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# Savannah Parking Matters Update

Public Open House  
Wednesday, September 17, 2025

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PARKING  
MATTERS

| A Strategic Plan for  
Parking + Mobility  
in Savannah



# Topics

- Study Background
- Existing Conditions – What We See
- Initial Stakeholder Input – What We Heard
- Emerging Issues and Opportunities
- Recommended Strategies
- Public Input Opportunities
- Study Next Steps



# Study Background





# Study Background

In 2015, the City of Savannah launched the **Parking Matters: A Strategic Plan for Parking + Mobility in Savannah** initiative.

This study resulted in key policy and operational changes for the city, including:

- Implementation of multi-space meters and the ParkSavannah app
- Streamlined routing and expansion of the DOT Shuttle
- Simplified parking rates and zones

The study provided the City with a set of tools to address parking issues and changes as needed, allowing a tailored approach to recognize the evolving needs of the City of Savannah.

The 2015 Parking Matters study focused primarily on Downtown Savannah, north of Liberty Street.



## PARKING MATTERS



## PARKING MATTERS

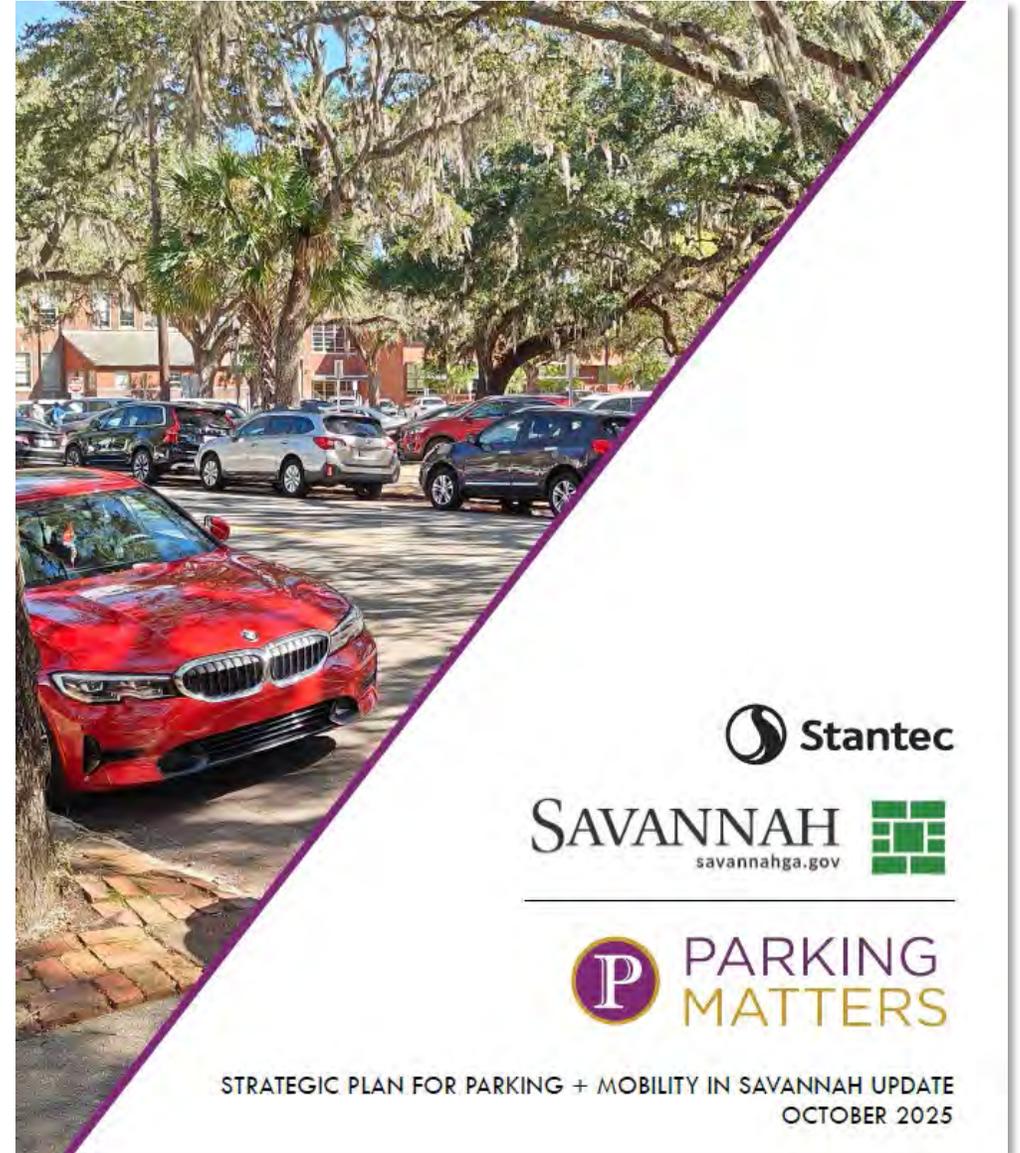
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# Study Background

The 2025 Parking Matters Update seeks to:

- Implement standardized practices for parking management as demand patterns have changed
- Enhance overall mobility
- Balance parking demand with other mobility modes (walking, biking, transit)





# Study Background

The 2025 Parking Matters update utilizes a similar methodology and policy approach, shifting the study area south between Liberty Street and Victory Drive.

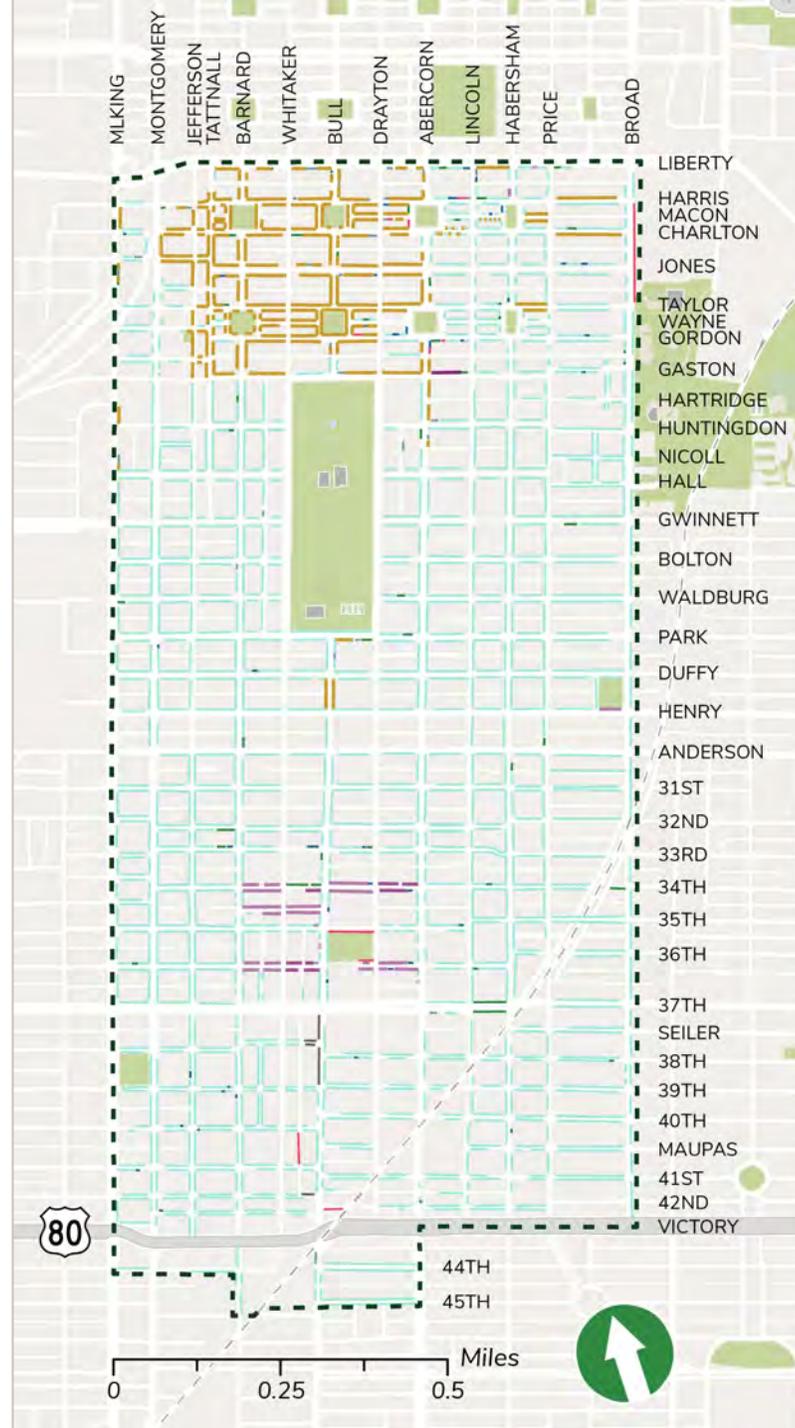
As the area continues to evolve, the City of Savannah will have the policies and tools need to make proactive, predictable modifications to parking regulations to mutually benefit residents and businesses.



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## Weekday On-Street Regulations

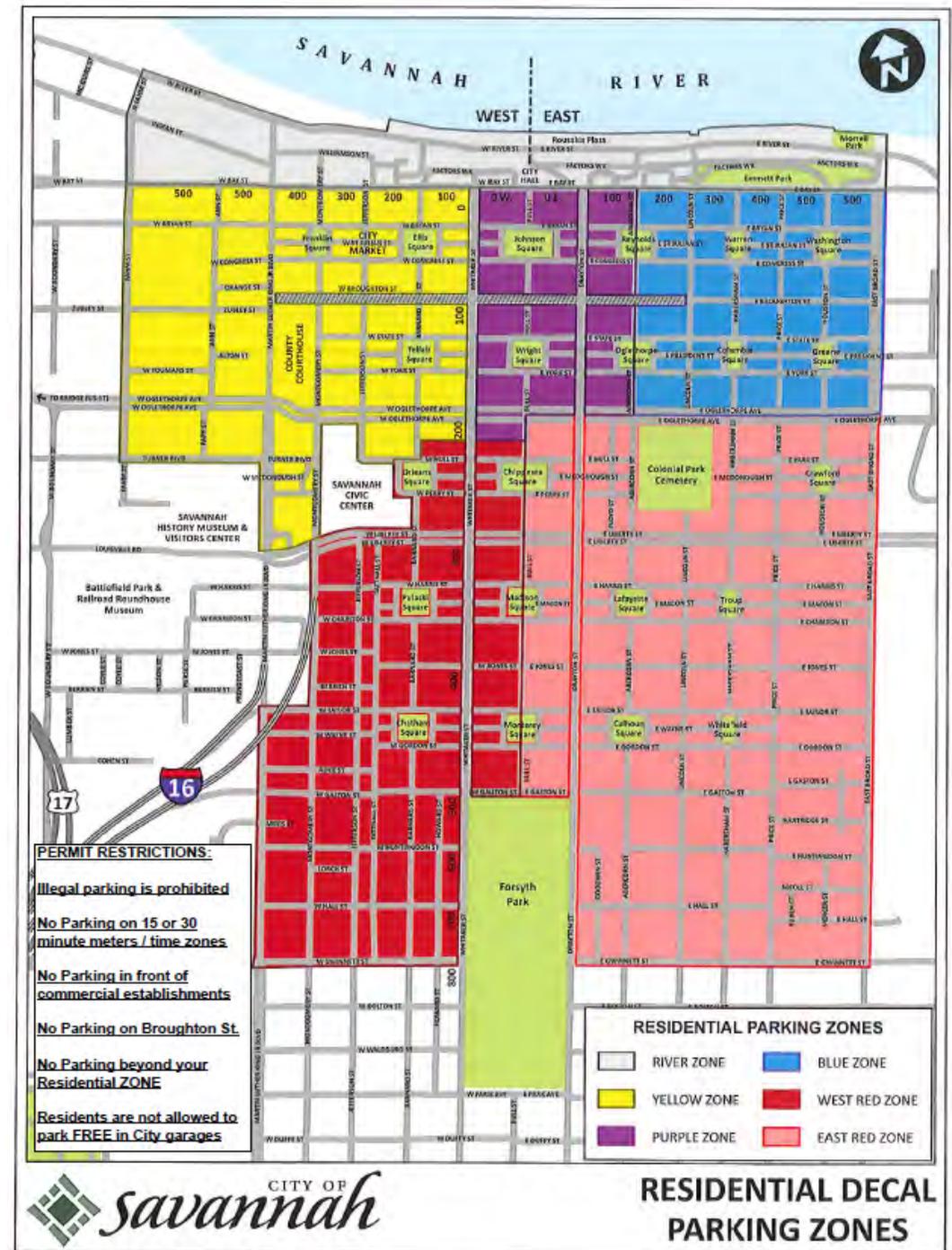
- Study Area Boundary
- Free, 30 Minute Limit
- Free, 1 Hour Limit
- Free, 1.5 Hour Limit
- Free, 2 Hour Limit
- Free, Unregulated
- Metered, \$1/Hour Varied Time Limits
- Handicap Permit Only
- Passenger Loading
- Freight Zone
- Restricted / Reserved
- Temporarily Obstructed





