

# PARKING IN THE UPPER MAIN STREET DISTRICT



Lafayette, Indiana

An Updated Perspective



**INTEGRITY**  
PARKING SYSTEMS

®

PREPARED BY:

**INTEGRITY PARKING SYSTEMS, LLC**

9828 E. Washington Street

Chagrin Falls, OH 44023

440.543.4123

[Integrityparking.com](http://Integrityparking.com)

# Parking in the Upper Main Street District

AN UPDATED PERSPECTIVE

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Cindy Murray, Secretary  
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John Christos, Member  
Mary Lundstrom, Member  
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**James V. LaRocco, Managing Partner**  
9828 East Washington Street  
Chagrin Falls, OH 44023  
440-543-4123  
[jimlarocco@integrityparking.com](mailto:jimlarocco@integrityparking.com)

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February 24, 2017

Mr. Dennis Carson, Director  
Economic Development Department  
City of Lafayette  
515 Columbia Street  
Lafayette, IN 47901

Dear Mr. Carson:

Integrity Parking Systems, LLC has completed its evaluation of the current parking environment within the Upper Main Street District. Our evaluation serves as a follow-up to the one performed in 2004-2005. This document contains the input of many stakeholders who live and/or work within the District as well as residents of the region who have a passion for the District. Also included are the findings of our measurements and observations of current parking conditions; an examination of comparable cities; a forecast of one possible future parking environment for the District; and recommendations to further enhance parking assets.

It has been our pleasure working with the City of Lafayette and its stakeholders in assisting efforts to continue the delivery of quality and efficient parking services. Do not hesitate to contact us if you have any questions regarding our evaluation and recommendations.

Sincerely,

James V. LaRocco  
Managing Partner

A handwritten signature in black ink, appearing to read 'CJ Cullen', with a stylized flourish at the end.

Charles J. Cullen  
Senior Associate – Parking Advisory Services

## SECTION 1// EXECUTIVE SUMMARY

The City of Lafayette is aware of the importance of parking to the Upper Main Street District's infrastructure. Having reliable knowledge of the existing parking environment allows the City to work more effectively with business owners/operators, residents, and developers. With that knowledge, the City also can more easily address the parking impact of future development proposals for the District.

From a parking perspective, the primary question for the Upper Main Street District is how to compete with the acres of perceived free parking that exists in business areas outside of the District. The basic answer is education/marketing of the facts. Parking is never "free" and often downtown parking is more convenient than at the mall, it's just that it is more difficult to see the destination from the available parking space.

This is not the first evaluation of parking within the Upper Main Street District. The City has hired other firms in the past to evaluate parking conditions and make recommendations. Due to the dynamic nature of business districts, it is useful to re-examine parking as conditions change over the years.

The City's parking operation (on-street and off-street combined) has generated net revenue in the past (2014). It did not generate net revenue in 2015 and is not expected to generate net revenue in 2016. Part of the reason is the current concrete work that has reduced the number of available revenue-generating spaces in the Garage and the outlay for capital improvements. Gross revenue for 2016 should total about \$359,000. That total includes garage revenue (\$237,000), fine income (\$120,000), as well as permit sales (estimated at about \$2,000). Expenses for operating costs are budgeted to slightly exceed that revenue total.

In order for the parking operation to enhance existing or add new services (more security, improved signage, longer staffing hours, etc.) it will be necessary for the system to generate additional net revenue. After considerable analysis, we created a fee-based, on-street program that we believe would best serve the City at this time. Using a set of assumptions outlined in this report, we estimate gross revenue of \$586,750 and operating expenses of \$273,200 resulting in net revenue of \$313,550 for the first 12 months of the fee-based program.

Of course, different scenarios can be created using different assumptions to generate more or less revenue. Our assumptions are based upon our measurements and observations of parking utilization in Downtown Lafayette and our experience with parking management. Simply put, based upon the existing supply and demand for on-street parking, the City is not realizing the full potential of its on-street parking asset. Imposing even a modest user fee for on-street parking can not only offset the cost of enforcement, but also provide revenue that can be used for other purposes or even shared with the Downtown communities. Such a fee-based program would help the City achieve several of its stated parking goals, including the one to "maximize on-street parking available to downtown visitors, shoppers, and service seekers."

Part of our evaluation included a review of comparable cities and how they address parking services. We looked at three models for comparison.

1. The top 12 cities within the State of Indiana in terms of population
2. Cities in the United States with populations between 70,000 and 72,000
3. Small cities (populations under 100,000) in the United States adjacent to a large four-year university

In total, we examined parking services in 27 different cities. All of them have some form of on-street parking even if it was informal with only a small area with time restrictions. Two of the cities did not provide any off-street parking, leaving that to private firms. Of the 27 cities that provided on-street parking, just over half (51.8%) charged for that service. Of the 25 cities that provided some off-street parking, 88% charged for that service. In summary, each city has addressed its parking issues over the years differently. Consequently, our position is that there is no one city that has the magic formula to solve all parking issues.

As part of this parking evaluation, we collected public input from several sources as described below:

- Discussed parking issues with members of the City Parking Commission, representatives of CityBus, an agent from the Regional Plan Commission, and City officials
- Held an open meeting with Upper Main Street District business owners/operators to listen to their suggestions regarding parking
- Conducted a public forum to capture additional input from citizens
- Posted an on-line survey to collect feedback from as many individuals as possible
  - The final survey question gave respondents an opportunity to provide written suggestions, comments, etc. A large number of respondents (130) took advantage of this question and submitted written comments which are included in Appendix 2.

The comments we received touched upon a wide range of parking topics – most related to the scope of this examination. The consulting team analyzed each of the comments to assist with their understanding of parking issues within the District and to gauge the public’s acceptance of potential solutions. Parking is often personal. One’s understanding of and solution to a parking “problem” is usually based upon the parking need(s) of the individual. The comments we received reflected that individual aspect of parking.

The following is a sampling of the on-line survey answers:

- The majority of the respondents (33%) arrive to park in the District after 6:00 PM. This is nearly twice the percentage reported in 2004.
- The highest percentage of respondents (37%) park between one and two hours.
- Nearly 65% of respondents are unlikely to use alternative transportation.
- Visiting a restaurant (79%) and shopping (54%) are the two most popular reasons listed for going to the Upper Main Street District.
- Eighty percent (80%) of respondents believe more parking is needed within the District.

Another important feature of our evaluation is the collection of parking data related to parking space inventory and utilization. Our inventory reflects 1,219 off-street parking spaces in the District. The 1,219 off-street spaces represent an increase of 64 spaces from the inventory taken in 2004. We also counted 380 on-street spaces. This number, which reflects current streetscape work, represents an increase of 42 on-street spaces since 2004. In summary, the current inventory of both on-street and off-street parking spaces has increased since 2004.

When we measured the number of on-street spaces being used on a typical weekday day, we found that no more than 55% were being used at any one time. This means that 45% of the on-street spaces in the Upper Main Street District were always available for customers during the daytime. We must conclude that reports indicating there is insufficient on-street parking in the Upper Main Street District during typical weekday daytime hours cannot be confirmed by any current or past examination of actual parking usage. In the evenings, however, it is a different story. Occupancy above 90% for on-street parking spaces was the norm.

We also observed parking in selected, privately owned off-street lots. During the daytime, the occupancy of these lots varied. Most had occupancy below 50% at all times except for the Wabash Valley Hospital Lot on Main Street. That lot did reach occupancy above the 50% level on a few afternoons.

In the evenings, only the Wabash Valley Hospital Lot offers paid parking (\$1.00). All other lots maintain their “private” status. Regardless, the lots close to Main Street are used by the public. The number of vehicles parking in these off-street facilities fluctuates with the activity level within the District. Normally, the Frontier Communications Lot has only a handful of vehicles in it at night. On an October night, when the Long Center had an event, the lot actually reached 100% capacity.

So, after examining the daytime and evening parking environments of the Upper Main Street District, the only deficit of parking discovered was on-street parking during most evening hours. Off-street parking in the one lot that authorizes evening parking for a fee and in the nearby Columbia Block Parking Facility where parking is free in the evening are available to accommodate those unable to locate on-street parking. Many people, however, choose to park in unauthorized off-street lots at their own risk.

Although the existing parking supply is adequate to meet most demand, the City must still consider the future. New development is certain to follow within the District and with that development, parking will be needed. The City can certainly encourage new development and re-development by increasing the supply of parking in and near the Upper Main Street District. Therefore, it is prudent for the City to explore and/or create opportunities to add more parking whenever circumstances present themselves. There are steps the City can take to further enhance the delivery of parking services now and better prepare for the future. We recommend the City:

- Improve enforcement signage (A signage review should be scheduled to replace missing letters, remove any barriers that hinder visibility, clarify conflicting signs, and post signs with symbols or language indicating the on-street parking boundaries.)
- Continue the streetscape program and even mark spaces on streets not part of the program

- Explore options for limited evening use of the City Hall Lot and City-owned lot across from the Long Center
- For any commercial loading zones not associated with an alley, limit their use for loading and unloading until 11:00 AM, then allow the spaces to be used for public parking subject to normal time restrictions
- Attempt to get owners of private lots, using incentives if necessary, to authorize their use in the evenings for public parking
- Increase promotion of City parking assets using some of the suggestions in the Recommendations Section of this report
- Ask some event venue operators to consider valet parking as an option for their customers
- Consider the use of a shuttle bus service from local shopping plazas to the Downtown when a large special event is scheduled
- Establish a fee-based, on-street parking program with enforcement until 8:00 PM
- Eliminate the "same block face" parking prohibition in areas with a fee-based, on-street parking program
- Seek opportunities to add to the parking supply (While new spaces are not immediately needed, additional parking will be required in the future to address the demand generated by new development. By providing additional parking ahead of the actual need, the City will foster the likelihood of new development sooner.)



FIGURE 2 - LONG CENTER FOR THE PERFORMING ARTS ON 6<sup>TH</sup> STREET

## SECTION 2 // STUDY BACKGROUND

“Sorry I’m late. I had to park around the corner.” This began the conversation between two women at a coffee shop on Main Street near 10<sup>th</sup> Street on a Friday morning in September 2016. About three hours later, another woman entered a gift shop on Main Street between 6<sup>th</sup> and 7<sup>th</sup> Streets. She was looking to pick up an item previously purchased. The proprietor gave her the item and then reminded her to be careful with the construction taking place on the street outside of the shop. “I hope they are doing something about the parking,” she replied upon exiting.

Each day, thousands of residents of the City of Lafayette and surrounding communities encounter parking somewhere in the City. For many of those people, that parking encounter occurs within the Upper Main Street District. For one person, that encounter is simply parking in an assigned area in a lot across the street from the investment firm where she works. For the store clerk, the parking encounter takes place in the Columbia Block Parking Facility located just outside of the District on 5<sup>th</sup> Street. For the university student who works part-time at a restaurant, the parking encounter is seeking an on-street space that will allow him enough time to work his schedule without getting a citation for overtime parking.

Parking is indeed interwoven into many aspects of our communities. Parking enables developers to build. Parking allows retailers and service providers to better welcome customers. Parking permits landlords to offer a premium amenity to renters. In short, parking empowers people to participate in our mobile society. As the author and essayist E. B. White wrote: “Everything in life is somewhere else, and you get there in a car.”<sup>1</sup>

### Purpose of This Parking Evaluation

The City of Lafayette continues to experience new vitality. The Downtown riverfront is undergoing major changes with the Marq development (mixed use including banking, retail, residential units, and parking), the Riverside Promenade, and renovations to the Myers pedestrian bridge. In the Upper Main Street District, a new restaurant recently opened that is attracting not only diners, but also interest in new development in the area. The former Journal & Courier building is being converted into mixed-use commercial and apartments. Each new development or re-development requires a consideration of its parking demand and how that demand will be met. “People don’t go downtown to park, but without parking, people don’t go downtown.”<sup>2</sup>

The City of Lafayette is aware of the importance of parking to the Upper Main Street District’s infrastructure. Having reliable knowledge of the existing parking environment allows the City to work more effectively with business owners/operators, residents, and developers. With that knowledge, the City also can more easily address the parking impact of future development proposals for the District.

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<sup>1</sup> E. B. White, “Fro-Joy” *One Man’s Meat* column, *Harper’s* (January 1940)

<sup>2</sup> Chuck Cullen, *Lessons From The Lot*, 2014, published by Lot Better Consulting and Wave Pool, p.29

The City engaged Integrity Parking Systems, LLC to provide it with the knowledge needed to address current parking concerns and prepare for the future. Specific tasks included:

- Taking an inventory of on-street and off-street parking within the Upper Main Street District
- Measuring the utilization of existing parking assets
- Exploring potential future supply and demand
- Gathering and examining input from stakeholders and the general public
- Researching how other comparable cities address the delivery of parking services
- Making recommendations to enhance the parking assets of the District
- Submitting a report to the City listing the observations, findings, and recommendations

## About Lafayette

Three hundred years ago (in 1717), Fort Quiatenon became the commercial center of the region. Since that time, the region has continued to experience growth. Today, the population of Tippecanoe County is estimated at 185,477 with 74,101 residing within the City of Lafayette itself<sup>3</sup>. Those residents represent 29,448 households and those households represent a minimum of 46,381 vehicles, nearly 1.6 vehicles per household.<sup>4</sup>

According to data collected by the U. S. Census Bureau<sup>5</sup>, only 7.9% of households in the City of Lafayette do not own a vehicle. That is slightly less than the national average of 9.1%. The table below shows the number of vehicles per household for both the City and the nation as a whole.

TABLE 1 - VEHICLE OWNERSHIP

Number of Vehicles in Household	Lafayette	National
0	7.9%	9.1%
1	42.3%	33.9%
2	34.2%	37.3%
3 or more	15.6%	19.7%

When those vehicles are used to commute to work, nearly three-fourths (74.2%) of the residents are the sole occupant which is slightly less than the national average (76.4%). The percentage of residents who carpool (14.1%), however, exceeds the national average of 9.4%. Table 2 on page 11 represents how people of the City and the nation commute.

<sup>3</sup> Greater Lafayette Commerce, "2015 Economic Trends Report"

<sup>4</sup> U. S. Census Bureau, 2014 American Community Survey – 1 year estimates

<sup>5</sup> Ibid.

TABLE 2 - COMMUTING DATA

How People Commute to Work	Lafayette	National
Drive alone	74.2%	76.4%
Carpool	14.1%	9.4%
Public transportation	5.0%	5.2%
Other means (bike, walk, work at home)	6.7%	9.0%

One reason that more people may not bike or walk could be the relative short commute time residents of Lafayette experience. It is far less than the national average as reflected below.

TABLE 3 - COMMUTING TIME

Commute Time to Work	Lafayette	National
Average commute time	14.1 minutes	24.4 minutes

The census data for Lafayette suggests that the City remains a strongly vehicle-oriented City like most of the country. This preference is helpful when considering parking options for the study area.



FIGURE 3 - MAIN STREET BUSINESSES

## Study Area Defined

The focus of our parking evaluation was on the Upper Main Street District. This area is defined as 6<sup>th</sup> Street on the west, 11<sup>th</sup> Street on the east, Alabama Street on the south and Ferry Street on the north. The District is shown in Figure 4.



FIGURE 4 - STUDY AREA

While we focused on the Upper Main Street District, we also looked at parking conditions in neighboring communities such as the Historic Centennial Neighborhood to the north and particularly the Downtown district to the west. The parking demand in these communities is sometimes impacted by activities in the Upper Main Street District and vice versa.

## About the Upper Main Street District

Sixth Street once served as the eastern boundary for the City of Lafayette. By 1840, the boundary was extended to 11<sup>th</sup> Street. This “upper” section of the City, centered on Main Street, soon became the commercial center for the City due to the presence of the railroad that once operated in the area. (The footprint of the now-abandoned railroad is still apparent when looking at aerial photographs of the District.)

The District is registered as a National Historic District and a Local Historic District. Many of the buildings were built between the late 1800s and mid-1900s, just prior to the emergence of the automobile as a common mode of transportation. Thus, automobile parking was not a consideration when the District was originally established.



FIGURE 5 - FORMER ENTERPRISE HOTEL BUILT IN 1875 - NOW APARTMENTS AT 1015 MAIN STREET.

After World War II, the automobile soon began its ascent to become the leading mode of transportation in the country. The family car provided a measure of mobility never before experienced. It was now possible to live away from a downtown and still work and shop there. With the daily influx of cars into the city, however, parking issues began to appear. Most cities reacted to the tide of automobiles by creating regulations and facilities to address those parking concerns.

By the start of the 1960s the use of the automobile for shopping was altered again by the interstate system. This system provided families the opportunity to seek goods and services away from the downtown and small community retailing centers. The land adjacent to highway interchanges quickly developed. Small strip malls suddenly appeared along with a collection of motels and fast-food options. Eventually, big-box retailers and malls began to cast their shadow upon the acres of blacktop dedicated to free parking.

The impact on business districts in and adjacent to downtowns across the nation was devastating. The Upper Main Street District was no exception. Still today, the District continues to be adversely impacted by the automobile in two ways. First, more people drive to the expanse that hugs I-65 to shop where they experience a sense of parking euphoria, namely acres of free parking. Secondly, many of those who do shop in the District must find a place to park.

Today, the Upper Main Street District strives to provide amenities that will attract people to the District. There are financial establishments, personal service businesses, unique restaurants, entertainment venues, places of worship, special events, and housing options. Moreover, the District has the potential to see even more development in the near future.

From a parking perspective, the primary question for the Upper Main Street District is how to compete with the acres of perceived free parking that exist in business areas outside of the District. The basic answer is education/marketing of the facts. Parking is never “free” and often downtown parking is more convenient than at the mall - it’s just that it is more difficult to see the destination from the available parking space downtown.

### **What Previous Studies Have Indicated**

This is not the first evaluation of parking within the Upper Main Street District. The City has hired other firms to evaluate parking conditions and make recommendations. Due to the dynamic nature of business districts, it is useful to re-examine parking as conditions change over the years.

In 1990, Walker Parking Consultants performed a survey of on-street parking occupancy. The study area included sections of the Upper Main Street District as well as part of the Downtown district. That report determined that occupancy was between 60% to 65% between the hours of 9:00 AM and 3:00 PM with a peak demand recorded at 2:00 PM.

In early 2005, The Consulting Engineers Group, Inc. (CEG) released a report from data the firm collected in the fall of 2004. That parking evaluation was focused on the Upper Main Street District. (It is interesting to note that one of the consultants who worked on that 2005 study is part of the consulting team conducting this 2016 parking evaluation for the same District.) The CEG report observed occupancy levels of 42% to 64% between the hours of 11:00 AM and 3:00 PM with a peak demand recorded at 1:00 PM.

The City’s Economic Development Department released the Main Street Corridor Parking Usage Survey in 2011 using data collected from December 2010 through June 2011. This parking examination looked at parking conditions in an area bordered by Ferry Street to the north, Columbia to the south, 4<sup>th</sup> Street on the west, and 11<sup>th</sup> Street on the east. It collected occupancy data from 354 on-street parking spaces on numerous occasions during the study period. Counts were taken every two hours. This survey concluded that on-street parking occupancy never exceeded 74.5% within the study area. More limited data was collected during weekday evenings and weekends. The report concluded that average weekend occupancy was similar to the average weekday afternoon, namely 54%. The highest occupancy level observed (85%) was observed on a weekend night.

After reviewing the occupancy percentages presented in these three studies conducted over a 25-year period, it is interesting to discover that at least 25% of the on-street spaces were available for parking on any weekday day.

Besides these parking studies, at least two other reports have been released in recent years that contain parking elements.

In 2007, HyettPalma released the [Lafayette Downtown Action Agenda Update – 2007](#). This document was a follow-up to a 2002 action plan. The 2007 update listed the following three steps to enhance parking:

1. Create angle parking on side streets to increase the on-street supply provided such parking is approved by a Traffic Engineer
2. Explore converting commercial loading zones and other no parking areas to parking spaces
3. Insure developers provide off-street garage parking for new development

The [Lafayette Placemaking Plan](#) was released in December 2014 by the Project for Public Spaces. It was the result of a community effort to create a more unified vision for the City. Some of the parking-related suggestions in the document were:

- Creating parklets (small park-like areas) out of existing on-street parking spaces for seasonal use by adjacent businesses
- Redeveloping the private lot on Main Street between 6<sup>th</sup> and 7<sup>th</sup> Streets (Wabash Valley Hospital Lot) to a mixed-use building
- Using the Library Lot for some outdoor events
- Repurposing the historic gas station parking lot at 6<sup>th</sup> and South Streets into a multifunctional public space

The parking-related steps listed in the HyettPalma report tended to create parking spaces. The Placemaking Plan document listed parking-related steps that would tend to reduce parking.

## Study Period

This parking evaluation commenced with a kick-off meeting with the City's project steering committee on August 16, 2016. Between that date and November 30, 2016, the consulting team made several multi-day trips to the City to observe parking conditions and meet with business owners/operators and the general public to discuss parking issues. An on-line survey was also available for anyone to offer their opinions and suggestions regarding parking in the Upper Main Street District.



FIGURE 6 - "OPEN" SIGN ON BUSINESS ON MAIN STREET

## SECTION 3 // DELIVERY OF PARKING SERVICES IN LAFAYETTE

The City of Lafayette, like most cities of its size, provides parking services to its residents and visitors. The parking program was once managed under the terms of a contract with a private company. Several years ago, the City brought the oversight of its parking operations under its direct control. This enabled the City to respond more quickly to changes in the Downtown and help ensure a more effective implementation of City parking policies.

The goals of the City's parking services are to<sup>6</sup>:

- *Employ the most understandable and least offensive parking management strategies that are, in so far as possible, fair, consistent, and equitable to all*
- *Maintain structurally sound, safe, clean, well-lit, well-landscaped and well-managed off-street parking facilities that professionally serve the public*
- *Maintain the maximum available safe, clean, well-lit, well-landscaped on-street parking to professionally serve the public*
- *Maximize off-street options for parking for downtown business and service owners and employees*
- *Maximize on-street parking available to downtown visitors, shoppers, and service seekers*
- *Preserve the most convenient and proximate parking spaces, both on-street and off-street, for short-term parking patrons, while encouraging long-term parking patrons to park in spaces less proximate to their destinations*
- *Promote Downtown parking as welcoming, friendly and gracious to all users, while encouraging and expecting observance of the City Code and all parking regulations*
- *Promote night-time, off-street parking for all downtown residents' vehicles to enable street cleaning, snow removal, and enhance safety*
- *Recognize that parking in the Downtown area is a business and a service of the city, and as such, must follow a business model that is financially self-sustaining and founded on economic principles to be less dependent on public taxes*

The City has a Parking Commission that has the authority to establish parking rules (time restrictions, hours of parking, etc.) and special parking zones (commercial loading, accessible, etc.).

The Commission is comprised of nine members but only five of them have voting rights. The five who have voting privileges include:

- One (1) from the Redevelopment Commission – appointed by the Mayor
- One (1) from the Board of Public Works and Safety – appointed by the Mayor
- One (1) from the Greater Lafayette Commerce – appointed by the Mayor
- Two (2) residents of the City – selected by the Mayor with the consent of the Common Council

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<sup>6</sup> City of Lafayette website for Parking and Traffic Services (<http://www.lafayette.in.gov/641/Parking-Traffic-Services>)

In addition, there are four non-voting members namely the:

- Chief of the Lafayette Police Department (or designee)
- Director of Economic Development (or designee)
- Member of the Lafayette Traffic Commission
- City of Lafayette Engineer (or designee)

The City's day-to-day parking functions are headed by a Parking Operations Manager who has a staff of one full-time and one-part time employee.

### Off-Street Parking

The off-street parking assets consist of a 405-space parking garage and four lots in the Downtown area. Only one of these lots (City Hall Lot at 6<sup>th</sup> and Columbia) is within the Upper Main Street District. The Columbia Block Parking Facility, however, at 18 N. 5<sup>th</sup> Street, is only one block from the District.

The garage offers both transient and monthly rates. The transient rates are in effect each weekday from 7:00 AM to 6:00 PM. Those rates are:

- \$1.50 for the first two hours
- \$3.00 for three hours
- \$1.00 each additional hour
- \$11.00 as the daily maximum fee

There is no charge for parking in the evenings after 6:00 PM and on weekends and holidays. The Garage recently commenced a "no cash" policy for its transient customers.

For the first seven months of 2016, the garage averaged \$2,577 in transient revenue each month. That translates to about \$117 per weekday.

Monthly rates are:

- \$95.00 - \$125.00 for a reserved space
- \$63.00 for an unreserved space
- \$40.00 for residents

For the first seven months of 2016, the garage averaged \$17,194 in monthly parking revenue.

### On-Street Parking

The City provides designated sections of public streets for parking throughout its Downtown including the Upper Main Street District. An estimated 1,200 on-street spaces are currently available. An exact number of parking spaces cannot be determined since most parking sections of streets do not have marked stalls. These sections are assigned a maximum duration for parking to allow more customers to patronize businesses in the area. Signage is posted in most sections to inform customers of the parking

duration. Most on-street parking is limited to two or three hours. Under the existing parking regulation (7.06.230 B) the time limitation not only applies to a vehicle parked in the same space but also along the same block face. The practice of painting curbs to supplement the posted signs is not an active program. Most curb paintings are too faded to be effective or enforceable. The City is in the process of clearly designating its on-street parking stalls. This program is a significant enhancement to the on-street parking program.

Besides parking, the City also designates areas for selected purposes. Accessible on-street parking provides aid to those with mobility impairments. Bus zones create a safer area for pedestrians using this transportation mode. Commercial or truck loading zones provide essential on-street areas for loading and unloading goods and supplies.

