Addendum

Exhibit E:
Traffic and Parking Elements Study

A Traffic and Parking Elements Study was commissioned by the Portage County Business Council and performed as an independent study by John D. Edwards, PE, Transportation Consultant. The study was completed in advance of the DPN consulting team's site visit to complete Phase II services – the Urban Design and Real Estate components. The Parking & Traffic Study was considered by the DPN consulting team as a point of reference for various related actions and strategies proposed in this report.

TRAFFIC AND PARKING ELEMENTS

DOWNTOWN DIRECTIONAL STUDY

FOR

STEVENS POINT, WISCONSIN

Prepared for

Portage County Business Council
and
Stevens Point Main Street

John D. Edwards,PE Transportation Consultant

June 2001

INTRODUCTION

The City of Stevens Point, Wisconsin and the Portage County Business Council initiated a strategic plan or vision for downtown Stevens Point in 1998. Titled the "Directional Study" for Downtown Stevens Point, the plan is composed of four major elements:

- an Economic Analysis of the Downtown;
- the Best Uses for Downtown Real Estate;
- an Urban Design Plan; and
- a Traffic and Parking Management Plan.

This report is the fourth element in the Directional Study which will be followed by the Economic Analysis and Urban Design Plan. While it is being undertaken early in the strategic plan process, the traffic and parking analysis will provide valuable input into the other elements of the study.

In preparation for the traffic and parking analyses several study elements have been completed. A pedestrian intercept study was done to determine the perception of downtown by customers. A business survey and two focus groups to identify what the downtown stakeholders wish for the future downtown was done as well.

In 1989 a Parking Study for the downtown Stevens Point was completed. The results and recommendations of this study were also reviewed in preparation for the parking analyses and recommendations which are included in this report.

Currently, a bypass of U.S. 10 is being planned for the Stevens Point area. While the specific alignment is not currently known, traffic projections have been prepared for 2010. These projections suggest substantial increases in east-west travel but not much increase in those streets serving downtown Stevens Point, i.e., Center Point Drive and Clark Street. The current daily traffic volumes of 10,000 - 12,000 vehicles per day (vpd) on each of the above streets at the edge of the downtown are likely to remain while in the mid portions of each route the volumes may only be 7,500 to 9,600 vpd. This suggests considerable latitude in how we address the use of

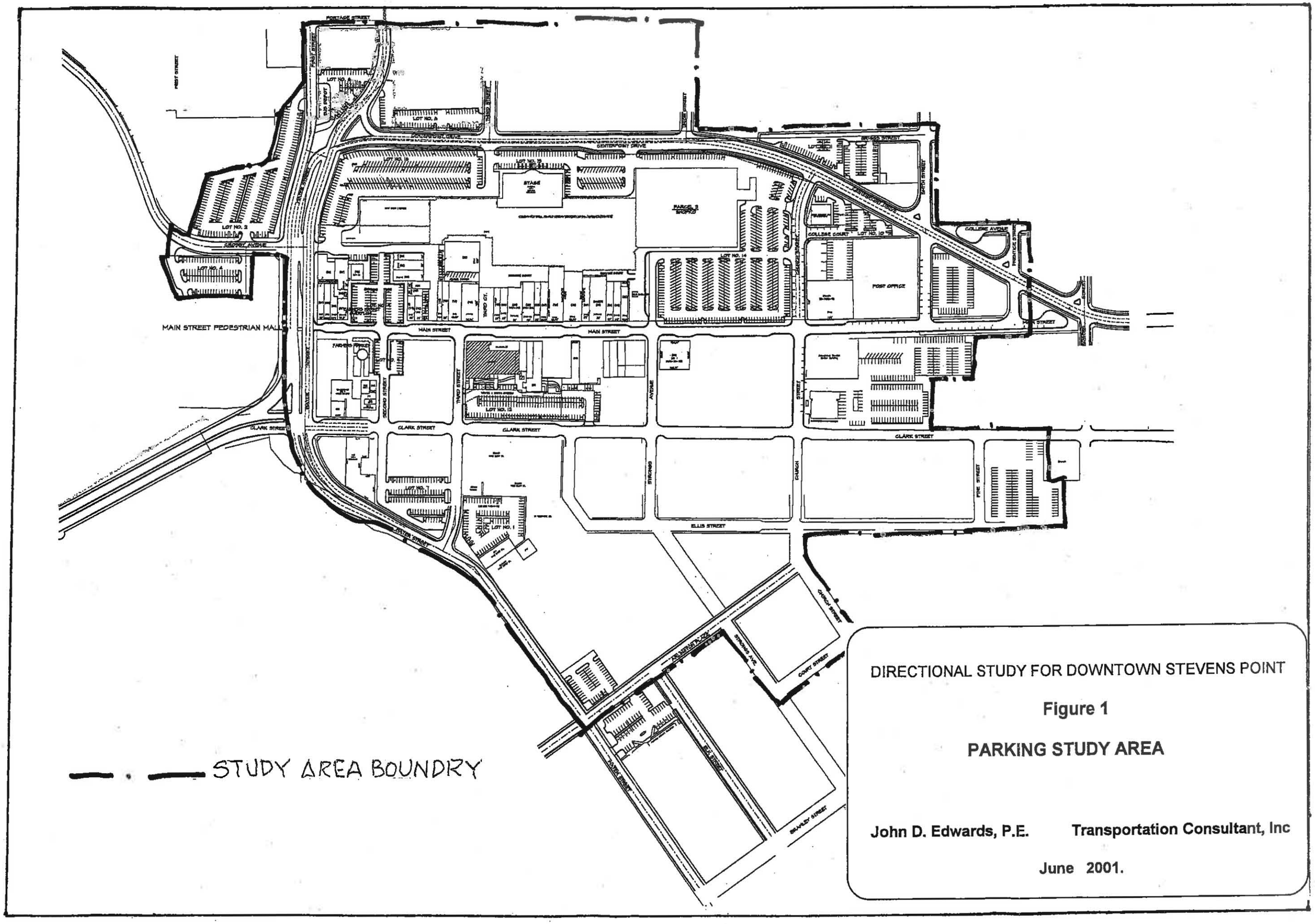
these streets.

The economic analysis, real estate market and the urban design plan are to be initiated in August 2001. During that process, the results of the traffic and parking analyses will be made available and the resulting urban design plan will be reviewed by the Transportation Consultant for concurrence.

The traffic and parking analyses and the resulting plans are presented in two stages: an immediate action phase and a long range phase. The immediate action phase will include those things that are relatively easy to accomplish such as pavement marking and signing, parking lot redesign, additions to on-street parking and promotion. Long range projects are likely to include such changes as rerouting of streets, street closures and "rationalization" of the street system as well as recommendations for parking ramps.

Study Area

The study area is generally defined as the downtown of Stevens Point and extends from Center Point Drive on the north to Arlington Place and Court Street to the south and east to Rogers Street, although it is obvious that traffic issues outside this study area influence to some extent the traffic volumes circulating within. Some parking areas are outside the above described boundary but were included in the parking survey because they are a part of the parking issue. Figure 1 illustrates the parking survey boundary.


MAIN STREET PEDESTRIAN MALL
STUDY AREA BOUNDRY
DIRECTIONAL STUDY FOR DOWNTOWN STEVENS POINT
Figure 1
PARKING STUDY AREA
John D. Edwards, P.E.
Transportation Consultant, Inc
June 2001.

EXECUTIVE SUMMARY

The following conclusions and recommendations are further detailed in the latter parts of the report.

Conclusions

Stevens Point has 3,744 parking spaces of which 2082 are public (available to anyone) spaces.

Stevens Point has a very high percentage of off-street spaces 3378 or 90% of the total parking supply of 3744. This compares to average totals of 60 - 65% off-street.

Stevens Point has a very high percentage of public off-street spaces, many of which are unlimited in time restrictions. There are 1713 off-street public spaces.

Stevens Point has 156 spaces per thousand population which is double the average number of spaces per 1000 (75/1000) for cities of this size.

The City of Stevens Point has been very active in providing adequate parking for downtown stakeholders.

Peak use of parking for an average week occurs between 11:00 A.M. and 12:00 Noon with 2360 spaces occupied out of 3744 spaces. This represents an occupancy of 63% which is relatively low for a downtown of this size.

There is a disparity between the peak use of on-street parking (65%), the off-street private use (71%) and the off-street public lots (55%).

It is not normal for private off-street spaces to have a higher peak use than on-street spaces. This

Parking rates for leased parking are very low ($10 to $20 per month) and do not truly reflect the cost of parking. At a land cost of $1000 per space, a maintenance cost of $100 to $200 per year, and a capital cost of $2000 to $3000 per space for surface parking, a monthly charge of $30 - $40 is necessary to truly amortize the cost of a surface parking space.

Recommendations

- Remove all parking meters on street in the downtown area
- Convert Main Street to two-way operation from water street to Smith Street.
- Convert Strongs Avenue from one-way to two-way operation from Arlington Place to Main Street.
- Install truck loading zones on Main Street.

- Widen Main Street from Water Street to Second Street from one lane with parallel parking to two lanes with parallel parking.
- Reduce traffic to two lanes on Clark Street and add angle parking.
- Increase parking supply by the expansion and redesign of the Associated Bank Lot, Municipal Lot # 1 and the Sentry Insurance Lots "C" and "D".

