



GREENSBORO DOWNTOWN PARKING PLAN

EXECUTIVESUMMARY | 2024



GREENSBORO

GOALS OF THE PLAN

The Greensboro Department of Transportation's (GDOT's) mission is to provide Greensboro safe, seamless, and equitable transportation choices. This mission statement is woven into GDOT's approach to both parking and transportation services. As such, GDOT identified four goals for its parking system:



IMPROVE LEGIBILITY



INCREASE EQUITY



ENHANCE EFFECTIVENESS



ENSURE SUSTAINABILITY

KEY FINDINGS

OUTDATED POLICIES

Legacy policies and procedures decrease the efficiency of the parking system, particularly during peak demand.



INEQUITABLE DISTRIBUTION

Parking supply is not equitably distributed downtown, leading to a parking shortage in the South End.



INEFFICIENT UTILIZATION

Parking turnover has not been prioritized, resulting in fewer available parking spaces where people want them.



LAGGING INVESTMENTS

Investment in the existing public parking decks has been deferred, resulting in significant outstanding maintenance needs.



SAFETY CONCERNS

Safety and the perception of safety impacts the customer's parking experience.



LACK OF DENSITY

The lack of density downtown hinders the parking system from being financially sustainable.



RECOMMENDATIONS

01

Modernize policies and procedures to align with Greensboro's current and future needs and mobility goals.

02

Invest in off-setting displaced parking in the South End as development occurs.
Ensure parking is priced to create turnover and improve financial sustainability.

03

Update curb management strategies to generate turnover.
Meter parking in high-demand areas.

04

Invest in maintenance and expand use of technology to enhancing the customer parking experience.

05

Implement a modern asset management program that supports businesses, employees, and City mobility goals.

OPERATIONS RECOMMENDATIONS

Hourly Rate:
\$2.00 per hour

Hours of Operation:
8:00 AM – 7:00 PM

Days of Operation:
Monday – Saturday

System Changes:
Meter High Demand Areas

Technology Change:
Transition to digital app only

**ON-STREET
PARKING
SYSTEM**

**OFF-STREET
PARKING
SYSTEM**

Hourly Rate:
\$1.50 per hour, Decks
\$2.00 per hour, Surface

Hours of Operation:
24 Hours a Day, Decks
8:00 AM – 7:00 PM, Surface

Days of Operation:
Monday – Saturday, Decks
Monday – Friday, Surface

System Changes:
Service Employee Permits
Floating Permits

Technology Change:
Business validations

KEY ACTION ITEMS

IMPROVE LEGIBILITY

- Install clear, simple rules and signage
- Provide consistent enforcement

INCREASE EQUITY

- Implement clear, simple rules across downtown
- Provide consistent enforcement
- Develop targeted employee programs

ENHANCE EFFECTIVENESS

- Promote higher turnover in high-demand areas
- Right size fees to generate turnover
- Right size enforcement to promote compliance

ENSURE SUSTAINABILITY

- Invest in maintenance
- Right size fees and revenues
- Invest in South End public parking