



# Downtown Columbus Parking Study

**PUBLIC MEETING**

October 2013

**N** NELSON  
NYGAARD

**PARSONS  
BRINCKERHOFF**

# Tonight's Agenda

---

1. Welcome
2. Study Overview & Process
3. Analysis
4. Alternative Solutions
5. Discussion



# Developing a Parking Management Plan

---

Summer 2013

## Parking Supply and Demand

- Identify Existing Conditions
- Parking Utilization Data Collection
- Utilization Database
- Turnover Counts

## Parking User Profiles

- Online Survey 1,100 respondents
- Public Open House
- Stakeholder Interviews
- Merchant's Meeting

Fall 2013

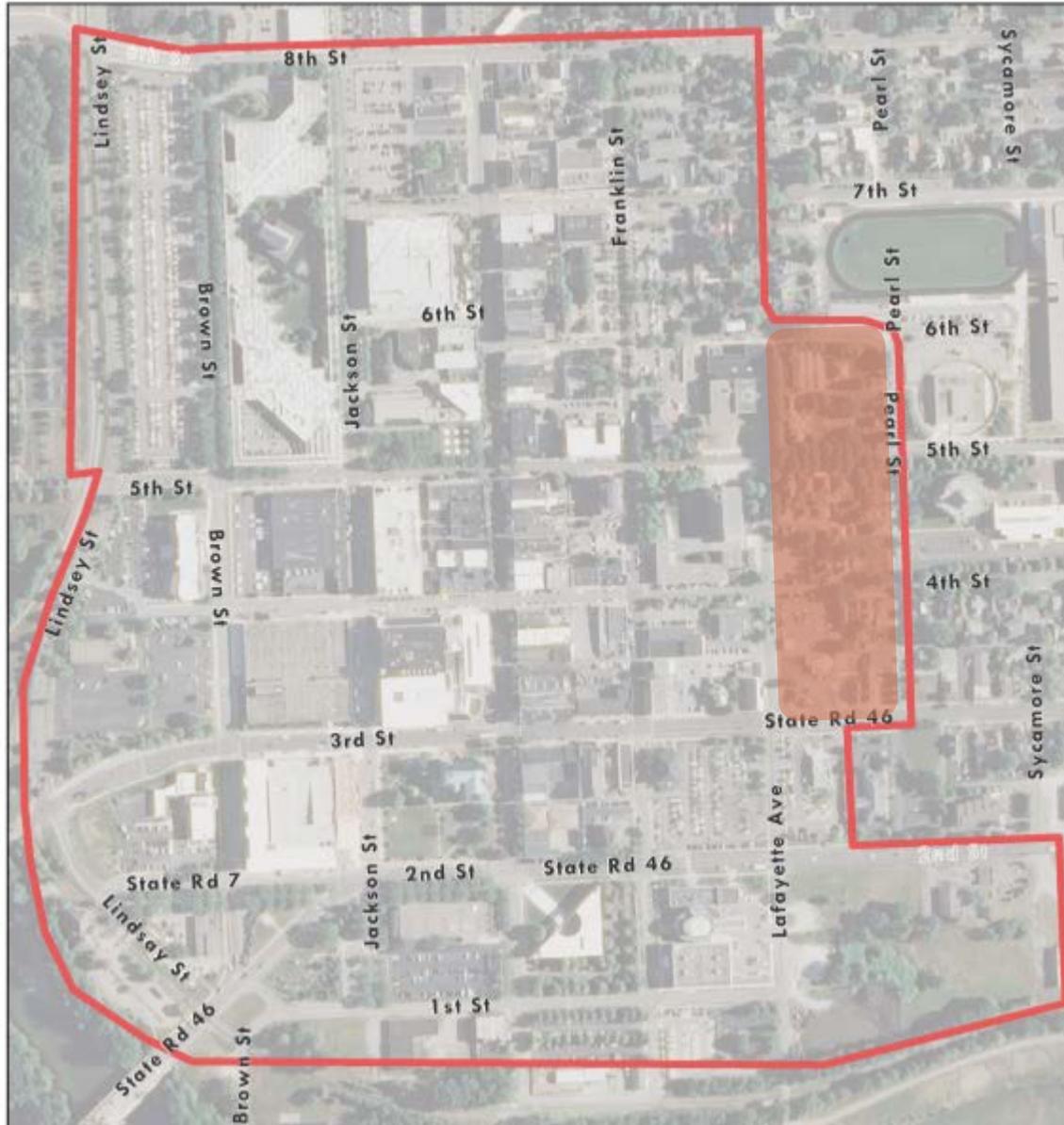
Strategy Development/  
Alternative Solutions

Public Meeting

Final Parking Management  
Plan

Formalize Recommendations  
City Council and  
Redevelopment Commission  
Meeting

# Downtown Parking Study Area



# LEGEND

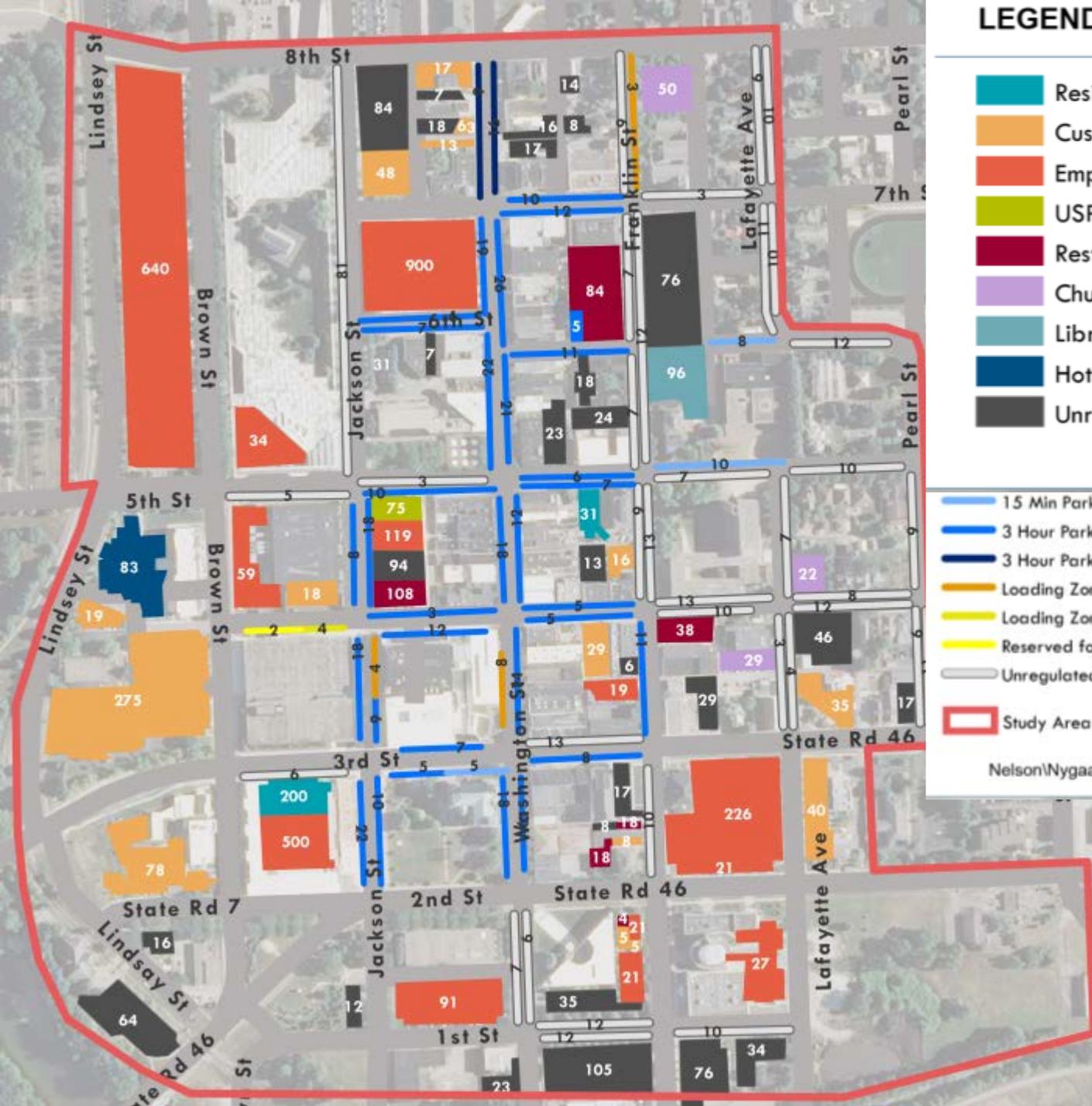
- Resident
- Customer/ Visitor
- Employee
- USPS
- Restricted; Reserved; Reserved 8a-5p
- Church
- Library
- Hotel
- Unregulated

- 15 Min Parking
- 3 Hour Parking
- 3 Hour Parking - No Night Parking M,W,F
- Loading Zone
- Loading Zone 30Min Limit
- Unregulated

Study Area



Data Sources: Bartholomew County GIS  
Nelson\Nygaard and Parsons Brinckerhoff Data Collection, 2013



# Parking Supply

---

On-Street: 815

Off-Street: 5,016

**TOTAL: 5,831**

## On-Street

3-hour: 395

Unregulated: 376

15-minute: 23

Loading: 21

## Off-Street

Employees: 2,300

Unregulated: 1,385

Customers: 454

Residential: 231

# Overall Challenges

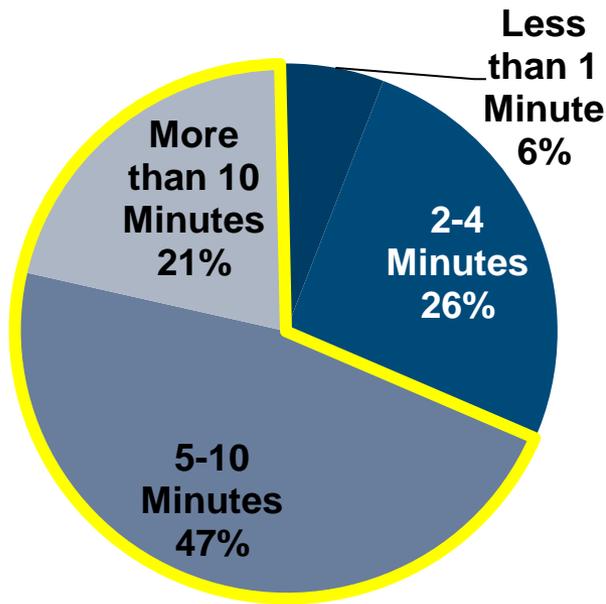
---

- Accommodating development in Downtown
- Difficulty finding parking in core area
- Competition for spaces, especially in Jackson Garage
- Employees take prime spaces – even within the regulations
- Perceived lack of handicap spaces
- Customer confusion/frustration - lack of signage
- Enforcement and time limits impact customers
- Balance customer vs. employee parking demand

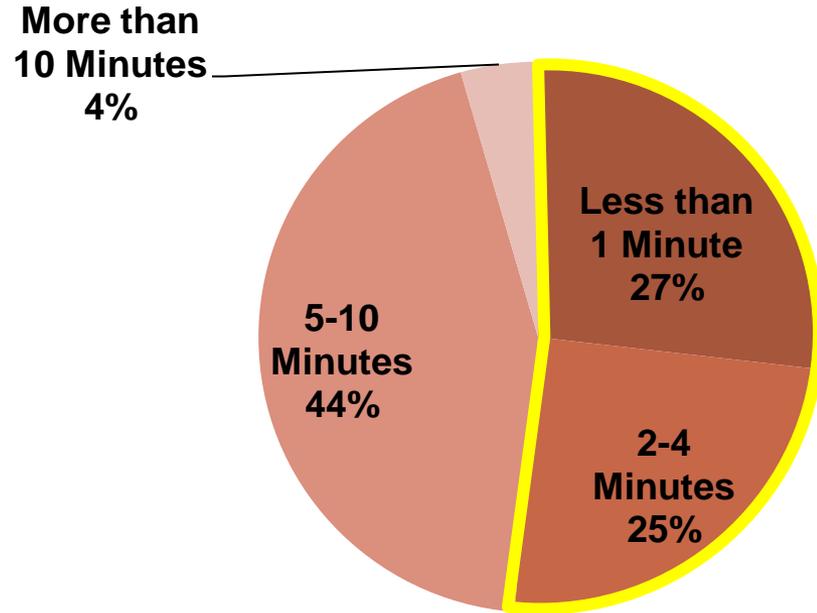


# Finding a spot...

---

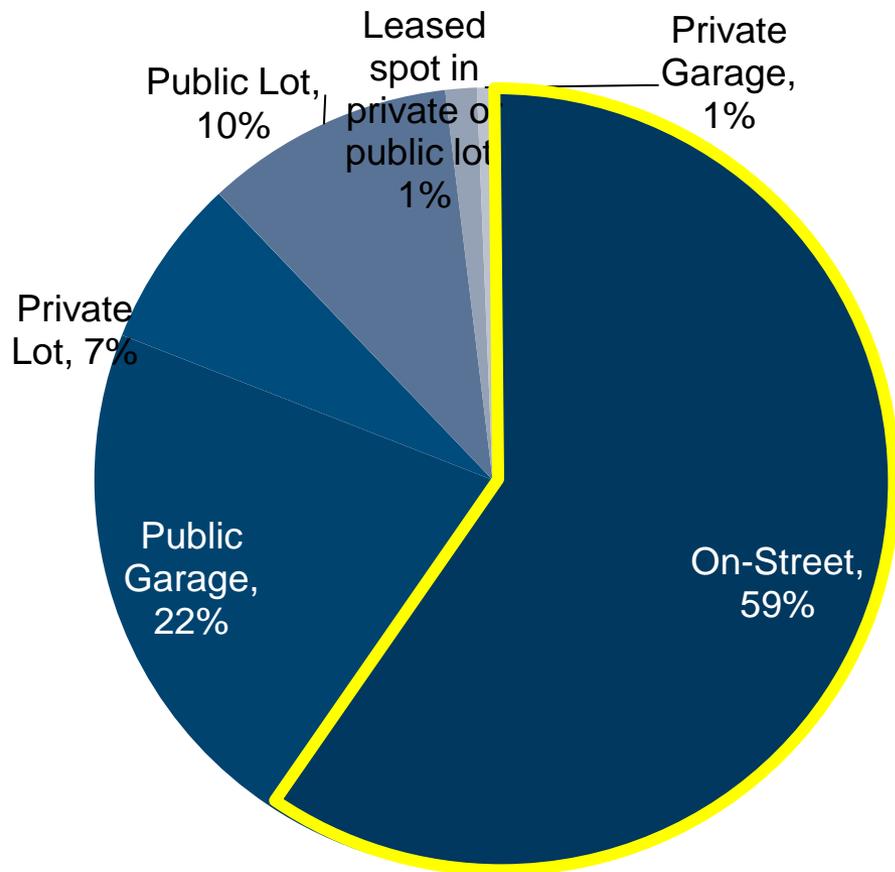


**Takes 2 of 3 of customers longer than 5 minutes**

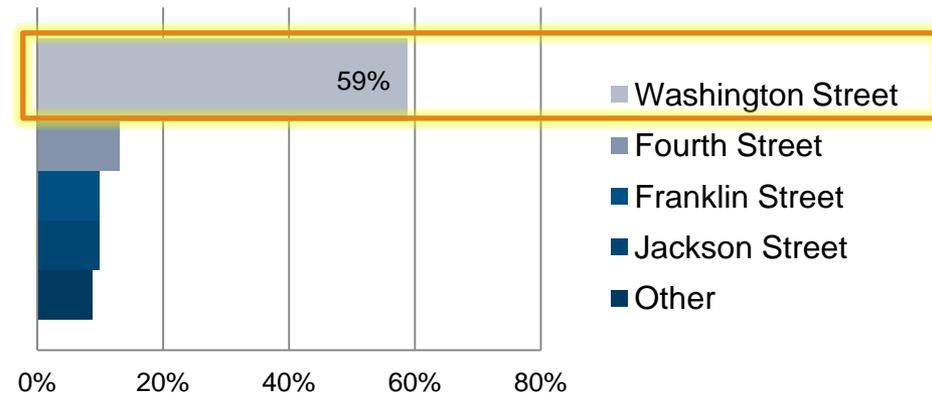


**Takes half of employees less than 5 minutes**

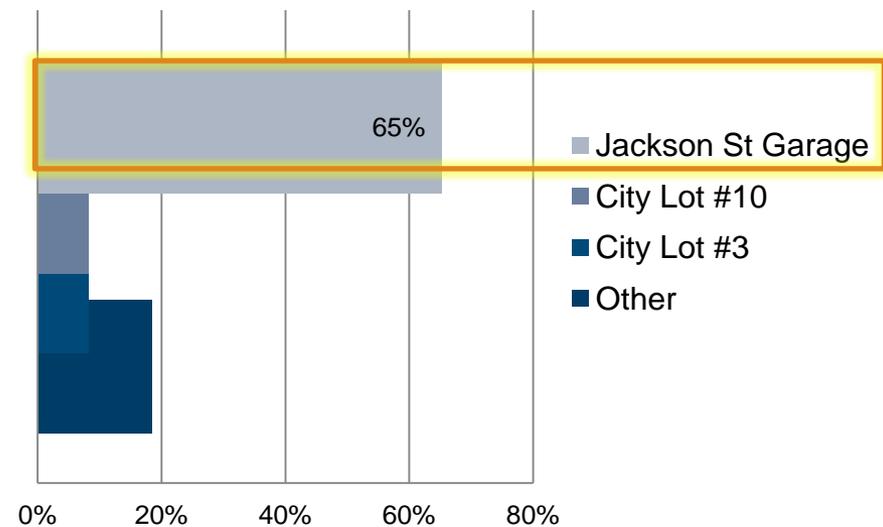
# Customer/Visitor Parking



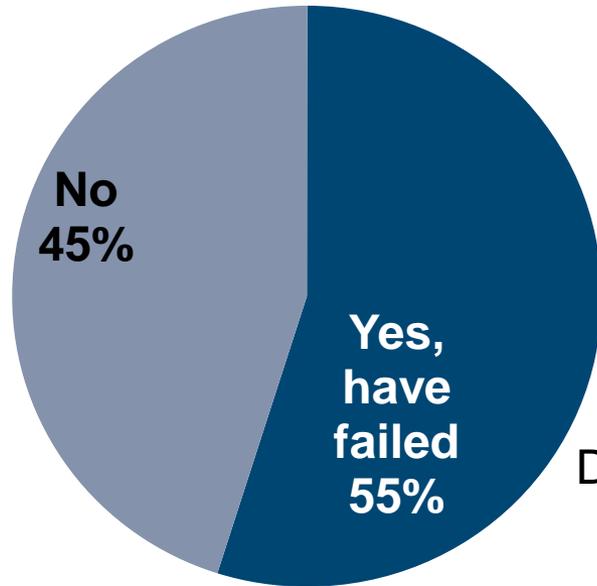
## On-Street?