- Relocate the parking permits in Municipal Lot # 12 to the expanded Municipal Lot # 1.
- Institute a record keeping system for overtime parking tickets and maintain a list of tickets issued in the downtown area.
- Designate a night time residential parking zone in the Shopko Lot for second story downtown residents.

- Prepare and circulate a parking map to all downtown merchants and property owners.
- Prepare articles on downtown parking availability for the local print media.
- Evaluate long range structured parking sites for public and private use on the south side of the downtown area - a select <u>one</u> for implementation.

PART 1 - TRAFFIC AND PARKING ISSUES FOR DOWNTOWN

Early in the planning process input has been received from downtown stakeholders on their perception of downtown problems and issues. This effort started with the Intercept Surveys and Focus Groups and has continued with a series of meeting with downtown groups. These groups are identified in Table 1 and represent a wide range of interests including City and County governments, private businesses, merchants and major downtown property owners.

Table 1: Stakeholder Input to the Traffic and Parking Analyses

Groups	Representatives	# of Participants
Mayor's Task Force	Councilperson, Task Force Members	5
Associated Bank	Facilities Manager	1
Noel Group	Sr. Vice President	1
Mayor, City of Stevens Point	Mayor	1
Dial Properties	Telephone Interview	1
Retailers	Mayors' Task Force, Business Leaders	8
Portage County	County Commissioner, County Clerk	2
City Staff	City Planner, Public Works, Parking Enforcement, Police Chief	11
Sentry Insurance		1
Mall Tenants	Mall Manager & Retailers	8

Parking issues identified throughout he various meetings and interviews are listed in Table 2.

Table 2: Major Issues
PARKING Pedestrian walkways Coordinated signage program 3-hour parking in the mall Limited parking near major employers Expansion of Lincoln Center Increase on-street time limits Perceptions of downtown workers Expand parking for the mall Will downtown be a retail center again? Limited parking for Center Point MaketPlace Truck loading on Main Street Second story residential parking
TRAFFIC Loading zones on Main Street? Easy access to Downtown More accommodation for bikes Relocation of U.S. 10 Impact of the Bypass Traffic flow issues - one-way streets Improve directional signage Improve access from State Route 5 Improve pedestrian flow - more crosswalks Improve access from the north Better traffic links to downtown Should Main Street be opened? Speed bumps on Main Street

The report is organized to address traffic and parking separately for simplicity, although parking issues and traffic issues are interrelated. Changes made in parking and/or traffic will inevitably affect the other.

PART II - TRAFFIC IN DOWNTOWN

Downtown Stevens Point is the focal point of traffic in Portage County. While streets downtown no longer carry the highest volumes in the County (U.S. 10 at Interstate 39 carries the highest volumes with over 33,600 vph) Within the study area the highest volumes occur on Clark Street with 11,600 vpd east of Church Street. The most highly developed section of downtown between Water Street and Church Street have traffic volumes considerably lower - 7,000 to 9,600 vpd on Clark Street and Center Point Drive.

The intersection of U.S. 10 and Center Point Drive has over 25,100 vpd entering and the intersection of Division Street (U.S. 51) and Clark Street (U.S. 10 East) has a total of 24,900 vpd entering. The major north-south traffic flows are east of the downtown area and do not affect downtown circulation. Both Division Street and Interstate 39 (U.S. 51) carry heavy traffic volumes (well over 15,000 vpd) and; therefore, other north-south routes such as Water Street and 1st and 2nd Streets have volumes below 7,000 vpd.

Roadway Capacity and Volumes

Due to the major improvements on Center Point Drive in the 1980's and on Clark Street in the year 2000, there is an ample supply of roadway capacity. The one-way system of Clark Street, with 2 - 3 lanes eastbound; and Center Point Drive, with three lanes westbound, provide capacity for 15,000 - 18,000 vpd[1] each. Therefore, no congestion exists and operating speeds are relatively high (30 - 40 mph). It would be desirable to reduce operating speeds to 20 miles per hour in the segments with high pedestrian concentrations between Water and Church Streets.

Main Street is a two-lane street with parallel parking, operated one-way westbound. Traffic volumes are very low - 2400 to 4800 vpd - and access to Main Street at either end is limited. Due

[1]U.S. DOT, Highway Capacity Manual 1996 Edition

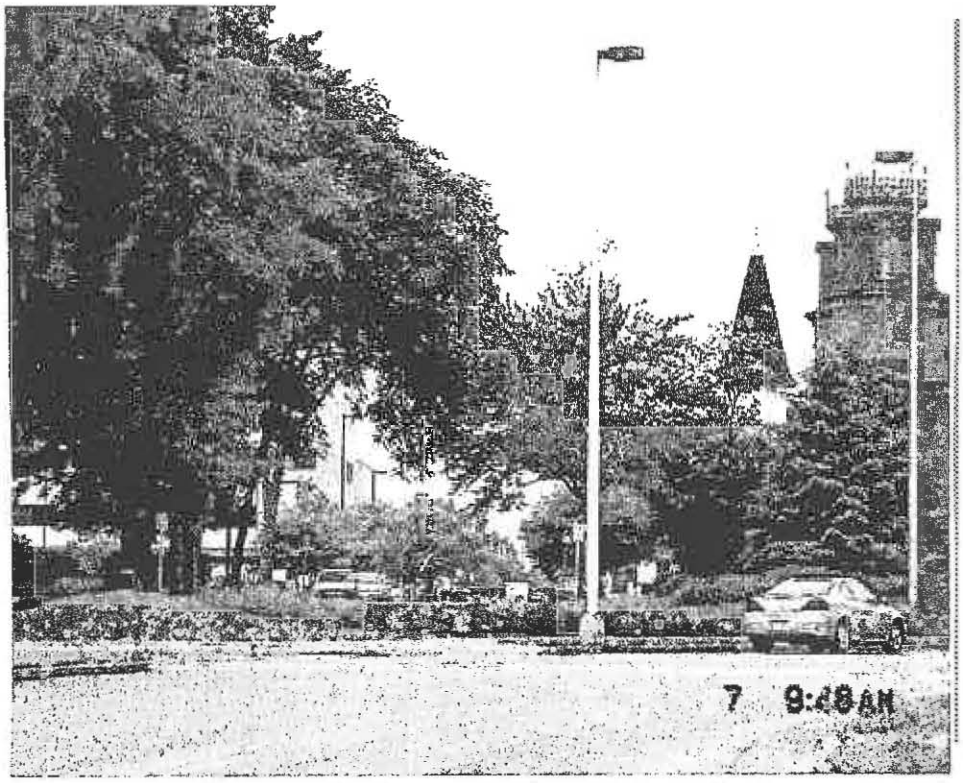
to the restrictions on access to Main Street, coupled with the one-way operation of Strongs, Main and Clark Streets, circulation for those unfamiliar with downtown is difficult.

Internal Circulation Problems

While the one-way pair of Clark and Center Point Drive provide very adequate capacity and very high levels of service, traffic circulation within the downtown area is not easy. In the many interviews and through focus groups a number of comments were noted about the difficulty of access and circulation within the downtown area. This is due to two primary causes:
(1) one way-streets and (2) the restrictive access to Main Street. Figure 2 illustrates one-way streets in downtown.

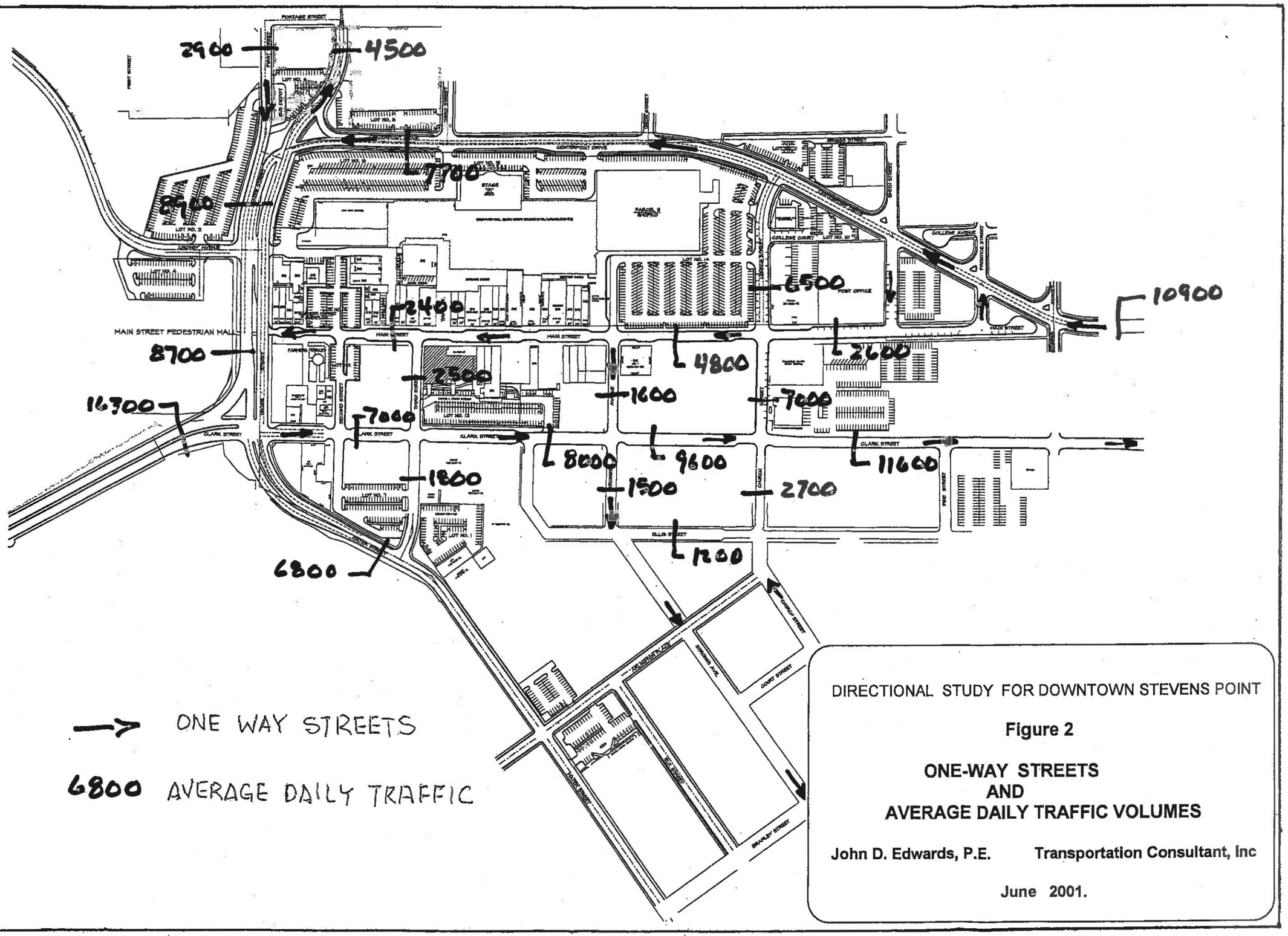
One-way streets are "great" for moving traffic, or for preserving on-street parking while moving traffic, but they are not great for providing convenient access to individual points or for being "motorist friendly" for local circulation. Many one-way street systems were installed years ago when downtown traffic was higher and there was a need for more capacity. With the exception of east-west traffic flow on Clark Street and Center Point Drive, the other one-way streets are not necessary and only frustrate motorists in the downtown area.

