



Armonk Parking Study

Town of North Castle

Final Report

April 2020

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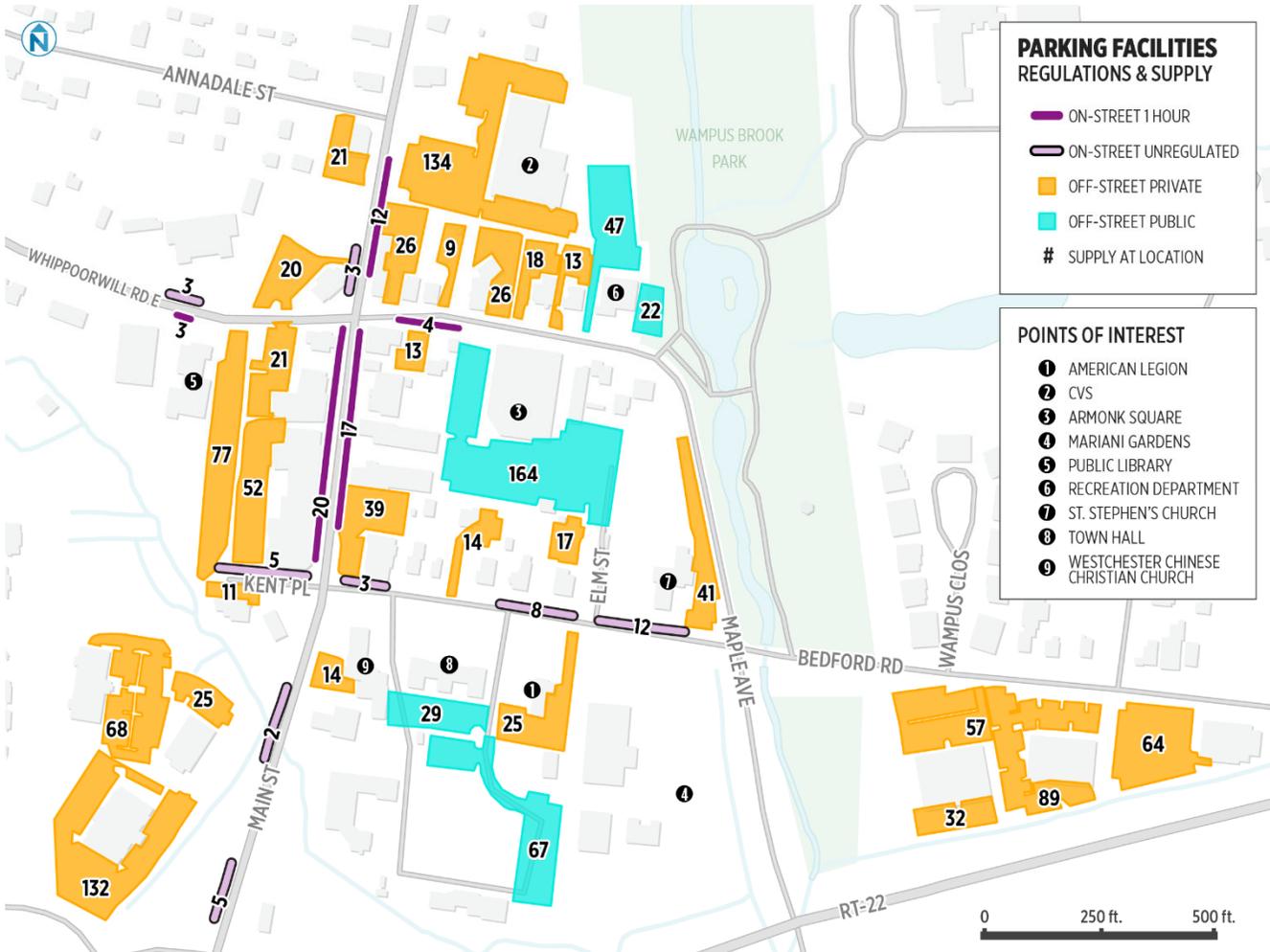
Existing Conditions Assessment

Existing Conditions

Parking Supply

Central Armonk

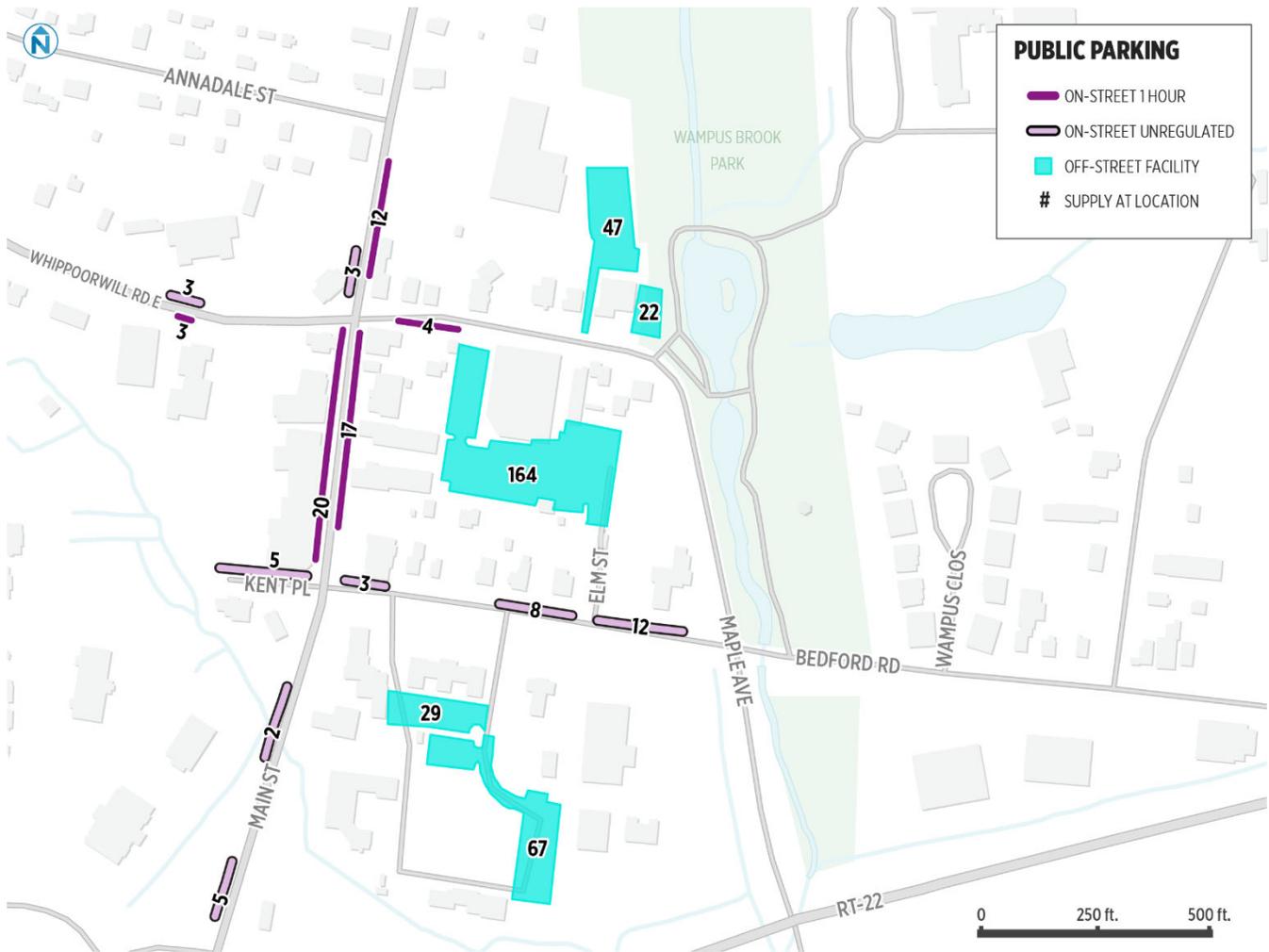
Figure 1 Regulations and Capacity – Central Armonk



Combined, there are nearly 1,500 spaces in central Armonk, including on-street spaces, privately owned and managed off-street parking spaces, and Town managed off-street parking spaces. Most spaces in central Armonk (nearly 1,100 in total), are privately owned and managed off-street spaces that are provided for customers at commercial establishments, and employees and visitors to office buildings of various sizes.

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Figure 2 Public Parking Facilities in Central Armonk



The Town manages 97 on-street and 479 off-street parking spaces in central Armonk. Over 55 of the on-street spaces have a 1-hour time limit, and the remaining on-street spaces are unregulated. Town-managed off-street spaces are heavily concentrated between Maple Avenue and Bedford Road, though there are nearly 100 spaces south of Bedford Road behind Town Hall. Many of the Town-managed off street spaces are not time-regulated, however about 120 of the spaces in the Armonk Square Lot have 2-hour time limits, and about 40 of the spaces have a 12-hour time limit that can be extended to overnight with a permit. There are no parking meters at Town-managed spaces, and all are currently provided free of charge.

Figure 3 Central Armonk Supply Overview

Parking Type	Central Armonk Supply
On-Street Time Limited	56
On-Street Unregulated	41
Off-Street Private	1,147 ¹
Off-Street Public	329

¹ Includes the 242 spaces located east of Maple Avenue and Wampus Brook Park

Old Route 22

Combined, there are over 400 parking spaces in the Old Route 22 area, including 55 on-street spaces.

Nearly all of the off-street capacity is provided by, and for, the commercial and residential properties in the area. There are no parking meters or time limits, and all commercial spaces are currently provided free of charge.

Figure 5 – Old Route 22 Supply Overview

Parking Type	Supply
On-Street Unregulated	55
Off-Street Private	362

Parking Utilization

Data Collection

Central Armonk

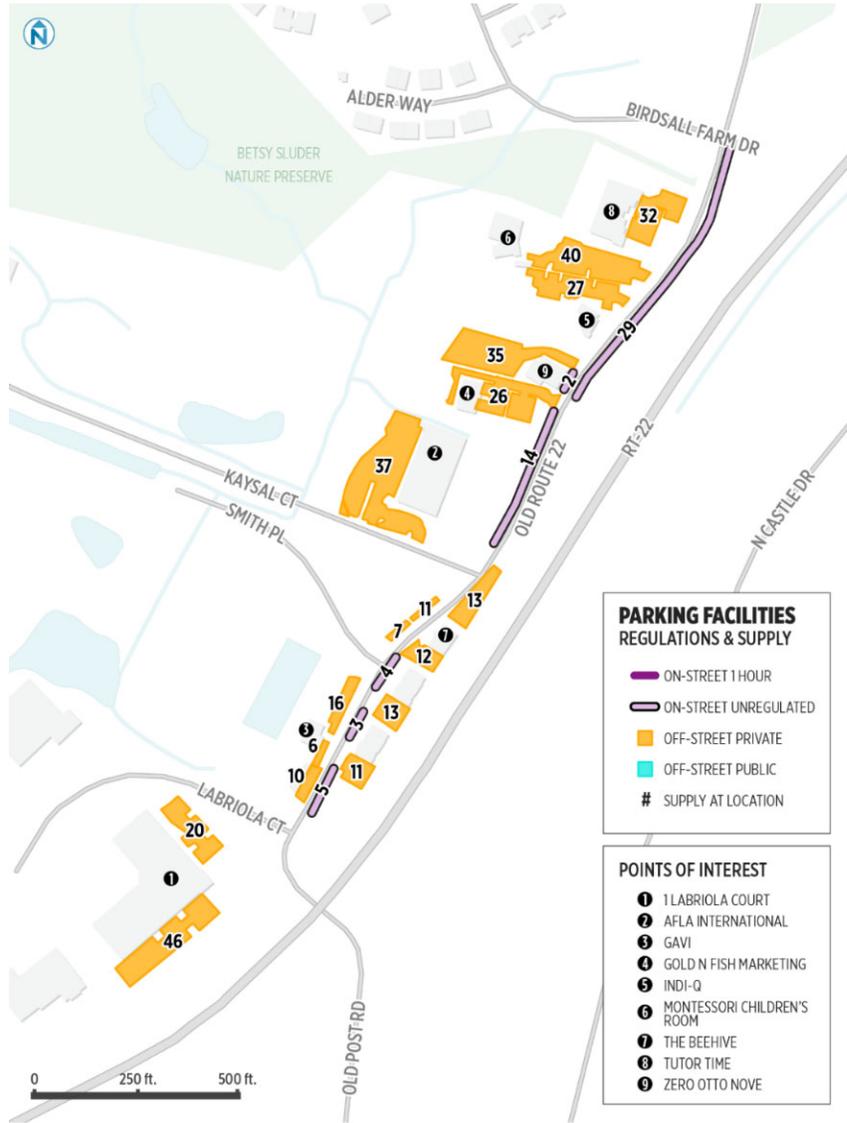
Parking utilization data was collected in central Armonk on Monday, September 16, 2019, and on Thursday, November 7, 2019. On Monday, September 16, 2019, from the late-morning period to the late afternoon period, bi-hourly utilization counts were taken on all facilities, while hourly counts to track duration were completed on selected core facilities

between Maple Avenue and Bedford Road. This data was supplemented by modeled demand estimates for Broadway North Pizzeria, which was closed for renovation at the time of data collection. These additional demand figures were then distributed throughout the facilities most likely to be used by Broadway North Pizzeria Customers and staff. On Thursday, November 7, 2019, utilization counts were taken during the mid-day peak period. As Broadway North Pizzeria had reopened by this date, no additional modelled demand was included.