## Off-Street?

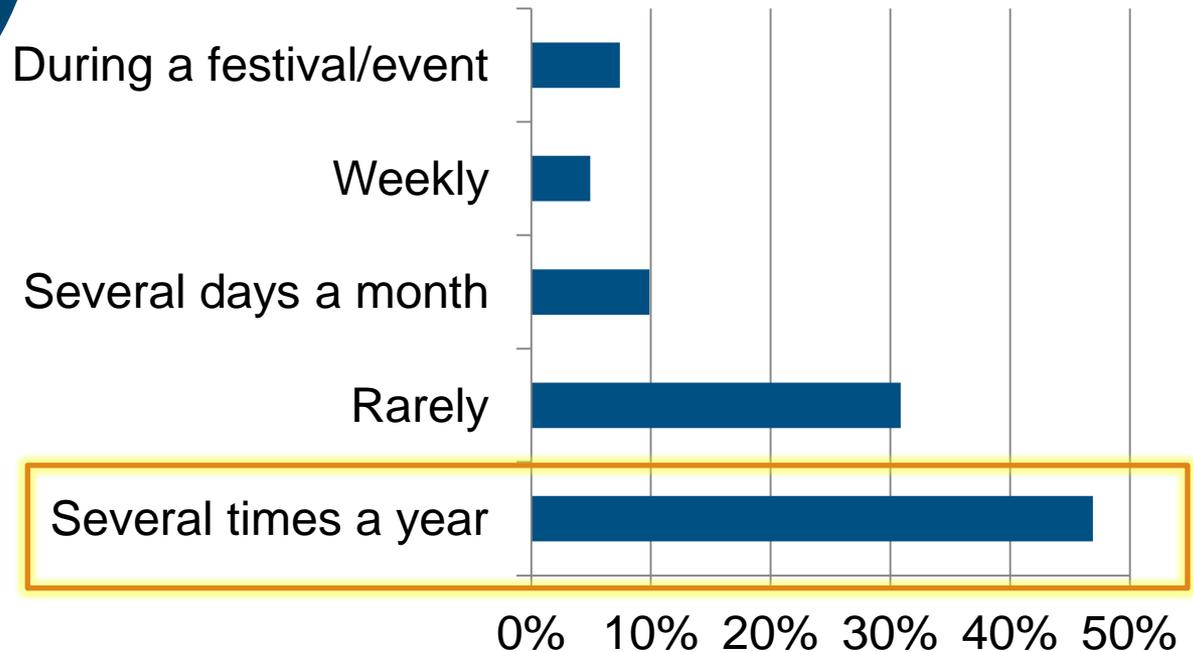


# Customer/Visitor Parking

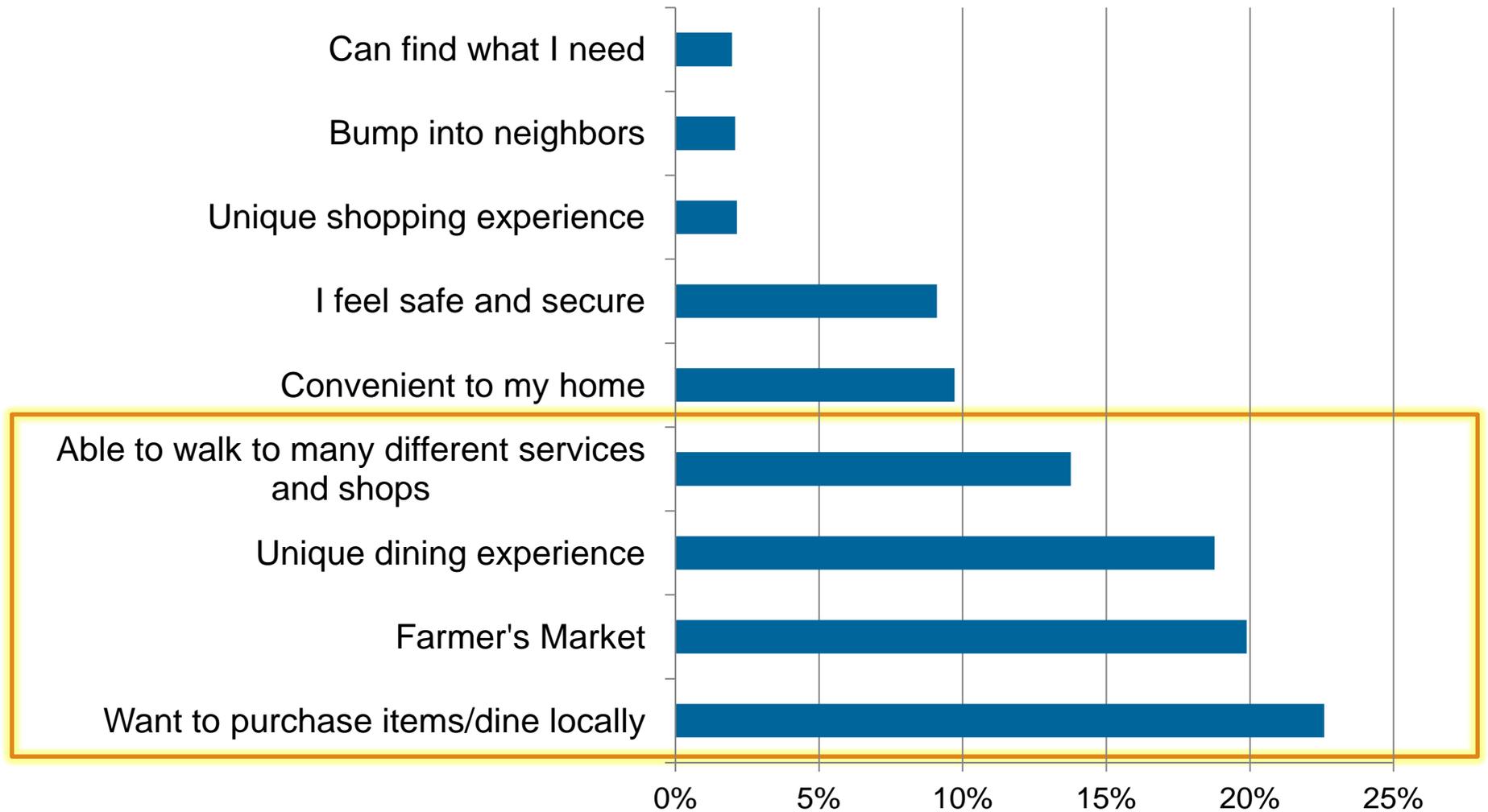


**Have you ever failed to find parking and just left?**

**This happens...**

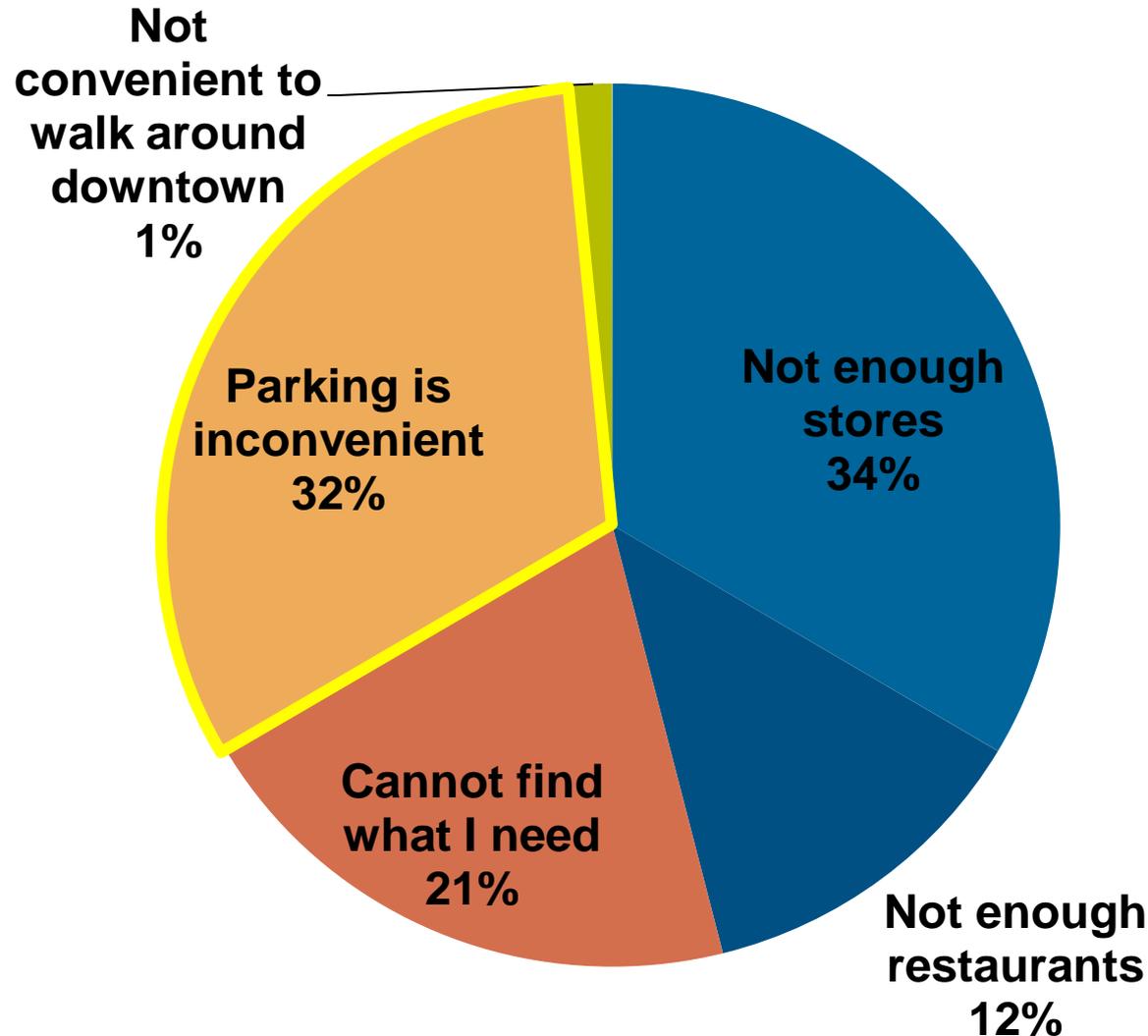


# Customers/Visitors: Why DO you go to Downtown Columbus?



# Customers/Visitors: Why DON'T you go to Downtown Columbus?

---



# Customer/Visitor Parking

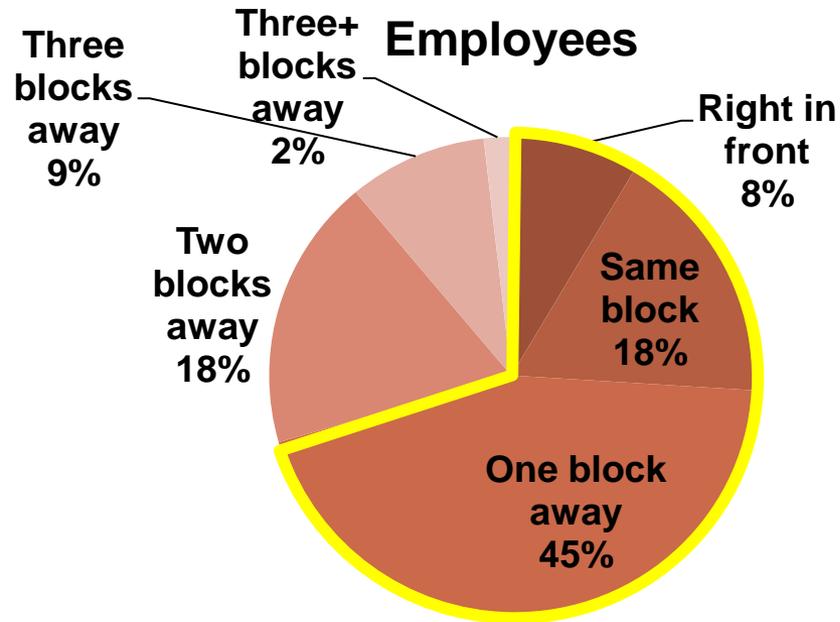
---

On average, customers stay... 2 Hour and 10 Minutes

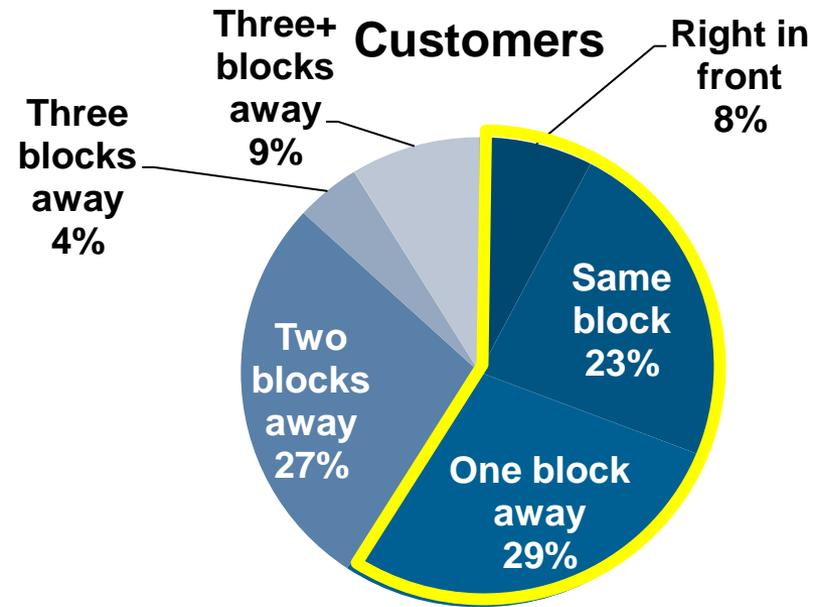




# Employees vs. Customers/Visitors

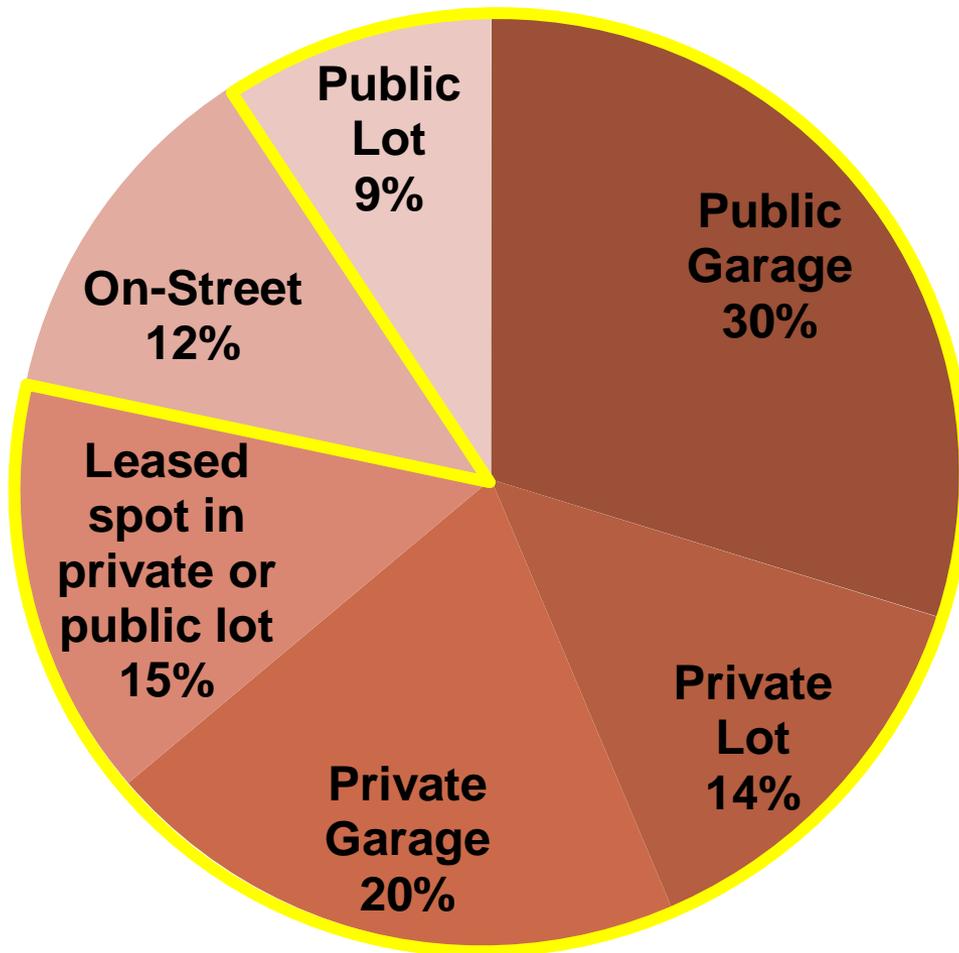


**71% of employees park less than one block away**

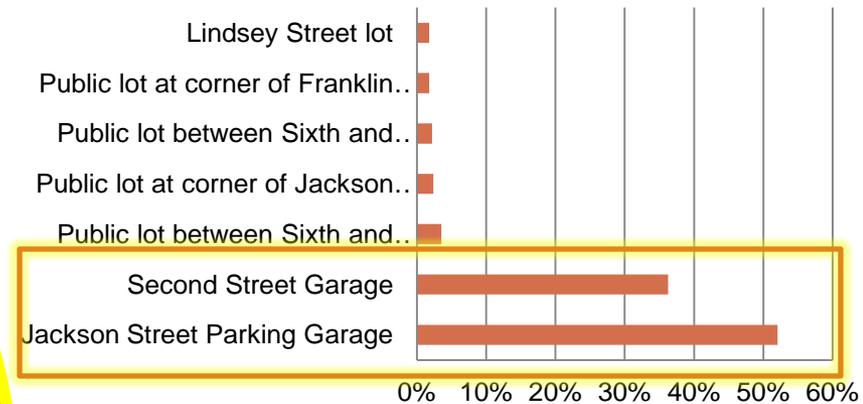


**60% of customers park less than one block away**

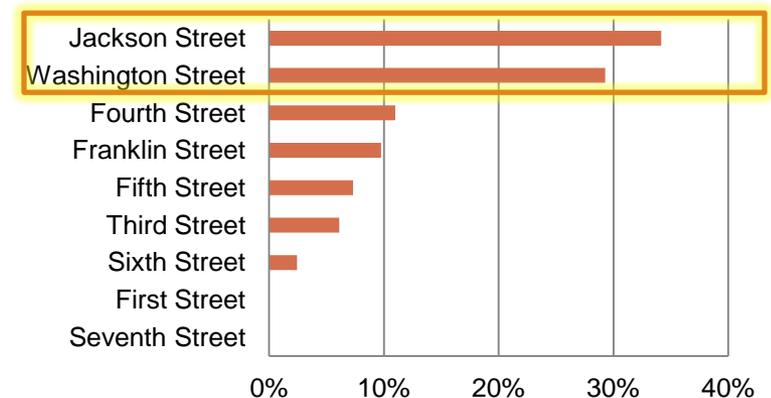
# Employee Parking



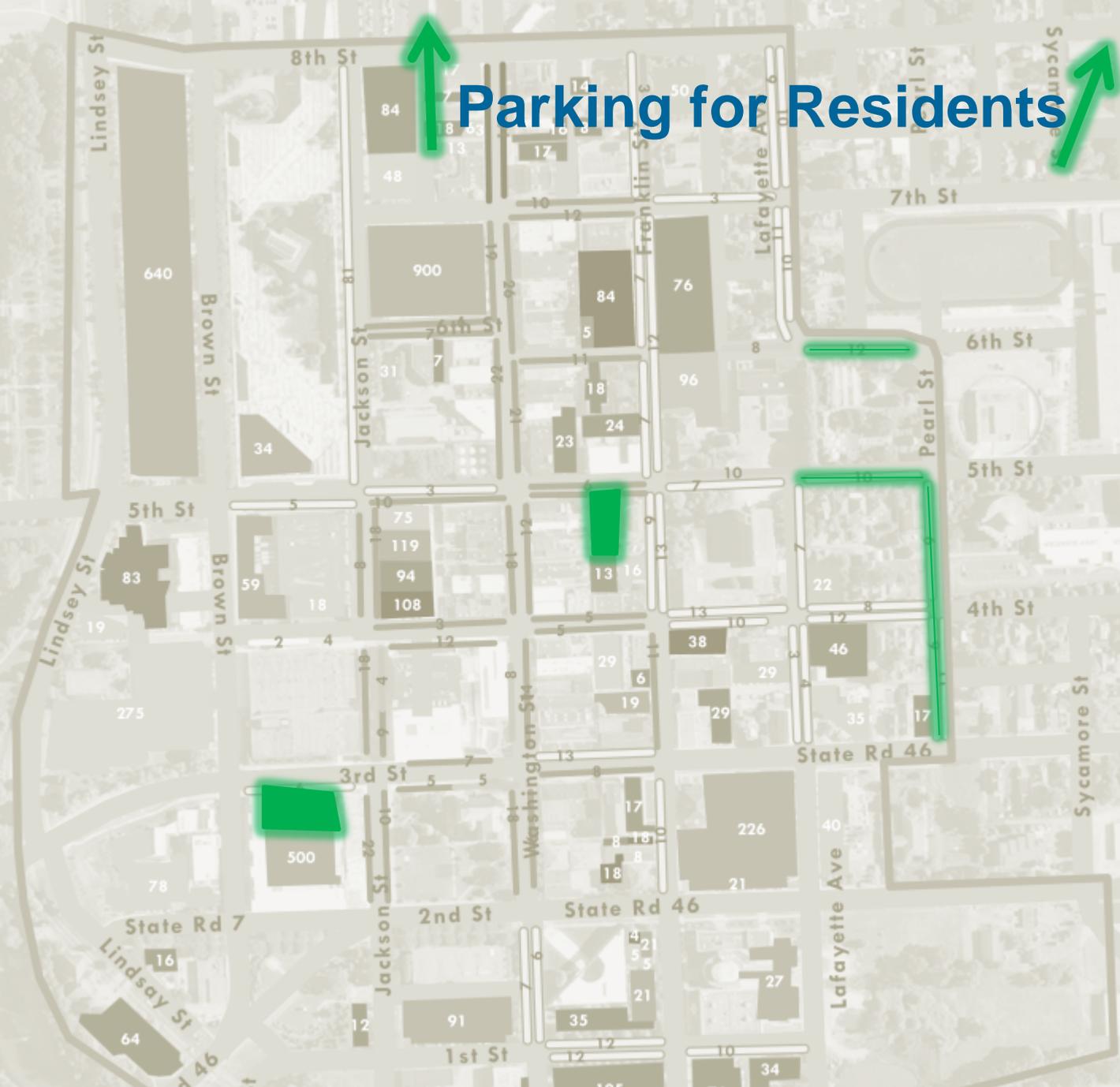
## Which Lot or Garage?



## What Street?



# Parking for Residents



# Stakeholders: 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



**Columbus Downtown Parking**

**Parking Study**  
www.columbus.in.gov

**P**

**YOUR OPINION IS IMPORTANT**  
Take a brief survey at  
[www.columbus.in.gov](http://www.columbus.in.gov)

---

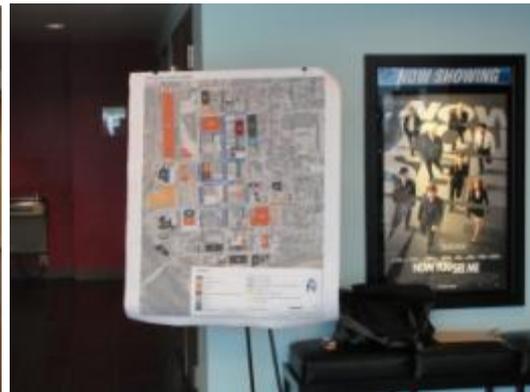
Please plan to attend an  
**Open House**  
at The Commons Chaos Lobby  
to share your concerns & ideas  
August 28th at 11am-3pm or 4-7pm

---

For questions or comments please contact  
[parkingstudy@columbus.in.gov](mailto:parkingstudy@columbus.in.gov)

**columbusindiana**  
unconnected.unforgettable.

# Open Houses: August 2013



# “Dot” Voting Exercise Results

---

- “I would like to **park only one time** and walk to all my destinations.” – 18%
- “I would come downtown more often if there were **more variety** of shops, restaurants, and activities.” – 15%
- “I would like it to be **easier/safer to walk, bike, or take transit** to downtown.” – 13%
- “I don’t mind **parking a little further away** if I don’t have to search for parking.” – 12%
- “I sometimes **avoid shopping in Columbus** because I know convenient parking will be hard to find.” – 10%

**Inefficient space allocation in garages**

**Employees park on-street**

**Need more bike parking**

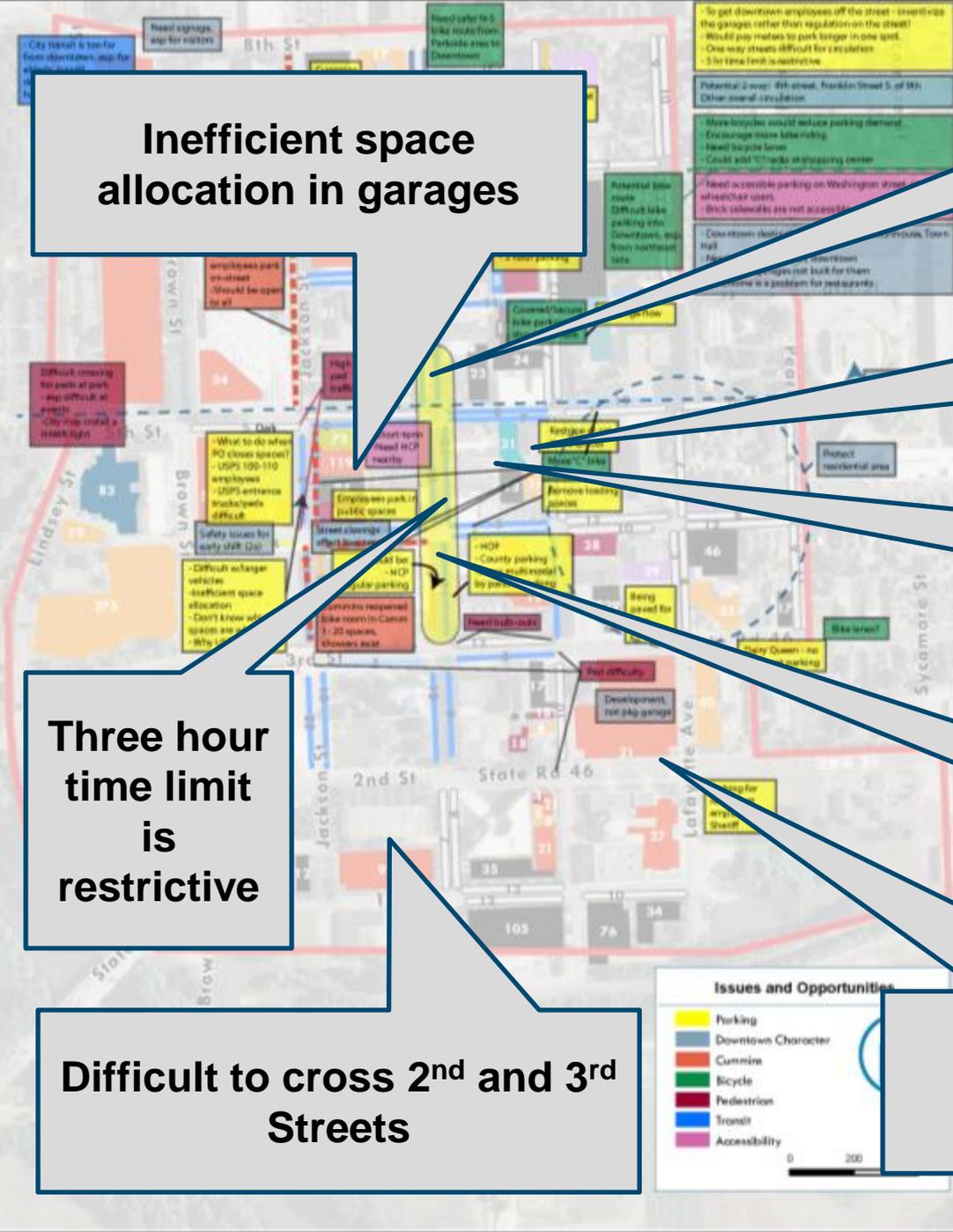
**Need more short-term handicapped parking**