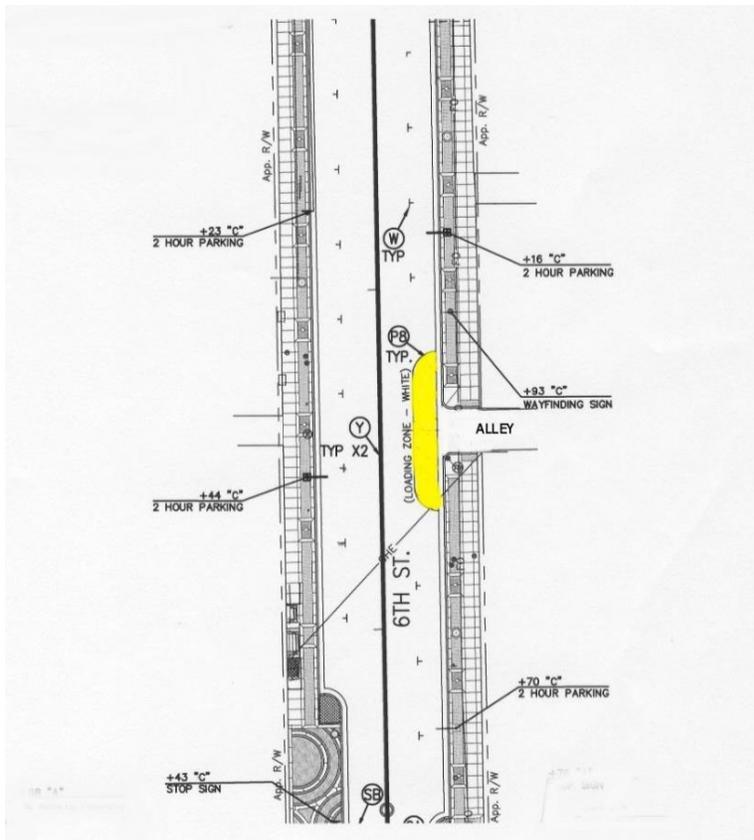


FIGURE 7 - DRAWING OF NEW COMMERCIAL LOADING ZONE AT ALLEY ENTRANCE ON 6<sup>TH</sup> STREET

Within the Upper Main Street District, we counted 380 on-street parking spaces. That total includes six 20-minute spaces, 300 two-hour spaces, 68 three-hour spaces, and six accessible spaces. In addition, at the conclusion of the current phase of the streetscape improvement project, there will be seven commercial loading zones in the Upper Main Street District. Several of the new commercial loading zones will utilize the entrances/exits of existing alleys. Normally, on-street parking would be restricted near these entrances/exits to allow sufficient room for vehicles turning into and out of the alleys. By utilizing these areas for commercial loading zones, there will be minimal impact on the on-street parking available to the public.

Commercial loading zones typically are 40 to 50 feet in length, at least the length of two automobile parking spaces. So, for each of the alley-located commercial loading zones, if they are relocated onto the section of a street used for parking by automobiles, two to three parking spaces would be eliminated.

With the exception of special on-street parking permits, the City no longer charges for on-street parking. The paid on-street program was eliminated many years ago. The City does offer parking permits to provide unlimited on-street parking for specific types of businesses when performing their work. The businesses include in-home health care providers, construction contractors, and repair/maintenance contractors. All other vehicles are subject to posted time restrictions.

Those who violate the time limits, and other parking regulations, are subject to citation. The City employs a mobile enforcement vehicle that utilizes an electronic chalking system. Previously, to determine a time violation, a parked vehicle would have one tire and the adjacent curb marked with chalk. This would provide evidence that the same vehicle was parked at the same location beyond the time limit. Now, the enforcement vehicle captures the time, location, and license plate number of each parked car. Should the enforcement vehicle observe the same parked car at the same space or along the same block face for more than the time limit, it alerts the enforcement person and a citation then can be issued.

For the first seven months of 2016, a total of 3,103 citations were issued. During the same period, the City collected \$72,260 in citation income. The City may realize approximately \$120,000 in citation income during 2016. (A few hours to the north in Chicago, citation income will likely reach \$175.0M to \$185.0M for the same year.)

Of the total number of citations issued, most were issued for parking in excess of the time limit. The following table shows the most-issued citations.

TABLE 4 - CITATION ISSUANCE DATA

Violation Type	Percentage of All Citations Issued
Parking in excess of time	71%
Parking in violation of posted sign	19%
Blocking handicap	4%
Other	6%

Not surprisingly, most citations were issued on Main Street. The streets with the highest concentration of citations issued are shown in the following table:

TABLE 5 - CITATION LOCATIONS

Street	Percentage of All Citations Issued
Main	23.27%
N. 3 <sup>rd</sup>	11.39%
N. 5 <sup>th</sup>	10.99%
N. 2 <sup>nd</sup>	9.27%
N. 4 <sup>th</sup>	8.73%

The street with the fewest citations issued was S. 7<sup>th</sup> Street.

## Financial Overview of the City's Parking Services

The City's parking operation (on-street and off-street combined) has generated net revenue in the past (2014). It did not generate net revenue in 2015 and is not expected to generate net revenue in 2016. Part of the reason is due to the current concrete work that has reduced the number of available revenue-generating spaces in the Garage and the outlay for capital improvements. Gross revenue for 2016 should total about \$359,000. That total includes garage revenue (\$237,000), fine income (\$120,000), as well as permit sales (estimated at about \$2,000). Expenses for operating costs are budgeted to slightly exceed that revenue total.

In order for the parking operation to enhance existing or add new services (more security, improved signage, longer staffing hours, etc.) it will be necessary for the system to generate additional net revenue. The completion of the renovations will provide opportunities to increase the number of customers. New revenue control equipment recently installed should reduce some expenses associated with revenue collection and processing. Additional marketing of the Garage to nearby businesses (Holiday Inn, Matchbox, etc.) may also improve the bottom line. The facility is currently underutilized and it has no waiting list for monthly parking permits. Consequently, rate adjustments to increase revenue may not be appropriate at this time for the Garage. Nevertheless, one of the goals of the City's parking operation is to "follow a business model that is financially self-sustaining and founded on economic principles to be less dependent on public taxes." Charging for the City's most valuable parking asset, its on-street parking spaces, may be a viable option to meet that goal.

## On-Street Paid Parking Option

A fee-based, on-street parking program would generate revenue to help offset the cost of enforcement. Such a program, however, would need to include more than just the Upper Main Street District. As will be shown in more detail later, there are simply too many unoccupied spaces during weekday daytime in the District to generate sufficient revenue. Besides, if only the Upper Main Street District had paid on-street parking, it would be viewed as a hardship on the businesses in that District.

How much revenue would such a program produce? It depends on a number of factors such as the number of spaces metered; the rates charged; the days and hours of paid parking; the cost to operate such a program; etc.

After considerable analysis, we created a fee-based, on-street program that we believe would best serve the City at this time. The proposed program is based upon the following:

- Create a paid on-street zone referred to as the Main Street Spine that includes Main Street from 2<sup>nd</sup> to 11<sup>th</sup> Streets as well as all streets that intersect with Main Street for one block in either direction as shown in Figure 8 on page 21 (That zone has 450 on-street spaces.)
- Utilize multi-space meters (1 for every 9 spaces) to collect fees (Customers will enter their license plate number and payment (coins or credit card) for the time desired.)
- Charge for on-street parking from 8:00 AM to 8:00 PM Monday through Friday (For daytime weekday hours (8:00 AM to 5:00 PM) the proposed fee would be \$1.00 per hour with the first 30 minutes free. The evening (5:00 PM to 8:00 PM) fee also would be \$1.00 each hour but without any free period.)

- Estimate 840 paying vehicles for a typical weekday daytime and 450 paying each evening with each vehicle staying for different durations

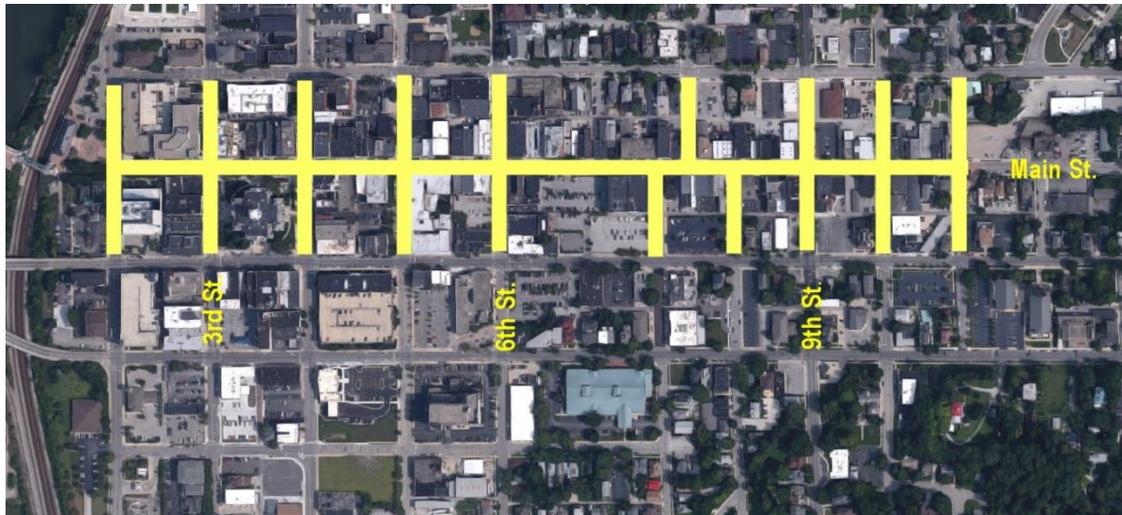


FIGURE 8 - PROPOSED MAIN STREET SPINE ZONE

Using these assumptions, over the course of a year, we estimate gross revenue of \$586,750 and operating expenses of \$273,200 resulting in net revenue of \$313,550.

Details of our analysis are presented in Appendix 1 of the report.

Of course, different scenarios can be created using different assumptions to generate more or less revenue. Our assumptions are based upon our measurements and observations of parking utilization in Downtown Lafayette and our experience with parking management. Simply put, based upon the existing supply and demand for on-street parking, the City is not realizing the full potential of its on-street parking asset. Imposing even a modest user fee for on-street parking can not only offset the cost of enforcement, but also provide revenue that can be used for other purposes or even shared with the Downtown communities. Such a fee-based program would help the City achieve several of its stated parking goals, such as “maximize on-street parking available to downtown visitors, shoppers, and service seekers.”



FIGURE 9 - COLUMBIA BLOCK PARKING FACILITY  
ON 5<sup>TH</sup> STREET

## SECTION 4 // DELIVERY OF PARKING SERVICES IN OTHER CITIES

We have examined how the City of Lafayette provides its parking services. We will now explore how other cities provide similar services. It is important, however, to remember that each city has its own unique history, its particular parking challenges, its own political atmosphere, its specific goals, and its individual approach to managing its parking assets. Trying to imitate another city's parking program without considering the unique attributes of one's city is not always the best avenue to follow.

The City of West Lafayette, for instance, has a broader neighborhood parking permit program and provides some one-hour parking in its downtown. In addition, it enforces on-street spaces until 7:00 PM. For parking purposes, however, the City of West Lafayette is not a good comparison to the City of Lafayette. Neither is the City of Greenfield, Massachusetts that conducts an annual lottery to determine who receives guaranteed parking in its downtown facilities.

For this evaluation, we looked at the following three models for comparison:

1. The top 12 cities within the State of Indiana in terms of population
2. Cities in the United States with populations between 70,000 and 72,000
3. Small cities (populations under 100,000) in the United States adjacent to a large four-year university

### State of Indiana Cities

The City of Lafayette has a population of about 70,300<sup>7</sup>. That ranks 10<sup>th</sup> in the State. The city with the largest population is the capital, **Indianapolis**. Several years ago, that city actually leased its on-street parking assets to a private entity. The company now provides all equipment, maintenance, repair, revenue collection, and enforcement of the on-street spaces. The company retains all revenue and pays all expenses. The lease is for 50 years. In return, the city received an up-front payment of \$20.0M and a yearly payment that increases over the years. The on-street spaces are enforced from 7:00 AM until 9:00 PM in the Central Business District.

**Fort Wayne** promotes its parking services (public and private) through its Downtown Improvement District. On-street parking is \$0.50 per hour during the daytime and free on evenings and weekends. The spaces have 15-minutes, one-hour, or two-hour limits. The downtown area has at least 22 off-street parking facilities, mostly lots. The typical daily maximum parking fee is \$7.00 to \$8.00. Flat rates that average \$2.00 are imposed during nights and weekends.

The City of **Evansville** provides free off-street parking in four different lots. A fee is charged for parking in one high-demand lot using single-space meters. For on-street parking the City does not charge but does limit the duration to one or two hours.

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<sup>7</sup> U.S. Census Bureau, 2013 Ranking of U.S. Cities



FIGURE 10 - SOUTH BEND PUBLIC PARKING GARAGE

In **South Bend**, the City just approved rate changes for its off-street garages. The new maximum daily rate will be \$10.00 instead of the current fee of \$5.00. Monthly parking will also increase by \$10.00 to \$55.00. A reserved space will become \$90.00 per month.

To assist part-time workers, they offer a partial monthly rate that provides for 25 hours of parking for \$35.00. There is no fee for on-street parking. The City intends to convert its one-hour on-street spaces to two-hour spaces in the near future.

The City of **Carmel** provides free on-street parking. Spaces have posted duration limitation up to three hours. Most off-street facilities also provide parking at no direct cost to the customer.

**Fishers**, Indiana, is primarily a residential community with no traditional downtown. It has no formal parking program.

Downtown **Bloomington** offers on-street parking for \$0.25 per 15 minutes. The single-space smart meters accept coins, credit cards, or pay-by-cell (mobile app). The meters are enforced Monday through Saturday from 9:00 AM to 9:00 PM. The City also provides parking in three garages and five lots. The garages do not charge for the first three hours. After that duration, the rate is \$0.50 per hour. The rate on the lots vary from \$0.50 per hours to \$1.00 per hour. Free evening and weekend parking is provided in one garage and on two lots. The City also offers a residential parking permit program.

**Hammond**, Indiana, once had a prosperous downtown area but it has experienced significant loss of retailing activity since the 1960s. It presently serves primarily as a suburb of Chicago. The downtown has no formal parking program but does have posted time limits for on-street parking.

Likewise, **Gary**, Indiana, currently has about one-third of its housing units unoccupied. The population has declined by 55% since the 1960s. Like its adjacent neighbor, Hammond, it currently has no formal parking program.

Ranked just below Lafayette in terms of population, the City of **Muncie** provides free two-hour parking on its downtown streets. Free two-hour parking is also available on some municipal lots.

Ranked twelfth in population, the City of **Terre Haute** offers free on-street parking but with time restrictions, usually two-hours. Private off-street lots and a garage are available. Rates range from \$1.00 to \$2.00 per hour with daily maximums of \$6.00 to \$14.00.

### United States Cities

We next examined U.S. cities with estimated populations between 70,000 and 72,000. The Census Bureau data lists 18 cities within that population range. (This list shows the City of Lafayette at 71,111.) We elected to exclude some of the cities, like Lynwood, California, because they are primarily “bedroom communities” that have no traditional downtown and no formal parking program. We focused on small cities with an active downtown.

**Muncie, Indiana**, (70,087) was already previously listed so we will not repeat its parking services.

**Flagstaff, Arizona**, (70,320) has time restrictions on its free on-street parking. The City experienced some concerns about a lack of parking and a study recommended implementing a paid on-street parking program to help finance new parking in the downtown.

**Passaic, New Jersey**, (71,085) currently charges \$0.25 for 20 minutes. The program is managed by its Parking Authority. The on-street parking fee generates \$480,000 annually and another \$590,000 is generated by parking fines. A yearly permit for on-street parking is available for teachers, merchants, and veterans.

A Parking Authority is also used in **Bismarck, North Dakota**, (71,167) to manage its three lots and three garages. The standard rate of \$1.00 per hour is charged with a \$6.00 maximum. Monthly rates range from \$32.00 to \$67.00. Limited free on-street parking is also available with most spaces providing only 90 minutes of parking.

The City of **Missoula, Montana**, (71,022) has a Parking Commission. The Commission selects a Director who oversees the delivery of parking services. On-street parking has no time restriction. One may park throughout the day as long as one is willing to pay the progressive fee. That fee starts at \$0.50 for the first 30 minutes and increases until the daily maximum of \$18.50 is reached. Off-street parking is provided in three surface lots and two garages. Both charge \$1.00 per hour for parking but the garages offer the first hour at no cost.



FIGURE 11 - PARK PLACE GARAGE MISSOULA, MT

Located in South Carolina, the City of **Rock Hill** (71,548) has a Downtown Parking Management Commission. That organization oversees 342 on-street spaces and 1,331 off-street spaces in three lots and two garages. The garages were financed primarily using tax-increment financing. There is no direct parking cost to the users. Downtown property owners who do not provide adequate on-site parking, based upon their land use and building size, are assessed an annual fee \$60.00 per space. Payment of that fee allows their customers the right to park in the shared pool of spaces provided by the Commission. The fee, however, is not adequate to cover the expenses associated with the operation of the spaces and the Commission is exploring financing options.

**Pawtucket, Rhode Island**, (71,591) offers free on-street parking for two hours. The City has a garage that is divided into three sections. The first section provides up to two hours of parking at no cost. The second section is reserved for monthly permit holders. The third section is for those parking longer than two hours.

The City of **Canton, Ohio**, (71,885) has 700 on-street spaces. For spaces with a two-hour limit, the cost is \$0.75 per hour. For spaces with a ten-hour limit, the cost is \$0.25 per hour. (The ten-hour spaces are located in the periphery of downtown.) The City also has two decks with a daily maximum fee of \$3.00 or \$5.00 and monthly rates that range from \$40.00 to \$60.00.

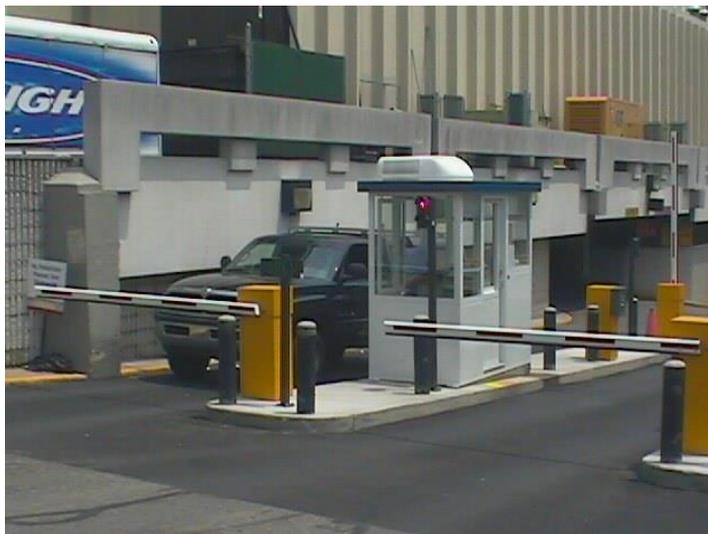


FIGURE 12 - CUSTOMS HOUSE GARAGE WILMINGTON, DE

**Wilmington, Delaware**, (71,948) has a Parking Authority that manages its off-street parking. The system is comprised of seven garages and two lots. Monthly fees range from \$115.00 to \$185.00 with daily maximum fees of \$9.00 to \$12.00. The City manages on-street parking assets. The cost for parking at a two-hour metered space is \$1.00 per hour.

### Small Cities with Universities

While using in-state and national population numbers to seek cities comparable to Lafayette is useful, we also wanted to explore small cities (populations under 100,000) with major universities adjacent to them as another means of finding comparable cities. Two of the cities we researched have already been listed previously - **South Bend** (Notre Dame) and **Bloomington** (Indiana). We sought the parking services in eight other small university cities.

**Greenville, South Carolina**, is the home of Eastern Carolina University. On-street parking is free but limited to a two-hour time limit between 9:00 AM to 6:00 PM. The off-street lots charge \$0.75 per hour.

Eastern Michigan University is adjacent to **Ypsilanti, Michigan**. In its downtown, the City provides 28 on-street spaces that are available without any time restrictions and without any cost. Another 40 on-street spaces exist but these spaces have a two-hour time limit between 8:00 AM and 6:00 PM weekdays without any cost. Finally, there are 148 on-street spaces with a two-hour time limit between the hours of 8:00 AM and 6:00 PM weekdays, but these spaces require a fee of \$0.75 per hour. There are also six off-street lots. The parking fees for these lots vary.

Next to the City of **Athens, Ohio**, lies Ohio University. The City has about 800 on-street spaces. The fee is \$0.50 per hour with a two-hour limit. A mobile app payment option is available, the same app used on the University campus for their parking. Off-street parking is available in two municipal garages where the charge is \$0.75 per hour using meters. Monthly parking is offered at \$45.00 for a non-reserved space to \$125.00 for a reserved space. The garages generated \$2.2M in 2014 while the on-street meters generated nearly \$600,000.

**Fayetteville, Arkansas**, is home to the University of Arkansas. The downtown area has about 660 on-street spaces. Most meters are priced at \$0.25 per hour with a two-hour limit between the hours of 8:00 AM and 6:00 PM, Monday through Friday. There are some long-term (10 hours) meters that cost \$1.50 for the entire ten-hour period. There is no charge for on-street parking after 6:00 PM and on weekends.

In addition, there is a special section of downtown called “The Square” where on-street parking is free for two-hours. Once a driver leaves a parking space in “The Square” district, the driver must wait at least four hours before parking in that area again. The City uses pay-by-space multi-space meters. Off-street parking is provided at two garages. These facilities charge a flat rate of \$4.00 upon entry.



FIGURE 13 - MULTI-SPACE METER

The City of **Cambridge, Massachusetts**, home to the Massachusetts Institute of Technology, operates two garages that total 2,380 spaces, nine metered lots with 300 spaces, 1,000 on-street parking spaces, and over 1,000 bicycle racks. The garages have a fee of \$2.00 per hour with a daily maximum of \$22.00. Evening maximum is \$5.00 to \$9.00 depending on the facility. Also, the weekend maximum is \$5.00 to \$13.00 depending on the facility. The monthly fee is \$200.00 but downtown residents may purchase a monthly permit for only \$100.00. A one-time \$10.00 fee is charged for the issuance of the monthly access credential. For on-street parking, the fee is \$1.00 per hour with most spaces limiting the duration to two hours.

Miami University (Ohio) is located in the City of **Oxford, Ohio**. The City operates one garage. The first level is available 24/7 to the general public for \$0.50 per hour. The upper levels are reserved for monthly and hotel parking. On-street, the City offers both two-hour and ten-hour metered spaces. The rate for the two-hour meters is \$0.50 per hour. These spaces must be paid for at all times except between the hours of 4:00 AM to 6:00 AM when no parking is permitted. The ten-hour metered spaces have the same rate but not the same “no parking” period.



FIGURE 14 - SINGLE-SPACE SMART METERS

Austin Peay University is adjacent to the City of **Clarksville, Tennessee**. The City’s parking assets are managed by the Clarksville Parking Authority. The City has about 250 on-street spaces that are monitored by single-space smart meters that accept coins and credit cards. The first hour is free. In conjunction with these meters, the City has installed in-ground sensors that detect the presence of a vehicle. When the vehicle leaves, any remaining time can be erased from the meter forcing the next customer to pay for all time parked. (Note: these in-ground sensors have not always proven reliable and some cities have abandoned their use.)

The parking duration for the on-street spaces is three hours. Parking is free on evenings and weekends. The Authority also has a garage that is managed by multi-space pay stations using pay-by-space technology. The rate is \$1.00 per hour with a \$6.00 maximum.

**Huntington, West Virginia**, is the location of Marshall University. The Municipal Parking Board has about 1,350 on-street spaces each marked with a single-space meter. The cost is \$0.25 per hour. The maximum time varies upon location. The meters are enforced Monday through Friday from 8:00 AM to 4:30 PM. The Board also has several lots where the fee is \$0.50 per hour. Monthly permits for the lots are available but the fee varies by lot.

## Summary of Comparable Cities

In total, we examined parking services in 27 different cities. All of them have some form of on-street parking even if it was only a small area with time restrictions. Two of the cities did not provide any off-street parking, leaving that to private firms. Of the 27 cities that provide on-street parking, just over half (51.8%) charged for that service. Of the 25 cities that provided some off-street parking, 88% charged for that service. See the table below.

TABLE 6 - COMPARABLE CITY SUMMARY

Parking Service	# Cities	Percent That Charged for Parking
On-Street	27	51.8%
Off-street	25	88.0%

The following list represents some of our conclusions based upon our research into other cities:

- Cities utilize a variety of organizations to oversee their parking assets – City Department, Authorities, Boards, Commissions, etc.
- The fee for on-street parking typically ranged from \$0.25 to \$1.00 per hour. Most offered free evening and weekend parking. In one city, you could pay up to \$18.50 for on-street parking. Another city offered discounted on-street permit parking for teachers and veterans.
- One city assessed business owners for parking in-lieu of the businesses providing required parking.
- A two-hour limit was the typical limit for on-street parking.
- On-street enforcement usually started at 8:00 AM or 9:00 AM and ended between 5:00 PM to 9:00 PM. One city enforced until 4:00 AM.
- Off-street parking rates varied from \$0.50 per hour to \$2.00 per hour. Daily maximum ranged from \$5.00 to \$22.00. Monthly rates ranged from \$45.00 to \$200.00.

In summary, each city has addressed its parking issues over the years differently. Consequently, our position is that there is no one city that has the magic formula to solve all parking issues.



FIGURE 15 - MAIN STREET LOOKING EASTWARD FROM 8<sup>TH</sup> STREET

## SECTION 5 // PUBLIC PARTICIPATION

To fully evaluate parking concerns in any area, the input from the users of that parking is a critical resource. The people who use the parking assets have first-hand experience with the parking environment over an extended period of time. That experience and knowledge of the parking conditions cannot be understated in any comprehensive parking evaluation.

As part of this evaluation, we collected public input from several sources as described below:

- Discussed parking issues with members of the City Parking Commission, representatives of CityBus, an agent from the Regional Planning Commission, and City officials
- Held an open meeting with Upper Main Street District business owners/operators to listen to their suggestions regarding parking
- Conducted a public forum to capture additional input from citizens
- Posted an on-line survey to collect feedback from as many individuals as possible

### Stakeholder Sessions

#### CityBus

There is a relationship between parking and public transportation. They both are part of a city's transportation infrastructure. The Upper Main Street District is served by several bus routes including The Connector, a free service that links the District to Downtown as well as Purdue University. How CityBus operates (schedules, routes, fees) can impact the parking demand for the District.

We met with representatives from CityBus to learn about their service and potential changes in the future. The representatives reported that ridership is related to the cost of fuel. It seems that at a certain threshold, more people will choose to ride the bus. They also reported that no fare changes or route changes are anticipated at this time.