Old Route 22

Parking data in the form of hourly utilization surveys was collected on all facilities in the Old Route 22 area on the evening of Saturday, September 14, 2019.

Figure 4 Regulations and Capacity – Central Armonk



- PARKING FACILITIES REGULATIONS & SUPPLY**
- ON-STREET 1 HOUR
 - ON-STREET UNREGULATED
 - OFF-STREET PRIVATE
 - OFF-STREET PUBLIC
 - # SUPPLY AT LOCATION
-
- POINTS OF INTEREST**
- 1 LABRIOLA COURT
 - 2 AFLA INTERNATIONAL
 - 3 GAVI
 - 4 GOLD N FISH MARKETING
 - 5 INDI-Q
 - 6 MONTESSORI CHILDREN'S ROOM
 - 7 THE BEEHIVE
 - 8 TUTOR TIME
 - 9 ZERO OTTO NOVE

Understanding Parking Utilization

When considering the mechanisms, options, and means towards improving the parking system's efficacy, it is important to understand the color-coded designations used to display the utilization of parking in the maps displayed in the findings sections. When considering the findings, it is important to take note of the daily progression of utilization figures, not just the absolute peaks.

Less than 70% (Blue) – Strategies for encouraging use should be considered

- 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) – No Change is Recommended

- 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% (Yellow) – Use discretion, but make changes if consistently in this category over many time periods, or if adjacent to 95% facilities

- 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) – Strategies to reduce or redistribute demand are strongly encouraged

- Parking demand is at or exceeding capacity
- Resources that consistently perform at this level will generate common perceptions of lack of parking options

Central Armonk Findings

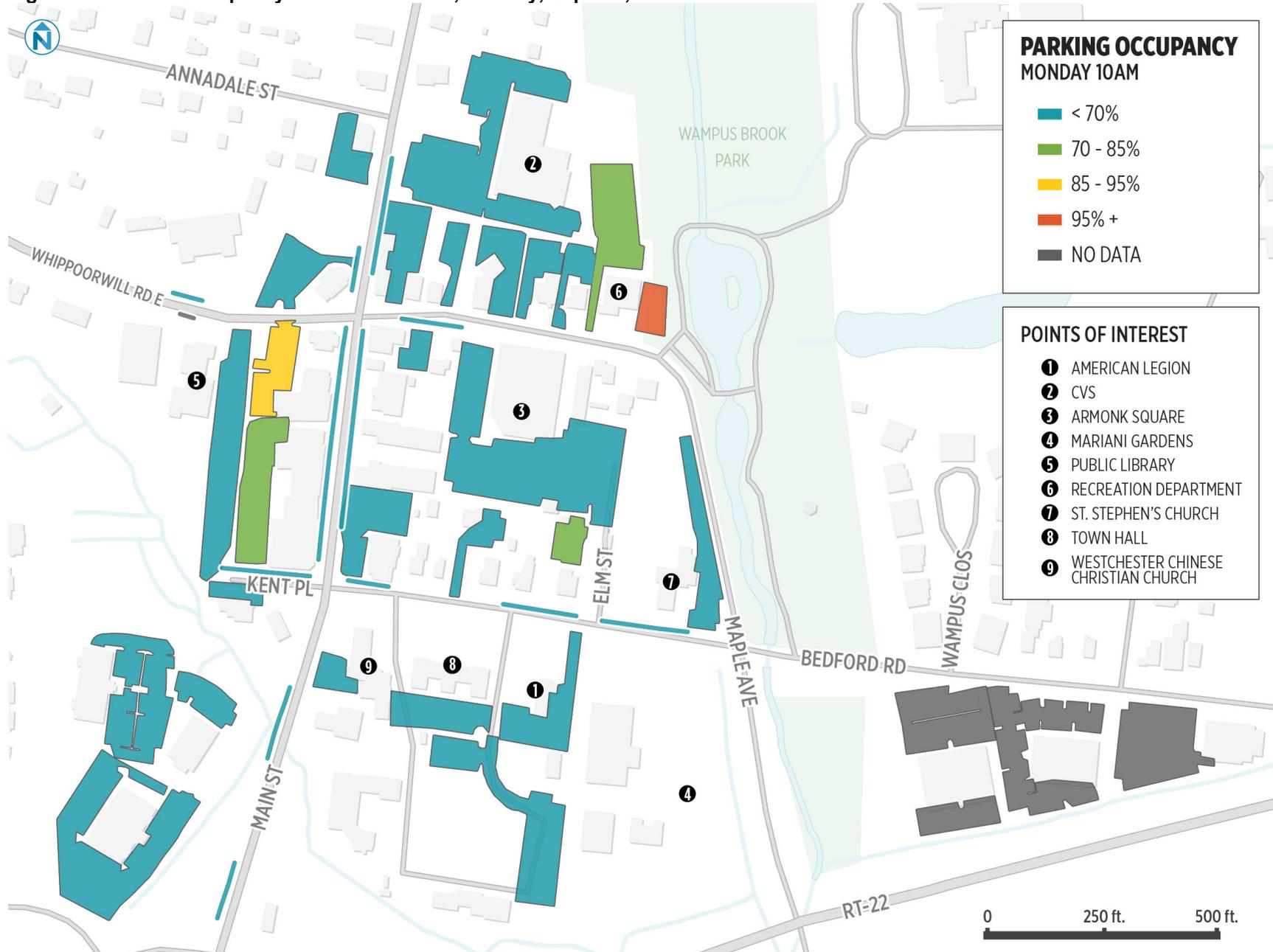
Key findings for system-wide demand of Central Armonk's parking facilities include the following:

- On-street facilities in the downtown commercial core appear popular among users, particularly on Main Street segment between Maple Avenue and Bedford Road. However, the one-hour time limits are proving effective at preventing these segments from becoming overutilized. Users also appear to be following time limits without issue.
- The Armonk Square lot and core on-street segments on Main Street, Bedford Avenue, and Maple Avenue “heat up” during the 11am-1pm lunch period before cooling off again by 2pm, which suggests that these spaces are the most desirable spaces for the users that make up the lunchtime peak surge.
- Outside of the core facilities, most off-street facilities are consistently underutilized across all mid-day hours.
- Employee parking, and that of other users that are staying for longer periods of time, are making use of the other lots to the rear of the commercial activity on the west side of Main Street, and do not appear not making extensive use of the Armonk Square lot or the Lenny's North lot.
- Delivery trucks and other commercial vehicles are often taking up multiple parking spaces, and obstructing lanes, in core facilities, including during peak times in key facilities such as the Armonk Square lot and on-street spaces on Main Street.
- Despite spaces having mostly 2-hour time limits, most users of the Armonk Square lot are only staying for about one hour or less
- Reserved spaces are limited, but many, particularly the North Castle Public Library spaces, remained in use for most of the day.
- In terms of duration, Armonk's core facilities are generally operating at levels consistent with the land use context and parking regulations. On-street segments and off-street facilities east of Main Street are overwhelmingly being used for short visits of about 1 hour or less, and are turning over at a high rate, particularly on Main Street. Off street facilities west of Main Street, where there are no time limits, have a much higher rate of all-day parkers.
- Of about 900 vehicles observed parking in the core facilities throughout the day, only about 20 were observed parking in the same facility more than once.

The geographic patterns documented from utilization and duration survey data are presented via the series of maps on the following pages.

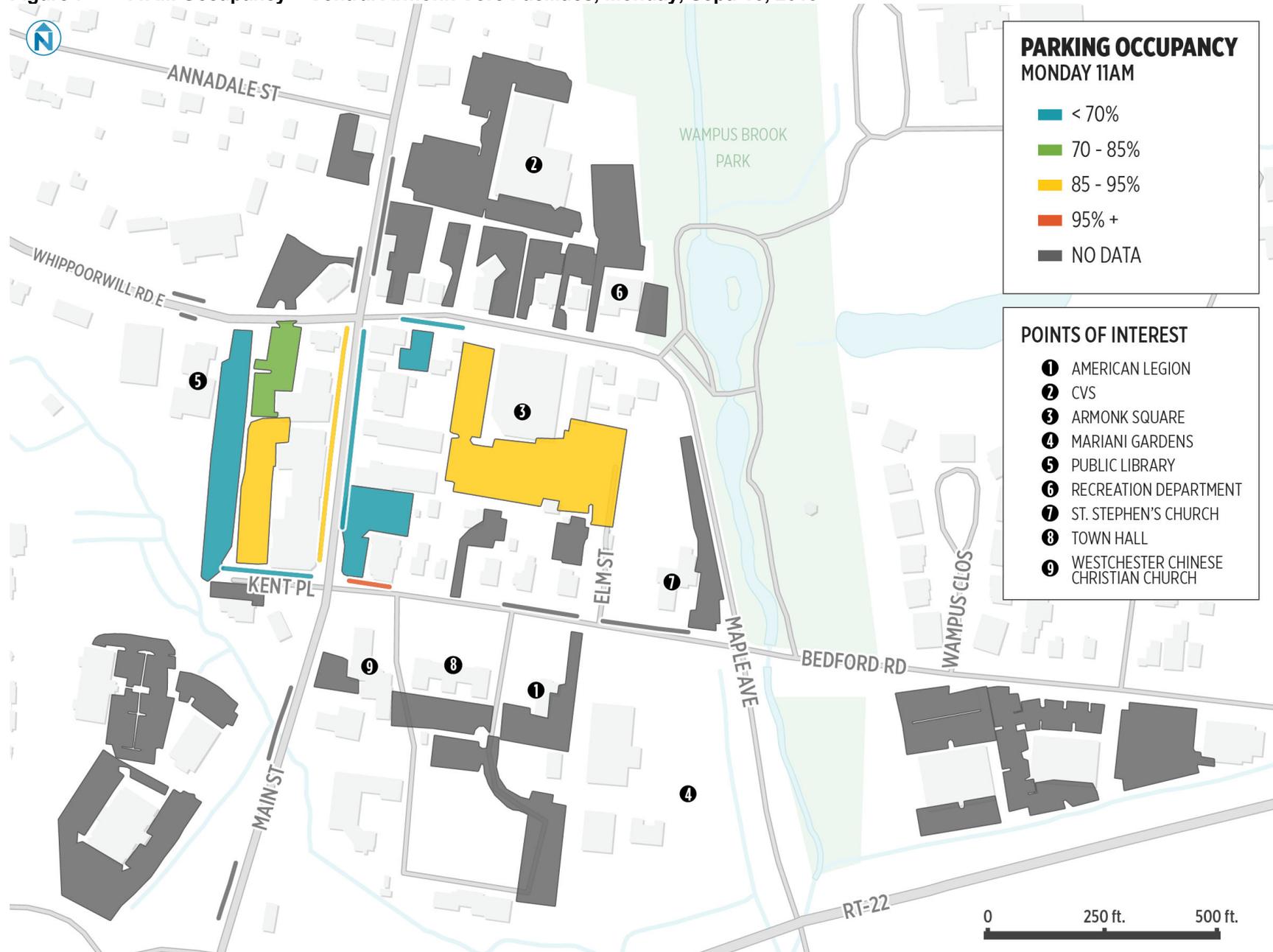
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Figure 6 10AM Occupancy – Central Armonk, Monday, Sept. 16, 2019



