



Public Open House

May 15, 2014



Agenda

- Introduction/ Background
- Process to Date
- Inventory Update
- Utilization Analysis
- Land Use Analysis
- Initial Strategies and Recommendations
- Next Steps/Schedule

MOBILITY

ACCESS/PLACE

PLANNING

Developing networks that link people to places

Integrating land use and placemaking with the transportation network

Transportation Planning

Urban Planning

P

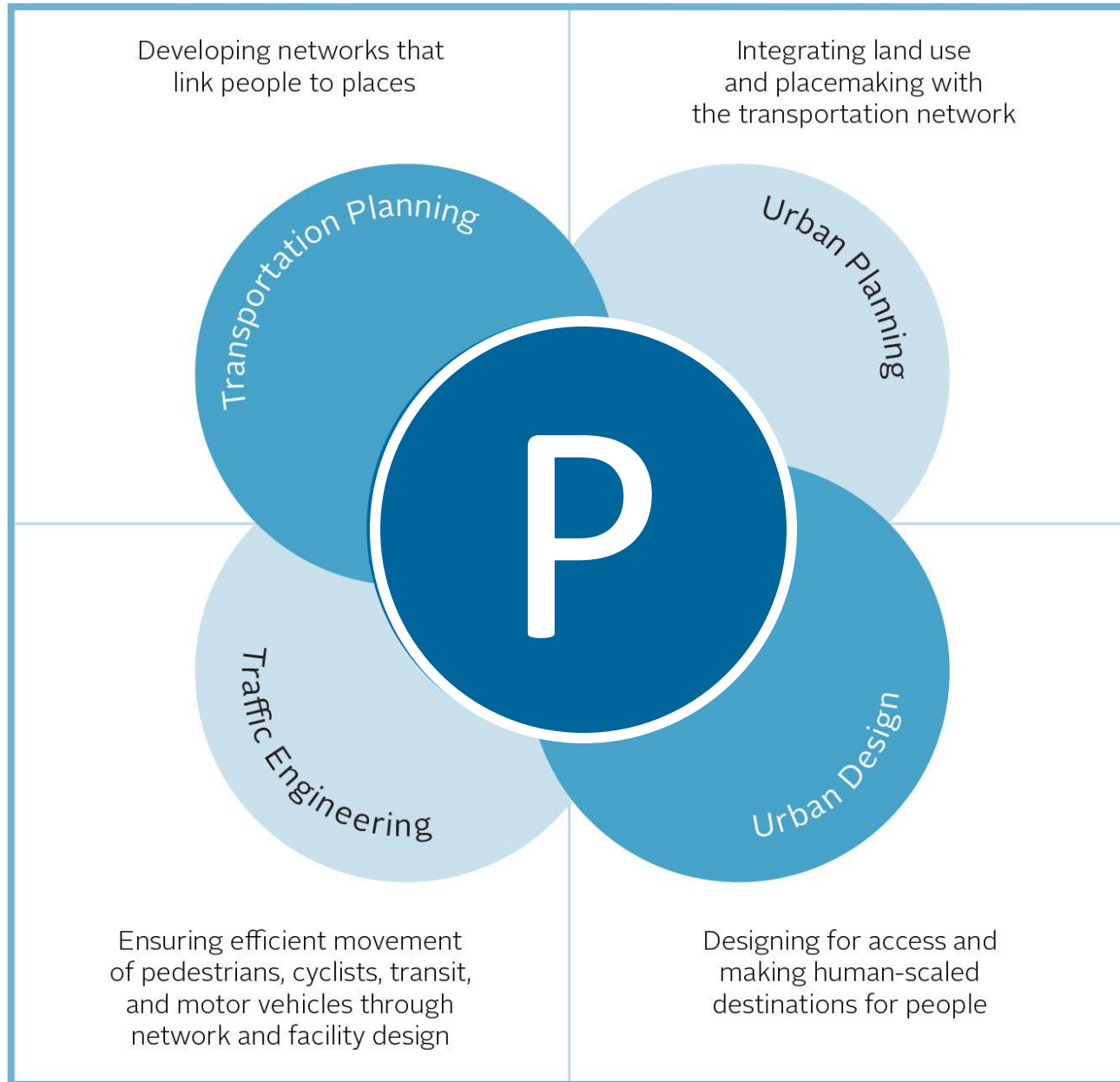
DESIGN

Ensuring efficient movement of pedestrians, cyclists, transit, and motor vehicles through network and facility design

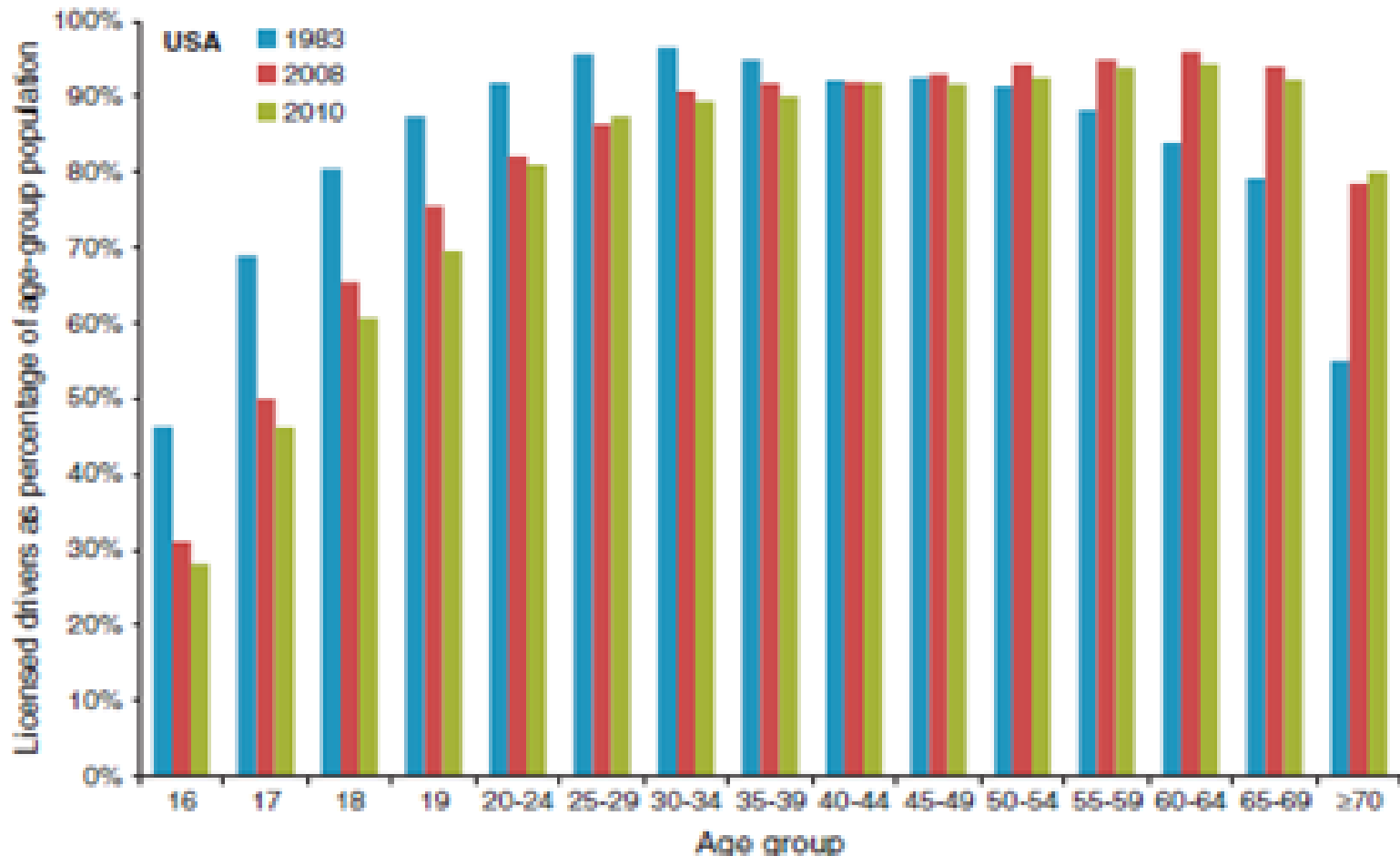
Designing for access and making human-scaled destinations for people

Traffic Engineering

Urban Design



The nature of demand is changing

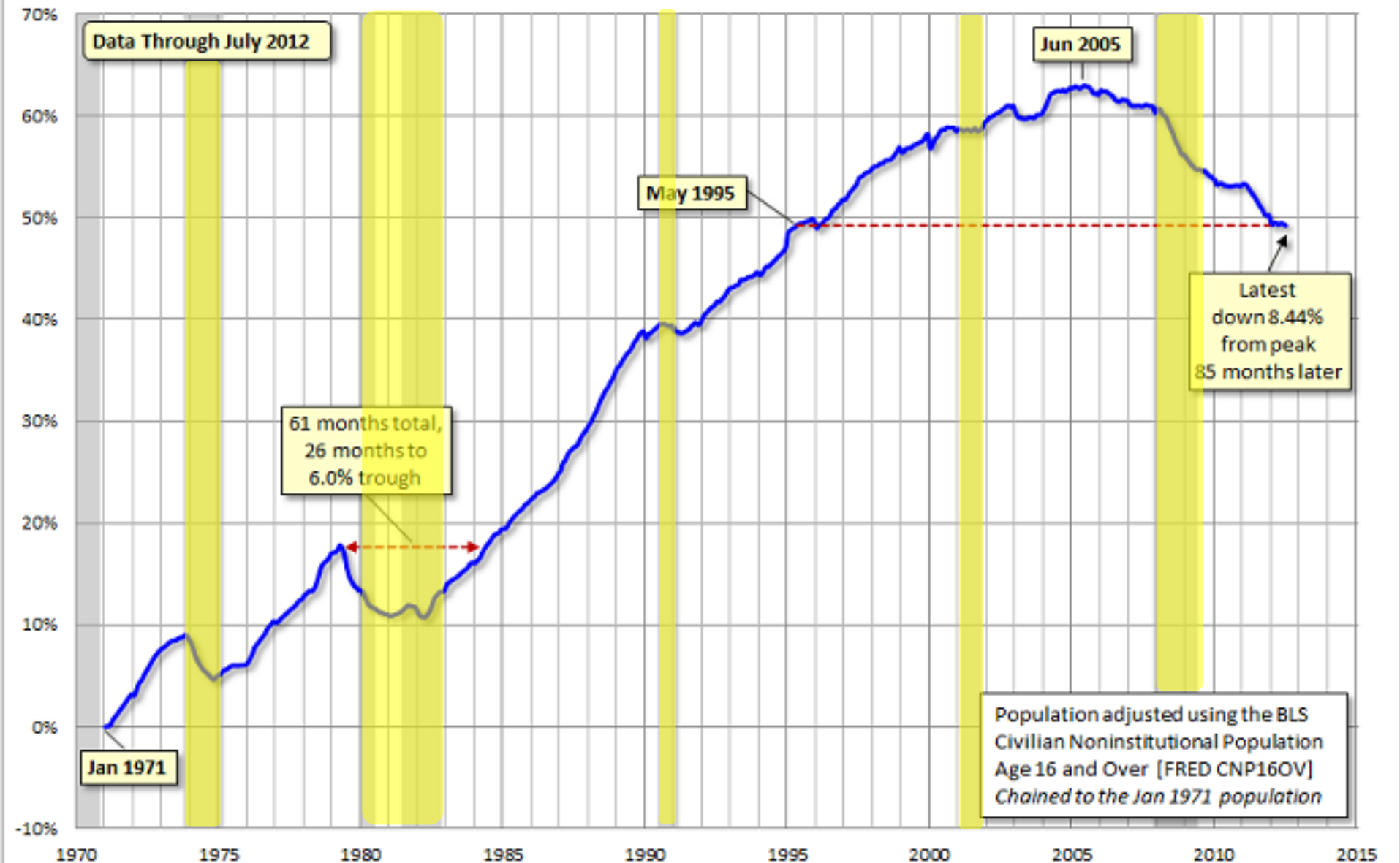


Licensed Drivers by Age Group 1983 - 2010

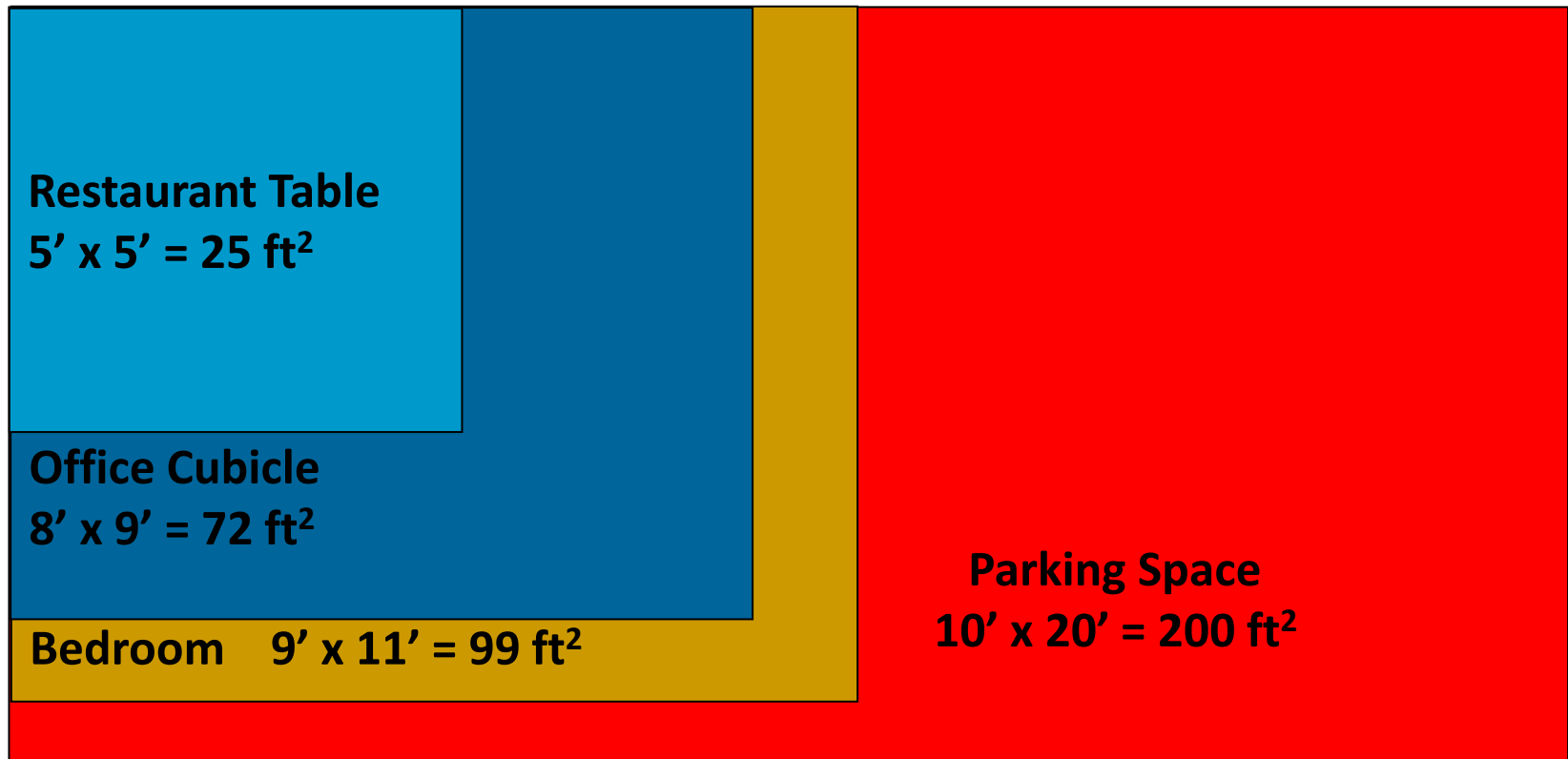
Estimated Vehicle Miles Driven on All Roads

dshort.com
September 2012

Recessions Population-Adjusted Cumulative Growth Current Level



Which Uses Make Your Downtown Active?





**“Every person who parks
a car is a pedestrian.”**



Arlington, VA



Washington, DC

COLUMBUS

SHORT NORTH



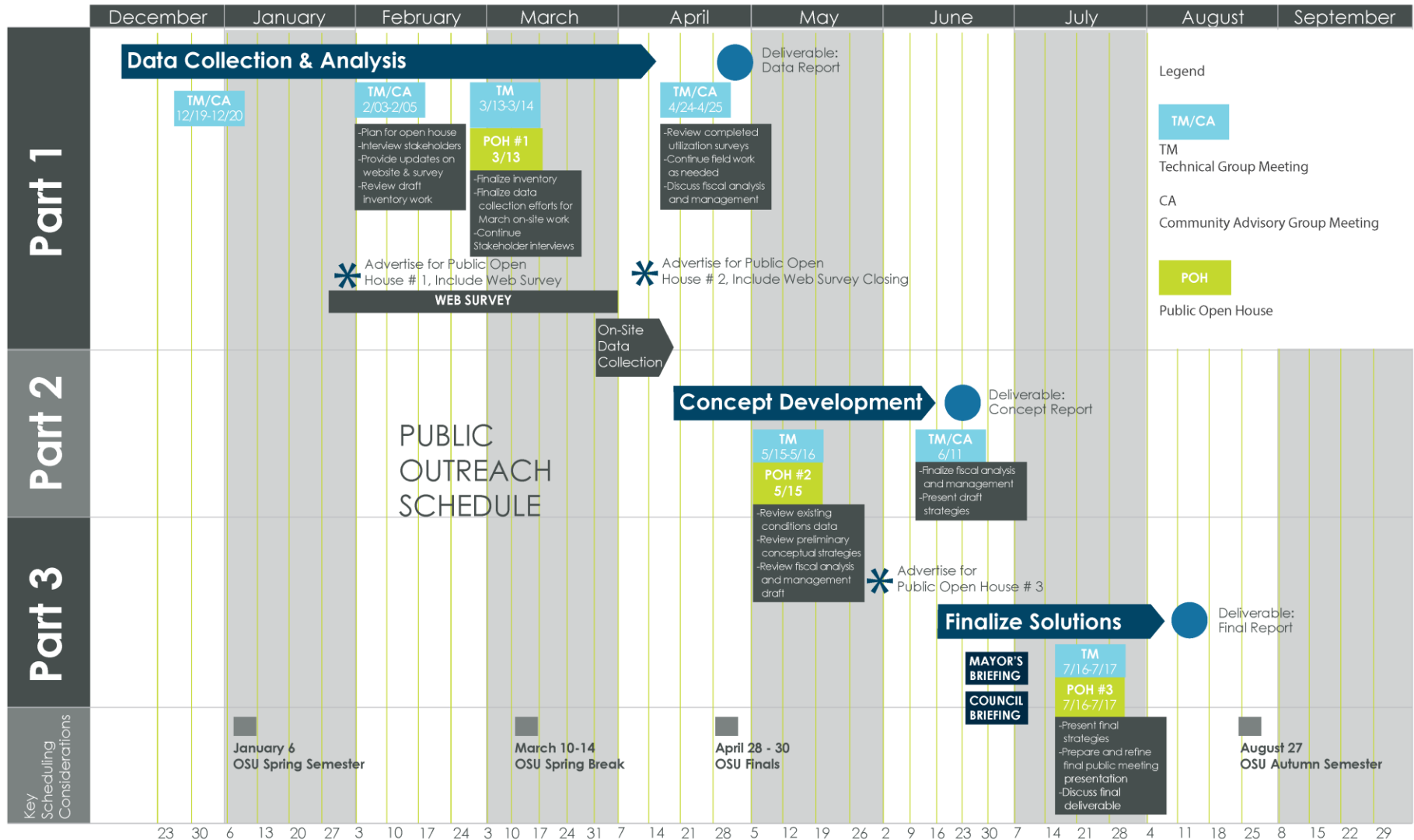
Berkeley, CA



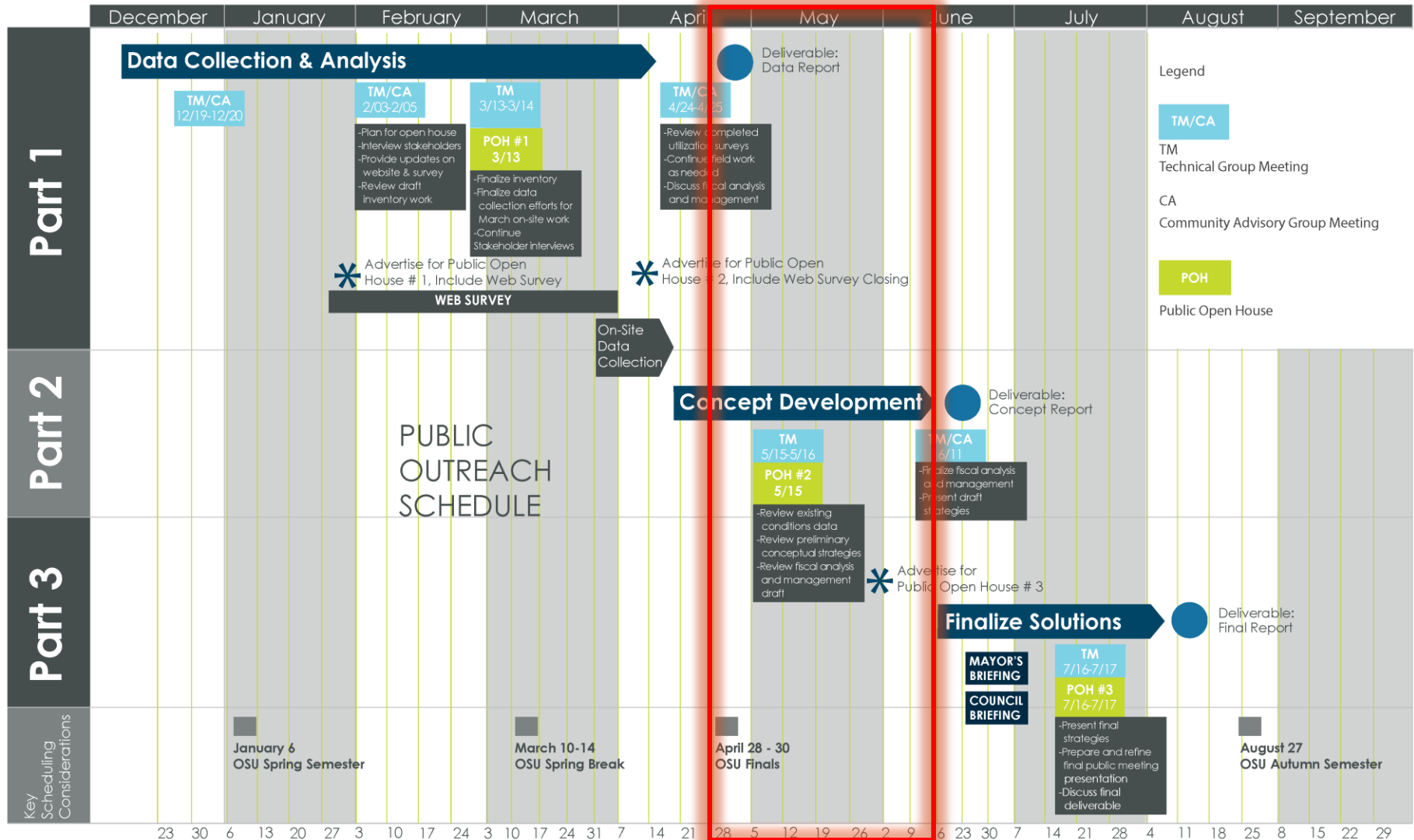
Short North Parking Study Goals

- Enhance economic development and the vitality of the 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 a financially sustainable parking plan

Project Schedule



Project Schedule

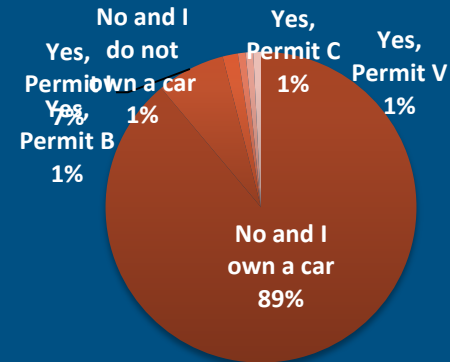


Work to Date

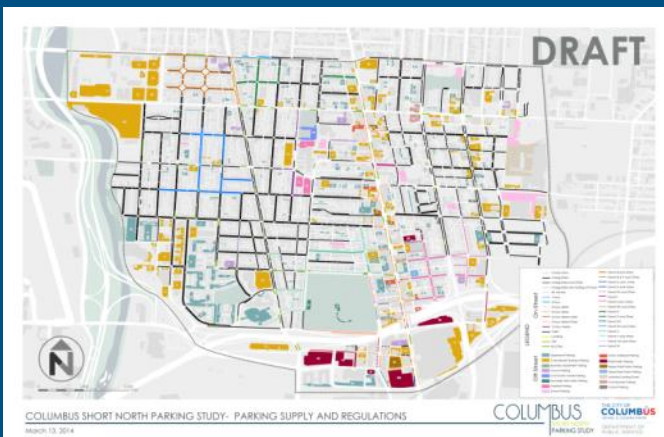
Public Open House



Online Survey/Stakeholders



Inventory/ Utilization



Initial Strategies and Recommendations



Public Open House



Public Input Maps

General Comments



- Thursday evening is not a "typical weekday" evening
- Clear signage would be really helpful
- People don't know how to parallel park
- Speeding is a problem
- No problem finding a space daytime on weekdays, but triple threat during evening hours (6-10pm) with more customers.
- Area Commissions are part of problem:
 - * why are parking variances granted
 - * Commission meetings are not held in neighborhood
 - * Communication is needed
- Better marking signs for "No Parking": un-deserved tickets result from improper marking/signs (King<->5th)
- Too much parking on 2nd and High Street, residents can't park.



WHAT IS
PARKING
TO YOU?

Parking Photobooth

COLUMBUS

SHORT NORTH
PARKING STUDY

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

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

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

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

Online Survey Results

Online Survey Results

- 1,938 Responses
 - 57% Customers
 - 33% Residents
 - 10% Employees

COLUMBUS
SHORT NORTH
PARKING STUDY

THE CITY OF
COLUMBUS
MICHAEL B. COLLEPPA, MAYOR
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.

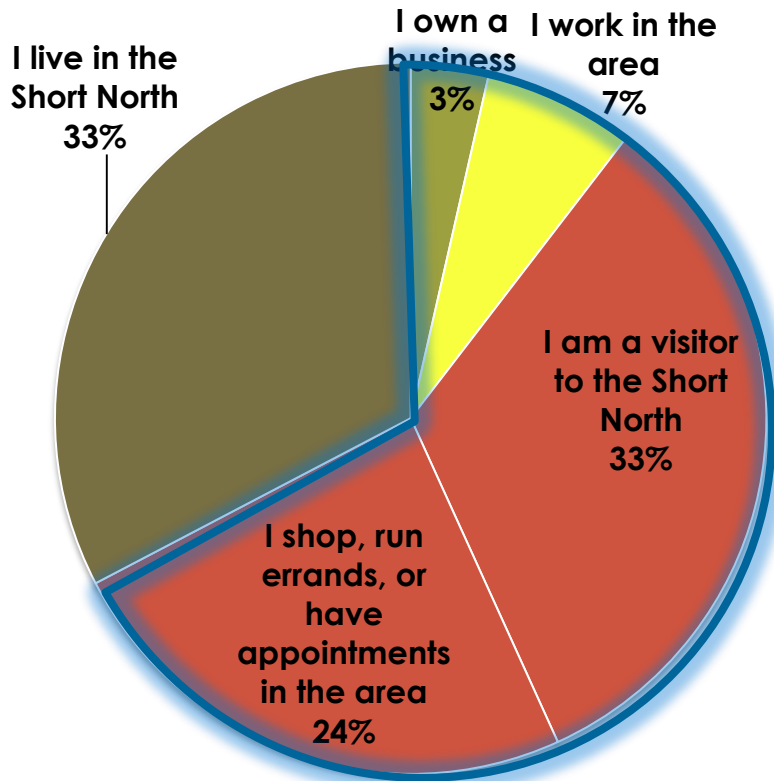
If you "wear multiple hats" as a Short North stakeholder or your Short North experience is more complex than the survey questions allow you to indicate (e.g. you own a business with unique parking challenges at different points in the year) you may repeat the survey, varying your responses as necessary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

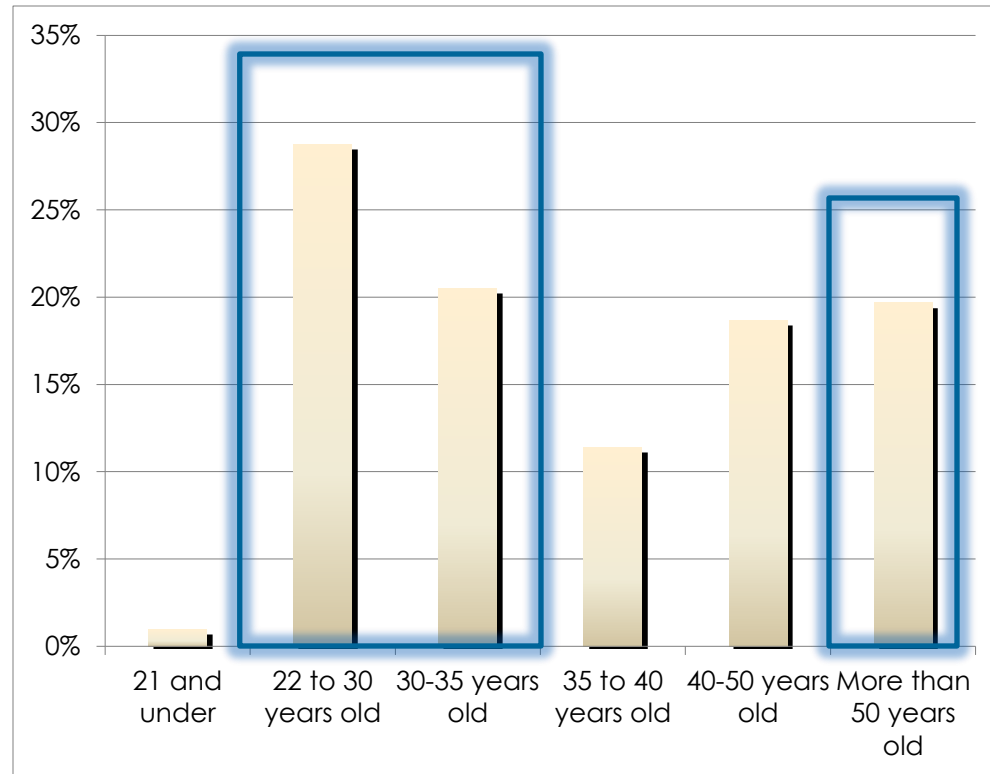
Next

Survey Demographics

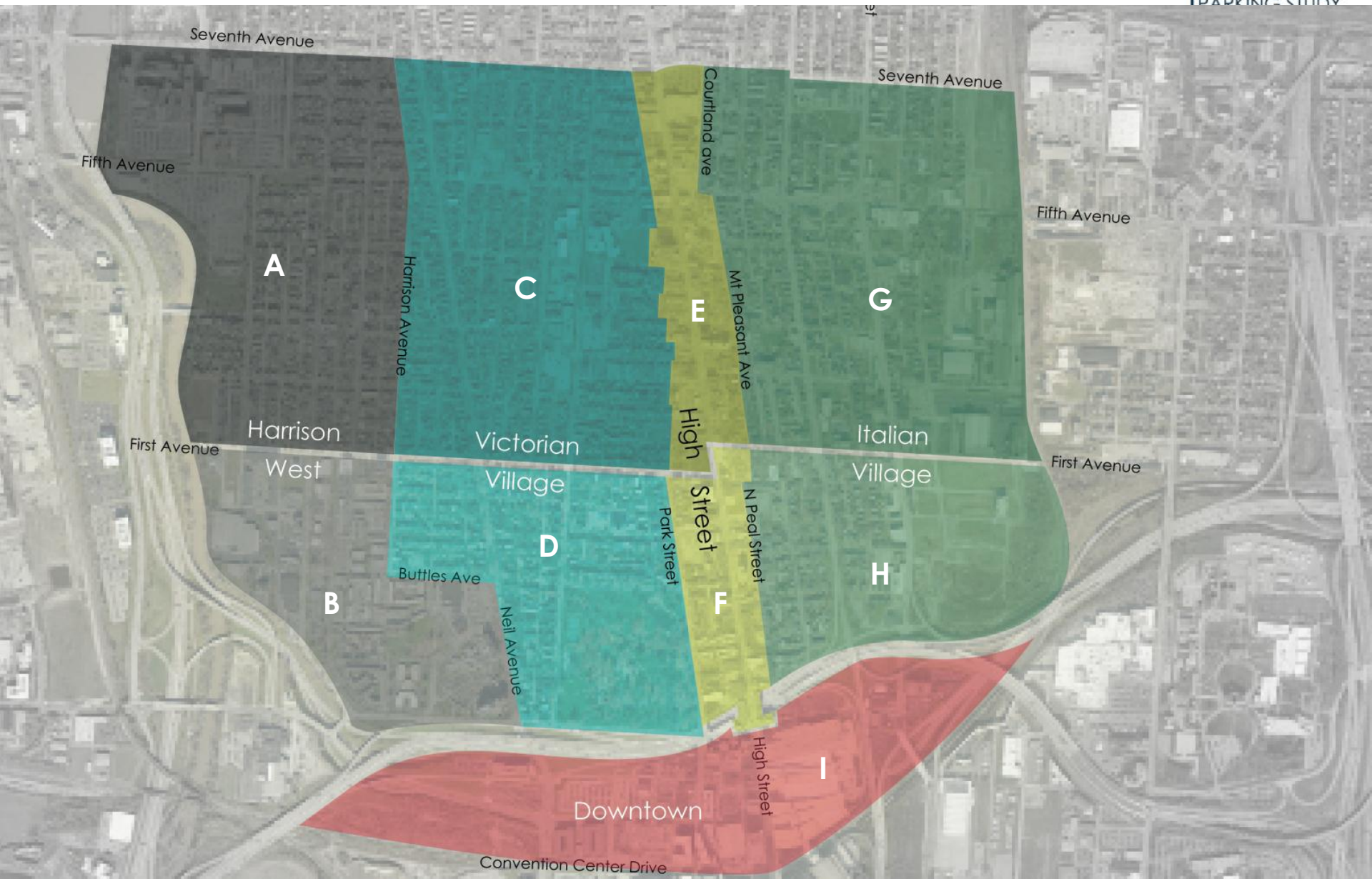
Are visitors or employees



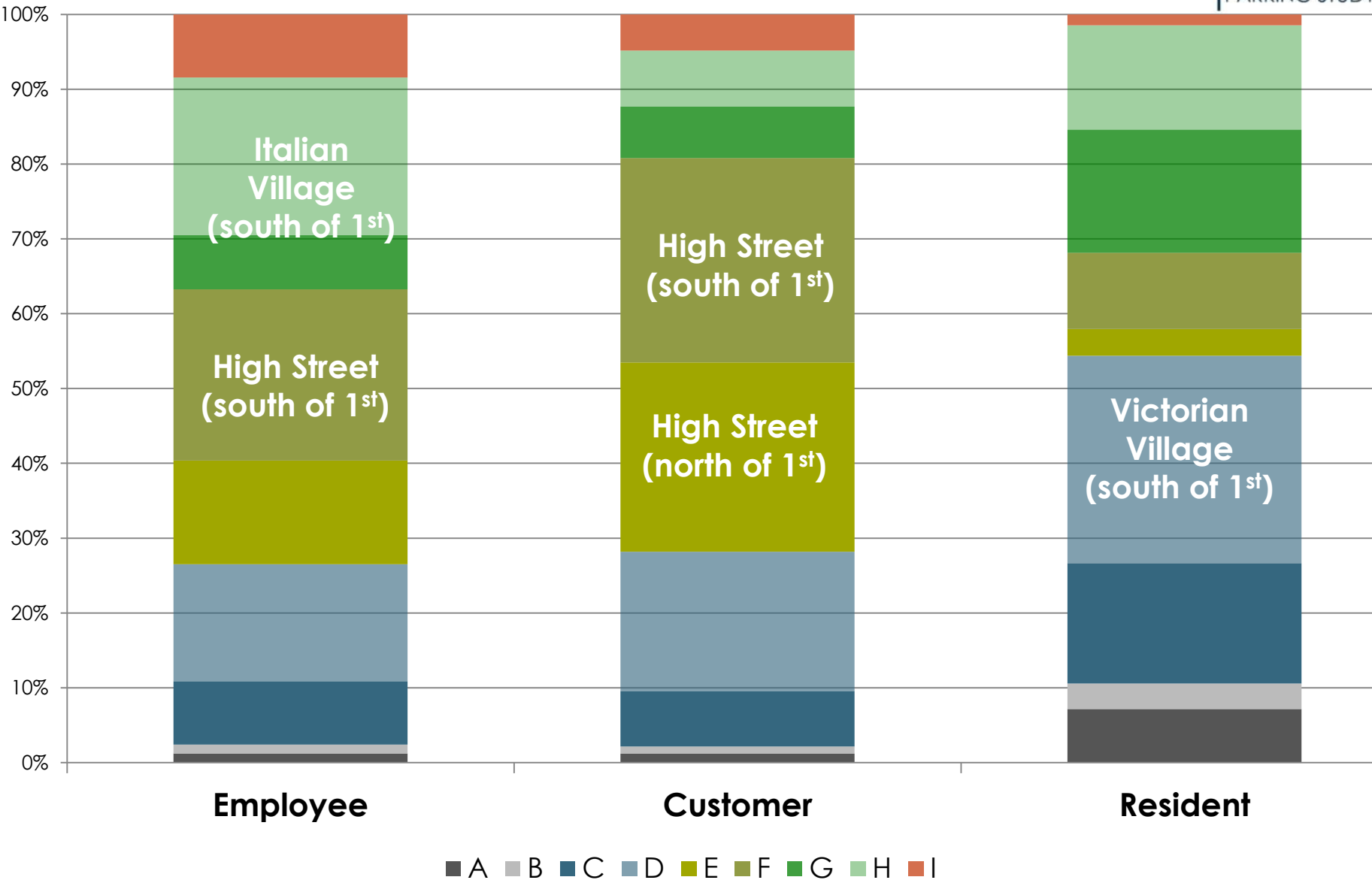
and comprise of all age groups



Where Do You Park?

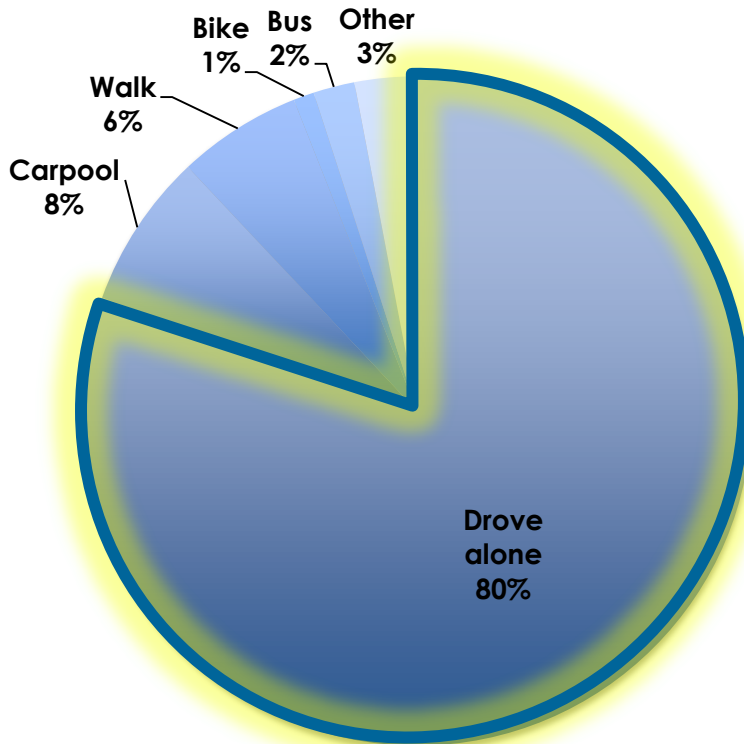


Most Residents, Customers, and Employees Park...

