



# University District: Existing Conditions



## Existing Conditions

A large area that is heavily influenced by The Ohio State University campus and the Wexner Medical Center campus nearby, the University District is rooted with the High Street corridor as its spine. The study area is generally bounded by the CSX Transportation and Norfolk Southern Corp. railroads to the east, Arcadia Avenue to the north, the Olentangy River to the west, and 5th Avenue to the south.

### PARKING AND MOBILITY SNAPSHOT:



**\$1.00 &  
\$0.75**

The University District contains 30-minute, 2-hour, and 3-hour meters, priced at \$1.00 and \$0.75 per hour, respectively.



A large portion of the study area's curb lanes are unrestricted and unmanaged parking.



#### PARKING TURNOVER IS LOW

across the district, with many vehicles remaining parked for 6 or more hours in the same location.



The study area is dominated by the **HIGH STREET COMMERCIAL CORRIDOR**, and its adjacency to Ohio State's campus.



#### THE OVERALL SYSTEM PEAK PARKING OCCUPANCY

was found to be Friday evening, with 51% of on-street spaces occupied. Occupancies are highest during this time in the northwest, central, and southern portions of the study area.

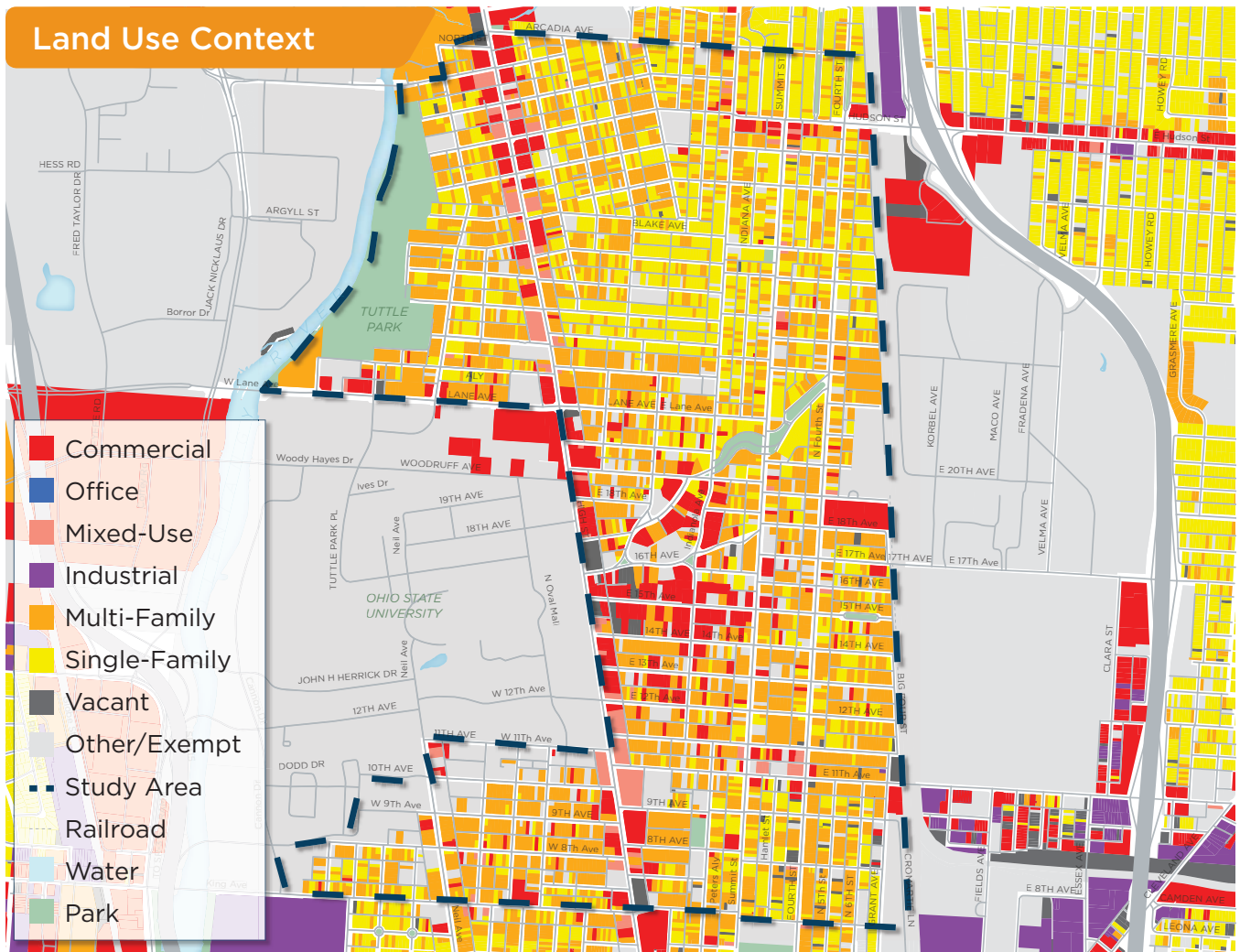


# University District: Existing Conditions

## LAND USE CONTEXT

The University District is largely single-family and multi-family residential in land use. The High Street corridor is lined with commercial and mixed-use land uses including bars, restaurants, retail stores, and other establishments that draw students and other customers from the nearby Ohio State and Wexner Medical Center campus. Some commercial land uses extend east from the High Street corridor along the 15th Avenue corridor as well.

Commercial land uses are also present along E Hudson Street on the northern end of the study area. Various institutional land uses that comprise the south end of the Ohio State and Wexford Medical Center campuses are in the southwestern part of the study area. The popular and changing Short North area lies to the south of the University District.





