



Optimize and Manage Existing Inventory

Recommendations in this category help provide users with greater information of parking locations and availability, greater access to parking, and better management of these resources.

Inventory management recommendations include:

- **Parking information signs and parking counters**, to help identify lots with available supply.
- **Downtown parking shuttle**
- **Employee parking incentives**
- **Improved parking enforcement**
- **Parking management program**



Proactively Manage Curbside Activity

Better management of the curbside lane helps optimize parking availability, support the area's loading needs, and better address ADA parking requirements.

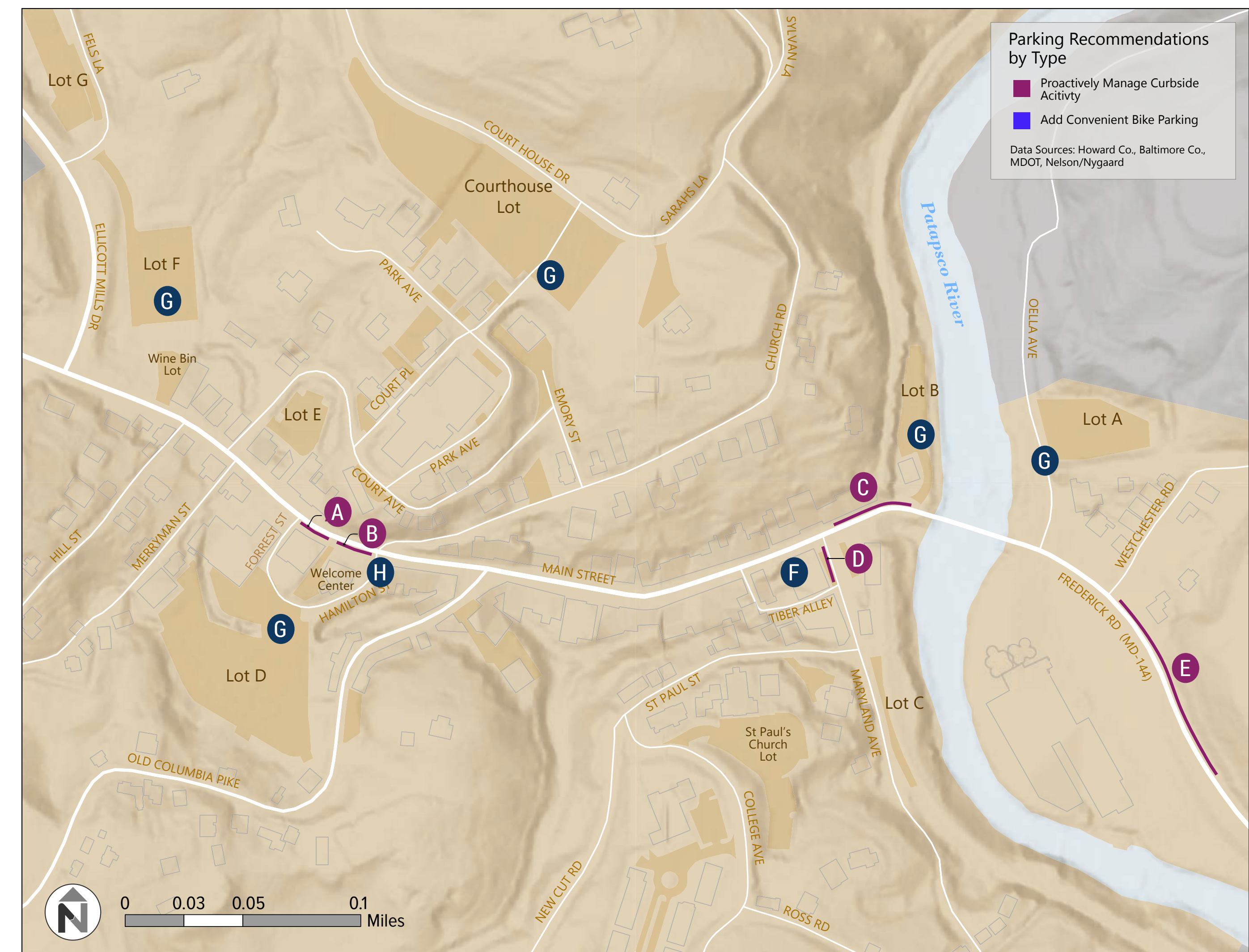
Curbside lane recommendations include:

- **Introduce dynamic on-street parking** to accommodate both loading and private vehicle parking
- **Convert select on-street/2-hour parking** to shorter-term parking/30 minute parking
- **Add on-street parking by removing loading zones**, adding ADA parking spaces where demand is highest and feasible
- **Widen sidewalks by removing on-street parking** in areas where safety is a higher concern than parking access
- **See map at right** for further recommendations



Add Convenient Bike Parking

- **Install bicycle racks at key locations** along Main Street and within major parking lots to accommodate bicyclists and offer priority to alternative transportation users
- **Bike racks to meet Historic Preservation Commission guidelines**, incorporating a black metal hitch and post style
- **See map at right** for specific locations

