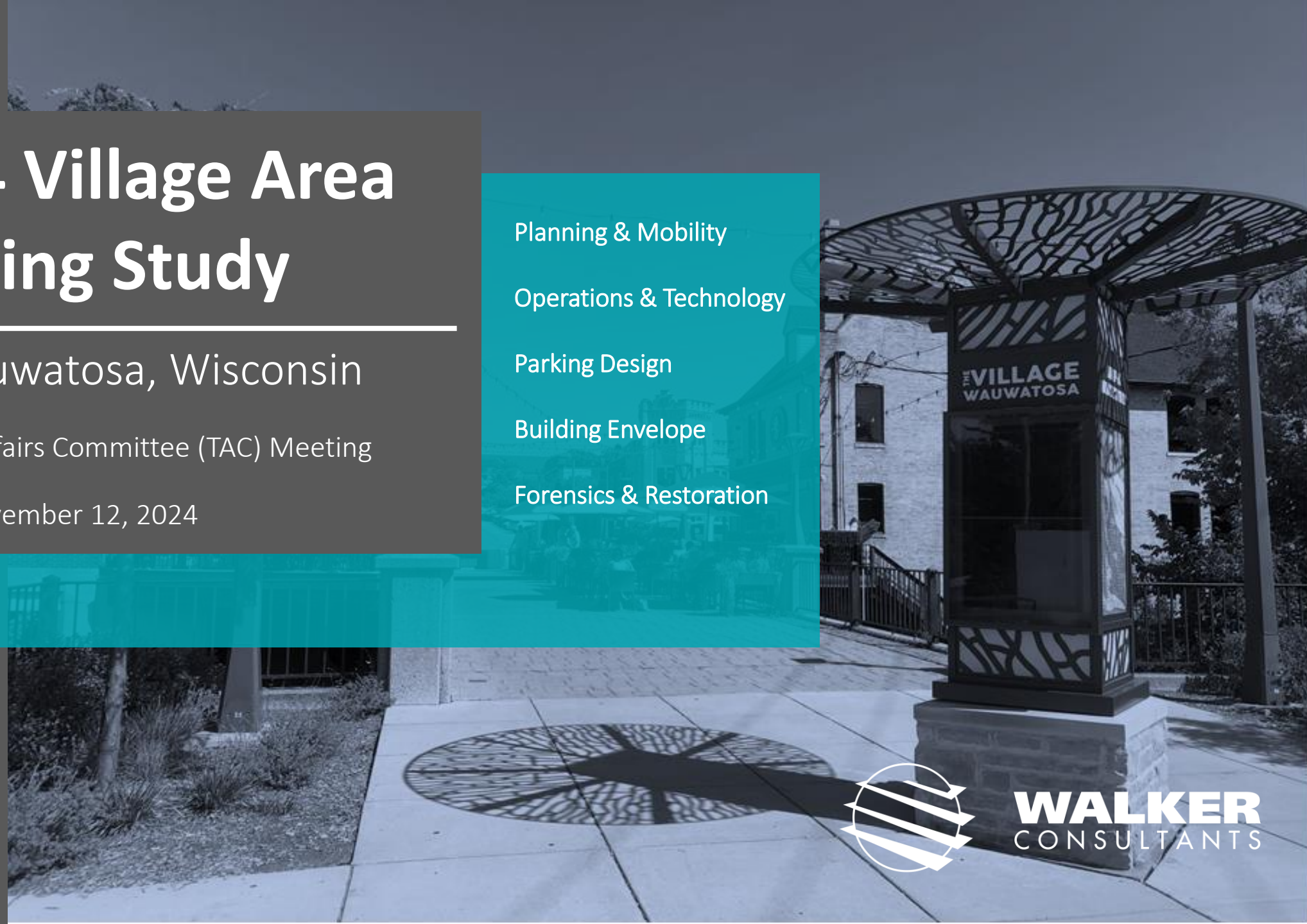
2023-24 Village Area Parking Study

City of Wauwatosa, Wisconsin

Transportation Affairs Committee (TAC) Meeting

November 12, 2024

- Planning & Mobility
- Operations & Technology
- Parking Design
- Building Envelope
- Forensics & Restoration



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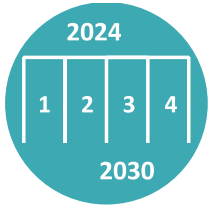
Walker's Understanding of the Project