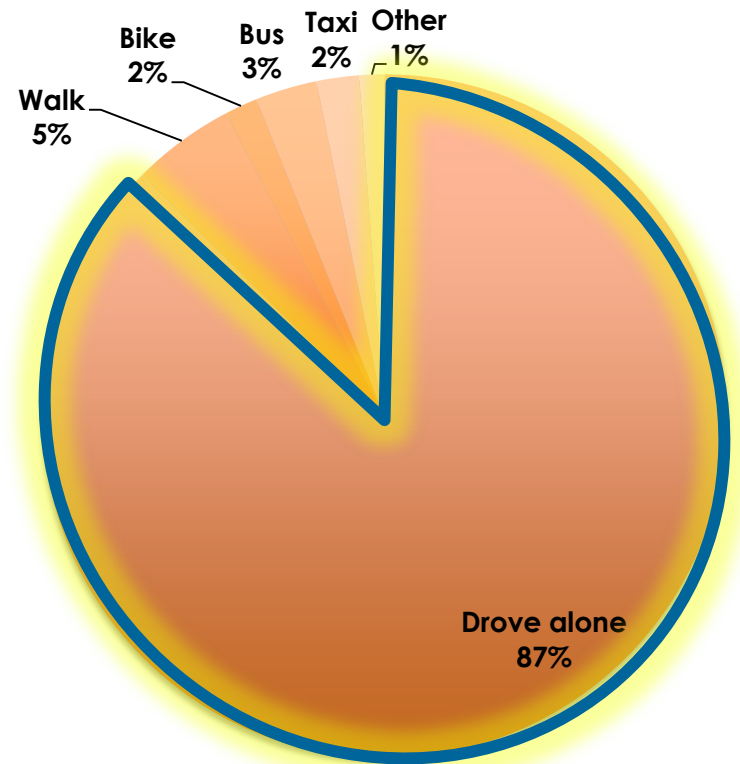


Most survey respondents...

Employees



Customers

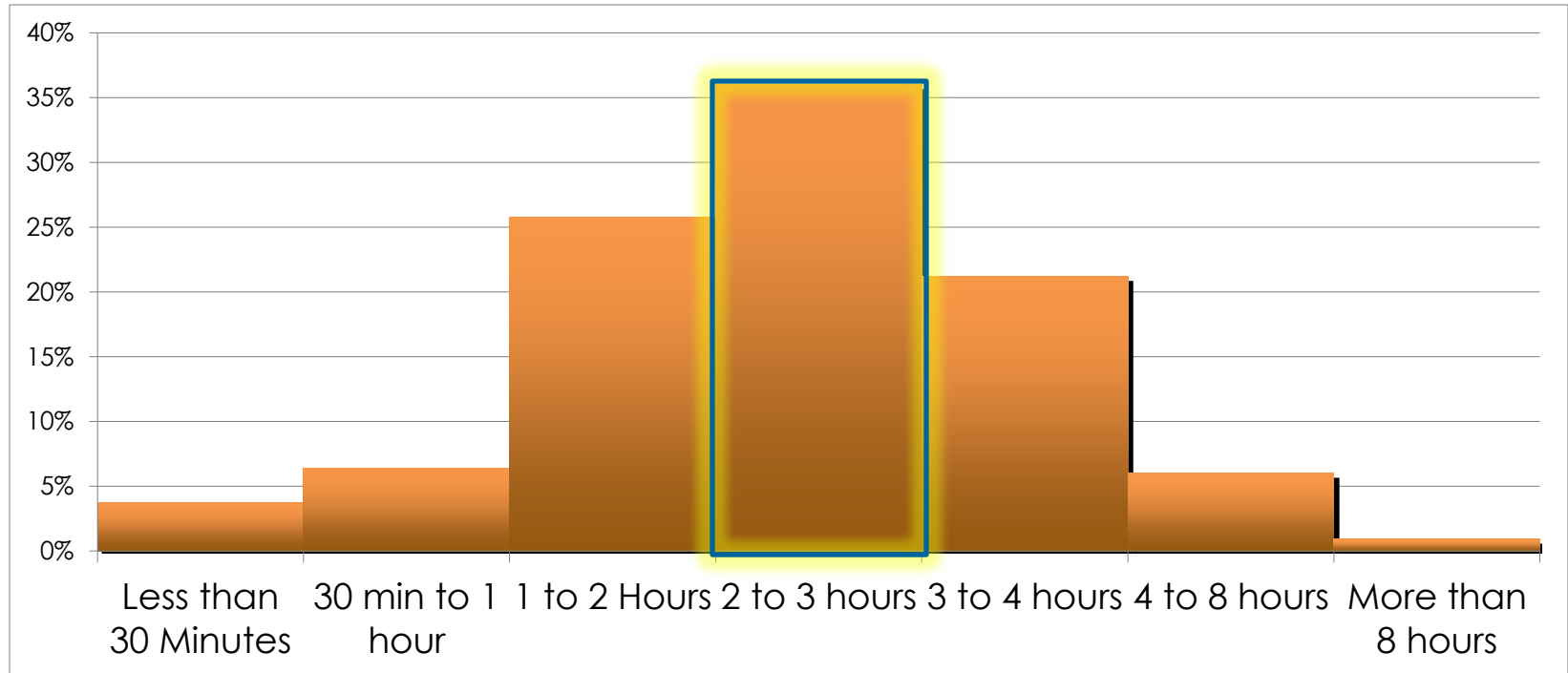


Drive alone to, from and throughout the Short North

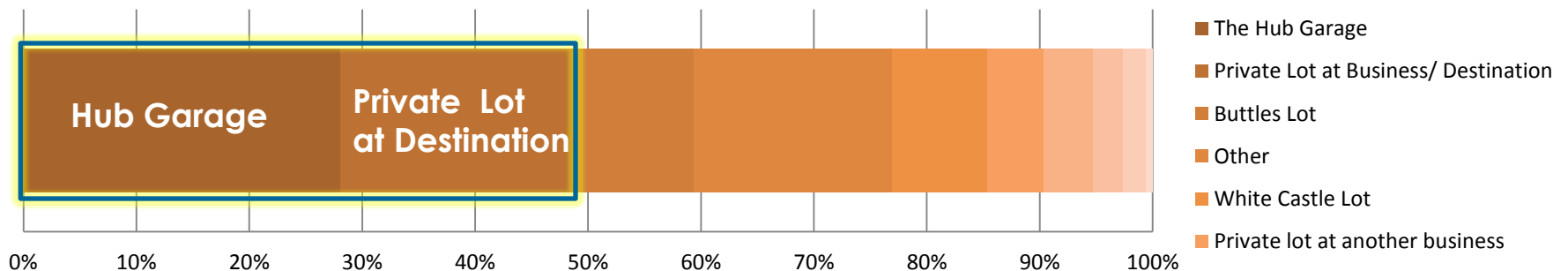
Extremely Low Transit Share

Customer Parking Preferences

63% of all customers park on-street. Most stay an average of 2 to 3 hours.

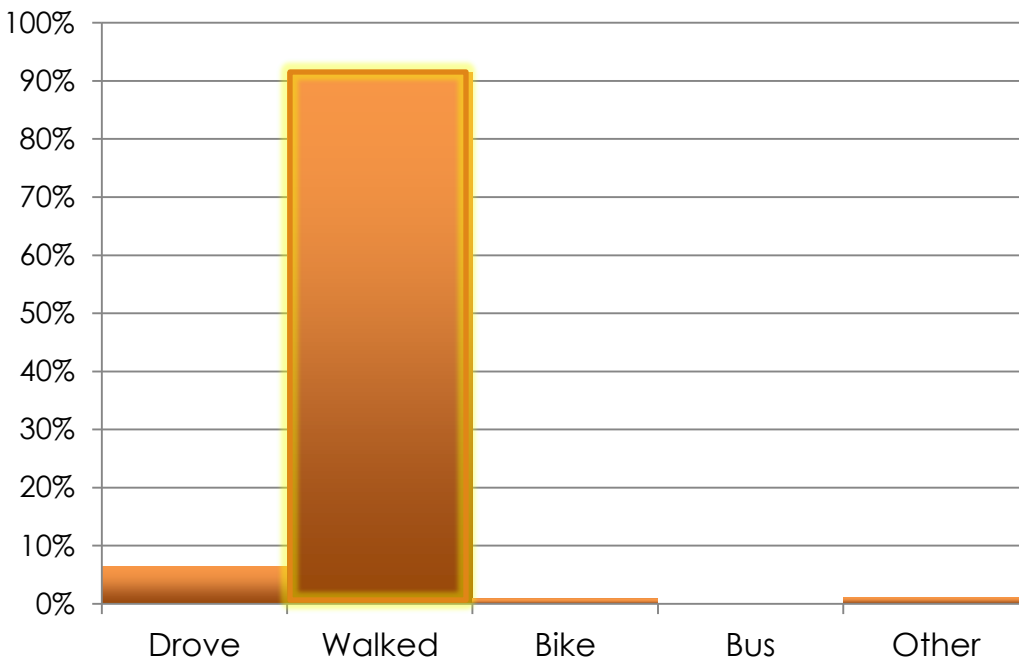


Those who park off-street utilize the Hub Garage for parking

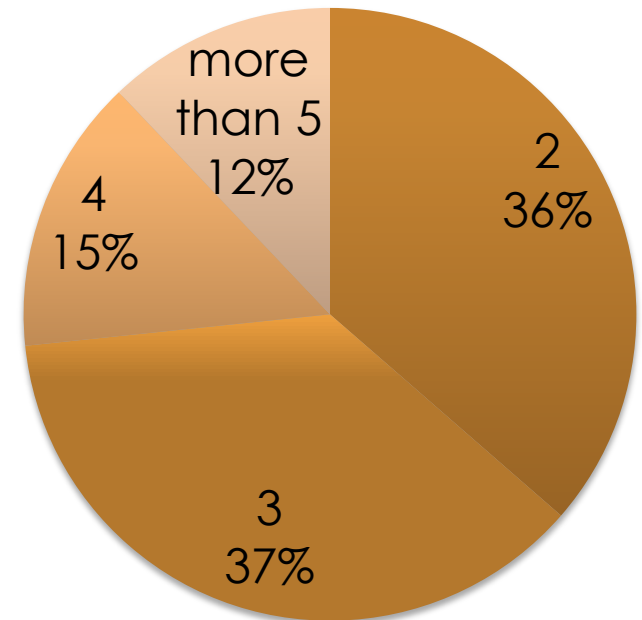


Over 90% of Customers ...

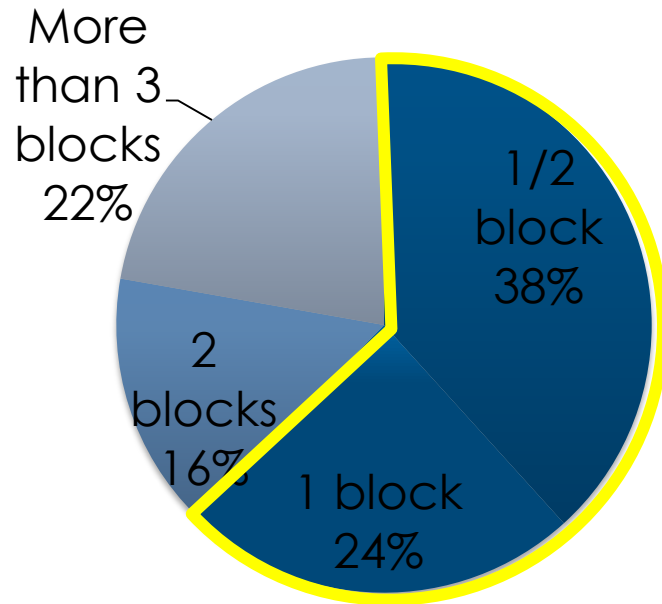
Park **ONCE** and **WALKED** to visit **MULTIPLE** destinations



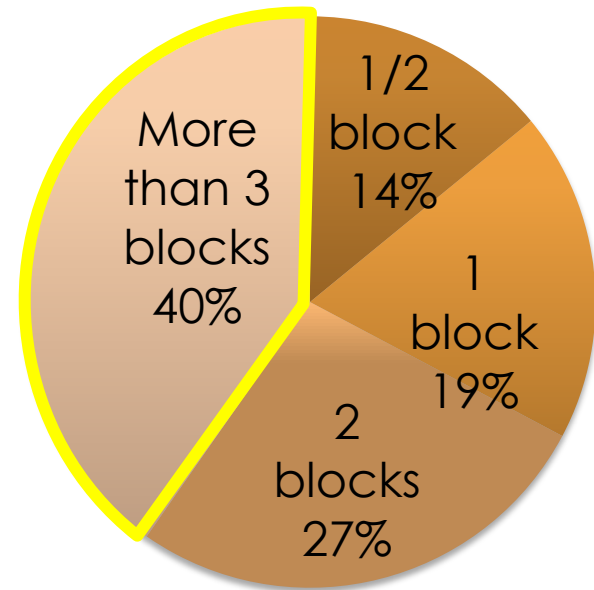
How many different establishments did you visit?



Employees Park Closer to their Destination than Customers

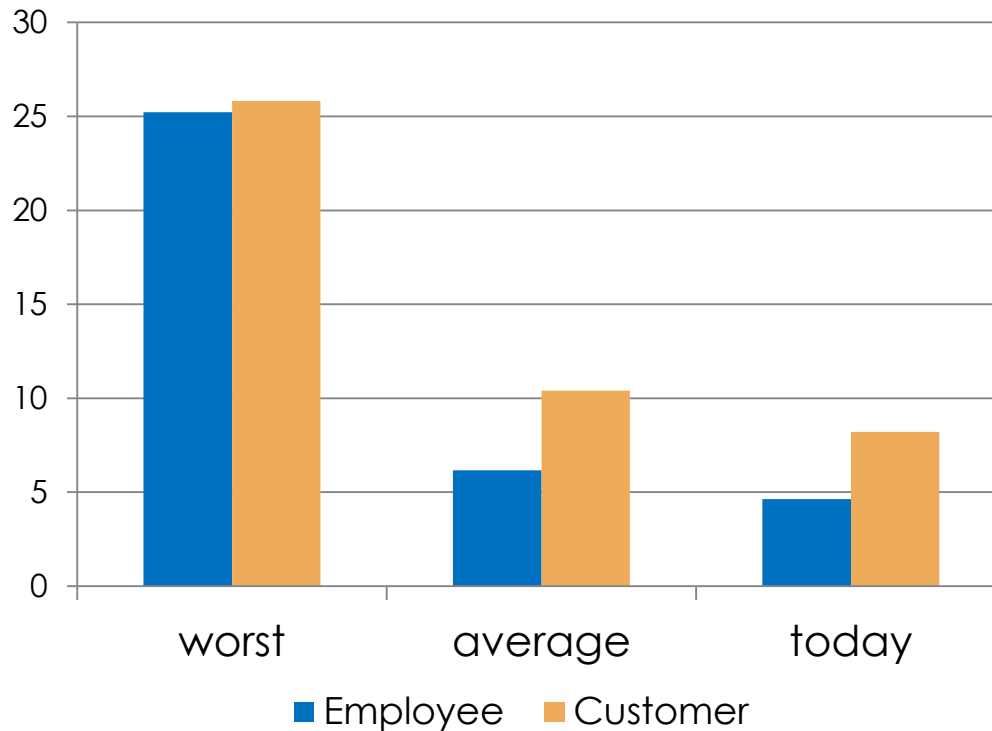


62% of employees
park less than one block
away



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

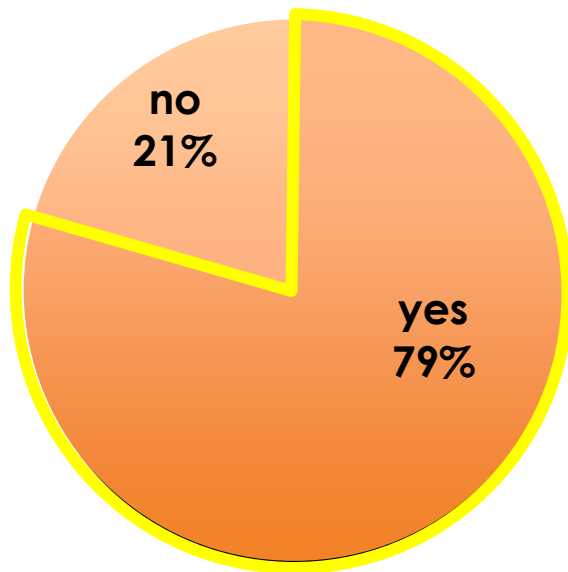
Finding a spot...



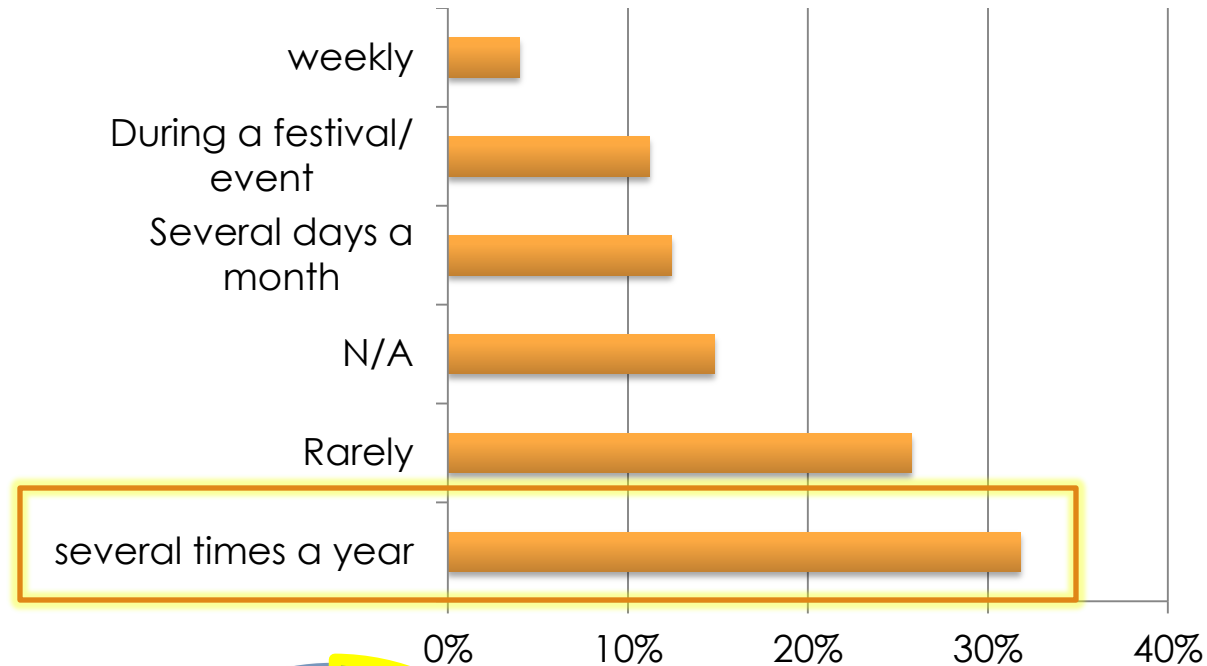
Takes **employees** about 6 minutes
on average, however takes
customers over 10 minutes

79% of Customers Have Failed to Find Parking and Left

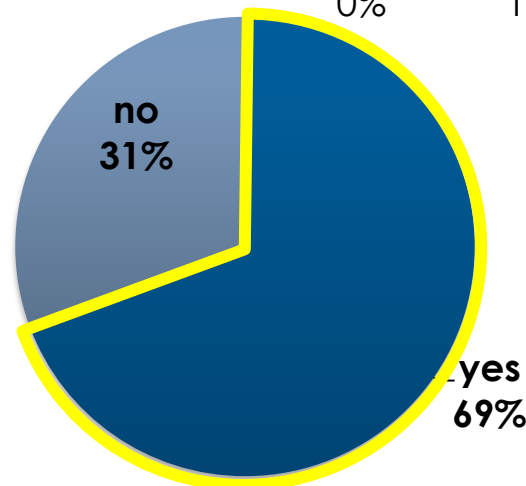
Have you failed to find parking and left?



This happens...

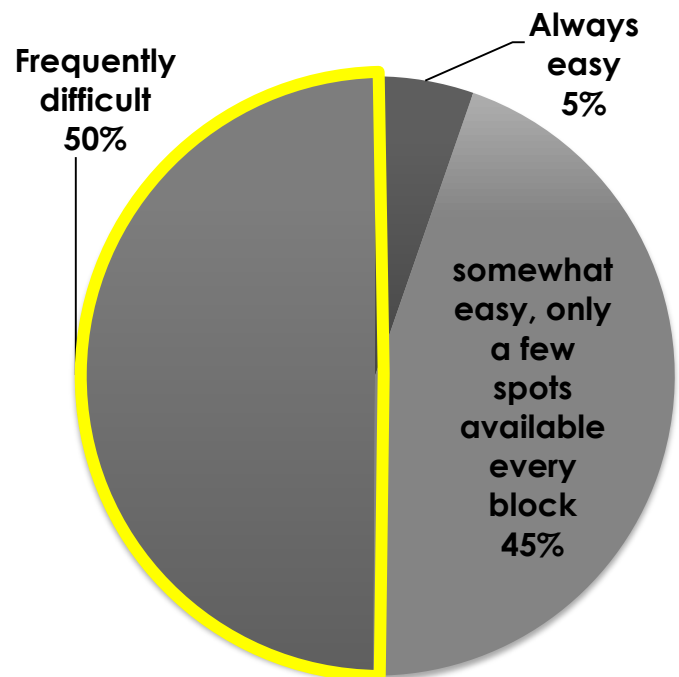


Employees also experience similar frustrations

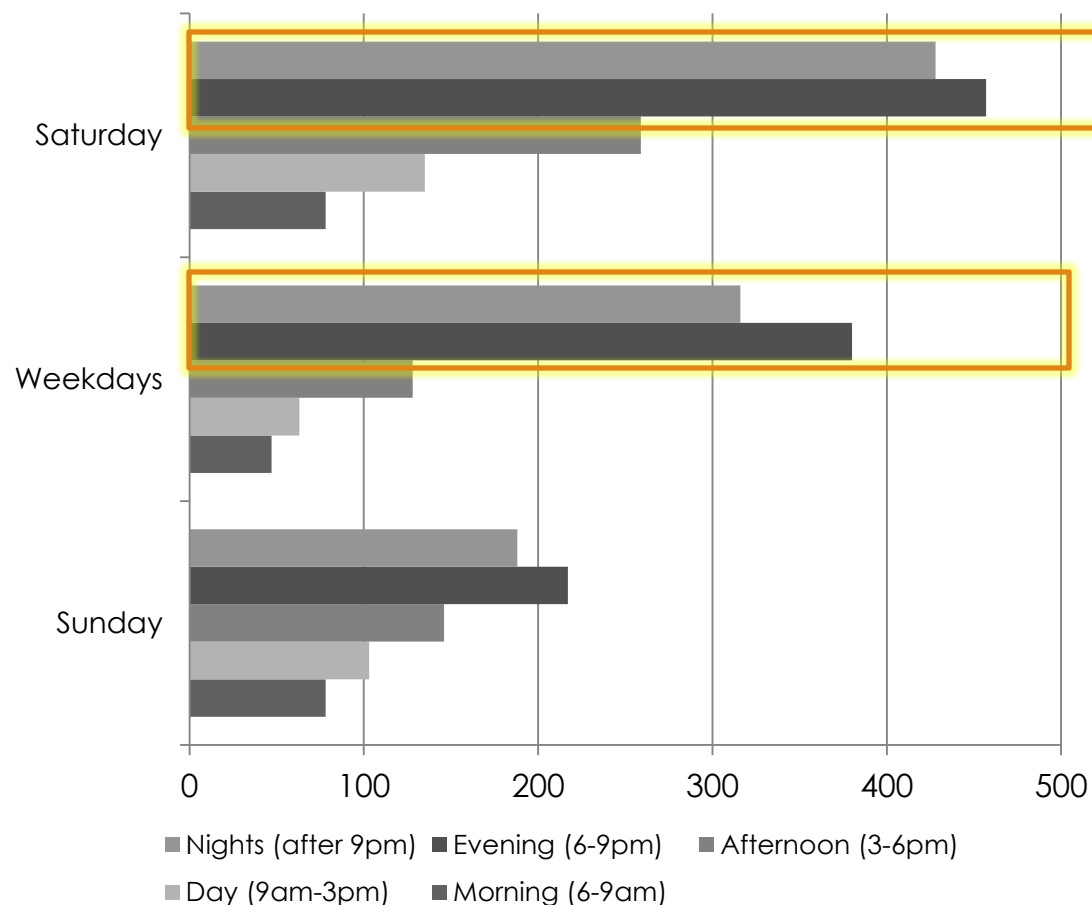


Residents find that on-street parking in their neighborhood is ...

Frequently Difficult



Especially during...



Saturdays and weekday evenings/nights

Residents think that...

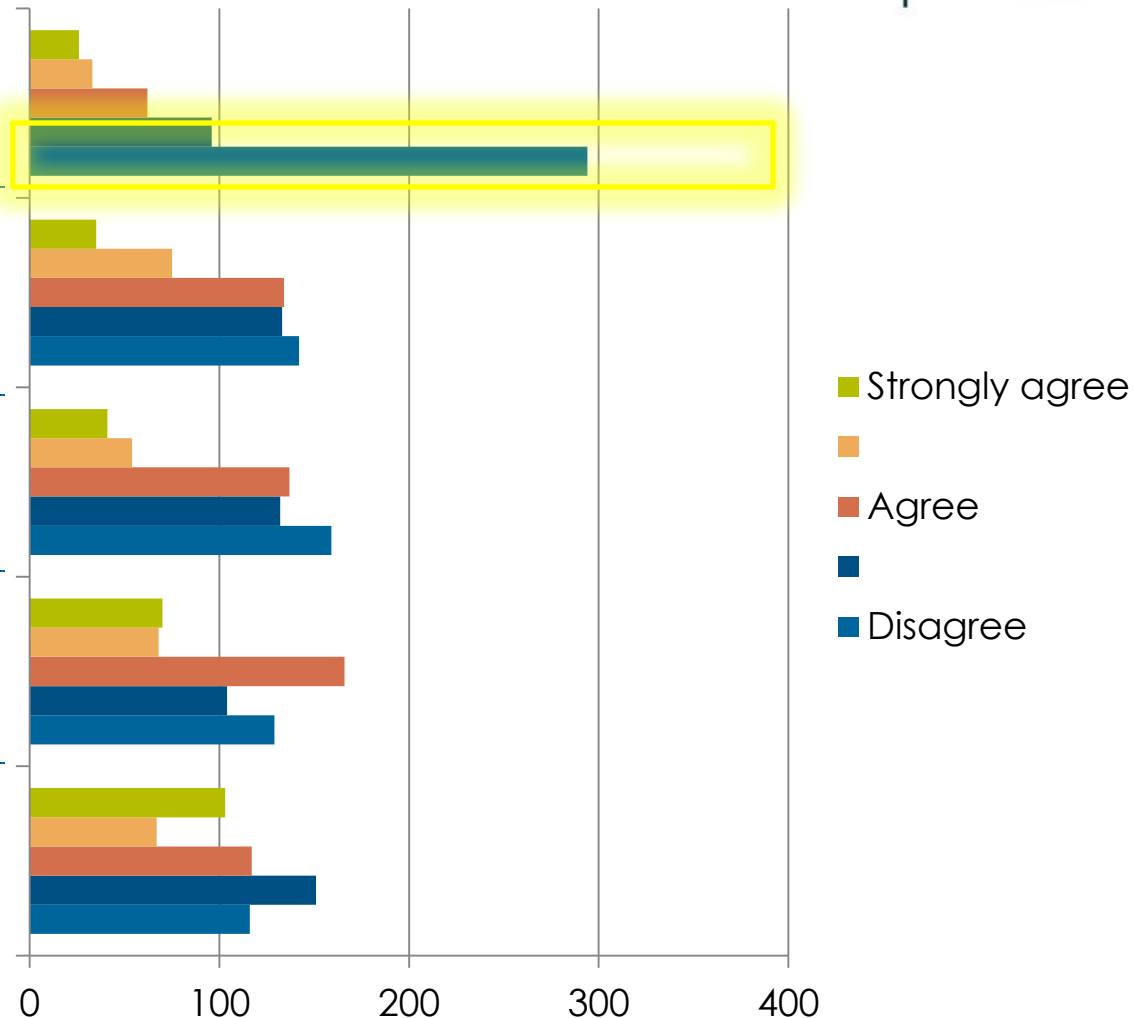
No changes to the on-street permit system are necessary.

The city should establish residential parking zones with 2 hour permitted parking available to non-residents

The city should establish residential parking zones with permitted parking for non-residents.

The city should establish residential parking zones with 2 hour free parking available to non-residents.

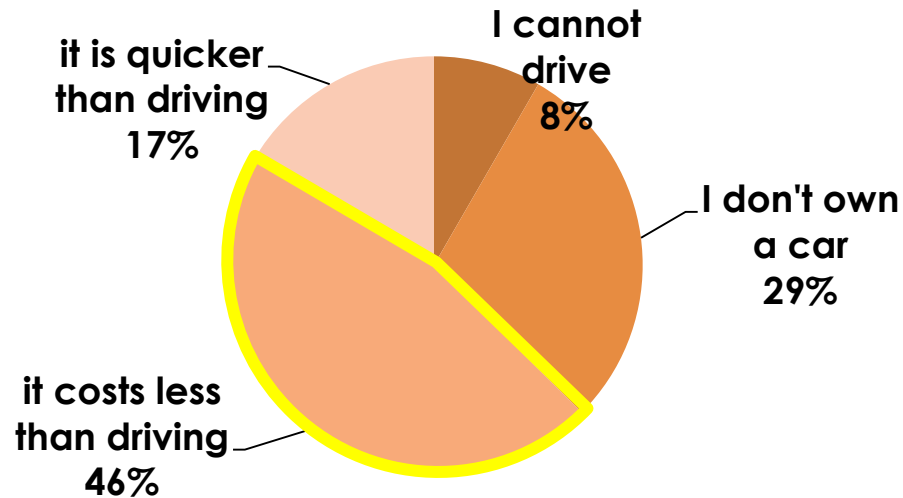
On-street parking on side streets and non-commercial streets should be for residents only.



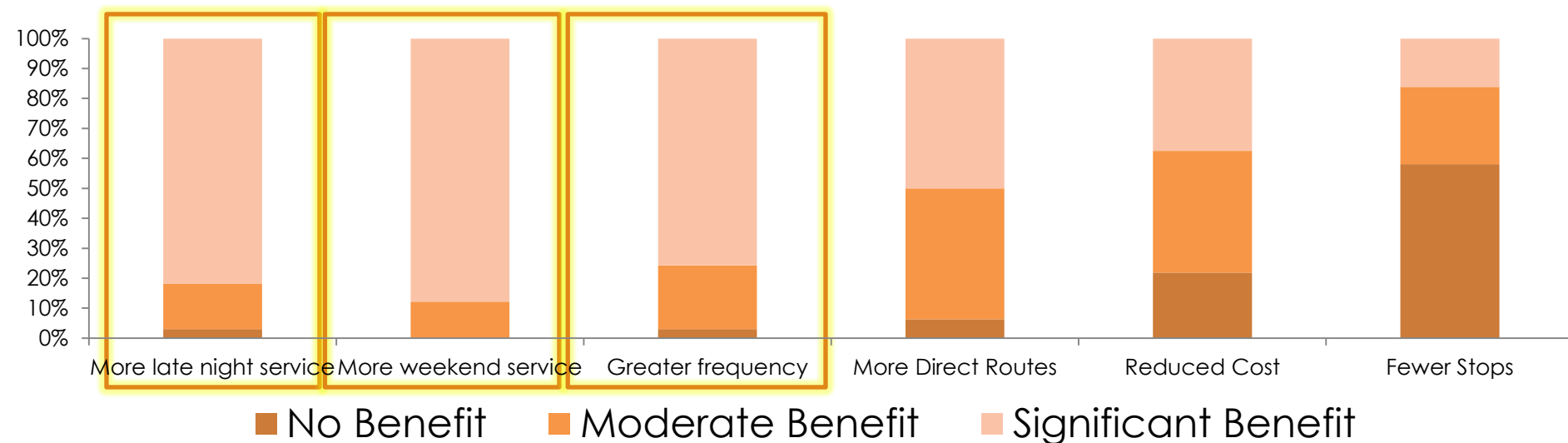
Changes to the on-street permit system are necessary, however, there are mixed responses about types of changes needed

Those who use transit...

Do so because...

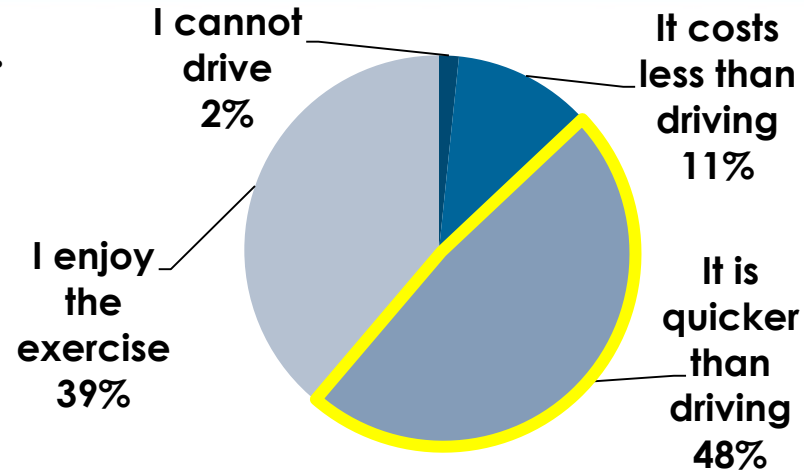


Most significant transit improvements would include:

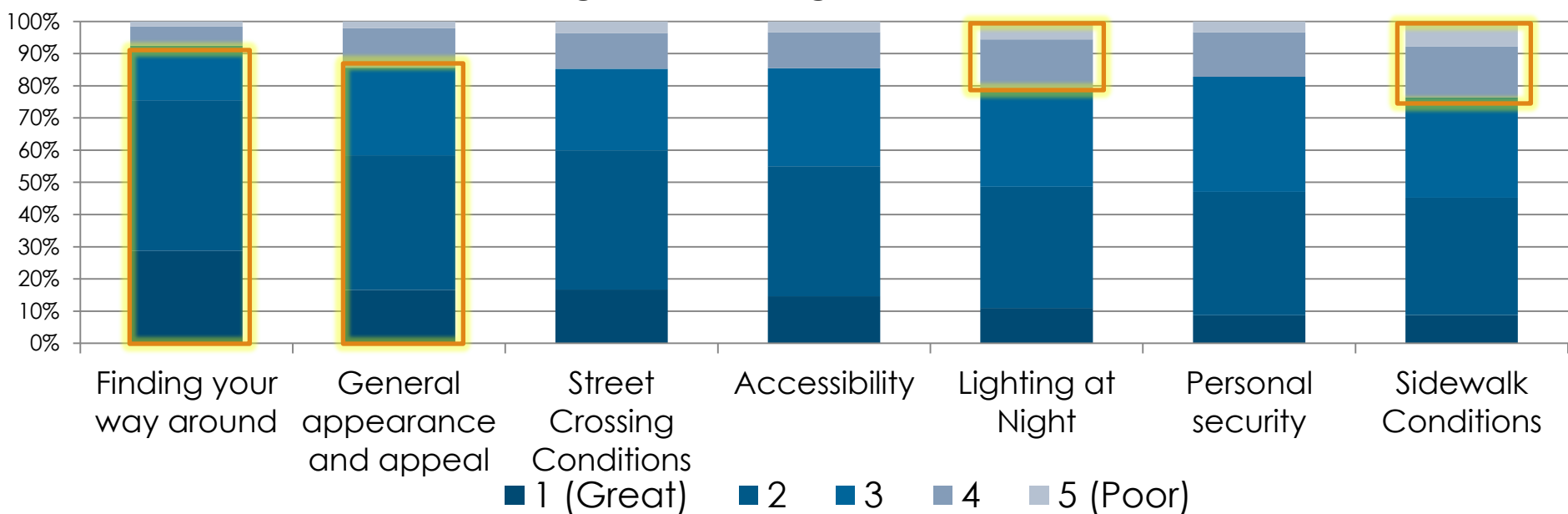


Those who walk...

Do so because...

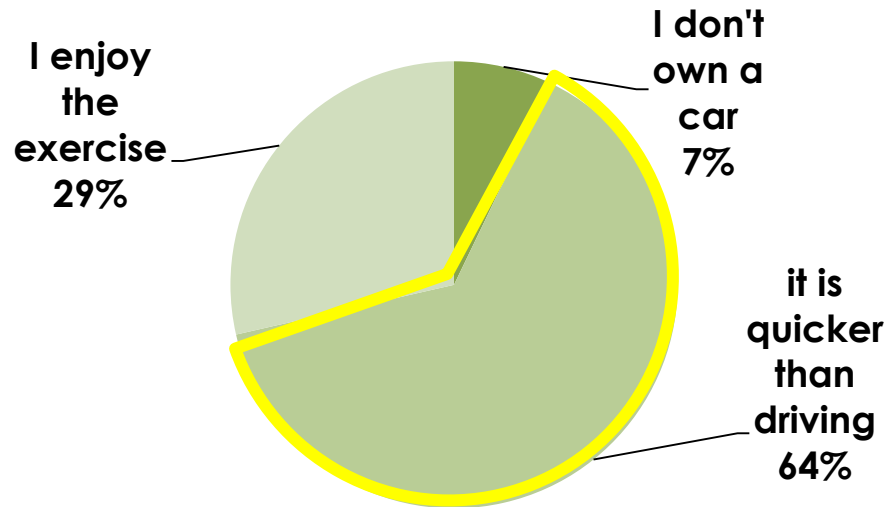


Pedestrian Environment is good for neighborhood users

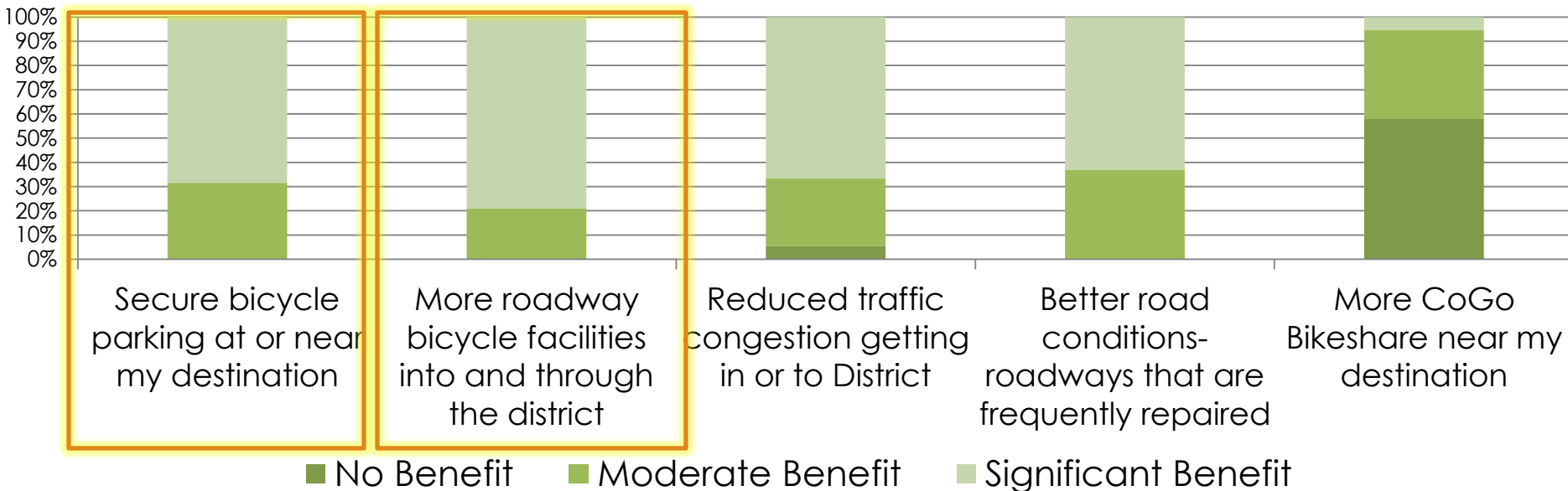


Those who bike...

Do so because...

