



Franklinton: Existing Conditions



Existing Conditions

The Franklinton study area is comprised of two distinct sub-areas: the Scioto Peninsula east of Ohio State Route 315 (the Olentangy Freeway), which is an area in transition, and the area west of the Olentangy Freeway, which is largely comprised of stable middle-class, single-family housing. Currently anchored by COSI, the Scioto Peninsula sits at the back door of Downtown Columbus and has seen an influx of attention and investment from the development community in recent years. A new National Veterans Memorial and Museum arrived in Fall 2018, new breweries have been established, and the Scioto Mile provides recreation along the riverfront. A multi-faceted parking and mobility approach will be critical to managing demand, leveraging existing assets, and supporting growth in Franklinton while working to maintain its unique character.

PARKING AND MOBILITY SNAPSHOT:



\$0.40

East Franklinton contains 12-hour meters priced at \$0.40 per hour.



LOW PARKING TURNOVER

is an issue in East Franklinton, as some of the area is residential in nature, and other block faces may be attracting Downtown employees parking on the street.



NUMEROUS OFF-STREET

parking facilities exist in Franklinton, particularly in East Franklinton around cultural institutions.



RAPIDLY CHANGING AREA

attracting new commercial, mixed-use, residential, and institutional investment.

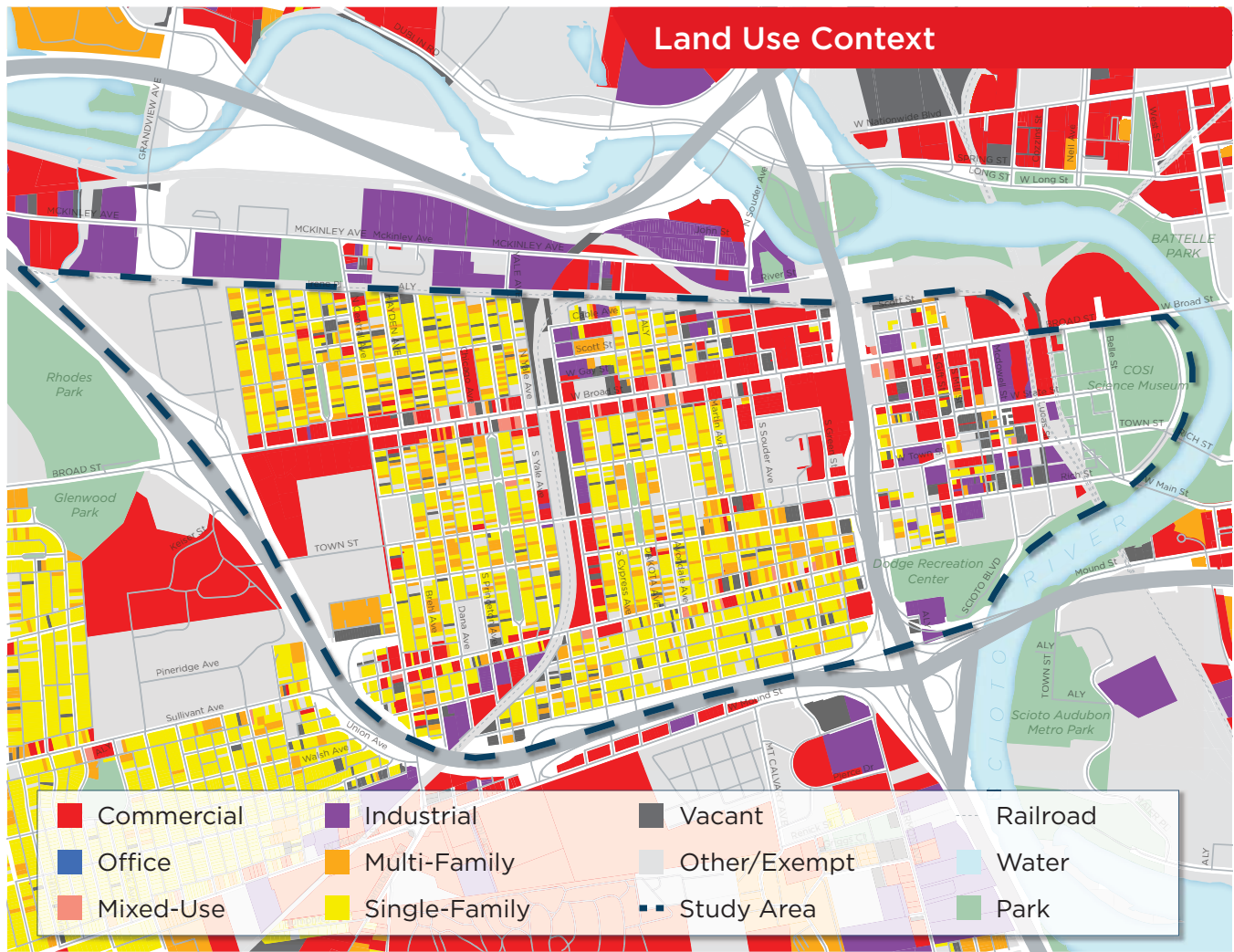


Franklinton: Existing Conditions

LAND USE CONTEXT

East Franklinton, east of the Olentangy Freeway, is comprised of a mix of commercial, industrial, institutional, residential, and park/recreation land uses. West of the Olentangy Freeway, commercial and industrial land uses line the Broad Street and Genessee and Wyoming Railroad corridors. Large institutional

land uses do exist in the western portion of Franklinton, including Starling Middle School and West Central School to the southwest, Ohio Department of Transportation property to the northwest, and the Mt. Carmel West medical complex.





