

# Downtown Farmington Parking Study Update

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## DOWNTOWN



## FARMINGTON

Downtown Development Authority

Parking Advisory Committee Meeting

February 16, 2017



**WALKER**  
PARKING CONSULTANTS



# Parking Study Update Objectives

Update to 2008 Parking Master Plan

## Time Limited Parking Evaluation

- ❖ Identify how often the parking spaces turn over.
- ❖ Identify if modifications to the time limited parking program are necessary.

## Parking Demand Analysis

- ❖ Determine how **downtown's** current parking supply is being utilized.
- ❖ Project further changes to parking demand in downtown.
- ❖ Identify potential strategies to elevate parking strains.
- ❖ How much and where should additional parking be constructed.



# Increased Downtown Vibrancy



## New Businesses Moved-In Since 2008



## Changes since 2008 Study

- Farmington Civic Theater and Farmers Market Attendance Continues to Grow
- Additional Restaurants Create Higher Demand for Parking
- Reduction in Overall Building Vacancies
- Masonic Temple Parking Lot Leased for Public Parking
- Northern Portion of Warner Thomas Property Purchased for Public Parking
- Additional On-Street Parking Spaces Added
- Increased Demand for Parking Prompted Implementation of Time-Limited Parking Zones

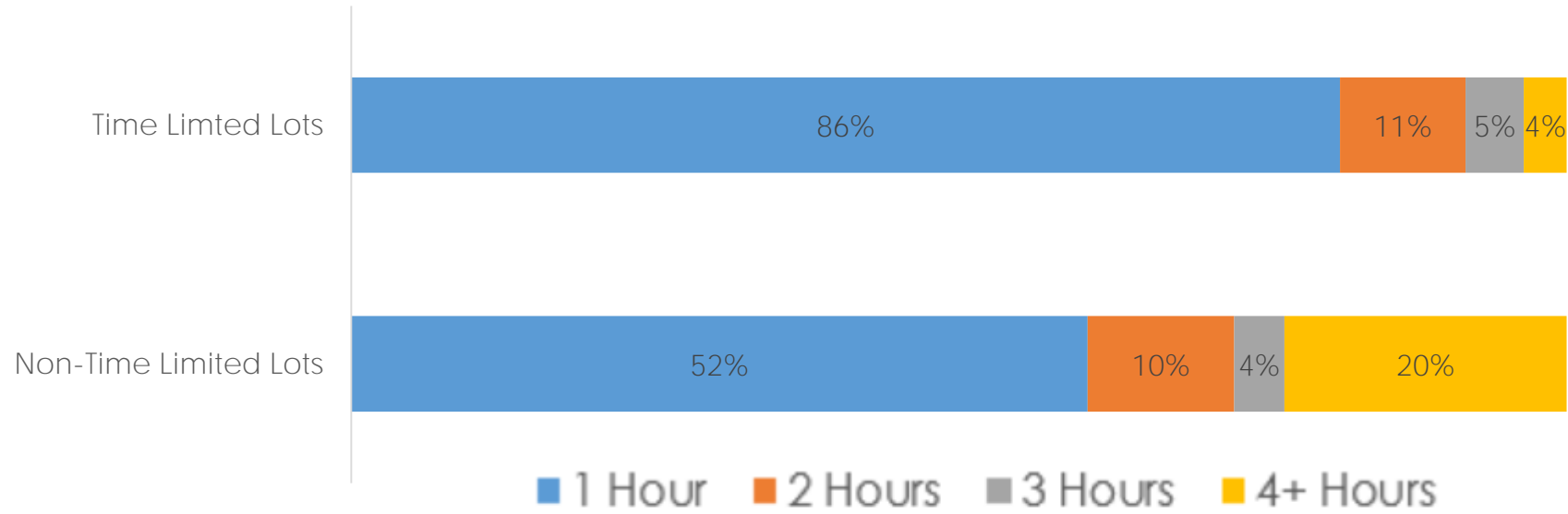
# Parking Turnover and Enforcement of Time Limited Parking



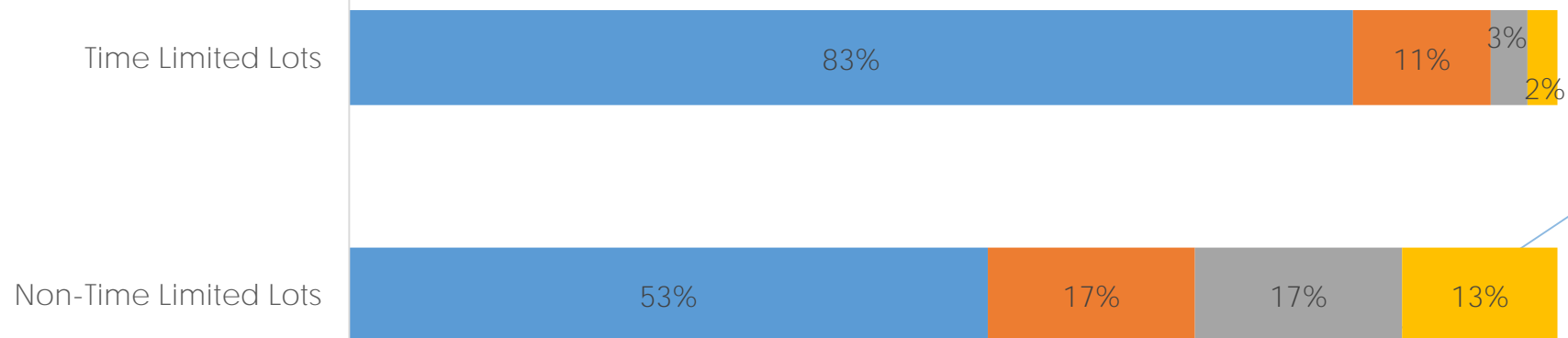
# Duration of Parkers Stay

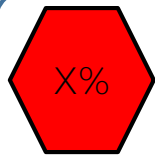


## Weekday/Evening



## Saturday Morning

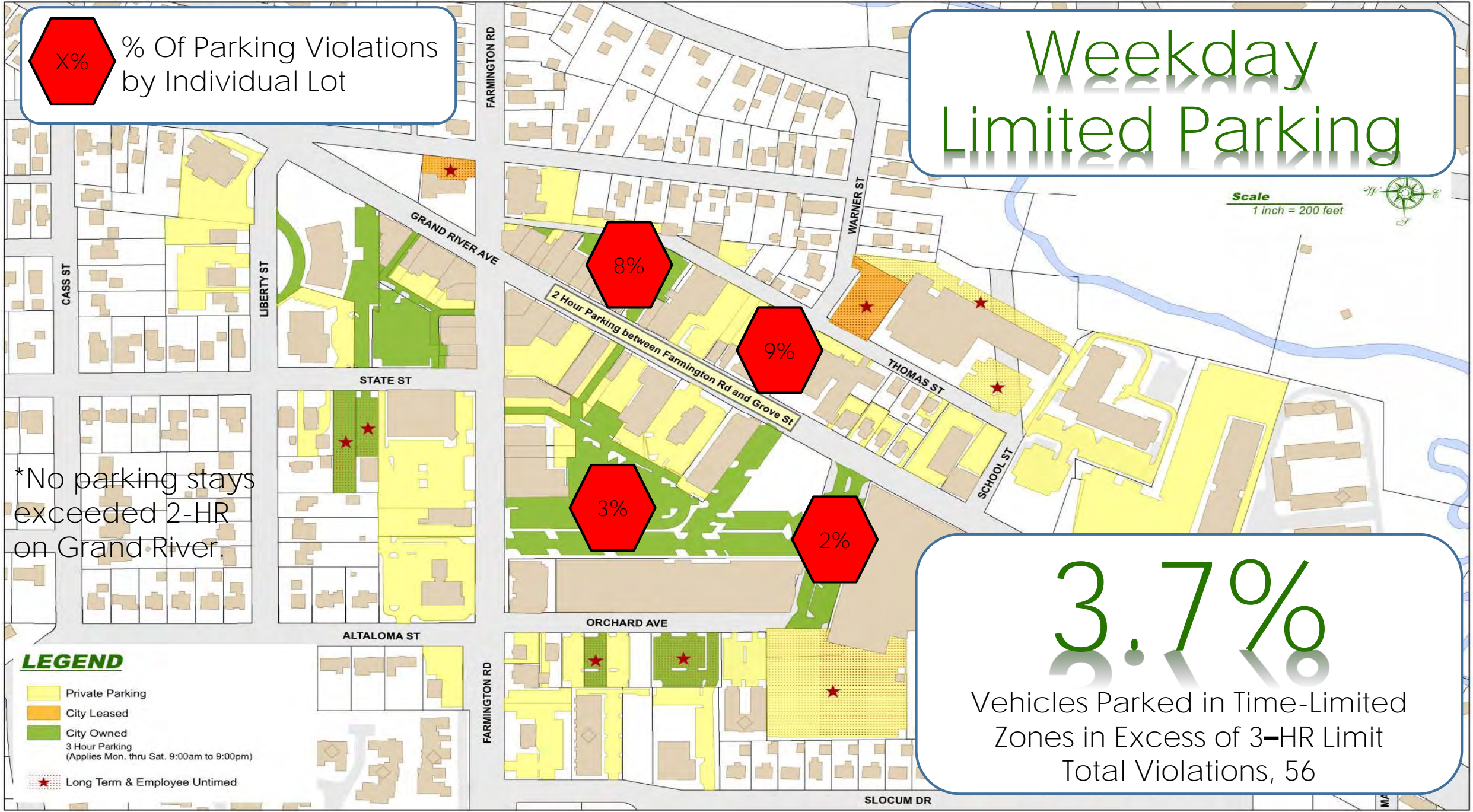




% Of Parking Violations by Individual Lot

# Weekday Limited Parking

Scale  
1 inch = 200 feet

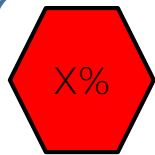


\*No parking stays exceeded 2-HR on Grand River.

### LEGEND

- Private Parking
- City Leased
- City Owned
- 3 Hour Parking (Applies Mon. thru Sat. 9:00am to 9:00pm)
- Long Term & Employee Untimed

**3.7%**  
 Vehicles Parked in Time-Limited Zones in Excess of 3-HR Limit  
 Total Violations, 56



% Of Parking Violations by Individual Lot

# Weekend Time Limited Parking

Scale  
1 inch = 200 feet



\*No parking stays exceeded 2-HR on Grand River.

