

**NOTICE OF WORK SESSION
DELAWARE CITY COUNCIL
MONDAY, FEBRUARY 6, 2017
6:30 P.M.
1 SOUTH SANDUSKY STREET
COUNCIL CHAMBERS**

AGENDA

1. Roll Call
2. SECOND READING of Ordinance No. 17-03, an ordinance approving a combined Preliminary and Final Development Plan for Midway Structural Pipe and Supply Inc. for a new office/warehouse building on 11.0 acres zoned M-2 (General Manufacturing District) and located on the south side of Pittsburgh Drive and just east of Section Line Road.
3. Opening Comments, Vice-Mayor Kent Shafer
4. Parking Analysis Overview – Justin Goodwin, MKSK Consultants
5. Proposed Parking Implementation/Matrix Plan – Vice-Mayor Kent Shafer and Assistant City Manager Jackie Walker
6. Discussion
7. Council Action
8. Adjournment



FACT SHEET

AGENDA ITEM NO: 2

DATE: 2/06/17

ORDINANCE NO: 17-03

RESOLUTION NO:

READING: SECOND

PUBLIC HEARING: NO

TO: Mayor and Members of City Council

FROM: R. Thomas Homan, City Manager

VIA: David Efland, Planning and Community Development Director

TITLE OF PROPOSED ORDINANCE/RESOLUTION:

AN ORDINANCE APPROVING A COMBINED PRELIMINARY AND FINAL DEVELOPMENT PLAN FOR MIDWAY STRUCTURAL PIPE AND SUPPLY INC. FOR A NEW OFFICE/WAREHOUSE BUILDING ON 11.0 ACRES ZONED M-2 (GENERAL MANUFACTURING DISTRICT) AND LOCATED ON THE SOUTH SIDE OF PITTSBURGH DRIVE AND JUST EAST OF SECTION LINE ROAD.

BACKGROUND:

The subject vacant 11 acre site is subdivided from the approximate 48 acre parent parcel that is located on the south side of Pittsburgh Drive. The new subject parcel is bordered to the east by an existing stream and to the west by the Columbia Gas receiver site that was approved by the Planning Commission in May 2016. The proposed 29,480 square foot building would contain approximately 5,400 square feet of office space and 24,080 square feet of warehouse space. Also, a proposed large laydown area would be located east, west and south of the building for outside storage of steel pipe and other steel products associated with general fencing materials. A single curb cut would access the site from Pittsburgh Drive. A proposed large laydown area would be located east, west and south of the building for outside storage of steel pipe and other steel products associated with this use. A fuel tank pad along with a future storage building would be located directly behind the warehouse portion of the building in the laydown area. In addition, a proposed three foot high mound with native grass would buffer the eastern, western and southern perimeters of the property. Also, a detention basin is located east of the building along Pittsburgh

Drive. The proposed office portion of the building would be 19.9 feet high while the warehouse portion of the building would be 32 feet high. The building elevation would be comprised of grey metal panels with a lighter grey split face block wainscoting around the office building and regular block wainscoting extending around the warehouse portion of the building. Furthermore, the development would have to achieve compliance with the tree preservation, landscaping, lighting, signage, Fire Department, and FAA regulations.

REASON WHY LEGISLATION IS NEEDED:

To achieve compliance with Section 1129.06 Development Plan Review Procedures of the zoning code.

COMMITTEE RECOMMENDATION:

Planning Commission approved this case 7-0 on January 18, 2017.

FISCAL IMPACT(S):

N/A

POLICY CHANGES:

N/A

PRESENTER(S):

David Efland, Planning and Community Development Director

RECOMMENDATION:

Staff recommends approval on first reading with documented conditions, as the business is ready to start the project.

ATTACHMENT(S)

Staff Report

ORDINANCE NO. 17-03

AN ORDINANCE FOR MIDWAY STRUCTURAL PIPE AND SUPPLY INC FOR APPROVAL OF COMBINED PRELIMINARY AND FINAL DEVELOPMENT PLAN FOR A NEW OFFICE/WAREHOUSE BUILDING ON 11.0 ACRES ZONED M-2 (GENERAL MANUFACTURING DISTRICT) AND LOCATED ON THE SOUTH SIDE OF PITTSBURGH DRIVE AND JUST EAST OF SECTION LINE ROAD.

WHEREAS, the Planning Commission at its meeting of January 18, 2017 recommended approval of a Combined Preliminary and Final Development Plan for Midway Structural Pipe and Supply Inc., for a New Office/Warehouse Building on 11.0 acres zoned M-2 (General Manufacturing District) and located on the south side of Pittsburgh Drive and just east of Section Line Road (PC 2016-3559), and

NOW THEREFORE, BE IT ORDAINED by the Council of the City of Delaware, State of Ohio:

SECTION 1. That the Combined Preliminary and Final Development Plan for Midway Structural Pipe and Supply Inc., for a New Office/Warehouse Building on 11.0 acres zoned M-2 (General Manufacturing District) and located on the south side of Pittsburgh Drive and just east of Section Line Road, is hereby confirmed, approved, and accepted with the following conditions that:

1. The applicant needs to obtain engineering approvals, including any storm water and utility issues that need to be worked out through the Engineering and Utilities Departments. All comments regarding the layout and details of the project are preliminary and subject to modification or change based on the final technical review by the Engineering Department once a complete plan set is submitted for review.
2. The laydown area shall be an asphalt milling (or approved equivalent) application which is a dustless surface approved by the City Engineer in this specific case.
3. The access drive from Pittsburgh Drive to the security gate shall be constructed of asphalt (less the concrete apron).
4. The east end of the employee parking lot shall have a standard "T Turnaround" for emergency vehicles.
5. The parking lot shall contain a minimum 31 parking spaces.
6. All building appurtenances (coping, downspouts, etc.) shall be painted to match the adjacent building color.
7. Any building signage shall achieve compliance with the minimum zoning requirements.

8. A total of 24 street and front yard trees shall be installed on the site with 13 street trees installed along Pittsburgh Drive.
9. A continuous row of shrubs shall be installed between the proposed parking lot and Pittsburgh Drive along with internal parking lot landscaping trees, per Code.
10. The landscape plan shall be submitted, reviewed and approved by the Shade Tree Commission.
11. Any qualifying trees that are removed during construction shall comply with Chapter 1168 Tree Preservation Regulations.
12. The light poles shall not exceed 30 feet in height and shall be cut-off style light fixtures.
13. The lighting plan shall be submitted, reviewed and approved by the Chief Building Official.
14. The parking lot and the laydown area shall be accessible and have a clear path for all types of emergency vehicles per the Fire Departments requirements. In addition, the subject development shall meet all other Fire Department requirements.
15. A building and zoning permit shall not be issued until a copy of the permanent and temporary FAA determination is provided to the City and any conditions required by the FAA are met.
16. The monument stone base of any proposed ground sign shall be the Delaware Blue Vein limestone or cultured stone equivalent as approved by Staff.

SECTION 2. This Council finds and determines that all formal actions of this Council and any of its committees concerning and relating to the passage of this Ordinance were taken in an open meeting of this Council, and that all deliberations of this Council and any of its committees that resulted in those formal actions were in meetings open to the public, all in compliance with the law including Section 121.22 of the Revised Code.

VOTE ON RULE SUSPENSION:

YEAS___NAYS___
 ABSTAIN ___

PASSED: _____, 2017

YEAS___ NAYS___
 ABSTAIN ___

ATTEST: _____
 CITY CLERK

 MAYOR



PLANNING COMMISSION/STAFF REPORT

CASE NUMBER: 2016-3559

REQUEST: Combined Preliminary and Final Development Plan

PROJECT: Midway Structural Pipe and Supply Inc.

MEETING DATE: January 18, 2017

APPLICANT/OWNER

CEC

250 Old Wilson Bridge Road

Worthington, Ohio 43085

REQUEST

2016-3559: A request by Midway Structural Pipe and Supply Inc., for approval of Combined Preliminary and Final Development Plan for a new office/warehouse building on 11.0 acres zoned M-2 (General Manufacturing District) and located on the south side of Pittsburgh Drive and just east of Section Line Road.

PROPERTY LOCATION & DESCRIPTION

The 11 acre parcel is located on the south side of Pittsburgh Drive just east of Section Line Road and is zoned M-2 (General Manufacturing District). The properties to the north, south, east and west are zoned M-2.

BACKGROUND/PROPOSAL

The subject vacant 11 acre site is subdivided from the approximate 48 acre parent parcel that is located on the south side of Pittsburgh Drive. The new subject parcel is bordered to the east by an existing stream and to the west by the Columbia Gas receiver site that was approved by the Planning Commission in May 2016. The proposed 29,480 square foot building would contain approximately 5,400 square feet of office space and 24,080 square feet of warehouse space. Also, a proposed large laydown area would be located east, west and south of the building for outside storage of steel pipe and other steel products associated with general fencing materials. A single curb cut would access the site from Pittsburgh Drive.

STAFF ANALYSIS

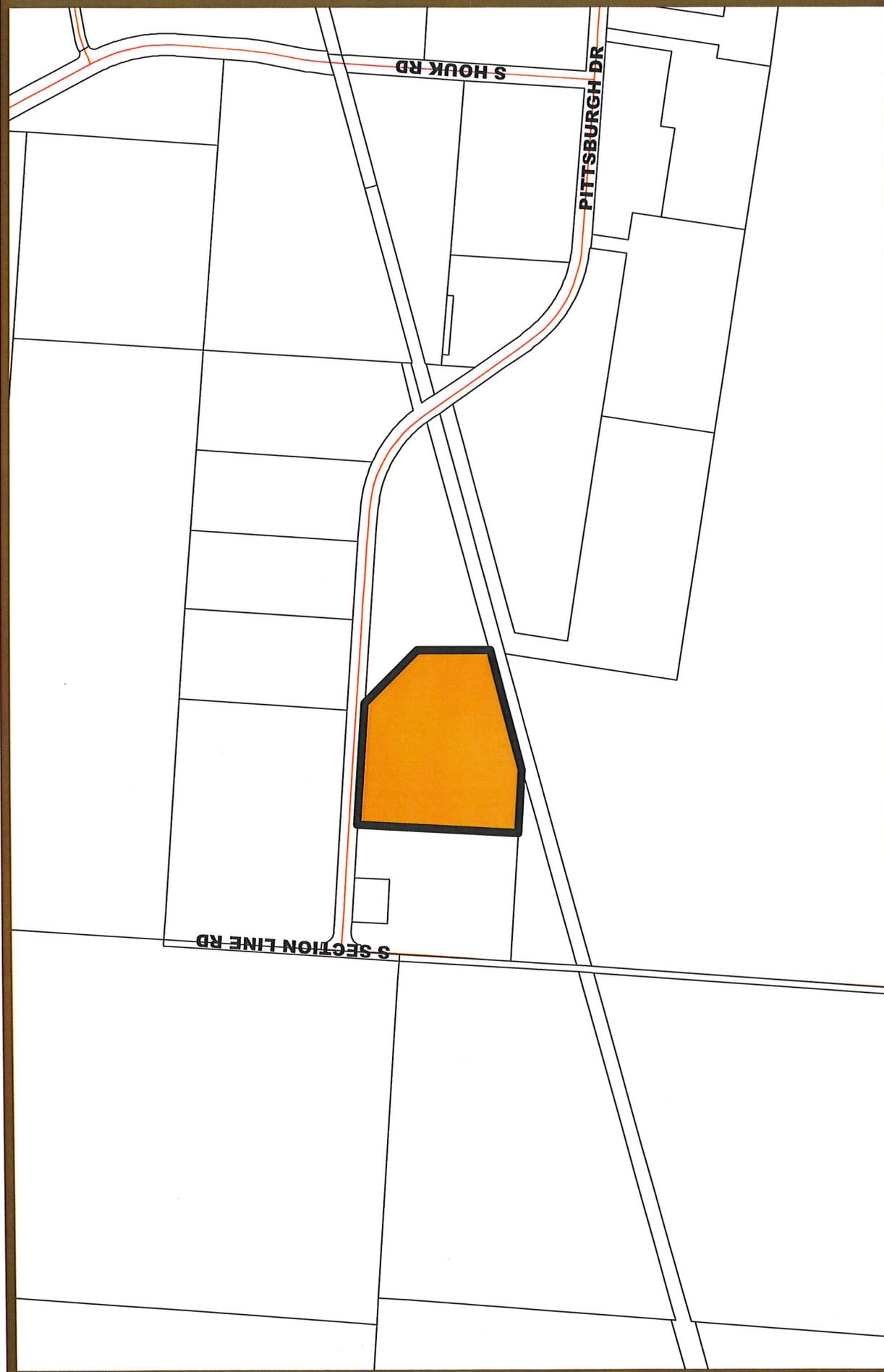
- **ZONING:** The subject property is currently zoned M-2 which would allow the proposed use. A Combined Preliminary and Final Development Plan would need to be approved by the Planning Commission and City Council.
- **GENERAL ENGINEERING:** The Applicant needs to obtain engineering approvals, including any storm water and utility issues that need to be worked out through the Engineering and Utilities Departments. All comments regarding the layout and details of the project are preliminary and subject to modification or change based on the final technical review by the Engineering Department once a complete plan set is submitted for review.
- **ROADS AND ACCESS:** The subject site has one full movement curb cut from Pittsburgh Drive. The access road would extend south through a secure gate to the large laydown area. Just east of the access road in front of the office portion of the building is a 31 space parking lot. The apron from Pittsburgh Drive would be concrete while the access road to the security gate and laydown would be constructed of asphalt milling which is a dustless surface as approved by the City Engineer in this application. The parking lot would be constructed of asphalt. Staff recommends the access drive from Pittsburgh Drive to the security gate separating the parking lot from the laydown area shall be constructed of asphalt. Also, the east end of the employee parking lot shall have a standard "T Turnaround" for emergency vehicles. The Fire Department wants to ensure the parking lot and the laydown area is accessible and has a clear path for all types of emergency vehicles.
- **SITE CONFIGURATION:** The proposed 29,480 square foot building with a 31 space parking lot fronts Pittsburgh Drive just east of the proposed curb cut. A fence with a security gate would separate the access drive, employee parking lot and office portion of the building from the warehouse portion of the building and the large laydown area which contain outside storage of steel pipe and other steel products associated with general fencing materials. Based on the proposed office (5,400/300 = 18 parking spaces) and warehouse (24,080/1000 = 25 parking spaces) square footage breakdown provided by the owner, 43 parking spaces would be required per the zoning code. However per Chapter 1161.08, the Planning Commission can grant a 30% reduction (43 x 0.70 = 31 total spaces) if the subject future spaces could be constructed on the site. The applicant is identifying 31 parking spaces while the site is large enough to accommodate the remaining 12

required spaces if the existing user or future user would have a parking issue and staff could require the appropriate parking spaces to be constructed. This would be consistent with past decisions for other industrial uses. There is no compelling reason to pave additional area for what would likely be a vacant parking spaces at this time. The critical element is that there is sufficient room and accesses to allow the future provision for additional parking should it become necessary either by the applicant or by the City. A fuel tank pad along with a future storage building would be located directly behind the warehouse portion of the building in the laydown area. In addition, a proposed three foot high mound with native grass would buffer the eastern, western and southern perimeters of the property. Also, a detention basin is located east of the building along Pittsburgh Drive.

- **BUILDING DESIGN:** The proposed office portion of the building would be 19.9 feet high while the warehouse portion of the building would be 32 feet high. The building elevation would be comprised of grey metal panels with a lighter grey split face block wainscoting around the office building and regular block wainscoting extending around the warehouse portion of the building. The main entrance into the office would be on the north elevation with six windows, a man door and two windows would be on the north elevation and a man door and four windows would be on the west elevation. The south elevation of the warehouse would have two overhead doors, the east elevation would have two overhead doors, two man doors and five windows and the west elevation would have four overhead doors, three man doors and two windows. All building appurtenances (coping, downspouts, etc.) shall be painted to match the adjacent building color.
- **TREE REMOVAL & REPLACEMENT:** There do not appear to be any qualified trees (6 inches in caliper or larger) being removed because of the proposed development but if any trees are removed during construction then they would have to achieve compliance with Chapter 1168 Tree Preservation Regulations.
- **LANDSCAPING & SCREENING:** The development requires street trees, front yard trees, interior parking lot trees and shrubs and foundation plantings. The proposed development would require 13 street trees and 11 front yard trees along Pittsburgh Drive. The landscape plan identifies 16 trees setback significantly from Pittsburgh Drive. Therefore, 8 more trees would be required in this area with 13 street trees fronting Pittsburgh Drive. In addition, the internal parking lot trees and shrubs would need to be identified and installed at the appropriate locations. The foundation planting appears to achieve compliance with the zoning code. The applicant is proposing a three foot high mound with native grass along the east, west and south perimeters of the site. The landscaping plan would be required to be submitted, reviewed and approved by the Shade Tree Commission.
- **LIGHTING:** The plan identifies five light poles along the access drive and parking lot. The light poles shall not exceed 30 feet in height and shall be cut off style light fixtures. In addition, there are wall mounted lights on the building that illuminates some of the laydown area. The lighting plan would have to achieve compliance with the zoning code along with being approved by the Chief Building Official.
- **SIGNAGE:** The owner is proposing one ground sign that would be 7 feet high and 11 feet wide and located just east of the entrance drive. The sign area would be constructed of wood with metal signage plates and would encompass 55 square feet mounted on a two foot high stone base. The stone base rendering appears to be the required Delaware Blue Vein limestone (or cultured stone equivalent) but the material board submitted does not reflect that material. The Applicant will need to ensure the use of the required Delaware stone for the base of the sign as a result. Two ground mounted spot lights would illuminate the sign. No building signage is proposed.
- **AIRPORT OVERLAY DISTRICT:** The owner would have to receive the "Determination of No Hazard to Air Navigation" approval from the FAA. In addition, the owner would have to get a temporary determination letter to allow a crane, etc. during construction. Therefore, any approval must be conditioned that a building permit will not be issued until a copy of the permanent and temporary FAA determination is provided to the City and any conditions required by the FAA are met.

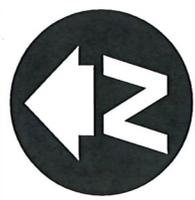
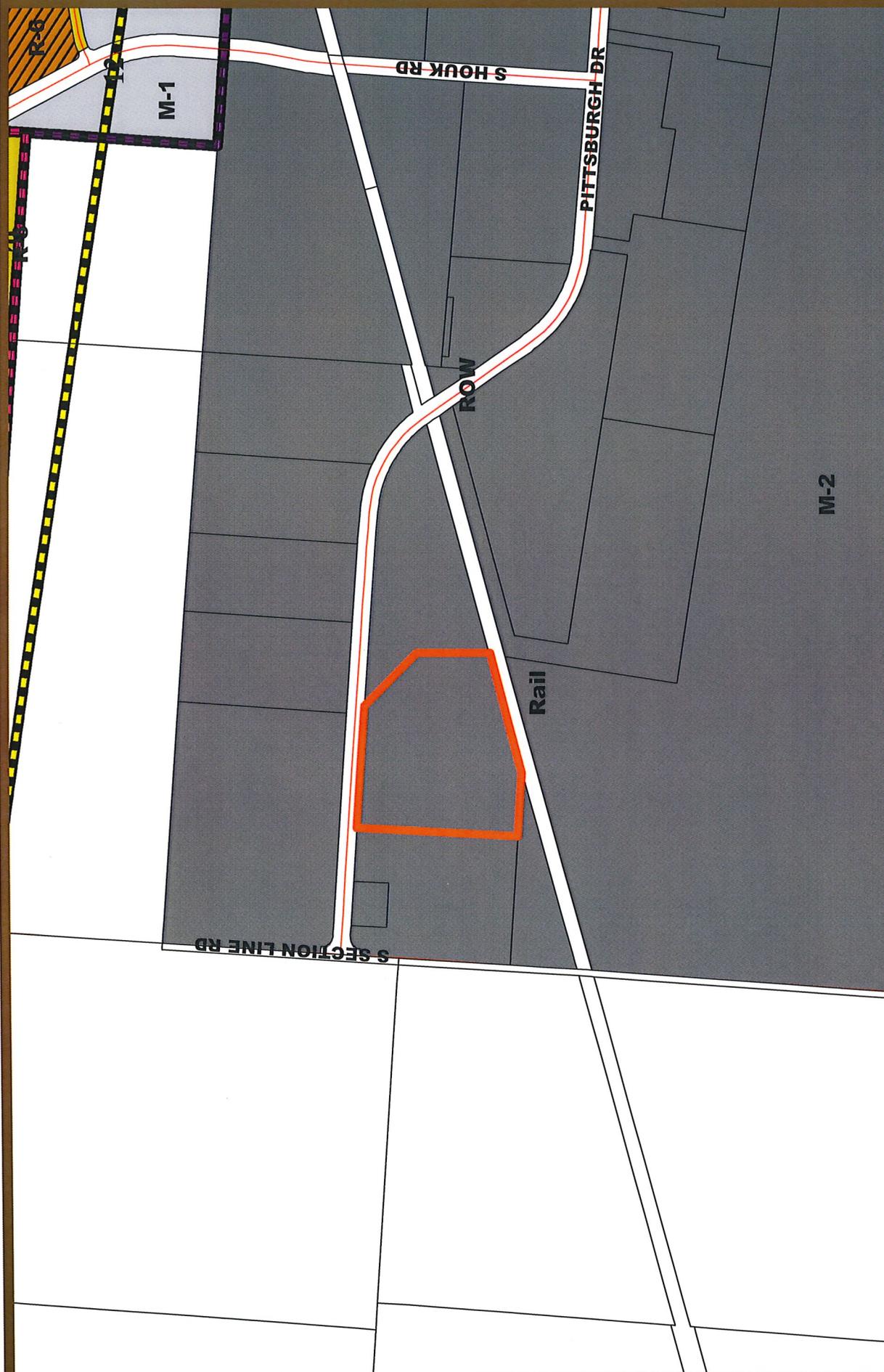
STAFF RECOMMENDATION (2016-3559 – COMBINED PRELIMINARY AND FINAL DEVELOPMENT PLAN)
Staff recommends approval of a request by Midway Structural Pipe and Supply Inc., for a Combined Preliminary and Final Development Plan for a new office/warehouse building on 11.0 acres zoned M-2 (General Manufacturing District) and located on the south side of Pittsburgh Drive and just east of Section Line Road, with the following conditions that:

1. The applicant needs to obtain engineering approvals, including any storm water and utility issues that need to be worked out through the Engineering and Utilities Departments. All comments regarding the layout and details of the project are preliminary and subject to modification or change based on the final technical review by the Engineering Department once a complete plan set is submitted for review.
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2016-3559
Combined Preliminary & Final Development Plan
Midway Structural Pipe and Supply Inc.
Location Map





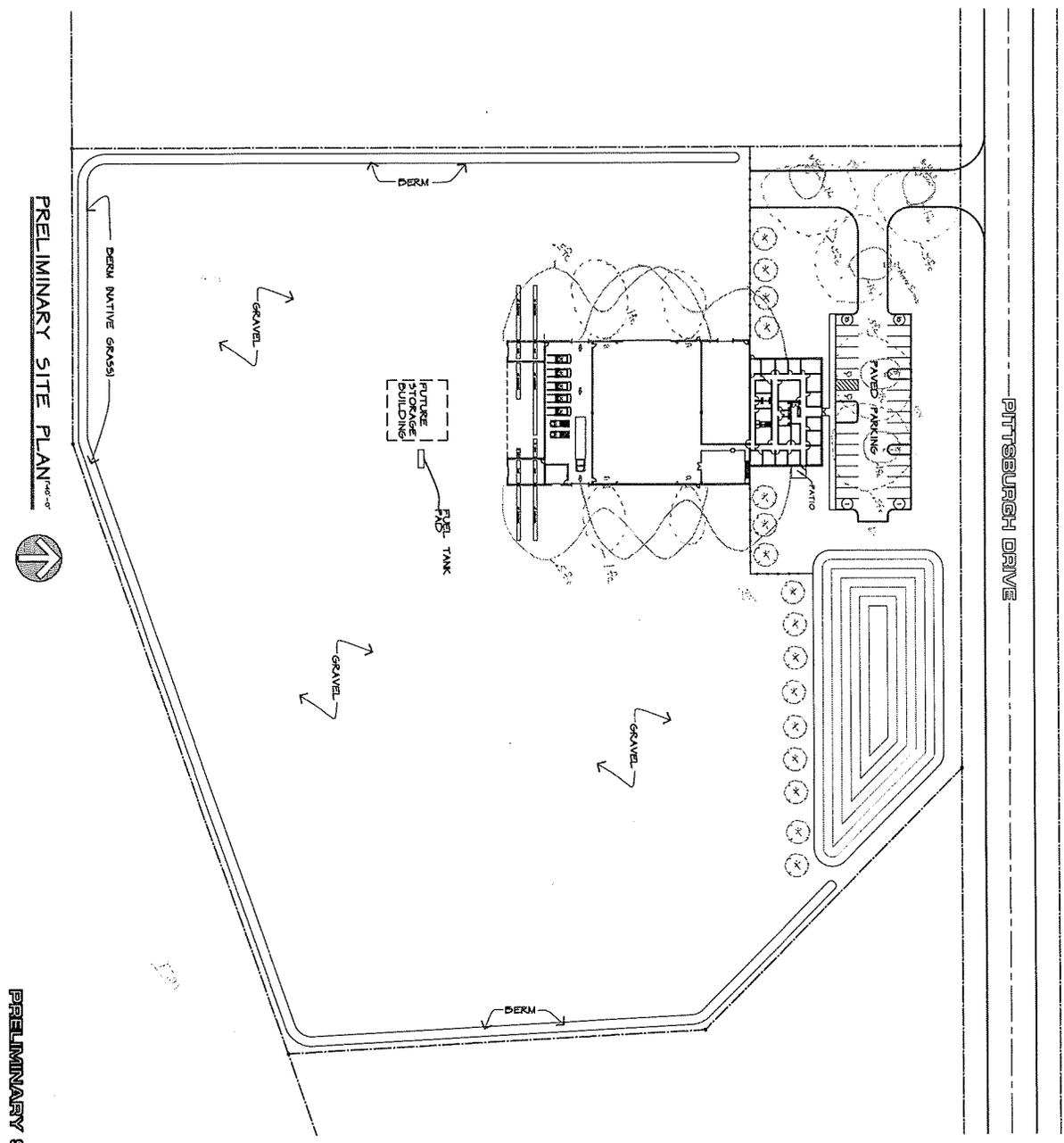
2016-3559
 Combined Preliminary & Final Development Plan
 Midway Structural Pipe and Supply Inc.
 Zoning Map