**Impossible to find a spot on Washington St**

**Three hour time limit is restrictive**

**Difficult to cross 2<sup>nd</sup> and 3<sup>rd</sup> Streets**

**Need more signage**

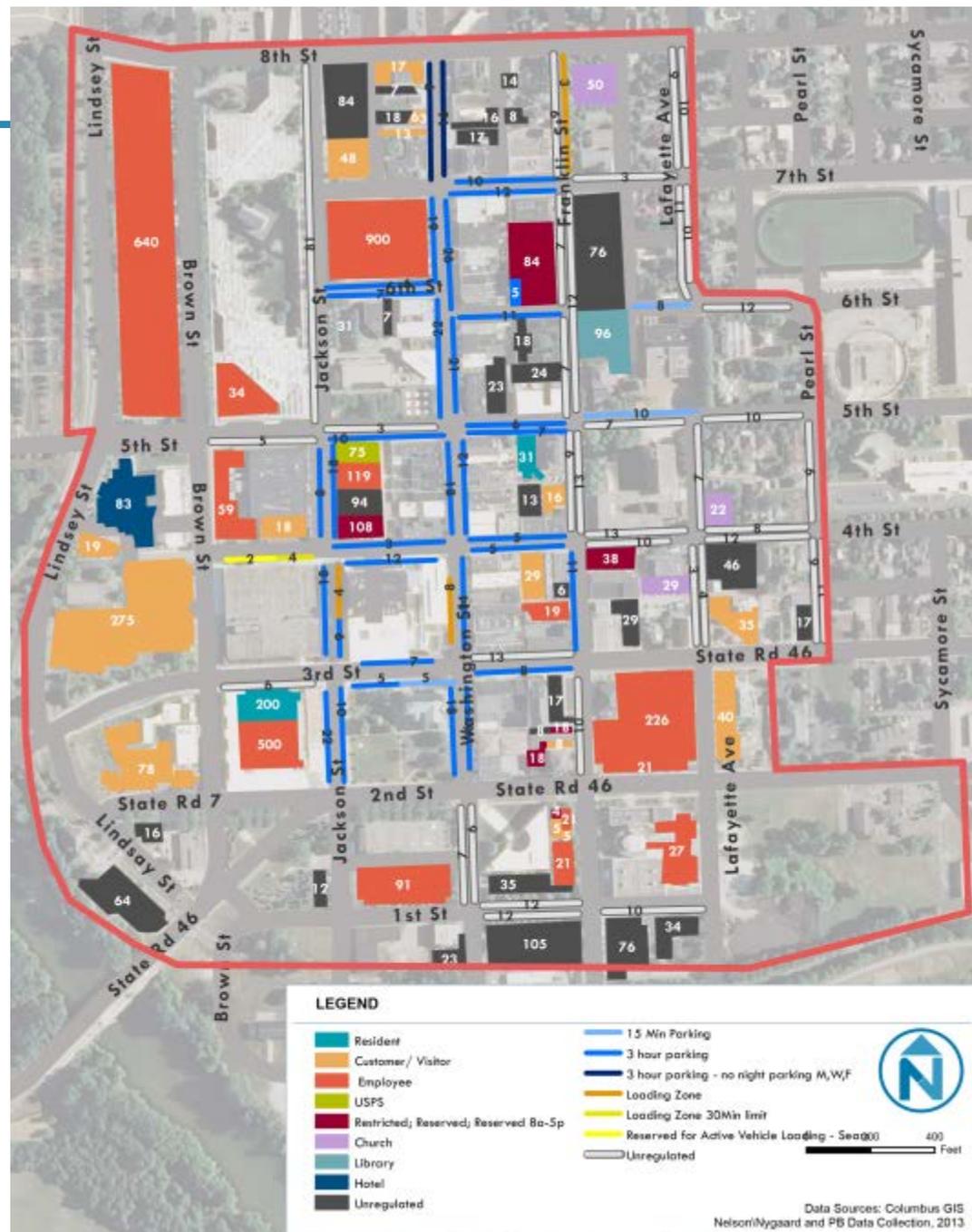




## What's actually going on? --- Parking Utilization Counts

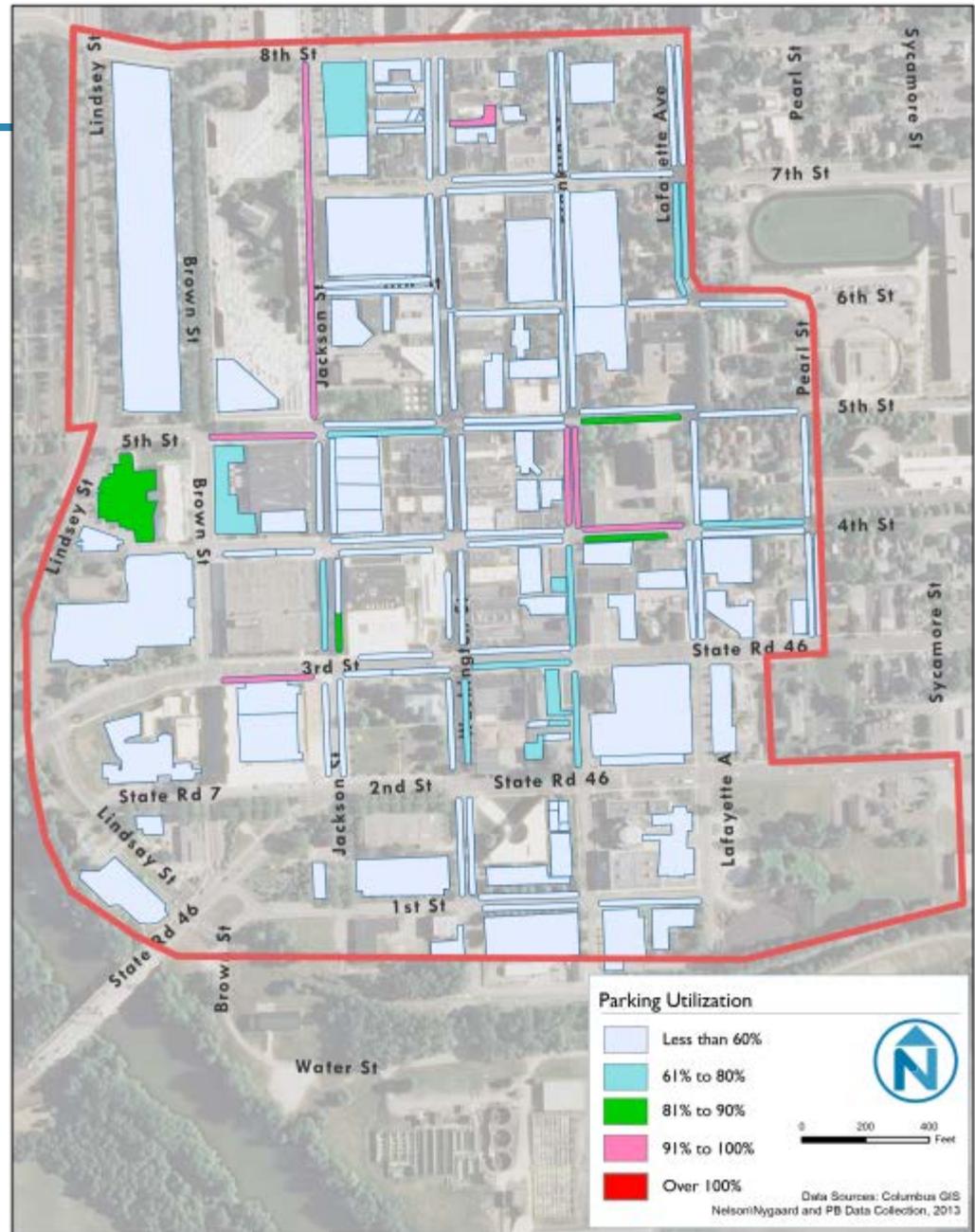


# Parking Inventory



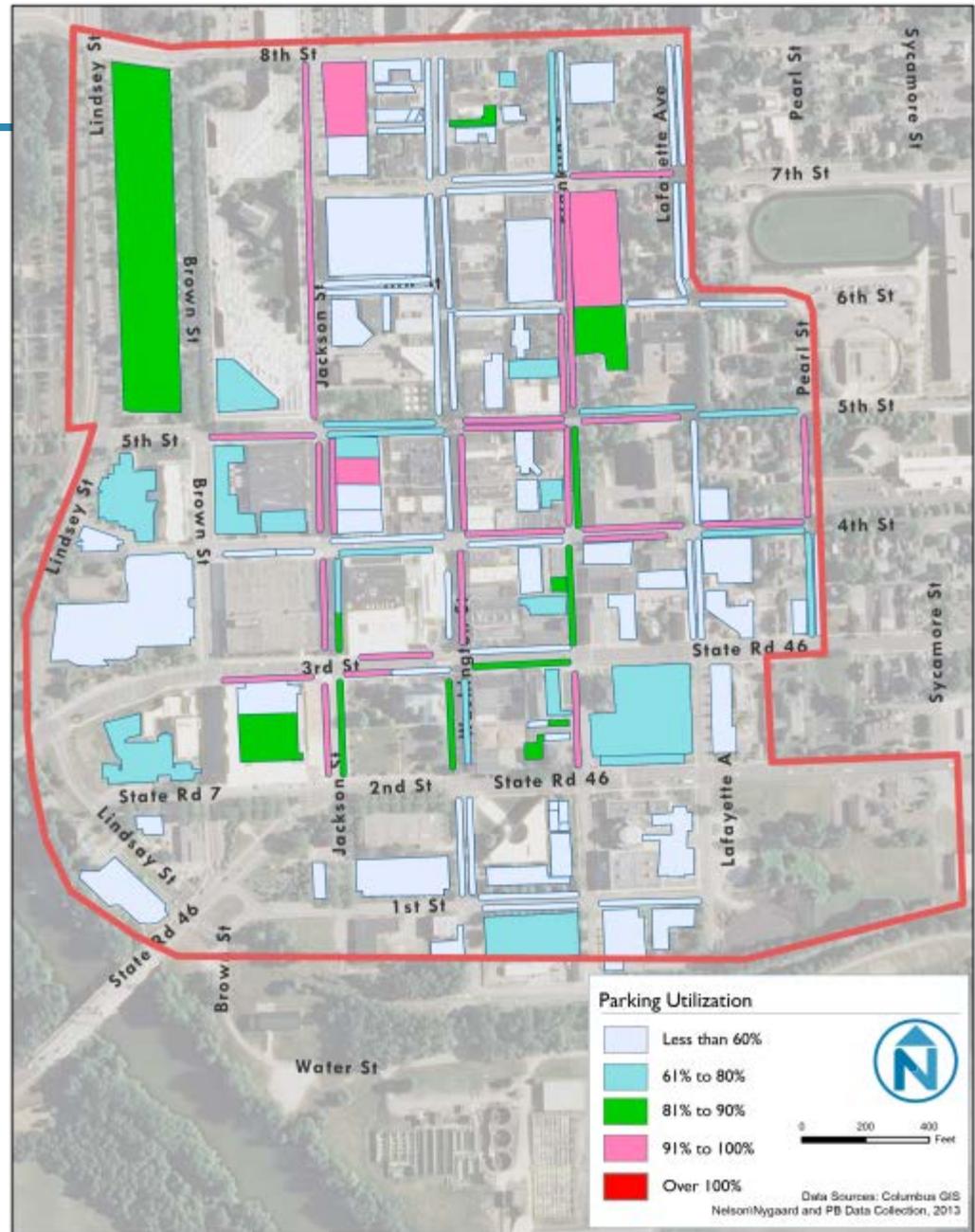
# Thursday 7am

- Little morning activity
- Hotel Indigo full
- On-street outside Cummins full



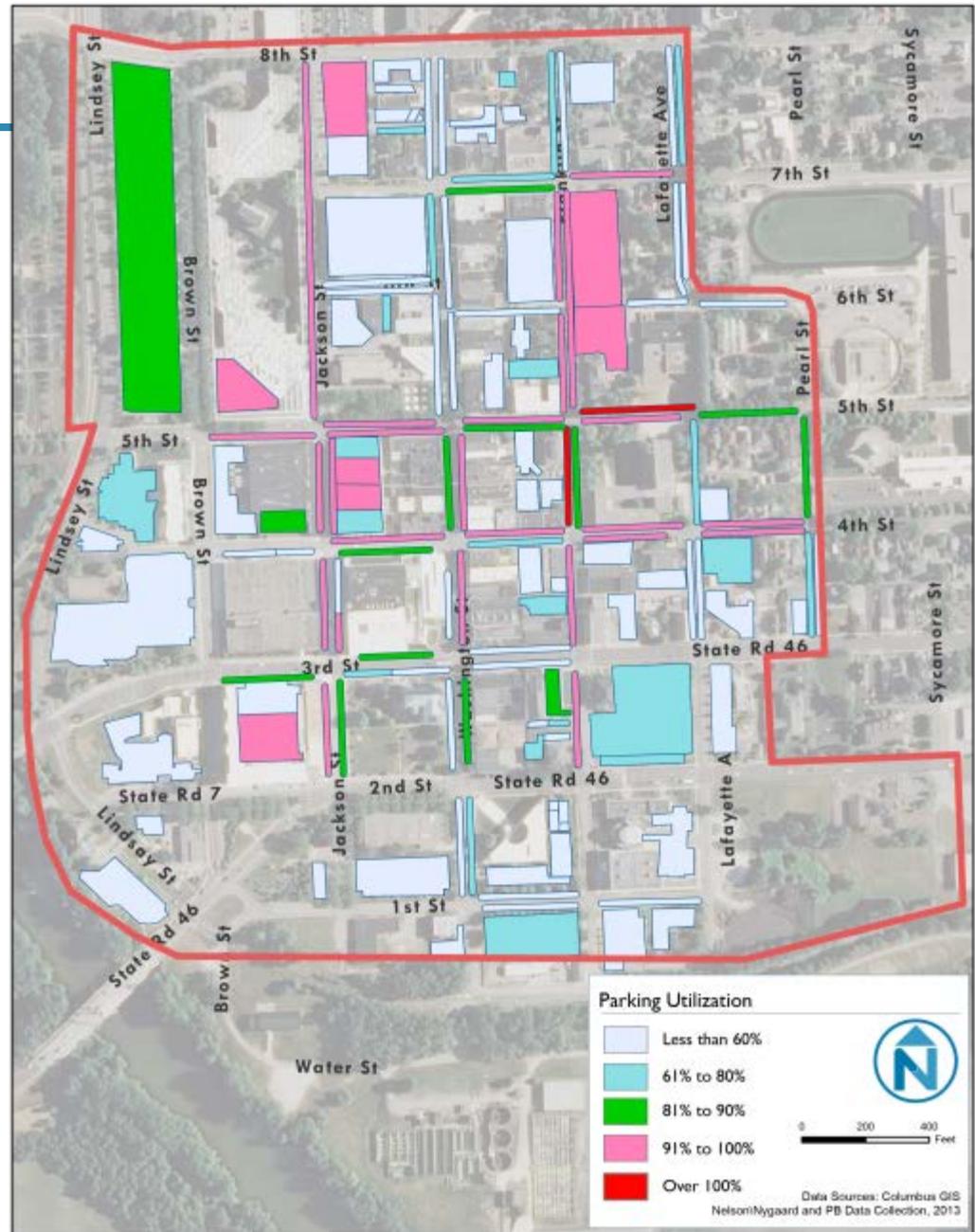
# Thursday 9am

- Employee parking starting to fill up
- Visitors Center/Library lots full
- On-street spaces in core full



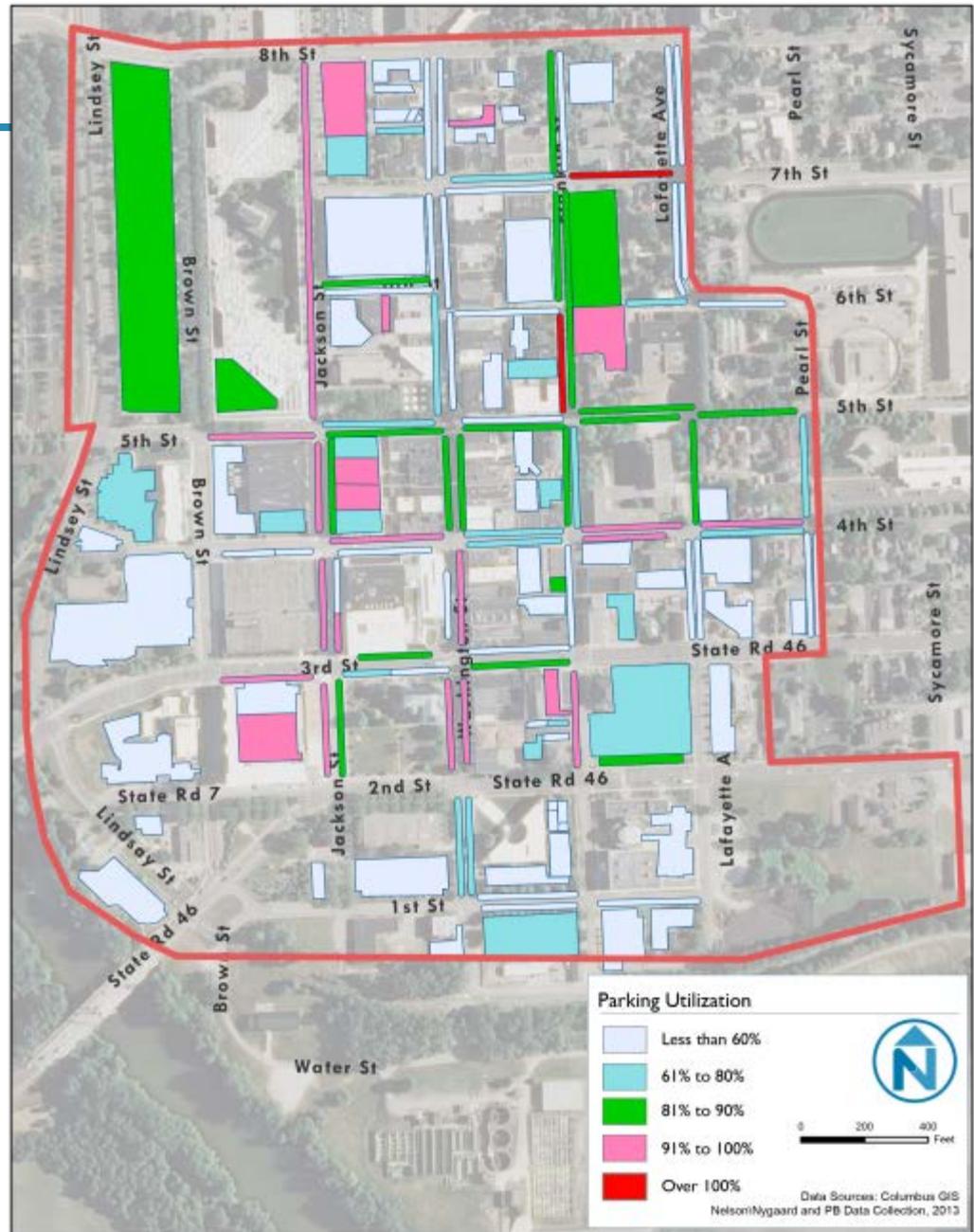
# Thursday 11am

- More activity both on-street and off
- Lunchtime crowds
- Jackson St Garage USPS and Leased spaces less than 60% utilized
- New Cummins Garage underutilized



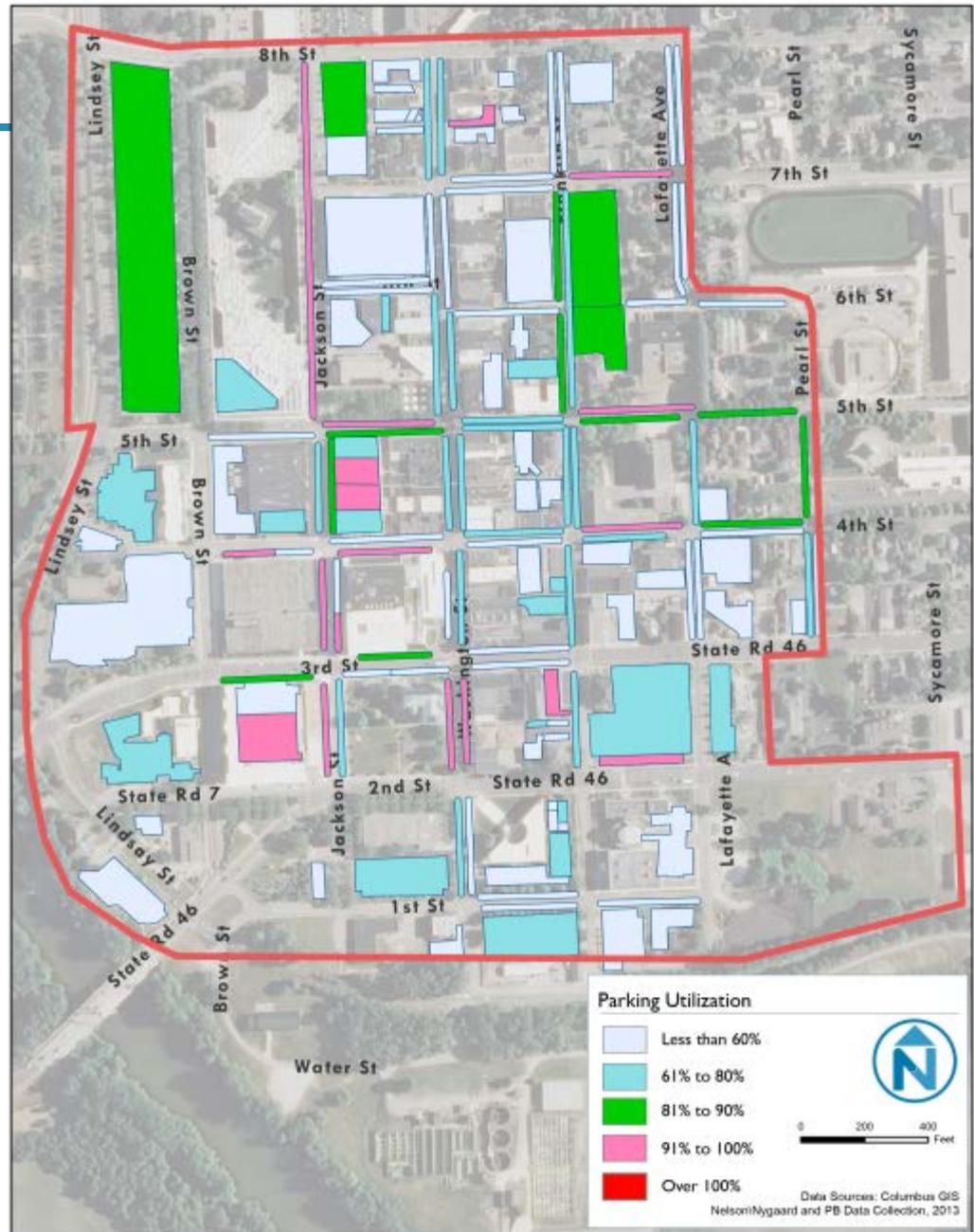
# Thursday 1pm

- Still lots of activity, on and off street
- Employee parking still full
- Still difficult to find a space on Washington between 2<sup>nd</sup> and 5<sup>th</sup>



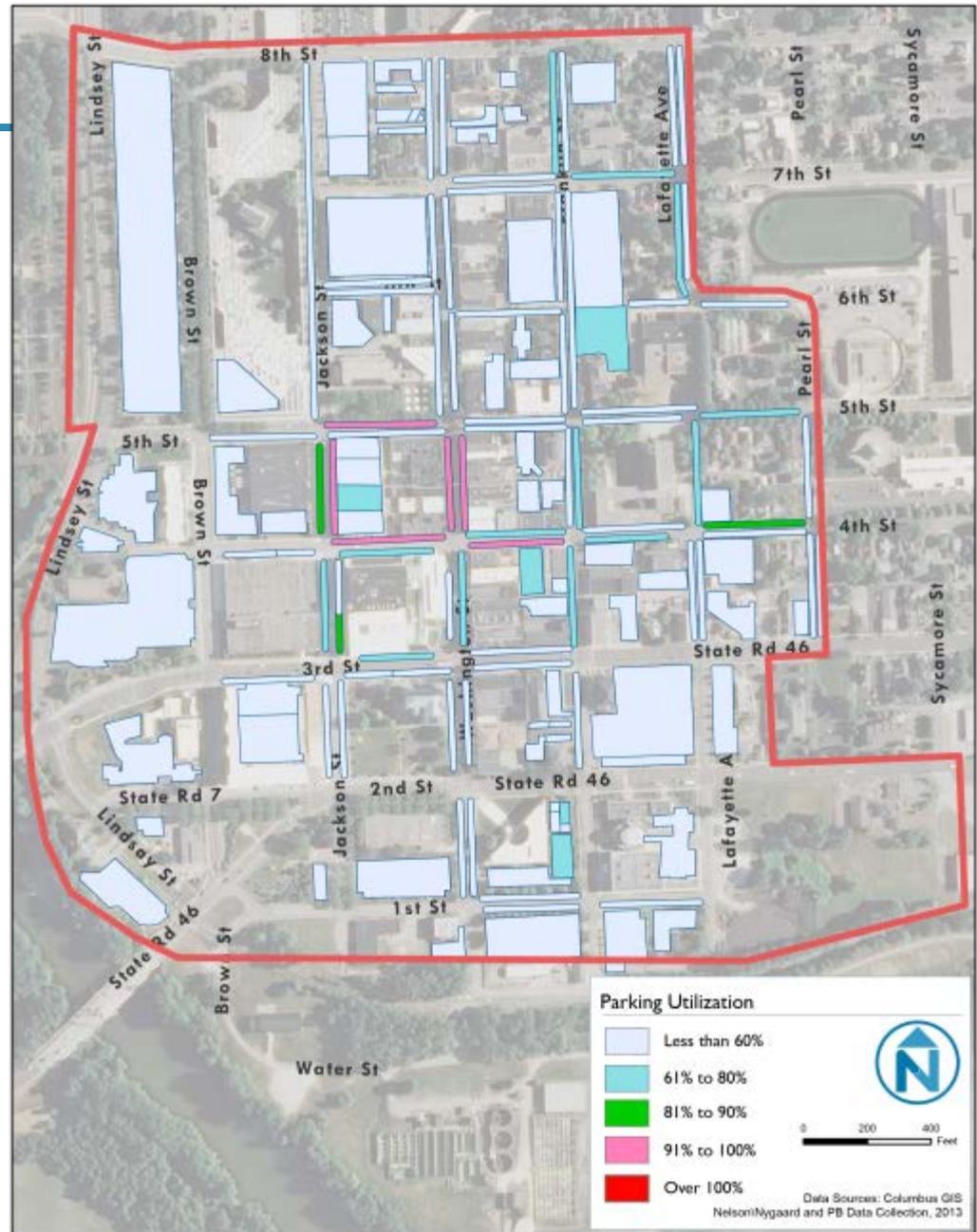
# Thursday 3pm

- Some underutilized lots all day:
  - Sears
  - County parking
  - Lots south of 2<sup>nd</sup> St
  - New Cummins garage
  - Cole parking



