



Park Phoenixville



Table of Contents

1. Executive Summary	1-1	4. Future Parking Demands	4-1
		A Short-term Parking Demands	4-1
2. Project Background	2-1	B Long-term Parking Demands	4-3
A Study Area	2-1		
B Existing Land Use & Trends	2-1	5. Parking Management Plan	5-1
C Prior Parking Study	2-1		
D Public Engagement	2-1	6. Conclusions	6-1
E Transportation Characteristics	2-4	A Key Findings	6-1
F Key Demographics	2-4	B Action Plan	6-3
		C Recommendations	6-3
3. Existing Parking Conditions	3-1	D Future Considerations	6-7
A Parking Inventory	3-1	E Conclusion	6-7
B Multimodal Integration	3-3		
C Parking Utilization	3-4		
D Commercial Core Analysis	3-7		
E Recent Development Activity	3-8		
F Residential Area Analysis	3-9		

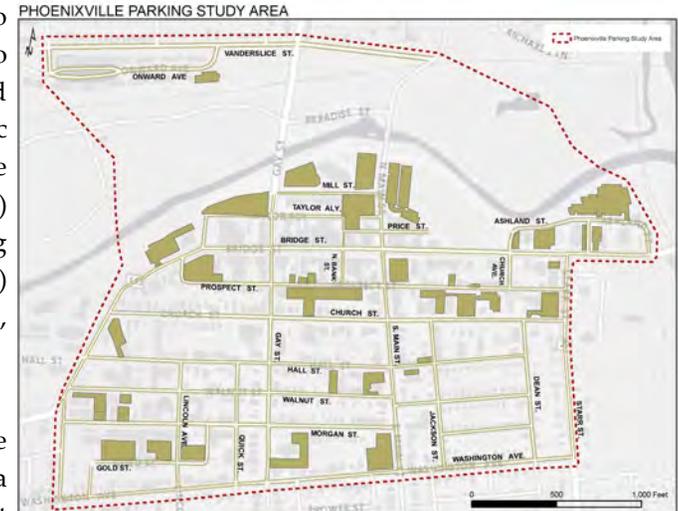


1 | Executive Summary

The Borough of Phoenixville retained McMahon Associates, Inc. to conduct a parking study of the downtown area, including the commercial core in and around Bridge Street, as well as within the immediate residential areas to the north and south. The goal of this study is to document existing parking inventory, and utilization as well as identify potential implications of anticipated new development. This study focused on typical weekday (Thursday) and weekend (Saturday) conditions, and primarily evaluated parking available to the general public either curbside or within public parking lots or other lots made available to the public during certain hours of the day.

The study included a public outreach program to identify public issues and concerns relative to parking. An online survey was conducted and nearly 230 participants responded. A public workshop was also held. The top priorities of the public were: 1) increasing parking supply, 2) improving wayfinding and signage, 3) planning for today and tomorrow's parking demands, 4) balancing parking needs of all modes of travel, and 5) protecting residential neighborhoods.

This study was completed with funding from the Borough of Phoenixville and through a Transportation and Community Development Initiative (TCDI) grant provided by the Delaware Valley Regional Planning Commission.



See Map 2-1 on page 2 | 6

EXISTING PARKING CONDITIONS

Today, the parking supply (1,429 public parking spaces) is spread throughout the study area. Finding available parking spaces within the commercial core can be difficult and confusing during typical weekday and weekend peak times (7-9 PM). Also, many blocks in the southern residential neighborhood are parked above their operational capacities, **and in turn, residents can't find parking on their streets or nearby.**

Key findings from the parking study about parking with Phoenixville today are as follow:

FINDING | Public Opinion

75 percent of the public views parking in Phoenixville today negatively, as quantified by an online survey. These opinions were confirmed during interviews and at a public workshop. Business owners express frustration that parking is a limitation to more economic success and survey responses note that nearly 2/3 of survey respondents skipped visiting downtown Phoenixville because of parking.

FINDING | Parking Priorities

Survey respondents top consideration for parking lots in downtown note convenience (proximity to destination), cost, and personal safety in their parking choice. Similarly, their top priorities for the parking study were to increase parking supply, improve wayfinding/signage, plan for today and tomorrow's parking demands, balance parking needs with travel modes, and protect neighborhoods.

FINDING | Peak Parking Times

Within the commercial core, peak parking demands are seen during the weekday and weekend after 5 PM and extend to

about 9PM. Although not specifically studied, weekday peaks during Thursday and Fridays were identified as busier than earlier days of the week. In the adjacent residential sections, peaks occur when residents return home for the evening.

FINDING | Parking Supply

There are approximately 1,429 public parking spaces open to the public within the study area. There are four municipal parking lots with a total of 301 spaces. Plus, some parking (80 spaces) in the Borough Hall Lot is open to the public after 7PM for free, while these lots are open to the public for a fee: Customers Bank Lot (128 spaces) after 5PM, the Phoenix Village Lot (129 spaces) in the commercial core. The First Presbyterian Lot is also open to the public for a donation.

FINDING | Optimal Parking Operational Utilization

Parking utilization of 85 percent is the operational goal utilized in this study. At 85 percent, there are typically one to two available parking spaces per block or empty spaces within lots/garages can be readily found. Beyond this threshold, finding available spaces is often difficult.

FINDING | Parking Utilization in the Commercial Core

There is sufficient parking in the core area either on-street, within municipal lots or lots open to the public. However, analysis reveals that visitors/customers are not fully utilizing the Customers Bank Lot and the Phoenix Village Lot. Improving utilization would improve parking conditions today, particularly in the east and central portion of the commercial core.

FINDING | Parking Utilization in the Neighborhoods

South of the commercial core, parking in the evening and overnight can be difficult on some blocks, A limited number of parking spaces, residential density, and number of vehicles owned per household all likely contribute to this condition. Parking incursion from downtown may be occurring on a limited basis.

FUTURE NEAR-TERM PARKING

The Borough has been experiencing dynamic growth and redevelopment over recent years, which is expected to continue. Several new projects have opened recently or will open in the near future within the study area. These projects **have the potential to turn today's parking surpluses within the commercial core into parking deficits with a near-term need of nearly of 80 to 200 parking spaces.**

There are several solutions that can help alleviate many of the parking issues experienced within the study area today. Building new parking facilities can be expensive and take years to construct, and therefore, identifying and implementing strategies to mitigate the immediate need for parking capacity is important. The key recommended solutions are summarized below and are focused on improving existing assets, on-street parking changes, and reducing parking demand.

FOCUS | Improve Utilization of Existing Assets

Several parking lots, both public and private, are underutilized during peak time periods. Surveys show most people search more than five minutes for parking typically, which leads to frustration and traffic congestion. Better education for the public about all open parking lots could improve parking efficiencies, as well as implementation of the following strategies:

- Comprehensive wayfinding signage and parking information available online (particularly for businesses) should direct visitors to the available parking choices.
- Shared parking agreements with private parking lot owners could allow visitors and residents to take advantage of private parking that is not being used when the business is closed.
- Consistency of parking rates and collection will help to improve utilization in less convenient parking spaces.
- Improve walking routes to existing parking facilities

with streetscape, lighting, pedestrian crossing treatments, etc.

FOCUS | On-street Parking Changes

The free on-street parking in the commercial core discourages visitors from using parking lots and promotes cruising for open parking spaces, which adversely impacts traffic conditions. Strategic pricing of on-street parking spaces within the commercial core and nearby parking lots could lead to better utilization, reduced congestion, and also promote longer stays (the current 2-hour limit of the highly desirable spaces does not encourage visitors to complete multi-purpose trips). Expanded residential parking permits and the potential to provide angled-parking on some limited blocks can help alleviate some parking issues within the neighborhood to the south. Streetscape, improved pedestrian crossings, and better lighting can make the area more walkable and remote parking more acceptable to visitors.

FOCUS | Reducing Parking Demand & Incentives

There are many Transportation Demand Management (TDM) strategies that can be employed to reduce the use of individual automobile use (and the need to provide parking). These strategies, along with other incentives for employees in the study area, could help reduce parking demands in high demand areas and neighborhoods.

FOCUS | Assess Parking Demands of Recent Projects

Many projects opened after the data collection for this study and several more projects will open in the near future. The impacts of these newer projects should be evaluated and compared to the results, including the identification of parking demand trends. Due to the unique character of the Phoenixville, the parking demand projections should be verified with these recent actual trends.

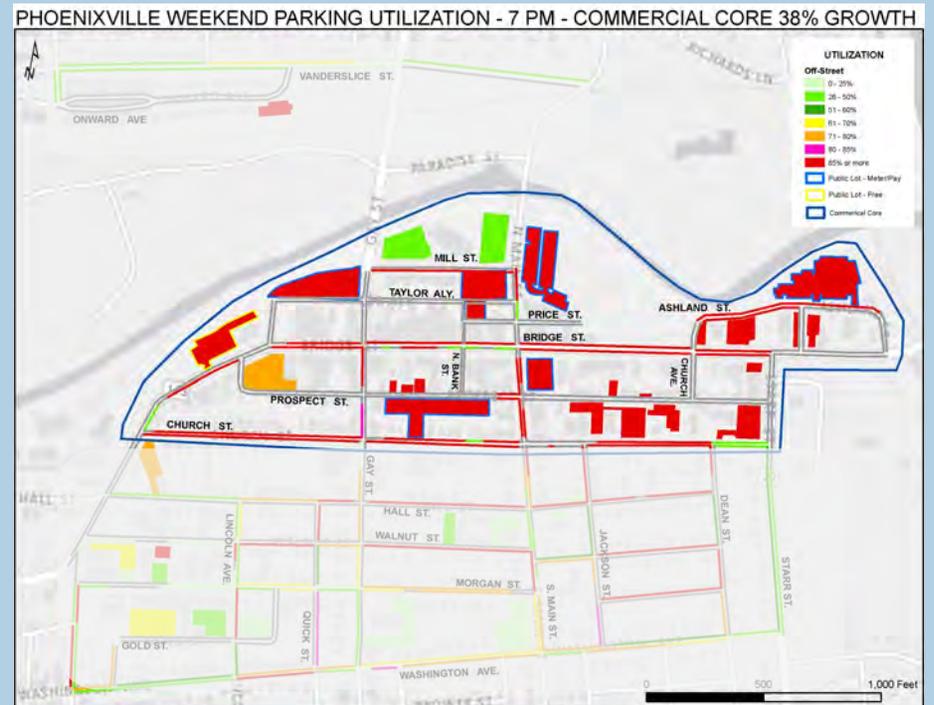
FUTURE LONG-TERM PARKING

Long-range forecasts by the Delaware Valley Regional Planning Commission estimate that Phoenixville's population and employment will continue to grow annually at 2.33 percent and 1.94 percent, respectively, through 2030. As Phoenixville is generally ranked as a "hot spot" to live and work, these projections may be low.

The parking strategies to address parking issues of today and the near-future will generally redistribute users more efficiently within the system. However, as new development and redevelopment continues to occur within the study area, additional parking supply will begin to be needed. The character and geography of Phoenixville and the surrounding area will somewhat limit the effectiveness of some non-capacity improvements/strategies. Nevertheless, these strategies should still be advanced, as they will provide some relief and potentially buy time prior to any investments in expensive new parking. Three key focus area for strategies to further address future parking demands are as follow:

FOCUS | Future Land-Use Build-out & Zoning Analysis
An evaluation of the potential build-out that specifically relies on Phoenixville's zoning and market factors will help provide a greater level of clarity for the future parking demands in the system. Also, this analysis can identify potential zoning changes that may be needed to shape the future development within the area to fit with the community vision. Also, opportunities for public parking integration into potential future projects could be identified.

FOCUS | Additional Parking Capacity
A feasibility study should be conducted to identify locations for a new parking areas, which may require structured parking. The analysis of new projects within the study area and the build-out analysis, as noted above, could show the need for additional



Future peak parking utilization conditions in the commercial core area (Saturday 7-9 PM) with 38% growth—system-wide operational capacity of 85%.

parking beyond what is projected in this study. Immediate parking needs within the commercial core could be as much as 200 new public parking spaces after the completion of recent/planned projects. By 2030, over 1,000 parking spaces (both public and private) may be needed based on DVRPC projections and current Phoenixville characteristics.

FOCUS | Future Transportation Trends
As much as the Borough needs to be proactive in addressing parking trends, it must be cognizant of future trends in transportation that may affect vehicle ownership/usage and thereby parking. Vehicle ownership levels have declined over recent years and the era of autonomous vehicle may change the transportation landscape and needs for parking dramatically.



2 | Project Background

The Downtown Phoenixville Parking Study was conducted to identify and measure existing parking conditions within the downtown area and plan for future development.

A | Study Area

The study area is focused on the Borough's Central Business District and surrounding area. The study area is illustrated in Map 1 and includes approximately 0.4 square miles. The area covers the downtown retail district (i.e., commercial core) along Bridge Street and Church Street, and extends northward just beyond the French Creek to Vanderslice Street and southward to Washington Avenue.

B | Existing Land Use & Trends

The study area consists of a mix of residential, retail, office, and institutional uses. A vibrant restaurant/bar scene has emerged as part of recent revitalization efforts begun several years ago and this trend continues today, which has made Phoenixville a popular entertainment destination for locals and regional visitors. Outside of the commercial core, there is still a mix of uses, but these areas to the north and south are primarily residential neighborhoods.

Over the past ten years, more than 1,000 residential units have been added within the study area. Non-residential occupancy within existing buildings has increased significantly as well.

C | Prior Parking Study

A parking study was completed in 2004 that evaluated parking conditions within the current study area and other areas of the Borough. Within the Central Business District (CBD) area, this prior study projected the need to construct a parking structure to meet 50 percent of future parking demands in the CBD, and additional parking capacity as warranted.

D | Public Engagement

The public was engaged throughout the current study process through a variety of methods, which included:

- Online survey — posted to the Borough website and included 30 survey questions. Over 230 participants provided responses to the survey. Overwhelmingly, the survey responses identified parking as a problem in the study area. The results of the survey are further summarized below.
- Stakeholder Interviews — several businesses were interviewed to inform the study and identify existing issues and perceptions of parking within the study area.
- Public Workshop — an open-house meeting was held to solicit feedback from the public as to existing parking conditions and problems, as well as to prioritize focus areas for potential recommendations.
- Public Presentation — a presentation of the findings and recommendations of the parking study was held at a Borough Council Meeting.

online survey results

Over 230 participants responded to the online parking survey. The respondents consisted of a variety of residents (55%), business owners (6%), and customers/visitors from outside of Phoenixville (27%) and several other types of respondents. Of the residents that responded, 17 percent lived in the study area, 39 percent lived within the Borough but outside of the study area, 32 percent lived within a few miles of the study area, and 7 percent lived outside of the immediate area. Some key responses are summarized on the next page.

public meeting feedback

The public meeting was held on May 3, 2017 and it is estimated that it was attended by 50-60 people (34 participants signed in). The meeting format was an open house setting meant to inform the public about the project and to allow the consultant team to solicit feedback from the community. The project goals and the existing conditions were provided to the public. The public was asked to rank their top five priorities for the study, identify parking issues within the study area, and comment on the parking inventory, as shown in the table to the right.

The top response by far was to increase parking supply based on the sense that the existing parking supply is inadequate. In addition, the community wanted to see better wayfinding for parking to get customers and visitors to parking lots. Also among the top five priorities, the community seeks recommendations that considers the future parking demand needs given the rapid development growth in the area, balances the needs of all travel modes, and protects adjacent residential neighborhoods.

In addition, prevailing themes of parking-related topics expressed during the community workshop included:

Walkability—concerns related to safe pedestrian crossings at intersections and mid-block locations, as well as lighting for nighttime conditions and sidewalk maintenance.

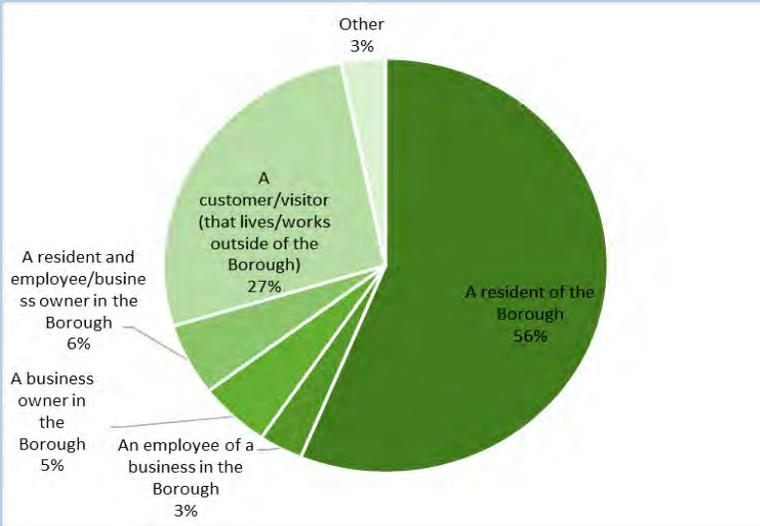
Bicycling—encourage bicycling and alternative

modes of travel, including possible bicycle lanes, were seen as positive; however, some felt biking in downtown would be dangerous.

Residential Parking—residents say they have trouble getting parking on their block, and some felt it was downtown parking encroaching into the neighborhoods. Many residents expressed support for new parking and the need for new developments to provide on-site parking.

Rank	Community Priority (# of votes)
1	Increase Parking Supply (43)
2	Improve Wayfinding and Signage (19)
3	Plan for today and tomorrow’s parking demands (18)
3	Balance parking needs with all modes of travel (18)
5	Protect residential neighborhoods (16)
6	Accommodate and balances user parking needs throughout day (15)
7	Enhance economic development (9)
8	Better manage existing parking (7)
9	Explore and consider new technology (4)
10	Improve customer service (no votes)

Relationship to Phoenixville Borough



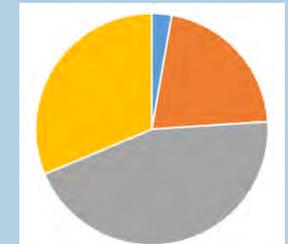
Overall rating of parking in the downtown



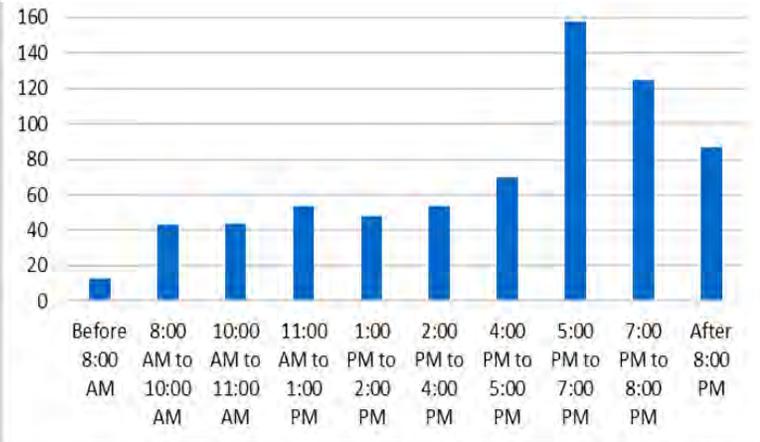
In the past year, have you skipped visiting downtown Phoenixville because you thought finding a parking space would be too difficult?

YES 152 NO 83

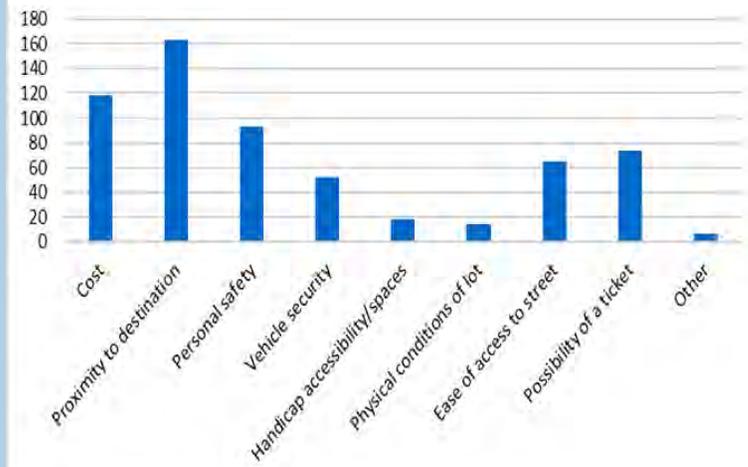
Typical time spent looking for parking:



What time of day are you usually looking for parking in downtown?



