

Analysis & Recommendations Report

PURPOSE

The City of Peekskill continues to experience growth in its downtown population, art, dining and entertainment uses, and overall activity base. This sustained interest and attraction in Peekskill's music, art, entertainment, and recreational venues necessitated the opportunity to re-evaluate and reallocate parking resources among existing facilities to better accommodate residents, visitors, workers, and patrons to downtown establishments particularly during peak activity periods.

As such, the City of Peekskill engaged in professional services with Nelson\Nygaard, a specialized transportation planning firm, to conduct a data-intensive investigation to establish accurate baseline parking counts, utilization and turnover rates, and a complete signage inventory to ultimately produce recommendations for both parking and signage in the Downtown users (the "Project").

PROJECT OVERVIEW

The Project began with a detailed review of the existing conditions of Peekskill's Downtown municipal parking facilities, on-street parking, and downtown parking signage to create an accurate inventory. From here, site visits and parking counts further confirmed turnover rates and facility usage rates. Together, these data inputs captured the primary issues and preliminary opportunities. Also included as a major component was input from key downtown stakeholders.

The Project is an 'inventory-to-recommendation' program that includes permits, metered spaces, surface lots, on-street parking, parking garage facilities, and signage that results in a comprehensive parking utilization, circulation, and navigation program for Downtown residents, visitors, employees, and other patrons.

The Project concluded in the development of short- and long-term implementation recommendations to guide strategic changes of parking resource allocation and develop a comprehensive communications plan for directional and wayfinding signage over the next several years.

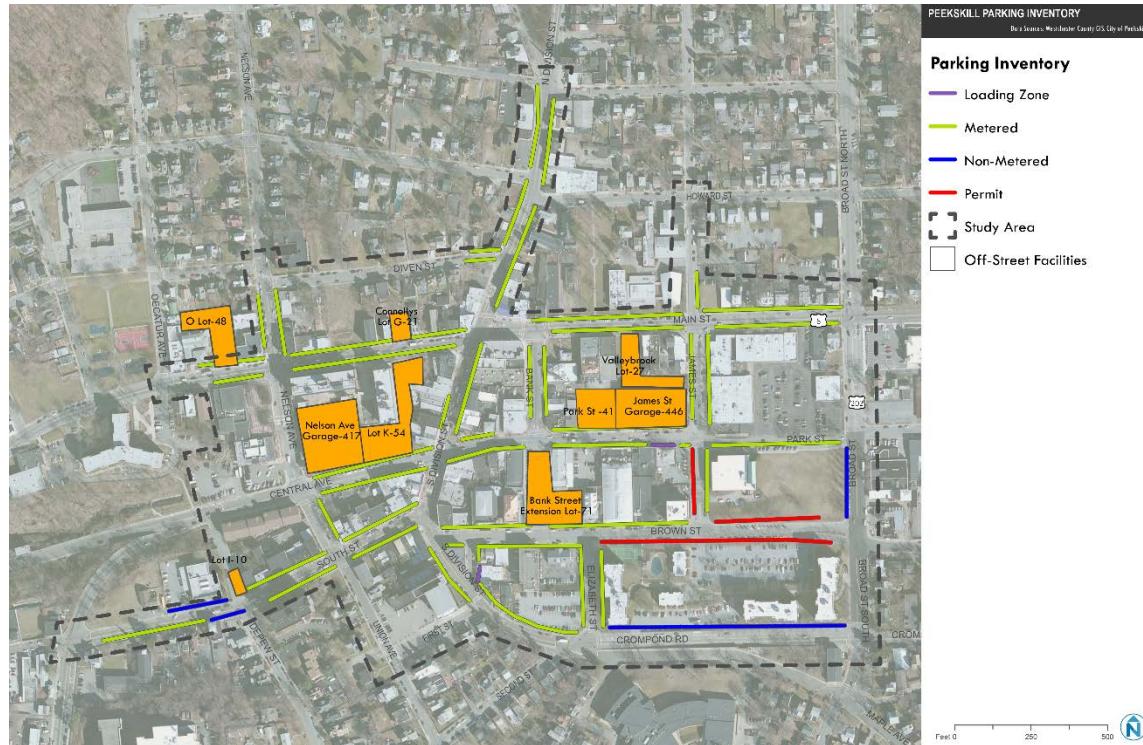
Study Area

The Study Area is a defined area of Downtown Peekskill, in which the inventory and occupancy of parking assets were counted and assessed (Figure 1). The Study Area includes all City-owned/public parking garages and lots and metered streets as well as the major transportation corridors as demarcated on all maps displaying parking facilities in this report. Through close correspondence

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with the City and stakeholders, and after consideration of past parking material review¹, the Study Area is considered to include all critical public parking assets and expressed parking issues in Downtown Peekskill.

Figure 1 Downtown Peekskill Parking Study Area and Parking Inventory



CONDITIONS SUMMARY

Parking Management

Multiple municipal entities oversee parking responsibilities:

- **Police Department:** parking enforcement
- **Finance Department:** revenue collection, tickets/violations, and appeals
- **City Council:** parking policy

¹ This Project is a comprehensive and technically-derived analysis completed by a professional transportation planning firm to develop accurate baseline counts, turnover rates, facility inventories, permit allocations, and directional signage in the greater Downtown. The data findings serve as the foundation to an implementable recommendation program. The Project extends far beyond the activity described in the 2008 parking survey of the Business Improvement District (BID) by a community committee only during typical weekday periods and while the James Street Garage was partially closed for repair and Route 9 was under initial construction.

- **Third party vendors:** ticket payment,² operations, and data management

City Winter Parking Regulations are in effect from December 1st to April 15th.³ In these instances, parking is prohibited on City streets from 8 PM to 8 AM, which applies to many Downtown streets. Exceptions include designated areas where signs are posted for Winter Alternate Side or Single Side Parking regulations.⁴ Vehicles may be towed at the owner's expense any time a vehicle interferes with snow plowing and snow removal.

Hourly Rates

Most of the Downtown Peekskill on-street supply is metered, and all metered parking is priced at a rate of \$1.00 per hour.⁵ Metered parking is in effect for both on-street and off-street spaces from Mondays to Fridays, 6 AM to 6 PM. There is no payment required at metered spaces during evenings or on weekends, and all public off-street spaces have a two-hour time limit.

There are two parking payment options for short-term parkers. They include:

- Single-space meters for on-street parking (which accept coins and credit cards)
- Multi-space meters at off-street lots and garages (which accept bills, coins, and credit cards).

All multi-space meters are configured for the user to "pay-by-space," requiring the user to easily identify and enter the painted number selected for parking. Multi-space meters are also configured to accept payment for a maximum four hours in the downtown Study area.

Permits and Rates

Figure 2 City of Peekskill Parking Permit Rates

Permit Type	Resident Cost	Non-Resident Cost	Cost Period
Annual Parking Permit (except Riverfront Area)	\$360	\$1,017	Annual
Annual Senior Resident Parking Permit for seniors living at 901 Main St	\$198	N/A	Annual
Monthly Resident Parking Permit 24 Hour Parking	\$34	N/A	Monthly
Monthly Resident Parking Permit Day Parking Only	\$30	N/A	Monthly
Monthly Resident Parking Permit Night Parking Only	\$22	N/A	Monthly

² <https://www.parkingticketpayment.com/peekskill/>

³ Unless otherwise revised by the City Council by adopted resolution.

⁴ https://www.cityofpeekskill.com/sites/peekskillny/files/file/parking_regulationsmap.pdf

⁵ Outside of Downtown, metered parking is priced at \$0.75 per hour.

Permit Type	Resident Cost	Non-Resident Cost	Cost Period
Monthly Employee Parking Permit Block Parking (5 employees or more)	\$22	\$22	Monthly
Monthly WCC Student/Faculty Parking Permit ⁶	\$12	N/A	Monthly
<i>Monthly Commuter Parking Permit</i>	\$36	\$88	<i>Monthly</i>

Source: City of Peekskill

Long-term parking by permit is available in several locations (including the Valley Brook Lot, Connolly's Lot, Bank Street Lot, and K Lot) while other off-street spaces are reserved for the United States Postal Service, City of Peekskill vehicles, and Peekskill Police vehicles. Long-term parking is available in the following categories, also shown in Figure 2:

Residents

- Annual permits: \$360 for any downtown facility.⁷
- Monthly permits:
 - \$22 for overnight permits
 - \$30 for daytime permits
 - \$34 for 24-hour permits.

Employees

Block parking permits for groups of five or more downtown employees are offered at \$22 per month, per space. Employees do not need to be residents to qualify for block parking permits.

Students

Students and faculty of Westchester Community College may pay \$12 a month per space.

Time Limits

All metered parking spaces are subject to limits on weekdays, from 8 AM to 6 PM. Most allow two hours of parking, with the exception of one-hour spaces along Main Street between Nelson and Decatur Streets. There are also 18 on-street spaces that are free to the public, but managed by time limits.

Supply

The parking supply was collaboratively quantified through City resources and consultant field verification.

⁶ Students must show letter of college enrollment as proof in order to obtain discount.

⁷ Senior citizens living at 901 Main Street pay \$198.

Municipal Off-Street Parking Facilities

City-Owned Parking Lots

Within the Study Area, there are seven (7) surface parking lots owned by the City of Peekskill. Four of these surface lots are regularly open to the public and include Park Street, Main Street, Bank Street, and Upper and Lower K Lot. Combined, these lots offer a total of 165 metered spaces (eight of which are for people with disabilities). Meanwhile, 103 total surface lot spaces are exclusively license-plate-reserved but are scattered across all City-owned surface lots.

City-Owned Parking Garages

There are two City-owned garages in Downtown Peekskill: the James Street Garage (446 total spaces) and the Nelson Avenue Garage (417 total spaces). Collectively, these two garages make up over three quarters of the total City-owned off-street supply in Downtown.

Aside from the fact that they are structured, a major differentiator between City-owned parking garages and surface lots is that all metered spaces in garages have a 12-hour time limit, which is three times as long as the limit for all metered spaces in Downtown Peekskill's surface lots and six times as long as the limit for metered on-street parking. Additionally, payment is required via one of the multi-space meter kiosks. There are four such kiosks for the 89 metered spaces in the James Street Garage, and five meters in the Nelson Avenue Garage for its 137 metered spaces. At the uppermost levels of the garages, there are spaces provided at no charge to the public.

Both garages have permit parking spaces. The Nelson Avenue Garage provides spaces for Monthly Resident Parking Permits, Annual Senior Permits, and a handful of reserved spaces specifically for library staff, the Police Department, and DPW/Building Department vehicles. The James Street Garage provides Monthly Block Permits (for employees of downtown establishments) and Annual Permits.