# University District: Existing Conditions

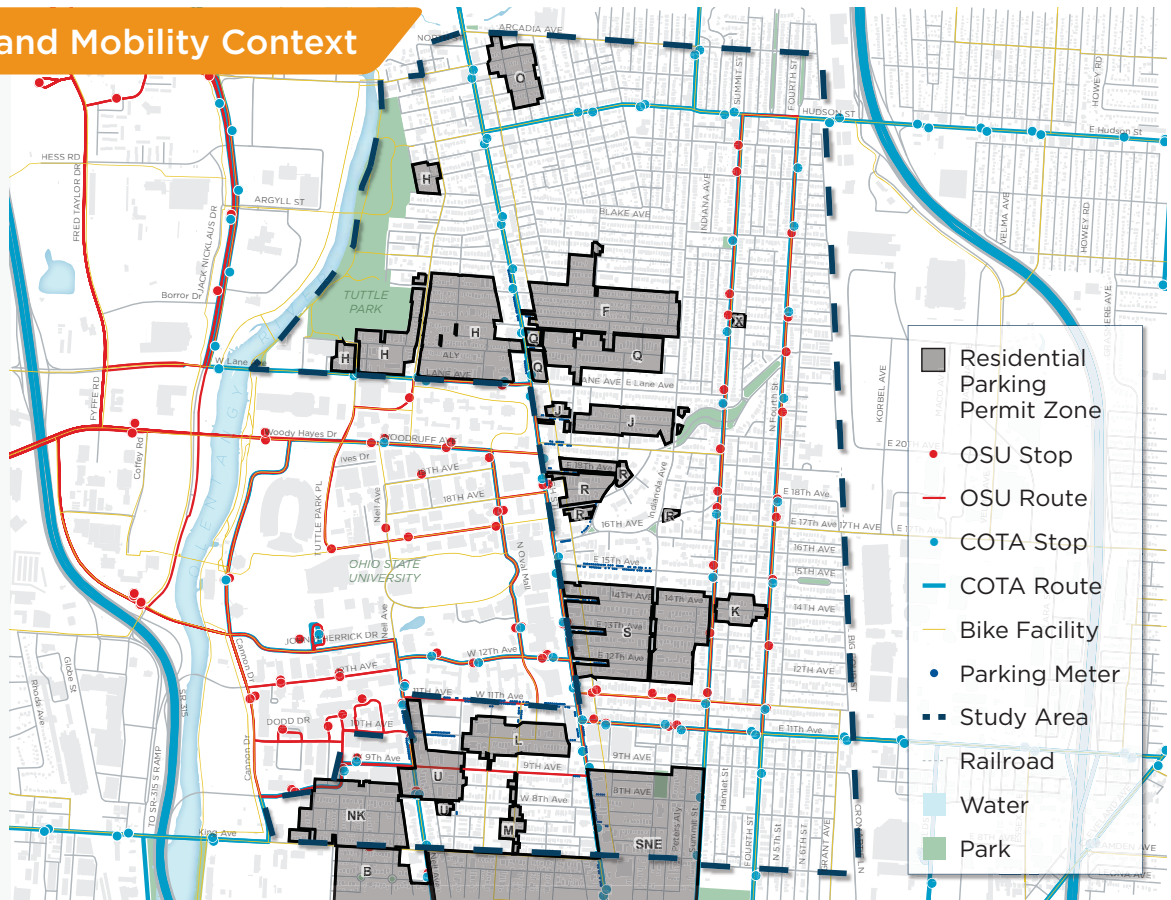
## PARKING AND MOBILITY CONTEXT

The University District is well-connected to surrounding parts of the city, with High Street serving as the primary north-south connector through the study area, providing access to Downtown Columbus and Ohio State’s campus. 4th Street and Summit Street on the east side of the study area provide opposing one-way north-south connectivity, while a collection of gridded streets connects through the residential parts of the study area.

The University District is accessible via transit, with the primary transit routes traveling up and down High Street, Hudson Street, Summit Street, and E 4th Street. Bicycle facilities provide connectivity from the study area to Downtown Columbus and Ohio State’s campus to the west.

The presence of the Wexner Medical Center and Ohio State’s campus influences the parking demand and mobility needs of the study area. Ohio State owns and manages parking assets on campus, but its presence brings vehicles to the University District to circulate and park. Parking assets in the study area include a combination of off-street parking; metered parking along High Street, W 11th Avenue, and adjacent streets; and unmanaged on-street parking in the northeastern and eastern parts of the study area. There are several residential parking permit areas in the University District study area including Zones F, H, J, K, L, M, NK, O, Q, R, S, U, and X. The SNE Short North residential parking permit area extends into the south part of the University District.

### Parking and Mobility Context





# University District: Existing Conditions



## CURB LANE INVENTORY

The northeastern and eastern parts of the study area largely consist of unmanaged on-street parking. Managed on-street parking in the form of signed RPP areas and metered parking areas significantly increases further west closer to Ohio State and the Wexner Medical Center. Managed signed RPP areas exist on either side of High Street proximate to Ohio State’s campus. The city has worked to manage residential parking demand and balance it with demands generated from the large area institutions.

