



Conducted May 20, 2017 – July 26, 2017

The City of Powell Development Department

Parking Study

This parking study was conducted with three goals in mind; to gather knowledge, inform decision making, and improve parking in Powell. By first collecting data over the course of several census counts, Staff has improved its knowledge on the conditions of parking within the study area. Next, this document was assembled with the intent to inform decision making by providing maps and tables of information representing parking utilization. Lastly, this study should be used to guide decisions in a direction that will improve the parking availability in the Powell downtown.

Structure of the Study

The study is comprised of four major components:

Introduction

The introduction section defines the terms used throughout the document, describes the methods used to perform the study, and identifies the purpose of the census.

Parking Census and Analysis

This section of the study identifies individual public parking lots and provides data for parking utilization over the course of the census. An analysis briefly summarizing the data presented will be found for each lot.

Recommendations

The recommendations provided are in the opinion of the Staff who conducted the parking study. Each recommendation is based on the data recorded through the course of the census, with the goal of improving parking availability in the downtown.

Appendix

The appendix contains the full data table of all information collected over the course of the study with maps corresponding to each date and time.

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Introduction

Parking Census

A parking census is the process of measuring parking utilization, the rate at which parking spaces are occupied, in an area over a period of time. This study focuses mainly on the public parking in the study area. A follow up study will review private parking areas. The information gathered from a parking census is used to determine if a study area has a parking problem and where specifically it may exist. A parking census can guide decisions on whether supplemental parking is needed or where extra parking may be found.

Purpose

The goal for this parking census is to record the condition of parking in the Downtown Powell study area. The collected data includes the total number of parking spots available, the rate at which these spots were utilized, and what areas of the study area consistently lack in parking.

Census Method

- I. Identify Census Study Area
 - All public and private parking spaces located in zones 'Downtown Residence District' and 'Downtown Business District' have been included in the study area.
- II. Select Census Dates and Times
 - A variety of dates were selected to best represent the typical utilization of parking in the Downtown. The dates were selected to include weekdays and weekends, as well as special event dates when the need for parking is the greatest. Parking utilization counts were performed each date at 10:00 AM, 12:30 PM, 6:00 PM, and 8:00 PM.

Date	Day of Week	Day Type
May 20, 2017	Saturday	Pre-Summer Weekend
May 25, 2017	Thursday	Pre-Summer Weekday
May 27, 2017	Saturday	Memorial Day Weekend
June 8, 2017	Thursday	Zoo Day
June 14, 2017	Wednesday	Summer Mid-Week
June 24, 2017	Saturday	Powell Festival
July 1, 2017	Saturday	Summer Travel Weekend
July 15, 2017	Saturday	Summer Weekend
July 26, 2017	Wednesday	Summer Mid-Week

- III. Perform Census Counts
 - At the four scheduled times on each date, Staff drove through the downtown to observe and record the parking utilization. Each parking lot was isolated, and assigned a label representing the total number of parking spots. Any occupied space, regardless of vehicle type, was counted as being utilized.

Data Presentation

The primary focus of this document is to present findings for the public parking utilization in the Powell Downtown for the Village Green, 44 North Liberty, Depot Street, and On Street parking. Each group will have a table that displays the number of cars and percent use for each census time and date, and a map for reference. The appendix contains all data from the census with maps of the downtown for each census time and date. The chart below shows the color coding for each chart.



This interval scale was inspired by the scale used in the Parking Utilization Study performed by Ypsilanti Downtown Development Authority, a parking study conducted over a similarly sized study area.

