

Public Parking in Norman

Council Community Planning and
Transportation Committee

April 27, 2023



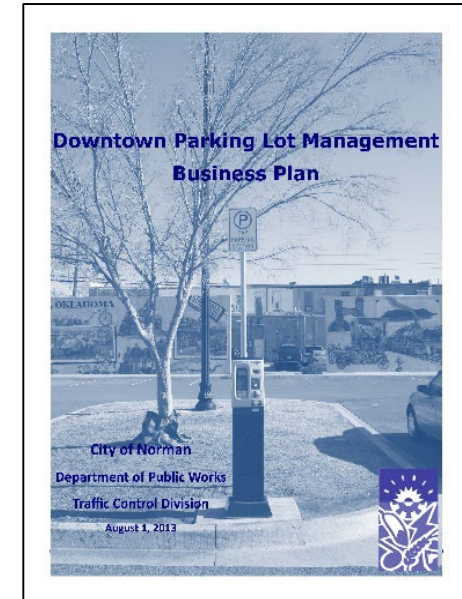
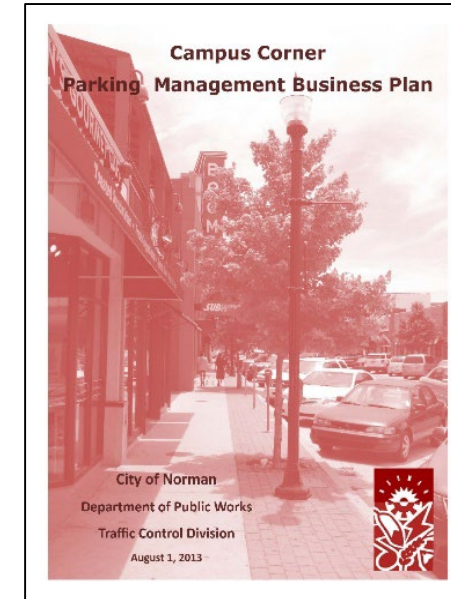
Agenda

- Parking Business Plans
- Parking Studies and Planning
- Signage to Municipal Owned Lots
- Current Rates for Metered Parking
- Proposal to Meter Downtown Main St



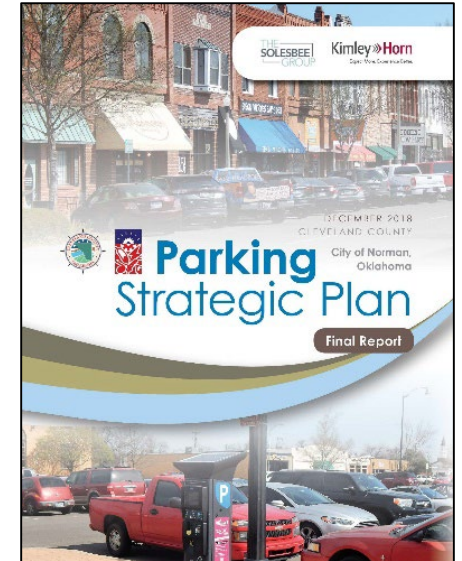
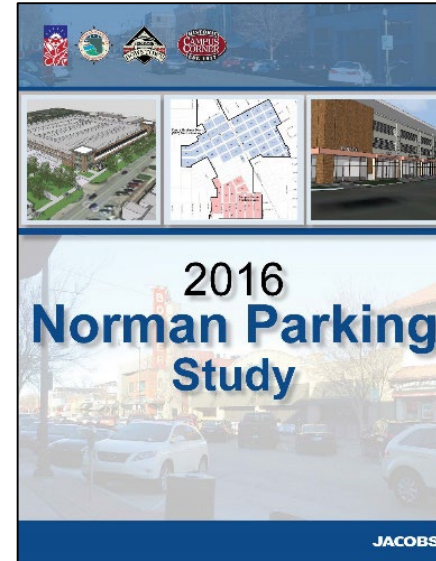
Parking Business Plans

