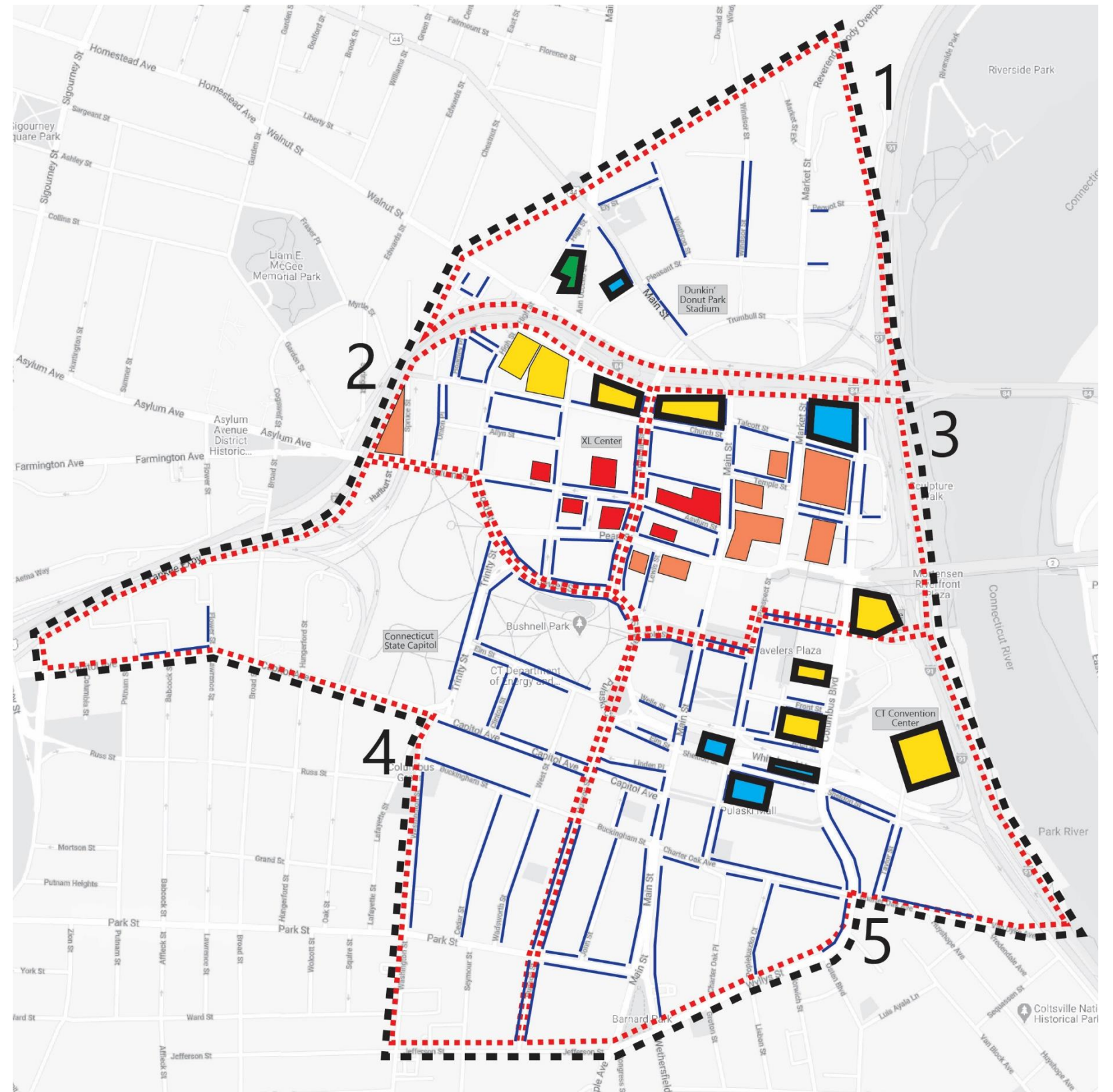


Hourly Parking Rates (Downtown)

- Limited access to hourly parking areas
- Daily rates are not cost-effective for many users
- Affordable on-street parking is very limited