The second major impediment to circulation downtown is the access to Main Street. The closure of Main Street at Rogers Street and the "right-turn only" at Water Street severely restrict the use of Main Street and is confusing to motorists who are not downtown every day. The picture shows what a motorist sees as he approaches downtown from the east. There is little indication that a traditional "Main Street" exists and for the stranger or infrequent visitor, one might miss Main Street altogether.



Directional Signage and Orientation

During the stakeholder input sessions an issue that was mentioned constantly was the lack of "readable signage" for the MarketPlace and other destinations downtown. The need for better signage, better direction and



DIRECTIONAL STUDY FOR DOWNTOWN STEVENS POINT

Figure 2

ONE-WAY STREETS AND AVERAGE DAILY TRAFFIC VOLUMES

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June 2001.

PART III - PARKING IN DOWNTOWN

Downtown parking is recognized by merchants, customers, employees and business owners as one of the keys to success. Retailers are particularly sensitive to parking needs and parking is at the "top-of-the-list" when needs are identified. In the intercept surveys of customers and business owners 43% of the respondees reported they were "dissatisfied" or" very dissatisfied" with parking. The focus groups also commented on the lack of parking for employees. While those comments are helpful in gaging customer and business owner perceptions, one must evaluate parking in a factual manner as well.

Parking Surveys

Three parking surveys have been conducted by the Portage County Business Council under the direction of the Consultants. The surveys included: (1) an inventory of parking spaces; (2) a parking occupancy survey; and (3) a parking turnover survey. The results of these surveys and comparisons with national norms for cities of 25,000 population are discussed in the following paragraphs.

Parking Inventory

The parking inventory is simply a count of the number of spaces by block by type. Typically, on-street, off-street public and off-street private spaces are tabulated. Appendix "A" contains a detailed breakdown of spaces by type and by block. Table 3 provides a summary of the inventory.

Typically, downtowns have about 75 spaces per 1,000 population. Assuming a city population of 24,200 persons - the expected range of spaces for Stevens Point would be 1800 to 1850 spaces. One can readily see the Stevens Points with 3744 spaces is considerably above that number with 156 spaces per 1,000 population.

Another interesting statistic is the ratio of on-street to off-street spaces. For Stevens Point, over 90% of the downtown spaces are located off-street (see Table 3). This compares to a national

average of 60 - 65% of the total spaces located off-street. Another interesting characteristic is the number of off-street public spaces. There are 1713 off-street public spaces for general public use which is very unusual for a town the size of Stevens Point. This is unusually high!

Table 3 - Downtown Parking Inventory		
Type Space	# of Spaces	% of Spaces
On-street	369	10%
Off-street:		
Public	1113	46%
Private	1665	44%
Off-street Sub-total	3378	90%
TOTAL - ALL SPACES	3747	100%

Source: 1999 Parking Survey

Parking Occupancy

The parking occupancy surveys were conducted on Wednesday and Thursday, May 23 and 24, 2001. These surveys include a count of every vehicle parked both on-street and off-street within the survey area each hour from 8:00 A.M. to 4:00 P.M. The peak occupancy occurred at 11:00 A.M. with 53% of the spaces occupied. On-street spaces experienced a much lower occupancy than off-street public spaces, which is atypical - normally on-street spaces enjoy higher use because those spaces are more convenient. The peak occupancy shown in Table 4 is low and indicates that, overall, the number of spaces is adequate. There are a few blocks where occupancies are over 70% but these are limited and always have adjacent blocks with low occupancies. Appendix "A" includes block-by-block tabulation of spaces and occupancy.

Peak occupancy on-street and off-street is at 11:00 A.M. on a typical weekday with 239 spaces occupied on-street and 2132 spaces occupied off-street. Most downtown parking facilities peak at 11:00 A.M. - 1:00 P.M. during the day. Figure 3 illustrates all lots and block faces with occupancies over 75%. Only eight block faces out of 54 exceed 75%, and all adjacent blocks show low occupancies- meaning parking is available a short walk away. Not so common is the extremely high usage of many private off-street lots - the M & I Bank, Associated Bank, Sentry Insurance and Noel lots are heavily used - 90 to 100% during the peak hours - as is the Post Office lot and, during court sessions, the County and City Hall lots. This points to the need for additional convenient parking in the southeast sector of the study area.Clearly, there is no lack of parking spaces overall.

