



CITY OF DUBLIN.

Office of the City Manager

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Memo

To: Members of Dublin City Council
From: Terry Foegler, City Manager *TF/Sy*
Date: February 4, 2010
Re: Bridge Street Corridor Study – Near Term Historic District Parking Strategies

Background

Shortly after initiating the Bridge Street Corridor Study, staff tasked the consulting team, Goody Clancy & Associates, with helping the City identify projects and programs that would produce an observable, meaningful outcome and begin taking early steps toward the implementation components of the study. Recognizing that many of these potential action steps had been previously identified in earlier Historic Dublin planning efforts, the goal at this stage was to make sure that these near term action items would be consistent with the emerging, larger scale planning occurring for the Bridge Street corridor. In addition, City Council members have expressed increasing concern in recent meetings with the available parking supply in the Historic District, particularly as the BriHi Square development nears opening day.

In the context of the ongoing Bridge Street Corridor Study, a number of potential action items deserving prompt action before the study is completed have been identified and evaluated by the consulting team and staff for their possible near term implementation. Recognizing the importance of the short-term actions, \$250,000 was programmed in 2010 and 2011 in the Five-Year Capital Improvement Program (CIP) to fund potential, near term improvements that may be identified in Historic Dublin or elsewhere in the Bridge Street corridor.

The following summary contains a series of parking enhancement strategies recommended by staff as most suitable for near-term implementation based on cost, time to complete, and relative impact. These strategies are limited to parking in the Historic District because of the opening of the BriHi Square development as well as ongoing concerns with parking supply and management in the District. Other potential near-term actions, including pedestrian improvements and gateway signage, are being looked at in more detail and will be presented to Council after further evaluation.

Near Term Strategies

On-Street Parking

As perhaps one of the most potentially transformational near term actions, the consulting team and the Administration are recommending the provision of non-peak hour on-street parallel parking along Bridge Street and portions of North High Street and North Street. Establishing new on-street parking spaces in these locations provides a number of major benefits, including:

- Adding to the existing parking supply in areas with some of the highest parking demand;
- Significantly improving the quality of the pedestrian character of Bridge Street by calming traffic and providing a more comfortable separation between sidewalks and traffic; and

- Offering a less costly approach to provide a substantial amount of new public parking.

Planning and Engineering staff have studied the physical and operational feasibility of on-street parking in these locations and found potential for approximately 45 new on-street spaces on Bridge Street between High School Road and Blacksmith Lane to the east. Additionally, four new spaces may be possible on the west side of North High Street, adjacent to the Dublin Branch of the Columbus Metropolitan Library, requiring only signage and the restriping of lanes. Eight spaces may also be possible along the north side of North Street, adjacent to the library, but are expected to be much more expensive to implement due to the cost of sidewalk installation and utility relocation (upwards of \$140,000, or about \$17,500 per space). Attached is a map depicting existing parking spaces (approximate) in each of the four “quadrants” formed by the Bridge Street and High Street intersection. The potential on-street parking spaces that could be implemented on Bridge Street, North Street, and North High Street are depicted in blue on the same map.

While the cost of implementing on-street parking on Bridge Street and on the west side of North High Street is minimal, some challenges exist. A critical element for a successful on-street parking program will be enforcement of the off-peak hour time limitations in the parking zone. Because of the need to preserve roadway capacity during peak hours, methods of enforcement may need to include towing, ticketing, and fines. Before beginning any such punitive enforcement program, sufficient advance notice will be critical. However implemented, an extensive public education program will be needed for the businesses in the District and the community at large to communicate when and where on-street parking will be permitted. Use of electronic message boards during the initiation of this program on West Bridge Street, for example, may be helpful.

Based upon our most current engineering analysis, on-street parking, particularly on Bridge Street, will likely only be accommodated during off-peak hours, from 7:00 p.m. on weekday evenings to 6:00 a.m., and a wider range of hours on weekends. Exact hours are still being verified by traffic counts, some of which should occur in March in order to secure more typical conditions. Again, the educational component of this program is critical to its successful implementation, since the large amount of traffic traveling through this corridor will need to have immediate access during peak hours. The City will need to establish an agreement with a towing company to ensure the availability of these lanes. The estimated timeframe for implementing on-street parking on Bridge Street and North High Street would be by the end of June 2010.

Parking Management

In addition to immediately increasing the parking supply in the Historic District with the provision of on-street parking, several parking management strategies have been identified that will assist with obtaining better utilization of the limited parking resources in the Historic District.

1. *Remote Employee Parking.* Strongly encouraging businesses to require employees to park in the more remote locations in the Historic District will allow the most convenient public parking to serve the needs of patrons of all District businesses.
2. *Valet Organization.* Similarly, securing an organized plan for the valet operations of the various businesses in the District that utilize such services will also help preserve the most centrally located, convenient parking for the business customers.
3. *Joint Use Parking Arrangements.* Several entities in the Historic District have larger supplies of surface parking, including the Dublin Branch of the Columbus Metropolitan

Library and the Dublin Community Church. Seeking shared parking arrangements during complementary off-peak hours may increase the effective parking supply in the Historic District and/or provide alternate opportunities for employee and/or valet parking.

4. *Coordinated Enforcement.* Identifying opportunities to coordinate enforcement of on-street parking with the time-limited parking spaces will help ensure that prime parking spaces are consistently available.
5. *Wayfinding Plan.* Completing the Wayfinding Plan will help better manage the demand for parking by demonstrating areas where public parking is available.

Staff will initiate discussions regarding the implementation of these strategies with the various Historic District stakeholders and other relevant parties upon receiving direction from City Council. Once these discussions have commenced, staff will update Council regarding more specific implementation timeframes and strategies.

