

COLUMBUS, OH

Short North Parking Final Report

June 25, 2015

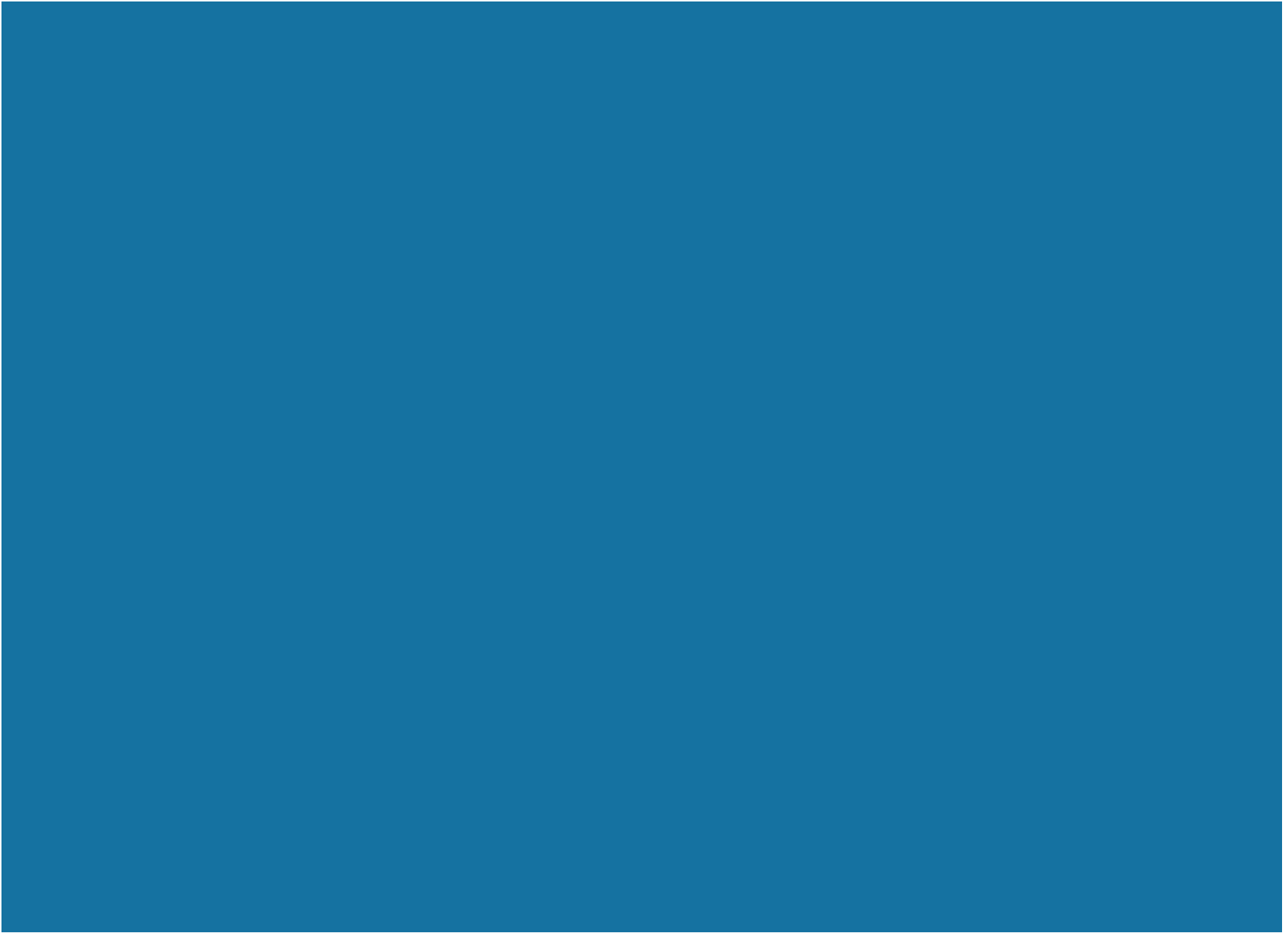




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Why a Parking Management Plan?

Columbus Short North District, located north of Downtown between the Arena District and the Ohio State University, is one of the most vibrant neighborhood markets in the Heartland. The District prides itself as a unique urban neighborhood with a rich history, established residential communities, local arts, culture and style that continue to attract local residents, employers, regular visitors, and new development.

The success of the Short North has bred challenges to continued growth. With growing commercial uses on High Street, new larger scale projects on the neighborhood's outer edges, and the continued drumbeat of rehab and infill projects in traditional areas, Short North is reaching the point where growth impacts entrenched patterns. To continue its success and remain a desirable place to shop, eat, work and live, Short North is addressing the often most contentious issue – parking – at an opportune time.

Plan Purpose

The City of Columbus' Short North Parking Study effort, while primarily focused on parking use and demand, is ultimately about understanding the role that parking plays in the overall life of the District. The study began with an effort to document, understand, and address the parking issues that have been developing in the Short North for a number of years.

What the process has helped to reveal is that by looking comprehensively, parking issues are rarely about the parking supply itself, but are integrally tied with many other factors at play in Columbus. Parking is intrinsically linked to economic development, livability, vitality, friendliness, and attractiveness.

Over the years the Short North has become a desirable destination to live- with interesting, distinct sub neighborhoods, to eat and do business- with unique shops and services, and to play, with a variety of monthly to annual, and local and regional, cultural events.

Parking is where many of the area's users intersect. Too much parking, too little parking, or inaccessible parking all have impacts on the customer's experience and broader implications for residents living in these dense neighborhoods. Within the Short North, parking has and continues to be one

of the most highly contentious yet valuable assets.

Working with the business community, residents, City staff, and other key stakeholders, the recommendations for the Comprehensive Parking Study were developed within the context of holistic goals meant to address the needs and desires of the District's variety of usergroups. This study will help create a framework that will help the Short North continue its success as a vibrant, healthy, and pedestrian friendly destination and neighborhood for residents and visitors alike.



Study Goals

To guide the Parking Management Plan, the Community Advisory Committee and project team established a number of project goals that reflect the existing and changing needs of those who live, work, and visit the Short North. These study objectives were drawn from themes identified through public input as well as ongoing efforts in and around the Short North and City of Columbus.



Provide Convenient and Available Parking

Parking should be managed in a manner that ensures there is both perceived and actual parking availability for all user groups.



Protect Residential Streets

Residential streets should be protected against the impacts of spillover parking, but also make parking convenient for other users, while maintaining the identity of residential neighborhoods.



Balance Parking Access with Multimodal Access

Offset existing and potential parking demand by supporting and encouraging the use of transportation alternatives throughout the District.



Financial Sustainability

Maximize the use of existing parking supply and resources through technology and shared use opportunities throughout the District.



Economic Development

Update the zoning code and work with developments to enhance contributions to the Short North's transportation and parking system.

Project Process

The study took takes a multi-pronged approach to understand all of the aspects of parking in the Short North District. Quantitative data such as parking supply and utilization, are important to document the parking activity in the Short North and provide a baseline understanding of existing parking assets. However, utilization data cannot fully tell the story of the users' experiences of the system – the customer that continues to circle for a spot, the employee that shuffles his car every couple of hours, and the resident impacted by long-term parkers out front.

Thus, has been concerted efforts to document and understand the perception and reality from multiple

user groups. The team worked extensively to marry the qualitative perspectives and quantitative data sets to tell the Short North's parking story.

Public Process

Understanding parking from the user perspective is critical to identifying issues and developing workable solutions. All too often, the perception of parking is worse than reality. Moreover, users approach the system from different levels of desire or understanding.

Therefore, as part of this study, there was a concerted effort to engage individuals that represent various agencies, neighborhood and business

organizations, and committees that bring varying perspectives to the study's discovery and decision making processes. The consultant team undertook a multi-step public outreach process throughout this study to understand more about the preferences and behaviors of those who park in and frequent the Short North. The process included:

- **Committee Advisory Group:** A Community Advisory Committee (CAG) was formed to help provide feedback and recommendations during critical points of the parking study process. This Advisory Committee and the team met on a recurring basis to discuss key findings and strategize potential



study recommendations. The Short North Parking CAG comprised of key stakeholders including residents, merchants, local developers, property owners, and civic and arts organizations. In conjunction with the project team, the CAG played an integral role in the creation of the project goals, outlined on the next page.

- **Stakeholder Interviews:** Individual and confidential conversations with key stakeholders to understand the perception of parking for various user groups are integral to the plan.
- **Online Survey:** To understand the parking needs and preferences, the CAG, City, and local businesses posted an online survey which was advertised on individual websites, local papers, and through email lists. The survey generated more than 2,000 responses from residents, visitors, and employees.
- **Open House:** Early in the study process, local residents, business owners, and employees were invited to participate in a hands-on “Parking Open House” designed to gather as much qualitative input through interactive planning exercises.

- **Focus Groups:** A diverse set of interest groups within the Short North, (restaurants, bars, daytime offices, boutiques, galleries, etc.) were convened in a group setting to provide feedback and input into this study process.
- **Public Meetings:** The project team held an initial Strategies Presentation on May 2014 and a Final Recommendations Presentation and Open House in December 2014. Over 50 attendants participated in both meetings.

Overall Key Findings

- A majority of customers stay in the Short North for **longer than 2 hours**
- Finding on-street parking is frequently difficult for residents and customers, primarily during the **evening time periods**
- **More than 62%** of employees park less than one block away, however **less than 33% of customers** parking less than one block away
- All respondents find that **price is the least important factor** when choosing where to park
- **Location, convenience, and ease of finding a space**, are the most important factors
- Users are **willing to pay up to \$1.50 an hour** to park within the Short North
- Residents strongly agree that **changes to the permit parking program** are needed
- The resident and business community are interested in District-Wide parking management tools that **address existing and future development parking pressures**
- Stakeholders are interested in **creating more shared public parking** resources within the District

Data Process

A robust data collection process provided the quantitative data needed to understand the parking patterns and behaviors throughout the Short North. Prior to this effort, there was little or piecemeal documentation of parking regulations and supply inventory throughout the District. The data phase of this study provided a complete baseline of existing parking assets, throughout the Short North. A more detailed description and breakdown of this data process and documentation is included as the Existing Conditions memo, in Appendix A.

Inventory

To catalog all the parking spaces in the Short North study area, the team completed a thorough field review in the defined study area. The team documented all on-street spaces and all general- access and restricted parking facilities, excluding driveways in abutting residential areas. The compiled inventory provided a complete parking database of all parking facilities in the Short North. The database was then geocoded to spatially display the existing parking areas on maps. This initial work created the base information used throughout the entire project.

Utilization

Parking utilization counts provide a time series of typical parking demand for a typical day. To complete this analysis, individuals on the project team counted parked cars in each on-street segment or lot at predetermined time intervals in a study area.

A comprehensive analysis of the parking utilization data reveals patterns of high or low usage throughout areas of the neighborhood. These patterns often result as a response to the existing parking environment. Land usage, regulation, pricing, and convenience can drastically impact how even adjacent parking assets are utilized.









Issues and Challenges

Parking challenges often emerge when districts are vibrant and successful, such as the Short North. Parking issues continue to be a sign of a neighborhood's economic health and well-being. Addressing the parking management system comprehensively to meet the goals and needs of various user groups continues to be an ongoing management challenge for any community.

The Parking Management Study used a variety of tools to identify issues

facing the Short North, including:

- A District-Wide parking survey;
- Stakeholder interviews with neighborhood and business stakeholders; and
- Robust data collection efforts throughout the District.

Issues and challenges are grouped under six overarching categories, which formed the basis for the recommendations. These issues and challenges encompass perceived

and actual parking challenges and demands from various user perspectives which must all be considered in this type of dynamic neighborhood.

Issues and Challenges

The study process has helped to reveal a number of issues throughout the Short North. These overarching and localized challenges have calcified over time into the perceived and actual challenges faced by various user groups throughout the District. Using a combination of data as well as public and stakeholder feedback, the team was able to use observed data and numbers to justify real and perceived parking challenges in the Short North.

This section outlines six key issues that the project team have heard repeatedly and in which the evidence has helped to support. Issues and challenges include:

1. Lack of Availability During Peak Hours
2. Ineffective Residential Permit Program
3. Lack of Public Parking Availability
4. Need for Integrated Multimodal Infrastructure
5. Lack of Incentives for Transportation Options
6. Continue Development Pressure



Lack of Availability During Peak Hours

At most times, in even the most desirable areas, there is parking available in the Short North District. However, during limited peak periods, parking approaches capacity in certain geographies, especially:

- Location: High Street area: South of 2nd Street
- Peak Period: 6pm until midnight

These locations and times are times when many restaurants are active, residents return home, and shops and employers are still open. The combination of activity and user groups competing for a limited resource is the major cause of parking concern. When demand is highest, parking can be hard to find – which contributes (in an outsized way) to the common perception that parking is hard to find in Short North.

This pattern of evening parking demand repeats in other parts of the Short North, but is most keenly felt in the places where parking is approaching functional capacity. In contrast, the rest of the time in the Short North, the overall parking capacity issues are localized or are difficult for particular user groups, but are not overall issues. Understanding these pressures from both actual parking use and the perception of it is key to this effort.

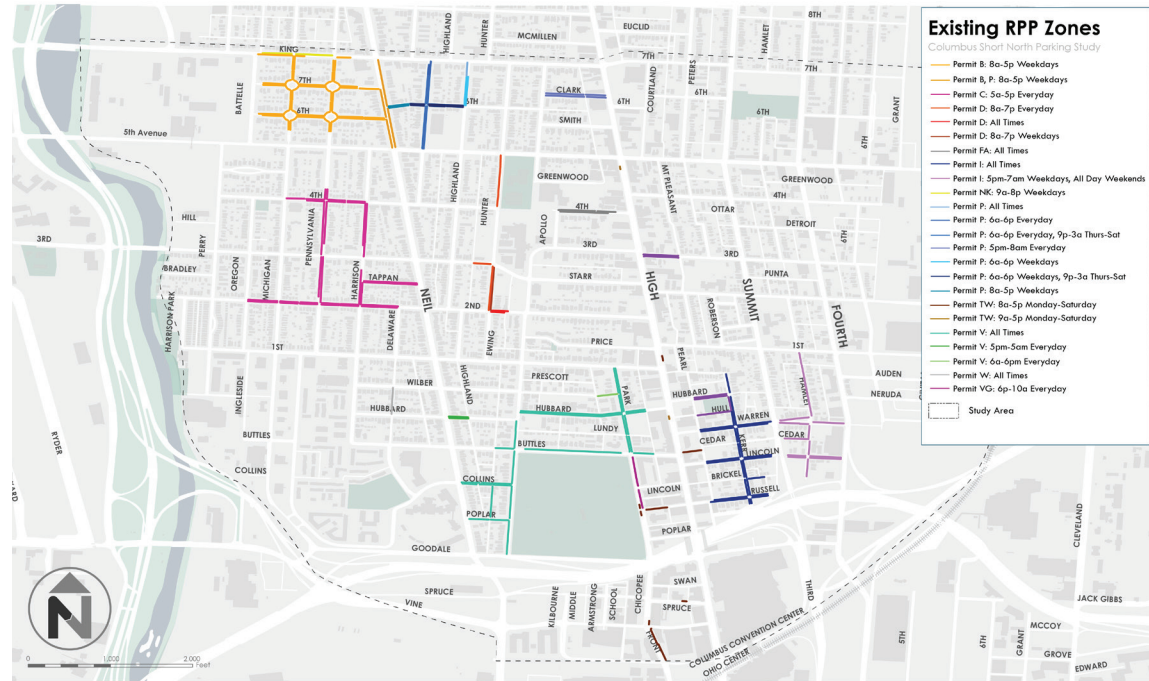


High Street Parking Utilization Map

Ineffective Residential Permit Program

The Residential Permit Program in Columbus represents a system to process individual, often isolated issues. It has been most often enacted (citywide) in places where residents compete for on-street parking with other users, but not tied into larger neighborhood or City planning goals. In practice in the Short North it has led to:

- 15 different Permit Zones in the Short North, with 27 different regulations
- 21% of on-street spaces are controlled by the Residential Permit Parking Program, which removes approximately 1,850 spaces from general use
- Programs as small as one block or five spaces
- Confusion among residents on program eligibility and among parkers on who can park where
- About 60% of survey respondents agree that changes to the RPP system are necessary
- New program requests generated and processed in isolation
- Limited effectiveness as programs shift demand burdens without addressing larger parking issues



(Top Left) Existing Residential Permit Zones in the Short North
(Bottom Left) Italian Village Permit Street

Lack of Public Parking Availability

Within the Short North, it is clear that parking demand challenges exist during peak evening periods. A closer breakdown of utilization at peak times reveals that perceived parking difficulties are a result of the limited number of spaces in which the general public can park.

The utilization charts shown below highlight this for the Saturday 8pm evening peak. Publicly accessible parking is at capacity and functionally full. Yet, there is significant capacity in private off-street parking locations throughout the District.

Parking that is easy to find and accessible to the public is at a premium. All other users (employees, residents) are in the Short North

consistently. They know the system, how to read the signs and where to find hidden or cheaper places to park. They also have more spaces available to them.

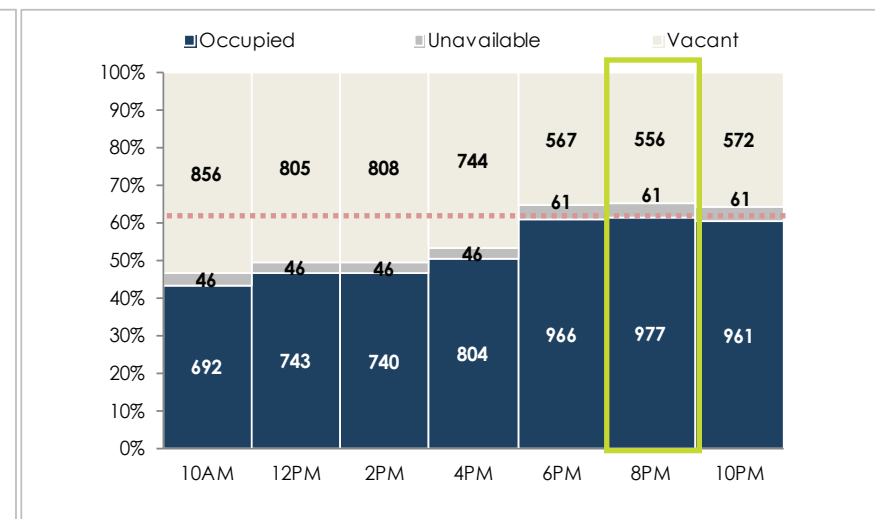
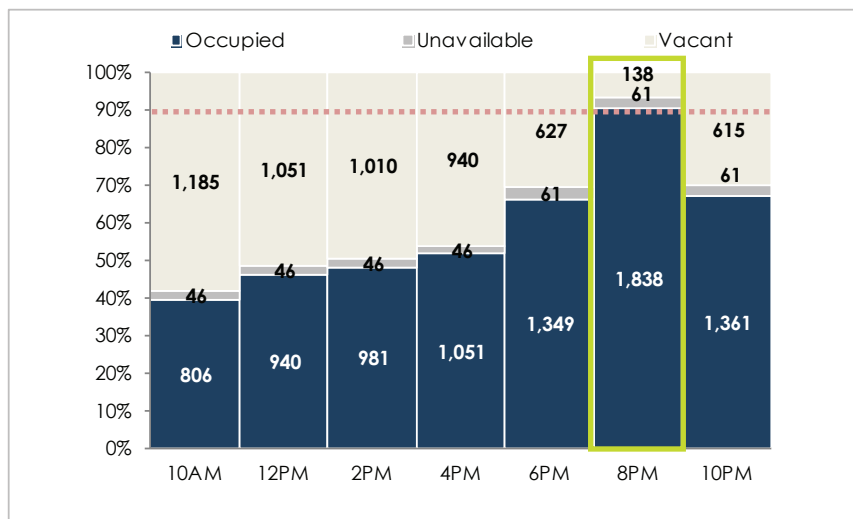
Regulations, costs, enforcement and time frames are all meant to show where people can not park or who is allowed to do what. This “crowds out” the general public as all use the easiest, most convenient spaces. Despite this, the general public user has shown continued willingness to come to Short North and pay the highest prices in the area.

The Hub garage and Valet spaces are the most expensive and most popular spaces because they are fundamentally understandable.

The general public that provides the vibrancy of the Short North – are clamoring in word and action for a more accessible, convenient and functional system. Providing convenience, cost certainty and consistency would further benefit all users.

Private Parking Facilities

Private parking facilities are private accessory parking as part of businesses as well as privately owned parking facilities, and are often unavailable to the general public, unless they are patronizing these private businesses.



Saturday off-street utilization for public (left) and private(right)

Need for Integrated Multimodal Infrastructure

The Short North's dense street network, established residential neighborhoods and vibrant commercial uses, all in close proximity – make it a special place in the Columbus region. This also provides an ideal environment in which employees, residents and customers can walk to and from various destinations. This allows:

- Residents to walk (not drive) to many area facilities
- Patrons to “park once” and visit multiple destinations
- Other users (transit riders, bicyclists) to penetrate into Short North and circulate locally

All this should minimize the ultimate need to drive and park, and Columbus has made great strides to improve the walkability and biking infrastructure to support alternative mode decisions.

However, safety and access barriers, both perceived and actual, still persist throughout the District. The need for wayfinding, lighting, sidewalk improvements, and integrated bicycle facilities are among the improvements most cited throughout this study process. Infrastructure should reflect and necessitate the priority of these improvements as part of the parking management system.

Lack of Incentives for Transportation Options

While the alternative programs exist – there is a lack of incentives to use them, especially among regular users. Recent investments in transportation options have not gone unnoticed in the Short North. The CBUS circulator, which began service in May 2014, averaged over 275,000 daily riders systemwide to date. COTA's strategic outreach and marketing efforts for this free shuttle has allowed people to continually rely on an option to driving because of its simplicity and reliability.

Similarly, recent investments in CoGo have created momentum in bicycle facilities throughout the District and

city-wide. Infrastructure currently exists to allow people to bike, walk, or take transit in the Short North. However, with inexpensive parking, and a disconnect between travel information and user groups, the existing system still prioritizes driving.

More formal marketing, branding and tying together of transportation alternatives with larger community goals would go a long way to increasing use, and reducing driving/parking demand – especially if coupled with improved infrastructure that promotes safety and convenience.

Recent Multimodal Infrastructure and Partnership Investments

- Car2Go
- COTA CBUS Downtown Circulator
- CoGo Bike Share
- Bicycle Parking Shelters



COTA's CBUS ridership provides alternative commute options for Short North users

Continued Development Pressures

The Short North District has seen tremendous growth in recent years, becoming one of the more desirable development markets in all of the Heartland. The neighborhood's continued success and growth has inherently bred parking challenges and tensions among long time residents and businesses, weary of existing parking management practices.

As infill development occurs throughout the District, parking and transportation issues have continued to dominate community concerns. Historic commissions continue to tackle development and parking issues beyond their scope of work, and expertise. The lack of detailed zoning

tools to approach and manage the variance process has continued to strain the public parking system.

For example, change of uses along the High Street corridor are often granted variances with little ability to understand the short and long term parking impacts on the neighborhood streets. Thus, new development, especially restaurants, bars and residential developments, continue to add pressure during peak parking demand periods.

The calcification of these issues over time has created a strain on the existing parking system and for customers, visitors, employees, and residents within the neighborhood. Stakeholders agree that the current

system should be managed more comprehensively to support the various goals outlined throughout this study process.







Recommendations

The Short North is a complex area. It continues to be an active, vibrant, healthy and growing community. Like many other vibrant and successful communities, these complexities often play out in transportation and parking challenges, where all uses come together. The parking challenges that do exist within the Short North are at once localized, overarching, and have varying impacts on visitors, employees, and residents.

Developing solutions that support this complexity require broad and comprehensive approaches that are directly integrated with the values and goals established as part of this effort and within the Short North community.

Recommendations stemming from this process are comprehensive and multifaceted, yet practical and realistic to implement. They have been developed to be responsive to the varying needs of each of the Short North's user groups.

The recommendations outlined in this chapter will help to enhance the Short North's parking management to better meet the needs of its users as well as give the City proactive tools to manage future growth and changes, including further expected development.

Recommendations

Community goals identified as part of this process provide a framework in which to categorize issues and challenges within the Short North. Similarly, this framework provides a foundation to develop the recommendations and strategies for the study. As shown on the next page, recommendations were created in response to both the challenges and opportunities identified under each overarching goal.



SHORT NORTH PARKING: RECOMMENDATIONS FRAMEWORK



ENHANCING THE ECONOMIC DEVELOPMENT AND VITALITY OF THE SHORT NORTH AND SURROUNDING NEIGHBORHOODS

- Demand Based Pricing
- Formalize Employee Parking Options
- Maximize On-Street Capacity



PROTECTING RESIDENTIAL NEIGHBORHOODS

- Revise Permit Program



PROVIDING CONVENIENT, ACCESSIBLE PARKING AS PART OF A MULTIMODAL TRANSPORTATION SYSTEM

- Improve Pedestrian, Bicycle, and Transit Programs and Infrastructure
- Encourage Employer- Based Incentives to Use Alternatives



RECOMMENDING A FINANCIALLY SUSTAINABLE PARKING PLAN

- Create a Shared Parking District
- Introduce Technology Improvements



CREATING REALISTIC ZONING REQUIREMENTS FOR SHORT NORTH DEVELOPMENTS

- Incentive Excess Parking for Public and Shared Use
- Create a Short North Special Parking District

Recommendations

Overarching Approaches

While the recommendations framework for the Short North study is comprehensive in addressing key challenges and opportunities outlined by the public, this framework has also helped to reinforce a handful of recurring themes and approaches through the strategy development process.

Themes involving:

- Addressing development pressures and impacts,
- Expanding the public parking supply, and
- Providing more formalized employee transportation options

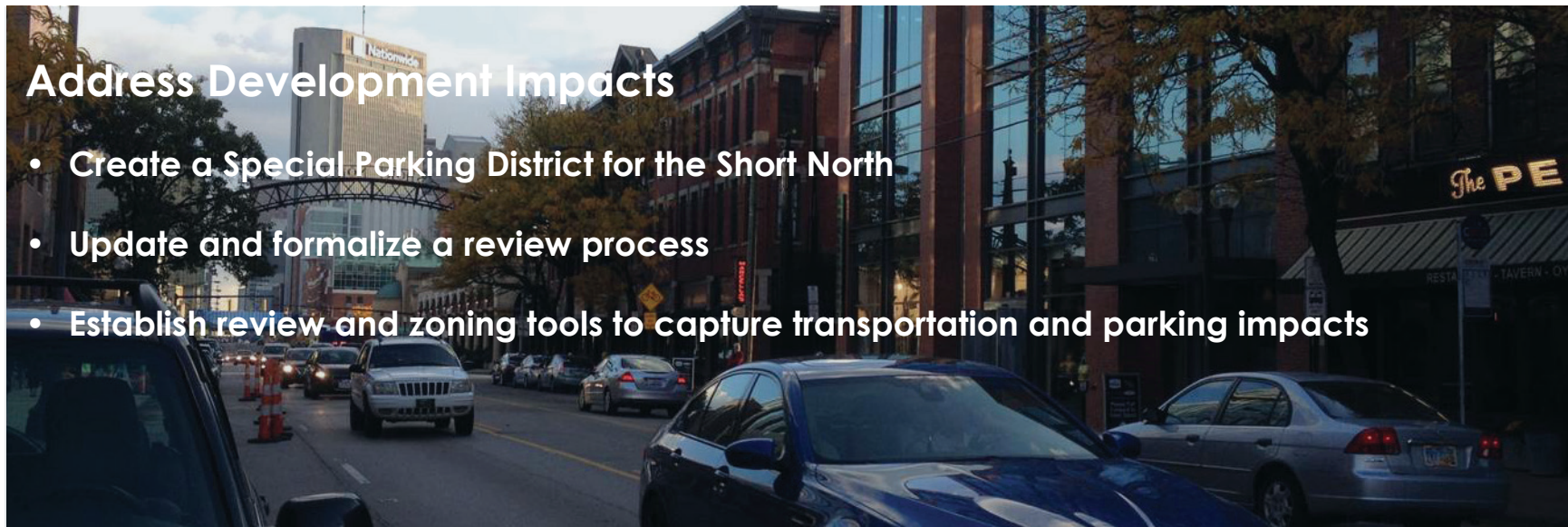
are all heavily embedded in the overall recommendations framework.

The recommendations associated with these approaches are multifaceted and include a host of holistic and comprehensive strategies. For example, expanding public parking within the Short North can be accomplished through a number of ways that are both low in cost and efficiently maximize the use of existing underutilized resources in the Short North.

Strategies to support these three approaches will resonate throughout the course of the recommendations.

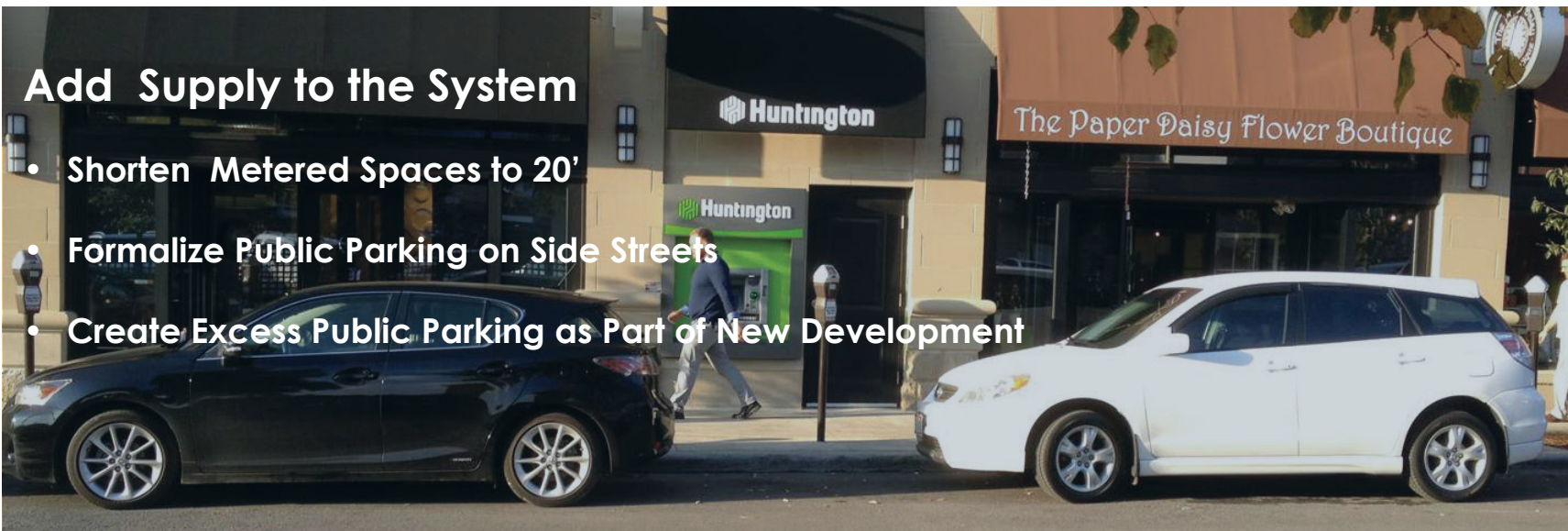
Address Development Impacts

- Create a Special Parking District for the Short North
- Update and formalize a review process
- Establish review and zoning tools to capture transportation and parking impacts



Add Supply to the System

- Shorten Metered Spaces to 20'
- Formalize Public Parking on Side Streets
- Create Excess Public Parking as Part of New Development



Broaden and Formalize Employee Options

- Greater variety of employee transportation options
 - Formalize secure off-street permit parking facilities
 - Add on-street supply
- Expand pricing only during peak demand periods
- Encourage Transportation Demand Management programs





ENHANCING THE ECONOMIC DEVELOPMENT AND VITALITY OF THE SHORT NORTH AND SURROUNDING NEIGHBORHOODS

DEMAND BASED PRICING

Parking in all of its forms, is a valuable, often scarce, yet ultimately an “in common” resource for the Short North. As such, parking should be managed in a manner that maximizes availability for all user groups.

Challenges Summary

Currently, the inability to find on-street parking along High Street and adjacent side streets is often because the most visible and convenient front door spaces are being utilized, even when parking is available nearby. These front door spaces are prime parking assets. With little current difference in regulation, these spaces fill up first and stay full so that customers and visitors do not have space easily available to them. The Short North's Parking Survey helped to reveal that these spaces are often used by employees throughout the course of the day and into the peak demand hours. Opening these spaces for all users requires the Short North to treat these as the valuable asset they are while continuing to accommodate all users in the larger system.

Demand based pricing should be introduced within the Short North as a

tool to manage parking availability. Industry standards for “optimal” availability levels are 15% for on-street spaces and 10% for off-street. At these targets, parking is well used, but availability (and the perception of it) remains, so that customers can find parking in the most convenient and desirable areas.

Demand Based Pricing uses the cost of parking to achieve availability goals. Simply, the cost of parking should be set in a manner that allows users to pay more for the most desirable spaces, until availability goals are reached. Less desirable spaces would cost less, and are often slightly further away. The actual price of parking would be adjusted over time to maximize parking use, with the recognition that rates could go up or down accordingly. Note also that “free” is a price and absolutely a component of a demand based system.

In the Short North, the Study recommends that parking should be managed using tiered pricing: the highest priced parking should be on the blocks with greatest demand, lower pricing on blocks with modest



On Saturday evening at 10pm, parking demand reaches its highest demand. Demand is primarily concentrated south of 2nd Avenue along High Street and two blocks east and west of the corridor.

demand, and free in the areas of little to no demand to incentivize the most efficient utilization of the existing parking resources. This helps to achieve parking availability goals in the most convenient “front door” curb parking spaces.

Existing survey results indicate that customers are staying in the District for an average of three to four hours, which corresponds to most existing meter time limits along High Street. Eliminating time limits provides customers to stay as long as they choose and allows pricing to dictate their length of stay.

Recommendations

Within the Short North, parking utilization patterns indicate clear boundaries of high and low demand for on- street spaces. Parking along High Street, from the Cap to 2nd Avenue are consistently 90% full or higher, while more remote locations are less full. The regulations and pricing should be changed to be reflective of the demand of these areas.

Potential demand based pricing zones include:

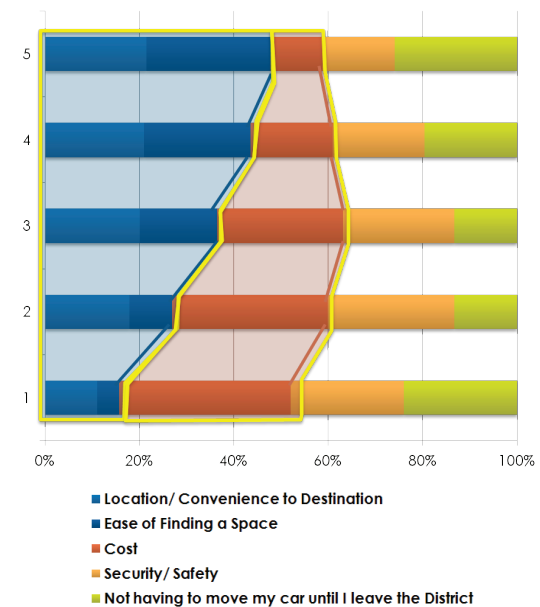
- **Primary Demand Zone (red)**
High Street and adjacent streets south of 2nd Avenue from Dennison

to Summit should be priced after 6pm at a rate of \$1.50/hr

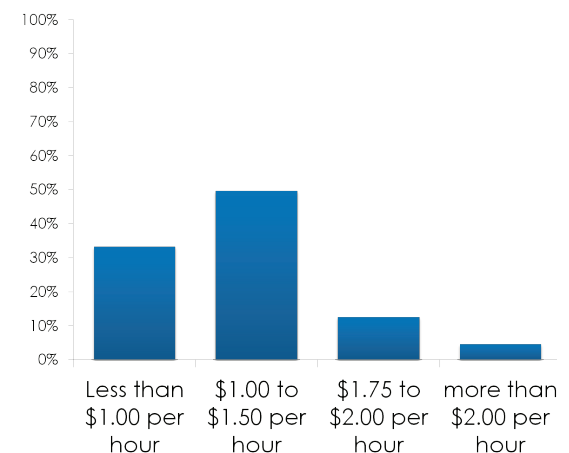
- **Secondary Demand Zone (orange)**
Existing metered and unmetered streets should be priced at \$0.75/ hour after 6pm
- **Tertiary Demand Zone (blue)**
Streets will not be priced, however time limits will exist to support short term parking for businesses and prevent long term parking

Supporting Measures

- The start time of on-street parking enforcement should be altered from 10am to 12pm and end time should be altered from 10pm to 12am to accommodate the length of existing customer activity.
- Existing time limits should be eliminated, allowing pricing to dictate a customer's length of stay. The District should adopt these measures as official parking-management targets. City staff would have the authority to periodically monitor and adjust parking rates and regulations to meet these availability goals. The rates set forth in this report are suggested rates to start with; these will need to be periodically adjusted over time.

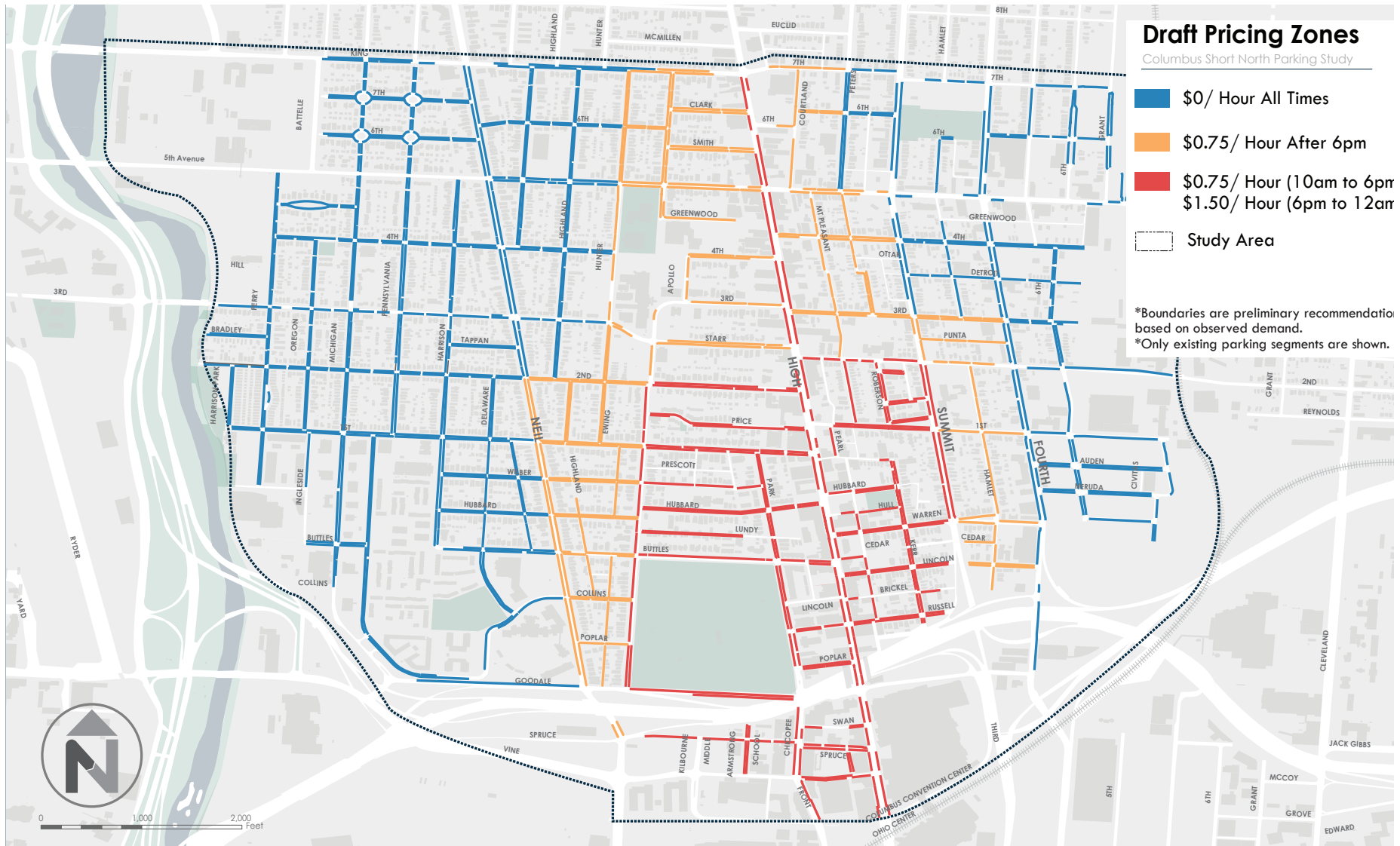


Factors such as parking location and availability are priority compared to cost.



Customers are willing to pay more to park in the Short North.

Proposed Demand Based Pricing Zones



COLUMBUS SHORT NORTH PARKING STUDY- DEMAND BASED PRICING ZONES

DECEMBER 17, 2014

Initial and proposed demand based pricing zones based on parking utilization data results and observations.

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ENHANCING THE ECONOMIC DEVELOPMENT AND VITALITY OF THE SHORT NORTH AND SURROUNDING NEIGHBORHOODS

FORMALIZE EMPLOYEE PARKING OPTIONS

Short North business owners and employees are among the most frequent users of the parking in the District. These regular users often know the parking system best. Over time most regulations in the Short North and in many other places are designed to prohibit employee parking through time limits and special protections. These restrictions however apply to all users and can crowd out others as well.

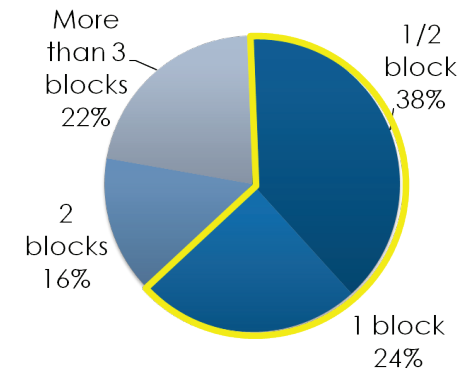
Nevertheless, in the Short North, employee parking demand is extremely varied. Business owners and some workers have full time, traditional daytime demands. However many employees are part-time, work odd hours, or have infrequent shifts. Each has their own daily transportation and parking needs. Currently there are a limited number of formalized transportation and parking programs that assist employees. The Italian Village Society and City have worked extensively to create a dedicated employee parking program on streets that were once exclusively permitted for residents. Although these efforts have not gone unnoticed, few

employees have taken advantage of these initiatives, likely because they respond to only a subset of employee needs.

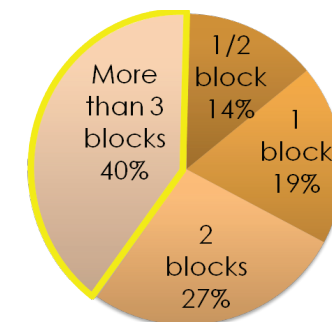
Challenges Summary

Although there are a limited number of on-street employee permit spaces available, few have taken advantage of this. The existing meter prices are not to discourage parking and time limits are often ignored. According to the study's survey results, employees park closer to their destination than customers do, and regularly feed the meters.

Employees are an essential necessity and a growing component of a vibrant Short North. Their regular and daily travel and parking demands should be addressed holistically with a variety of choices. Recommendations should not penalize employees, but provide a greater variety of options that allow employees to meet their disparate transportation needs.



**62% of employees
park less than one block
away**



**33% of customers
park less than one block away
40% park more than 3 blocks
away.**

Recommendations

The existing Employee Permit Program should be restructured to include the following:

- Lease existing underutilized private parking lots for employee permit use
- Price permit rates to respond to existing pricing and parking demand, e.g. lots closer to High Street would be priced higher than remote lots within the neighborhoods.
- Permits would be valid only at designated off-street parking lots
- Remote parking locations in the Arena District and near

the Convention Center should be coordinated as options for employees as well.

- Existing on-street permits would be removed entirely

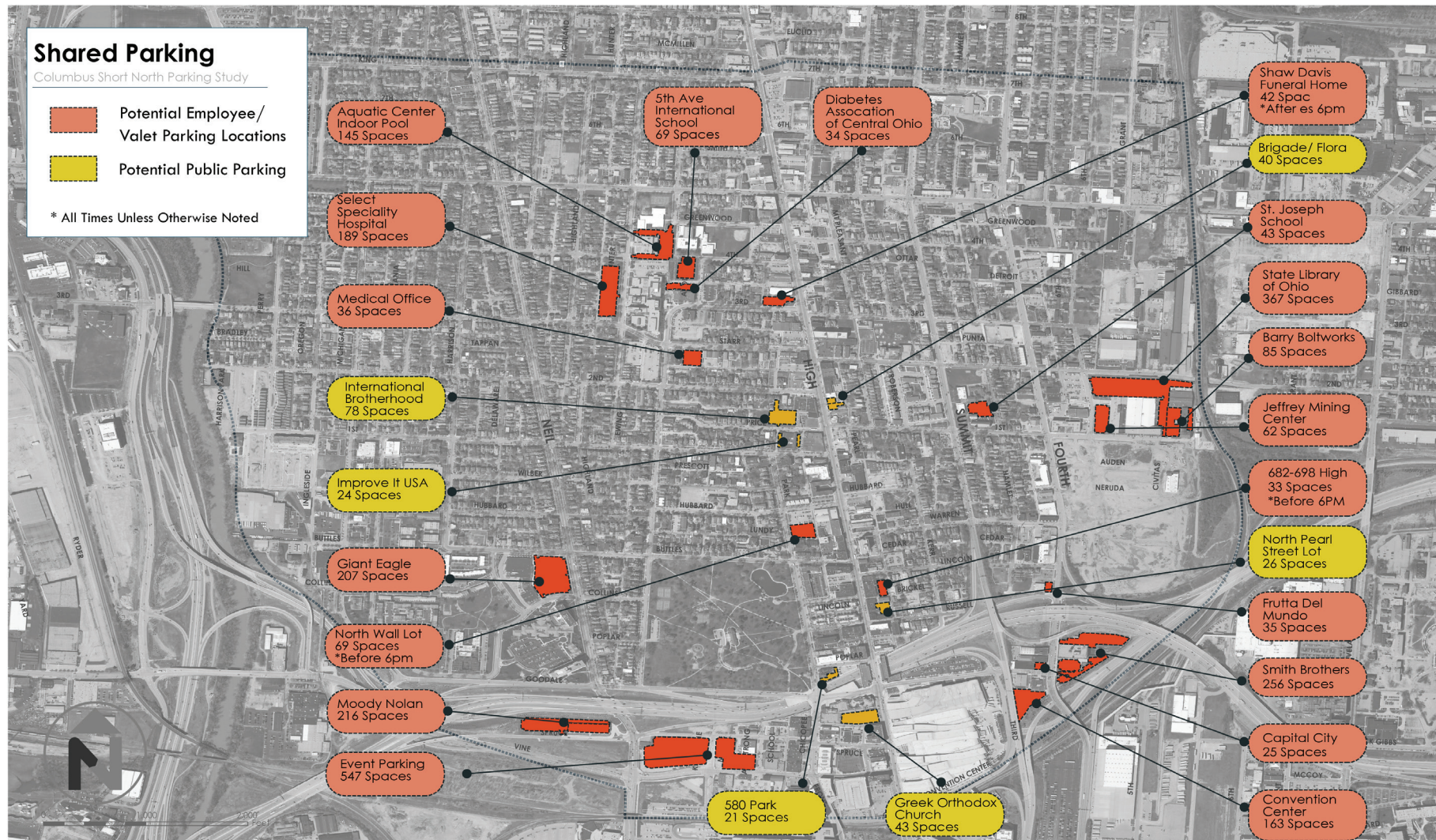
In addition to the proposed program described above, employees would benefit from the other Short North study recommendations.

- More on-street spaces will be available (without time limits), allowing employees to park at the governing rate
- Under Demand Based Pricing, many of these spaces would be lower cost, though perhaps slightly further away.
- Employees, like all users could

use the more convenient and expensive spaces if desired

- Travel incentives for non-auto use would benefit employees the most.





COLUMBUS SHORT NORTH PARKING STUDY- POTENTIAL SHARED PARKING FACILITIES

JANUARY 16, 2015

Existing privately owned or operated parking facilities that have potential for public shared use.



ENHANCING THE ECONOMIC DEVELOPMENT AND VITALITY OF THE SHORT NORTH AND SURROUNDING NEIGHBORHOODS

MAXIMIZE ON-STREET CAPACITY

Challenges Summary

Curb space in Short North is extremely valuable. There are dozens of different regulating governing this curb space. As the competition for curb space intensifies in the busiest areas, the level of complexity typically increases as well. This adds confusion for users and creates inefficiencies by targeting certain users, eliminating potential spaces from others.

Extensive stakeholder interviews, survey results and public comments revealed that parking signage, striping, and special space allocations are often done piecemeal, not recognizing the impacts on the larger system. The parking system has, as a result, over 100 different types of parking regulations, ranging from time limited residential permit zones to loading and valet restrictions. In addition, some signage is inconsistent and or illegible.

Curbside space should be managed in a manner that makes efficient use of existing parking and is regulated to simplify the parking system for unfamiliar with the neighborhood.

Simplify Signage

There is a plethora of signage throughout the District, most of which tells motorists what they cannot do. Parking signage should be simplified in a manner that allows all users to quickly read and understand where and when they are allowed to park.

In conjunction with simplified regulations, parking signs should be simplified as well. Signs should have fewer words and more intuitive displays so users can easily see what they can do. The figures on the right show the different between current and potential signage.

Maximize Metered Parking

By practice, meter spaces in the City of Columbus are laid out at 23 feet. Moreover, some areas, crosswalk, intersection control devices, bus stops, and other on street regulations have created oversized clearances that are inconsistently applied and may be too large for what is needed. In critical areas, every inch of curb space is valuable and should be carefully allocated to maximize use while ensuring safety.



Existing parking signage is unclear and confusing for users.



A mock redesign of parking signage for the Short North.

Recommendations

The City should reevaluate existing meter space layouts and on-street clearances to reclaim limited curb space in the areas of highest demand. The study reviewed the Ohio Revised Code, which has no legal standard for a length of a parking space in Columbus.

In urban areas nationally, meter spaces are typically laid out at 20 feet spacing rather than the 23 feet used in Columbus. A review of a few blocks of High Street shows that this change alone can add one to three spaces in just a few blocks. Recently, the City has begun revisiting parking segments along High Street to review where additional parking could safely be placed. This effort has already reclaimed over 25 parking spaces in key areas.

This type of monitoring and implementation should continue throughout High Street and adjacent neighborhoods. Before investing in repositioning the meters, a pilot program could be implemented to test out the program's potential. Meters along Hubbard Avenue have been laid out at 20 feet, and these have been operating well.



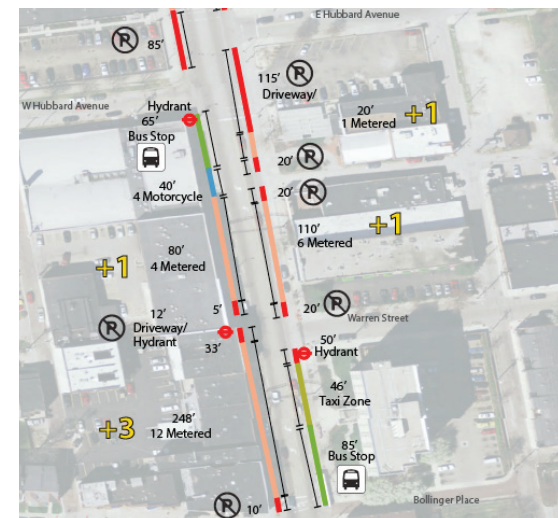
Existing spaces could be more spaced more efficiently to utilize curb space.



Recently Hubbard Ave. has been designed with 20 ft spacing.

Space Consolidation

There are a number of other opportunities to consolidate existing curbside uses to create additional parking at little to no cost. The City should work closely with COTA in their internal efforts to reduce and consolidate existing bus stop locations transit heavy spines, to maximize parking spaces and reduce the number of transit stops for more efficient service. Furthermore, before meters are repositioned, future plans for the High Street Streetscape Plan should be coordinated to reduce multiple efforts.



Potential added spaces with space consolidation.

Valet and Loading

Prime spaces along High Street are used throughout the course of the day to help support the various needs of retail and commercial businesses. Valet and loading zones within the Short North are created on a case by case basis and often detached from a larger vision for how valuable curb space should be managed to support the broader business community within the District. Valet and loading zones vary in size, location, and time span, often adding complexity to the on-street regulations and signage system.

Recommendations

To create a more comprehensive system that is convenient for visitors and customers the City should consider:

- Limiting loading hours for specific daytime use only (e.g. 6am - 2pm).
- During peak parking demand hours, shift loading onto side streets or alleys.
- Designing loading zones as 60 foot zones, and spread out every two to three blocks to allow for consistency and coverage for shared use.
- Creating a consolidated and District wide valet program. This program should be either run by

the City, Short North Alliance, or other private entity as a means to create a comprehensive and centralized program. Businesses should be encouraged to pool funds for shared use valet.

