

Hilltop Parking Study

City of Columbus



neighborhood
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Short North Parking Study
November 2005



Parking Code Revisions
Submission to City Council



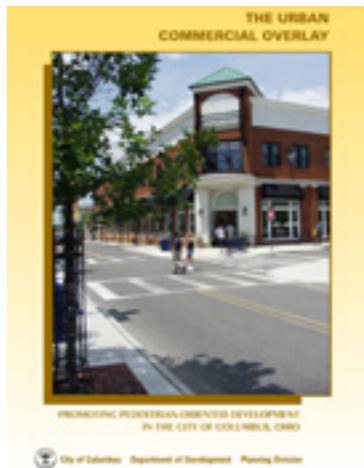
November 2009

- **Short North Parking Study**

- **City of Columbus Zoning Ordinance - Parking Code Revisions**

- **City of Columbus Urban Commercial Overlay**

- **Hilltop/ West Brod Street Corridor Market Analysis**



BLVD STRATEGIES
Where Strategy and Opportunity Intersect

HILLTOP/WEST BROAD CORRIDOR
MARKET ANALYSIS
Final Report

Prepared For:
THE HILLTOP BUSINESS ASSOCIATION
And
THE CITY OF COLUMBUS
Columbus, Ohio

Prepared By:
BOLIVARD STRATEGIES
Columbus, Ohio
May 2008

* Assumption: Conforming to the City of Columbus Zoning Ordinance with application of the Urban Commercial Overlay approximates real market parking requirements.

- **Parking Supply - Parking Demand = Net Parking**

- **Parking supply**

is determined by the number of on- and off- street parking spaces that exist today.

- **Parking demand**

is determined by City of Columbus code requirements by building or land use. The parking demand is relative to first floor uses only. Second floor and above uses were omitted.

- **Net parking**

Yields total parking surplus or deficit. Positive difference demonstrates parking surplus, a negative demonstrates parking deficit, and a result of zero means parking supply satisfies demand.

- **Zoning Ordinance**

Building area / (use factor)

Yields required parking spaces

Use Factors

Automobile repair garage - Two (2) per service bay. A service bay is not a parking space.

Automobile sales - One (1) for each five thousand (5,000) square feet of development lot area used for vehicle display and one (1) for each three hundred (300) square feet of gross floor area.

Automobile service station which sells gas and provides lubrication, oil changes and repairs - Two (2) per automobile service station. A pumping space is not a parking space.

Funeral parlor and mortuary - One (1) for each one hundred fifty (150) square feet of gross floor area.

General office - One (1) for each three hundred (300) square feet of gross floor area.

Medical or dental office - One (1) for each two hundred fifty (250) square feet of gross floor area.

Restaurant, tavern or dining room - One (1) for each seventy-five (75) square feet of gross floor area.

Retail store - One (1) for each two hundred fifty (250) square feet of gross floor area.

Church or other place of religious assembly - One (1) for each thirty (30) square feet of gross floor area of the sanctuary, auditorium or main place of worship.

Elementary school - Two (2) per classroom and one (1) for each sixty (60) square feet of gross floor area in the auditorium or assembly hall.

Medical or dental type office - One (1) for each two hundred fifty (250) square feet of gross floor area.

- **Urban Commercial Overlay**

The required number of parking spaces as determined by the zoning ordinance can be reduced by up to **50%** for retail uses (excluding restaurants) and up to **25%** for homes and offices.

- **Example**

A 20' x 50' retail building

1000 sq. ft. / (250 sq. ft.)