Franklinton: Existing Conditions

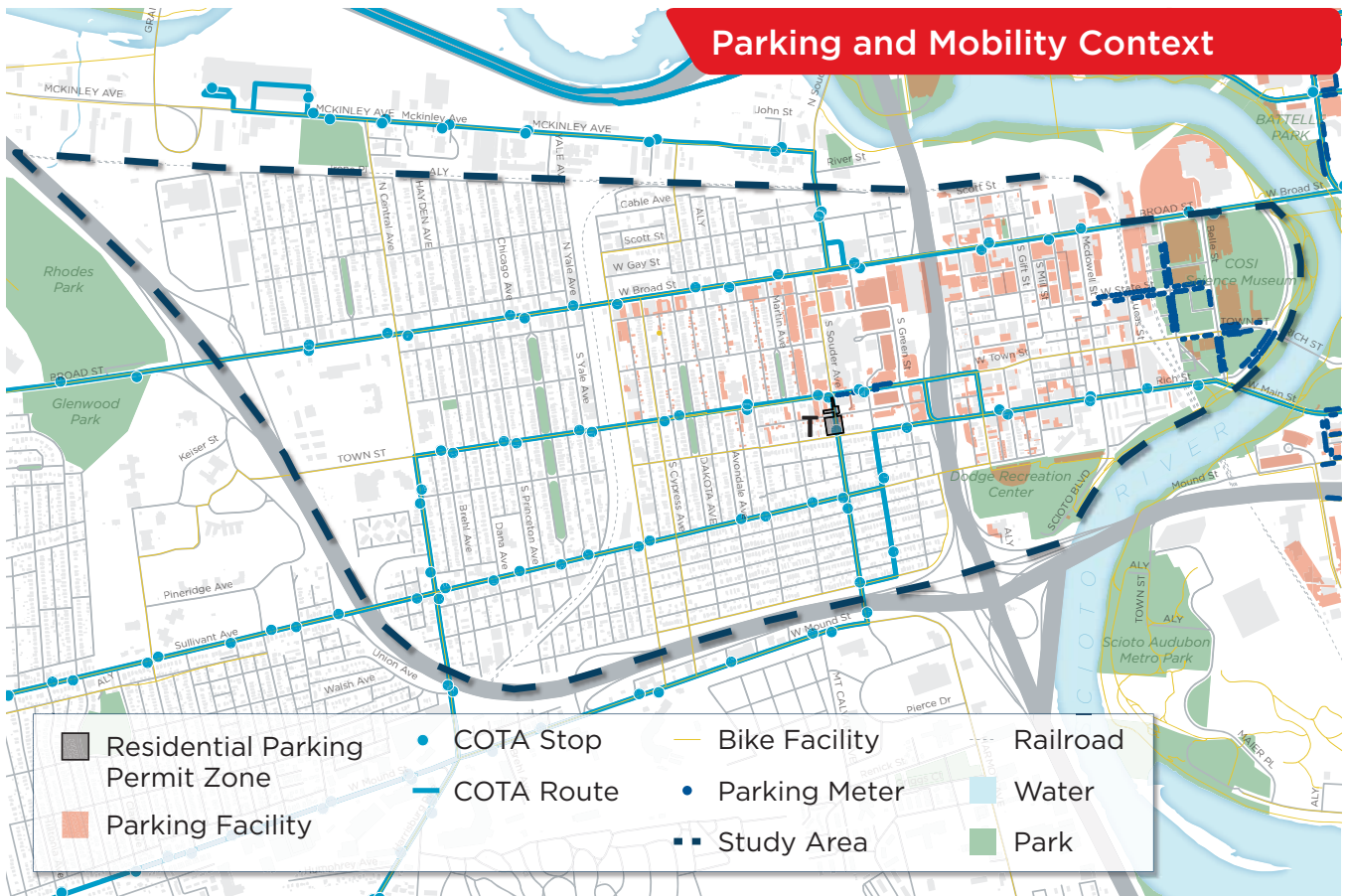
PARKING AND MOBILITY CONTEXT

The Franklinton study area is sectioned into several smaller areas by large transportation corridors, including the Norfolk Southern Corporation and Genesee and Wyoming Railroads, and the Olentangy Freeway. The Broad Street/Highway 40 and Town Street/Highway 62 corridors provide primary east-west access through the study area. These corridors, along with Sullivant Avenue, carry the COTA transit routes that operate in Franklinton.

A significant portion of the Scioto Peninsula is comprised of off-street parking, both surface parking and below-grade parking associated with COSI, the Veterans Memorial Lot, and private uses. This is expected to change as this area redevelops. Data for more than 900

parking spaces was acquired by third-party parking operators as part of this project. Off-street parking in the area is underutilized at 22% of total spaces occupied during peak demand periods.

On-street parking assets in the Franklinton study area include large swaths of free and unmanaged parking, with some metered areas on the Scioto Peninsula. Residential parking permit area T exists around the multi-family housing located at the intersection of Souder Avenue and Walnut Street in West Franklinton.



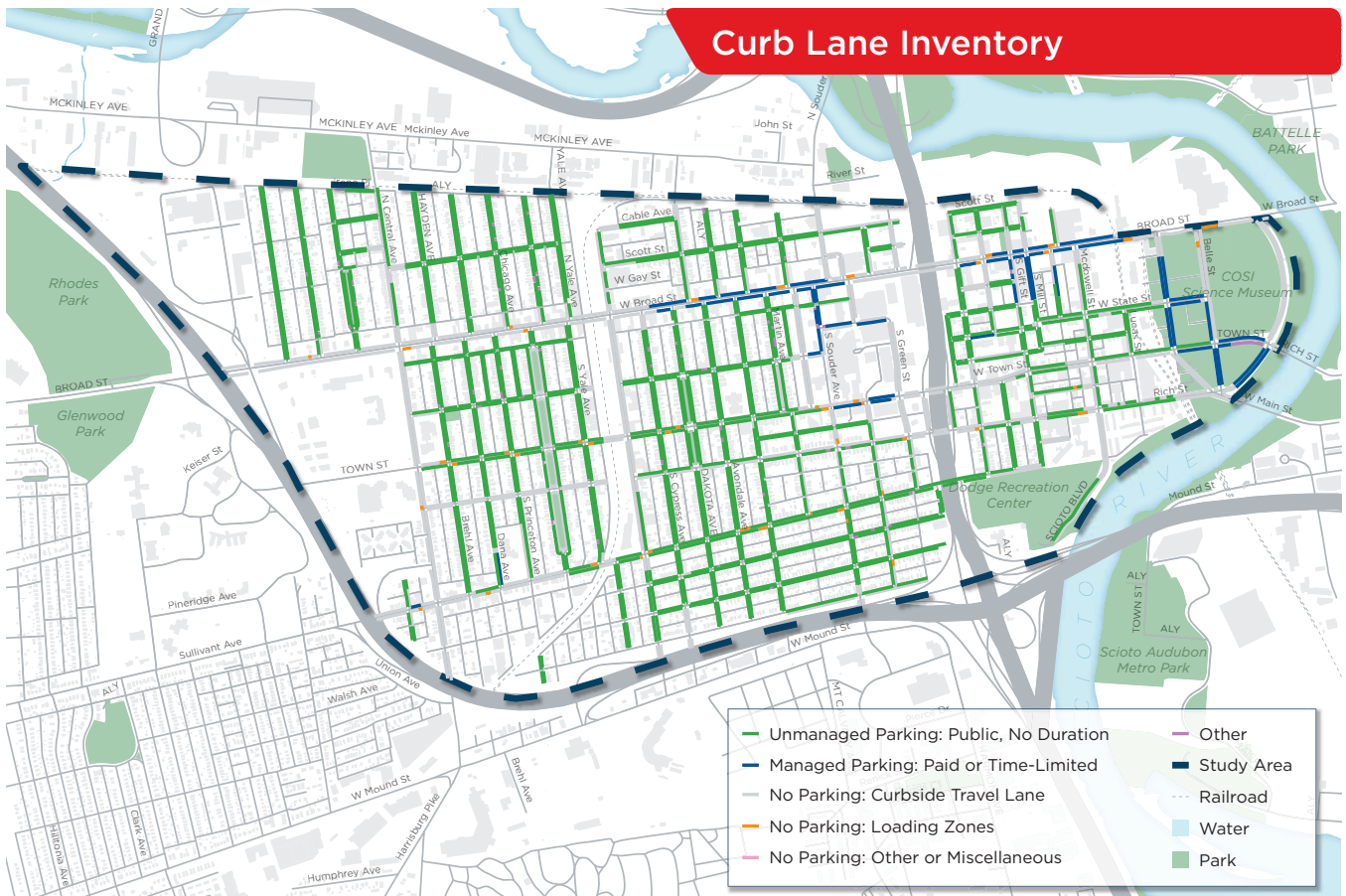


Franklinton: Existing Conditions



CURB LANE INVENTORY

A large portion of West Franklinton curb lanes are free, unmanaged parking. East Franklinton contains pockets of managed parking, including 12-hour meters along State Street, Starling Street, Town Street, Belle Street, and Washington Boulevard around West Bank Park closer to COSI and the other area museums.





Franklinton: Existing Conditions

METERED PARKING

The Franklinton study area contains 211 on-street metered parking spaces, all managed by 12-hour meters with an hourly rate of \$0.40. All of the area's meters are located in East Franklinton near COSI. See the map on page 3-62 of meters in East Franklinton.