2016-3559
Combined Preliminary & Final Development Plan
Midway Structural Pipe and Supply Inc.
Aerial (2016)





PRELIMINARY SITE PLAN



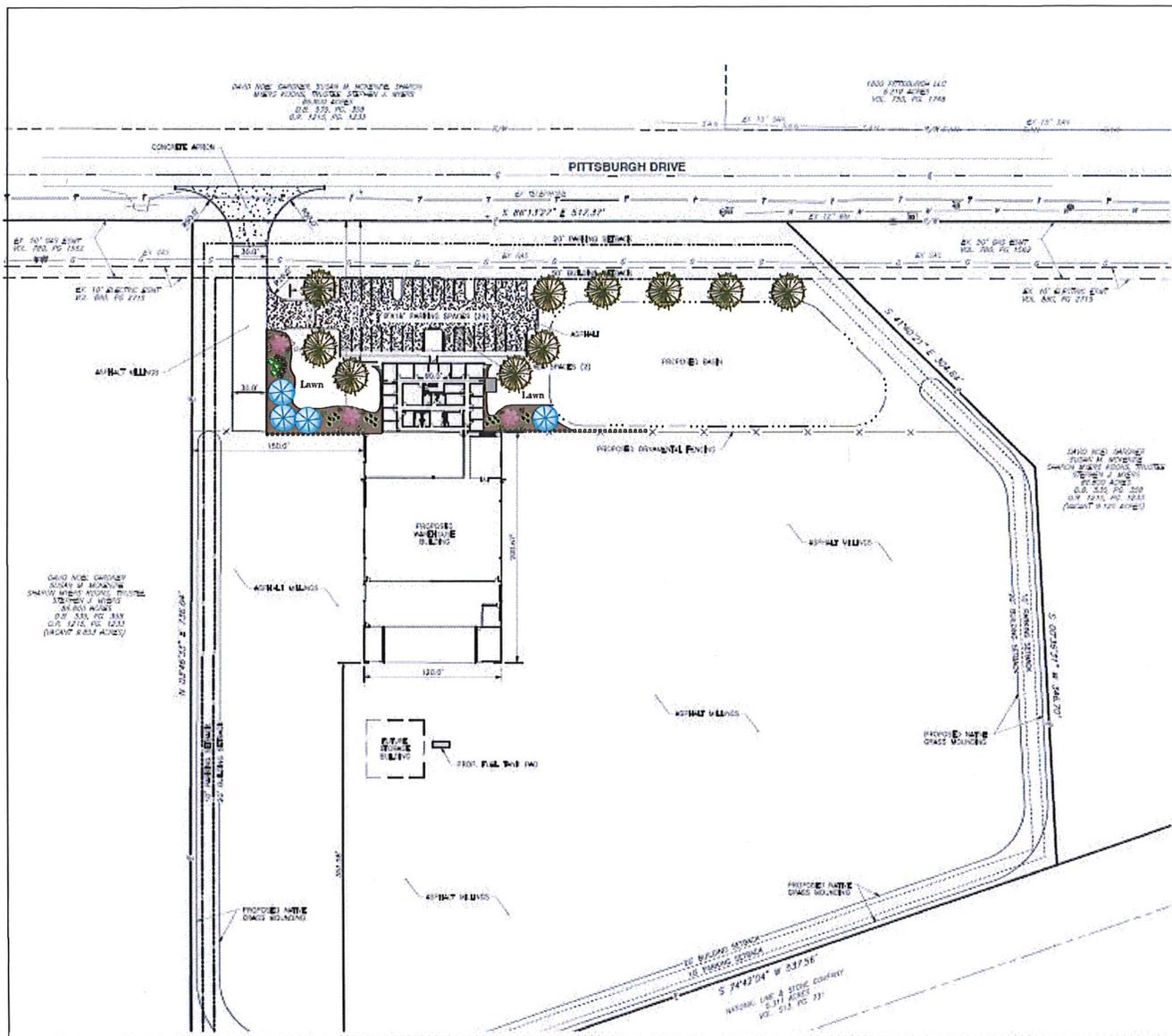
PRELIMINARY SITE PLAN

DATE	BY
02/23/11	DS
SCALE	AS SHOWN

DONALD SCHOFIELD + ASSOCIATES, INC.
 ARCHITECTS
 72 MILL ST. - GAHANNA, OH 43230 TEL (614) 840-0986
 WWW.DSAARCHITECTSINC.COM FAX (614) 840-0989

MIDWAY STRUCTURAL
 NEW BUILDING
 DELAWARE, OHIO 43015

NO. OF SHEETS	1
TOTAL SHEETS	1
DATE	02/23/11
BY	DS
CHECKED	
APPROVED	



Fat Albert Blue Spruce



Heavy Metal Grass



Blackeye Susan



Forest Pansy Redbud



Endless Summer Hydrangea



Emerald Green Arborvitae



Forsythia Show Off



Globe Blue Spruce



Sedum

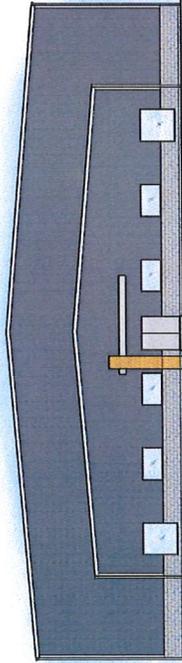


Viburnum Summer Snowflake

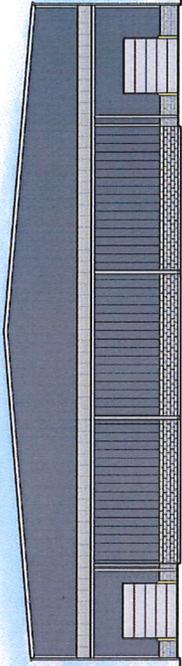
MIDWAY STRUCTURAL

Delaware, Ohio 43015

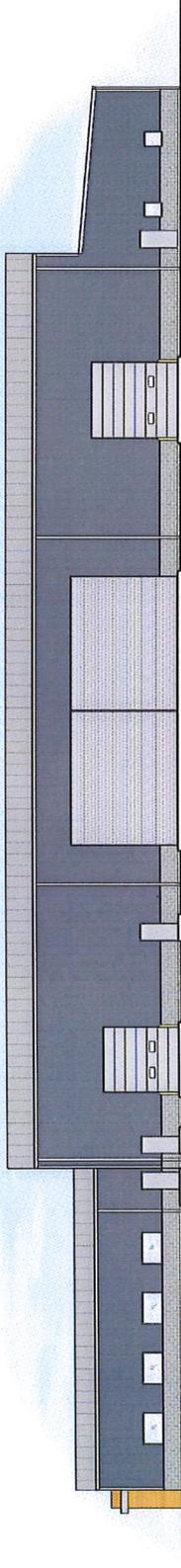




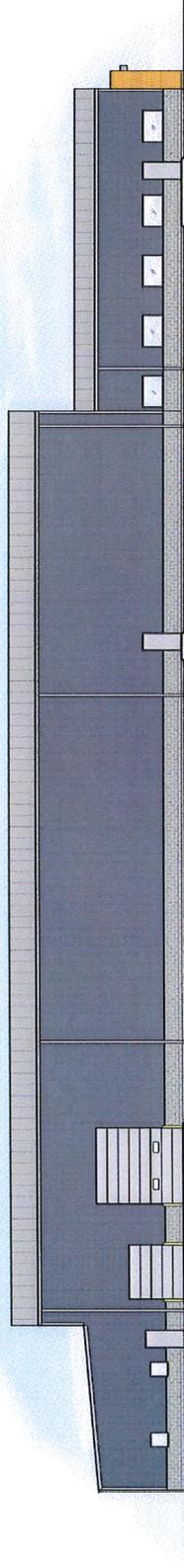
NORTH ELEVATION



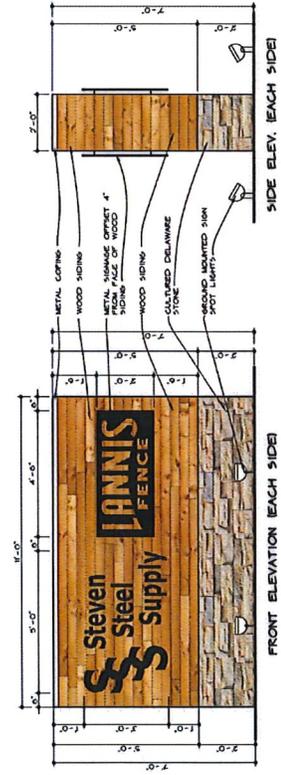
SOUTH ELEVATION



WEST ELEVATION



EAST ELEVATION



SIGNAGE INFORMATION



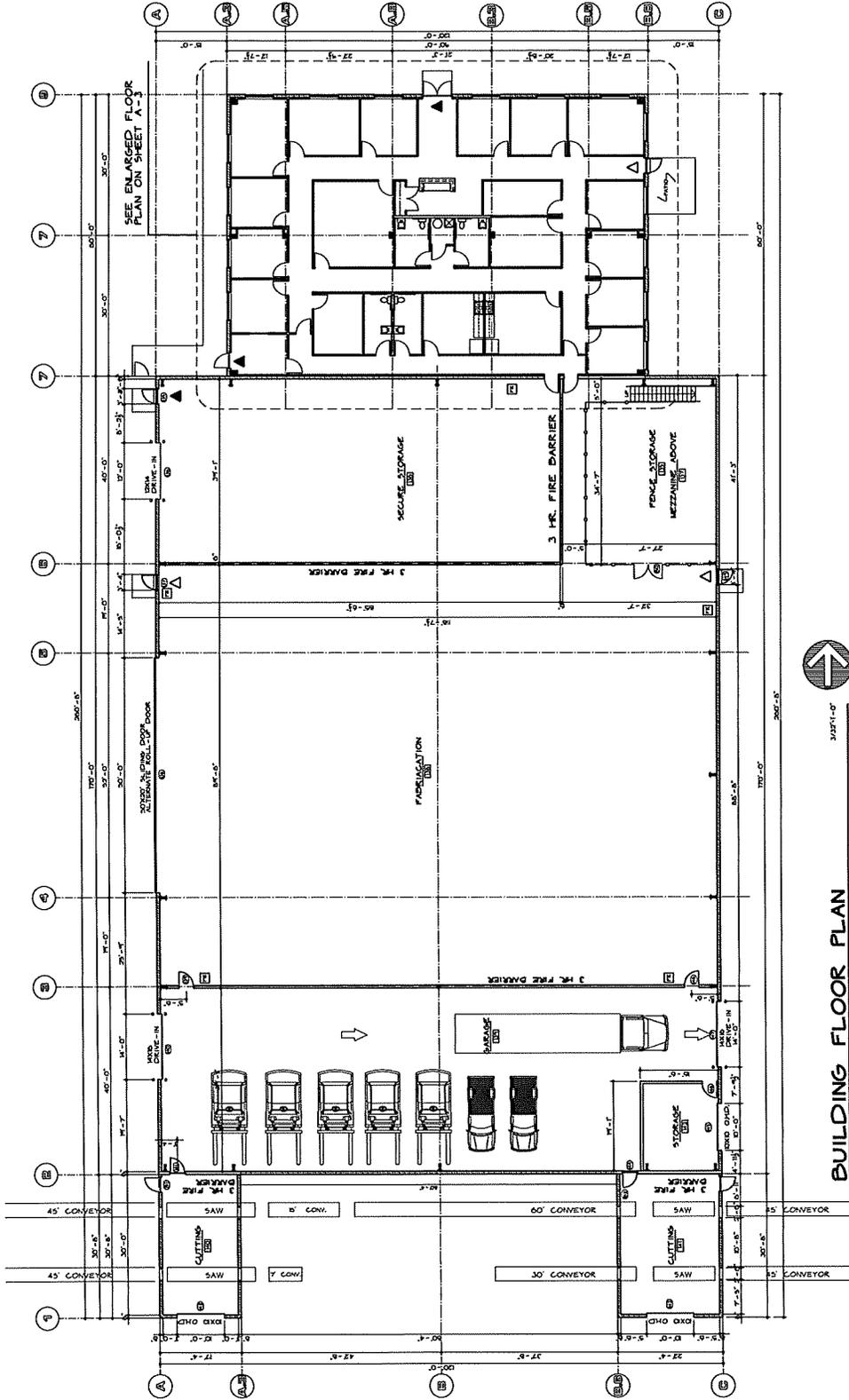
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DONALD SCHOFFELD + ASSOCIATES, INC.
 ARCHITECTS

MIDWAY STRUCTURAL
 NEW BUILDING
 DELAWARE, OHIO 43015

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 TEL (614) 840-0986
 FAX (614) 840-0989
 WWW.DSARCHITECTSINC.COM

DATE	12/16/16
BY	13/17
APP'D	
SCALE	AS SHOWN



BUILDING FLOOR PLAN

3/25/17

NOTE:
 1. ALL DIMENSIONS UNLESS NOTED OTHERWISE TO BE "AS SHOWN".
 2. ACCESSIBLE EXIT DOOR SEE "3000".
 3. EXIT DOOR SEE "3000".

REGIONAL/FURNITURE REQUIREMENTS
 OFFICE - 2000 SQ. FT.
 WAREHOUSE - 2000 SQ. FT.
 WAREHOUSE EQUIPMENT - 1000 SQ. FT.
 OFFICE EQUIPMENT - 1000 SQ. FT.
 TOTAL FURNITURE REQUIRED - 5000 SQ. FT.

INTERIOR WALL LEGEND
 6" CMU WALL - 3'-7" AFF.
 8" MTL STUD WALL WITH 2" GYPSUM BOARD - 3" AFF.
 3/4" MTL STUD WALL WITH 1/2" GYPSUM BOARD - 1" AFF.
 3/4" MTL STUD WALL WITH 1/2" GYPSUM BOARD - 1" AFF.
 INTERIOR NON-FINISHED WALLS - 3" AFF. UNLESS NOTED OTHERWISE.

FLOOR PLAN



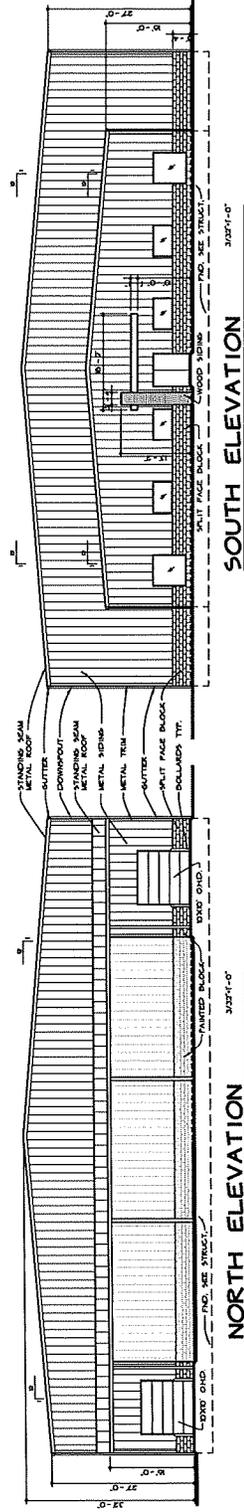
THESE DRAWINGS ARE THE PROPERTY OF DONALD SCHOFIELD + ASSOCIATES, INC. AND ARE NOT TO BE REPRODUCED OR COPIED IN ANY MANNER WITHOUT THE WRITTEN PERMISSION OF DONALD SCHOFIELD + ASSOCIATES, INC.

DATE	01/15/10
SCALE	AS SHOWN
PROJECT	NEW BUILDING
LOCATION	NEWARK, OHIO 43015
CLIENT	MIDWAY STRUCTURAL

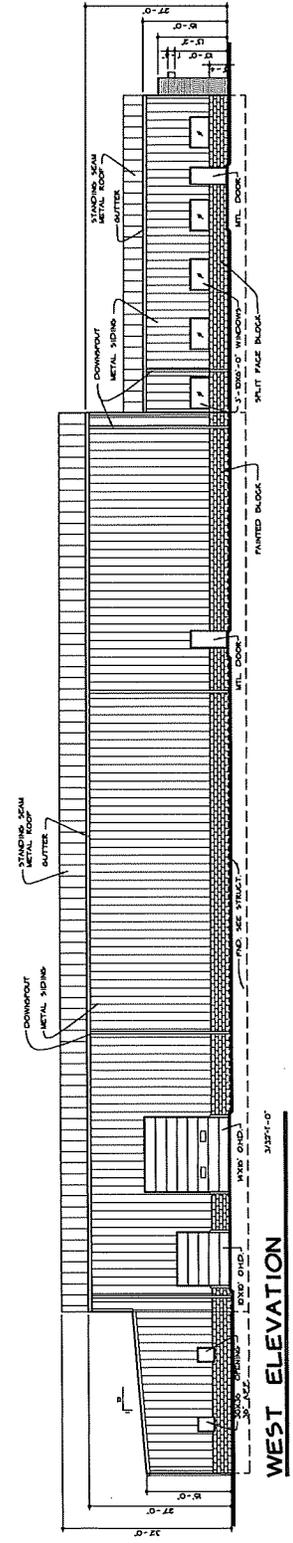
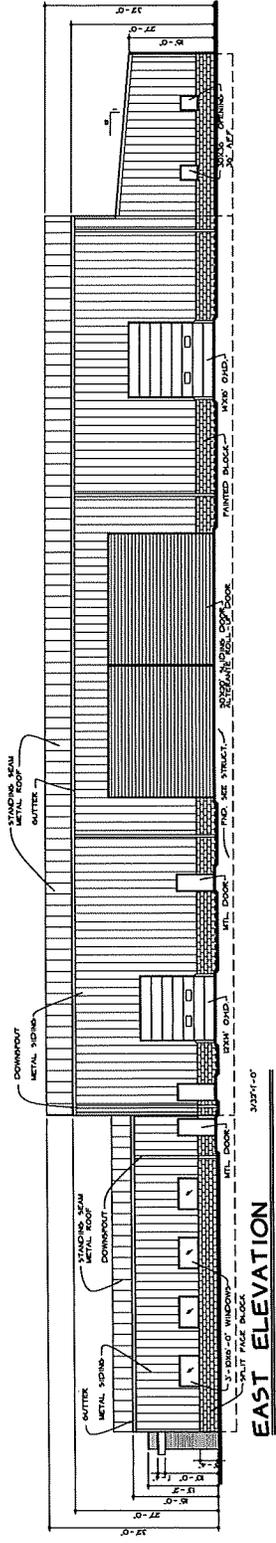
MIDWAY STRUCTURAL
NEW BUILDING
NEWARK, OHIO 43015

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FAX (614) 840-0988
WWW.DSARCHITECTSINC.COM

DATE	01/15/10
SCALE	AS SHOWN
PROJECT	NEW BUILDING
LOCATION	NEWARK, OHIO 43015
CLIENT	MIDWAY STRUCTURAL



SOUTH ELEVATION
30371'-0"



EXTERIOR ELEVATIONS



**CITY OF DELAWARE, OHIO
PLANNING & COMMUNITY DEVELOPMENT
MASTER APPLICATION FORM**



Project # _____

Case # 2016-3559

Planning Commission

- | | | |
|--|--|---|
| <input type="checkbox"/> Amended Final Development Plan | <input type="checkbox"/> Final Development Plan Extension | <input type="checkbox"/> Substitution of a Non-Conforming Use |
| <input type="checkbox"/> Amended Final Subdivision Plat | <input type="checkbox"/> Final Subdivision Plat | <input type="checkbox"/> Vacation-Alley |
| <input type="checkbox"/> Amended Preliminary Development Plan | <input type="checkbox"/> Final Subdivision Plat Extension | <input type="checkbox"/> Vacation-Easement |
| <input type="checkbox"/> Amended Preliminary Subdivision Plat | <input type="checkbox"/> Floodplain Permit | <input type="checkbox"/> Vacation-Street |
| <input type="checkbox"/> Annexation Review | <input type="checkbox"/> Lot Split | Board of Zoning Appeals |
| <input type="checkbox"/> Combined Preliminary & Final Development Plan | <input type="checkbox"/> Pre-annexation Agreement | <input type="checkbox"/> Appeal Administrative Decision or Interpretation |
| <input type="checkbox"/> Comprehensive Plan Amendment | <input checked="" type="checkbox"/> Preliminary Development Plan | <input type="checkbox"/> Conditional Use Permit |
| <input type="checkbox"/> Concept Plan | <input type="checkbox"/> Preliminary Dev Plan Extension | <input type="checkbox"/> Substitution of Equal or Less Non-Conforming Use |
| <input type="checkbox"/> Conditional Use Permit | <input type="checkbox"/> Preliminary Sub Plat | <input type="checkbox"/> Variance |
| <input type="checkbox"/> Determination of Similar Use | <input type="checkbox"/> Preliminary Sub Plat Extension | |
| <input type="checkbox"/> Development Plan Exemption | <input type="checkbox"/> Rezoning | |
| <input checked="" type="checkbox"/> Final Development Plan | <input type="checkbox"/> Subdivision Variance | |

Subdivision/Project Name Midway Structural Pipe & Supply Address Appx. 1000ft East of S. Section Line Rd. on Pittsburgh Dr.

Acreage 11.0 Square Footage 479160.0 Number of Lots N/A Number of Units 1

Zoning District/Land Use M-2 Proposed Zoning/Land Use M-2 Parcel # 41922001006000

Applicant Name RLB Enterprises, LLC Contact Person Robin Brannan

Applicant Address 10509 Mackenzie Way Dublin, OH 43017

Phone (614) 499-0549 Fax _____ E-mail rbrannan@midwaystructural.net

Owner Name RLB Enterprises, LLC Contact Person Robin Brannan

Owner Address 10509 Mackenzie Way Dublin, OH 43017

Phone (614) 499-0549 Fax _____ E-mail rbrannan@midwaystructural.net

Engineer/Architect/Attorney Civil & Environmental Consultants, Inc. Contact Person Tim Volchko

Address 250 Old Wilson Bridge Road Suite 250 Columbus, Ohio 43085

Phone (614) 330-9743 Fax (614) 540-6638 E-mail tvolchko@cecinc.com

The undersigned, do hereby verify the truth and correctness of all facts and information presented with this application and authorize field inspections by City Staff.

Owner Signature _____
Tim Volchko
Agent Signature

Owner Printed Name _____
Tim Volchko
Agent Printed Name

Sworn to before me and subscribed in my presence this 5th day of December, 2016

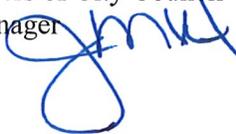


SUZANNE D. DI PIETRO
NOTARY PUBLIC, STATE OF OHIO

Suzanne D. Di Pietro
Notary Public



MEMORANDUM

To: Mayor Carolyn Riggle and Members of City Council
From: Jackie Walker, Assistant City Manager 
Date: February 2, 2017
Subject: Parking Study Information

The Council work session scheduled for February 6, 2017 will be primarily focused on the parking study results and how to implement them appropriately.

Council first received a summary memorandum from Vice Mayor Shafer, the draft parking study report and the preliminary implementation matrix on October 21, 2016. Since that time, the committee and consultants have refined these documents, all of which you received via email on January 20, 2017, in preparation for the February 6th work session.

Included in the information that you are now receiving is the summary memorandum from Vice Mayor Shafer, the Parking Analysis Executive Summary, the final Parking Study and the final proposed Parking Implementation Matrix.

I look forward to presenting these documents to you in person along with Vice Mayor Shafer and our consultants from MKSK on Monday. If you are so inclined, we would ask that Council take action on the Implementation Matrix so that we can begin taking actionable steps to addressing the community's parking needs.



October 21, 2016

Colleagues,

Attached you will find the recommendations matrix for downtown parking improvements based upon the findings of our parking consultants. They have conducted a considerable amount of research regarding the specifics of parking in downtown Delaware, and that, combined with their extensive experience in other jurisdictions, has led to these recommendations. You will get a review of their findings when we meet to discuss this. In addition to the research, the recommendations of MKSK have been reviewed and refined by both an internal work group, and a citizen work group made up of property owners, business owners, government officials and others.

Getting the matrix ready for release has taken some time as we felt it important to present these recommendations in a manner that makes them easy to understand and evaluate. I think the appropriateness of these recommendations will become more evident once the research behind them is presented. It is my hope that our discussions will result in decisions and a clear action plan for moving forward with improvements and enhancements for our downtown parking. At this point, we still need staff to determine cost estimates for many of these mid-term and long-term recommendations so that we can add that information to the matrix.

Whatever decisions are made regarding these recommendations, we feel strongly that we will need a comprehensive and effective public information program to keep people informed of what we are doing, why we are doing it, and how it will benefit them and our downtown.

I look forward to hearing your comments and recommendations when we meet. In the meantime, please contact me with questions or concerns.

Best regards,

Kent



DOWNTOWN DELAWARE

PARKING STUDY | February 6, 2017



MKSK

Executive Summary

The City of Delaware's historic downtown serves as the heart of a growing community. The numerous shops, restaurants, community festivals and events continually draw residents and visitors to the area. This success and popularity has created a vibrant city core, but has also created challenging parking conditions, with many residents, business owners and visitors perceiving that there is currently a parking shortage.

To address these concerns, and to plan for the provision of adequate parking as Downtown Delaware continues to thrive, the City initiated the Downtown Delaware Parking Study. This planning effort evaluated the existing parking within Downtown Delaware, and identifies:

- > how the existing parking supply is being used, and ways it can be improved,
- > ways the parking experience can be enhanced for visitors,
- > and evaluates where there may be parking shortages and how these may be addressed.