#### Lafayette Parking Commission

The Lafayette Parking Commission began in 1999. Its mission is to establish parking rules and review requests for special parking zones for the City. We were unable to meet with all members of the Commission due to scheduling conflicts but we did meet with a total of four members over the course of two dates. The Commission members have a great deal of information regarding parking in the City. They relayed to us some parking information and some of the issues they regularly face. The following list is representative of their concerns:

- Communicating the "block face" prohibition to the public. (It is not permitted to park in the same block face for more than the posted time limit each weekday between 8:00 AM and 5:00 PM.)
- Signage that adequately informs users of parking restrictions
- New ownership and management of the lot at the corner of 5<sup>th</sup> and South Streets
- Use of private lots (Wabash Valley Hospital, YMCA, several churches, etc.)
- Perceived lack of parking by the public

### Purdue University

In an effort to reduce parking demand on campus, Purdue University, through a contract with CityBus, provides free bus ridership to all Purdue students, faculty, and staff on all CityBus routes, including several intra-campus bus loops. The University has an established boundary, approximately 1.5 miles from the center of campus, within which it will not offer commuter parking permits to students, except for special conditions. This policy has an impact on the number of student residents in Downtown Lafayette since the river serves as the edge of the parking permit eligibility boundary. Consequently, students who live in the Upper Main Street District and the rest of downtown Lafayette can obtain a commuter parking permit from the University. Changes in that policy could impact the number of student residents in Lafayette.

We communicated with the Parking Department of Purdue and inquired about any plans to alter that 1.5-mile policy. We were told that no plans exist at this time to modify that policy.

### Area Plan Commission

The City of Lafayette and other nearby municipalities utilize a unified zoning code. In addressing parking issues, particularly projecting future parking supply and demand, it is necessary to incorporate the parking requirements of the zoning code. These regulations dictate the minimum number of parking spaces for a particular type of building use within a specific zone. Thus, for a new restaurant, the zoning code will require a minimum number of parking spaces based upon the size of the restaurant (square footage) and the zone in which it is located. If the zoning code is modified, the number of parking spaces could increase or decrease thereby affecting the supply of parking.

We spoke with a representative of the Area Plan Commission about a proposed change to the zoning code for the Historic Centennial Neighborhood of the City, which is immediately to the north of the Upper Main Street District. We were informed that a form-based code was being proposed for that area. This type of zoning code stresses the physical form or appearance, not just the physical dimensions. It is designed to better reflect the vision of the community. Form-based codes often promote more compact, safer, walkable communities.

The code change envisioned for the Historic Centennial Neighborhood, if approved, would encourage new development since parking requirements would likely be lowered and the need for zoning variances would likely be reduced or eliminated. For the neighborhood, it will see more of the type of buildings that make the community viable. Since our meeting with the Area Plan Commission, the form-based code has been formally adopted.

Under the form-based code, any new development in the Historic Centennial Neighborhood will not create as much parking as currently required. The Area Plan Commission does not expect the form-based code to cause any additional demand on the parking supply within the Upper Main Street District. They indicate that the current supply of parking is adequate and long-range plans would likely include some small off-street facility to accommodate parking demand in excess of what will be provided by the developments.

## Business Owner/Operator Meeting

The businesses that operate within the Upper Main Street District represent diverse enterprises. There are restaurants, churches, entertainment venues, professional offices, personal service providers, retail establishments, and more. We met with the owners and operators of those businesses on the morning of September 15 at the Lafayette Brewing Company.

A section of 6<sup>th</sup> Street between Main and Ferry Streets and a section of Main Street between 6<sup>th</sup> and 8<sup>th</sup> Streets were being renovated at the time of our meeting. This renovation work is replacing the sidewalks. Parking stalls on the street are being re-designed. Of course, the streetscape renovation project was creating some inconveniences for the business owners/operators and their customers. As a result, we anticipated some negative feedback about the streetscape project but the attendees were respectful of the meeting's purpose and were willing to focus on the parking issues that impact their businesses.

The attendees discussed:

- The City's potential purchase of the Wabash Valley Hospital Lot
- Implementation of a paid parking program
- Large loading zone on Main Street that reduced on-street parking

Several representatives of a local engineering firm suggested three ideas to provide more parking. They suggested use of private lots in the area; widening some streets just a few feet to allow sufficient room for both traffic and parking; and reducing the curb cuts for driveways on side streets which could accommodate more on-street parking.

## Public Forum

A public forum was conducted on the evening September 15 at the Thomas Duncan Community Hall. Besides members of the public, representatives of local media outlets were also present. The session began with a slide presentation, as reproduced in Appendix 4, explaining the purpose of the parking study and informing the attendees that although cities experience similar parking concerns, the manner in which they address those concerns will vary. Solutions from other cities were then presented to the attendees. Following the presentation, the attendees began discussing parking issues they encounter and potential solutions for those issues.

The concerns and suggestions regarding parking included the following:

- Lack of parking for the duration needed for customers to receive services at their business
- Delay in getting zoning approvals
- Need for more security (lighting and cameras)
- Inadequate snow removal and curb cleaning
- Number of curb cuts that reduce on-street parking
- Use of private lots for public parking

## On-Line Survey

A survey was prepared for the public to provide input. The survey was posted on the internet for a three-week period (August 26 through September 16). The link to the survey was posted on the City's website, smart phone app, and on hand-out flyers distributed throughout the study area.

The survey had 17 questions. The first 16 questions allowed each participant to choose from several answers. Some of the questions allowed for multiple answers. The final question provided an opportunity for the respondent to provide written comments about parking.

Some of the questions mirrored ones asked in a 2004 on-line survey that was part of a previous parking examination of the Upper Main Street District. This provided an opportunity to gauge changes in some responses over a 12-year period.

For the 2004 survey, a total of 110 respondents completed the survey. A total of 525 submitted a survey this time with 130 written comments. The survey answers significantly assisted the consulting team in their efforts. The high number of responses demonstrated a real concern about the vitality of the District and the City as a whole.

We will present each question showing the answer options, the percent of respondents selecting each answer, and a graph reflecting the 2016 survey results. If comparable data is available from the 2004 survey, that also will be seen in the table.



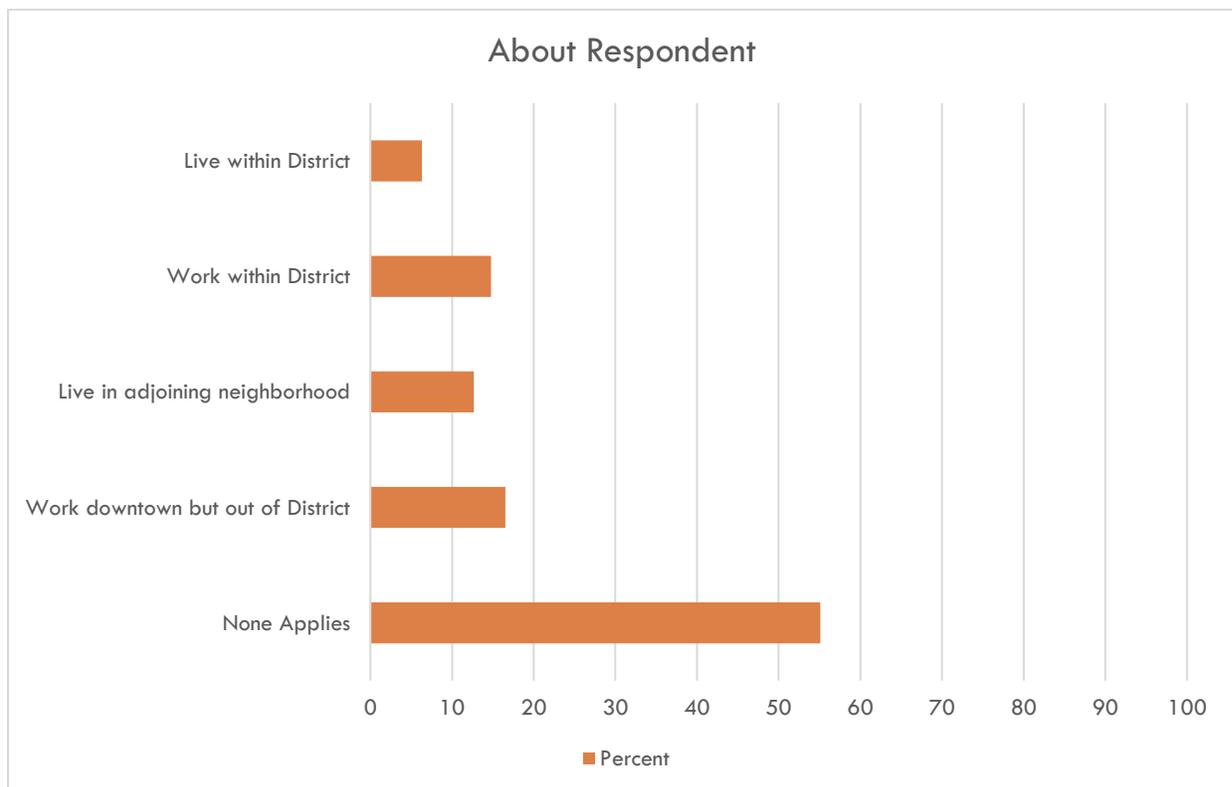
FIGURE 16 - MARKED PARKING STALL ALONG COLUMBIA STREET

QUESTION ONE: Tell us a little about yourself.

TABLE 7 - SURVEY QUESTION 1

Answer Choices	Percent
I live within District	6.33%
I work within District	14.78%
I live in an adjoining neighborhood	12.67%
I work downtown but out of the District	16.51%
None of the above applies	55.09%

Respondents were permitted to select more than one answer for this question.

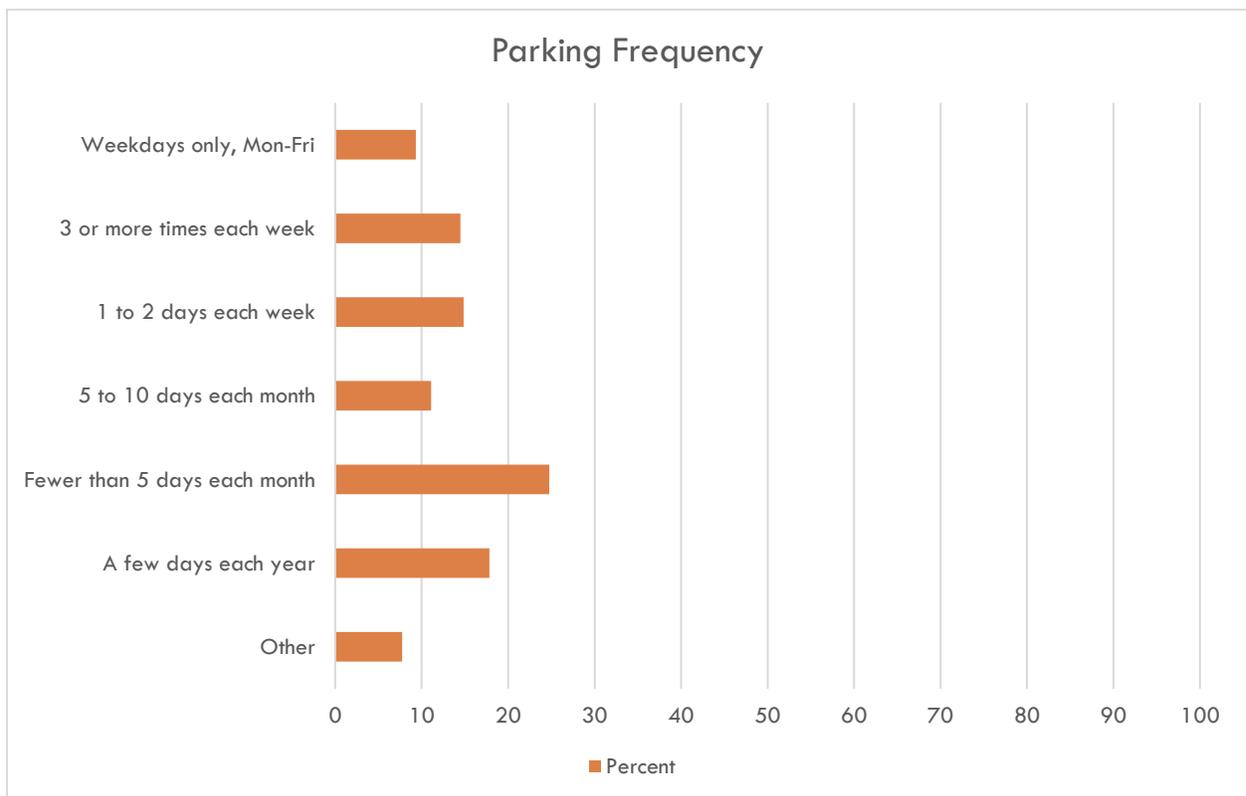


The majority (55%) who responded indicated that they live and work outside of the Upper Main Street District.

QUESTION TWO: How often do you park in the Upper Main Street District?

TABLE 8 - SURVEY QUESTION 2

Answer Choices	Percent
Weekdays only (Mon-Fri)	9.31
3 or more times each week	14.46
1 to 2 days each week	14.85
5 to 10 days each month	11.09
Fewer than 5 days each month	24.75
A few days each year	17.82
Other	7.72

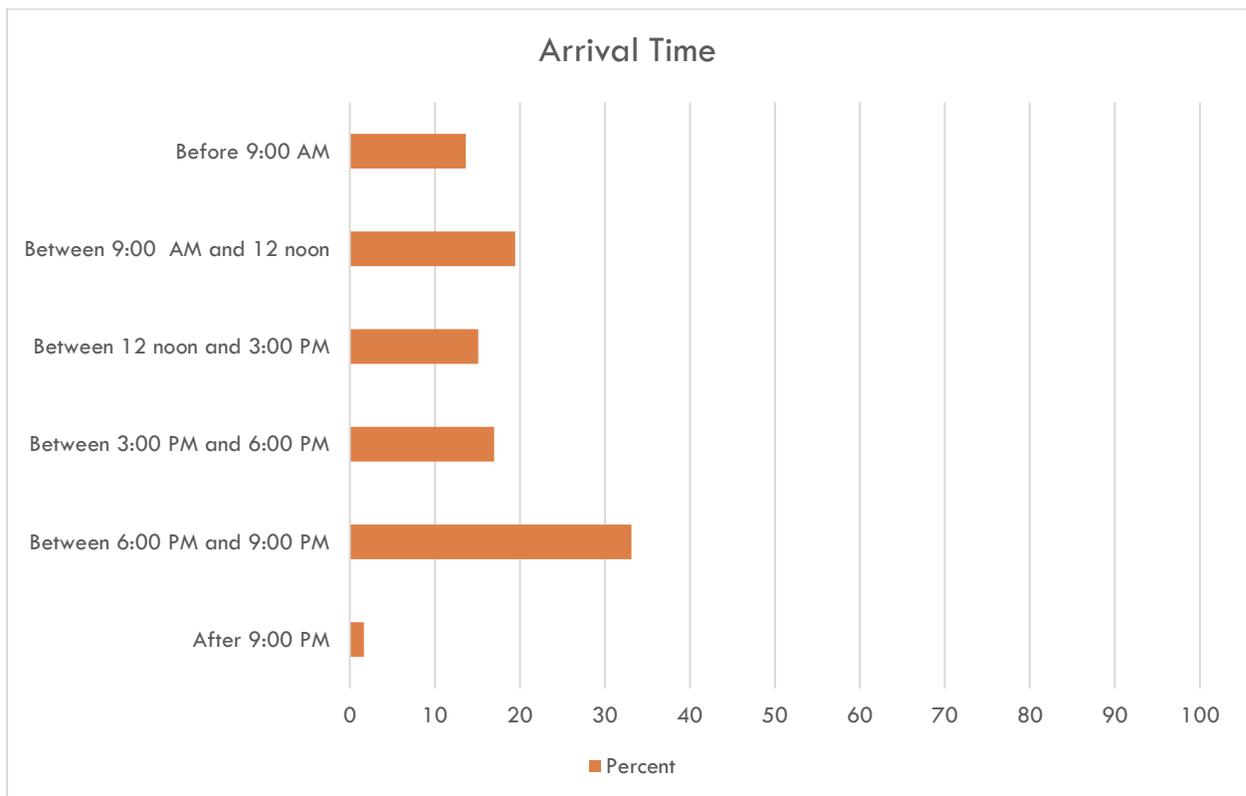


The responses indicate that about 37% of the respondents visit the District at least weekly while 36% park at least monthly. Overall, the vast majority of respondents have familiarity with the parking within the District so the answers they provide in the survey are valuable.

QUESTION THREE: What time do you usually arrive to park in the District?

TABLE 9 - SURVEY QUESTION 3

Answer Choices	Percent - 2016	Percent - 2004
Before 9:00 AM	13.66	11.00
Between 9:00 AM and 12 PM	19.46	24.80
Between 12 PM and 3:00 PM	15.11	23.90
Between 3:00 PM and 6:00 PM	16.98	22.00
Between 6:00 PM and 9:00 PM	33.13	17.40
After 9:00 PM	1.66	0.90



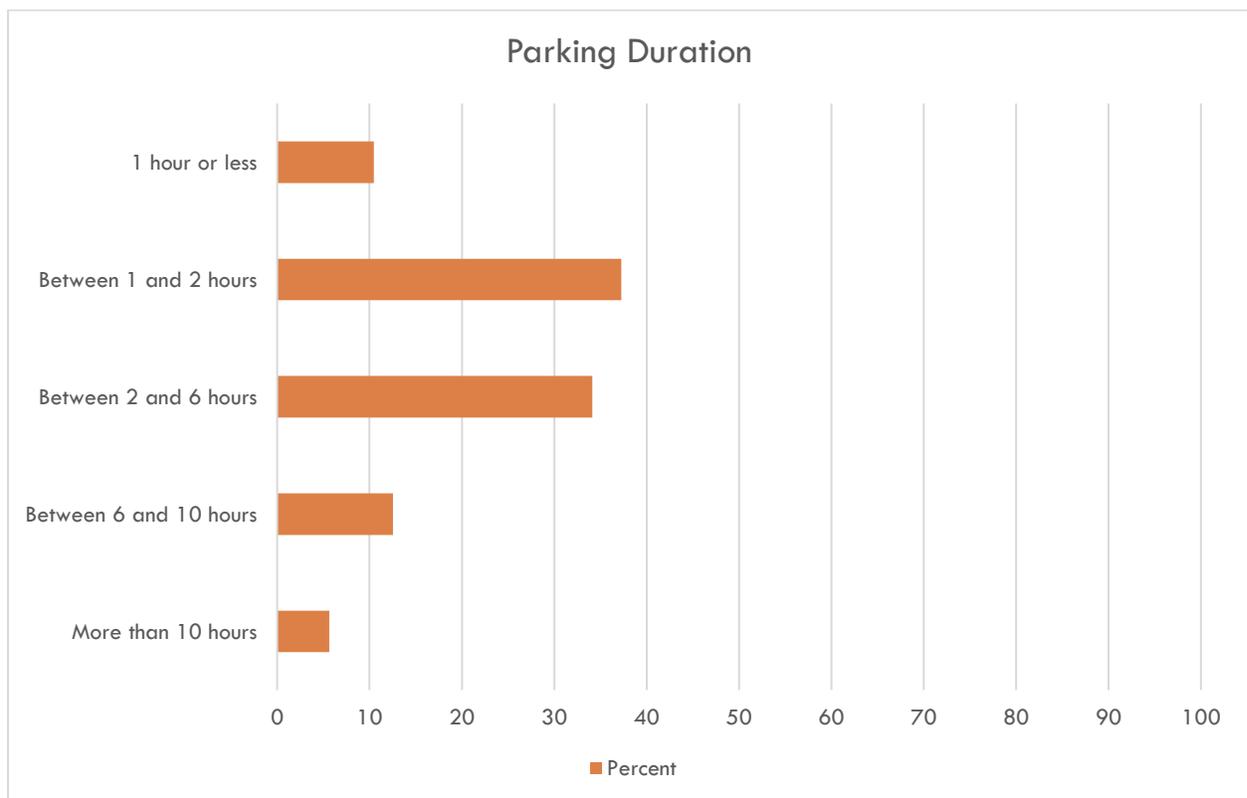
Compared to 2004, fewer people arrive between noon and 6:00 PM (32% now to 46% then) but more people come to the District after 6:00 PM (35% now to 18% then). This data reflects a separate daytime and evening parking environment with an increasing demand for evening parking.

QUESTION FOUR: How long do you normally remain parked in the District?

TABLE 10 - SURVEY QUESTION 4

Answer Choices	Percent - 2016	Percent - 2004
Less than 1 hour	10.46	24.80
Between 1 and 2 hours	37.24	1
Between 2 and 6 hours	34.10	1
Between 6 and 10 hours	12.55	7.30
More than 10 hours	5.65	8.30

1) Comparable data is not available for this time segment. The 2004 survey had 59.6% of people parking between one and six hours.

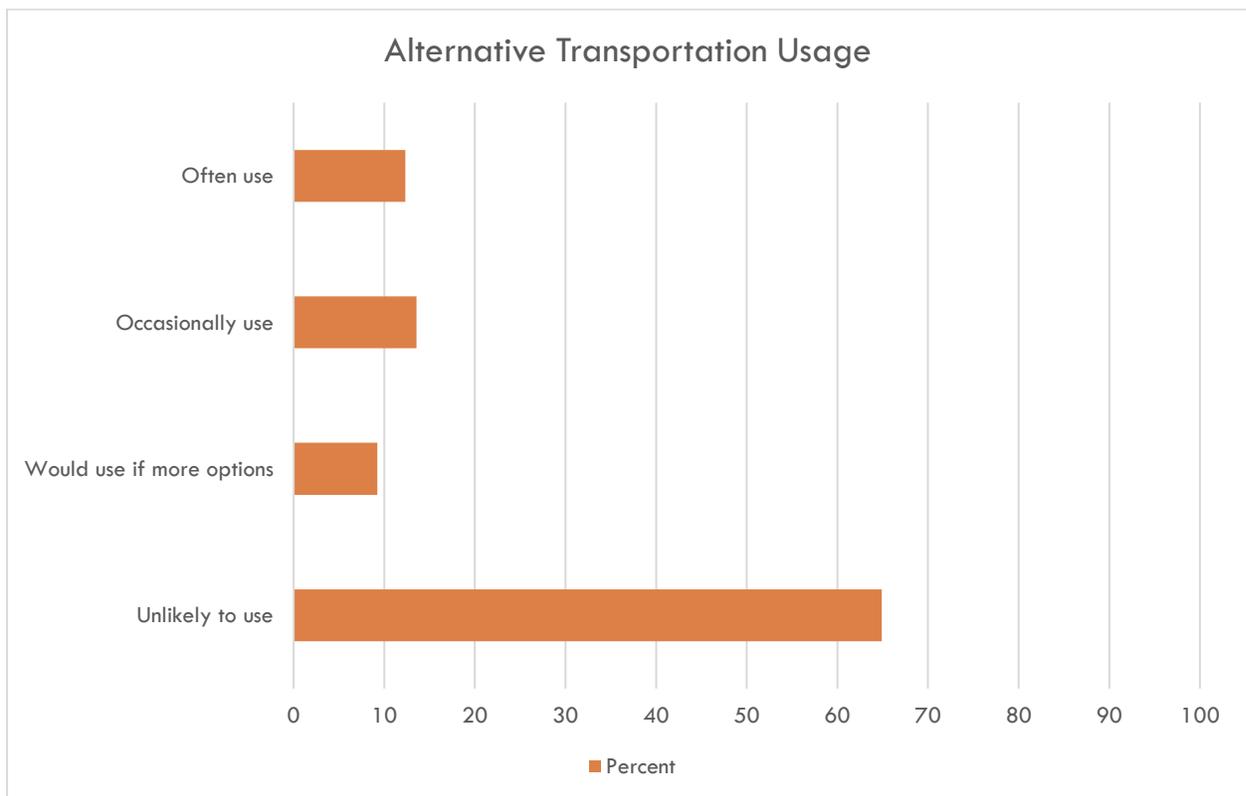


The data suggests that people are parking longer. The percentage of people parking one hour or less dropped from nearly 25% to 10% over the past 12 years. The percentage of respondents parking between one and six hours has increased from 59% in 2004 to 71% in 2016.

QUESTION FIVE: Do you use alternative transportation (bike, carpool, walking, Uber, etc.) to travel to the District?

TABLE 11 - SURVEY QUESTION 5

Answer Choices	Percent
I often use alternative transportation	12.32
I occasionally use alternative transportation	13.55
I would use alternative transportation or increase my usage if more options were available	9.24
I am unlikely to use alternative transportation	64.89

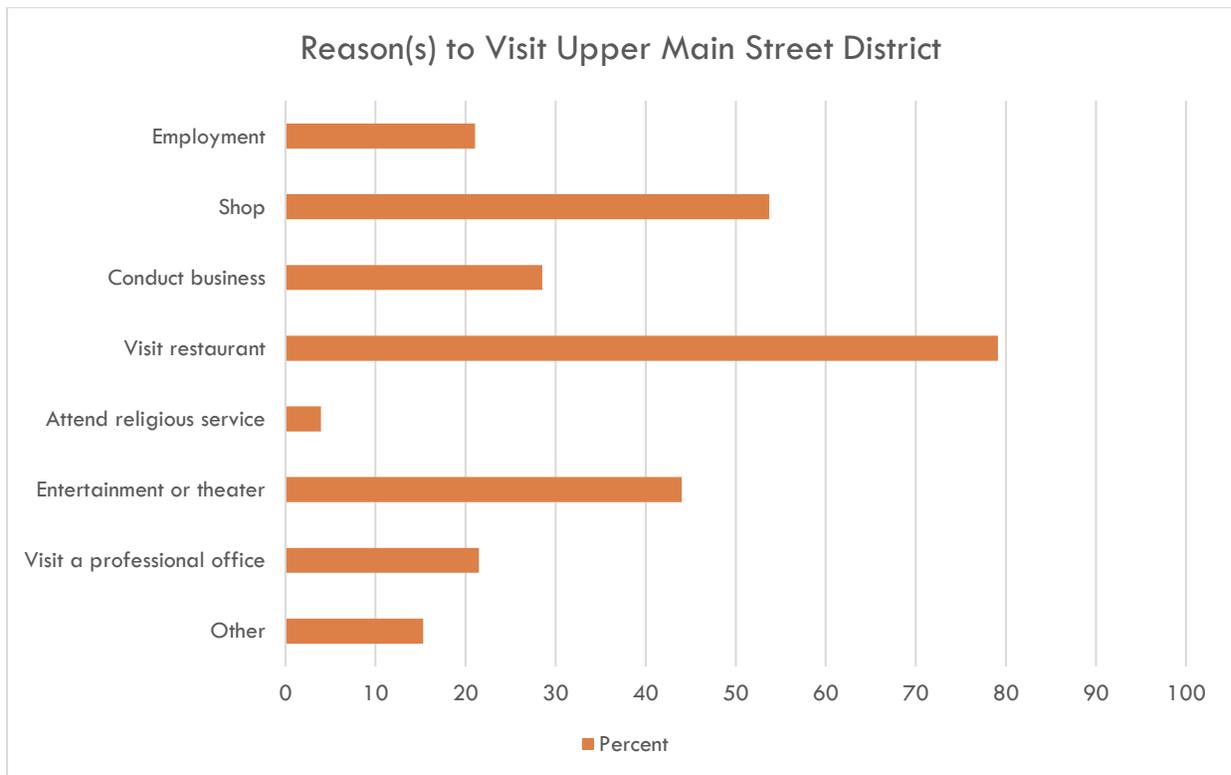


The majority of the respondents (65%) indicated a preference for traditional transportation mode (automobile) when traveling to the District.