Parking Demand Analysis

As with any parking calculation, numbers of spaces tell only a part of the story. Parking has a variety of peak demand times, durations of use, etc. based on the uses served, location, and the intensity of development. A far better picture of the specific issues associated with parking supply and demand in the District should emerge with a comprehensive evaluation of the nature of the parking demand. Although we have identified a number of opportunities to add additional on-street and off-street parking spaces in the attached map, we strongly recommend that such a parking demand analysis be performed before simply adding parking spaces in a somewhat random fashion.

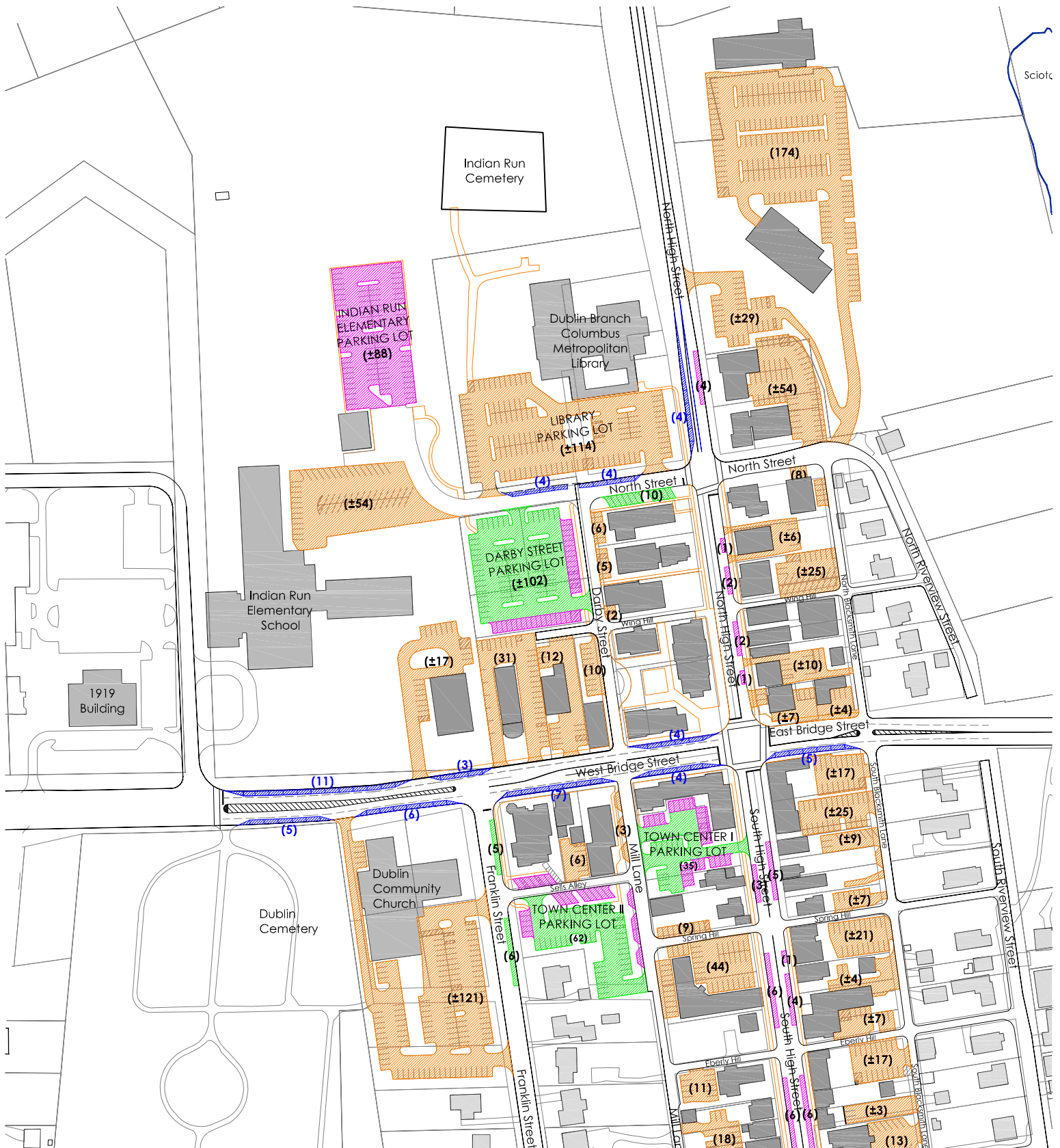
A parking demand study generally includes a needs analysis, occupancy counts, turnover analysis, observation and intercept surveys, identification of peak demand areas, and recommendations. This study could be completed internally with some expertise and guidance provided by a consultant experienced in these studies. Staff recommends conducting this study after the BriHi Square development opens, even if not yet fully occupied. The estimated cost is \$12,000 and the anticipated timeframe for completion would be by the end of June 2010. Since the study will help inform the future locations for new parking facilities, the Finance Director has indicated that the cost of the study can be funded through the current CIP appropriation.

Recommendation

These recommendations are preliminary. Staff requests Council input before proceeding with final recommendations.

Attachment

Historic District Parking Map with Existing and Potential Additional Parking Opportunities



Existing Historic District Parking

*All Numbers Approximate

| Parking Spaces by Type | Quadrant | | | | Total by Type |
|----------------------------|------------|------------|------------|------------|---------------|
| | NW | NE | SE | SW | |
| Public Spaces | 83 | 0 | 0 | 74 | 157 |
| Time Limited Public Spaces | 117 | 10 | 22 | 68 | 217 |
| Private Spaces | 251 | 317 | 141 | 239 | 948 |
| Total by Quadrant | 451 | 327 | 163 | 381 | 1,322 |