PLANNING PROCESS

The planning process for the Downtown Delaware Parking Study focused around an evaluation of the existing parking supply, development of recommendations tailoring this supply to address the needs of the growing downtown, and examination of additional parking improvements.

To begin, the planning team documented the use of the existing parking supply. This was done through several means:

- > Aerial drone photography was used to document when and where cars were parked downtown on representative days, including a typical weekday, typical Friday, and a First Friday event.
- > Field observations were conducted on multiple days, during which planning team members traversed the study area, observing and documenting parking conditions, trends, and occupancy.
- > Public input was gathered to help identify perceptions of downtown parking among Delaware community members and downtown visitors.



Downtown Delaware

Methods of public engagement included:

- > Interviews conducted with seven different stakeholder groups, including downtown business owners, civic organizations, Ohio Wesleyan University administration and students, downtown property owners, and residents of the Northwest Neighborhood Association.
- > A ten question community survey that asked residents and downtown visitors about their experience parking downtown. 301 surveys were completed online; 249 were completed by engaging people on the street downtown.
- > An 18 member Steering Committee, which reviewed information throughout the planning process, providing insight and guidance in development of the final plan.

KEY FINDINGS

- > Parking capacity in Delaware's downtown core reaches saturation during peak hours on peak days (lunch and dinner hours on Fridays and Saturdays). These peak times are driving a public perception that this is a parking shortage in downtown.
- > However, there are areas within walking distance of the downtown core that are consistently underutilized. Some of these areas are used during peak times, but not necessarily to the point of saturation.
- > These underutilized parking areas generally correlate with areas of low activity,

underdeveloped blocks, and less convenient pedestrian connections.

- > Downtown's three primary public lots are "prime" spaces for business patron parking (typically 1 to 3 hours), but also contain numerous 10-hour spaces available for long term use by employees and downtown residents.
- > While the majority of 10-hour spaces are being used for shorter periods of time, those that are occupied for longer than four hours contribute to lower turnover rates than desired for downtown's prime parking areas.
- > Current parking enforcement hours allow people to park in time-restricted space for longer than is technically permitted, without fear of being penalized.
- > There are opportunities to create stronger connections between the primary parking lots and downtown storefronts.
- > There is a desire in the community to update existing parking meters to modern standards, improving their convenience for the public. At the same time, downtown's most prime spaces - the on-street parking along Sandusky street is free of charge, which is inconsistent with typical pricing strategies in high-demand parking areas.
- > There is a level of community knowledge about which private parking lots are safe to park in without fear of penalty, even if those lots are signed to prohibit public parking.

RECOMMENDATIONS & IMPLEMENTATION

The findings above serve as the foundation for a series of recommendations aimed at improving the function and efficiency of the existing parking system, and to increase parking supply as opportunities arise. Key recommendations include:

- > Promoting turnover of prime parking spaces through the use of demand-based parking pricing, relocation of employee parking, and conversion of 10-hour spaces to 3 hours or less.
- > Working with the Delaware Area Transit Authority to establish a transit circuit to serve downtown.
- > Designating downtown as a parking benefit district to reinvest fines and fees back into the parking system.
- > Implementing a public information and education campaign to improve the public's understanding of how the parking system works.
- > Establishing a graduated fine structure that increases fines for repeat offenders.
- > Formalizing public-private agreements to increase the effective supply of publicly available spaces.
- > Implementing consistent pedestrian crossing facilities and review pedestrian signal timing at intersections within the downtown core.
- > Creating consistent and understandable signage that coordinates with the City's new wayfinding system to eliminate confusion about where and when public spaces are available.

- > Improving the pedestrian experience by enhancing pedestrian alleys, creating more direct connections from rear parking to storefronts, and enhancing streetscapes and street crossings.
- > Upgrading parking meters to modern standards and installing meters or pay station kiosks on Sandusky Street.
- > Improving vehicular connections and physical conditions in the core downtown public lots.
- > Periodically evaluating the need for additional parking supply as redevelopment or building rehabilitation occurs, and planning for a potential parking structure if needed in the future.

Recommendations are noted by short-term (1-2 years), mid-term (3-5 years), and long-term (5+ years) timeframes. For specific capital investments, such the introduction of meters or kiosks on Sandusky Street, or construction of a parking structure, costs and benefits are provided to aid in the City's decision-making process, along with preliminary order-of-magnitude cost considerations.

These recommendations provide a framework of action for Delaware to continually improve upon and expand its downtown parking system for the benefit of businesses, residents, and visitors to the community.



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PARKING STUDY

Acknowledgements

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Susie Stromberg, Toujours
Bruce Pijanowski, Chief of Police
John Donahue, Fire Chief
Bill Ferrigno, PW Director
Joe Diamond, Property Owner
Don Rankey, Homelife Company
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Aerial Drone Photography

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Executive Summary

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Parking Analysis

STUDY AREA

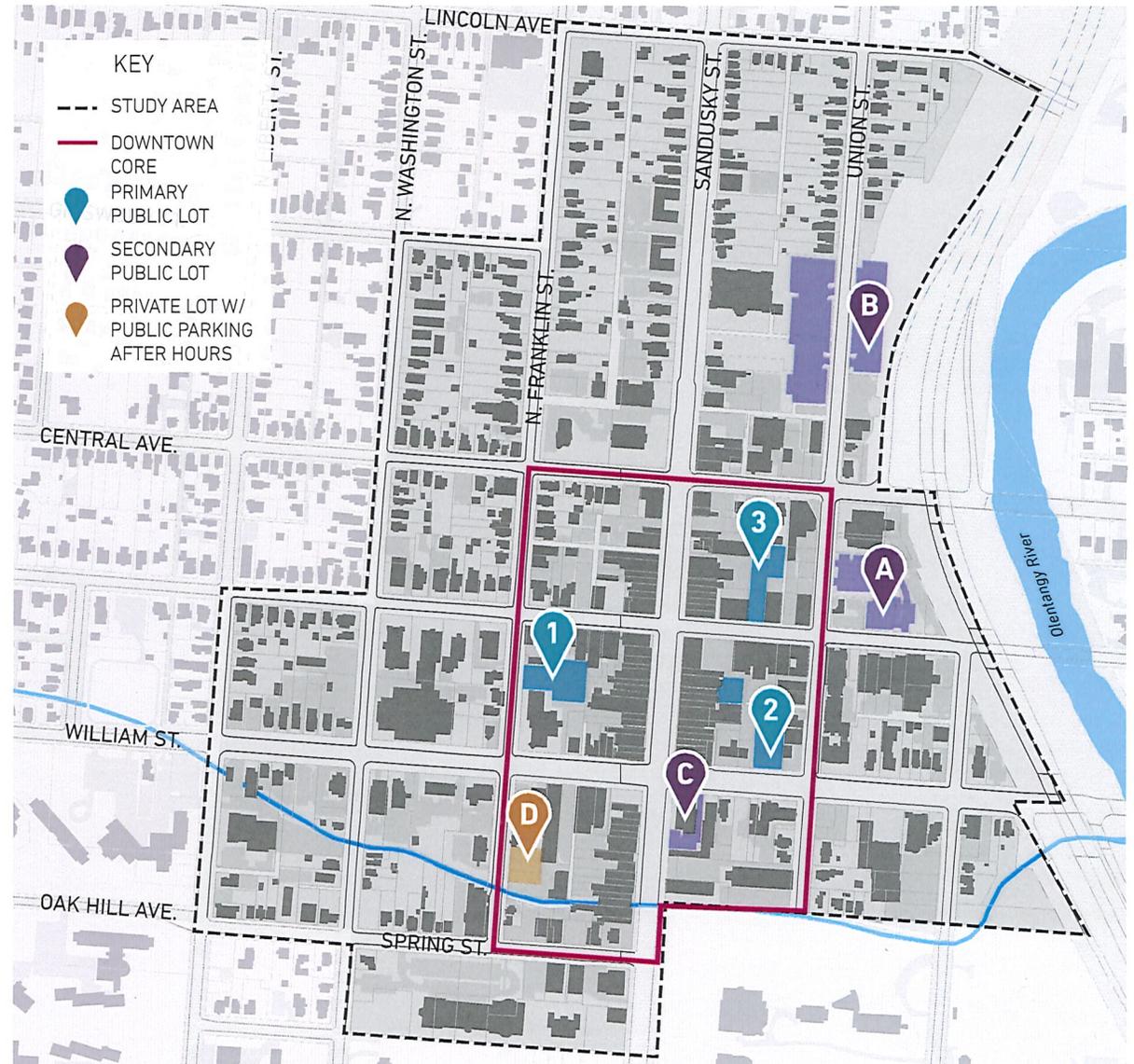
The study area for this effort, illustrated to the right, includes all of Downtown Delaware, adjacent residential blocks, small portions of the Ohio Wesleyan University campus, and portions of the Northwest Neighborhood. Within this area, six blocks along Sandusky Street have been identified as the core of downtown. These blocks, originally identified in the 2006 Downtown Parking Study, include the majority of shops and restaurants and are the primary areas of business activity in downtown.

This study focuses on several key parking areas including three primary city public lots, a number of secondary, publicly available lots, and on-street parking. The three city-owned primary public surface lots are:

1. The Franklin Street lot
2. The William Street lot
3. The Winter Street lot

There are also a number of secondary public parking lots. These are generally publicly owned (by the City or the County), and designated for employee and visitor use during regular work hours, but also available for general public use during evenings and weekends:

- A. The Justice Center lot
- B. The County Courthouse/Hayes lot
- C. The City Hall Parking lot
- D. The Maloney & Novotny lot (privately owned, public parking permitted after hours)





Winter Street - Friday Evening, First Friday

Parking Analysis

EXISTING PARKING SUPPLY

The map to the left graphically documents the existing parking spaces within downtown and highlights relevant parking restrictions including:

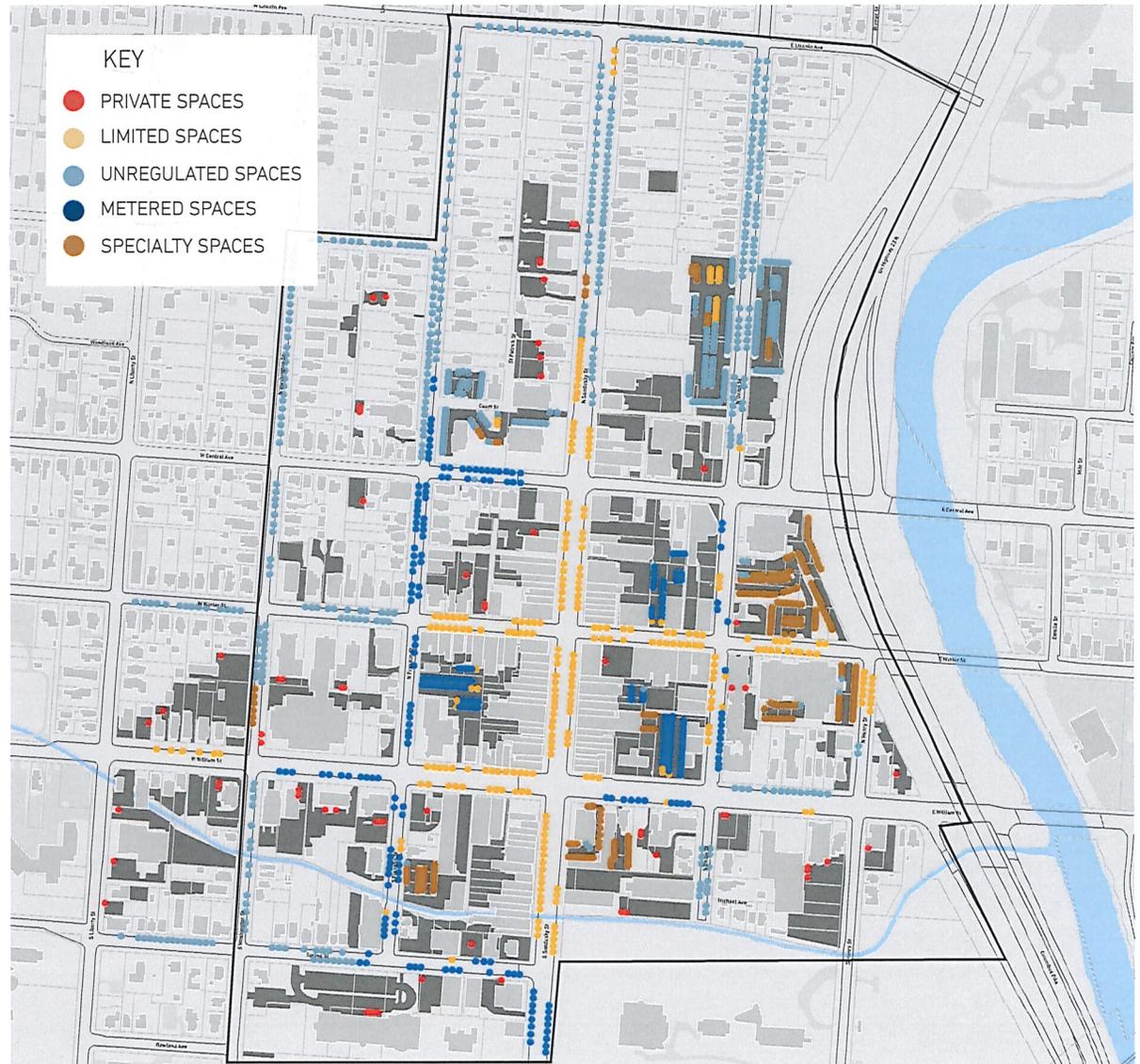
- > If the space is public or private
- > What the time restrictions are
- > Whether it is metered, sign-restricted, or unrestricted
- > If the space is reserved for a specific purpose

Currently there are over 3,300 parking spaces within the downtown study area. Of these, approximately 46% are public and 54% are private. The private spaces are located almost entirely within surface lots.

Of the public spaces, 48% are in surface lots and 52% are on-street. Additionally, 63% of the public spaces have no time restrictions associated with them. The remaining 37% have either ¼ hour, ½ hour, 2 hour, 3 hour, or 10 hour restrictions that are implemented either through a meter or through signage. Most of these time-restricted spaces are located within the downtown core.

BUILDING USE AND PARKING DEMANDS

The six block downtown core currently contains approximately 570,000 square feet of building stock. Over 307,000 square feet is ground floor space, comprised of retail, restaurant, entertainment, office, and institutional uses. Upper floors are primarily used for office and residential space.



TOTAL SPACES		
Type	# of Spaces	Percentage
Public	1,531	46%
Private	1,773	54%

PUBLIC SPACES		
Type	# of Spaces	Percentage
Surface	735	48%
On-Street	796	52%

PUBLIC SPACES - TIME RESTRICTIONS		
Type	# of Spaces	Percentage
1/4 Hour	9	0.6%
1/2 Hour	44	3%
2 Hours	165	11%
3 Hours	169	11%
10 Hours	177	12%
Unrestricted	967	63%

At the time of this study, overall occupancy in downtown is high, particularly in ground floor space. Data made available by the City of Delaware indicates an overall vacancy rate of approximately 10%, with opportunities for additional office and residential rehabilitation of unused upper stories.

Of the 3,300 parking downtown parking spaces, 1,060 (public and private) are located immediately within the downtown core. Based on typical parking ratios, the approximately 508,000 square feet of existing occupied space would require just

over 1,635 parking spaces. While these numbers suggest a shortage of 575 spaces, there are an additional 532 publicly available parking spaces located within one block of the core, bringing the effective supply close to equilibrium with typical demand assumptions. When considering the time of use differences among the various downtown land uses, the downtown supply can be considered sufficient today - at least in quantitative terms. Looking to the future, with the buildout of the upper levels of the buildings along Sandusky, there will likely be the need to provide more parking spaces to serve the downtown core.

To summarize, the buildout analysis identified that there are a sufficient number of parking spaces to serve Downtown Delaware today. However, a variety of other factors affect the efficiency and useability of parking systems. In the future, as downtown continues to redevelop, there will be a need to add more parking spaces, which may include constructing a parking structure. It is important to identify this long-term strategy, in order to plan accordingly.



Brooklyn Heights Building



Winter Street Lot - Thursday Evening

Parking Analysis

ANALYSIS PROCESS

This study began with an analysis of the existing parking conditions in Downtown Delaware and current public perceptions of the parking system. Specifically, the analysis included:

- > Interviews and surveys with stakeholders, business owners/employees, downtown patrons, visitors, and Delaware residents.
- > Observations of how the parking system functions on typical week days and nights, typical weekends, and during special events such as First Fridays and the Arts Festival.
- > Review of the existing parking supply in terms of public and private ownership, geographic distribution, metering, time restrictions and physical conditions.
- > An evaluation of the parking demand based on existing land uses, as well as future build-out scenarios.
- > An occupancy analysis to determine areas and times of peak parking demand.
- > A turnover analysis to determine the relative length of occupancy by individual vehicles in prime parking locations throughout the course of a day.

The data collection in this section directly informed the study's key findings. Additional information on the findings can be found in Appendix X.

PUBLIC INPUT & FIELD OBSERVATIONS

As part of this study, a parking user survey was conducted. Participants were asked ten questions about what it was like to park in Downtown Delaware. Responses were collected through on-street and online engagement. Over **550 surveys** were completed, providing invaluable insight into the downtown parking experience and perception. Major findings from the survey include:

- > The majority of people (61%) said they **come downtown more than once a week**.
- > 52% said finding parking was difficult, and 35% said it **takes five to ten minutes to find a parking space**.
- > The majority of participants (53%) said they **spend one to two hours downtown**, while 33% said they spend more than two hours downtown.



Study Team members Engaged People Downtown to Complete the Parking Survey.

- > Most people (41%) said that **two blocks was the farthest acceptable distance to walk** between their parking spot and their destination.
- > When asked what could be done to improve parking in Downtown Delaware, many suggested **more centralized parking** and/or a parking garage.

These results show that while finding parking can be challenging, it is generally not deterring people from coming downtown. People also want to park as close to their destination as possible and are willing to spend the time and search until they find a close spot.

Additionally, Study Team members conducted extensive field observations of downtown parking on multiple days, photo-documenting key findings. This occurred on:

- > Friday Evening, April 29th
- > Throughout the week of May 2nd to May 7th (including First Friday)
- > Friday Evening, May 13th
- > Sunday, May 15th (Delaware Arts Festival)

These observations supported much of what stakeholders, steering committee members, and community members said about how parking was being used. Specifically, this demonstrated the need to:

- > Improve conflicting/confusing parking lot signs.

- > Address employee parking.
- > Understand if there is a shortage in the number of parking spaces downtown and to develop solutions accordingly.
- > Evaluate parking turn-over rates and parking space usage.
- > Examine the opportunity for improved parking tools, such as kiosks, meters, apps, etc.
- > Plan for the parking experience - from finding parking, to parking, to walking to your destination.
- > Continue to prioritize the historic and urban character of Downtown.
- > Identity special event or peak parking strategies.

DRONE PHOTOGRAPHY DOCUMENTATION

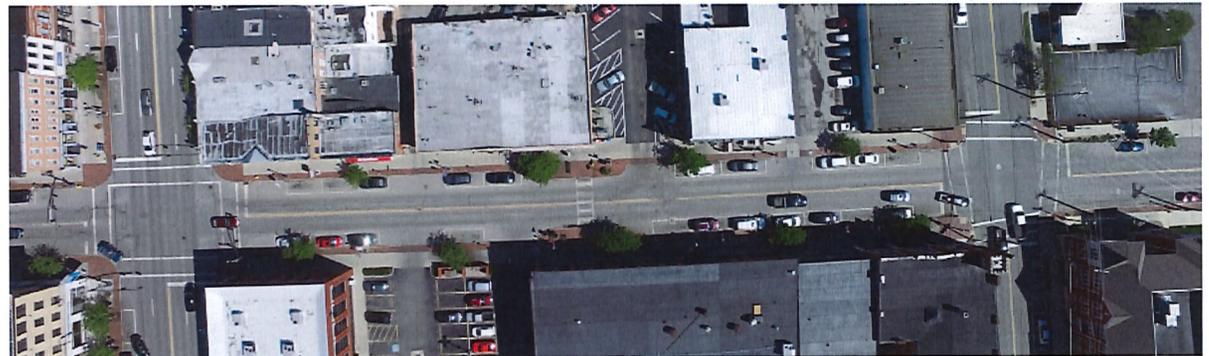
Aerial drone photography was also used as a second means of observation. Aerial surveys of the study area were conducted on three separate occasions:

- > Every hour, 8am - 8pm, Tuesday, May 3rd
- > Every Hour, 8am - 8pm, Friday, May 6th
- > 6:45 pm (evening peak), Friday, May 13th

Images were taken throughout the study area, documenting cars in both the on-street parking spaces and the off-street lots. Images for each street and lot were then compared to understand occupancy and turn-over rates.



Example Drone Photography - 10:00 am Winter Street between Sandusky Street and Union Street



Example Drone Photography - 11:00 am Winter Street between Sandusky Street and Union Street



Example Drone Photography - 12:00 pm Winter Street between Sandusky Street and Union Street

Parking Analysis

OCCUPANCY ANALYSIS

A typical day in Downtown Delaware is characterized by two peak parking periods: the lunch hour (between 12:00 pm and 1:00 pm), and dinner hour (generally between 6:00 pm and 7:00 pm). Friday and Saturday evenings are typical peak periods for the week, with special events such as First Friday serving as a “peak of the peak” time, when the downtown core reaches saturation (over 90% occupancy, when most drivers perceive an area as full), and parking demand spills into periphery streets and lots. The following highlight the findings of the occupancy analysis. Additional documentation can be found in the Appendix.

Public Lot Occupancy

To understand the occupancy of public lots on a typical weekday during the lunch peak, occupancy counts of the Franklin Street, William Street, and Winter Street lots were conducted on a Tuesday at 12:00 pm. During the observed hour none of these lots reached saturation, with numerous parking spaces remaining available.

Evening peak occupancy on the same day was greater. The Winter Street and Franklin Street lots both reached saturation during the 7:00 hour, but the William Street lot remained below capacity. During this period, the Planning Team also engaged downtown visitors with on-street surveys. Observations and input received suggested that parking is not considered problematic on a typical weekday, with most people noting they did not have trouble finding parking on that day. This was likely due to available on-street spaces.

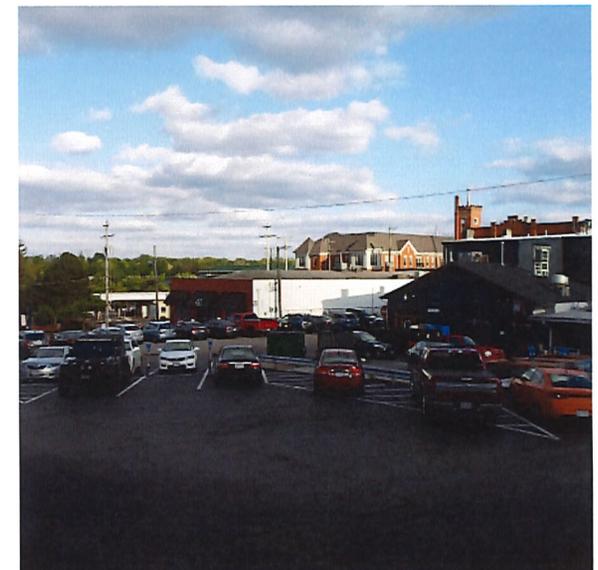
Additionally, observations of peripheral public lots, including the Justice Center lot, showed low utilization at this time.

MID-DAY WEEKDAY PEAK: 12:00 PM	
Lot	% Full
Franklin Street Lot	77%
William Street Lot	51%
Winter Street Lot	67%

EVENING WEEKDAY PEAK: 7:00 PM	
Lot	% Full
Franklin Street Lot	94%
William Street Lot	64%
Winter Street Lot	100%

Weekend evenings have been identified by stakeholders and visitors as one of the most challenging times to find parking downtown. Occupancy rates for the public lots on a typical Friday evening indicate that the three primary public lots were indeed saturated during this peak time/peak day period. For example, both observations and the occupancy analysis showed that the Winter Street lot is oftentimes over capacity, with patrons parking in undesignated areas. However, there was very low utilization of the other publicly available parking lots located generally within a block of the downtown core. In fact, the Library lots showed the highest capacity, at 38%.

TYPICAL EVENING WEEKEND PEAK: 7:00 PM	
Lot	% Full
Franklin Street Lot	90%
William Street Lot	100%
Winter Street Lot	124%
Justice Center Lot	21%
Hayes Lot	13%
Courthouse	10%
County Courthouse Complex	15%
Library Lots	38%
City Hall Lots	33%
Maloney & Novotny	28%



Winter Street Lot - First Friday 7:00 pm

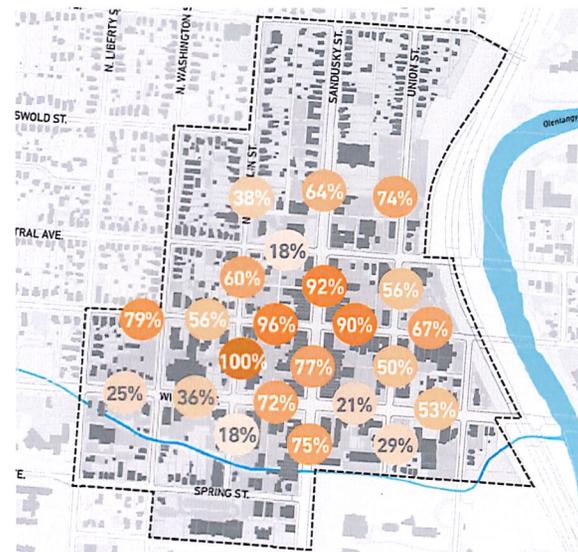
On First Friday evenings, the parking demand is at its highest peak. This event transforms downtown into a regional destination, attracting more visitors than a typical weekend evening. During this time the three primary public lots are saturated, as are the downtown core blocks with on-street parking.