- 2013 Campus Corner Parking Management Business Plan
 - Approved by Council on August 1, 2013
 - Revised in 2015 and 2019
 - Update in the works
- 2013 Downtown Parking Lot Management Business Plan (revised in 2016 and 2019)
 - Approved by Council on August 1, 2013
 - Revised in 2016 and 2019
 - Update in the works
- These business plans detail the strategies and payment options available to customers and visitors who park in the metered areas of campus corner. These plans are designed to maximize both the level of convenience experienced by all users as well as the efficient use of public parking spaces.



Parking Studies and Planning

- 2014 City of Norman Comprehensive Transportation Plan
 - Adopted by Council on May 13, 2014
- 2016 Norman Parking Study
 - Adopted by Council on August 9, 2016
- 2018 Parking Strategic Plan
 - Adopted by Council on December 11, 2018

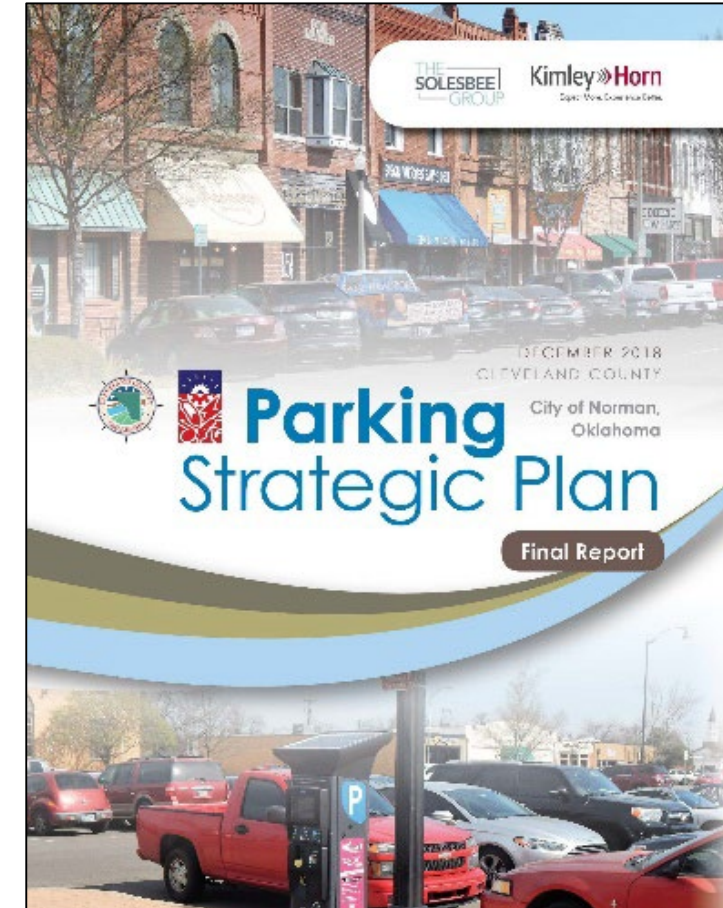


- 2016 Norman Parking Study was commissioned to provide a blueprint for future parking improvements and expenditures.
- 2018 Parking Strategic Plan's primary goal was to be a guide for decision makers on topics such as governance, technology, enforcement, as well as planning and parking asset development and management.



Highlights from the 2016 Study and 2018 Plan

- Acknowledged the need for additional parking in the Downtown and Campus Corner areas. Proposed sites for new parking structures.
- Proposed creating a separate parking fund, governance structure, and hiring additional parking staff. Currently working with partner agencies on possible parking authority.
- Provide consistent management (meter times, meter costs, meter pay methods, enforcement) for customers and update technology.
- Integration with and consideration for a multimodal future. Increasing the walkability and bikeability in these areas as well as investment in additional mass transit.



