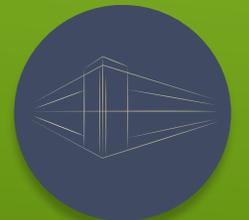


# CITY OF MIDLAND DOWNTOWN PARKING STUDY DRAFT FINAL REPORT

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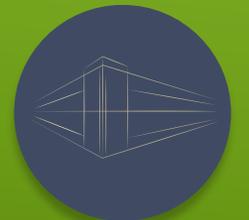
Presentation to DDA Board of Directors  
Wednesday February 5, 2020



**RICH & ASSOCIATES**  
PARKING CONSULTANTS

# THE PROCESS:

- On-line Surveys
- Individual Stakeholder Interviews
- Parking Inventory
- Parking Utilization Study
- Building Inventory
- Current / Future Parking Needs Determination
- Assessment of Parking Management/Operational Deficiencies
- Phased Recommendations

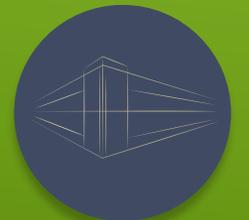


# On-line Survey Results

Customer / Visitor Surveys – 750 Responses

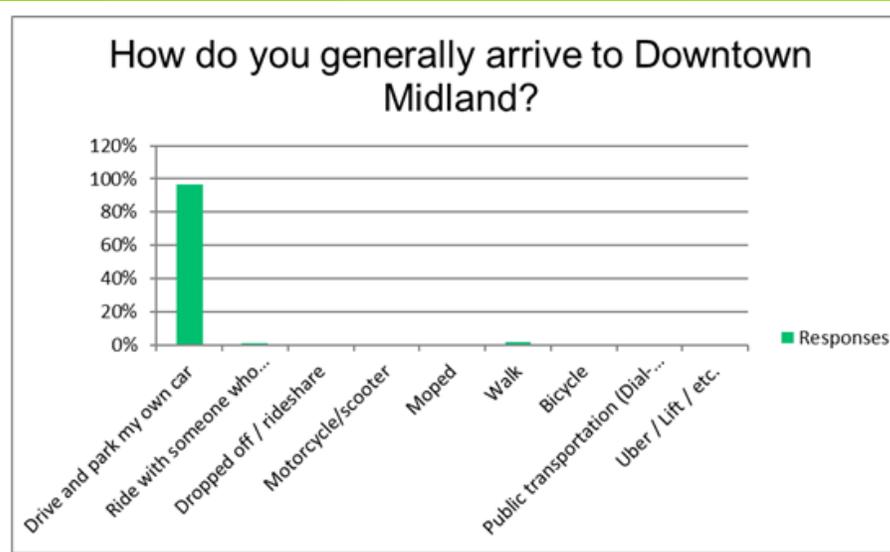
Downtown Business Owner Surveys – 17 Responses

Downtown Employees Surveys – 188 Responses

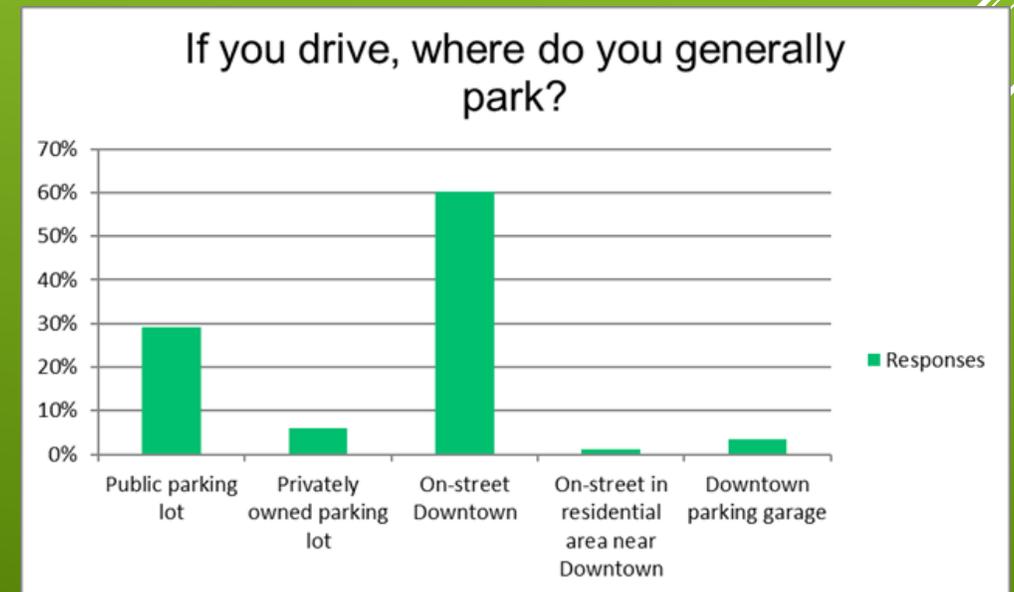


# Customer / Visitor Survey Results

Answer Choices	Responses	
Drive and park my own car	96%	725
Ride with someone who then parks	1%	8
Dropped off / rideshare	0%	0
Motorcycle/scooter	0%	0
Moped	0%	0
Walk	1%	11
Bicycle	1%	4
Public transportation (Dial-A-Ride)	0%	0
Uber / Lift / etc.	0%	1
Other (please specify)		6
	<b>Answered</b>	<b>752</b>
	<b>Skipped</b>	<b>1</b>

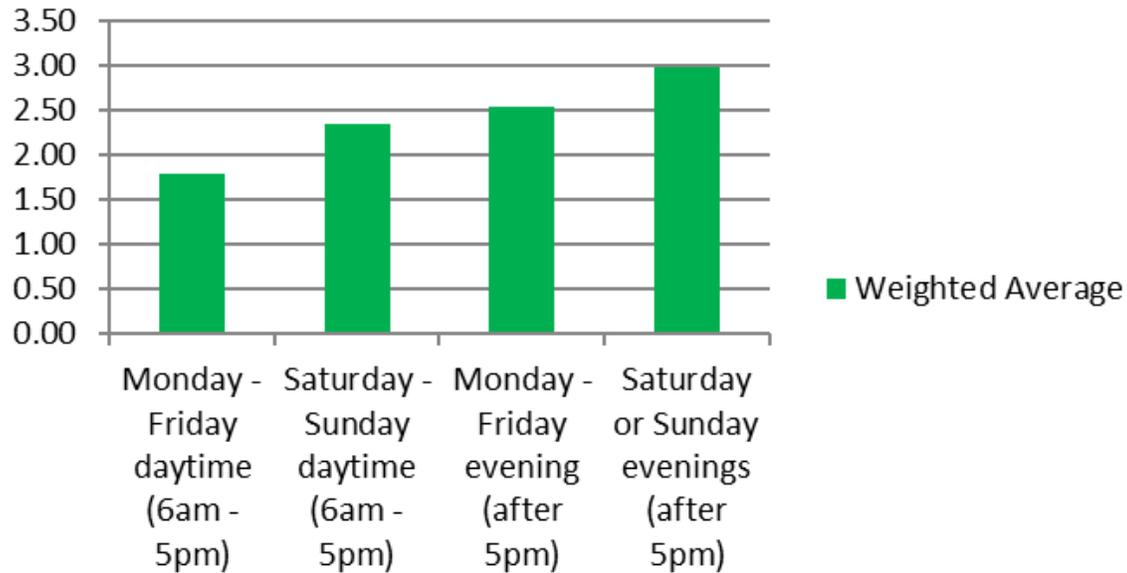


Answer Choices	Responses	
Public parking lot	29%	216
Privately owned parking lot	6%	45
On-street Downtown	60%	448
On-street in residential area near Downtown	1%	8
Downtown parking garage	4%	26
	<b>Answered</b>	<b>743</b>
	<b>Skipped</b>	<b>10</b>



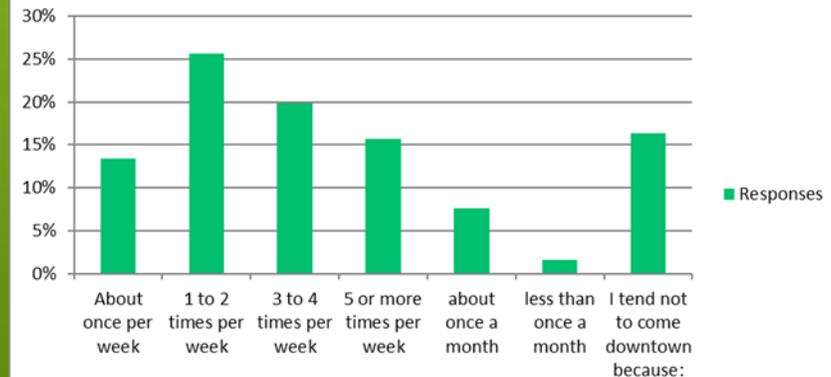
# Customer / Visitor Survey Results

My visits to Downtown Midland occur mainly during. (Please rank the following 1 - 4, with 1 being most often)



Answer Choices	Responses
About once per week	13% 100
1 to 2 times per week	26% 191
3 to 4 times per week	20% 148
5 or more times per week	16% 117
about once a month	8% 57
less than once a month	2% 12
I tend not to come downtown because:	16% 122
<b>Answered</b>	<b>747</b>
<b>Skipped</b>	<b>6</b>

How many times in a typical week do you visit Downtown Midland?



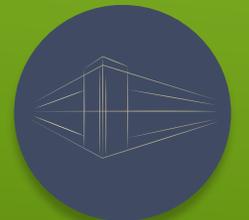
# Customer / Visitor Survey Results

**During your visit, how long do you generally stay in Downtown Midland?**

<b>Less than one hour</b>	81	12%	3,645
<b>1 hour - 1 1/2 hours</b>	143	22%	12,870
<b>1 1/2 hours - 2 hours</b>	170	26%	20,400
<b>2 - 3 hours</b>	186	28%	33,480
<b>3 - 4 hours</b>	70	11%	16,800
<b>4 - 5 hours</b>	13	2%	3,900
<b>5 - 6 hours</b>		0%	0
<b>6 - 7 hours</b>		0%	0
<b>7 - 8 hours</b>		0%	0
<b>More than 8 hours</b>		0%	0
	663	100%	91,095

**Average Stay**

2 Hours  
17 Minutes



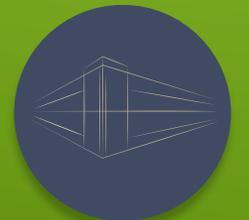
# Customer / Visitor Survey Results

**How far are you willing to walk from your parking space to your primary destination**

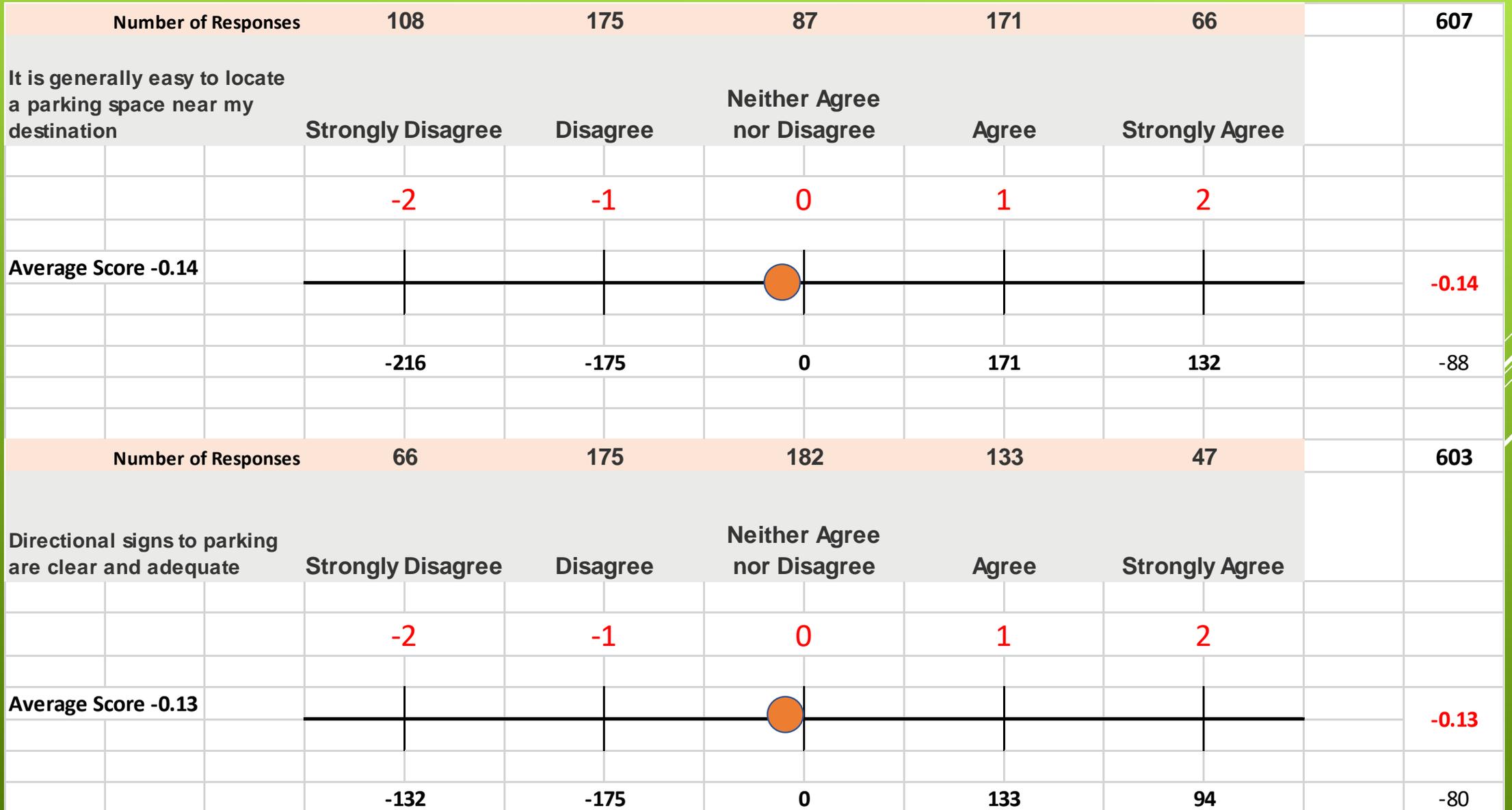
<b>25 Feet</b>	<b>21</b>	<b>3%</b>
<b>100 Feet</b>	<b>24</b>	<b>3%</b>
<b>1 / 2 Block (~150 feet)</b>	<b>88</b>	<b>12%</b>
<b>1 Block (~ 300 feet)</b>	<b>171</b>	<b>23%</b>
<b>1 to 2 blocks (~ 600 feet)</b>	<b>240</b>	<b>33%</b>
<b>More than 2 blocks (~ 800 feet)</b>	<b>188</b>	<b>26%</b>
<b>Total</b>	<b>732</b>	<b>100%</b>

