



DEL RAY *Parking Study*

Prepared for:



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and Associates, Inc.

APRIL 2012



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FINAL REPORT

DEL RAY NEIGHBORHOOD PARKING STUDY

Prepared for:

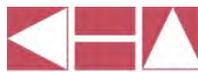


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Executive Summary

The purpose of the Del Ray Neighborhood Parking Study was to analyze the existing on- and off-street parking conditions in the Del Ray Neighborhood, build upon previous parking studies in Del Ray, and to identify recommendations to improve the parking system. The study area was mainly along Mount Vernon Avenue from Commonwealth Avenue/Clifford Avenue to Glendale Avenue. The study area also included one block of the side streets to the east and west of Mount Vernon Avenue. The following report is comprised of three chapters, as summarized below.

Chapter 1 provides details of the existing conditions, which includes utilization for on- and off-street parking and turnover for on-street parking. The study process also involved input from the community. This chapter summarizes the feedback from business owner and resident representatives.

Chapter 2 summarizes best management practices that can potentially be implemented in the Neighborhood to improve the parking system.

Chapter 3 presents the recommendations. These recommendations are based on the deficiencies identified in Chapter 1 and the best management practices presented in Chapter 2.

Parking Utilization

Parking data for on- and off-street spaces were collected in June 2010. The parking utilization analysis showed that on-street parking utilization was between 53 percent and 64 percent, indicating that on-street parking is available in the study area. The off-street parking utilizations ranged from 26 percent to 56 percent, indicating that off-street parking is also available throughout the study area. The utilization analyses showed that parking was available in the study area both on and off-street. However, this does not mean that parking spaces are available at desired locations. There were high demand areas with utilizations that exceed 85 percent both on- and off-street. Those areas were as follows:

On-Street High Demand Areas

- Mount Vernon Avenue from Commonwealth Avenue to Bellefonte Avenue, with the exception of Custis Avenue to Windsor Avenue, at some point during all time periods
- Oxford Avenue from Clyde Avenue to Mount Vernon Avenue on Weekday evenings, and Saturdays
- Del Ray Avenue from Clyde Avenue to Dewitt Avenue on Saturday afternoons
- Custis Avenue from Mount Vernon Avenue to Dewitt Avenue on Saturdays

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- Windsor Avenue from Mount Vernon Avenue to Dewitt Avenue on weekday evenings
- Howell Avenue from Clyde Avenue to Dewitt Avenue on weekday evenings and Saturdays
- Bellefonte Avenue from Mount Vernon Avenue to Dewitt Avenue on Saturday evenings
- Alexandria Avenue from Ramsey Street to Mount Vernon Avenue on weekday afternoons
- Luray Avenue from Ramsey Street to Mount Vernon Avenue on weekday afternoons
- Luray Avenue from Mount Vernon Avenue to Dewitt Avenue on weekday evenings and Saturday evenings

Off-Street High Demand Areas

- Residential Area (#1) on weekday evenings (88% occupancy)
- Curves Studio (#4) on Saturday evenings (90% occupancy)
- Natures Nibbles Pet Store (#5) on weekday evenings (89% occupancy)
- Department of Human Services (#6 and #7) on weekday afternoons (both at 100% occupancy)
- Library (#8) on weekday mornings (94% occupancy)
- Mount Vernon Community School (#9) on weekday afternoons (100% occupancy)
- All at Once Hair (#10) on Saturday afternoons (89% occupancy)
- Parking for DHS Employees (#11) on weekday afternoons and evenings (99% occupancy)
- Farmer's Market City Lot (#13) on weekday evenings and Saturday afternoons (109% occupancy)
- St Elmos (#15) on Saturday afternoons (93% occupancy)
- Vital (#18) on Saturday afternoons (100% occupancy)
- 7-11 (#20) on weekdays and Saturdays (113% occupancy)
- BodyMindSole, Artifacts, Elegant Nails, and Zumba/Ballet studio (#21) on weekday evenings and Saturday afternoons (100% occupancy)
- Christian Community Center (#22) on weekday evenings (106% occupancy)
- Evening Star/Majestic Lounge (#28) on weekday and Saturday evenings (109% occupancy)
- Behind Deli/Next to Residential (#45), on weekday afternoons (100% occupancy)
- Mancini's Café (#51) on weekday and Saturday afternoons (100% occupancy)

The following table summarizes on- and off-street utilization in the Del Ray Neighborhood.

