

- Locate signs in locations that are free of tree coverage and where there is adequate lighting to read the signs at night.
- Provide clear signage along the roadways, directing drivers to parking garages, and at the garages, indicating if it is open public parking.
- Make all signs reflective.
- Provide clear signage identifying access points to garages. Signage should state whether parking is for patrons only or if it is open to the general public.
- Develop a consistent appearance for parking signs in the I-Drive study area. This could also help with the area branding if distinct and consistent signage is used throughout the study area.
- Remove or replace any signs that are faded, not in the proper location, or do not provide clear direction.
- Improve the text on the Dynamic Message Signs (DMS).

### **Parking Garages**

- Develop a mechanism for monitoring garages to identify ways for improving operations, including access points, conflicts with valet parking, and properly functioning equipment.
- Enhance operational efficiencies of the *Pointe Orlando* parking garage, including valet parking operations, proper functioning of the parking ticket machines, painting faded roadway markings, and associated pedestrian improvements identified in the Walkability Technical Memorandum.
- Assess feasibility of utilizing the parking garage (Canadian Court) on Destination Parkway, which was built to serve as an intermodal facility for High Speed Rail, for either employee parking or general public parking. This garage could be considered for an off-site parking area that could be serviced by a shuttle/trolley.
- Construct a new public parking garage in the study area, preferably in Subdistrict 1 or 2 (particularly in the *Senor Frog's/Denny's* area), to provide additional supply in these high demand areas.

### **Parking Reconfiguration**

- Assess “hot spot” parking areas in Subdistricts 1 and 2 and identify if parking lots can be reconfigured to allow for additional parking spaces.
- Evaluate opportunities for provision of on-street parking along side streets in the study area to address isolated parking shortages, manage “hot spot” parking areas, help with traffic calming, and to activate building frontages by creating inviting pedestrian environment.

### **Valet Parking**

- Manage valet parking operations to help reduce site accessibility impacts and prevent valet vehicle queues from spilling over into the roadway.

### **Shared Parking**

- Develop shared parking agreement(s) among adjacent property owners and/or create a shared parking matrix and amend existing regulations to add the methodology for it, as well as implementation procedures.
- In addition to the Code review (see recommendations below), consider placement of shared parking signs that provide a positive message about a “park once” philosophy. For example, the sign could read “Parking for *Denny's*, *Senor Frog's* and *Homewood Suites*” instead of “Parking for Hotel Guests Only.” Such signage would require an agreement between property owners.

**To:** Orange County  
**From:** Parsons Brinckerhoff, Planning Design Group  
**Date:** December 10, 2014  
**Subject:** **PARKING TECHNICAL MEMORANDUM**  
International Drive Parking Study and Walkability Analysis

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### **Introduction**

The International Drive (I-Drive) Area is a vibrant, dynamic center of activity for visitors and residents alike. Over one million convention guests come to the I-Drive District annually from all over the country and the world, as they meet at the second largest convention center in the United States. Twenty-eight million tourists travel to I-Drive annually to relax, rejuvenate, and to have access to six of the world's greatest theme parks, thousands of acres of entertainment venues, restaurants, high quality shopping, as well as over 40,000 hotel rooms and resort villas.

In this heart of economic activity for Orange County's tourism industry and Orange County Convention Center, moving visitors and employees safely, seamlessly, and efficiently is key to the visitors' experience and future success of the I-Drive District. This study is intended to further enhance the guest experience by developing recommendations for the entertainment district that would integrate and enhance parking, wayfinding, connectivity, and circulation strategies.

The study establishes base line conditions about parking in the I-Drive study area by providing an inventory of parking space supply, estimating current parking demands and analyzing the supply and demand to answer the question: Is there a parking supply problem? These baseline conditions represent a snapshot of parking in the study area during the week of July 31, 2014, in the summer peak season, and serve as the foundation for future planning and visioning efforts.

Figure 3: Study Area Subdistricts and Parking Structures