What are your top considerations for parking lots in downtown?



- Immediately
- Within a few minutes
- Within 5 to 10 minutes
- More than 10 minutes

Do you use the Passport Parking app?



Yes, it works great.	35
Yes, but I don't like it.	10
No, what's that?	102
No, I have not needed to use this service.	48
No, I prefer not to use this service.	36



How frequently do you visit the downtown study area?

Daily 50 Once/twice per week 53 3 to 6 times per week 42 A few times per month 65 A few time per year 24 Rarely/Never 6

Online Survey Responses (select questions)

Transit—use of trolleys and shuttles to bring downtown visitors and patrons to/from remote parking lots. There was also support for increased bus service and train service. There were a few comments for finding a more favorable location for the new bus hub at the Main Street/Church Street intersection that doesn't impact parking as much, and providing amenities such as bus shelter and public restrooms for riders.

Safety/Security—Safety was noted as an important issue, particularly in the downtown area. Suggestions included more lighting and police bike patrols (including within lots and for employees after hours).

Parking Pricing, Enforcement, and Management—Some participants felt parking pricing was too high while others felt it was fair. Residential permits were seen as acceptable but they shouldn't be oversold. Suggestions to provide parking space markings on-street were noted by a few participants.

Parking Signage & Wayfinding—there was strong consensus that improved wayfinding signage was needed and should be prioritized to direct motorists to the available parking areas.

Parking Technology & Meters—generally participants wanted to maintain the ability to pay by coins, but also to use other methods such as smartphones, smart cards, etc.

E | Transportation Characteristics

Phoenixville is located in the northeastern corner of Chester County with regional access provided nearby via U.S. Route 422 (approximately four miles away), U.S. Route 202 and Interstate 76 including the Pennsylvania Turnpike (approximately 10 miles away). PA Routes 23, 29, and 113 are major routes that travel through the Borough and provide more localized connections.

In terms of public transportation, bus service is provided within the Borough by SEPTA via the 99 and 139 routes. The Route 99 route provides a connection to the SEPTA Norristown Transportation Center, which offers a connection to regional rail including service to Center City Philadelphia.

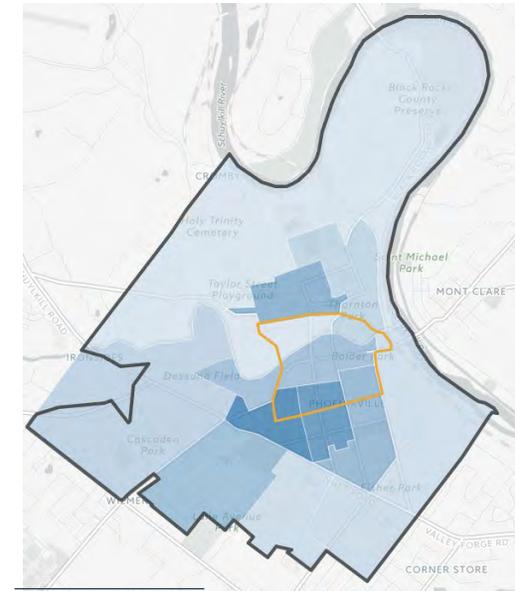
F | Key Demographics

An evaluation of the demographic information of the community is important for understanding the transportation needs within the community and specific neighborhoods and areas.

population

The estimated 2015 population for the Borough of Phoenixville is 16,606 people overall, of which approximately 2,266 reside within the downtown study area. The map to the right shows the population density for each census tract (darker blue census block groups equate to more population density) within the Borough, and the downtown study area is also highlighted (by the yellow outline). The downtown study area is

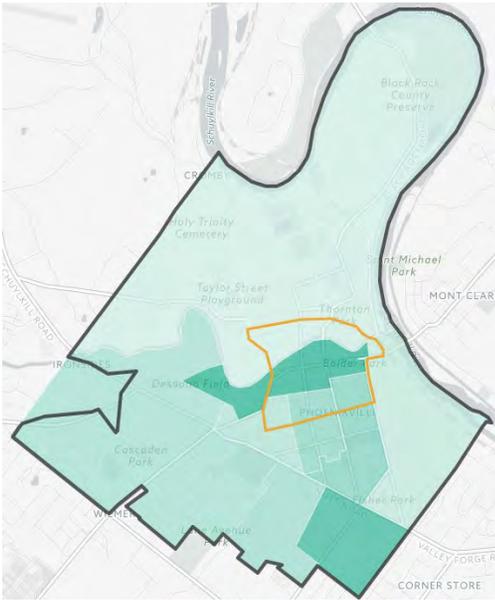
among the most dense areas in the Borough in terms of household density, as shown.



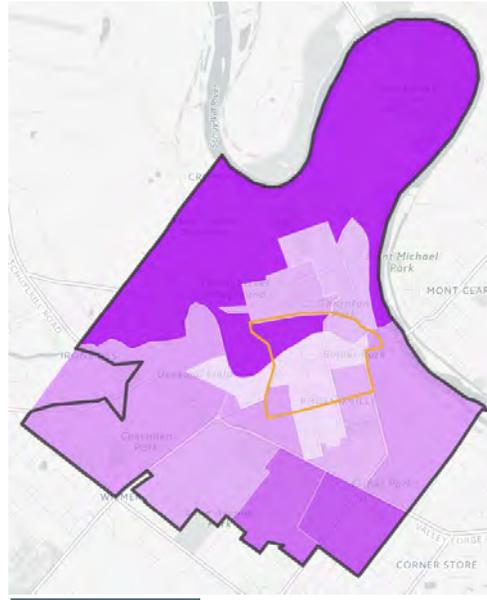
Household Density within Phoenixville's Census Block Groups as measured by total number of households per area. Source: ACS, 2011-15.

employment

The estimated 2014 jobs within the Borough of Phoenixville is 5,858, of which approximately 1,274 jobs are located within the downtown study area. While the top employers of the Borough are situated outside of the study area, the numerous commercial, dining/entertainment establishments, and other businesses within the study area employ a significant number of people, making the study area comparable to the hospital area (the Borough's top employer) in terms of job density. Local job density is illustrated in the map below (darker green census block groups equate to more employment density).



Local Job Density within Phoenixville's Census Block Groups. Source: HUD, DOT, LAI.



Average Median Income within Phoenixville's Census Block Groups. Source: HUD, DOT, LAI.

household income

The average household income in Phoenixville is just over \$55,600, which is lower compared to the rest of Chester County (\$86,000). Within the study area, average household income (\$45,200) is lower compared to the rest of the Borough. Average household income is illustrated in the map to the right (darker purple census block groups equate to higher income). It is also noted that 11 percent of the households within the study area are below the poverty level.

land use

The majority of the study area is zoned as Town Center (TC), while the remaining sections carry designations of Mixed Use Growth (MG) and Residential Infill (RI).

modal split

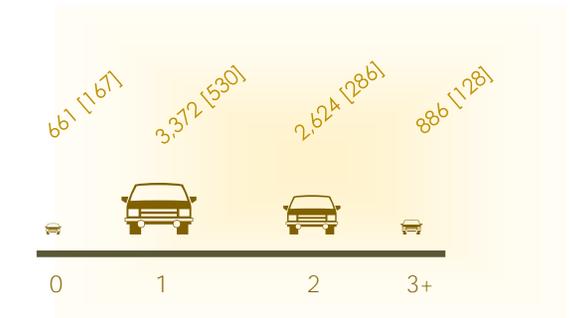
Based on the American Community Survey (ACS) 2015, the following transportation characteristics are estimated for the Borough:

- Commuter Mode Choice—the strong majority of study area residents rely on commuting to/from work by driving themselves or carpooling.

	Walk	332
	Bicycle	0
	Work from home	550
	Public transit	232
	Drive Alone	7,356
	Carpool	841
	Other	0

Commuter Type within Phoenixville Borough. Source: ACS, 2011-15

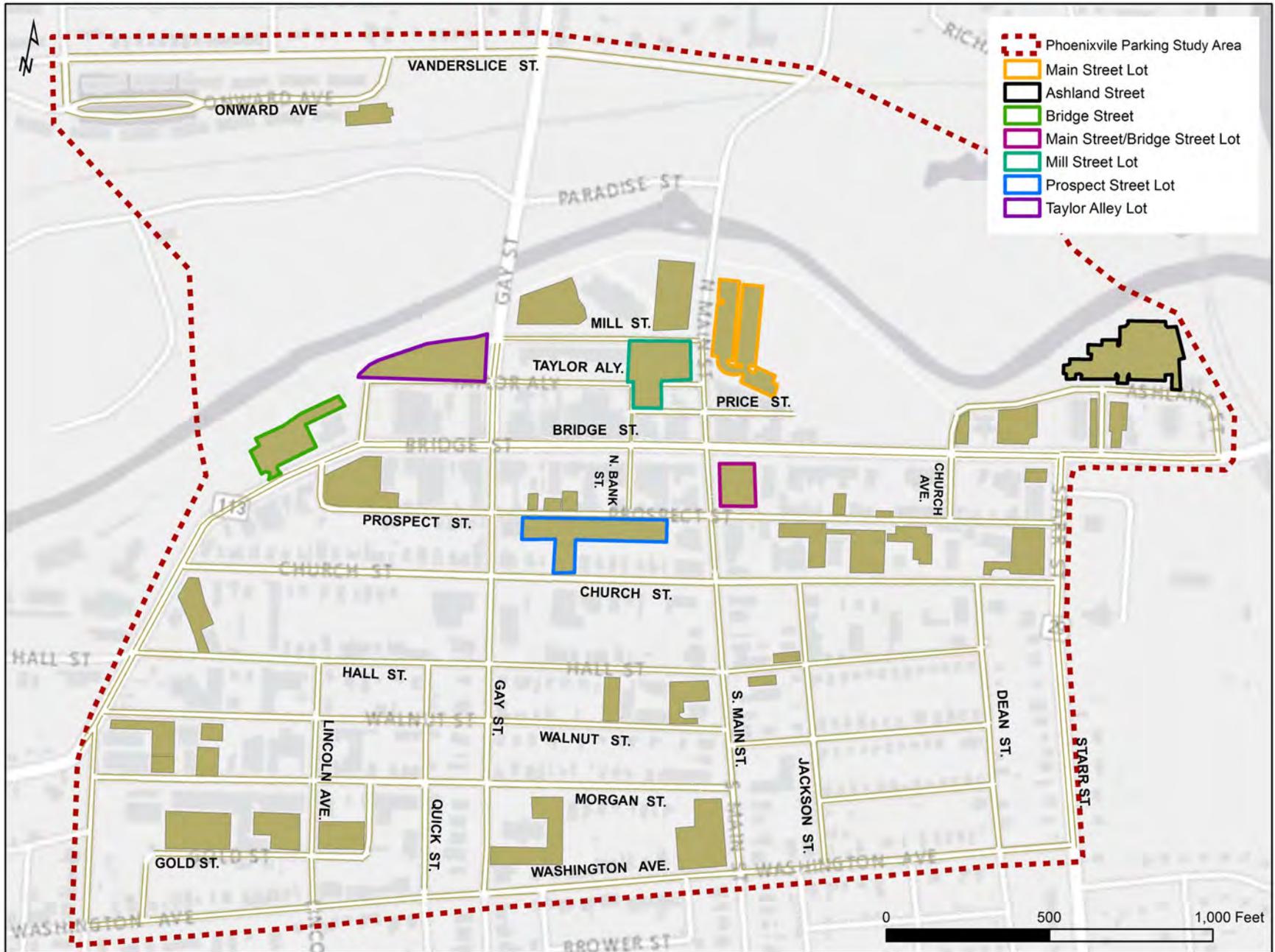
- Vehicles by Household—as a result of the high demand for automobile travel and limited public transit opportunities immediate to the study area, the number of vehicles owned per household breaks down as follows:



Vehicles Available for a Housing Unit within Phoenixville Borough and estimated within study area. Source: ACS, 2011-15

[###] Vehicle per household in Borough [in Study Area].

Map 2-1 | Study Area



Service Layer Credits: Esri, HERE, DeLorme, MapmyIndia, © OpenStreetMap contributors, and the GIS user community. Picture source: Phoenixville Streetscape Wayfinding Sign System Study by Ex:it



3 | Existing Parking Conditions

This section summarizes the existing parking inventory and utilization within the study area during peak days and times.

A | Parking Inventory

parking regulations

Within the study area, there exists a variety of parking regulations, fees, and facility types. In terms of regulations of on-street parking, there are nine (9) different regulations, many of which vary by duration of stay, time of day, and time of week. In addition, a residential parking zone is located within the study area, which allows residents to purchase annual parking permits. Map 3-1 summarizes the various on-street parking regulations and the residential parking zone.

parking fees

Currently all on-street parking within the study area is free, including along commercial segments of Bridge Street, Main Street, and Gay Street. Parking is metered within the four public, municipal-owned lots, and the rate is \$0.25 per 15-minutes (cash/coin). The Passport Parking app for smartphones allows customers an alternative to cash/coin payments at the same rate, plus a \$0.35 transaction fee (with a minimum purchase of \$1.00), which is linked to their credit card.

In addition, Phoenixville offers parking permits for residents within Parking Zone A, which is otherwise restricted to 2-hour parking Monday through Saturday from 9 AM to 5 PM. These permits cost \$15.00 per year.

parking supply

Parking within the study area consists of on-street (curbside) parking, off-street public parking, and off-street private parking (for patrons, customers, and residents). The focus of this study is on-street parking and off-street public parking; however, a cursory review of most private lots was completed in order to determine any potential parking issues that may spillover onto nearby streets or affect nearby public lots.

Currently, there are approximately 1,429 on-street parking spaces available for public parking within the study area. There are 301 parking spaces within the four municipal parking lots, and 361 parking spaces within other parking lots available to the public during all or part of the day. In total,

there are 662 parking spaces within lots available to the public (at least during a portion of the day). Map 3-2 illustrates the existing parking supply within the study area. For the purposes of this study, private parking lots and residential driveways/garages were not included. Also, there are approximately 413 public parking spaces on streets within the residential Zone A permit parking.

parking distribution

On-street parking is spread throughout the study area and is permissible on a portion of nearly every street block within the study area. The four municipal parking lots are all located within a ¼-

mile walking distance (about an approximate 5-minute walk) for over 95 percent of the study area (see attached figures). Further, these four lots are located within an even more desirable ⅛-mile walking distance for just over 50 percent of the study area. When combined with the Borough Lot and the Customers Bank Lot, which open to the public after 7 PM and 5 PM, respectively, all of the commercial core is within about a two- to three-minute walk to a public parking lot. The ¼-mile and ⅛-mile walking sheds are illustrated in Maps 3-3 and 3-4.

parking wayfinding

Parking wayfinding signage directs visitors

unfamiliar with the area to parking facilities. Parking wayfinding reduces the need for customers and visitors to search for available parking, which can be stressful and frustrating during peak activity times, as well as adversely impact traffic flows through the area. Today, there is very limited parking wayfinding within the study area. Map 3-5 shows the existing wayfinding signage within the study area.

Realizing the lack of wayfinding for visitors/patrons related to parking and general information needed for visitors and customers, the Borough has already commissioned a municipal-wide wayfinding study. The wayfinding study, which is in draft format, will be adopted and implemented in the near future. Recommended parking wayfinding and potential changes to the wayfinding study can be found in Chapter 6.

In the public online survey, nearly three-quarters of respondents indicated that they typically search for available parking for more than five minutes. Improved wayfinding can direct visitors and patrons to parking lots and thereby help to reduce some of the need to “cruise”, or search, for parking. It can also provide more efficient routes to reach parking lots that avoid congested street segments, such as Bridge Street during the weekday evening rush hour, as well as sometimes avoid heavily used pedestrian crossings.

“Online parking wayfinding” can be provided to potential visitors and patrons who are visiting a local establishment’s website. For example, the

<p>Public Off-street Parking Summary</p> <p><u>Borough Public Lots</u> Metered hours are between 8 AM and 10 PM</p> <p>Prospect Street Lot (#1) 226-258 Prospect Street Meters only; Passport Parking App</p> <p>Main & Bridge Street Lot (#2) 198 Bridge Street Meters only; Passport Parking App</p> <p>Mill Street Lot (#3) 16 N. Main Street Meters only; Passport Parking App</p> <p>Taylor Alley Lot (#4) 300 Mill Street Meters only; Passport Parking App</p>	<p><u>Other Lots open to Public</u></p> <p>With the exception of the Borough Hall Lot, the following are private lots that are available for the public to park in daily or during certain hours of the day, as noted below.</p> <p>Borough Hall Lot—open to the public after 7 PM for free at 351 Bridge Street.</p> <p>Phoenixville Village Lot—open to the public for \$5 (one time fee). Situated along Main Street, north of Bridge Street.</p> <p>Customers Bank Lot—open to the public after 5 PM for hourly fee (rates vary). Situated along Ashland Street.</p> <p>First Presbyterian Church Lot—open to the public when not in use by the Church for a \$5 donation. Situated at Main Street/Washington Ave.</p>
---	---

Borough website provides a parking webpage with a map and location and pricing information for the four municipal lots, as well as information on their mobile parking app.

A review of the websites of numerous popular commercial destinations within the study area reveals that most do not provide potential patrons with adequate information on nearby parking. In contrast, the Colonial Theater website provides very detailed information with regard to available parking locations and pricing.

B | Multimodal Integration

Every vehicle requires multiple parking spaces—at home, work, and various destinations throughout the community. The more alternatives to vehicle travel, the less of a parking burden will exist in a community. For example, residents can walk, bike, or ride transit to their destination, which does not require an extra parking space and frees parking for out-of-area visitors.

It is noted that the Chester County Planning Commission is currently conducting a multimodal transportation study for the greater Phoenixville Region. As such, this study may provide some recommendations for improved facilities for pedestrians, bicyclists, and transit users. A separate bicycle and pedestrian plan, if not developed as part of the County’s study, should be considered for the Borough to highlight preferred routes and facilities.

walkability

A safe and comfortable pedestrian environment will encourage walking, and may also encourage visitors/patrons to walk to multiple destinations as part of a single trip. Attractive and safe accommodations such as comfortable sidewalks, crosswalks and pedestrian crossing devices, well-maintained streetscape, and adequate pedestrian-scale street lighting all play a factor in creating a



desirable walking experience, which lessens the burden of walking farther from parking or not driving at all. Observations within the study area reveals a good pedestrian environment along Bridge Street with inviting sidewalks, pedestrian crossing accommodations at intersections, good lighting, and other amenities. Beyond Bridge Street, the pedestrian accommodations are generally good, but improvements can be made.

The EPA National Walkability Index dataset is built using data from the US Decennial Census 2010, and it is a measure used to characterize the

ease of pedestrian travel in an area. The EPA National Walkability Index characterizes each geography in terms of relative walkability on a 1-20 point scale. Higher values, those closer to 20, are areas with a high level of walkability while low values, those closer to 1, are less walkable areas. The rankings were determined at the block group level and were apportioned to other geographies using weighted block apportionment. The Walkability Index for the study area is high and is estimated at 17.58 out of 20. Additionally, intersection density and proximity also score high for the study area indicating that residents can cross streets conveniently at nearby intersections or are within walking distance of a transit stop.

bike-ability

Appropriate on-road or road-side bicycle accommodations can vary depending upon the traffic volumes and speeds along a roadway. Currently, there are no specific bicycle lanes or sharrows provided on roadways within the study area, so motorists and bicyclists must “share” the roadways. In some areas, due to the narrow roadways and on-street parking, these shared conditions are not comfortable for many bicycle riders.