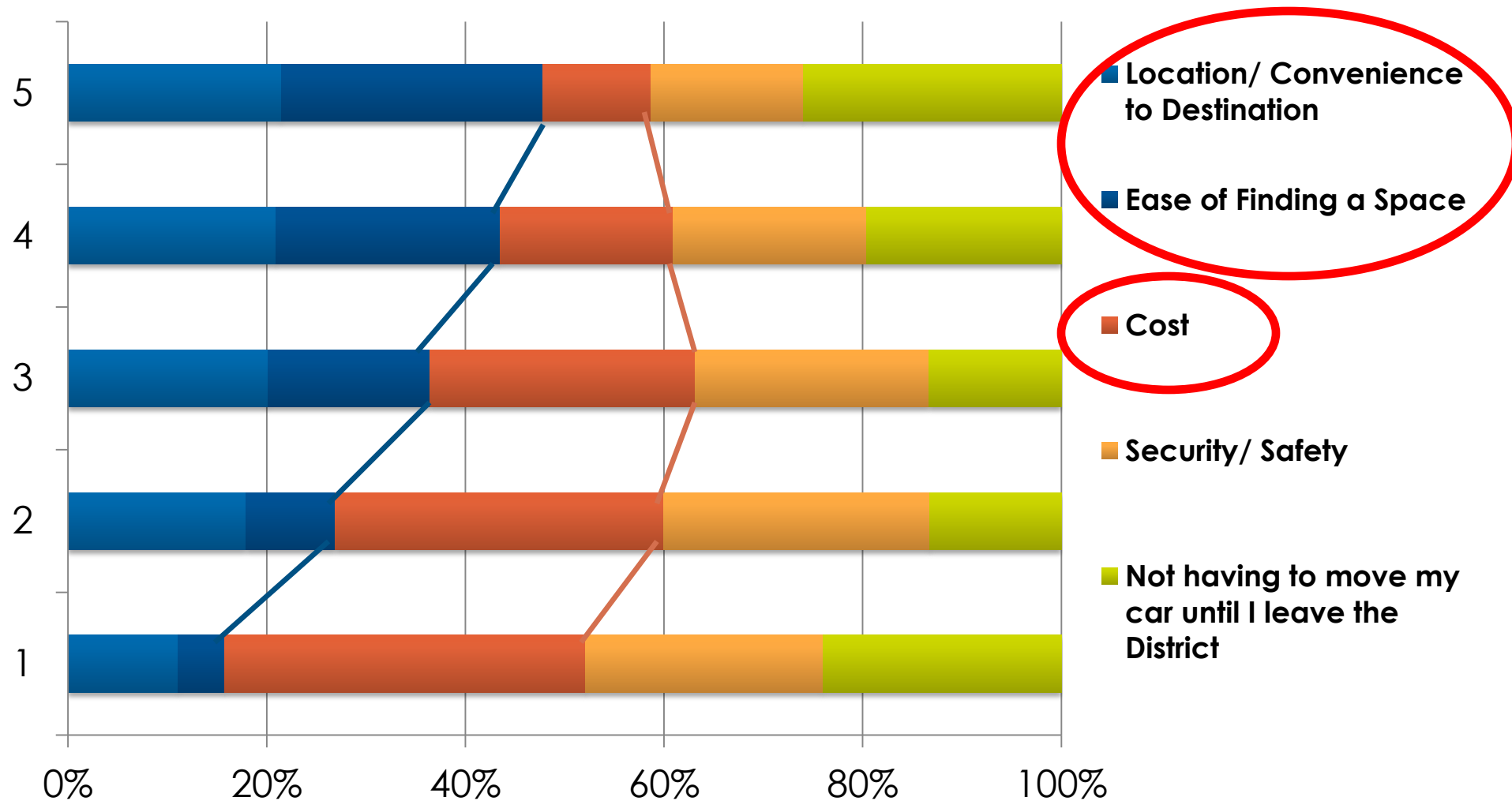


Most significant bicycle improvements would include....



Parking Preference Results

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



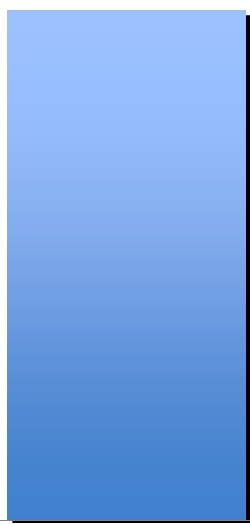
Parking Preference Results



Parking Preference Results



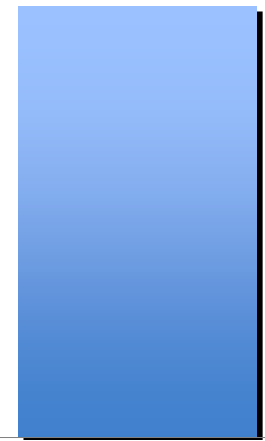
Parking Preference Results



Parking time limits at meters are extended



Parking time limits at meters are reduced



Parking time limits remain the same

Parking Preference Results



Stakeholder Interviews

Community Advisory Group

Short North Commission /Associations Representatives

- Larry Totzke (Italian Village Society)
- Andy Klein (Italian Village Society)
- Ben Goodman (Italian Village Commission)
- Jason Sudy (Italian Village Commission)
- Mark Fazzino (Italian Village resident)
- Jeff Smith (Short North Civic Association)
- Chet Ridenour (Short North Civic Association)
- Betsy Pandora (Short North Alliance/Short North Special Improvement District)
- Sylvia Totzke (Short North Alliance)
- Ethan Hansen (University Area Commission)
- Joyce Hughes (Weinland Park Civic Association)
- Kristen Easterday (Harrison West Association)
- Jack Decker (Victorian Village Commission)
- Marc Conte (Victorian Village Commission)
- Kevin Wood (Transportation and Pedestrian Commission)

City of Columbus Representatives

- Rebecca Barnhart (City Council)
- Adam Leddy (City Council)
- Randy Bowman (Public Service, project principal)
- Mike Tran (Public Service, project manager)
- Tracie Davies (Public Service Director)
- Jennifer Gallagher (Public Service Deputy Director)
- Mike Sexton (Public Service Assistant Director)
- Keith Keeran (Public Service – Parking Services Manager)
- Mike Mercurio (Public Service – Parking Violations Coordinator)

Short North Business Representatives

- Liz Lessner (Betty's/Surly Girl)
- Kyle Nichols (Charles Penzone)
- Mark Swanson (Cup O Joe)
- Joan Schnee (On Paper)

Other Key Stakeholders

- Bill Jennison (Franklin County Convention Center Authority)
- Mike Bradley (Central Ohio Transit Authority)

Individual Stakeholder Interviews

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

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

Stakeholder Interview Themes

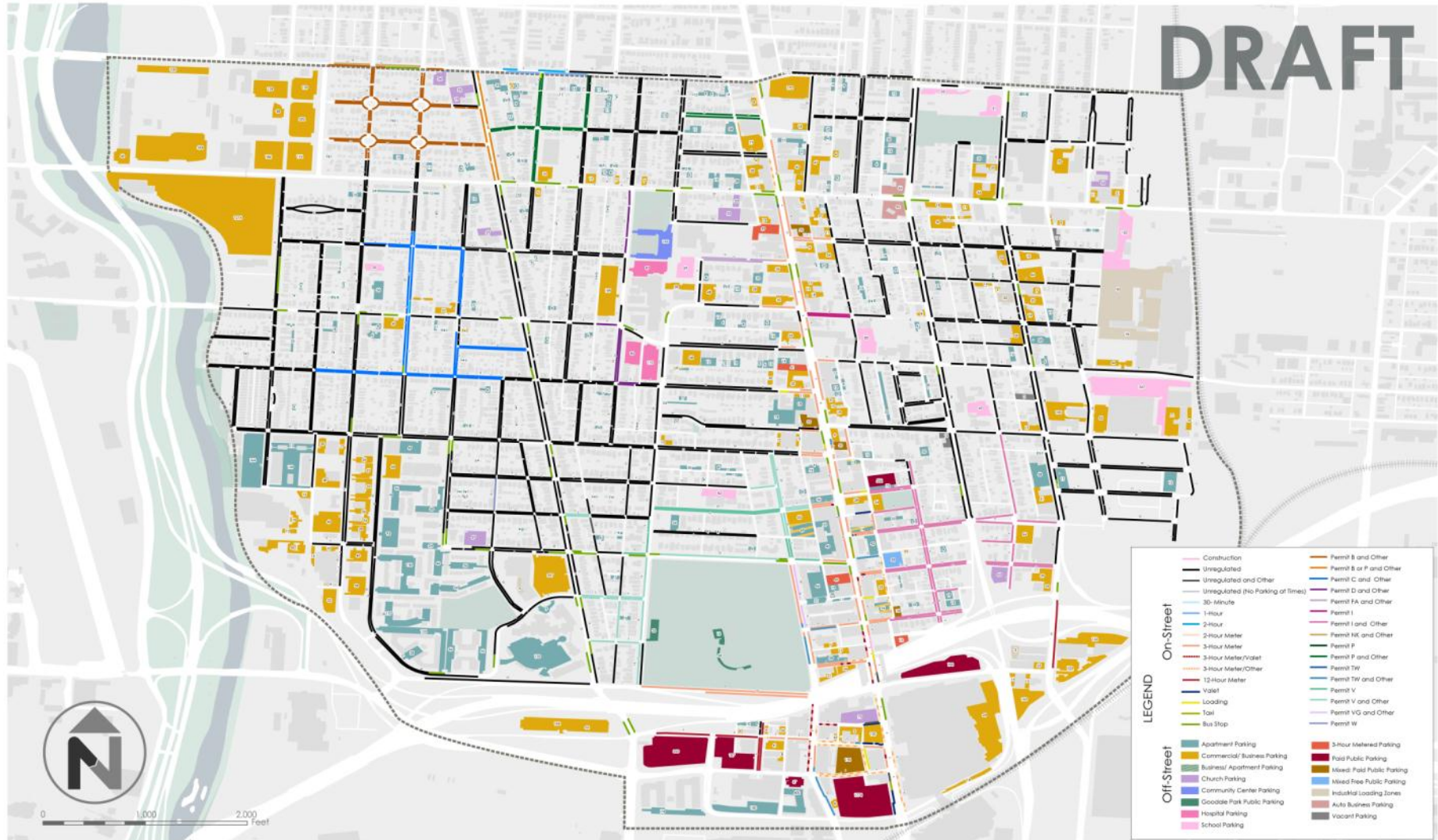
- “The district is at the cross roads and a tipping point”. The District has experienced exponential success; however the lack of foresight in planning for the future may be its shortfall.”
- “I have felt quantified revenue loss due to parking constraints”
- “RPP requests don't come from the engaged 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

COLUMBUS
SHORT NORTH

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Pay by Phone Parking

or download our mobile application at:
www.parkmobile.com

- 1 Enter the zone number below
 - 2 Follow the voice prompts
 - 3 Fast and easy registration
- Enter your credit card information to begin
your first transaction (one-time entry only).

YOUR PARKING ZONE#:

6601

Fast and Easy Regi
Parkmobile Enter your credit card inform

PRIVATE PARKING

Northstar Café
Z Pizza

Old World New Home
Happy Go Lucky

ALL OTHERS TOWED!

Overnight Vehicles Towed
Shamrock Towing 882.3555

BEFORE 6:00 PM

One Hour Limit

AFTER 6:00 PM

Northstar Café Only

No Loitering/Soliciting/Trespassing

**PAY
HERE**

\$5 Cash Only
6 Hour Limit
No Overnight Parking

FREE for Customers/Employees of
Salem Lobb, Local Bar, and
Paradise Garage

You are only a customer when
you are inside the tenant's store.
ALL OTHERS must pay full fee,
or you will be towed
(Shamrock Towing 882.3555)

Park in a numbered space.
Pay the corresponding number
on the lot box.
No Loitering/Soliciting/Trespassing

**PARKING FOR
RESIDENTS AND GUESTS OF
THE DAKOTA
PERMIT REQUIRED**

**VIOLATORS WILL
BE TOWED AWAY
AT VEHICLE
OWNER'S
EXPENSE**



Parking Inventory

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

LEGEND

On-Street	Construction	Permit B and Other
	Unregulated	Permit B or P and Other
	Unregulated and Other	Permit C and Other
	Unregulated (No Parking at Times)	Permit D and Other
	30- Minute	Permit FA and Other
	1-Hour	Permit I
	2-Hour	Permit I and Other
	2-Hour Meter	Permit NK and Other
	3-Hour Meter	Permit P
	3-Hour Meter/Valet	Permit P and Other
	3-Hour Meter/Other	Permit TW
	12-Hour Meter	Permit TW and Other
	Valet	Permit V
	Loading	Permit V and Other
	Taxi	Permit VG and Other
	Bus Stop	Permit W
Off-Street	Apartment Parking	3-Hour Metered Parking
	Commercial/ Business Parking	Paid Public Parking
	Business/ Apartment Parking	Mixed: Paid Public Parking
	Church Parking	Mixed Free Public Parking
	Community Center Parking	Industrial Loading Zones
	Goodale Park Public Parking	Auto Business Parking
	Hospital Parking	Vacant Parking
	School Parking	

Parking Totals

■ Italian Village East

■ On-Street- 1,658

■ Off-Street- 1,975

Total **3,633**

■ Harrison West/ Vic Village West

■ 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**

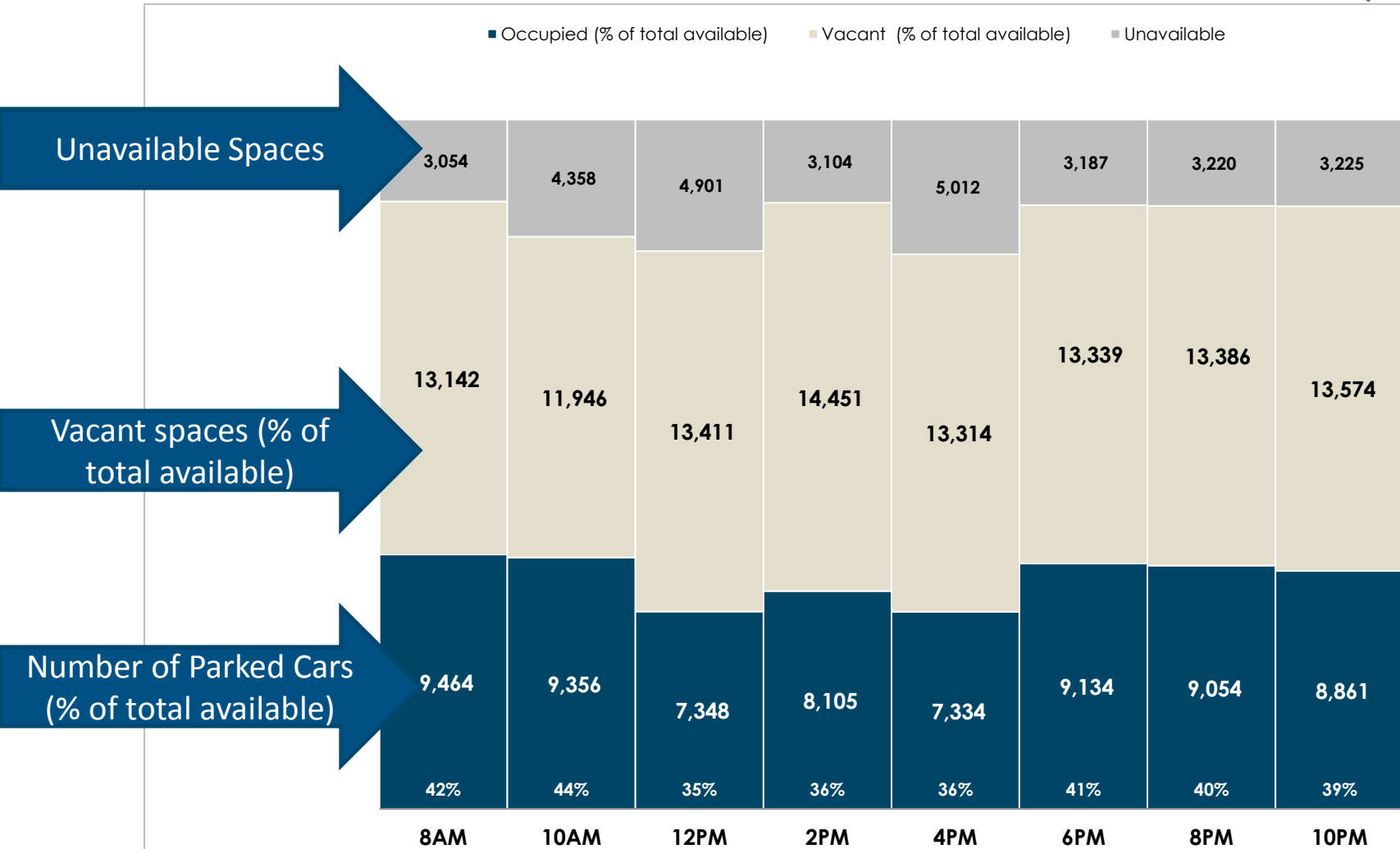
Total On-Street: 8,513 Spaces

Total Off-Street: 14,093 Spaces

TOTAL SPACES: 25,660

Parking Utilization Analysis

Parking



Study Area Utilization- Thursday

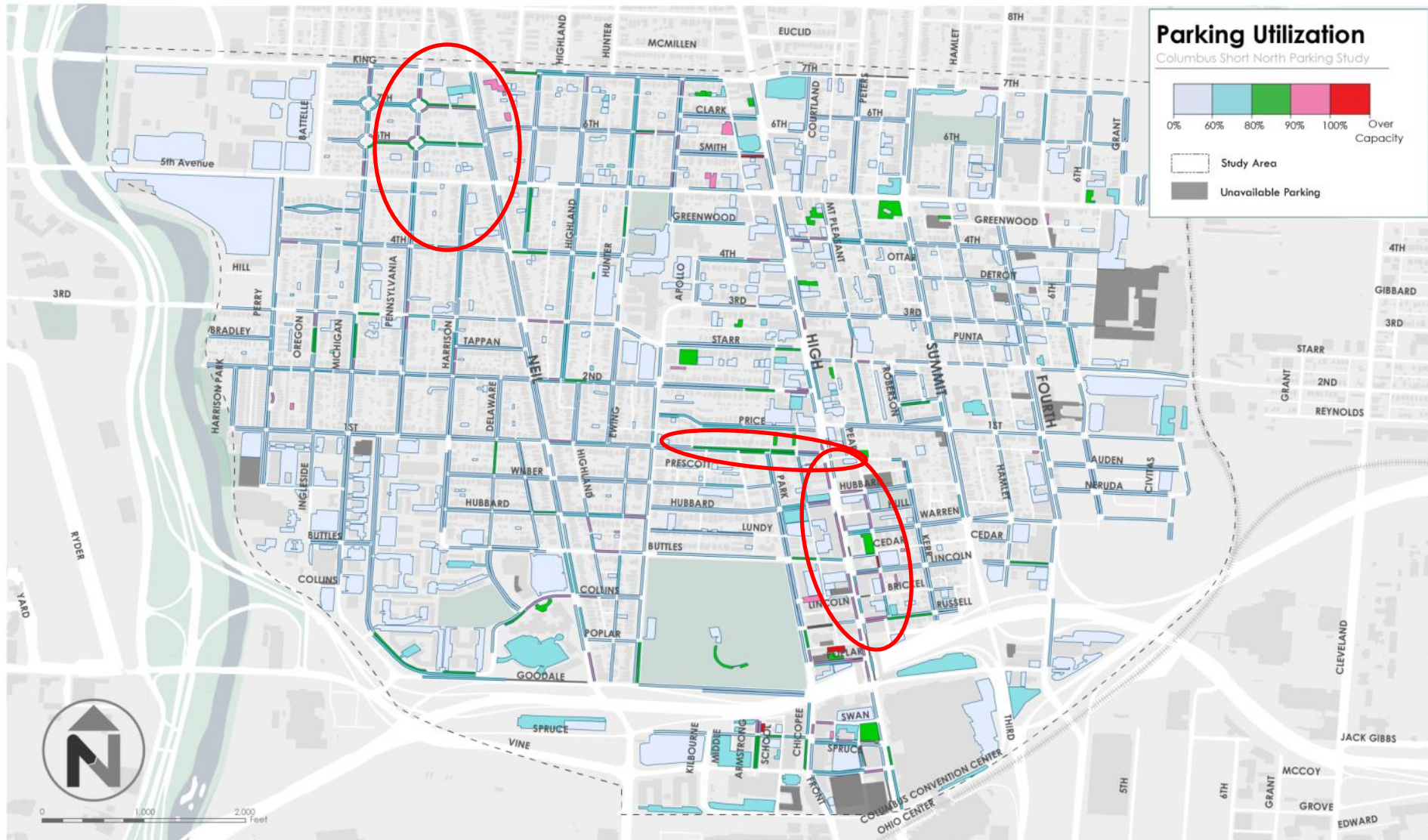


COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION THURSDAY 8AM

APRIL 24, 2014

Thursday 2pm

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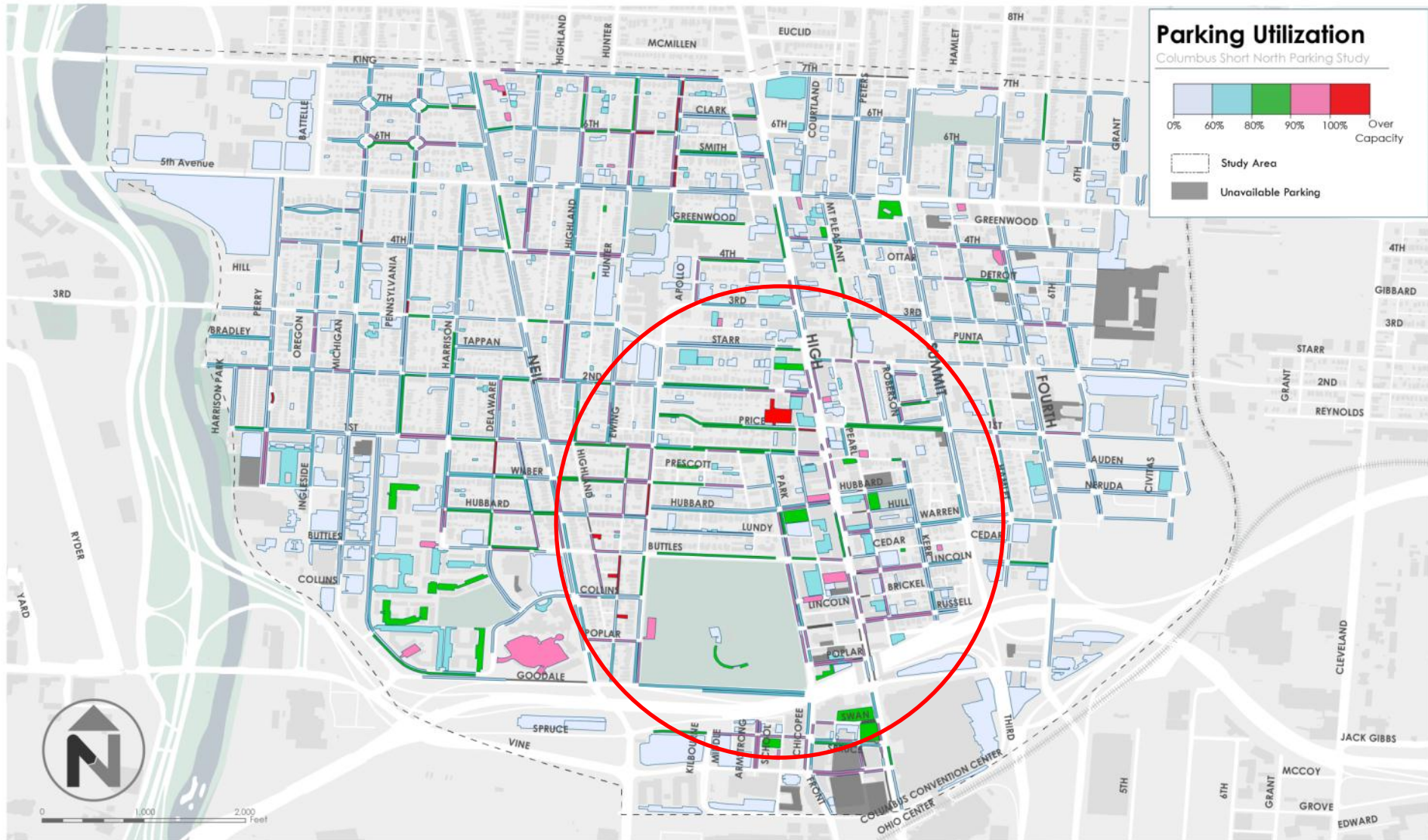


COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION THURSDAY 2PM

APRIL 24, 2014

Thursday 6pm

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COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION THURSDAY 6PM

APRIL 24, 2014

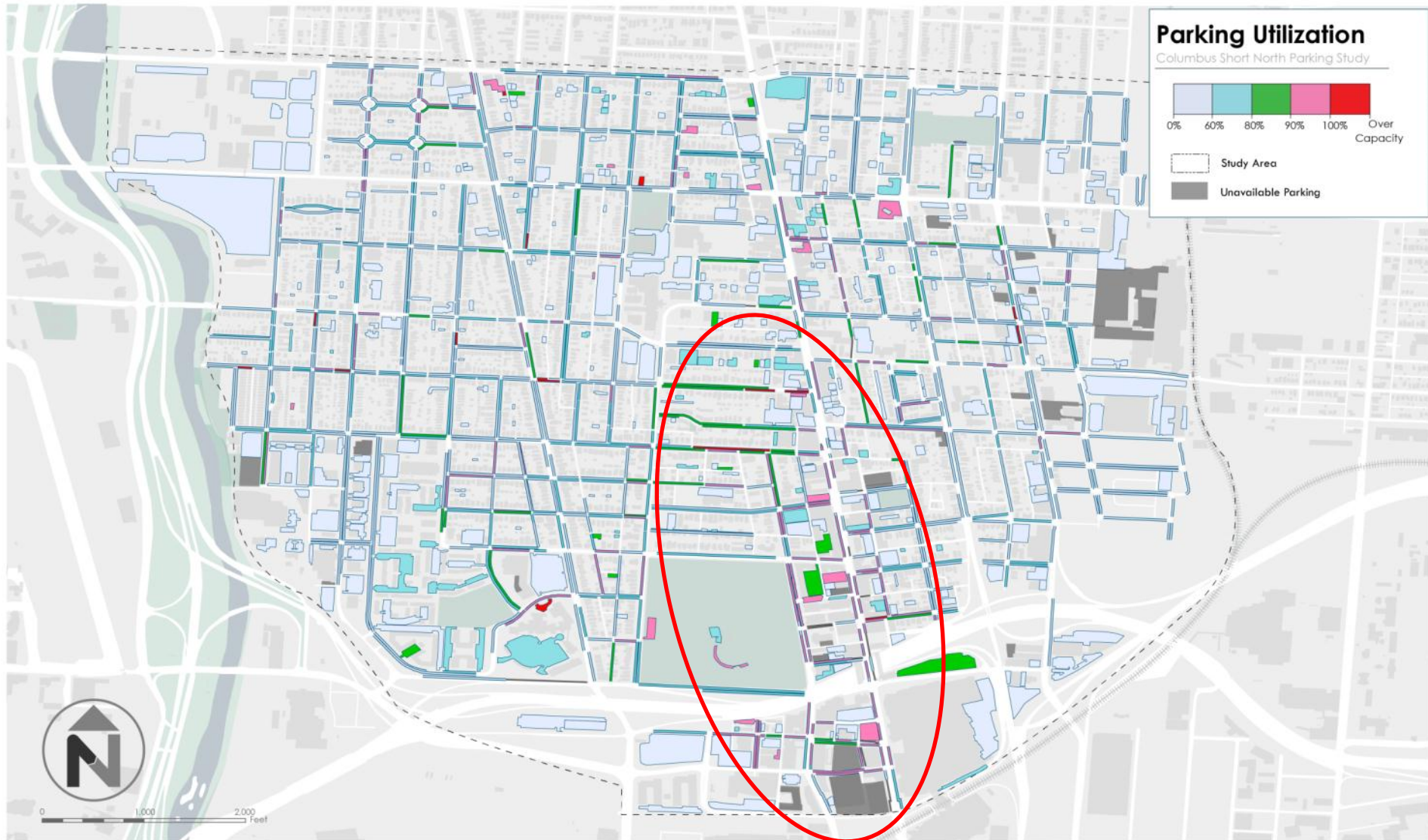
COLUMBUS
SHORT NORTH
PARKING STUDY

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

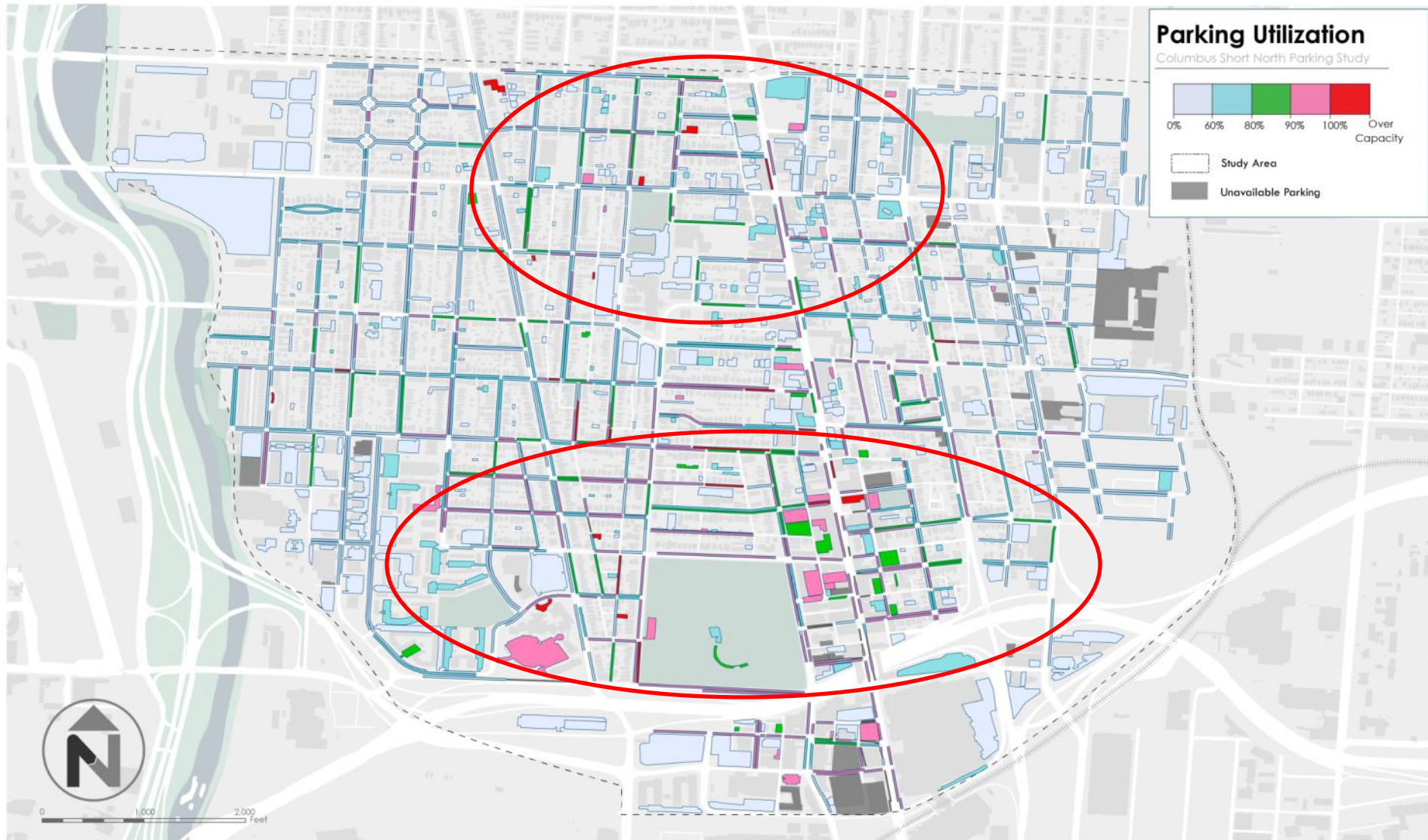
APRIL 24, 2014

COLUMBUS
SHORT NORTH
PARKING STUDY

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

Saturday 6pm

DRAFT

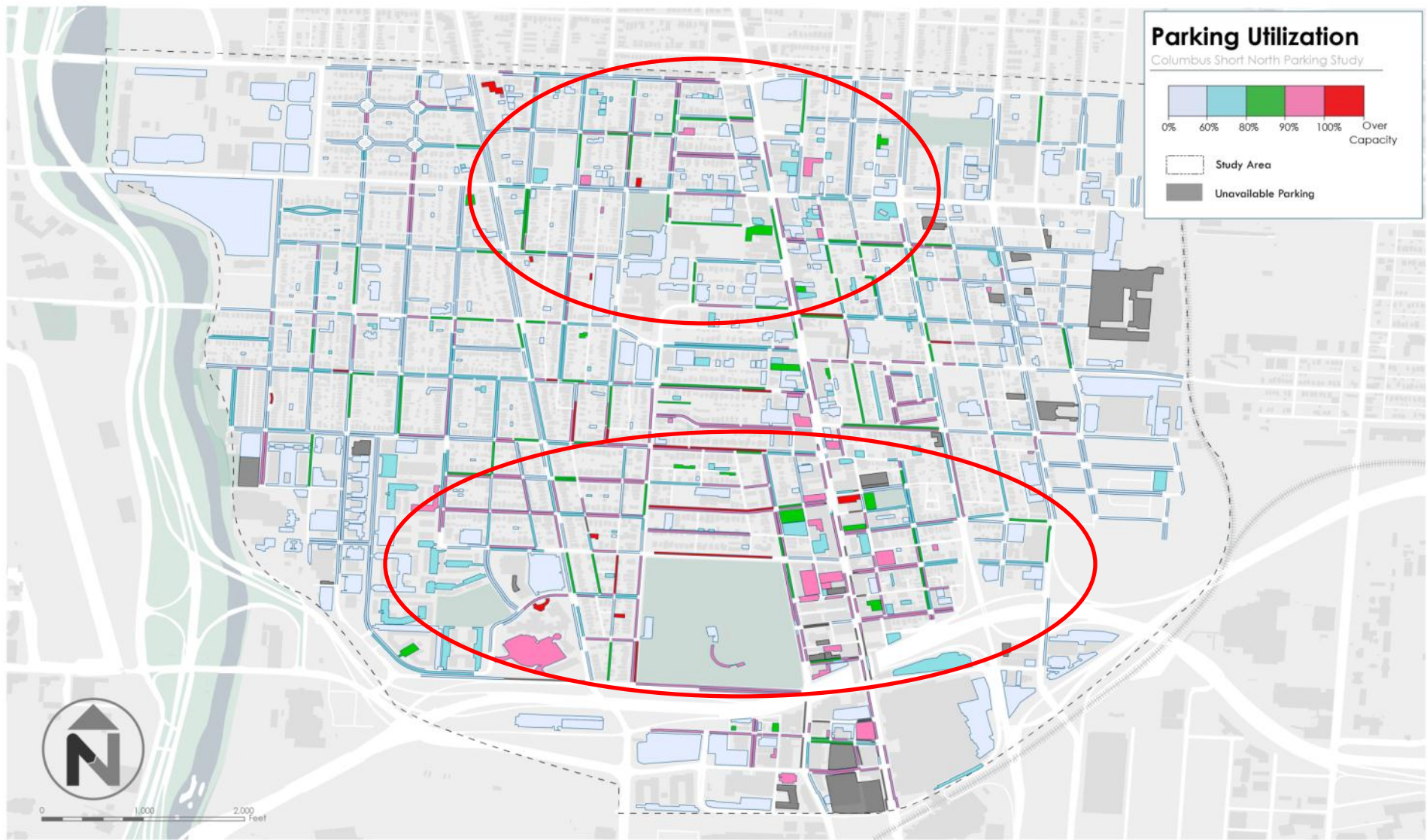


COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION SATURDAY 6PM

APRIL 24, 2014

COLUMBUS
SHORT NORTH
PARKING STUDY

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



COLUMBUS SHORT NORTH PARKING STUDY- PARKING UTILIZATION SATURDAY 10PM

APRIL 24, 2014

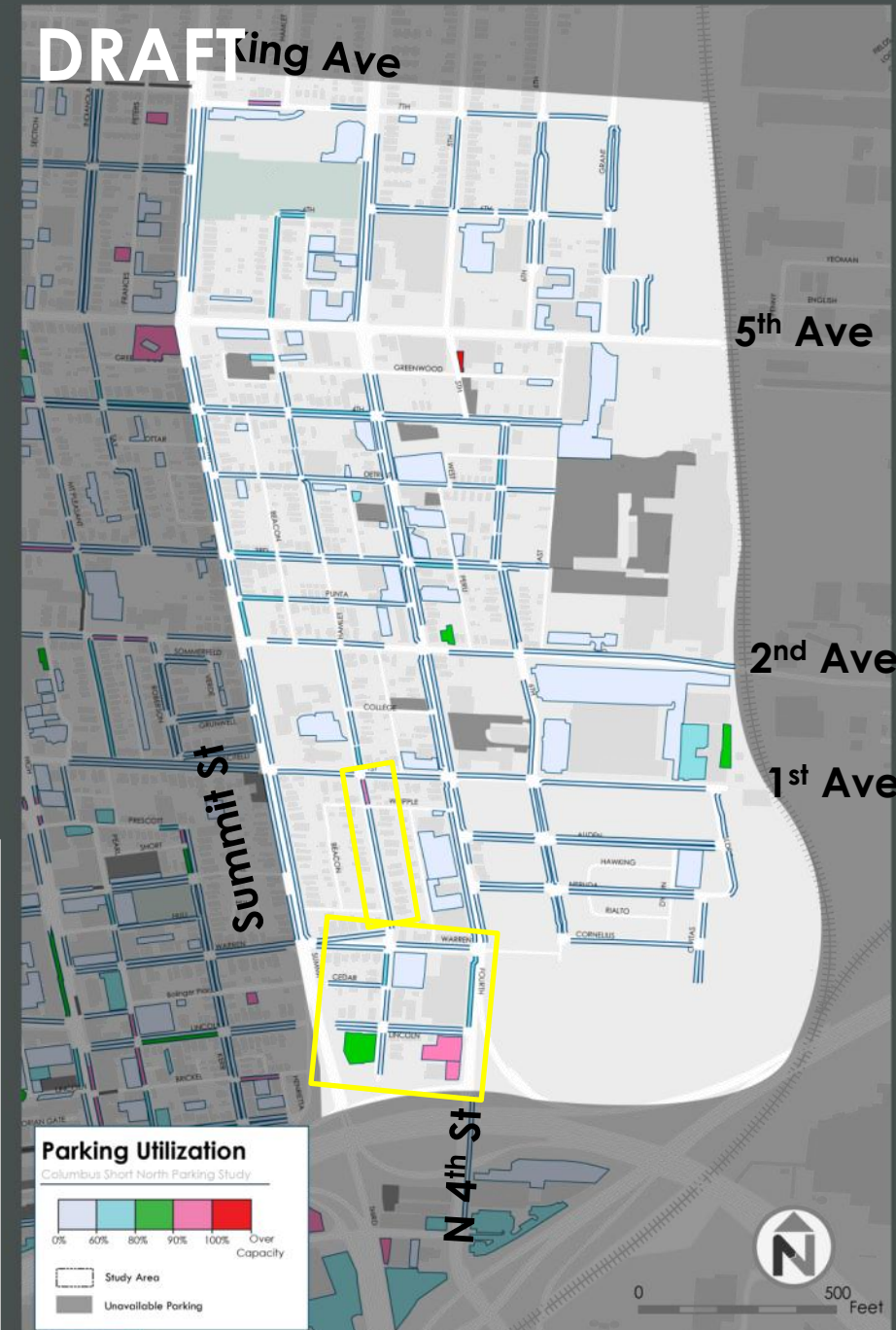
Italian Village East Utilization - Thursday

Italian Village (East) Thursday 8am to 12pm

DRAFT

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
1,005	1,005	799	799	799	889	889	889
8AM	10AM	12PM	2PM	4PM	6PM	8PM	10PM