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Category	Total Spaces	Weekday				Weekend			
		12 to 1pm	1 to 2pm	6 to 7pm	7 to 8pm	11 to 12pm	12 to 1pm	7 to 8pm	8 to 9pm
Off-Street Parking Utilization									
Overall ^{1,2}	630	55%	56%	43%	45%	39%	38%	26%	27%
Current Public Parking	19	63%	53%	100%	95%	50%	75%	74%	74%
Potential Shared Parking	487	56%	56%	41%	45%	39%	42%	26%	27%
Not Practical For Shared Parking	124	56%	60%	48%	45%	65%	54%	39%	44%
On-Street Parking Utilization									
Overall ³	1,099	53%	54%	58%	63%	62%	61%	64%	63%
Mount Vernon Avenue Parking	270	61%	63%	70%	76%	70%	71%	70%	67%
Side Street Parking	829	51%	51%	55%	58%	59%	58%	62%	62%
Overall Utilization									
Entire System	1,729	54%	55%	53%	56%	56%	55%	52%	53%

¹ Overall off-street parking total space count does not include locations that are related to auto sales/service/fueling stations or are private-gated and not available to any public use.

² Utilization counts are based on observed locations from June 2010 inventory and occupancy field collection.

³ Overall on-street count includes Mount Vernon Avenue and side street spaces

Parking Turnover

The data collected in June 2010 was also used to analyze parking turnover for on-street spaces. The analysis concluded that vehicles, on average, were parked less than the two-hour time limit. However, there were a handful of vehicles that were parked for durations longer than the two-hour limit, indicating a need for changes to enforcement and/or management of the parking system.

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Best Management Practices

Chapter 2 identified and discussed best management practices for shared parking, spillover mitigation, and implementation of paid parking. The chapter focuses on the purpose, implementation, and operation of each of these practices. In addition, case studies are provided related to shared parking in smaller communities with less parking assets and partnership opportunities.

Recommendations

Recommendations were developed utilizing the previous studies recommendations as a baseline, utilizing findings from the occupancy and turnover analyses, as well as input from community stakeholders. The recommendations are divided into three categories: 1) Recommendations for immediate implementation, 2) General area recommendations, and 3) Recommendations for specific areas. Chapter 3 provides the recommended prioritization of all study recommendations.

Immediate Recommendations

Immediate recommendations are actions that can be implemented in the short-term to improve the parking system. These recommendations are as follows:

- Addition of general parking (with the existing two hour time limits) along the northwest corner of Mount Vernon Avenue and Windsor Avenue.
- Implementing additional loading zones to support local business at various locations along Mount Vernon Avenue, north of Custis Avenue.
- Creating *Customer Convenience Zones*, which are intended to be short-term (an hour or less), high-turnover spaces to serve businesses with quick turnaround transactions
 - Two locations on the west side of Mount Vernon Avenue between Custis Avenue and Oxford Avenue
 - One location on the southwest corner of Mount Vernon Avenue and Howell Avenue
 - Two locations on the east side of Mount Vernon Avenue between Bellefonte Avenue and Windsor Avenue
 - In one location, these *Customer Convenience Zones* will be shared with loading zones to minimize general parking losses and to account for off-setting peaks between loading and parking needs. This shared zone is located at the northeast corner of Mount Vernon Avenue and Howell Avenue

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- Addition of residential permit zones in areas where parking utilization data dictates additional parking restrictions.
- Removal of some taxi stands to add general parking (this recommended approach occurs in very minimal areas).

Figure 3-1 in Chapter 3 illustrates the locations of these recommendations.

General Area Recommendations

General area recommendations are recommendations that are applicable to the entire study area. These recommendations are appropriate for implementation in the medium or long-term planning horizon. The general area recommendations are as follows:

- Consistent enforcement of two-hour time limits
- Provide additional public parking capacity. Two possible methods that could be implemented include:
 - Shared parking arrangements - There is potential for implementing shared parking of the off-street lots due to the mixture of uses along Mount Vernon Avenue. Shared parking allows lots that are underutilized during certain times of the day to be opened up to increase supply and reduce overutilization in adjacent lots
 - Build new parking facilities (surface lots or parking garage) – This option is not recommended at this time since demands are not high enough to necessitate new lots or a garage. In the future, if demands change in the study area, this option could become feasible.
- Implement paid parking to balance utilization and turnover after the 85 percent occupancy threshold is eclipsed on a regular basis, especially during night and weekend peaks.
- Implement a wayfinding program that includes signage and branding of the area.
- Provide short-term parking to promote turnover and increase availability for customers that “run-in and run-out” of desired destinations.
- Provide sufficient loading zones and manage those zones with the following means:
 - Variable loading zones – loading zone times can vary along the corridor to cater to surrounding businesses.
 - Offset delivery peaks – designate loading zone times during off-peak hours such as the early morning or late evening. The appropriate time for loading will depend on the peaks of the surrounding land uses.

