



**Public Parking Utilization and Analysis**  
April 2016

# Durham Parking Utilization and Analysis

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## Data Collection Method

Municipal parking data was collected during the week of April 10<sup>th</sup> for the same locations in previous studies, and then summarized by the following “Parking Areas” with similar restrictions:

- Downtown Parking: Parking in proximity to downtown businesses including Main Street (excluding near the Memorial Union Building/Presidents House), Sammy’s Lot, Pettee Brook Lane, Jenkin’s Court and Madbury Road between Main Street and Mathes Terrace.
- West Madbury Road: Parking along the west side of Madbury Road between Mathes Terrace and Garrison Avenue.
- Permit Only Parking: Parking restricted to business permit holders at the Pettee Brook Permit Lot, East side of Madbury Road and Cowell Drive.
- Meter & Permit Parking: The Pettee Brook lot.
- Campus Parking: Parking on Garrison Avenue and the north side of Main Street near the Memorial Union Building.
- Remote Business Parking: Parking along Stafford Avenue (excluding UNH parking in proximity to Adams Tower).

Surveys were conducted between 11AM and 1PM when parking demand was the greatest during previous studies, and all the data and averages presented are for this peak period. A total of 5 surveys were conducted of Durham’s 340+ parking spaces. More surveys will be taken in May, and this report will be updated. The data collection, summaries and analysis was performed by Jim Lawson.

## Parking Use Threshold

It is recommended that parking utilization be kept at or below an 85% threshold<sup>1</sup> in downtown Durham. Below this threshold allows downtown customers to find parking without unnecessary frustration or cycling, and assures that there will be parking in a reasonable proximity of their destination. However, customers who expect a parking spot directly in front of their destination will inevitably be disappointed in any busy and vibrant downtown – including Durham’s.

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<sup>1</sup> “Town of Durham – Parking Pricing & Management Report”, TND Engineering, November 2011, Page 31

## Parking Data and Summary

All of the data collected is provided in Appendix A. The Parking Areas are shown in Figure 1, and the utilization is summarized in Table 1.

Of greatest concern is the parking available to customers of downtown businesses. The average utilization of Downtown parking during the peak period was 73.7% with an average of 40.2 spaces available. Downtown parking on the north side of Main Street in front of businesses had an average of 8 spaces available, and there were no sample times when parking was not available in this area.

