

2010 Parking Study Update

Downtown District



The City of Lakewood
Department of Planning
and Development
www.onelakewood.com

2010 Parking Study Update
Planning Project Team

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The 2010 Parking Study updates the 2007 Parking Study. The 2010 study acknowledges the recommendations of the 2007 report, and seeks to provide a means for evaluating actual parking supply and demand as recommendations from the 2007 study are implemented and parking conditions change. To wit, the 2010 study establishes a methodology for consistently measuring parking load in Lakewood's discreet districts.

Lakewood's Downtown District is the first to be evaluated. As planning commences for other areas in Lakewood throughout 2010 and beyond, additional districts will be added to study, using the same empirical data and methodology to apply fact finding and recommendations follow-up uniformly across the city.

2007 Recommendations and Subsequent Action

Recommendation #1: Address the public perception that parking is at *capacity*.

Follow-up Action: In 2009 and 2010, the City of Lakewood and LakewoodAlive collaborated to implement a key goal of 2008's Detroit Avenue Streetscape Study to implement signage and wayfinding to increase awareness of public parking availability. The signage and wayfinding plan, to be fully implemented in 2011, will draw visitors to available parking that is behind businesses, contrary to most suburban shopping experiences.

Recommendation #2: Address future parking demand as use changes.

Follow-up Action: With new occupancy and significant redevelopment in the study area, and prospective tenants' concerns for available parking, this study recommends acquiring additional parking to increase parking supply and increase connectivity among parking facilities to better address the fluid nature of parking demand.

Recommendation #3: Improve Parking Enforcement Roles and Responsibilities

Follow-up Action: In 2009, Parking Enforcement was transitioned to the Division of Police. Anecdotally, collections (both revenues and methods) have improved, though this was not formally assessed for the 2010 study.

Recommendation #4: Make Parking Meters Hours and Charges Consistent Citywide. Increase Rates. Improve collections methodology.

Follow-up Action: This recommendation is near complete. Rates have been increased and all meters installed to date are calibrated for consistent times. In March 2010, legislation was introduced to decriminalize parking tickets and transition to the DETERs system to improve collections.

Recommendation #5: Promote Shared Parking

Follow-up Action: This study reinforces the need to promote shared parking.

Recommendation #6: Market Available Parking (design standards incorporated)

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Recommendation #7 (Downtown District Specific): Increase parking permit fees, encourage turnover and consider residential permitting.

Follow-up Action: All permits cost \$250 per half but are discouraged. Public parking should be for customers. Permitted parking discourages turnover, and thus constrains customer parking. Residential permits have not been seriously considered at this point.

2010 Parking Study: Observations, Conclusions and Recommendations

Observation #1: An analysis of business use and occupied square footage illustrated that Lakewood's Downtown District is woefully parking deficient. This is in contrast to the measure of actual parking conditions, which illustrates that supply exceeds demand in most locations.

Conclusion: Lakewood's Zoning Code over estimates parking need. This conclusion is supported by all weekday and weekend inventory counts.

Recommendation: The Department of Planning and Development should consider changes to the zoning code which better reflect parking requirements in commercial districts. Alternatively, this study could be used to inform the Board of Zoning Appeals for parking demand variance requests.

Observation #2: Retail vacancy is strongly correlated to parking deficiency. Retail occupancy has increased in the Downtown District dramatically since 2007, and trends point to increased occupancy. Retailers have their own parking requirements that influence location decisions. Conclusion: Without adequate parking, some vacancies will go unfilled.

Recommendation: Encourage parking operators to maintain all available parking areas, open all days of the week and remain open to the public.

Recommendation: New parking opportunities, though shared parking arrangements or property acquisition should be considered by the city and adjacent property owners.

Observation #3: The newly renovated spaces in the 15008-14900 block on Detroit currently house Five Guys, and Cerny Shoes. While the lot is currently sufficient for the high-turnover business generated by Five Guys and the minimal parking stress provided by Cerny Shoes, the absorption of one or all of the current vacant spaces will likely push the lot beyond its capacity.

Conclusion: Constrained parking at this and adjacent properties may challenge the ability for the retail sites to be rented to high-demand tenants. This may be a situation where additional parking needs to be provided by acquiring property as the adjacent lots typically operates near capacity.

Recommendation: Where possible, increase the connectivity of parking to adjacent parking areas to accommodate the natural shifts in parking demand throughout the day.

Observation #4: There is a discrepancy between actual parking usage and perceived parking availability throughout the district (2007 Study)

Conclusion: This observation and recommendation from the 2007 study should continue to be addressed.

Recommendation: Continue efforts to improve signage and wayfinding in the Downtown District. Where possible, increase the connectivity of parking to adjacent parking areas to accommodate the natural shifts in parking demand throughout the day.

