Short North Parking Study Recommendations Public Presentation

COLUMBUS SHORT NORTH PARKING STUDY

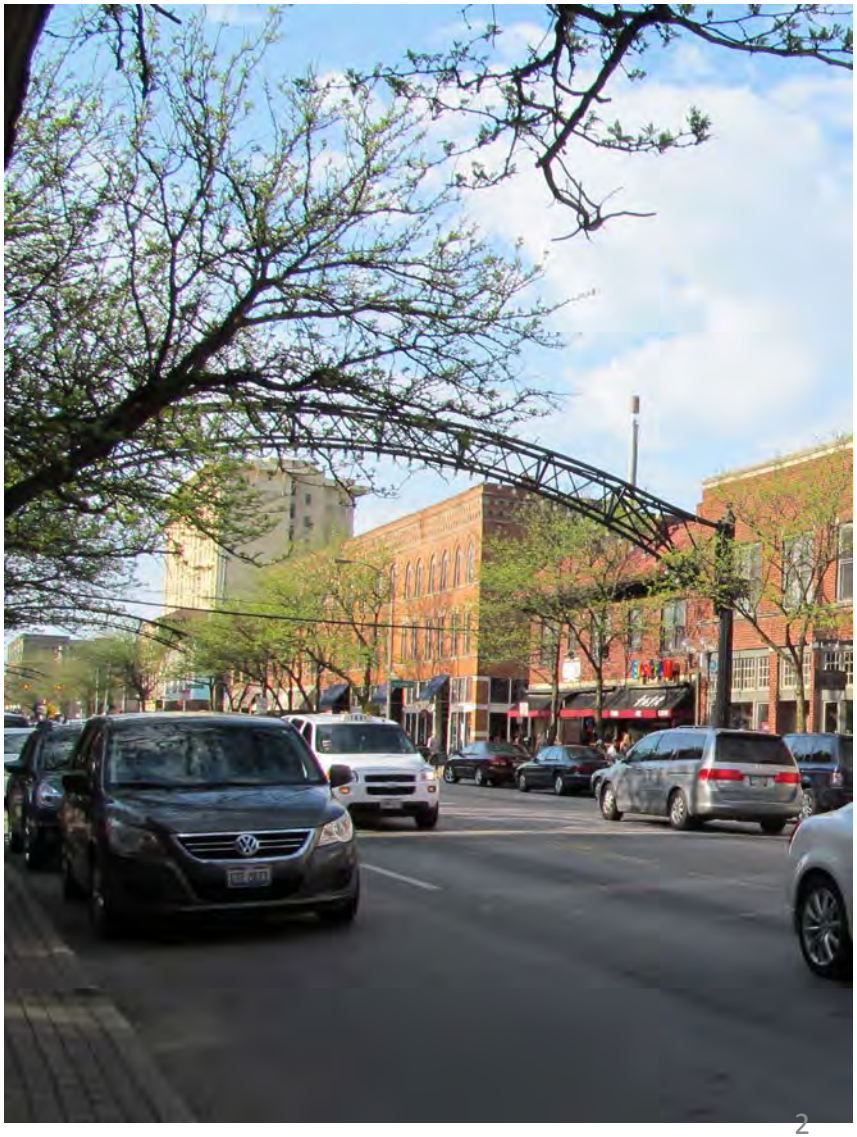
THE CITY OF COLUMBUS
MICHAEL B. COLEMAN, MAYOR
DEPARTMENT OF PUBLIC SERVICE

December 17, 2014

AGENDA

COLUMBUS SHORT NORTH PARKING STUDY

- **Project Process**
  - Background
  - Analysis
- **Recommendations**
  - Project Goals
  - Challenges/Findings Summary
  - Strategies (by Category)
- **Next Steps**



Parking in the Short North…

Is closely linked to:

- Economic Vitality
- Local Business Health
- Tourism
- Pedestrian Environment
- Traffic Patterns
- Development Potential
- Bicycling Accommodations
- Signage and Wayfinding

Short North Parking Study Goals

COLUMBUS SHORT NORTH PARKING STUDY

Enhance economic development and vitality of Short North and surrounding neighborhoods

Protect residential neighborhoods

Provide convenient, accessible parking as part of a multimodal transportation system

Recommend of a financially sustainable parking plan

Create realistic zoning requirements for Short North developments

Project Process

COLUMBUS SHORT NORTH PARKING STUDY

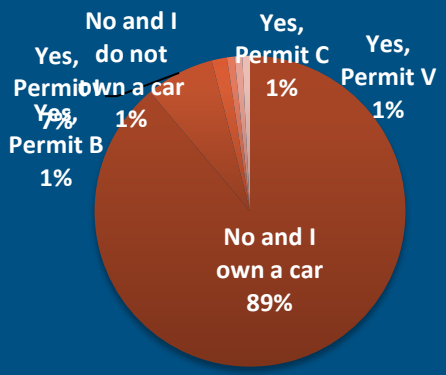
- Collect and Organize Background Information
- Parking Inventory – Off-street and On-street
- Data Collection
- Supply and Demand Analysis - Utilization
- Zoning and Land Use Analysis
- Parking Standards and Management
- Strategy Development
- Draft Recommendations
- Final Recommendations
- Implementation
- Stakeholder/Public Process

Project Steps

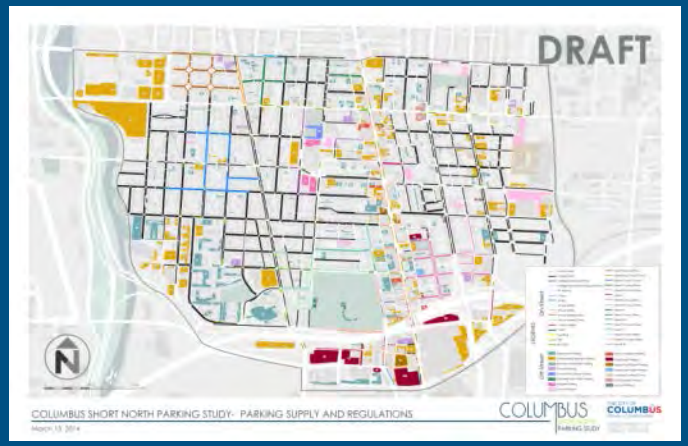
COLUMBUS SHORT NORTH PARKING STUDY

Public Open House

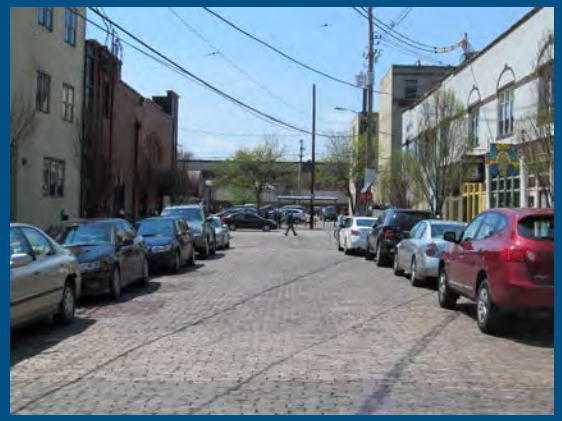
Online Survey/Stakeholders



Inventory/ Utilization



Draft Strategies and Recommendations



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Project Process

Stakeholder Interviews

COLUMBUS SHORT NORTH PARKING STUDY

City Staff

- **PVB**
  - Mark Springer (Security and Operations)
  - Daphne McSweeney (Office Manager)
  - Keith Keeran (Service Manager)
  - Mike Garvey/ Gary Withers (PEO Supervisors)
  - Jennifer Wood (Management Analyst)
- **Police Department**
  - Steve Smith
- **Department of Planning/ Engineering/ Zoning**
  - Dan Blechschmidt (Planning)
  - Mark Dravillas (Planning)
  - Vince Papsidero (Planning)
  - Kevin Wheeler (Planning)
  - Randy Black (Historic Preservation Officer)
  - Mark Lundine (Economic Development)
  - Chris Presutti (Zoning)
  - Kelly Scocco (Zoning)
  - Gary Wilfong (Engineering)
  - Chris George (Ped/Bike Engineering)
  - Daniel Moorhead (Ped/Bike Engineering)

Developers/ Property Owners

- Mark Wagenbrenner

Businesses

- David Miller/ Walter Carpenter (Cameron Mitchell Restaurants)

Civic Associations/ Commissions

- Jeff Smith (Short North Civic Association)
- Kristen Easterday (Harrison West Civic Association)
- Marc Conte (Victorian Village Commission)
- Jason Sudy (Italian Village)
- Larry and Sylvia Totske (Italian Village)

Organizations

- Betsy Pandora (Short North Alliance)
- Matt Hansen/ Erin Prosser (Campus Partners)
- Michael Bradley (COTA)

Others

- Joe Pishitelli (Italian Village)
- Bill Jennison (Franklin County Convention Facilities Authority)

Roundtable Discussions

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Bar/ Dining/ Nightclub Roundtable

- Short North Tavern
- Pint House
- Cup O Joe
- Lemongrass
- Union Café/ Axis
- Haiku
- Impero Coffee
- Northstar Café
- Bodega
- Surly Girl Saloon
- Short North Stage
- Level
- Basi

Business/ Personal Service Roundtable

- Chase Bank
- Fulcrum Creatives
- Huntington Bank
- R Design & Printing
- Sevell & Sevell
- Synergy Media Ltd.
- Urban Office Furnishings and Art Gallery
- S77
- Charles Penzone
- Phia
- Outlook Media
- Edward Jones
- Bliss
- Reagan Purcell Architects

Galleries/ Shops/ Lodging Roundtable

- PM Gallery
- Columbus Eyeworks
- On Paper
- Homage
- Grandview Mercantile
- Paradise Garage
- Utrecht Art Supplies
- What the Rock?!
- Brandt-Roberts Galleries
- Sherrie Gallerie
- Victorian Village Guest House
- 50 Lincoln- Short North Bed Breakfast
- Hampton Inn & Suites

Parking Inventory

Parking Inventory

COLUMBUS SHORT NORTH PARKING STUDY

- **Over 25,000 Parking Spaces**
  - **16,500 off-street spaces**
  - **8,500 on-street spaces**
- **Simplified more than 100 variations of parking regulations**

Parking Totals

COLUMBUS SHORT NORTH PARKING STUDY

- **Italian Village**
  - On-Street- 1,658
  - Off-Street- 1,975

  Total **3,633**

- **Harrison West/ Vic Village**
  - On-Street- 4,570
  - Off-Street- 6,692

  Total **11,262**

- **High Street**
  - On-Street- 2,365
  - Off-Street- 3,786

  Total **6,151**

- **Downtown**
  - On-Street- 226
  - Off-Street- 4,388

  Total **4,614**

Total On-Street: 8,513 Spaces

Total Off-Street: 14,093 Spaces

TOTAL SPACES: 25,660

Parking Utilization Analysis

Thursday 8am

DRAFT

COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION THURSDAY 8AM

APRIL 24, 2014

COLUMBUS SHORT NORTH PARKING STUDY

THE CITY OF COLUMBUS MICHAEL B. COLEMAN, MAYOR

DEPARTMENT OF PUBLIC SERVICE

Thursday 2pm

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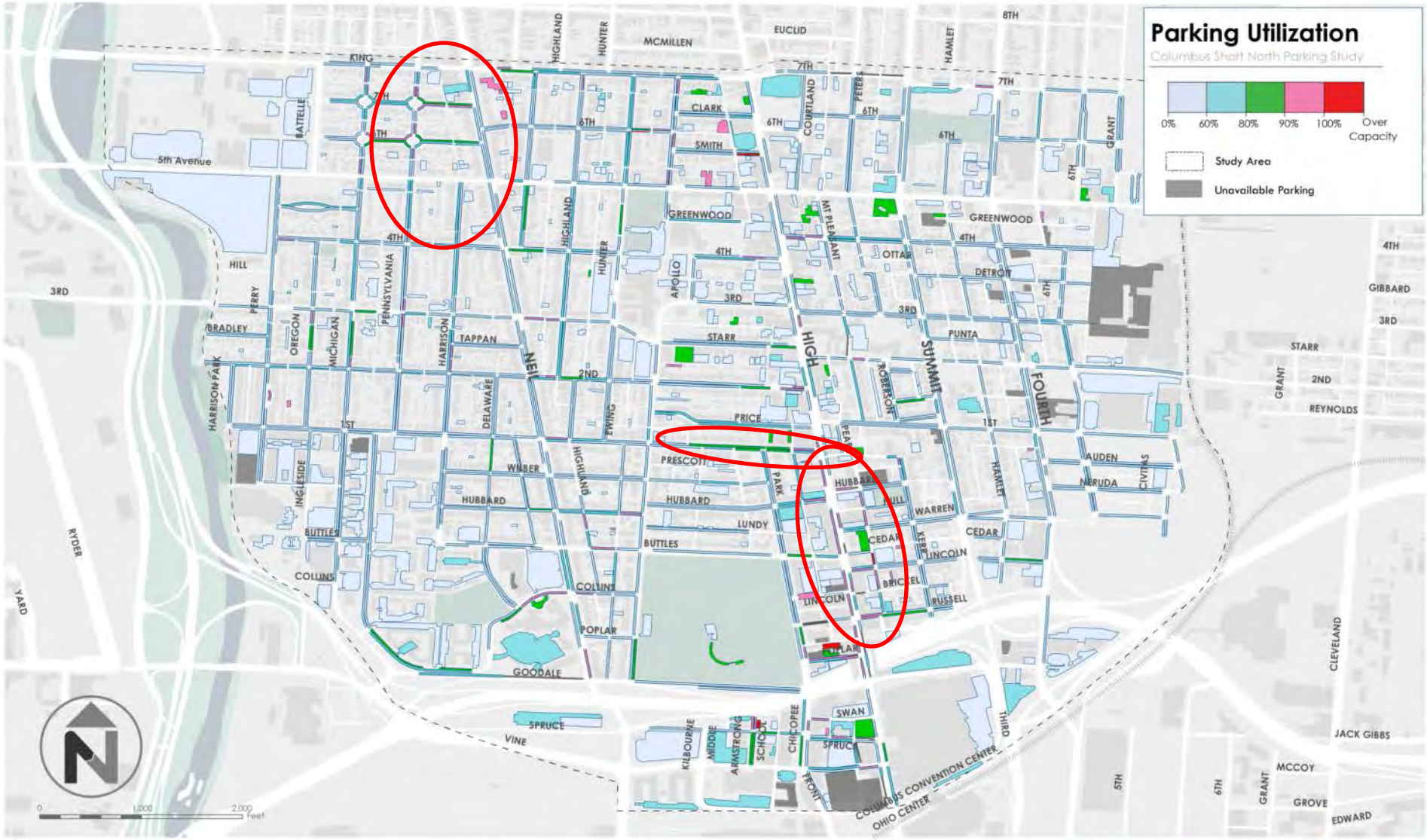

COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION THURSDAY 2PM

APRIL 24, 2014

COLUMBUS SHORT NORTH PARKING STUDY

THE CITY OF COLUMBUS MICHAEL B. COLEMAN, MAYOR

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Thursday 6pm

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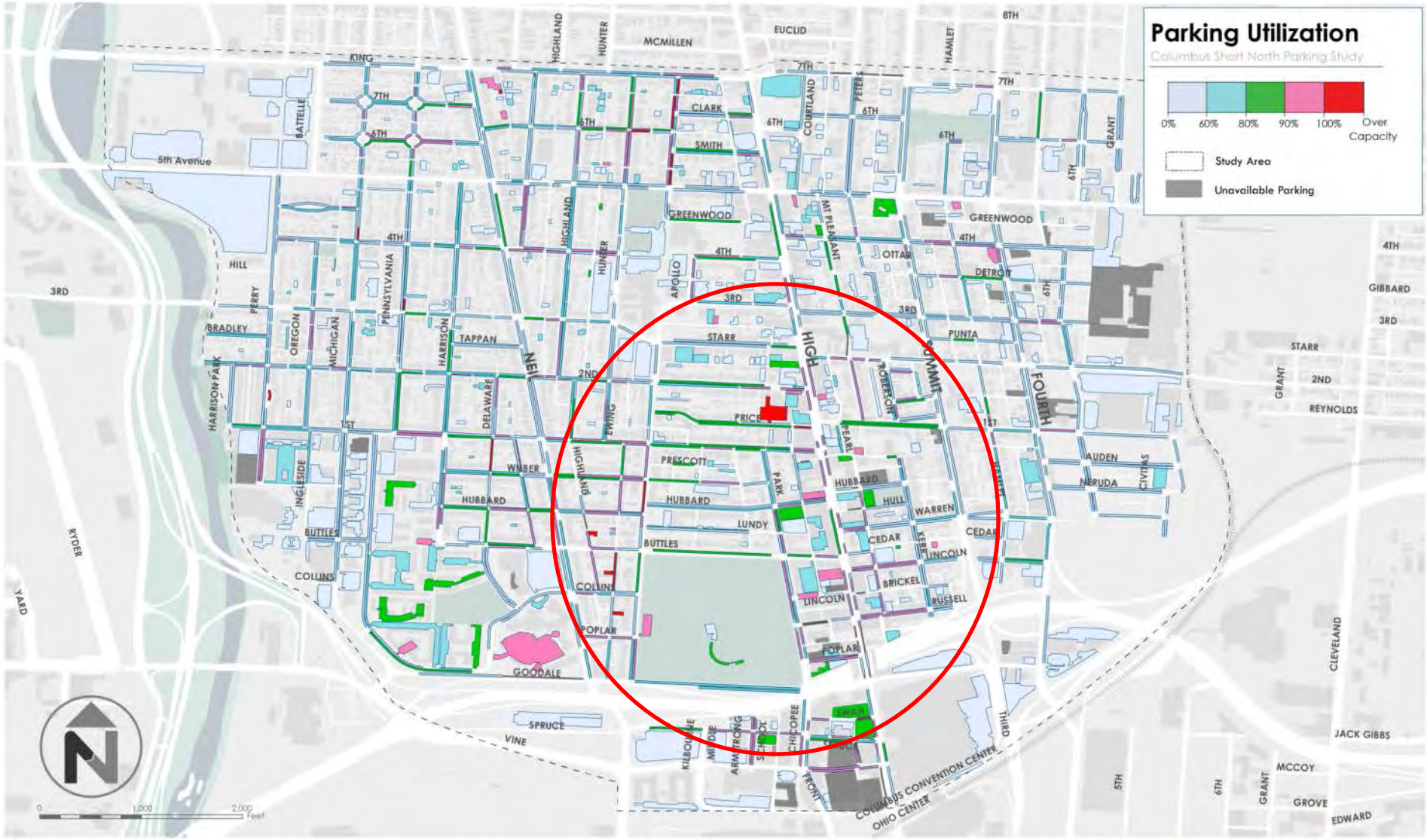

COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION THURSDAY 6PM

APRIL 24, 2014

COLUMBUS SHORT NORTH PARKING STUDY

THE CITY OF COLUMBUS
MICHAEL B. COLEMAN, MAYOR
DEPARTMENT OF PUBLIC SERVICE

Study Area Utilization- Saturday

Saturday 12pm

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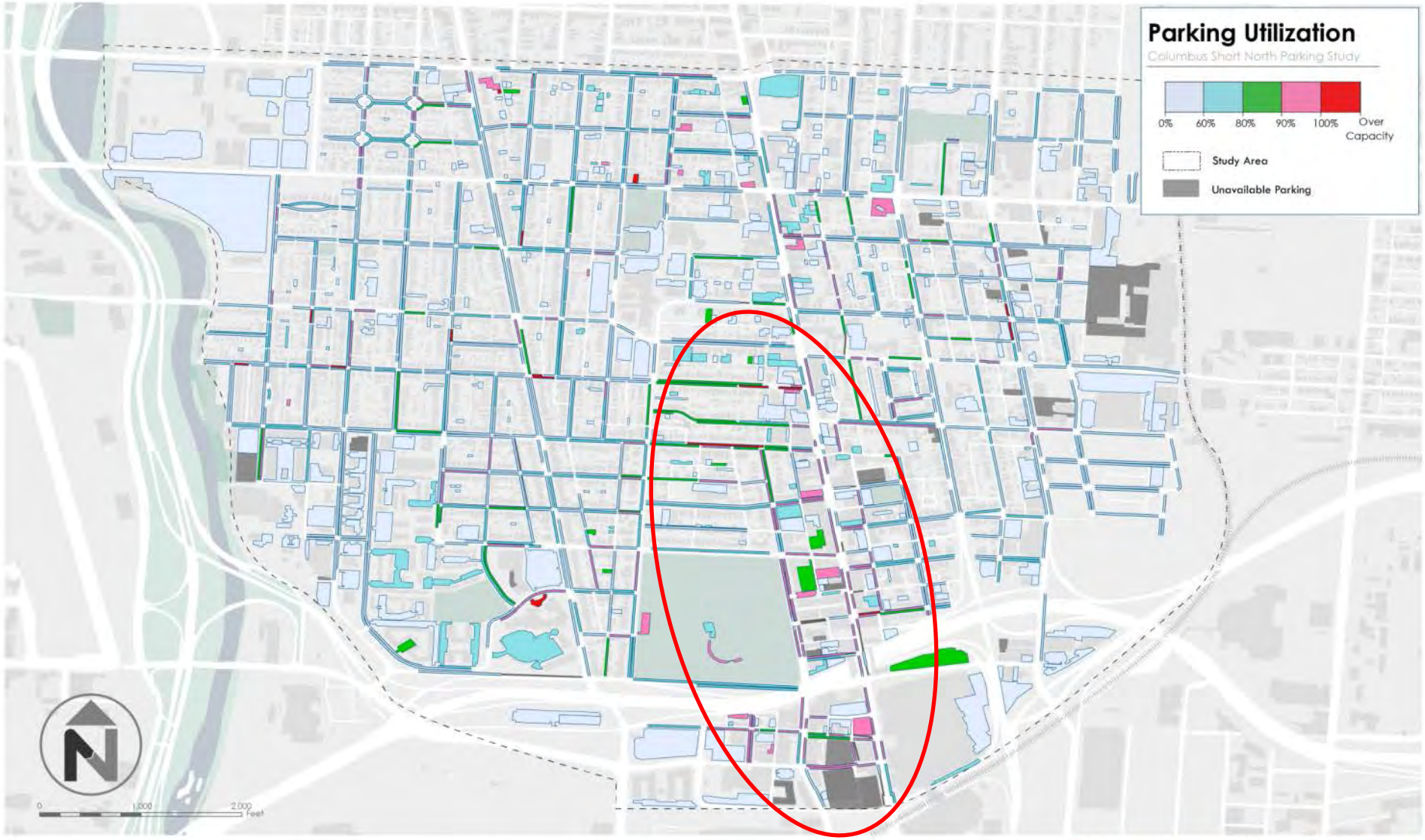

COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION SATURDAY 12PM

APRIL 24, 2014

COLUMBUS SHORT NORTH PARKING STUDY

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Saturday 6pm

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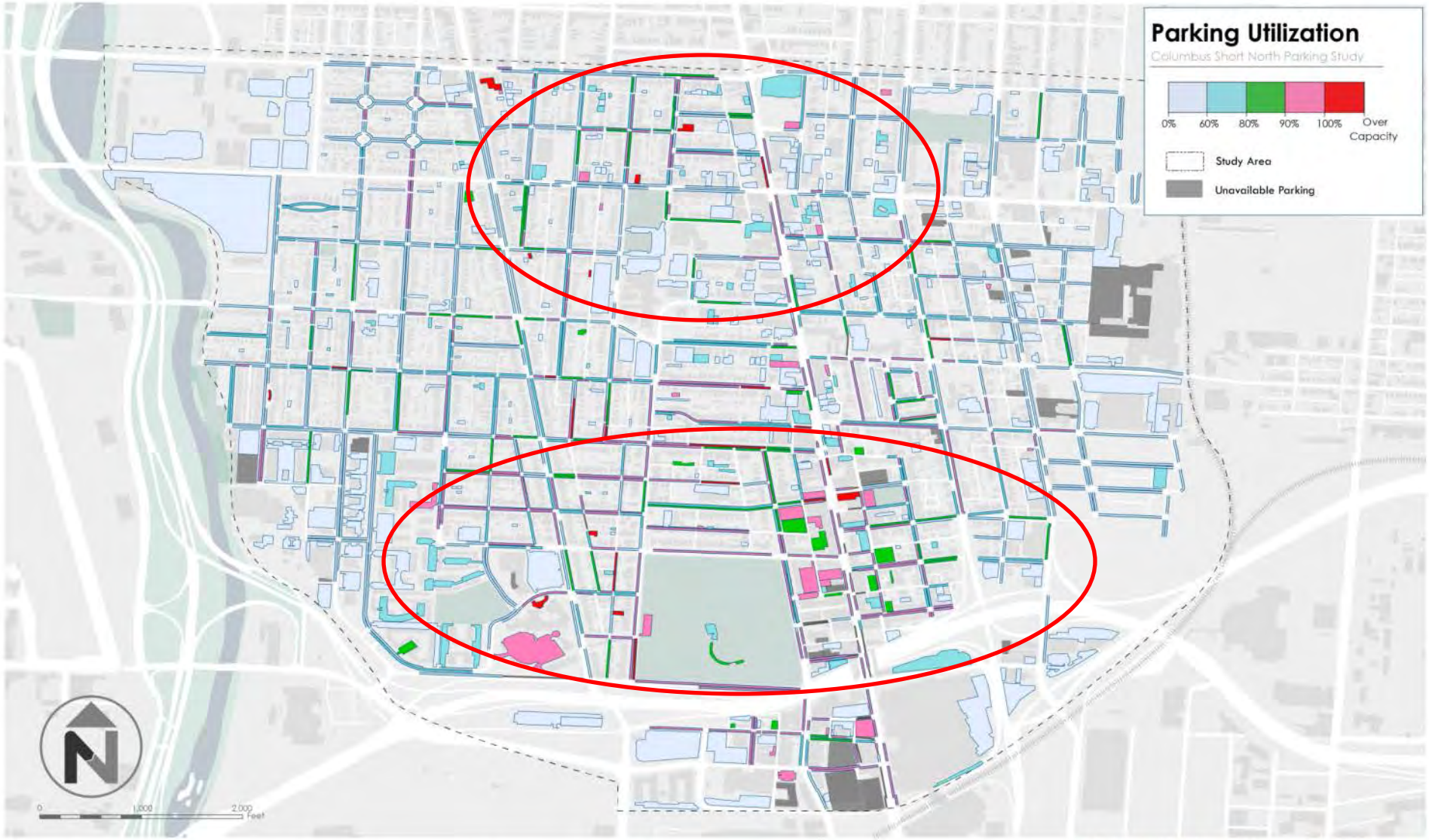

COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION SATURDAY 6PM

APRIL 24, 2014

COLUMBUS SHORT NORTH PARKING STUDY

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Saturday 10pm

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COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION SATURDAY 10PM

APRIL 24, 2014

COLUMBUS SHORT NORTH PARKING STUDY

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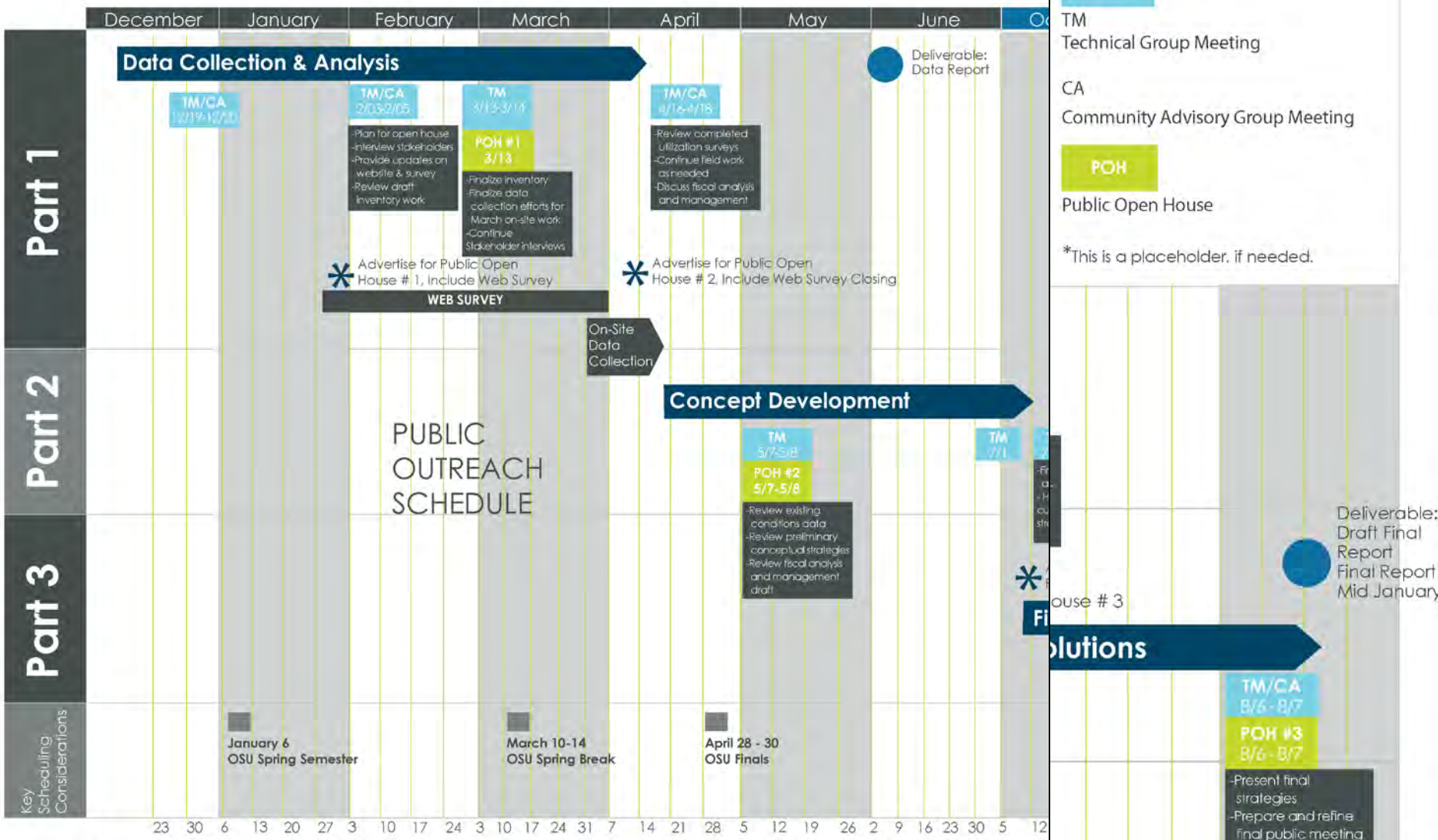
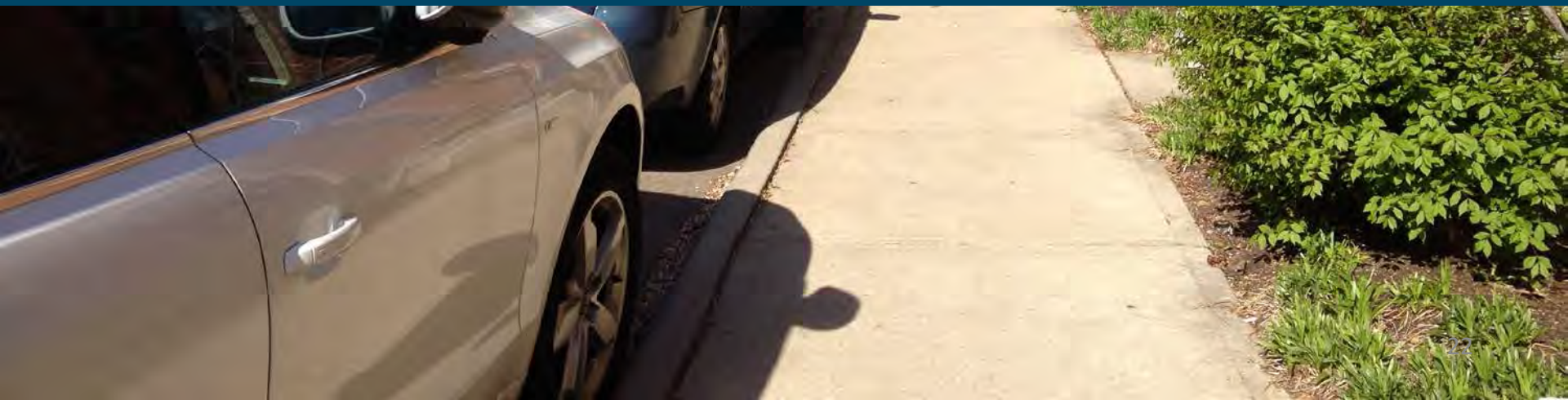
Project Schedule



PUBLIC OUTREACH PLAN

12.17.14

Issues/Challenges Summary



What is the Parking Problem?

COLUMBUS SHORT NORTH PARKING STUDY

1. Difficulty **finding parking** in the **High Street area** (south of 2nd street)

2. **Frustration** with existing employee & residential **permit program**

3. **Lack of publicly-available parking** throughout the Short North, but ample supply in private lots

4. Pedestrian **safety and wayfinding** challenges

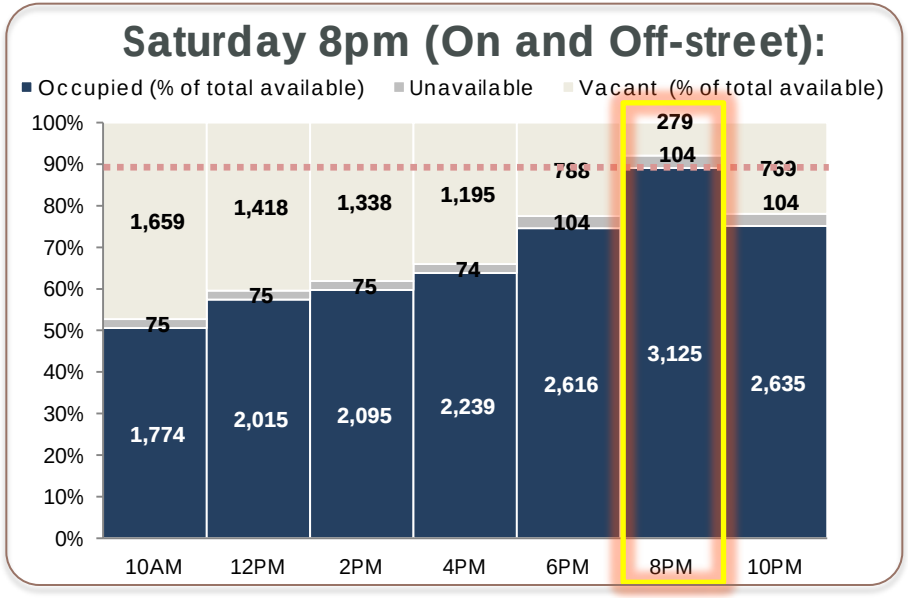
5. Lack of employee & customer **information & incentives** to use **transportation alternatives**

6. Existing and future **development pressures** (restaurant and residential)

1. High Street Availability

- Difficulty finding parking in the High Street area (south of 2nd street), especially ***in the evening***

- ***Must accommodate everyone***: customers, employees, and residents



2. Residential and Employee Permits

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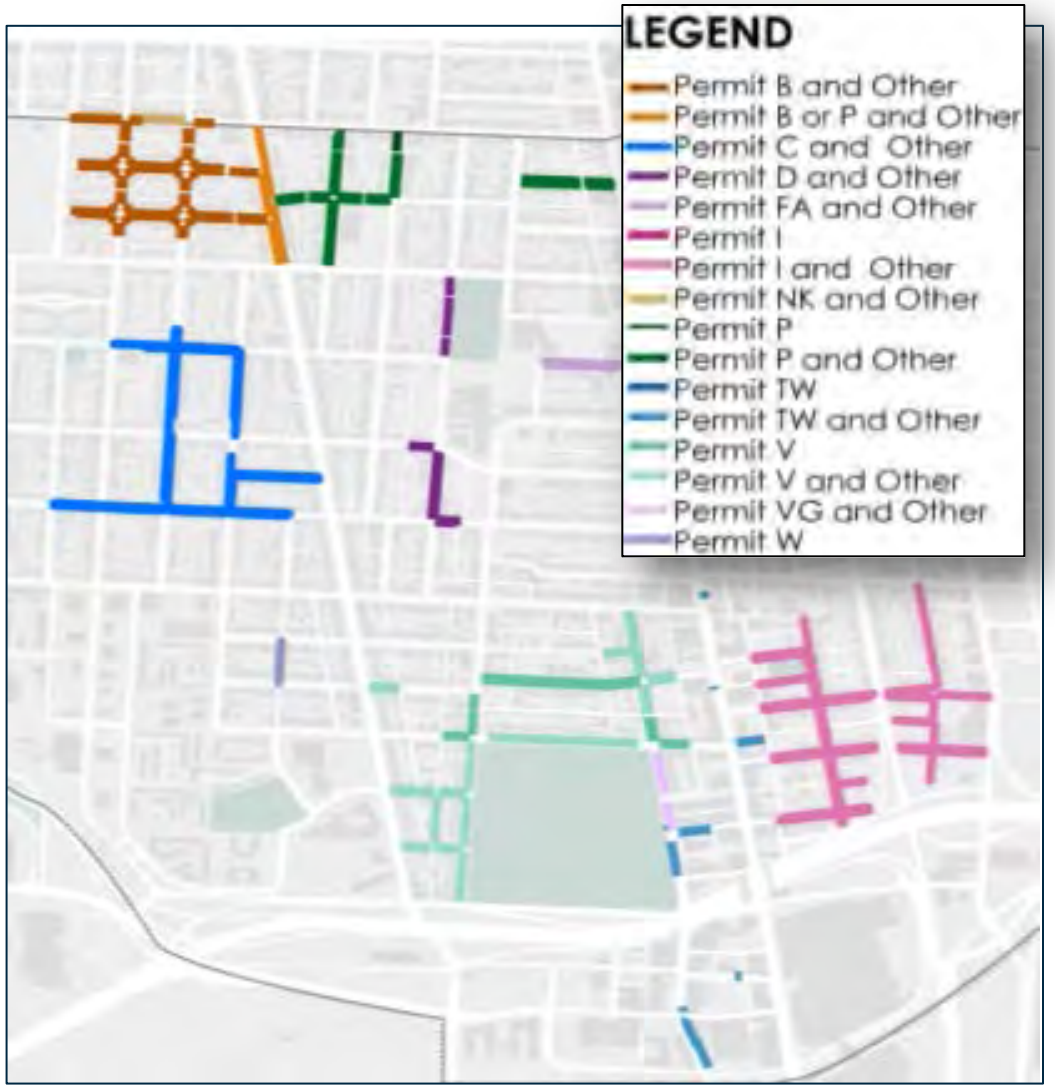
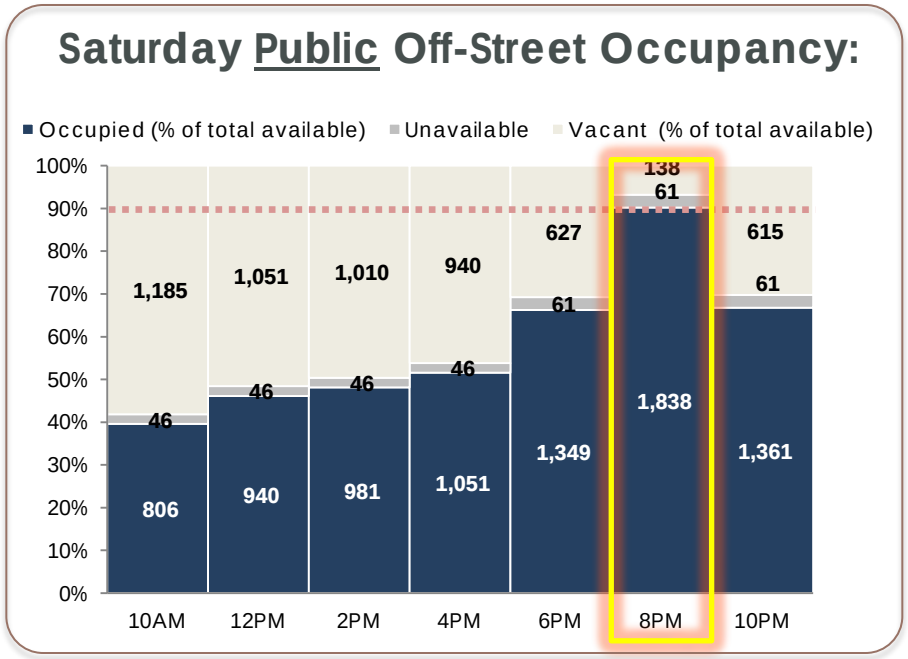
- Resident & employee ***confusion***; Program is too complex
- ***No consistency***; Varying regulations
- Lack of ***employee*** parking options

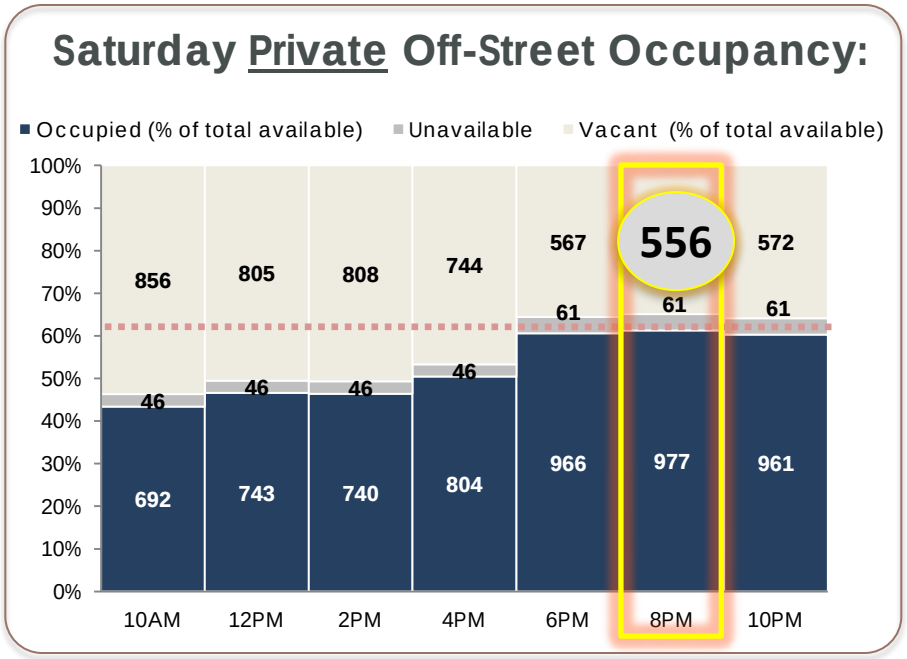


3. Lack of Public Parking

COLUMBUS SHORT NORTH PARKING STUDY

- On-street parking ***hard to find***
- ***Lack of public off-street parking facilities*** throughout the Short North, but ample supply in private lots





4. Needed Multimodal Infrastructure

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- Pedestrian and bicycle safety and wayfinding challenges

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…

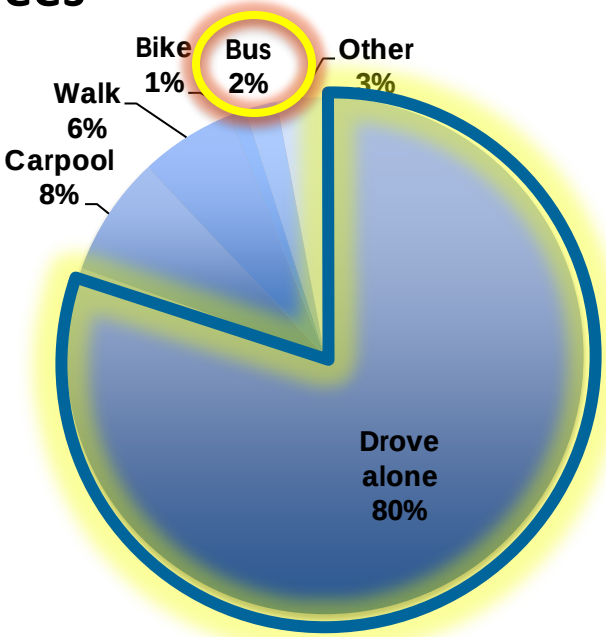
- ***I don't feel safe***. I know several people, myself included, who have been ***hit by cars*** and one who was killed.
- Don't like to bike in an urban environment
- Safety during busy traffic/***Speed of drivers***
- Colder weather
- I walk most places
- ***Sidewalks*** in Victorian Village can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

5. Transportation Alternatives

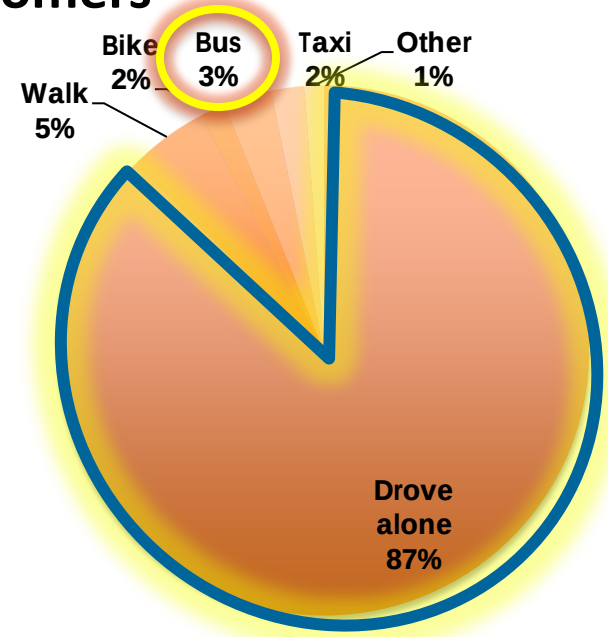
COLUMBUS SHORT NORTH PARKING STUDY

- Lack of transportation alternative incentives or information for employees and customers

Employees



Customers



"Needed **emphasis on alternative transportation** options to <u>lower reliance on cars</u> and parking demand"

6. Future Development Pressure

COLUMBUS SHORT NORTH PARKING STUDY

- Existing and future development pressures remain with restaurants and residential units

What types of development would you like to see in the Short North?