Parking Census and Analysis

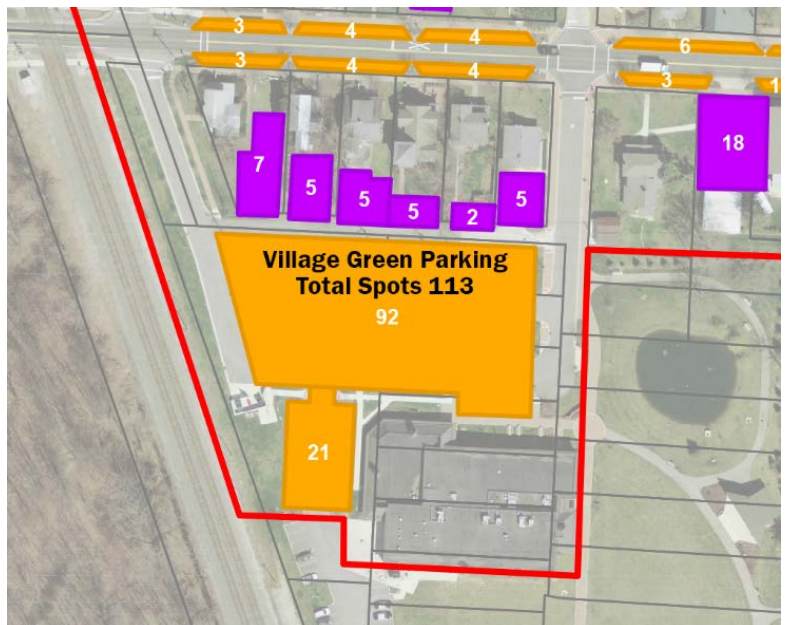
Village Green Parking (113 Spots Available)

Date	Time	Number of Cars	Percent Use
May 20, 2017	10:00 AM	37	33%
	12:30 PM	32	28%
	6:00 PM	35	31%
	8:00 PM	56	50%
May 25, 2017	10:00 AM	17	15%
	12:30 PM	24	21%
	6:00 PM	47	42%
	8:00 PM	31	27%
May 27, 2017	10:00 AM	11	10%
	12:30 PM	9	8%
	6:00 PM	19	17%
	8:00 PM	23	20%
June 8, 2017	10:00 AM	27	24%
	12:30 PM	29	26%
	6:00 PM	34	30%
	8:00 PM	36	32%
June 14, 2017	10:00 AM	38	34%
	12:30 PM	58	51%
	6:00 PM	40	35%
	8:00 PM	59	52%
June 24, 2017	10:00 AM	-	-
	12:30 PM	-	-
	6:00 PM	-	-
	8:00 PM	-	-
July 1, 2017	10:00 AM	21	19%
	12:30 PM	22	19%
	6:00 PM	29	26%
	8:00 PM	30	27%
July 15, 2017	10:00 AM	25	22%
	12:30 PM	43	38%
	6:00 PM	48	42%
	8:00 PM	50	44%
July 26, 2017	10:00 AM	60	53%
	12:30 PM	30	27%
	6:00 PM	57	50%
	8:00 PM	53	47%

Analysis

The Village Green Parking lot is the largest public lot in Powell. Through the course of the Parking Census, only five time slots had counts above 50% capacity. The lot reaches a healthy rate of use in the evening hours, and is underutilized other times of the day. The Village Green lot has 29 parking spaces that have been "allocated" for restaurant parking; 4 for Kraft House No. 5 and 25 for Prohibition Gastro Lounge (see appendix page _). In addition, 2 spaces have been specified for Safe Online Shopping Exchange. This lot has the capacity to increase the number of specified business parking spots if necessary.

Due to the Village Green lot being used for Powell Festival, parking counts for June 24th were omitted.



44 North Liberty (19 Spots)

Date	Time	Number of Cars	Percent Use
May 20, 2017	10:00 AM	3	16%
	12:30 PM	10	53%
	6:00 PM	18	95%
	8:00 PM	14	74%
May 25, 2017	10:00 AM	14	74%
	12:30 PM	14	74%
	6:00 PM	16	84%
	8:00 PM	16	84%
May 27, 2017	10:00 AM	6	32%
	12:30 PM	13	68%
	6:00 PM	19	100%
	8:00 PM	19	100%
June 8, 2017	10:00 AM	16	84%
	12:30 PM	16	84%
	6:00 PM	18	95%
	8:00 PM	18	95%
June 14, 2017	10:00 AM	4	21%
	12:30 PM	7	37%
	6:00 PM	11	58%
	8:00 PM	16	84%
June 24, 2017	10:00 AM	7	37%
	12:30 PM	18	95%
	6:00 PM	20	105%
	8:00 PM	19	100%
July 1, 2017	10:00 AM	14	74%
	12:30 PM	5	26%
	6:00 PM	19	100%
	8:00 PM	18	95%
July 15, 2017	10:00 AM	5	26%
	12:30 PM	8	42%
	6:00 PM	17	89%
	8:00 PM	18	95%
July 26, 2017	10:00 AM	2	11%
	12:30 PM	4	21%
	6:00 PM	11	58%
	8:00 PM	18	95%