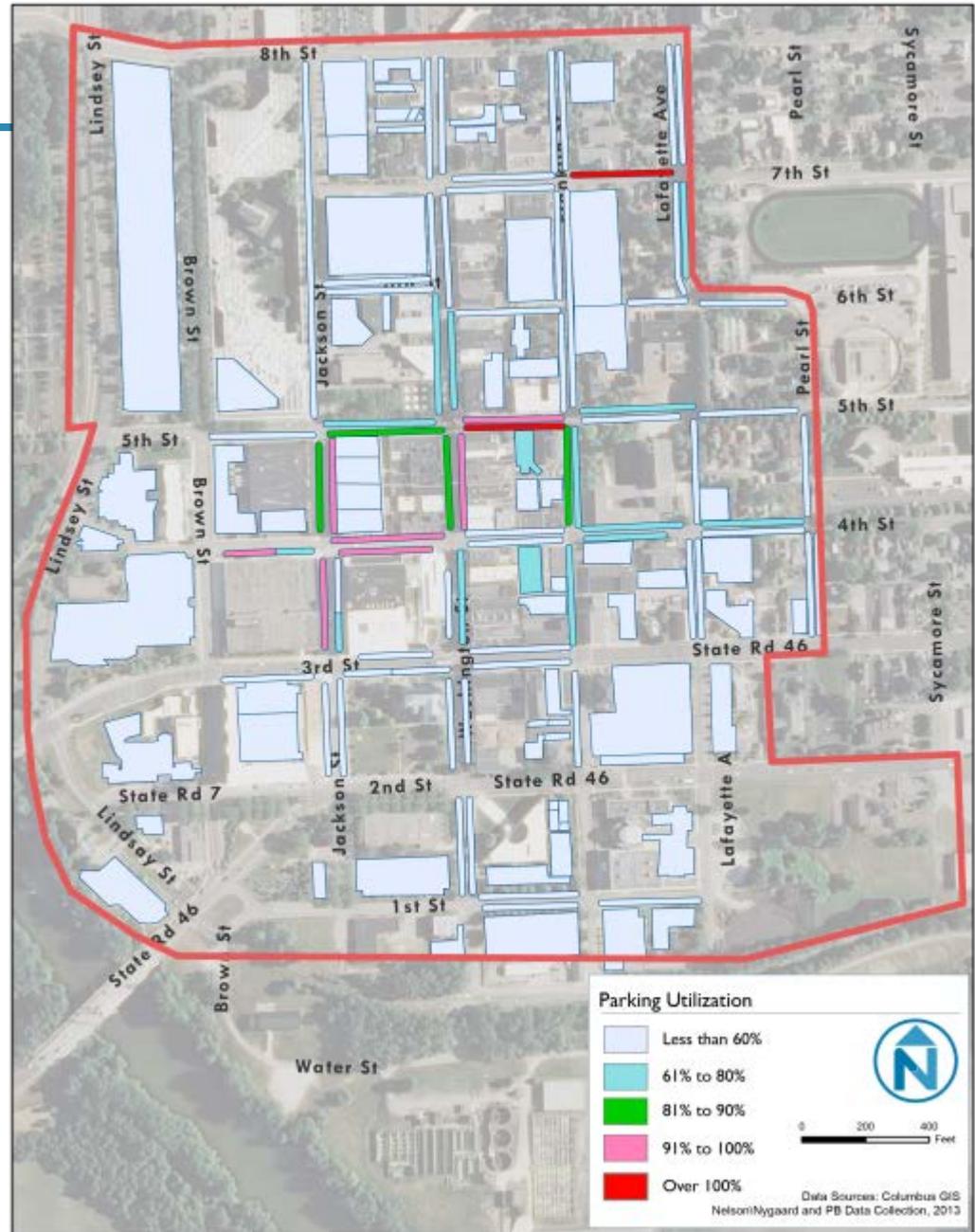
# Thursday 5pm

- Off-street garages/lots start to empty out after 5pm
- On-street around Jackson/Washington/4<sup>th</sup>/5<sup>th</sup> still hard to find a space

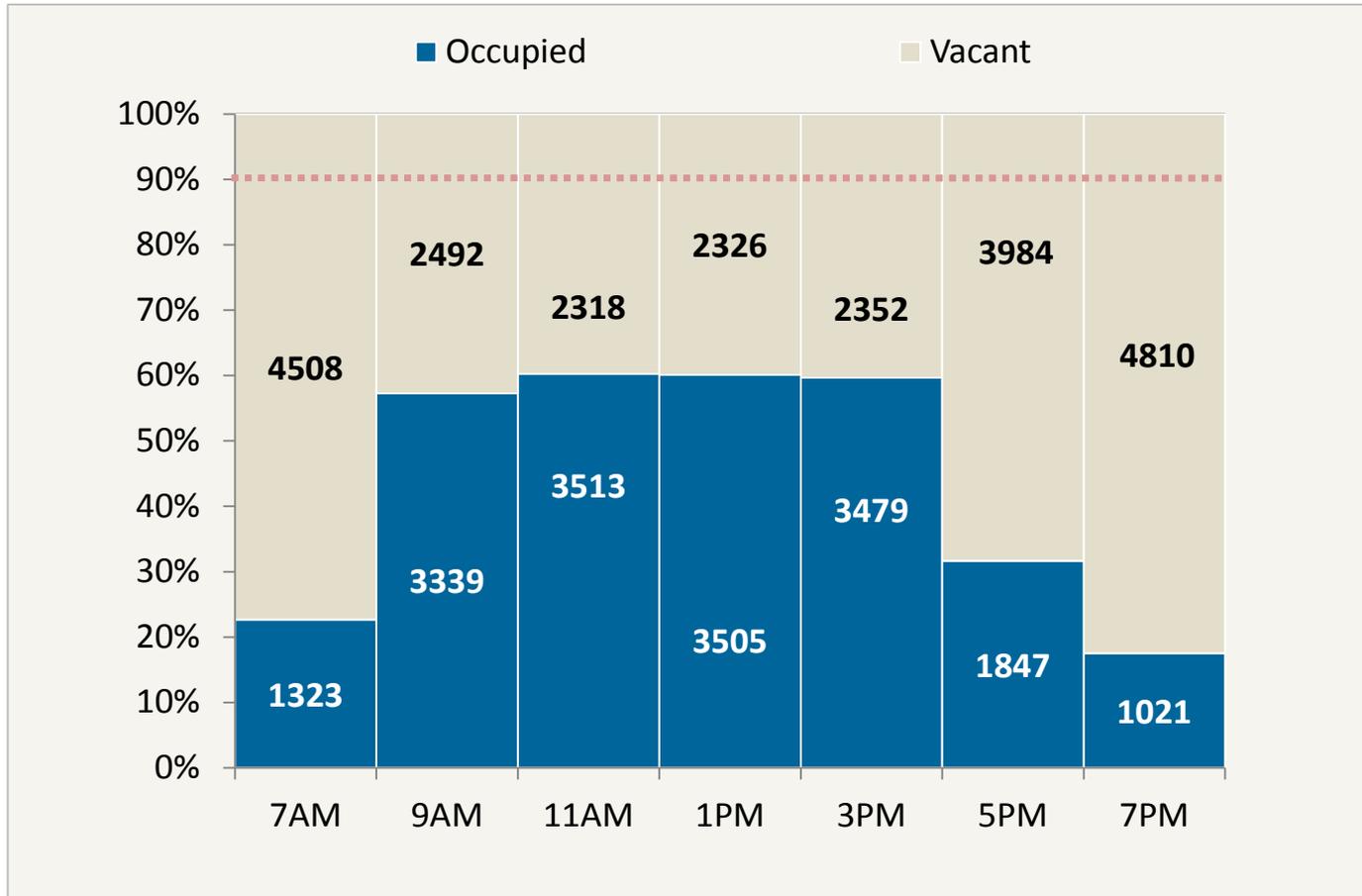


# Thursday 7pm

- Some evening/dinner activity around core of downtown
- Little activity elsewhere

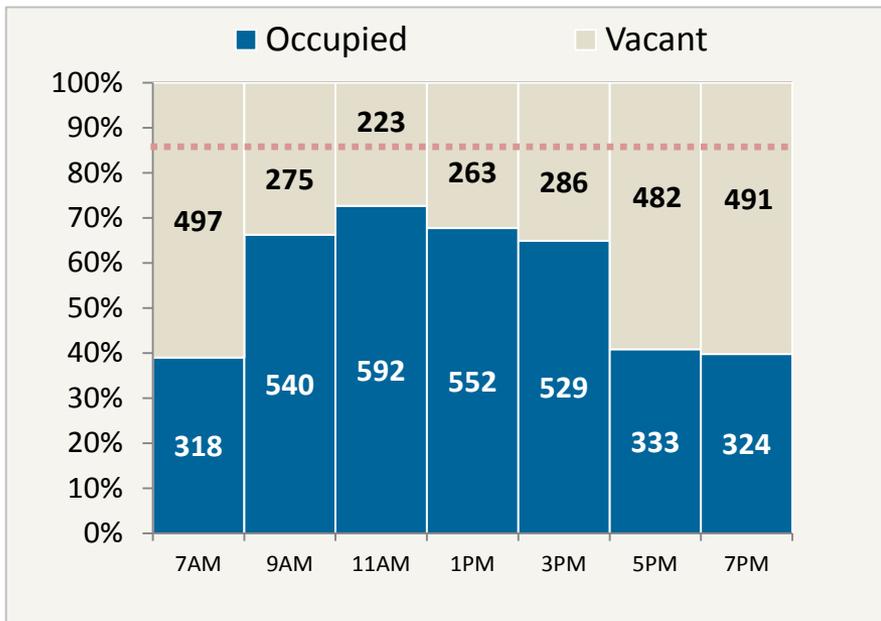


# Weekday Parking Utilization

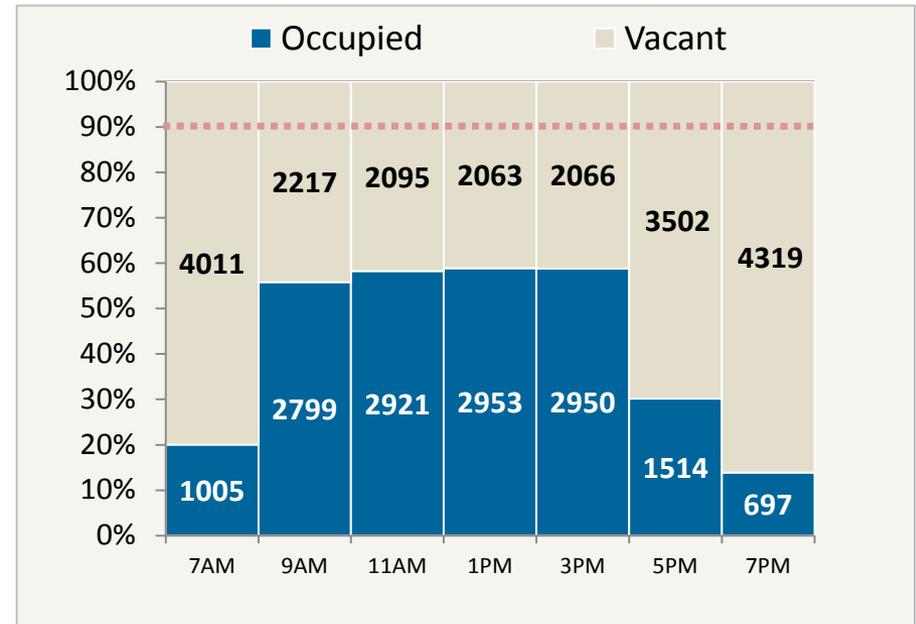


# Weekday Parking Utilization

## On-Street Parking

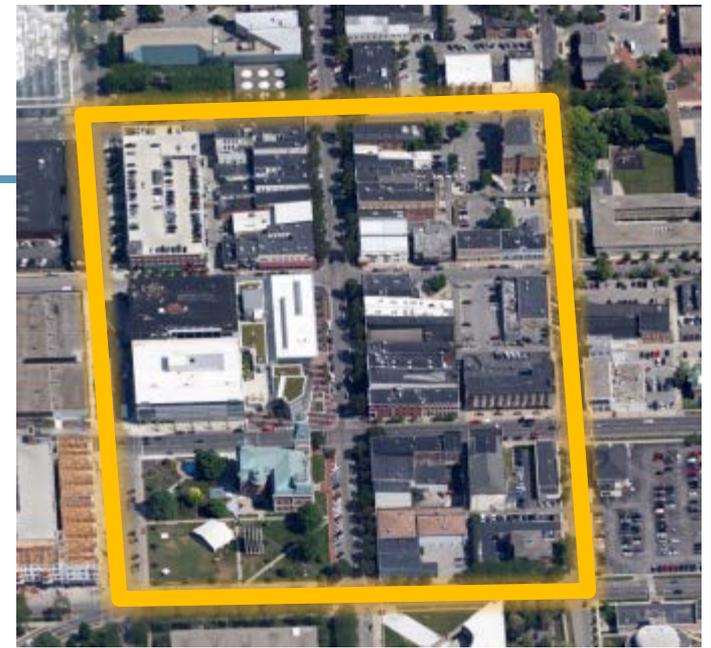
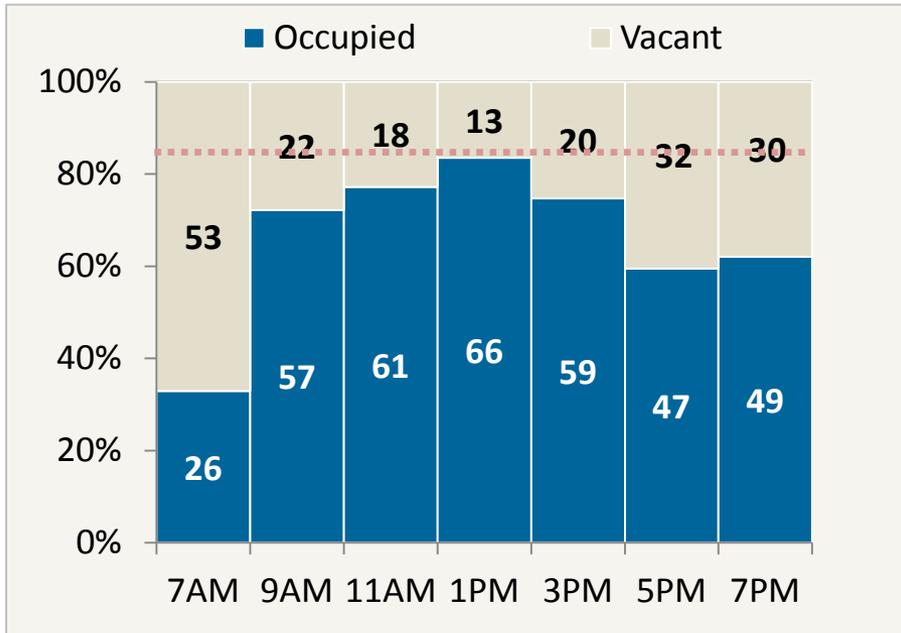