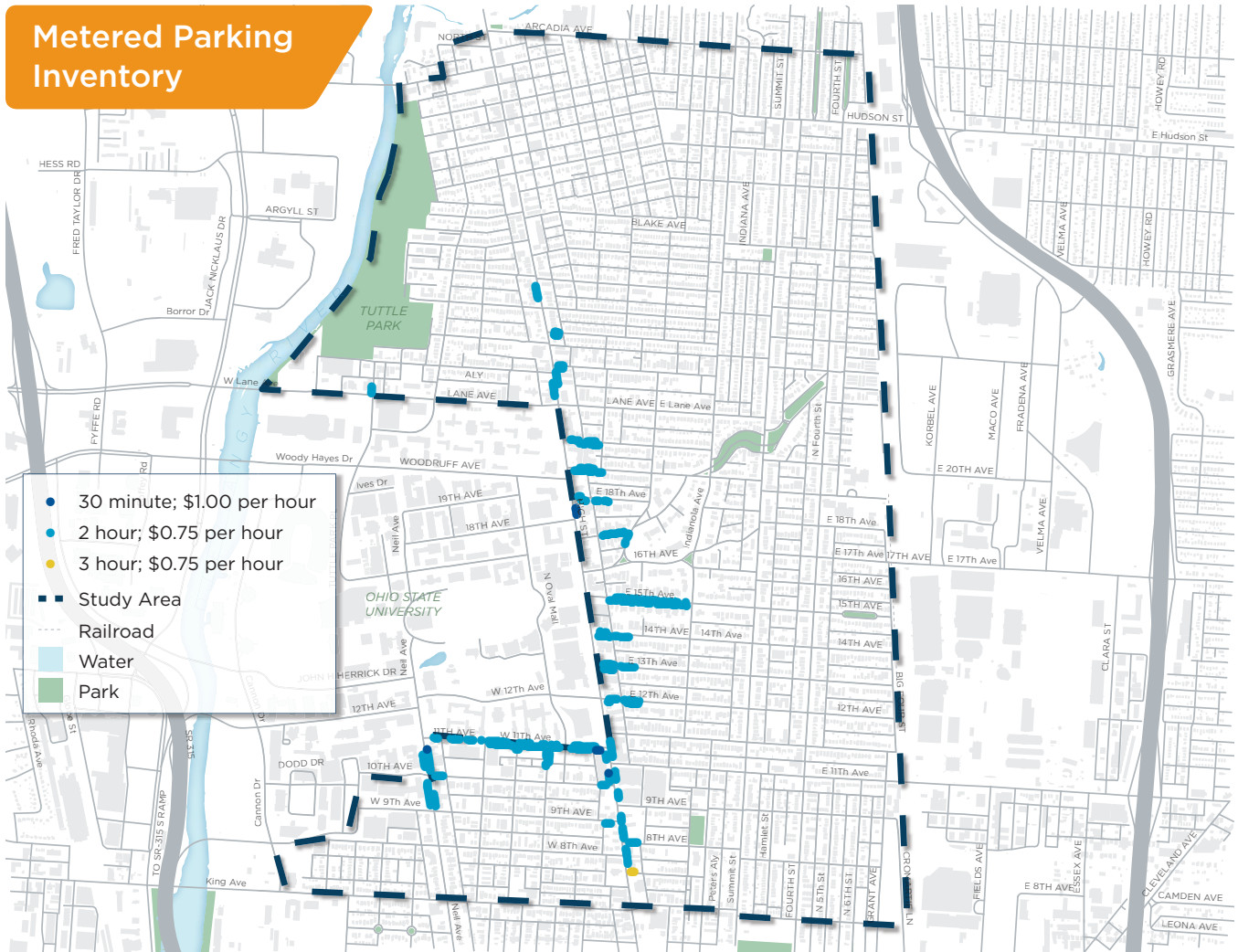
### Curb Lane Inventory





# University District: Existing Conditions

## Metered Parking Inventory





# University District: Existing Conditions

## METERED PARKING

The University District contains more than 500 on-street parking meters, clustered along N High Street through the heart of the district, along E 15th Avenue adjacent to various fraternities and sororities, and along W 11th Avenue between N High Street and Neil Avenue to the southwest. Most meters are 2-hour meters priced at \$0.75 per hour. There are 30-minute meters (priced at \$0.50 for 30 minutes) on the east side of High Street south of E 18th Avenue, and 3-hour meters (priced at \$0.75 per hour) on the east side of High Street in the southern part of the study area. The map on page 3-35 displays the location of meters in the University District.

The district sees a high intensity of meter activity, with 9 of the of the city's top 20 meters by total transactions located here; these are located on N High Street and surrounding the Gateway Apartments. Metered parking within the University study area is relatively inexpensive, with the vast majority of meters being 2-hour meters priced at \$0.75 per hour.



## AREA SNAPSHOT



TOTAL UNIVERSITY METER REVENUE WAS **\$612,878** IN 2018



THE HIGHEST AVG. REVENUE PER TRANSACTION FOR A METER IN 2018 WAS **\$1.06**

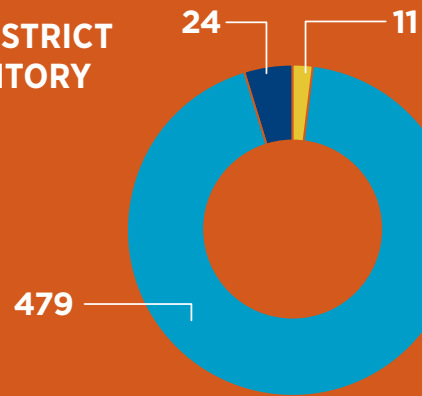


TOTAL UNIVERSITY METER TRANSACTIONS IN 2018 WERE **853,892**



### UNIVERSITY DISTRICT METER INVENTORY

- 30-MIN. METER
- 2-HOUR METER
- 3-HOUR METER



### THE TOP 20 METERS...



by total revenue provided **\$42,916** in 2018, with the top meter providing **\$2,242**



received **86,626** transactions in 2018, with the top meter receiving **5,816**

Data from 2018



# University District: Existing Conditions

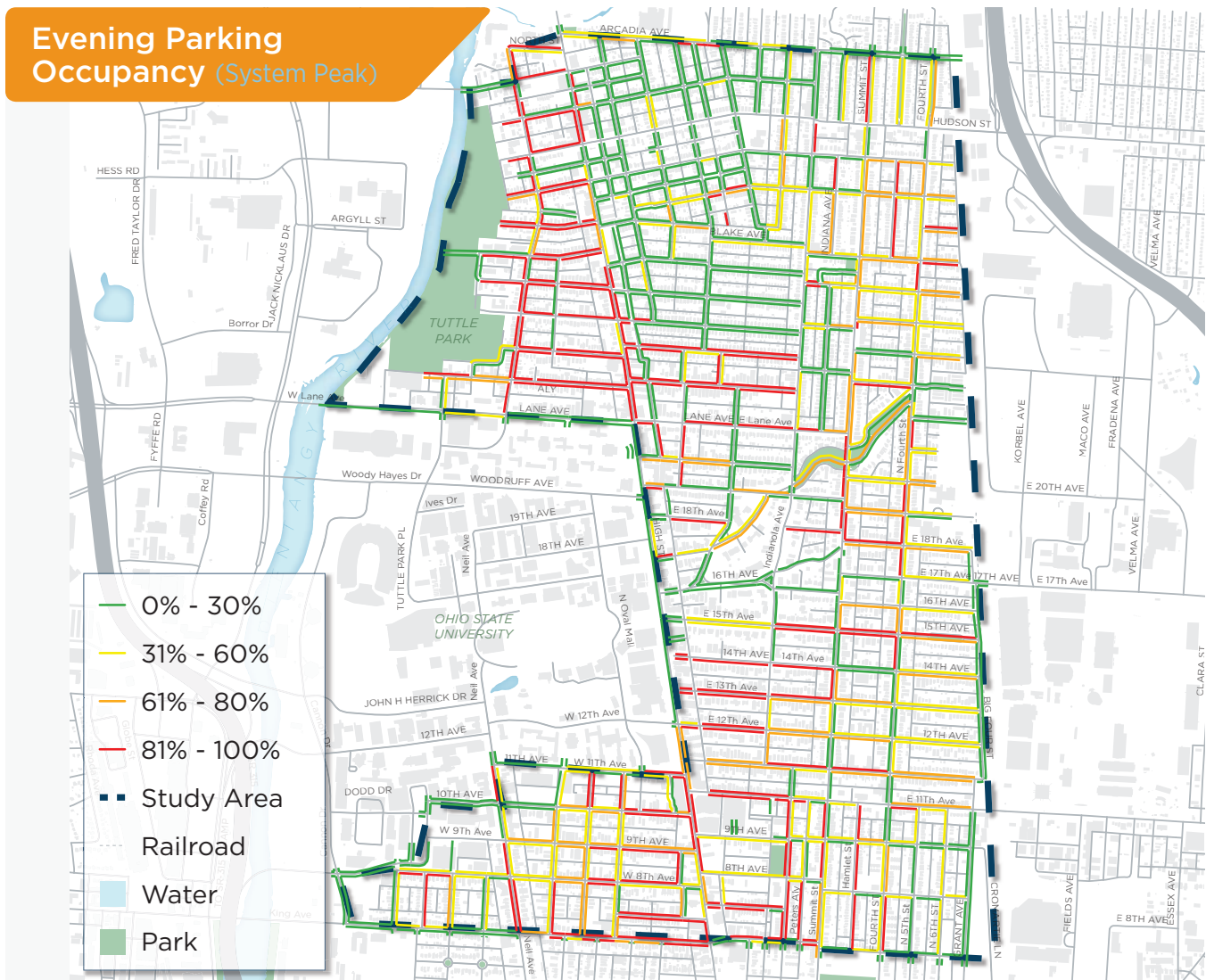
## ON-STREET PARKING

### PARKING OCCUPANCY

Parking occupancy data was collected on a Friday and a Saturday in November 2018. The peak parking occupancy in the study area was determined to be Friday evening, with more than 50% of on-street spaces occupied systemwide, as displayed in the map below. Occupancies exceeded 80% in many specific parts of the district at the system's peak demand, including the center, southwest, and northwest parts of the district.