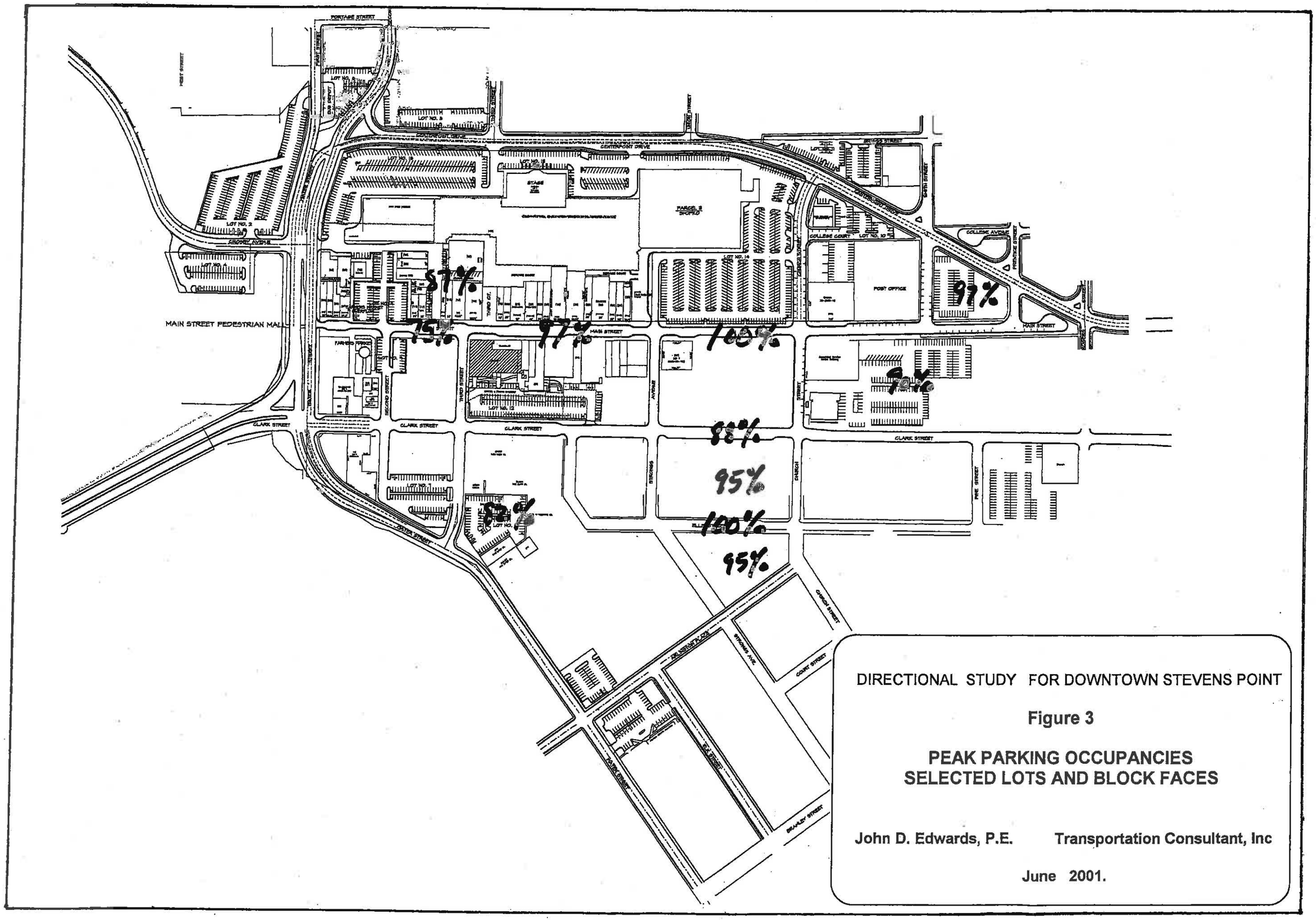

PORTAGE STREET
FIRST STREET
WEST STREET
LOT NO. 3
LOT NO. 2
LOT NO. 1
ASCOTT AVENUE
MAIN STREET PEDESTRIAN MALL
CENTERPOINT DRIVE
STAGE
PARCEL 2
SHOPPED
BRIDGE STREET
SIXTH STREET
COLLEGE AVENUE
COLLEGE COURT
LOT NO. 10
LOT NO. 14
POST OFFICE
PRESCOTT STREET
MAIN STREET
FARMERS MARKET
SECOND STREET
THIRD STREET
LOT NO. 12
CLARK STREET
STRONG AVENUE
CHURCH STREET
PINE STREET
DEPOT STREET
CHURCH STREET
ARLINGTON PLACE
STRONG AVE.
COURT STREET
TAYLOR STREET
BRIDGE STREET
BRADLEY STREET
37%
75%
97%
100%
97%
90%
92%
95%
100%
95%
DIRECTIONAL STUDY FOR DOWNTOWN STEVENS POINT
Figure 3
PEAK PARKING OCCUPANCIES
SELECTED LOTS AND BLOCK FACES
John D. Edwards, P.E.
Transportation Consultant, Inc
June 2001.

Table 4 - Peak Parking Occupancy			
Type of Space	Existing Spaces	Peak Occupancy	% Occupied
On-street	369	239	65%
Off-street	3378	2132	63%
TOTAL	3747	2371	63%

Source: 1999 Parking Turnover Survey

Parking Turnover

Parking turnover is an important characteristic of parking usage since it is an indication of whether valuable on-street spaces are being used efficiently. It may also be an indication of enforcement activity of the time limit zones - low enforcement equals low turnover. Parking turnover is of primary interest for on-street areas in the retail district since this is where one expects the majority of short term parking (2 hours or less) to occur. Good turnover on retail block faces should exceed 5 vehicles per spaces per day. On other block faces a minimum of 3 - 4 vehicles per space per day should occur.

It is interesting that only four block faces on Main Street have a turnover of 5.8 or greater. These are in *the area of predominant retail use.* This factor indicates that there is healthy activity here, but turnover rates on Clark Street are disappointingly low - 1.7 to 2.6 vehicles per space/day. Overall, on-street spaces turned over 2.5 vehicles per space per day.

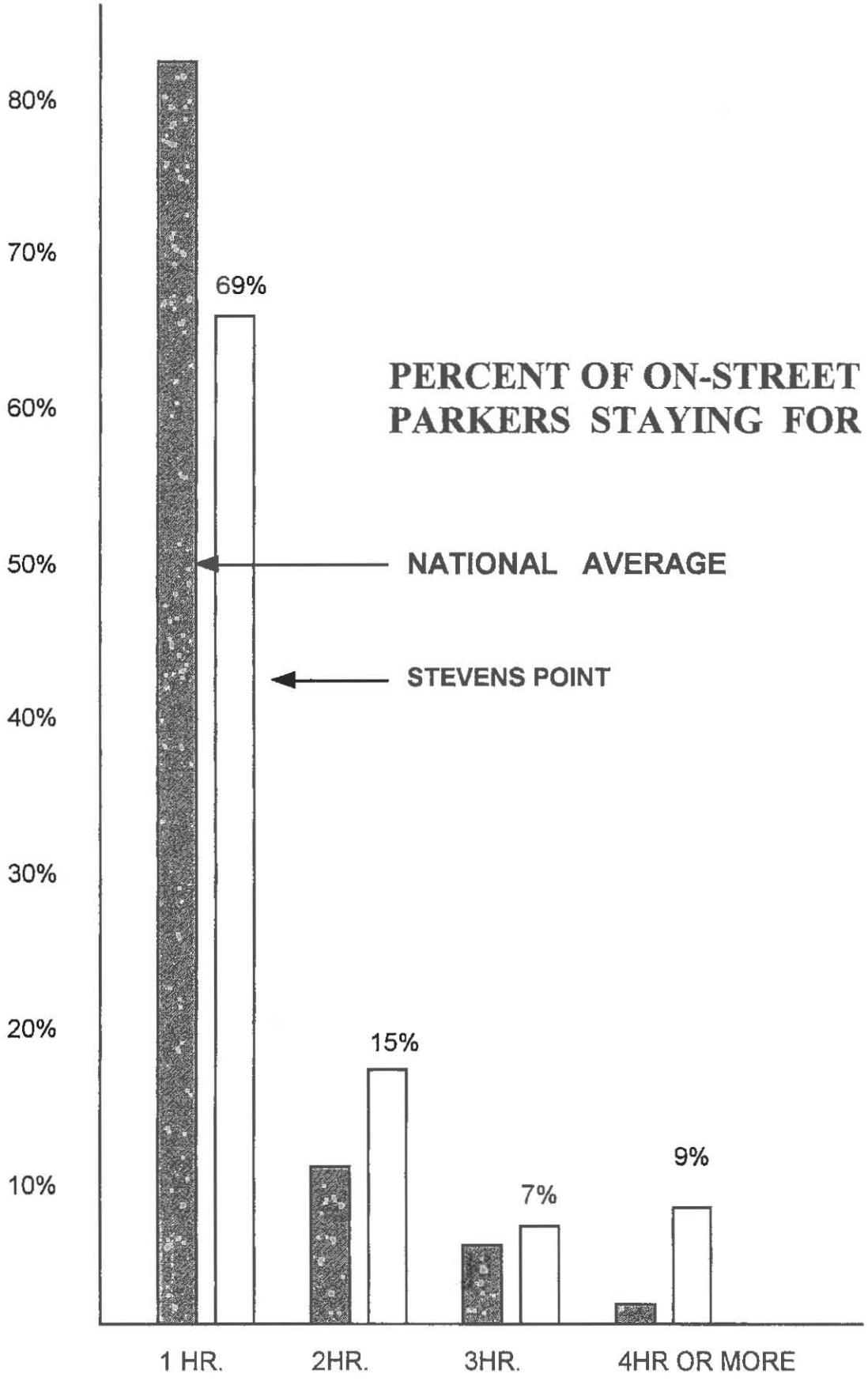
Parking Duration

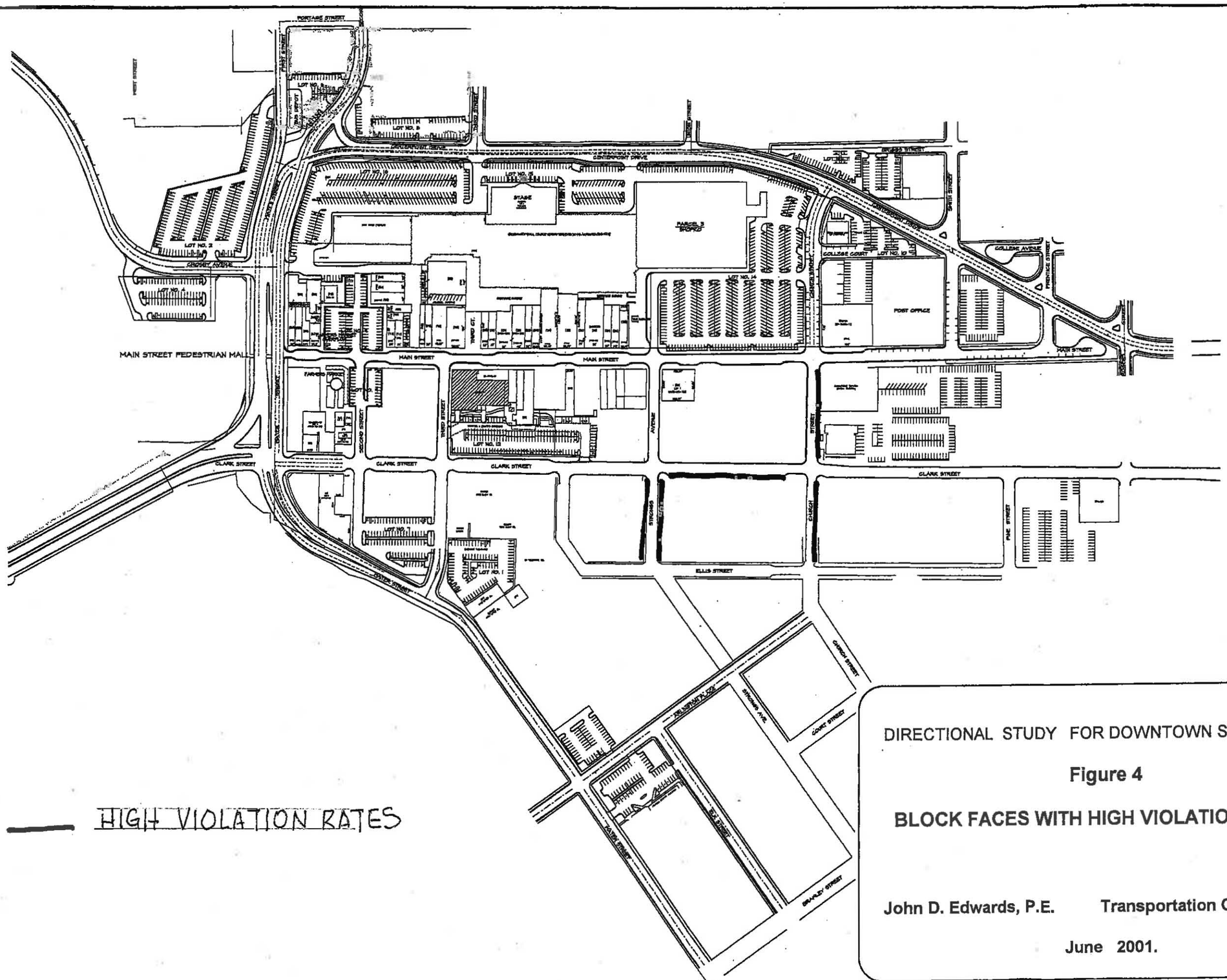
Parking duration indicates how long the on-street parker stays and is a prime determinant of effective parking enforcement. The parking turnover survey allows one to calculate the percent of the parkers staying for each of several time periods. Nationally, the division of parkers by time limit is: 82% one hour or less; 10% one to two hours; 5% two to three hours; 2% three to four hours; and 1% over four hours. The illustration that follows shows the duration of on-street parkers in the Study Area as compared to the national average.

