



Estimated Revenue

Lot 2 Parking Structure	Monthly Revenue	Yearly Revenue	Weekly Revenue
Employee Monthly Permits (new plus displaced Lot 1 permits)	101	\$163	\$163
subtotal monthly permits	\$163	\$1,956	\$163
Weekday Short Term Parkers	1,000	\$1,000	\$1,000
Saturday Short Term Parkers	100	\$100	\$100
subtotal two short term parkers	\$1,100	\$1,100	\$1,100
Weekday - Displaced Lot 3 Long Term Parkers	200	\$200	\$200
Weekday - Displaced Lot 2 Long Term Parkers	1,000	\$1,000	\$1,000
Weekday - Displaced Lot 1 Long Term Parkers	40	\$40	\$40
Saturday - Displaced Lot 2 Long Term Parkers	25	\$25	\$25
Saturday - Displaced Lot 1 Long Term Parkers	10	\$10	\$10
subtotal displaced long term parkers	\$375	\$375	\$375
Hotel Guests	70	\$70	\$70
TOTAL ESTIMATED REVENUE		\$2,701	\$2,701



Parking Strategy

APRIL 2013

Rochester, Michigan Downtown Parking Strategy

April 2013

Prepared By:

City of Rochester, and



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Acknowledgments

The participation and cooperation of community leaders, residents, and members of civic organizations in the preparation of the Downtown Rochester Parking Strategy Plan is greatly appreciated. In particular, we acknowledge the efforts of the following individuals:

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Jeffrey T. Cuthbertson, Mayor Pro Tem
Cathy Daldin, Councilmember
Ben Giovanelli, Councilmember
Kim Russell, Councilmember
Steve Sage, Councilmember
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Laurie Puscas
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Cathy Daldin, Council Liaison
John Gaber, Chamber Liaison
Robert Kraft, Historical Liaison
Gail Bothwell, Alternate Historical Liaison
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- Exhibit A – Parking Inventory by Sub-Area Maps and Summary Table
- Exhibit B – Parking Occupancy Tables and Maps
- Exhibit C – Parking Revenues, Expenses and City/DDA Contributions Graphs
- Exhibit D – Summary of Stakeholder Meetings and Online Survey Results
- Exhibit E – Shared Parking Demand Models by Sub-Area

Executive Summary

The results of the parking analysis show that, although some of the public surface lots do operate at maximum capacity during peak parking demand periods, there is currently sufficient parking supply in the downtown study area in general to support current business activity.

Our findings indicate that parking availability in the most high-demand parking areas could be improved by better managing existing parking assets through new pricing policies, with a more dedicated level of consistent parking enforcement, and through the acquisition of new parking control and parking enforcement technologies.

The comparable downtown analysis shows that Rochester's meter rate of \$.25 per hour is well below the on-street rates charged by other downtowns, and that Rochester's parking enforcement program is not as robust as the other downtowns included in the analysis. The comparable downtown analysis revealed that Rochester is the only city that subsidizes its parking program with direct cash contributions from the general fund. The general fund contribution required to balance the parking fund operational budget for FY2013 is expected to exceed \$111,000 (in addition to a DDA contribution of \$50,000 budgeted for FY2013).

The parking budget and financial analysis shows that the parking fund has been operating at year-end deficits every year since the early 2000's, due to artificially low on-street parking rates, free parking in public lots, and a steady reduction in parking enforcement activity over the years. However, the City has maintained parking system operational expenses relatively steady over the past five years.

One of the most pressing decisions the City must address is what to do with its existing parking meters. The existing fleet of old mechanical parking meters is functionally obsolete and in need of replacement (if the decision is made to continue to charge for on-street parking). We have included a number of technology options for the City to consider in replacing its on-street meter fleet, with a summary of equipment costs, along with a summary of the advantages and disadvantages of each technology option.

Similar to the antiquated mechanical parking meters, Rochester's parking enforcement program consists of a non-computerized, paper ticket based system that is not in keeping with current best practices for municipal parking enforcement operations. Potential technology options and costs to address this situation are included in the report document.

