



# Park Phoenixville



Downtown Phoenixville Parking Study  
Updated October 10, 2024

**Bowman**

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## **Introduction**

As requested, our office has prepared this parking study as an update of the *Park Phoenixville* downtown parking study, previously completed by our office (McMahon), dated November 15, 2017. The original parking study provided a comprehensive inventory and evaluation of parking conditions in downtown Phoenixville, generally between Vanderslice Street to the north, Washington Avenue to the south, Starr Street to the east, and Buchanan Street to the west. The original study inventoried the parking supply and evaluated both weekday and weekend daily conditions providing insights into peak parking demand conditions, including high demand hours and high demand locations. As there have been significant changes within the downtown area over the past seven years, the purpose of this parking study update is to identify current parking demands and any necessary recommendations to the parking inventory.

Through conversations with Borough staff, we understand that there have been a variety of changes to the parking program over recent years, which includes but is not limited to expansion of the mobile-based parking payment program (i.e., Passport) in municipal lots, new municipal lots (supply), new downtown development (demand), and the seasonal weekend closure of Bridge Street for traffic in order to accommodate outdoor events and expanded restaurant seating.

Upon consideration of the results of the previous 2017 parking study and review of recent available parking data (see below), the focus of this parking study update is on the following:

- **Peak Days** – a typical Thursday evening and Saturday evening were studied and are consistent with peak conditions identified in the 2017 parking study and confirmed with current data.
- **Peak Times** – the peak parking times that were studied were consistent on both days (5 PM – 10 PM). These times of day were also identified as peak hours in the 2017 parking study and confirmed with current data.
- **Seasonal Bridge Street Closure** – to quantify the parking conditions during these special events held on weekends between May and October, these conditions were specifically evaluated. A Saturday during the seasonal Bridge Street closure was evaluated during the peak hours noted above.

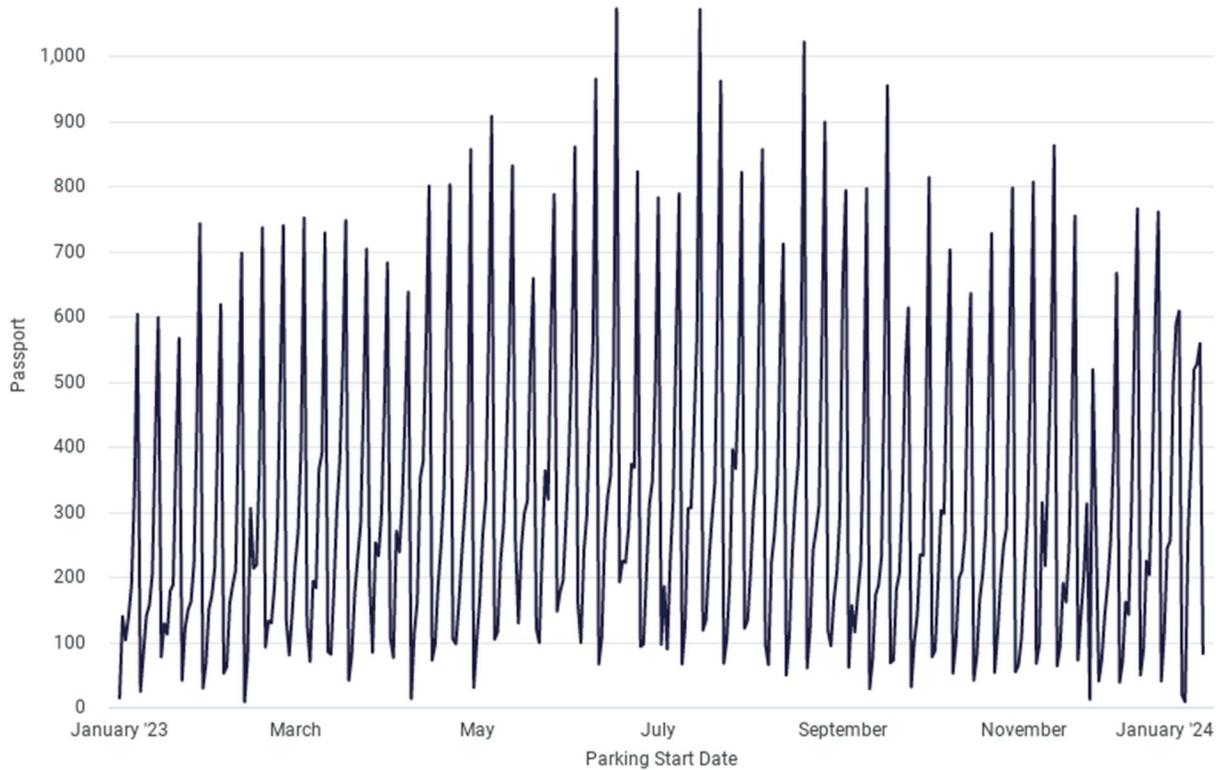
## **Passport Parking Data**

Since the prior parking study, the Borough now utilizes the Passport Parking program for payments within its nine municipal parking lots, which requires customers to use a mobile phone application for transactions. All municipal parking lots now utilize the Passport app, several lots also accept credit card and cash transactions.

