September 8, 2025

Hillsborough Parking Study

Board of Commissioners Meeting

Iain Banks, PTP, Nelson\Nygaard

Agenda

1 **Initial Conditions**

2 **Public Engagement**

3 **Management Policies**

4 **Operational Procedures**
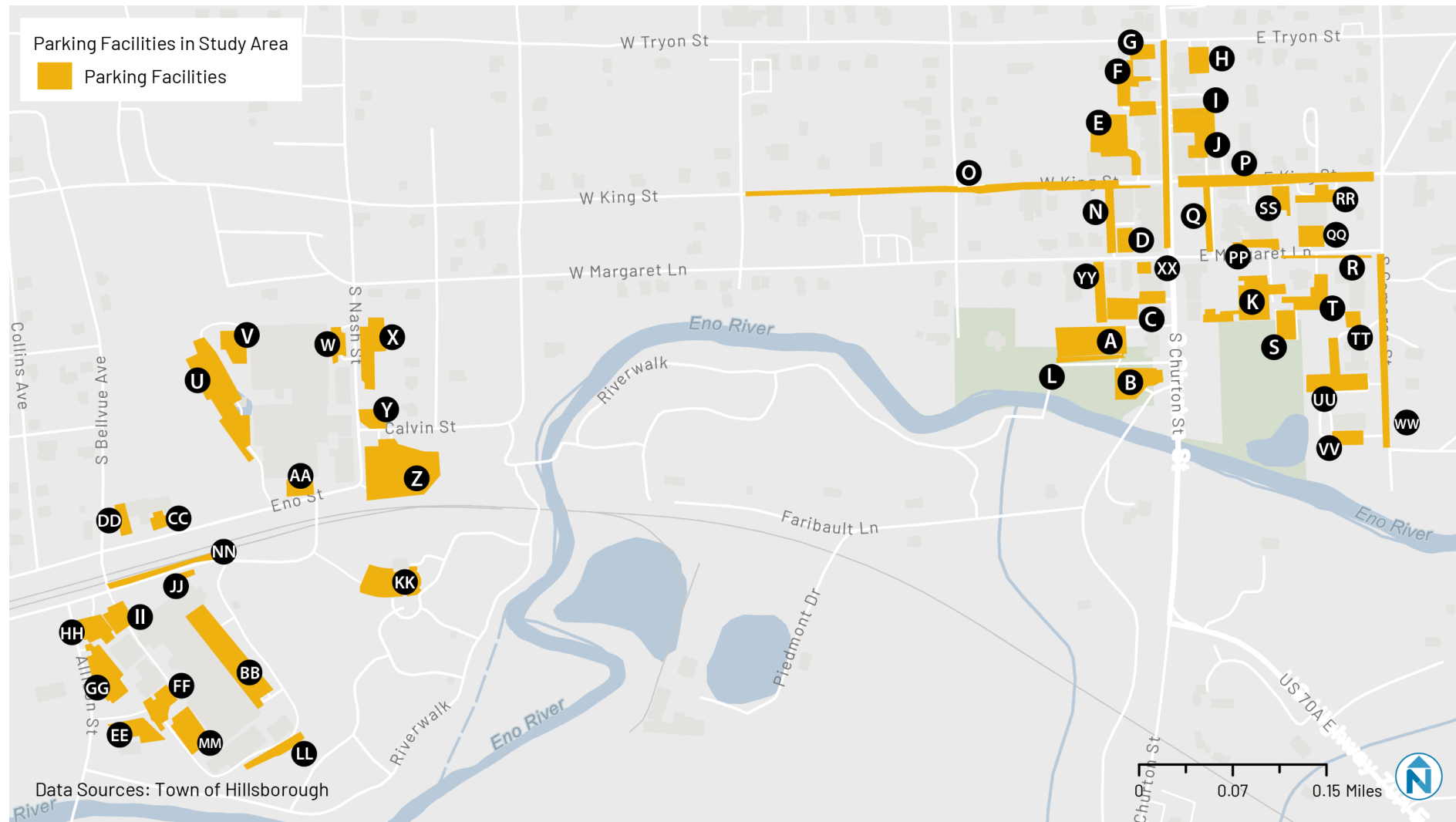
5 **Action Plan**

Initial Conditions

Study Area
Pop Quiz – How many Parking Spaces are in Downtown and West Hillsborough?

