

DOWNTOWN MADISON PARKING STUDY 2022



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1

EXECUTIVE SUMMARY

INTRODUCTION

The city of Madison undertook this parking study to develop a baseline of information regarding current parking inventory and demand in downtown. Based on input from the city, the boundary extends from Walnut to Broadway Street, and between 1st and 3rd Street. The analysis and recommendations are based on an inventory of weekday and weekend parking conditions taken over a 3-day period in October 2021.

INVENTORY & UTILIZATION

Figure 1.1 illustrates the location of approximately 1,603 parking spaces within the downtown Madison study area. This includes:

- ◆ 967 on-street parking spaces which make up 60.3% of downtown's total parking inventory.
- ◆ 636 off-street parking spaces comprised of city- and county-owned lots, and 19 private parking lots.
- ◆ 323 private, off-street parking spaces accounting for 20.1% of total parking in the study area.

For the entire study area during this 3-day period the average parking utilization was only 45% and peak parking utilization

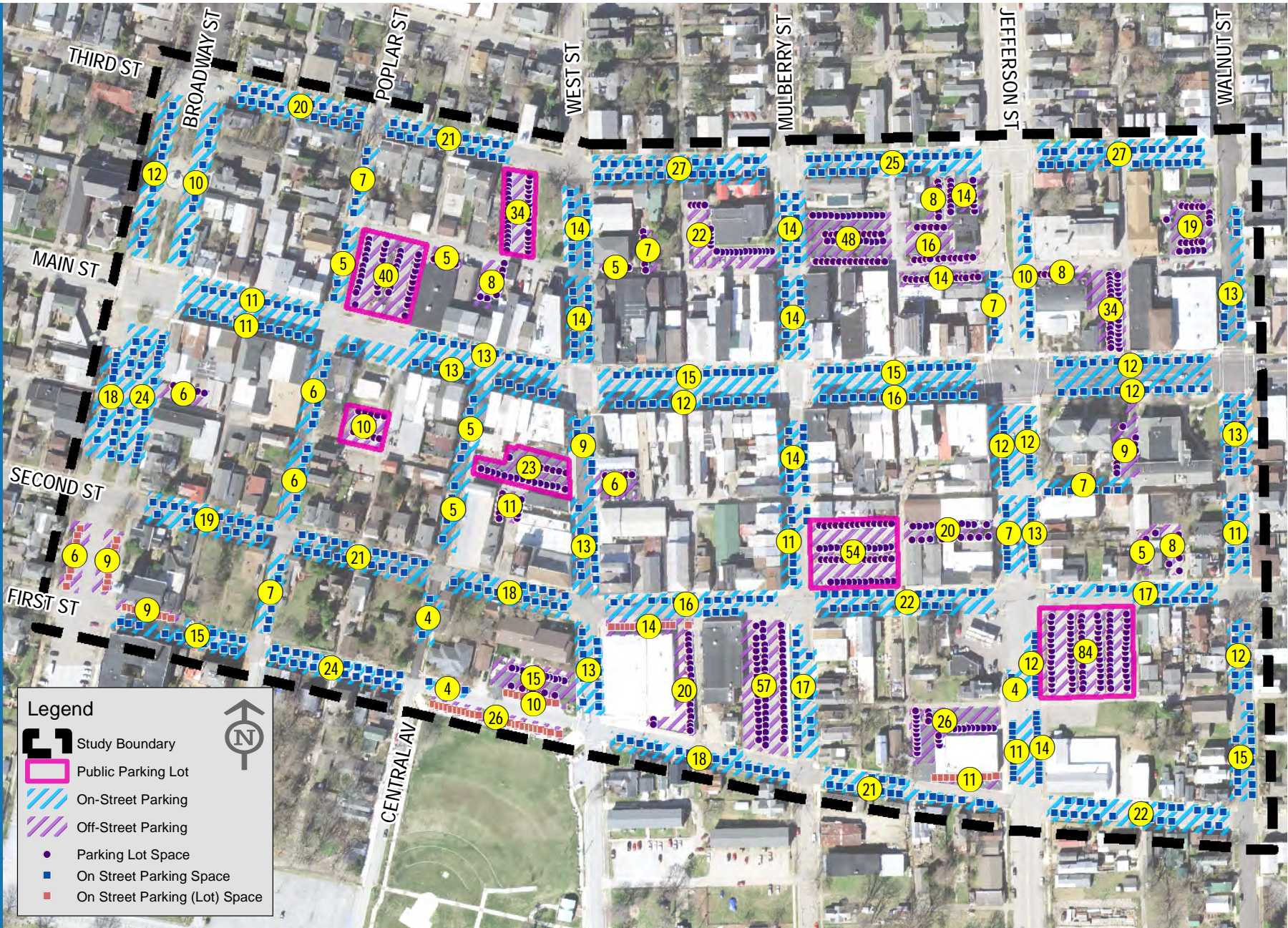
never exceeded 54%. That translates into approximately 850 of the 1,603 on- and off-street parking spaces being utilized at any given time, which still leaves 753 spaces available for business patrons and employees, as well as downtown visitors.

There are four county-owned public parking lots comprised of 42 spaces. These four lots are dedicated to employee parking and are centered around the Jefferson County courthouse at Jefferson and Main streets. The city's six public parking lots are comprised of 245 spaces which accounts for 15.3% of total parking in the study area. These six lots include the city employee parking lot located behind City Hall. However, for the purposes of this study the City Hall parking lot was not included in the following statistics since it is dedicated to employee parking only. The average utilization rate for the five public lots was 56%, or 138 of the 222 total spaces. As noted below, the public lot at Main and Poplar was the most heavily utilized.

CITY PUBLIC PARKING LOT UTILIZATION (3-DAY AVERAGE):

- ◆ 3rd & West Street Lot
 - ◆ 80% (high of 97%)
- ◆ Main & Poplar Street Lot
 - ◆ 87% (high of 100% on multiple occasions)
- ◆ Main Street Comfort Station Lot
 - ◆ 53% (high of 90%)
- ◆ 2nd & Mulberry Street Lot
 - ◆ 72% (high of 91%)
- ◆ 2nd & Jefferson Street Lot
 - ◆ 20% (high of 40%)

FIGURE 1.1: PARKING STUDY INVENTORY





Public Parking Lot at Main & Poplar Streets

PARKING ANALYSIS KEY FINDINGS

In general, the key finding from this inventory and analysis revealed there is a surplus of overall parking downtown. However, there are certain areas where visitors, employees and residents are often competing for the most convenient, or premium, parking. The key findings also revealed:

1. There is an overall surplus of parking downtown.
2. During peak times, parking in the downtown central core fills to near capacity.
3. There is a heavy concentration of use at three public parking lots.
4. The Jefferson Street public parking lot is underutilized.
5. Unregulated parking causes visitors, employees and residents to compete for premium parking.
6. Parking information is not clear and consistent.

RECOMMENDATION SUMMARY

To address the key findings from the analysis, it is recommended the city enact parking strategies that follow these general strategies.

1. INFORMATION STRATEGY:

ADD SIGNAGE AND WEB-BASED INFORMATION TO BETTER UTILIZE THE CITY'S EXISTING PARKING CAPACITY.

The city should use parking signage, website information and other resources to encourage visitors to use the Jefferson Street lot, on-street parking on Broadway Street and other underutilized parking areas.

2. VISITOR PRIORITY STRATEGY:

PRIORITIZE VISITOR USE OF PREMIUM PUBLIC LOTS, WHILE ALSO CONTINUING TO PROVIDE CONVENIENT ALL-DAY PARKING FOR RESIDENTS AND EMPLOYEES.

The city should prioritize use of its most visible and convenient parking areas for visitor use. At the same time, it should also provide convenient all-day off-street parking for residents and downtown employees. Implementing this guiding principle may require the city to institute parking controls such as enforced time limits or parking charges.

3. CAPACITY STRATEGY:

STRATEGICALLY ADD PARKING CAPACITY TO MEET PARKING DEMAND IN THE DOWNTOWN CORE.

As the city prioritizes its most visible and convenient parking areas for visitor use, it is anticipated it will need to add capacity for resident and employee use. It is recommended another public lot be developed in the northeast part of the study area to meet this need.





2

INTRODUCTION

INTRODUCTION

Rather than reacting to public perceptions about parking in downtown Madison, the city undertook this parking study to gather real-world data in order to make informed and justifiable decisions regarding the best, and most cost-effective ways to provide convenient parking in the downtown. This planning effort focuses on:

- ◆ Generating a baseline parking inventory within the designated area;
- ◆ Understanding the conditions creating parking pressures in certain areas or during certain time periods;
- ◆ Implementing appropriate parking strategies to address existing parking issues.

Continued growth and redevelopment, along with the various popular events that take place in downtown Madison throughout the year will continue to impact parking supply and demand for the foreseeable future. This study's analysis and recommendations are based on a "snapshot" of existing parking conditions over a 3-day period in October 2021.

METHODOLOGY

The inventory for this parking study was developed using imagery from multiple drone flights over downtown Madison. These drone flights took place on Thursday October 14, 2021, Friday October 22, and Saturday October 23. The drone footage/photography was taken on an hourly basis between 11:00am and 6:00pm during this 3-day period. Due to inclement weather conditions for drone flights, the parking inventory was unable to be completed over a consecutive 3-day period.

Aerial photographs taken from the drone were used to determine an existing parking inventory and used as the basis for the analysis of parking utilization. This inventory and analysis included city-owned public parking lots, county-owned parking lots, private off-street parking lots, and on-street parking along downtown streets.

STUDY AREA

The delineation of the study area's boundaries was based on input from city officials and current parking conditions in downtown Madison. As shown in Figure 2.1 the boundaries for this parking study extend from Walnut Street on the east, to Broadway Street on the west. First Street serves as the southern boundary and Third Street represents the northern extent.

FIGURE 2.1: PARKING STUDY AREA



PARKING BEST PRACTICES

Providing adequate downtown parking requires a careful balance of supporting urban design goals for an attractive pedestrian setting while accommodating for vehicles. While there is convenience in excessive parking, the result can also be too much parking that detracts from the downtown's character. On the other hand, most exclusive downtown pedestrian zones have not historically been successful. The answer to “how much parking is enough” needs to balance:

- ◆ Maintaining downtown character
- ◆ Providing parking in a convenient location.
- ◆ Creating an attractive public space for parking.

In his book, *The High Cost of Free Parking*, author Donald Shoup argues that a target parking occupancy of 85% is ideal in a downtown or urban setting. The rationale is that if you have less than 85% parking utilization at peak times, then there is too much parking within a given area. Shoup recommends using pricing and parking controls to drive demand to achieve 85% occupancy during peak times. Adding parking supply can be considered, but only after instituting parking controls or pricing strategies.

A number of other community development experts support this strategy, including Jeff Speck in *The Walkable City* and Todd Litman in *Parking Management Best Practices*.

THE ONE-FOURTH MILE “PEDESTRIAN SHED”

Downtown Madison is a walkable district, and it’s important to promote the convenience of walking between destinations and to and from parking. Maintaining an attractive urban setting should consider the “pedestrian shed” surrounding a parking lot. The 5-minute walk, also known as the “pedestrian shed” is typically described as the distance people are willing to walk before opting to drive. The goal is to create an urban/downtown setting in which people can comfortably navigate to and from public parking lots and between downtown destinations/attractions. Based on the average walking speed, a 5-minute walk is approximately one-fourth of a mile or about 1,300 feet. Relative to downtown Madison, this is how long it would take the average person to walk from the County Courthouse (Walnut Street) to City Hall (West Street). Most researchers agree the one-fourth mile walkable area is a reasonable distance for determining access to local destinations and the walkability of an area.

URBAN DESIGN CONSIDERATIONS

The city of Madison has done a good job of adding amenities and landscaping to enhance the aesthetics of its public parking lots. The screen wall, perimeter landscaping and covered seating area at the Main and Poplar Street public parking lot are good examples that enhance the pedestrian experience. But it is also important to consider how similar improvements along downtown streets and sidewalks to and from the public parking areas can benefit the pedestrian shed and parking experience. Improving downtown streetscapes by installing pedestrian amenities such as street furniture, street trees, pedestrian-scaled lighting, and public art can create an experience where visitors are more

willing to park and walk a little further to their destination. While investing in parking capacity can help with convenience, investing in the pedestrian experience can reduce the need for closely spaced lots while better supporting downtown vitality. Opportunities the city of Madison could incorporate include:

- ◆ Improved street and alley lighting to create safe settings for walking at night.
- ◆ Wide, well-maintained sidewalks and ADA ramps at intersections to create a safe and interconnected network of downtown sidewalks for users of all abilities.
- ◆ Street trees to provide shade/comfort.

- ◆ Curb “bump-outs” at intersections to reduce the distance for crossing downtown streets.
- ◆ Well marked crosswalks to differentiate the pedestrian zone from vehicular traffic.

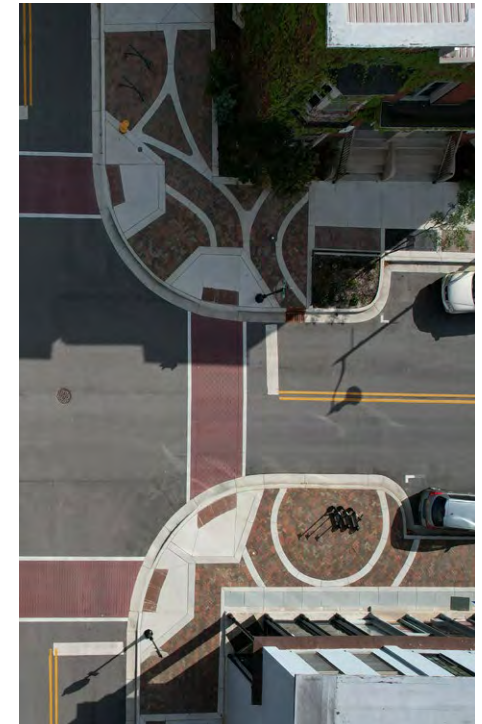
A number of these measures could potentially be incorporated in the city’s streetscape improvement plans for Main Street.



Examples of Artwork as Attractive and Informational Streetscape Amenities



Lighting Feature Along Alley off of Main St.



Safe and Attractive Pedestrian Streetscape





3

PARKING ANALYSIS & UTILIZATION

EXISTING PARKING INVENTORY

There are approximately 1,603 parking spaces within the study area as illustrated in Figure 3.1. Key observations regarding the parking inventory are summarized below.

ON-STREET PARKING:

A total of 967 on-street parking spaces are scattered throughout the downtown streets and make up 60.3% of downtown Madison's total parking inventory. This total includes fourteen designated loading zone spaces and nine ADA handicap spaces located primarily along Main Street.

OFF-STREET PARKING – PRIVATE:

There are 323 private, off-street parking spaces which account for 20.1% of total parking (1,603) within the study area. As Figure 3.2 illustrates, most of the private parking lots are north of Main Street and a majority of the city- and county-owned parking lots are south of Main Street. This total includes the parking lot at 1st and Mulberry streets which contains 57 spaces – the largest of the 19 off-street private parking lots. Although this property is currently owned by the city, this was classified as a private lot since there are plans for a private entity to redevelop the site in the near future which will eliminate these parking spaces for public use.