### Evening Parking Occupancy (System Peak)

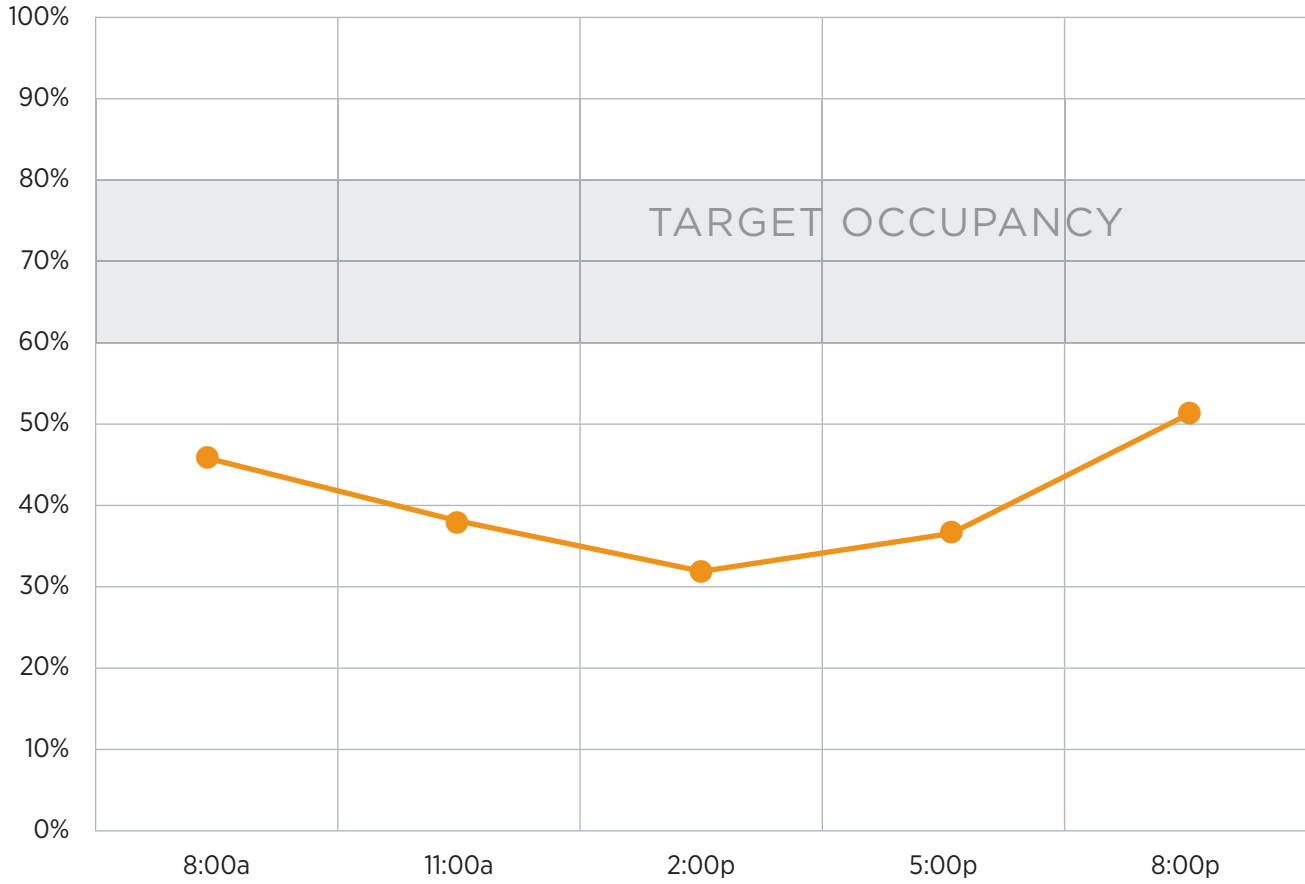


Data collected Friday, 11/9/18



# University District: Existing Conditions

## University District Parking Occupancy (by Time of Day)



Data collected Friday, 11/09/18







# University District: Existing Conditions

## ON-STREET PARKING

### PARKING DURATION

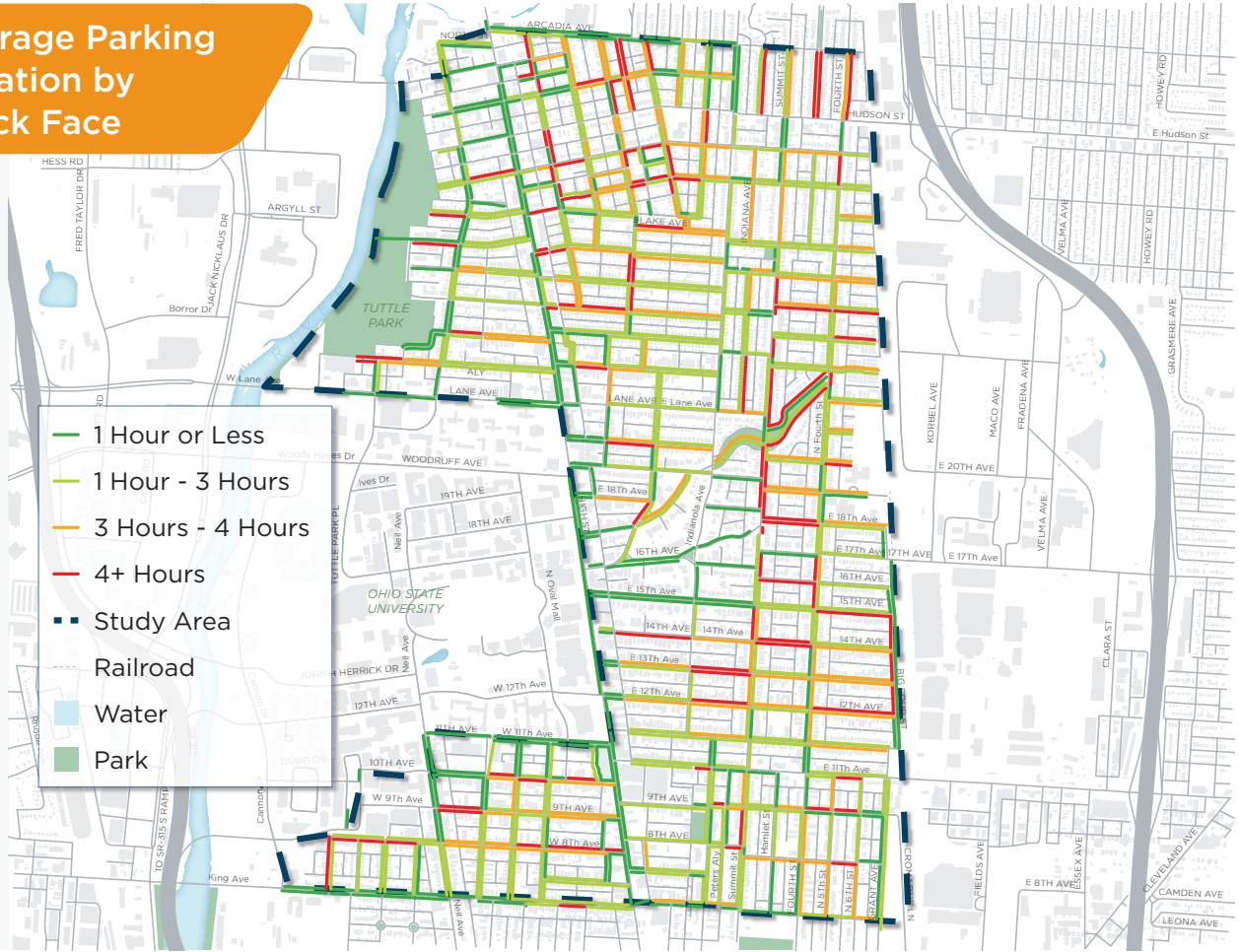
In general, parking durations are high and parking turnover is low throughout the study area. Vehicles parked for four hours or more were observed throughout large swaths of the study area, in most cases consistent with the free, open, and unrestricted portion. The largest concentration of low parking turnover is evident in the northeastern portion of the study area, east of High Street, and north of Iuka Avenue.