Because of the lack of parking within the core, occupancy rates for the secondary parking lots also increase significantly. This was particularly true with the Maloney & Novotny lot, which had an occupancy rate of 28% during a typical Friday at peak time, but reached saturation at over 100% occupancy on First Friday. While their occupancy rates were up, both the Hayes and Courthouse lots remained underutilized. This may be due to how far removed these feel from the downtown core.

FIRST FRIDAY EVENING PEAK: 7:00 PM	
Lot	% Full
Franklin Street Lot	96%
William Street Lot	100%
Winter Street Lot	100%
Justice Center Lot	90%
Hayes Lot	43%
Courthouse	33%
County Courthouse Complex	78%
Library Lots	64%
City Hall Lots	83%
Maloney & Novotny	119%

On-Street Parking Occupancy

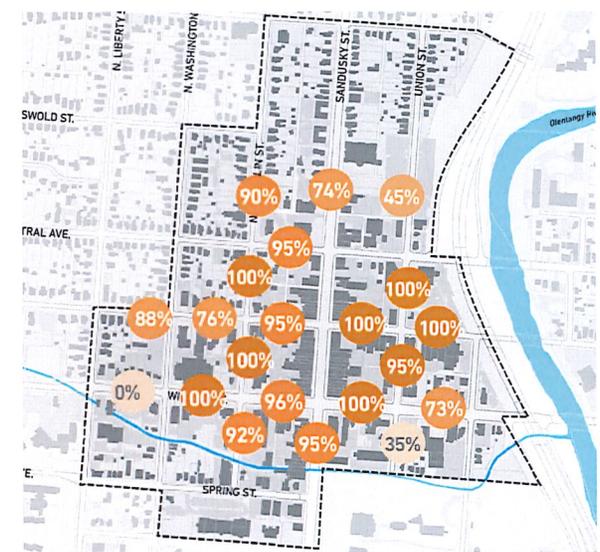
Occupancy rates were also calculated for on-street parking spaces on a block-by-block basis. Mid-day peak observations for a First Friday indicated that while there were some blocks that reached saturation. Specifically, the blocks of Winter Street to the east and west of Sandusky Street, and Franklin Street between William Street and Winter Street reached saturation. These blocks provide direct connections to the downtown core and are located within an intuitive circulation route for visitors circling downtown for parking. This likely contributes to their high occupancy. Meanwhile, the majority of the blocks with on-street parking were underutilized during this time, indicating there were a significant number of available on-street spaces.



Occupancy Rate Summary - First Friday 12:00 pm

On-street occupancy rates during the First Friday evening peak indicate high levels of occupancy throughout downtown. This is to be expected, as one of Delaware's most popular monthly events.

Throughout the downtown core, on-street parking reached saturation (with the exception of the two central blocks of Sandusky Street, closed for the event). Saturation generally extended at least one block from the core, although some periphery blocks remained below capacity. These include Sandusky Street north of Central Avenue and Union Street north of Central Avenue. When speaking to downtown visitors, it was apparent that many visitors expected to park farther due to the event, or planned ahead and arrived early to find parking.



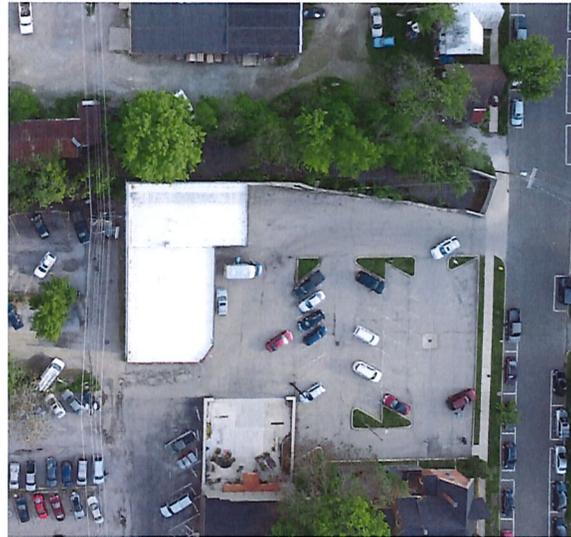
Occupancy Rate Summary - First Friday 7:00 pm

Parking Analysis

Occupancy & Observation Summary

Field observations were conducted to photo-document trends identified in the occupancy analysis. These observations supported the occupancy analysis findings, which identified the underutilization of on-street and lot spaces along the periphery of Downtown during peak times.

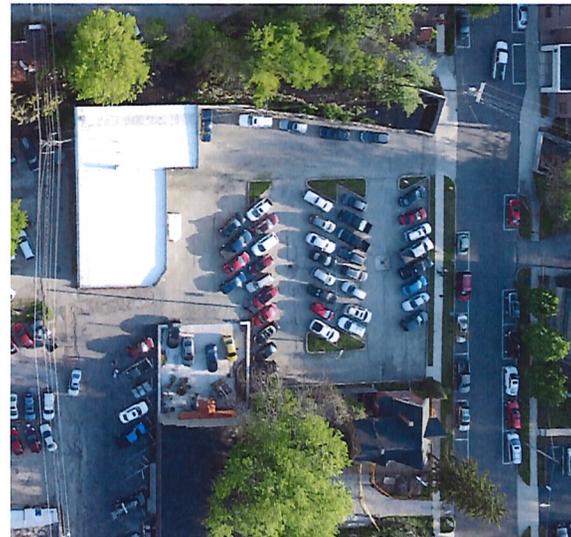
For example, while the block of Franklin Street north of Spring Street was saturated during First Friday, it remained underutilized on a typical Friday, as well as on a Saturday. Within this same area, the Maloney & Novotny lot will reach saturation at over 100% occupancy during First Friday, but is generally underutilized during typical weekends. Periphery lots within downtown that are open to the public after business hours were consistently observed as being underutilized, supporting the occupancy analysis calculations. The Hayes lot, for example had an occupancy rate of 43% during First Friday.



Maloney & Novotny Lot - Typical Friday 7:00 pm



Hayes Lot - First Friday 7:00 pm



Maloney & Novotny Lot - First Friday 7:00 pm



South Franklin Street - Saturday around 7:00 pm

TURNOVER ANALYSIS

The occupancy of parking lots and street blocks at any given time is only one factor in understanding how the parking system is being used. Turnover analysis evaluates how long individual parking spaces are being occupied and when they "turn over" for availability to a new user.

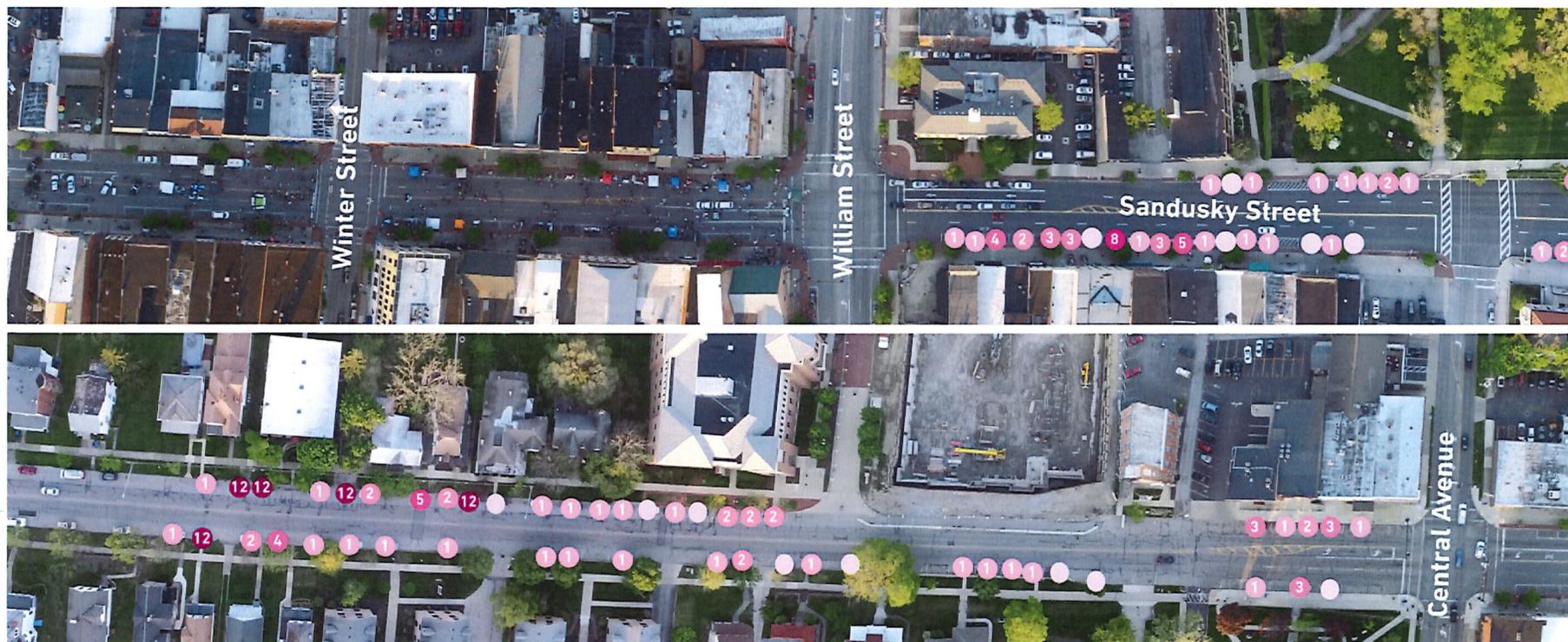
To conduct the turnover analysis, aerial surveys were reviewed from every hour between 8:00 am to 8:00 pm on a typical weekday and a First Friday.

Dot markers were assigned to cars to indicate when they first appeared in the parking space. After this first appearance, every hour the same car was identified in the space was marked with the number of hours it had been parked.

The graphic example below illustrates a snapshot of Sandusky Street at 8:00 pm on First Friday. Numbered dots indicate the length of time in hours an individual vehicle was observed in the same space. At this hour of observation there are several cars that have just arrived (within the

hour), marked by a solid light pink dot, while some cars have been observed in the same space for up to 12 hours (dark pink dots). Generally, vehicles parked for longer than four hours are assumed to belong to employees or area residents.

This exercise was conducted to evaluate parking turnover on Sandusky Street, Union Street, Franklin Street, Winter Street, Central Avenue, and William Street.

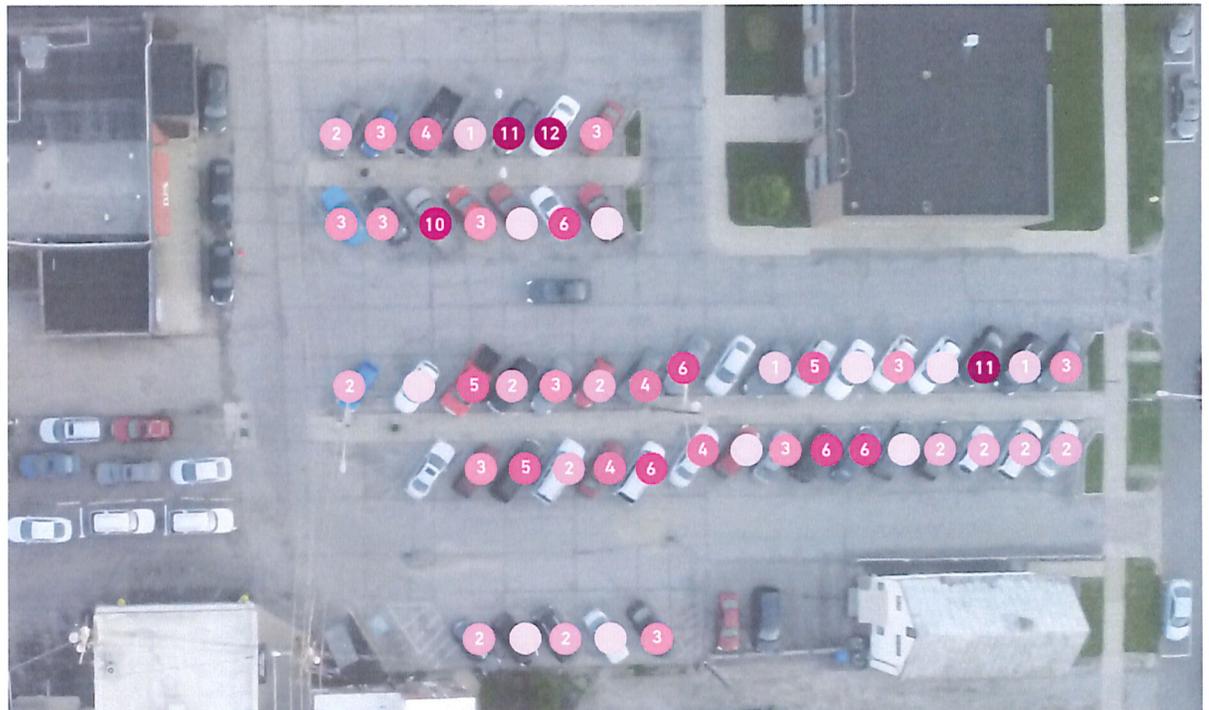


Sandusky Street 8:00 pm - Turnover Analysis

Parking Analysis

The turnover analysis was also conducted for the public spaces in the Winter Street lot, the William Street lot, and the Franklin Street lot. The image to the right depicts the analysis conducted in the Franklin Street lot at 8:00 pm. The parking lot turnover analysis showed that while the majority of these off-street spaces are used for around three hours, people are using some of the ten hour spaces for more than four hours. This is currently permitted, and is encouraged for downtown employee parking.

Within each lot there were also several spaces where cars were parked for over ten hours. Because of the hours of enforcement, it is likely that these cars were not penalized, which enabled their extended parking time.



Franklin Street Lot - First Friday 8:00 pm



William Street Lot - First Friday 12:00 pm



William Street Lot - First Friday 7:00 pm

General Observations

Key findings from the turnover analysis include:

- > Numerous vehicles were parked in time-restricted spaces for longer than the allotted period of time. Some of these may have received parking violations, but others were likely able to park without a violation due to the limited enforcement hours.
- > The majority of the spaces within the three prime public lots are used for three hours or less.
- > However, there are still a significant number of spaces within these lots that are used for six hours or more, most likely by downtown employees.
- > Some vehicles were observed “rolling forward” - moving to the next adjacent space along Sandusky Street, likely avoid being ticketed for violating the two-hour restriction.
- > Sandusky Street south of Spring Street consistently experiences low occupancy rates.
- > Overall, relatively few people use the ten hour on-street meter spaces for the entire ten hours.
- > Sandusky Street north of Central Avenue experiences lower turnover (six to eight hours). This is assumed to indicate daytime use by County employees, and may change following completion of the new courthouse parking structure. After 5:00 pm these space turned over or were vacant.



Key Findings

The information identified through the existing conditions analysis is synthesized into ten key findings, which highlight the challenges and opportunities of parking in Downtown Delaware. Described in detail below, these findings establish a framework for recommendations in the next section.

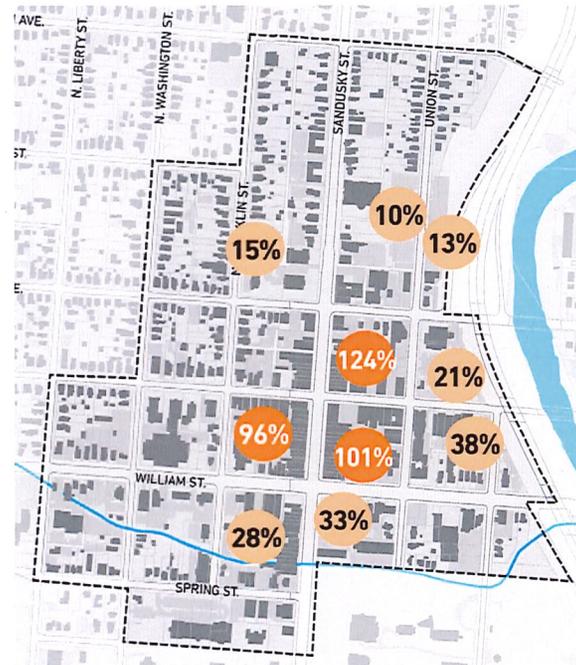
PEAK DAY/PEAK HOUR PARKING DOES REACH SATURATION IN THE DOWNTOWN CORE. PRIMARY PUBLIC LOTS AND CORE STREET PARKING THAT EXCEEDS 90% OCCUPANCY AT PEAK TIMES ARE DRIVING THE PERCEPTION THAT THERE IS A PARKING SHORTAGE.

The occupancy analysis indicates that the peak times for parking in Downtown Delaware are typically between 12:00 pm and 1:00 pm, and between 6:00 pm and 7:00 pm. Peak days are Friday and Saturday. During peak times on peak days, the downtown core is consistently saturated, with 95%-100% occupancy rates. This is particularly true when there is a community event, such as First Fridays.

Within the downtown core there are 1,060 parking spaces, 616 private and 444 public. Of the public spaces, 293 are on-street and 151 are within the three primary public lots. Because the core includes the majority of the restaurants, shops, and businesses within downtown, most downtown visitors are coming to this same six-block area. With a tendency to search for a parking space as possible to their destination, public and private spaces are consistently occupied at peak times. This leads to a perception that there are not enough parking spaces within downtown.

THERE ARE AREAS WITHIN WALKING DISTANCE OF THE CORE THAT ARE CONSISTENTLY UNDERUTILIZED, OR ARE BEING USED DURING PEAK TIMES, BUT NOT TO THE POINT OF SATURATION.

While parking within the core is saturated during peak times, the occupancy analysis reveals that there are in fact areas that are underutilized during these periods. For example, on a typical Friday evening at 7:00 pm, parking in the three primary public lots is saturated. In fact, the Winter Street lot is often over capacity, with people parking in non-designated areas. In this scenario,



Surface Lot Occupancy Analysis - Typical Friday, 7:00 pm

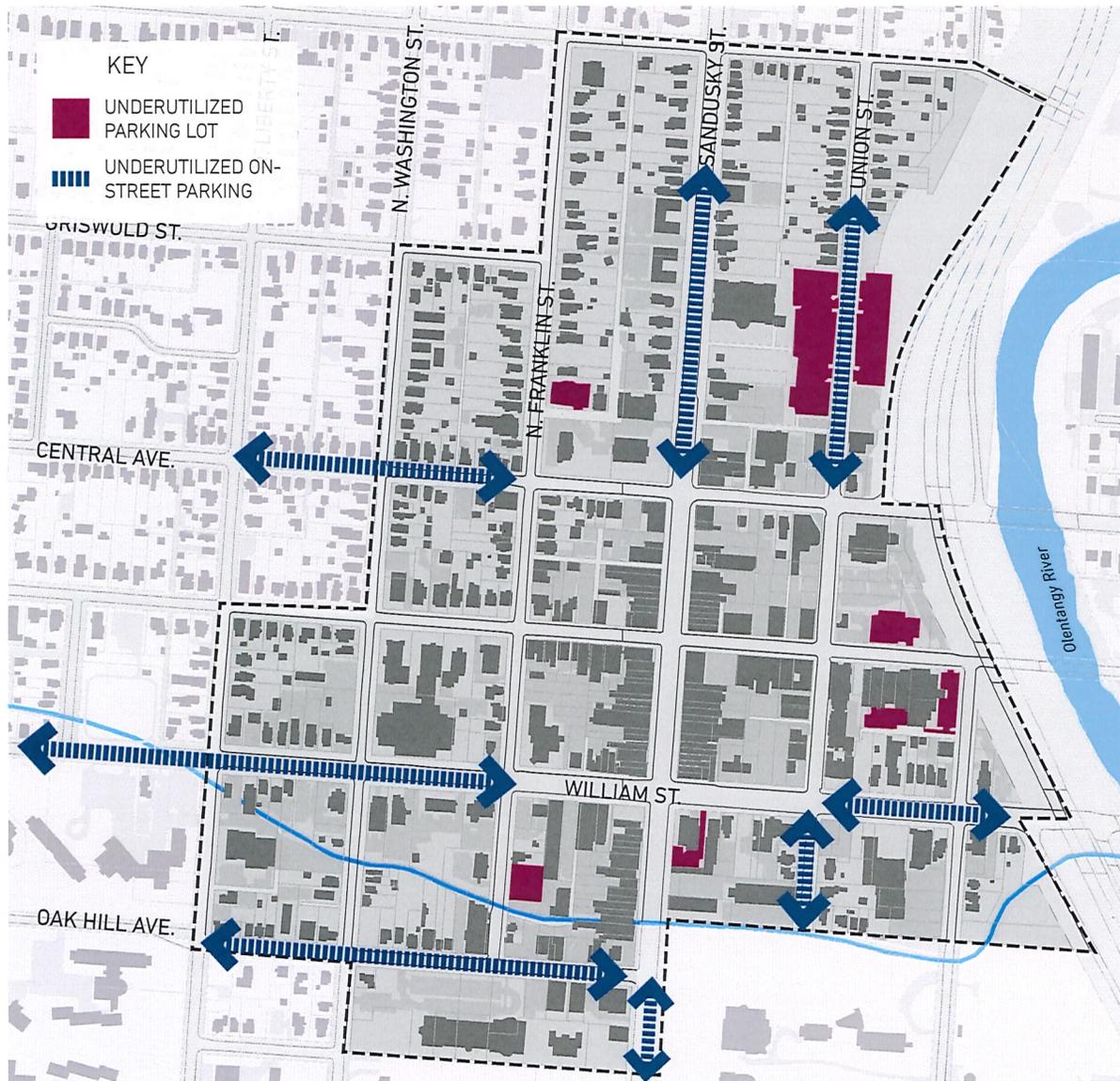
if a visitor were to try to park downtown within one of the three primary public lots, they perceive that there is not enough parking because of the lack of available spaces and the number of cars parked illegally.

Meanwhile, there are in fact a significant number of available spaces. One block beyond the downtown core, seven periphery public parking lots are available. While some vehicles are parked within these lots, they are typically underutilized. Instead of parking in an available space within a short walking distance, many drivers choose to circle for a more convenient space within the downtown core, and some park illegally.

The underutilization of these seven periphery lots was consistently observed during peak day/peak hour times. For example, the Justice Center lot, on the diagram to the right had an occupancy of 21% on a typical Friday at 7:00 pm. The image below shows the same lot at 6:40 pm on a typical Saturday. Again there are some cars, however there are a significant amount of available spaces.



Justice Center Parking Lot - 6:40, Saturday



During community events, when downtown experiences its greatest parking demand, the spaces within these lots are more utilized, and some reach saturation. For example, the image below shows the occupancy of the Justice Center Lot at 7:00 pm during First Friday.



However, there remain underutilized areas during these peak of peak times as well. The diagram on page X showed occupancy rates for on-street parking at 7:00 pm on First Friday. While parking in the downtown core and much of the adjacent blocks was saturated, there were still areas that had low occupancy rates. The diagram to the right identifies underutilized parking lots and areas of on-street parking.

Key Findings

THE UNDERUTILIZED PARKING AREAS WITHIN DOWNTOWN GENERALLY CORRELATE WITH LOW ACTIVITY BLOCKS AND LESS CONVENIENT PEDESTRIAN CONNECTIONS.

Why are there underutilized spaces within such close proximity to the downtown core? One factor that contributes to this is that these areas can feel fairly removed from the core, from a pedestrian perspective. This can be due to a lack of activity on the block, an uninviting streetscape, or having to deal with an uncomfortable street crossing condition in order to access the downtown core.

For example, Union Street south of William Street had a low occupancy of 33% at 7:00 pm on First Friday. This street is one block away from the downtown core. However to reach this area, one would have to cross William Street or Sandusky Street, both of which are busy, wide streets with a longer wait time at the pedestrian crossing signal. These conditions can create a mental barrier, deterring people from wanting to park where they will have to walk through these conditions to reach their destination.

Both Union Street and Sandusky Street north of Central Avenue also have lower occupancy rates during peak time/peak day periods. The distances between these areas and the core (2-3 blocks) are physically comparable to several of the streets with higher occupancy rates. However these two areas have less public activity and less engaging streetscapes, which can cause them to feel much more removed from downtown.

Alternatively, Winter Street serves as an example of how an inviting streetscape can encourage people to walk farther from their parking space to their destination. West of Sandusky Street, this corridor is lined with historic homes, street trees, and sidewalks which feel safely separated from moving traffic. It has higher occupancy, likely because people feel comfortable walking along this corridor. It also has the benefit of not requiring crossing a street to reach the downtown core.