# Residential Decal Program

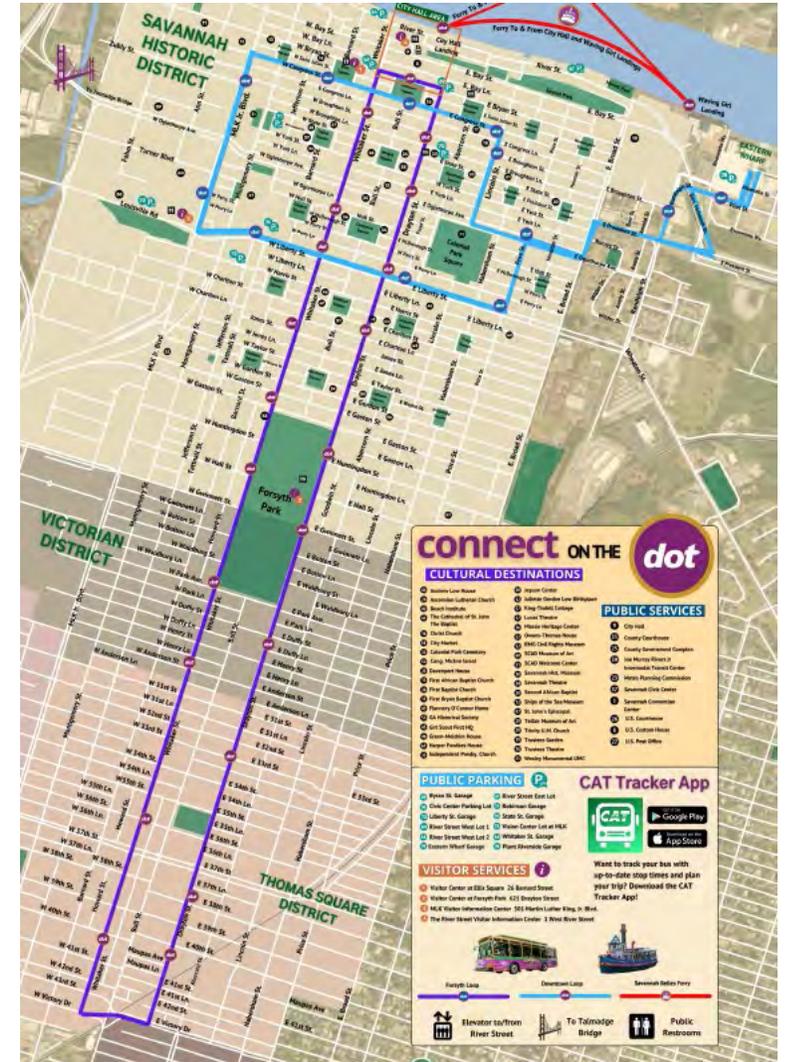
- City of Savannah residents living in a metered zone can apply for an on-street parking decal for parking meters near their residence
- Provides Residents with free on-street parking in regulated spaces (metered of time-limited)
- Residents must park in their permitted zone
- Vehicles are not permitted to park in metered spaces with 15- or 30-minute time limits
- Vehicles are not permitted to park in front of commercial establishments
- Illegal parking is prohibited; this includes posted street sweeping zones





# Connect on the dot

- Fare-free transportation around Savannah’s Historic District
- Two routes:
  - ❑ Downtown
  - ❑ Downtown, Forsyth Park, Thomas Square, and Starland
- Monday through Friday 7 a.m. – 7 p.m.
- Weekends 10 a.m. – 6 p.m.
- Buses arrive at 10-minute intervals
- Connects:
  - ❑ Public Parking
  - ❑ Cultural Destinations
  - ❑ Public Services
  - ❑ Visitor Services





# Existing Conditions





# On-Street Inventory and Regulations

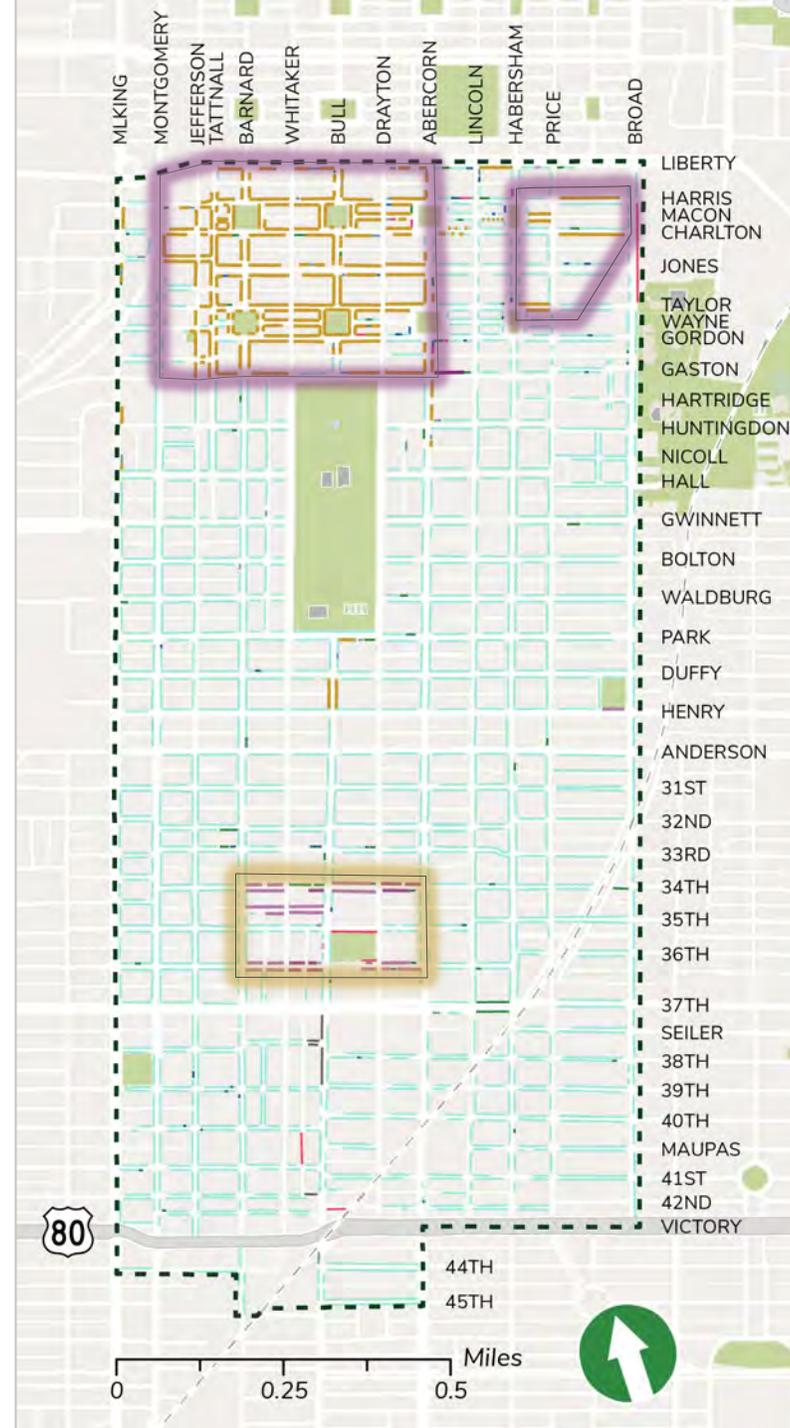
- Primarily Metered Spaces between MLK, Liberty, Abercorn, and Gaston
- Mix of pay stations and single-space meters with varying time limits
- Most unregulated time-limited spaces near Thomas Square
- Remainder heavily unregulated minus passenger loading and freight zones
- *Few regulations south of Gaston*



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## Weekday On-Street Regulations

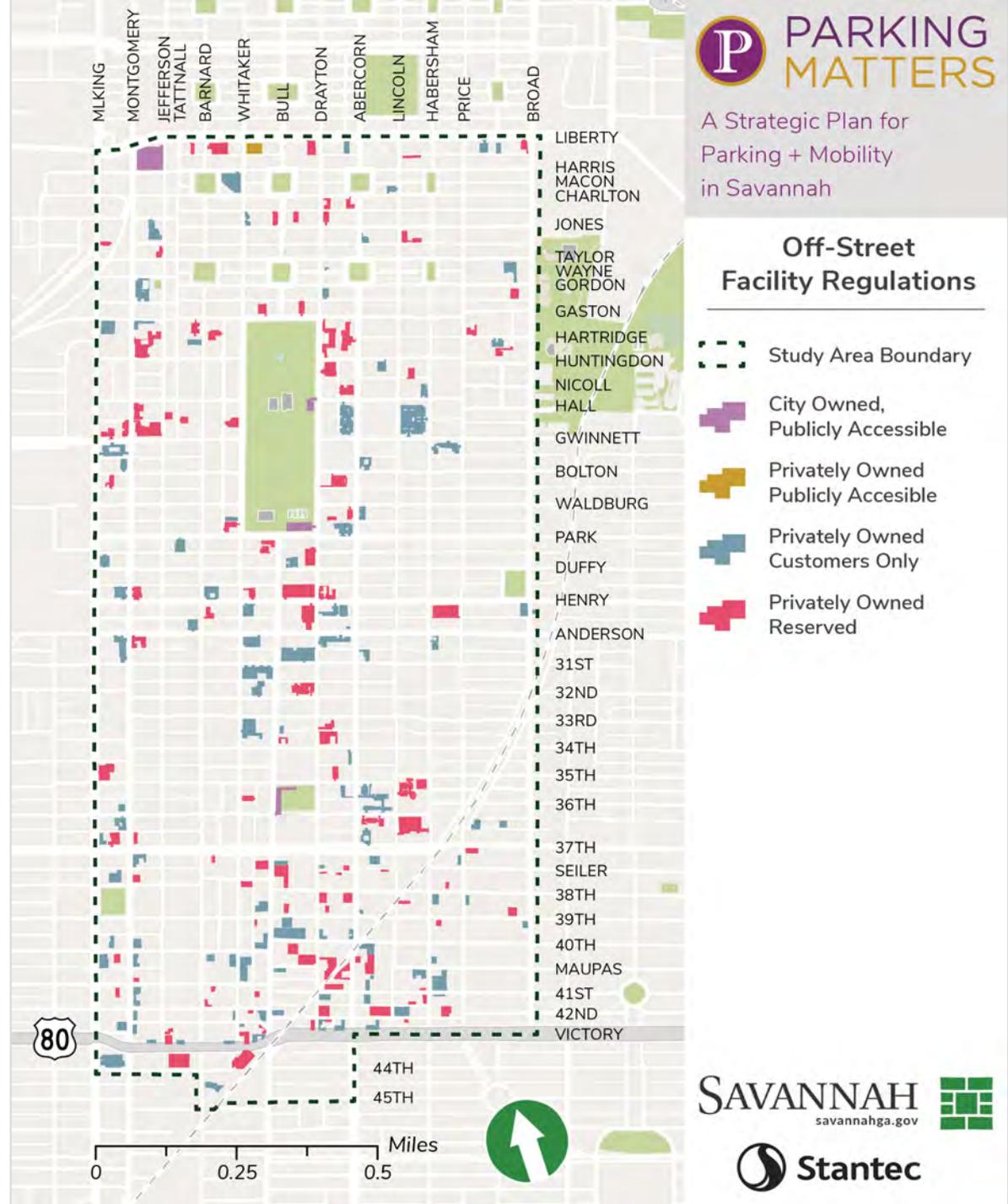
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- Handicap Permit Only
- Passenger Loading
- Freight Zone
- Restricted / Reserved
- Temporarily Obstructed





# Off-Street Inventory and Regulations

- Predominantly privately owned and restricted to tenants, visitors, customers, and employees
- City owned lots serving unique uses at Forsyth Park and Thomas Square generally free with a mix of time limits
- One City-owned and one privately-owned, public access garage along Liberty Street
- **Mostly smaller, private surface lots with varied access**