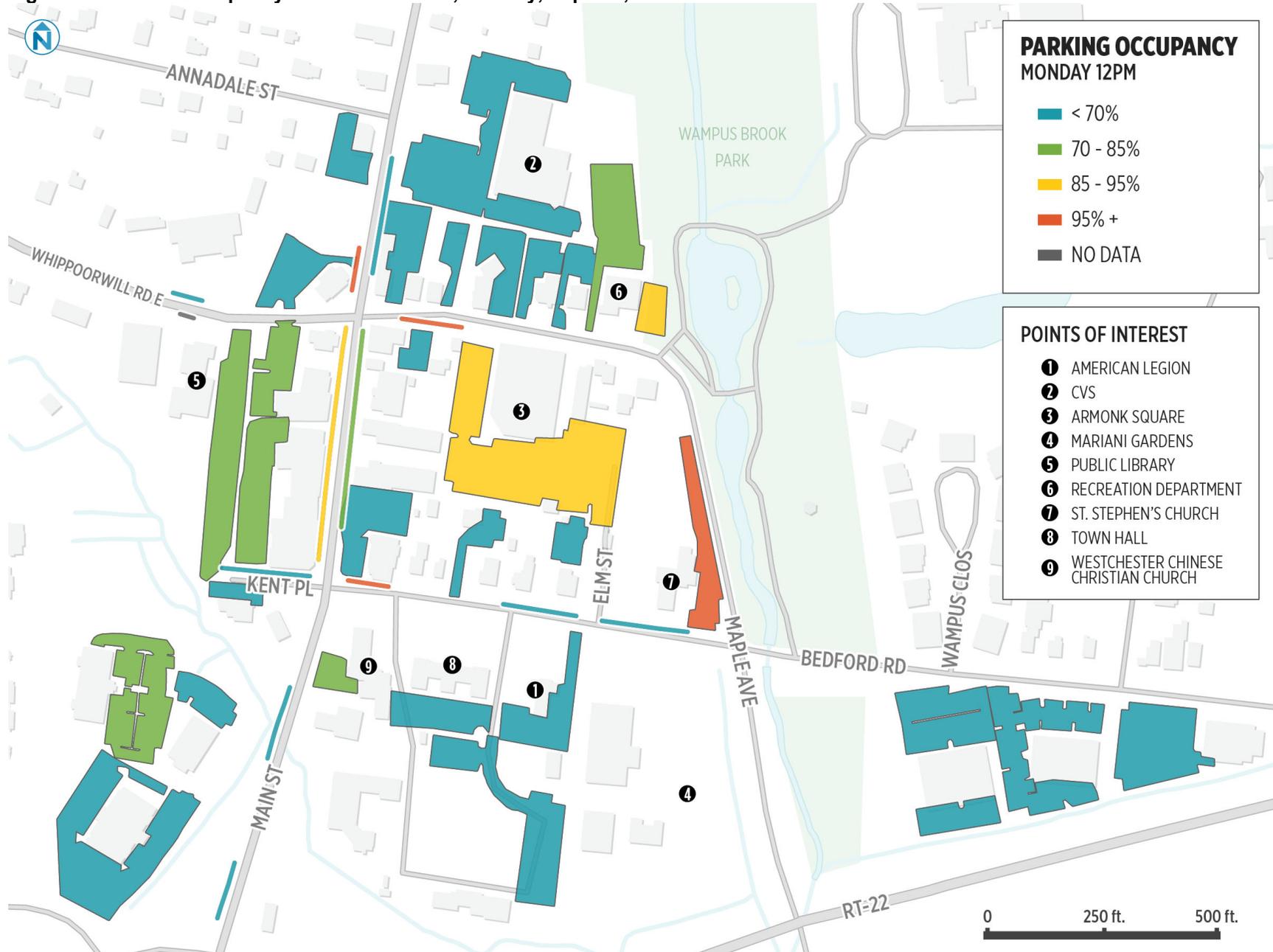
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Figure 7 11AM Occupancy – Central Armonk Core Facilities, Monday, Sept. 16, 2019



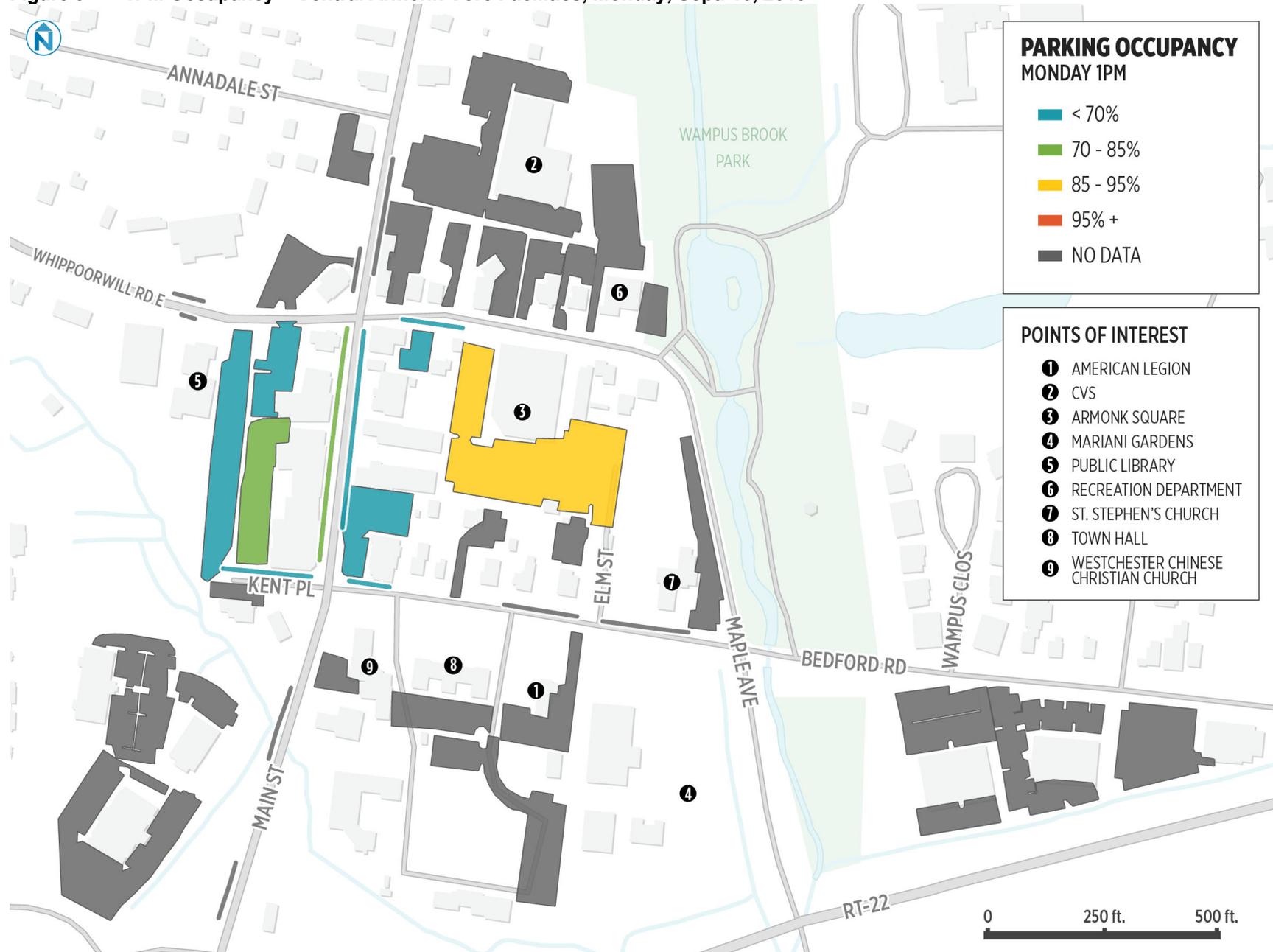
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Figure 8 12PM Occupancy – Central Armonk, Monday, Sept. 16, 2019



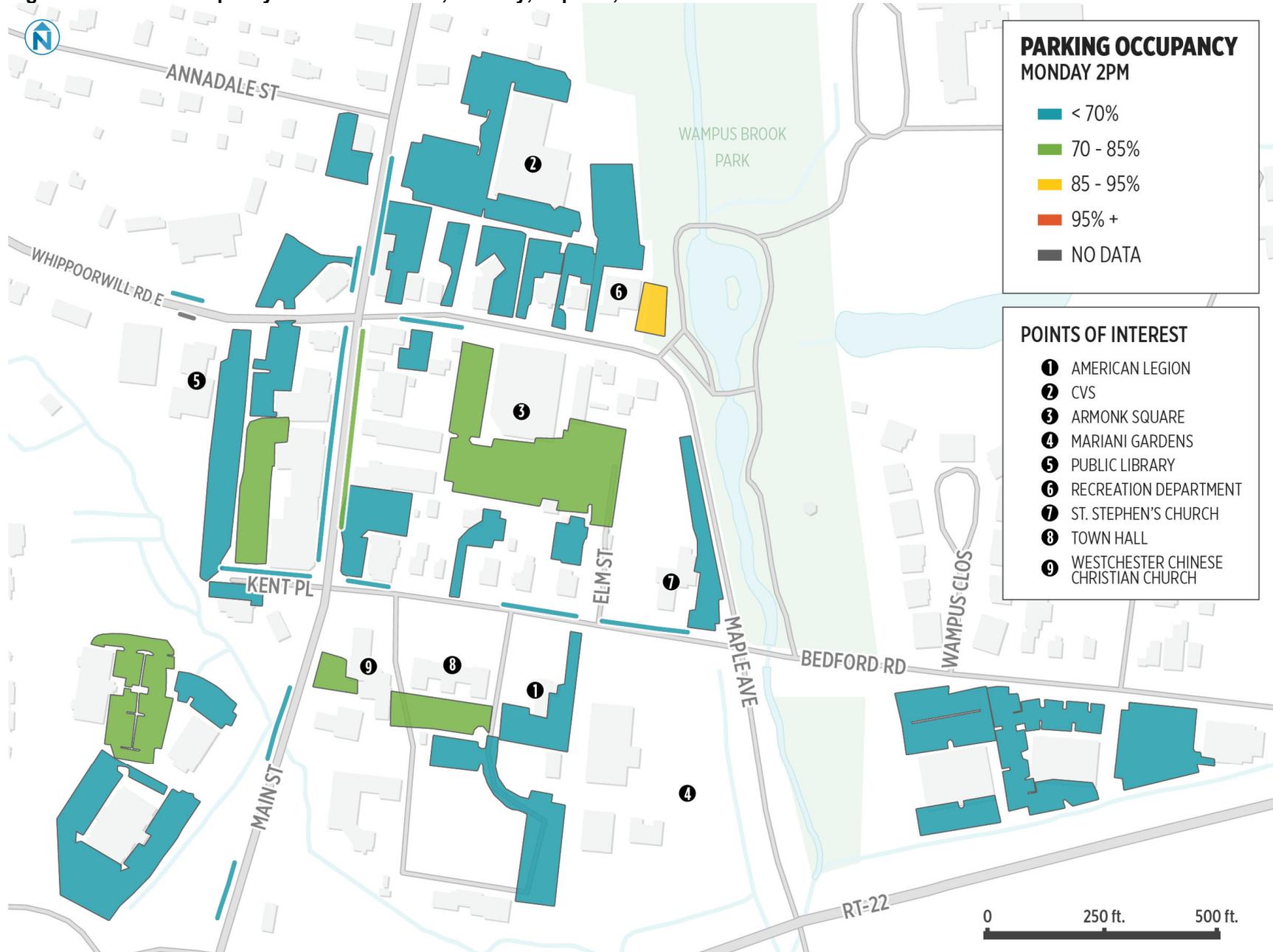
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Figure 9 1PM Occupancy – Central Armonk Core Facilities, Monday, Sept. 16, 2019



