MAIN AND MARKET STREETS AREA PARKING STUDY

LOUISVILLE, KENTUCKY

Prepared for:

Downtown Development Corporation

FINAL REPORT

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October 12, 2007
Revised December 6, 2007
Revised January 14, 2008

Ms. Rebecca Matheny
Downtown Development Corporation
401 West Main Street, Suite 1702
Louisville, Kentucky 40202

Re: Main and Market Streets Area Parking Study
Walker Project No. 13-2859.00

Dear Ms. Matheny:

Walker Parking Consultants is pleased to submit the attached final report of the 2007 Main and Market Streets Area Parking Study Report for Louisville, Kentucky. This report summarizes our findings regarding our evaluation of the existing parking system, the ability of the parking system to provide adequate parking now and in the future, and the impact of any new development.

We appreciate the opportunity to be of service to you and the Downtown Development Corporation. If you have any questions or comments, please call.

Sincerely,

WALKER PARKING CONSULTANTS

Jeffrey A. Colvin, AICP
Parking Consultant and Project Manager

John W. Dorsett, AICP
Senior Vice President

Enclosure

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EXECUTIVE SUMMARY

Walker Parking Consultants was retained to provide a professional parking study for the Main and Market Streets area of Louisville, Kentucky. This includes a review of the current parking supply and an evaluation of current and future parking demand.

The study area consists of approximately 16 blocks located east of the central business district of Louisville, Kentucky. The study area is generally bordered by Main Street to the North, Baxter Avenue to the East, Jefferson Street to the South and Floyd Street to the West. The area has approximately 2,665± parking spaces, which is comprised of 55 public off-street spaces, 1,847± private off-street spaces and 763± on-street spaces.

The observed peak parking occupancy for the entire area was approximately 57 percent of the parking supply. While the occupancy level as a whole does not indicate a lack of parking supply, there are areas within the study area that experience high parking occupancy, particularly with public parking spaces. The area's diverse mix of parking demands – residential, retail/restaurant, traditional business including light manufacturing – spread the use of parking and parking patterns across the day and across the study area.

Based on a block-by-block survey of the study area, block 13 has a deficit rate for the on-street spaces and block 9 has a deficit rate for private off-street spaces. Weekend adequacy for on-street shows seven blocks that have a deficit, private parking areas have two blocks with deficits. Blocks 3, 4, 5, 11, 12, 13 and 14 all experienced deficits on a weekend. Patrons in these blocks are likely to perceive parking as a problem.

Parking conditions will change as development occurs in the study area. Our analysis reviewed the planned developments within the study area and the impact they will have on added parking demand and changes to the parking supply. Public on- and off-street spaces, as well as private off-street spaces are projected to face a combined parking supply surplus of 250 - 260 spaces within five years. Over a 10-year period, a deficit is projected at approximately 92± spaces or 103% occupancy. However, individual blocks will face parking deficits at differing times, depending on localized development pressure. Those blocks with projected parking deficits include 3, 8, 9, and 12.

Walker also projected future demand by analyzing three different growth scenarios, 3%, 5%, and 7%, within the study area. This alternative method does not take into account any changes made to the parking supply. Over a 10-year period, a deficit is projects at approximately 32± spaces, if a 5% growth rate is applied. Should the area within the study boundaries experience a rate a growth of 7% over the next 10 years, the projected deficit will increase to 550 spaces.

As the study area grows and adds developments to its core, it must grow its parking system as well. Currently most of the study area has adequate quantities of parking both on and off street. The mixed use nature of the parking demand currently affects the quantity of parking necessary in a positive way, spreading demand throughout the day. To ensure that future developments do not negatively affect parking conditions, we recommend the City analyze each potential development to ensure adequate parking will be available upon its completion. This analysis includes taking into account any displaced or added parking, as well as new parking demand to the area.

To improve the overall parking operations within the study area, Walker proposes the following on and off-street recommendations:

ON-STREET RECOMMENDATIONS

1. Due to the heavy use of on-street parking, increased and improved wayfinding (signage) is recommended to direct patrons to other parking options. Signage may even be targeted to specific end users (long-term parkers) to utilize off-street parking. Signage/wayfinding should be expanded to include pedestrian signs from the point of parking to common destinations (merchant/business locations).
2. No wholesale changes are recommended to the existing time limits for on-street parking. The goal of the on-street supply is to make short-term parking readily available. Patrons should be encouraged to make better use of off-street parking. Improved signage notifying patrons of the time limits is recommended.
3. On-Street spaces should be clearly marked on the pavement with paint.
4. More parking meters should be installed along high utilization block faces accompanied by increased enforcement of those meters needs to be improved.

5. Smart Card program should be expanded to allow additional merchants to sell and re-charge cards (three locations currently sell the cards).

OFF-STREET RECOMMENDATIONS

1. As the City grows and develops its parking assets, an important step is to review the system and update the procedures as necessary. This may include conducting an outside audit of the new facilities or a review of the parking supply and demand. As with any developing system, continual improvement in the process is important for positive change.
2. Establish standard procedures for implementing Shared Parking, which would specify how to calculate minimum parking requirements for different combinations of land uses, acceptable walking distances, and requirements for sharing agreements, verification and enforcement.
3. Educate planning officials and developers on the potential for Shared Parking and procedures for implementing it.
4. Signage/wayfinding should be expanded to include pedestrian signs from the point of parking to the most common destinations (merchant/business locations).

INTRODUCTION

The Downtown Development Corporation, PARC and EDBA are evaluating the parking needs within the Main and Market Streets area of Louisville, Kentucky. At the request of the East Downtown Business Association (EDBA), The Parking Authority of River City (PARC) and The Downtown Development Corporation has retained Walker Parking Consultants to conduct an analysis of the current and future parking supply and demand to determine the adequacy of the area's parking system.

The Phoenix Hill neighborhood land use plan update is underway. Input from neighborhood groups was included in this study.

PURPOSE OF STUDY

The purpose of this comprehensive parking study is to provide clarity and direction concerning the development and management of existing and future parking resources for the downtown area. This study identifies the current supply and demand and analyzes the impact of future development to determine the present parking behavior in downtown.

SCOPE OF SERVICES

TASK 1 – PARKING NEEDS ASSESSMENT

1. Met with representatives of the Downtown Development Corporation (DDC), the Parking Authority of River City (PARC), The Phoenix Hill Neighborhood Association, the East Downtown Business Association, and Metro Planning & Design to further clarify study's objectives, reviewed the work plan, set work session dates, and finalized the project schedule. At this meeting, the lines of communication and a schedule of deliverables were established.

2. Obtained the following information from the DDC: (if available)

   - Building occupancy – The occupancy of major buildings and the DDC's best estimate for other buildings.

   - Employment – The most recent and accurate data the DDC can provide for the study area.

- Future developments – This includes type of land use, square footage, seating capacity, or number of par rooms, expected completion data, location, and whether any existing parking spaces will be displaced.
- Copies of any previous parking studies, community master plans or downtown market studies.
- Aerial photographs and AutoCAD drawings of the proposed study area.

3. Conducted an inventory of on- and off-street parking spaces in the study area. Inventory was tabulated and summarized on a block-by-block basis. Tabulation included block identification, capacity, public vs. private, and time restrictions.
4. Performed a parking occupancy study to determine peak occupancy. Counts were performed on a typical weekday during the period of 9:00 a.m. to 5:00 p.m. as appropriate for this effort. An additional count was performed on a Friday (8:00 p.m.) to capture parking demand associated with the First Friday arts event.
5. Compared the calculated parking demand to the existing parking supply to determine the existing parking surplus or deficit on a block-by-block basis in the study area.
6. Determined future parking surpluses and deficiencies (through 2012) by block within the study area based on available local data, national averages, Walker Parking Consultants' experience and shared use methodology.
7. Conducted up to ten (10) Stakeholder interviews with individuals identified by the client. The client made arrangements and arranged the necessary facilities for said interviews. Interviews were scheduled in conjunction with the data collection effort, thus not warranting additional trips to the study area.

STUDY METHODOLOGY

In order to complete the objectives of this study, Walker conducted a physical inventory of all parking spaces in the study area. The inventory was tabulated by block and categorized by on-street vs. off-street, public or private and surface or garage. Occupancy counts were recorded within the study area, resulting in a tabulation of the physical number of vehicles parked within the study area. Counts were taken on weekday, September 6, 2007, at 10:00 a.m., 12:00 p.m. and 3:00 p.m. The date was selected to capture peak retail activity in the downtown area. A weekend count, which coincided with the Trolley Hop Night, was recorded on September 7, 2007 at 8:00 p.m. The weekend count was conducted during the Trolley Hop Night, due to perception of a general lack of parking during that event. By comparing the supply with the observed occupancy of the parking facilities on a block-by-block basis, Walker is able to determine the occupancy levels of each block in the study area and quantify specific demand for each block.