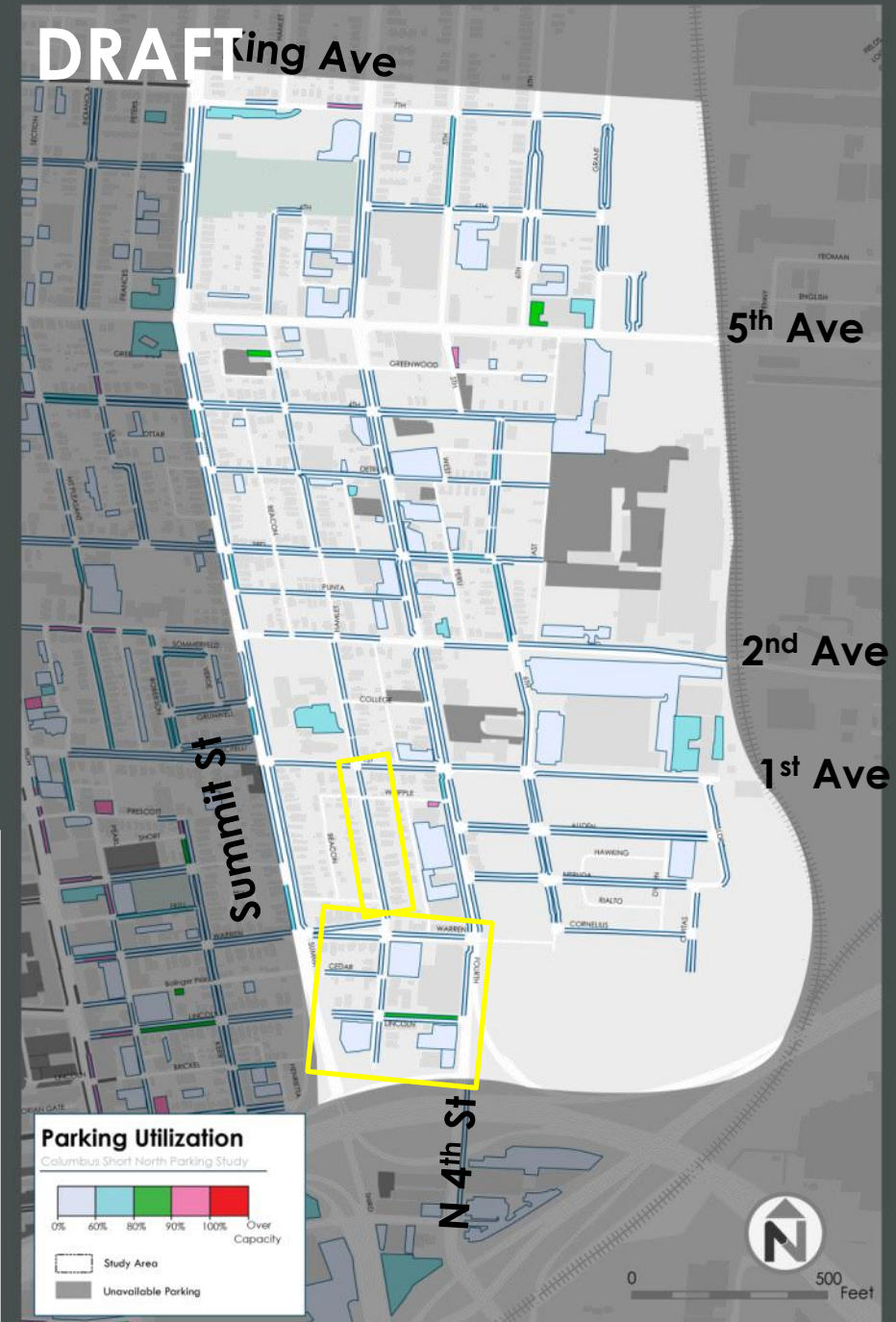


Italian Village (East) Thursday 1pm to 5pm

DRAFT

■ 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
1,005	1,005	799	799	799	889	889	889
8AM	10AM	12PM	2PM	4PM	6PM	8PM	10PM



Italian Village (East)

Thursday 6pm to 10pm

Morning

- No capacity issues

Mid-day

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

Evening

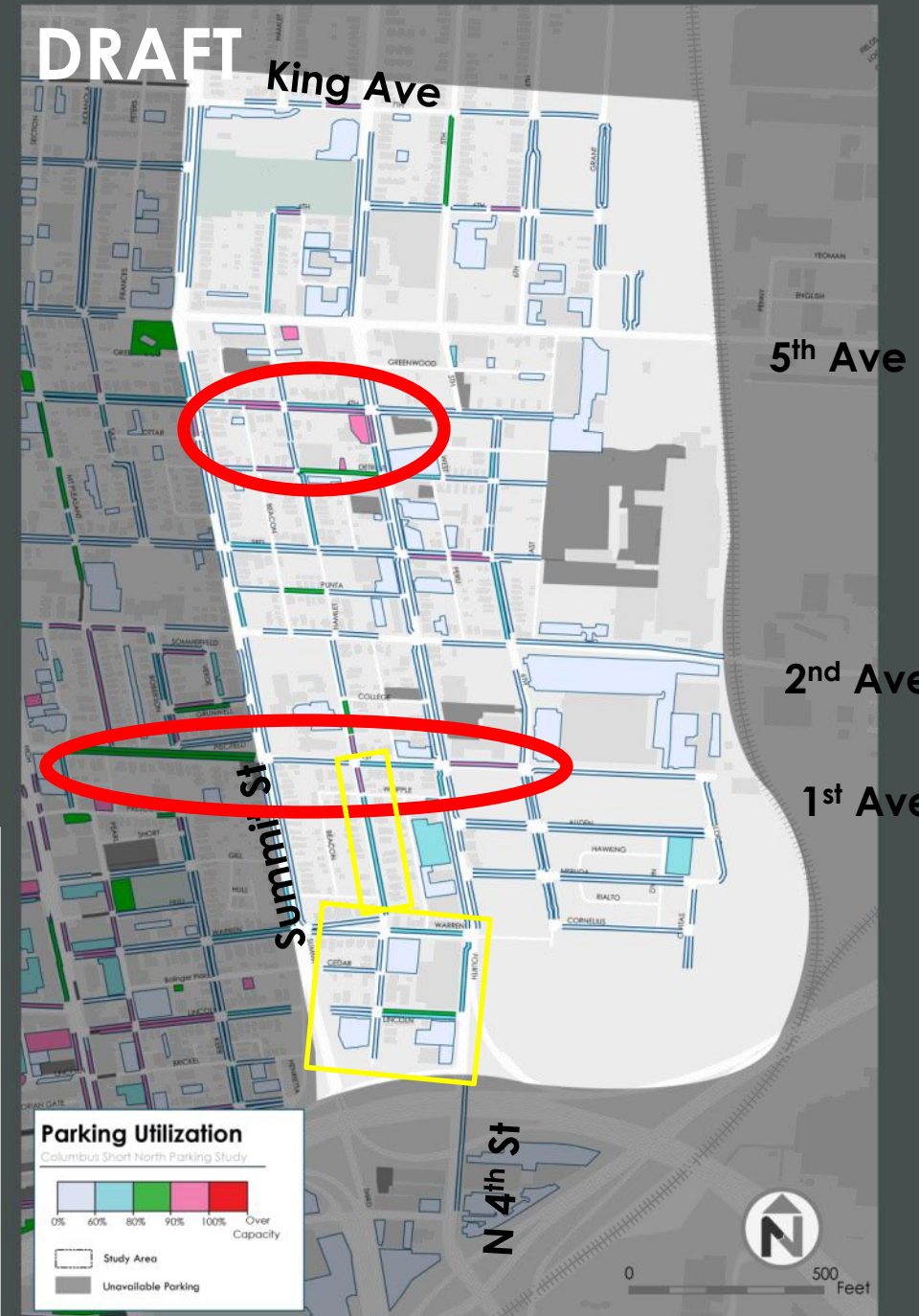
- Minimal demand past summit
- Look at 1st Avenue
- Isolated hot spots of demand
 - 7th Son Brewery

DRAFT

■ 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
1,005	1,005	799	799	799	889	889	889
8AM	10AM	12PM	2PM	4PM	6PM	8PM	10PM

DRAFT

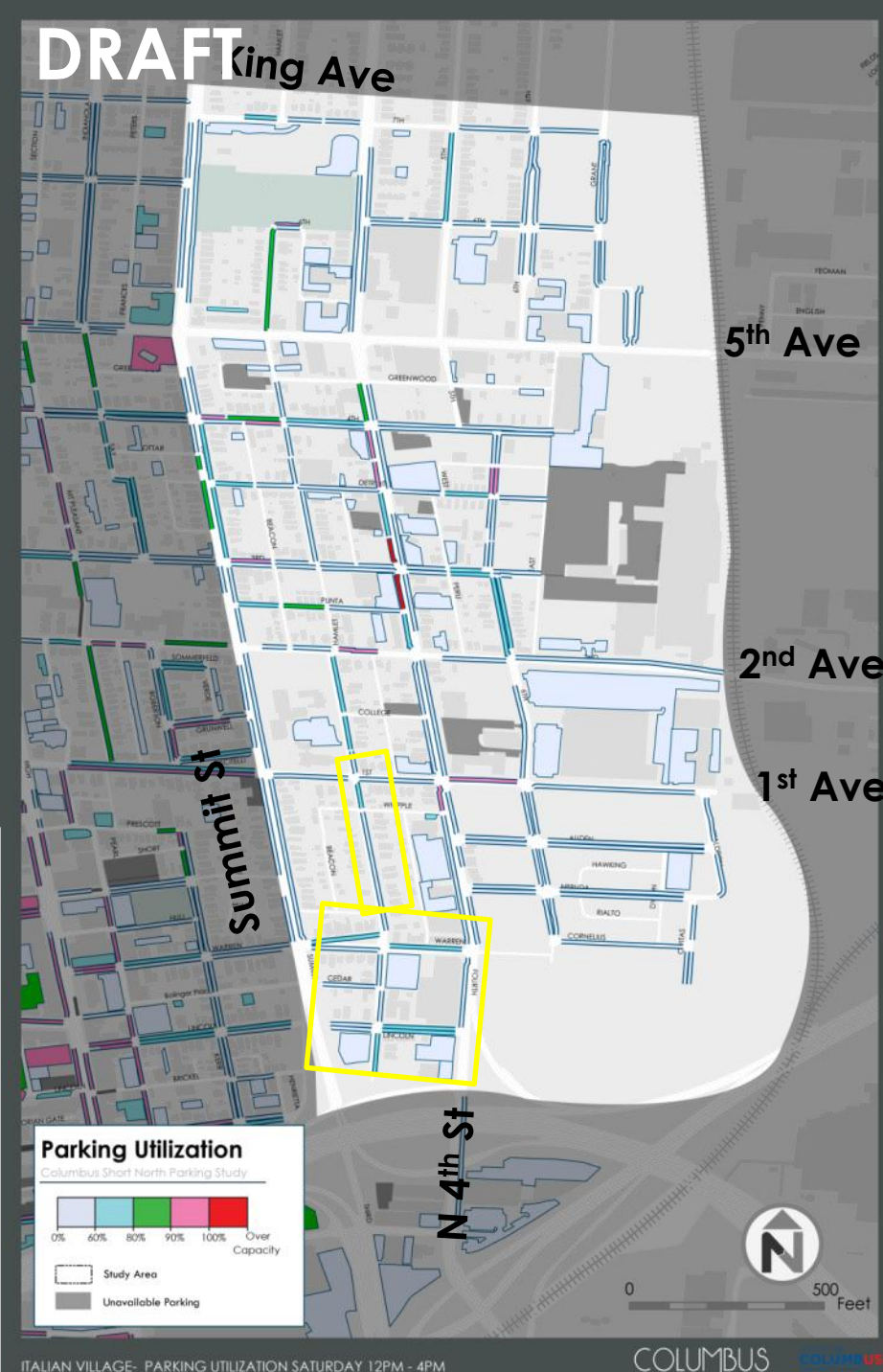


Italian Village East Utilization- Saturday

Italian Village (East) Saturday 12pm to 4pm

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

	255	255	255	255	255	255
3,633	2,534	2,534	2,534	2,537	2,537	2,537
	844	844	844	841	841	841
10AM	12PM	2PM	4PM	6PM	8PM	10PM



Italian Village (East) Saturday 6pm to 10pm

Midday

- Minimal issues

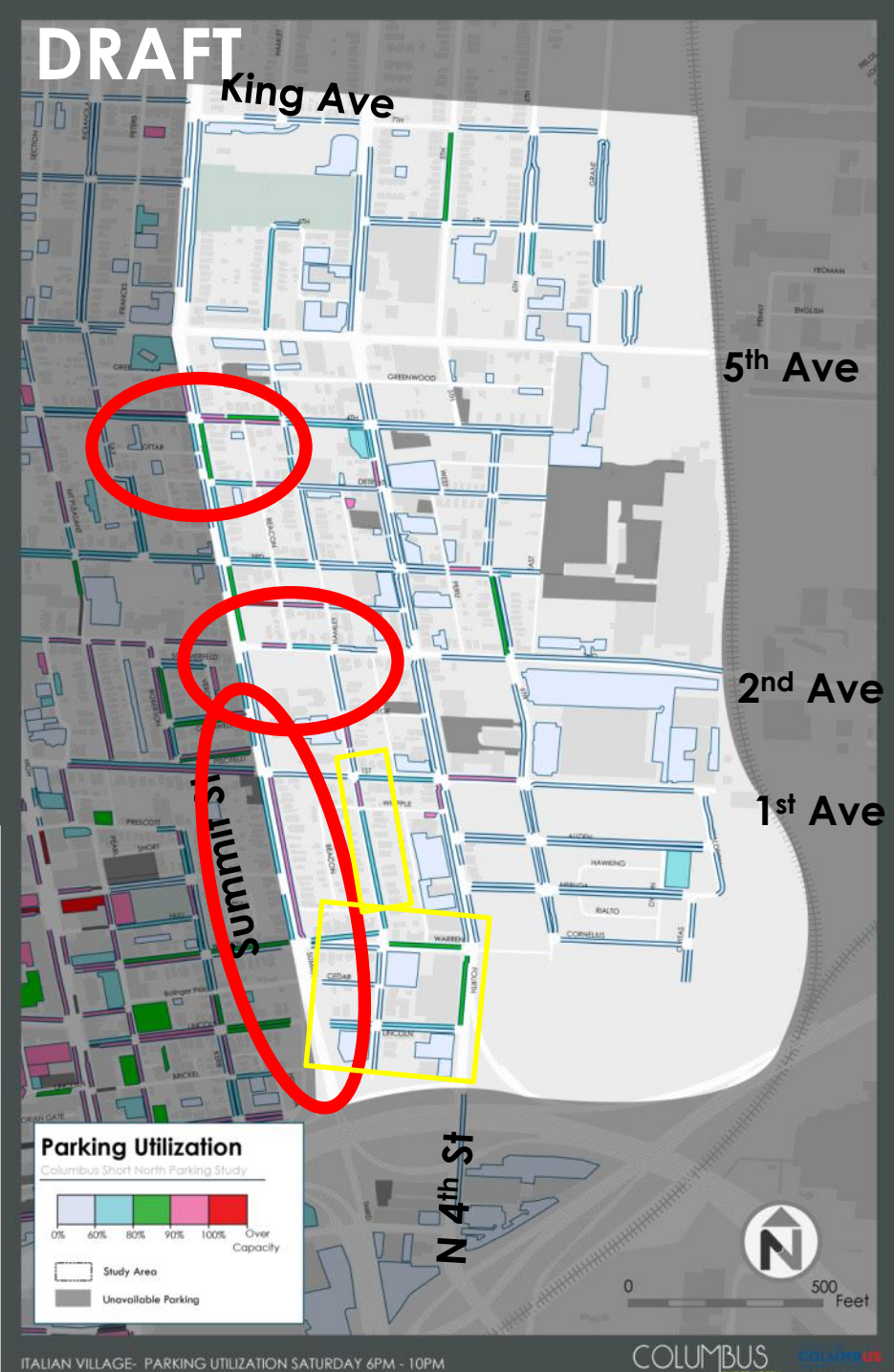
Evening

- 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	844	844	844	841	841	841	
Vacant	2,534	2,534	2,534	2,537	2,537	2,537	
Unavailable	3,633						

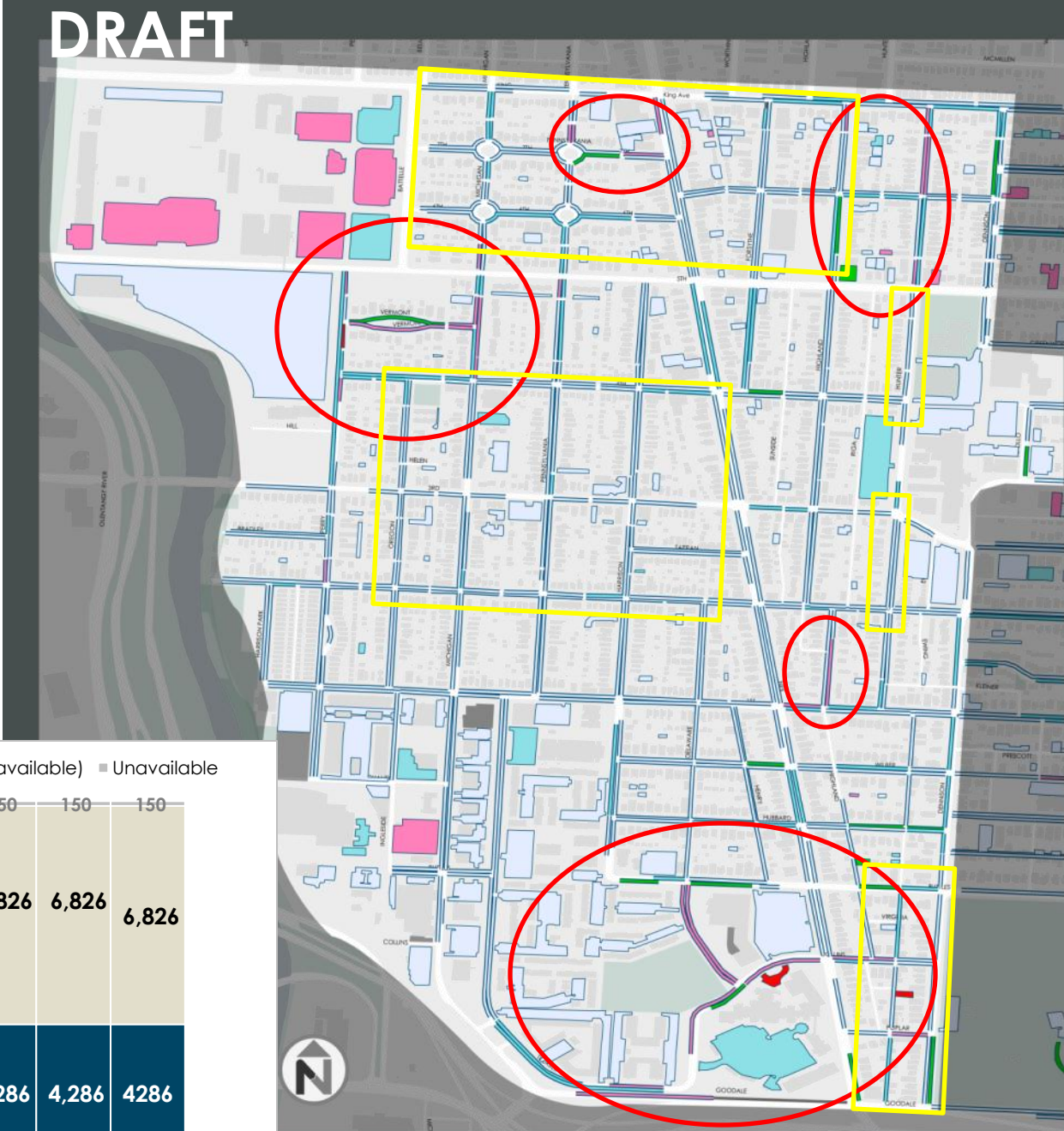
DRAFT



Harrison West / Victorian Village West Utilization- Thursday

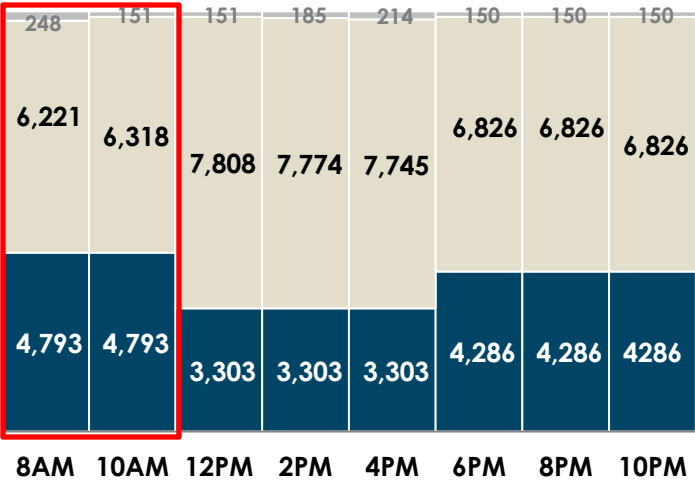
Harrison West/ Victorian Village West Thursday 8am to 12pm

DRAFT



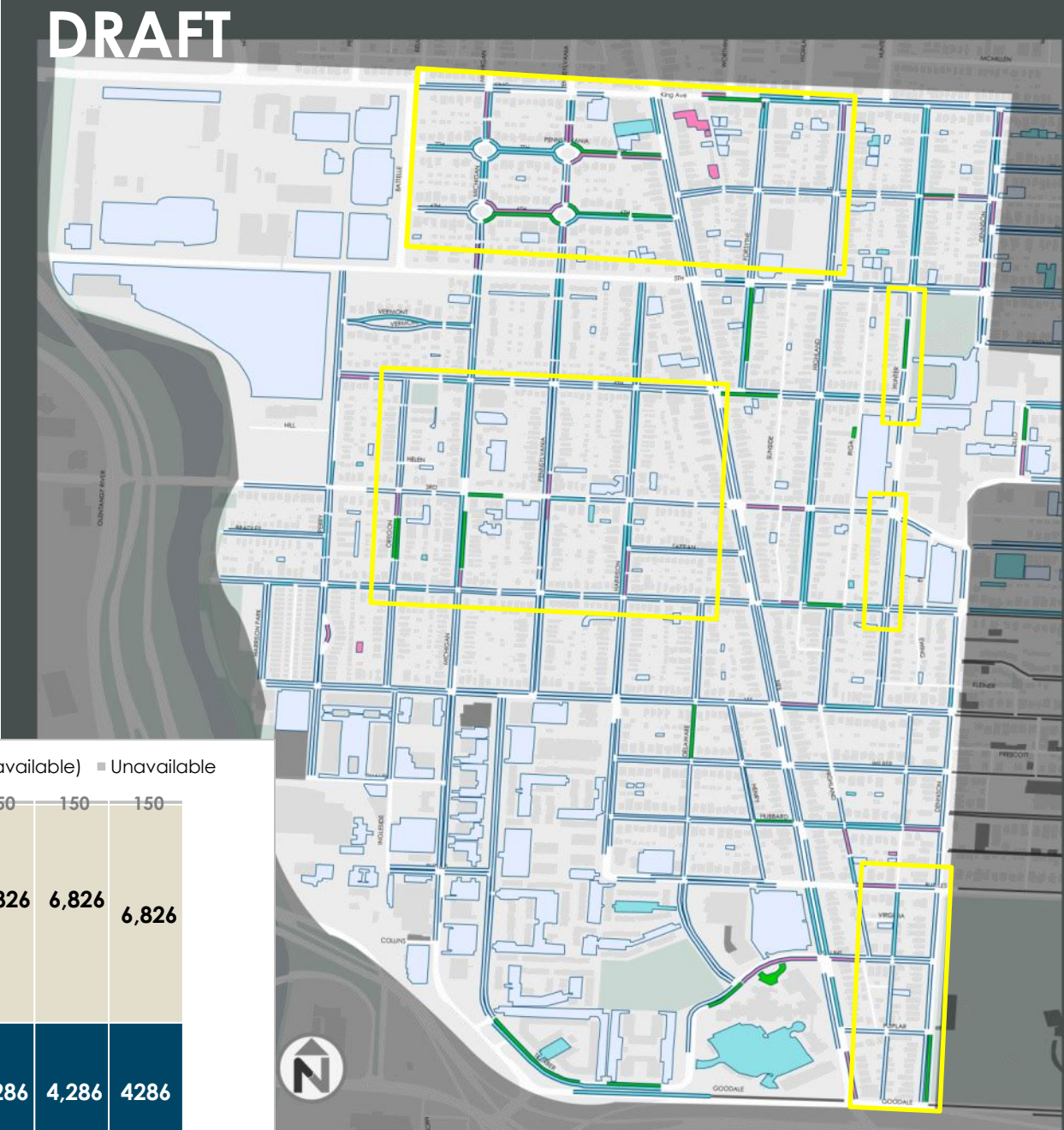
DRAFT

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



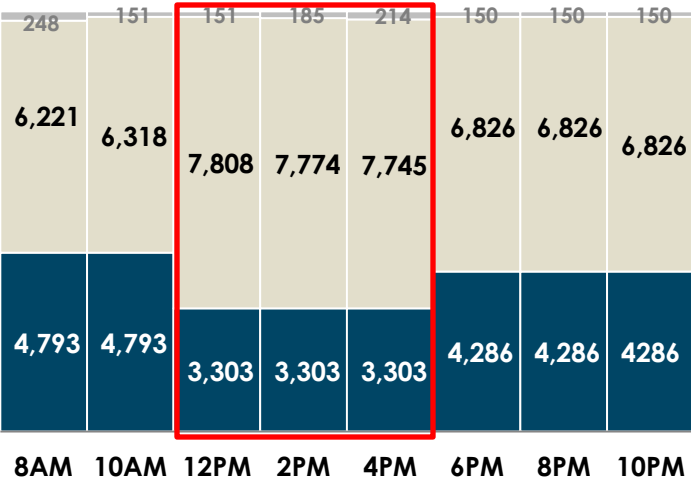
Harrison West/ Victorian Village West Thursday 1pm to 5pm

DRAFT



DRAFT

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



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

Morning-

- pockets of parking challenges

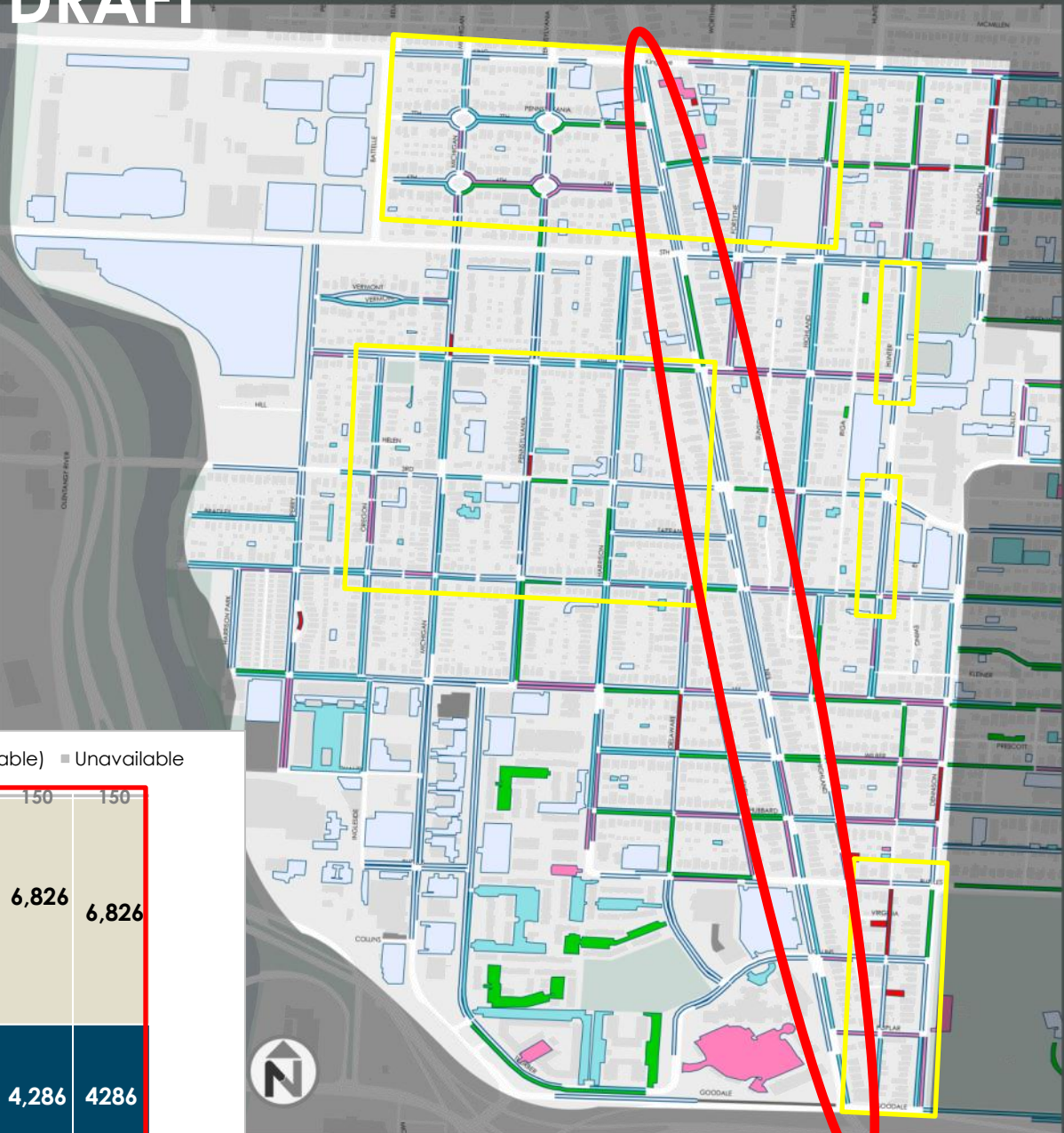
Mid-day-

- parking demand around edges

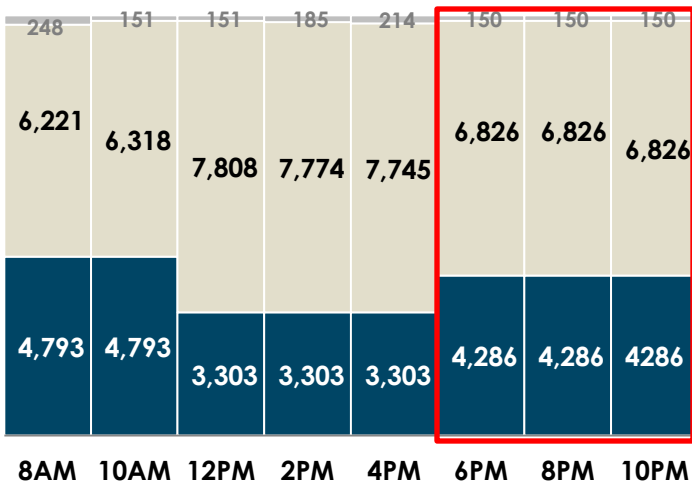
Evening-

- heavy utilization
- Little activity along Neil Avenue

DRAFT



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

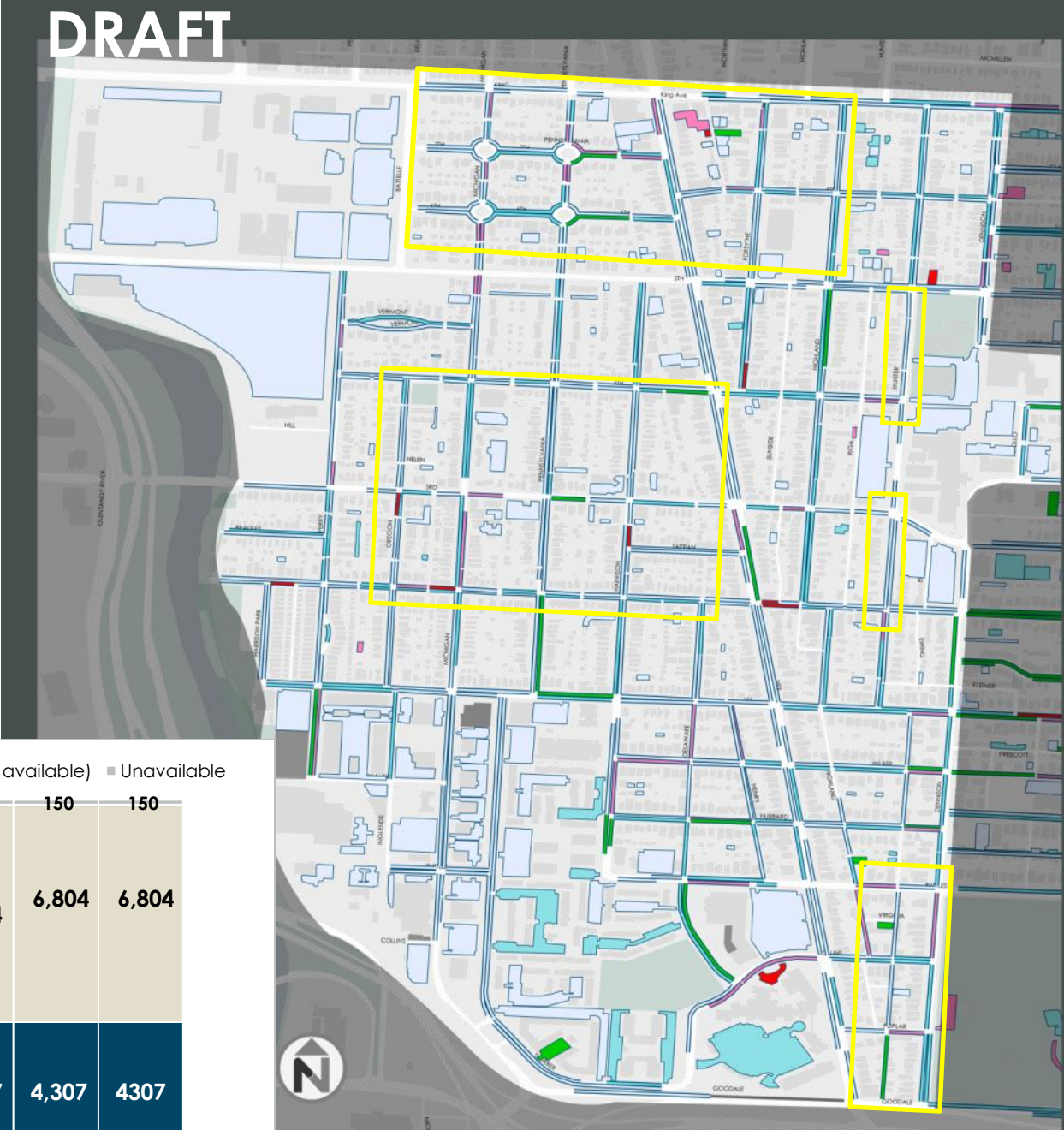


VICTORIAN VILLAGE- PARKING UTILIZATION THURSDAY 6PM - 10PM

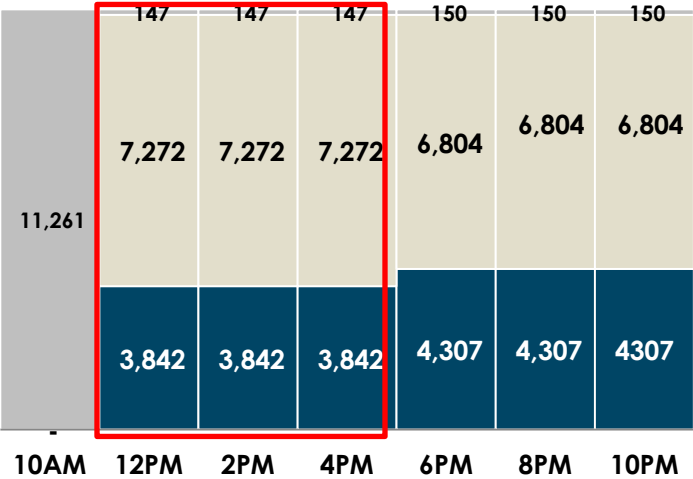
Harrison West / Victorian Village West Utilization- Saturday

Harrison West/ Victorian Village West Saturday 12pm to 4pm

DRAFT



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



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

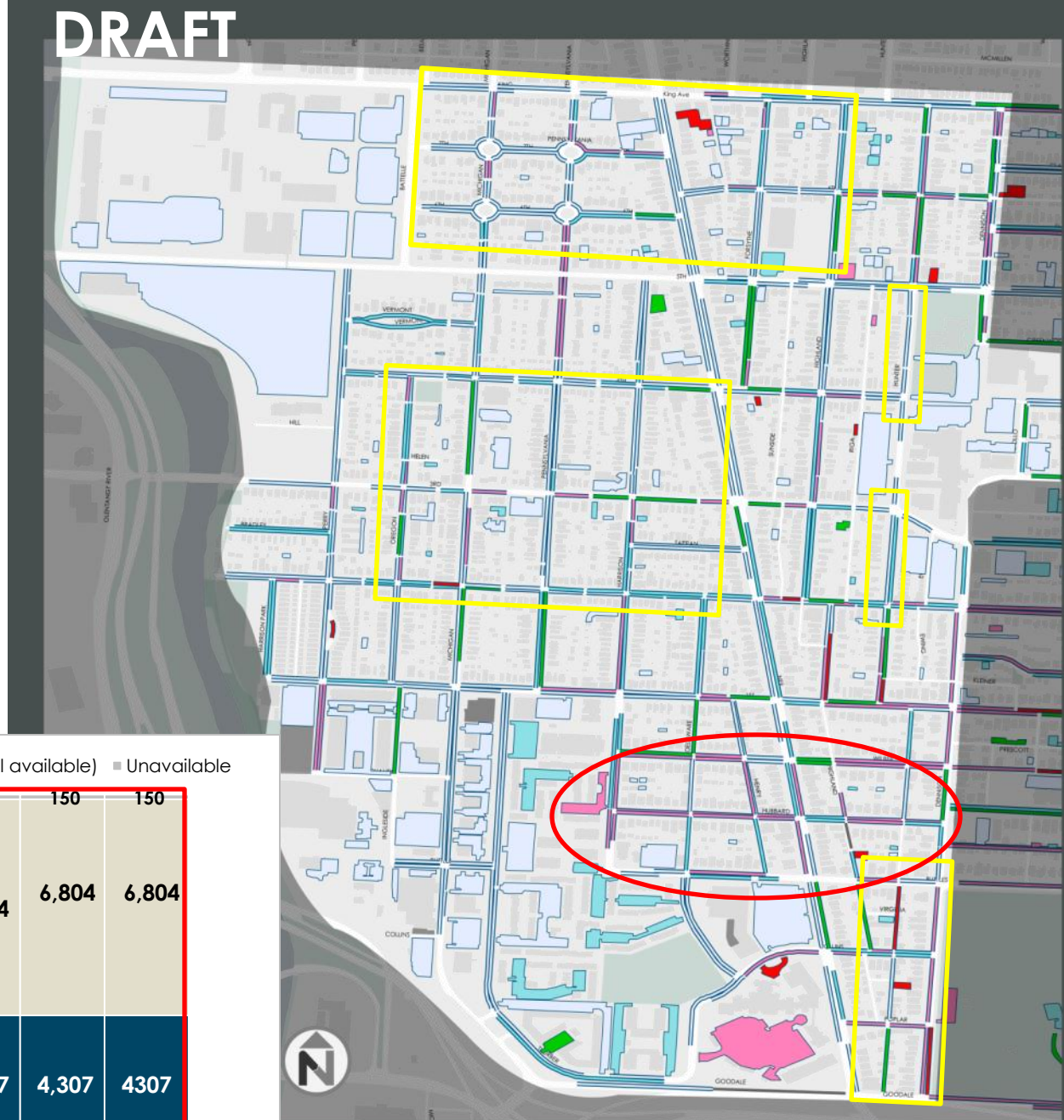
DRAFT

Midday-

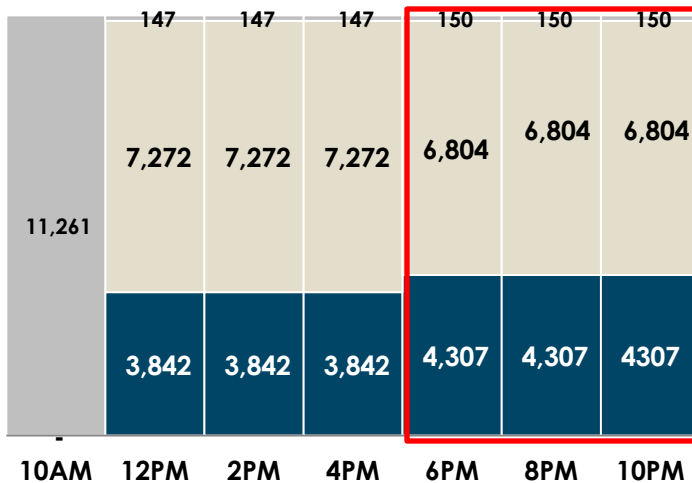
- Small pockets of demand

Evening-

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



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



VICTORIAN VILLAGE- PARKING UTILIZATION SATURDAY 6PM - 10PM

Downtown Utilization- Thursday

Downtown Thursday 8am to 12pm



■ 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	872	945	945	911	1,585	1,567	1,562
1,561	1,561	1,488	1,488	1,488	837	837	837
8AM	10AM	12PM	2PM	4PM	6PM	8PM	10PM