AREA SNAPSHOT



TOTAL FRANKLINTON
METER REVENUE WAS
\$86,418
IN 2018



THE HIGHEST AVG. REVENUE
PER TRANSACTION
IN 2018 WAS
\$2.23



TOTAL FRANKLINTON
METER TRANSACTIONS
IN 2018 WERE
71,019



Franklinton contains only
12-hour meters, priced at

\$0.40
PER HOUR

THE TOP 20 METERS...



by total revenue
provided **\$16,602**
in 2018, with
the top meter
providing **\$924**

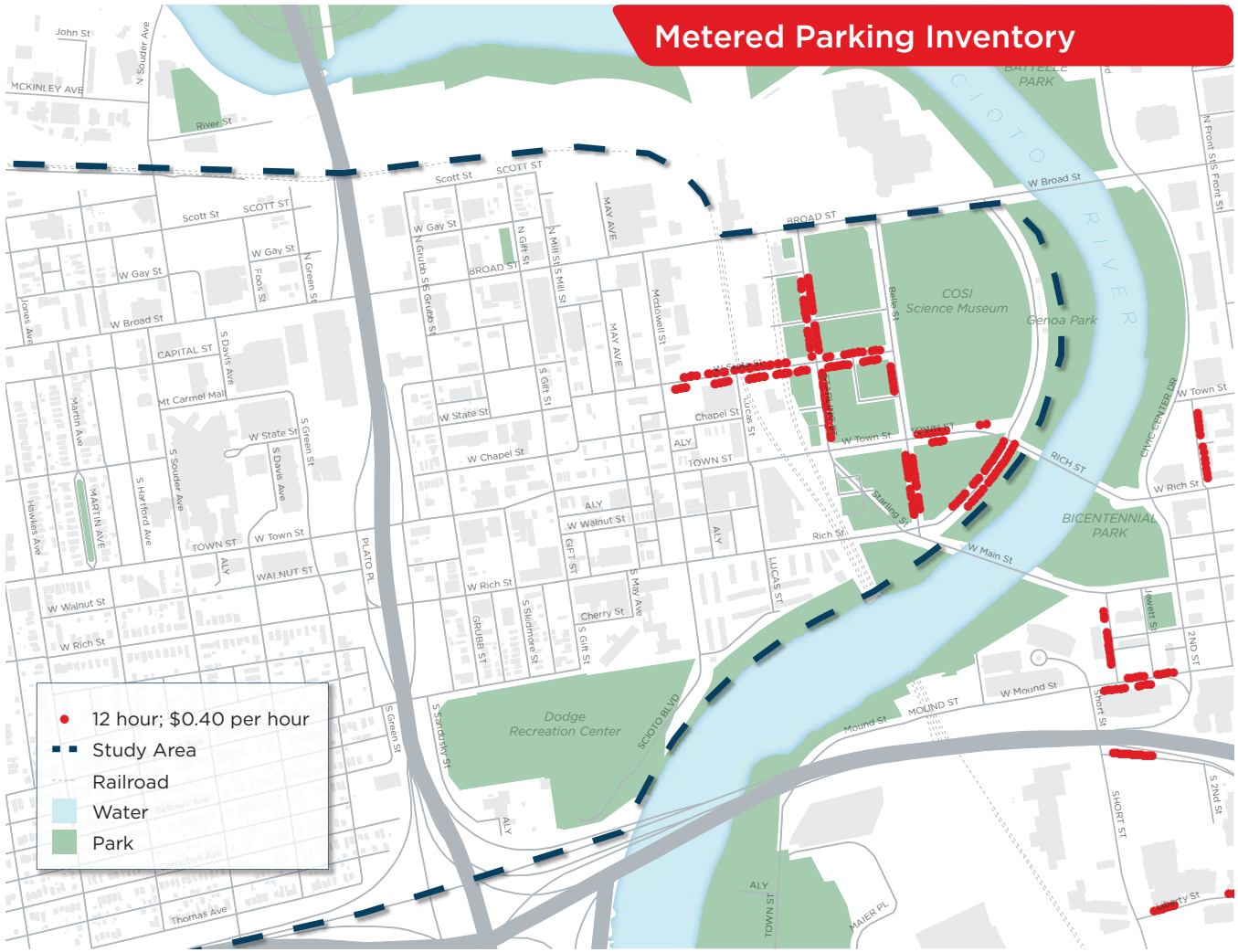


received **13,575**
transactions in 2018,
with the top meter
receiving **837**

Data from 2018



Franklinton: Existing Conditions



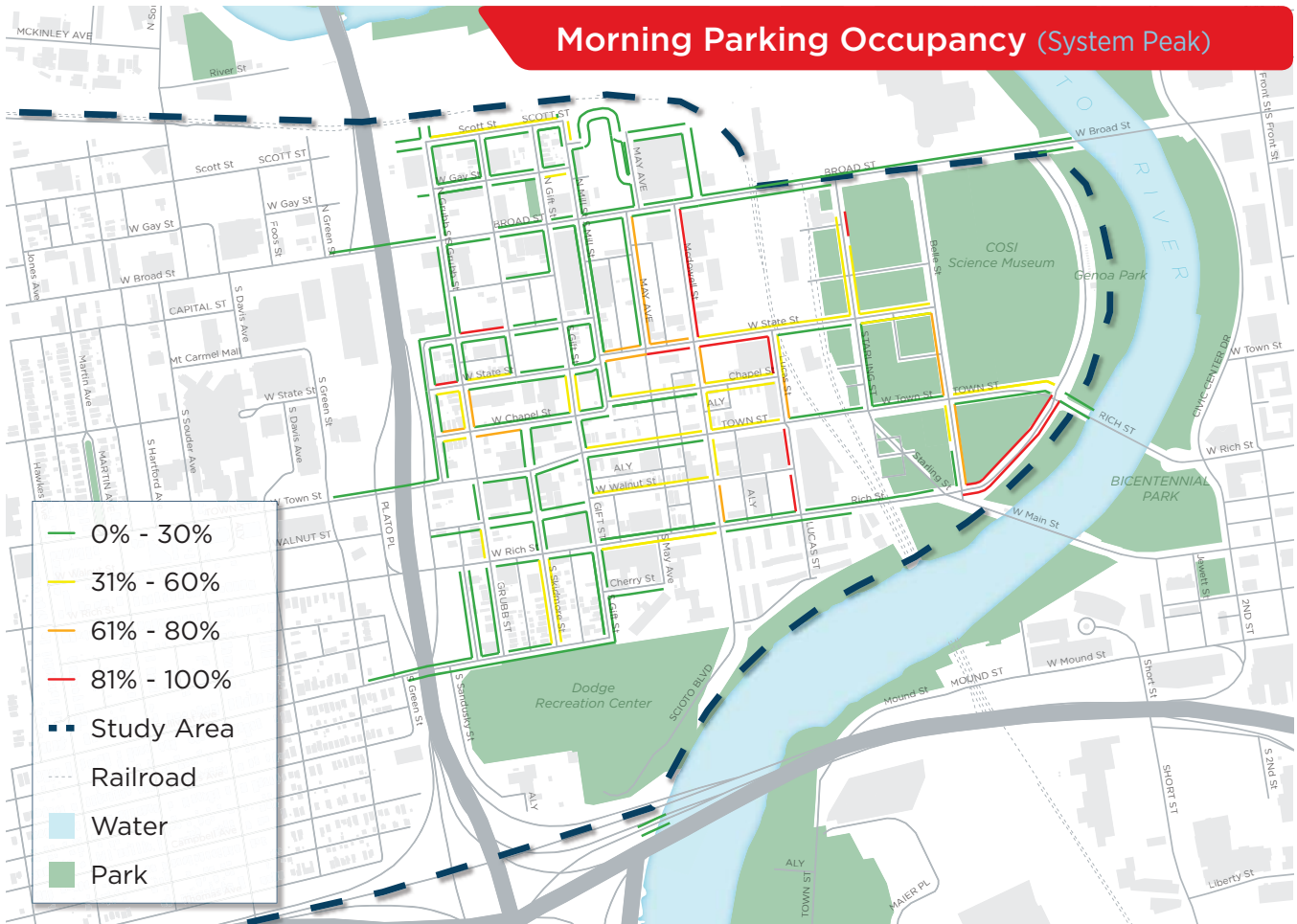


Franklinton: Existing Conditions

ON-STREET PARKING

PARKING OCCUPANCY