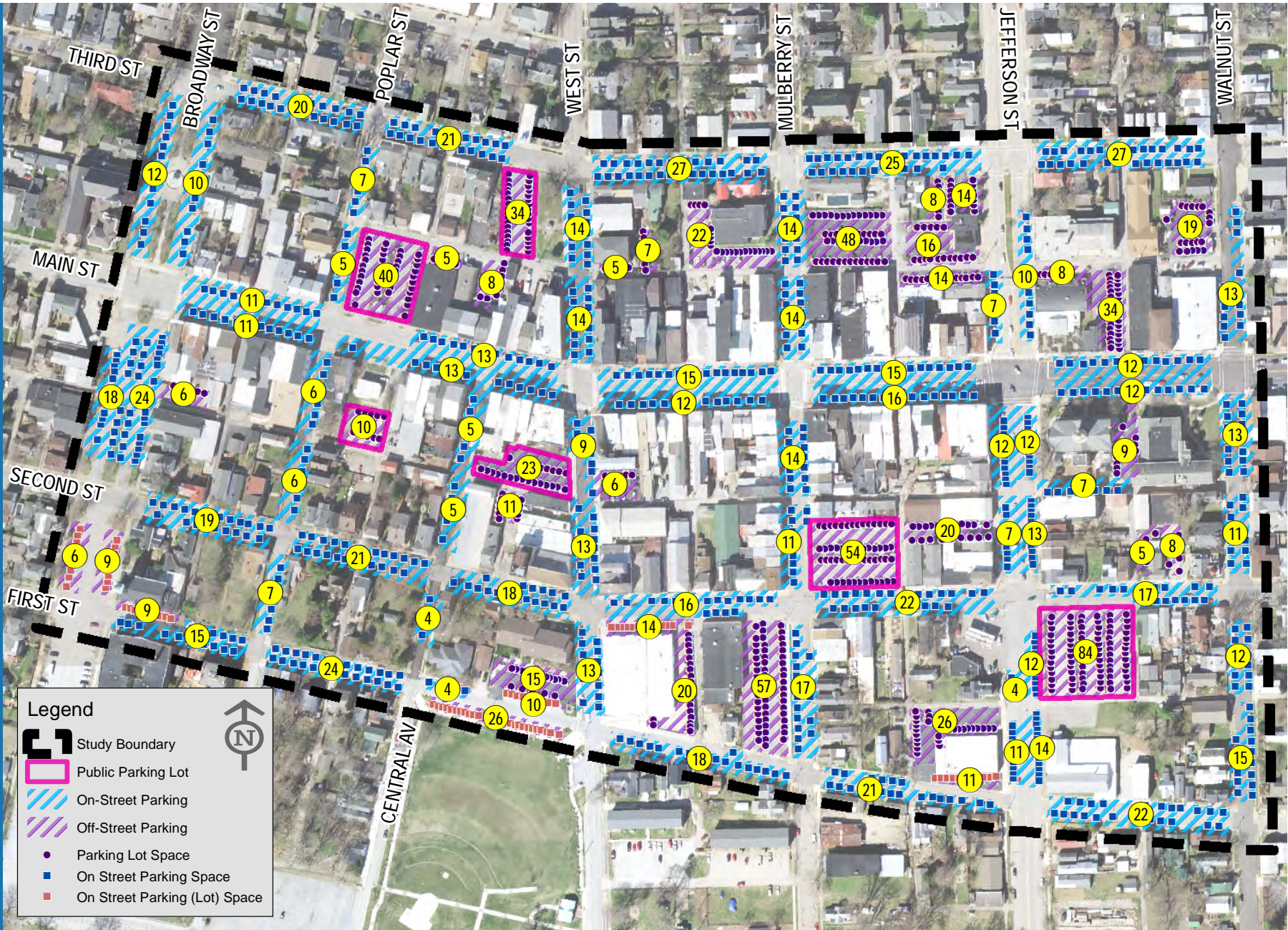
TABLE 3.1: OVERALL DOWNTOWN PARKING INVENTORY

TOTAL ON-STREET PARKING SPACES	967
TOTAL OFF-STREET PARKING SPACES	636
TOTAL DOWNTOWN PARKING SPACES	1,603

TABLE 3.2: OFF-STREET PARKING BREAKDOWN

TYPE	LOTS	SPACES
MUNICIPAL PUBLIC PARKING	6	245
COUNTY EMPLOYEE PARKING	4	42
FEDERAL (POST OFFICE) PARKING	1	26
PRIVATE PARKING	19	323
TOTAL OFF-STREET PARKING	30	636

FIGURE 3.1: DOWNTOWN PARKING INVENTORY



OFF-STREET PARKING – COUNTY-OWNED:

There are four county-owned public parking lots with a total of 42 spaces which accounts for 2.6% of total parking in the study area. These four lots are dedicated to employee parking and are located near the Jefferson County courthouse at Jefferson and Main streets. The average utilization rate for these four lots was only 27%, or 11 of the 42 total spaces. It should be noted that at the time of this parking study (during the COVID-19 pandemic), approximately 100 full- and part-time employees were working at the courthouse and/or adjacent county offices. Remote work and/or reduced hours of operation at some county offices may have affected parking utilization rates during this time.

OFF-STREET PARKING – PUBLIC:

The city's six public parking lots provide 245 spaces which accounts for 15.3% of the study area's total of 1,603 spaces. These six lots include the city employee parking lot located behind City Hall and the unimproved/unpaved parking area behind the Main Street Comfort Station. The following is a breakdown for each of the city's public parking lots:

- ◆ 3rd & N. West Street Parking Lot - 34 spaces
- ◆ Main & Poplar Street Parking Lot - 40 spaces (including two electric vehicle charging stations)
- ◆ Main Street Comfort Station Parking Lot - 10 spaces
- ◆ 2nd & Mulberry Street Parking Lot - 54 spaces
- ◆ 2nd & Jefferson Street Parking Lot - 84 spaces
- ◆ City Hall Parking Lot - 23 spaces

However, for the purposes of this study the City Hall parking lot was not included in these statistics since it is technically dedicated to city employee parking only.

PARKING OUTSIDE THE STUDY AREA:

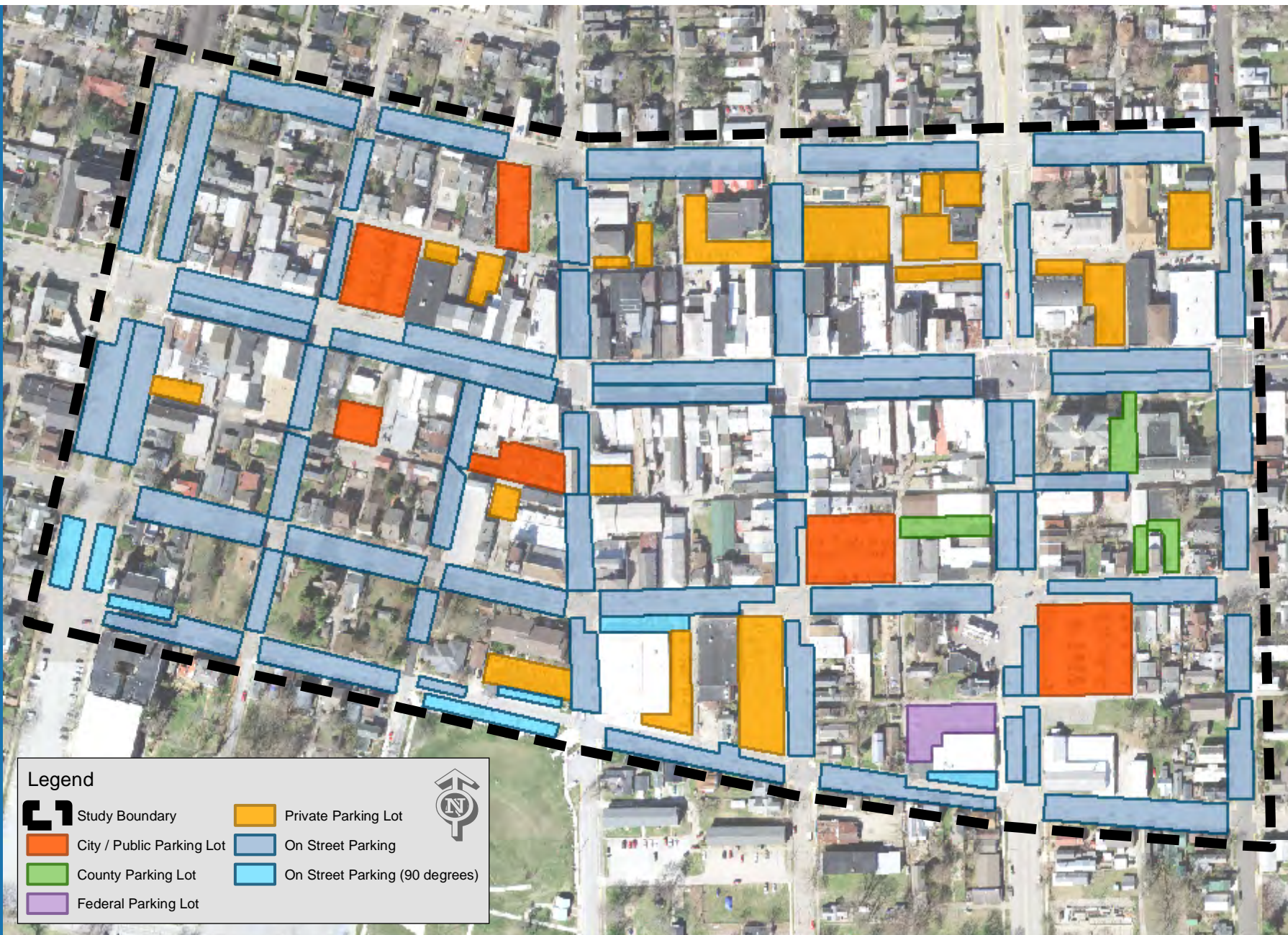
Because this study only extended to 1st Street, this total does not take into account the numerous parking spaces located along the riverfront (Vaughn Drive). It also does not include the multi-level parking garage that is part of the River Terrace Health Campus (former hospital) on Presbyterian Avenue. These parking areas are lightly used for regular parking needs in the downtown, but do play an important role in meeting the high demand for parking during community events and festivals.

PARKING CONTROLS:

With the exception of designated loading zones (primarily along Main Street), fire hydrants, and handicap-accessible parking spaces, all other parking in downtown Madison is unregulated. This essentially means there are currently:

- ◆ No time limits.
- ◆ No parking charges.
- ◆ No permitting.

FIGURE 3.2: DOWNTOWN PARKING TYPES



DOWNTOWN PARKING UTILIZATION

The graphics on the following pages illustrate how parking was utilized during this 3-day period. Figure 3.3 illustrates that during this time the average parking utilization rate was only 45%. Figures 3.4, 3.5 and 3.6 illustrate how peak parking demand is distributed on Thursday, Friday and Saturday. Similar maps of hourly parking utilization/distribution for all three days are included in the Appendix.

One of the key findings revealed as a result of this study/analysis is that there is an adequate supply of parking to serve the normal parking demands of downtown Madison. Peak parking utilization never exceeded 54% for the entire downtown. That translates into approximately 850 of the 1,603 on- and off-street parking spaces being utilized at any given time, or conversely, that 753 spaces were available for business patrons and downtown visitors. Peak parking utilization each day was:

- ◆ Thursday at 1:00 pm: 782 spaces/48.8% occupancy
- ◆ Friday at noon: 807 spaces/50.3% occupancy
- ◆ Saturday at 3:00 pm: 851 spaces/53.1% occupancy

Despite the fact the overall peak parking demand in the downtown never exceeded 54%, there were pockets of the downtown where parking demand was high. The public parking lots at Main Street and Mulberry Street were consistently near capacity (80% or more), whereas the public lot on Jefferson Street was consistently underutilized. In addition, the “central core” of the downtown, from Main to 2nd Street and from Mulberry to West

Street, experienced an average on-street parking occupancy of 84%. On-street parking along West Street was also well utilized throughout the 3-day period.

The remainder of this chapter further analyzes parking utilization conditions for specific areas in downtown Madison. This summary is broken down into the broad categories of 1) off-street and 2) on-street parking conditions, with additional data analysis provided for specific sub-areas within the overall study area.

FIGURE 3.3: 3-DAY DOWNTOWN PARKING UTILIZATION

DOWNTOWN PARKING UTILIZATION

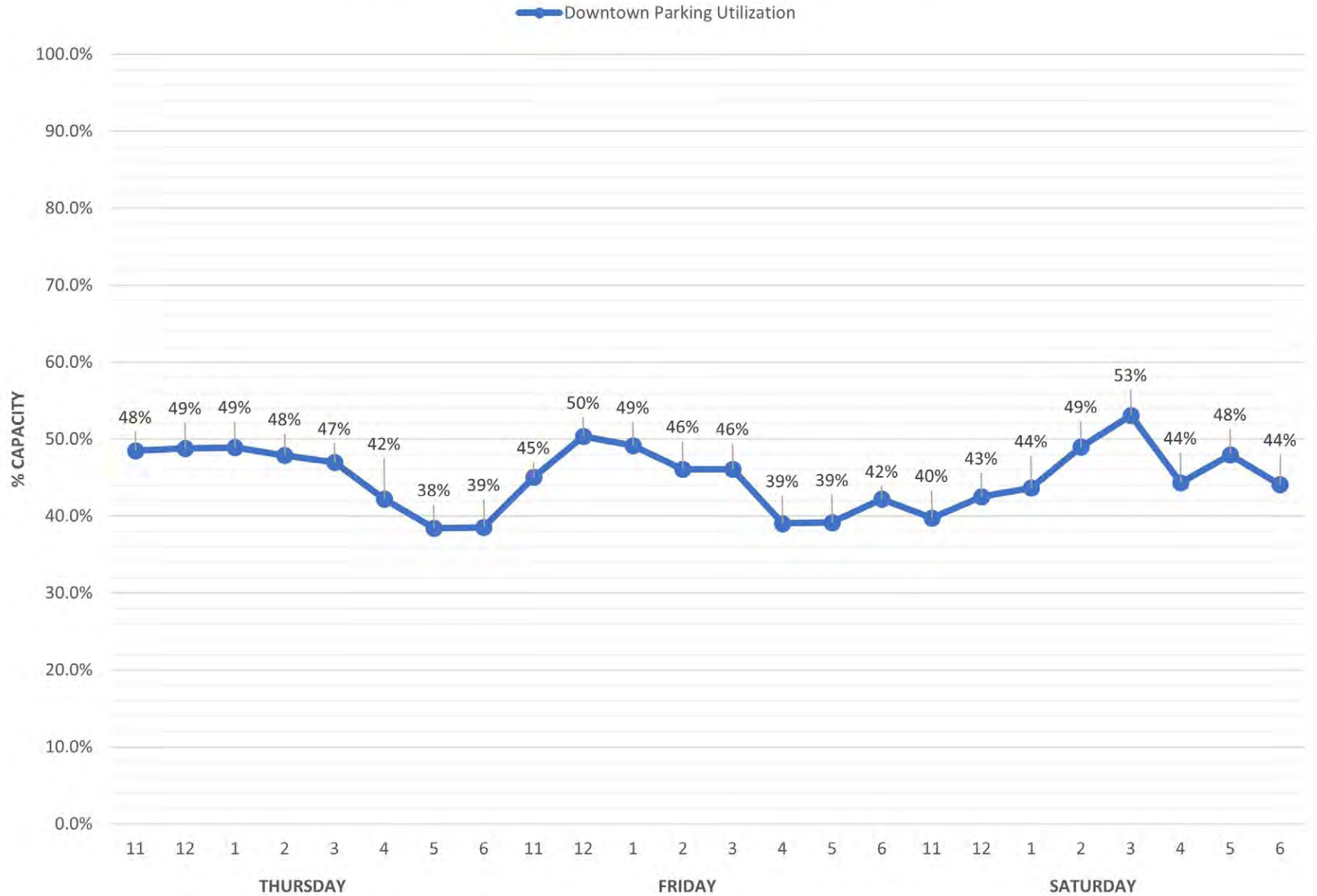


FIGURE 3.4: 48.8% PEAK PARKING UTILIZATION AT 1:00PM THURSDAY



FIGURE 3.5: 50.3% PEAK PARKING UTILIZATION AT NOON FRIDAY



FIGURE 3.6: 53.1% PEAK PARKING UTILIZATION AT 3:00PM SATURDAY





On-street Parking Along S. Jefferson Street



Underutilized Public Parking Lot at 2nd & Jefferson Street



On-street Parking Along S. West Street in the Central Core

DOWNTOWN OFF-STREET PARKING UTILIZATION

The downtown study area contains a total of 30 off-street parking lots comprised of 636 parking spaces. This represents 39.7% of the downtown's total parking inventory, and includes both public lots, government parking lots and private lots. The utilization rate for all of the off-street parking averaged 43% over the 3-day period and peaked at 48.9% (311 spaces) at 1:00pm Thursday afternoon. The following pages provide a breakdown of parking utilization for city-owned parking lots, Jefferson County (employee) parking lots, and the remaining private lots.

PUBLIC PARKING LOT UTILIZATION

The city's six public parking lots are comprised of 245 spaces which accounts for 15.3% of total parking in the study area. These six lots include the city employee parking lot located behind City Hall and the unimproved/unpaved parking area behind the Main Street Comfort Station. However, for the purposes of this study the City Hall's 23-space parking lot was not included in these statistics since it is currently dedicated to employee parking only during weekday office hours.