To calculate the projected future parking demand, Walker reviewed the planned future developments and applied parking demand ratios. The parking demand ratios are derived from Walker Parking Consultants' research and the Urban Land Institute's recommended demand ratios. Additions and subtractions to the supply and demand, considering both the block and development type, effect how the study area's parking adequacy will change in the future.

DEFINITION OF TERMS

Several terms are used in this report that might be considered parking jargon and thus not readily understood by the reader. Definitions of these terms are presented below.

- *Inventory* – The total number of parking spaces counted during survey day observations within the study area.
- *Effective Supply* – The inventory adjusted by the optimum utilization factor.
- *Optimum Utilization Factor* – The occupancy rate at which a parking facility operates at peak efficiency. This factor allows patrons to spend less time looking for the last available spaces and allows for the dynamics of vehicles moving in and out of spaces. It also allows for spaces lost to poor or improper

parking, snow removal, derelict vehicles, and spaces lost for repair.

- *Demand* – The number of spaces required to satisfy visitor, employee and resident needs on a given day.

- *Occupancy (Counts)* – The number of vehicles observed parked on a survey day.

- *Parking Adequacy* – The difference between parking supply and demand.

- *Demand Generator* – Any building, structure, business or attraction that brings individuals into the study area, thereby increasing parking demand and occupancy.

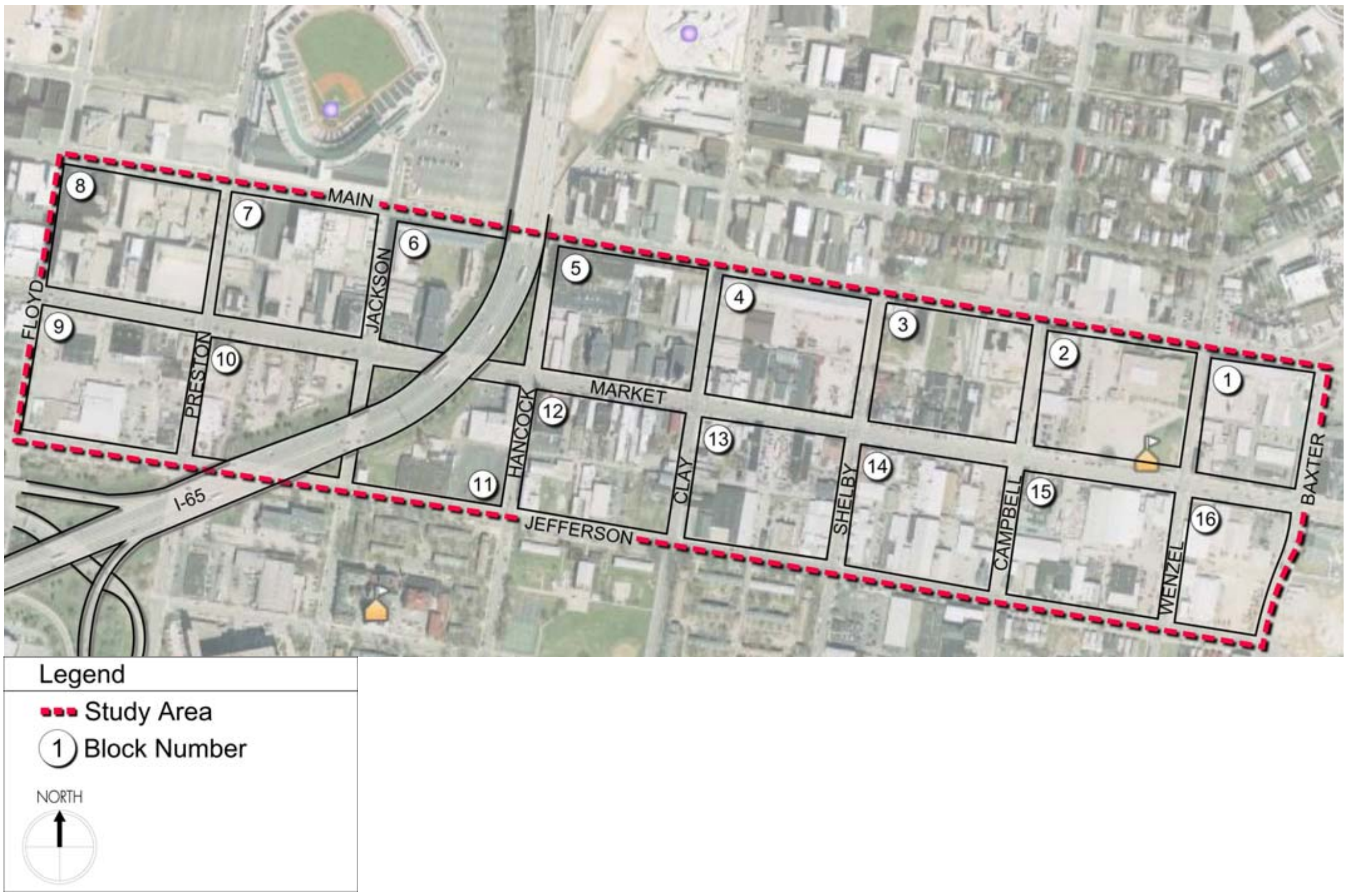
- *Survey Day* – The day that the parking occupancy counts were conducted in the study area.

- *Shared Parking* - Shared parking is the use of a parking space by vehicles generated by more than one land use. The ability to share parking spaces is the result of two conditions:
    - Variations in the accumulation of vehicles by hour, by day or by season at the individual land uses.
    - Relationships among the land uses that result in visiting multiple land uses on the same auto trip.

STUDY AREA

The study area consists of approximately 16 blocks located east of the central business district of Louisville, Kentucky. The study area is generally bordered by Main Street to the North, Baxter Avenue to the East, Jefferson Street to the South and Floyd Street to the West. A map of the complete study area is provided in the following figure.

Figure 1: Study Area



CURRENT CONDITIONS

This section of the report documents our understanding of the current parking characteristics of the study area. The information contained herein serves as the basis for analysis of the parking supply and needs of the study area. Included in this section is a discussion of parking supply, effective supply, observed parking occupancy, current parking demand and dynamics of the parking system.

PARKING SUPPLY

The foundation of a parking supply and demand study is an inventory of the existing parking supply. Parking in the study area is available in several forms. Most on-street parking is metered and is time limited. For the most part, on-street parking was signed and restrictions are clearly marked. Off-street parking is available to the public in lots and garage, which are both publicly and privately owned facilities. Private parking is available for specific user groups in both lots and garages and is often restricted for use by the individual businesses. A majority of businesses within the study area offer free parking to their patrons. Because of the diversity of parking demand and the fundamentally mixed-use nature of the neighborhood, these forms are appropriate for the current demand mix. Although a number of the uses of parking in the neighborhood overlap in terms of time frame, the current number of residential units is small enough that there is not a significant crisis in parking space availability during rush hour or in the late afternoon or early evening.

The effective parking supply is compared to the peak parking demand to quantify the existence of a parking surplus or deficit. A surplus exists when the effective supply exceeds the demand; a deficit exists when the effective supply is inadequate to meet the demand. We conducted this analysis on a block-by-block basis within the study area, segmenting the demand by block.

Based on the data Walker collected, there are a total of approximately 2,665± spaces in the study area. As shown in the following table, 763± are on-street and 1,902± are off-street. Of the off-street spaces, 55± are open to the public and 1,847± are private or restricted-use spaces. A complete block-by-block inventory of the parking supply is listed in the table on the following page.

Table 1: Parking Supply Summary

Off-Street					
Public Lot	Private Lot	Private Garage	Subtotal	On-Street	Total Supply
55	1,731	116	1,902	763	2,665

Walker Parking Consultants, 2007

Table 2: Parking Supply

Block #	Public Lot	Private Lot	Private Garage	Off-Street Supply	On-Street Supply	Total Supply
1	0	0	0	0	44	44
2	0	134	0	134	38	172
3	0	40	0	40	66	106
4	0	71	0	71	61	132
5	0	104	0	104	63	167
6	0	48	0	48	52	100
7	0	214	0	214	40	254
8	55	40	116	211	39	250
9	0	497	0	497	48	545
10	0	177	0	177	56	233
11	0	106	0	106	44	150
12	0	97	0	97	58	155
13	0	57	0	57	40	97
14	0	70	0	70	64	134
15	0	36	0	36	36	72
16	0	40	0	40	14	54
Totals	55	1,731	116	1,902	763	2,665

Walker Parking Consultants, 2007

EFFECTIVE PARKING SUPPLY

The inventory of parking within the study area is adjusted to allow for a cushion necessary for vehicles moving in and out of spaces, and to reduce the time necessary to find the last few remaining spaces when the parking supply is nearly full. We derive the effective supply by deducting this cushion from the total parking capacity. The cushion allows for vacancies created by restricting parking spaces to certain users (reserved spaces), misparked vehicles, minor construction and debris removal. A parking system operates at peak efficiency when parking occupancy does not exceed 85 percent to 95 percent of the supply. When occupancy exceeds this level, patrons may experience delays and frustration while searching for a space. Therefore, the parking supply may be perceived as inadequate even though there are some spaces available in the parking system.