## Off-Street Parking

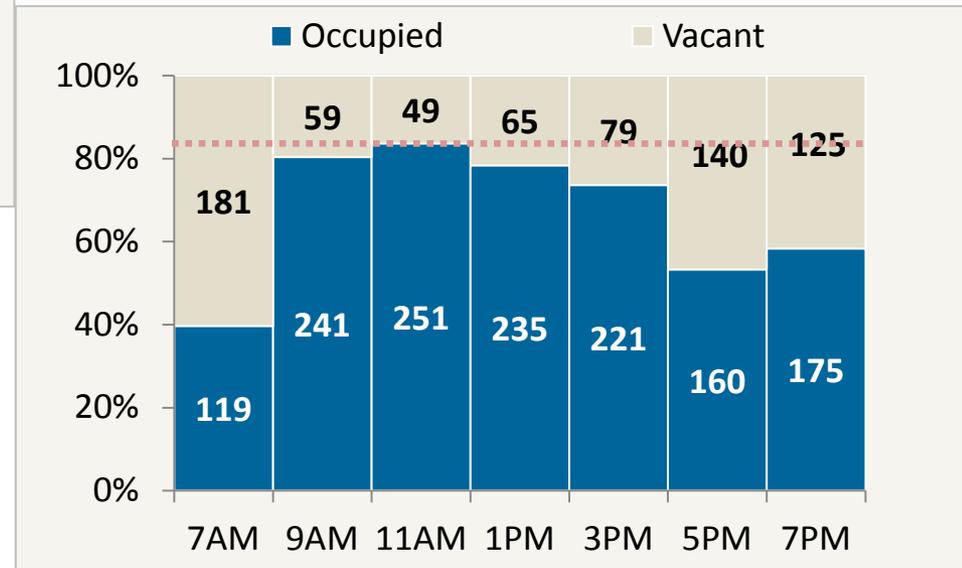


# Weekday Parking Utilization

## Washington Between 2<sup>nd</sup> and 5<sup>th</sup>

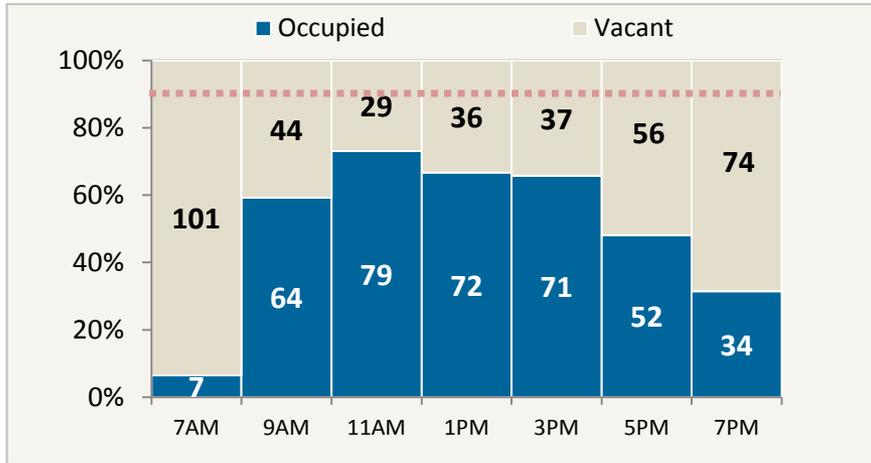


“Core” Area

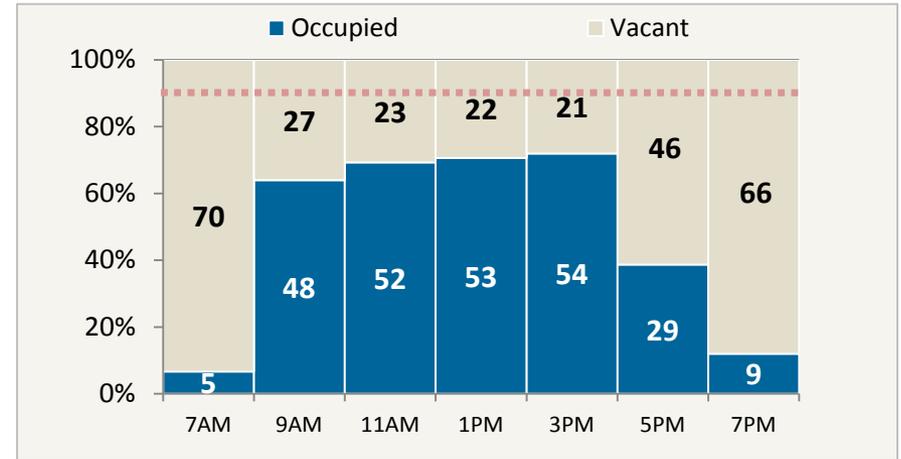


# Jackson Street Garage

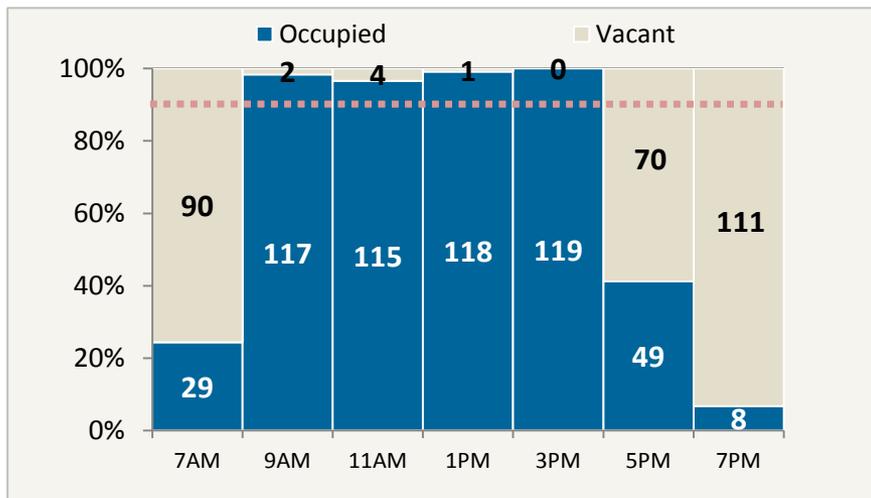
## Leased Spaces



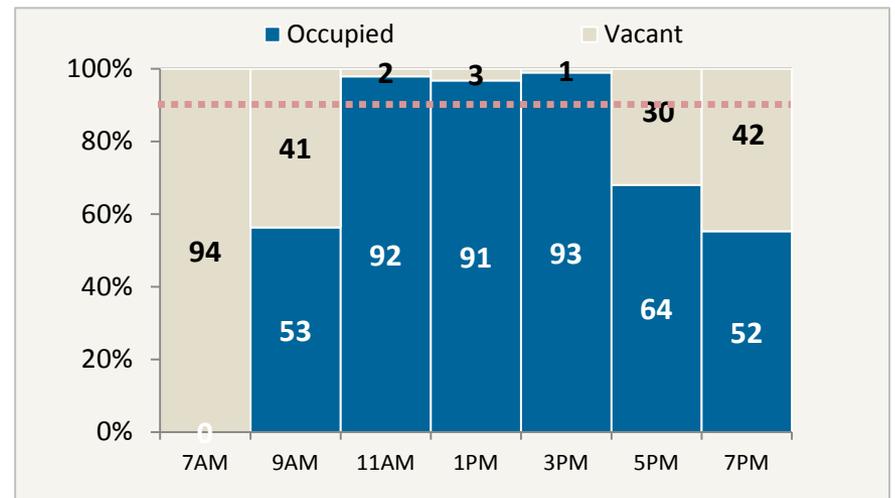
## USPS Spaces



## Cummins Spaces

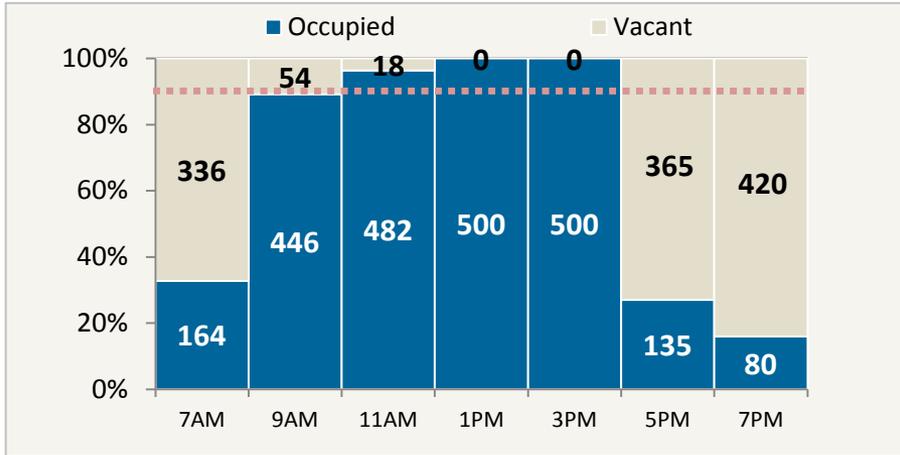


## Public Spaces

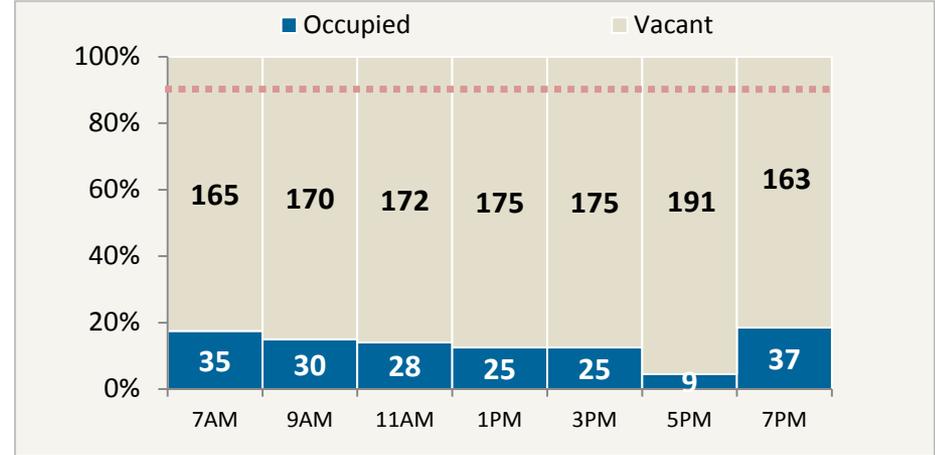


# Second Street Garage

## Cummins Spaces

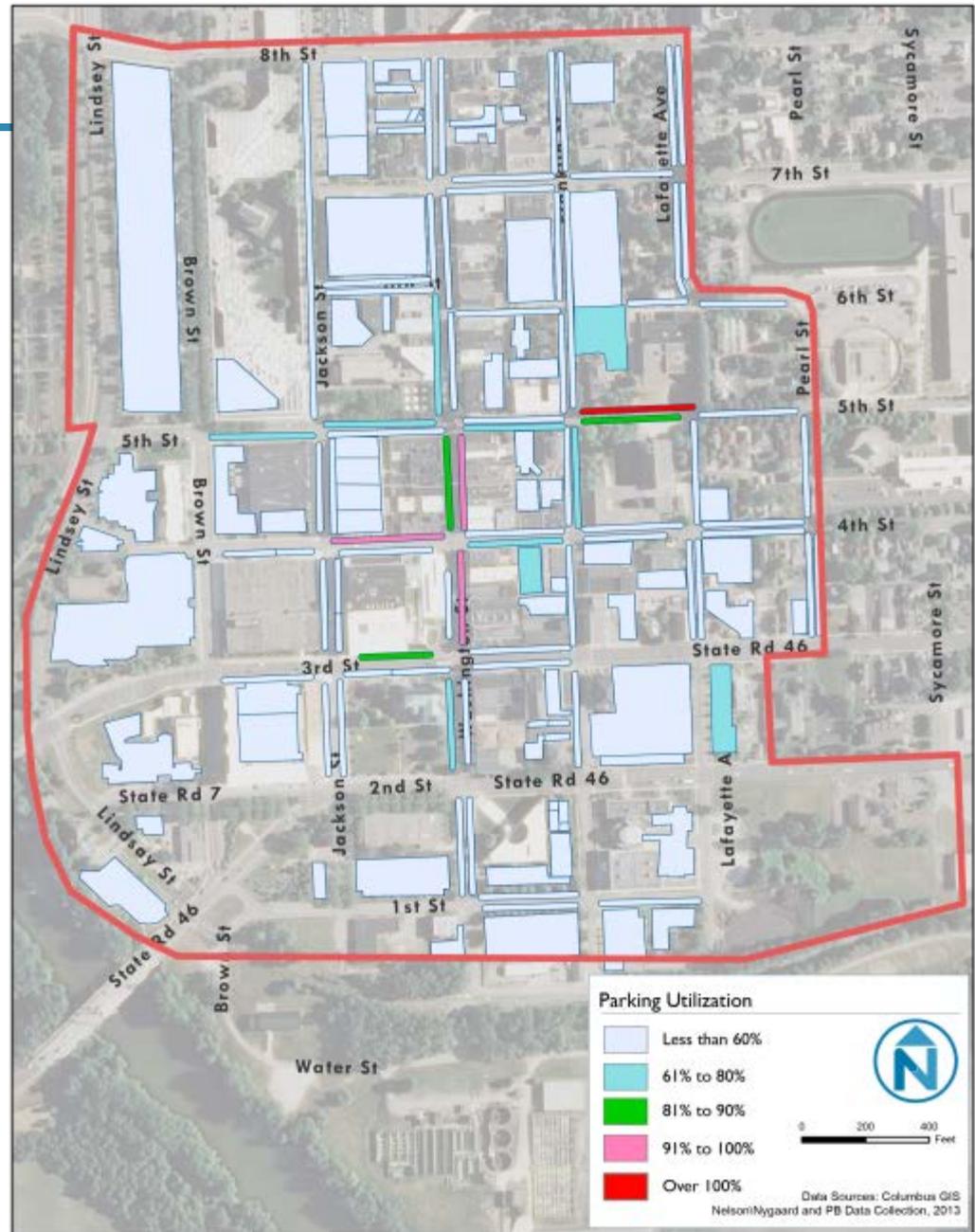


## Cole Spaces



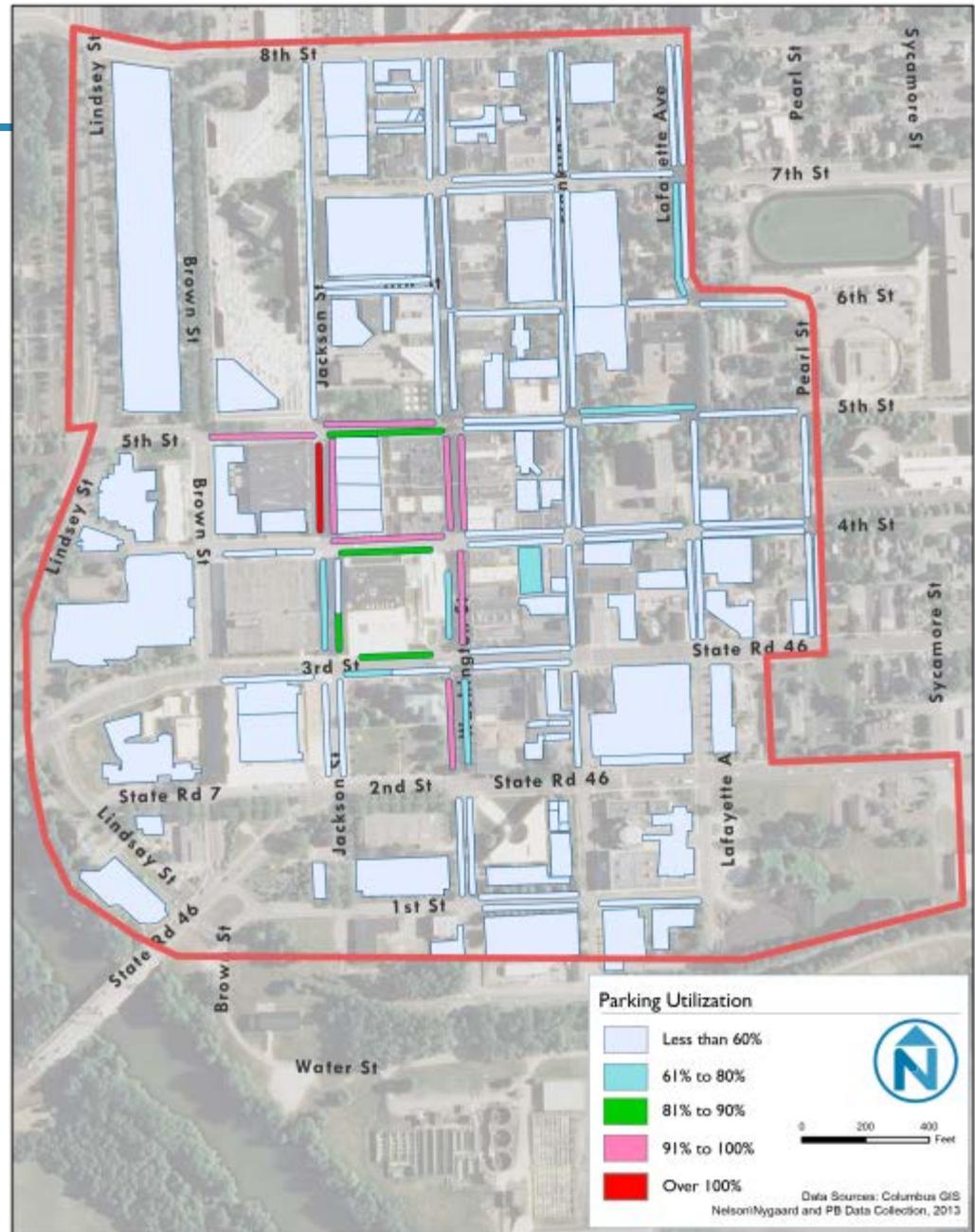
# Saturday 11 am

- Little activity on Saturday morning
- Farmer's Market occurs but no parking crunch
- More activity on-street than off-street
- Busy on-street in front of library (15 min spaces)



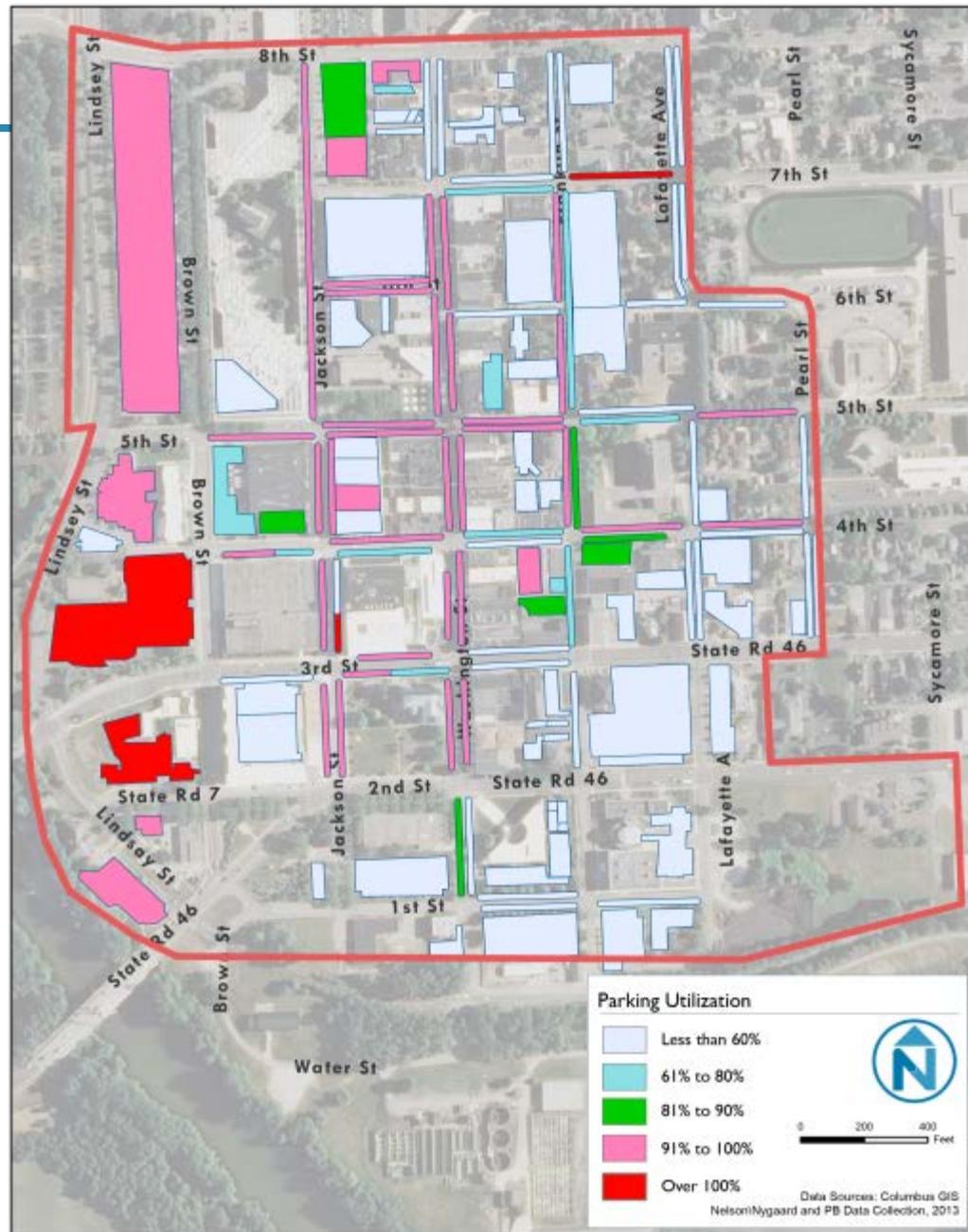
# Saturday 3 pm

- On-street parking in core of downtown only area of activity
- Off-street parking underutilized

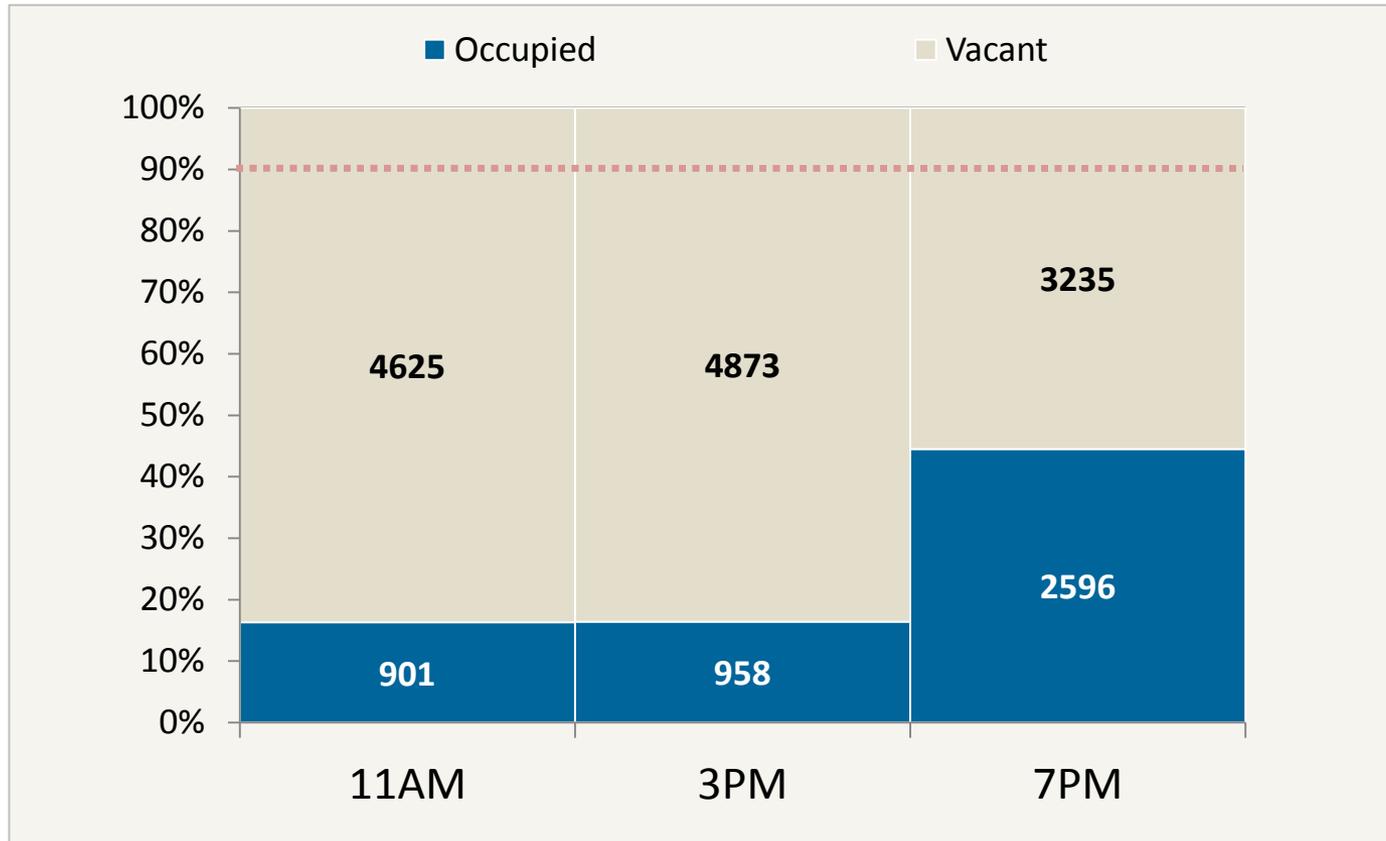


# Saturday 7 pm

- REO Speedwagon concert in Mill Race Park
- High parking activity on western half of town
- Jackson Street garage underutilized (people only parked in unreserved spaces)



# Weekend Parking Utilization





## Alternative Solutions



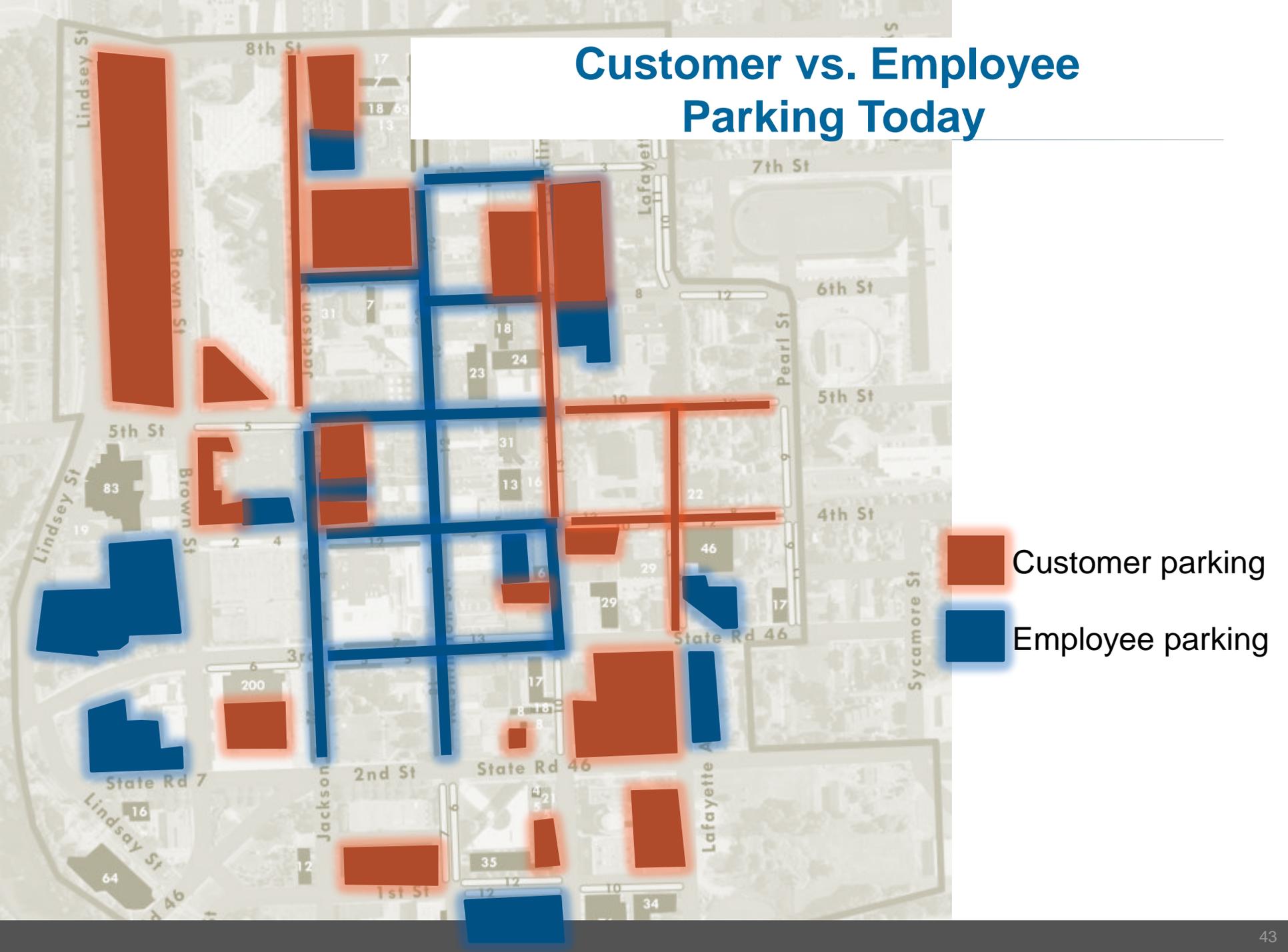
# General Parking Principles

---

- Provide convenient parking for **customers/ clients/ visitors**
- Establish clear **employee parking** areas
- Support **economic development** goals/growth
- Protect **residential neighborhoods** from spillover



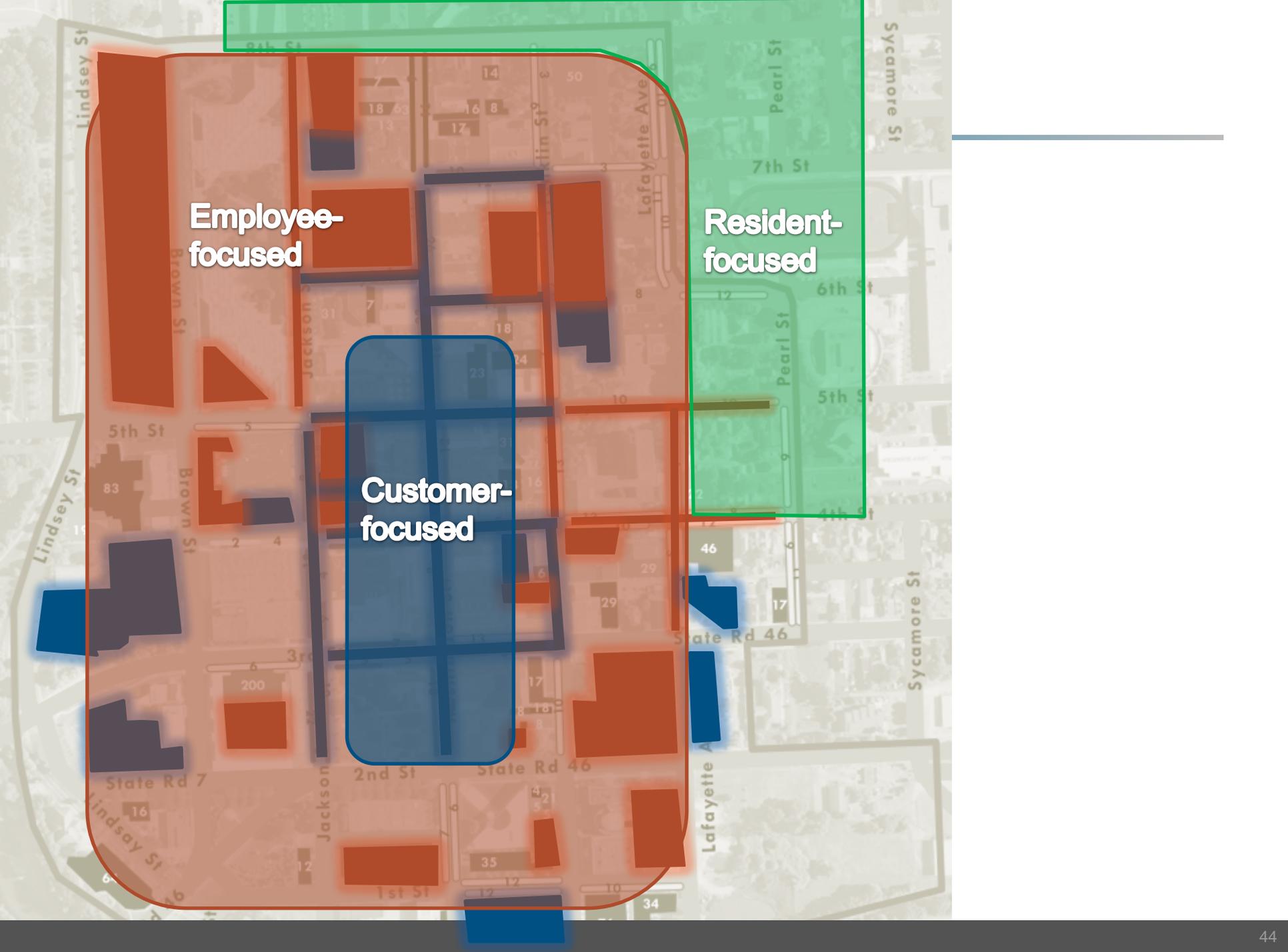
# Customer vs. Employee Parking Today



**Employee-  
focused**

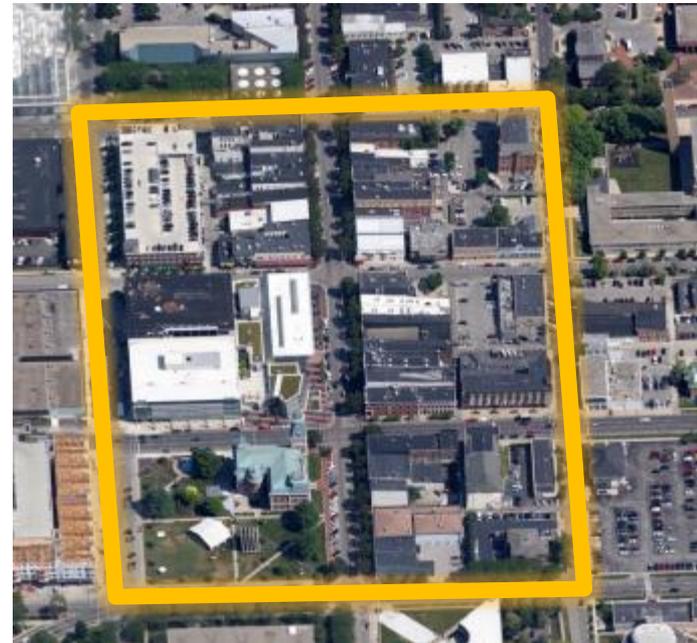
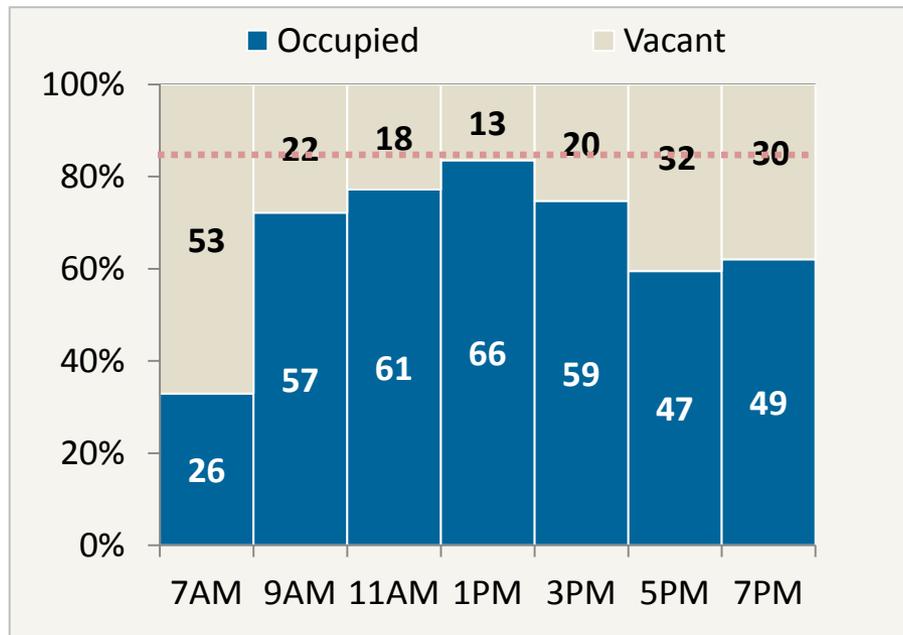
**Resident-  
focused**

**Customer-  
focused**



# Manage for Main Street Availability

**GOAL: Provide convenient parking for customers/visitors**



# Manage for Main Street Availability

---

**GOAL: Provide convenient parking for customers/visitors**

## APPROACHES

Status Quo

More enforcement

Expand coverage of  
time limited area

Alter time limits  
2hrs?  
4hrs?

