



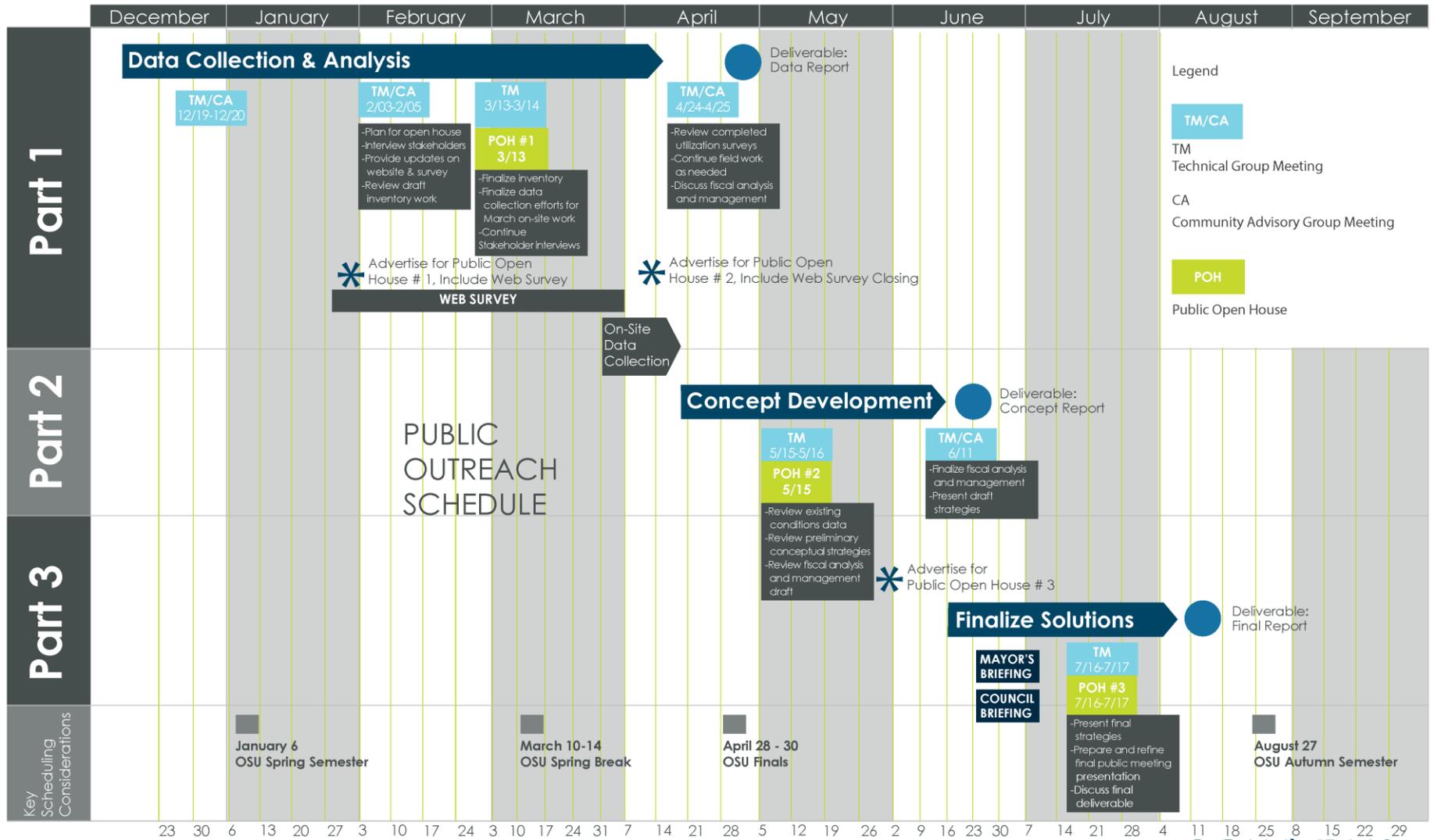
Community Advisory Meeting #4

May 14, 2014

COLUMBUS
SHORT NORTH
PARKING STUDY

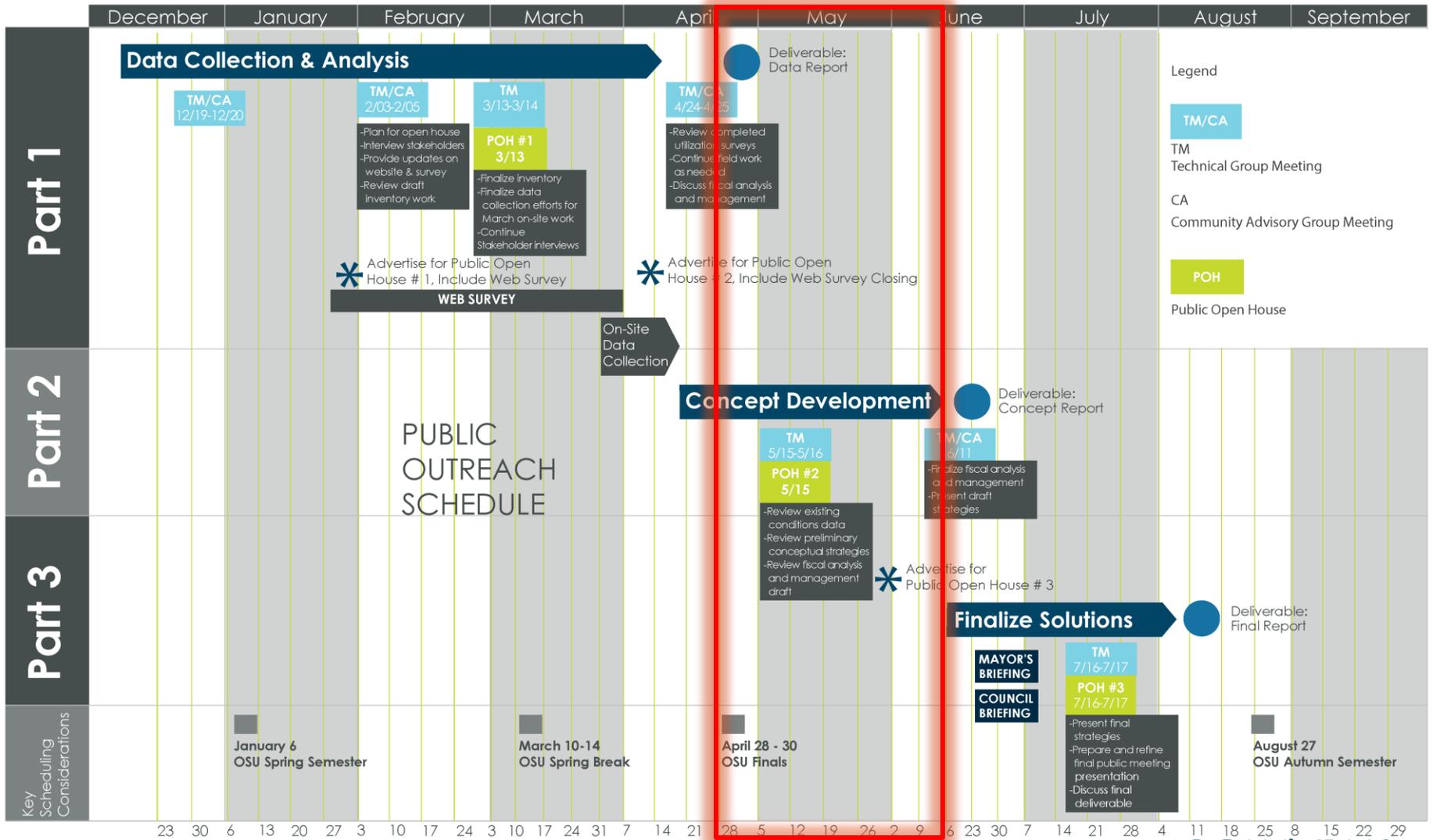
THE CITY OF
COLUMBUS
MICHAEL B. COLEMAN, MAYOR
DEPARTMENT OF
PUBLIC SERVICE

Project Schedule



PUBLIC OUTREACH PLAN

Project Schedule



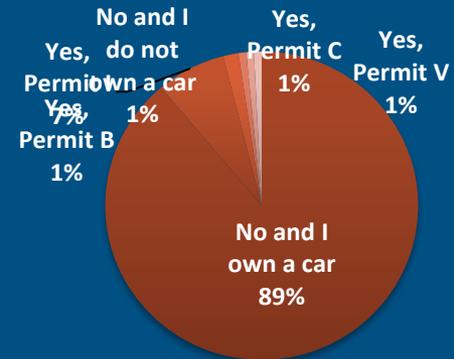
Short North Parking Study Goals

- Enhance economic development and vitality of Short North and surrounding neighborhoods
- Provide a comprehensive set of parking data to inform community decision making
- Protect residential neighborhoods
- Provide convenient, accessible parking as part of a multimodal transportation system
- Recommend of a financially sustainable parking plan

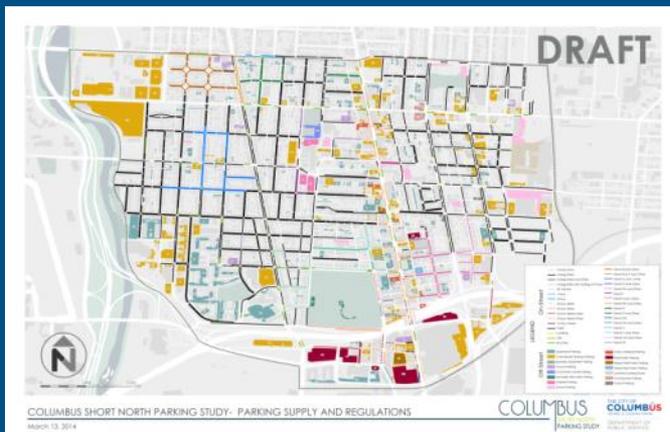
Public Open House



Online Survey/Stakeholders



Inventory/ Utilization



Initial Strategies and Recommendations



Public Process Key Findings

Online Survey Results

- 1,938 Responses as of 5/12/14
 - 57% Customers
 - 33% Residents
 - 10% Employees

COLUMBUS SHORT NORTH PARKING STUDY THE CITY OF COLUMBUS MICHAEL & COLLEEN PATTON DEPARTMENT OF PUBLIC SERVICE [Exit this survey](#)

Columbus Short North Parking Survey

1. Columbus Short North Parking Survey

4%

On behalf of the City of Columbus, we are seeking your input on parking issues affecting the Short North District. By completing the following short survey, you will help us develop a deeper understanding of how well our existing parking supplies, policies, and management approach are serving the needs and expectations of our Short North business owners, employees, residents, and visitors. The survey is designed to be brief but detailed.

If you "wear multiple hats" as a Short North stakeholder or your Short North experience is more complex than the survey questions allow you to indicate (e.g. you own a business with unique parking challenges at different points in the year) you may repeat the survey, varying your responses as necessary to provide the level of detail required to capture your experiences.

As you answer questions, please think back to the last day you traveled to the Short North District. This may be today or some time in the past. This is intended to be a snapshot of your experience.

[Next](#)

- **63% of all customers park on-street.** Most stay an **average of 2 to 3 hours.**
- **Over 90% of customers Park ONCE and WALKED** to visit **MULTIPLE** destinations
- **Employees Park Closer to their Destination than Customers**
 - **62% of employees park less than one block away**
 - **40% of customers park more than 3 blocks away.**
- **79% of Customers have failed to find parking and left**
- A majority of **respondents** said they are **willing to pay more for parking in the Short North**

Stakeholder Interviews

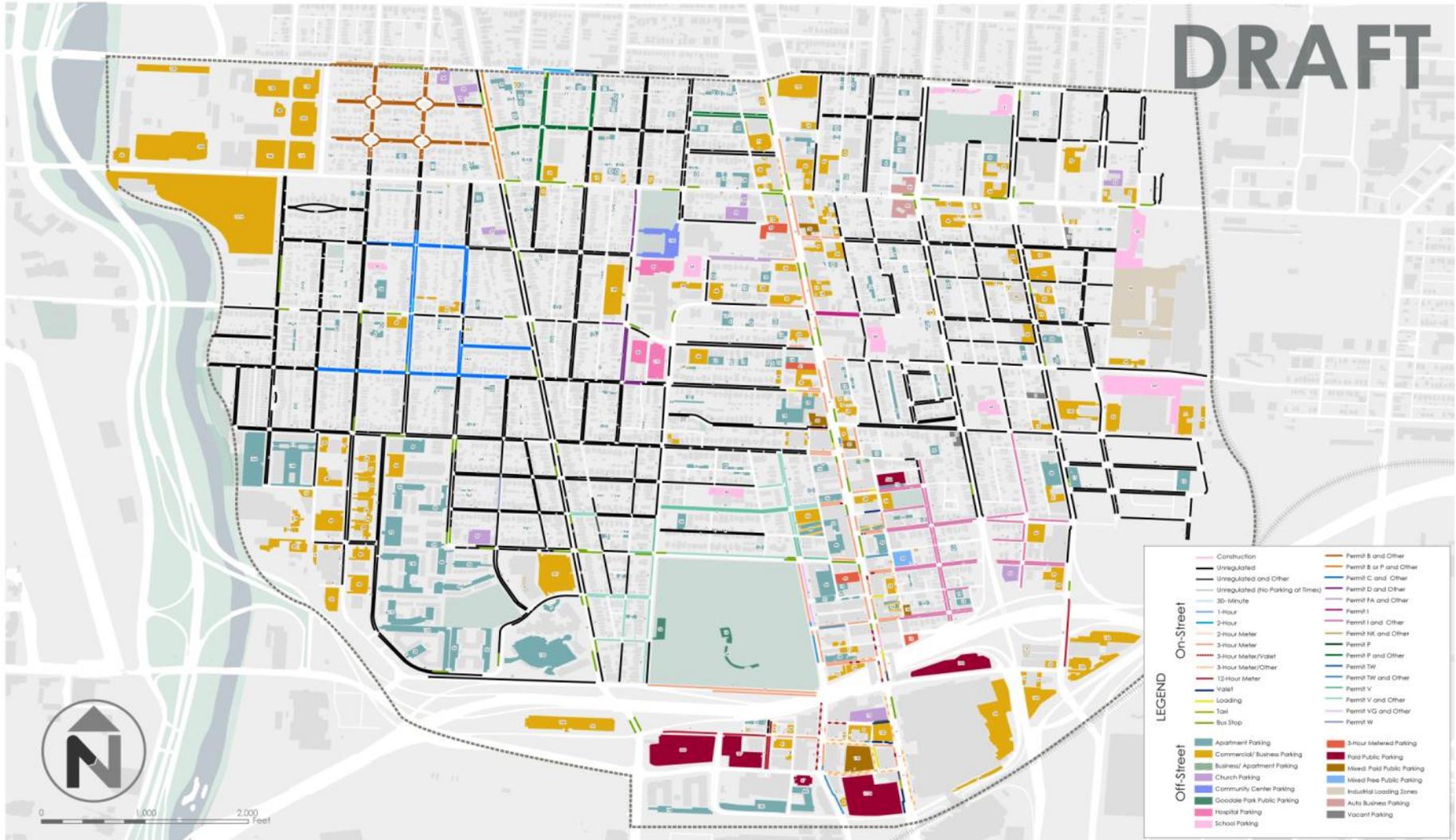
Stakeholder Interview Themes

- “The district is at the cross roads and a tipping point”. The District has experienced exponential success; however the lack of foresight in planning for the future may be its shortfall.”
- “I have felt quantified revenue loss due to parking constraints”
- “RPP requests don’t come from the engaged people in the neighborhood”
- “Customers are being preyed upon by poor parking policy”
- “Revenue generated in the District should be able to support additional parking garages”
- “Pedestrian and bicycle safety throughout the Short North could be improved drastically”
- “Needed emphasis on alternative transportation options to lower reliance on cars and parking demand”

Inventory

Parking Inventory

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Parking Totals

■ 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**

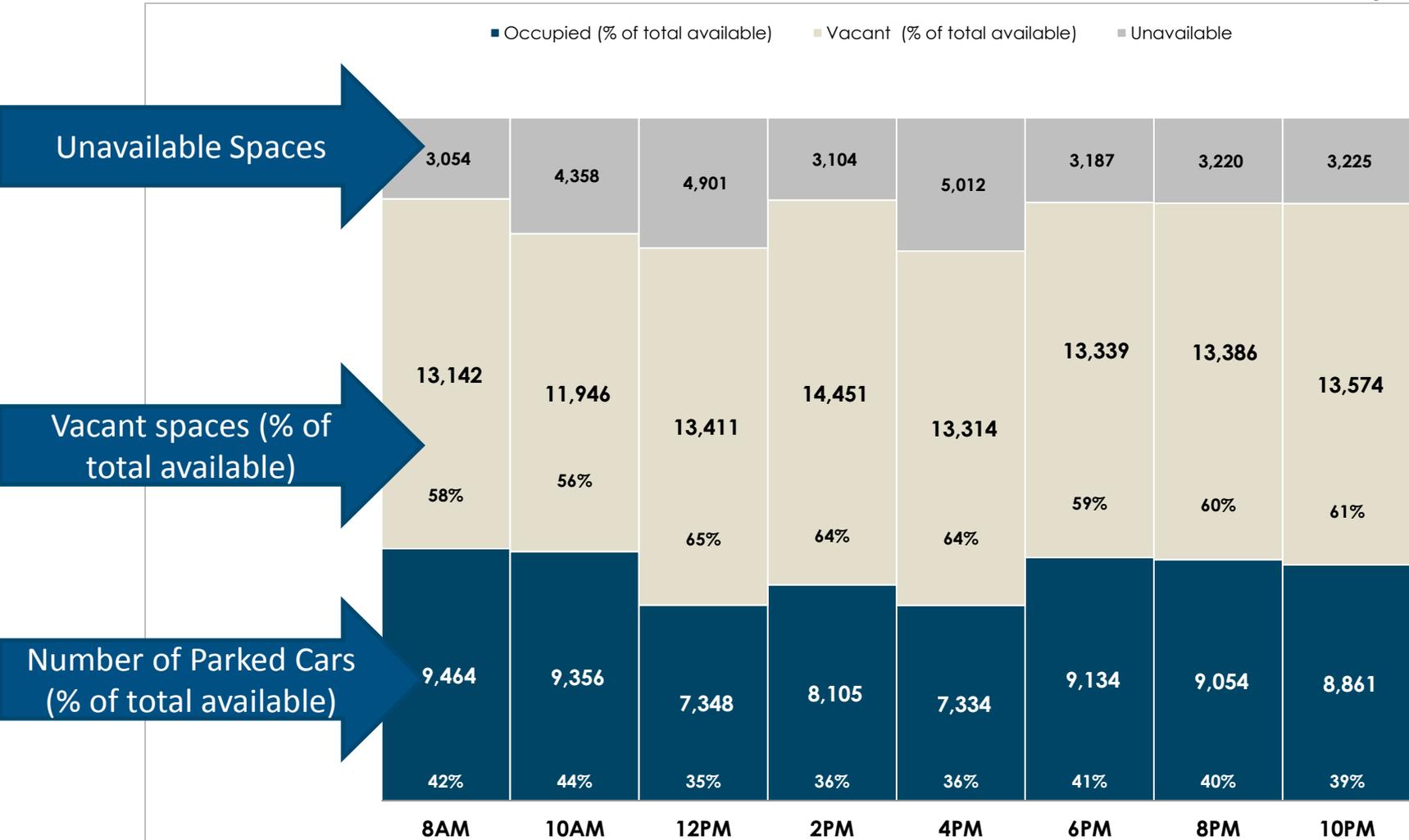
Total On-Street: 8,513 Spaces

Total Off-Street: 14,093 Spaces

TOTAL SPACES: 25,660

Parking Utilization Analysis

Parking



Italian Village East Utilization

Italian Village (East)

Thursday 6pm to 10pm

Morning

- No capacity issues

Mid-day

- Similar utilization patterns
- Demand doesn't bleed to Summit Street

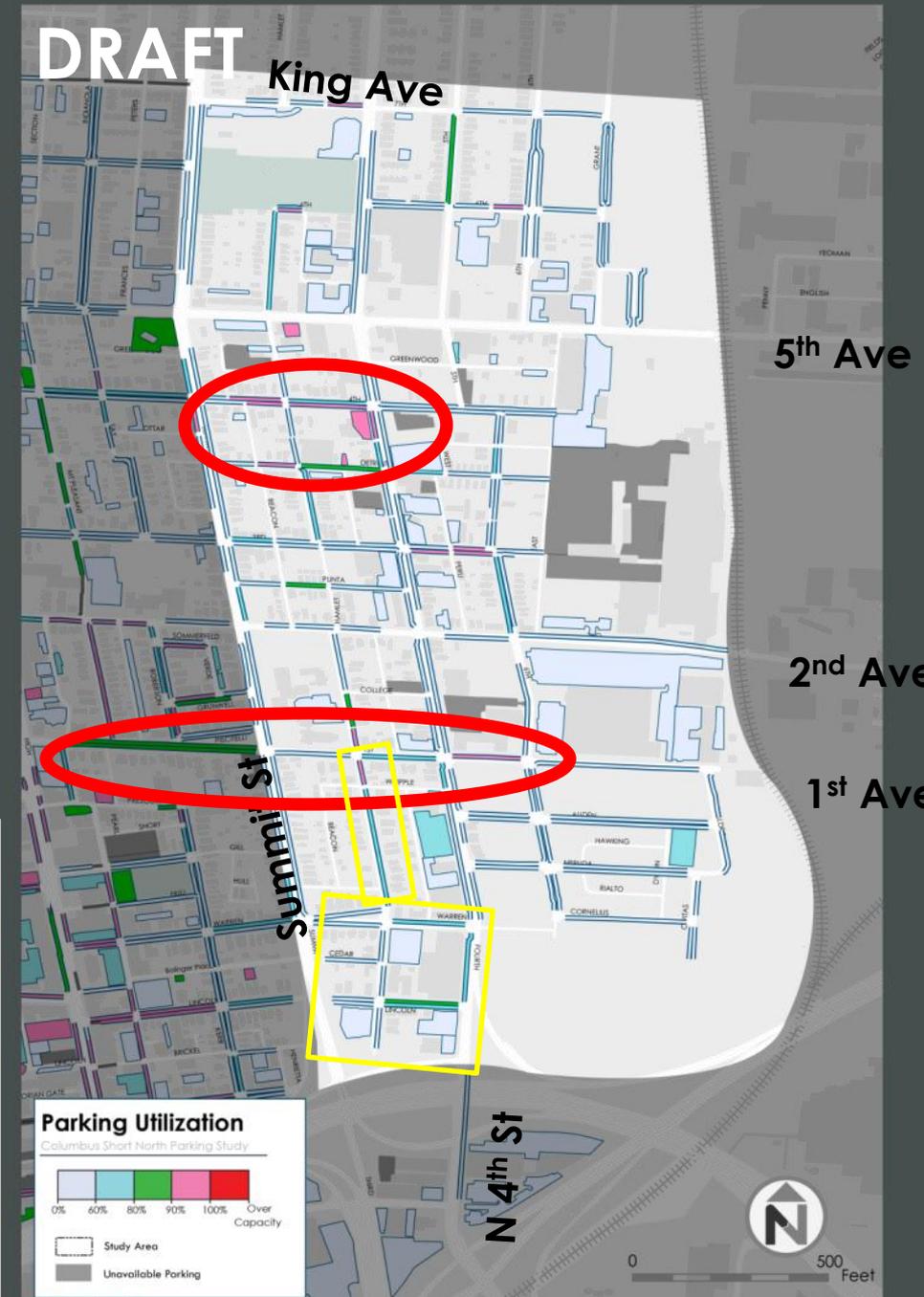
Evening

- No demand past summit
- Look at 1st Avenue
- Isolated hot spots of demand
 - 7th Son Brewery