Typically, with on-street time limits there will be a higher proportion of short-term parkers and a lower proportion of long-term (4 hours or over) parkers. Stevens Point has a higher proportion of long-term parkers and a smaller proportion of short-term parkers (less than two hours). It is apparent that long-term parking is occurring primarily on Clark, Strongs and Ellis Streets in the 2-hour time limit zone, but not on Main Street. An analysis of where the 2-hour violations are occurring is depicted in Figure 4.

Time Limit Zones and Parking Violations

In order to pinpoint where overtime parking violations are occurring, it is necessary to know where the time limit zones are. Figure 4 illustrates these areas. With the exception of a 15-


PERCENT OF ON-STREET PARKERS STAYING FOR
80%
70%
60%
50%
40%
30%
20%
10%
69%
15%
7%
9%
NATIONAL AVERAGE
STEVENS POINT
1 HR.
2HR.
3HR.
4HR OR MORE



DIRECTIONAL STUDY FOR DOWNTOWN STEVENS POINT

Figure 4

BLOCK FACES WITH HIGH VIOLATION RATES

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June 2001.

minute time zone in front of the Post Office, the remainder of the time limits are two hour. The parking violation rate for Stevens Point is 16% - well within acceptable limits.

Parking Enforcement

While it is important to have an adequate supply of parking uptown, it is even more important to manage that parking well - and a very significant part of parking management is enforcement. In Stevens Point the supervision of the police department. Enforcement of on-street parking is done from 9:00 A.M. to 4:00 P.M. on weekdays.

Parking Time Limits

One of the most abused and misunderstood parking regulations are time limits. Time limits are necessary, particularly for on-street parking. Parking time limits and regular enforcement serves to ration a scarce resource - convenient parking - and assures the maximum number of users access to parking. Typically, a two-hour time limit is used which is the case in downtown Stevens Point. Figure 5 illustrates the existing time limits in the study area. The best time limits are consistent throughout the study area, so some revision in time limits will be recommended.

Consistency is important in parking regulation as well. The use of meters in only a few locations causes confusion to shoppers and those using downtown streets just as short segments of one-way streets cause confusion and frustration. We should strive to remove these frustrating factors.

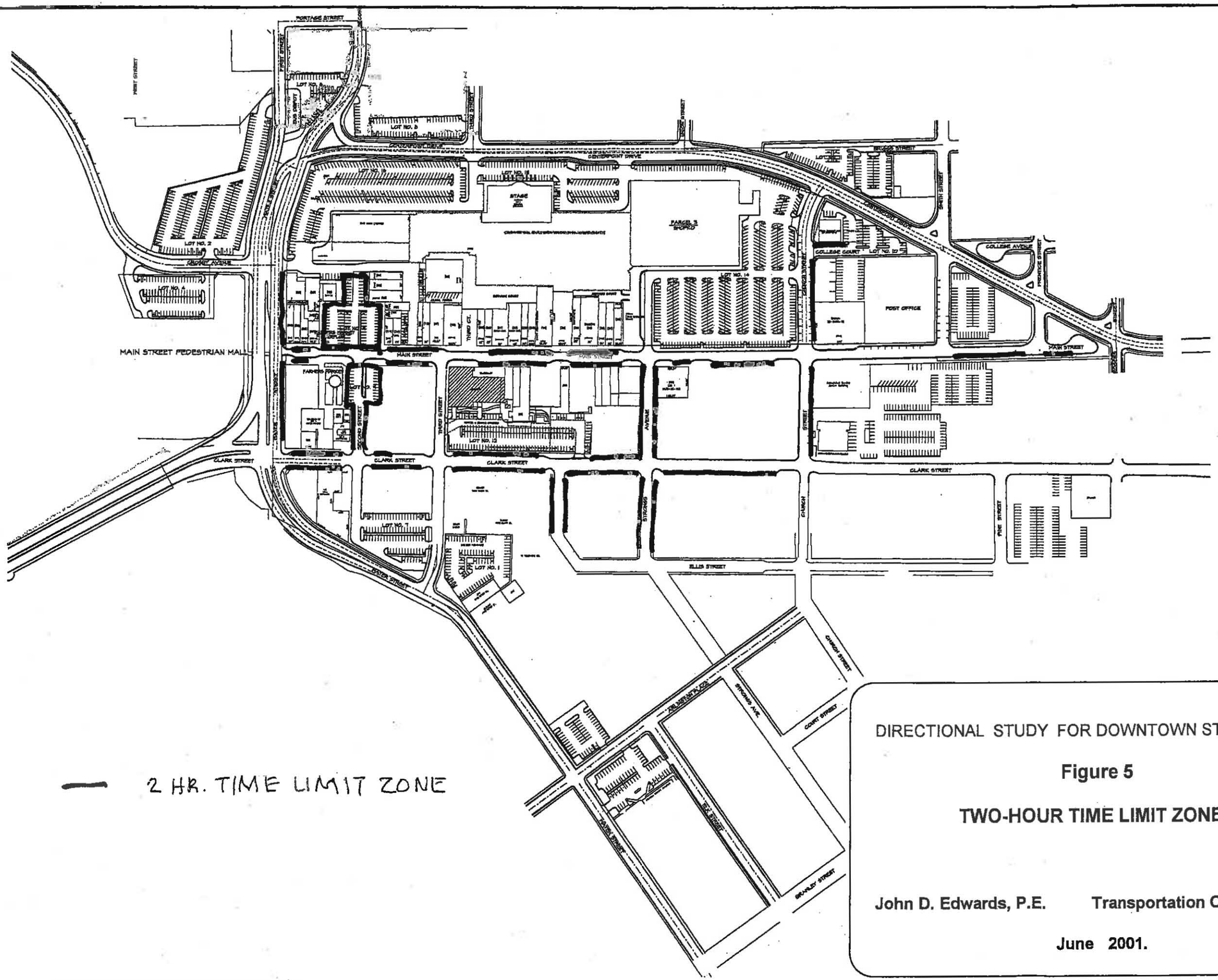
Parking Enforcement

Time limits coupled with a regular, well structured enforcement program assures the maximum number of happy parkers with the minimum number of tickets. The parking violation rate for the time limit zone is 187 out of 1099 parkers daily or 16%. This violation rate is quite low and indicates a good enforcement program.

One element of parking enforcement we were unable to evaluate is the number of overtime parking tickets written. This information is important in determining the levels of enforcement and the effectiveness of the enforcement program. Because enforcement personnel cover several areas of the City, no separate breakout of the downtown area parking tickets or enforcement levels was possible.

Promotion

There has been little promotion of the downtown parking system. We could find no newspaper, newsletter or other articles covering parking issues.



DIRECTIONAL STUDY FOR DOWNTOWN STEVENS POINT

Figure 5

TWO-HOUR TIME LIMIT ZONE

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PART IV - RECOMMENDATIONS

Previous sections of this report have detailed background information on traffic and parking including the perceptions of a variety of stakeholders, previous studies of the problems, and research on current conditions. The last two parts of this report will present recommendations and a schedule of short term and long term projects. While traffic recommendations are separated from parking recommendations for clarity and ease of understanding, one must understand that they are related.

Development Opportunities

Long range development opportunities in downtown Stevens Point are dependent on certain changes in the traffic circulation system and the provision of parking. Perhaps the most pressing needs are in the Clark Street corridor which has several significant office concentrations including Sentry Insurance and Noel. While these major users can be a catalyst for development, what is missing is a street that is inviting for pedestrian use and, therefore, retail use. High traffic speeds coupled with a very wide pavement make this street uninviting to the pedestrian. The limited amount of on-street parking is a further deferent.

The proposal to add angle parking on Clark Street will do several things: (1) it will slow traffic, (2) it will add much needed on-street parking spaces, and (3) it will make the street more pedestrian friendly. Slowing the operating speed to 20 mph is critical to encouraging pedestrian interaction across the street. Angle parking will increase on-street spaces by 30+- and encouraging retail development will stimulate pedestrian activity.