Along the French Creek, the regional Schuylkill River multi-use trail provides off-road accommodations for bicyclists and pedestrians. This regional trail serves locals as well as brings non-locals to/through the Phoenixville study area.

Providing more visible and secure bicycle parking



(i.e., bicycle racks) within the downtown area can provide an incentive for visitors to bike to the area, rather than drive, which reduces congestion and requires less automobile parking (the area needed for one automobile parking space could accommodate approximately 10 bicycles).

transit

Convenient and reliable transit will also reduce the number of parking spaces needed throughout the study area by reducing the need to drive and

park. Currently, SEPTA provides bus service within the study area via its 99 and 139 bus lines. These bus lines run between Limerick and King of Prussia and between Phoenixville and Norristown, respectively. While there are several bus stops located in the study area, particularly along Bridge Street, there are no bus shelters provided.

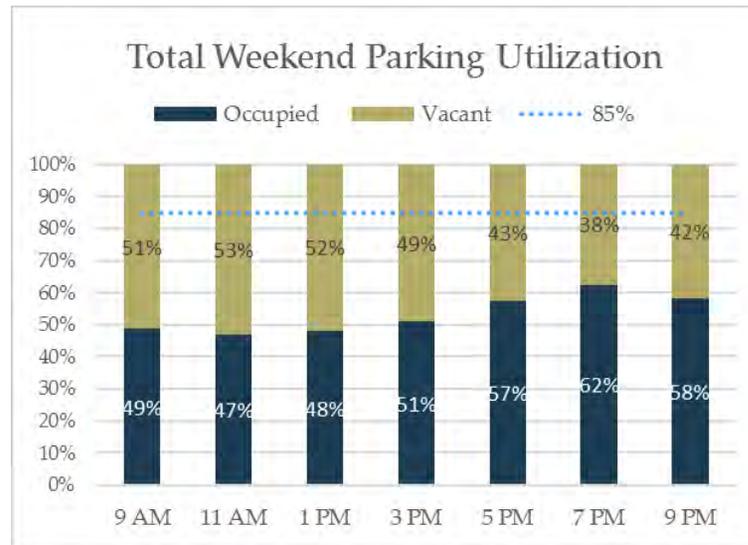
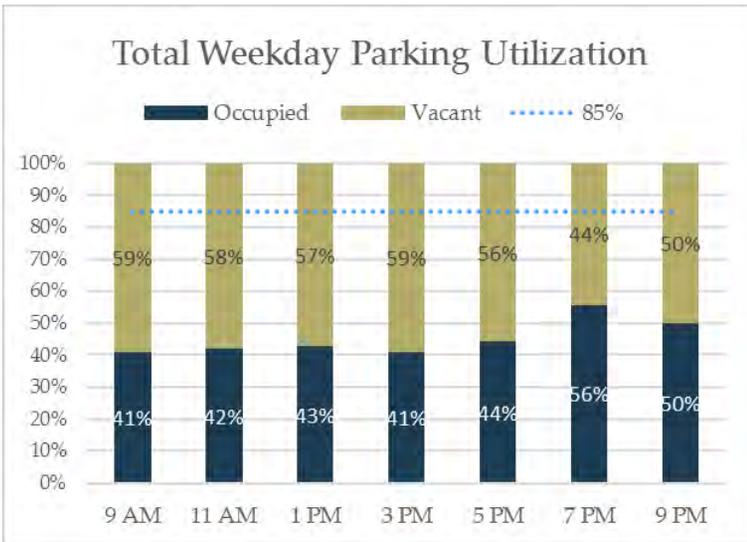
The Chester County Public Transportation Plan recommends several additional bus shelters within the Borough and a new commuter bus route between Phoenixville and Great Valley by 2030.

C | Parking Utilization

Parking utilization refers to the demand for parking within the study area. Utilization was studied during a typical weekday and weekend. Accordingly, parking counts measured the

number of parked vehicles on-street and within publicly used parking lots on Thursday, May 11, 2017 and Saturday, June 17, 2017. The parking utilization was measured during seven two-hour intervals beginning at 9 AM and extending to 9 PM on both days (i.e., that is ending at approximately 11 PM). The parking utilization evaluated herein represents typical conditions, and does not analyze special event conditions.

Common practice agrees that when the parking utilization rate exceeds 85 percent, the area or parking facility feels full and it can be difficult to find an open parking space. The goal to effectively manage parking is to operate near this utilization threshold (maximizing your parking assets but still providing open spaces). When parking utilization falls well below this threshold, it represents an underutilization of parking.



The charts to the left illustrate the total overall parking utilization throughout the entire study area considering both on-street and off-street facilities that are available for the general public. The utilization is reported for typical weekday and Saturday conditions without a special event.

overall trends

As shown in the charts on the prior page, the overall peak weekday utilization rate is 56 percent occurring between 7 PM and 9 PM and the overall peak Saturday utilization rate is 62 percent occurring during the same period within the entire downtown study area. The following analyses will further evaluate parking utilization trends and problematic “hot spots” within the study area.

on-street parking

As shown in the charts below, on-street parking within the study area peaks at 69 percent during the 7-9 PM weekday period with a similar demand continuing through the evening. On a street level view, very few segments reach or exceed 85 percent utilization before 5 PM, as shown in the hourly utilization analysis shown in Maps 3-6 through 3-20. During a typical weekend, the

study area peaks at 71 percent utilization during the 7-9 PM and the 9-11 PM weekend periods. On a street level view, several street segments reach or exceed 85 percent utilization throughout the weekend day and evening.

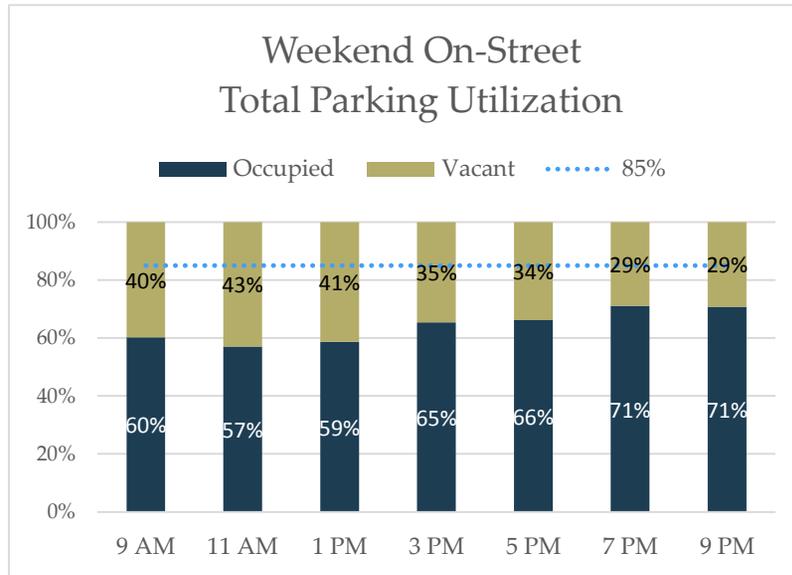
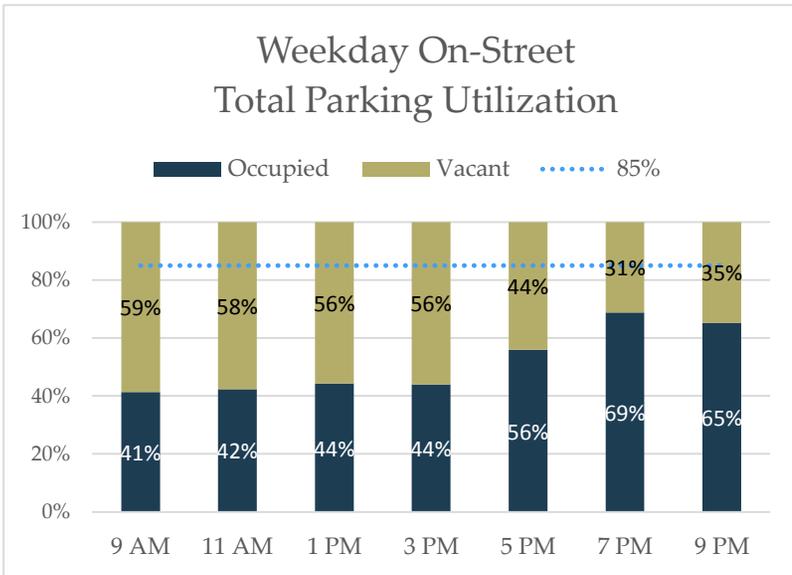
Within the commercial core (between the French Creek and Church Street), on-street parking utilization reaches 81 percent during the weekday evening peak and soars to 94 percent during the weekend peak, as shown in the charts on the following page. On a typical Saturday evening, the on-street parking demand in the commercial core exceeds 85 percent after 5 PM reaching its peak during the 7-9 PM period. Not surprisingly, Bridge Street experiences the highest parking demands due to the convenience and free parking offered. Also along Bridge Street, utilization on some blocks reaches 85 percent on some segments

during the 1-3 PM period, likely coinciding with a lunch peak.

Beyond the commercial core, several streets experience demand of 85 percent or more in the evening hours when residents have generally returned home overnight. Due to the lack of complaints raised during the public outreach efforts and farther walking distance from the commercial core, it is not evident that these peak parking conditions on residential streets are caused by visitors and patrons overflowing from the commercial core. It may be likely these high parking demands are a result of narrower streets with less available parking situated within a denser (more populated) residential area.

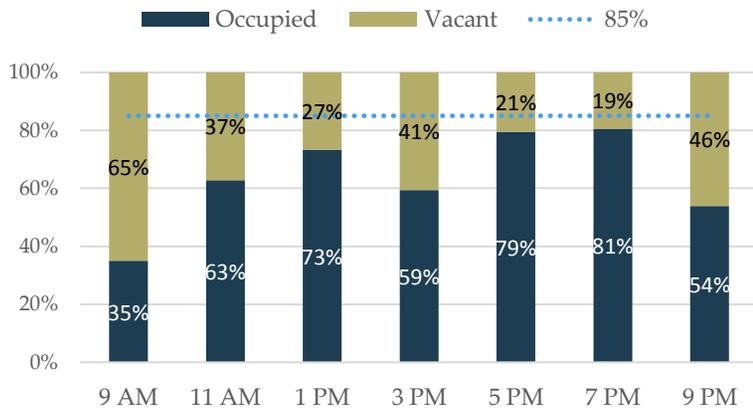
off-street public parking

The analysis of parking lots that are open to the

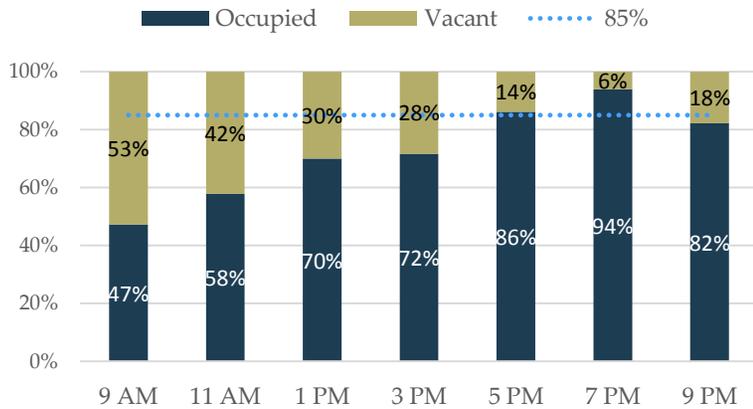


The charts to the left illustrate the overall parking utilization on-street throughout the entire study area.

Weekday On-Street Commercial Core 2 Hour Parking Utilization



Weekend On-Street Commercial Core 2 Hour Parking Utilization



The charts above illustrate the on-street parking utilization within the commercial core (between the French Creek and Church Street).

general public, either for free or for a fee, is the focus of this category of parking. These lots are either owned by the municipality or by a private entity but made available for public parking (in most cases for a fee). These public parking lots, eight in total, were previously described in the parking supply section. The evaluation of off-street public parking in only the commercial core will also include these parking lots open to the public with the exception of the Church parking lot due to the farther walking distance.

It is noted that at the time of this study, the former restaurant, housed in what is referred to as the Superintendent's Building and across the street from Iron Hill Brewery, was closed, but the private parking lot continued to be utilized by the public. This lot was categorized as private.

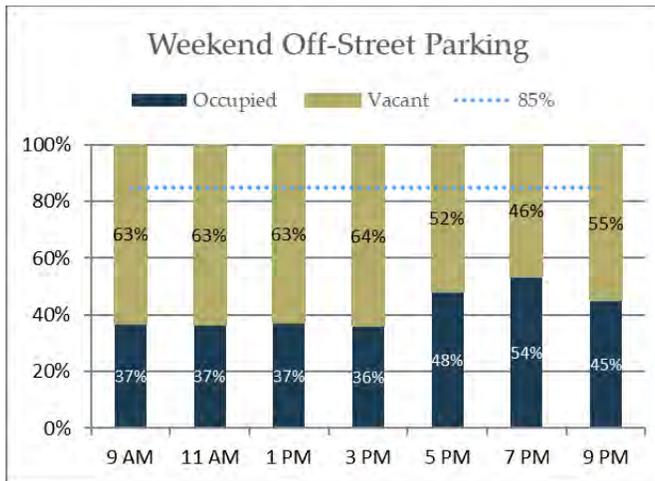
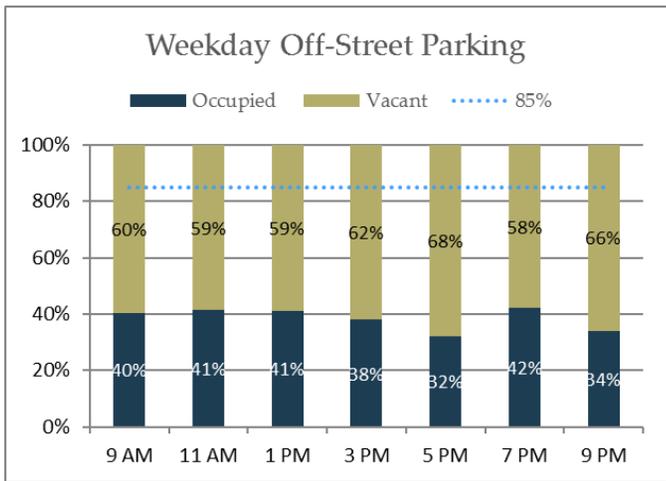
Overall, the combined utilization of all lots available to the public did not exceed 54 percent during a typical weekday or weekend; however, there are specific lots within the study area that reached or exceeded 85 percent utilization. In terms of each public lot, the Main/Bridge Lot (#2) was the only lot to reach 85 percent utilization on a weekday, which occurred during the 7-9 PM period. On a typical weekend, the Taylor Alley (#4) exceeded 85 percent utilization during the 9-11 AM period then again during the 5-7 PM period.

Also on the weekend, the Mill Street Lot (#3) exceeded 85 percent capacity during the both the 7-9 PM and 9-11 PM periods, and the Main/Bridge Lot (#2) reached effective capacity during the 7-9 PM weekend period.

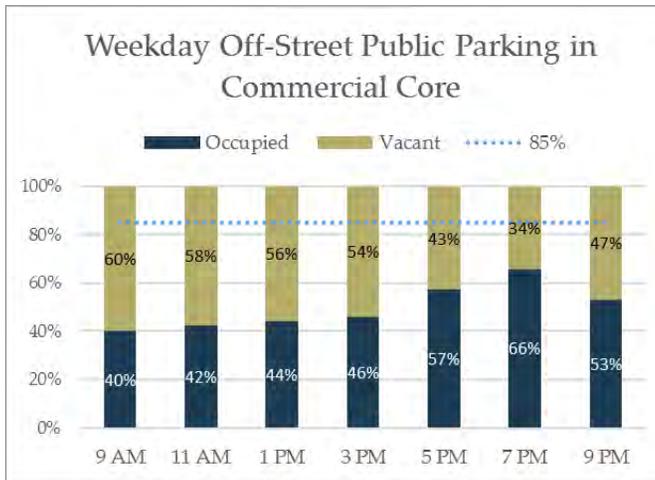
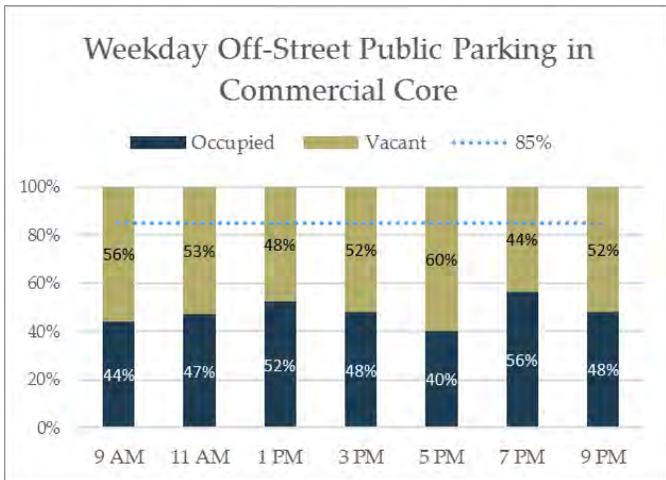
Within the commercial core, there is underutilization of some parking lots including the Customers Bank parking lot and the public Phoenix Village Lot along Main Street. These lots never exceeded 50 percent utilization during the weekday or weekend period when open to the public, and in particular, the Customers Bank and Phoenix Village lots were generally less than 25 percent occupied. Furthermore, within these two lots the number of empty parking spaces was a combined 254 spaces during the weekday 7-9 PM peak and 247 spaces during the weekend 7-9 PM peak. There may be a variety of factors that lead to the underutilization within these lots, and may include location/distance, price, advertisement/knowledge of public, faulty fare equipment, etc.

off-street private parking

While the focus of this study is on public parking, a cursory review of the off-street private parking has been completed in order to ascertain if certain private lots are over capacity and as such, overflowing into public lots or onto nearby streets. Overall, there appears to be no significant parking problems at most off-street private parking



The charts to the left illustrate the total overall parking utilization within the four municipal lots, as well as the Borough Hall lot (after 7 PM), the Customers Bank lot (after 5 PM), and the First Presbyterian Church lot.



The charts to the left illustrate the total overall parking utilization within the four municipal lots, as well as the Borough Hall lot (after 7 PM) and the Customers Bank lot (after 5 PM),

lots, or the lots provided only for patrons or residents. Many of these lots are typically underutilized with rates below 50 percent most of the day or even the entire day. However, the Phoenixville Senior Center parking lot was at effective capacity (85 percent) during most of the weekday. Also, the parking lot at the Superintendent's Building (a former restaurant that is now vacant) exceeded effective capacity

during the popular lunch and dinner/evening peak periods on both a typical weekday and weekend. Once re-opened, these parking demands will be shifted from this private parking lot elsewhere.

D | Commercial Core Analysis

Several of the prior charts illustrate overall

parking utilization in the commercial core (from the French Creek south to Church Street). This section evaluates existing peak conditions in the commercial core. Table 3-1 shows the existing parking capacity (supply) and the existing parking utilization (demand) within parking lots and along streets in the commercial core. The resultant parking surpluses are shown for each facility as well. As shown, the four municipal public lots

Table 3-1. Existing Parking Capacity and Utilization in Commercial Core

Parking Facility	Parking Capacity	85% Effective Capacity	Peak * Utilization	Surplus Parking	Effective Surplus
Prospect Street Lot (#1)	90	77	87	3	-10
Main & Bridge Street Lot (#2)	36	31	35	1	-4
Mill Street Lot (#3)	78	66	70	8	-3
Taylor Alley Lot (#4)	97	82	81	16	2
Borough Hall Lot (after 7 PM)	80	68	60	20	8
Phoenix Village Public Lot	129	110	9	120	101
Customers Bank Lot (after 5 PM)	128	109	1	127	108
Bridge Street On-Street (all blocks)	159	135	137	22	-1
Other Commercial Core Streets	270	230	236	34	-6
Total Existing Capacity & Utilization	1,091	908	716	351	195

* Peak conditions occur weekends 7-9 PM

(Lots #1-4) have little excess surplus during the highest peak hour to accommodate additional visitors, patrons, and employees within the commercial core. Bridge Street has moderate capacity during the peak, generally at the far ends of the commercial core. The Borough Hall and Customers Bank (after hours), as well as the Phoenixville Village public lots have the most capacity to accommodate any new or atypical parking demands.