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■ Occupied (% of total available) ■ Vacant (% of total available) ■ Unavailable

	259	259	259	259	259	255	255	255
	2,369	2,369	2,575	2,575	2,575	2,489	2,489	2,489
	70%	70%	76%	76%	76%	74%	74%	74%
	1,005	1,005	799	799	799	889	889	889
	30%	30%	24%	24%	24%	26%	26%	26%
	8AM	10AM	12PM	2PM	4PM	6PM	8PM	10PM



Italian Village (East)

Saturday 6pm to 10pm

Midday

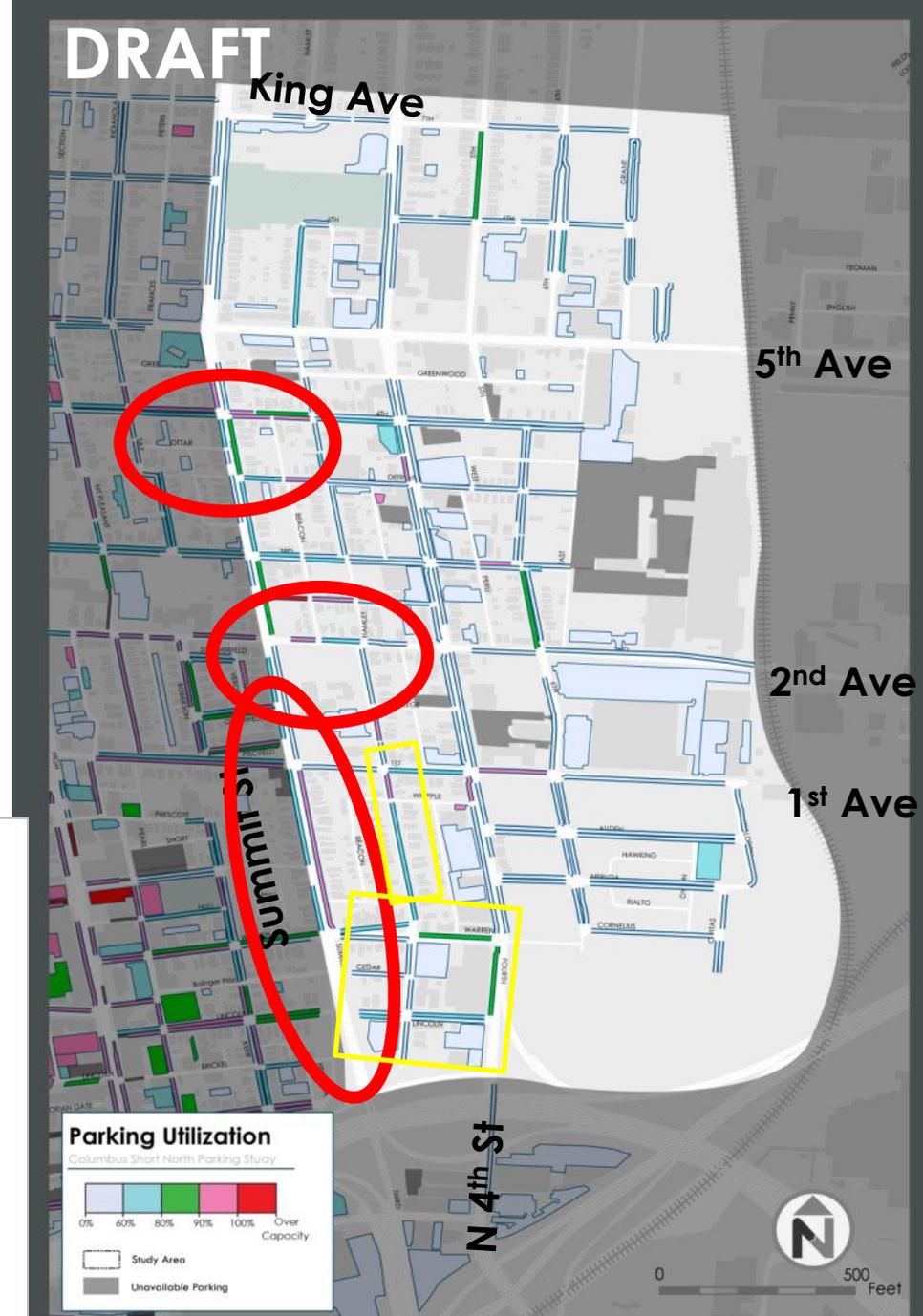
- Minimal issues

Evening

- Hot spots are from spillover along High Street

■ Occupied (% of total available) ■ Vacant (% of total available) ■ Unavailable

	10AM	12PM	2PM	4PM	6PM	8PM	10PM
Occupied	255	255	255	255	255	255	255
Vacant	2,534	2,534	2,534	2,537	2,537	2,537	2,537
Unavailable	75%	75%	75%	75%	75%	75%	75%
Capacity	844 25%	844 25%	844 25%	841 25%	841 25%	841 25%	841 25%



Harrison West / Victorian Village West Utilization

Harrison West/ Victorian Village West Thursday 6pm to 10pm

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Morning-

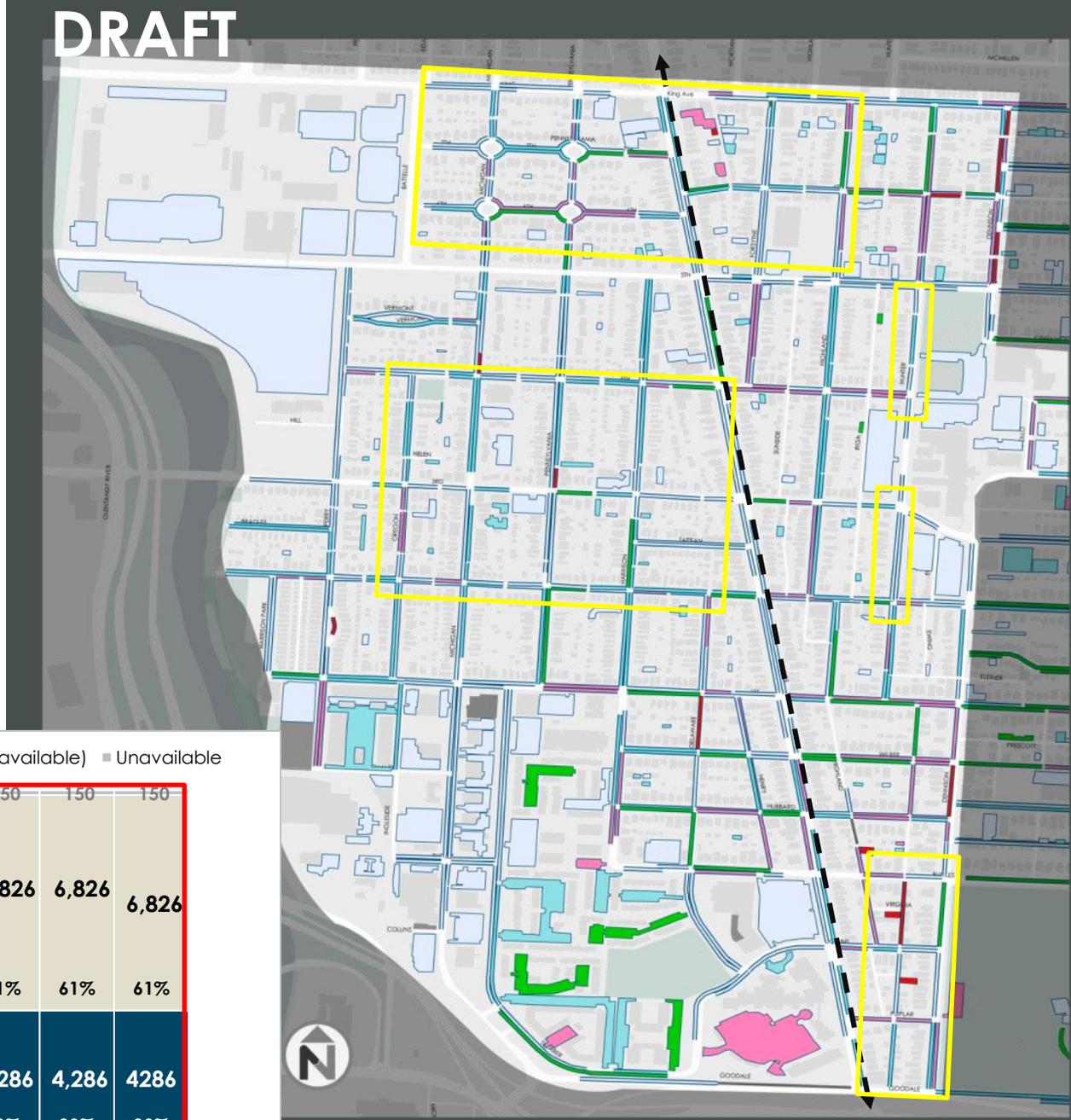
- pockets of parking challenges

Mid-day-

- parking demand around edges

Evening-

- heavy utilization
- Little activity along Neil Avenue



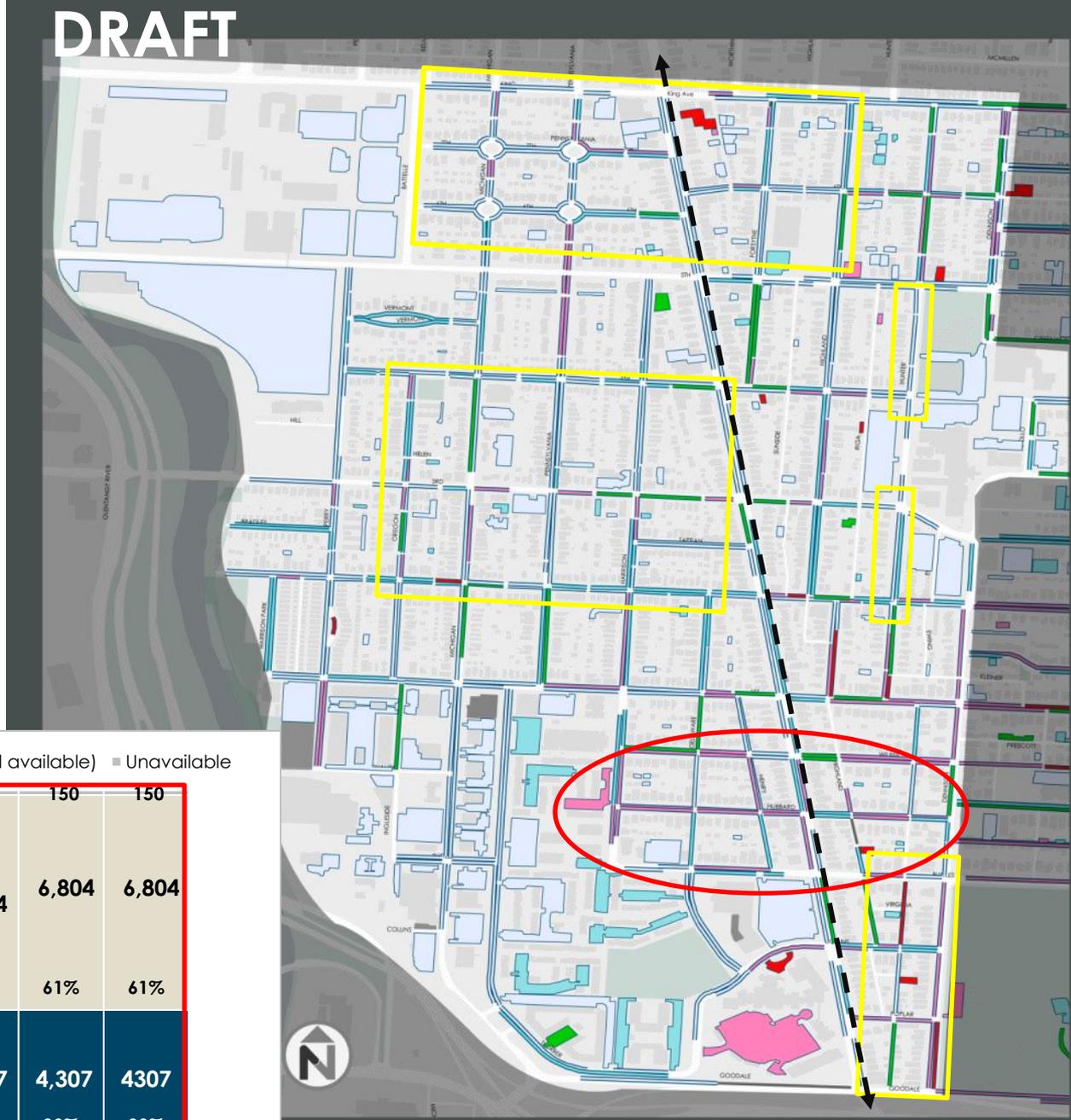
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■ Occupied (% of total available) ■ Vacant (% of total available) ■ Unavailable

	8AM	10AM	12PM	2PM	4PM	6PM	8PM	10PM
Occupied	248	151	151	185	214	150	150	150
Vacant	6,221	6,318	7,808	7,774	7,745	6,826	6,826	6,826
Unavailable	56%	57%	70%	70%	70%	61%	61%	61%
Total Available	4,793	4,793	3,303	3,303	3,303	4,286	4,286	4,286
Occupied %	44%	43%	30%	30%	30%	39%	39%	39%

Harrison West/ Victorian Village West Saturday 6pm to 10pm

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Midday-

- Small pockets of demand

Evening-

- Similar parking issues to Thursday
- Demand from High Street is bleeding over

■ Occupied (% of total available) ■ Vacant (% of total available) ■ Unavailable

	10AM	12PM	2PM	4PM	6PM	8PM	10PM
Occupied	147	147	147	150	150	150	150
Vacant	7,272	7,272	7,272	6,804	6,804	6,804	6,804
Unavailable	11,261	11,261	11,261	11,261	11,261	11,261	11,261
Occupied (%)	65%	65%	65%	61%	61%	61%	61%
Vacant (%)	3,842	3,842	3,842	4,307	4,307	4,307	4,307
Unavailable (%)	0%	35%	35%	39%	39%	39%	39%

Downtown Utilization

Downtown Thursday 6pm to 10pm

Overall comments

- Garage lot spaces have reverse utilization patterns
- Busier in the morning and more availability during the evening
- Saturday similar pattern when there are no events

■ Occupied (% of total available) ■ Vacant (% of total available) ■ Unavailable

2,213	2,181	2,181	2,181	2,215	2,192	2,210	2,215
840 35%	872 36%	945 39%	945 39%	911 38%	1,585 65%	1,567 65%	1,562 65%
1,561 65%	1,561 64%	1,488 61%	1,488 61%	1,488 62%	837 35%	837 35%	837 35%
8AM	10AM	12PM	2PM	4PM	6PM	8PM	10PM



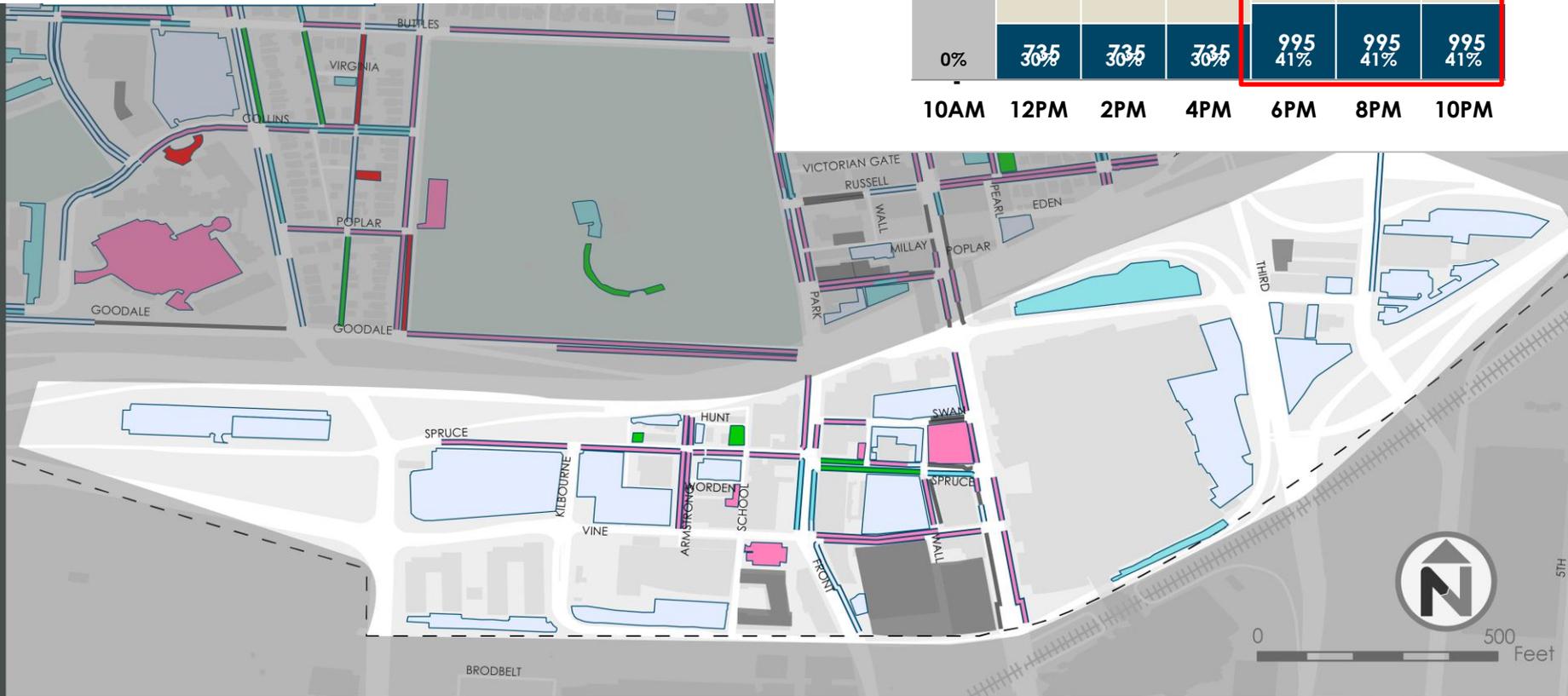
Downtown Saturday 6pm to 10pm

Overall comments

- Availability in lots
- On-street throughout downtown is busy

■ Occupied (% of total available) ■ Vacant (% of total available) ■ Unavailable

	2,181	2,181	2,181	2,192	2,192	2,192	
4,614	1,898	1,898	1,898	1,427	1,427	1,427	
0%	30%	30%	30%	995 41%	995 41%	995 41%	
	10AM	12PM	2PM	4PM	6PM	8PM	10PM



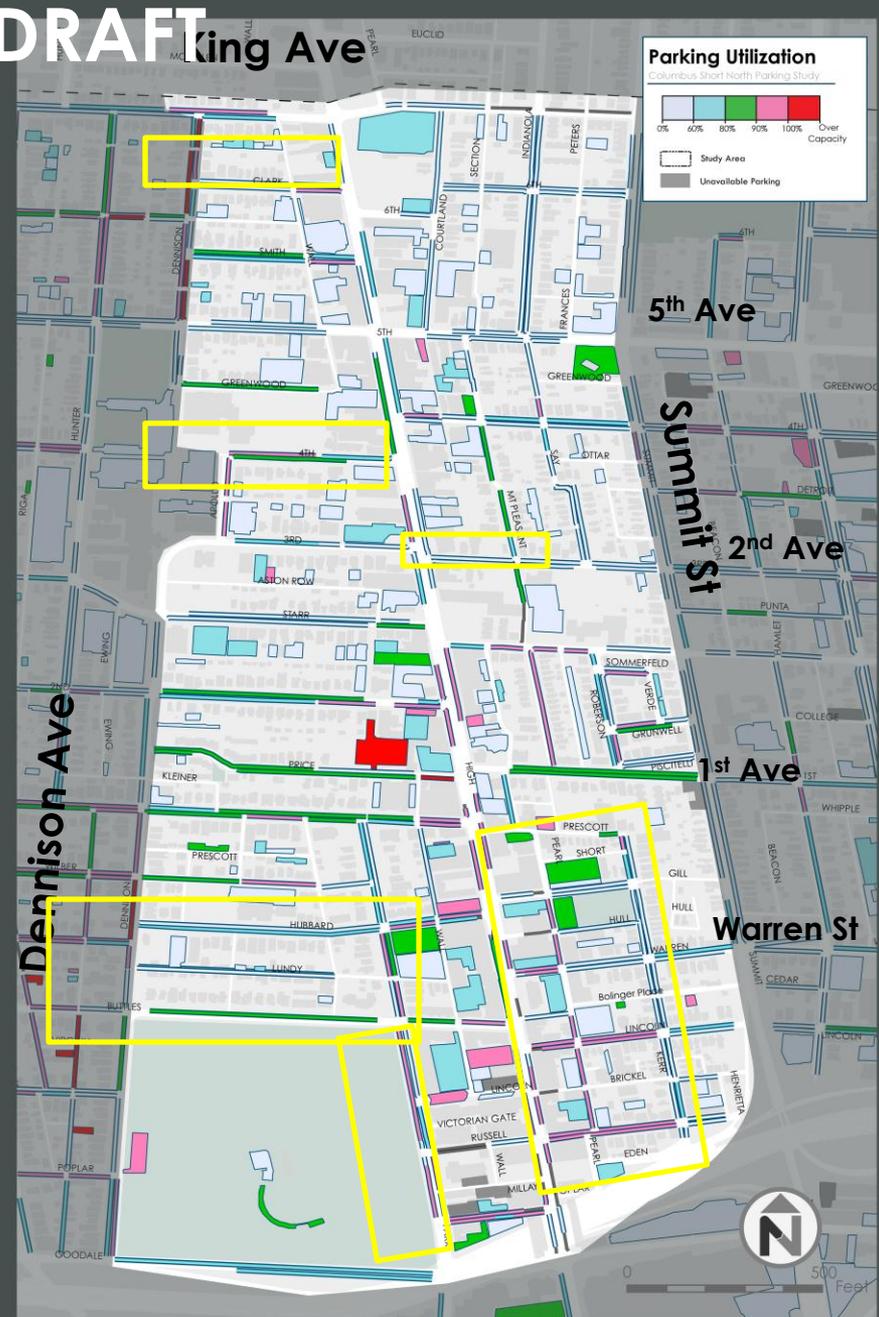
High Street Utilization- Thursday

High Street Thursday 6pm

Overall Day

- Limited impacts during the morning and early afternoon
- Many other pockets of activity
- Around the afternoon (noon) High Street south of 1st is concentrated
- Around 6pm to 12am demand is spreading into neighborhoods