Figure 3 Off-Street Parking by Primary Regulation

Primary Regulation	Number of Spaces
Metered, \$1/hour	391
ADA Non-Metered	23
By Permit Only	588
Reserved	130
Total	1,132

Figure 4 Off-Street Parking by Time Limit

Time Limit	Total Number of Spaces	Garages	Lots
4 hours (all metered off-street spaces)	165	0	165
12 hours	226	226	0

Time Limit	Total Number of Spaces	Garages	Lots
15 minutes	8	0	8
None (free, permit, and reserved spaces)	733	633	100
Total	1,132	859	273

Private Parking Lots

There are several private parking lots downtown, with spaces strictly reserved for the owner, employees, and patrons. Primarily, these lots serve a variety of civic, commercial, and religious/institutional uses in Downtown Peekskill.

Figure 5 Key Downtown Private Parking Surface Lot Inventory

Lot	Address	Inventory (Parking Spaces)
Assumption Church	920 1 st Street	34
Chase Bank	1025 Brown Street	16
Elks Lodge	1038 Brown Street	40

On-Street Parking

There are a total of 496 on-street parking spaces in the Downtown Peekskill Study Area. Of these spaces, 404 (81%) of these spaces are metered and subject to the same enforcement procedures and protocols as the metered spaces in garages and lots. On-street metered parking spaces may be arranged at an angle (as along Bank Street) or parallel (as along James Street) but their dimensions and boundaries are commonly demarcated with pavement markings on the street.

Some streets are closed periodically during non-winter months, which impacts the available on-street parking supply. In particular:

- Division Street, between Central and Main, periodically closes for outdoor dining and music
- Bank Street, between Park and Main, closes for a weekly farmer's market between June and November

Figure 6 On-Street Parking by Type

Type	Number of Spaces
Metered	404
Free	45
By Permit Only	47
Total	496

Figure 7 On-Street Parking by Time Limit

Rate	Number of Spaces
1 hour	11
2 hours	397
15 minutes	9
None (By Permit Only)	47
None (Free)	32
Total	496

Demand

At a basic level, quantifying the demand for a parking facility – or even a group of facilities – is typically done by dividing the number of vehicles observed by the number of available spaces. However, there are multiple dynamics to consider, including the time of day and the location of the parking facilities in questions, as they can individually affect the perception of parking utilization overall.

A key benchmark to consider is the “optimal” utilization rate in which parking assets are well-utilized without detrimental effects on congestion and the perception of availability. For this study, the optimal utilization rate for an off-street parking facility is 90%. Even though a facility is not 100% full at optimal utilization, it is still functioning at capacity (accounting for the constant movement of people entering and leaving their parking space) and any utilization beyond functional capacity may be perceived as full. The optimal utilization rate for an on-street segment of parking is 85%. For example, if a driver were to see a typical road segment of eight spaces on one side of the street, one of those spaces would be vacant, allowing them to promptly occupy that space without resorting to circling the block.

Therefore, every effort was made to ensure that parking utilization and turnover counts for Downtown Peekskill provided a full time series of parking use during the course of a typical day in the Study Area. Utilization throughout the Study Area was measured by data collectors over the course of one hour. Data shown in this analysis is broken down by hourly “time periods.” Please see Figure 8 for further details.

Figure 8 Summary of Parking Utilization Time Periods

Day of the Week	Time Period	Date of Data Collection
Thursday (Weekday)	11 AM to 12 PM	October 5, 2017
	12 PM to 1 PM	
	1 PM to 2 PM	
	4 PM to 5 PM	
	5 PM to 6 PM	

Day of the Week	Time Period	Date of Data Collection
Saturday (Weekend)	6 PM to 7 PM	October 28, 2017
	11 AM to 12 PM	
	12 PM to 1 PM	
	5 PM to 6 PM	
	6 PM to 7 PM	
	7 PM to 8 PM	
	8 PM to 9 PM	
	9 PM to 10 PM	

Utilization

Parking utilization is the number (or proportion) of parking spaces that are occupied compared to the number that are sitting vacant during a given time of day. Generally, utilization will be presented as a percentage. For example, a parking garage with 500 spaces experiencing 50% utilization means that 250 of those spaces are occupied and 250 are vacant.

The optimal utilization rate for an off-street parking facility is 90%. In the example above, that would mean only 50 spaces would be vacant. Even though a facility is not 100% full at optimal utilization, it is still functioning at capacity (accounting for the constant movement of people entering and leaving their parking space) and any utilization beyond functional capacity may be perceived as full.

The optimal utilization rate for an on-street segment of parking is 85%. For example, if a driver were to see a segment of eight spaces on one side of the street, one of those spaces would be vacant, allowing them to promptly occupy that space without resorting to circling the block.

Following is a series of maps capturing utilization levels to depict demand levels and patterns among public parking options in the Study Area with a focus on a typical weekday, weekend, and one special event Saturday.⁸

Understanding Parking Utilization

When considering the mechanisms, options, and means towards improving the parking system's efficacy in Downtown Peekskill, it is important to understand the color-coded designations used to display the utilization of parking in maps. Notice the daily progression of the colors and utilization figures in important locations -- not just during the peak period.

Less than 70% (Blue):

⁸ Data capturing parking utilization and turnover on a special event night incorporates an event hosted by a combination of the Paramount Theater, Elks Club, and active dining-entertainment businesses. Typically, parking demand is different than a standard weekday due to a special event.

Parking assets are relatively underutilized and should be used more actively going forward. Any resource that consistently performs at this level, especially during peak-demand periods should be viewed as an opportunity to absorb more vehicles away from locations where parking is nearing capacity.

70% to 85% (Green):

Parking assets are being used actively.

Particularly for off-street facilities, as utilization levels approach the high end of this range, spaces are being used more efficiently.

85% to 95% (Orange):

Parking assets are nearing capacity.

While maximizing efficiency, these street segments and off-street facilities often look or “feel” full to drivers, and can consequently give the impression of lack of parking.

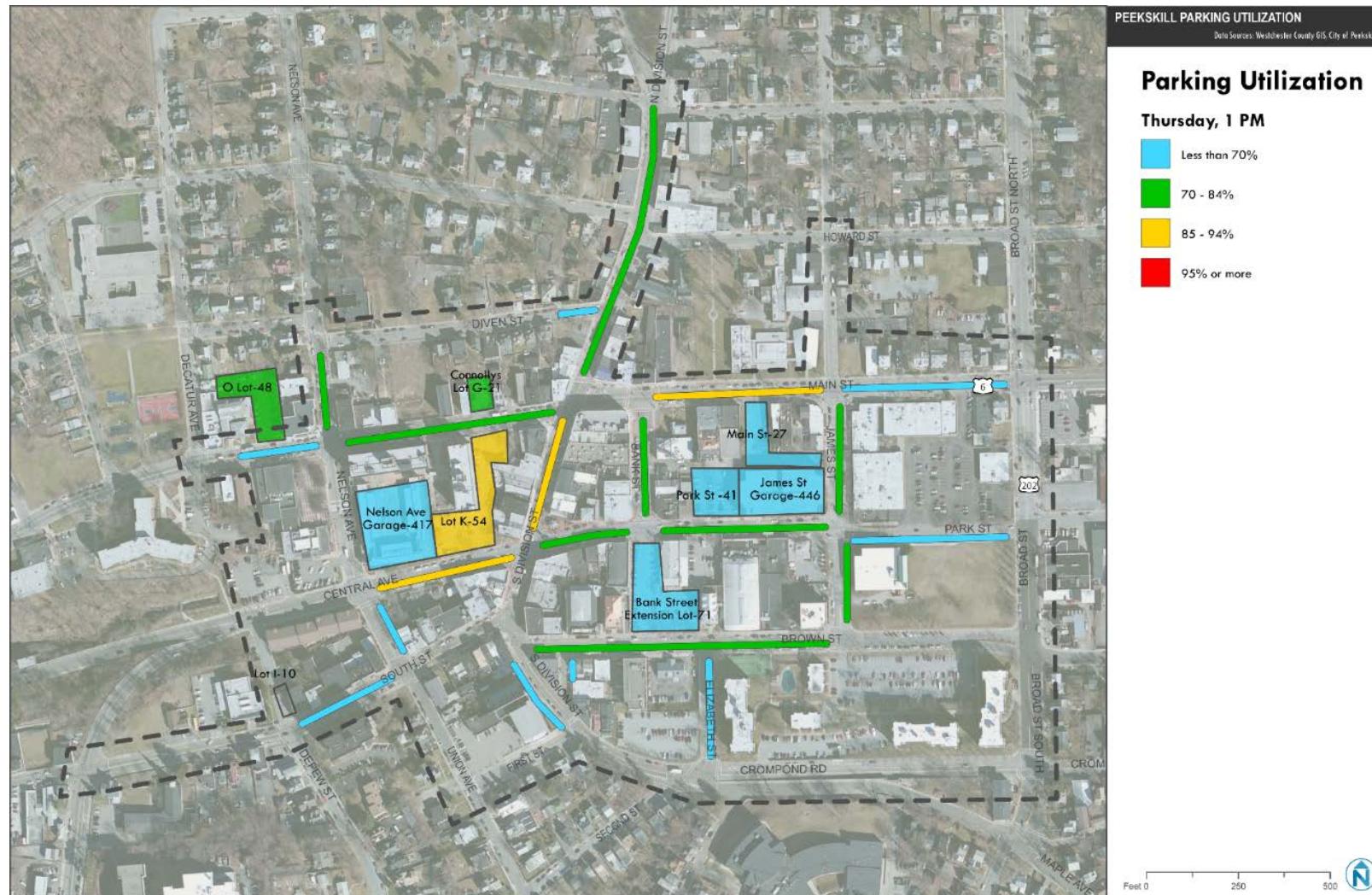
Greater than 95% (Red):

Parking assets are meeting or exceeding the marked capacity.

Resources that consistently perform at this level will generate common perceptions of lack of parking options.

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Figure 9 Weekday Midday (1pm)



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Figure 10 Saturday Evening (7pm)



Utilization Analysis

Key Finding

There is ample parking supply, in aggregate, both on- and off-street, even during times of peak-demand. However, parking demand is highly concentrated within the Downtown core and among favored off-street facilities. This creates a perception of insufficient parking capacity Downtown, especially among visitors who may be unaware of the full set of parking options available to them.