QUESTION SIX: Why do you visit the Upper Main Street District? (Respondents were permitted to list multiple answers.)

TABLE 12 - SURVEY QUESTION 6

Answer Choices	Percent - 2016	Percent - 2004
Employment	21.07	21.10
Shop	53.72	61.50
Conduct business	28.51	38.50
Visit restaurant	79.13	63.30
Attend religious service	3.93	7.30
Entertainment or theater	44.01	31.20
Visit a professional office	21.49	20.20
Other	15.29	9.20



Compared to 2004, a greater percentage of respondents now report going to the District for entertainment and for dining.

QUESTION SEVEN: How quickly do you usually find a parking space when you come to the District?

TABLE 13 - SURVEY QUESTION 7

Answer Choices	Percent - 2016	Percent - 2004
Within 1 minute	10.86	12.10
Within 2 minutes	19.83	23.40
Within 4 minutes	35.28	29.00
More than 4 minutes	34.03	35.50

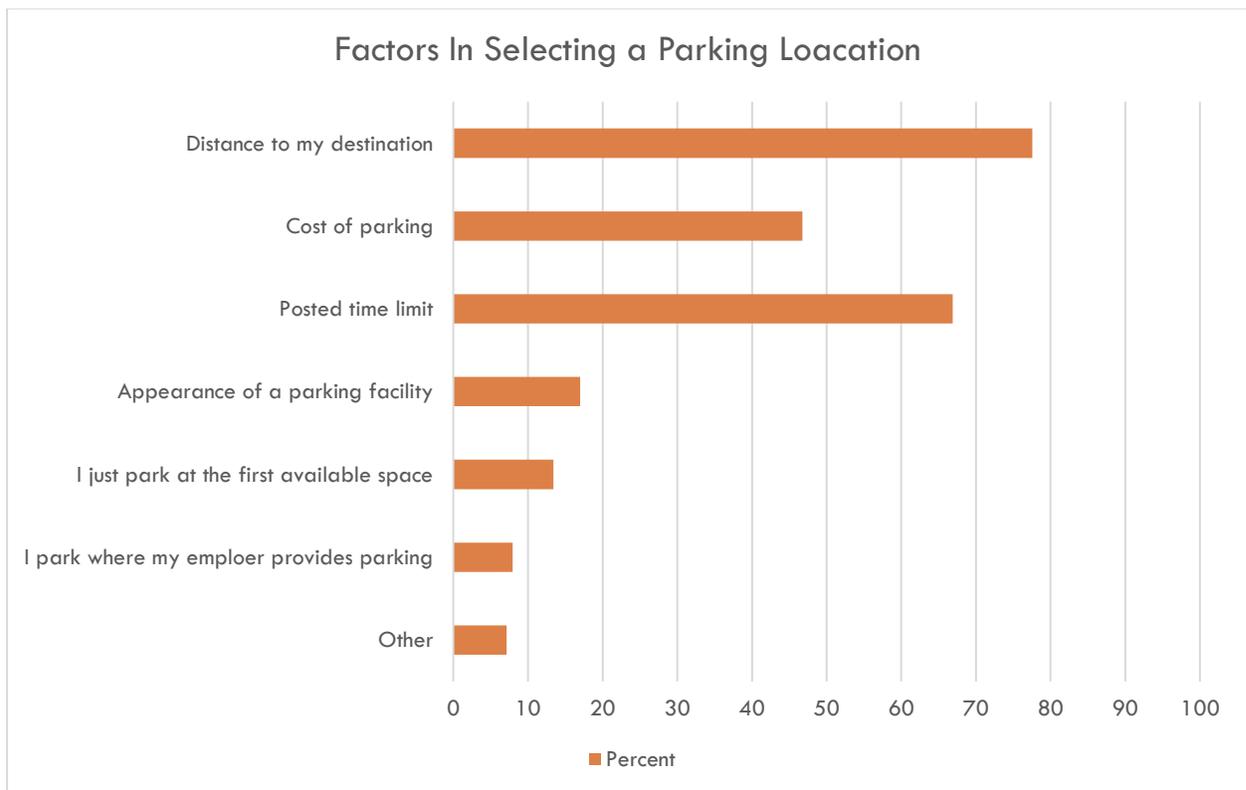


The responses to this question have remained fairly constant over the 12-year period. A majority of people (65%) find a parking space in less than four minutes.

QUESTION EIGHT: What factors do you consider in selecting a parking location?  
(Respondents were permitted to list multiple answers.)

TABLE 14 - SURVEY QUESTION 8

Answer Choices	Percent
Distance to my destination	77.57
Cost of parking	46.75
Posted time limit	66.88
Appearance of a parking facility	16.98
I just park at the first available space	13.42
I park where my employer provides parking for me	7.97
Other	7.13

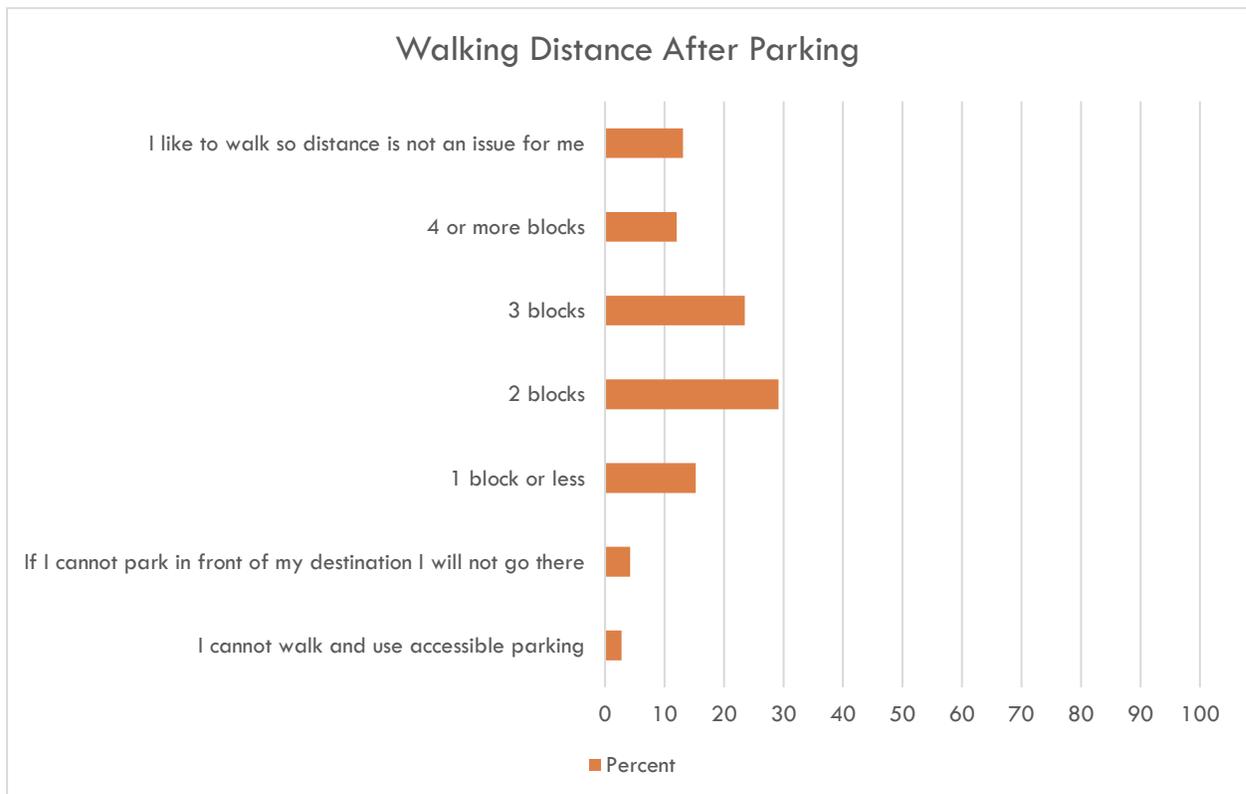


Distance to one's destination is the reason most respondents (77%) choose a parking location. The posted time limit follows as the second most popular reason for selecting a parking space.

QUESTION NINE: How far can or are you willing to walk to your destination after parking?

TABLE 15 - SURVEY QUESTION 9

Answer Choices	Percent
I like to walk so distance is not an issue	13.10
4 or more blocks	12.05
3 blocks	23.47
2 blocks	29.18
1 block or less	15.22
If I cannot park in front of my destination, I will not go there	4.23
I cannot walk because of a mobility issue so I park in a designated accessible space	2.75

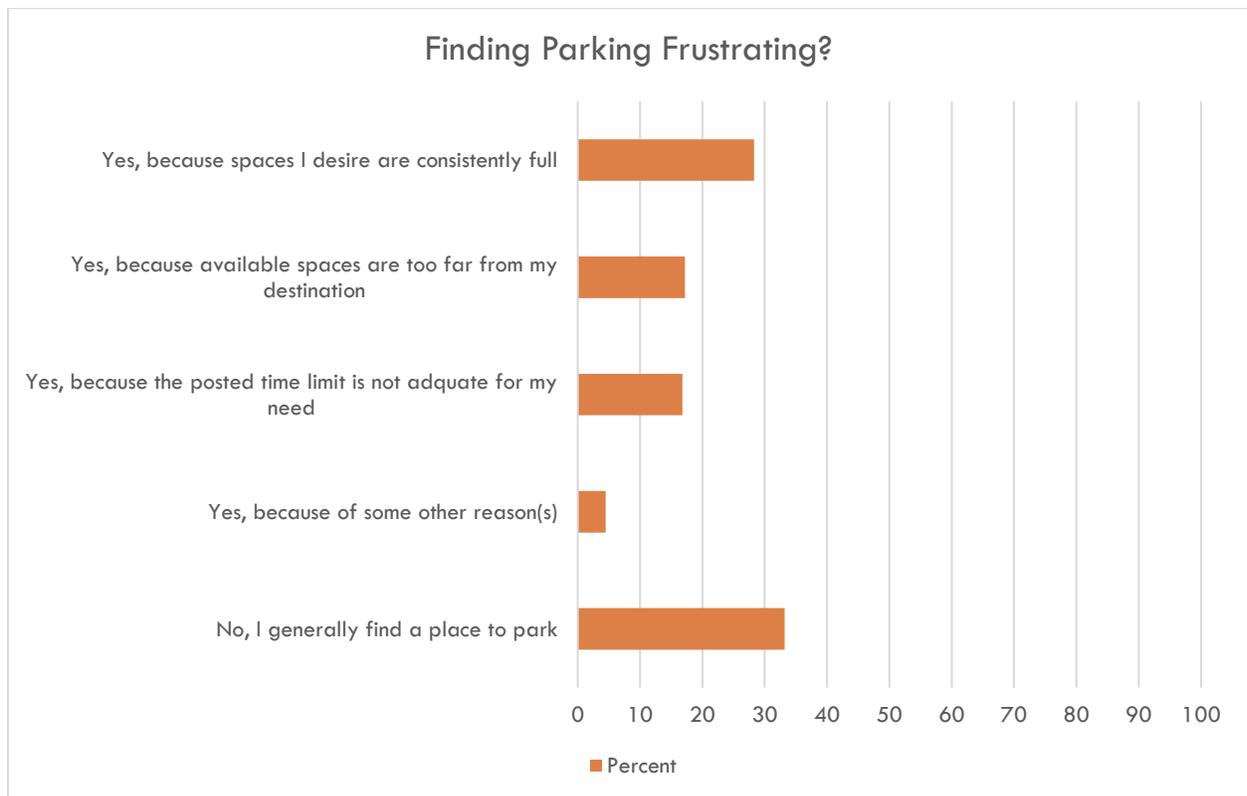


It seems about 45% are willing to walk either one block or two after parking.

QUESTION TEN: Do you ever become frustrated at not finding parking in the District?

TABLE 16 - SURVEY QUESTION 10

Answer Choices	Percent
Yes, because spaces I desire are consistently full	28.30
Yes, because available spaces are too far from my destination	17.23
Yes, because the posted time limit is not adequate for my need	16.81
Yes, because of some other reason	4.47
No, I generally find a place to park	33.19

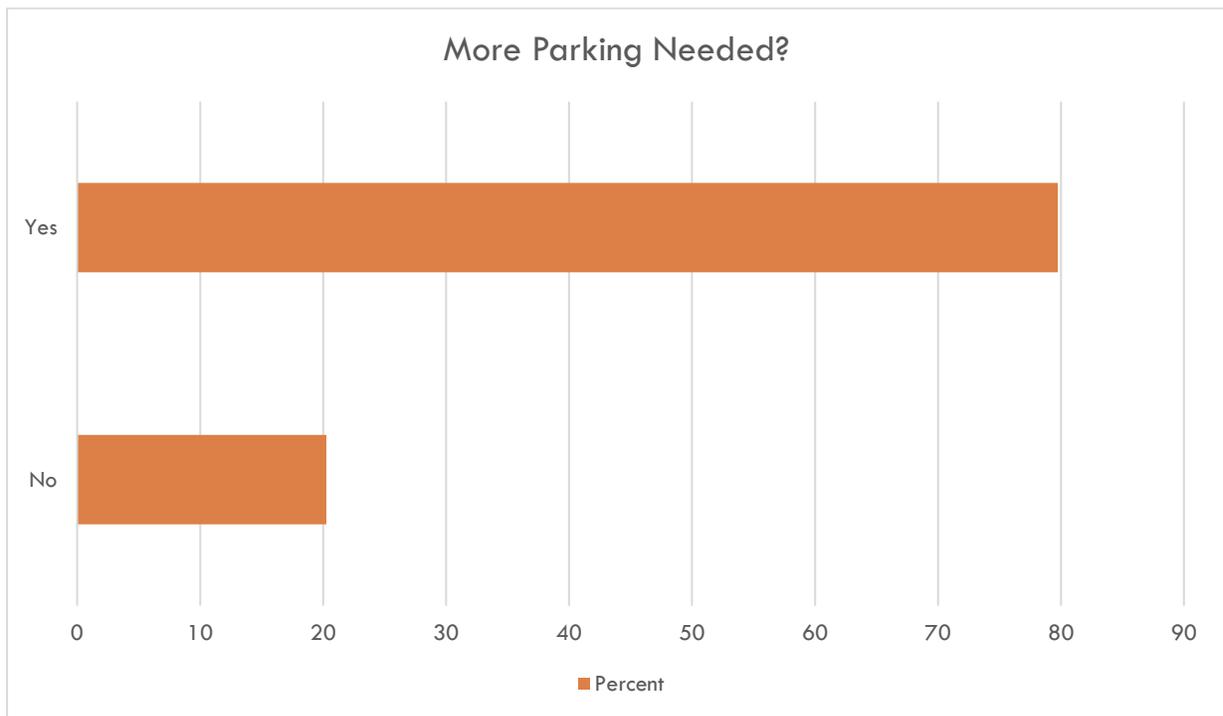


One-third of the respondents do not get frustrated since they reported being able to find a space. The other two-thirds do become frustrated at locating parking.

QUESTION ELEVEN: Do you believe more parking is needed in the District?

TABLE 17 - SURVEY QUESTION 11

Answer Choices	Percent - 2016	Percent - 2004
Yes	79.74	72.50
No	20.26	27.50

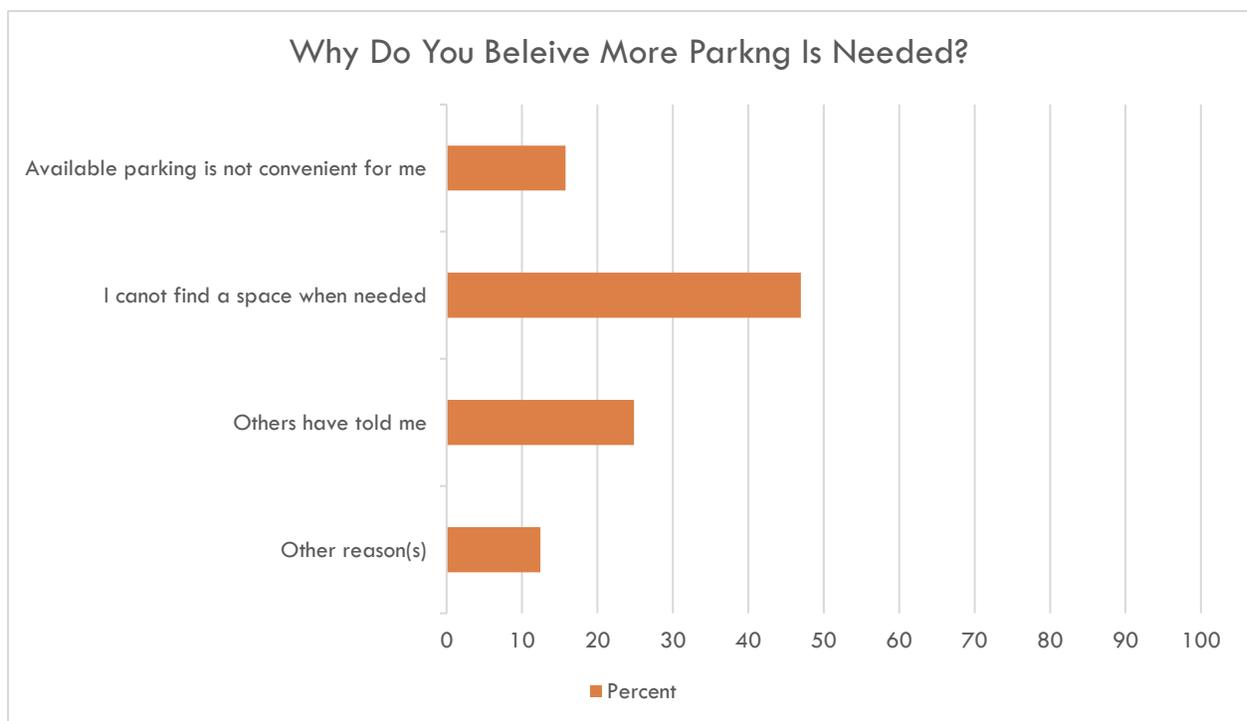


Almost 80% of the respondents believe that additional parking is needed in the District. In the 2004 survey, only 72% indicated the need for additional parking.

QUESTION TWELVE: Why do you believe more parking is needed?

TABLE 18 - SURVEY QUESTION 12

Answer Choices	Percent
Available parking is not convenient for me	15.75
I cannot find a space when needed	46.96
I have heard others tell me there is not enough parking	24.86
Other reason(s)	12.43

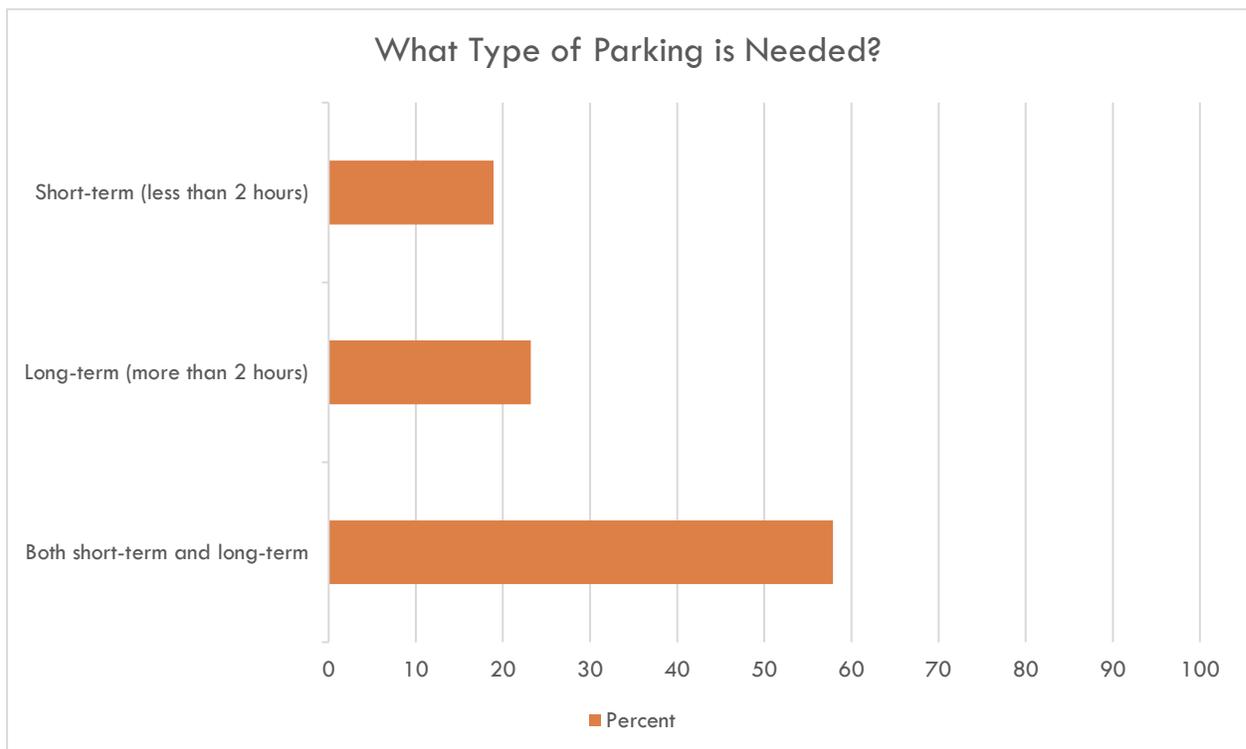


Nearly 25% of the respondents believe additional parking is needed because others have told them so. The other 75% based that conclusion on personal experience.

QUESTION THIRTEEN: What type of additional parking is needed?

TABLE 19 - SURVEY QUESTION 13

Answer Choices	Percent
Short-term (2 hours or less)	18.93
Long-term (more than 2 hours)	23.20
Both short-term and long-term	57.87



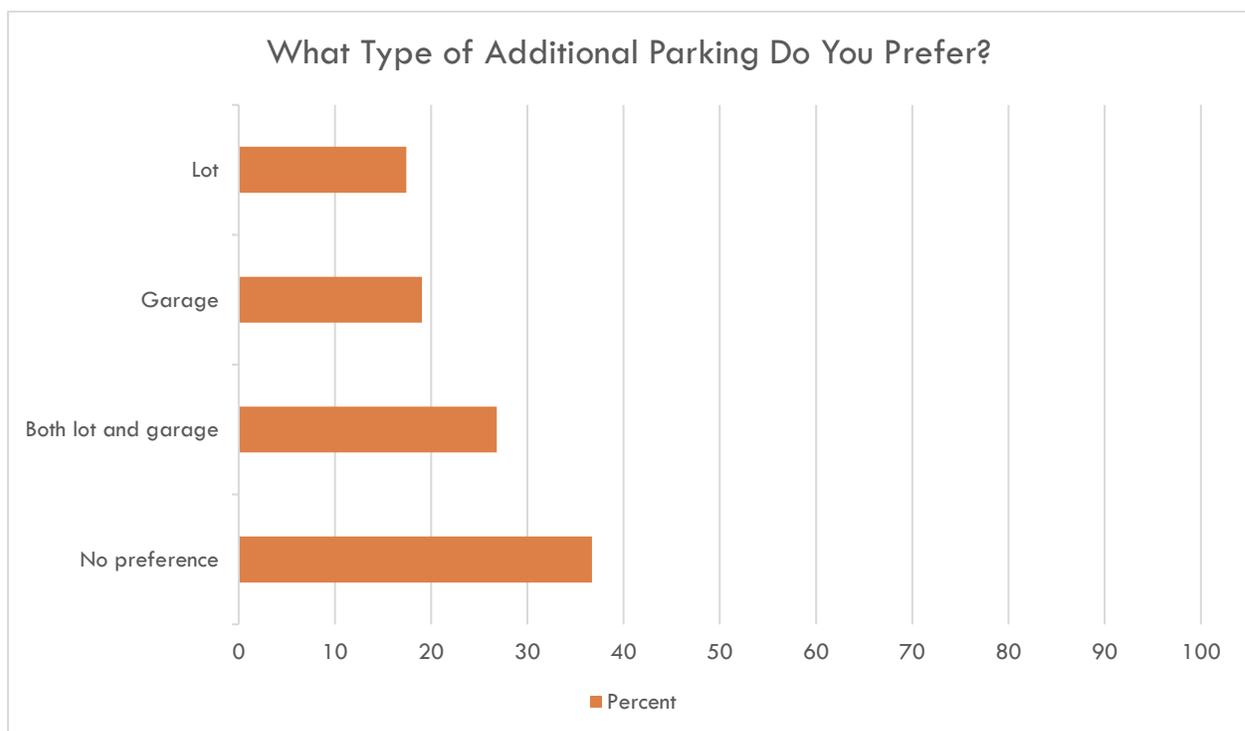
The majority of respondents (58%) believe that both short-term and long-term parking is needed.

QUESTION FOURTEEN: Should the additional parking be provided on a surface lot or garage?

TABLE 20 - SURVEY QUESTION 14

Answer Choices	Percent - 2016	Percent - 2004
Surface lot	17.43	33.3
Garage	19.03	66.7
Both surface lot and garage	26.81	1
No preference	36.73	1

1) Comparable data from 2004 is not available for this answer.