DOWNTOWN- PARKING UTILIZATION THURSDAY 8AM-12PM
MAY 12, 2014

Downtown Thursday 1pm to 5pm



■ 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	872	945	945	911	1,585	1,567	1,562
1,561	1,561	1,488	1,488	1,488	837	837	837
8AM	10AM	12PM	2PM	4PM	6PM	8PM	10PM



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	872	945	945	911	1,585	1,567	1,562
1,561	1,561	1,488	1,488	1,488	837	837	837
8AM	10AM	12PM	2PM	4PM	6PM	8PM	10PM



Downtown Utilization- Saturday

Downtown Saturday 12pm to 4pm



■ 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%	41%	41%	41%
10AM	12PM	2PM	4PM	6PM	8PM	10PM

DOWNTOWN- PARKING UTILIZATION SATURDAY 12PM-4PM
MAY 12, 2014

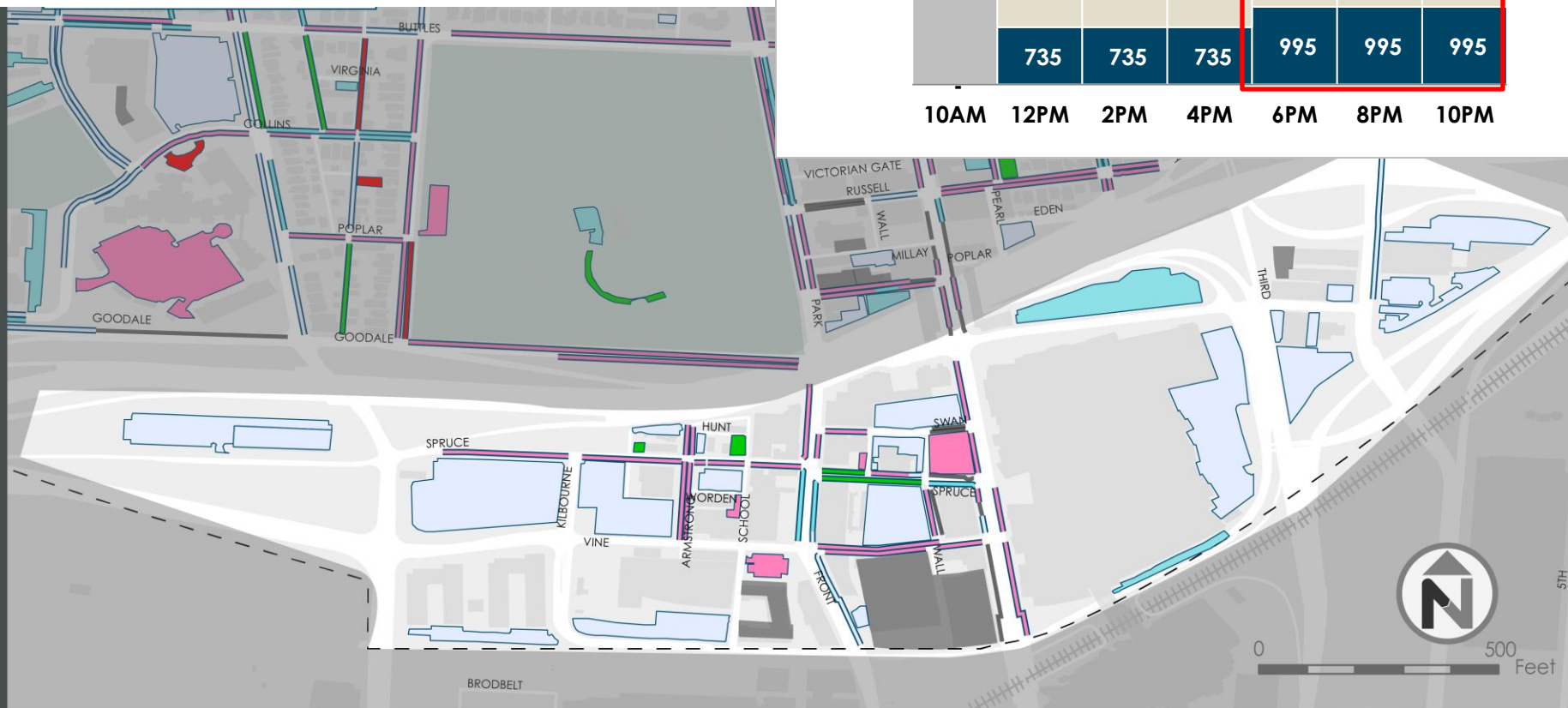
Downtown Saturday 6pm to 10pm

Overall comments

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

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

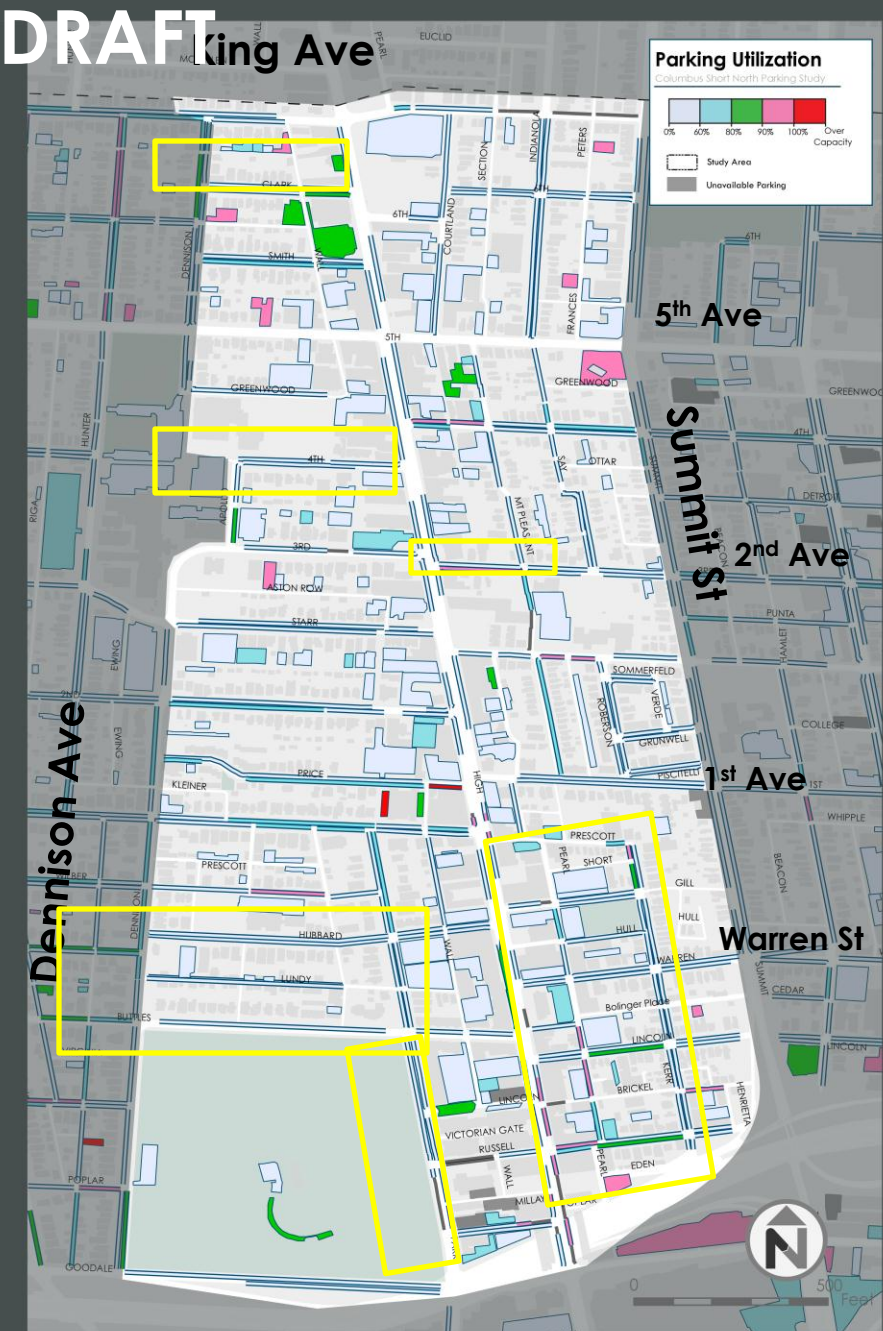
4,614		2,181	2,181	2,181	2,192	2,192	2,192
		1,698	1,698	1,698	1,427	1,427	1,427
		735	735	735	995	995	995
	10AM	12PM	2PM	4PM	6PM	8PM	10PM



High Street Utilization- Thursday

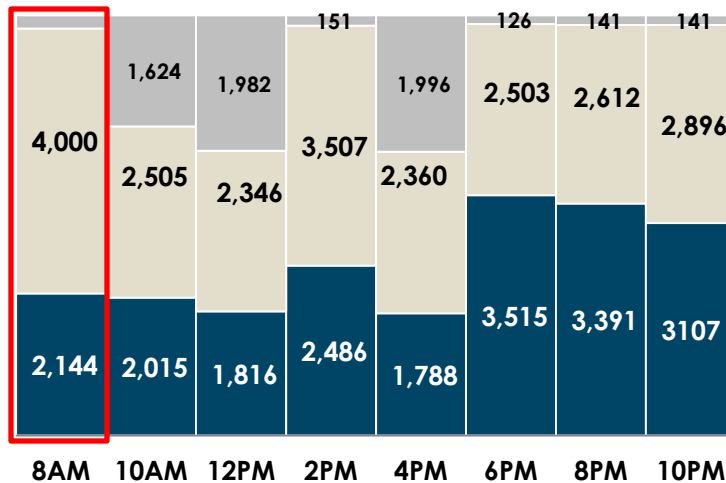
High Street Thursday 8am

DRAFT



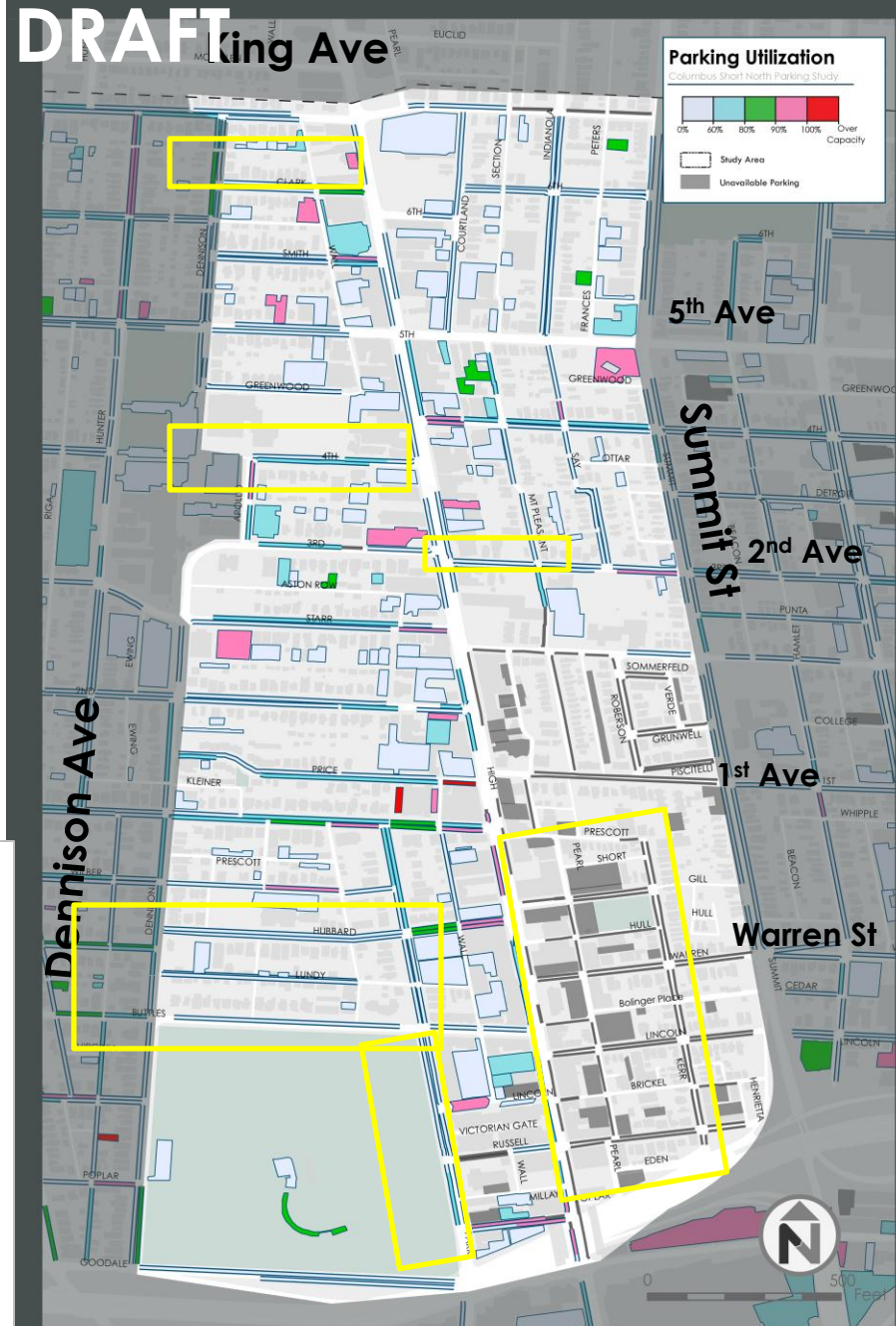
DRAFT

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



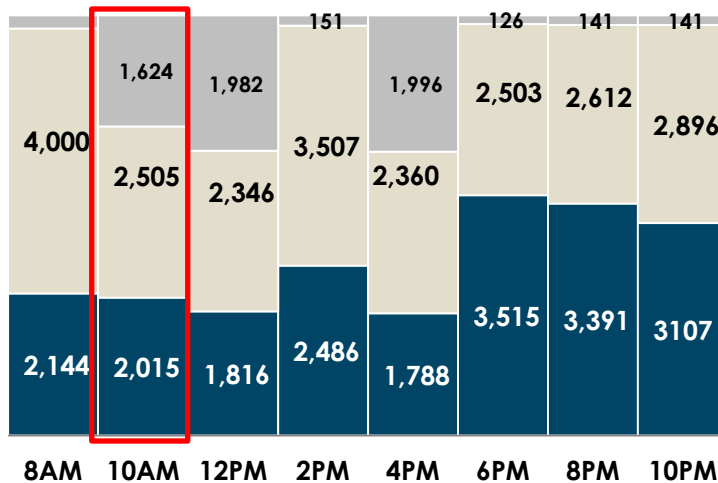
High Street Thursday 10am

DRAFT



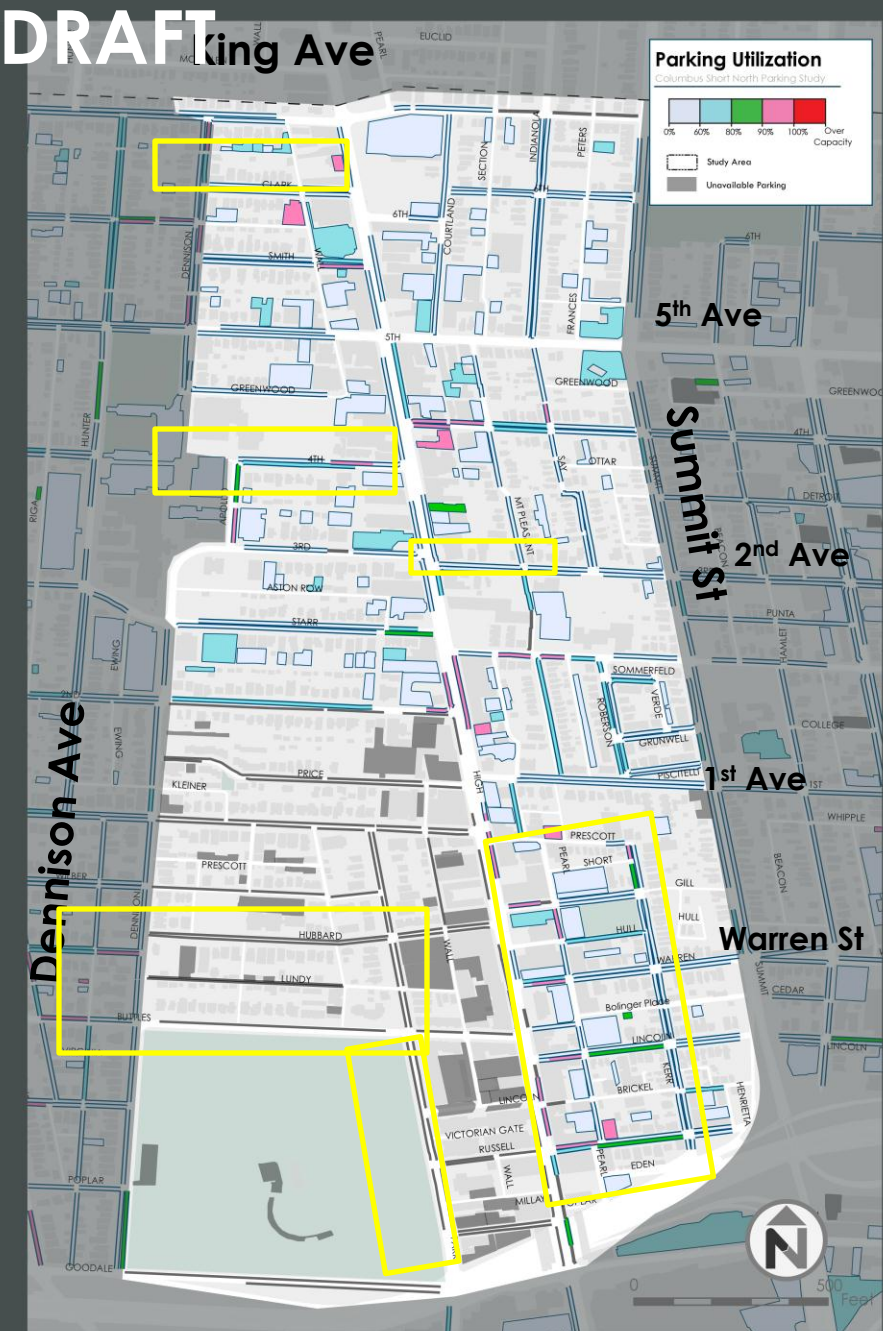
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■ Occupied (% of total available) ■ Vacant (% of total available) ■ Unavailable



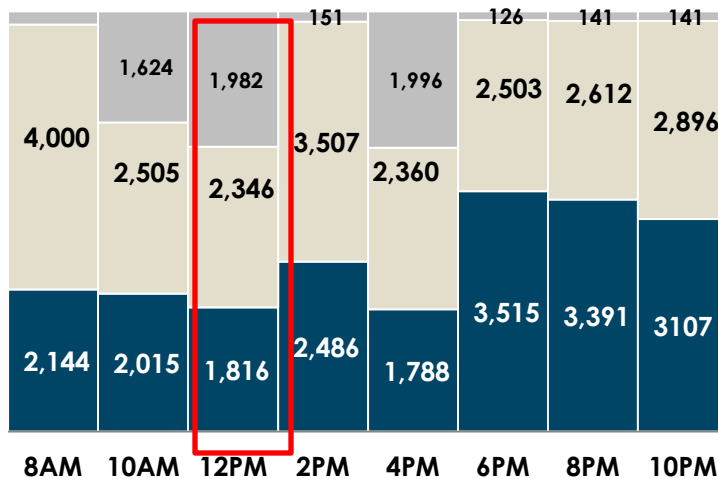
High Street Thursday 12pm

DRAFT



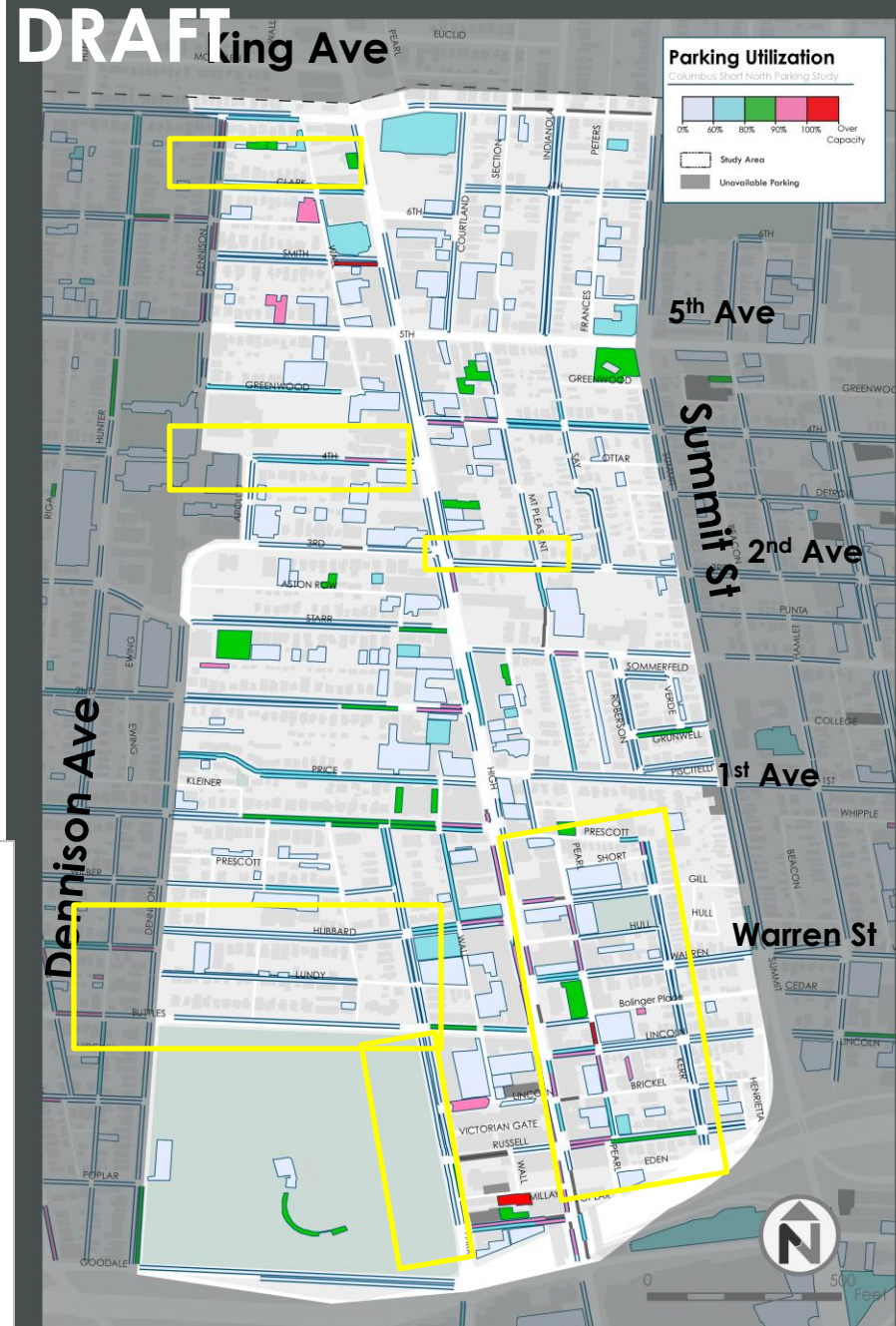
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■ Occupied (% of total available) ■ Vacant (% of total available) ■ Unavailable



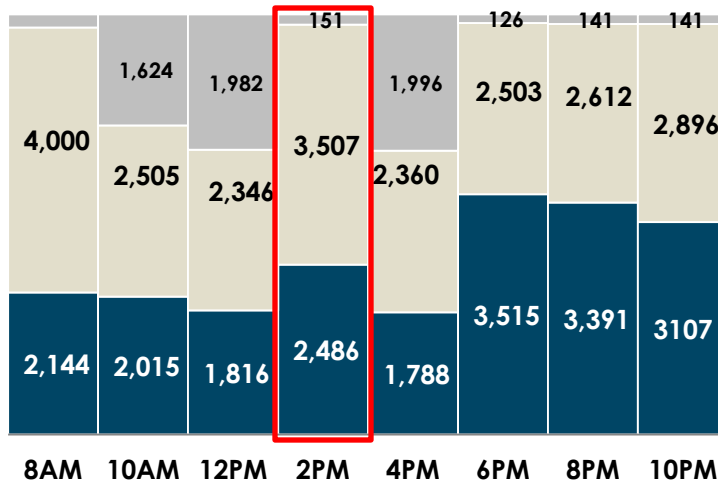
High Street Thursday 2pm

DRAFT



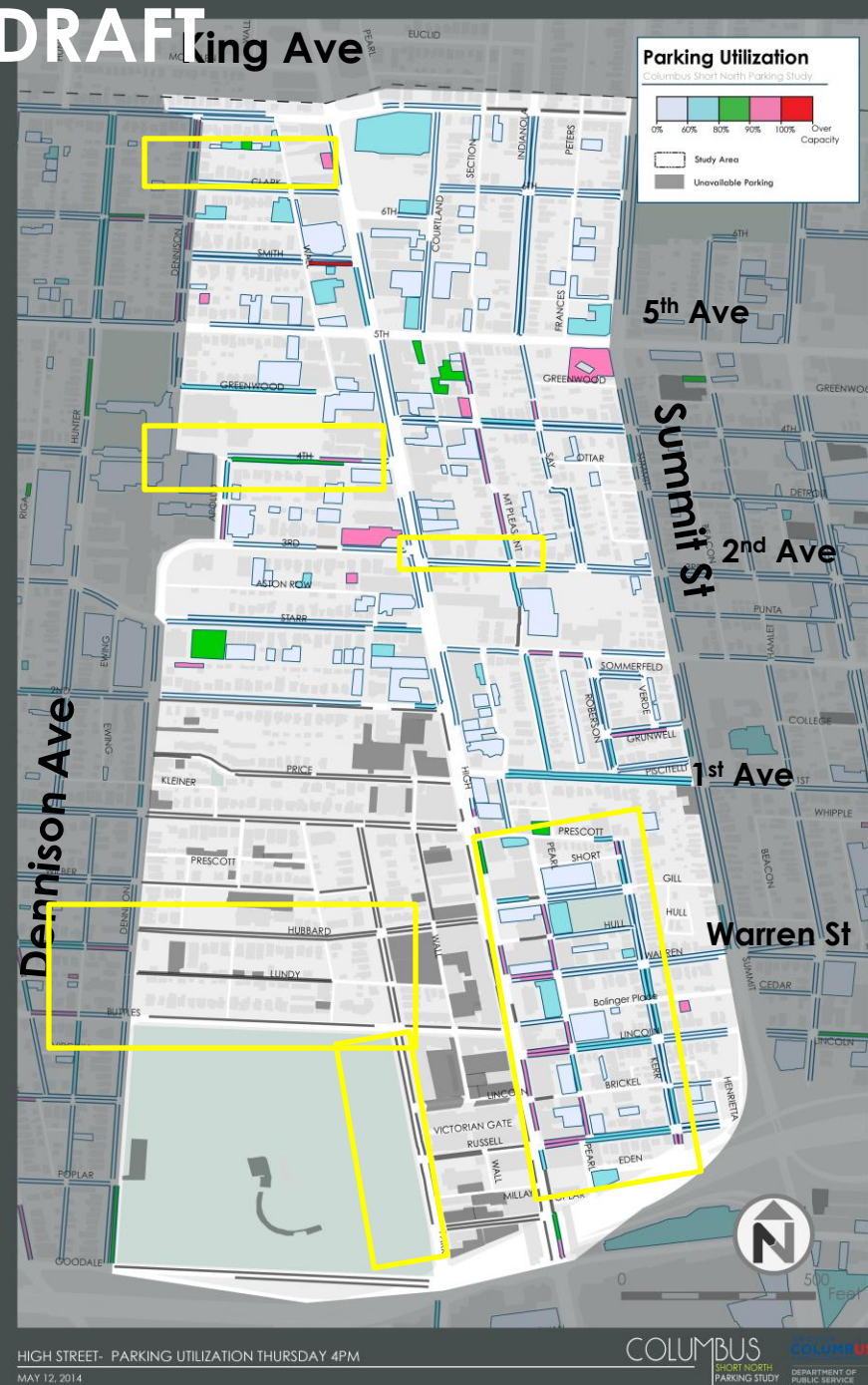
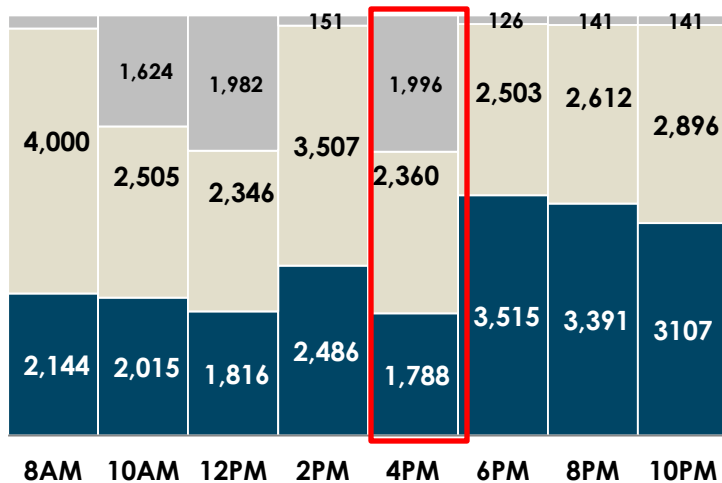
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■ Occupied (% of total available) ■ Vacant (% of total available) ■ Unavailable



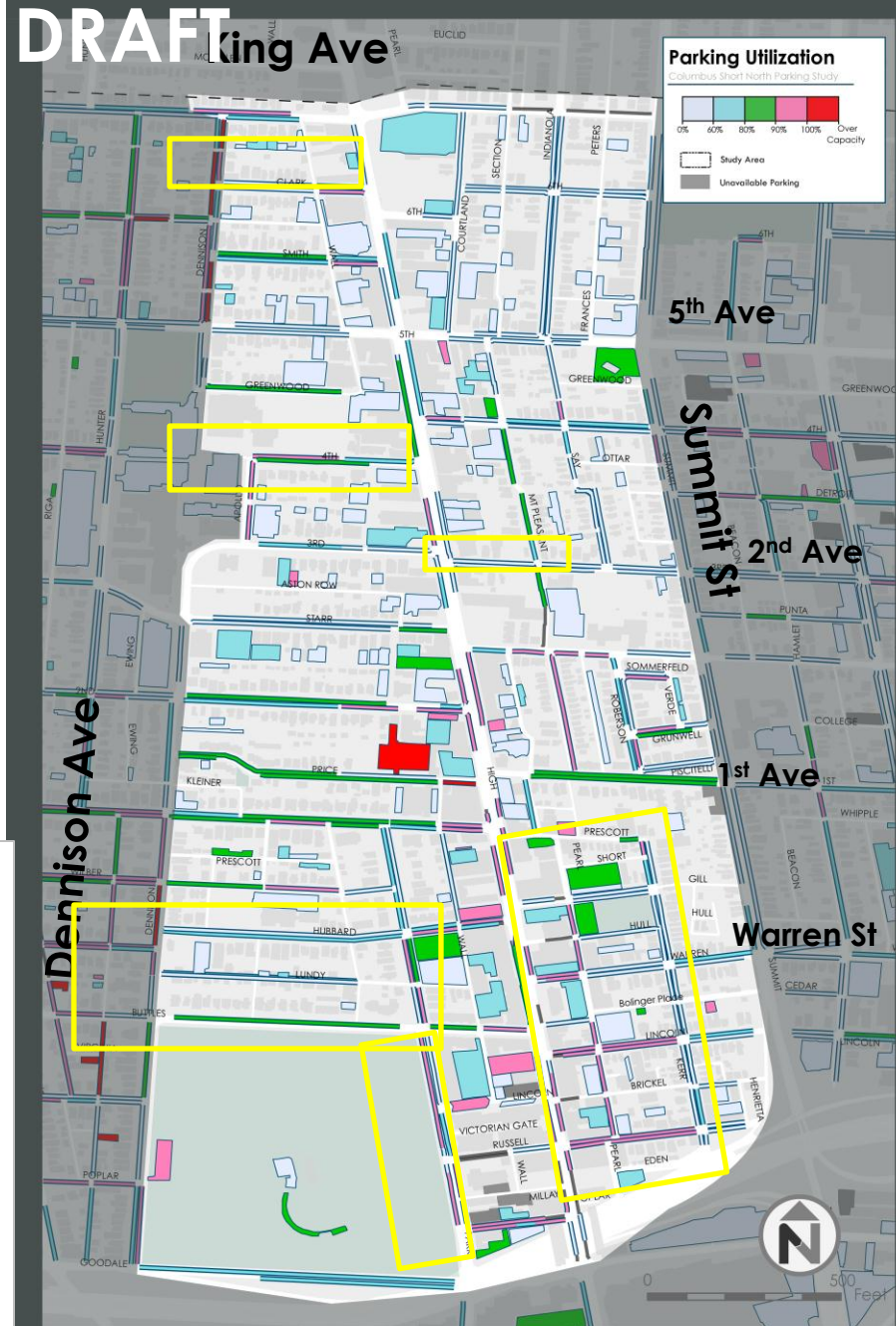
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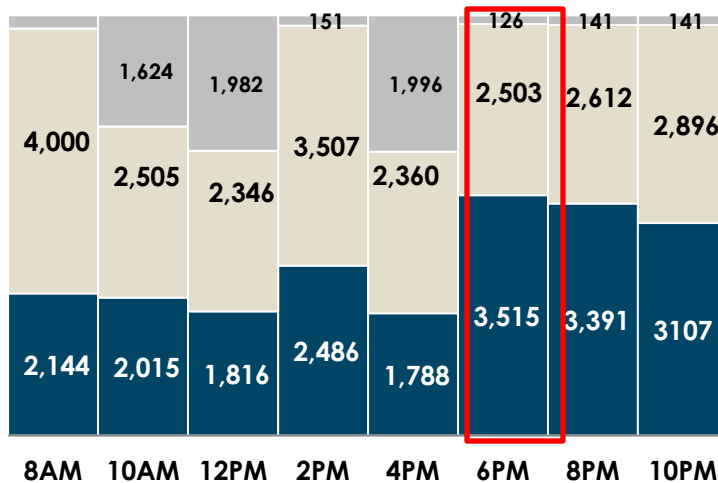
High Street Thursday 6pm

DRAFT



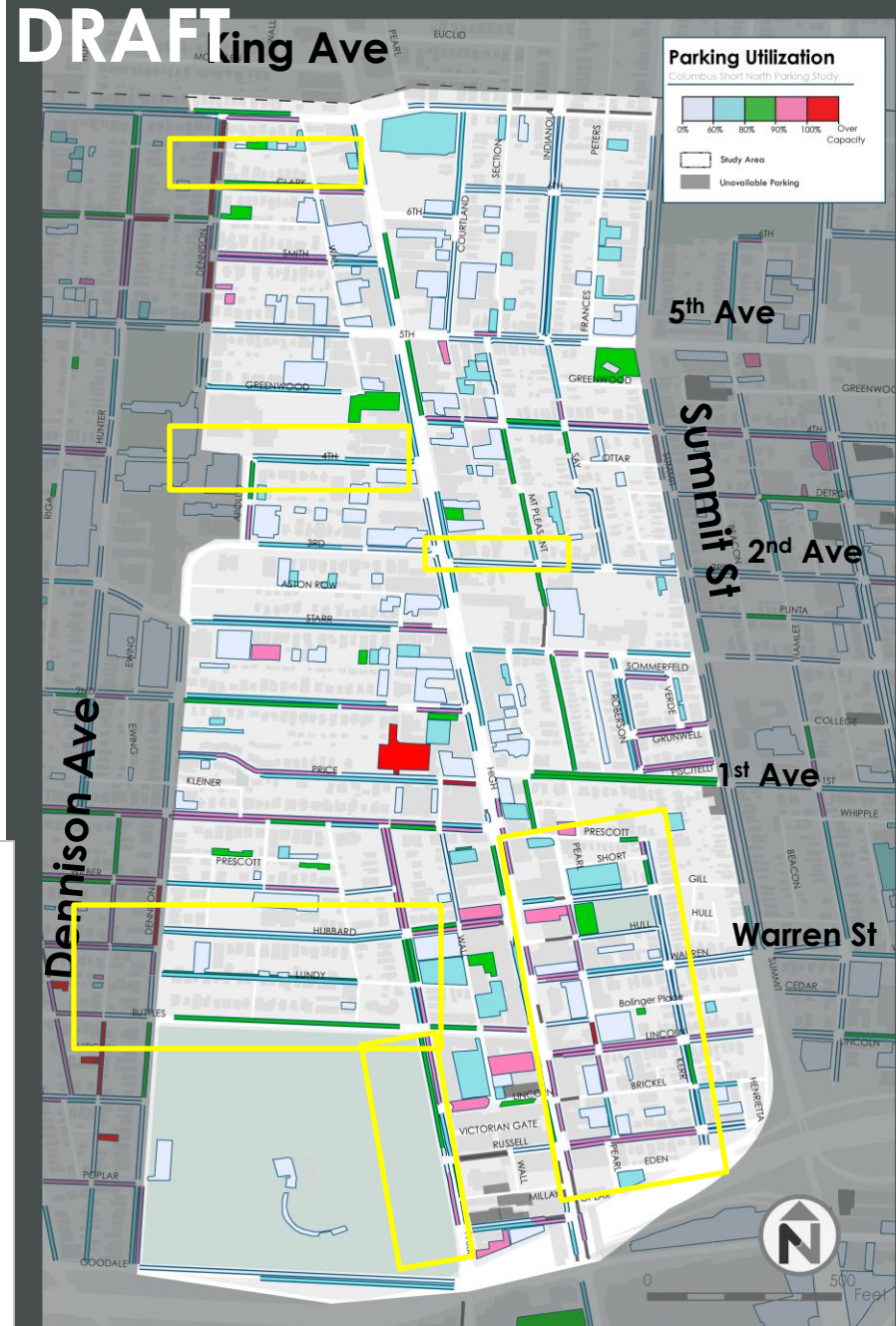
DRAFT

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



High Street Thursday 8pm

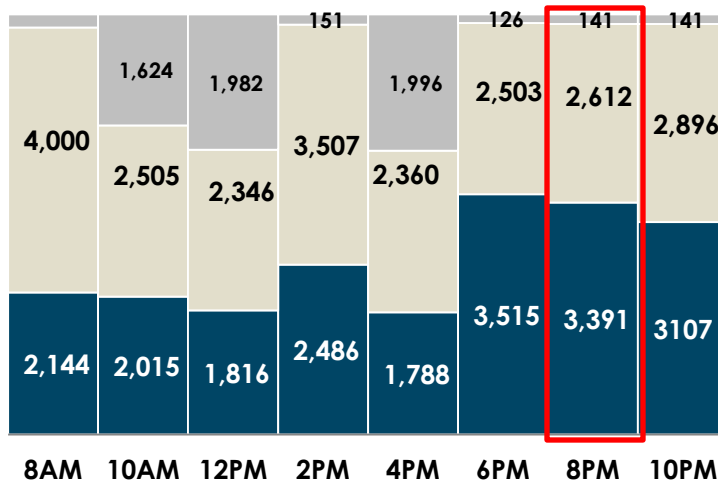
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HIGH STREET - PARKING UTILIZATION THURSDAY 8PM
MAY 12, 2014

