

Downtown Portland Parking Study



Project For:

Portland Main Street
MSU Extension
Ionia County Economic Alliance



Project Team:

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[Special Thanks to]

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[Agenda]

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

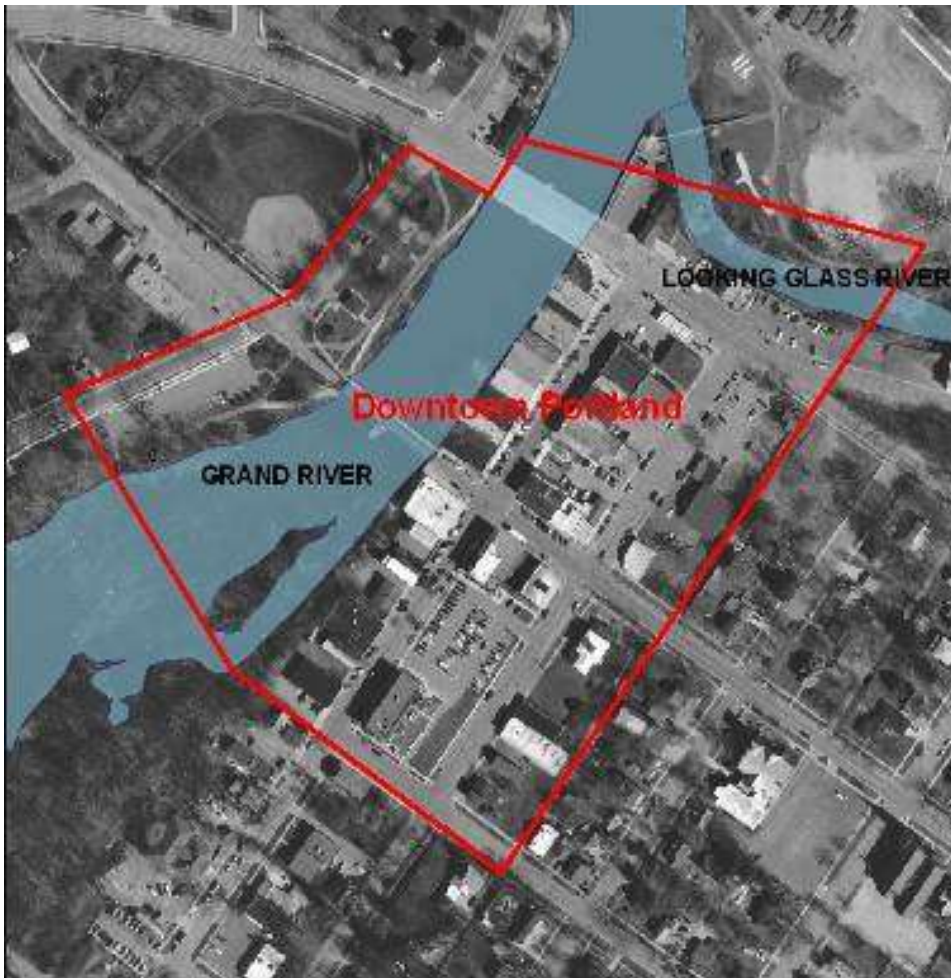
[Portland, Michigan]

- 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.



Project Scope

Study Area



- 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

Statistics by Economic Sector		
	Portland 1997	Portland 2002
Total Population	4,056	3,785
Total Number of Establishments	117	96
Number of Employees	809	558

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



Phase One: Business Owner Survey

- Conducted the last week of February, three questions were asked
- Of the 42 businesses in Downtown Portland 19, or 45%, responded to our survey