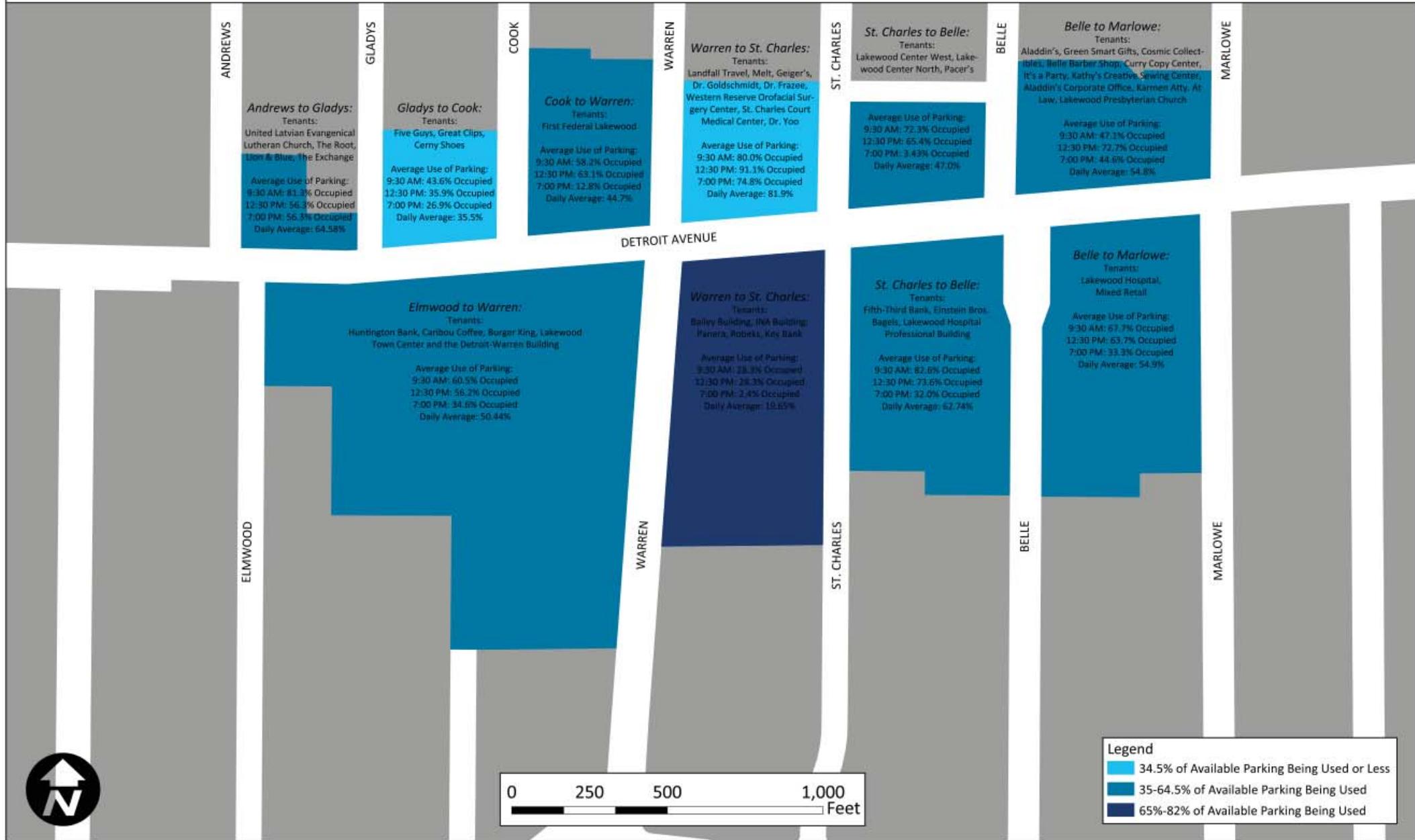
Parking Required Per Block in Downtown Lakewood by Zoning Code