Analysis

44 North Liberty provides access to the northeastern quadrant of Powell, and is the only public parking lot in the northeastern area. This lot frequently reaches capacity and is over utilized relative to Village Green. 44 North Liberty has 7 spots dedicated to Jeni's Ice Cream, Cutler Real Estate, and First Impressions (see image below). This lot is busy in the morning and early afternoon hours, typically full or near capacity in the evening.

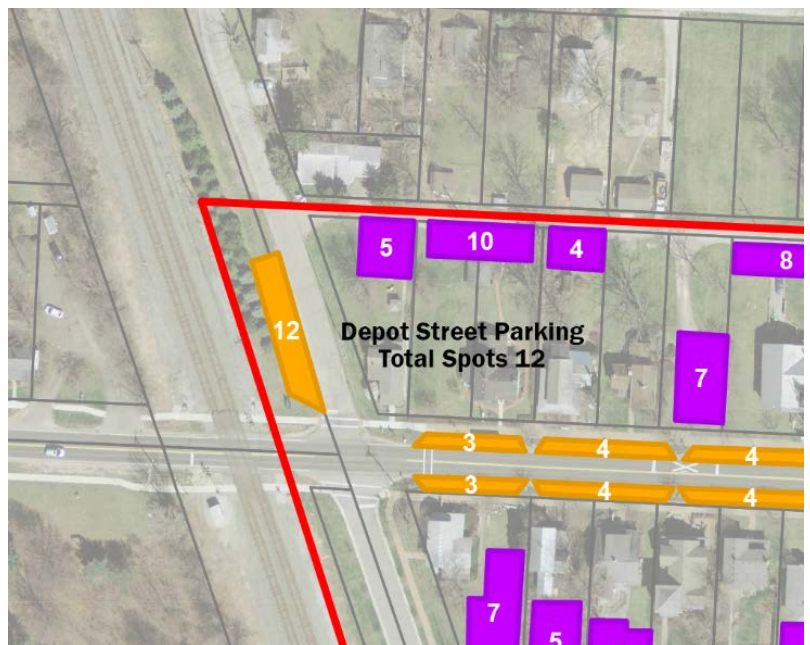


Depot Street (12 Spots)

Date	Time	Number of Cars	Percent Use
May 20, 2017	10:00 AM	0	0%
	12:30 PM	0	0%
	6:00 PM	0	0%
	8:00 PM	0	0%
May 25, 2017	10:00 AM	0	0%
	12:30 PM	0	0%
	6:00 PM	0	0%
	8:00 PM	0	0%
May 27, 2017	10:00 AM	0	0%
	12:30 PM	0	0%
	6:00 PM	0	0%
	8:00 PM	1	8%
June 8, 2017	10:00 AM	0	0%
	12:30 PM	0	0%
	6:00 PM	0	0%
	8:00 PM	0	0%
June 14, 2017	10:00 AM	0	0%
	12:30 PM	0	0%
	6:00 PM	0	0%
	8:00 PM	0	0%
June 24, 2017	10:00 AM	0	0%
	12:30 PM	24	200%
	6:00 PM	38	317%
	8:00 PM	36	300%
July 1, 2017	10:00 AM	0	0%
	12:30 PM	0	0%
	6:00 PM	0	0%
	8:00 PM	0	0%
July 15, 2017	10:00 AM	0	0%
	12:30 PM	0	0%
	6:00 PM	0	0%
	8:00 PM	0	0%
July 26, 2017	10:00 AM	0	0%
	12:30 PM	0	0%
	6:00 PM	1	8%
	8:00 PM	2	17%

Analysis

Outside of the Powell Festival census counts, cars were recorded parked at Depot Street only three times. Depot Street is unutilized public parking that has available capacity for overflow parking or could be used towards specific businesses required parking requirements.