- **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 more apartments*—Residents can't park on their own street**
- **More personal banking**

Recommendations Framework

Adding Supply to the System

- Shortening Metered Spaces to 20’
- Formalizing Public Parking on Side Streets
- Creating Excess Public Parking as Part of New Development
- Opening Private Lots for Public or Leased Use

Address Development Impacts

- Consider a Special Parking District for the Short North
- Updated and formalized review process
- New review and zoning tools to capture transportation and parking impacts

Broaden and Formalize Employee Options

- Greater variety of employee transportation options
  - Formalizing secure off-street permit parking facilities
  - Added onstreet supply
    - Expanding pricing only during peak demand periods
  - Encouraging Transportation Demand Management programs

Recommendations

Goal: Provide Convenient and Available Parking

Strategies

1. **Demand Based Pricing**
   - Pricing is the most effective tool to create parking availability
2. **Formalize Employee Parking Options**
   - Create parking and incentives to use transportation alternatives
3. **Maximize On-Street Capacity**
   - Efficiently utilize existing on-street curb space and simplify regulations

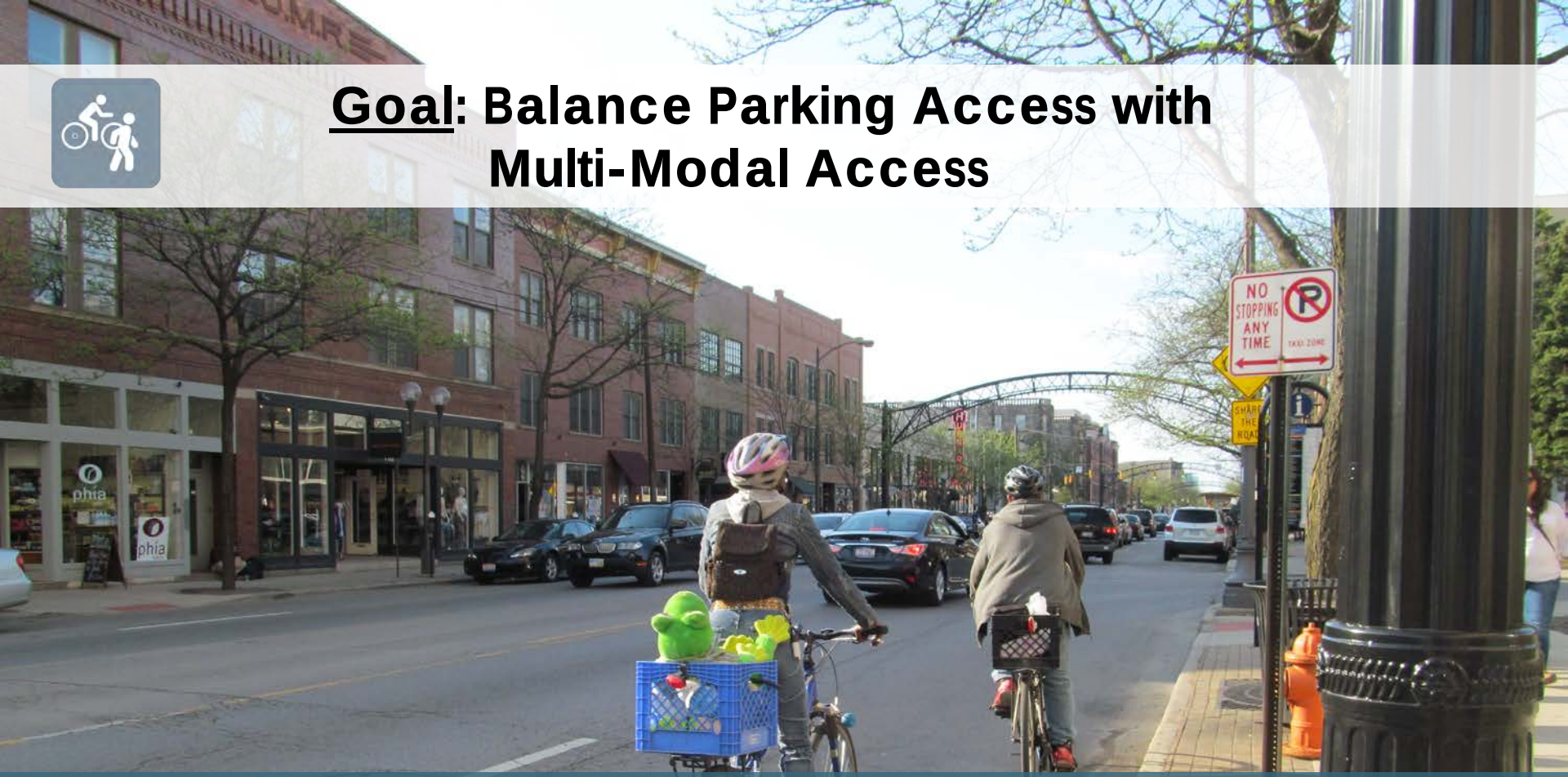
Goal: Protect Residential Streets

Strategy:

4. Revise Permit Program

- Create a balanced system among parking users that protects the integrity of residential neighborhoods.

<u>Goal</u>: Balance Parking Access with Multi-Modal Access



<u>Strategies:</u>

5. **Pedestrian, Bicycle, and Transit Improvements**
   - Support and integrate multimodal alternatives and improvements to offset parking demand
6. **Employer-Based Incentives to Use Alternatives**
   - Administer a centralized transportation center to disseminate parking and transportation information

Goal: Financial Sustainability

Strategies:

7. **Sharing District (shared parking)**
   - Leasing private parking for public use to create a greater public parking supply
8. **Technology Improvements**
   - Improving the customer experience and make parking enforcement more efficient

Goal: Economic Development

Strategies:

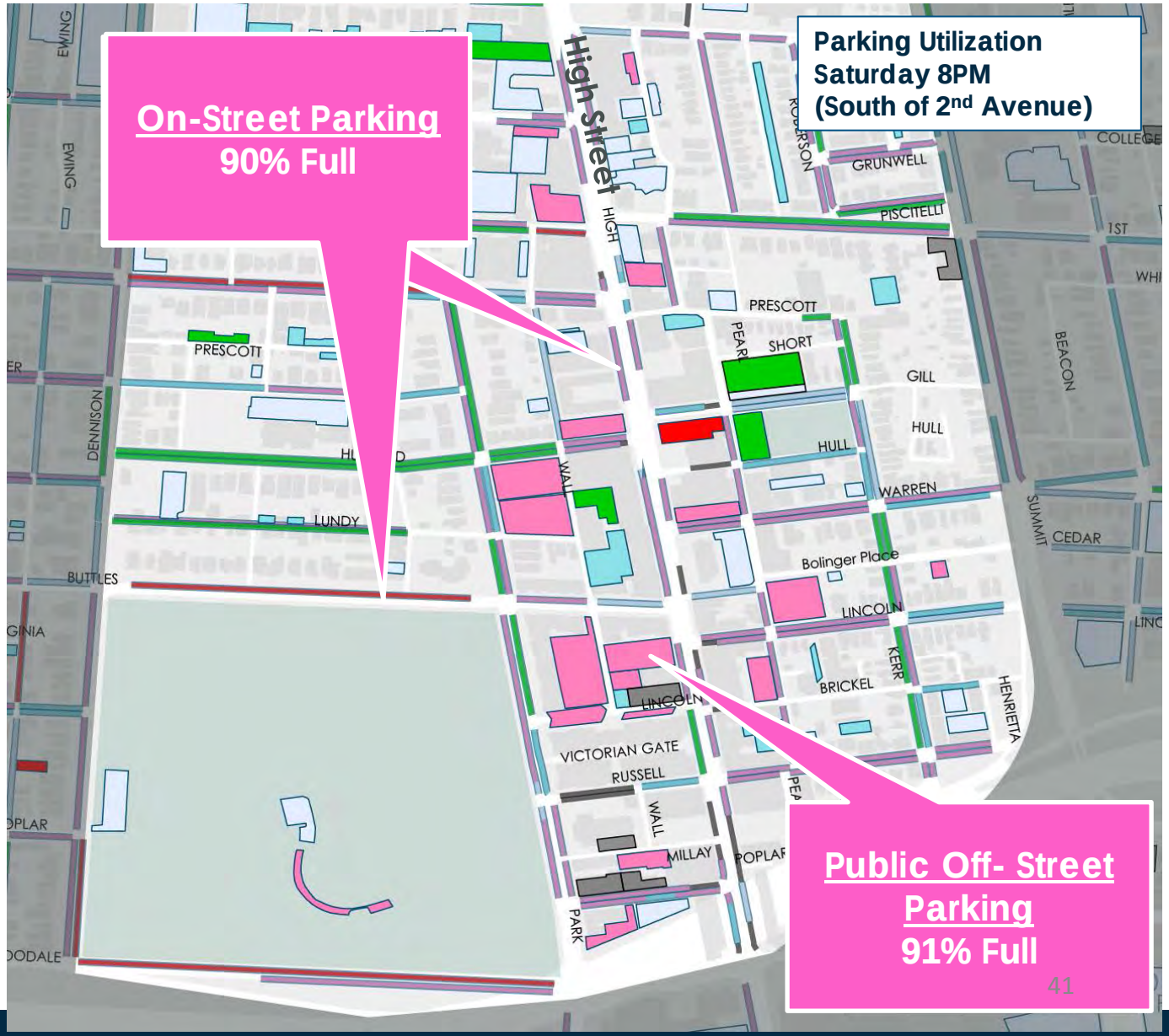
9. **Incentive Excess Parking for Public/ Shared use**
   - Work with developers to generate a greater public parking supply to proposed developments
10. **Short North Special Parking District**
   - Develop guidelines to generate realistic parking ratios for Short North developments

<u>Goal</u>: Provide Convenient and Available Parking

Goal: Provide Convenient & Available Parking

Issues

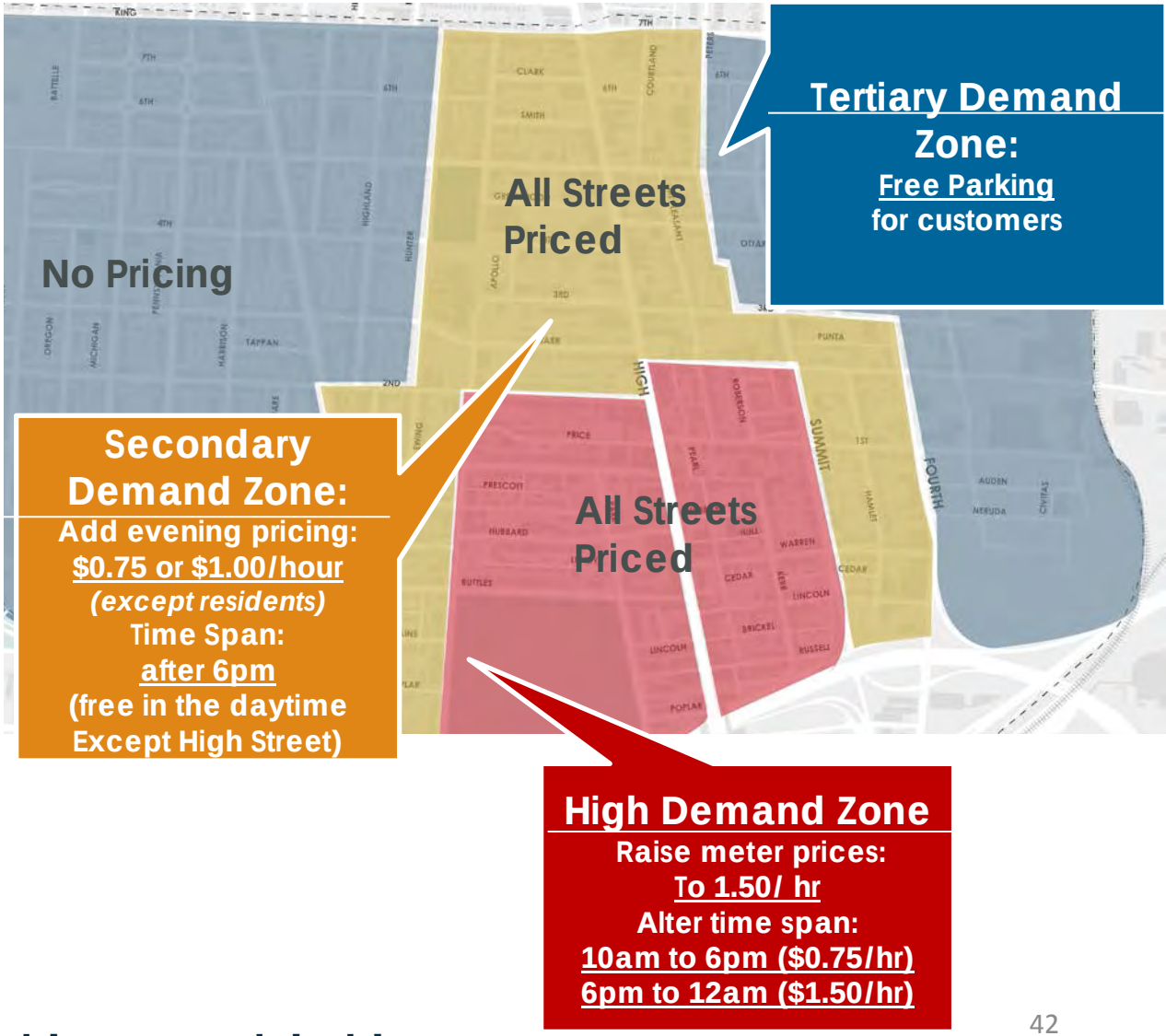
- ***Increasing demand*** within High Street Zone
- Highest demand for ***on-street*** spaces during the ***evening hours*** along High Street
- ***Employees*** are parking in the most convenient and valuable ***front door spaces***



Strategy 1: Create Demand Based Pricing:

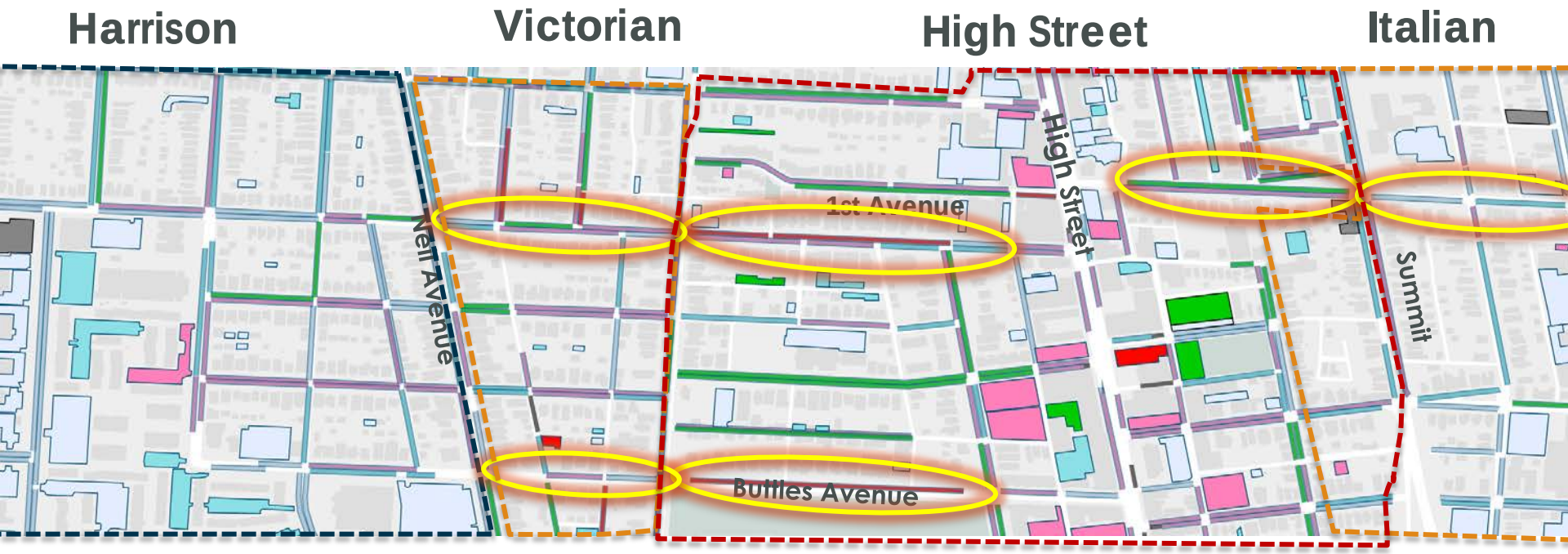
Possible Parking Pricing Tiers

1. **Increase pricing to create availability**
   - Customers are least price sensitive and ***stay shorter*** durations
2. **Allow (and price) additional parking on adjacent streets**
3. **Create lower-priced options**
   - Makes ***Remote Parking*** more attractive
   - Provides ***alternatives*** to higher-priced areas of Maximum Demand



Pricing does not apply to resident permit holders

Saturday 8pm, Peak Utilization

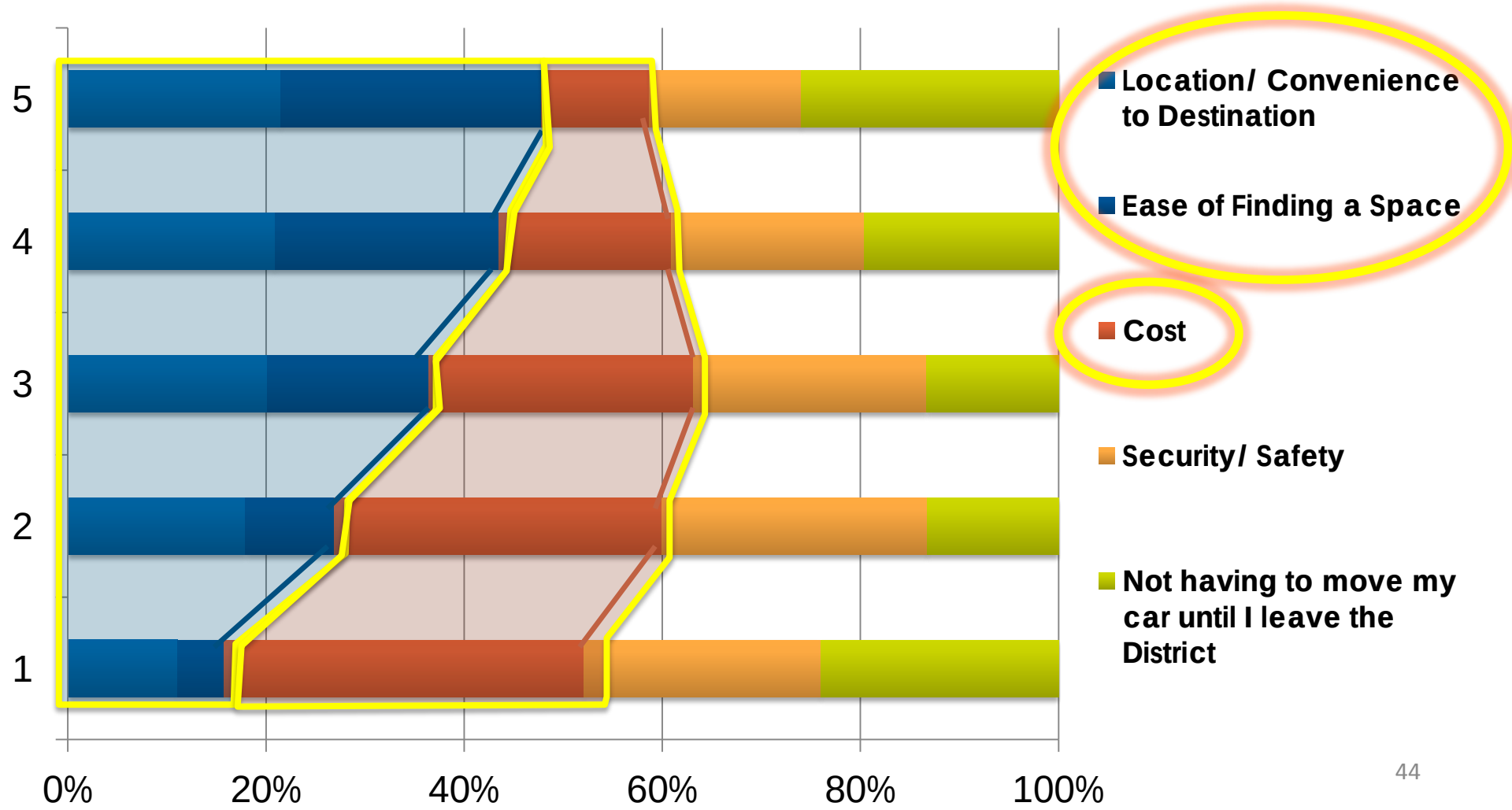


- Create pricing zones based on existing demand patterns within the neighborhoods

Parking Preference Results

COLUMBUS SHORT NORTH PARKING STUDY

When choosing where to park in the District, please rate the following considerations from 1 (least important) to 5 (most important).