DRAFT

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

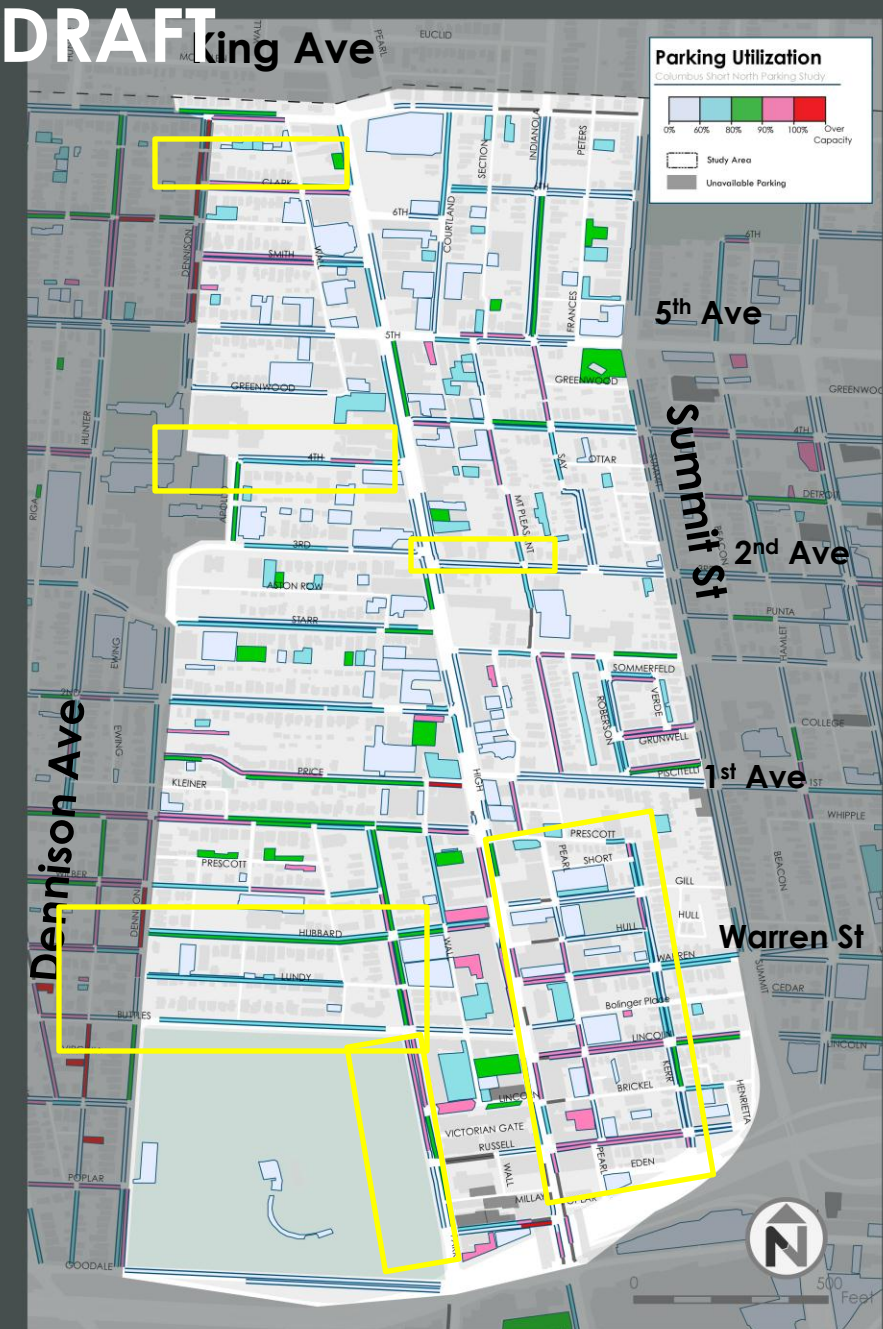


High Street Thursday 10pm

Overall Day

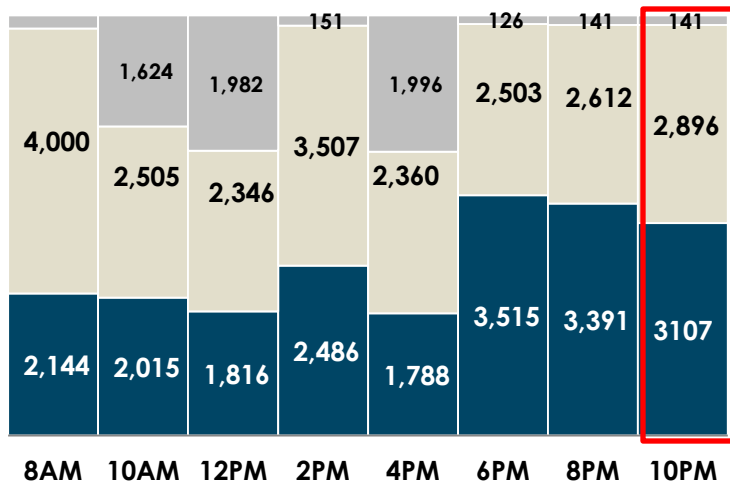
- Limited impacts during the morning and early afternoon
- Many other pockets of activity
- Around the afternoon (noon) High Street south of 1st is concentrated
- Around 6pm to 12am demand is spreading into neighborhoods

DRAFT



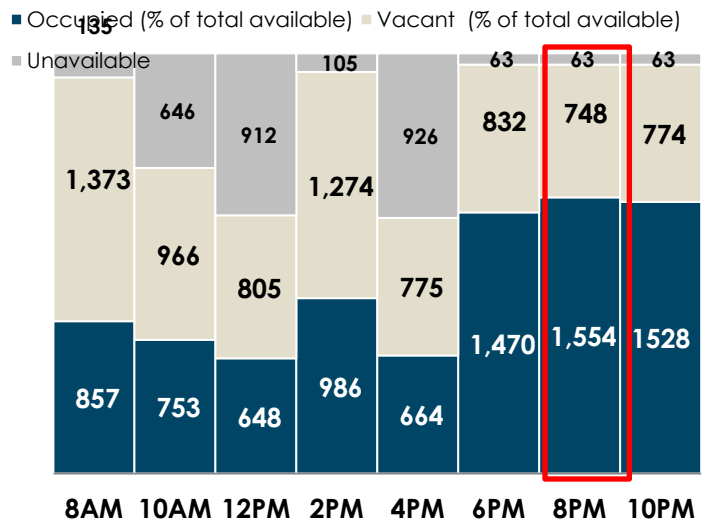
DRAFT

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

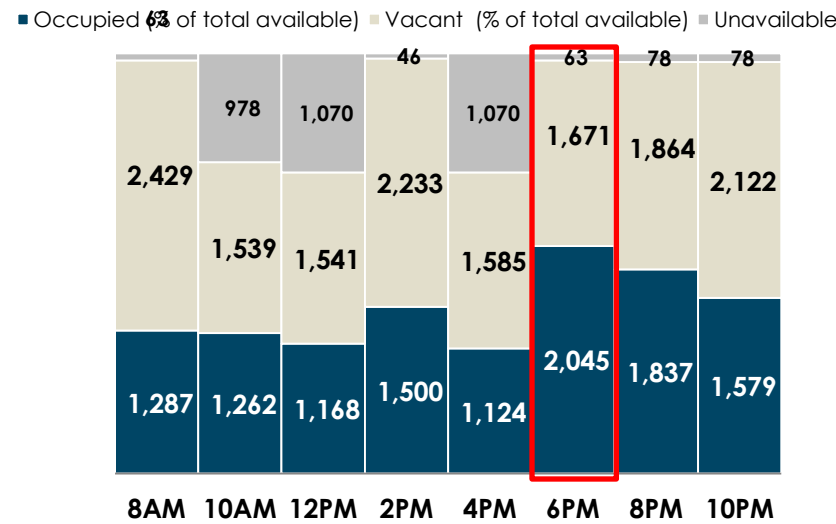


Thursday Utilization

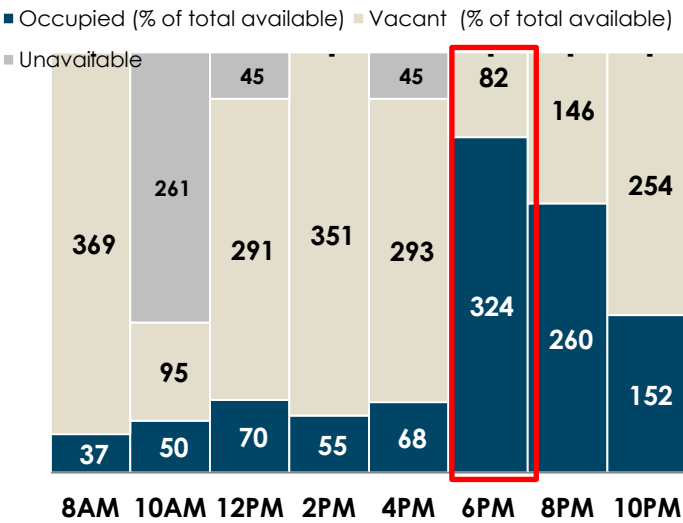
On-Street



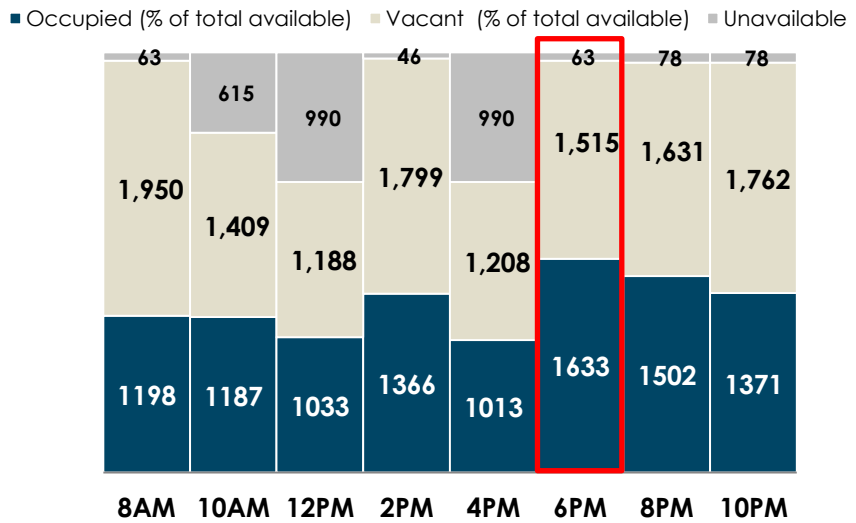
Off-Street



Public Off-Street



Private Off-Street

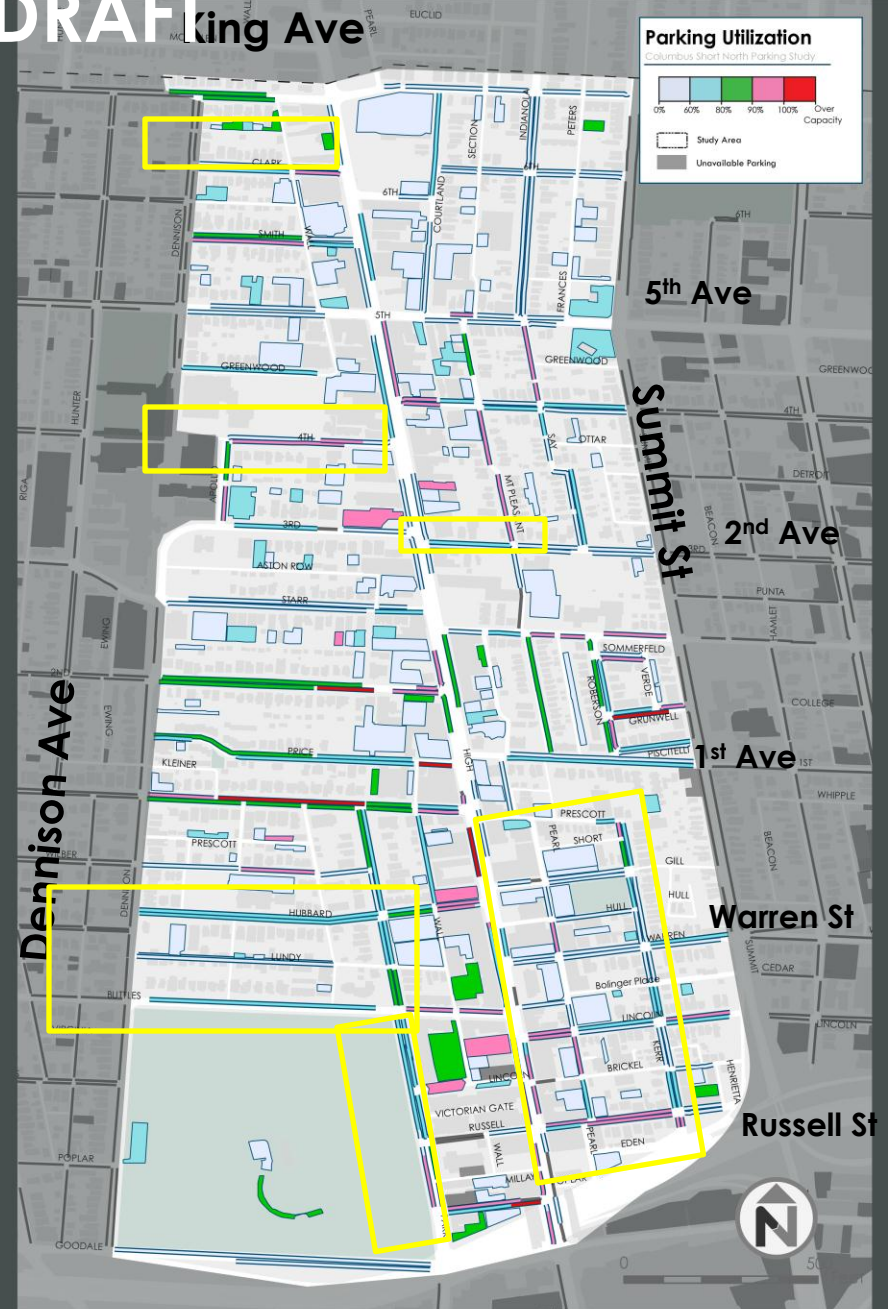
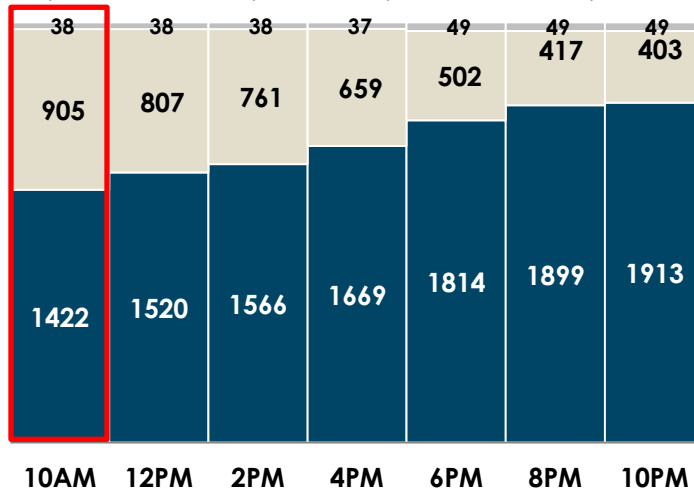


High Street Utilization- Saturday

High Street Saturday 10am

DRAFT

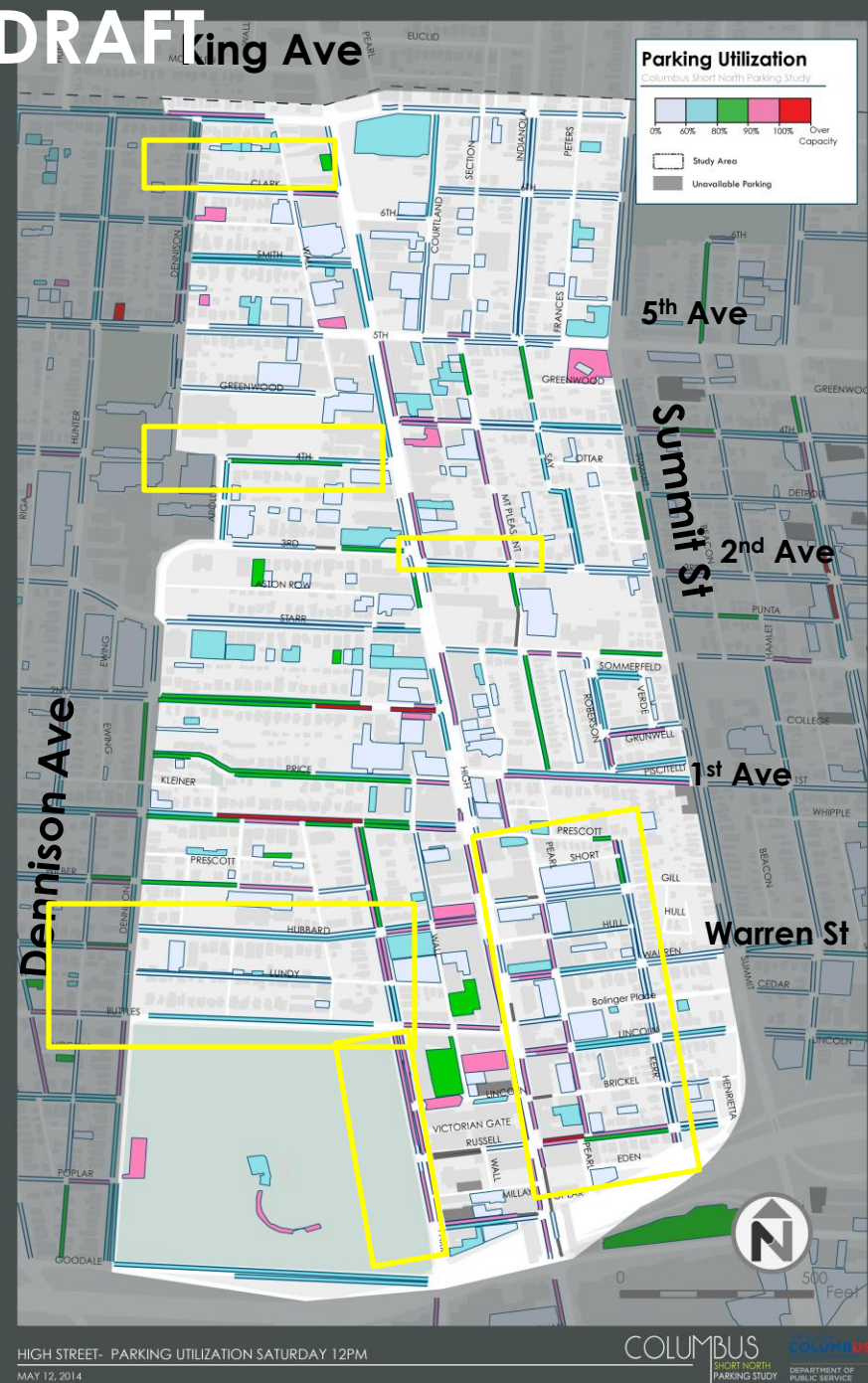
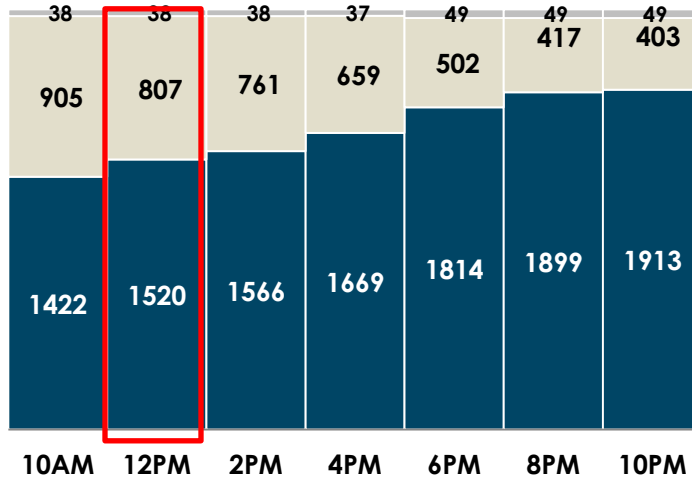
■ Occupied (% of total available) ■ Vacant (% of total available) ■ Unavailable



High Street Saturday 12pm

DRAFT

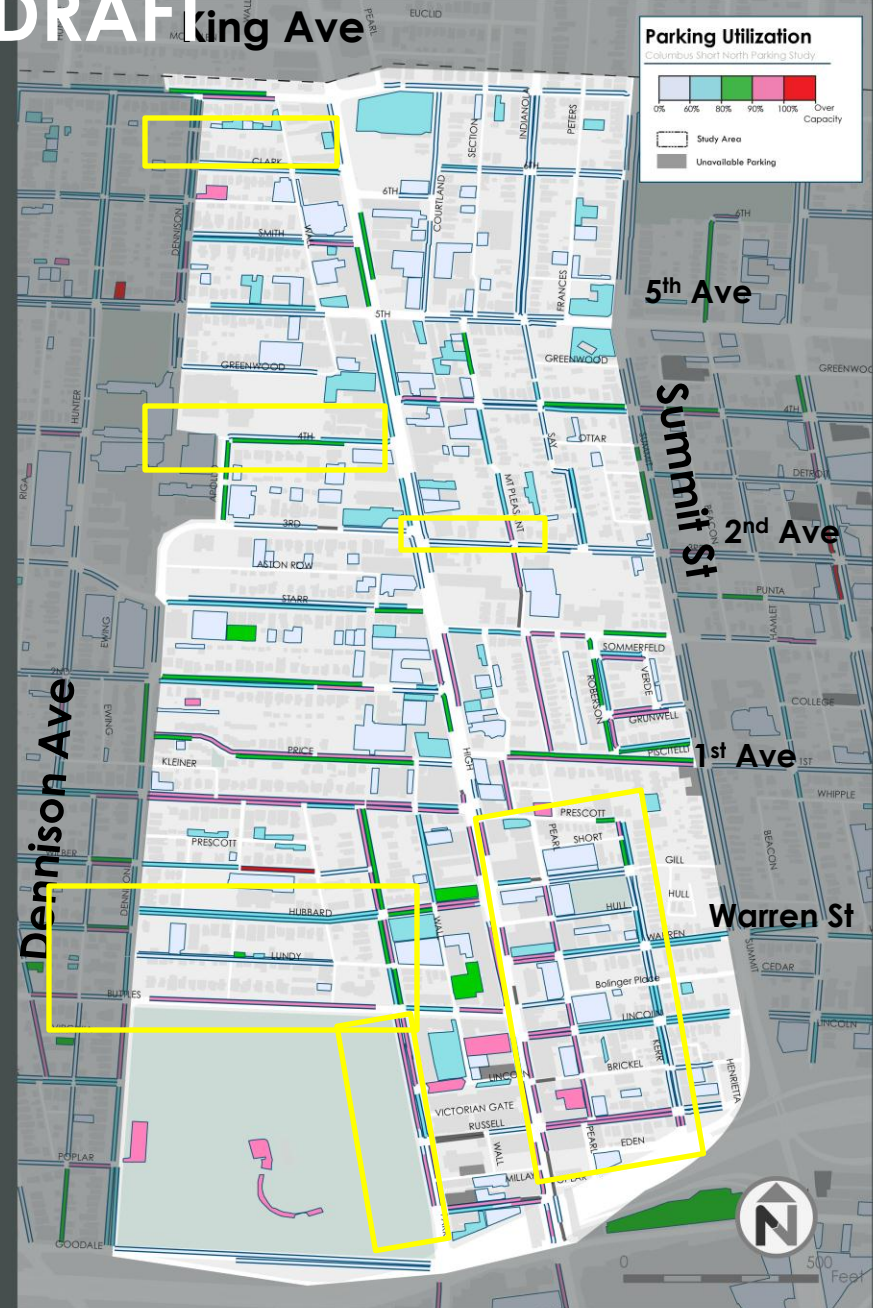
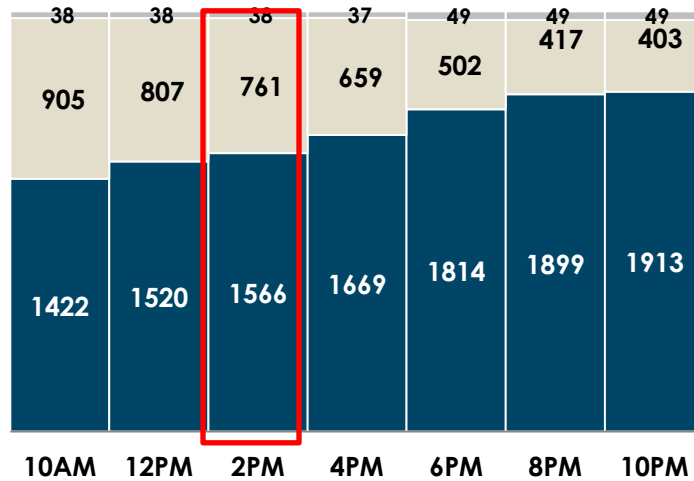
■ Occupied (% of total available) ■ Vacant (% of total available) ■ Unavailable



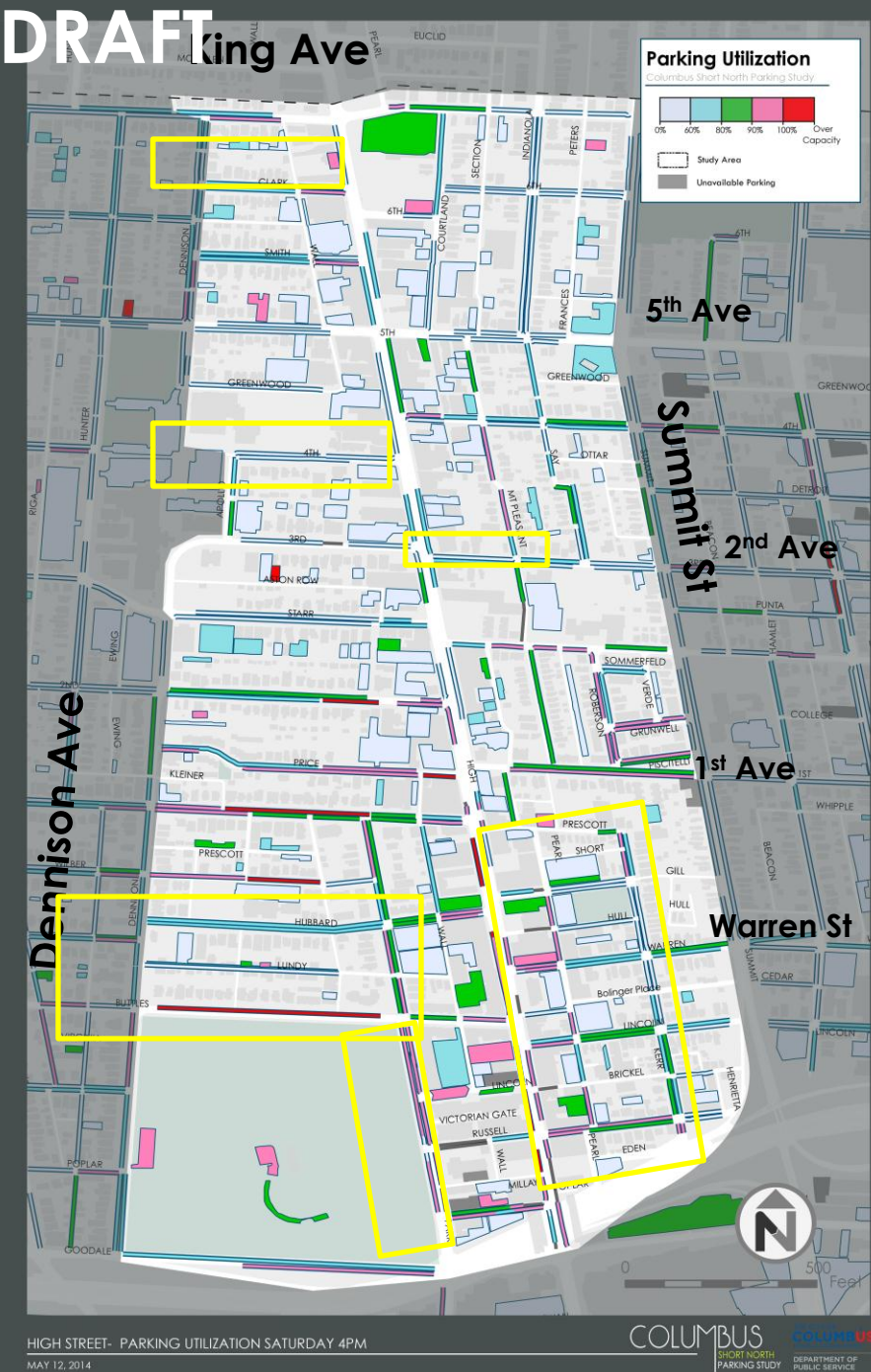
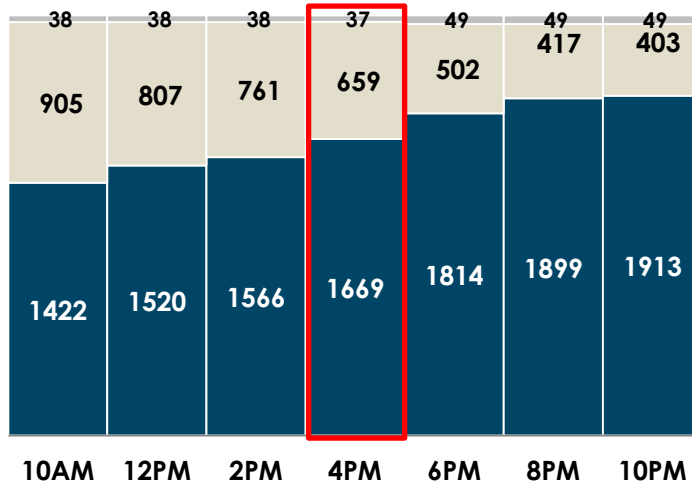
High Street Saturday 2pm

DRAFT

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



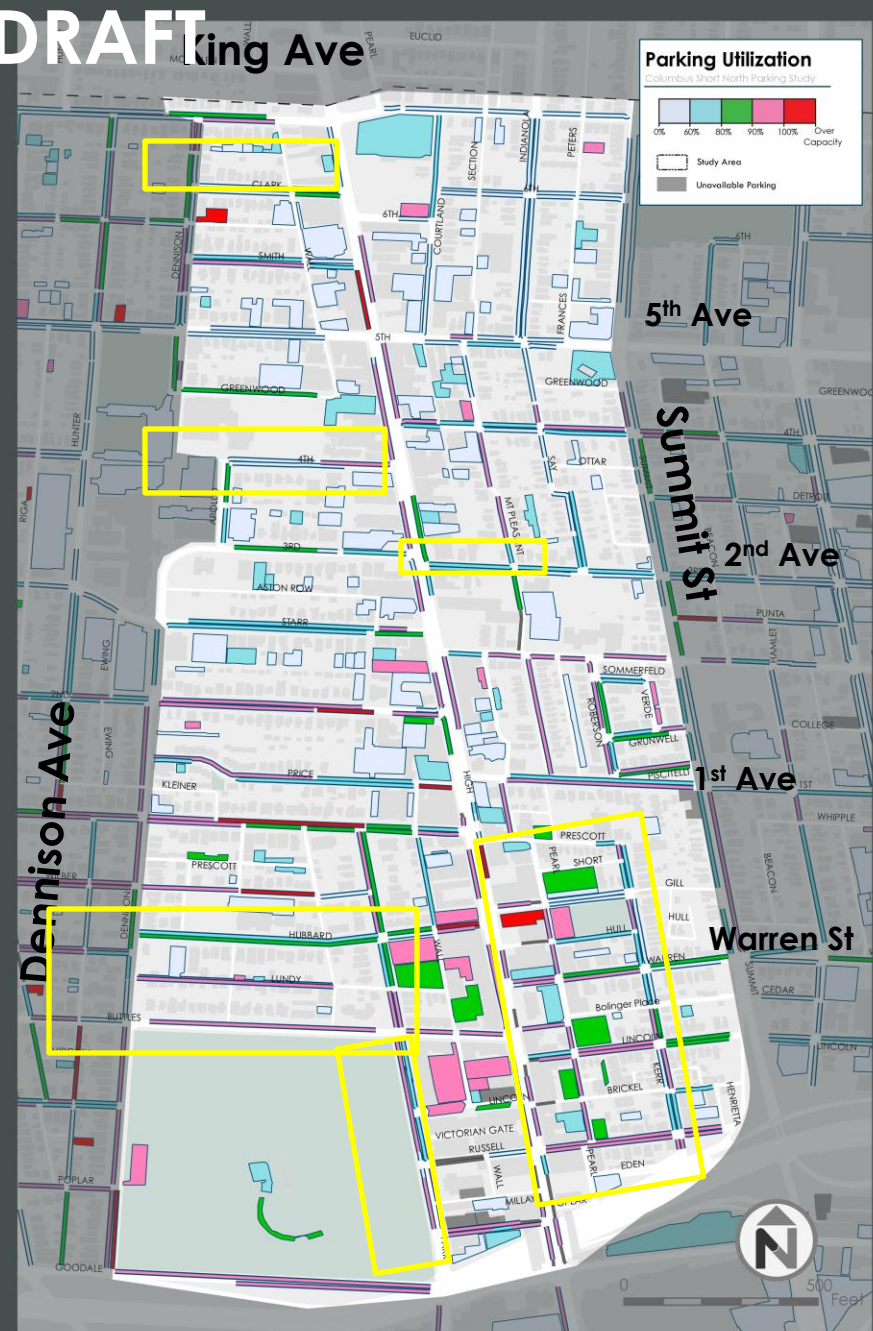
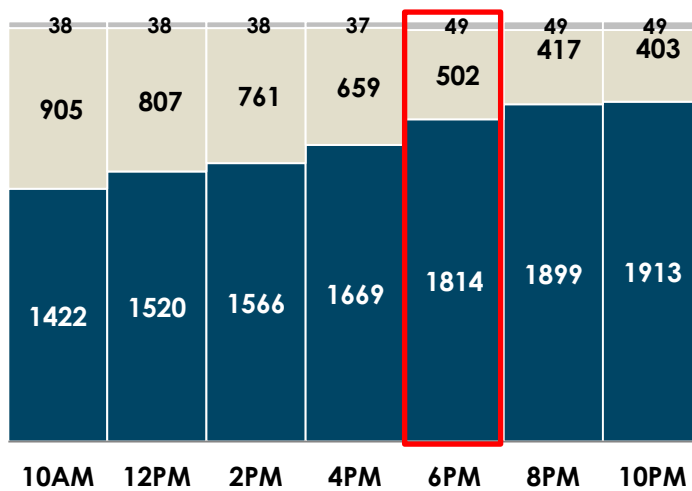
DRAFT



High Street Saturday 6pm

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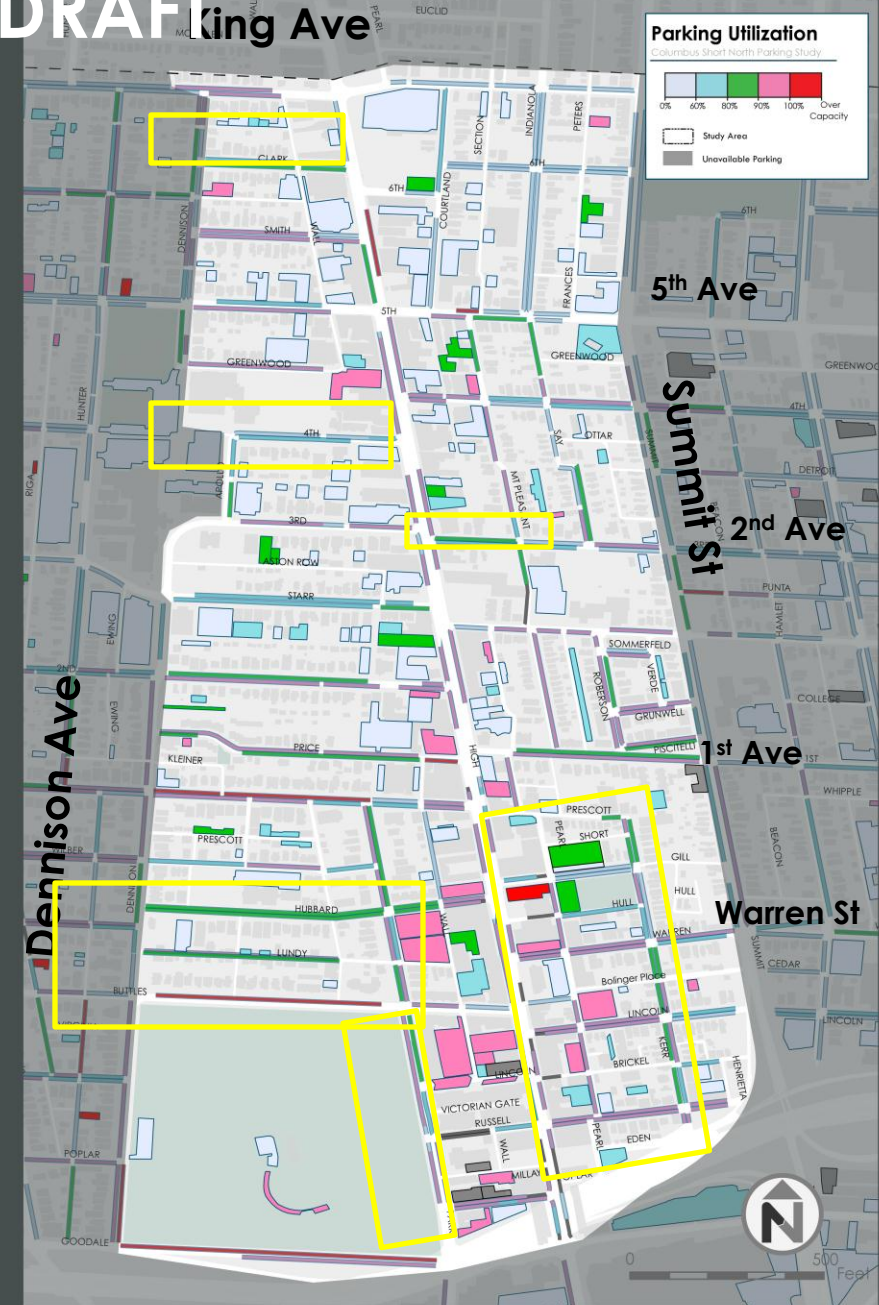
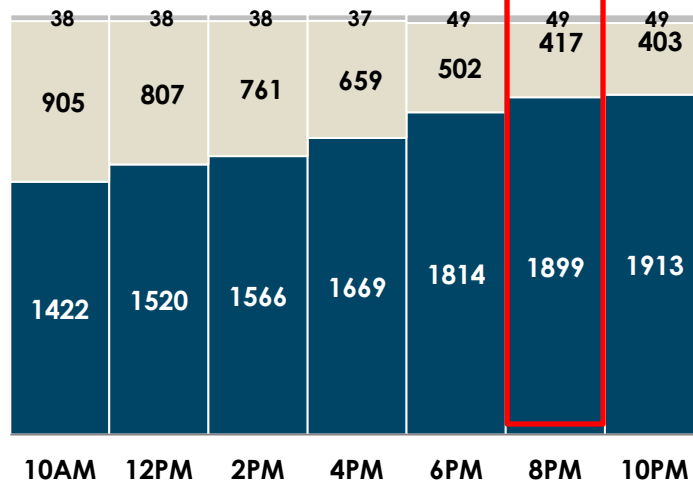
■ Occupied (% of total available) ■ Vacant (% of total available) ■ Unavailable