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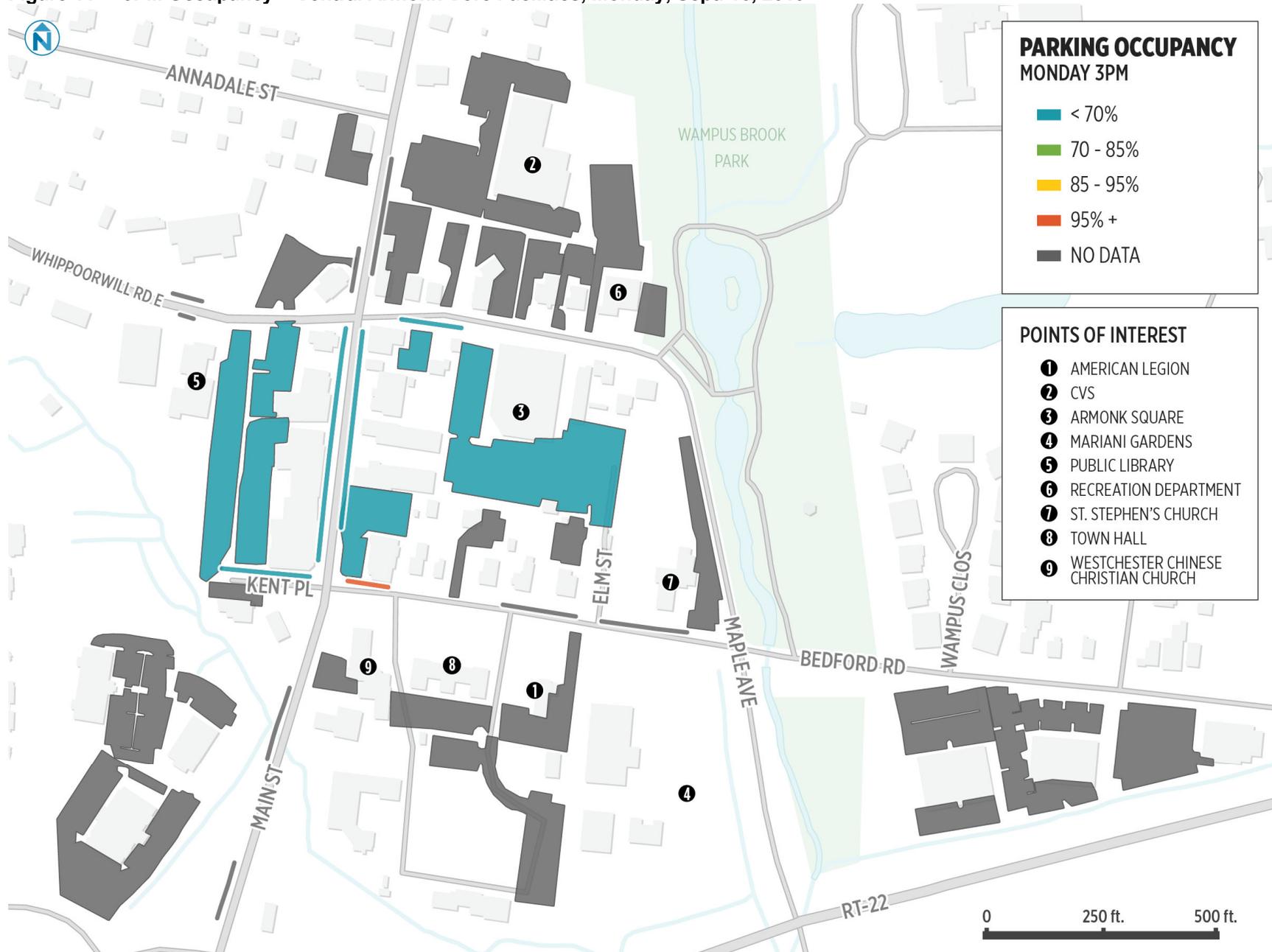
Figure 10 2PM Occupancy – Central Armonk, Monday, Sept. 16, 2019



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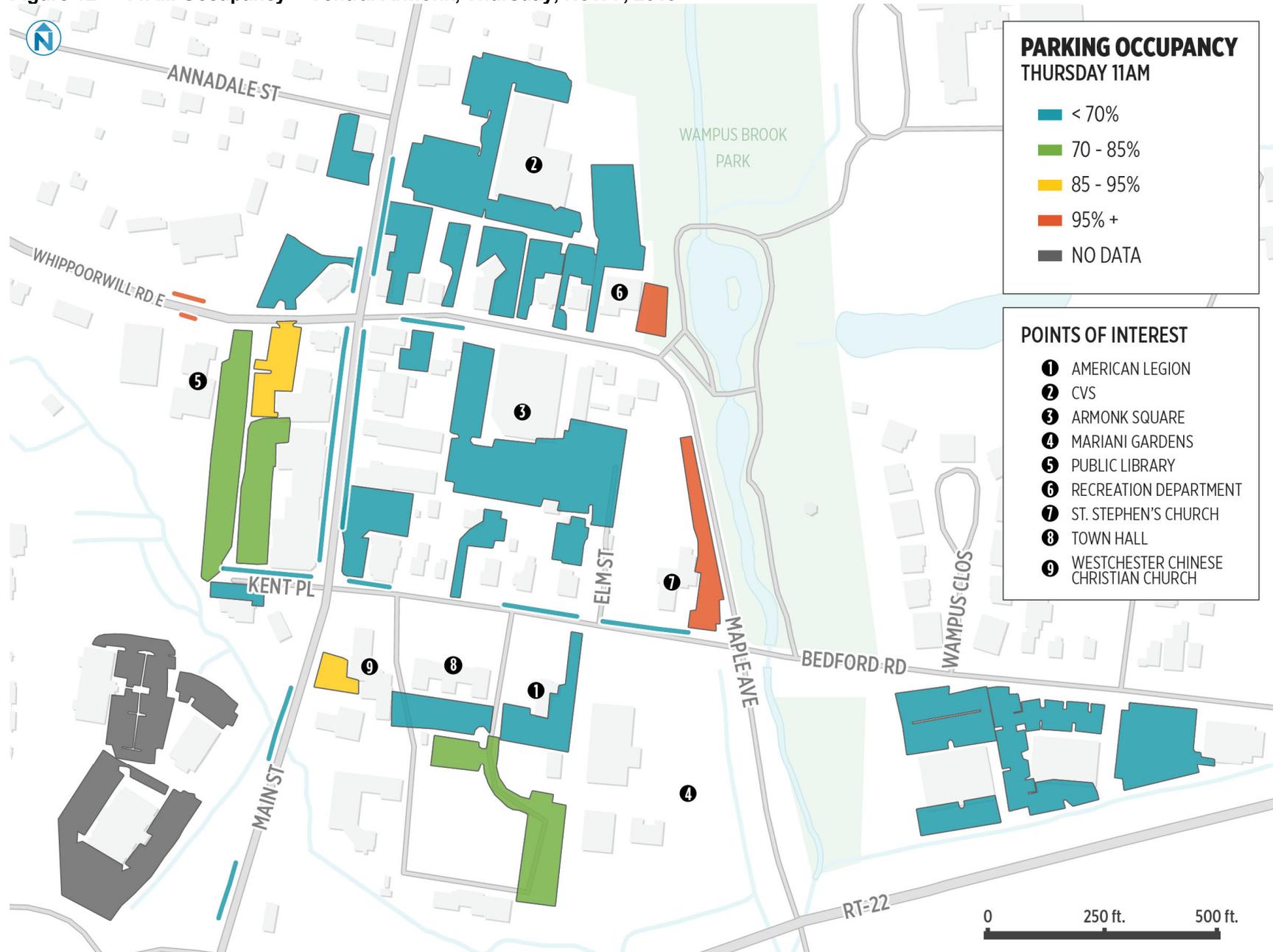
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Figure 11 3PM Occupancy – Central Armonk Core Facilities, Monday, Sept. 16, 2019



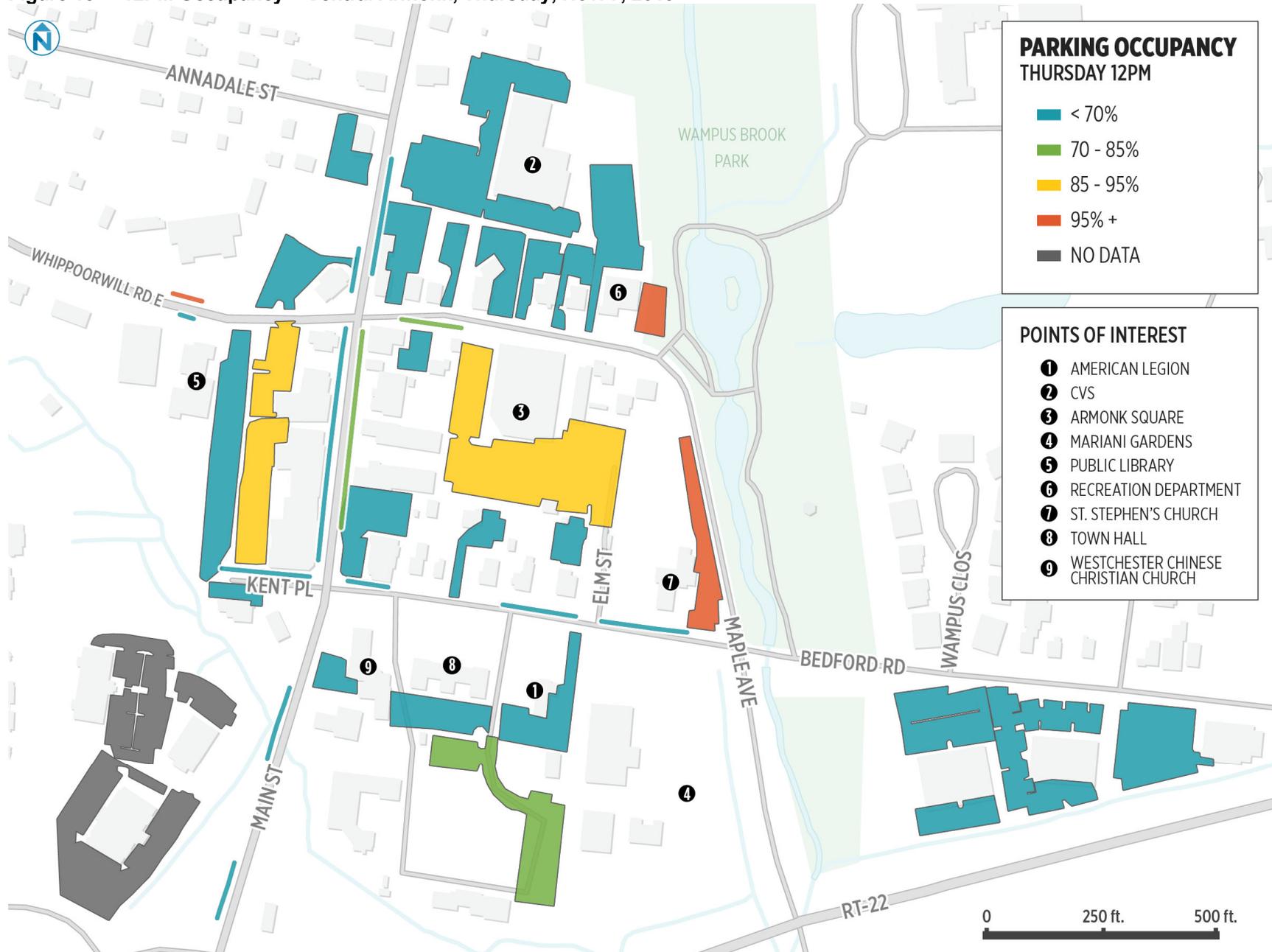
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Figure 12 11AM Occupancy – Central Armonk, Thursday, Nov. 7, 2019



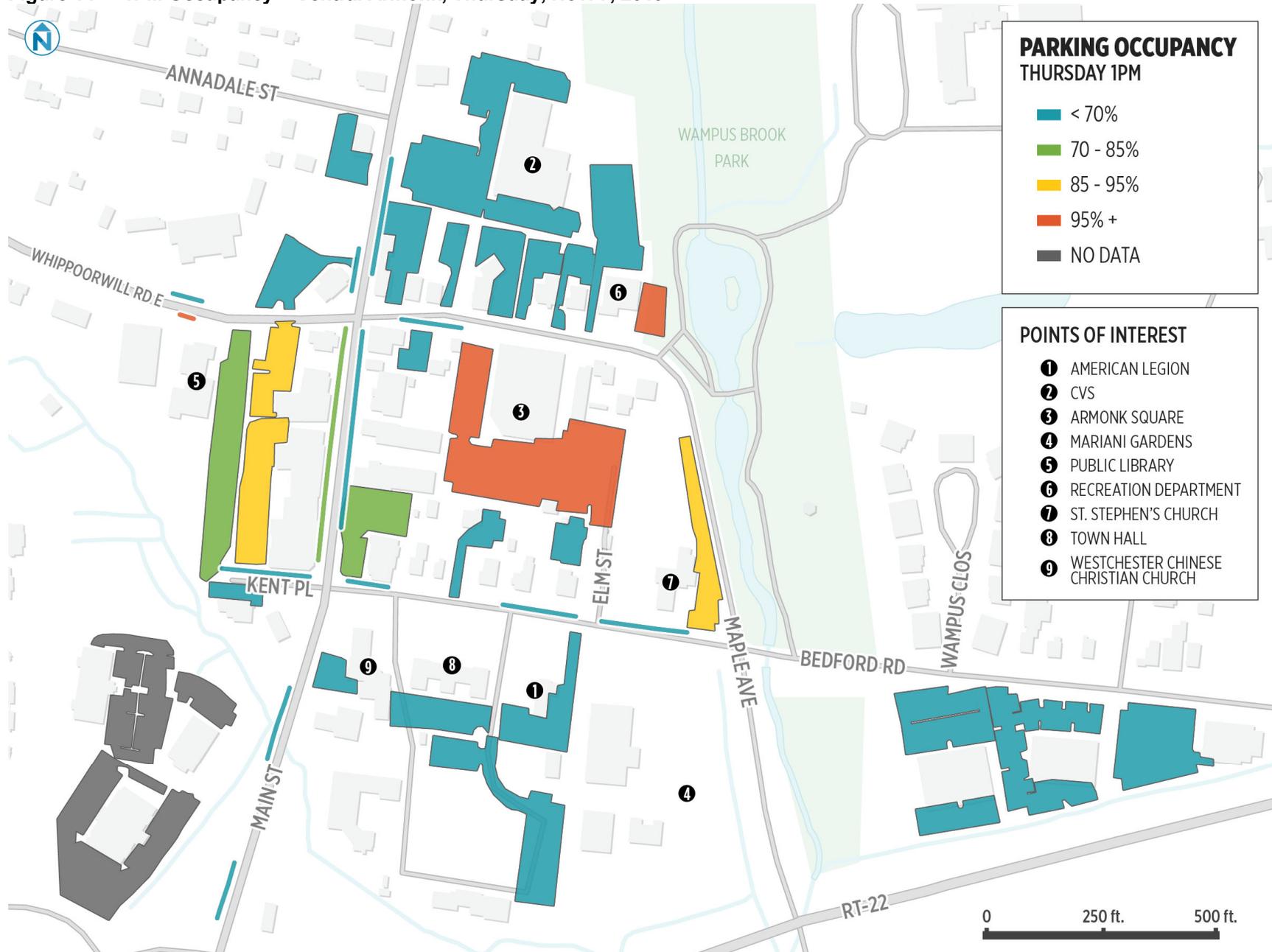
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Figure 13 12PM Occupancy – Central Armonk, Thursday, Nov. 7, 2019