As part of the valet permitting process, the City should create a more regimented application process including:

- Regulating the supply and location
- Standardizing operation times
- Require valet parking locations and agreements with parking lot
- Providing staffing plans, event management procedures, driving routes, etc.



Case Studies: Shared Valet Operations



- **Administrator:** Plymouth DDA
- Merchant-driven pilot program in 2013 by one merchant (seasonal)
- Expanded for 2014 holiday season to include total of eight (8) businesses sharing costs
- DDA negotiated agreement with PNC Bank to use private bank; DDA provides insurance and marketing/promotions



- **Administrator:** City of Naperville: Ordinance in Place Since 2003
- City regulates zones:
 - City permit required
 - Requires shared valet zones
 - Limits of one Valet zone per block face
 - City issues signs
 - City monitors for compliance
 - Requires Valet vendors to provide proof of insurance



Revise the Residential Permit Program

The Current Resident Permit Program is conducted in a way that is disassociated from larger neighborhood planning. A majority of residents expressed a dissatisfaction with the current program in their responses to the Short North Parking Survey. The program privileges certain streets, “pushes” the parking issues around the Short North, and overly complicates on-street regulations.

Challenges Summary

Within the Short North, the existing residential parking program has grown exponentially. There are over 25 zones and regulations now in the Short North alone. The program is highly complex and confusing, especially for motorists that are not familiar with the area, often causing illegal parking and adding to the continued strain of parking pressure in high demand areas. The City’s existing review and application system should be revised to meet the needs and create balance among all user groups, but provide special protection for residents.

Recommendations

The Short North study recommends a reorganization and revision of the residential permit program. The small zones (some as small as one block) should be eliminated and the create larger and more comprehensive permits zones within the Short North. The existing 25 permit zones should be eliminated, and instead consolidated into four overarching permit zones, which cover every street in the Short North.

These permit zones, shown on the map on the next page, are overlaid on top of the existing demand based pricing zones, however they can exist independently based on stakeholder and neighborhood feedback. Permit holders would have the ability to park on any streets within their associated permit zone, however no permit is allowed to park along High Street.

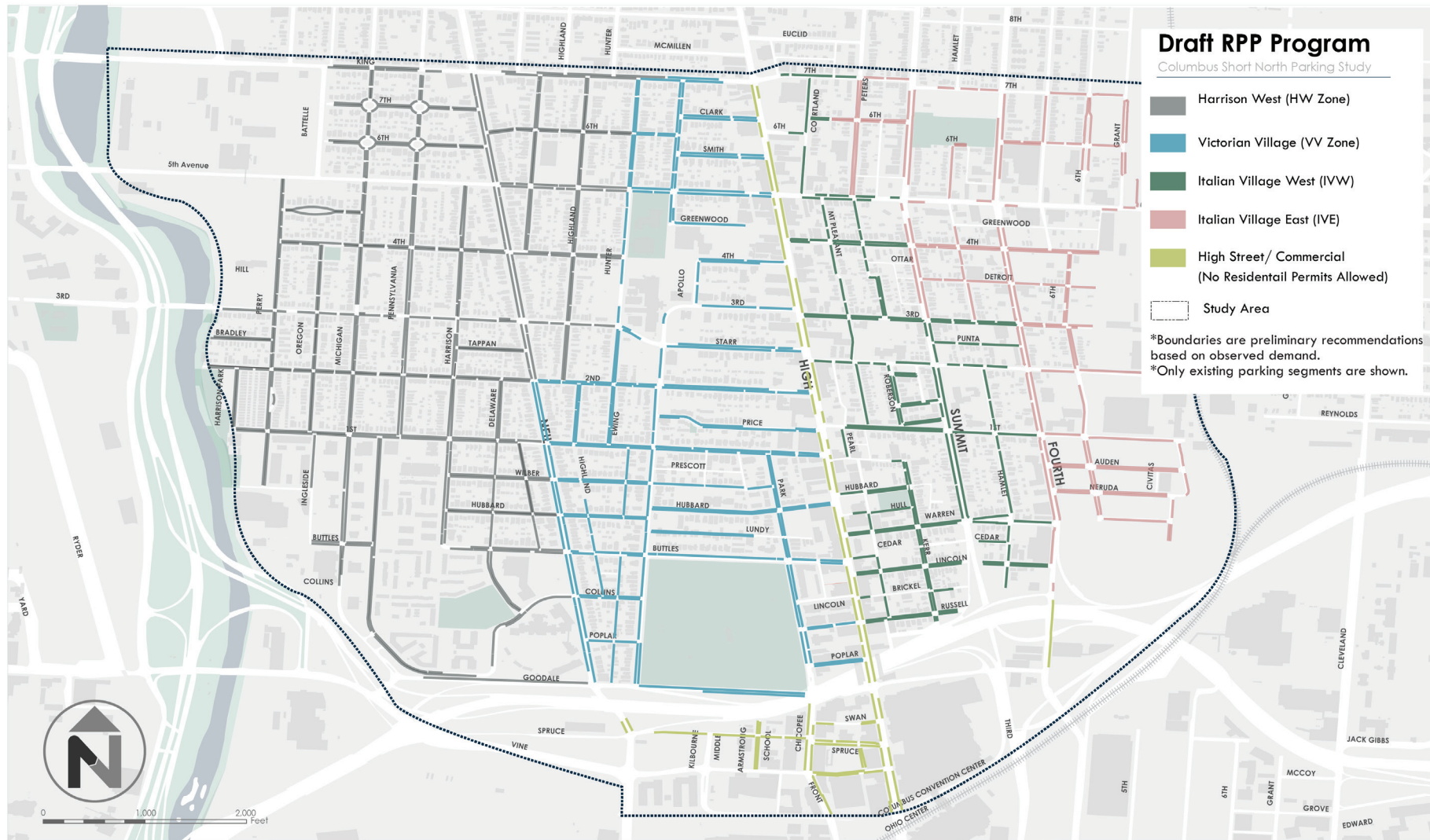
Program Management

This parking study has helped to reveal that there are often localized parking demand generators, away from High Street and within the neighborhood. Neighborhood streets that will not be recommended for pricing but do have

localized parking pressures, may apply for time limited regulations. In these situations, residents would also be exempt from the on-street regulation. Overtime these areas should be monitored for use and availability, and regulations adjusted over time.

As all streets in the Short North will be under a (larger, consolidated) Resident Permit Program, eligibility will be broader, and based on final determined boundaries. The process to determine eligibility by household may be revisited both in the Short North and on a citywide basis. Elements to be discussed may include the number of permits per household, cost, eligibility criteria, and visitor permits. Individual daily visitor permits may no longer be necessary due to the change in program allowing all users to park in permitted areas under posted regulations. It is also highly likely that an investigation of implementing License Plate Recognition (LPR) technology for enforcement and permitting will alter and simplify the application of the permit program.

Proposed Residential Permit Parking Program



COLUMBUS SHORT NORTH PARKING STUDY- DRAFT RESIDENTIAL PERMIT PARKING PROGRAM

JANUARY 16, 2015

Proposed Residential Permit Parking zones.



PROVIDE CONVENIENT, ACCESSIBLE PARKING AS PART OF A MULTIMODAL TRANSPORTATION SYSTEM

Balance Parking with Multimodal Access

The Short North currently offers a suite of transportation resources to encourage use of non-SOV modes. These include the recently instituted CBUS circulator service, CoGo bikeshare, and Car2Go options. Although there are significant options available for customers, employees, and residents, non-SOV transportation information is often hard to find, located in places that are not always intuitive, or not signed to be user-friendly.

Challenges Summary

Driving and parking is often most users

first choice for travel to the Short North. However, parking and transportation management should be setup to offset parking demand throughout the District, there should be collaborative efforts to market existing options and create programs that incentivize users to think multimodal in their travel behaviors.

Recommendations should include both educational and infrastructure improvements to the District. Integration of educational training of existing transportation resources should be a priority for not only

attracting new users but enhancing the experience for those who currently use it today. Furthermore, infrastructure investments in the pedestrian, bicycle, and transit network are ultimately ways to improve parking access and offset parking demand.

The following transportation recommendations are broken out by mode providing detailed recommendations that contribute to a larger goal of better integrate and enhance the multimodalism of the Short North's District.



Pedestrian Investments

Investments that enhance the existing pedestrian environment provide long term benefits for all users within a parking system. Customers, residents, and employees choosing to walk to the District rely heavily on existing pedestrian infrastructure to provide safe and secure access to their destination. After parking their vehicles, motorists become pedestrians, and wayfinding and safe access become crucial components of their Short North experience.

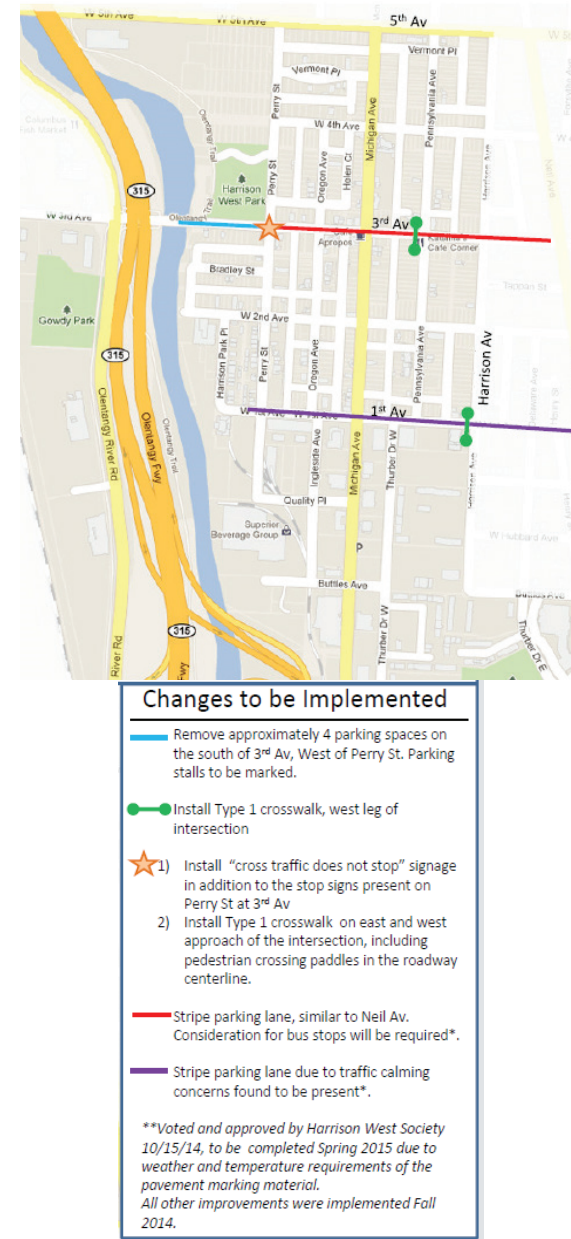
Recommendations

Providing better pedestrian safety and access improvements encourages walking as a means to get to and from the Short North. Moreover, enhanced infrastructure creates more parking opportunities everywhere, allowing users the opportunity to park and walk a little further- if the walk is well lit, safe, and pleasant.

The City of Columbus continues to make significant investments in its overall transportation infrastructure. The High Street Streetscape Plan is developing further specific recommendations for pedestrian, bicycle, transit and traffic improvements throughout corridor. Specific neighborhood pedestrian improvements are especially important

to connect residents and other users to their primary destinations. As shown in the image to the right, the Harrison West neighborhood has approved a number of pedestrian improvements and traffic calming measures on 1st and 3rd Avenues. These types of improvements will help strengthen east and west connections from the High Street corridor to neighborhood streets.

Additional areas will be identified for changes as part of the study and focus on impactful multimodal changes that benefit multiple users. There will be opportunities for input from residents and businesses as these get implemented. Furthermore, in the citywide mobility plan- Connect Columbus and the City will further explore the broader transportation alternatives throughout areas of the Short North.



Pedestrian improvements planned for the Harrison West neighborhood.

Bicycle Improvements

Existing bicycle facilities within the Short North have helped to encourage biking as a strategy to offset the District's parking demand. The City has invested in a number of bicycle parking facilities, including shelters, parking racks, and CoGo bikeshare stations throughout the neighborhood. High Street is currently striped with sharrows, and streets throughout the neighborhood are signed as dedicated bike routes that link to city-wide bicycle facilities.

Challenges Summary

Even with this infrastructure in place, there are notable barriers that prohibit users from bicycling to the Short North.

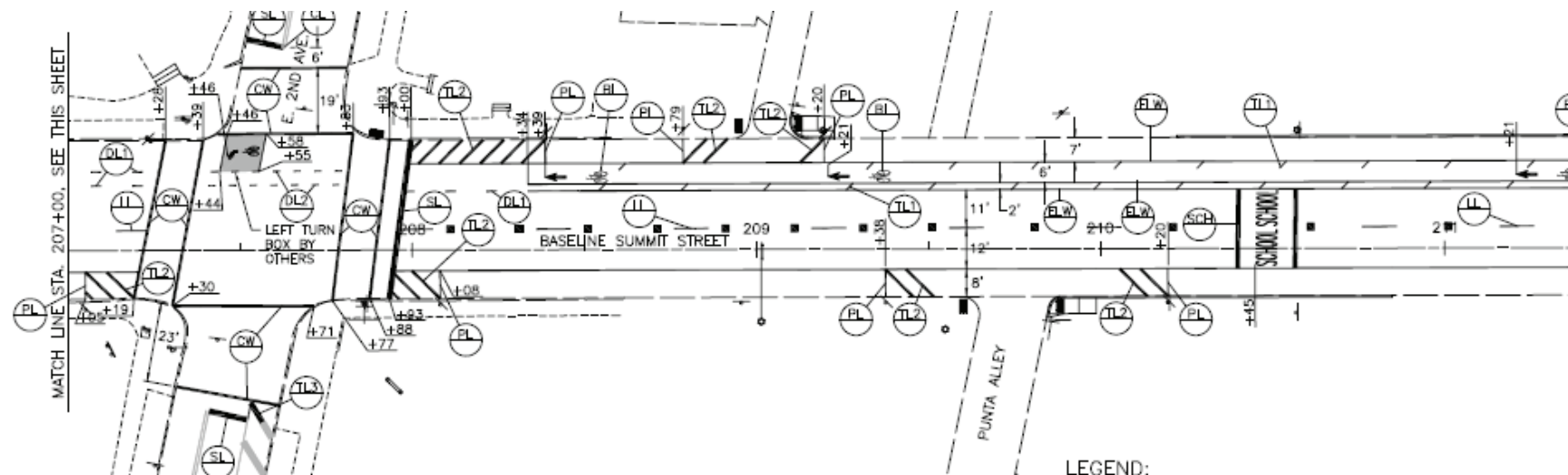
High Street continues to remain as a high speed and volume road that bicyclists may feel uncomfortable traveling along. Wayfinding signage throughout the District is scarce for both pedestrians and bicyclists. Furthermore there is a shortage of existing bicycle parking, causing bicyclists to park in non-traditional locations throughout the District.

Recommendations

The City should continue to invest in the presence, location, type, and supply of bicycle racks to promote biking as a means of travel. Short-term bicycle racks should be strategically placed in front-door locations, nearest to shops and businesses. Long-term, covered, and secure bicycle

parking should be provided in easy to access locations, consistent with the Association of Pedestrian and Bicycle Professionals bicycle parking guidelines.

Recent efforts to expand on road bicycle facilities in the City has enhanced specific roads in the Italian Village neighborhood. As shown below, on-street bicycle facilities have been planned along 4th and Summit Streets, providing protected cycle tracks on the eastern edge of the District. Moving forward there will be significant opportunities for input from residents and businesses in identifying and implementing future bicycle infrastructure within the District.



Plan for Summit Avenue Cycle Tracks (Summit at 2nd Avenue)

Transit Improvements

Robust transit service exists in the Short North and can be an integral component of offsetting parking demand. High Street's high frequency transit spine currently provides the Short North with local and regional transportation connections for residents, employees, and customers and visitors. While important for employees, transit should be an integral part of transportation planning for events management strategies in the Short North.

The recently established CBUS has enabled travel throughout the City in minutes, and created opportunities to expand the users. Opportunities to leverage ongoing efforts between COTA and the City should be pursued in order to create a more holistic approaches to manage parking and transit usage within the District.

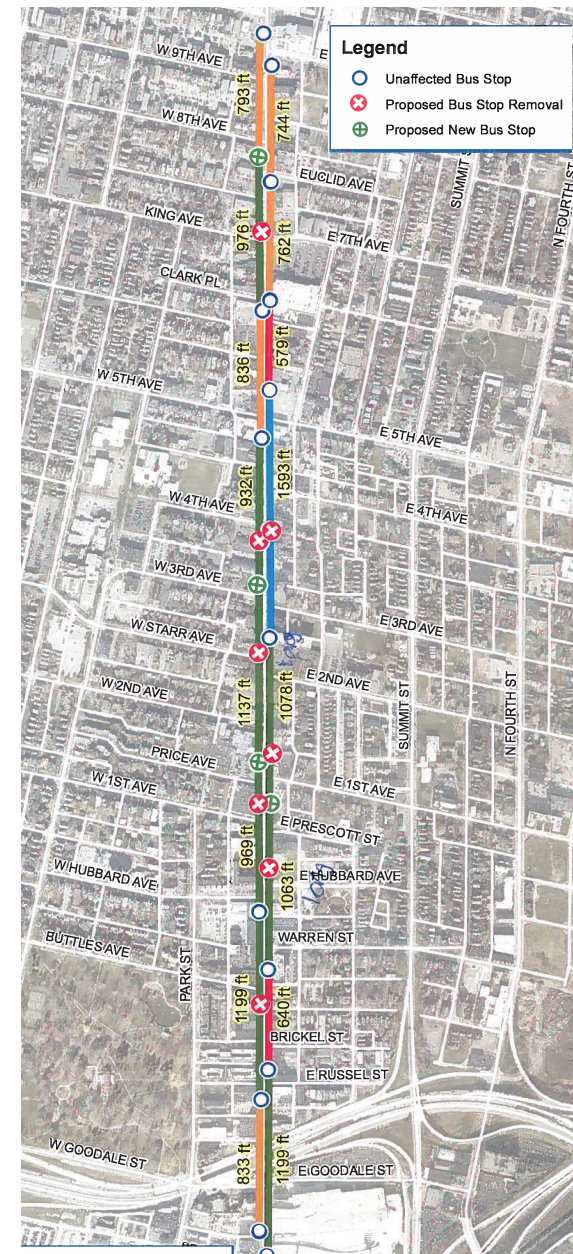
Recommendations

Transit service in the Short North could be improved through:

1. **Minimizing or consolidating bus stops along High Street and other transit streets.** In a highly walkable environment, removing or consolidating bus stops both creates more efficient use of space and more curbside parking. In

congested areas, fewer stops also allows for transit efficiencies. Buses often need to pull in and out of traffic for stops and causes delays and often longer commutes for bus riders. Providing fewer and consistent stops will allow transit service to be on-time and adhere to time schedules.

2. **Moving existing express routes from High Street, within the District, and provide an alternative route on parallel corridors.** The added buses that travel, but do not stop on High Street would help alleviate traffic impacts on transit service.
3. **Integrating existing transit services with event management strategies for the Short North.** The CBUS route provides direct service through the Short North and bypasses a number of underutilized public garages within the Arena District and Downtown. The District should work closely with garage operators and COTA to promote the use of remote parking facilities and CBUS to get to the Short North, helping to offset parking demand in the District's neighborhood streets and highest areas of demand.



COTA's bus consolidation plan along High Street.

District-Wide TDM Incentives to Use Alternatives

The Short North should pursue a District- Wide Transportation Demand Management (TDM) approach. TDM refers to a package of strategies that encourages travel by transit, carpooling, walking, bicycling, and teleworking. TDM programs can help incentivize a shift to non-SOV modes, which can have a drastic impact on both the health and well being of individuals, but also reduce strain on the traffic and parking environment.

Challenges Summary

Even with robust transportation options, most users, including employees, continue to drive to Short North for a variety of reasons. Perhaps most prominently, there is little incentive to take advantage of modes other than driving. The study recommendations will create additional parking options. However to truly balance transportation use in Short North, incentives to not drive should be provided to help balance the demand side.

Even a small shift of District -goers from SOV to other modes would have a substantial impact on the Short North's parking demand. These

programs are often administered by the business community, municipalities, a Business Improvement District or a Transportation Management Association (TMA). TDM programs should work in conjunction with overall parking policy and be established to take advantage of the existing multimodal infrastructure. TDM programs can include:

- Subsidized (or free) Transit Passes
- Financial Incentives, such as Parking Cash Out
- Guaranteed Ride Home programs
- Carpool programs
- Provision of great transportation information
- Subsidized bikeshare (CoGo) membership
- Bicycle facilities (sheltered parking, showers, etc.)
- Shuttles to remote parking

A combination of TDM programs has been shown to reduce commuting by single-occupant vehicle (by up to 40%), particularly when financial incentives are provided.

Recommendations

In the Short North, an entity (the City or Short North Alliance), should take on the role of a TDM administrator or TMA. The entity should serve as a TDM clearinghouse for employees, customer, and visitors, helping to market and brand existing transportation information and programming.

Formally, or informally, this organization should be the catalyst for a coordinated approach to managing transportation in the District. Outreach, continued advocacy, and program management all will ultimately lead to greater non-auto use and the ability to continue District vitality. The Downtown Development Authority (DDA) in Ann Arbor, MI and the Lloyd District in Portland, OR, are excellent examples of what the Short North can move to organize.

This recommendation has direct ties to offsetting employee parking demand and provides additional programs and options for employees seeking other means of travel to work in the Short North.

Transportation Demand Management (TDM) Strategies

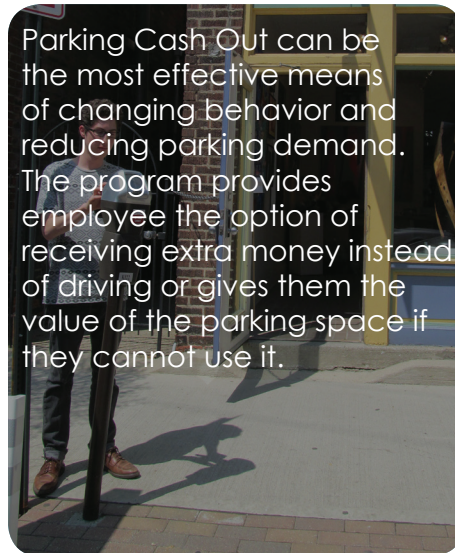
Subsidized Transit Passes

Providing subsidized or free transit passes have been shown to increase transit ridership and provide an incentive to reduce vehicle ownership.



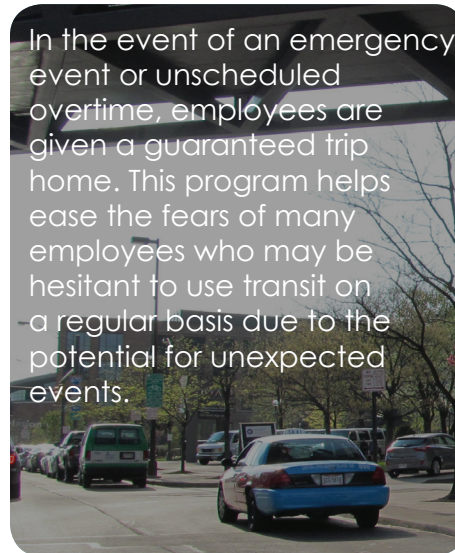
Parking Cash Out

Parking Cash Out can be the most effective means of changing behavior and reducing parking demand. The program provides employee the option of receiving extra money instead of driving or gives them the value of the parking space if they cannot use it.



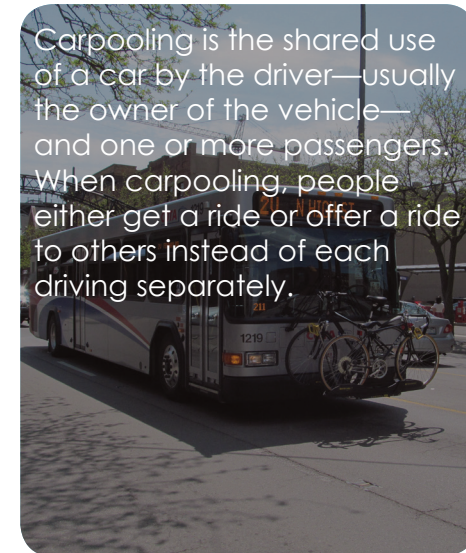
Guaranteed Ride Home

In the event of an emergency event or unscheduled overtime, employees are given a guaranteed trip home. This program helps ease the fears of many employees who may be hesitant to use transit on a regular basis due to the potential for unexpected events.



Carpool Programs

Carpooling is the shared use of a car by the driver—usually the owner of the vehicle—and one or more passengers. When carpooling, people either get a ride or offer a ride to others instead of each driving separately.



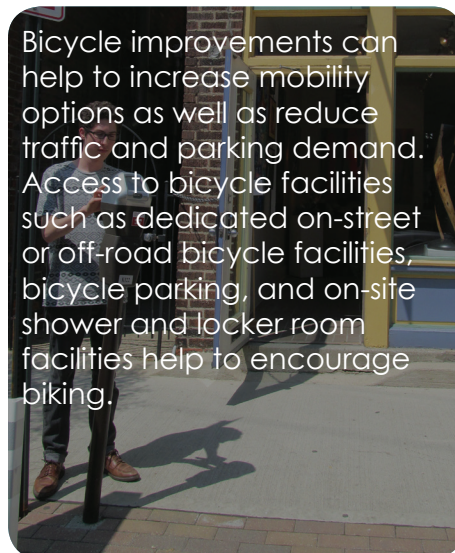
Bike Share Membership

The benefits of providing a discounted or free bikeshare membership incentivizes employees to seek an alternative to solely driving and provides them with options that fit with their schedules and preferences.



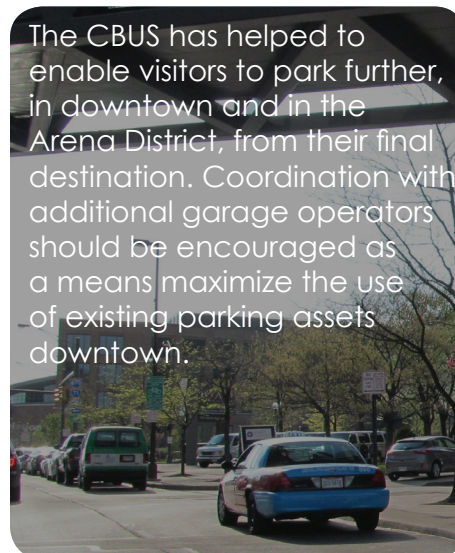
Bicycle Facilities

Bicycle improvements can help to increase mobility options as well as reduce traffic and parking demand. Access to bicycle facilities such as dedicated on-street or off-road bicycle facilities, bicycle parking, and on-site shower and locker room facilities help to encourage biking.



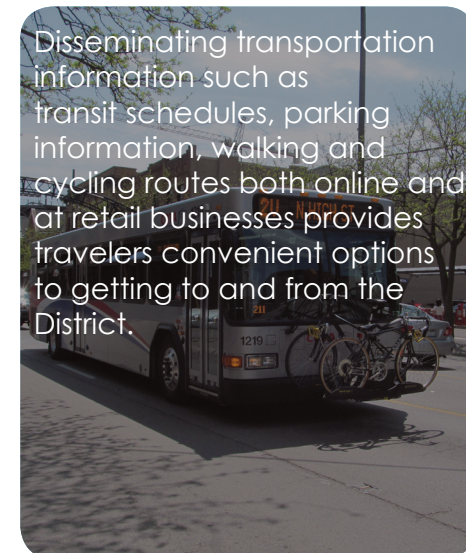
Remote Parking Shuttle

The CBUS has helped to enable visitors to park further, in downtown and in the Arena District, from their final destination. Coordination with additional garage operators should be encouraged as a means maximize the use of existing parking assets downtown.



Information Kiosk

Disseminating transportation information such as transit schedules, parking information, walking and cycling routes both online and at retail businesses provides travelers convenient options to getting to and from the District.



Case Study- Ann Arbor, MI

Ann Arbor's getDowntown Program provides a number of robust commuter programs and services for downtown employees. Go!Pass is among the most popular program which provides unlimited transit ridership on all bus routes, other transit services, and discounts to various downtown stores and restaurants, at the cost of \$10 annually. The cost is kept low through a generous grant from the Ann Arbor Downtown Development Authority (DDA).

To date, more than 460 downtown businesses and organizations have joined the program. Since the start of the program, Go!Pass has seen tremendous success, capitalizing on the City's robust transit system and business District amenities. Employers now appreciate and understand the value of committing resources to providing alternatives to driving alone. The investments have not gone unnoticed, where programs such as Go!Pass have resulted in changes in employee mode share behavior, transit ridership, and employee satisfaction.

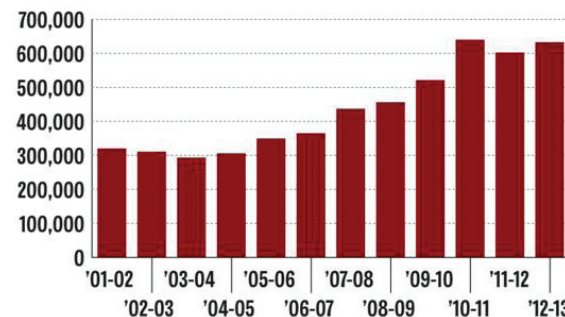
Pay a little



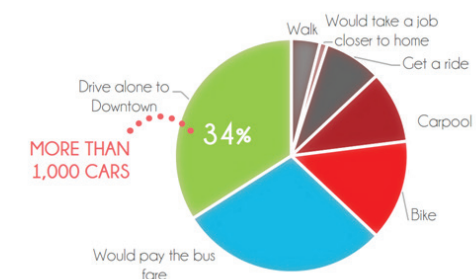
Get a lot!

What you pay	What your employees get	What you get
<p>\$10 per full time employee. (optional, \$10 per part-time employee)</p>	<ul style="list-style-type: none"> Free commuting assistance Unlimited commute trips on all TheRide buses, including to Ypsi and Park & Ride Lots. 50% off ExpressRide Commuter Bus Service from Canton and Chelsea. \$3 commute trips on NightRide late-night service. Discounts to dozens of downtown stores. Emergency Ride Home in case of emergency or unexpected overtime. Commuter Club rewards program Don't have to pay for parking any more. 	<ul style="list-style-type: none"> A great low-cost employee benefit. Don't have to pay for employee parking. Assistance with your employees' commuting needs. Monthly e-news. Information on current street closures and construction that impacts downtown traffic. Advocates for your organization who can share your commuting concerns with the DDA, the City of Ann Arbor and the Ann Arbor Transportation Authority.

GO!PASS RIDERSHIP IN ANN ARBOR



HOW WOULD EMPLOYEES COMMUTE WITHOUT A GO!PASS?*



*Source 2013 Commuter Survey

Source: getDowntown <http://www.getdowntown.org/>

Case Study- Llyod District, Portland, OR

Go Lloyd manages a whole suite of TDM programs for area businesses. The organization:

- Sells **subsidized transit passes** on behalf of TriMet.
- Oversees a very active **bike and pedestrian committee** that organizes group walks and rides, bike-repair workshops, and other programs
- Runs a **Commuter Rewards incentive program** for commuting via modes other than single-occupancy vehicles
- Manages a **transportation store** that sells everything from transit passes to bike gear and branded merchandise
- Creates a **monthly commuter newsletter**
- Installs **bike parking** at businesses
- Provides **maps and transportation information** to employees
- Helps with individualized **commute planning**

In concert with increased parking prices, the Lloyd TDM programs have led to a drop in the share of drive-alone commutes to the area from 60% in 1997 to 42% in 2013. Transit usage has risen from 21% to 37% over the same time frame. Bike commuting has also increased markedly in recent years, in part because of the bike-infrastructure investments.



in this issue

Name Name For
Commuter News

Events & Announcements

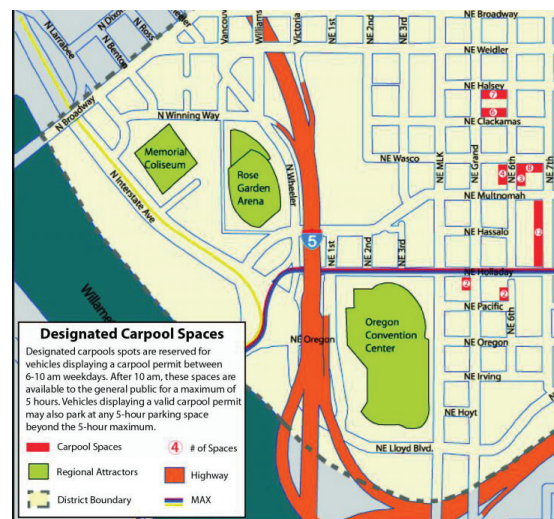
Transit Service Alert
August 11-15

Holladay Park Partnership

September Bike Commute
Challenge

Not Just for Commuters

Help Us Rename Commuter News



Source: GoLloyd TMA <http://www.golloyd.org/>



RECOMMENDING A FINANCIALLY SUSTAINABLE PARKING PLAN

Financial Sustainability

A smart, integrated Parking Management Plan creates a positive, operational, and effective transportation environment and encouraging economic development. A comprehensive Parking Management Plan considers all users, unintended consequences, and maximizes available resources.

Investments must be carefully considered to understand all costs and potential benefits. All transportation investments have fiscal consequences beyond initial capital expenditures. Maintenance, opportunity costs,

returns on investments, and ability to support other community goals are all factors in transportation decision making.

Parking plans should not be revenue driven, but rather should simply be cognizant of the fiscal impacts. Where possible, plans should be self-sustaining and should maximize the cost-effective use of existing resources in a manner that provides greater access for all user groups. These should be employed as initial efforts in conjunction with the overall plan before larger stand

alone investments are needed. The following components of this strategy include management opportunities to maximize the use of existing resources for the greater good of the parking system.

The suite of strategies described in this section have been grouped as they all describe ways to leverage assets, technology or operations to maximize parking and transportation assets for all users.



Challenges Summary

Mixed-use areas tend to have some complimentary use patterns, which in turn offer the opportunity to share parking spaces between various uses. Jointly used facilities utilize parking spaces more efficiently, reduce the amount of land dedicated to parking, and reduce traffic congestion. This is a primary benefit in mixed-use centers where visitors are able to park once and walk to multiple shops throughout their visit, thereby reducing the total number of spaces required compared to the same uses in stand-alone developments.

The Short North's parking utilization analysis revealed that, for both a weekday and weekend, on-street and off-street public parking facilities reach capacity during the evening peak. Yet, even at these busiest times, there is a significant available supply of parking unused in privately-owned and restricted lots.

This suggests that to utilize parking resources most efficiently, the public and private sectors should collaborate to maximize under-utilized parking resources. There are several forms that this greater use of private parking could take, including private sharing, leased arrangements, and encouraging private parking.

Facilitate Private Sharing

Already in the Short North, there are examples of the "sharing" of spaces between uses. An example of this would be a restaurant using the parking at a nearby bank, as their parking demand does not overlap.

Note that this private sharing happens outside any official process or policy. This private sharing is a natural reaction to a shared problem/ opportunity with a scarce resource. Informal sharing grows organically and most often tends to happen in very close geography with particular users and occasionally because properties have a common owner, landlord, or manager. These relationships may or may not involve cost or payment between properties and rarely charge the end user.

The Short North Study recommends that the City and Short North Alliance do what is possible to facilitate this "informal" sharing. Often, barriers to private sharing can be many and rewards minimal compared to the effort of acting. Typical measures to facilitate private sharing may include:

- Identifying potential lots (with availability) and matching them with compatible user groups
- Providing and maintaining lists and

pro-actively marketing resources for private users

- Development agreement templates for private agreements
- Ensuring that any shared agreements do not trigger (or are exempt from) any potential zoning or other implications that preclude future changes
- Working with insurance companies to minimize potential additional insurance costs or liability exposure.

Leased Parking Arrangements

Beyond private off-market arrangements, the City, SNA, or other private entity could take the initiative to directly lease underutilized private spaces for public or employee use. The entity responsible could offer a beneficial and consistent arrangement for landowners in exchange for the ability to utilize their parking.

Leasing of private parking for public purpose is not uncommon, although it can be challenging. However, having a well-structured shared parking program in place that clearly outlines the options that the District can offer to landowners in exchange for the ability to utilize their parking is essential. As part of these arrangements, the District could provide assistance with:

- Signage, maintenance of lots, and enforcement/security
- Liability/insurance concerns for the landowner.
- Guarantee retained developments rights, which assures that the shared parking areas can be returned to the landowner if development is planned.

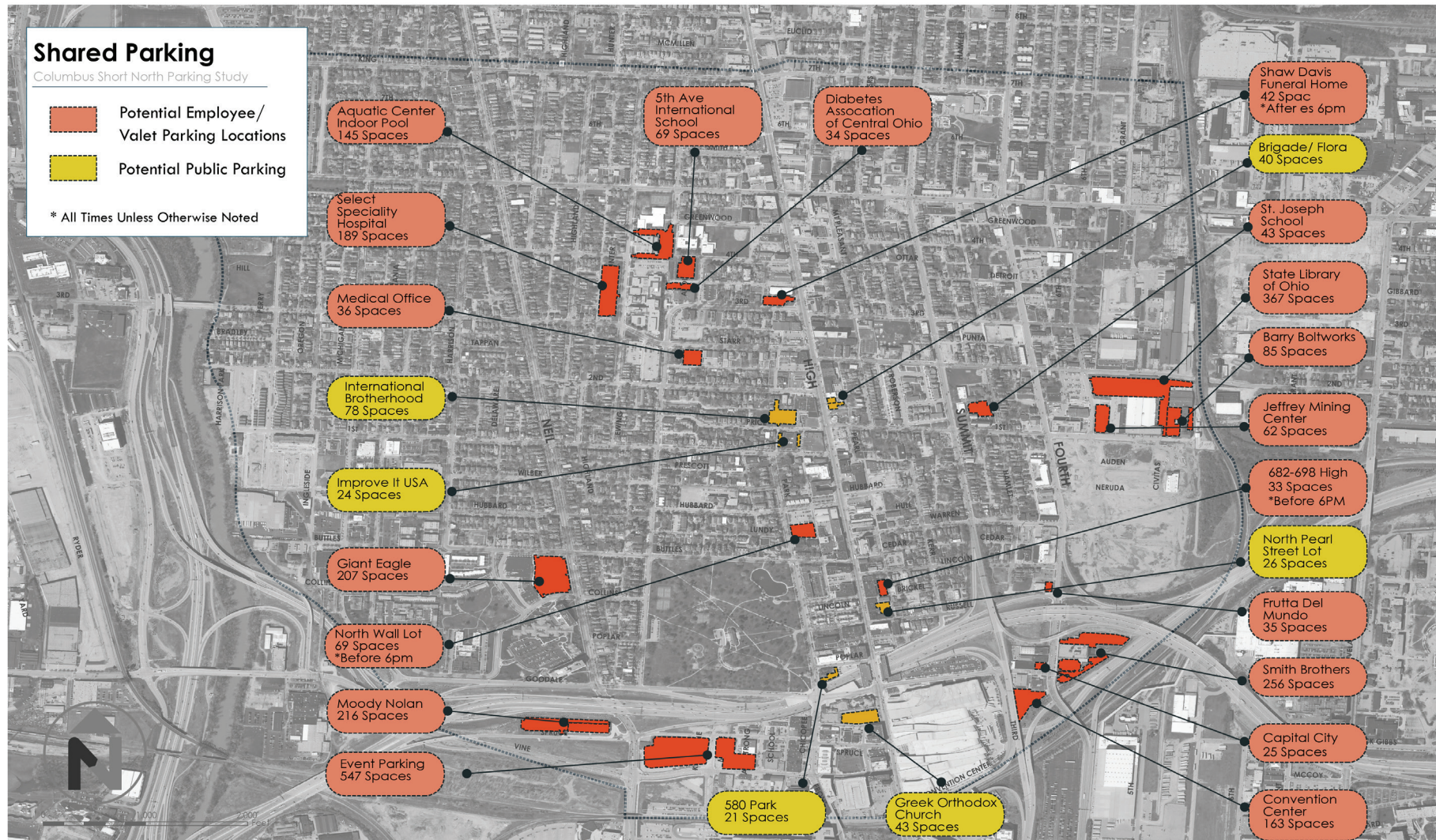
This type of program can be particularly advantageous where the District strategically leases parking lots that abut existing public lots, removes barriers between lots (such as fencing and gates), and restripes the lots as a single, combined facility. By reducing redundant circulation, minimizing entrances and exits, and streamlining regulations and management, the District can effectively operate many more spaces, create greater revenues to offset lease payments, plus make available more parking supply for public use.

As part of this recommendation, a number of existing privately owned and operated parking facilities were identified as potential locations to create shared parking arrangements, adding to the public parking supply.

Encouraging Private Sharing

Perhaps the simplest, most straightforward approach would be to encourage private land owners to open their parking to the public for a fee. Currently, there are a handful of private facilities in the Short North that have capitalized on existing demand for public parking. They have profited through opening their facilities especially during the evening hours for public parking.

The City's existing zoning code does not expressly prohibit this type of management activity. Much of the existing private parking is accessory parking for the parcel's primary use. The District should encourage these types of private initiatives and provide private land owners with the messaging and tools necessary to move forward. Allowing the private management of facilities provides additional parking in the most desirable spaces for the District as a whole.



COLUMBUS SHORT NORTH PARKING STUDY- POTENTIAL SHARED PARKING FACILITIES

JANUARY 16, 2015

Existing privately owned or operated parking facilities that have potential for public shared use.

Technology Improvements

Parking management technology has come a long way since standard meters were introduced nearly a century ago. Many meter innovations dramatically changed the operations and management of parking, both for the user and the operator. Upgrades in technology have increasingly enhanced the customer and visitor parking experiences, made more efficient use of enforcement personnel, and simplified the evaluation and monitoring of parking utilization.

Recommendations

The City of Columbus has made great strides in upgrading previously used coin operated meters with IPS smart meters throughout the City and the Short North. These new meters are much more user friendly and accept credit cards, meter cards, and coins. Columbus has been through a well established process that evaluated multiple meter types (including kiosks and pay stations) before recommending the current meters. Through the Short North process, the preference for individual meters was generally re-confirmed. However technology continues to advance and several of the Short North study's recommendations require additional

technology measures which must fit with the needs and goals of the neighborhood.

- **Pay by Cell-** Establish a Pay by Cell phone overlay that works seamlessly with existing technology. Many communities have introduced this service which allows users to set up an account to pay parking fees. Frequent users tend to be high adopters and some cities experience up to 40% of transactions by cell phone.
- **Pay by Plate Kiosks-** In the added pricing areas, off High Street, the use of kiosks is recommended so that individual meters need not be put on primarily residential streets. Kiosks can be placed on the end of the blocks to minimize disruption. Pay by plate allows users to enter their license plate and not have to return to their vehicles once parked. Kiosks can take coins or cards and would work seamlessly with Pay by Cell.
- **License Plate Recognition (LPR)-** Adding license plate recognition will allow enforcement officers to use handheld device units to easily and quickly scan license plates and reconcile whether or not payment is valid. In conjunction with LPR, Pay by Plate technology can also replace the permit program hangtag system. Users would not need to display a hangtag, but instead their license



Existing wayfinding signage should be enhanced throughout the District

plate would be linked with their



Integrating pay by phone technology will provide a plethora of payment options for customers

Supporting Elements

There are a number of supporting elements that help to maximize the functionality of all parking system resources. These supportive strategies will help ensure that the parking and transportation system provides ease of use, maintains overall management and allows for the improved management of special circumstances.



Information and wayfinding signage should be strategically placed

Future Considerations

Wayfinding and information are key elements especially for visitors and customers to the District. Clear guidance for patrons is a crucial component of any visitor's experience in the District. Today, a confusing array of parking regulations greets visitors telling them what they cannot do. Easy to read and understand parking and pedestrian wayfinding signage is a critical component of deciphering a parking system. Signage that guides motorists to on and off-street parking deter drivers from excessive cruising and frustration.

A wayfinding program should encourage a "park once" or "park and walk" environment, focusing not just on getting cars into the parking facilities, but getting people to visit multiple destinations on foot without moving their cars. Strategically placing signage in more remote parking locations expands distance that visitors are willing to park, because they are able to quantify and visualize far they are from their final destination.

Future Considerations

Signage improvements could include clear indications of availability, rate and pricing structures clearly published. Future public facilities could install dynamic/real-time parking signage to indicate number of available spaces, display announcements of alternative locations of parking availability, and provide specific information such as directions to special events, temporary detours, or closure information.

Before arriving to the Short North, there should be preplanning tools available online in a centralized location. Today, the Short North Alliance's website provide tips and guidance on vehicle and bicycle parking throughout the District. The website should be updated to include an online informational parking map that provides information for existing public facilities and proximity to key destinations. This map could be linked to other area business websites and could be printed as marketing and promotional materials for various events. As other parking is added, the online and on-street signage and information should be updated as well.

Event Management

The Short North is perhaps the most iconic neighborhood in Columbus. With its picturesque streets, abundance of shops and restaurants and proximity to Downtown, it is also an extremely popular destination for events. The Short North itself holds many festivals and events, like the monthly Gallery Hop. However, the additional 10k's, fund raising walks, and celebratory events continue to burden the neighborhood, and have irregular planning, especially for transportation and parking.

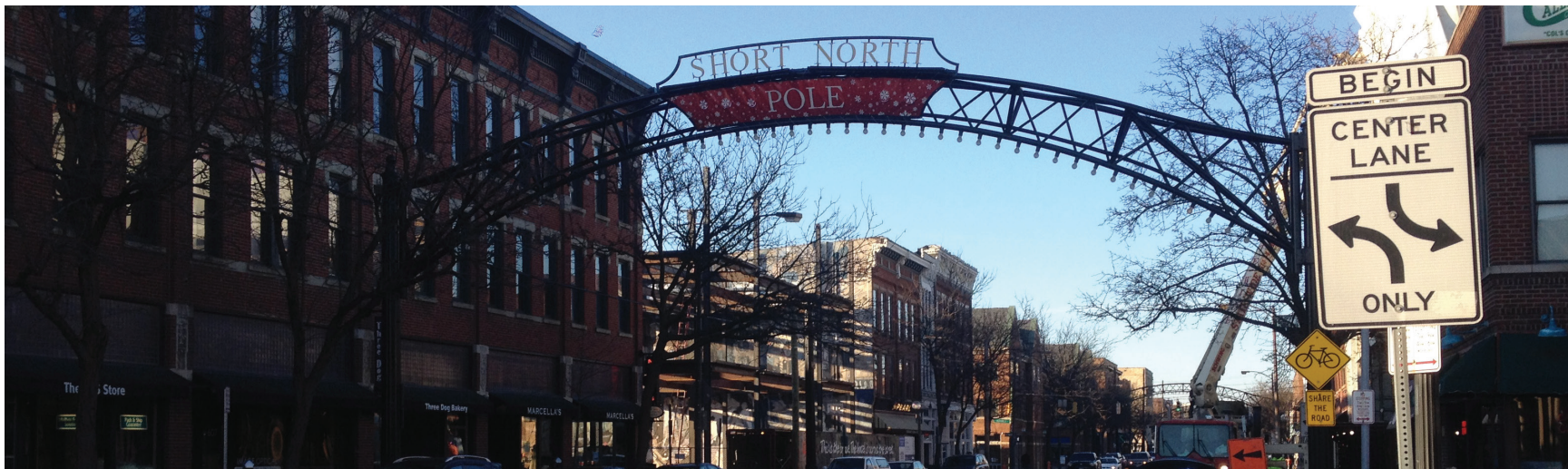
Event management continues to be an ongoing coordination matter, often involving multiple stakeholders throughout the community ranging

from COTA, and various City departments, and Short North businesses and resident associations. With continued foresight and cooperation, these efforts should enhance the customer experience and provide adequate resources to address the varying transportation demands of special events. The City should develop a set of procedures, including transportation interventions, for event management in Short North, which may include:

- Regular coordination meetings between the City's Police Department, PVB, COTA, neighborhood associations and Short North Alliance for seasonal events, races, etc. to aid the

visitor experience and reduce the impact of special events on residential neighborhoods.

- Communication protocols for events to use in notifying attendees of transportation options
- Establishment of designated drop-off zones for patrons during events (off High Street)
- Expanded valet locations during special events
- Promote coordinated alternative transportation efforts with remote downtown parking facilities and shuttles, including the CBUS. This will allow motorists to park furtheraway and either walk or be shuttled to events.



Operational Improvements

Columbus' existing parking management system relies heavily on enforcement to ensure regulation compliance. The complex regulatory system is set to deter long term parking forcing drivers wishing to stay longer to move their vehicles. A "punitive" enforcement system is required for the regulations to be effective.

However, enforcement catches all in its web, customers, residents, and employees, and each receive the same tickets frustrating many. Under Demand Based Pricing and other changes recommended in this effort, the Short North should rely less on time limits and more on pricing to manage behavior.

Parking enforcement operations, while always necessary, should be designed to work in tandem with the larger goals of the parking management plan. This would include things like identifying areas of confusion to customers, locations where availability is poor, areas where regulations should change, etc

Recommendations for improving enforcement operations include:

- Enforcement officers should be rebranded as District Diplomats.

They should be trained and equipped with District tourism information, including key destinations, COTA, Car2Go, and CoGO information, local restaurants and shops, and other information.

- Diplomats should be trained and equipped with parking information, including maps, to be able to direct price-sensitive customers to free, long-term parking areas, and others to appropriate parking areas, including remote parking when necessary.
- Diplomats should vary enforcement hours throughout the day and week so regular District visitors and employees do not know when to expect enforcement (e.g. vary hours within meter spans).
- Coordination efforts between enforcement officers and the Department of Public Service should occur regularly as a feedback loop for better management of parking resources.
- The City should consider a first-ticket free policy, which means that for each calendar year, a parker's first violation fee is waived.



CREATING REALISTIC ZONING REQUIREMENTS FOR SHORT NORTH DEVELOPMENTS

Economic Development

Challenges Summary

The Short North District has experienced exponential growth and has had continued success in attracting developers of mixed use developments. The Short North's vitality owes much to its dense, urban, and well-established community fabric. Infill and rehab development have led the way and continue to be an important, consistent element of the Short North.

However, as the value of Short North has increased, so has both development pressure and the size of proposed projects. Development

pressures have had unintended consequences within the District.

Added density and especially residential and restaurant use pressures continue to create a strain on the parking system during the busiest evening hours. Existing parking requirements within the zoning code are a barrier to desire, smaller infill development. Requiring outdated parking minimums for all developments with few tools to explore and manage the intricacies of development frustrates all. Developments are therefore reliant on applying for

variances, while the lack of language and tools surrounding the process creates a gap in implementation and tracking.

As part of the current development review, historic commissions have, out of necessity, engaged on parking related issues, beyond their charge. Nevertheless, development continues apace in the Short North. Absent a larger, overarching neighborhood plan, issues will continue to be addressed on a project by project basis, with an overemphasis on parking. The City has been recognizing



these pressures, and responding as best it can. Larger developments have been approved to build additional parking, above requirements, for public use. The City has contributed Tax Increment Financing (TIF) funds to assist in subsidizing this building. However, with TIF funds expended, and development continuing, the Short North Study recommends the comprehensive adoption of new zoning tools to manage continued pressure in the Short North.

Recommendations

While outlined on the next few pages, the Short North Parking Study recommends the following:

- Adoption of a Special Parking Area designation for the Short North, which can set new rules and regulations regarding parking supply and management
- Establish parking requirements that are based on expected parking demand by land use type
- Require multimodal and parking impact analysis as part of new developments or changes of use
- Establish parking in-lieu fees for projects that cannot meet their requirements on site
- Added zoning tools such as shared parking, impact fees, transportation

demand management requirements, to address transportation issues

- Continue to require the overbuilding of parking where a site permits
- Ongoing management and oversight



The Pizzutti Garage has a dedicated number of publicly available parking spaces as part of their development agreement.