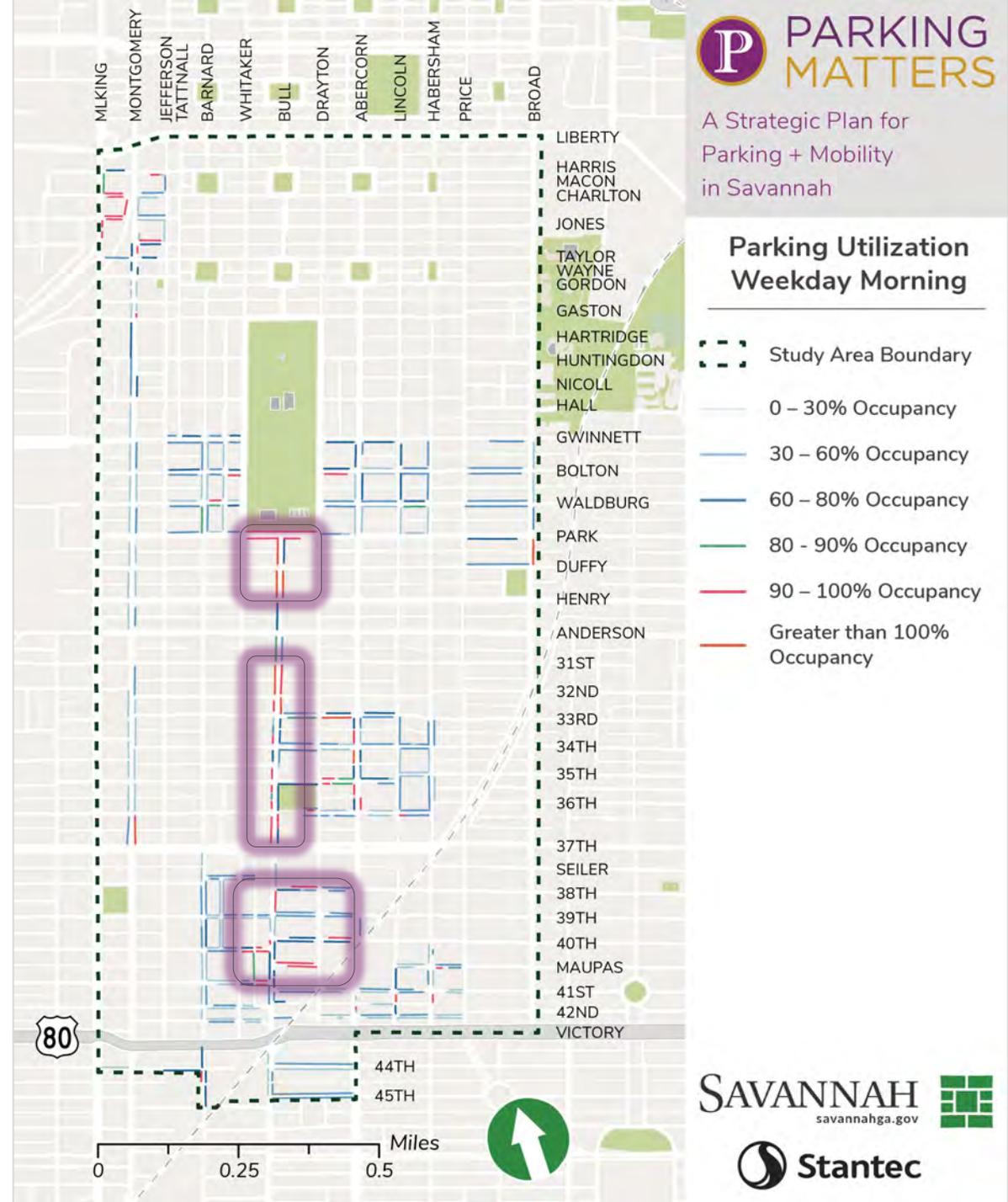
# On-Street Utilization

## Weekday Morning 9AM-11AM

- ***Bull Street is largely unregulated***
- Much of the Bull Street corridor exceeds functional capacity, beginning early in the day
- Other high occupancy areas
  - ❑ Streets south of 37<sup>th</sup> Street and east of Bull
  - ❑ 40<sup>th</sup> and 41<sup>st</sup> near Starland Yard
  - ❑ MLK local commercial corridor near Charlton/Jones



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# On-Street Utilization

## Weekday Afternoon 1PM-3PM

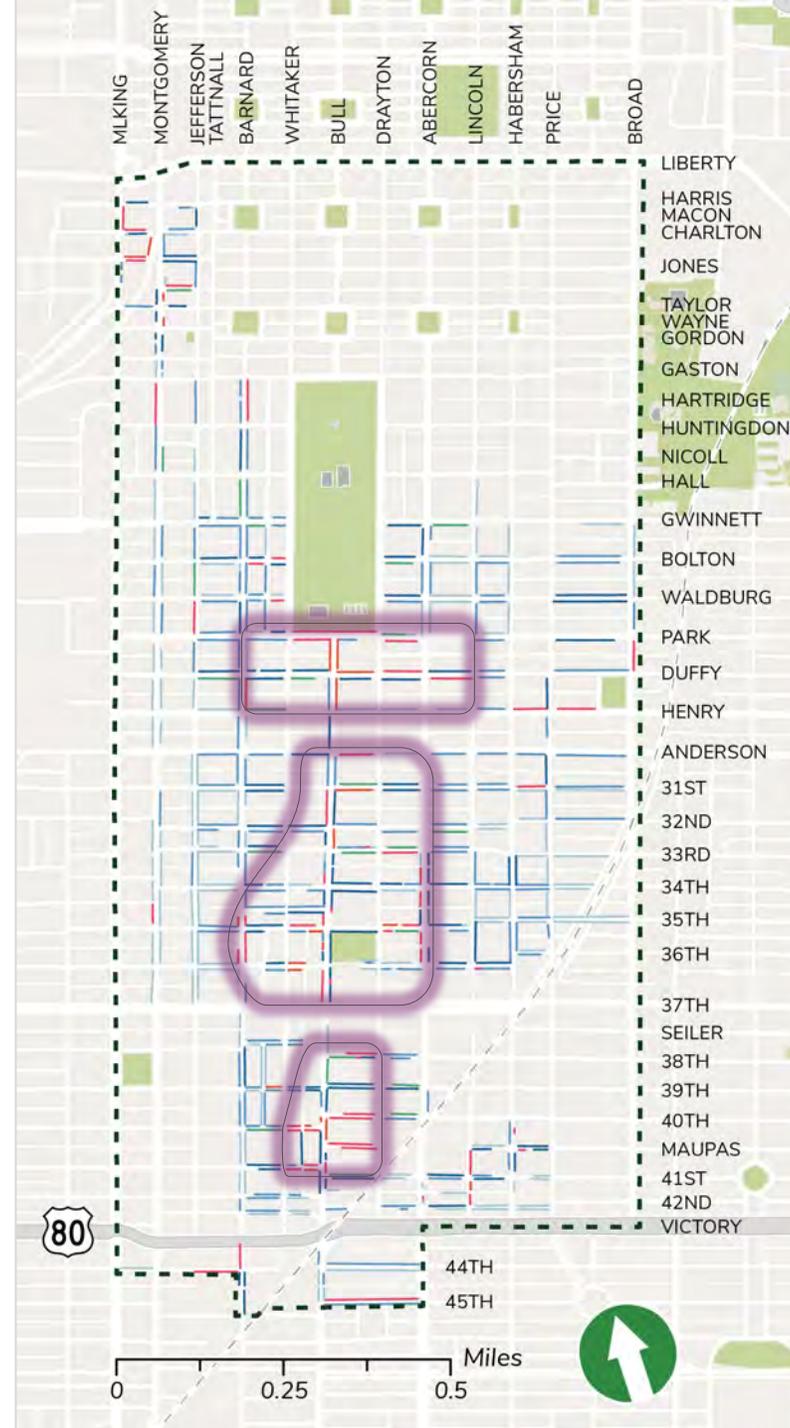
- On-street segments exceeding functional capacity spread, notably along Duffy Street east of Bull Street
- Other high occupancy areas
  - ❑ Bull and Park south of Forsyth Park
  - ❑ Streets south of 37<sup>th</sup> Street and east of Bull
  - ❑ 40<sup>th</sup> and 41<sup>st</sup> near Starland Yard
  - ❑ MLK local commercial corridor near Charlton/Jones
  - ❑ Henry near Price
  - ❑ Barnard near 35<sup>th</sup> and 36<sup>th</sup>



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### Parking Utilization Weekday Afternoon

- ⋮ Study Area Boundary
- 0 – 30% Occupancy
- 30 – 60% Occupancy
- 60 – 80% Occupancy
- 80 - 90% Occupancy
- 90 – 100% Occupancy
- Greater than 100% Occupancy





# On-Street Utilization

## Weekday Evening 5PM-7PM

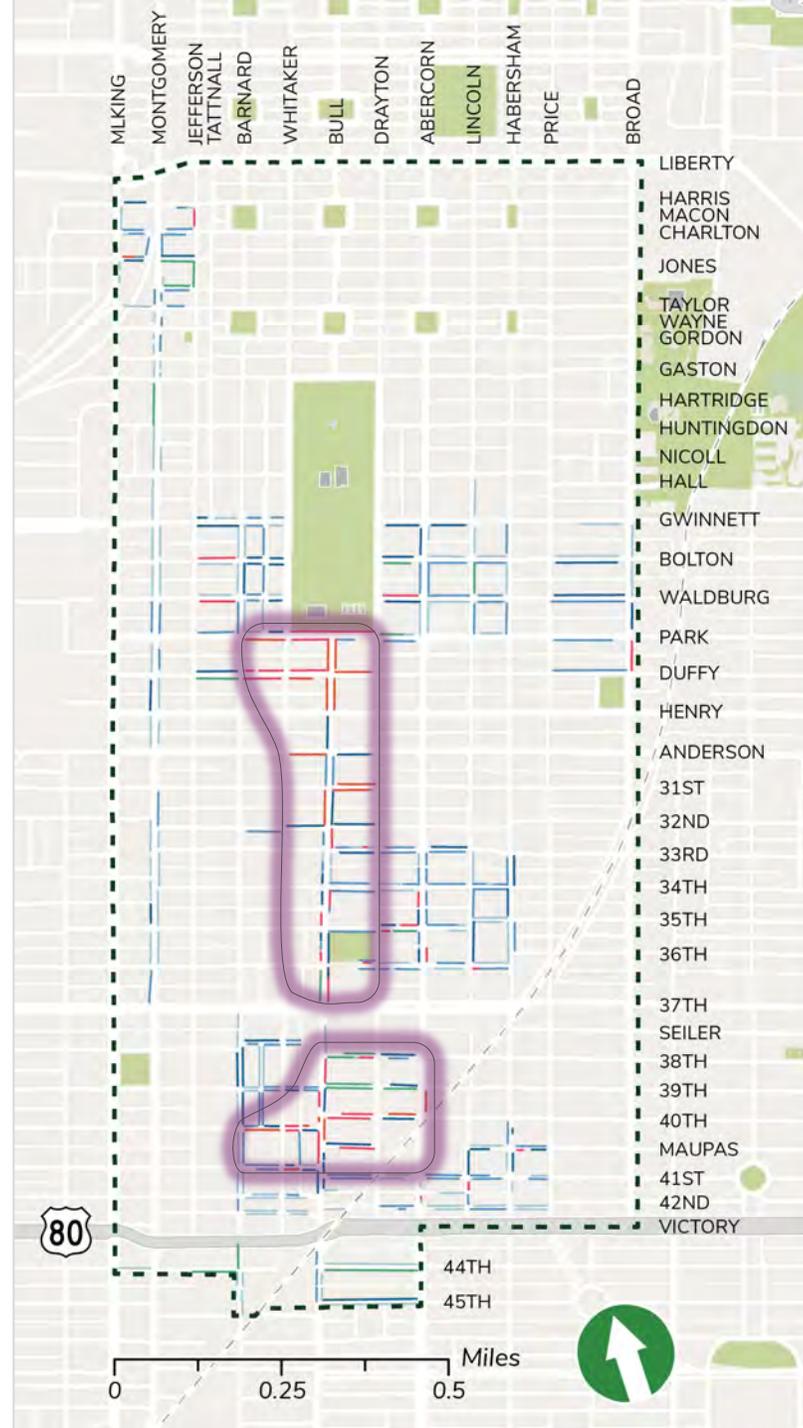
- New areas demonstrate demand exceeding functional capacity, notably along Duffy Street west of Bull Street
- Other persistent high occupancy areas
  - ❑ Bull, Park, and Duffy south of Forsyth Park
  - ❑ 31<sup>st</sup> Street east of Bull
  - ❑ Streets south of 37<sup>th</sup> Street and east of Bull
  - ❑ 40<sup>th</sup> and 41<sup>st</sup> near Starland Yard
- The evening period shows some of the highest utilization rates as restaurant customers mix with residential peak hours



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### Parking Utilization Weekday Evening

- ⋯ Study Area Boundary
- 0 – 30% Occupancy
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- Greater than 100% Occupancy