For the three days of this parking inventory, the average utilization rate for the five public lots was 56%, or 123 of the 222 total spaces. As noted below, the public lot at Main and Poplar was the most heavily utilized. The average utilization over the 3-day period for each of the city's public parking lots was:

- ◆ 80% at the 3rd & West Street Lot (high of 97%)
- ◆ 87% at the Main & Poplar Street Lot (high of 100%)
- ◆ 53% at the Main St. Comfort Station Lot (high of 90%)
- ◆ 72% at the 2nd & Mulberry Street Lot (high of 91%)
- ◆ 20% at the 2nd & Jefferson Street Lot (high of 40%)

The average peak parking usage for all five public parking lots occurred on:

- ◆ Thursday at Noon (67.1%)
- ◆ Friday at 1:00pm (63.5%)
- ◆ Saturday at 3:00pm (54.1%)

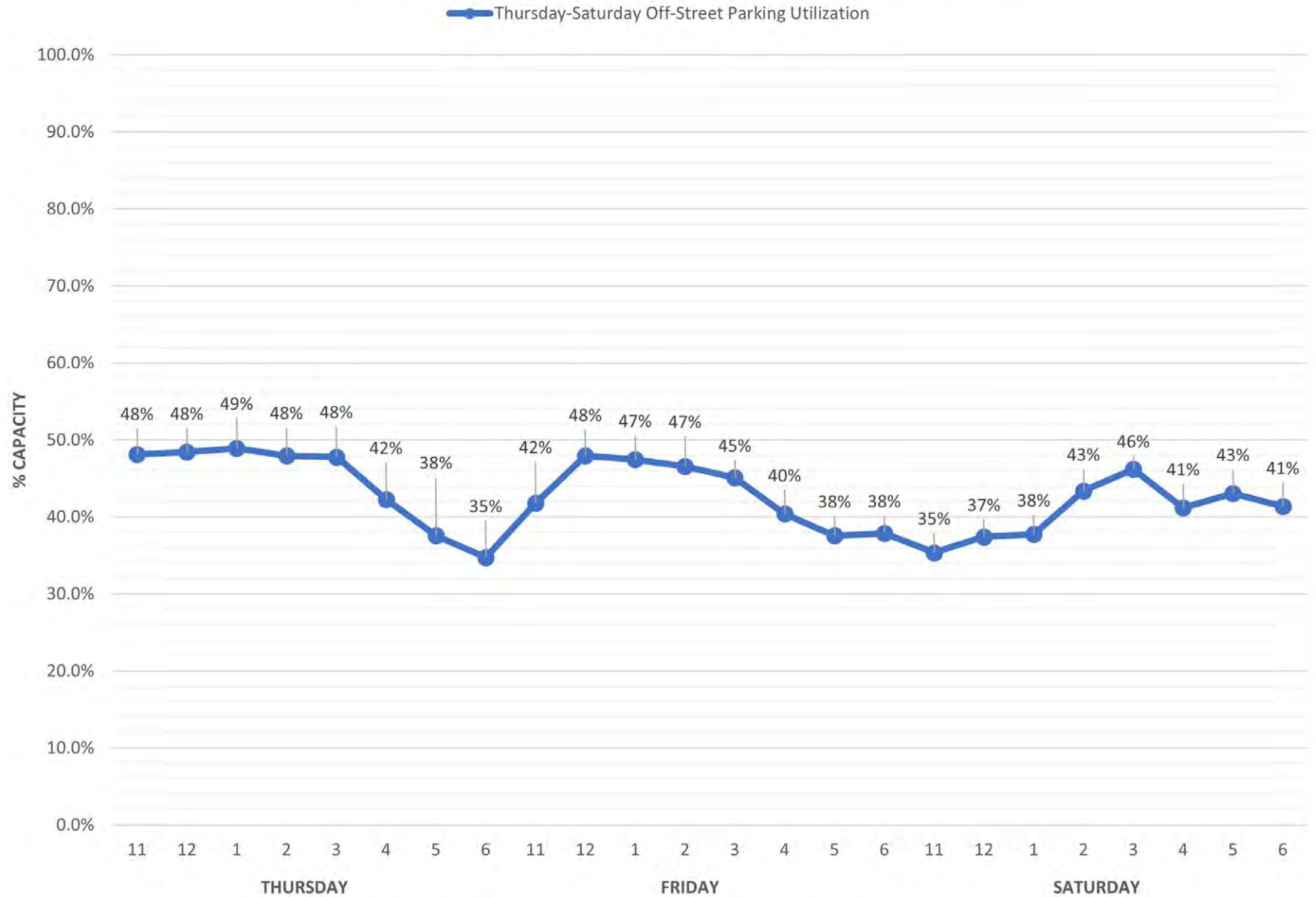
In general, some of the key findings or issues relative to the public lots centered on:

- ◆ Long-term and resident overnight parking, especially at the Main & Poplar parking lot.
- ◆ Inconsistent or lack of signage at multiple lots.
- ◆ 2nd & Jefferson lot consistently underutilized.
- ◆ The Main Street Comfort Station parking lot is an unimproved gravel lot.
- ◆ All other public lots are improved and well-maintained.

The following pages compare daily utilization rates over the 3-day period for all five public lots. The graphs are accompanied by aerial photos showing the peak times as "real world" illustrations for each of the public parking lots. These aerials also illustrate how nearby on-street parking conditions compare to the utilization of off-street lots.

FIGURE 3.7: DOWNTOWN OFF-STREET PARKING UTILIZATION

DOWNTOWN OFF-STREET PARKING UTILIZATION



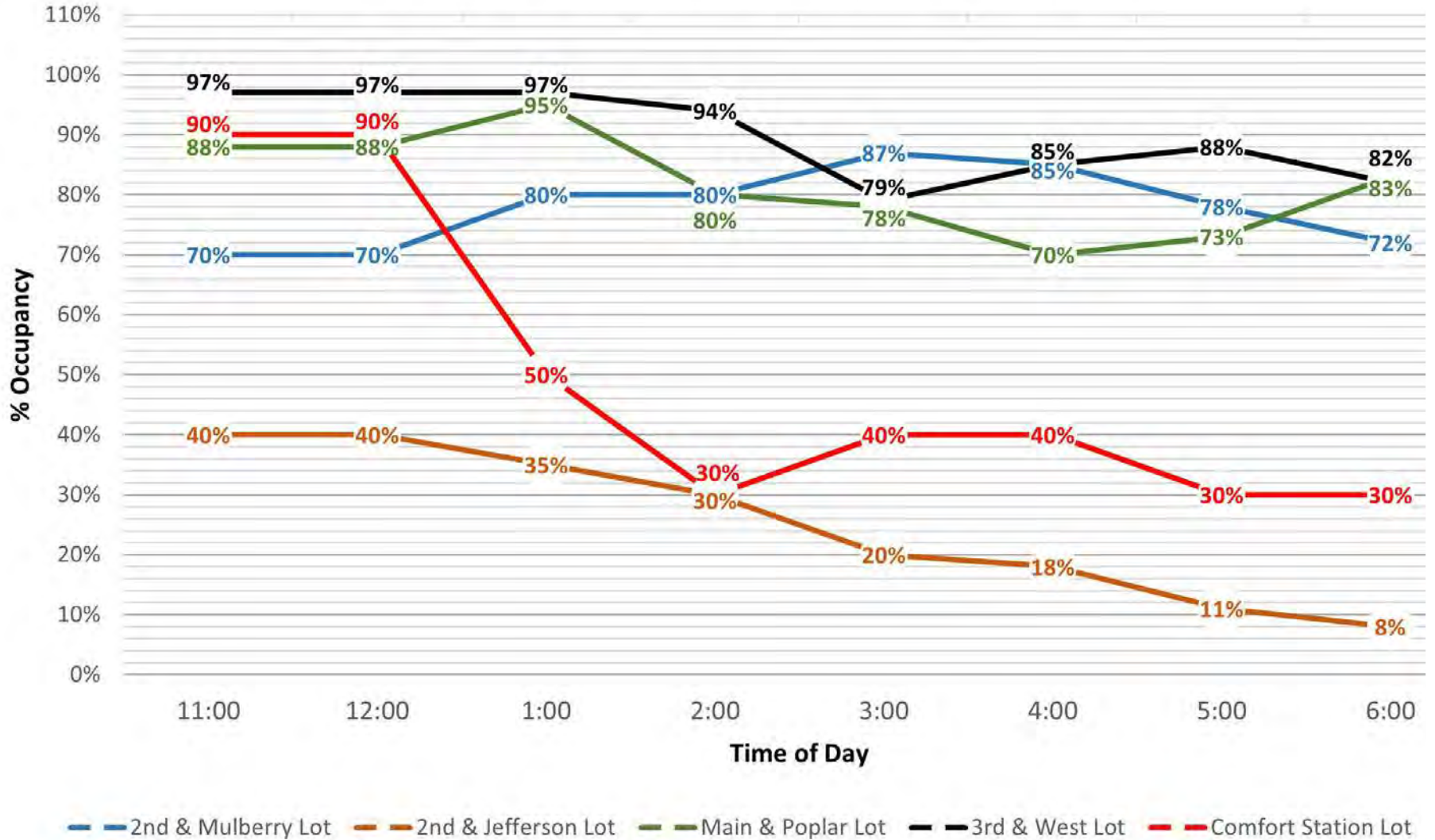
THURSDAY

- ◆ Total peak usage at Noon (67.1%)
- ◆ 59% daily average utilization rate (132 of 222 spaces)
- ◆ Least Utilized Lot - 2nd & Jefferson lot with 18% capacity
- ◆ Most Utilized Lot - 3rd & West lot with 90% average capacity



FIGURE 3.8: PUBLIC PARKING LOT UTILIZATION - THURSDAY

PUBLIC PARKING LOT USAGE - THURSDAY



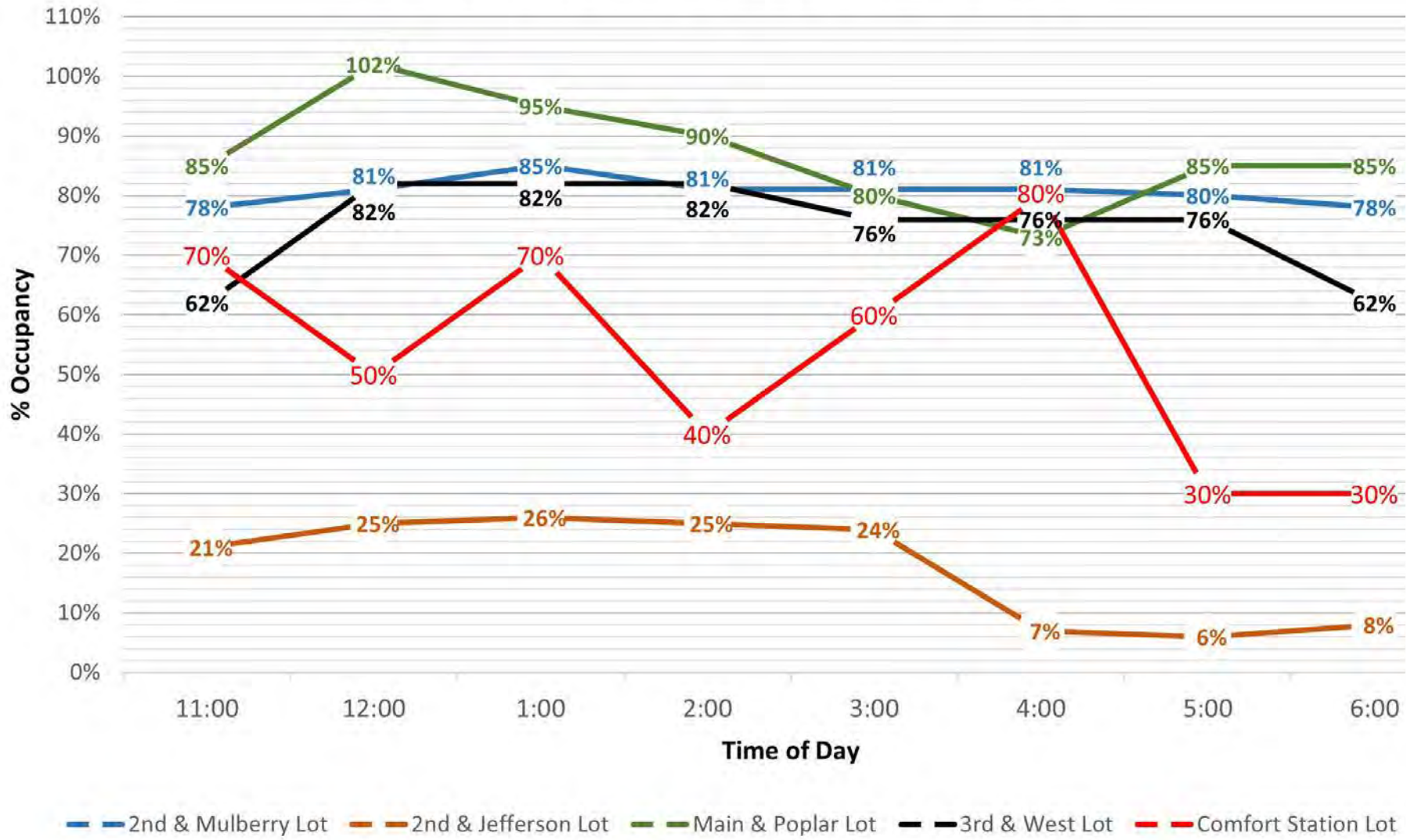
FRIDAY

- ◆ Total peak usage at 1:00pm (63.5%)
- ◆ 56% utilization rate (124 of 222 spaces)
- ◆ Least Utilized Lot - 2nd & Jefferson lot with 18% capacity
- ◆ Most Utilized - Main & Poplar lot with 87% average capacity



FIGURE 3.9: PUBLIC PARKING LOT UTILIZATION - FRIDAY

PUBLIC PARKING LOT USAGE - FRIDAY



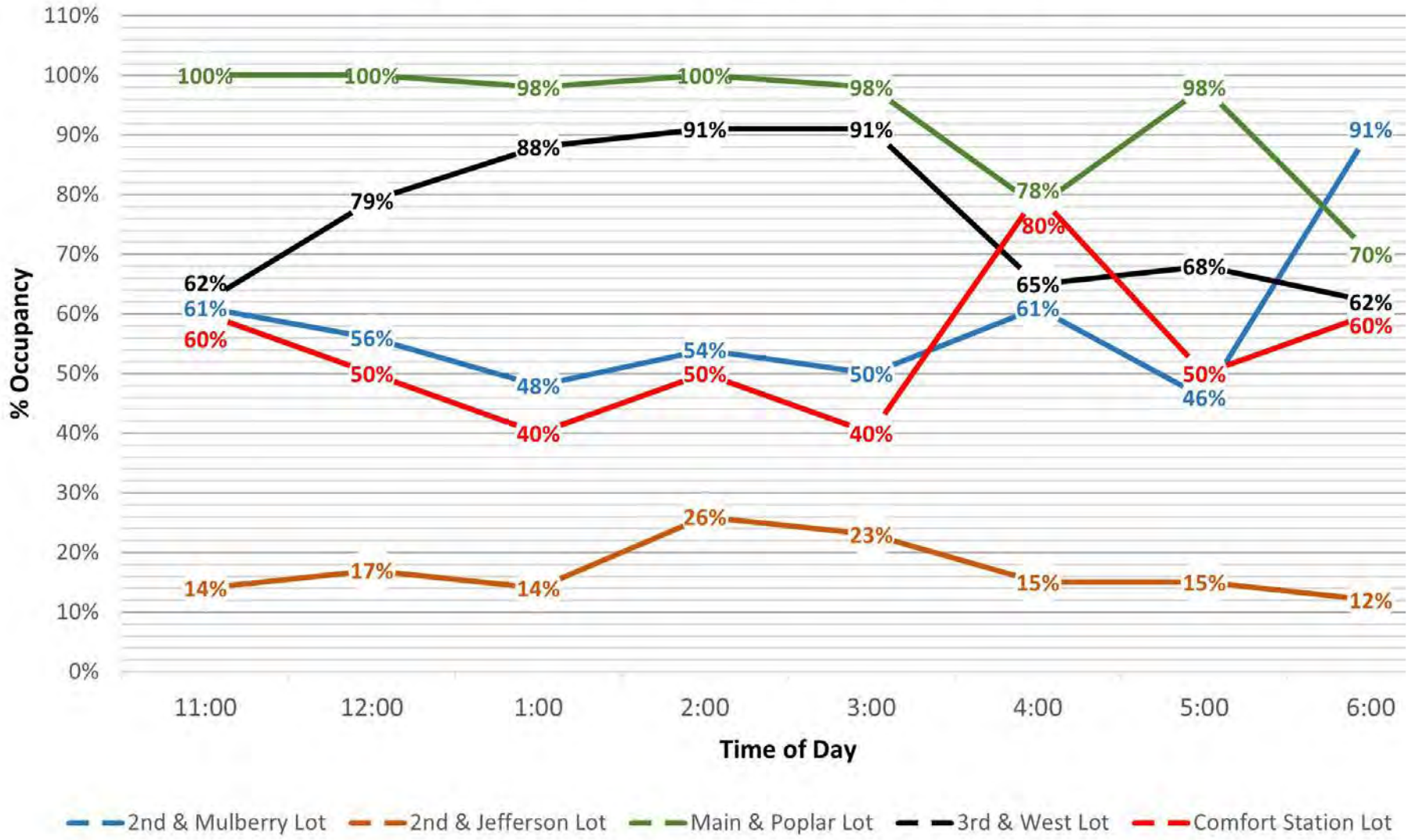
SATURDAY

- ◆ Total peak usage at 3:00pm (54.1%)
- ◆ 51% daily average utilization rate (114 of 222 spaces)
- ◆ Least Utilized Lot - 2nd & Jefferson lot with 17% capacity
- ◆ Most Utilized Lot - Main & Poplar lot with 93% average capacity



FIGURE 3.10: PUBLIC PARKING LOT UTILIZATION - SATURDAY

PUBLIC PARKING LOT USAGE - SATURDAY



3RD & WEST PUBLIC PARKING LOT

Data gathered over the 3-day period revealed this lot southwest of the West and 3rd Street intersection is one of the most utilized of the five public parking lots. Although this is a public lot, it is often used by nearby agencies such as Girls Inc. of Jefferson County for their parking needs. There are also two dedicated parking spaces for Madison Fire Department vehicles. As such, it is near capacity (over 80%) on a consistent basis. Other information regarding this parking lot includes:

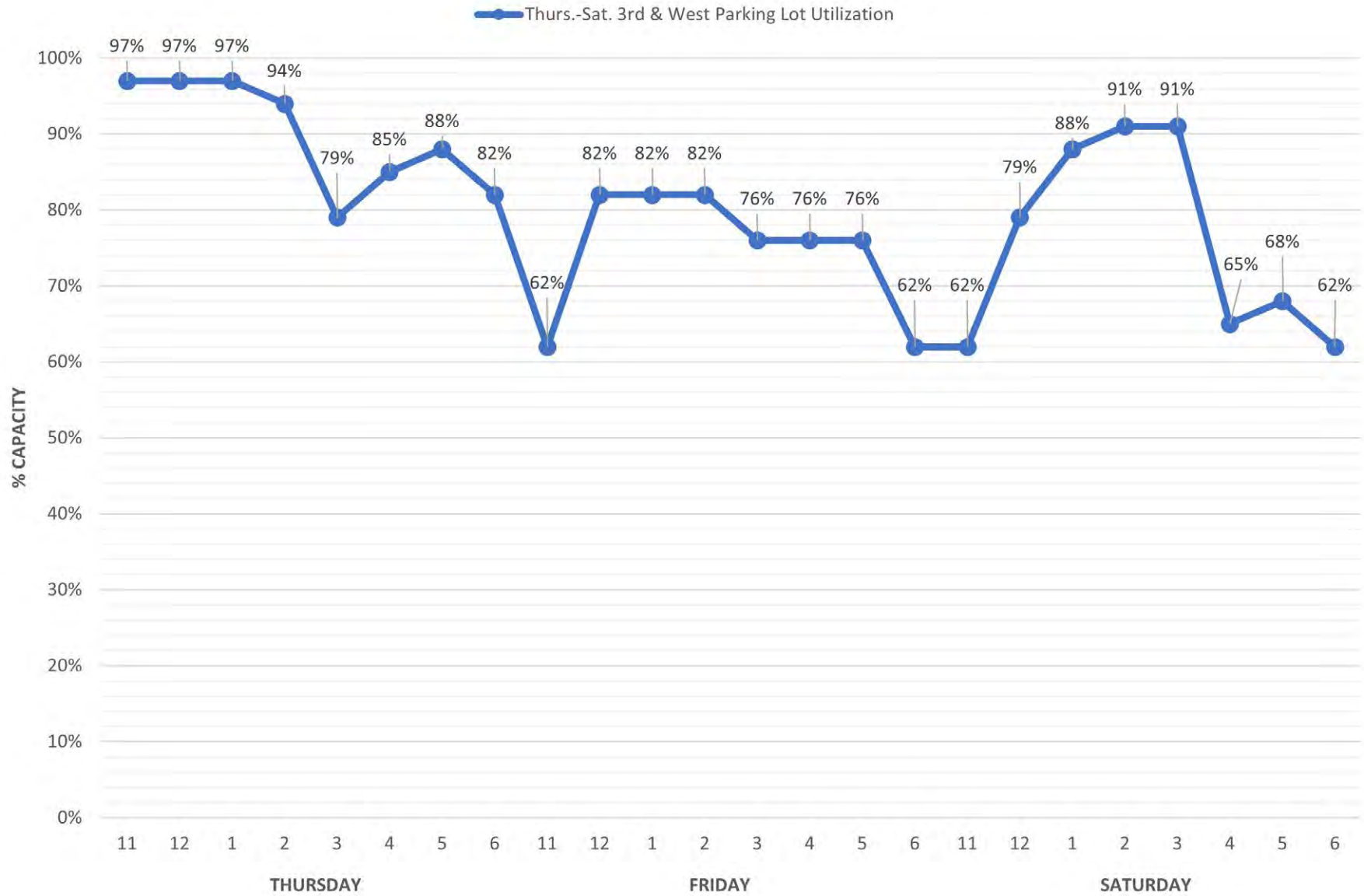
- ◆ 34 parking spaces.
- ◆ 1 ADA/handicap parking space.
- ◆ Located adjacent to Lytle Park.
- ◆ Pedestrian-scaled period light fixtures illuminating the parking lot.
- ◆ 3-day average of 80% parking utilization



3rd & West Street Parking Lot - 97% Peak Utilization at Noon on Thursday

FIGURE 3.11: 3RD & WEST PARKING LOT UTILIZATION

3rd & WEST PARKING LOT UTILIZATION



MAIN & POPLAR PARKING LOT

Located at the northeast corner of Main & Poplar streets, this public parking lot is the most visible and accessible downtown public parking lot. The lot is well-landscaped and includes a small gazebo and seating. Additional notes for this lot include:

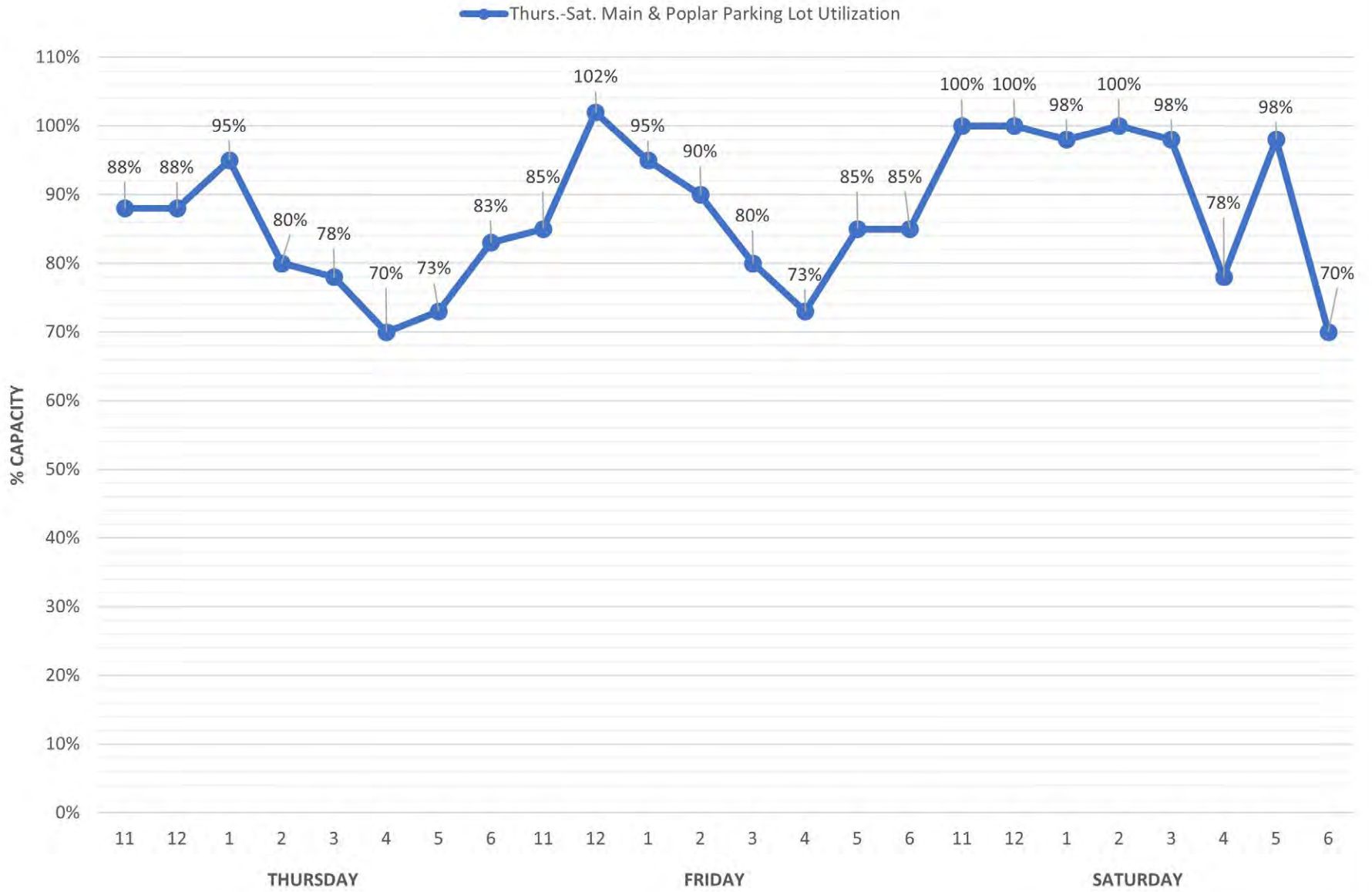
- ◆ 40 parking spaces.
- ◆ 4 ADA/handicap parking spaces.
- ◆ 3-day average of 87% parking utilization.
- ◆ Two electric vehicle charging stations.
- ◆ Includes public parking lot signage.
- ◆ Pedestrian-scaled period light fixtures illuminating the parking lot.
- ◆ Well-maintained, landscaped lot with gazebo and seating.



Main & Poplar Street Parking Lot - 100% Peak Utilization at Multiple Times on Saturday

FIGURE 3.12: MAIN & POPLAR PARKING LOT UTILIZATION

MAIN & POPLAR PARKING LOT UTILIZATION



MAIN ST. COMFORT STATION PUBLIC PARKING LOT

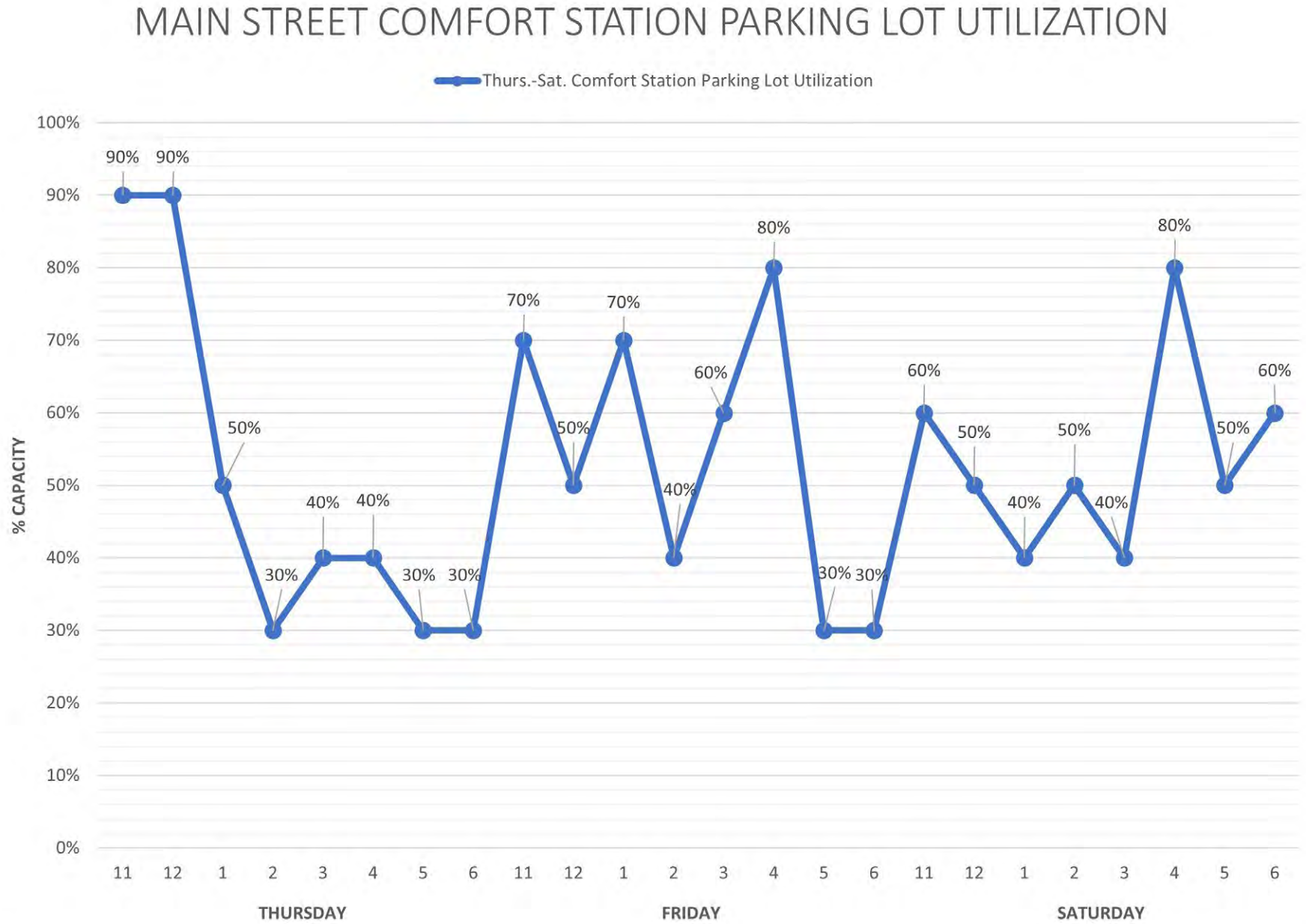
This lot is the smallest of the five public parking lots in the downtown. It is currently an unimproved, gravel lot accessible from the alley. The city intends to dedicate this parking for the adjacent Main Street Comfort Station building fronting Main Street. Additional information about this public lot includes:

- ◆ 10 parking spaces (approximately).
- ◆ No ADA/handicap parking spaces.
- ◆ 3-day average of 53% parking utilization.
- ◆ No signage indicating it is a public parking lot.
- ◆ No parking lot lighting.
- ◆ Accessible from the alleys off of Main St., Poplar St. and Central Ave.



Comfort Station Parking Lot - 90% Peak Utilization at Noon Thursday

FIGURE 3.13: COMFORT STATION PARKING LOT UTILIZATION



2ND & MULBERRY PUBLIC PARKING LOT

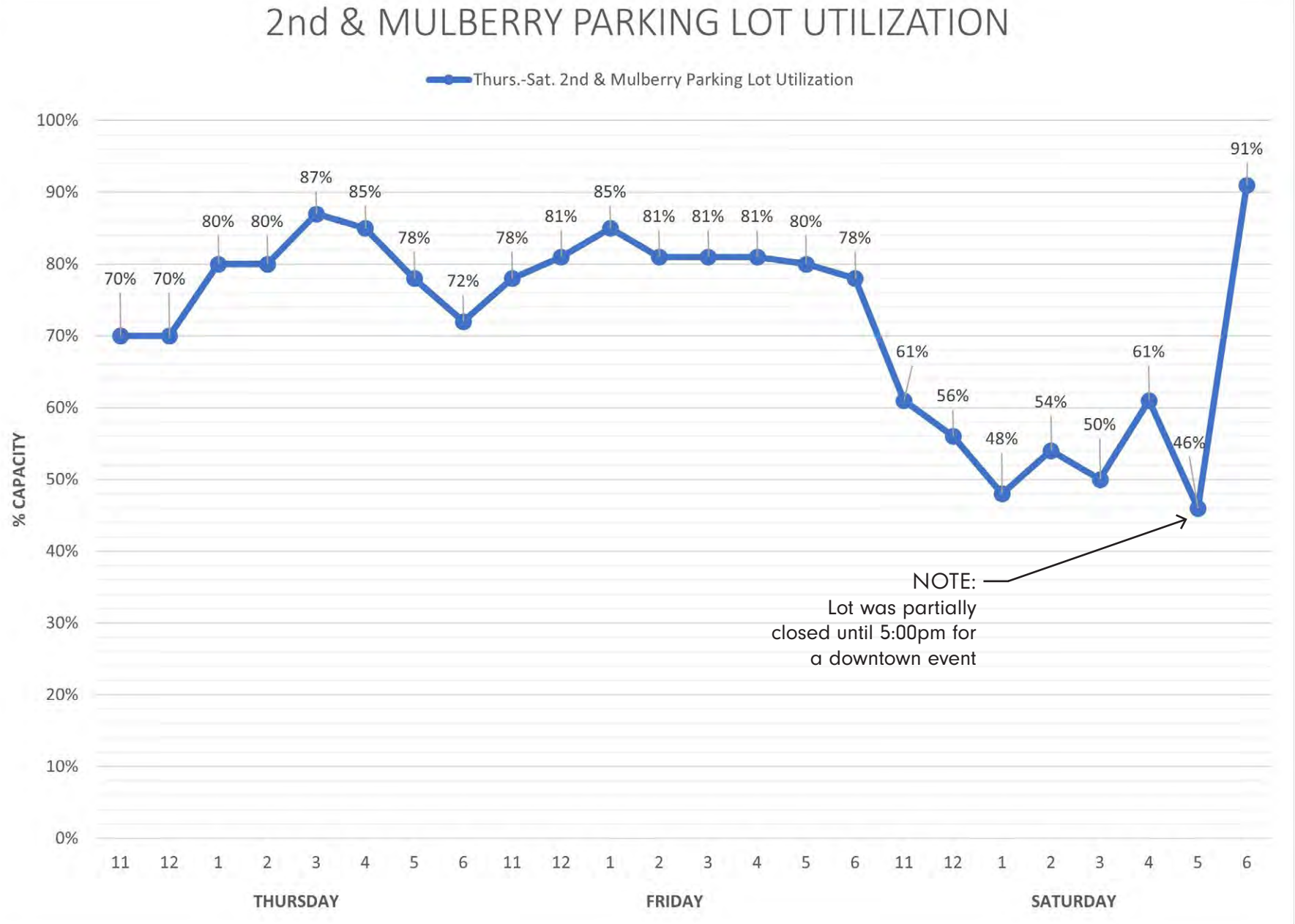
Centrally located at the northeast corner of Mulberry and 2nd streets, this parking lot is heavily utilized on both weekdays and weekends. It is well maintained and includes mature landscaping. Other information regarding this parking lot includes:

- ◆ 54 parking spaces.
- ◆ 1 ADA/handicap parking space.
- ◆ 3-day average of 72% parking utilization.
- ◆ Cobra-head streetlight fixtures illuminating the parking lot.
- ◆ No signage indicating it is a public parking lot.