Example: Redwood City, CA

Institute Market-Rate Pricing

- Maintain 85% occupancy (by ordinance)
- Priced differently by highest-use times
- Starting fee structure set to price most desirable spots the highest

Eliminate Time Limits

- Time limits not efficient at producing even 85% occupancy
- Allow pricing to create turnover instead

Program has been highly successful:

- Greater turnover and parking distributed more evenly across district
- Average length of stay 72 minutes (previously 1 hour limit)
- 82% occupancy on Broadway

Photo by BWChicago

Example: Washington, DC

- **The goals of the program are to:**
  - Protect resident parking residential zones
  - Encourage regular parking turnover in popular commercial areas
  - Promote non-automobile transportation
- **Tiered Demand Based Pricing**
  - Hourly rates increasing after the first hour up to a 4-hour limit. $1 million capital costs
- Overall DDOT has expressed **positive reaction from the program and will be expanding to other districts.**
- ***Constant monitoring and data collection to identify occupancy rate is essential to its success.*** *(Occupancy by license plate reader; Quarterly meetings, Annual Report)*

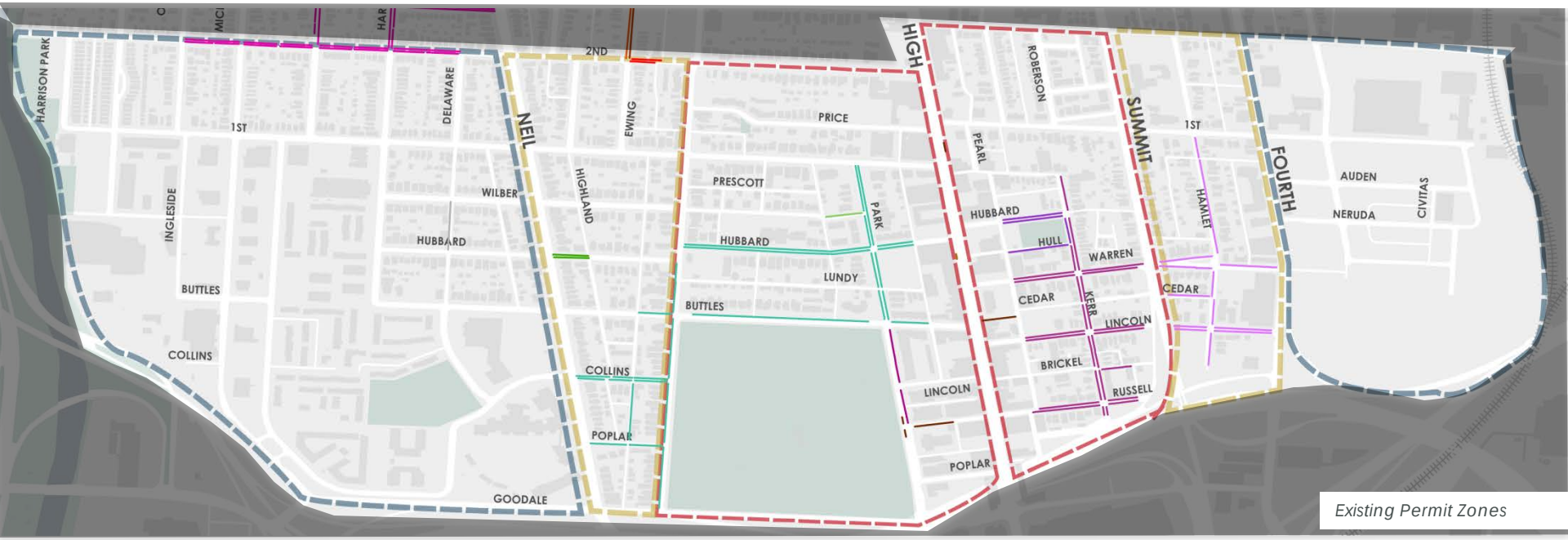
Source: District of Columbia, Department of Transportation

Proposed Pricing Zones

COLUMBUS SHORT NORTH PARKING STUDY

Victorian
$0.75/hr

High St East
$1.50/hr



Harrison
Free

High St West
$1.50/hr

Italian
Summit
$0.75/hr

Italian
Fourth
Free

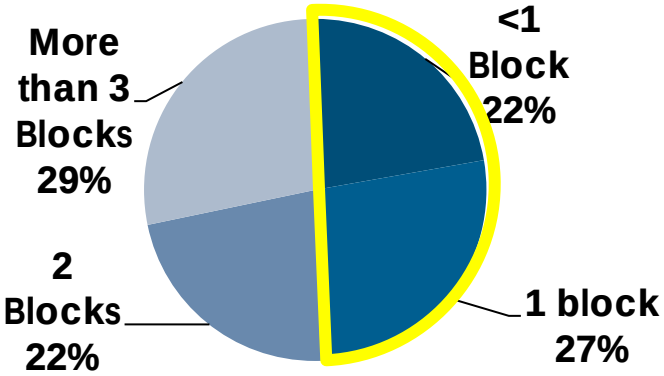
Notes:
- **Higher price may only apply after 6pm**
- **Map only shows on-street parking south of 2nd Ave**

Strategy 2a: Add Employee Parking Options

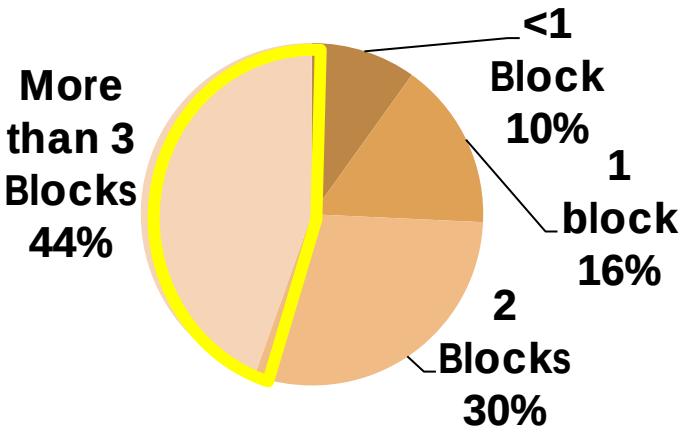
Issues

- Employees are in ***competition with Residents and Customers*** at key time (primarily evening)
- Daytime competition is less, but still impacts some neighborhoods
- No incentives for employees to use ***alternative modes***
- ***Insufficient options*** for employee parking

Currently, Employee Park…



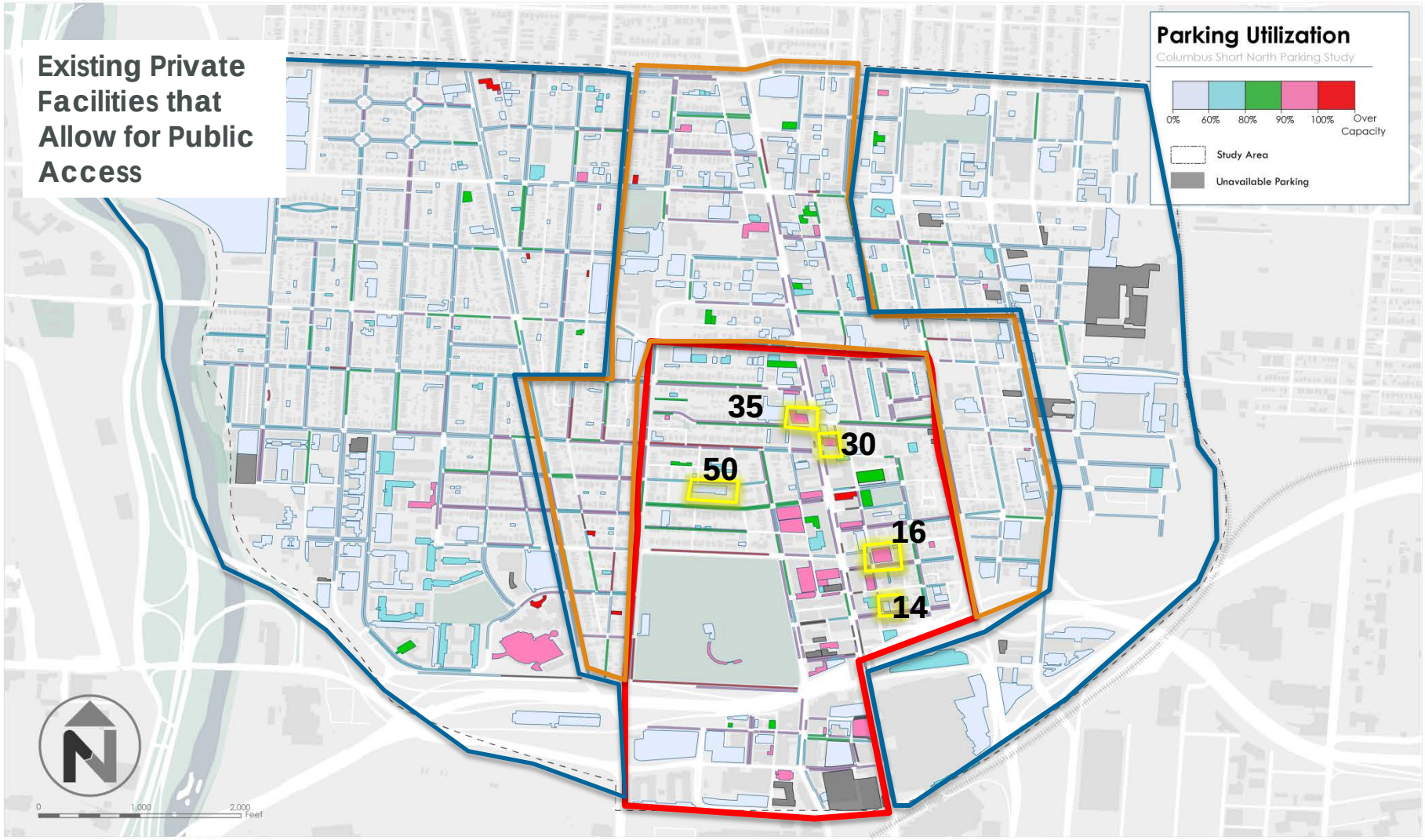
49% of employees park less than one block away



26% of customers park less than one block away

44% park more than 3 blocks away.

Existing Shared Facilities



COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION SATURDAY 8PM

August 28, 2014

Saturday 8pm

Strategy 3a: Maximize On-Street Capacity

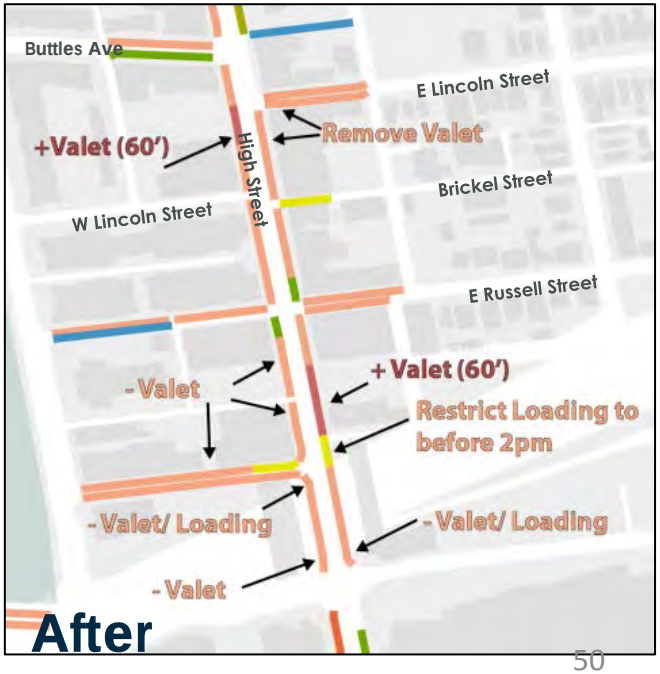
Simplify Existing Regulations

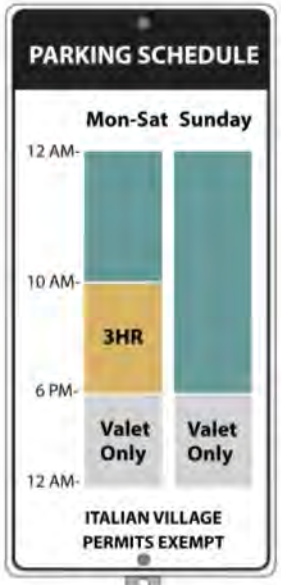
Issues

- Too many variations of parking regulations
- Limited amount of on-street supply on High Street

Solution

- Reduce overall parking (High Street) complexity
  - Simplify regulations
  - Remove excess signage





Strategy 3b: Maximize On-Street Capacity

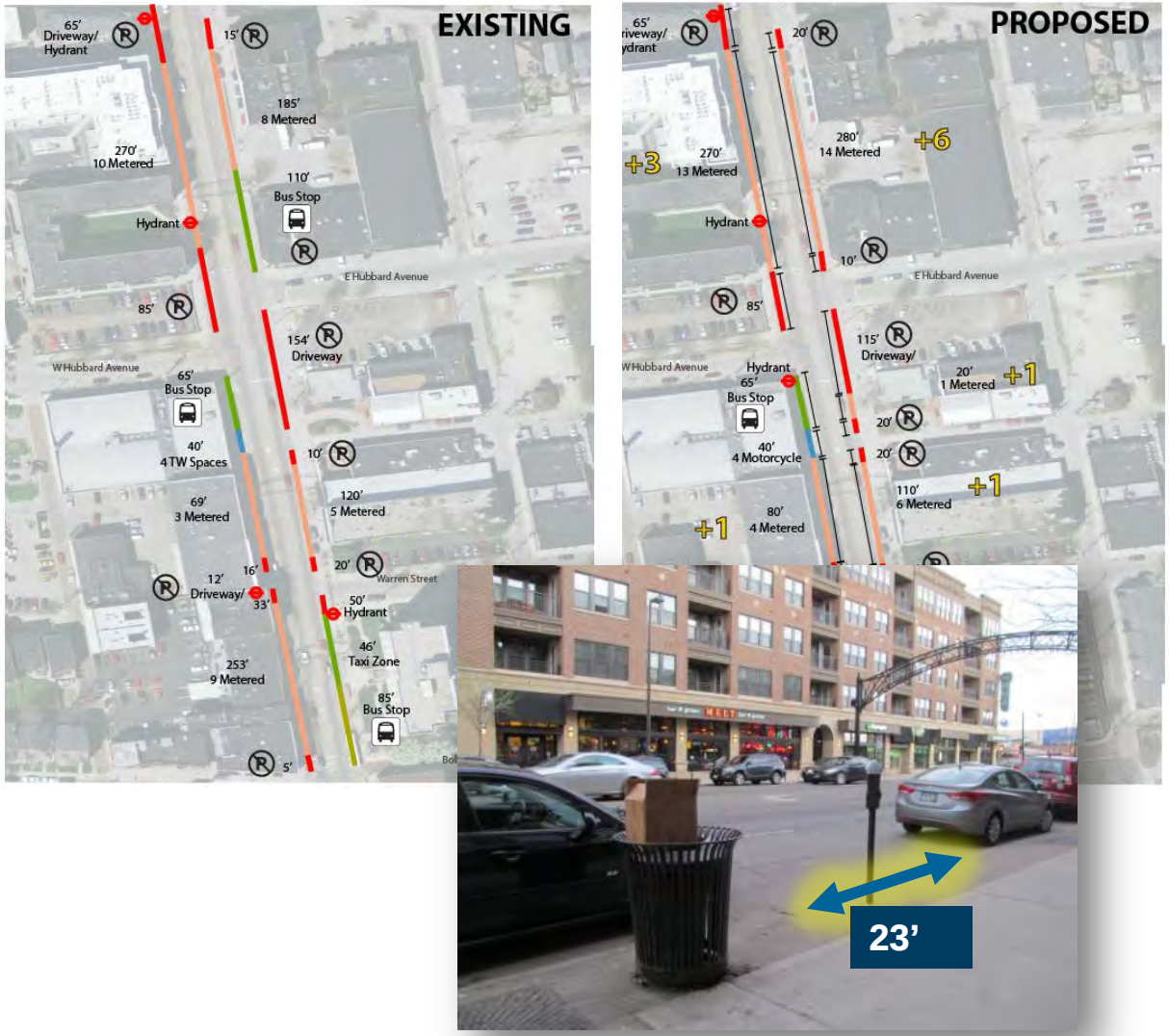
Maximize Metered Parking

Issues

- Limited amount of on-street supply on High Street

On-Street Changes

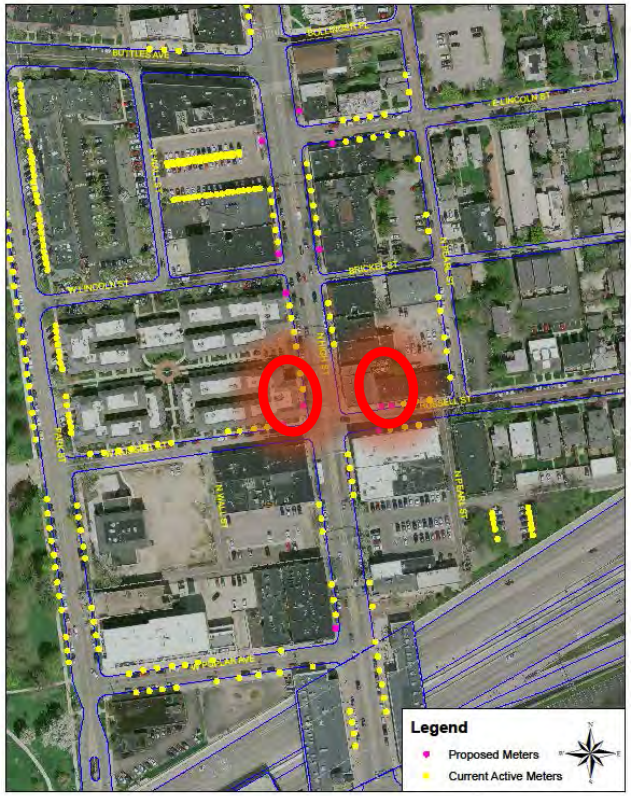
- 20-foot stalls (16' at end of block)
- COTA bus stop consolidation
- Decrease in some crosswalk clearances
  - 20' at unsignalized
  - 10' at signalized



Adding Metered Spaces

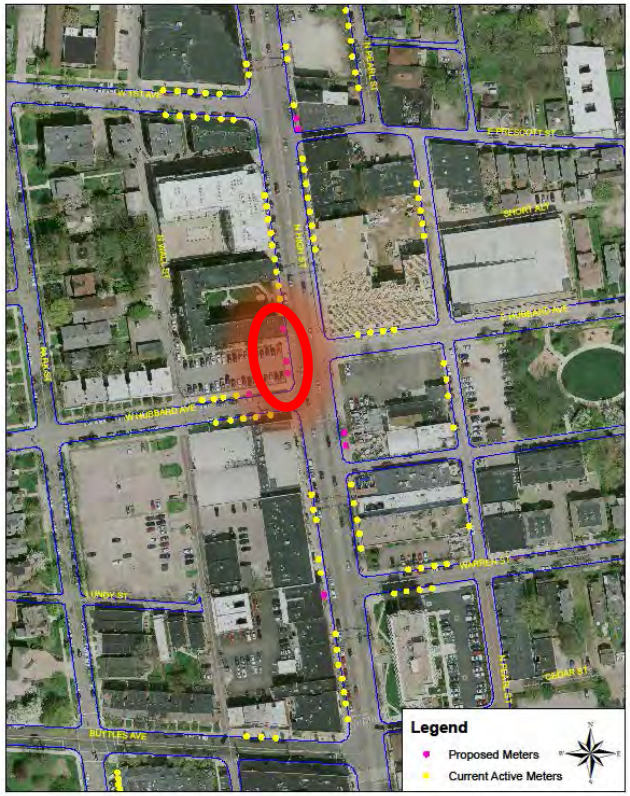
City of Columbus Adds 25 Parking Meters In Short North On The Eve Of The Holiday Hop

