

# Downtown Parking Strategy Update

Columbus, IN

Parking Commission Presentation – March 2022

# Agenda

**1** Scope of Work + Work Completed to Date

**2** Findings to Date

# Scope of Work & Work Completed to Date

# Scoped + Completed Tasks

## 1 Project Startup + Coordination

- Kickoff Meeting
- Bi-Weekly Coordination Calls
- Review of Background Documents
- Review of 2022 Parking Counts

# Scoped + Completed Tasks

## 2 Key Stakeholder Engagement

- City Staff Interviews
- Parking Commission Presentation
- Downtown Stakeholder Focus Group
- Downtown Stakeholder Survey

# Scoped Tasks Still to Be Completed

**3 Updated Recommendations**

**4 Meter Procurement Guidance**

# Findings to Date

# 2013 Study Findings



# Stakeholder Feedback: Key Themes

- Perception of a lack of parking downtown
- On-street time limits are unfriendly
- Coordination is lacking
- “We have a walking problem”
- Limited employee parking options
- Need more directional signage
- Unclear signage in garages
- Confusion about district-wide regulations
- Need more bicycle racks

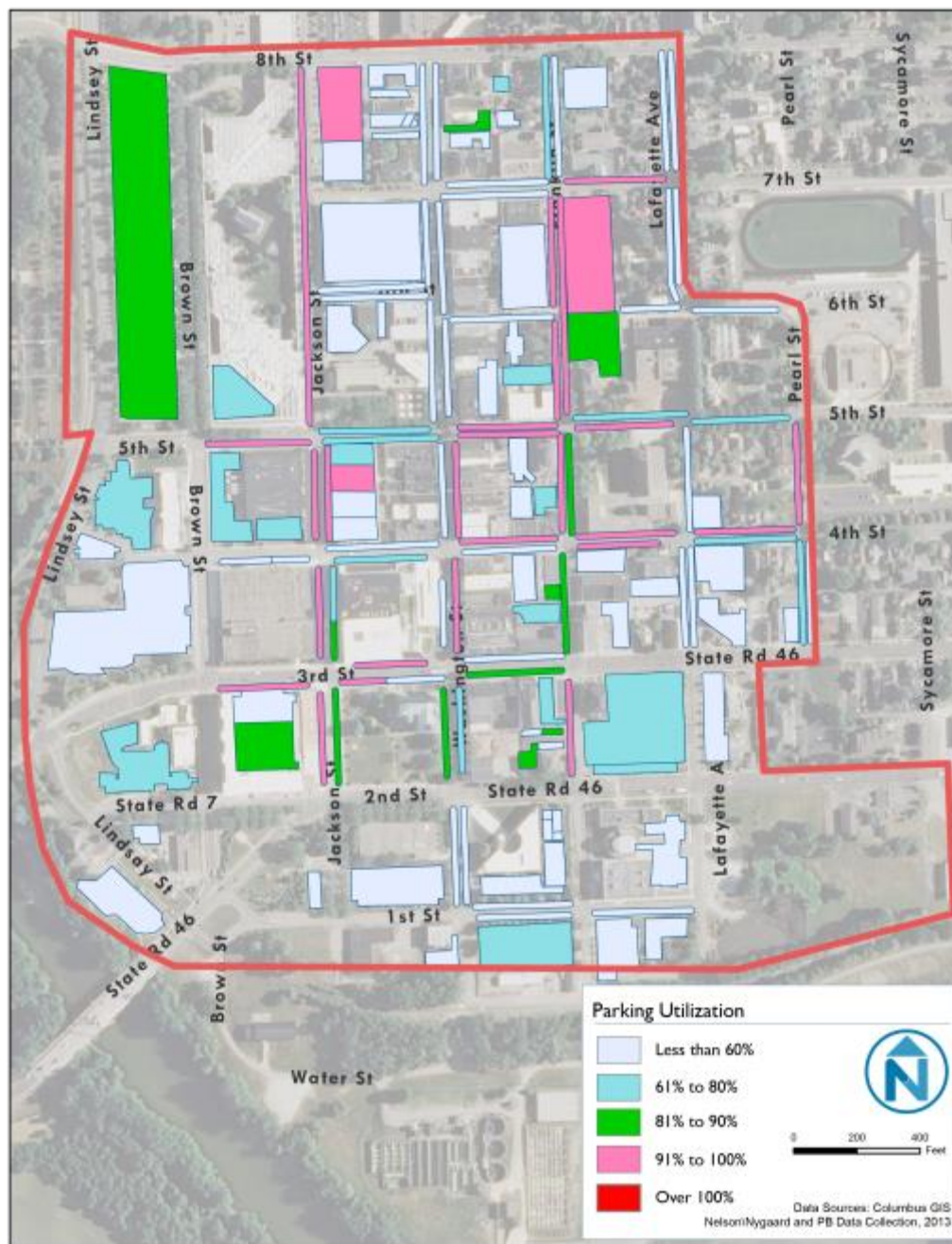
# Recommendations

- 1 PRICE ON-STREET PARKING TO IMPROVE AVAILABILITY**
- 2 EXPAND EMPLOYEE PERMIT PARKING**
- 3 IMPROVE GARAGE MANAGEMENT**
- 4 INVEST IN TECHNOLOGY AND ENFORCEMENT**
- 5 UPDATE ZONING**
- 6 EXPAND PEDESTRIAN, BICYCLE, AND TRANSIT INFRASTRUCTURE**
- 7 INVEST IN WAYFIDNING SIGNAGE**
- 8 ADD ON-STREET PARKING**