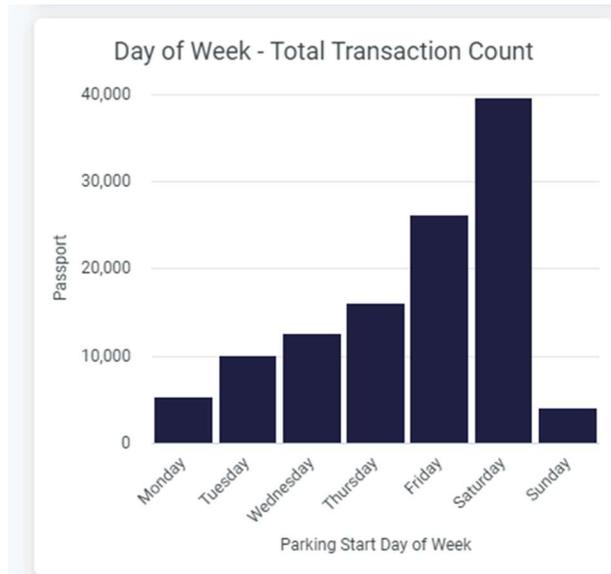
Transactional data was obtained and evaluated for the applicable parking lots (and zones). While this data does not provide a comprehensive accounting of all parking in the downtown area, it does provide valuable insight into general trends including the following (utilizing all Passport 2023 transactions within all municipal parking lots):

- **Annual Parking Trends** – the following chart illustrates the daily Passport parking transactions throughout 2023 in municipal lots showing that the peak demands typically occur between June

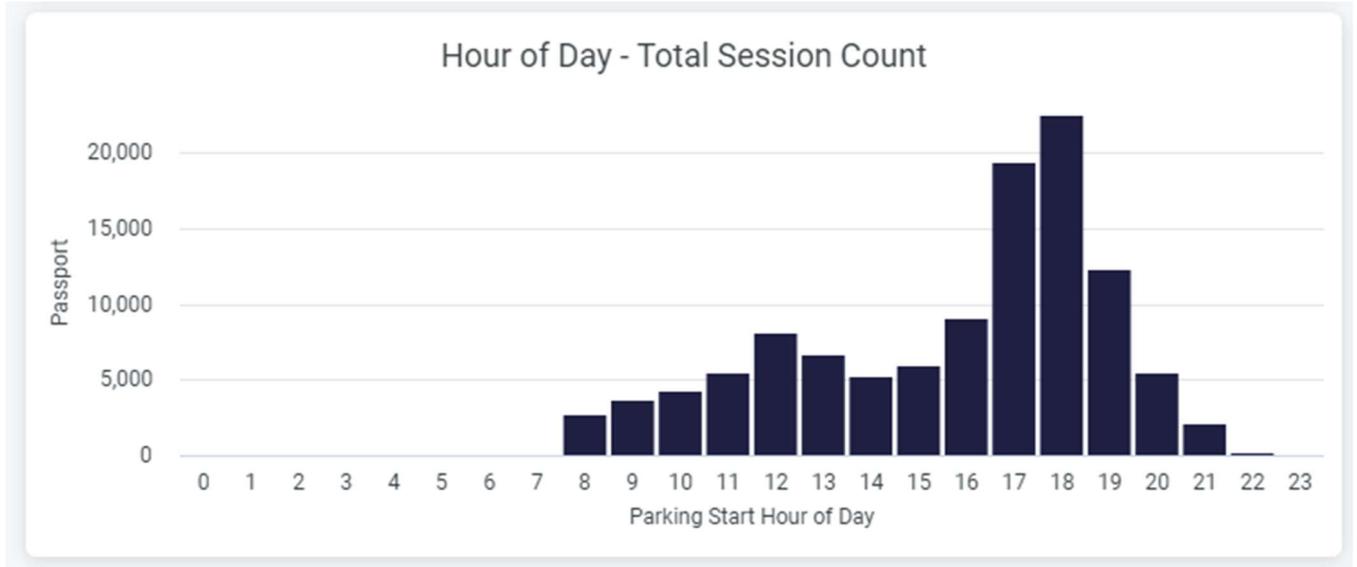
and September. The peak days in 2023 occurred on June 17, 2023 (Art/Street Festival) and July 15, 2023 (Blobfest). In review of the available 2024 Passport data, the 2024 is relatively consistent with the 2023 data. The sinusoidal nature of the graph reflects the “day of week” parking demand trends discussed below.



- **Day of Week Parking Trends** – the following chart illustrates the day of week Passport parking transactions in 2023 within municipal lots. The available 2024 Passport parking transaction data was also reviewed and are consistent. As shown, the typical weekday (Monday through Thursday) peak parking demand occurred on Thursdays and the peak weekend (Friday through Sunday) parking demand occurred on Saturdays.



- Time of Day Parking Trends** – the following charts the hourly Passport parking transactions within municipal lots. As shown, the peak transactions occurred during the 6 PM hour and buttressed by significantly higher transactions in the hour before and after 6 PM. Again, these peak times are consistent with the 2024 available parking data as well as the prior 2017 parking study.



The review of the Passport parking data confirms the peak parking conditions and as such, current parking utilization data was collected on a typical Thursday and Saturday during the summer months, as well as during the typical peak hours.