Proposed Parking Meters in the Short North



Proposed Parking Meters in the Short North

Proposed Parking Meters in the Short North



Potential Spaces Added **(Buttles to 1st Ave)**

Total + 14 Spaces

Pilot On-Street Changes

- Temporarily restripe one or two block faces
  - Along High Street
  - On side streets
- Coordinate with Streetscape Plan
- Revisit ODOT clearance guidelines

Strategy 3c: Maximize On-Street Capacity
Loading Areas

Issue:

- Inconsistent bus, loading, valet locations

Solutions:

- **City Sponsored Loading Areas**
  - Special consideration for existing businesses/loading areas
- **Limitations**
  - Loading during off-peak times
  - Parking (or drop-off zones) at other times
- **Design**
  - Consolidated, well located facilities

Strategy 3d: Maximize On-Street Capacity
Valet Zones

Solutions:

- **New Regulations -**
  - City/ SID/ or Private entity should run the Valet program
  - Encourage businesses to pool $$ for shared use of valet
  - Regulate supply and location of designated parking areas
  - Standardize time of operation (6pm-12am)

- **New Design -**
  - Consolidate existing valet locations to one 60-foot zone for every 2-3 blocks
  - Valet spaces metered when valet is not in session

Precedents: Shared Valet Operations

COLUMBUS SHORT NORTH PARKING STUDY

THE CITY OF PLYMOUTH MICHIGAN

- **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

Naperville

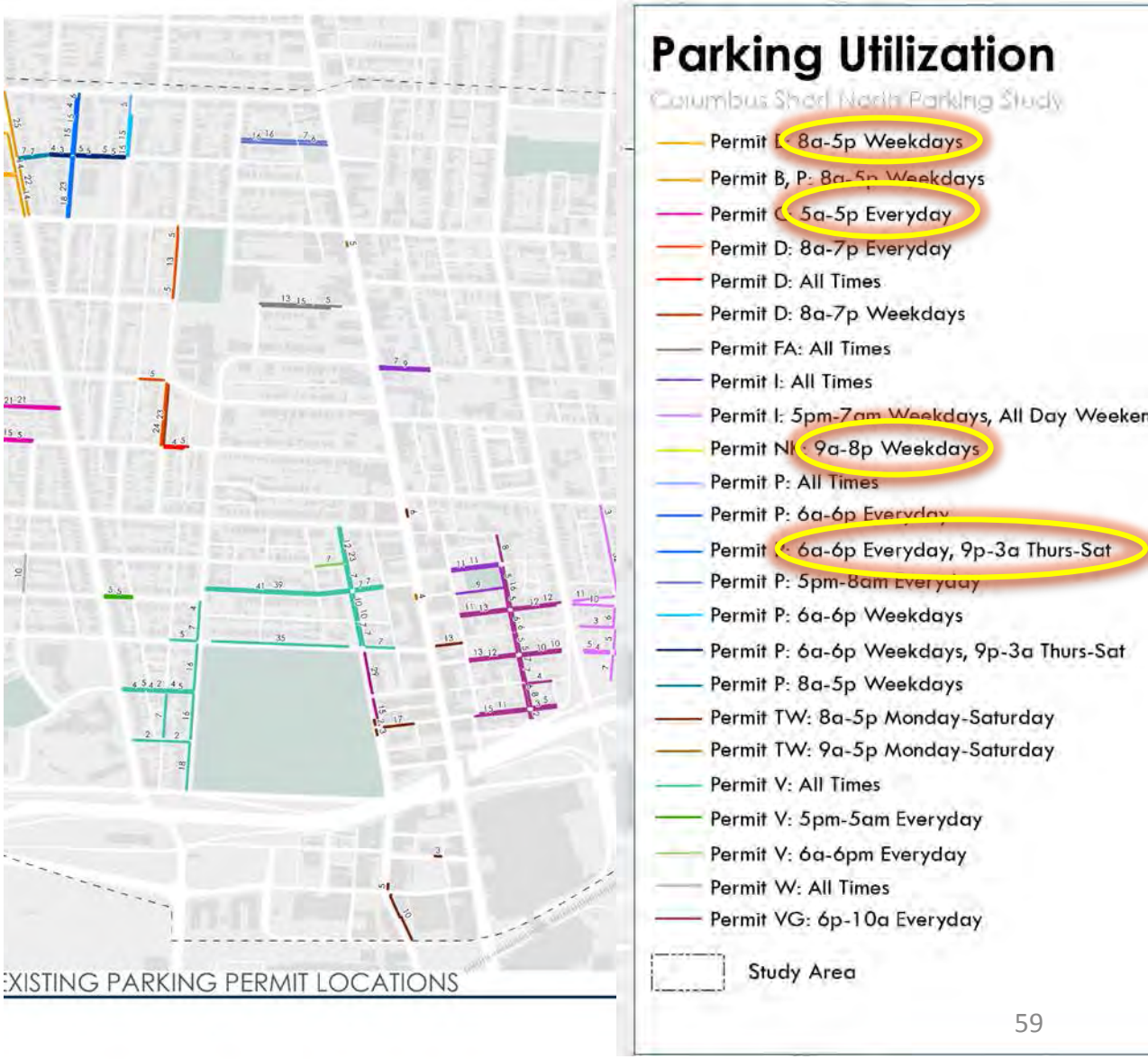
- **Administrator:** City of Naperville: Ordinance in Place Since 2003
- City regulates zones:
  - City permit required
  - Requires shared valet zones
  - Limits of one Valet zone per block face
  - City issues signs
  - City monitors for compliance
  - Requires Valet vendors to provide proof of insurance

Goal: Protect Residential Streets

Strategy 4: Revise Permit Program

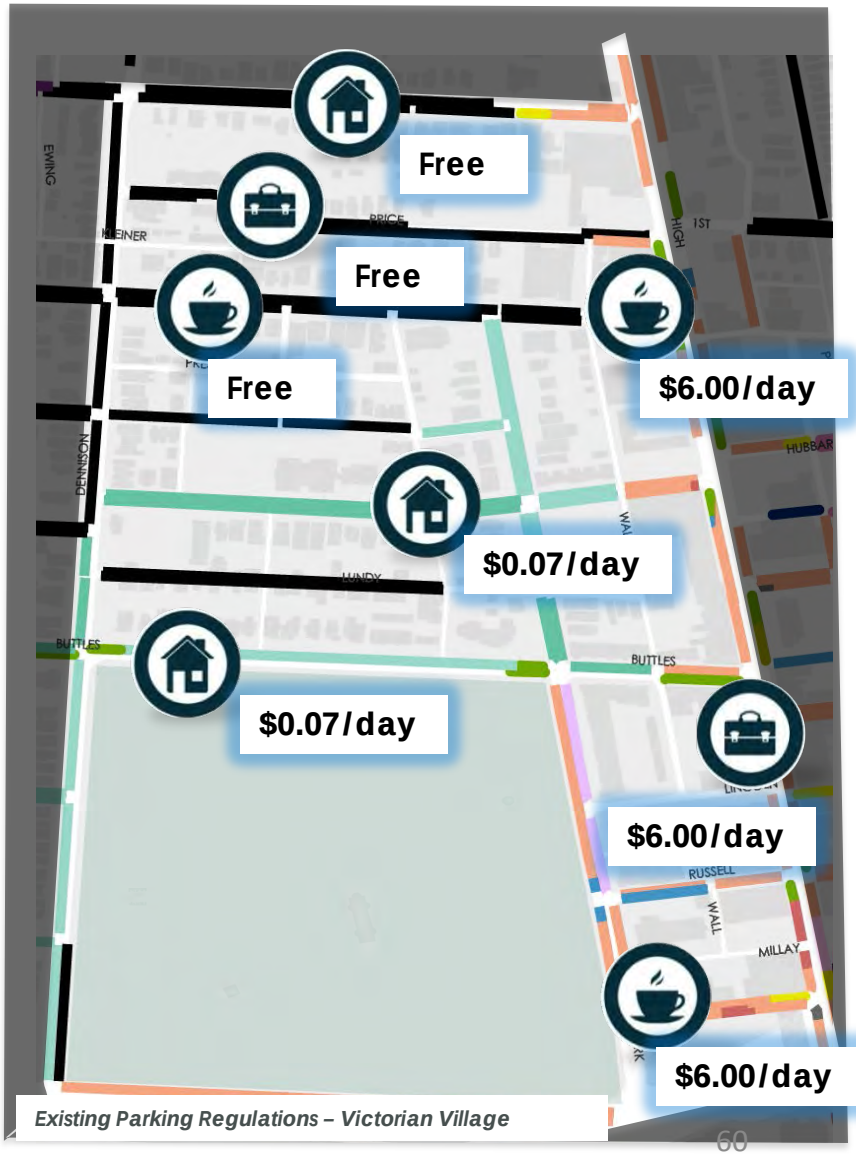
Issues:

- Current program ***shuffles problem around***
- No coordination with larger ***neighborhood planning***
- No coordination with ***parking policy***
- Designated ***zones are small***
- Ineffective ***City review system***



User Perspective (Existing)

User Group	Location	Pros	Cons
Residents	• Permit Areas • Unregulated parking	• Ability to find parking 24/7	• Regular enforcement to control scofflaws
Employees	• Metered Parking • Unregulated Parking	• Potential to find parking in metered or unregulated streets	• Pay for metered parking • Limited on-street availability (perceived and actual)
Customers	• Metered Parking • Unregulated Parking	• Potential to find parking in metered or unregulated streets	• Limited on-street availability (perceived and actual) • Multiple regulations • Unfamiliar with parking landscape



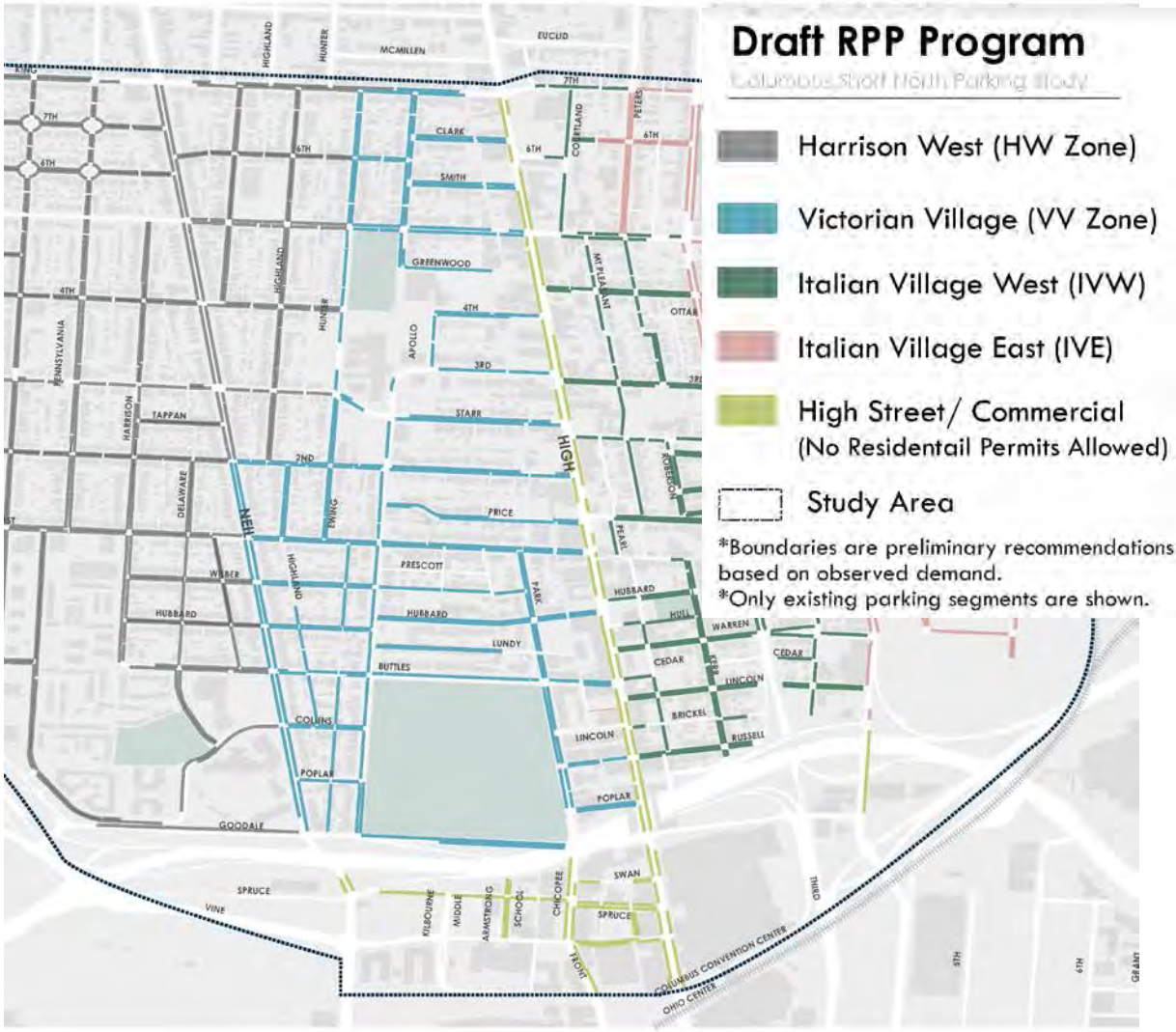
Existing Parking Regulations – Victorian Village

Strategy 4: Revise Permit Program

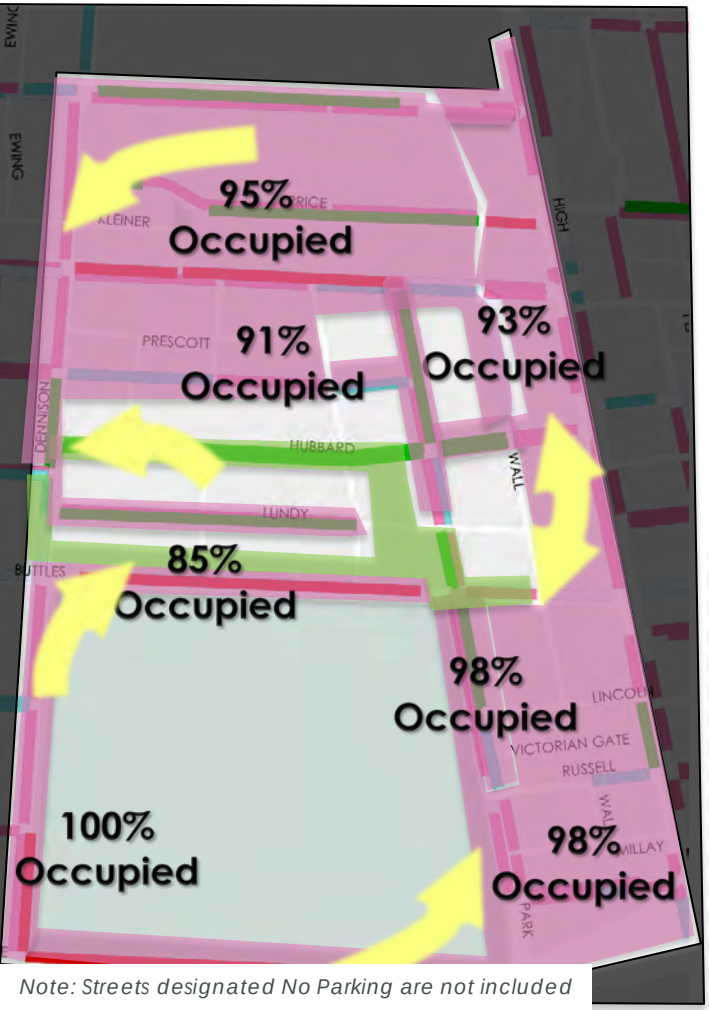
Potential RPP Zones

COLUMBUS SHORT NORTH PARKING STUDY

- Fewer residential permit zones (***similar to pricing zones***)
- ***Existing zones combined***; remote areas incorporated as requested
- ***Priced and unpriced streets*** in High Street and Italian Summit and Victorian become permit eligible
- Permits ***exempt holder from all regulations***, including pricing (except High)



High Street - West



Note: Streets designated No Parking are not included

Parking Utilization

Columbus Short North Parking Study

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

Existing (Parked Cars):

Unregulated: 358 Cars
Meter- 221 Cars
Meter/Permit VG: 43 Cars
Permit V- 95 Cars
Unreg 6am to 6pm/ Permit V 24/7- 14 Cars
2HR Limit/ Permit V- 64 Cars
3HR Limit/ Permit V-86 Cars

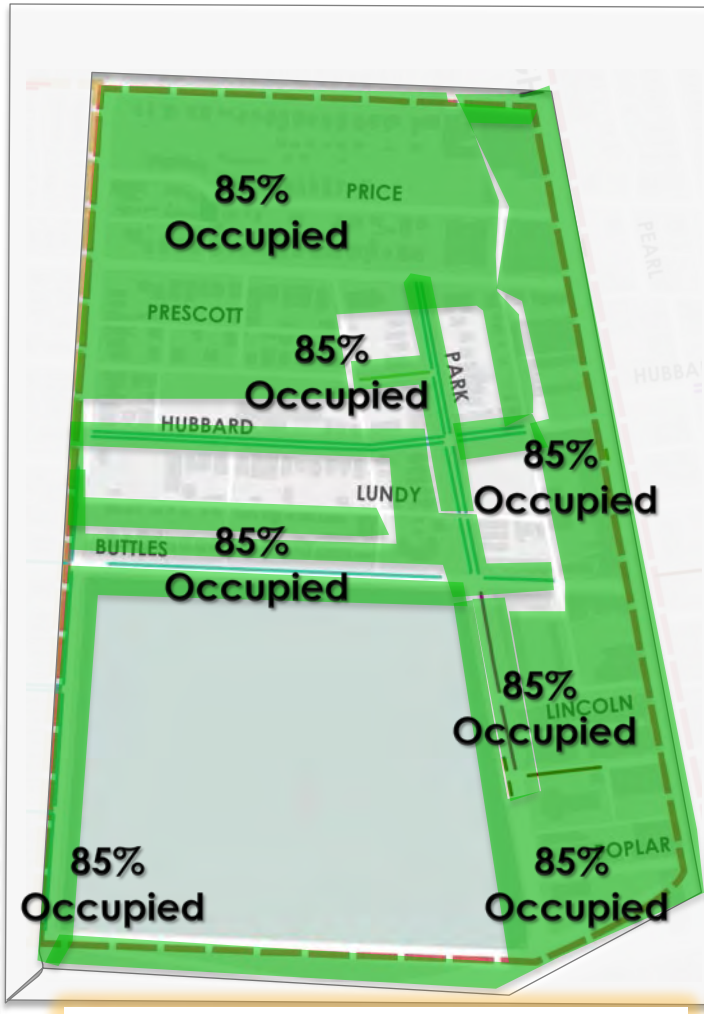
TOTAL:
881 Parked Cars
(in 929 Spaces)

Proposed (Parked Cars):

Unregulated: 323 Cars
Meter- 192 Cars
Meter/Permit VG: 38 Cars
Permit V- 95 Cars
Unreg 6am to 6pm/ Permit V 24/7- 13 Cars
2HR Limit/ Permit V- 60 Cars
3HR Limit/ Permit V- 74 Cars

TOTAL:
795 Parked Cars
(in 929 Spaces)

MOVE 86 Cars



Other Considerations:

- **No on-street employee permits**
- **Residents can park on any of these streets**
- **Additional (less expensive zones) N & E**
- **No resident exemption on High Street**

Precedents: Aspen, CO

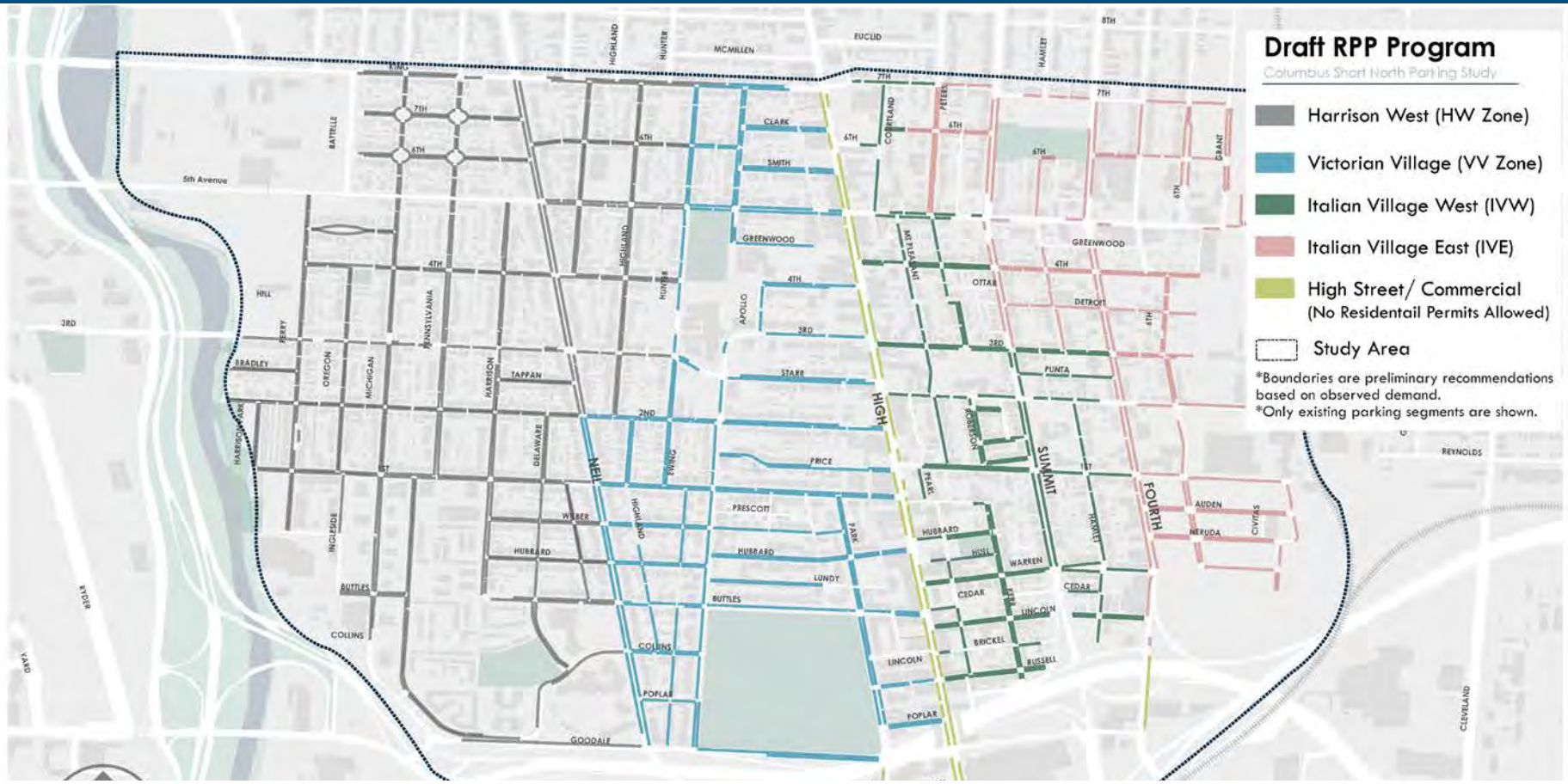
Aspen, CO strategy integrates residential permits, longer-term visitor parking opportunities,