Future Parking Needs – Blanchard Street Harlow & Hem Development

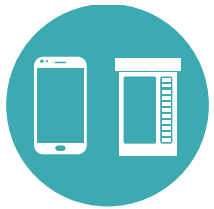
Needs/Desires of the Community

Proximity of Demand to Supply

Policy Review and Enhancements

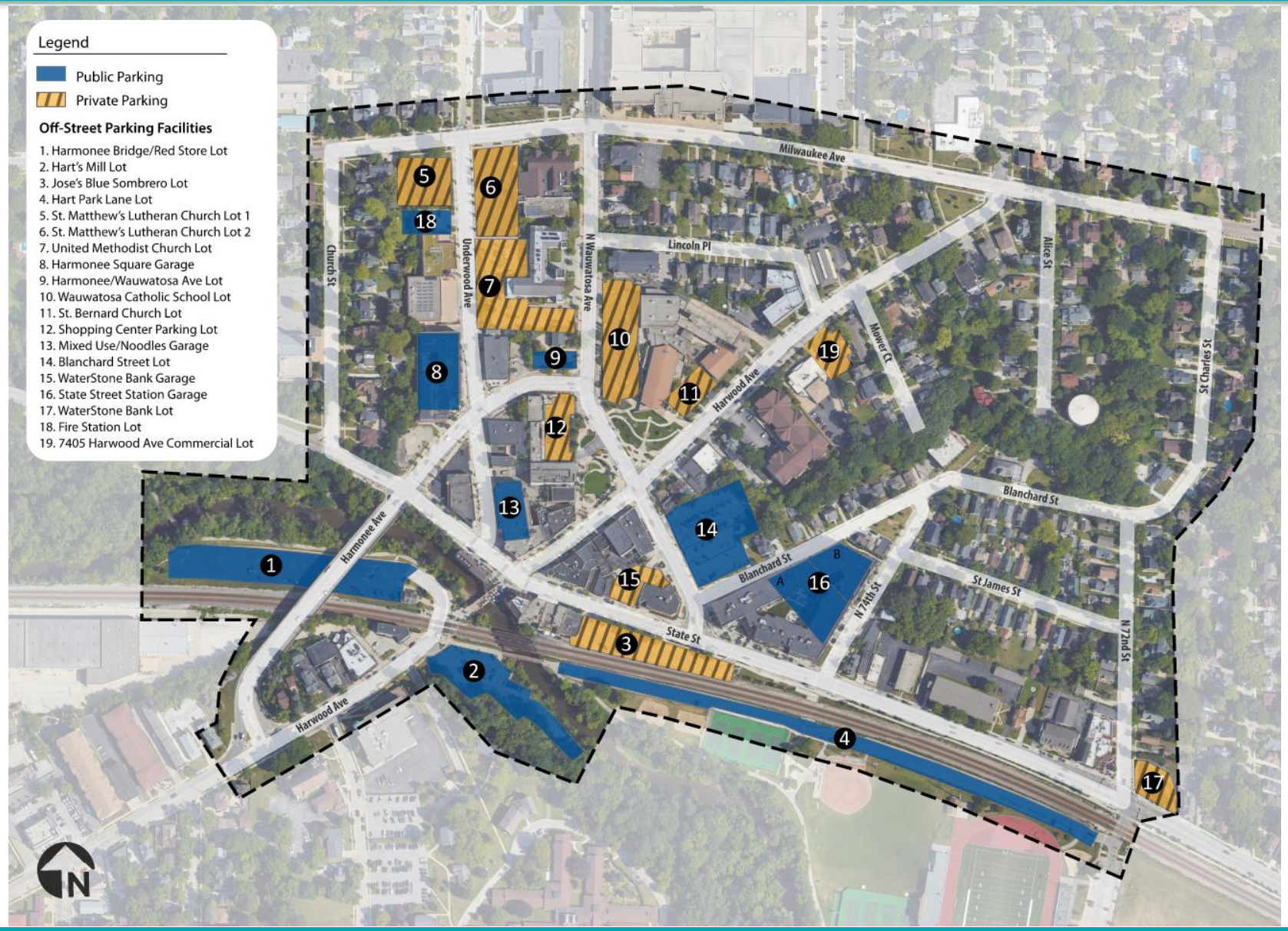
Signage and Wayfinding

Consistency in Time Limits and Regulations



Operational Best Practices

Project Study Area



Village Area Parking Characteristics

- Busy, vibrant, healthy, and walkable Village area

- Dense mix of land uses
  - Popular lunch and retail destination during daytime hours
  - Popular dining/bar destination in the evenings
  - Menomonee River, railroad tracks, and topography create natural barriers

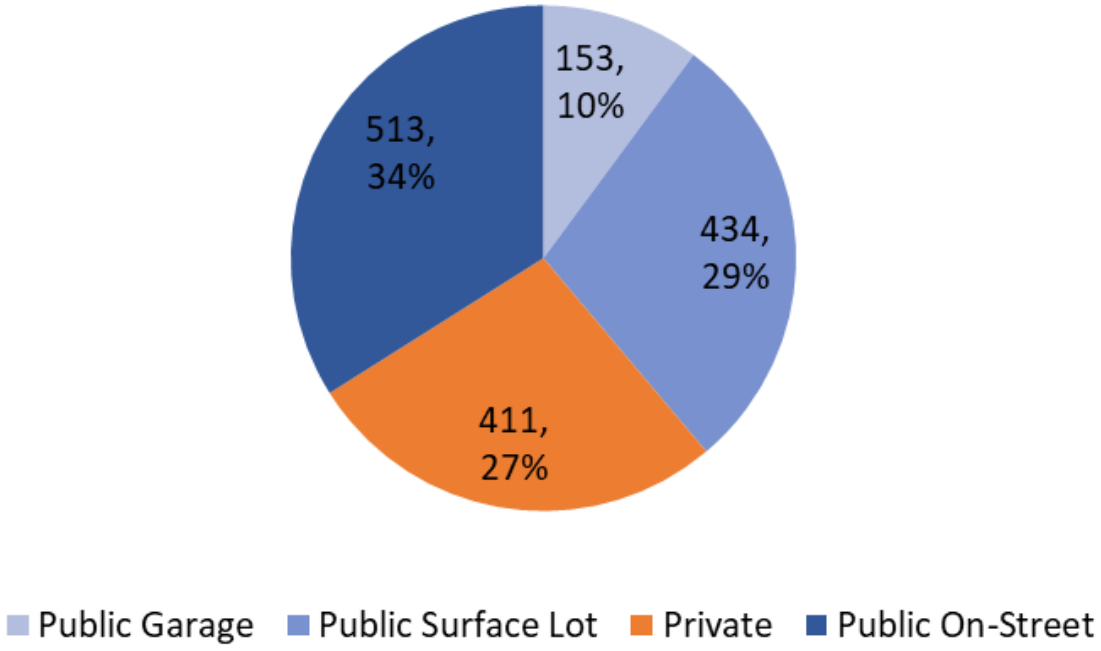
- Mixture of on-street, public surface, public structured, and private parking