On-street parking occupancy was collected in November 2018, on a Monday for the west side of Franklinton, and a Tuesday and Saturday for the east side of Franklinton. For the east side of Franklinton, the system's peak occupancy was on Tuesday morning. Some of this demand may be from Downtown workers who are parking in unrestricted on-street parking spaces in the Scioto Peninsula area. On the west side of Franklinton, the system peaked in the morning as well, but parking occupancies were low to moderate, as there is ample unrestricted and unmanaged on- and off-street parking in the area.

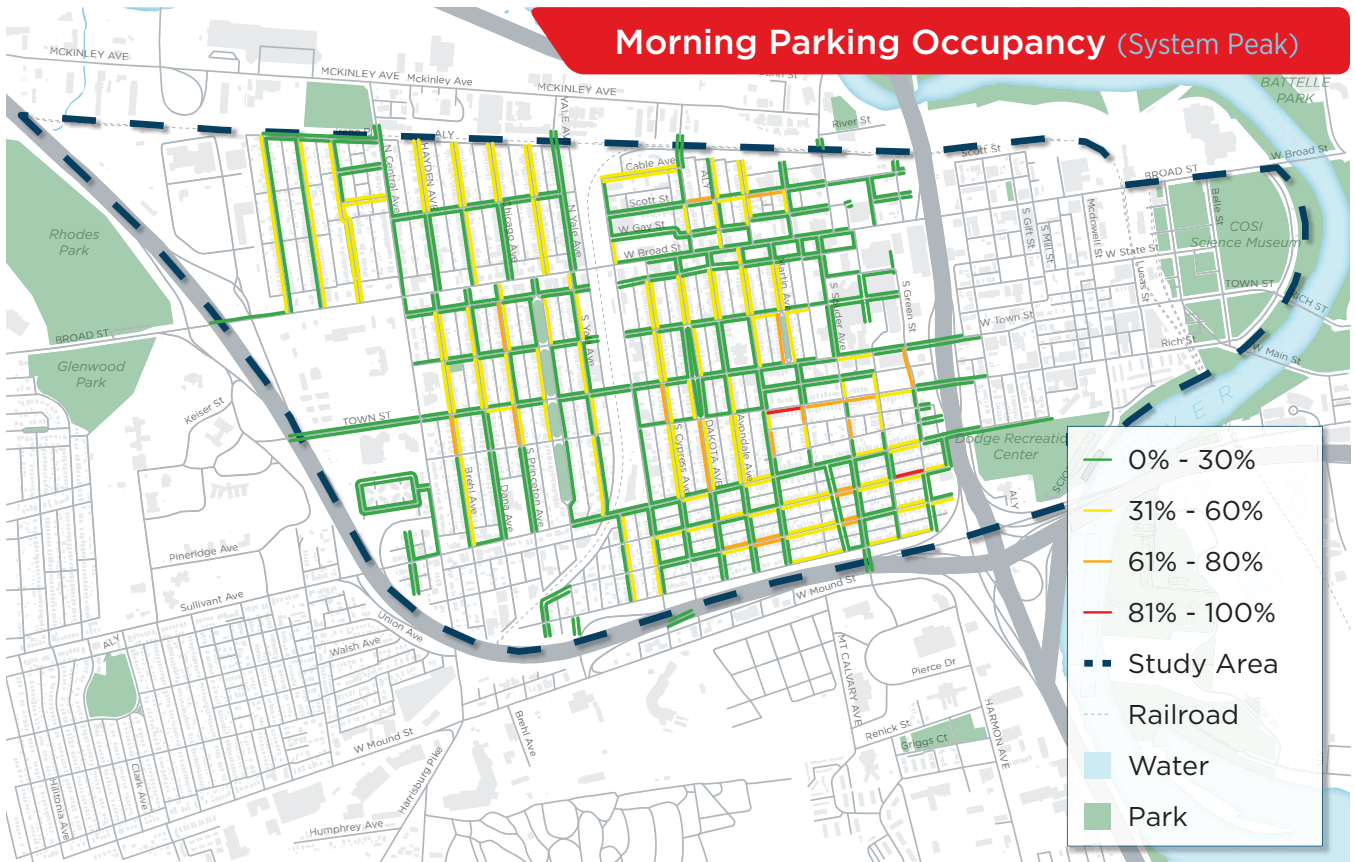


Data collected Tuesday, 11/13/18



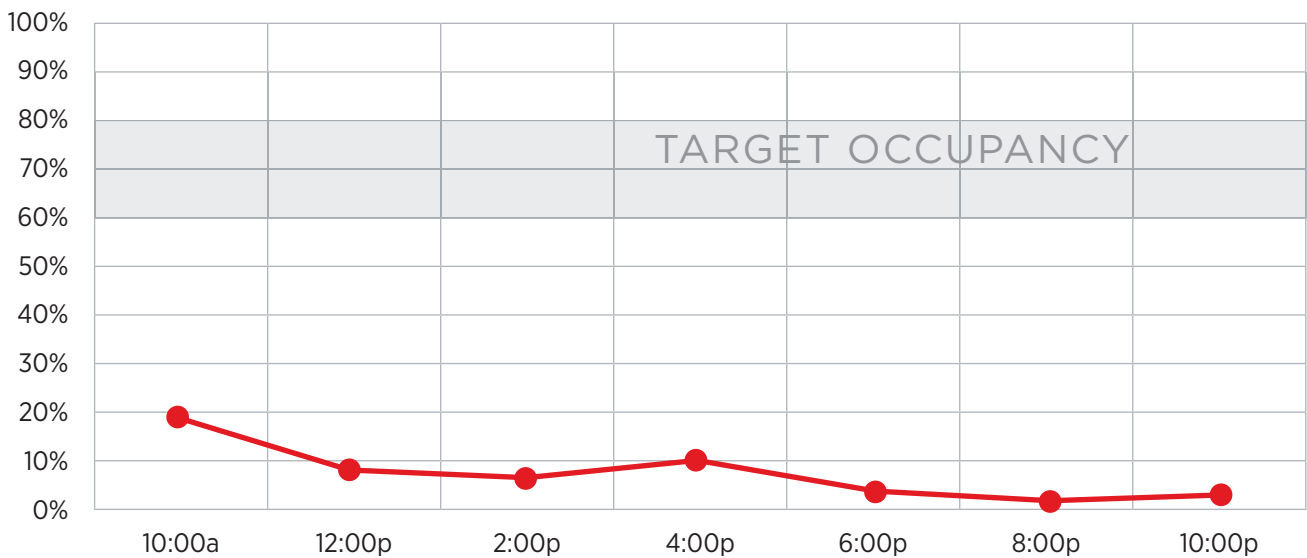
Franklinton: Existing Conditions

Morning Parking Occupancy (System Peak)