- **General public – time limited**
- **Residents – exempt from time limits**

- Pay by Space Kiosk located at the beginning of each street bock
  - Visitors purchase day passes; or
  - Hourly parking after the first two hours

- City has integrated parking payment and enforcement assets, LPR, helping to identify violations quickly and efficiently

Proposed Pricing and RPP Zones



Overarching Permit Zones

Residents exempt from pricing/ regulations (except on High Street)

Existing Permit Zones

Protect from Long-Term Parking

- Create 4-hour time limited areas (e.g. Circles neighborhood, existing permit areas near OSU)

Accommodate Neighborhood Businesses

- Create 2-4 hour time limited areas (e.g. streets in Italian Village and Harrison near businesses)

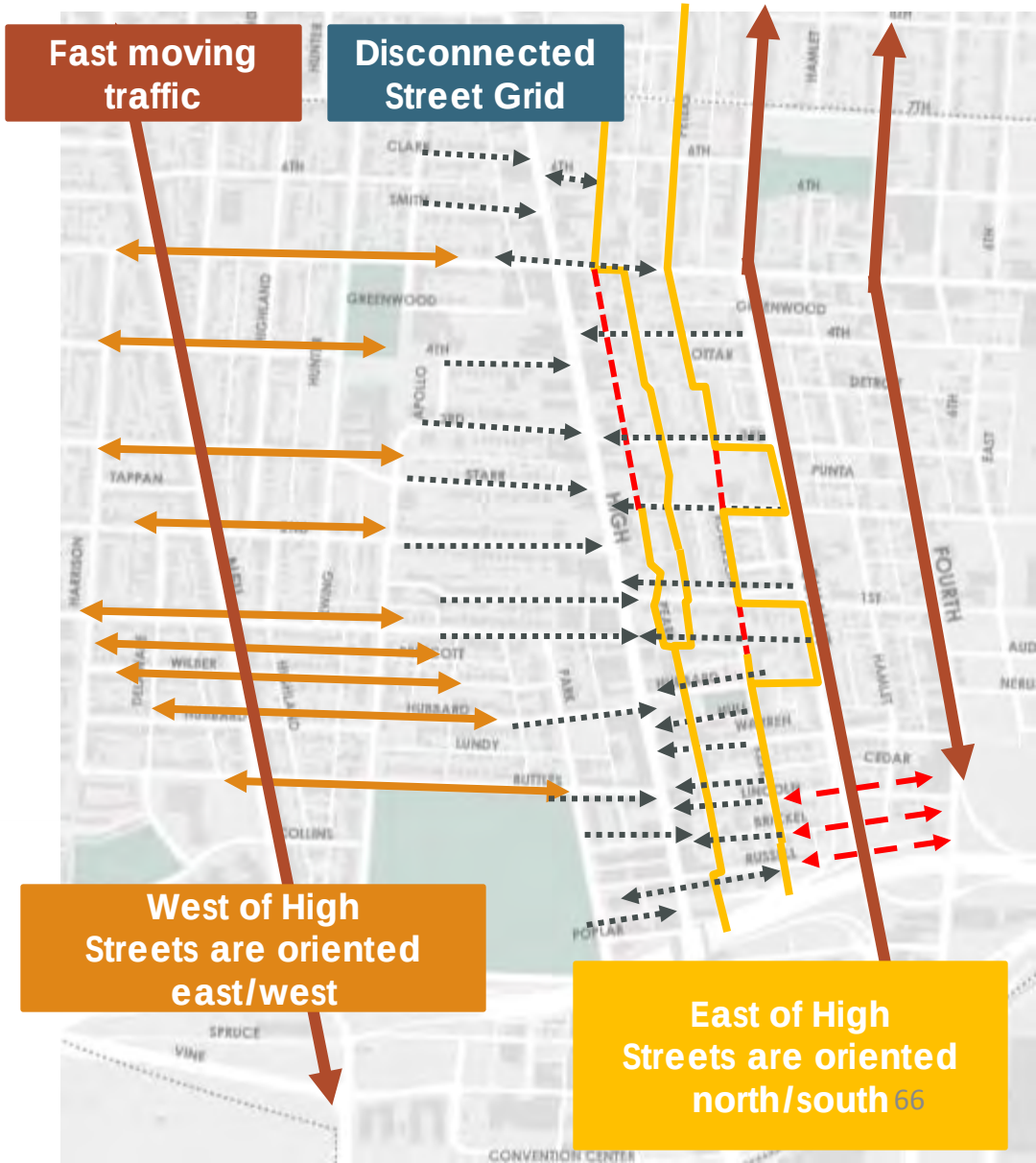
Goal: Balance Parking Access with Multi-Modal Access

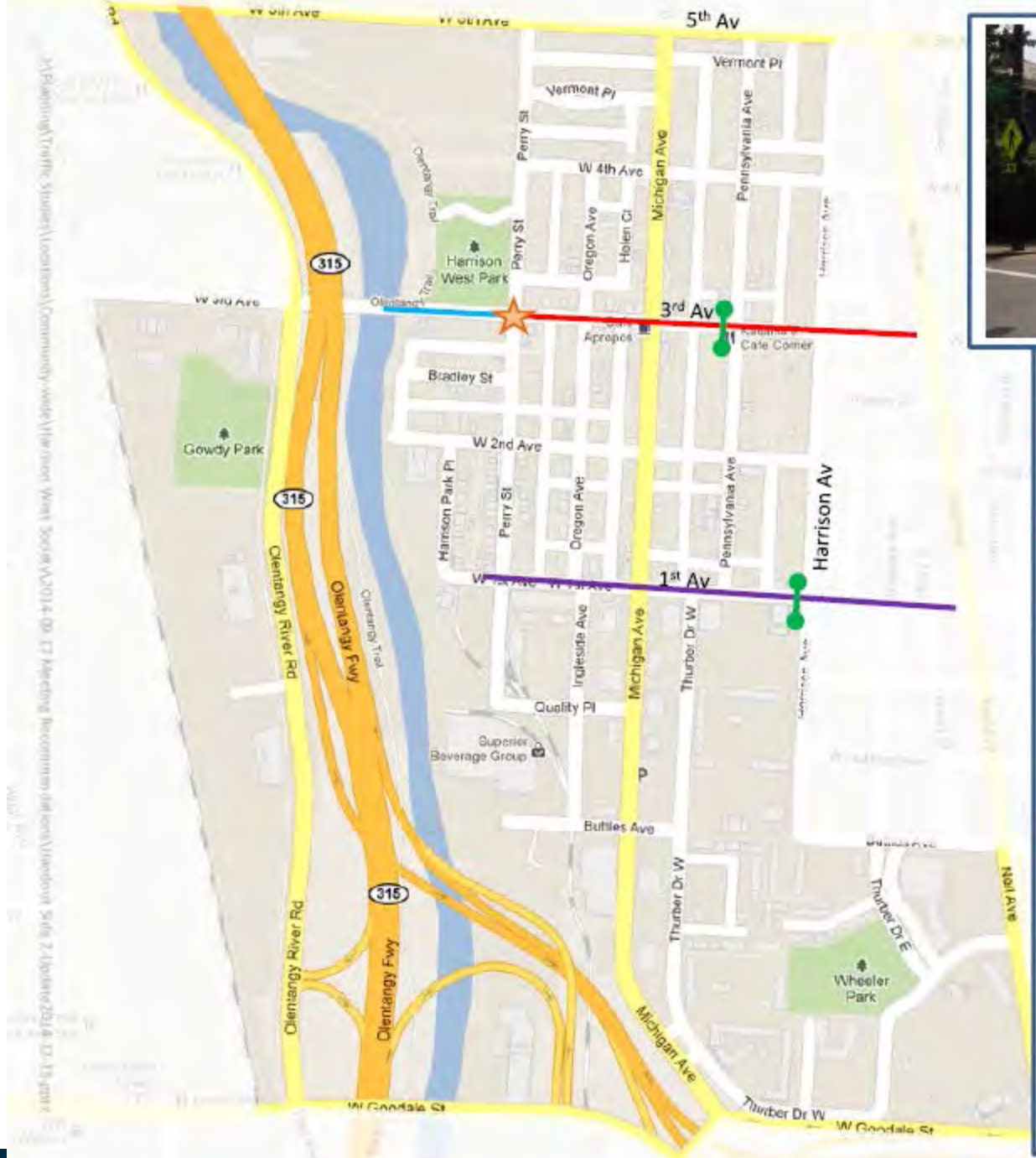
Strategy 5a: Pedestrian, Bicycle and Transit Improvements

Pedestrian Improvements

General Recommendations

- Add pedestrian ramps and crosswalks to intersections
- Pedestrian scale lighting on streets
- Major pedestrian connectors and enhance traffic calming
- Advance through Multimodal Thoroughfare Plan





Changes to be Implemented

- Remove approximately 4 parking spaces on the south of 3rd Av, West of Perry St. Parking stalls to be marked.
- Install Type 1 crosswalk, west leg of intersection
- 1) Install "cross traffic does not stop" signage in addition to the stop signs present on Perry St at 3rd Av
  2) Install Type 1 crosswalk on east and west approach of the intersection, including pedestrian crossing paddles in the roadway centerline.
- Stripe parking lane, similar to Neil Av. Consideration for bus stops will be required*.
- Stripe parking lane due to traffic calming concerns found to be present*.

***Voted and approved by Harrison West Society 10/15/14, to be completed Spring 2015 due to weather and temperature requirements of the pavement marking material.*
All other improvements were implemented Fall 2014.

Strategy 5b: Pedestrian, Bicycle and Transit Improvements
Bicycle Improvements

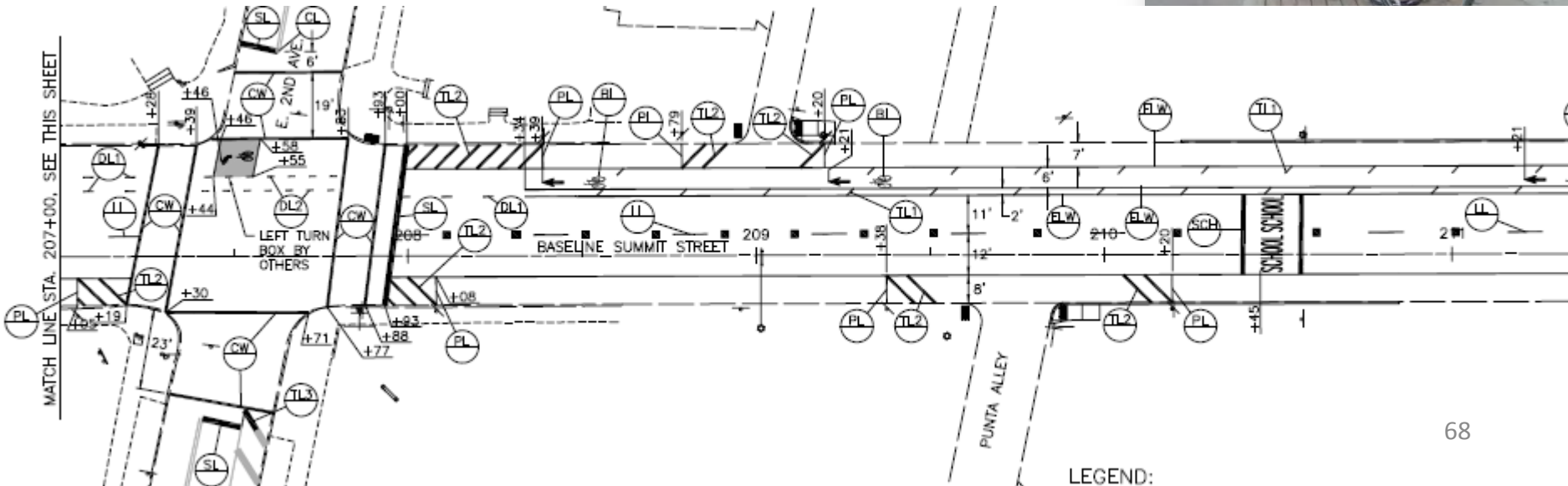
Issues

- Notable barriers to use of other modes
- Concentrated traffic and circulation issues
- Remote parking is a "bridge too far"

Solutions

- Create addition short and long-term bicycle parking
- Cycle tracks on 4th and Summit

Cycle Track For Summit Avenue (at 2nd)



Strategy 5c: Pedestrian, Bicycle and Transit Improvements

Transit Improvements

- Work with COTA to consolidate/ reduce stop locations
- Consider reroute High Street Express Routes
- Reevaluate ridership on side streets to see if there could be a net gain in parking
- Invest in branded District transit amenities (benches/ shelters/ maps/ receptacles)
- Maintain service during events

Strategy 6: Employer-Based Incentives to Use Alternatives

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

Issues

- A majority of employee and customers continue to drive alone
- No coordinated options or alternatives exist

Strategy 6a: Employer-Based Incentives to Use Alternatives

Reduce Employee Parking Demand

- Coordinated Transportation Demand Management
  - Administered by the SID/ City?
  - Free/discounted COTA passes
  - Free bikeshare memberships
  - Free carshare memberships
  - Short North carpooling website
  - Guaranteed rides home
  - Cash-out options
  - Hiring local
- Outreach needed to local businesses
  - Awareness
  - Education
  - Advertising
  - Events

Case Study - GetDowntown Program

COLUMBUS
SHORT NORTH
PARKING STUDY

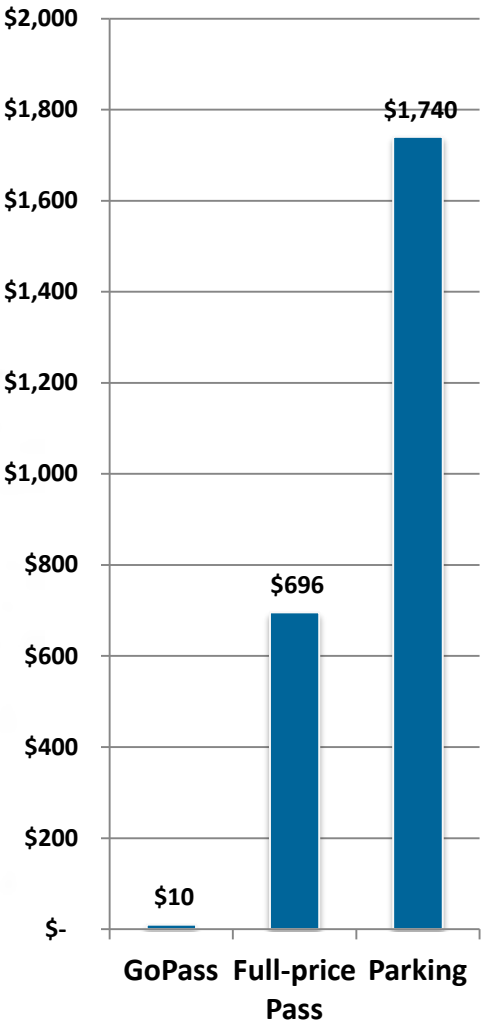
Go!Pass – Employee Benefit

COLUMBUS SHORT NORTH PARKING STUDY

Pay a little

Get a lot!

What you pay	What your employees get	What you get
$10 per full time employee. (optional, $10 per part-time employee)	• 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.	• 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.

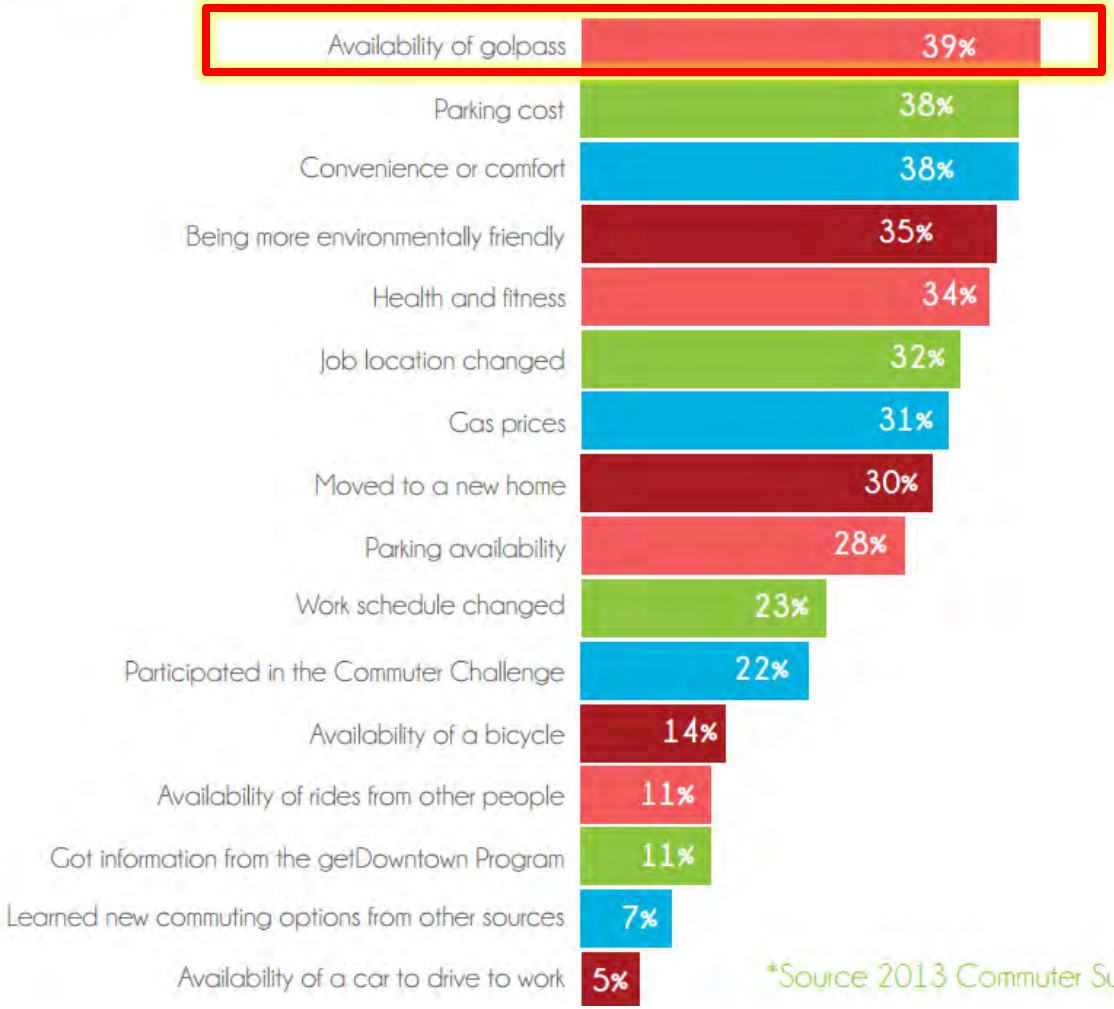


Go!Pass changed commuting modes

COLUMBUS SHORT NORTH PARKING STUDY

WHY DID SOME COMMUTERS CHANGE MODE?*

What factors influenced your decision to change how you get to and from work?



*Source 2013 Commuter Survey

Goal: Financial Sustainability

Goal: Financial Sustainability

Opportunity

- Customer amenities & private sharing opportunities are affordable

- **Strategies**
  7. Facilitate Private Parking Opportunities
  8. Technology Improvements
  9. Supporting Elements
     a) Signage and Information
     b) Event Management
     c) Operational Improvements

Strategy 7: Facilitate Private Parking Opportunities

- **Issues**
  - Cost of owning and building parking is an expensive investment
  - Capacity in private parking, but unavailable to the public
- **Municipal Sharing Program**
  - City/SID operates and leases private lots for public use
  - City/SID offers a beneficial and consistent arrangement for landowners in exchange for the ability to utilize their parking
  - Creates a common pool of shared, publicly available spaces

Strategy 7: Facilitate Private Parking Opportunities

COLUMBUS SHORT NORTH PARKING STUDY

- Lease spaces in private facilities?

