

Center City Parking Plan

A Comprehensive Look
at Greensboro's Parking System



Hanna Cockburn, AICP | September 2022

Why?



Meet comprehensive plan goals



Address changes in demand



Resolve competing interests



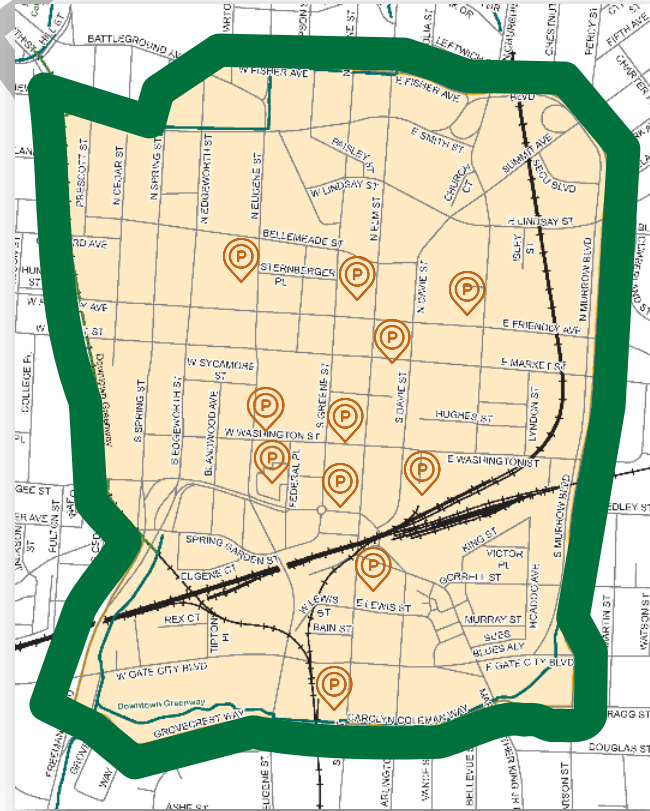
Provide framework for decisions

Center City Parking Snapshot

6,141 Public Spaces

- 5 parking decks
 - 3,766 spaces
- 11 surface lots
 - 1,095 spaces
- On street spaces
 - 1,313 spaces

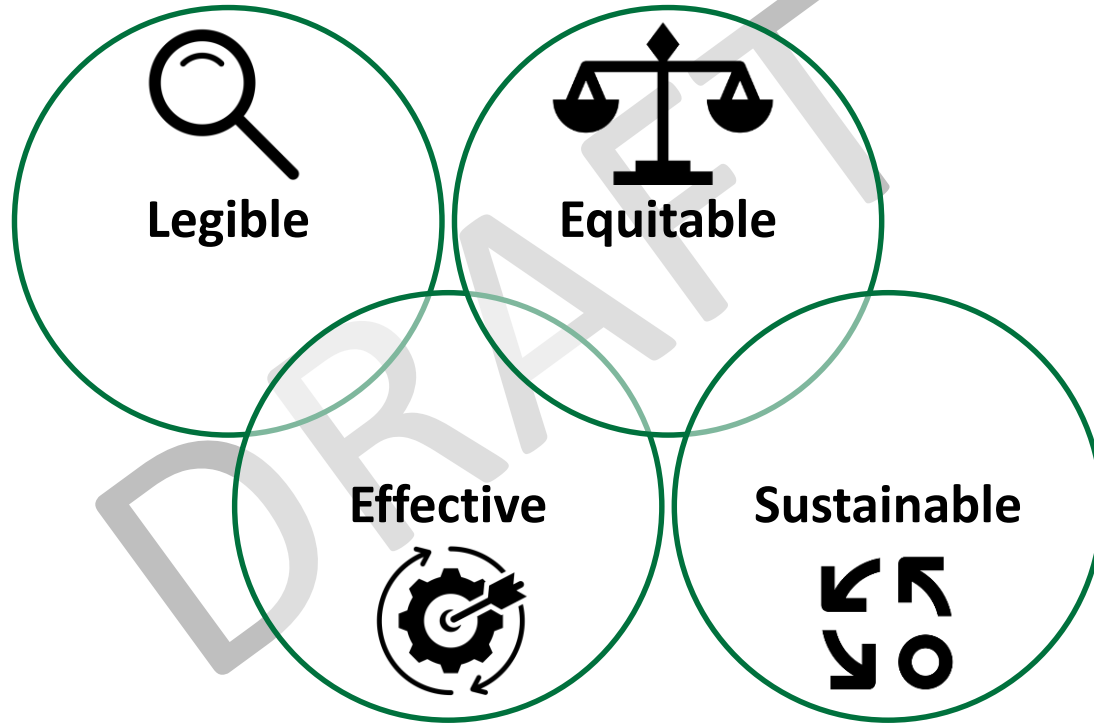
Plan Boundary



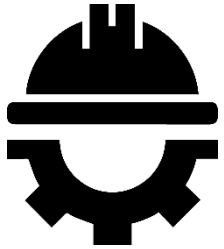
GREENSBORO
NORTH CAROLINA

PURPOSE DRIVEN | PEOPLE CENTERED | DATA INFORMED

Goals: A Parking System That Is...