Data collected Monday, 11/12/18

Franklinton East Parking Occupancy (by Time of Day)



Data collected Tuesday, 11/13/18



Franklinton: Existing Conditions

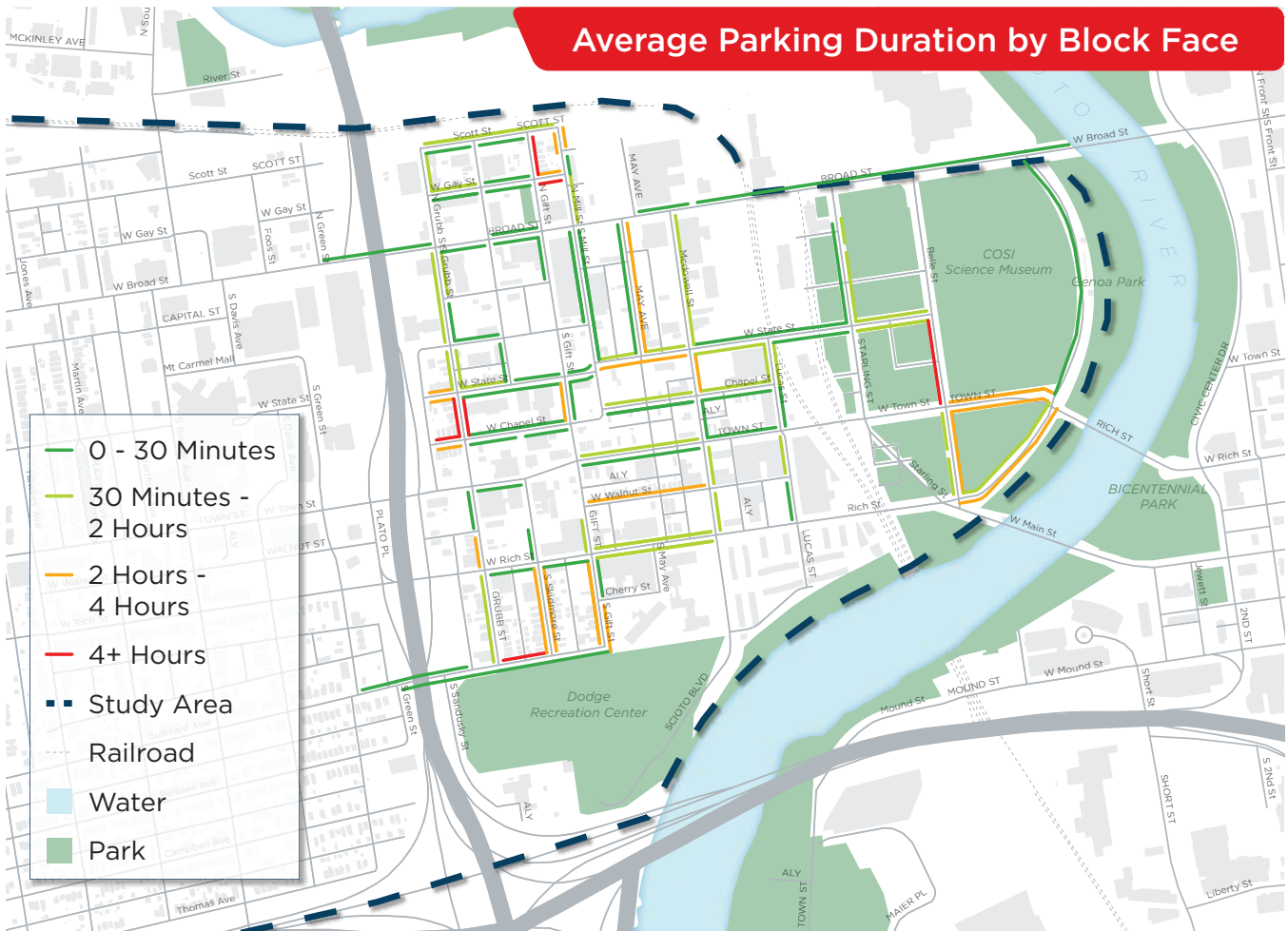
ON-STREET PARKING

DURATION

Clear trends emerge when examining parking duration data from East Franklinton. Higher parking durations can be observed clustered on Skidmore, Walnut, and Mills Streets, and portions of State Street, areas with more residential land uses. Lucas Street near adjacent breweries and dining establishments saw higher durations (some over 6 hours) and lower turnover as well. The map below displays average parking durations by block face. **Note that the time ranges provided in the legend of the map below differ from the ranges on the duration maps from the other study areas.**



Average Parking Duration by Block Face



Data collected Tuesday, 11/13/18



Franklinton: Existing Conditions





May 1 Public Workshop Results

KEY TAKEAWAYS:

Parking for businesses in this neighborhood was found to be generally inadequate, and ideas provided included:

- ▶ Better utilization of empty lots/unused business off-street parking
- ▶ Allowance of alley parking near Broad Street
- ▶ Addition of loading zone areas to better support business corridor needs

At this time, plans for modification of Broad Street are undetermined, and the Division of Parking Services is actively monitoring final plan recommendations and implementation.

Respondents were in favor of most parking strategies, including on-street parking time restrictions (A.M./P.M. restrictions on Broad Street and nearby connectors was mentioned in particular); shared parking; flexible curb lane management; and right-sizing of parking codes, ordinances, and policies.

Safety was also frequently mentioned in responses. On-and off-street parking should be safe for visitors, especially if a lot or garage is used to shuttle people to the business district or for long-term business parking.

Residents were supportive of on-street parking permits, as long as enforcement of those permits would be provided, including towing of abandoned cars. However, residents also indicated that they would like to be allowed to park in their alleys and in their back yards to alleviate on-street parking challenges.

“ WHAT WE HEARD

Promote safety for people walking from parking spot to destination

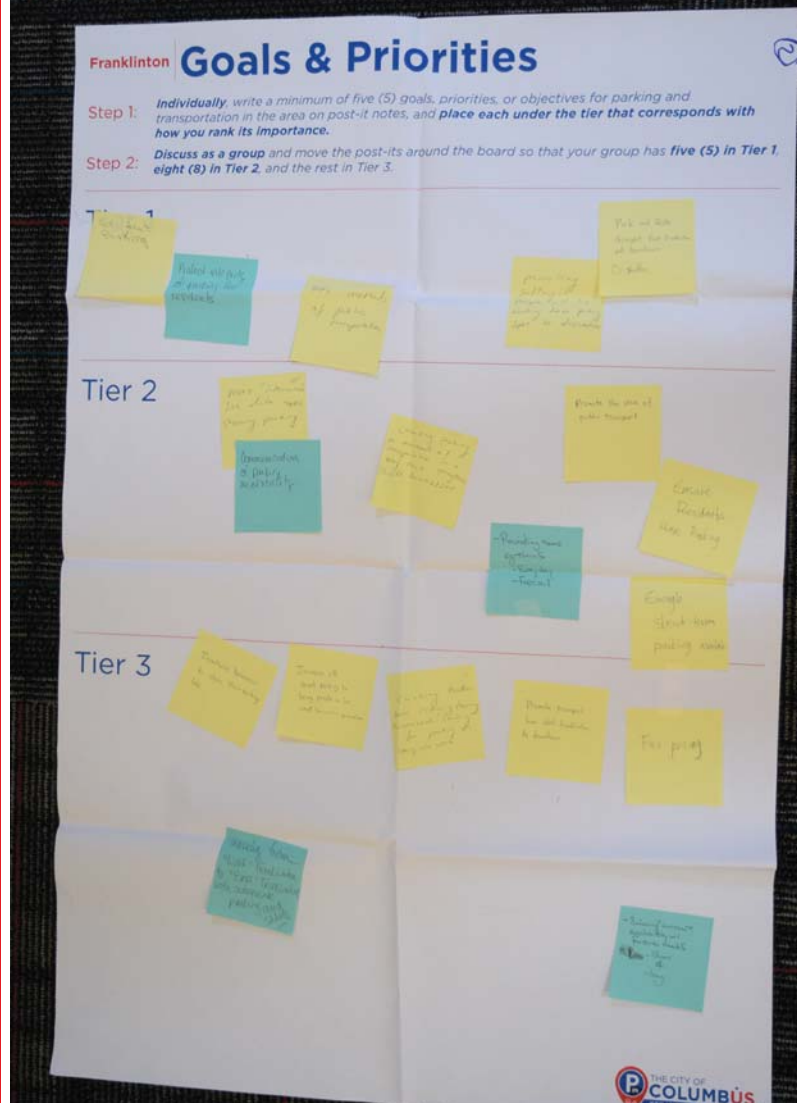
Be sensitive to the existing businesses on Broad Street that will be impacted by removing parking