As part of a longer term option (five-plus years), the City may wish to consider consolidating public parking away from low use lots and into higher demand areas through the creation of structured parking on existing high demand parking lots. Existing low use lots could then be offered as potential sites for future development projects.

The final chapter of this report includes a summary of parking policy options; potential pricing scenarios for customer paid parking, along with potential revenue projections; options for the City to consider for funding future parking facilities (such as payments-in-lieu of parking and a parking special assessment); and a summary of potential locations to consider for structured parking.

The ultimate goal of the final pricing and parking system funding strategy should be the creation of a break even parking program that generates sufficient revenues to cover operational costs, but that also generates sufficient reserves to cover the cost of future capital improvements.

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Chapter 1: Introduction

The City of Rochester and the Rochester DDA initiated this parking study to analyze current parking conditions in the downtown area and to develop an overall parking strategy. The last time downtown parking supply and demand was fully analyzed was in 2003. At that time, the study results indicated that sufficient parking capacity existed to adequately serve the needs of downtown. It has been nearly ten years since the last detailed parking study was completed for downtown Rochester. In an effort to update the findings of the 2003 parking study and to assess current parking conditions, the City/DDA/Planning Commission requested McKenna Associates to perform a detailed analysis on existing downtown parking conditions.

Purpose

The primary purpose of this study effort is to provide analysis on the adequacy of existing parking conditions, to assist in developing parking management options that will better serve existing downtown businesses, and to present options for planning and managing the downtown parking system to accommodate future development.

The project's defined goals include:

- Update and confirm existing parking supply, utilization and occupancies and determine current parking adequacy.
- Review current parking management practices and operations and provide analysis.
- Review and analyze the past five years of parking revenues and operational expenses.
- Estimate and analyze future parking demand based upon possible development scenarios.
- Develop and present options for managing public on-street and off-street parking assets to accommodate current and future needs.

Parking Study Area

The primary study area evaluated was downtown Rochester along the downtown Main Street commercial corridor. The defined study area boundary includes Main Street from Old Town Road to the north; Paint Creek to the east; Mill Street to the south and Pine Street to the west. For the purposes of the analysis, the study area was sub-divided into ten (10) sub-areas based upon existing land use clusters and block configurations. (See attached **Map 1 – Parking Analysis Study Area**).

Scope of Study

The services provided by McKenna Associates with the assistance and cooperation of the City of Rochester personnel include:

- Inventory of all public and private on- and off-street parking spaces within the downtown.
- A comparable city analysis of similar downtown parking systems.
- A detailed historical analysis of parking budget, revenues and operational expenses over the past five (5) years of parking activity.
- Stakeholder outreach to gain direct comments and input from downtown property owners, merchants and the general public.
- Analysis of options for managing public parking assets to include a review of various parking control technologies and equipment, as well as parking management options.

- A preliminary report and formal presentation of the study findings and management options to the City/DDA/Planning Commission.
- Incorporated feedback from the formal presentations and review of the preliminary report
- A final report document with updated maps, tables, graphs and a final parking demand model by sub-area.

Study Methodology

Parking Inventory

Documentation of parking inventory included a detailed listing, field verification and mapping of on-street and off-street parking in the downtown study area, to include both public and private parking facilities. The inventory effort utilized the previous 2003 parking study inventory as a starting point and confirmed or amended that information to reflect current conditions. McKenna utilized aerial photography to identify parking facilities in the study area and confirmed actual space counts through the assistance of City personnel who provided field verification for all parking space counts. The effort attempted to count all parking spaces contained in the study area to include private lots and spaces. While efforts were made to count all parking contained in the study area that would be available to customers or the public, it is acknowledged that some very small private spaces or individual spaces for residential tenant parking may not have been included in our inventory counts.

