

## CHERRY CREEK NORTH BID 2017 PUBLIC PARKING FAQ

### 1) Why is parking important to CCN?

CCN is a major, mixed use, outdoor urban center. Parking is an essential element of its infrastructure, requiring intensive management and communications. Because it affects people so directly, parking in CCN, and in every commercial center, is a hot topic and sometimes a source of frustration. To improve the parking experience and information for CCN, the BID has assembled a task force comprised of key stakeholders to identify parking priorities and to develop strategies.

### 2) Who owns/manages the parking in CCN? How many spaces are there? What is their availability?

As with the rest of the City of Denver, parking is owned and managed by both the public and private sectors. There are over 5,000 parking spaces in CCN.

The public sector (City of Denver) owns and manages the on-street (metered) parking in CCN. They have 550 metered spaces. These are available at rate of \$1 an hour for up to 3 hours. The usage of these meters has remained consistent for the last two years; at peak times, the meters are 70% occupied.

The private sector (building owners) has a total of 3,500 spaces today with more becoming available. 500 of these spaces are for customer parking for individual stores/businesses. 3,000 are in privately owned parking garages that are open to the public for both monthly and short-term parking. Even at peak times, one-third of the garage spaces are vacant. With the new zoning requirements and redevelopment, 30% more garage spaces are being built than required by zoning.

The CCN BID manages 200 spaces for retail employee parking in the Clayton Lane parking garage. These spaces are rented for \$50 a month.

### 3) What has the BID done to improve the parking experience and communications for CCN?

In addition to operating the employee parking garage floors at Clayton Lane, the BID has a number of initiatives:

PARKING WAYFINDING/SIGNAGE: Through its streetscape improvement program launched in 2009, the BID installed new parking signage in and around CCN to better direct drivers to parking locations. Given the amount of redevelopment in the District and the number of new visitors to CCN, the BID reassessed overall parking signage and way finding in addition to studied improvements which resulted in the de-cluttering of signage throughout the District to help drivers locate parking options more easily. The BID has also piloted improved parking signage during the important holiday shopping season.

PARKING COMMUNICATIONS: The BID published its first ever Parking Directory in 2014 which inventoried all of the customer parking in CCN. In addition, it expanded parking information on its website and communications. In 2016, the BID launched a new website with additional parking information including a new [parking reservations system](#) for certain garages in the district.

PARKING PROMOTIONS: The BID works closely with retailers located in CCN to help them inform their customers about access to parking year around, especially during the key holiday shopping season. The BID uses its integrated marketing program including on-street ambassadors, social media, advertising, and media relations to get the word out to visitors.

### 4) What is the relationship between parking and transportation?

While it is sometimes thought of separately, parking is just one element of an overall transportation system in and around CCN. The BID is a founding member of the Cherry Creek Area Business Alliance (CCABA), a non-profit organization working to implement the new [Cherry Creek Area Plan](#). This plan outlines transportation priorities for Cherry Creek including transit, pedestrian, bike, car-sharing and other transit options to reduce vehicle trips to CCN and reduce parking demand. For more information about CCABA [www.cherrycreekaba.com](http://www.cherrycreekaba.com).