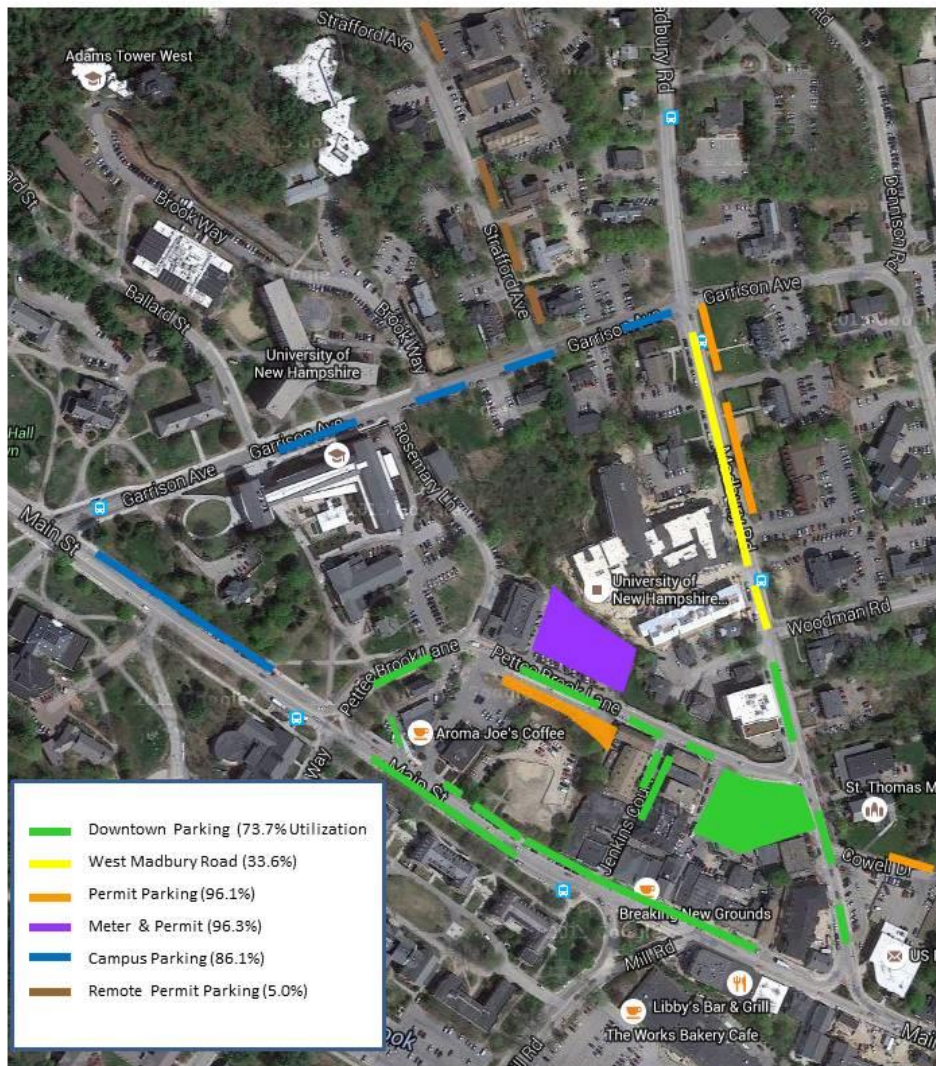


Figure 1 – Downtown Parking Areas and Utilization

Table 1 – Parking Area Utilization and Spaces Available

<b>Parking Area</b>	<b>Utilization</b>	<b>Ave. Spaces Available During Peak</b>
Downtown Parking	73.7%	40.2
Permit Parking	96.1%	1.6
Remote Permit Parking	5.0%	11.4
West Madbury Road Parking	33.6%	16.6
Campus Parking	86.1%	8.2
Meter & Permit	96.3%	1.8

Figure 2 summarizes the parking data for specific lots and streets. Figure 3 summarizes the same data from September of 2015.