Winter Street - Saturday Evening

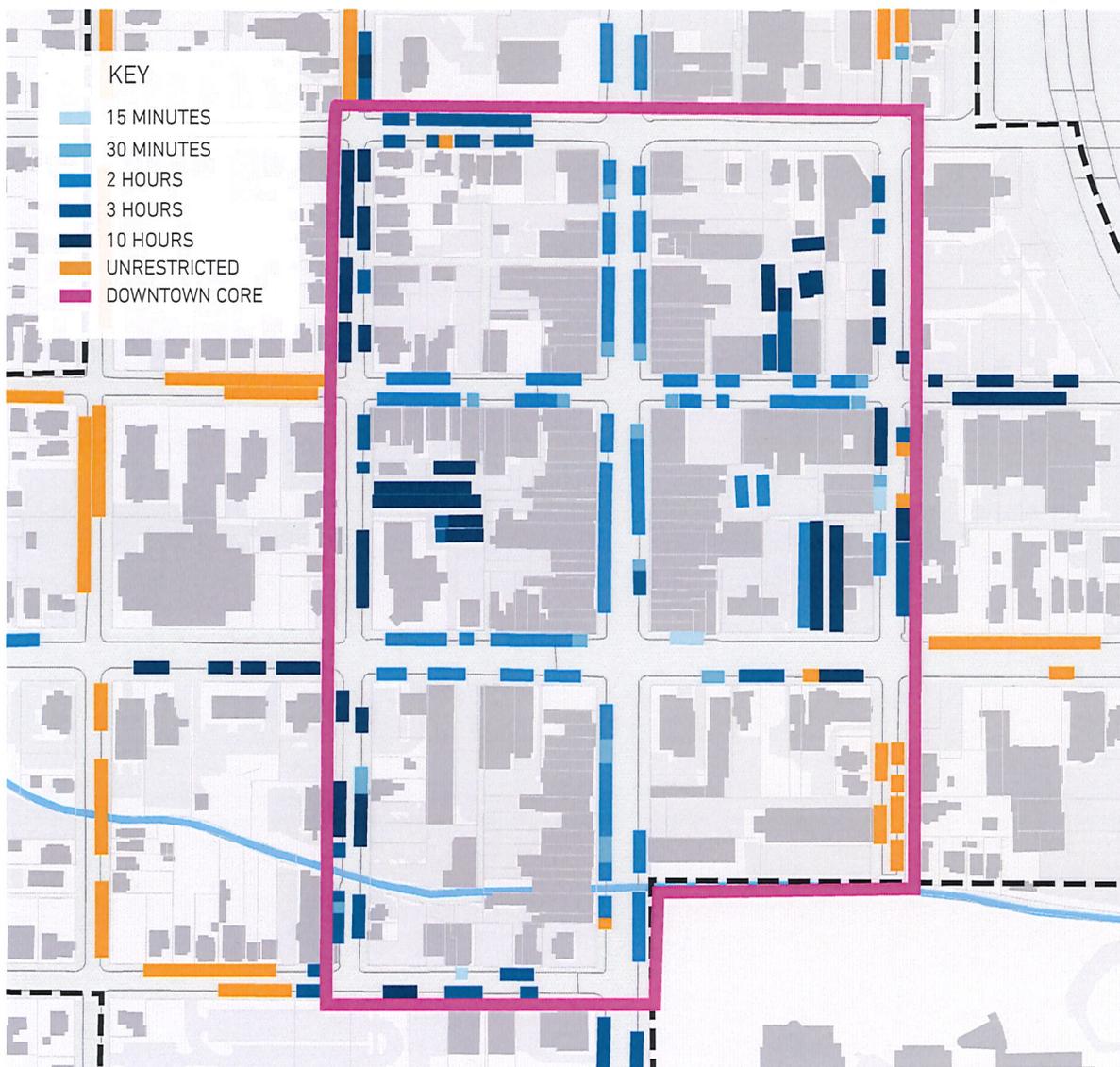
THE THREE PRIMARY PUBLIC LOTS ARE “PRIME” SPACES FOR BUSINESS PATRON PARKING (TYPICALLY 1-3 HOURS), BUT ALSO CONTAIN NUMEROUS 10 HOUR SPACES AVAILABLE FOR EMPLOYEE AND RESIDENT PARKING.

The three primary surface lots, the Franklin Street lot, the William Street lot, and the Winter Street lot, have the highest demand surface parking spaces in downtown. Their location within the core, close to numerous shops and restaurants ensures that

they are consistently saturated during peak times/days. In areas such as this, turnover is important to support the local businesses. This is why there are time restrictions on Sandusky Street and meters within the lots. Having ten hour meters does not encourage the parking turnover rate desired for the downtown core. Instead it enables prime spaces to be occupied by employees or downtown residents who park for longer periods of time. The chart below outlines the number of spaces within each of the three primary lots that are 10 hour metered spaces.

10 HOUR SPACES IN PRIME LOTS		
Lot	# of spaces	% of lot
Franklin Street Lot	18	33%
William Street Lot	36	55%
Winter Street Lot	21	64%

It is important to note that when the hour meters were originally installed in these lots, it solved an important problem for Downtown Delaware. Employees and business owners regularly parked on Sandusky Street for extended periods, occupying spaces meant for patrons (In fact, this still occurs, but to a lesser degree). At that time, the downtown had not reached its current level of success, and there was less demand for the spaces located behind the shops. Providing ten hour meters for downtown employees off of the main commercial corridor was an effective solution at that time. Since then however, Downtown's continued growth and popularity has created a new demand for these spaces.



Time Restrictions within the Downtown Core

THE MAJORITY OF THE TEN HOUR SPACES ARE BEING USED FOR SHORTER PERIODS OF TIME, AND THOSE THAT AREN'T ALLOW PRIME SPACES TO BE OCCUPIED FOR LONGER THAN IS DESIRED IN THE DOWNTOWN CORE.

As the turnover analysis highlighted, the majority of the ten hour spaces are not necessarily used for ten hour parking. Most people park within the three prime lots for three hours or less, whether they park at a three hour meter or a ten hour meter. This suggests that there is less of a demand for parking that accommodates ten hours.

There were still a number of cars parked in the three primary lots for four hours or longer. Looking specifically at the 7:00 pm peak for each:

- > 20% of the cars in the Franklin Street lot were parked for over 4 hours
- > 12% of the cars in the William Street lot were parked for over 4 hours
- > 30% of the cars in the Winter Street lot were parked for over 4 hours

This means these spaces were occupied by the same vehicle from at least 3:00 pm. Being parked for this length of time, during this time of day, suggests the person is likely a downtown employee or a resident. Providing spaces for these users is important. However providing them in three of the most popular parking lots sacrifices parking for potential patrons. As downtown continues to prosper, it raises the question of if whether ten hour parking spaces should take up prime parking spaces?

Key Findings

THE CURRENT PARKING ENFORCEMENT HOURS ALLOW PEOPLE TO PARK IN TIME-RESTRICTED SPACES FOR LONGER THAN IS PERMITTED, WITHOUT FEAR OF BEING PENALIZED.

The City of Delaware efficiently promotes parking turnover through the enforcement of time restricting spaces. These spaces are enforced between 9:00 am and 5:00 pm. However parking enforcement officials do not patrol the parking spaces until 10:00 am. This limited timeframe allows downtown employees and residents to leave their car parked for longer than the permitted time.

Taking Sandusky Street as example, the occupancy analysis showed that vehicles were able to park in a space for longer than the permitted two hours if they timed their parking with the ending or the beginning of the parking enforcement time. If a car parked at 3:00 pm, they could remain in that space for the rest of the evening, because the space is no longer enforced after 5:00 pm. The image to the right is a shot of South Sandusky Street at 8:00 pm on First Friday. These spaces are all time-restricted, with most being two hours. At 8:00 pm, 23% of the spaces in this block were parked over the restricted amount of time.

Similar observations were also made along Sandusky Street in the morning, before the parking enforcement officers came on duty, as well as in the three primary public lots. Within the lots, this was particularly evident in the ten hour parking spaces. While it is legal for people to park for longer times when restrictions are not being enforced, as demand for these prime spaces has increased the practice contributes to an inefficient use of current supply.

NEW SIGNAGE AND WAYFINDING HAVE HELPED IMPROVE THE ABILITY OF DOWNTOWN VISITORS TO KNOW WHERE THEY CAN PARK. HOWEVER THERE IS AN OPPORTUNITY TO CONTINUE TO BUILD UPON THIS NEW SYSTEM.

Downtown visitors and Delaware residents repeatedly stated that the City's new public parking and wayfinding signs have made it easier to find parking. This creates the opportunity to continue to build upon a successful improvement to create a more comprehensive and intuitive parking experience for downtown visitors.

While the new signs help to easily navigate visitors to the parking lots, the existing signs within the lots can cause confusion. Oftentimes there are multiple signs giving differing time restrictions for when the parking spaces are available for public parking. For example, the image below shows one of the signs inside the Justice Center parking lot. While there is a large public parking sign at the

entrance of the lot, there are also signs with small text describing time restrictions for public parking. The design of these signs naturally indicates restrictions, and may cause people to assume they cannot park in this area, particularly if they do not stop to read the small print.

Additionally, while the new public parking signs have a uniform appearance, the design of signs within each lot vary greatly. Signs have different restrictions, different phrasing and different appearances. This can be confusing for someone who is not familiar with the area, and may not know where they can park, or at what times.

Finally, while there are new signs directed toward drivers, there are no pedestrian-scale signs providing directions to visitors once they transition from motorist to pedestrian. When people park in the periphery parking lots, or on blocks just off the downtown core, there are no signs to direct them toward their destination.



South Sandusky Street Turnover Analysis - 8:00 pm First Friday

THERE ARE OPPORTUNITIES TO CREATE STRONGER CONNECTIONS BETWEEN THE THREE MAIN PARKING LOTS AND DOWNTOWN STOREFRONTS.

Planning for the parking experience includes planning for finding parking, to moving visitors



Existing Signage in the Justice Center Lot

from their parked car to their destination as pedestrians. Creating direct connections between parking areas and the downtown core is an important component of this latter part of the parking experience.

This is particularly important for the three primary public lots in the downtown core. Because of the authentic, historic character of Downtown Delaware, these lots are located behind the buildings. This is the appropriate location for parking, however it is important to create convenient, intuitive routes

for visitors to move from their parking space to the street, particularly along Sandusky Street, the primary corridor within the core.

Currently, there are several connections and narrow alleys that lead from these lots to the east-west streets within the downtown core. For example, the alley sometimes referred to as Shortcut Alley leads from the Franklin Street lot to Winter Street. However there are limited direct access paths to Sandusky Street. In stakeholder interviews, many business owners noted that businesses with a back door often have people walking through to access the parking lot or the street. While some do not mind this activity, others see it as an inconvenience to their business. It also provides an awkward experience for visitors.

Additionally, there are opportunities to improve connections within the three primary public lots. Each of these are adjacent to individual private parking lots. It can be difficult to discern where the public lot ends and the private lot begins. And in



Shortcut Alley Leading from Franklin Street Lot to Winter Street

several cases, visitors may have to drive through a private lot to reach a public lot or to exit to the street. If there are opportunities for partnerships, these parking areas can be improved to create more direct, intuitive connections for both vehicles and pedestrians.

An example of this condition can be see along Winter Street, next to the Strand Theatre. There is a private lot located just off the street, and while there is a recent pedestrian connection from Winter Street to the William Street lot, there is no vehicular connection. Recently the City created a pedestrian connection from the William Street lot to the private lot in order to allow people to walk from their cars to Winter Street.



Looking at the William Street Lot from Winter Street

Key Findings

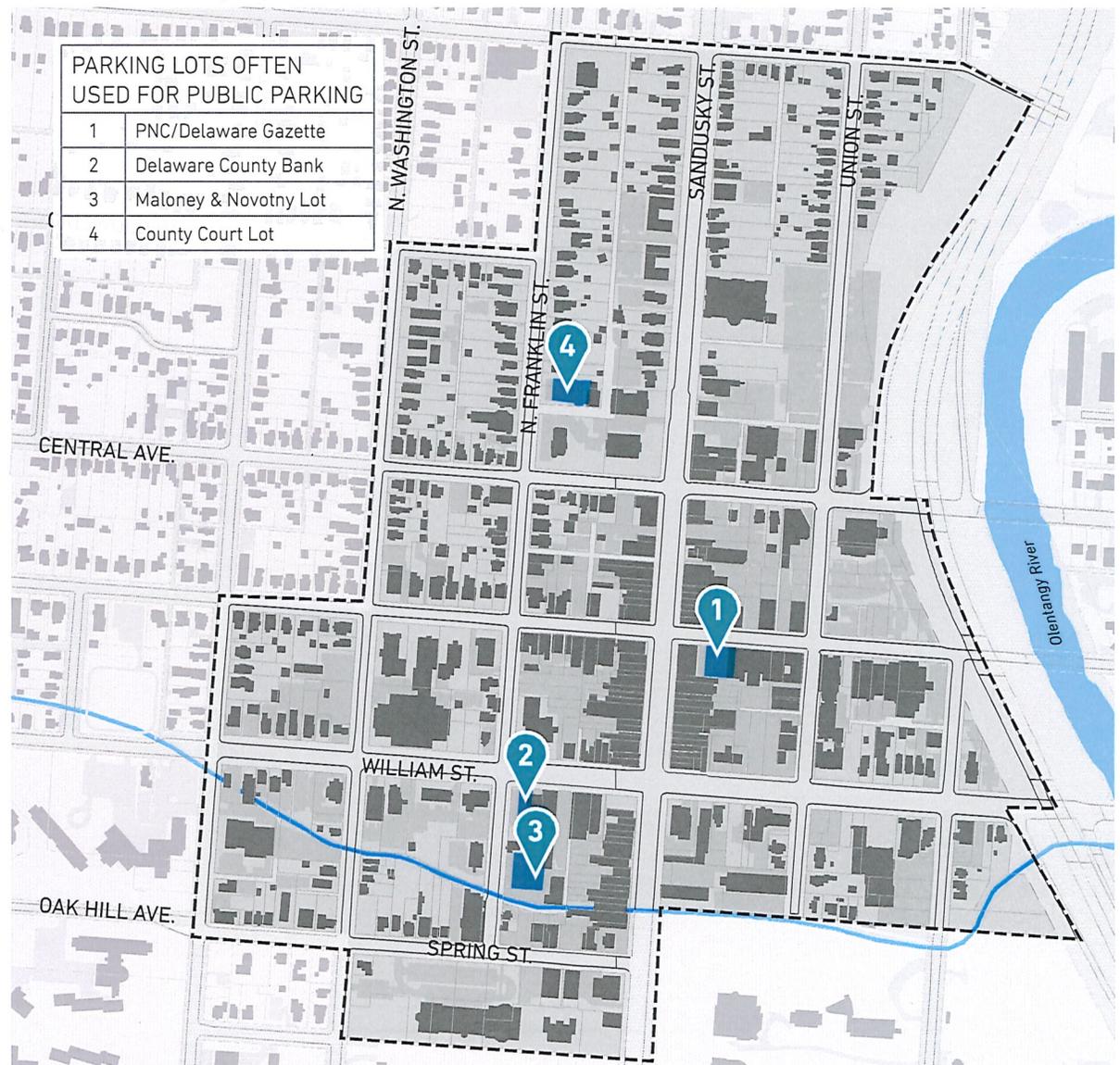
THERE IS A GENERAL DESIRE TO UPDATE THE EXISTING PARKING METERS, TO ALLOW THEM TO BE MORE CONVENIENT TO USE.

Having parking meters is an important component of ensuring turnover in downtown parking spaces. Currently however, there is some frustration with the dated style of the existing meters. Many visitors find it inconvenient that they only take change, and would prefer to have an updated system that allowed them to pay with cash, credit cards, or through cell phone apps.

In addition to updating the type of meter, some stakeholders proposed the idea of re-introducing meters back along Sandusky Street. These had originally been removed to encourage people to shop downtown. With downtown again thriving, many felt they would be useful to help encourage consistent turnover.

THERE IS A LEVEL OF COMMUNITY KNOWLEDGE ABOUT WHAT PRIVATE LOTS ARE SAFE TO PARK IN WITHOUT FEAR OF PENALTY.

Public input indicated that many Delaware residents know which private parking lots are safe to park in without fear of being towed or fined. Many of these lots have signs indicating that they are private parking, however they are often full with downtown visitors after 5:00 pm or on First Friday. The Maloney and Novotny lot for example has signs inside that allow for public parking, but visitors must know to go to the lot in order to know its open to the public. The diagram to the right shows which lots have been identified, through observation and community input, as private lots which are often used for public parking.



Recommendations & Implementation

Introduction

The key findings highlighted in the previous section serve as the foundation for the development of the recommendations. Specifically, these identified that despite the public perception, there is not currently a parking shortage within downtown. While the parking within the core quickly becomes saturated during peak times/ peak days, there are available spaces along the downtown periphery streets and lots. However because visitors are resistant to walking farther than two blocks from their parking space to their destination, they often perceive there is no parking available because they are only looking within the core. Additionally, while there is not currently a parking shortage, it is important to plan for the continued growth, infill development, and use

of building stock in Downtown Delaware, and the parking implications this will have. Ensuring adequate parking for downtown will allow it to continue to flourish.

The following outlines recommendations to improve the existing parking system and experience, as well as strategies to plan for the long-term parking needs within Downtown Delaware. The recommendations are categorized by topic:

- > Parking System
- > Parking Policy
- > Signage and Wayfinding

- > Pedestrian Experience
- > Meter Strategies
- > Core Parking Lots
- > Parking Structure

Within each of these sections, applicable case studies are included that show how these types of recommendations have been implemented in other communities similar to Delaware. An implementation chart is also included that outlines the specific recommendations and identifies whether their implementation is a short-term, mid-term or long-term objective with a colored key. Generally, it is assumed that short-term recommendations would take one to two years, mid-term would take three to five years, and long-term would take five or more years. This timeframe will depend on a variety of factors.



Sandusky Street - Typical Friday, 7:00 pm

RECOMMENDATIONS	
TIMEFRAME	
●	Short-Term Recommendations
●	Mid-Term Recommendations
●	Long-Term Recommendations

Parking System

The following recommendations outline a parking strategy that proposes a more efficient use of the existing parking supply, identifies opportunities to introduce additional parking spaces, and plans for the long-term parking needs of Downtown Delaware.

PROMOTE TURNOVER OF PRIME SPACES

Ensuring parking turnover is integral to the success and vitality of downtown. This is particularly true of prime parking spaces, or spaces that have a higher demand. In Downtown Delaware, all public parking spaces within the downtown core are should be considered prime spaces because of their close proximity to the majority of the shops and restaurants.

The occupancy analysis and key findings identified that generally there is adequate parking turnover of the downtown core on-street and off-street spaces during the hours parking is being enforced. However the limited hours of enforcement allow some downtown residents and employees to take advantage of the system, whether knowingly or not. This ties up spaces that could be used by prospective patrons. To address this, the hours in which time restrictions and parking meters are enforced should be extended to encourage turnover during both the afternoon peak time and the evening peak time.

Planning for and integrating motorcycle parking into downtown can improve how efficiently prime spaces are used, improving turnover and occupancy. Because of their size, more than one motorcycle can occupy the equivalent of

one parking space. However since there is not currently any motorcycle-designated spaces in downtown, one motorcycle can occupy an entire parking space. Strategically locating motorcycle-designated parking spaces within the downtown core can provide a place for motorcyclists to park, freeing up other parking spaces for cars and other vehicles.

Paid parking spaces should also be reintroduced along Sandusky Street. This is the primary commercial corridor within downtown, and its on-street parking can be considered some of the highest-demand spaces. Installing smart meters or parking kiosks with extended hours of enforcement will help continue to promote a consistent turnover. It will also allow the City to Additional information is available in the Meter Strategy section on the pro's and con's of parking meters and kiosks.

Currently, the majority of parking along Sandusky Street is two hours, with the exception of some 15 minute and 30 minute spaces. In order to better accommodate visitors and the activities they may be participating in while downtown, consideration should be given to converting the two-hour spaces to three hours. A potential scenario could be to charge a slightly higher rate for the third hour in these spaces. This would allow downtown visitors to spend more time in the shops and restaurants, and potentially see a show at the Strand Theater, without worrying about receiving a ticket, while still promoting turnover.

To help promote turnover of prime spaces, ten-hour parking should be eliminated from the

downtown core. While providing spaces with these extended time restrictions was once needed, the continued success of downtown shifted the demand of these spaces from employees to patrons. Permitting visitors to park for ten hours in a prime space encourages employee parking, and ties up the space for longer than desired without turnover. Instead, public parking spaces should have a maximum parking period of three hours. This ensures the turnover needed to support the continued vibrancy of local businesses.

DEMAND BASED PARKING PRICING

Building upon the need to ensure consistent turnover of prime parking spaces, the City should evaluate the opportunity of implementing demand based parking pricing. This system allows the demand for parking within a block or lot to drive the cost of a space, specifically the hourly rate of the meter. Prime parking spaces close to the downtown core would have a higher hourly meter rate than parking spaces farther away. If a downtown visitor would like to park close to their destination, they must be willing to pay a slightly higher fee. If they do not wish to do so, they can park a few blocks away for a lower fee, or for free. This system has been found to increase the availability of spaces and decrease the amount of time it takes a driver to find a parking spot in high demand areas.

Additional study will be needed to determine the appropriate rates for demand based parking. Meters would also need to be updated to smart meters that could respond to rate changes, or kiosks could be installed that were equipped with this ability.

PROMOTE ALTERNATIVE MODES OF TRANSPORTATION

As Downtown Delaware continues to redevelop, and the parking demand increases, the City should work with the Delaware Area Transit Authority (DATA) to understand the feasibility of developing a downtown circulating bus route. Having a circulator bus would provide public transportation to different destinations within downtown, and could also provide a shuttle system, allowing employees and visitors to park outside downtown and take the circulator to shops and restaurants.

A Downtown Delaware circulator bus should use identifiable branding and should run on regular, dependable timeframes. The CBUS in Downtown Columbus is an example of a successful downtown circulator. The bus is free to ride, easily identifiable, and runs every 15 minutes. It connects different parts of downtown including the Brewery District, the Central Business District, and the Short North.

There are several potential locations outside of downtown that could serve as places where visitors and employees could park and catch the circulator. For example, the Delaware Shopping Center on South Sandusky has a significant amount of existing parking, and would be a short ride away from downtown. Another potential site is the area east of the Olentangy River. Providing transit would strengthen the connection between this area and downtown, and may encourage economic development opportunities.

To determine whether this service would be

utilized by downtown visitors and employees, the City will need to work with DATA to implement test-runs during events such as First Friday. Once it is determined that people would use the circulator, the services provided can be expanded.

Public input received through the parking survey revealed that nearby residents already walk to downtown, particularly when the weather is nice. Building on this, measures should be taken to encourage people to bicycle to downtown as well. Creating a comfortable and convenient cycling condition can encourage more Delaware residents to reach downtown without their car.

Providing end-of-ride facilities, such as strategically located bike parking, can encourage higher cyclist traffic. Although the City does currently have some bike parking, there are opportunities to increase this in the public lots. This effort could be combined with DATA to encourage employees and visitors to bike to a destination where they could park their bikes and take the circulator to downtown.



THE CBUS DOWNTOWN CIRCULATOR

CASE STUDY: OXFORD, MISS.



In 2014, the city of Oxford, Mississippi installed parking meters in 286 of their premium parking spaces. This was to promote turnover and improve enforcement of time restrictions. The program was highly successful, earning praise from downtown businesses and shops. Within the first year, the meters earned \$624,053, and moved employees from these spaces and opened them up to patrons. A new fine structure was implemented, with offenders being fined \$10 for the first two times they park in an expired meter, \$25 for the third time, and \$50 for each time after that within a year's time. The revenue earned from the parking meters go into the City's general fund as a line item to be used for downtown improvements, and eventually a parking garage.

Parking System

RELOCATING EMPLOYEE PARKING

To provide prime spaces for patrons, employee parking should be located along the periphery streets of downtown, outside the core. Both the demand based parking pricing and the extended enforcement of meters and time restricted spaces will help address the issue of employees parking in prime spaces, however additional measures can also be taken.

The City should contact property owners with parking lots on the periphery of downtown to determine if an agreement can be reached that would allow the spaces to be used for employee parking for agreed-upon times. Within downtown there are a number of public-underutilized lots, and private lots that are only used during certain days/times of the week. These types of parking areas could potentially accommodate employee parking on a regular basis. This recommendation is expanded upon on page 30.

Underutilized on-street parking areas should also be promoted for employee parking. Certain streets or blocks that are infrequently used by downtown visitors could be designated as acceptable locations for employee permit parking, regardless of the presence of ten hour meters. For instance, on-street parking along Spring Street and the portion of Sandusky Street south of Spring Street, are consistently underutilized. These areas also afford an opportunity for partnership with Ohio Wesleyan University to accommodate faculty/staff or student parking during peak periods of campus activity, with minimal impact on parking availability in the downtown core.

Relocating employee parking should be done in correlation with the reassignment of ten hour parking spaces to three hours or less. This is necessary to ensure that employee parking has been identified and planned for before the existing spaces commonly used by employees are re-assigned to encourage patron use.

This will also require a new employee permit system. Currently, employees are able to purchase a permit that allows them to park in a metered ten hour space for a discounted price. It will be necessary to secure adequate parking for the number of employees that currently have permits, as well as for the employees that do not have permits. Ideally, new employee parking should be distributed throughout the periphery of the downtown core in order to provide convenient walkable options for employees working in different quadrants of downtown.

In combination with this, the City should initiate an education and outreach campaign to share where and when public parking is available. This can be done through emails or creating a page for the City's website that keeps updated information on employee parking. Additional information on this can be found in the Parking Policy section.

VALET PARKING

Another strategy for addressing the parking demand at peak times is to create a joint or communal valet parking system to serve downtown. With this program, interested businesses would contract with a third party valet company to operate the service. Patrons

would then have the option to pay to have their car valeted, which would allow the vehicles to be parked in a lot on the periphery of downtown, decreasing the demand on the parking supply within the core.

A valet station should be located in an area that has a high demand for parking. It should serve multiple downtown businesses, and be easily accessible for patrons. If on a street, a station is likely to require the use of two or three on-street parking spaces.