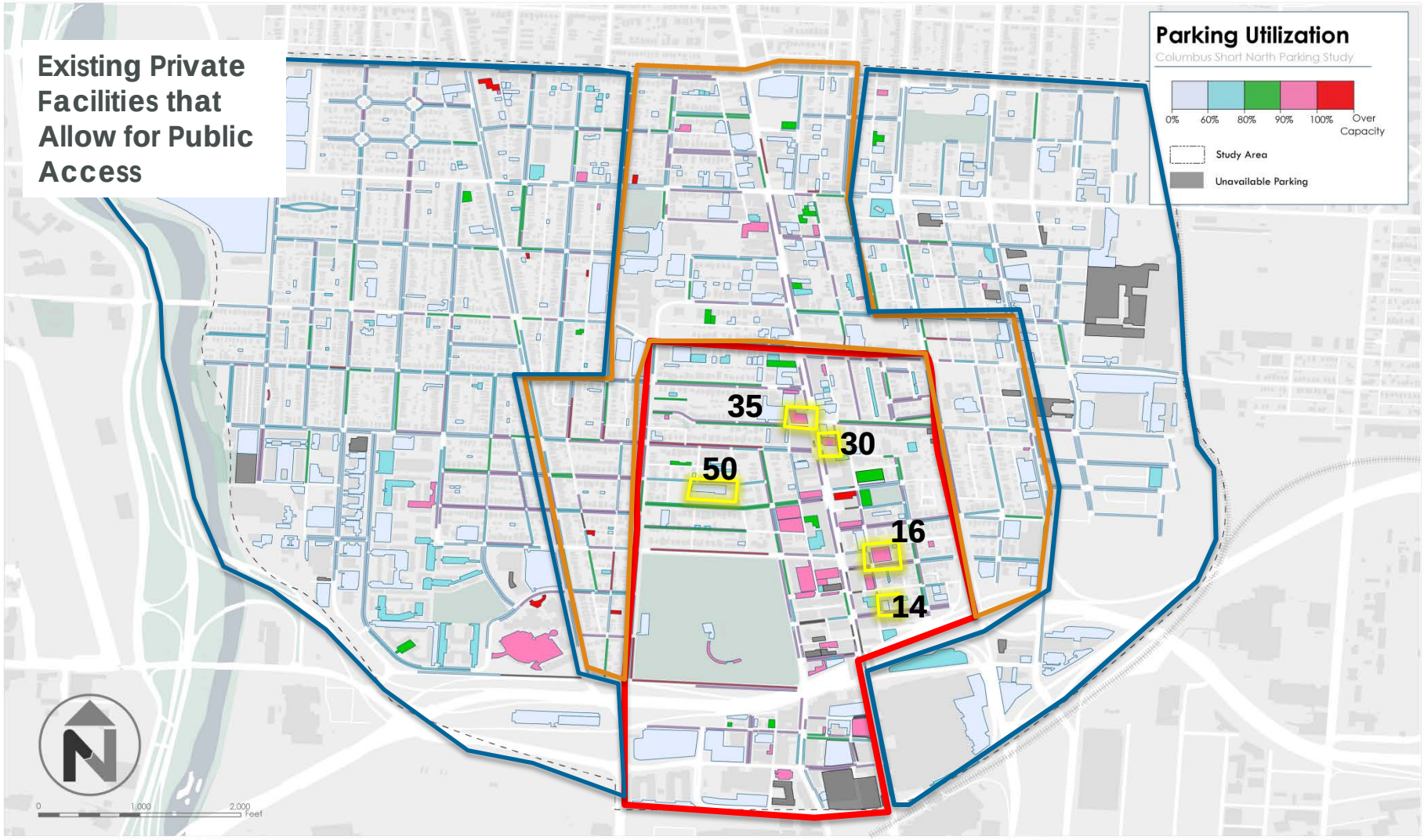
- Facilitate private pay lots?

Existing Privately Owned Lots (Publicly Accessibly)

- Privately Lot adjacent to UDF
  - 100% Occupied during Saturday 8pm Peak

- Privately Lot adjacent to Paradise Garage
  - 91% Occupied during Saturday 8pm Peak

Existing Shared Facilities



COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION SATURDAY 8PM

August 28, 2014

Saturday 8pm

Strategy 8: Technology Improvements

Issues

- Parking system technology could be more user friendly
- Existing enforcement technology does not sync with meters

Technology Evaluation

- Pay by cell
- License Plate Recognition (LPR)
- Integration with enforcement equipment
- Integration with City's wired or wireless network
- Customer-friendly web applications

Strategy 9: Supporting Elements

- **9a. Signage and Information**
  - Website, wayfinding signage, information map handout
- **9b. Event Management**
  - Drop off zones
  - Remote lots
  - Valet
  - COTA coordination
- **9c. Operational Improvements**
  - Enforcement ambassadors
  - Appropriate staffing
  - Coordination with Police Department

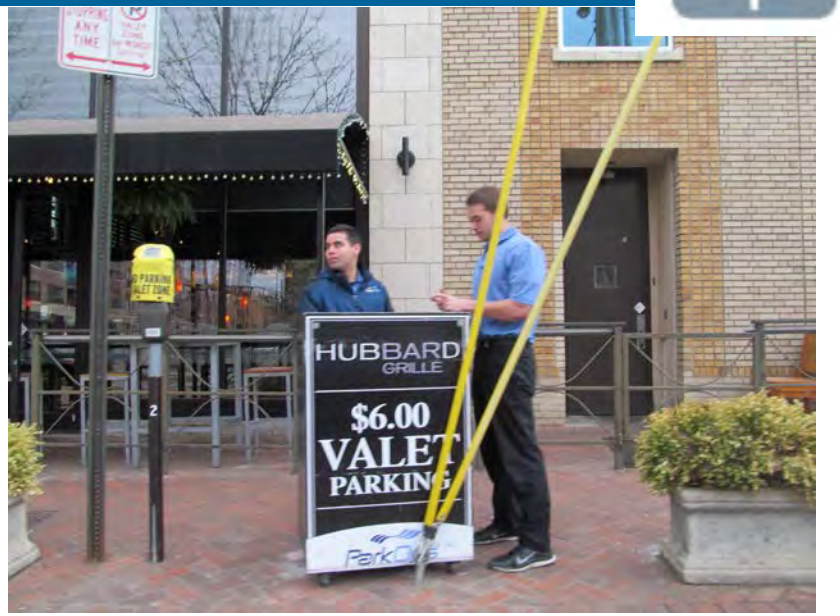
Strategy 9a: Improving Parking Information

Existing Best Practices

Strategy 9b: Event Management
Drop-off, remote lots, valet

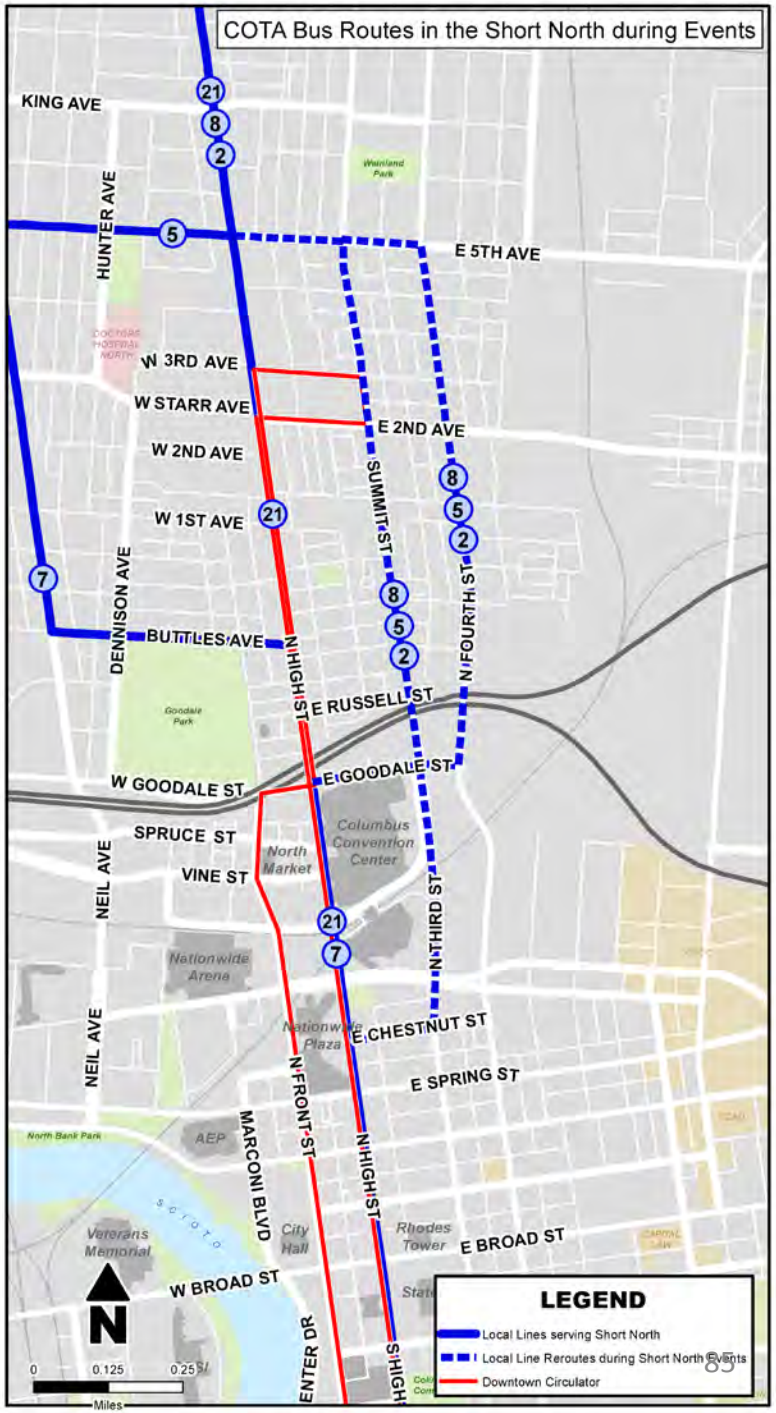
- Designate drop-off zones for events (off High Street)
- Coordinate with remote downtown parking lots and private lots for event parking
- Extra event valet locations
- Remote shuttles?

Improved coordination between the City's Police Department, PVB, COTA, neighborhood associations and Short North Alliance for seasonal events, races, etc. needed; encourage advanced notification to patrons



Strategy 9b: Event Management
Reroute COTA Buses

- COTA routes along High Street during events
- Create designated drop off areas
- Add signage



Strategy 9c: Operational Improvements

Ambassadors, event staffing, police dept. coord.

- Rebrand enforcement officers as Short North Parking Ambassadors
- Provide appropriate staffing both daily and during events
- Coordinate with the Police Department

Vancouver, BC

Raleigh, NC

Goal: Economic Development

Strategy 10: Incentivize Shared/Added Parking Opportunities

Issues

- Lack of public parking facilities within the Short North
- New development creating additional parking pressures

Solutions:

- Identify Sites for potential additional parking
- Considerations:
  - Parking in competition with development
  - Garages - $25k/space minimum
  - Underground - $40-$50k+/space
- Allow new development to ***build excess parking for public/shared use***
  - Subsidized – TIF funds, etc,
  - Can market rate support construction?

Strategy 11: Update Zoning Code

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 demand hours
- Parking requirements out of balance with built out parcels, market demand and overall utilization
- Lack of detailed zoning tools to approach and manage variance process related to parking and transportation

High Street Corridor – Existing Land Use Shared Parking Analysis

DRAFT

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
Café	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	65 Seats
TOTAL	**3,218 Residential Units** **412,486 Office SF** **1,586,143 Retail SF** **877 Students** **65 Theater Seats**

EXISTING High Street Corridor
ITE Parking Demand

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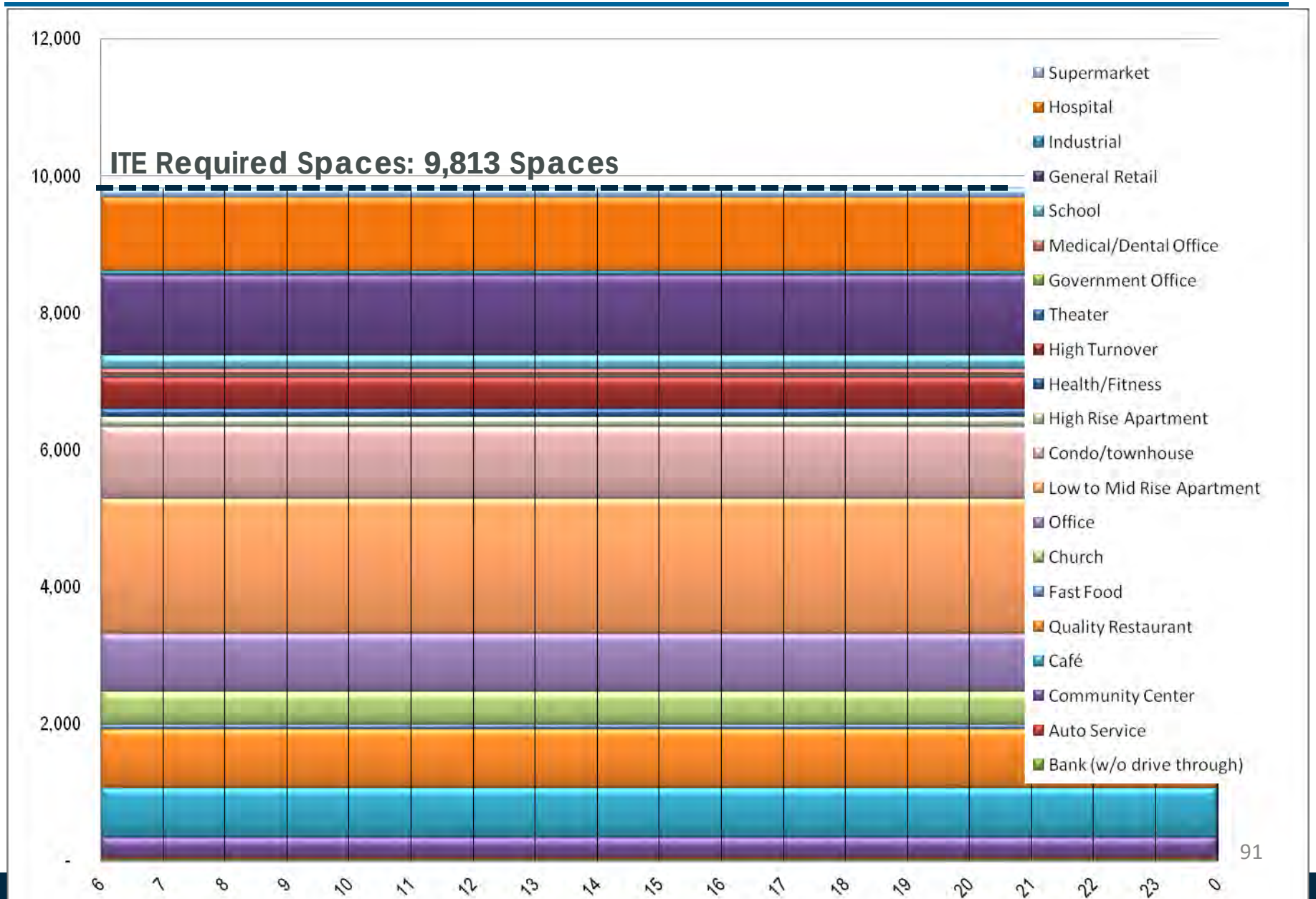
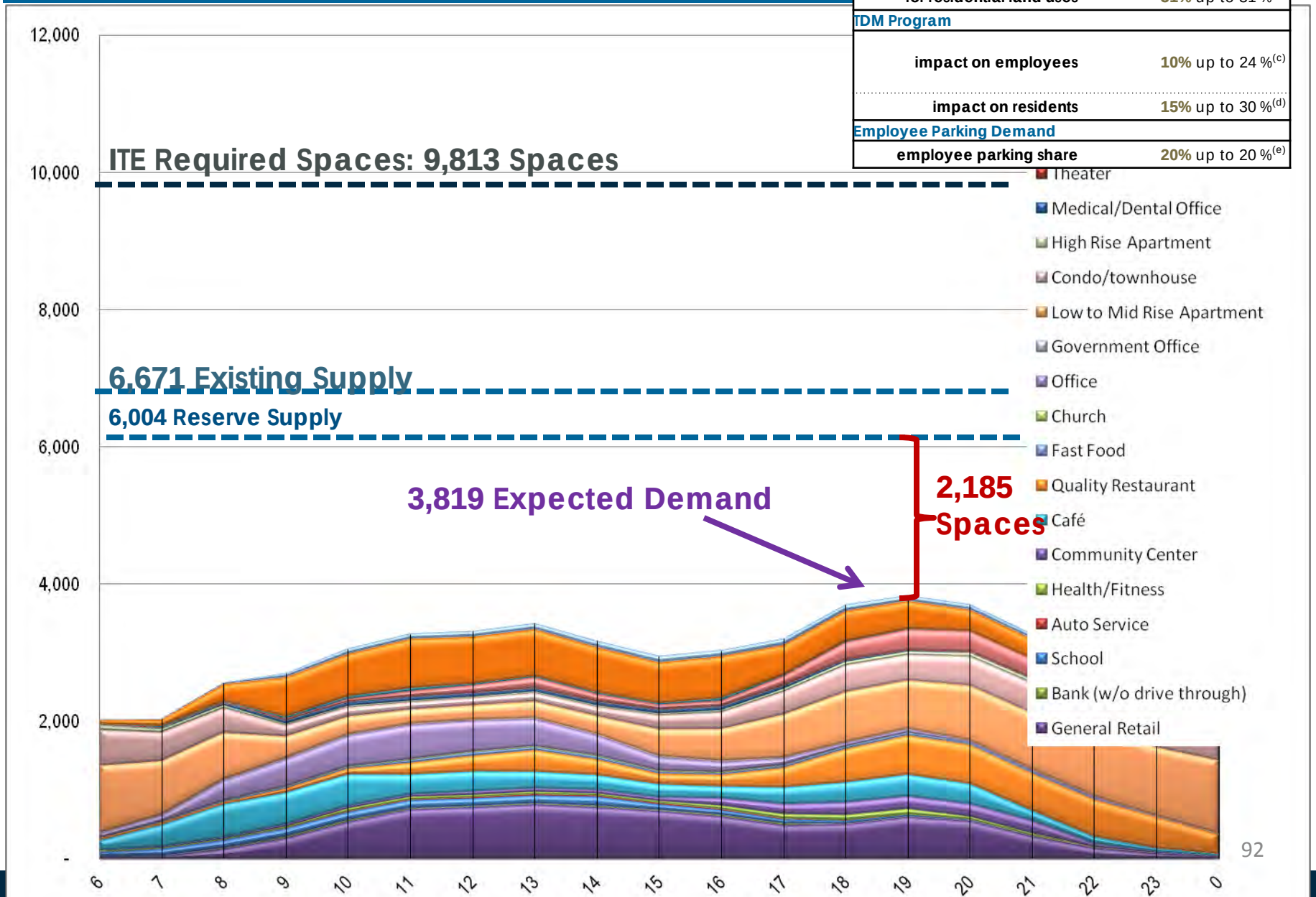


EXISTING High Street Corridor

Existing ULI Shared Demand

DRAFT

SHARED PARKING REDUCTIONS	
Captive Market Effect	
for commercial land uses	32% up to 32 %[a]
for residential land uses	31% up to 31 %[b]
TDM Program	
impact on employees	10% up to 24 %[c]
impact on residents	15% up to 30 %[d]
Employee Parking Demand	
employee parking share	20% up to 20 %[e]



EXISTING High Street Corridor

Existing ULI Shared Demand w/ Observed Utilization

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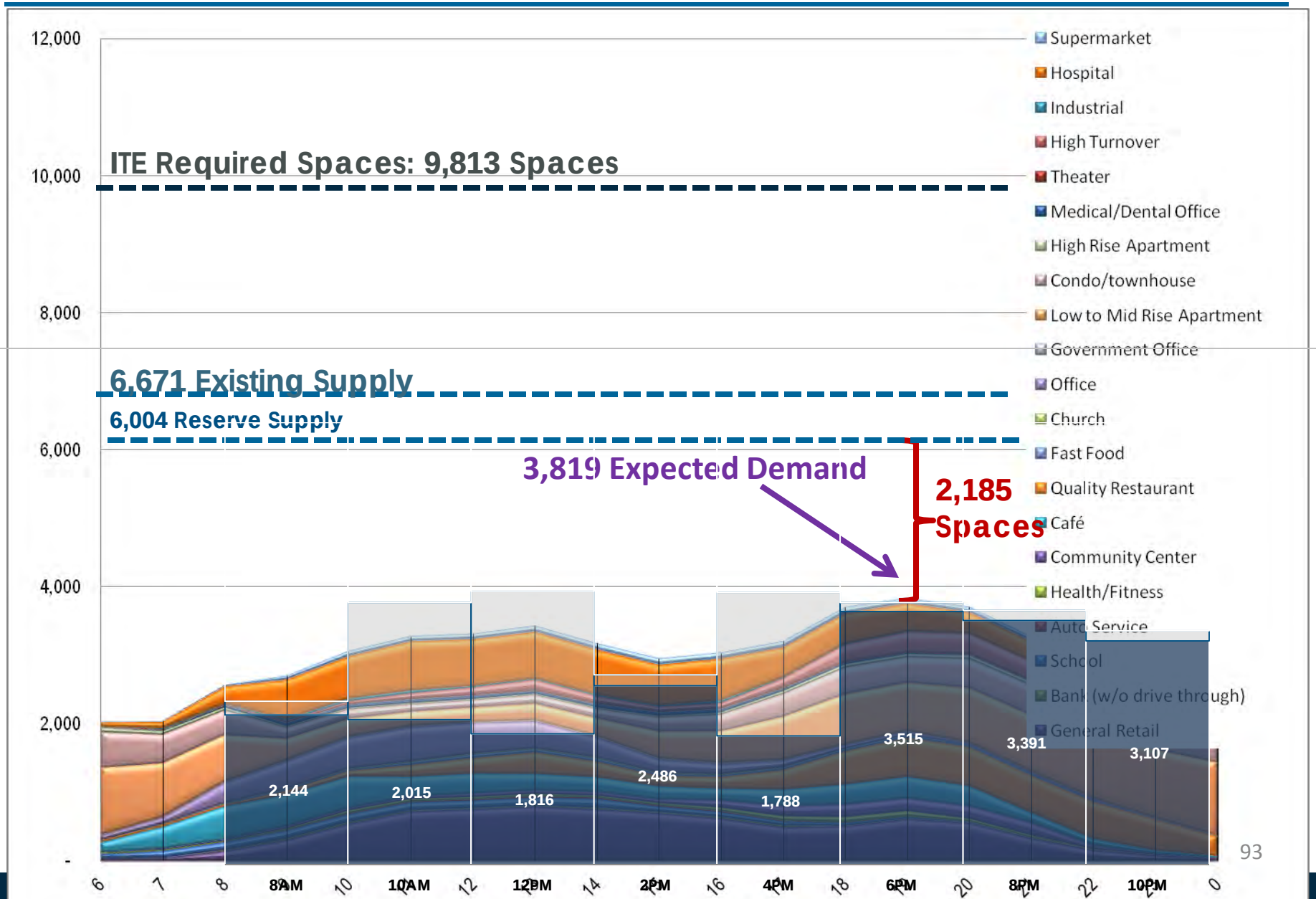