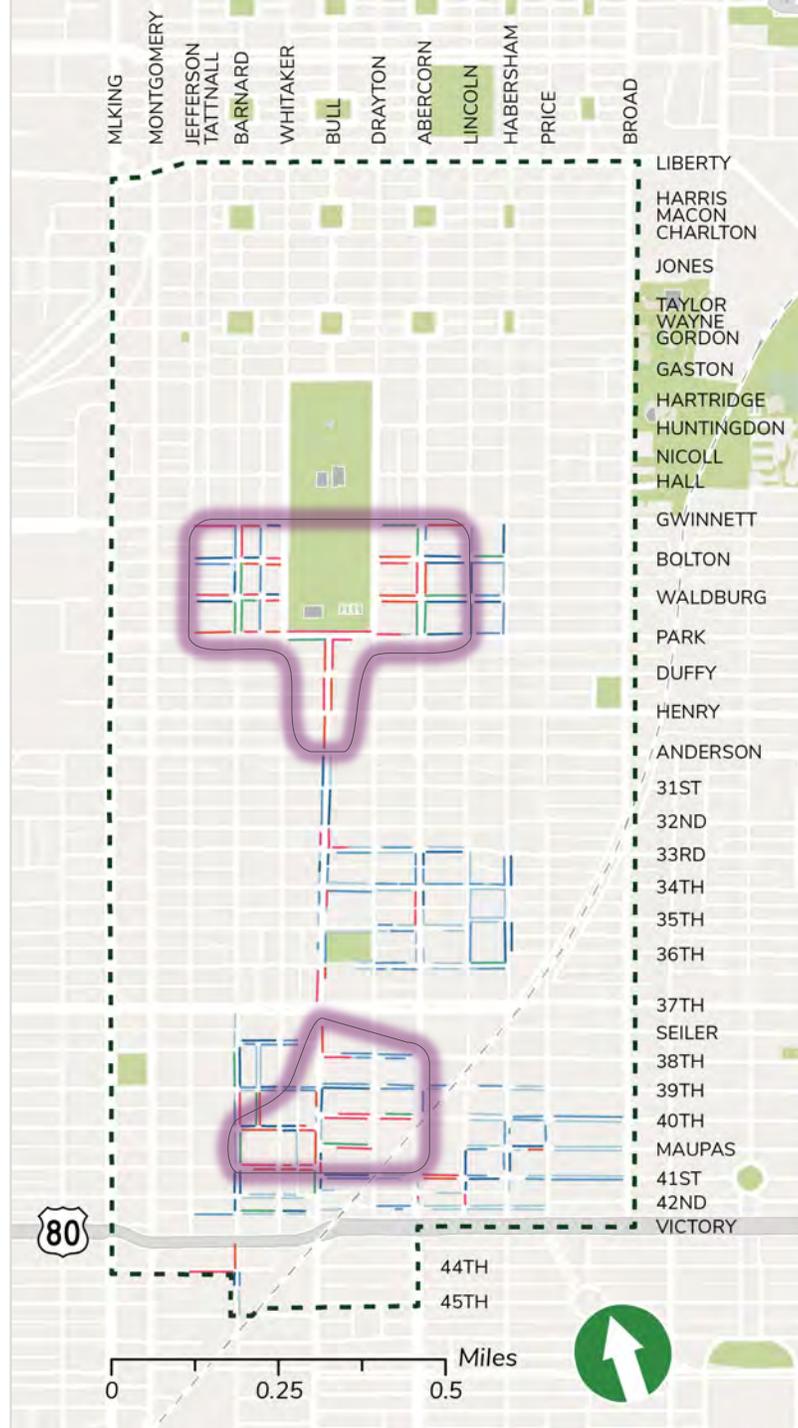
# On-Street Utilization

## Saturday Morning 9AM-11AM

- Functional capacity along Bull Street from Anderson to Forsyth Park and south of 36<sup>th</sup> Street fills early on Saturday
- Other high occupancy areas
  - ❑ Streets south of 37<sup>th</sup> Street and east of Bull
  - ❑ 40<sup>th</sup> and 41<sup>st</sup> near Starland Yard
  - ❑ Victorian District east and west of Forsyth Park



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### Parking Utilization Saturday Morning

- Study Area Boundary
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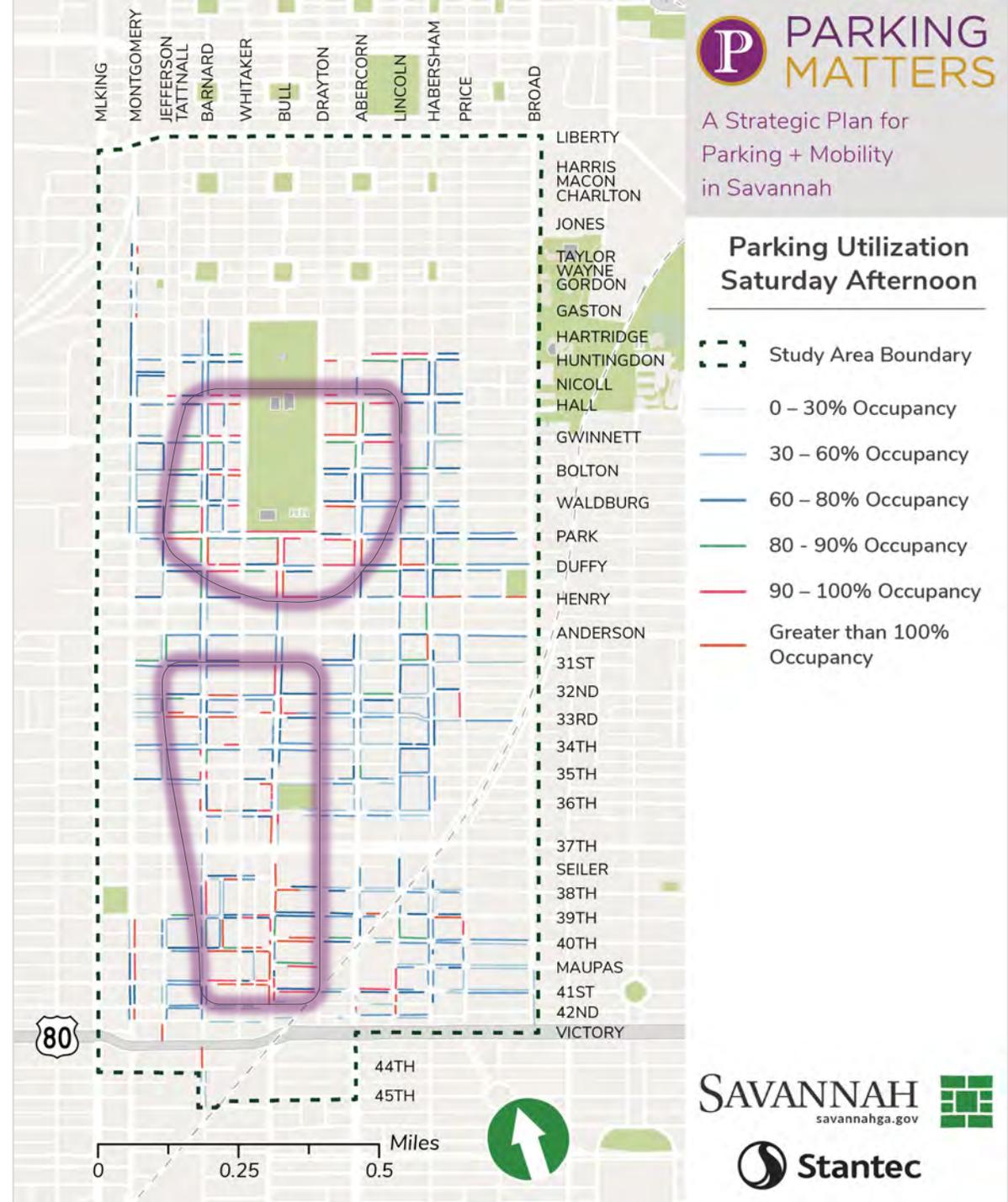
# On-Street Utilization

## Saturday Afternoon 1PM-4PM

- Broader data collection reinforces Saturday morning utilization patterns
- Bull Street generally at functional capacity from Forsyth Park to Victory
- Other high occupancy areas
  - ❑ Streets south of 37<sup>th</sup> Street and east of Bull
  - ❑ 40<sup>th</sup> and 41<sup>st</sup> near Starland Yard
  - ❑ Victorian District east and west of Forsyth Park



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# On-Street Utilization Summary

## Change from 2015

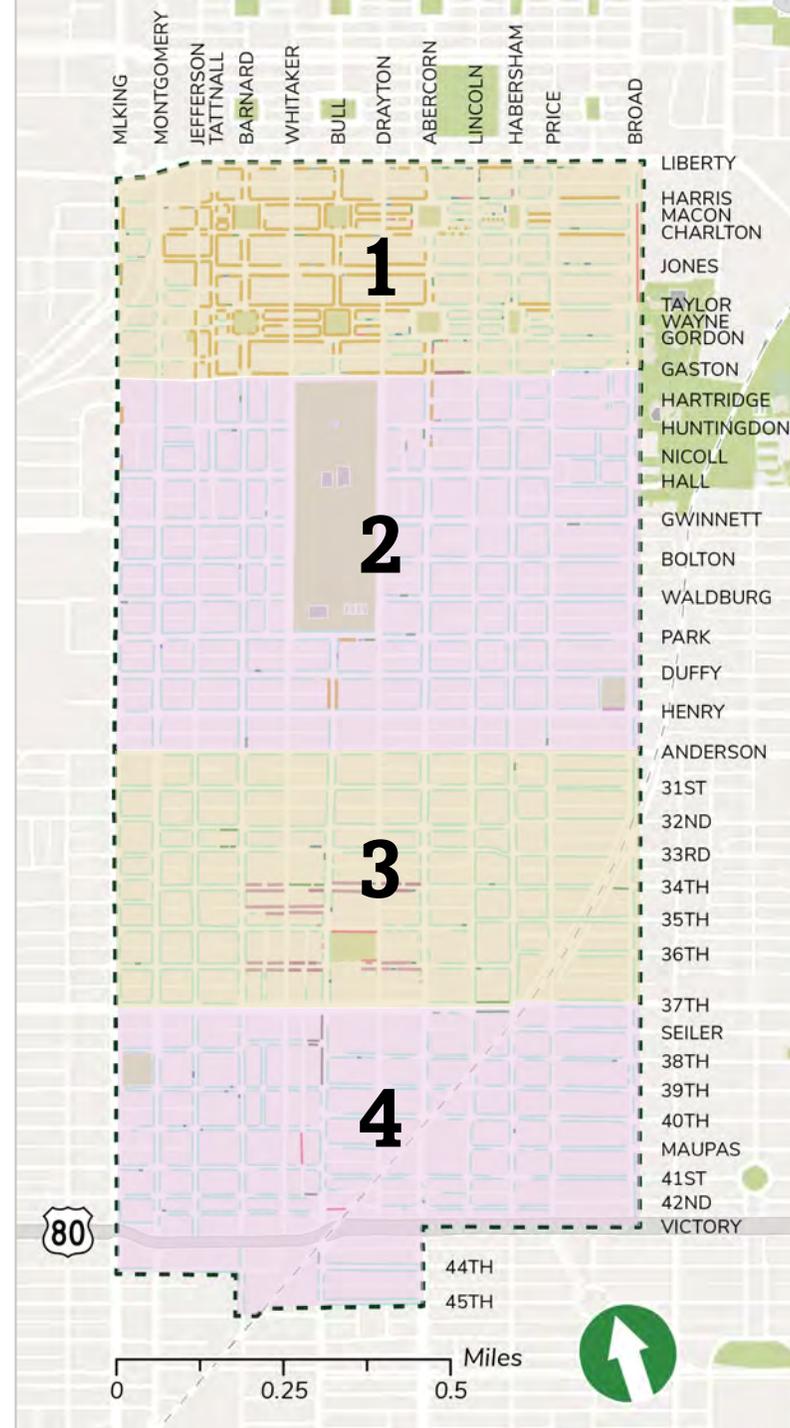
	1	2	3	4
Weekday Morning	+10%	+5%	+9%	+12%
Weekday Afternoon	<b>+22%</b>	-4%	-1%	<b>+23%</b>
Weekday Evening	+5%	+6%	+19%	<b>+20%</b>
Saturday Morning	N/A	+15%	+6%	+19%
Saturday Afternoon	-28%	+2%	+10%	<b>+22%</b>



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### Weekday On-Street Regulations