E | Recent Development Activity

It is noted that several new commercial developments have opened since the utilization counts were conducted. These new developments now occupy previous vacant space and are creating new demands for parking. These developments were not added to existing utilization results; however, they will be accounted for in future conditions analysis. It is noted that observations were conducted during a

Friday evening in July that corresponded with the Blob Fest (between 7 PM and 9 PM). These observations were slightly higher than the previously observed weekday and Saturday periods. Of note, the Borough Hall parking lot (at nearly 95 percent full), the Phoenix Village public lot (at approximately 45 percent full), and the Customers Bank parking lot (at approximately 45 percent full) were all parked at higher utilization rates than measured a few months before during a typical day without a special event. As such, it is likely that the increasing number of commercial and restaurants/breweries will continue to impact available parking. Also, popular special events will demand additional parking within the commercial core.

Several new commercial developments opened after the parking utilization data was collected. General observations were conducted post opening and projected parking demands will be





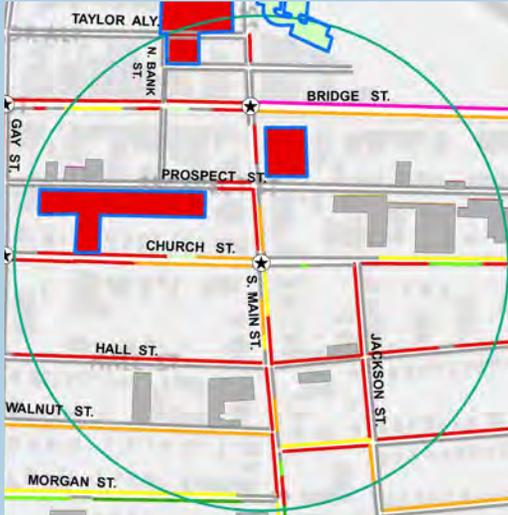
59% | 71%



55% | 64%



63% | 79%

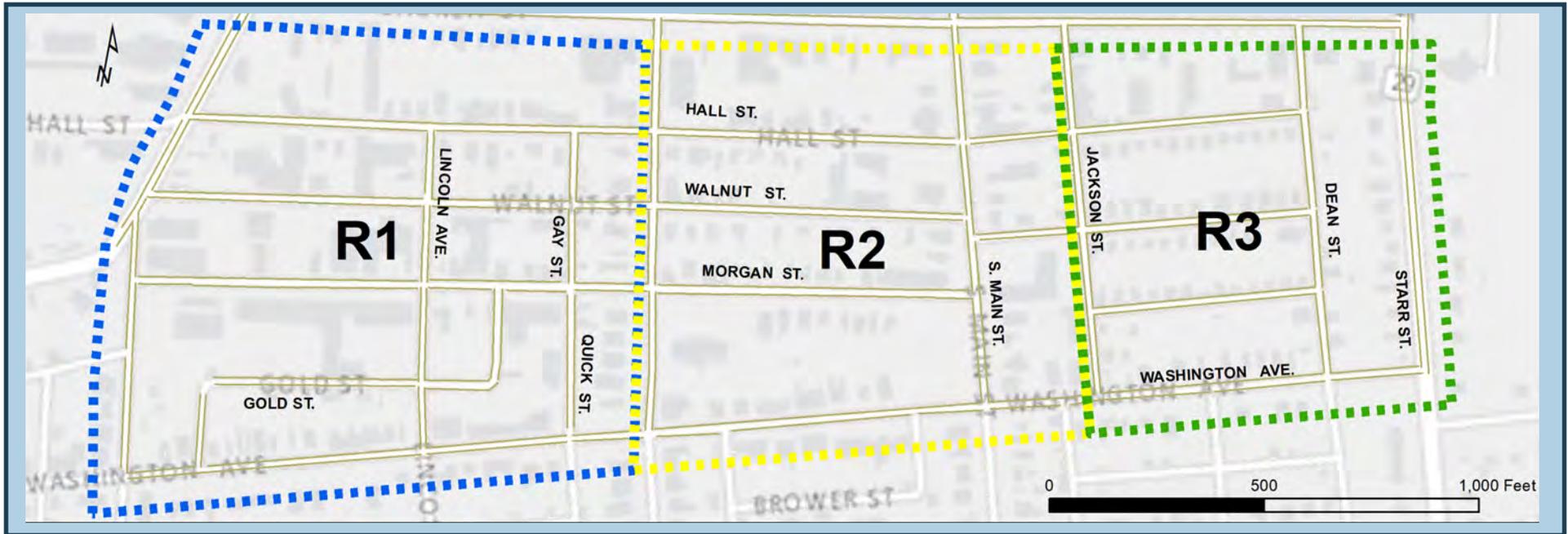


80% | 79%

The area south of the commercial core, or south of Church Street, has several blocks with on-street parking that are functioning at/or above operational capacity. As such, residents along these streets need to find parking on nearby streets. Some of these over capacity blocks are within the residential permit zone; however, many blocks are not. Map 3-20 illustrates the peak condition within the residential neighborhood south of the commercial core. These conditions are similar during other evening hours on weekdays and weekends. Based on a review of available parking data (which does not measure this overflow condition specifically), this incursion may also be occurring to some extent due to the busy downtown, parking utilization trends on nearby streets, walking distances, and time restrictions for parking in the area. Other causes of the overparked conditions may also be related to neighborhood characteristics, and specifically, the southern neighborhood is characterized by narrow streets (often with parking only available on one side of the street) compounded with a very dense residential population where many homes are not served by an alley or private driveway (to provide off-street parking options), all of which stretches the limited parking supply.

The western section of the residential area (west of Gay Street) generally has more available parking throughout the day. The central section (between Gay Street and Jackson Street) and eastern section (west of Jackson Street) are operating with more streets at capacity or near capacity during peak

Existing peak parking utilization rates [weekday | weekend] at available (i.e., open to the public) parking facilities and on-street within 2-3 minute walk (1/8-mile) of key intersections in the commercial core. Peak utilization rates (shown above) indicate that the area surrounding several of these key intersections are approaching operational capacity today in many cases.



conditions, and these areas are approaching operational capacity. The peak (weekday/weekend) utilization for each of these subzones is as follows:

Peak Utilization of Subzones

- R-1 Western Subzone 63%
- R-2 Central Subzone 78%
- R-3 Eastern Subzone 78%

streets was measured at 68 percent during a typical weekday and 71 percent during a typical weekend. However, many residential permit blocks are operating at or above 85 percent functional capacity during peak conditions, as shown in Map 3-20.

residential parking permits

Within the residential permit zone, there are 413 on-street parking spaces available. In 2017, there have been 683 parking permits sold to date, or approximately 65% more permits than available spaces. In the evening peak period (7-9PM), utilization along all of the residential permit