**Average Distance**

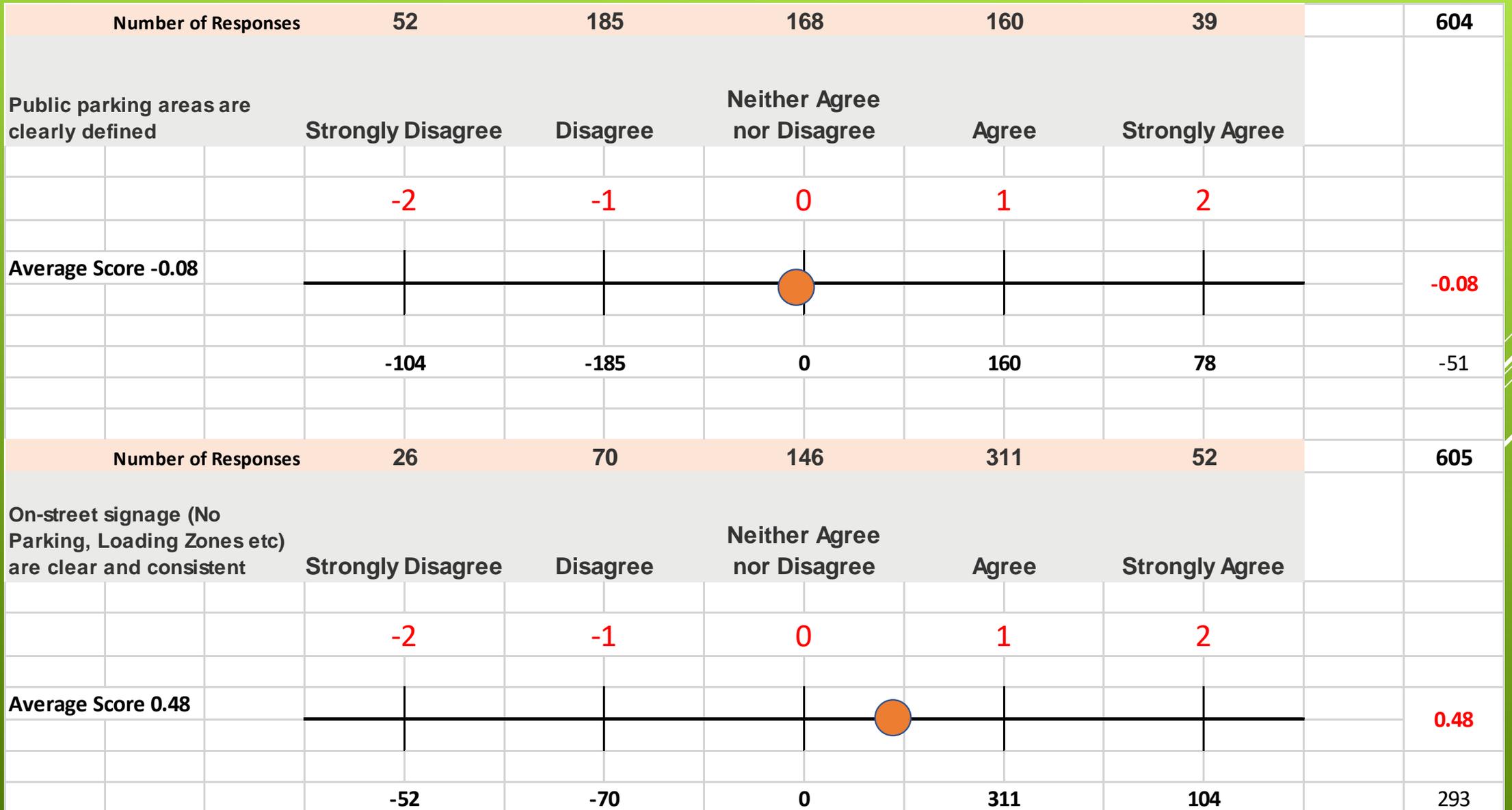
**1.65 Blocks**  
**494 Feet**



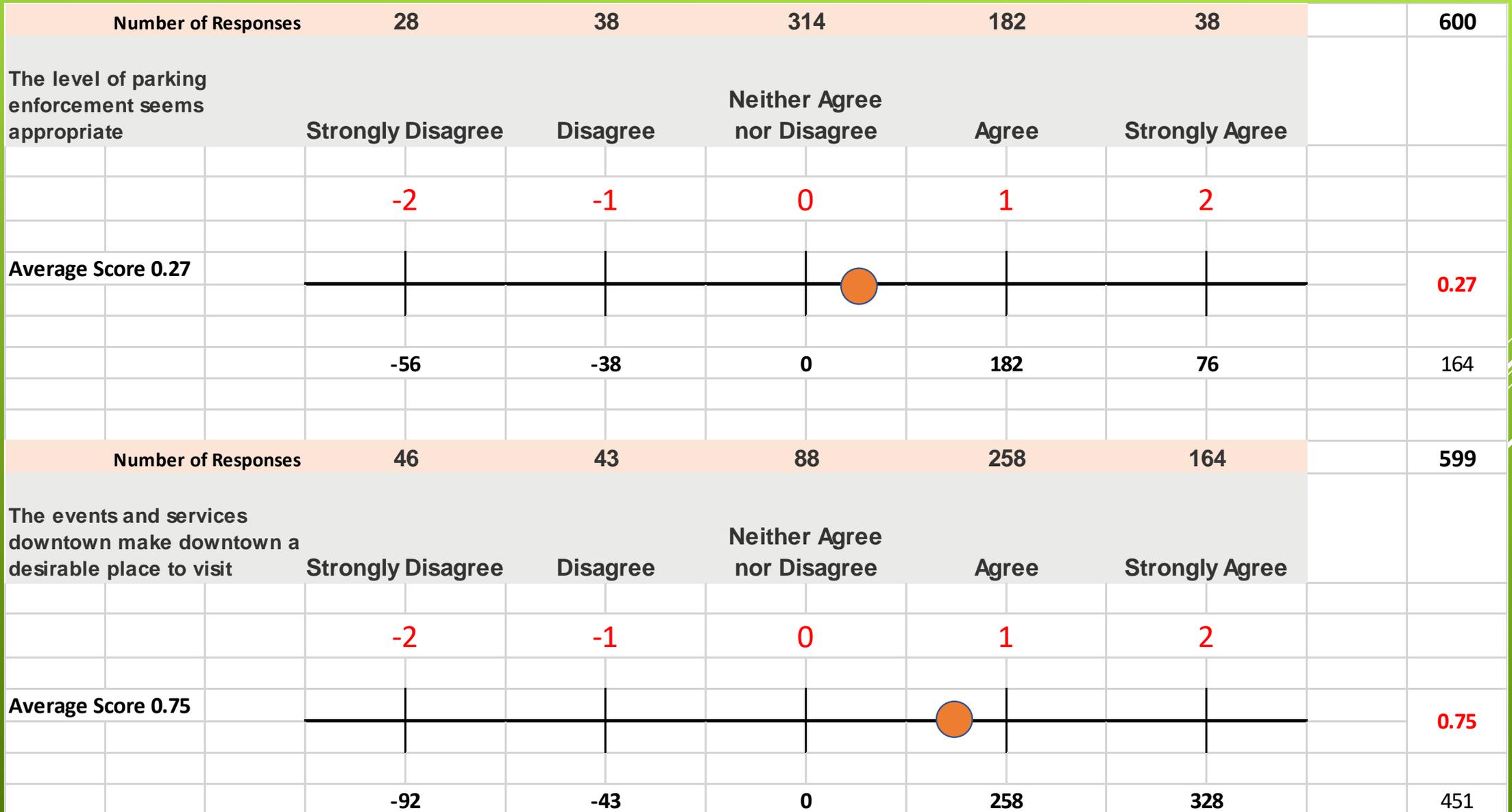
# Customer / Visitor Survey Results



# Customer / Visitor Survey Results

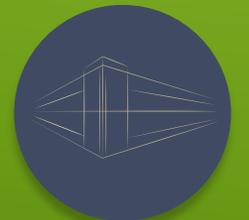


# Customer / Visitor Survey Results



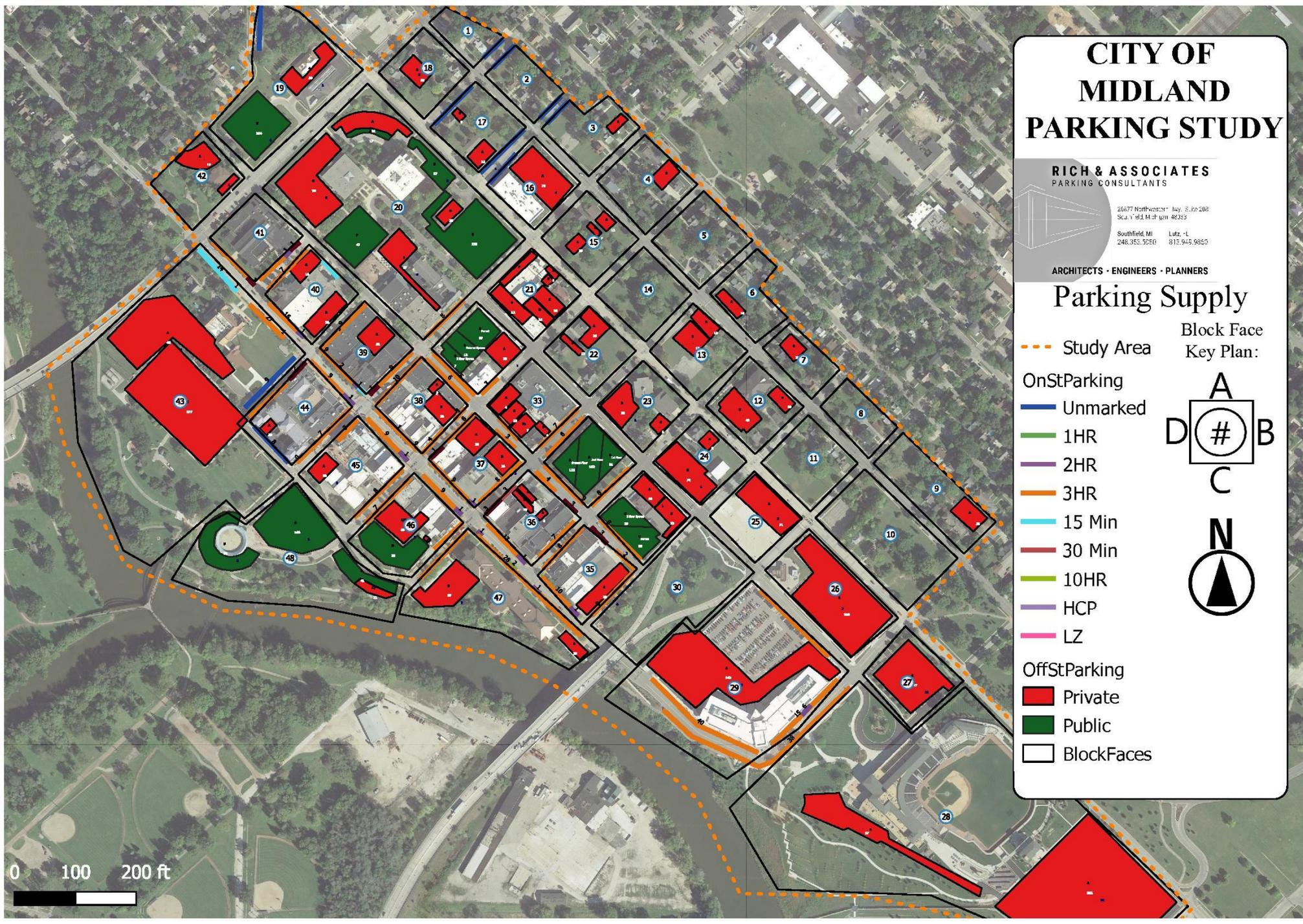
# Parking Supply Summary

<b>Public Parking Supply</b>			
	On-Street	555	11%
	Off-Street	1,225	25%
	<b><u>Public Parking Totals</u></b>	<b><u>1,780</u></b>	<b><u>36%</u></b>
<b>Off-Street Private Parking Supply</b>			
	<b><u>Private Parking Totals</u></b>	<b><u>3,179</u></b>	<b><u>64%</u></b>
<b>Total Parking Supply</b>		<b>4,959</b>	



**Private Lots**

**Public Lots**



# CITY OF MIDLAND PARKING STUDY

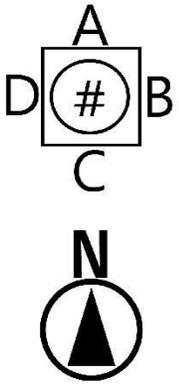
**RICH & ASSOCIATES**  
PARKING CONSULTANTS