2nd & Mulberry Street Parking Lot - 91% Peak Utilization at 6:00pm on Saturday

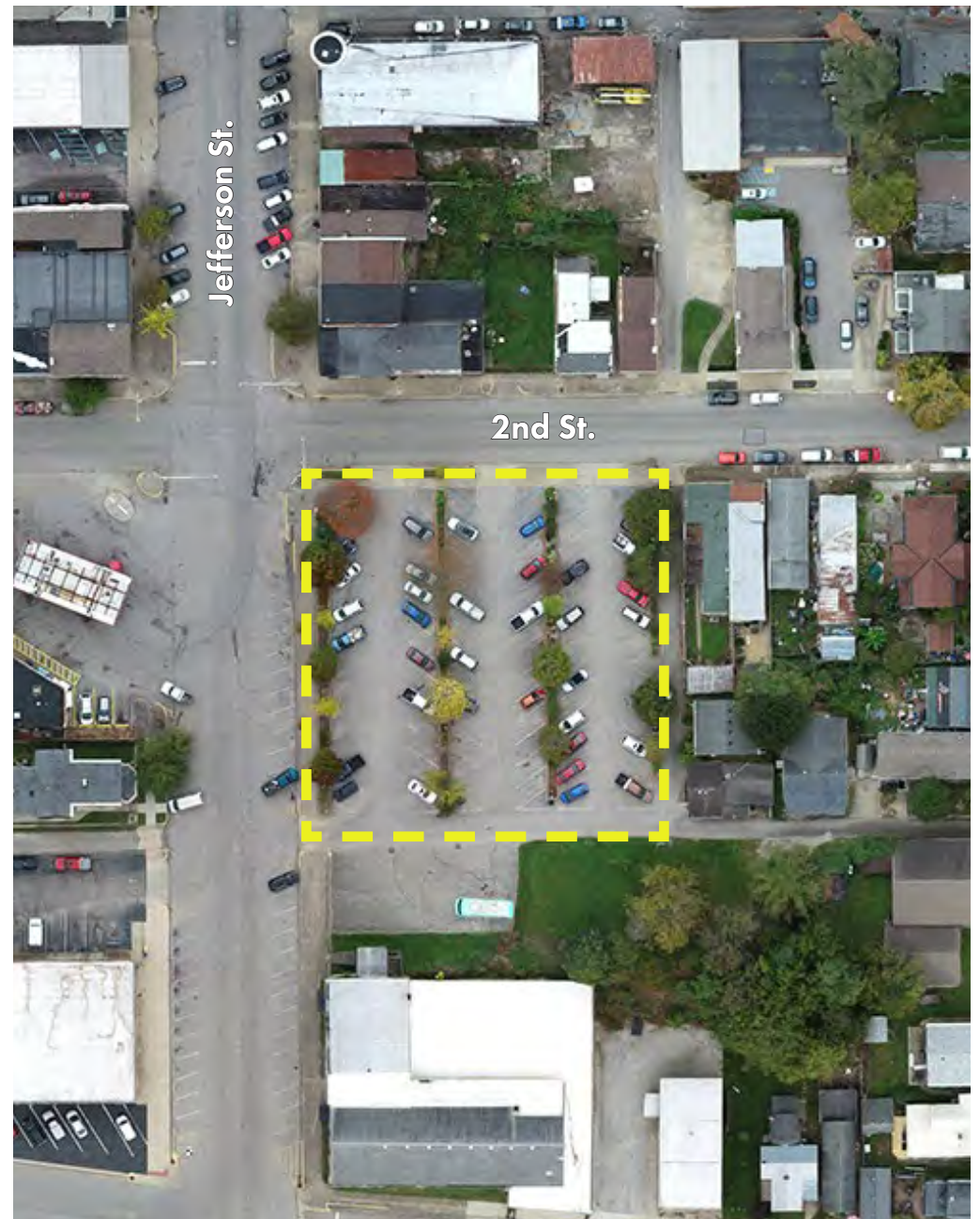
FIGURE 3.14: 2ND & MULBERRY PARKING LOT UTILIZATION



2ND & JEFFERSON PUBLIC PARKING LOT

Data gathered over the 3-day period revealed this lot is the most underutilized of the five public parking lots. Although the largest of all the public lots, it's location at the southeast corner of Jefferson and 2nd streets makes it the furthest lot from the primary retail activities along Main Street. This lot is often used as a staging area during a number of downtown/riverfront events held throughout the year. Additional information about this public lot includes:

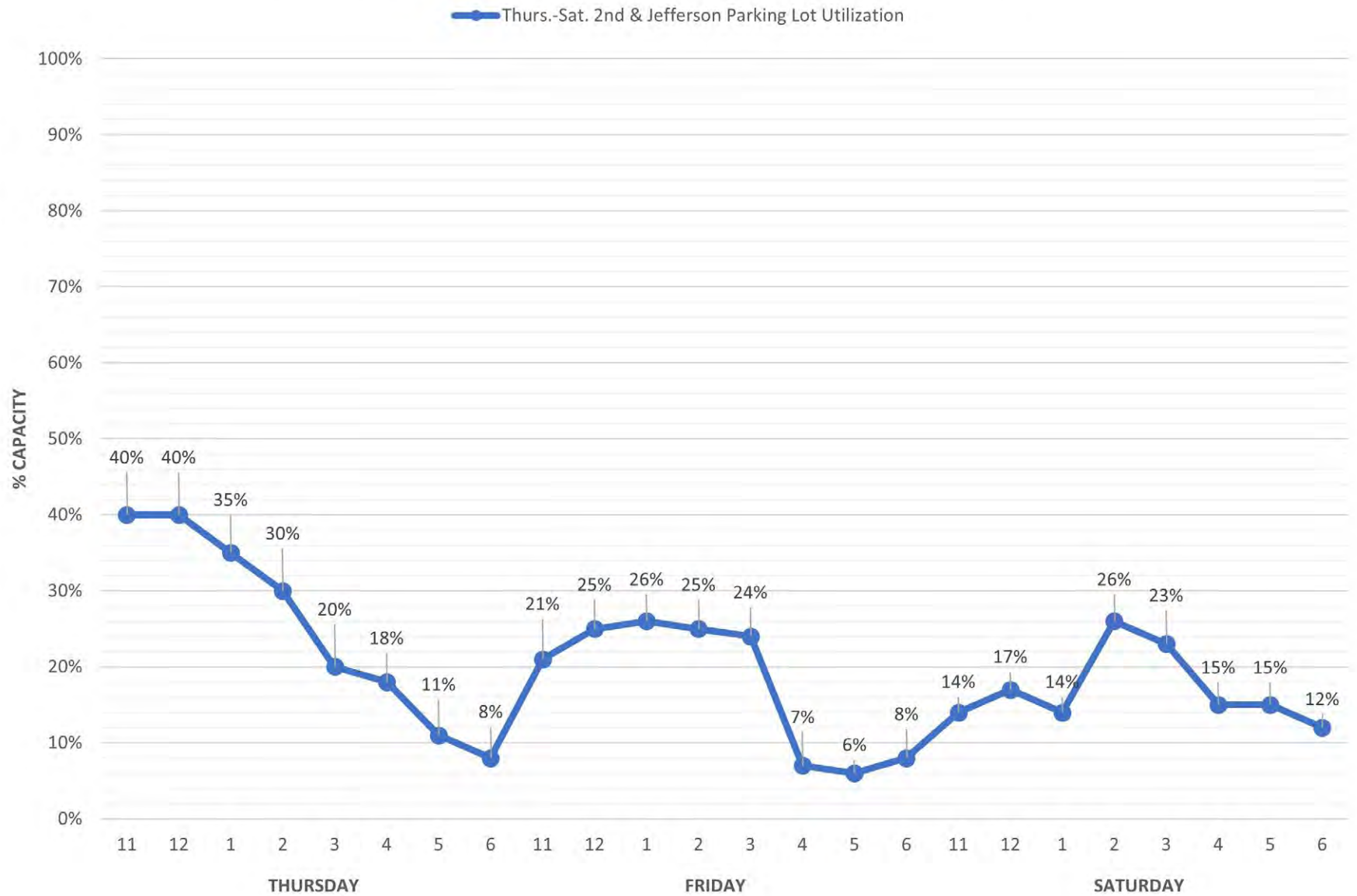
- ◆ 84 parking spaces.
- ◆ 4 ADA/handicap parking spaces.
- ◆ 3-day average of 20% parking utilization
- ◆ Includes public parking lot signage.
- ◆ Pedestrian-scaled period light fixtures illuminating the parking lot.
- ◆ Well-maintained, landscaped lot.



2nd & Jefferson Parking Lot - 40% Peak Utilization at Noon Thursday

FIGURE 3.15: COMFORT STATION PARKING LOT UTILIZATION

2nd & JEFFERSON PARKING LOT UTILIZATION



COUNTY COURTHOUSE CORE PARKING UTILIZATION

One of the questions raised during this study was how Jefferson County courthouse visitors and employees influence parking patterns. At the time of this parking study (during the COVID-19 pandemic), it was estimated that approximately 100 employees were working at the courthouse and/or adjacent county offices. The four county-owned employee parking lots are comprised of 42 spaces centered around the courthouse. The average utilization rate for these four lots was only 27%, or 11 of the 42 total spaces. Additional findings relative to on- and off-street parking around the courthouse include:

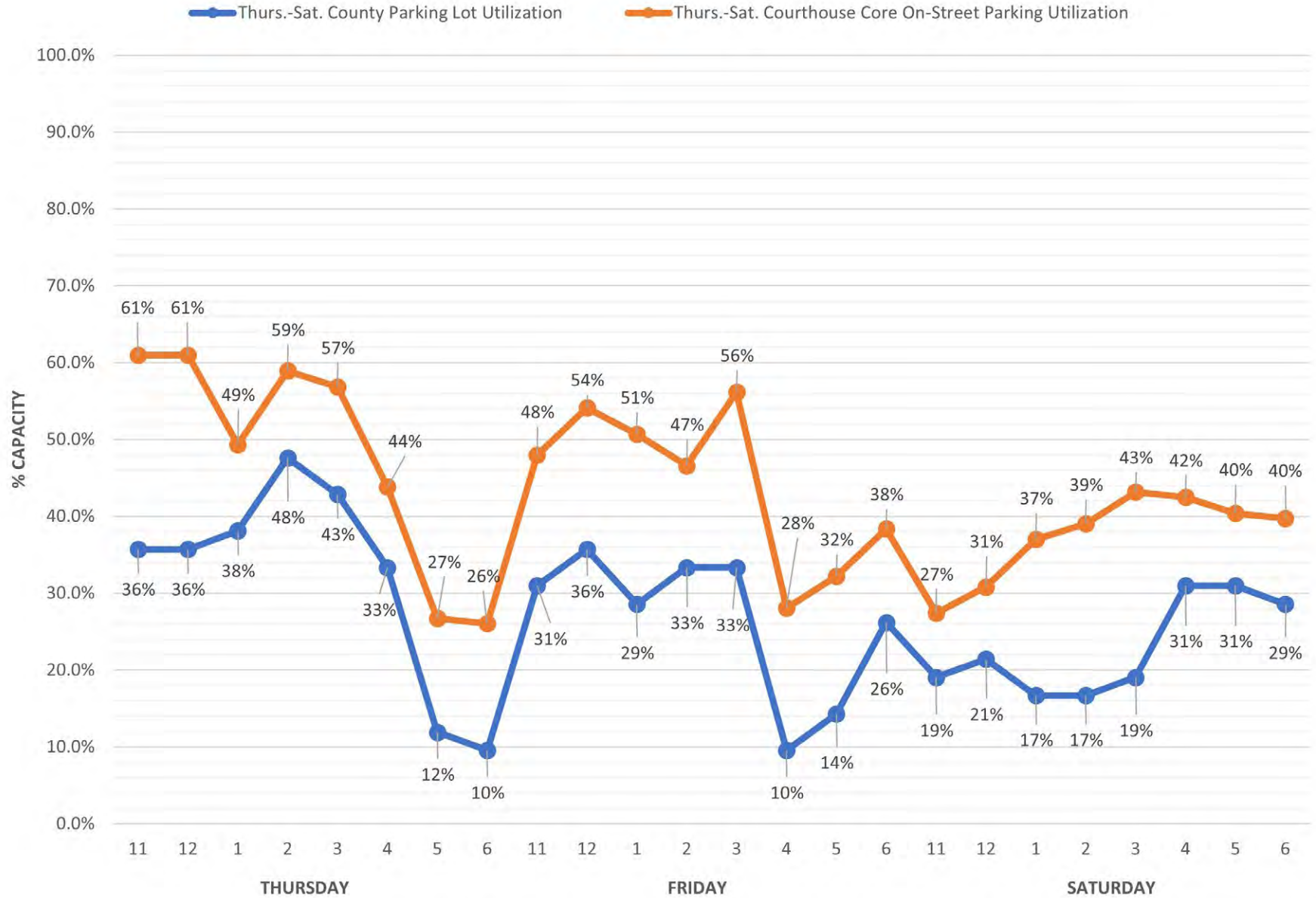
- ◆ There are 104 on-street parking spaces on the streets adjacent to the courthouse for a total of 146 on- and off-street parking spaces.
- ◆ 43% overall utilization rate for on- and off-street parking surrounding the courthouse.
- ◆ Although the utilization rate for the four county-owned lots was only 27%, the on-street utilization rate was 50%.
- ◆ On-street parking along S. Jefferson Street (between Main and 2nd St.) averaged 57% but dropped significantly on Saturday to 38%.



County Courthouse Area Parking - 61% Peak Utilization at 11:00am - Noon on Thursday

FIGURE 3.16: COURTHOUSE CORE PARKING UTILIZATION

COURTHOUSE CORE PARKING UTILIZATION



PRIVATE PARKING LOT UTILIZATION

There are 19 privately-owned, off-street parking lots in the downtown that contain 323 spaces. This accounts for 20.1% of all parking spaces (1,603) within the study area. This total includes the property/parking lot at 1st and Mulberry streets which contains 57 spaces. Although this property is currently owned by the city of Madison, there are plans for a private entity to redevelop the site in the near future which will eliminate these parking spaces for public use. Most of the private parking lots are north of Main Street. Key findings and issues relative to the private off-street parking areas include:

- ◆ The average utilization rate over the 3-day period for all of the private lots was only 35% - or only 114 of the 323 total spaces.
- ◆ Parking utilization peaked at 43.3% at 3:00pm on Saturday afternoon.



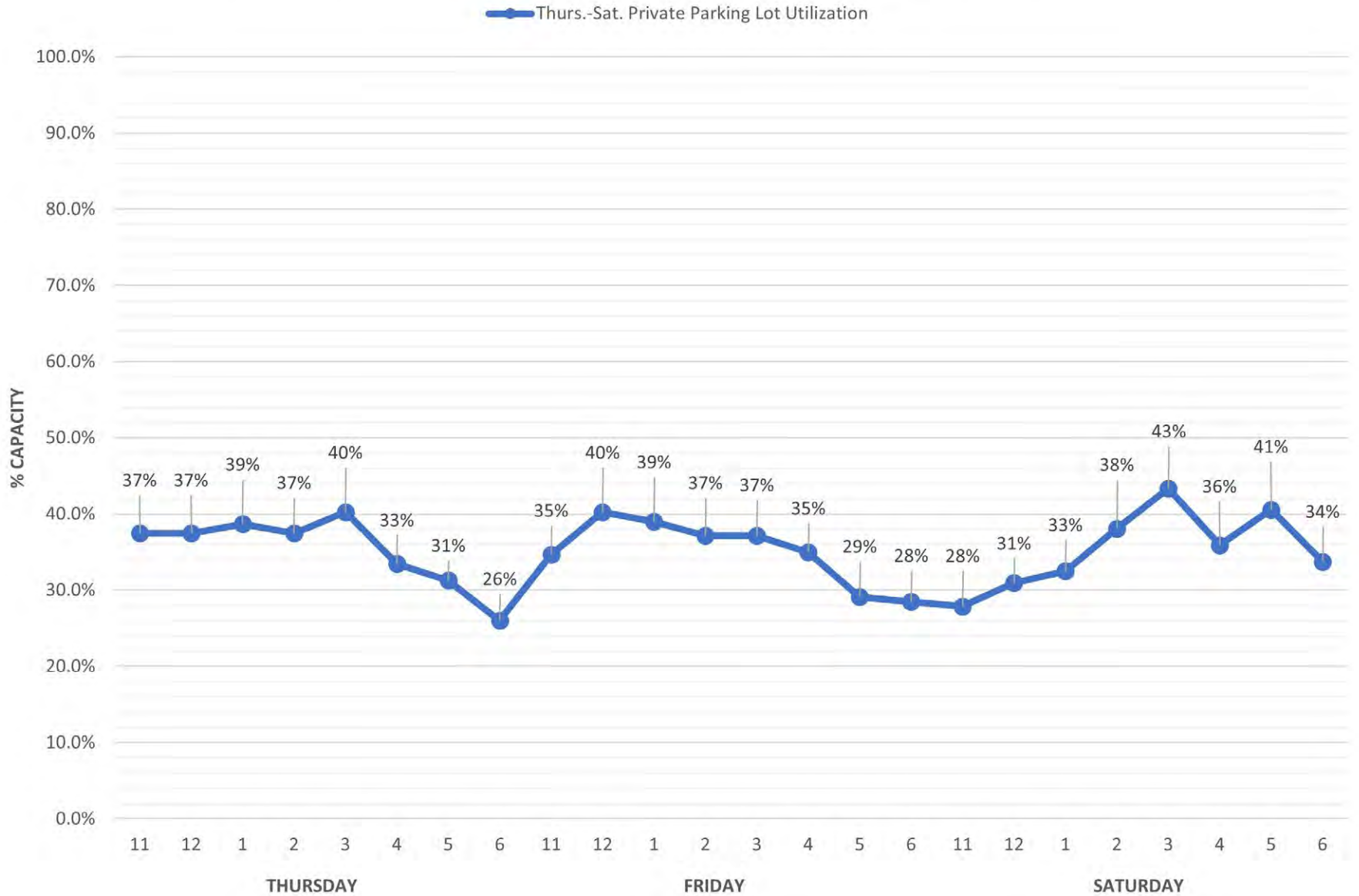
Off-Street Lot at 1st & S. Mulberry Street