As a result, the effective supply is used in analyzing the adequacy of the parking system rather than the total supply or inventory of spaces. Following are some factors that affect the efficiency of the parking system:

- Capacity – Large, scattered surface lots operate less efficiently than a more compact facility, such as a double-threaded helix, which offers one-way traffic that passes each available parking space one time. Moreover, it is more difficult to find the available spaces in a widespread parking area than a centralized parking area.

- Type of users – Monthly or regular parking patrons can find the available spaces more efficiently than infrequent visitors because they are familiar with the layout of the parking facility and typically know where the spaces will be available when they are parking.

- On-street vs. off-street – On-street parking spaces are less efficient than off-street spaces due to the time it takes patrons to find the last few vacant spaces. In addition, patrons are typically limited to one side of the street at a time and often must parallel park in traffic to use the space. Many times on-street spaces are not striped or are signed in a confusing manner, thereby leading to lost spaces and frustrated parking patrons.

The study area's effective supply is estimated at 85 percent for all on-street spaces, 90 percent for all public off-street spaces, and 95 percent for all private off-street spaces. The study area contains a total of 2,665± spaces before any adjustments are made to account for an effective supply. After the effective supply factor is applied to the overall supply numbers, the study area's effective supply is 2,452± spaces.

Table 3: Effective Supply Summary

Off-Street Public Supply	Effective Supply Factor	Effective Supply	Off-Street Private Supply	Effective Supply Factor	Effective Supply	Total On-Street Supply	Effective Supply Factor	Effective Supply	Total Effective Supply
55	0.90	50	1,847	0.95	1,754	763	0.85	648	2,452

Walker Parking Consultants, 2007

Table 4: Effective Parking Supply

Block #	Off-Street Public Supply	Effective Supply Factor	Effective Supply	Off-Street Private Supply	Effective Supply Factor	Effective Supply	On-Street Supply	Effective Supply Factor	Effective Supply	Total Effective Supply
1	0	0.90	0	0	0.95	0	44	0.85	37	37
2	0	0.90	0	134	0.95	127	38	0.85	32	159
3	0	0.90	0	40	0.95	38	66	0.85	56	94
4	0	0.90	0	71	0.95	67	61	0.85	52	119
5	0	0.90	0	104	0.95	99	63	0.85	54	153
6	0	0.90	0	48	0.95	46	52	0.85	44	90
7	0	0.90	0	214	0.95	203	40	0.85	34	237
8	55	0.90	50	156	0.95	148	39	0.85	33	231
9	0	0.90	0	497	0.95	472	48	0.85	41	513
10	0	0.90	0	177	0.95	168	56	0.85	48	216
11	0	0.90	0	106	0.95	101	44	0.85	37	138
12	0	0.90	0	97	0.95	92	58	0.85	49	141
13	0	0.90	0	57	0.95	54	40	0.85	34	88
14	0	0.90	0	70	0.95	67	64	0.85	54	121
15	0	0.90	0	36	0.95	34	36	0.85	31	65
16	0	0.90	0	40	0.95	38	14	0.85	12	50
Totals	55	0.90	50	1,847	0.95	1,754	763	0.85	648	2,452

Walker Parking Consultants, 2007

PARKING DEMAND

To determine the parking patterns of patrons in the study area, the usage of all parking facilities located in the study area was evaluated. An understanding of these parking patterns helps define both patron types and parking locations. Occupancy counts were recorded for all on- and off-street parking spaces on September 6, 2007. The date is judged to be representative of a typical weekday in Louisville. The weekend occupancy count was recorded on September 7, 2007, as well.

Data collection was conducted on a weekday with counts at 10:00 a.m., 12:00 p.m. and 3:00 p.m. The weekend occupancy count was taken at 8:00 p.m. The following tables summarize the observed occupancy rates for on-street and off-street parking by time of day. Specific occupancy numbers, on a block-by-block basis are listed in the Appendix.

Table 5: Parking Occupancy Summary – Weekday

Type	Supply	10:00	Percentage	12:00	Percentage	3:00	Percentage
On-Street	763	269	35%	329	43%	249	33%
Off-Street Public	55	44	80%	42	76%	40	73%
Off-Street Private	1,847	1,123	61%	1,155	63%	1,017	55%
Total	2,665	1,436	54%	1,526	57%	1,306	49%

Walker Parking Consultants, 2007

Table 6: Parking Occupancy Summary – Weekend

Type	Supply	8:00	Percentage
On-Street	763	635	83%
Off-Street Public	55	7	13%
Off-Street Private	1,847	583	32%
Total	2,665	1,225	46%

Walker Parking Consultants, 2007

WEEKDAY COUNT

The observed peak parking occupancy for the entire area is approximately 1,526± vehicles. This occurred during the weekday daytime counts and represents 57 percent of the parking supply.

During the peak period, on-street spaces experience 43 percent occupancy, off-street public spaces experience 76 percent occupancy, and off-street private spaces experience 63 percent occupancy. The low to moderate occupancy rates experienced on-street and in private off-street spaces indicate ample available parking within the study area. The elasticity experienced in the study area is typical of a downtown fringe area that is transforming to more dynamic and intensive uses.

Occupancy rates as a whole do not indicate a shortage of parking. However, it is not reasonable to expect someone visiting a business establishment in the eastern area to park in the western area, and vice versa. Individual blocks may experience parking shortages, depending on the time of day and type of event being held.

WEEKEND COUNT

On-street parking rates increased dramatically during our Friday evening count, which coincided with the First Friday Galley Hop. The occupancy rate for on-street was 83%, which is almost fully occupied considering the 15% effective supply cushion.

The First Friday Gallery Hop is held from 5:00 pm to 11:00 pm on the first Friday of every month. TARC provides free trolley service along Main and Market Streets. Participating galleries display Art Zone signs, inviting guests to come in and enjoy the arts and refreshments[1].

The figure below illustrates the trolley route, participating galleries and free parking.

[1] http://www.galleryhop.org/index.html

Figure 2: First Friday Gallery Hop Trolley Route

Source: galleryhop.org

PARKING ADEQUACY

Parking adequacy is the ability of the effective parking supply to accommodate the parking demand. The demand is estimated based on the observed peak parking occupancy counts. The peak observation occurred during the weekday daytime count. The observed occupancy is subtracted from the effective supply to determine the adequacy for the study area. The parking adequacy for the study area by type is summarized in the following table.

Table 7: Summary of Current Weekday Peak Parking Adequacy

Off-Street Public Effective Supply	Peak Occupancy	Adequacy	Off-Street Private Effective Supply	Peak Occupancy	Adequacy	On-Street Effective Supply	Peak Occupancy	Adequacy	Total Adequacy
50	42	8	1,754	1,155	599	648	329	319	926

Walker Parking Consultants, 2007

As a whole, the current parking system has a surplus of 926± spaces during peak occupancy, which occurs during the weekday daytime. Public off-street spaces are utilized at a higher rate than the private spaces. Some blocks experienced parking occupancy levels at or over capacity. The tables on the following pages provide a summary of the combined current parking adequacy by block. Blocks with inadequate parking are highlighted red.