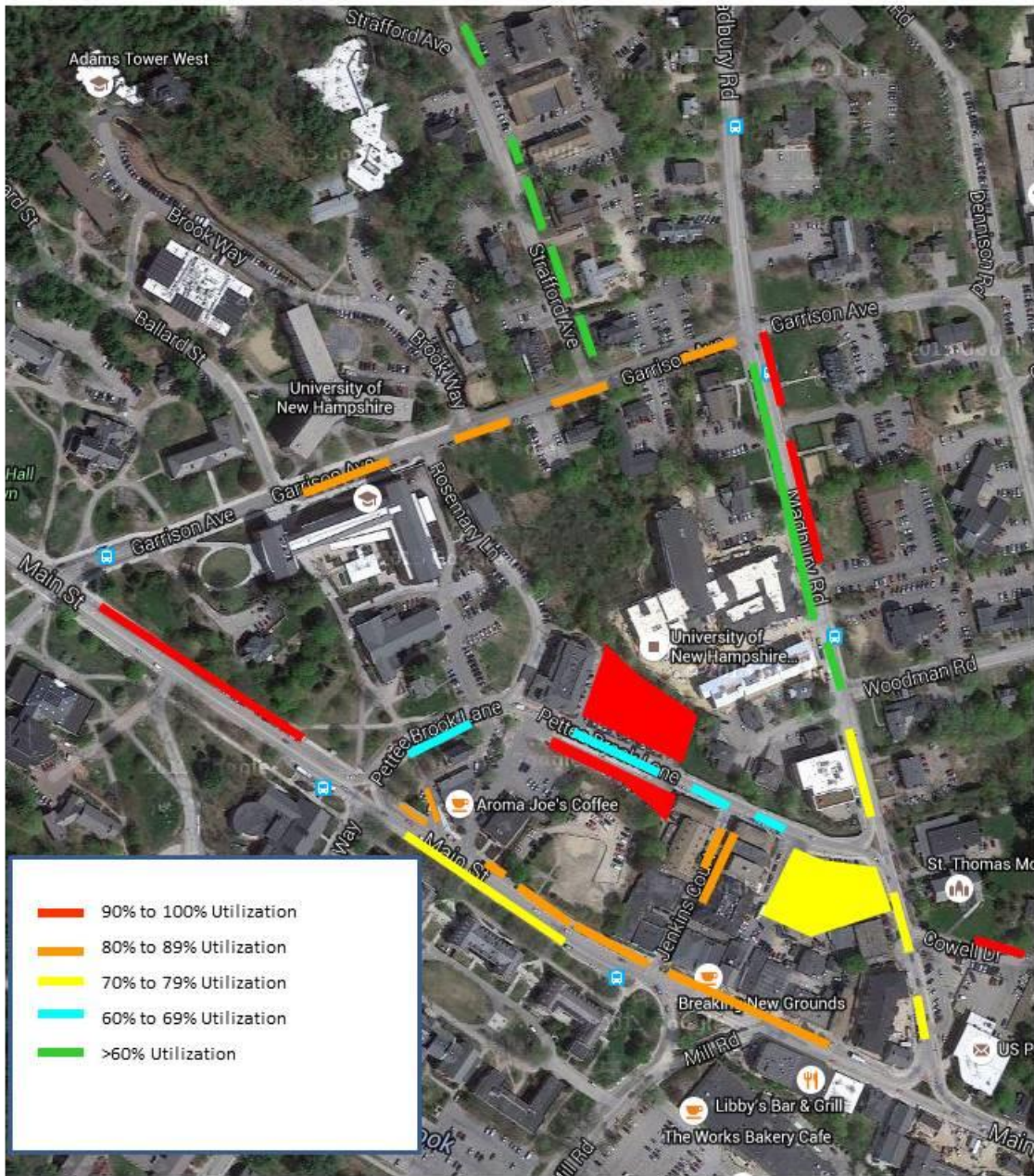


Figure 2 – On Street and Parking Lot Utilization (April 2016)



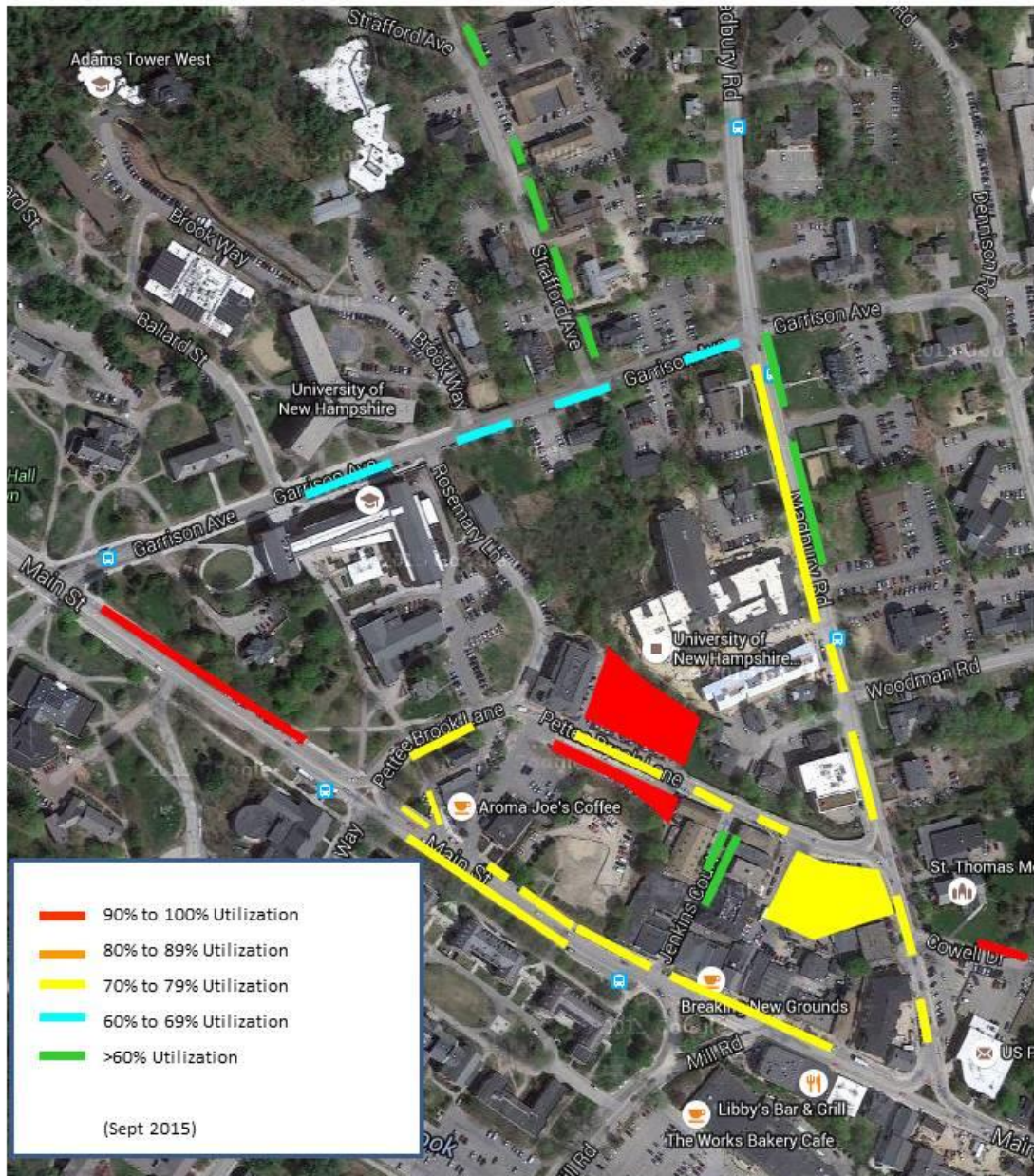


Figure 3 – On- Street and Parking Lot Utilization (Sept 2015)

## Summary and Recommendations

### Summary

- Parking in the Downtown is highly utilized but below the 85% threshold.
- Permit Parking is highly utilized, and spaces on the east side of Madbury Road have become critical to permit holders.
- Parking on the west side of Madbury Road is currently underutilized and can support the commercial buildout of Madbury Commons and other businesses in the area.
- Parking in the Pettee Brook Lot continues to be highly utilized.