Another area of concern is the intersections of Center Point Drive and Second and Third Streets. A considerable amount of valuable land has been taken for the intersection designs of these three facilities. The interchanges are grossly "over-designed" based upon the traffic volume using these facilities. Use of the south curb lane of Center Point Drive for parallel parking would slow traffic and provide additional parking while the simplification of the Center Point/Water/2nd and 3rd Street intersection areas could provide additional lands for development.

Traffic Recommendations

As discussed in the review and analysis of background data, it is apparent that downtown is well served by the combination of Center Point Drive, Clark Street and Division Street. It is very easy to drive around the downtown area but no so easy to enter the heart of downtown particularly from the east and southeast. Three projects are proposed to alleviate this problem.

Open Main Street on the East Side

It is proposed to open Main Street to westbound traffic. See Figure 6 . Main Street from Rogers Street to Smith Street would remain one way to avoid creating a complicated intersection with Rogers Street. Opening the east end would provide an opportunity for an entry feature, would encourage more people to actually drive on Main Street and would expose more businesses to traffic, thereby, improving the economic health of downtown.

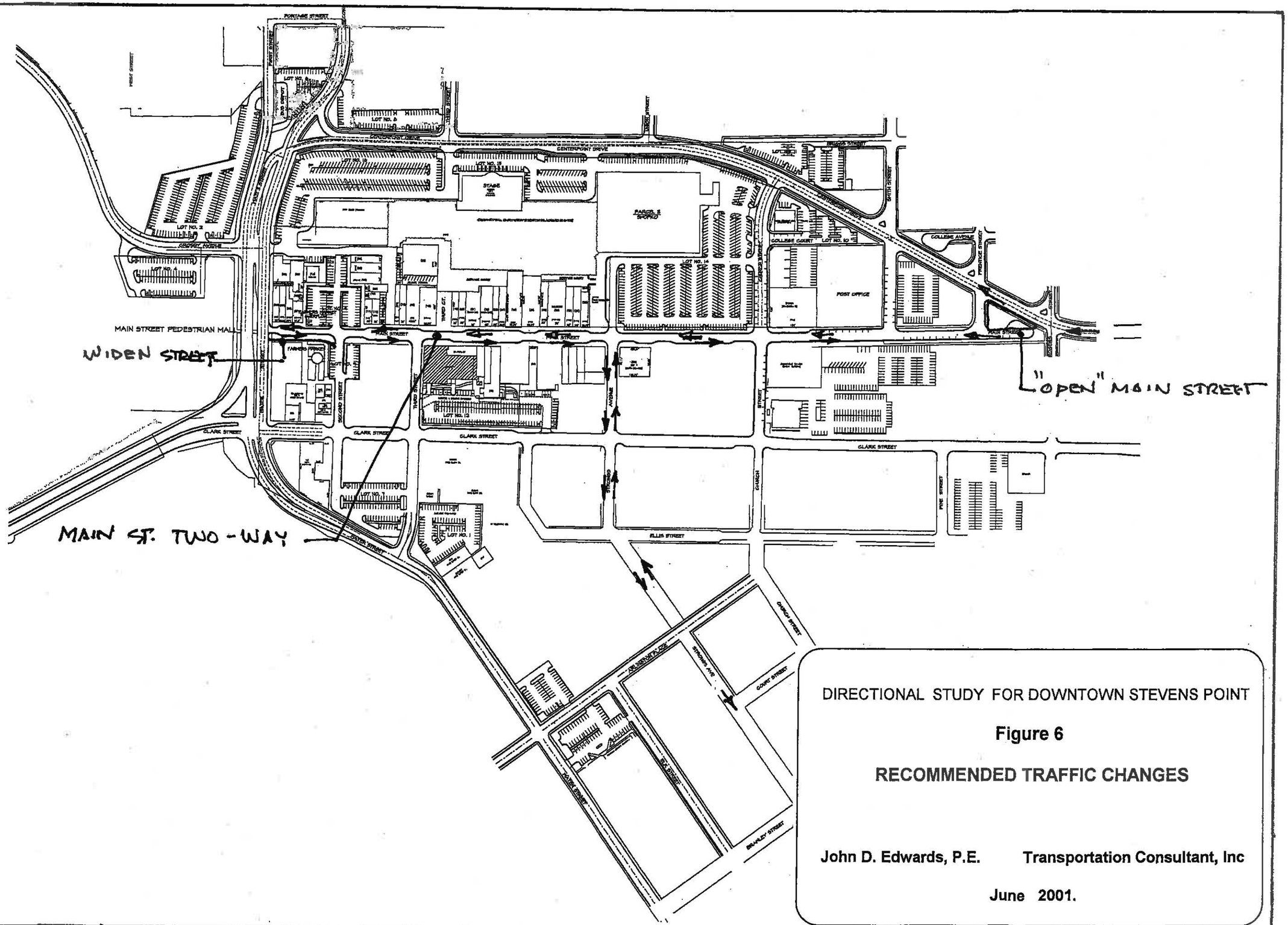
The second major traffic change is to make Main Street two-way from Smith Street to Water Street. This will necessitate widening a short block of Main street from Water Street to Second Street. Changing from one-way to two-way will make traffic circulation in downtown easier to understand, will improve the accessibility of individual businesses and will make Main Street more active - perhaps increasing congestion (which would be a good thing!). There has been some concern expressed about the loading issue and the fact that UPS, FedEX and delivery trucks double park because they don't have a place to load off-street. To meet this need several loading zones have been designated - one which is in the widened portion of Main Street and two which already exist on Third Street Court but are marked no parking. These areas are already being used for loading and so the change is a "formal" recognition of what is already happening.

The third change is the conversion of Strongs Avenue to two way from Main Street to Arlington Place. This again addresses the confusion to motorists of the short segments of one-way streets which make it difficult to circulate in downtown.

Angle Parking on Clark Street

Perhaps the most controversial change in traffic will be the addition of angle parking on Clark Street from Water Street to Church Street (see Figure 7). There are several reasons to consider this change: (1) operating speeds are too high on Clark Street and the angle parking will tend to slow traffic down; (2) Clark Street is an important retail district that needs help - the addition of angle parking will aid the development of retail businesses; (3) angle parking will provide additional parking (as much as 30 additional spaces) in an area of high short-term parking demand.

Not everyone will support this change. Wisconsin DOT will likely oppose the change on the basis that it will increase accidents; however, while some minimal increase in accident rates may occur these are typically minor "fender-benders" and do not pose a serious threat. The reduction in travel speeds will more that compensate for any potential accident increase. The increase in more convenient parking will stimulate retail development on Clark Street. Furthermore, some increase in congestion will be beneficial to the retail businesses on this street.



DIRECTIONAL STUDY FOR DOWNTOWN STEVENS POINT

Figure 6

RECOMMENDED TRAFFIC CHANGES

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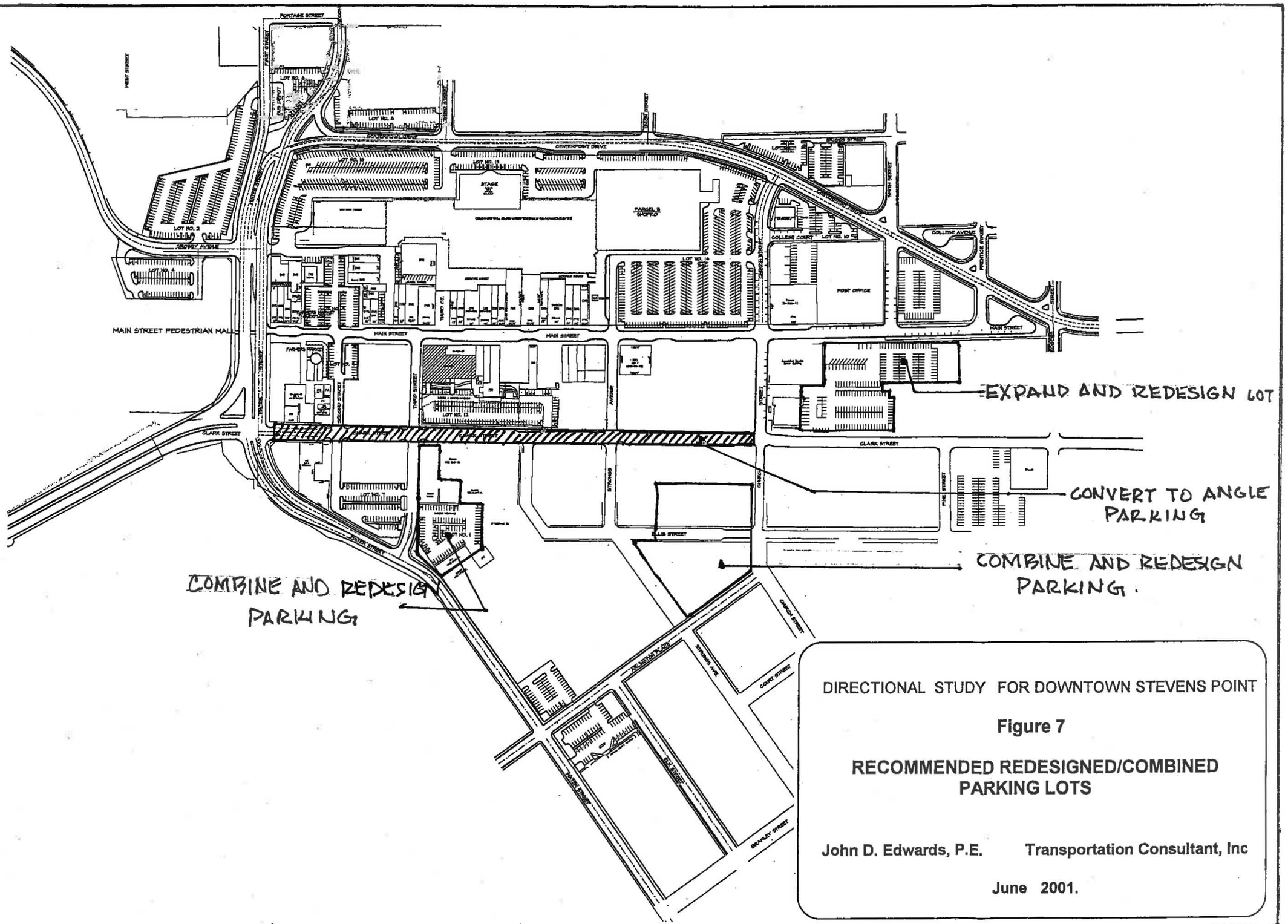
June 2001.