# Supply & Demand Conditions

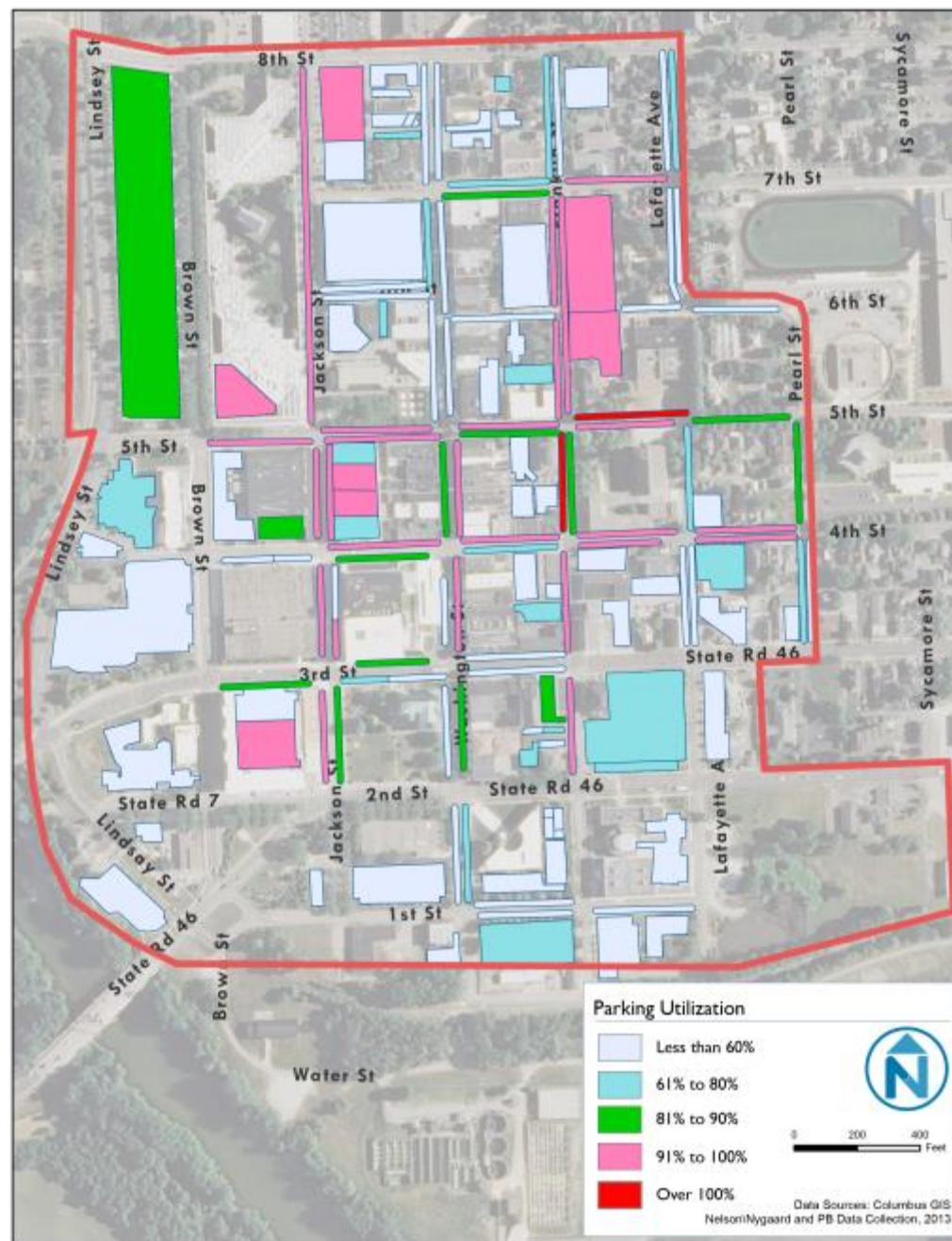
# Parking Utilization Thursday 9am

DOWNTOWN COLUMBUS PARKING THURSDAY 9:00 AM



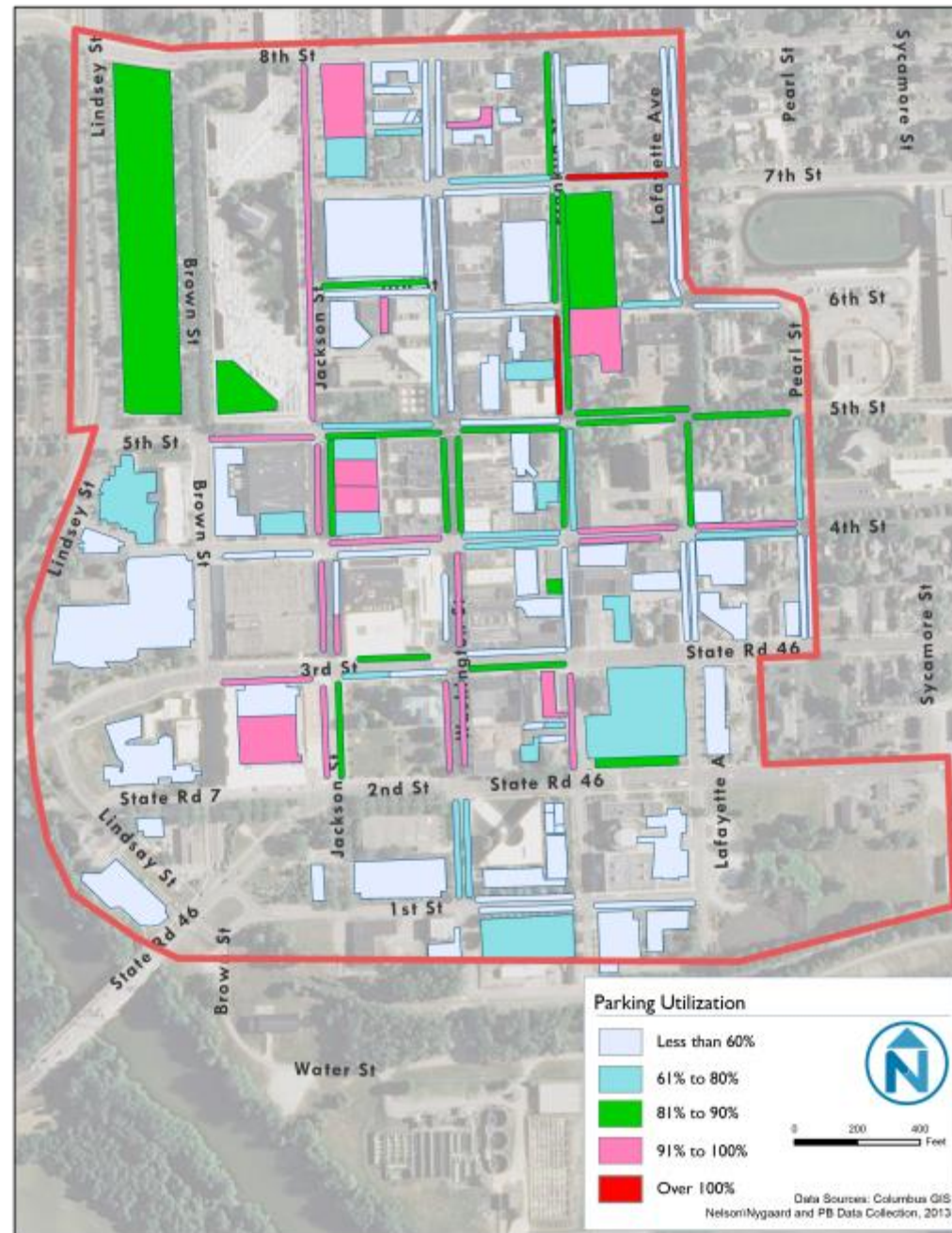
# Parking Utilization Thursday 11am

DOWNTOWN COLUMBUS PARKING THURSDAY 11:00 AM



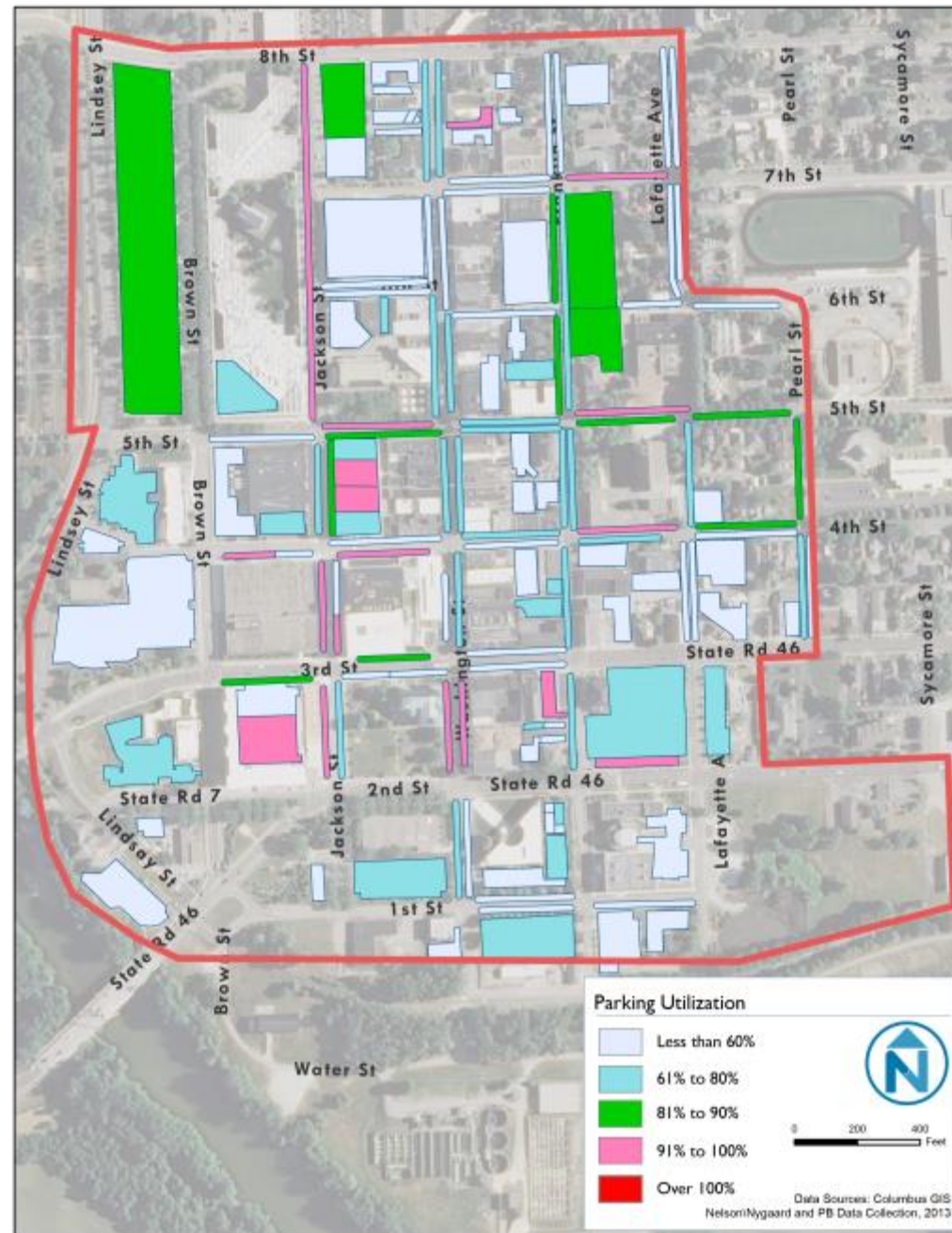