Create parking or methods of transportation that strengthen small businesses

Incentivize businesses to share their parking lots

Allow residents to utilize parking behind their houses. Change the rules to be sensitive to the limitation of the neighborhood

”



Franklinton





Franklinton: Stakeholder Engagement Results

GOALS AND PRIORITIES ACTIVITY:

TIER 1	
<ul style="list-style-type: none"> ➤ Existing parking generally very limited ➤ Removal of parking on Broad Street greatly impacts nearby businesses - (At this time, plans for modification of Broad Street are undetermined, and the Division of Parking Services is actively monitoring final plan recommendations and implementation) <ul style="list-style-type: none"> • Better utilize empty lots nearby to provide parking • Area still needs to be easy to access • A.M./P.M. restrictions (like Downtown) for on-street parking may be a better solution • Incentives could be provided to businesses to encourage off-street parking • Alley parking to reduce on-street parking • Inadequate loading zone areas 	<ul style="list-style-type: none"> ➤ Residential parking <ul style="list-style-type: none"> • Allow back yard/alley parking for residents • Add permit parking to residential streets ➤ Provide shuttle service to safe/secure parking garages
TIER 2	
<ul style="list-style-type: none"> ➤ Enforce towing of abandoned cars on residential streets ➤ Require developers to provide off-street parking 	<ul style="list-style-type: none"> ➤ More interactive tools to find parking (apps, online maps, etc.) ➤ Increase transportation options and encourage public transportation
TIER 3	
<ul style="list-style-type: none"> ➤ Improved signage for public lots ➤ Incentivize businesses to share unused lot spaces 	<ul style="list-style-type: none"> ➤ Equitable pricing