Data Sources: Town of Hillsborough
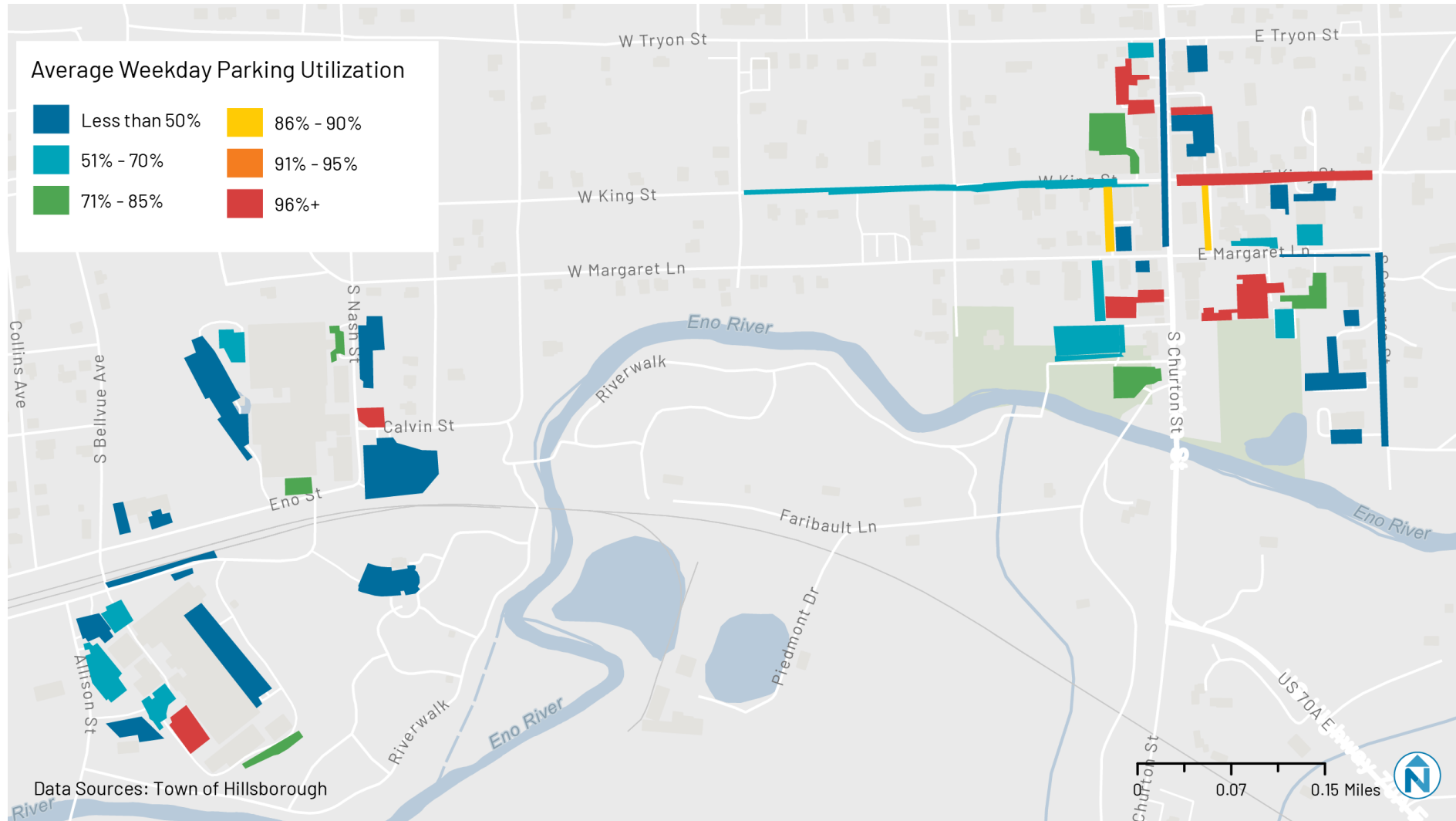
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Project Goals

- <u>Supply and Demand</u>: A quantitative assessment of the supply and demand of all downtown parking, identifying peak and low-demand periods. Determination of the presence of either a parking deficit or surplus.

- <u>Ownership and Public Access</u>: Identification of parking in Downtown Hillsborough, its regulation, ownership, and public availability.

- <u>Information, Signage and Wayfinding</u>: Evaluation of available parking information and signage. A review of the current wayfinding system for locating and identifying of public parking lots.

- <u>User Satisfaction</u>: Administration of a survey and interviews with Downtown businesses, employees, stakeholders, and community to explore concerns relative to current parking conditions.

- <u>Operations</u>: Evaluation of current management, staffing, and operational strategies to develop strategies for improved parking options.

- <u>Management</u>: Identification of management strategies to efficiently and effectively utilize existing parking supply and expand supply as appropriate.