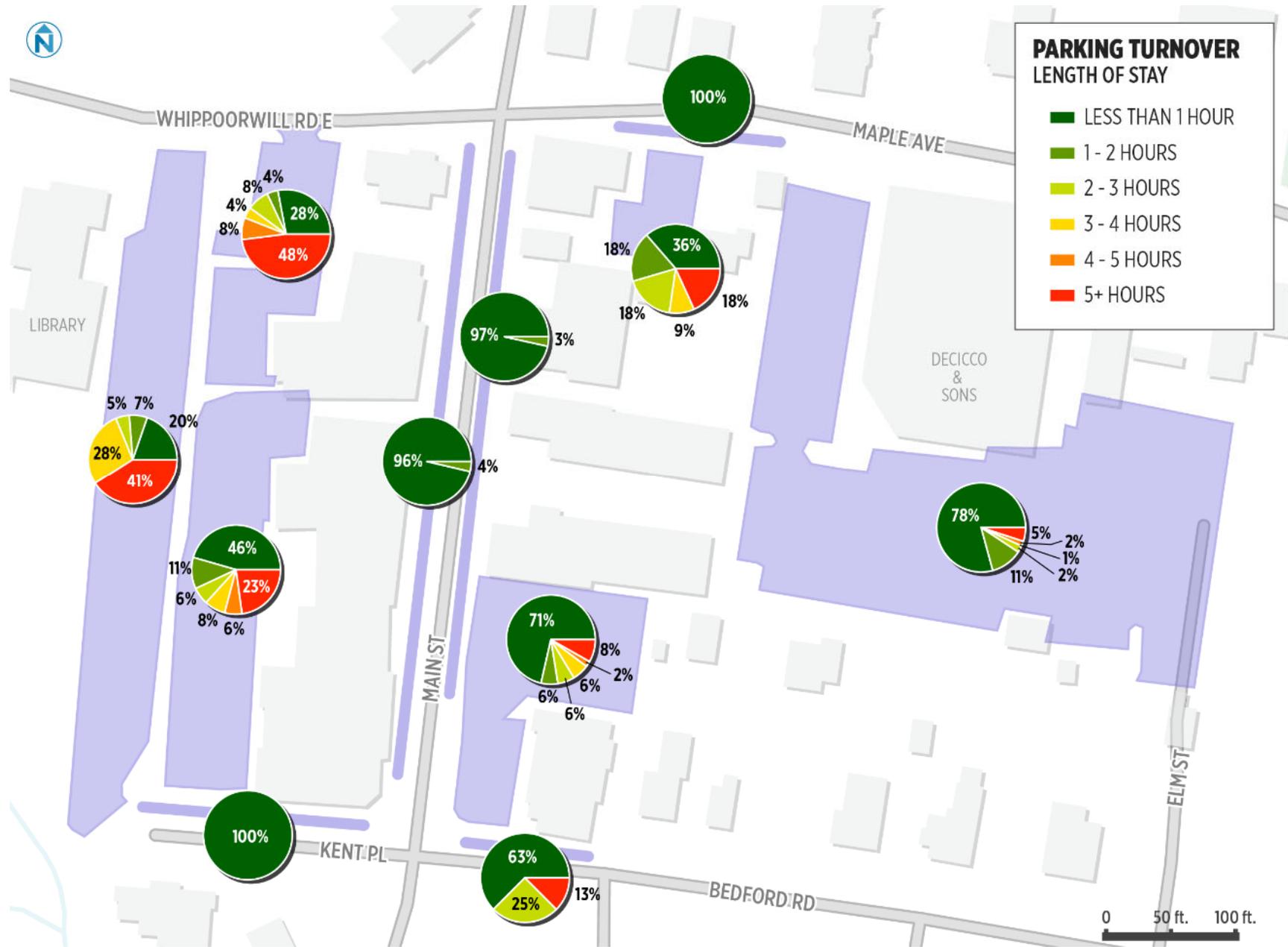
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Figure 14 1PM Occupancy – Central Armonk, Thursday, Nov. 7, 2019



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Figure 15 Weekday Parking Duration – Central Armonk Core Facilities



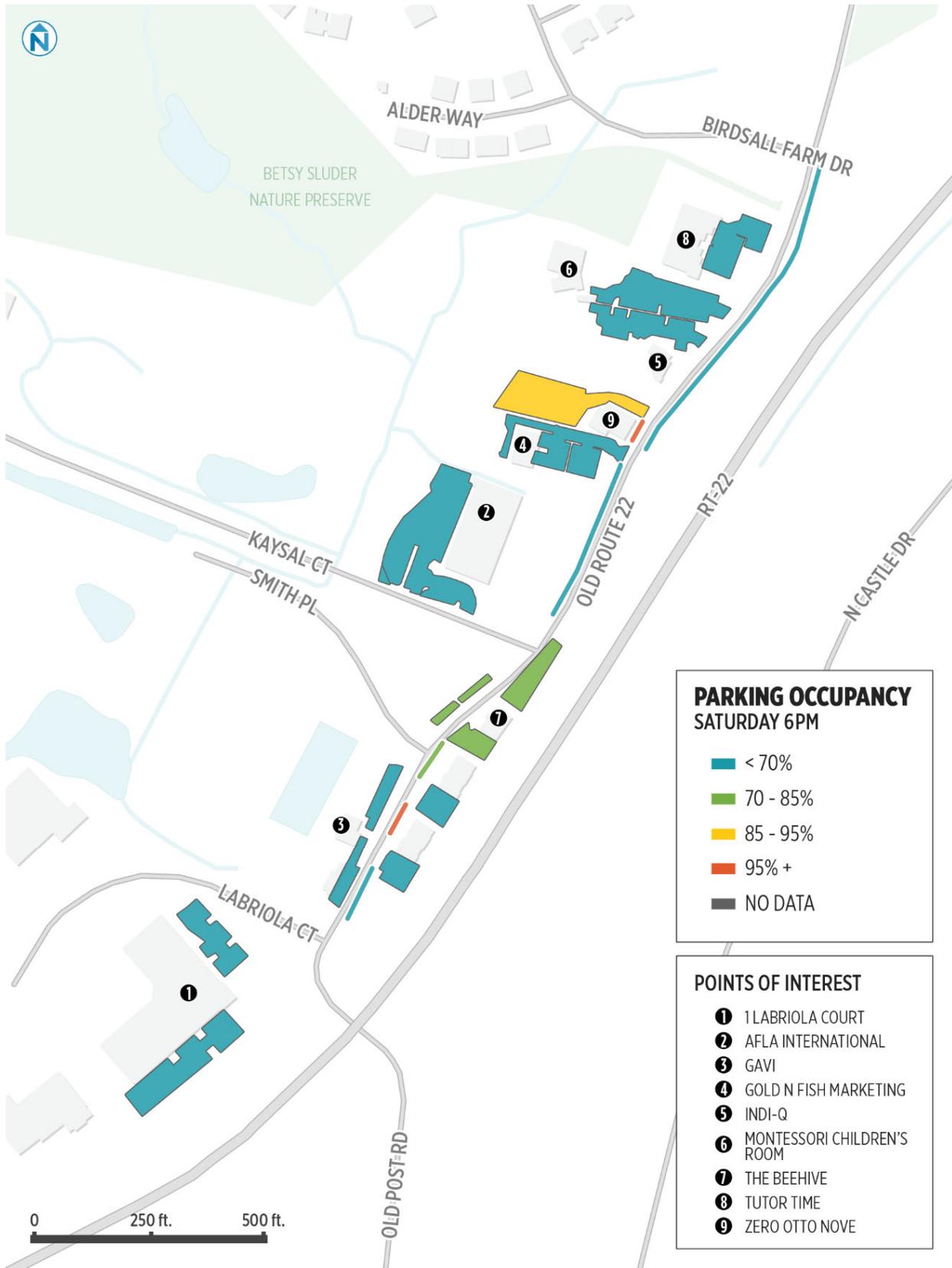
Old Route 22 Findings

The results of the utilization analysis can be found in Figure 16 through Figure 19. Overall, key findings for demand of facilities in the Old Route 22 area include the following:

- Parking spaces immediately adjacent to the restaurant activity fill quickly and remain heavily used throughout the evening, including some vehicles double parking or parking in unstriped areas of striped lots.
- Several facilities operate essentially as hybrid on-off street facilities that are poorly designed and unstriped, resulting in vehicles frequently parking oddly spaced from each other (and sometimes at odd angles), which artificially restricts the supply.
- Poor pedestrian access, particularly the sidewalks and lack of crossing options near The Beehive, were observed to create barriers to using existing facilities that aren't immediately adjacent to the restaurant activity.
- There are several under-utilized lots that are candidates for shared-parking arrangements, including the following:
 - The parking facilities at Gold N Fish Marketing and Montessori Children's Room are well lit, well maintained, easily surveyed, and have good pedestrian access, and subsequently saw some use as overflow by restaurant customers.
 - The facilities at Labriola Court, Alfa International, and tutor time remain essentially empty throughout the evening, but poor or absent lighting, line-of-sight issues, and access concerns make them difficult candidates for spillover parking arrangements in their current state.
- Off-hour, shared use of these lots could provide several dozen more parking spaces to meet peak parking demand along this corridor.