### Current Parking Supply

As previously noted, the parking supply has changed over the past few years including the addition of new municipal lots at Smithworks Boulevard (Lot 8 - 117 spaces), Wheatland Street (Lot 6 - 50 spaces), and Church Street (Lot 9 - 47 spaces). The Borough Hall lot was also expanded to provide additional parking spaces. For this evaluation, we also evaluated the Holy Ghost Church parking lot, as it has become an even more popular parking option for visitors. There have been other minor changes to the parking supply within the downtown area as well. **Figure 1** illustrates the current parking supply within the downtown area. With the exception of adding the Wheatland Street parking lot, the downtown study area boundary is consistent with the 2017 parking study. **Table 1** shows the comparison between 2016 parking inventory and the current parking inventory. Similar to the prior 2016 study, private individual driveway parking and gated parking lots were generally not included in this inventory/supply. However, several parking lots for apartment complexes were included (again, like the prior study) as was the Holy Ghost Church Parking Lot (not previously studied).

**Table 1 – Parking Inventory 2016 vs Today**

Type of Parking	2016	2024
On-Street Parking Spaces	1,429	1,547 <sup>(1)</sup>
Municipal Parking Lot Spaces	301	758
Other/Private Parking Lots	361	1,397 <sup>(2)</sup>
<b>Total Downtown Parking Spaces</b>	<b>2,091</b>	<b>3,702</b>

(1) The recently constructed Smithworks Boulevard provides on-street parking.

(2) Includes the Holy Ghost Church parking lot which provides approximately 400 parking spaces.

The parking supply for parking lots and on-street parking is summarized separately in **Table 1** while **Figure 1** illustrates the inventory as well as which municipal parking lots are available throughout the day and those that are available after 5PM (Borough Hall).

### Current Parking Utilization

As previously noted, the parking utilization (or demand) was evaluated during the following periods:

- Weekday Evening Peak Period** – parking conditions in the study area were measured on Thursday, June 6, 2024 to evaluate typical weekday evening conditions. Based on a review of Passport Parking 2023 transactions, a Thursday evening in early June represents the peak Thursday conditions for the entire year. The hourly parking utilization throughout this period is illustrated in **Figures 2 through 6** and summarized below.
- Saturday Evening Peak Period** - parking conditions in the study area were measured on Saturday, May 18, 2024 to evaluate weekend conditions without the Seasonal Bridge Street Closure. Based on a review of 2023 Passport Parking transactions, this Saturday evening in mid-May was approximately 85 percent of the peak Saturday conditions (without the Seasonal Bridge Street

closure). The hourly parking utilization throughout this period is illustrated in **Figures 7 through 11** and summarized below.

- **Saturday Evening Peak Period (Seasonal Bridge Street Closure)** - parking conditions in the study area were measured on Saturday, August 17, 2024 to evaluate weekend conditions with the Seasonal Bridge Street Closure. Based on a review of 2023 Passport Parking transactions, this Saturday evening in mid-August was approximately 99 percent of the peak Saturday conditions (with the Seasonal Bridge Street closure). The hourly parking utilization throughout this period is illustrated in **Figures 12 through 16** and summarized below.

All of the parking counts were conducted hourly during the peak parking demand periods beginning at 5 PM and continuing through the 9 PM hour. It is also noted that the parking lots were counted and do not rely on Passport or other transaction data.

It is noted that in terms of parking capacity, a parking facility typically feels “full” or at capacity to a motorist at approximately 85 percent utilization. At this threshold, parking spaces are typically more difficult to find and need to be searched for by circulating through the facility or throughout the area.

#### Weekday Evening Utilization

The current weekday evening utilization within the study is summarized below by subarea. The Bridge/Church Street subarea includes all lots/streets located between the Schuylkill River, Church Street, Borough Hall, and Ashland Street. The North of French Creek subarea includes parking north of French Creek and includes on-street parking and the Smithworks Boulevard parking lot. The South of Church Street subarea includes the residential streets south of Church Street to and including Washington Street. Due to its distance from the central downtown area, the Wheatland Street parking lot was summarized separately. **Table 2** provides a summary of the parking conditions in each area by hour. Additional parking data for each of the municipal lots is summarized in **Appendix A**.

During the weekday evening period, the parking demands in the Bridge/Church Street subarea varied significantly both hourly throughout the period as well as for the various parking facilities. For most of the peak period, the Prospect Street (Lot 1) and Main/Bridge Street (Lot 2) parking lots were at/near capacity (i.e., 85% or more full). The Taylor Alley (Lot 4) and Mill Street (Lot 3) parking lots were close to capacity during the earlier hours. On-street parking demands in the downtown core were generally highest during the typical dinner hours (6PM – 8PM).

Within the Bridge/Church Street subarea, the overall peak parking demand occurred during the 7PM hour and there were 1,033 cars parked, 1,042 available parking spaces resulting in a utilization rate of 50 percent. These counts are inclusive of municipal lots, other popular lots (including the Holy Ghost Church parking), and on-street parking. Within the municipal parking lots and on-streets parking only (i.e., not including Holy Ghost Church parking), the utilization rate was 68 percent with 325 parking spaces available.

In the North of French Creek subarea, there was ample parking supply in the Smithworks Lot (Lot 8) during the entire peak period. Likewise, there was generally sufficient on-street parking available on most blocks or adjacent streets during the weekday evening period.