- Significant parking demand during peak hours (evenings, some lunchtimes, and afternoons), particularly in Village Center and along State Street – and during Farmers Market

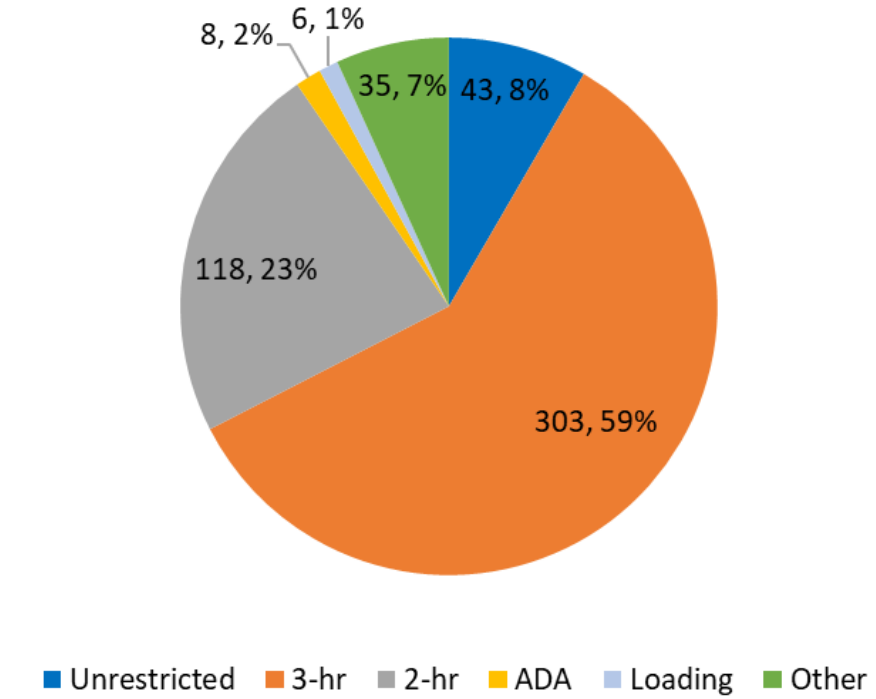
- Back-in angled parking is not very common, but is a unique parking characteristic in the Village and contributes to the downtown identity

Village Area Parking Inventory (Supply)

- ± 513 on-street spaces
- ± 434 spaces in public surface lots
- ± 153 spaces in publicly available garages
- ± 411 private parking spaces
- ± 1,511 total parking spaces =