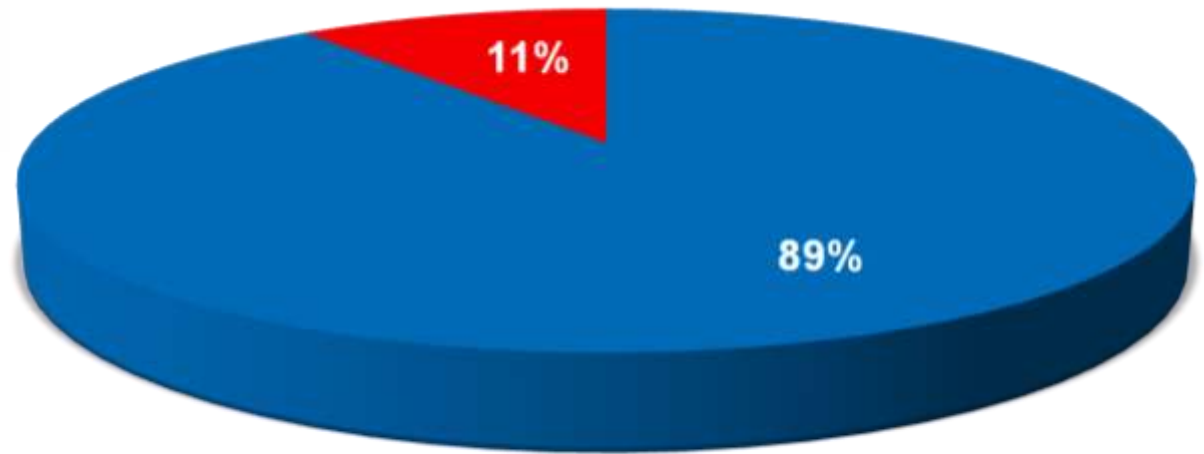


Kent Street, photo taken in March 2009

[Question 1]



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

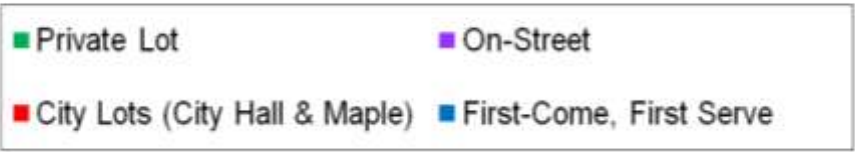
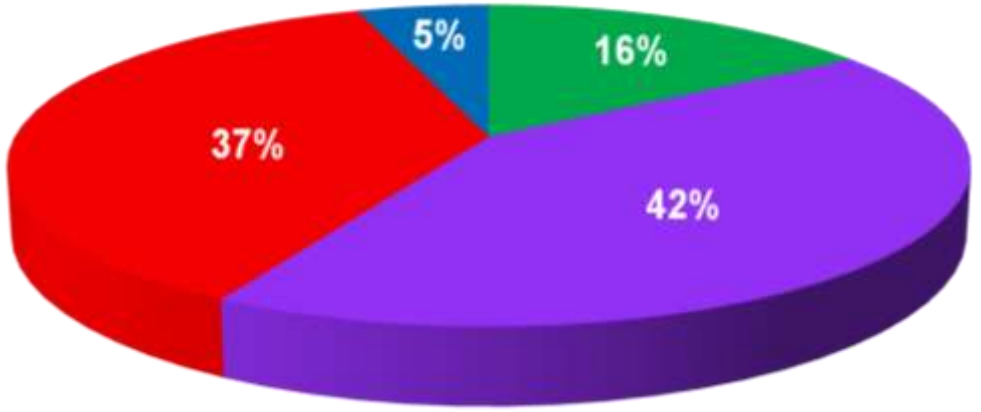


■ YES ■ NO

Question 2



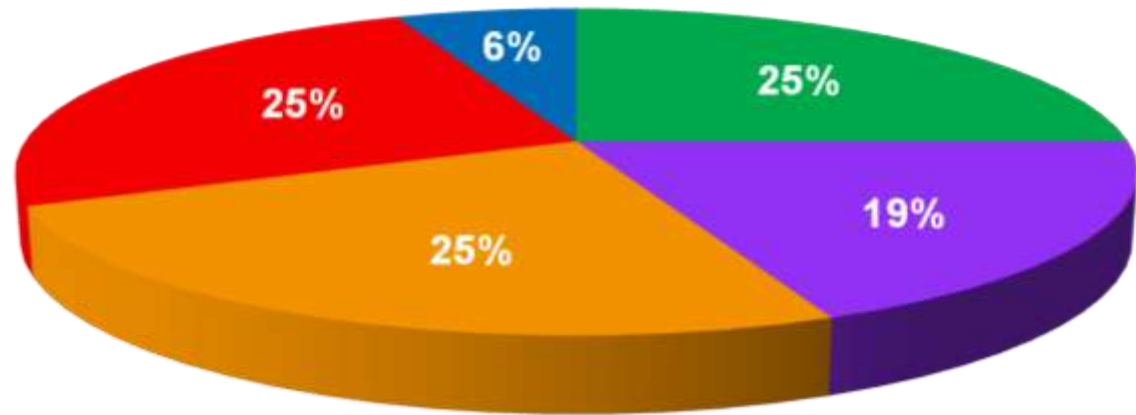
Where do the people that work at this business park?