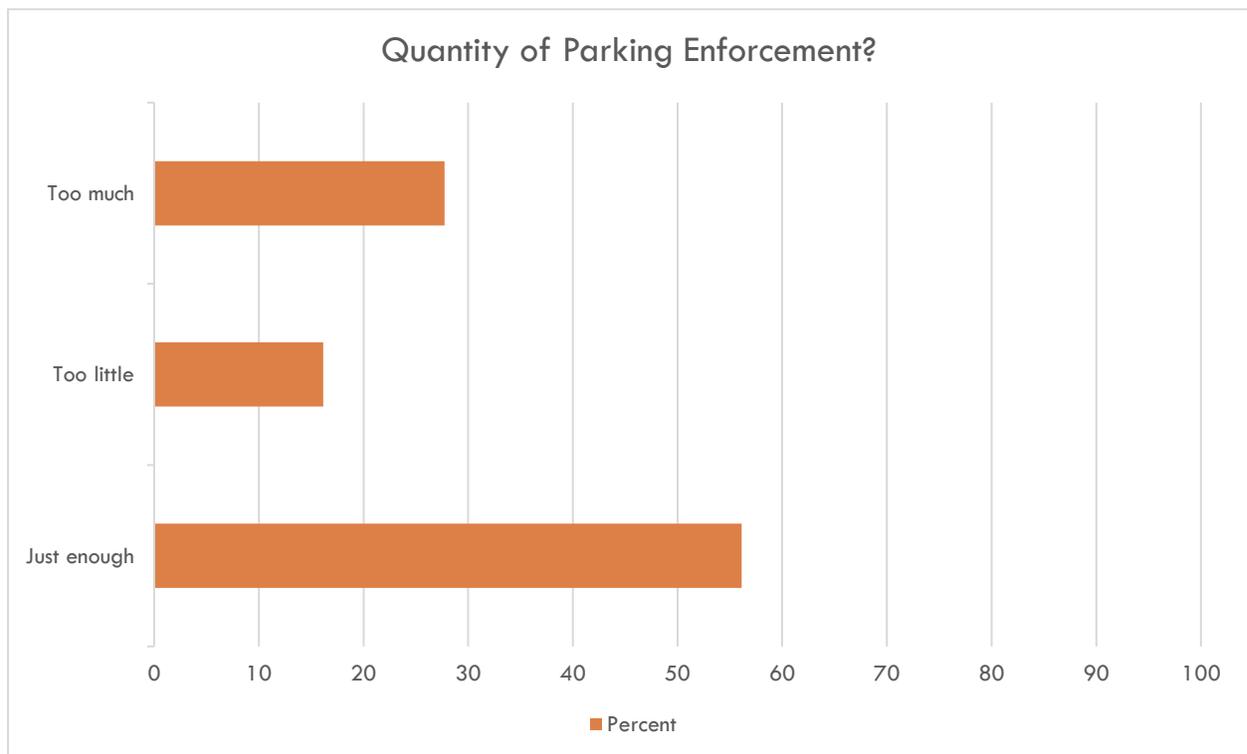


The 2004 survey only provided two possible answers, lot or garage. At that time, there was a clear preference (67%) for a parking garage. That preference is not present in the answers from this current survey. Thirty-seven percent (37%) have no preference.

QUESTION FIFTEEN: What is your opinion of on-street parking enforcement?

TABLE 21 - SURVEY QUESTION 15

Answer Choices	Percent - 2016	Percent - 2004
Too much of it	27.73	31.80
Too little of it	16.16	11.20
Just enough of it	56.11	57.00

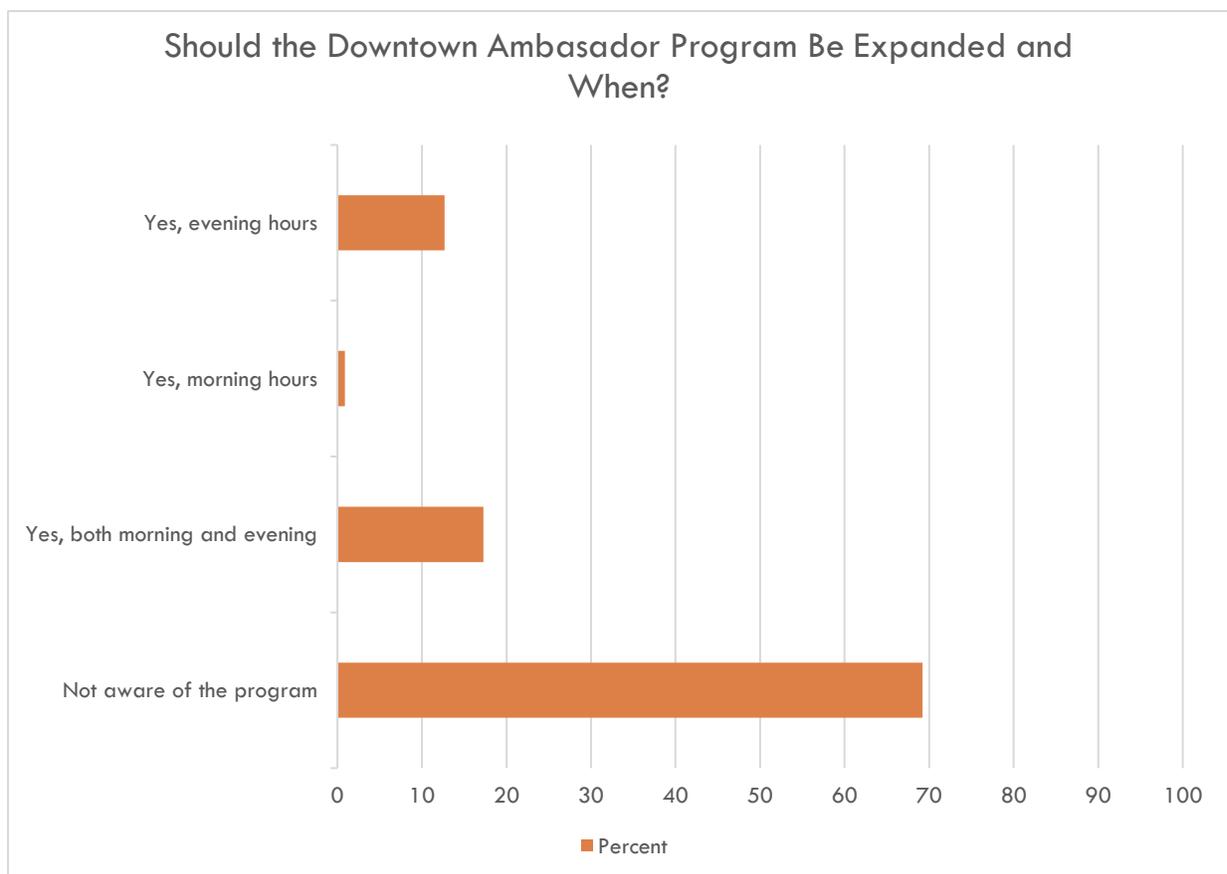


Nearly the same percentage of respondents in 2004 and 2016 reported that the level of on-street enforcement is just right. A slightly greater percentage of respondents (16% now to 11% in 2004) currently believe that there is not enough enforcement.

QUESTION SIXTEEN: Should the downtown ambassador program be expanded?

TABLE 22 - SURVEY QUESTION 16

Answer Choices	Percent
Yes, consider early evening hours	12.66
Yes, consider early morning hours	0.88
Yes, consider both morning and evening hours	17.25
Not aware of the program	69.21



Based upon the survey answers, the Downtown Ambassador program may need some additional promotion and/or branding before consideration is given to expanding it. One idea for the Downtown Ambassador Program is to have the person distribute some recognition for an act of kindness he/she observes. It could be a coupon for a cup of coffee or a \$5.00 gift certificate valid at a local merchant. The Ambassador could also simply place a gift certificate on a vehicle’s windshield randomly, say once a week, with a note thanking the driver for visiting the Upper Main Street District. A distinctive uniform to easily identify the Ambassador may also be useful.

**QUESTION SEVENTEEN:** Please provide any suggestions you may have related to parking.

For the final survey question, respondents were given an opportunity to provide written suggestions, comments, etc. A large number of respondents (130) took advantage of this question and submitted written comments. The comments touched upon a wide range of parking topics – most related to the scope of this examination. The consulting team analyzed each of the comments to assist with their understanding of parking issues within the District and to gauge the public’s acceptance of potential solutions. Specific locations within the Upper Main Street District that were mentioned in the comments were inspected by at least one member of the consulting team.

All written comments submitted by the respondents are included in this report as Appendix 2. The comments are unedited except for a few words inappropriate for a public document. Readers are encouraged to peruse through the comments.

Parking is often personal. One’s understanding of and solution to a parking “problem” is usually based upon the parking need(s) of the individual. The comments we received reflected that individual aspect of parking. To an employee, the ideal parking situation is a space near the worksite, with no time limit, and with little or no fee. For a retail shop owner, the ideal parking spaces are the ones directly in front of or adjacent to the business with frequent use of the spaces by different customers. To the group visiting the Long Center, the ideal parking space is located less than a block from the venue in a well-lit location. To one resident living within the District, the ideal parking space is usually located on site with 24/7 access. For the other resident, the ideal parking space is not having one - relying on walking, CityBus, a bike, or Uber to meet his/her transportation needs.

For any major special event, the majority of attendees will arrive within a defined period of time and will exit at the end of the event. The primary focus for parking personnel becomes directing the arriving vehicles in parking stalls as quickly as possible. The actual walking distance to the event, the duration of the event, and the cost of parking are secondary. For a vibrant downtown, however, walking distance, parking duration, loading zones, and price are issues. Thus, there is seldom a single solution to the parking issues of a vibrant downtown.

The written comments sometimes reflected opposing views of the same parking issue. Samples of such opposite views are found in the following table.

TABLE 23 - SURVEY COMMENTS

One Side	Other Side
"Parking is easy to find and well-managed."	"Hurry up and fix it, so businesses can thrive downtown!"
"Take a parking lot and put a parking garage on it."	"Don't spend the \$. It's not a problem."
"Parking needs to be added near the Lafayette theater and long center to help bring artists and people to the venues."	"The issue of parking downtown cannot be solved by simply adding more parking lots (which would only destroy the urban nature of the neighborhood that made it attractive in the first place), rather alternative forms of transportation should be considered."
"More parking for the handicapped people in Lafayette."	"Again too many empty handicap parking spaces in the evening!!!"
"Would be nice to see angled parking instead of parallel."	"Perhaps some people need a refresher course on how to parallel park and that you don't take up as much spaces as you would in a corn field."
"People that work downtown should be able to park in in the same spot all day."	"There is an obesity problem in the state, and the Lafayette community can help to encourage residents to walk more. There is no reason why the city of Lafayette needs to spend time and money making parking more convenient, when that is just a euphemism for encouraging laziness."
"So often I need to just go into a shop or bank for a short time and wish there were more 20 min spots."	"Too many 20-30 minute spaces."

There were also many respondents who offered similar recommendations. The most-mentioned recommendations were, in order of frequency the following:

1. Add more parking (Consultant Comment: This suggestion was contained in about 10% of the comments. The site for additional public parking varied (Wabash Valley Hospital Lot, church lots, Frontier Communication Lot, the City Hall/Police Lot). A few suggested a parking garage be constructed on the site of an existing lot. Even an underground parking facility was proposed.)
2. Provide longer time limits for on-street parking (Consultant Comment: While many indicated the two-hour duration is inadequate, our survey showed that most users of on-street parking do not park longer than 90 minutes.)
3. Form partnerships with private lot owners (Consultant Comment: While this is similar to the first suggestion, these respondents offered a plan to increase parking supply, particularly in the evening and weekends, without acquiring the site.)

4. Make the District more walkable (Consultant Comment: According to the survey respondents, pedestrians should be the focus of a walkable community- not automobiles. They imagine Main Street as a pedestrian and bike only walkway between 5<sup>th</sup> and 9<sup>th</sup> Streets, similar to the Farmer's Market on 5th Street. Shuttle buses would take people from remote lots to the area. Accessible parking would be available in a nearby lot, say off 7<sup>th</sup> Street. One could rent a bike at 5<sup>th</sup> and Main Streets to travel to a coffee shop east of 9<sup>th</sup> Street. These are elements of a walkable community that some propose for Downtown Lafayette.)
5. Create more accessible spaces (Consultant Comment: A number of respondents expressed a desire for more ADA accessible parking spaces. It is assumed this suggestion was directed at on-street parking.)
6. Enhance safety/security (Consultant Comment: Some respondents indicated that they are uncomfortable walking more than a few blocks from Main Street. Others mentioned the need for additional lighting.)
7. Improve signage (Consultant Comment: The respondents indicated that the existing parking sign format used to inform parkers of the maximum duration (2-hour, 3-hour) and effective time of that duration (9:00 AM to 5:00 PM) is seen as inadequate. It fails to mention that the duration applies to the same block face, not just a single parking location.)
8. Disapprove the current streetscape improvement (Consultant Comment: While some respondents were glad to see the parking stalls marked, others objected to a reduction of on-street parking, lack of spaces for mopeds, and the difficulty of parking at the end of the block with the newly designed curb. In reality, the streetscape plans eliminated only a handful of spaces and parking cannot be placed too close to block ends due to traffic visibility and turning requirements.)
9. Eliminate parallel parking (Consultant Comment: Some respondents requested that parallel parking be replaced with diagonal (angle) parking. For some, the reason for making this suggestion is that diagonal parking is easier. For others, the use of diagonal parking would increase the number of parking spaces at minimal cost. The City has evaluated streets for diagonal parking and has implemented such parking where feasible but most streets are not conducive to such parking.)
10. Don't do anything (Consultant Comment: Some respondents are satisfied with the existing parking environment and do not support changes, particularly if public dollars will be involved.)

## SECTION 6 // EXISTING PARKING ENVIRONMENT

For this section of our evaluation, we first counted the number of parking spaces (on-street and off-street) within the Upper Main Street District. We also measured the actual usage of a representative sample of the on-street spaces on a weekday. Finally, we observed and recorded parking utilization during the evening hours for both on-street and off-street assets. This information provides valuable insights as to the availability of parking at different times of the day and what is available for the future.

### Parking Inventory

The area known as the Upper Main Street District has previously been defined. For purposes of our examination, we broke down the District into 15 blocks. A map showing the numbered blocks is presented as Figure 17.

We counted the number of off-street parking spaces and categorized them into spaces designated for residents, businesses, or churches. A number of off-street parking areas are not clearly designated and the stalls are not always painted to allow for a precise count. Nevertheless, we are confident that our inventory of off-street parking spaces is sufficiently accurate for this evaluation. It must be remembered, however, that the creation and/or elimination of off-street parking spaces can take place at any time so any inventory cannot be considered permanent.



FIGURE 17 - STUDY AREA WITH BLOCK NUMBERING

Our inventory reflects 1,219 off-street parking spaces. The table below reflects a block-by-block breakdown of the off-street inventory.

TABLE 24 - OFF-STREET PARKING INVENTORY

Block	Resident	Business	Church	Total
1		93		93
2	38	177		215
3	18	181		199
4	6	75		81
5	18	85		103
6		8	62	70
7	4	41		45
8			10	10
9	17	22	55	94
10	4	37		41
11		73		73
12	7	80		87
13	9	12		21
14		26		26
15			61	61
Total	121	910	188	<b>1,219</b>

The 1,219 off-street spaces represent an increase of 64 spaces from the inventory taken in 2004. The increase is mostly the result of a newer parking lot on block 15.

For the on-street inventory, we first counted each marked parking space. We then examined streets without marked spaces and calculated the maximum number of vehicles that could park on that street. Our initial inventory of on-street parking was then modified slightly to account for changes due to the on-going streetscape program. We examined the drawings for the current phase of the streetscape improvement project on 6<sup>th</sup> Street, 7<sup>th</sup> Street, 8<sup>th</sup> Street and Main Street. Our goal was to provide an inventory of on-street spaces that would be in existence by the end of 2016.

Like our off-street inventory, many of the on-street parking areas do not have designated parking stalls. As a result, on any given day or time, five vehicles could be parked in a section of a block area that normally would be filled with four vehicles. Likewise, three larger vehicles could occupy the same curb frontage as four smaller vehicles. So, the on-street inventory is not a precise measurement of parking availability but it is reasonably accurate for this evaluation.

Our inventory of on-street spaces reflects a total of 380 spaces. A block-by-block breakdown of our on-street inventory is below.

TABLE 25 - ON-STREET PARKING INVENTORY

Block	20/30 min	2 hours	3 hours	Accessible	Total
1		48			48
2		32			32
3	1	28	16	3	48
4	1	21	29		51
5		25	8	1	34
6	1	7	5	1	14
7		8	10	1	19
8		26			26
9		12			12
10		15			15
11		12			12
12		5			5
13	1	17			18
14	2	20			22
15		24			24
Total	6	300	68	6	<b>380</b>

The 380 spaces available at this time represent an increase of 42 spaces since 2004. This increase is the result of the City converting some “no parking” areas into parking zones and the use of angled parking on 7<sup>th</sup> Street as part of the current streetscape project.

In summary, the current inventory of both on-street and off-street parking spaces has increased since 2004.

### Parking Utilization

There are two distinct parking environments within the Upper Main Street District. While the supply of parking remains constant, there is a difference between the demand for parking between the daytime and the evening. Thus, the consulting team needed to examine the utilization of parking spaces within the District during both periods. We measured the:

- Occupancy of on-street spaces during the daytime
- Average duration of parked vehicles at on-street spaces during the daytime
- Typical number of different vehicles that park in each on-street space during the daytime
- General occupancy level of on-street spaces during evening hours
- General occupancy level of major off-street parking lots during the daytime and evening

### Daytime On-Street Occupancy

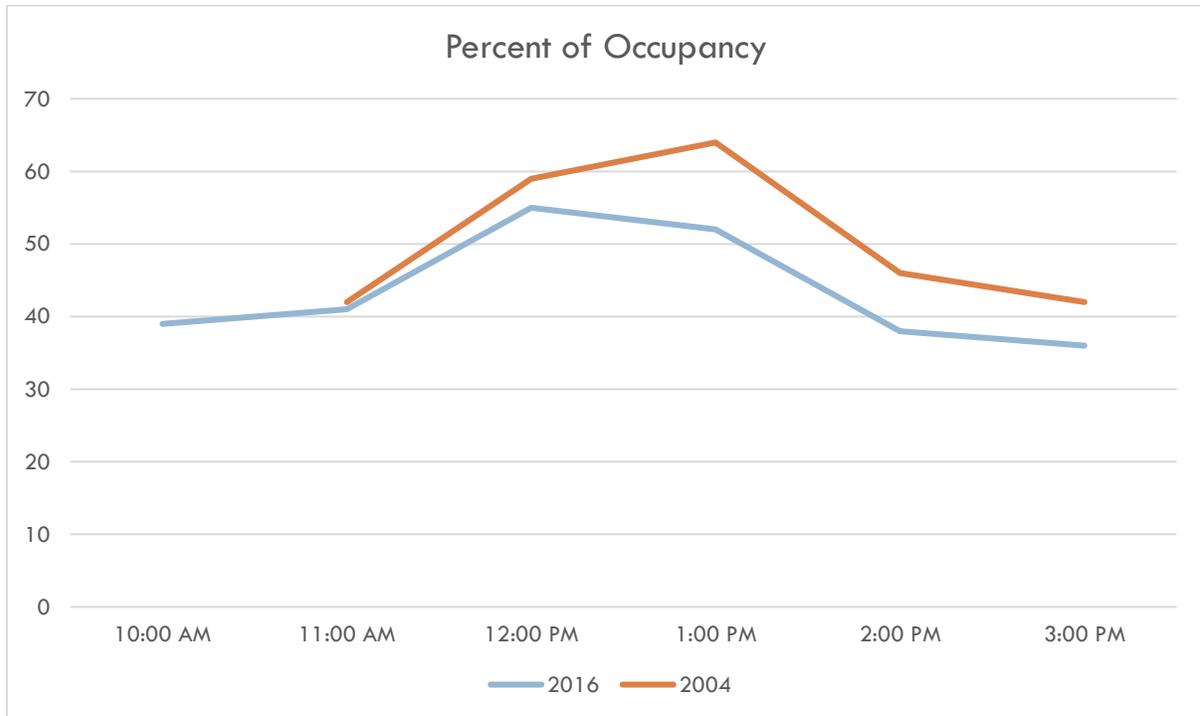
On September 9, 2016, we recorded the partial license plate number of every vehicle parked at selected on-street spaces between the hours of 10:00 AM and 3:00 PM. The 114 on-street spaces selected included two-hour, three-hour, and handicapped spaces. Our counts were taken hourly. A complete listing of those partial license plates and the location where they were parked is included as Appendix 3.

After each hourly count, we divided the number of parked vehicles by the total number of available spaces (114) in the District to determine the percentage of occupied spaces. The table below reflects those counts and our calculations of hourly occupancy.

In 2004, as part of a previous parking study of the Upper Main Street District, a total of 106 on-street spaces were monitored in the same manner. That study, however, began its counting an hour later at 11:00 AM. The percent of occupancy each hour is also shown in the following table and graph for comparison purposes.

TABLE 26 - OCCUPANCY FINDINGS

Time of Day	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM
Number of Vehicles 2016	44	47	63	59	43	41
Percent Occupied 2016	38.6%	41.2%	<b>55.3%</b>	51.8%	37.7%	36.0%
Percent Occupied 2004	No count taken	42%	59%	64%	46%	42%



The occupancy survey from 2016 indicates that the peak occupancy (55.3%) was reached at 12:00 PM. That means that even at the time of the greatest demand for parking during the daytime, at least 169 (44.7% of 380 total spaces) on-street parking spaces were available.

When we look at only the two-hour spaces, the highest use was also recorded at 12:00 PM when 42.5% of the spaces were occupied. Peak demand for the three-hour spaces was also at 12:00 PM when 85.3% of those spaces were occupied.

The survey conducted in 2004 indicated the peak demand for daytime parking was at 1:00 PM. At that time, 64% of the on-street spaces were occupied meaning that 121 (36% of 338 total spaces then) were available at all times during the daytime in 2004.

The Economic Development Department of the City conducted its own survey of occupancy in 2010-2011. The study area included parts of the Downtown business district (4<sup>th</sup> and 5<sup>th</sup> Streets) and parts of the Upper Main Street District. That survey concluded that daytime occupancy of on-street spaces never exceeded 74.5%.

In conclusion, reports that there is insufficient on-street parking in the Upper Main Street District during typical weekday daytime hours cannot be confirmed by any current or past examination of actual parking usage.

#### Daytime On-Street Duration

Since we took hourly counts of parked vehicles, we were able to estimate the duration each vehicle parked. We divided the number of parked vehicles (297) by the number of different vehicles (204) to arrive at this figure. Our calculations indicated that the typical vehicle parked for 1.46 hours or 88 minutes. That is a slight increase in duration from 2004 when the typical vehicle parked for only 75 minutes.

When we look at the two-hour spaces alone, the average parking duration is 85 minutes. For the three-hour spaces, the average parking duration is 91 minutes.

This data indicates that the average parker is using a space for about 90 minutes regardless of where he/she is parked. Thus, the existing time limits appear adequate to meet the needs of the users at this time.

#### Daytime On-Street Turnover

Turnover is a measurement that indicates the number of different vehicles that use a particular parking space. For a two-hour space over a six-hour period, the ideal turnover rate would be three. This means that three different vehicles parked in that same space during that period of time. A high turnover rate is better for businesses since it means more potential customers were present.

The turnover rate is calculated by dividing the number of different vehicles (204) by the number of spaces (114). For this study, the overall turnover rate was 1.8. This compares to 2.0 in the 2004 study.

To raise the 1.8 turnover rate, more vehicles would need to park in the District during the daytime and there is parking availability to accommodate those additional vehicles.

#### Evening On-Street Occupancy

After 5:00 PM on weekdays and on weekends, there is no time limitation for on-street parking. We observed on-street parking occupancy on several evenings. Our observation included not only the Upper Main Street District but also a large part of the Downtown.

On every evening, the on-street occupancy was at or above 90% after 6:30 PM. In some areas, the percentage of occupancy was above 90% as early as 5:30 PM. When occupancy reaches the 90% level, it becomes difficult to easily locate on-street parking.

#### Daytime Off-Street Occupancy

There is no public off-street parking within the Upper Main Street District during the daytime, Monday through Friday. Several lots exist but they are designated for private use. Several of those lots were along the route taken by the survey team when they recorded on-street utilization. The team made notes of the occupancy of four lots during the daytime. The following was recorded:

- The City Hall Lot (Columbia and 6<sup>th</sup>) had the highest level of occupancy. Daytime occupancy ranged from 85% to 95%.
- The daytime occupancy of the Wabash Valley Hospital Lot (Main Street between 6<sup>th</sup> and 7<sup>th</sup>) ranged from 30% to 70%.
- The Frontier Communications Lot (7<sup>th</sup> and Columbia) was occupied by several service vehicles and some cars during the daytime. Overall occupancy was estimated at 30%.
- The Central Presbyterian Church Lot (Columbia between 7<sup>th</sup> and 8<sup>th</sup>) saw its occupancy vary from 40% to 60% during the daytime.

These lots were also observed on a Saturday afternoon and they showed even less parking activity. Had the owners of just the four lots that were observed made excess parking available to the general public, it would have provided approximately 110 more spaces for the public.

There were a few other large lots in the District that belonged to the Public Library, churches, a funeral home, and a financial investment firm. They were not monitored for daytime use. The availability of parking on these private lots will vary from day to day and in some cases, hour to hour. On any given day, more or less spaces could be available. Besides, since ample on-street parking is available for most weekdays in the daytime, there is no need to make arrangements for weekday daytime off-street parking at this time.

### Evening Off-Street Occupancy

The Wabash Valley Hospital Lot on Main Street provides public parking for \$1.00 each evening and weekend. All other private lots in the District do not provide public parking, however, most do not actively prevent public parking either.

