



Parking Utilization and Analysis

September 2015

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Durham Parking Utilization and Analysis

Data Collection Method

Municipal parking data was collected during the weeks of September 13th and 20th by Durham Police Parking Enforcement Officer Sandra Hebert and Town Councilor Jim Lawson. Municipal parking was broken down into small areas with similar parking restrictions and rates for this study. Surveys were conducted between 10AM and 2PM when parking demand appears to be greatest, and all the data and averages presented are for this peak period. A total of 11 surveys were conducted of Durham's 275+ parking spaces. The data summaries and analysis was performed by Jim Lawson.

Parking Use Threshold

It is recommended that parking utilization be kept at or below an 85% threshold¹ 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 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.

Parking Data and Summary

All of the data collected is provided in Appendix A. Parking utilization is summarized in Table 1 and Figure 1.

The 2 hour parking in the Central Business District is intended to provide parking to customers of Downtown businesses, and was below the 85% threshold with an average of 25 spaces available during the midday. Durham's 2 hour downtown parking appears to be meeting the objective of good turnover and availability, although it is approaching the 85% threshold with a utilization of 72%.

¹ "Town of Durham – Parking Pricing & Management Report", TND Engineering, November 2011, Page 31

Table 1 – Parking use in the downtown.

	Utilization	Total Spaces	Avg. No. Spaces Used	Avg. No. Space Avail	
Downtown Short Term (DS)	72.1%	89	64.2	24.8	Main Street North Side, Sammy's Lot, Jenkins Court
Downtown Long Term (DL)	79.3%	55	43.6	11.4	Main Street South Side, Pettee Brook Lane, Madbury Road (Main to Mathes Terrace)
Downtown Business Permit (BP)	97.7%	24	23.5	0.5	Cowell Drive, Pettee Brook Permit Lot
Near Campus Parking (CP)	75.8%	84	63.6	20.4	Main Street by the Presidents House, Madbury Road west side between Mathes Terrace and Garrison Ave, Garrison Ave
Remote Business Permit (RBP)	17.2%	29	5.0	24.0	Madbury Road East Site, Strafford Ave
Meter Lot - Combined Permit and Long Term (ML)	94.1%	51	48.0	3.0	Pettee Brook Metered Lot