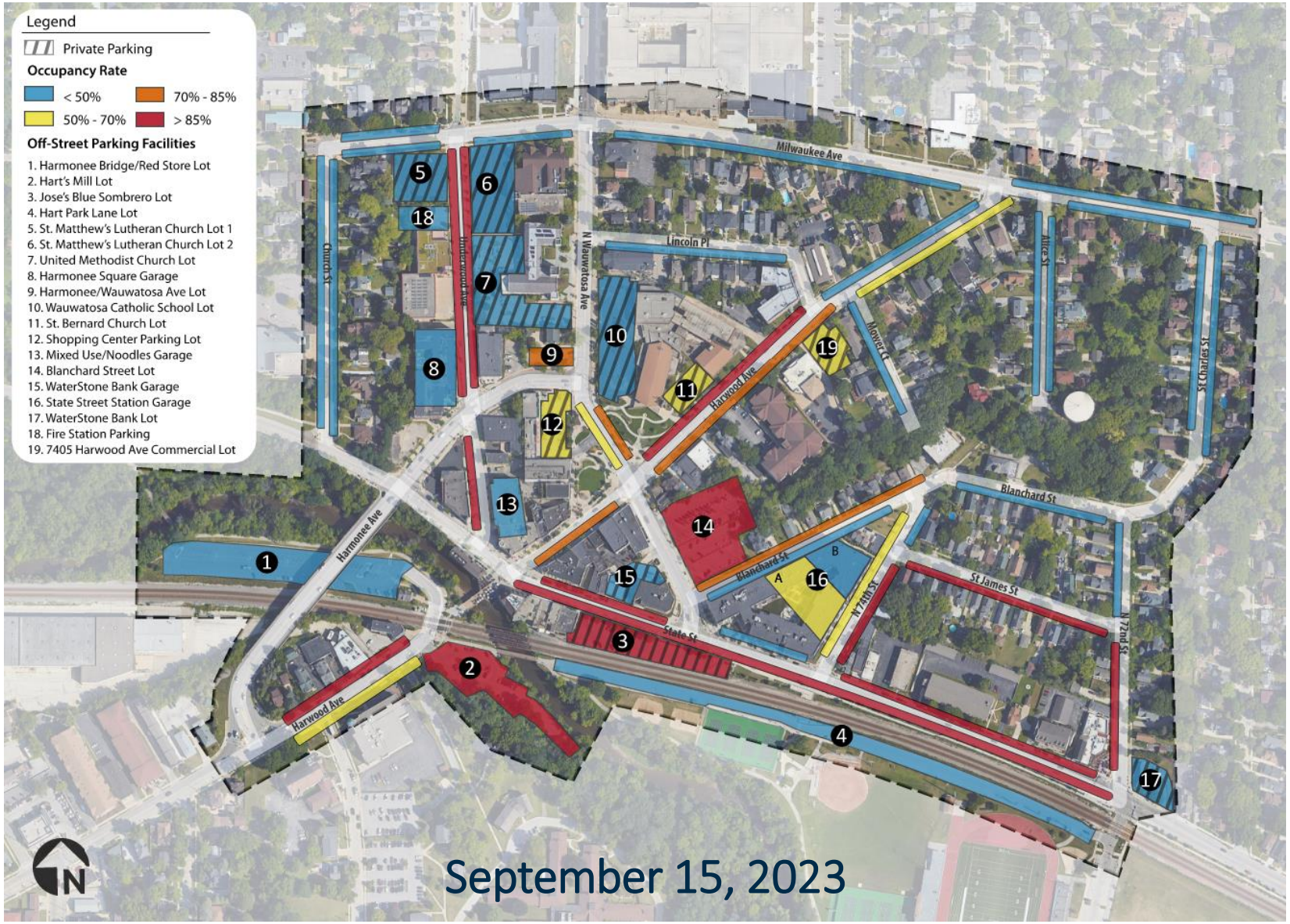


Public on-street spaces =



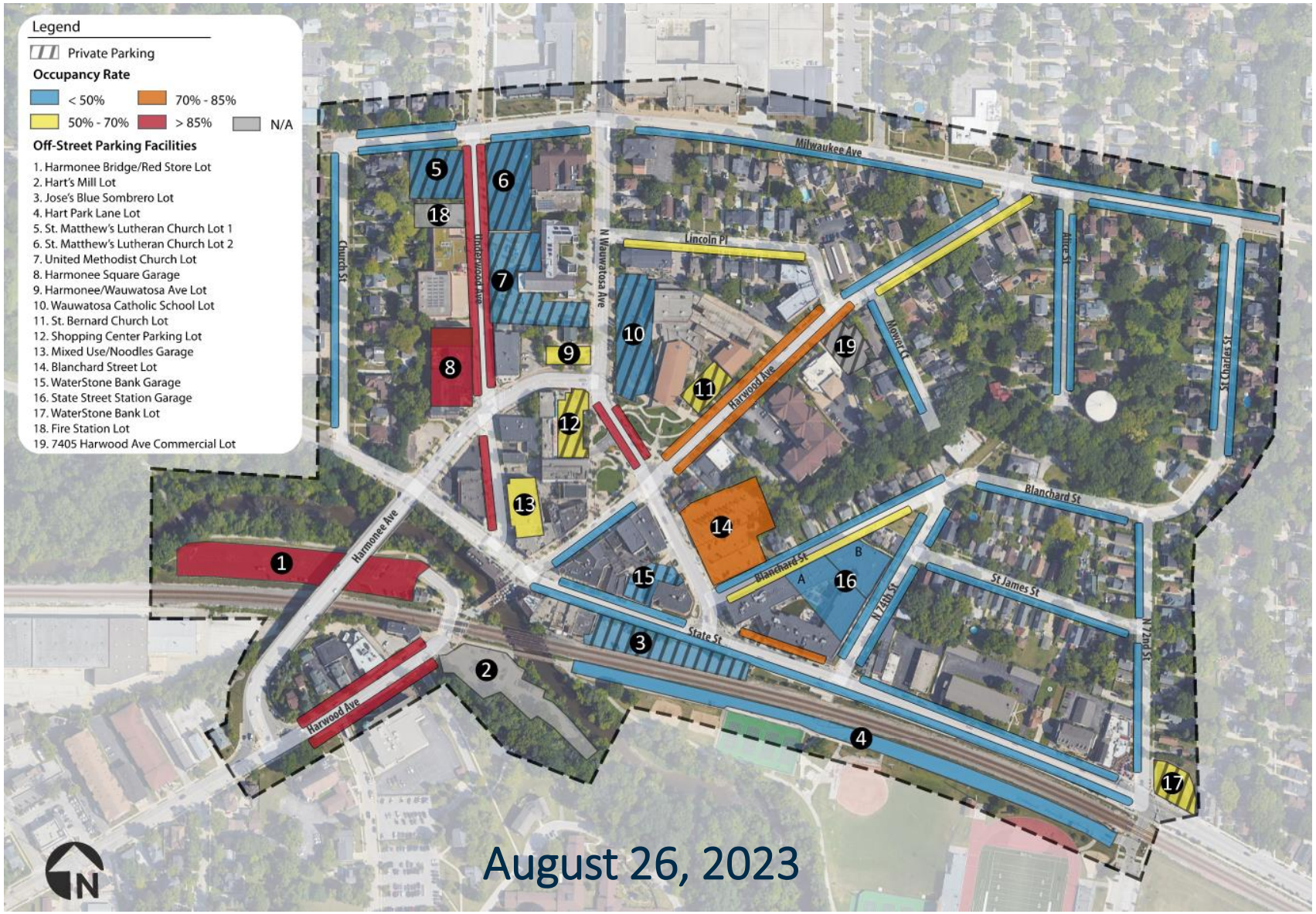
Weekday Evening Parking Occupancy – Friday at 6:30 pm