### Recommendations

- Continue to Collect Data in May while UNH is in session.
- Analyze April and May parking data from the Kiosks (type of parking being purchased) and examine current parking policies.
- Collect additional data on how the Pettee Brook Lot is being used.

*Questions or Comments? Please contact Dave Kurz ([dkurz@ci.durham.nh.us](mailto:dkurz@ci.durham.nh.us)) or Jim Lawson ([lawsonje24@comcast.net](mailto:lawsonje24@comcast.net)).*

# Appendix A



	Date Time	18-Apr	18-Apr	19-Apr	20-Apr	22-Apr	UTIL Spots Avail
		11:40	13:00	11:30	12:45	11:00	
Cowell Drive	Total Spaces	6	6	6	6	6	100.0%
	Open Spaces	<u>BP</u> 0	0	0	0	0	0
Sammy's Lot	Total Spaces	45	45	45	45	45	73.3%
	Open Spaces	<u>DT</u> 9	21	19	2	9	12.0
Pettee Brook Lane	Total Spaces	28	28	28	28	28	68.6%
	Open Spaces	<u>DT</u> 8	8	13	6	9	8.8
Main Street - Short Term Parking Northside (includes parking in front of Aroma Joes)	Total Spaces	36	36	36	36	36	78.3%
	Open Spaces	<u>DT</u> 7	12	12	3	5	7.8
Pettee Brook Metered Lot (Excludes Electric)	Total Spaces	49	49	49	49	49	96.3%
	Open Spaces	<u>MAP</u> 0	0	1	1	7	1.8
Main Street - Long Term Presidents House	Total Spaces	26	26	26	26	26	90.8%
	Open Spaces	<u>CP</u> 2	2	7	0	1	2.4
Garrison Avenue	Total Spaces	33	33	33	33	33	82.4%
	Open Spaces	<u>CP</u> 3	6	11	4	5	5.8
Madbury West - Mathes Ter to Garrison	Total Spaces	25	25	25	25	25	33.6%
	Open Spaces	<u>MR</u> 14	16	17	19	17	16.6
Pettee Brook Lane Permit Lot	Total Spaces	18	18	18	18	18	96.7%
	Open Spaces	<u>BP</u> 1	2	0	0	0	0.6
Main Street - Short Term Huddleston/Fairchild	Total Spaces	15	15	15	15	15	73.3%
	Open Spaces	<u>DT</u> 4	9	5	1	1	4.0
Jenkins Court	Total Spaces	10	10	10	10	10	82.0%
	Open Spaces	<u>DT</u> 1	3	2	1	2	1.8
Strafford Avenue	Total Spaces	16	12	12	12	12	5.0%
	Open Spaces	<u>RBP</u> 12	12	9	12	12	11.4
Madbury - Permit (East Side)	Total Spaces	17	17	17	17	17	94.1%
	Open Spaces	<u>BP</u> 1	1	0	0	3	1.0
Madbury - Main Street to Mathes Terrace	Total Spaces	19	19	19	19	19	69.5%
	Open Spaces	<u>DT</u> 4	10	6	6	3	5.8

Downtown Parking (DT)	Utilization	78.4%	58.8%	62.7%	87.6%	81.0%
	Spots Available	33	63	57	19	29
	Avg Utilization/Spots Available	73.7%	40.2			
Business Permit Only - Downtown (BP)	Utilization	95.1%	92.7%	100.0%	100.0%	92.7%
	Spots Available	2	3	0	0	3
	Avg Utilization/Spots Available	96.1%	1.6			
Business Permit Only - Remote (RBP)	Utilization	0.0%	0.0%	25.0%	0.0%	0.0%
	Spots Available	12	12	9	12	12
	Avg Utilization/Spots Available	5.0%	11.4			
Madbury Road West Side Metered (MR)	Utilization	44.0%	36.0%	32.0%	24.0%	32.0%
	Spots Available	14	16	17	19	17
	Avg Utilization/Spots Available	33.6%	16.6			
Campus (CP)	Utilization	91.5%	86.4%	69.5%	93.2%	89.8%
	Spots Available	5	8	18	4	6
	Avg Utilization/Spots Available	86.1%	8.2			
Pettee Brook - Metered and Permit (MAP)	Utilization	100.0%	100.0%	98.0%	98.0%	85.7%
	Spots Available	0	0	1	1	7
	Avg Utilization/Spots Available	96.3%	1.8			