**Table 2 – Weekday Evening Parking Utilization**

TYPE OF PARKING		SUPPLY (spaces)	DEMAND (spaces)				
			5 PM	6 PM	7 PM	8 PM	9 PM
<b>BRIDGE/CHURCH STREET</b>	On-Street Parking Spaces	429	339	340	360	319	288
	Municipal Parking Lot Spaces*	580	273	343	384	295	233
	Other/Private Parking Lots	1,066	278	316	349	327	316
	<b>BRIDGE/CHURCH SUBTOTAL</b>	<b>2,075</b>	<b>890</b>	<b>999</b>	<b>1,093</b>	<b>941</b>	<b>837</b>
	<i>Bridge/Church Utilization %</i>	-	43%	48%	53%	45%	40%
<b>NORTH OF FRENCH CREEK</b>	On-Street Parking Spaces	256	112	111	109	69	69
	Municipal Parking Lot Spaces*	117	3	3	1	0	0
	Other/Private Parking Lots	24	2	2	6	4	3
	<b>NORTH OF FRENCH CREEK SUBTOTAL</b>	<b>397</b>	<b>117</b>	<b>116</b>	<b>116</b>	<b>73</b>	<b>72</b>
	<i>North of French Creek Utilization %</i>	-	29%	29%	29%	18%	18%
<b>SOUTH OF CHURCH STREET</b>	On-Street Parking Spaces	862	567	620	624	644	637
	Municipal Parking Lot Spaces*	-	-	-	-	-	-
	Other/Private Parking Lots	318	115	138	142	140	138
	<b>SOUTH OF CHURCH STREET SUBTOTAL</b>	<b>1,180</b>	<b>682</b>	<b>758</b>	<b>766</b>	<b>784</b>	<b>775</b>
	<i>South of Church Street Utilization %</i>	-	58%	64%	65%	66%	66%
<b>WHEATLAND</b>	Municipal Parking Lot Spaces	50	0	0	0	0	0
<b>TOTAL DOWNTOWN PARKING SPACES</b>		<b>3,702</b>	<b>1,689</b>	<b>1,873</b>	<b>1,915</b>	<b>1,739</b>	<b>1,626</b>

\* - See **Appendix A** for a breakdown of all municipal parking lots.

In the South of Church Street subarea, a significant portion of the on-street parking is within the residential permit area (see Map 3-1 in the 2016 parking study). Many blocks experience at/near capacity conditions throughout the weekday evening period. The overall peak parking demand in the South of Church Street subarea occurred during the 8 PM hour and there were 784 cars parked, 396 available parking spaces resulting in a utilization rate of 67 percent.

#### Saturday Weekend Utilization

The current Saturday evening utilization within the study is summarized by subarea below in **Table 3**. Additional parking data for each of the municipal lots is summarized in **Appendix A**

During the Saturday evening period, the parking demands in the Bridge/Church Street subarea were approaching (i.e., 70-84 percent utilization) or at/near capacity for most of the evening. After 6 PM, all municipal parking lots in the Bridge/Church Street subarea were generally at capacity with the only exception being the Borough Hall Lot, which was slightly below capacity. On-street parking demands were generally at/near capacity after 6PM as well.

**Table 3 – Saturday Evening Parking Utilization (Without Seasonal Bridge Street Closure)**

TYPE OF PARKING		SUPPLY (spaces)	DEMAND (spaces)				
			5 PM	6 PM	7 PM	8 PM	9 PM
<b>BRIDGE/ CHURCH STREET</b>	On-Street Parking Spaces	429	364	377	383	376	349
	Municipal Parking Lot Spaces*	580	499	538	544	537	516
	Other/Private Parking Lots	1,066	496	606	649	637	593
	<b>BRIDGE/CHURCH SUBTOTAL</b>	<b>2,075</b>	<b>1,359</b>	<b>1,521</b>	<b>1,576</b>	<b>1,550</b>	<b>1,458</b>
	<i>Bridge/Church Utilization %</i>	-	65%	73%	76%	75%	70%
<b>NORTH OF FRENCH CREEK</b>	On-Street Parking Spaces	256	121	129	128	119	117
	Municipal Parking Lot Spaces*	117	19	20	35	47	39
	Other/Private Parking Lots	24	16	16	16	19	19
	<b>NORTH OF FRENCH CREEK SUBTOTAL</b>	<b>397</b>	<b>156</b>	<b>165</b>	<b>179</b>	<b>185</b>	<b>175</b>
	<i>North of French Creek Utilization %</i>	-	39%	42%	45%	47%	44%
<b>SOUTH OF CHURCH STREET</b>	On-Street Parking Spaces	862	647	612	602	608	604
	Municipal Parking Lot Spaces*	-	-	-	-	-	-
	Other/Private Parking Lots	318	132	138	136	123	118
	<b>SOUTH OF CHURCH SUBTOTAL</b>	<b>1,180</b>	<b>779</b>	<b>750</b>	<b>738</b>	<b>731</b>	<b>722</b>
	<i>South of Church Street Utilization %</i>	-	66%	64%	63%	62%	61%
<b>WHEATLAND</b>	Municipal Parking Lot Spaces	50	2	1	0	0	0
<b>TOTAL DOWNTOWN PARKING SPACES</b>		<b>3,702</b>	<b>2,296</b>	<b>2,437</b>	<b>2,493</b>	<b>2,466</b>	<b>2,356</b>

\* - See **Appendix A** for a breakdown of all municipal parking lots.