The consulting team made multiple visits to the Upper Main Street District and surrounding areas during evening hours. We drove by most of the larger lots in the District to observe occupancy between the hours of 5:00 PM and 9:00 PM. We found the following:

- The typical evening occupancy of the Wabash Valley Hospital Lot located on Main Street between 6<sup>th</sup> and 7<sup>th</sup> Streets (see Lot A on the map) ranged from 5% to 50%.
- Several service vehicles remained parked every evening in the Frontier Communications Lot (Lot B: 7<sup>th</sup> and Columbia). A few other vehicles were also parked there. It could not be ascertained if any of the parked vehicles were employees of the firm or members of the general public. Typical evening occupancy ranged from 10% to 20%.
- The Central Presbyterian Church Lot (Lot C: Columbia between 7<sup>th</sup> and 8<sup>th</sup>) saw its occupancy vary from 10% to 40% during the evening. The church's other lot (Lot D) at 8<sup>th</sup> Street between Columbia and South had a maximum occupancy of 10% one evening. On most evenings, the occupancy was about 5% or less.
- The lot at 11<sup>th</sup> Street and Columbia (Lot E: St. Mary's Lot) never had more than 10% occupancy on the evenings we toured the area.
- The lot at 9<sup>th</sup> and Main (Lot F: Bison Lot) has some evening parking activity each evening. Occupancy ranged from 10% to 40%.



FIGURE 18 - MAP OF LARGER OFF-STREET LOTS IN UPPER MAIN STREET DISTRICT

- The lot at the Public Library (Lot G) had a few vehicles on some weekday evenings. Occupancy was observed at 15% maximum. On Friday evening, however, only a handful of vehicles parked on the lot. Occupancy was observed at 5% maximum.
- No evening parking activity was observed on the lot at Columbia and 9<sup>th</sup> Street adjacent to the funeral home (Lot H: Fisher Lot).
- There is an unpaved lot just outside of the District on 11<sup>th</sup> Street between Main and Ferry (Lot I: East End Lot). It is currently being used for construction staging but it was also being used for parking on the evenings we were in the area. Occupancy ranged from 20% to 80%.
- The City Hall Lot (Lot J) at Columbia and 6<sup>th</sup> maintained a high level of occupancy (between 30% and 50%) during evening hours. City vehicles and those belonging to staff that work at night were observed each evening. The adjacent restaurant and banquet hall also was likely responsible for some of the occupancy.
- Another lot located just west of City Hall (Lot K) had a very modest level of occupancy that never exceeded 15%. This lot was out of the Upper Main Street District but could provide parking for the area if made available for that purpose.

Based upon the typical evening level of occupancy we observed, these lots could provide parking for an additional 450 vehicles. A more realistic number, however, is about 325 when one considers the potential evening use of the lots by its owners. Churches and funeral homes do have evening activities regularly and the City Hall Lot is partially used every evening so those spaces cannot be counted.

In most instances, based upon the times of our observations, the parking occupancy we observed on most lots was caused primarily by those working or visiting the businesses in the District. It is possible, of course, that some off-street parking is utilized on evenings and nights by residents who have arrangements with the owners of the lots. One evening, there was a concert at the Lafayette Theater but we did not notice any significant increase in parking utilization.

On the evenings of our observations, most people were able to locate parking on-street. We did observe a small number (less than 75) of vehicles parking in off-street lots. Except for those in the Wabash Valley Hospital Lot, those who parked in off-street lots during the evening were doing so at their own risk.

Then there are the non-typical evenings. When there are one or more major events in and/or near the Upper Main Street District, the demand for parking naturally increases. We observed parking on a Saturday evening when the Long Center had an event. The Lafayette Symphony had a season-opening performance with 462 in attendance. That evening, besides all on-street parking being occupied most of the evening within the District, considerable off-street parking was observed on surface lots near the Long Center. The map on page 60 shows the level of occupancy on lots within the District on the evening of the Symphony performance.

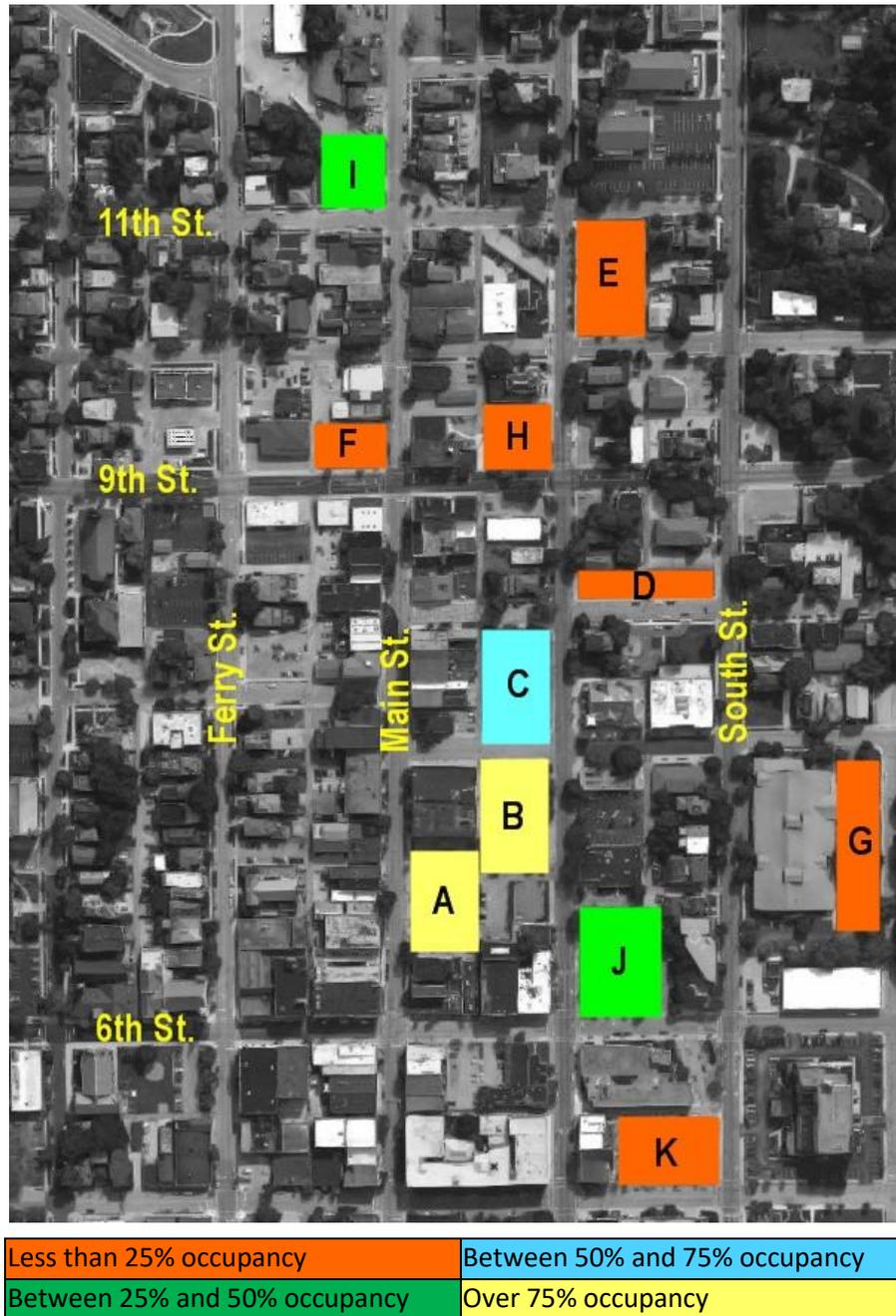


FIGURE 19 - OCCUPANCY LEVELS OF SELECTED LOTS ON OCTOBER 8, 2016

Besides the lots, some attendees of the Symphony parked in the Columbia Block Parking Facility on 5<sup>th</sup> Street. We observed customers entering the facility between 7:00 PM and 7:30 PM then walking towards the Long Center. At 7:55 PM, we counted 48 vehicles in the 405-space garage.

If there had been higher attendance at the Symphony or if there also had been a concert at the Lafayette Theater, reception at the Lafayette Brewing Company, and/or an event at the Thomas Duncan Community Hall, the demand for parking would have increased even more. Such simultaneous events, while infrequent, would cause some overflow to on-street parking in adjacent neighborhoods such as the Historic Centennial Neighborhood and more people likely would have parked in privately owned lots within the District in spite of the posted signs prohibiting public parking.

### Existing Parking Conclusion

After examining the daytime and evening parking environments of the Upper Main Street District, the only deficit of parking discovered was on-street parking during some evening hours. Off-street parking in the one lot that authorized evening parking for a fee and in the nearby Columbia Block Parking Facility, which provides free parking in the evening, are available to accommodate those unable to locate on-street parking. This is true even when there are events (concerts, shows, movies, etc.) in the District. So, from a purely mathematical viewpoint, the current supply of parking is more than adequate to meet the usual parking demand at all times. Unfortunately, people do not rely on math to locate parking; they rely on their personal preferences when it comes to parking. For most, those personal preferences usually include a convenient, safe, and economical location. While many will park in a private lot, some will not park in a location that has a posted sign warning them of the potential of having their vehicle towed. Others will not park in a parking garage even if there is no charge.

The on-line survey indicated that 66% of the respondents experience some frustration in locating parking. Even more (80% of the respondents) believe additional parking is needed in the District and when that percentage of people believes something, then that perception is a reality that must be addressed.



FIGURE 20 - TYPICAL PARKING LOT WARNING SIGN

Perceptions can be changed, so while we do not recommend the construction of any additional parking at this time, we will offer several recommendations to make the existing parking assets more user-friendly. Additional parking may become needed in the future or under the right set of conditions, as we will outline later in this parking evaluation.

## SECTION 7 // FUTURE PARKING ENVIRONMENT

A rising tide raises all boats. This is usually true when it comes to development. New development responding to a strong demand often results in more new development. Along the riverfront, a new mixed-use development (Marq) is under construction. It will include retailing, a major residential component, and banking. Nearby, office buildings have experienced an increase in occupancy. A few blocks away, in the Upper Main Street District, the former offices of the Journal & Courier are being converted into residential units. In our meetings with business owners, the potential of additional development in the District was mentioned. The District has also seen the opening of new restaurants in the past year.

The future, of course, is never a certainty. While the City has no confirmed plans for specific development within the Upper Main Street District, it routinely meets with developers to discuss potential projects. Naturally, one of the topics at those meetings is parking. One of the purposes of this parking evaluation is to provide the City updated information on parking in the District. This becomes a very valuable planning tool.

As part of our evaluation, we will look at two hypothetical development projects that could occur within the District over the next five years. These projects are invented by the consulting team just for this evaluation and do not represent the plans of any developer. Before we examine those imaginary projects, however, we will consider some parking trends.

### Parking Trends

The U.S. Department of Commerce reviewed the data collected for the 2013 American Community Survey. That report concluded that<sup>8</sup>:

- *About 86% of U.S. workers commuted to work by automobile in 2013; 3 out of 4 commuters drove alone.*
- *At 76.6% of workers, driving alone to work peaked in 2010.*
- *At 78%, workers in principal cities within metro areas had a lower rate of automobile commuting in 2013 than their suburban or nonmetropolitan counterparts (89% and 91% respectively).*
- *Urban workers aged 25 to 29 showed about a 4-percentage point decline in automobile commuting between 2006 and 2013.*
- *Workers aged 25 to 29 showed the largest increase in public transportation commuting between 2006 and 2013, from 5.5% to 7.1%.*

This publication suggests that perhaps the number of workers driving to work alone has peaked and is now on a slow decline. This is particularly true for workers under the age of 30.

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<sup>8</sup> U.S. Department of Commerce; United State Census Bureau, Who Drives to Work? Commuting by Automobile in the United States; August 2015

For decades, the parking industry was cash-based. Acceptance of credit and debit cards is now common. The technology that made such a conversion possible, also allowed the industry to collect data. Parking management systems can now determine which vehicles parked, where they parked, how long they parked, how they paid, and how much they paid. Mobile payment apps and on-demand parking availability guidance have become a reality. It is no wonder companies such as 3M and Xerox have entered the parking business. Ford and GM have also invested in parking related businesses to better connect their vehicles to the outside world including parking. The improvements in parking technology are making parking more convenient to use and easier to locate.

The rapid emergence of ride sharing services like Uber have begun to impact the parking industry. Major airport parking facilities have reported a reduction in patronage. The town of Summit, New Jersey soon will subsidize rides for citizens who use Uber to travel to the local train station. The train station parking facility is always full and the town decided it would be less expensive to pay for rides rather than build more parking.

Autonomous or driverless cars are being tested in several localities. This technology will likely result in societal changes that could have an adverse impact for the parking industry. A 2013 report entitled *Transforming Personal Mobility*<sup>9</sup> concluded that 9,000 autonomous vehicles could replace the 40,000 for-hire vehicles in New York City while reducing wait time from five minutes to one minute. Fewer vehicles will mean fewer parking spaces.

There is no secret that firms such as Uber will eventually evolve into a fleet of driverless vehicles. In such a future, a worker could summon a car on demand and not need a personal car – or a space to park it.

In September of 2016, President Obama’s administration released a white paper<sup>10</sup> to promote new housing in the nation’s cities. The document begins by stating:

*“Over the past three decades, local barriers to housing development have intensified, particularly in the high-growth metropolitan areas increasingly fueling the national economy. The accumulation of such barriers – including zoning, other land use regulations, and lengthy development approval processes – has reduced the ability of many housing markets to respond to growing demand. The growing severity of undersupplied housing markets is jeopardizing housing affordability for working families, increasing income inequality by reducing less-skilled workers’ access to high-wage labor markets, and stifling GDP growth by driving labor migration away from the most productive regions. By modernizing their approaches to housing development regulation, states and localities can restrain unchecked housing cost growth, protect homeowners, and strengthen their economies.”*

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<sup>9</sup> The Earth Institute; Columbia University, *Transforming Personal Mobility*, 2013

<sup>10</sup> The White House, *Housing Development Toolkit*; September, 2016

One of the specific recommendations the document made concerned parking.

*“Parking requirements generally impose an undue burden on housing development, particularly for transit-oriented or affordable housing. When transit-oriented developments are intended to help reduce automobile dependence, parking requirements can undermine that goal by inducing new residents to drive, thereby counteracting city goals for increased use of public transit, walking and biking. Such requirements can also waste developable land, and reduce the potential for other amenities to be included; a recent Urban Land Institute study found that minimum parking requirements were the most noted barrier to housing development in the course of their research. By reducing parking and designing more connected, walkable developments, cities can reduce pollution, traffic congestion and improve economic development. Businesses that can be accessed without a car can see increased revenue, increased use of alternative modes of transportation, and improved health outcomes for residents.”*

The automobile remains the king when it comes to the preferred method of personal transportation in this country but there are indicators that the king may not be as popular as it once was. Technology is creating mobility options and there seems to be a generation that is embracing those options. The current parking requirements are seen by some to be a hindrance to the development of new housing and more livable communities. The car is not going away soon but the mobility options are altering its use and will increasingly continue to do so in the future.

So, while we explore the two fictional development scenarios in this document, we will be mindful that the parking needs could be different in just a few years.

## Project #1 – Residential Complex



The increase in residential units within the District is likely to continue. We will examine the parking needs of a five-story office building that will be converted into 40 apartments. Most will be one-bedroom units but 10 will be available as two-bedroom units. The building has no on-site parking but there is limited on-street parking nearby.

Let’s assume the building is located on Columbia Street somewhere between 7<sup>th</sup> and 11<sup>th</sup> and qualifies for R3 zoning status. As such, the Unified Zoning Code requires 1.5 parking spaces for each one-bedroom unit and 2.0 parking spaces for every two-bedroom unit. The total parking requirement is 65 spaces (30 x 1.5 plus 10 x 2).

FIGURE 21 - HYPOTHETICAL RESIDENTAL  
CONVERSION BUILDING (NOT IN LAFAYETTE)

## Project #2 – Mixed Use

Another potential project could be a mixed-used development that includes a full-service boutique hotel with retail. The hotel would have 78 rooms, a restaurant with seating for up to 75 people, and 3,500 square feet of retailing on the first floor. The development would be located along Main Street. The property does not have sufficient room for on-site parking.



FIGURE 22 - POTENTIAL MIXED-USE DEVELOPMENT

The Unified Zoning Ordinance requires one parking space for every room and one space for every 100 square feet of retail or restaurant area. Assuming each restaurant seat translates into 18 square feet, the restaurant will have 1,350 square feet of space. The parking requirement for such a development will be 127 (1 x 78 plus 1 x (4850/100)).

Between Project # 1 and Project #2, existing zoning mandates a total of 192 parking spaces. We could foresee a variance in the parking requirement for the residential development that would reduce the parking requirement by 10 to 15. This would change the overall parking demand to about 180 spaces.

## Potential Parking Options for Hypothetical Projects

There is currently no single lot that exists in the Upper Main Street District that could accommodate the parking demand for these two fictional developments, even if a variance is granted. To accommodate that demand, it would require a site the size of the entire Frontier Communication property, building and lot. It is conceivable that the developers could lease enough parking spaces from private owners in nearby lots to meet its parking requirement. This could, however, create a shortage of parking spaces for evenings, weekends, and special events. Although parking may not be authorized on the lots by their owners, they are used for parking by the general public during those periods.

The construction of a small garage, say 250 spaces, could accommodate that parking demand and allow spaces for additional development. The average per-space construction cost of a parking structure nationally is currently \$19,000. In the Indianapolis area, the average cost is \$17,700 per space. This does not include soft costs (engineering, permits, etc.) which are usually budgeted at 15% of the construction cost or land costs. So, the 250-space garage would require at least \$5,088,750 (\$4,425,000 for hard costs and \$663,750 for soft costs) plus land. Most developers would not look forward to spending that amount on parking. It would likely halt the development.

Tax increment financing could be applied to this fictional parking facility to assist with its cost. The developers could be also required to make an “in lieu of” payment for each parking space that is not provided by the developer. So instead of spending nearly \$5.0M for parking, the developer would pay say \$2.0M to the City and the City would then provide the parking.

Another option would be for the City to acquire the air rights of existing properties that are currently parking lots of around 60 spaces or more.

This would give the City the ability to construct additional parking above the lot. Two or three mini-decks, (about \$18,000 per space) strategically located within the Upper Main Street District could provide the parking to meet future demand or stimulate new development in the District.



FIGURE 23 - CONCEPTUAL PARKING DECK

## SECTION 8 // FINDINGS AND RECOMMENDATIONS

### Findings

Parking studies have been conducted in parts of the Downtown since at least 1990. At no time in all those years has any study, including this one, indicated that weekday daytime on-street parking was not available. A minimum of 25% of the spaces were reported unoccupied during every one of those studies.

At this time in the Upper Main Street District, there are 1,219 off-street spaces and 380 on-street spaces. During a typical weekday, occupancy peaked at 55% meaning that 45% of the spaces were always available. People who parked at those spaces stayed for 90 minutes on the average.

During the evening hours, the rate of occupancy changes. There is more demand for those on-street spaces and occupancy rates of 90% are not unusual. The higher occupancy of the on-street spaces creates demand for off-street spaces, most of which are privately owned. Only one off-street lot in the District offers paid parking. Those who park in other lots do so at their own risk. On some nights, many take that risk.

Managing the demand for on-street parking by charging a user fee fulfills three goals of the City's parking program. The fee will encourage turnover of on-street spaces thus maximizing on-street availability. Consequently, proximate spaces will be preserved for short-term patrons of businesses. Finally, the fee will generate net revenue making the parking program more financially self-sufficient. The revenue generated can offset the costs associated with enforcement and provide a source of funds to expand parking services. The evening demand is also a reason to expand the hours of enforcement.

We looked at parking services provided at 27 other cities. Our review included cities in Indiana, across the United States with similar populations, and small cities adjacent to major universities. Of those 27 cities, about half impose a fee for on-street parking.

The on-line survey we conducted as part of our evaluation, indicated that the number one reason people visit the Upper Main Street District is to dine at a restaurant. That was followed by shopping and attending an entertainment event.

Under the current conditions regarding the private ownership of lots in the District, it is unlikely that any new major development could meet its parking obligation under the existing zoning ordinance. There are some options that could provide that parking but financing could be difficult.

## Recommendations

After carefully exploring the existing and potential future parking environments of the Upper Main Street District, we proposed a series of action steps to enhance the parking environment. We present the action steps in three Phases. The Phases represent the likely level of difficulty in implementing.

Phase 1

- 1.1 Check posted enforcement signs for cleanliness and readability. This will reduce confusion for customers.



FIGURE 24 - POSTED SIGNS

Hidden sign (left) and sign with missing letters (below)



- 1.2 Halt the practice of color-coded curb painting. There is no national standard for this practice. States that use color-coded curbs are not always the same. A white curb in New Jersey does not mean the same as in California. The same is true with yellow curbs. While it does not ban the use of curb painting, the Manual of Uniform Traffic Control Devices prefers the use of posted signs. Besides, when it snows, a driver cannot determine the curb color.

FIGURE 25 - FADED CURB PAINT



- 1.3 The current parking durations (two-hours, three-hours, etc.) are meeting the demands of customers. We recommend no changes in the posted durations.
- 1.4 A review of existing posted signs is necessary. There are missing signs and signs with conflicting messages.



FIGURE 26 - MIXED MESSAGE SIGN #1



FIGURE 27 - MIXED MESSAGE SIGN #2



FIGURE 28 - MISSING SIGN

- 1.5 We recommend that the beginning and the ending of every legal, on-street parking zone be signed with time limits, hours of enforcement, and directional indicators or instructions that define the parking boundary. This will more clearly show drivers where they may park. Effective enforcement of on-street parking begins with providing clear guidance to the customers.
- 1.6 We encourage the City to continue its efforts to expand the number of on-street parking spaces as it pursues the streetscape improvements. The planned conversion of angle parking on 7<sup>th</sup> Street is one example.
- 1.7 With the limited staffing for parking services, it is not always possible for a person to perform regular enforcement using the mobile enforcement vehicle. On those days when there is a shortage of personnel, at least have someone drive the vehicle around the Downtown and Upper Main Street District a few times per day. This will give the impression that enforcement is active and some regular parking space abusers will move their vehicle in accordance with the posted regulations.

## Phase 2

2.1 As part of the streetscape improvement, parking stall boundaries are being marked on the street. This is an improvement over the current system. We realize that the streetscape program will need more years until it is completed. Meanwhile, and, even for streets that may never be part of the streetscape program, we recommend painting the parking stall boundaries on every street where parking limits are enforced.

2.2 The City Hall parking lot on 6<sup>th</sup> Street is underutilized at nights and weekends. Nine spaces in that lot are currently assigned to the Long Center. We recommend that the City look into entering agreements with a few nearby businesses to permit limited (say 20-25 spaces) parking on that lot during evenings and weekends. The spaces need not be assigned.

2.3 The City also owns a surface lot on 6<sup>th</sup> Street across from the Long Center. Currently, the 40 spaces are leased and lessees have 24/7 access to the lot. Most of the spaces are occupied during weekdays but evening and weekend afternoon occupancy is far below capacity. The City should explore the option of a two-tier rate system for that lot. One fee would be for those who need 24/7 access. Another fee, lower than the 24/7 fee, would allow parking during normal business hours, Monday through Friday. During the evenings and weekends, those spaces could be made available for evening parking. Perhaps the Long Center could rent the spaces from the City then re-sell them as VIP parking to selected event ticket holders. It would also make a good location for accessible parking for those attending events.



FIGURE 29 - CITY HALL LOT SIGN

2.4 Commercial loading zones are needed for businesses to receive goods. The City has a plan to minimize the reduction of on-street parking spaces by placing such zones at the entrances to alleys. These alley-entry zones should be restricted solely for temporary commercial purposes. For any other commercial loading zone that must exist in a section of a street away from an alley that could otherwise be used for parking, we recommend establishing a time-of-day limitation on the commercial loading zone. In other words, the commercial loading zone would only be valid from say 6:00 AM to 11:00 AM. After 11:00 AM, the zone would be available for automobile parking with the usual maximum parking duration. This should provide time for most deliveries and additional parking for the businesses. A trial zone could be established first to test the concept.

- 2.5 An effort should be made to contact and meet with the owners of private parking lots in the District to determine if some parking arrangement(s) could be made for the public's use of the lots during the evening. This effort does not necessarily need to be led by the City. Business owners and operators should be part of the discussion. There will likely be concerns about liability and cleanliness and perhaps even rental fees or other incentives, but there just may be some opportunities for common ground. Even getting the lot owners to agree informally not to tow those who trespass on their lots during non-peak times would be a welcomed step. Maybe they would agree to a simple modification to their posted signs that indicate towing will take place during the day and make no mention of towing in the evening. Any understanding that would result in making those lots more available to the public during evenings would be a significant achievement in improving the parking environment in the Upper Main Street District. This step would be in compliance with the City's parking goal to "maximize off-street options for parking for downtown business and service owners and employees."
- 2.6 Additional marketing is recommended to overcome the perception of parking unavailability. Some suggestions include:
- Re-positioning the "Free Parking - Nights and Weekends" banner that is currently far above the entrance to the Columbia Block Parking Facility. Perhaps locate it near the entry area. Add smaller notices about free parking in the lobbies and/or elevator.
  - Asking other businesses that open in the evening to promote the free parking in the Columbia Block Parking Facility, like the Long Center's web site
  - Having a parking information booth at special events Downtown
  - Using the City's web site to provide more information about parking options
- 2.7 We recommend that the City take the lead in proposing to some businesses that they provide a valet parking service for their customers during the evening hours or for events. Of course, the valet operator would need to secure off-street parking. The City could offer the use of its Garage as one parking option. This could be paid for by the business, the user of the service, or a combination of both paying part of the cost.

### Phase 3

- 3.1 The City should continue to carefully review any new application for curb cuts. Driveways reduce the space available for on-street parking. Whenever possible, extraneous curb cuts should be eliminated. Encourage the use of existing alleys for ingress to and egress from off-street parking areas.
- 3.2 When there is a major special event Downtown that will generate a significant demand for parking, provide a shuttle service from a remote shopping area. There are at least two shopping plazas about four miles east of Downtown on South Street that could accommodate a shuttle service. This option can then be advertised to provide attendees a viable parking option.