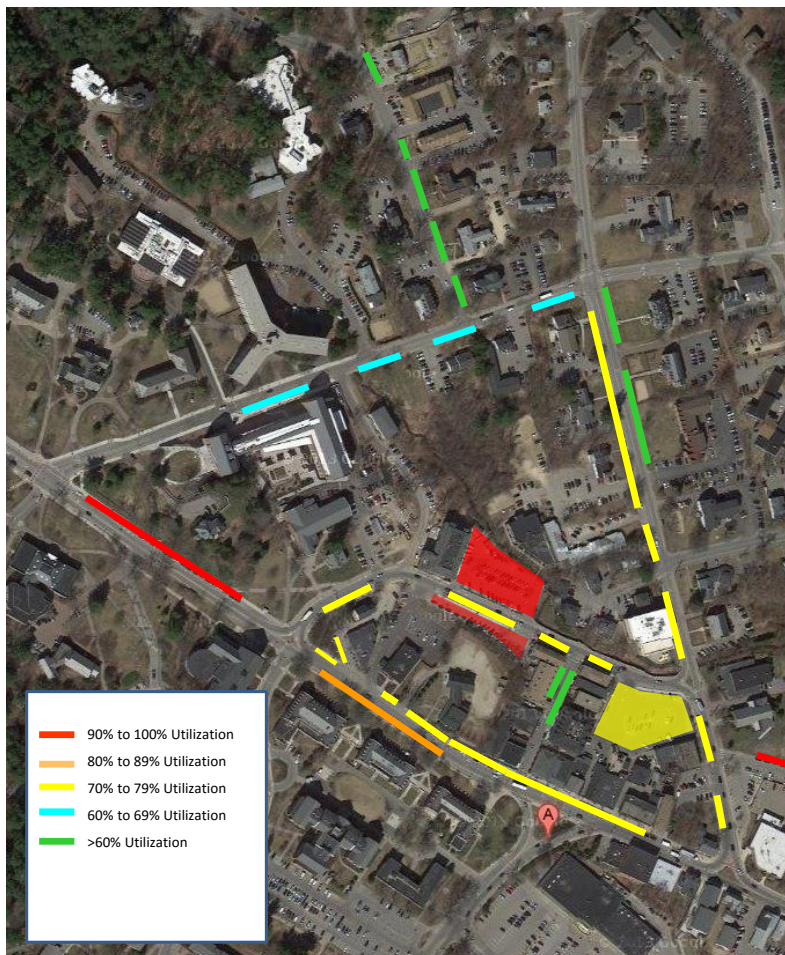


Figure 1 – Downtown Parking Utilization

It is disappointing that observations of downtown employees consuming prime customer parking spaces and moving their vehicles every 2 hours to avoid a ticket was confirmed by analyzing credit card transactions. (Note: transaction detail *does not* include credit card number or name.) However, the number of lost customer parking spaces due to employee use cannot be estimated since many transactions are cash.

Areas providing long term parking in proximity to the UNH campus have the highest utilization. A review of kiosk data shows long term parking in proximity to the downtown along Pettee Brook Lane, in the Pettee Brook parking lot and along the south side of Main Street is being consumed by people purchasing parking for up to 8 hours and walking to campus (“UNH Squatters”). Figures 2 and 3 show that the majority of parking hours purchased in these areas is for greater than 2 hours, and many morning parkers are using the space for the entire day. This is of concern as parking demand increases for downtown business, and more parking is needed to serve downtown customers and business permit holders.

UNH Squatters can be discouraged from using parking in the proximity of the downtown by limiting the parking time and/or charging a premium for parking in excess of 2 hours. Inevitably, a change will be needed as the IOL transitions to Madbury Commons and downtown business activity continues to increase.