Question 3



What steps would you like to see taken to improve parking in Downtown Portland?



- Relocate Senior Center
- Add additional Parking Spots or Another Lot
- Better Signage for directing Parking
- No Problem, Will Fix itself over time
- Get Business Owners to park elsewhere

Phase One: Parking Counts

- Public Parking Spaces

- On-Street Parking
 - 145 spaces available
- Off-Street Parking
 - 145 spaces available

- Private Parking Spaces

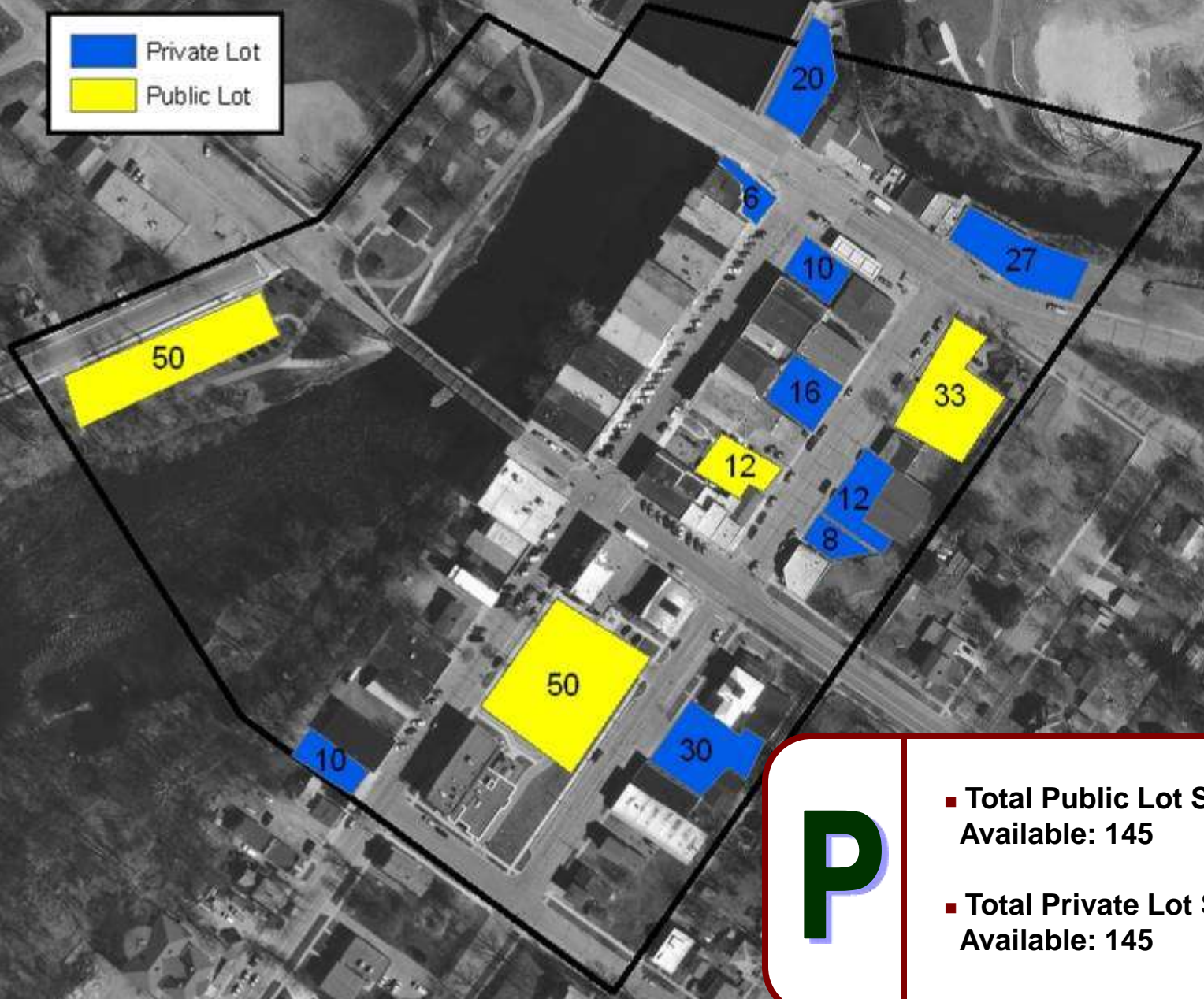
- Off-Street Parking
 - 150 spaces available