Figure 11 Excess Off-Street Capacity, Weekdays

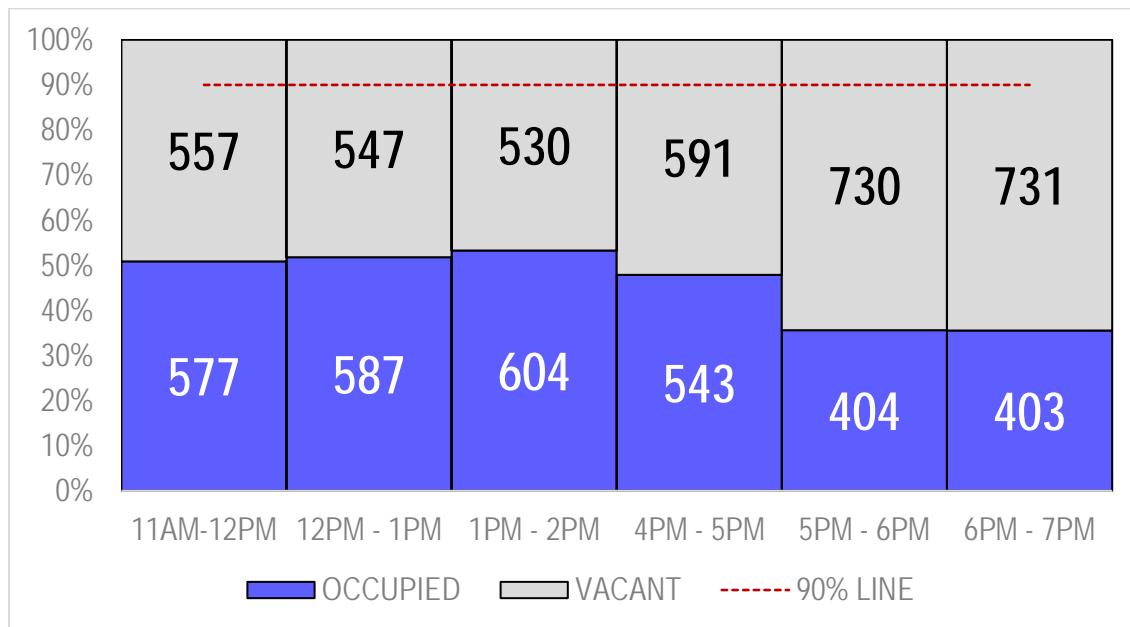
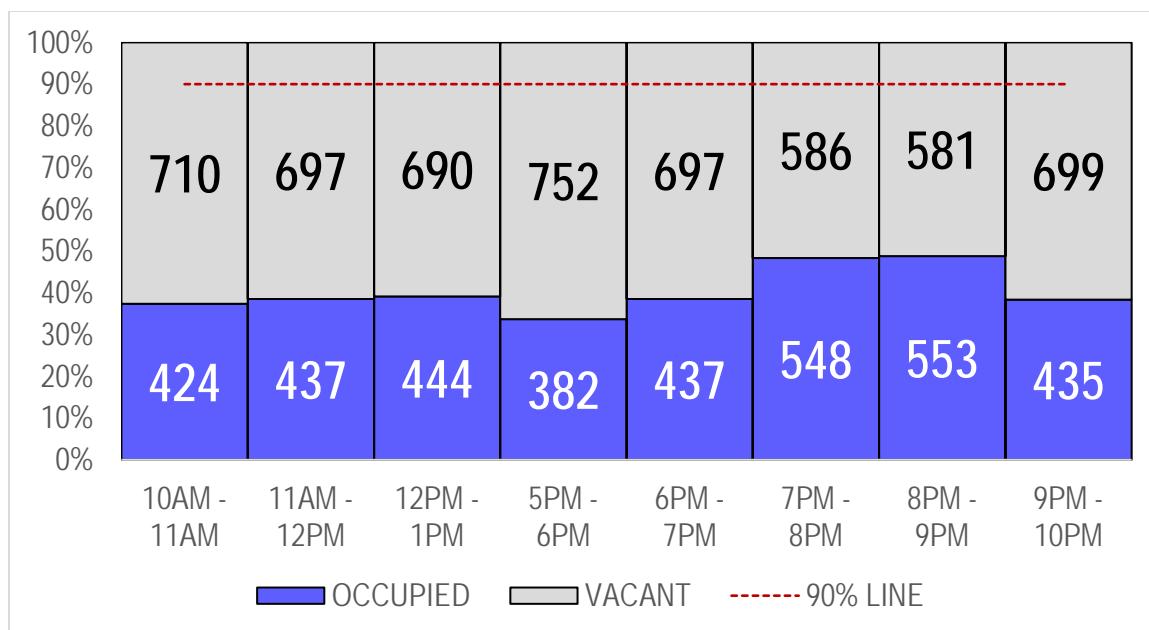


Figure 12 Excess Off-Street Capacity, Saturdays



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Figure 13 Excess On-Street Capacity, Weekdays

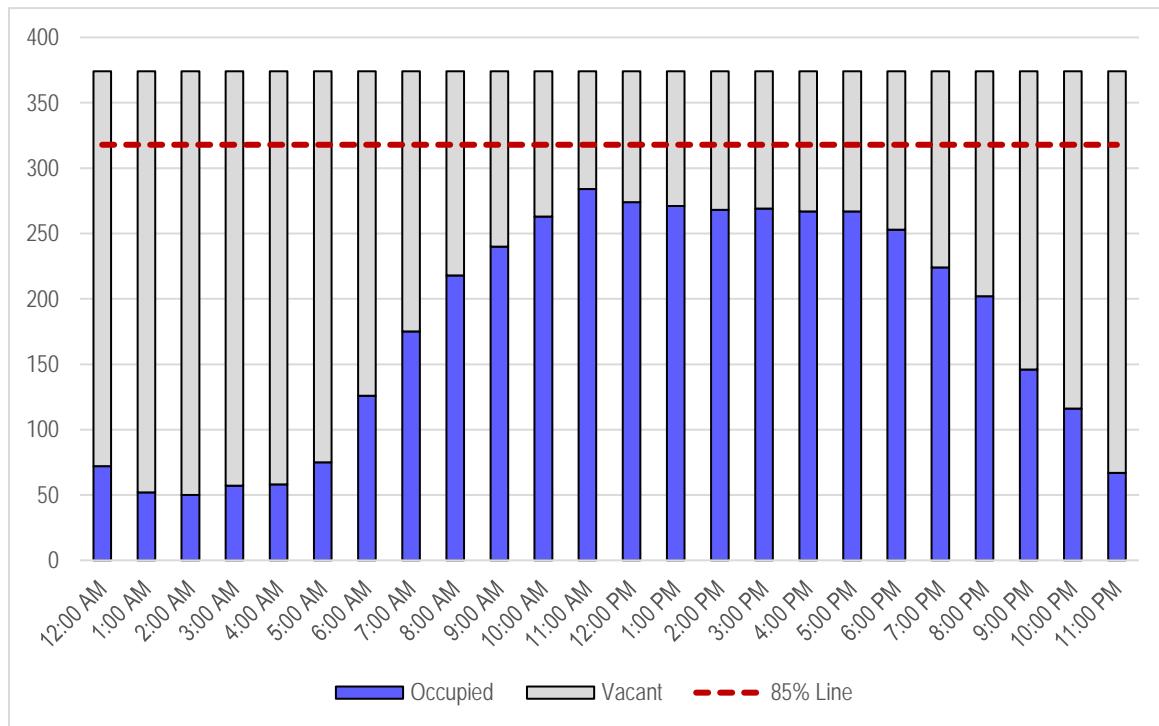
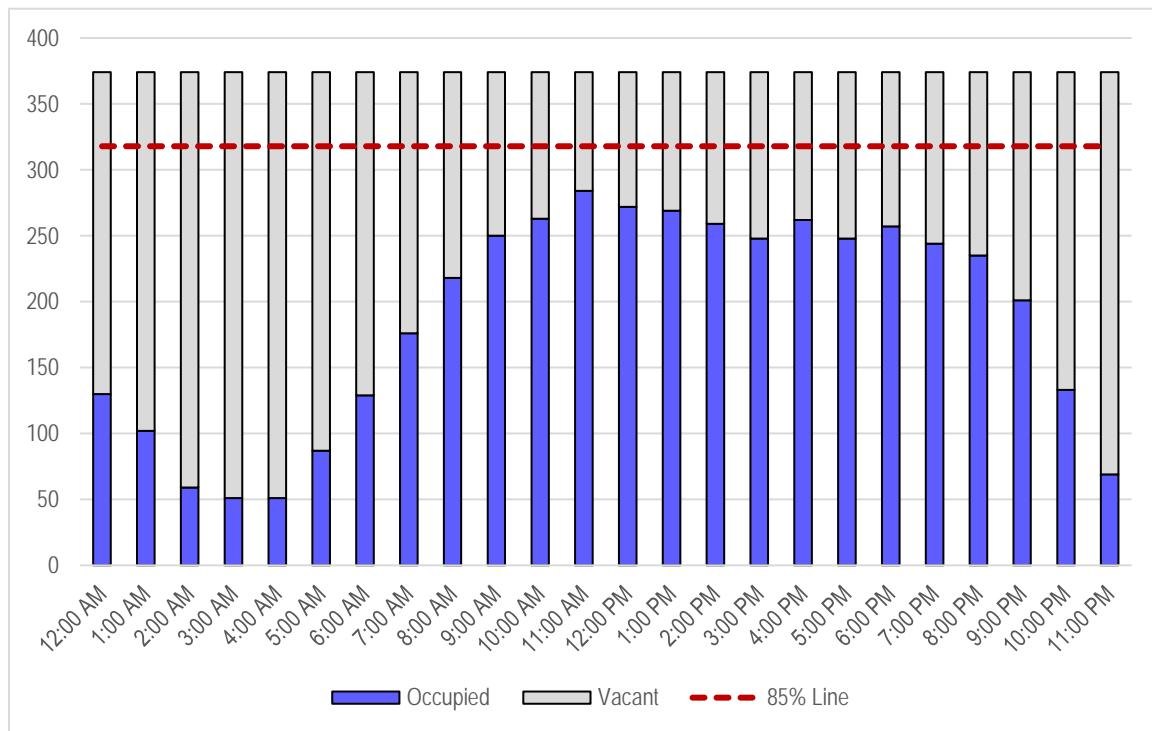