Planning and Zoning Department, City of Lakewood, Ohio



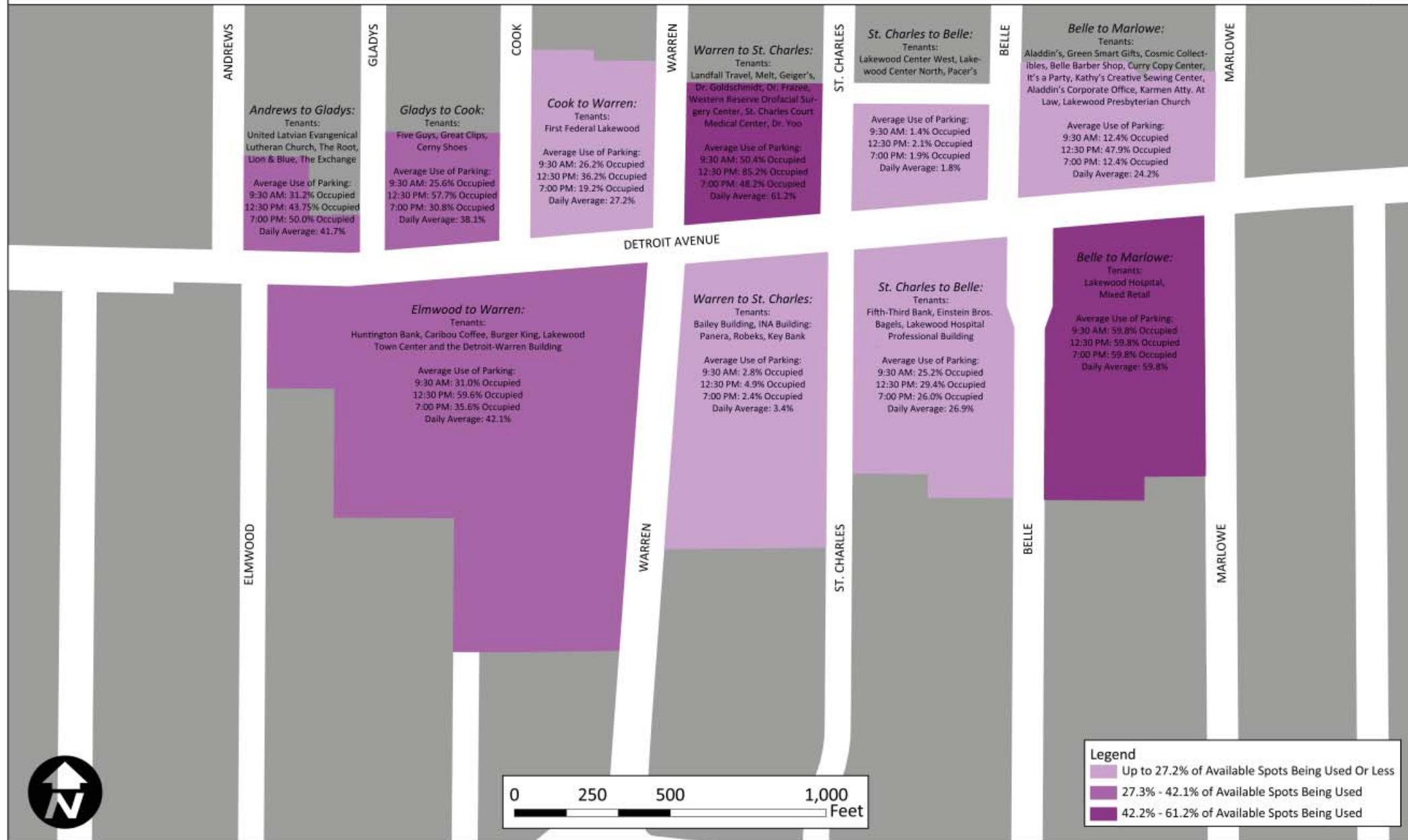
Average Actual Use: Weekday

Planning and Zoning Department, City of Lakewood, Ohio



Average Actual Use: Weekend

Planning and Zoning Department, City of Lakewood, Ohio



2010 Parking Study Methodology

All parking spots on and adjacent to Detroit Avenue between Andrews Avenue to Marlowe Avenue were counted. Metered spots were counted as “On-Street” parking, and all surface parking lots and multi-level parking garages were counted as “Off-Street” parking. All counts for multi-level garages include the roof level, even though some operators do not maintain the roof level during the winter months.

After counting all available spaces, the department evaluated the number of parking spaces that are required per block as mandated by the Lakewood Zoning Code. GIS software and county auditor data was used to identify the square footage of all commercial spaces. Actual use was identified through field study and Building Department files. Vacant properties were calculated as a general office use. The combined data was used to determine required parking demand.

The City of Lakewood Zoning Code addresses parking requirements in great detail. For representation purposes some uses required a formulaic approach to accurately account for parking demand across the district. These exceptions include mixed use, where the uses were averaged to accommodate the changing parking demand throughout the day. Other measurements that strayed from the Code include Lakewood Hospital and the Western Reserve Orofacial Surgery Center, which were categorized as general business offices to account for the high turnover of doctors, and dynamic site usage that includes retail and other services to better assess parking demand. This is in contrast to the Zoning Code, which requires 4 spaces per doctor. Similarly, Lakewood’s zoning code mandates a ratio of parking spaces to available seats for restaurants, which require 1 parking space per 4 seats. Because square footage is an inaccurate representation for measuring parking demand for restaurant use, the study calculates an average number of seats for each restaurant, and applies that average (0.028 seats per square foot) to all restaurant use.

Parking deficiency/surplus was measured by block. Census counts were taken at various times during weekdays and weekends to measure changes in parking trends throughout the day. Weekday counts were conducted at 9:30am, 12:30pm and 7:00pm, and weekend counts were done at 10:00am, 1:00pm, and 7:00pm.