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- Customer Convenience Zones – these zones can be utilized as loading zones or for quick “run-in, run-out” parking for customers.
- Improve enforcement to promote turnover and accessibility by assigning an enforcement officer to cover the area.
- Improve the perception of parking through educational pamphlets that highlight parking facilities and rules, and with continued meetings of the Del Ray Neighborhood Community Parking Action Committee, which represents business owners and residents in the Neighborhood and can work towards identifying and resolving parking issues for the area.
- Funding for parking improvements could include collection from parking revenues if paid parking was implemented and revenues from increased enforcement.
- Remove parking requirements for new businesses (or redevelopment along the corridor) under certain threshold levels (e.g., less than 5,000 square-feet) to assist with the move to a shared parking program.

Specific Area Recommendations

For the purpose making specific area recommendations, the study area was divided into four areas and recommendations were made that cater to the needs in those areas. The four specific areas and their respective recommendations are summarized below.

Commonwealth Avenue to Stewart Avenue

1. Add Public Parking Capacity –additional capacity should be developed in this section and the section directly south (Stewart Avenue to Howell Avenue).

SunTrust bank parking lot has evening utilization between 25-33%. The SunTrust lot already has a formal shared parking agreement in place with several businesses. The City should promote the use of this lot for general public use after hours, through the use of signage and general marketing

The AGA lot has less than 30% utilization during evening and weekend peaks. The City should discuss sharing agreements with ownership of the AGA lot to allow for evening public parking.
2. Analyze residential parking on Mount Vernon Avenue between Randolph Avenue and Raymond Avenue –collect parking turnover data for this block segment. This information will indicate whether there is an existing problem with longer duration parking (related to apartment guests). If there is a problem, follow these steps:
 - a. Education and outreach – provide materials to residents/owners that indicate the appropriate places for guests to park (Randolph or SunTrust surface lot).

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- b. Strictly enforce two-hour time limit – to ensure that valuable Mount Vernon spaces remain available for short-term use, enforce 2-hour limit. Residential parking should be restricted to on-site spaces (underground garage).

Stewart Avenue to Howell Avenue

1. Add Public Parking Capacity –
 - a. Surface Lots - the AGA lot has less than 30% capacity during evening and weekend peaks. The City should discuss sharing agreements with owners of the AGA lot to allow for evening public parking
2. Enforce two-hour time limit – while average durations in the segment were between 1-1.5 hours, there were numerous observations of parking durations exceeding 2-hours. Improvement should include educating employers where employees should park and monitoring on-street durations
3. Evaluate Residential Parking on Side Streets – collect turnover and resident mix data along side streets. Determine whether heavy weekend peaks represent spillover or residential parking. If the problem is spillover, poll the residents about a residential parking permit program. If utilization is residential parking, then parking isn't an issue in these areas.
4. Implement Paid Parking – the on-street parking along Mount Vernon Avenue should serve as the premier parking within the neighborhood. As parking begins to consistently exceed 85%, a move to paid parking should be considered.

Howell Avenue to Mason Avenue

1. Add Public Parking Capacity – any additional parking should be recognized in the northern extents of this segment. The southern extents begin to transition into auto dealerships, which should not require additional off-street parking for service. Primary candidates include:
 - a. Private gated lot along Howell Avenue (22 spaces, utilization in the evenings and weekend of 0-4%)
 - b. Post Office parking lot (10 spaces, utilization in the evenings and weekend of 0-10%)
 - c. Salvation Army lot (33 spaces, utilization in the evenings and weekend of 18-42%) - *note: already shares some of its spaces with La Strada Restaurant and Osteria MCMIX in the evenings and weekends*

Mason Avenue to Glendale Avenue

1. Evaluate Residential Parking on Side Streets – collect turnover and resident mix data along side streets. Determine whether high utilization periods represent

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- spillover or residential parking. If the problem is spillover, poll the residents about a residential parking permit program. If utilization is residential parking, then parking isn't an issue in these areas.
2. Extend residential permit parking to both sides of Mount Vernon Avenue – depending upon the results of the residential parking evaluation, it may be necessary to extend the permit parking to both sides, especially if commuters begin to use this area to access the adjacent rail station.
 3. Implement parking management recommendations consistent with the remainder of the Mount Vernon corridor – This area does not experience some of the same issues that the sections to the north do. This is primarily due to the differences in development type (auto dealership vs. restaurant/retail as an example). However, it is important that as parking management decisions are made (enforcement, paid parking, valet, etc.) that they be implemented consistently along the corridor.