Many of these vehicles belong to students leaving them parked overnight and in some cases for several days or all week without moving. Analysis indicates nearly 20% of total parked vehicles in the University District on the day of data collection were registered with Ohio State University. These longer durations correspond in part to areas where curb lanes are unmanaged. While managed commercial and metered curb areas generally saw lower durations and more turnover, there were some longer durations in managed areas just off the High Street and Hudson Street corridors, and in the managed area in the northwest portion of the study area north of Lane Avenue. The map below displays average parking durations by block face.

of total parked vehicles in the University District on the day of data collection were registered with Ohio State University. These longer durations correspond in part to areas where curb lanes are unmanaged. While managed commercial and metered curb areas generally saw lower durations and more turnover, there were some longer durations in managed areas just off the High Street and Hudson Street corridors, and in the managed area in the northwest portion of the study area north of Lane Avenue. 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 Friday, 11/9/18



# University District: Existing Conditions





## April 30 Public Workshop Results

### KEY TAKEAWAYS:

Responses by-and-large were concerned with residential parking:

- Availability of residential on-street parking should be preserved and maintained; Limiting the number of residential parking permits issued per household and improved enforcement of time limits will help alleviate parking pressure in congested areas
  - [Readdressing code and regulations in the neighborhood may help right-size permit parking requirements and enforcement efforts](#)
- New developments should be encouraged to provide off-street parking or have incentives to encourage the use of multimodal transportation solutions

Respondents were interested in solutions that encouraged increased multimodal transportation use, such as bike lanes, buses, and transit connectors.

Additional parking capacity and demand-based pricing were not identified as solutions that would work for the University District. Instead, increased mobility options and flexible curb lane management at key locations may help alleviate pressure near commercial areas and during events.

# “ WHAT WE HEARD

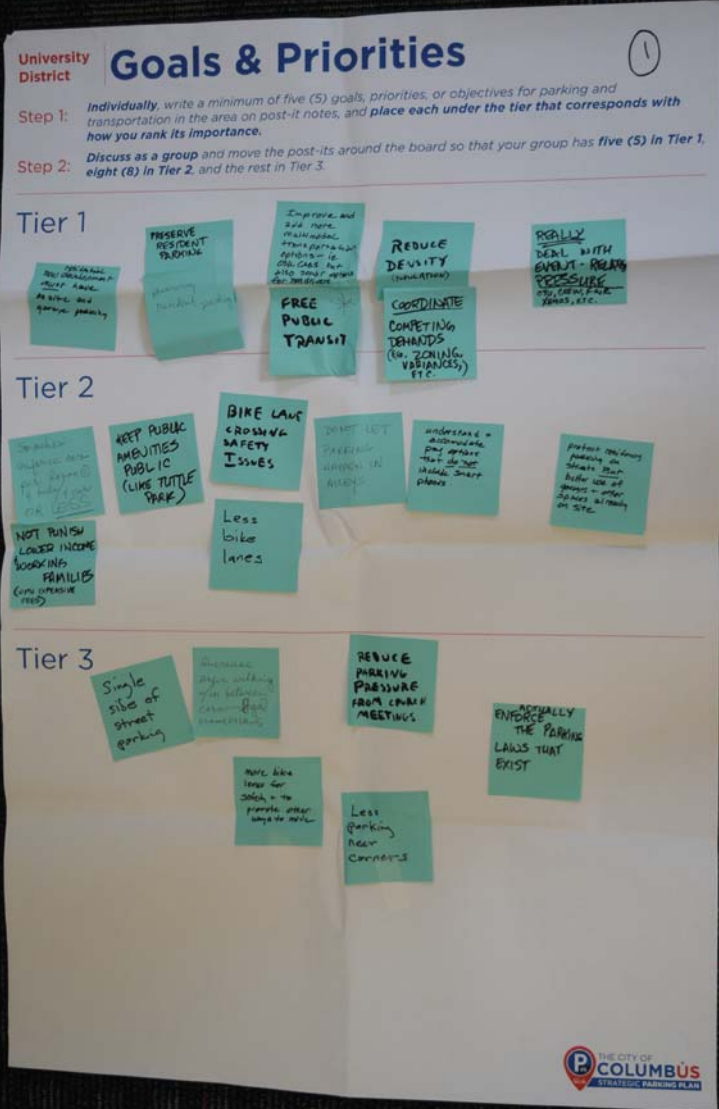
Cap the number of permits per household

Event-related pressures need to have a special emphasis

Create turnover in commercial areas that would benefit the most users

Balance needs for residents with no parking options versus residents with off-street parking

”