Within the Bridge/Church Street area, the overall peak parking demand occurred during the 7 PM hour and there were 1,576 cars parked, 499 available parking spaces resulting in a utilization rate of 76 percent. These counts are inclusive of municipal lots, other popular lots (including the Holy Ghost Church parking), and on-street parking. It is noted that the Holy Ghost Church parking lot relieves the Saturday evening peak parking demand stress in this area. For example, the Saturday evening utilization rate would increase to 86 percent (with an area parking surplus of 241 spaces) without inclusion of the Holy Ghost parking lot.

Adjusting the observed Saturday evening to the peak annual Saturday based on Passport parking transaction data, it is projected that the peak demand utilization rate will increase by 15 percent leaving only approximately 263 parking spaces available in the downtown core area.

In the North of French Creek subarea, there was ample parking supply in the Smithworks Lot (Lot 8) during the entire peak period. Compared to the weekday evening, there was less on-street parking available on most streets during Saturday evening period.

In the South of Church Street subarea, many blocks continued to experience near capacity conditions throughout the Saturday evening similar to the weekday evening period. The overall weekend evening peak parking demand in the South of Church Street subarea occurred during the 5 PM hour and there were 779 cars parked, 401 available parking spaces resulting in a utilization rate of 66 percent.

Due to the constrained parking conditions within the Bridge/Church Street subarea, it is noted that there was an 83-space parking surplus during the 7 PM peak hour at the Smithworks Lot (Lot 8) that could

accommodate additional parking demand from the Bridge/Church Street subarea. Also, it is noted that the Holy Ghost Church parking lot had capacity for an additional 258 parked vehicles during the peak parking demand hour within the Bridge/Church Street subarea.

Saturday Weekend Seasonal Bridge Street Closure Utilization

The current Saturday evening utilization during the Seasonal Bridge Street closure is summarized by subarea below in **Table 4**. It is noted that the supply numbers were reduced to account for parking spaces that were not accessible due to the street closure. Additional parking data for each of the municipal lots is summarized in **Appendix A**.

**Table 4 – Saturday Evening Parking Utilization (Seasonal Bridge Street Closure)**

TYPE OF PARKING		SUPPLY (spaces)	DEMAND (spaces)				
			5 PM	6 PM	7 PM	8 PM	9 PM
<b>BRIDGE/ CHURCH STREET</b>	On-Street Parking Spaces	323	299	297	293	303	295
	Municipal Parking Lot Spaces*	544	351	410	398	395	385
	Other/Private Parking Lots	1,066	419	486	533	568	576
	<b>BRIDGE/CHURCH SUBTOTAL</b>	<b>1,933</b>	<b>1,069</b>	<b>1,193</b>	<b>1,224</b>	<b>1,266</b>	<b>1,256</b>
	<i>Bridge/Church Utilization %</i>	-	55%	62%	63%	65%	65%
<b>NORTH OF FRENCH CREEK</b>	On-Street Parking Spaces	256	138	148	161	160	158
	Municipal Parking Lot Spaces*	117	10	14	17	23	25
	Other/Private Parking Lots	24	15	17	18	18	18
	<b>NORTH OF FRENCH CREEK SUBTOTAL</b>	<b>397</b>	<b>163</b>	<b>179</b>	<b>196</b>	<b>201</b>	<b>201</b>
	<i>North of French Creek Utilization %</i>	-	41%	45%	49%	51%	51%
<b>SOUTH OF CHURCH STREET</b>	On-Street Parking Spaces	862	583	571	596	587	587
	Municipal Parking Lot Spaces*	-	-	-	-	-	-
	Other/Private Parking Lots	318	168	159	162	160	164
	<b>SOUTH OF CHURCH STREET SUBTOTAL</b>	<b>1,180</b>	<b>751</b>	<b>730</b>	<b>758</b>	<b>747</b>	<b>751</b>
	<i>South of Church Street Utilization %</i>	-	64%	62%	64%	63%	64%
<b>WHEATLAND</b>	Municipal Parking Lot Spaces	50	0	0	0	0	0
<b>TOTAL DOWNTOWN PARKING SPACES</b>		<b>3,560</b>	<b>1,983</b>	<b>2,102</b>	<b>2,178</b>	<b>2,214</b>	<b>2,208</b>

\* - See **Appendix A** for a breakdown of all municipal parking lots.

During the Saturday evening period, the parking demands in the Bridge/Church Street subarea during the Seasonal Bridge Street Closure reveals that several lots were near capacity for most of the evening although there was capacity at the remaining lots in and around the downtown area. Within the Bridge/Church Street subarea, the overall peak parking demand occurred during the 8 PM hour and there were 1,266 cars parked, 667 available parking spaces resulting in a utilization rate of 66 percent. Again, these counts are inclusive of municipal lots, other popular lots (including the Holy Ghost Church parking), and on-street parking.