26677 Northway Dr., Suite 200  
Southfield, MI 48033  
248.355.5000 Lutz, IL 812.945.9850

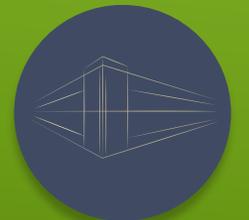
ARCHITECTS • ENGINEERS • PLANNERS

## Parking Supply

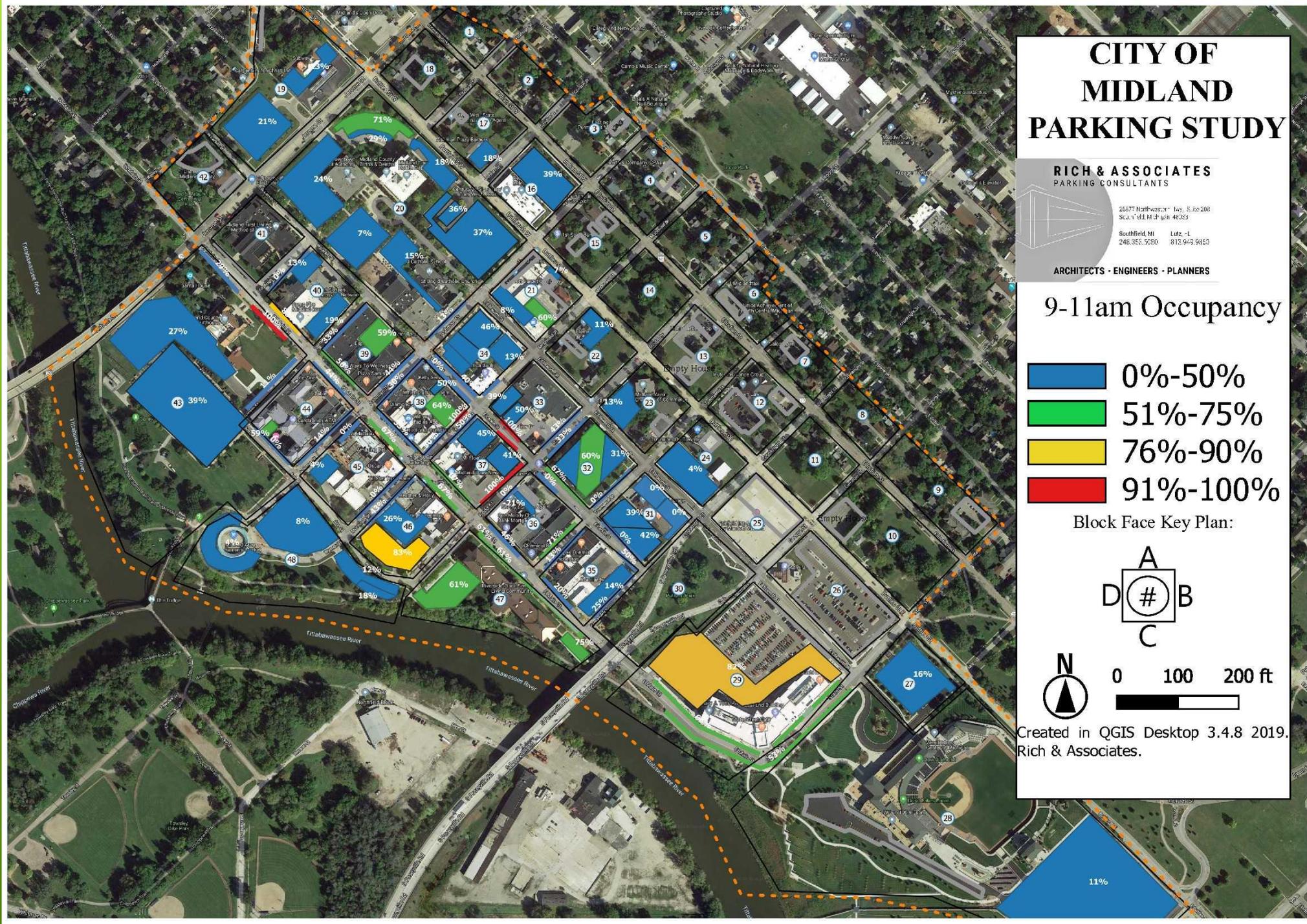
- Study Area
- Block Face Key Plan:
- OnStParking
- Unmarked
- 1HR
- 2HR
- 3HR
- 15 Min
- 30 Min
- 10HR
- HCP
- LZ
- OffStParking
- Private
- Public
- BlockFaces