Parking Access

Public and Private Parking
- Private
- Public

Data Sources: Town of Hillsborough
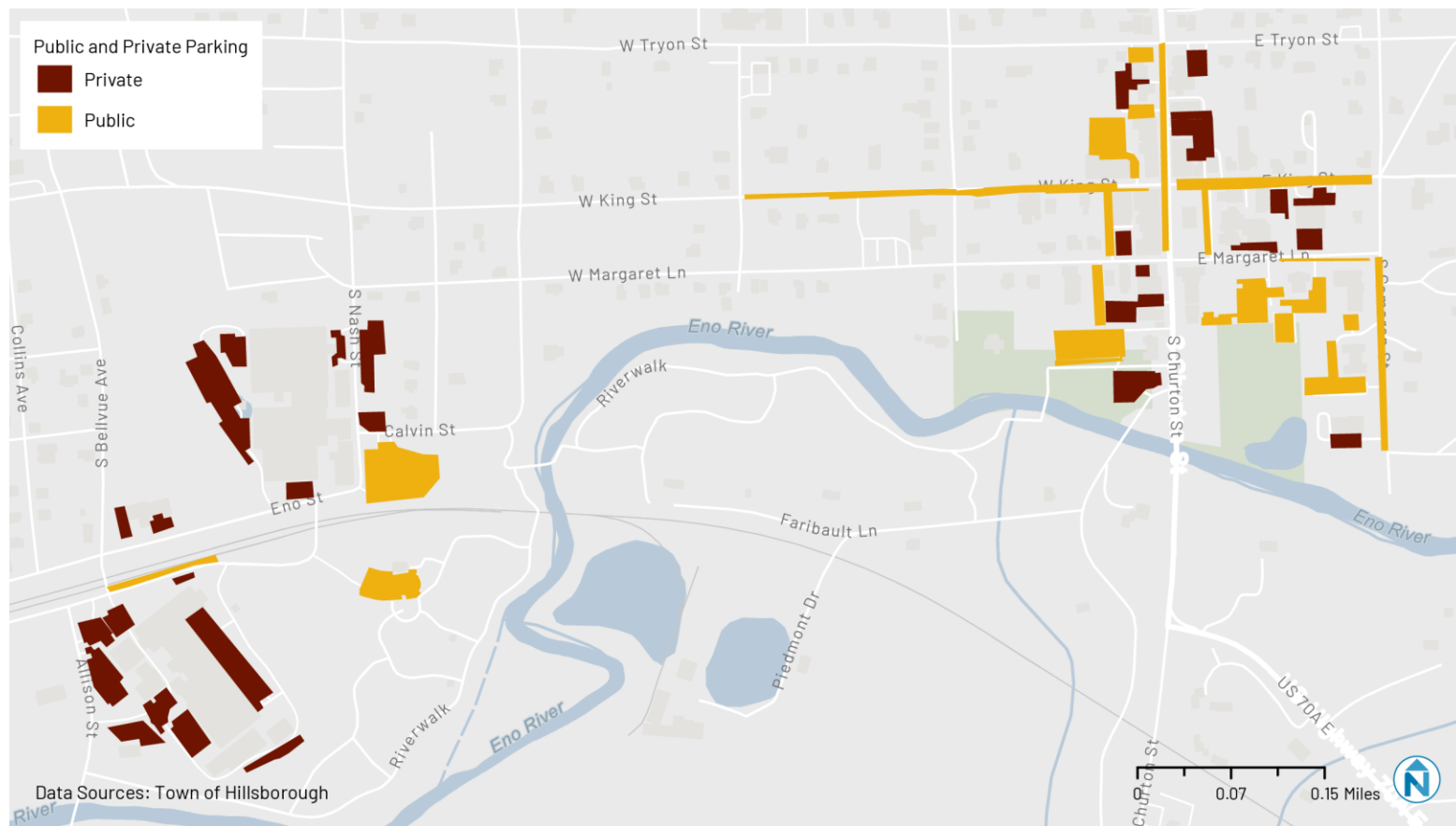
	Downtown	West Hillsborough	Total
Off Street - Private	426	595	1,021
Off Street - Public	538	154	692
On Street	151	0	151
Total	1,115	749	1,864

