

## PCDC Parking Study

Survey Results and Preliminary Recommendations  
February 19, 2019

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### Preliminary Recommendations

**#1** Businesses loading and unloading don't have space and are ticketed.

**Add 30-minute commercial loading spaces in the commercial core.**

**#2** Car services and short-term visitors are being ticketed or are double-parking.

**Add 20-minute passenger loading spaces in the commercial core.**

**#3** On-street parking is unavailable for longer-term or dine-in visitors.

**Advertise off-street parking and increase meter prices to \$3/hr.**

**#4** Parking is unavailable or too expensive for employees.

**Explore incentives to encourage active transportation modes.**

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# Why Parking?

## PCDC's Chinatown Neighborhood Plan

### Goal No. 2 — Connectivity

- most residents and workers do not own cars
- walking or biking not easy or pleasant
- Vine Street Expressway bisects the community
- surface parking lots, broken sidewalks, poor underpass conditions, and blank and inactive facades



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# Why Parking?

## PCDC's Chinatown Neighborhood Plan

### Goal No. 2 — Connectivity

#### 2.4 — Manage parking in the commercial core to support businesses and activity

Surveys will be conducted to determine the need for parking and loading/drop off zones.

The community parking needs will be shared with the Philadelphia Parking Authority, with whom PCDC will create goals and action plans to meet the needs.

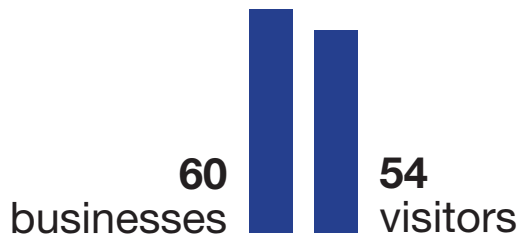


# 4



## Survey Results

### Survey Responses



**4 of 5**

visitors and businesses think parking is a problem.

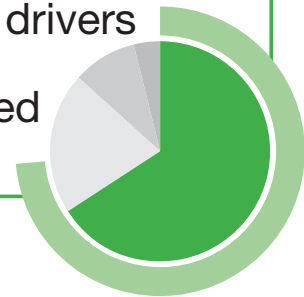


Some visitors report spending 30 minutes to look for parking.



**74%** of businesses primarily serve drivers

**66%** of surveyed visitors drive



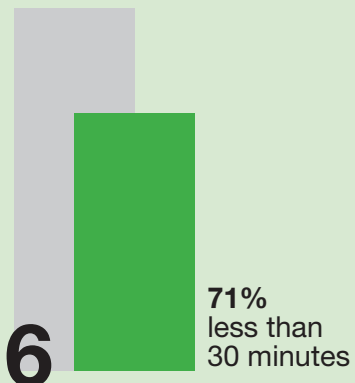
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## Survey Results

### Loading

#### Duration

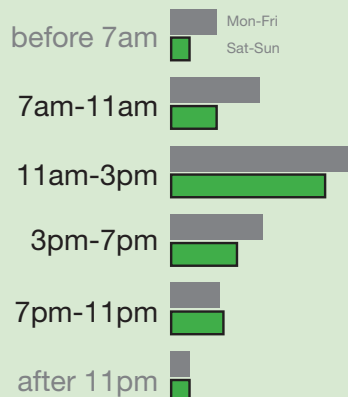
Almost all loading is complete within half an hour.



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#### Hours of the Day

Loading is highest mid-day, but also high on Friday evenings.



#### Loading Issues

Businesses would rather do loading and unloading **at their storefront**.

74% report **insufficient space** to do so.