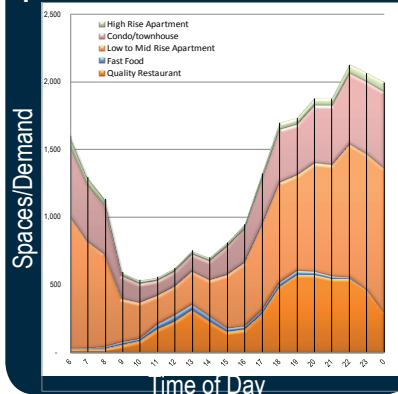
1. Issues & Challenges

- Parking and transportation issues are dominant community concerns regarding new development
- Historic commissions tackling development and parking issues beyond their scope of work
- Demand for new development (Restaurants/Bars & Residential) adding pressure during peak parking demand periods
- Parking requirements out of balance with build-out parcels, market demand & overall utilization
- Lack of detailed zoning tools to approach and manage variance process related to parking & transportation

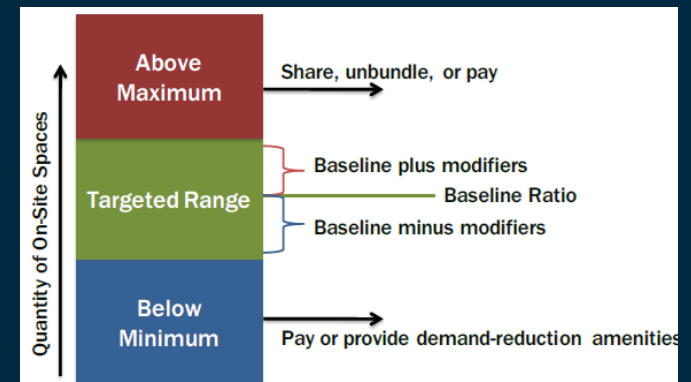
Requirements above ITE peak parking demand rates

	Principal Use	Columbus Regulation	ITE Peak Parking Demand Rates	Columbus vs. ITE
Residential	Single Family residential	2 per Dwelling Unit	1.83 per Dwelling Unit	Above
	Multi-Family residential	Townhome (Ownership)	2 per Dwelling Unit	Above
		Townhome (Rental)	1.38 per Dwelling Unit	Above
		Apartments	1.23 per Dwelling Unit	Above
	Assisted Living	.75 per Dwelling Unit	0.41 per Dwelling Unit	Above
	Nursing Home	0.75 per Bed	0.35 per Bed	Above
Office	General Office	2.23 per 1000 sq ft	2.84 per 1,000 sq ft	Below
		Max: 4 per 1000 sq ft		Above
		3.34 per 1000 sq ft	3.2 per 1,000 sq ft	Above
	Medical Office	Max: 5 per 1000 sq ft		Above

Demand for restaurant/residential adding parking pressure



Lack of flexible and targeted zoning tools



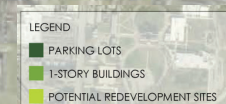
High Street Corridor -Existing Land Use

Residential	
Single Family	349 Units
Two-Three Family	394 Units
Apartment Units	1,714 Units
Condos	761 Units
Office	
General Office	381,273 SF
Medical Office	2,5830 SF
Government Office	5,383 SF
Retail/Services	
Retail	511,291 SF
Church	118,176 SF
Hospital	428,315 SF
Community Center	87,042 SF
Warehouse	81,534 SF
Quality Restaurant	80,392 SF
High Turnover Restaurant	80,392 SF
Supermarket	60,536 SF
Cafe	53,595 SF
Industrial	26,525 SF
Health/Fitness Center	24,780 SF
Auto Service	11,954 SF
Bank	6,891 SF
Fast Food	7,400 SF
Funeral	7,320 SF
School	877 Students
Theater	120 Seats
TOTAL	3,218 Residential Units 412,486 Office SF 1,586,143 Retail SF 877 Students 120 Theater Seats

High Street Corridor Future Build-out (current trends)

Build out of Existing Parking Lots,
1 Story Buildings, and Potential
Redevelopment Sites

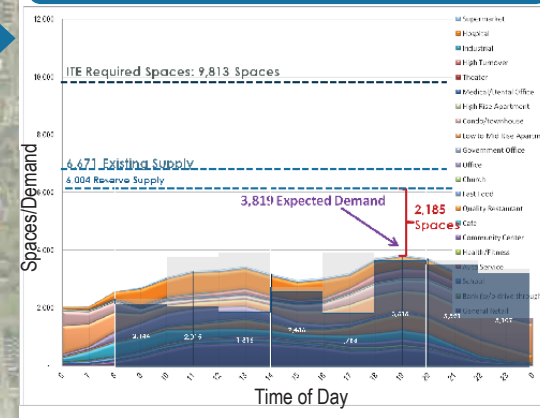
Retail/Restaurant:	129,960 SF
Office:	235,741 SF
Residential Units:	236 DU
Parking:	1,038 Spaces (307 Public/ 731 Private)



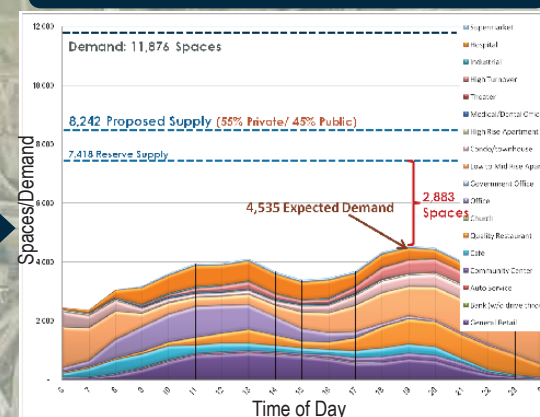
2. Land Use & Shared Parking Analysis



Existing Shared Demand - 3,819 Spaces



Future Build-out Shared Demand - 4,535 Spaces



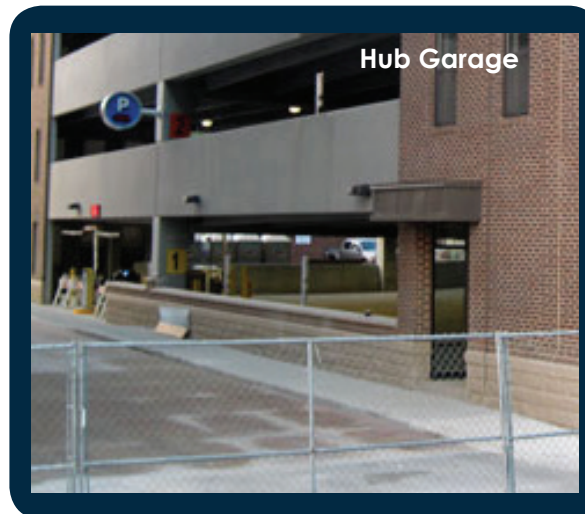


3. Today, the City is ...

- Encouraging and contributing to the overbuilding of parking supply in larger developments to create spaces for public use;
- Waiving parking requirements through variances for smaller developments or rehabilitations
- Not fully capturing the impacts or value of parking in an area

Zoning Code 3312.05 Special parking area

"Special parking areas may be created, which are subjected to different requirements as a means of achieving specific development or traffic objectives. A special parking area may be designated by ordinance of council enacting a new section in this chapter."

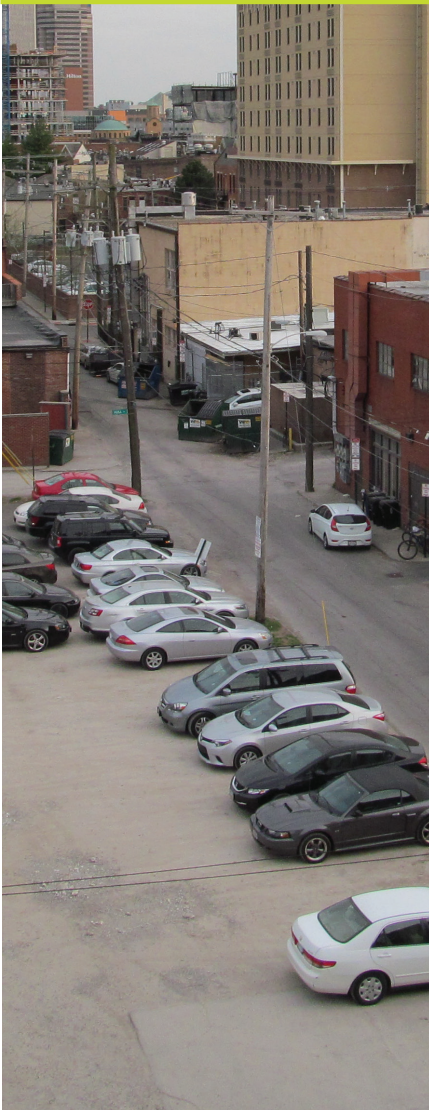


Hub Garage



Pizzuti Development

4. Tomorrow, Short North Special Parking District



a. Develop standards for parking provisions

- Consider a range of parking requirements
- Also review for change of use

Land Use	Units	Current	Proposed Minimum	Proposed Maximum
Residential	Dwelling unit	1.5 - 2	0.75	2
Retail	1,000 ft²	3.33 - 4	1	3
Restaurant/Bar	1,000 ft²	5.71 - 13.34	2	5
Office/Commercial	1,000 ft²	2.23 (max 4)	1	2.5

b. Adopt a parking in-lieu fee

- Pay to waive parking requirement
- One time or annual
- Incorporate in the zoning code
- Accommodate "built-out" sites
- Consider progressive in-lieu fee
- Encourage parking provision for larger projects

c. Larger developments encouraged to build additional parking to be public or shared

- Paid by the District fund
- "Privately-owned" public parking

d. Establish & formalize Shared Parking Agreements

- Incorporate in the zoning code
- Procedures to monitor/track

e. Require incentives for alternative transportation and discourage car ownership (TDM measures)

- Bicycle Parking
- Transit Subsidies
- Car Sharing
- Reporting & monitoring

f. Require parking & multimodal analysis as part of permitting

g. Transportation Impact Fee

Do you know the value of a parking space within the Short North?

Per Space Income Valuation of Existing Public Surface Lot (estimated)

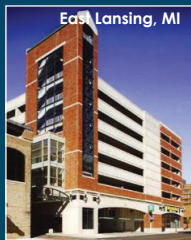
Annual Gross Meter Revenue:	\$2,075
Average Operating Expenses:	\$341
Annual Net Revenue	\$1,734
20-yr Net Revenue	\$40,237
(assume 10% increase every 5 years)	

Per Space Replacement Construction Valuation of Proposed Parking Garage (estimated)

Construction Costs*	\$22,000-32,000**
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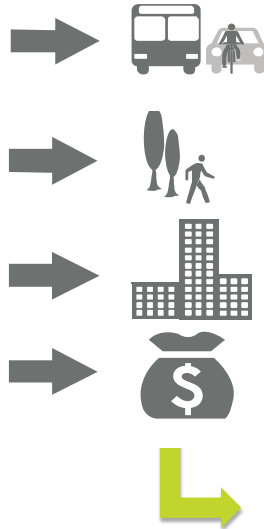
* Include 15% Soft costs and land value:
 - Soft costs include design & engineering
 - Land value based on \$400,000 per acre;
 - Cost estimates do not include developer profit.

** Range of selected parking structure from five comparable recently constructed garages in Michigan (East Lansing, Ann Arbor, Traverse City, Grand Rapids, and MSU/East Lansing). Number of spaces ranged from 540-860.



5. Benefits to the Community

- Parking study established baseline data and community goals for parking and transportation
- More nuanced tools to review and manage parking impacts
- Capacity to manage parking demand via centralized control over policies and pricing
- Relief for local businesses that no longer need establish their own shared-parking arrangements



- Provide alternative travel options and minimize conflict with automobile
- More welcoming environment for customers and visitors
- Re-captured land and redevelopment opportunities
- Collected revenue could go to:

- Additional public parking in new developments
- Leasing private spaces for employee parking
- Municipal parking (surface or structure)
- Roadway & streetscape improvements
- Area-wide signage
- Parking technology/enforcement
- Transit subsidy/remote shuttles
- Transportation Demand Management programs







Implementation Plan

This section describes and recommends several substantial changes to the way parking is managed and operated in the Short North. An Implementation Matrix helps outline the recommendations into a format easier to track progress and next steps. The matrix is to be used throughout the implementation process; it is a living document that should be updated, edited, and referred to regularly. The matrix can be sorted and filtered to help show priorities based on categories,

entities responsible, timeframe, and more.

The Implementation Matrix is organized with the following headers:

- **Recommendation:** the type of category as identified in the Plan (e.g. Demand-Based Pricing, Technology, Signage and Information, etc.)
- **Action:** Specific action items to move forward with each Strategy
- **Details:** A quick summary of the

Category or Strategy

- **Cost:** Identifies level of capital and operating/maintenance costs Low (\$) to High (\$\$\$\$\$)
- **Responsible Party:** Identifies City and other parties responsible for Next Steps
- **Strategy:** Individual strategies as identified in the Plan; these are specific recommendations (e.g. Tiered Pricing, Permit Program, etc.)

Implementation Plan: Phase One

Columbus Short North Parking Implementation Plan					
Recommendation	Action	Details	Cost	Responsible Party	Strategy
PHASE 1					
Incentivize Excess Parking for Public and Shared Use	Work with developers to generate a greater public parking supply to proposed developments.	The City should continue to encourage developers within the Short North to contribute to the greater public parking supply through TIF funds, revenue generated from in-lieu fees, etc.	\$	Planning	Economic Development
	Evaluate the potential for a Special Parking District for the Short North. <u>Establish process to set goals and monitoring.</u>	Work with planning and zoning to identify and craft language needed to create a Short North Special Parking District.		Planning and Zoning	
	Draft updated code language to promote goals and requirements for the Parking Overlay District	Work with the City Council to adopt policy.		Planning and Zoning	
Facilitate Private Parking Opportunities	Research existing policies for parking use	Work with planning and zoning to identify if there are any policies that allow or deny existing property owners to open their facilities up for general parking use	\$\$	DPS	Financial Sustainability
	Identify Program Administrations and Logistics	Similar to leasing private facilities for shared parking, a pamphlet and program for encouraging private facilities to regulate and maintain their facilities for public parking should be created and distributed		DPS and SNA	
	Work with landowners to pilot private arrangements	Determine which sections of lots (if not all) can be designated for shared parking. Implement and publicize.		DPS and SNA	
Lease Private Facilities for Shared Parking	Identify potential underutilized lots and private facilities for sharing opportunities.	Identify locations within the primary, secondary, and tertiary pricing zones and distinguish as potential locations for either employee, general public, and valet parking access. The City could provide maintenance and liability and guarantees retained development rights.	\$\$	DPS and SNA	
	Program Administrations and Logistics	Issues include: • Goals of the District Wide Shared Parking Program • Program administrator (City, SNA, Private Entity) • Revenue (money generated from paid parking) and expenses (payment for leases) • Program application process and packet (for private entities) • Insurance and Liability • Monitoring and Enforcement of Contract • Safety and Access Improvements		DPS and SNA	
	Begin contacting private land owners and pilot shared parking arrangements. Draft and review policies for shared parking agreements.	Identify a handful of locations to pilot the shared parking pilot program and work with landowners on piloting a district wide system. Determine which sections of lots (if not all) can be designated for shared parking. Implement and publicize.		DPS and SNA	
Technology Improvements	Research new technology for payment options. Plan and budget for new technology.	Research opportunities to update existing handheld enforcement to integrate with meter technology. Research into Pay by Cell technology and License Plate Recognition technology and its integration with existing enforcement and meter technology.		DPS and SNA	
Parking Ambassadors	Rebrand Parking Enforcement Officers as District Ambassadors	Parking enforcement should focus on information and education while working to ensure adherence to parking regulations. Vary hours to match meter span.		DPS and SNA	
Off-Street Employee Permits	Program Administrations and Logistics	City should work with SNA to develop plan for the kick-off and administration of the program	\$\$\$	DPS, SNA, Businesses	Formalize Employee Parking
	Identify locations for employee parking permits	Continue work on identifying potential lots/garages that could be leased. In addition the City should coordinate with downtown surface and garage operators and COTA to create remote locations for employees in the Arena and Convention Districts		DPS, SNA, Businesses	
	Work with local businesses on the permit program	Gauge interest from employees on permit logistics for pricing, number of employees, number of permits distributed by location, and any other concerns or issues.		DPS, SNA, Businesses	
	Review existing pedestrian patterns and identify locations for pedestrian access improvements to and from parking facilities	Formalize and prioritize list of pedestrian improvements needed. Identify preliminary goals for each in line with the Short North and streetscape efforts. Identify likely funding source for each -abutting potential development, capital funds, etc.		DPS, SNA, Businesses	
	Research web based purchasing system for permits (employee and resident)	Research and acquire a web-based payment system for monthly permit purchases; eliminate annual hang tag system. Enforce using license plates. Integrate with residential permit program.		DPS	

Recommendation	Action	Details	Cost	Responsible Party	Strategy
Create Demand Based Pricing Zones	Evaluate and determine initial demand based pricing boundaries for primary, secondary and tertiary pricing zones.	Work with neighborhood commissions, residents, businesses to refine pricing boundaries, details of parking rates, time spans and day of the week for zones. Recommendations include: - Rates in the core should remain at \$0.75/hr from 10am to 6pm, and then from 6pm to 12am be raised to \$1.50/hr - Rates in the secondary zone should be instituted at \$0.75/hr from 6pm to 12am - Time limits should be removed on all priced locations	\$	DPS, SNA, Businesses	Demand Based Pricing
	Create an Evaluation and Monitoring Plan	Prep evaluation and monitoring forms and plans; evaluate and monitor parking utilization and adjust rates/regulations.		DPS	
	Research and pilot additional technology for payment options. Plan and budget for new technology.	Develop capital plan to install and use pay by plate kiosks, pay by cell, and LPR enforcement handhelds. Include capital costs in next FY budget. Contact parking vendors. Schedule a pilot/testing period and advertise. Develop capital plan to install and use smart meters, pay by plate kiosks, pay by cell, and LPR enforcement handhelds. Include capital costs in next FY budget.		DPS	
Simplify signage and regulations	Reevaluate and consolidate excess signage	Design and simplify on-street parking signage and regulations. Remove excess signage	\$	DPS	Maximize On-street Capacity
Revise existing valet program	Coordinate outreach for a joint valet program	Identify existing valet locations and work with businesses on revising policy for consolidating and creating joint valet. Identify a public or private entity to administer a contract between a private valet entity. Identify or plan for funding sources.	\$	DPS, SNA, Businesses	
	Revise existing valet program policies	Require valet contractor to: 1) Provide proof and verification of valet parking locations (either private or shared parking facilities within the District or Arena District) 2) Provide driving route for parking vehicles 3) Staffing plan for weekdays, weeknights, and events		DPS, SNA	
Integrate existing loading zone program	Revise loading zone policies	Work with local businesses on identifying common and consolidate loading zone locations. Research existing locations and find suitable locations for potential consolidations as well as loading zones directly off High Street. Identify locations off High Street during peak parking times. Revise the application process to include joint applications between businesses.	\$	DPS	
Redesign meter spacing	Identify locations to maximize curbside space	Identify locations along High Street and keys streets where existing meter locations could be redesigned to allow for more spaces. Begin evaluating which blocks could potentially have more spaces	\$	DPS	
Revise Permit Program	Refine Boundaries for Permit Zones	Work with neighborhood residents on refining the details of the residential permit program	\$\$	DPS, SNA, Neighborhood Association and Society, Residents	Revise Residential Permit Program
	Program Logistics	Work with neighborhood associations to figure out monthly/ annual price, the number of parking passes per household, kiosk locations and other logistics for the program.			
	Street regulation changes	In areas that are not proposed for pricing, there should be a system set up to allow for residents to petition for on-street time limit or pricing changes, as necessary.			
Enhance bicycle facilities throughout the Short North	1) Identify potential locations for added bicycle facilities	Evaluate potential locations for additional short and long term bicycle facilities. Work with CoGo on potentially adding bicycle stations throughout other parts of the Short North.	\$\$	DPS, SNA, T&PC	Balance parking access with multi-modal access
	2) Improve existing wayfinding signage throughout the District	Identify type and locations for signage; identify preferred pedestrian/vehicular paths. Work with local businesses to develop and map Short North businesses, attractions, and parking locations. Identify other types of traffic calming improvements for corridor and intersections including crosswalks, flashing beacons, streetscape improvements, and lighting.		DPS, SNA, T&PC	
	3) Integrate COTA with parking and overall transportation recommendations	Work with COTA on stop consolidation in the district. Identify potential locations where stop removal could result in more parking supply. Begin working with COTA on event management and transit rerouting strategies during major events. Coordination larger efforts to allow customers and visitors to park in downtown parking facilities and shuttle to the Short North. The C-BUS shuttle could potentially run later to accommodate employees.		DPS, COTA	
Short North Transportation Demand Management Association	Establish Transportation Management Association and Resource Center in the Short North	Identify entity (private, public, SID) to administer a TMA and Transportation Resource Center. Begin identifying a likely funding source for this TMA.	\$\$\$	DPS, SNA	

Implementation Plan: Phase Two

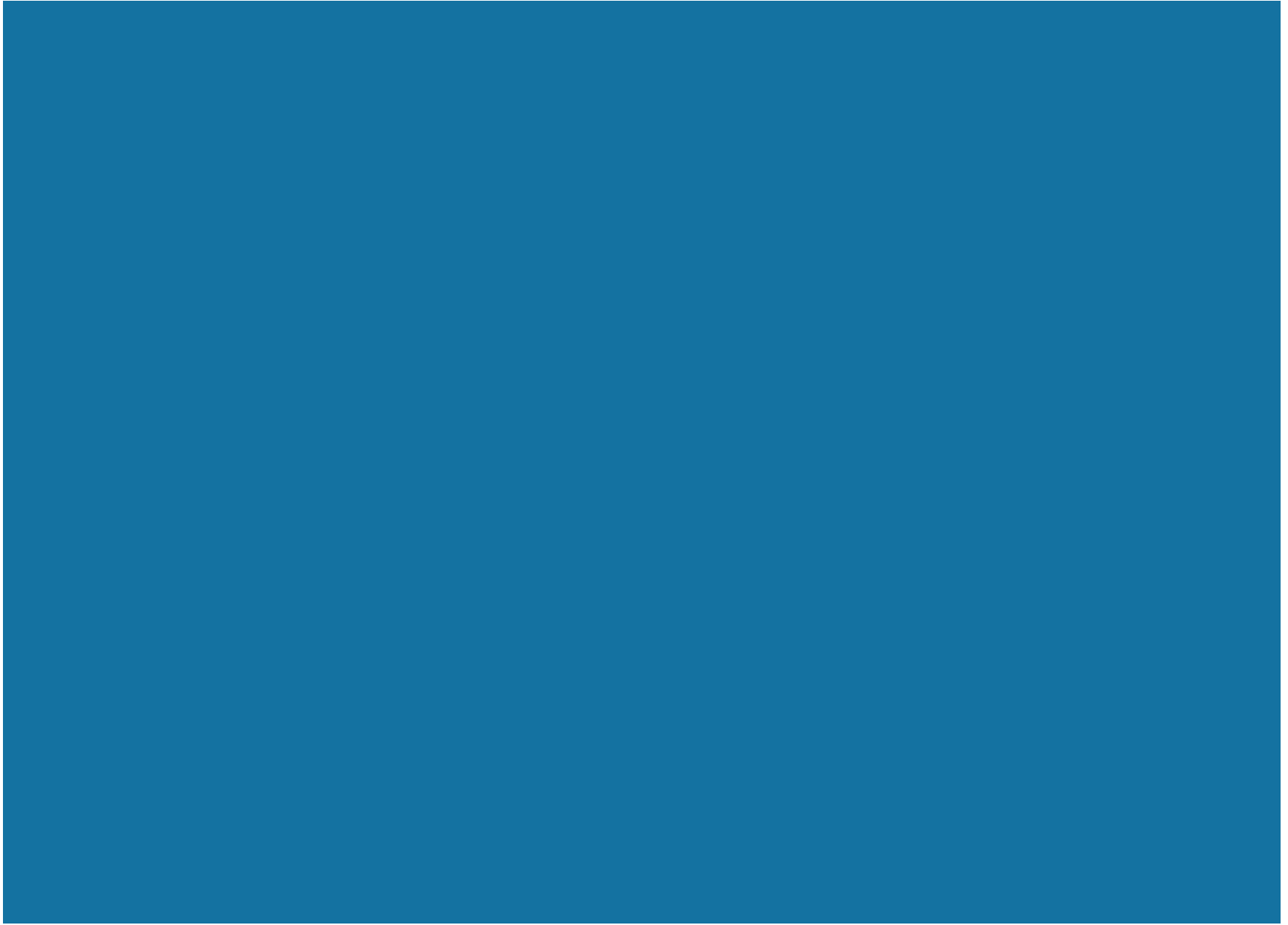
Recommendation	Action	Details	Cost	Responsible Party	Strategy
PHASE 2					
Incentivize Excess Parking for Public and Shared Use	Continue to build excess parking	Continue to encourage developers within the Short North to contribute to the greater public parking supply through TIF funds, revenue generated from in-lieu fees, etc.	\$\$\$	Planning and Zoning	Economic Development
Update Zoning Code	Begin implementing policy	Work with planning and zoning to begin implementing the policy for developments within the Short North. Link in-lieu fees back to funding for public shared parking facilities		Planning and Zoning	
Facilitate Private Parking Opportunities	Continue working with land owners to refine shared parking program and add others to the program.	Continue working with land owners to refine shared parking program and add others to the program.	\$\$	DPS, SNA, Businesses/Landlords	Financial Sustainability
Lease Private Facilities for Shared Parking	Continue working with land owners to refine shared parking program and add others to the program.	Refine and adjust shared parking program as needed based on community and business feedback. (rates, times, etc)	\$\$\$\$	DPS, SNA, Businesses/Landlords	
	Design and reconfigure lots	Lots should be restriped and reconfigured to maximize supply, improve vehicle and pedestrian circulation, and improve accessibility conditions.		DPS, SNA, Businesses/Landlords	
Technology Improvements	Issue RFP and contract with vendor for new kiosk technology. Consider including pay by cell and LPR enforcement handhelds.	Determine timeframe of new technology implementation. Negotiate and work with technology vendors to implement.	\$\$\$\$\$	DPS	
	Handheld enforcements (electronic tickets and/or ALPR) equipment should be integrated with meter technology in order to maximize enforcement and ticketing efficiencies.	Review with kiosk and smart meter technology. Explore the feasibility and cost effectiveness of leasing handheld enforcement units through same vendor contract.		DPS	
Parking Ambassadors	Develop policy on Enforcement, including varied enforcement spans, integrating existing SNA ambassadors, etc)	Create information and provide training on parking policy, show how meters work, provision of maps and directions, first ticket forgiveness, information on business and events. Develop appropriate materials for distribution.	\$\$	DPS, SNA	
Off-Street Employee Permits	Update Employee Parking Permit Program	Determine pricing and availability - consider tiered permit program, including "free" parking in remote areas	\$\$\$	DPS, SNA	Formalize Employee Parking
	Roll out Employee Parking Program	Diseminate Information to businesses and employees. Begin assigning employee permits to shared parking facilities throughout the Short North. Publicize online web based platform for purchasing permits		DPS, SNA	
	Enhancing safety and access for employees	Begin implementing pedestrian access and safety improvements to various employee parking lot locations		DPS, SNA	
Create Demand Based Pricing Zones	Contracting for new technology	Issue RFP and contract with vendor for additional meters, kiosks, and LPR handheld technology	\$\$\$\$\$	DPS	Demand Based Pricing
	Pilot Program	Work with technology contractor to implement demand based pricing program. 1) Begin by increasing pricing directly on High Street and within the "primary" demand zone. Continue to implement in the secondary Zone. 2) As existing permit streets become priced begin to remove "existing" residential permit regulation, allow for the "new" residential permit program to take affect and allow pricing for visitors, customers, and employees. All streets within the primary and secondary zones will be priced.		DPS, SNA, Businesses, and Parking Committee	
Simplify signage and regulations	New signage designs	Work with locals or outside contractor to design new parking signage throughout the District. Identify a funding source and schedule redesigns. Update signage.	\$\$\$	DPS	Maximize On-street Capacity
Revise existing valet program	Pilot joint valet program	Administrator to work with Valet contractor to determine market based pricing rate. Pilot joint valet program throughout the Short North, and couple with larger District wide shared parking program	\$\$\$\$	DPS, SNA, Businesses	
Integrate existing loading zone program	Implement new loading policies	Redistribute and consolidate loading zones along High Street with regulations allowing loading before 3pm. Loading taking place after 3pm should be moved directly off High Street in designated loading zones.	\$\$	DPS	
Redesign meter spacing	Begin relocating meter poles	Working with the streetscape plan timeline, assign an implementation time frame for reassigning existing meter poles within the District.	\$\$\$\$\$	DPS, Planning	

Recommendation	Action	Details	Cost	Responsible Party	Strategy
Refine Boundaries for Permit Zones	Restructure Residential Permit Program	Implement Residential Permit Zones (based on the demand base pricing zones). The "primary" and "secondary" zone will include on-street pricing, which residents are excluded from, however the "tertiary" zone will have no pricing. 1) Residents with permit are exempt from priced spaces within their zones (with the except of High Street) 2) Existing permit zones outside of the primary and secondary zones (that do not have pricing) will have time limits to protect from long-term parking 3) Similarly residents within the "remote" zone can apply for a time limit and permit that excludes them from the regulation	\$\$	DPS, SNA, Neighborhood Association and Society, Residents	Revise Residential Permit Program
Program Logistics	Pilot Residential Permit Program	Diseminate Information to resident and neighborhood associations Publicize online web based platform for purchasing permits	\$\$\$\$	DPS, SNA, Neighborhood Association and Society, Residents	
Street regulation changes	Implement alongside Demand Based Pricing Strategy	All residents within the primary and secondary zones will be required to purchase a permit before the implementation of demand based pricing. As the pricing implementation and kiosk installation takes place, streets with "existing" residential permit regulations will be revised as will existing streets without permit regulations within the primary and secondary zones	\$\$	DPS, SNA, Neighborhood Association and Society, Residents, Businesses	
Enhance bicycle facilities throughout the Short North	Add bicycle facilities within the Short North	Install short and long-term bicycle parking. Work with the City of Columbus Multimodal Thoroughfare Plan to identify local and regional bicycle connections.	\$\$	DPS, T&PC	Balance parking access with multi-modal access
Improve wayfinding and pedestrian facilities	Improve existing wayfinding signage throughout the District	Update signage and web-based information throughout the district. Implement pedestrian facilities on major connectors and corridors. Parking information (updated postcard and web information) should be developed, branded, distributed, and advertised.	\$\$\$	DPS, T&PC	
Work with COTA on integrating existing transit options offset parking demand while maximizing curbside space	Integrate COTA with parking and overall transportation recommendations	Continue to coordinate with COTA on event management rerouting strategies, shuttle opportunities, and remote parking coordination	\$\$	DPS, COTA	
Short North Transportation Demand Management Association	Build the Short North TMA as a transportation alternative clearinghouse for visitors and employees.	The Short North TMA should be a clearinghouse for existing transportation alternatives, providing information about CoGo, Car2Go, COTA, and other transportation alternatives. The TMA should consider other funding sources to provide more programatic alternatives for employees and visitors.	\$\$\$\$	DPS, SNA,	

Implementation Plan: Phase Three

Recommendation	Action	Details	Cost	Responsible Party	Strategy
PHASE 3					
Incentivize Excess Parking for Public and Shared Use	Continue to build excess parking	Continue to encourage developers within the Short North to contribute to the greater public parking supply through TIF funds, revenue generated from in-lieu fees, etc.	\$\$\$\$	Planning and Zoning	Economic Development
Facilitate Private Parking Opportunities	Continue working with land owners to refine shared parking program and add others to the program.	Continue working with land owners to refine shared parking program and add others to the program.	\$	DPS, SNA, Businesses and Landlords	Financial Sustainability
Lease Private Facilities for Shared Parking	Continue working with land owners to refine shared parking program Continue seeking other private lots to add to the program.	Refine and adjust shared parking program as needed based on community and business feedback. (rates, times, etc) Continue seeking other private lots to add to the program	\$\$\$	DPS, SNA, Businesses and Landlords	
Technology Improvements	Evaluate kiosks and handheld LPR technology	Evaluate technology improvements and utilize the technology's ability to help monitor for parking availability	\$\$\$	DPS	
Parking Ambassadors	Continue to integrate SNA ambassadors and PEOs are Short North Parking Ambassadors	Continue to collaborate with SNA ambassadors to brand	\$	DPS and SNA	
Off-Street Employee Permits	Monitor regularly	Continue to monitor existing usage of residential streets for 85% occupancy and adjust pricing or time limits as necessary.	\$\$\$	DPS, SNA, Businesses	Formalize Employee Parking
	Adjust program as needed.	Monitor monthly usage and sales and adjust pricing and locations as needed.		DPS, SNA, Businesses	
Create Demand Based Pricing Zones	Evaluate and monitor the first 3-months, 6-months, and 1-year	Continue to monitor existing usage streets for 85% occupancy and adjust pricing as necessary. Existing enforcement technology should be able to monitor permit usage and pricing on primary, secondary, and tiertrary time limited streets.	\$\$\$	DPS, SNA, Businesses, and Parking Committee	Demand Based Pricing
Simplify signage and regulations	Monitor and adjust signage as needed	Monitor and adjust signage as needed	\$	DPS	Maximize On-street Capacity
Revise existing valet program	Monitor joint valet program	Administrator to monitor that Valet contractors are in compliance with updated valet rules and policies	\$	DPS, SNA, Businesses	
Integrate existing loading zone program	Monitor loading program	Evaluate and garner feedback from local businesses about loading program	\$	DPS, SNA, Businesses	
Redesign meter spacing	Evaluate meter locations and continue to relocate as needed	Monitor and evaluate the meter stall lengths and locations. Continue to implement and coordinate with the streetscape plan.	\$\$\$	DPS	
Revise Permit Program	Evaluate and monitor the first 3-months, 6-months, and 1-year	Continue to monitor existing usage of residential streets for 85% occupancy. Monitoring/ Evaluation should occur the first 3, 6, and 12 months. Adjust and expand rates or time limits as needed.	\$\$\$	DPS, Resident Association and Societies, Residents	Revise Residential Permit Program
Enhance bicycle facilities throughout the Short North	Evaluate and add bicycle parking as needed	Evaluate the need to add more bicycle parking or other facilities to the Short North area as needed. Continue to work with the Transportation and Bicycle Subcommittee and Columbus MMTP.	\$	DPS and T&PC	Balance parking access with multi-modal access
Improve wayfinding and pedestrian facilities	Evaluate and enhance pedestrian connections as needed.	Evaluate the need to add more bicycle parking or other facilities to the Short North area as needed. Continue to work with the Transportation and Bicycle Subcommittee and Columbus MMTP.	\$	DPS and T&PC	
Work with COTA on integrating existing transit options offset parking demand while maximizing curbside space	Integrate COTA with parking and overall transportation recommendations	Continue to coordinate with COTA on event management rerouting strategies, shuttle opportunities, and remote parking coordination	\$	DPS and COTA	
Short North Transportation Demand Management Association	The Short North TMA should begin to administer and coordinate programs for local businesses and customers/ visitors	The TMA should be staffed with at minimum one full time employee to begin adminstering TDM programs such as free COTA passes, other TDM alternatives, and disseminating and monitoring mode share goals for the district	\$\$\$\$	DPS and SNA	





Appendix





APPENDIX A

MEMORANDUM – DRAFT

To: Michael Tran, City of Columbus
From: Ralph DeNisco and Cynthia Lin, Nelson\Nygaard
Date: September 1, 2014
Subject: Columbus Short North Parking Study Existing Conditions Memorandum DRAFT

1 INTRODUCTION

Columbus Short North District, located north of Downtown between the Arena District and Ohio State University, the Short North is one of the most vibrant development markets in the Heartland. The District prides itself as a unique urban neighborhood with a rich history, established residential communities, local arts, culture and style that continue to attract local residents, employers, and regular visitors. Success in Short North has bred challenges to continued growth. With growing commercial uses on High Street, new larger scale projects on the neighborhood's outer edges, and the continued drumbeat of rehab and infill projects in traditional areas, Short North is reaching the point where growth meets entrenched patterns. To continue its success and remain a desirable place to shop, eat, work and live, Short North is addressing the often most contentious issue – parking – at an opportune time.

Working closely with the City of Columbus, the consultant team documented and evaluated the parking environment in the Short North District. The team conducted extensive data collection that included on the ground evaluation of parking assets and local input. The intent of this effort is to establish a broad, yet detailed, benchmark of current parking conditions and practices in the Short North District. Through close correspondence with the City, the team defined a study area to include all critical parking assets and encompass any perceived parking issues. This documentation of existing conditions will inform the team's recommendations and provides a benchmark for community discussion and policy decisions on parking and land use policy.

The existing conditions data summarized throughout this chapter were collected primarily during the months of February through April 2014. The data includes an inventory of the current supply and utilization of on and off-street parking in the Short North study area and input from parkers throughout the downtown, regarding their parking activities, experiences, perceptions, and preferences.

This memorandum includes maps, tables, and summaries of the Existing Conditions pertinent to the team's key findings. The memorandum primarily is organized to present parking information under the following headings:

- **Parking Operations** - A review of existing management practices
- **Public Process**
 - **Public Open House**- Summary feedback from the first public open house

- **Stakeholder Interviews-** Findings from interviews with key community stakeholders
- **Parking Online Survey-** Collection and review of input from parkers in Columbus Short North regarding their parking activities, experiences, perceptions, and preferences
- **Parking Inventory-** A review of all parking spaces by location and regulation
- **Parking Utilization-** Observed use of the existing parking through the course of a typical weekday and weekend. Includes utilization profiles of publicly and privately owned lots
- **Multimodal Analysis-** Summary of existing pedestrian, bicycle, transit, and other TDM alternatives in the Short North

STUDY GOALS

As part of this study, the Community Advisory Committee and project team established a number of project goals that reflect the existing and changing needs of those who live, work, and visit the Short North. These study objectives were drawn from themes identified through public input and ongoing efforts in and around the Short North and City of Columbus.

- Enhancing the economic development and vitality of the Short North and surrounding neighborhoods
- Protecting residential neighborhoods
- Providing convenient, accessible parking as part of a multimodal transportation system
- Recommending a financially sustainable parking plan
- Creating realistic zoning requirements for Short North developments

Recommendations stemming from this study will help create a framework for the development of parking plans and policies that will help the Short North continue its success as a vibrant, healthy, and pedestrian friendly destination and neighborhood for residents and visitors alike.

2 EXISTING OPERATIONS

GENERAL MANAGEMENT AND OPERATIONS

Parking issues are rarely about parking itself, but rather are integrally tied with broader city and neighborhood goals – economic development, livability, vitality and quality of life. Consequently, parking issues are often embedded in and integrally related to other functions of the transportation system, such as transit access and availability, and the pedestrian and bicycle environment. Additionally, the management of the parking system and the streets on which it functions play a huge role in the day to day operations of the system. Fortunately, in Columbus the responsibilities associated with the management, operations, and maintenance of parking fall under one umbrella, the Division of Mobility Services.

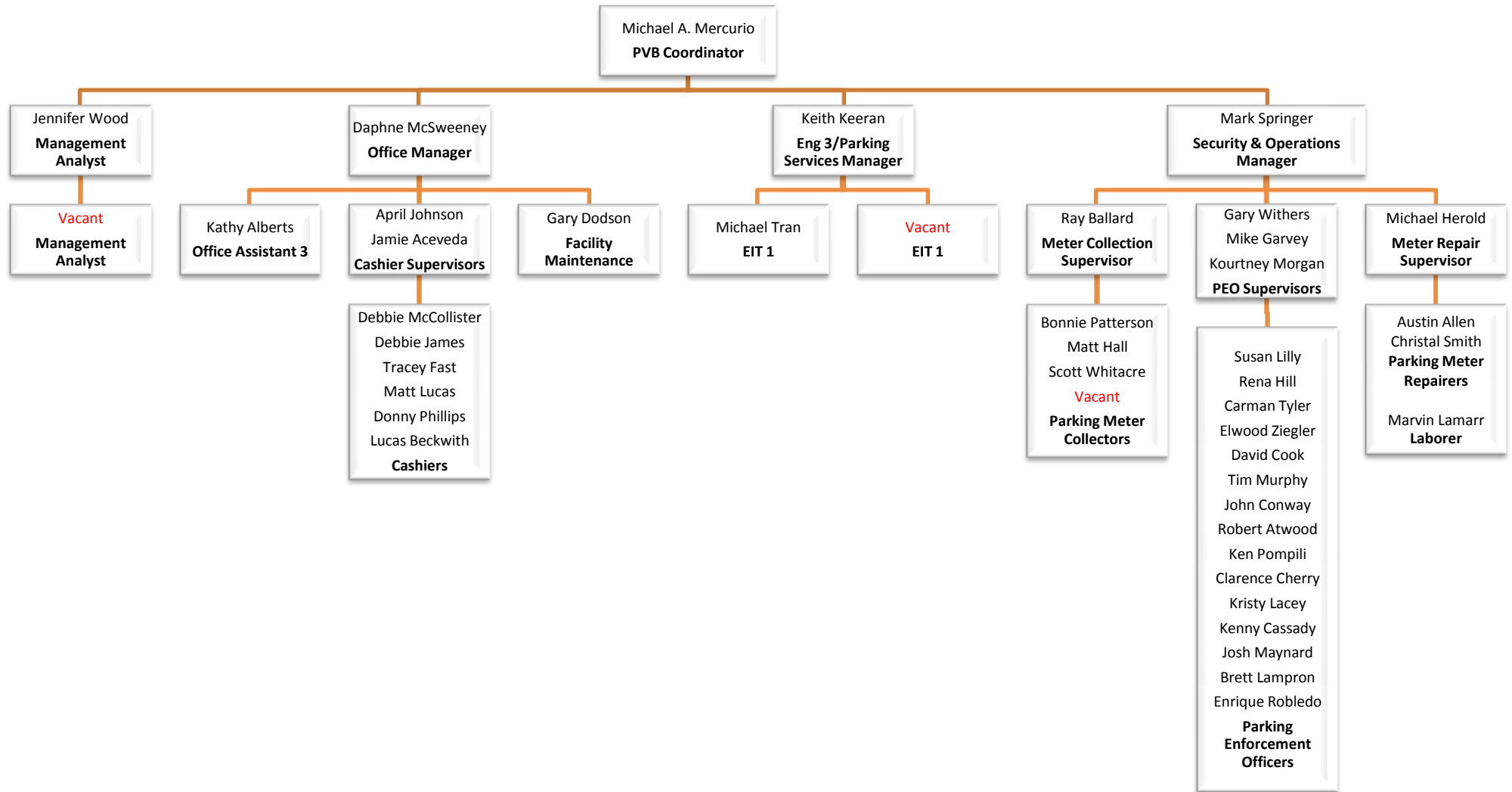
The City of Columbus' parking management and operations currently fall under the responsibility of the Department of Public Service's Division of Mobility Options. Within the Division, the Public Violation Bureau is responsible for the day to day oversight and management of parking for all neighborhoods within the City. The existing structure is vertically-oriented, with all parking functions managed by a single unit including:

- Enforcement
- Public On- and Off Street Meter Collection
- Residential Permit Program
- Valet Program
- Loading Program
- Administrative Services (Permit Sales, Cashiering, Etc.)
- Security, Maintenance, Repair



COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
City of Columbus

FIGURE 1 CITY OF COLUMBUS PUBLIC VIOLATIONS BUREAU ORGANIZATION CHART



SOURCE: CITY OF COLUMBUS

PARKING ENFORCEMENT

Parking regulation enforcement, ticketing processing, and collections are handled by the City of Columbus Public Violations Bureau (PVB). Parking for the entire City of Columbus is enforced by Parking Enforcement Officers (PEOs) during two shifts of the day, from 7:30am to 4:00pm and around 3:00pm to 11:30pm for six day of the week. Generally there are at maximum three PEOs patrolling the Short North during the evening shift and about one to two PEOs during the day time shift. Walking routes in the Short North vary by officer, however enforcement is primarily concentrated along High Street and throughout residential permit neighborhoods. A majority of PEOs elect to bike throughout the District for a larger coverage zone during their shift.

During large events such as Gallery Hop, Comfest, and scheduled runs, the City's Police Department assists in traffic and parking enforcement throughout the Short North and into the Arena District. The PVB is primarily responsible for parking and meter enforcement throughout the entire City and Short North District.

As shown in Figure 2, parking ticket violations in Columbus range from \$17 to \$500 depending on the severity of the violation. Motorists who are in violation and liable for unpaid tickets in the City of Columbus are subject to having their vehicles towed and brought to the City's impound lot. The list for parking violations is extension spanning from illegally parking in Handicap locations to obstructing street right of way. Stakeholder interviews indicate that price on meter violation tickets do not serve as a distinctive to deter not visitors and patrons from parking over the enforced time-limit.

FIGURE 2 CITY OF COLUMBUS PARKING CITATION RATES

Violation	Fee
Handicapped Parking	\$500.00
Bus Loading Zone	\$58.00
23' In Width	\$58.00
Double Parking	\$50.00
No Parking Zone	\$50.00
Obstructing Crosswalk/ Sidewalk Driveway	\$50.00
Parking in Permit Area	\$40 .00
Overtime Parking	\$25.00
Illegal Parking	\$25.00
Others ¹	\$17-\$58.00

¹ Includes snow emergency parking, obstruction of public/ private property, proximity to sidewalks, crosswalk, vehicles

PARKING TECHNOLOGY

The City of Columbus currently utilizes IPS meter technology, which allows for credit card, City meter card, and coin transactions. Before switching to IPS technology the City investigated potential and preferred meter technology and held a week-long pilot event to test various technology vendors. This pilot event included pay by space, pay and display, and smart meters with well-known meter vendors. Conversations with the PVB indicated that the public preferred single space meters and the credit card technology payment features, as compared to the old McKay coin fed meters. The current meter technology has been successful, however there have been some complaints that the meters do not function properly during the winter season because of the cold weather.

All meters throughout the City of Columbus currently run on IPS meter technology, however enforcement technology is limited and does not sync with the City's meter system. Officers use hand-held computers to issue citations and software is used to process and track citations, as well as process payments (Xerox system). Conversations with the finance department indicate that the switch to meter technology has slightly increased revenue because of the credit card availability.

REVENUE AND EXPENSES

The City of Columbus generates parking revenue from a variety of sources, including parking permit revenue generated from the permit parking program, and parking violation fees and tickets. Most of this revenue goes directly into the General Fund. In the 2012-2013, the City of Columbus sold approximately 5,200 resident and employee permits and generated approximately \$82,307 in parking permit revenue City-wide. Of this amount, approximately \$48,370 was revenue generated from parking permits from the Short North District. Permit sales in the Short North comprised about 60% of permit sales for the 2012 fiscal year.

FIGURE 3 CITY OF COLUMBUS PERMIT 2012 PERMIT SALES

SN PERMIT ZONE	STICKER/ HANGTAG	EMPLOYEE STICKER	TOTAL ONE-DAY HANGTAG	HANGTAG FEE (after 5th)
I	502	252	253	173
V	387	44	179	131
VG	179			
FA	44			
P	279	7	223	218
C	338		141	101
D	92		47	30
B	455		19	9
W	12			173
TOTAL	\$44,650	\$1,275		\$2,445
TOTAL PERMIT REVENUE	\$48,270			

In 2012, the City of Columbus generated approximately \$3,893,168 from meter revenue, and approximately 23% (\$909,486) was generated from meters within the Short North District. The average yearly revenue per parking space within the study area boundary is approximately \$1,550/year.

In 2013, annual expenses for the City's Parking Violations Bureau totaled around \$1,843,566 in meter expenses and approximately \$2,931,285 on Department expenses which includes salary and wages, equipment and supplies, training, etc.

RESIDENTIAL PERMIT PARKING PROGRAM

Permit Area Petition

The City of Columbus recognizes the role and value that on-street parking adds to the vitality of area businesses and the nature of residential streets within the various neighborhoods in Columbus. In order to address the parking needs of various user groups in the City, a residential permit program was created to balance and preserve on-street parking in certain neighborhoods. In accordance with the City of Columbus's Ordinance 1711-79, in order to designate and request a permit parking area, the Department of Public Service undertakes a step by step study process to determine if permit parking is suitable for the proposed neighborhood area. Currently, the permit program has been placed on moratorium, pending the results of the Short North Parking Study's recommendations for permit parking.

In order to establish a permit area, a petition can be initiated by any Columbus resident. The petition must be signed by 60% of the residents of an area (one per household) to be considered. The resident must select the location and size of the permit area. There is no maximum limit to the potential size of the permit zone, however the zone must be at minimum one city block. There is no set pattern or preordained limit to the type or times pertaining to permit regulations. Given the flexibility of the program, there are a number of different permit areas throughout the City that contain different effective time periods either by day or week. Once the petition is signed, the Transportation and Pedestrian Commission conducts a parking study to determine if the following conditions exist in the proposed permit area:

- During the study hours, 75% of the legal spaces are occupied
- 25% of the spaces are occupied by cars from outside the district



City of Columbus Resident Sticker

The parking study prerequisites have evolved to include a more intensive review to accurately track the number of cars that are from outside of the district. Many cars in the area may belong to transient tenants that do not have registered license plates with the City. In this study these cars may be mistaken as out of town vehicles during this study process. Before approving the process, the Transportation Division takes into account a number of factors and recommends the following:

- The area should be as large as possible in order to simplify the administration process
- If a proposed permit area is in close proximity to an existing permit area, efforts to extend the existing permit zone regulations to the petition zone should be implemented
- Along the petitioned area, over 50% of the signed addresses must have a frontage along the proposed permitted streets.
- Proximity of public transportation to the resident permit area
- Desire and need of the residents for residential permit parking and their willingness to bear administrative costs associated with the permit area
- Proximity of establishments located near the proposed area and use by the general public to religious, health or educational purposes
- Possible reduction in vehicle miles traveled in the City

Permit Application

The residential permit program is open to both residents and employees within a designated permit area. A resident applicant needs to provide proof of residency and identification, while employees need to provide written authorization from a business manager on company letterhead with original signatures to apply. The associated permit fee is \$25/ year for residents, however is pro-rated throughout the course of a year. Permits are valid for a twelve month period, either from August to August or from January to January, depending on the permit area. For every issued permit, the applicant receives one additional visitor hang tag is issued at no additional cost. Temporary visitor permits, valid for one day, are issued for free up to the fifth permit, after which the cost of each permit increases to \$1.00/permit.

In the fall of 2013, permit regulations for Permit I and V were revisited and changed. Starting in the fall of 2013, Permit IB, a subzone of Permit Area I in Italian Village, was created to address parking congestion of individual streets and to identify specific employee parking areas for businesses along High Street from Poplar to Hubbard Streets. This permit zone allows up to 51 employee permits, where eligible businesses are allowed a maximum of two Permit Area IB business permit hangtags at a rate of \$100/year. Businesses with IB permits are only allowed to parking in designed IB areas, and not in the remaining Permit I areas.

COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
City of Columbus

FIGURE 4 PERMIT AREA IB



Source: City of Columbus

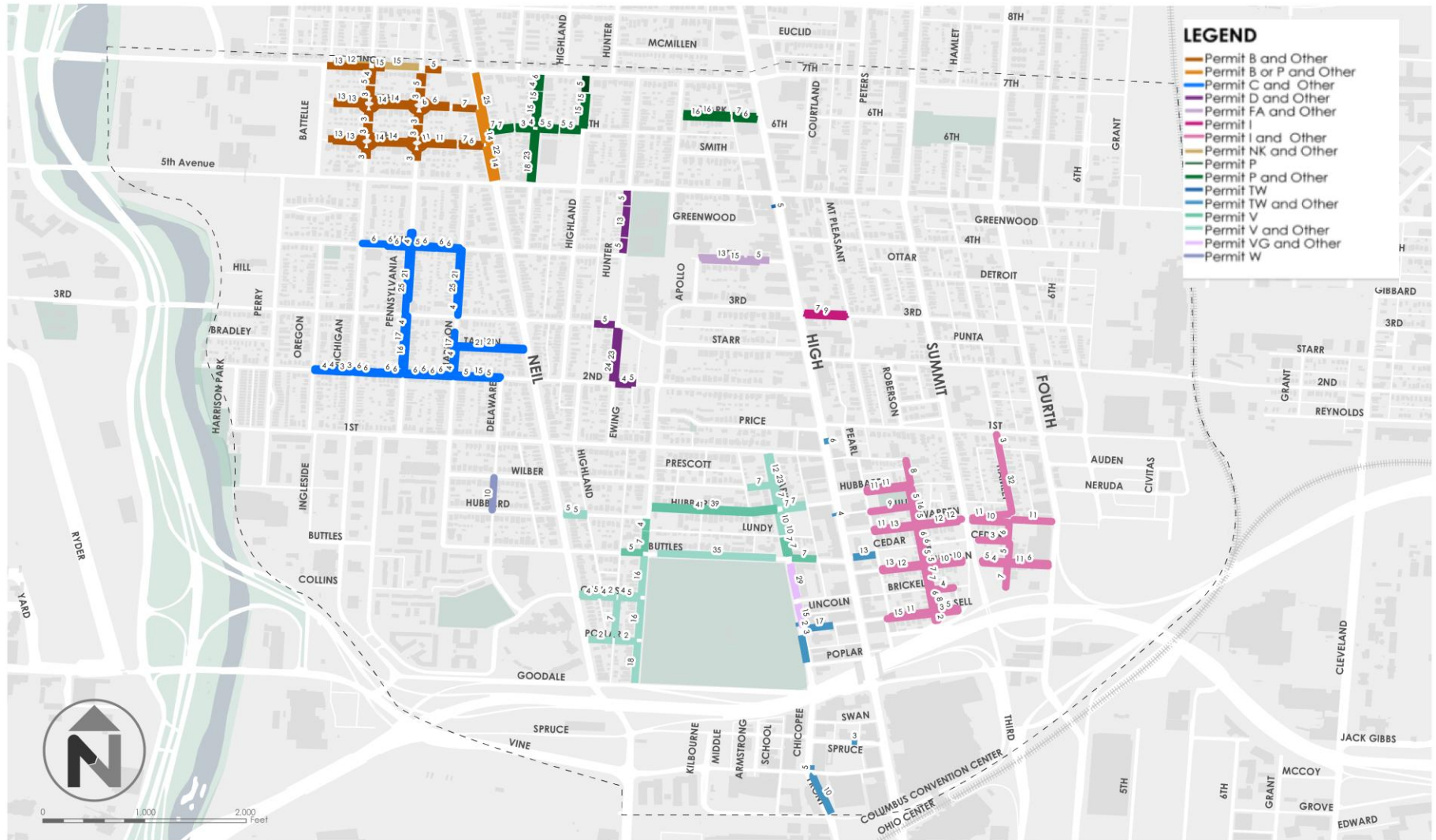
FIGURE 5 PERMIT AREA IB- STREET DESIGNATION

Permit Area IB Hangtag Dispersion			
Street	Limits	Permit Area IB Subzone	Hangtags Per IB Subzone
Russell Street	Pearl Street to Henrietta Street	IB1	3
Kerr Street	Eden Alley to Lincoln Street	IB2	3
Lincoln Street	Pearl Street to Kerr Street	IB3	3
Lincoln Street	Kerr Street to terminus	IB4	3
Kerr Street	Lincoln Street to Warren Street	IB5	4
Warren Street	Pearl Street to Kerr Street	IB6	4
Warren Street	Kerr Street to Summit Street	IB7	4
Kerr Street	Warren Street to Prescott Street	IB8	8
Hubbard Avenue	Pearl Street to Kerr Street	IB9	4
Lincoln Street	Summit Street to terminus	IB10	5
Hamlet Street	Cedar Alley to terminus		
Warren Street	Summit Street to Hamlet Street	IB11	5
Hamlet Street	First alley north of Warren Street to Cedar Alley		
Hamlet Street	First Avenue to first alley north of Warren Street	IB12	5

Source: City of Columbus

COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
City of Columbus

FIGURE 6 PERMIT PARKING LOCATIONS IN THE SHORT NORTH



COLUMBUS SHORT NORTH PARKING STUDY- PERMIT LOCATIONS

AUGUST 28, 2014

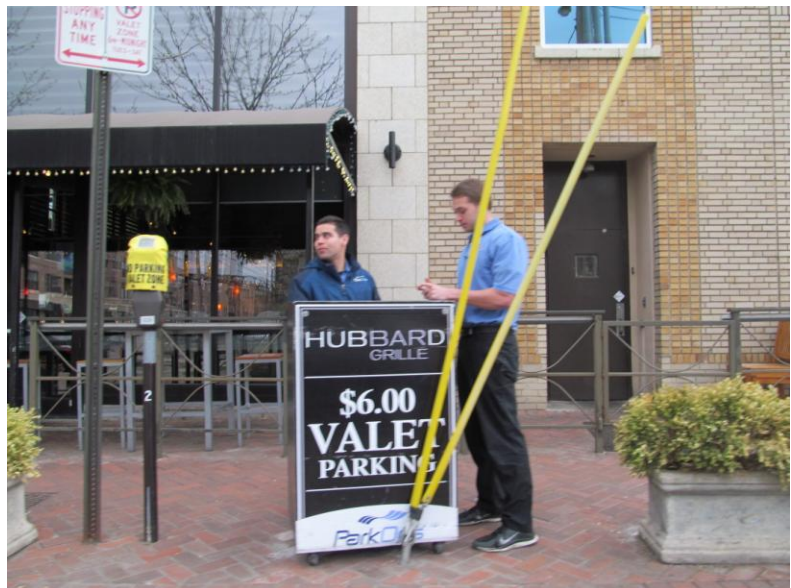
Residents residing in Permit Area I are allowed at maximum, two permit stickers per household and a maximum of one visitor hangtag per household upon the purchase of at least one permit sticker. Similar to other permit areas, the first five one-day passes per year will be free, after which temporary permits will cost \$1.00.

In Permit V, area residents are allowed a maximum of two permit stickers per household and one visitor hangtag per purchase of one permit sticker. Permit Area V businesses will not be limited to the number of annual parking permits within Permit Area V, however hangtags will only be issued to businesses.

VALET OPERATIONS

In 2011, the City of Columbus instituted a valet parking policy that allows for a more efficient use of parking in areas with limited supply. As part of this policy, the City allows area businesses or authorized business associations, special improvement districts, and civic associations to apply for valet parking zones in existing legal on-street parking areas. The City encourages businesses to work together to consolidate zones to preserve on-street parking within particular geographic areas and to make it more efficient and beneficial for neighboring businesses. As part of the application the business or joint businesses must agree to standards of operation such as maintain correct signage, valet uniformity, utilize city issued meter bags and traffic cones, operating only during the hours proposed, etc. As part of the application process, the business(es) or association(s) must :

- Identify and provide a contract between the Permittee and valet parking service
- Provide a scaled site plan showing the proposed address and location of valet parking zone and parking service stand
- Propose hours and days of operations of the valet parking service
- Attest from the permit applicant and authorized agent of the valet parking service operator that valet vehicles will not be parked in the public right of way or in city-owned and operated parking facilities and parks.
- Upon approval of the application, the applicant must pay a nonrefundable application fee (\$200) and annual renewal fee of \$50/year. If the valet is located at an existing meter location, the applicant is responsible for paying the parking meter out of service fee equivalent to the hourly rate of each parking metered during the hours of use, which will be invoiced each half year. The applicant is also responsible for supply and installation fees such as signage, meter bags, and traffic cones.



3 PUBLIC PROCESS

Coming to a consensus on an effective management of Short North's parking supply is dependent on the input of District's residents, visitors, and various stakeholders. The parking system must work for all users. Thus, a critical component of this effort was formulating a robust community and stakeholder involvement plan. As part of this study, there was a concerted effort to engage individuals that represent various agencies, neighborhood and business organizations, and committees that bring varying perspectives to the study's discovery and decision making processes. A Community Advisory Committee was formed as part of this study to help provide feedback and recommendations during critical points of the parking study process. This Advisory Committee and the team continue to meet on a recurring basis to discuss key findings and strategize potential study recommendations.

As a primary means of hearing from Short North residents, customers, and businesses, the team conducted a number of discussion and open forum events to garner feedback on these stakeholder's perspectives. These included:

- Business Roundtable Discussions
- Stakeholder Interviews
- Community Open House
- Online Community Survey



BUSINESS ROUNDTABLE DISCUSSIONS/ STAKEHOLDER INTERVIEW

The review of background information was complemented by a series of stakeholder meetings and interviews to gather input on conditions from those most familiar with parking in Columbus Short North. Stakeholders were identified by City of Columbus and included business owners, City staff, Short North businesses, residents, and commissions. Interviewers used a general template of questions as the basis for the interviews, but the primary goal was a free flowing exchange about parking and an understanding of specific experiences and perspectives in the Short North District. Several common themes emerged, which are summarized below into key findings.

Business Roundtables

KEY FINDINGS

- **Identity of the Short North:** Many stakeholders have located their business specifically in this location because of the unique appeal and charm of this neighborhood. They want to continue to grow their businesses in the Short North, despite high property taxes, as well as development and subsequent parking pressures.
- **Parking Permit:** The process is not clear and permit zone changes are not communicated very well to the business community.
- **Valet and Loading Regulations:** Several stakeholders alluded for the need to consolidate these street regulations along High Street for consistency. These zones should be designated for multiple businesses and the application process should be more formalized by the City.
- **Ineffective Valet Program:** A number of stakeholders could identify a handful of businesses that are abusing the current valet program regulations by parking cars in unregulated on-street locations as opposed to off-street.
- **Peak Hour Restrictions:** Some stakeholders commented that peak hour restrictions have prohibited sales for their business.
- **Alternative Transportation:** Stakeholders agreed for the need to have a more comprehensive approach to marketing and branding alternative transportation to the District. COTA's downtown circulator should be branded for the Short North.
- **Future of the Short North:** The District is "at the cross roads and a tipping point". The District has experienced exponential success; however the lack of foresight for the future development and density pressures of the Short North may be its shortfall.
- **Parking Variances:** Developments are being granted change of uses without parking requirements. There needs to be a more comprehensive look at what type of strain this is putting on the existing parking system.
- **Quantified Revenue Loss due to Parking Constraints:** Some stakeholders have reported declines in revenue due to the lack of available customers parking for their businesses. Some have reported up to a 50% loss in revenue.
- **Business Climate:** Small local businesses are struggling to survive in the market along High Street, due to the high rise in property taxes and loss in customer activity due to parking.
- **Handicap Accessibility:** Stakeholders reported that the design of sidewalks and parking locations are not accessible for handicap and disabled customers.
- **High Rents for Small Businesses:** There a handful of landlords that own most of the property throughout High Street. They are the ones who dictate the

- **Ambassadors for the City:** Many businesses in the Short North view themselves as ambassadors for the City, providing a unique local attraction and experience for Columbus. Many feel that the City has capitalized on this success story however there is no forethought or consideration for how this success will eventually push out these pioneer local businesses.
- **Evening and Special Event Parking Pressures:** Most stakeholders reported that parking constraints and pressures are felt most during the Thursday through Saturday evening periods as well as during festivals and events.
- **Regional Destination:** Business owners who have a regional customer base find that suburban customers have high expectations for parking in the Short North. They find it searching for on-street parking intimidating and a large majority would prefer to utilize the valet available at their destination.
- **Loss of public parking lots:** The loss of the already limited number of public parking lots has had a detrimental effect on a number of businesses that relied on these locations to support their customer parking activity.
- **Shared Parking:** Some business have initiated informal shared parking agreements with nearby businesses that have available supply. This private expense comes directly from their pocket and these businesses have monopolized agreements because their lack of other parking options.
- **Good Neighbor Attitude:** A majority of stakeholders have tried to be proactive about customer parking and its affect on surrounding neighborhoods by being transparent and cooperative with residents. Many business owners feel at the mercy of these neighborhoods because residents have the authority permit potential parking areas that customers use for their business.
- **Businesses are the parking scapegoat:** With a number of developments down the pipeline and larger parcels being subdivided for housing, there are a number of added pressures to the district. A majority of stakeholders agree that residents are lashing their parking frustrations out on the existing businesses without consideration that there are other factors at play.
- **Parking Policies:** Many feel that "customers are being preyed upon by poor parking policy". Regulations along High Street are confusing and customers should not be penalized for these inconsistencies.
- **On-Street Parking Design:** On-street stalls should be designed with a 20' length. The policy for a length of 23' does not provide the most efficient use of limited space.
- **Meter Maids:** Stakeholders agree that enforcement is very strict and do not create a conducive environment that supports customer activity
- **Parking revenues:** Many stakeholders believe that the revenue generated each year from the District's meters and ticket fines could help to subsidize one or more parking garage locations throughout the Short North.
- **Opportunities for Additional Supply:** Areas for potential garage locations were identified by some stakeholders, including the White Castle Lot, the vacant lot next to United Dairy Farms along High Street, the Buttles Street lot, a potential underground garage below Goodale Park.

Interviewees

Mark Swanson, Cup o Joe

Darren Malharne, Northstar Cafe

Liz Lessner, Surly Girl Saloon

John Domback, Basi

David Weibel, Edward Jones

Dan Koch, Columbus Eyeworks/ Salons at Highland Hubbard

Lisa Craig Morton, Victorian Village Guest House

Bev Sevell, Sevell & Sevell

Sharon O'Brien, Grandview Mercantile

Civic Associations/ Commissions/ Societies

KEY FINDINGS

- **Parking and Zoning:** Over the years many of these entities have engaged more heavily on parking related issues for review, as residential permit petitions and developments arise in the neighborhood. Depending on the entities designation, most are only allowed to provide advice or recommendations without real weight in the final decision-making process. Most stakeholders admit that it is often a struggle with parking, because it is not necessarily in their purview.
- **Existing Parking Code:** Many stakeholders felt that the existing parking code is a barrier to infill development.
- **Truck Traffic:** Existing truck routes are compromising the infrastructure and safety of neighborhood streets in Harrison West. There needs to be better coordination and signage information between the City and these companies.
- **Pedestrian and Bicycle Safety:** Many agreed that there should be better infrastructure improvements to allow more walking and biking throughout the district.
- **Pressure from OSU:** The Universities recent development plans and loss of parking has put parking pressures on the northeastern quadrant of the Harrison West neighborhood. Pressures are created by students and more recently construction workers.
- **Resident Permit Parking Vision:** Many agreed that the permit program is not regulated in a way that weighs the costs, benefits, and impacts for both residents and businesses. The existing program does not take into account the larger implications of the neighborhood as a whole, but rather is tailored to individualistic needs
- **City Coordination:** More recently there has been better communication and coordination with the City when singular instances of residential permit petitions arise. The City is not required to contact the society about upcoming petitions.
- **Welcoming Development:** Stakeholders want the benefits of mixed-use development in the neighborhood, but are weary of the consequent parking pressures on the neighborhoods limited parking assets.
- **Battelle:** Opportunities to share parking have been pursued by OSU, however there no compromises have been made so far.

- **High Street Pressures:** Most stakeholders agree that the parking pressures are isolated to weekend and late night rather than the daytime
- **Change of Use:** Developments coming into the Short North have been granted parking variances without a broader view on how this affects nearby supply
- **Opportunities for parking:** Potential adding additional supply on some residential streets, restriping for angled parking, and identifying potential garage locations throughout the district
- **Goodale Park:** Stakeholders had mixed reviews about having parking around this open space asset. Some suggested that on-street parking be removed surrounding the park.
- **Parking Garages:** The location and design of additional supply should blend in with the fabric of the neighborhood. They should entail mixed use on the first floor and be centrally located to the various businesses along High. Garages should be both city and privately funded

Interviewees

Kristen Easterday, Harrison West Society

Mark Subel, Harrison West Society

Bob Mangia, Harrison West Society

Randy Black, Department of Development (Historic Preservation)

Joe Pishitelli, Italian Village Resident

Developers

KEY FINDINGS

- **Revamp the Valet Program:** The City should manage and require businesses to have lot arrangements as part of the valet application process. At this point in time restaurants need to secure lots at their own volition and at partnering up with other businesses to lease lots because the price is increasing.
- **Price Sensitivity:** Consumers want the convenience of a valet program; however the price may be unappealing for those who are more price sensitive. The cost to valet for most customers does not cover the monthly costs associated with leasing a private lot and overall out of pocket valet operations for businesses.
- **Valet exclusivity:** Retailers, salons, galleries, and small businesses may not have the financial feasibility to dedicate a valet for their customer base. At the moment a majority of Valets are funded and dedicated to restaurants along High. There are some tensions that arise because of this.
- **Parking Dynamic:** Recent restaurant and residential developments have added to the parking pressure in the Short North. With the popularity of the restaurant scene along High Street, this trend may continue to constrain existing parking assets.
- **Restaurant Scene:** At some point in time High Street (just south of 1st) may have the potential to be oversaturated. There is interest in looking at the potential to develop further along High Street, however not at the moment.

- **Employee Program:** Developers are recognizing the parking constraints and encouraging employees to seek alternative options such as carpooling/vanpooling to work, encouraging bike share, and car share.
- **Streetscape Improvements:** Businesses and developers would love to extend their restaurant out onto the street with outdoor seating and dining. However there doesn't seem to be a process to apply for this, or the room to do so.
- **Garages and Lots:** In addition to on-street supply, off-street supply throughout the district is being utilized

Interviewees

David Miller and Walter Carpenter, Cameron Mitchell Restaurants

City/ Operational Staff

KEY FINDINGS

- **The Addition of IPS Meters is a Positive:** The installation of IPS meters provides users with flexible payment options while still providing the convenience of single-space meters. While many communities see a big shift from coins to credit cards when similar equipment is installed, payment is roughly 50% coins and 50% credit/debit in the study area. Pay-by-cell phone may be investigated by the city later.
- **Confusion About Parking Meter Enforcement:** As the hours of enforcement vary, some people are confused about when to pay the parking meters. This can lead to overpaying or receiving parking citations – either of which will make visitors unhappy. There does not appear to be any apparent reason why some areas are enforced until 10:00 p.m. while others are only enforced until 6:00 p.m.
- **Parking Meter Hours May Not Match Utilization:** The determination of parking meter time limits may not be coordinated with parking demand (or at least demand is not reviewed after time limit changes are made). A recent change from 12 hour meters to 3 hour meters in one area has resulted in a significant reduction in parking utilization. Adjustments could be made to existing time limits to encourage demand during periods of low utilization (e.g., daytime hours).
- **Parking Permit Program is Confusing and Inconsistent:** The existing parking permit program lacks sufficient consistency and/or order. The existing program tends to cater to specific block or resident needs (real or perceived), which creates a program that is difficult for visitors to understand. In addition, there are no size restrictions for creating a permit parking area, so areas can be relatively small (adding to the confusion). The hours of enforcement can vary greatly from block to block. Parking permits have different expiration dates.
- **Must Go to the PVB Office to Get Visitor Parking Permits:** The PVB office is not conveniently located to serve the Short North community. This means that purchasing visitor permits could be challenging for some residents. Perhaps other options are available (e.g., purchasing permits online – or using license plates for visitor parking and Mobile License Plate Recognition for enforcement).
- **The Process to Purchase Parking Permits is Less Than Convenient:** All initial parking permits must be purchased at the PVB office (must show documentation). Renewals can be

purchased by mail, but credit cards cannot be used. Also, renewals cannot make payment by phone.

- **There is Currently No Process for Removing Parking Permit Zones:** A process for removing parking permit zones should be developed in case the need arises. A process is currently in the works according to the PVB.
- **Event Parking Can be Challenging:** As the available parking supply appears to be well-utilized, finding parking for events can be difficult. A plan may be needed to better coordinate and manage event parking needs.
- **Existing Valet and Loading Zone Processes are Not Consistent:** Similar to residential permit areas, valet and loading zone processes cater to specific businesses – instead of be coordinated throughout the community. This can lead to a hodge-podge of zones that may not serve the community efficiently. Coordinating the needs of the various businesses could lead to a more efficient use of space.
- **There are Too Many Regulations in the Area:** As current parking management strategies in the area generally cater to very specific issues, all of the different regulations can be difficult for visitors, employees, new residents, and even some long-term residents to fully understand. This makes it very difficult for some to know whether or not they parked correctly.

Interviewees

Mark Springer, PVB

Daphne McSweeney, PVB

Michael Garvey, PVB

Jennifer Wood, PVB

Keith Keeran, PVB

Other Stakeholders

KEY FINDINGS

- **Replicable Solutions:** Stakeholders agreed that solutions generated from this parking study should be applicable to various neighborhoods around Columbus.
- **University District:** There is an upcoming land use plan for the University District that extends into the study area boundary (5th avenue).
- **Ohio State University:** The University has monetized all parking to a private entity that manages all parking garages on site
- **Fifth Avenue:** The perception of crime around 5th avenue has been changing over the years with several new developments and the Kroger development.
- **Collaboration with Ohio State University:** The University is interested in collaborating and helping out as much as possible with finding solutions.
- **COTA:** Bus service could improve by being more consistent and having more information about routes/ stop/ destinations in and around the District.
- **Real Time Bus Information:** COTA is exploring opportunities to create better information technology to enhance the transit users' experience.

- **Downtown Circulator:** The downtown circulator will help to create a consistent alternative to driving around the Short North for visitors, residents, and employees.

Interviewees

Matt Hansen, Campus Partners

Erin Prosser, Campus Partners

Michael Bradley, COTA

Andrew Volenik, COTA

Virginia Barry, COTA

OPEN HOUSE: FIRST WORKSHOP

Nearly 60 residents and visitors participated in a workshop hosted at Goodale Shelter House in March 2014. The Open House was designed to create a venue for the project team to meet and engage one on one with Short North residents, area business employees and employees, as well as visitors and customers to the area. The structure of the meeting was intended to gauge and recognize the public's parking perceptions, behaviors, and concerns from various perspectives. The meeting was designed with various activities to engage people in thoughtful conversations and considerations about what parking really means in the Short North. Attendees were asked to consider how parking fits into the larger context of community vitality, economic development, and a future vision for the Short North District. The following section highlights some key findings from various activities during the Public Open House.

Mapping Exercise

This hands-on activity gave participants a chance to comment and mark up areas within the Short North with parking-related issues in neighborhoods and areas of interests. Participants were able to converse with other participants in discussions about broader parking and transportation issues and opportunities. They were also able to engage in one on one discussions with the project team members about their individual concerns or questions. Figure 7 shows a compilation of comments generated from the mapping exercise. These overarching comments demonstrate that the existing parking system relies not on parking improvements, but on the broad ranging pedestrian, bicycle, and transit infrastructure improvements and opportunities along High Street and connections to nearby residential neighborhoods.



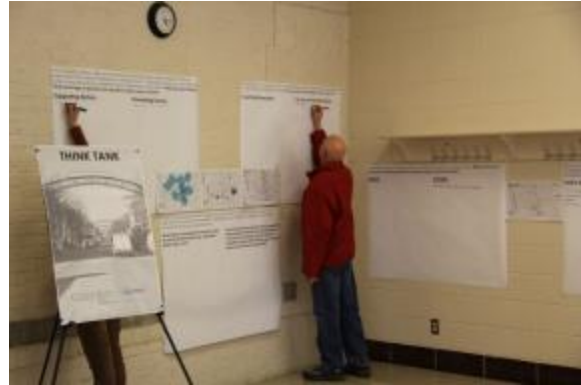
Parking Photo Booth

This was a fun and engaging activity that allowed open house participants to express how they felt about parking in the Short North. Participants were able to choose one of two phrases to complete out of a list of examples. Participants were able to say "Parking in the Short North is..." and or "Parking in the Short North should be...".



Think Tank Booth

A number of thought provoking transportation, parking, and overall development related questions were placed along the wall to engage attendees. Participants were invited to comment on various scenarios that were of greatest concern to them. They were each given a number of post-it notes to answer questions such as “What are the pros and cons of adding additional parking supply to the Short North?”, and other similar and related questions.



Online Survey

As part of the study, a comprehensive online survey was created to garner feedback from various user groups about their parking and transportation experiences in and around the Short North. Participants at the Open House were given the opportunity to take the survey, if they had not already, and review the preliminary results and findings since the survey opened in January.



FIGURE 7 PUBLIC OPEN HOUSE COMMENTS



COLUMBUS SHORT NORTH PARKING STUDY- PUBLIC OPEN HOUSE COMMENTS

MAY 12, 2014

FIGURE 8 DO YOU USUALLY BIKE THROUGHOUT THE SHORT NORTH, WHY OR WHY NOT?

Do you usually bike throughout the Short North, why or why not?



I Bike Because...

- It is faster
- More freedom of movement throughout the District
- Cheaper
- I love to cycle
- Offers options to driving reducing parking demand
- Experience more and feel part of the vibrant atmosphere

I Do Not Bike Because...

- I don't feel safe. I know several people, myself included, who have been hit by cars and one who was killed.
- Don't like to bike in an urban environment
- Safety during busy traffic/Speed of drivers
- Colder weather
- I walk most places
- Sidewalks in Victorian Village can be bumpy\ dangerous sometimes

FIGURE 9 WHAT ARE THE PROS AND CONS OF ADDING ADDITIONAL PARKING SUPPLY TO THE SHORT NORTH?

What are the pros and cons of adding additional parking supply to the Short North?



PROS

- More people come to shop and dine
- My customers & potential customers wouldn't think twice about coming to my store
- More places to park
- Maybe I could park on my street instead of waiting 45 minutes —3 hours for a space to open up.

Cons

- Losing valuable space to parking instead of development
- More parking=more cars =more parking=more cars ...
- Too crowded already
- Doesn't encourage adoption of newer alternatives like CoGo bike share and Car2Go car-sharing
- Encourages driving

FIGURE 10 WHAT TYPES OF DEVELOPMENT WOULD YOU LIKE TO SEE IN THE SHORT NORTH?

What types of development would you like to see in the Short North (e.g. residential, retail, office, etc...)?



- Grocery Store
- Mixed variety of businesses
- Office space in residential areas
- Grocery stores (small), art galleries, specialty shops (no more bars and restaurants –have plenty now)
- Dog park or human park –near Clark Grove Vault
- Indian restaurant
- Co-op
- Youth hostel
- Already not enough parking—No adding more apartments—Residents can't park on their own street
- More personal banking

FIGURE 11 DO YOU USE PUBLIC TRANSPORTATION, WHY OR WHY NOT?

Do you use public transportation regularly, why or why not?



I Use Transit Because...

- It's easier than trying to find parking
- It is easier than most people think
- You don't have to watch where you are going and you can read the paper
- It's cheap, easy and convenient
- COTA Circulator rocks- great idea, very timely to use

I do not use transit because...

- I bike or walk
- Numerous stop delays
- I don't know how
- Transferring is intimidating
- Schedule isn't easy to access
- No easy payment technology for credit cards/smart phones
- I need my car most of the time
- Limit access to transit in my neighborhood

FIGURE 12 SHORT NORTH PARKING- PHOTO BOOTH



COLUMBUS SHORT NORTH PARKING SURVEY

The parking utilization data is important to quantitatively document the parking trends in the Short North. However, utilization data does not tell the entire story of the experiences of users of the system - the customer that continues to circle for a spot, the employee that frequently moves their car, and the visitor that walks from their car to multiple destinations in the district.

This section documents input from travelers throughout the Short North, regarding their parking activities, experiences, perceptions, and preferences. To collect this data, an electronic survey was posted on the Study's website. Stakeholders and Advisory Committee members and area businesses were also asked to forward the survey to their distributions lists. The Columbus Short North Parking Survey was advertised on all public meeting notices related to the Study, posted on neighborhood listservs, and available online for several weeks. Over 1,900 responses were received through May 12, 2014. This section summarizes preliminary key survey results by stakeholder groups within the Short North: employees, residents, visitors, and all of the above.

The following section shows summaries of responses to individual questions from the survey and are shown as individual figures. Some responses are shown classified by user groups.

KEY FINDINGS- ONLINE SURVEY

- The demographics of survey respondents indicate a good representation of age groups and user groups that park throughout neighborhoods within the Short North
- On average, a **majority of customers** stay in the Short North for **two to three hours**, indicating that the Short North is a destination location
- **Over 90% of customers park once** and **walked** to visit **multiple destinations**
- More than **62% of employees park less than one block away**, however, **customers** are willing to park **more than three blocks away**. Currently, **33% of customers parking less than one block away**
- **Finding on-street parking is frequently difficult** for residents and customers, which occurs during the weekday and weekend evening time periods
- **Residents** strongly agree that **changes to the permit parking program** are needed
- **All respondents** find that **price is the least important factor** when choosing where to park, however **location/ convenience/ and ease of finding a space**, are the **most important factors**.
- **Respondents** are willing to **pay more (\$1.00-\$1.50)** for metered parking in the Short North

FIGURE 13: WHAT IS YOUR PRIMARY CONNECTION TO THE SHORT NORTH?

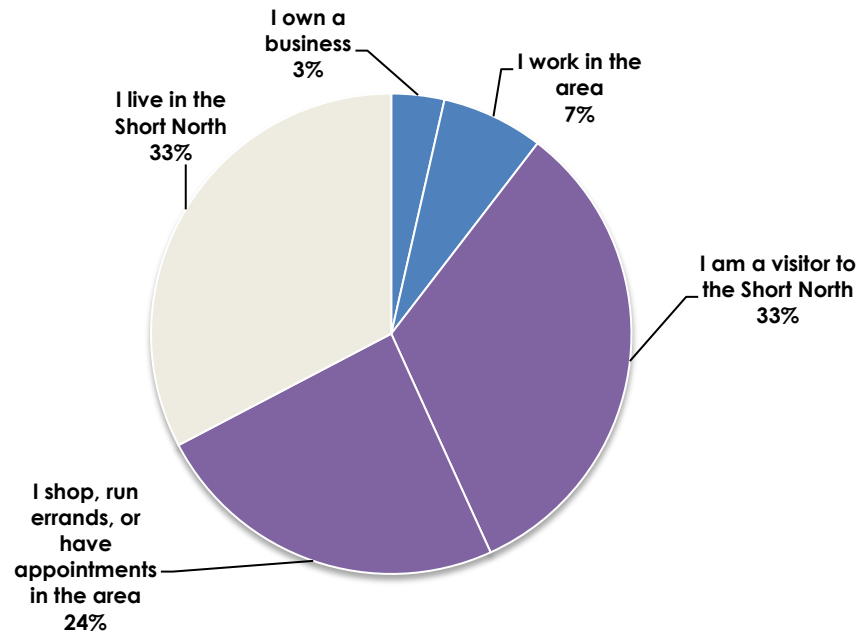
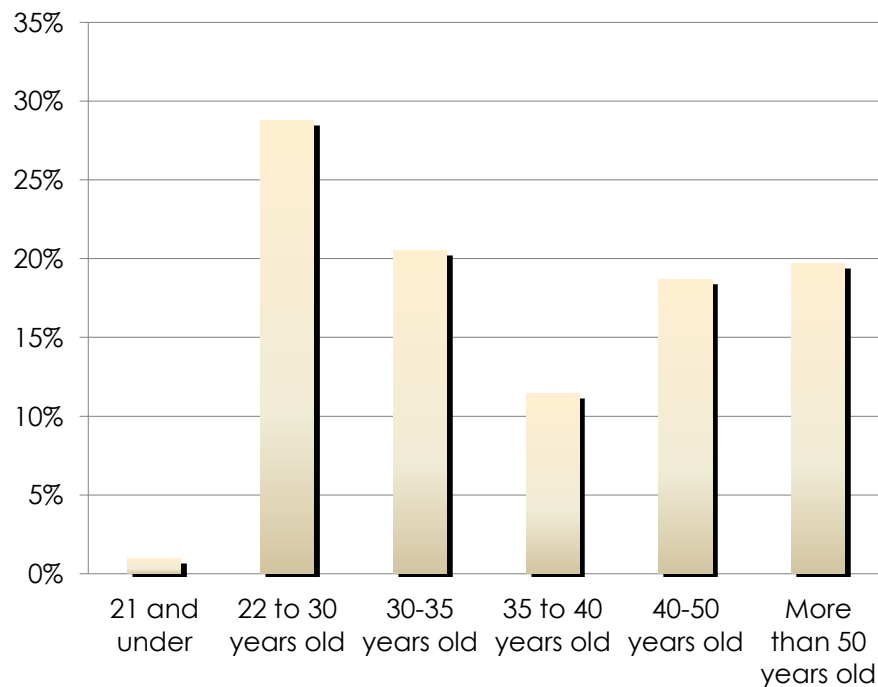


FIGURE 14: SURVEY RESPONDENTS BY AGE GROUP



EMPLOYEES

Mode Split and Parking Location

A majority of Short North employees (88%) currently use drive (alone or in a carpool) as their primary mode of transportation to work. Of those who drive, about 62% of employees park within one block of their workplace.

FIGURE 15: EMPLOYEES- HOW DO YOU TYPICALLY TRAVEL TO WORK?

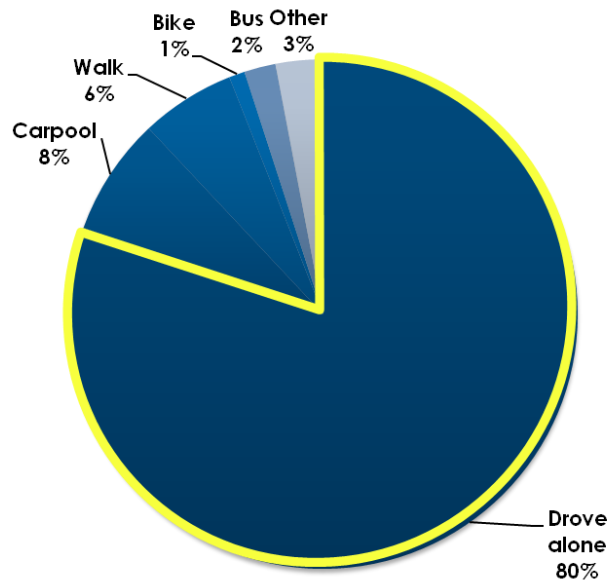
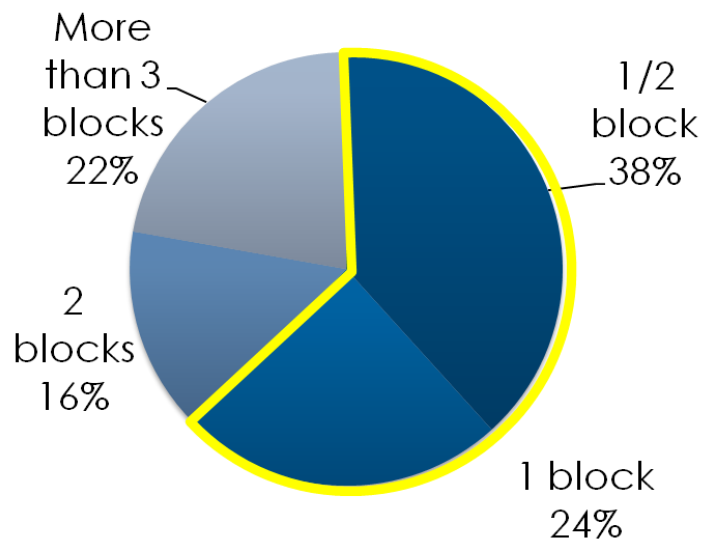


FIGURE 16: EMPLOYEES- HOW FAR DO YOU PARK FROM YOUR WORKPLACE?



Satisfaction

Although employees take less time than customers to find parking in the Short North, employees do experience frustrations in finding parking. About 69% of employees can recall a time when they failed to find parking in the Short North and left. Of those who experienced this, about 23% indicated that it “rarely” happens, 14% said “several times a year,” and 13% stated it happens “during a festival/event.”

FIGURE 17: EMPLOYEES- HOW LONG DID IT TAKE YOU TO FIND A PARKING SPOT?

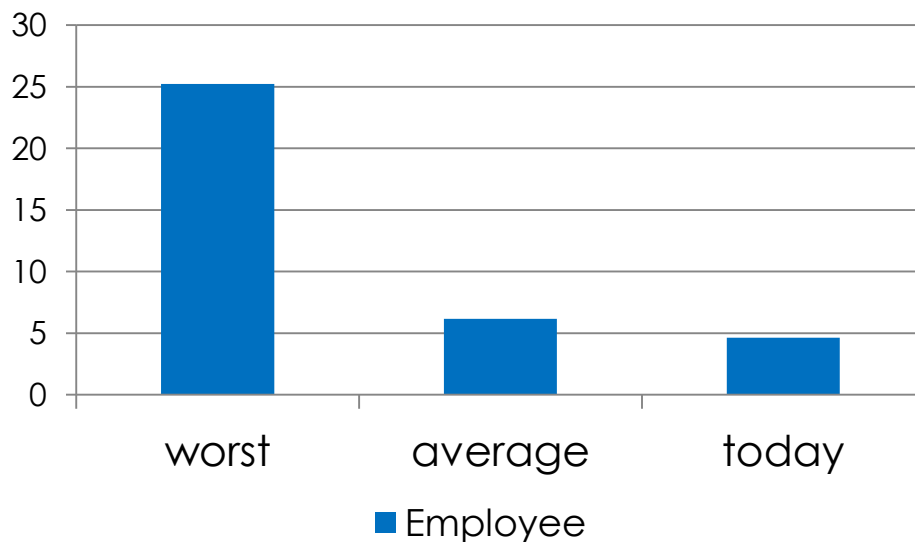
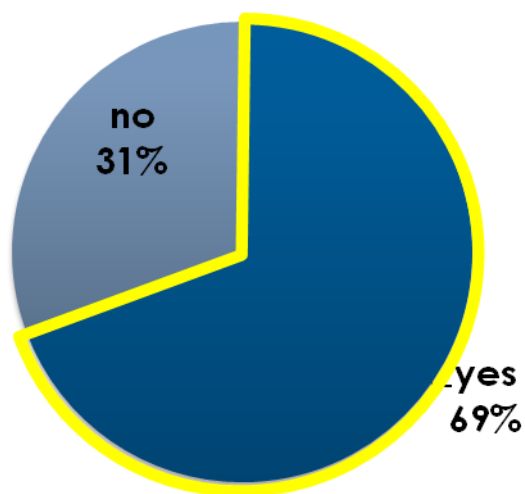


FIGURE 18: EMPLOYEES- HAVE YOU EVER FAILED TO FIND A PARKING SPOT?

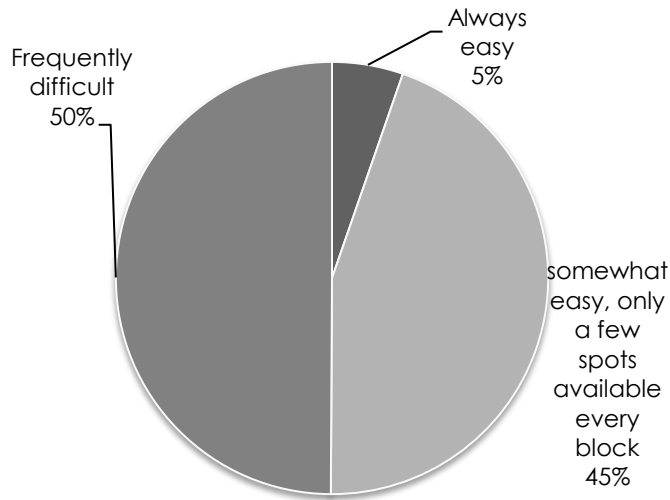


RESIDENTS

On-Street Parking

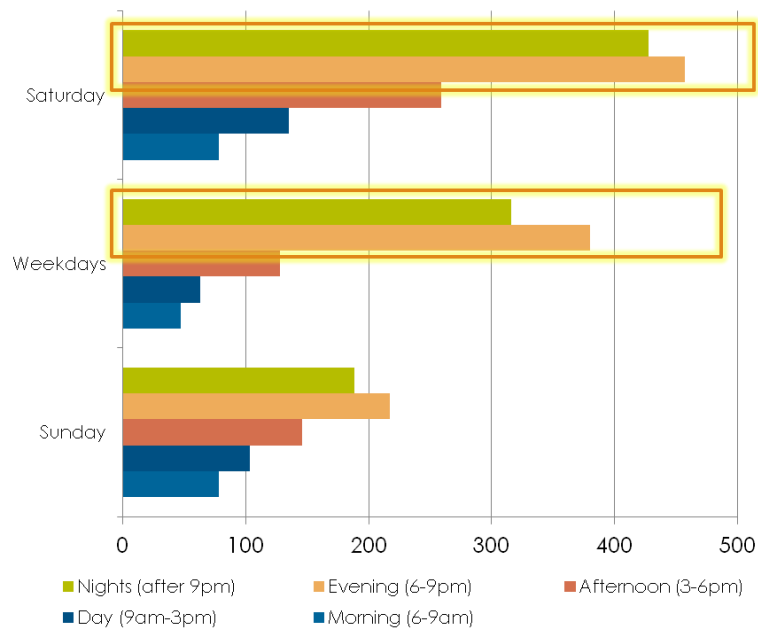
Half of the residents who responded to the Short North Parking Survey indicated frequent difficulty in finding neighborhood on-street parking.

FIGURE 19: RESIDENTS- HOW DIFFICULT IS IT TO FIND AN ON-STREET PARKING SPOT IN YOUR NEIGHBORHOOD?



A majority of residents indicate that on-street parking is most difficult after 6 p.m. on weekdays and after 3 p.m. on Saturdays.

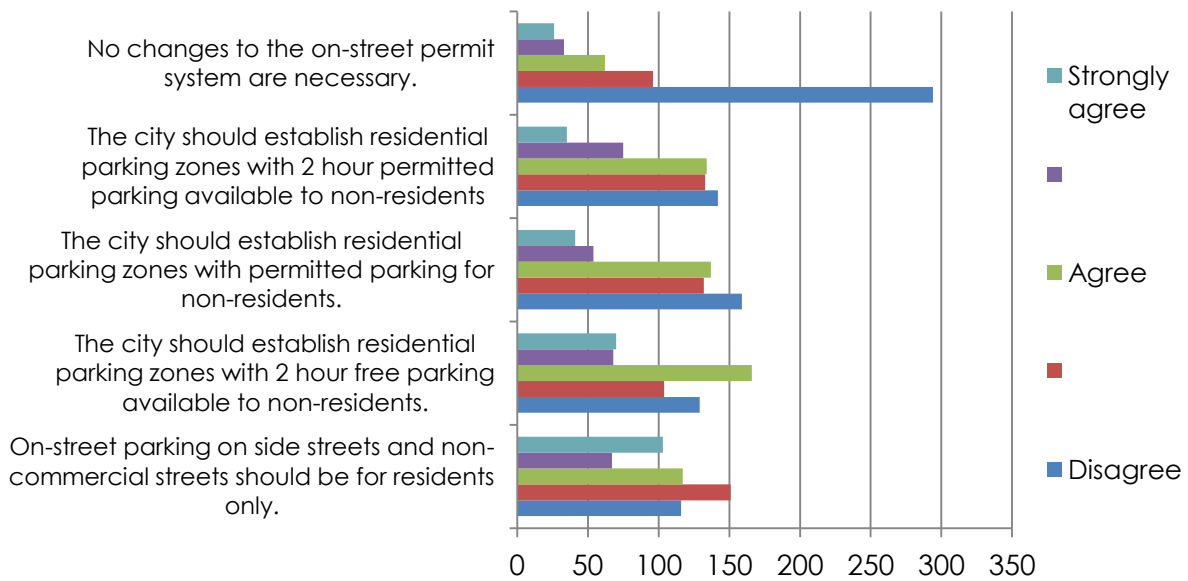
FIGURE 20: RESIDENTS- IF FINDING ON-STREET PARKING IS DIFFICULT, SELECT THE DAYS OF THE WEEK AND TIMES IT IS PROBLEMATIC



Possible Changes to Parking Regulation

Many residents expressed a desire to change the on-street permit system from its current setup. However, each of the potential changes listed in the survey were received with mixed responses.

FIGURE 21: RESIDENT- OPINIONS ON CHANGES TO THE ON-STREET PERMIT SYSTEM



CUSTOMERS

Mode Split and Parking Location

A vast majority of customers drive to the Short North, and 63% of them park on-street. Of those who park off-street, almost half will go to the Hub Garage or a private lot at their destination.

In general, 33% of customers park less than one block away from their destination while 40% park more than 3 blocks away.

COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
City of Columbus

FIGURE 22: CUSTOMERS- HOW DID YOU GET TO THE SHORT NORTH?

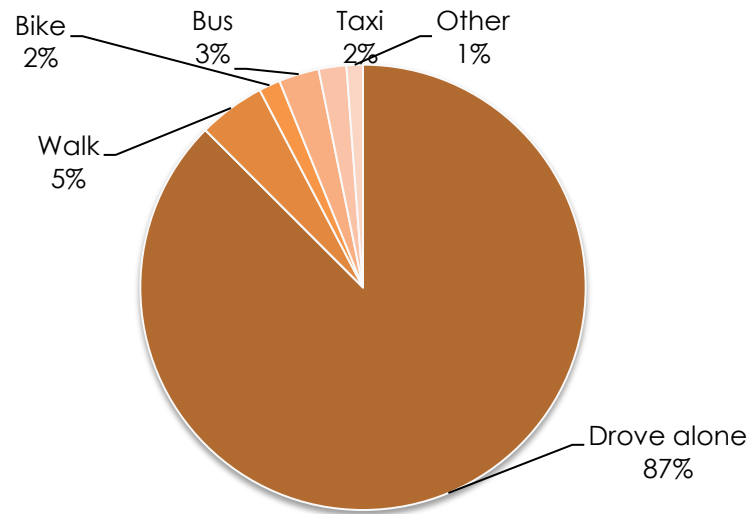


FIGURE 23: CUSTOMERS- WHERE DO YOU PARK IN THE SHORT NORTH?

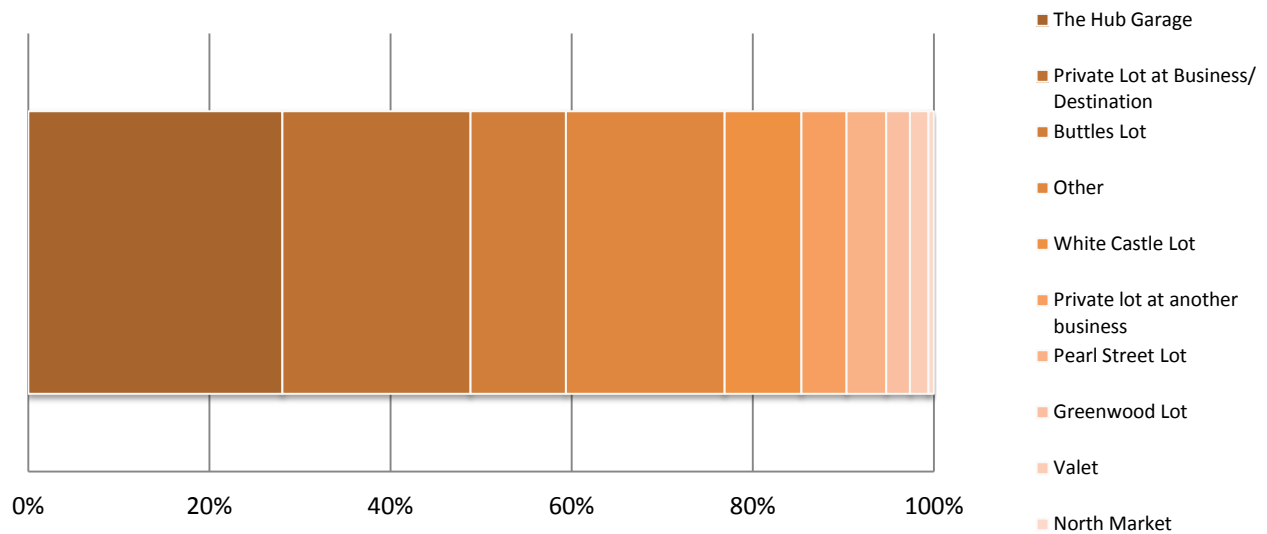
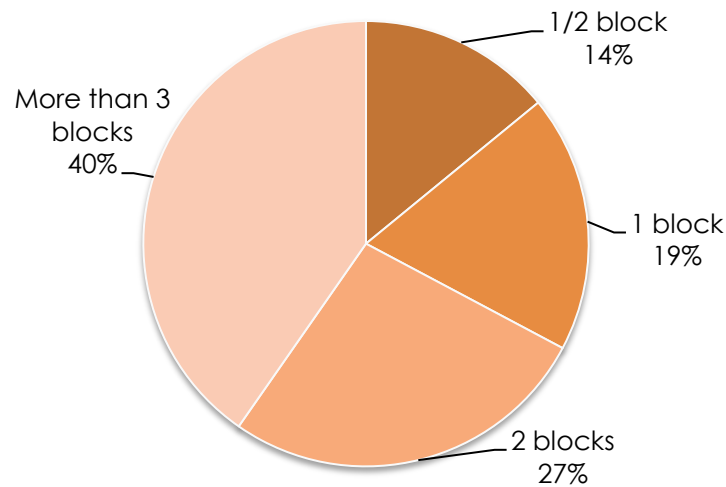


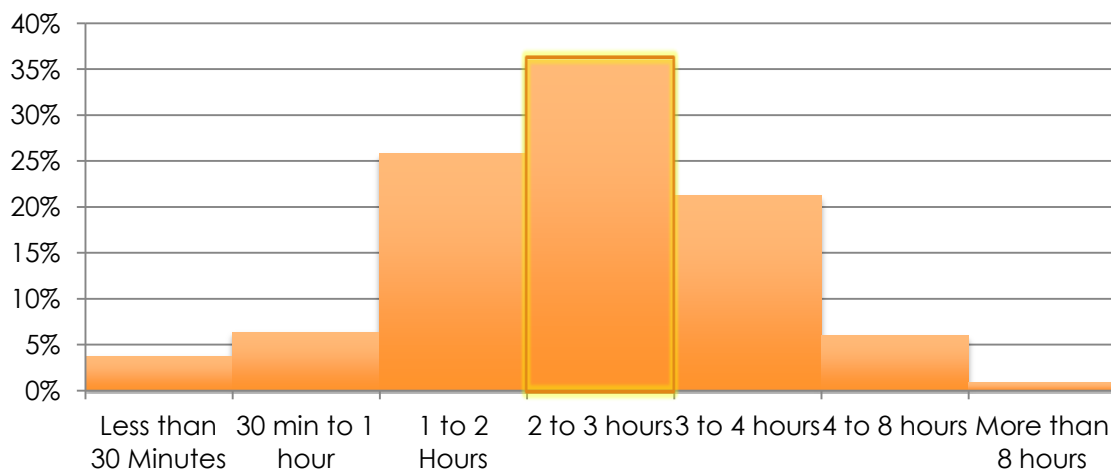
FIGURE 24: CUSTOMER- HOW FAR DO YOU PARK FROM YOUR DESTINATION?



Parking Duration

When asked how long they were staying in the Short North, about 57% reported staying anywhere from two to four hours. Only 10% reported staying for less than one hour.

FIGURE 25: CUSTOMER- HOW LONG DO YOU STAY IN THE SHORT NORTH?



Downtown Establishments

During their most recent visit to the Short North, 81% of customers responded that they travelled to more than one establishment. Of those customers who did so, over 90% ended up parked once and walking to multiple destinations.

FIGURE 26: CUSTOMERS- DOWNTOWN ESTABLISHMENTS

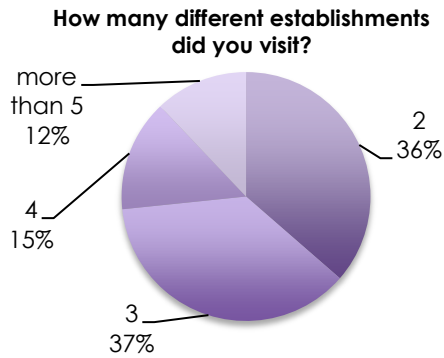
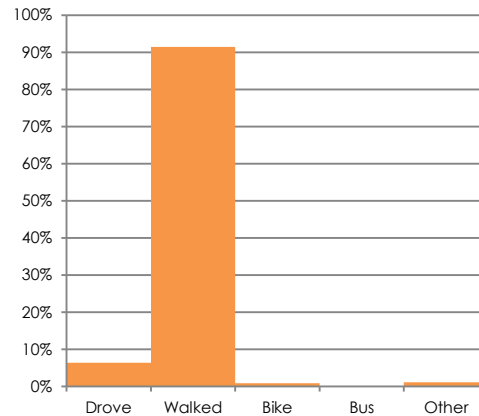
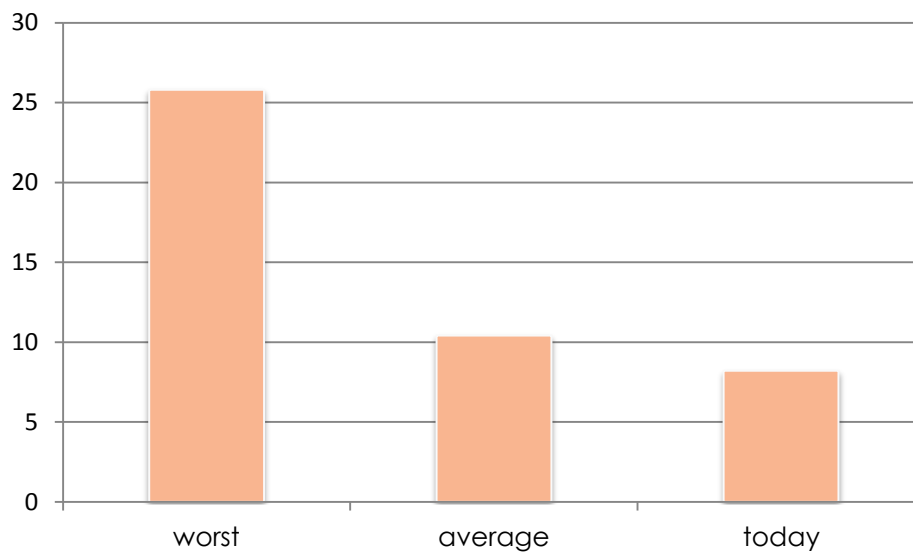


FIGURE 27: CUSTOMER- MODE OF TRAVEL BETWEEN DESTINATIONS



Satisfaction

FIGURE 28: CUSTOMER- HOW LONG DID IT TAKE YOU TO FIND A PARKING SPOT?



Most customers (79%) have experienced the inability to find a parking space during a visit to the Short North. Over 30% encounter this issue "several times a year."

On average, customers think it takes them over 10 minutes to find a parking space. The perception is that it can take as long as 25 minutes to find a parking space.

FIGURE 29: HAVE YOU EVER FAILED TO FIND A PARKING SPOT?

