

PARKING STUDIES

THA Consulting, Inc. (THA) is aware of the importance of effective parking planning, management, and development for our clients, including universities, medical institutions, transit agencies, developers, and municipalities. THA regularly performs supply and demand analyses, functional design studies, financial feasibility studies, site analysis studies, shared parking analyses, and due diligence reports.

We provide our clients with parking study services to help “right size” new facilities, improve operations, identify opportunities to share parking, and perform site feasibility studies to name a few.

Furthermore, through these studies we can offer suggestions for improved financial success such as modified rate structures and other possible financing options.



We seek to provide our clients with these services to evaluate and support their parking systems, as well as provide recommendations for improvement.

In the changing world of parking and mobility, undertaking a parking study can help accurately identify parking needs. There are numerous types of studies meant to evaluate current parking situations and anticipate future needs. Parking studies are critical to the planning, management, and development of parking programs across all sectors including municipalities, real estate development, transit agencies, hospitals and medical centers, colleges and universities, etc.

The information gathered during these studies is vital to supporting parking systems and ensuring that there is convenient access to a variety of destinations, as well as providing recommendations for improvement. Here at THA we regularly provide parking studies for our clients, evaluate data to achieve a more efficient parking system, identify underutilized parking resources, improve financial success, and even modify rate structures. We tailor each of these projects to the specific needs and goals of our clients and make the recommendations to enhance their parking programs.

PARKING STUDIES

TYPICALLY PERFORMED STUDIES INCLUDE:

- Parking Supply/Demand
- Benchmark Rate Comparison
- Parking Marketing Analysis
- Operational & Management Audits
- Mobility & Transportation Demand Management
- Request for Proposal (RFP) & Invitation to Negotiate (ITN) Preparation, Evaluation, & Negotiation Services
- Wayfinding & Signage Audit & Recommendations
- Owner's Representative Services
- Review & Revision of Zoning Ordinances & Parking Policies
- Alternative Analysis
- Financial Feasibility
- Financial Breakeven & Market Capture Projections



THA SERVICES

Master Planning • Site Analysis • Supply/Demand Analysis • Feasibility Studies • Shared Parking Analysis • Due Diligence • Parking Consulting • Financial Analysis • Functional Design • Architectural Design • Structural Engineering • Design Build Services • Sustainable Design • Parking Structure Design • Mixed-Use Structure Design • Project Design Management • Condition Appraisal • Life Cycle Cost Analysis • Operational Consulting • Restoration Engineering • Owner Representation • Maintenance Programs • Graphics & Wayfinding

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