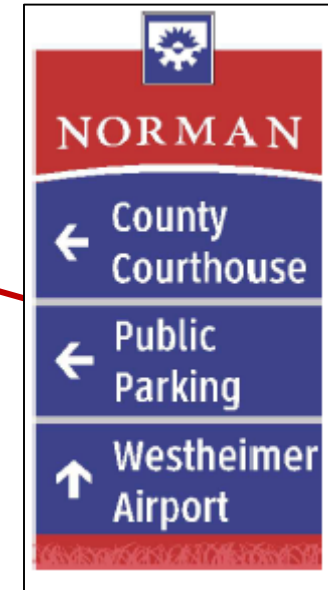
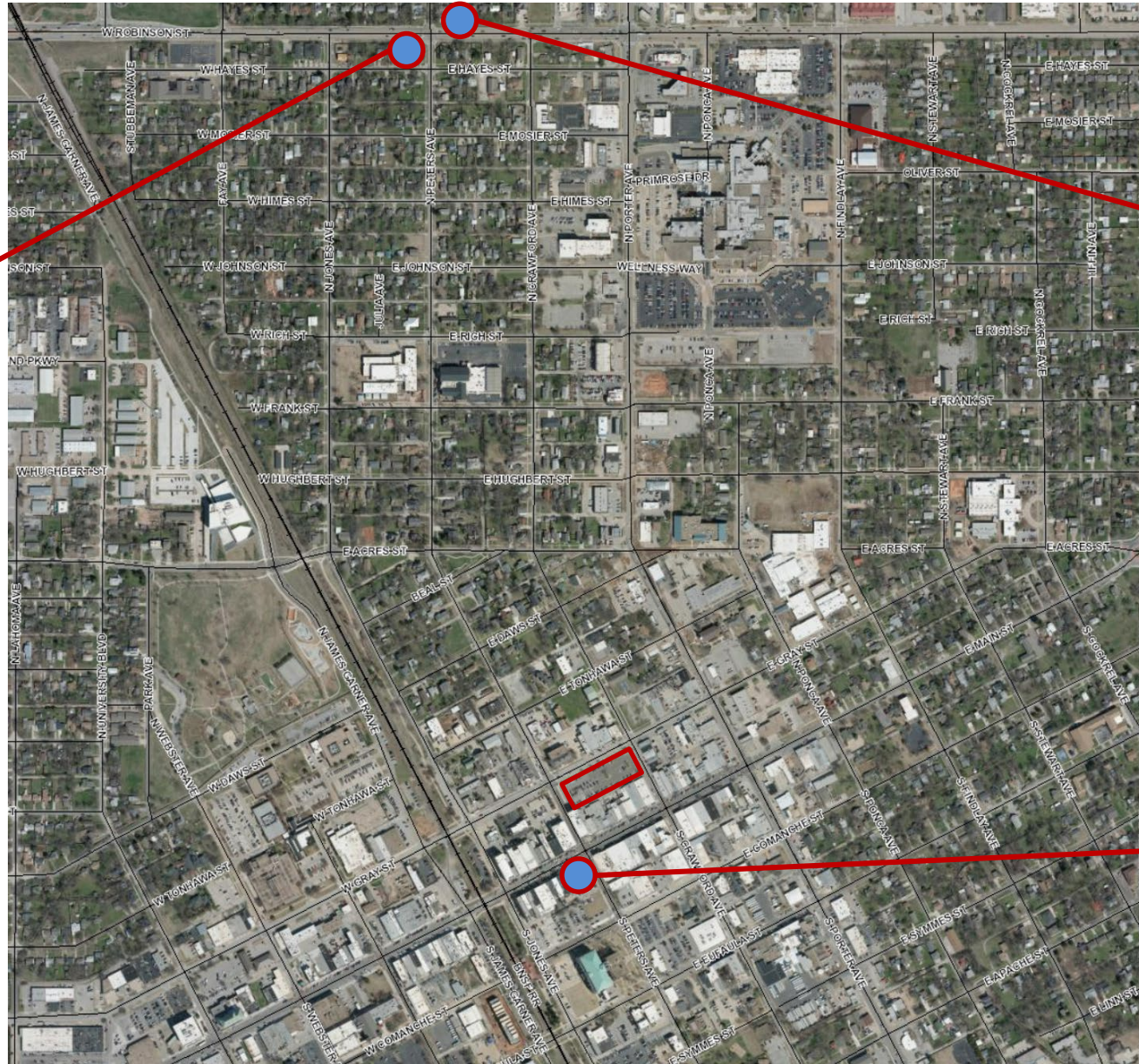
Signage to Municipal Lots – East Gray St



