

Philadelphia, PA

Center City Parking Policy Evaluation



NN MKTG Body T The Center City district in downtown Philadelphia is unusually well-supplied with transit, yet the last few decades have been marked by a commuter shift towards single occupant auto travel. This shift follows an upward trend in off-street parking, with rates that increasingly favor all-day over short-term parking. This has caused concern among stakeholders favoring transit commuting and an enhanced pedestrian environment, as well as those whose businesses depend upon available, reasonably priced short-term parking. The city's Planning Commission contracted with Nelson\Nygaard for a comprehensive evaluation of parking policy, to bring this vital part of urban transportation in line with stakeholder visions for a vibrant pedestrian-oriented urban center.

Existing Conditions. The Nelson\Nygaard team analyzed current conditions and recent trends related to parking, reviewing existing inventories of supply, demand, occupancy, pricing and travel trends, as well as the regulatory context affecting parking. The team conducted in-depth interviews with over 35 stakeholders, including elected officials, business and civic leaders, residents' groups and parking industry representatives.

Parking Toolbox. Based on existing conditions and stakeholder input, as well as a review of "best practices" from across the country, the Nelson\Nygaard team produced a toolbox of strategic options for the Planning Commission. These options were grouped into four "themes" reflecting critically different assumptions about a vision for the district: "A Great Place to Live", "Commuter Convenience", "Destination City", and "Metropolitan Center".

Comprehensive Strategy. Nelson\Nygaard led a two-step approach to developing a comprehensive strategy based on the options presented in the toolbox. The team hosted a public engagement workshop to gauge public reaction to the various strategies. The team then worked with the Commission to analyze the same strategies in terms of their ability to affect commuter transportation choices, walkability, traffic congestion, and economic vitality in the district. ext.



Project Duration: 2004-2005

Total Budget: \$76,500

Nelson\Nygaard Budget: \$40,000

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