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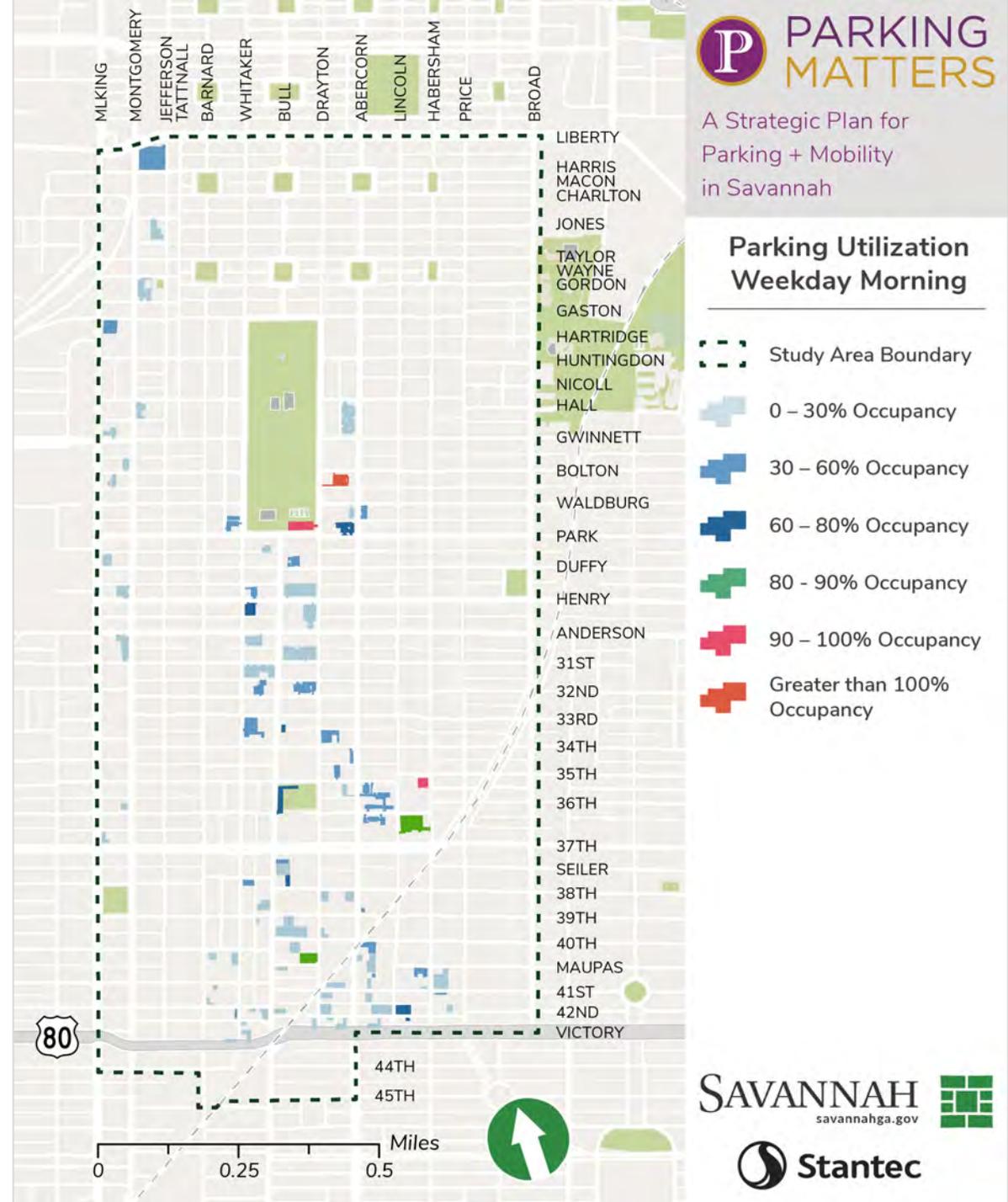


# Off-Street Utilization

- Generally low occupancy with the exception of the public Forsyth Park lot and the private SEDA lot
- Low occupancy at Liberty Street Garage
- Significant off-street availability remains throughout the study area
- Little change in occupancy rates across time of day or day of week
- Smaller lots either informally charge customers or are unavailable



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# Initial Stakeholder Input

## ➤ Participants:

- ❑ Victorian Neighborhoods Association
- ❑ Thomas Square Neighborhood Association
- ❑ Park Avenue Businesses
- ❑ Downtown Neighborhood Association
- ❑ Forsyth Park Community Alliance
- ❑ Savannah College of Art and Design

## ➤ Main Questions:

- ❑ How are your own parking and curbside needs evolving?
- ❑ Where have community changes brought new challenges for parking?
- ❑ How have you adapted to these changes?



# Initial Stakeholder Input

## ➤ Key Takeaways:

- ❑ *General sentiment:* While parking may sometimes be inconvenient, it is an acceptable and anticipated trade-off for living in vibrant urban areas.
- ❑ *Changes:* Any new regulations should be very carefully considered. It is important to keep the neighborhood feel. There is not a desire to add any surface parking lots.
- ❑ *Mobility:* Increasing mobility options is good. Many residents choose to walk, bike, or use the DOT as an alternative to driving.
- ❑ *Recommendations:* Creative strategies should be explored in hot spot areas, such as Bull Street and Starland Yard. Several groups expressed support for on-street parking along Whitaker/Drayton Streets, particularly south of 37th Street



# Emerging Issues and Opportunities





# Emerging Issues and Opportunities

- *Pricing* – On-street metered parking rates
  - ❑ Equal to nearby off-street parking facilities
  - ❑ Lower than privately operated off-street garage
- *Confusion* – Inconsistent time limits in metered parking and highly variable regulations in north end of study area (east of Abercorn) create confusion
- *Demand & Encroachment* – A lack of regulations south of Gaston allows for unchecked demand and offers no protection to residents



# Emerging Issues and Opportunities

- Weekday and Saturday on-street occupancy consistently exceeding functional capacity
  - ❑ Bull Street from Park to 41<sup>st</sup> Streets
  - ❑ 40<sup>th</sup> and 41<sup>st</sup> Streets near Bull Street
  - ❑ Park and Duffy Streets near Bull Street
  - ❑ MLK Jr. Blvd. and nearby streets between Charlton and Jones Streets (weekday daytime)
  - ❑ East and West Victorian District nearest Forsyth Park (Saturday)
- Of the on-street parking that is not at capacity, occupancy levels are greater than in 2015
- On-street parking along Whitaker and Drayton has dual potential to add to parking supply in high-demand areas and slow traffic



# Emerging Issues and Opportunities

- Off-street parking capacity, while typically privately-owned, is most often underutilized
  - ❑ The Liberty Street Garage did not exceed 50% occupancy during data collection periods
  - ❑ Opportunity to use garage/on-street pricing dynamics and DOT service to connect higher demand portions of the study area
- Privately-owned lots that informally accept payments demonstrate demand and the willingness of visitors to pay for parking



# Recommended Strategies



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# Recommendation Approach

Since 2015, regulations have been normalized and simplified north of Liberty Street

An updated system is needed to modernize parking management south of Liberty Street

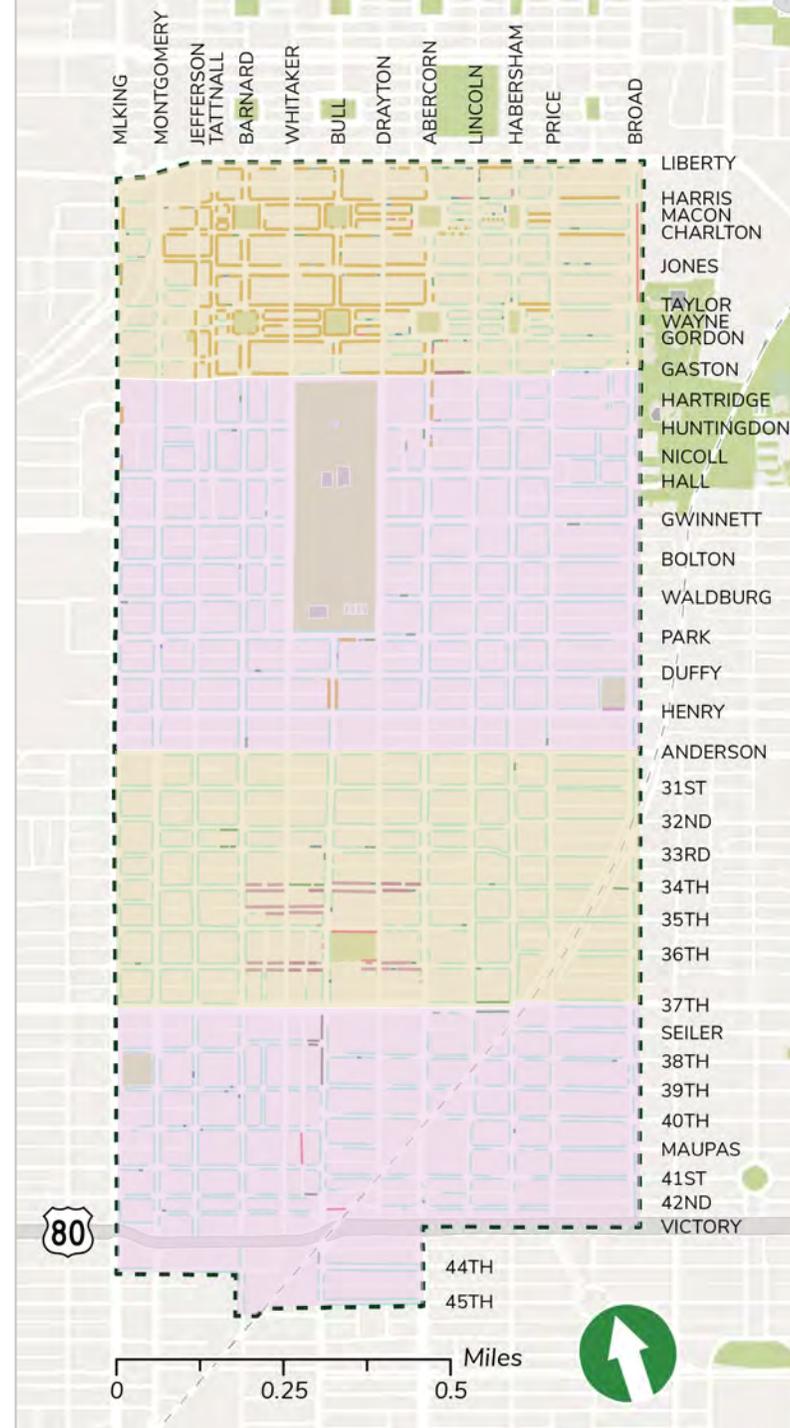
- Organized by sub-area
- Grouped by theme or observed need
- Emphasizing the ‘Where’
- Policy recommendations for the full study area
- Capital and program cost



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## Weekday On-Street Regulations

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# Recommendation Approach

Dividing the full study area into character areas to simplify scale of recommendations

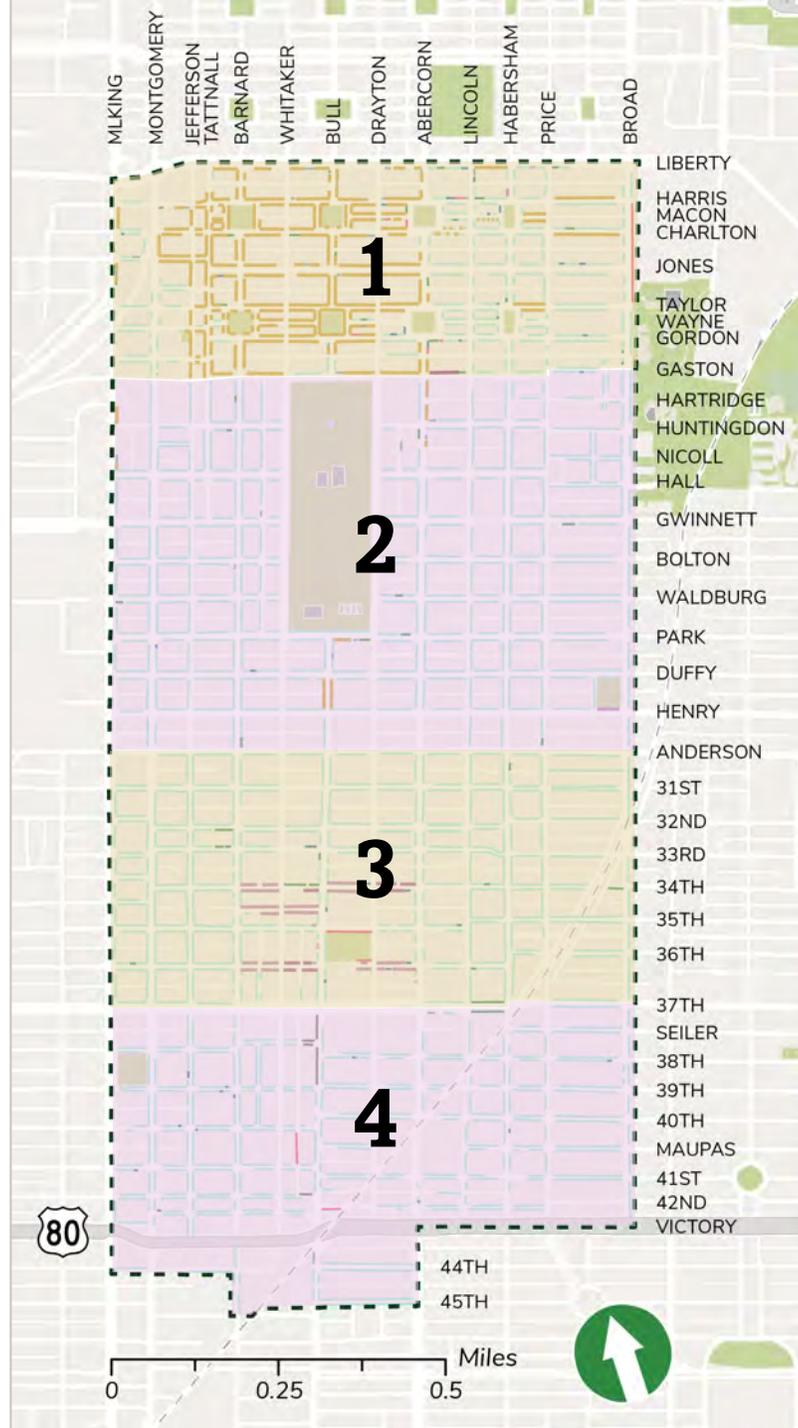
1. Liberty Street to Gaston Street
  - ❑ Activity and regulations consistent with core downtown
2. Gaston Street to Anderson Street
  - ❑ Activities heavily influenced by Forsyth Park
3. Anderson Street to 37<sup>th</sup> Street
  - ❑ Significant growth along the Bull Street corridor
4. 37<sup>th</sup> Street to 45<sup>th</sup> Street
  - ❑ Extended growth along Bull Street coupled with enhanced activity in the Starland District