## LEGEND

- Private Parking
- City Leased
- City Owned
- 3 Hour Parking (Applies Mon. thru Sat. 9:00am to 9:00pm)
- Long Term & Employee Untimed

0%

7%

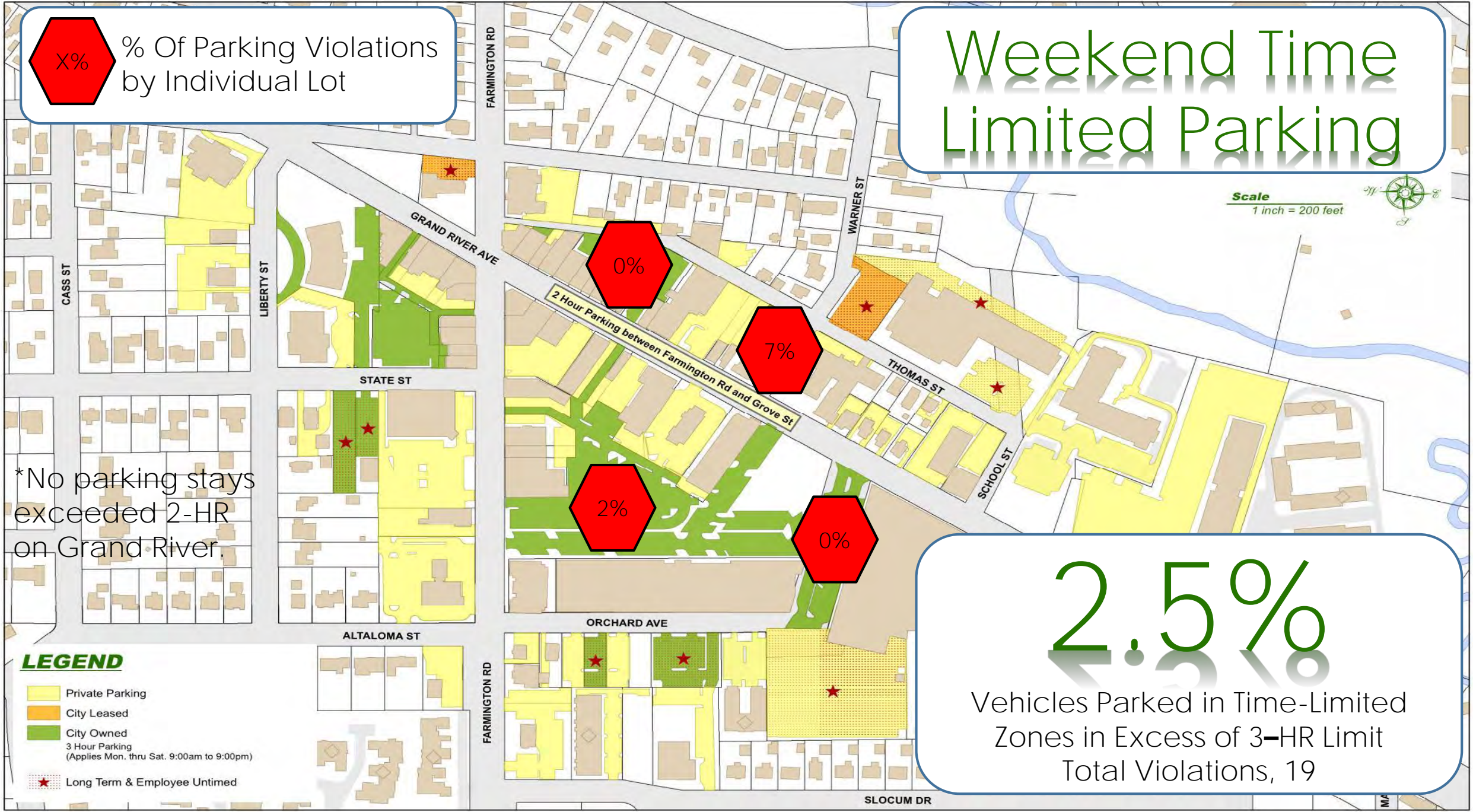
2%

0%

# 2.5%

Vehicles Parked in Time-Limited Zones in Excess of 3-HR Limit  
Total Violations, 19

2 Hour Parking between Farmington Rd and Grove St



# Parking Turnover Summary

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> 96% of parkers are compliant with time-limited parking policy

Non-compliant parkers, while limited in numbers, are likely employees of downtown business, who either are not being ticketed or are legally “beating the system”.





# Parking Enforcement Strategy Review

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Purpose of time limited parking: Provide the closest parking spots in the commercial district for visitors, shoppers, and diners.

**How it's Achieved:** Limit parking stays to under three hours; thus, requiring all-day parkers (employees) to use the public parking lots on the “fringe” of downtown.

Is it working? Parking duration of stay data supports the finding that the ordinance is understood by the majority of employees.

Enforcement officer appears to be providing a fair balance between issuing volitions and acting as an informal ambassador by providing information regarding employee parking options.

Locations for time-limited parking are appropriate.

Long term parking lot locations provide adequate supply as well as proximity to all downtown businesses.

# Recommended Changes to Strategy



Modify Parking Ordinance  
Consider changes to more clearly restrict “re-parking” so that employees who move their vehicle after the 3-hour limit cannot legally park again without generating a violation.

Expanded enforcement of Fresh Thyme Lot  
We understand the main area (shown in dots) of the lot is not rigidly enforced. Parking turnover data indicates that 3% of parkers in this lot exceed the 3-HR limit.

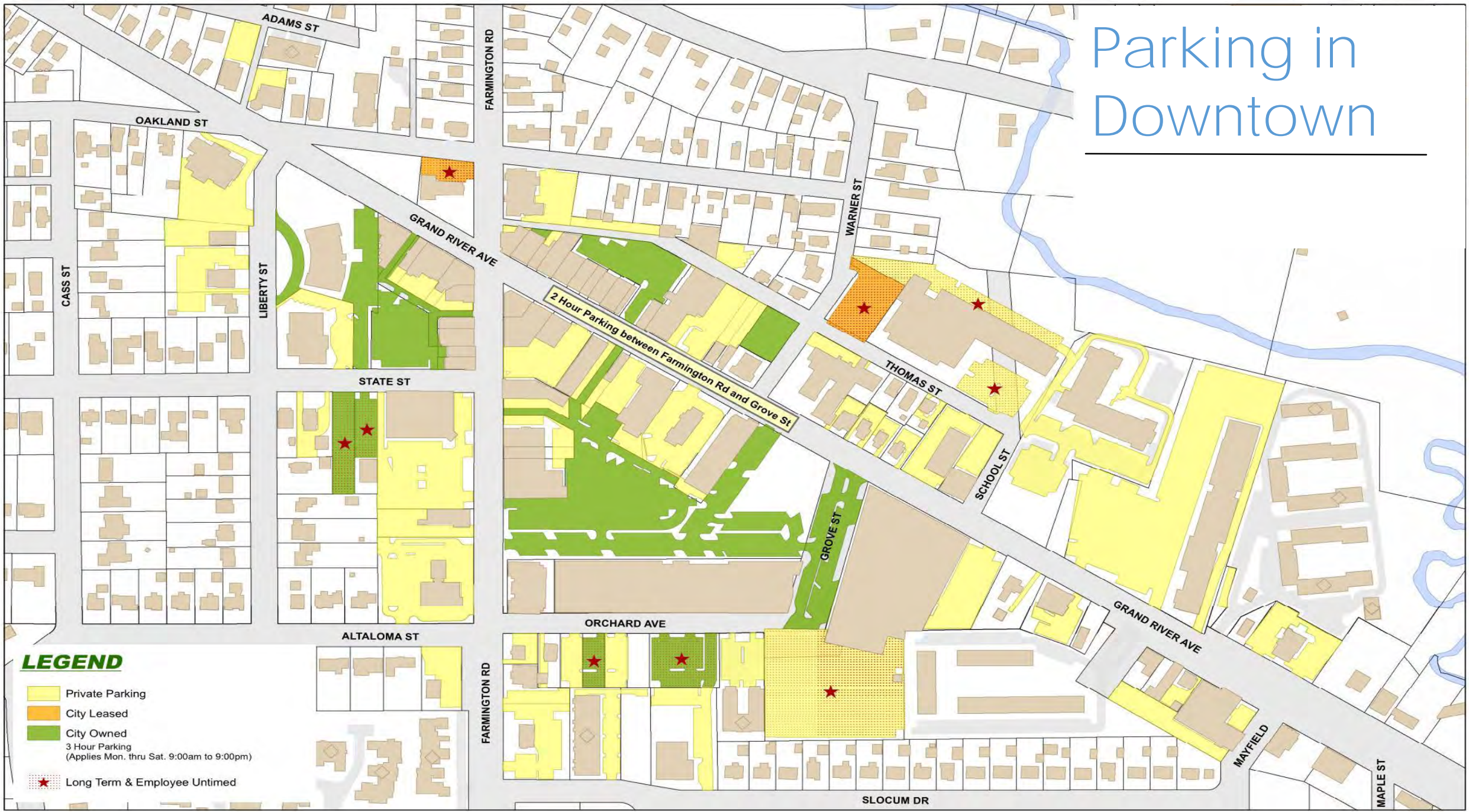


Increase Enforcement Presence in North Lots  
Parking enforcement coverage of time-limited parking lots north of Grand River should be expanded in order to reduce abuse of employees parking in excess of 3-hours. 8% of parkers in these lots exceed 3-hour parking stays.

# Current Demand for Parking; What the Parking Situation is Today



# Parking in Downtown



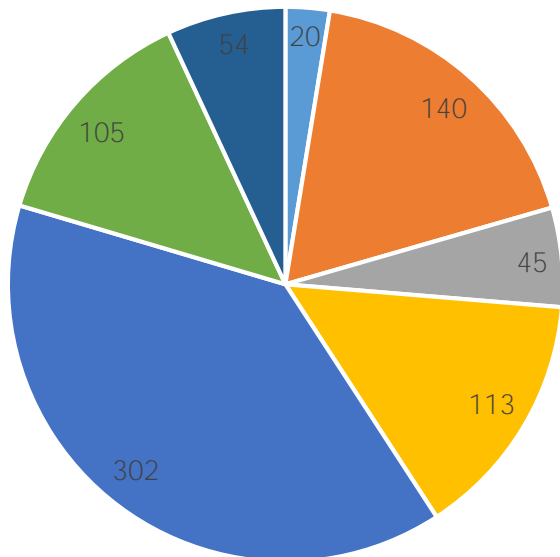
## LEGEND

- Private Parking
- City Leased
- City Owned
- 3 Hour Parking (Applies Mon. thru Sat. 9:00am to 9:00pm)
- Long Term & Employee Untimed

# Downtown Parking Supply

779

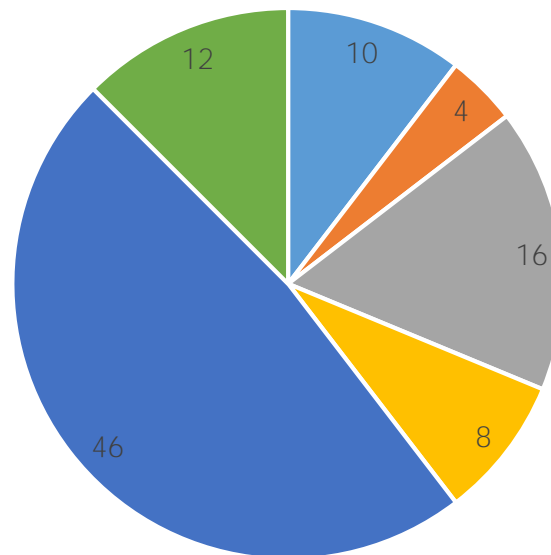
Total Public Parking Spaces Provided in 7 Parking Lots



- Masonic Lot
- City Hall Lot
- Library Lot
- North Lots
- Fresh Thyme Lot
- Orchard St. Lots
- Church Lot

96

Total Public Parking Spaces Located On-Street



- Grand River Ave.
- Farmington Rd.
- Liberty St.
- State St.
- Grove St.
- Thomas St.