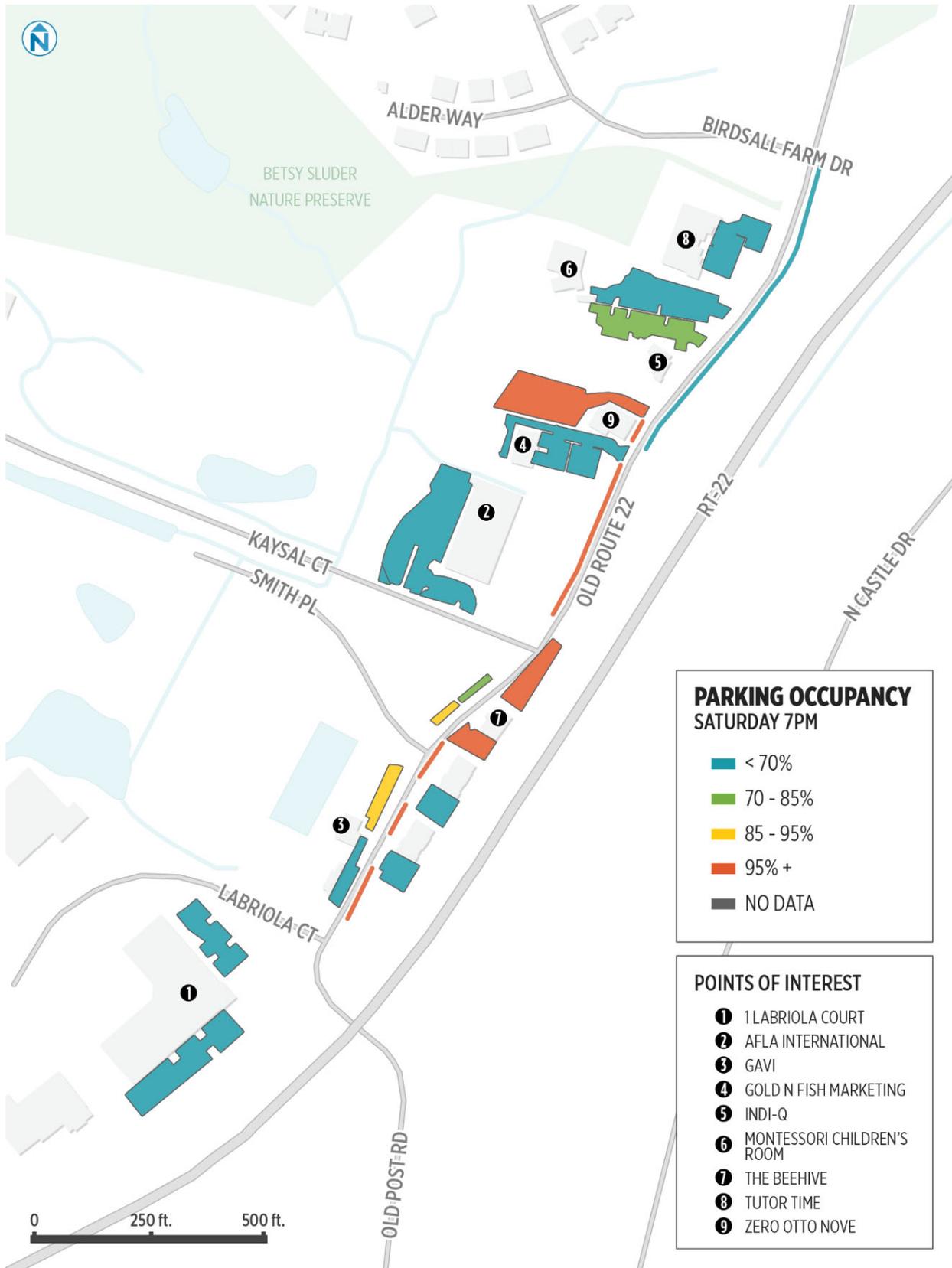
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Figure 16 Weekend 6PM Occupancy – Old Route 22



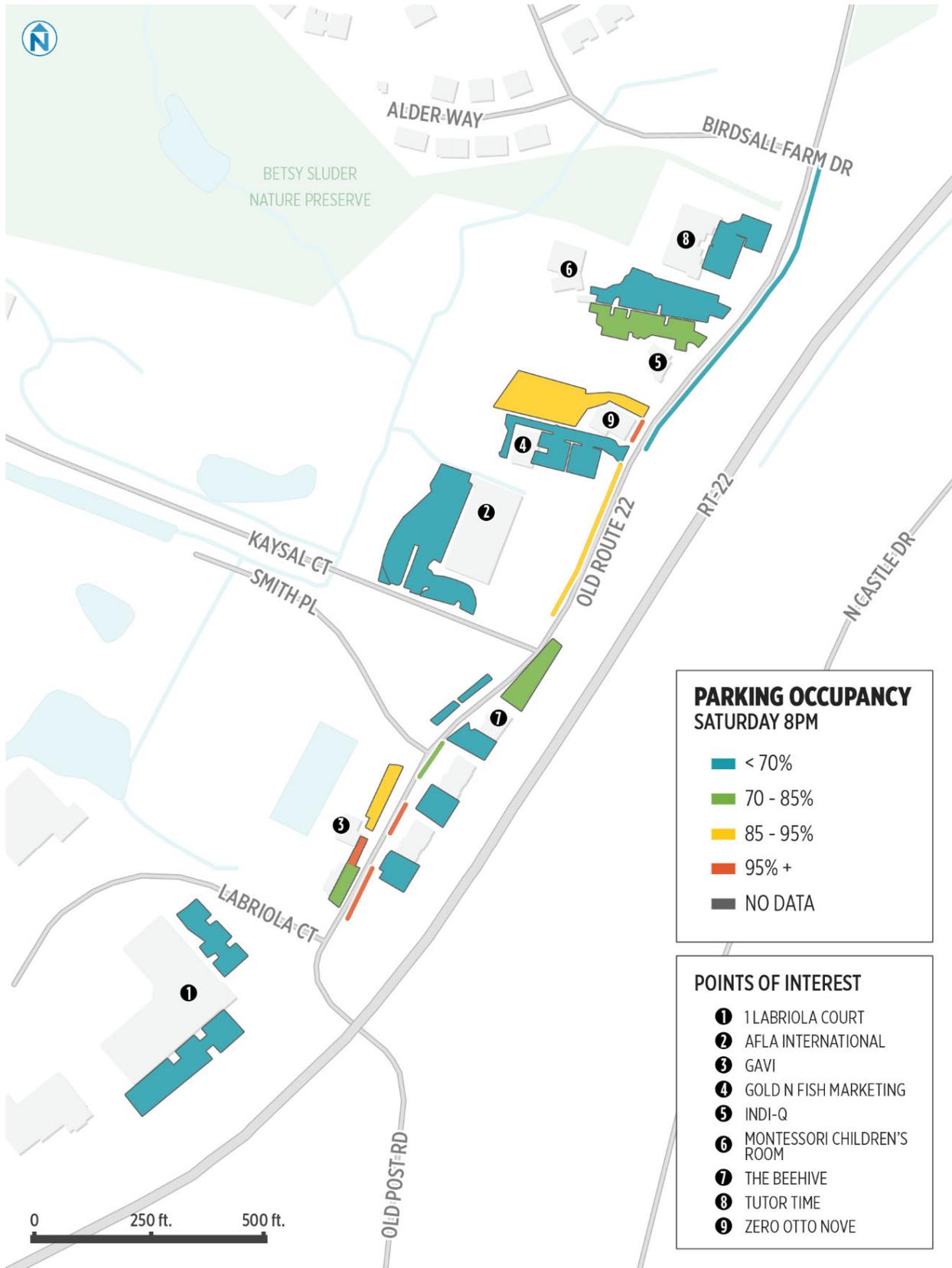
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Figure 17 Weekend 7PM Occupancy – Old Route 22



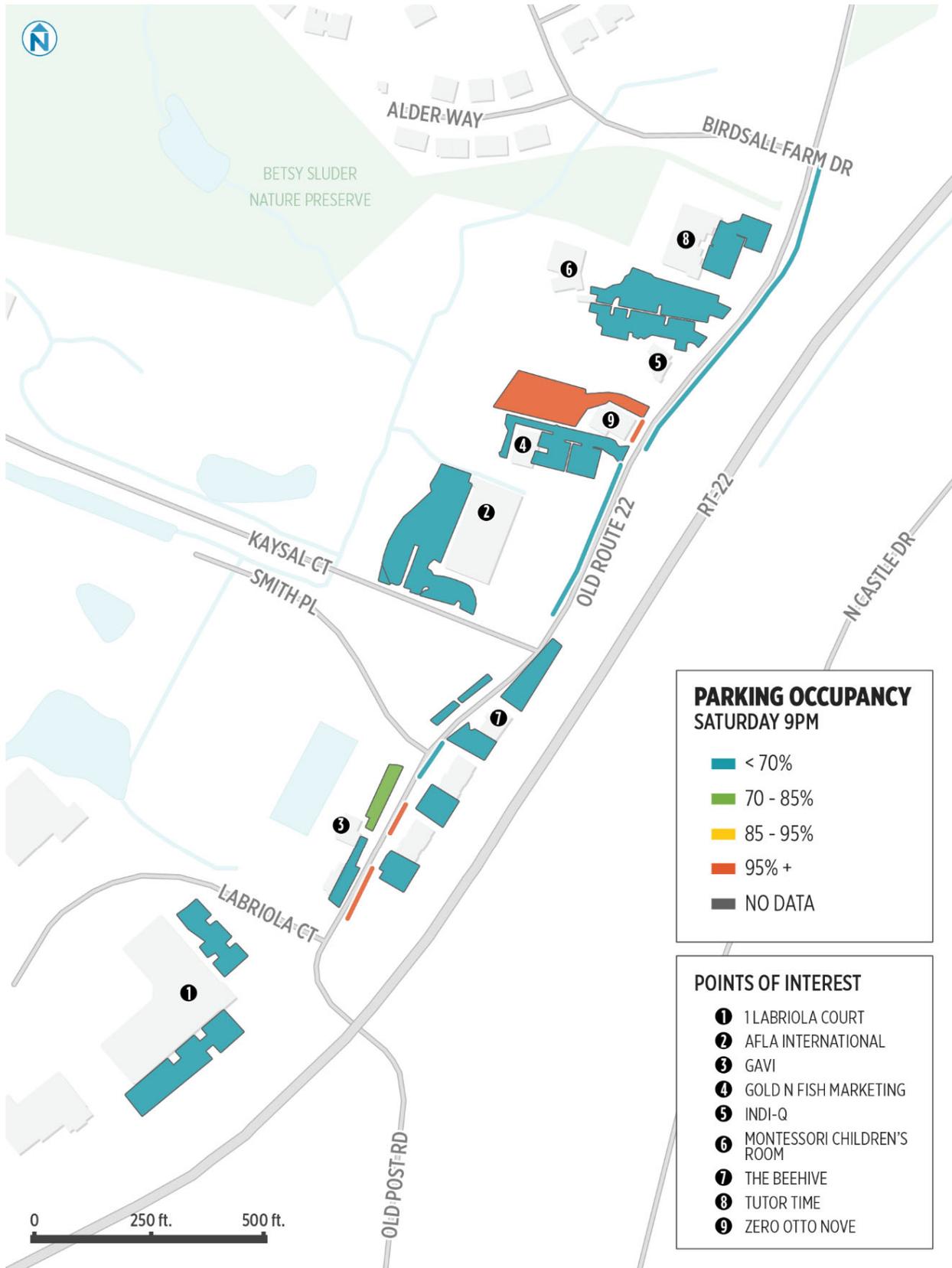
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Figure 18 Weekend 8PM Occupancy – Old Route 22



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Figure 19 Weekend 9PM Occupancy – Old Route 22



Projected Conditions

Anticipated Development

There are four upcoming and potential development projects within or near to Central Armonk, including a recently completed multi-family residential development featuring 16 units, a multifamily residential development with approximately 36 units that has been approved, multifamily residential development with approximately 43 units that has been approved, and a multi-family/townhome/lodging development located approximately one-quarter mile south of downtown Armonk along N Castle Road, and featuring approximately 69 multifamily units, 94 townhome units, and 97 hotel rooms that has been announced but is not yet in the planning stage. Another project, a senior housing development with 16 units, is also currently under construction, but is far outside of the downtown Armonk area, and is unlikely to have any substantive impact on typical parking demand patterns, and was therefore excluded from the analysis.

Projected Parking Demand Impact

Demand Generation Model

To more accurately model mixed-use environments, Nelson\Nygaard has developed an adapted parking model as described in the ULI Shared Parking Manual plus applied context factors specific to the proposed development characteristics in Armonk. The step-by-step modeling process is as follows:

1. **Traditional Parking Demand Model:** Calculate and compare how much parking would be “required” if each existing land use had its own, dedicated supply of parking based on the Institute of Transportation Engineers’ (ITE) Parking Generation guidebook.
2. **Calibrate Parking Model to Context:** Calibration typically involves approximating the captive market effect, transit access, resident car ownership, and other factors specific to the proposed development, in this case as they relate to the existing and proposed characteristics in Armonk.
3. **Adapted Parking Model:** Apply an adapted parking model derived from the Urban Land Institute’s (ULI) Shared Parking Manual to show the expected parking demand throughout the course of an average weekday, adjusted for staggered peaks and internal capture.
4. **Anticipated Land Use:** Add anticipated development scenarios and model the expected parking demand.

To better model varying land use contexts, the model is equipped with an adjustable variable that represents the effects of the following concept:

- **Captive Market Effect:** Unlike traditional stand-alone developments, mixed-use and walkable environments encourage and provide opportunities for customer, visitors, and employees to visit multiple destinations using one parking space, rather than having to drive and park multiple times during a visit. Therefore, the model applied a standard 10% percent internal capture reduction for commercial land uses and a 5% internal capture reduction for residential land uses to the study area based on the anticipated land use mix.

Model Inputs

The known characteristics of the anticipated central Armonk developments are divided into multiple land use designations for the purpose of modelling, in this case based on the number and type of dwelling units and lodging rooms. Figure 20 displays the land use designations and model inputs, divided by the phase of the projects, as defined in the previous sections.

