

Annapolis City Dock Master Plan

Parking Strategy

Presented by Karina Ricks

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Parking Objectives

Improve overall mobility

Ensure availability of customer parking

Accommodate overall parking demand

Match availability and demand

Provide predictability when managing

Involve business community





Tools and Strategies



Expanded Valet Parking – “Make parking distance invisible”

Increase capacity of parking 20-40% over self-park options
80 to 105 “new” spaces on first floor of Hillman Garage

Demand Responsive Pricing

Price to achieve target occupancy,
85-90%

Ensure minimum availability of
10% of spaces at any time of day

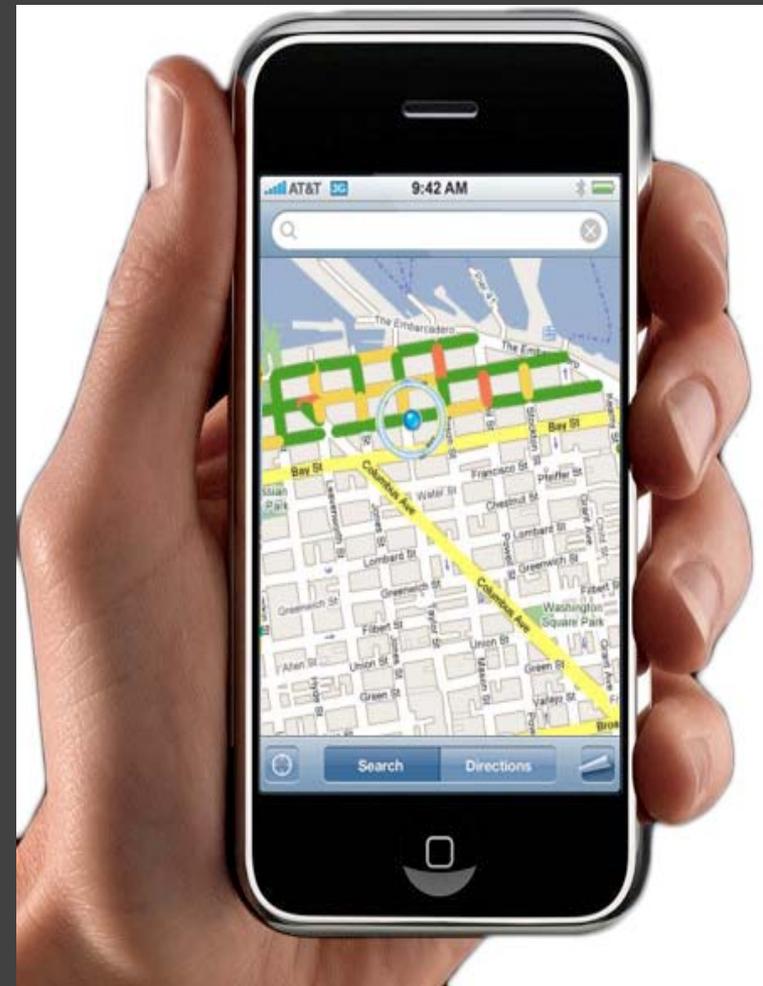
Escalating costs –
short periods = low cost;
long term parking=higher costs

Price on-street spaces based on the
value they provide

Price off-street spaces based on
their cost



Information, Information, Information



Right Place



Downtown Parking Map

Right Price



LEGEND

- Free every evening and all day Saturday and Sunday
(See signs at these facilities for details)
- First 1.5 hours Free or
First 4 hours Free with a validation from Century Theatres
(See signs at these facilities for details)
- 25¢ per hour, Monday - Friday, 10am to 6pm
(FREE after 6:00pm and all day Saturday and Sunday)
- 25¢ per hour, Monday - Saturday, 10am to 6pm
(FREE after 6:00pm and all day Sunday)
- 50¢ per hour, Monday - Saturday, 10am to 6pm
(FREE after 6:00pm and all day Sunday)

(ALL RATES AND HOURS SUBJECT TO CHANGE)

Updated on 6/19/03



Duration

Price Per Hour

9AM – 12AM

\$2.50

12AM – 3PM

\$3.50

3PM – 6PM

\$2.00

Right Time

Right Time

Hours of Operation

Sunday - Thursday

11 AM to 8 PM

Friday - Saturday

11 AM to 12 midnight

Except Holidays

Right Technology

Meters must:

Accept all common forms of payment

Call you up to ask if you want more time

Provide data on usage

Allow easy adjustment

Put your customers first



Hillman Garage

Customer Service Improvements
underway now

New technology allows instant
counting and sharing of available
parking

Towne Park is considering a Smart
Phone Ap

(This Ap could include on street
parking too)

Valet park the first floor

Expand capacity/utilization when
garage is rebuilt



Zoning and Development

Parking standards can be met though participation in parking / circulator program

New buildings on outer city dock can provide internal parking garages mainly for their use –100+ possible

De-coupling parking from dwelling unit allows spaces to be used by public





Wayfinding





CIRCULATOR TROLLEY



Employee Accommodation and TDM

Hospitality Employee Program – City has already sold 100 passes to date to employees – allows unlimited time in garage and free shuttle for only \$2 a day.

Expect greater employer participation now that ABA supports idea



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