Downtown Portland Parking Study

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Project For:

Portland Main Street
MSU Extension
Ionia County Economic Alliance

Spring, 2009
Special Thanks to

- Our Partners:
  - Diane Smith, MSU Extension
  - Julie Clement, Portland Main Street

- Professors:
  - Rex LaMore, Ph.D.
  - Zenia Kotval, Ph.D., AICP
Agenda

- Introduction
- Project Scope
- Phase One: Inventory
- Conclusion of phase one
- Phase Two: Recommendation
- Conclusion of phase two
- Q&A
Portland, Michigan

- Located on the western edge of Mid-Michigan, in Ionia County.
- The city is located at the convergence of the Looking Glass River and The Grand River.
- The city has a total area of 2.5 square miles, of which 0.1 sq miles is covered in water.
- As of the 2000 census, the population was 3,789 people with 1,507 households.
Phase One
- Understand the current state of accessibility and parking

Phase Two
- Create a list of recommendations for improving accessibility and parking in Portland
Phase One: Inventory

- Businesses
- Pedestrian Accessibility
- Signage
- Surrounding Land Uses
# Phase One: Social-Economic Analysis

## Economy

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>4,056</td>
<td>3,785</td>
</tr>
<tr>
<td>Total Number of Establishments</td>
<td>117</td>
<td>96</td>
</tr>
<tr>
<td>Number of Employees</td>
<td>809</td>
<td>558</td>
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</tbody>
</table>

Source: 1997 and 2002 Economic Census
Phase One: Social-Economic Analysis

Transportation

- Working location
  - 77% outside of Portland
  - Majority rely on private automobile and only a few walked to work
  - No public transportation

- 41% residents travel more than ½ hour to work

- Time leaving home to work
  - Peak time in early morning
Conducted the last week of February, three questions were asked.

Of the 42 businesses in Downtown Portland 19, or 45%, responded to our survey.

Kent Street, photo taken in March 2009
Question 1

Do you think there is a parking problem in Downtown Portland?
Question 2

Where do the people that work at this business park?
What steps would you like to see taken to improve parking in Downtown Portland?
Phase One: Parking Counts

- **Public Parking Spaces**
  - On-Street Parking
    - 145 spaces available
  - Off-Street Parking
    - 145 spaces available

- **Private Parking Spaces**
  - Off-Street Parking
    - 150 spaces available
Parking Lots and Number of Spaces in Each Lot

- **Total Public Lot Spaces Available**: 145
- **Total Private Lot Spaces Available**: 145
Phase I: Parking Zones

Total Off-Street Parking

- Zone 1: 44 Spaces
- Zone 2: 41 Spaces
- Zone 3: 21 Spaces
- Zone 4: 20 Spaces
- Zone 5: 19 Spaces
Phase One: Parking Counts

![Bar chart showing occupancy rates in different zones. Zone 1 has the highest occupancy rate, followed by Zone 5, and Zone 4 has the lowest.]

Percent of Spaces Occupied

Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5
---|---|---|---|---
60% | 50% | 40% | 20% | 55%
Phase One: Parking Counts

![Bar chart showing percent of spaces occupied for different lots: Grand River and Maple (30%), River Lot (10%), City Hall Lot (70%), Scout Park (70%).]
Phase One: Assessing Parking Demand

Model One:
Based on zoning requirements for parking

<table>
<thead>
<tr>
<th>Model 1 Results</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Required</td>
<td>589</td>
</tr>
<tr>
<td>Public Spaces</td>
<td>290</td>
</tr>
<tr>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Private Spaces</td>
<td>150</td>
</tr>
<tr>
<td>Parking Shortage</td>
<td>149</td>
</tr>
</tbody>
</table>

Example

The Portland Area Service Group has a maximum occupancy of 80 people, and the zoning ordinance requires one parking space per four persons admitted by the fire code. Therefore, the use requires 20 parking spaces.
Phase One: Assessing Parking Demand

Model Two:

Based on *generation equations from ITE Parking Generation Manuel (2nd Ed.*)

### Model 2 Results

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Demand</td>
<td>308</td>
</tr>
<tr>
<td>Public Spaces</td>
<td>290</td>
</tr>
<tr>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Private Spaces</td>
<td>150</td>
</tr>
<tr>
<td>Parking Surplus</td>
<td>132</td>
</tr>
</tbody>
</table>

**Example**

The Portland Area Service Group has a square footage of 2810. The ITE manual equation for a “city recreation center” is 4*(square footage /1000). The equation for the PASG is 4*(2810/1000)=11.24, or 12 required parking spaces.
Phase One: Conclusion

Based on our results there is a perceived parking problem in Downtown Portland.