1,525

Total Private Parking Spaces Located in the Downtown Lots

2,400

Total Parking Spaces Located in Downtown



# Public Parking Occupancy



64%

Peak Parking Occupancy During Weekday Business Hours Occurred at 11 am

202

Total Parking Public Spaces Available During Peak Weekday Daytime Business Hours

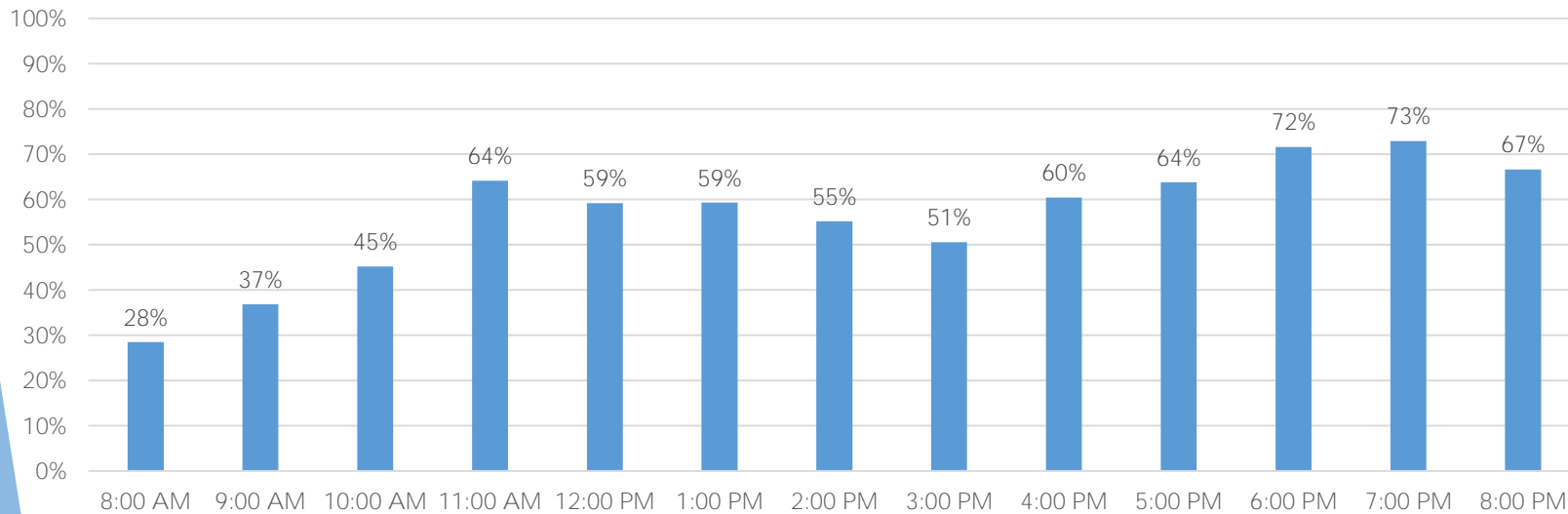
73%

Peak Parking Occupancy During Weekend Evening Occurred between 7 – 8 pm

134

Total Public Parking Spaces Available During Weekend Evening

Public Parking Occupancy



Parking Occupancy Counts Collected on Friday, October 21, 2016

## Growth in Parking Demand Since 2008

37%

Increase in Weekday Daytime Vehicles Parked Since 2008

78%

Increase in Weekend Evening Vehicles Parked since 2008

# Weekend Evening Customer Parking



## Primary Parking Areas for Evening Customers

- Masonic Lot
- City Hall Lots
- North Lots
- Fresh Thyme Lot
- Grove Street
- Church Lot
- Village Inn Shoe Shop Lot
- Grand River Ave.
- Thomas St.

87%

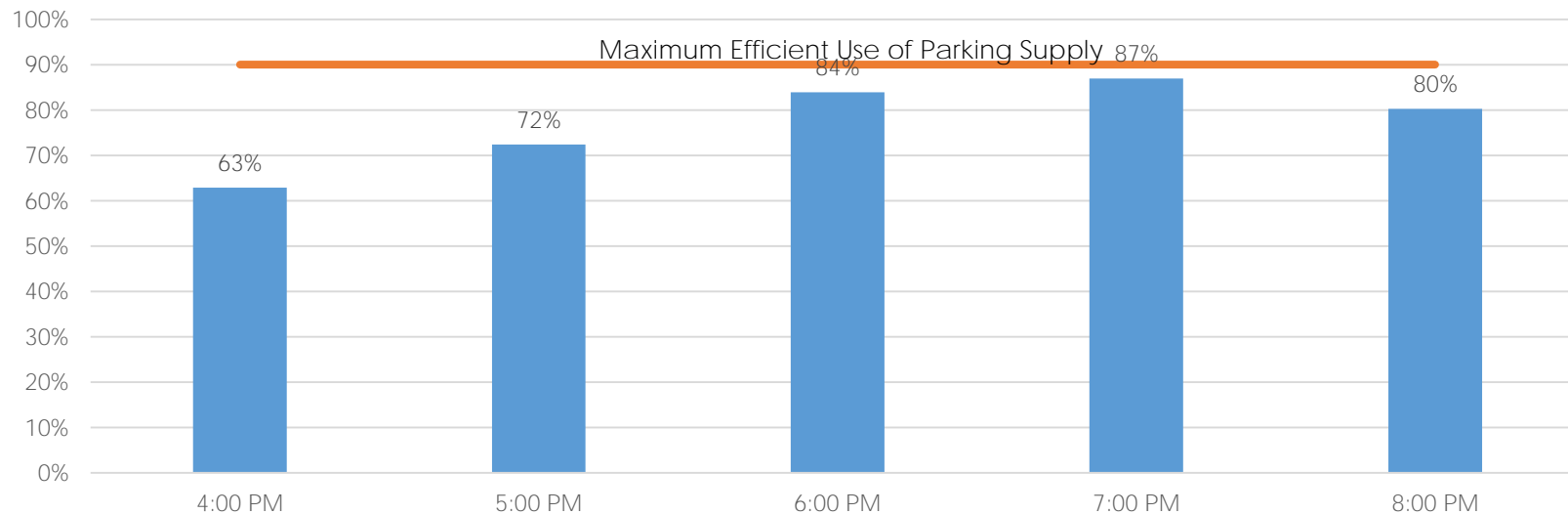
Peak Customer Parking Occupancy  
During Weekend Evening.

Parking Occupancy Reaches Maximum  
Efficient Use of Parking Supply Serving  
Restaurant and Retail Customers During  
Weekend Evenings.

23

Available Parking  
Spaces to Support  
Customers

## Maximum Restaurant/Retail Demand for Parking



Parking Occupancy Counts Collected on Friday, October 21, 2016

Parking for customers during a typical weekend evening is operating at the limit of efficiently.

Finding a parking space during peak weekends will be difficult; thus causing poor customer perceptions.

# Weekend Public Parking Occupancy



79%

Peak Saturday  
Parking  
Occupancy  
Occurred between  
12 – 1 pm

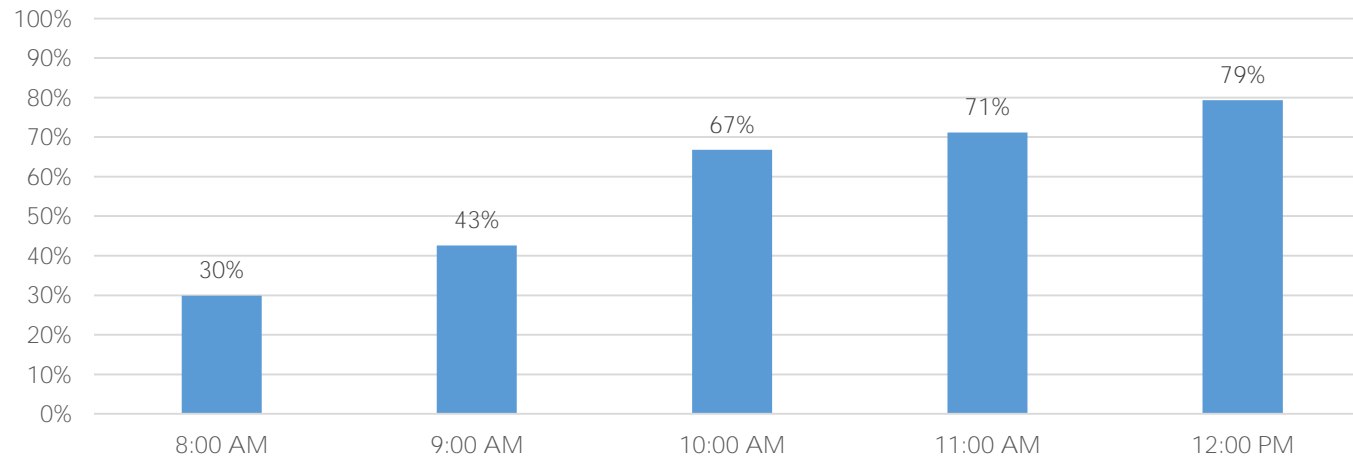
84

Total Public Parking  
Spaces Available  
During Peak

43%

Increase in  
Weekend Daytime  
Vehicles Parked  
since 2008

Weekend Public Parking Occupancy



Parking Occupancy Counts Collected on Saturday, October 22, 2016





# Farmers Market/ Commercial Demand

611

Primary Parking Spaces Supporting Commercial District Customers

100%\*

Peak Occupancy During Saturday Morning Farmers Market

608

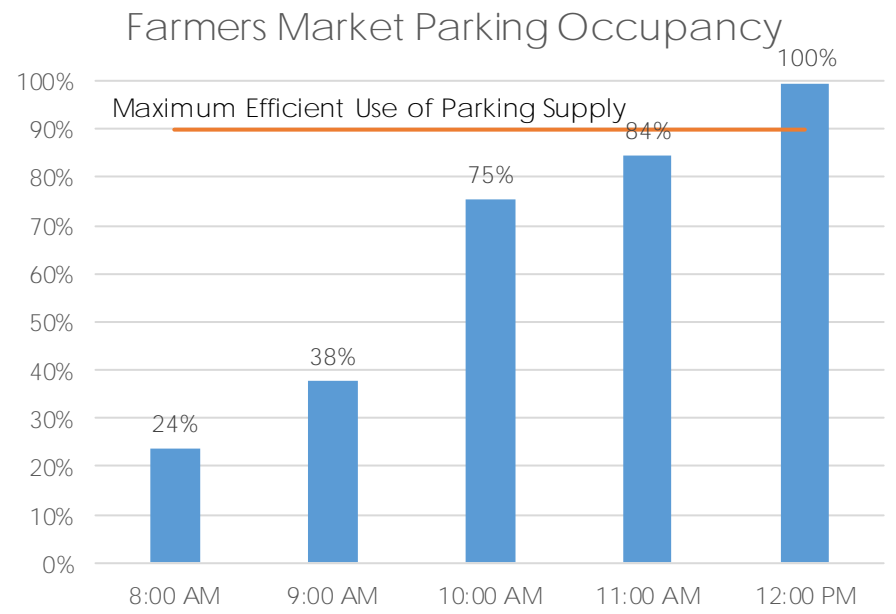
Total Vehicles Parked Saturday Morning During Farmers Market

59

Need for Additional Parking Spaces to Support Commercial District Parking During Farmers Market

Primary Parking Lots Supporting Commercial District Customers

- Fresh Thyme Lot
- Grove Street
- Church Lot
- TJ Max Lot



Parking supply for customers during farmers market season is not capable to support the current demand.