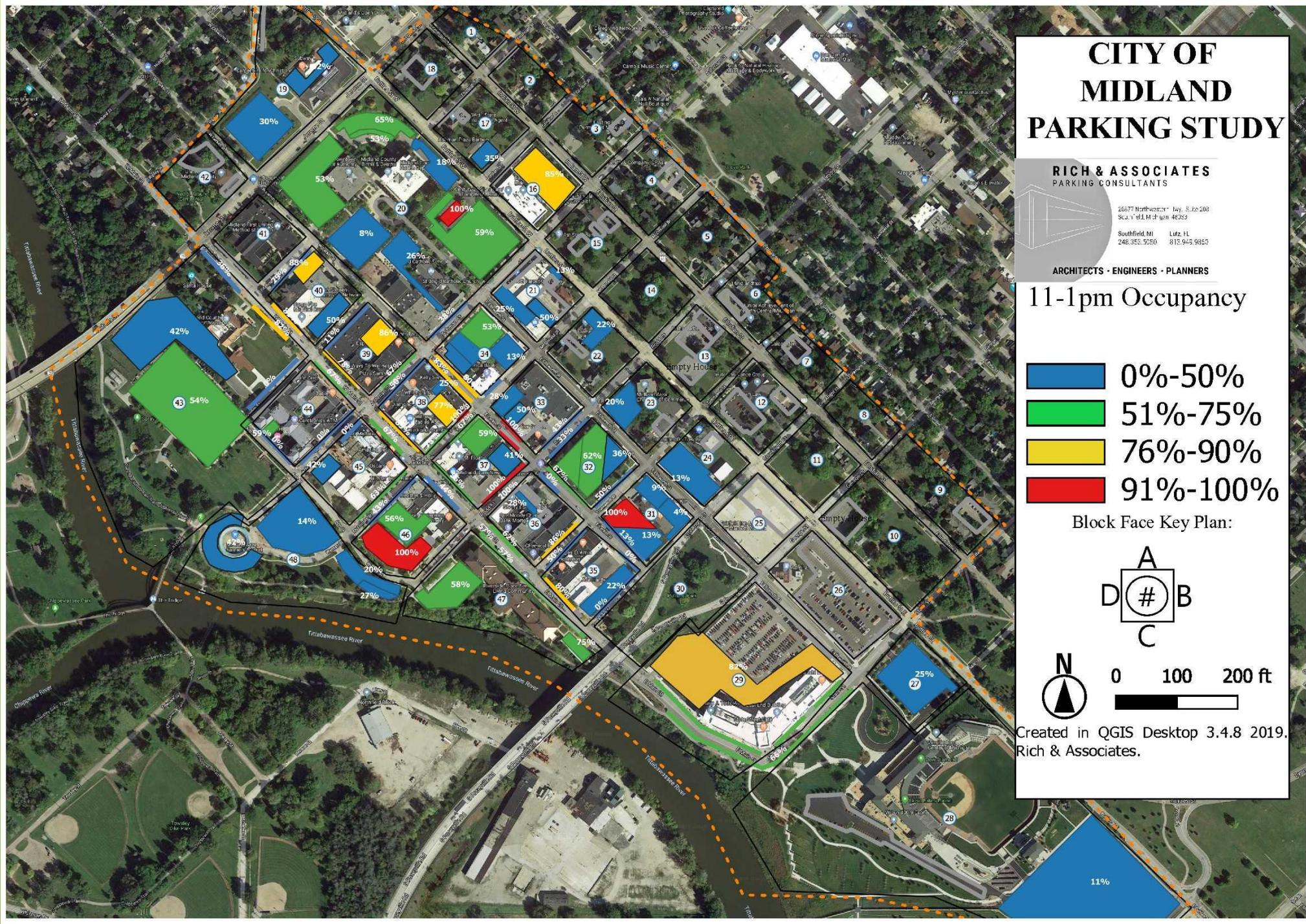
# Parking Utilization Study



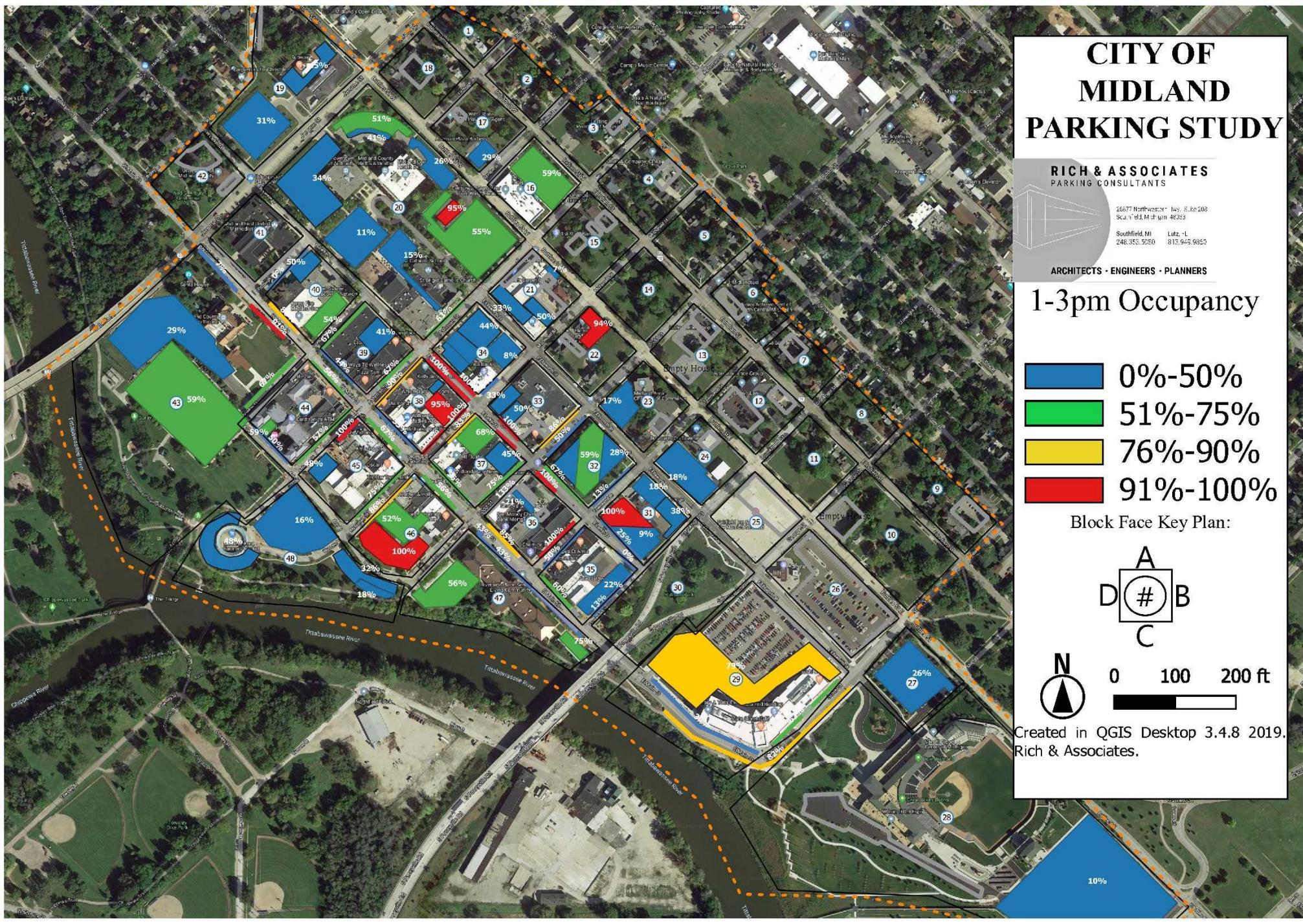
Thursday  
June 27, 2019



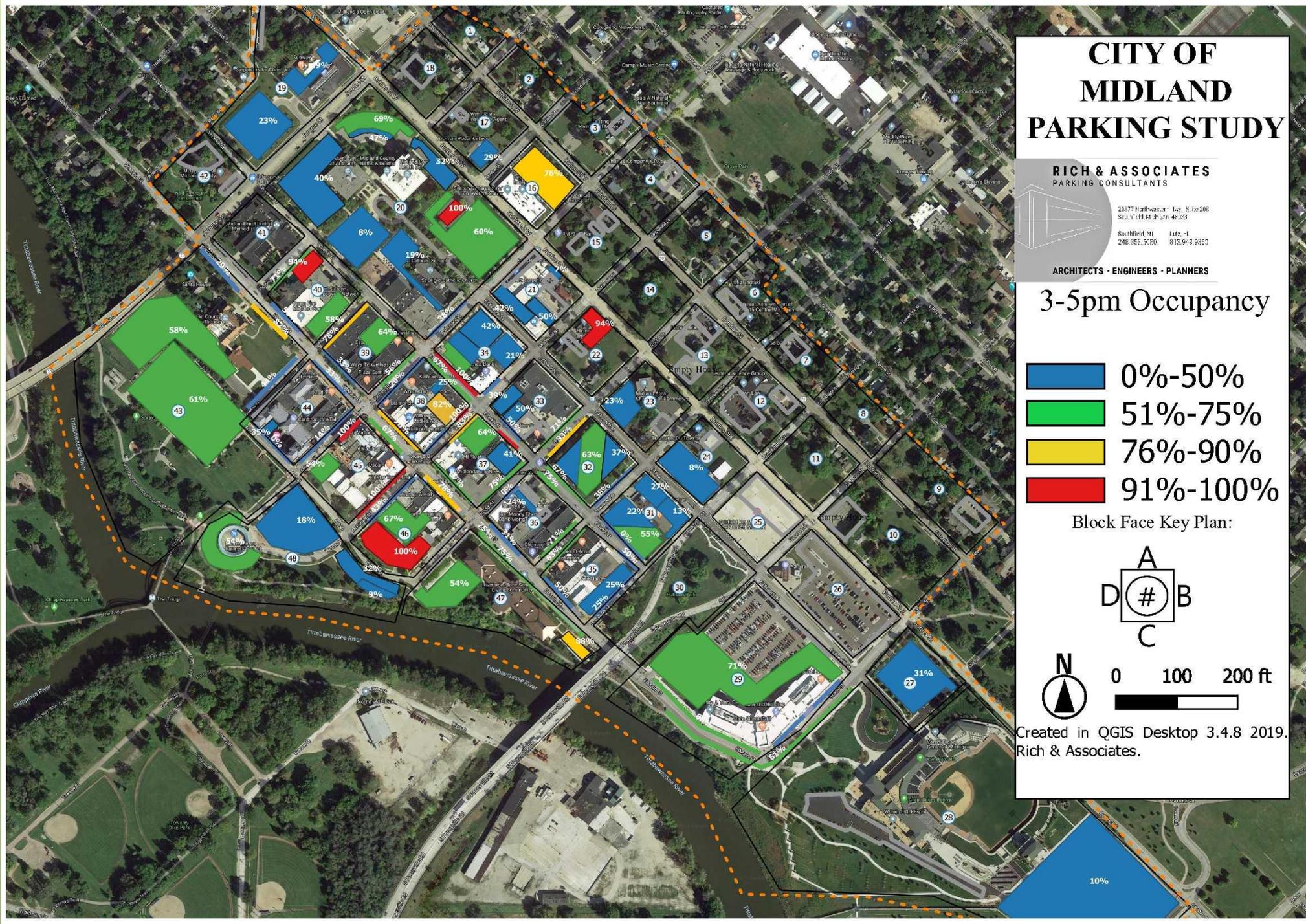
Thursday  
June 27, 2019



Thursday  
June 27, 2019



Thursday  
June 27, 2019



# CITY OF MIDLAND PARKING STUDY

**RICH & ASSOCIATES**  
PARKING CONSULTANTS

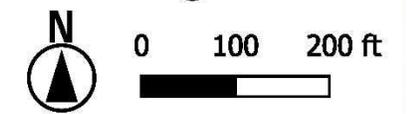
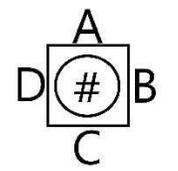
26677 Northwester Hwy, Suite 208  
Southfield, MI 48033  
Lutz, IL  
248.355.5280 812.943.9853

ARCHITECTS - ENGINEERS - PLANNERS

## 3-5pm Occupancy

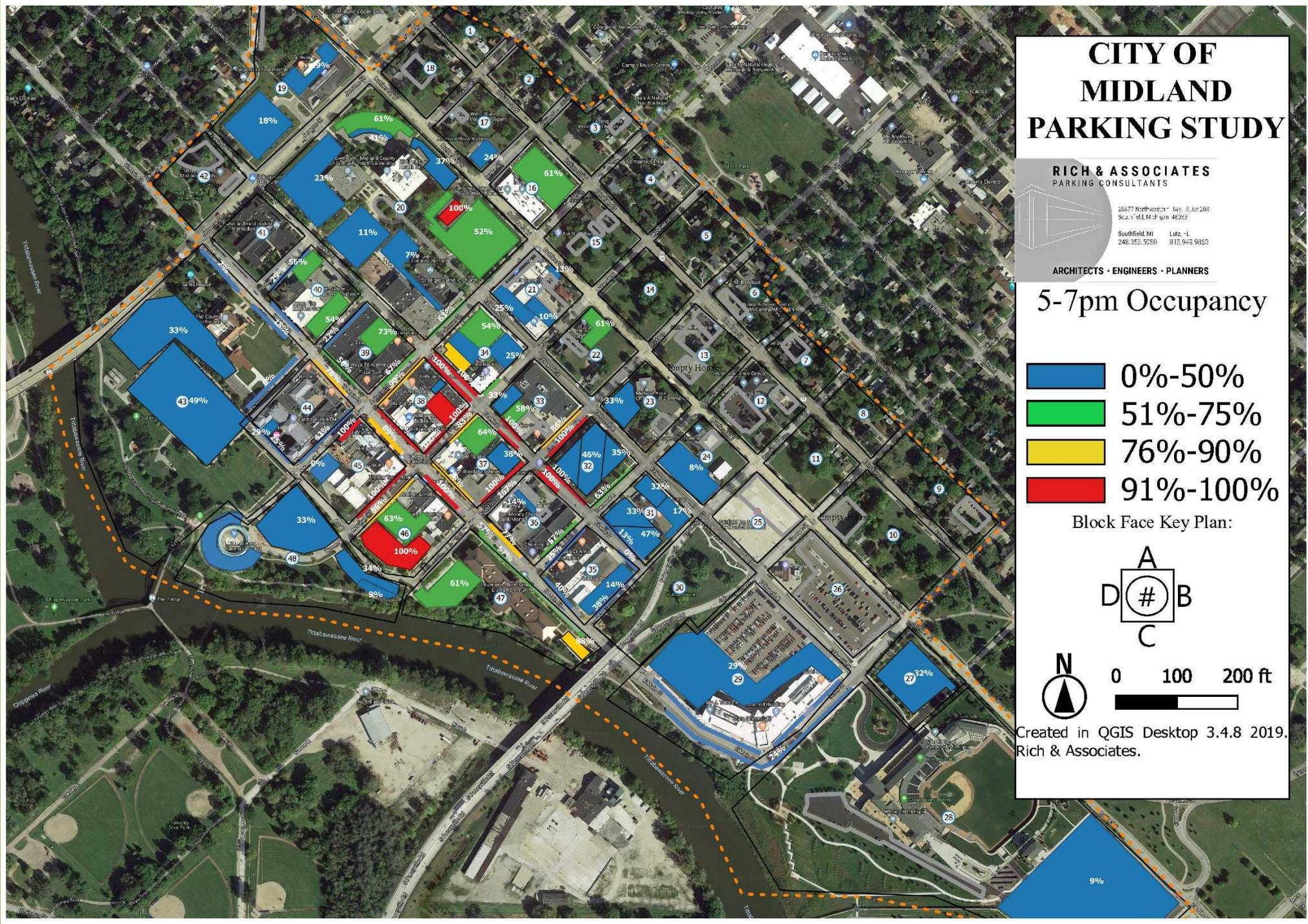
- 0%-50%
- 51%-75%
- 76%-90%
- 91%-100%

Block Face Key Plan:

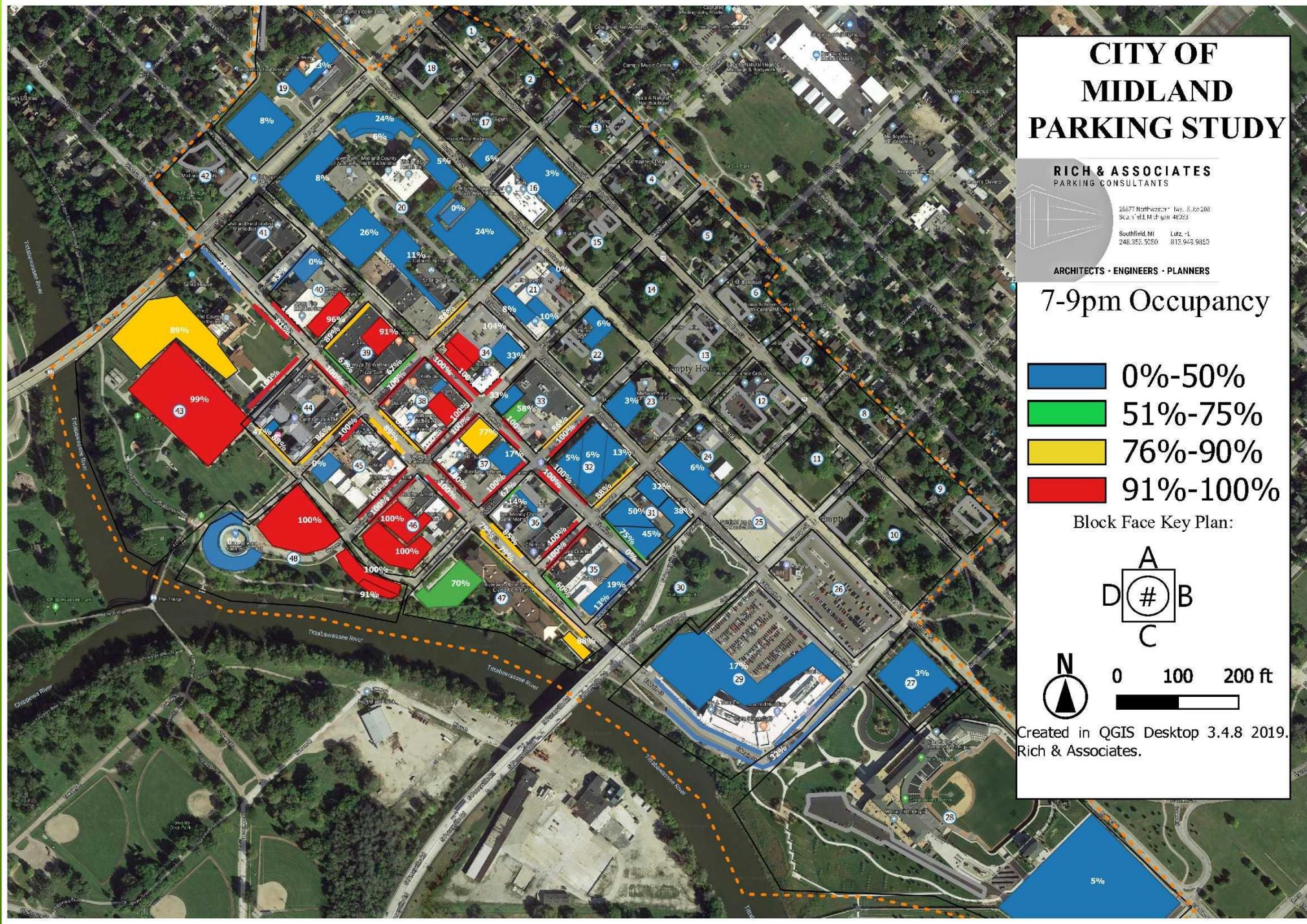


Created in QGIS Desktop 3.4.8 2019.  
Rich & Associates.