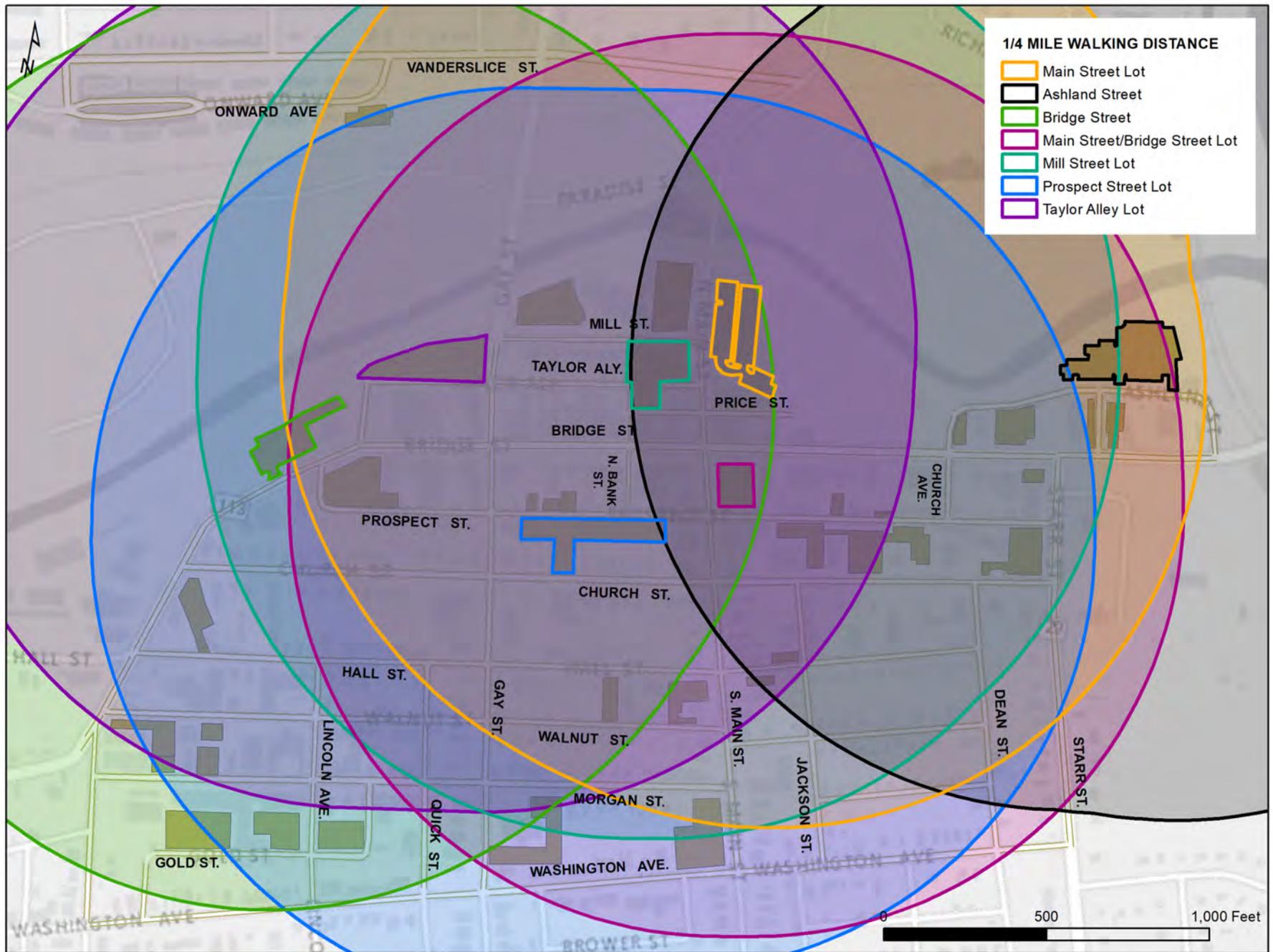
Map 3-1 | Parking Restrictions



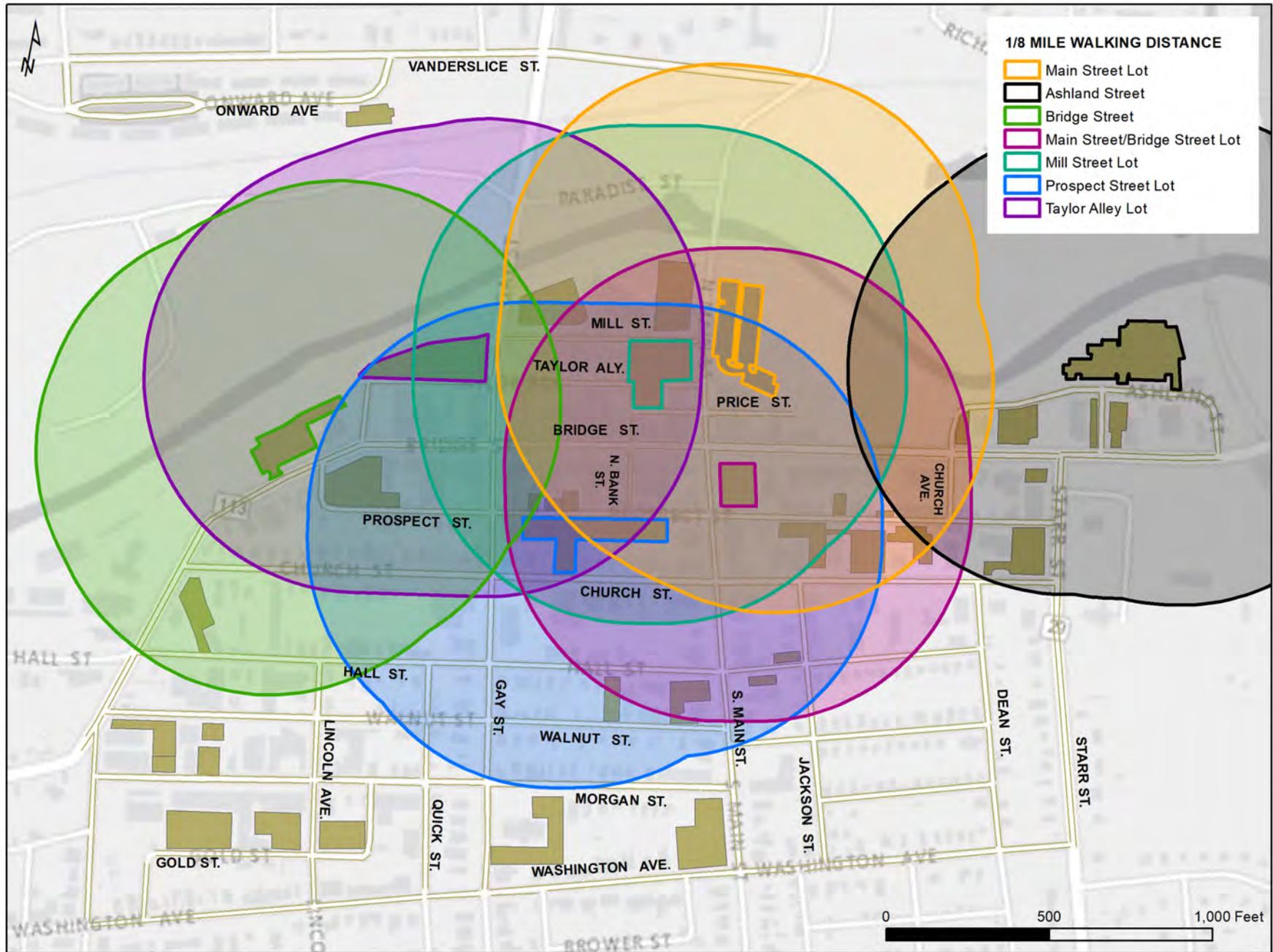
Map 3-2 | Parking Supply



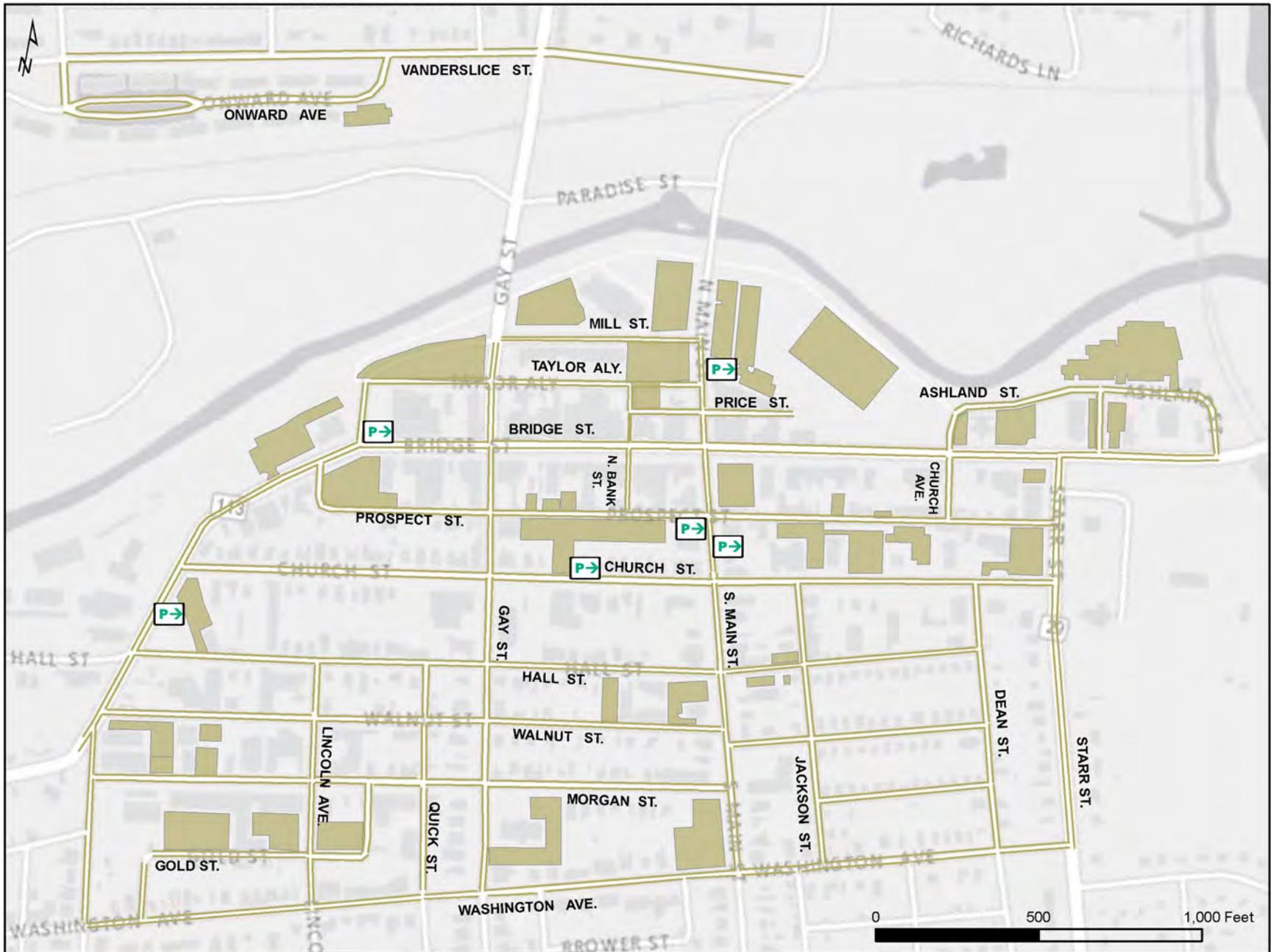
Map 3-3 | 1/4 Mile Walking Shed



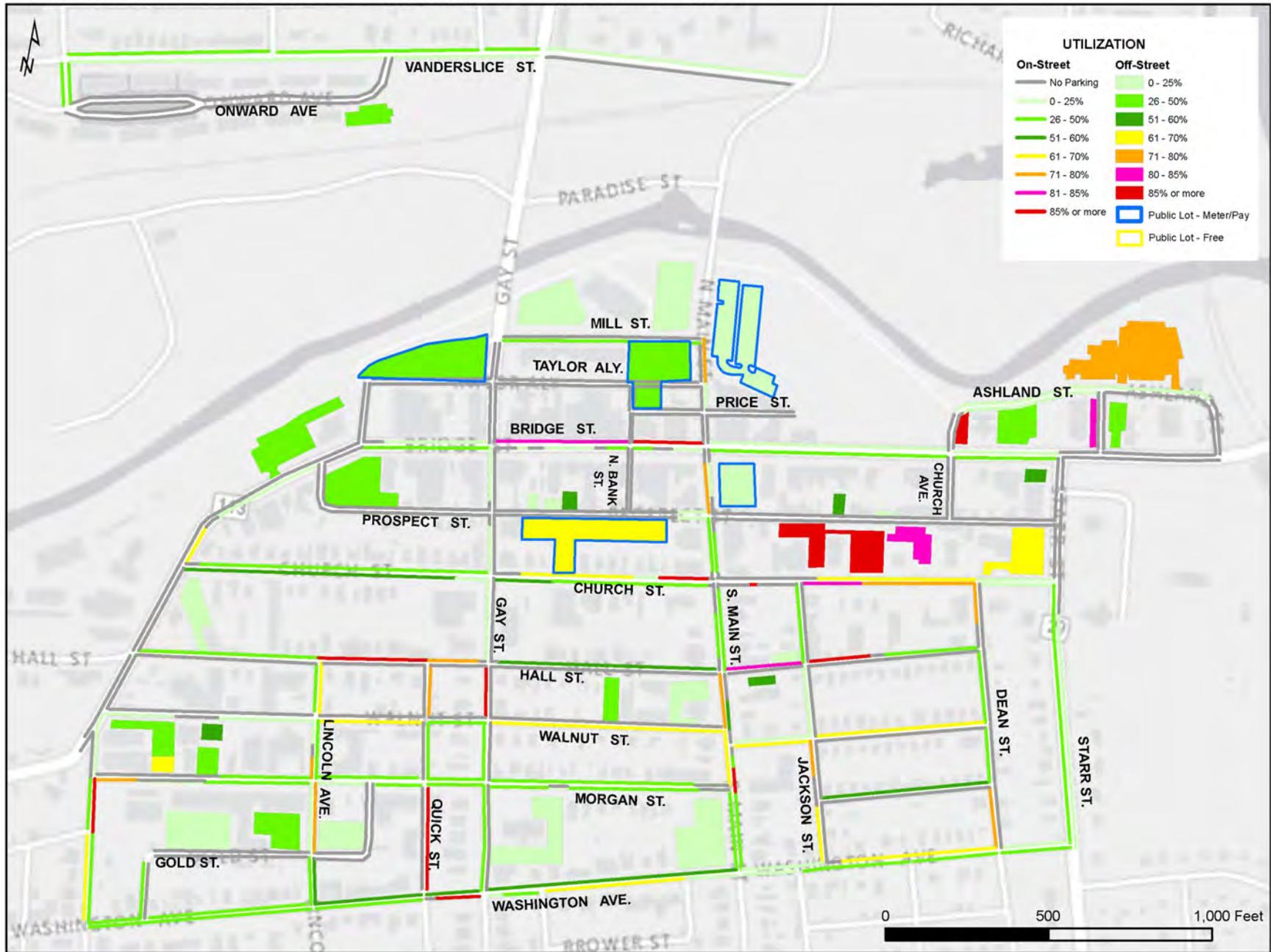
Map 3-4 | 1/8 Mile Walking Shed



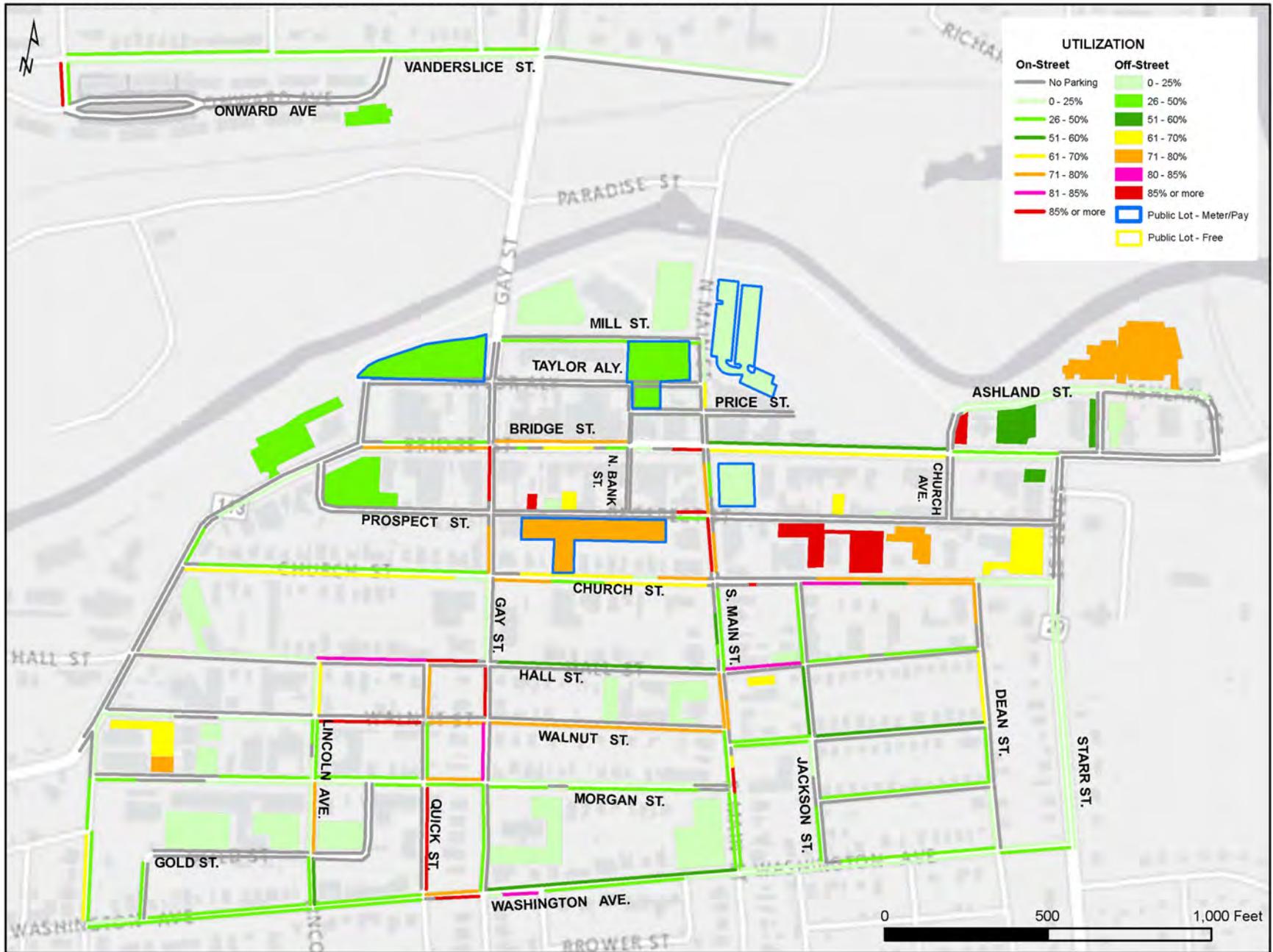
Map 3-5 | Existing Wayfinding



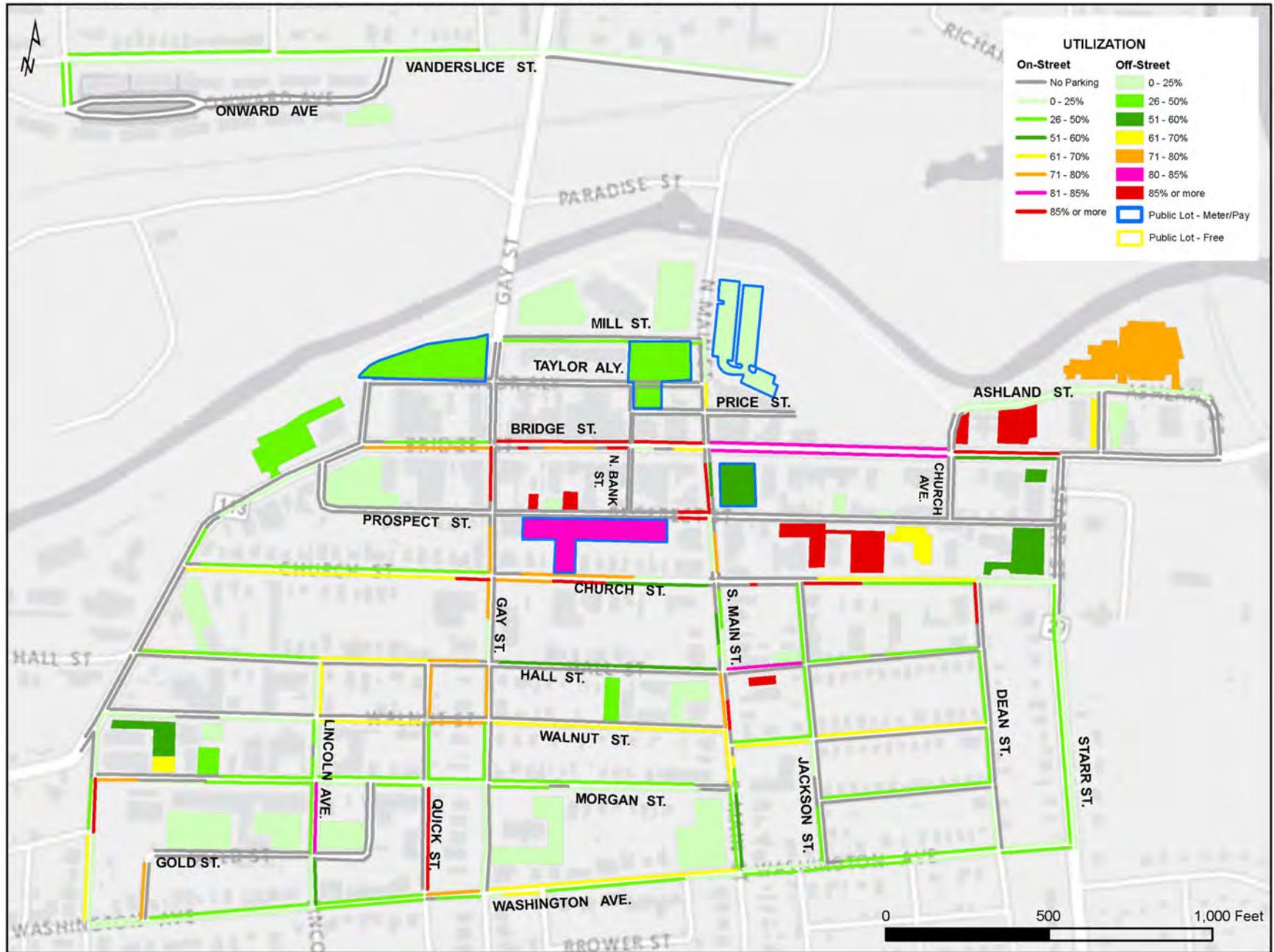
Map 3-6 | 9 AM Weekday Utilization



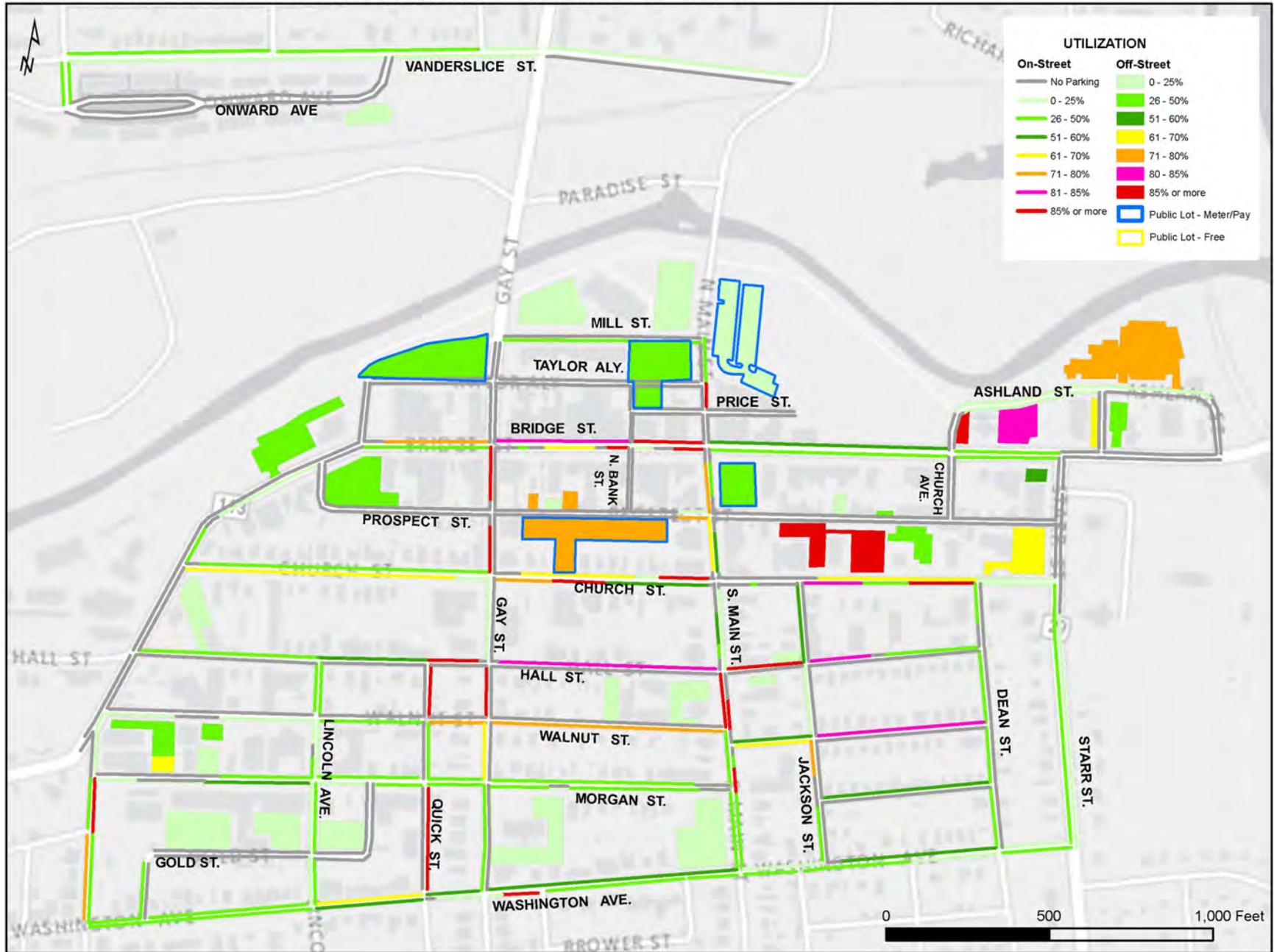
Map 3-7 | 11 AM Weekday Utilization



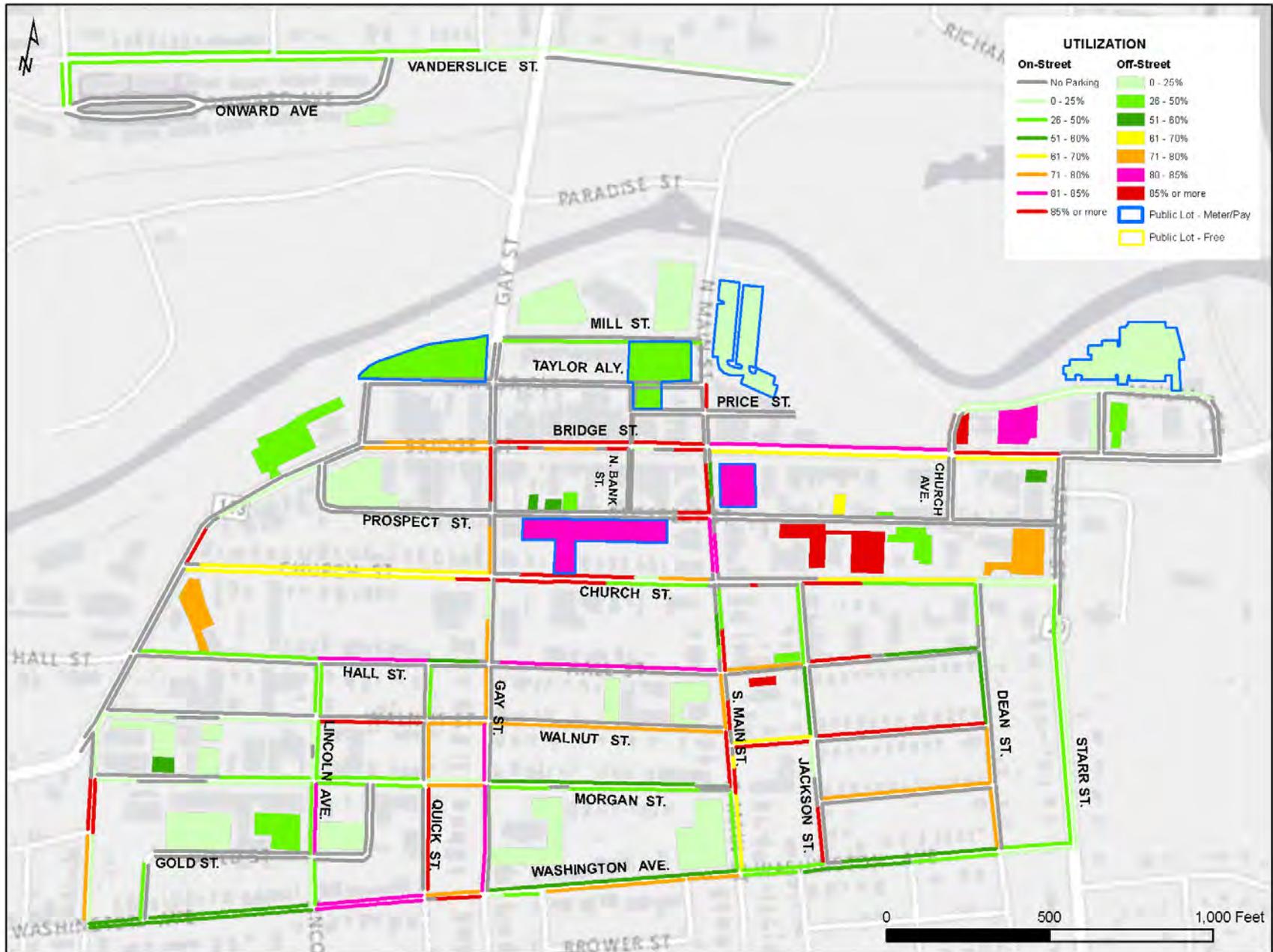
Map 3-8 | 1 PM Weekday Utilization



Map 3-9 | 3 PM Weekday Utilization



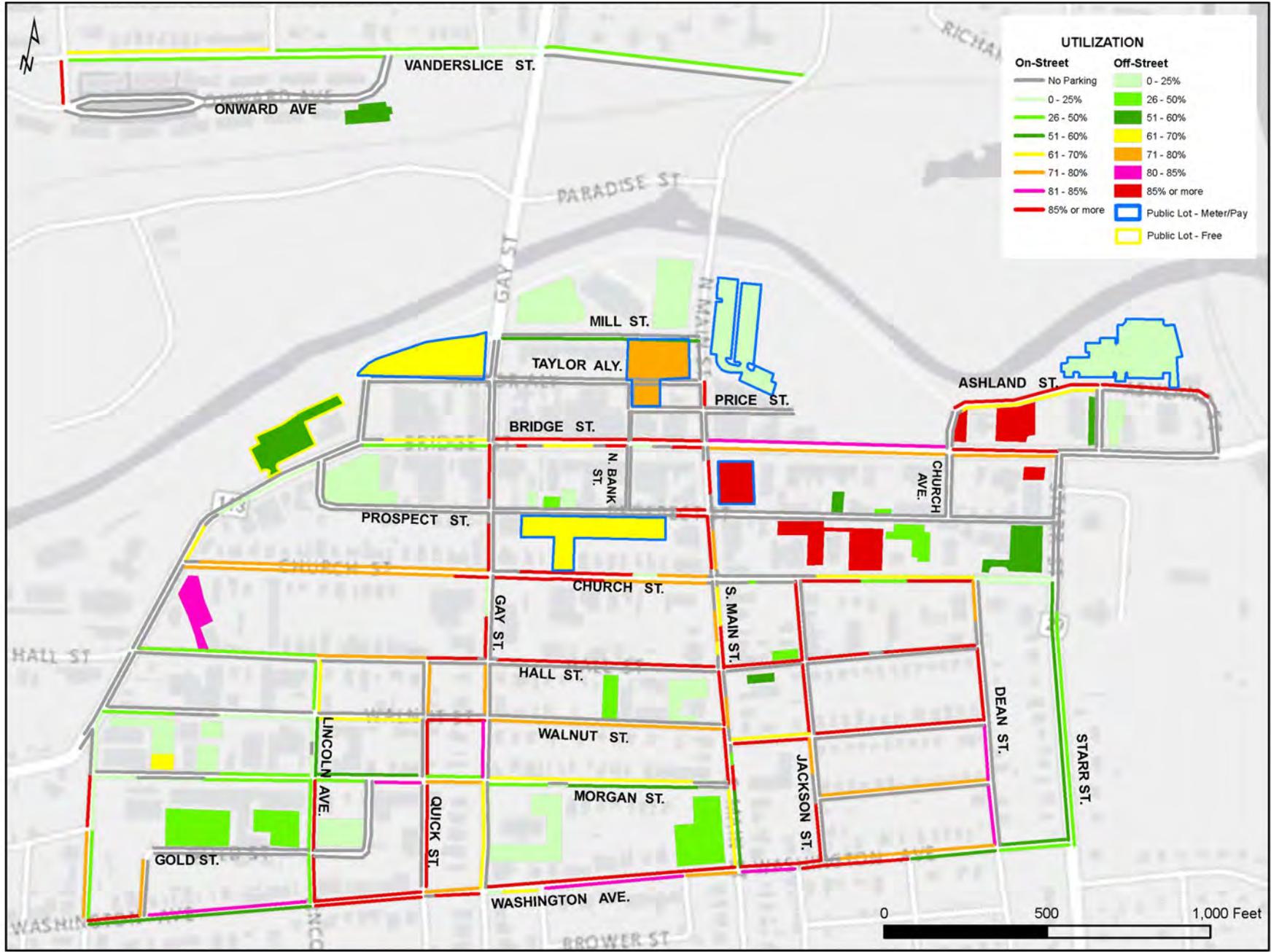
Map 3-10 | 5 PM Weekday Utilization



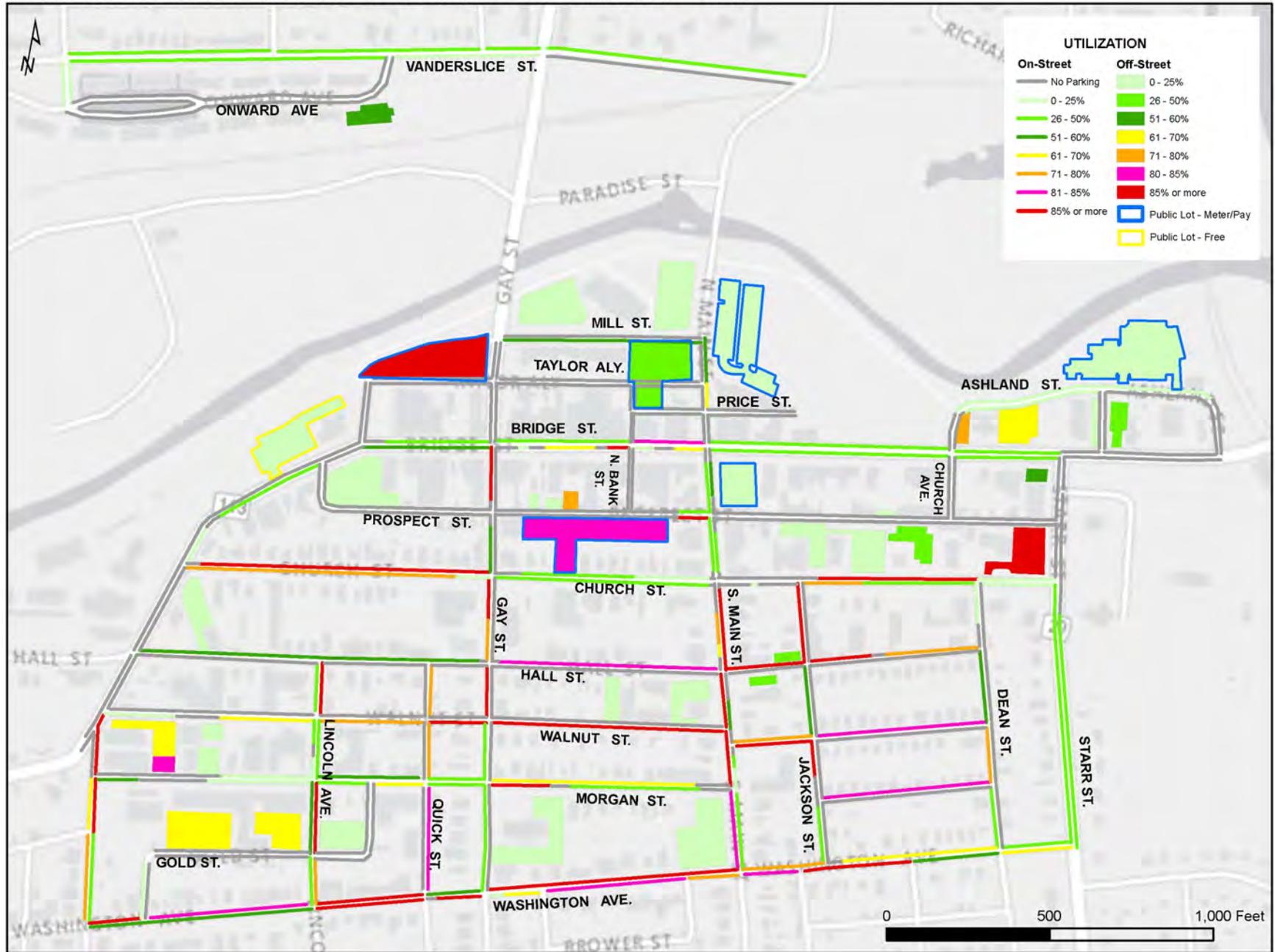
Map 3-11 | 7 PM Weekday Utilization



Map 3-12 | 9 PM Weekday Utilization



Map 3-13 | 9 AM Weekend Utilization



Map 3-14 | 11 AM Weekend Utilization



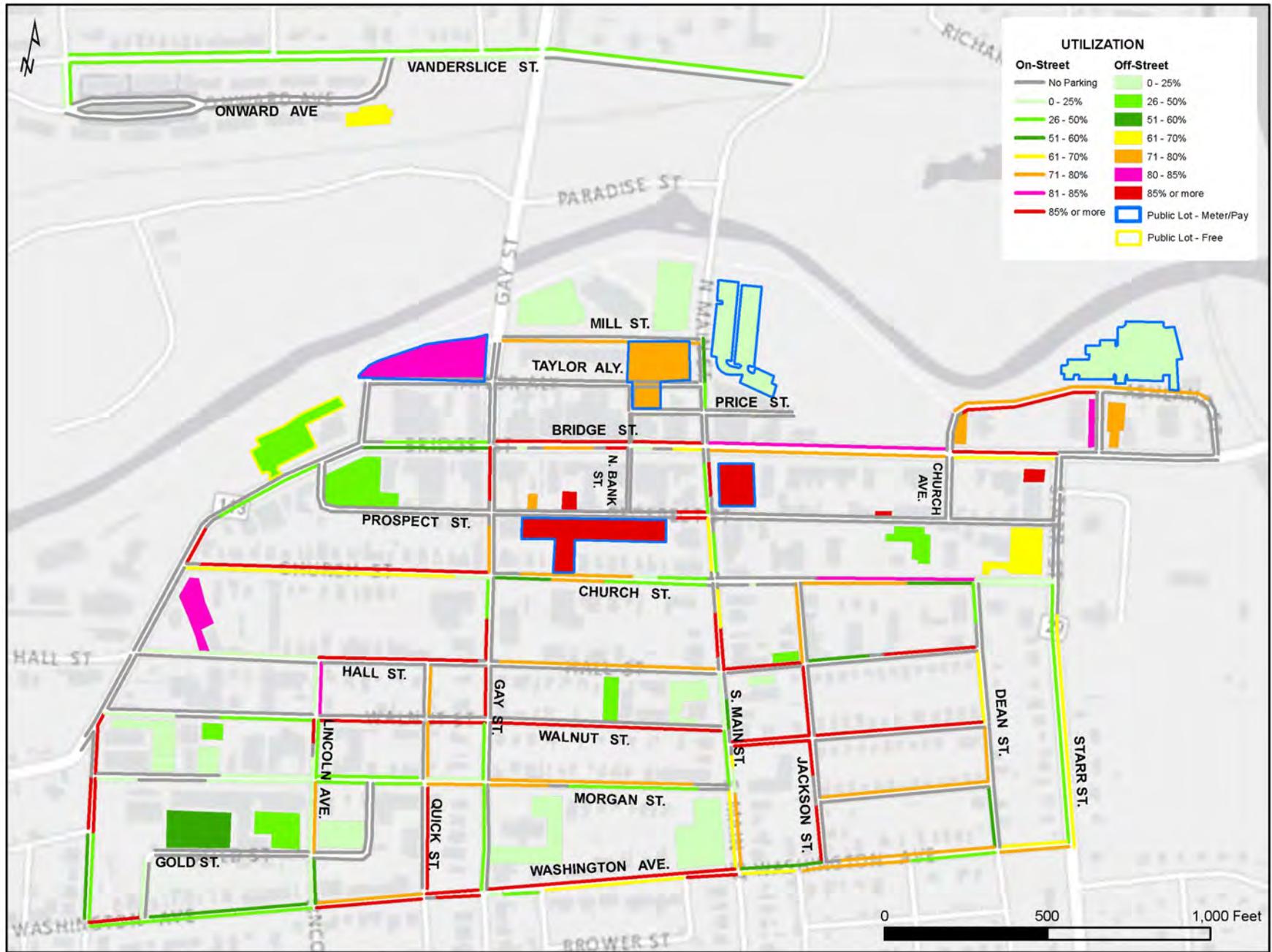
Map 3-15 | 1 PM Weekend Utilization



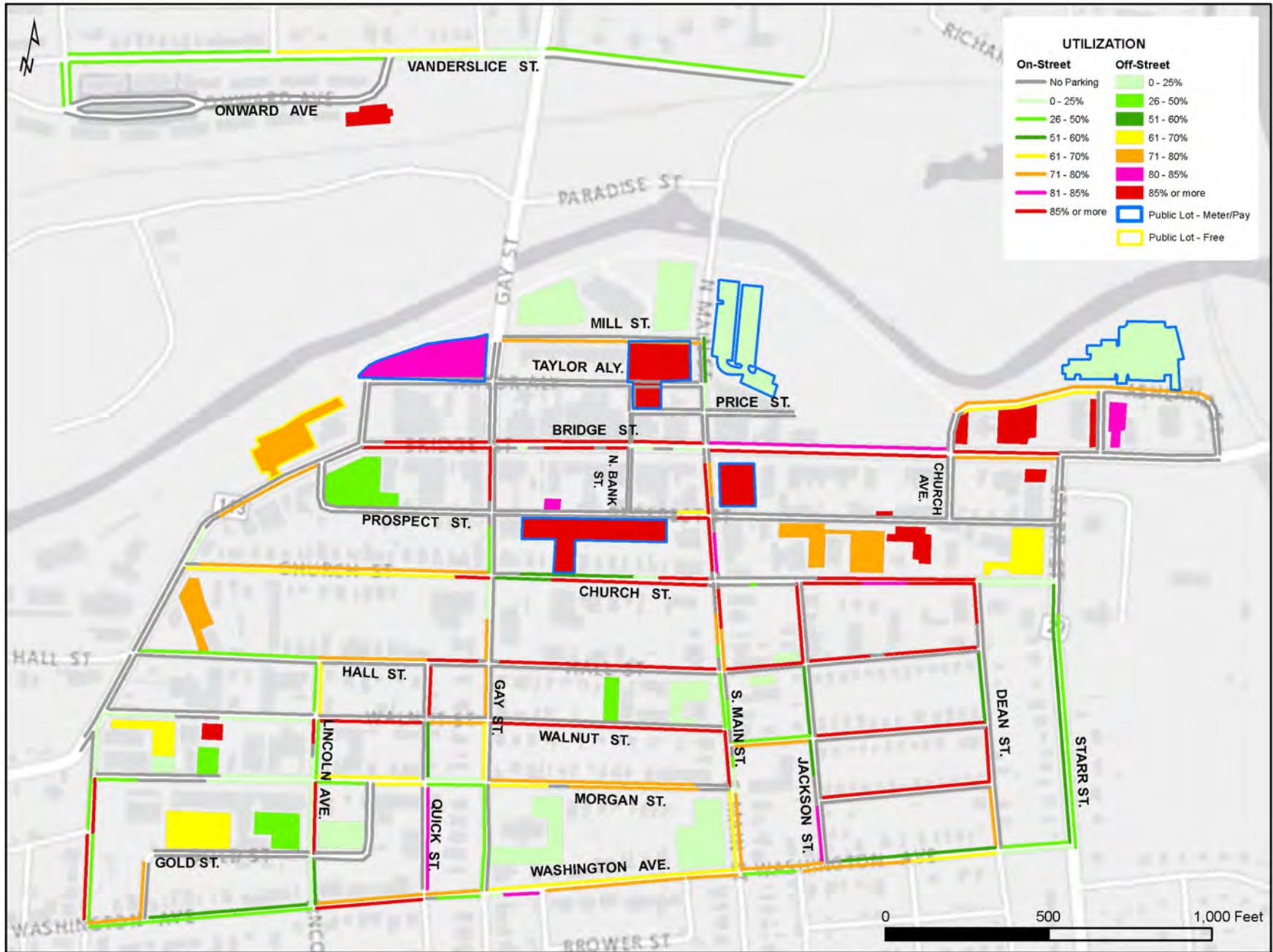
Map 3-16 | 3 PM Weekend Utilization



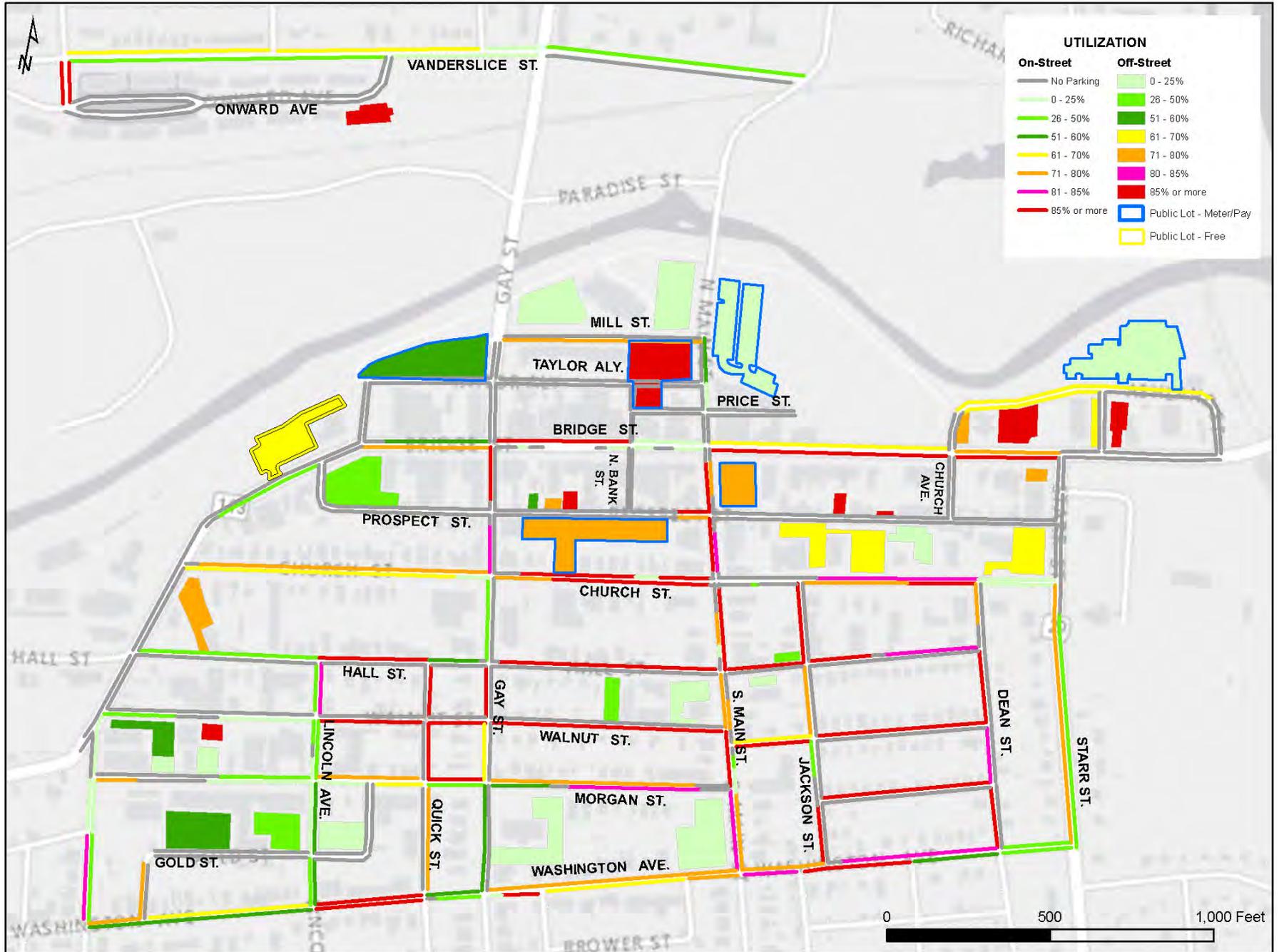
Map 3-17 | 5 PM Weekend Utilization



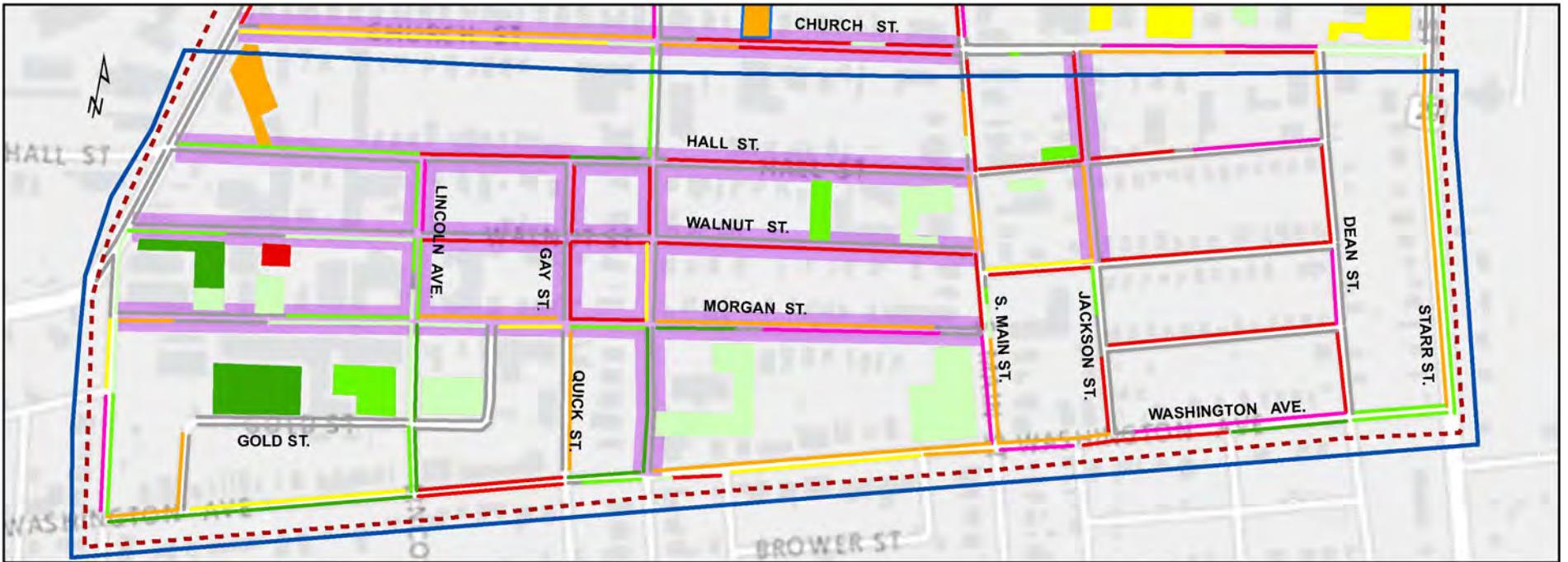
Map 3-18 | 7 PM Weekend Utilization



Map 3-19 | 9 PM Weekend Utilization



Map 3-20 | Residential Area Peak Utilization



UTILIZATION

On-Street	Off-Street
— No Parking	0 - 25%
0 - 25%	26 - 50%
26 - 50%	51 - 60%
51 - 60%	61 - 70%
61 - 70%	71 - 80%
71 - 80%	81 - 85%
81 - 85%	85% or more
85% or more	
	Residential Permit Area (Zone A)
	Southern Residential Area



4 | Future Development Impacts

The resurgence of Phoenixville over the past decade or so has brought demand for new development throughout the Borough that continues today. Over 1,000 residential units have been constructed in the Borough in the past few years, and downtown has become a prime destination for new restaurants, bars, and brew-pubs in the greater Phoenixville region. This resurgence has increased the number of residents, employees, and visitors/patrons within the study area, which in turn, has increased demands on parking. This trend seems poised to continue with several projects within the commercial core and study area, as well as several projects just outside of the immediate study area. Accordingly, short-term and long-term future parking demands will be assessed in this section.