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Figure 20 Model Inputs, by Phase

Development(s)	Land Use Category	Land Use Type	Units/Rooms
Recently Completed Development Projects			
470 Main Street	Residential	Low-Rise/Garden Apartments	16
Approved Development Projects			
170 & 156 Bedford Road	Residential	Low-Rise/Garden Apartments	79
Marianna Gardens			
Expected Development Projects			
Eagle Ridge	Residential	Mid-Rise Apartments	69
	Residential	Residential Condo/Townhouses	94
	Lodging	Hotel (General)	97

Parking Demand Projections

The following table in Figure 21 summarizes model outputs for the projects outlined in the sections above:

- The “Low” demand level is the output of the adapted model that factors in the shared parking potential of the downtown Armonk context.
- The “High” demand level is the output of the ITE-based Traditional Demand Model without any alterations. This figure is often the basis of municipal requirements, but it fails to accurately estimate demand in most mixed-use and walkable-urban contexts.

The optimal supply figure reflects the total projected demand plus a 10% buffer.

Figure 21 Projected Demand of the Anticipated Developments, by Phase

Development Phase	Optimal Supply (Low)	Optimal Supply (High)
Recently Completed	22	23
Approved/Pre-Construction	106	113
Expected	304	331

Anticipated Added Parking Supply

To project the full impact of these developments on downtown parking supply and demand conditions, this range of anticipated growth in parking demand and supply needs must be compared to the new parking supply that the modeled development projects are known or are likely to provide on-site. The table below presents a summary of the amount of new parking expected to be provided by these projects, compared to the “high” estimate of the parking demand they will create.

Collectively, the results of the future demand analysis (Figure 22) show that the anticipated developments as designed will have sufficient supply to meet their projected demand, and further may have sufficient excess capacity to provide additional sharing opportunities. Further, given their walkable proximity to downtown destinations, any impact that most of these developments will have on downtown facilities should be minimized.

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Figure 22 Projected Demand and Anticipated Supply, by Phase

Projects by Timeline	Projected Parking Demand (high)	New Supply
Completed	21	38
Approved	103	194
Anticipated	301	321
ALL	425	553

Indirect Impacts on Downtown Parking Supplies

The section above suggests that all development projects will provide new, on-site parking supplies sufficient to accommodate the parking demand that these projects are expected to generate at the “home” end, but they are also likely to increase parking demand in the downtown, as their users travel to downtown destinations. While it is not possible to predict this impact precisely, the parking demand model can be used to project likely increases in demand as downtown’s existing destinations benefit from these increases by using the following process:

1. Use the demand model - and the same methodology described in the sections above – to project a range for how much parking demand would be expected to be generated by current downtown land uses.
2. Compare this to measures of peak downtown parking demand, as collected during this study.
3. Identify a level of peak-demand increase likely to be generated by residents/guests from the new developments profiled in the section above.
4. Compare the increased level to current supplies to project future demand/supply balance.

This process was completed, focused on the downtown properties and parking facilities depicted in Figure 23.

Figure 23 Parking Facilities included in the Downtown Parking Impact Analysis



Model-Projected Parking Demand vs. Measured Peak Demand

The table below provides a comparison of parking demand – as projected by the model and as measured via peak-hour counts completed for the study – associated with the parking facilities and the land use types and measures currently occupying the downtown properties identified above.

Figure 24 Model-Predicted vs. Measured Parking Demand

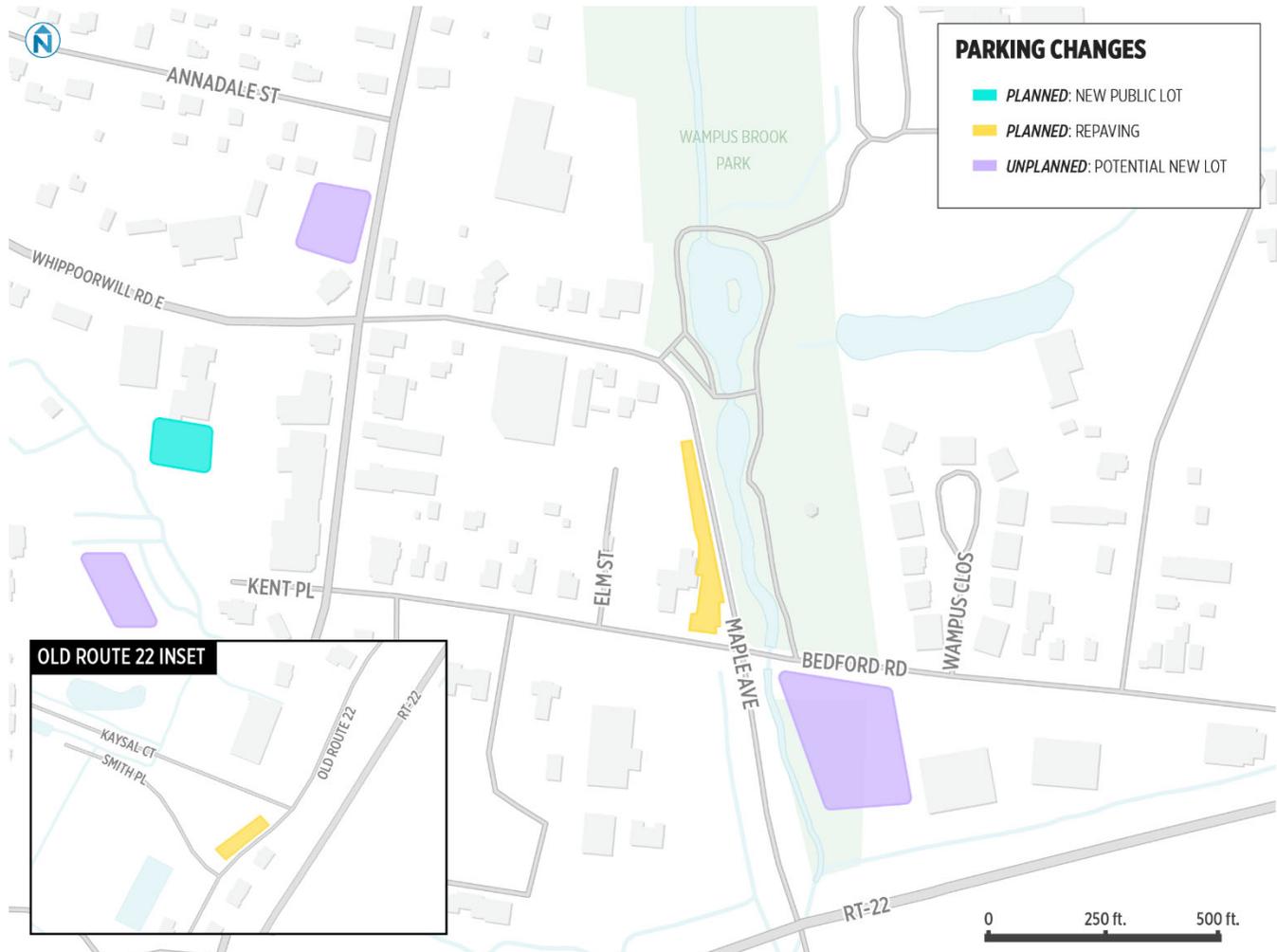
Model-Projected Peak Parking Occupancy		Measured Peak Parking Occupancy	Difference		Current Parking Supply
Low Estimate	High Estimate		Low	High	
574	663	481	93	182	645

This analysis suggests that the peak levels of parking demand currently generated by existing downtown land uses is well below even the low-end of model projections for the same land uses. This suggests that there is capacity for these businesses and other destinations to attract more parking demand – and increasing the population of residents and hotel guests residing nearby is an effective means of supporting this growth potential. However, the current supply of 645 spaces represents a supply buffer of more than one-third beyond the peak occupancy measure of 481 parked vehicles. A 20% increase in downtown activity, for example, generated by the new near-downtown households and hotel rooms, would result in peak-hour occupancy measures closer to the low-end of the model projections – 577 parked cars, compared to the model projection of 574 parked cars. Such a dramatically positive response to these new developments, in terms of increased downtown shopping, dining, and other activity, would utilize about 86% of the existing supply. In a well-managed system, this is an optimal balance of demand/supply efficiency.

This suggests that there is significant capacity to accommodate increased downtown activity, particularly with the implementation of parking management strategies outlined in this report. As more downtown and near-downtown development continues, however, the Town may want to plan for supply expansions to accommodate peak parking demand of closer to high-end of the model projections -- 663 parked vehicles – which would suggest an optimal, well-managed supply of 730-765 spaces.

Anticipated Supply Changes

Figure 25 Planned and Potential Changes to the Parking System



Downtown

There are currently two parking locations planned for supply expansions in central Armonk:

- The existing private parking lot just south of the library (commonly referred to as the Verizon lot) is expected to be converted into approximately 45 public parking spaces

There are three additional locations that have been discussed as potential candidates for additional parking facilities, but there are currently no immediate plans to make any changes to these areas:

- A parcel west of the current dead-end of Kent Place with room for approximately 46 parking spaces
- A parcel north of the Citibank on Main Street with room for approximately 37 parking spaces
- A parcel south of Wampus Brook Park on Bedford Road to the south-east of the Maple Avenue intersection.

Combined, these opportunities present options for expanding public parking capacities sufficient to meet potential long-term needs in a context of continued growth.

Old Route 22

On Old Route 22, a roadside gravel parking area is expected to be paved and striped.

Stakeholder Perspectives

Public and stakeholder-group perspectives on parking and related conditions in Armonk were collected through an online survey that was accessible to anyone with the link from December 18th, 2019, through January 19th, 2020, as well as walk-in interviews with downtown businesses on December 16th, 2019. Key findings from these engagement efforts are summarized below.

Survey Findings

Following is a summary of key comments received from the online survey, starting with notable issues, concerns, and observations, followed by suggestions & opportunities for improvement.

Key Issues, Concerns, and Observations

East of Main Areas

- There should be a sidewalk through the Armonk Square parking lot to encourage people to walk through without having to dodge cars.
- The most congested parking is DiCicco's lot during peak shopping times.
- There is "never enough spaces at DeDico's"; restaurant demand reduces parking for shoppers.
- Only at lunch time is there a problem; but it's a big problem in the Armonk Square parking lot.
- Encourage store owners to keep the sidewalks in front of their stores clean.
- I come in the evenings and can usually get a spot in town without much effort.
- Parking requirements have been grossly underestimated for new businesses, especially in the Armonk Square parking lot, but through the town in general.

West of Main Areas

- A complete overhaul of the parking areas behind the west main street stores, including Kent place from Amore's to the library would help.
 - Possibly couple this idea with utilizing the land to the west of Kent place between Amore and Verizon to create a new long term area.
- Clean up the main lots behind the pizza and bagel store, repave and landscape.
- The library parking lot has a lot of cars that park in the spots close to the library and never leave until the end of the day.
- That lot should be limited to 3 hours at the most.
- Serious shortage of handicapped parking spaces, especially at library.

Other Comments & Concerns

- I often see people using the CVS lot as a thoroughfare to avoid the light.
- The U turn issue (on Main Street) is going to cause an accident and we have already had a pedestrian get struck... This U turning must be ticketed!!
- Parking only seems to be an issue at some peak times; I think people can manage without over-complicating the situation.
- Parking seems okay to me!
 - Around the holidays it can be a little difficult but that's the case everywhere.
 - There's nothing wrong with walking up to a quarter mile.
 - I don't think there is any useful space for additional parking, it's just a limitation of our town.

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- There are always spots in the Armonk Square lot; the town is small enough that most people can walk from there to any business, the library or town hall.
- I'm uncertain whether using the CVS parking lot is permitted if I'm not shopping at CVS.
 - If so, I would use that lot much more frequently, if a crosswalk was installed near the entrance to Fortina and the Armonk Square lot.

Suggestions & Opportunities

- Staff parking at 2nd floor library entrance should all be handicapped parking as the second floor is not accessible by elevator.
- Run a shuttle bus (CNG or EV) to remote parking and to communities and developments to reduce individual passenger vehicle use of the center of the hamlet.
- Please make sure to be thoughtful when granting variances for parking allotments for new development, as it clearly matters.
- Put up a parking garage and hide it and have employees use it.
- Creation of a multi-level parking facility in the parking area the west of Main (near the library) or within the Armonk Square parking complex to allow for more parking and longer parking.
- Finding a way to create more parking is the only long-term viable solution.
- Use the current library for additional parking. Build new library in the lot across from Wampus Brook Park.
- Make a section of the CVS shopping center "town parking".
- Put electric car chargers in town.
- Consider meter parking on Main Street
- I think metered spots should be installed on Main Street.
- Meters, private parking lots and valets are unnecessary and would be terrible for the town.
 - To encourage business growth, an extension of time to park for two hours would be most helpful.
- You need to allow for 2-hour parking, too few downtown activities can be done in one hour.
- Stripe parking spaces to make it more apparent and user friendly.
- There has to be a remote parking lot for employees. Many spaces in the back lot are taken by employees & delivery cars from restaurants takes up several spaces as well.
- Slow down the rapid pace of development
- Stop building homes our schools and town are at capacity for a Hamlet.