“we have to rush”

**“there’s not enough space”**

“...forced to double park”

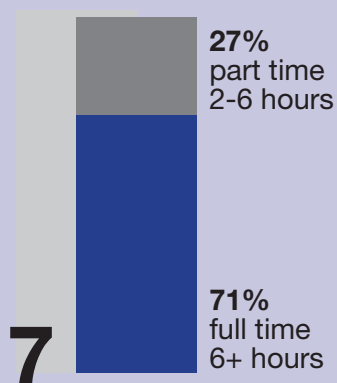
**“PPA tickets—no mercy on us”**

# Survey Results

## Employees

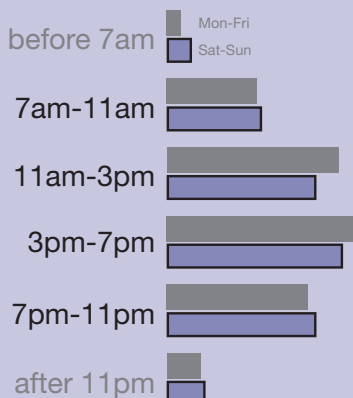
### Duration

Most employees are full-time and may need all-day parking.



### Hours of the Day

Employees need parking most during daytime hours, and slightly later on the weekends.



### Parking Fees

Employees want to pay **\$85 a month** for parking but are actually paying more than twice as much.

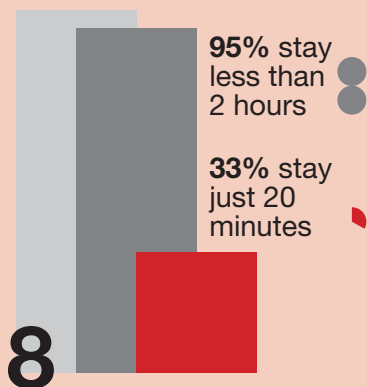


# Survey Results

## Customers

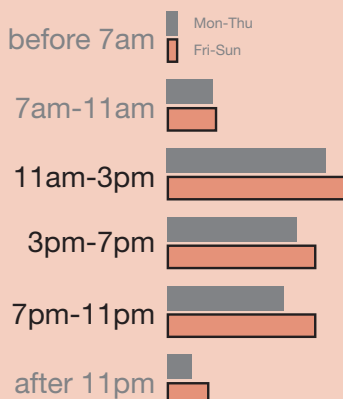
### Duration

Many customers stay less than 20 minutes.



### Hours of the Day

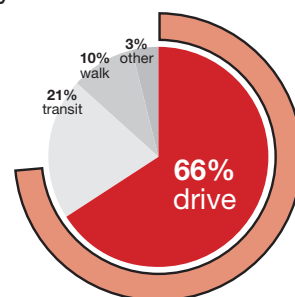
Customers need parking most between 11am and 11pm, especially on weekends.



### Mode Choice

Most customers drive, but **transit, walking, and car services are growing.**

74% of businesses mostly serve drivers



# The Problems

- #1** Businesses loading and unloading don't have space and are ticketed.
- #2** Car services and short-term visitors are being ticketed or are double-parking.
- #3** On-street parking is unavailable for longer-term or dine-in visitors.
- #4** Parking is unavailable or too expensive for employees.

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# The Problems

**Not enough  
parking  
available**

**Double  
parking and  
ticketing**

**Parking  
prices are  
too high**

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## The Problems

Not enough  
parking  
available

Double  
parking and  
ticketing



MORE AVAILABILITY, NOT CAPACITY

add free loading zones  
(passenger and commercial)

increased meter prices

Other cities that  
have added parking  
capacity have found  
that it attracts a  
“latent demand”.

This results in more  
demand for parking  
and more congestion.

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## The Problems

Double  
parking and  
ticketing

Parking  
prices are  
too high



Transit, biking,  
and walking are  
forms of “active  
transportation”.

The Office of  
Transportation’s  
strategic plan *Connect*  
prioritizes these active  
transportation modes.

ENCOURAGE ALTERNATIVES

PCDC’s parking vouchers  
(what about monthly parking?)

incentivize transit and walking

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# PCDC Parking Study

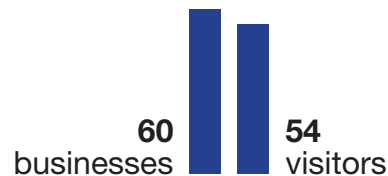
Survey Results and Preliminary Recommendations  
February 12, 2019



Since September, PCDC has been surveying businesses and visitors to determine parking needs for locals who live, work, and play in Chinatown.