Parking Lots and Number of Spaces in Each Lot



Private Lot
Public Lot



P

- Total Public Lot Spaces Available: 145
- Total Private Lot Spaces Available: 145

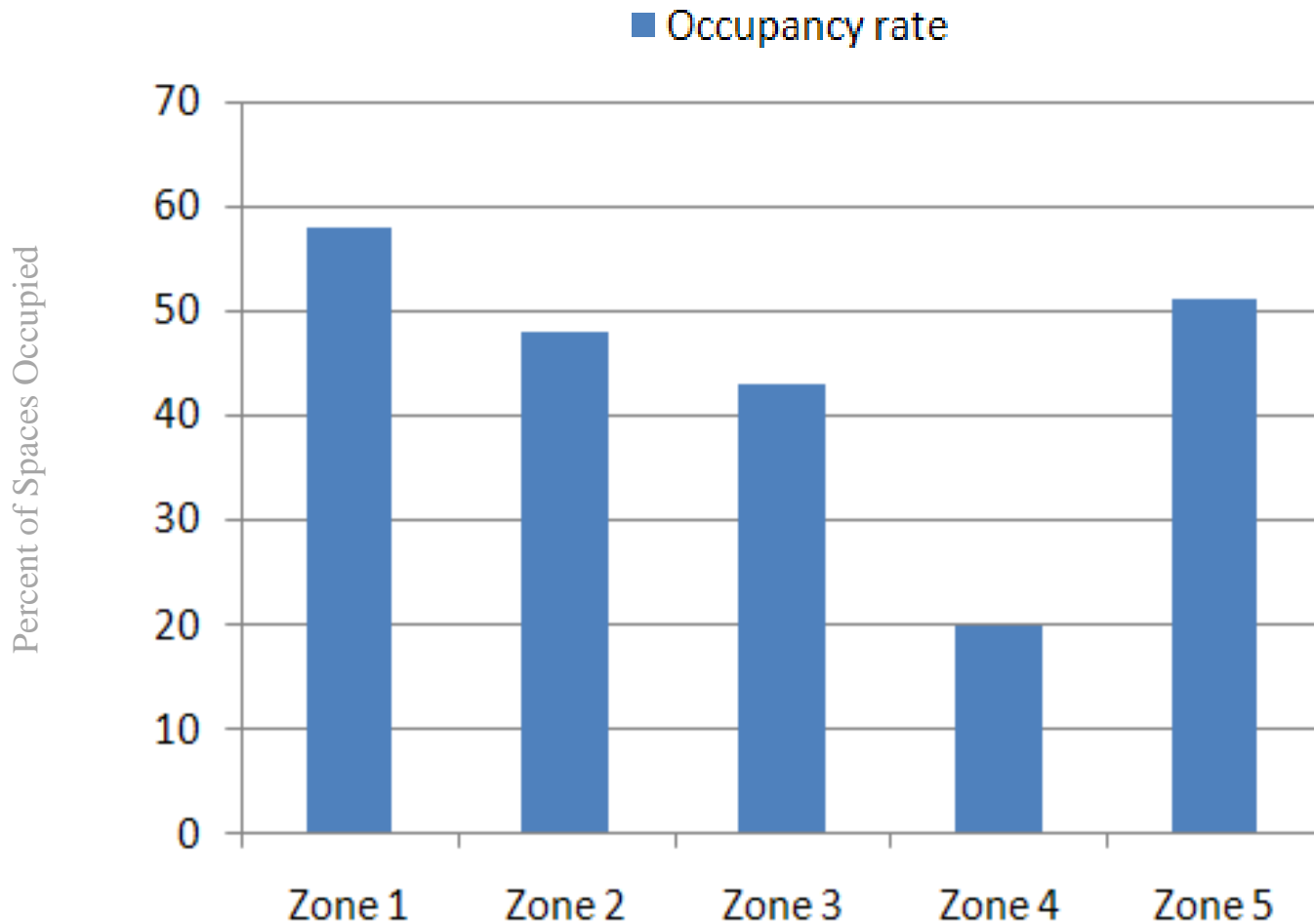
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Total Off-Street Parking