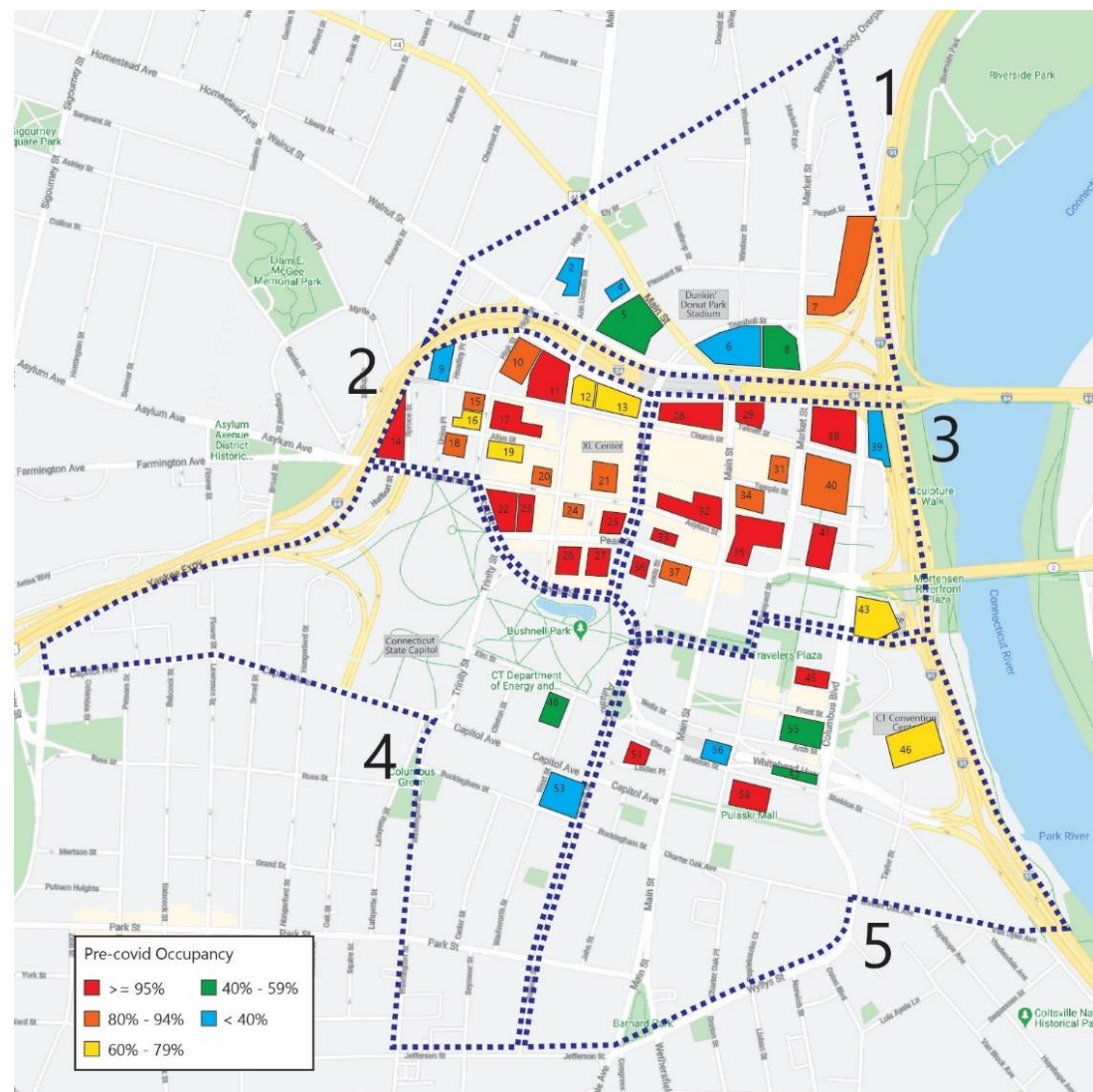
Hourly Rate

- < \$2.00
- \$2.00 - \$2.99
- \$3.00 - \$3.99
- \$4.00 - \$4.99
- > \$5.00

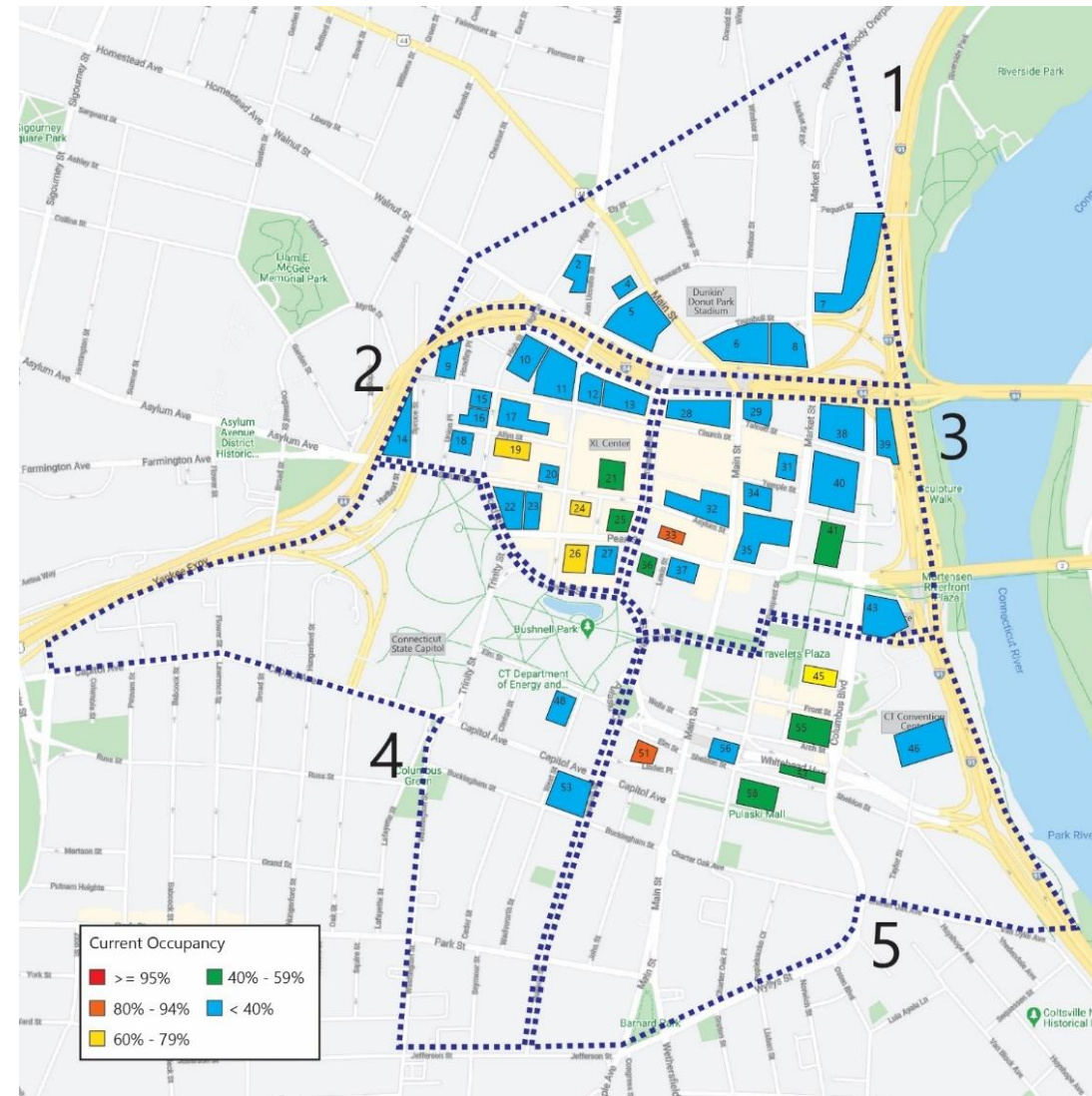


Parking Occupancy

- Downtown
 - In 2019, a majority (60%) of the off-street parking facilities were operating at or above an occupancy of 80%.
 - In March 2021, only 25% of the off-street parking facilities were operating above a 40% occupancy level.
- Upper Albany, Parkville & Wethersfield
 - In 2019, most of the off-street parking facilities were operating at or below an occupancy of 40%.



2019



2021

Allyn St. Lot (LAZ)