# University District





## GOALS AND PRIORITIES ACTIVITY:

TIER 1	
<ul style="list-style-type: none"><li>➤ Residential parking<ul style="list-style-type: none"><li>• Preserve residential on-street parking</li><li>• Require new developments to provide off-street parking</li></ul></li><li>➤ Multimodal transportation<ul style="list-style-type: none"><li>• Bike lanes</li><li>• Affordable public transit</li></ul></li></ul>	<ul style="list-style-type: none"><li>➤ Address event-related parking pressure</li><li>➤ Address inadequate employee/business parking in commercial areas</li><li>➤ Equity of parking cost—ensure cost is affordable for all residents</li></ul>
TIER 2	
<ul style="list-style-type: none"><li>➤ Enforce parking permits per house/building limits</li><li>➤ Pay options not entirely reliant on smart phone/online apps</li></ul>	<ul style="list-style-type: none"><li>➤ Provide incentives to businesses to encourage multimodal transportation</li><li>➤ Increase parking turnover in key business areas</li></ul>
TIER 3	
<ul style="list-style-type: none"><li>➤ Safety<ul style="list-style-type: none"><li>• Pedestrians have inadequate crosswalks on street and cross from between parked cars</li><li>• Parking too close to street corners</li></ul></li></ul>	<ul style="list-style-type: none"><li>➤ Increased enforcement of parking laws</li><li>➤ Clearer signage for parking areas</li><li>➤ Transit ‘hubs’ to help move visitors (particularly during events) and encourage multimodal transportation use</li></ul>

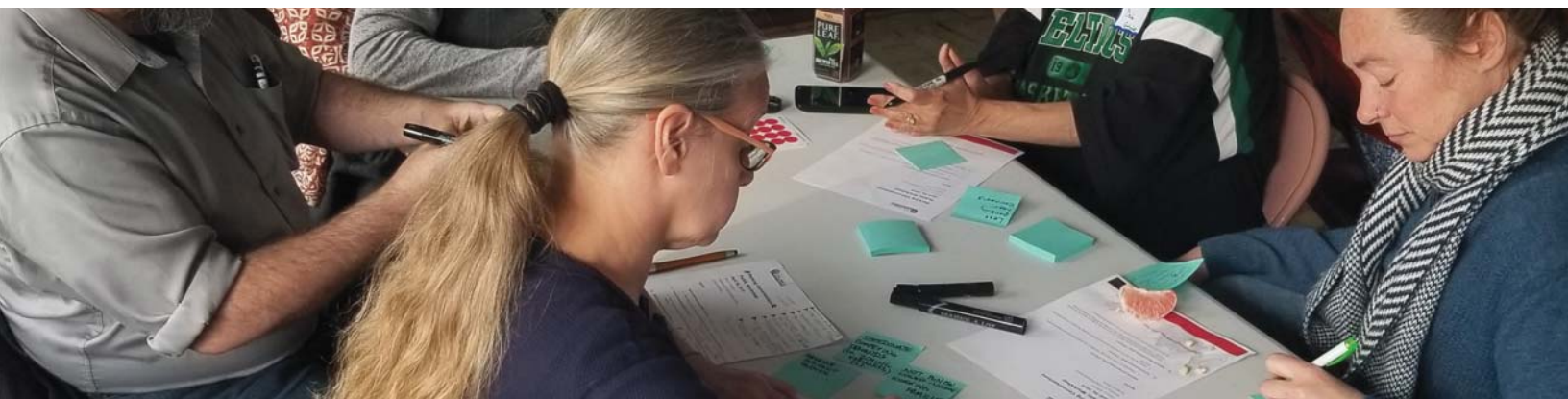


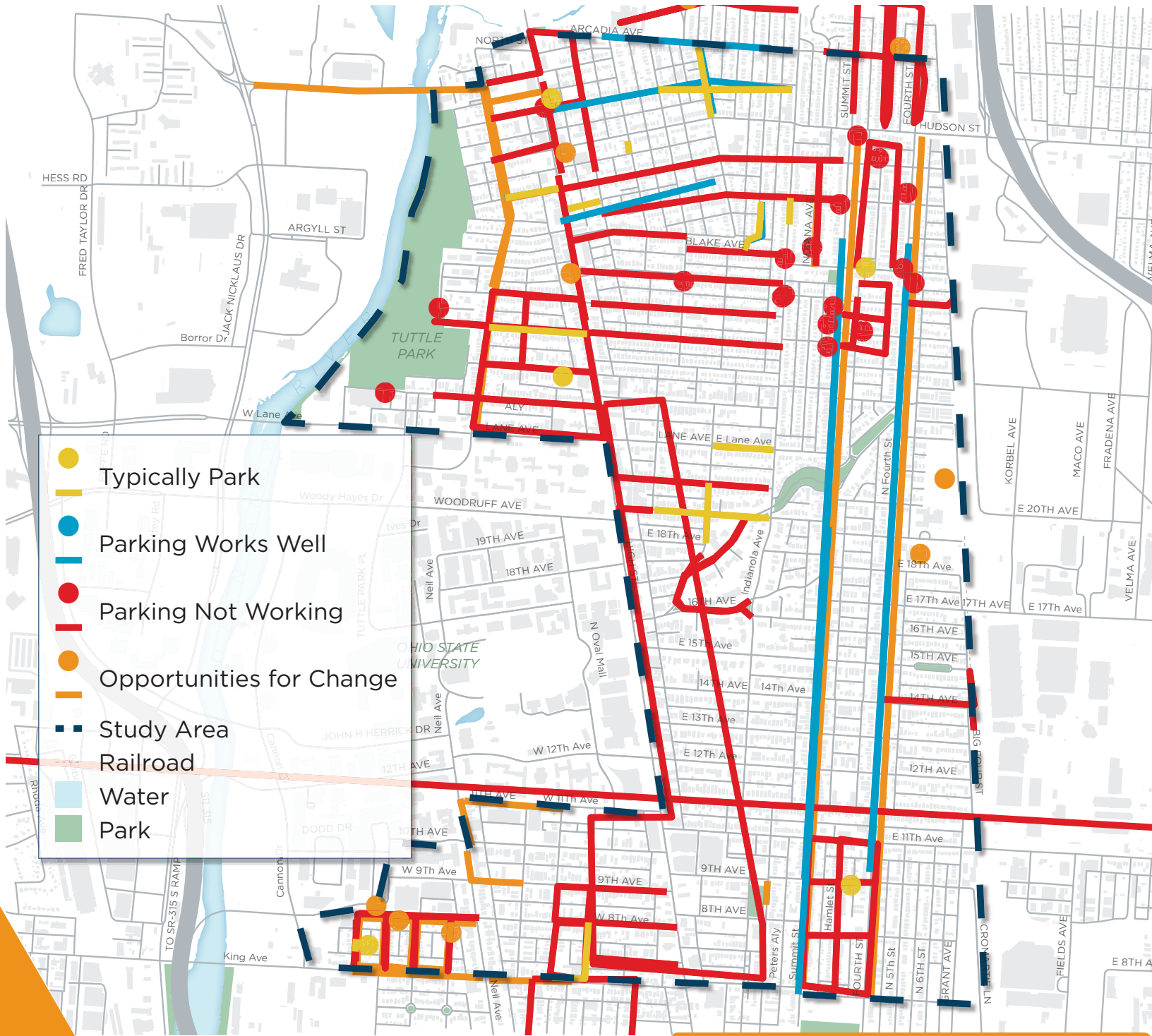
# University District: Stakeholder Engagement Results

## 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.

### University District Strategy Scores





**WikiMapping Results**



## WikiMapping Results

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

## KEY TAKEAWAYS:

1

Generally, parking issues were identified throughout the western half of the study area.