# Parking Utilization Thursday 1pm

DOWNTOWN COLUMBUS PARKING THURSDAY 1:00 PM



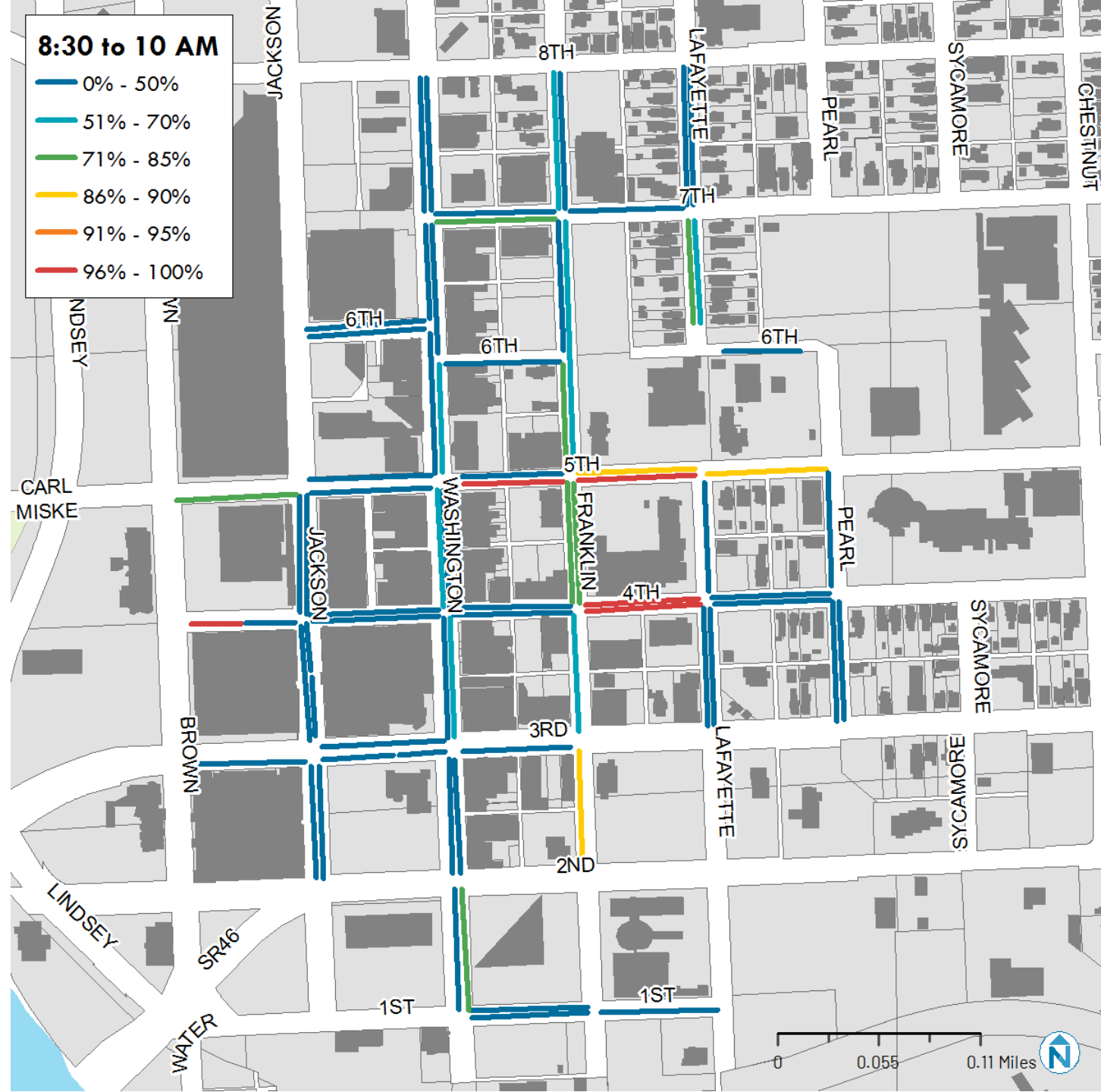
# Parking Utilization Thursday 3pm

DOWNTOWN COLUMBUS PARKING THURSDAY 3:00 PM



# Parking Utilization

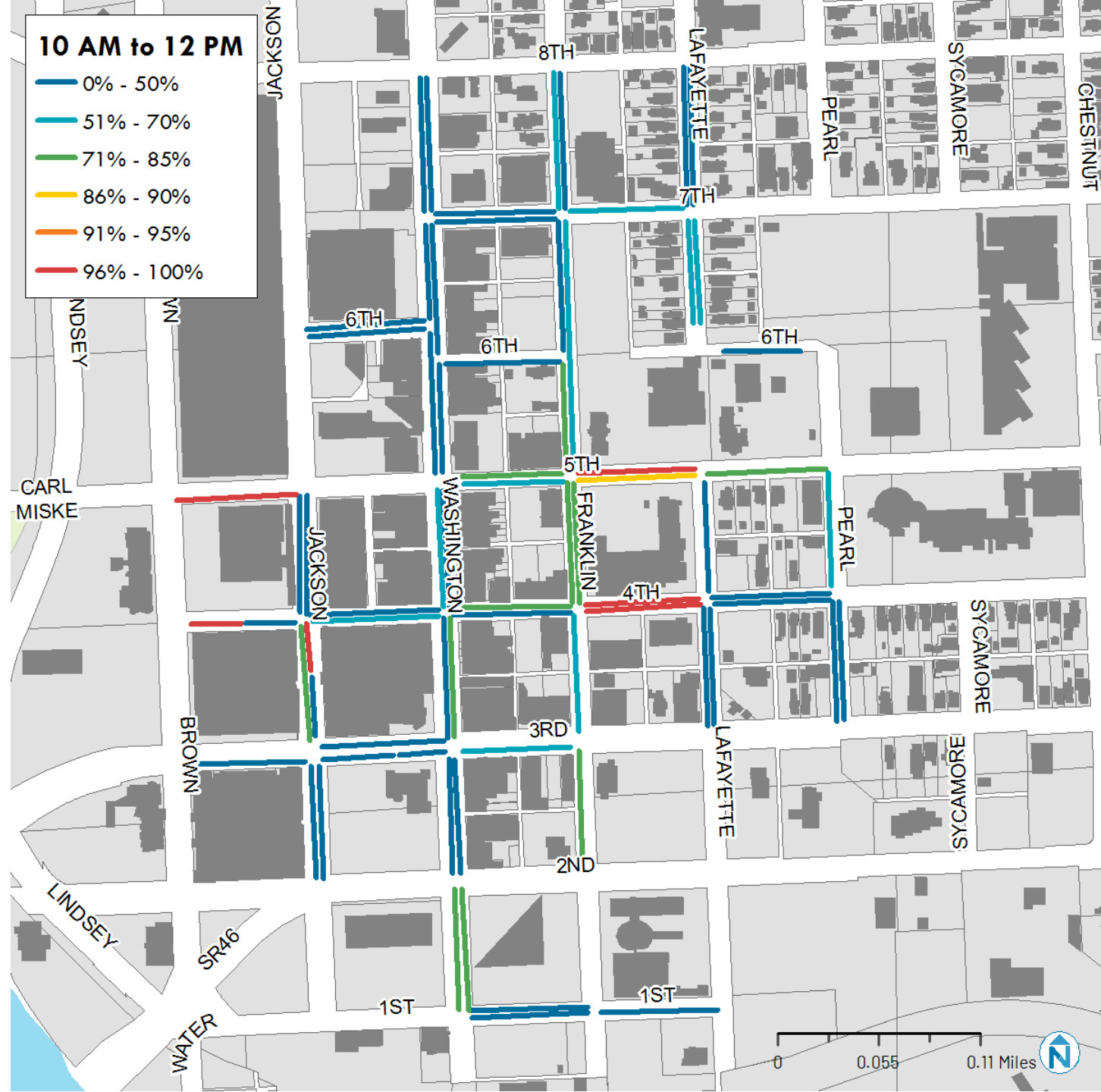
## Early Morning Counts





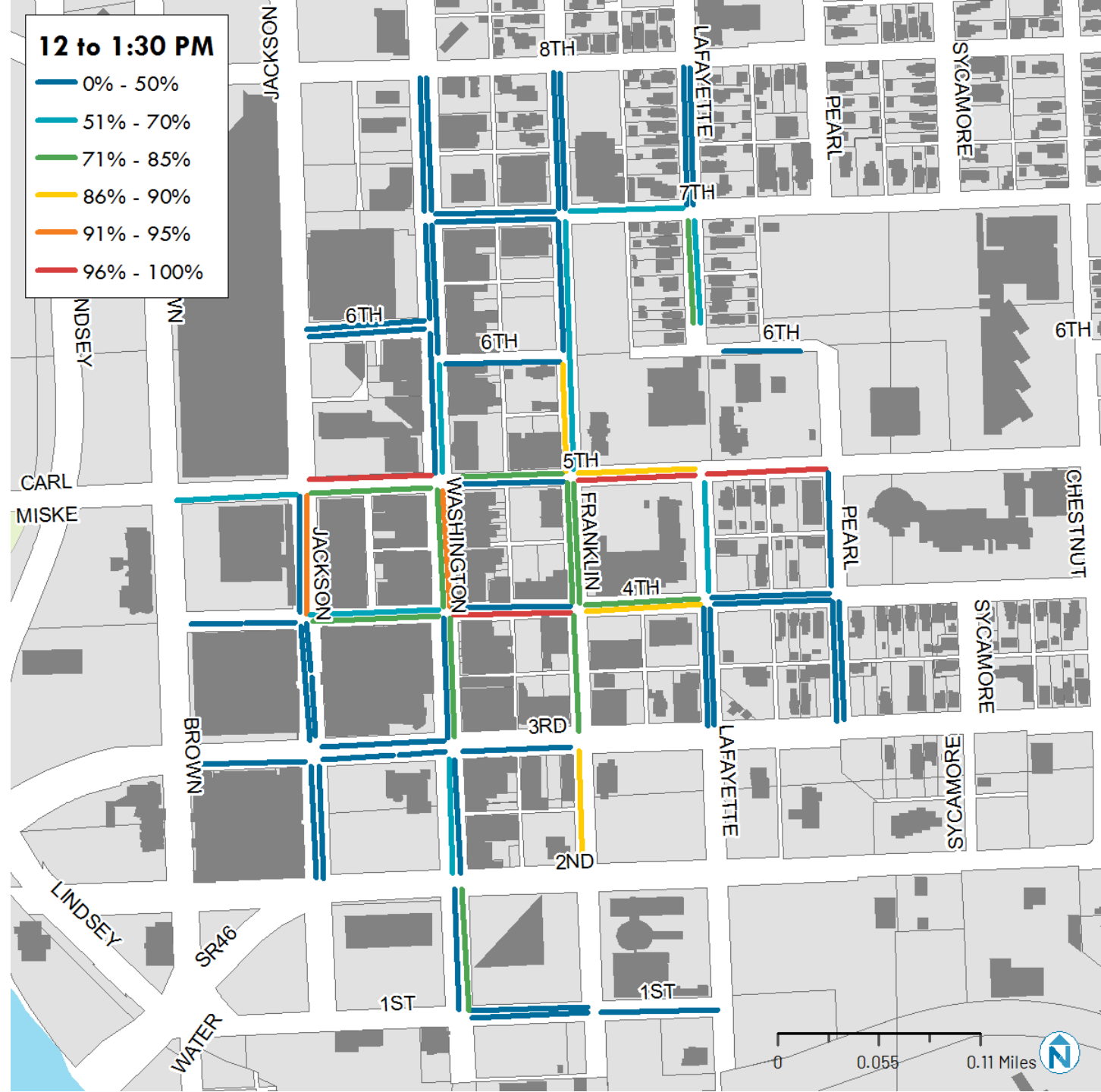
# Parking Utilization

Late Morning Counts