Figure 14 Excess On-Street Capacity, Saturdays



Additional Findings

- Lots G and K (Upper and Lower), located in close proximity to dining/entertainment establishments in Downtown Peekskill, have the highest utilization throughout the weekday peak demand periods – over 70% throughout these times (see Figure 9).
 - After the regular workday at 5 PM, off-street parking demand is relatively more concentrated at Lot K.
- During the weekday peaks, the two municipal garages rarely exhibit parking utilization exceeding 60% overall.⁹
- There were instances of when metered sections of garages were observed to have fairly high utilization (for example, at least 100% at the Nelson Avenue Garage from 11 AM to 12 PM), while the remaining permit parking areas have a demand profile largely limited to the 9 AM to 5 PM workday.
 - Even during the typical weekday, permit spaces, especially in the Nelson Avenue Garage, exhibit some capacity throughout the workday, with utilization not exceeding 60%.
 - After 5 PM, the utilization rate of the James Street Garage drops below the Nelson Avenue Garage for the remainder of the day.
- During the course of a typical weekday, the metered **on-street parking** supply shows different utilization rates and peak periods than the off-street facilities.
 - Off-street facilities have a peak utilization rate of 55% occurring at 1 PM, and on-street facilities have a peak utilization rate of 76% at 11 AM.
 - Additionally, for the full duration from 11 AM to 5 PM, the on-street utilization rate regularly exceeds an average of 70%.
- The central intersection of Division Street and Central Avenue / Park Street is a “hotspot” of on-street parking demand.
 - The 53 spaces along street segments most proximate to that intersection were at least 90% full at 11 AM, from 1 PM to 3 PM, and again at 5 PM.
 - Although it may be difficult to find parking in this location during much of the daytime, these are still very visible and desirable spaces due to their convenience.
- Parking availability greatly varies by facility type during both Saturday midday and nighttime periods.
 - The Park Street Lot, Bank Street Extension Lot, and K Lot demonstrated the highest demand and became functionally full or reached overflow status (95% and greater).
 - The Park Street Lot and Bank Street had absolutely no vacancy for additional parking from 7 PM to 9 PM.
 - Conversely, the James Street Garage was, at most that evening, 27% full, leaving 327 spaces sitting vacant from 7 PM to 8 PM.
 - The Valley Brook Lot adjacent to the James Street Garage peaked at 63% on Saturday evenings.

⁹ The only instance in which this was observed was at the James Street Garage at 11 AM with an overall utilization of 62%.

- Lot K was over 93% full all evening.
- Lot O was, at most, 10% full.
- During the midday, the Bank Street, Park Street, and K Lots combined had only five vacant spaces, while the James Street Garage, O Lot, and Valley Brook Lot combined to have 420 vacant spaces.
- Even though paid parking is not enforced on Saturday, paid transactions were documented by meters in Downtown Peekskill.
 - This means that visitors could use better signage and instructions about this free parking opportunity.
- The overall average on-street parking utilization pattern on Saturdays is similar to weekdays in that peak utilization also occurs at 11 AM, with a rate of 76%.
 - Unlike weekdays, the utilization rate is sustained relatively later through the evening during 5 PM to 9 PM (due to vibrant dining and entertainment establishments in Downtown Peekskill), before finally dropping below 50% at 10 PM.
- Prominent surface lots are already effectively full as downtown and farmers' market customers enter the neighborhood on Saturday morning

Signage Analysis

- There is limited parking directional signage in the study area which could lead to confusion in finding off-street parking facilities and the perception that parking is not available.
 - Within the study area there are only eight parking directional signs, three of which are located at one intersection for the James Street garage.
 - Key gateway points did not provide parking directions signage: traveling east on Main Street, traveling east on Central Avenue, traveling south on Division Street, and traveling west on Route 202/Crompond Road.
 - There is an inconsistency with the look of the parking directional signage. Some of the signs have a white background with green lettering while some are the inverse with green background and white lettering (see Figure 15). This inconsistency also adds to the confusion of the location of public parking versus permit parking lots, as the white letter on green background signs also match the permit parking white letter on green background signs (see Figure 16).
 - There were also locations where the orientation of the arrow on the direction signage was misleading. For example, the parking wayfinding signage at the northeast corner of Main Street and Nelson Avenue points at an angle, while the driver traveling westbound should be taking a left to access the Nelson Avenue Garage (see Figure 17).
- There are limited cultural/wayfinding civic signs within the study area.
 - There are no signs directing visitors to City Hall, downtown area, court house, etc.
 - There is one sign for Paramount Theater, one sign for the library, and two signs for the Farmer's Market.
 - There is limited signage at the Route 9 off-ramps directing visitors to the downtown area.

- While there is limited direction and wayfinding signage, there are opportunities to improve signage with additional and consistent looking signage at strategic locations.

Figure 15 Example of Inconsistent Municipal Parking Wayfinding Signage



Figure 16 Example Municipal Parking Sign and Permit Parking Sign



Figure 17 Example Parking Sign with Arrow Orientation



KEY FINDINGS

On-Street Availability

- On-street parking demand peaks at 11 AM, with an average utilization of just over 75% among all on-street spaces for both weekdays and Saturdays.
- On-street segments near the intersection of Division, Central, and Park were observed to be over 90% utilized during these periods. This reveals that, at central locations in Downtown Peekskill, parking patrons exhibit a greater preference for parking on-street compared to nearby off-street locations.
 - However, on-street parking along segments east of James Street and south of Brown Street are commonly underutilized, especially on weekends.

Off-Street Capacity

- In aggregate, the City's off-street parking inventory has capacity to accommodate an additional 402 off-street spaces, during the weekday peak period (1 PM to 2 PM).
 - These additional cars would still leave 10% of the aggregate supply available, which is a common availability benchmark measure indicating a highly efficient shared parking system.
- During this peak period, only Lots O, G, and K saw utilization over 70%.
- Saturday demand peaks are influenced by weekly shows and events at the Paramount Theater.
 - Nearby surface lots, including the Bank Street Extension Lot and Park Street Lot experiences occupancy at full or over capacity during evenings – 5 PM to 9 PM data.
 - Meanwhile, utilization of the James Street Garage peak at 27%, with over 325 spaces vacant. This reveals a disparity between the usages of garages compared to surface lots.

Wayfinding/Signage

- Shortcomings in signage, information, and wayfinding contribute to uneven use of the parking system and perceptions of supply scarcity in three specific ways:
 - Distinction between permit and hourly off-street parking facilities
 - Identification of public access to permit lots during evenings and weekends
 - Parking fees and time limits during evenings and weekends
- The communication system for identifying parking locations and availability in Downtown Peekskill is inconsistent, not standardized, and ranges in condition level.
 - Distinctions between differing regulations within the same block or facility are often not clearly identified.
 - Within garages, the presentation of information regarding restrictions and permit spaces is prioritized above information useful to a short-term visitor.
- Multi-space meter conditions vary and may not be highly visible, which contributes to payment non-compliance.

- The location of such meters is inconsistent from lot to lot, in relation to entrances and spaces.

ISSUES & OPPORTUNITIES

Issues

- Curbside availability is lacking in many locations during peak demand conditions.
 - Downtown Peekskill's primary commercial activity, as well as its curbside parking demand, is concentrated on two corridors, Division and Main Streets. While on-street parking is typically available on blocks peripheral to these two most popular corridors, the absence of driver-oriented wayfinding/signage or real-time space availability information displays makes finding these available spaces challenging for infrequent visitors and patrons.
- Parking activity is not distributed evenly or efficiently among all Downtown parking options.
 - This creates a perception of supply scarcity, despite available parking options in close proximity to constrained locations.
- Awareness of, and user appeal of, many parking options adds to the imbalanced use of the Downtown parking inventory.
 - Some parking options are not clear, such as after-hour public access to permit lots.
 - Some parking facilities are in poor condition, such as the James Street Garage, limiting their appeal to parkers who are not current permit-holders. Others, like the Valley Brook Lot or the Bank Street Extension Lot, lack adequate wayfinding/signage to indicate to drivers that these facilities offer publicly available parking. Either of these conditions may reduce these facilities' effective capacity to accommodate demand.
 - Stakeholders indicated that many Downtown visitors and employees avoid facilities like the James and Nelson Garages because they are perceived as poorly lit, unattractive, and unsafe. In particular, the garages have icy stairwells during winter months, causing many visitors to cluster on lower floors even when ample parking is available on upper floors.
- The most visible and prominent parking options (Including Lot K, the Park Street Lot, and Bank Street Extension Lot) are the most constrained.
 - A lack of awareness of other options, and a possible resistance to using some of these options, aids in driver frustration and reduces the value provided by Downtown's sufficient parking infrastructure.
- Downtown's ample supply and user-friendly parking regulations are not communicated effectively to the public.
 - Dilapidated signage, inconsistent branding, non-existing lighting scaled to the pedestrian, and few maps and directions to popular destinations collectively reinforce perceptions of municipal parking facilities as a "last resort" and not a "first choice" for people visiting Downtown Peekskill.

- Constructing brand-new parking facilities without significant management changes would likely perpetuate current shortcomings of Peekskill's Downtown parking system.

Given the sufficient supply and recommendations provided herein, building new parking facilities would increase the long-term capital commitments of the City, remove valuable land from tax generation, and require ongoing management and operations/maintenance obligations to sustain.

Opportunities

- Parking constraints in Downtown Peekskill are not a result of insufficient supply. During periods of peak congestion and occupancy, there are parking facilities sitting relatively empty.
 - During peak demand conditions, there are *hundreds of available public parking spaces*, including some located in single facilities such as the James Street and Nelson Avenue Garages.
 - This supply-demand imbalance leaves ample underutilized capacity often adjacent to constrained locations/facilities, such as prominent and visible surface lots near Park Street, James Street, and Bank Street.
- To effectively distribute parking demand, simple management tools can help ease constraints and improve the parking experience.
 - Off-street parking facilities should provide overflow parking capacity when more prominent locations are constrained, but many people are either unaware of them or do not feel comfortable enough to use. The effective placement and design of parking and informational signage will allocate parking demand in facilities with abundant supply and effectively convey a parking system focused on customer satisfaction.
 - Reducing the cost to use less popular parking facilities can improve the efficiency of the parking system by spreading demand more evenly across all available options. This approach ensures that permit holders still have access to long-term parking Downtown while enabling visitors and short-term parkers to find available spaces more quickly at the highest demanded facilities.
 - Facilitating shared parking opportunities between properties where parking demand is complementary can maximize the utilization of the existing parking supply. For example, the Paramount Theater could partner with nearby business with parking capacity to share parking infrastructure during off-hours. Shared parking agreements (private transactions) negotiated with key private lot owners could unlock significant under-utilized private parking supplies that could be pooled into the public supply during the owners' off-peak hours.
 - Depending upon the time of day, there are additional opportunities to increase parking utilization:
 - Permitted and reserved areas of off-street facilities outside of weekdays from 9 AM to 5 PM.
 - All levels of both Downtown parking garages during weekend hours.
 - Remote on-street segments, including along Crompton Road.