Downtown

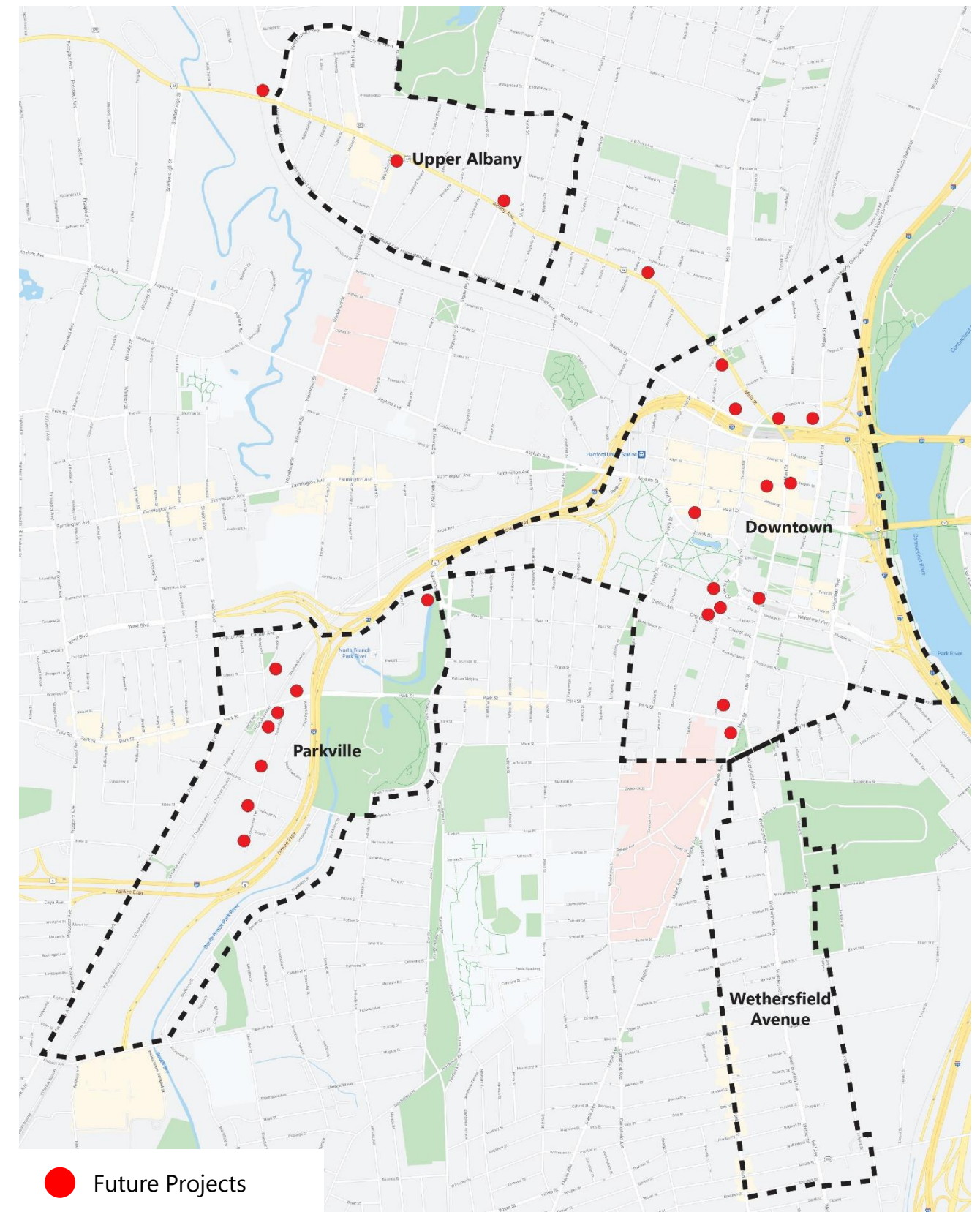
- Arrowhead Redevelopment
- DONO / North Crossings (Phase 1 & 2)
- The Millennium
- Pratt Street Redevelop Plan
- Sage Allen Apartments
- Bushnell South Redevelopment (65 Elm Street, 100 Capital Ave, 55 Elm Street)
- Corner Stone Building (City)
- Park & Main (Phase 1 & 2)

Upper Albany

- Albany-Woodland Redevelopment
- Village at Park River (Westbrook Village)
- 270 Albany Ave
- 614 Albany Ave

Parkville

- 17-35 Bartholomew **
- Spartan Towers Renovation
- Parkville Apartment Adaptive Reuse
- Spaghetti Warehouse
- Mill Building Adaptive Reuse
- Parkville Market Phase 1 & 2
- Advanced Manufacturing Facility
- Real Art Ways



District	Now- 2 Years	3-5 Years	6-10 Years
Downtown Zone 1	(86)	(139)	(185)
Downtown Zone 2	-	-	(71)
Downtown Zone 3	-	-	(25)
Downtown Zone 4	-	(270)	(307)
Downtown Zone 5	-	-	-
Upper Albany	(17)	(27)	(31)
Parkville Zone 1	-	(345)	(345)
Wethersfield Ave. Corridor	-	-	-

- The supply in Downtown Zone 1 includes the temporary lease at the Rensselaer parking facility. Should this lease terminate, the parking shortage in Zone 1 will increase by approximately 400 spaces.

Based on the future development assumptions, no projected public parking shortages in the Wethersfield Avenue Corridor study area.

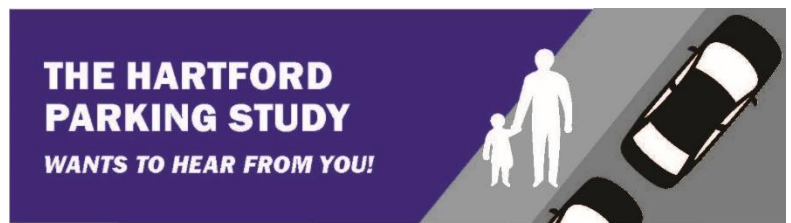


PUBLIC ENGAGEMENT & TRANSIT AND TDM

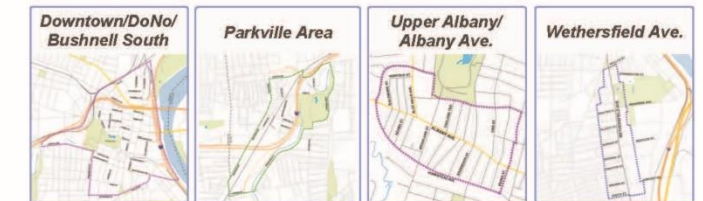
- **Project Website and Online Engagement Tools (Social Pinpoint)**
- **Virtual Public Forums** (City-Wide; Downtown; Upper Albany; Parkville; Wethersfield Avenue)
- **Stakeholder Interviews** (Transit Agencies; Parking Operators; Public Agencies; Major Employers)
- **Additional Outreach Meetings** (Complete Streets Task Force; LINK; Upper Albany Main Street)

Key Takeaways

- Strong interest for the City to continue investing in streetscape and walkability improvements, as well as public transit and micro-mobility options.
- Drivers want convenient parking adjacent to their destinations. Enhanced wayfinding and signage can help clarify parking regulations and utilization.
- COVID impacts on commutation will require parking flexibility (i.e. regulations and payment/pricing options).
- Redevelopment projects (i.e. Downtown, Parkville) will create new parking demand but also new opportunities for alternative transportation.



Hartford is examining citywide parking issues and opportunities with a focus on four study areas. The Study will identify strategies to address parking needs as well as related streetscape and transit efforts.

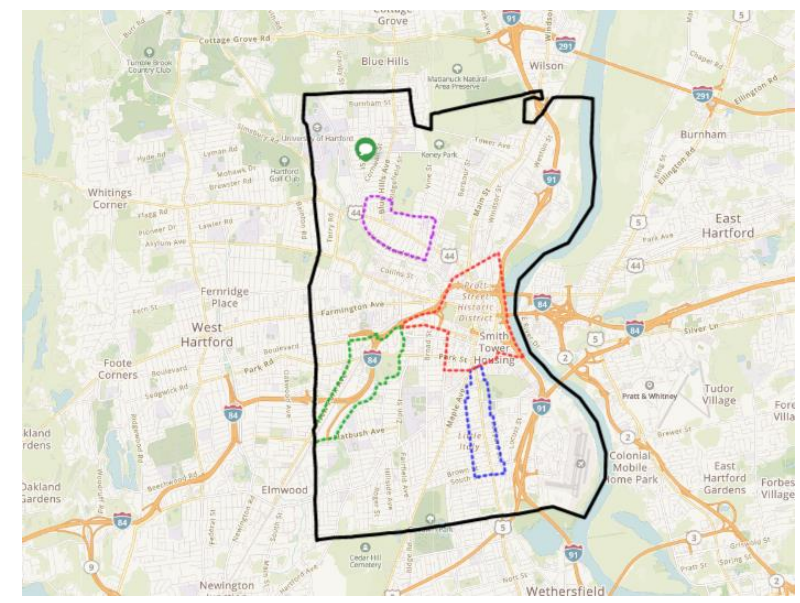


HOW TO PARTICIPATE

1. Visit the Parking Study website: www.tinyurl.com/HartfordParking
2. Take the Parking Study Survey: www.tinyurl.com/HartfordParking-Survey
3. Share a location-specific comment on an Interactive Map: www.tinyurl.com/HartfordParking-Map