Customer growth of the farmers market or other weekend commercial activities may be limited by convenient parking capacity.

Parking Occupancy Counts Collected on Saturday, October 22, 2016

# Use of Private Parking Lots



28%

Peak Occupancy of Private Parking Spaces Occurred at 12:00 pm

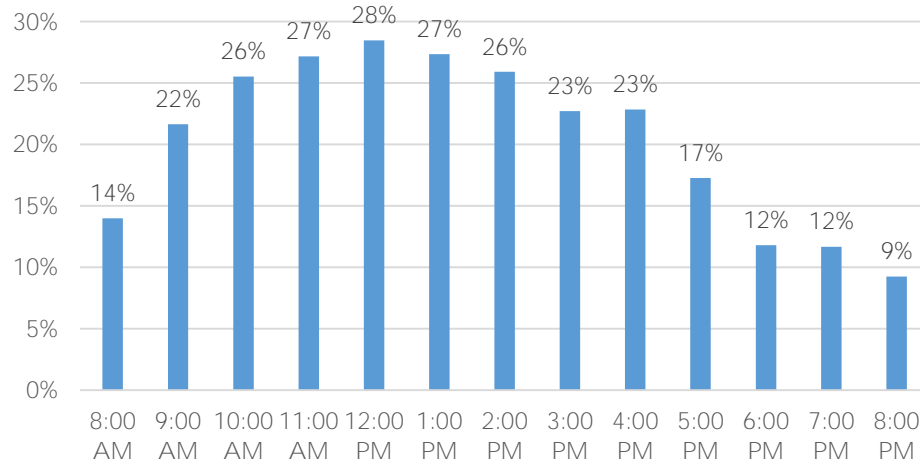
434

Total Vehicles Parked at Peak Parking Occupancy

1,015

Total Private Parking Spaces Available During Peak Occupancy

Weekday Private Parking Occupancy



## Observations:

\*Village Inn Shoe shop was observed to be full after closing on Friday evening.

\*No funerals on the day of parking occupancy counts.


\*Village Commons parking area observed to be largely empty.


# Current Parking Demand Summary



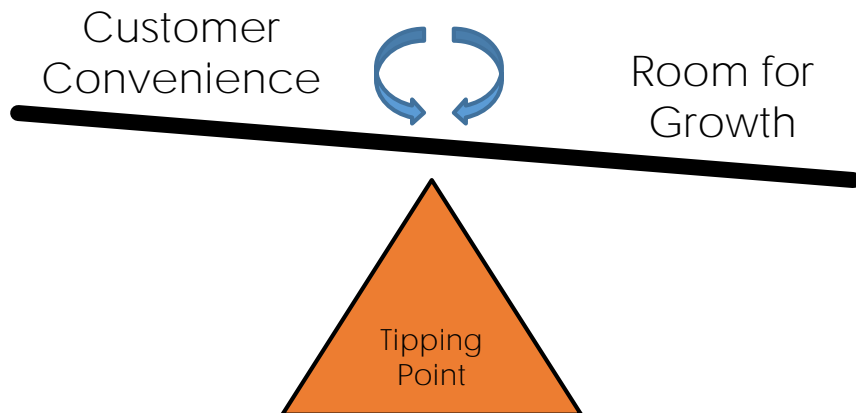
 Downtown vibrancy has resulted in an increased demand for parking downtown since 2008 study.

 Private parking supply more than sufficient to support private market.

 Weekend Evening: Public demand for parking in core of downtown serving restaurants and retail operating at maximum efficiency. More parking will be required to support additional growth.

 Saturday Morning During Farmers Market: Public demand for parking operating above maximum efficiency. More parking supply is required to support commercial customers.

Do we have to build more parking now?



Future businesses' (particularly restaurants) ability to move into un-occupied building space or conversion/densification of existing retail space may be limited by lack of convenient parking during the evening, particularly if located north of Grand River Ave.

# Strategies to Best Utilize the Public Parking Supply



# Promote Mobility

Share information with downtown customers and employees about roadway projects which will enhance pedestrian convenience and connectivity across Farmington Rd. & Grand River Ave.



## Share Insider Parking Tips

Tell the public about where the "hidden" parking lots are located. 140 parking spaces are currently available during typical weekend evenings.

## Employee Parking

Continue to discuss the importance of employees parking in non-time limited parking lots so their customers can have the most convenient parking available close to their destination.



## Expand Wayfinding

Expand downtown wayfinding signage program to share information about public parking locations.

# Continued Growth and Vibrancy; Its Impact on Parking



# Residential Redevelopment



Maxfield Training Center  
site identified as a residential  
redevelopment opportunity



155

Apartment  
Units

238

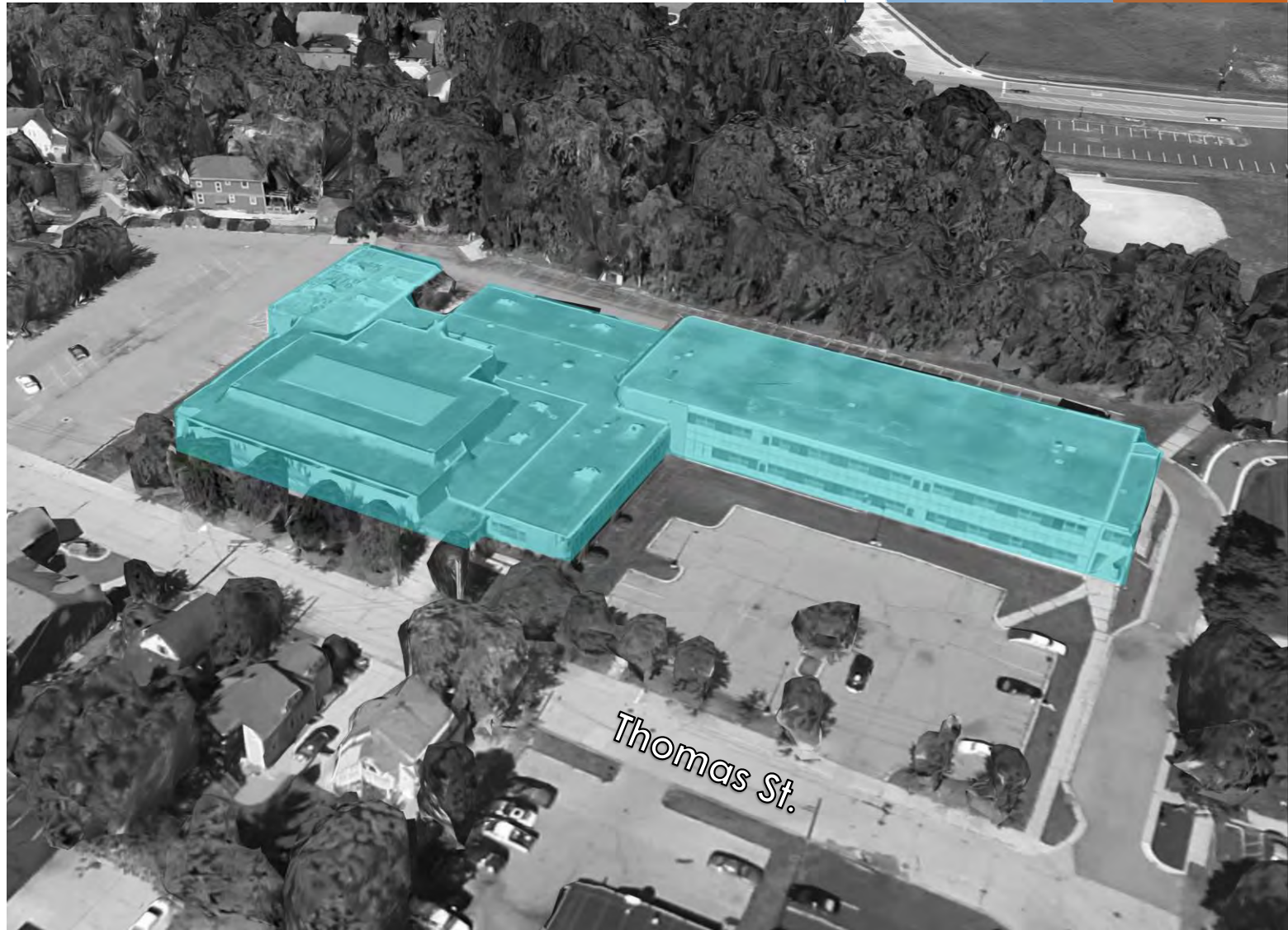
Parking Spaces



Guest parking needs to be provided  
in addition to the resident parking.

23 Spaces

(.15 guests vehicles per Unit)



# Land Use Densification



## Restaurants

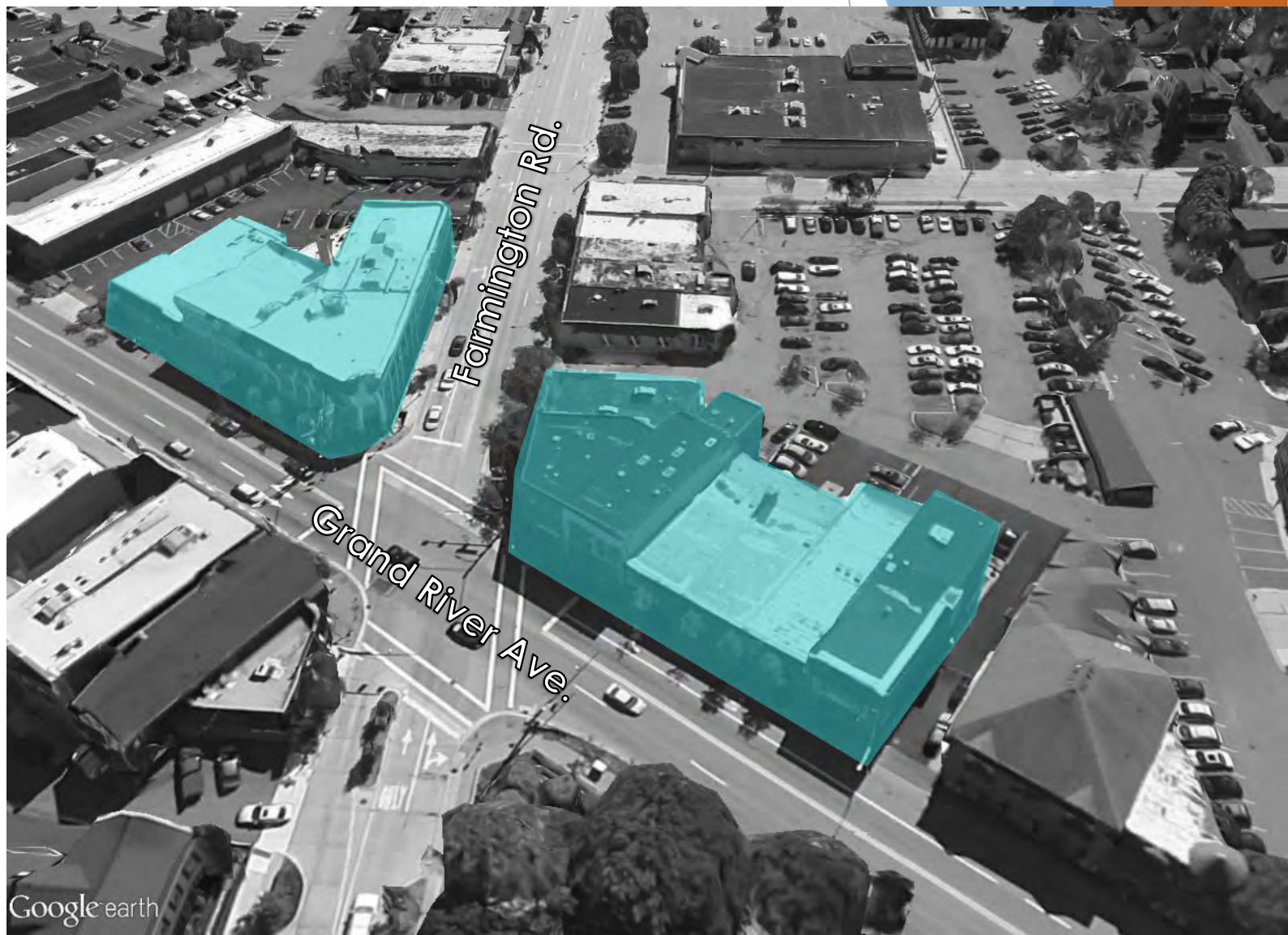
Potential opportunity to convert ground floor retail to restaurants along intersection of Grand River Ave. & Farmington Rd.