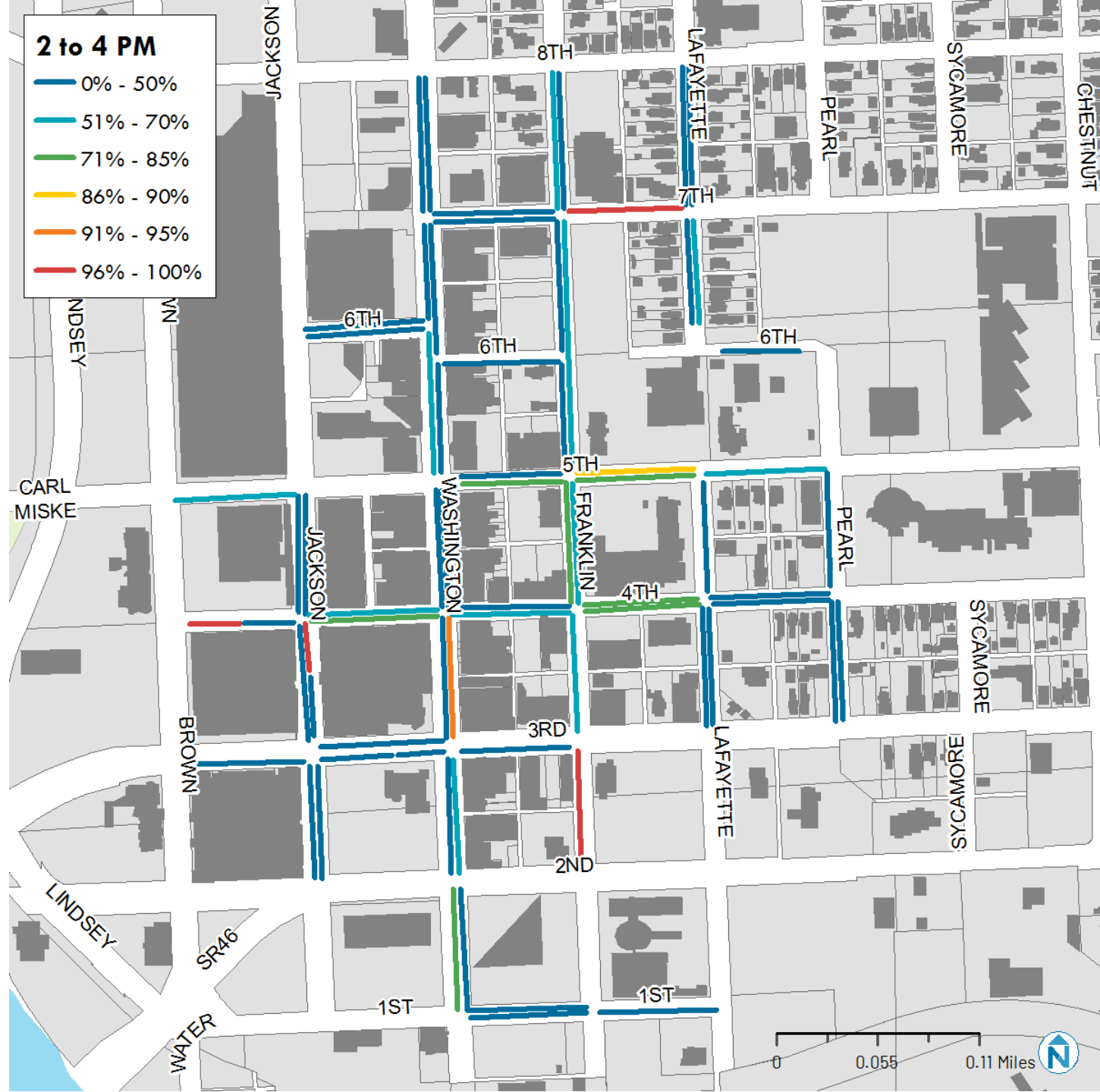
# Parking Utilization

Midday Counts



# Parking Utilization

Afternoon Counts



# 2022 Parking Utilization Notes

## Observed Patterns

- Demand is clearly down compared to 2013 counts, and presumably compared to pre-COVID norms.
- Patterns of demand being higher on secondary streets suggests that downtown employees/commuters have likely moved into the demand vacuum created by reduced visitor parking demand, overall.
- This probably does not impact Washington as much, due to combination of shorter time limits and more active enforcement on these blocks, as well as a general sense that those spaces should be left for customers to support businesses.