QUESTIONS? Contact the Hartford Parking Study consulting team: HartfordParkingStudy@gmail.com



TRANSIT AND TRANSPORTATION DEMAND MANAGEMENT (TDM)

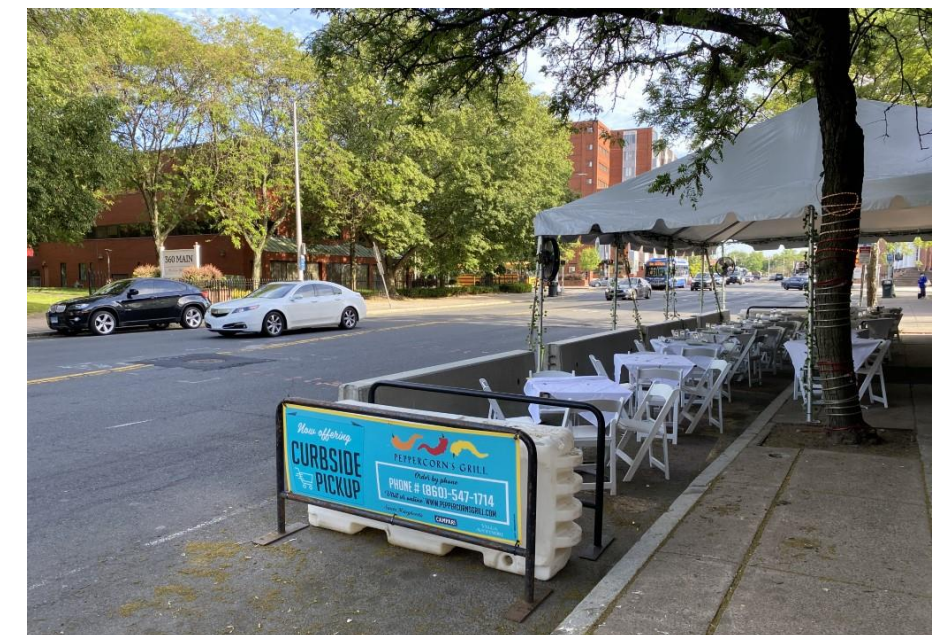
Improve downtown shuttle and micro-mobility services along with enhanced walkability

- Improved shuttle and micro-mobility services will help shift parking demand to facilities with lower utilization and facilitate a more decentralized parking system.

Fund targeted marketing efforts to improve public awareness of transit initiatives

Continue to encourage Transit-Oriented Development (TOD) around CTfastrak Stations

Support strategies from Hartford 2035 and the Metro Hartford RapidRoutes study to reduce auto dependency



Note: We make the above recommendations even though our public outreach and travel analysis demonstrates that recent transit initiatives have not had a significant impact on parking demand.

Improve downtown shuttle and micro-mobility services	City-wide	Down Town	Park ville	Upper Albany	Wethers Field
Examine/modify downtown Connector Shuttle routes, stops, and headways		✓			
Enhance last mile connectivity through micro-modes such as Link scooters and bicycle infrastructure investments to connect parking facilities and destinations		✓			
Continue Downtown streetscape improvements that encourage walking further distances		✓			
Fund targeted marketing efforts to improve awareness of transit initiatives					
Promote information on existing LINK subsidies for low-income individuals	✓				
Expand LINK scooter service			✓	✓	
Encourage downtown employers to advertise and offer pre-tax public transit programs and other non-SOV incentives to their employees		✓			
Continue to monitor the area including the functionality of bike lanes and bus stop access					✓



Continue to encourage Transit-oriented Development (TOD) around CtFastrak stations	City-wide	Down Town	Park ville	Upper Albany	Wethers Field
Developers in TOD areas should be incentivized to subsidize CTfastrak passes for their residents and should be required to advertise public transportation			✓		
Support Strategies from Hartford 2035 and The Metro Hartford RapidRoutes Study to Reduce Auto Dependency					
Enforce parking regulations around bus stops to ensure accessibility	✓				
Work with Complete Streets Task Force to identify locations for new bicycle racks, preferably covered bicycle racks	✓				
Promote biking in the winter season with effective snow plowing and targeted communications	✓				
Undertake a review of pedestrian and bicycle crash data to identify where safety improvements are needed	✓				
Review signal phases for pedestrians on Albany Ave. to ensure that elderly pedestrians have enough time to safely cross the street				✓	
Continue to monitor the area including the functionality of bike lanes and bus stop access					✓



PARKING MANAGEMENT & OPERATIONAL RECOMMENDATIONS

CODE DICTATES ANY APPROVED PROJECT DOES NOT NEED TO PROVIDE ANY OF THE PARKING SPACES NECESSARY TO SUPPORT THE PARKING DEMAND FOR THEIR PROJECT.

THEREFORE:

- Any approved projects may assume that the City will ensure their parking needs will be met by the City's public parking system.
- The burden falls on the City/HPA to ensure the availability of a reasonably proximate location to park.
- In areas where existing public infrastructure exists, those facilities may already be operating at or near capacity.
- There are areas without any public off-street parking facilities and the only parking infrastructure are the on-street parking spaces.
- To continue to support and promote development, the parking infrastructure needed to support must be established.
- Efforts should be made to strategically distribute the location of the parking facilities to allow for broader coverage.

TODAY'S HPA

Today's Structure and Limitations:

- Lack of market share challenges the ability for the HPA to influence parking management decisions.
- Lack of parking capacity in growth areas limits the ability for the HPA to support a shared parking system envisioned with the removal of parking minimums.
- Need to coordinate infrastructure investment with City creates challenges for ability to respond to community parking needs.

ENHANCE PARKING AUTHORITY

Enhancement Should Include:

- More autonomy to make decisions about rates, practices, and investments that allow them to better respond to community needs.
- Ability to retain additional net revenue to leverage and increase capacity to better manage market share and influence parking management decisions within the community.
- The ability to bond and construct parking provides opportunities for growth and public-private partnerships.

Priority 1 – Create Additional Public Parking Supply

- Leverage available private supply
- Impact of parking fees
- Consider new parking capacity

Priority 2 – Improve Parking Compliance

- Focus on safety improvements
- Consistency between the on- and off-street parking areas
- Improve consistency in neighborhood districts

Priority 3 – Support Modernization of the Community Parking System

- Context and data-driven implementation of community parking programs and management



System-Wide Recommendations:

- Create new street parking where available
- Collaborate with the private sector to create public parking
 - Large private parking operators
 - Large institutions with lower employee usage post-COVID
 - Private businesses with low off-peak usage
- Introduce improvements to communications and data-driven planning

Downtown

- Subsidize private parking facilities in exchange for a lower-priced parking option.
- Residential parking passes (nights and weekends).
- Leverage mobile pay to reduce/ eliminate cash payments.
- Implement asset-light concepts to improve operational costs.

Upper Albany

- Leverage underutilized surface parking to improve public parking.
- Evaluate response to paid parking pilot and expand.

Parkville

- Consider public-private parking agreements in underutilized private parking facilities.

Wethersfield Avenue

- Continue to monitor conditions and update policy as needed.