- Improve the aesthetics and perceived safety of the public garages through targeted upgrades to lighting and landscaping, and consider staffing with parking attendants, especially in partnership with high activity-generating uses, like the Paramount Theater.
- Effectively manage Downtown's parking supply with a comprehensive signage system that clearly messages parking facility locations, types of available spaces, and hours of enforcement.
 - This type of communications plan will aid visitors or patrons prior to entering Downtown and upon return to their vehicle.

BEST PRACTICES: OPTIMIZING MANAGEMENT

Seek Consistent Curbside Availability

On-street spaces along primary commercial streets are the most likely to generate exceptional levels of demand. Unless actively managed, these spaces will lack availability during high-demand periods. As a result, it is common to find these spaces actively regulated through pricing and/or time limits. The most commonly cited objective of this active management is “turnover” — increasing the number of cars that can be accommodated by reducing average parking duration, and “turning over” the same spaces consistently throughout the day. A more precise objective, that many cities are starting to embrace, however, is “availability” — the presence of empty spaces at any given time.

Ideally, one or two on-street spaces will remain empty/available, even during demand peaks, along all blocks. Similarly, when ~10% or more of spaces are available within off-street locations, these facilities feel well managed and viable for short-term parking needs. The 2017 utilization counts indicate that, among customer-oriented parking options, availability is constrained during just a few hours during the weekday midday period with potential new constraints emerging with growing evening activity in certain areas. Monitoring availability at these times can be as simple as having parking enforcement officers note the time and location upon observing an on-street block that is fully occupied, or an off-street lot with just a few remaining spaces available.

If functional availability can be maintained, turnover and parking duration do not need to be actively managed. This is a significant advantage, as these measures are much more difficult to document and alter through management and regulation. By contrast, relative levels of availability can be measured through regular observation, and undesirable levels of availability can be addressed by adjusting pricing or time limits.

Expand Payment Accessibility as a Management Tool

What drivers tend to most resent about metered parking is not the cost, which is often quite modest compared to what is spent by a typical shopper/diner in a thriving downtown. While no one prefers to pay for something that they could get for free, what tends to most frustrate drivers is: 1) the fear of getting a ticket if their meter “runs out” and 2) the inconvenience of having enough coin change for the amount of parking they want/need. The first comment can be addressed using the enforcement recommendations outlined below. The second comment can be addressed through payment technology — smart meters and/or mobile payments — that accept credit cards and digital payments. Clear, visitor-focused signage that explains when and where this payment technology is available will help to ease visitors’ anxiety of being unable to pay for the full length of their parking

duration. Removing these barriers should be viewed as key steps toward using parking rates to maintain consistent availability among downtown's most high-demand spaces, particularly at during high-demand times.

Since 2016, the City has continued to improve parking technology and accessibility. All on-street parking meters have been replaced with new meters that accept *both* coin and credit card payment. Further, both Downtown garages are serviced by multi-meter payment machines accepting both coin and credit card payments.

Presently, the City is testing out a new parking meter app in a small area of Downtown that allows users to electronically extend the amount of time parked, set time limit notices, and determine available on-street parking spaces. In the near future, the City will extend this parking app technology to all of the Downtown. This feature is an excellent means to improve user experience and convenience.

Additional Enforcement Best Practices

Enforcement is essential to the effective management of public resources. Ideally, municipalities strive to both encourage parkers to visit and patron area establishments and enforce parking regulations.

Some options available for consideration include a “first-time forgiveness” approach whereby first-time violators are issued a warning. Similarly, a “courtesy” ticket system is an option by which the first ticket is \$0, but the coupled with an incremental fine structure. An incremental fine structure is another available enforcement method to help deter parking violations yet continue proper enforcement. Keeping the fine for first-time infractions very low while increasing the subsequent fines can help deter convenience-motivated drivers.

Any enforcement change considered should be done in conjunction with input from the Peekskill Police Department and Finance Department.

Monitor Performance

The following monitoring program is a recommendation to track pricing effectiveness and implemented management strategies. This is the only way to ensure that management is accomplishing the core objective of consistent availability among all parking options.

- Weekly visual assessments of availability along primary commercial blocks, and high-demand side-street blocks during midday peak-demand period (11 AM), as well as the Saturday evening peaks (7 – 9 PM).
- Quarterly system-wide counts of:
 - All on-street spaces and lots during midday peaks
 - All short-term lots during midday peaks
 - All long-term lots at mid-morning and mid-afternoon

Quarterly visual assessments of all spaces during a Friday evening or Saturday afternoon to monitor growth of parking demand, and availability constraints, at these times.

Monitoring is especially critical for permit facilities:

- To ensure oversell rates are optimal

- To offer monthly permits in support of new residential development

RECOMMENDATIONS

Increase Use of James Street Garage

Promote usage of upper levels (upper levels are generally observed to be empty at all hours of the day).

- Create a reduced-rate permit tailored for Downtown employees, valid only on upper floor(s) or roof levels.
- Expand metered parking area to the second floor to incentivize permit holders use upper floors, to free up additional spaces on the ground level for metered spaces.

Improve aesthetics and perceived safety

- Replace low-level lighting with higher wattage LED bulbs to create a more welcoming environment to parking patrons.
- Place a parking attendant or greeter at public entrances to both provide direction and answer any questions patrons may have during evening hours and on special event nights. The City may choose to further explore this recommendation with the Paramount Theater given the theater's high levels of activity and demand placed on City parking facilities.
- Improving the exterior aesthetic of the garage may increase its appeal. Possibilities include an artwork contest or painting all/select portions of the exterior. New landscaping can also increase the curb appeal, but selected plants or trees need to be suitable to the environment.

Improve Signage

- Add new exterior signage as part of overall branding and wayfinding scheme. New exterior signage should be consistent in color, shape, and size to all signs for public parking. Further, the exterior signage should clearly identify space allocation for permitted spots versus metered spots.
- Add new interior signage system as part of overall branding and wayfinding scheme. New interior signage should be consistent in color, shape, and size to indicate metered parking, permit parking, and handicapped parking. Interior signage should specify when payment is required and when weekday permit spaces are available for public use.

Improve Operations

- Remove usage of rearview mirror placards and replace with a decal window sticker system to ensure proper usage of permits. Field observations showed painted guardrails which did not match the rearview-mirror permit placards. Removing the mismatched color scheme will help reduce confusion of space allocation. This recommendation must be completed with coordination with the City Clerk's office.

Improve Access to Nelson Garage

Simplify permit nomenclature to help the City categorize and track permits on B and C levels of Nelson Garage.

- Presently, there are three categories for permits on Level C: NCR, YEAR, and YR/SN.
- On Level B, permits designated as 'BLOCK' and '24HR' should be consolidated into one name as their purposes are equal in nature.
- Because NCR and YEAR are identical in purpose, creating one (1) new category that includes both permits will help reduce confusion.

Increase Space Availability during High Demand Periods

- Make daytime permit spaces – especially those reserved for weekday/daytime purposes - available for public use during evenings and weekends.
- Make nighttime permit spaces available during the day (6AM to 6PM) for public use.
- Reallocate the number of dedicated library staff spaces based on observed demand, and provide new spaces available to the public after 6PM.

Signage Improvements

- Add new exterior and interior signage as part of overall branding and wayfinding scheme.
 - New exterior signage should be used to clearly indicate entrances available to permit holders and entrances available to the public. Signage should be consistent in color, shape, size, and messaging.
 - Interior signage should specify when payment is required and when permit spaces are available for public use. This is primarily important for the recommendations listed above in 'Increase Space Availability during High Demand Periods.'
 - Parking spaces that can become public during off-hour and weekend periods include reserved library parking, senior club parking, and 'Block' permits (6AM to 6PM).
 - At minimum, two (2) new interior signs should be placed with this information at public entrances.

Improve Aesthetics

- Replace low-level lighting with higher wattage LED bulbs to create a more welcoming environment to parking patrons.
- Color code spaces, columns, or other infrastructure features to clearly message the type of space (public, reserved, handicapped, etc.).

Increase Off-Hour Use of Permit Lots

These lots are available for public parking during evenings and weekends, but low utilization suggests that too few visitors realize this.

- Refine signage at permit facilities to identify times of public access (without a permit). This will help reduce pressure from on-street resources while allowing the James Street Garage to primarily serve long-term parkers.

- Lot O (City Hall) serves library patrons and city hall employees during the workday. After 6PM, however, the lot is available for public use without required payment.
- Connolly's/Birdsall/Lot G is the parking facility with the closest proximity to Downtown's "Restaurant Row" but is entirely allocated to permit parking. This facility is ideal for off-hour public parking due to its high-demand location.
- Half of the Valley Brook Lot supply is permit parking. Moving these permitted spaces into the James Street Garage will increase public parking availability. Proper signage indicating public parking after 6PM is necessary.

Implement comprehensive upgrades to Downtown wayfinding and signage system.

Presently, there are deficiencies in signage, information, and wayfinding that contribute to the uneven use of the parking system and perceptions of supply scarcity. The following changes and improvements to the wayfinding and signage system shown in Figure 18 are recommendations to improve visitor awareness of available parking supplies, parking regulations, and local destinations.

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Figure 18 Wayfinding and Signage Recommendations

Existing Conditions			Recommendations			
Sign ID	Sign Location	Sign Condition, Notes	Remove Sign	Replace/Install New Sign	Reposition Sign	Notes
WAYFINDING: PARKING						
Existing Signs						
Main/Nelson - NE corner	Directional arrow incorrect		X			Replace with MUTCD D4-1 30"x24" sign with arrow pointing left
South/Nelson - SW corner	Not consistent. Should match white background with green lettering		X			Replace with MUTCD D4-1 30"x24" sign with arrow pointing left
Nelson Garage south entrance	OK. Sign could be larger to indicate entrance is intended for public parking. Meter parking sign might cause confusion next to Public Parking sign		X		X	Make signage larger and clear that entrance off of Central Avenue is for public parking. Consider reposition the parking meter sign to street level
Main between Bank and S James	Not consistent. Should match white background with green lettering.	X				Sign should be removed. A new sign (MUTCD D4-1 30"x24" sign with arrow pointing right) should be placed closer to the Valley Brook Lot entrance
Park Street near James Garage Entrance	Not consistent. Should match white background with green lettering		X			Signs should be consistent in size, shape, color, arrow type/size, etc.
Main/James - NE corner	Directional arrow incorrect		X			Replace with MUTCD D4-1 30"x24" sign with arrow pointing left
Park/James- facing SB approach	Ok					
Park/James- facing WB approach	two directional arrows - should just be one (straight arrow) to James St garage		X			Replace with MUTCD D4-1 30"x24" sign with arrow pointing straight
Park/James- facing NB approach	two directional arrows - should just be one (left arrow) to James St garage		X			Replace with MUTCD D4-1 30"x24" sign with arrow pointing left
Additional Recommendations						
Nelson Garage west entrance			X			Consider replacing Public Parking lettering with illuminated/back lit letters
Nelson Garage internal signage	Inconsistent signage and not well lit.					Install new signage for permit holders at permit parking entrance
Brown/Bank	No indication of Bank St Public Parking		X			Review existing signage and develop consistent wording. Ensure signs are well lit
Park/Bank	No indication of Bank St Public Parking		X			Replace with MUTCD D4-1 30"x24" sign with arrow pointing left