Specifically, the Prospect Street (Lot 1), Mill Street (Lot 3), Taylor Alley (Lot 4), and Ashland Street (Lot 7) were at/near capacity for at least one hour of the peak period. Conversely, the Church Street (Lot 9), Borough

Hall (Lot 5), Smithworks Boulevard (Lot 8), and Holy Ghost Church lots were below capacity during this period and provided a total of 413 available parking spaces during the highest peak hour at 8 PM.

Adjusting the observed Saturday evening demand to the peak Seasonal Bridge Street Closure based on Passport parking transaction data, it is projected that the peak demand utilization rate will increase by one percent leaving approximately 654 total parking spaces available in the Bridge/Church subarea.

In the North of French Creek subarea, there was ample parking supply in the Smithworks Lot (Lot 8) during the entire peak period. Compared to the conditions when Bridge Street is not closed, on-street parking demand along Smithworks Boulevard was higher and reached or was near capacity for several segments.

In the South of Church Street subarea, many blocks continued to experience near capacity conditions throughout the Saturday evening similar to when Bridge Street is not closed. However, on-street parking along Starr Street, Main Street, and Gay Street were more utilized although the public parking at the First Presbyterian Church parking lot was underutilized compared to normal Saturday evenings. The overall weekend evening peak parking demand in the southern subarea occurred during the 7 PM hour and there were 758 cars parked, 422 available parking spaces resulting in a utilization rate of 64 percent.

During the Seasonal Bridge Street Closure, there was a 94-space parking surplus at during the 8 PM peak hour at the Smithworks Lot (Lot 8) and a 94-space parking surplus at the Borough Hall Lot (Lot 5) to accommodate additional parking demand from the downtown core. Also, there was a 225-space peak hour parking surplus at the Holy Ghost Church Lot to further relieve parking demands in the downtown area.

### ***Main Street Lot Redevelopment***

The Borough is in the planning phase to redevelop the Main Street Parking Lot (Lot 2) as an open space public gathering space thereby permanently eliminating 36 parking spaces in the downtown core. As such, the parking demand at this lot in the downtown core area can be absorbed by other nearby parking lots. As has been noted elsewhere in this Parking Study, the Borough has increased the number of parking lots including the Church Street Lot which is one block south of this lot. As there are numerous parking lots nearby, it is recommended to improve parking signage directing visitors to locations they may not otherwise be aware of.

### ***Amtrak Station***

There are efforts to bring rail service to Phoenixville with a station at the site of the Ashland Street parking lot. While there are many benefits of a new rail station in the Borough, it would potentially impact parking conditions at this lot and the downtown area. Currently, there are no detailed plans available such as a full station design or parking layout; however, it is our understanding that the station would service Amtrak and not provide general commuter SEPTA regional rail.

Based on a review of the parking demands and the utilization of the Ashland Street lot (Lot 7), it is preliminarily recommended that the current parking supply in this municipal lot be retained in addition to providing for the parking needs of the station. The Ashland Street parking lot is a vital parking facility to

meet the peak parking periods experienced in the downtown particularly on the weekends. The parking demands within the downtown core would justify further evaluation for the need of additional parking facilities to accommodate the combined parking demands of the site, including shared parking considerations (e.g., fluctuations in parking hourly demands of various users). This further study will be appropriate as the planning of the train station advances and details such as weekday and weekend ridership projections, accessory station uses, and other operating features are identified.

### **Conclusions & Recommendations**

Based on the foregoing parking study, we offer the following conclusions and recommendations for consideration of the Borough:

- The peak parking demands in the study area occur during the weekday (Thursdays) and weekend (Saturdays) evening period between the 5 PM and 9 PM hours. Based on review of the Passport parking data, these trends are consistent throughout the year and are consistent with the findings of the prior parking study (2017). As such, this parking study focused on these peak hours.
- Based on Passport parking data, the peak parking demand days in 2023 occurred on Saturdays during the Art/Street Festival (June) and the Blobfest (July). Based on a review of historic Passport parking data, the parking counts conducted for this updated study reveal that the weekday evening counts were conducted on the peak weekday. The Saturday parking counts were conducted during the 85<sup>th</sup> percentile Saturday during a non-event (i.e., Seasonal Bridge Street Closure) weekend. The Saturday parking counts conducted during the Seasonal Bridge Street Closure weekend appear to be the peak weekend (99<sup>th</sup> percentile) based on the Passport parking data.
- Since the original parking study, Phoenixville has made several changes to the parking supply and operations to meet increasing demand. Several municipal parking lots were added (+457 parking spaces), several on-street parking spaces were added with the construction of Smithworks Boulevard (+118 parking spaces). This parking study also evaluated the Holy Ghost Church parking lot (+400 parking spaces) as it has become a more popular/utilized parking option for visitors over the years.
- For the purposes of this evaluation, the study area was segregated into four sections:
  - Bridge/Church Street subarea – between Church Street and the French Creek and between Ashland Street and approximately Borough Hall.
  - North of French Creek subarea – north of the French Creek
  - South of Church Street subarea – south of Church Street to Washington Avenue
  - Wheatland Street Parking Lot
- During the weekday evening peak hour, current peak parking utilization and surplus shows the following:
  - In the Bridge/Church Street subarea, the overall peak utilization was 50 percent during the 7PM hour. Most municipal parking lots were observed to have adequate surplus parking during the peak hour; however, the most convenient parking for the Bridge Street businesses (i.e., Main & Bridge Street Lots, Prospect Street Lot, the parking lot outside of

the Ashland Street Lot, and nearby on-street parking) were at/near capacity.