- 3.3 This recommendation is comprised of three interconnected steps that should be implemented at one time.
- A) The demand for parking, particularly on-street parking, in the evenings is considerable yet the current time restriction expires at 5:00 PM. We recommend enforcement of the time restrictions until 8:00 PM on weekdays. We do not recommend enforcement on weekends or holidays at this time. While Saturday evening parking demand warrants some form of active management, Saturday afternoons usually do not have the same parking demand as weekday afternoons.
  - B) We recommend a fee-based, on-street parking program for parts of Downtown that we refer to as the Main Street Spine (Main from 2<sup>nd</sup> to 11<sup>th</sup> and one block on both sides of Main). Using multi-space meters that require the use of one's license plate, the City will better manage its on-street parking utilization. This program would fulfill several of the City's parking goals such as maximizing on-street availability, preserving the most convenient parking spaces for short-term customers, and making the City's parking program more financially self-sufficient. With only one-third of the Downtown parking spaces requiring payment, customers will have the option of paying for convenient parking or walking a block or two for free parking. Some will choose to park where there is no charge thus freeing up more spaces in the high demand areas. For those who choose to pay to park, some will complain but the complaint will be about paying, not about being unable to find parking. The revenue generated by the fee-based, on-street program can be used to pay for enforcement, provide a fund to add parking in the future, or even re-invest in the Downtown and Upper Main Street District.
  - C) We propose eliminating the "same block face" restriction currently on the books provided the fee-based on-street parking program is implemented. This practice is a remnant of the enforcement practice of chalking tires. It prevented vehicles from parking in the same general area when it was difficult to determine the exact location of parked vehicles during the day. Using mobile enforcement and having marked stalls make it possible to monitor space usage. This step is reflective of another goal of the City's parking operation: to "employ the most understandable and least offensive parking management strategies that are, in so far as possible, fair, consistent, and equitable to all." It should remain illegal, however, to park in the same space for more than the posted time limit.
- 3.4 There is no immediate need for the City to construct new parking. Improved management of its on-street parking assets that includes a fee-based program along with an organized effort to make private off-street lots available to the public during the evenings will satisfy most parking demand at this time. Knowing that new development is likely in the Upper Main Street District, however, it would be prudent for the City to actively seek new parking opportunities. Two small lots close to Main Street, one west of 8<sup>th</sup> Street and one east of 9<sup>th</sup> Street, would provide an incentive for development and re-development in the District and help eliminate the perception of parking inadequacy. Of course, if an entity was able to acquire land for a mixed-use development, a small

garage strategically located on or near Main Street as part of that development might be economically feasible. If a garage is not feasible, then a one-level deck over an existing lot could provide the required parking. It is prudent for the City to explore and/or create opportunities to add more parking whenever circumstances present themselves.



FIGURE 30 - EXAMPLE #1 OF ONE-LEVEL PARKING DECK



FIGURE 31 - EXAMPLE #2 OF ONE-LEVEL PARKING DECK

## APPENDICES

Appendix 1 – Details of a proposed fee-based, on-street parking service

Appendix 2 – Written comments received from the user on-line survey

Appendix 3 – Details of parking occupancy data collection

Appendix 4 – Public forum slide presentation



FIGURE 32 - STANDARD BIKE PARKING RACK

## Appendix 1 – Details of a Proposed Fee-Based, On-Street Parking Option

Based upon the typical utilization of the on-street spaces within the Upper Main Street District, we quickly realized that any fee-based, on-street parking program would not be economically feasible for just that District. The Downtown area would need to be considered in any such program. We considered the fact that the current hours of enforcement ignore some of the peak demand hours for on-street parking; that convenient parking is not always available; the goals of the City’s parking operation; the need to support economic vitality; and the desire of some to promote alternative transportation. These considerations led us to develop a fee-based, on-street proposal for the City. It required ten steps to complete our fee-based proposal.

### Step 1 – What Areas to Include?

TABLE 27 - DOWNTOWN PARKING SPACES

Area	Number of Spaces
Entire downtown	1,200
Main St. spine (Main St. from 2 <sup>nd</sup> to 11 <sup>th</sup> and all streets adjoining it for one block)	450

We elected to consider just the Main Street Spine. These streets generate the most parking demand. If the program is successful, it can be expanded. A smaller area will provide an opportunity for the public and City staff to become accustomed to fee-based, on-street parking. Maintaining free parking at most of the on-street spaces will provide an option for those coming to the District or Downtown.

### Step 2 – Equipment Selection

To collect the fees, equipment is needed. We considered different technology currently on the market. A summary of our equipment review is found in the following table.

TABLE 28 - METER OPTIONS

Meter Category	Pros & Cons
Single-space	Each space has an assigned meter adjacent to it making it more convenient to pay but creating more meters to collect and maintain.
Multi-space (pay & display)	Can monitor multiple spaces reducing operating costs. Customer must walk to meter after parking and pay then return to car with receipt that must be displayed on the dashboard.
Multi-space (pay-by-plate)	Can monitor multiple spaces reducing operating costs. Customer must walk to meter after parking, enter license plate number, then pay. Customer need not return to vehicle. Customer must remember license plate.
Multi-space (pay by space)	Can monitor multiple spaces reducing operating costs. Each space, however, must be numbered. Customer must note space number after parking, walk to meter, enter the number, and pay but need not return to vehicle. Can be issues with seeing space numbering in inclement weather.

For this analysis, we selected the multi-space using pay-by-license plate technology. There will be a learning curve for users remembering their license plate but it offers more features than other equipment options (ability to spot vehicles wanted in relation to an amber alert or a crime and/or generate useful management data on space usage). It is also possible for a pre-registered customer to use a mobile app to pay for parking, thus eliminating the need to walk to the pay station. When a payment is made, the license plate and expiration time is sent wirelessly to a central server and the data is then forwarded to the computer within the enforcement vehicle. The vehicle-mounted cameras capture the license plate of parked vehicles and those plates are matched to the downloaded “paid” list. If a license of a parked vehicle is not on that list, the enforcement vehicle driver is alerted and a violation notice can be issued.

### Step 3 – Hours of Enforcement

After observing the existing demand for parking, we decided to require payment for on-street parking from 8:00 AM to 8:00 PM Monday through Friday. We initially wanted to include Saturdays based upon high evening usage but the lower daytime usage did not justify charging a fee. Moreover, establishing a fee for just Saturday evenings would not be practical.



FIGURE 33 - SAMPLE PAY-BY-PLATE METER

### Step 4 – Rates

There is a shift in parking utilization after 5:00 PM. This rate structure echoes that shift.

TABLE 29 - PROPOSED RATES

Duration	8:00 AM to 5:00 PM	5:00 PM to 8:00 PM
0 to 30 minutes	\$0.00	
30 minutes to 1 hour	\$1.00	\$1.00
1 hour to 2 hours	\$2.00	\$2.00
2 hours to 3 hours	\$3.00	\$3.00

This rate structure reflects the higher value of the on-street spaces when compared to the off-street facilities. It is also intended to promote evening and weekend use of the Columbia Block Parking Facility where parking is free.

#### Step 5 – Projected Usage

In the Upper Main Street District, we found a turnover rate of 1.8. This means that for every space we checked, an average of 1.8 different vehicles parked in that space that day. The spaces we monitored, however, did not include many of the spaces located on the streets further away from Main Street, which would lower that turnover number. Also, we did not monitor the occupancy of the spaces in the Downtown area, which would increase that turnover rate. We did, however, take several visual observations of the Downtown area during the day and evening and we observed a higher percentage of occupancy at all times. So, for purposes of this analysis, we will conservatively assume that one-third of the 450 spaces in the Main Street Spine area (say 150) will have a turnover rate of 3.0, which results in 450 vehicles per weekday. The other two-thirds (300 spaces) has a turnover rate of 2.0 resulting in 600 vehicles. Adding the two numbers together results in 1,050 different vehicles per weekday daytime that could pay to park. Of course, some customers will choose not to pay and will seek free spaces. To account for this normal behavior, we reduced the total number of vehicles by 20% leaving 840 paying vehicles each weekday daytime.

For the evenings, we assume that each on-street space will have one vehicle so we will use 450 vehicles. This is also a conservative number.

#### Step 6 – Parking Duration

We then examined the available data to estimate how long each of the 840 daily customers and 450 evening customers parked.

For the 840 daily customers, we assumed that:

- 10% will park for 30 minutes or 84 vehicles
- 20% will park for 1 hour or 168 vehicles
- 55% will park for 2 hours or 462 vehicles
- 15% will park for 3 hours or 126 vehicles

For the 450 evening customers, we assumed that

- 10% will park for one hour or 45 vehicles
- 85% will park between one and two hours or 383 vehicles
- 5% will park for three hours or 22 vehicles

### Step 7 – Projected Revenue

Putting together the findings from the first six steps, we then calculated the gross revenue that would be generated from the proposed fee-based, on-street parking option using 250 days per year:

TABLE 30 - REVENUE PROJECTIONS

Duration	# Vehicles	Fee	# Days/Year	Revenue
Daytime 30 minutes	84	\$0.00	250	\$0.00
Daytime 1 hour	168	\$1.00	250	\$42,000
Daytime 2 hours	462	\$2.00	250	\$231,000
Daytime 3 hours	126	\$3.00	250	\$94,500
Evenings 1 hour	45	\$1.00	250	\$11,250
Evenings 2 hours	383	\$2.00	250	\$191,500
Evenings over 2 hours	22	\$3.00	250	\$16,500
<b>TOTAL</b>				<b>\$586,750</b>

Under this set of assumptions, the City would realize \$586,750 in gross revenue.

### Step 8 – Projected Capital Expenses

To collect fees from the 450 on-street spaces, it will require about 50 multi-space meters. This assumes that each meter will control nine spaces. (Typically, one multi-space meter is installed to control eight to ten spaces.)

The cost per multi-space meter with full keypad to enter a license plate is currently about \$9,000. (Over the past 18 months, we have seen documents showing prices ranging from \$7,200 to \$10,000 per unit. Exact pricing will be based upon the number of units ordered, the features requested, and the competitive environment at the time bids are accepted. If the City elects to accept currency, which we do not recommend, the cost per unit is increased by about \$1,500.)

We estimate about \$200 per unit to install. The cost may be slightly higher if installed in pavers.

TABLE 31 - CAPITAL COSTS

Item	Quantity	Estimated Cost	Estimated Cost
Multi-space meter	50	\$9,000	\$450,000
Installation	50	\$200	\$10,000
Miscellaneous <sup>1</sup>	1	\$10,000	\$10,000
<b>TOTAL</b>			<b>\$470,000</b>

1) includes set-up fees, programming, computer hardware, etc.

This fee-based program will require about \$470,000 in start-up costs. Should the City not have the capital funds to purchase the equipment, some manufacturers will offer lease/purchase options. Third party financing is also another method to acquire the equipment.

### Step 9 – Projected Operating Expenses

With a fee-based, on-street parking program, it will be necessary to adjust the annual operating expenses. Fortunately, the City already has in place a parking management structure so it will only need to augment it.

We envision the need for at least one additional part-time enforcement staff member due to the expanded hours of enforcement. A full-time staff member will also be needed to maintain the meters, collect revenue, and perform some enforcement.

An additional vehicle (van) will be needed for the maintenance/repairs and collection. We estimate a four-year lease for \$350 per month.

We also include \$1,000 per month for additional fuel, vehicle repairs, office supplies, uniforms, etc.

Fees for credit card transactions can vary but we assumed 15% of the credit card revenue will go to this expense. We estimated that 75% of the transactions will be made by credit card.

Multi-space meters operate by cellular communication to a cloud-based server. The monthly fee for such service is about \$70 per month per unit.

The following table lists the additional expense items.

TABLE 32 - PROJECTED ADDITIONAL EXPENSES

Additional Expense Item	Estimated Annual Cost
Part-time enforcement personnel	\$17,000
Full-time Tech for maintenance & collection	\$32,000
Vehicle (four-year lease)	\$4,200
Supplies, parts, fuel, etc.	\$12,000
Transaction fees (15% of credit card revenue)	\$66,000
Meter communications and back-office	\$42,000
Equipment lease payment (for 5 years)	\$100,000
<b>TOTAL</b>	<b>\$273,200</b>

Additional operating expenses will be about \$273,200 for the first 12 months. After the first year, a service contract will cost about \$275 per unit or \$13,750 annually. That cost will likely escalate each year afterwards.

### Step 10 – Net Revenue

Based upon the assumptions presented here, we estimate that a limited fee-based, on-street parking program in the City of Lafayette will net \$313,550 the first year. The table below reflects our projections for the first five years of the program.

TABLE 33 - FIVE YEAR NET REVENUE PROJECTION

	Year 1	Year 2	Year 3	Year 4	Year 5
Gross revenue	\$586,750	\$610,220 <sup>1</sup>	\$610,220	\$660,220	\$610,220
Operating expenses	\$273,200	\$292,414 <sup>2</sup>	\$298,262 <sup>3</sup>	\$304,228 <sup>3</sup>	\$310,312 <sup>3</sup>
Net revenue	\$313,550	\$317,806	\$311,958	\$305,992	\$299,908

1. Assumes a 4% increase in revenue after the first year as more customers adjust to the paid parking program
2. Assumes a 2% inflationary increase plus \$13,750 for maintenance of meters
3. Assumes a 2% inflationary increase from previous year

Note: After the fifth year, the \$100,000 annual payment for meter purchase will end thus reducing expenses.



FIGURE 34 - LAFAYETTE FARMER'S MARKET ON 5<sup>TH</sup> STREET

## Appendix 2 – User Survey Written Comments

The following comments were submitted by the respondents of the on-line user survey. The comments are unedited except for profanities and to hide personal identification unless permission was granted to print that information.

*North side of Alabama street should be like it's south side. No one is parking there for the library when they have the giant lot. Matchbox has grown to the point where it needs more non 2hr spots. I am not going to pay MORE for parking per month than a membership there!*

*Parking meters.*

*Take a parking lot and put a parking garage on it.*

*I think free parking and parking that is close to the businesses is important. Many people still do not know that the parking garages are free after 6 and on the weekend. I prefer parking in the garages after hours because it is easy to find a space, I don't have to worry about my car getting hit, and I don't have to try to parallel park. I admit that I avoid the Upper Main Street district because it is tedious trying to drive around through all the of stop signs and stop lights just to find a parking space.*

*I do not want parking IN the perimeter. More green space and outdoor cafés. Only provide handicapped spots by businesses. My mother isn't able to participate because it's not handicap friendly downtown; she's on oxygen- so people smoking by cars and outside businesses is a health and safety risk for her. Provide parking garages OUTSIDE perimeter with every 15 minute shuttle service - free or with a pass you can purchase (punch card). Downtown needs LESS traffic- more European-type foot paths/walking. This would increase the community feel/value. We are NOT Chicago- or Indy. If we wanted that we would live there.*

*Hurry up and fix it, so businesses can start to thrive downtown!! Too many have failed due to the lack of availability the downtown area has.*

*keep the city garages free in the evenings/ nights / weekends.. consider small shuttle buses that just run a loop around downtown.. keep the in service up till bars close..*

*The parking in downtown Lafayette is quite confusing in my opinion, there is too much short term and permit parkin and not enough long term.*

*It seems like parking is being taken away instead of added with the latest improvements in this area*

*We should encourage more public transportation.*

*Parking Enforcement staff do an excellent job and are highly professional in the face of the challenges they deal with on a daily basis, especially as they're asked to enforce a wider area with the same equipment and staff. I would like to see the City demonstrate and promote specific things that parking ticket revenue is used for in the downtown area. Use on-street spaces for more than just parking, do "parklets," take spots to add pedestrian amenities where appropriate. Get together with some artists and designers and figure out what kind of cool things they can do with a space 8x300'. Use parking as an asset to leverage downtown as a place, rather than a place to leave your car. People do not come downtown [by car] because it is convenient. They come because they're drawn by something it has that does not exist in significance anywhere else between Indianapolis and Chicago - authentic public spaces, art, unique and independent eateries, community based entertainment, probably a few other things. When people want to be there, it seems the "parking issue" disappears.*

*General use parking garage with fee rate schedule. Consider leased spaces on lower floors or above. Maybe 2-3 floors parking. Possibly partial sub terrain parking to keep structure height minimal.*

*If I park on main street on one side of the street and an hour later move my car a few blocks down and park for another 1.5 hours m, I shouldn't get a ticket for parking over 2 hours because it was still the same side of the street. This discourages going to multiple places along main street during one visit.*

*I belong to two luncheon groups, we no longer go downtown because of the parking issues. Some of our ladies are elderly. If you park in a two hour area you are worry if are you going to finished in two hours. Plus wome of the two hours parking areas just to far to walk for some people to get to your destination At times we have wanted to go in some of the shops however, that means moving the car just not worth it. When I have to go downtown, I think of it as a nightmare no matter what I am going for.*

*Underground parking.*

*There are plenty of older building's on the north end near ferry and 5th to 6th Street that are an eyesore from being covered in graffiti and abandoned that could be knocked down for additional downtown parking.*

*More parking always adds to convenience but can diminish how walkable downtown is. I would like to see parking made available adjacent to upper main street while main street itself gets opened up for larger/more pedestrian and bike paths.*

*Parking needs to be added near he Lafayette theatre and long center to help bring artists and people to the venues*

*Maybe it would be possible to make some of the private business surface lots and loading zone spaces available to the public after 5:00 PM. I don't usually have a problem finding a spot during the day but if I am going downtown for dinner or drinks it is nearly impossible to find street parking. Also I am not comfortable parking and walking from a garage when it is dark.*

*Between 1/3 and 1/2 of the property area in upper Main district is parking lot. If there is not enough parking it is only because we lack imagination and the will to use the existing wealth of parking. There are also curb cuts that can be reverted to parking. We painted over the yellow of a re-purposed drive and added space marking guides along 10th and it increased parking access by 30%. There is curb on the south side of Ferry between 10th and 11th that could be used for on street parking. The center stripe is placed to support parking on the south side. It would calm traffic. Cars speed along and the parking would be a welcome deterrent.*

*There is plenty of parking. The available parking is not used efficiently. Invest in employee bus passes, car share, bike share and making alternatives available for employees so customers have good spaces. Fix alleys, line parking spaces for efficient use, have public private partnerships manage available spaces for convenience and income generation to maintain quality. Close unused driveways to create more on street space. If a large lot is desirable, place on the main thoroughfare such as Columbia for easy access to cars and pedestrian safety.*

*More angle parking--some of us never learned to parallel park!*

*we need ADA approved sidewalks, parking, etc. early and mid evening security would be nice.*

*3-4 hour parking would be ideal*

*More parking for the handicap people in Lafayette*

*It's very difficult sometimes to maneuver a vehicle into the painted lines of the parallel spaces on the downtown streets when there are open spots between other vehicles. It would be helpful if the markings created a little bit longer parking spaces.*

*Hopefully as soon as all of the construction and renovations are done on Main Street and downtown there will be ample parking. I do believe downtown parking should be for more than 2 hours, perhaps not in all spaces. Some individuals are unable to conduct their downtown/Main Street business in 2 hours. Thank you. I hope this helps.*

*Again too many empty handicap spots especially in the evening!!!!*

*I used to work downtown and parked in renaissance building. Parking garages have safety issues as kids skate boarding and homeless hiding in stairwells. If you build garages there need to be security cameras that are monitored. The new parking design with the corners bumped out are so hard to park by. They are cutting down your parking. As an old person of Lafayette I remember when all the stores were downtown finding parking was awful. So the stores moved to the mall so you could park. So here we are today opening stores and having apartments downtown. Once again parking had raised its ugly head. I would go to this area a lot if I could easily find parking. Love a lot of the restaurants but parking a problem so we go to out lying areas. If you are going to have paid parking sell yearly passes. I hate dealing with parking garage gates that don't always work. Best wishes*

*the City needs to consider either adding parking decks to their parking garage at the Columbia Center. If that is not possible then I think some type of public/private partnership needs to happen on a new development downtown that would include a parking garage that would be available to the public. The site that comes to mind (although it may not be feasible) is the lot on the south side of Main Street between 6th and 7th. I believe that it is owned by Wabash Valley Hospital (Riverview now?) and Verizon. It is almost always underutilized. Any new garage built should include a design that wraps retail/residential around the parking structure. The sidewalk (particularly along Main) level should never support a parking lot; the street level should be activated by with retail, public art or even a parklet (pocket park).*

*My biggest suggestion is 3 hour parking would be great!*

*Build a garage on the police surface lot or surface lot West of city building. Lower levels for police and city employees, higher levels for Matchbox/visitors. Special events at Matchbox are a real problem for parking. They are reluctant to go to the city garage (or don't know to) and encroach on library, Holiday Inn and residential parking. Another good spot for a garage is the surface lot across from LBC. I know we do not have the best track record of getting people to actually use garages, i.e. the WL levee, but if you continue to eliminate street parking along Main, making it more pedestrian friendly (maybe eventually a pedestrian mall) I think people will start to use them.*

*Lunch hour short term parking would be very nice for businesses where it's to get in and out of. It helps the customers frequent the business and do what they need to do. The court house to as sometimes they just want to get in and out of as they are just dropping stuff off and do not need to park for 2 hours.*

*I believe the downtown "ambassador" position, which essentially functions as a whistle-blowing liaison to the police, should be abolished.*

*Would some of the businesses be willing to open their lots to after-hours parking (those that are not open in the evening)?*

*Parking fines are too high, and the high rates are an indication of competition for parking and not enough spaces overall. They also unfairly penalize those who don't have handicap plates but are nevertheless unable to walk very far, e.g. elderly, people with young children in tow. The garages are helpful but also expensive. Overall, there are not enough spaces and the cost of using them is too high. I only go downtown when I HAVE to, and even that is too often when I consider the cost of time and parking. I go elsewhere when I have the option.*

*Residents of the Upper Main St. District should be allowed to purchase / receive a "neighborhood sticker" after proving place of residence, which would give them leniency when parking in the Upper Main St. District. I live on Ferry Street and must park on the street, and abiding by time limits according to the city's schedule has been frustrating. West Lafayette has a residency sticker option, and allows residents of certain districts near Purdue's campus to prove residence and avoid being ticketed for parking on the street. I think this would not only save downtown residents' money (that they could then use at downtown small businesses), but also the city's time. It would improve resident relations with the city, and create a more positive environment for downtown living.*

*Put the bricks back on 6th Street!*

*I received a parking violation Warning on August 31, 2016 and on the back it said I had 30 days to deal with the violation and then I received two more actual tickets on August 6th and August 7th....I think better clarification of the parameters is needed...Thank you for your time..*

*It would be nice if the parking lot across from Lafayette brewing company was created into a parking garage. Also the parking lot behind Verizon it would be nice if on the weekends you could park there as well. I assume that is a private lot maybe The city could reach out and come into agreement with Verizon.*

*Since there is always parking available within 1-2 blocks of any given destination, it seems odd to have a parking ticket (I understand what 2 hours means) 3-10 min after your time is up. Seems a bit tight. I do business downtown all day, I park in a lot currently but that will soon not be available. I will then park 2-3 blocks away in a non enforced area and walk. On occasions I am running errands and park on the street to unload. When I do and possibly a customer pops in, I am aware of my car and the time, I will almost every time get a ticket. It will show I was 5 min over my time and I got there at 7min. :( Sad day! I also drop things off in the morning on the street, do business all over town, and might come back to unload again. If I am not on it I will get a ticket or warning that states must move your vehicle to the other side of the street. I know the car has GPS, I know the software is to use that system to be able to tell that my car was on the south side of the street at 8AM and other cars were there all day, and then I was there again at 3PM. Why is the software not being used properly? I should not have to obsess about parking rules that are not stated on signs when the system is smart enough! I have spoken to Kevin and he*

*basically agrees but admits he is not sure how to make that software work. Call tech support! The city invested in the product, use it correctly!*

*I know people who work downtown that have to move their cars every couple hours, maybe special free parking for them.*

*So often I need to just go into a shop or bank. A short time and wish there were more 20 min spots*

*Perhaps some people need a refresher on how to parallel park and that you don't take up as much space as possible like you're in a corn field. People waste so much space when parallel parking and it's so frustrating for those of us who have lived in a big city and know not to waste space. There's enough parking if people park correctly!*

*Too many 20-30 minute spaces.*

*We have a business downtown and when they shut off Main Street for the many festivals it absolutely kills our business. Nobody seems to care what it does to us and not one person has ever offered any kind of support for us during these times. Why aren't they staged at the Plaza and Bridge area, which was originally the intent for its being done. I guess it would be good for us if we sold beer and could make money from people wanting to use the restroom. We habitually take in several hundred dollars on a Saturday, but the last festival Saturday we only took in \$17. That's typical for festival Saturdays for us. Parking is easy to find and is well managed! Kevin Harris and his staff do a great job!!!*

*Would 3-hour time limits be considered in some not-so-busy areas?*

*1 hour and 52 minutes, is not 2 hours. I've been given multiple fines, while still within my 2 hour limit. As a person on disability, that 20-50-100 dollar fine, can mean me not getting groceries for the month and if I don't pay them I'll have trouble, also. I fear my car getting broken into, at night, because I have to park in a poorly lit part of the outlying perimeter of the 2 hour zone. If I don't, and can't make it to my car, every two hours, I'll owe money, Which I don't have.*

*MANY PARKING SPACES NEED TO HAVE THE 2 HOUR LIMIT DELIMITED.*

*The lower Main Street area is an issue as well. Those of us working downtown battle the parking issues daily. Painting lines for parking spaces might help people realize when they are taking up 2 spaces. Some areas (churches) have painted their own yellow lines and have changed them over the years. I've worked at the same location for over a decade.*

*All the parking signs need to be more detailed. Not one sign post the proper rules and regulations. I have seen numerous people get tickets because they have left and came back. But back to the same area they were at earlier in the day. The signs have no detail about this, it says 2 hour parking... But not 2 hour*

*parking for the entire day. You can be parked for 10 min. at 8:30am come back later at 3:00pm and if your parked on the same block / same side of the street you will receive a ticket! How is the public to know?*

*Tricky issue: Folks will walk 1/2 mile at the mall from their car, but that same distance downtown becomes a burden to them. Having more available parking should encourage more downtown business growth.*

*Remove on street parking and add a garage parking location on the north end of downtown. This will encourage more parking then walking or biking downtown. By removing the on street parking on South and Main street there will be more pedestrian and bike traffic, which increases the number of people visiting restaurants, shops, etc.*

*I love Downtown Lafayette and support the businesses, festivals, restaurants, shops, and markets. Although I do not usually have a problem finding a parking place in the Upper Main Street District, it may be because I use street-side parking in the morning and weekdays. On the weekend, I walk to the downtown area as I own a home near Ferry and Erie Streets. I have heard other people who do not live in the area say that parking is a bit tight.*

*It's not a bad problem, but people here are not used to driving around the block to find a spot.*

*I reside downtown, and think there is enough parking to accommodate peak parking for special events. The decks seem to be underutilized.*