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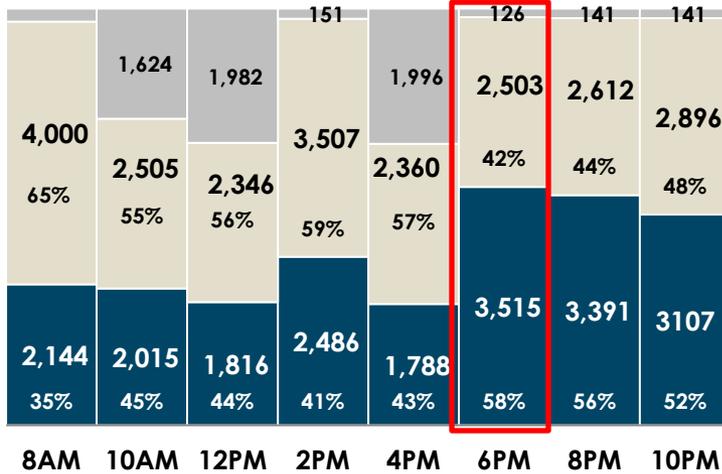
Parking Utilization
Columbus Short North Parking Study

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

Study Area
Unavailable Parking

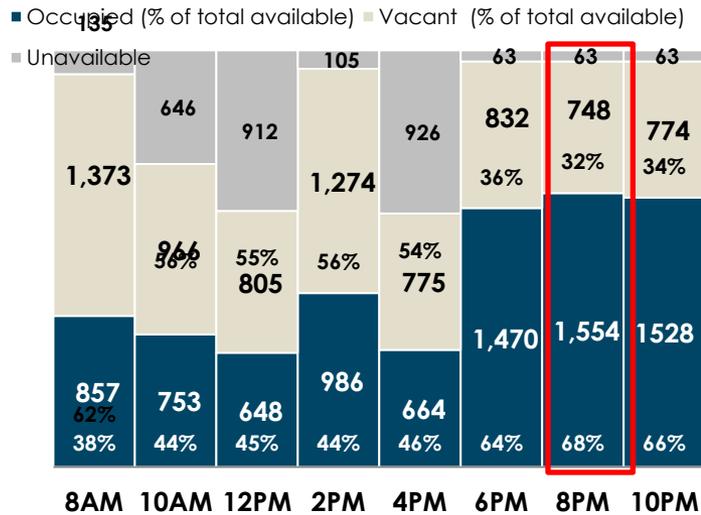
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■ Occupied (100% of total available) ■ Vacant (% of total available) ■ Unavailable

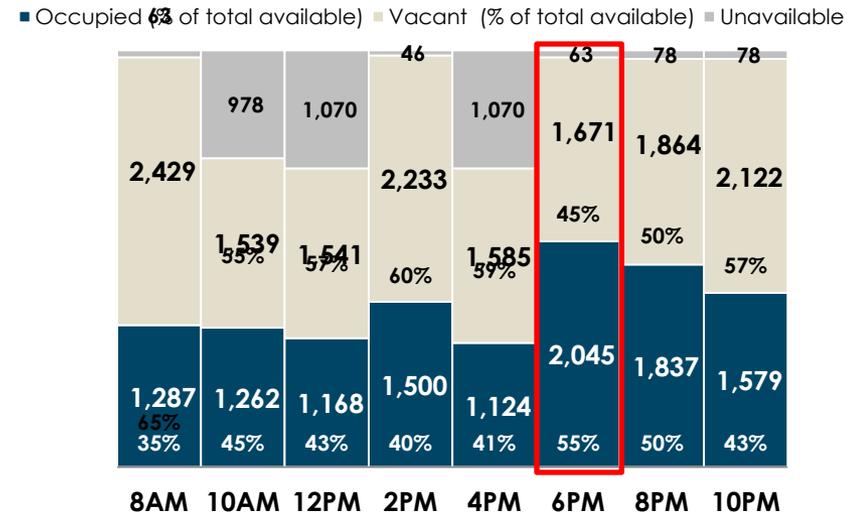


Thursday Utilization

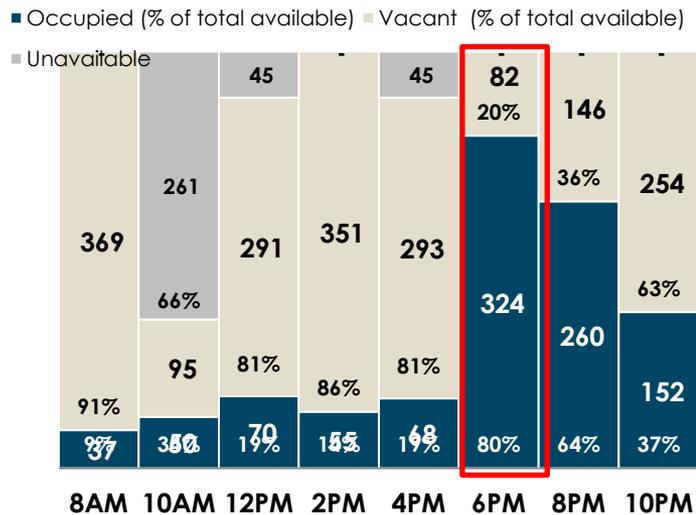
On-Street



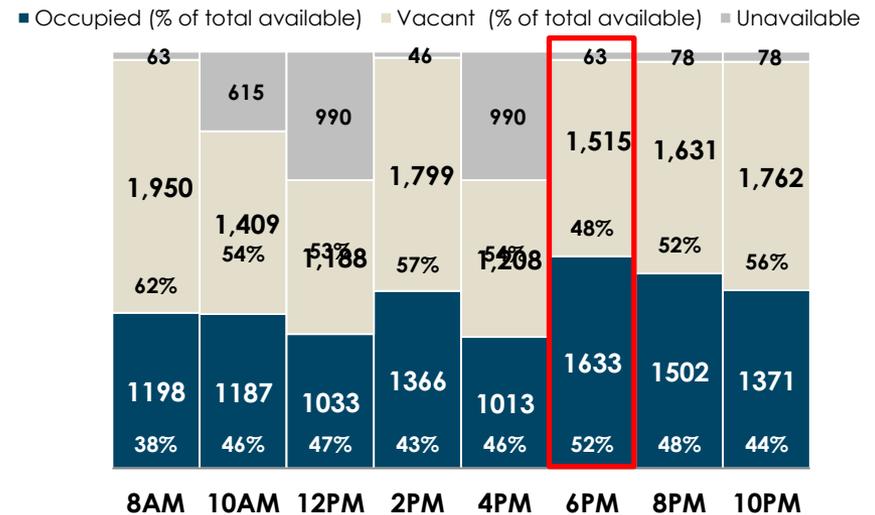
Off-Street



Public Off-Street



Private Off-Street



High Street Saturday 8pm

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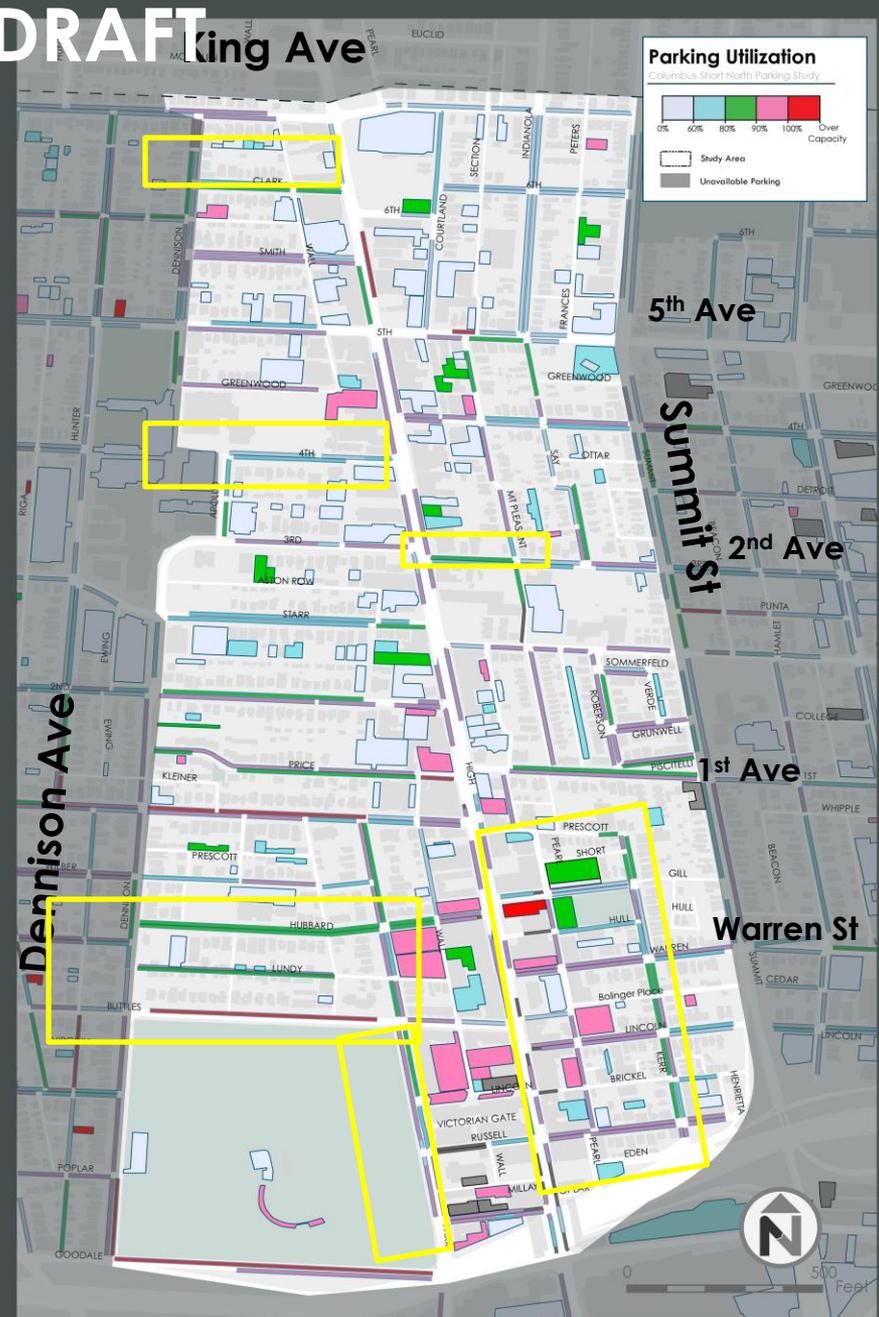
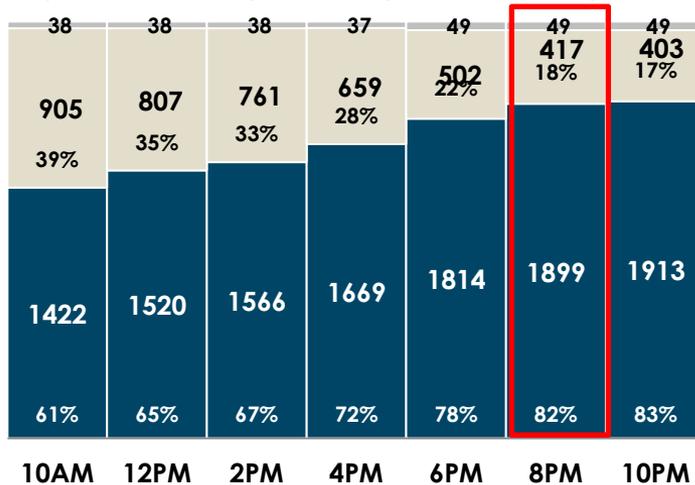
12pm to 4pm

- Lower High Street
 - Demand bleeding into neighborhoods more toward Victorian Village
- Upper High Street
 - Many pocket of demand thru the neighborhood

6pm to 10pm

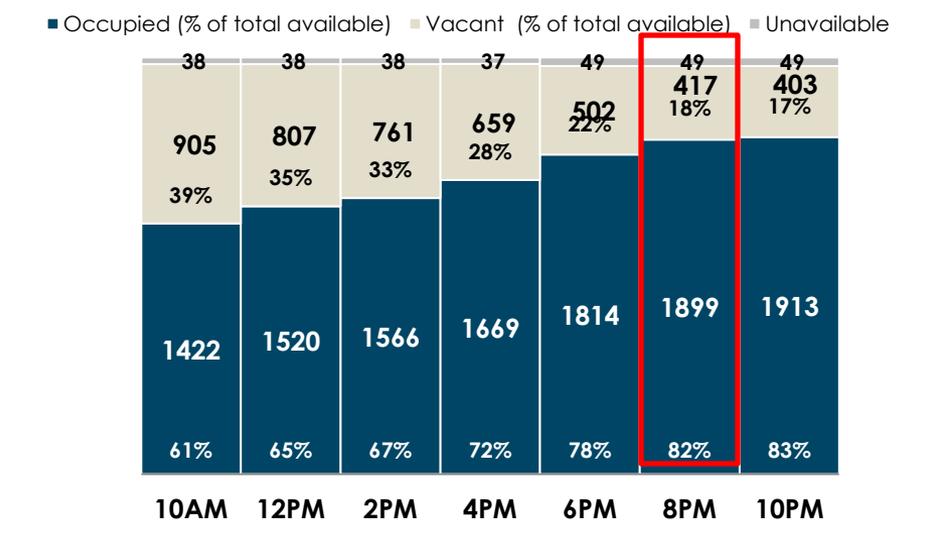
- Highest period of demand for the day and compared to Thursday
- On-street parking demand is spilling into neighborhoods
- Availability of off-street is in high demand
 - Difference in lots north and south along High Street

■ Occupied (% of total available) ■ Vacant (% of total available) ■ Unavailable

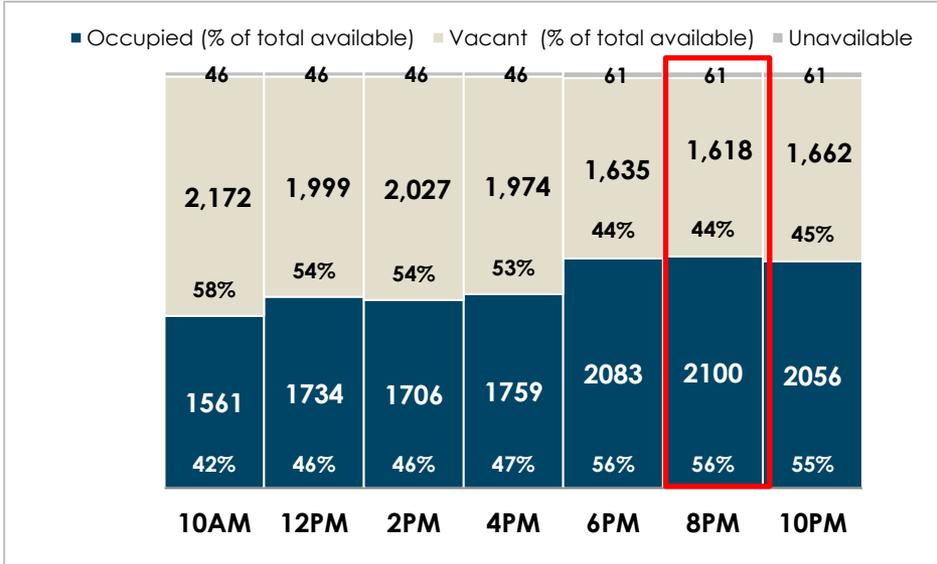


Saturday Utilization

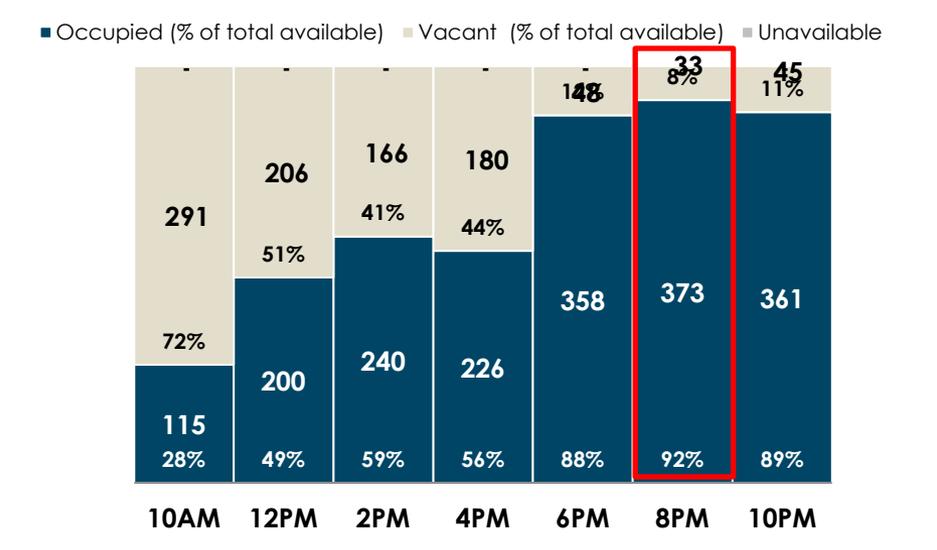
On-Street



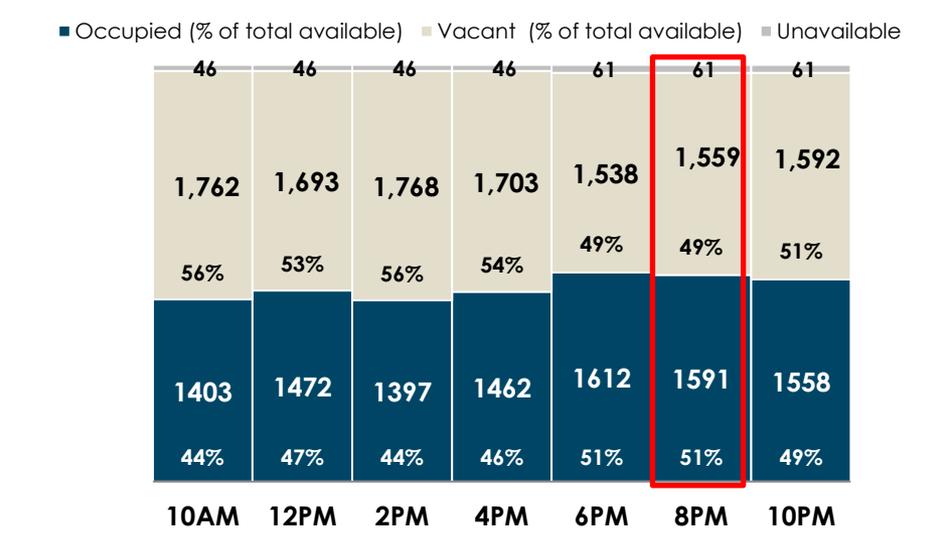
Off-Street



Public Off-Street

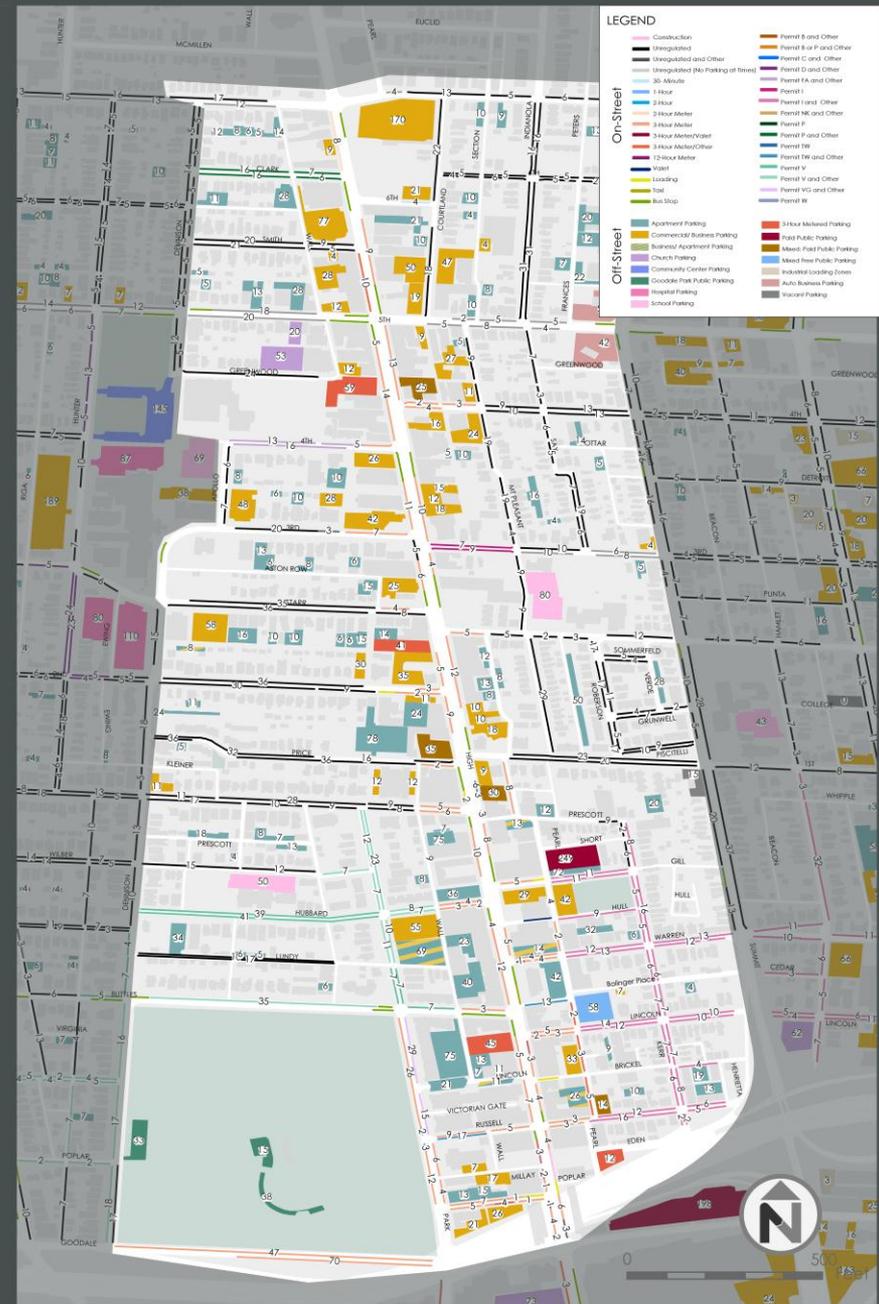
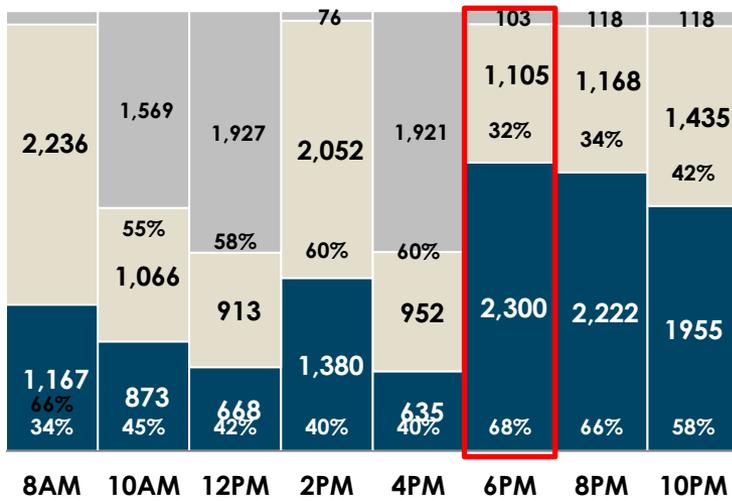