Table 8: Current Peak Parking Adequacy - Weekday

Block #	Off-Street Public Effective Supply	Peak Occupancy	Adequacy	Off-Street Private Effective Supply	Peak Occupancy	Adequacy	On-Street Effective Supply	Peak Occupancy	Adequacy	Total Adequacy
1	0	0	0	0	0	0	37	28	9	9
2	0	0	0	127	70	57	32	13	19	76
3	0	0	0	38	21	17	56	42	14	31
4	0	0	0	67	18	49	52	30	22	71
5	0	0	0	99	59	40	54	32	22	62
6	0	0	0	46	37	9	44	8	36	45
7	0	0	0	203	120	83	34	25	9	92
8	50	42	8	148	53	95	33	21	12	115
9	0	0	0	472	483	(11)	41	1	40	29
10	0	0	0	168	91	77	48	4	44	121
11	0	0	0	101	34	67	37	9	28	95
12	0	0	0	92	51	41	49	38	11	52
13	0	0	0	54	40	14	34	39	(5)	9
14	0	0	0	67	35	32	54	21	33	65
15	0	0	0	34	22	12	31	12	19	31
16	0	0	0	38	21	17	12	6	6	23
Totals	50	42	8	1,754	1,155	599	648	329	319	926

Walker Parking Consultants, 2007

Based on the block-by-block parking adequacy analysis, no blocks have an overall parking deficit during peak weekday demand. However, one block (Block 13) has a deficit of on-street spaces, and one block (Block 9) has a deficit of private off-street spaces.

Table 9: Current Peak Parking Adequacy – Weekend

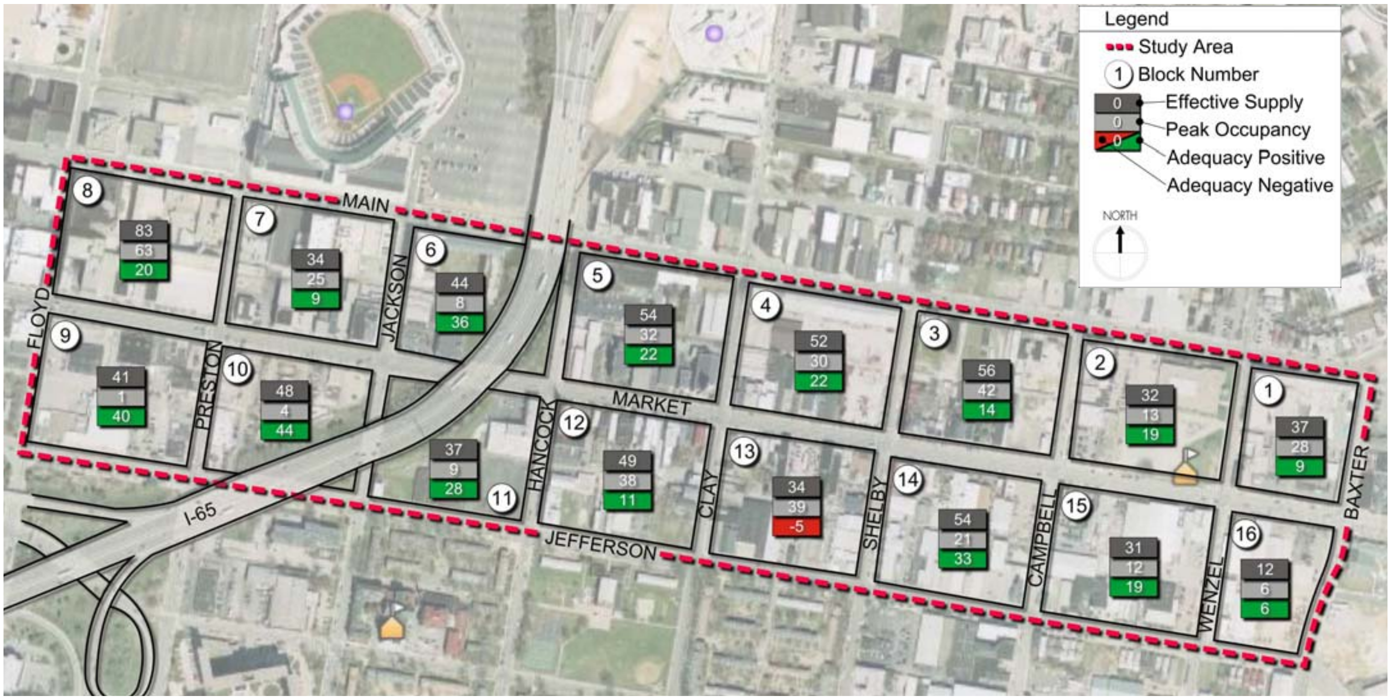
Block #	Off-Street Public Effective Supply	Peak Occupancy	Adequacy	Off-Street Private Effective Supply	Peak Occupancy	Adequacy	On-Street Effective Supply	Peak Occupancy	Adequacy	Total Adequacy
1	0	0	0	0	0	0	37	6	31	31
2	0	0	0	127	6	121	32	26	6	127
3	0	0	0	38	40	(2)	56	75	(19)	(21)
4	0	0	0	67	59	8	52	62	(10)	(2)
5	0	0	0	99	86	13	54	73	(19)	(6)
6	0	0	0	46	1	45	44	42	2	47
7	0	0	0	203	68	135	34	32	2	137
8	50	7	43	148	71	77	33	30	3	123
9	0	0	0	472	15	457	41	0	41	498
10	0	0	0	168	80	88	48	23	25	113
11	0	0	0	101	15	86	37	43	(6)	80
12	0	0	0	92	62	30	49	77	(28)	2
13	0	0	0	54	70	(16)	34	75	(41)	(57)
14	0	0	0	67	7	60	54	63	(9)	51
15	0	0	0	34	3	31	31	6	25	56
16	0	0	0	38	0	38	12	2	10	48
Totals	50	7	43	1,754	583	1,171	648	635	13	1,227

Walker Parking Consultants, 2007

A block-by-block analysis of the observed weekend parking demand as a whole revealed four blocks have an overall parking deficit. Approximately two blocks experienced a deficit of private off street spaces, while seven blocks have a deficit of the on-street spaces.

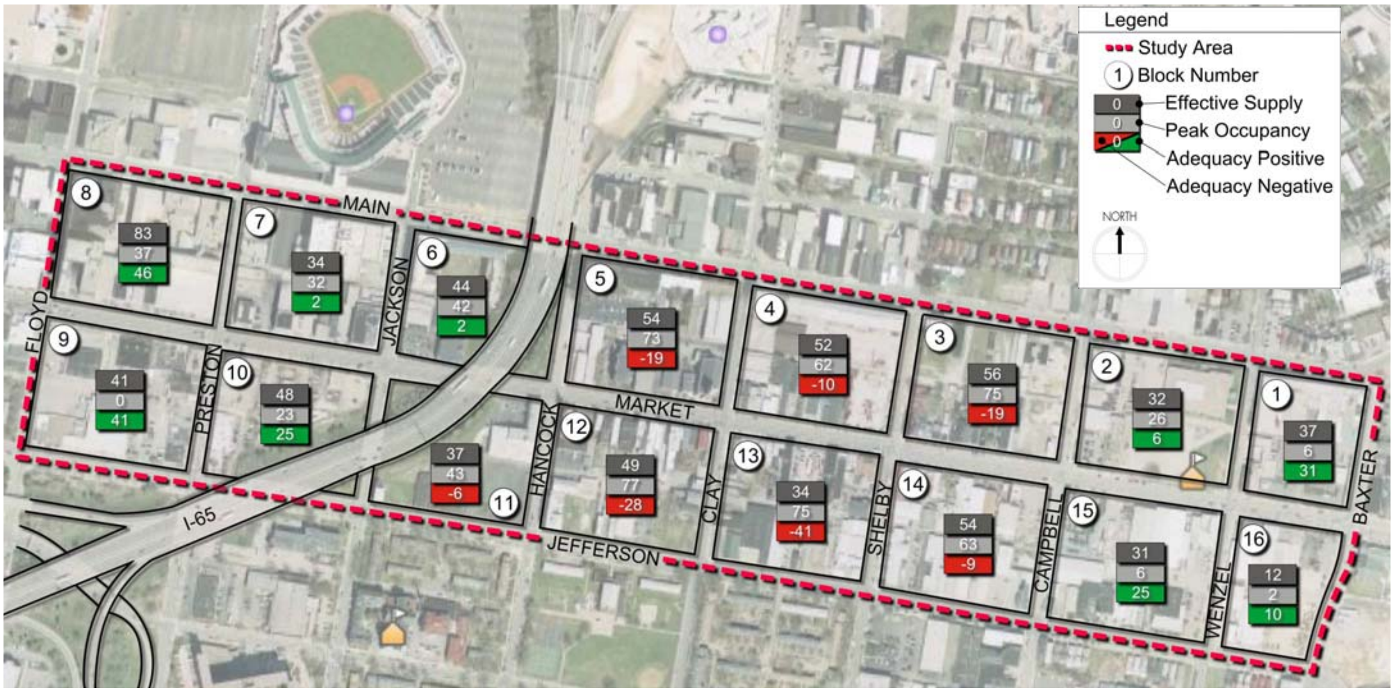
The following figures illustrate the current weekday parking occupancy and the current weekend occupancy of the PUBLIC parking areas in the study area by color code.

