

City of Beaverton Public Parking Study

Michigan State University Urban and Regional Planning Program Practicum – Spring 2025

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GOAL STATEMENT

To improve public parking management, both on- and off-street, within Beaverton's Central Business District by analyzing current parking conditions and identifying ideal sites for alternative uses, including outdoor retail activity, short-term parking, and mixed-use development.

AREA OVERVIEW

Beaverton, Michigan is a small city located within Gladwin County.

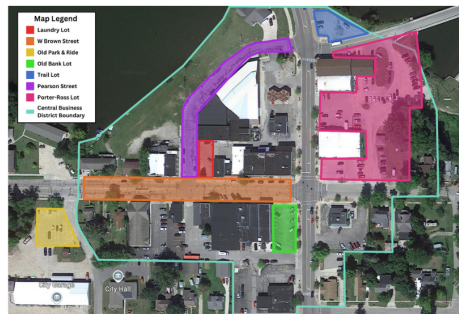
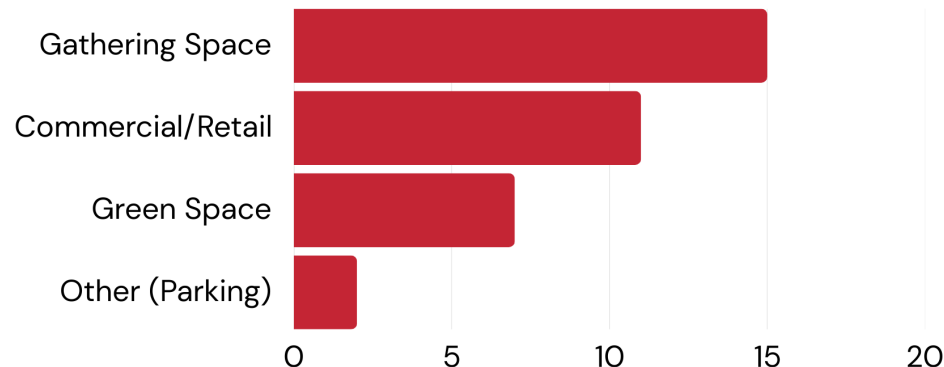
Beaverton's Central Business District has four public off-street parking lots and two zones of public on-street parking:

- Trail Lot
- Porter-Ross Lot
- Old Bank Lot
- Laundry Lot
- Pearson Street
- W. Brown Street

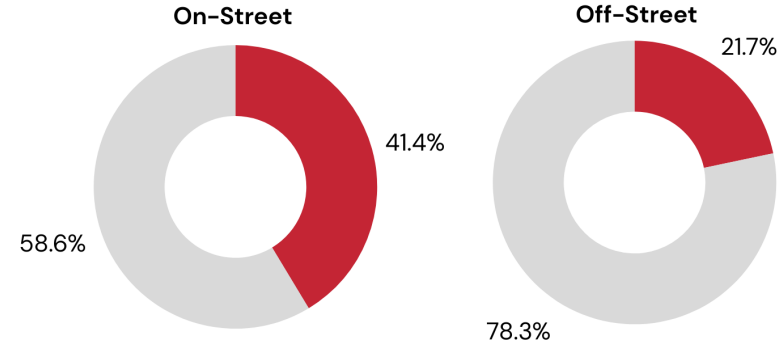
Additionally, there is one parking lot just beyond the CBD boundary.

BUSINESS OWNER SURVEY

This survey was used to gauge the CBD business owners' perceptions of parking demand and supply in the downtown area. A total of 23 survey responses, from a diverse mix of business types were analyzed to gain insight into commuting patterns, parking availability, and desired improvements in the commercial district.



OCCUPANCY DATA



RECOMMENDATIONS

Safety and Wayfinding

- Add bollards alongside Old Bank Lot
- Install public parking signage
- Repaint crosswalks and parking spaces



Parking Efficiency

- Redo the Laundry Lot layout to increase flow and access
- Pave and paint the Porter-Ross complex
- Set Old Bank Lot spaces back and build pedestrian walkway

Policy Reform

- Implement seasonal parking ordinance
- Remove 2-hour off-street restriction
- Reform zoning code



Infill Development

- Identify underutilized spaces for public access and mixed-use buildings
- Develop the site north of 100 Ross St into a plaza and residential-commercial space