Build More Parking

Price for Availability

# Manage for Main Street Availability

---

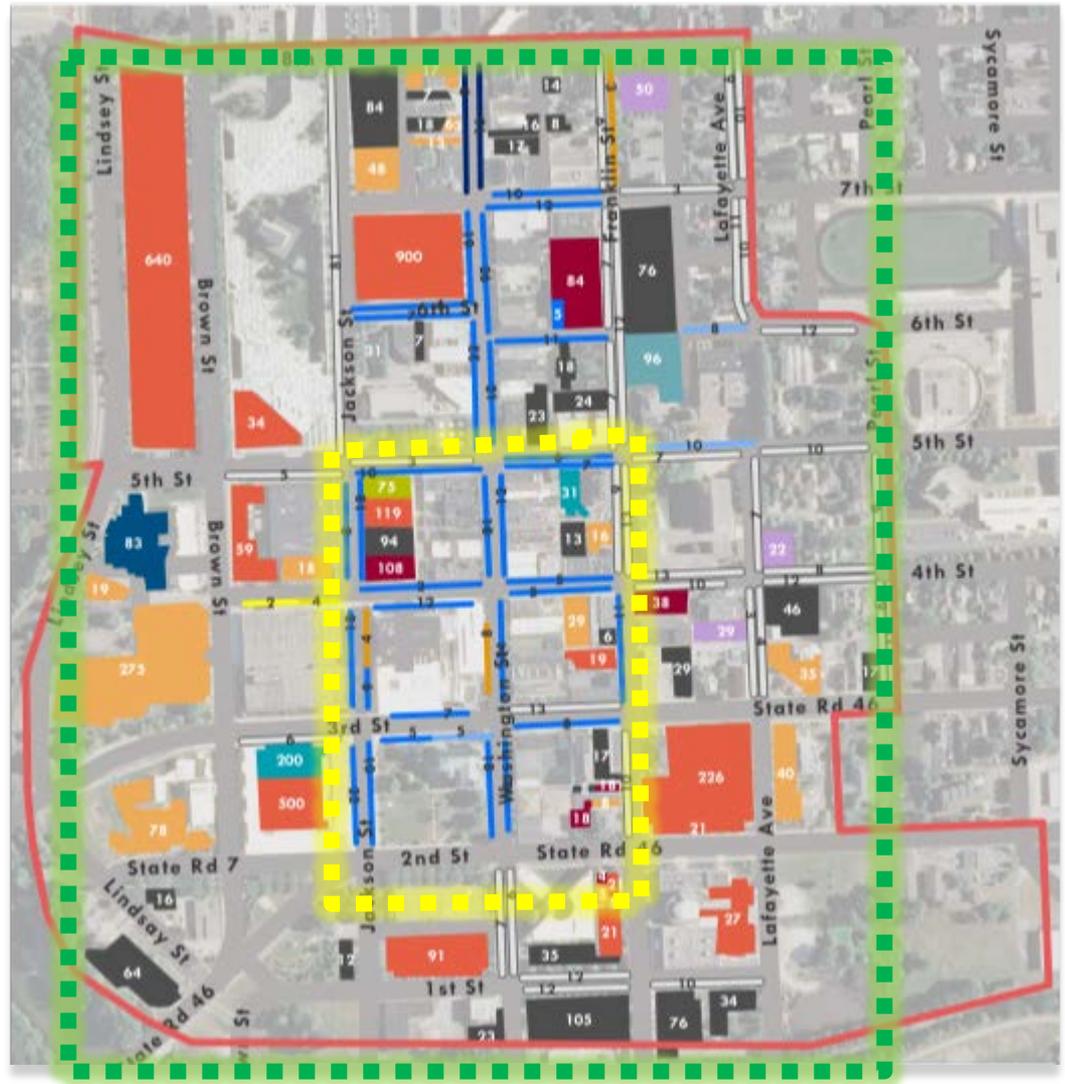
**STRATEGY: Provide convenient parking for customers/visitors**

- Price on-street parking in **busiest, most desirable areas**
- Price to **maintain availability** in most important spaces for visitors/customers
- Price is **relatively inexpensive**, e.g. \$0.50/hour
- **Eliminate arbitrary time limits**
- Must be **balanced** with employee parking permit prices and off-street rate (if needed)

# Manage for Main Street Availability

Free Parking

Priced Parking



# Continue and Expand Parking for Employees

---

**GOAL: Accommodate Long-Term Parking (mostly employee)**

## APPROACHES

Status Quo

Permit allows parking  
in Designated, but not  
Reserved Spaces

First-come, first serve  
free parking for all

Build More Parking

Individually Reserved  
Spaces

Combination of Free  
and Permitted Parking  
(Multiple Tiers)

# Continue and Expand Employee Permit Parking

---

## GOAL: Long Term Parking

### Reserved Spaces (Tier 1)

- Premium Reserved Parking
- Individually Reserved Space (24/7)
- Highest Price
- Jackson Street Garage (limited number)
- Franklin Street Lot (limited number)
- Monthly/Annual Renewal

### Permitted Spaces (Tier 2)

- Spaces designated, but not reserved by user
- Reserved in Lots/Garages
  - Jackson Street Garage – upper level(s)
  - Franklin Street Lot
- Ability to seek additional locations
  - 2<sup>nd</sup> Street Garage
  - Private facilities
  - OnStreet (if needed)
- Reduced Rates, and less than on street rates

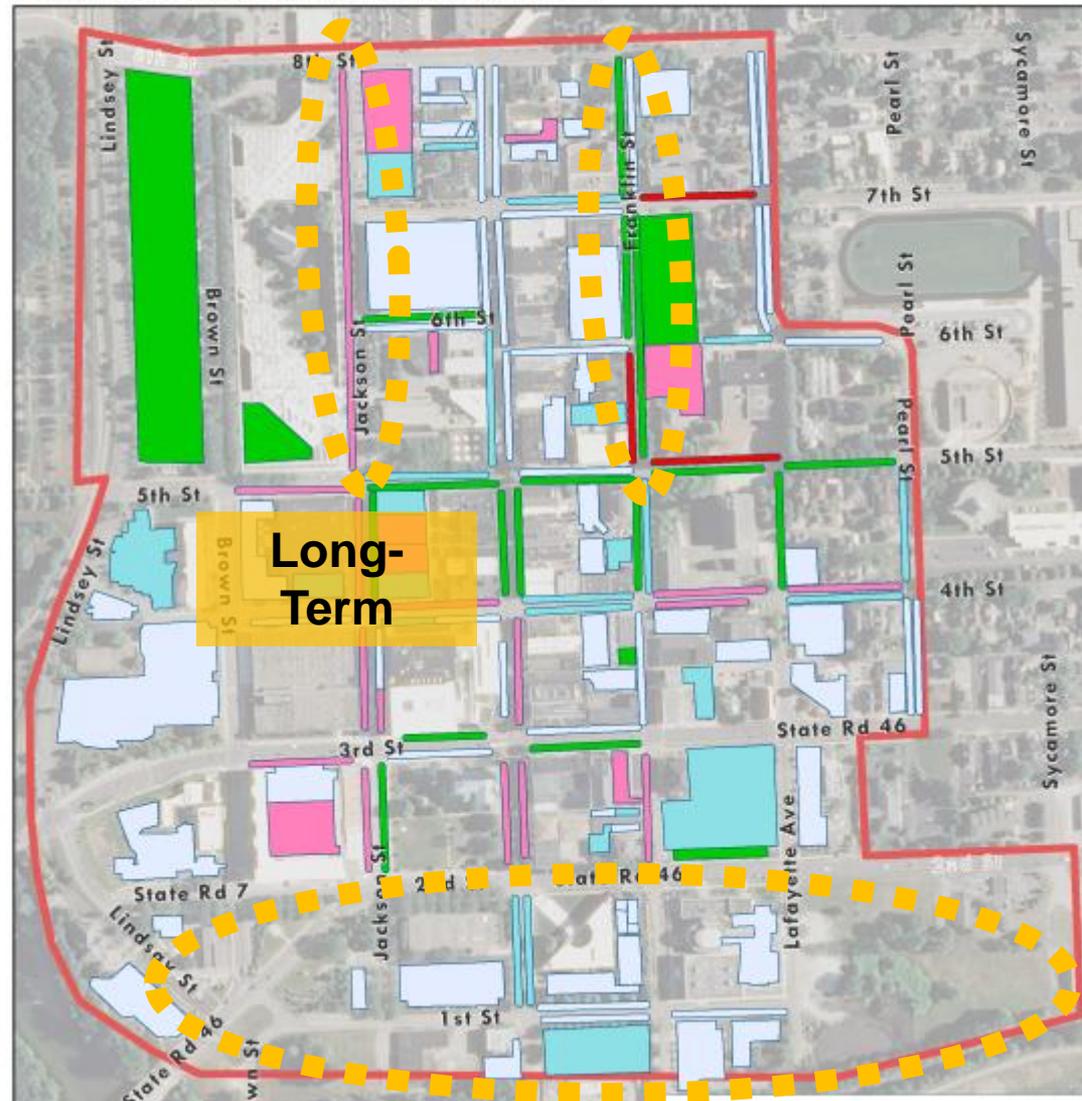
# Long Term Parking – Free Spaces

Remaining Spaces should be free of charge

- South of 2<sup>nd</sup> Street
- Jackson Street
- Franklin Street

Parking for employees and customers disinclined to pay for parking

DOWNTOWN COLUMBUS PARKING THURSDAY 1:00PM



# Long Term Parking - Areas of Concern

## OPTIONS

Status Quo

Increase Enforcement

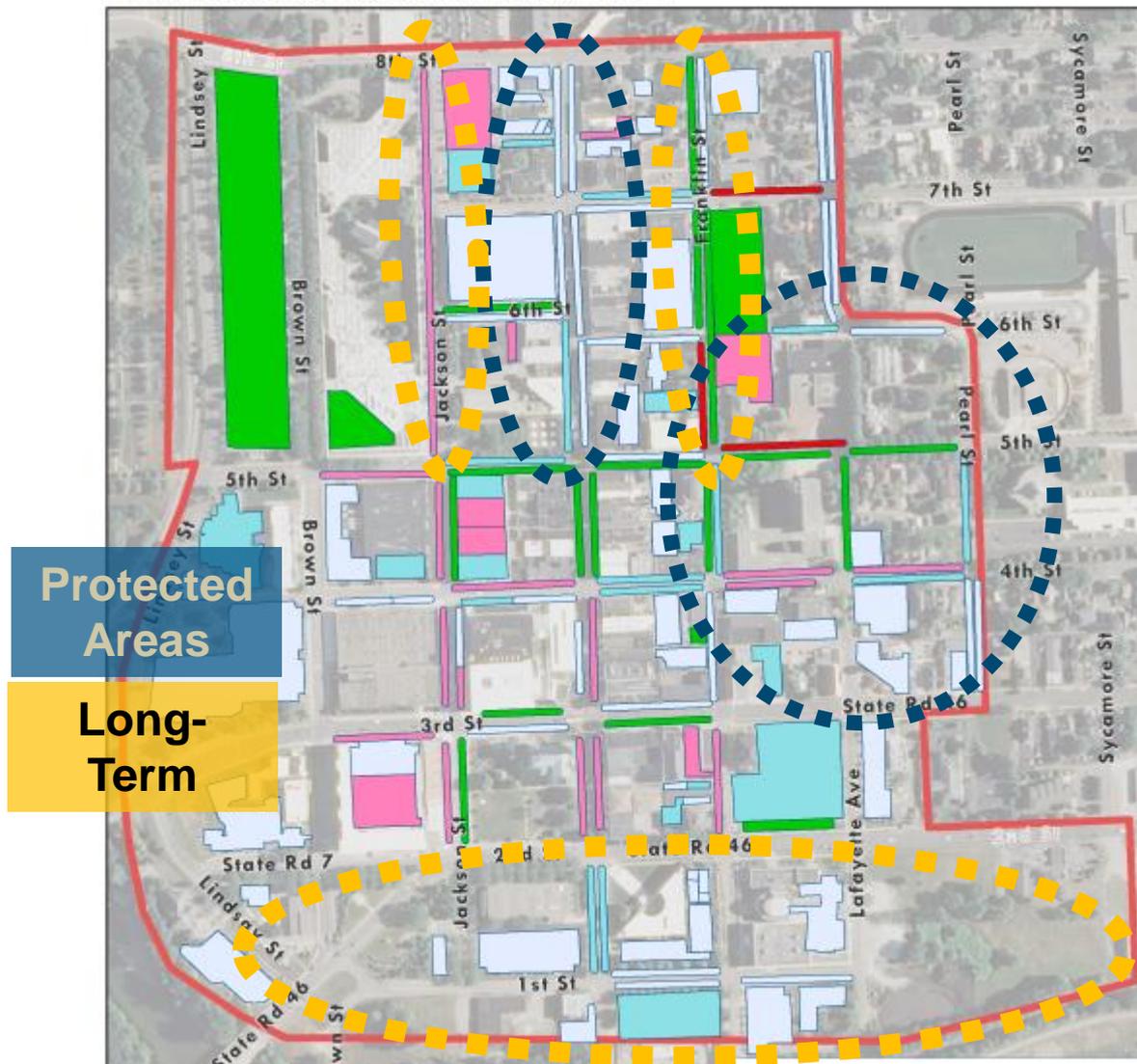
Change time limits  
2 hour – 4 hour

Employee Permits  
(on-street)

Resident Permits

Add Time Limited  
Parking

DOWNTOWN COLUMBUS PARKING THURSDAY 1:00PM



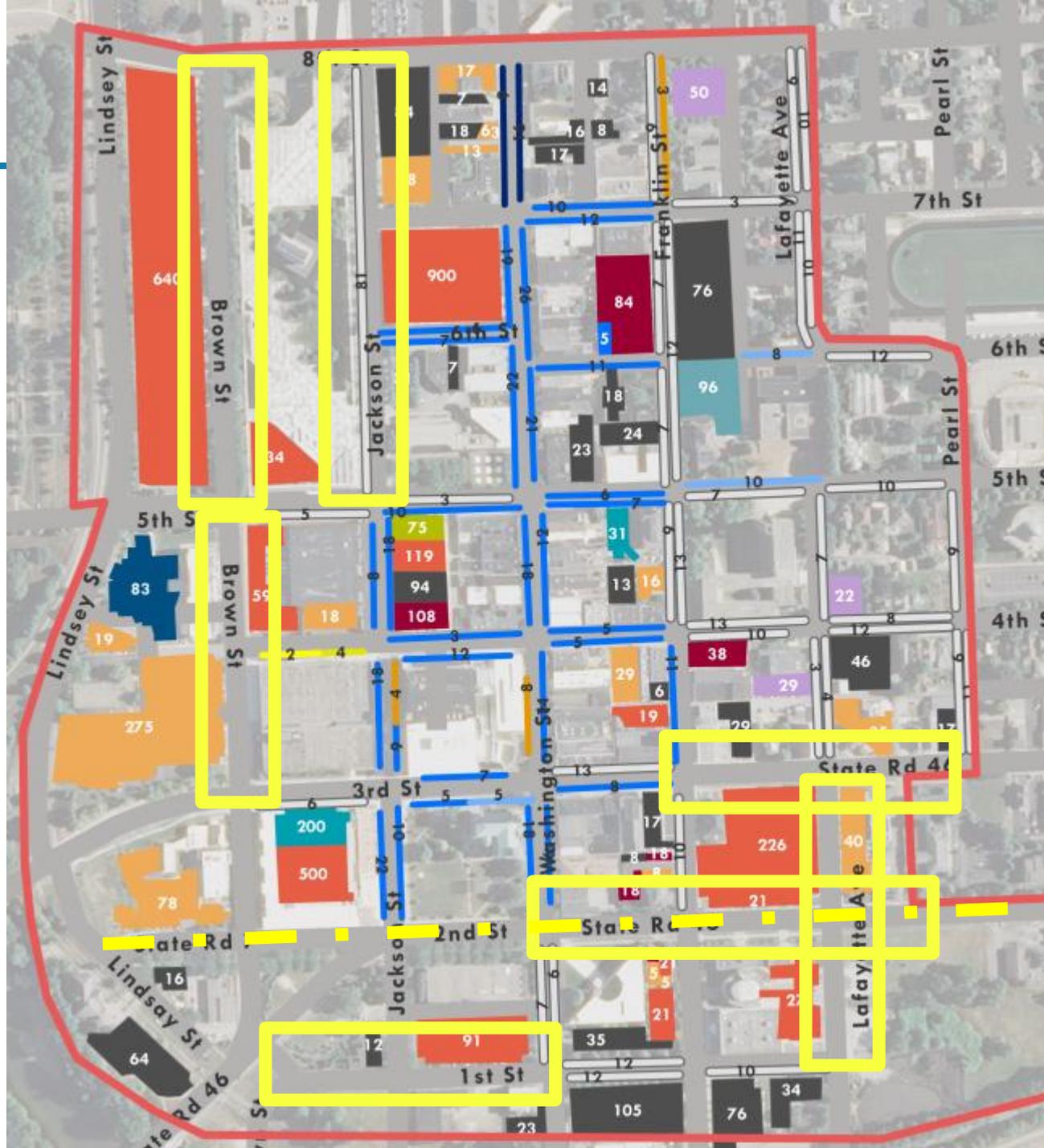
# Additional Considerations

- Eliminate Time Limits for Paid Parking
  - Pay for what you want
- Establish Span for Paid Parking
  - 9 am – 6 pm
  - 8 am – 8 pm
- Eliminate Loading Zones
  - Washington Street (Cummins, Commons)
  - Jackson Street
  - 4<sup>th</sup> Street
- Eliminate Restrictions on relocating within downtown zone
- Offer first 15 minutes free on street



# Potential to Add On-Street Parking

- Brown Street
- 3<sup>rd</sup> Street
- 2<sup>nd</sup> Street
- 1<sup>st</sup> Street
- Jackson Street
- Lafayette Ave



# Jackson Street Garage Management

---

## EMPLOYEE Parking

- Top Levels for employee permits
- Eliminate Cummins spaces

## CUSTOMER Parking

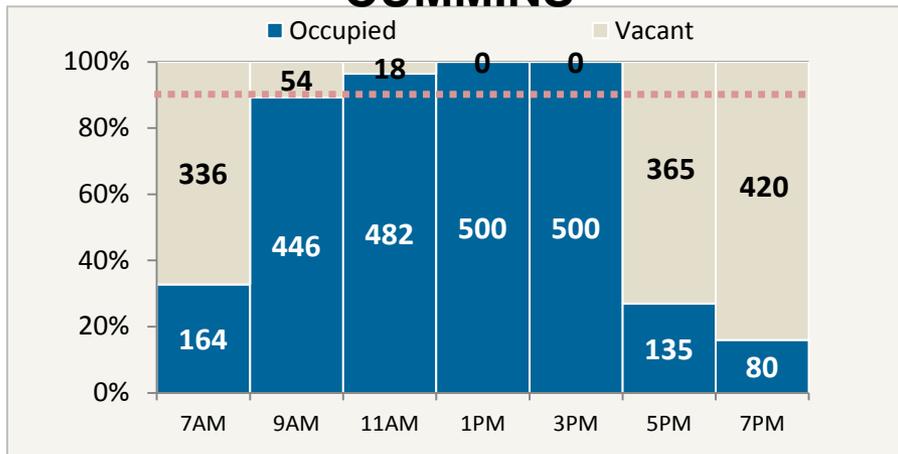
- Price customer spaces same/less than on-street
- 1<sup>st</sup> hour free
- Can park in leased spaces after hours



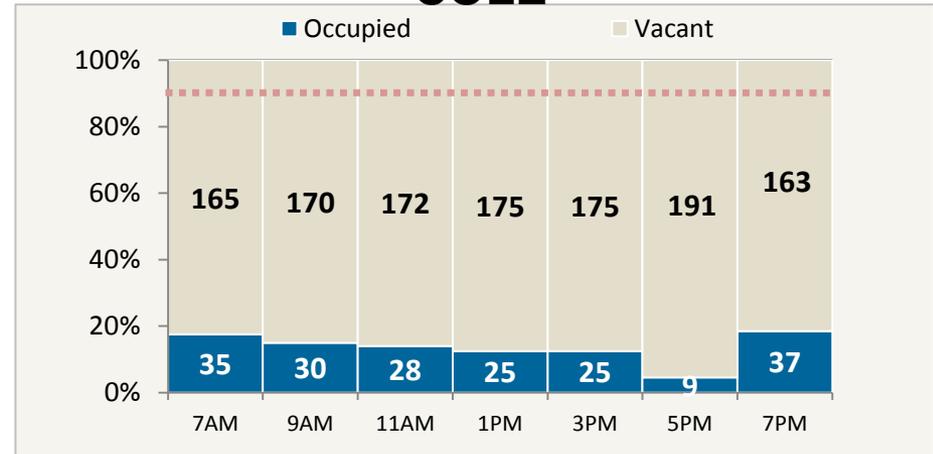
# 2<sup>nd</sup> Street Garage

- Maintain Cummins spaces
- Reduce Residential spaces in the interim
  - Revisit on an ongoing scheduled basis
- Allow other employee spaces in reclaimed residential spaces
- Explore relocation of gate arm technology
- Change circulation –
  - Allow right turn exit onto 2<sup>nd</sup> Street

## CUMMINS



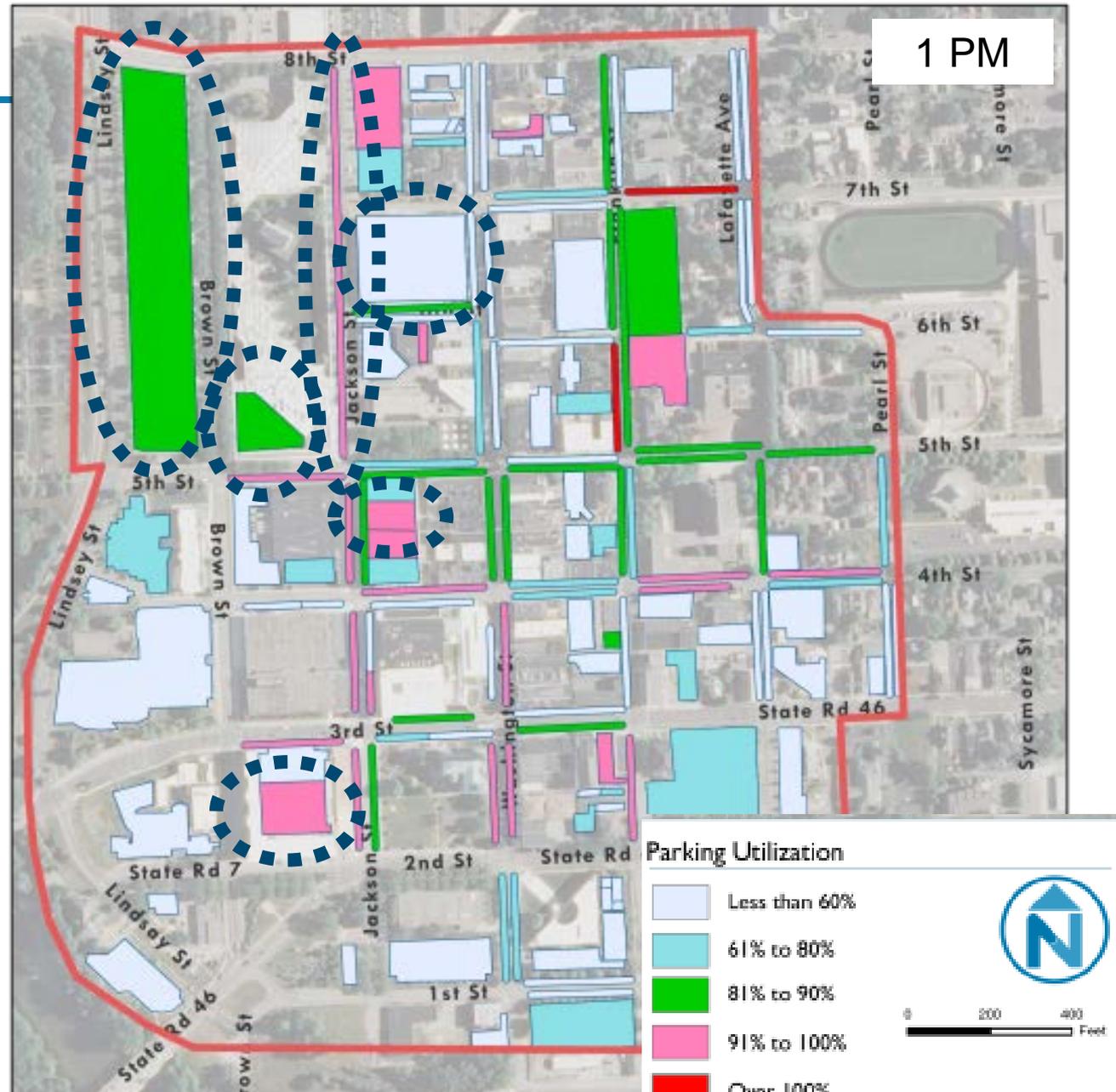
## COLE



# Cummins

- Encourage employees to use Cummins reserved spaces
- Eliminate designated spaces in Jackson garage
- Review overall transportation/parking needs
- Introduce Transportation Demand Management measures
  - Basis for downtown TMA