# **Stakeholder Feedback on 2013 Study Recommendations**

# PRICE ON-STREET PARKING TO IMPROVE AVAILABILITY

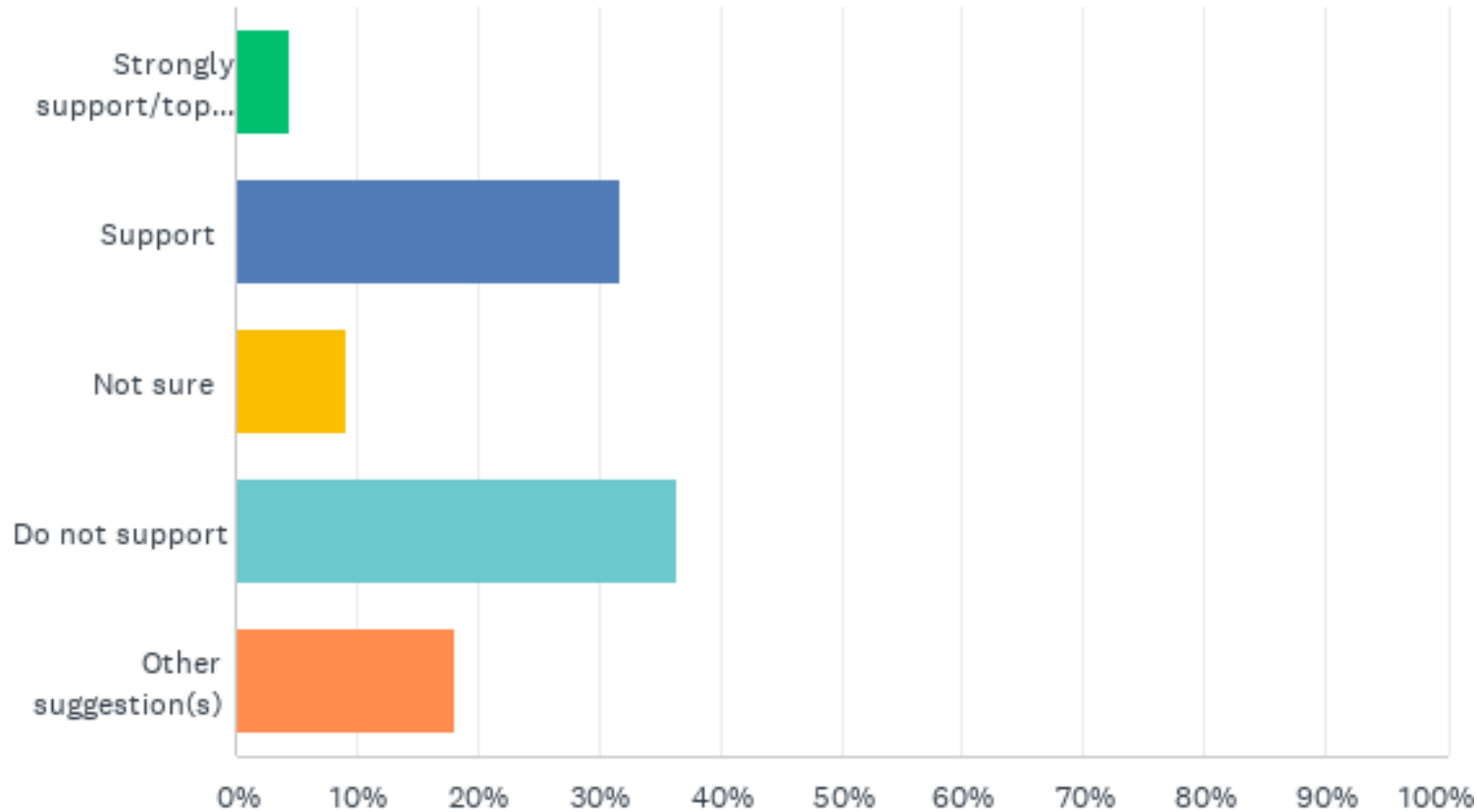
## PRICE THE CORE OF DOWNTOWN IN THE BUSIEST, MOST DESIRABLE AREAS ONLY

*The pricing should be moderate – just enough to alter employee behavior, without driving visitors away – and complemented with other parking options for price-sensitive visitors.*

- **Price in a Small Core Area**
  - Washington Street from 3rd to 7<sup>th</sup>
  - 3rd, 4th, & 5th Streets from Jackson Street to Franklin Street
  - Enforce between 10am - 8pm, weekdays only.
  
- **Free Parking**
  - Several blocks of free, but time-limited, parking should surround the core.
  - Time limits should be adjusted to reflect demand by block face, so the City should allow the Parking Commission (see Governance below) the authority to adjust boundaries over time.

# PRICE ON-STREET PARKING TO IMPROVE AVAILABILITY

**PRICE THE CORE OF DOWNTOWN IN THE BUSIEST, MOST DESIRABLE AREAS ONLY**



# EXPAND EMPLOYEE PERMIT PARKING

## CONSOLIDATE EXISTING PERMIT PROGRAMS INTO A TIERED EMPLOYEE PARKING PROGRAM

### Tier 1: Reserved Spaces:

- Reserved, individually dedicated spaces for specific users
- Limited number of these should be available at higher cost
- Located in the Jackson Street Garage and the City lots on Franklin Street

### Tier 2: Permitted Spaces:

- Designated for employee permits but not individually reserved by user

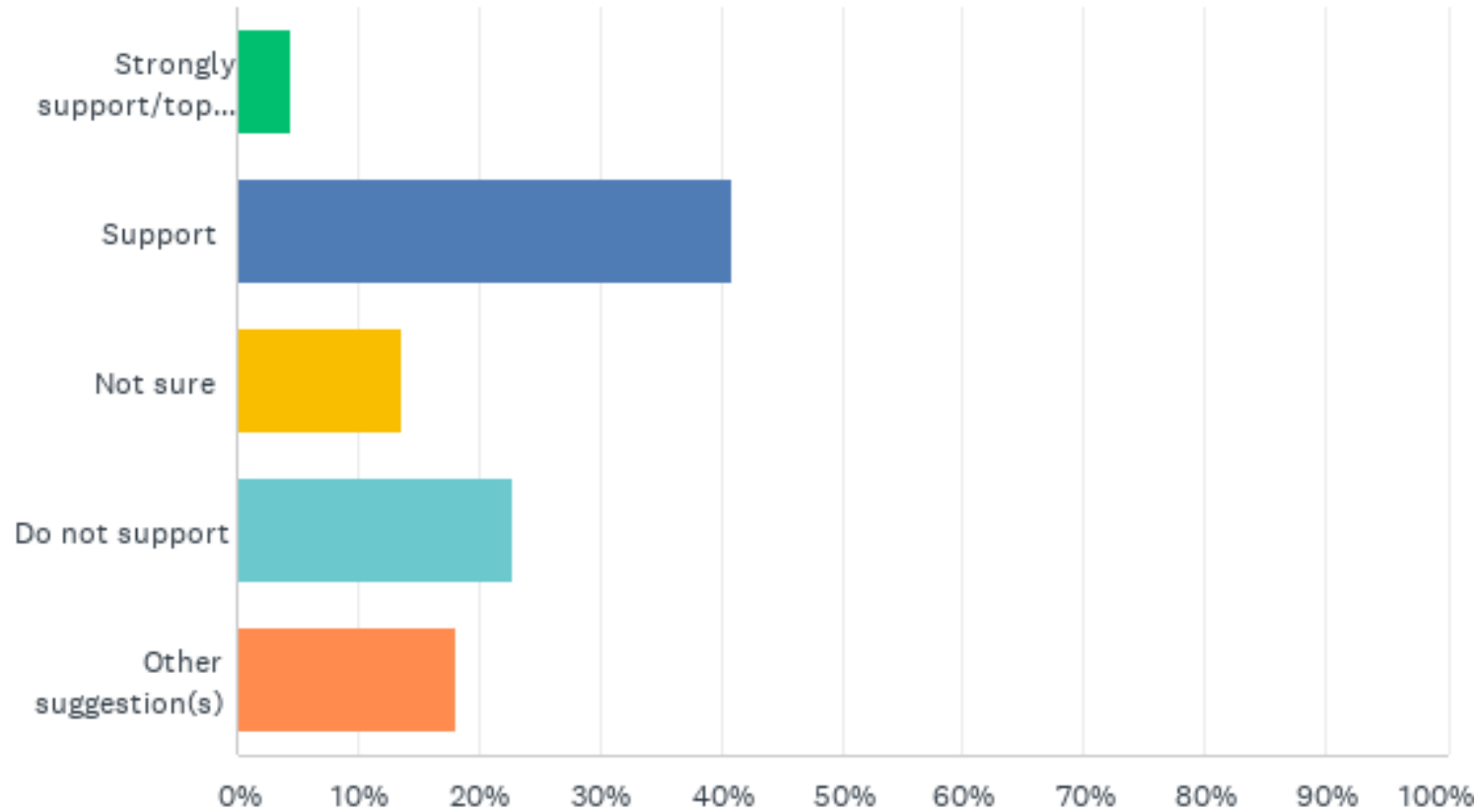
### Tier 3: Free Spaces:

- Free, long-term parking for employees, customers or visitors should be available, but at a distance