33,681

Square Feet  
Ground Floor  
Retail/Office

540

Parking Space  
Net Increase in  
Demand





# Projected Need For Future Parking

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## Current Parking Availability

**134** Total Public Parking Spaces  
Capable of Supporting Future  
Growth

**23** Public Supply Capable to  
Support Convenient Parking for  
Weekend Evening Customers

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**429**  
Parking Spaces Required  
in 5-10 Years

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Additional parking spaces projected to be required along Grand River Ave. corridor to support current parking demand, redevelopment, and land use densification over the next 5-10 years

Future Projected Parking Demand Includes:

- Guest parking for Maxfield Training Center residential redevelopment
- Land use densification from retail to restaurant at Grand River Ave. & Farmington Rd.
- Retail leasing of 5,000 sf building space between TJ Max and Chive Kitchen

# Potential Locations for New Parking



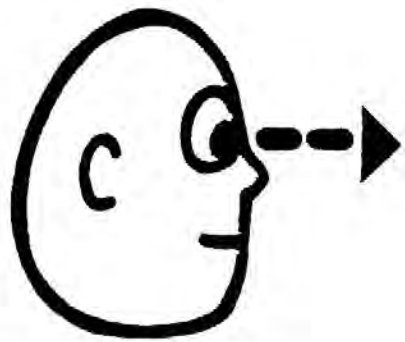
# Criteria for Selecting Parking Locations



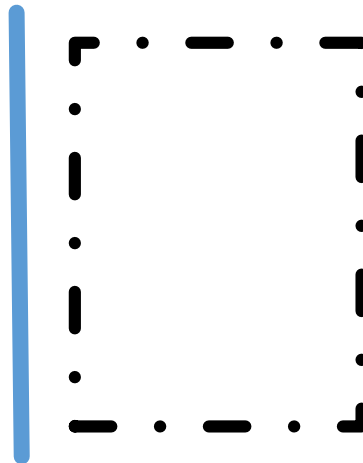
<5  
Minute  
Walk



Easily  
Accessible  
by Vehicle



Line of Sight to  
Destination  
from Parking  
Location



Preferably  
On Existing  
City Owned  
Land

# Potential Parking Sites in Conjunction with Master Plan



Land primarily by City. Requires land sharing with Library  
Site adjacent to future potential land densification.  
Direct line of site to commercial businesses.



Identified site in master plan  
Requires land acquisition  
Located adjacent to high parking demand areas  
Direct line of site to commercial businesses



Potential site  
Requires land acquisition  
Located adjacent to high parking demand areas  
Direct line of site to commercial businesses



Land currently owned primarily by City  
No direct line of site to commercial district

Identified area for parking development in KIMCO leasing agreement  
Oddly shaped lot, unsuitable for structured parking

# Potential Parking Structure on City Hall Lot





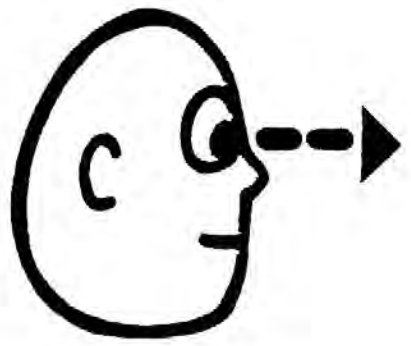
# Structured Parking City Hall Parking Lot Site

<5

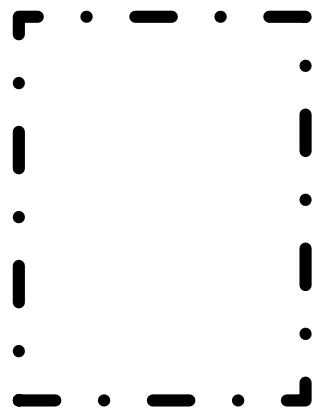
Minute Walk  
to Downtown  
Restaurants  
and Retail



Easily  
Accessible  
by Vehicle  
via State St.



Line of Sight to  
Farmington Rd  
from Elevator



On Existing  
City Owned  
Parking Lot

# Site Details



- Situated on existing City owned property
- Vehicle access from State Street
- Elevator located with direct pedestrian access to Farmington Road
- 24 surface parking lot spaces
- Driveway/service access to private business, City Hall and Library remain
- Expansion option onto Library property



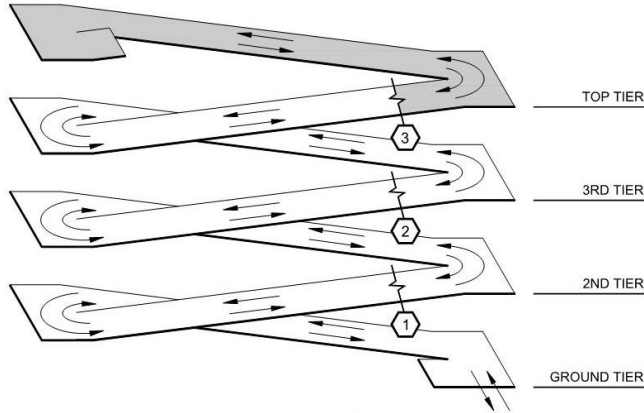
# Parking Garage Details



210 Parking Spaces  
153 Net New



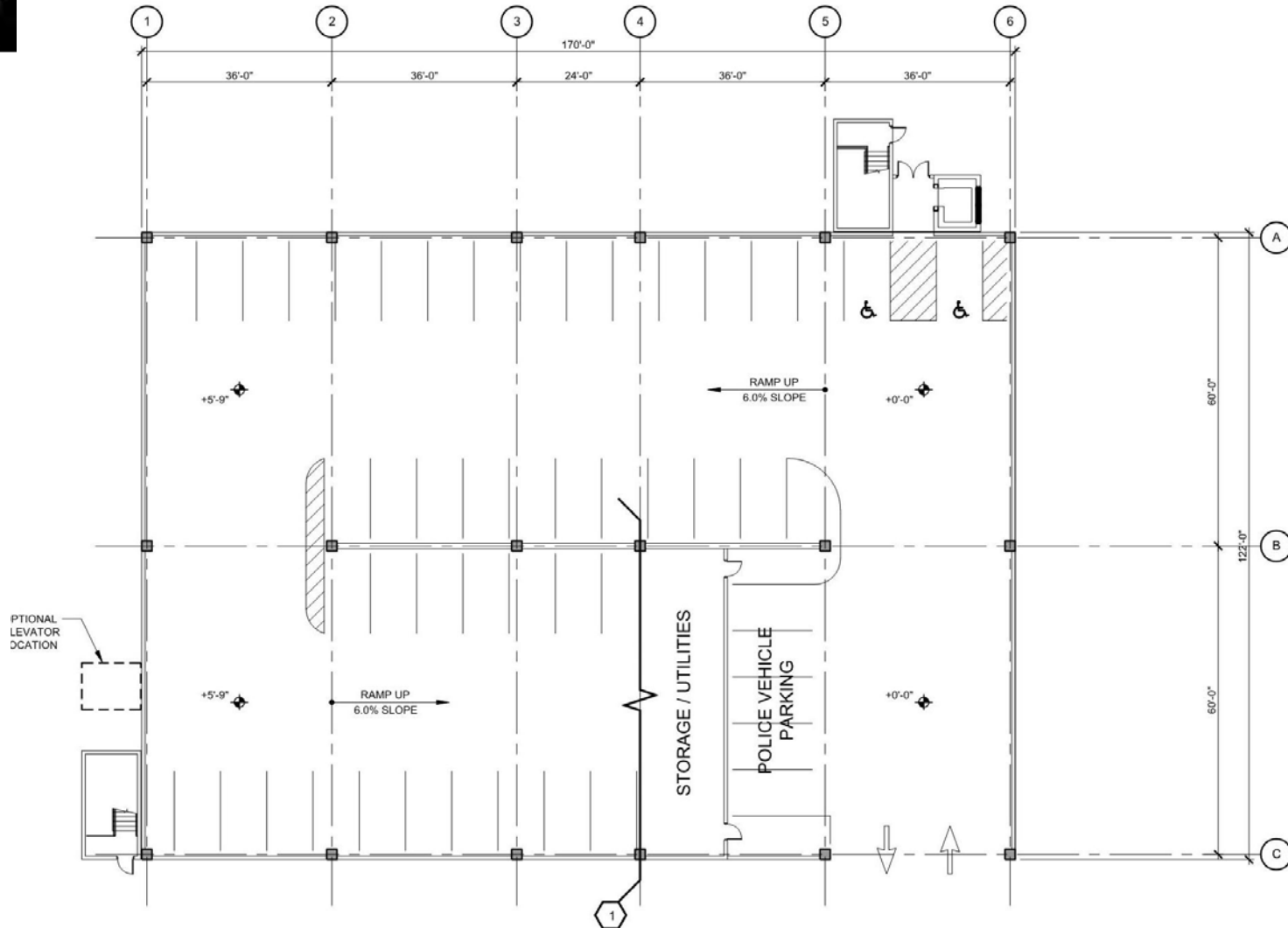
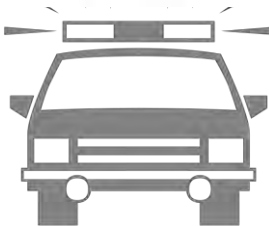
4 Levels  
3 Stories



