



MEMORANDUM

To: Heather Pope
From: Ralph DeNisco and Lisa Jacobson
Date: December 12, 2013
Subject: Downtown Columbus Parking Study - Alternative Scenario (without Paid Parking)

The Downtown Columbus Parking Study provided a comprehensive and integrated series of recommendations that together were best aligned to achieve the goals established through the Steering Committee and Public Process for the Study. While many of these recommendations are independently worth pursuing, the integrated nature of a downtown environment allows for their combination to be much more effective.

Upon review of the overall recommended parking strategies, the City of Columbus has requested an overview of how to approach the recommendations without implementing paid parking onstreet. The City seeks to understand the menu and potential efficiency of the recommendations without this approach to understand its options and take steps towards implementing the more immediately feasible recommendations.

This memorandum lays out a strategy that could be implemented without adding paid parking, and includes many of the other items from the recommendations memo. In preparing this response, the Nelson\Nygaard team must note that many of these recommendations relied on instituting priced parking in the areas of highest demand, both as a means of allocating these spaces to the highest and best users, and to set a context by which other parking and travel options could be measured against. Thus, this alternative scenario will not be as effective in helping meet the City's goals of having available parking for customers, establishing clear employee parking areas, supporting economic goals/growth, and protecting residential neighborhoods from spillover.

With this in mind, the alternative scenario could include the following changes from the overall recommendations elements:

Manage for "Main Street" Availability

To aim to have on-street parking available for customers in high-demand areas (without using pricing), the City could instead alter the time limits to encourage availability for customers. This means:

- 1 hour -2 hour time limits in the core
- 3 hour -4 hour time limits on surrounding streets
- Unregulated parking in all other areas

With more stringent time limits, enforcement would need to increase due to the time intensity of enforcing time limited parking. The "employee shuffle" would likely continue in the 3-4 hour

parking areas but become less prevalent in the 1-2 hour time limited area. The coverage area of the 1-2 hour parking would closely mirror that proposed for metered parking

Continue and Expand Employee Permit Parking

The recommended three-tiered employee permit parking program should be implemented as outlined in the overall recommendations. The drawback is that the program would be less effective, since there is less incentive to buy a paid permit without the comparative paid parking. Employees would still look to park onstreet and in the Jackson Garage and risk a ticket. These recommendations included tiers for:

- **Tier 1: Reserved Spaces:** Reserved, individually dedicated spaces for specific users
- **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

Add On-Street Parking

There is still opportunity to add on-street parking in identified areas, which would add to the parking supply. These would continue to be recommended as unregulated spaces with no time limits.

Improve Garage Management

The garage management recommendations still apply to this scenario, but with one change: the Jackson Street Garage should offer customers two hours of free parking (instead of one, as previously proposed). The hourly (and daily max) for customer parking after two hours should be higher than it costs for an employee permit for one day. This will help to incentivize employees to purchase a permit, rather than park in customer spaces. For the Jackson Street garage these included:

Review Cummins Parking

These recommendations do not change, but they do become less effective with free parking.

Address Accessibility

Without paid parking, the City should consider adding on-street handicapped spaces in the core, since parking availability is likely to stay about the same as it is today. The policy guidelines outlined in the Recommendations memo, plus input from the disability community, should help in determining where additional handicapped spaces should be located.

Invest in Technology and Enforcement

The City will not need to invest in on-street parking technology, but should still consider upgrading the enforcement equipment (and labor) to become more time/cost effective. Without paid parking, using shorter time limits and/or increasing enforcement are the most effective ways to maintain the most desirable spaces for customers and reduce employee parking in prime spaces. Using primarily this approach (the "stick rather than the "carrot") strengthened enforcement would be needed to become even more effective and efficient.

Streamline Governance/Regulation/Policy

These recommendations would not change.

Update Zoning

These recommendations would not change.

Expand Pedestrian, Bicycle, and Transit Infrastructure

These recommendations would not change; however, the incentive to take other modes is not as effective when offering free parking.

Invest in Wayfinding Signage

These recommendations would not change.

Add Off-Street Parking

These recommendations would not change.

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Columbus Redevelopment Commission

Figure 1 Alternative Scenario (without on-street pricing)