Future Build- Out

DRAFT

High Street Corridor Build Out Scenario	Retail/ Restaurant SF	Office SF	Residential Units	Parking
Build out of Existing Parking Lots, 1 Story Buildings, and Potential Redevelopment Site **(Future Build Out)**	**129,960 SF**	**235,741 SF**	**236 units**	**1,038 spaces** (307 Public/ 731 Private)

Future Build Out

Unshared/ ITE Required Demand

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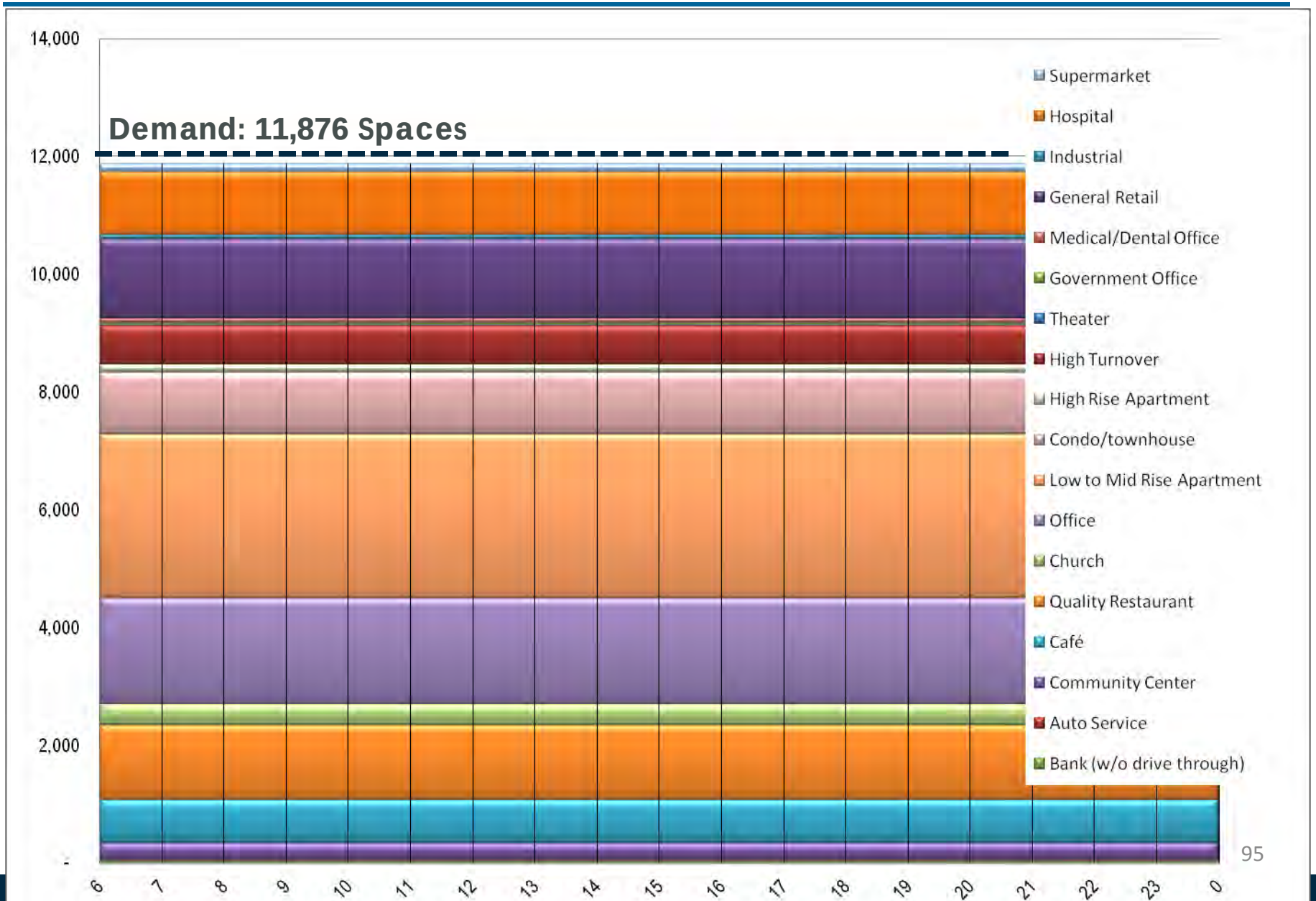

Future Build Out

Shared Demand (Existing Internal Capture/ TDM Measures)

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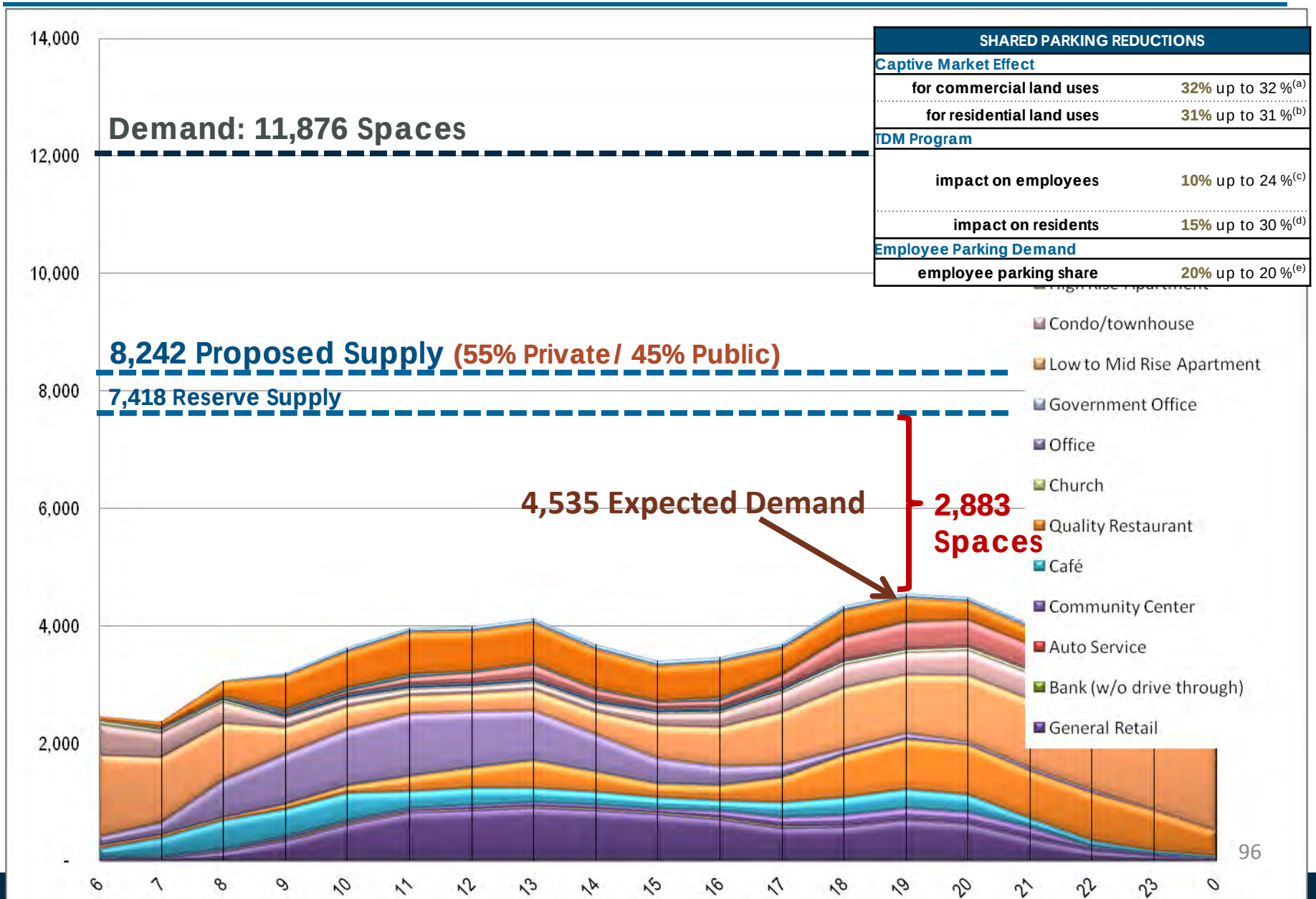

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impact on employees	10% up to 24 %[c]
impact on residents	15% up to 30 %[d]
Employee Parking Demand	
employee parking share	20% up to 20 %[e]

Future Build Out

Shared Demand (High Internal/ Capture Market Measures)

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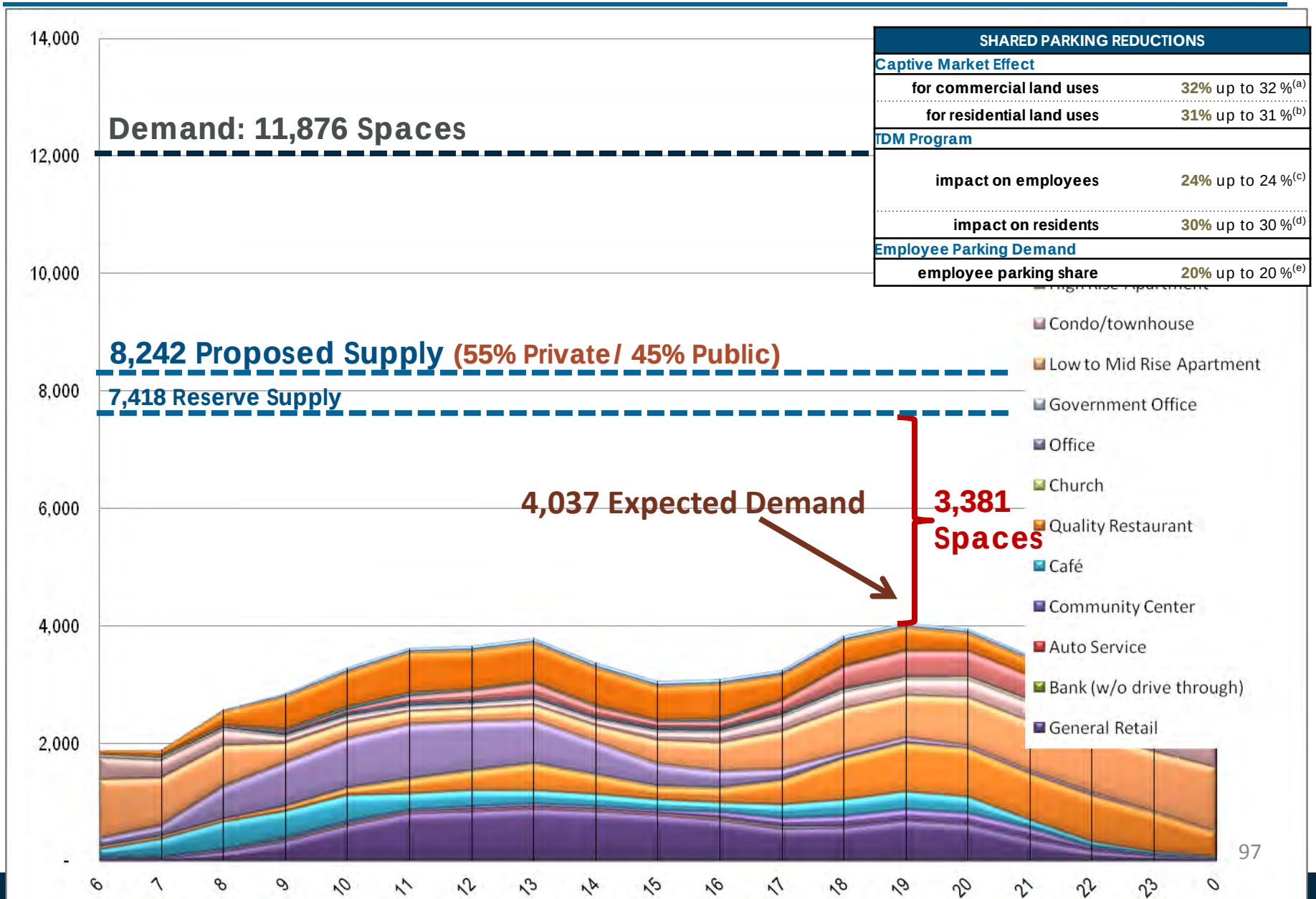

SHARED PARKING REDUCTIONS	
Captive Market Effect	
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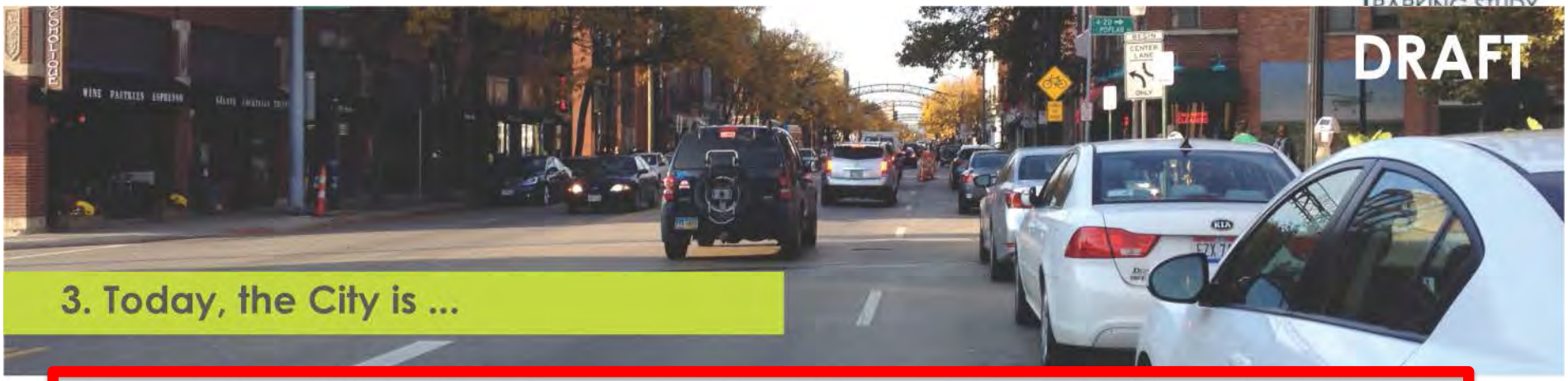
for residential land uses	31% up to 31 %[b]
TDM Program	
impact on employees	24% up to 24 %[c]
impact on residents	30% up to 30 %[d]
Employee Parking Demand	
employee parking share	20% up to 20 %[e]

Strategy 11: Update Zoning Code

COLUMBUS
SHORT NORTH
PARKING STUDY

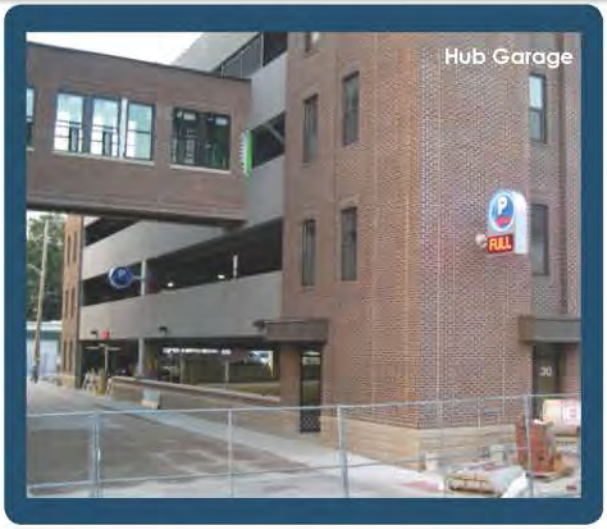


3. Today, the City is ...

- 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."



Special Parking Area

- **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.

Strategy 11: Update Zoning Code

COLUMBUS SHORT NORTH

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

Number of Spaces	Per Space Fee Basis	Increment	Total Fee	Average Fee Per Space
	(previous B plus C)		(sum of all B values)	(= D/A)
	$ 2,000	$ 750		
1	$ 2,750	$ 750	$ 2,750	$ 2,750
2	$ 3,500	$ 750	$ 6,250	$ 3,125
3	$ 4,250	$ 750	$ 10,500	$ 3,500
4	$ 5,000	$ 750	$ 15,500	$ 3,875
5	$ 5,750	$ 750	$ 21,250	$ 4,250
6	$ 6,500	$ 750	$ 27,750	$ 4,625
7	$ 7,250	$ 750	$ 35,000	$ 5,000
8	$ 8,000	$ 750	$ 43,000	$ 5,375
9	$ 8,750	$ 750	$ 51,750	$ 5,750
10	$ 9,500	$ 750	$ 61,250	$ 6,125

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

- All developments

Strategy 11: Update Zoning Code

COLUMBUS SHORT NORTH PARKING STUDY

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 (assume 10% increase every 5 years)	**$40,237**

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

Construction Costs*	**$22,000-32,000****

** 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 basedline 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.

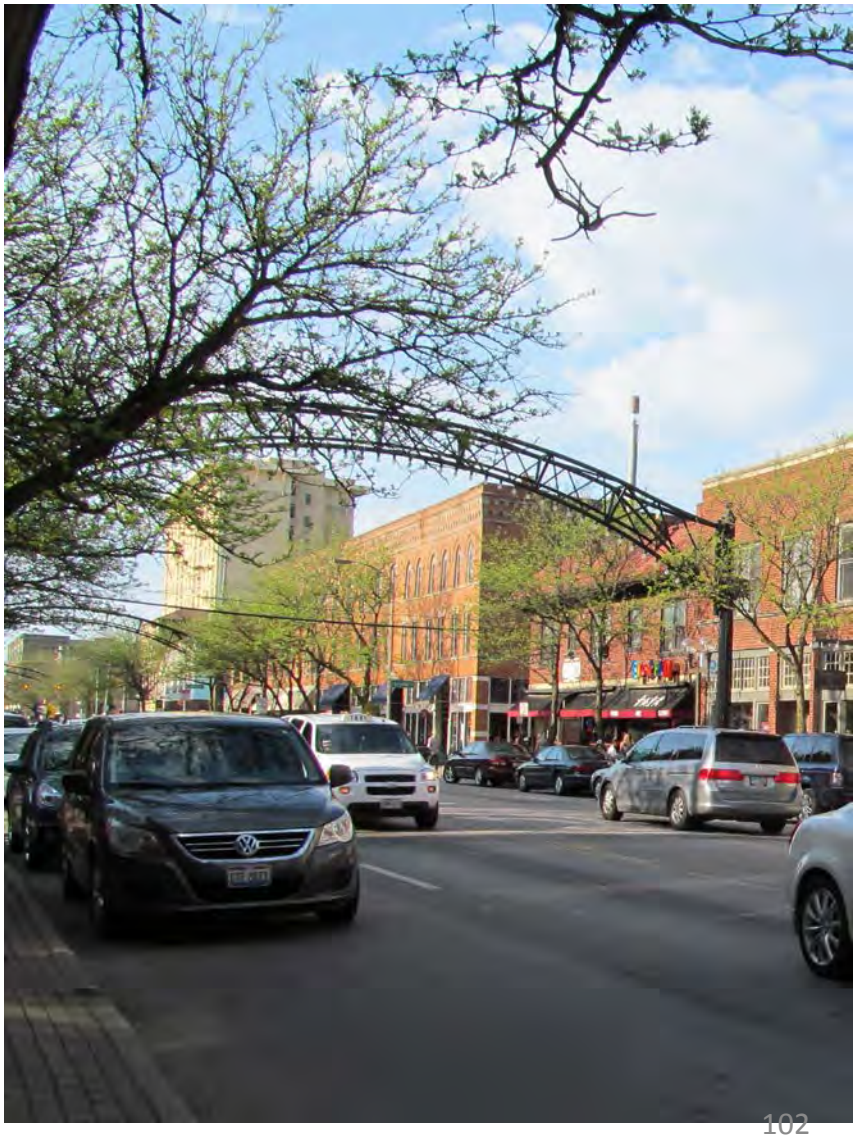
- Provide alternative travel options and minimize conflict with automobile;
- More welcoming environment for customers and visitors;
- Re-captured land and redevelopment opportunities;
- Collected revenue could go to:

- 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

AGENDA

COLUMBUS
SHORT NORTH
PARKING STUDY

- **Project Process**
  - Background
  - Analysis
- **Recommendations**
  - Project Goals
  - Challenges/Findings Summary
  - Strategies (by Category)
- **Next Steps**



Next Steps

COLUMBUS SHORT NORTH PARKING STUDY

- **Public Comment**
  - Presentation posted to website – www.columbus.gov/shortnorthparkingstudy/
  - Written comments through Wednesday, December 30th www.columbus.gov/snpscomments
- **Integrated Implementation Plan**
  - Short, Medium, Long Term
  - Identify initial actions and responsible parties
  - Pro Formas – cost and revenue forecasts
- **Final Report**