More than 50 visitors and 60 businesses in the Chinatown commercial core have responded to our questionnaire, and we are continuing to receive responses through our online form.

## Survey Responses



4 of 5

visitors and businesses think parking is a problem.

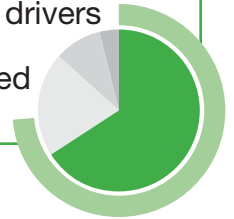


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## Three Cases: Customer, Employee, and Commercial Parking

So far, three primary use cases have been identified for parking in Chinatown.

### Customer

- 95% of customers that drive stay in Chinatown for **less than 2 hours**.
- One in three stay for just 20 minutes.
- Most visit **between 11am and 11pm**, and especially Friday through Sunday.
- Increasingly, visitors from nearby are walking, taking public transit, or using Transportation Network Companies (TNCs) like Uber and Lyft.

### Employee

- Typical employees in Chinatown **park all day**, and especially between 11am and 11pm.
- On average, they pay **\$200 a month** to park in off-street lots or garages, but would prefer to pay less than half that value.

### Commercial Loading

- Most businesses need curb space from **11am to 3pm** to load and unload goods.
- Seven in ten finish their loading **within 30 minutes**.
- Businesses report a lack of loading space near their storefront **74% of the time**.

## Top Concerns and Recommendations for Chinatown

**#1** Businesses loading and unloading don't have space and are being ticketed.

**Add 30-minute commercial loading spaces in the commercial core.**

**#2** Car services and short-term visitors are being ticketed or are double-parking.

**Add 20-minute passenger loading spaces in the commercial core.**

**#3** On-street parking is unavailable for long-term or dine-in visitors.

**Advertise off-street parking, including PCDC's existing customer parking voucher program.**

**#4** Parking is unavailable or too expensive for employees.

**Explore incentives to encourage active transportation modes.**

# PCDC Parking Study

Preliminary Survey Results and Recommendations  
February 19, 2019

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Add 30-minute commercial loading spaces in the commercial core.

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Add 20-minute passenger loading spaces in the commercial core.

#3

Advertise off-street parking, including PCDC's existing customer parking voucher program.

#4

Explore incentives to encourage active transportation modes.

## Why Parking?

### PCDC's Chinatown Neighborhood Plan Goal No. 2 — Connectivity

Most of Chinatown residents and workers do not own cars, and walking or biking in the neighborhood is not particularly easy or pleasant. The Vine Street Expressway forms a hard edge to Center City and bisects the community. The pedestrian experience is further challenged by surface parking lots, broken sidewalks, poor underpass conditions, and blank and inactive facades. Connecting the neighborhood is a significant step to achieve the vision of a cohesive and walkable community.



### Goal 2.4 — Manage parking in the commercial core to support businesses and activity

Surveys will be conducted to determine the need for parking and loading/drop off zones. The community parking needs will be shared with the Philadelphia Parking Authority, with whom PCDC will create goals and action plans to meet the needs.

## Timeline and Next Steps

Tasks		Subtasks	STATUS
<b>A. Identify Study Areas</b>	Boundaries	Establish boundaries of study.	complete
	Existing Research	Find previous study methods and results.	
<b>B. Determine Parking Needs</b>	Needs Assessment	Conduct 100 surveys.	complete
		Map parking needs based on survey results.	in progress
	Parking Inventory	Complete inventory of existing parking supply and restrictions.	in progress
<b>C. Develop Recommendations</b>	Best Practices	Review possible treatments from other parking studies.	complete
	Recommendations	Prepare recommendations for Chinatown.	preliminary
	Review	Present to planning committee.	
		Hold community workshops.	