Signage to Municipal Lots – East Gray St



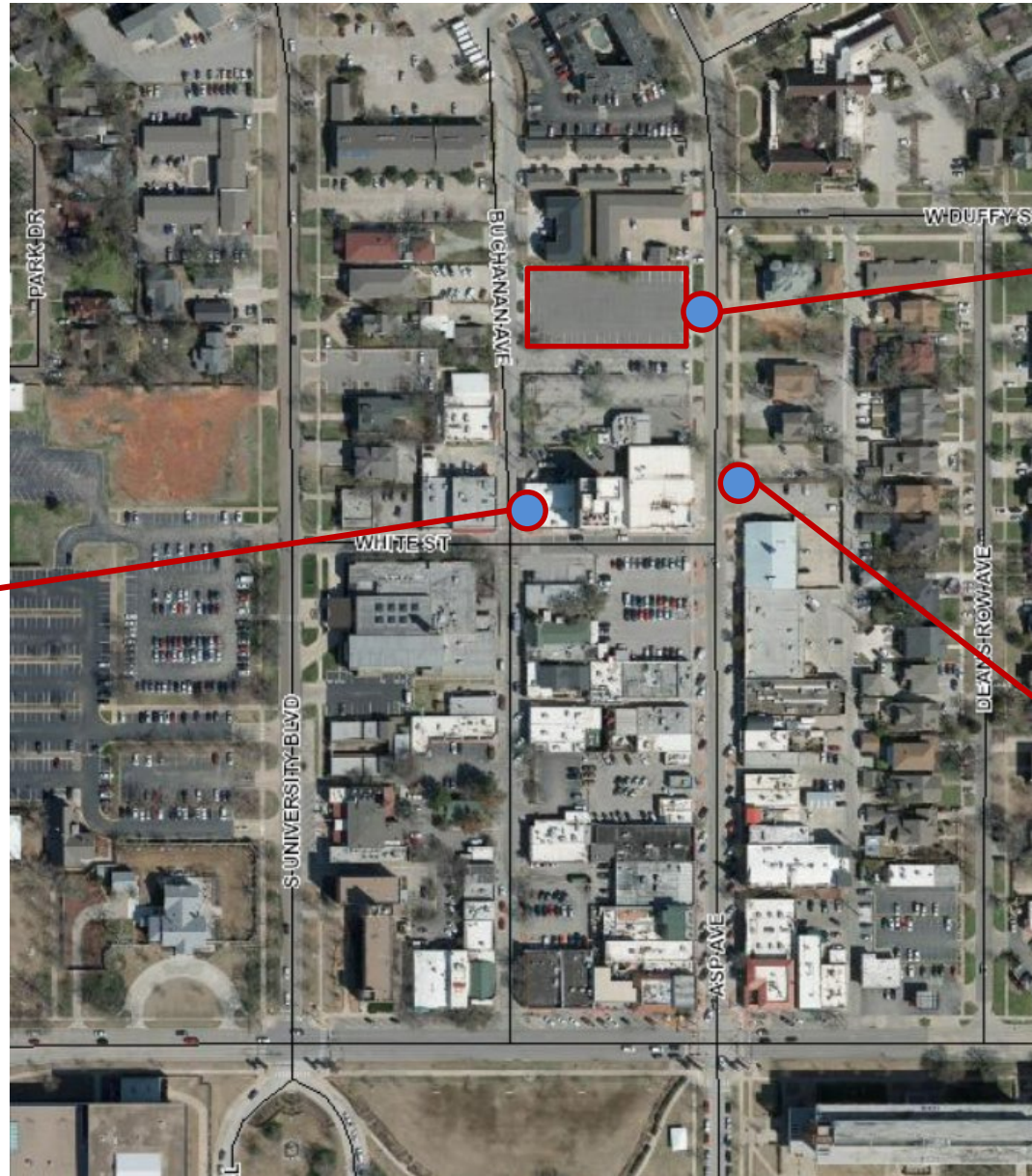
**to be installed with
Norman Wayfinding
Signage Phase 2*