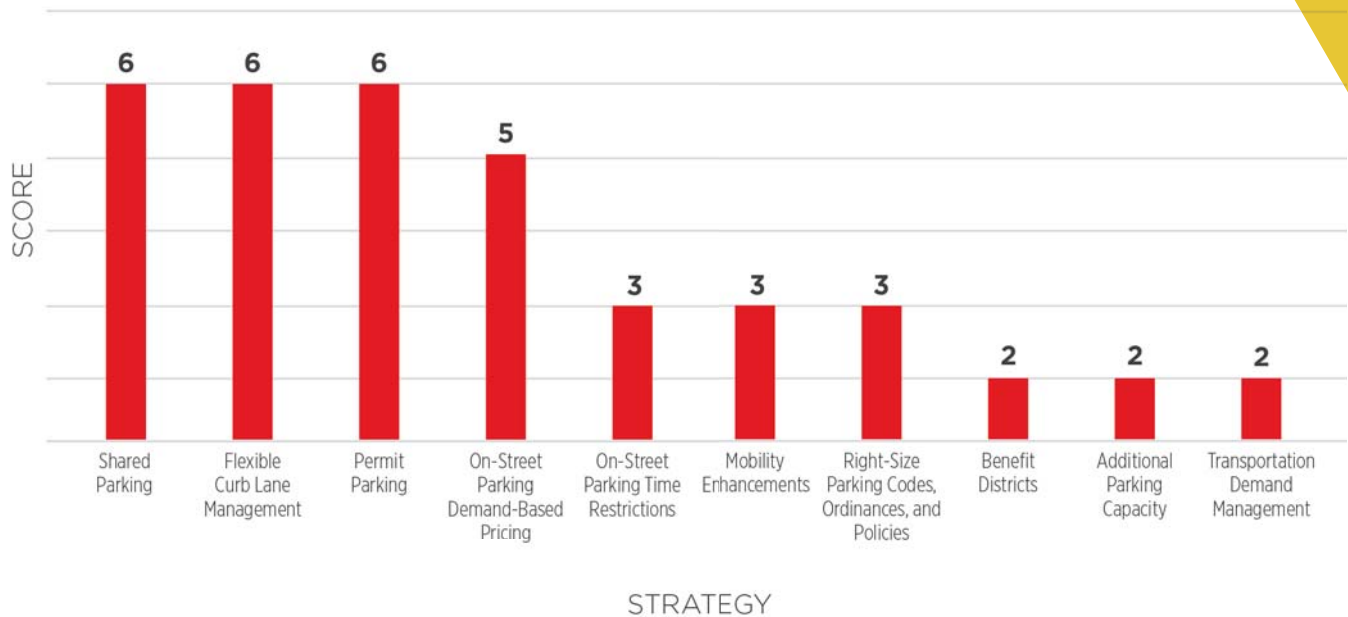


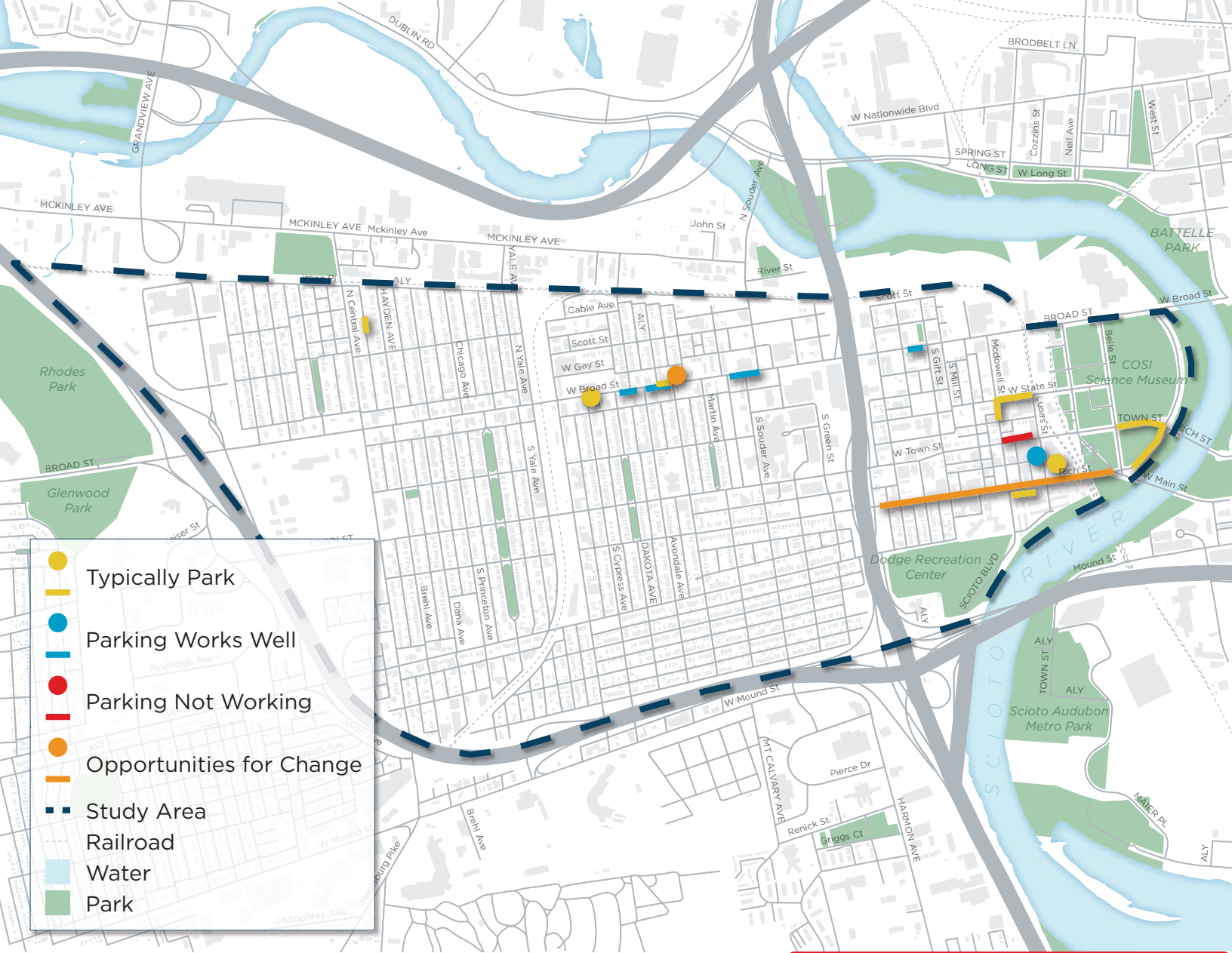
Franklinton: Stakeholder Engagement Results

STRATEGIES ACTIVITY

Each strategy was scored based on the sticker votes it received during this activity. Green stickers received a score of 3, yellow a score of 2, and red a score of 1. Where strategies received multiple stickers of different colors, the scores were averaged for each strategy.

Franklinton Strategy Scores





WikiMapping Results



WikiMapping Results

Results received from the spring 2019 online WikiMap for the Franklinton study area are depicted in the map above and on the following page.



Franklinton: Stakeholder Engagement Results


KEY TAKEAWAYS:

1

Generally, the eastern side of the study areas was identified as the primary location for improvements needed to parking and mobility.

2

Parking that supports businesses in this area is important.

THEMES HEARD	EXAMPLE COMMENT
 <p>Parking that Supports Business</p>	<p>“Parking services small businesses located along this stretch.”</p>





Franklinton: Management Roadmap



Parking Management Roadmap

LOOKING AHEAD

A large area stretching west from the edge of Downtown, East Franklinton (east of State Route 315) and West Franklinton have distinctly different parking management needs. West Franklinton has localized parking issues in the Broad Street corridor that should be managed moving forward on a case-by-case basis. Mount Carmel Health System has plans in the works to transform its West Campus into a mixed-use outpatient and educational complex.

East Franklinton has some acute parking and mobility challenges brought on by current investment and new destinations in the area, and requires a framework for shaping the provision and management of parking and mobility as the area is further developed.

The East Franklinton area is expected to undergo a transformation over the coming years and this section lays out the parking and mobility roadmap to support the growth of a vibrant area.





Franklinton: Management Roadmap

Parking and Mobility Challenges

Analysis of data and engagement with stakeholders throughout the planning process indicated the presence of localized parking pressures along Broad Street (from the removal of parking lanes on the street) and in East Franklinton where visitors to nearby breweries and other destinations are parking on specific residential streets, among others.

The primary parking and mobility challenges facing the Franklinton study area are:

- The proximity of East Franklinton to Downtown brings commuters parking on- and off-street and walking to work Downtown
- Low parking turnover and high parking occupancy pressures exist on certain blocks in East Franklinton. Spillover parking demand from East Franklinton breweries and other destinations occurs on residential streets. This is particularly evident during special events and peak times
- Large surface parking lots see low utilization levels in East Franklinton. Shared parking does not take place and poor walking routes, poor lighting, disconnected streets and transportation routes, and safety concerns diminish the desire to park further from destinations
- With development plans in the works for East Franklinton, there is an opportunity to proactively leverage policy to shape the provision, operations, and management of parking and mobility in the area and support its development

Parking and Mobility Objectives

- Continue to manage residential parking needs and identify potential partnerships as development occurs around Mt. Carmel
- Promote shared parking of underutilized surface lots
- Leverage proactive parking and land use policy in East Franklinton to right-size parking built with new development



DRAW FROM SEATTLE, WA EXAMPLE TO RIGHT-SIZE OFF-STREET PARKING REQUIREMENTS

King County Metro completed a Right Size Parking Final Report in 2015. The report summarizes data collection that was conducted at over 200 multifamily residential properties. Data indicated a 40% oversupply of parking.

The Strategic Parking Plan recommends the City of Columbus develop a database of collected data on development, parking supply, and peak parking demand for select land uses (e.g., residential, retail, and office).

Field counts should be compared to parking requirements to identify discrepancies in data and aide in right-sizing code requirements.

PATH FORWARD

In the near-term, the focus for managing parking and mobility in Franklinton should be focused on interventions to improve system efficiencies, deal with acute issues, and build the foundation for long-term success for the area as it develops. Overall, recommended interventions are meant to create a framework and set of guidelines for providing, operating, and managing parking and mobility in East Franklinton in a way that enhances the livability of the area.

PARKING AND MOBILITY ROADMAP

- ▶ To start in year 2-3 (2021-2022), with exception of creating a special parking area and modernizing off-street parking requirements, which will start in 2020

TIER 1 PRIORITY



CREATE AN EAST FRANKLINTON SPECIAL PARKING AREA:

To facilitate the adoption of uniform policy (such as fee-in-lieu) that influences how parking is provided, operated, and managed as East Franklinton sees further development and investment, creating a special parking area is recommended. **The boundary of the special parking area should be Glenwood Avenue to the west and the Scioto River to the east.** The special parking area should be governed by a local board and Parking Services.



MODERNIZE OFF-STREET PARKING REQUIREMENTS:

A key tenet of the recommended future framework for parking and mobility in East Franklinton moving forward should be efforts to right-size off-street parking requirements so that parking is not overbuilt, as has occurred with outdated and blanket off-street parking requirements in many parts of the United States.

Leveraging East Franklinton's status as a special parking area and right-sizing parking requirements will allow for a more nimble and targeted approach to providing parking that is consistent with the area's specific context and character, needs, and vision; supports economic development; and encourages and incentivizes the use of transit, rideshare, walking, and biking. Specifically, this plan recommends the city:

- ▶ Modernize the City of Columbus zoning code for development in the designated East Franklinton parking management area (and/or via a zoning overlay district). This means setting minimum parking requirements based on actual parking demand data collected in similar representative developments and revise them annually. **This should be done in conjunction with the implementation of parking maximums and a fee-in-lieu program (discussed below).**
- ▶ Work with other city agencies to deliberately consider the granting of off-street parking variances to encourage developers to take steps to accommodate and/or mitigate parking demand that new developments will generate, through strategies such as exemptions related to transportation demand management/mitigation strategies (e.g., car-sharing), and shared parking.
- ▶ To provide flexibility for ongoing development and parking management, outside of very specific and unique cases, the city should not establish any residential parking permit zones for current or future residents of the area to park on-street.
- ▶ **Implement a fee-in-lieu program** where developers are required to pay a fee in-lieu of providing off-street parking. The specific fee-in-lieu amount should be set in collaboration with the Department of Building and Zoning Services and after a market assessment process. Funds should be leveraged to make mobility and wayfinding/signage improvements and streetscape improvements as well as fund the provision, operation, leasing, and/or management of shared parking facilities, depending on the structure (e.g., city-owned, leased, public-private partnership).