Private Off-Street

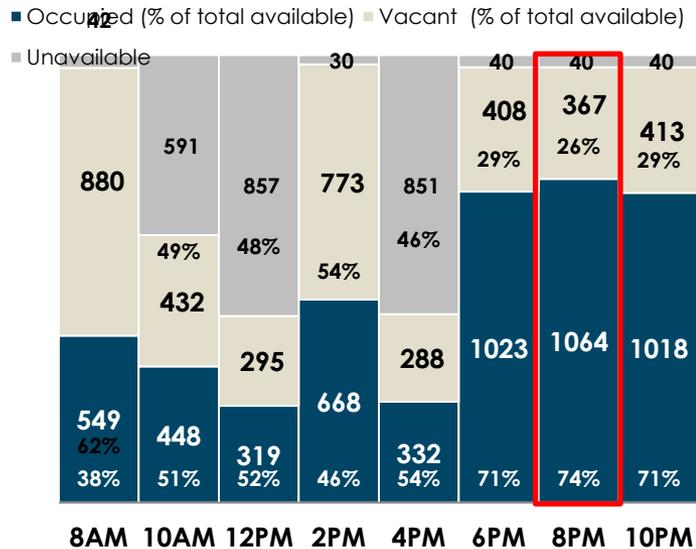


High Street South of 2nd – Thursday All Spaces

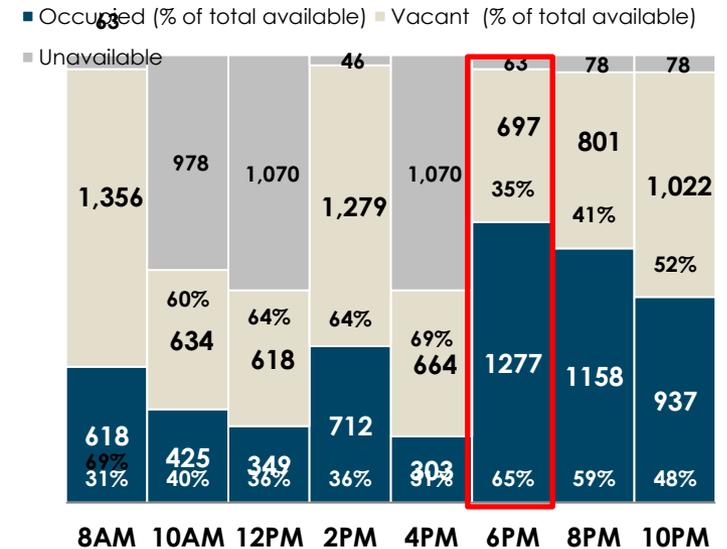
■ Occupied (65 of total available) ■ Vacant (% of total available) ■ Unavailable



On-Street

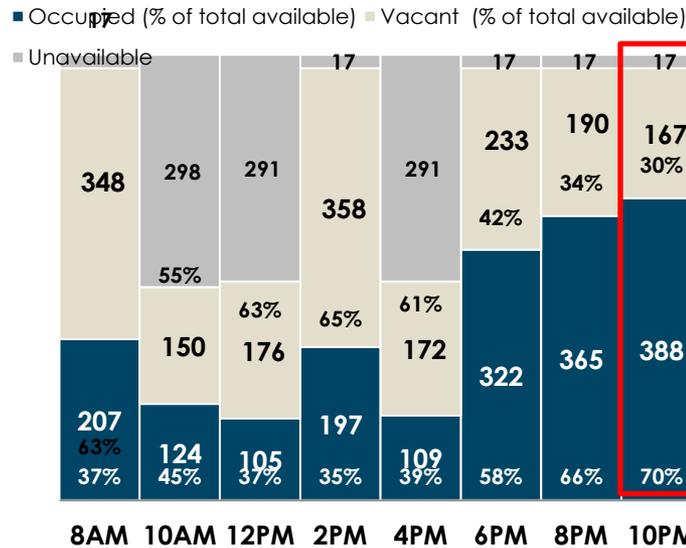


Off-street (public and private)

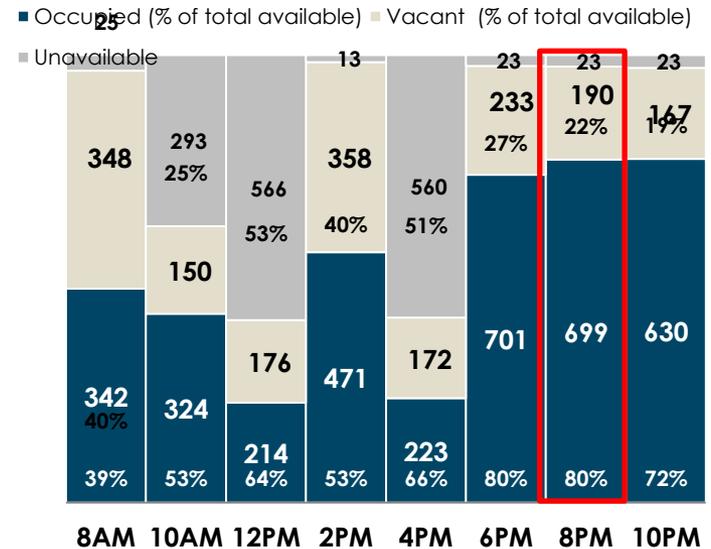


Overall peak occurs at 6pm but on and off-street peak at different times

Permit



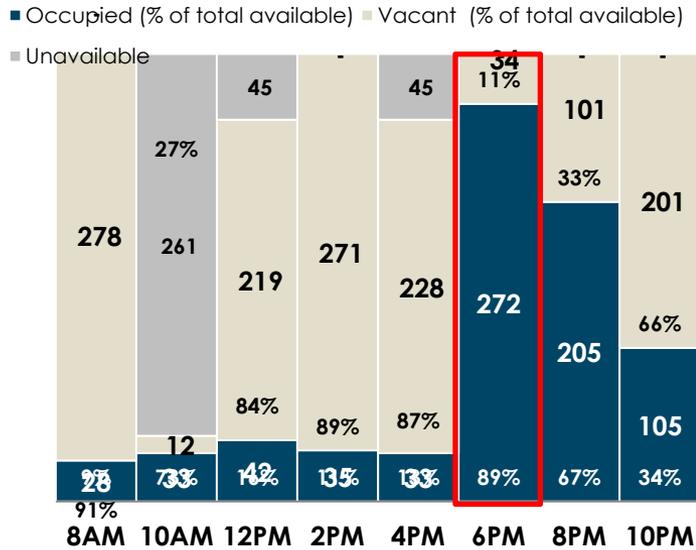
Metered



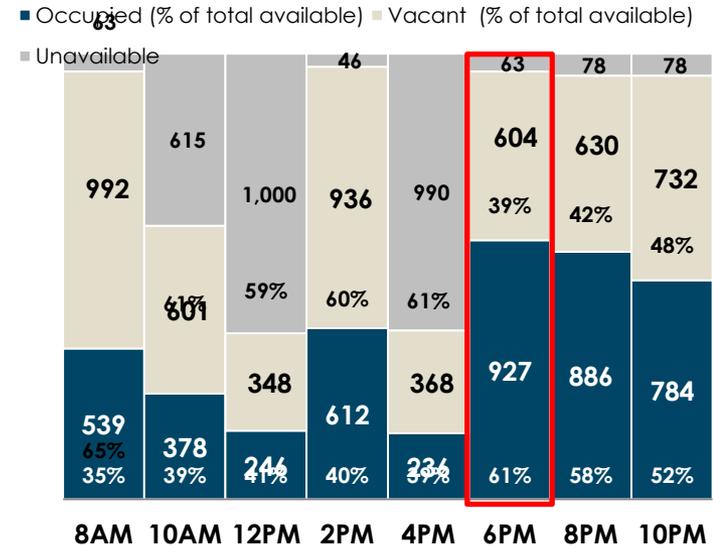
- Permit area never reaches above 70% utilization
- Metered areas are reaching capacity

High Street South of 2nd – Off-Street

public



private



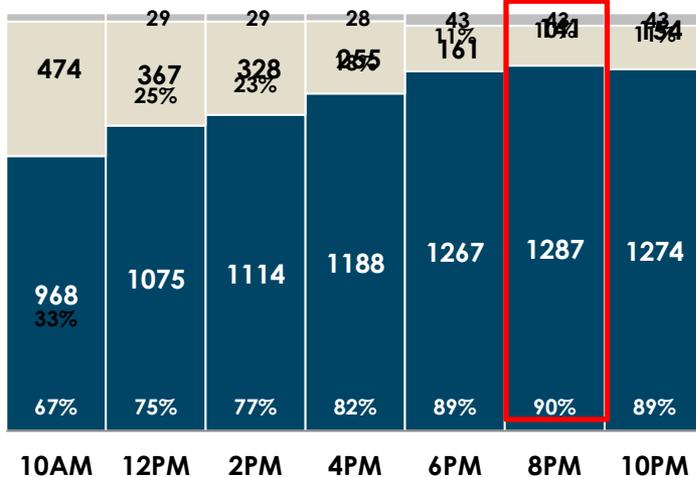
Public facilities are at capacity but lots of private supply

High Street South of 2nd – Saturday

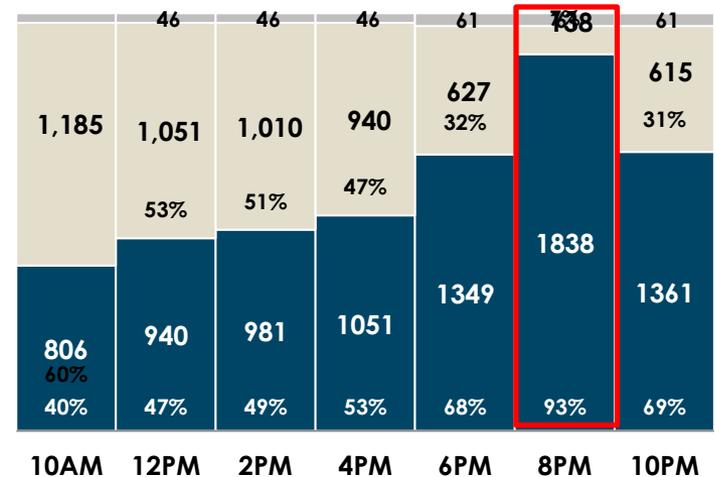
On-Street

Off-street (public and private)

■ Occupied (79% of total available) ■ Vacant (% of total available) ■ Unavailable



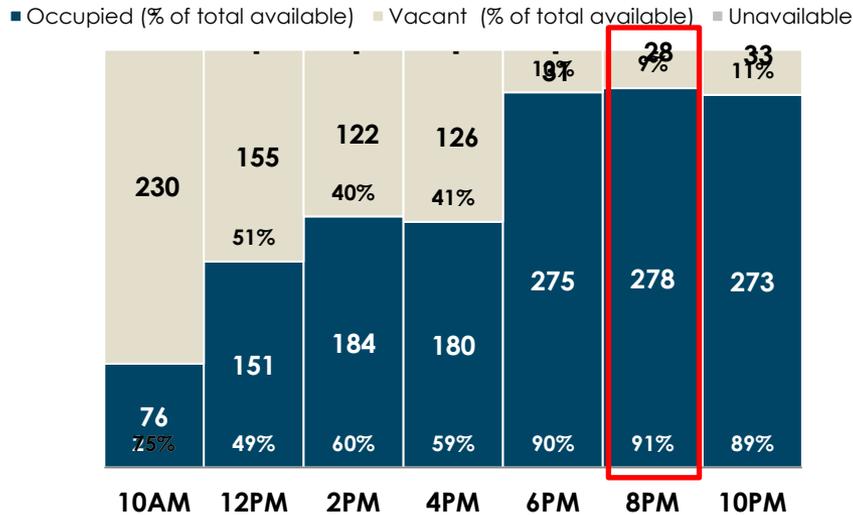
■ Occupied (46% of total available) ■ Vacant (% of total available) ■ Unavailable



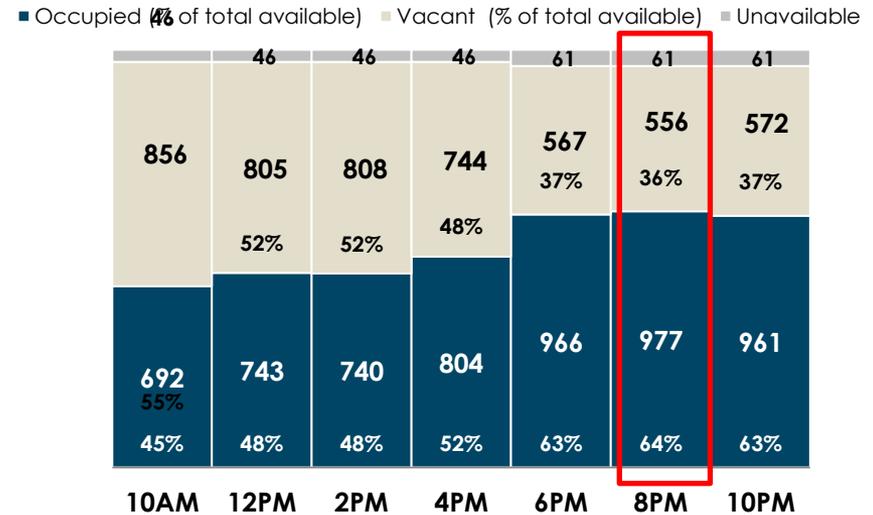
All parking assets are at capacity during the evening peak

High Street South of 2nd – Off-Street

public



private



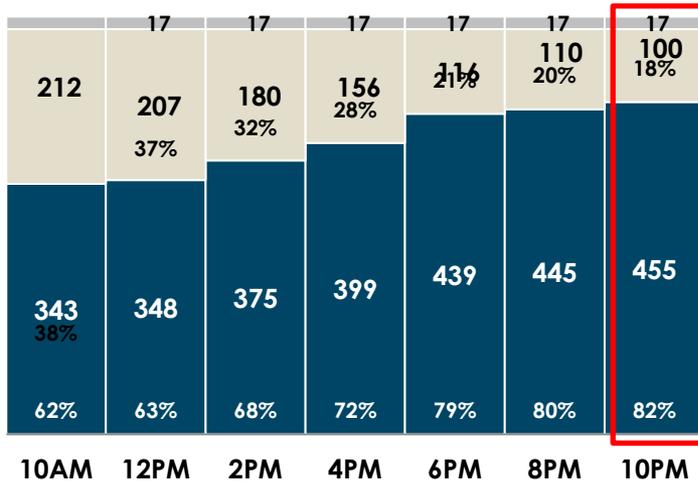
While public facilities are at capacity, there is still private supply available