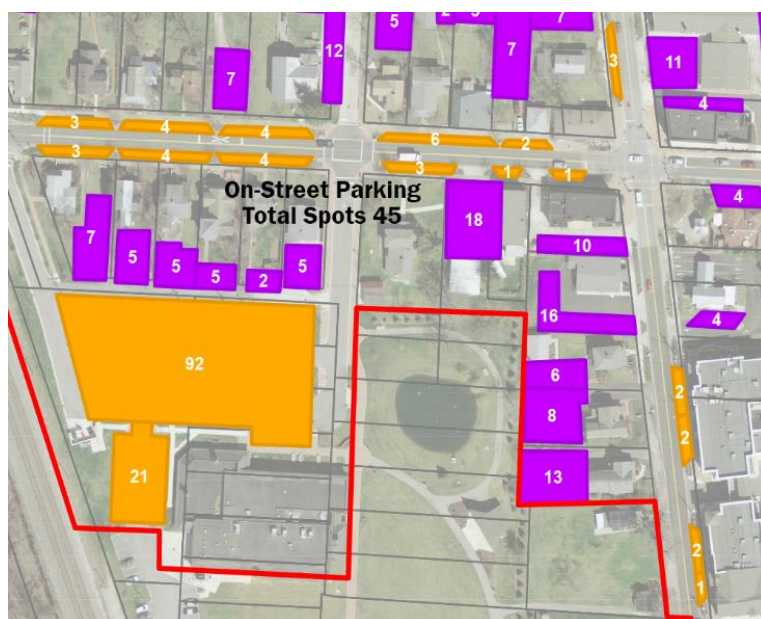


On Street Parking (45 Spots)

Date	Time	Number of Cars	Percent Use
May 20,2017	10:00 AM	18	40%
	12:30 PM	26	58%
	6:00 PM	39	87%
	8:00 PM	38	84%
May 25,2017	10:00 AM	7	16%
	12:30 PM	14	31%
	6:00 PM	22	49%
	8:00 PM	26	58%
May 27,2017	10:00 AM	10	22%
	12:30 PM	17	38%
	6:00 PM	22	49%
	8:00 PM	23	51%
June 8, 2017	10:00 AM	7	16%
	12:30 PM	14	31%
	6:00 PM	31	69%
	8:00 PM	27	60%
June 14, 2017	10:00 AM	7	16%
	12:30 PM	15	33%
	6:00 PM	32	71%
	8:00 PM	27	60%
June 24, 2017	10:00 AM	17	38%
	12:30 PM	65	144%
	6:00 PM	45	100%
	8:00 PM	81	180%
July 1, 2017	10:00 AM	16	36%
	12:30 PM	17	38%
	6:00 PM	28	62%
	8:00 PM	24	53%
July 15, 2017	10:00 AM	24	53%
	12:30 PM	21	47%
	6:00 PM	24	53%
	8:00 PM	38	84%
July 26, 2017	10:00 AM	12	27%
	12:30 PM	17	38%
	6:00 PM	28	62%
	8:00 PM	21	47%

Analysis

Through the course of the Census, Powell has maintained a healthy level of on street parking utilization. As seen in the appendix, the levels of highest utilization tend to be closer to the four corners with the outlying on street parking areas tending to be used slightly less. Even at peak evening hours, only Powell Festival census counts recorded at capacity parking utilization. No on street parking space has signs to specify restricted parking for an individual business.



Summary

This study focused on the municipal lots within the study area. Overall, the data shows that there is little parking usage in the Village Green and Depot Street lots. However, the 44 North Liberty and on-street parking near the Four-Corner is more heavily used. As a whole, there is still capacity for more cars.

Recommendations

The following recommendations are based on the data recorded throughout the Downtown Parking Census. The overarching goal of these recommendations is to better provide available parking downtown in order to support Powell's businesses while ensuring a safe and walkable community.

Shared Parking

Many businesses in Powell restrict parking by neighboring businesses, even if a neighboring business is open hours after they close. In Staff's opinion, restricted parking signs do not lend to an inviting downtown community.