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Existing Conditions			Recommendations			
Sign ID	Sign Location	Sign Condition, Notes	Remove Sign	Replace/Install New Sign	Reposition Sign	Notes
James Street Garage Entrance		No Public Parking Sign on entrance		X		Replace with MUTCD D4-1 Sign with arrow pointing right
Main / Division		No wayfinding as you enter gateway		X		Consider adding "Public Parking " sign to Garage entrance
Crompond/Broad		No wayfinding as you enter gateway		X		Install new signage for permit holders at both entrances to the James Street Garage
Park/Broad				X		Install MUTCD D4-1 30"x24" sign with arrow pointing left and right
WAYFINDING: CIVIC/CULTURAL						
Existing Signs						
Main/Nelson - SW Corner	Ok					Redundant in such a small area. Just have 1.
Main/Nelson - NE corner	Ok					Redundant in such a small area. Just have 1.
South/Division - SW Corner	Faded, Vandalized with stickers.			X		Replace sign
Main/Broad - NW Corner	OK. Slightly faded.					
Main/Broad - NW Corner	OK. Only 1 sign exists if for library in study area.			X		Consider adding one additional from west approach (e.g. Main Street @ Hadden St.
Crompond/Broad	OK, slightly faded			X		
Additional Recommendations						
Route 9 Ramps at Main Street	Paramount sign at SB ramps, but not at NB ramps.			X		Consider adding Paramount wayfinding sign at NB ramps.
	No signs for City Hall, Downtown Center, etc.			X		Consider adding Civic Signage at Ramps
Route 9 Ramps at Hudson Ave	Paramount sign small and across larger intersection			X		Consider adding new Paramount wayfinding sign at ramps that is more visible
	No signs for City Hall, Downtown Center, etc.			X		Consider adding Civic Signage at Ramps
Main/Decatur	There is a Paramount sign at Main/Decatur but then no additional wayfinding sign			X		Consider adding Paramount wayfinding sign to either turn on Nelson or to turn on Bank
TOTALS			1	22	1	24

Coordinate management to improve the overall parking experience.

Create a 'Comprehensive Parking Communications Plan' to guide visitors to their best-fit parking option.

Effectively communicating parking facility locations in relation to points of interest and transportation routes is essential when attracting and retaining tourists and visitors to the Downtown. A well-designed communication system helps support economic development and retain dollars spent in the community. A communications plan consists of information, wayfinding, and signage elements, reviewed below:

Information

The three essential pieces of information that must be clear for all parking options are:

- Hourly rates, as well as any variations on these
- Time limits
- Schedule of enforcement

This information should be provided and disseminated via multiple media, with a focus on informing drivers of their options before they arrive in Downtown. This can include information specifically on free parking, where and when it is available, which can both help shift peak demand to off-peak times and locations and reduce frustration among drivers expecting to find free parking where and when it is not an option. This could include private facilities that are available for free parking after-hours. Ideally, printed information materials should be distributed to Downtown merchants, who could give them to customers to assuage any potential concerns about being unable to find parking.

Signage

Clear and concise signage is the final piece of the Communications Plan. This signage should serve two primary functions. The first is to complement wayfinding, in providing essential details on parking options for drivers arrived with little or no information. By complementing effective wayfinding elements, this information can be visually discrete, and textually concise, while effectively guiding parking searches. The second function is to confirm to each driver that the space she/he has found is indeed priced and regulated as expected. Preferably, this happens without the drivers having to leave their cars.

The more all pieces of the Communications Plan work together, the more each element can be effective without creating informational overload or visual clutter.

Create a Downtown Parking Map (see Figure 19).

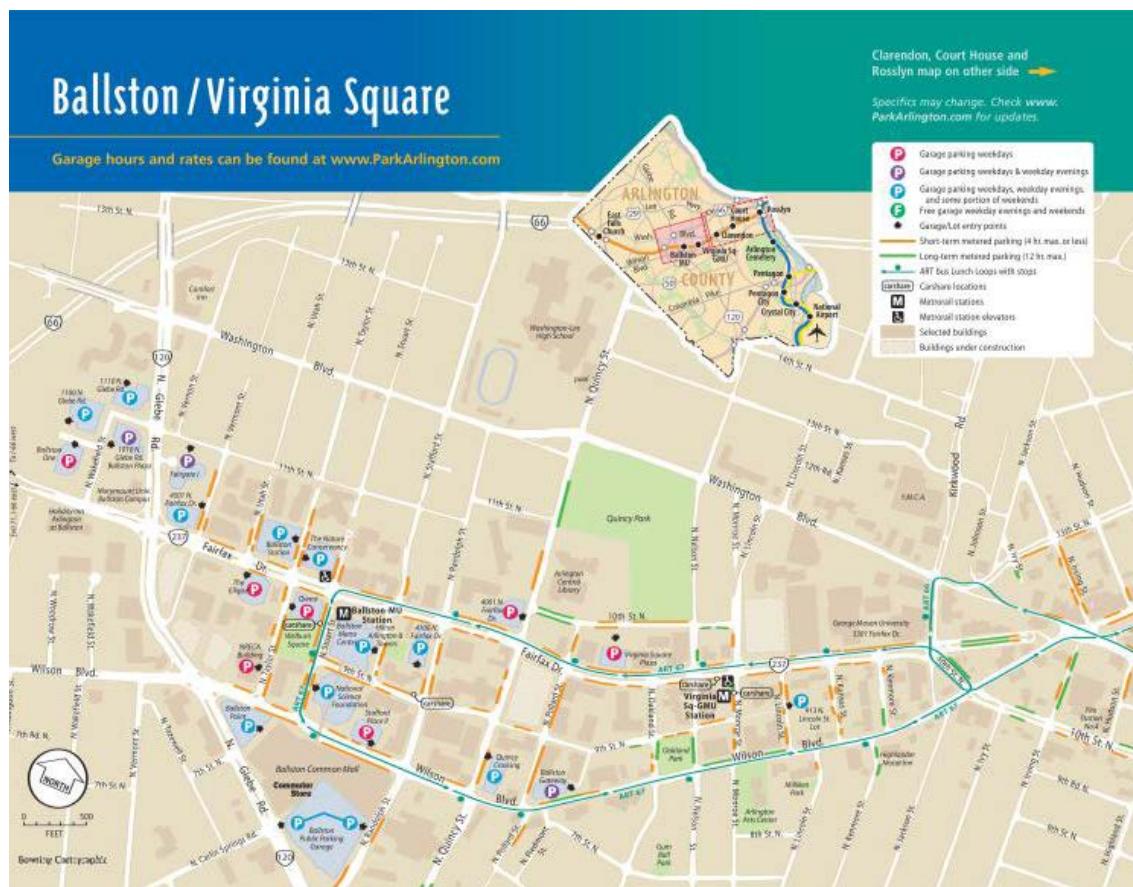
A Downtown Parking Map is an effective tool to communicate to drivers where the parking facilities are located, parking rates, and proximity to nearby attractions and destinations. The City would greatly benefit from a Downtown Parking Map that can be displayed on City and partner organizations' websites, provided to major destinations/attractions in the Downtown (e.g. Paramount Theater, HRHCare, Business Improvement District, Chamber of Commerce, etc.), displayed in a kiosk, and placed in City Hall.

Map recommendations are provided below:

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- Include all on- and off-street parking locations with regulations and hours of enforcement.
- Clearly mark permit facilities that offer public access during evenings and weekends.
- Mark transit routes and stops,
- Provide via printed handouts/kiosks and Peekskill website
- Locate major destination points such as City Hall, Field Library, Court House, 'Restaurant Row', Paramount Theater, etc.

Figure 19 Example: Downtown Parking Map, with Parking Options and Time Limits (Arlington, VA)



Wayfinding

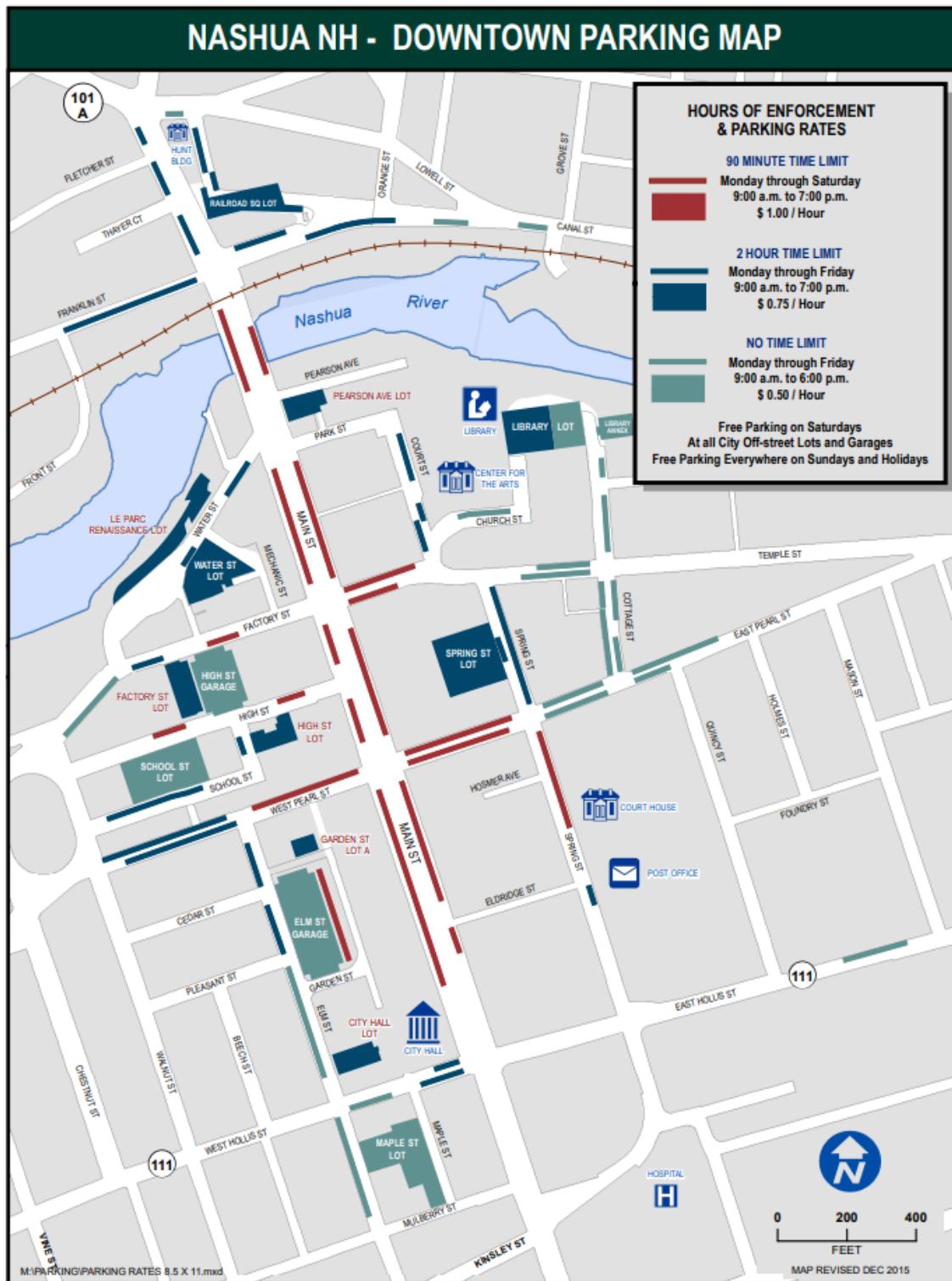
Wayfinding is a means of providing intuitive visual cues and information to drivers, upon arrival. The first objective of wayfinding, therefore, should be to reinforce information provided to drivers before they arrived, and direct them to their parking option of preference. At the same time, effective wayfinding can provide visual information that suggests parking opportunities and guide drivers toward their "right fit" options, even if they knew nothing of these options before arriving.