High Street South of 2nd – On-Street

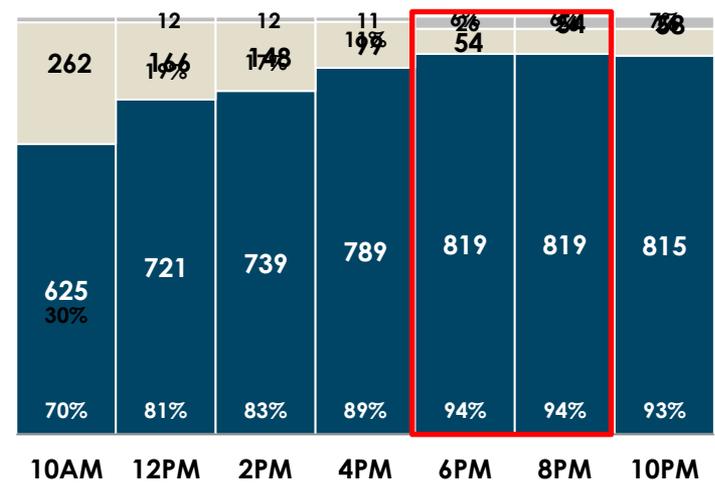
Permit

Metered

■ Occupied (% of total available) ■ Vacant (% of total available) ■ Unavailable



■ Occupied (% of total available) ■ Vacant (% of total available) ■ Unavailable

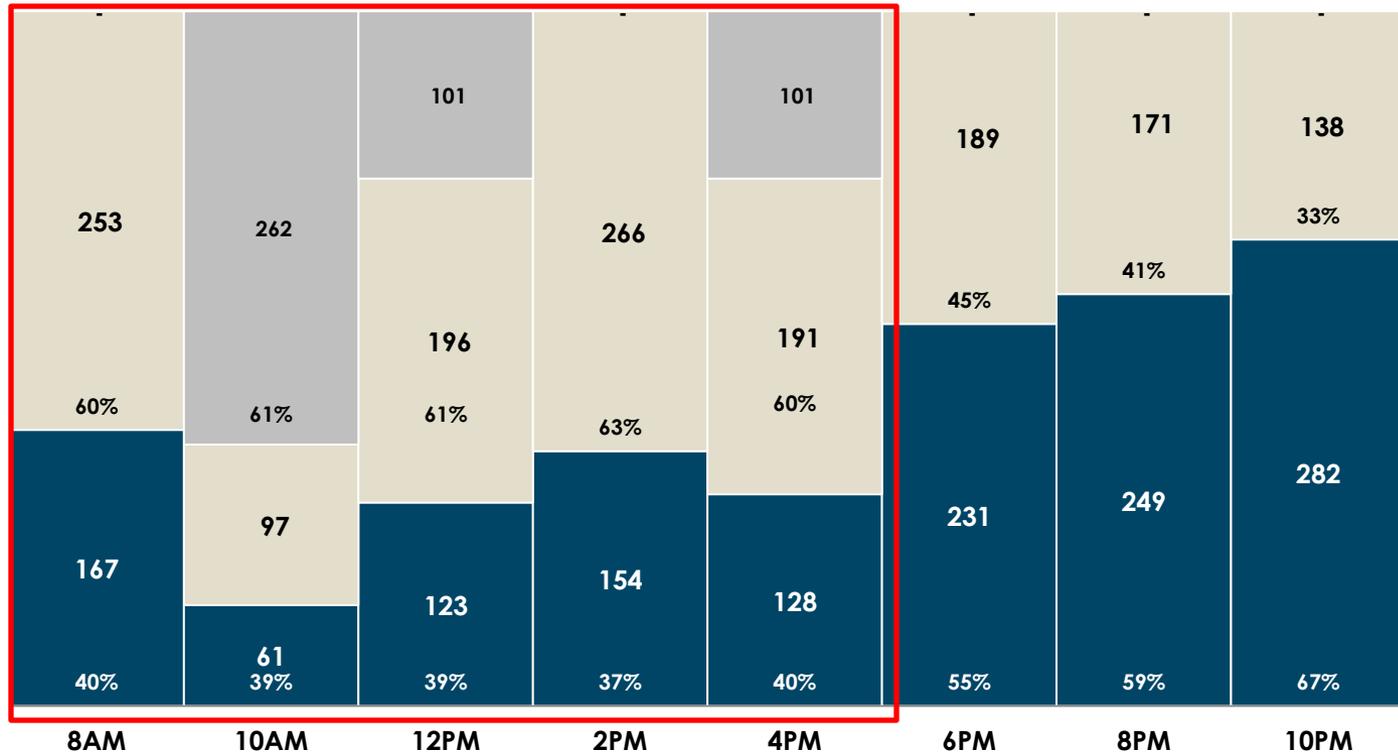


Little capacity left for metered or permitted spaces

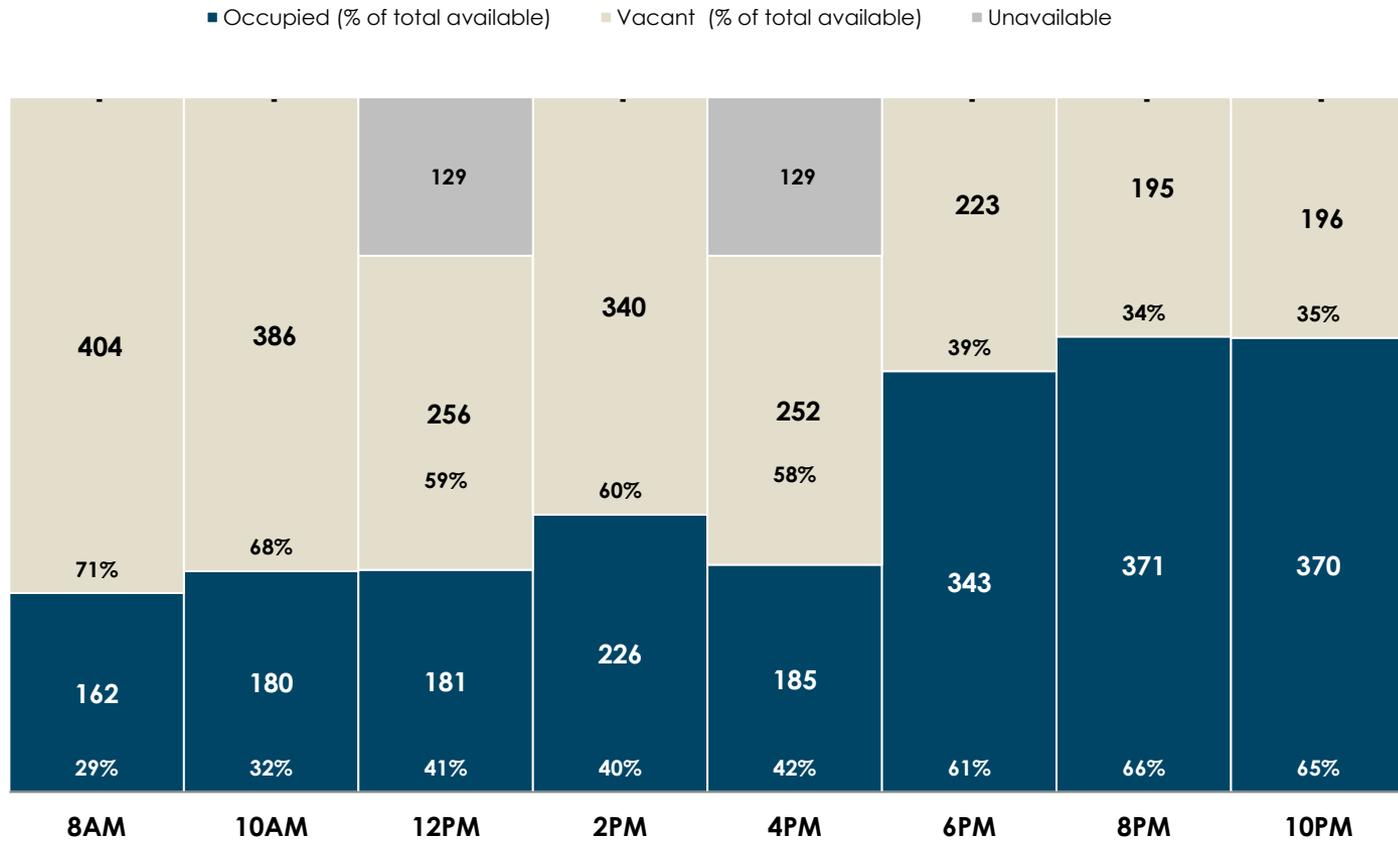
Permit Analysis

Permit All Day- Thursday

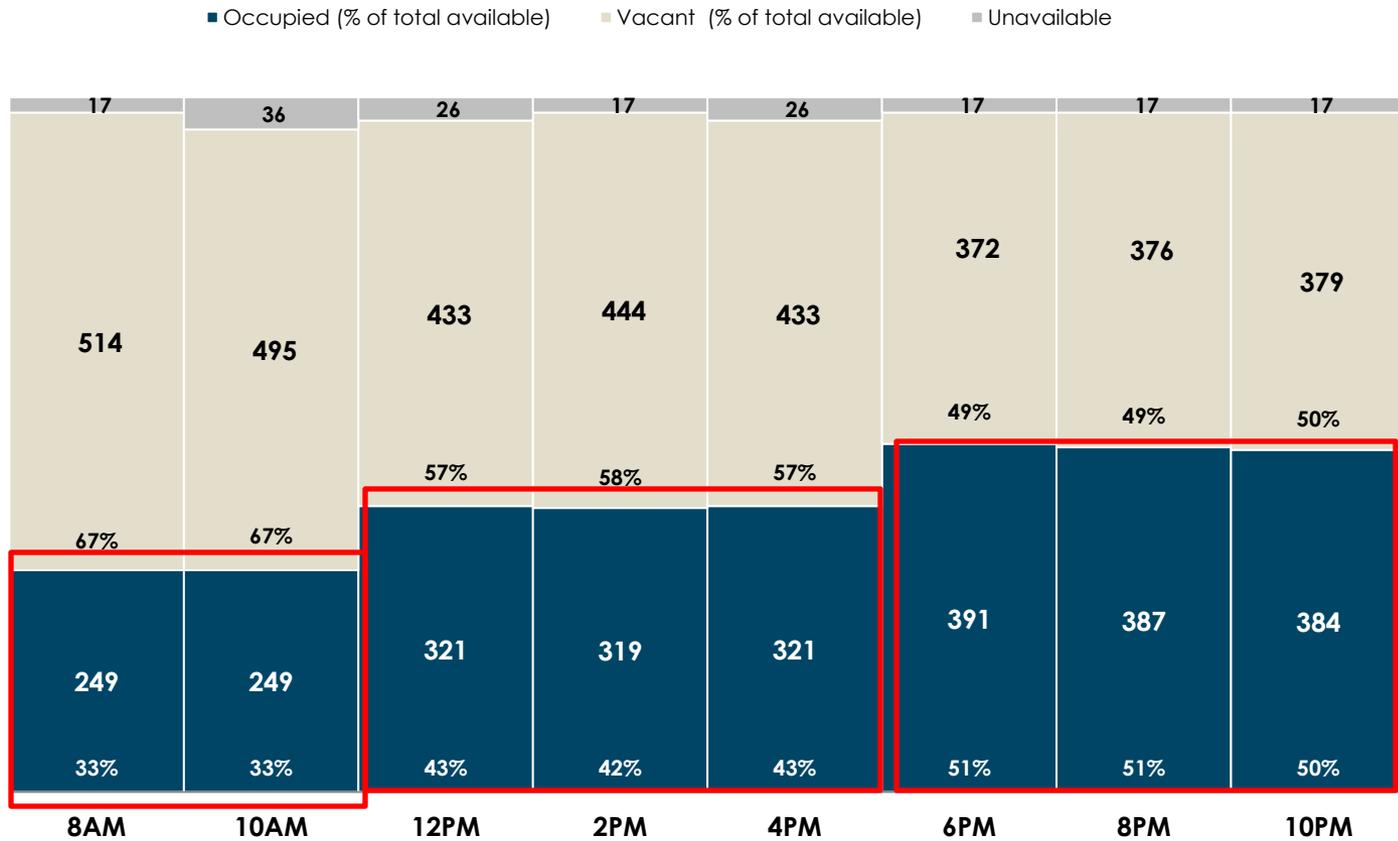
■ Occupied (% of total available) ■ Vacant (% of total available) ■ Unavailable



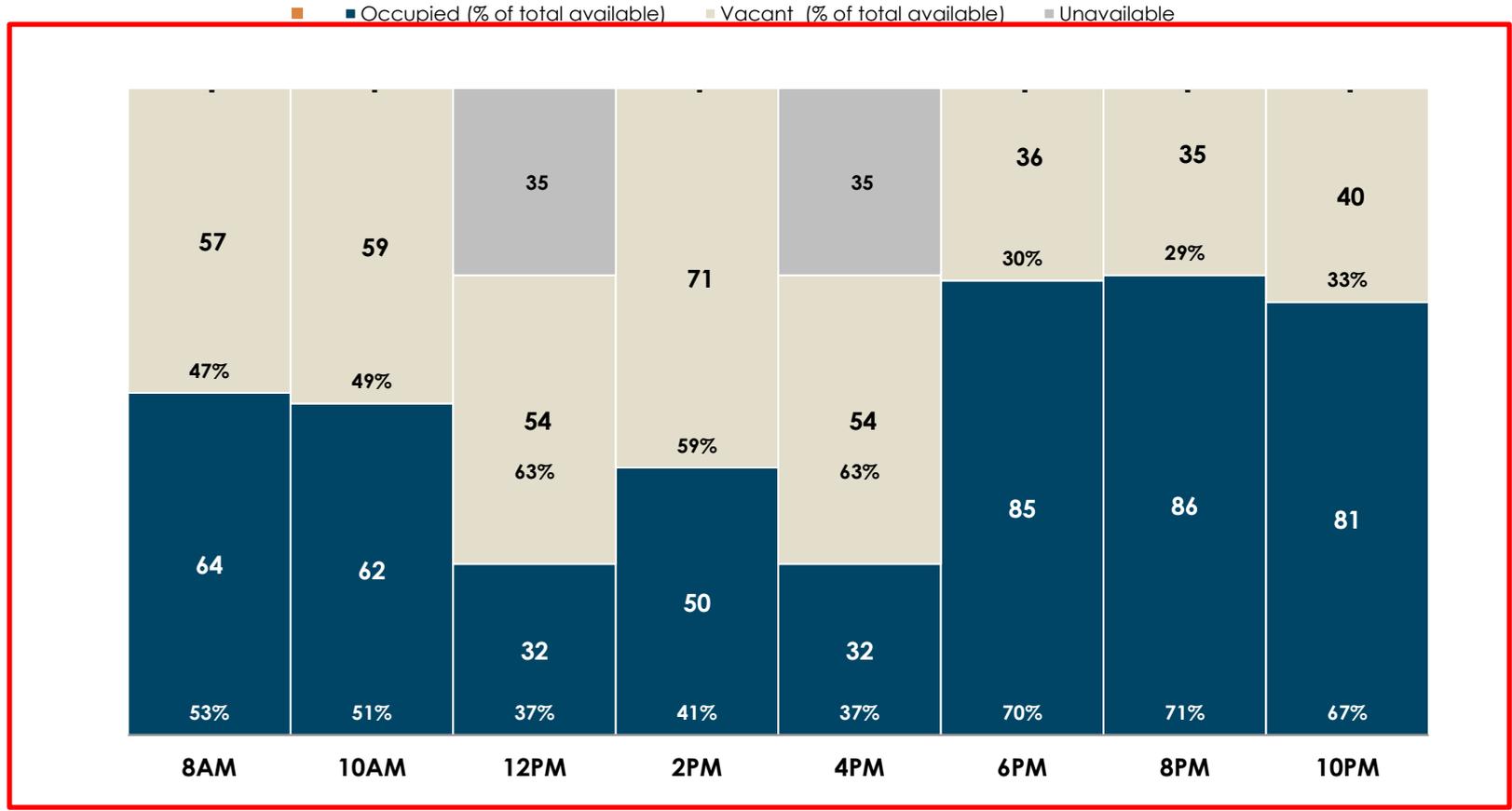
Permitted During Evening- Thursday



Permit During Morning - Thursday



Permit All Day with Time Limit Thursday



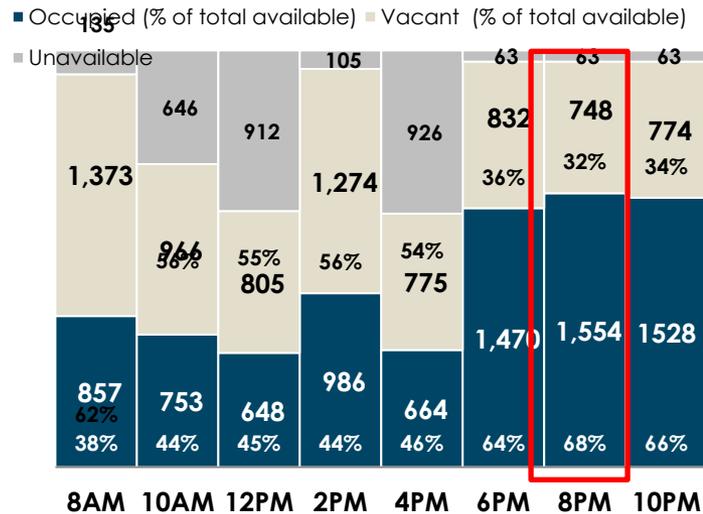
- Evening Issues greater than daytime
- Growth in Residential/Restaurant may exacerbate conflicts
- Opportunity to grow daytime population
- Hidden Impacts
 - Resident Permit Program
 - Circulation
 - Pedestrian information and improvement
- Availability in private lots at most times
- Consistently higher utilization South of 2nd Street
- Isolated issues in residential neighborhoods
- Customers stay for extended periods

- Opportunities to Change Parking Patterns and Maximize Availability
 - Demand Based Pricing
 - Employee Parking
 - On-Street Changes
 - Pedestrian, Bicycle and Transit Improvements

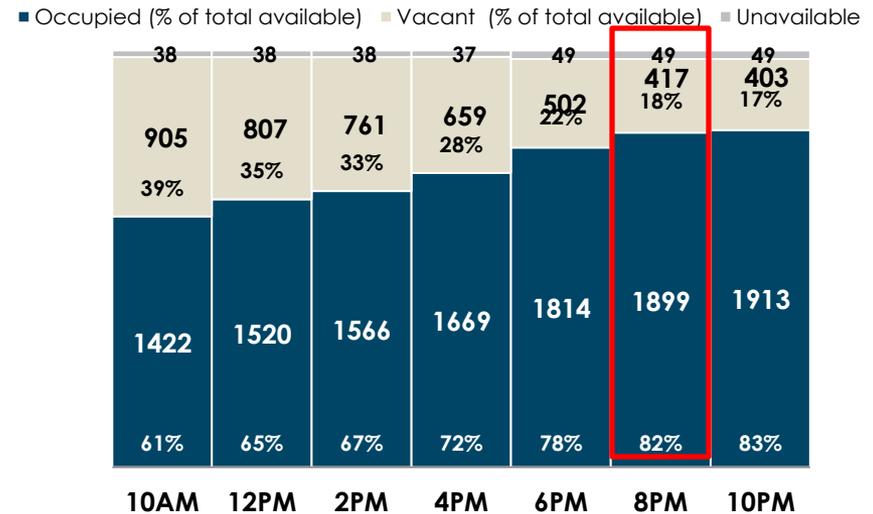
Opportunities to Change Parking Patterns and Maximize Availability

- Differential Pricing
 - Highest demand for on-street spaces during the evening hours along High Street

On-Street Thursday

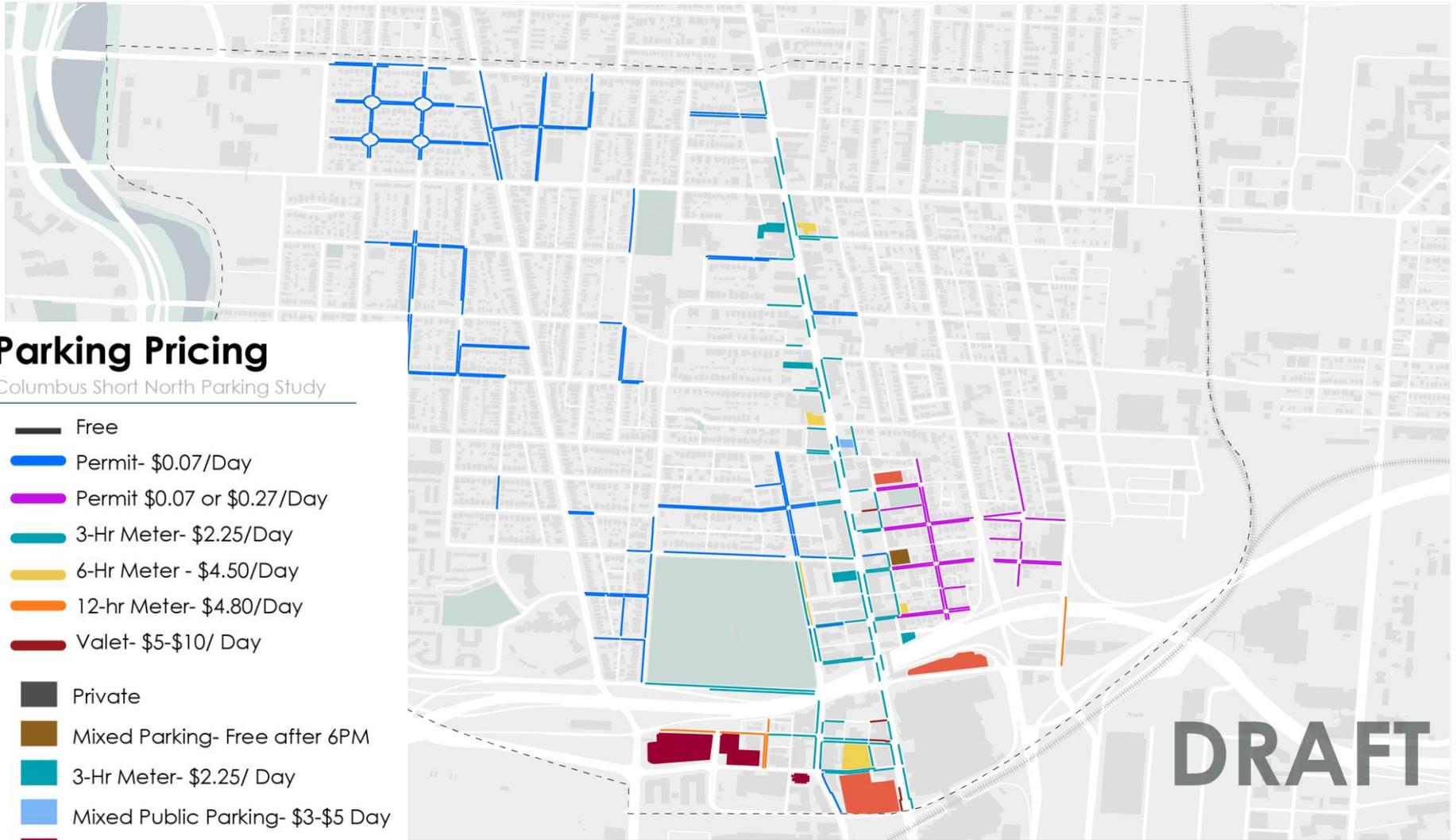


On-Street Saturday



Existing Parking Pricing

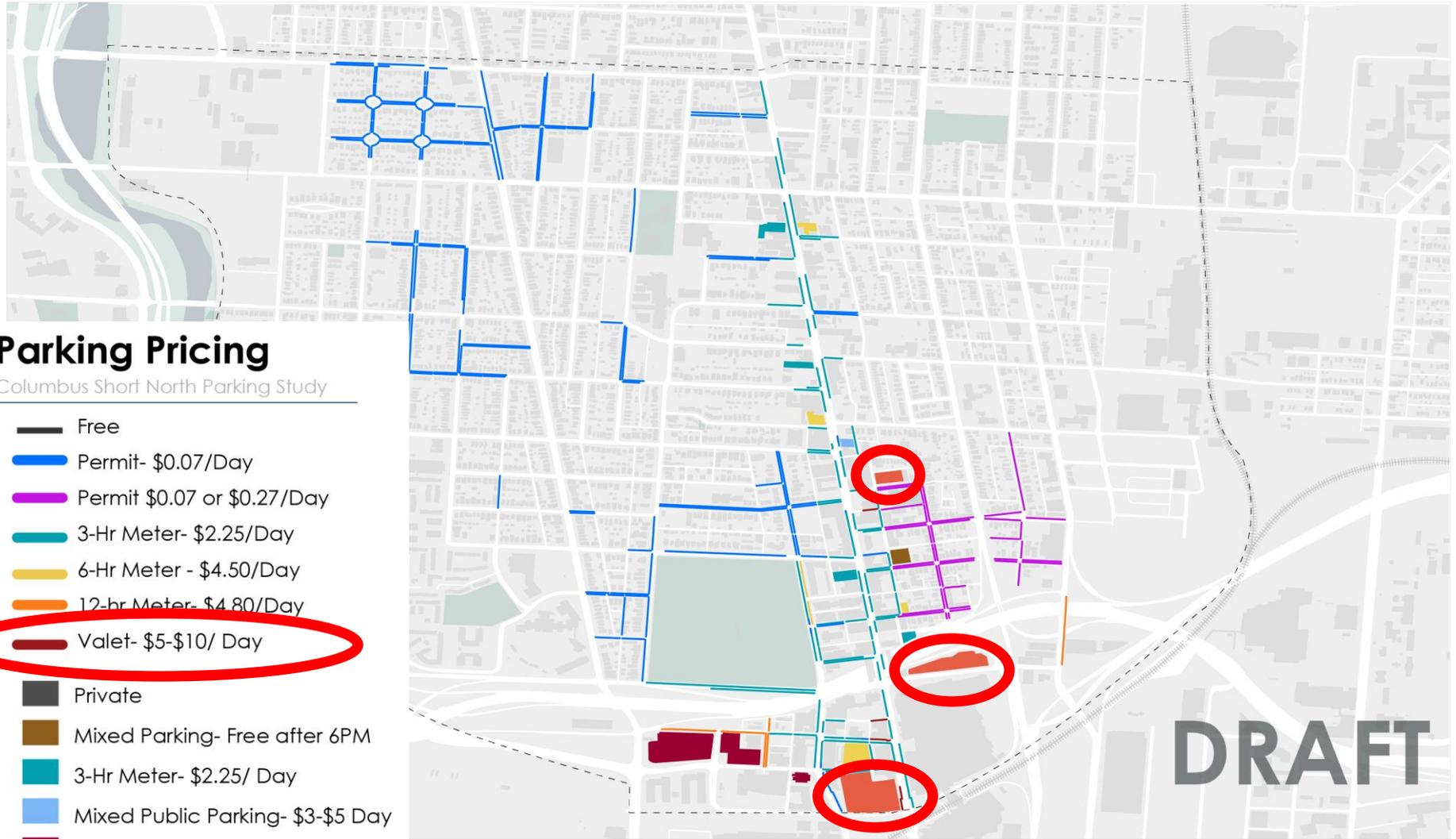
COLUMBUS



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Existing Parking Pricing

COLUMBUS



Parking Pricing

Columbus Short North Parking Study

- Free
- Permit- \$0.07/Day
- Permit \$0.07 or \$0.27/Day
- 3-Hr Meter- \$2.25/Day
- 6-Hr Meter - \$4.50/Day
- 12-hr Meter- \$4.80/Day
- Valet- \$5-\$10/ Day
- Private
- Mixed Parking- Free after 6PM
- 3-Hr Meter- \$2.25/ Day
- Mixed Public Parking- \$3-\$5 Day
- Daily Rate- \$5/ Day
- 6-Hr Mixed Parking - \$5/ Day
- Public Parking - \$18-\$25/ Day