Average Weekday Parking Utilization

Data Sources: Town of Hillsborough

Average Weekend (Saturday) Parking Utilization

Average Weekend Parking Utilization

- Less than 50%
- 51% – 70%
- 71% – 85%
- 86% – 90%
- 91% – 95%
- 96%+

Data Sources: Town of Hillsborough

Peak Weekday Parking Utilization

Data Sources: Town of Hillsborough

Peak Weekend Parking Utilization

Data Sources: Town of Hillsborough
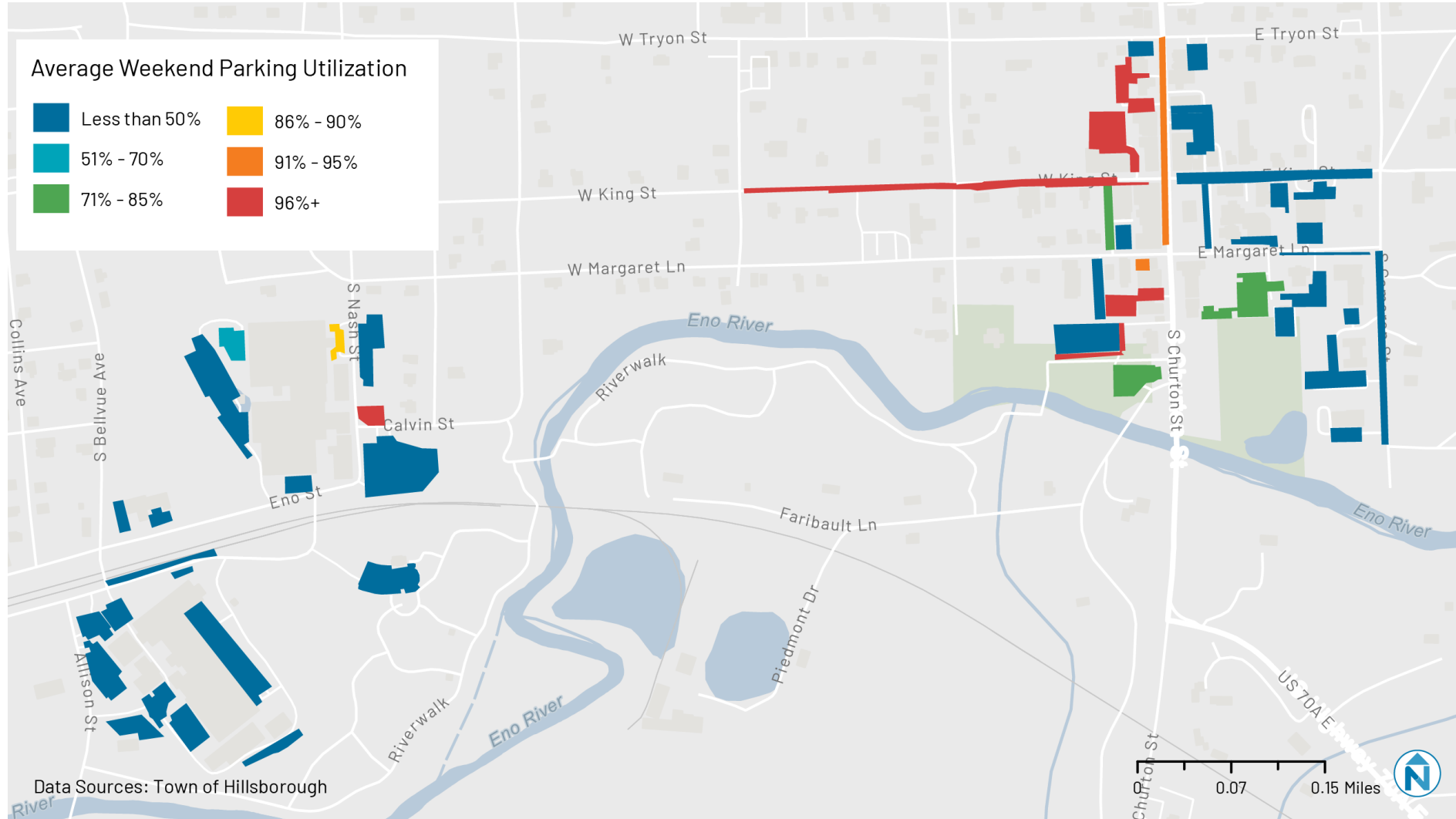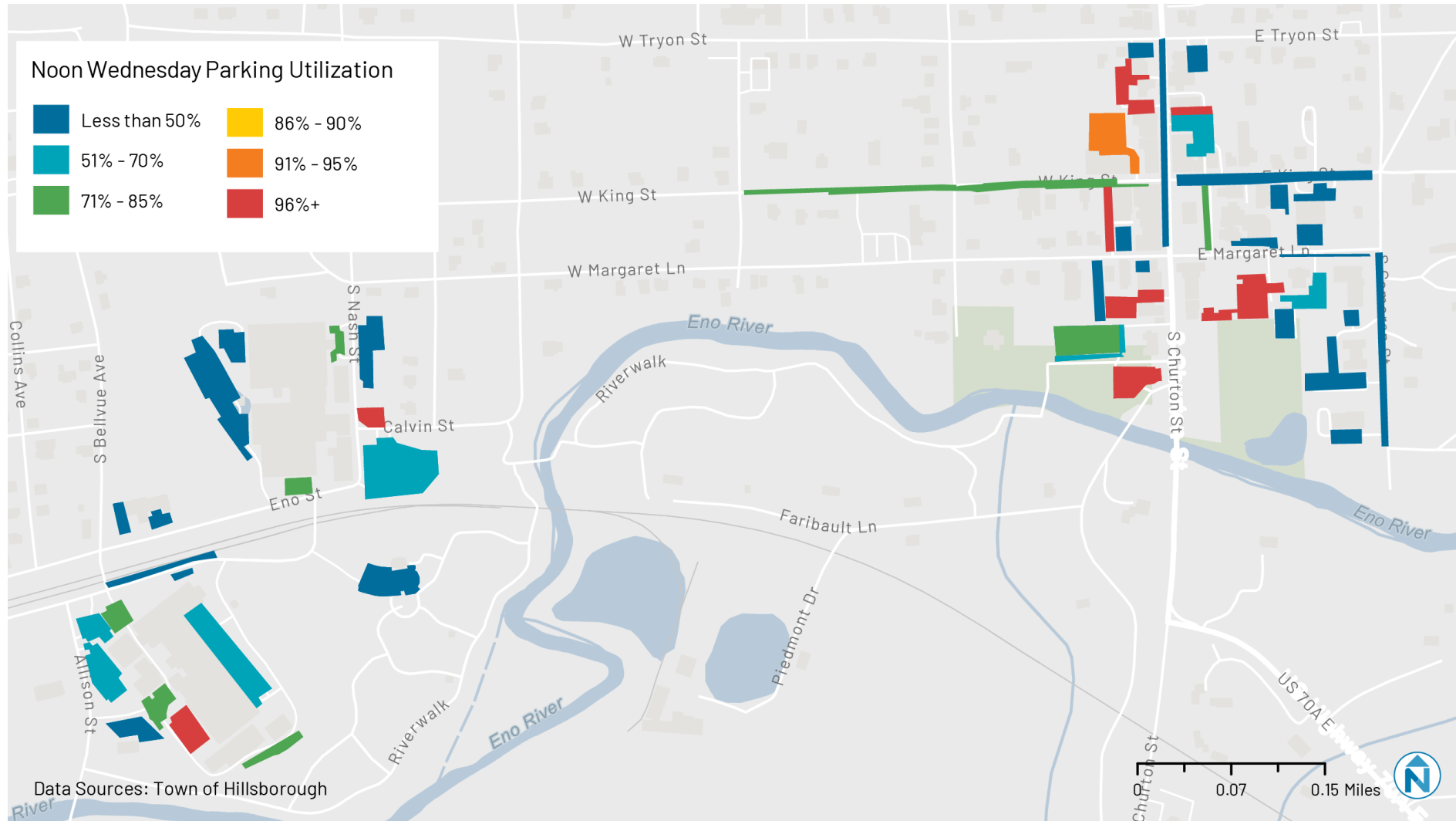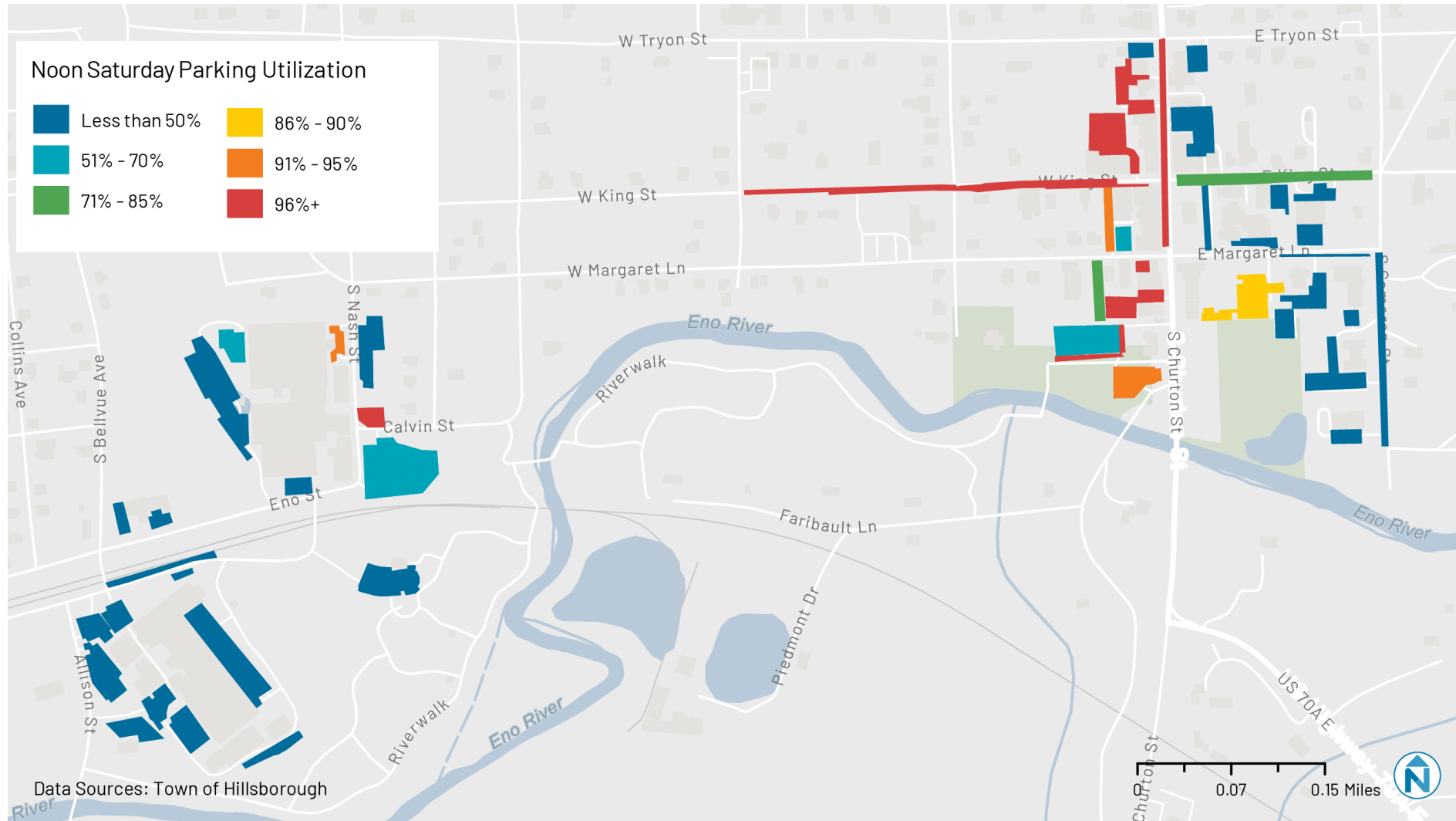
Public Engagement