*Add moped parking vertical to the curb at the end of a block. Add 5 foot space for trees to be planted in the parking spaces. Two 20 foot spaces, 5 foot tree space, than two 20 foot spaces. Use brick under parked cars for water percolation and for trees roots to absorb the water and remain clear of the building frontage. You only Loose ine car space per block. And it give more walking space on the side walks. Use allies for walk ways to parking areas that are inviting.*

*Would be nice to see angled parking instead of parallel.*

*It might help if local businesses that have lots or a few spaces, would allow community parking after hours (say 6 pm) to help ease parking. I know this isn't a solution during the day.*

*The new street scape seems to limit parking, not improve parking.*

*Let the churches and the phone company rent out their spaces without penalizing them with higher property taxes and insurance costs. These spaces already exist. Why not use them when they don't need them for their own use? Sometimes they block off use to the public because of liability costs and because*

*of the trash that is left behind after events such as Mosey and other downtown events. I let the Mosey attendees, people who come downtown to the Christmas parade, the Duncan Hall and the Carnahan Hall attendees use my lot as needed. I even let the St. Boniface Church people use my surface lot for their German Fest every year as they have promised me a free "get into heaven" pass when I die. See, I am really not the assxxxx that you think I am. Gary Wolfelt. [ghw@wolfelt.com](mailto:ghw@wolfelt.com)*

*Omit parallel parking*

*Mulhaupt's gravel lot that is currently staging the Main St project would make a great public parking space. Time limited just like the streets.*

*The city of Lafayette has a great opportunity to promote physical fitness in the local community. There is an obesity epidemic in the state, and the Lafayette community can help to encourage residents to walk more. There is just no reason why the city of Lafayette needs to spend time and money making parking more convenient, when that is just a euphemism for encouraging laziness. There is never a problem parking for 2 hours if you are just willing to walk a few blocks. In fact, I will just take the first spot I see, even if it is half a mile away from my destination. Is the parking problem for people who are shopping or eating downtown for a few hours? If that is the main issue, then people just need to walk a few blocks. Of course, if you are working downtown, you need to have parking for 8 or more hours, so my statements will not apply to those people. Perhaps the Lafayette parking committee could go against the American culture of convenience/laziness and promote healthy physical activity instead.*

*The new sidewalks eg main and 11th take away street parking. Not cool. Especially if it's going to be that way at 6th and main. We need all we can get b*

*We need more parking for longer periods of time. Safe parking as well.*

*Stop adding bike racks!*

*Most places close to restaurants serving lunch have too short parking times. I find parking downtown after 6 to be very difficult to find*

*For me, distant parking is a safety issue. If I need to walk several blocks to my destination from parking, it would be nice to have it adequately and brightly lit on both the main streets and the side streets.*

*More parking is needed. Patrons can't find spaces to visit food establishments or professional offices. The Mulhaupt's empty gravel lot at 11th & Main would be a great space for a parking lot that could hold 50-100 cars. The parking lot should not be metered or paid parking. It should just be an open lot for anyone to use: people who live in the area, work in the area, visit the area, etc. Just 50-100 open spaces. Paving this empty lot would solve all parking issues for anything east of 9th street.*

*Take over the Wabash valley parking lot*

*Again when you converted all of the handicap access spots to 24 hour reserve, you created alot of wasted spots. go back to 9-5 for the reserved spots.*

*Make more parking options closer to the Main Street area as it is harder to find available on street parking in this area in the evenings.*

*More signage. To me, the sign indicates from this point on, if it means the whole street then there needs to be more signs.*

*Lines on the street.*

*Would like space along side areas defined. Too often people park with no regard for others. Where there could be room for a vehicle, there is not because of someone else's poor parking job.*

*There seems to be a clear shift in occupancy after 5p on weekdays.. this area goes largely from law and other offices to restaurants, bars and nightlife in the time between 5 and 9p. It might make sense to consider the parking situation as it relates to this shift - maybe look at destination business capacity in each of these "modes" by block.*

*Instituting angled parking spots in stead of parallel spots would improve the situation greatly. Plus it negate the need of a parking lot or structure.*

*The policy of ticketing someone for parking on the same street multiple times in a day is ridiculous. The signs say 2 hour limit, not that you can only park on this block once in a day for 2 hours.*

*The parking decks are HORRIBLE. Not handicapped accessible and no lighting.*

*Once some of the construction is done that will help, Tippecanoe County's population increased from 2003-2013 by approx. 28K. I realize that not everyone has to get to the courthouse but the need for parking has risen greatly, and construction on the foot bridge, Old National and Sixth Street constructions have just increased the load of traffic, not to mention the condos down town and Riehle Plaza's constatnt string of events through the summer seasons. no matter what in influx of events cause people to reach out and take normal Local peoples parking places. Unless you have your own space there is a constant battle and another parking place just to help with these seasonal events would help with this*

*Keep up the good work*

*More parking will take away from what is a very pedestrian friendly area. There is plenty of parking downtown, and to my surprise much of it is completely free. An easy way to have better access to street parking is to start charging for it. Multiple studies have been conducted that support this matter, and many cities have successfully priced parking so that more can be available. Plus, any parking pricing can help to maintain the downtown walkable atmosphere. Please, don't add more parking. It will harm more than it helps.*

*I mainly visit the area for delivery purposes and the loading zones are great, however I have run into times when I can't use a loading zone due to vehicles overhanging into the spot. Better marking the loading zones for larger vehicles would be nice. Maybe a few more loading zones where they can fit in, and one near the entrance of the court house. I don't park my personal vehicle in the area often, but occasionally have a hard time parking when I do.*

*I moved here from a larger city and find the parking not as bad as my friends say. Heck a parking ticket is only \$20.00. I don't think they realize how cheap that is. I park all over downtown and get in pretty quickly because I don't mind walking. The parking control officers are friendly if you ask me. They actually talk with you when you talk to them.*

*Ever since we have had the new parking enforcement program Kama I have found it much easier to find parking when I need it thank you*

*A garage across from the Central Presb church would benefit the church, library and rest/shopping on Main. Another spot would be across from the Laf Brewing co. We go to Mosey and hard to find a good spot in that area.*

*We own a business in this district and parking always affects it. Bottom line.*

*After the destruction of the Sixth Street Bricks, just find something historical and tear it down. Be sure to use low quality asphalt so as to save money.*

*Please consider not putting spots so close to the end of the sidewalk. It's very difficult to see around vehicles parked at the last spot on a street and you have to pull in to the intersection to see traffic. Also please consider larger vehicles who need to make wide turns in this area.*

*Looking forward to a central multi level parking facility. Reasonably per hour fee or free*

*The easier it is to find parking the more people will come downtown. Lafayette has a wonderful downtown and the city should do all they can to encourage and help it thrive.*

*Would be great to have pull in street spaces like othe communities do along Main Street (Delphi for example) or even like we have on 5th street between main and Columbia. Make more of that kind of parking available for those of us who hate to parallel park please! Even if on the side streets right off of main. So much easier to maneuver. Also get rid of the majority of the shorter term parking. I feel like spaces should be mainly 3 hours or above. That gives people plenty of time to have lunch and visit shops and businesses without worrying about moving. Too many signs to pay attention to. It's hard enough to find a parking space.*

*More handicap spots near restaurants 0 spots from 7th to 11th St. That's not acceptable.?*

*I don't like to park more than 3 blocks away from my destination as I don't always feel safe in the Downtown area. I used to live within this area as well and parking at my home was very difficult during Downtown events, especially if i just needed to get groceries. I have designated employee parking during my employer's operational hours, however, it's not convenient most of my personal time. I do appreciate non-metered parking, just better enforcement of those spaces. I do like the idea of a parking garage near 11th & Main. Also, just plain safety. I don't mind walking farther away if I felt more secure. Six years ago I walked everywhere Downtown, but muggings and violence in neighborhoods don't give me that confidence to walk alone in the area anymore.*

*We are not a community likes parking garages or walking very far. Retailers and restaurants need lots of spaces to draw customers. Just the reality of it.*

*Add either more parking or parking meters or work with others who have private lots to have a reasonable rate for parking. Also when having events in the downtown area the people running the events needs to be mindful of our business, running events downtown should not be shutting down businesses it should be making them thrive.*

*Possibly add angled parking on some streets.*

*I think once all of the construction on the street rebuilds is done the parking levels will return to the level that they are fine. Thanks! D. S.*

*As I noted before. Diagonal parking along some of the streets would be more convenient(or like parking on 5th street between Columbia and Main), easier to park for some, and spaces would be used correctly( not one car in 2 spaces because they don't know how to parallel park).*

*In my opinion parking garages offer a LOT of parking with a smaller footprint. While it may be a lot more expensive to build and maintain parking garages it eliminates empty lots which are an eyesore for a downtown (great examples of eyesore downtowns would include cities like Fort Wayne and South Bend).*

*The parking lot across the street from the Lafayette Brewing Company would be a PERFECT spot for a parking garage. There would be enough space for both the normal tenants as well as visitors to utilize parking in that location without having to charge \$20 to park there during the week. If a parking garage were added in this spot it would make Main Street even better since it'd be "thickening" the buildingscape along that stretch. I would prefer to pay for parking here (as long as it's similar in pricing to the garage nearest to the river) rather than implement any sort of parking meters along the street as I think it is wonderful to have free street parking. In general it's not that hard to find a parking spot BUT I don't mind walking several blocks to get to my destination. For large downtown events parking is definitely a nightmare but a parking garage would definitely help alleviate this.*

*There are a lot of people who have difficulty parallel parking. Is there some way to create some diagonal, on-street parking.*

*I still see many violating parking time limits. Many who work downtown.*

*Ppl need to quit taking up ppl parking that live there*

*While I have a parking spot provided by my employer, I also work for an organization that draws large numbers of people to this district on a regular basis and receive regular feedback about inadequate parking. With 2 theaters and multiple restaurants and shops, the visitor volume to this area in the evenings and, especially on weekends, is often quite high. Better access to these community assets would help business owners and patrons alike.*

*I think that they should not have eliminated parking spaces as part of the sidewalk project. It further hurts business downtown but then it is too late to think about that.*

*The designated/marked parking is a real boon. Thanks! The 20 minute spaces are a pain.... an hour would be better for 'short term' parking.*

*I wonder how downtown residents use street parking. Is that part of the problem? Can the former J & C parking lot (Ferry/Sixth) be available for a surface lot?*

*There are many events downtown that draw a large number of patrons and that usually leads to limited parking spaces. I have two small children and many times we forgoe attending these due to the distances we have to walk from the available parking. There are also a lot of "private" and "restricted" lots that are in prime locations. I believe a surface lot would be desirable with a reasonable fee such as a flat fee for certain number of hrs.*

*We have a lovely downtown but the parking situation keeps us from going often. A two hour limit is not sufficient time to eat and shop so the shopping usually is eliminated so as to not get a ticket*

*I have and do business in the district but often park outside of it.*

*Encourage parking lot owners to build up more parking for weekend and event use.*

*Encourage local businesses and churches with empty lots on weekends and evenings to open their lots when not being used, and compensate them appropriately. Meters that only run outside business and worship hours could help.*

*We need more parking. Many people choose to reside downtown but don't necessarily work downtown; therefore, they need vehicles for transportation and parking close to home. I would be more inclined to shop and eat downtown during successful trips but often find NO parking available, and opt to not walk 10 blocks to courthouse square or surrounding restaurants and businesses. You can streetscape Main St all you want but unless people have a place to park to get them to downtown from outlying areas, they won't be able to park and walk to enjoy the improvements. Constant issues with problematic people riding buses are a drastic deterrent to GLPTC usage city-wide. Drunks blundering downtown begging for money for booze, Wabash Valley Alliance outpatient facility has crazy people blundering around screaming and being disruptive and businesses have been complaining about these same people causing disruptions in their stores. All of these are factors for not wanting to patronize downtown and not wanting to park blocks away from a destination you have to walk to and encounter these issues.*

*Don't spend the \$. It's not a problem.*

*I see no problem with parking in that area*

*Church parking lots should be open to the public during times when there is no church service. There are plenty of these downtown, and they sit empty while the churches pay no taxes...this is screwed up.*

*The issue of parking downtown cannot be solved by simply adding more parking lots (which would only destroy the urban nature of the neighborhood that made it attractive in the first place), rather alternative forms of transportation should be considered. Improving the pedestrian friendliness of the surrounding streets (Columbia and Ferry for example) would likely increase the willingness of people to park farther from their destination if they know the walk will be pleasant, plus it would have the added benefit of increasing foot traffic around businesses that they pass. Wide sidewalks and bike paths (akin to the cultural trail in Indianapolis) would encourage people to use alternative transportation more. Furthermore, if more parking is necessary, the construction of a centrally located garage with commercial and residential facing the streets would be wise. On a more dramatic level, perhaps the establishment of a fixed mode of transportation, like a streetcar with a dedicated rail from the 11th street plaza to Riehle Plaza would likely increase the willingness of people to park further from their*

*destination. I'm eager to see what effect the Zagster bikes will have downtown, and I hope it encourages a more walking-oriented (rather than auto oriented) downtown.*

*The best thing you've done for downtown parking- adding the white lines to delineate what a parking space consists of. The biggest problem that I face with downtown parking is people who take up a space-and-a-half to park their cars.*

*Please tell West Lafayette to do a study of their parking around Purdue University. They should have 4 hour spots*

*I'm pretty happy with the situation and hope there's no plan afoot to add parking meters. I don't personally see the need for more spaces, but if your survey suggests otherwise I hope you'll map out some new spots. Our vibrant downtown is one of the best things about our community and I hope that the parking situation will remain as simple and straightforward as it is right now, so that businesses don't see a downturn in visitor numbers.*

*In my experience, people who don't live or work downtown avoid going there because they have to walk a block to get where they want to go. Yet they don't realize they walk twice that far when they go to the mall.*

*I would like to see a parking garage for shoppers and visitors to downtown. There is no place to park on the street and you use a garage and all the spaces are reserved.*

*People that work downtown should be able to park in the same spot all day.*

*Parking is generally ok if I'm near the 5th St. parking garage. But on street parking is almost always full.*

*The new 'street scapes' is reducing parking - rather than increasing it. This is going to hurt merchants, in the interest of esthetics.*

*More street lights. Some areas are very dark and intimidating.*

*Don't feel comfortable parking north of Main or some side streets leading that way.*

*Why the he'll are you driving down New York Street?*

### Appendix 3 – Parking Occupancy Survey Data

This is the survey data collected on Friday September 9, 2016.

Street	Section	Space #	Duration	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	# vehicles	# unique vehicles
N 7th	west: Main to Columbia	1	3 Hr.	NWA	NWA	MEB	834	278	NCO	6	5
		2	3 Hr.		LZC	218	MUJ		572	4	4
		3	3 Hr.	034	034	034	240	880	880	6	3
		4	3 Hr.		617	929	929			3	3
		5	3 Hr.	629	629	629	617	617	617	6	2
		6	3 Hr.				8MM		NDH	2	2
Columbia	north: 7th to 6th	1	2 Hr.		MXR	MGY	MGY	AZE	MGY	5	4
		2	2 Hr.	MUX	MUX			MYG		3	3
		3	2 Hr.	ZTO	ZTO	AGT	AGT	401	280	6	4
		4	2 Hr.	643		TGB		EEC	EEC	4	3
		5	2 Hr.				702		BGC	2	2
		6	2 Hr.	MEB	NWA	NWA	LCR	LCR		5	3
		7	H 2Hr.							0	0
		8	2 Hr.	LPF		924			835	3	3
Columbia	south: 6th to 7th	1	H 2Hr.							0	0
		2	2 Hr.	926		MSO	MJT		MTD	4	4
		3	2 Hr.	527				BBB		2	2
		4	2 Hr.	NGR	NGR	NGR				3	1
		5	2 Hr.				AUD	AUD		2	1
		6	2 Hr.							0	0
		7	2 Hr.	248	248	248				3	1
		8	2 Hr.	653		543				2	2
		9	2 Hr.							0	0
		10	2 Hr.							0	0
		11	2 Hr.						869	1	1
		12	2 Hr.							0	0
		13	2 Hr.							0	0
		14	2 Hr.							0	0
		15	2 Hr.							0	0
		16	2 Hr.							0	0
		17	2 Hr.							0	0
		18	2 Hr.							0	0
		19	2 Hr.							0	0
N. 7th	west: Columbia to South	1	2 Hr.							0	0
		2	2 Hr.							0	0
		3	2 Hr.							0	0
		4	2 Hr.				475			1	1
		5	2 Hr.							0	0
		6	2 Hr.							0	0
		7	2 Hr.							0	0
		8	2 Hr.					494	494	2	1
		9	2 Hr.	ANS						1	1
		10	2 Hr.							0	0
N. 7th	east: South to Columbia	1	2 Hr.						XTT	1	1
		2	2 Hr.	NAL						1	1
		3	2 Hr.							0	0
		4	2 Hr.				NLL			1	1
		5	H 2Hr.							0	0
		6	2 Hr.	SXM		417				2	2
		7	2 Hr.							0	0
N. 7th	east: Columbia to Main	1	3 Hr.	LHX	LLV	LLV	MKS	147	ATD	6	5
		2	3 Hr.	808	808		MEM	MEM	MEM	5	2
		3	3 Hr.	744		698	698		869	4	2
		4	3 Hr.		BZM	BZM	203			3	2
		5	3 Hr.	NO PLT	643	643	BKJ	MES	MES	6	4
		6	3 Hr.	GDX	MDO	MDO	MDO	SWG	MLT	6	4

Continued on the next page.

Street	Section	Space #	Duration	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	# vehicles	# unique vehicles
Main	south: 7th to 8th	1	2 Hr.	396	ANH	ANH	814	317		5	4
		2	2 Hr.			117	280			2	2
		3	2 Hr.	119		4XM		702	702	4	3
		4	2 Hr.			HAB	HAB	MDO	MDO	4	2
		5	2 Hr.	LXF	LXF		739	GDX	GDX	5	3
		6	2 Hr.		GXC	GXC				2	1
		7	2 Hr.				7XO	039	039	3	2
N. 8th	west: Main to Columbia	1	3 Hr.	070	184	184	184	TYQ		5	3
		2	3 Hr.		LCJ	LCJ	CBC	380		4	3
		3	3 Hr.	LJJ		11E	11E			3	2
		4	3 Hr.					LDD		1	1
		5	H 3Hr.			BTD	BTD			2	1
		6	3 Hr.	ADY		700	700			3	2
N. 8th	east: Columbia to Main	1	3 Hr.	MJT	812	970	970			4	3
		2	3 Hr.			6JE	MAN	9KT		3	3
		3	3 Hr.			911	911			2	1
		4	3 Hr.			YLA	BAL			2	2
		5	3 Hr.			ABM	ABM	LBB		3	2
		6	3 Hr.			950		957		2	2
		7	3 Hr.			AYU				1	1
		8	3 Hr.	BJT	BJT	BJT	KAD	KAD	KAD	6	2
		9	3 Hr.				BJT			1	1
		10	3 Hr.		L77	L77	SWD	LMI	846	5	4
Main	south: 8th to 9th	1	2 Hr.		372	372		212	THT	4	3
		2	2 Hr.			661	872	872		3	2
		3	2 Hr.	135	135	BHL			315	4	3
		4	H 2Hr.							0	0
Main	south: 9th to 10th	1	2 Hr.	LZD	LZD	LZD				3	1
		2	2 Hr.	922	922		624			3	2
		3	2 Hr.	EVN	699		295	LEI		4	4
		4	2 Hr.	ZTI	MGI	AAA	702	702		5	4
		5	2 Hr.			NCV	351	795		3	3
		6	2 Hr.					4BJ	ARS	2	2
		7	2 Hr.					MGJ	NIS	2	2
Main	north: 10th to 9th	1	2 Hr.		SWJ	BCO	BCO	BCO	LXD	5	3
		2	2 Hr.		12E	820	820	BTY		4	3
		3	2 Hr.		C67	OO3	OO3			3	2
		4	2 Hr.					720	305	2	2
		5	2 Hr.				954	954		2	1
Main	north: 9th to 8th	1	2 Hr.				365	LZD	LZD	3	2
		2	2 Hr.				665	665		2	1
		3	2 Hr.	MGP	MGP	MGP	MGP	MGP	MGP	6	1
		4	2 Hr.	562	562	562		854	CIB	5	3
		5	2 Hr.	985	985	LMY	LMY	108		5	3
		6	2 Hr.		846	846	846		BAL	4	2
		7	2 Hr.			184		909		2	2
		8	2 Hr.		XAS	XAS	543			3	2
		9	2 Hr.	GEV	GEV	LQY	LDM		5PE	5	4
		10	2 Hr.	UBM	UBM		MXW		965	4	3
		11	2 Hr.	661	661	661			966	4	2
		12	2 Hr.	557	557	557				3	1
		13	2 Hr.		574	957	944			3	3
N. 8th	west: Main to Ferry	1	3 Hr.	MCT		TTY	TTY			3	2
		2	3 Hr.	KAD	KAD	KAD	275			4	2
		3	3 Hr.	572	572	572	M33	M33		5	2
N 8th	east: Ferry to Main	1	3 Hr.		144	144				2	1
		2	3 Hr.							0	0
		3	3 Hr.		MCT	MCT				2	1
		114		44	47	63	59	43	41	297	204
				38.6%	41.2%	55.3%	51.8%	37.7%	36.0%	1.46	1.79
										duration	turnover

## Appendix 4 – Public Forum Slide Presentation



## Welcome

- Dialogue about parking in the Upper Main Street District
- Who we are
- What we are doing
- What other cities have done
- How you can participate



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## Who Are We?

- Integrity Parking Systems, LLC
- Founded in 2001
- Chagrin Falls, OH (outside Cleveland)
- Network of parking professionals in 7 cities in the US
- Provide consulting services to cities, airports, medical centers, universities, private entities
- Each member has years of hands-on operational experience



**INTEGRITY**  
PARKING SYSTEMS



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## Integrity Project Team Members

- Jim LaRocco, Founder and Managing Partner
  - 54 Years of service in the parking industry
- Chuck Cullen, Senior Associate – Parking Advisory Services
  - 43 years of service in the parking industry



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## What We Are Doing

- Work with the City to enhance its delivery of parking services
- Examine existing parking supply and demand
- Gather public input: **The recommendations we make will only be as good as the information we receive. Your input is very important!!!**
- Measure how and when the existing spaces are being used
- Project future parking supply and demand
- Make recommendations



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A Few Words About Parking (Parking 101)

## What is Parking?

- ▣ Service (Utility)
  - > Convenient & safe
- ▣ Transportation
  - > Temporary terminal points of our mobile society
- ▣ Development
  - > Required component of most projects
- ▣ Business
  - > \$13.0B in revenue



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## Parking Types: Off-Street

- ▣ Lot
- ▣ Structure (deck, garage, car park, parkade, etc.)



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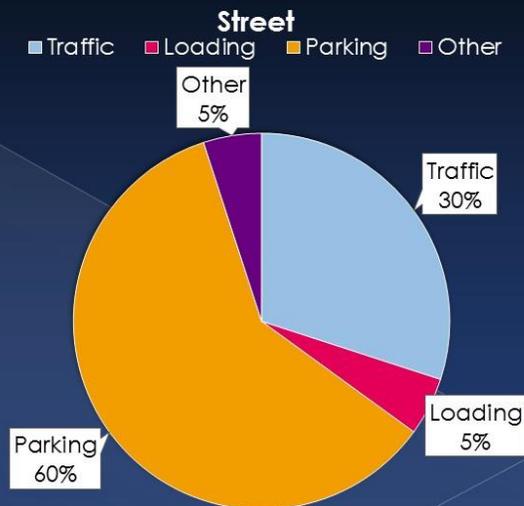
## Parking Types: On-Street



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## The First On-Street Parking Problem

- Slicing the roadway pie
- What takes priority?
- All cities face this problem



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## The Second On-Street Parking Problem

- ▣ Regulating the spaces allocated for on-street parking
- ▣ All cities also face this problem
- ▣ Parking problems often indicate a successful business area.



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## How Cities Address On-Street Parking Problems Differ

- ▣ Restrict
  - > Vehicle type
  - > Hours
  - > Duration
- ▣ Enforce
- ▣ Impose fees



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## How Other Cities Address Parking

### Oak Park, IL

- Prohibit overnight on-street parking
- Residents must use nearby lots
- If a lot not available, then special permit must be purchased to park on-street
- Permit revenue goes to purchase land for more lots



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## Toledo, OH

- Paid metered parking from 8 AM to 11 AM and from 2 PM to 5 PM each weekday
- No fee between 11 AM and 2 PM



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## San Francisco, CA

- Demand-based parking fees for on-street spaces - Rates adjusted no more than monthly
- Metered spaces for motorcycles



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## Albany, NY

- Uses a progressive rate structure for on-street parking in CBD
- From \$1.25 to \$6.75 per hour
- All-day on-street parking is \$30.25
- Off-street is \$11 per day

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## Arlington, IL

- Split-use parking structure
- Each level of garage designated for different users (shopper, merchant, commuter)



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## Cincinnati, OH

- Provides first 10 minutes free at most downtown meters
- Some on-street metered spaces provide only free 10 minute of parking



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## Boise, ID

- Reverse angle parking



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## Bloomington and South Bend, IN

- Most on-street spaces free in South Bend
- Bloomington provides paid on-street parking from 9 AM to 9 PM, Monday-Saturday



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## Oxford and Athens, OH

- Athens offers pay-by-phone option
- Oxford has some meters enforced from 6 AM until 4 AM and also offers 10-hour paid spaces outside of CBD



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## Aberdeen, SD

- Businesses assessed to pay for parking



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## Portsmouth, NH

- Developers may pay a fee instead of providing required parking spaces
- Shared parking arrangements with businesses



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## Indianapolis, IN

- Park INDY
- City leased its on-street parking assets for 50 years to a private company for an up-front fee (\$20M) and an annual payment (average \$12.4M per year)



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## Upper Main Street District

### Upper Main St. District

- How to divide the roadway pie?
- Consider major traffic connectors to interstate, West Lafayette, and more
- Consider what is in the District now: Places to eat, shop, pray, be entertained, conduct business, receive services, and live
- How to regulate the parking (off-street, on-street) to serve all of those interests?
- What about the future of the District?



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## Your Turn

- ▣ Give us your ideas, opinions, thoughts, recommendations, etc.
- ▣ On-line survey began in August and is available through tomorrow



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Thanks for Your Input!