

Parking Study Examines Current and Future Needs

A downtown parking study was completed by Walker Consultants, a national leader in downtown parking management. A parking demand analysis was performed for Phase II to determine peak hours of each proposed use and maximum efficiency of the parking spaces. The study looked at the parking supply and demand for Downtown Phase II.

The study also looked at current downtown parking needs. Parking space utilization was counted in downtown parking lots throughout the day to determine peak hours for each lot and the on-street parking spaces. The count identified areas that are at capacity and lots that consistently have available spaces.

The study concluded that there is currently enough parking in the downtown, but better management including parking time limits, enforcement, and signage would help distribute the parking to the underused areas.

City currently is implementing several recommendations from the study. These include:

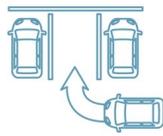
- **Signage:** Directional signs to public parking have been installed for the surface lots in First and Main.
- **Enforcement:** The City is establishing an expanded parking enforcement program. We are looking at program staffing and technology resources, such as automatic license plate recognition, to increase efficiencies.
- **Parking Committee:** A parking advisory committee was created, which included staff, merchants and citizens, to assist with parking study data collection, issue identification, and review of potential solutions. The committee will be expanded for a broader cross-section of downtown stakeholders that will help guide implementation.
- **Finding Parking:** As Phase II moves forward, the City will contract for the design and implementation of a signage system to direct employees and visitors to available parking and integrate Main Street, First and Main, and Phase II into a unified parking system.
- **Shared Parking:** The city is engaging private parking lot owners to determine options for expanding private lots for public use.

SMART PARKING

DOWNTOWN PARKING STUDY RESULTS

- 1. PLENTY OF PARKING** 

Adequate number of parking spaces, but not evenly distributed.
- 2. USE PRIVATE LOTS** 

Expand shared parking opportunities with private lots not used during peak times.
- 3. INCREASE TURNOVER** 

Regulate turnover with a mix of short-term and long-term spaces and increased enforcement.
- 4. USE LONG-TERM LOTS** 

Expand promotion of available long-term parking areas to encourage use.
- 5. IMPROVE SIGNAGE** 

Expand signage to guide employees and visitors to available parking.

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