Key Outcomes

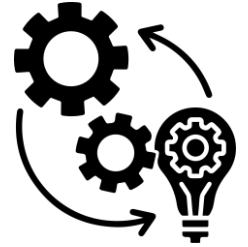


Safety

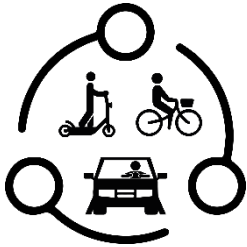
Ensure on- and off-street parking is safe
Enhance the experience for employees, visitors,
customers and residents

Operations

Modernize and standardize parking
operations in Greensboro's center city



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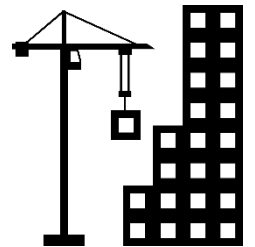


Activation

Connect parking to the wider mobility system
Upgrade facilities to serve as activation hubs

Redevelopment

Create a financially sustainable approach to
supporting center city redevelopment
Make strategic investments



Meet the Kimley Horn Team



- Jeshua Pringle – Project Manager



- Jeff Elsey – Deputy Project Manager

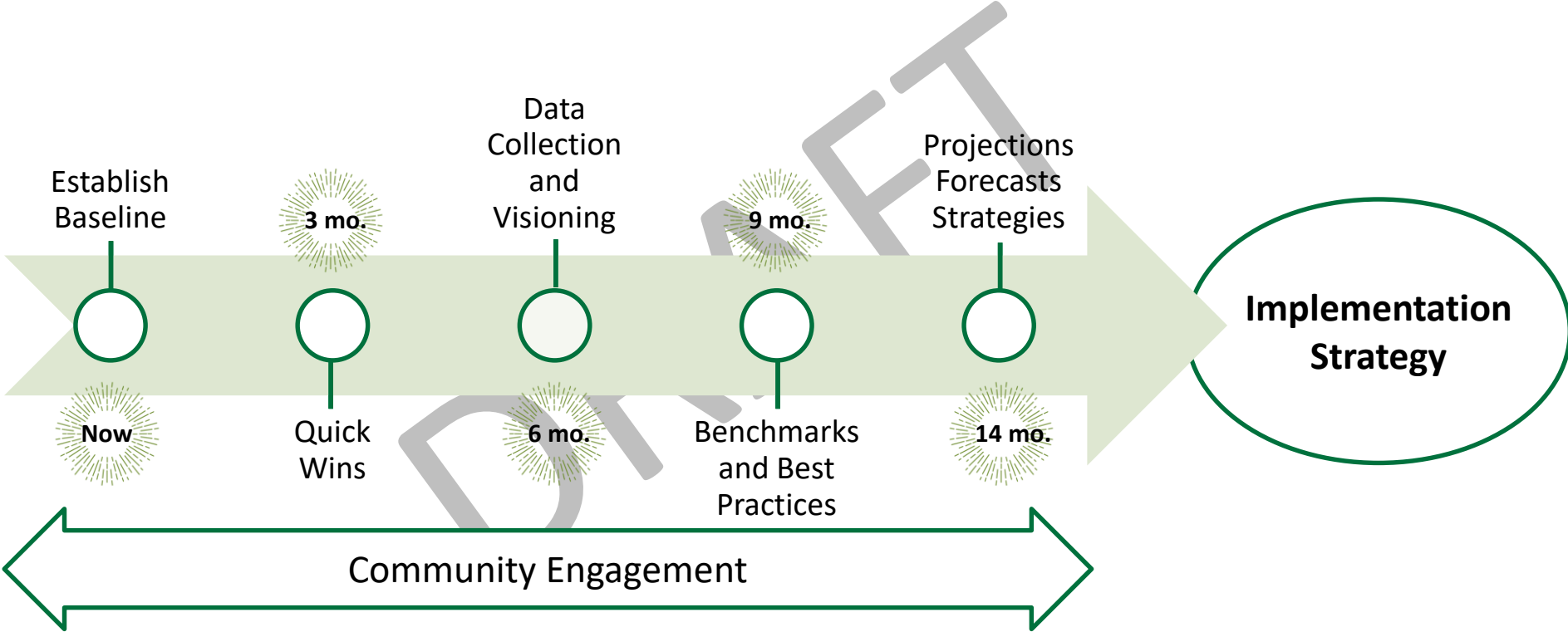


- Sarah Boukdad – Engagement Lead

Plan Deliverables

- 📊 Baseline summary
- 🏠 Structural evaluation
- 📈 Growth impact analysis
- 🏠 Future needs assessment
- 📊 Financial review
- 📈 Benchmark comparison
- 🗣️ Feedback summary
- 💰 Pricing strategy
- 📋 Policy playbook
- 📋 Operations playbook
- 📋 Curb management strategy
- 📈 Plan for adoption

Process Timeline

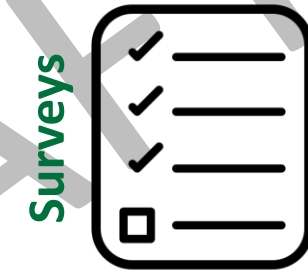


Focus on Stakeholder Involvement

Multiple Interest Groups...



Multiple Forms of Engagement



Next Steps



Evaluate planned developments



Engage with stakeholders



Conduct safety assessment



Discussion

What is our most pressing parking issue?

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Center City Parking Plan



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