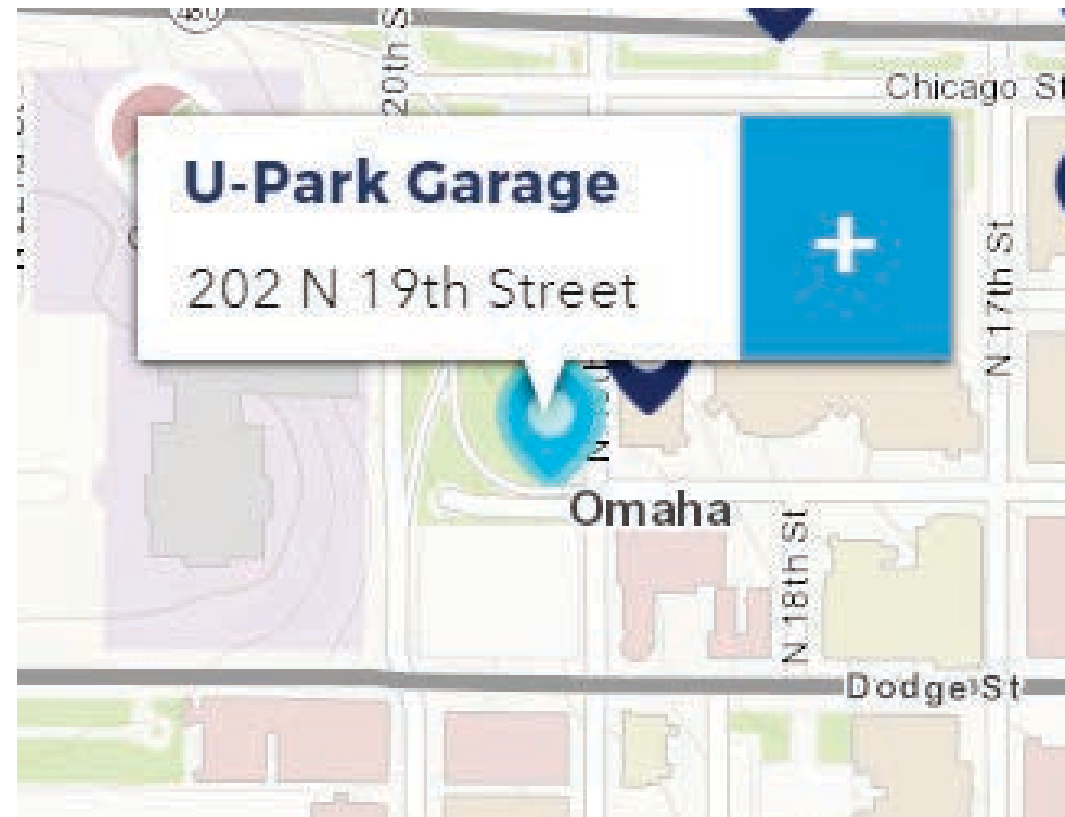


Site-Specific Managed Curbside Recommendations

- A** **Revise Loading Zone Hours** to Offer Evening Short-Term Parking
- B** **Convert Loading Zone** to Short-Term Parking
- C** **Remove Loading Zone** and Widen Sidewalk
- D** **Remove Perpendicular Parking** and Create Shared Loading Space
- E** **Formalize Parking Lane** Along MD-144

Site-Specific Bike Parking Recommendations

- F** **Add Bike Parking in Future Park**; As part of the new redevelopment at the southwest corner of Main Street and Maryland Avenue, add substantial bike parking to accommodate 6-12 bicycles.
- G** **Add Bike Parking to Main Parking Lots**; In order to complement other bicycle parking locations, add bike racks to Parking Lots A, B, D, and E.
- H** **Add Bike Parking at Welcome Center**



Improve the User Experience

Parking facilities should function as a positive, marketable asset for downtown.

Parking management can help coordinate programs and events through:

- **Improved physical signage**
- **Focused marketing**
- **Strong web-based information programs**



Establish Customer Friendly Enforcement

Re-orienting enforcement policies and practices can be very helpful in reaching the Howard County and Baltimore County parking goals.

The enforcement team should re-orient to:

- **Support the creation of a customer-oriented parking system**
- **Develop sensible and reasonable parking regulations** that are easy to understand and easy to manage
- **Modernize and adopt new parking technologies**
- **Establish a data-driven, flexible parking system** that can adapt over time



Build Parking Strategically and Sparingly

Even during existing peak demand, many parking spaces are available—but drivers can't find them, don't want to use them, or are not aware they exist.

Recommendations should be prioritized to address current issues related to on-street demand and time-limit violations, fragmented signage, and lack of technology and information systems. Though future development within Downtown Ellicott City is limited, any such development has the potential to generate new off-street parking supply and demand.

As noted in earlier recommendations, the County should:

- **Revise the parking code**
- **Facilitate agreements with developers** to ensure that new parking supply is shared and publicly available to the greatest degree possible.