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## Weekday On-Street Regulations

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# Broader Operational Strategies

- *Monitor and maintain* – Implement an ongoing monitoring and regulation adjustment program guided by and availability target and based on utilization data
- *Meters* – Generally add meters in the busiest areas close to activity generators and attractors
- *Enforcement* – Follow existing enforcement timeframe north of Gaston, consider adding evenings and Saturdays (8AM-8PM) to enforcement period south of Gaston per demand driven by evening land uses
- *Residential permits* – Modify and expand residential parking zone program where meters and uniform time limits added



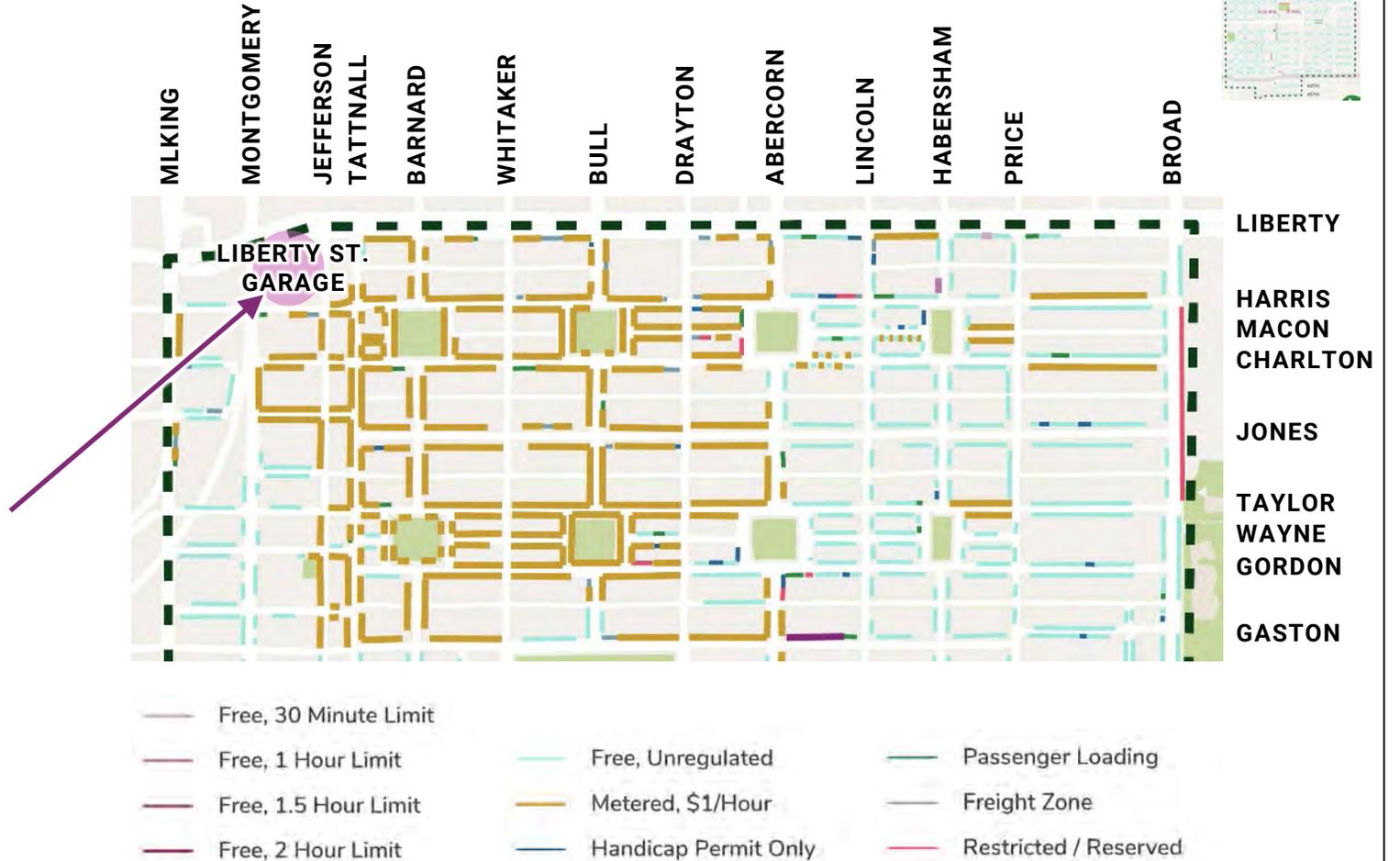
# Broader Operational Strategies

- *Visitor information* – Expand coverage area described by City’s parking website
- *Leverage existing assets* – Explore opportunities to connect new areas of high parking demand to off-street public parking via dot circulator
- *Construction Management* – Formalize additional restrictions for construction operational permits that result in the loss of parking supply
- *Development Review* – Require assessment of regulation modifications in areas surrounding new development
- *Electric Vehicle Charging* – Formalize policies related to adding electric vehicle charging stations, including on-street deployment, coverage area, technical requirements, etc.



# Recommendations – Liberty to Gaston

- Metered parking in this area operates under a mix of time limits. Remove time limits for metered spaces and extend Parking Zone 2 south to Gaston
- Coordinate parking rates between on-street, off-street, and privately-operated facilities to encourage longer stays off-street

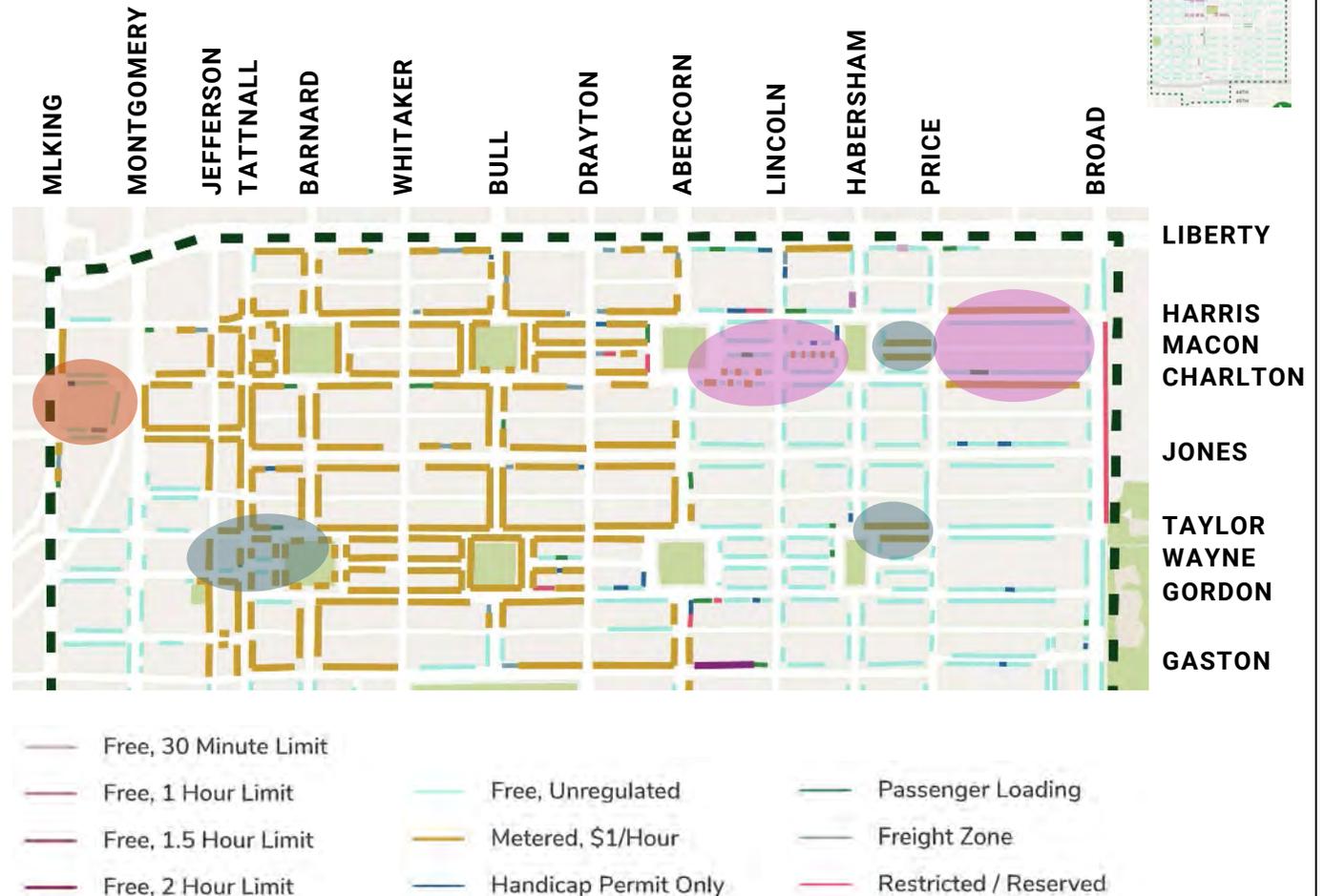




# Recommendations – Liberty to Gaston



- Add parking meters to better ensure space availability in areas of high demand
- Upgrade equipment in locations served by single-space meters to allow for additional payment options
- Simplify regulations (e.g. if one side of block or portion of a block face is metered, entire block should be metered)

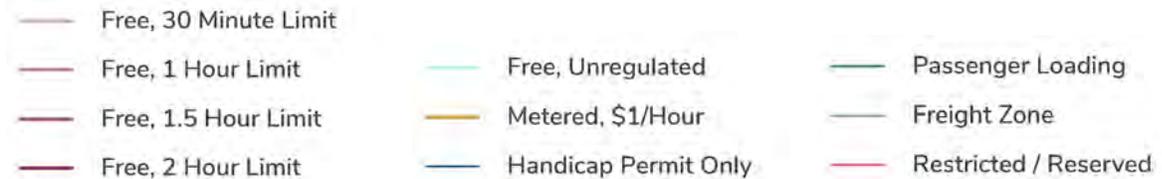
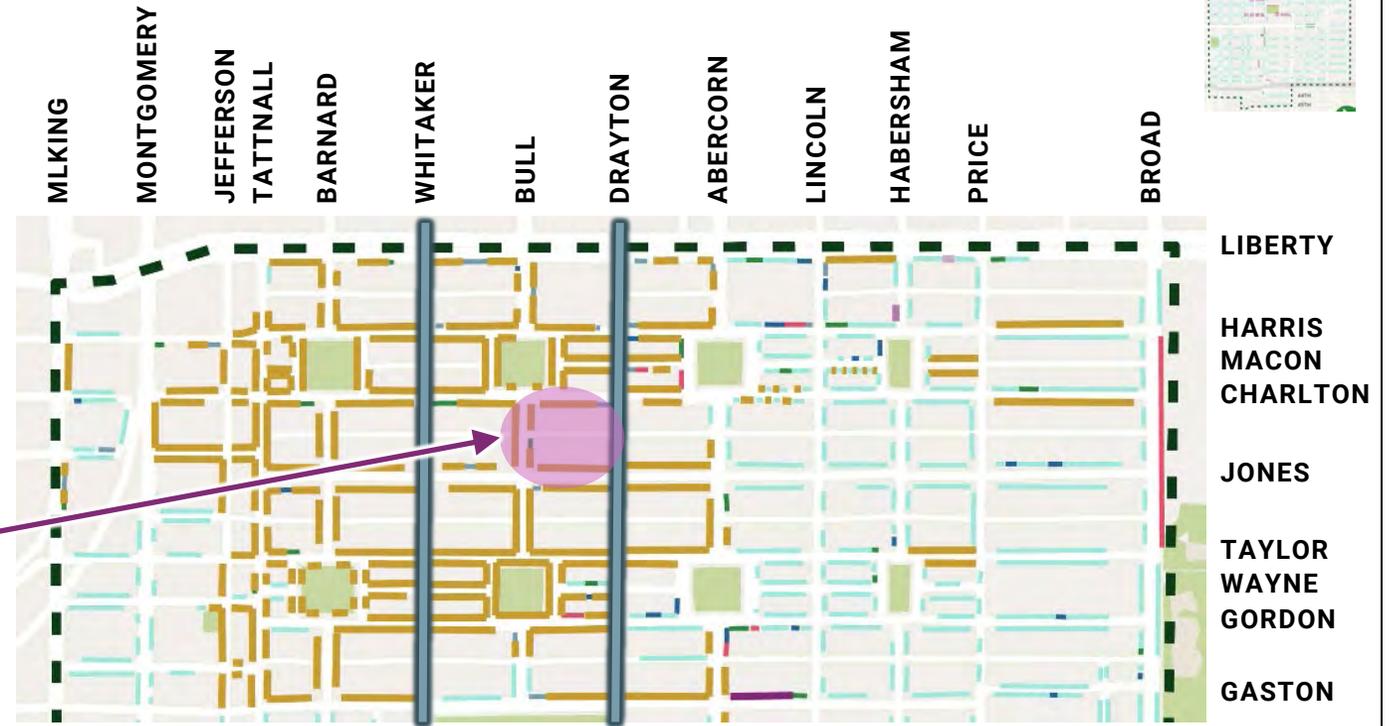