High Street Saturday 8pm

DRAFT

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



High Street Saturday 10pm

DRAFT

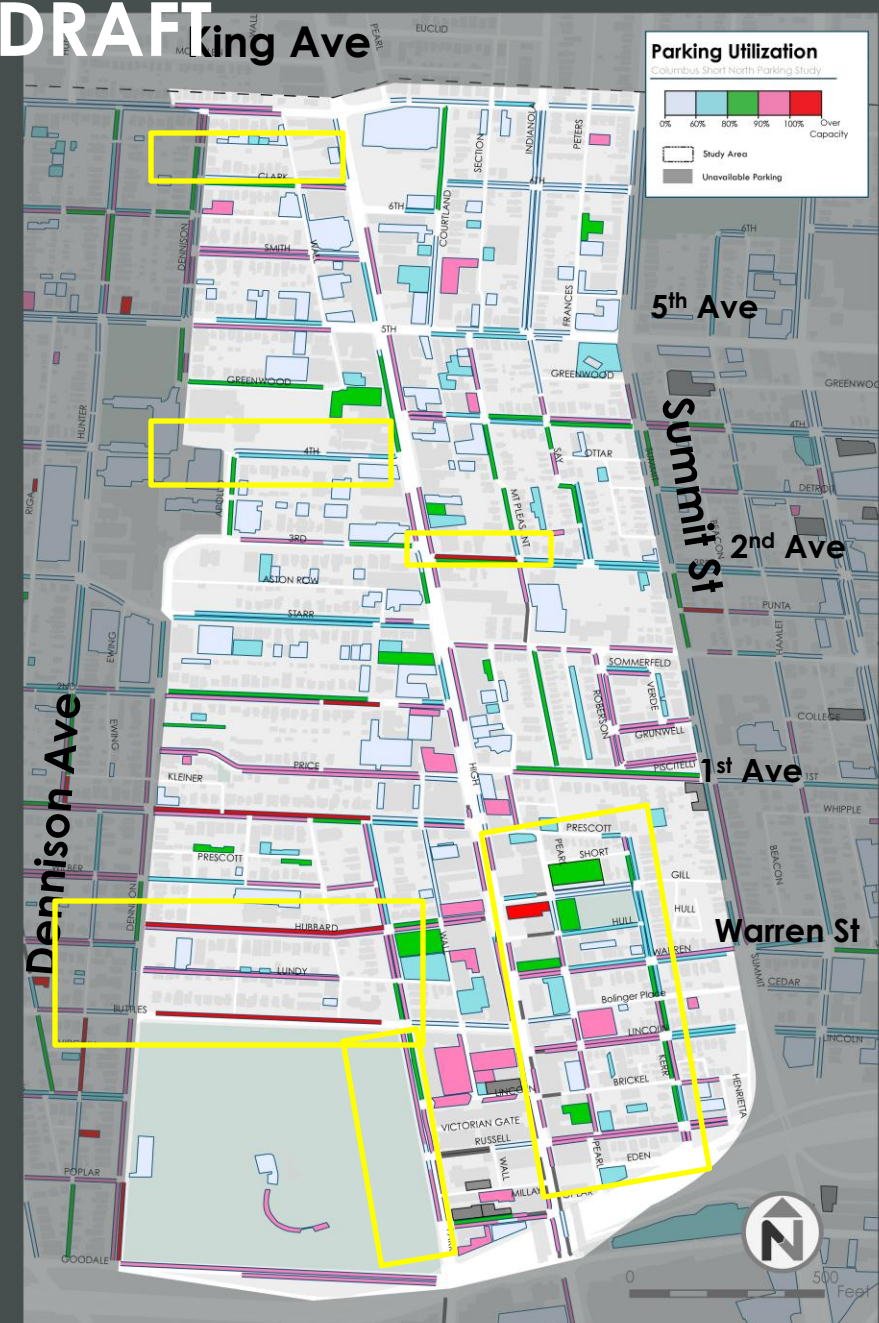
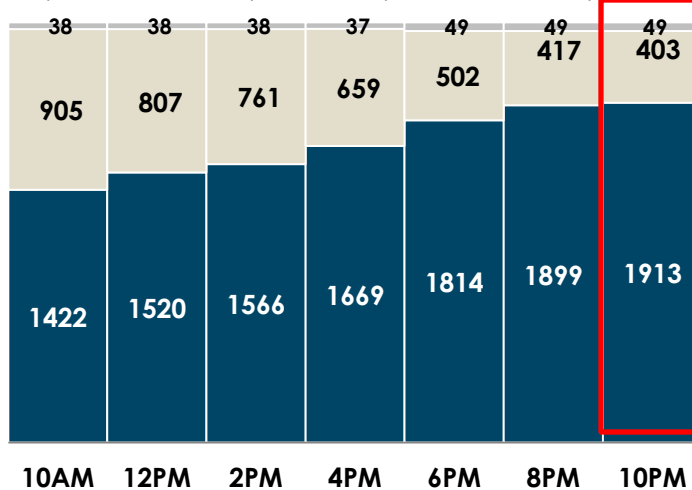
12pm to 4pm

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

6pm to 10pm

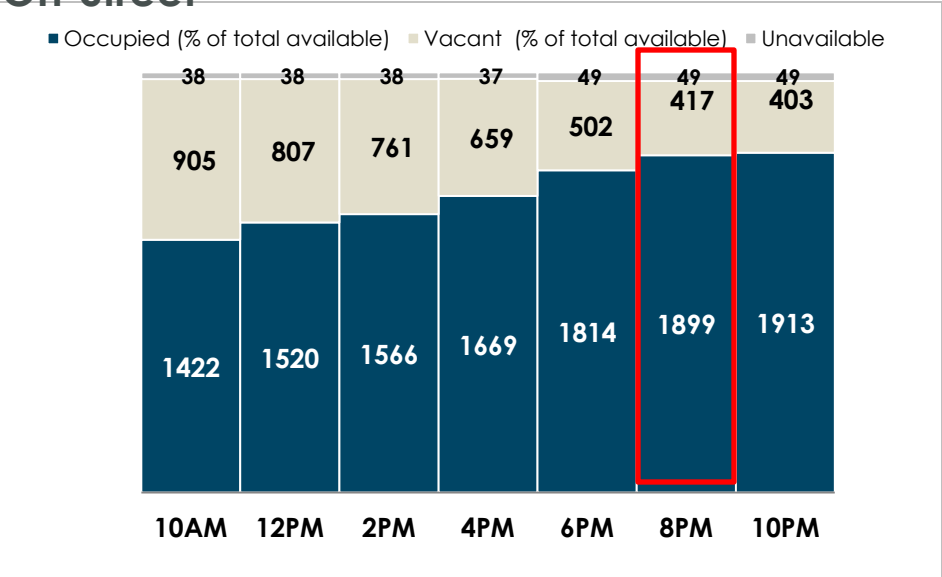
- Highest period of demand for the day and compared to Thursday
- On-street parking demand is spilling into neighborhoods
- Availability of off-street is in high demand
 - Difference in lots north and south along High Street

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

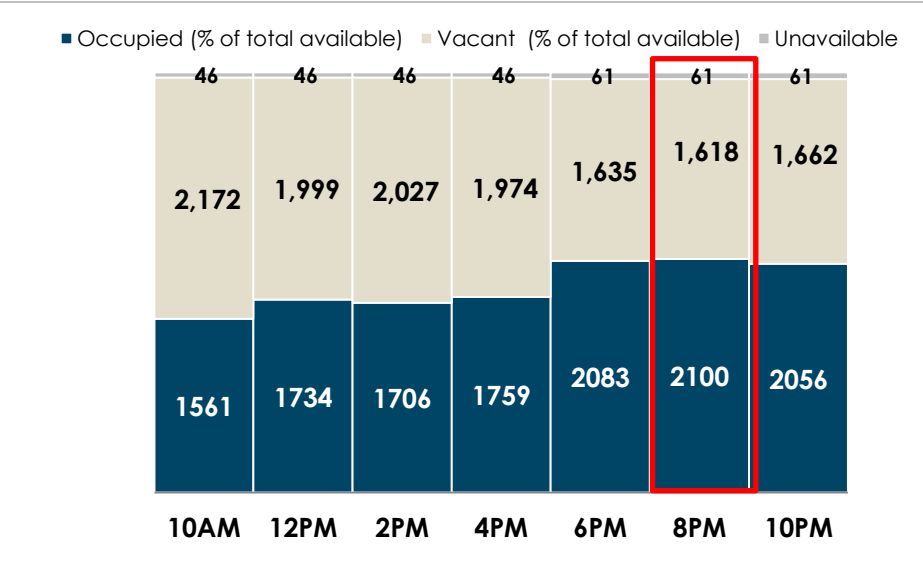


Saturday Utilization

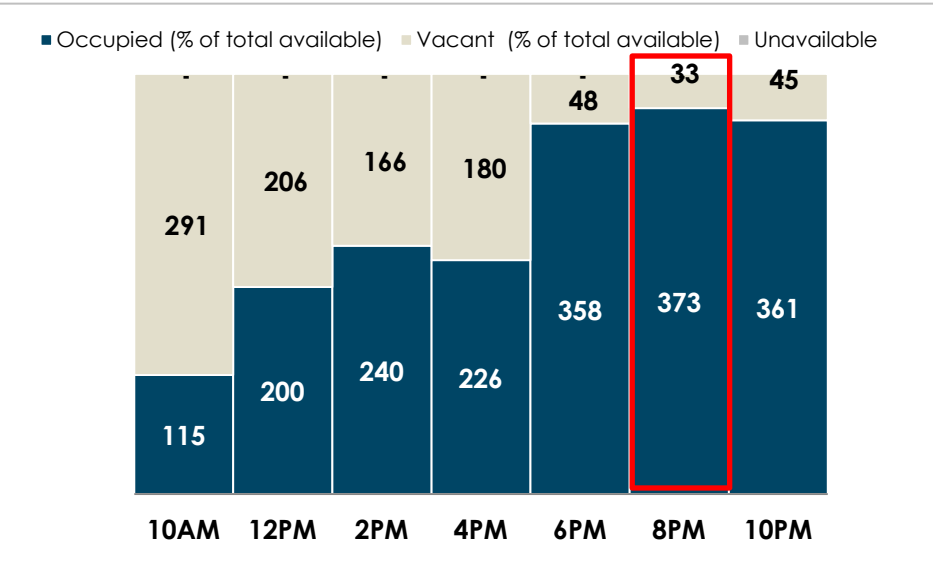
On-Street



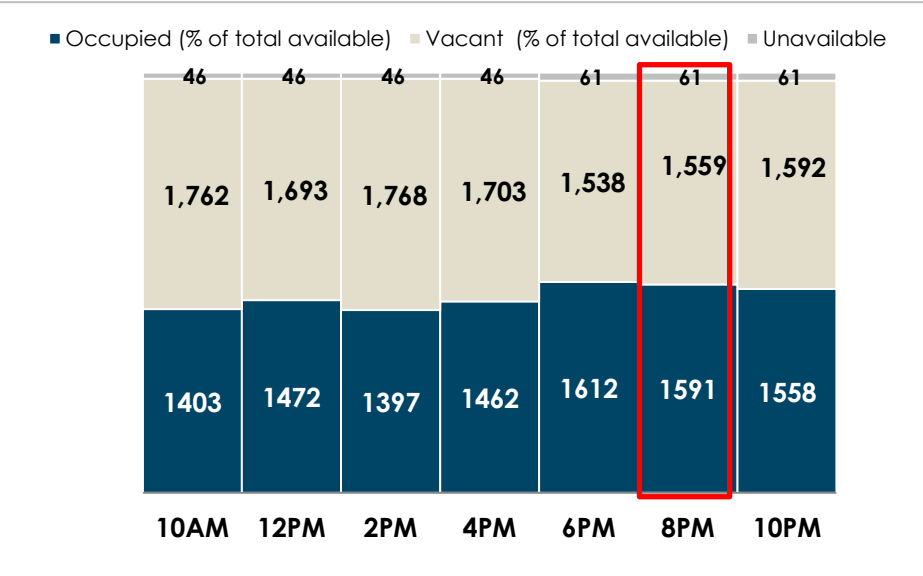
Off-Street



Public Off-Street



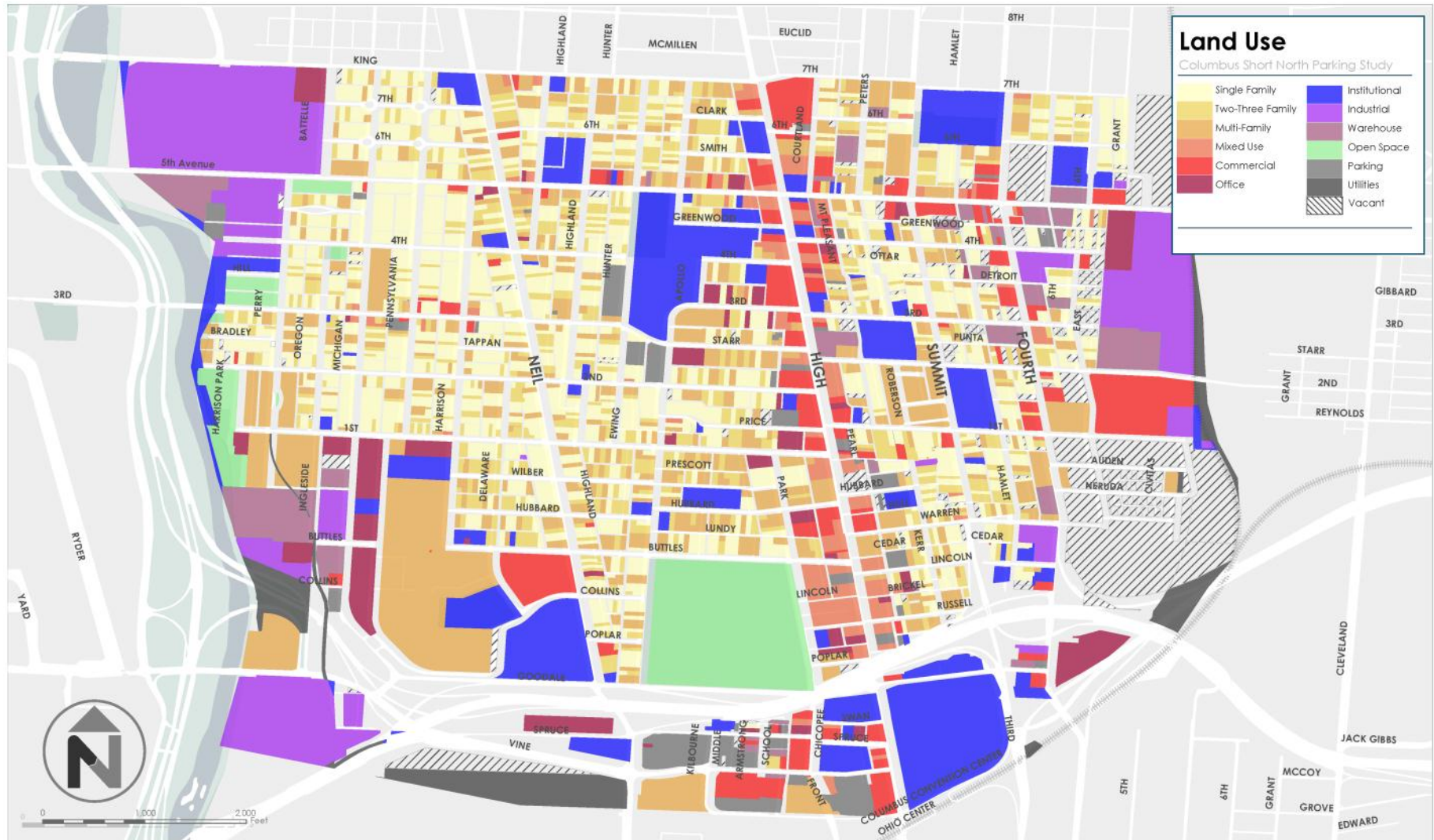
Private Off-Street



Land Use Analysis

DRAFT Land Use Analysis

COLUMBUS
SHORT NORTH



COLUMBUS SHORT NORTH PARKING STUDY- LAND USE

January 31, 2014

DRAFT

COLUMBUS
SHORT NORTH
PARKING STUDY

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

DRAFT

Short North- Total Land Use

	Residential (Units)	Commercial (SF)	Office (SF)
Downtown	537	972,872	371,304
Harrison and Victorian Village West	4,309	482,106	2,073,220
High Street	3,219	1,157,740	381,273
Italian Village East	990	900,300	131,857
Existing Total	9,055	3,513,018	2,957,654

DRAFT High Street Land Use Analysis

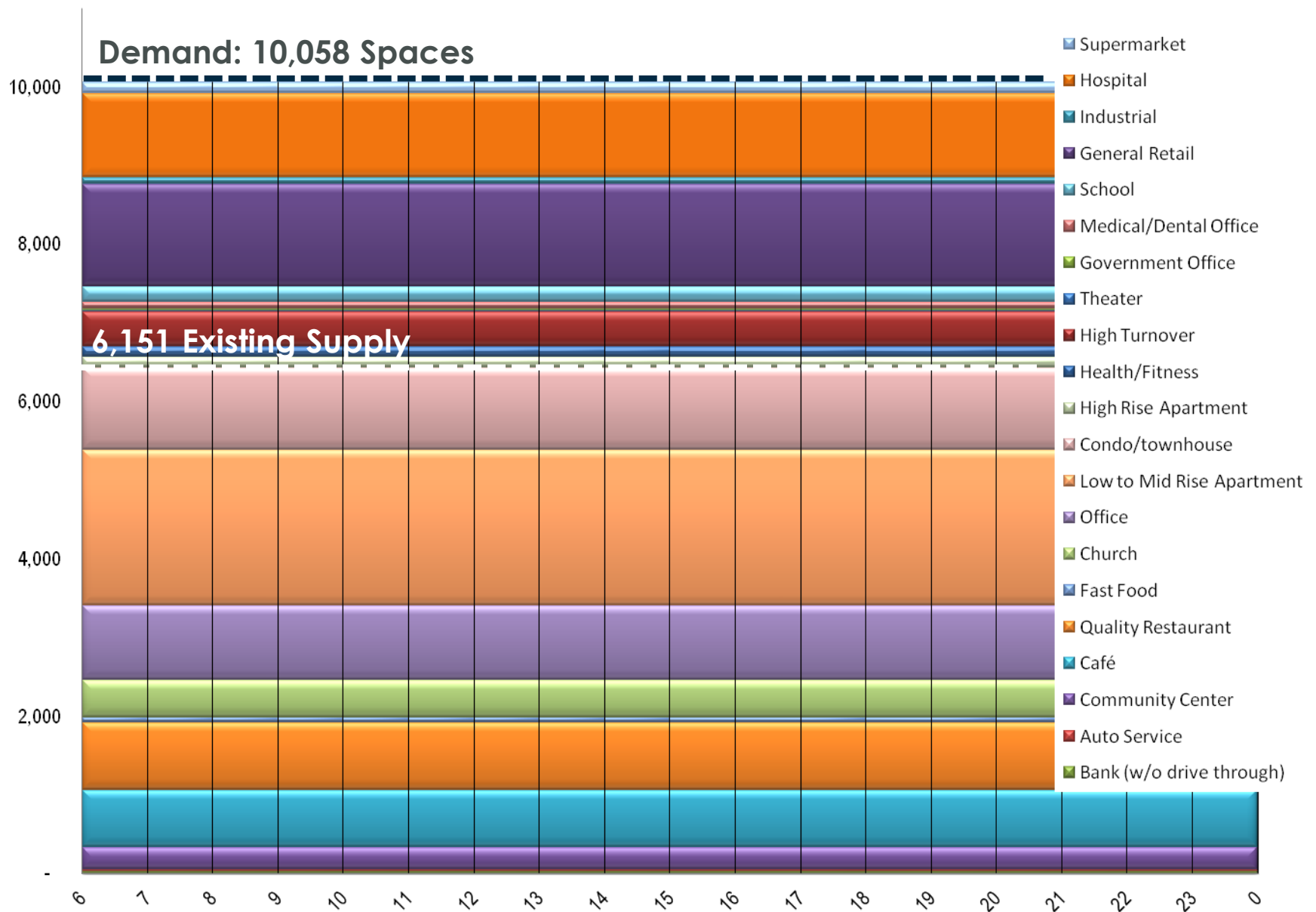


Residential	
Single Family	349 Units
Two-Three Family	394 Units
Apartment Units	1,714 Units
Condos	761 Units
Office	
General Office	381,273 SF
Medical Office	2,5830 SF
Government Office	5,383 SF
Retail/Services	
Retail	511,291 SF
Church	118,176 SF
Hospital	428,315 SF
Community Center	87,042 SF
Warehouse	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

DRAFT

High Street – ITE Parking Demand

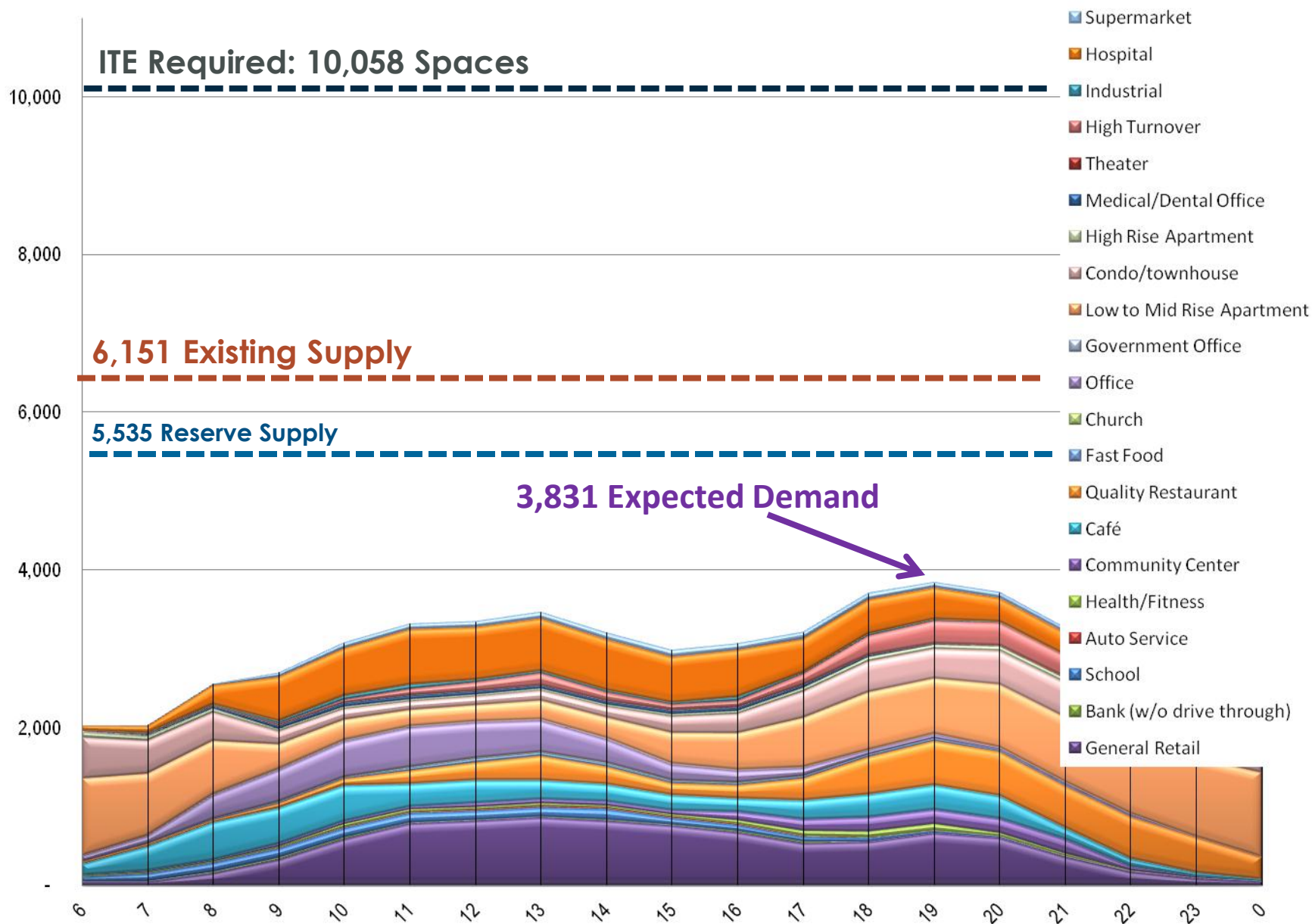
COLUMBUS



DRAFT

High Street – Shared Parking Demand

COLUMBUS

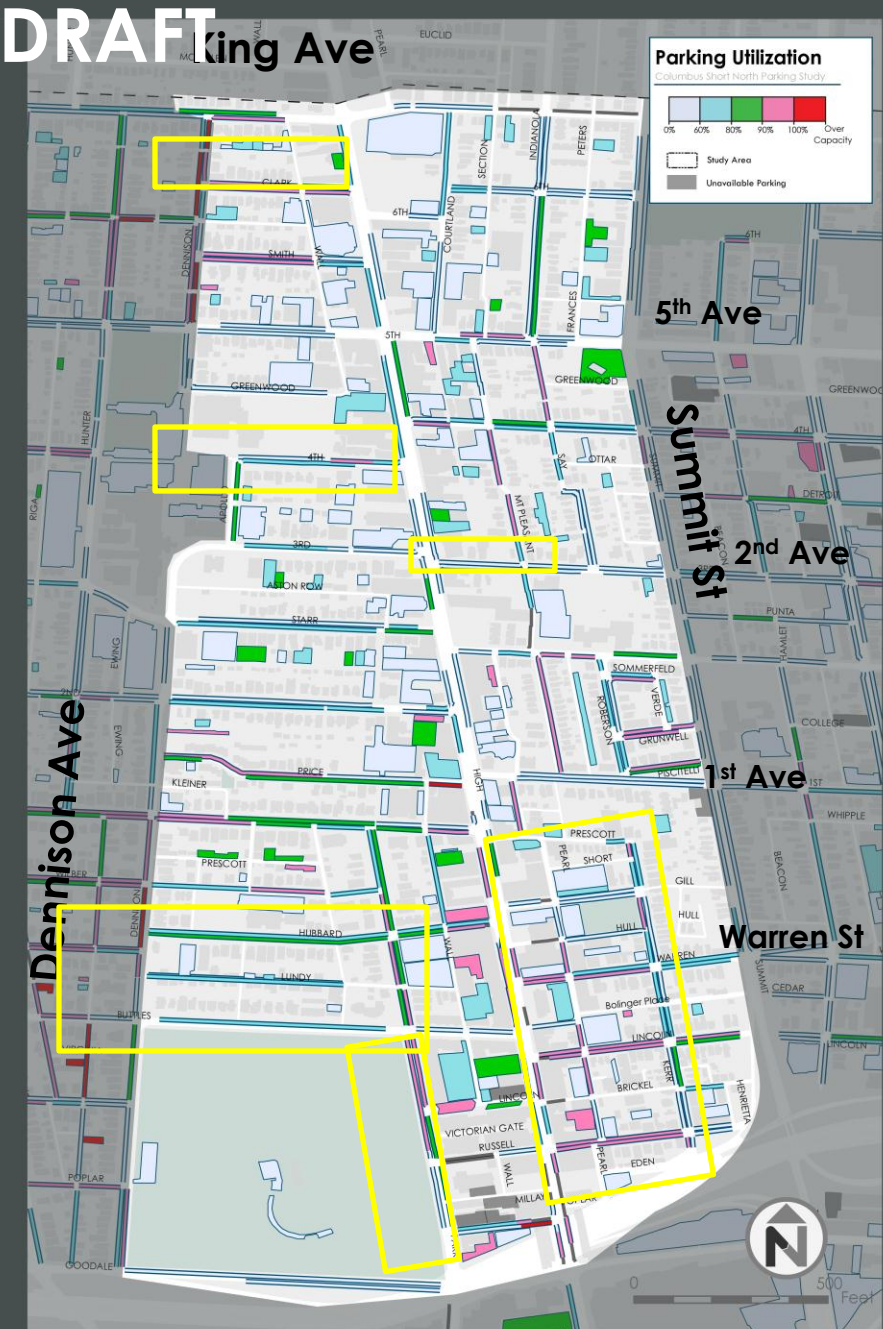


High Street Thursday 10pm

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

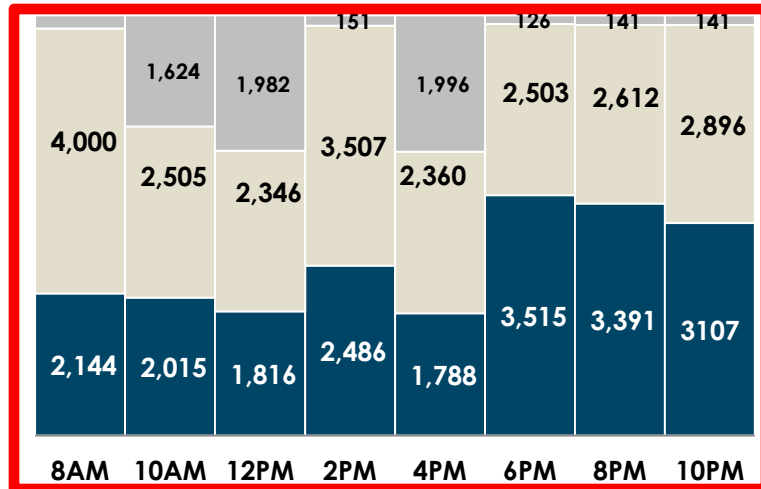
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HIGH STREET - PARKING UTILIZATION THURSDAY 10PM
MAY 12, 2014

COLUMBUS
SHORT NORTH
PARKING STUDY
DEPARTMENT OF
PUBLIC SERVICE

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



- 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

Strategic Approaches (Initial)

- Focus on employee impacts
 - Mode shifts
 - Move to other locations
 - Expanded permits/sharing
- Higher prices in key areas
- Create greater sharing opportunities
- Alter Time Limits and Time Spans
- Information, Information, Information
- Leverage COTA's C-Bus investment

- Maximize parking on a block by block basis in key areas
- More focused neighborhood planning
 - Adding parking if shared
 - Emphasis on daytime uses
- Attack hidden impacts
 - Pedestrian barriers
 - Circulation
 - Signage
- Greater use of valet or other strategies benefitting customers
 - Formalize process and allowed parking
- Consider Parking Benefit District

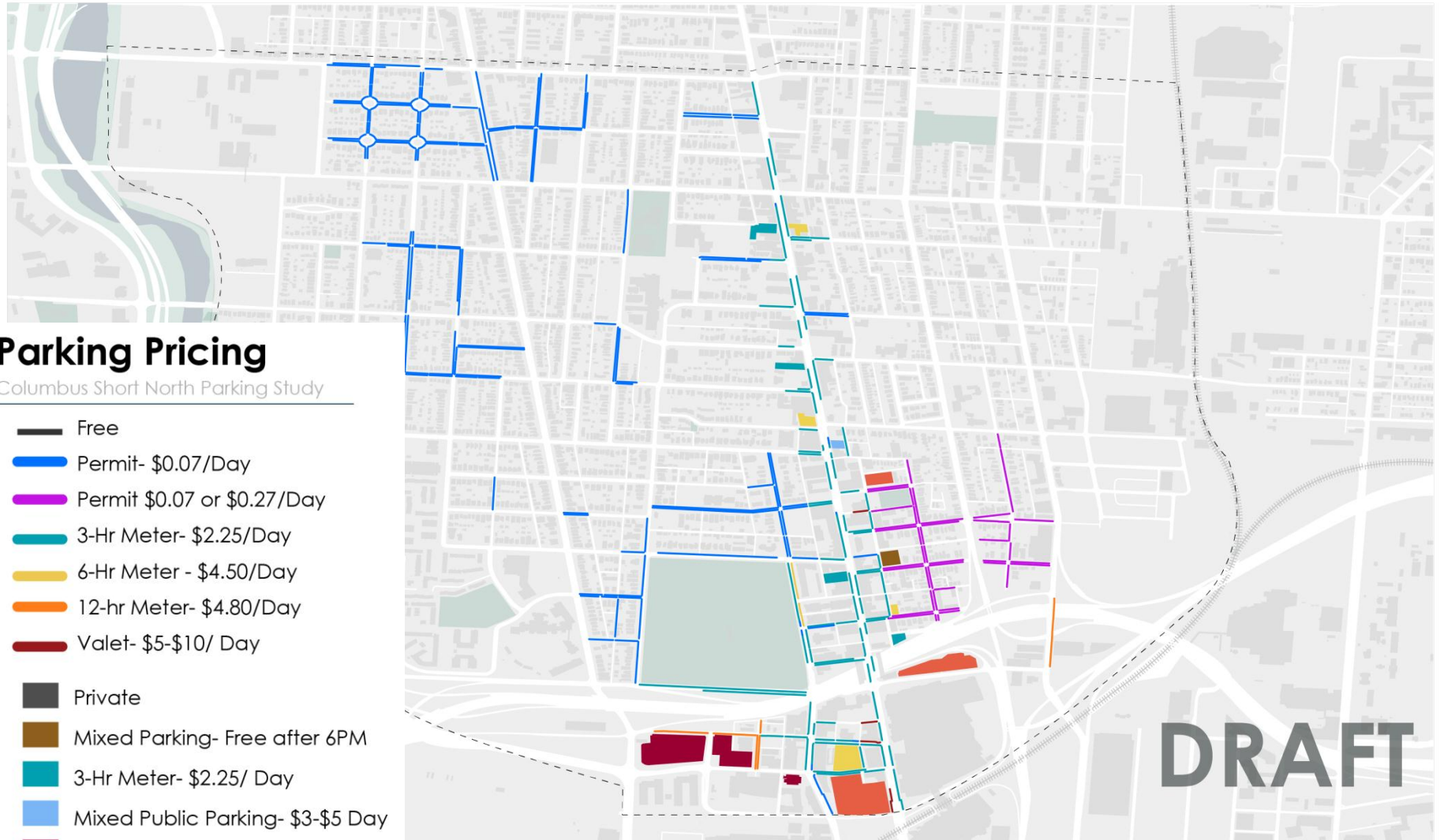
Initial Strategies

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

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

Existing Parking Pricing

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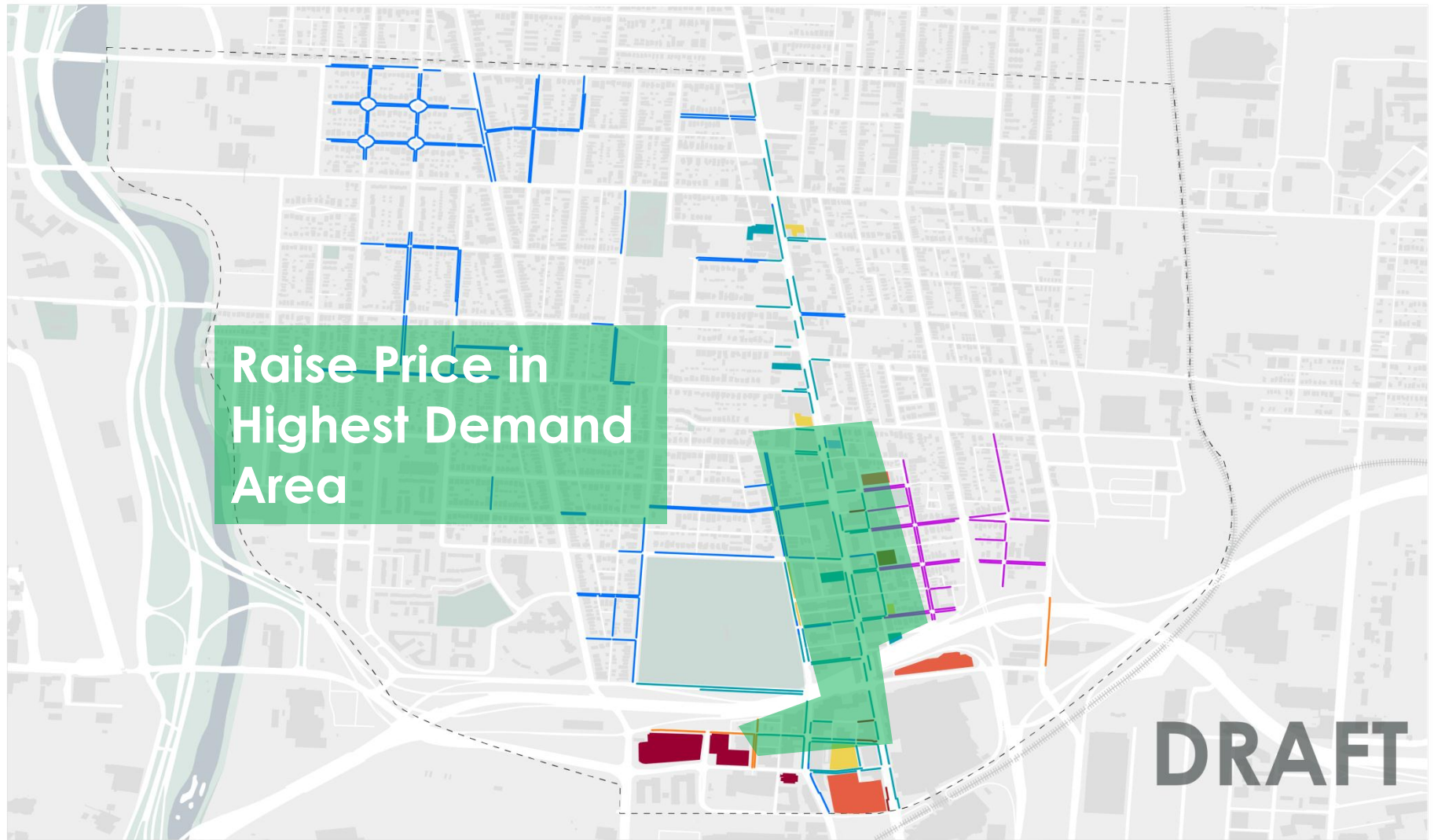


Demand Based Pricing

- 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

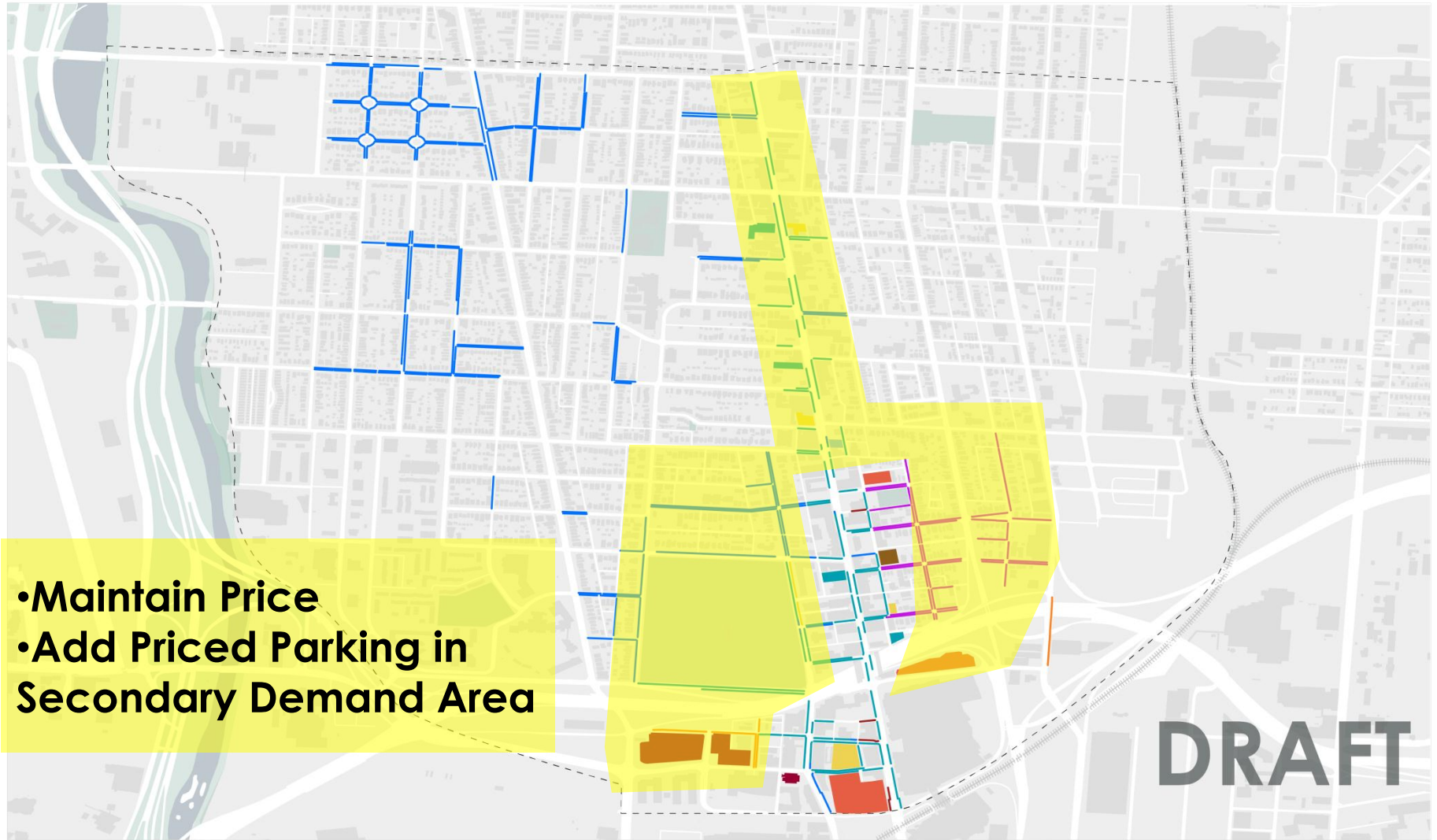
Parking Pricing

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Parking Pricing

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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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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