Figure 3: Current Parking Adequacy (Public On- & Off- Street Only) –Weekday



Walker Parking Consultants, 2007

Figure 4: Current Parking Adequacy (Public On & Off- Street Only) Weekend



Walker Parking Consultants, 2007

FUTURE PARKING CONDITIONS

There are two different methods for projecting the future parking volumes. One method involves the use of historical growth rates. The other method involves the collection of information regarding the proposed development that is likely to occur in terms of land use and square footage changes. This information regarding future developments allows the projecting of vehicular volumes and parking demands for these new uses. However, as the planning horizon goes further and further into the future, the ability to predict these changes becomes more and more difficult.

FUTURE ASSUMPTIONS

The study area in general is expected to experience a steady growth rate due in part to the continued use and popularity of the retail and entertainment areas. Walker has projected future demand based on an overall growth rate factor, and by developments identified by the city. Three growth rate scenarios were analyzed: a 3% annual growth rate, a 5% annual growth rate, and a 7% annual growth rate.

The study area is experiencing changes to the overall dynamics of the land use pattern. The area is in transition, evolving into a mixed-use district that includes residential, retail, cultural events, and light industrial. As this area continues to evolve, pressure on parking will continue to change. For example, residential uses converted from warehouse/retail uses will increase parking demands for on-street, especially in areas where off-street lots are not currently located. The anticipated growth in retail may necessitate changes in the on-street parking enforcement periods, or expansion of the on-street meter program to encourage a shorter duration use of on-street spaces. And cultural events, such as the First Friday Galley Hop will create parking pressures for the entire study area.

It is critical to consider the mixed use nature of the area with respect to parking demand. Each type of use – residential, retail/restaurant, core businesses including light industrial and industry-servicing retail – has a different peak demand and solutions appropriate to one type of use can be in conflict with the solutions appropriate to the other uses. Any changes to parking, such as 'resident only' areas, will need to be carefully considered in the context of the other uses and potential schedule and other demand-based overlaps. For example, the eastern edge of the corridor has a greater mix of commercial and business to business use, and in these areas side streets are and will be occupied by employee and customer parking.

The stakeholders in the study area will need to monitor the changes to the parking demand in the transition areas, and institute appropriate changes to parking policies to keep up with the changing parking dynamics as they occur.

FUTURE ADEQUACY

The following tables provide the parking adequacy for the three growth rate scenarios over a five- and 10-year growth horizon. Adequacy is shown for the entire study area. Taken as a whole, even with a seven percent growth factor, parking is adequate over the next five years. However, some blocks, particularly in the central core area, are projected to experience parking shortages. The ten-year projection does show significant parking shortages, if no additional supply is added, as shown in the tables on the following pages.

Table 10: Study Area Future Parking Adequacy – Five Year Scenario

	Effective Supply	Weekday Daytime Peak Demand			
		Current	Conservative *3% growth*	Moderate 5% *growth*	Aggressive 7% growth
Study Area	2,452	1,526	1,804	1,947	2,140
Adequacy		926	648	505	312

Walker Parking Consultants, 2007

Table 11: Study Area Future Parking Adequacy – 10-Year Scenario

	Effective Supply	Weekday Daytime Peak Demand			
		Current	Conservative *3% growth*	Moderate 5% *growth*	Aggressive 7% growth
Study Area	2,452	1,526	2,091	2,484	3,002
Adequacy		926	361	(32)	(550)

Walker Parking Consultants, 2007

The following tables show the parking adequacy divided by the type of parking (on-street, public off-street, and private off-street). The change from current conditions is significant, with public off-street parking experiencing parking deficits in nearly every growth scenario.

Table 12: On-Street Future Parking Adequacy – Five-Year Scenario

	Effective Supply	Weekday Daytime Peak Demand			
		Current	Conservative *3% growth*	Moderate 5% *growth*	Aggressive 7% growth
On-Street	648	329	381	419	461
Adequacy		319	267	229	187

Walker Parking Consultants, 2007

Table 13: On-Street Future Parking Adequacy – 10-Year Scenario

	Effective Supply	Weekday Daytime Peak Demand			
		Current	Conservative *3% growth*	Moderate 5% *growth*	Aggressive 7% growth
On-Street	648	329	441	534	647
Adequacy		319	207	114	1

Walker Parking Consultants, 2007

Table 14: Public Off-Street Future Parking Adequacy – Five-Year Scenario

	Effective Supply	Weekday Daytime Peak Demand			
		Current	Conservative *3% growth*	Moderate 5% *growth*	Aggressive 7% growth
Public Off-Street	50	42	47	53	59
Adequacy		8	3	(3)	(9)

Walker Parking Consultants, 2007

Table 15: Public Off-Street Future Parking Adequacy – 10-Year Scenario

	Effective Supply	Weekday Daytime Peak Demand			
		Current	Conservative *3% growth*	Moderate 5% *growth*	Aggressive 7% growth
Public Off-Street	50	42	54	68	82
Adequacy		8	(4)	(18)	(32)

Walker Parking Consultants, 2007

Table 16: Private Off-Street Future Parking Adequacy – Five-Year Scenario

		Weekday Daytime Peak Demand			
	Effective Supply	Current	Conservative 3% growth	Moderate 5% growth	Aggressive 7% growth
Private Off-Street	1,754	1,155	1,340	1,475	1,621
Adequacy		599	414	279	133

Walker Parking Consultants, 2007

Table 17: Private Off-Street Future Parking Adequacy – 10-Year Scenario

		Weekday Daytime Peak Demand			
	Effective Supply	Current	Conservative 3% growth	Moderate 5% growth	Aggressive 7% growth
Private Off-Street	1,754	1,155	1,553	1,882	2,273
Adequacy		599	201	(128)	(519)

Walker Parking Consultants, 2007

FUTURE DEVELOPMENTS

The client has identified the following developments within the boundaries of the study area.

BLOCK 2

Condominium Units: 5-10
Residential Rental Units: 15-20
Retail: 8,700 square feet

BLOCK 3

Condominium Units: 38-42

BLOCK 5

Condominium Units: 3-6
Residential Rental Units: 30-35

BLOCK 8

Condominium Units: 140-145
Retail: 25,600 square feet

BLOCK 9

Condominium Units: 45-50
Retail: 8,300 square feet
University of Louisville Research Building: 150,000 square feet (Phase 1)

BLOCK 10

Condominium Units: 15-20
Retail: 3,200 square feet

BLOCK 12

Condominium Units: 20-25
Residential Rental Units: 1-5
Retail: 1,000 square feet

SUMMARY OF FUTURE DEMAND

The following table represents a summary of how the planned future developments will affect current parking conditions over the next five to ten years. Once all the future developments are completed, there will be an increased need for 1,200 – 1,400± spaces.

Table 18: Future Demand Range

Block		Size	Unit Equation	Demand Ratio	Parking Demand
2	Retail (S.F.)	8,700	1,000	4.00	35
	Apartments (Units)	16	1.00	1.65	26
	Condos (Units)	5-10	1.00	2.00	10-20
3	Retail (S.F.)		1,000	4.00	0
	Apartments (Units)		1.00	1.65	0
	Condos (Units)	30-40	1.00	2.00	60-80
5	Retail (S.F.)	0	1,000	4.00	0
	Apartments (Units)	30-40	1.00	1.65	50-70
	Condos (Units)	5-10	1.00	2.00	10-20
8	Retail (S.F.)	25,600	1,000	4.00	102
	Apartments (Units)	0	1.00	1.65	0
	Condos (Units)	140-150	1.00	2.00	280-300
9	Retail (S.F.)	8,300	1,000	4.00	33
	U of L Research Building*	150,000	1,000	3.00	450
	Apartments (Units)	0	1.00	1.65	0
	Condos (Units)	40-50	1.00	2.00	80-100
10	Retail (S.F.)	3,200	1,000	4.00	13
	Apartments (Units)	0	1.00	1.65	0
	Condos (Units)	15-20	1.00	2.00	30-40
12	Retail (S.F.)	1,000	1,000	4.00	4
	Apartments (Units)	5-10	1.00	1.65	10-20
	Restaurant (S.F.)	0	1,000	18.00	0
	Condos (Units)	20-30	1.00	2.00	40-60
Total Demand Range					**1,200 - 1,400**

*The U of L research building is one of the 5 or 6 detailed in the 2004 master plan

FUTURE SUPPLY

The Main and Market Streets area of Louisville, Kentucky is currently experiencing a surge of both residential and commercial growth. In order to support the new growth, several new garages are expected to come online in that same period. The table below details the changes in future supply. Additions to the parking supply on Block 9 do not include a parking structure; however, it is generally agreed that a parking structure will be part of the overall development plan as a part of the Haymarket Development plan. Exact sizing of the structure is unknown, thus the addition to the supply is left out.