System-Wide Recommendations:

- Address consistency of enforcement and safety violations
- Consider parking wayfinding improvements

Downtown

- Schedule price increases for the on-street system.
- Increase use of demand-based pricing tools.
- Expand enforcement and payment into nights and weekends.
- Consider monetization of other curbside uses.

Upper Albany

- Extend hours of enforcement and pricing.
- Introduce loading zones to reduce double parking.
- Consider introduction and expansion of Residential Parking Permit (RPP)'s.
- Consider reduced price parking for residents.

Parkville

- Introduce a paid parking pilot.
- Extend hours of enforcement and pricing.
- Consider introduction and expansion of RPP's.
- Consider reduced price parking for residents.

Wethersfield Avenue

- Address shared parking opportunities as economic development opportunities dictate.



System-Wide Recommendations:

- Expand paid parking (virtual/digital permit only) adjacent to heavily traversed commercial corridors
- Implement Parking Benefit Districts that provide opportunities for re-investment of parking revenues into neighborhoods and communities

Downtown

- Continue to monitor conditions and update policy as needed.
- Continue to evaluate and expand shared parking arrangements.

Upper Albany

- Consider implementation of commercial benefit districts.
- Monitor parking pricing and enforcement and adapt as community needs dictate.

Parkville

- Consider implementation of commercial benefit districts.
- Monitor parking pricing and enforcement and adapt as community needs dictate.

Wethersfield Avenue

- Continue to monitor conditions and update policy as needed.



PARKING EXPANSION STRATEGIES

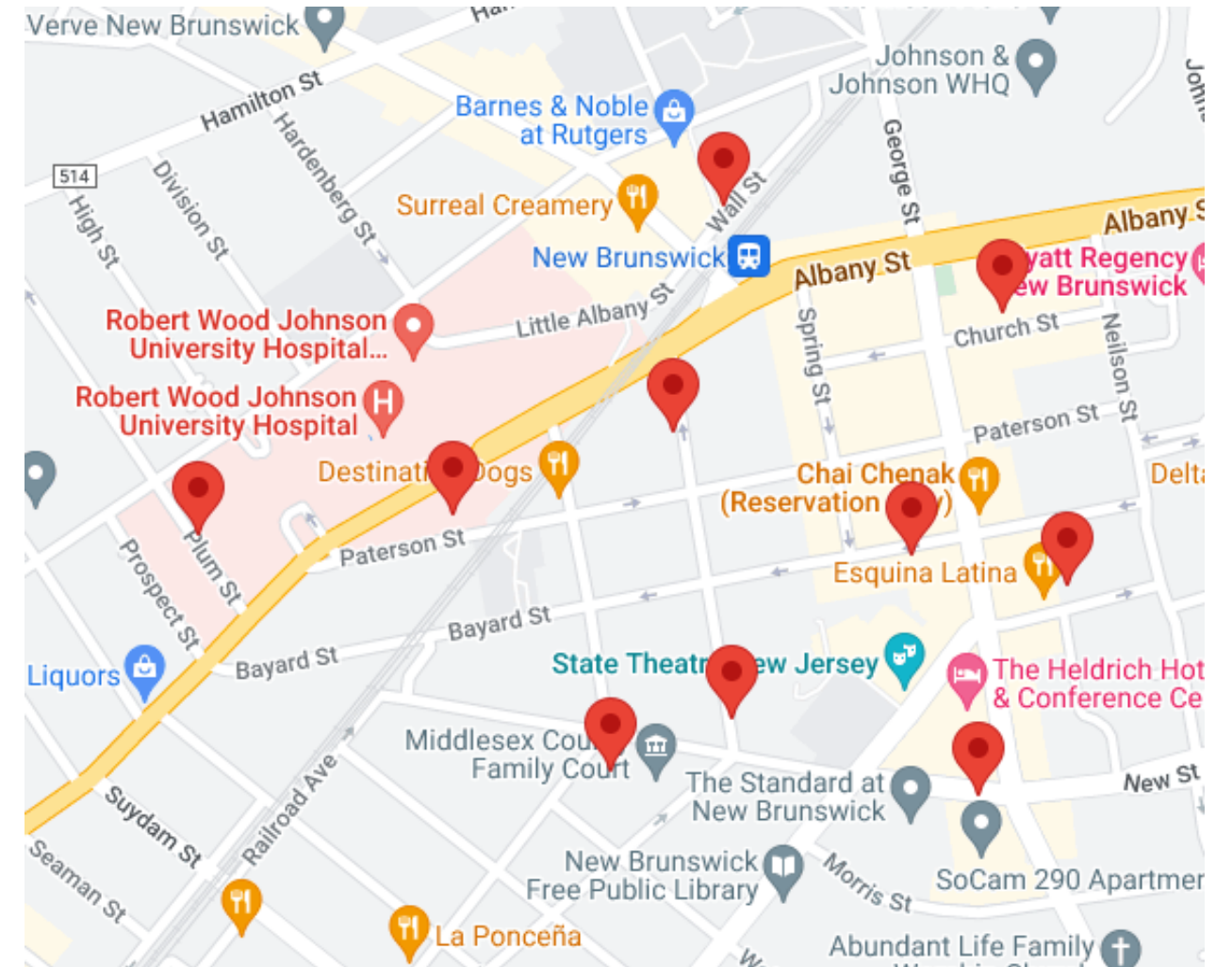
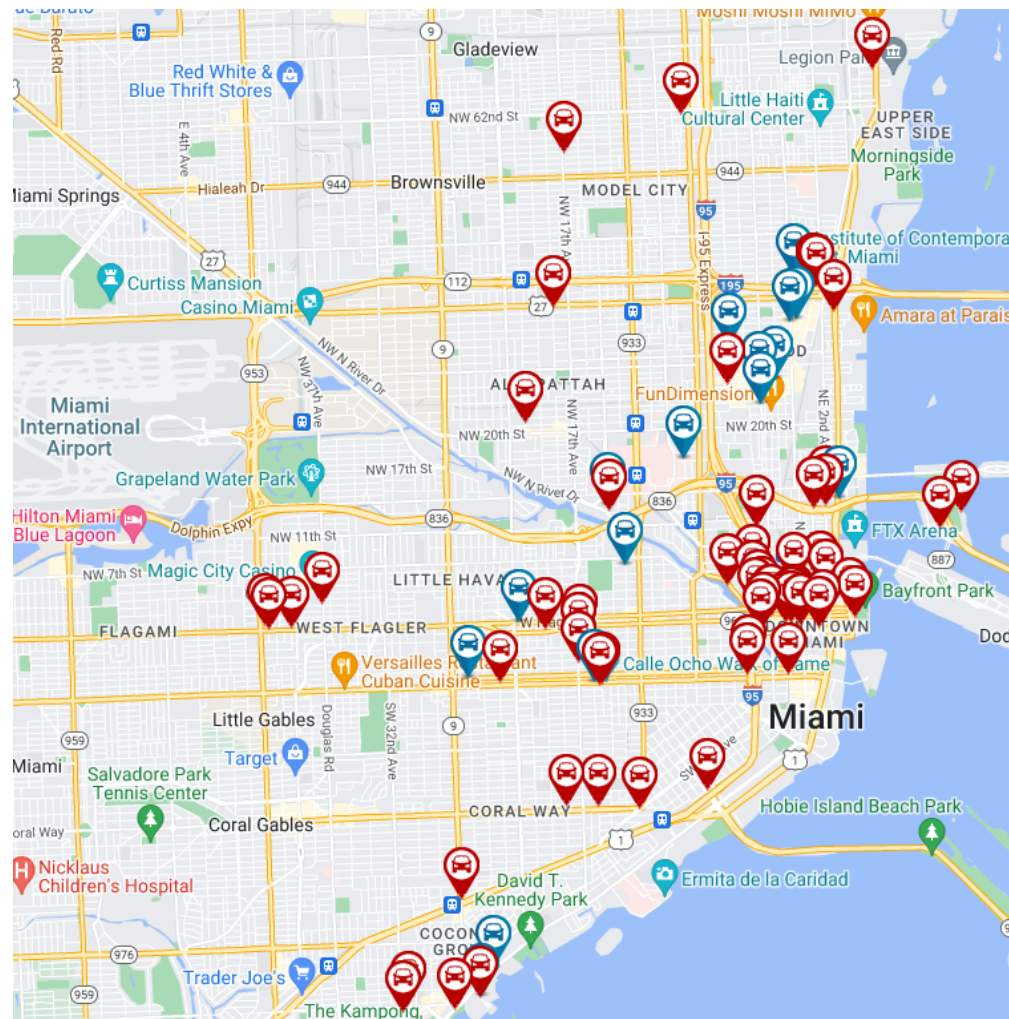
Challenges