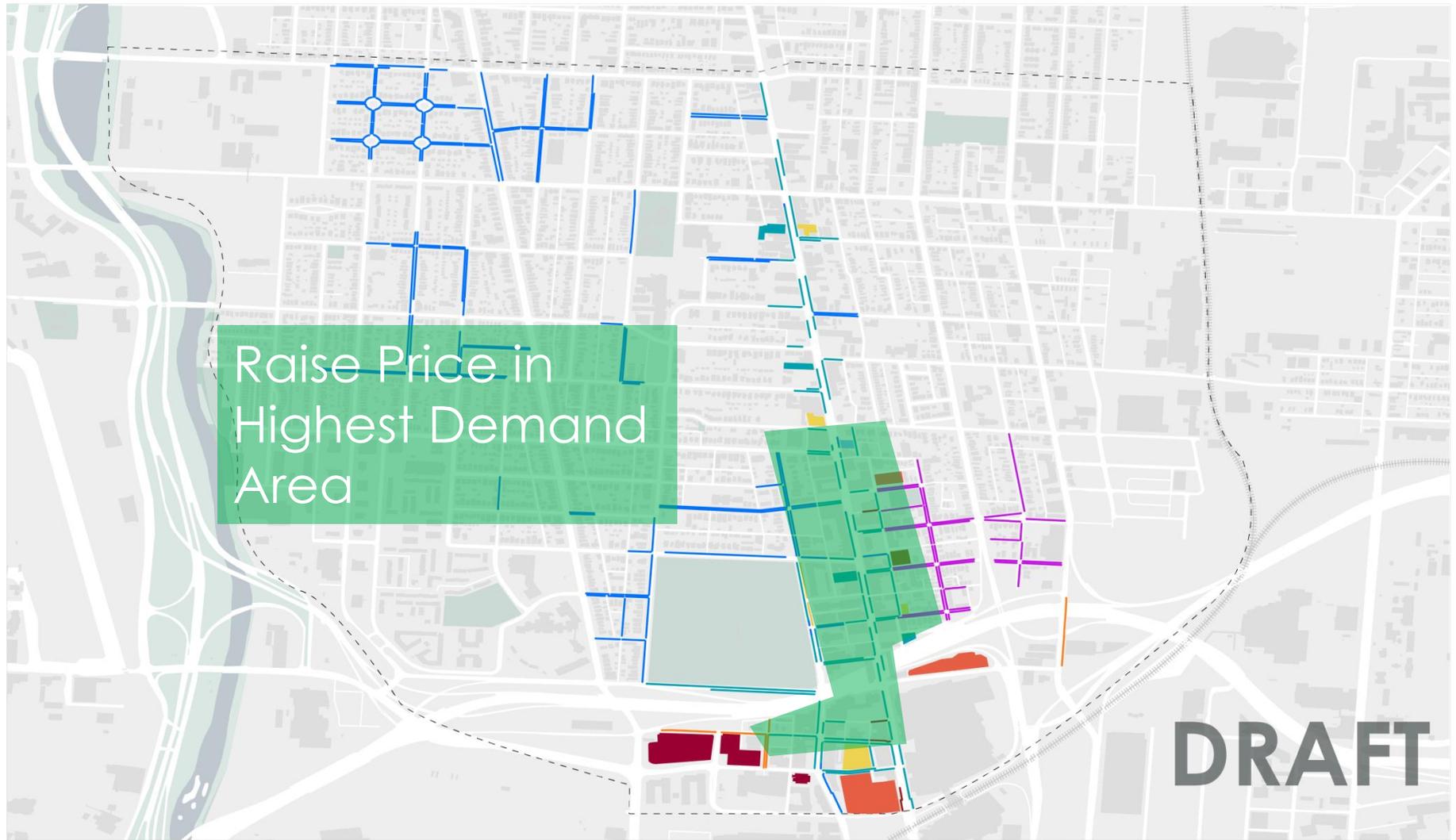
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Demand Based Pricing

- Respond to Areas of Maximum Demand
- Price to retain availability
- Create differential areas
 - Makes Remote Parking more attractive
- Higher prices reduce employee parking
- Customers are least price sensitive

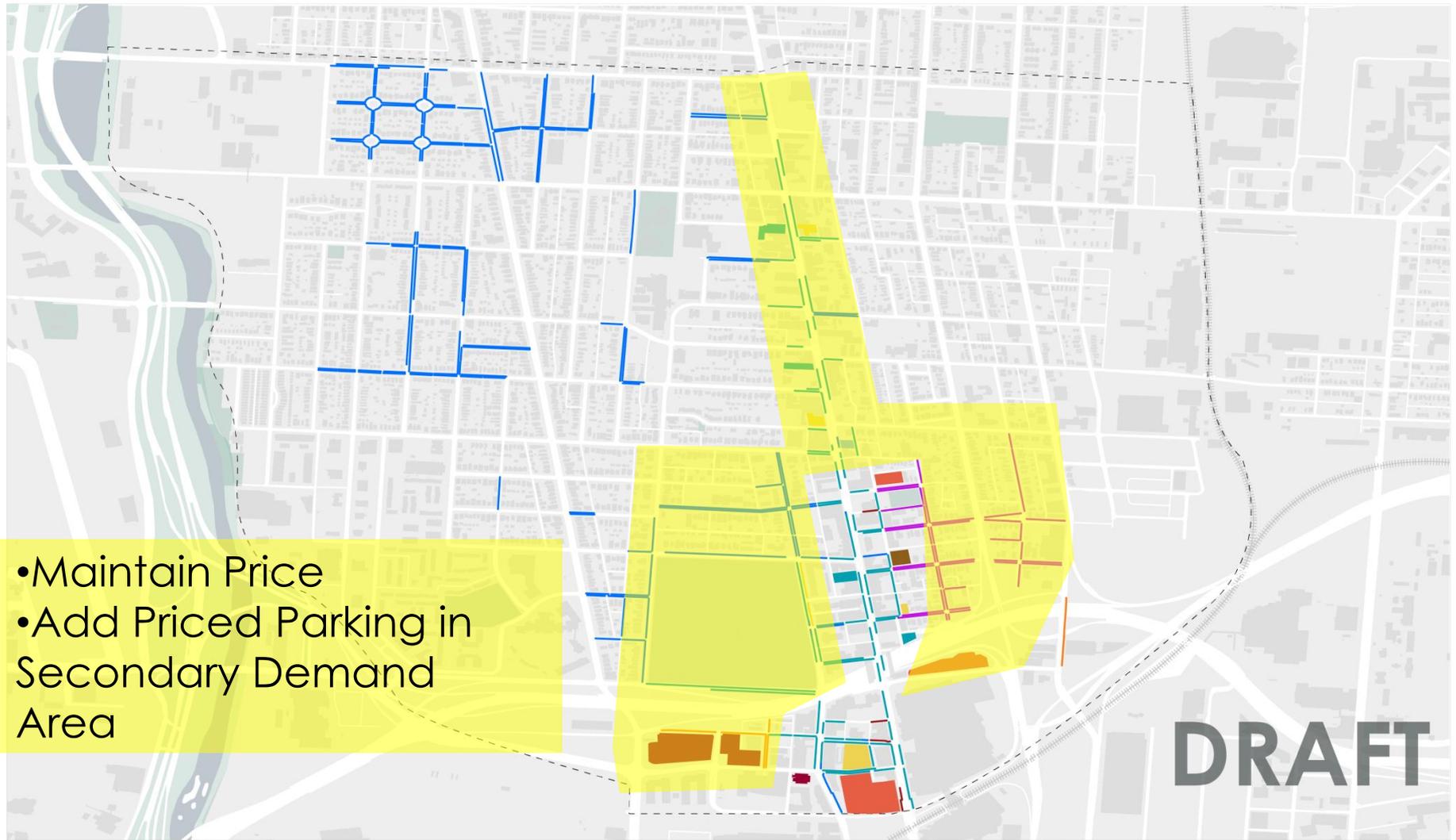
Parking Pricing

COLUMBUS



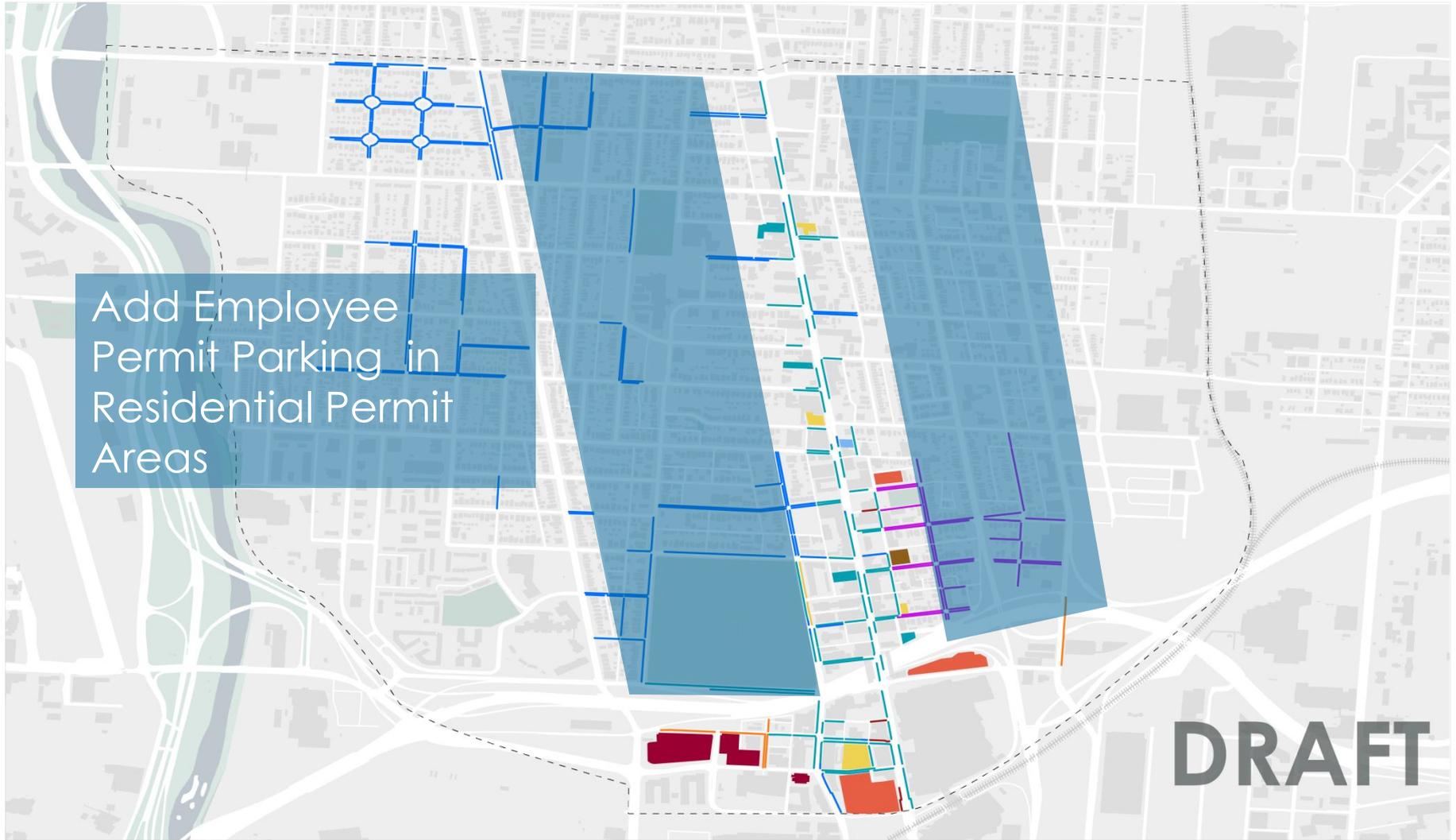
Parking Pricing

COLUMBUS



Existing Parking Pricing

COLUMBUS



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Parking Pricing

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- Identify Free or Reduced Parking, esp. at key times
- Include Private Lots
- Could be for all users, or separated by group (employees, residents)



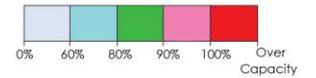
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Downtown Circulator

Potential for C-Bus to connect customers and employees to remote parking locations

Parking Utilization

Columbus Short North Parking Study



Study Area

Unavailable Parking

Public off-street facilities reaching capacity

High Street Parking is at Capacity

Availability in Downtown garage and off-street lots

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Parking Pricing

COLUMBUS



Issues

- Employees are in competition with Residents and Customers at key time (primarily evening)
- Daytime competition is less, but still impacts
- No specific accommodation for employees

Strategies

- **Reduce employee parking demand**
 - Higher overall parking prices discourage nearby parking
 - Coordinated Transportation Demand Management
 - COTA passes, local hiring
 - Outreach needed to local businesses
 - Awareness
 - Management

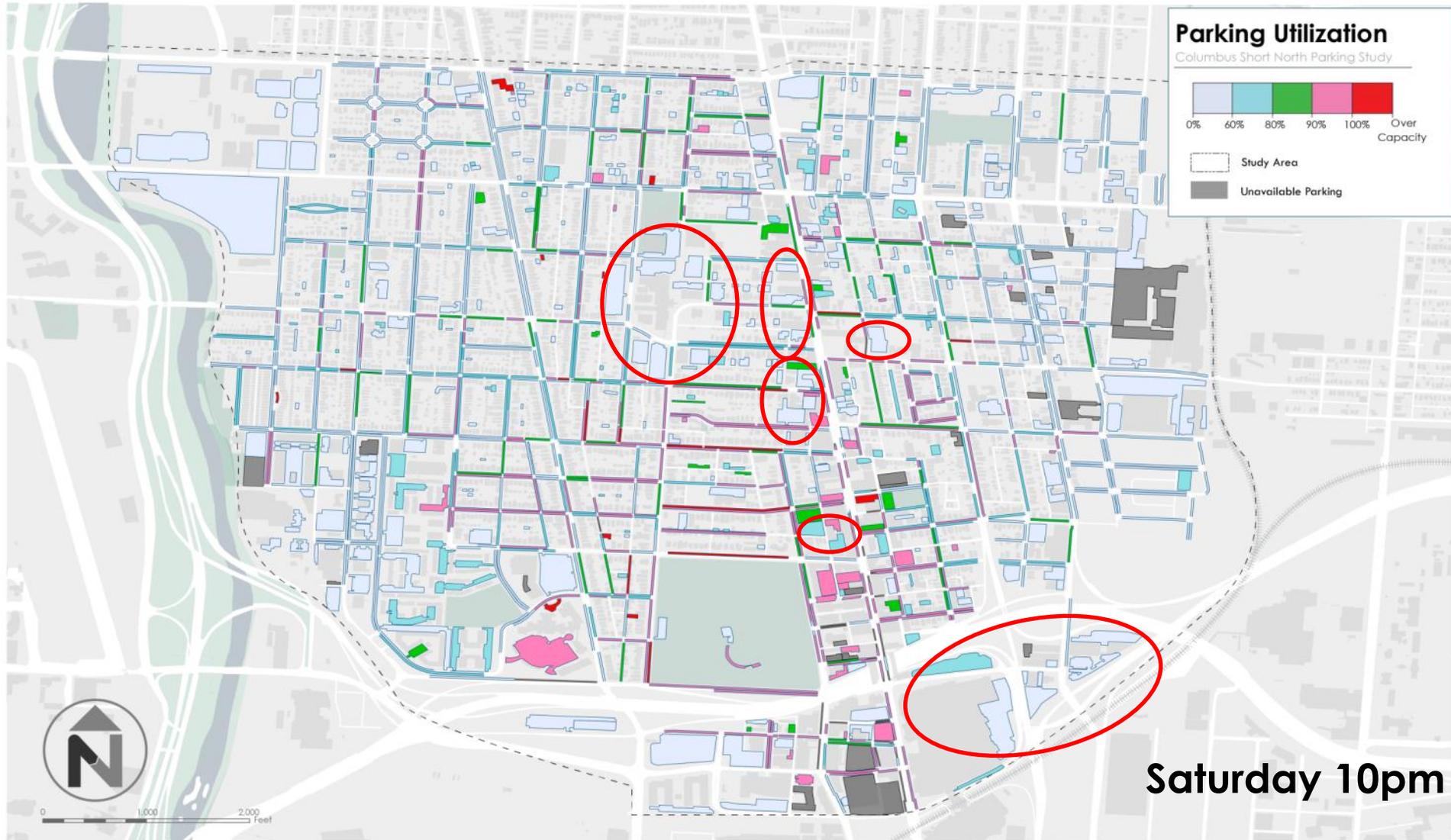
Issues

- Employees are in competition with Residents and Customers at key time (primarily evening)
- Daytime competition is less, but still impacts
- No specific accommodation for employees

Strategies

- **Provide long term opportunities**
 - Remote parking (on C-Bus?)
 - Additional limited permits for residential areas (e.g. Zone I)
 - Minimal opportunity in most directly adjacent areas
 - City or business sponsored permits for private lots
 - Long term reduced price meters in remote areas
 - Ensure employee safety
 - Lighting, shuttles, coordinated closures, police presence

Sponsored permits for private lots



COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION SATURDAY 10PM

APRIL 24, 2014

On-Street Changes

- **Complicated Regulations**
 - Valet, Metered, Loading, Bus Stops
- **Potential to maximize curbside metered parking**
 - 23' feet requirement should be revisited

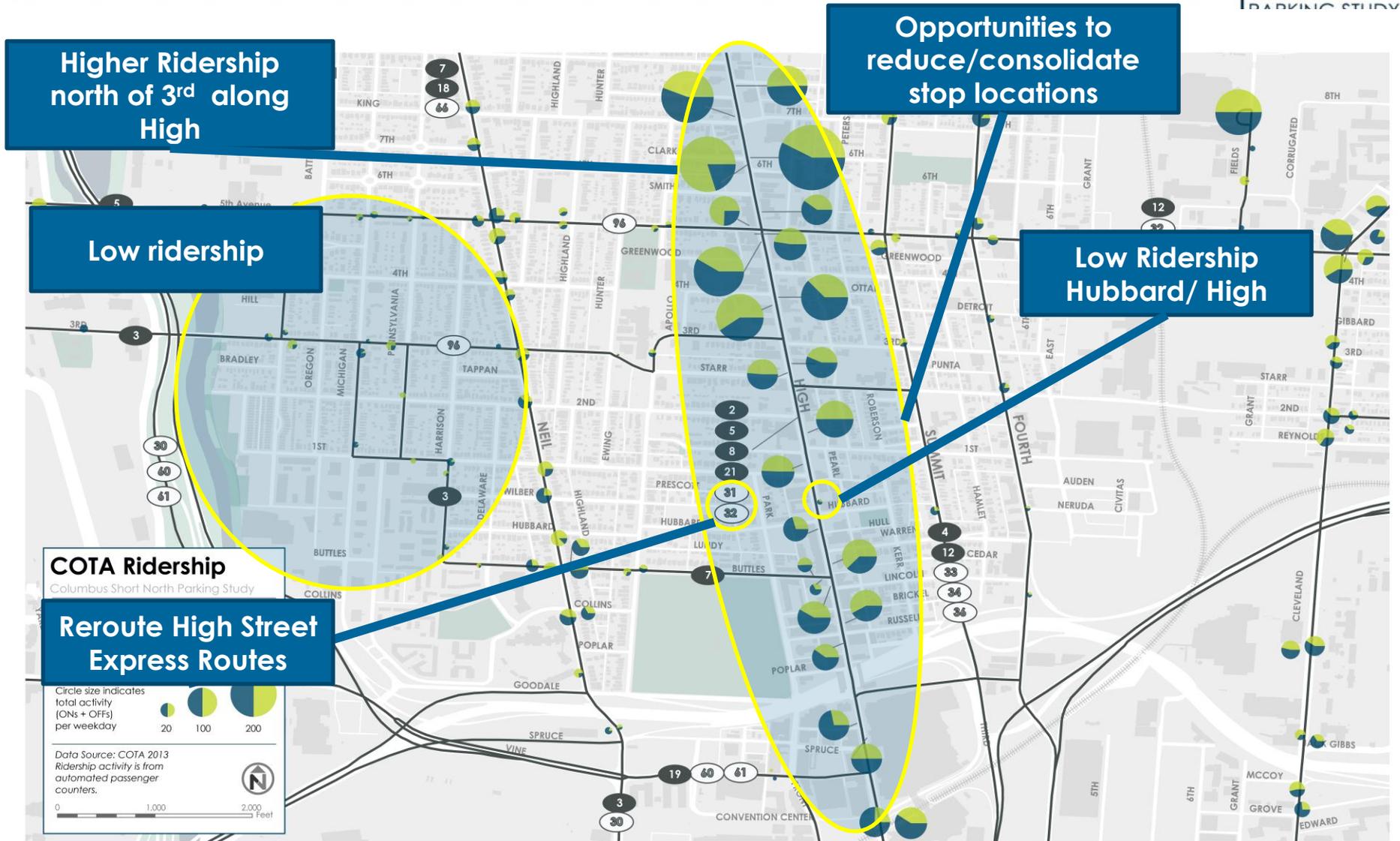


On-Street Changes

- **Bus Stop Consolidation**
 - Bus stop location on almost every block face south of 1st Avenue
 - Entire block face in front of Bollinger Tower is a Bus Stop and no parking