Table 19: Change in Future Supply

Total Current Supply			2,665
Gain	Block 5	626 East Main	8
	Block 8	Fleur-de-lis on Main	150
		The Hub	60
	Block 9	Mercantile Gallery Lofts	57
Total Gain			275
Total Future Supply			***2,940***

Walker Parking Consultants, 2007

The new developments on blocks 5, 8, and 9 will be supported by the addition of 275 private parking spaces. Over the next ten years, the parking supply within the study area is expected to increase to approximately 2,940 parking spaces. All of the parking increases are classified as private parking supply.

FUTURE ADEQUACY

Future adequacy is dependant upon the future growth of the study area. The study area as a whole is projected to have an adequate parking supply within the next five years. Over a ten-year period, supply within the study area is expected to have a deficit of approximately 92 spaces.

The following table details the effects of the projected growth in both effective supply and demand.

Table 20: Future Supply and Adequacy

	Current	Year 5	Year 10
Peak Demand	1,526	2,370	2,805
Effective Supply	2,452	2,624	2,713
Adequacy	926	254	(92)

Walker Parking Consultants, 2007

Peak demand is expected to increase by 55% over the next 5 years, while the effective supply is projected to increase by 7% during the same time. Over a 10-year period, peak demand is estimated to increase by 84% and effective supply by 10%.

FOCUS GROUP MEETINGS

Upon request of the Downtown Development Corporation, Walker Parking Consultants conducted focus group meetings with several stakeholders in the community to discuss their parking concerns, solutions and perception in the Main and Market Streets area. The following is a brief sample of their responses:

- Generally, all members of the focus group meetings felt that the supply of parking in East Downtown was perceived as inadequate.
- The Smart Card system, while a positive addition to the downtown area, has not been promoted and is not user friendly (Note: The Mayor's office has embarked on an extensive public relations campaign and set up three sales locations in the study area).
- While Louisville parking rates are typically low when compared to peer cities of similar size, the price and enforcement of metered parking continued to concern many focus group attendees.

A detailed summary of the focus group meetings with community stakeholders can be found in the Appendix.

GENERAL OBSERVATIONS

As a whole, the current perception of inadequate parking is not supported by the occupancy counts. This may be because on-street parking is so user-friendly that people tend to use these spaces first and only use the off-street parking lots as a last resort. The result is constant traffic congestion on-street, which creates the illusion of a parking shortage; while in fact, there is an overall surplus of parking available off-street that may not be visible to the average person driving in the district.

Future projections for the study area indicate that parking will not be adequate during peak periods. The following section of the report provides recommendations to improve the existing supply's adequacy.

PARKING LOT ANALYSIS

All of the blocks in the study area include private off-street parking lots. Most of the lots are private, as the use of the lots is restricted to the patrons and/or employees of the businesses that own the property. Some of the private parking lots in the study area are interim uses of sites where buildings that once occupied those areas were demolished. This gives the landscape an appearance of "missing teeth." A long-range goal should be to fill in the "missing teeth" with a more continuous cityscape, as development occurs. Parking areas are better served if located off the main corridor streets.

If shared parking is promoted more vigorously by the city, issues over liability, maintenance, operation, and revenue collection will need to be addressed with the individual lot owners. This coordination of parking operations would most likely be best handled by the city. Third party parking operators could be utilized to assist in the operation.

The general conditions of the lots in the study area range from very good to poor. Some of the private lots are in need of resurfacing and/or restriping.

SHARING SMALL PRIVATE LOTS

One option that may be considered in the area is sharing the smaller restricted private lots. In essence, all of the private lots would be used as public parking areas, allowing patrons to park in the lesser used lots. The individual property owners would still own the lots; however, the operation of the lots would be regulated by a third party.

Issues concerning liability insurance, maintenance, and operation need to be addressed with the individual lot owners and the City. Possible solutions to resolving the issues include:

- Forming a partnership between the business and the City to share the lot;
- Assembling the properties and have the City operate the lot;
- Providing liability coverage by the City, listing each individual property owner as an additional insured;

- Signing the lot indicating it is operated and managed by the City or partnership;
- Maintaining the parking lot – utilities, snow removal, monitoring, and trash control - with City funds.

ON-STREET PARKING ANALYSIS

Walker evaluated the parking configuration of the on-street parking spaces within the study area. Nearly all of the current parking spaces are striped as parallel spaces along the block face of the street. There are a few areas along Market Street that have angled parking; however, stripping is not consistent and parkers are generally confused as the appropriate parking configuration. On-street parking is a critical component of the overall parking system of downtown. On-street parking is essentially shared parking, utilized by multiple user groups.

Upon preliminary examination, Walker determined that modifications to the existing parking geometrics may be possible; however, detailed engineered drawings will be necessary before converting the parking configurations.

Angled parking is a highly effective way of maximizing the on-street capacity of the parking system, where appropriate. Angled parking works at safe levels of service in situations where adequate right-of-way exists to accommodate the additional depth of vehicles. However, angled parking is not without certain trade-offs. Angled parking can increase visual hazards for pedestrians and vehicular traffic, thus increasing accidents. Angled parking also competes for space within existing right-of-way limits, potentially limiting the ability of the roadway to accommodate travel lanes necessary to address traffic volumes.

FEE-IN-LIEU

A number of cities have tried to find a means to advance the concept of shared parking by motivating developers or property owners who create the need for additional parking to contribute some or all of the cost of developing additional parking in municipal facilities. The approach provides the developer with an opportunity to contribute a predetermined amount for each required parking space not constructed on site. Funds contributed to the in-lieu account are used by the city to provide an appropriate number of spaces in municipal parking facilities. Such a fund must be sufficient to cost-effectively develop adequate parking in reasonable proximity and in a timely manner to

<u>Existing Fee-in-Lieu Programs</u>

Town of Davie, Florida
Orlando, Florida
City of Bend, Oregon
Corvallis, Oregon
Town of Jackson, Wyoming
Berkley, California
Davis, California
Laguna Beach, California
Wheaton, Illinois
Sioux Falls, South Dakota

each new development. The city must charge a sufficient fee-in-lieu to cover the cost of land and construction, even when it isn't immediately turning the fee into parking spaces.

STREET CONFIGURATION

The present one-way configuration hinders the efficient access to the existing parking facilities located on the surrounding blocks. Also, one-way traffic is not conducive to retail uses.

In addition to on-street parking reconfigurations, Walker recommends Louisville representatives consider the conversion of the following north/south and east/west one-way streets to two-way traffic:

- Baxter Avenue
- Campbell Street
- Shelby Street
- Jackson Street
- Jefferson Street

ON-STREET PARKING METERS

Many on-street parking spaces in the study area continue to be occupied by long-term parkers. One or two hours of free parking may be extended effectively to two or almost three hours by the circulation time of enforcement officers. Additionally, some business owners or managers are frequent violators, who rationalize their occupancy of the closest spaces to their businesses by their frequent errands, banking needs, etc. This behavior is exaggerated because many parkers do not have an appropriate method of making a relative decision of the value of on-street parking. The penalty is a fine that is not significantly greater the cost of parking. In fact, if a citation is avoided with any regularity, the penalty may be less that the cost of paid parking.

Even though this most convenient of parking may be provided for free, it is not without significant cost. Providing free on-street parking damages the profitability of private parking investments by depriving the downtown parking system of this important revenue stream.

Thus, providing free short-term parking places the City of Louisville in the position of being the ultimate provider of parking for the foreseeable future. As parking revenue is not sufficient to amortize the costs of constructing parking at today's parking rates, free parking increases the required subsidy of the cost of parking, which in turn increases the property tax burden on all city property owners.

The current policy also damages the ability of the parking system to accommodate future growth. The existing supply of on-street parking is finite. This supply appears to be fully utilized at the current level of activity. As growth occurs, the current supply of on-street parking will not be sufficient to provide the convenience of short-term and errand parking.

It is Walker's opinion that the City of Louisville should consider the reinstallation and/or expansion of on-street parking meters in the study area.

RESIDENTIAL PARKING PROGRAM

Residential parking programs limit on-street parking by non-residents.