- Elimination of parking requirements promotes development, but parking demand **IS** generated by new development.
- New development and associated parking demand will impact the public parking resources given the limited supply controlled by the HPA or City.
- Lack of public parking resources may inhibit future development given the high cost of parking for individual projects.

Recommendations

- Parking authorities nationwide are effective entities to both develop / manage parking and to support development and economic activity.
- In addition to the operation, management and enforcement of the City's parking assets, the HPA is a valuable partner in Hartford's economic development.
 - Secure, lease, purchase or condemn underutilized land or parking assets to judiciously increase its control of public parking resources.
 - Leadership role in coordinating and supporting alternative mobility efforts.
 - Serve as member of City's economic development team.
 - Leadership role in the planning and development of new centralized facilities to support projects and neighborhood improvements.
 - Engage in public / private or public / public partnerships to develop new centralized parking facilities to support the City's development.
- Lease existing private parking facilities for public access.
- Develop centralized parking facility to support multiple redevelopment projects and act as a catalyst that encourages private sector development.





City of Miami Parking Authority (MPA)

- City Population (2021): 440,000
- MPA controls 25,000+ spaces
- Other services: retail/office ownership and management, micro-mobility programs, etc.

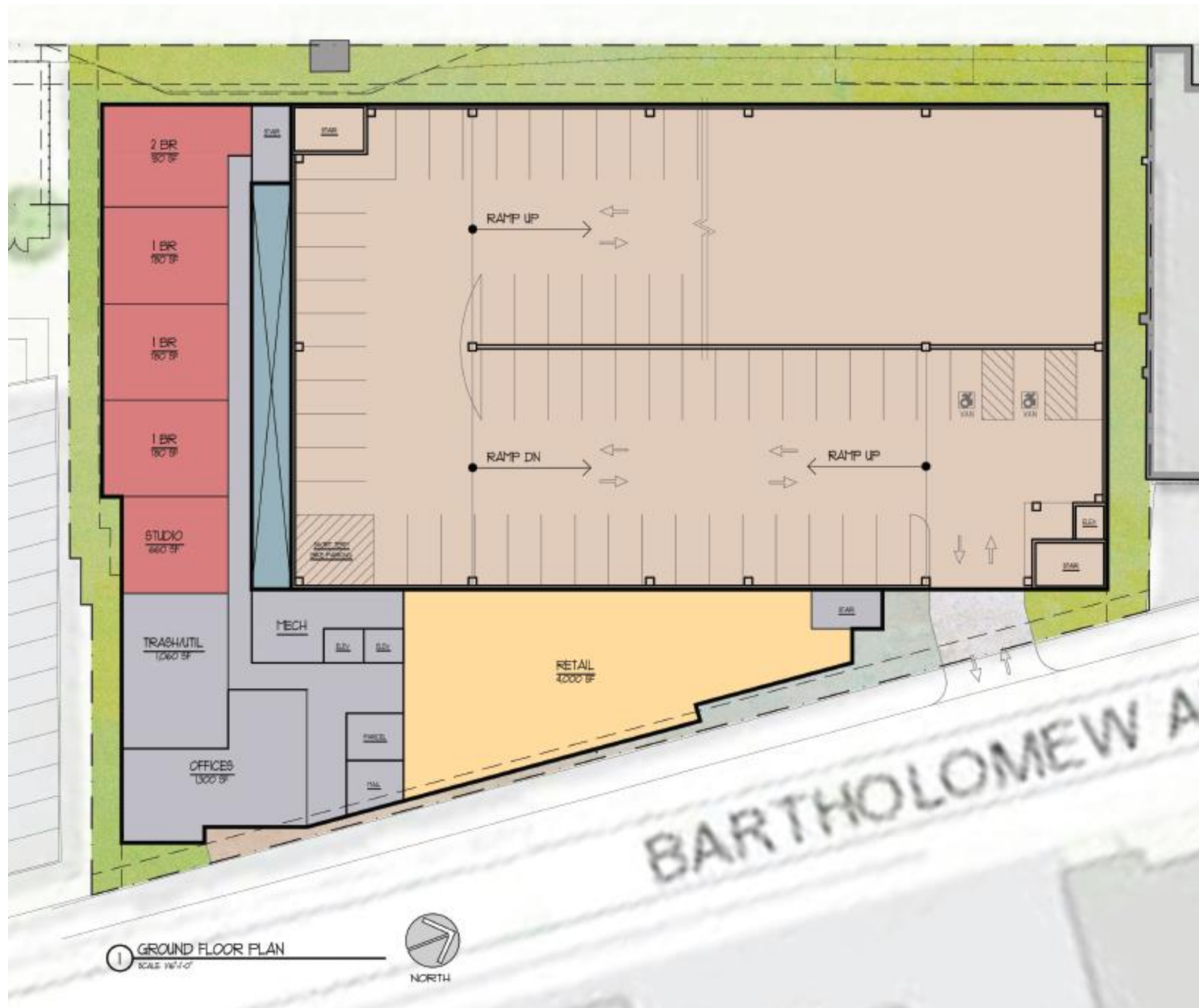
City of New Brunswick Parking Authority (NBPA)

- Population (2020): 55,000
- NBPA controls 7,800+ spaces
- Other services: retail/commercial ownership and management, residential parking permit management, shuttle service, downtown ambassadors, street cleaning, etc.

- Underutilized curb space may be converted to on-street parking spaces.
- A considerable amount of curb space downtown that is presently regulated as “no parking”.
- On-street parking provides highly convenient parking for downtown patrons, calms traffic, and improves the pedestrian experience.
- Properly planned, can be added without negatively impacting pedestrian safety and the flow of traffic.
- Adding on-street parking is an affordable option to providing public parking for downtown visitors, patrons, and residents.



High St. between Allyn St. and Church St.