2

Campus parking rates may be too high and contributing to overflow parking in residential areas.

3

There are concerns about new development creating unfeasible demands on existing parking.

4





Weekend events (such as football home games) overflows into residential areas.

5

Medical facilities parking overflow into residential areas.

6

Narrow one-way streets with on-street parking are difficult to navigate.

THEMES HEARD	EXAMPLE COMMENT
 <p><b>Additional Parking Capacity</b></p>	<p>“Difficult to extremely difficult to find parking nearby. This to the extent that I will avoid going to these areas, even though there are business I wish to visit.”</p>
 <p><b>On-Street Parking Time Restrictions</b></p>	<p>“Too many Medical Center employees and visitors overwhelm parking during non-restricted hours.”</p>
 <p><b>Parking that Supports Business</b></p>	<p>“Shorter term and low-cost paid parking would be helpful for businesses.”</p>
 <p><b>Permit Parking</b></p>	<p>“Parking on football game days is the number one reason I would support residential parking permits in the area.”</p>





# University District: Management Roadmap



## Parking Management Roadmap

---

### LOOKING AHEAD

An expansive area, the University District study area sits next to and is heavily influenced by the large and complex medical and educational institutions that draw employees and visitors from the state, region, and beyond. The presence of The Ohio State University and the Wexner Medical Center have a significant impact on the transportation, parking, and mobility dynamics of the University District. These institutions bring daily commuters and visitors and hold large special events. Their footprint and influence continue to expand with the growth of programs, headcount, and new development in the area.

A roadmap for managing parking and mobility in the years to come is needed for the area, particularly as it faces tremendous growth and change brought on by large regional destinations.





## Parking and Mobility Challenges

Data analysis and stakeholder engagement indicate that the University District is really a series of distinct sub-areas, each with different parking and mobility dynamics and needs. The southwest and northwest part of the study area are far different than the eastern part of the study area.

The University District faces the following primary parking and mobility challenges:

- ▶ The presence of The Ohio State University, the Wexner Medical Center, and related entities heavily influences the dynamics in the study area by bringing thousands of daily visitors and commuters to the area (particularly during special events); parking and mobility needs must be balanced with those of residents, businesses, and students
- ▶ The study area faces fragmentation in areas of managed parking, residential parking permit areas, and areas that are unmanaged
- ▶ Data and observations indicate long-term parking storage occurring in parts of the study area and data indicates many of these vehicles are creating spillover demand from Ohio State and/or are vehicles registered with CampusParc
- ▶ Oversell and abuse of visitor and resident on-street parking permits are known issues, causing a proliferation of long-term vehicle storage on-street

## Parking and Mobility Objectives

- ▶ Cultivate a symbiotic relationship with Ohio State and the Wexner Medical Center in managing parking and mobility
- ▶ Create consistency, compliance, and promote satisfaction with residential permit parking program across the study area
- ▶ Promote access and turnover along the High Street commercial corridor



## PATH FORWARD

In the near-term, the focus for managing parking and mobility in the University District should be on controlling abuse, permit parking reform, and creating consistency and uniformity. Longer-term, the recommended framework strives to cultivate a district that embraces technology and has a flexible and symbiotic relationship in managing parking and mobility with its large institutional neighbors as they continue to grow and promote economic development in the area.

The following section details the recommended roadmap for managing and operating parking and mobility in the University District study area moving forward.

## PARKING AND MOBILITY ROADMAP

- ▶ To start in year 2 (2021), with the exception of expanding meters on High Street, which will start in year 1

### TIER 1 PRIORITY



#### RESTORE AND EXPAND METERS ON HIGH STREET:

As construction on High Street near Ohio State concludes, Parking Services should work with COTA and the Division of Traffic Management to increase public parking availability on High Street and add paid parking where applicable, while considering bus and vehicle movement through this busy corridor. Additionally, Parking Services should work with the Division of Traffic Management to explore adding multi-space paid parking kiosks to the west side of High Street adjacent to the Ohio State campus, north of 11th Avenue and south of Lane Avenue. This would require removing a through travel lane and may require peak travel period parking restrictions to maintain the travel lane for traffic flow during peak travel periods and/or events.

Replaced or new meters should be multi-space on adjacent blocks, with in-ground sensors and mobile payment capability.



# University District: Management Roadmap



## **CREATE A PARKING BENEFIT DISTRICT FOR THE UNIVERSITY DISTRICT STUDY AREA:**

Prior to implementing other changes in the University District, the city should create a parking benefit district that covers the area. This parking benefit district should establish the study area as a parking management district where customized parking management can occur. Establishing the area as a parking benefit district should be accompanied by the following sub-strategies:

- The parking district should be managed by Parking Services in conjunction with a local board of representatives
- The parking district board should help to establish meter rates and help implement strategies outlined in the SPP framework

A portion of parking meter revenue should be reinvested into the study area to fund the creation of flex zones, the roll-out of parking management and technology improvements, and multimodal transportation and mobility enhancements.





# University District: Management Roadmap



## IMPLEMENT TIME-RESTRICTION SIMPLIFICATION AND PERMIT PARKING REFORM:

Several residential parking permit zones exist throughout the University District with varying restrictions and regulations. This plan recommends simplifying these restrictions and revamping the permit programs in the area to better balance the needs of residents, students, businesses, transients, and visitors. Specific recommended actions include the items below and on the following page. These should be considered the base features of RPPs in the University District; adjustments can be made to these features as appropriate based on unique context-sensitive needs.



Proposed initial zones for eventual residential parking permit zones in the University District. These boundaries are proposed as a starting point and should be finalized through stakeholder engagement.

### 1. RESIDENTIAL PERMITS:

Single-family homes and multifamily developments are eligible for one (1) annual permit per licensed driver.

**Short-Term Residents** (recommended to be defined as licensed drivers with student and/or temporary teaching status):

- Implement temporary semester permits (5-month increments) to accommodate short-term residents studying and working in the area.

- Conducting a thorough engagement and communication campaign associated with any potential rate changes is essential. This campaign should include promotion and communication about the various parking options on campus, and the resources and information on the mobility options in the area, including COTA connectivity.