Residential parking programs have been established in various cities across the U.S. The goal of these programs is to make more parking spaces available to residents and to discourage long-term parking by people who do not live in the respective neighborhoods. Residential parking programs are needed to restrict access by non-residents to street parking. The presence of non-resident vehicles parked in neighborhoods may increase noise and air pollution and create unsafe traffic conditions. Residential parking zones seem to be most commonly found in university communities, tourist and resort communities such as beach and ski towns, locations near major transit hubs - such as ferries or other mass transit stops, and residential areas near major employers, including businesses or major institutions[2]. A residential parking program has been utilized in other parts of Louisville, according to PARC officials.

PARKING SIGNAGE

We recommend implementing a comprehensive signage program to maximize visitor awareness to public parking locations. The signage improvements should be prepared in conjunction with any enhancements to the parking resources, in addition to any streetscape improvements along the corridor roadways. As is true with any good communications medium, signs should be brief, precise and appropriate, such as "Public Parking" or "Two Hour Parking." Further,

[2] http://www.mrsc.org/askmrsc/parking.aspx

the signage should guide the driver from the main thoroughfares into the parking lots.

At present, there appears to be no consistent parking signage for off-street parking areas or along the primary thoroughfares, particularly with respect to enforcement signs. While many business owners have private parking signs posted on the sides of buildings, sign posts and fences, they all vary in content and visual appearance.

Each parking area has its own set of signage requirements. These requirements present specific questions concerning the needs and concerns of the users to be answered during the design of the signs, including:

- What are the points at which information is needed?
- What information is needed?
- How should this information be presented?
- Will there be a high percentage of first-time visitors to the district, or is the parking supply used by the same people every day?
- Are there special sign requirements for accessible parking or bilingual patrons?
- Are there choices in traffic patterns that must be presented to drivers such as directions to parking near the entrance to an anchor tenant or exits to different streets?

It is also important that general rules for sign design and placement be followed when planning the streetscape improvements.

- All signage should have a general organizing principle consistently evident in the system.
- Direction signage for both pedestrians and vehicles must be continuous (i.e., repeated at each point of choice) until the destination is reached. Very minimal signage exists at the point of parking that directs patrons back to the merchants.
- Signs should be placed in consistent and therefore predictable locations.

WALKING DISTANCE

Walking distance varies based on the patron user group as well as the environment of the surrounding area in which the patron must walk. To aid in estimating the appropriate walking distance, a Level of Service (LOS) rating system is used for evaluating appropriate walking distances based on specific criteria. Several factors impact the walking distance that a typical person will consider reasonable. These include climate, perceived security, lighting, and whether it is through a surface lot or inside a parking structure.

LOS "A" is considered the best or ideal, LOS "B" is good, LOS "C" is average and LOS "D" is below average but minimally acceptable.

A break down of the most common LOS conditions is provided in the following table.

Table 21: Level of Service Conditions

Level of Service Conditions	A	B	C	D
Climate Controlled	1,000 ft.	2,400 ft.	3,800 ft.	5,200 ft.
Outdoor/Covered	500	1,000	1,500	2,000
Outdoor/Uncovered	400	800	1,200	1,600
Through Surface Lot	350	700	1,050	1,400
Inside Parking Facility	300	600	900	1,200

Source: "How Far Should Parkers Have to Walker?", by Mary S. Smith and Thomas A. Butcher, Parking September 1994

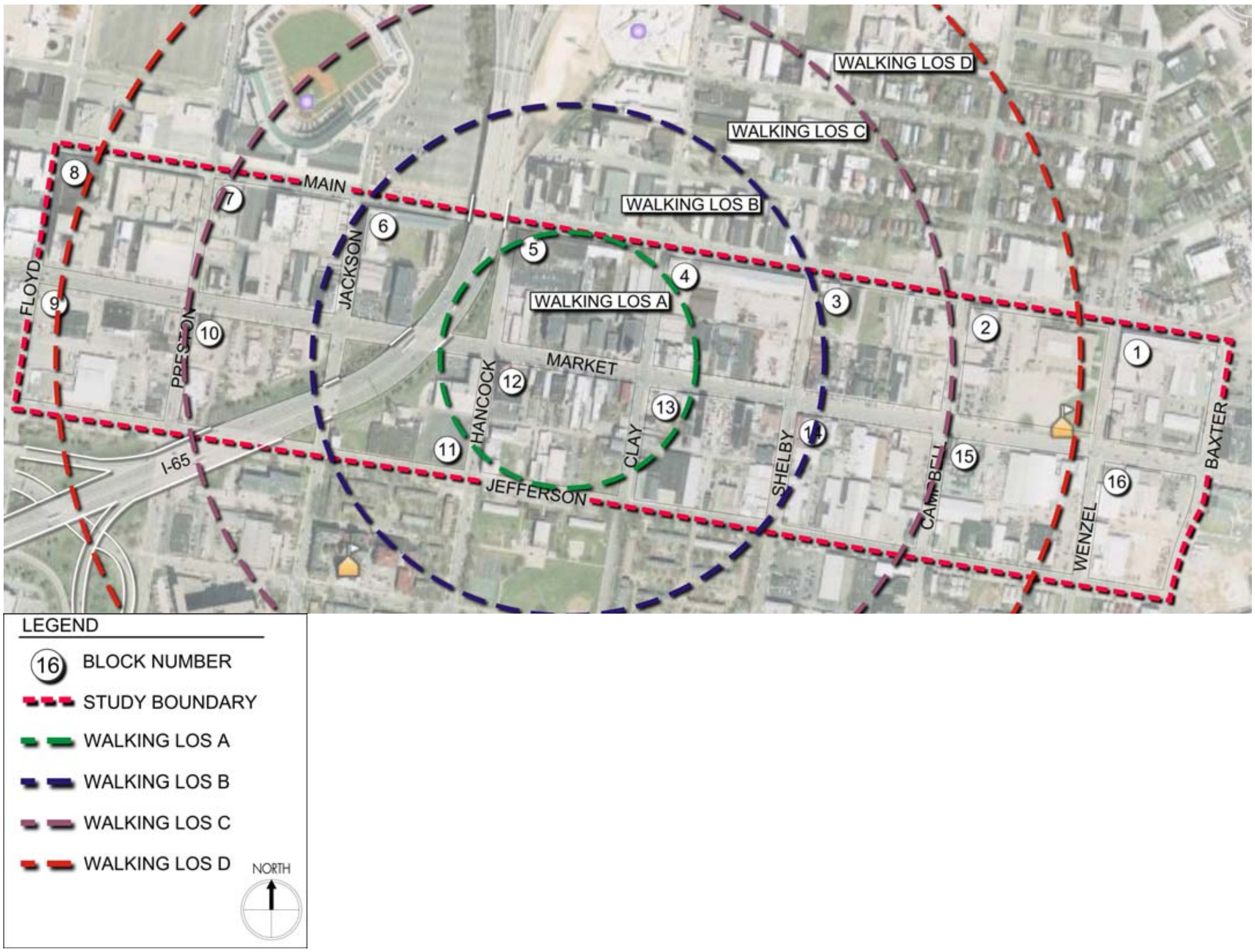
We recommend striving to provide adequate parking to specific user groups using the following LOS guidelines.

Visitors: Because visitors are most likely unfamiliar with the area and/or are short-term parkers, we recommend providing walking distance LOS A to all visitors.

Employees: We recommend striving to provide LOS C and/or D to employees, which park for longer periods and may not require the use of their vehicle throughout the day.

The following figure illustrates walking distances in the downtown core.

Figure 5: Walking Distances



Walker Parking Consultants, 2007

CONCLUSIONS

As the study area grows and adds developments to its core, it must grow its parking system as well. Currently most of the study area has adequate quantities of parking both on and off street. To ensure that future developments do not negatively affect parking conditions, we recommend the City analyze each potential development to ensure adequate parking will be available upon its completion. This analysis includes taking into account any displaced or added parking, as well as new parking demand to the area.

To improve the overall parking operations within the study area, Walker proposes the following on and off-street recommendations:

ON-STREET RECOMMENDATIONS

1. Due to the heavy use of on-street parking, increased and improved wayfinding (signage) is recommended to direct patrons to other parking options (parking lots and garages). Signage may even be targeted to specific end users (long-term parkers) to utilize off-street parking. Signage/wayfinding should be expanded to include pedestrian signs from the point of parking (garages and lots) to common destinations (merchant/business locations).

2. No wholesale changes are recommended to the existing time limits for on-street parking. The goal of the on-street supply is to make short-term parking readily available. Patrons should be encouraged to make better use of off-street parking. Improved signage notifying patrons of the time limits is recommended. However, some modifications to allow for shorter term parking may be needed in front of high turnover businesses such as drycleaners (they may need more 15-minute parking spaces).

3. On-Street spaces should be clearly marked on the pavement with paint.

4. More parking meters should be installed along high utilization block faces. Increased enforcement of those meters is also needed.