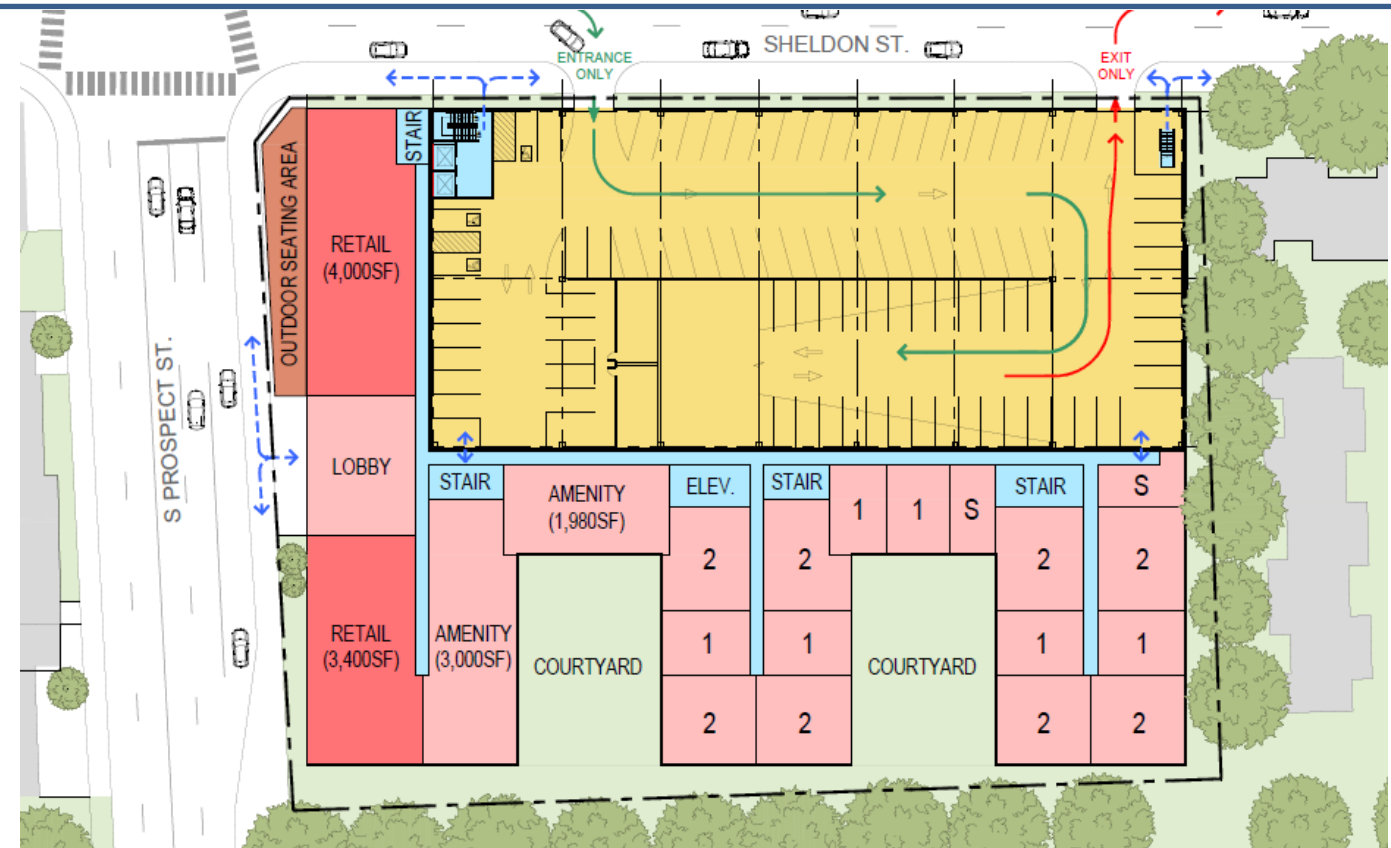
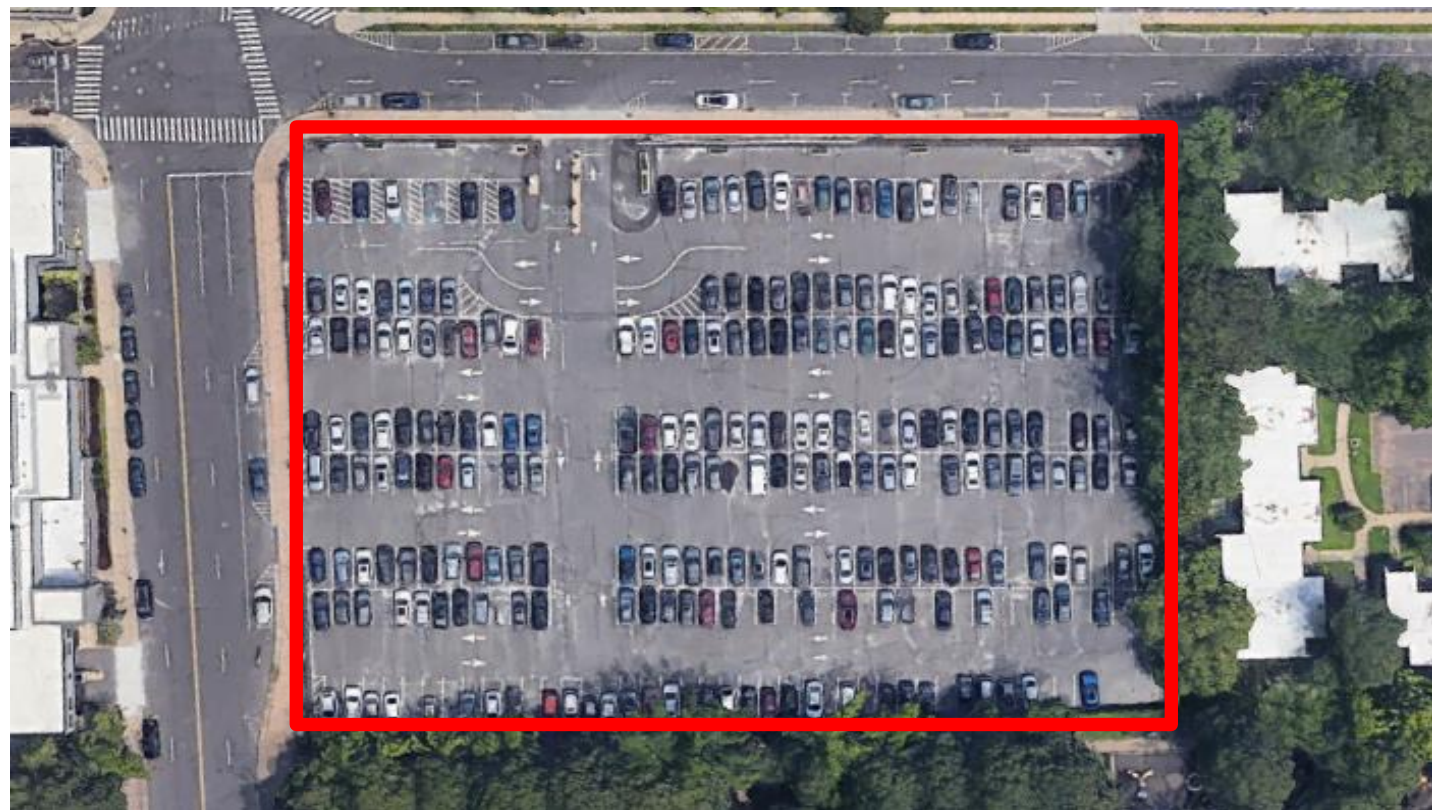
UNIT MIX SUMMARY					
Floor	Description	Unit Mix			
		Studio	1 BR	2 BR	Total
1	First Floor	1	3	1	5
2	Second Floor	4	7	2	13
3	Third Floor	4	7	2	13
4	Fourth Floor	4	7	2	13
5	Fifth Floor	4	7	2	13
Totals		17	31	9	57