# Recommendations – Liberty to Gaston



- Alternative street design for Drayton and Whitaker Streets including low-stress bicycle corridors
- Explore mobility alternative partnerships with SCAD

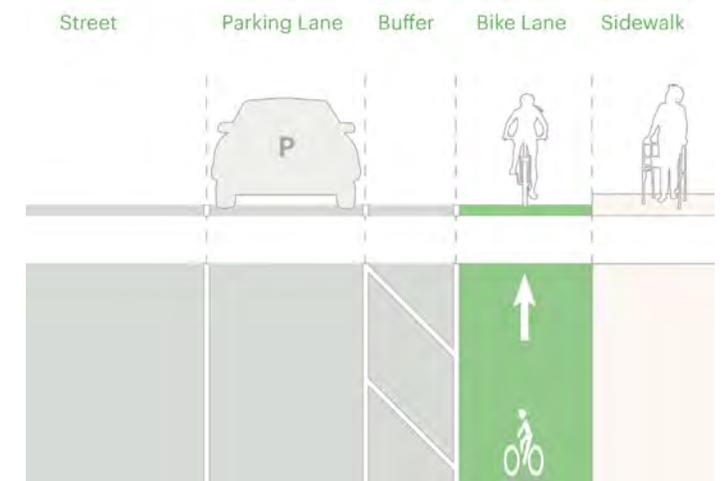
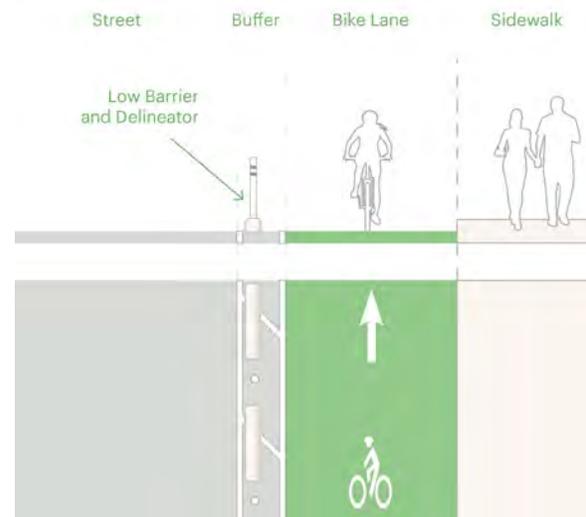




# Drayton/Whitaker Reconfiguration – Potential Concepts

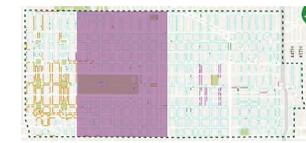
➤ Replace one travel lane with:

- ❑ *Option 1:*  
On-street parking
- ❑ *Option 2:*  
Protected cycling facility or multi-use path
- ❑ *Option 3:*  
On-street parking AND Cycling facility or multi-use path

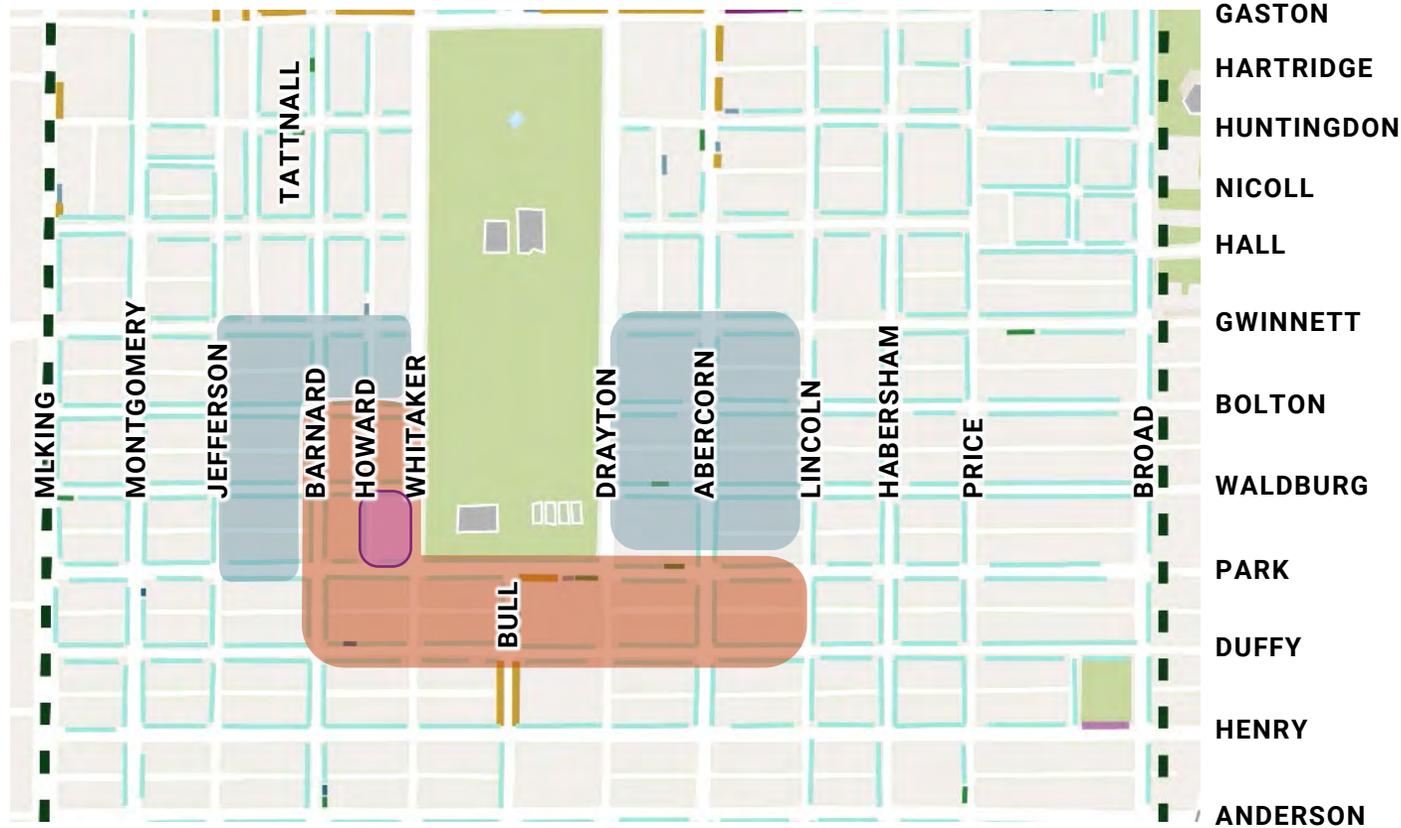




# Recommendations – Gaston to Anderson



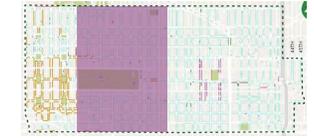
- Add parking meters to better ensure space availability in areas of high demand and ensure success of anticipated new off-street garage
- Coordinate parking rates between on-street and anticipated new off-street facility to encourage longer stays off-street
- Add time limited spaces in tandem with expansion of residential parking zones to protect residents
- Consider extending the typical enforcement period to include evenings and Saturdays



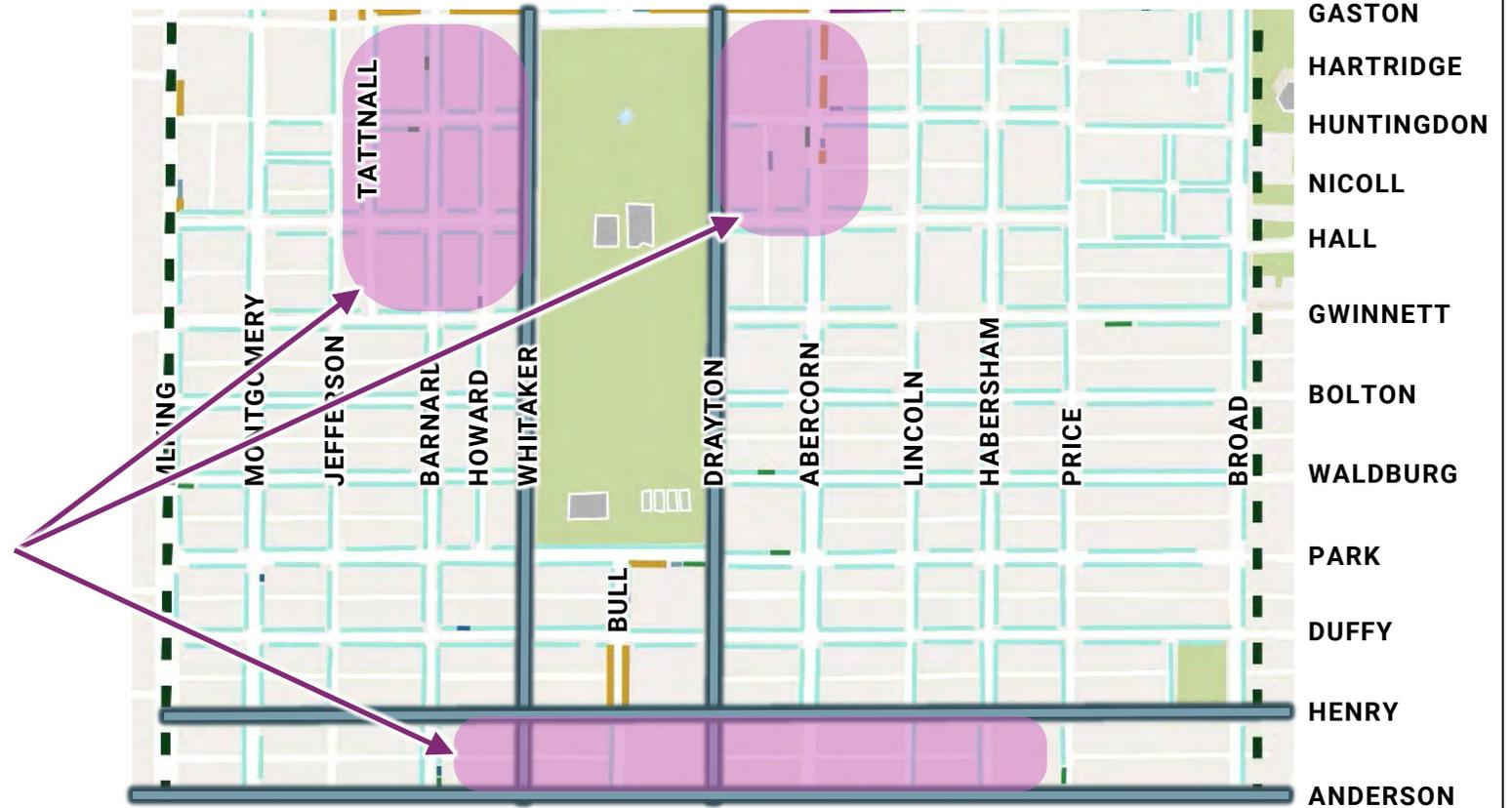
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	Free, 2 Hour Limit				



# Recommendations – Gaston to Anderson



- Alternative street design for Drayton, Whitaker, Henry, and Anderson Streets including low-stress bicycle corridors
- Explore mobility alternative partnerships with SCAD