Thursday  
June 27, 2019

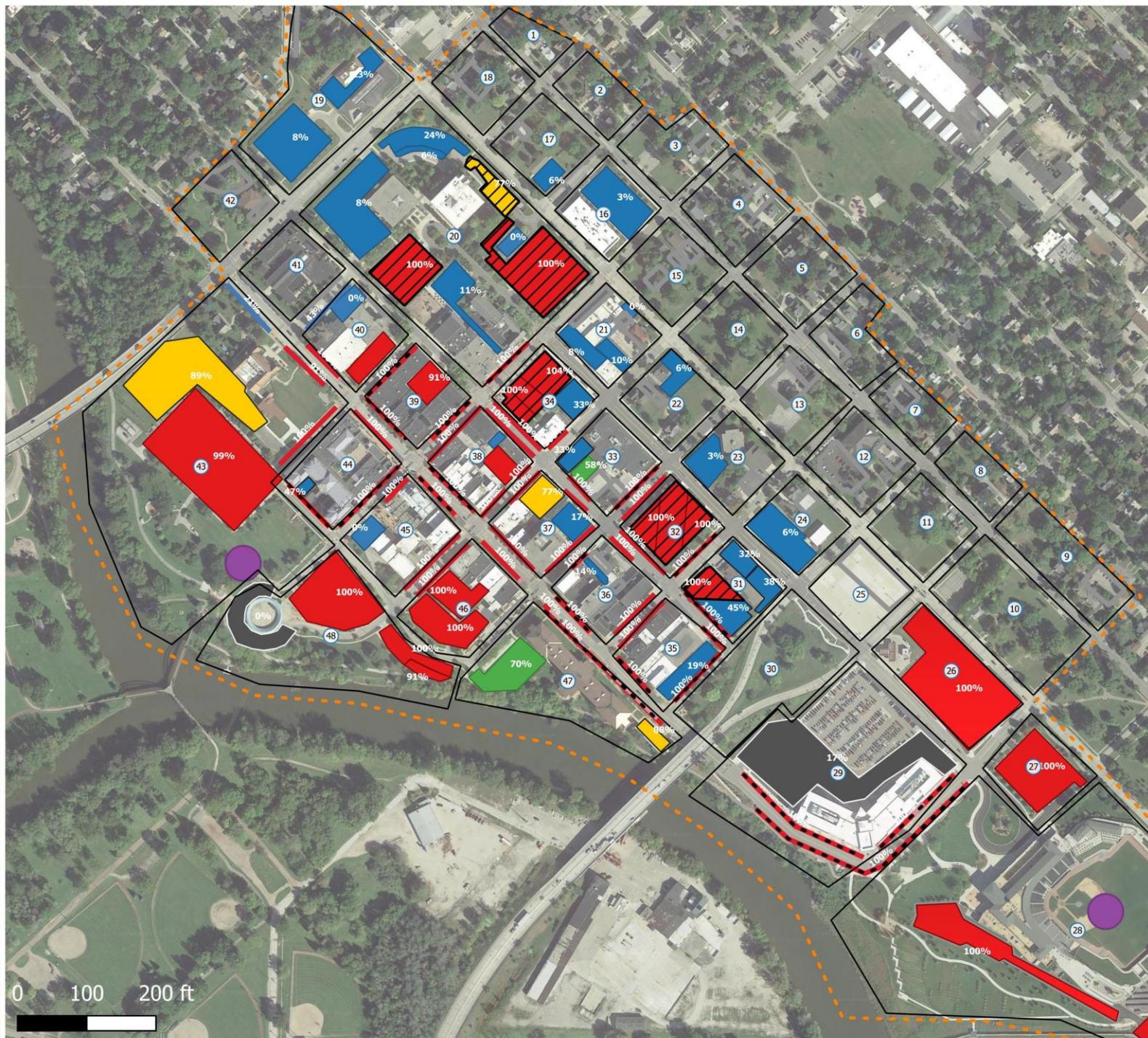


Thursday  
June 27, 2019



IMPACT ON  
DOWNTOWN  
PARKING  
BASEBALL GAME  
4,000 FANS

EXISTING  
CONDITION



# CITY OF MIDLAND PARKING STUDY

**RICH & ASSOCIATES**  
PARKING CONSULTANTS

96877 Northwestern Hwy, Suite 206  
Southfield, Michigan 48033

Southfield, MI 248.353.5080    Lutz, FL 813.949.9660

ARCHITECTS • ENGINEERS • PLANNERS

## Occupancy During Baseball Game and Concert Event

	0%-50%
	51%-75%
	76%-90%
	91%-100%

BlockFaces  
 No Access

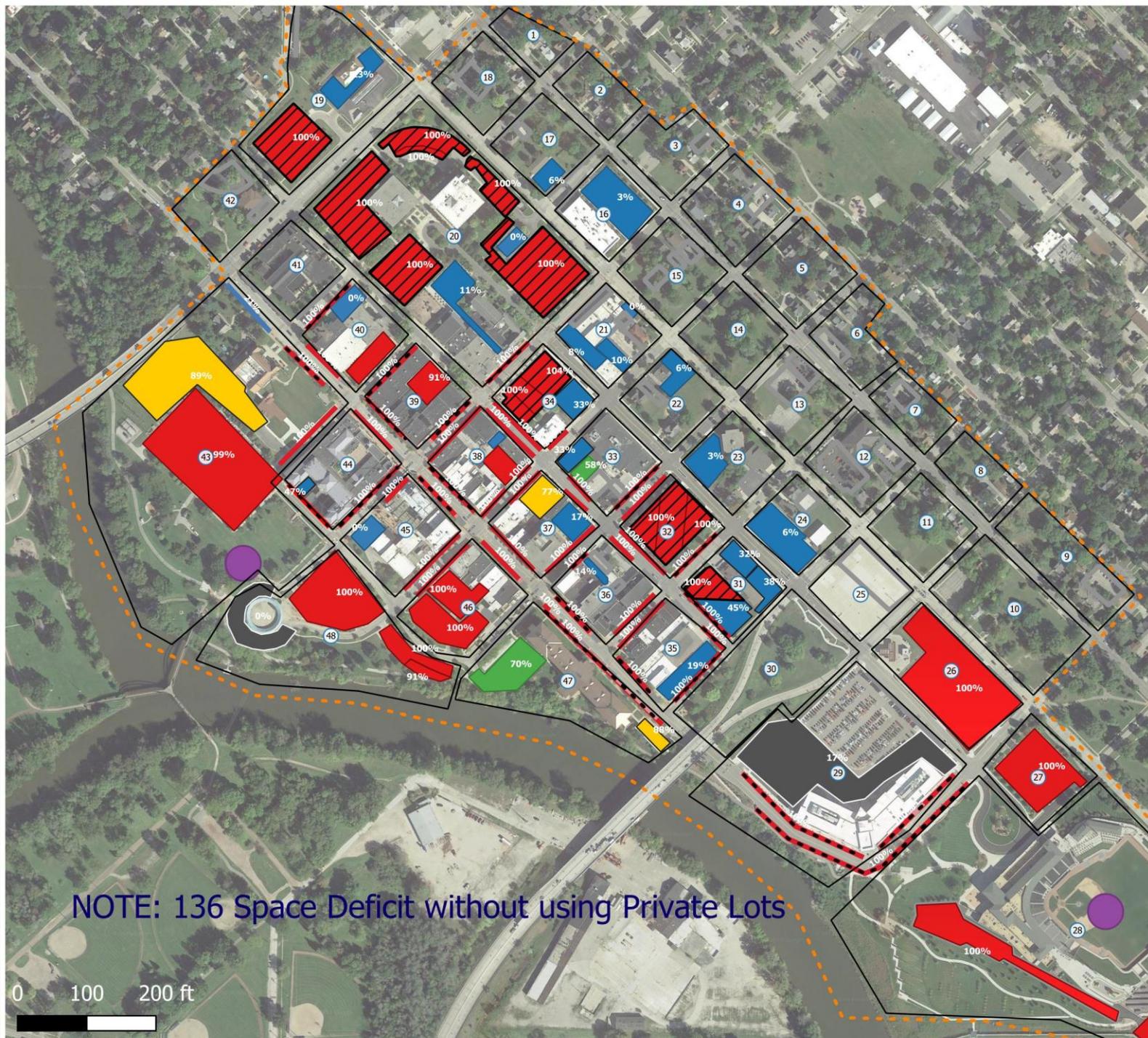
**Baseball Occupancy Overflow**

- - - Occupancy Overflow On-St
- ▨ Occupancy Overflow Off-St
- Event Points

**4,000  
Baseball  
Attendees**

IMPACT ON  
DOWNTOWN  
PARKING BASEBALL  
GAME  
5,000 FANS

EXISTING  
CONDITION



## CITY OF MIDLAND PARKING STUDY

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ARCHITECTS • ENGINEERS • PLANNERS

### Occupancy During Baseball Game and Concert Event

	0%-50%
	51%-75%
	76%-90%
	91%-100%

BlockFaces  
 No Access

**Baseball Occupancy Overflow**

- - - Occupancy Overflow On-St
- ▨ Occupancy Overflow Off-St

Event Points

**5,000  
Baseball  
Attendees**

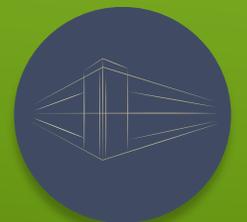
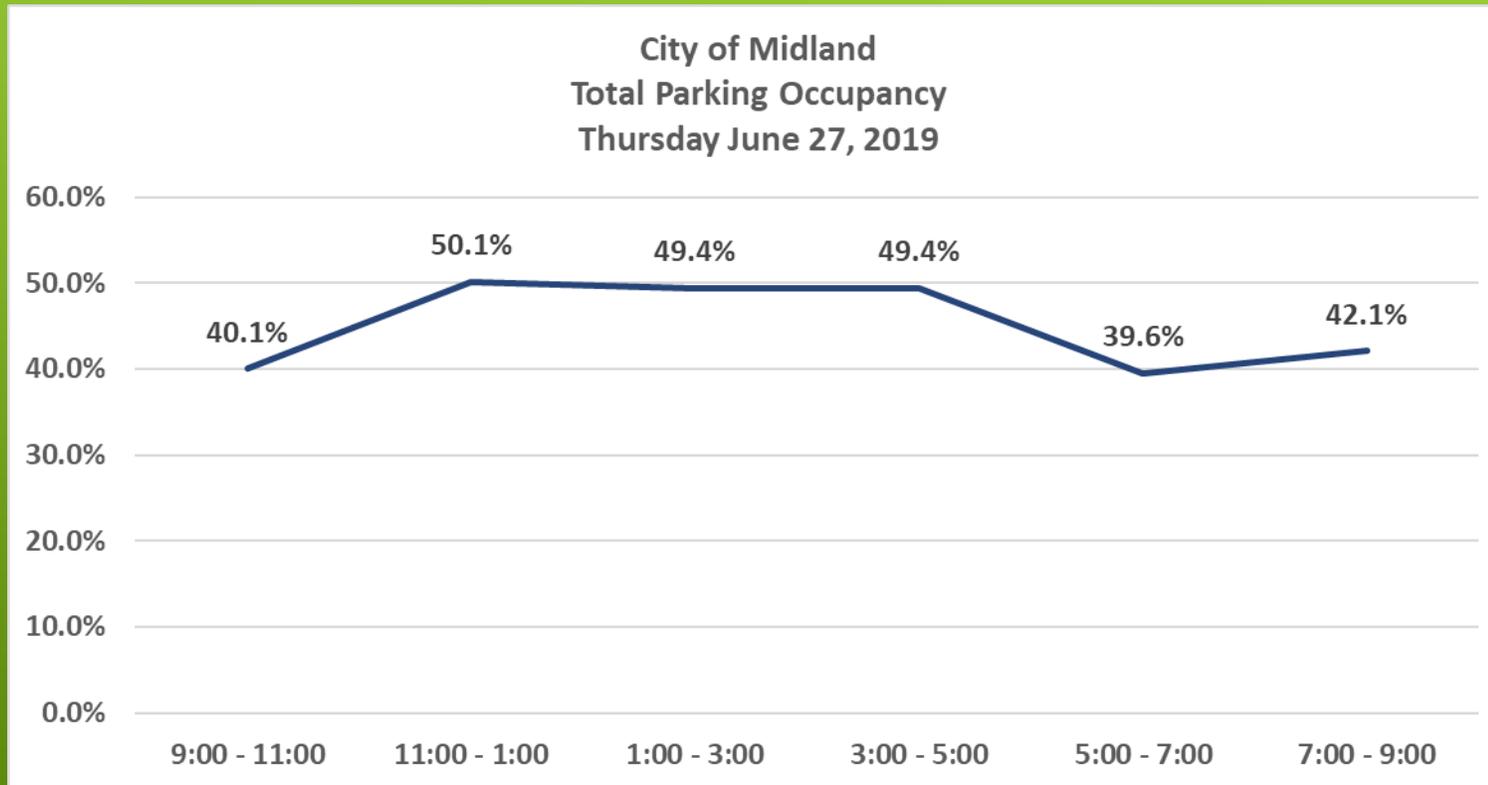
NOTE: 136 Space Deficit without using Private Lots

# Total Parking Occupancy

*(observed spaces)*

## Excludes:

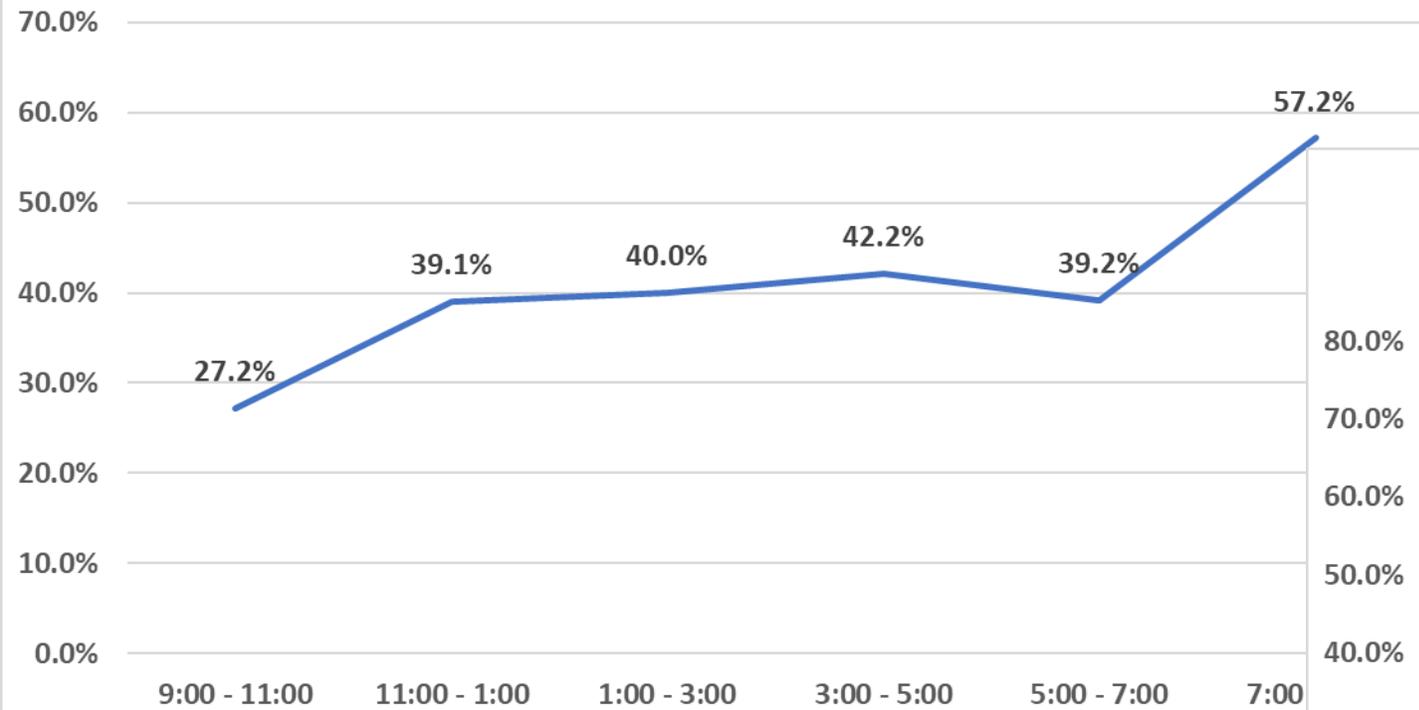
- Spaces at Ballpark
- Spaces within gated portion of Dow Building