Pedestrian Access at  
Two Locations



Secured Parking for  
Police Vehicles





# Parking Garage Expansion Options

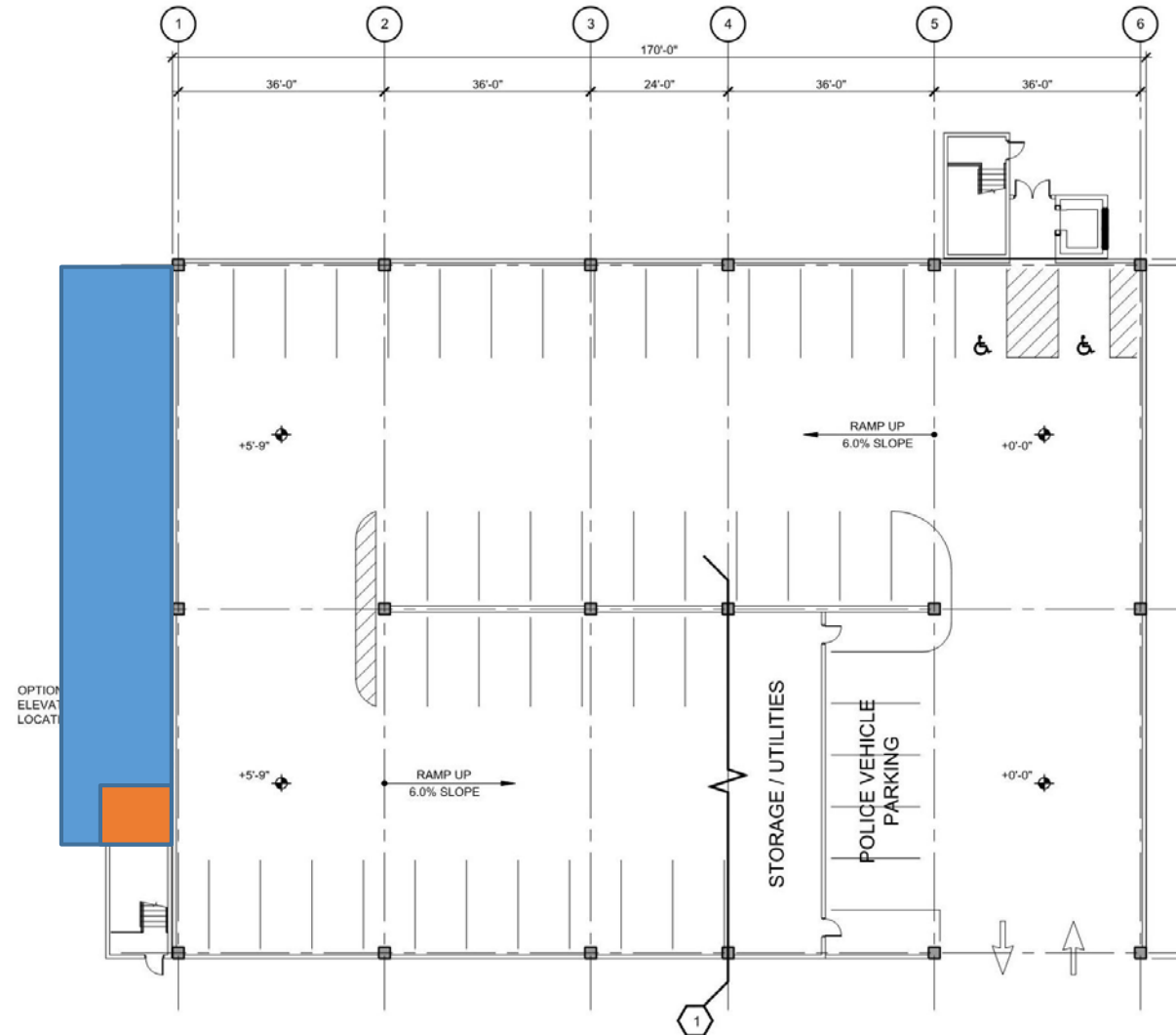


Addition of second elevator an option for convenient pedestrian access to Library



24  
Additional  
spaces

Expand parking onto  
Library property to gain  
24 additional parking  
spaces



# Existing Perspective



# Massing Perspective



## South Perspective



## North Perspective



# Conceptual Cost of Construction

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\$20,000 - \$25,000  
Construction Cost per Parking Space

\$4.2 M - \$5.25 M  
Conceptual Construction Cost

\$480,000 - \$600,00 additional for expansion option on Library property

# Additional Considerations

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- City bonding capacity
- Appropriation/sources of funds to pay debt service
- Long term cost of operation and maintenance
- Free parking or paid parking
- Public input
- Increase height of structure to provide greater parking capacity
- Larger footprint onto non-City owned property to increase parking capacity
- Second small parking structure to support other areas/users downtown

# Summary of Findings



# Study Summary

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## Current Situation

- Public parking demand reaches capacity during weekend evenings.
- Public parking demand exceeds capacity on Saturday mornings when Farmers Market is open.

## Future Growth

- Further increase in downtowns vibrancy, additional businesses (particularly restaurants) may be limited as a result of little available public parking.
- Additional public parking supply will be required to support densification of current land uses and new restaurants.

# Discussion

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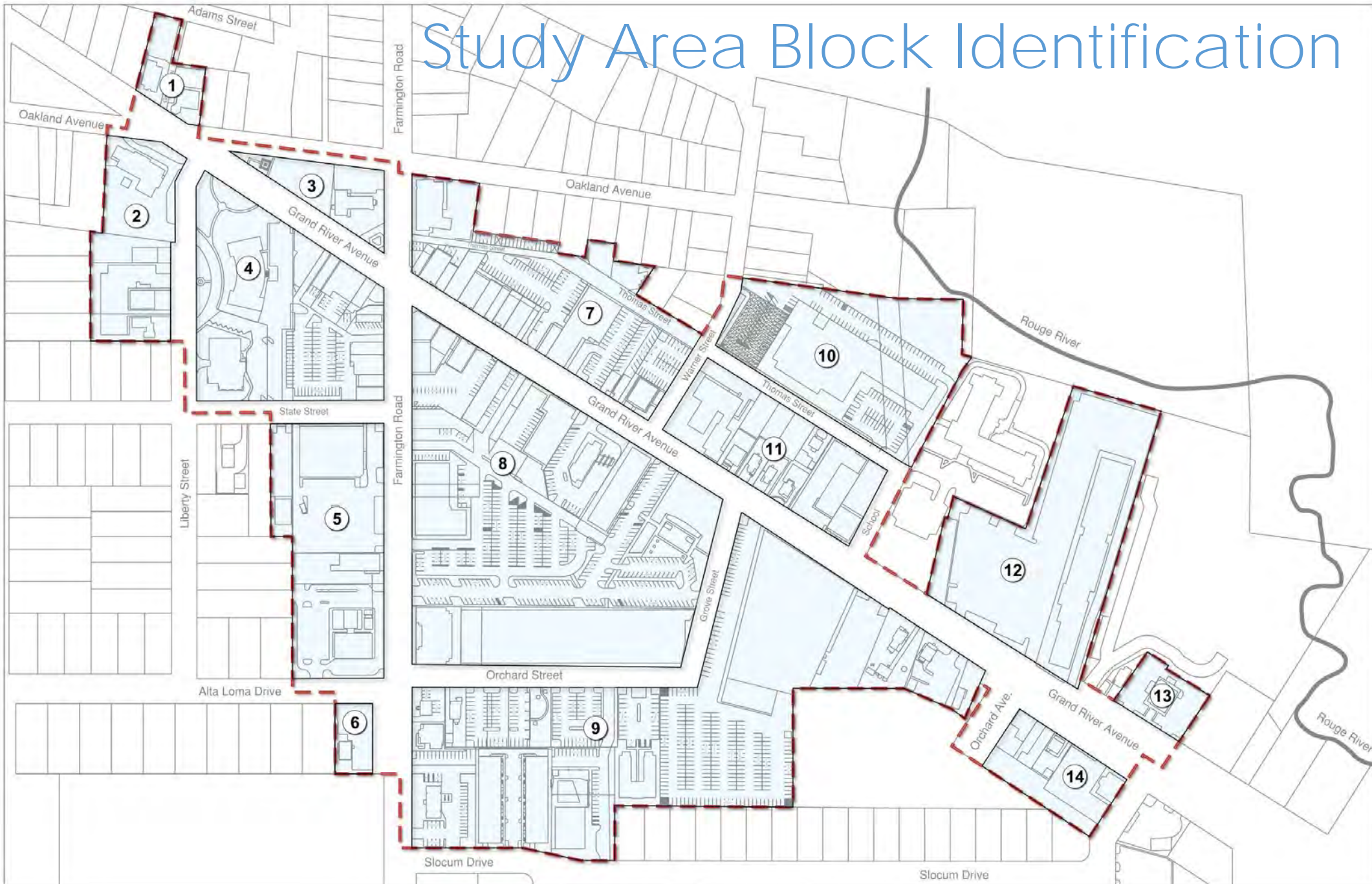
Andrew Vidor  
Walker Parking Consultants  
andrew.vidor@walkerparking.com  
810.265.2639



# Detailed Data for Reference



# Study Area Block Identification



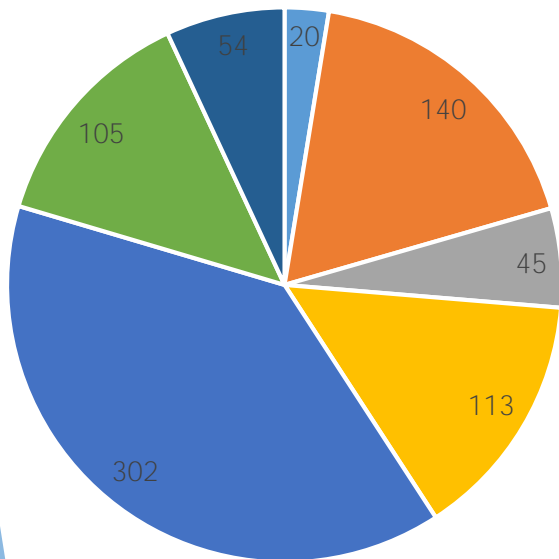
# Parking Supply



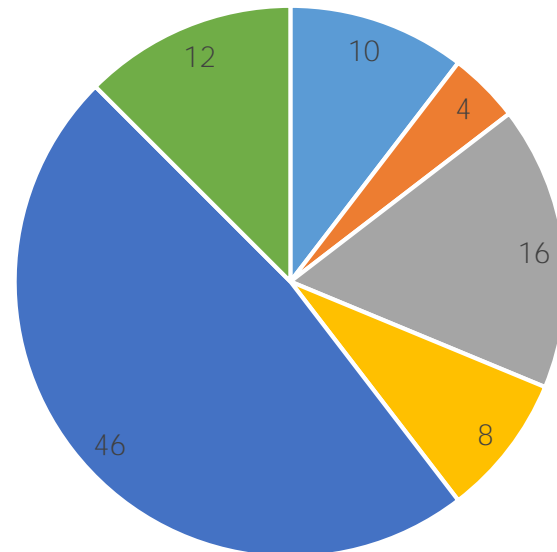
Public Parking		
Block #	Common Name	Supply
1		0
2		0
3	Masonic Lot	20
4	City Hall Lot	140
5	Library Lot	45
6		0
7	North Lots	113
8	Fresh Thyme Lot	302
9	Orchard St. Lots	105
10	Church Lot	54
11		0
12		0
13		0
14		0
<b>Totals</b>		<b>779</b>