Online Survey

▪ Public Survey Responses – 518 responses

What connects you to Hillsborough?

What is your typical destination/activity?

Where do you live?



How long do you typically park for?

Online Survey

▪ Public Survey Responses – 518 responses

What kind of parking do you typically us in Hillsborough?

| Answers	Count	Percentage
A parking lot or garage in which I can park for free	358	69.11%
A parking lot or garage in which I have a reserved space free of charge	7	1.35%
A parking lot or garage for which I have a paid permit (at my own or my employer's expense)	3	0.58%
A parking lot or garage that I pay for by the hour	2	0.39%
On-street space (not reserved as an accessible space)	115	22.2%
On-street reserved accessible space	8	1.54%

Where do you typically park in Hillsborough?
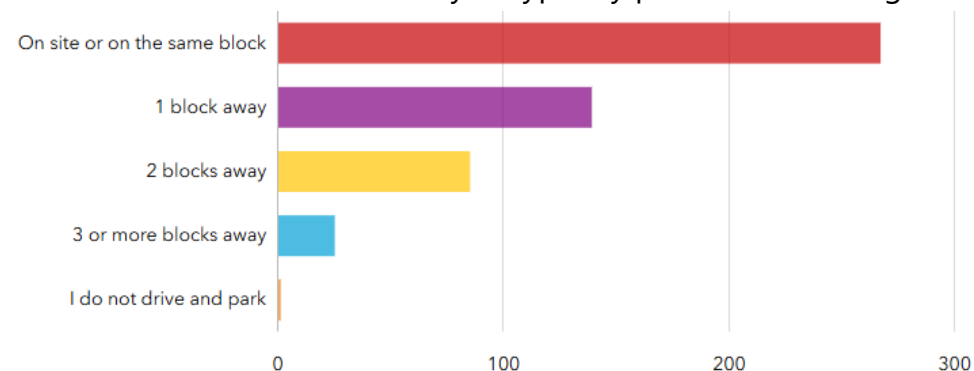
What works well in Hillsborough?