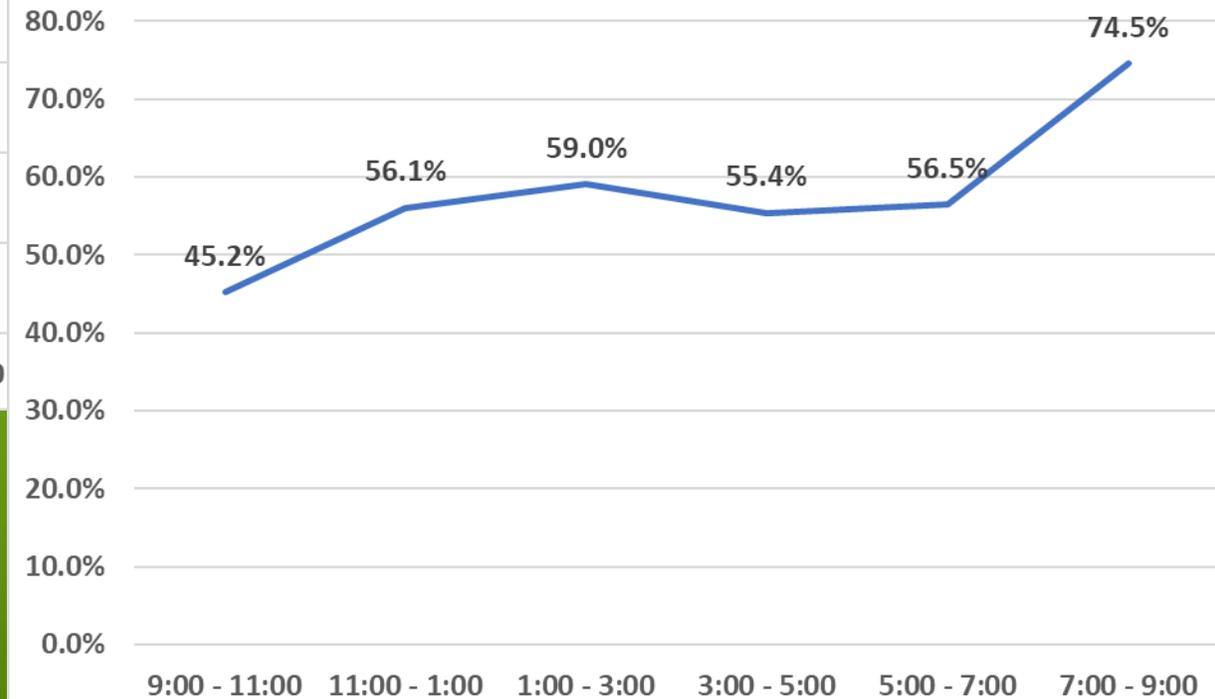
# Public On-Street vs. Off-Street Occupancy

## OCCUPANCY STUDY RESULTS

City of Midland  
Public Off-Street Parking Occupancy Percentage  
Thursday, June 27, 2019

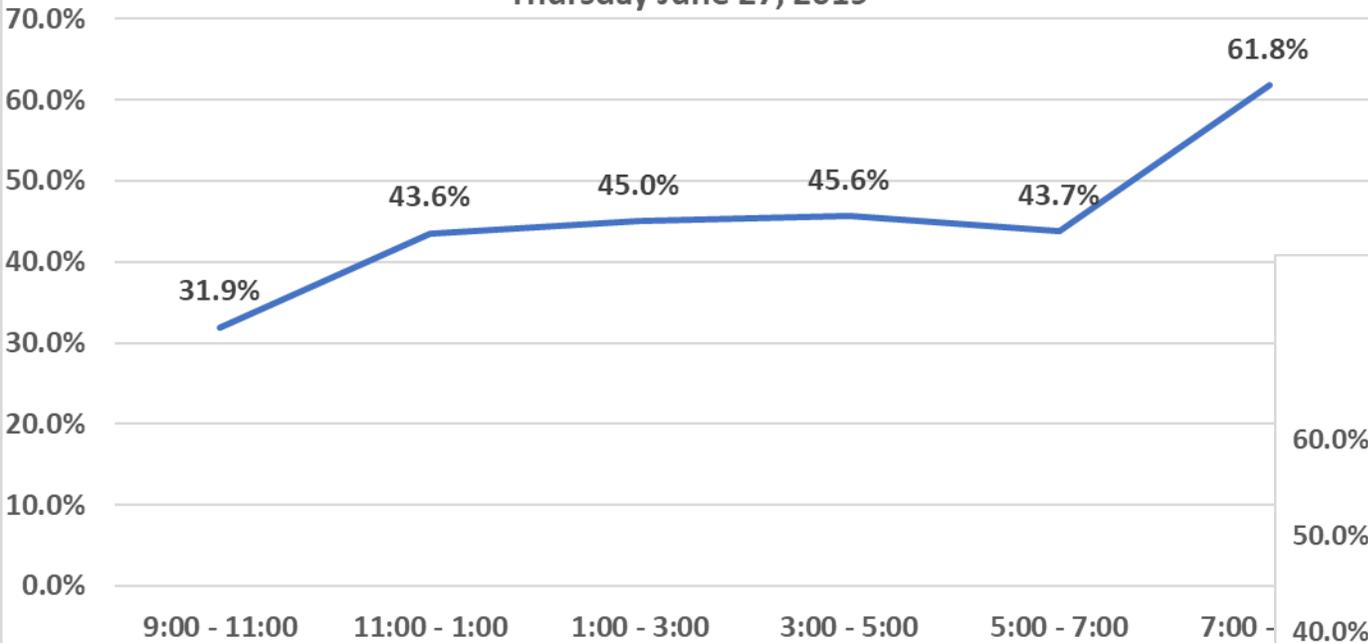


City of Midland  
Public On-Street Parking Occupancy  
Thursday June 27, 2019

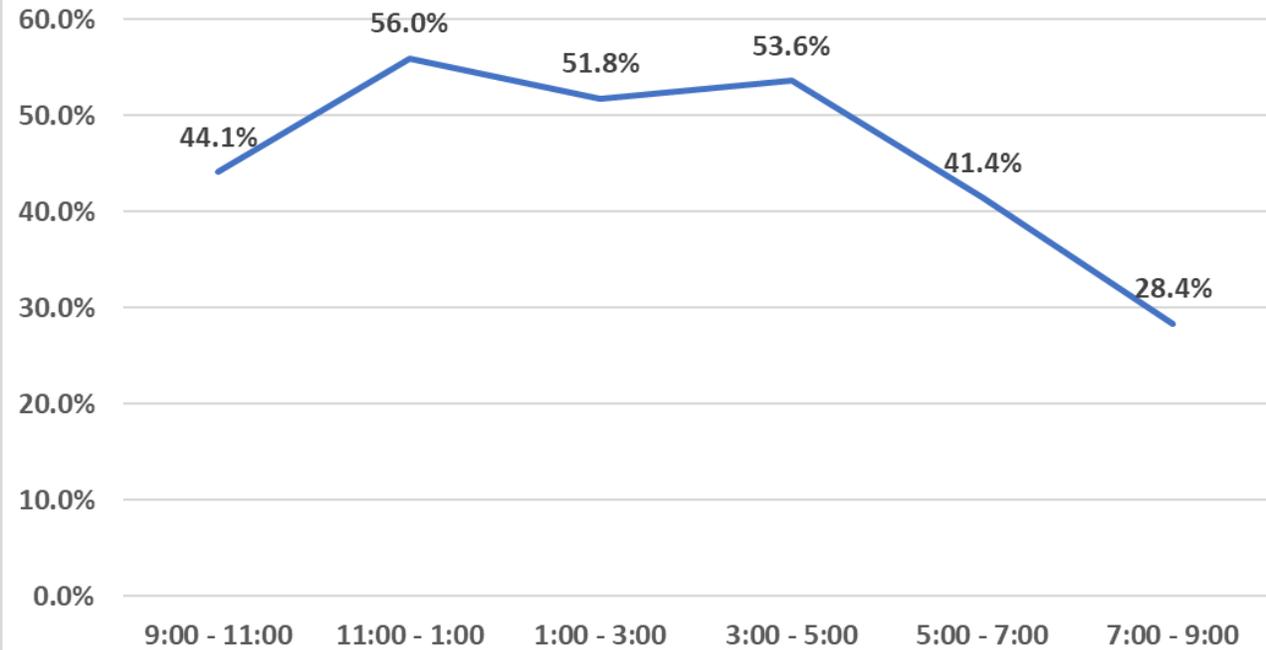


# Public vs. Private Occupancy

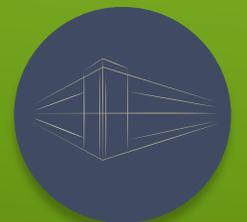
**City of Midland  
Public Parking Occupancy  
Thursday June 27, 2019**



**City of Midland  
Private Parking Occupancy Percentage  
Thursday June 27, 2019**



Land Use	Square Footage
Retail	104,523
Personal Service	31,303
Office	318,417
Bar / Restaurant	59,259
Banks	17,272
Medical Office	11,395
Government	168,136
Community	85,596
<b>Occupied Square Footage</b>	<b>792,901</b>
Vacant Square Footage	124,063
<b>Total (Non-Residential / Non-Hotel)</b>	<b>919,964</b>
Residential Units	79
Senior Residential Units	150
Hotel (Guest Rooms)	180

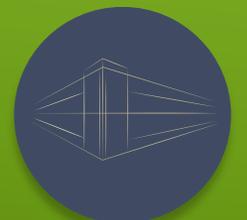
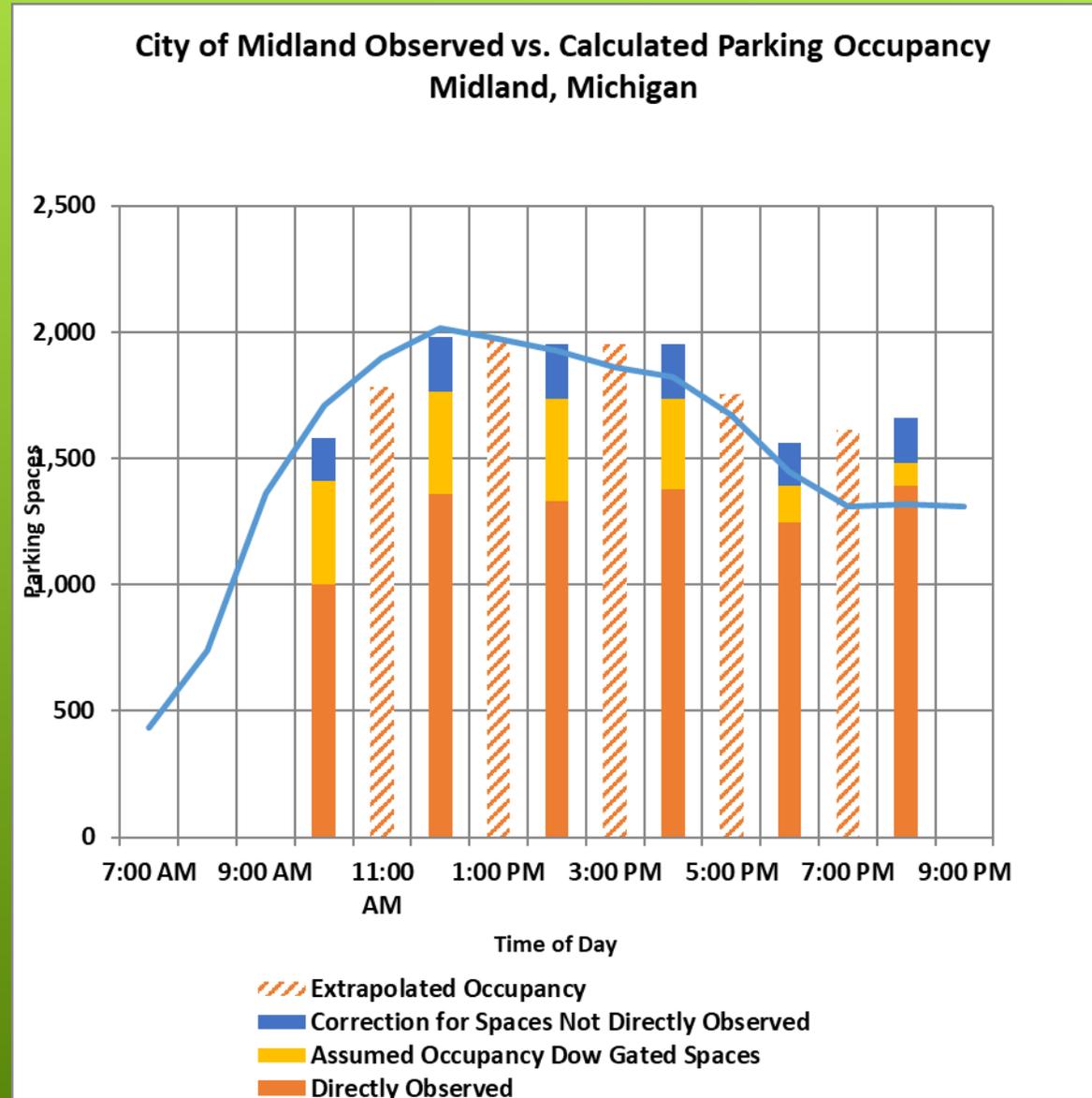




	RT	PS	OF	BR	BK	MO	GV	MU	CM	RS	SRS	HT	VCR	VC
Block	Retail	Personal Service	Office	Bar / Restaurant	Bank (Financial)	Med Office	Gov't	Mixed Use	Community	Residential (Units)	Senior Living Residential (Units)	Hotel (Guest Rooms)	Vacant Residential Units	Vacant
Block 25 Total	0	0	0	0	0	0	0	0	0	0	0	77	0	0
Block 26 Total	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Block 27 Total														
Block 28 Total	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Block 29 Total	0	17,185	77,923	0	0	11,395	0	0	0	0	0	0	0	0
Block 30 Total														
Block 31 Total	0	0	0	5,880	0	0	0	0	0	0	0	0	0	0
Block 32 Total	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Block 33 Total	0	0	9,292	0	0	0	0	0	0	0	0	0	0	0
Block 34 Total	0	0	3,960	0	3,960	0	0	0	0	0	0	0	0	0
Block 35 Total	40,544	0	1,025	3,345	0	0	0	0	0	0	0	0	0	9,325
Block 36 Total	0	4,000	5,594	0	6,157	0	0	0	0	0	0	0	0	6,400
Block 37 Total	2,130	2,130	46,910	6,720	0	0	0	0	0	0	0	0	0	0
Block 38 Total	18,004	1,400	22,689	11,400	1,200	0	0	0	0	6	0	0	0	4,746
Block 39 Total	6,003	0	26,986	2,000	0	0	0	0	0	3	0	0	0	4,903
Block 40 Total	0	0	11,219	0	0	0	0	0	0	0	0	0	0	36,218
Block 41 Total	0	0	0	0	0	0	0	0	41,788	0	0	0	0	0
Block 42 Total	0	0	4,646	0	0	0	0	0	0	0	0	0	0	0
Block 43 Total	0	0	0	0	0	0	25,056	0	0	0	0	0	0	0
Block 44 Total	5,265	0	0	6,538	0	0	0	0	0	10	0	103	6	0
Block 45 Total	1,200	0	10,239	17,094	0	0	0	0	0	25	0	0	0	29,681
Block 46 Total	8,365	2,177	9,180	6,282	5,955	0	0	0	0	4	0	0	0	0
Block 47 Total	0	0	0	0	0	0	0	0	0	0	150	0	0	0
Block 48 Total	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Downtown</b>	<b>104,523</b>	<b>31,303</b>	<b>318,417</b>	<b>59,259</b>	<b>17,272</b>	<b>11,395</b>	<b>168,136</b>	<b>0</b>	<b>85,596</b>	<b>79</b>	<b>150</b>	<b>180</b>	<b>6</b>	<b>124,063</b>