During peak hours any given day there are a number of unutilized parking lots, some public and some private. To best make use of all open parking spaces in the downtown, the City should begin to incentivize the sharing of private parking by reducing minimum parking requirements for each business in the agreement, providing liability insurance, improving the spaces (repaving, restriping..). Two common methods for shared parking are contractual agreements between adjacent lots, and parking management districts.

Contractual Agreements- This method typically entails two or more neighboring businesses agreeing that in their off peak hours, the other business may utilize their lot and vice versa. This method relieves parking space requirements for both businesses and maximizes the spaces available at all times of the day.

Parking Management District- This method is when a group of businesses agree that all spaces shared between them may be used by any businesses at any time. In this method the lump sum of parking is much less likely to be overburdened than any individual lot. The group management of parking reduces maintenance costs by splitting the costs between several parties. In addition, the lack of restriction encourages a walkable community by removing the fear of being towed if a visitor wishes to stop at more than one business.

Beautiful Streetscapes

Drivers in Powell may experience frustration when the parking nearest their destination is full, even when available parking is only a block or two away. The perception of a lack of parking can be combatted by creating beautiful streetscapes.



Beautiful Streetscapes have the ability to change the attitude of people as they traverse a place. The goal is to create an inviting, safe, and fun space that makes visitors change their mindset from “I have to walk an extra block” to “I get to walk an extra block”. Encouraging this shift through the environment of the downtown can create a feeling of wholeness that makes parking a bit farther away seem not quite so far.

Signage

To increase awareness of public parking availability, the City should pursue improved parking signage. Easily seen parking notifications remove doubt for new visitors as to where they are allowed to park. The data recorded in this study shows that Powell’s public lots are able to accommodate more vehicle. Improved public parking signs help attract people and help reduce overutilization of private lots that do not have excess capacity.

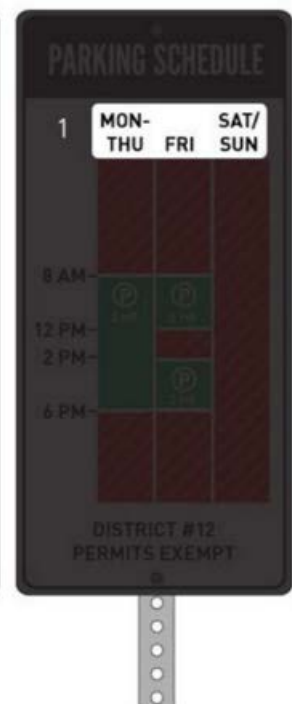
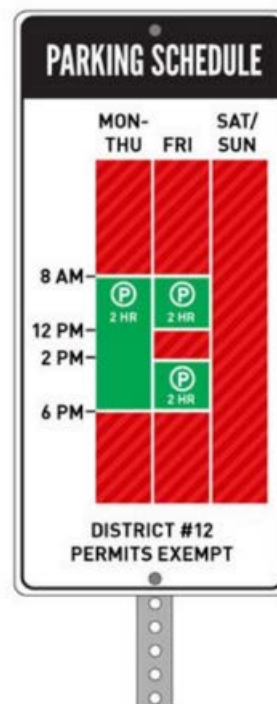


Businesses that decide to go into shared parking agreements should place signs with clear boundaries. Sign clarity is essential to encourage proper lot use and to reduce confusion for visitors. In a Parking Management District private parking restriction signs are unneeded. In Contractual Agreements signs setting a schedule for when shared parking is permitted should be made clear at a glance if the contract specifies certain off peak hours as shared parking times.



WIRED A Redesigned Parking Sign So Simple That You'll Never Get Towed

SHARE



A more current version of the sign. NIKKI SYLIANTENG

Publically Maintained Parking

When businesses agree to share parking, the increased number of space allows for better parking distribution over time. If the whole downtown agreed to share parking, parking would always be available. The City should pursue an agreement to assume maintenance costs of private parking in exchange for unlimited access for Powell visitors. By allowing access to all private lots, visitors will have no doubt as to where they are allowed to park. Unrestricted parking imparts a sense of community and cooperation where all businesses participate in what is best for the downtown.