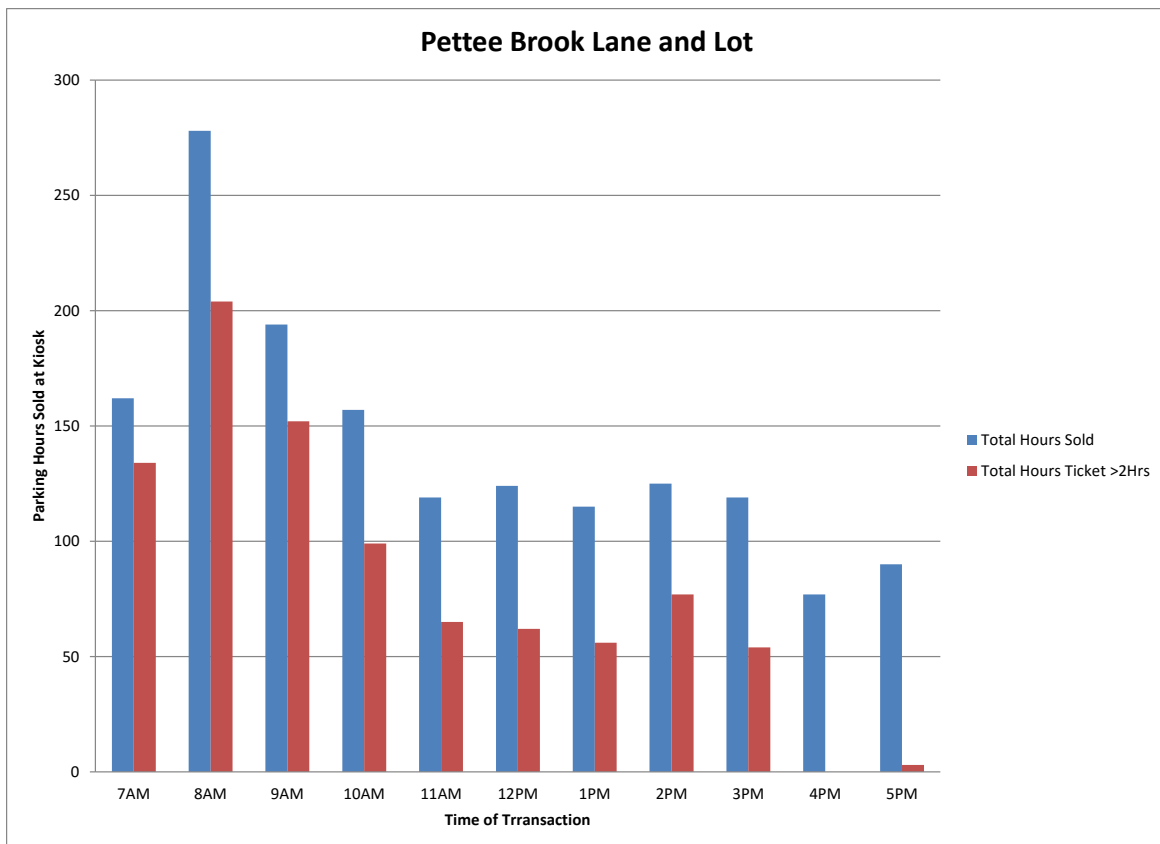


Figure 2 – Parking Hours Purchased at Pette Brook Lane and Lot Kiosks



Figure 3 – Parking Hours Purchased at Main Street South Side Kiosks

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

Appendix A

	Date	14-Sep 13:20	15-Sep 11:30	16-Sep 11:15	18-Sep 10:45	16-Sep 11:00	16-Sep 13:35	17-Sep 10:27	17-Sep 12:25	18-Sep 11:44	18-Sep 12:27	21-Sep 11:48	UTL Spots Avail
Cowell Drive	Total Spaces BP	6 0	6 0	6 0	6 0	6 0	6 0	6 0	6 0	6 0	6 0	6 0	100.0%
Sammy's Lot	Total Spaces DS	45 13	45 20	45 11	45 7	45 6	45 14	45 15	45 15	45 1	45 5	45 8	76.8%
Petree Brook Lane	Total Spaces DL	21 ND	21 3	21 4	21 3	21 10	21 5	21 9	21 0	21 2	21 3	21 10	76.7%
Main Street - Short Term Parking (Includes parking in front of AromaJoels)	Total Spaces DS	34 13	34 13	34 1	34 6	34 12	34 10	34 19	34 9	34 2	34 4	34 13	72.7%
Petree Brook Metered Lot (Excludes Electric)	Total Spaces ML	51 1	51 0	51 1	51 10	51 0	51 2	51 10	51 1	51 1	51 6	51 1	94.1%
Main Street - Long Term Presidents House	Total Spaces CP	26 4	26 6	26 5	26 1	26 5	26 5	26 2	26 3	26 0	26 7	26 1	86.4%
Garrison Avenue	Total Spaces CP	33 11	33 12	33 7	33 4	33 18	33 17	33 14	33 12	33 1	33 7	33 14	67.8%
Madbury - Mathes Terrace to Garrison Long Term	Total Spaces CP	25 3	25 9	25 3	25 7	25 4	25 7	25 6	25 8	25 8	25 8	25 5	75.3%
Petree Brook Lane Permit Lot	Total Spaces BP	18 0	18 0	18 0	18 0	18 0	18 1	18 0	18 1	18 1	18 3	18 0	97.0%
Main Street - Long Term Huddleston/Fairchild	Total Spaces DL	15 1	15 4	15 4	15 0	15 5	15 5	15 3	15 2	15 0	15 1	15 4	82.4%
Jenkins Court	Total Spaces DS	10 4	10 3	10 6	10 4	10 6	10 3	10 8	10 8	10 3	10 5	10 6	49.1%
Strafford Avenue	Total Spaces RBP	16 11	12 12	12 11	12 12	12 12	12 11	12 12	12 12	12 12	12 12	12 11	3.0%
Madbury - Permit (East Side)	Total Spaces RBP	17 13	17 15	17 12	17 12	17 12	17 12	17 12	17 12	17 13	17 13	17 10	27.3%
Madbury - Main Street to Mathes Terrace	Total Spaces DL	19 7	19 3	19 0	19 5	19 1	19 4	19 8	19 3	19 1	19 5	19 6	79.4%