DIRECTIONAL STUDY FOR DOWNTOWN STEVENS POINT

Figure 7

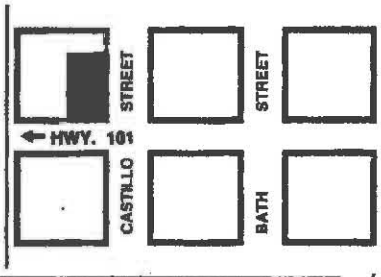
RECOMMENDED REDESIGNED/COMBINED PARKING LOTS

John D. Edwards, P.E. Transportation Consultant, Inc

June 2001.

Where To Park
In Downtown Santa Barbara

Santa Barbara's Downtown Public Parking Lots offer convenient access to Downtown and Old Town Businesses. Conveniently located throughout the parking lots are pedestrian walkways, "Paseos" which link the parking lots to State Street and surrounding areas!



Downtown Parking Rates:

First 90 Minutes	FREE!
(courtesy Downtown Businesses)	
Next Hour / Part	.50
Each Add. Hour	1.00
Maximum per Day	8.50

• Early Morning Surcharge •

(Until 9:00 AM)

First 90 Minutes	FREE!
Surcharge after free period	2.00
(In addition to normal rates)	
Maximum per Day	10.50

PARKING LOT ENTRANCE

TEMP. PARKING AREAS | DOWNTOWN PARKING LOTS | PASEO NUEVO ON SITE PARKING | COMMUTER PARKING LOTS

Park in any one of the lots and hop on the FREE Downtown Shuttle.

Catch it on State Street, there's a stop on every block.

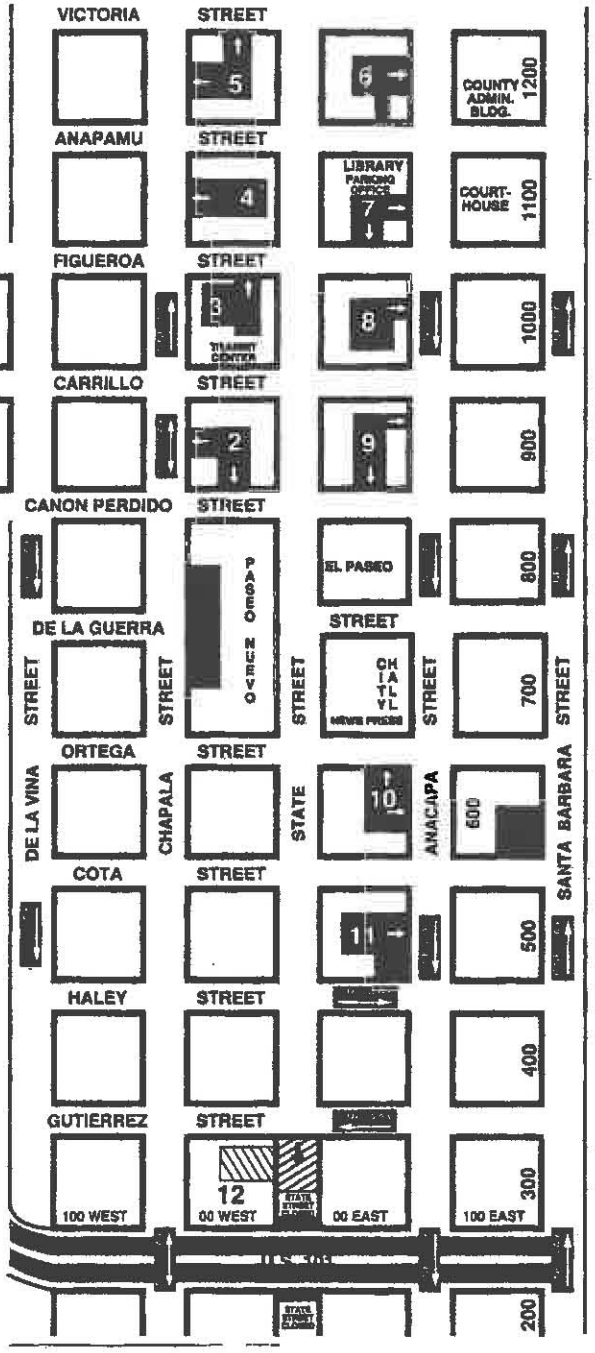


Figure 9: SAMPLE PARKING MAP

FIGURE 10 Supplemental Site and Trailblazer Signing

Short Range Parking Recommendations

The parking recommendations are categorized in four parts: increasing parking supply; parking permits and enforcement, residential parking, and promoting parking.

Parking Supply

While it is apparent that downtown Sevens Point has an ample parking supply overall, there are some individual blocks that could use more parking. The most pressing parking needs are for long term parking for employees. Therefore, most of the recommendations for additional parking relate to long term users. Figure 7 shows areas where parking supply can be increased. Appendix "C" contains more detailed sketches of individual lots. Each of the following paragraphs relate to a specific user or block within the study area.

Associated Bank Lot - This is a major employer downtown that has two parking lots with 32 spaces. Recently a lot was acquired on Main Street with the intention of further expanding their parking. A redesign of the Associated Bank lot with the newly acquired lot. The result is a 412 space lot with a net gain of 85 spaces (see Appendix "C."

Municipal Lot 1 - Currently, the City lot has 81 spaces. The acquisition of the service station and the combination of the City and private lots would provide 198 spaces, a net gain of 117 spaces. Appenndix "C" contains a sketch of this lot.

Sentry Lot - The Sentry Insurance Company has two lots split by Ellis Street. Current plans by the Insurance Company are to increase by 30 to 35 spaces the lot by expanding to the north in the "park" and redesigning Ellis Street to allow parking within the public rights-of-way. Lot "C" and Lot "D" contain 105 and 185 spaces respectively for a total of 290 spaces. A redesign of Sentry's Lot "D" for 90° parking would provide 209 spaces and would close all driveways to Arlington Street which would increase much needed on-street parking in front of City Hall. The combination of the suggested redesign of both Lots "C" and "D" with parking allowed on Ells Street could provide 30 to 40 additional spaces with no removal of the park (see Appendix "C").

Parking Permits - Currently, thirty parking permits for all day reserved parking have been issued in Lot # 12. If the expansion and combination of Lot # 1 is achieved, we recommend the relocation of permit spaces to this new location, thereby "freeing up" much needed short-term parking in the Library block. In all cases, parking permits in municipal lots should be limited.

Parking Enforcement

Current parking enforcement appears to be adequate with about 16% of the time limit space users in violation. This low rate may also be due to the plentiful parking available. As parking demand increases, enforcement will need to be increased. It is important that record keeping be streamlined - perhaps with the use of hand-held computers and that downtown tickets for overtime parking be segregated from parking and traffic tickets issued in other areas of the City so that progress in enforcement can be tracked and evaluated on a continuing basis.

Residential Parking

One of the redevelopment goals is to have an active downtown at night. Downtown residential uses on upper stories must be encouraged and developed. A barrier to this development is the lack of parking for residents - particularly those living on upper floors in the eastern sector of downtown. Provisions should be made to allow all night parking in the Shopko lot or some other lot for upper story downtown residents.

Promoting Parking

One of the most discouraging facts of downtown parking is the lack of knowledge and understanding by the general public of what is available. A recent nationwide survey indicated that the *typical public's* perception of downtown parking is: *That there is not enough!* Seventy-five percent of the respondents to this national survey said there was a need for more parking; yet in the vast majority of downtowns, there is an ample number of spaces. *The public is simply not aware.*

Popular misconceptions from the survey include: (1) there is not enough; (2) parking is inconvenient (not at the door); (3) it costs too much!; and (4) business owners and employees are taking the convenient on-street spaces.

Most people who work and shop in Stevens Point are not aware that: (1) downtown has **double the number of spaces** for towns of similar size; (2) only 63% of the spaces are occupied in the peak hour; and (3) if employees park in off-street lots there will be more than enough spaces for shoppers. We need to tell *"the good news."*

A series of articles on the positive elements of parking should be placed in the local print media.