- In the North of French Creek subarea – the overall peak parking utilization was 29 percent for several hours. The majority of the parking was on local streets with free parking while the Smithworks Boulevard parking lot was barely utilized.
- In the South of Church Street subarea – the overall peak parking utilization was 66 percent and occurred during the 8 PM hour. Nearly 75 percent of the on-street parking was utilized during this peak hour.
- The Wheatland Street parking lot was not utilized (i.e. zero vehicles parked) during this study period.
- Overall, there is adequate parking supply to accommodate today's peak weekday evening parking demands.
- During the Saturday evening (without the Seasonal Bridge Street Closure weekend) peak hour, current parking utilization and surplus shows the following:
  - In the Bridge/Church Street subarea, the overall peak utilization was 76 percent during the 7PM hour. The parking utilization in the municipal parking lots (nearly 94 percent) and on-street parking (nearly 90 percent) surpassed the perceived capacity threshold (i.e., 85 percent utilization) so the availability of the most popular parking is essentially fully utilized. When considering the peak days since this observation were conducted on the 85<sup>th</sup> percentile Saturday, the parking available on a peak day at these facilities will be even less. However, other parking resources such as the Holy Ghost Church parking lot and parking facilities outside of the subarea do have capacity to accommodate more of today's Saturday evening peak parking demands.
  - In the North of French Creek subarea – the overall peak parking demand was 47 percent for several hours. The majority of the parking was on local streets with free parking while the Smithworks Boulevard parking lot was minimally utilized.
  - In the South of Church Street subarea – the overall peak parking demand was 66 percent and occurred during the 5 PM hour. Again, nearly 75 percent of the on-street parking was utilized during this peak hour.
  - The parking utilization measured at the Wheatland Street parking lot during this study period did not exceed two parked vehicles.
  - The most convenient parking in the Bridge/Church Street subarea (i.e., municipal parking lots and on-street parking) is generally at/near capacity during the Saturday evening peak hours and must rely on a combination of public parking within the subarea (e.g., Holy Ghost Church parking, etc.) and parking facilities outside of the immediate area.
- During the Saturday evening (with Seasonal Bridge Street Closure weekend) peak hour when portions of Bridge Street is closed, the current parking utilization and surplus shows the following:

- The parking supply in the Bridge/Church Street subarea is reduced as sections of on-street parking and the municipal lot at Main Street & Bridge Street is inaccessible.
  - In the Bridge/Church Street subarea, the overall peak demand was 65 percent during the 8 PM hour. The parking utilization in the municipal parking lots (nearly 72 percent) and on-street parking (nearly 94 percent) is significantly utilized. Other parking resources such as the Holy Ghost Church parking lot and parking facilities outside of the subarea continue to have capacity to accommodate more of today's Saturday evening peak parking demands during the Seasonal Bridge Street Closure.
  - The parking utilization and surplus in the North of French Creek subarea, South of Church Street subarea, and the Wheatland Street parking lot are very similar to the parking conditions during a weekend without the Seasonal Bridge Street Closure.
  - Similar to a regular Saturday weekend, the most desirable and convenient parking in the Bridge/Church Street subarea is generally at/near capacity during the Saturday evening peak hours and must rely on a combination of public parking within the subarea (e.g., Holy Ghost Church parking, etc.) and parking facilities outside of the immediate area.
- In all three peak periods, the Wheatland Street parking lot is not being utilized with any significance. As new development in the area is constructed, this municipal facility may see an increase in demand.
  - If the Main Street & Bridge Street parking lot (Lot 2) is repurposed and the available parking is removed, then the parking will need to be accommodated elsewhere and there is capacity within other municipal and available parking lots at this time. Additional signing should be provided to direct visitors to these alternate parking lots.
  - Based on the current parking utilization at the Ashland Street Lot (Lot 7) and within the overall Bridge/Church Street subarea, it is recommended that any redevelopment of the site for a train station maintain or increase the available parking for public use during the peak hours.
  - The Borough should promote underutilized parking lots to relieve the stress on popular parking lots within the downtown core area. Measures such as promotional advertising, coordinating with business owners, additional signage, etc. can educate visitors as to the currently underutilized parking facilities. Expanding the Passport parking zones to include Bridge Street and nearby streets may also make the underutilized parking on the periphery of the core area more acceptable while also helping to reduce traffic congestion downtown.
  - Opportunities to add parking supply for public use during the evening peak hours through private-public agreements, shared parking agreements, other management techniques should continue to be explored when appropriate. Likewise, consideration should be given to providing for additional public parking with new land development, etc.