Underutilized Private Parking Lot Along S. West Street in the Central Core

FIGURE 3.17: DOWNTOWN PRIVATE PARKING LOT UTILIZATION

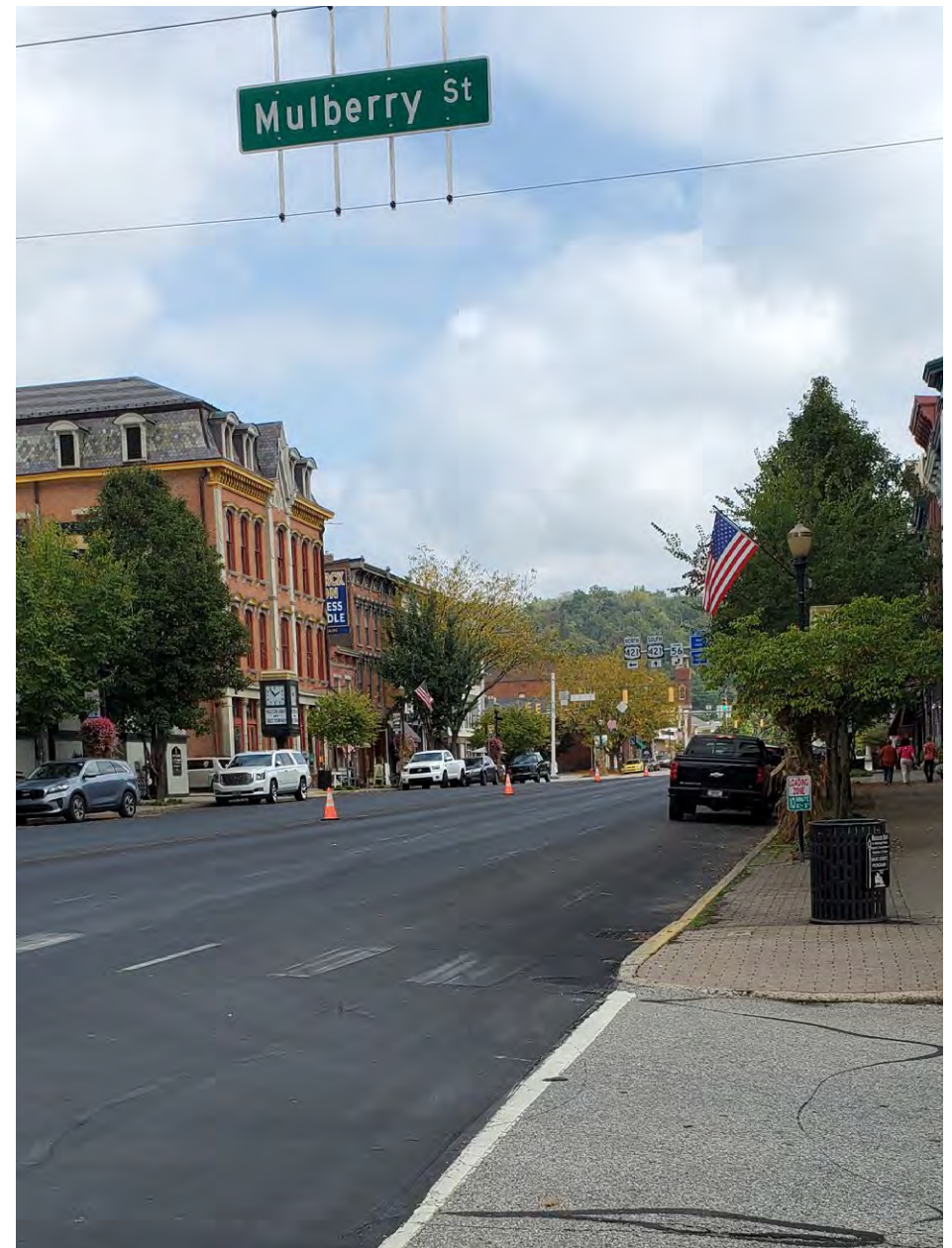
DOWNTOWN PRIVATE PARKING LOT UTILIZATION



DOWNTOWN ON-STREET PARKING UTILIZATION

Madison's downtown streets within the study area contain 967 on-street parking spaces which comprise 60.3% of the downtown's total parking inventory. This total includes designated handicap spaces and loading zones primarily lining Main Street. It should be noted that Main Street was being repaved and, as a result, may have affected parking patterns during this 3-day period. Even with peak parking utilization of 557 spaces (57.6%), there were still 410 parking spaces available during that time. It should also be noted that on-street parking within the residential areas along 1st and 3rd streets was not heavily utilized. The following pages provide a breakdown of on-street parking utilization at key locations in the study area.

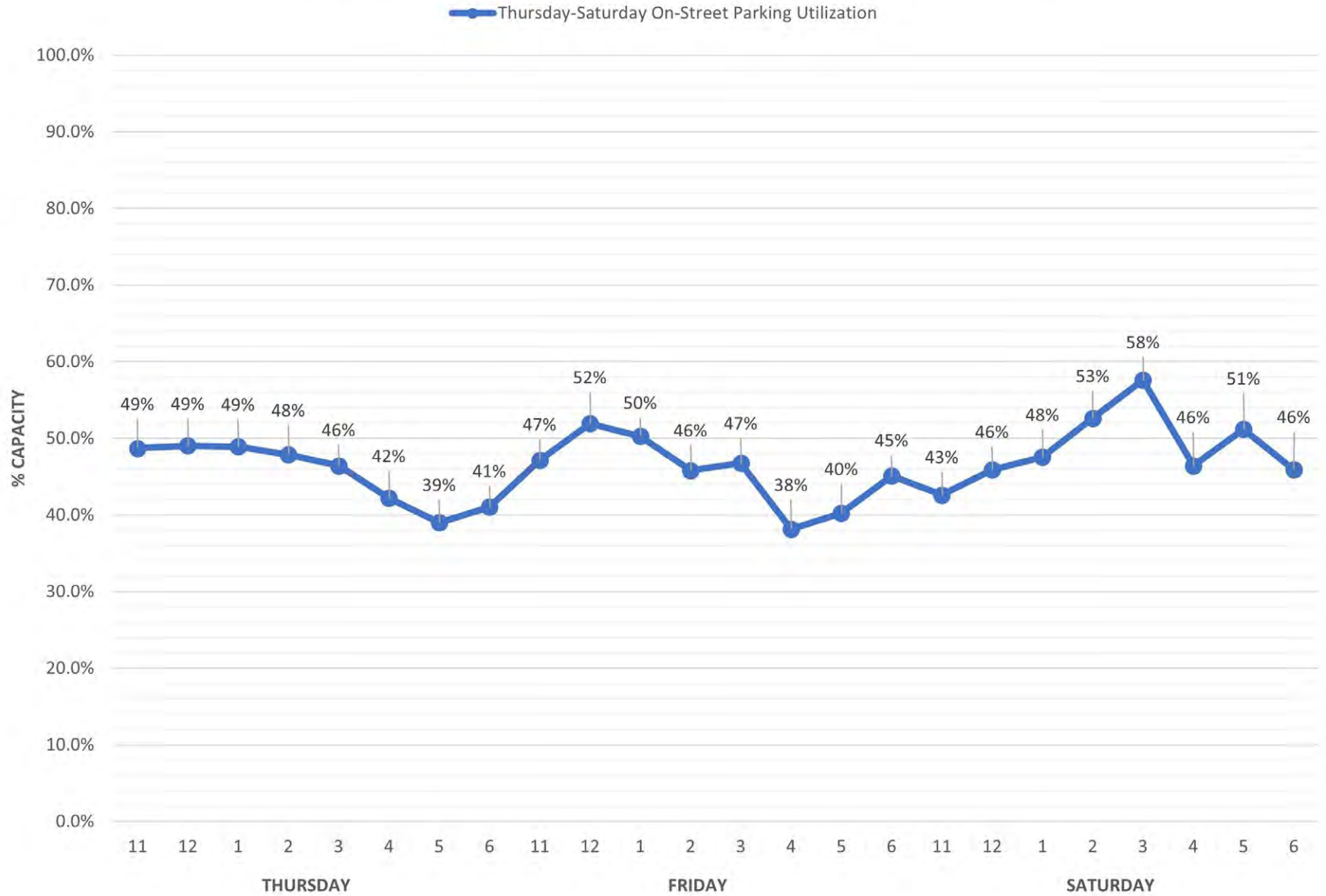
- ◆ The average utilization rate for all of the designated on-street parking spaces was 47%.
- ◆ Parking utilization peaked at 57.6% at 3:00pm on Saturday afternoon.
- ◆ Parking utilization of 80% or more occurred along portions of W. Main Street, S. Broadway Street and within the Central Core.



On-street Parking Conditions Along Main Street (During Repaving Project)

FIGURE 3.18: 3-DAY ON-STREET PARKING UTILIZATION

DOWNTOWN ON-STREET PARKING UTILIZATION



MAIN STREET PARKING

The Main Street corridor between Walnut and Broadway streets serves as the heart of downtown Madison. This 5-block corridor contains a number of vibrant restaurants and shops, City Hall, and the Jefferson County Courthouse. As with the rest of the downtown, on-street parking is unregulated with the exception of designated loading zones and ADA/handicap spaces. During the course of this parking study, the city of Madison was in the process of repaving and re-striping Main Street which may have affected motorists' parking habits and corresponding parking utilization rates.

There are approximately 130 curb-side parking spaces along this stretch of Main Street which accounts for 13.4% of the total on-street parking within the study area. This total includes fourteen designated loading zone spaces (with time limits) and nine ADA handicap spaces.

Some of the key findings relative to parking along Main Street centered on:

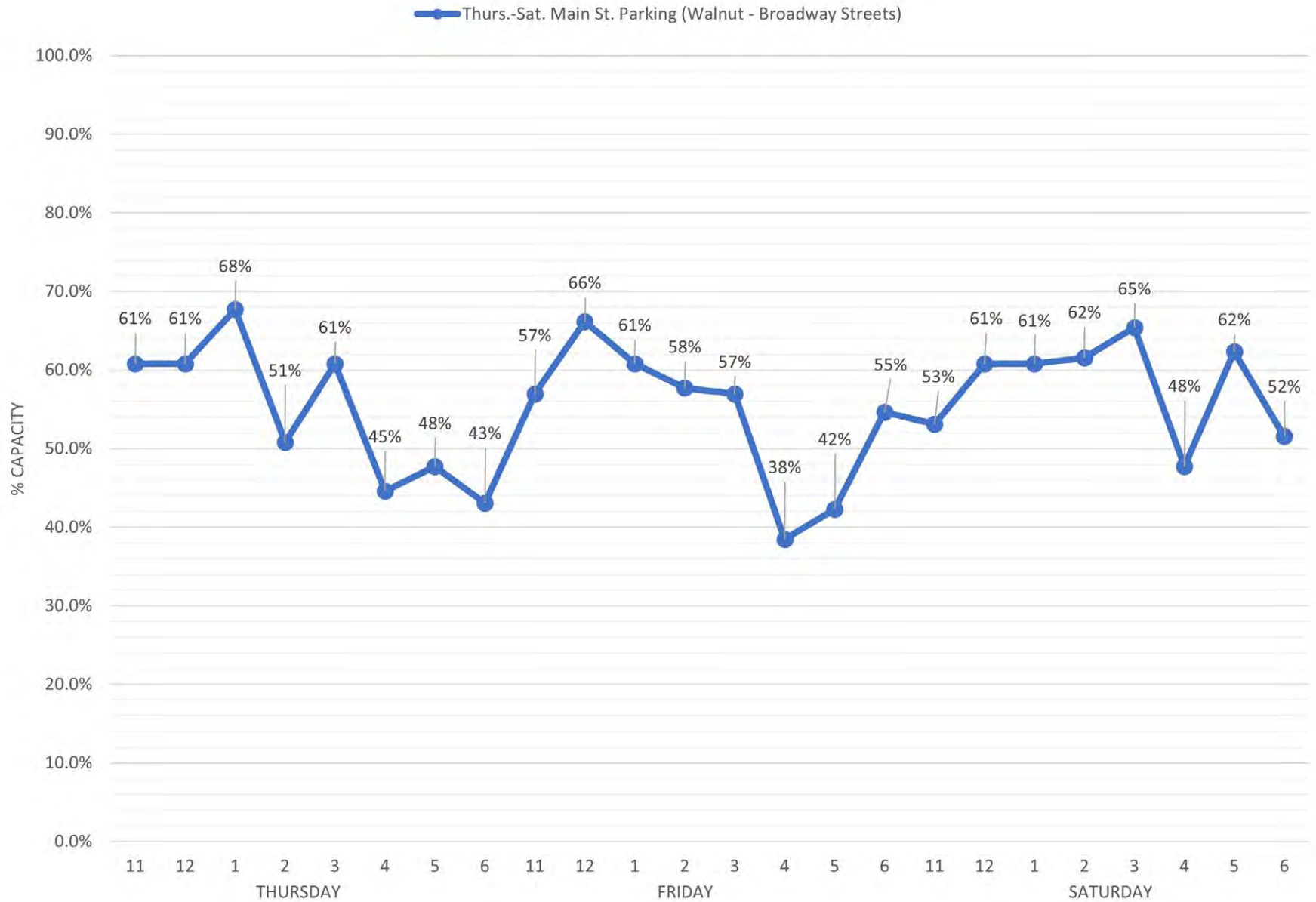
- ◆ 56% (72 of 130 spaces) average utilization rate.
- ◆ Parking utilization peaked at 68% at 1:00pm on Thursday.
- ◆ The 300 block of East Main Street was the most underutilized block averaging only 39% utilization over the 3-day period.
- ◆ The 100 block of E. Main Street was the most utilized block averaging 66% utilization.
- ◆ Inconsistent signage and time limits for loading zones and handicapped parking.
- ◆ Loading/unloading accessibility constraints at some ADA parking spaces.



Main Street On-Street Parking - 68% Peak Utilization at 1:00pm on Thursday

FIGURE 3.19: MAIN STREET PARKING UTILIZATION

MAIN STREET PARKING UTILIZATION



CENTRAL CORE PARKING

For the purposes of this parking study, the Central Core refers to the south side of the 100 block of East Main Street. This 1-block area extends between Main and 2nd streets, and from Mulberry to West Street. This particular area was highlighted due to the concentration of retail businesses and restaurants (thus the high demand for parking) within the given area. The well-utilized public parking lot at 2nd and Mulberry streets is adjacent to the Central Core area.

The Central Core area includes 75 on-street parking spaces. Parking utilization along the four streets encompassing the Central Core averaged 82% (or 61 of 75 spaces) and peaked at over 100% at 3:00pm on Saturday (Oct. 23rd). This peak may have been due to

an event being held in the public parking lot at 2nd and Mulberry (see aerial photo below), which likely required motorists to utilize parking along the streets. Additional findings or issues relative to parking along the Central Core streets included:

- ◆ Consistently high utilization around the lunch hour during the 3-day period of the parking study.
- ◆ Golf carts frequently use the on-street parking in this area, as allowed by city ordinances.
- ◆ Some parking located behind buildings accessed from the mid-block alleys.