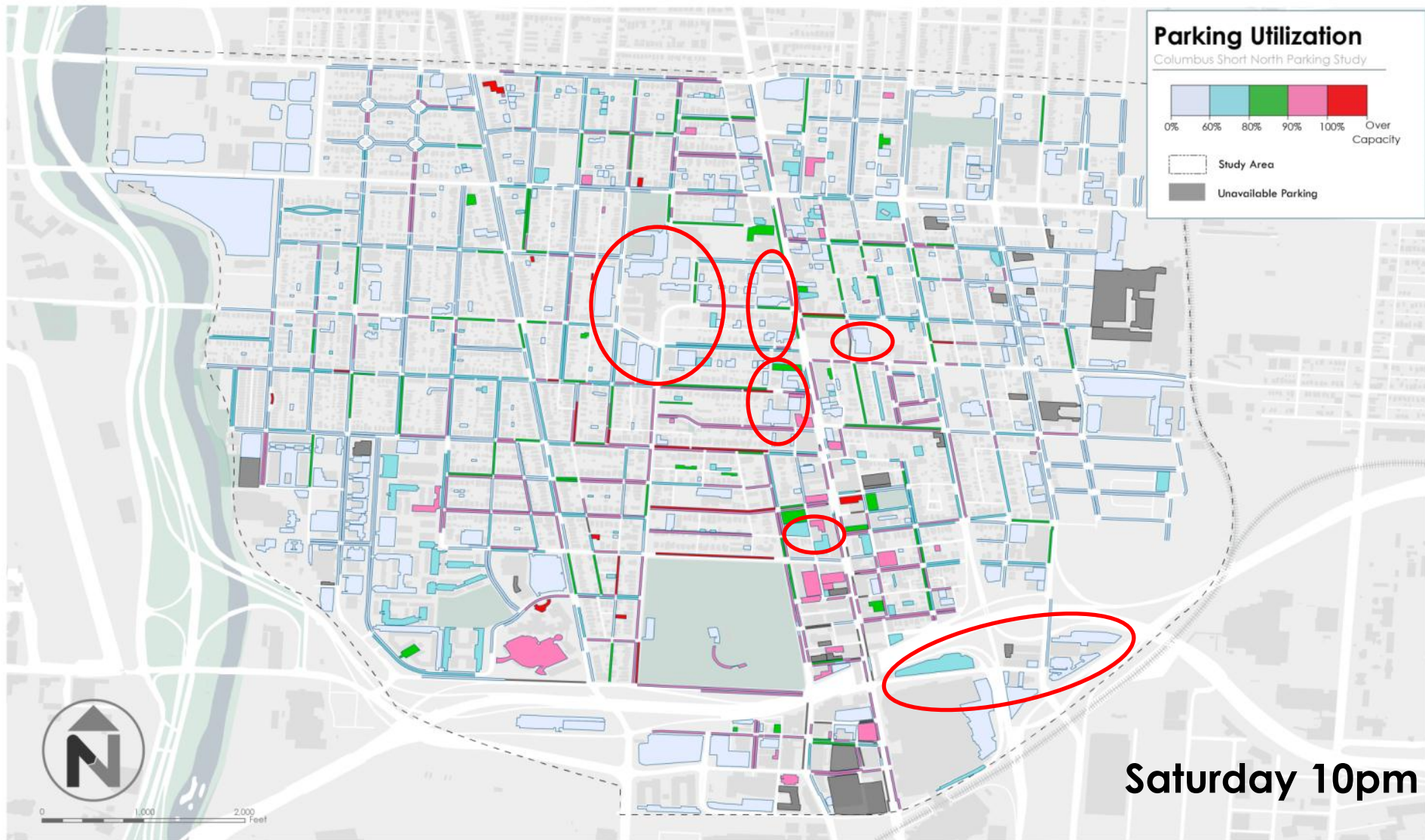
Issues

- 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

COLUMBUS
SHORT NORTH
PARKING STUDY

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

Downtown Circulator

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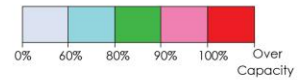
Potential for C-Bus to connect customers and employees to remote parking locations



Availability in Downtown garage and off-street lots

Parking Utilization

Columbus Short North Parking Study



Study Area

Unavailable Parking

Public off-street facilities reaching capacity

High Street Parking is at Capacity

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On-Street Changes

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



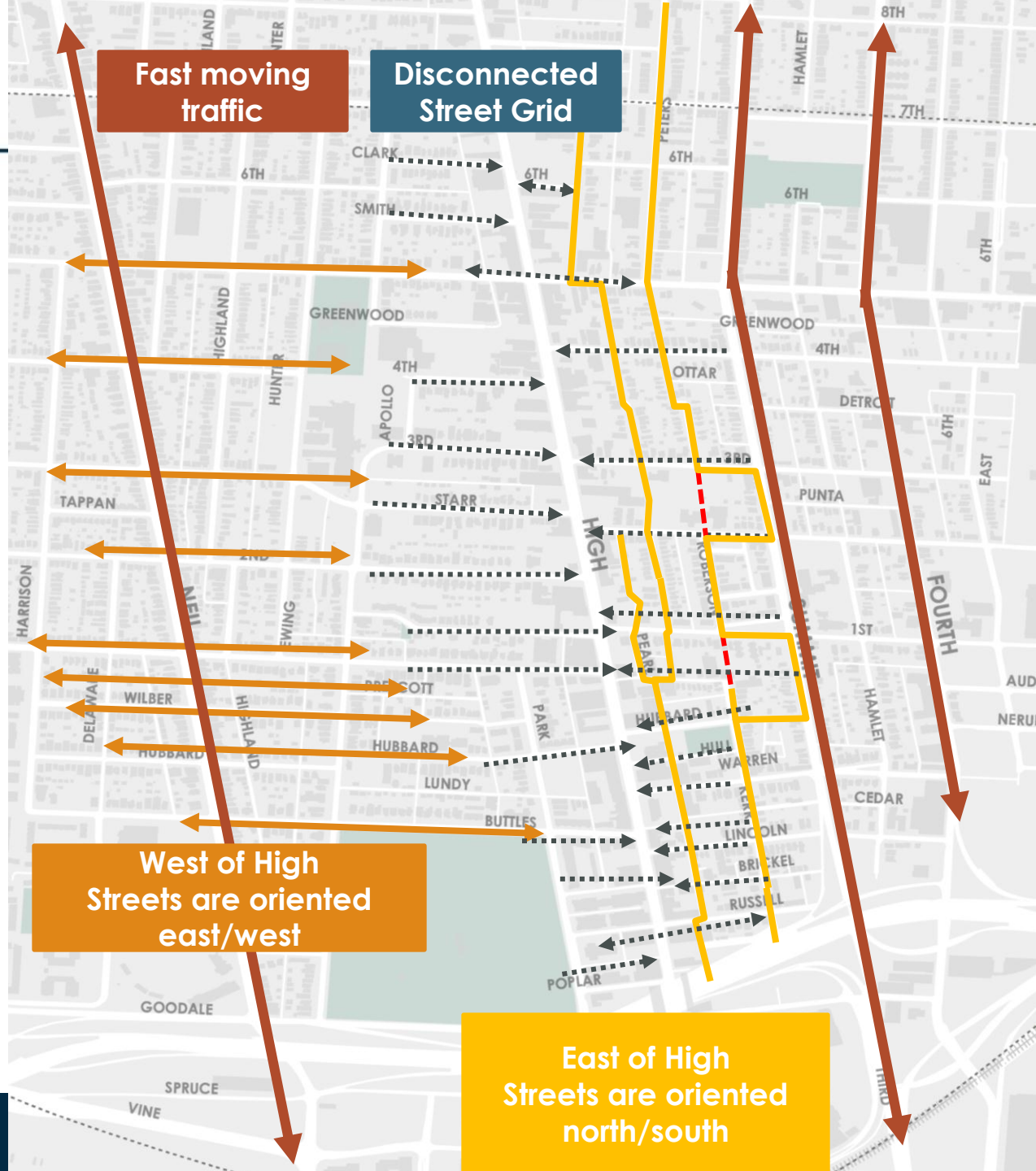
On-Street Changes

- **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
- COTA is considering removing stops



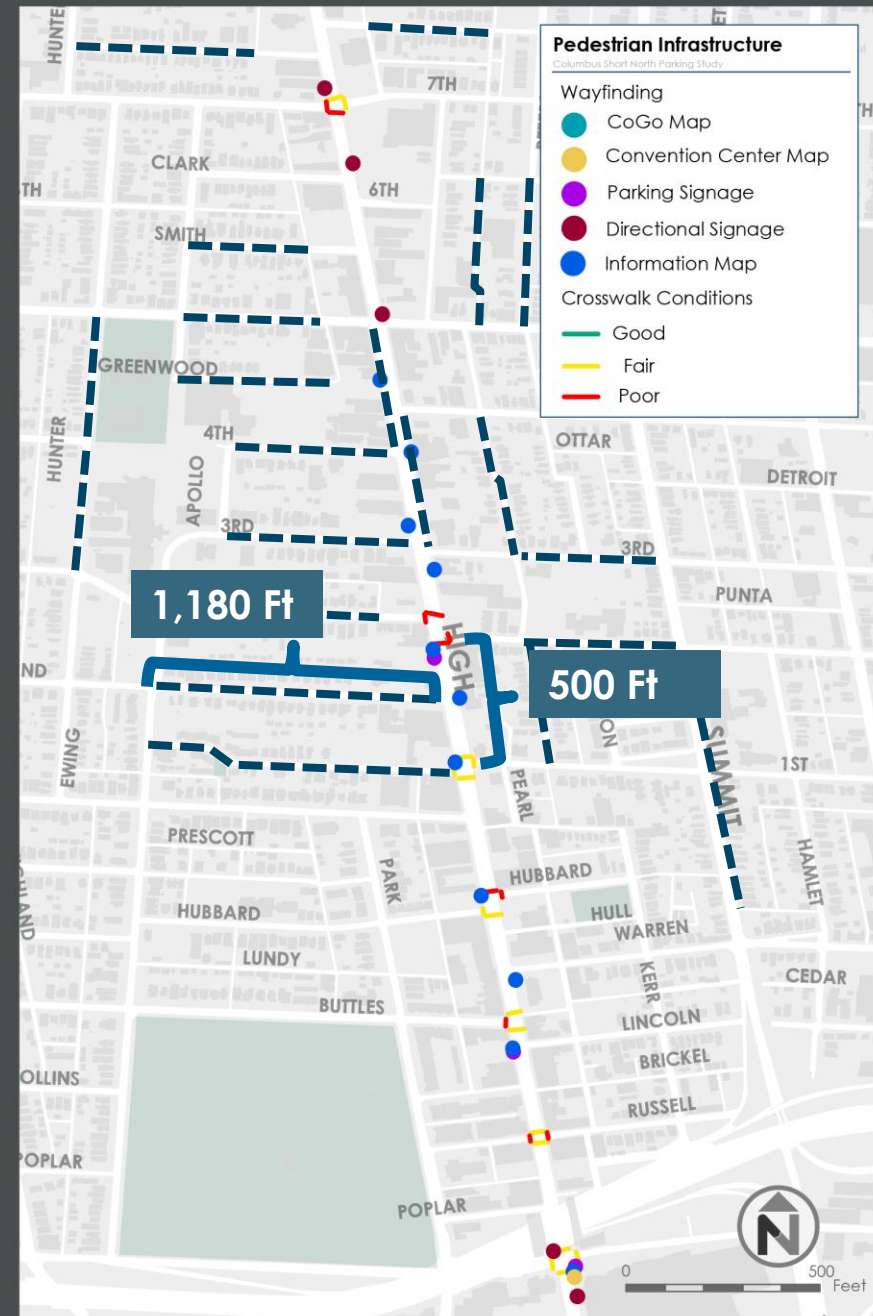
Pedestrian Barriers/ Opportunities

Overall Block Lengths
are too long ~500 ft

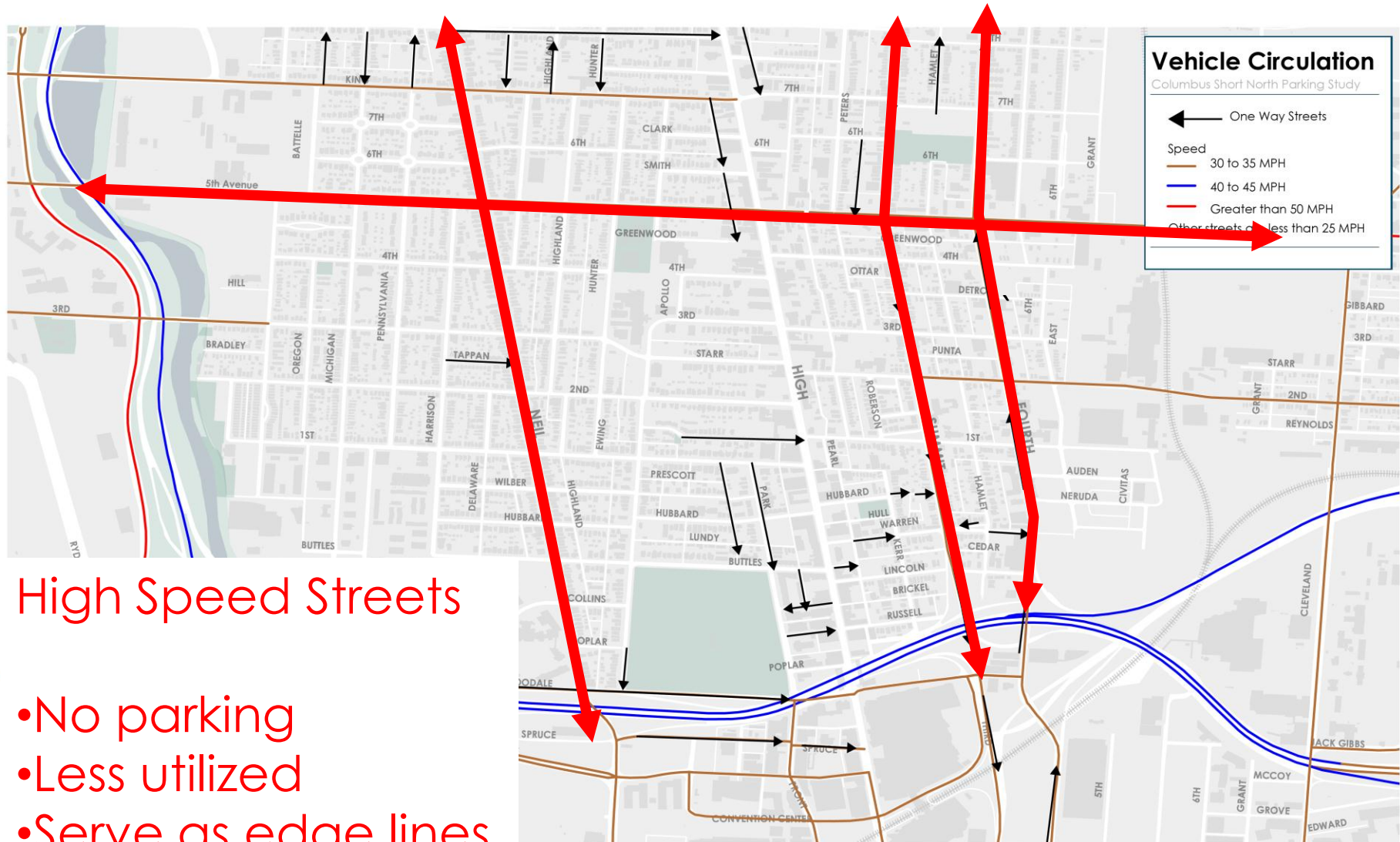


Existing Pedestrian Infrastructure

- 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



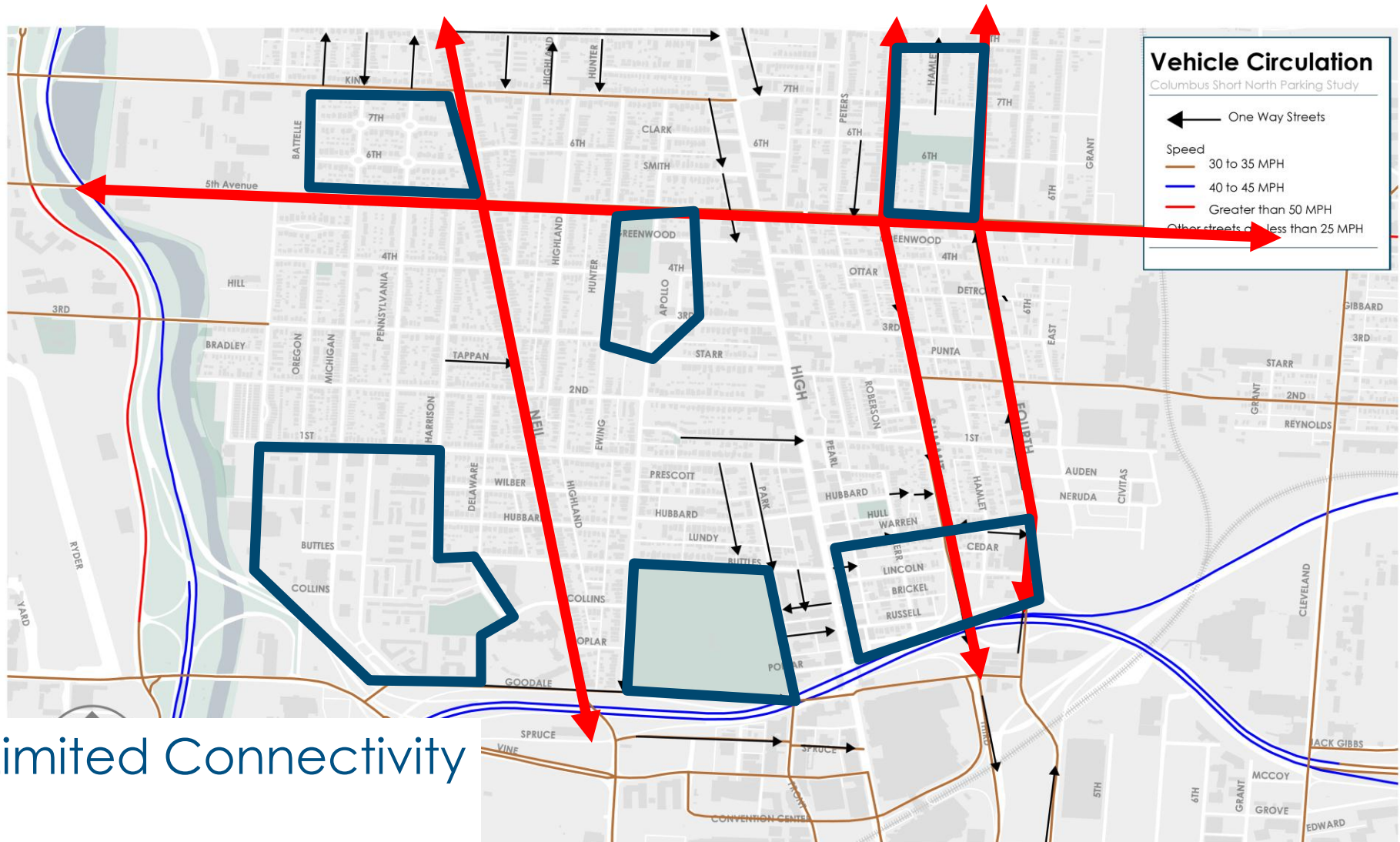
Existing Circulation



High Speed Streets

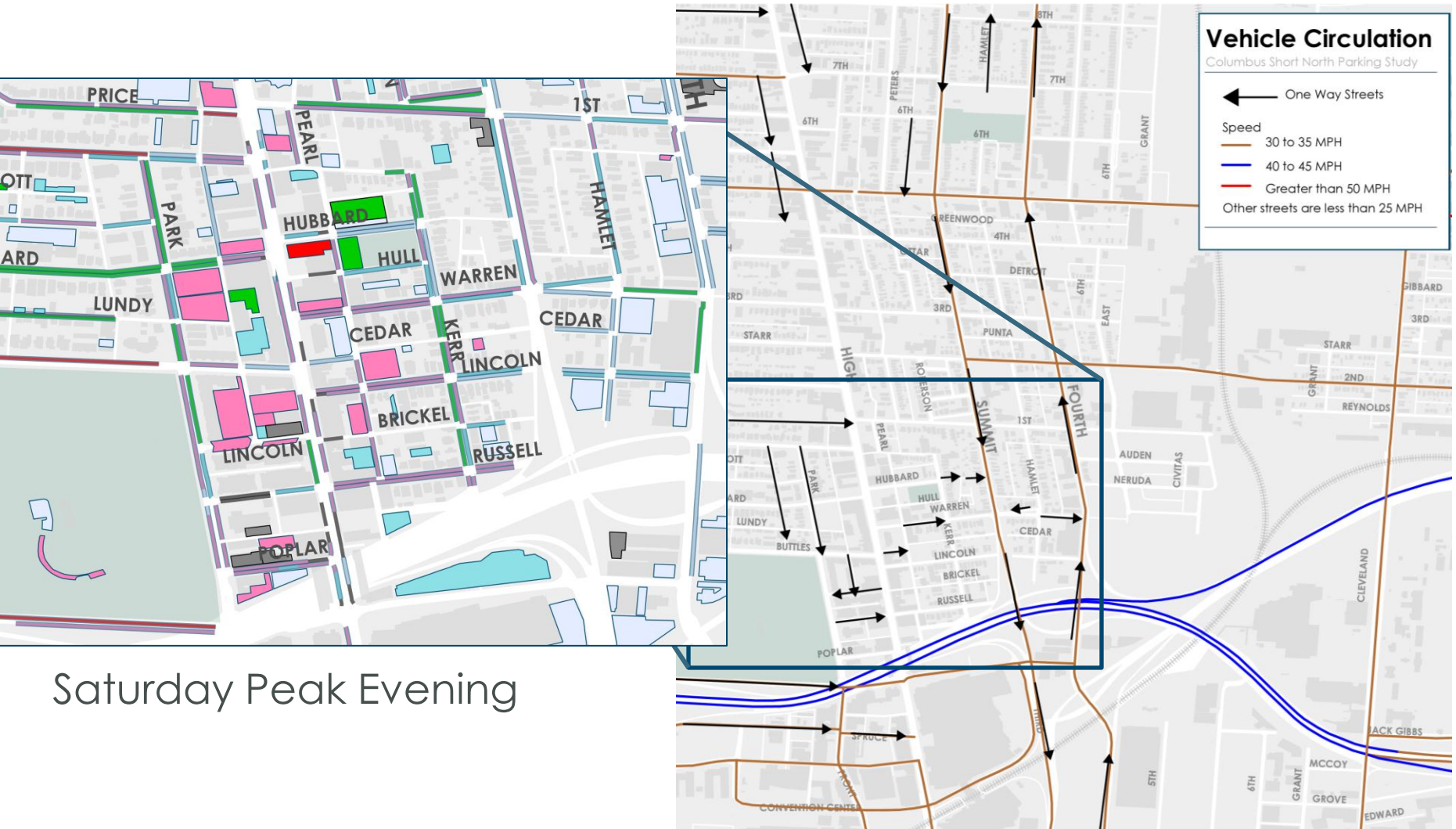
- No parking
- Less utilized
- Serve as edge lines

Existing Circulation



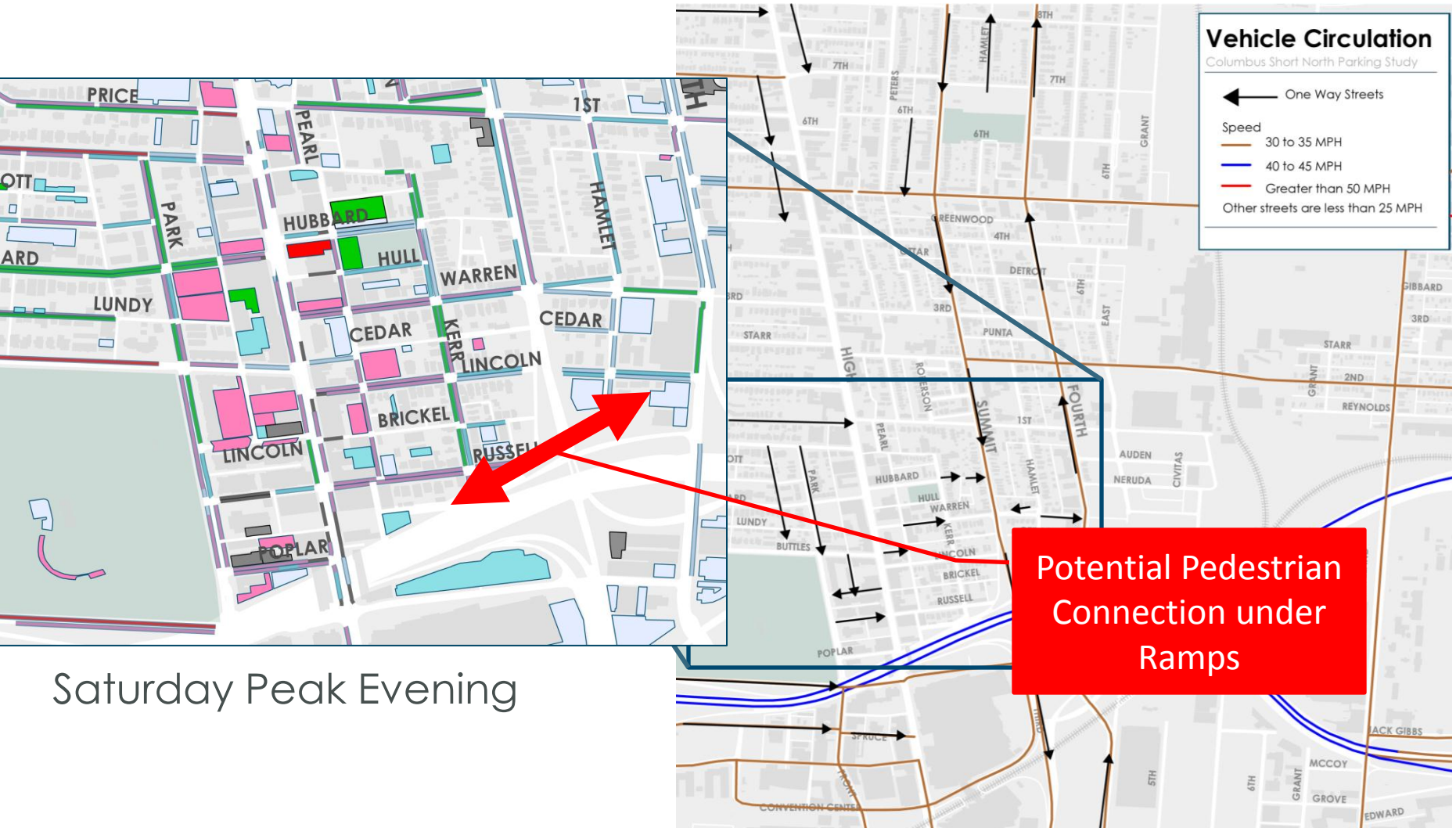
Limited Connectivity

Existing Circulation



Saturday Peak Evening

Existing Circulation



Saturday Peak Evening

Policy Changes

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

Valet Recommendations

- 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

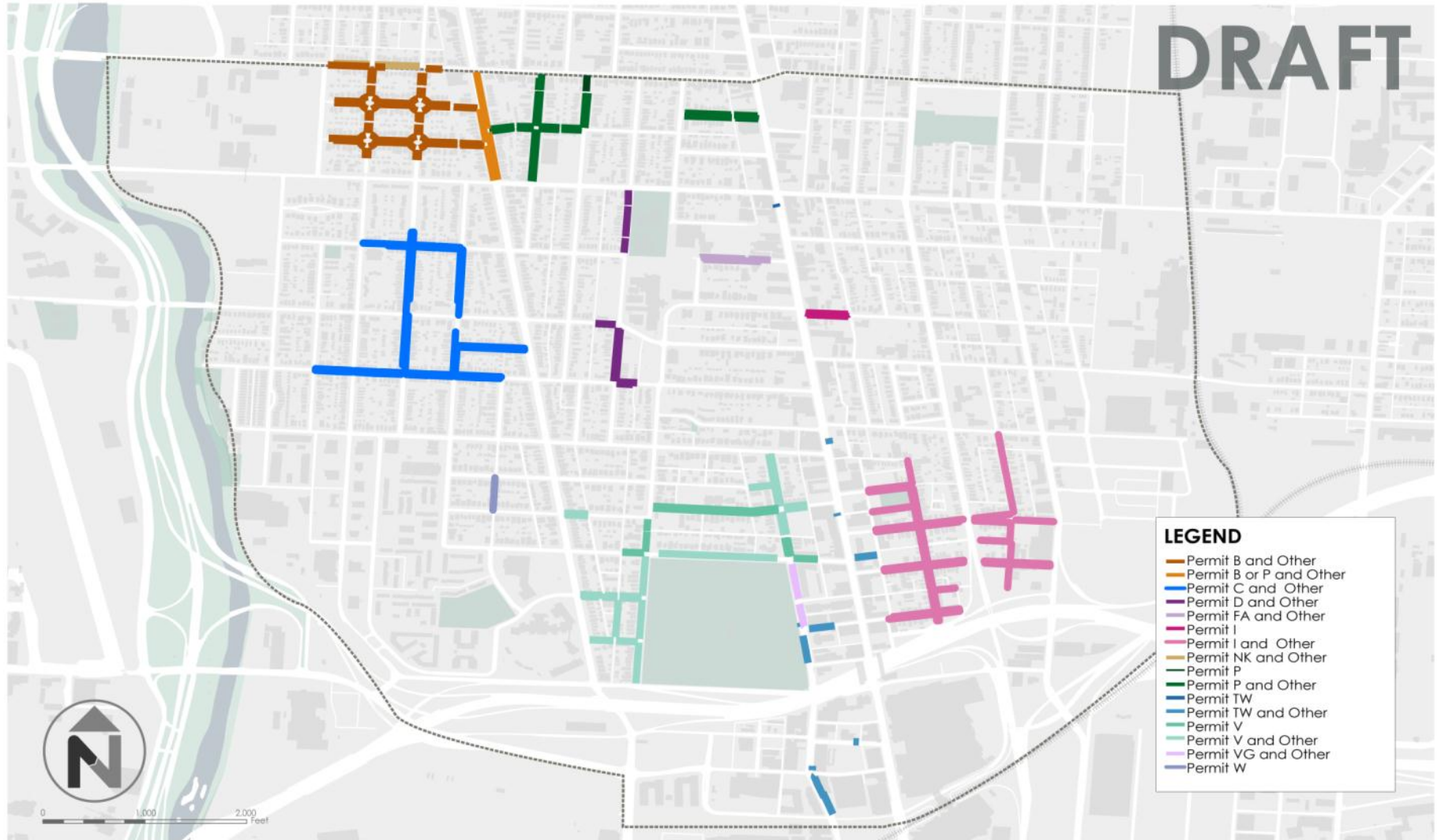
Loading Recommendations

- 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

- 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

Short North Permit Zones

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■ 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 online request &/or RPP field office in the Short North

Shared Parking Opportunities

- 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**

Shared Parking

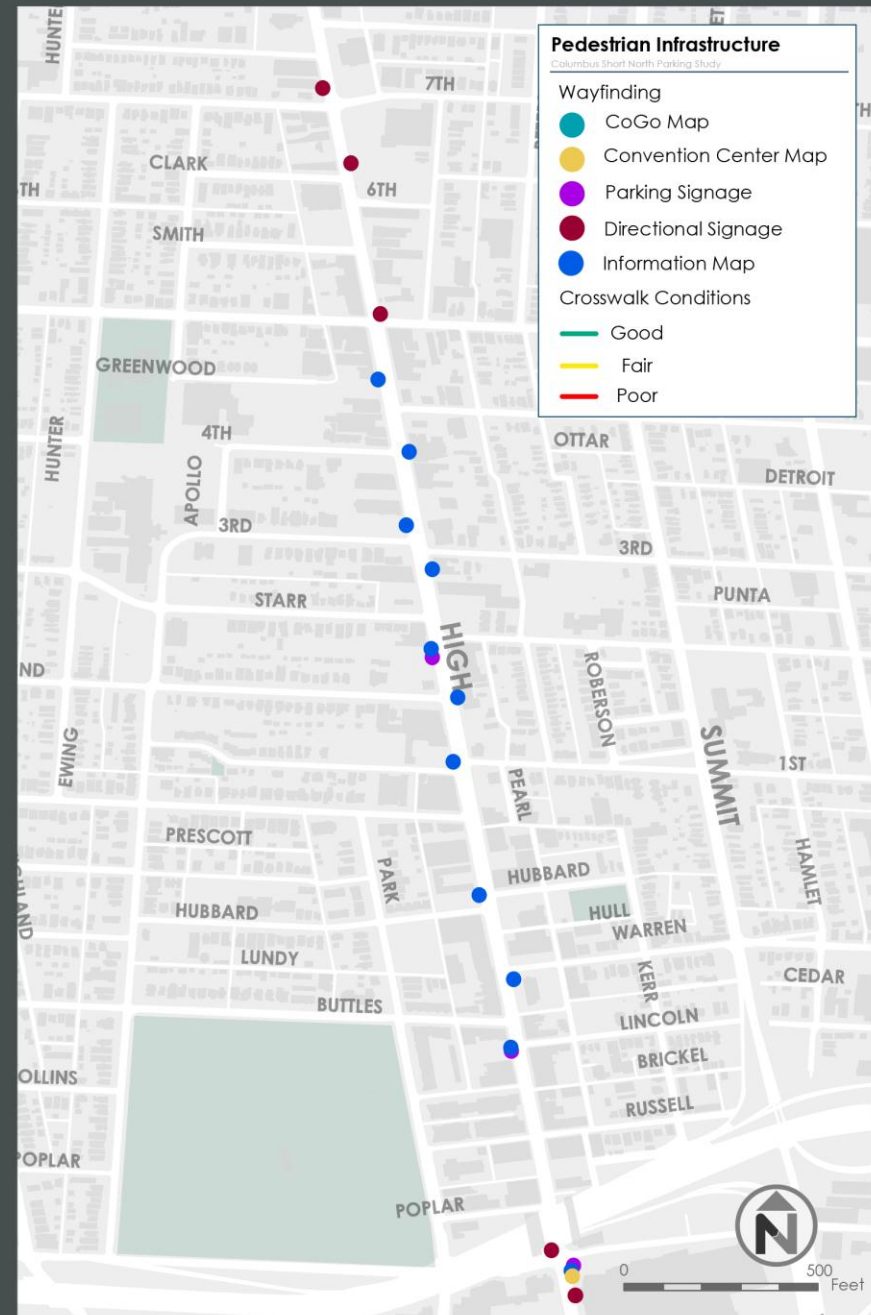
- **Hub Garage**
 - Publicly Accessible -249 spaces
 - Monthly- 72 spaces
- **Thursday 6pm Peak Hour**
 - Public spaces are 88% full
 - Resident spaces at 60% full
- **Saturday 6-8pm peak hours**
 - Public spaces at 90% full
 - Resident spaces are 52% full



- 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

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



Incentivizing Alternatives

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PARKING STUDY



Newly registered car pools can earn a FREE \$100 Gas Card! Let us put you in a CAR POOL or VAN POOL! *** Get d

TMA

Greater Mercer Transportation Management Association



About GMTMA



Ridefinders



Traffic



Transit



Employer Services



Programs & Projects



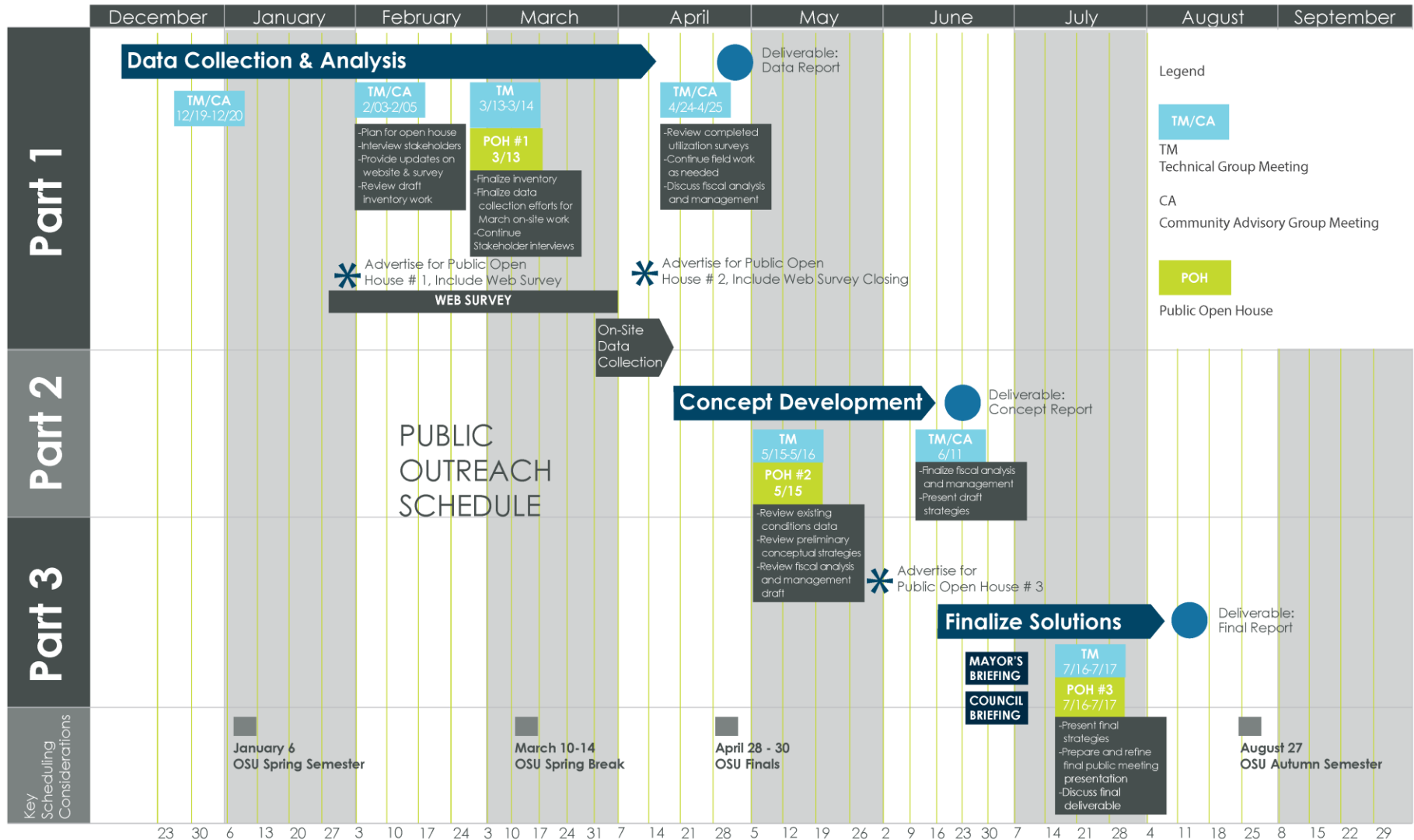
Gearing Up



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

Next Steps

Project Schedule



Next Steps

- Strategy development and refinement
- Existing conditions memo
- Public meeting in July