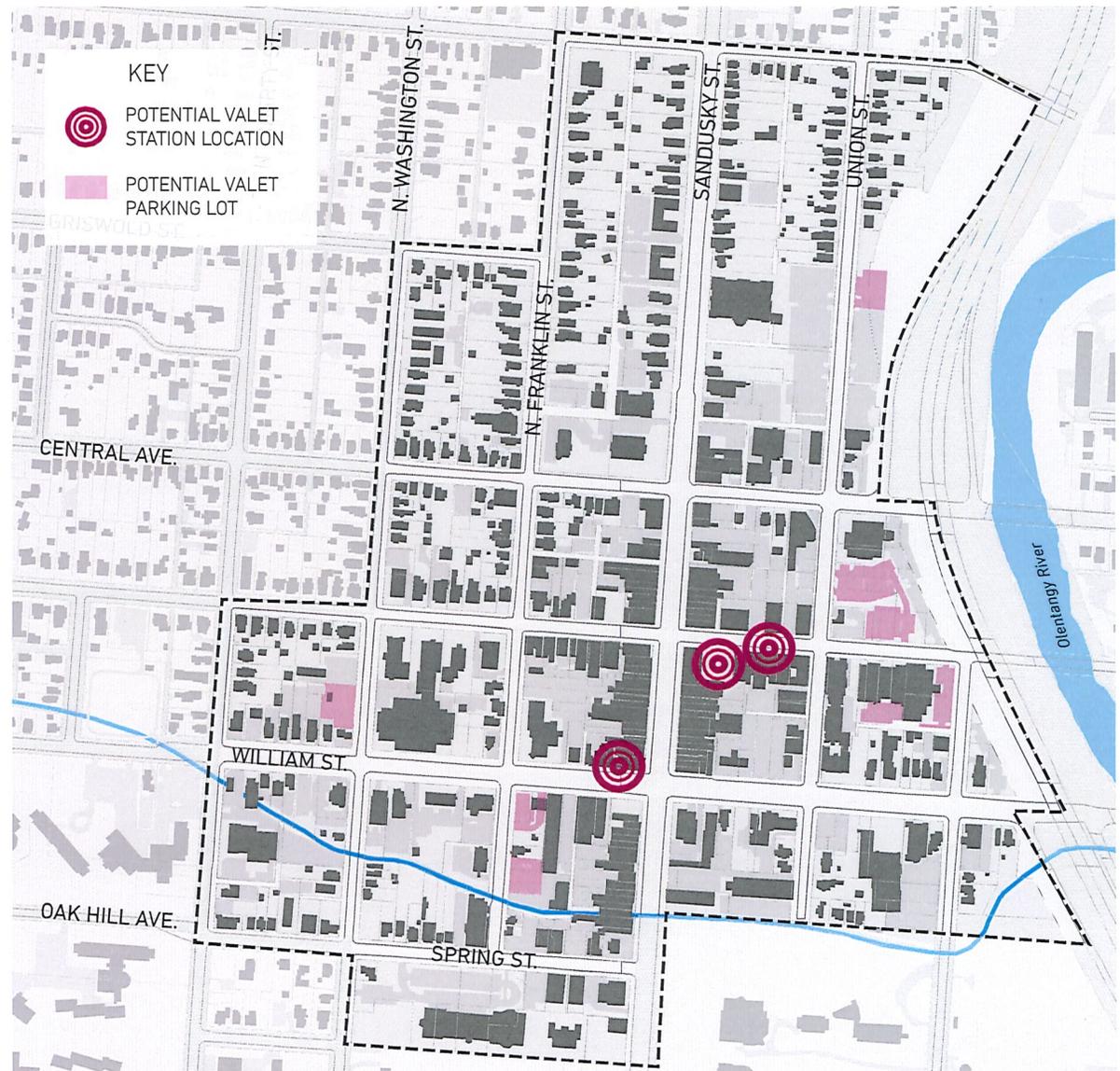
A valet storage area should be within three or four blocks of the valet station, in an off-street lot. Many of the existing surface lots within this diameter are privately owned. This would require a formalized agreements with the property owners to allow valet parking when the lot is not in use.

Three potential sites for a valet station, as well as their potential parking locations are illustrated on the diagram to the right. One option is along the north side of William Street at its intersection with Sandusky Street. This is centrally located within the downtown core, has on-street parking, which could be used for staging, and it would provide easy access to several potential parking lots where the cars could be parked, including the Delaware County Bank site, the Maloney & Novotny lot, or the Willis Intermediate School lot.

Another potential valet site could be located on the south side of Winter Street, in front of the Strand Theatre. The occupancy analysis identified that the Winter Street lot was one of the most used parking areas within the downtown core,

often having over 100% occupancy. Providing a valet service would help alleviate the parking demand in this area. It could service the theatre as well nearby restaurants, and is within a short walk from the businesses along Sandusky Street. From this location, cars could be valeted to the Justice Center lot, which is often underutilized for downtown parking, or to the Hayes lot on North Union Street, or the library lots.

A third option is to locate a valet station in the PNC/Delaware Gazette lot, near the intersection of Winter and Sandusky Street. This lot is privately owned and not used by the business after 5:00 pm. This location would allow for a significant staging area, enabling patrons to pull into the lot, out of the flow of traffic, and leave their cars for the valet to park. The site is also easily accessible and centrally located. Cars could be parked in either the Justice Center lot, the library lots, or the Hayes lot.



Parking System



FORMALIZE AGREEMENTS FOR DOWNTOWN PARKING ON PRIVATE LOTS

Because of the historic fabric of Downtown Delaware, it is more difficult to create new parking spaces. Therefore the City should identify and pursue partnerships with property owners to allow for downtown parking on lots that are not being used during peak days and times. This could address the need for employee parking, additional downtown public parking, and valet parking. The diagram to the left identifies secondary public lots and private potential lots that could be used for these purposes.

Many people that visit Downtown Delaware regularly have learned there are certain private lots that can be parked in without fear of being towed or fined. Some of these, such as the PNC/Delaware Gazette lot, are used on a regular basis. Others are used during community events such as First Fridays, when the parking demand is at its greatest peak. Private lots which are used for public parking either on a regular basis or during events include:

- > PNC/Delaware Gazette Lot
- > The County Court lot along North Franklin Street
- > The Hayes Lot
- > The Maloney and Novotny lot, which is open to public parking after 5:00 pm, but is not formally designated as a public lot
- > The Delaware County Bank

The City should evaluate if there are opportunities to formalize agreements with the property owners of these lots to establish designated public parking times.

There are also several businesses and institutions which have off-street parking areas that are used during certain times, but may not be during evenings, weekends, or other times during the week. These sites and owners include:

- > The Willis Intermediate Lot
- > The First Presbyterian Lot
- > The County Court Complex
- > The St. Mark's Evangelical Lutheran Church lot at the corner of Union and William Streets
- > The Masonic Hall Lot
- > The Zion United Lot
- > The Library Lot

Additionally, the City already owns a parcel on the south side of William Street, one building down from City Hall. This lot is currently used for overflow fleet parking, but could be used as a potential location for employee, valet special event parking, or public parking on evenings and weekends. Efforts should be made to work with adjacent property owners to establish cross-access connections or expanded parking areas.

Developing a partnership to allow for downtown parking uses on these lots would provide additional parking during community events, and help relocate employee and some patron parking outside the core, freeing up spaces in the regularly saturated areas.

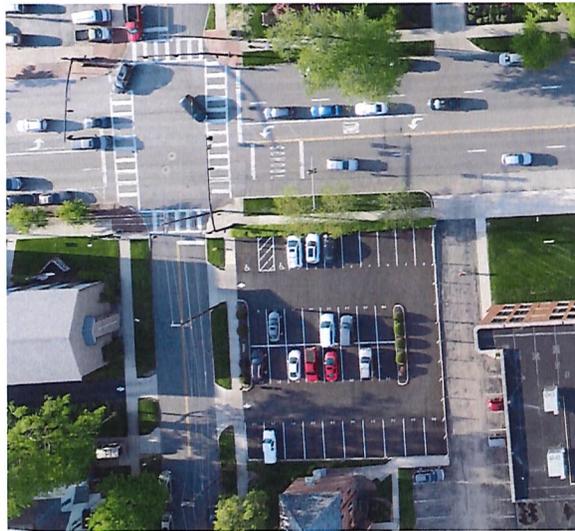
CASE STUDY: HISTORIC DUBLIN PARKING AGREEMENTS



Dublin, Ohio has implemented a series of strategic investments to improve the supply and utilization of parking in its successful historic downtown. These include strategic partnerships with downtown institutions located on the edges of the core to secure additional parking for various users. The City has established parking agreements with the Dublin Branch of the Columbus Metropolitan Library, the Indian Run Elementary School, and the Dublin Community Church. Each of the agreements was structured to meet specific parking needs in downtown. The library agreement secured 15 employee spaces for downtown business members in the Historic Dublin Business Association. This relieved pressure on the City's most popular public parking lot. The City improved the edge of the library lot with a sidewalk and pedestrian

connection as part of this initiative and was permitted to post signs in the lot reserving their use. The agreement with the Dublin Community Church secured 30 spaces for exclusive use by employees of a downtown business who expanded operations but did not have sufficient parking. The City acts as a broker between the business and the church and pays an annual per space fee. Spaces are signed and reserved for employee use during business hours. The City also provides financial contributions to maintenance and snow removal of the church lot. The agreement with the elementary school secured the use of the school parking lot for after-hours valet parking, used by a third party valet operator serving nearby restaurants. The school reserves the right to use the lot after hours when necessary, at which time the valet uses a nearby public lot as a secondary location.

Parking System



St. Mark's Lot First Friday - 7:00 pm



Delaware School/First Presbyterian Lot - First Friday, 7:00 pm

RECOMMENDATIONS	
TIMEFRAME	PARKING SYSTEM
●	Re-introduce paid parking along Sandusky Street.
●	Implement a demand-based pricing program. "Prime" spaces with the highest demand should have the highest fees to encourage turnover. This includes the currently time limited but unmetered on-street spaces on Sandusky, Winter, and William Streets within the Downtown Core.
●	Within the downtown core, re-assign ten hour public lot and on-street meters to three hours or less. This should be coordinated with the strategic relocation of employee parking.
●	Extend the hours time-restricted parking and parking meters are enforced in order to assist in the management of parking demand during peak evening times.
●	Relocate employee parking to the periphery of downtown, outside the core, by establishing agreements with property owners whose lots may be regularly available. This effort should be done in correlation with the reassignment of the ten-hour parking spaces to ensure employee parking is properly planned for, and an adequate amount of parking should be identified before relocation begins.
●	Implement an updated employee permit parking that correlates with the relocation of employee parking
●	Encourage visitors to take alternative modes of transportation to reach downtown, such as a DATA circulator, walking, or cycling.
●	Establish a joint or communal valet parking system to serve downtown/restaurants and take advantage of underutilized parking areas on the Downtown periphery. A prime location would be E. Winter Street at 1808/Strand, using the Justice Center or Library lots for storage.
●	Formalize agreements between private property owners of lots which have been identified as often being used by the general public.
●	Work with the Delaware Area Transit Authority (DATA) to understand the feasibility of developing a downtown circulating route that runs on regular, dependable timeframes. Implement test-runs during events such as First Friday.
●	Study the opportunity to implement three hour parking along Sandusky Street, however the third hour should have a higher rate to encourage turnover.

Parking Policy

Policy decisions and actions will be part of continuing to plan for parking within Downtown Delaware. The following recommendations outline key policies that should be pursued in order to support the recommendations in this document and to continue to improve the parking experience for downtown visitors.

ESTABLISH A PARKING BENEFIT DISTRICT IN DOWNTOWN DELAWARE

The City of Delaware should evaluate the potential to establish a parking benefit district within downtown. A parking benefit district is a designated area that receives a portion of the revenues generated from parking, specifically meters and parking fines. This money is then reinvested into projects within the district.

Cities take different approaches to creating a parking benefit district. Neighborhoods in Portland, Oregon for example have the option to opt into a parking permit system. A portion of the revenue from the sales of permits are then reinvested into the neighborhood. In Austin, Texas, a portion of the funds generated in the City's parking benefit district goes toward promoting cycling, walkability and public transit within the district.

The continued success of Downtown Delaware necessitates the need to re-evaluate existing parking fees. The Parking Strategy section of this document recommended basing the cost of parking on the level of demand. Spaces that have higher demand cost more. Combining these recommendations with the creation of a parking

benefit district would allow a portion of this revenue to be reinvested in Downtown Delaware.

The implementation of a parking benefit district should be coupled with an education campaign aimed at informing the community about how this district will benefit downtown. For example, the campaign could describe how the funds will be used to finance short-term and long-term parking projects, as well as other public improvement projects that contribute to the continued growth and vitality of downtown. Knowing their money is being reinvested in the downtown can also help patrons accept paying for parking.

REVIEW THE EXISTING FINE STRUCTURE

To ensure turnover, it is necessary to enforce a penalty for motorists who park in a space for longer than is permitted. However, consideration



Parking Meter in Old Pasadena Parking Benefit District

CASE STUDY: PARKING BENEFIT DISTRICT OLD PASADENA



The parking benefit district in Old Pasadena, referred to as the Parking Meter Zone, ensures that the parking revenue is spent within the district. This tool has been integral in the revitalization of Old Pasadena since it was initiated in 1993. As part of an effort to win public support for installing meters, a committee of business owners was appointed to allocate how the funds would be spent. The money went toward paying off the Old Pasadena Streetscape and Alleyway Project, which included the installation of street furniture, trees and tree grates, decorative lighting and alley restoration. Within five years after the Parking Meter Zone was established, property tax revenue tripled and sales tax revenue quadrupled.

Parking Policy

should be given to re-evaluating the existing fine structure. The 2006 Downtown Parking Study identified that the then fine of \$10 was too low to incentivize turnover. As a result, this was increased to \$40 for overparking in a two hour space and \$7 for overparking in a metered space. This increased fine structure has helped with turnover, particularly along Sandusky Street which is two hour parking.

However, business owners have expressed concern that \$40 is too high of a fine for first-time offenders. Many say customers have threatened to not return because of receiving a ticket, and the business owner sometimes ends up paying the ticket. There is also concern that ticketing first-time downtown visitors with a fine this high will deter them from to Downtown Delaware at all.

Consideration should be given to updating the fine structure to a system that increases the fine amount with the number of offenses in a given period of time. For example, a first offense may be fined \$20; a second offense may be \$30; and the third at \$40. After this point, each ticket received within the one year period would be \$40.

A graduated fine system would not penalize first-time downtown visitors as severely, reducing the chance that they may not want to return to downtown. This system would also still address the issue of repeat offenders, often downtown residents and employees, by continuing to fine them steeply once they have been previously fined.

IMPLEMENT A PUBLIC INFORMATION AND EDUCATION CAMPAIGN

Where people can park, as well as educational information about parking fines, employee parking, meter usage, etc. should be communicated clearly. One way to disperse this information is to initiate an education campaign that explains how the City is approaching parking, and describes the benefits this will have for downtown.

As part of this campaign, the parking page on the City's website should be updated. Currently, there are two conflicting parking maps on the website. One shows only four of the eight lots that allow public parking:

- > The Winter Street lot
- > The William Street lot
- > The Franklin Street lot
- > The Maloney & Novotny lot, which is open to the public after hours

The second map is more detailed, and effectively communicates information about where and when people can park. It shows the six lots that are also identified with the new public parking signage and wayfinding signs:

- > The Winter Street lot
- > The William Street lot
- > The Franklin Street lot
- > The Justice Center lot
- > The County Courthouse/Hayes lot
- > City Hall Parking Lot

It also identifies where on-street public parking is available, as well as parking on the Ohio Wesleyan campus. Information on the number of spaces and any time restrictions is also included.

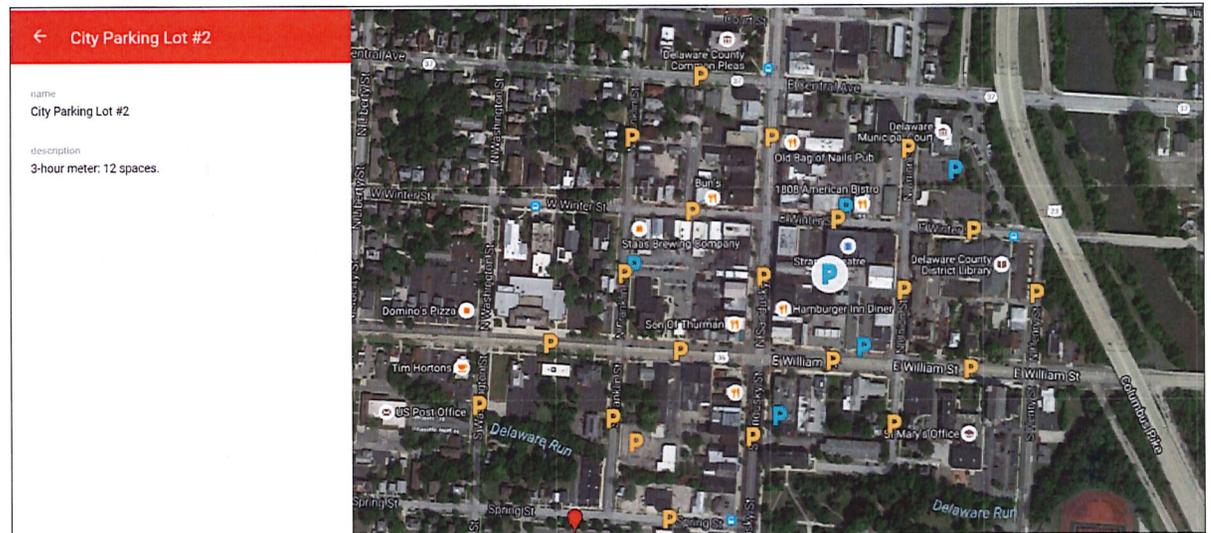
To improve the parking page on the City's website, the first parking map should be removed. The information on the more detailed map should be updated to reflect the most recent parking supply inventory completed for this study. Additional parking information that could be provided on the parking page includes:

- > Information about ongoing parking projects
- > Information about employee parking locations
- > Explanation of how the revenue generated from parking fines is being reinvested into downtown
- > Updated information about parking rates, and if these are subject to change depending on demand
- > Any valet opportunities within the core.
- > Information on how to use updated meters/ parking kiosks
- > DATA pick-up locations during special events or for employee parking

The updated website can also be used as a tool to educate downtown stakeholders and the Delaware community about parking policy. Specifically, why parking restrictions are in place, and why it is important for employees and business owners to not occupy spaces that could be used by patrons.

Finally, the education campaign can include efforts

to encourage people to be willing to park farther away from their destination. This can be done, for example, by focusing on the health benefits of walking an extra block, or sharing how many minutes it will take to walk to a destination. These efforts should be promoted online, as well as within downtown in conjunction with recommendations in the Signage and Wayfinding recommendations in order to communicate the information throughout downtown.



The City's Website Should Serve as a Control Point of Information for all Downtown Parking Initiatives.



City Hall Lot - Thursday Evening

RECOMMENDATIONS	
TIMEFRAME	PARKING POLICY
●	Investigate a program similar to Walk[Your City] to promote the walkability of downtown and encourage people be willing to park farther away from their destination.
●	Evaluate the potential to establish a parking benefit district within Downtown Delaware. Publicize how revenue from parking will be reinvested within the downtown parking system.
●	Review the existing fine structure and explore the potential of implementing lower first-time fines, and increasing with the number of offenses.
●	Update the City's parking page to remove the outdated parking map, and to include parking-related information.
●	Implement a public information and education campaign to publicize parking improvement efforts, inform people of where and when they can park in certain areas, and encourage people to think about parking differently in Downtown.

Signage & Wayfinding

The confusing and conflicting signage in downtown lots is currently a significant deterrent to full utilization of lots. Recently, the City invested in new public parking and wayfinding signs. Both stakeholders and survey participants recognized they have helping to improve visitors' ability to find public parking lots. Building on this momentum by simplifying the existing signage within the lots can improve their use, providing a great benefit at a small cost.

PARKING SIGNS

Simplifying signs within the lots will provide a clear understanding of when and where public parking is available. The City and property owners should remove signs with conflicting information



Parking Restriction Signs in the Delaware County Bank Lot



Example of Well-Designed and Clear Restriction Signage

and reduce the number of restriction signs, replacing them with fewer, but strategically located signs. Whenever possible parking restrictions should be consistent throughout the lot.

The design of the parking restriction signs should be improved to make them easier to read for motorists trying to find a parking space. The style of the signs could complement the style established with the City's new signage and wayfinding system. This would help make them recognizable throughout downtown as

components of the existing wayfinding system. It would also encourage visitors to read the restrictions and not assume the sign means they can't park in the lot.

In areas where parking spaces have time restrictions, the City should consider implementing signs that describe how funds collected from parking fines are reinvested within the downtown. This will help visitors understand that if they are fined, their money will at least be invested back into the parking system.

PEDESTRIAN SIGNS

In addition to signs aimed toward motorists looking for parking, pedestrian signage should be developed and strategically located throughout



Example of Pedestrian Directional Signage.

downtown. These signs will help direct people from the parking lots to the storefronts, and will also help visitors navigate downtown. The pedestrian signs should be smaller in scale and should provide simple, directional information. The design of these signs should complement the existing style of the public parking and wayfinding package.

Within downtown there are also opportunities to create fun, engaging signs that promote the walkable character of the area and encourages people to walk farther from their parking space to

their destination. This type of pedestrian signage could be coordinated with the existing signage and wayfinding branding. Signs could include information such as how many calories are burned by walking one block, or how many minutes it will take to walk to a destination. This type of campaign can help decrease walking distances in people's minds, showing them their destination isn't as far as they thought.

RECOMMENDATIONS	
TIMEFRAME	SIGNAGE & WAYFINDING
●	Eliminate vague, confusing, conflicting and unnecessary signs within publicly available lots.
●	Streamline and strategically locate necessary signs within public lots.
●	Standardize and clarify time restrictions and other regulatory messages within lots.
●	Introduce simple, clear signs within parking lots that identify where and when parking spaces are available. These should work in conjunction with the existing new wayfinding system.
●	With the implementation of the parking benefit district, include signs informing visitors that if they are fined, their funds will be reinvested in the downtown.
●	Investigate a program similar to Walk[Your City] to promote the walkability of downtown and encourage people be willing to park farther away from their destination.
●	Develop simple, clear pedestrian-scale signs to direct people from within public parking lots to key destinations and streets.
●	Develop consistent standards for private parking lot signs.

CASE STUDY: WALK[YOUR CITY]



Often times a downtown destination is a shorter walk than people perceive. One way to bridge mental barriers that deter people from walking is through signage and wayfinding. Walk[Your City] takes a unique approach to wayfinding. The company produces signs that direct people toward popular destinations, while promoting walkability and exercise. Conversational written messages identify how many minutes it will take to walk or bike from where the sign is, to the destination. A QR code can be scanned with a smart phone, and walking or biking directions will appear. Cities work with Walk[Your City] to design their own sign, which they can strategically hang around town to encourage people to walk or bike.

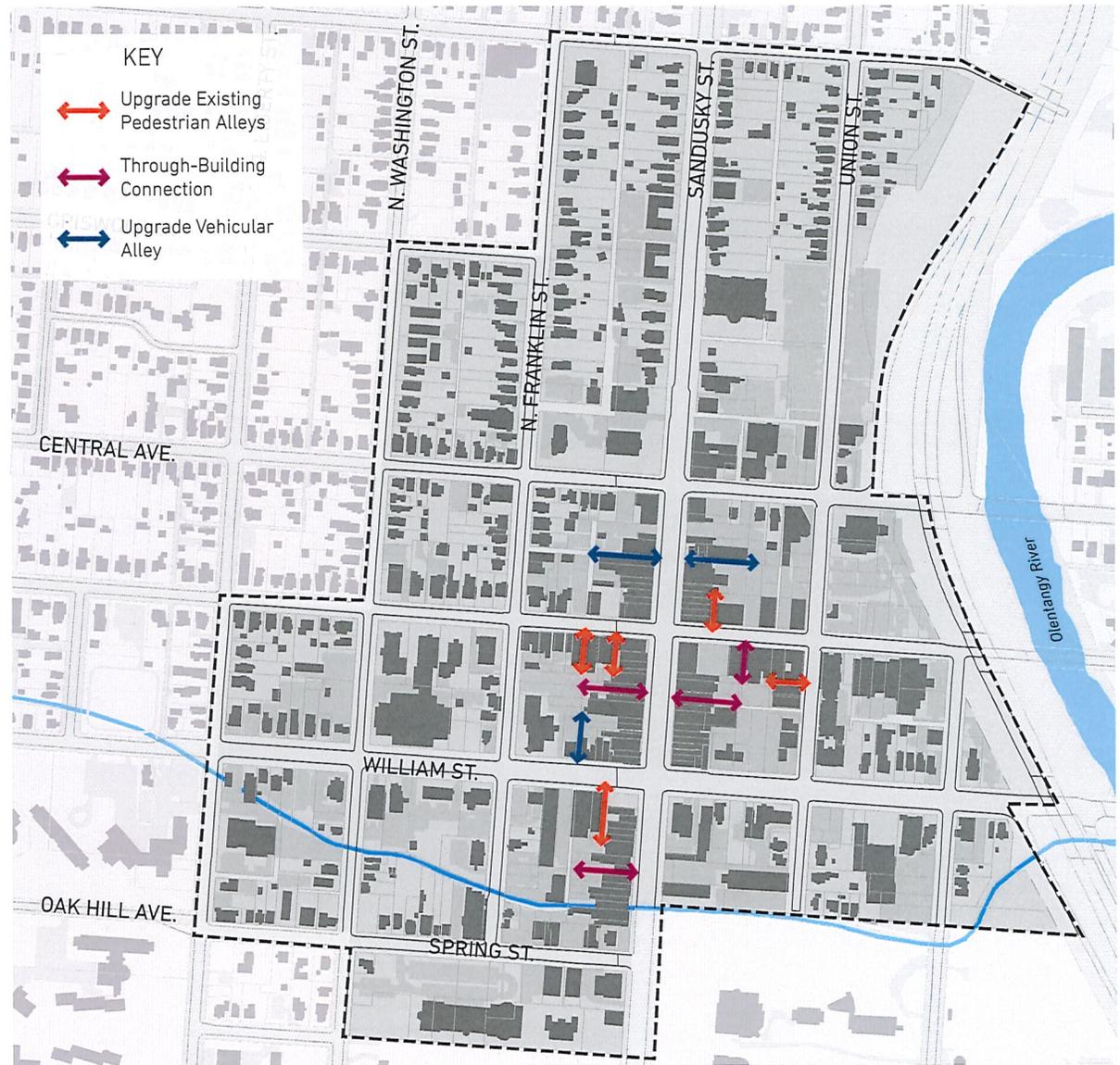
Pedestrian Experience

Planning for parking in Downtown Delaware includes planning for visitors once they park and become a pedestrian. It is important to provide an engaging experience and an intuitive path from the parking space to the destination. This will enhance a visitor's experience of visiting Downtown Delaware, and it will encourage people to walk farther from to their destination.