- Peak demand condition between a typical Thursday and Friday (645 parked cars)
- 43% occupied
- 57% available
- Late summer weather conditions, sunny and 70° both days
- High on-street demand throughout central Village area
- Three most proximate surface lots very busy (effectively full)



Weekend Parking Occupancy – Farmers Market, Saturday at 10:00 am

- 3rd busiest demand period overall after weekday evenings
- 37% occupied
- Typical summer day, sunny and 80°
- High on-street demand on Underwood and Harwood Avenues (effectively full)
- Harmonee Bridge (Red Store) Lot effectively full, moderate demand at Blanchard Street and Noodles garage

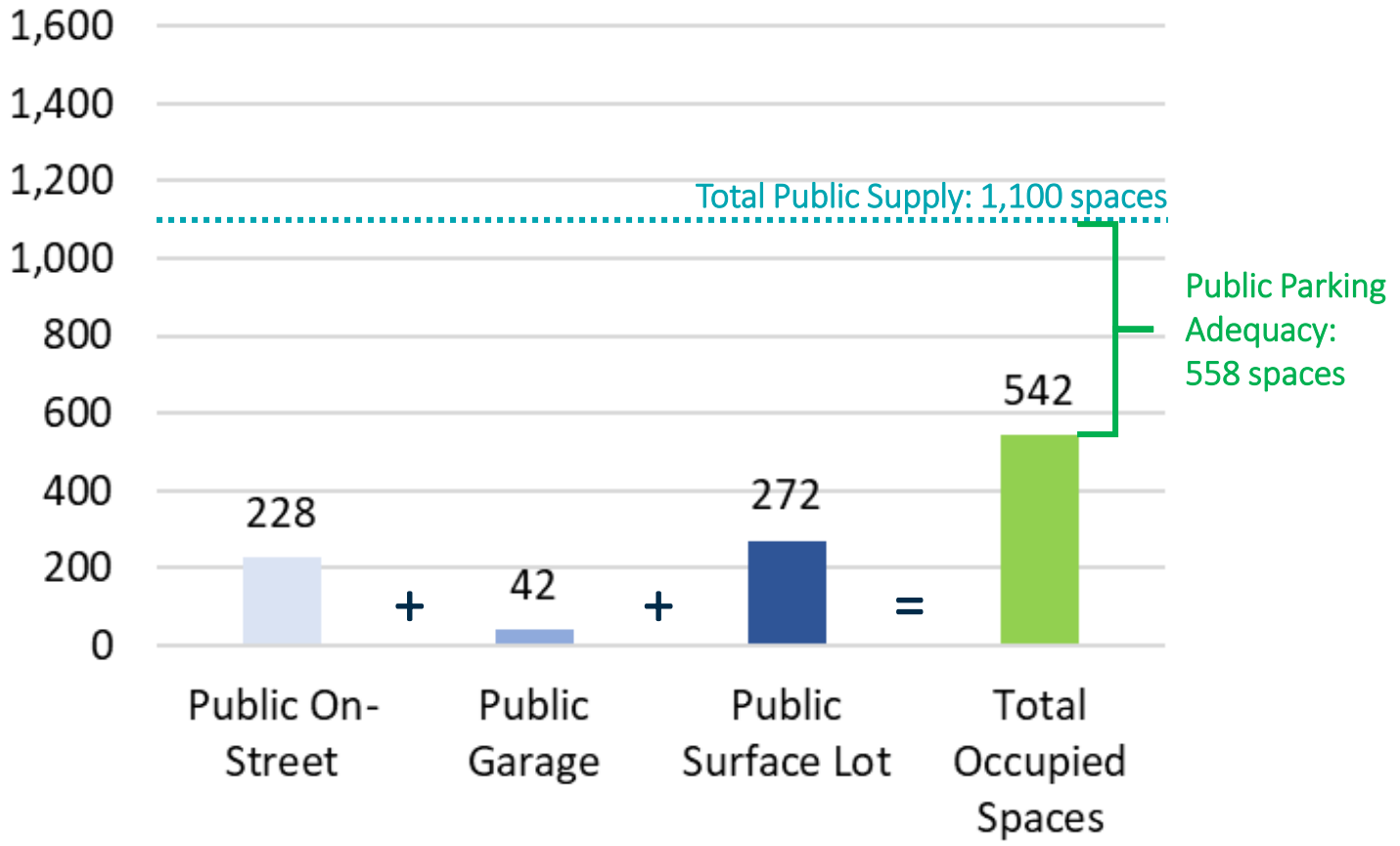


Weekday Evening Parking Occupancy – Public Parking Only

- Friday at 6:30 pm
- 49% occupied overall
- Public surface lots experienced the highest parking occupancy level at 63%
  - This is still considered a significant amount of available parking **(80-90 percent occupancy is the industry standard goal metric)**
- Garages were 27 percent occupied

Parking Type	Inventory	Peak Parking Occupancy	
Public On-Street	513	228	44%
Public Garage	153	42	27%
Public Surface Lot	434	272	63%
Total	**1,100**	**542**	**49%**