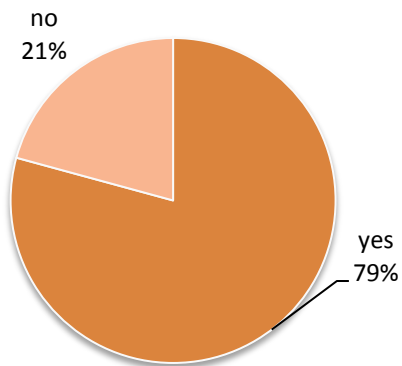
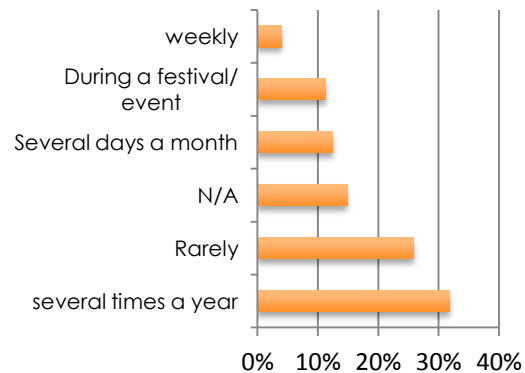


FIGURE 30: IF SO, HOW OFTEN DOES THIS OCCUR?



OVERALL

Parking Location

Like much of the commercial activity in the Short North, parking locations for customers and employees revolves around the High Street Corridor and the Italian Village to the east of the district. 65% of residents and 67% of employees parked in those zones. However, residents tended dominate the western portions for parking, including the Victorian Village (44%) and Harrison-West zones (10%).

COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
City of Columbus

FIGURE 31 ALL RESPONDENTS: PARKING LOCATION

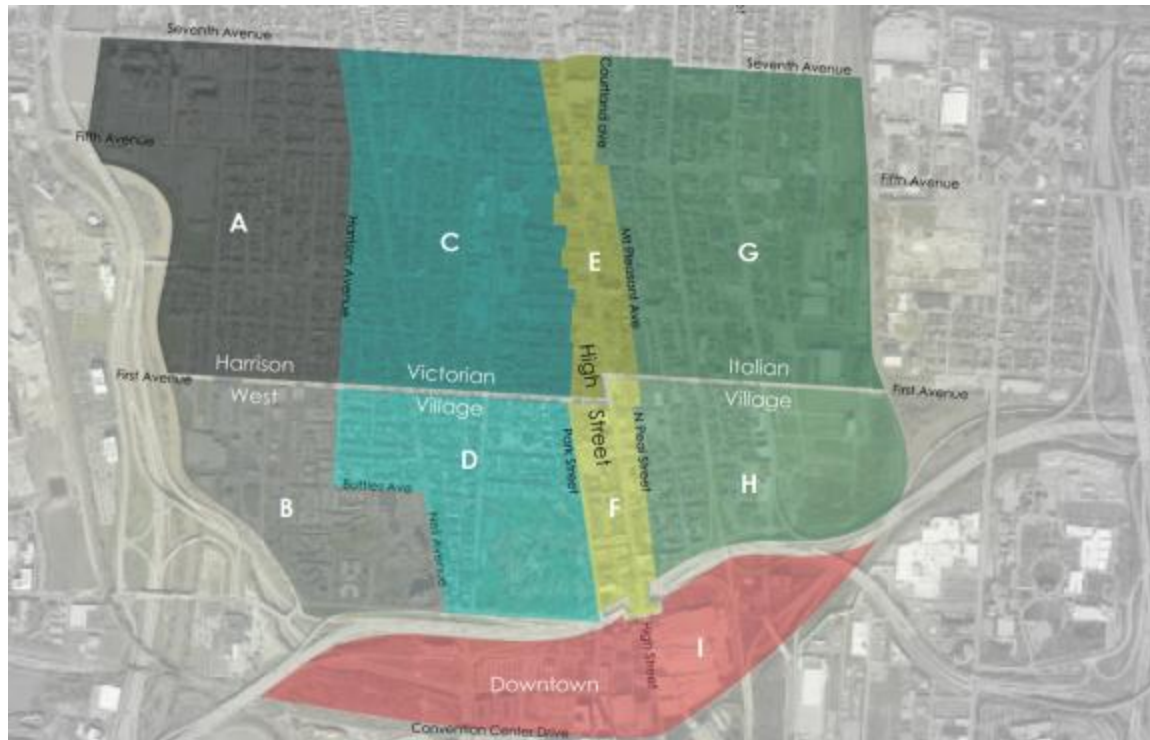
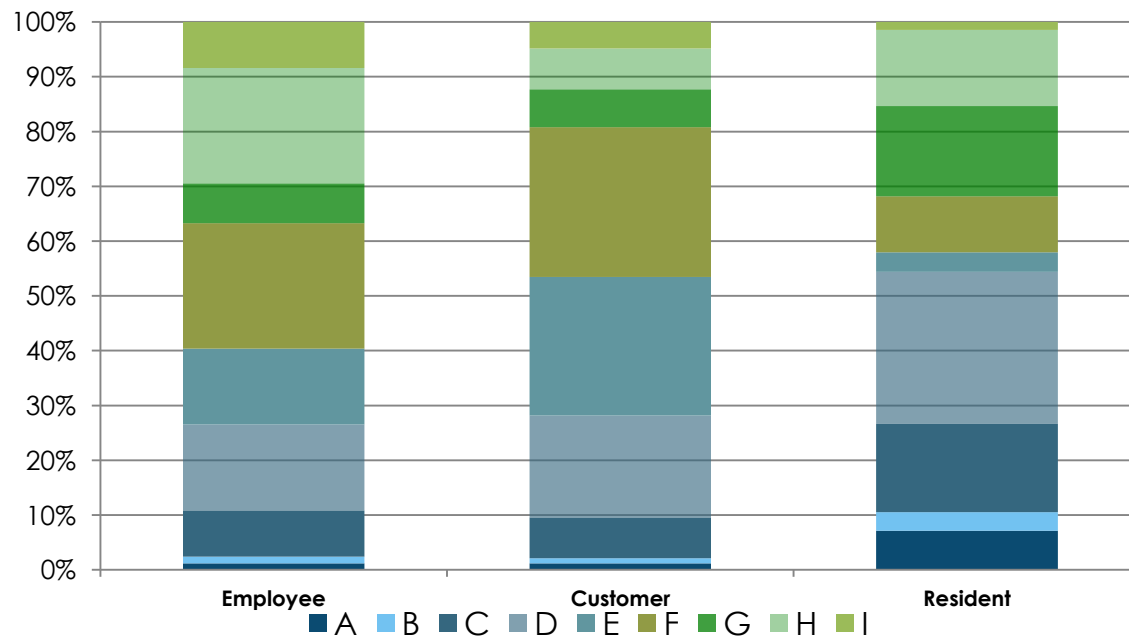


FIGURE 32 ALL REPENDENTS: PARKING LOCATION BY USER GROUP



Transit

Most respondents to the survey do not take transit to the Short North. Among those who do, 46% did so because it “costs less than driving” and 29% do not own a car. Only 17% felt transit is “quicker” than driving. Among a list of possible improvements to transit, over half of riders felt that more late night service, more weekend service, and greater route frequency would generate a “significant benefit.”

FIGURE 33 ALL RESPONDENTS: REASONS FOR TAKING TRANSIT

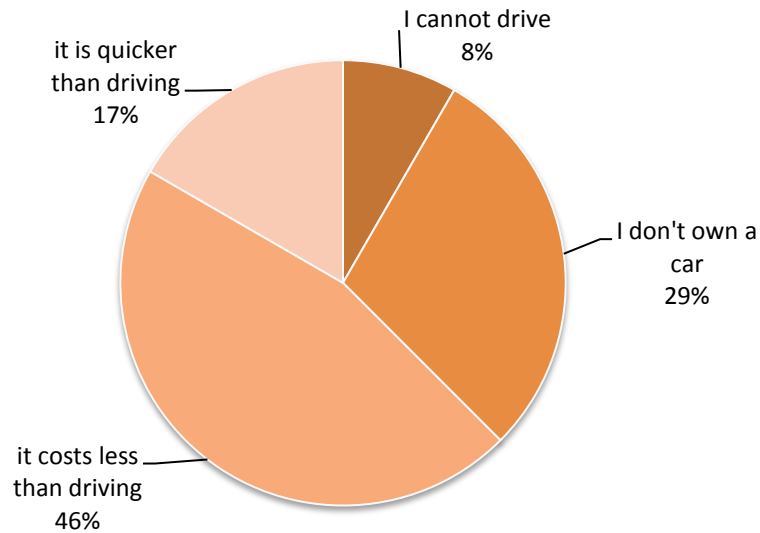
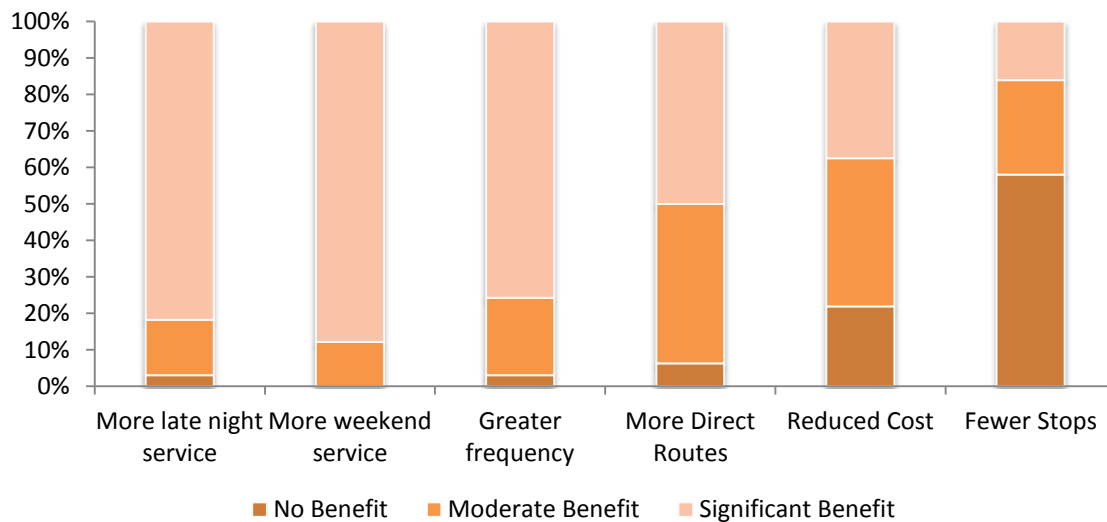


FIGURE 34 ALL RESPONDENTS: DESIRED TRANSIT IMPROVEMENTS



Bicycling

64% of those who bike to the Short North do because it is "quicker than driving." Over 60% of cyclists feel that security bicycle parking at a destination, more roadway facilities, reduced traffic congestion and better road conditions would all carry a "significant benefit" for the bicycle experience. A majority of bicyclists, however, saw no benefit to additional CoGo bike share stations, possibly because they may already own a bike.

FIGURE 35 ALL RESPONDENTS: REASONS FOR BICYCLING

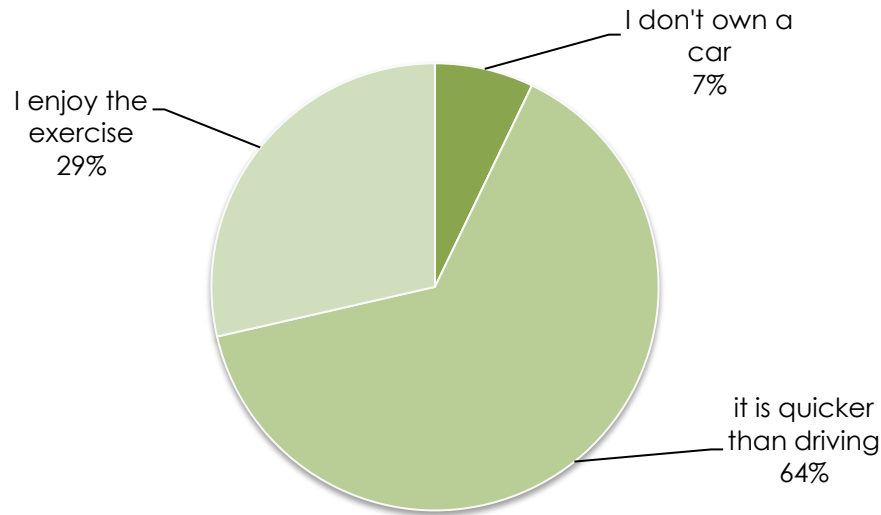
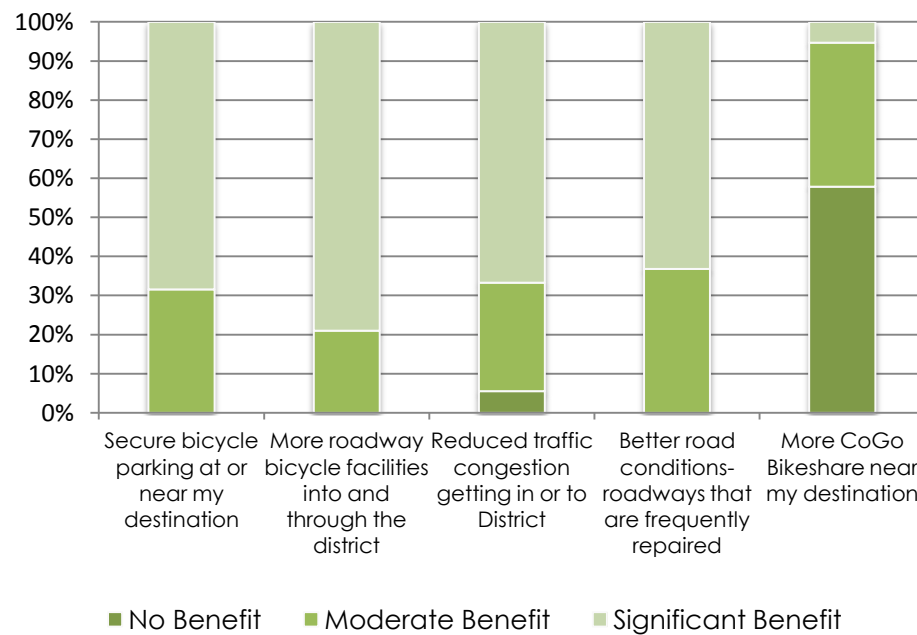


FIGURE 36 ALL RESPONDENTS: DESIRED BICYCLE IMPROVEMENTS



Walking

Just less than half of people who walk to, from, and around the Short North do so because it is “quicker than driving.” In fact, more walkers than cyclists do not use a car in the Short North because they “enjoy the exercise.”

Because everybody is a pedestrian at a certain point in the Short North (even when walking from the parked car to the destination entrance,) all the survey respondents were asked to assess elements of the pedestrian environment in the neighborhood. Overall, high scores were given to the appearance, accessibility and ease of finding one's way around the Short North. However, there were some concerns. 21% of respondents gave “lighting at night” the two lowest possible scores, and 24% did the same for “sidewalk conditions.”

FIGURE 37 ALL RESPONDENTS: REASONS FOR WALKING

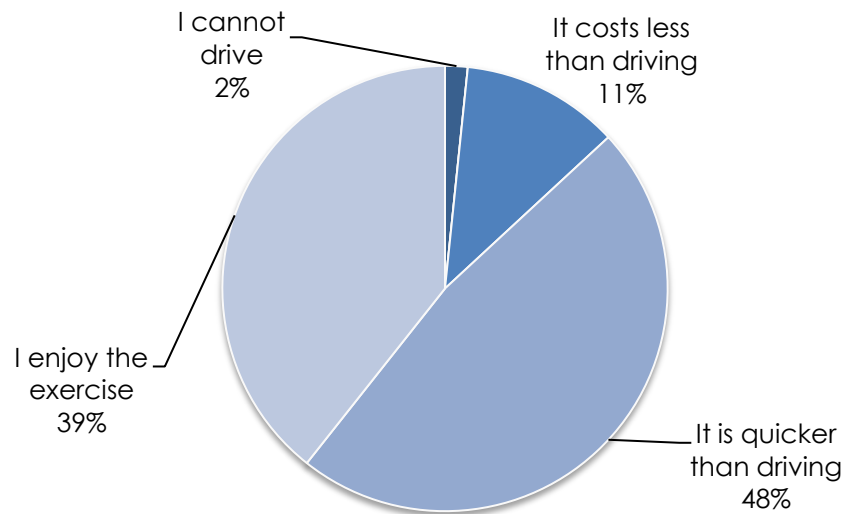
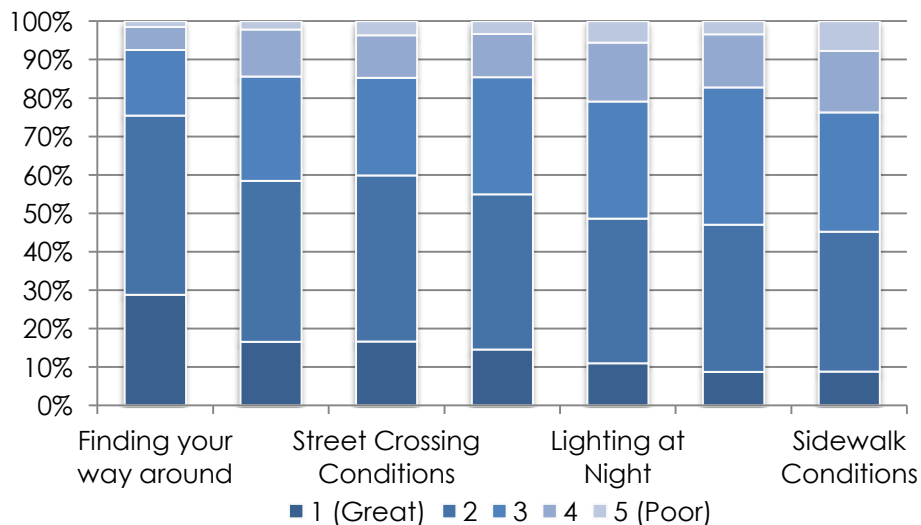


FIGURE 38 ALL RESPONDENTS: ASSESSMENT OF PEDESTRIAN ENVIRONMENT



Parking Preference

Survey respondents were asked to score a variety of possible factors on their choice of where to park based on a scale of importance. The two factors that received the most votes for “most important” were ease of finding a space (26%) and not having to move the car until leaving the District (26%). The factors receiving the most votes for “least important” were cost (36%), security/safety (24%), and not having to move the car (24%).

Respondents were also asked to register their preference for certain parking scenarios pitted against one another. 59% of respondents preferred free parking paired with a longer walk to the destination, but when asked to name a price point for an available space in the Short North, 50% were willing to pay between \$1.00 and \$1.50 (as opposed to 34% who were willing to pay less than \$1.00). Also noteworthy was an aversion to more stringent parking time limits; 95% of respondents either wanted limits to remain the same or be extended.

FIGURE 39 ALL RESPONDENTS: CONSIDERATIONS IN PARKING CHOICE

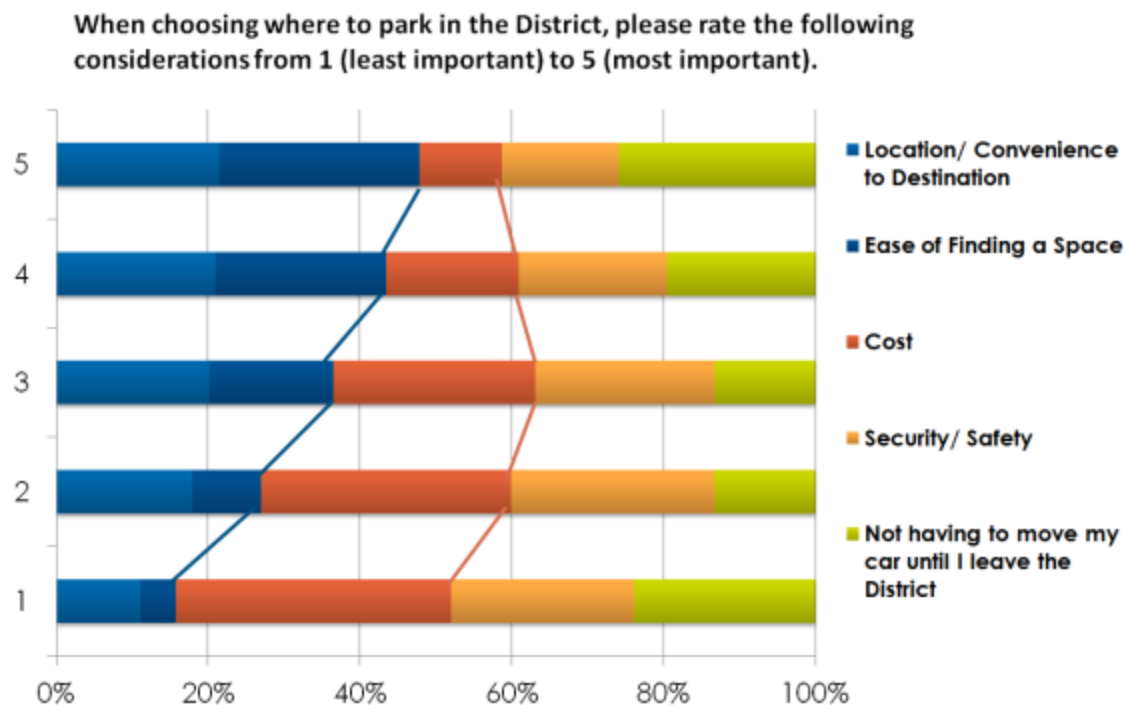


FIGURE 40 ALL RESPONDENTS: PREFERENCE FOR PARKING PAYMENT

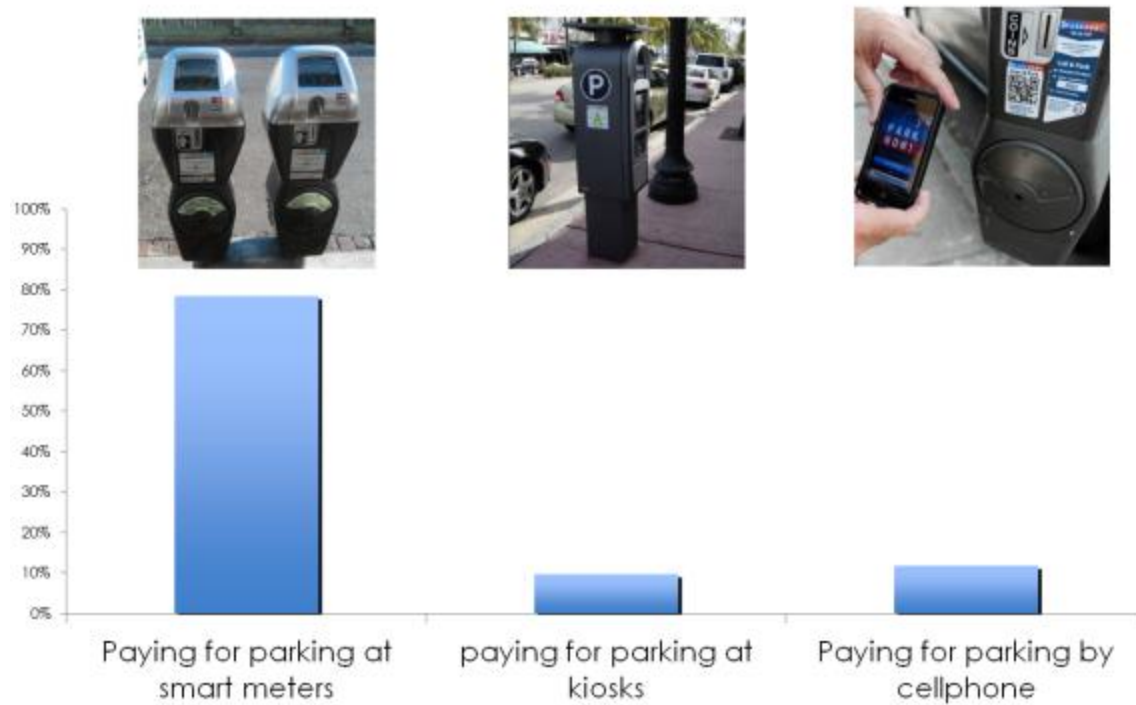


FIGURE 41 ALL RESPONDENTS: PREFERENCE FOR COST/ DESTINATION TRADEOFFS

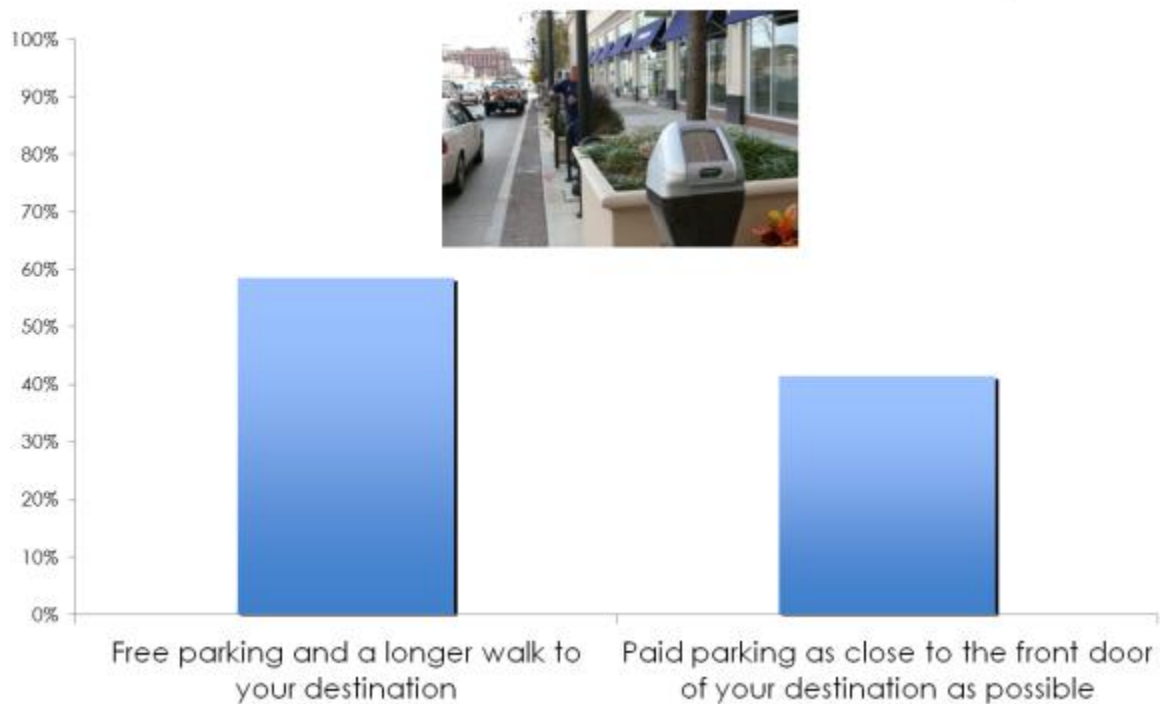


FIGURE 42 ALL RESPONDENTS: PREFERENCE FOR TIME LIMITS

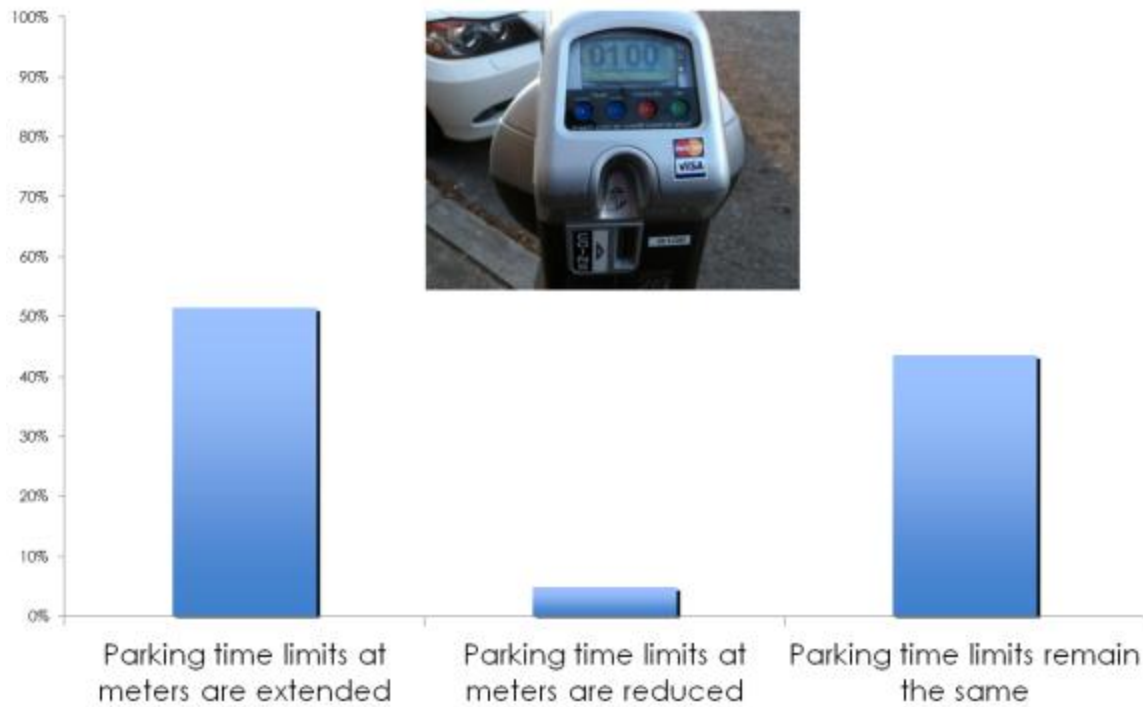
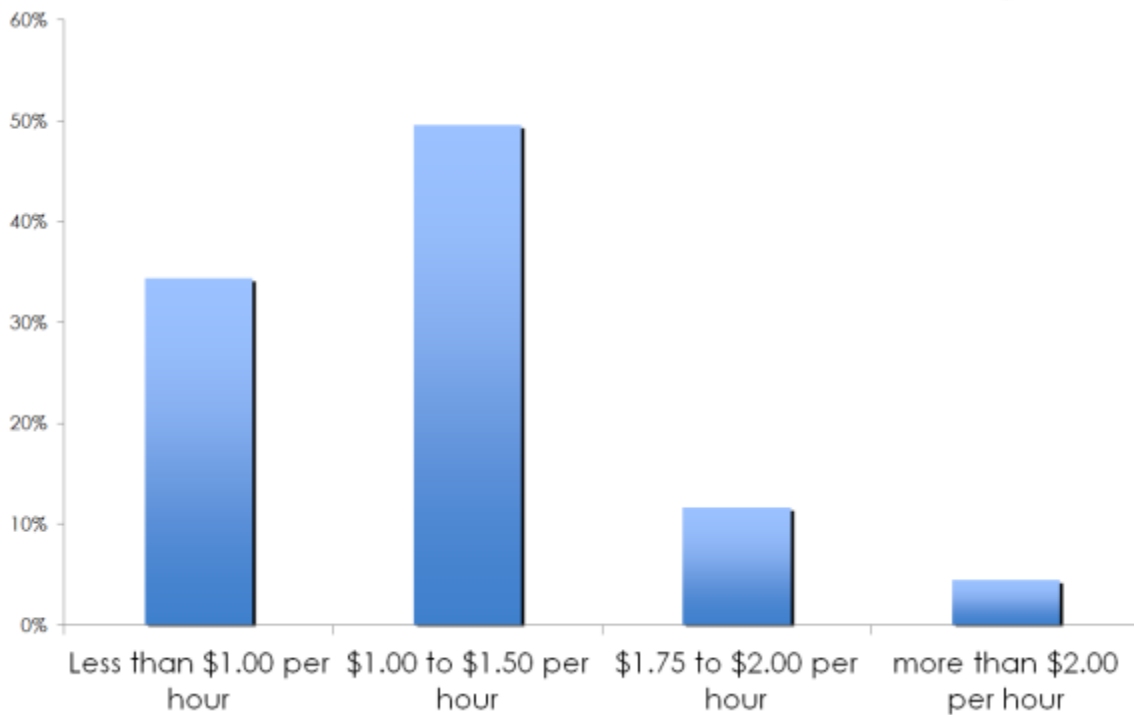


FIGURE 43 ALL RESPONDENTS: WILLINGNESS TO PAY FOR AN AVAILABLE PARKING SPACE



4 PARKING SUPPLY AND UTILIZATION

This section documents the current conditions of the Short North's parking facilities based on extensive data collection efforts conducted in the spring of 2014. This includes identifying the existing parking assets, how they are used today, and the City's current parking management strategies.

PARKING INVENTORY

A complete understanding of the parking supply is the base component to understanding parking patterns and behaviors. To catalog all the parking spaces in the Short North study area, the team completed a thorough field review in the defined study areas. The team documented all on-street spaces and all general- access and restricted parking facilities, excluding driveways in abutting residential areas. The inventory was compiled and used to create a complete parking database of all parking facilities in the Short North. The database was then geocoded to spatially display the existing parking areas on maps. This initial work created the base information used throughout the entire project.

The following section will outline existing parking inventory at various analysis levels to gather a more detailed understanding of parking within different neighborhood context. Parking inventory will be broken down into the following analysis areas:

- The larger study area (entire Short North study area)
- High Street Analysis Zone (High Street from King Avenue to the Cap, including two blocks east to Summit Street and west to Dennison Avenue)
- Italian Village Analysis Zone (from Summit to the railroad tracks)
- Harrison West and Victorian Village Analysis Zone (from Dennison to Olentangy River)
- Downtown Analysis Zone (from the Cap to Convention Center Drive)

STUDY AREA

The study area selected for the parking study covers a majority of spaces in the Short North. The study area is generally bounded by:

- North- 7th Avenue/ King Avenue
- East- the railroad tracks (east of Fourth Street)
- West- the Olentangy River
- South- Convention Center Drive

The study area focuses on key areas of activity and neighborhoods within the Short North District, but also include a few streets just south of Goodale Street that begin to transition into the Arena District. This was done to capture parking assets and parking activity in the streets closest to the Short North. The study areas' boundaries were reviewed with City staff and the Advisory

Committee and approved per the scope of this effort to confirm that major centers of activity were included.

EXISTING PARKING SUPPLY: STUDY AREA

Based on fieldwork conducted in February through April 2014, there are approximately 25,650 public and private parking spaces from the Short North study area. The parking inventory includes all off-street spaces in parking lots and garages that contained more than three spaces. Single-family residential driveways and garages were excluded in the inventory. As noted in Figure 44, a majority of the on-street and off-street spaces available are privately restricted, meaning they are restricted to particular users. Spaces that are restricted to designated users only are not publicly available, examples include customer-only or employee-only parking.

Off-Street parking has been generally categorized in three ways to focus on who spaces are available to:

- *General access* parking is available for public use is owned by a public entity
- *Restricted access* parking is dedicated to a specific population, such as customers, tenants, or employees.
- *Mixed access* parking is available for public use, during a portion of the day or entire day, and is owned by a private entity

FIGURE 44 SHORT NORTH STUDY AREA - ON AND OFF-STREET PARKING

PARKING LOCATION	NUMBER OF SPACES	PERCENTAGE	% GENERAL ACCESS	% PRIVATE/ RESTRICTED ACCESS	% MIXED ACCESS
On-Street	8,819	34%	100%	0%	0%
Off-Street	16,834	66%	17%	81%	2%
Total	25,653	100%			

The existing parking regulations for on- and off-street parking throughout High Street and neighborhoods within the Short North totaled over 120 combinations regulations. The legend in Figure 45 is a simplified table of existing regulations grouped by general categories.

FIGURE 45 PARKING REGULATIONS LEGEND

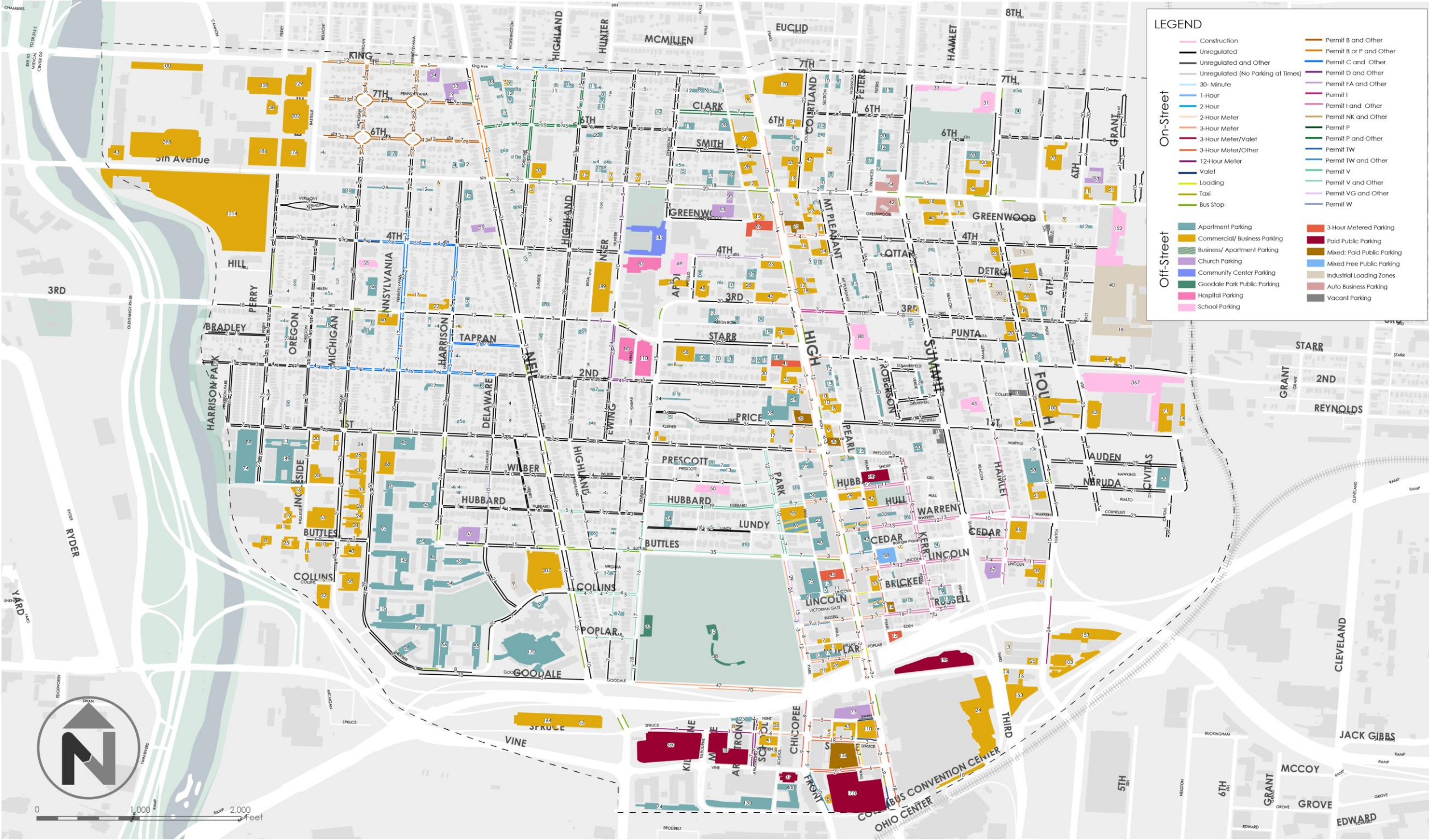


KEY FINDINGS

- There are approximately 25,650 spaces in the Short North study area
- There is more off-street supply (66%) than to on-street (34%)
- All on-street parking spaces are publicly available (8,819), and include permit areas which will be described in the following section.
- A majority (81%) of the off-street parking supply is restricted access for residences and businesses for employees, customers, and residents, e.g. customer-only, employee- only, resident-only and customer and employee parking

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FIGURE 46 SHORT NORTH STUDY AREA- PARKING SUPPLY AND REGULATIONS



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PARKING REGULATIONS: STUDY AREA

On-Street Parking

Within the boundaries of the study area there are numerous on-street parking regulations that were observed and recorded. Figure 47 shows a simplified breakdown of on-street regulations, however within each of these broader categories there are numerous variations of hours of operation, time limits, etc., each of which will be covered below. Overall, within the study area, a majority of the on-street parking supply is "unregulated", or unrestricted, meaning that anyone can park on-street, for as long as they desire, regardless of trip purpose.

Metered Parking: Metered parking is predominantly located in key areas, along High Street, some key streets that intersect High Street, and around Goodale Park. Most metered parking within the boundaries of the study area are 3-hour time limit, however more remote areas have longer metered spans. There are numerous locations along High Street where metered parking is converted to valet parking, either during the afternoon or evening time period for specific nights during the week or weekend. Along Park Street, there are approximately 44 metered spaces that become permit only parking for VG permit holders during the evening hours.

Time Limited Parking: A small portion of the parking in the Short North is unregulated with no time limits and no fees associated with parking, as shown in Figure 47. Spaces that are regulated within the study area are time-regulated and generally fall into three different categories: 30 minute, 1 hour, and 2 hour spaces. These spaces are time-regulated to encourage turnover, preserving them for patrons of the shops and restaurants or residents residing in the neighborhood. A majority of permit parking contains time limits to non-resident parkers, which is not included here this category but described in more detail below.

Permit Parking: The City manages a permit-parking program that allows for both residents and employees to purchase an annual permit to park in designated areas throughout the Short North. Often, the time span and hours of operations vary for time limited parking varies from permit type and sometimes neighborhood location within that permit type. A majority of these time-limited spaces are created as part of the neighborhood permit program to restrict the hours or time span of non-resident parkers in residential streets. As shown in Figure 47 below, there are typically four types of permits:

- Morning/Afternoon Restricted, during which the morning/afternoon hours are restricted to permit holders for parking
- Evening Restricted, during which the evening hours are restricted to permit holders for parking
- All Day Restricted, during which only permit holders are allowed to park for the entire day
- All Day w/ Time Limit, during which permit holders have access to park for the entire day, however non-permit holders has access for a limited time period during a certain time span

Unregulated Parking: A majority (70%) of on-street spaces in the Short North study area are unregulated, meaning that any user group is allowed to park for both a short and extended time period. Most of this parking is located in the residential neighborhood streets in Harrison West, Victorian Village, and Italian Village.

FIGURE 47 STUDY AREA - ON-STREET PARKING REGULATIONS

Regulation	Supply	Percent
Metered Parking	744	8%
12-Hour Meter	62	
6-Hour Meter (VG Permit)	44	
3-Hour Meter	595	
3-Hour Meter w/ Valet	43	
Time Limited Parking	41	1%
30-Minute	4	
1-Hour	22	
2-Hour	15	
Permit	1,843	21%
Morning/ Afternoon Restricted	675	
Evening Restricted	549	
Permit All Day	420	
Permit All Day w/ Time Limit	199	
Unregulated	6,157	70%
Unregulated	6,142	
Unregulated w/Valet	15	
Construction (temporary)	34	<1%
Total	8,819	100%

Off-Street Parking

Off-Street parking has been generally categorized in three ways to focus on who spaces are available to:

- *General access* parking is available for public use is owned by a public entity
- *Restricted access* parking is dedicated to a specific population, such as customers, tenants, or employees.
- *Mixed access* parking is available for public use, during a portion of the day or entire day, and is owned by a private entity

General Access: These spaces are categorized as public parking in the table below, which can be categorized into two different categories, daily rate parking and hourly metered parking. The metered off-street parking lots are owned and managed by the City of Columbus

and include places such as the Buttles Street lot, Greenwood Lot, etc. These lots are 3-hour time limited and meters run from 8am to 10pm, Monday through Saturday. The public parking categorized as daily rate parking includes off-street lots such as the North Star lot and garages such as the Hub Garage, Vine Street Garage, etc. These lots are open and accessible to the general public. Public parking locations only comprise about 18% of all of the off-street parking within the Short North study area.

Restricted Access: Restricted access parking, or private parking, comprise a large portion of the off-street parking supply in the Short North, approximately 80%. Within this category, business and apartment parking supply comprise a majority of the private parking. This parking is not open to the general public, and may only be for customers for businesses, restricted to residents, or business tenants or employees.

FIGURE 48 STUDY AREA- OFF-STREET PARKING REGULATIONS

Regulation	Supply	Percent
Public Parking	3,035	18%
3-Hour Meter	157	
Daily Rate	2,878	
Private Parking	13,501	80%
Apartment	4,503	
Commercial/Retail	1,645	
Apartment/ Commercial	72	
Business	5,464	
Church	429	
School/ Community Center	1,081	
Hospital	277	
Vacant	30	
Mixed	298	2%
Total	16,834	100%

High Street Analysis Zone

For the purpose of this analysis, the High Street Analysis Zone is defined as the section of High Street from King Avenue to Goodale and includes the area east to but not include Summit Street, west but not including Dennison Avenue.

KEY FINDINGS

- There are approximately 6,100 on and off-street parking spaces in the High Street study area
- A majority (85%) of the off-street supply is restricted access, with about 10% of off-street parking accessible to the general public
- A majority of off-street restricted access supply belongs to apartment buildings
- Even near High Street, about half of the on-street parking is unregulated and the other half is metered and permitted
- A majority of the permit spaces are all day permits, meaning only permit holders can park at any given time or day.

FIGURE 49 HIGH STREET ANALYSIS ZONE- ON AND OFF-STREET PARKING

PARKING LOCATION	NUMBER OF SPACES	PERCENTAGE	% GENERAL ACCESS	% PRIVATE/ RESTRICTED ACCESS	% MIXED ACCESS
On-Street	2,365	38%	100%	0%	0%
Off-Street	3,779	62%	11%	85%	4%
Total	6,144				

FIGURE 50 HIGH STREET ANALYSIS ZONE- ON- STREET PARKING REGULATIONS

Regulation	Supply	Percent
Metered Parking	549	23%
6-Hour Meter (VG Permit)	44	
3-Hour Meter	487	
3-Hour Meter w/ Valet	18	
Time Limited Parking	4	<1%
30-Minute	4	
Permit	628	27%
Morning/ Afternoon Restricted	50	
Evening Restricted	86	
Permit All Day	379	
Permit All Day w/ Time Limit	113	
Unregulated	1,184	50%
Unregulated	1,181	
Unregulated w/Valet	3	
Total	2,365	100%

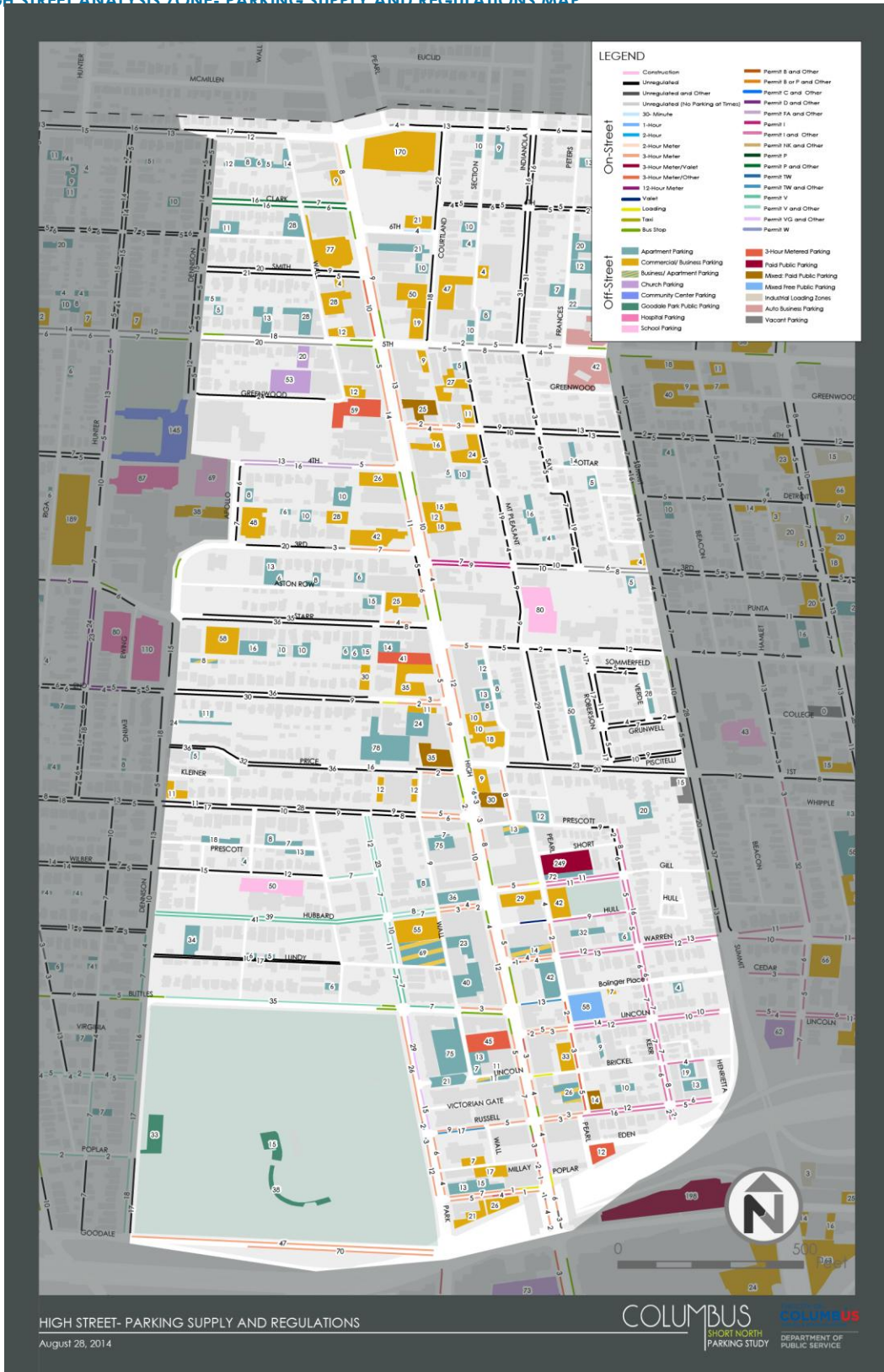
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FIGURE 51 HIGH STREET ANALYSIS ZONE- OFF-STREET PARKING REGULATIONS

Regulation	Supply	Percent
Public Parking	406	11%
3-Hour Meter	157	
Daily Rate	249	
Private Parking	3,211	85%
Apartment	1,459	
Commercial/Retail	747	
Apartment/ Commercial	72	
Business	629	
Church	73	
School/ Community Center	216	
Vacant	15	
Mixed	162	4%
Total	3,779	100%

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FIGURE 52 HIGH STREET ANALYSIS ZONE- PARKING SUPPLY AND REGULATIONS MAP



Italian Village (East) Analysis Zone

The Italian Village Analysis East Zone encompasses the areas east of and including Summit Street to the railroad tracks, and north from 7th Avenue to I-670. A portion of the Italian Village neighborhood falls into the High Street Analysis Zone, however this does not include that area.

KEY FINDINGS

- There is almost an even split of on and off-street parking supplies in the Italian Village Analysis Zone
- All of the off-street parking supply in this area is restricted access and not open to the general public
- On-street parking is predominantly unregulated, meaning anyone is able to park for an unlimited time period during any time
- All permit parking in this area is only restricted during the evening hours, meaning only permit holders have the opportunity to park during the evening and overnight hours on some neighborhood streets.