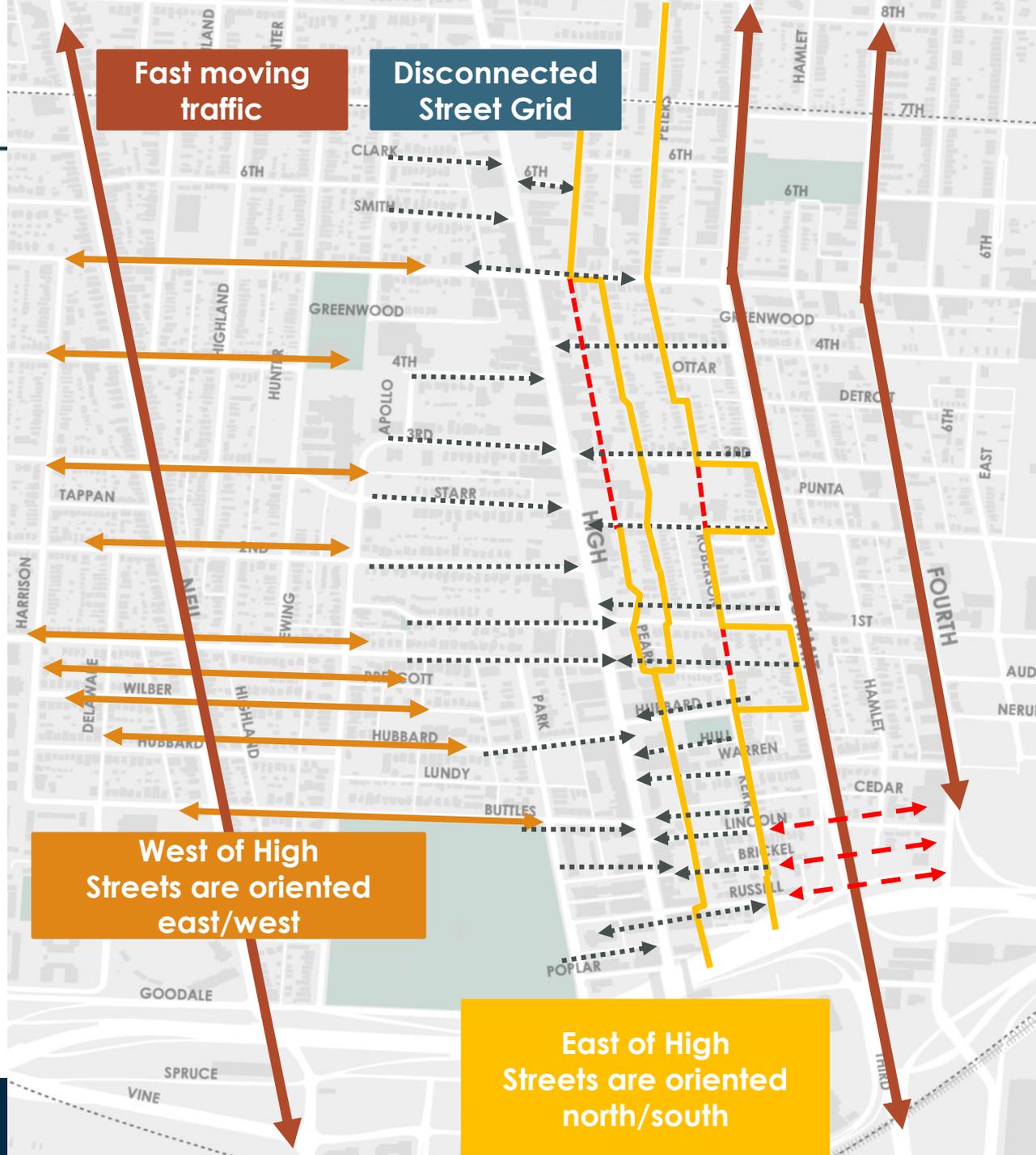


On-street Changes - Transit



Pedestrian Barriers/ Opportunities

Overall Block Lengths
are too long ~500 ft



Fast moving
traffic

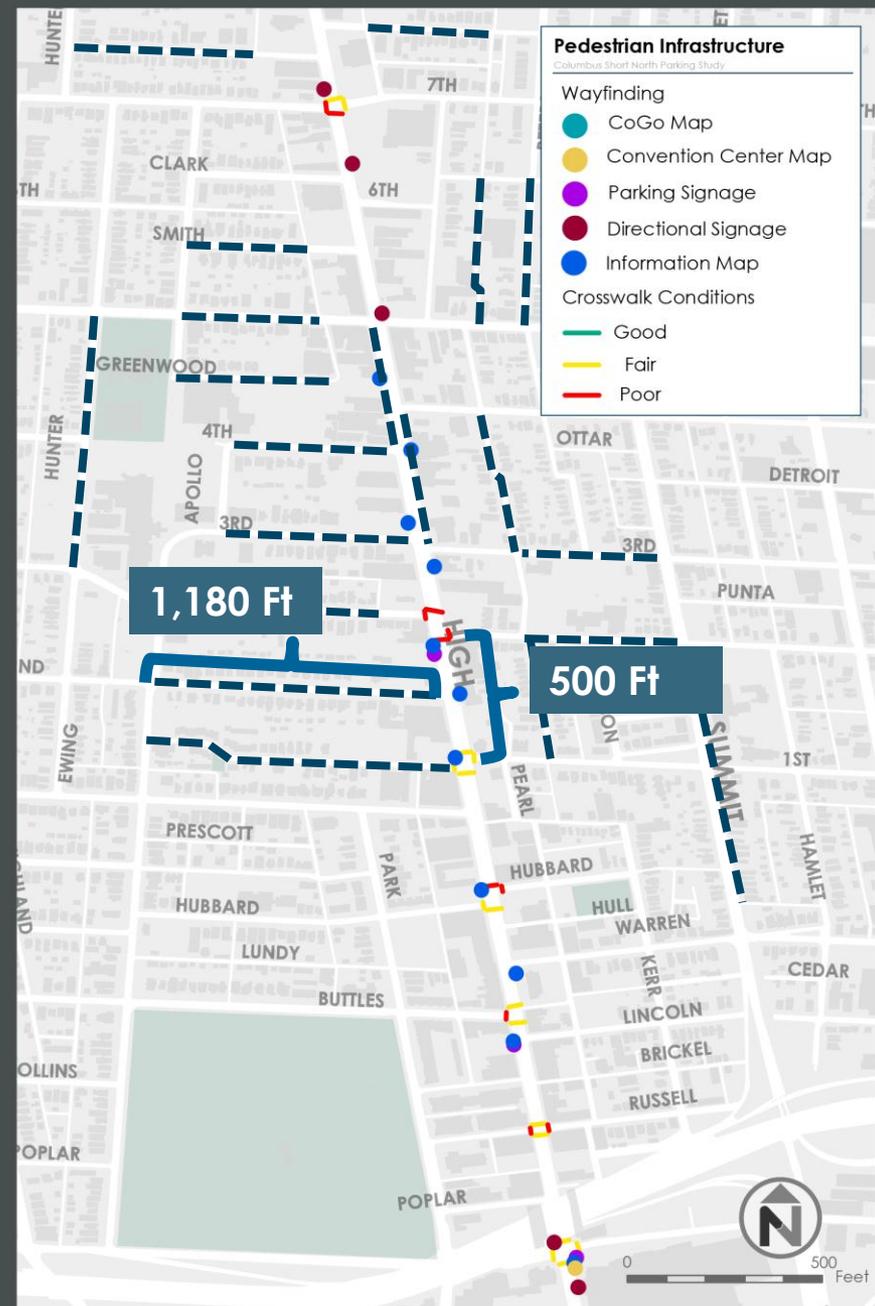
Disconnected
Street Grid

West of High
Streets are oriented
east/west

East of High
Streets are oriented
north/south

Existing Pedestrian Infrastructure

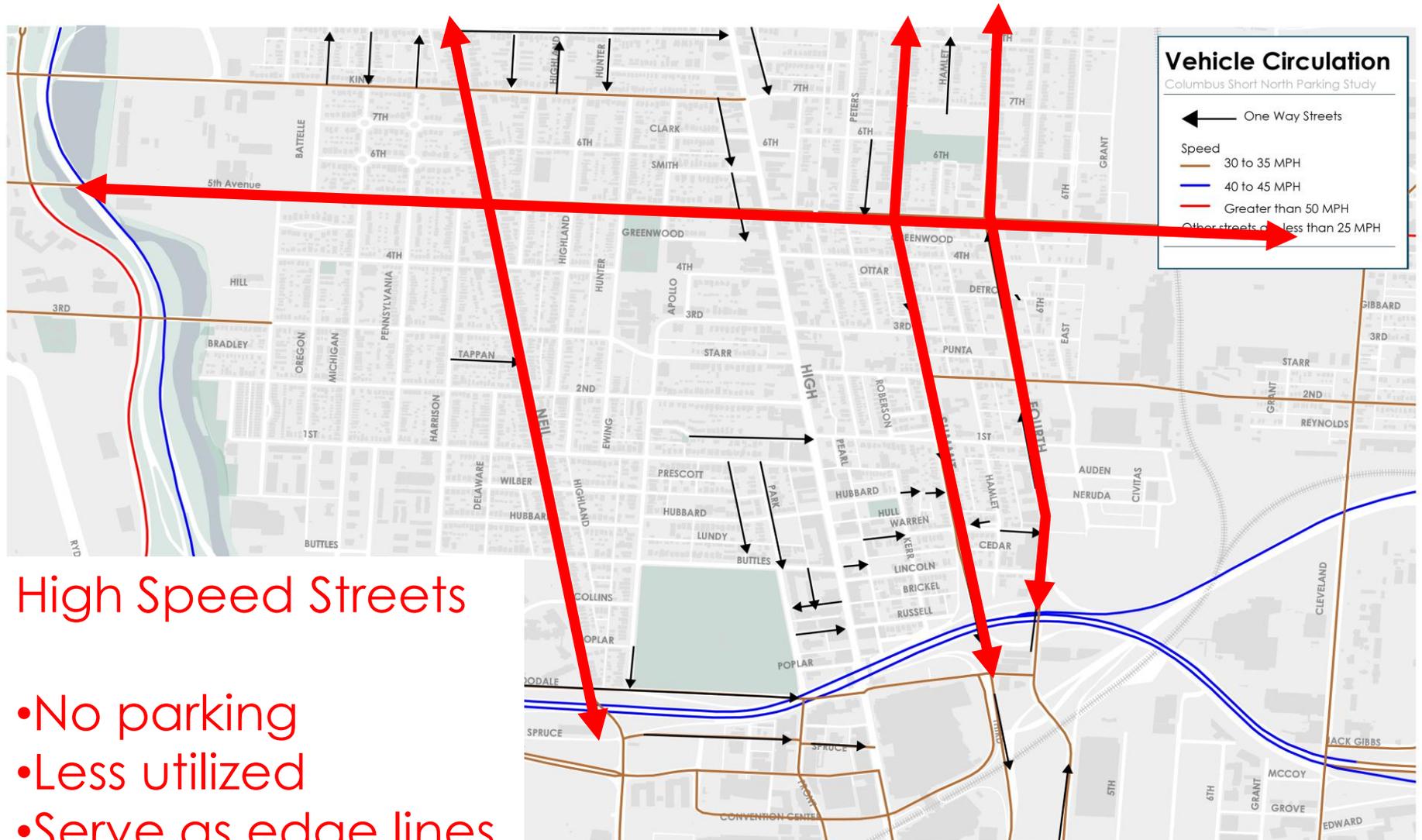
- Dense and walkable street network south of Warren
- Overall crosswalk conditions are fair/poor
- Lack of mid-block crossings
 - ~500 to 600 feet before reaching another crossing on High Street



Pedestrian Environment



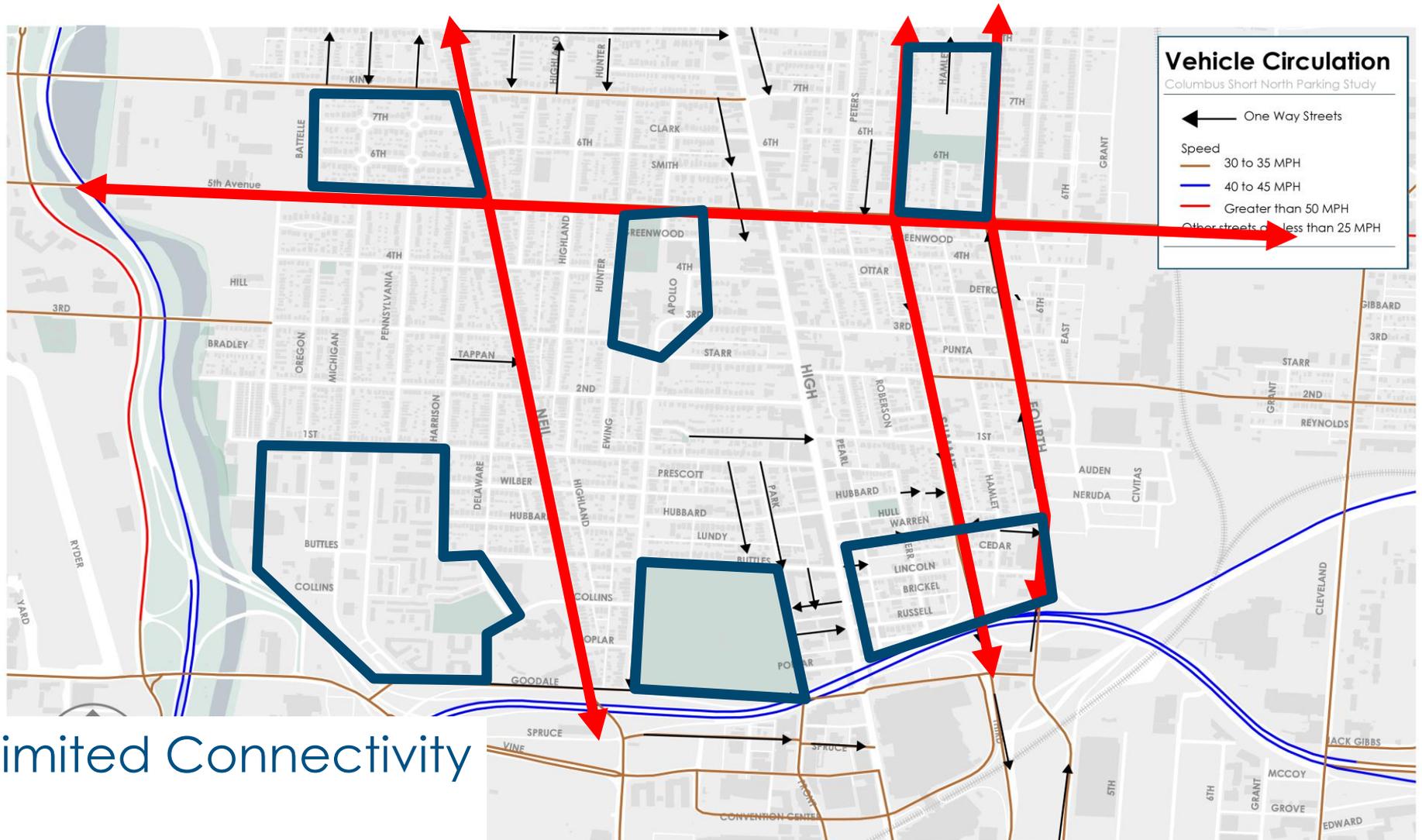
Existing Circulation



High Speed Streets

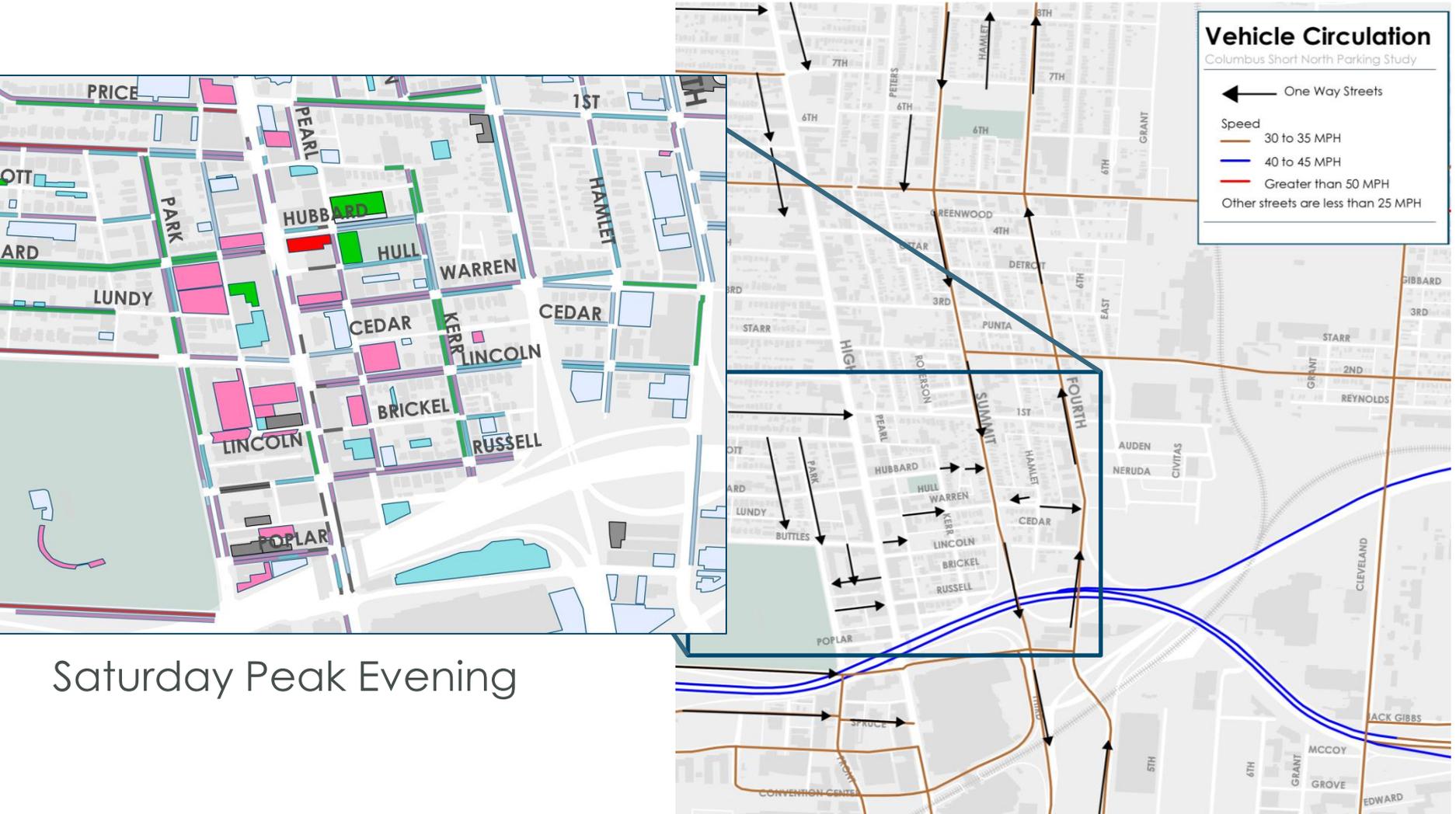
- No parking
- Less utilized
- Serve as edge lines

Existing Circulation



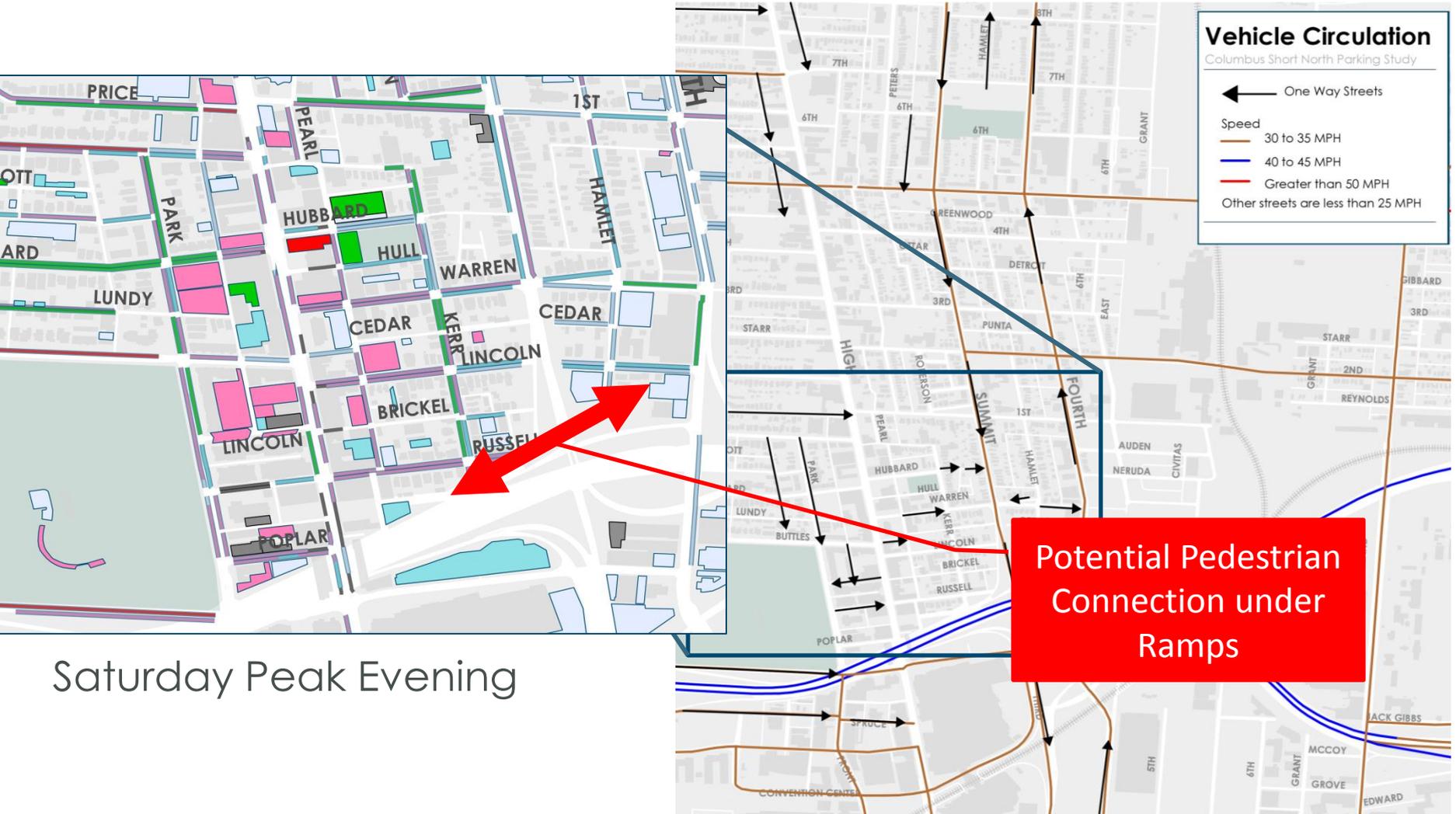
Limited Connectivity

Existing Circulation



Saturday Peak Evening

Existing Circulation



Saturday Peak Evening

Policy Changes

- Valet Program
- Loading Policies
- Zoning Regulations
- Residential Permit Program
- Operational Improvements

- Update City process to permit valet
 - Valets should identify off-street parking
 - Require proof of agreement
 - Consider requiring route plan
- Consolidate valet locations
 - Consider City or BID provision
 - Could allow multiple pickup locations

- **Charleston, SC (Best Practice)**
 - Valet operations in the past, but they had been unregulated, non-strategic, and focused on serving individual businesses
 - The City's program began as a one-year pilot and branded to distinguish the service as a unique form of valet as a public service. Station locations are set by the City, as are rates, uniform and signage guidelines, and locations for parking valet-served vehicles.
- Today, there are five valet stations that operate from 6pm to 12:30am, 7 days a week. The valet fee is between \$8 and \$10
- A total of 24 metered parking spaces are used to operate the queuing areas. Valet services are available to all visitors, regardless of where they are going, allowing visitors to leave their car parked while they shop, dine, catch a movie, etc.