DOWNTOWN COLUMBUS PARKING THURSDAY 1:00 PM

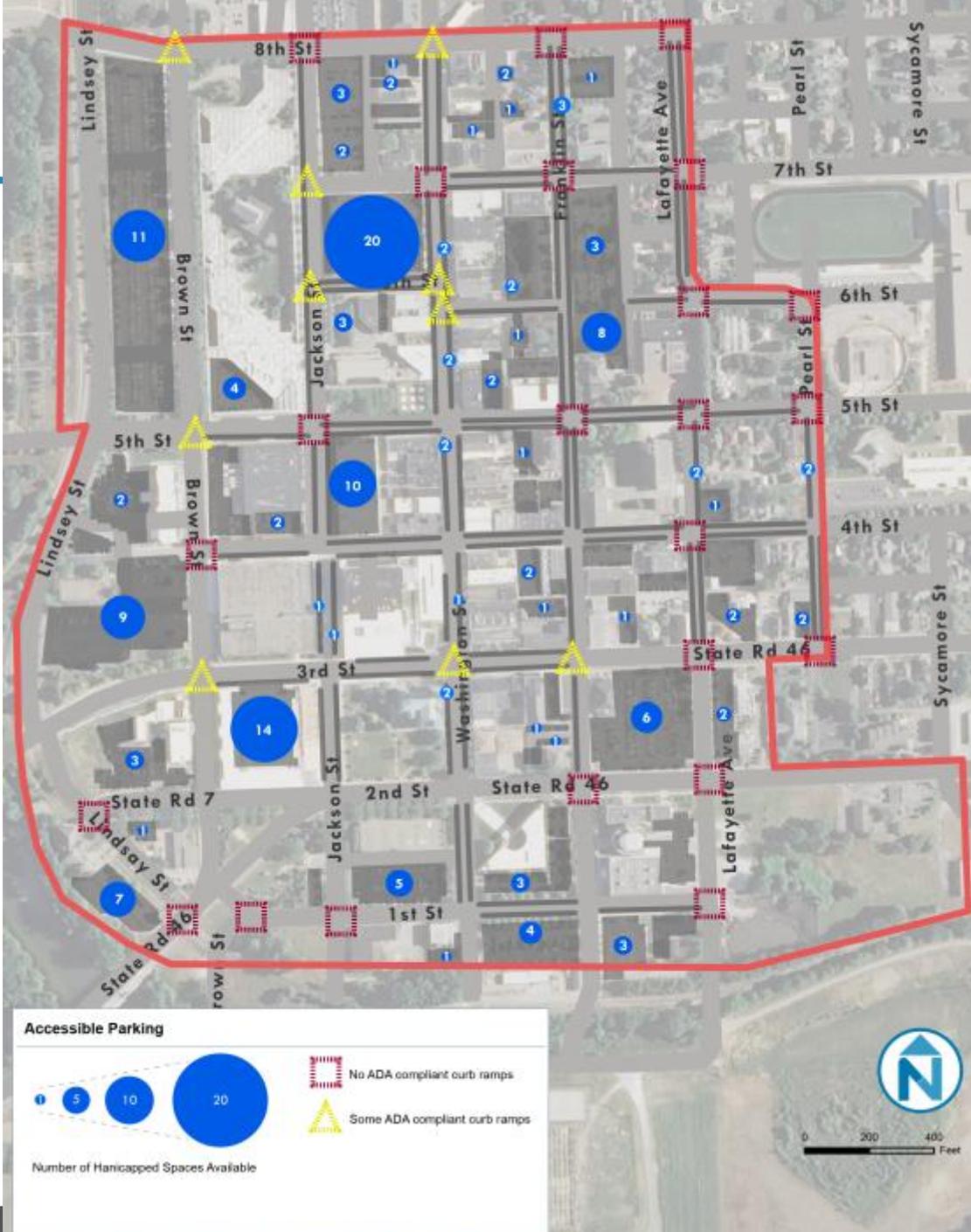


# Transportation Demand Management

---

- Establish a Transportation Management Associations
  - Not just Cummins – other large employers/institutions
- Preferred parking – for carpool and vanpool drivers
- Payroll deducted transit passes – can also be subsidized
- Coordinated ColumBUS service – based on employee location
- Guaranteed Ride Home – for emergency travel home
- Bicycle parking/shower/locker/towel services
- Bicycle sharing program – for travel around town
- Parking Cash-Out – subsidize people not to drive/park

# Accessibility



# Accessibility

---

- Focus on creating general availability (not specifically designated) in Key Areas
- Establish a policy on designated HP parking
  - Defined by program within priced area
  - Process for designating additional
  - Parameters on design
    - Should be adjacent to ped ramps, etc.
- Examine from accessibility rules/guidelines
  - Rules are minimal
  - Accessibility guidance suggests more is needed

# Technology and Enforcement

- Parking kiosks
- Pay by credit card/cell phone
- Coordinated enforcement handhelds
- Consider License Plate Recognition for Employee Permits
- Raise Ticket rates
- Maintain 1<sup>st</sup> violation as a warning
- Implement a Parking Ambassador program for Enforcement



51017

DATE \_\_\_\_\_ TIME \_\_\_\_\_

LICENSE NO \_\_\_\_\_ STATE \_\_\_\_\_

VEH COLOR \_\_\_\_\_ MAKE \_\_\_\_\_ OFFICER \_\_\_\_\_

LOCATION \_\_\_\_\_

_____ Parking at Fire Plug/Fire Lane .....	\$25.00
_____ Parking at Yellow Curb .....	\$25.00
_____ Parking at City Bus/Freight Zone .....	\$10.00
_____ Leased Parking .....	\$25.00
_____ Stopping, Standing, Parking in Prohibited Places .....	\$25.00
Late Penalty after 30 days for above listed violations: Additional \$10.00	
_____ 3 Hr. Violation .....	\$
Late Penalty after 72 hours for above listed violation: \$10.00	
_____ Physically Handicapped Space .....	\$50.00
_____ After 30 days .....	\$100.00

**ADMIT OR DENY**  
Please check either A or B below.

I, the undersigned, do hereby answer the violation as follows:

A.  I admit to the ordinance violation, enclose payment of the Fine and Costs in the amount of \_\_\_\_\_.

B.  I deny the truth of the charge and the case to be set for trial. I understand that if judgement is not in my favor court costs in excess of \$110.00 will be imposed, plus attorney fees per violation.

Date \_\_\_\_\_

Print Name \_\_\_\_\_

Signature \_\_\_\_\_

**PLEASE READ VERY CAREFULLY**

If you do not pay a parking ticket within 30 days additional late fees will be imposed. If you do not pay the ticket, a suit may be filed and court costs in excess of \$110.00 may be charged to you or the registered owner of the vehicle.

Questions: (812)376-2652 - Columbus Police Department - Records



**Pay and Display; Pay by Plate; Pay by Space**

# Governance/Regulation/Policy

---

## ■ **Current Parking Responsibilities**

- Enforcement – Police Department
- Parking Permits – Police Department and Redevelopment Commission
- Sign Installation/Pavement Markings – Streets Department
- Street Design/Construction – Engineering
- Maintenance of Records – Engineering
- Sidewalks, Design Standards – Engineering
- Parking Requirements/Zoning Review - Planning
- Regulations – City Council
- Garage Management – Redevelopment Commission

## ■ **Challenges**

- Responsibility for parking is dispersed
- Parking changes and management are completed on an ad-hoc basis
- Minimal integration of onstreet and offstreet policy
- No overall goals or policy in terms of how to address parking issues

# Governance/Regulation/Policy

---

- **Establish a Parking Commission with Policy Oversight**
  - Appointed by Mayor
  - Includes department heads
  - Add stakeholders – Merchants, Visitors Center, Large Employers
  - Responsible for coordinating and implementing policy
- **Establish a Parking Fund to receive/distribute revenues**
  - Reinvest funds in downtown
    - Cover existing debt service
    - Equipment
    - Signage
    - Streetscape
    - Ped/Bike Improvements
    - Events

# Zoning

---

- Zoning is generally progressive
- Needs to develop provisions to include Pedestrian/Bicycle Measures
- Need specific Transportation Demand Management Language and Recommendations
- Encourage and increase downtown residential and mixed use sites/buildings
- Develop In Lieu Fees in tandem with no parking requirements downtown

# Pedestrian/Bicycle/Transit

---

- Add more “C” bike racks
- Consider racks that can fit larger framed bicycles
- Add secure, protected, well marked and lit bicycle parking in Jackson Street garage
- Work with Ped/Bike plan to identify and mark bicycle paths into downtown
- Continue to add pedestrian amenities at intersections
- Review major crossings and pedestrian timing



# Pedestrian/Bicycle/Transit

---

- Provide more visible stops for ColumBUS
- Continue to improve lighting and pedestrian paths, including in alleys/lots
- “Hawk” lights at Jackson Street crossings- like one by Cummins