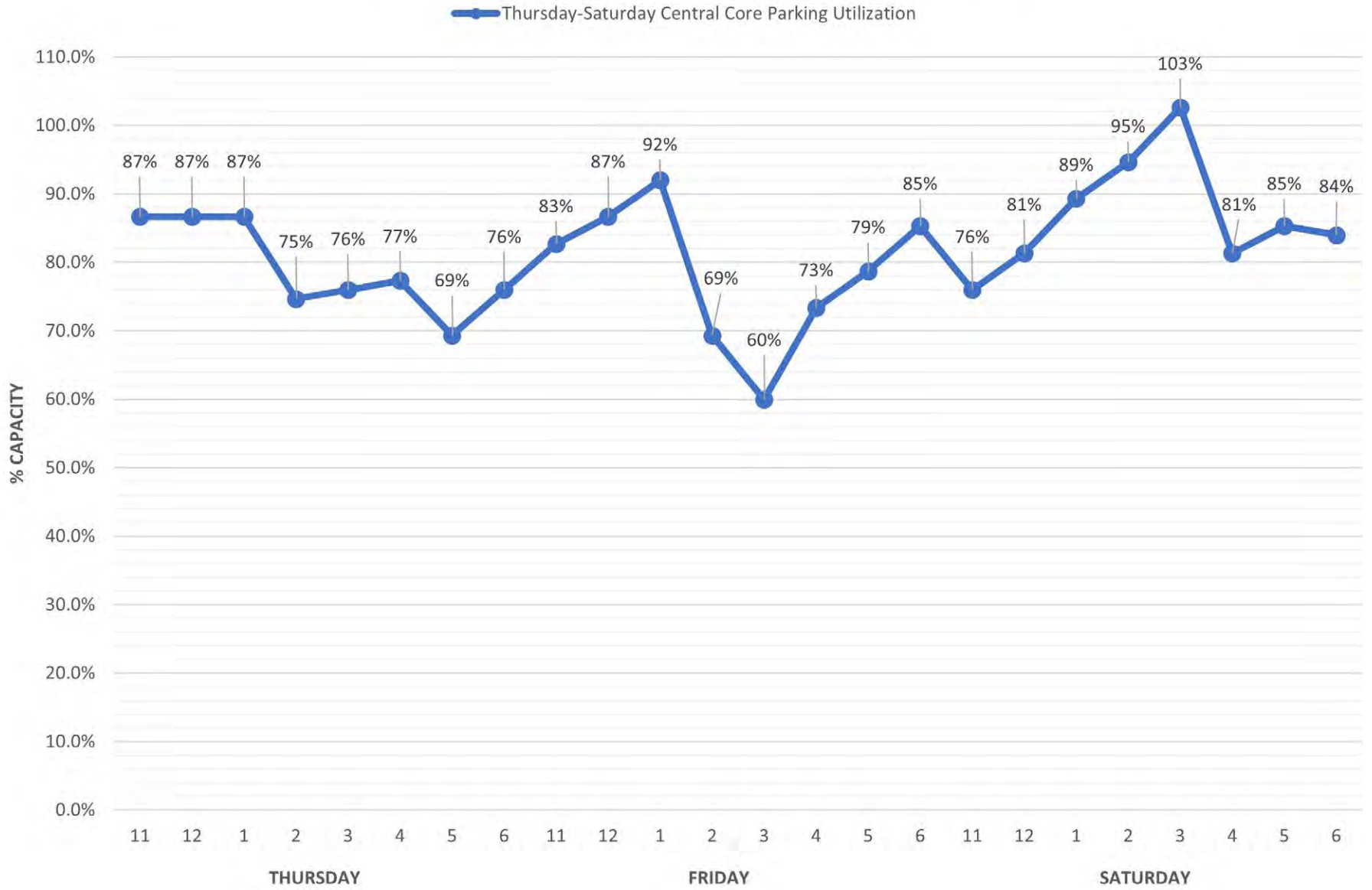
Central Core On-Street Parking - 100% Peak Utilization at 3:00pm on Saturday



Heavily-utilized On-street Parking Along S. West Street

FIGURE 3.20: CENTRAL CORE PARKING UTILIZATION

CENTRAL CORE PARKING UTILIZATION



S. BROADWAY STREET PARKING

The South Broadway Street corridor (between Main and 1st streets) was included due to its unique character and the relatively large amount of parking within this two-block area. North Broadway Street was not included as part of this breakout due to the lower parking utilization rate north of Main Street. This wide, boulevard-style street is comprised of a landscaped median extending from Main Street to 2nd Street, and contains a total of 57 parking spaces. Additional findings along S. Broadway Street included:

- ◆ Both angled (curb-side) and parallel (median) parking is provided along the street.

- ◆ The average parking utilization was 69% and peaked at 100% on Saturday at 3:00pm compared to only 30% along N. Broadway St. between Main and 3rd streets.
- ◆ Parking more heavily utilized (on average) on Saturday (93%) compared to the weekdays (57%).



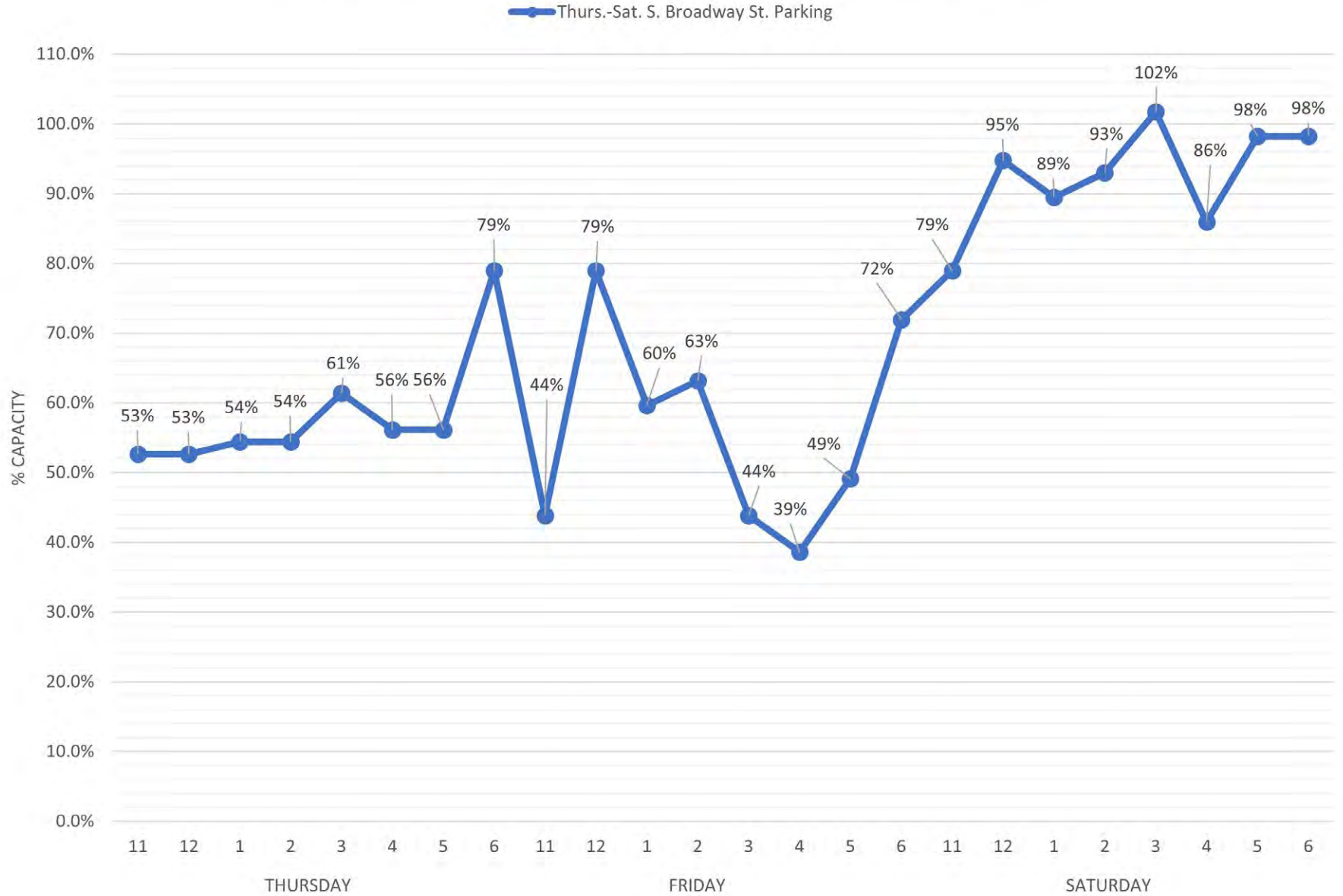
S. Broadway Street On-Street Parking - 100% Peak Utilization at 3:00pm on Saturday



Angled and Parallel On-street Parking Along S. Broadways Street

FIGURE 3.21: S. BROADWAY STREET PARKING UTILIZATION

S. BROADWAY STREET PARKING UTILIZATION



ALL DAY PARKING UTILIZATION

This parking study also revealed that all-day and overnight parking is an issue on premium public lots and along some sections of Main Street. Depending on the location, this parking is likely used by government and business employees, or by residents of nearby apartments. Instances of all-day or long-term parking reduces parking turnover, thus creating unwanted competition between visitors, employees and residents for the remaining parking spaces in these premium lots. The series of aerial photos of the Main and Poplar public parking lot illustrate the issue of several premium parking spaces being used for long-term parking needs.



Main & Poplar Street Parking Lot - 11:00am Friday



Main & Poplar Street Parking Lot - 1:00pm Friday



Main & Poplar Street Parking Lot - 3:00pm Friday



Main & Poplar Street Parking Lot - 6:00pm Friday

CONCLUSIONS

The results of this downtown parking inventory and analysis reveal there is an adequate supply of parking to meet normal/daily parking demands in downtown Madison. However, there are some areas where parking is near capacity. A summary of the key conclusions from this analysis are summarized as follows:

1. THERE IS AN OVERALL SURPLUS OF PARKING DOWNTOWN.

During the 3-day period, the peak parking utilization never exceeded 54% throughout the entire downtown, and the utilization rate for on-street parking only averaged 47% during that same time. In addition, the average utilization rate for the five public parking lots was 56%, or 138 of the 222 total spaces.

2. DURING PEAK TIMES, PARKING IN THE CENTRAL CORE FILLS TO NEAR CAPACITY.

Parking areas in the downtown's central core filled to near capacity during peak demand periods, including the lunch hour. This includes the public parking lots in the downtown except for the Jefferson Street lot. It also includes on-street parking in the Main-West-Mulberry-First Street block, as well as north-south streets between Main and First Street.

While parking in these individual blocks was near capacity, it is important to note there was generally additional parking available just one-half block further away.

3. THERE IS A HEAVY CONCENTRATION OF USE AT THREE PUBLIC PARKING LOTS.

This analysis highlights that three public off-street parking lots are heavily utilized throughout the day. These are:

- ◆ Third and West Street Public Lot
- ◆ Main and Poplar Street Parking Lot
- ◆ Second and Mulberry Street Public Lot

The Main and Poplar, as well as the Second and Mulberry lot are both premium lots in high demand locations near the downtown core. The heavy use of these lots means they are not always available for downtown visitors.

It is noted the Third and West Street lot has limited capacity and is primarily used by adjacent businesses and does not provide as much visitor parking.

4. THE JEFFERSON STREET PARKING LOT IS UNDERUTILIZED.

Although most public lots are heavily used, the Jefferson Street public parking lot is consistently underutilized. Alternatives should be considered to increase the utilization of this as a public lot.

5. UNREGULATED PARKING CAUSES VISITORS, EMPLOYEES AND RESIDENTS TO COMPETE FOR PREMIUM PARKING.

Currently, the city does not have any parking charges or controls. This means that all parking lots and on-street spaces are equally available for short term visitor use, all-day resident parking and all-day employee parking.

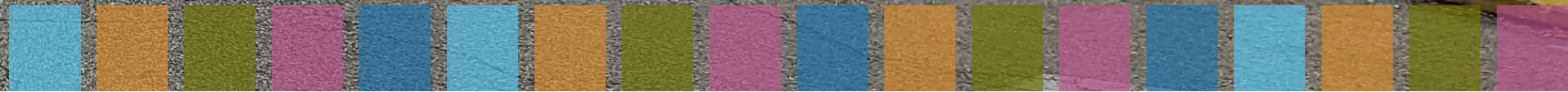
As a result, visitors often find the city's most visible and convenient lots full much of the day because of resident and downtown employee parking. While the needs of all parking groups need to be accommodated, the city needs to consider directing visitor and all-day parking users to different lots to best meet the overall demand.

6. PARKING INFORMATION IS NOT CLEAR AND CONSISTENT.

In order to provide for the best visitor experience, parking information and signage should be clear and consistent. Currently there isn't clear and consistent downtown parking information. Some of the signage and information issues include:

- ◆ Some public parking lots have no signage indicating they are public lots
- ◆ Other parking lots have inconsistent signage making it challenging for visitors to navigate
- ◆ On-street parking pavement and curb markings are inconsistent
- ◆ Restricted parking signage and markings are inconsistent for handicapped parking and loading zones.
- ◆ Public parking areas are not consistently included in wayfinding signs.





4

RECOMMENDATIONS



KEY FINDINGS FROM PARKING ANALYSIS

In general, the key findings from the inventory and analysis reveal that although there is a surplus of overall parking downtown, there are certain areas where visitors, employees and residents are often competing for the most convenient parking. The key findings also reveal:

- 1. THERE IS AN OVERALL SURPLUS OF PARKING DOWNTOWN.**
- 2. DURING PEAK TIMES, PARKING IN THE DOWNTOWN CENTRAL CORE IS NEAR CAPACITY (OVER 80%).**
- 3. THERE IS A HEAVY CONCENTRATION OF USE AT THREE PUBLIC PARKING LOTS.**
- 4. THE JEFFERSON STREET PARKING LOT IS UNDERUTILIZED.**
- 5. UNREGULATED PARKING CAUSES VISITORS, EMPLOYEES AND RESIDENTS TO COMPETE FOR PREMIUM PARKING.**
- 6. PARKING INFORMATION IS NOT CLEAR AND CONSISTENT.**

RECOMMENDATION SUMMARY

To address the key findings from the analysis, it is recommended the city enact parking strategies that follow these general strategies.

1. INFORMATION STRATEGY:

ADD SIGNAGE AND WEB-BASED INFORMATION TO BETTER UTILIZE THE CITY'S EXISTING PARKING CAPACITY.

The city should use parking signage, website information and other resources to encourage visitors to use the Jefferson Street lot, on-street parking on Broadway Street and other underutilized parking areas.

2. VISITOR PRIORITY STRATEGY:

PRIORITIZE VISITOR USE OF PREMIUM PUBLIC LOTS, WHILE ALSO CONTINUING TO PROVIDE CONVENIENT ALL-DAY PARKING FOR RESIDENTS AND EMPLOYEES.

The city should prioritize use of its most visible and convenient parking areas for visitor use. At the same time, it should also provide convenient all-day off-street parking for residents and downtown employees. Implementing this guiding principle may require the city to institute parking controls such as enforced time limits or parking charges.

3. CAPACITY STRATEGY:

STRATEGICALLY ADD PARKING CAPACITY TO MEET PARKING DEMAND IN THE DOWNTOWN CORE.

As the city prioritizes its most visible and convenient parking areas for visitor use, it is anticipated it will need to add capacity for resident and employee use. It is recommended another public lot be developed in the northeast part of the study area to meet this need.

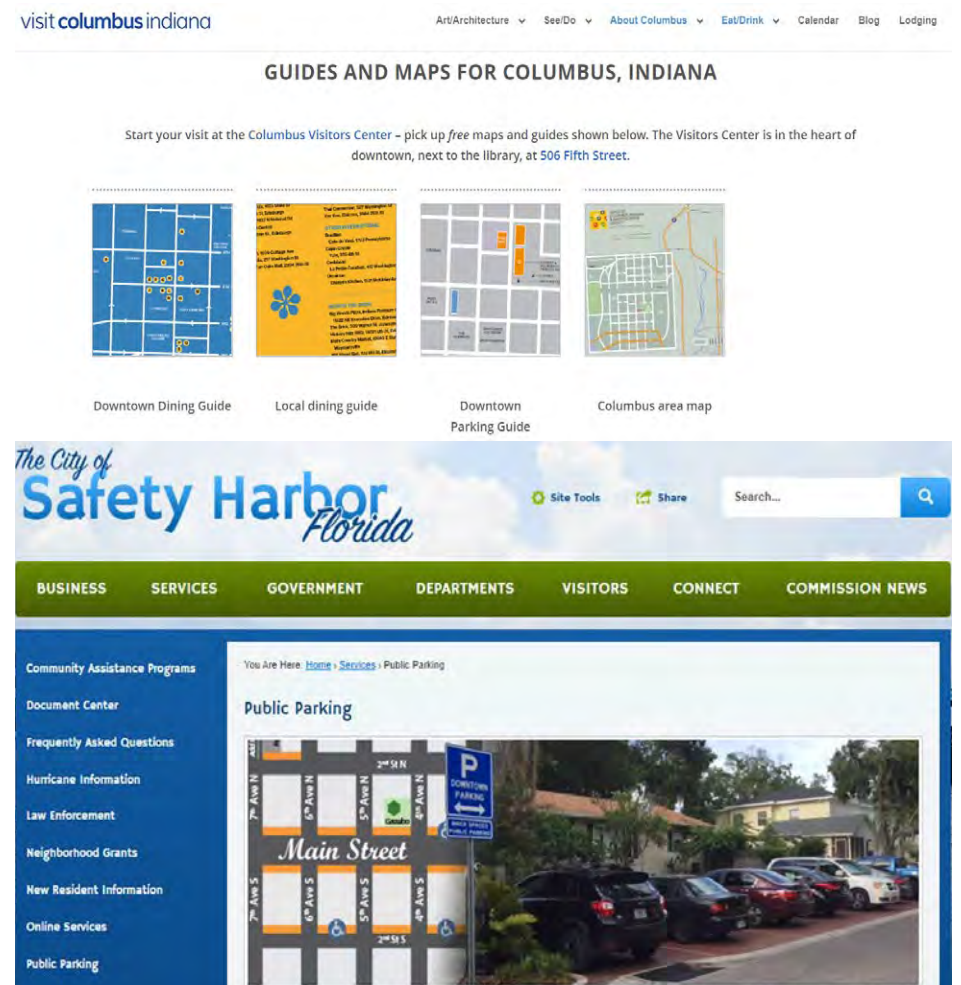
1. INFORMATION STRATEGY:

ADD SIGNAGE AND WEB-BASED INFORMATION TO BETTER UTILIZE THE CITY'S EXISTING PARKING CAPACITY.