**to be installed with
Norman Wayfinding
Signage Phase 2*



Signage to Municipal Lots – Asp Avenue



**double sided*



Current Rates for Public Metered Parking

City of Norman Rates for Paid Parking

Campus Corner Area: On-Street & Asp Avenue Parking Lot		Downtown Area: County Courthouse & East Gray Street Parking Lot	
RATE	\$1.00 per hour	Rate	\$0.25 per hour
HOURS	Mon – Sat 8AM – 9PM	Hours	Mon – Fri 8AM – 5PM
TIME LIMITS: Maximum stay in the Campus Corner area and Asp Avenue Parking lot is two hours between 8:00 AM and 6:00 PM and three hours between 6:00 PM and 9:00 PM.		TIME LIMITS: Maximum stay in the Downtown area and East Gray Street Parking Lot is nine hours. Time cannot be purchased beyond 5pm.	
EVENT RATE (Asp Avenue Parking Lot for OU Football Games): \$25/ Day			



FY24 Metering Downtown Main Street Proposal

Recommendations from Past Plans and Studies

2016 Norman Parking Study Recommendation:

“Install parking meters in the CBD (central business district) to increase availability and encourage turnover of short-term parking while also generating a revenue stream for public parking improvements” (page 115)

2018 Parking Strategic Plan Recommendation:

“One of the primary strategies to make downtown parking more visitor friendly, improve operational policies and procedures and enhance parking system revenues is to upgrade the parking system’s technologies.” (page 106)



FY24 Metering Downtown Main Street Proposal

- Purchase and installation of 12 parking pay stations for the downtown area: \$88,128
 - Begin metering the Main Street corridor to further fuel the economic development of the area.
 - Downtown Norman's popularity is at an all-time high with the central business district attracting more businesses.
 - Following this recommendation would increase vehicle/patron turnover for the popular area.
 - Pay station meters would be installed on both the north and south sides of Main St. from University Blvd. to Porter Ave.
- This proposal would also create a new revenue fund for parking.
 - The estimated revenue from these pay stations (\$250,000 - \$520,000) is anticipated to cover the initial cost (\$88,128) and still generate revenue in the first financial year they are installed.
 - The range of estimated revenue covers different possible rates, to be determined at a future date.
 - Revenues could be used for any associated maintenance of the pay stations and current parking infrastructure. The revenues could also pay for enhanced parking, such as a parking structure/garage, or other projects in the future.
- Creates a more patron friendly parking experience by ensuring uniformity of pay stations currently installed at the East Gray St. Lot, Asp Ave. Lot, Cleveland County Courthouse, and Campus Corner locations as well as University of Oklahoma paid visitor parking.



FY24 Metering Downtown Main Street Proposal West of Railroad

- 3 blocks **WEST** of rail road track
- One pay station for each area outlined in green
- Specific locations will be finalized at a later date.



FY24 Metering Downtown Main Street Proposal East of Railroad

- 3 blocks **EAST** of rail road track
- One pay station for each area outlined in green
- Specific locations will be finalized at a later date.



**Transit and Parking Division
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City of Norman**

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