Yields 4 parking spaces as req. by zoning

X.5 reduction with UCO

Demand is equivalent to **2 spaces**

- **Scenario A**

- **100% Building Occupancy**

100% Commercial Uses



- Applied to Zones 1&3

- **Scenario B**

- **80% Building Occupancy**

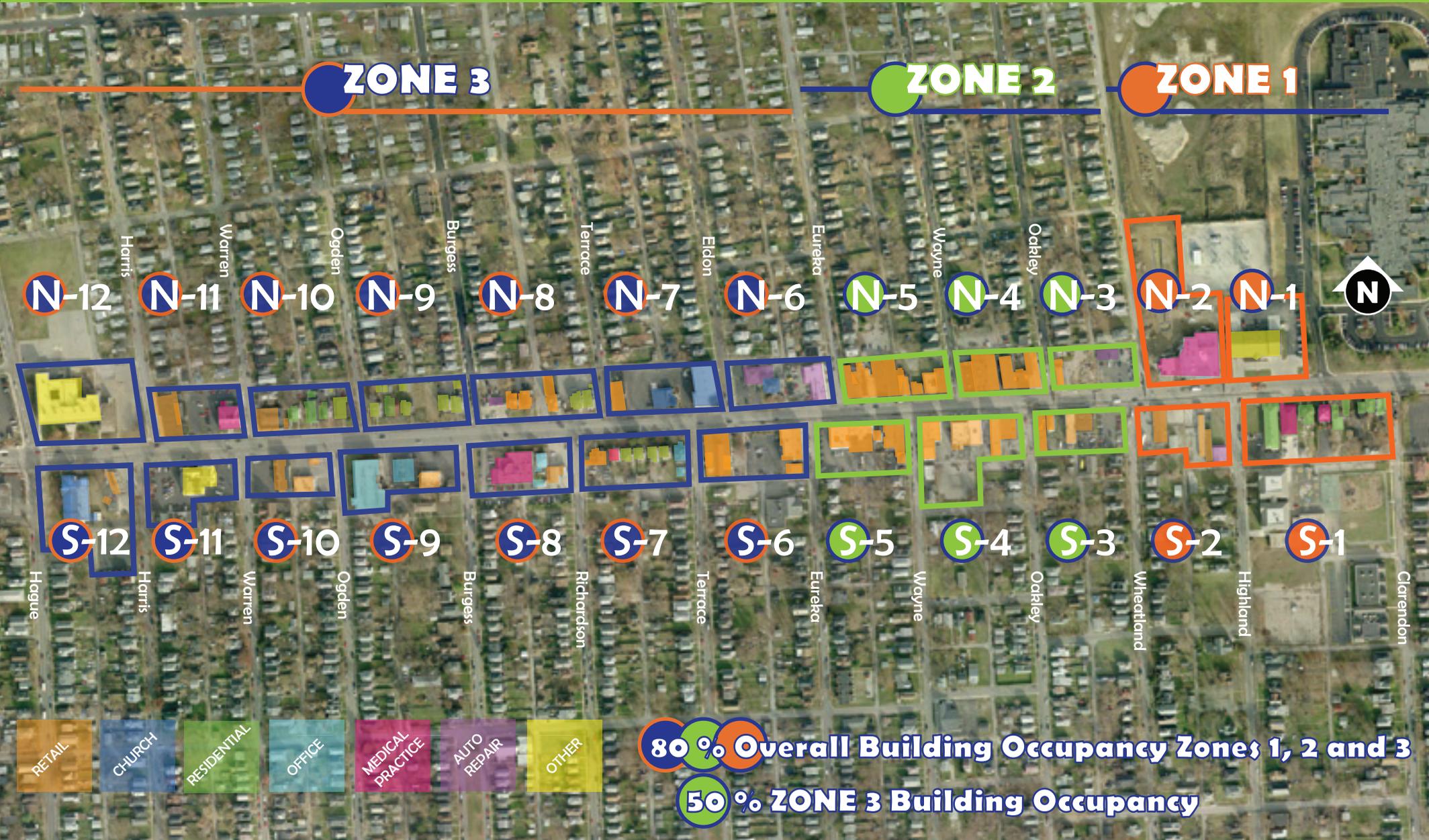
90% Commercial Uses and
10% Restaurant Uses