This can include varying meter types or markings that correspond to pricing and/or time limits, and branding off-street locations that accommodate hourly parking. Better identifying Downtown parking facilities that cater to hourly parking should be part of the Communications Plan as well.

Figure 20 Pedestrian-Oriented Wayfinding in Hartford, CT



Figure 21 Downtown Parking Map in Nashua, NH



Specific Wayfinding Improvements

Based on the City's signage inventory, there is a need for additional parking and civic/cultural signage in Downtown Peekskill tailored towards the most popular destinations and the pedestrian experience in Downtown. Signage pointing towards destinations like the public library and the Paramount Theater do exist, but they are scaled and tailored for visibility by people driving cars, and not necessarily people walking around Downtown. Of the two signs along Division Street which provide a map for pedestrians in Downtown Peekskill, they are dominated by legend and index text, which is at the expense of the maps' graphical elements being visible or eye-catching to passersby. Opportunities for improving upon the existing cultural and civic wayfinding system include:

- Add pedestrian-scaled orientation maps for Downtown. These may be placed at the pedestrian exits of municipal parking facilities, the Metro-North station, and centrally located Downtown sidewalks and corners.
- Destination-oriented signage that profiles the walking times and distances between major Downtown locations.
- Additional directional signage to re-orient people walking back to the Peekskill Metro-North Railroad station after visiting Peekskill for the day or evening.
- Improved/additional signage for vehicles entering downtown
- Standardized directional arrows on all new and existing signage

Clear, consistent wayfinding & signage is less costly than building new parking supplies. Improve wayfinding and signage for tourists and visitors to reduce parking anxiety and effectively manage parking supply. Consider all decision points along the driver's route, including:

- Establish sense of arrival to Peekskill and Downtown
- Locate available public parking upon arrival
- Awareness of available parking capacity
- Clearly denote price, hours of enforcement, and method of payment.
- Install clear signage with the parking facility's name and location upon exiting (and re-entering) parking facility as a pedestrian
- Distinguish shopper/customer spaces within lots
- Add messaging to identify free evening and weekend parking
- Guide pedestrians back to their cars
- Provide drivers with directions back to major access routes upon exiting parking facility
- Add directional signage towards New York State Routes and U.S. Highways at the exits of City-owned parking facilities.

The placement of permit information should be secondary to short-term, visitor-oriented information, because visitors may be unfamiliar with their parking options; most permit users are already familiar with their options. Because of the volume of information and complexity regarding permit options, it may be more useful to direct interested parties to a phone number or website for permit-related information.

Increasing the prominence and visibility of signage within parking garages and lots to concise communicate when spaces are available to the public – rather than just where members of the public cannot park – will increase the public's awareness of an available supply. Therefore,

Figure 22 serves as an example of signage that is poorly tailored to visitors, while Figure 23 through Figure 25 are best practices for visitor-oriented parking signage.

Install "Park Once" Signage with Clear, Visitor-Focused Messaging

Easy to read and understand parking and wayfinding signage is a critical component of deciphering a parking system. Signage that effectively guides motorists to on and off-street parking avoids excessive cruising and driver frustration. A wayfinding program should encourage a "park once" or "park and walk" environment, focusing not just on getting cars into the parking facilities, but getting people to visit multiple Downtown destinations on foot without moving their cars between destinations. In addition to parking facilities, signage should identify key sites of interest, area businesses, social activity centers, municipal buildings, and other points of interest, plus direct patrons to pedestrian pathways around Downtown. Three components of signage and information in Downtown Peekskill are:

- **Before You Arrive:** Making parking information available for visitors and customers before arriving to Downtown Peekskill will allow parkers to plan their trips ahead of time and find parking with ease. Having a single, simple map posted on the City's website, downtown restaurants and shops' web pages, and posted at other activity centers, will provide a consistent informational map for Downtown Peekskill (see Figure 19). Off-street parking lots and garages should have consistent branding on the website as well as on site, so drivers can easily recognize the facilities.
- **At Your Arrival:** Today, when you arrive in Downtown, there are a few parking signs posted, but they are small, inconsistent, and often placed in obscure locations which make it difficult to navigate to parking. Signage should be clearly visible, designed consistently, placed in strategic locations, and should provide clear guidance to and from parking locations (see Figure 24 and Figure 25).
- **During Your Stay:** Pedestrian-oriented signage that includes information about parking locations and other attractions helps orient and enhance the downtown experience for all users. Providing clear pedestrian signage helps to create and promote a "park once" district, allowing customers to park once and walk to multiple locations on foot. To do so, creating clear and visible pedestrian signage to both local destinations and to and from parking locations is critical (see Figure 20). The municipal public garages should have easy-to-read entrance signs and exit signs (Figure 25).

Figure 22 Poor Signage that Fails to Communicate with Visitors (Darien, CT)

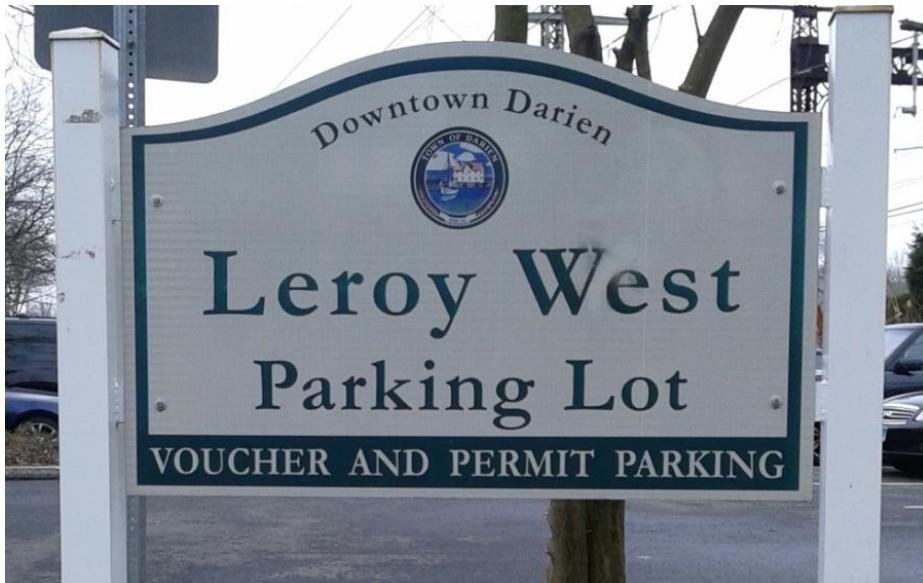


Figure 23 Best Practice in “Park Once” Branding



Figure 24 Best Practice in Visitor-Focused Parking Signage

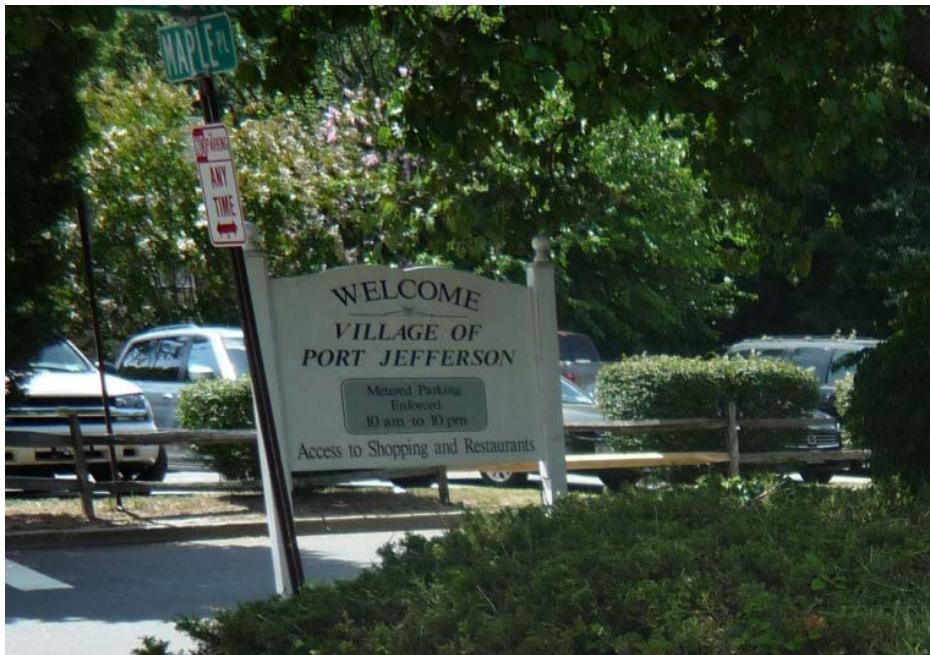


Figure 25 Examples of Clear, Visitor-Focused Wayfinding and Signage with Parking Information



Optimize the value of off-street parking resources

Structured parking in established, walkable downtowns is very expensive, with construction costs starting at around \$30,000 per space for a stand-alone facility of modest design. Structured facilities also consume highly valuable downtown real estate. Therefore, capturing the full capacity/value of existing off-street parking resources is essential before supply expansion investments should be considered. Not only will this save money, it will facilitate the development of higher and better land uses, and support walkability by avoiding new driveways, turning movements, and traffic associated with a new parking facility.

