

# 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	
<b>1</b>	Develop timelines for the Mid and Long Term goals	<b>Jackie Walker</b>
<b>2</b>	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. <b>Requires Additional Staff</b>	<b>Bruce Pijanowski</b>
<b>3</b>	Implement a demand-based pricing program. "Prime" spaces with the highest demand should have the highest fees to encourage turnover.	<b>Bruce Pijanowski MKSK</b>
<b>4</b>	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	<b>Advocacy Group</b>
<b>5</b>	Encourage visitors to take alternative modes of transportation to reach downtown, such as a DATA circulator, walking, or cycling.	<b>Kelsey Scott</b>

	<b>SHORT TERM PARKING POLICY</b>	
<b>1</b>	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.	<b>Kelsey Scott</b>
<b>2</b>	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.	<b>Bruce Pijanowski</b>
<b>3</b>	Update the City's parking page to remove the outdated parking map, and to include parking-related information.	<b>Kelsey Scott</b>
	<b>SHORT TERM SIGNAGE &amp; WAYFINDING</b>	
<b>1</b>	Eliminate vague, confusing, conflicting and unnecessary signs within publicly available lots.	<b>Dave Efland</b>
<b>2</b>	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.	<b>Dave Efland</b>
<b>3</b>	Streamline and strategically locate necessary signs within public lots	<b>Kelsey Scott Sean Hughes</b>

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
<b>MID TERM PARKING POLICY</b>		
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
<b>MID TERM SIGNAGE &amp; WAYFINDING</b>		
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
<b>MID TERM CORE PARKING LOTS</b>		
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
<b>MID TERM METER STRATEGIES</b>		
1	Phase in new parking meters that take credit cards as well as change, and allow users to pay by phone.	Jackie Walker MKSK
<b>MID TERM PEDESTRIAN EXPERIENCE</b>		
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
<b>MID TERM CORE PARKING LOTS</b>		
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 .