Parking Occupancy
< 50%
50%-70%
70%-85%
> 85%



Parking System Attributes

- Village is highly walkable

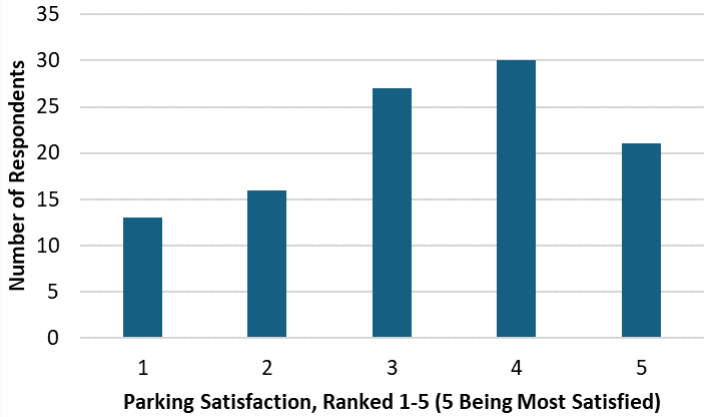
- Public garages are well positioned

- Existing Village placemaking and signage is strong

Community Outreach

- Village BID meeting
- Public open house
- Virtual and in-person parking survey
  - Street “interceptor surveys”
  - Online survey with Social PinPoint tool, key questions, and open comment area
- Survey and public open house were well advertised through numerous physical and online advertisement channels

- Survey open for three months in late 2023 and early 2024; 107 individual contributors – typical response rate

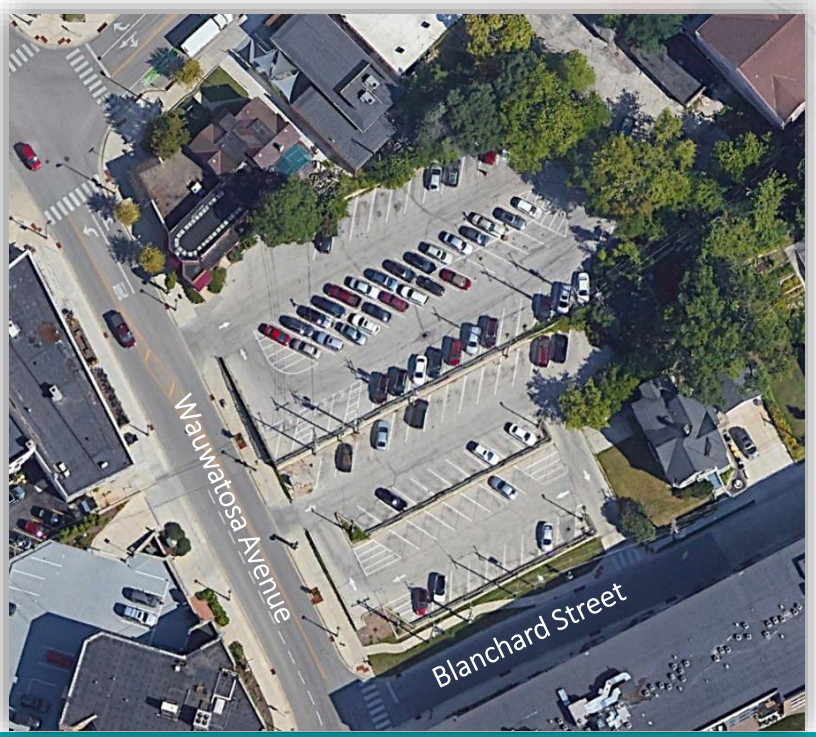


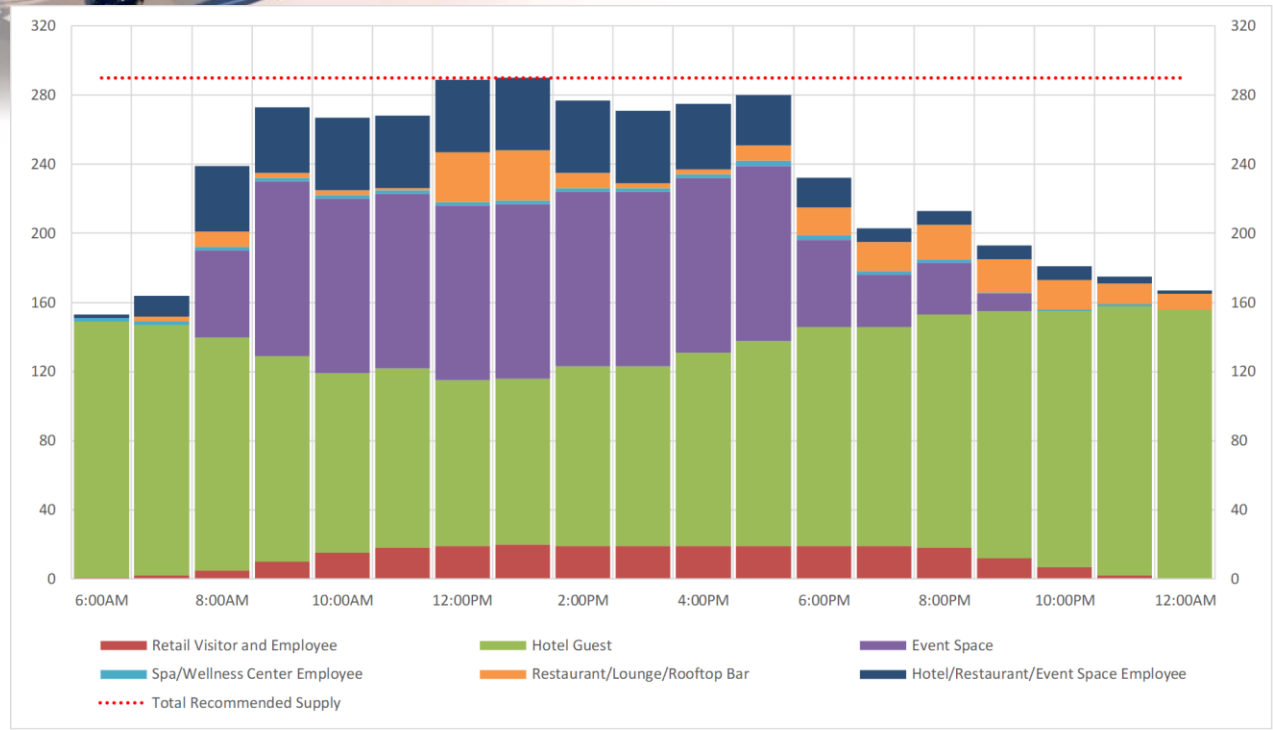
Most important parking factors for survey respondents, in ranked order:

1. Distance to destination.
2. Price.
3. Total number of parking spaces.
4. Whether the parking is time-limited or not.

Future Parking Needs Analysis

Image Source:
Mandel Group, 2024





Harlow and Hem Development

Proposed Parking

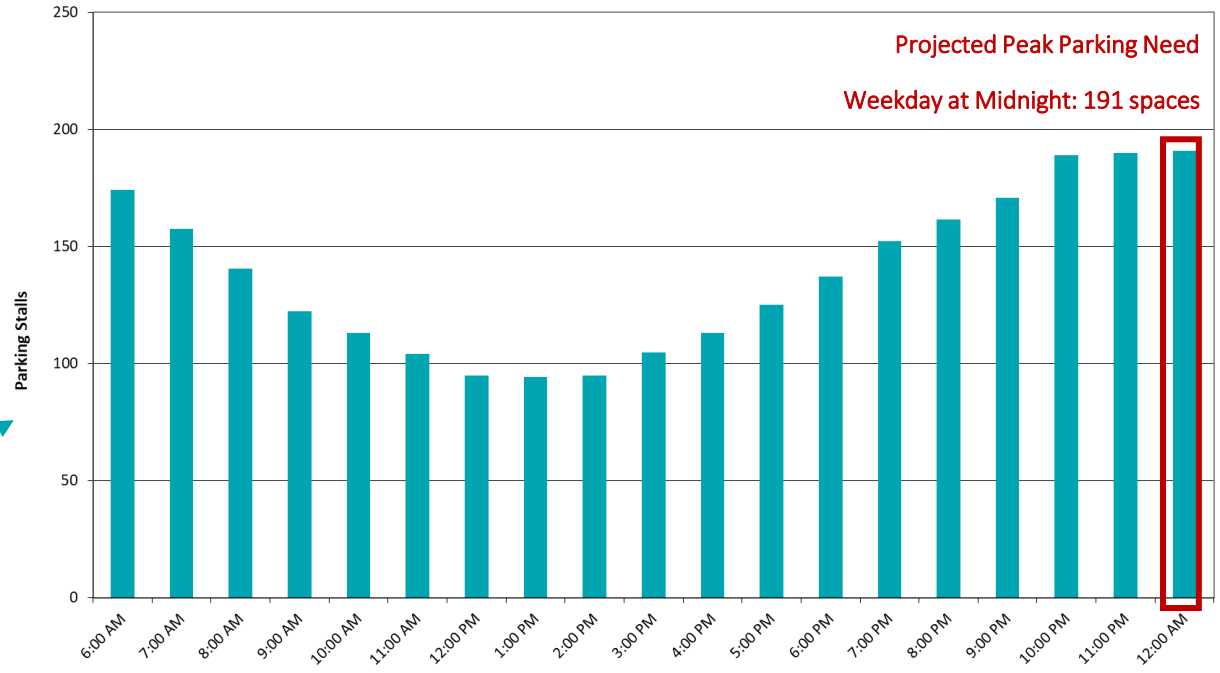
Parking Type	Spaces
Public Parking (Harwood Ave. Surface Lot)	47
Public Parking (Upper Level of Garage)	51
Total Public Parking	**98**
Private Parking (Upper Level of Garage)	70
Private Parking (Lower Level of Garage)	120
Total Private (Resident) Parking	**190**
Total Parking Spaces	**288**