# Downtown Phoenixville Parking Study

Figure A - Parking Supply Inventory



FIGURE 1

0 1,000 Feet

# Downtown Phoenixville Parking Study

5 PM Utilization - Saturday, May 18, 2024



FIGURE 2

0 1,000 Feet

# Downtown Phoenixville Parking Study

6 PM Utilization - Saturday, May 18, 2024



**FIGURE 3**

0 1,000 Feet

# Downtown Phoenixville Parking Study

7 PM Utilization - Saturday, May 18, 2024



FIGURE 4

0 1,000 Feet

# Downtown Phoenixville Parking Study

8 PM Utilization - Saturday, May 18, 2024



**FIGURE 5**

0 1,000 Feet

# Downtown Phoenixville Parking Study

9 PM Utilization - Saturday, May 18, 2024



**FIGURE 6**

0 1,000 Feet

# Downtown Phoenixville Parking Study

5 PM Utilization - Thursday, June 6, 2024



FIGURE 7

0 1,000 Feet

# Downtown Phoenixville Parking Study

6 PM Utilization - Thursday, June 6, 2024



**FIGURE 8**

0 1,000 Feet

# Downtown Phoenixville Parking Study

7 PM Utilization - Thursday, June 6, 2024



FIGURE 9

0 1,000 Feet

# Downtown Phoenixville Parking Study

8 PM Utilization - Thursday, June 6, 2024



**FIGURE 10**

0 1,000 Feet

# Downtown Phoenixville Parking Study

9 PM Utilization - Thursday, June 6, 2024



On-Street	Off-Street
— No Parking	0-25%
0-25%	26-50%
26-50%	51-60%
51-60%	61-70%
61-70%	71-80%
71-80%	81-85%
81-85%	85% or more
85% or more	

# Municipal lot number

FIGURE 11

0 1,000 Feet

# Downtown Phoenixville Parking Study

5 PM Utilization - Saturday, August 17, 2024 – Bridge Street In & Out Road Closure



**FIGURE 12**

0 1,000 Feet

# Downtown Phoenixville Parking Study

6 PM Utilization - Saturday, August 17, 2024 – Bridge Street In & Out Road Closure



FIGURE 13

0 1,000 Feet

# Downtown Phoenixville Parking Study

7 PM Utilization - Saturday, August 17, 2024 – Bridge Street In & Out Road Closure



FIGURE 14

0 1,000 Feet

# Downtown Phoenixville Parking Study

8 PM Utilization - Saturday, August 17, 2024 – Bridge Street In & Out Road Closure



FIGURE 15

0 1,000 Feet

# Downtown Phoenixville Parking Study

9 PM Utilization - Saturday, August 17, 2024 – Bridge Street In & Out Road Closure



FIGURE 16

0 1,000 Feet

## **APPENDIX A**

**MUNICIPAL LOT PARKING DEMAND AND UTILIZATION**

SUB AREA	LOT #	LOT NAME	SUPPLY (spaces)	THURSDAY DEMAND					SATURDAY DEMAND					SATURDAY DEMAND SEASONAL BRIDGE STREET CLOSURE				
				5 PM	6 PM	7 PM	8 PM	9 PM	5 PM	6 PM	7 PM	8 PM	9 PM	5 PM	6 PM	7 PM	8 PM	9 PM
BRIDGE/CHURCH STREET	1	Prospect Street	90	89 99%	93 103%	89 99%	53 59%	38 42%	87 97%	86 96%	89 99%	88 98%	89 99%	91 101%	91 101%	89 99%	89 99%	90 100%
	2	Main/Bridge	36	20 56%	35 97%	35 97%	36 100%	32 89%	37 103%	35 97%	35 97%	33 92%	27 75%	0 0%	0 0%	0 0%	0 0%	0 0%
	3	Mill Street	78	61 78%	62 79%	60 77%	59 76%	58 74%	69 88%	70 90%	72 92%	72 92%	72 92%	69 88%	72 92%	72 92%	72 92%	66 85%
	4	Taylor Alley	97	74 76%	74 76%	70 72%	58 60%	46 47%	92 95%	92 95%	91 94%	90 93%	87 90%	76 78%	83 86%	71 73%	70 72%	72 74%
	5	Borough Hall	104	10 10%	22 21%	22 21%	14 13%	12 12%	77 74%	87 84%	91 88%	86 83%	84 81%	10 10%	10 10%	10 10%	10 10%	10 10%
	7	Ashland Street	128	13 10%	49 38%	92 72%	57 45%	29 23%	119 93%	126 98%	120 94%	122 95%	118 92%	71 55%	118 92%	121 95%	123 96%	114 89%
	9	Church Street	47	6 13%	8 17%	16 34%	18 38%	18 38%	18 38%	42 89%	46 98%	46 98%	39 83%	34 72%	36 77%	35 74%	31 66%	33 70%
	<b>SUBTOTAL</b>			<b>580 or 544<sup>(1)</sup></b>	<b>273 47%</b>	<b>343 59%</b>	<b>384 66%</b>	<b>295 51%</b>	<b>233 40%</b>	<b>499 86%</b>	<b>538 93%</b>	<b>544 94%</b>	<b>537 93%</b>	<b>516 89%</b>	<b>351 65%</b>	<b>410 75%</b>	<b>398 73%</b>	<b>395 73%</b>
NORTH OF FRENCH CREEK	8	Smithworks Blvd	117	3 3%	3 3%	1 1%	0 0%	0 0%	19 16%	20 17%	35 30%	47 40%	39 33%	10 9%	14 12%	17 15%	23 20%	25 21%
WHEATLAND	6	Wheatland Street	50	0 0%	0 0%	0 0%	0 0%	0 0%	2 4%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

(1) Supply is lower during Seasonal Bridge Street Closure due to Bridge/Main Street lot being inaccessible.