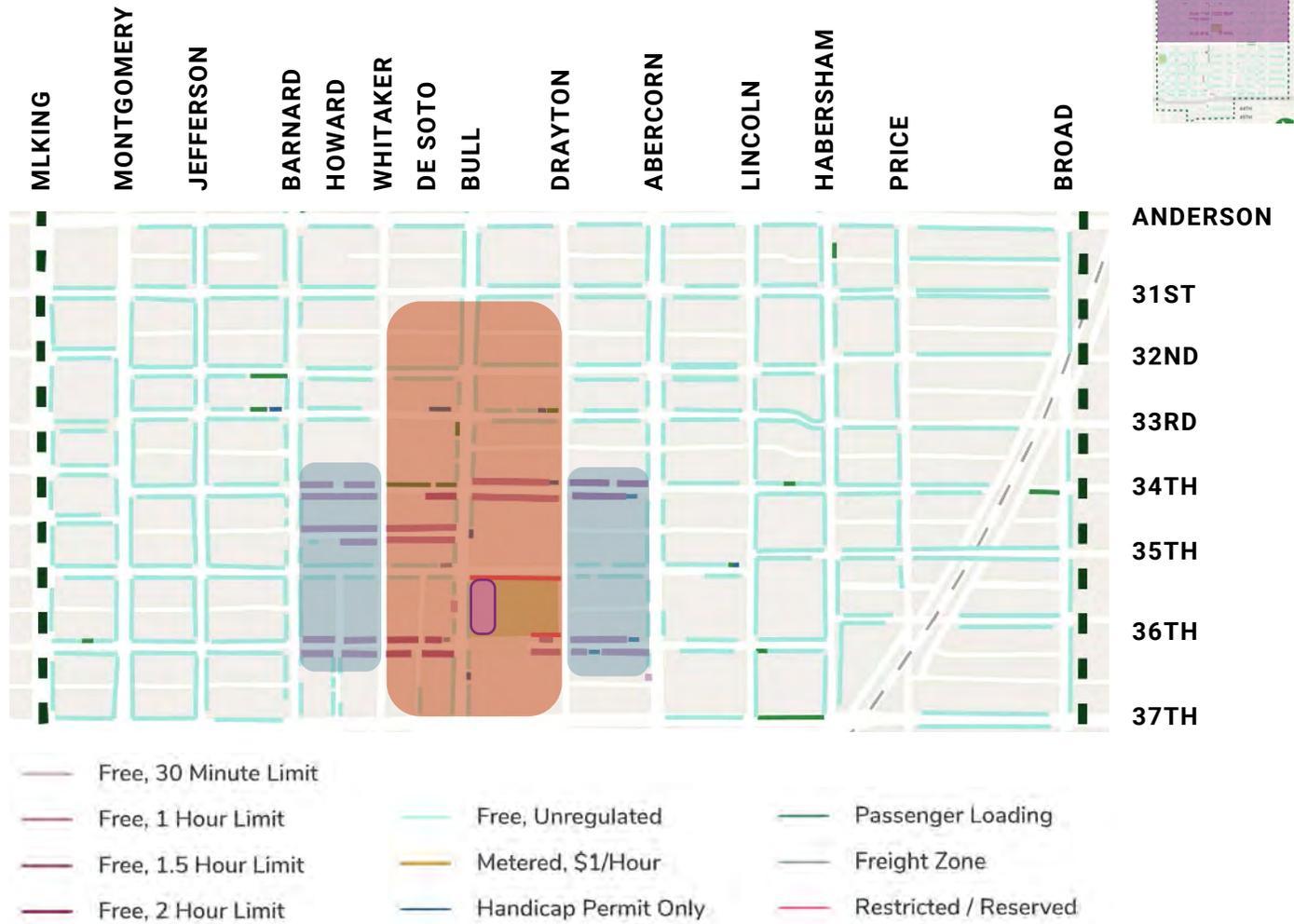
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	Free, 2 Hour Limit				



# Recommendations – Anderson to 37th



- Add parking meters to better ensure space availability in areas of high demand
- Consider extending the typical enforcement period to include evenings and Saturdays
- Simplify time limits for non-metered spaces to streamline enforcement
- Coordinate parking rates between on-street and off-street spaces to encourage longer stays off-street

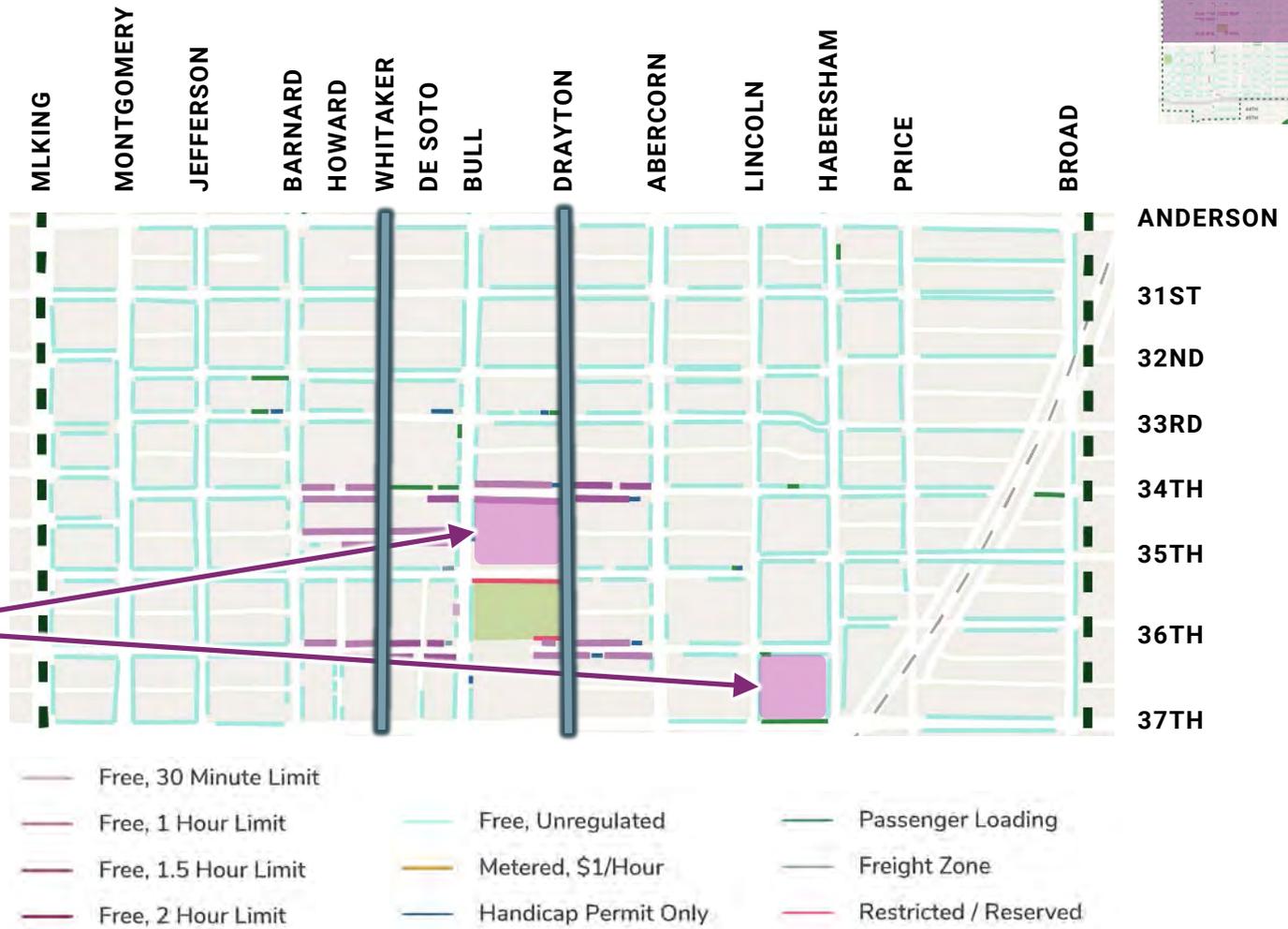




# Recommendations – Anderson to 37th



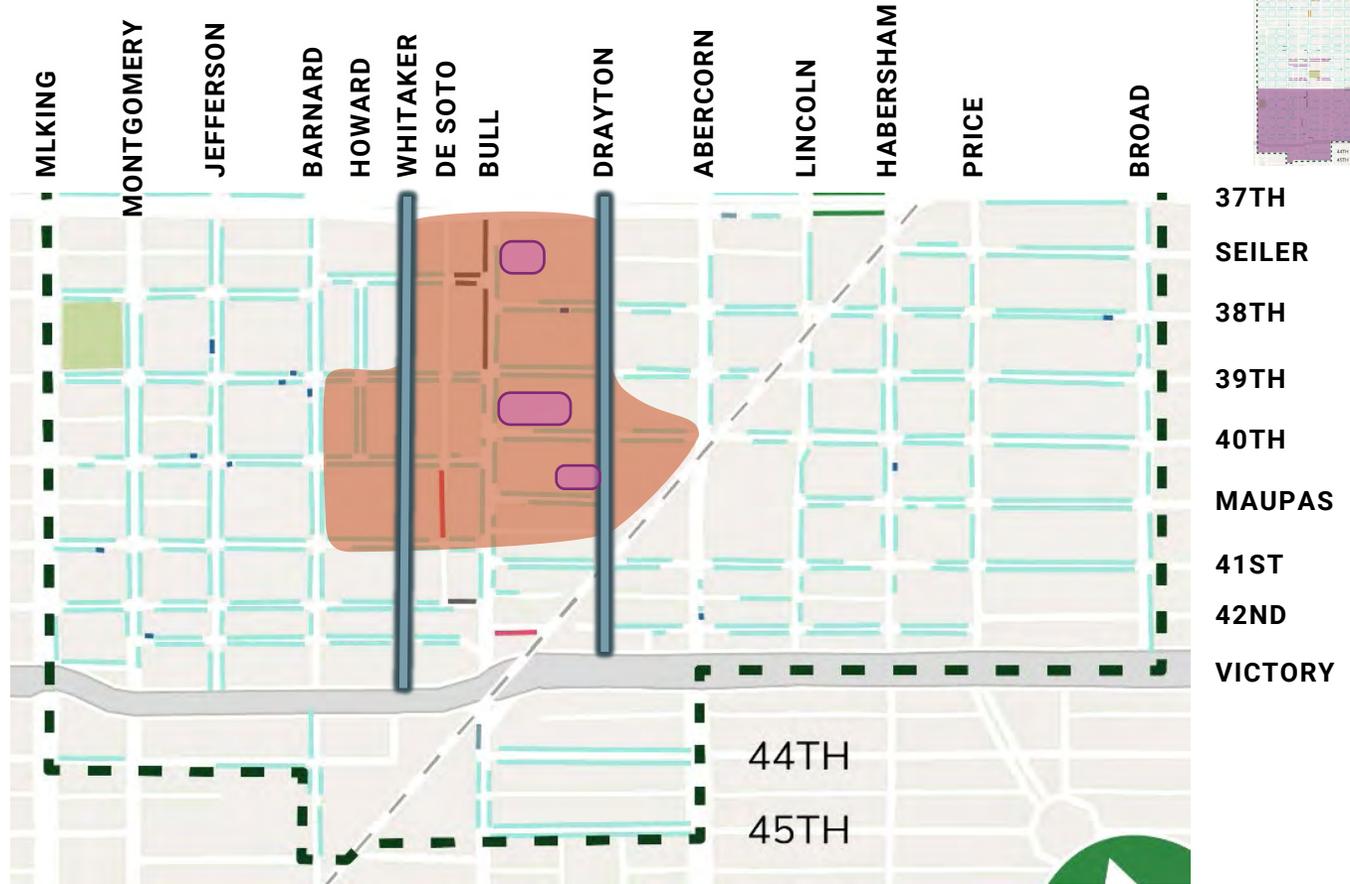
- Alternative street design for Drayton and Whitaker Streets including bicycle facilities protected by new on-street parking
- Explore mobility alternative partnerships with SCAD





# Recommendations – 37<sup>th</sup> to 45<sup>th</sup>

- Add parking meters to better ensure space availability in areas of high demand
- Consider extending the typical enforcement period to include evenings and Saturdays
- Price on-street parking appropriately to encourage longer stays in off-street privately-owned lots
- Drayton and Whitaker Streets re-designed including bicycle facilities protected by new on-street parking



	Free, 30 Minute Limit		Free, Unregulated		Passenger Loading
	Free, 1 Hour Limit		Metered, \$1/Hour		Freight Zone
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	Free, 2 Hour Limit				



# Public Guidance



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## Learn More and Share Your Feedback

- Visit the stations and talk with the project team
- Complete a comment card and return it before you leave **OR** complete the online survey (the questions are the same)
- Visit the project website – invite others to get engaged!

<https://www.savannahga.gov/2514/Parking-Matters-Study>



# Public Survey – Share With Others

- Understand the parking experience
  - ❑ Reasons for parking in the study area
  - ❑ Most important considerations when choosing where to park
  - ❑ Level of support for recommendations

➤ [www.surveymonkey.com/r/ParkingMatters2025](http://www.surveymonkey.com/r/ParkingMatters2025)

➤ Remains open until September 28th



## Community Survey

Sub-Area 1: Liberty Street to Gaston Street

Where do you usually park in this area?

- On-street metered space
- Free on-street space
- A parking lot or garage that is paid hourly or daily
- An off-street space that I don't pay for

When parking in this area, what are your most important considerations?

	Least Important	Less Important	Important	More Important	Most Important
Location convenient to destination	<input type="radio"/>				
Facility type (on-street/lot/garage)	<input type="radio"/>				
Ease of finding a space	<input type="radio"/>				
Ability to leave car in one place all day	<input type="radio"/>				
Weather	<input type="radio"/>				
Cost/price	<input type="radio"/>				
Security/safety	<input type="radio"/>				



# Next Steps





## Next Steps – Process

- Review and incorporate survey results and public comment
- Develop Draft Parking Matters Update Report
- Revise and Finalize Parking Matters Update Report
- City Council Adoption



# Thank you!



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