FIGURE 53 ITALIAN VILLAGE (EAST) ANALYSIS ZONE- ON AND OFF-STREET PARKING

PARKING LOCATION	NUMBER OF SPACES	PERCENTAGE	% GENERAL ACCESS	% PRIVATE/ RESTRICTED ACCESS	% MIXED ACCESS
On-Street	1,658	45%	100%	0%	0%
Off-Street	1,975	54%	0%	100%	0%
Total	3,633	100%			

FIGURE 54 ITALIAN VILLAGE (EAST) ANALYSIS ZONE- ON-STREET PARKING REGULATIONS

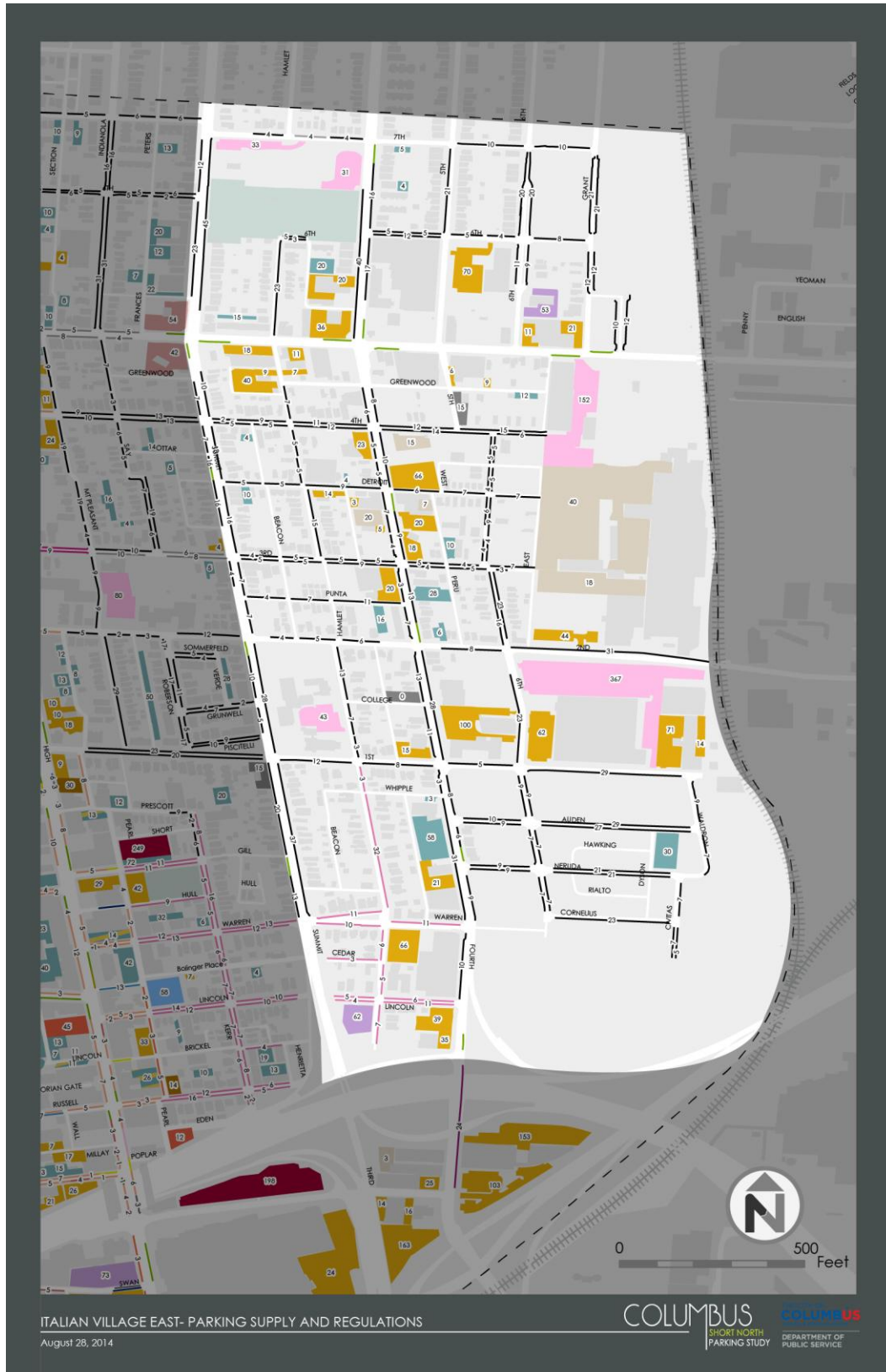
REGULATION	SUPPLY	PERCENT
Permit	114	7%
Evening Restricted	114	
Unregulated	1,544	93%
Unregulated	1,544	
Total	1,658	100%

FIGURE 55 ITALIAN VILLAGE (EAST) ANALYSIS ZONE- OFF-STREET PARKING

REGULATION	SUPPLY	PERCENT
Private Parking	1,975	100%
Apartment	225	
Commercial/Retail	266	
Business	728	
Church	115	
School/ Community Center	626	
Vacant	15	
Total	1,975	

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FIGURE 56 ITALIAN VILLAGE (EAST)- PARKING SUPPLY AND REGULATIONS MAP



Harrison West/ Victorian Village (west) Analysis Zone

The Harrison West and Victorian Village Analysis Zone encompasses the areas just west of and including Dennison Avenue to the Olentangy River to the west, and from King Avenue to Goodale to the south. A portion of Victorian Village has been incorporated in to the High Street Analysis Zone and is not included in the analysis below. For the purpose of this analysis, Harrison West and Victorian Village neighborhoods were combined because of data collection and survey efforts, which will be discussed in the subsequent section. The team has made note that there are subsequent differences in neighborhood contexts and characters which have been taken into consideration in these analyses and overall study process.

KEY FINDINGS

- There is slightly more off-street supply compared to on-street parking assets, but much of this is at the periphery
- Approximately 75% of on-street parking is unregulated and located in residential neighborhoods
- There are no metered areas in this zone and a majority of the time-limited parking is associated with permit regulations
- A majority of on-street permit parking is restricted during the evening and overnight time periods, allowing for day time parking for non-permit holders
- There are no general access or public parking facilities in this zone
- A majority of the off-street parking facilities belong to private businesses and are concentrated in the industrial areas of the Harrison West neighborhood near the Olentangy River.

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FIGURE 57 HARRISON WEST/ VICTORIAN VILLAGE (WEST) ANALYSIS ZONE- ON AND OFF-STREET PARKING

PARKING LOCATION	NUMBER OF SPACES	PERCENTAGE	% GENERAL ACCESS	% PRIVATE/ RESTRICTED ACCESS	% MIXED ACCESS
On-Street	4,570	41%	100%	0%	0%
Off-Street	6,692	59%	0%	100%	0%
Total	11,262				

FIGURE 58 HARRISON WEST/ VICTORIAN VILLAGE (WEST) ANALYSIS ZONE- ON-STREET PARKING

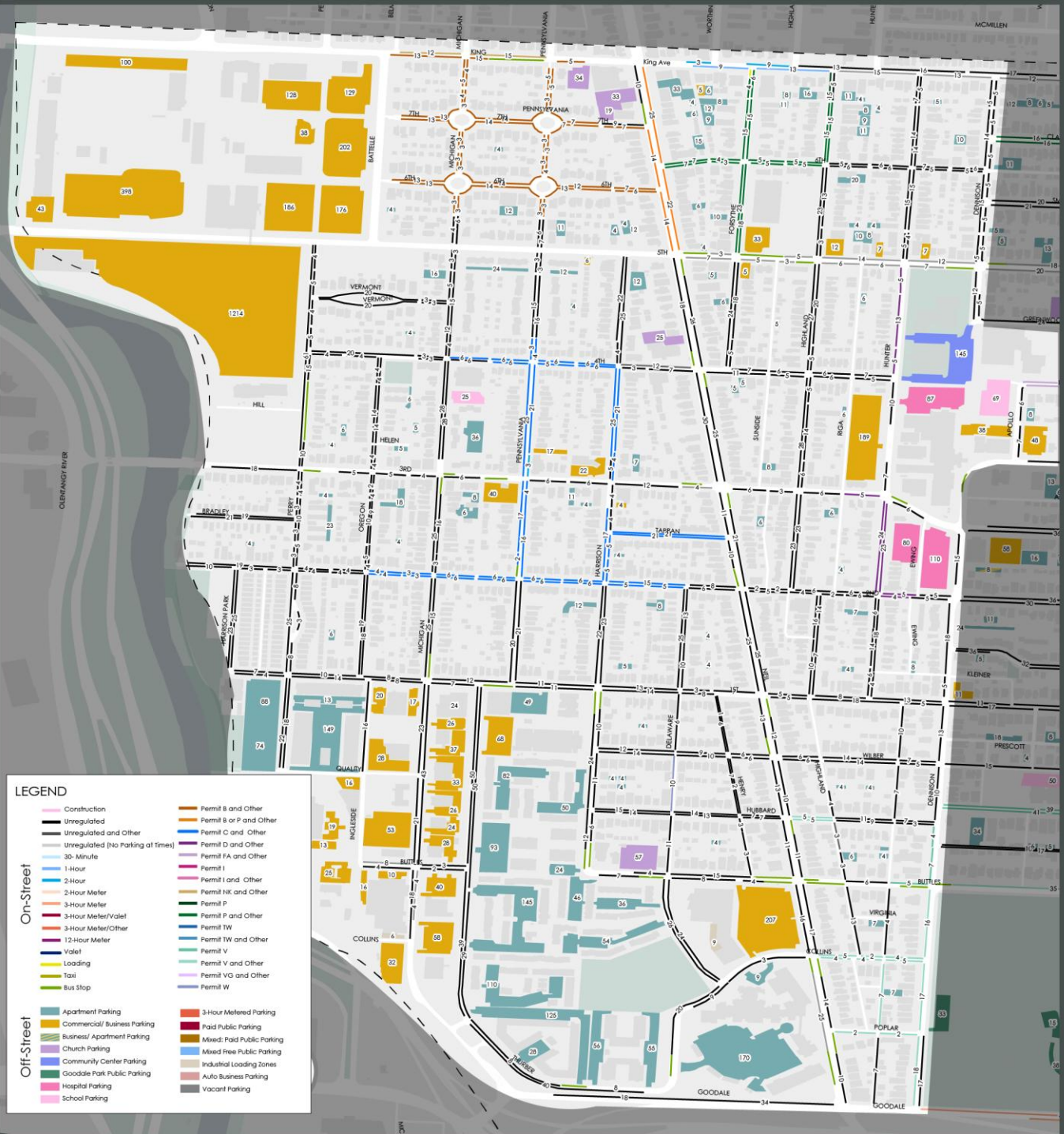
REGULATION	SUPPLY	PERCENT
Permit	1,083	24%
Morning/ Afternoon Restricted	339	
Evening Restricted	617	
Permit All Day	41	
Permit All Day w/ Time Limit	86	
Time Limited	37	<1%
1-Hour	22	
2-Hour	15	
Unregulated	3,416	75%
Unregulated	3,413	
Unregulated w/ Valet	3	
Construction	34	<1%
Total	4,570	

FIGURE 59 HARRISON WEST/ VICTORIAN VILLAGE (WEST) ANALYSIS ZONE- OFF-STREET PARKING

REGULATION	SUPPLY	PERCENT
Private Parking	6,692	100%
Apartment	2,190	
Commercial/Retail	355	
Business	3,463	
Church	168	
School/ Community Center	239	
Hospital	277	
Total	6,692	

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FIGURE 60 HARRISON WEST/ VICTORIAN VILLAGE (WEST) ANALYSIS ZONE- PARKING SUPPLY AND REGULATIONS MAP



HARRISON WEST/ VICTORIAN VILLAGE- PARKING SUPPLY AND REGULATIONS
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Downtown Analysis Zone

To accurately portray the potential impact area, the Short North Study Area was expanded to include a small portion of the downtown. The Downtown Analysis Zone includes the areas just south of Goodale and I-670 to Convention Center Drive to capture public and private parking assets.

KEY FINDINGS

- Almost all of parking in this analysis zone is off-street parking (95%).
- A majority is openly accessible to the general public to park, which includes the Vine Street Garage and the Arena Crossing Garage
- A majority of the on-street supply near the Arena district businesses are 3-hour metered, however there are 12-hour metered spaces located in more remote locations just west of these businesses
- Permit parking in this district is primarily Permit TW, which is designated parking for two-wheeled motorcycle vehicles
- The only mixed off-street parking asset is the North Market Lot, which allows for both business parking and general access parking for the public.

FIGURE 61 DOWNTOWN ANALYSIS ZONE- ON AND OFF-STREET PARKING

PARKING LOCATION	NUMBER OF SPACES	PERCENTAGE	% GENERAL ACCESS	% PRIVATE/ RESTRICTED ACCESS	% MIXED ACCESS
On-Street	226	5%	100%	0%	0%
Off-Street	4,388	95%	58%	39%	3%
Total	4,614				

FIGURE 62 DOWNTOWN ANALYSIS ZONE- ON-STREET PARKING REGULATIONS

REGULATION	SUPPLY	PERCENT
Metered	195	86%
3-Hour Meter	108	
12-Hour Meter	62	
Meter w/ Valet	25	
Permit	18	8%
Morning/ Afternoon Restricted	18	
Unregulated	13	6%
Unregulated	13	
Total	226	100%

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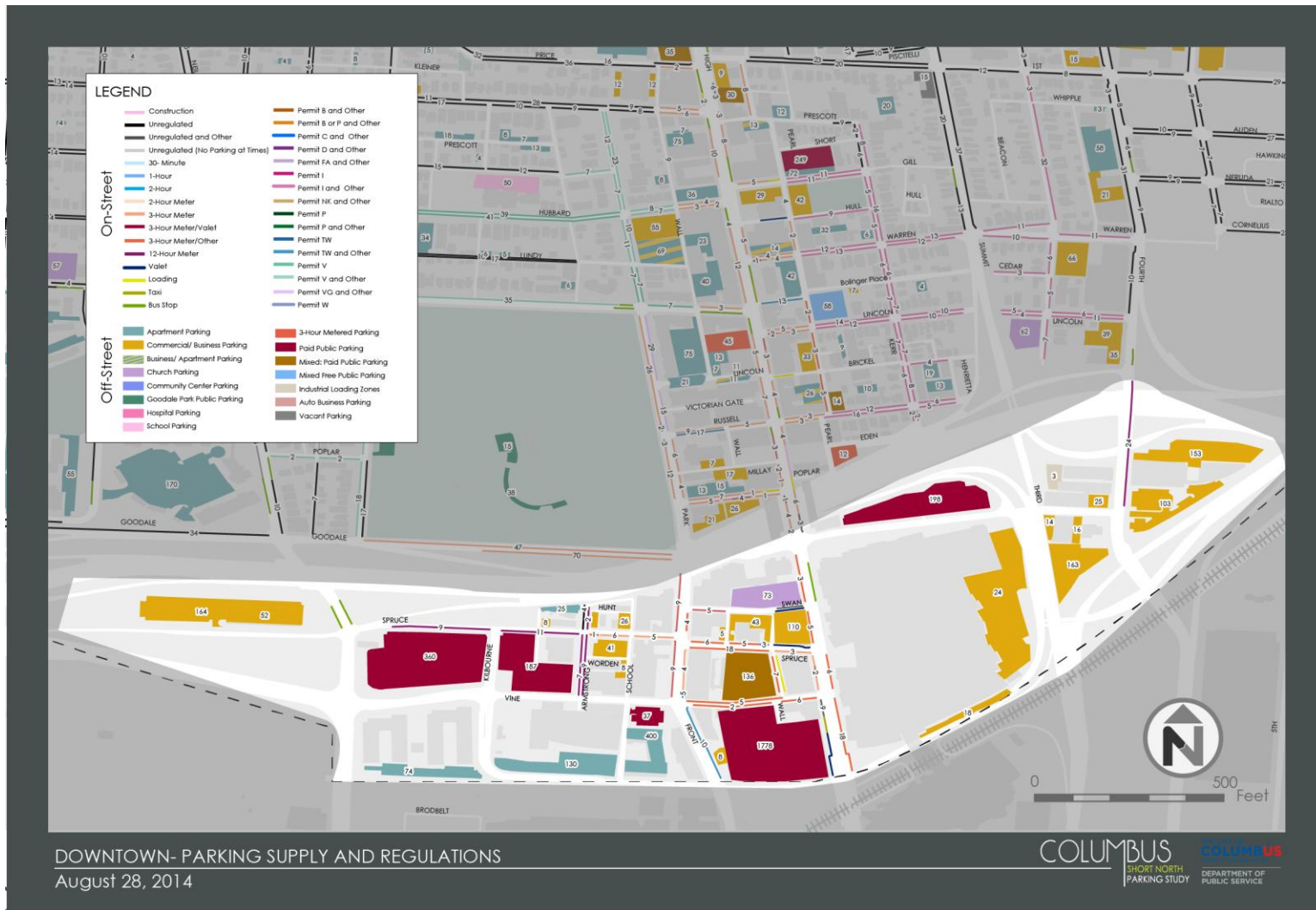
FIGURE 63 DOWNTOWN ANALYSIS ZONE- OFF-STREET PARKING REGULATIONS

REGULATION	SUPPLY	PERCENT
Public Parking	2,560	58%
Daily Rate	2,560	
Private Parking	1,692	39%
Apartment	629	
Commercial/Retail	223	
Business	767	
Church	73	
Mixed	136	3%
Total	4,388	100%

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FIGURE 64 DOWNTOWN ANALYSIS ZONE- PARKING SUPPLY AND REGULATIONS



5 PARKING UTILIZATION

Parking utilization counts provide a time series of typical parking demand for a typical day. To complete this analysis, individuals count parked cars in each on-street segment or lot at pre-determined time intervals in a study area. Land usage, regulation, pricing, and convenience can drastically impact how even adjacent parking assets are utilized. By compiling parking utilization comprehensively, the study can begin to clearly identify patterns of high or low usage, the impact of regulations, and assess how much of the parking supply is utilized throughout the day.

In order to ensure that parking management systems are operating efficiently, a certain level of availability is preferred both on-and off-street. It is ideal to have at least one empty on-street space per block face in a downtown, ensuring easy customer access to businesses. This typically equates to about 1 out of 8 spaces free, or a target of 15- percent vacant per block face. Similarly a goal of at least 10-percent vacancy is considered ideal in off-street lots. If any facility has less availability, it is effectively at its functional capacity and drivers perceive parking problems.

The project team conducted parking utilization counts on a typical weekday and weekend for the Short North study area. The study area was broken up into two different zones for data collection. In order to closely analyze the parking impacts surrounding High Street, survey efforts in this zone were conducted every 2-hours. The other areas in Italian Village, Harrison West, Victorian Village, and Downtown were conducted every 4-hours to provide a snapshot of parking activity during the morning, afternoon, and evening hours.

Weekday counts were conducted on Thursday, April 10th, 2014, a normal business day for shops and restaurants. Data collectors captured weekday parking demand for 16 hours with a first pass beginning at 8am and the last beginning at 10pm, with counts every two hours along High Street and 4-hour in other zones. Data collection began in the early morning to identify the impacts of employee parking. In the evening, data was collected through midnight to fully assess parking demand associated with town's restaurants and other evening activities. A weekend count was conducted on the previous Saturday, April 12th, 2014 during from 10am until 10pm, with counts every two hours along High Street, and 4-hours in other areas.

METHODOLOGY

It is important to note that individuals collecting data collected each on-street segment and off-street lot at exact intervals. For example if Buttles Street Lot was counted at 8:00AM in the first loop, then it was counted at 10:00AM during the second loop, etc. This consistency ensured data accuracy helps to draw conclusions about trends of 2-hour intervals. The team coordinated in advance with the City to ensure that there were no special events that would influence parking utilization. The team also worked closely with garage operators in the study area to gather garage gate counts for a number of garages in the study area. This allowed for data collectors to work more efficiently.

The study area was divided into various data collection zones in order to realistically cover a survey of the entire study area. Unfortunately during the first survey date, data collectors were not able to cover some areas within the High Street Analysis Zone because the routes took longer than anticipated. This was brought to the attention of the City and the Community Advisory Group along with the possibility of recollecting data missed from the various time periods on Thursday. The consensus was that, although the complete data was lacking, overall conclusions could still be drawn about the High Street area based on nearby utilization patterns and recollecting data from these missing time periods would not be necessary.

Weekday Utilization

Understanding how parking is managed requires being able to describe how parking facilities and on-street parking interact with each other throughout the course of a day. A chart of hourly utilization rates for one specific location is valuable, but seeing how that location behaves among others located nearby can reveal patterns and trends not evident in numbers alone. The lot which is completely full may be right around the corner from another lot that has plenty of availability at the same time.

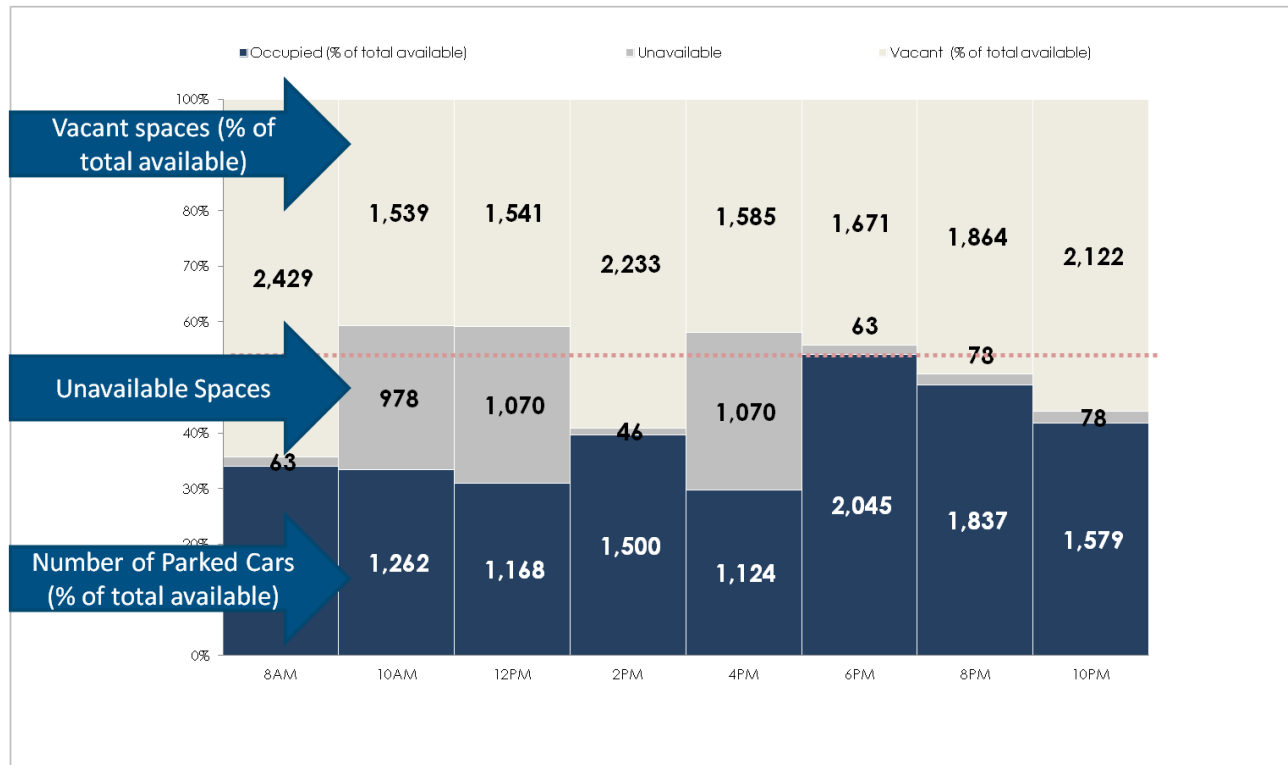
Using the utilization data, the consultant team developed a series of maps based on the parking inventory map. Color represent the percentage of spaces utilized at each location based on notable breaks used to evaluate the adequacy of a parking facility:

- **“Cool” light blue/blue** refers to 0-80% utilization, a point at which on-street blocks and off-street facilities are less than half full and viewed as underutilized. Any resource that consistently performs at this level, especially during peak-demand periods should be viewed as excess capacity.
- **“Ideal” green** refers to blocks and facilities with 81% to 90% utilization, and represent actively used resources. The nearer utilization levels approach the high end of this range, the more efficient they are being utilized.
- **“Warning” pink** refers to utilization about 91% and is considered at capacity. While maximizing efficiency, these blocks often look or “feel” full to drivers, and can consequently give the impression of lack of parking.
- **“Critical” red** denotes parking beyond the marked capacity. Resources that consistently perform at this level will generate common perceptions of lack of parking options.
- **“Grey”** refers to facilities that were either missed because of route timing, as noted previously, skipped because facilities were not available or accessible, or unavailable for parking during that time period (e.g. metered parking transitioning into valet parking)

Below are the key findings for weekday utilization, followed by the spatial analysis map that shows the peak utilization. Key findings from the utilization analysis will be presented for the entire study area boundary, and also by the various analysis zones described previously.

A series of charts demonstrating parking utilization profiles will be provided for each analysis zone. Shown below each of these charts demonstrates the number of cars over the course of a day. The blue chart indicates the number of parked vehicles, the tan demonstrates the number of vacant spaces, and the grey represents the number of spaces there were “unavailable”, meaning they were not counted because either they were not accessible and there available or they were missed during that time period.

FIGURE 65 PARKING UTILIZATION CHART- SAMPLE



Study Area Analysis Zone

The study area includes all on- and off-street parking within the boundaries of the study area.

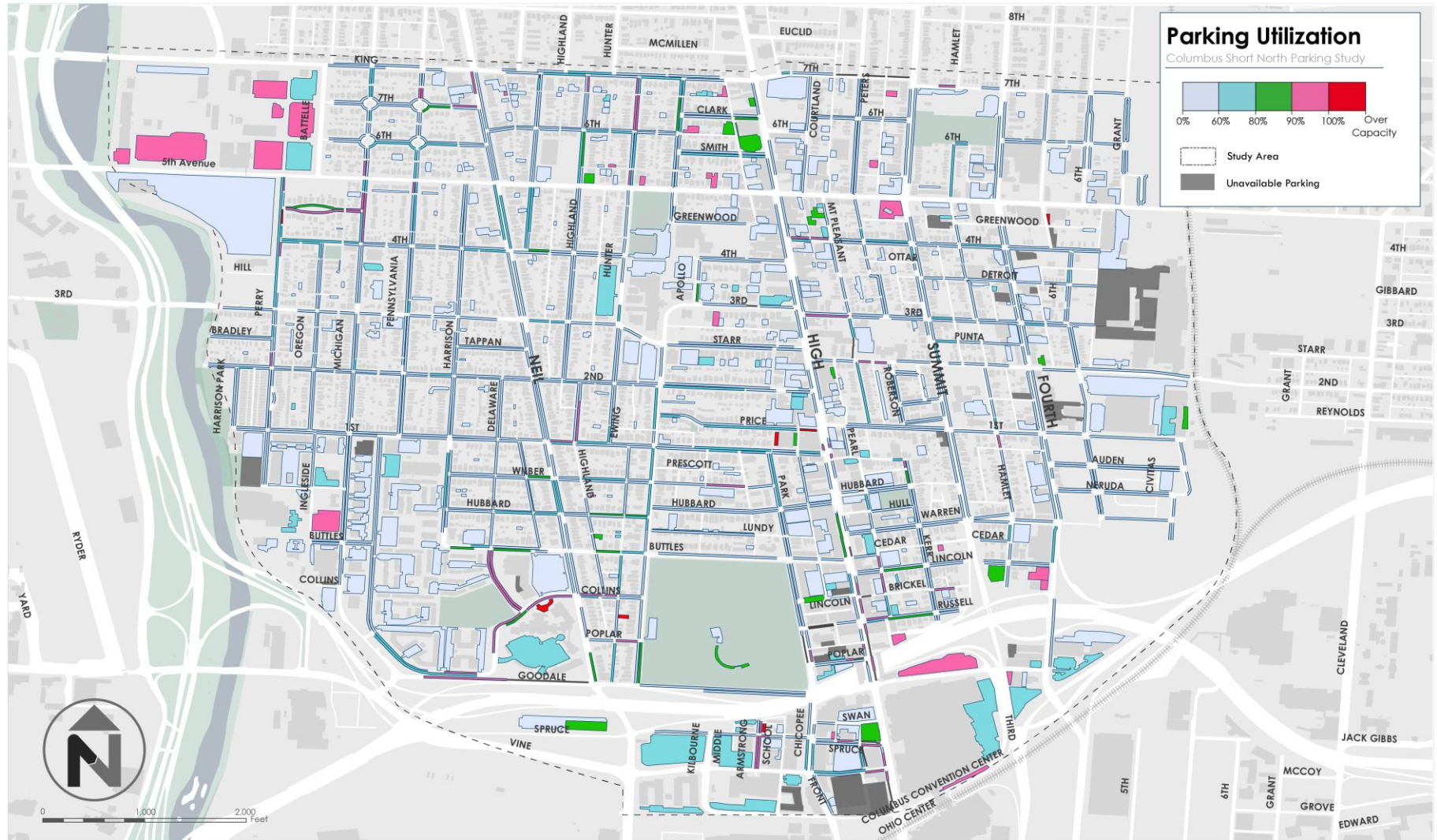
KEY FINDINGS- WEEKDAY

- During the early to mid-morning hours, there are pockets of high utilization activity surrounding areas like Battelle, the Convention Center, and on and off-street areas near Westminter Thurber and generally private business lots. However, overall utilization is low and there is ample supply both in on and off-street areas.
- In the early to mid-afternoon hours on-street parking demand is concentrated along High Street south of 1st Avenue. The demand along High Street during the mid afternoon bleeds about one block both east and west of High just south of 1st Avenue.
- During the afternoon there is ample supply both on and off-street, however there are small pockets of high demand, such as on-street parking near the 6th and 7th Avenue permit areas
- The evening peak period occurs around 6pm, during which on-street parking is at a premium. High Street demand extends north to 2nd Avenue and about 2-3 blocks east of High Street but not past Summit Street and west toward Dennison Avenue and beyond Neil Avenue.
- During the evening peak, demand for public off-street facilities is reaching capacity, in the Short North and evening in the public facilities in downtown. Most private off-street facilities near and along High Street have ample supply and are underutilized.

- During the evening peak, a majority of the permit areas, with the exception of ones closest to High Street such as Permit I, Permit V, Permit VG, etc., and Permit B on 6th and 7th, have comparably lower utilization.

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FIGURE 66 SHORT NORTH PARKING STUDY AREA UTILIZATION- THURSDAY 8AM



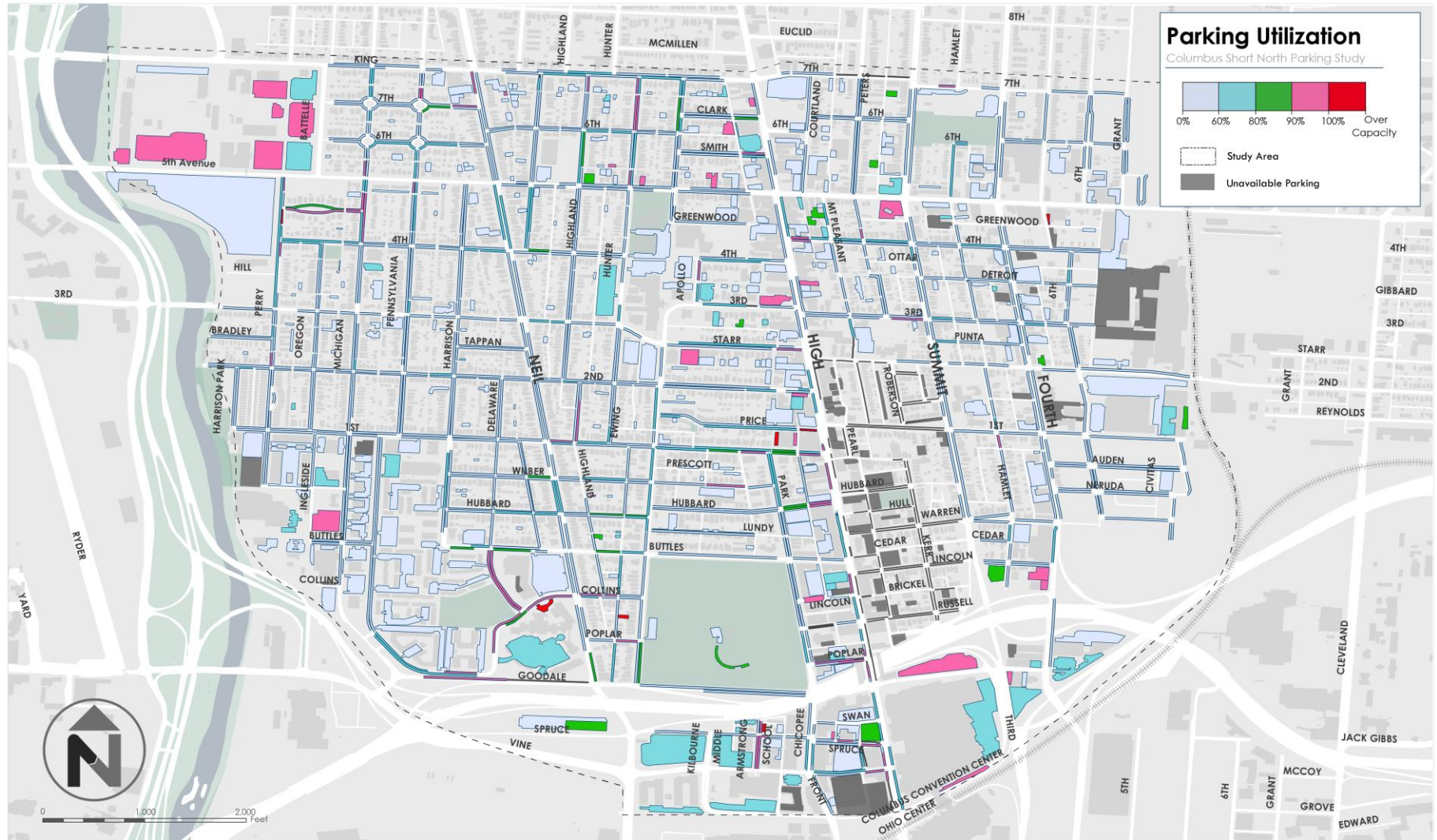
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FIGURE 67 SHORT NORTH PARKING STUDY AREA UTILIZATION- THURSDAY 10AM

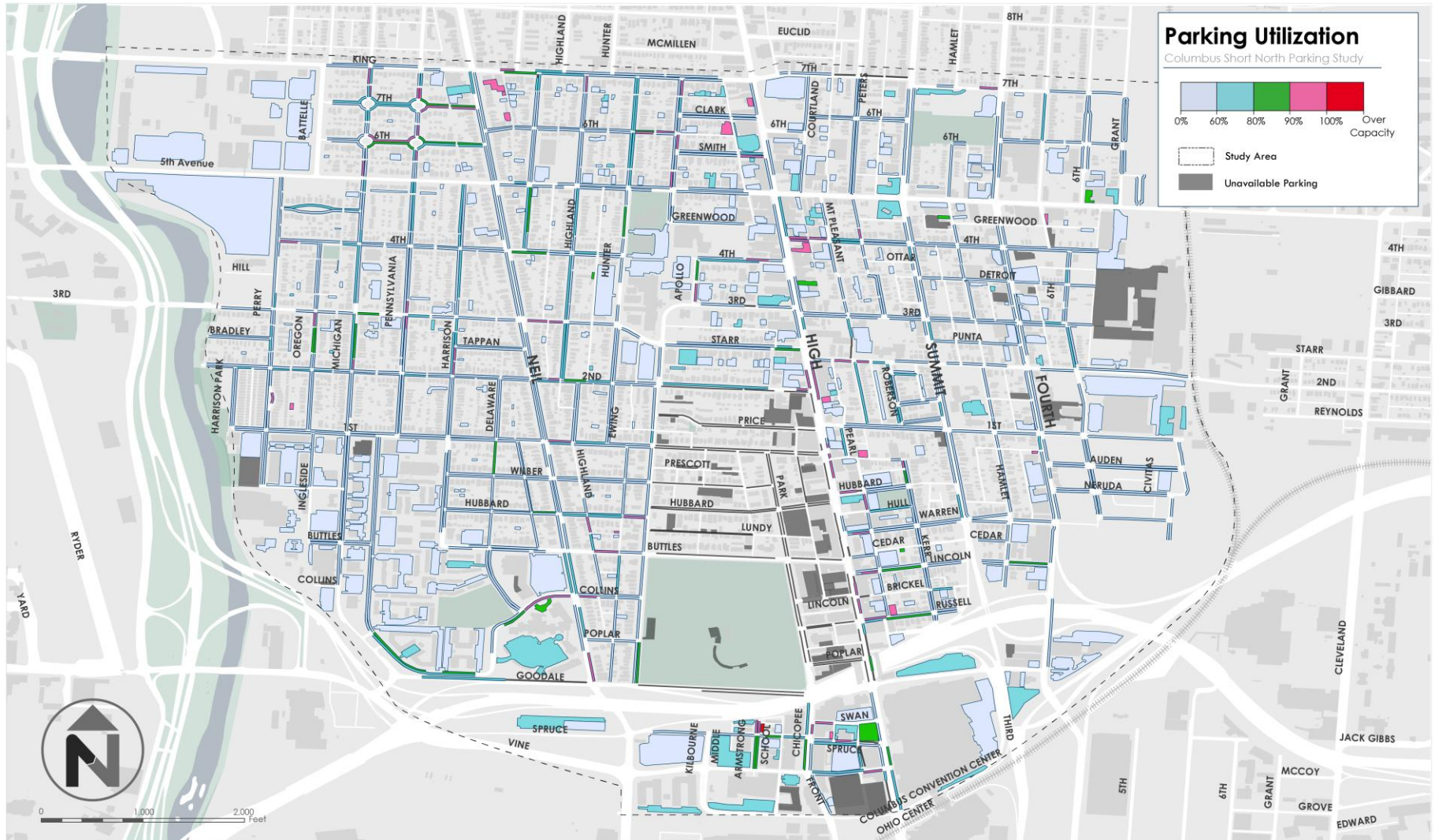


COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION THURSDAY 10AM

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FIGURE 68 SHORT NORTH PARKING STUDY AREA UTILIZATION- THURSDAY 12PM



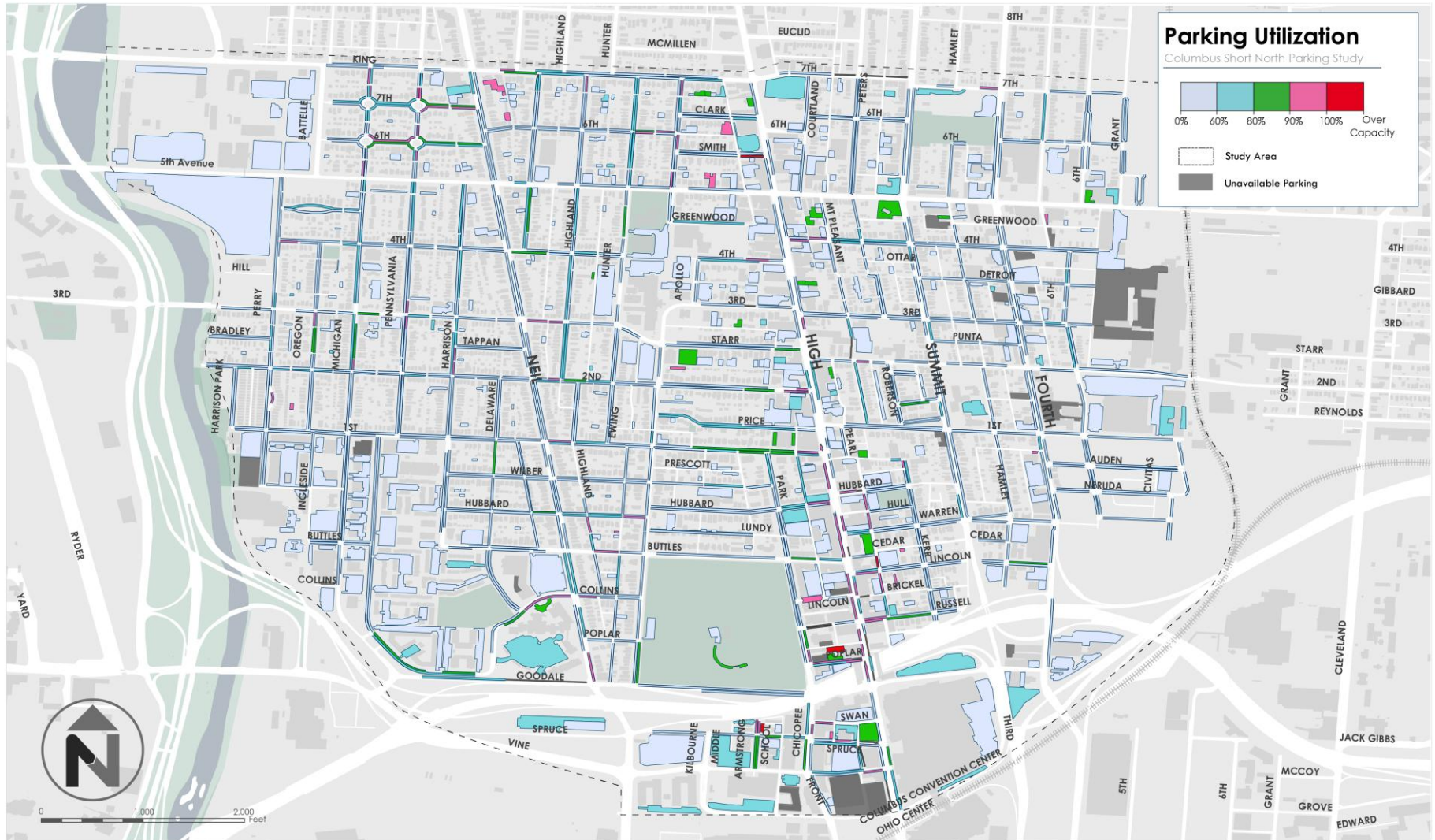
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FIGURE 69 SHORT NORTH PARKING STUDY AREA UTILIZATION- THURSDAY 2PM



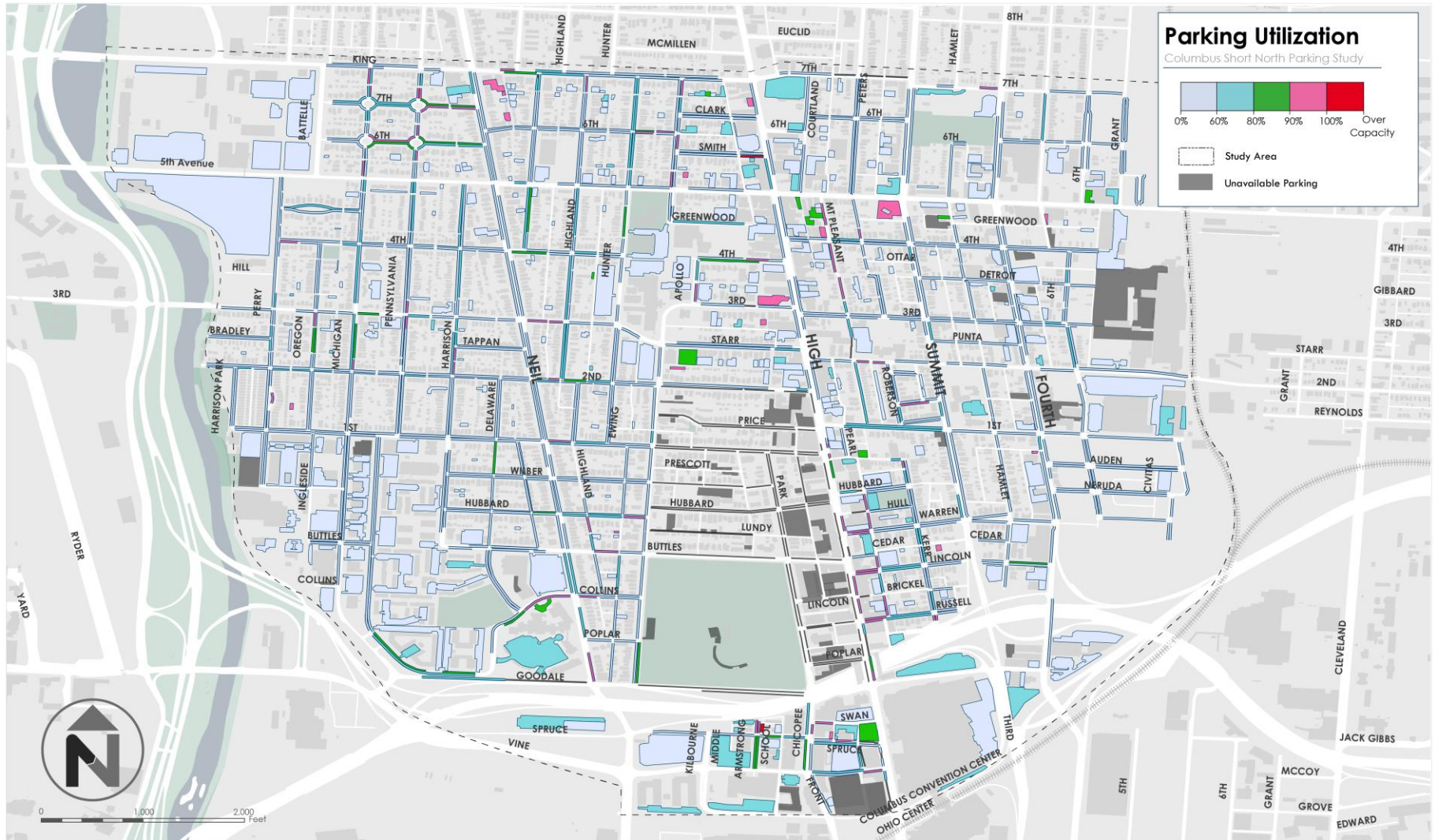
COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION THURSDAY 2PM

August 28, 2014

COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT

City of Columbus

FIGURE 70 SHORT NORTH PARKING STUDY AREA UTILIZATION- THURSDAY 4PM



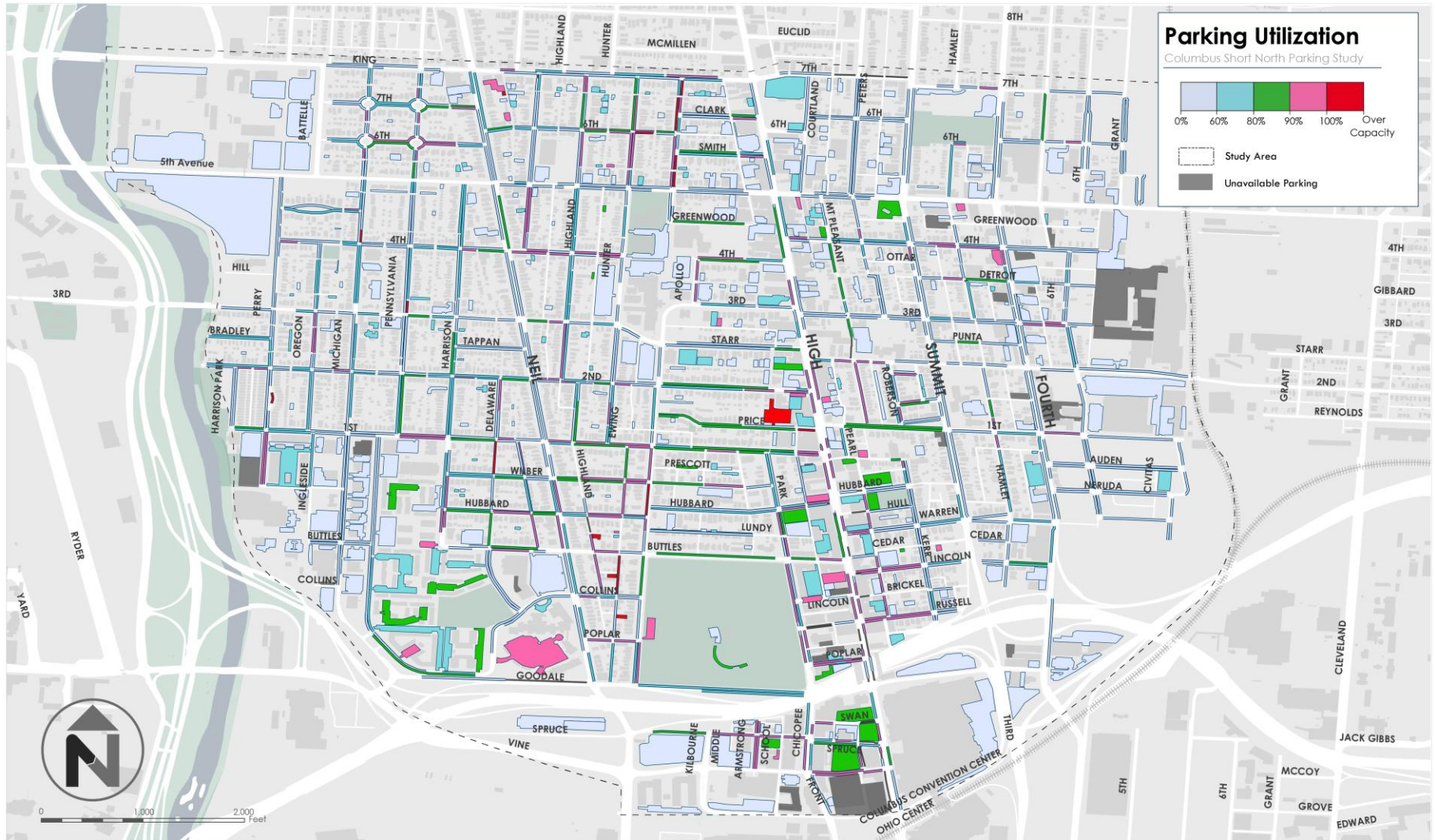
COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION THURSDAY 4PM

August 28, 2014

COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT

City of Columbus

FIGURE 71 SHORT NORTH PARKING STUDY AREA UTILIZATION- THURSDAY 6PM

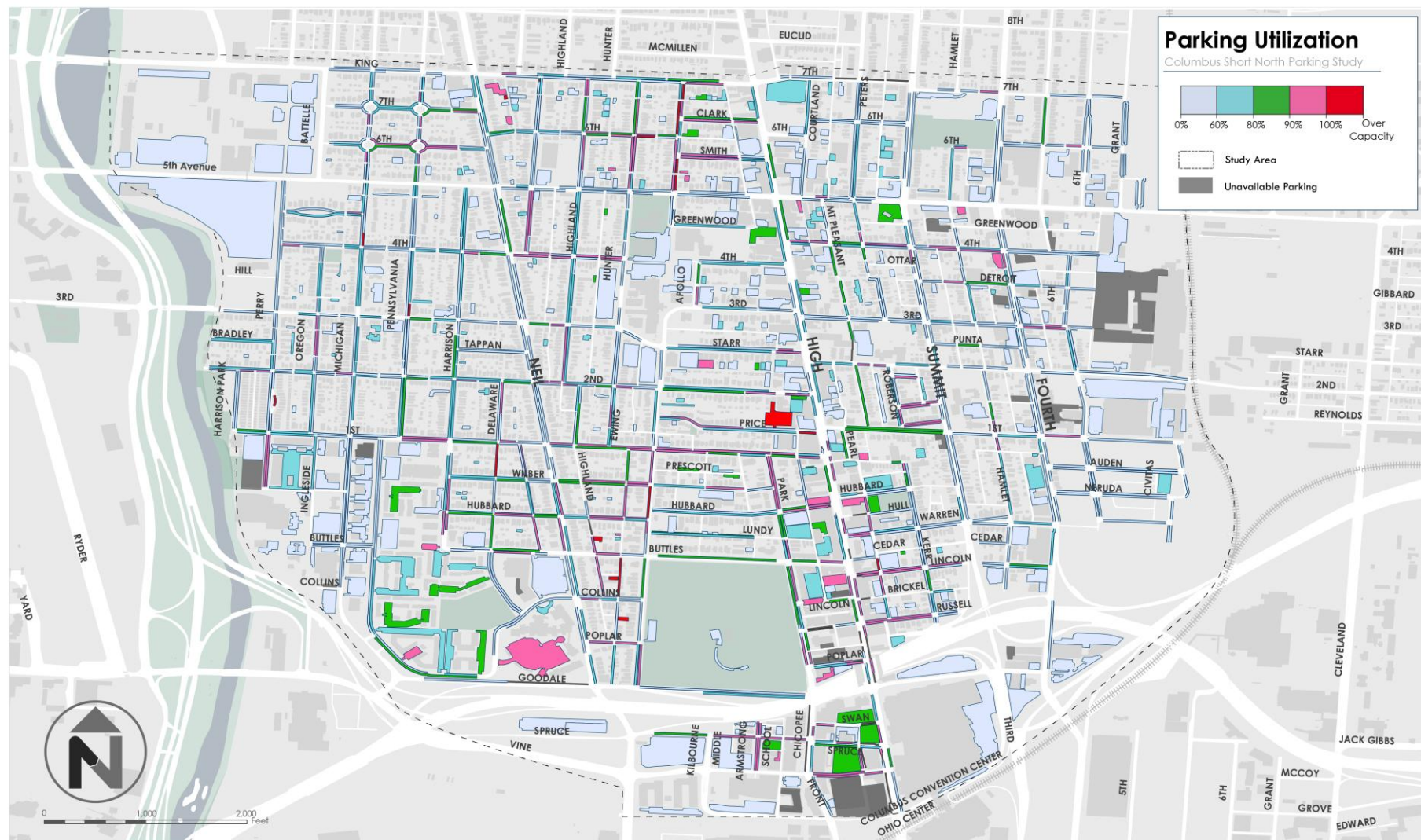


COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION THURSDAY 6PM

August 28, 2014

City of Columbus

FIGURE 72 SHORT NORTH PARKING STUDY AREA UTILIZATION- THURSDAY 8PM

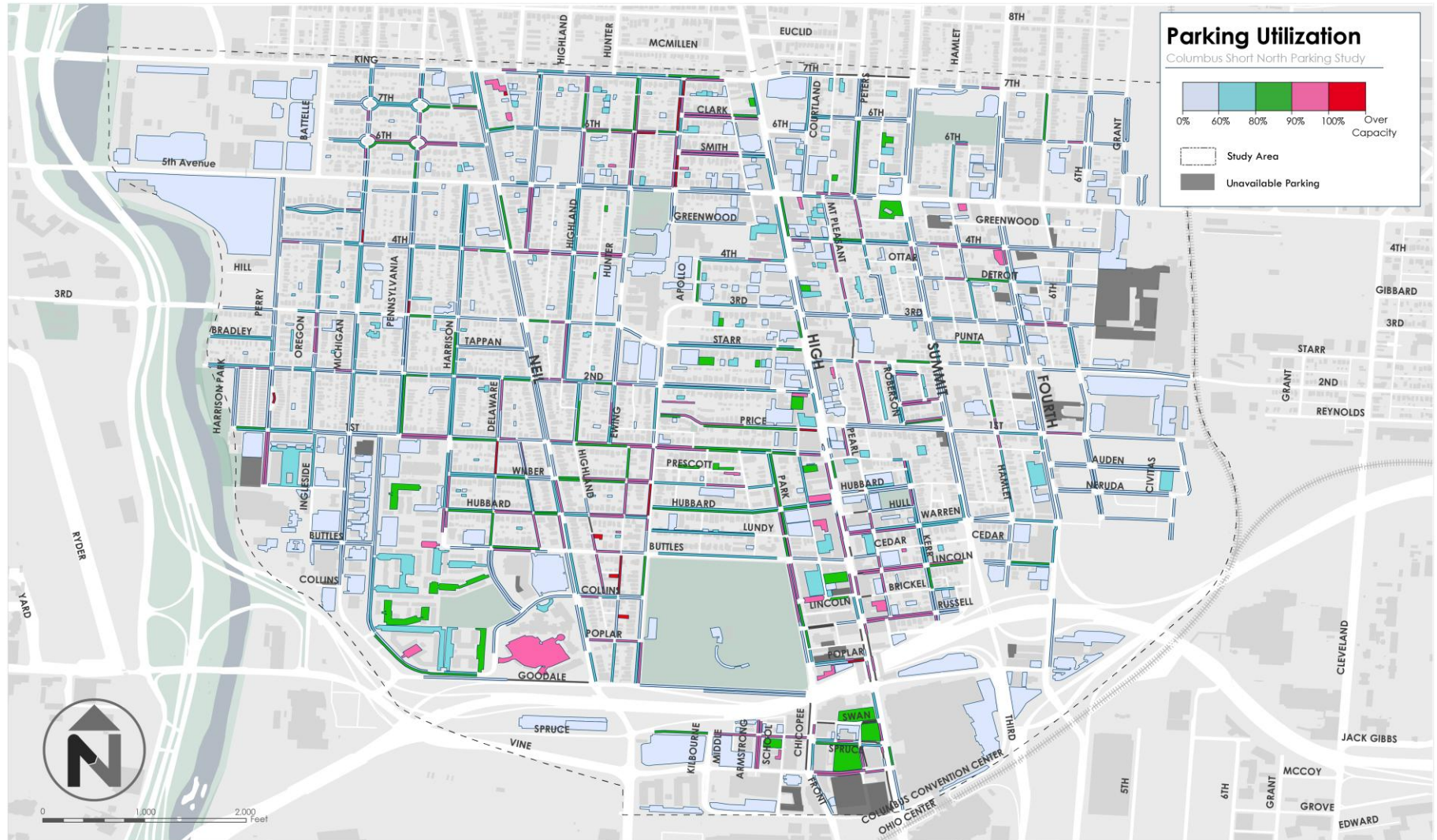


August 28, 2014

COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT

City of Columbus

FIGURE 73 SHORT NORTH PARKING STUDY AREA UTILIZATION- THURSDAY 10PM



COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION THURSDAY 10PM

August 28, 2014

High Street Analysis Zone

Below are key findings from the High Street Analysis Zone. Surveys were conducted at 2-hour intervals between the hours of 8am to midnight on Thursday April 10th, 2014. As noted previously, there were a number of time periods early in the day where parts of the area were not collected.

