

- Silver Spring  
Montgomery County, MD

# Parking Supply Assessment and Demand Generation Model

## BACKGROUND

Due to a downtown development boom in Silver Spring, MD which was expected to continue into the foreseeable future, Montgomery County and Silver Spring officials were seeking to develop a reliable and consistent method whereby parking requirements could be quickly and accurately determined for development projects with a minimum of repeated effort.

Montgomery County retained CHANCE Management Advisors, Inc. (CMA) to perform a parking demand assessment, and to develop the means (that is, a database model) whereby the County could easily and reliably project future parking requirements.

## SCOPE OF SERVICES

CMA performed the following tasks:

- Designed and directed 12-hour parking turnover studies of every publicly-owned on-street and off-street parking space in Silver Spring;
- Interviewed developers and County officials on pending development projects, and analyzed future parking needs for selected development scenarios according to standard County requirements;
- Developed a parking generation model database;

- Designed a survey of downtown residents to relate vehicle ownership with local housing prices and proximity to transit, for possible use in developing new estimates of parking demand;
- Incorporated mixed-use parking ratio adjustments and identified proposed changes to the parking supply to arrive at net parking requirements from the new developments; and
- Presented summary reports that discussed emerging issues and the particulars of the new developments by area; quantified parking requirements, and drew conclusions on potential surplus and deficit parking conditions under alternative scenarios.

## RESULTS

This project resulted in the delivery of the prototype database to the County in the fall of 2006, in addition to a number of stand-alone PowerPoint presentations that documented the calculation of parking requirements associated with a number of new developments and alternative scenarios in each of the eight existing planning sectors within the Silver Spring, MD CBD. These reports have already been used to inform the County's decisions regarding the provision and structuring of public parking requirements for potential private developments in the future.



*Demand Analysis for a Burgeoning CBD*

*Design and Oversight of Parking Activity Surveys*

*Comprehensive Management Reports*

*Conclusion on Parking Surplus and Deficit Conditions*