- Minimize space provided for loading at key times
 - Add space before 2pm
 - Remove space after 2pm
- Add time limit to loading zones
- Locate loading areas communally between businesses, not by request

Short North Permit Zones

DRAFT



LEGEND

- Permit B and Other
- Permit B or P and Other
- Permit C and Other
- Permit D and Other
- Permit FA and Other
- Permit I
- Permit I and Other
- Permit NK and Other
- Permit P
- Permit P and Other
- Permit TW
- Permit TW and Other
- Permit V
- Permit V and Other
- Permit VG and Other
- Permit W

LEGEND

- Permit B and Other
- Permit B or P and Other
- Permit C and Other
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- Permit FA and Other
- Permit I
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- Permit NK and Other
- Permit P
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IDY- PERMIT PARKING

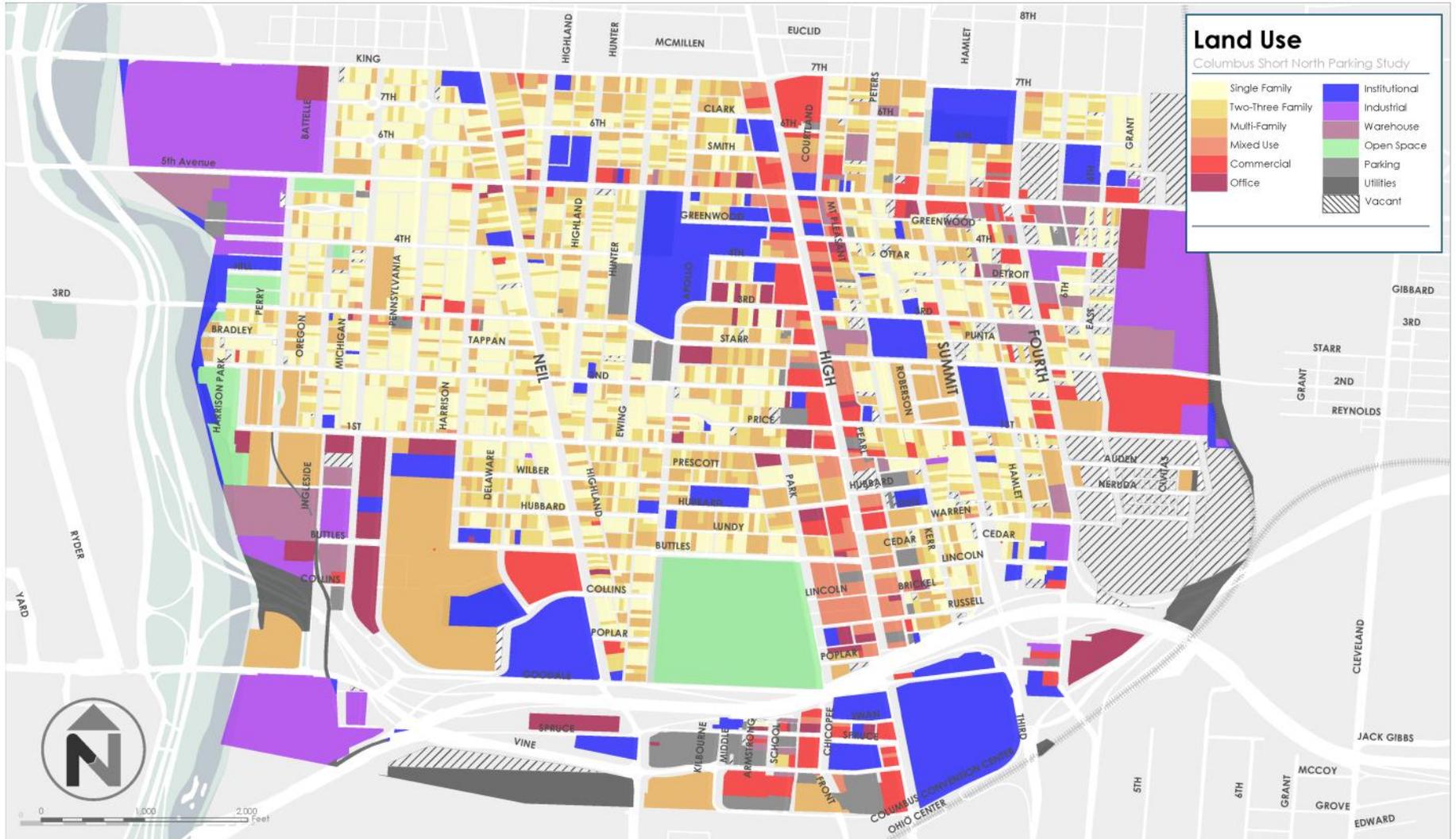
- Issues

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

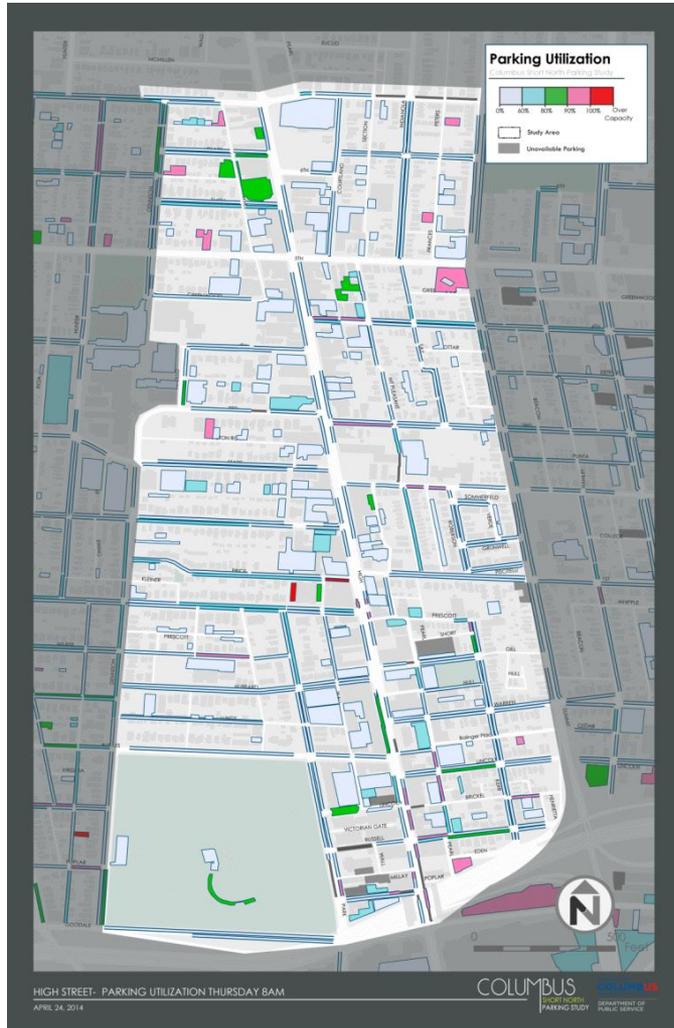
- **Strategies**

- Reduce and broaden number of programs
 - Italian Village, Victorian Village, Harrison West
- Add meters for customers but exempt permit holders
- Update city regulations and process to reflect overall goals
- Consider adding streets to the program
- All neighborhood residents eligible
- Expand employee program and keep fees in the neighborhood
- Establish RPP field office in the Short North

Zoning Considerations



High Street 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
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

- Develop standards for provisions
- Require incentives for alternative transportation and discourage car ownership
- Larger developments encourage to build additional parking to be public or shared (Hub Garage)
- Establish and formalize Shared Parking Agreements
- Consider Impact Fees
- Require parking and multimodal analysis for permitting

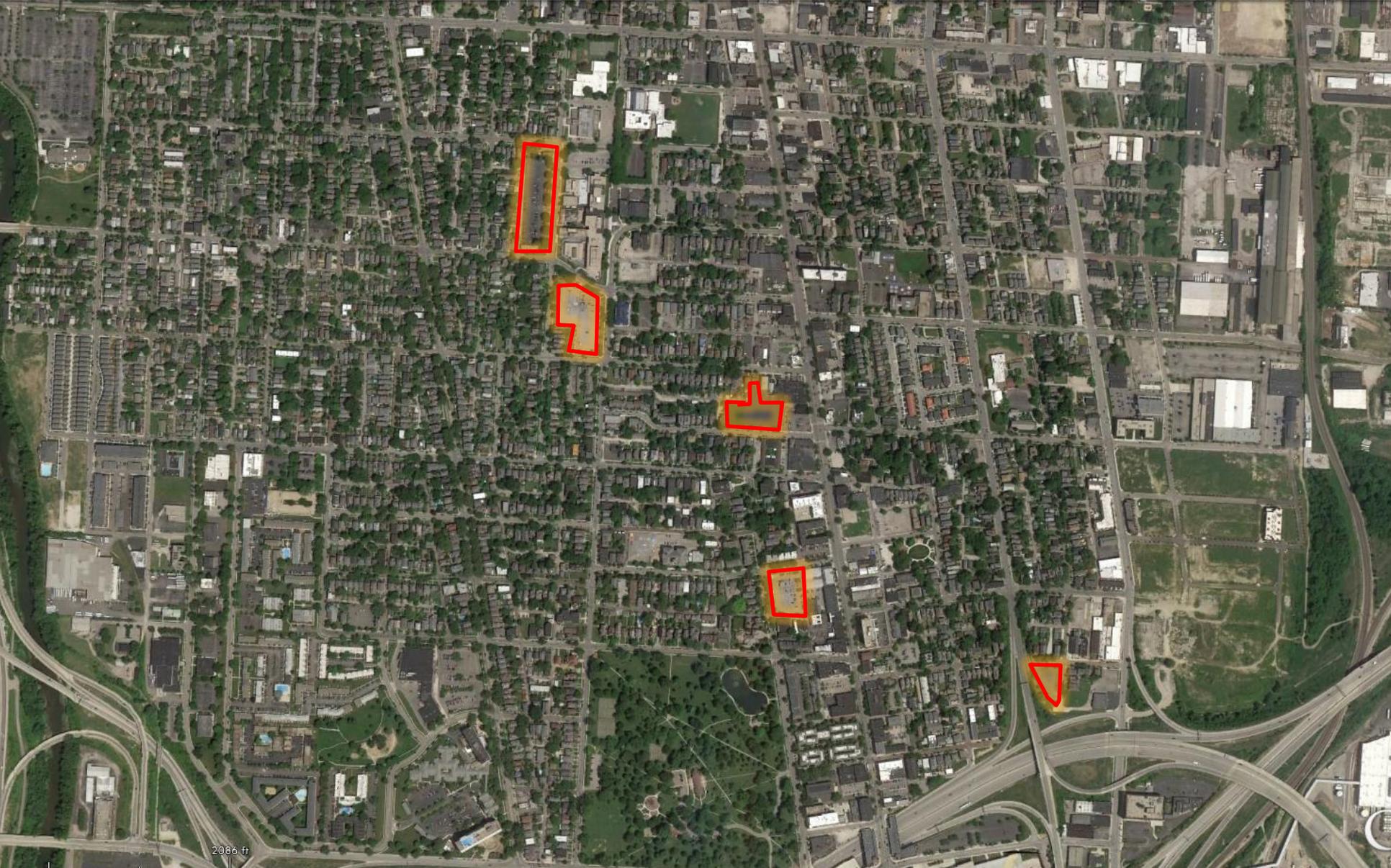
- Demand for parking primarily concentrated during the evening time period
- **Residents, employees, and customers are all in contention for the same limited supply of spaces**
- Identify Sites for potential additional parking
 - Parking in competition with development
 - Garages - \$25k/space minimum
 - Underground - \$40-\$50k/space
- Allow new development to build excess parking for public/shared use
 - Subsidized – TIF funds, Parking Benefit District
 - Can market rate support construction

Shared/Added Parking

- **Hub Garage**
 - Publicly Accessible -249 spaces
 - Monthly- 72 spaces
- **Thursday 6pm Peak Hour**
 - Public spaces are 88% full
 - Resident spaces at 60% full
- **Saturday 6-8pm peak hours**
 - Public spaces at 90% full
 - Resident spaces are 52% full



Potential Shared Parking Locations

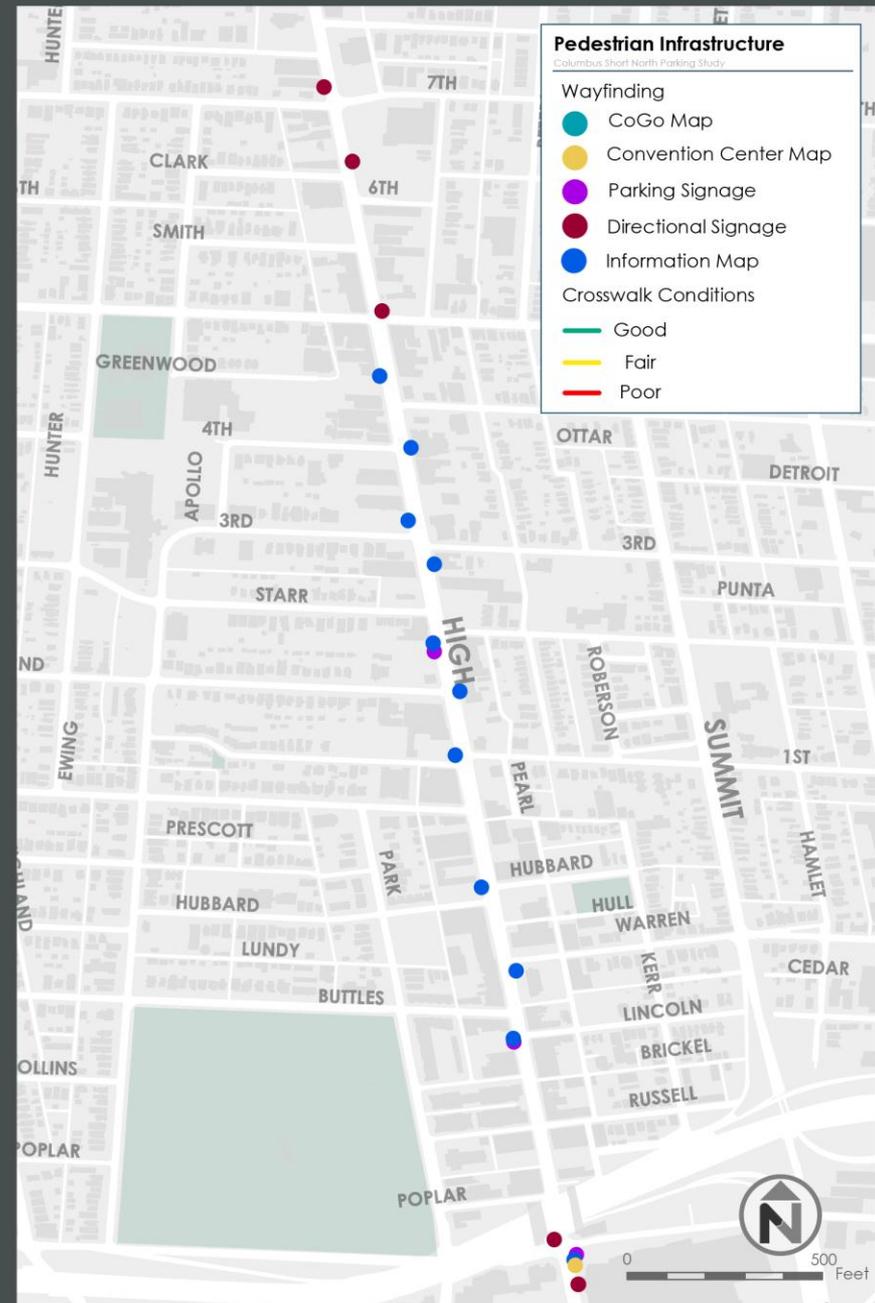


- Signage and Information
 - Website, wayfinding signage, information map handout
- Parking Benefit District
 - Keep additional revenue in the Short North
- Event Management
 - Drop off zones, remote lots, added valet, COTA coordination
- Transportation Demand Management
 - Coordinated employee programs
 - Encourage residents to not own vehicles
- Technology
 - Pay By Cell
 - Real time information

- Operational Improvements
 - Enforcement ambassadors
 - Appropriate staffing
 - Coordination with Police Department
 - Customer friendly web applications

Existing Signage

- Lack of vehicle wayfinding signage to public parking facilities
- Lack of wayfinding signage to and from parking locations along High
- Informational maps concentrated north of Lincoln



DINING GALLERIES SHOPPING NIGHTLIFE PERSONAL SERVICES BUSINESS SERVICES LODGING COMMUNITY

shortnorth arts district

SHORT NORTH

Search Our Stuff

SEARCH

Popular Links

- PARKING 101
- GALLERY HOP
- PUBLIC ART
- VISITOR EXPERIENCES
- VISITOR FAQ
- EVENTS CALENDAR
- GALLERY EXHIBITS

Parking 101

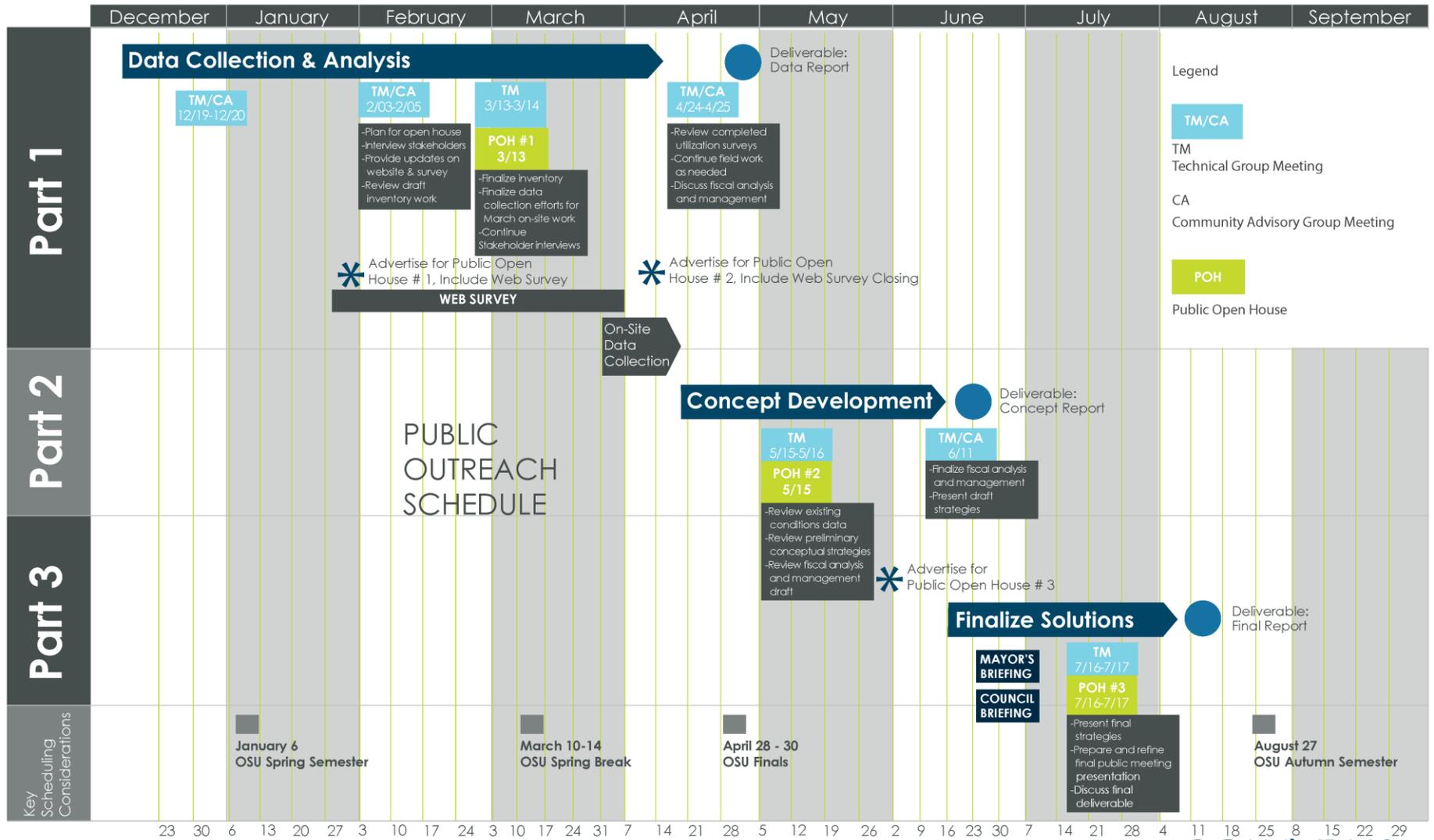
Whether you're coming for the monthly blast that is the [Gallery Hop](#), for a day of shopping or just for cocktails and dinner, we'll help you navigate the parking scene like a pro. [Click here](#) for the Convention Center Walking Map.

SHORT NORTH ARTS DISTRICT

- Short North Alliance's Parking 101 Webpage

Next Steps

Project Schedule

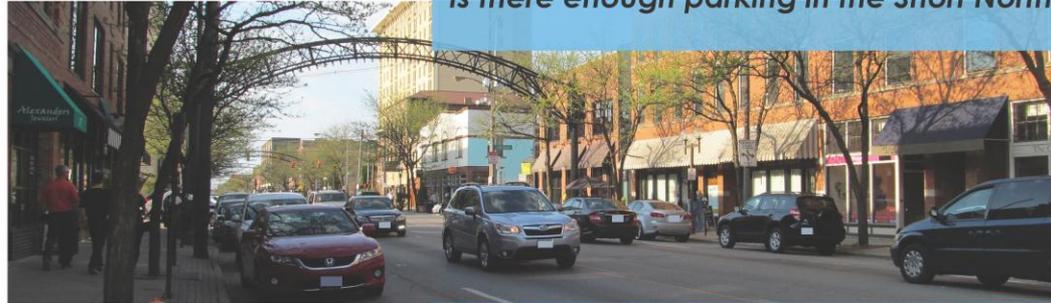


PUBLIC OUTREACH PLAN

Next Steps

- Public Meeting tomorrow night
- Existing Conditions memo
- Continued Strategy Development
- CAG Meeting
 - June 11th?
 - Focus Groups?
- Strategy Memo
 - Late June

Is there enough parking in the Short North?



Are there better ways to manage parking?



Parking Changes are Coming!

Come and Share Your Input!

Thursday, May 15th, 2014

Time: 5:00PM - 8:00PM

Location: Goodale Shelter House

Can't attend the meeting?
Please follow the study on our website at <http://bit.ly/1dbCkNk>