Remove License Plate Signage in Downtown Lots

- The existing signage denoting reserved spaces by license plate is not only confusing but is off-putting to public parkers seeking available space. Drivers tend to search elsewhere when they see license plate reserved spaces. This is a concern for the Downtown given a majority of these types of spaces are available during the evening hours and on weekends. Appropriately signing these spaces will optimize the value of centrally located off-street parking facilities.
- This opportunity was a strong recommendation from the Stakeholder Meeting.
- This effort must be coordinated with the City Clerk's Office.

Limit 24/7 parking permits to residents

- The “24-hour” permits sold at Nelson and James Garages allow access 24 hours a day, 7 days a week; however, a large percentage of these permits are primarily for workday usage.
 - This change would enable greater opportunities for public parking in permit spaces during off-hours and allow more efficient utilization of existing parking resources.
 - This permit category should be discontinued, with these permit holders transitioned to either day or night permits, according to their preference.

Make it clear when and where permit parking can be used as hourly parking

- There is far more parking available to visitors than realized during the evenings and weekends. This scarcity perception is a problem. One of the most prominent solutions to promoting available capacity is *proper signage* and *coordinated information* directed towards visiting parkers.
- Signage should make clear when permit facilities and spaces are available for public parking.

Promote locations and times offering longer-term parking

- In the last six months, the James Street Garage and Nelson Avenue Garage meter limits were extended to 12 hours (6 AM to 6 PM).
 - This is particularly important for students at Westchester Community College who park on-street.
 - Further, Stakeholders noted that many WCC classes’ durations exceed the 2-hour on-street metered parking time limit. As such, WCC students are better served parking in the garages where time limits are up to 12-hours [upper floors of the James Street garage are not metered for further convenience to students].

IMPLEMENTATION PHASING

These recommendations are phased to ensure that implementation proceeds in a successful and orderly way. A phased action plan will help the City navigate any challenges that emerge with implementation. Short-term actions are the highest-priority items that can be implemented fairly quickly, beginning immediately after the study's adoption by the City. Long-term actions may require additional study, funding, or resources to implement. Long-term actions may have somewhat lower priority with respect to the most urgently needed parking and wayfinding/signage improvements. The recommended phasing is discussed below.

Figure 26 Recommendations Implementation Phasing

Facility	Recommendation	Short-Term Actions	Long-Term Actions
James Street Garage	Promote usage of upper levels	Create a reduced-rate permit tailored for Downtown employees, valid only on upper floor/s or roof levels.	Create a reduced-rate permit tailored for Downtown employees, valid only on upper floor/s or roof levels.
		Expand metered parking area to the second floor to incentivize permit holders use upper floors, to free up additional spaces on the ground level for metered spaces.	
	Improve aesthetics and perceived safety	Replace low-level lighting with higher wattage LED bulbs to create a more welcoming environment to parking patrons.	Improve exterior aesthetics/features through landscaping or public art elements.
		Place a parking attendant or greeter at public entrances to both provide direction and answer any questions patrons may have during evening hours and on special event nights.	
	Improve signage	Add new exterior signage as part of overall branding and wayfinding scheme.	
		Add new interior signage as part of overall branding and wayfinding scheme.	
	Improve operations	Install a permanent tag system (placards), and ensure tag system and signage are aligned.	
		Remove painted guiderails	

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Facility	Recommendation	Short-Term Actions	Long-Term Actions
Nelson Avenue Garage	Simplify permit nomenclature.	Consolidate permit categories and subcategories.	
	Increase space availability during high-demand periods	Make daytime permit spaces – especially those reserved for weekday/daytime purposes - available for public use during evenings and weekends.	
		Make nighttime permit spaces available during the day (6AM to 6PM) for public use.	
		Reallocate the number of dedicated library staff spaces based on observed demand, and provide new spaces available to the public after 6PM.	
	Improve signage	Add interior signage specifying when payment is required and which permit spaces are available for public parking during off-hours.	
Municipal Lots	Increase off-hour use of permit lots	Provide signage that indicates when lots are open to the public and when/if meters are enforced.	
Off-Street Resources	Optimize the value of off-street parking resources.	Remove license-plate signage in Downtown lots.	
		Discontinue 24/7 parking permits.	
		Make it clear when and where permit parking can be used as hourly parking.	
On-Street Resources	Use performance-based management to seek consistent availability, in all areas, even at peak times.		Set rates based on demand
			Align meter schedules with demand patterns (including evening and weekend pricing)
			Ease time limits on metered parking, especially during evenings.
			Consider progressive meter rates (2 nd hour costs more than the 1 st , etc.)

OTHER LONG-TERM RECOMMENDATIONS

As the City and its Downtown continues to grow and develop, there will inevitably be additional demand placed on parking infrastructure. The following recommendations are devised as long-term opportunities to help manage demand through creative platforms. These policies should be fully explored and vetted by the appropriate City agencies and stakeholders prior to implementation.

Peekskill's on-street parking facilities function exceptionally well and experience good turnover rates. As such, the City can consider exploring demand management strategies for optimizing both on-street and off-street resources.

Improve availability of on-street parking

Use performance-based management to seek consistent availability, in all areas, even at peak times.

- Charge more for spaces that are in highest demand, as evidenced by constrained availability during busy times.
- Charge less for less popular locations, as evidenced by ample availability when other locations are full.
- Increase rates where/when demand is greater than supplies.
- Align meter schedules with demand patterns (including evening and weekend pricing).
- Ease time limits on metered parking, especially during evenings.
- Consider progressive meter rates (2nd hour costs more than the 1st, etc.).

Improve availability of off-street parking

Similar to the on-street approach, off-street parking rates can also reflect demand to redistribute demand more evenly across all parking options.

- Increase price where/when availability is lacking such as on special event nights, weeknights, and weekend evenings to capture high activity uses in the Downtown. This includes aligning meter enforcements to extend to include evenings and weekends.

Shared-parking between businesses

- Consider public-private partnerships/arrangements, to the extent feasible, in which existing privately-owned surface lots can be opened up to the public as an overflow facility during peak utilization periods (such as evenings and special events with street closures). A well-defined price scheme, signage, enforcement, and management system must be established in order to be successful.
- Options might include the Chase Bank Lot, the Elk's Lodge, and Assumption Church parking lots.

Update the Zoning Code as Related to Parking Requirements

Peekskill's Historic Downtown is a walkable urban fabric replete with specialty dining venues, boutique retail and service industries, entertainment venues, and artisanal gallery and workshop spaces that aid to redevelopment strategies of recent and present times. As the City continues to

receive and evaluate significant infill (re)development proposals, parking regulations in the Downtown core should more accurately reflect true market forces and provide area-wide solutions.

Parking Minimums v. Maximums

Currently, the City's zoning code includes parking minimums, which requires most projects to provide a minimum number of on-site parking spaces¹⁰, which contribute to sprawled landscapes, degraded urban design, and reduction in overall walkability. On the other hand, exploring parking maximums is beneficial to reduce the amount of land dedicated to on-site parking, complement areas with available transit options, and encourage shared-parking schemes. This practice is a reinforcement of smart growth development principles and aids in the (re)creation of healthy downtowns.

Incentivized Zoning

Incentivized zoning is a strategy to balance growth/development while achieving livable, sustainable outcomes. As such, it mimics an exchange program whereby zoning regulations includes provisions for development benefits in exchange for community benefits. An example might include incentivizing reduced parking requirements for a new development project in direct exchange for community benefits gained from a LEED-certified building or creating a new bus stop.

In-lieu of Fee Structure

This structure requires developers pay into a *dedicated parking fund* rather than build on-site parking spaces when a municipality can provide common parking facilities. Funds received via the in-lieu fee program are strictly tied to a dedicated public benefit program with a dedicated budget appropriation line for public parking improvements, roadway improvements and redesigns, transportation alternatives, building height and/or density programs, and other Downtown community improvement projects.

It is important that a parking value appraisal be done to set in-lieu fees appropriately.

¹⁰ The Peekskill Planning Commission retains authority to waive parking if an application can substantiate parking capacity, shared parking, or proximity to a structured parking facility for certain districts and uses.

CONCLUSION

In the coming years, the City of Peekskill will face mounting pressures to improve parking and access conditions within Downtown as development intensifies and parking demand increases. With limited land availability in Downtown Peekskill, more small-scale infill development and adaptive reuse projects are likely to convert some existing privately-owned parking lots to other, more active uses, placing greater strain on Downtown's publicly available parking supplies.

Downtown's most vibrant commercial corridors, Division and Central/Park Streets, already see the City's highest parking demand, for both on-street parking and the most proximate off-street facilities. At high-demand locations and during high-demand periods (e.g. Saturday evenings near the Paramount Theater), parking space availability may be lacking, particularly at the curbside and in the most popular off-street lots (e.g. Lot K, Bank Street Extension Lot). However, parking demand is not evenly distributed across all City-owned off-street facilities. Unclear and consistent wayfinding and informational signage at some facilities contribute to this imbalance in parking demand, causing significant parking supplies to remain underutilized even during high demand periods.

Parking challenges in Downtown Peekskill are not a result of insufficient supply, but rather of parking management. Ample parking supplies remain in facilities like the James Street and Nelson Avenue Garages, especially during evening peak periods when most permit-holders have vacated their spaces. Several key parking management strategies are available to help correct the demand imbalance between the most and least-utilized parking facilities and improve access to Downtown for its residents, employees, visitors, and patrons. These strategies include, but are not limited to:

- Comprehensive communications plan for visitors, including wayfinding, signage, and information elements that effectively direct visitors and short-term parkers to the parking facilities that best suits their needs.
- Upgraded aesthetics and signage at James and Nelson Garages to improve access to and usage of these facilities.
- Increased use of public parking in the permit parking areas of municipal lots and garages during off-hours (i.e. evenings and weekends for day-use permits).
- Optimize the value of off-street parking resources by discontinuing the use of license-plate-based permit parking and using clear signage to indicate when public parking is available in permit facilities during off-hours.
- Performance-based parking management, an approach that creates tiered parking rate zones to achieve space availability goals, with higher rates in high-demand, centrally located zones and lower rates in peripheral areas with lower demand.

In order for Peekskill to continue thriving as a hub of historic, cultural, artistic, and economic activity, a comprehensive and technically-derived action plan will well-serve the City as it continues to optimize parking resources and effectively communicate parking availability and area-wide wayfinding.