- Applied to Zone 2

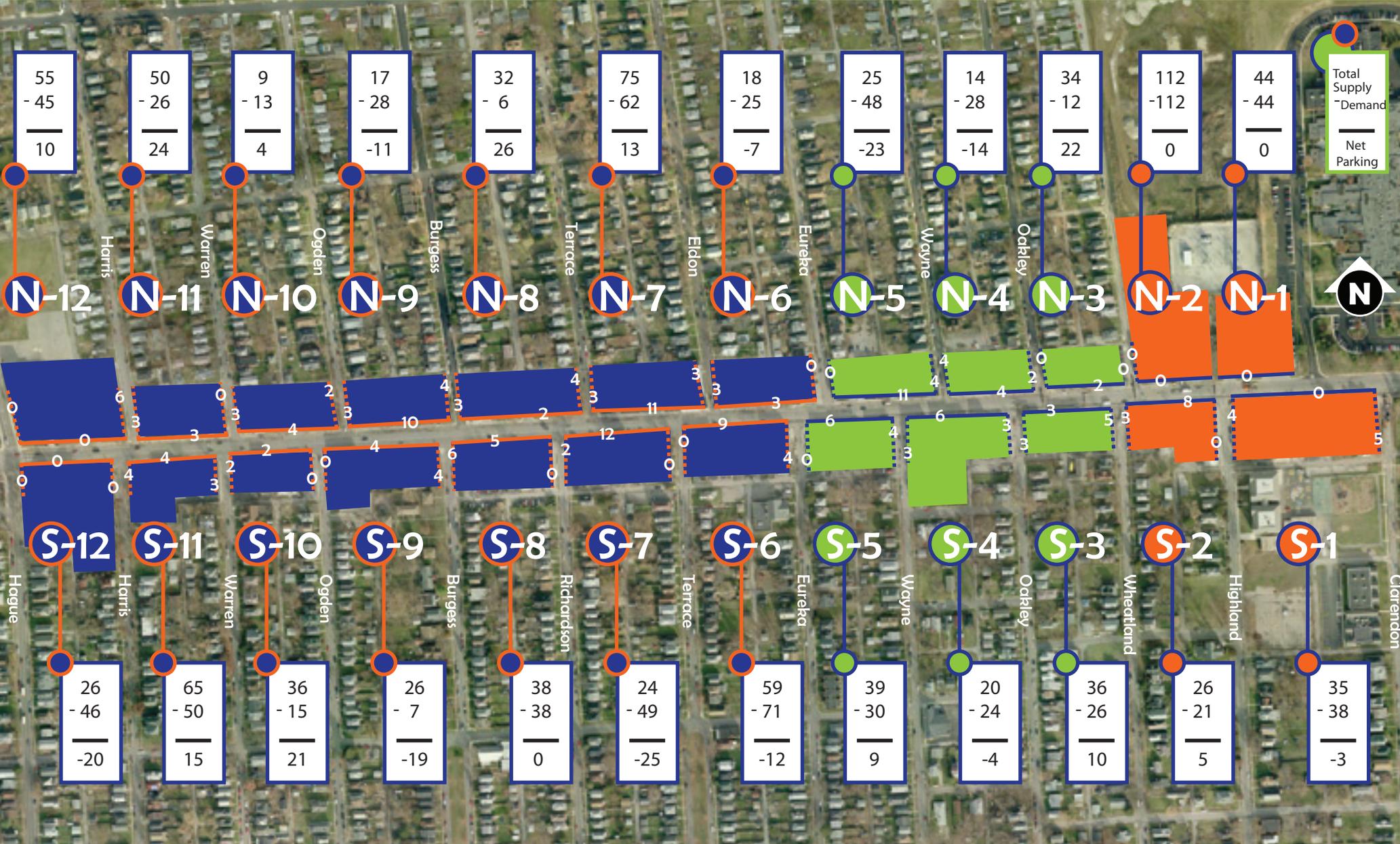
W. Broad Street

Three Zones With Existing Building Uses



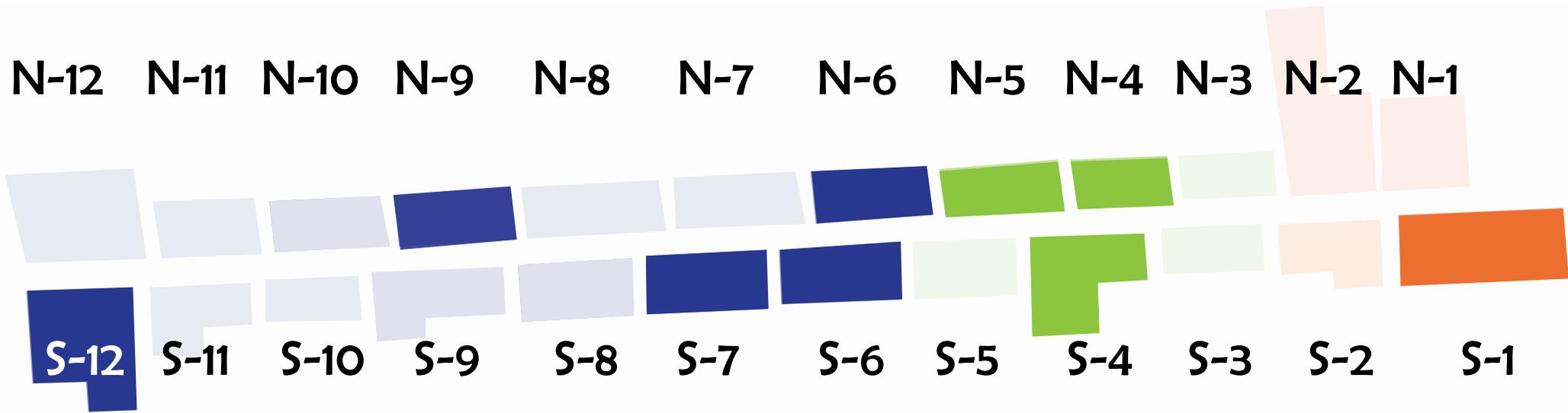
Net Parking

Supply - Demand = Net Parking



Results

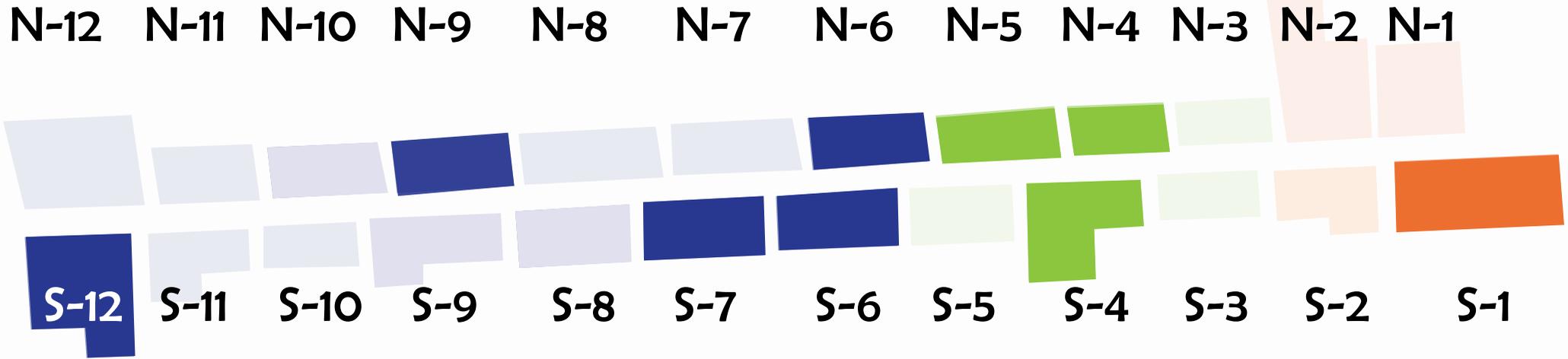
Overall Summary



	North Total	South Total	Overall Total
On-Street	95	114	209
Off-Street	377	316	693
Total Supply	472	430	900
Demand	449	415	864
Net Parking	23	15	38

Results

Summary Diagram and Table



Block	N-1	N-2	N-3	N-4	N-5	N-6	N-7	N-8	N-9	N-10	N-11	N-12	North Total	Block	S-1	S-2	S-3	S-4	S-5	S-6	S-7	S-8	S-9	S-10	S-11	S-12	South Total
On-Street Supply	0	0	2	10	15	6	17	10	17	9	6	6	95	On-Street Supply	9	11	11	12	10	13	14	11	8	4	8	0	114
Off-Street Supply	44	112	32	4	10	12	58	12	0	0	44	49	377	Off-Street Supply	26	15	25	8	29	46	10	27	18	32	54	26	316
Total Supply	44	112	34	14	25	18	75	22	17	9	50	55	472	Total Supply	35	26	36	20	39	59	24	38	26	36	62	26	430
Demand	44	112	12	28	48	25	62	6	28	13	26	45	449	Demand	38	21	26	24	30	71	49	38	7	15	50	46	415
Net Parking	0	0	22	-14	-23	-7	13	16	-11	4	24	10	23	Net Parking	-3	5	10	-4	9	-12	-25	0	19	21	12	-20	15

- **30 Business and Property Owners**

responded to the following 20 questions in interviews either in person or over the phone.