How satisfied is bicycle parking in Hillsborough?

- Somewhat satisfied
- Very satisfied
- Not satisfied

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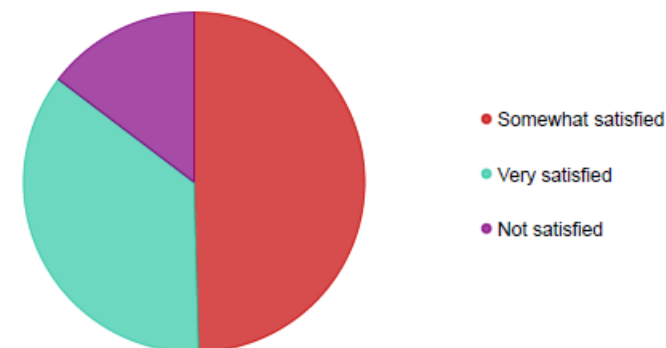
Stakeholder Meetings

Interviews were conducted with town-identified partners, including town commissioners, town and county staff, and business and property owners. Key themes from these interviews included:

- Hillsborough has enough parking, except for special event days. Many locals know this and plan accordingly.

- However, that parking may not be right in front of where the visitor wants to go and visitors may have to walk a couple of blocks to get to their destination.

- Employees and customers park in the same areas. Employees often get there before customers arrive and occupy parking spots closest to the building.

- More on-street loading zones are desired, so delivery trucks do not block travel lanes, especially on narrow, two-lane streets. More on-street, 15-minute curbside pickup spots also are desired.

Public Pop-Ups

The town and its project partners conducted a series of pop-up events May 29-30, 2025, around downtown and West Hillsborough to get additional public perspectives, especially from residents and visitors who may not have interacted with the web-based feedback forums. Events were held near or on site at 5 locations. And had over 100 community interactions.

- Cup-A-Joe, 112 W. King St.; 10 a.m. May 29

- Whit's Frozen Custard, 240 S. Nash St.; noon May 29

- Eno River Brewing, 329 Eno Mountain Road; 5 p.m. May 29

- Hillsborough Bake Shop, 110 S. Churton St.; 8 a.m. May 30

- Riverwalk Greenway entrance, Nash and Kollock Street; noon May 30

Recommendations - Management Policies

Management Policies

- Town Staff Management
  - Designate Parking Manager

- Facilitate Shared Parking Agreements
  - Contextual Considerations
  - Implementation Barriers
  - Use Technology to Incentivize Shared Parking
  - Identify Additional Lots

- Coordination with Orange County
  - Eno River Parking Deck Utilization
  - Public Access to Potential New Parking Deck

- Employee and Business Parking
  - Incentive Programs
  - Business Education

Management Policies

CURBSIDE MANAGEMENT

- Provide Adequate and Accessible ADA Parking

- Manage and Enforce Loading Zones
    - Permitting and signage to accommodate multiple uses
    - HPD enforcement

- Prepare for Increased Autonomous Vehicle Use

Recommendations - Operational Procedures

Operational Procedures

OPTIMIZE EXISTING INVENTORY

- Technology Systems
  - Real-time information

- Improve and Coordinate Information Systems
  - Create a Simplified Parking and Access Map

- Add On-Street Parking
  - Particularly Short-term and Drop-Off

- Explore Valet Parking Options
  - Public and Private Valet

- Employee Transportation Support

Operational Procedures

MULTIMODAL REDUCTION OPPORTUNITIES

- Transportation Demand Management
  - Coordination with Orange County Commuter Options Program
  - Formal Town TDM Program

- Encourage Alternative Transportation Modes
  - Public Transit
  - Walking Environment
  - Bicycle Facilities

Operational Procedures

USER EXPERIENCE OPPORTUNITIES

- Branding and Marketing
  - Public and Publicly Accessible Parking

- Signage and Wayfinding
  - Updated Signage Program
  - Vehicular and Pedestrian Wayfinding

- Coordination Event Management
  - Event Plans
  - Remote Lots and Shuttles
  - Transit Options