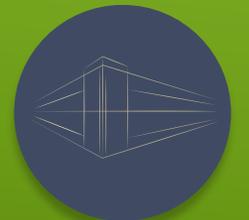
**OBSERVED  
OCCUPANCY  
VS.  
CALCULATED  
DEMAND  
MODEL**





**SURPLUS /  
DEFICIT BY  
BLOCK  
DAYTIME  
  
EXISTING  
CONDITION**

	Total Parking Demand	Public Parking			Private	Total			Gross Surplus / (Deficit)	Net* Surplus / (Deficit)
		On- Street	Off- Street	Total	Off- Street	On- Street	Off- Street	Total		
<b>Block 1 Total</b>	0	4	0	4	0	4	0	4	4	4
<b>Block 2 Total</b>	0	7	0	7	0	7	0	7	7	7
<b>Block 3 Total</b>	5	6	0	6	2	6	2	8	3	3
<b>Block 4 Total</b>	10	0	0	0	6	0	6	6	(4)	(4)
<b>Block 5 Total</b>	0	0	0	0	0	0	0	0	0	0
<b>Block 6 Total</b>	3	0	0	0	10	0	10	10	7	0
<b>Block 7 Total</b>	0	0	0	0	10	0	10	10	10	0
<b>Block 8 Total</b>	0	0	0	0	0	0	0	0	0	0
<b>Block 9 Total</b>	0	0	0	0	24	0	24	24	24	0
<b>Block 10 Total</b>	0	0	0	0	0	0	0	0	0	0
<b>Block 11 Total</b>	0	0	0	0	0	0	0	0	0	0
<b>Block 12 Total</b>	70	0	0	0	62	0	62	62	(8)	(8)
<b>Block 13 Total</b>	4	0	0	0	10	0	10	10	6	0
<b>Block 14 Total</b>	0	0	0	0	0	0	0	0	0	0
<b>Block 15 Total</b>	1	0	0	0	39	0	39	39	38	0
<b>Block 16 Total</b>	67	8	0	8	79	8	79	87	20	8
<b>Block 17 Total</b>	2	12	0	12	20	12	20	32	30	12
<b>Block 18 Total</b>	17	0	0	0	74	0	74	74	57	0
<b>Block 19 Total</b>	5	28	107	135	31	28	138	166	161	135
<b>Block 20 Total</b>	336	8	258	266	200	8	458	466	130	130
<b>Block 21 Total</b>	32	0	0	0	64	0	64	64	32	0
<b>Block 22 Total</b>	43	0	0	0	30	0	30	30	(13)	(13)
<b>Block 23 Total</b>	34	0	0	0	37	0	37	37	3	0
<b>Block 24 Total</b>	5	0	0	0	84	0	84	84	79	0

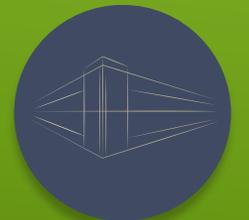


**RICH & ASSOCIATES**  
PARKING CONSULTANTS



**SURPLUS /  
DEFICIT BY  
BLOCK  
DAYTIME  
  
EXISTING  
CONDITION**

	Total Parking Demand	Public Parking			Private	Total			Gross Surplus / (Deficit)	Net* Surplus / (Deficit)
		On- Street	Off- Street	Total	Off- Street	On- Street	Off- Street	Total		
<b>Block 25 Total</b>	<b>65</b>	0	0	<b>0</b>	74	<b>0</b>	<b>74</b>	<b>74</b>	<b>9</b>	<b>0</b>
<b>Block 26 Total</b>	<b>0</b>	0	0	<b>0</b>	246	<b>0</b>	<b>246</b>	<b>246</b>	<b>246</b>	<b>0</b>
<b>Block 27 Total</b>	<b>0</b>	0	0	<b>0</b>	127	<b>0</b>	<b>127</b>	<b>127</b>	<b>127</b>	<b>0</b>
<b>Block 28 Total</b>	<b>0</b>	0	0	<b>0</b>	0	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Block 29 Total</b>	<b>287</b>	101	0	<b>101</b>	445	<b>101</b>	<b>445</b>	<b>546</b>	<b>259</b>	<b>101</b>
<b>Block 30 Total</b>	<b>0</b>	0	0	<b>0</b>	0	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Block 31 Total</b>	<b>23</b>	8	71	<b>79</b>	46	<b>8</b>	<b>117</b>	<b>125</b>	<b>102</b>	<b>79</b>
<b>Block 32 Total</b>	<b>0</b>	23	90	<b>113</b>	228	<b>23</b>	<b>318</b>	<b>341</b>	<b>341</b>	<b>113</b>
<b>Block 33 Total</b>	<b>20</b>	9	0	<b>9</b>	42	<b>9</b>	<b>42</b>	<b>51</b>	<b>31</b>	<b>9</b>
<b>Block 34 Total</b>	<b>19</b>	10	79	<b>89</b>	24	<b>10</b>	<b>103</b>	<b>113</b>	<b>94</b>	<b>89</b>
<b>Block 35 Total</b>	<b>76</b>	31	0	<b>31</b>	36	<b>31</b>	<b>36</b>	<b>67</b>	<b>(9)</b>	<b>(9)</b>
<b>Block 36 Total</b>	<b>49</b>	33	6	<b>39</b>	7	<b>33</b>	<b>13</b>	<b>46</b>	<b>(3)</b>	<b>(3)</b>
<b>Block 37 Total</b>	<b>144</b>	27	0	<b>27</b>	51	<b>27</b>	<b>51</b>	<b>78</b>	<b>(66)</b>	<b>(66)</b>
<b>Block 38 Total</b>	<b>138</b>	30	0	<b>30</b>	26	<b>30</b>	<b>26</b>	<b>56</b>	<b>(82)</b>	<b>(82)</b>
<b>Block 39 Total</b>	<b>79</b>	26	0	<b>26</b>	22	<b>26</b>	<b>22</b>	<b>48</b>	<b>(31)</b>	<b>(31)</b>
<b>Block 40 Total</b>	<b>25</b>	23	5	<b>28</b>	45	<b>23</b>	<b>50</b>	<b>73</b>	<b>48</b>	<b>28</b>
<b>Block 41 Total</b>	<b>19</b>	16	0	<b>16</b>	0	<b>16</b>	<b>0</b>	<b>16</b>	<b>(3)</b>	<b>(3)</b>
<b>Block 42 Total</b>	<b>10</b>	3	0	<b>3</b>	15	<b>3</b>	<b>15</b>	<b>18</b>	<b>8</b>	<b>3</b>
<b>Block 43 Total</b>	<b>58</b>	36	282	<b>318</b>	156	<b>36</b>	<b>438</b>	<b>474</b>	<b>416</b>	<b>318</b>
<b>Block 44 Total</b>	<b>131</b>	25	0	<b>25</b>	50	<b>25</b>	<b>50</b>	<b>75</b>	<b>(56)</b>	<b>(56)</b>
<b>Block 45 Total</b>	<b>119</b>	20	0	<b>20</b>	8	<b>20</b>	<b>8</b>	<b>28</b>	<b>(91)</b>	<b>(91)</b>
<b>Block 46 Total</b>	<b>88</b>	23	56	<b>79</b>	29	<b>23</b>	<b>85</b>	<b>108</b>	<b>20</b>	<b>20</b>
<b>Block 47 Total</b>	<b>32</b>	38	0	<b>38</b>	76	<b>38</b>	<b>76</b>	<b>114</b>	<b>82</b>	<b>38</b>
<b>Block 48 Total</b>	<b>0</b>	0	271	<b>271</b>	11	<b>0</b>	<b>282</b>	<b>282</b>	<b>282</b>	<b>271</b>
<b>Total Downtown</b>	<b>2,016</b>	<b>555</b>	<b>1,225</b>	<b>1,780</b>	<b>2,546</b>	<b>555</b>	<b>3,771</b>	<b>4,326</b>	<b>2,310</b>	<b>1,002</b>



**RICH & ASSOCIATES**  
PARKING CONSULTANTS

PEAK HOUR  
DAYTIME  
SURPLUS / DEFICIT

EXISTING  
CONDITION



## CITY OF MIDLAND PARKING STUDY

**RICH & ASSOCIATES**  
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Southfield, Michigan 48033

Southfield, MI 248.353.5080    Lutz, FL 813.949.9660

ARCHITECTS • ENGINEERS • PLANNERS

### Surplus/ Deficit Block Face Key Plan:

	99-500
	0-99
	-99-0
	-300- -99

Current Demand Day

Created in QGIS Desktop 3.4.8 2019.  
Rich & Associates.



PEAK HOUR  
EVENING  
SURPLUS / DEFICIT

EXISTING  
CONDITION



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**Surplus/ Deficit**  
Block Face

Key Plan:

99-500  
 0-99  
 -99-0  
 -300- -99

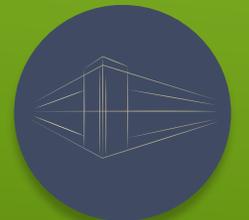


Current Demand  
Night

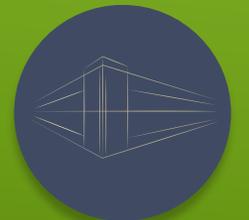
Created in QGIS Desktop 3.4.8 2019.  
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# FUTURE DEMAND

- 30,000 sf Delta College Building
  - 300 Daily Students (Initially)
  - Daytime Classes Only (Initially)
  - 700 Daily Students at Full Operation
  - Likely Classes extend into Evening
- Plus 40% of 94,000 vacant sf assumed to be occupied



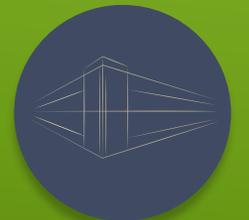
## Delta College Student Demand Model - Fall 2020



# FUTURE

	Vacant	Delta College
Block 1 Total	0	0
Block 2 Total	0	0
Block 3 Total	0	0
Block 4 Total	0	0
Block 5 Total	0	0
Block 6 Total	0	0
Block 7 Total	0	0
Block 8 Total		
Block 9 Total	0	0
Block 10 Total	0	0
Block 11 Total	0	0
Block 12 Total	0	0
Block 13 Total	0	0
Block 14 Total	0	0
Block 15 Total	0	0
Block 16 Total	0	0
Block 17 Total	0	0
Block 18 Total	0	0
Block 19 Total	0	0
Block 20 Total	0	0
Block 21 Total	0	0
Block 22 Total	0	0
Block 23 Total	2,790	0
Block 24 Total	0	30,000

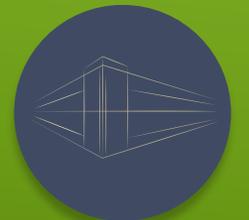
	Vacant	Delta College
Block 25 Total	0	0
Block 26 Total	0	0
Block 27 Total	0	0
Block 28 Total	0	0
Block 29 Total	0	0
Block 30 Total	0	0
Block 31 Total	0	0
Block 32 Total	0	0
Block 33 Total	0	0
Block 34 Total	0	0
Block 35 Total	9,325	0
Block 36 Total	6,400	0
Block 37 Total	0	0
Block 38 Total	4,746	0
Block 39 Total	4,903	0
Block 40 Total	36,218	0
Block 41 Total	0	0
Block 42 Total	0	0
Block 43 Total	0	0
Block 44 Total	0	0
Block 45 Total	29,681	0
Block 46 Total	0	0
Block 47 Total	0	0
Block 48 Total	0	0
<b>Total Downtown</b>	<b>94,063</b>	<b>30,000</b>



**SURPLUS /  
DEFICIT BY  
BLOCK  
DAYTIME**

**FUTURE  
CONDITION**

	Total Parking Demand	Public Parking			Private	Total			Gross Surplus / (Deficit)	Net* Surplus / (Deficit)
		On- Street	Off- Street	Total	Off- Street	On- Street	Off- Street	Total		
Block 1 Total	0	4	0	4	0	4	0	4	4	4
Block 2 Total	0	7	0	7	0	7	0	7	7	7
Block 3 Total	5	6	0	6	2	6	2	8	3	3
Block 4 Total	10	0	0	0	6	0	6	6	(4)	(4)
Block 5 Total	0	0	0	0	0	0	0	0	0	0
Block 6 Total	3	0	0	0	10	0	10	10	7	0
Block 7 Total	0	0	0	0	10	0	10	10	10	0
Block 8 Total	0	0	0	0	0	0	0	0	0	0
Block 9 Total	0	0	0	0	24	0	24	24	24	0
Block 10 Total	0	0	0	0	0	0	0	0	0	0
Block 11 Total	0	0	0	0	0	0	0	0	0	0
Block 12 Total	70	0	0	0	62	0	62	62	(8)	(8)
Block 13 Total	4	0	0	0	10	0	10	10	6	0
Block 14 Total	0	0	0	0	0	0	0	0	0	0
Block 15 Total	1	0	0	0	39	0	39	39	38	0
Block 16 Total	67	8	0	8	79	8	79	87	20	8
Block 17 Total	2	12	0	12	20	12	20	32	30	12
Block 18 Total	17	0	0	0	74	0	74	74	57	0
Block 19 Total	5	28	107	135	31	28	138	166	161	135
Block 20 Total	336	8	258	266	200	8	458	466	130	130
Block 21 Total	32	0	0	0	64	0	64	64	32	0
Block 22 Total	43	0	0	0	30	0	30	30	(13)	(13)
Block 23 Total	37	0	0	0	37	0	37	37	0	0
Block 24 Total	275	0	0	0	31	0	31	31	(244)	(244)