- Stevens Point Has Over 3700 Downtown Parking Spaces - There Is One For You!
- Peak Parking Occupancies Are Low - Leaving Convenient Spaces For You - The Customer!
- Time Limits Encourage Parking Turnover.
- Why Parking Enforcement Is Good.
- Getting Rid of the Parking Meters.
- New Parking Areas For Downtown Employees.

The recent article published in "FYI," the Uptown Lexington, Inc. North Carolina Newsletter (see Figure 8) was well done and should be repeated in one of the local newsletters and perhaps adapted to Stevens Point.

FYI

To: Uptown Lexington Businesses
(Please share with your employees)
From: Uptown Lexington, Inc.
Date: December 22, 1998

For Your Information -

The Real Facts on Parking

PARKING - Parking is sometimes viewed as the key to a revitalized business district. The truth is it will not revitalize uptown Lexington, but it is a tool that can encourage development if well managed. Management is the responsibility of everyone that works uptown. It's our job to care enough about our clients and customers, the people that pay our wages, to park in off-street spaces and leave the prime parking to the people who are doing business with us.

Parking is important, but people don't come uptown to park. They come uptown to do business and if they can't find a parking space, then they won't do business uptown. Remember, it's not just shoppers that are looking for parking, people visiting law offices, banks, insurance agents, etc. all need to be able to park too.

Uptown Lexington, Inc. is working towards developing a long-term parking plan which can be integrated into a business development and occupancy plan. **Our goal is simple - to develop retail uses on the first floor to generate foot traffic, and to develop service, professional, and residential uses in the upper stories.** These businesses don't depend on foot traffic to stay in business, but they do desire convenience, and easy access shopping and restaurants give them that convenience. Some believe that in ten years, uptown Lexington will be all offices, If it is then uptown Lexington will be dead! **Multiuse development will revitalize uptown Lexington. Multiple uses creates multiple reasons for people to come uptown. It keeps uptown alive and well.**

Our parking goal is to manage parking for the best development possible for Lexington and that includes encouraging off-street parking for employees.

FACT: The parking spaces on the main streets are the most frequently used in the city and are turned over between 5 and 10 times per day. If only five spaces are taken up by uptown employees, this results in the displacement of 25 to 50 potential clients or customers each day. Please leave those spaces for the people that ultimately pay your bills and wages.

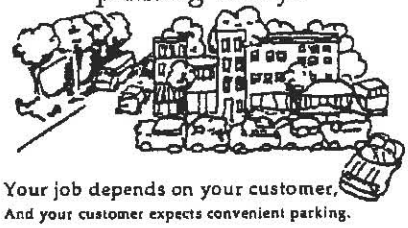
FACT: A recent study found that if a customer came to town, parked for thirty minutes and spent only $5.00, then left, and the stores were open 40 hours a week, each parking space would generate $17,000 a year in gross sales. Can you or your business afford to pay $17,000 a year for ONE PARKING SPACE?

FACT: Customers today perceive a parking problem when they can not see their destination from their parking space. We must all consciously leave spaces open for our businesses and for our neighbors business. Remember, the success of your business is often influenced by the success of your neighbors!

FACT: Customers and clients won't walk more than two blocks, they'll just go elsewhere.

There will be a public hearing for the Parking Ordinance to increase the parking fines from $2 to $5 on Monday, December 28, 1998 at 7:30 P.M. in the City Council Chambers.

Where are you parking today?



Your job depends on your customer,
And your customer expects convenient parking.

Uptown Lexington, Inc. • P.O. Box 340 • Lexington, NC 27293-0340 • 336-249-0383

Figure 8

PROMOTIONAL ARTICLE ON PARKING

Uptown Lexington Parking Management Study

John D. Edwards,P.E. Transportation Consultant

Another good resource for publicity on parking is the local governmental affairs public access TV. Interviews with downtown officials relative to what is being recommended and done on parking together with some "eye-catching" graphics could provide a greater understanding of parking issues and solutions.

In conjunction with the newspaper and newsletter articles, a parking map should be published which has shopper appeal and is devoted to telling the parking story. This map should be printed in quantity and several copies supplied to downtown merchants and employers for circulation to their employees and customers. A good example of a parking map is shown in Figure 9.

Parking Marking and Signing

Another element of the promotions plan is the design and deployment of a parking sign system. This system is composed of trail blazer signs which direct the motorist to off-street lots, and site signs which are located on each off-street site or facility which tells the potential parker the type of parking. Examples of good sign design are shown in Figure 10.

Long Range Parking Recommendations

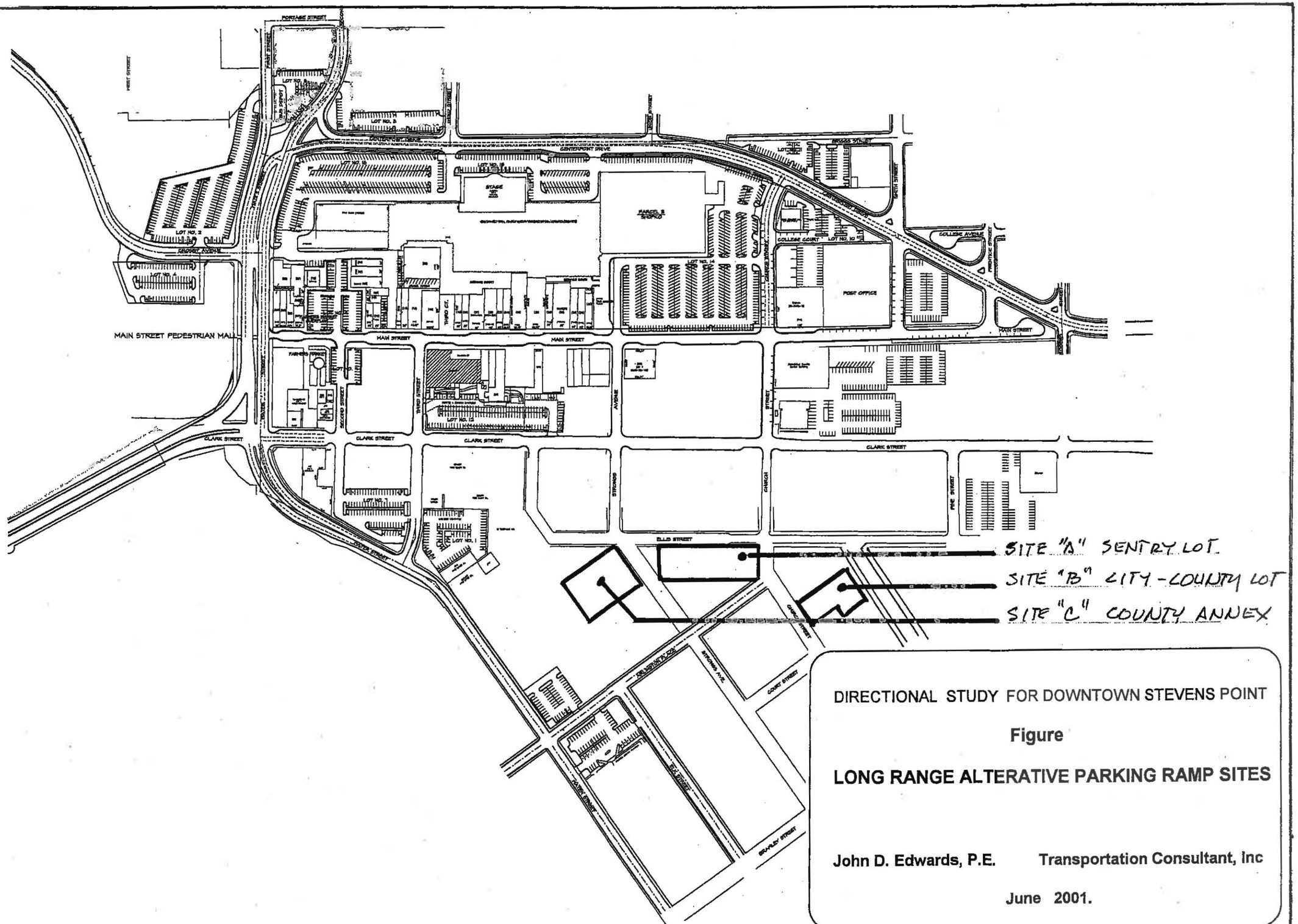
Many of the parking recommendations in the previous section are low cost, east-to-do projects. These projects will meet immediate needs and will stimulate short-term development but may not meet major future needs such as long-term parking for Noel, Court and employee parking for an expanded County and City Hall work force. Since there is no open space except for parking lots on the south side of downtown, it will be necessary to consider structured parking if major expansion of private and public activities occur.

There are several opportunities for structured parking in the area. Figure 11 illustrates potential sites. Site "A" is over the existing Sentry lot. This could provide 118 spaces per level and would allow most of the existing parking to remain.

A second alternative, Site "B", may be a structured facility over the current City and the County parking lots. This site will be more difficult to use but is still a viable alternative.

Site "C" is located immediately north of the County Annex over the County's parking lot and also using part of the green space immediately north of that lot. This is a more efficient design than the previous one and would allow 133 spaces per level.

With expansion of City, County and/or private office facilities, it is clear that additional long-term parking will be needed to serve that parking demand.



DIRECTIONAL STUDY FOR DOWNTOWN STEVENS POINT

Figure

LONG RANGE ALTERATIVE PARKING RAMP SITES

John D. Edwards, P.E. **Transportation Consultant, Inc**

June 2001.