CREATING DIRECT CONNECTIONS BETWEEN PARKING AREAS AND STOREFRONTS

Connections between off-street parking areas and the storefronts should be strengthened. This is particularly true of the three primary public lots within the downtown core. This can be done in two ways, by creating new connections and by enhancing existing connections to become more inviting and pedestrian-friendly. The diagram to the right illustrates locations where these opportunities currently exist or could exist in the future.

The strong, historic character of Downtown Delaware means, particularly along Sandusky Street, that there are limited gaps or alley connections between the street and the parking behind the buildings. Some of the alleys are crowded with air conditioning units or other utilities. To create a direct connection between the parking areas and the storefronts, it may be necessary to go through an existing building. This could be done by creating an arcade-style open connection. Visitors would be able to walk through the building to get between the parking lot and the street. This would create an easily identifiable public connection in Downtown, while still preserving the urban fabric.



The implementation of this type of connection is a long-term objective. It would require the strategic acquisition of property and the renovation of a building to create an open walk-through. With this concept, it is important that the building's facades remain intact in order to preserve the character of the block. Potential locations for this type of connections include storefront spaces with awkward or difficult to lease configurations.

Within the existing alleyways that connect the parking areas to the streets, there is an opportunity to enhance the corridor and help draw people through to the street. Introducing planters, landscaping, lighting, outdoor dining, unique pavement material, and other design elements will transform the existing alleys, making them unique and inviting spaces.

Already efforts similar to this are underway. Main Street Delaware has plans to improve Shortcut Alley, which connects the Franklin Street lot and Winter Street, with similar design elements.

Finally, there are several existing vehicular connections that exist between parking areas behind buildings and storefronts on Sandusky Street. Improvements should be made to these corridors to create more pedestrian-friendly conditions. This will allow the connection to serve both motorists and pedestrians. Improvements could include public art such as murals, adequate sidewalks, lighting, landscaping, etc.



Aesthetic Improvements Can Create an Inviting Connection

CREATING ENGAGING STREETSAPES TO STRENGTHEN CONNECTIONS

Providing an engaging streetscape enhances the pedestrian experience and encourages visitors to walk farther from their parking space to the downtown core. Encouraging this behavior is one of the most effective ways to address the perceived parking shortage in Downtown Delaware.

The occupancy analysis identified that streets with an inviting and engaging streetscape, such as Winter Street, have higher occupancy rates farther from the downtown core. Streets with less engaging and active streetscapes had lower occupancy rates closer to the downtown core.

CASE STUDY: NORTHVILLE, MI



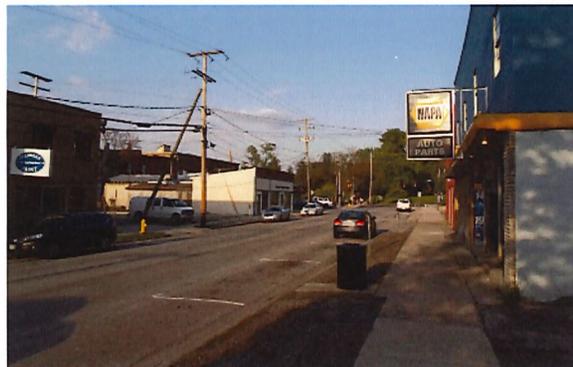
As part of its strategic plan, the City of Northville, Michigan identified the need to create a direct pedestrian connection between its parking and its downtown storefronts. Working with Comerica Bank, the City identified a location for a pass-through within an existing building. Through a Steering Committee-led design process, a concept was created for a two-story, arcade-style connection with a plaza located between the rear parking lot and the back of the entrance. The connection cost the City \$750,000. \$125,000 of which was pledged by the Northville Area Development Corporation. The remaining costs were funded through the Downtown Development Authority.

Recommendations

The images below provide an example of this. Both images were taken on a Saturday evening around the same time, and both locations are approximately a block away from the two busiest blocks within the downtown core - Sandusky Street between Winter and William streets. The streetscape in the top image, Winter Street, includes street trees, tree lawns, and historic homes. The streetscape in the lower image, Spring Street, is less activated, has no street trees, and a small tree lawn, if any.



Winter Street - Saturday Evening



Spring Street - Saturday Evening

In general, the Spring Street corridor is underutilized. While the streetscape was one component of this, another is the low-activity of the area, which has few businesses, less urban fabric, less nighttime activity, etc. Revitalization of this area, along with an improved streetscape as part of a redevelopment project, will help activate this area.

Implementing streetscape improvements along underutilized corridors may encourage people to park in these areas. Introducing tree lawns, street trees, lighting, signage, and adequate sidewalks will make downtown visitors feel more comfortable parking in these locations, and will create a stronger connection between the bustling activity of Sandusky Street within the core and these periphery areas. Specifically, streetscape improvements should be considered for:



Sandusky Street, North of Central Avenue - Saturday Evening

- > Union Street north of Central Avenue
- > Sandusky Street north of Central Avenue
- > Spring Street west of Sandusky Street
- > William Street west of Franklin Street and east of Union Street

IMPROVING CROSSING CONDITIONS WITHIN THE DOWNTOWN CORE

Intersection crossings at streets with heavy traffic or long delays can serve as a mental barrier to downtown visitors. The key findings identified that areas where parking is underutilized after correlate to intersections with inconvenient pedestrian crossings. Making these crossings as easy as possible is important to the pedestrian circulation in Downtown Delaware.

The two main intersections within the downtown core are Sandusky Street at William Street, and Sandusky Street at Winter Street. These see high levels of vehicular and pedestrian traffic, and are located within the two busiest blocks of downtown. Currently, to cross at the Winter and Sandusky intersection, a pedestrian must push a button to activate the pedestrian crossing signal. At Winter and Sandusky, no button is needed to activate the signal, but there is a longer delay before the signal is activated. Improving crossings by implementing consistent pedestrian crossing facilities and reviewing pedestrian signal timing can improve pedestrian circulation within the core, and minimize the extent to which these intersections act as barriers.

Another potential intersection improvement would be the implementation of bumpouts at identified intersections. These curb extensions decrease the crossing distance for pedestrians, expand the pedestrian zone within the streetscape, and help buffer on-street parking spaces. Potential intersections that would benefit from bumpouts include:

- > William Street and Union Street
- > William Street and Sandusky Street
- > Winter Street and Union Street

Additional engineering studies will be needed to determine the feasibility and appropriate design of these improvements.

Identifying opportunities for mid-block crossings along Sandusky Street will also improve pedestrian connections within downtown. This could be accomplished by introducing a median along the corridor. The current width of Sandusky street accommodates five lanes of traffic at the intersections. Between the intersections, portions of the street are stripped off, where its not needed for turnlanes. Additional study should be conducted to understand if a narrow, landscaped median could be introduced in these mid-block areas. This would have several benefits, including:

- > Providing opportunities for mid-block crossings
- > Providing traffic calming effects
- > Enhancing the character of the corridor



Bumpouts also Provide Buffers for On-Street Parking



Bumpouts can Make Intersections Less of a Mental Barrier

RECOMMENDATIONS	
TIMEFRAME	PEDESTRIAN EXPERIENCE
●	Improve pedestrian connections from public parking lots to destinations. This includes physical improvements and beautification of existing pedestrian-ways and alleys.
●	Explore and identify opportunities to create more direct connections from rear parking lots to Sandusky Street.
●	Conduct a street lighting audit to identify needs for potential improvements to eliminate safety concerns with walking to more remote parking areas at night.
●	Enhance the streetscapes of streets on the periphery of the Downtown Core to create inviting pedestrian connections and encourage people to be willing to park a few blocks away from the core and walk.
●	Develop a community campaign to encourage downtown visitors to be willing to park farther.
●	Improve pedestrian experience and expectations at signalized intersections to minimize street crossing as a deterrent to park-once / park further behavior. This can be done through (1) implementing consistent pedestrian crossing facilities, (2) reviewing signal timing for pedestrian crossings, and (3) identifying opportunities for bumpouts.
●	As key tenant spaces become available on the market, the City should acquire secure a space to create a publicly accessible pedestrian pass-through.
●	Study the potential for a median and mid-block crossing along Sandusky Street, between turn lanes.

Meter Strategies

Parking meters are an essential tool to ensure turn-over within downtown areas. As technology continues to advance, so do the options for parking payment infrastructure such as meters. While the existing meters within the downtown core are functional, there is some community frustration that they only take coins. Moving forward, there are several opportunities to improve upon the existing meters, making them more user-friendly and beneficial to the downtown parking system.

UPGRADING EXISTING METERS

A short-term solution is to implement a program that allows existing meters to be paid for either with change or through a smartphone app. These types of programs do not require the replacement of the meters, but instead involve placing a sticker on the existing meter identifying the option to use the app as a payment method. Change can still be used at these meters.



Pay-by-Phone Options for Existing Meters

PARKING METERS VS PARKING KIOSKS

Eventually, the existing meters should be upgraded with either smart meters or parking kiosks. Smart meters are upgraded parking meters that take change as well as credit/debit cards, and may also provide the option to pay through a smart phone app. These generally cost between \$200-\$500 per meter.

The second potential option are parking kiosks, or pay stations. These machines replace the need for

individual meters by covering a designated area, generally six to twelve parking spaces. Users pay the kiosk by reporting either their license plate number or their parking space number, and then using cash or a credit/debit card. Depending on the model, the kiosk either prints a receipt that the customer will then place on their dash, or it will store the space number for parking enforcement. Kiosks range in level of sophistication and price, but generally these cost approximately \$10,000-\$12,000 per machine.

	SMART METERS	PARKING KIOSKS
COST*	Approximately \$200 - \$500 per meter	Approximately \$10-12,000 per kiosk
PAYMENT METHODS:	Change, Credit Cards, App	Change, Cash, Credit Cards, App
AREA COVERED:	1 Parking Space	Generally 6-12 Parking Spaces
REAL-TIME	Yes, with embedded roadway sensors.	Yes, kiosks provide detailed records that can be used to adjust pricing.
VARIABLE PRICING		Cities that installed parking kiosks saw an increase in parking revenue over conventional parking meters.
OPERATION / MAINTENANCE COSTS		Cities have found parking kiosks cost less to maintain because there are fewer devices per parking space.
USER-FRIENDLY	People are more familiar with parking meters.	
ORDER OF MAGNITUDE FOR SANDUSKY STREET (SPRING ST TO CENTRAL AVE)	\$16,000 - \$39,000	\$110,000 - \$132,000
ORDER OF MAGNITUDE FOR PRIME METERED ON-STREET SPACES AND KIOSKED OFF-STREET LOTS**	\$59,000 - \$147,000	\$30,000 - \$36,000

*SOURCE: Information from Technical Memorandum #5: Technology, for the Town of Concord - Nelson Nygaard

**Assumes conversion of existing on-street meters to smart meters, and installation of new smart meters on Sandusky, Winter, William, Union, and Franklin streets.

Both tools encourage turnover, however there are pros and cons to each. The smart meters require a smaller investment upfront for installation, however many cities found that the kiosks cost less over time to maintain. Both are capable of taking multiple methods of payment, making them more convenient than conventional meters. If the City were interested in adjusting pricing based on real time demand, it would be easier to adjust the price on the parking kiosks. Smart meters would require roadway sensors to be installed in the parking spaces to allow for this type of price-adjustment. The demand-based pricing can be accommodated by both smart meters and kiosks. Finally, most people are more familiar with traditional meters, making the smart meters generally more user-friendly.

Whether smart meters or kiosks are appropriate to install will depend on the location. In the public parking lots kiosks should be used to replace the existing meters. This would allow generally one to two kiosks per lot.

Along Sandusky Street, within the downtown core, smart meters or parking kiosks should be installed. Because there are pros and cons with each, a cost-benefit analysis should be conducted to determine which is appropriate for this corridor.

In terms of cost, installing parking kiosks would have a higher upfront cost. If kiosks are installed, there will need to be two per block (with the exception of the block on the southwest corner of William Street and Sandusky Street, which would only require one kiosk), in order to provide a customer-friendly experience, and

not require users walk half a block out of their way to pay for parking. This would cost between approximately \$110,000 - \$132,000. To install smart meters along the 78 on-street spaces in this section of Sandusky Street would cost between approximately \$16,000 - \$39,000.

Both options also require the addition of elements to the streetscape, which can impact the character of the corridor. If parking meters are used, it means one will have to be installed at each parking space. If parking kiosks are used, each parking space will need to be assigned a number, which will require a sign at each space. Two kiosk machines, one at either end of the block will also be needed, and kiosk sizes and space needs vary depending on the type used. It will be necessary to strategically locate this parking equipment in order to prevent cluttering of the streetscape.

Smart meters or kiosks should be implemented along the remaining streets within the downtown core as well. With the exception of Sandusky Street and Winter Street between Sandusky and Union streets, smart meters should be installed. This block of Winter Street however could support either smart meters or a kiosk on either side of the street.

Regardless of location, it is important that any kiosk that is installed allows the user to pay by entering the number assigned to their parking space. This is the most user-friendly model of kiosk, and does not require the person to walk back to their car after they pay. This model does require that each space be numbered, either by painting a number along the curb or installing signage with each parking space.

CASE STUDY: PARKMOBILE



The Parkmobile service provides one option for converting existing parking meters to smart meters. A parking sticker is placed on the meter indicating the zone in which a car is parked. Drivers can then pay the meter with change or with a credit card by downloading the Parkmobile app on their smart phone or by calling the number on the sticker. They will enter the zone they are parked in, along with their license plate number. Meter enforcement officials then check the license plate number of the car in the space in order to enforce who has paid and who has not. The app will notify drivers when they have 15 minutes left on their meter and, in permitted areas, drivers can add time through the app.

Meter Strategies

This plan recommends reassigning ten hour parking meters to three hours within the downtown core. When this occurs, the color of the meters should be changed from blue. Currently, the City has three colors of meters:

- > Red meters for fifteen minute parking spaces
- > Grey meters for three hour parking spaces
- > Blue meters for ten hour parking spaces

While this color-coded system helps to easily identify the time restriction for each spot, the use of blue meters could be confused for handicapped meters. The images to the right show an existing ten hour meter in Delaware and a typical ADA handicapped meter used in other communities. Visitors who are not familiar with Downtown Delaware may see the blue ten hour meters and assume they cannot park in that space because it is reserved as a handicapped space. The City should also implement ADA-height handicapped parking meters.

Finally, the existing parking meter rate of \$0.25 per hour should be re-evaluated. With the success of Downtown, and the fact that most of the metered spaces are located in prime, high-demand parking areas, this rate is lower than typical for vibrant urban areas. For example, Columbus, Toledo and Akron have a rate of \$1.00/hour. Cincinnati's rates vary, but range from \$0.75 per hour to \$2.00/hour. Athens has a rate of \$0.50 an hour.



Handicapped Meter - Columbus, Ohio



Ten Hour Meter - Delaware, Ohio

RECOMMENDATIONS	
TIMEFRAME	METER STRATEGIES
●	Phase in new parking meters that take credit cards as well as change, and allow users to pay by phone. These should be installed in spaces that are receiving new meters, and should also be phased in to replace existing older meters.
●	Install parking kiosks or smart meters throughout downtown, using a cost-benefit analysis to identify which option is appropriate along Sandusky Street, and Winter Street between Union and Sandusky Streets. Throughout the remainder of downtown, smart meters should be installed.
●	When parking meters are reassigned to three hours, change the color to prevent confusion with handicapped meters.
●	Implement a pay-by-phone program for existing and future parking meters. This program should allow existing meters to be paid for either with change or through the use of a smart phone app, and should be able to be applied to future meters or kiosks that may be installed.
●	Adjust pricing to more appropriate hourly rates for an active downtown.
●	Replace parking meters at handicapped spaces with ADA-height meters.

Core Parking Lots

The three primary public parking lots within the downtown core are surrounded by individual private lots, which can make it unclear where the public spaces end and the private ones begin. Therefore it will be important to work with these property owners to improve downtown parking.

Where possible, the City should work with property owners to negotiate shared public/private parking agreements. This should provide for consolidated maintenance and improvements in exchange for public use of private spaces. The particular details of which spaces and at what times private spaces could be used by the public will need to be negotiated on a case by case basis, but there would likely be a need to reserve some spaces for private use during business hours, or at all times. Consistent and coordinated signage will be necessary to avoid confusion and set expectations.

There are significant site complexities associated with each of the three public lots and adjacent private lots that will need to be considered when discussing consolidated maintenance and improvements. These include existing utilities and drainage issues, among others. Improvements to these lots will take significant coordination between public and private partners, however the completed improvements will improve the parking experience and efficiency of the system.

As opportunities arise, the City should strategically acquire privately owned surface parking lots for permanent public use. Where outright purchase by the City can be negotiated, these opportunities should be capitalized upon to ensure public control of prime parking areas.

Within the short-term, improvements can be made to strengthen the vehicular connections between lots by eliminating physical and visual barriers and securing cross-access easements. This will enhance the ability of visitors to find parking within the downtown.

A vehicular connection from the rear portion of the William Street lot through the PNC/Gazette building lot to Winter Street (in the location of the recent pedestrian connection improvement) would significantly improve circulation within this block. This portion of the William Street lot is currently difficult to access and physically removed from the larger public parking area accessed from William and Union Streets. This connection would also allow for more direct circulation between the Winter and William Street public lots.

Improvements to parking lots within the downtown core should include the incorporation of charging stations for electric cars, which are increasing in popularity. Currently, the City is investigating the potential of installing electric car chargers in the William Street lot.

Given the limited dimensions and elevation changes in the Winter Street lot, opportunities for improved circulation are limited. However, there is an opportunity to modestly increase capacity by restriping portions of the lot to create a small number of additional spaces in location where drivers already park illegally on a regular basis. A more significant opportunity to upgrade this lot would involve consolidation of the adjacent private parking areas and relocation of dumpsters (through negotiations with private



New Pedestrian Connection from Winter Street to William Street Lot

Recommendations

Core Parking Lots

property owners) to create a more cohesive parking lot, and thereby increasing available parking capacity. Similar opportunities exist in the William and Franklin Street lots. Aesthetic improvements in each of these lots, while not affecting parking supply, would contribute to the quality of the parking experience in these prime parking locations. Currently, pavement conditions are either of poor quality, or of inconsistent quality between public areas and adjacent private parking lots. The entry points to these lots are generally uninviting, and where pedestrian facilities exist within the lots, these are sometimes obstructed with utility infrastructure and do not provide consistent or accessible connections to surrounding streets.

Circulation in the Franklin Street lot is generally adequate, with direct connections to both William Street and Franklin Street. However, there may be a larger opportunity to improve overall circulation between Sandusky and the Franklin Street lot by converting the one-way portion of Franklin Street (north of Winter Street) to two-way travel. A traffic study would be necessary to determine the feasibility of a directional conversion, and the potential impact on existing on-street parking spaces along Franklin Street.

	RECOMMENDATIONS
TIMEFRAME	CORE PARKING LOTS
●	Improve vehicular connections between lots by eliminating physical and visual barriers and securing cross-access easements.
●	Create a vehicular connection from the William Street lot, through the PNC/Delaware Gazette lot, to Winter Street.
●	Increase capacity of the Winter Street lot by restriping portions of the lot to create a small number of additional spaces in location where drivers already park illegally on a regular basis.
●	Work with adjacent property owners to address pavement condition within the public lots and the adjacent private lots.
●	Improve the entrance points to the lots, providing aesthetic improvements to make them more inviting to pedestrians and motorists.
●	Improve pedestrian facilities in the lots, and in the entrances to the lots.
●	Building on the City's initiative, install additional charging stations for electric cars in the downtown core parking lots.
●	Upgrade the Winter Street, William Street, and Franklin Street lots by consolidating the adjacent private parking areas and relocating dumpsters (through negotiations with private property owners) to create a more cohesive parking lot, and thereby increasing available parking capacity.
●	Negotiate shared public/private parking agreements with property owners who control lots immediately adjacent to public lots.
●	Strategically acquire privately owned surface parking lots for permanent public use as opportunities arise. Where outright purchase by the City can be negotiated, these opportunities should be seized to ensure public control of prime parking areas.
●	Conduct a traffic study to understand the feasibility of improving overall circulation between Sandusky and the Franklin Street lot by converting the one-way portion of Franklin Street (north of Winter Street) to two-way travel.

Parking Structure

PARKING STRUCTURE

When asked in the parking survey how downtown parking could be improved, most people commented that more centralized parking, or more specifically a parking garage or deck, was needed. While it has been identified that there is not currently a shortage of parking spaces within downtown, redevelopment/reuse of the upper stories of businesses along Sandusky and the growing appeal of Downtown Delaware as a destination may necessitate the need for a parking structure in the future.

Because of downtown's historic character and urban fabric, the construction of a parking structure should be carefully studied and designed to fit it into available spaces. It should blend seamlessly into the streetscape, maintaining consistent front setbacks with adjacent buildings, providing an engaging facade, potentially with businesses located along the street frontage and parking behind. It should be of similar height to surrounding buildings. Its location should allow it to service multiple users within the downtown, as well as provide easy vehicular and pedestrian access into and out of the structure.

Additionally, there are several other significant considerations for a parking structure. First, depending on the location, it will need to be determined if a parking deck or a parking garage is appropriate. A deck is generally one story, with parking on the ground level and one additional level either above or below this. A parking garage is categorized as multiple levels of parking.

The cost to construct a structure also depends on whether it is a deck or a garage. Generally, as a rule-of-thumb, a conservative estimate for a parking garage is approximately \$20,000 per space in our region. Parking decks can cost between \$15,000 and \$18,000 per space. Specific costs will vary depending on the site and the efficiency of the structure size and layout.

A preliminary study identified several potential locations that could support a parking structure. Careful priority consideration was given to the existing parking lots to determine if a structure could fit where parking already exists within the downtown. With the exception of the William Street lot, which is discussed below, the dimensions of these lots would efficiently accommodate a



Example of a Parking Deck - Northville, MI

parking structure without removal of or significant impacts to existing adjacent buildings. With some exceptions, much of the building stock in Downtown Delaware has historic significance or desirable economic value that should be preserved. However, where existing buildings lack historic character and opportunities for acquisition and redevelopment arise, some locations afford an opportunity to develop structured parking in the future.

A prime, relatively centralized location for a parking structure is the Justice Center parking lot accessed from Winter and Union Streets. This location could support either a deck or a garage in a variety of sizes and configurations. Ideally, a structure at this location would incorporate the corner parcel at Winter and Union, requiring acquisition of the PNC Bank drive-through facility. However, an ATM could potentially be integrated into the ground level of the structure, while alternative sites exist in or near downtown for a relocated drive-through.

A modestly-sized structure oriented primarily along Winter Street, across from the library, could support 80 spaces per level. Assuming \$15,000 per space, a magnitude of cost for a parking deck on this site would be \$2.4 million and provide 160 parking spaces. A parking garage could also be supported on this site. Assuming a four story height, this would provide 320 parking spaces, and cost approximately \$6.4 million to construct. A larger footprint, incorporating the bulk of the Justice Center lot along Union Street as well, could yield approximately 125 spaces per level.

Parking Structure

At four stories in height, a 500 space garage could cost up to \$10 million to construct. Variations in structure size, construction methods, and level of architectural finish offer multiple options and a wide range of potential construction costs.

Second, the William Street lot combined with the BP site could support a parking deck or garage. This site is centrally located, within the downtown core, and a portion of it is already used for public parking. More detailed study would be needed to determine the best layout and circulation of the site and structure, but an initial analysis found that for a deck, this site could support approximately 150 spaces (75 spaces per level), with an order of magnitude cost of approximately \$2.25 million. A garage could also potentially fit on this site. Assuming the structure were four stories, it could supply approximately 300 spaces, and have an order of magnitude cost of approximately \$6 million.

The Winter Street lot is physically constrained in its current form and could not accommodate a parking structure on the existing footprint. However, grade changes on surrounding properties from Union Street, Sandusky Street and Central Avenue provide an opportunity to construct a parking deck. This would likely require acquisition and removal of single family structures along Central Avenue, and potential redevelopment at the corner of Sandusky and Union Streets. A multi-level deck could provide access to separated parking levels, accessed from each of the surrounding streets. Because of the character of the site, additional study will be

needed to determine the appropriate layout and configuration. However, an initial study found that a deck system on this site could potentially yield 150 spaces. The complexities of this site however, make it difficult to predict construction costs.

The potential for the largest structure could be in the Hayes lot. This site already includes parking, and the grade of the site could lend itself to a structure. With the new parking garage being constructed by the County, the Hayes lot may also have lower occupancy on a daily basis. Because the site is more removed from the downtown core than desired for a central garage, it may be more practical to construct a deck. Based on an initial analysis, a deck could essentially double the amount of parking currently available in the lot, and provide approximately 325 spaces. The order of magnitude cost for this would be approximately \$4.9 million. There is also the opportunity to combine a structure on this site with the implementation of the DATA downtown circulator concept described earlier in this report to better connect the site to the downtown core.

Finally, the South Sandusky block offers an opportunity for redevelopment, which could include a parking structure. Currently, the southern portion of the block, which fronts Spring Street, is underutilized, and there are significant portions of paved and unpaved parking within the block. Redevelopment of this portion of the block would allow parking in this location to better to serve the larger Downtown. If this area is redeveloped, a parking structure should be included if economically feasible. The size of the

structure would depend on the development and the uses being introduced. This could provide parking for not only the new development, but for the other blocks within the downtown core.

Another potential future redevelopment site could be the southeast corner of the Sandusky Street and Central Avenue intersection. Currently, this site is utilized by the Delaware Moose Lodge. However, while the majority of buildings along Sandusky street are historically and architecturally significant, this corner consists of mid-20th Century construction that does not significantly contribute to the urban fabric. Should this site be redeveloped in the future, a parking structure could be considered as part of the redevelopment effort.