A | Short-term Parking Demands

Since the start of the project, nine new businesses (32,000 square feet) opened and the Colonial Theater (250 seating capacity) re-opened after a large renovation and expansion. In the next few years, several new projects are anticipated within the study area, within the Borough, as well as the surrounding area.

planned developments within study area

In addition to the recent development and redevelopment activity noted, a 9,000 square foot tasting room and a 1,200 square foot nail salon are also expected to open in the near future. Vacant space along Bridge street that is prime for occupancy/redevelopment totals 22,800 square feet. As shown in Table 4-1, the near-term

development in the commercial core could add the demand for an additional 842 parking spaces within the next few years.

In order to estimate the potential parking demands of these recent and pending/potential projects, data compiled by the Institute of Transportation Engineers and as contained in *Parking Generation, 4th Edition*, was utilized. These projections may be considered slightly conservative based on the urban-like setting of the study area, including the availability of transit and walkability of the nearby streets and other factors. However, the ITE parking generation rates are based on empirical data of various sites measured in suburban and urban settings and show a potential trend in parking demand.

Table 4-1. Potential Short-term Parking Demands

Establishment/Status	Size	ITE Land Use	Parking Demand ¹		
			Weekday	Saturday	
The Foodery	o	7,500 s.f.	Retail (ITE LU 820)	19	22
Blue Label Grooming	o	700 s.f.	Retail (ITE LU 820)	2	2
Crowded Castle Brewing Co.	o	5,000 s.f.	High Turnover Restaurant (ITE LU 932)	67	82
GCGC Yogurt ²	o	1,800 s.f.	Fast Food Restaurant w/o Drive-Through (ITE LU 933)	15	19
Taste	o	1,800 s.f.	Quality Restaurant (ITE LU 931)	19	30
Gangster Vegan ²	o	500 s.f.	Fast Food Restaurant w/o Drive-Through (ITE LU 933)	4	4
Health Jump ²	o	1,800 s.f.	Office Building (ITE LU 701)	6	6
Root Down Brewing Co.	o	12,000 s.f. (250 Seats)	High Turnover Restaurant (ITE LU 932)	120	118
Work Space on Bridge ²	o	1,500 s.f.	Office Building (ITE LU 701)	4	4
Colonial Theater Expansion	o	160 seats	Movie Theater with Matinee (ITE LU 444)	58	37
Conshohocken Brewing Co.	p	9,000 s.f.	High Turnover Restaurant (ITE LU 932)	120	147
Nail Salon	p	1,200 s.f.	Retail (ITE LU 820)	3	3
Recent and Pending Project Parking Demand				437	474
Vacant Pretzel Factory	v	1,800 s.f.	Retail (ITE LU 820)	5	5
Vacant Jaworski's	v	3,000 s.f.	Retail (ITE LU 820)	8	9
Vacant 101 Bridge Street	v	5,000 s.f.	High Turnover Restaurant (ITE LU 932)	67	82
Vacant Phoenix Village ³	v	13,000 s.f.	Retail (ITE LU 820) & Restaurant (ITE LU 932)	103	125
Total Parking Demand of all Projects and Vacant Space				620	695

1 - Based on the ITE publication *Parking Generation, 4th Edition*. The recent and planned developments contain several uses for which specific parking data is not provided, so the most similar general land use category is assumed. The average peak parking demand rates are utilized.

2 - No Saturday parking demand data is available. As such, the weekday parking demand is used to estimate the Saturday parking demand.

3 - Assumed half to be utilized as retail space and half to be utilized as restaurant space.

o - recently opened | p - pending and opening soon | v - vacant available for development

Based on the ITE data, the average peak parking demand of recent and pending development projects in the commercial core is 437 more spaces in the weekday and 474 more spaces on a weekend. Furthermore, if the existing vacant spaces were to be reopened with similar uses, then the average peak parking demand increases to 620 more spaces during the weekday and 695 more spaces during the weekend. Accounting for hourly parking utilization fluctuations of each land use, these numbers would decrease slightly. For example, the parking demands of the new office space are virtually zero during the 7-9 PM weekday and weekend peaks in the study area. Therefore, the total parking demands for these recent/pending projects and vacant space in the commercial core would result in an effective total parking of demand for 610 and 685 spaces during the weekday and weekend evening peak, respectively, when considering operational characteristics. Table 4-2 shows the short-term impacts of these new/pending projects on the existing parking supply in the commercial core. Appropriate hourly reductions for shared parking demands for each land use were applied to the future projects in order to calculate the effective future parking surplus, or in this case, the potential deficit of nearly 300 parking spaces.

When the 85 percent operational capacity of each parking facility in the commercial core is considered, then the potential parking deficit in this zone increases to approximately 454 parking spaces.

Table 4-2. Short-term Parking Impacts by Development in Commercial Core

	Peak Count
Total Existing Surplus <i>see Table 3-1</i>	351
Recent/Pending Project Average Peak Demand ¹	456
Net Surplus (recent/pending)	-81
Additional Vacant Space Average Parking Demand ¹	214
Total Net Surplus	-295

1 - Peak conditions reflect shared parking reductions (during for 7-9 PM peak hour) for future each land use (see Table 4-1) per the Urban Land Institute publication, *Shared Parking, 2nd Edition*, Tables 2-5 and 2-6.

planned developments beyond study area

Planned and potential known developments could result in over 2,584 new residential units and over 56,000 square feet of new commercial floor space throughout the Borough by 2022. Nearby residential and commercial developments are also located in surrounding municipalities. Although these projects are generally located outside of the immediate study area, and will likely provide their own off-street parking, all of these additional developments will create potential new visitors and patrons for the study area and thereby influence parking demands. These outlying future development projects are not specifically accounted for in this analysis, but will be

accounted for in future long-term parking demand growth in the following section.

B | Long-term Parking Demands

Growth within Phoenixville is expected to continue in the coming years. The Chester County Planning Commission (CCPC) projects five percent of the population growth for the County will occur in Phoenixville Borough during the period between 2010 and 2020. Chester County's Comprehensive Plan, entitled *Landscapes2*, also designates Phoenixville as an Urban Growth area and portions of both abutting Chester County municipalities (i.e., East Pikeland and Schuylkill Townships) are designated as Suburban Growth areas.

According to census data and forecasts by the Delaware Valley Regional Planning Commission (DVRPC), the anticipated yearly growth rates for Phoenixville Borough are as follows:

- Population Growth: 2.33% annually
- Employment Growth: 1.94% annually

Utilizing the DVRPC growth rates, the estimated growth in population for the study area would be estimated as 792 persons (of which it is estimated that 658 are age 16 or over) and 371 new jobs resulting in 1,029 new persons (age 16+) living/working within the study area by the year 2030. Based on vehicle ownership within the study area, the increase in residents (age 16+) and employees could result in an approximate 1,000 space

increase in parking demand (some of which may be accommodated by on-site parking) by 2030.

future parking operational capacity

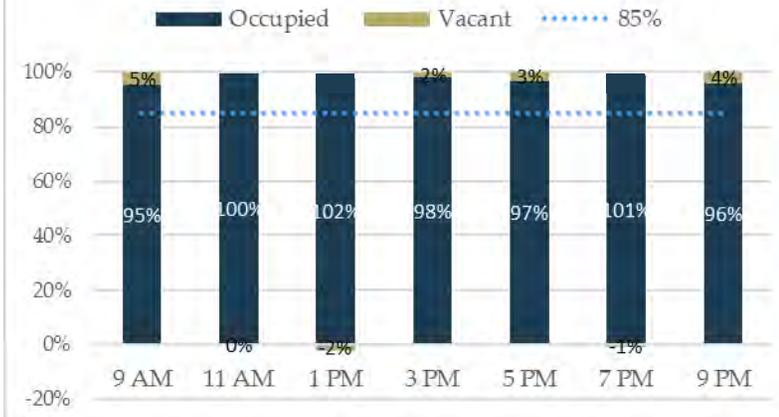
As discussed in the prior section, short-term parking projections, as related to recently opened commercial projects and several pending projects, may erase existing parking surpluses in the commercial core. If these new parking demands are not satisfied within the commercial core, then people will either park beyond the commercial core and within abutting residential neighborhoods, or visitors and patrons will avoid Phoenixville. Either of these scenarios are undesirable as they will adversely affect livability within the nearby neighborhoods or depress the economic growth of the downtown area.

Given the population and job growth projections between now and 2030, continuing new development and re-development within the study area, the popularity of downtown Phoenixville as a prime entertainment destination, and the extensive list of known area developments, parking utilization could easily increase to exceed its operational capacity in the next few years, particularly in the commercial core area. As such, the Borough should begin to plan to meet future parking demands and consider options for additional parking capacity.

addressing future parking demands

There are essentially three methods to addressing future parking demands and they include:

Weekday Total Commercial Core Parking Utilization with Growth



Weekend Total Commercial Core Parking Utilization with Growth



The charts to the left illustrate the total overall parking utilization within the commercial core with an annual growth factor of approximately three percent.

1. *Increase parking capacity*—provide additional parking to meet future parking demands in new parking lots or garages.
2. *Develop/refine a parking management plan*—employ parking management strategies to either reduce parking demand or better allocate existing parking resources to meet demands. Potential parking management strategies are further described in the subsequent chapter of this report.
3. *Increase capacity and improve parking management*—combine the two strategies described above.

planning for new parking supply

If the Borough chooses to address future parking demands by providing new capacity with a new parking garage or parking lot, it is recommended that the following be considered:

- Address existing parking issues first by employing parking management strategies.
- Continue to monitor parking utilization and projected parking demands that may change or delay the need for additional capacity. Factors such as new residential and non-residential development activity, the successfulness of commercial businesses within the study area, the effectiveness of parking management strategies, the travel mode choices by residents and visitors, etc. can have an impact on the future parking needs. Significant changes to these factors can either hasten the need for new parking or delay the need.
- Promote shared parking among existing property owners within the study area so that private parking lots do not sit empty during peak time periods. Many private lots are

virtually empty during the peak parking demand periods, if open to the public, these lots can provide a convenient parking alternative for visitors/patrons, as well as a new potential revenue source for property owners.

- Foster public/private partnerships to provide more public parking with new private development within the study area. The character of Phoenixville would fit with integrated parking within a mixed-use building that provides ground level commercial space and additional.
- Consider additional parking management techniques described in the following chapter of this report.

Reductions in the number of parking spaces needed in the future will provide a significant cost

savings to the Borough, as the cost of new parking is high.

special event parking

As previously indicated, the focus of this study is on typical weekday and weekend conditions. Special events, of which there are many within the Borough throughout the year, were not evaluated. These special events draw a significant amount of additional visitors to the study area beyond those seen during typical conditions. For some events, the Borough provides off-site parking and shuttles to accommodate the visitors associated with these events. As such, if these additional visitors (or a portion of them) are to be accommodated by parking facilities within the study area, operational capacity would be reached and exceeded during these events, and additional capacity would be needed.



5 | Parking Management Plan

Parking management is a key component of a successful downtown business district and residential neighborhood. Effectively managing parking within these areas can promote economic development, improve quality of life, direct people to desirable parking locations, reduce vehicle trip lengths, among many other community goals. In general, a parking management plan should be as simple as possible for the public to understand, as most parking decisions are being made while driving, and should be reviewed regularly (and updated as necessary).

Parking management within Phoenixville currently consists of parking fares for some parking lots, timed parking restrictions, and user-designated parking spaces (i.e., handicap spaces).

[parking management strategies toolbox](#)

The following management strategies may be utilized to reduce parking demands to make use of available parking:

- Alternative transportation measures to improve walking, biking, shuttle, bus facilities and services to reduce the need for parking.
- Parking pricing to encourage drivers to use different modes of travel or find parking elsewhere (i.e., public lots).
- Travel demand management (TDM) incentives to encourage the use of other travel modes through promotions, education, ride-matching assistance, discounted bus passes, guaranteed ride home programs, vanpool formation subsidies, preferential parking for carpools,

and free shuttles. The local Transportation Managements Associations (TMAs) can provide assistance with such programs.

The following management strategies are utilized to improve parking efficiency:

- Shared parking maximizes parking utilization between adjacent or nearby land uses or sites. Shared parking allows parking on a site by others during off-peak times so that private parking spaces do not sit empty when there is a real need for them.
- Parking wayfinding helps drivers find a parking space more efficiently without cruising the area for available parking. Cruising adds to driver frustration, increases

traffic congestion and pollution, and creates more conflicts with pedestrians and bicyclists. Wayfinding can be provided traditionally with permanent signage, but can also include newer measures such as real-time parking availability apps and dynamic parking wayfinding signs. Also, business and other destinations can provide parking information for potential patrons and guests through websites and social media.

- Space turnover will reduce the time vehicles park in the most convenient parking spaces. Time limits, such as 2-hour parking, as well as dynamic pricing schedules (that alter prices on a regular basis) to achieve turnover.
- Parking density can be increased by changes

in space size, aisle size, landscaping, and space layout.

- Remote parking occurs outside of the immediate study area on vacant or underutilized land at a discounted parking price compared to more convenient parking spaces. Shuttles are then utilized to bring remote parkers to their final destination.

parking management recommendations

Currently, Phoenixville Borough employs several of the previously noted management strategies. These existing parking strategies and their application are described in Table 5-1. Recommendations for modifications to the existing

parking management strategies are also provided. In addition to these parking management strategies, the Borough should also consider the following:

Centralized Parking Valet: a centralized parking valet could be instituted in the commercial core. Local business owners could share in the cost to make parking for their customers more convenient.

Promote Transit Usage: promote usage of public transportation through various strategies that may include employer vouchers, providing bus shelters, customer discounts, directions for transit users.

Table 5-1. Current Parking Management Strategies

management strategy	current assessment	recommendation
• 2-hour time limits	promotes turnover in commercial core but does not promote multiple-destination trips.	consider replacing time limits with parking meters.
• paid parking meters in most public lots	parking fares for typically less convenient parking lots encourages on-street parking and promotes cruising for convenient free parking in high priority locations.	see above.
• user designations	handicap spaces and loading zones are the most common throughout the study area; several veteran spaces are provided.	continue to provide sufficient handicap parking throughout the study area.
• wayfinding	limited signage exists at parking lots, and it is not strategically located to inform drivers or reduce trips along busier roadways.	expand the wayfinding plan for the approach routes and provide more information to visitors after they park.
• shared parking	the borough hall, phoenix village public pay lot, and Church lots are all open to the public during off-peak hours.	expand partnerships for shared parking opportunities with private lot owners during their mutually beneficial times.
• employee parking	monthly, quarterly, and annual permits are available for employees (and residents) to purchase for Lots 1, 3, and 4.	strategize with business owners to develop policies/pricing to incentivize employees to use permits and discourage use of on-street parking.

Provide Bicycle Parking: promote this alternative mode of travel by providing convenient and secure bicycle parking. Wayfinding from nearby trails could also be added within the area.

Expand Residential Parking Zone: conditions should be monitored regularly to determine residential streets that may experience overflow parking from non-residents as a result of ongoing development activity and changes to parking policies. Consideration should be given to expanding the zone on a street by street basis when parking encroachment is occurring.

Alternative Transportation Incentives: financial incentives (e.g., cash, subsidies, gifts, etc.) can be offered by employers to employees that choose alternative forms of transportation such as transit, biking, and walking, as well as carpooling. Pre-tax transportation allowances allows qualified employees to establish pre-tax credits from their income to pay for public transportation and reduce their total taxable income. SEPTA's program is RideECO.

Walk/Bike Incentives: employers in the study area can offer rewards (e.g. cash, gifts, etc.) to employees who walk or bike to work. Walking and biking challenges can also be promoted.

Ride Back-up Programs: There are various programs, including Guaranteed Ride Home, that accommodate special circumstances that may

occasionally impact an employee that traditionally uses an alternative mode of transportation. The TMA can assist with the Guaranteed Ride Home program.

Carpooling Incentives: Ride matching services, preferred parking spaces, and reduced parking rates are strategies to incentivize employees. The TMA can also assist with establishing these programs.

Bus Shelters: comfortable waiting areas, with protection from bad weather, make transit more desirable. Public restrooms in the vicinity of popular bus shelters are also a desirable amenity for riders.

Promote Ride-Sharing/Ride-Hailing Services: by providing designated parking spaces for these services, those drivers can be directed to convenient spaces just outside of high-demand areas. These designated spaces may also alleviate other problems such as double-parking, etc.



6 | Recommendations & Implementation

A | Key Findings

existing conditions

Today, the key findings from our study include:

- The study area is characterized by an increasingly popular downtown area that is seeing a large revitalization. Many new restaurants and brew pubs have opened in recent years, and over 1,000 new residential units have been constructed in the area in the past 10 years. The study area contains a mix of land uses, particularly within the commercial core of the downtown. Beyond the core area, the area transitions to residential neighborhoods, but there is still a mix of commercial and institutional uses within the

neighborhood to the south.

- Most residents and business owners are in general consensus that there is a lack of parking in the study area that adversely impacts livability and economic activity. The provision of additional parking supply is the favored solution.
- Today, there are approximately 1,429 on-street parking spaces, 301 off-street parking spaces within the four municipal parking lots, and 361 parking spaces in other private lots made available after business hours (that coincide with peak parking periods) within the study area. The total 2,091 parking spaces in the study area are exclusive of private parking spaces, such as residential driveways, residential parking lots for multi-family

buildings, and private customer/employee-only parking lots.

- Within the commercial core, there are currently 159 on-street parking spaces along Bridge Street, 270 on-street parking spaces along other streets, 301 parking spaces in the four municipal lots, and 361 spaces in the other lots available to the public after hours, which totals 1,091 available parking spaces.
- The operational capacity for the study area is the desired maximum utilization when occupancy reaches 85 percent of the parking supply.
- Peak utilization within the entire study area occurs during the 7-9 PM period on weekdays and weekends (i.e., Saturday).