# Wayfinding Principles

1. Before you get to Columbus (web and other materials)



# Wayfinding Principles

---

## 2. When you arrive in Columbus



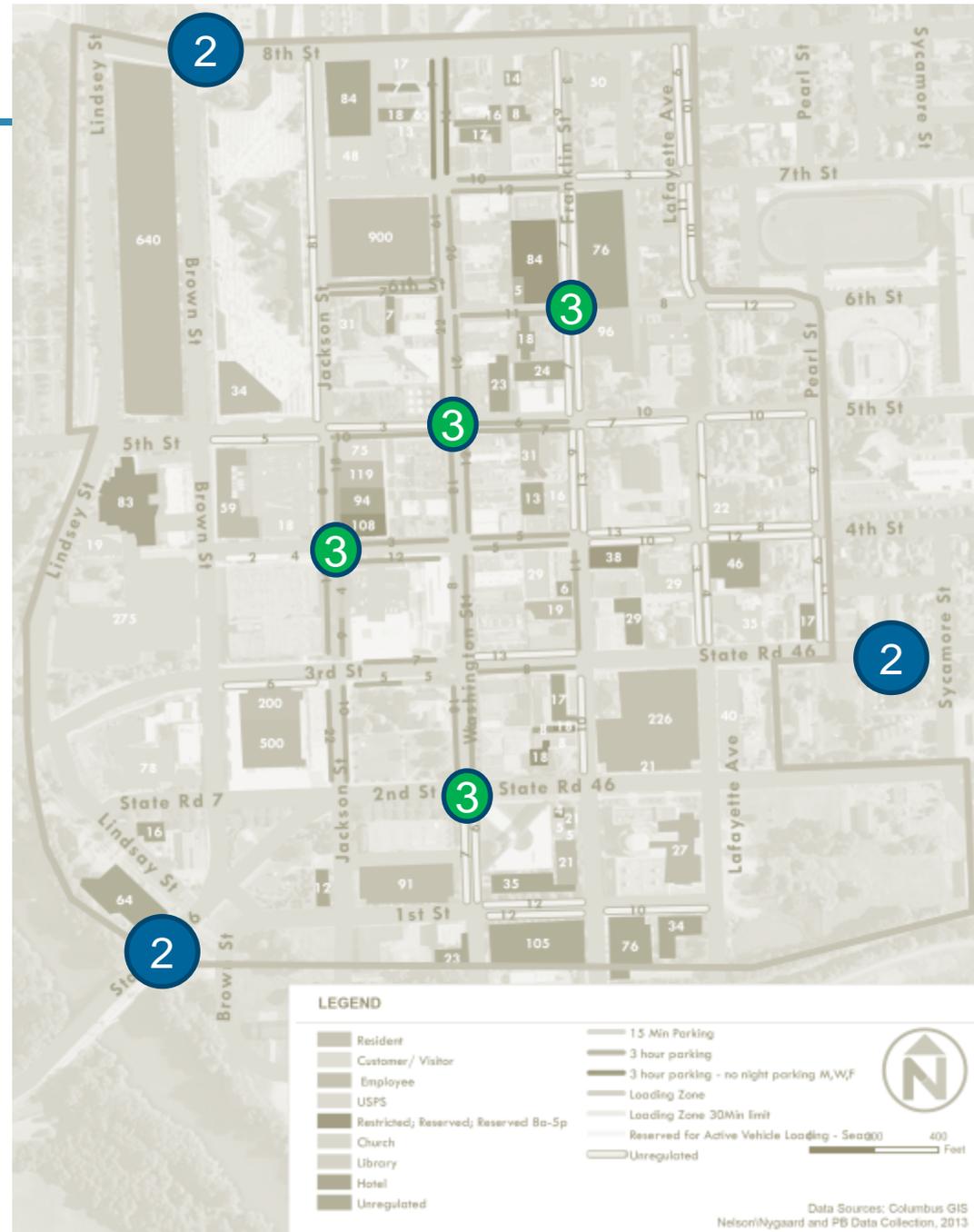
# Wayfinding Principles

## 3. When you are on foot

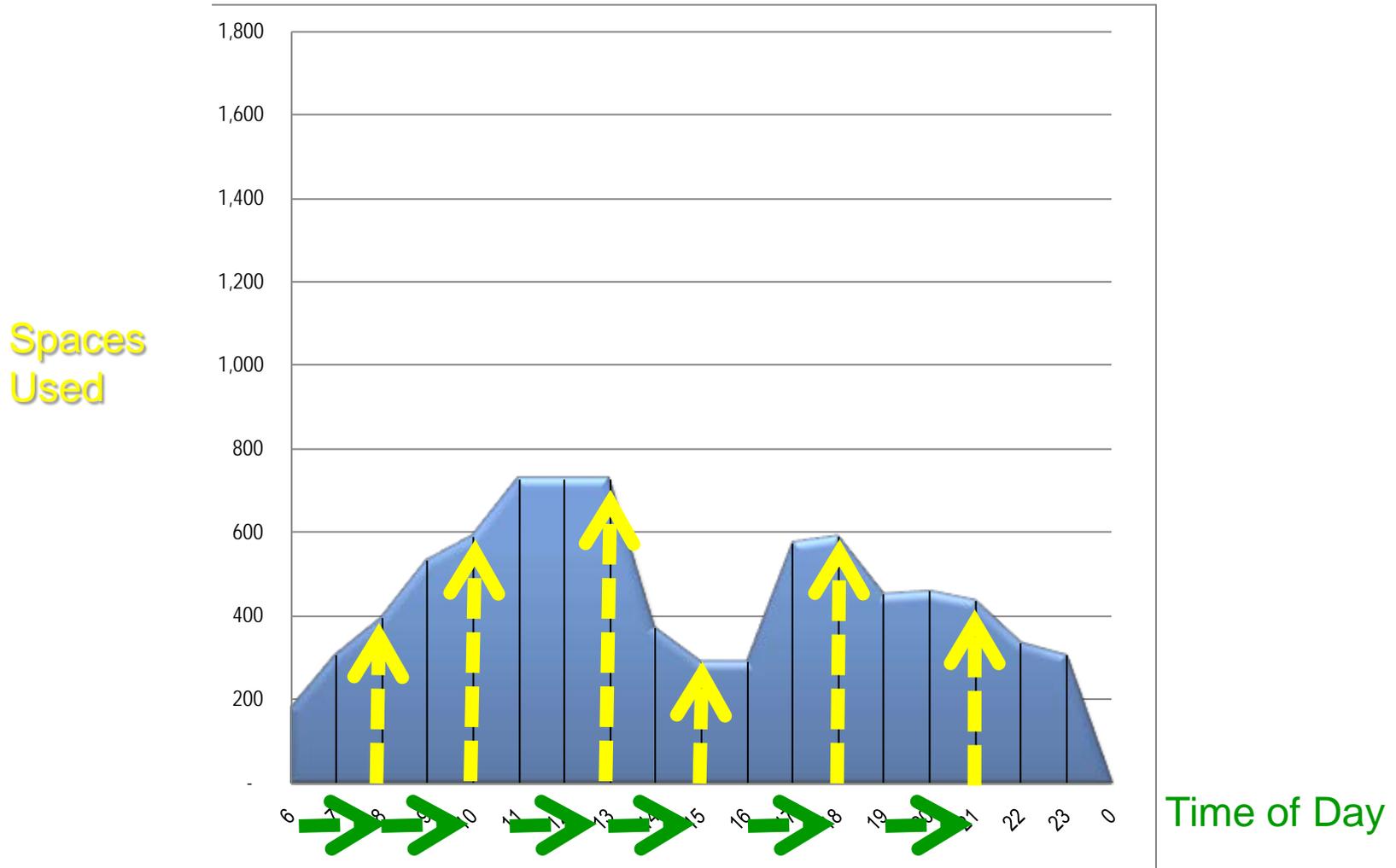


# Wayfinding Signage

1. Before you arrive
2. At your arrival
3. During your stay



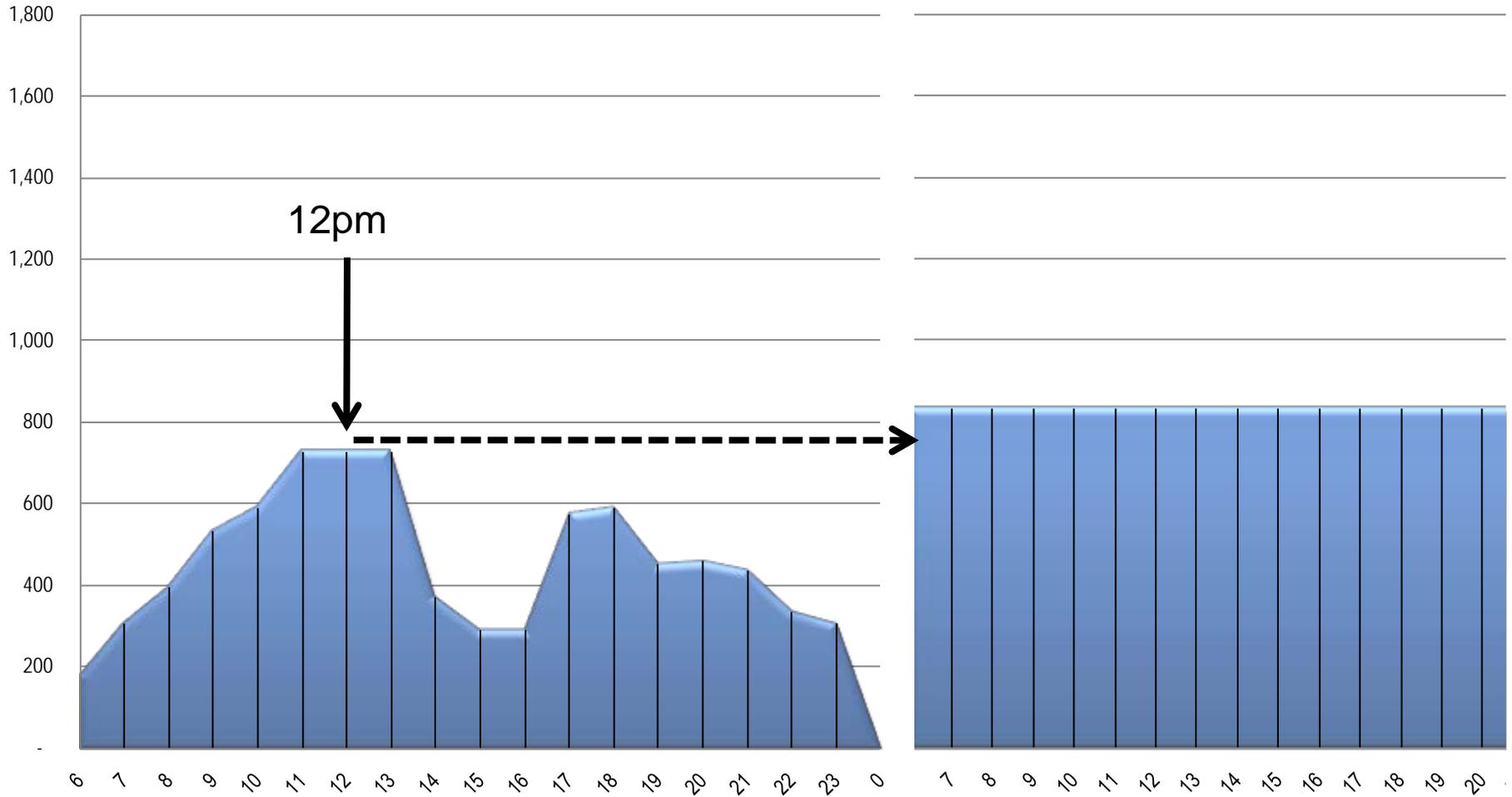
# Real Parking Demand Profile



# Restaurant (150k SF):

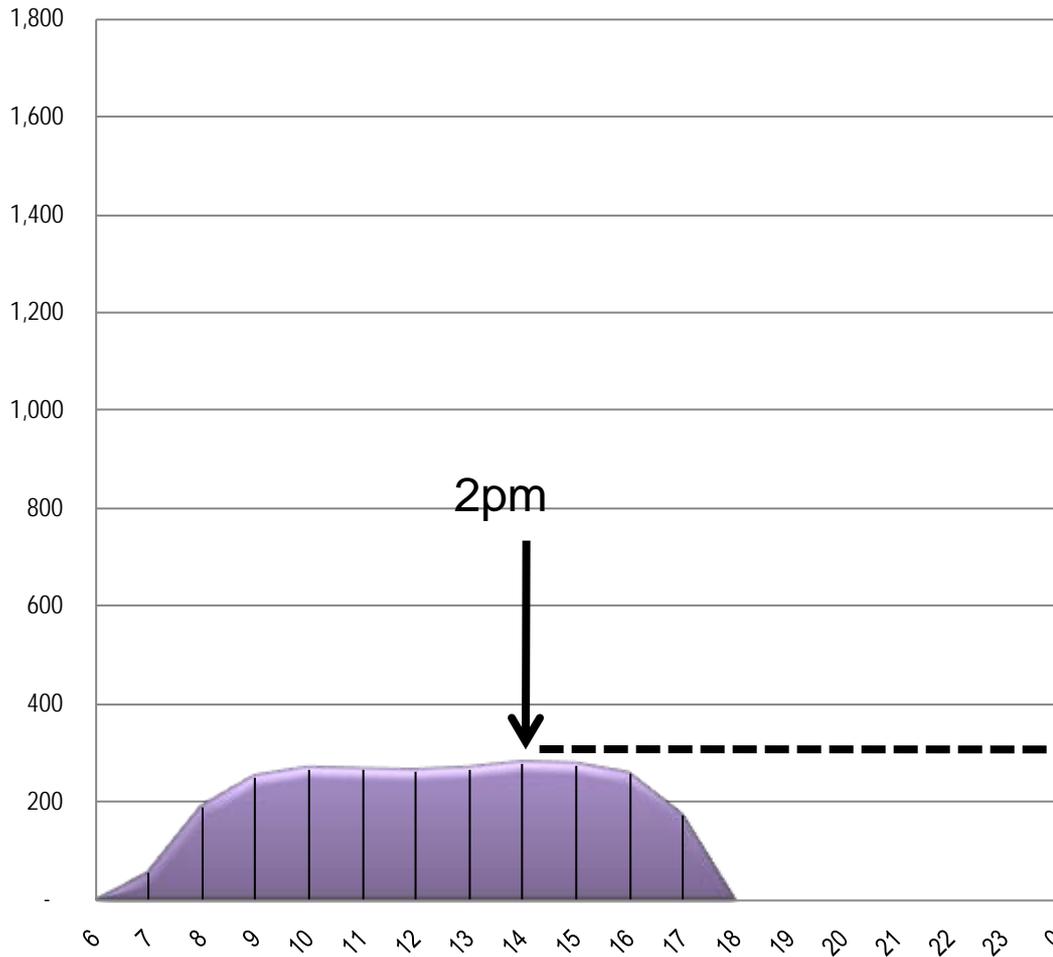
Real Demand

Unshared Supply

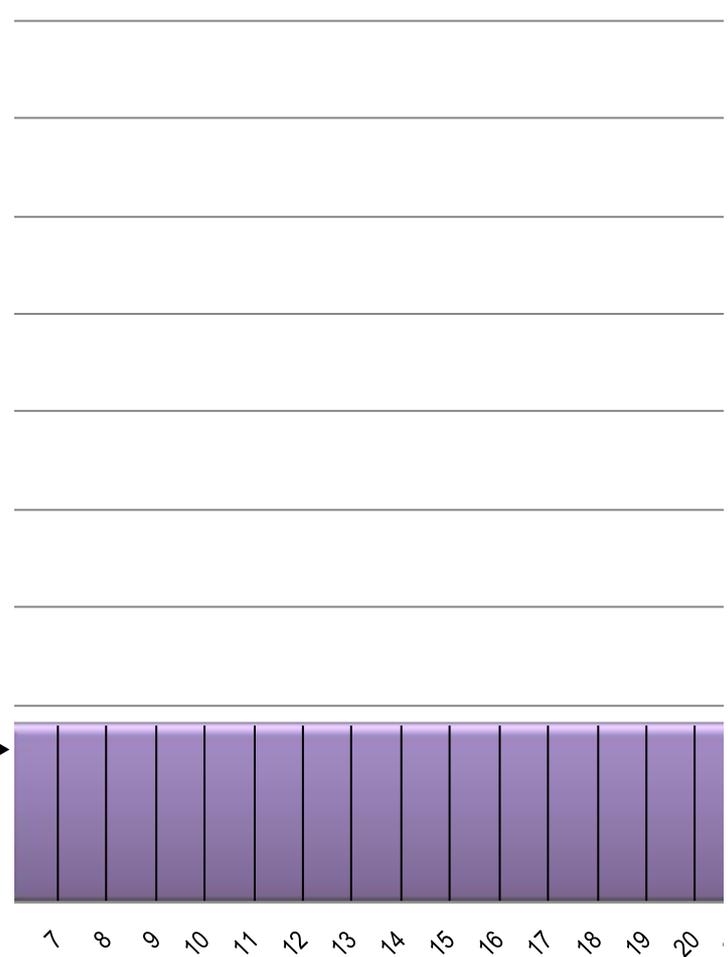


# Office (150k SF):

## Real Demand



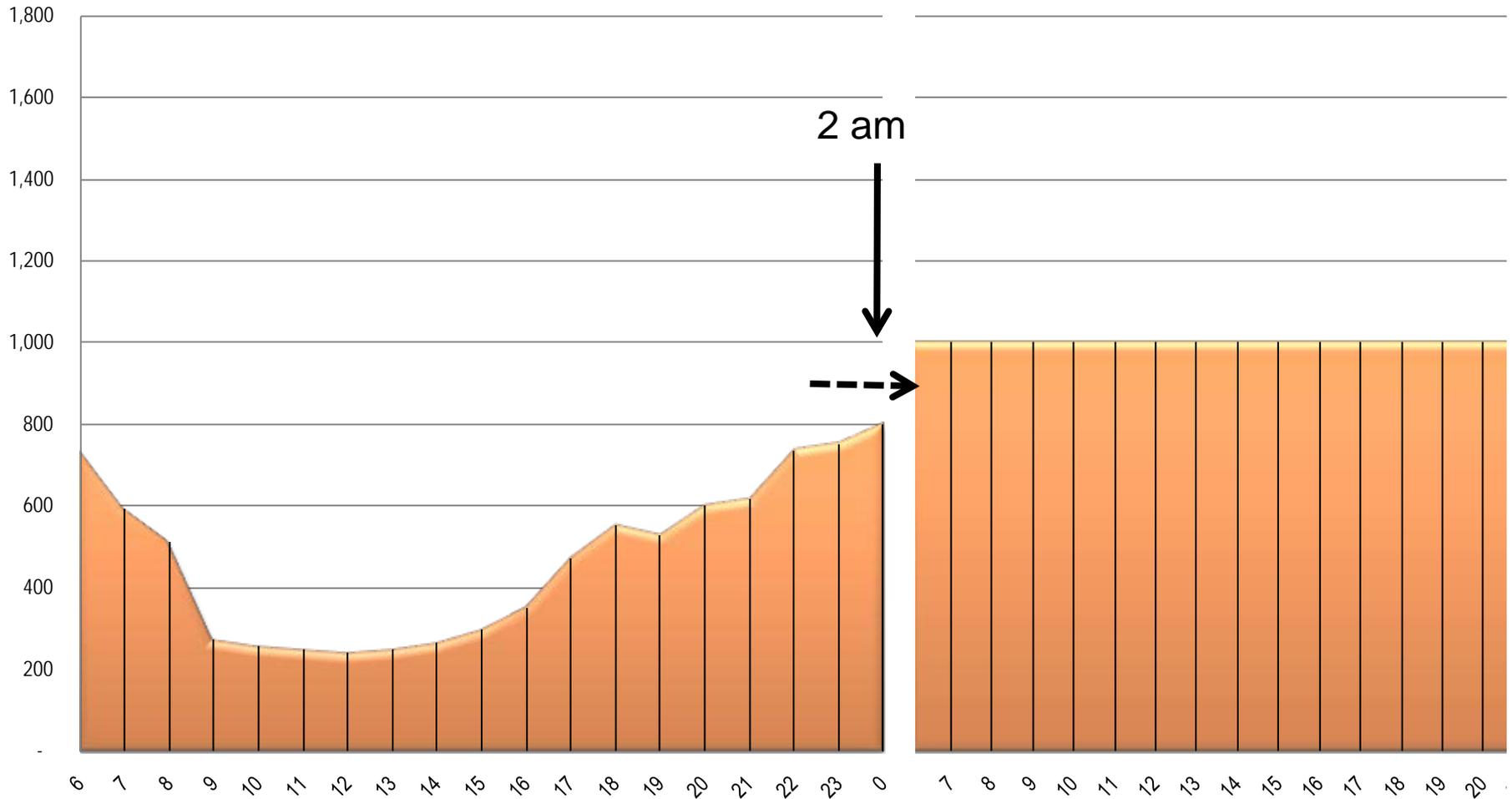
## Unshared Supply



# Residential (150k SF/1000 units):

Real Demand

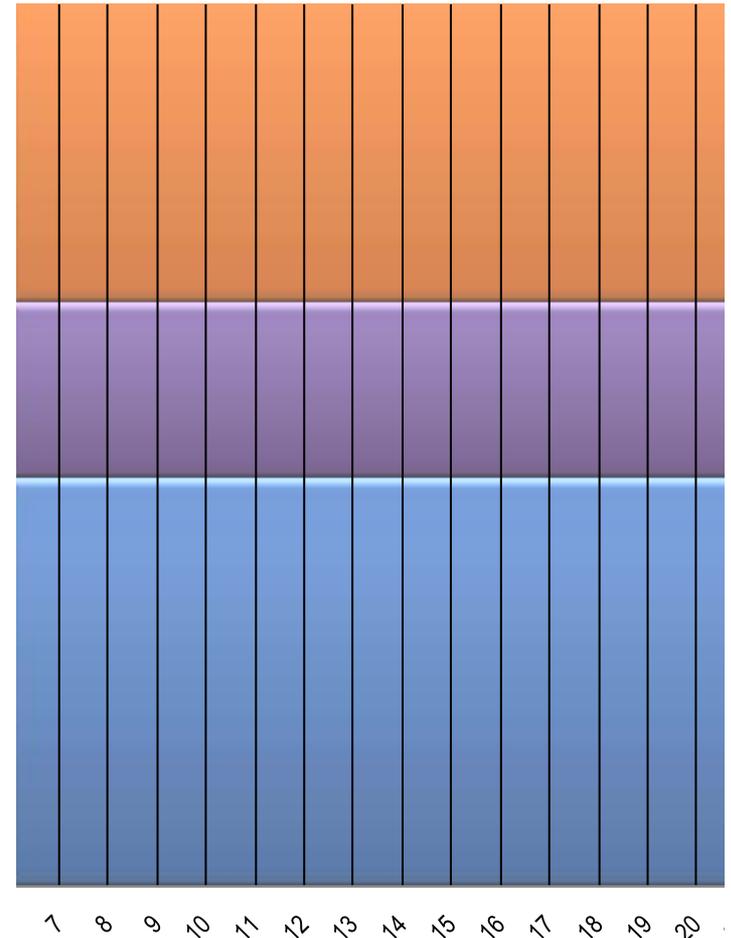
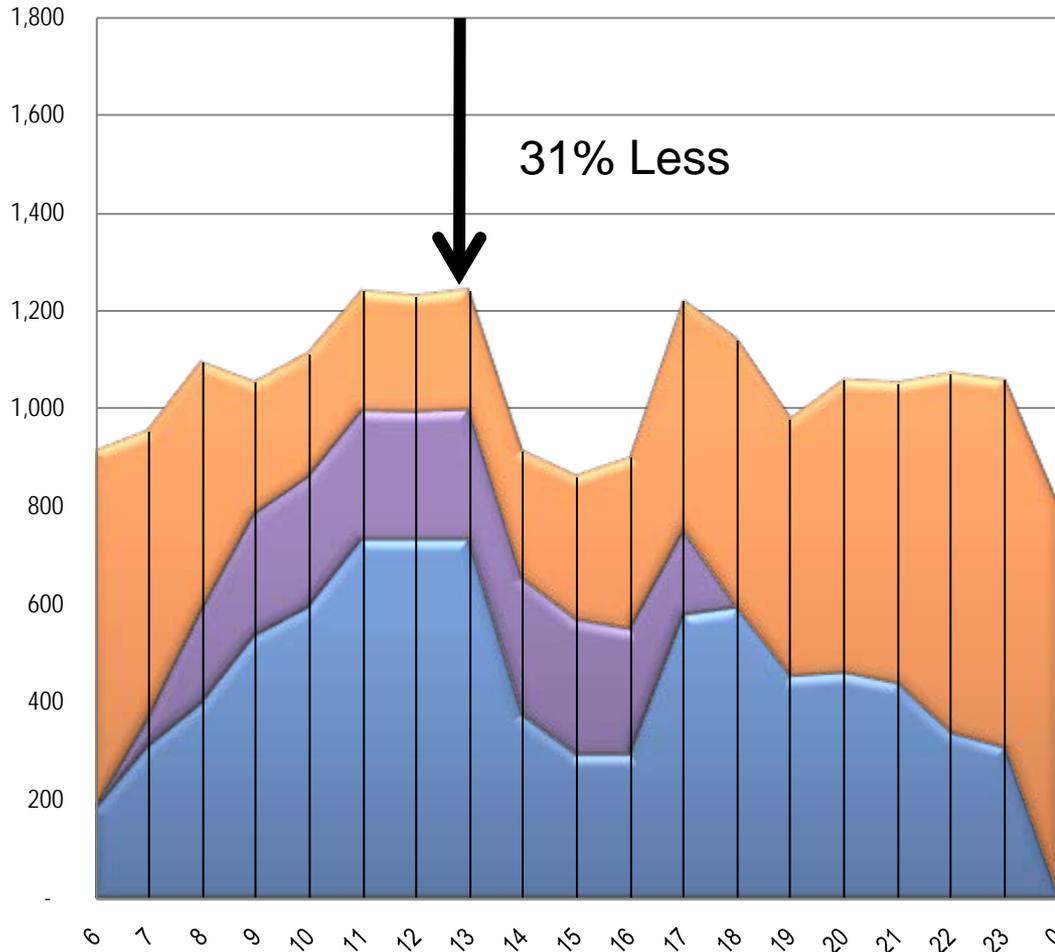
Unshared Supply



# Shared Uses:

Real Demand

Unshared Supply



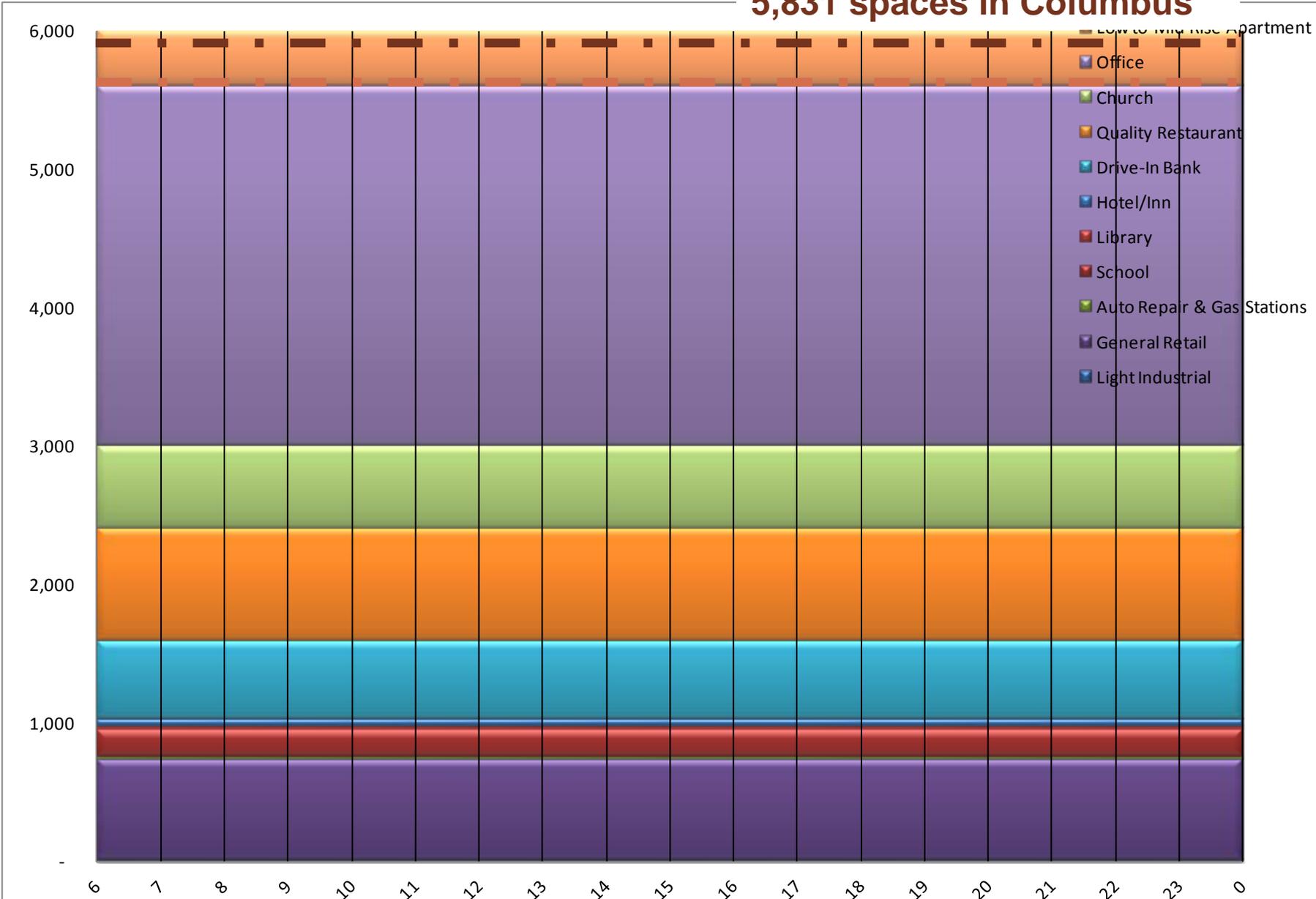
# Land Use in Columbus

**TOTAL:** 1.8 million GSF  
Plus hotel, school, residential

Land Use	Gross Square Feet
Warehouse	13,960
General Retail	285,718
Performing Arts	16,653
Auto Repair and Gas Stations	9,976
School	849 students
Library	41,842
Hotel	85 rooms
Drive-in Bank	142,119
Quality Restaurant	77,364
Church	155,849
Office	1,054,478
Apartments	326 units

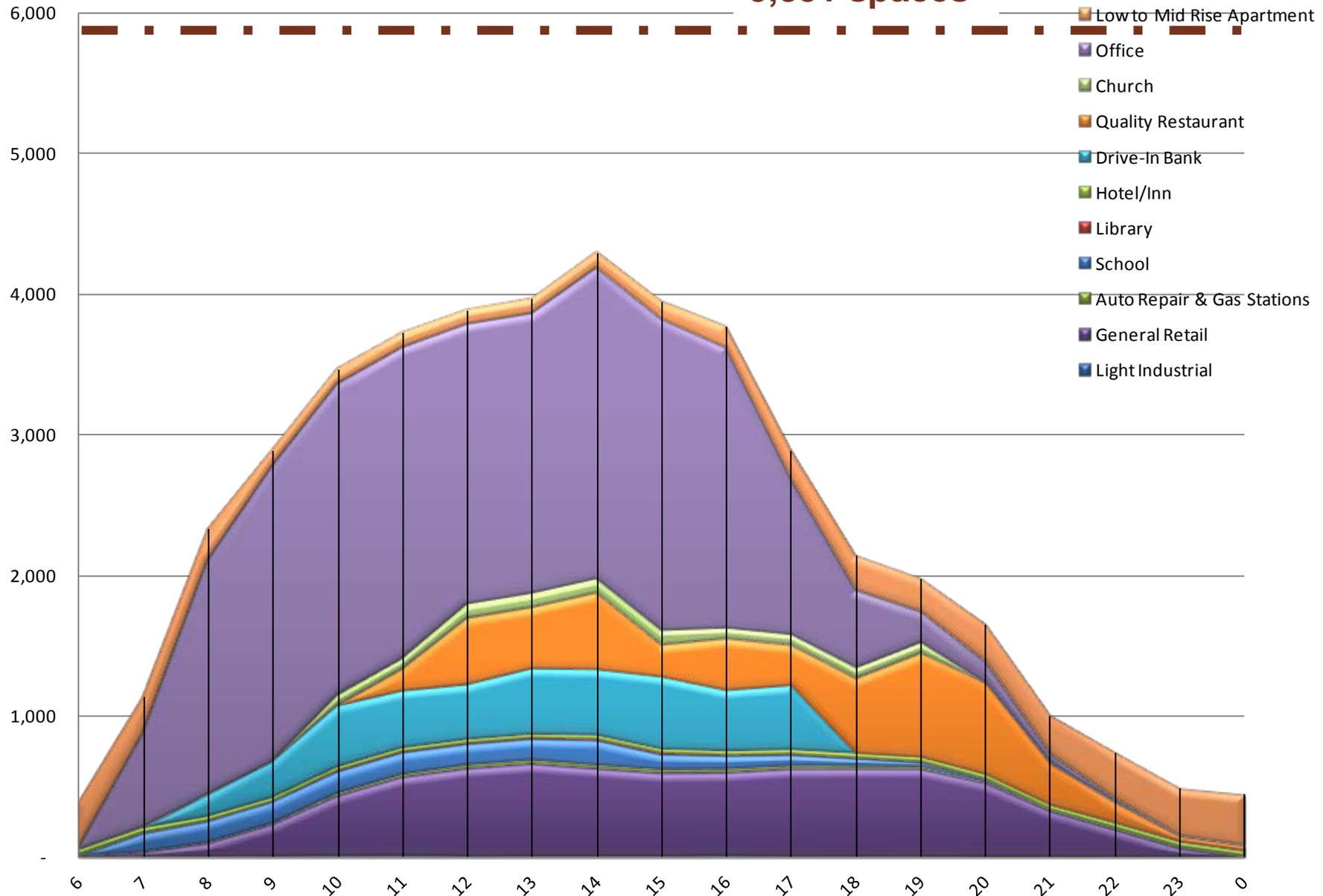
# Parking Demand in Columbus

**5,831 spaces in Columbus**

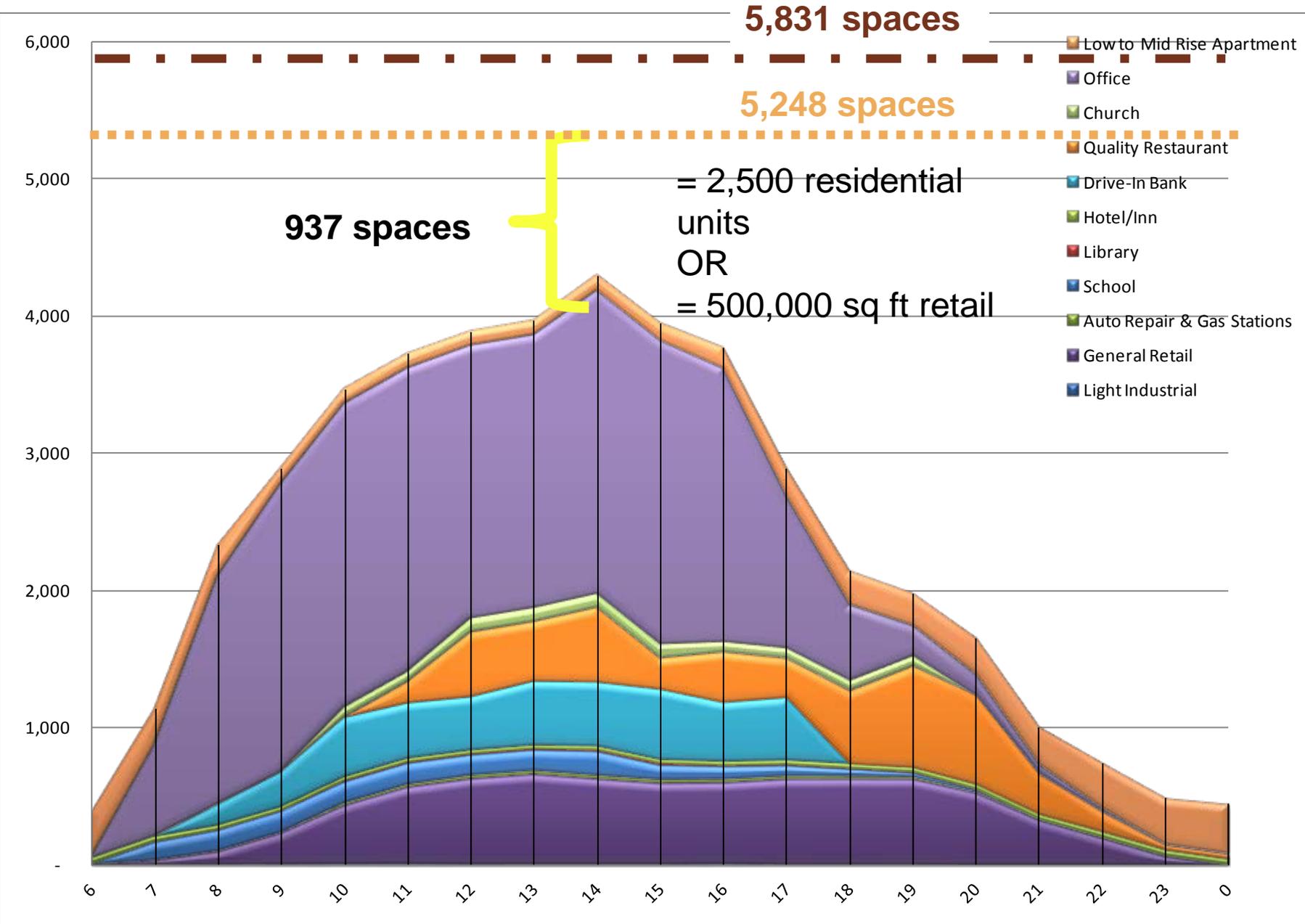


# Parking Demand in Columbus (shared)

5,831 spaces

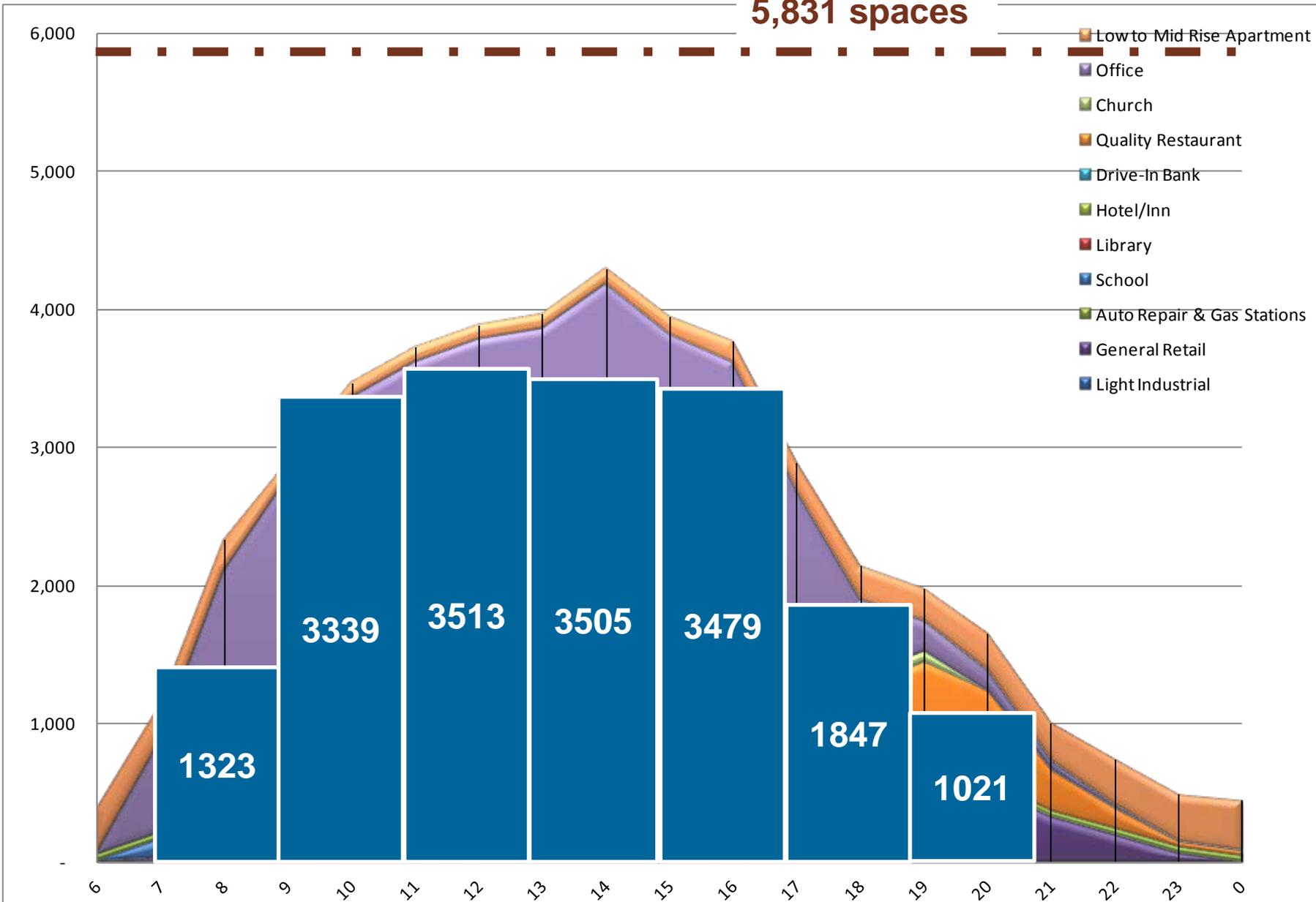


# Parking Demand in Columbus (shared)



# Parking Demand in Columbus (shared)

**5,831 spaces**





# Developing a Parking Management Plan

---

Summer 2013

## Parking Supply and Demand

- Identify Existing Conditions
- Parking Utilization Data Collection
- Utilization Database
- Turnover Counts

## Parking User Profiles

- Online Survey 1,100 respondents
- Public Open House
- Stakeholder Interviews
- Merchant's Meeting

Fall 2013

## Strategy Development/ Alternative Solutions

## Final Parking Management Plan

## Public Meeting

## Formalize Recommendations City Council and Redevelopment Commission Meeting

# Tonight's Agenda

---

1. Welcome
2. Study Overview & Process
3. Analysis
4. Alternative Solutions
5. Discussion



# Questions? Comments?

---

Contact [parkingstudy@columbus.in.gov](mailto:parkingstudy@columbus.in.gov)