Source: Mandel Group, City of Wauwatosa, 2024

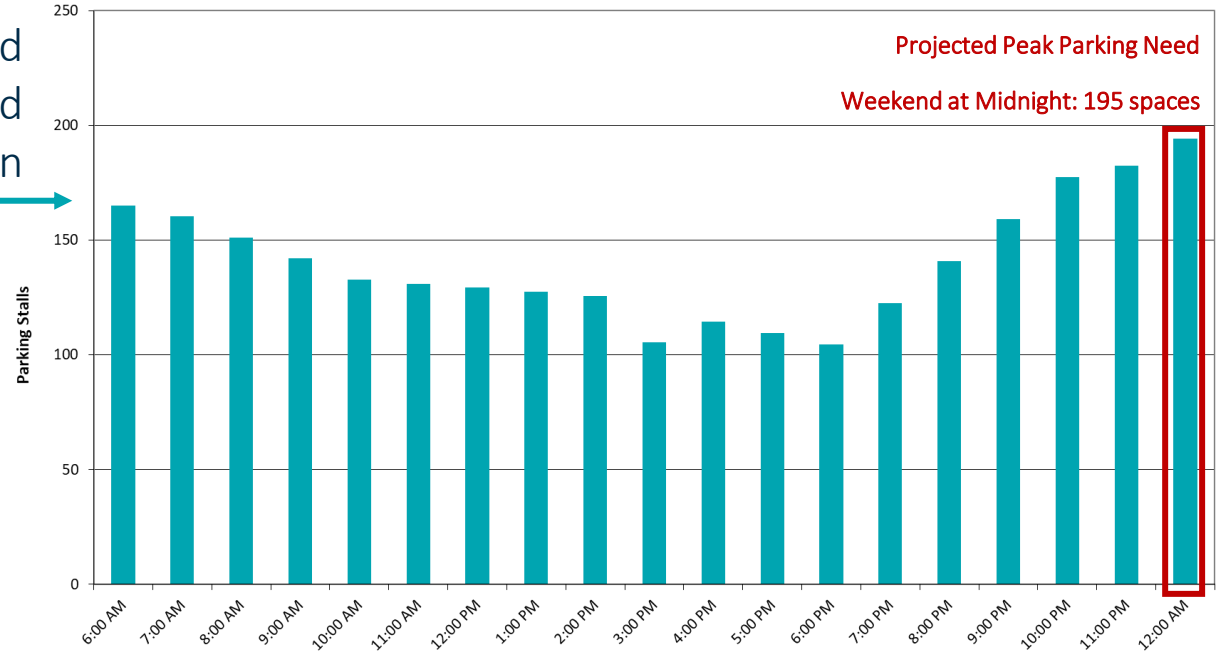
Industry Standard Ratios

Land Use	Project Data		Weekday			Weekend		
			Peak Hr Adj	Peak Mo Adj	Estimated Parking Demand	Peak Hr Adj	Peak Mo Adj	Estimated Parking Demand
	Quantity	Unit	12 AM	January		12 AM	January	
Multi-Family Residential								
Studio	59	units	100%	100%	49	100%	100%	49
1 Bedroom	53	units	100%	100%	47	100%	100%	47
2 Bedrooms	28	units	100%	100%	46	100%	100%	46
3+ Bedrooms	17	units	100%	100%	42	100%	100%	42
Visitor	157	units	50%	100%	7	50%	100%	11
Proposed Development Program			Customer/Visitor		7	Customer/Visitor		11
			Employee/Resident		184	Employee/Resident		184
			Total		**191**	**Total**		**195**

Weekday Demand Pattern



Weekend Demand Pattern



Future Parking Needs Analysis

Scenario Assumptions:

- Typically busy weekday and weekend conditions (all residents home and parking on-site)
  - Does not include special event or peak-of-peak conditions
- On-street parking will remain largely unaltered
- Current parking demand levels remain relatively stable, except for new demand associated with the Harlow and Hem development
- Applied an effective supply factor of 97 percent (-3% of market parking supply)
- Utilized camera footage of Blanchard Street Lot to determine overnight parking occupancy
  - Thursday through Sunday, July 11-14, 2024; Peak 11:00 p.m. parking occupancy count of 18 vehicles for both weekday and weekend conditions

Projected Market Parking Surplus/Deficit

Weekday

Parking Type	Unit Type	Proposed Parking Supply	Effective Parking Supply (-3%)	Projected Parking Need	Parking Surplus / (Deficit)	Spaces Needed per Unit
Residential	Studio	190	184	49	0	0.83
	One-Bedroom			47		0.89
	Two-Bedroom			46		1.64
	Three-Bedroom			42		2.47
Resident Sub-Total		**190**	**184**	**184**	**0**	
Public + Resident Visitor [1]	-	98	95	**25**	**70**	
Development Total		**288**	**279**	**209**	**70**	

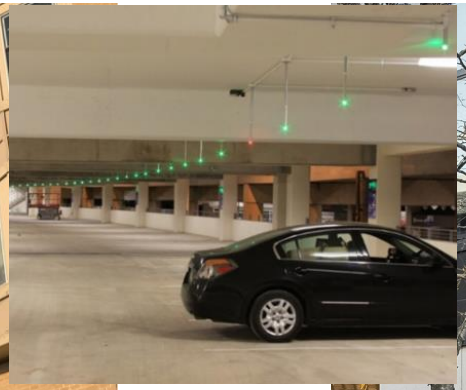
[1] Public + Resident Visitor projected parking need includes the peak existing 11 p.m. parking occupancy plus the projected overnight visitor parking need.

Weekend

Parking Type	Unit Type	Proposed Parking Supply	Effective Parking Supply (-3%)	Projected Parking Need	Parking Surplus / (Deficit)	Spaces Needed per Unit
Residential	Studio	190	184	49	0	0.83
	One-Bedroom			47		0.89
	Two-Bedroom			46		1.64
	Three-Bedroom			42		2.47
Resident Sub-Total		**190**	**184**	**184**	**0**	
Public + Resident Visitor [1]	-	98	95	**29**	**66**	
Development Total		**288**	**279**	**213**	**66**	

Signage and Wayfinding

Parking Signage and Technology Integration (APGS)



Wayfinding and Specialty Graphics, Entrance Signage

Recommendations and Best Practices

- Optimization of Pick-Up and Drop-Off Access in the Village
- Additional Loading Zone Spaces
- Paid Overnight Parking in Village Garages – Pros and Cons
- Eliminating the Employee Parking Time Limit Override
- Parking Time Limit Modifications, On-Street and Off-Street
- More Consistent and Increased Enforcement Moving Forward
- On-Street Meter (Paid) Parking Considerations
- Shared Parking Agreements at Village Church's and Schools

Thank You

Questions/Discussion?

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