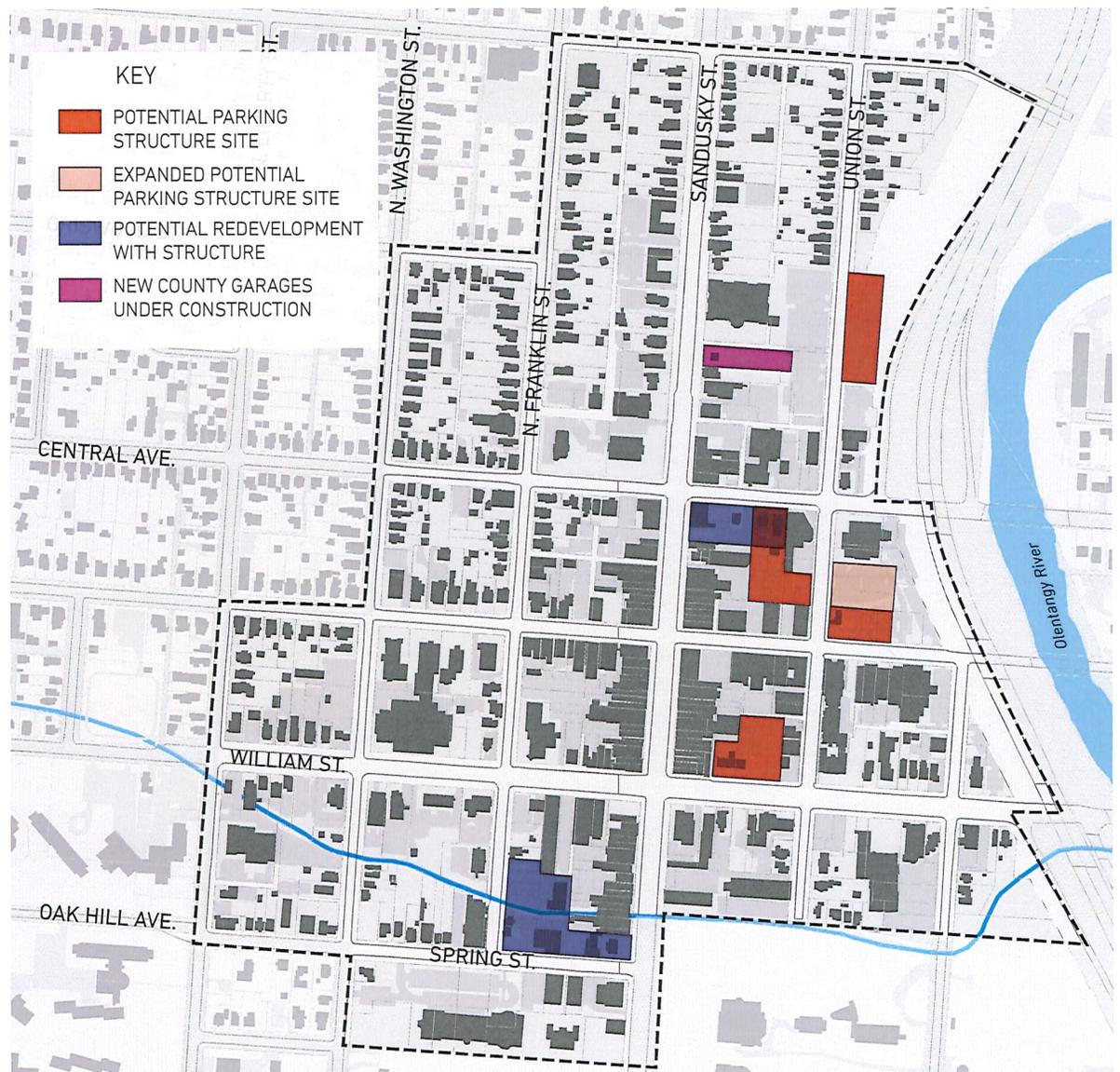
This study finds that there are broad set of initiatives that the City can undertake to improve the efficient use of the existing parking supply, and that development of a public parking structure should not be considered a near-term priority. However, the City should continually monitor the demand for parking downtown relative to additional redevelopment and reuse of existing buildings to understand the need for additional supply. As the City implements near-term recommendations, it can also advance discussions with property owners, the County, and potential development partners to secure a preferred site for a future structure and begin plans for implementation when the need arises.

Regardless of the location of the parking structure, opportunities for partnerships with the County should be pursued. Currently Delaware County is

constructing a new parking garage adjacent to its offices along North Sandusky Street. This will create approximately 155 new parking spaces. However for security reasons, these will only be accessible to County employees. Even with the new parking structure, the County could also benefit from additional parking for its visitors, jurors, and employees. Therefore there may be an opportunity to work with the County. This partnership would create new opportunities for locations, provide a partner to make the construction of the structure more financially feasible, and ensure the structure meets the needs of downtown visitors associated with the County. Development of a joint parking authority between the City and the County should be considered as part of a formal partnership.



BP Adjacent to William Street Lot - Friday Afternoon



Conclusions

NEXT STEPS

This Study addresses parking within Downtown Delaware in a comprehensive manner, proposing improvements to the system to make the parking experience as intuitive and easy as possible for visitors. This strategy will improve the efficiency of the existing parking supply, allowing it to better meet the needs of Downtown Delaware. Recognizing that downtown is continuing to grow in popularity, the plan also outlines long-term strategies to ensure sufficient supply as demand for parking increases.

Downtown Master Planning

Adequate and convenient parking is a critical factor to the vitality of any downtown. However, there are many other factors that are just as important to a downtown's success, such as historic preservation, economic development and business mix, housing options, architectural design, public art, parks and streetscapes, and myriad other considerations. This parking study provides a first step in considering how parking interacts with these factors in Downtown Delaware, primarily as it exists today. However, the study also recognizes that there are broader opportunities for growth and redevelopment in strategic locations. As noted in the previous section, the degree of potential growth will likely have a significant impact on parking demand, and could trigger the need for the development of structured parking. The amount, type, and likely timing of new development should be explored as part of comprehensive master planning effort for Downtown Delaware and its immediate

surrounding districts and neighborhoods. This effort should include an analysis of real estate market opportunities. This effort will shed additional light on near- and long-term parking needs and strategies to increase supply with new development and by forging economic development partnerships between the City, County, property owners and potential developers. A downtown master planning effort will also provide a coordinated vision for the City and property owners to guide the quality and design of public infrastructure improvements, private property investments, and new development opportunities.

Additional Financial Study

For some recommendations in this study, a detailed financial analysis will be needed to determine the most effective method of implementation. In particular, a cost-benefit analysis should be conducted to fully understand the cost of upgrading and installing new smart meters or kiosks in downtown, including the associated operational and enforcement personnel costs. It will be necessary for the City to directly engage prospective vendors of specific parking technology systems in order to arrive at a complete picture of implementation costs for decision-making purposes. Using the order of magnitude cost estimates provided in this report as a starting point, the City should issue an RFP for parking system vendors to provide detailed installation options and cost proposals.

Future Trends

As the role of automobiles in society continues to change, the City should continue to monitor the parking system to ensure it is meeting the needs of downtown visitors, residents, and employees. The impending emergence of autonomous and connected cars, for example, has the potential to greatly change how people travel to Downtown Delaware, and what the parking needs will be for cars once they have dropped someone off at their destination. Additionally, continued trends toward alternative and active transportation modes create opportunities for ride-sharing, walking, and bicycling to Downtown Delaware, helping to mitigate parking demands. Accommodating these changes within the parking system will continue to promote the vitality of downtown.

IMPLEMENTATION MATRIX

The recommendations from the Downtown Parking Study are consolidated into the following Implementation Matrix. The Matrix is organized chronologically, by the target timeframe for the implementation of each recommendation. The recommendations are also organized by topic within each timeframe. Leading entities are listed, indicating public agencies, non-profit organizations, and private sector actors that should advance the initiative. In order to effectively implement the recommendations, the City will need to prioritize next steps, and dedicate appropriate staff to these efforts.



Sandusky Street

Implementation

Implementation Matrix

SHORT-TERM RECOMMENDATIONS		
PARKING SYSTEM		LEADING ENTITIES
●	Re-introduce paid parking along Sandusky Street.	> City of Delaware
●	Implement a demand-based pricing program. "Prime" spaces with the highest demand should have the highest fees to encourage turnover. This includes the currently time limited but unmetered on-street spaces on Sandusky, Winter, and William Streets within the Downtown Core.	> City of Delaware
●	Within the downtown core, re-assign ten hour public lot and on-street meters to three hours or less.	> City of Delaware
●	Extend the hours time-restricted parking and parking meters are enforced in order to assist in the management of parking demand during peak evening times.	> City of Delaware
●	Relocate employee parking to the periphery of downtown, outside the core, by establishing agreements with property owners whose lots may be regularly available. This effort should be done in correlation with the reassignment of the ten-hour parking spaces to ensure employee parking is properly planned for. Additionally a public outreach effort should also be initiated to keep employees informed of where they can park.	> City of Delaware > Downtown Merchants and Business Owners > Private Lot Owners > Delaware County
●	Implement an updated employee permit parking that correlates with the relocation of employee parking.	> City of Delaware
●	Establish a joint or communal valet parking system to serve downtown/restaurants and take advantage of underutilized parking areas on the Downtown periphery. A prime location would be E. Winter Street at 1808/ Strand, using the Justice Center or Library lots for storage.	> City of Delaware > Downtown Merchants and Business Owners > Private Lot Owners > Delaware County
●	Formalize agreements between private property owners of lots which have been identified as often being used by the general public.	> City of Delaware > Private Lot Owners > Delaware County
●	Encourage visitors to take alternative modes of transportation to reach downtown, such as a DATA circulator, walking, or cycling.	> City of Delaware > Main Street Delaware
●	Study the opportunity to implement three hour parking along Sandusky Street, however the third hour should have a higher rate to encourage turnover.	> City of Delaware

●	Work with the Delaware Area Transit Authority (DATA) to understand the feasibility of developing a downtown circulating route that runs on regular, dependable timeframes. Implement test-runs during events such as First Friday.	> City of Delaware > DATA
PARKING POLICY		LEADING ENTITIES
●	Investigate a program similar to Walk[Your City] to promote the walkability of downtown and encourage people be willing to park farther away from their destination.	> City of Delaware
●	Evaluate the potential to establish a parking benefit district within Downtown Delaware. Publicize how revenue from parking will be reinvested within the downtown parking system.	> City of Delaware
●	Review the existing fine structure and explore the potential of implementing lower first-time fines, and increasing with the number of offenses.	> City of Delaware
●	Update the City's parking page to remove the outdated parking map, and to include parking-related information.	> City of Delaware
●	Implement a public information and education campaign to publicize parking improvement efforts, inform people of where and when they can park in certain areas, and encourage people to think about parking differently in Downtown.	> City of Delaware > Main Street Delaware
SIGNAGE & WAYFINDING		LEADING ENTITIES
●	Eliminate vague, confusing, conflicting and unnecessary signs within publicly available lots.	> City of Delaware > Private Lot Owners
●	Streamline and strategically locate necessary signs within public lots.	> City of Delaware > Private Lot Owners
●	Standardize and clarify time restrictions and other regulatory messages within lots.	> City of Delaware > Private Lot Owners
●	Introduce simple, clear signs within parking lots that identify where and when parking spaces are available. These should work in conjunction with the existing new wayfinding system.	> City of Delaware > Private Lot Owners
●	With the implementation of the parking benefit district, include signs informing visitors that if they are fined, their funds will be reinvested in the downtown.	> City of Delaware > Main Street Delaware

Implementation

Implementation Matrix

PEDESTRIAN EXPERIENCE		LEADING ENTITIES
●	Improve pedestrian connections from public parking lots to destinations. This includes physical improvements and beautification of existing pedestrian-ways and alleys.	<ul style="list-style-type: none"> > City of Delaware > Main Street Delaware > Private Property Owners
●	Explore and identify opportunities to create more direct connections from rear parking lots to Sandusky Street.	<ul style="list-style-type: none"> > City of Delaware > Main Street Delaware
●	Conduct a street lighting audit to identify needs for potential improvements to eliminate safety concerns with walking to more remote parking areas at night.	<ul style="list-style-type: none"> > City of Delaware
●	Enhance the streetscapes of streets on the periphery of the Downtown Core to create inviting pedestrian connections and encourage people to be willing to park a few blocks away from the core and walk.	<ul style="list-style-type: none"> > City of Delaware
●	Develop a community campaign to encourage downtown visitors to be willing to park farther.	<ul style="list-style-type: none"> > City of Delaware > Main Street Delaware
CORE PARKING LOTS		LEADING ENTITIES
●	Improve vehicular connections between lots by eliminating physical and visual barriers and securing cross-access easements.	<ul style="list-style-type: none"> > City of Delaware > Private Lot Owners
●	Create a vehicular connection from the William Street lot, through the PNC/Delaware Gazette lot, to Winter Street.	<ul style="list-style-type: none"> > City of Delaware > Private Lot Owners
●	Increase capacity of the Winter Street lot by restriping portions of the lot to create a small number of additional spaces in location where drivers already park illegally on a regular basis.	<ul style="list-style-type: none"> > City of Delaware
●	Work with adjacent property owners to address pavement condition within the public lots and the adjacent private lots.	<ul style="list-style-type: none"> > City of Delaware > Private Lot Owners
●	Improve the entrance points to the lots, providing aesthetic improvements to make them more inviting to pedestrians and motorists.	<ul style="list-style-type: none"> > City of Delaware > Private Lot Owners
●	Building on the City's initiative, install additional charging stations for electric cars in the downtown core parking lots.	<ul style="list-style-type: none"> > City of Delaware
TIMEFRAME	METER STRATEGIES	LEADING ENTITIES

●	Phase in new parking meters that take credit cards as well as change, and allow users to pay by phone. These should be installed in spaces that are receiving new meters, and should also be phased in to replace existing older meters.	> City of Delaware
●	Install parking kiosks or smart meters throughout downtown, using a cost-benefit analysis to identify which option is appropriate along Sandusky Street, and Winter Street between Union and Sandusky Streets. Throughout the remainder of downtown, smart meters should be installed.	> City of Delaware
●	When parking meters are reassigned to three hours, change the color to prevent confusion with handicapped meters.	> City of Delaware
●	Implement a pay-by-phone program for existing and future parking meters. This program should allow existing meters to be paid for either with change or through the use of a smart phone app, and should be able to be applied to future meters or kiosks that may be installed.	> City of Delaware
●	Adjust pricing to more appropriate hourly rates for an active downtown.	> City of Delaware
●	Replace parking meters at handicapped spaces with ADA-height meters.	> City of Delaware
MID-TERM RECOMMENDATIONS		
SIGNAGE & WAYFINDING		LEADING ENTITIES
●	Develop simple, clear pedestrian-scale signs to direct people from within public parking lots to key destinations and streets.	> City of Delaware
●	Develop consistent standards for private parking lot signs.	> City of Delaware
PEDESTRIAN EXPERIENCE		LEADING ENTITIES
●	Improve pedestrian experience and expectations at signalized intersections to minimize street crossing as a deterrent to park-once / park further behavior. This can be done through (1) implementing consistent pedestrian crossing facilities, (2) reviewing signal timing for pedestrian crossings, and (3) identifying opportunities for bumpouts.	> City of Delaware
CORE PARKING LOTS		LEADING ENTITIES
●	Upgrade the Winter Street, William Street, and Franklin Street lots by consolidating the adjacent private parking areas and relocating dumpsters (through negotiations with private property owners) to create a more cohesive parking lot, and thereby increasing available parking capacity.	> City of Delaware > Private Lot Owners

Implementation Matrix

●	Negotiate shared public/private parking agreements with property owners who control lots immediately adjacent to public lots.	<ul style="list-style-type: none"> > City of Delaware > Private Lot Owners
LONG-TERM RECOMMENDATIONS		
PEDESTRIAN EXPERIENCE		LEADING ENTITIES
●	As key tenant spaces become available on the market, the City should acquire secure a space to create a publicly accessible pedestrian pass-through.	<ul style="list-style-type: none"> > City of Delaware
●	Study the potential for a median and mid-block crossing along Sandusky Street, between turn lanes.	<ul style="list-style-type: none"> > City of Delaware
CORE PARKING LOTS		LEADING ENTITIES
●	Strategically acquire privately owned surface parking lots for permanent public use as opportunities arise. Where outright purchase by the City can be negotiated, these opportunities should be seized to ensure public control of prime parking areas.	<ul style="list-style-type: none"> > City of Delaware
●	Conduct a traffic study to understand the feasibility of improving overall circulation between Sandusky and the Franklin Street lot by converting the one-way portion of Franklin Street (north of Winter Street) to two-way travel.	<ul style="list-style-type: none"> > City of Delaware
GENERAL RECOMMENDATIONS		LEADING ENTITIES
●	Initiate a downtown master planning effort to continue to guide the growth and redevelopment of Downtown Delaware, and to identify new economic development opportunities.	<ul style="list-style-type: none"> > City of Delaware
●	Conduct the necessary financial studies to understand the cost of installing and maintaining new and upgraded smart meters and kiosks. This includes the costs of installation and maintenance for equipment, as well as personnel costs for extended enforcement hours.	<ul style="list-style-type: none"> > City of Delaware
●	The City should continue to monitor the parking system to ensure it is meeting the needs of downtown visitors, employees, and residents, and to allow it to adapt to the changing role of automobiles in society.	<ul style="list-style-type: none"> > City of Delaware
●	Continue to monitor the downtown parking demand and assess needs for a parking structure. Secure properties and form financial partnerships in preparation for future needs.	<ul style="list-style-type: none"> > City of Delaware > Delaware County > Private Property Owners



Downtown Delaware Parking Study

Short Term = Within one year
 Mid Term = Within three years
 Long Term = More than three years

The highlighted proposed enhancements will require a substantial amount of input from the downtown business and property owners as well as downtown customers and residents.

Implementation Matrix

SHORT TERM PARKING SYSTEM		
1	Develop timelines for the Mid and Long Term goals	Jackie Walker
2	Extend the hours of time-restricted parking (8am-8pm) and parking meters are enforced in order to assist in the management of parking demand during peak evening times. Update the Parking Enforcement Policy. Requires Additional Staff	Bruce Pijanowski
3	Implement a demand-based pricing program. "Prime" spaces with the highest demand should have the highest fees to encourage turnover.	Bruce Pijanowski MKSK
4	Within the downtown core, re-assign ten-hour public lot and on-street meters to three hours or less. No 10 hr. meters in Winter and Franklin St. lots; 10 hr. meters possibly on the outlying streets	Advocacy Group
5	Encourage visitors to take alternative modes of transportation to reach downtown, such as a DATA circulator, walking, or cycling.	Kelsey Scott

	SHORT TERM PARKING POLICY	
1	Implement a public information and education campaign to publicize parking improvement efforts, inform people of where and when they can park in certain areas, and encourage people to think about parking differently in Downtown.	Kelsey Scott
2	Review the existing fine structure and explore the potential of implementing lower first-time fines, and increasing with the number of offenses. Increase meter rates, increase overtime meter fines, decrease first time overtime free space fines.	Bruce Pijanowski
3	Update the City's parking page to remove the outdated parking map, and to include parking-related information.	Kelsey Scott
	SHORT TERM SIGNAGE & WAYFINDING	
1	Eliminate vague, confusing, conflicting and unnecessary signs within publicly available lots.	Dave Efland
2	Introduce simple, clear signs within parking lots that identify where and when parking spaces are available. These should work in conjunction with the existing new wayfinding system.	Dave Efland
3	Streamline and strategically locate necessary signs within public lots	Kelsey Scott Sean Hughes

SHORT TERM PEDESTRIAN EXPERIENCE		
1	Conduct a street lighting audit to identify needs for potential improvements to eliminate safety concerns with walking to more remote parking areas at night.	Bill Ferrigno Bruce Pijanowski
2	Develop a community campaign to encourage downtown visitors to be willing to park farther.	Kelsey Scott
SHORT TERM METER STRATEGIES		
1	When parking meters are reassigned to ten hours, change the color to prevent confusion with handicapped meters.	Bruce Pijanowski
2	Adjust pricing to more appropriate hourly rates for an active downtown.	Bruce Pijanowski
SHORT TERM GENERAL RECOMMENDATIONS		
1	Conduct the necessary financial studies to understand the cost of installing and maintaining new and upgraded smart meters and kiosks. This includes the costs of installation and maintenance for equipment, as well as personnel costs for extended enforcement hours.	Jackie Walker MKSK
MID TERM PARKING SYSTEM		
1	Relocate employee parking to the periphery of downtown, outside the core, by establishing agreements with property owners whose lots may be regularly available. This effort should be done in correlation with the reassignment of the ten-hour parking spaces to ensure employee parking is properly planned for. Additionally, a public outreach effort should also be initiated to keep employees informed of where they can park.	Advocacy Group

2	Implement an updated employee permit parking that correlates with the relocation of employee parking.	Advocacy Group
3	Consider establishing a joint or communal valet parking system to serve downtown/restaurants and take advantage of underutilized parking areas on the Downtown periphery. A prime location would be E. Winter Street at 1808/Strand, using the Justice Center or Library lots for storage.	Sean Hughes Main Street
4	Formalize agreements between private property owners of lots which have been identified as often being used by the general public.	Jackie Walker
5	Study the opportunity to implement three-hour parking along Sandusky Street, however the third hour should have a higher rate to encourage turnover.	Advocacy Group
6	Work with the Delaware Area Transit Authority (DATA) to understand the feasibility of developing a downtown circulating route that runs on regular, dependable timeframes. Implement test-runs during events such as First Friday.	DATA
MID TERM PARKING POLICY		
1	Investigate a program similar to Walk Delaware to promote the walkability of downtown and encourage people be willing to park farther away from their destination.	Kelsey Scott
MID TERM SIGNAGE & WAYFINDING		
1	Standardize and clarify time restrictions and other regulatory messages within private lots. Legislate required language for private lot signs	Dave Efland
2	Develop simple, clear pedestrian-scale signs to direct people from within public parking lots to key destinations and streets.	Dave Efland
3	Develop consistent standards for private parking lot signs.	Dave Efland

4	With the implementation of the parking benefit district, include signs informing visitors that if they are fined, their funds will be reinvested in the downtown.	Dave Efland
MID TERM CORE PARKING LOTS		
1	Increase capacity of the Winter Street lot by restriping portions of the lot to create a small number of additional spaces in location where drivers already park illegally on a regular basis.	Bill Ferrigno Jackie Walker
2	Work with adjacent property owners to address pavement condition within the public lots and the adjacent private lots.	Jackie Walker
3	Building on the City's initiative, install additional charging stations for electric cars in the downtown core parking lots.	Jackie Walker
MID TERM METER STRATEGIES		
1	Phase in new parking meters that take credit cards as well as change, and allow users to pay by phone.	Jackie Walker MKSK
MID TERM PEDESTRIAN EXPERIENCE		
1	Improve pedestrian experience and expectations at signalized intersections to minimize street crossing as a deterrent to park-once / park further behavior. This can be done through (1) implementing consistent pedestrian crossing facilities, (2) reviewing signal timing for pedestrian crossings, and (3) identifying opportunities for bump-outs	Bill Ferrigno
MID TERM CORE PARKING LOTS		
1	Upgrade the Winter Street, William Street, and Franklin Street lots by consolidating the adjacent private parking areas and relocating dumpsters (through negotiations with private property owners) to create a more cohesive parking lot, and thereby increasing available parking capacity.	Bill Ferrigno
2	Negotiate shared public/private parking agreements with property owners who control lots immediately adjacent to public lots.	Jackie Walker Advocacy Group

MID TERM GENERAL RECOMMENDATIONS		
1	Continue to monitor the downtown parking demand and assess needs for a parking structure. Secure properties and form financial partnerships in preparation for future needs.	Jackie Walker MKSK Sean Hughes
LONG TERM PEDESTRIAN EXPERIENCE		
1	Improve pedestrian connections from public parking lots to destinations. This includes physical improvements and beautification of existing pedestrian-ways and alleys.	
2	Explore and identify opportunities to create more direct connections from rear parking lots to Sandusky Street.	
3	Enhance the streetscapes of streets on the periphery of the Downtown Core to create inviting pedestrian connections and encourage people to be willing to park a few blocks away from the core and walk.	
4	As key tenant spaces become available on the market, the City should acquire secure a space to create a publicly accessible pedestrian pass-through.	
5	Study the potential for a median and mid-block crossing along Sandusky Street, between turn lanes.	
LONG TERM CORE PARKING LOTS		
1	Improve vehicular connections between lots by eliminating physical and visual barriers and securing cross-access easements.	
2	Create a vehicular connection from the William Street lot, through the PNC/Delaware Gazette lot, to Winter Street.	
3	Improve the entrance points to the lots, providing aesthetic improvements to make them more inviting to pedestrians and motorists.	

LONG TERM METER STRATEGIES	
1	Install parking kiosks or smart meters throughout downtown, using a cost-benefit analysis to identify which option is appropriate along Sandusky Street, and Winter Street between Union and Sandusky Streets. Throughout the remainder of downtown, smart meters should be installed.
2	Implement a pay-by-phone program for existing and future parking meters. This program should allow existing meters to be paid for either with change or through the use of a smart phone app, and should be able to be applied to future meters or kiosks that may be installed.
LONG TERM CORE PARKING LOTS	
1	Strategically acquire privately owned surface parking lots for permanent public use as opportunities arise. Where outright purchase by the City can be negotiated, these opportunities should be seized to ensure public control of prime parking areas
2	Conduct a traffic study to understand the feasibility of improving overall circulation between Sandusky and the Franklin Street lot by converting the one-way portion of Franklin Street (north of Winter Street) to two-way travel.
LONG TERM GENERAL RECOMMENDATIONS	
1	Initiate a downtown master planning effort to continue to guide the growth and redevelopment of Downtown Delaware, and to identify new economic development opportunities.
2	The City should continue to monitor the parking system to ensure it is meeting the needs of downtown visitors, employees, and residents, and to allow it to adapt to the changing role of automobiles in society.
3	Study the concept of paid parking on Sandusky Street. Including three hour parking with the third hour being a higher rate .