- Zone 1: 44 Spaces
- Zone 2: 41 Spaces
- Zone 3: 21 Spaces
- Zone 4: 20 Spaces
- Zone 5: 19 Spaces



Phase One: Parking Counts





River Lot

Maple Lot

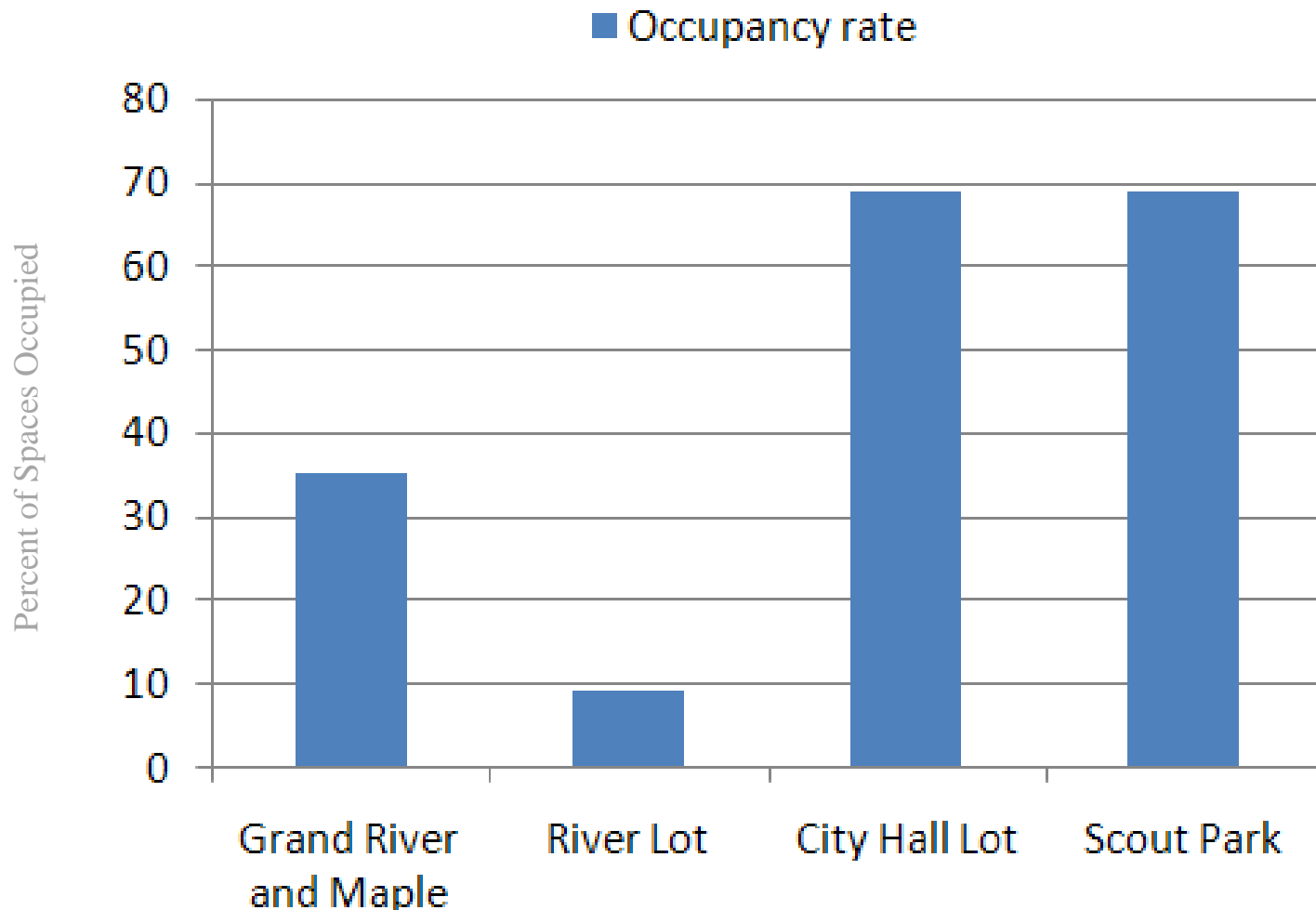
Scout Park

City Hall

-  Parking_Lots
-  Study Area



Phase One: Parking Counts



Phase One: Assessing Parking Demand

Model One:

Based on *zoning requirements for parking*



Model 1 Results	
Total Required	589
Public Spaces Available	290
Private Spaces	150
Parking Shortage	149

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 Manual (2nd Ed.)*



Model 2 Results	
Total Demand	308
Public Spaces Available	290
Private Spaces	150
Parking Surplus	132

Example

The Portland Area Service Group has a square footage of 2810. The ITE manual equation for a “city recreation center” is $4 \times (\text{square footage} / 1000)$. The equation for the PASG is $4 \times (2810 / 1000) = 11.24$, 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