On-Street	Supply
Grand River Ave.	10
Farmington Rd.	4
Liberty St.	16
State St.	8
Grove St.	46
<u>Thomas St.</u>	<u>12</u>
<b>Total</b>	<b>96</b>

Private Parking	
Block #	Supply
1	26
2	102
3	0
4	24
5	164
6	22
7	70
8	154
9	426
10	102
11	74
12	280
13	31
14	50
<b>Totals</b>	<b>1,525</b>



- Masonic Lot
- City Hall Lot
- Library Lot
- North Lots
- Fresh Thyme Lot
- Orchard St. Lots
- Church Lot

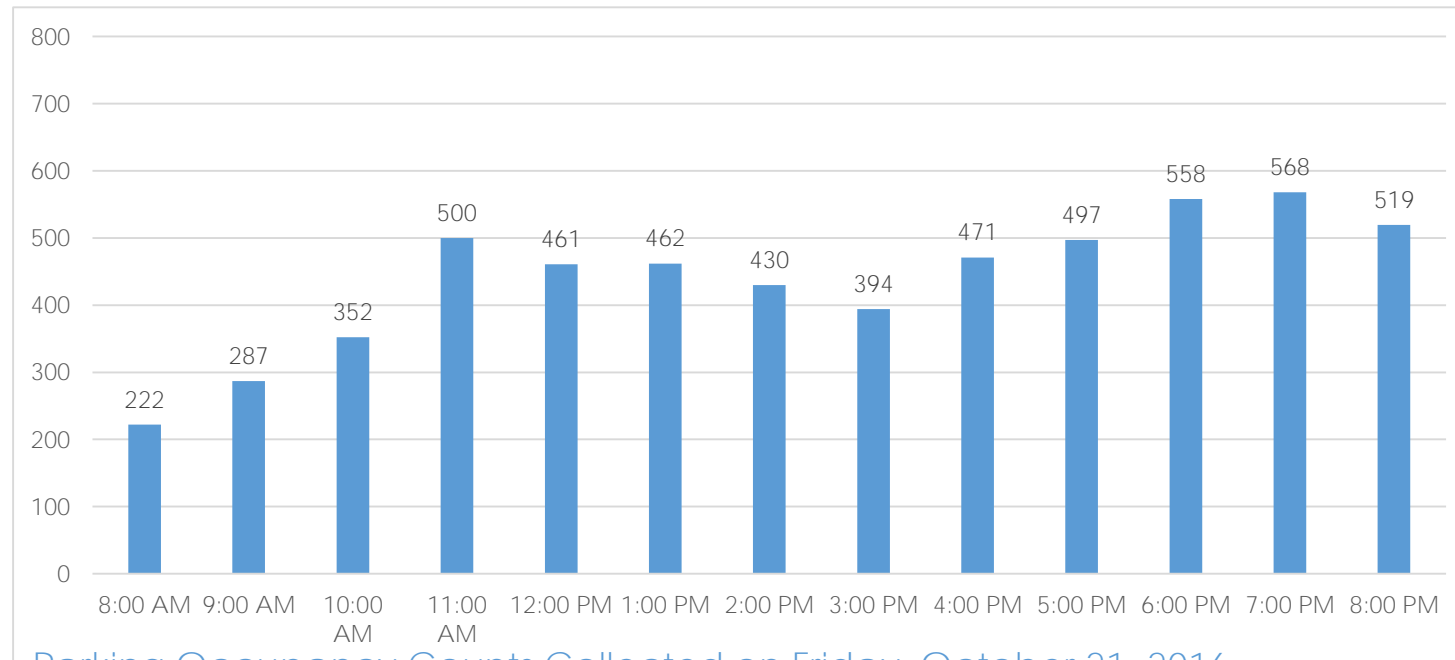


- Grand River Ave.
- Farmington Rd.
- Liberty St.
- State St.
- Grove St.
- Thomas St.

# Weekday Public Parking Occupancy



Block #	Common Name	Supply	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
1		0	-	-	-	-	-	-	-	-	-	-	-	-	-
2		0	-	-	-	-	-	-	-	-	-	-	-	-	-
3	Masonic Lot	20	11	12	12	12	15	11	13	11	11	7	9	12	12
4	City Hall Lots	140	25	48	78	135	104	78	93	60	83	107	114	114	114
5	Library Lot	45	30	30	34	34	33	48	27	34	27	10	6	6	6
6		0	-	-	-	-	-	-	-	-	-	-	-	-	-
7	North Lots	113	13	29	31	82	81	83	67	82	118	118	173	178	157
8	Fresh Tyhme Lot	302	91	106	134	153	147	176	163	141	169	180	174	176	170
9	Orchard Street Lots	105	43	47	53	67	67	54	51	54	50	31	28	28	28
10	Church Lot	54	9	15	10	17	14	12	16	12	13	44	54	54	32
11		0	-	-	-	-	-	-	-	-	-	-	-	-	-
12		0	-	-	-	-	-	-	-	-	-	-	-	-	-
13		0	-	-	-	-	-	-	-	-	-	-	-	-	-
14		0	-	-	-	-	-	-	-	-	-	-	-	-	-
Off-Street		779	222	287	352	500	461	462	430	394	471	497	558	568	519
% Occupied			28%	37%	45%	64%	59%	59%	55%	51%	60%	64%	72%	73%	67%
Supply			779	779	779	779	779	779	779	779	779	779	779	779	779
Adequacy			480	415	350	202	241	240	272	308	231	205	144	134	182

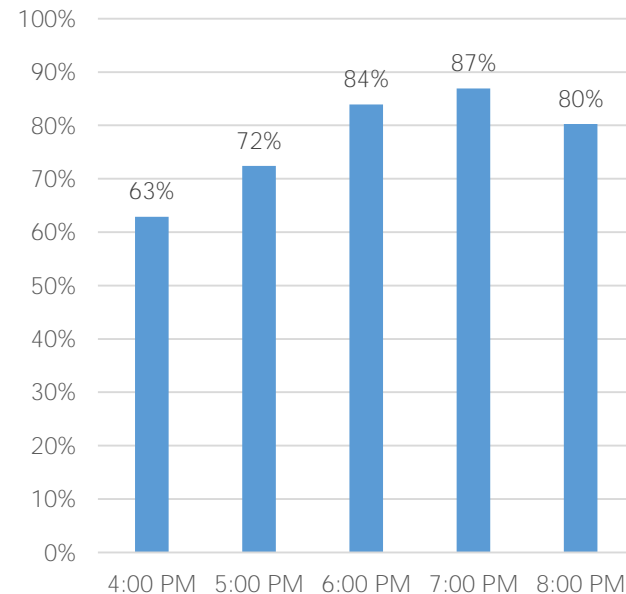


Parking Occupancy Counts Collected on Friday, October 21, 2016

# Weekend Evening Commercial District Parking Occupancy



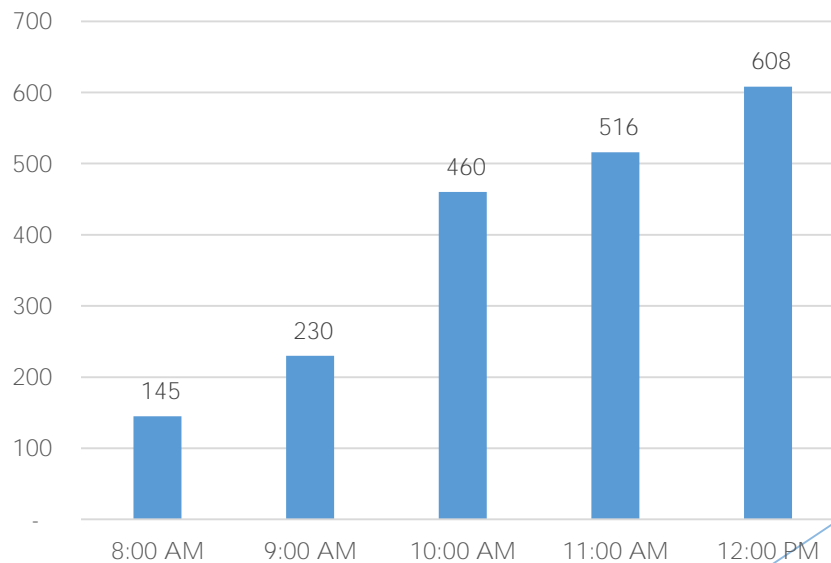
Block #	Common Name	Supply	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
3	Masonic Lot	20	11	7	9	12	12
4	City Hall Lots	140	83	107	114	114	114
7	North Lots	113	118	118	173	178	157
8	Fresh Tyhme Lot	302	169	180	174	176	170
9	Grove Street	46	41	46	43	46	46
10	Church Lot	54	13	44	54	54	32
7	Shoe Shop Lot	31	10	12	31	31	31
	Grand River Ave.	10	10	10	10	10	10
	Thomas St.	12	3	3	3	12	12
Total		728	458	527	611	633	584
% Occupied			63%	72%	84%	87%	80%
Adequacy			198	129	45	23	71



# Saturday Morning Commercial District Parking Occupancy During Farmers Mkt.



Block #	Common Name	Supply	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM
8	Fresh Time Lot	302	89	147	300	305	320
9	Grove Street	46	3	13	43	46	46
10	Church Lot	54	43	50	54	54	54
11	TJ Max Lot	209	10	20	63	111	188
Totals		611	145	230	460	516	608
% Occupied			24%	38%	75%	84%	100%
Adequacy			405	320	90	34	(59)