KEY	
	Circulation / Services
	Parking
	Retail
	Residential
	Open / Areaway

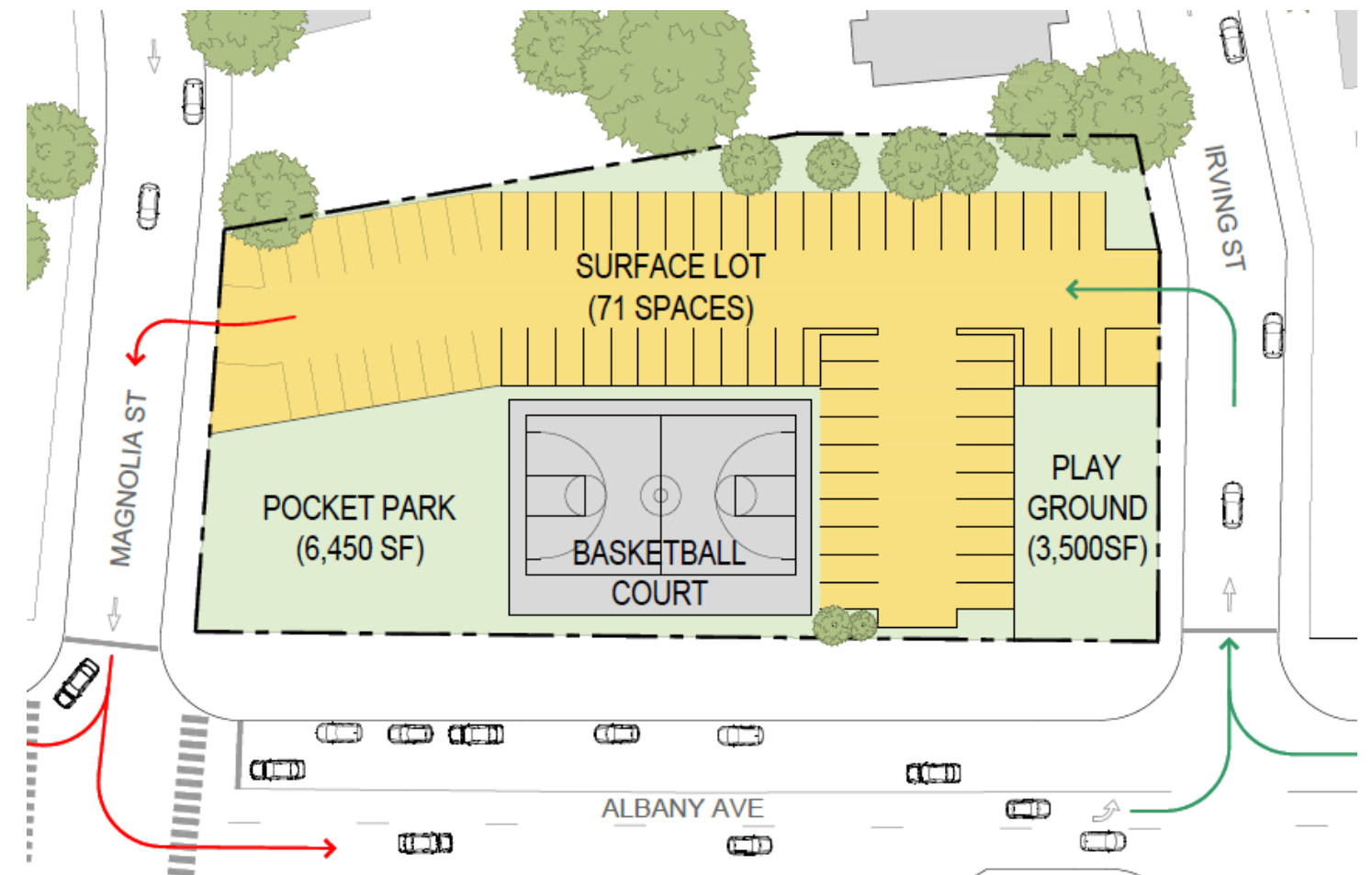
PARKING SUMMARY		
Floor	Description	Spaces
1	First Floor	57
2	Second Floor	82
3	Third Floor	82
4	Fourth Floor	82
5	Fifth Floor	42
Totals		345

Source: Crosskey Architects, and Desman Design Management

- 250 space **City-owned** surface lot
- Proposed development via public / private or public / public partnership (ie. HPA & Uconn)
- 500 +/- space public garage; mixed-use residential (140 units) and retail
- Additional public parking to support other businesses and projects



- Underutilized parcel
- Proposed Enhanced Parking lot / Pocket Park
- 70 +/-space **City-owned** surface lot
- Community park amenities
- Land bank for future development



IMPLEMENTATION & CONCLUSION

Short-Term

- Perform a comprehensive audit of downtown streets to verify the ability to add **on-street parking** in accordance with the City's traffic and street dimension standards and requirements.
- Secure additional parking resources in **Downtown Zone 1** (Rensselaer, and/or data center).
- Conduct planning / design study of **141 Sheldon St.** site and engagement of private sector partner for potential Private Public Partnership (P3) with HPA for parking and mixed-use development.
- Conduct planning / design of **614 Albany Ave.** site for parking and recreational use.
- Form a **Parking Advisory Committee**, made up of individuals representing the varied interested of the community (Downtown, Upper Albany, Parkville, and the Wethersfield Avenue Corridor).
- HPA to continue the **expand enforcement** in Parkville and Upper Albany areas to improve pedestrian safety and parking regulation compliance. Start with information and warning campaign in increase compliance.
- **Implement paid parking** in heavily traversed commercial corridors, with the revenue generated from this implementation re-invested in the districts.
- **Implement virtual permit** in residential areas adjacent to commercial corridors.
- **Replace worn signage** and update text as needed.



Mid/ Long-Term

- The HPA should engage with private parking owners in Downtown, Upper Albany, and Parkville to secure **strategically located underutilized parking assets** (lease or purchase).
- The HPA and City should discuss HPA's **retention** of more net **revenue** from the parking system to facilitate parking facility **acquisition** and other improvements.
- As the public parking system is expanded, the HPA should **expand parking wayfinding signage and technologies** to help better balance parking demands.
- Schedule price increases for the on-street system using **data analytics** and area demand profiles as catalyst for area and time-based increases.
- Consider **monetization** of other **curbside uses** (loading, overnight parking, drop-off/delivery, micro-mobility, etc.) to help support diverse needs of businesses and residents in the downtown area.



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5. Utilize Technology to Monitor Parking Conditions
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Thank you!

Questions and Discussion