For reference, the table on the following page summarizes off-street parking requirements for Columbus and select comparable cities. Columbus requires more off-street parking for residential and retail than both Indianapolis and Seattle, which has worked to modernize its parking requirements in recent years.



Franklinton: Management Roadmap



MINIMUM OFF-STREET PARKING REQUIREMENTS IN COLUMBUS AND PEER CITIES

LAND USE	MINIMUM OFF-STREET PARKING REQUIREMENTS			
	COLUMBUS, OH	INDIANAPOLIS, IN	NASHVILLE, TN	SEATTLE, WA
Residential - Small	2 per unit (for residential of 1-3 dwelling units)	1 per unit (for single family of 4 or less units)	2 per unit (for two-family housing)	Varies from no parking minimum to 1 space per dwelling unit in certain areas
Residential - Large	1.5 per unit (for residential of 4 or more dwelling units)	1 per unit (for multifamily of five or more per unit)	1.5 per unit (for multifamily of 2 bedrooms or more)	Varies from no parking minimum to 1.5 per unit for multifamily of 2 bedrooms or more and 0.25 per bedroom for dwelling units of 3 or more bedrooms
Retail - Small	1 per 250 square feet (sf) (for retail of 10,000 sf or less)	1 per 350 sf if under 200,000 sf; 1 per 400 sf if 200,000 sf or larger	First 2,000 sf - exempt; 1 space per 200 sf if 2,000 - 50,000 sf	Varies from no parking minimum to 1 space per 250 sf for Eating and Drinking Establishments
Retail - Large	1 per 275 sf (for retail of 10,001 - 100,000 sf)	1 per 350 sf if under 200,000 sf; 1 per 400 sf if 200,000 sf or larger	1 space per 250 if 50,000 to 100,000 sf)	Varies from no parking minimum to 1 space per 250 sf for Eating and Drinking Establishments
General Office	1 per 450 sf	1 per 350 sf	1 per 300 sf	1 space per 1,000 sf



BEGIN EXISTING PARKING METER TIME-LIMIT CONVERSION AND CONSIDER ASSET LIGHT METER EXPANSION:

To a) create consistency with the majority of meters on the west side of Downtown, b) encourage parking turnover that is in-line with the needs of businesses emerging in the area, and c) deter Downtown commuters from parking on-street for long

periods of time in East Franklinton, the city should convert all Franklinton metered areas to 3-hour meters with a base price of \$1.00 per hour. In conjunction, meter enforcement should be expanded to 8:00 p.m. Monday–Saturday.

Additionally, Parking Services should explore adding mobile pay only paid parking along Town Street west of Lucas Street and along Lucas Street to create turnover in the area popular with visitors to the nearby breweries and destinations.

Replaced or new meters should be multi-space on adjacent blocks, with in-ground sensors and mobile payment capability. The East Franklinton neighborhood should be examined for eventual conversion to mobile pay only and progressive pricing.



ACTIVELY PROMOTE AND FACILITATE SHARED PARKING: Several large off-street parking facilities in East Franklinton could be better utilized to accommodate peak and event parking demand. Streetscape and safety concerns, in part, limit the desire to walk from parking to local destinations in the area. The City of Columbus should consider creating and actively

facilitating a program of shared private parking assets in the East Franklinton study area, in collaboration with local organizations. This should occur in conjunction with a campaign to improve safety, lighting, branding, and sidewalk quality in the area. A shared parking effort could include:

- ▶ Working with businesses, associations, and property owners to identify and overcome the barriers to private shared parking, such as security, management/maintenance, and liability concerns
- ▶ Identifying specific shared parking opportunities and brokering shared parking and/or lease agreements between private entities
- ▶ Actively maintaining a map and database of identified shared parking opportunities
- ▶ Providing template sharing and management agreements for use by private entities
- ▶ Promoting the use of third-party shared parking applications that allow for fund transfer and help locate parking spaces
- ▶ Where possible, utilizing city security, enforcement, technology, communications, and other support to incentivize shared parking and aid in the management of private shared parking

TIER 2 PRIORITY



CREATE CURB FLEX ZONES FOR TRANSPORTATION NETWORK COMPANY (TNC) PICK-UP AND DROP-OFF:

With the influx of breweries and other population destinations in East Franklinton—destinations that see evening, weekend, and event-based parking demand peaking, the city should provide dedicated and marked TNC pick-up/drop-off passenger loading zones along specific block faces during these peak demand periods. These flex zones could be curb areas that are either commercial loading or on-street parking during the day that become pick-up/drop-off areas in the evenings or at other peak times.

Such zones have the potential to serve a significantly higher number of customers in peak periods than single vehicles parking in on-street spaces for hours at a time. The city should explore methods to monetize the curb space, such as taxing TNCs for its use. Local businesses can offer subsidies or discount codes to patrons to use TNCs rather than parking in the area.

For example, the **north side of Town Street**, west of the railroad tracks, may be appropriate for these zones. The city should partner directly with Uber and Lyft to ensure and facilitate the use of these dedicated zones for pick-up and drop-off during peak periods. Such dedicated zones can be geolocated and marked within the Uber and Lyft app, increasing predictability for riders and drivers.

TIER 3 PRIORITY



WITH NEW DEVELOPMENT, CULTIVATE A PUBLIC-PRIVATE PARTNERSHIP TO ADD OFF-STREET PARKING SUPPLY AS THE AREA BUILDS OUT:

With the influx of private investment and development into Franklinton, particularly east of State Route 315, the city should seek to cultivate a public-private partnership (P3) with a private entity to provide a central reservoir of off-street parking supply in the area. A P3 would require a long-term agreement outlining facility ownership, cleaning, maintenance, revenue collections, financial risk, and other elements, and could take several different forms depending on specific needs or opportunity.

For example, the city may elect to make a piece of land available to a developer in exchange for them building a parking garage as part of the development to be managed by a third-party concessionaire. The city could either maintain ownership of the facility or keep it under private ownership. Either way, the parking facility would be operated as a shared facility to serve the parking demand of the private development as well as general public's demand.



Franklinton: Management Roadmap

Such a partnership could be supported by funds from the fee-in-lieu program, and although initial discussions can begin in years two and three, formal partnerships will not be established until investment and development in the area reaches a critical mass at a future time.

Management Roadmap

	TIER 1	TIER 2	TIER 3
FRANKLINTON (TO START IN YEAR 2 OR 3)			
▶ Create an East Franklinton Special Parking Area (To Start in Year 1)	█		
▶ Modernize Off-Street Parking Requirements (To Start in Year 1)	█		
▶ Begin Existing Parking Meter Time-Limit Conversion and Consider Asset Light Meter Expansion	█		
▶ Actively Promote and Facilitate Shared Parking	█		
▶ Create Curb Flex Zones for Transportation Network Company (TNC) Pick-Up and Drop-Off		█	
▶ With New Development, Cultivate a Public-Private Partnership to Add Off-Street Parking Supply as the Area Builds Out			█