# EXPAND EMPLOYEE PERMIT PARKING

**CONSOLIDATE EXISTING PERMIT PROGRAMS INTO A TIERED EMPLOYEE PARKING PROGRAM**



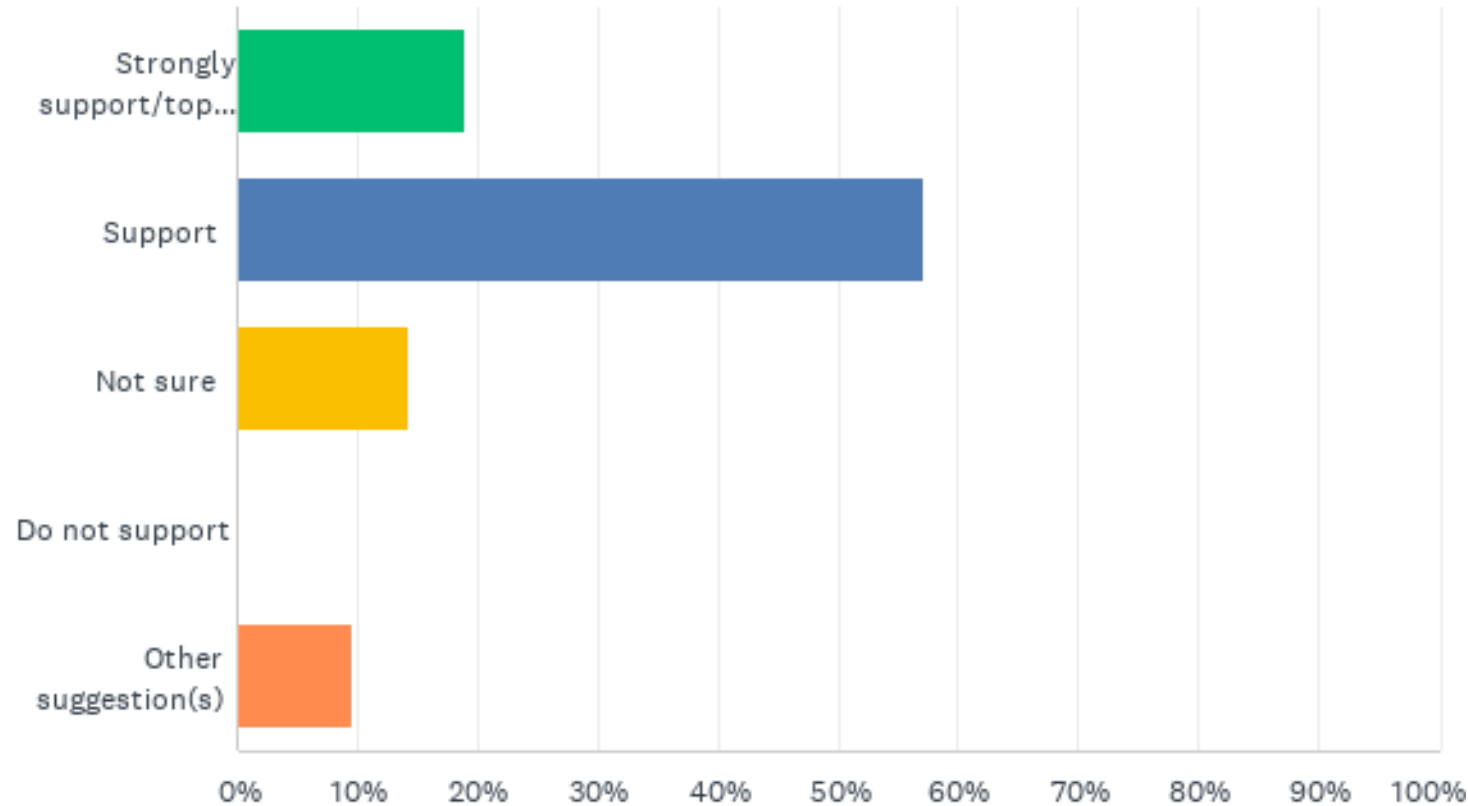
# INVEST IN WAYFINDING SIGNAGE

## WAYFINDING SIGNAGE IN CONJUNCTION WITH VISITOR-ORIENTED SIGNAGE AND ARTS DISTRICT DESIGNATIONS

1. **Before Arrival:** Provide information on parking locations, rates, restrictions, and other relevant information, via an official parking map and/or a Parking Information web page on the City's website, which can be linked to on the websites of popular downtown destinations.
2. **Upon Arrival:** Signage that reflects information on the map and/or parking web page, and directs visitors to right-fit parking options via intuitive messaging and branding that can mark options as official, visitor-focused parking options.
3. **While Downtown:** Pedestrian-oriented signage that includes information about parking locations and distance to popular, nearby destinations and attractions, to help to promote a "park once" strategy.