Source: Louisville, KY Free Parking Promotion (Barr)

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

2. Parking Promotion

- Courtesy Program
 - Friendly parking environment
 - A card issued thanking patrons for visiting
- “Parking Angels”
 - Free ice-scrapers, 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



*Worn Crosswalk Paint in Downtown,
photo taken in March 2009*



- Greenwood Ave, Seattle
 - repainted the roadway

Source: Repainted Crosswalk, Seattle

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

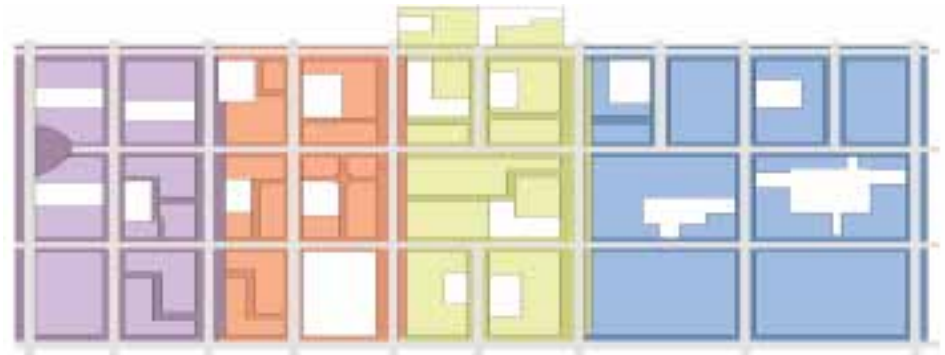
4. Regulatory Policy

Color-Coded Parking Permits

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



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



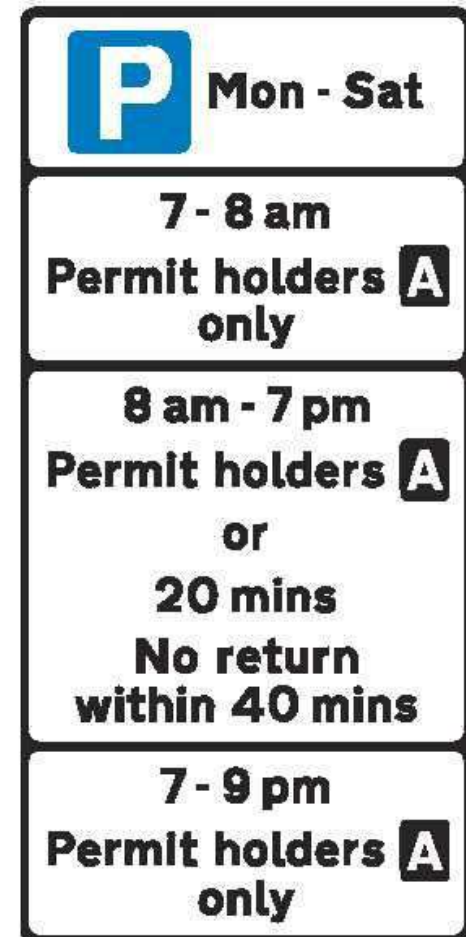
Source: City of Palo Alto Color-Coded Parking Zones

