

# THE SOUTH CONGRESS PARKING STRATEGY

## What is the South Congress Parking Strategy?

The City has undertaken a study of parking and mobility along the South Congress corridor that will be conducted in two phases: **Phase I** will focus on comprehensive data collection to document the challenges and opportunities for enhancing parking and mobility; **Phase II** will use the data to design actionable solutions that address the parking challenges facing residents, business owners, and visitors.

The South Congress Parking Strategy will also future-proof the district by linking parking supply and management solutions to ongoing mobility and development initiatives. This will ensure the continued economic prosperity of local businesses while reducing the burden on residents caused by increased parking demand in the area.

## What goals will guide the project?

- Focus on comprehensive data collection, allowing for informed dialogue and a decision-making process guided by data.
- Create solutions to support a robust, economically stable commercial corridor.
- Address short-term parking challenges and develop an actionable plan for improving parking for all users.
- Future-proof any parking management, policy, and/or programmatic recommendations regardless of changes to the corridor's right-of-way.
- Support the corridor's long-term mobility vision, recognizing that parking is ultimately one piece of a broader access strategy.
- Ensure comprehensive public engagement that maximizes efficient use of the public's time and feedback.
- Serve as a model process for other residential/commercial districts in Austin.

## Who is leading the study?

The City has contracted with the Downtown Alliance to accelerate the project by expanding the scope of their existing contract with nationally-renowned transportation experts, Nelson\Nygaard Consulting Associates. The Downtown Alliance will coordinate projects across the corridor and within downtown, recognizing that interconnectivity between these parts of the city is critical for reducing demand for parking and enhancing citywide mobility.

## What is the project schedule?

The project began in February 2019. Phase I is estimated to wrap up in summer of 2019. Phase II will begin shortly after that, and will be completed in early 2020.

# PARKING STRATEGY STUDY AREA

- Study Area Boundary
- Study Area Blockfaces
- Off-Street Parking
- South Congress Cafe Point of Reference

0 500 1,000 Feet