# INVEST IN WAYFINDING SIGNAGE

## WAYFINDING SIGNAGE IN CONJUNCTION WITH VISITOR-ORIENTED SIGNAGE AND ARTS DISTRICT DESIGNATIONS



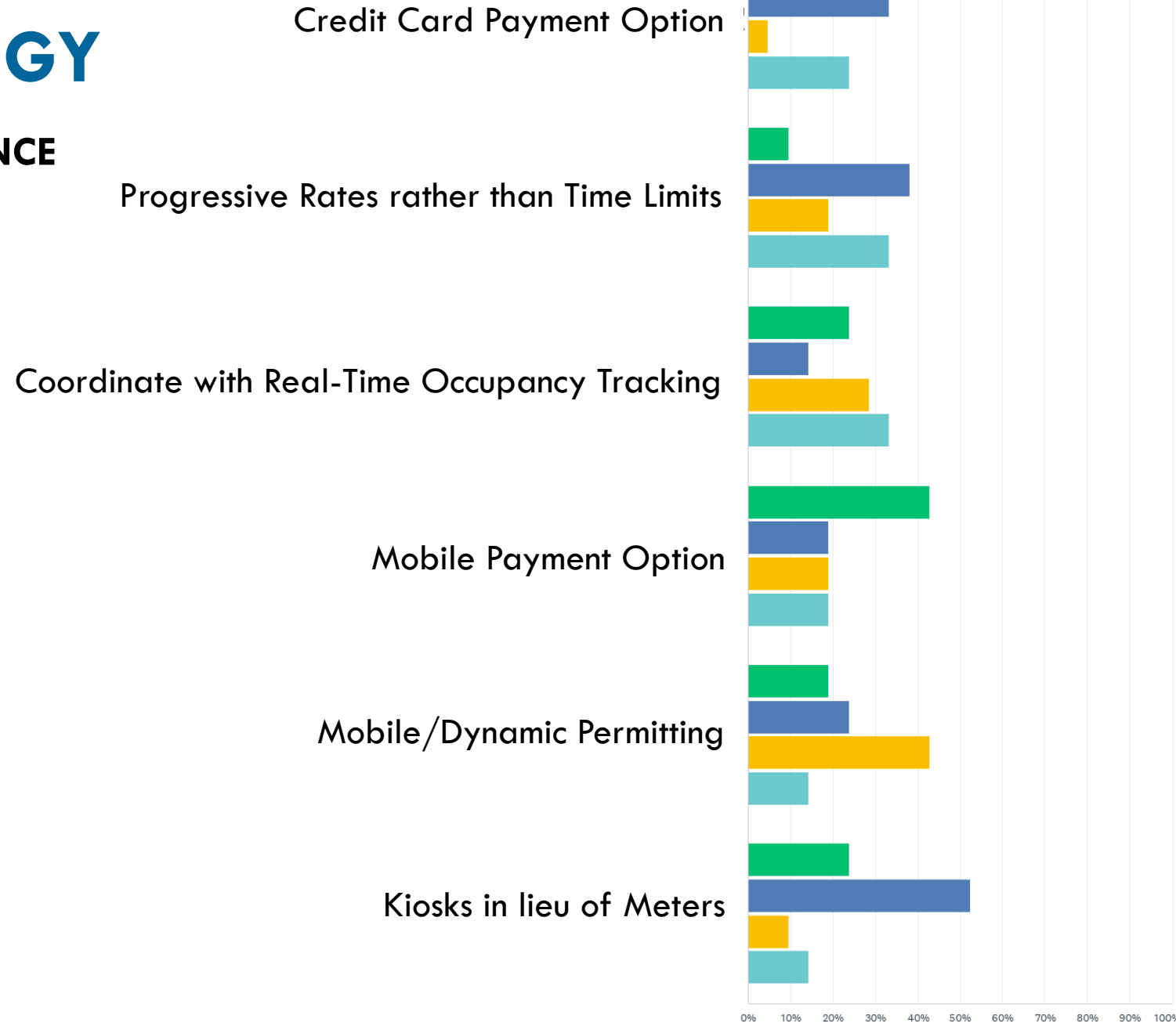
# INVEST IN TECHNOLOGY

## UPGRADES FOR CUSTOMER CONVENIENCE AND EFFICIENT ENFORCEMENT OPERATIONS

- Use parking kiosks, which reduce sidewalk clutter, that accept credit card and cell phone payments
- Utilize coordinated enforcement handheld readers that minimize back-end processing administration
- Consider utilizing license plate recognition for employee permits, which would eliminate the need for hang tags and sticker permits
- Raise ticket rates (but maintain the first violation as a warning) to be a more ample amount
- Implement/extend a parking ambassador program for enforcement personnel to have information available for visitors and customers

# INVEST IN TECHNOLOGY

**UPGRADES FOR CUSTOMER CONVENIENCE  
AND EFFICIENT ENFORCEMENT  
OPERATIONS**



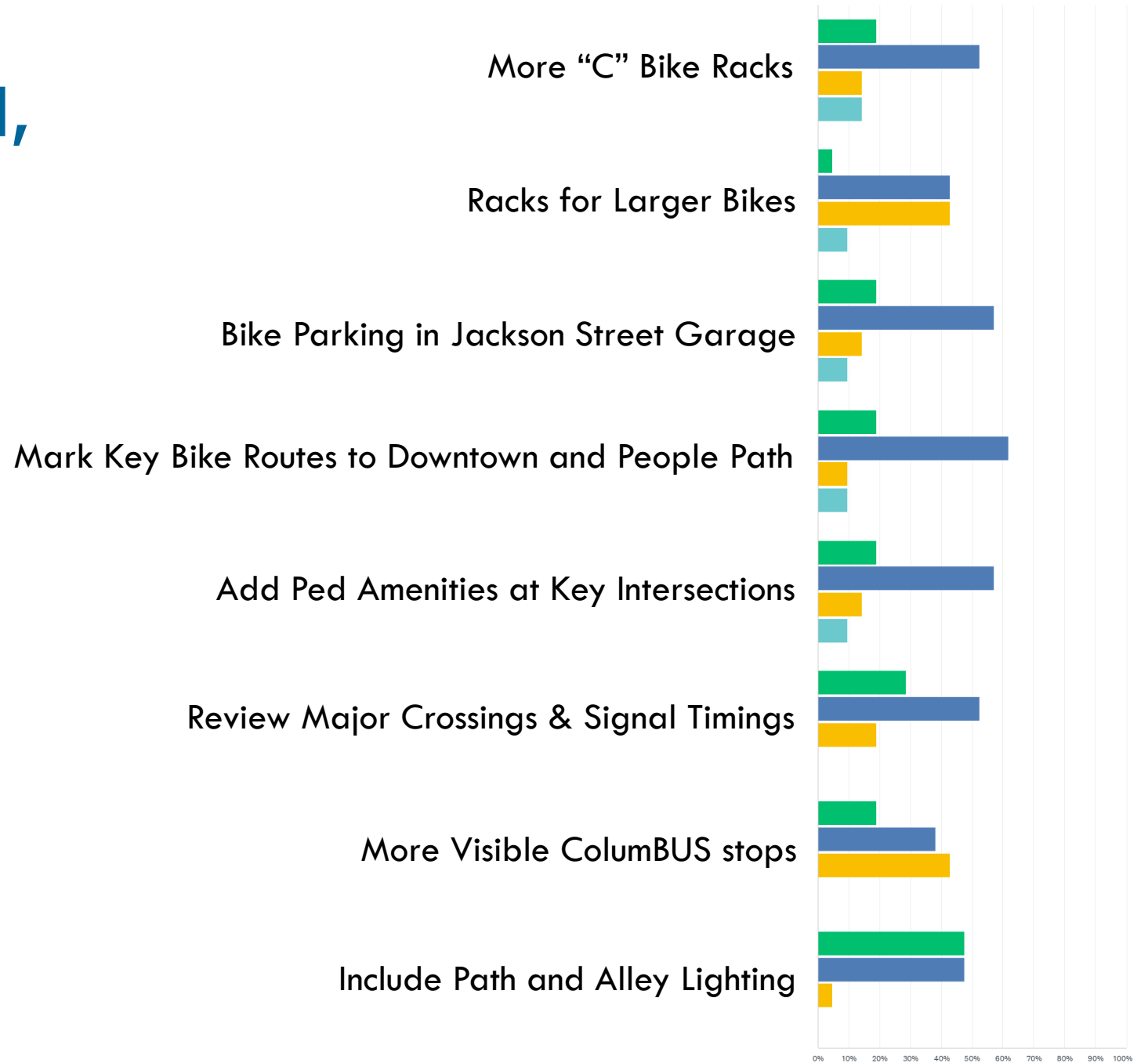
# BICYCLE, PEDESTRIAN, AND TRANSIT IMPROVEMENTS

## BICYCLE, PEDESTRIAN, AND TRANSIT IMPROVEMENTS

- Add more "C" bike racks at front door, visible locations;
- Consider "C" racks that can fit larger framed bicycles
- Add secure, protected, well-marked and lit bicycle parking in the Jackson Street garage
- Work with the Pedestrian and Bicycle Plan to identify and mark bicycle routes into downtown (and those that connect with the People Path)
- Continue to add pedestrian amenities at intersections
- Review major crossings and pedestrian timing
- Provide more visible stops for ColumBUS
- Continue to improve lighting and pedestrian paths, including alleys/lots
- Install "hawk" lights to access Mill Race Park remote parking
- Improve the alleyway system, which provides for shorter walking distances, a more connected network, improved public spaces, and more convenient loading areas
  - This type of system has a great potential to continue to support downtown growth, by making Park Once access more viable from more parking options.
  - The improvement of alleys could be especially effective if done in conjunction with the Art District and adjacent buildings

# BICYCLE, PEDESTRIAN, AND TRANSIT IMPROVEMENTS

## BICYCLE, PEDESTRIAN, AND TRANSIT IMPROVEMENTS



**Thank you!**



Nelson\Nygaard Consulting Associates



Developing transportation systems to promote broader community goals of mobility, equity, sustainability, health, and economic development

# We Put People First



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Transit Corridors



Active Transportation and Safety



Cities and Streets



Parking and Demand Management



Paratransit and Community Transit



Emerging Mobility



Engineering and Design