KEY FINDINGS- WEEKDAY

- During the early to mid-morning time periods, small pockets of demand are concentrated along High Street near the Cap, on Russell and Lincoln Street permit areas, and in some business lots.
- Significant on-street parking demand along High Street does not reach above 1st Avenue until around 12pm, when it begins to extend to 2nd Avenue for a short time period.
- During the afternoon peak, (2pm), parking along High Street begins to spread one or two blocks east and west during this lunch time period and does not subside into the mid afternoon and evening hours
- Overall there is sufficient supply along High Street and in surrounding streets during the morning and even afternoon time period especially in off-street public lots such as Buttles, Eden Alley, and the Hub Garage locations
- Parking peaks in the evening at 6pm, when on and off-street demand is most noticeable in areas south of 2nd Avenue, and there are some pockets of activity concentrated in neighborhood areas north of 2nd.
- On-street parking along High Street is spreading to but not onto Summit to the east, and to the west to Dennison, however there is significant metered parking available along the south side of Goodale throughout the evening peak hour.
- During the evening peak, public off-street parking is nearing capacity, meanwhile surrounding private lots are underutilized
- Permit areas have both high and low utilization: permits in Italian Village show highest utilization on Russell and E. Lincoln Street as well as Permit V and VG on Park Street. Other permitted streets in Italian Village show ample supply until even around 10pm when there is some activity past Kerr Street.

FIGURE 74 HIGH STREET ANALYSIS ZONE- ON-STREET UTILIZATION

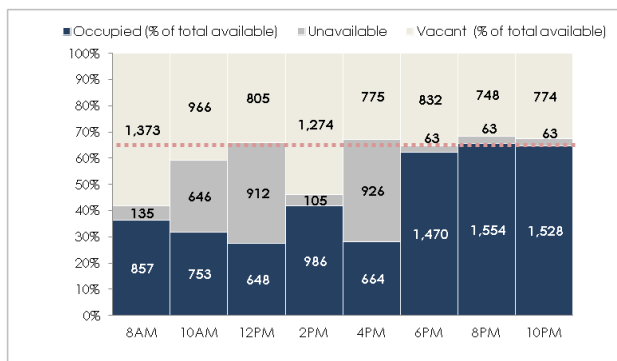
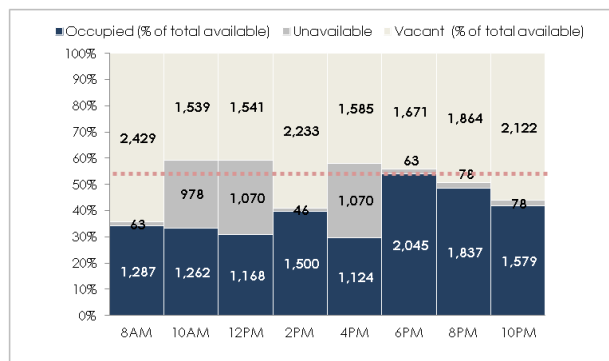


FIGURE 75 HIGH STREET ANALYSIS ZONE- OFF-STREET UTILIZATION



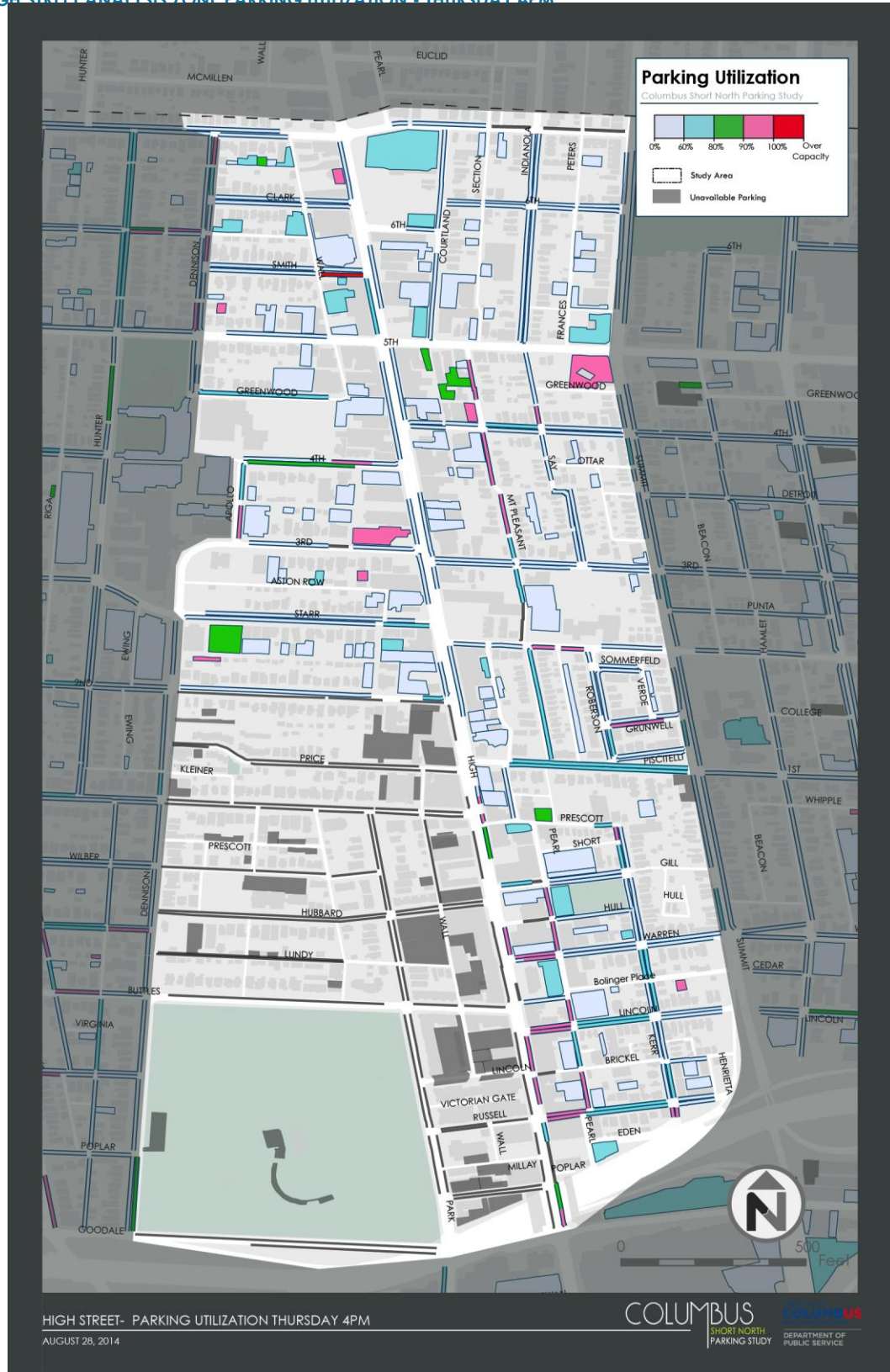
COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
City of Columbus

FIGURE 78 HIGH STREET ANALYSIS ZONE PARKING UTILIZATION - THURSDAY 12PM



COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
City of Columbus

FIGURE 80 HIGH STREET ANALYSIS ZONE PARKING UTILIZATION - THURSDAY 4PM



COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
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FIGURE 81 HIGH STREET ANALYSIS ZONE PARKING UTILIZATION - THURSDAY 6PM



COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
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FIGURE 83 HIGH STREET ANALYSIS ZONE PARKING UTILIZATION - THURSDAY 10PM



Italian Village (East) Analysis Zone

Below are key findings from the Italian Village Analysis Zone. Surveys were conducted at 4-hour intervals between the hours of 8am to 10pm on Thursday April 10th, 2014.

KEY FINDINGS- WEEKDAY

- From 8am-12pm, parking demand is low throughout most of the Italian Village analysis zone with the exception of off-street demand in private parking lots such as the Ohioana Library association, and lots near St. John's Church on E Lincoln Street.
- During this time period there is some on-street demand in the Permit I areas east of Summit, however little to no utilization east of Summit.
- Utilization drops around 12pm-4pm, with little to no on-street or off-street demand east of Summit Street
- During the evening time period, 6pm-10pm, there are small pockets of activity occurring around Seventh Son Brewing Company, which is generating on-street demand in streets directly adjacent to the restaurant.
- There is some on-street activity occurring along 1st Avenue from High Street, however the demand does not spill onto Summit or east past Summit
- There is little to no parking activity occurring on Summit or Fourth Streets throughout the course of a Thursday.
- Permit activity east of Summit shows some sign of activity on E. Lincoln Avenue, however permit streets remain highly underutilized

FIGURE 84 ITALIAN VILLAGE (EAST) ON-STREET PARKING

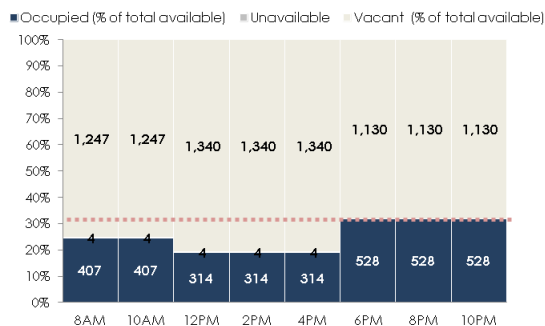
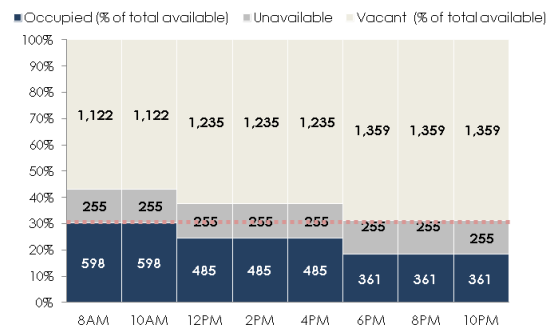
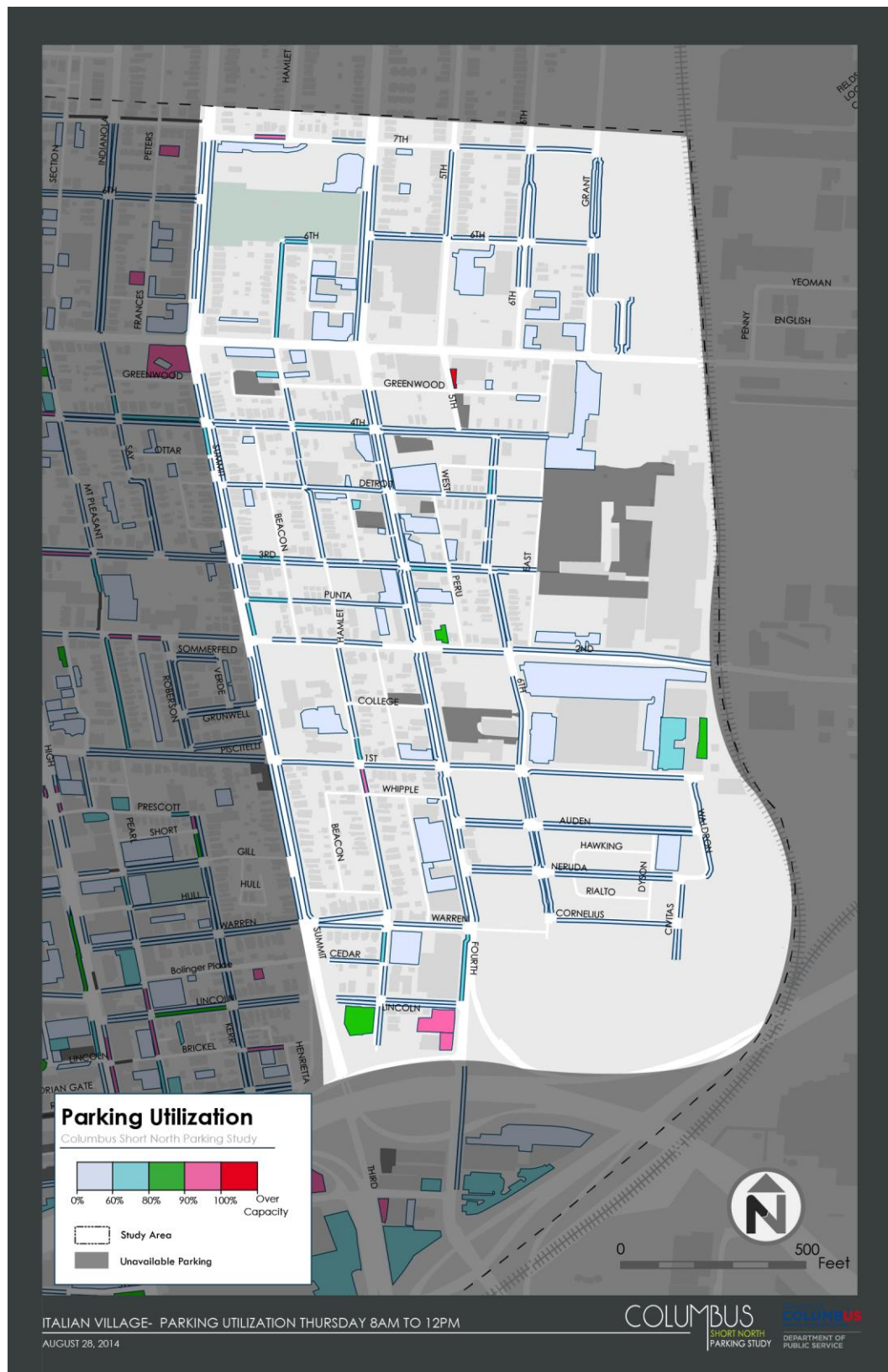


FIGURE 85 ITALIAN VILLAGE (EAST)- OFF-STREET PARKING



COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
City of Columbus

FIGURE 86 ITALIAN VILLAGE (EAST) PARKING UTILIZATION- THURSDAY 8AM TO 12PM



COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
City of Columbus

FIGURE 87 ITALIAN VILLAGE (EAST) PARKING UTILIZATION- THURSDAY 1PM TO 5PM



COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
City of Columbus

FIGURE 88 ITALIAN VILLAGE (EAST) PARKING UTILIZATION- THURSDAY 6PM TO 10PM



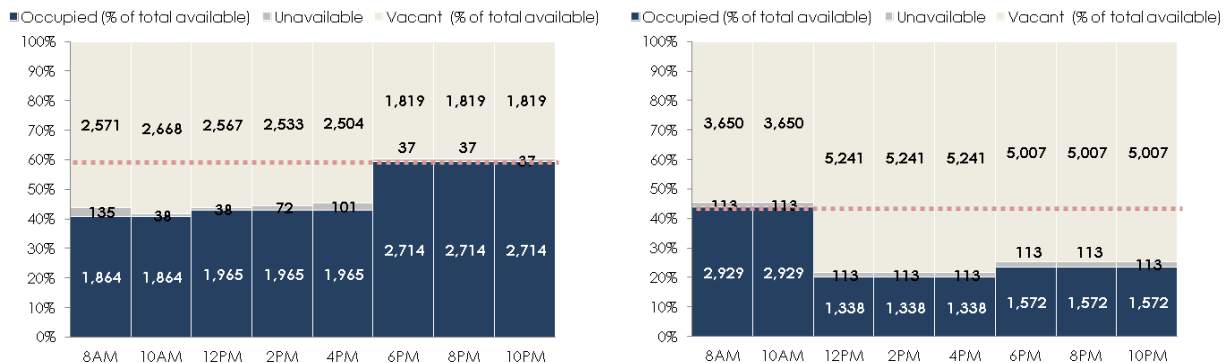
Harrison West and Victorian Village Analysis Zone

Below are key findings from the Harrison West and Victorian Village Analysis Zone. Surveys were conducted at 4-hour intervals between the hours of 8am to 10pm on Thursday April 10th, 2014.

KEY FINDINGS- WEEKDAY

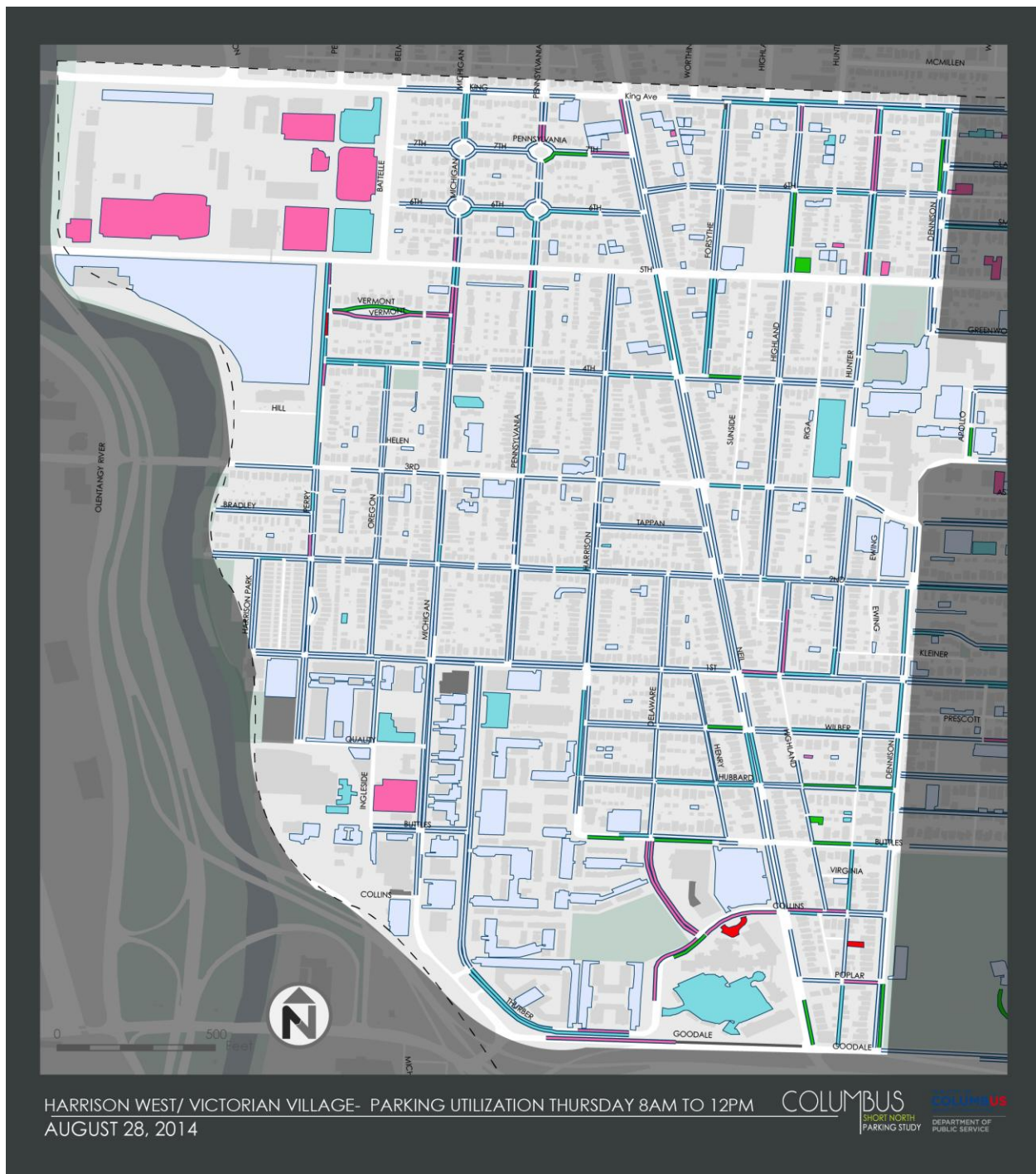
- During the morning to early afternoon hours, there are high pockets of parking activity concentrated around Battelle and Westminster Thurber. The Westminster Thurber lot is currently under construction, which is pushing some employees who normally park in the off-street lot to park in nearby streets surrounding the site.
- There is also some demand in the Permit B area at the corner of Neil and 7th Avenue and on Hunter and Dennison between 5th and 6th Avenues, as well as near Perry and Vermont Place
- Parking demand in Permit Area P extends westward into the neighborhood from the mid morning to late afternoon period and there is still some slight demand near Westminster Thurber
- During the evening time period, a majority of permit parking shows moderate utilization, however nearby residential streets that are not regulated are reaching or at capacity (e.g. parking along Dennison Avenue, north of 5th Avenue is at capacity, however permit parking directly to the west is moderately utilized)
- There is little to no activity along Neil Avenue throughout the course of the day and well into the evening hours
- A majority of the off-street parking demand is residential parking south of 1st Avenue, while other private lots remain underutilized

FIGURE 89 HARRISON WEST/ VICTORIAN VILLAGE (WEST) ANALYSIS **FIGURE 90 HARRISON WEST/ VICTORIAN VILLAGE (WEST) ANALYSIS**
ZONE- ON-STREET PARKING **ZONE- OFF-STREET PARKING**



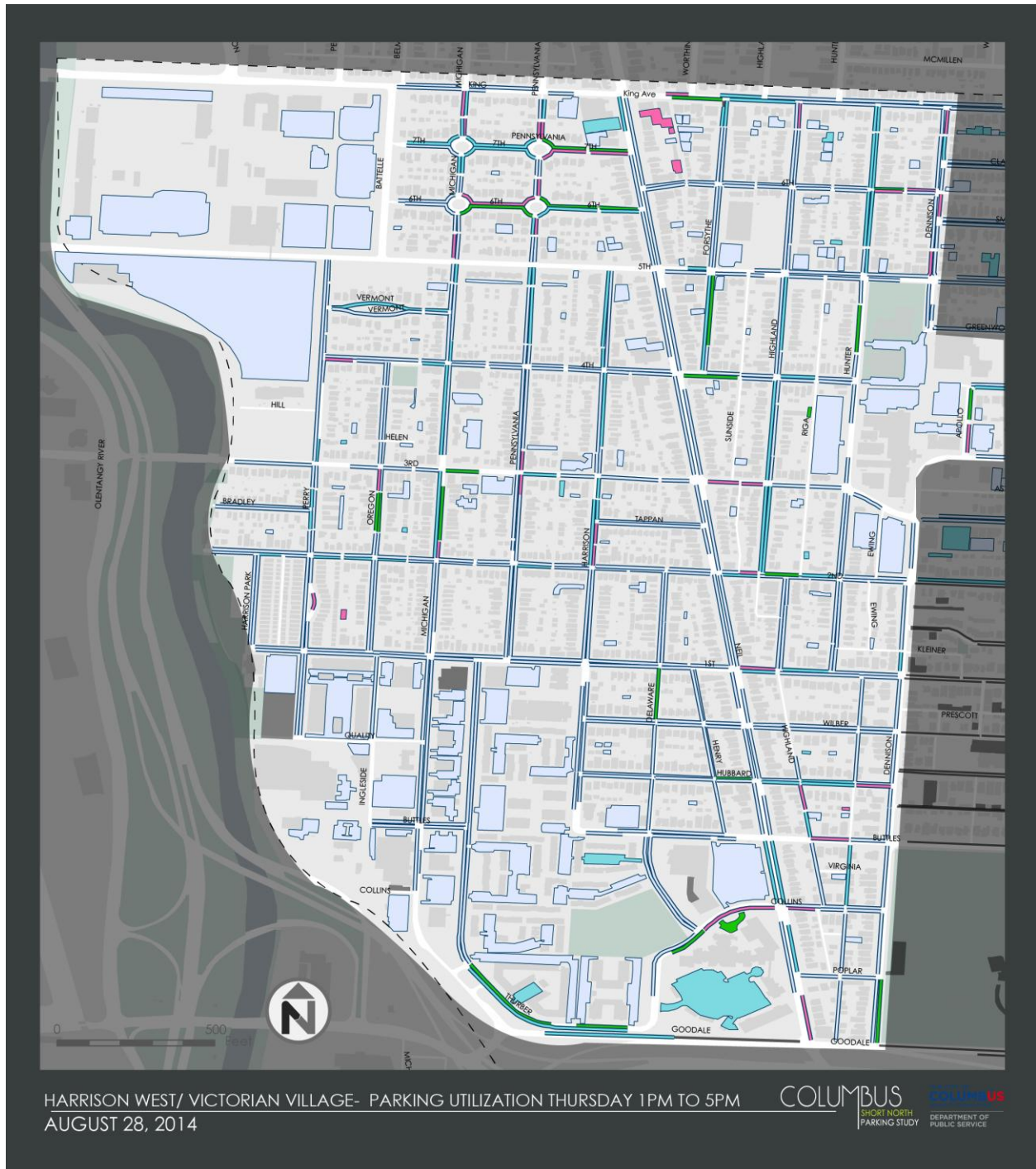
COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
City of Columbus

FIGURE 91 HARRISON WEST/ VICTORIAN VILLAGE (WEST) PARKING ANALYSIS ZONE UTILIZATION- THURSDAY 8AM TO 12PM



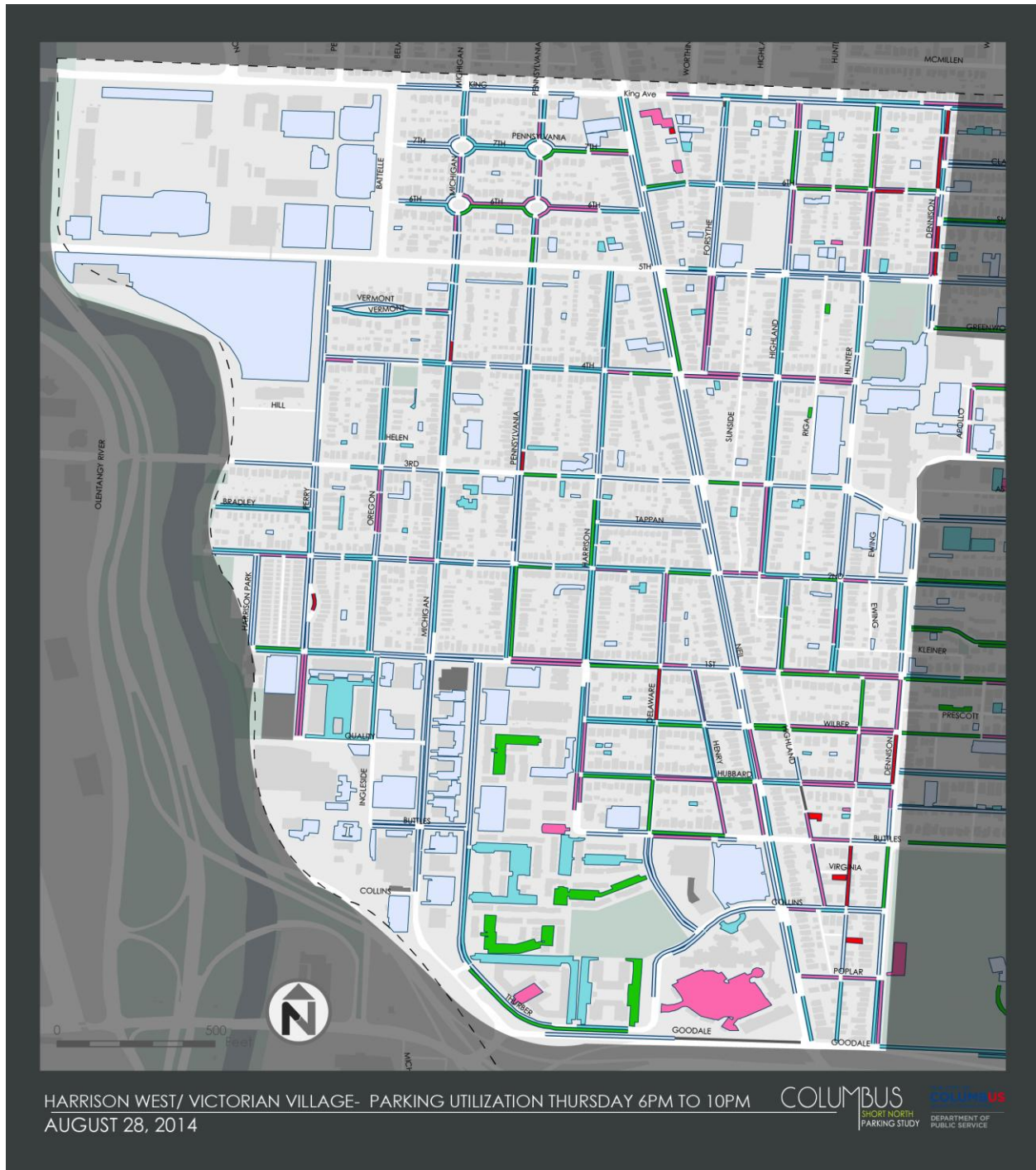
COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
City of Columbus

FIGURE 92 HARRISON WEST/ VICTORIAN VILLAGE (WEST) PARKING ANALYSIS ZONE UTILIZATION- THURSDAY 1PM TO 5PM



COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
City of Columbus

FIGURE 93 HARRISON WEST/ VICTORIAN VILLAGE (WEST) PARKING ANALYSIS ZONE UTILIZATION- THURSDAY 6PM TO 10PM



Downtown Analysis Zone

Below are key findings from the Downtown Analysis Zone. Surveys were conducted at 4-hour intervals between the hours of 8am to 10pm on Thursday April 10th, 2014.

KEY FINDINGS- WEEKDAY

- A majority of the publicly accessible parking in the downtown analysis zone is underutilized throughout the course of a weekday, with ample supply during the daytime period and lots of capacity during the evening hours
- On-street parking is most heavily utilized during the evening time period where a majority of the 12-hour parking locations are reaching capacity
- The Convention Center Parking lot along Goodale is highly utilized during the morning to early afternoon time period, after which there is spare capacity available for parking
- There is spare capacity for on-street parking along High Street just south of Goodale during the evening peak hour

FIGURE 94 DOWNTOWN ANALYSIS ZONE- ON-STREET PARKING

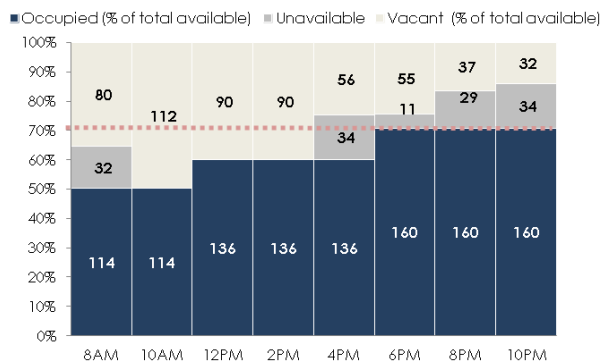
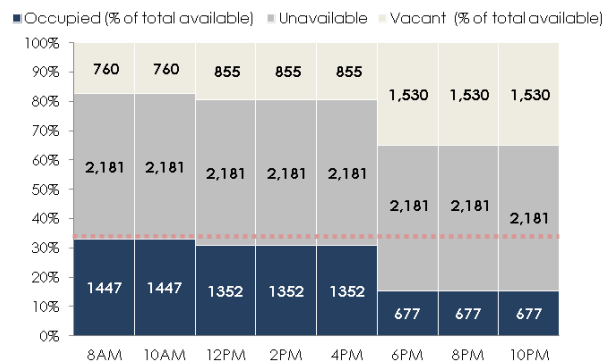


FIGURE 95 DOWNTOWN ANALYSIS ZONE- OFF-STREET PARKING



COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT

City of Columbus

FIGURE 96 DOWNTOWN ANALYSIS ZONE PARKING UTILIZATION- THURSDAY 8AM TO 12PM



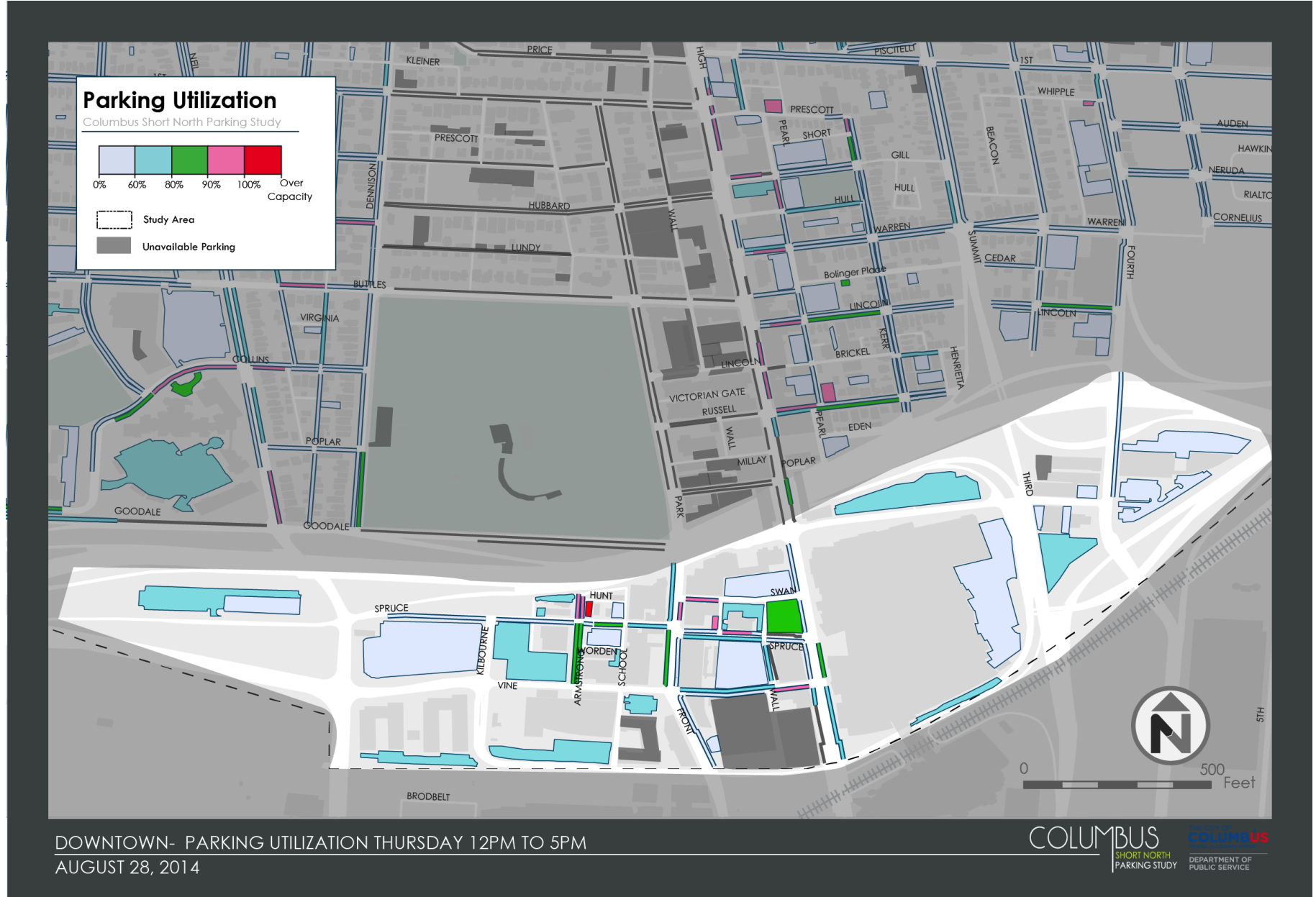
DOWNTOWN- PARKING UTILIZATION THURSDAY 8AM TO 12PM
AUGUST 28, 2014

COLUMBUS
SHORT NORTH
PARKING STUDY
DEPARTMENT OF
PUBLIC SERVICE

COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT

City of Columbus

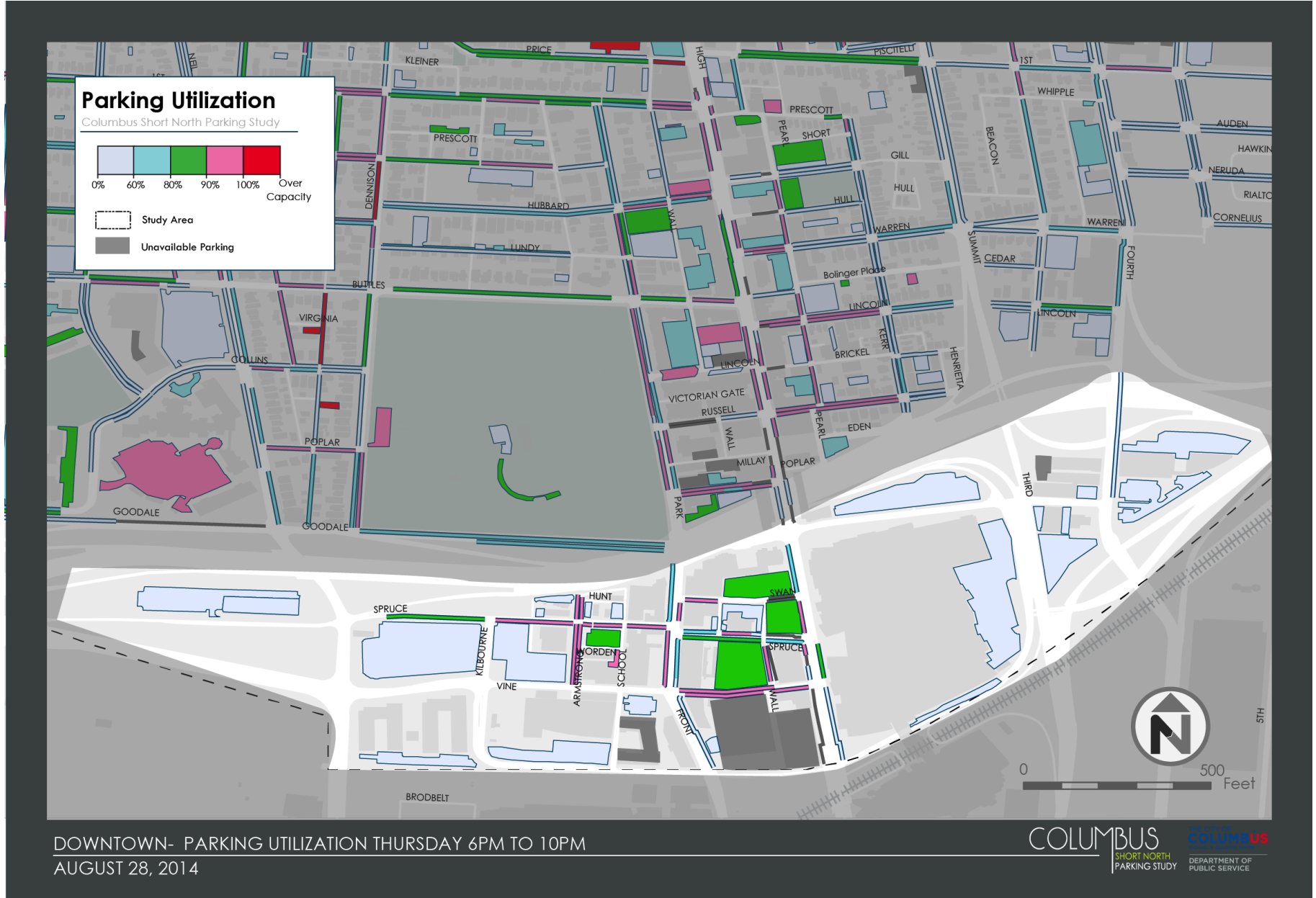
FIGURE 97 DOWNTOWN ANALYSIS ZONE PARKING UTILIZATION- THURSDAY 1PM TO 5PM



COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT

City of Columbus

FIGURE 98 DOWNTOWN ANALYSIS ZONE PARKING UTILIZATION- THURSDAY 6PM TO 10PM



Weekend Utilization

A weekend count was conducted on the Saturday, April 12th, 2014 during from 10am until 10pm, with counts every two hours along High Street, and 4-hours in other areas. Data collectors captured weekday parking demand for 16 hours with a first pass beginning at 8am and the last beginning at 10pm, with counts every two hours along High Street and 4-hour in other zones. Data collection began in the early morning to identify the impacts of employee parking. In the evening, data was collected through midnight to fully assess parking demand associated with town's restaurants and other evening activities. There were no events occurring in and around the Short North or near the Arena District during this count.

Study Area Analysis Zone

The study area includes all on- and off-street parking within the boundaries of the study area.

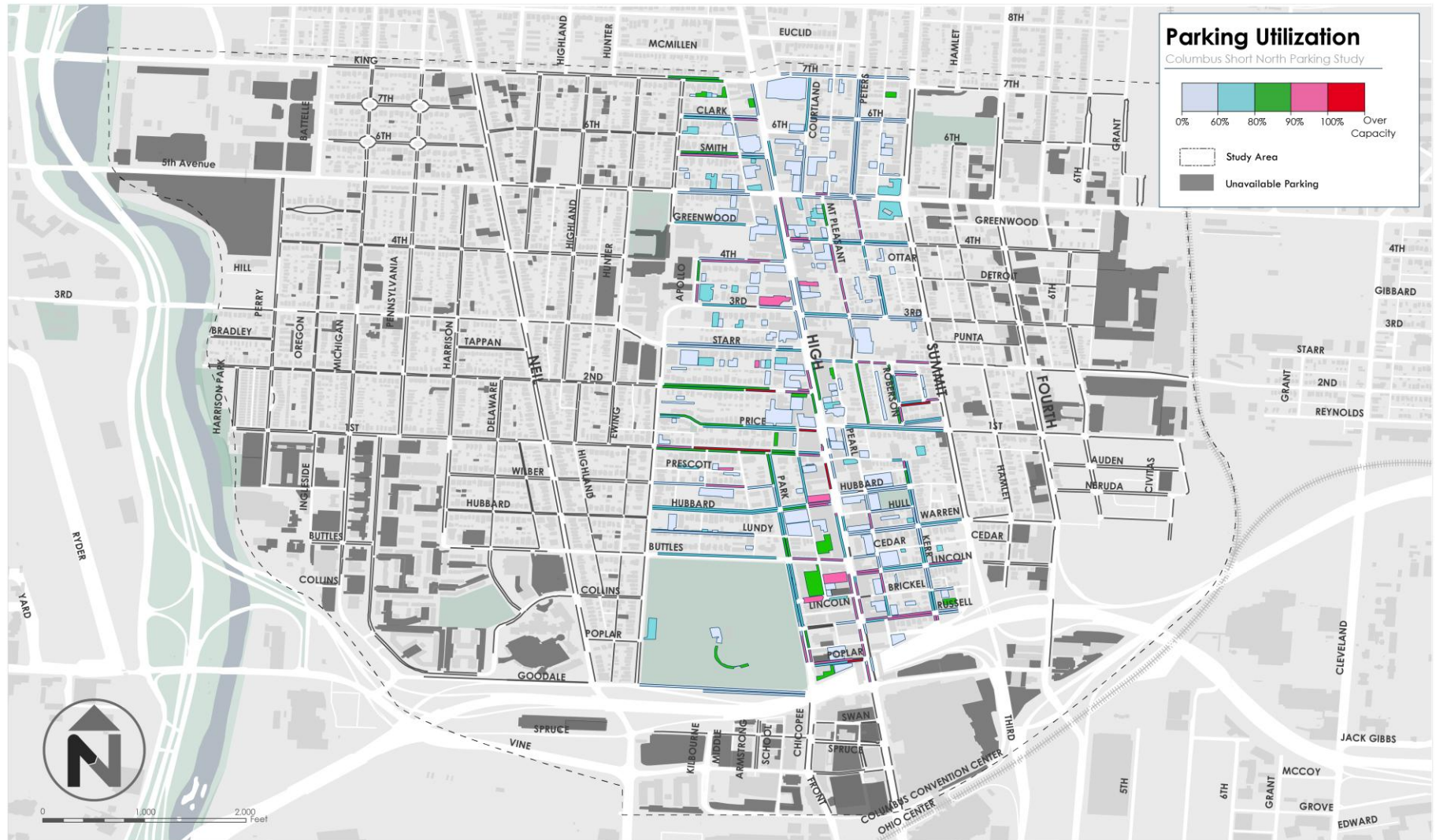
KEY FINDINGS- WEEKEND

- Overall weekend parking demand is higher than a Thursday. Parking demand over the course of a day steadily increases with each time period, as opposed to Thursday where there is a dip during the early morning and late afternoon periods before the peak evening activity
- Late morning and early afternoon parking activity is concentrated along High Street south of 2nd Avenue and radiates about two blocks east and west along this stretch of High.
- During the afternoon time period, the public off-street parking south of 2nd is reaching capacity, however there is spare capacity in private lots and in off-streets lots in the downtown area
- During the peak period (8pm) parking demand progresses, north past 2nd Avenue and west on and past Summit Avenue, for the first time compared to all time periods and Thursday survey times
- High Street demand is evidently spilling over further to Victorian Village and Harrison West, where for the first time on-street parking surrounding Goodale is reaching capacity during the evening periods
- Overall permit areas during the evening hours are moderately utilized, with the exception of the Italian Village permit located adjacent to High Street south of E. Lincoln and Permit V directly adjacent to Goodale Park. Areas directly surrounding these permit zones are reaching capacity.
- There is almost little to no parking activity along Summit, 4th Street and Neil Avenue

COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT

City of Columbus

FIGURE 99 STUDY AREA PARKING UTILIZATION- SATURDAY 10AM



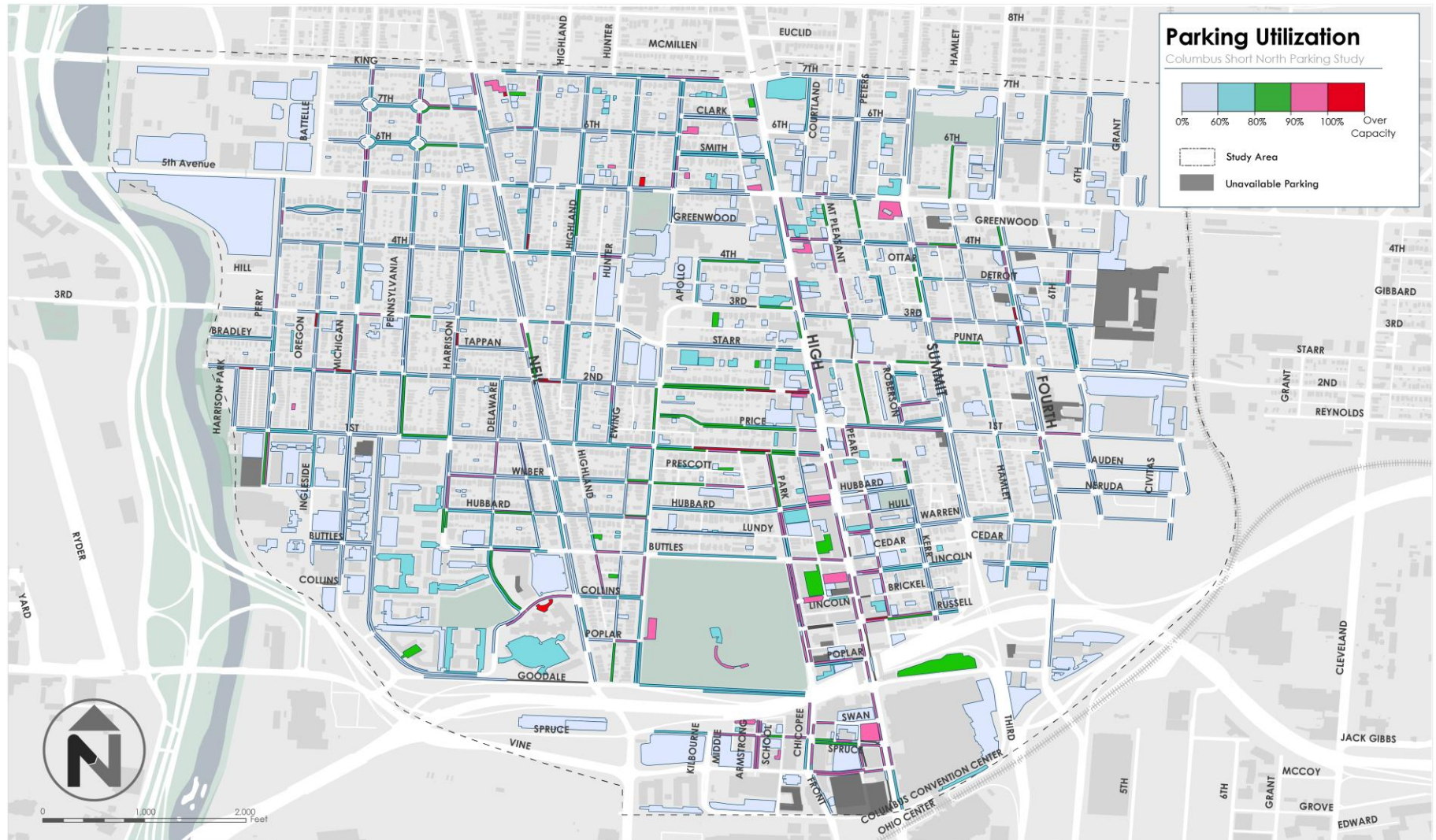
COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION SATURDAY 10AM