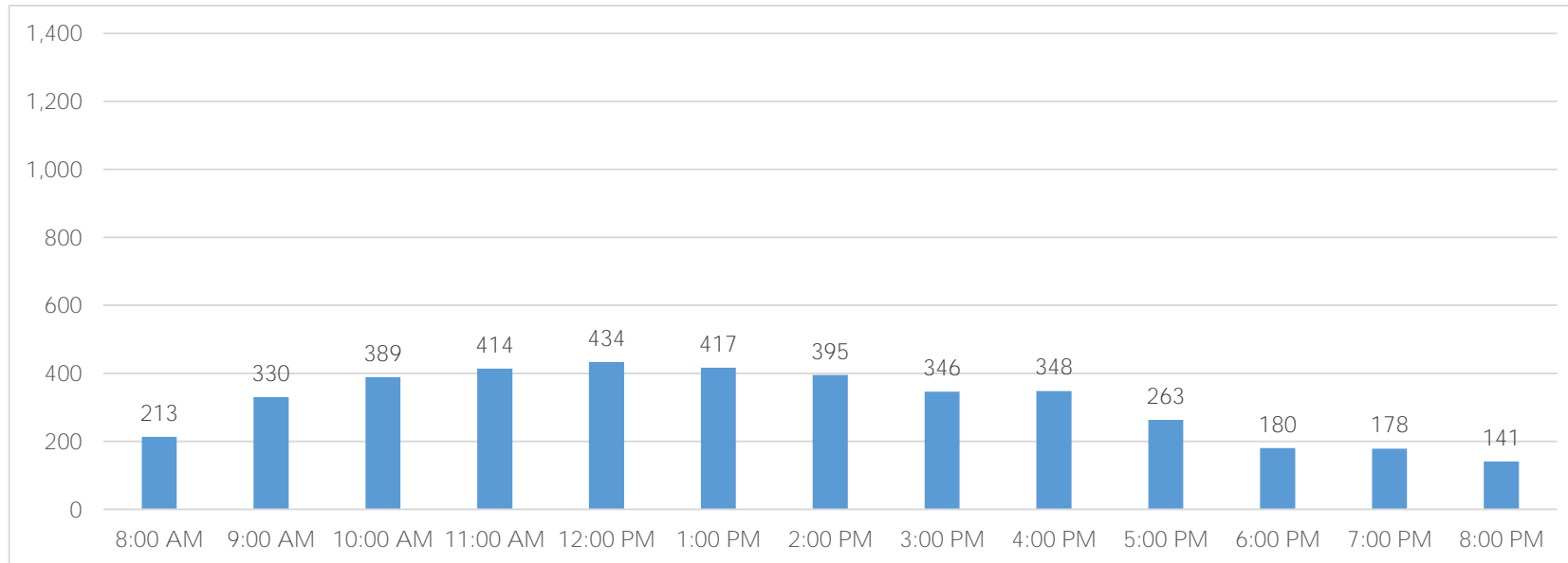


Parking Occupancy Counts Collected on Saturday, October 22, 2016

# Weekday Private Parking Occupancy



Block #	Supply	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
1	26	9	10	10	8	8	8	10	8	3	-	-	-	-
2	102	13	18	18	21	18	20	22	23	30	21	-	-	-
3	0	-	-	-	-	-	-	-	-	-	-	-	-	-
4	24	11	30	45	18	34	41	36	29	33	10	-	-	-
5	164	35	51	45	49	58	60	58	36	30	40	-	-	-
6	22	6	6	7	7	5	8	6	7	-	1	-	-	-
7	70	2	8	7	12	10	15	13	12	15	21	55	60	39
8	154	46	57	78	78	80	93	76	81	82	46	35	35	35
9	426	27	39	54	75	76	68	76	72	83	70	45	45	45
10	102	-	-	-	-	-	-	-	-	-	-	-	-	-
11	74	11	23	26	26	26	30	34	29	28	4	-	-	-
12	280	44	77	87	110	102	63	58	45	38	42	45	38	22
13	31	1	3	4	6	10	3	2	2	6	8	-	-	-
14	50	8	8	8	4	7	8	4	2	-	-	-	-	-
Totals	1,525	213	330	389	414	434	417	395	346	348	263	180	178	141
% Occupied		14%	22%	26%	27%	28%	27%	26%	23%	23%	17%	12%	12%	9%
Adequacy		1236	1119	1060	1035	1015	1032	1054	1103	1101	1186	1269	1271	1308



DOWNTOWN FARMINGTON CONCEPTUAL DESIGN  
FARMINGTON, MICHIGAN



SITE PLAN

LEGEND



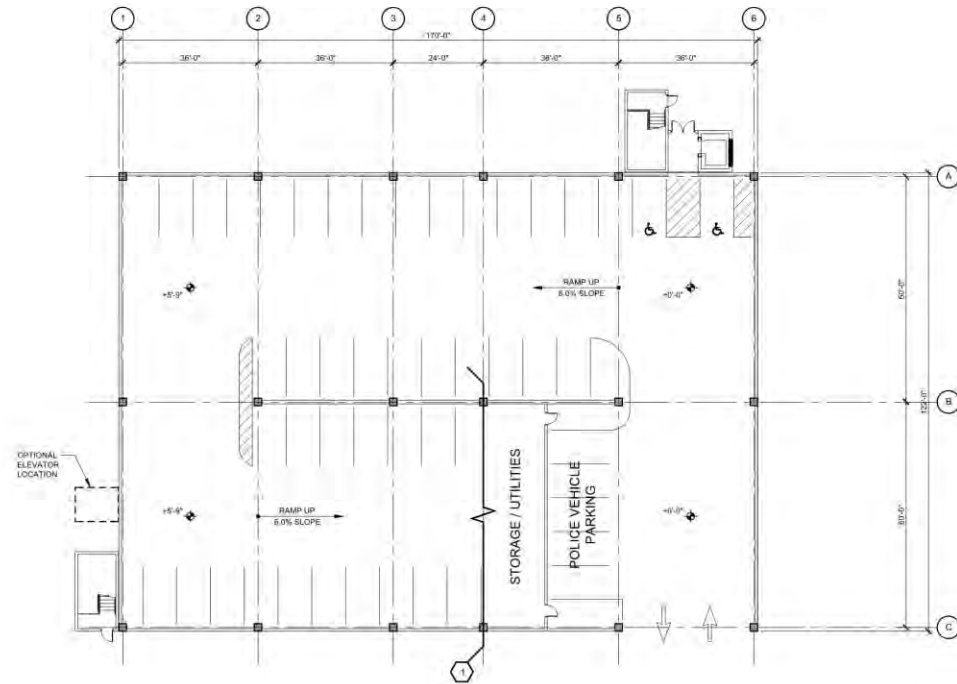
Scale: 1/16" = 1'-0"  
A-100

Date: 01-04-17 Project Number: 20-1731.00

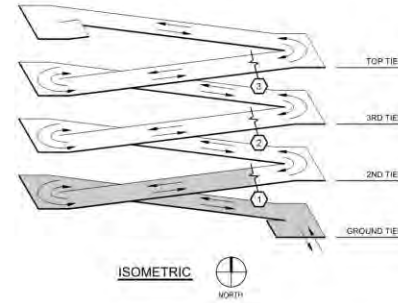




GROUND TIER PLAN



1 GROUND TIER PLAN  
 0 5 10 15  
 1/16" = 1'-0"



**Parking Space Tabulation**  
 9'-0" Wide Standard Spaces @ 90°

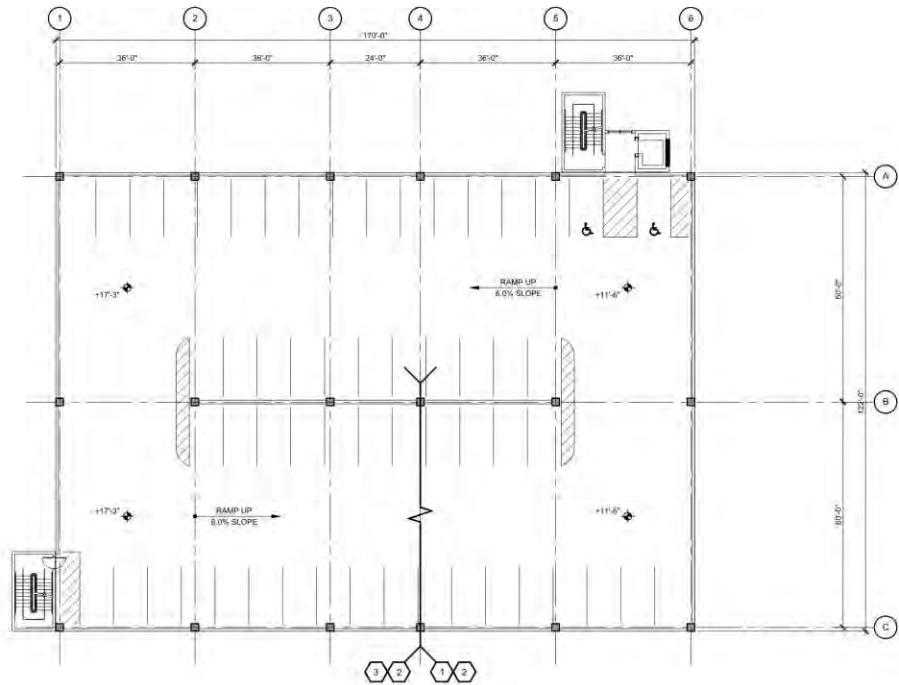
Tier	Standard	Accessible	Van		Total
			Accessible	Total	
1	47	0	2		47
2	57	2	0		57
3	57	2	0		57
4	49	0	0		49
<b>Total</b>	<b>204</b>	<b>4</b>	<b>2</b>		<b>210</b>

210 New Spaces - 57 Existing Spaces Lost  
 = 153 Net Added Spaces

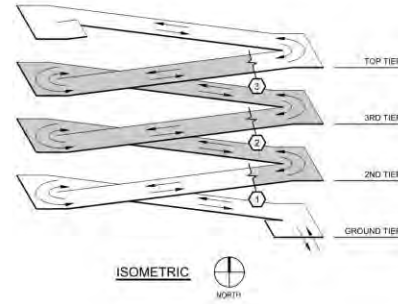
**LEGEND**



Scale: 1/16" = 1'-0"  
 A-101



1 TYPICAL TIER PLAN



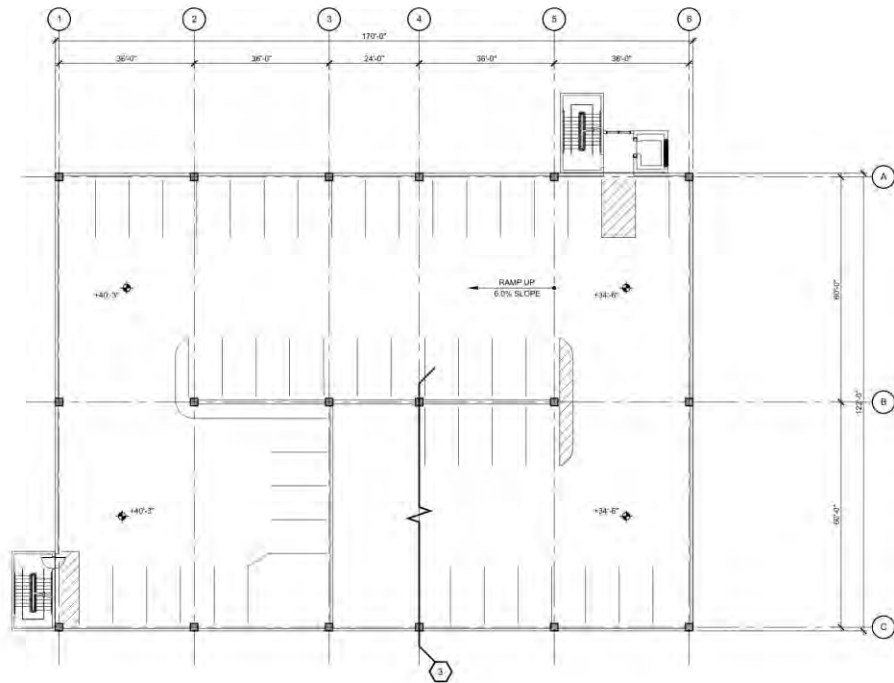
TYPICAL TIER PLAN

LEGEND

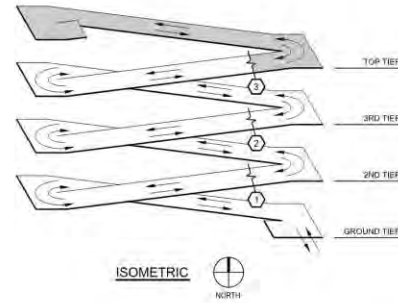


Scale: 1/16" = 1'-0"  
 A-102

Date: 01-04-17 Project Number: 20-1731.00



1 TOP TIER PLAN



TOP TIER PLAN

LEGEND



Scale: 1/16" = 1'-0"  
 A-103

Date: 01-04-17 Project Number: 20-1731.00