Business Interview Findings

- The parking district management strategy east of main street is working
 - Most businesses report having no real issues, some report minimal issues
 - Embrace of time limits and enforcement
 - "Ticketing helped a lot, customers don't have problems with it."
 - Customers rarely if ever report having issues
 - Loading is not of any particular concern
- The lack of a management strategy in the lots behind the businesses west of Main Street creates some conflicts and issues:
 - Conflicts arise due to some businesses 'claiming' parking spots that are seemingly open to anyone
 - There is uncertainty about who should be parking where
 - Employees of Main Street businesses sometimes take prime customer spaces

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- "We can't park anywhere else" if there was another place where employees could park I think everyone would comply
- "Taking the employee cars out would be a big help"
- Maintenance is an issue due to the lack of "ownership" or responsibility of the space
 - Striping is poor, the lot is in disrepair, spaces are not used efficiently
 - Some owners claim to maintain/pay for snow removal of certain spaces, and subsequently feel like they should get exclusive use of them
- Loading is simple if deliveries arrive in the morning, but becomes difficult after morning hours when spaces fill up.
 - Trucks and vans often take up multiple spaces in the rear lot during the day.
- Businesses fronting Main Street have mixed experiences with on-street parking on Main
 - On-street spaces aren't marked which creates conflicts, when bad spacing reduces capacity. "
 - Why don't they just do lines here?" -
 - Most businesses report never having any problems with customer parking, but some report having conflicts other businesses, particularly when employees park on the street.
 - One -hour parking is fine for lunch visits, pick ups, or drop-offs, but is too short for locals who want to shop around
 - Loading sometimes occurs on Main street in the middle of the day, taking up valuable spaces at peak times.
- Most employees do not find parking difficult
 - East of Main street
 - Employees park at the east end of the Armonk Square lot or behind senior center
 - Employees arriving later in the day sometimes resort to moving their vehicle every two hours.
 - Most park in big lot, early employees find spaces easier, later employees park in 2-hour spots and shuffle
 - Some employees who work at night are sometimes reluctant to use remote spaces out of safety concerns
 - Some employees were receptive to the idea of parking further away if they had a guaranteed parking space
- Businesses owners are savvy about parking utilization
 - Several business owners expressed reluctance to the idea of increasing supply in the downtown.
 - Most see a full parking lot as a good thing. Strong demand and economy.
 - "Our 'parking problem' is a good thing. It means the economy is booming."
 - "Everyone wants to park right in front the door and if they can't they freak out, but there's plenty of parking"
- Mobility options impacts travel and parking behaviors of workers and some visitors
 - Insufficient pedestrian and bicycle facilities affects parking use
 - "I would love to ride my bike to work but it's too dangerous"
 - Lack of transit options force employees who would otherwise use transit to drive
 - "Four or five of our employees use the bus. If we could get more buses people would use them."

Strategies and Recommendations

Strategies for Central Armonk

West of Main Street

Create Early AM Curbside Loading on Main Street

- Consider early-morning loading zones along Main Street, to encourage more deliveries at this time to businesses on the west side of Main Street.
- Pilot this along the west side of Main Street, from 6AM to 10AM, along the full length of Main Street between Kent Place/Bedford Road and Whippoorwill Road/Maple Avenue.
- This will provide high-convenience/high-capacity access to these businesses, at a time when parking availability is ample across the street and in the lots behind these buildings.
- This may encourage more deliveries to be scheduled at this time, as the ease of accessing this curb zone should reduce delays for commercial carriers serving Central Armonk.
- After 10AM, these spaces can revert to their current primary use, short-term parking for visitors, with deliveries likewise reverting to their current practice of using the rear lots/driveways to serve the businesses on the west side of Main Street.

Use Early AM Restrictions to Preserve Visitor Parking Availability

For lots, such as those located behind the businesses on the west side of Main Street, where availability does constrain visitor access to Central Armonk destinations:

- Apply parking restrictions to prevent parking prior to 10AM, to keep these spaces open until after most area employees will have parked their cars.
- Apply these restrictions to roughly half of the spaces in the closer lot behind the west Main Street businesses.
- Combine with a coordinated informational/educations campaign to inform area employees of the purpose of these restrictions and the importance of prioritizing visitor access to the most convenient parking options + a guide to alternate parking locations available to area employees.

Use Time Limits to Shift Long-Term Parking Demand

Figure 26 The Impact of Time Limits is Visible in Duration Patterns



The time limits in effect on-street and in lots to the east of Main Street appear to be working well, maintaining turnover and availability for visitors throughout the day. This presents a strong case for employing the same strategy for the lots west of Main Street.

- Limit parking to two hours in the spaces in the lots closest to the west Main Street businesses.
- This will encourage some drivers to choose to use the lot further to the west, particularly those who wish to park for longer than two hours and those who do not mind the extra walking in exchange for not having to worry about getting a ticket.
- It will also further discourage local employees from using the more convenient lots, keeping more of their capacity available for visitor parking.

East of Main Street

Use Early AM Restrictions to Preserve Visitor Parking Availability

- Consider early-AM parking restrictions on select spaces in the Armonk Square lot to prevent parking prior to 10AM and ensure that employees avoid using these spaces.
- Apply these restrictions to locations likely to attract employees, despite being better used as customer parking.

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- Consider only after similar restrictions have been piloted, and proven effective, in the lots across Main Street.
- Combine with a coordinated informational/educations campaign to inform area employees of the purpose of these restrictions and the importance of prioritizing visitor access to the most convenient parking options + a guide to alternate parking locations available to area employees.

All Areas

Develop Unified/Branded Signage

Branding parking facilities can be a low-cost means of clarifying their legitimacy as visitor parking options, removing towing anxiety for drivers and encouraging use of spaces that might otherwise go underutilized.

- Develop attractive, lot-entry signs to mark all public/shared Central Armonk parking lots that accommodate public, non-permit parking.
- Coordinate signage with wayfinding to encourage use of all available visitor parking options.
- Use visual cues and information to direct visitors to two-hour and non-time-limited parking options, while keeping brand consistency to mark all spaces as visitor-friendly parking options that will not result in being towed or ticketed for visiting the wrong stores/restaurants.
- Promote increased sharing among private parking facilities, using the success of district management strategies to increase confidence and buy-in.
- Reinforce the Park Once concept through signage that encourages walking, particularly for secondary trips after a parking space has been found and occupied.
- This signage can also encourage more secondary trips by directly promoting nearby destinations throughout Central Armonk.
- Complement rebranding with on-site enhancements, such as consistent surfacing, striping, lighting, pedestrian facilities, and maintenance levels.

Figure 27 – Consistent Sign Messaging and Appearance Signal Opportunity in Port Jefferson Shared Lots



Image Source: patch.com

Figure 28 – City-Branded Signage Marks Public Access to What Looks Like Private, Storefront Parking



Figure 29 Pedestrian Wayfinding Supports Park Once Efficiencies in Grand Rapids, MI



Create a Visitor Parking Map

- Highlight all locations that allow visitor/public parking, including information on:
 - 1 Hour Parking
 - 2 Hour Parking
 - Parking without time limits
 - Off-hour locations, where public parking is allowed during specified hours

Strategies for Old Route 22

Share Parking to Expand Capacities

Explore Public Valet Options

An on-street public valet drop-off/pickup station can greatly expand access to on-street parking during high-demand times. These services provide a high level of parking convenience, make effective use of underutilized off-street locations, and promote park-once by allowing the service to be used as an extension of the existing public

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parking operations. A public valet can also facilitate shared parking arrangements by controlling access to a potential shared lot, and assuming any increased liability. This can open up access to private parking lots that might otherwise remain significantly underutilized during evening and weekend peaks.

- Explore the option of using the street-side parking area across from the Beehive for establishing a valet station.
- Seek shared-use arrangements with owners of nearby lots, such as the ALFA International lot, the Kaysal Court lot owned by Montessori Children's Room, and/or the lot off of Labriola Court.
- Arrangements with lot owners typically involve an assumption of liability and/or some monetary contributions to lot improvements or upkeep.

Explore Opportunities for Employee Parking in Shared Lots

- Many of these same lots should be considered as potential candidates for employee parking arrangements, in which Route 22 restaurants create, control, and distribute permits that allow their employees to park in these private lots, in exchange for contributions to lot maintenance, insurance, and/or improvement costs.

Town-Wide Strategies

Compliance Monitoring

Establish a performance-based enforcement program.

Parking enforcement should be focused on management objectives, rather than compliance or infraction revenue for their own sake. Enforcement is not only an extension of parking management; it is parking management's most public "face". As such, it can create profound distrust of the management system if it appears that rules and infractions are prioritized as ends in themselves, rather than means of facilitating optimal parking conditions.

Use non-police enforcement.

The single most-effective strategy for improving parking enforcement is for it to be managed as part of the overall parking operation, and not as an aspect of law enforcement. Parking pricing and regulation cannot be effective without compliance, making enforcement an essential component of parking management. Parking violations, by contrast, naturally and understandably fall low on the list of most police department priorities.

Institute incremental fines.

Enforcement is essential to the effective management of public resources — protecting those who play by the rules from those who willfully abuse them. But it is important that penalties for rules violations distinguish between occasional mistakes and intentional flouting of regulations. The primary objective of parking tickets and fines should always be to discourage repeat violations. A warning and a bit of information is all that most drivers will need to avoid repeat violations. In any city, however, there will be those who will continue to disregard rules unless the cost eventually becomes too great.

Include a "first-time forgiveness" policy.

First-time violations should incur only a "courtesy" ticket (no fine), that includes detailed information on parking options, pricing, and regulations, as well as information on the escalating fine schedule for repeat violations. This emphasizes that parking enforcement is really about managing access to public resources. This also formally adds an information-providing role for Parking Enforcement Officers/Ambassadors, altering their relationship with the parking public.

Combining this with incremental fines would look something like the following.

- The first ticket in any 12-month period does not incur a fine.
- The violator is provided essential parking information, and directed to the Town's parking/mobility websites for more information.

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- A second violation within 12 months would be fined at the current level.
- Subsequent violations would go up substantially, perhaps doubling each time.

Focus enforcement where it can best improve availability conditions.

Enforcement officers should be trained to watch for key parking utilization conditions, which should help them determine where to focus their efforts to best achieve more consistent availability.

Development Code Updates

Incentivize/require polices and amenities that favor driving alternatives.

To enhance the inherent walkability of North Castle's growth areas – including but not limited to Central Armonk – update applicable development codes to incentivize or require the provision of key non-driving mobility amenities. While many developers will seek to invest in these areas, because they offer the chance for a Town-scaled, walkable-urban live/work experience, the Town should lead in identifying ways that those same developers can/should enhance those qualities. This will result not only in more compatible and synergistic forms of development, it is also an important means of allowing these areas to grow – in population and economic vitality – with less parking infrastructure.

Several recommended options for this are described below.

Add Bike Parking Requirements

- Set requirements based on land uses, not parking requirements.
- Include distinct requirements for short-term/visitor parking, and long-term parking amenities more suitable for residents and employees/commuters, based on the suitability of the associated land uses.
- Adopt design guidelines to ensure the functional utility of the parking provided

Credit Car-Share Parking

- Credit each space dedicated for car-share parking as equal to 2 required parking spaces for residential uses or 3 required parking spaces for commercial uses.

Unbundled Residential Parking Credits

- Reduce parking requirements by half for multifamily uses when spaces are sold or rented separately from the purchase or lease of a residential unit.

Establish Park-Once Zoning Strategies

Establish an In-Lieu Fee Option

A fee alternative to meeting minimum parking requirements can both support infill development, which can be made difficult or impossible by minimum parking requirements, while also providing a means for developers to contribute to the funding of shared, public parking that can benefit the district as a whole.

- Allow all parking requirements to be met through an In-Lieu Fee, or comparable alternative.

Incentivize the provision of shared/public parking

- Establish parking maximums for accessory (non-shared) spaces, allowing parking in excess of maximums only if the excess spaces are shared, or via payment of a fee comparable to the In-Lieu Fee.