- Within the overall study area, there is sufficient parking to meet existing parking demand. However, the following is noted:
 - On-street parking utilization within the commercial core is at 86 percent during the peak weekend condition. Accordingly, there is an effective on-street parking deficit of seven spaces today during the peak condition.
 - Parking utilization within the four municipal lots is at 90 percent during the peak weekend condition. There is an effective off-street parking deficit of 15 spaces today during the peak condition in the municipal lots.
 - Within convenient walking distance of the four key intersections of Bridge Street, Church Street, Main Street, and Gay Street, existing utilization is approaching operational capacity during peak conditions.
 - While the four municipal lots often experience heavy usage on weekdays and weekends, and exceed capacity at times, there is stark underutilization of the private parking lots that are open to the public “after business hours”.
 - The free, 2-hour on-street parking spaces along Bridge Street and nearby streets are highly coveted; however, these free spaces may be creating adverse conditions within the study area as motorists cruise the area for these spaces and disregard off-street parking options.
 - Parking on the residential streets

immediately north of the French Creek is adequate.

- South of the commercial core (and south of Church Street), parking on many residential street blocks is at (or exceeds) operational capacity forcing residents to find parking on other nearby streets. Some of this may be due to overflow from the adjacent commercial area, but other key factors include residential density, limited on-street parking due to narrow roadways, and lack of private off-street parking (driveways or alleys).
- A residential parking permit zone is currently established on several blocks south of Church Street. On these streets, the total parking supply is approximately 413. It is noted that there were 683 parking permits issued in 2017 (to date) for this zone.
 - Walkability in the study area is generally very good; however, there are some existing areas that should be addressed that include pedestrian crossings, lighting, wayfinding, and improved walking routes to parking.
 - There are limited accommodations within the study area for bicycles, including on-road designations (sharrows, bike lanes, signage, etc.), and limited bicycle racks in the commercial core.
 - Existing wayfinding for parking is inadequate. The Borough has completed a comprehensive wayfinding study for the downtown area, which is in the draft report phase.
 - Several new businesses opened soon after the

parking utilization counts were conducted, and therefore, the parking associated with these business are not included in the existing conditions assessment. Parking projections for these projects have been completed and have been assessed as part of the future parking conditions.

future conditions

Future development inside and proximate to the study area will have an impact on future parking demands. As Phoenixville continue to see new development and redevelopment, the consideration of future parking is important in this evaluation. The key findings relative to future parking supply and utilization are as follows:

- Twelve new projects have opened or will open in the very near future within the commercial core. These projects have the potential to create demand for over 400 more parking spaces throughout a typical weekday or weekend. Additional vacancies of commercial space in the commercial core could create the potential need for an additional 130 spaces. Factors such as travel mode-share, hourly operational peaks of these projects, linked trips with other destinations in the area are among the key factors that may reduce these parking demands. A conservative estimate of the impacts of these 12 new projects could result in an overall deficit of parking within the commercial core of approximately 80 spaces. When also considering the re-use of the vacant space, this total deficit could

increase to approximately 200 spaces during peak conditions. When considering the operational capacity of the parking supply (i.e., 85 percent), then the current parking deficits increase further.

- There are several other projects planned and proposed just outside of the study area in the Borough, as well as within the adjacent municipalities of East Pikeland and Schuylkill Townships. The projects include over 2,584 new residential units and over 56,000 square feet of new commercial space. While these projects will not directly create parking demands, they may bring new visitors and employees to the study area.
- DVRPC population and employment projections for Phoenixville reveal expected annual growth of 2.33 percent and 1.94 percent, respectively. This growth could result in a demand for 1,000 parking spaces Borough-wide by 2030.
- A combination of parking management strategies and additional parking supply, as described below, should be considered to address potential future parking deficits.

B | Action Plan

Numerous resources need to be identified, mobilized, and synchronized in order to implement many of the recommendations of this study. Therefore, it is important that an initial action plan be clearly identified and put into use immediately in order to lay the groundwork for these changes. The recommended action plan

should be re-evaluated periodically as individual projects/initiatives/strategies are completed.

The action plan for this study is broken down into four categories that include:

- 1) organizational
- 2) regulatory
- 3) education
- 4) future study/engineering

In general, it will be the responsibility of the Borough to implement or, at a minimum, facilitate the initial coordination for the study recommendations. The tables in the next section categorize each recommendation by the type of action required.

C | Recommendations

The recommendations of this study will need to be implemented over time. These recommendations are prioritized as short-term projects (completed within the next two years) in Table 6-1, and mid-term projects (completed within the next two to four years) in Table 6-2. Several recommendations are classified as ongoing, as they should be revisited on a regular basis, and are shown in Table 6-3. Recommended responsible parties and action category (see Section C of this chapter) are cross-referenced for each project.

Some of the recommendations are described in further detail below.

expanded metered parking (#S5)

The free parking along Bridge Street and adjacent street blocks within the commercial core is a deterrent for visitors to use the parking lots, which is problematic as it increases “cruising” for free spots, decreases use of paid lots, and can lead to overflow onto nearby residential streets.

wayfinding (S#2)

As previously noted, the Borough has commissioned a wayfinding study. The draft study was reviewed and the following modifications to the study are recommended:

- Parking wayfinding should reduce the need to “cruise” Bridge Street and guide visitors/patrons to avoid traffic congestion trouble spots. Currently, the draft study only proposes parking signage at the four municipal parking lot accesses.
- Provide wayfinding for visitors/patrons approaching via major routes such as Bridge Street (beyond the center of town), Gay Street (no parking signage is presently proposed), Main Street (parking signing only proposed at the Taylor Street lot), and Starr Street (no parking signage is presently proposed). The parking wayfinding signs should be placed in advance of the parking lots.
- Consider wayfinding for non-municipal parking lots that are open to the public (after hours) if agreements can be made with the private lot owners.
- Wayfinding for pedestrians should also guide visitors and patrons to and from parking lots. There is a centralized downtown area map at

Table 6-1. Short-Term Parking Recommendations (0 to 2 years)

Recommendation	Action Group
S1 Monitor immediate parking impacts of recent and planned commercial projects in the commercial core to assess impacts and future parking needs compared to the projections contained herein.	Study/Engrg
S2 Modify and finalize the current draft Wayfinding Study. See Map 6-1 to see suggested modifications to the draft signage plan.	Study/Engrg
S3 Review the County's regional multimodal transportation study and supplement specific recommendations, as needed, to improve conditions in the study area (under separate cover).	Study/Engrg
S4 Work with lot owners to provide consistency in pricing for private parking lots that are open to the public for after hours periods. Lots with greater walking distances from prime destinations may be considered for reduced fees or flat rate pricing (e.g., \$5 per evening) in order to attract more users. Consistent meters are also recommended.	Education Organization
S5 Implement metered parking for all streets within the commercial core. Collected funds should be allocated to recover operating costs and future parking, as well as potential street improvements such as streetscape, lighting, etc.	Regulatory
S6 Consider reduced daily parking rates in remote spaces for employees within the commercial core.	Regulatory
S8 Consider incremental pricing of residential permits for additional permits within the same household, as well as a limit to the number of permits issued per household.	Regulatory
S9 Install pedestrian crossing signals along Bridge Street at existing mid-block crosswalks and at Church Avenue (PennDOT approval required).	Regulatory Study/Engrg
S10 Complete an inventory of pedestrian accommodations within the study area, sidewalk conditions, and ADA accessibility.	Study/Engrg
S11 Improve wayfinding, lighting, and sidewalk conditions in the commercial core between major streets and parking lots, as needed.	Study/Engrg
S12 Update business websites to provide better parking information and directions for transit users and bicyclists.	Education

the corner of Bridge Street and Main Street, near the parking lot, and similar maps should be provided at other public parking lots.

- Provide wayfinding around trailheads for the Schuylkill River Trail to guide pedestrian and bicyclists to downtown.

angled parking (S#14)

Angled parking on streets provides more capacity compared to typical parallel parking and is typically easier to park in these spaces; however, angled parking also requires a greater street width to accommodate the angle parking space plus the increased travel lane width necessary for maneuverability. Within the study area, many of the streets are too narrow to accommodate angled parking, but there may be a few candidate street blocks to evaluate for a modification to angled parking. Several blocks of Church Street within the study area may have sufficient width to accommodate angled parking on one side of the street and maintain one-way traffic flow. The feasibility of this modification should be further evaluated. If feasible, the angled parking spaces have the potential to provide some extra parking within the residential neighborhood where parking can be difficult to find for residents.



pedestrian crossing signals (S#9)

Two mid-block pedestrian signals should be considered for Bridge Street (between Gay Street and Main Street) and at Church Avenue in order to improve the visibility of the crosswalk, promote greater observance of yielding to pedestrians, make the crossing more comfortable for pedestrians, and create more convenient crossings between parking lots and prime destinations. A study will need to be completed and submitted to PennDOT for review and approval. Preliminarily, a Rectangular Rapid Flashing Beacon (RRFB) type of signal is recommended.



parking garage feasibility study (M#1)

Although there are many short-term recommendations that can alleviate many of the parking issues experienced today, the planned and potential redevelopment within the study area is anticipated to create the need for additional parking capacity in the near future. The Borough should initiate a feasibility study for a new parking garage that includes the impacts of new developments anticipated to open in the near term (S#1) and upon completion of a more detailed land use build-out analysis (M#2) to provide a more accurate projection of the number of spaces required.

land use build-out analysis (#M2)

Such a study will identify the redevelopment

Table 6-1 continued. Short-Term Parking Recommendations

Recommendation	Action Group
S13 Secure additional "after hours" shared parking arrangements within the study area for both the commercial core and the residential areas, including monthly rentals for evening and overnight parking.	Organization
S14 Investigate the feasibility of 45-degree angled parking along existing one-way street blocks with a width greater than 30 feet in order to provide more parking spaces.	Study/Engrg
S15 Improve incentives for employees to utilize less desirable off-street parking spaces in order to provide them to customers visitors. Discount permit costs can be considered. Coordinate with business owners to develop program.	Organization Education
S16 Establish performance metrics to evaluate parking conditions annually or set periods.	Study/Engrg Organization
S17 Work with the TMA to establish appropriate Transportation Demand Management programs for Phoenixville.	Organization Education
S18 Define on-street parking along Ashland Street as visitors park illegally causing safety and circulation problems.	Regulatory

potential over a set horizon, which can take into account market trends, existing zoning, and other factors. This study accounts for identified future developments and general population and employment forecasts.

shared parking agreements (#M3)

There are many private parking lots that sit nearly vacant in the commercial core during peak evening hours and in the residential neighborhood in the late evening since the accompanying land uses are not active during these hours. There is the potential to utilize these spaces to alleviate some parking issues experienced within the study

area, both within the commercial core and adjacent residential neighborhood. While these arrangements are typically made between private property owners and users, the Borough can initiate/facilitate these discussions in some instances. Also, some of these private lot parking spaces could be leased during certain hours on a regular basis.

residential zone parking (M#9)

Along the streets south of the commercial district, it is recommended that the Borough work with residents to determine support for a residential permit zone. Any expansion of the residential

Table 6-2. Mid-Term Parking Recommendations (2 to 4 years)

Recommendation	Action Group
M1 Complete a feasibility study to identify and evaluate site locations for parking structure. The study should be completed (in consideration of #M2 during the initial years of the mid-term recommendation period.	Study/Engrg
M2 Conduct a detailed land use build-out analysis of the study area to determine the potential redevelopment within the area, as it will directly impact future parking needs and projected sizing of any new parking facility.	Study/Engrg
M3 Begin streetscape improvements to improve sidewalks, lighting, and pedestrian crossings throughout the study area, as needed. Complete over time in phases.	Study/Engrg
M4 Consider real-time parking availability monitoring in municipal lots.	Study/Engrg
M5 Work with the business community to evaluate the desirability and feasibility of a shared valet program in town.	Organization
M6 Consider multi-space pay meters on-street and within municipal parking lots. Also, consider upgrades or new meters with direct credit card payment.	Regulatory
M7 Explore smart growth parking policies that can be implemented into the zoning code that promote economic development and promote walkability.	Regulatory
M8 Continue to work with the TMA to establish appropriate Transportation Demand Management programs for Phoenixville not implemented in the short-term.	Organization
M9 Expand the residential parking permit to include additional streets impacted as a result of #S5. Consult with effected residency for block consensus.	Organization Regulatory
M10 Incentivize residents to provide their own off-street parking, where possible, such as providing a driveway along alleys or other measures.	Regulatory
M11 Work with business owners to minimize loading area zones and the time periods to occur off-peak for both higher parking and traffic periods.	Organization Regulatory
M12 Consider designated parking for taxis and ride service providers that is convenient for users but does not use prime parking locations.	Regulatory

parking permit zone should be based on both resident desire/support and actual parking demands. Discounts for low-income families should be considered based on review of the income levels of households within the study area.

Because there are a limited number of parking spaces within the southern residential area, the overselling of issued parking permits is an issue. To reduce permit demand, the following should be considered:

- Incremental price increases in the second/third permits for each household;
- Oversized vehicles should require two permits
- Households with off-street parking should be limited in the number of permits issued.

smart growth parking policies (#M7)

There are parking strategies focused on promoting new economic development, as well as walkability/livability. The Borough should review these strategies as they relate to the long-term goals of the community. Some strategies include:

- Eliminating parking requirements within the zoning code, and replacing them with parking maximums or as part of a form-based code.
- Parking variances for properties with shared use parking agreements, TDM programs, on-site bike parking, and proximity to transit. Variance can also be given for a fee paid in-lieu of parking (these fees are typically used for the new or improved parking within the area).
- Unbundled parking from residential (and

Table 6-3. Ongoing Parking Recommendations

Recommendation	Action Group
O1 Monitor parking demands regularly to assess system operational efficiency and identify problematic areas and adjust policy, pricing, and other strategies as needed.	Organization Study/Engrg
O2 Provide consistent parking enforcement to maintain the parking goals and policies of the Borough and to keep the parking within the system functioning efficiently. As part of the ongoing review of parking utilization (O#1), parking violations should also be reviewed.	Regulatory
O3 Continue to provide streetscape improvements to improve sidewalks, lighting, and pedestrian crossings throughout the study area, as needed. Regular maintenance should continue to be provided.	Organization
O4 Promote and support public-private partnerships for new parking facilities.	Organization Regulatory
O5 Monitor utilization of special dedicated parking spaces within the study area and remove the restriction, if these spaces are not being used regularly.	Regulatory

other land uses) so that the cost of parking is not included in the cost of rent, which can affect vehicle ownership decisions.

Typical zoning codes require minimum parking standards, which makes construction of new projects more expensive and less attractive to developers, often prioritizes automobile travel at the detriment to other modes of travel, and subsidize the cost of parking for some. These newer strategies are being implemented across the county to reduce automobile use, spur new development, and provide more walkable and transit-friendly communities. Phoenixville should consider if such strategies can be

employed to satisfy its long-term community vision.

E | Future Considerations

It is important for municipalities to consider recent and emerging trends in the transportation when planning for parking or contemplating large infrastructure investments. Vehicle ownership trends and current zoning practices may lessen the demand for parking, particularly in new development in the downtown area. Also, the implementation of autonomous vehicles is not far off, and their use will change how people get around on a daily basis, and therefore,

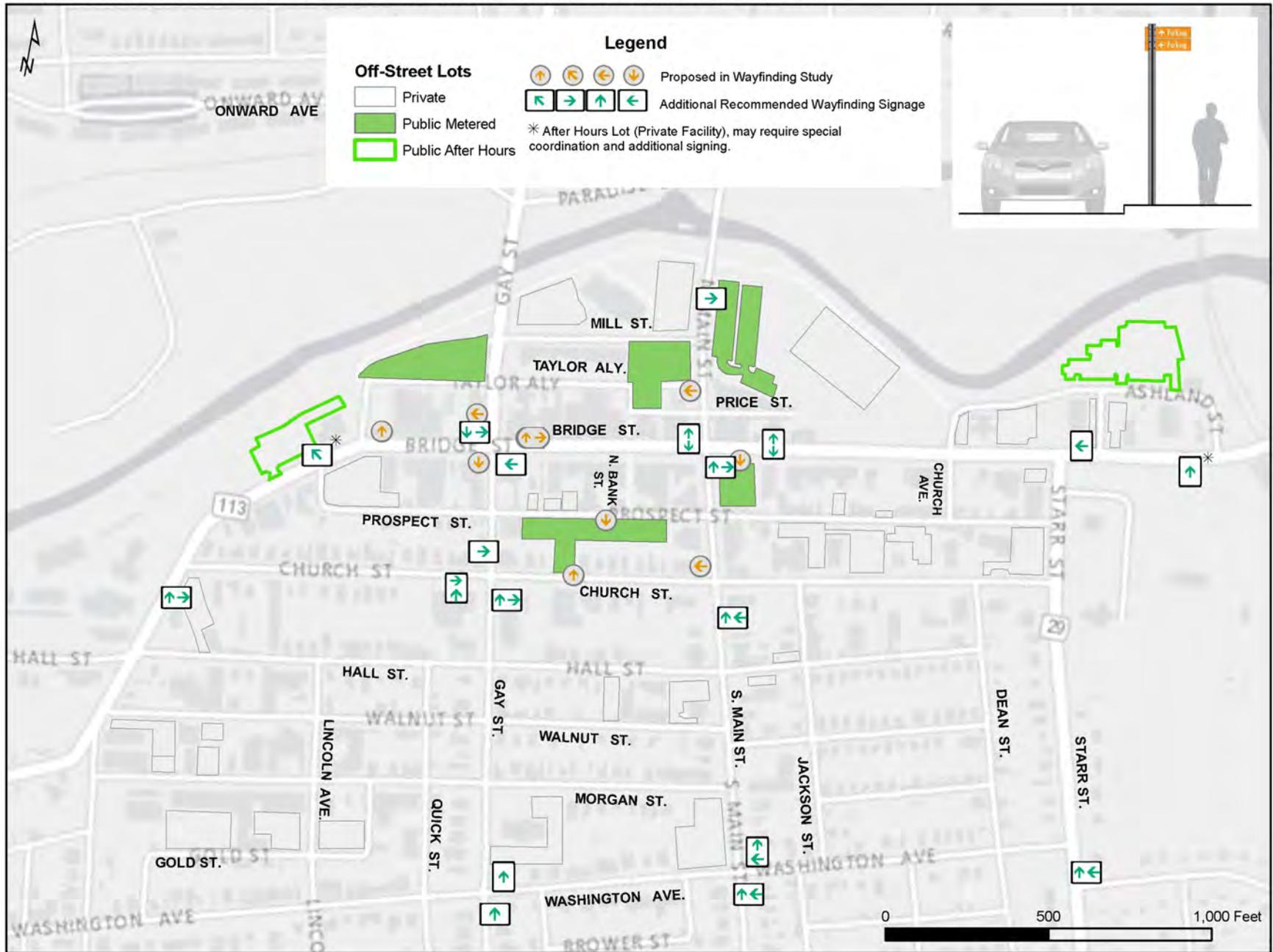
impact parking needs especially within popular downtown areas such as Phoenixville. Autonomous vehicles can be summoned from more remote locations and individual ownership may drop significantly. Some experts suggest that investments in parking facilities will not be paid off before they become obsolete. As such, if the Borough pursues a parking garage, it should consider a facility that can be retrofitted into a new use.

It is also reminded that the parking projections of new developments utilizing ITE *Parking Generation* data likely represents a conservative projection of parking needs in a dense urban-like environment such as the study area.

F | Conclusion

The numerous recommendations contained in this study identify a range of policies, parking management strategies, and policies in addition to the provision of new parking within the downtown commercial core area. As the Borough begins to implement these recommendations and new land development projects are completed, the Borough should continue to monitor parking utilization of the existing parking supply so that it can most effectively plan for future parking demands.

Map 6-1 | Proposed Wayfinding



Service Layer Credits: Esri, HERE, DeLorme, MapmyIndia, © OpenStreetMap contributors, and the GIS user community. Picture source: Phoenixville Streetscape Wayfinding Sign System Study by Ex;it