5. Smart Card program should be expanded to allow additional merchants to sell and re-charge cards (three locations currently sell the cards).

OFF-STREET RECOMMENDATIONS

1. As the City grows and develops its parking assets, an important step is to review the system and update the procedures as necessary. This may include conducting an outside audit of the new facilities or a review of the parking supply and demand. As with any developing system, continual improvement in the process is important for positive change.

2. Establish standard procedures for implementing Shared Parking, which would specify how to calculate minimum parking requirements for different combinations of land uses, acceptable walking distances, and requirements for sharing agreements, verification and enforcement.

3. Educate planning officials and developers on the potential for Shared Parking and procedures for implementing it.

4. Signage/wayfinding should be expanded to include pedestrian signs from the point of parking (garages and lots) to the most common destinations (merchant/business locations).

APPENDIX

Block #	Supply	Weekday On-Street Occupancy (Thursday, September 6, 2007)					
		10:00	Percentage	12:00	Percentage	3:00	Percentage
1	44	29	66%	28	64%	24	55%
2	38	9	24%	13	34%	9	24%
3	66	31	47%	42	64%	28	42%
4	61	26	0%	30	0%	29	0%
5	63	29	46%	32	51%	28	44%
6	52	8	15%	8	15%	10	19%
7	40	21	53%	25	63%	20	50%
8	39	30	77%	21	54%	25	64%
9	48	1	2%	1	2%	3	6%
10	56	0	0%	4	7%	4	7%
11	44	10	23%	9	20%	6	14%
12	58	24	41%	38	66%	21	36%
13	40	22	55%	39	98%	14	35%
14	64	10	16%	21	33%	11	17%
15	36	12	33%	12	33%	11	31%
16	14	7	50%	6	43%	6	43%
Totals	763	269	35%	329	43%	249	33%

Block #	Supply	Weekday Private Off-Street Occupancy (Thursday, September 6, 2007)					
		10:00	Percentage	12:00	Percentage	3:00	Percentage
1	0	0	0%	0	0%	0	0%
2	134	72	54%	70	52%	63	47%
3	40	11	28%	21	53%	8	20%
4	71	23	32%	18	25%	18	25%
5	104	64	62%	59	57%	48	46%
6	48	34	71%	37	77%	16	33%
7	214	113	53%	120	56%	110	51%
8	156	56	36%	53	34%	41	26%
9	497	497	100%	483	97%	480	97%
10	177	52	29%	91	51%	52	29%
11	106	38	36%	34	32%	27	25%
12	97	44	45%	51	53%	47	48%
13	57	43	75%	40	70%	40	70%
14	70	32	46%	35	50%	32	46%
15	36	20	56%	22	61%	19	53%
16	40	24	60%	21	53%	16	40%
Totals	1,847	1,123	61%	1,155	63%	1,017	55%

		Weekday Public Off-Street Occupancy (Thursday, September 6, 2007)					
Block #	Supply	10:00	Percentage	12:00	Percentage	3:00	Percentage
1	0	0	0%	0	0%	0	0%
2	0	0	0%	0	0%	0	0%
3	0	0	0%	0	0%	0	0%
4	0	0	0%	0	0%	0	0%
5	0	0	0%	0	0%	0	0%
6	0	0	0%	0	0%	0	0%
7	0	0	0%	0	0%	0	0%
8	55	44	80%	42	76%	40	73%
9	0	0	0%	0	0%	0	0%
10	0	0	0%	0	0%	0	0%
11	0	0	0%	0	0%	0	0%
12	0	0	0%	0	0%	0	0%
13	0	0	0%	0	0%	0	0%
14	0	0	0%	0	0%	0	0%
15	0	0	0%	0	0%	0	0%
16	0	0	0%	0	0%	0	0%
Totals	55	44	80%	42	76%	40	73%

FOCUS GROUP MEETINGS

In order to better understand the concerns and parking needs of property and business owners within the Main and Market Streets area of Louisville, Kentucky, several focus group meeting were held between community stakeholders and Walker. Below is a detailed summary of the meetings:

Group one, the Liberty Green Group, consisted of Bill Weyland, Sarah Howard, Darnell Jackson, Andy Lasley, and Andrea VanAustall. Three main themes emerged through discussion with this group. A general calming of traffic is needed, specifically along Main, Market and Jefferson Streets was the first issues this group voiced. They also felt that the streetscapes need to be more friendly and comfortable for suburbanites. The idea of shared parking, and promoting the concept with tax incentives was also addressed. Other issues commented on included: bump outs at corners, the bike lanes, a residential permit program and how to overcome the perception of bad parking. The Liberty Green Group was also concerned with the impact the medical facility will have on Liberty Green and suggested a permit program for Liberty Green Residents.

Group two addressed the concerns of the local restaurants. The group included Bim Deitrich, and Anne Shadle. Although parking was their major concern, group two also felt that the traffic on the major thoroughfares needs to be calmed. Parking appears to be an issue between 6:00 a.m. and 5:00 p.m. Several voiced dislike for metered parking and that the lack of lines on-street is a problem, they also commented on the benefit of angled parking. Many felt that a campaign to stress the positive attributes of downtown parking and inform consumers about available parking would be beneficial.

Group three included the developers Dale Boden, Mark Issacs, and Phil Scherer. Many of the group members commented on the lack of available parking, particularly for employees, and suggested several ideas to improve the situation. Metered parking was another concern voiced during the meeting. Many felt that the hours of operation for the meters did not need to run until 6:00 p.m. and the free weekend policy needs to be clearly marked. The smart card system also needs to be addressed, as consumers currently are unaware or confused about the program. The trolley was also identified as an important issue. Many felt that the price increase has hurt ridership levels, that there is a need for a trolley pass and that a trolley route should be created for residents. Additionally, several felt that structured parking could be problematic in keeping the street alive. Ways to combat the issue included integrating townhouses around the garage lining the parking area and incorporating other uses into garages.

Business owners, including Stuart Goldberg, Brad Ogden, Trudy Miller, Jeff Rawlins, Bill Marzian, and Nina Moseley made up the bulk of group four. While meters appear to be a necessary evil, many group members felt the 2-hour time limit and price per hour need to be reassessed. They also felt that the enforcement officers may be too aggressive in ticket writing. Many suggestions were made concerning the Smart Card system, including a publicity campaign and providing consumers with recharge centers at local stores. Many believe the perceived lack of parking will become a reality as development increases. The use of trolleys and buses with evening runs, as well as shared parking and employee-only parking lots were all suggestions made to combat current and future parking concerns. Other issues addressed during the meeting include the lack of striping of on-street spaces, a possible form district expansion to account for the mixed use community, the advantages and disadvantages of angled parking, as well as the possibility of making one-way streets into two-way streets.

Cindy Brown Kinlock, Jim Segrest of the Neighborhood Association made up group five. Protecting the historic buildings and the identity of the area were concerns voiced by this group. The clashing of the bus shelters with the historic homes in Butchertown, the narrowing of streets previously used for farmers markets and the form district expansion were all addressed during the meeting. Although the attendees did not want to extend the district downtown, they were open to reducing the parking requirements on businesses. They did not feel that parking was perceived as a problem, except on special events. They also felt the one-way streets should be converted into two-ways streets. They believe that angled parking is a helpful concept and that the application of shared parking to the area as well as increasing public transportation (trolleys) and creating a friendlier streetscape will help alleviate any perceived problems.

Residents of the area, including Michael Brohm, Robin Williams Brohm and Todd Blue, made up group six. While residents feel that parking conditions are positive today, they are concerned about the impact of future developments. They have already noticed the effect of opening new restaurants have on the area and feel that a residential permit program may be needed to deal with future development. The enforcement of parking restrictions is a positive thing for residents, but they feel that the hours need to be adjusted. Many noted that while restaurants are busiest during the lunch hour and weekends, there is no ticketing on weekends. Many were concerned about the availability of parking once the small mechanic lot is no longer available and Clay fills up. The possibility of an off-street lot was brought up in discussion. Residents were also concerned about the Smart card program.

Group seven was dominated by government members, including Chris French, Cathy Duncan, Patti Clare, Ethan Howard, Carrie Butler (TARC), Paula Wahl, Gary Becker, David Gross, and Gerald Howell. The group recognized the eventual need for a residential parking program, and looked in to the status of the two-way street plan. Also touched upon in the meeting was the need for more UL space. They are aware that the new offices require the loss of 900 garage spaces and that the need for parking will only increase as new building are added to the downtown area. An addition 500 spaces will be lost after Todd Blue develops the Slugger Field lot. One possible solution mention during the meeting was busing people from Papa Johns.