An immediate and relatively simple strategy the city could undertake involves actions to inform the general public about parking in the downtown. It is important to increase public awareness of parking options to not only optimize parking utilization, but also enhance the visitor experience in downtown Madison. The following measures complement, or build on, one another and should be implemented together to be the most effective.

ADD PARKING INFORMATION ONLINE

The first measure the city should take is to update municipal and tourism websites to provide information regarding the city's public parking lot locations. To be the most effective this effort should be coordinated with Visit Madison, Madison Main Street, and the Chamber of Commerce, so all entities' websites disseminate similar information regarding downtown parking. Such an effort would also be useful during the many events downtown Madison hosts throughout the year. Additionally, downtown parking destinations could be added to Google and Apple maps to make navigating downtown much more convenient for visitors.

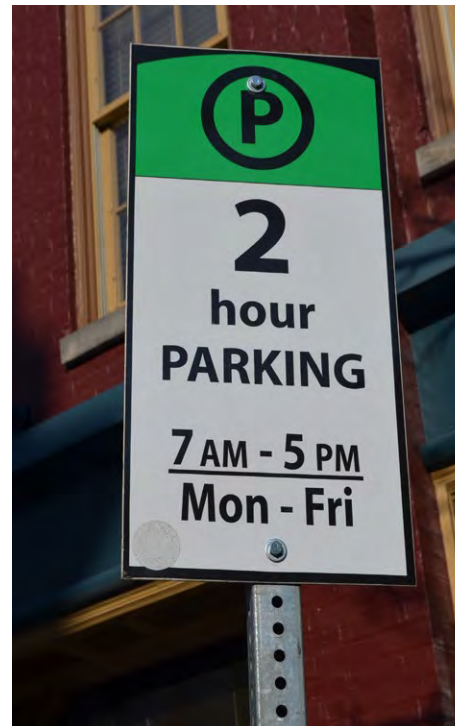


Examples of Website Information for Downtown Parking

ADD CONSISTENT PUBLIC PARKING SIGNAGE

The city should implement a unified system of informational signage that clearly identifies public parking lots in the downtown. This would include the installation of "Public Parking" signage at its five public parking lots so residents and visitors can clearly identify these as public parking. Key design components for such a system should also be incorporated into the online, or web-based informational strategy described previously. A successful informational signage system should:

- ◆ Be Memorable – quickly identifiable to motorists.
- ◆ Be Consistent – provides a consistent and straightforward message to motorists.
- ◆ Be Convenient and User-Friendly – effectively communicates key information.



Examples of Downtown Parking Signage

ADD PARKING TO WAYFINDING / DIRECTIONAL SIGNAGE

The city should incorporate public parking into its wayfinding signage program to direct motorists to public parking locations. This should be used to not only direct motorists to the premium public lots, but also to underutilized lots such as the one on Jefferson Street. Figure 4.1 provides recommendations on strategic locations for:

- ◆ Wayfinding signage at key intersections directing motorists to public parking lots
- ◆ On-site public parking signage identifying public lots



Examples of Parking Information with Wayfinding Signage

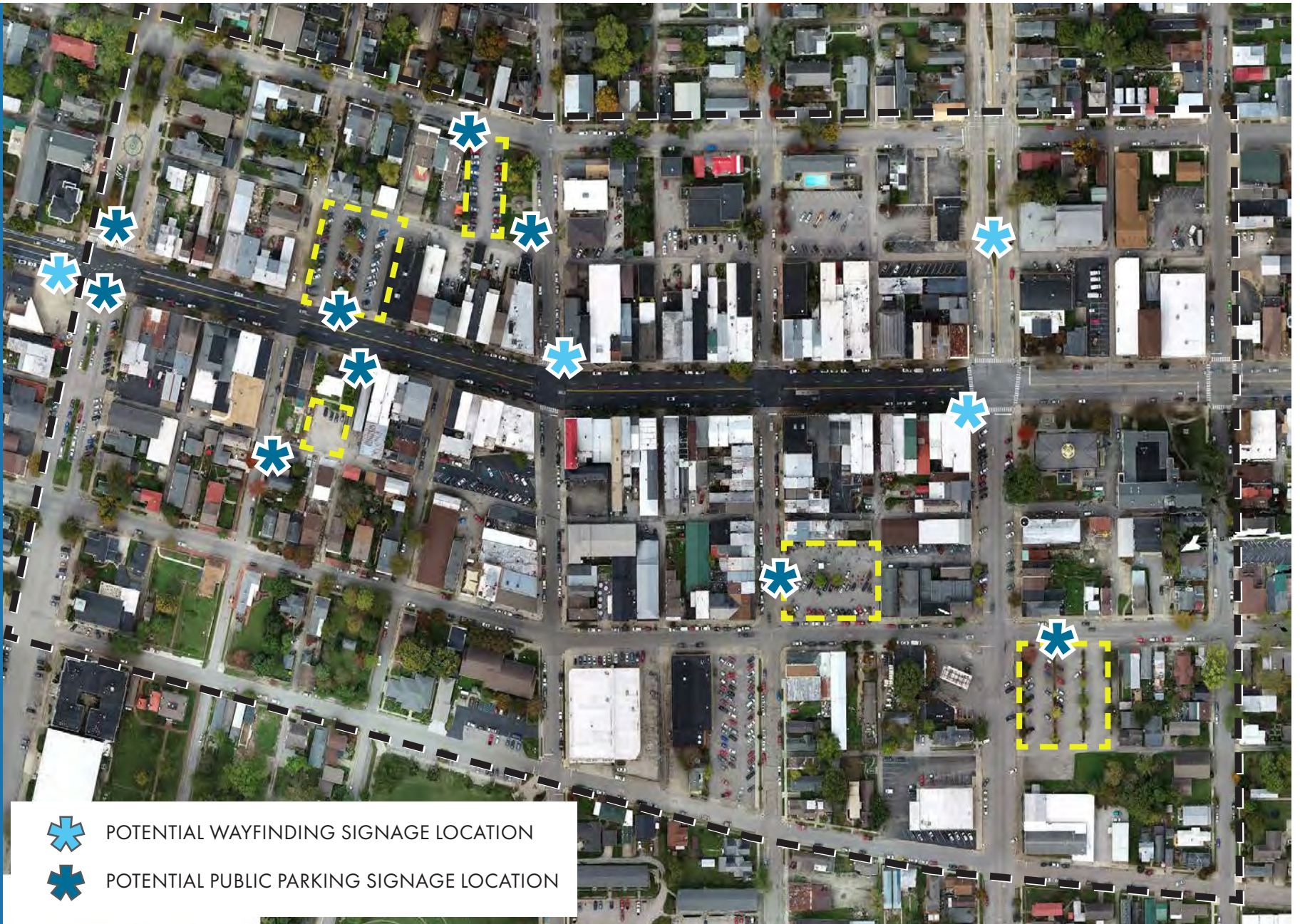
IMPLEMENT A CONSISTENT DOWNTOWN SIGNAGE AND PAVEMENT MARKING PROGRAM

To provide the best visitor experience, on-street parking should be striped and signed in a consistent manner. It is recommended the city replace inconsistent loading zone and handicapped parking signage with new consistent signage. Additionally, parking stall striping should be completed in a consistent manner on Main Street and side streets.



Example of On-street Parking Space Delineation

FIGURE 4.1: WAYFINDING SIGNAGE OPTIONS



2. VISITOR PRIORITY STRATEGY:

PRIORITIZE VISITOR USE OF PREMIUM PUBLIC LOTS, WHILE ALSO CONTINUING TO PROVIDE CONVENIENT ALL-DAY PARKING FOR RESIDENTS AND EMPLOYEES.

One of the biggest challenges in providing parking in a downtown district is balancing the needs of short-term visitor parking, all-day resident parking and all-day employee parking. Ultimately, it will prove a challenge to give each access to the most convenient parking in the downtown. However, the adequate inventory of on- and off-street parking in downtown Madison provides the opportunity to designate a hierarchy of parking for all-day and short-term users.

It is ultimately recommended the city reserve its most visible and convenient parking areas for visitors, since they are the ones spending money at downtown businesses. For Madison, this means prioritizing visitor parking at the Main and Poplar lot and at the Second and Mulberry lot. If visitor use is prioritized at these public lots, steps will also need to be taken to ensure there is convenient, off-street all-day parking available for residents and employees. Strategies for this are outlined on the following pages and illustrated in Figure 4.2.

DESIGNATE AND ENFORCE VISITOR PUBLIC PARKING LOTS

It is recommended the city designate the Main and Poplar as well as the Second and Mulberry lot for visitor parking. To implement this, the city should phase in parking controls and enforcement over time.

The simplest strategy to reserve the lots for visitors is to add signage designating the lot for visitor use only. Incorporating a time limit on these lots would deter all-day resident and employee use. If signage and time limits are not successful in deterring resident and employee use, the city could consider hiring a parking enforcement officer or instituting paid parking for visitor lots. Even a small nominal fee could deter all-day use.



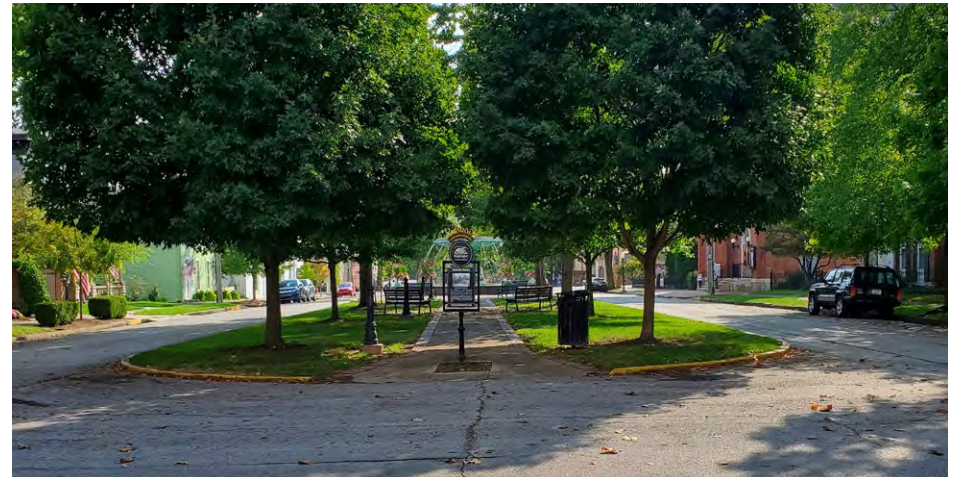
Examples of Signage for Parking Limits

DESIGNATE ALL-DAY UNRESTRICTED PARKING LOTS

The city also needs to maintain all-day off-street parking for resident, employee and all-day visitor use. These lots should be conveniently located within a short walk from downtown businesses, but do not need to be in premium use areas. It is also recommended that these lots be free and without time limits.

It is recommended lots/areas be designated for all-day unrestricted parking as follows:

- ◆ Northwest: Broadway Street north of Main Street can provide all day unrestricted parking. This is technically on-street parking, but is convenient to downtown businesses and is currently underutilized.
- ◆ Northeast: The city could partner with private parking lot owners in this area to purchase or lease additional parking to meet the need for this area – as there is not enough capacity in the Third and West Street lot to meet this need. Refer to the following Capacity Strategy discussion below for additional information on this strategy.



Provide Improved Signage and Striping for On-street Parking along N. Broadway St.



Potential Lot at Southeast Corner of 3rd and Mulberry for Public- Private Partnership

- ◆ Southwest: Broadway Street south of Main Street can provide all day unrestricted parking. Although this is also on-street parking, it is convenient to downtown businesses and contains 42 spaces that are often underutilized during the week.
- ◆ Southeast: The Jefferson Street lot is currently underutilized and could continue to be designated for all-day unrestricted parking. With proper wayfinding signage, this lot could experience increased usage.



Provide Improved Signage and Striping for On-street Parking along S. Broadway St.



Provide Additional Signage for Improved Utilization of 2nd & Jefferson St. Lot

FIGURE 4.2: PROPOSED PARKING PRIORITIES



3. CAPACITY STRATEGY:

STRATEGICALLY ADD PARKING CAPACITY TO MEET PARKING DEMAND IN OR NEAR THE DOWNTOWN CENTRAL CORE.

While the downtown has an overall surplus of parking, there is a need for added parking capacity in key areas. The analysis identified that there is a need for added capacity in the area near the Main-West-Mulberry-First Street block. To meet that need, the plan has recommended prioritizing the Main and Poplar lot and the Second and Mulberry lot for visitor use. To increase capacity, the city could also make the City Hall parking lot available for public parking in the evenings and on weekends.

As part of the Visitor Priority Strategy, this plan also recommends providing convenient all-day unrestricted parking throughout the downtown. This includes expanding parking capacity in the northeast part of the downtown. Details of this recommendation follow.

ESTABLISH AN ALL-DAY UNRESTRICTED PUBLIC PARKING AREA IN THE NORTHEAST PART OF DOWNTOWN.

In order to meet the demand for all-day unrestricted public parking for residents and employees, the city should explore options for acquiring property for a new public parking area. There are several potential lots in the northeast part of the study area - west of Jefferson Street

and north of Main Street. Alternatively, the city could partner with a private owner to lease all or a portion of a lot. This would likely require signage clearly indicating the time frame for public use, and/or the parking spaces designated for public use.

INCREASE UTILIZATION OF PRIVATE LOTS THROUGH PUBLIC-PRIVATE-PARTNERSHIPS

The city could also partner with private property owners to explore opportunities to better utilize off-street parking lots. One option is to develop shared parking agreements at key locations in the downtown. This strategy could generate additional income for the property owner, benefit the city by reducing the full costs of acquiring and building another parking lot, and create another parking alternative for visitors to the downtown.

At a smaller scale, the city could also provide technical assistance to property owners to revise/redesign off-street parking lots to create a more efficient parking layout and/or circulation pattern. This could be especially useful for owners of multi-family rentals to ensure there is adequate off-street parking for tenants. Such a strategy could potentially alleviate, or reduce, overflow parking on nearby streets and/or on city-owned public parking lots. Signage would be needed clearly indicating the time frame for public use, and/or the parking spaces designated for public use.



FIGURE 4.3: PUBLIC - PRIVATE PARTNERSHIP OPPORTUNITIES FOR OFF-STREET PARKING

FUTURE PARKING CONSIDERATIONS

As redevelopment continues in downtown Madison and the upper floors of buildings are converted into housing, there will be a growing need for dedicated overnight and all-day parking. The city should consider designating certain public parking lots (or portions of lots) for overnight parking by permit. In general, there is sufficient parking currently to accommodate smaller conversions of existing buildings. However, it should be noted that additional parking may be needed to support larger redevelopment projects in the future. Since the downtown setting is unique (compared to traditional suburban areas), it is important new parking is developed in a manner that supports the overall downtown vision and character. The city should re-evaluate its current parking ordinances/standards to ensure new parking is held to an appropriate standard. More specifically, downtown parking standards should address the following:

- ◆ Parking should be located behind buildings accessible via alleys.
- ◆ Parking should not interrupt continuous building frontage on local streets.
- ◆ Parking should be shared between developments whenever possible/feasible.
- ◆ Parking should be held to both minimum and maximum counts to avoid too much parking downtown.

PROMOTING ALTERNATIVE TRANSPORTATION

Although downtown vehicular parking is the focus of this study, another way to address parking capacity/supply is by reducing demand. The city of Madison should recognize that alternative modes of transportation such as bicycles, golf carts and the downtown trolley program can affect parking demand. Encouraging and accommodating these alternative transportation modes can not only reduce traffic congestion and reduce parking demand, but it can also benefit the environment. The city should look for opportunities to install bike racks and/or bike storage units for long-term bike storage in the downtown. One potential location could be at the Main Street Comfort Station.

FOLLOW-UP

Regardless of the recommendations undertaken by the city, going forward there should be a plan put in place to monitor the Main and West Street as well as the Mulberry and Second Street public parking lots for any major changes in parking capacity or turnover, and if long-term parking becomes an issue at other locations. This monitoring effort should also include on-street parking utilization along Main Street as well. As redevelopment continues in the downtown, the city should also consider conducting another parking study in the future.



5

APPENDIX

PARKING USAGE MAP - THURSDAY 11:00AM



PARKING USAGE MAP - THURSDAY NOON



PARKING USAGE MAP - THURSDAY 1:00PM



PARKING USAGE MAP - THURSDAY 2:00PM



PARKING USAGE MAP - THURSDAY 3:00PM



PARKING USAGE MAP - THURSDAY 4:00PM



PARKING USAGE MAP - THURSDAY 5:00PM



PARKING USAGE MAP - THURSDAY 6:00PM



PARKING USAGE MAP - FRIDAY 11:00AM



PARKING USAGE MAP - FRIDAY NOON



PARKING USAGE MAP - FRIDAY 1:00PM



PARKING USAGE MAP - FRIDAY 2:00PM



PARKING USAGE MAP - FRIDAY 3:00PM



PARKING USAGE MAP - FRIDAY 4:00PM



PARKING USAGE MAP - SATURDAY 11:00AM



PARKING USAGE MAP - SATURDAY NOON



PARKING USAGE MAP - SATURDAY 1:00PM



PARKING USAGE MAP - SATURDAY 2:00PM



PARKING USAGE MAP - SATURDAY 3:00PM



PARKING USAGE MAP - SATURDAY 4:00PM



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