August 28, 2014

COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT

City of Columbus

FIGURE 100 STUDY AREA PARKING UTILIZATION- SATURDAY 12PM



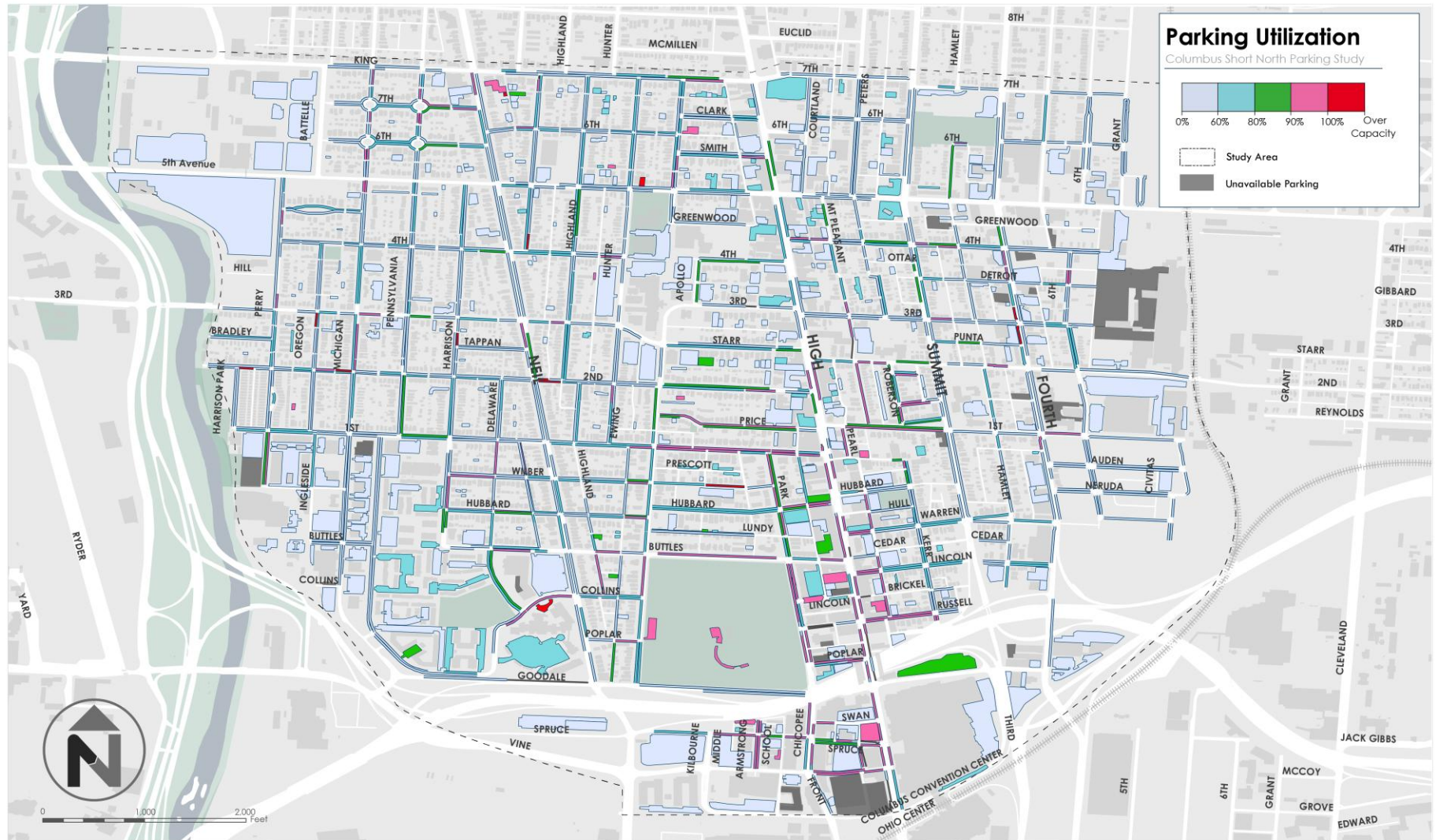
COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION SATURDAY 12PM

August 28, 2014

COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT

City of Columbus

FIGURE 101 STUDY AREA PARKING UTILIZATION- SATURDAY 2PM



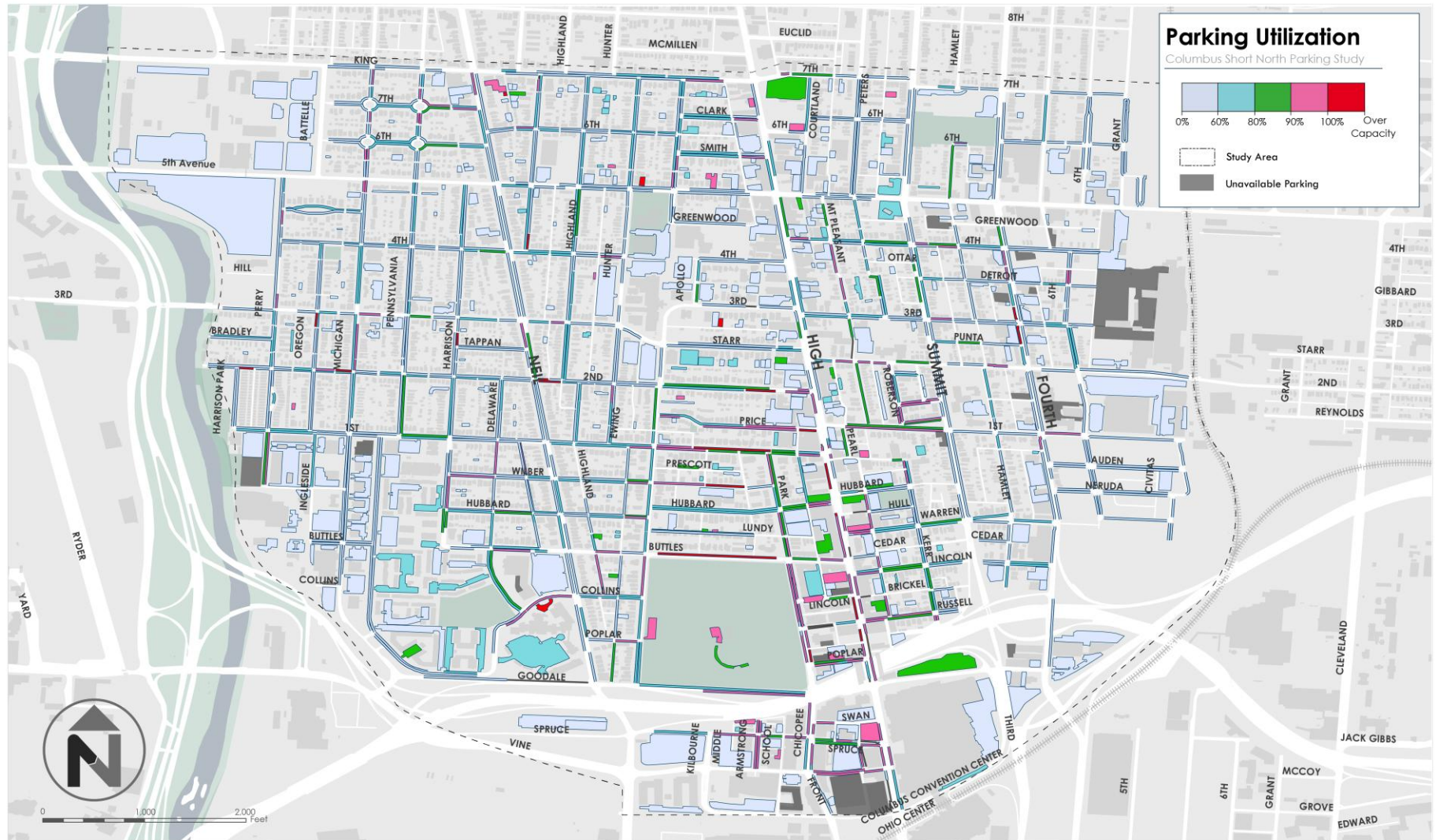
COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION SATURDAY 2PM

August 28, 2014

COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT

City of Columbus

FIGURE 102 STUDY AREA PARKING UTILIZATION- SATURDAY 4PM

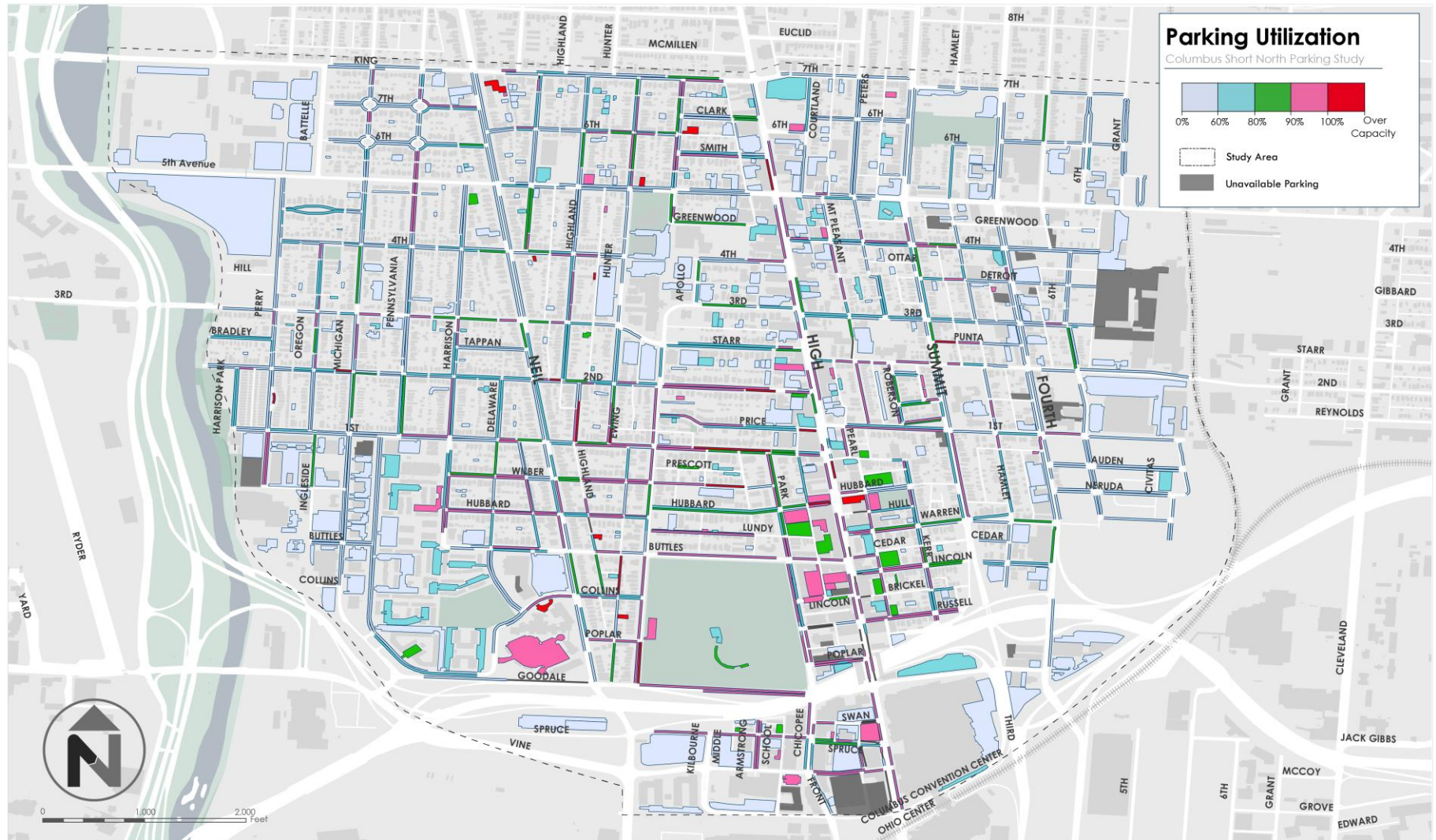


COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION SATURDAY 4PM

August 28, 2014

COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
City of Columbus

FIGURE 103 STUDY AREA PARKING UTILIZATION- SATURDAY 6PM



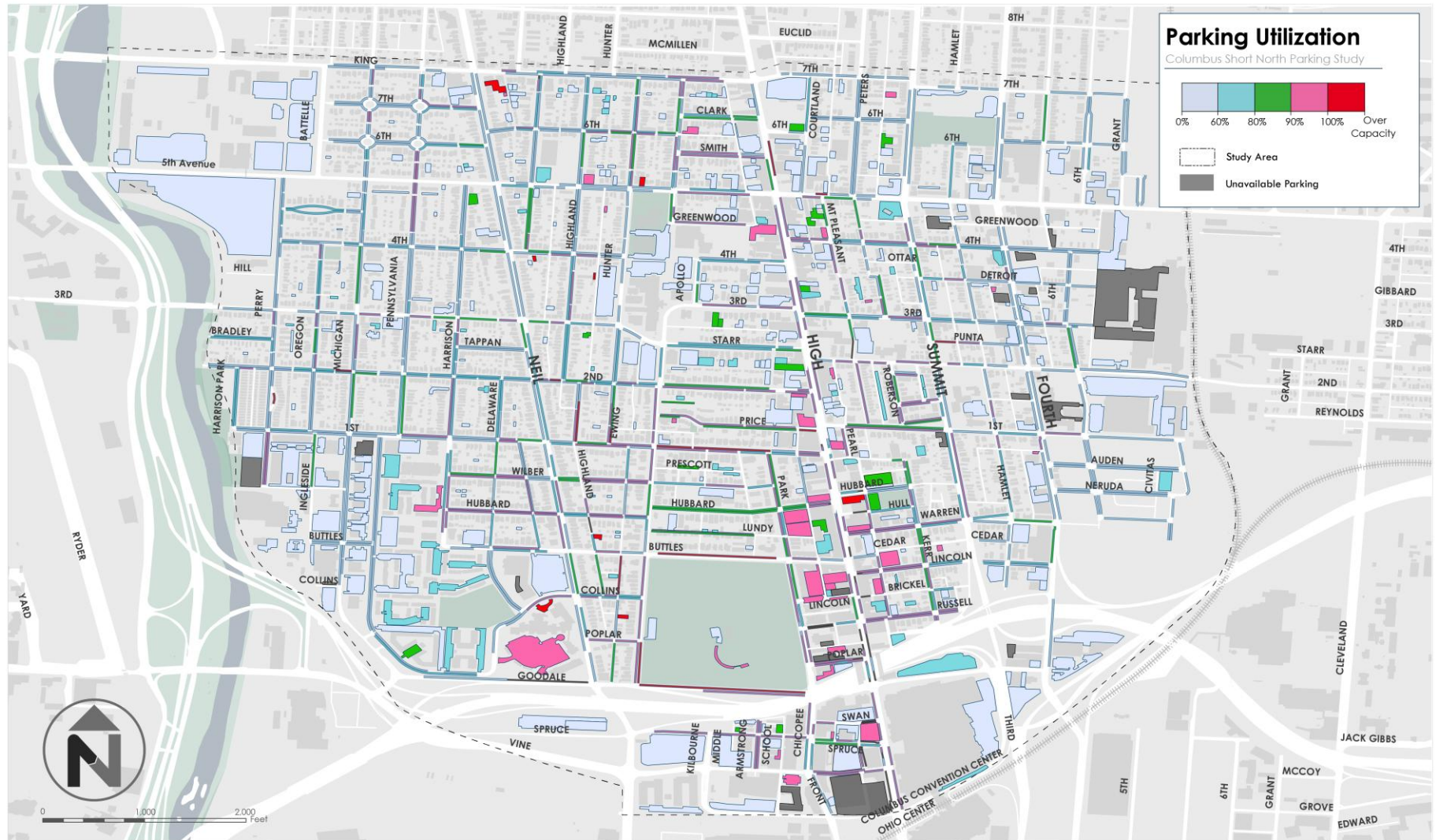
COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION SATURDAY 6PM

August 28, 2014

COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT

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FIGURE 104 STUDY AREA PARKING UTILIZATION- SATURDAY 8PM



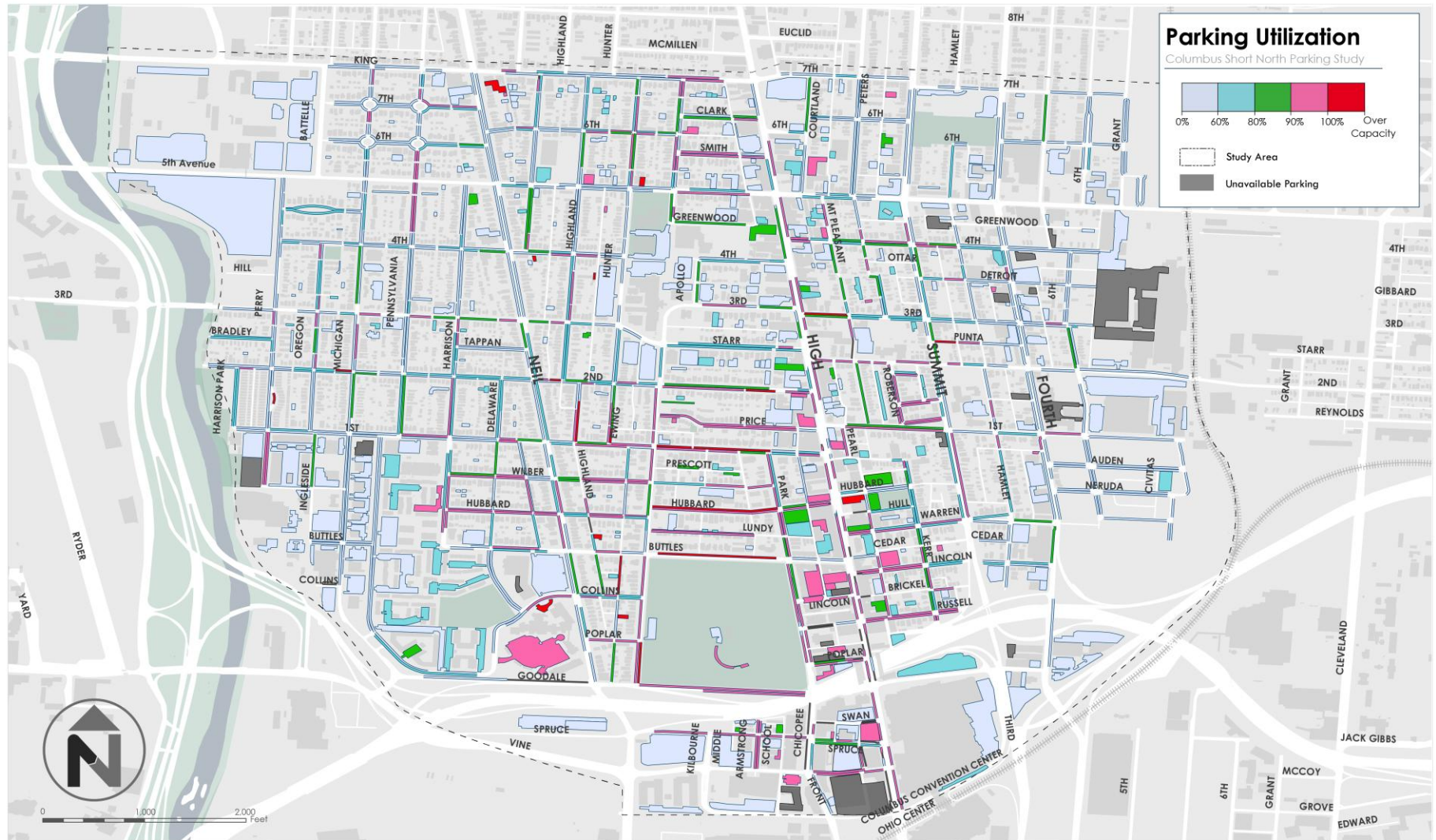
COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION SATURDAY 8PM

August 28, 2014

COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT

City of Columbus

FIGURE 105 STUDY AREA PARKING UTILIZATION- SATURDAY 10PM

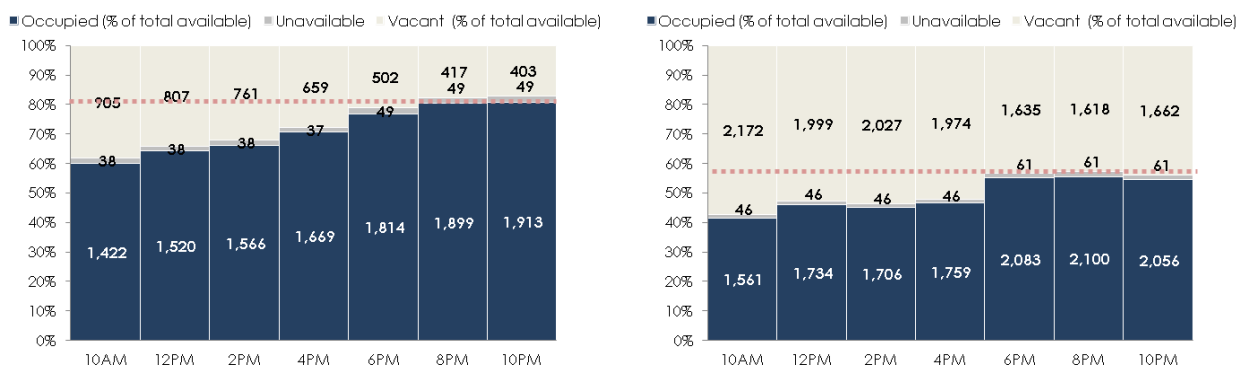


High Street Analysis Zone- Saturday

KEY FINDINGS- WEEKEND

- The 10am time period is the period of lowest demand, where only 47% of parking assets are utilized. During this time period parking demand is generally highest along High Street as well as Russell, Lincoln, 1st and 2nd Avenue, and Price Avenue
- Throughout the afternoon, public off-street facilities along High Street are highly utilized, however the public lot just east of High on Eden Alley has spare capacity as well as the Hub Garage. Private parking facilities such as Krogers and residential parking lots have some availability during these time periods
- Overall demand along High Street peaks around 8pm when the demand for off-street public facilities are at capacity (92%) and on-street demand is nearing capacity at 82% utilization
- During the peak evening hours parking activity along High Street is spreading along 1st Avenue past Summit Street and north past 2nd Avenue
- There is a significant supply of off-street parking north of 2nd Avenue, and even south of 1st at the school on Hubbard Street, the lots along N. Wall Street and even in the public parking lot on Eden Alley
- Permit parking areas in the High Street Analysis Zone are reaching capacity well into the evening hours, and on-street parking surrounding these permit zones tend to have a higher demand compared to permit spaces
- North of 2nd, High Street demand is spilling onto neighboring streets such as 4th Avenue, Clarke and Smith Place which are encroaching access past Summit to the east and Dennison to the west

FIGURE 106 HIGH STREET ANALYSIS ZONE- ON-STREET (SATURDAY) FIGURE 107 HIGH STREET ANALYSIS ZONE- OFF-STREET (SATURDAY)



COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
City of Columbus

FIGURE 112 HIGH STREET ANALYSIS ZONE PARKING UTILIZATION- SATURDAY 6PM



COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
City of Columbus

FIGURE 113 HIGH STREET ANALYSIS ZONE PARKING UTILIZATION- SATURDAY 8PM

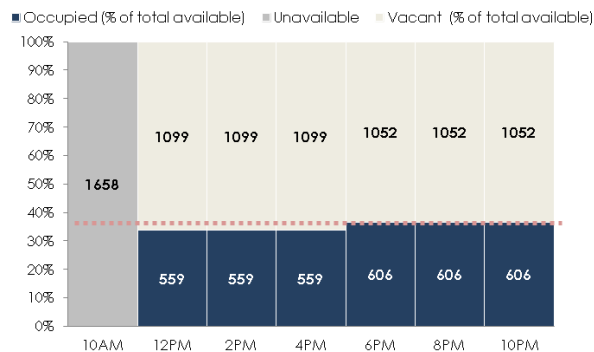


Italian Village (East) Analysis Zone- Saturday

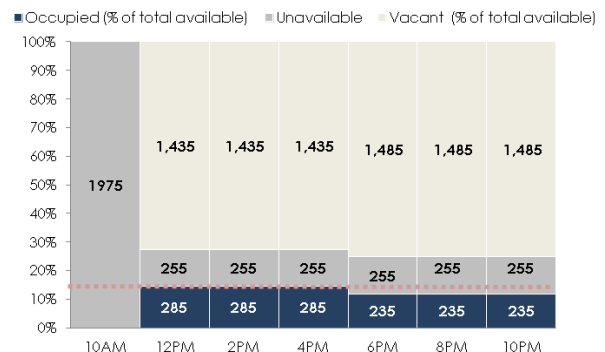
KEY FINDINGS- WEEKEND

- Parking demand in the eastern section of Italian Village during the weekend is comparable to Thursday demand with the exception of the evening time periods.
- During the afternoon there is slight demand near 4th Avenue and the on-street parking directly surround Seventh Son Brewing Company. Off-street parking utilization remains relatively low during the afternoon. Most likely this demand is generated residents and small businesses in the area, away from High Street
- Activity along Summit Avenue occurs during the peak evening periods, when demand from High Street provides spillover onto streets such as 1st and 2nd Avenue and slightly demand near 4th and Summit Avenue. Off-street parking remains low during the evening time period.
- Permit I in the eastern section of Italian Village is utilized, however there is still spare capacity available

**FIGURE 115 ITALIAN VILLAGE (EAST) ANALYSIS ZONE- ON-STREET
(SATURDAY)**



**FIGURE 116 ITALIAN VILLAGE (EAST) ANALYSIS ZONE- OFF-STREET
(SATURDAY)**



COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
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FIGURE 117 ITALIAN VILLAGE (EAST) ANALYSIS ZONE PARKING UTILIZATION- SATURDAY 12PM TO 4PM



COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
City of Columbus

FIGURE 118 ITALIAN VILLAGE (EAST) ANALYSIS ZONE PARKING UTILIZATION- SATURDAY 6PM TO 10PM



Harrison West and Victorian Village (West) Analysis Zone- Saturday

KEY FINDINGS- WEEKEND

- During the afternoon time period, on-street parking demand is concentrated around permit areas in both Harrison West and Victorian Village. With the exception of residential parking near the Westminster Thurber community, off-street parking has ample supply available including the Giant Eagle parking lot
- In the afternoon, there is some on-street activity along Neil Avenue, however this is mostly concentrated 3rd and 4th Streets
- On-street parking demand is most prominently during the evening period. Spillover mainly occurs in on-street areas south of 2nd Street and along 6th Avenue near Clarke and Smith Place
- On-street demand does not continue past Pennsylvania Avenue, where the east to west streets such as Buttles, Hubbard and Wilbur Avenue end.
- Peak areas of on-street utilization during the evening period are in the non-permit areas during adjacent to permit regulated parking.

FIGURE 119 HARRISON WEST AND VICTORIAN VILLAGE (WEST)
ANALYSIS ZONE- ON-STREET (SATURDAY)

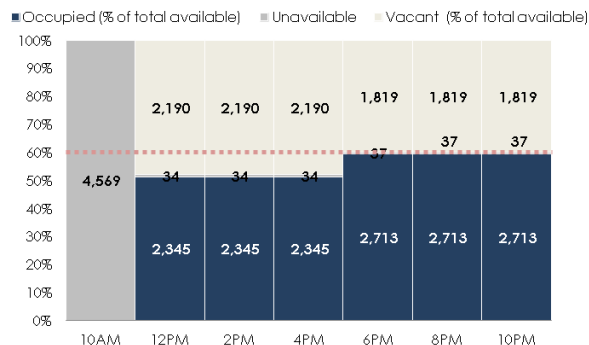
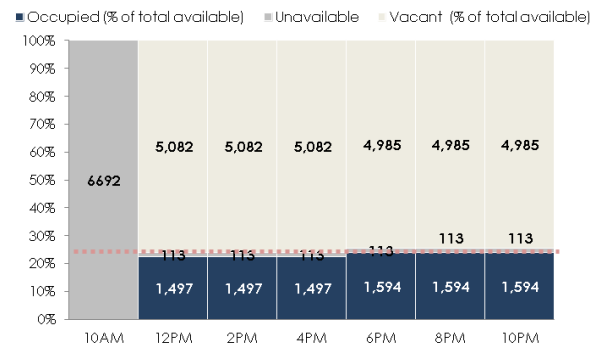
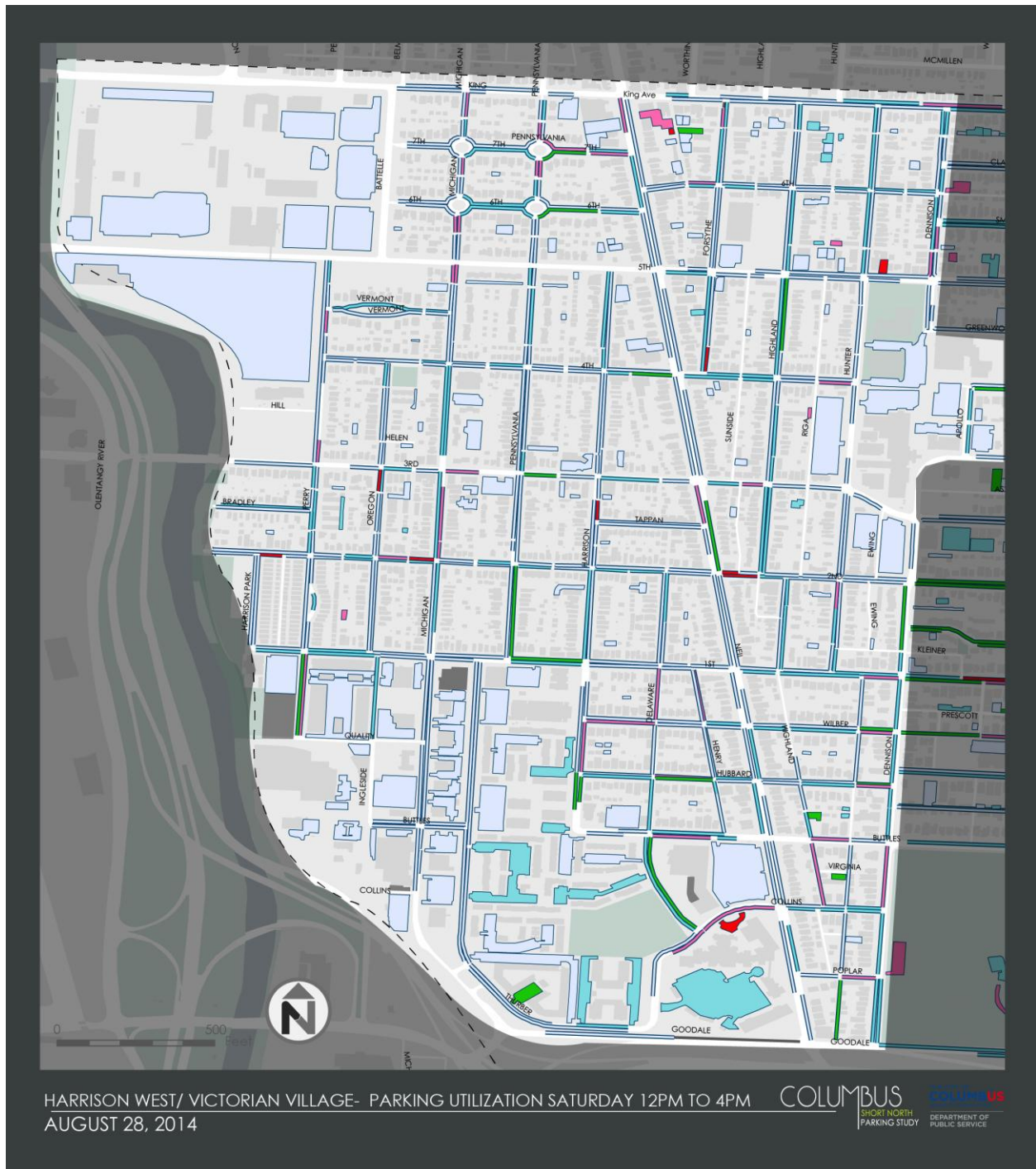


FIGURE 120 HARRISON WEST AND VICTORIAN VILLAGE (WEST)
ANALYSIS ZONE- OFF-STREET (SATURDAY)



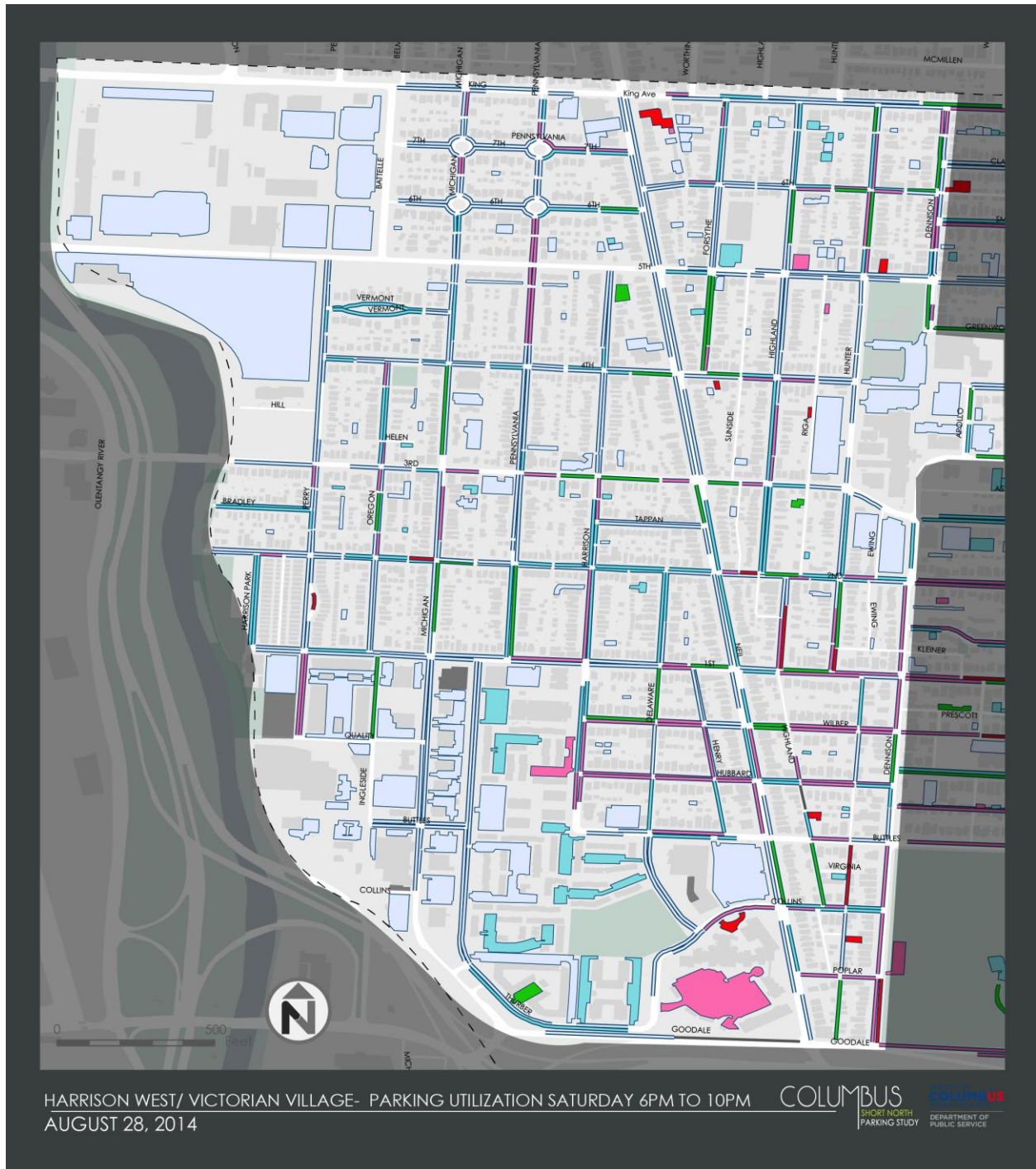
COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
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FIGURE 121 HARRISON WEST/ VICTORIAN VILLAGE (WEST) ANALYSIS ZONE PARKING UTILIZATION- SATURDAY 12PM TO 4PM



COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
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FIGURE 122 HARRISON WEST/ VICTORIAN VILLAGE (WEST) ANALYSIS ZONE PARKING UTILIZATION- SATURDAY 6PM TO 10PM



Downtown Analysis Zone- Saturday

KEY FINDINGS- WEEKEND

- During the afternoon, parking in the downtown area is primarily concentrated on-street and in the Hampton Inn Parking Lot, and Convention Center Parking lot near Goodale.
- On-street meter parking is well-utilized into the evening hours, most likely generated from nearby bars and restaurants located in the Arena District
- Similar utilization patterns occur during the evening period, however there is slightly more on and off-street demand generated during the later time periods
- Parking along 4th Avenue is never fully occupied during both the weekday and weekend time periods

FIGURE 123 DOWNTOWN ANALYSIS ZONE- ON-STREET

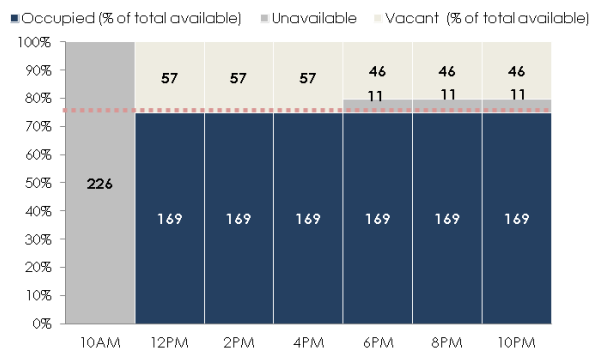
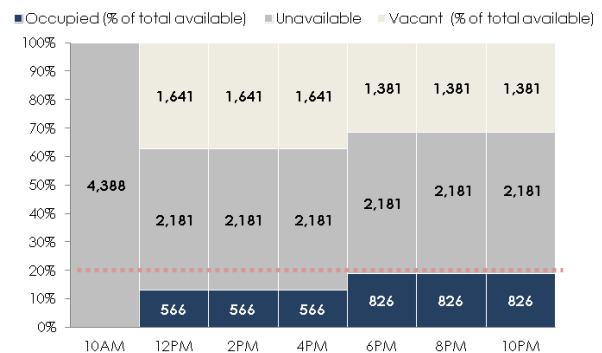


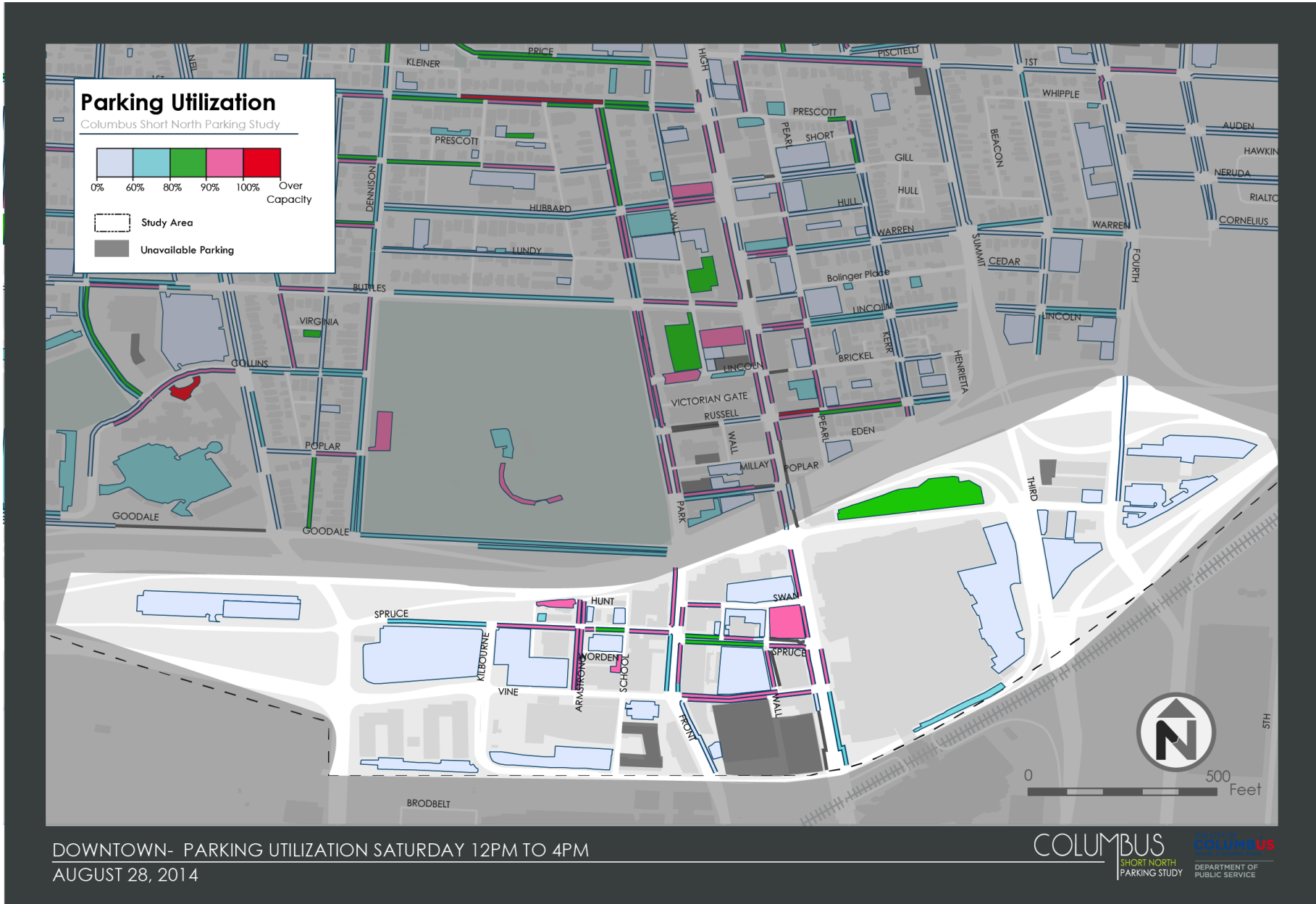
FIGURE 124 DOWNTOWN ANALYSIS ZONE- OFF-STREET



COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT

City of Columbus

FIGURE 125 DOWNTOWN ANALYSIS ZONE PARKING UTILIZATION- SATURDAY 12PM TO 4PM



City of Columbus

Parking Utilization
Columbus Short North Parking Study

0% 60% 80% 90% 100% Over Capacity

Study Area

Unavailable Parking

0 500 Feet

COLUMBUS
SHORT NORTH
PARKING STUDY

COLUMBUS
DEPARTMENT OF
PUBLIC SERVICE

DOWNTOWN- PARKING UTILIZATION SATURDAY 6PM TO 10PM
AUGUST 28, 2014

6 MULTIMODAL ACCESS

COTA TRANSIT SERVICE

The Central Ohio Transit Authority (COTA) operates several bus routes that serve the Short North study area. There are several bus stops along High Street, Neil Avenue, and Fifth Avenue, in addition to stop for some routes running along Third Avenue and Buttlers Avenue. Along most of these corridors, bus stops are located approximately every block.

Bus stops along High Street have the highest passenger activity in the study area, especially between Third and Seventh Avenues, where several stops experience over 200 boardings and alightings each weekday. Although most of the shops and commercial activity on High Street are located south of Third Avenue, most of the bus stop activity is north of Third Avenue. There is also bus passenger activity along Neil Avenue through the residential area of Victorian Village. Most stop activity along Neil Avenue is focused around the intersections with Buttlers Avenue (where a grocery store is located) and with Fifth Avenue (where additional bus routes run).



City of Columbus

Figure 127 COTA Transit Ridership



COLUMBUS SHORT NORTH PARKING STUDY- COTA ROUTES AND RIDERSHIP

March 13, 2014

COLUMBUS
SHORT NORTH
PARKING STUDY

THE CITY OF
COLUMBUS
MICHAEL B. COOPER, MAYOR

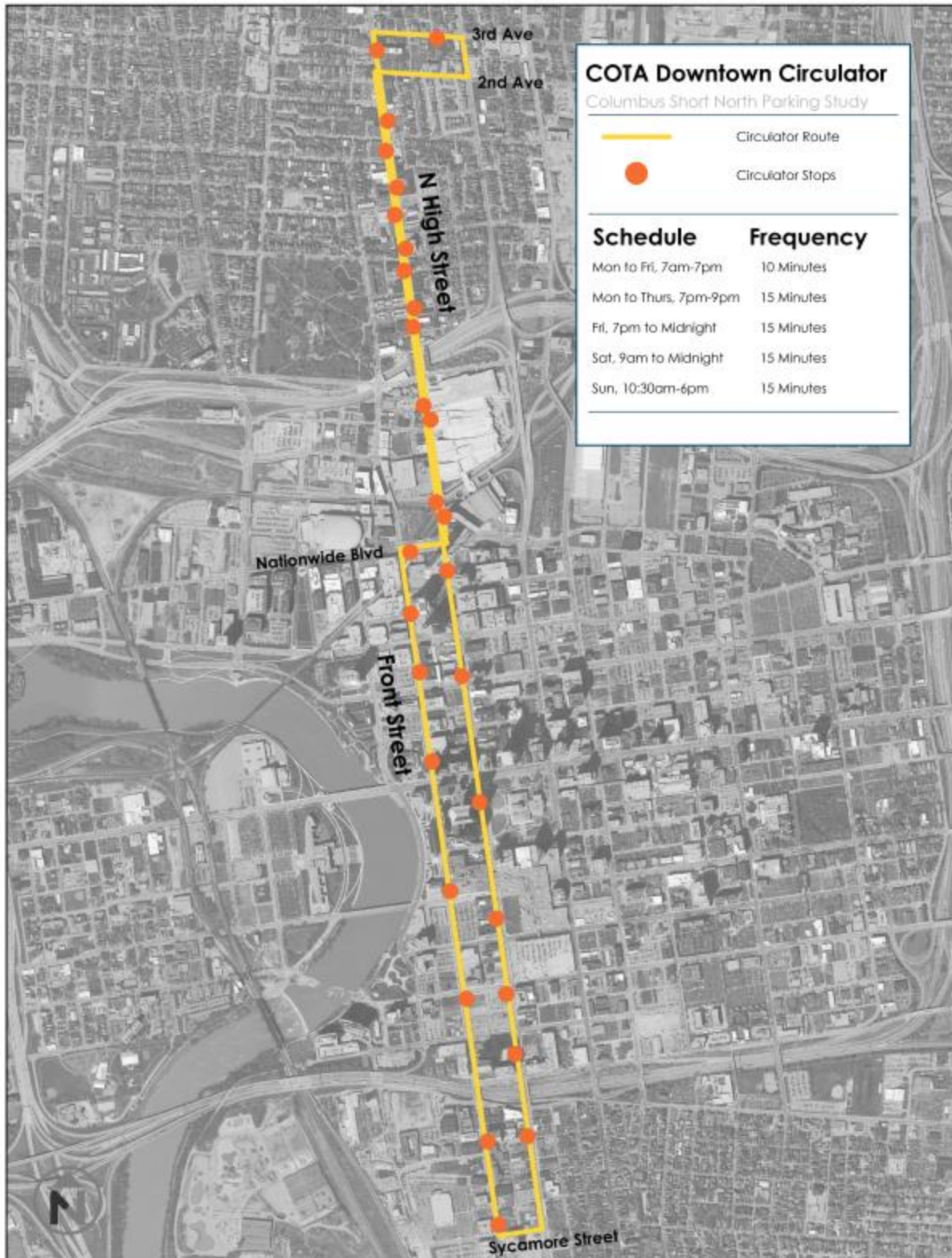
DEPARTMENT OF
PUBLIC SERVICE

COTA DOWNTOWN CIRCULATOR

COTA's recently-launched Downtown Circulator service is a branded service dedicated to serving destinations around Downtown Columbus. Circulator buses operate in a continuous loop, traveling north from Sycamore Street in the Brewery District, through Downtown along Front Street and High Street, and into the Short North neighborhood before turning around at Third Avenue and traveling back south along High Street. The Circulator operates seven days a week, running every 10 minutes on weekdays and every 15 minutes during evenings and weekends. Buses run from 7 AM until 9 PM Monday through Thursday, and until midnight on Fridays. Saturday service operates from 9 AM until midnight, and Sunday service operates from 10:30AM until 6PM.



FIGURE 128 COTA DOWNTOWN CIRCULATOR ROUTE



BICYCLE FACILITIES

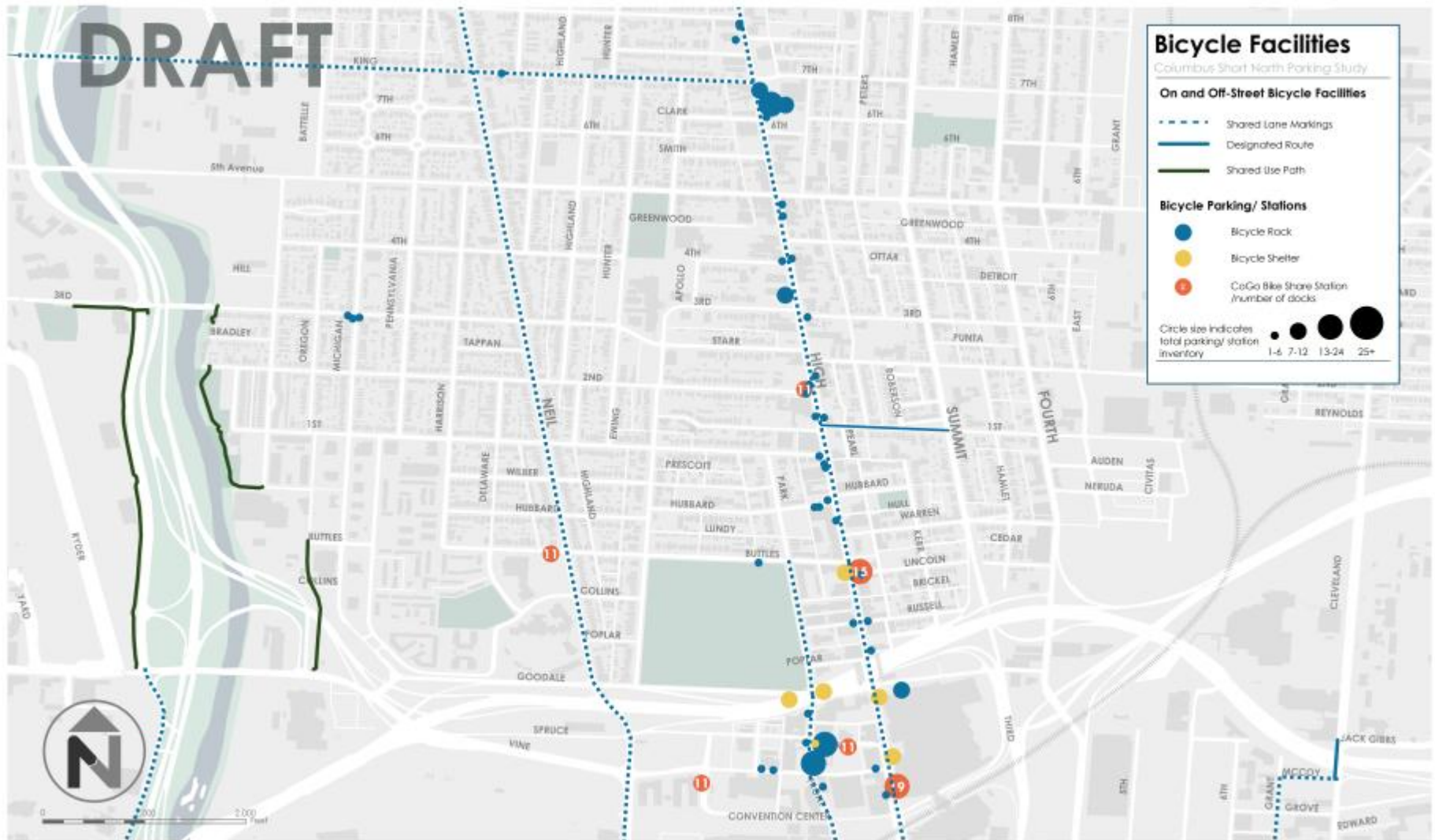
On-street bicycle facilities in the study area are limited to shared lane markings along High Street and Neil Avenue, as well as on King Street west of High and on Front Street south of Buttles Avenue. Shared lane markings, commonly referred to as "sharrows", communicate that bicyclists and motorists must share the travel lane, and that bicyclists may use the full lane in order to travel safely along the street. There are several bicycle racks located along High Street, with many between Sixth and Seventh avenues close to a grocery store and shops, as well as several located on Front Street between Spruce and Vine streets close to restaurants and bars.

In addition to bicycle racks, there are also a six covered bicycle shelters located around downtown, with three on High Street between Buttles Avenue and Convention Center Drive, one located at the Convention Center, and two located near the intersection of Front and Goodale streets.



COLUMBUS SHORT NORTH PARKING STUDY- EXISTING CONDITIONS DRAFT
City of Columbus

FIGURE 129 EXISTING BICYCLE FACILITIES



COLUMBUS SHORT NORTH PARKING STUDY- BICYCLE FACILITIES

March 13, 2014

COGO BIKE SHARE

Bicycle sharing is available in Downtown Columbus through CoGo Bike Share, provided by the City of Columbus. CoGo and other bike share systems provide a convenient and affordable transportation option for making short trips to local destinations. With 300 bicycles and 30 stations located throughout downtown, residents and visitors alike can borrow a CoGo bike and return it to any station in Downtown Columbus. Anyone can purchase a one-day or annual membership in order to use the system; members can make an unlimited number of trips, and all trips are free for the first thirty minutes.

Six CoGo Bike Share stations are located within the Short North study area, including two of the system's most popular stations. The station at High Street & Lincoln Street generated the second-highest number of trips in the entire CoGo system in 2013, while the High Street & Second Avenue station generated the third-highest number of trips.



CAR2GO CAR SHARING

Car2Go is a car share service that lets members use a car when they need it. Car share services provide a fleet of vehicles that can be used for a variety of trips, and users are charged based on the amount of time they use the vehicle. Car2Go allows users to use any Car2Go vehicle that is conveniently located, and cars can be parked anywhere in the service area when users are done instead of being returned to a designated spot. Car share services like Car2Go provide a convenient way to access a car without the need to own and park a personal vehicle. Car2Go currently has a fleet of 250 vehicles in Columbus, with several vehicles located throughout the Short North area and most located south of Second Avenue.