# University District: Management Roadmap

## 1. BUSINESS PERMITS:

- Implement a business permit price of \$100 for the first four permits, progressively escalating by \$100 annually for each permit after four. Limit up to ten (10) permits per business. Permits one to four will be good 24/7 and any permits beyond four will be good 8:00 a.m.-12:00 a.m.

## 2. GENERAL NOTES:

- Establish uniform time restrictions of “3-hour parking 8:00 a.m.-12:00 a.m. Except city Permit \_\_\_\_.” No overnight restrictions are recommended.
- As paid parking and residential permit programs expand across the area, consider the realignment of residential parking permit boundaries to match the boundaries depicted in the map on the previous page. Finalization of boundaries should be done consistent with stakeholder engagement and should account for development density, local

mobility options such CABS transit shuttle service provided by Ohio State, and other identified factors.

- Monitor the issuance of residential and business permits relative to on-street occupancies and manage the number of permits in circulation relative to the number of on-street parking stalls so that optimal parking conditions are maintained. If demand routinely exceeds 80% on RPP blocks, consider strategies to limit the number of permits sold (through caps and other supply-based measures) and purchased (through incentives/disincentives).
- The Division of Parking Services should work with the Department of Building and Zoning Services to establish a multifamily development building cut-off date. Residents of multifamily developments built after this established date would not be eligible for on-street residential parking permits.

- Align semester permit rates more closely with Ohio State parking rates. A rate \$100 per licensed driver per semester is recommended as a starting point.
- No guest permits should be permitted for short-term residents.

- **Long-Term Residents** (recommended to be defined as other licensed drivers who do not meet the definition of short-term resident and whose driver license and registration match their address of residence):

- Implement a residential permit price of \$25 annually for the first permit, escalating progressively \$10 per permit to a maximum amount of \$55 annually.
- Limit one long-term guest permit per address, in addition to permit allowed outlined above.



## **TRANSITION TO VIRTUAL AND ONLINE PERMITTING WITH LICENSE PLATE RECOGNITION (LPR)-BASED ENFORCEMENT:**

The Division of Parking Services should,

over the span of two years, transition the management of residential parking permits zones in the study area to virtual and online permitting enforced by vehicles with mobile LPR. Lessons learned from the Short North Parking Plan roll-out should be leveraged to implement virtual permitting and LPR to streamline management and enforcement.



## **EXPAND PAID PARKING ACROSS ALL MANAGED PARTS OF THE STUDY AREA:**

Following the implementation of meter modification, refinement of the RPP

program, and the introduction of virtual permitting and LPR for enforcement, the city should expand paid parking across all managed (via a RPP program) block faces in the study area to promote target occupancy and turnover, incentivize compliance in the area's RPP programs, protect residents, and support the parking and mobility goals of the area as it grows.

Those with a valid RPP permit should be exempt and rates should be set to be consistent with High Street parking rates. This expansion must be supported by virtual online permitting and mobile LPR enforcement. Physical meters should be retained along High Street and on immediately adjacent blocks. Payment on residential blocks should be implemented as mobile payment only. Day passes should be offered via the mobile app.



## **INTRODUCE DEMAND-BASED PRICING:**

Following the introduction of paid parking throughout the University District, demand-based pricing should also be implemented in the University District study area.

Rates should be adjusted up or down on a bi-annual basis per the guidelines outlined in this SPP to support target parking occupancy. The city should work with local stakeholders to establish appropriate boundaries for collected data and adjusting rates. Rates should be set consistent with Downtown, with a price floor of \$0.50 per hour.



## TIER 2 PRIORITY



### CONSIDER MODIFICATION OF METER TIME LIMITS ON HIGH STREET:

To establish uniformity with meters further south on High Street and consistency with RPP

time-limits, consider modifying 2-hour meters in the study area to 3-hour meters priced initially at \$0.75 per hour. This should be done in collaboration with the Division of Traffic Management, consistent with peak period travel restriction needs. Adjust meter rates bi-annually in preparation for demand-based pricing to come later.



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

As is recommended in other study areas, establishing

flexible curb zones for TNC pick-up and drop-off is recommended in the University District study area, particularly along High Street. This should be done only under consultation with approved traffic control and management plans, particularly for Ohio State football games. Curb zones that serve commercial loading during the day should be designated as TNC pick-up and drop-off areas in the evenings and at peak demand times, such as during Ohio State campus events (e.g., concerts and sports). This strategy is critical to promoting and facilitating non-vehicular access to the district by visitors and patrons.





# University District: Management Roadmap

## TIER 3 PRIORITY



### IMPLEMENT PROGRESSIVE

**PRICING:** Parking Services should leverage data analytics and capabilities from multi-space meters and the mobile payment platform to implement progressive pricing for

paid parking in the study area. Meters and the mobile payment platform should be set to have rates increase incrementally.

Progressive pricing will deter meter feeding and excessive parking durations in the area. The hourly rate should increase 50% per hour after the stated base time limit, rounded to the nearest \$0.50. Individuals wishing to park beyond the stated base time limit may do so, but at the escalating hourly rates. Mobile LPR will facilitate enforcement of progressive paid parking areas.



### CREATE A SPECIAL PARKING AREA FOR THE HIGH STREET CORRIDOR AND MODERNIZE OFF-STREET PARKING REQUIREMENTS:

To help shape the development/redevelopment of the High Street corridor and areas adjacent to the Ohio State University campus, it is recommended that a special parking area be created. The special parking area should be governed by a local board and Parking Services, and the boundaries should be determined in concert with local stakeholders.

In conjunction with a creation of the special

parking area, this plan recommends the city do the following in the corridor:

- ▶ Modernize the City of Columbus zoning code for development in the designated High Street 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.
- ▶ **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-



# University District: Management Roadmap



## Management Roadmap

	TIER 1	TIER 2	TIER 3
<b>UNIVERSITY DISTRICT (TO START IN YEAR 2)</b>			
▶ Restore and Expand Meters on High Street (To Start in Year 1)	Orange		
▶ Create a Parking Benefit District for the University District Study Area	Orange		
▶ Implement Time-Restriction Simplification and Permit Parking Reform	Orange		
▶ Transition to Virtual and Online Permitting with License Plate Recognition (LPR)-Based Enforcement	Orange		
▶ Expand Paid Parking Across All Managed Parts of the Study Area	Orange		
▶ Introduce Demand-Based Pricing	Orange		
▶ Consider Modification of Meter Time Limits on High Street		Orange	
▶ Create Curb Flex Zones for Transportation Network Company (TNC) Pick-Up and Drop-Off		Orange	
▶ Implement Progressive Pricing			Orange
▶ Create a Special Parking Area for the High Street Corridor and Modernize Off-Street Parking Requirements			Orange