- **Question 1**

On average, about how many customers do you serve per weekday?

10 or less	11-25	26-50	51-100	101 or more
15%	11%	44%	26%	4%

- **Question 2**

On average, about how many customers do you serve per weekend?

10 or less	11-25	26-50	51-100	101 or more
20%	20%	28%	12%	20%

- **Question 3**

What percentage of your customers would you estimate drive to the Hilltop and park in the area?

A: Between 70-100% of all customers drive.

- **Question 4**

Where do you suggest that your customers park during your peak hours?

A: On-street or on-site where applicable.

- **Question 5**

How difficult do you believe your customers find it to park during busy hours?

Very difficult	Somewhat difficult	Not difficult
19%	27%	54%

- **Question 6**

Why would your customers find it difficult to park during busy hours?

No reason	Don't know where to park	Not enough spaces	Not willing to walk to available spots	Other (please list)
	X	X	X	

- **Question 7**

Where do your employees park?

A: In back parking lot (where applicable) or on-street.

- **Question 8**

During peak hours how many employees (including management and owners) are present?

A: 1-3.

- **Question 9**

Do customers and employees feel safe about where they park?

A) Yes, there are no problems	B) Safe, but there are occasional problems	C) No, problems frequently occur
37%	37%	26%

If B or C, what are the issues?

A: Crime. There are car break-ins and visible drug issues.

- **Question 10**

Do you believe all available parking spaces within a block or 300' of your business are adequately utilized during peak hours of operation? If not, please describe:

A: No.

- **Question 11**

How far do you think your customers and employees would walk to reach your business from a visible, well-lit, and secured parking lot?

Less than 1 block	1 block	2 blocks	3 blocks	4 or more blocks
X				

- **Question 12**

Please check one response per attribute below, indicating how you feel about parking in the Hilltop (Clarendon to Hague).

Attribute	Too much/ many	Right amount/ neutral	Too little
Number of spaces			X
Length of time			X
Amount of enforcement	X		
Cost of fines		X	
Restricted hours	X		

- **Question 13**

Is a lack of parking inhibiting the amount of business your location can handle?

Yes	No
59%	41%

- **Question 14**

What arrangements has your business made to solve parking issues?

None	Valet parking	Sharing parking with a neighbor	Shuttle service	Other (please list)
X		X		Cameras/ Lights/ Fencing

- **Question 15**

If bike lanes were added to Broad Street and half of the on-street parking was removed would you expect:

More customers	Less customers	Same amount of customers
	X	X

- **Question 16**

What are the biggest challenges facing the commercial corridor from Clarendon to Hague?

A: Crime (not just a perception). Lack of parking.

- **Question 17**

What new activities should be added to the corridor to improve economic viability?

A: Attractions and community events, better police patrolling.

- **Question 18**

Do you see the corridor as having uniform characteristics or are some blocks in need of different considerations?

A: Eureka to Wheatland more pedestrian-oriented commercial.

- **Question 19**

What is the residential/ office viability of second floor uses?

A: One bedroom apartments above (occupied).

- **Question 20**

Additional comments?

A: The numbers of vacancies are increasing and many customers are moving out of the area.

- **List of Participants**

The Cycle Co.
Lev's Pawn Shop
AA Precise Collision Repair
The Taste/ Tobacco Gallery
Hillcrest Baptist Church
Fred Maloof
Hilltop Lutheran Church
St. John's Luthern Church
Jerry Spears Funeral Home
Good Life Barber Shop
Riggs Food Market
Noor Market
La Chaparrita
Millenium Cuts Barber Shop
Nancy Rhynard

Hilltop Wellness & Chiropractic
Righteous Cuts Barber Shop
Brett's of Course Hair
Dr. Peponis
Matt Provenzale
West Broad Street Elementary
Memory Lane Record Store
Tattoo Shop
Oasis Drive-Thru Beer and Wine
Bee's Food Mart
New Look Auto Repair
C+C Printing and Signs
UDF
Dr. Ryan
Opthamology West