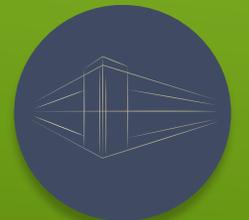




**SURPLUS /  
DEFICIT BY  
BLOCK  
DAYTIME**

**FUTURE  
CONDITION**

	Total Parking Demand	Public Parking			Private	Total			Gross Surplus / (Deficit)	Net* Surplus / (Deficit)
		On- Street	Off- Street	Total	Off- Street	On- Street	Off- Street	Total		
<b>Block 25 Total</b>	65	0	0	0	74	0	74	74	9	0
<b>Block 26 Total</b>	0	0	0	0	246	0	246	246	246	0
<b>Block 27 Total</b>	0	0	0	0	127	0	127	127	127	0
<b>Block 28 Total</b>	0	0	0	0	0	0	0	0	0	0
<b>Block 29 Total</b>	287	101	0	101	445	101	445	546	259	101
<b>Block 30 Total</b>	0	0	0	0	0	0	0	0	0	0
<b>Block 31 Total</b>	23	8	71	79	46	8	117	125	102	79
<b>Block 32 Total</b>	0	23	90	113	228	23	318	341	341	113
<b>Block 33 Total</b>	20	9	0	9	42	9	42	51	31	9
<b>Block 34 Total</b>	19	10	79	89	24	10	103	113	94	89
<b>Block 35 Total</b>	85	31	0	31	36	31	36	67	(18)	(18)
<b>Block 36 Total</b>	55	33	6	39	7	33	13	46	(9)	(9)
<b>Block 37 Total</b>	144	27	0	27	51	27	51	78	(66)	(66)
<b>Block 38 Total</b>	143	30	0	30	26	30	26	56	(87)	(87)
<b>Block 39 Total</b>	84	26	0	26	22	26	22	48	(36)	(36)
<b>Block 40 Total</b>	60	23	5	28	45	23	50	73	13	13
<b>Block 41 Total</b>	19	16	0	16	0	16	0	16	(3)	(3)
<b>Block 42 Total</b>	10	3	0	3	15	3	15	18	8	3
<b>Block 43 Total</b>	58	36	282	318	156	36	438	474	416	318
<b>Block 44 Total</b>	137	25	0	25	50	25	50	75	(62)	(62)
<b>Block 45 Total</b>	148	20	0	20	8	20	8	28	(120)	(120)
<b>Block 46 Total</b>	88	23	56	79	29	23	85	108	20	20
<b>Block 47 Total</b>	32	38	0	38	76	38	76	114	82	38
<b>Block 48 Total</b>	0	0	271	271	11	0	282	282	282	271
<b>Total Downtown</b>	<b>2,384</b>	<b>555</b>	<b>1,225</b>	<b>1,780</b>	<b>2,493</b>	<b>555</b>	<b>3,718</b>	<b>4,273</b>	<b>1,889</b>	<b>683</b>



**RICH & ASSOCIATES**  
PARKING CONSULTANTS

PEAK HOUR  
DAYTIME  
SURPLUS / DEFICIT  
FUTURE CONDITION



## CITY OF MIDLAND PARKING STUDY

**RICH & ASSOCIATES**  
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ARCHITECTS • ENGINEERS • PLANNERS

### Surplus/ Deficit Block Face Key Plan:

	99-500
	0-99
	-99-0
	-300- -99

A  
D # B  
C

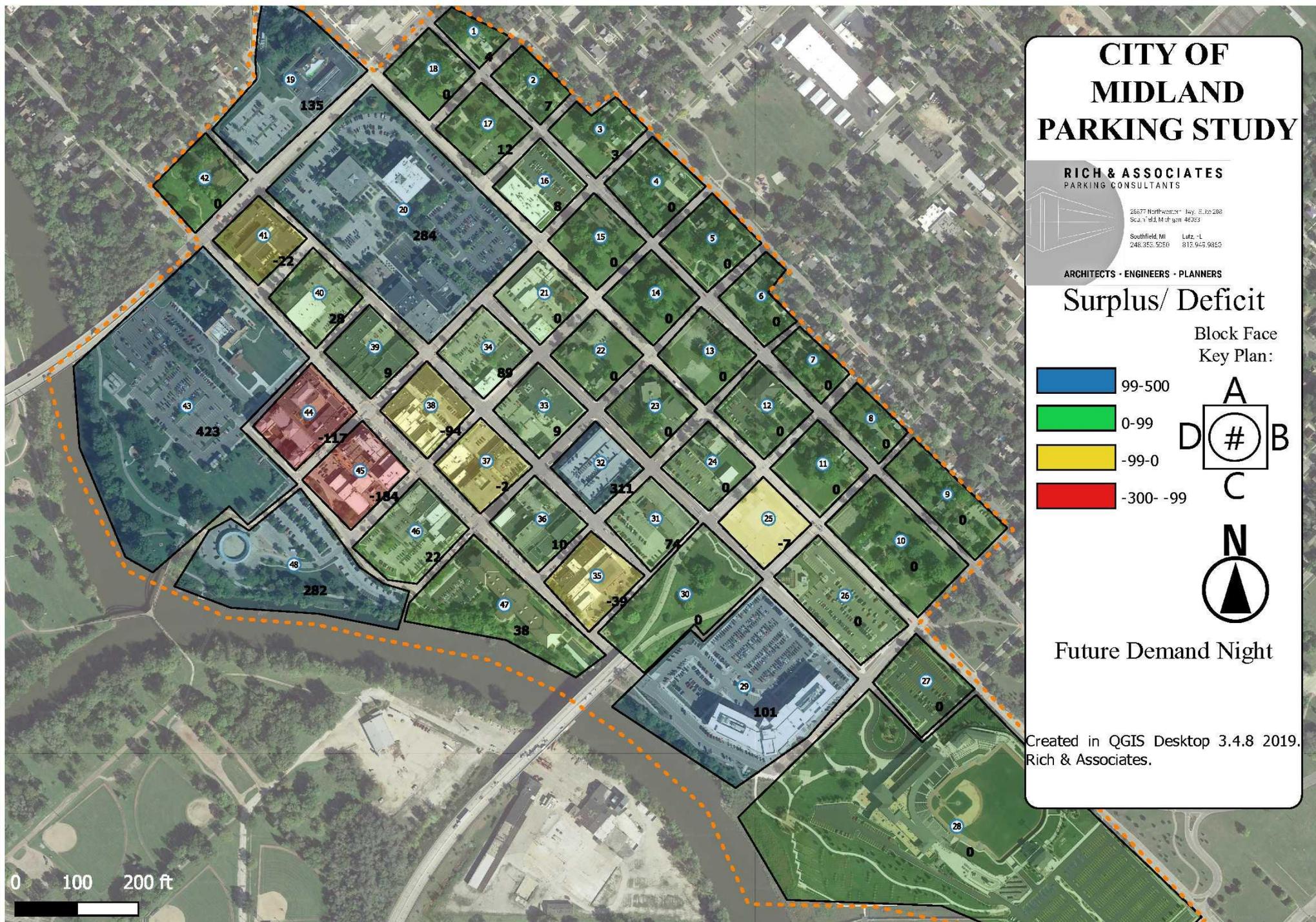
N

Future Demand Day

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PEAK HOUR  
EVENING  
SURPLUS / DEFICIT  
FUTURE CONDITION



# CITY OF MIDLAND PARKING STUDY

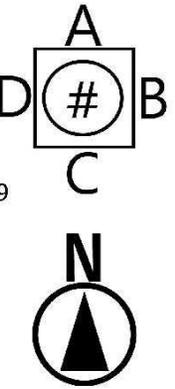
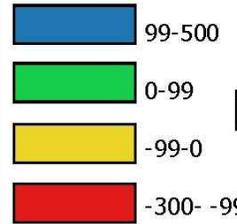
**RICH & ASSOCIATES**  
PARKING CONSULTANTS

26677 Northwestern Hwy., Suite 200  
Southfield, MI 48033  
248.353.5250    Fax: 248.353.9859

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## Surplus/ Deficit

Block Face  
Key Plan:

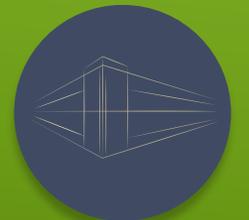


Future Demand Night

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# RECOMMENDATIONS

- Signage
- Enforcement
- Maintenance
- Larkin Street Garage
- Handicap Parking
- Parking Control
- Special Event Parking
- Parking Time Limits
- Bicycle Parking
- Future Planning



# Signage

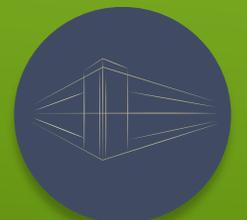
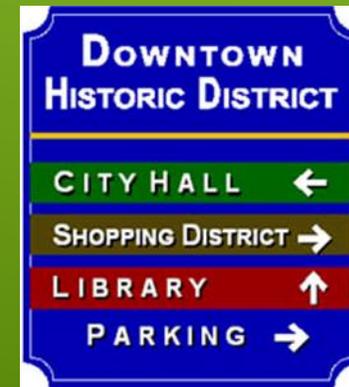
- **Public Parking Lots Signed**
  - Consistent Color, Logo, Font
  - Identified with Lot Name (Streets / Intersections)
  - Restrictions (i.e. no overnight, time limits, permit requirements)



- **Direction Signs**

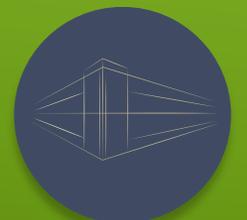


- **Wayfinding Signs**
  - Both Vehicular & Pedestrian



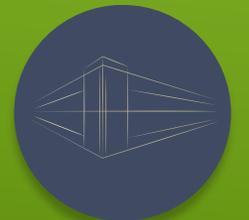
# Enforcement

- **Critical Element in well-run parking system**
  - Ensure most convenient parking for customers / visitors
  - Intent is to discourage habitual offender
  - Low probability of citation / low fine rate = abuse of regulations
  - Current system can be defeated
  - Chalking currently not permitted
  - Technology can overcome
    - May be too expensive with present staffing
    - Can use properly trained volunteers
    - Can be on random basis
- **Parking fines**
  - Escalating Fine Schedule (Currently flat \$10.00, double after 7 days)



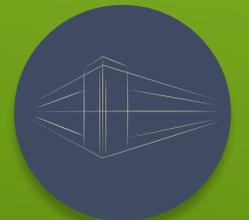
# Maintenance

- **Critical element in well-run parking system**
  - Annual review of parking areas for stall markings, potholes, spalling surface, missing signs, lighting etc.
  - Improved lighting in garage & other repairs
  - On-street stalls striped
    - Maximize use of valuable curb space
- **Maintenance sinking fund**
  - On-street spaces (\$25.00 per space / year – stall markings)
  - Lot spaces (\$100 / space per year)
  - Garage Spaces (\$150 – \$200 per space per year)



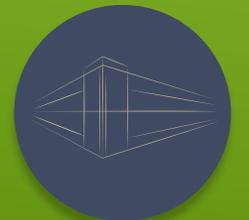
# Larkin Street Parking Garage

- **Ground floor underutilized**
  - Of 53 metered & 3-hour spaces (9 occupied / 17%)
  - 26 of 32 GF Reserved/Permit Spaces (81%)
- **Sign garage as public parking available**
  - No signage currently
  - Signs within garage as public parking upper floors evenings and weekends
- **Either implement paid parking throughout downtown or eliminate metered spaces in garage**
  - Last spaces sought
- **Improve lighting in garage**



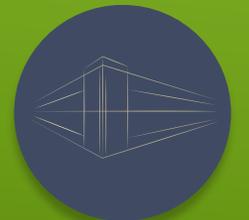
# Barrier Free (Handicap Parking)

- **Requirements based on capacity of Lot**
  - Total calculated number from individual lots is required
  - Can be provided in alternative lot if along a more accessible path
  - City currently provides +2 beyond requirements
  - On-street barrier free not required (yet)
    - City providing 20 on-street barrier free spaces
    - Functionality of some spaces limited by signs or other obstructions
      - Either move obstruction or spaces to accommodate side or rear wheelchair lifts
      - May require lengthening some spaces which could reduce on-street capacity



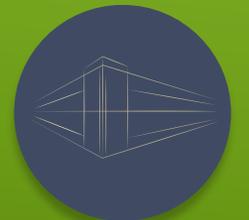
# Event Parking

- **Identify and publicize alternative parking locations**
- **Indicate when parking near Tridge is full**
  - Signs at top of hill
  - Discourage cars circulating through lot
- **Designate additional temporary handicap parking**
  - Non-standard barrier free spaces
  - Unlikely can be used with lifts



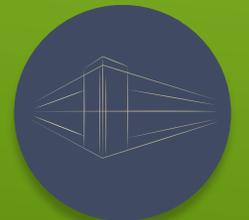
# Time Limit for On-street Parking

- **Maintain current 3-hour limit**
  - In combination with improved enforcement



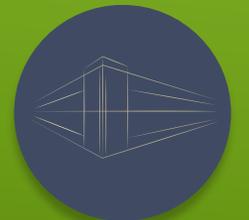
# Bicycle Parking

- **Must have secure racks for parking bikes as well as perceived safe travel paths**
- **Currently, limited number of defined bike lanes (“Share the Road”)**
  - **Many not continuous**
- **Seek opportunities to expand bike lanes**



# Future Planning / Employee Parking

- **Certain blocks currently or will be in deficit**
  - When contiguous blocks have deficits may need to consider additional parking
  - First try to encourage employees to use less convenient parking
  - Maximize use of current stock



*Thank You*