Our Parking Demand Models prove that there are enough parking spaces available in Downtown.
Phase Two: Recommendations

- Parking Education
- Parking Promotion
- Physical Improvements
- Regulatory Policy
- Signage
- Alternative Modes of Transportation
- Special Event Parking
1. Parking Education

- Educating business owners, employees, and users of Downtown
- Flyers and windshield cards
  - Encourage business owners and employees to park in off-street parking lots.
- Meetings and face to face contact

Source: “Know the Numbers” campaign (Carl Walker, Inc.)
2. Parking Promotion

- An active advertising campaign
- Combined parking with other events/attractions
- Brochures and flyers

Source: Louisville, KY Free Parking Promotion (Barr)
2. Parking Promotion

- Courtesy Program
  - Friendly parking environment
  - A card issued thanking patrons for visiting
- “Parking Angels”
  - Free ice-scrappers, etc.
- Advertisement
  - Newspapers/Websites
  - Local Events
  - Hotline

Source: City of Boulder, CO
Courtesy Card (Barr)
3. Physical Improvement

Streetscape Improvements

- The physical structure of the streetscape can be improved

- Greenwood Ave, Seattle
  - repainted the roadway

Source: Repainted Crosswalk, Seattle

Worn Crosswalk Paint in Downtown, photo taken in March 2009
3. Physical Improvement

River Lot Improvements

- High capacity with low usage
- Bridge street is one-way
  - Traffic Flow
- Signage
- Improve the design of the bridge
  - Example: Danville-Riverside Bridge in Pennsylvania

The River Lot on a Saturday Afternoon in March 2009
4. Regulatory Policy

Parking Enforcement

- Two hour parking zones along Kent Street
- Approx. 19% of cars on Kent were parked at least 4-6 hours (2004 parking study)
- Financial difficulties to enforce
- Best Practice
  - A parking advisory committee

Portland 2 Hour Parking Sign, photo taken in March 2009
4. Regulatory Policy

**Color-Coded Parking Permits**

- **Best Practice**
  - Common on college and university campuses
  - Easily identify violations

- **City of Palo Alto, California**
  - Enforcement is simple
  - The cost is minimal

"Store Parking Only" on Kent Street, photo taken in March 2009

Source: City of Palo Alto Color-Coded Parking Zones
4. Regulatory Policy

**Shared Parking**

- Different uses have different peak operating hours
  - Therefore demand parking spaces at different times.

- Minneapolis, Minnesota

Source: Shared Parking Sign from the United Kingdom
5. Signage

- **Uniform signage**
  - Differentiate short-term and long-term parking areas

- **Sign System**
  - Direct overflow parking to the River & Maple Lots

- **Simple Signage**
  - Indicate the location of infrequently used lots

*Portland City Hall Parking Lot Sign, photo taken in March 2009*
Varied colors and formats is confusing to drivers.
5. Signage: Wayfinding

An example of simple, consistent wayfinding signage

5. Signage: Pedestrian

Grand River, Downtown Portland, photo taken in March 2009
5. Signage: Pedestrian

Source: Uptown Charlotte NC
5. Signage: Pedestrian
5. Signage: Pedestrian
6. Alternative Modes of Transportation

Bicycles

- The City of Greenville, SC
- A “Bicycle Friendly Community Workshop”
- City ordinances should be revised to encourage more bicycles
- Add a Bicycle Plan to the Master Plan
- Connect existing trails with Downtown Portland
6. Alternative Modes of Transportation

**Carpooling**

- On street parking may be dedicated to employees that choose to carpool.
- Financial incentives can be offered to companies with employees that carpool.

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**Example**

The Campus of Monash University in Melbourne Australia

- Premium parking spaces
  - Red Permit $150
  - Blue permit $37.50
7. Special Event Parking Management

Remote Parking and Shuttle Service

- The Victoria Transport Policy Institute
- Adopt a strategy for remote parking for special events like funerals and Bingo Fridays.

Source:
http://www.levinlimousine.com/shuttle-bus.jpeg
Phase Two: Conclusion

- Adequate and convenient parking is important to a vibrant and sustainable downtown.

- A combination of recommendations are needed to improve the accessibility and parking in Downtown Portland.
Thank you!!

Questions?