- Enforcement
  - "Light Touch" Enforcement and Education

Action Plan

Action Plan

Strategy 1: Shared Parking Agreements

Action	Time Frame	Implementation Considerations	Relative Cost
Coordinate a shared parking agreement with First Baptist Church	Short term	Coordinate a formal sharing agreement with the First Baptist Church lot. Town residents already use this lot as informal shared parking.	$$
Review existing shared parking agreements	Short term	Review existing shared parking agreements to confirm time frame of agreements, costs, and expected town roles and responsibilities.	$
Identify additional lots for shared parking agreements	Medium term	Identify additional lots in downtown Hillsborough for shared parking.	$$

Strategy 2: Parking Coordination with Orange County

Action	Time Frame	Implementation Considerations	Relative Cost
Coordinate with county on Eno River Parking Deck	Short term	Coordinate with county facilities staff on opening additional levels of the deck for public parking.	$
Coordinate on potential new parking deck	Long term	Coordinate with Orange County on potential new parking deck.	$-$$$$
Coordinate with traffic court	Short term	Coordinate with county to send informational material about where to park with traffic court summons.	$$

Action Plan

Strategy 3: Curbside Management

Action	Time Frame	Implementation Considerations	Relative Cost
Develop loading and curbside management program	Medium term	Develop a loading enforcement program to ticket delivery trucks using travel lanes for loading or unloading.	$$
Develop curbside wayfinding and education	Medium term	Develop information and education materials for town residents, visitors and employees about curbside loading spaces.	$

Strategy 4: Accessible Parking

Action	Time Frame	Implementation Considerations	Relative Cost
Improve accessible parking	Long term	Improve marked accessible spaces and ensure creation of spaces compliant with Public Right-of-Way Accessibility Guidelines and Americans with Disability Act.	$$$

Action Plan

Strategy 5: Effective Wayfinding and Signage

Action	Time Frame	Implementation Considerations	Relative Cost
Update Town of Hillsborough public parking map	Short term	Update Hillsborough's online public parking map to include West Hillsborough parking locations and parking regulations.	$$
Improve and expand signage	Medium term	Improve parking wayfinding signs for drivers and pedestrians to be consistent and widespread, with clearly communicated information before, upon, and after arrival.	$$$
Implement parking technology	Long term	Consider using parking technology in lots that fill quickly.	$$$$

Action Plan

Strategy 6: Employee and Business Parking

Action	Time Frame	Implementation Considerations	Relative Cost
Develop employee and business parking program	Medium term	Develop a formal employee parking program that partners with business owners to encourage employees to park in the parking deck.	$$
Develop employee security program	Long term	Coordinate with Hillsborough police to escort employees to their cars at night.	$$$
Provide employee transportation support	Medium term	Coordinate with the Orange County Commuter Options Program to offer trip planning and other transportation programs.	$
Provide valet parking: Public valet	Medium term	Consider a short-term pilot of a public valet, owned and operated by the town.	$$$
Provide valet parking: Private valet	Medium term	Coordinate with business owners for a shared parking valet program, organized and funded by businesses.	$$$

Action Plan

Strategy 7: Alternative Transportation Modes

Action	Time Frame	Implementation Considerations	Relative Cost
Encourage alternative transportation modes: Walking	Long term	Continue to improve sidewalks and the pedestrian environment in Hillsborough.	$$$
Encourage alternative transportation modes: Transit	Long term	Coordinate with Orange County to provide informational material and create marketing campaigns to encourage transit use.	$$
Encourage alternative transportation modes: Bicycles	Long term	Identify bicycle parking in town and suggest locations for additional parking to be added as construction projects occur.	$$$
Implement transportation demand management: Coordinate with Orange County Commuter Options	Short term	Coordinate with the Orange County Commuter Options Program to offer trip planning and other transportation programs.	$
Implement transportation demand management: Develop a program	Long term	Develop a transportation demand management program for the town, including code updates.	$$

Action Plan

Strategy 8: Event Parking

Action	Time Frame	Implementation Considerations	Relative Cost
Require event parking management plans	Short term	Require events to develop event parking management plans, in coordination with town staff.	$
Provide remote lots and shuttles for events	Long term	Identify remote lots that could be used for event parking, with shuttle service to and from the event.	$
Provide public transit for events	Short term	Coordinate with event managers and Orange County to encourage transit use for events.	$

Strategy 9: Town Parking Management

Action	Time Frame	Implementation Considerations	Relative Cost
Designate parking manager	Short term	Designate a town parking manager to oversee all parking regulations and programs.	$$
Review minimum parking requirements	Medium term	Prepare for statewide removal of parking minimums for new development.	$
Provide "light touch" enforcement and education	Short term	Develop a "light touch" enforcement program focusing on education about current town parking regulations.	$$

Thank you!

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