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

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



*Portland City Hall Parking Lot Sign,
photo taken in March 2009*

- 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

5. Signage: Wayfinding



Varied colors and formats is confusing to drivers

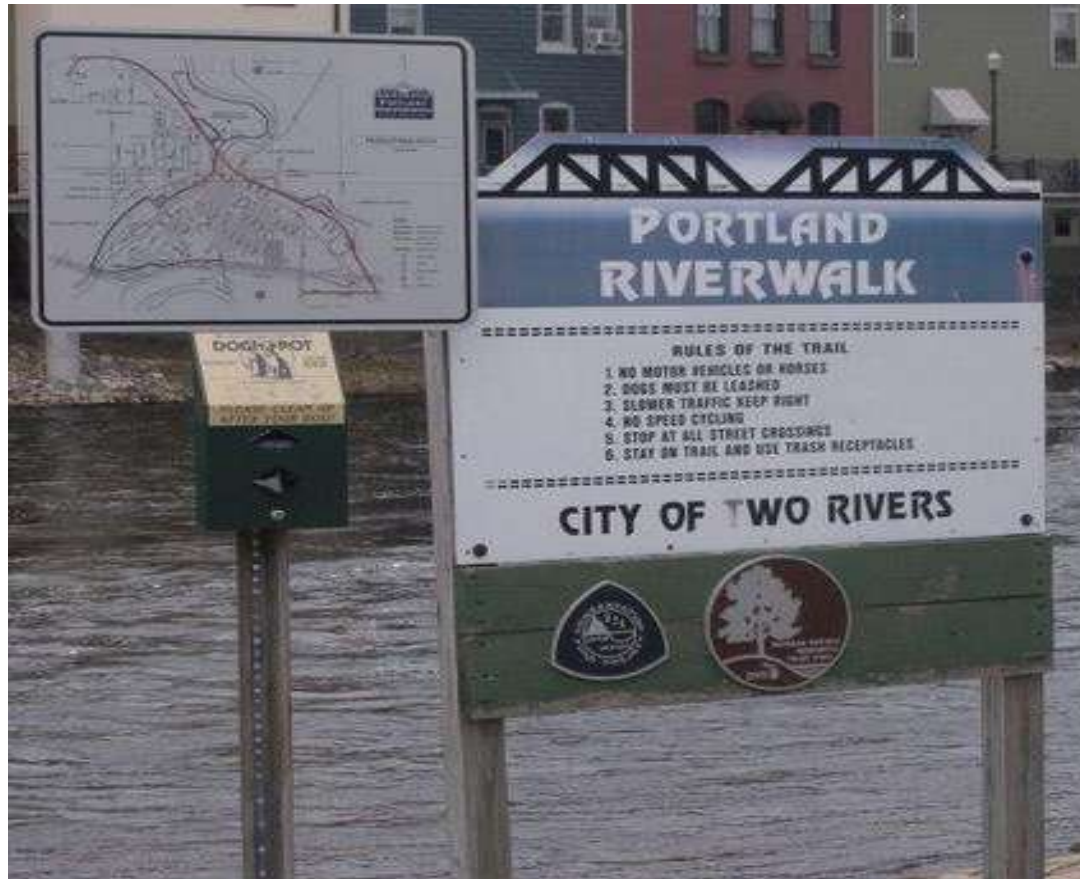
Portland Wayfinds sign, photos taken in March 2009

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



*City of Portland
Trails Map*

*Portland Trails Map,
photos taken in March 2009*

5. Signage: Pedestrian



*Kansas City
Pedestrian Map*

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.

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?