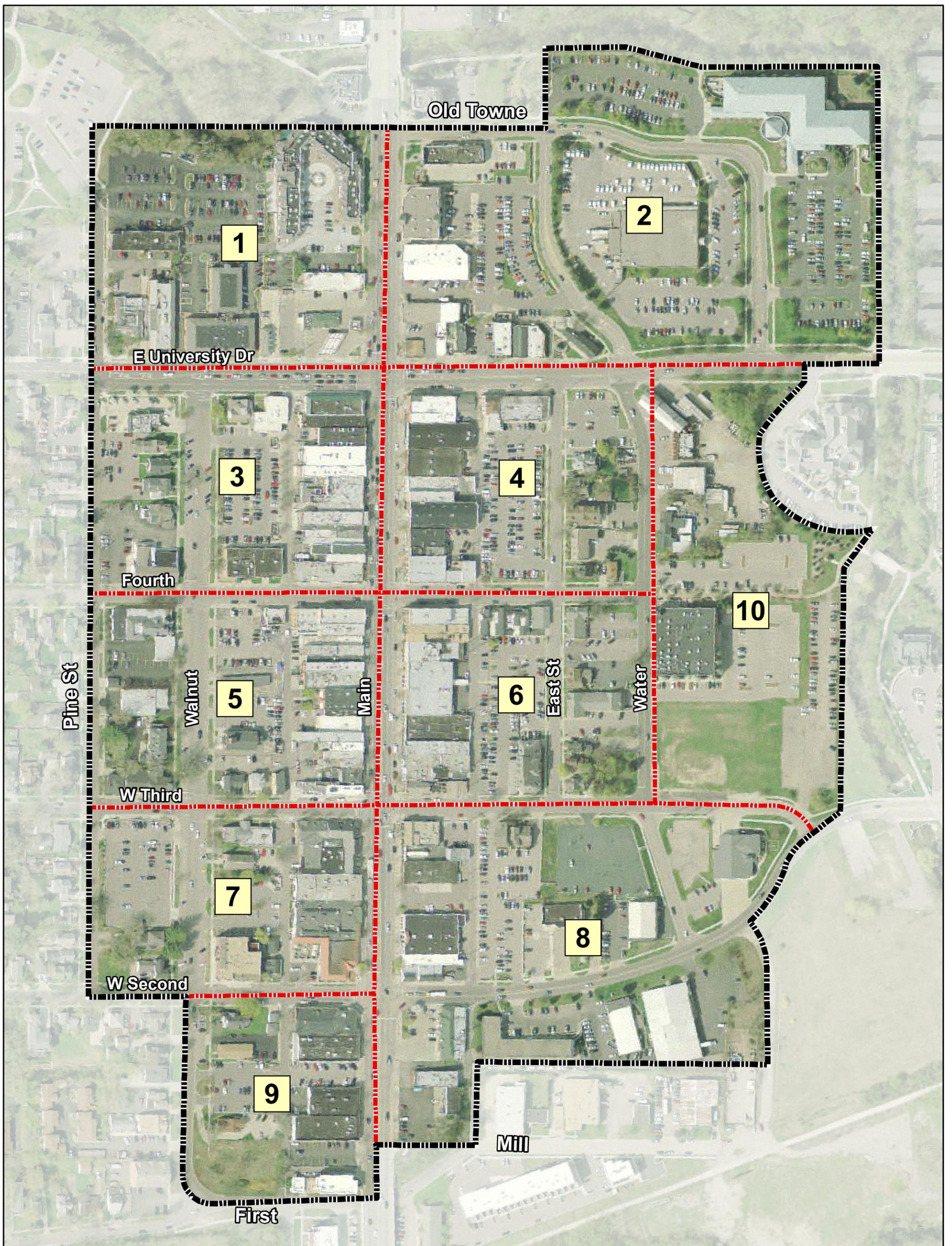
Parking Occupancies and Document Findings

Once the parking inventory mapping was completed, McKenna (with the assistance of City field personnel), conducted parking occupancy counts on-street, at all City/DDA public parking lots, and at larger private or institutional lots located within the study area (such as the Post Office and Library). By recording actual parking occupancies at the primary parking facilities serving downtown Rochester, an understanding of overall parking adequacy within the study area is gained.

Parking counts were recorded on two different weekday daytime periods on Friday, February 15, 2013 and on Thursday, February 21, 2013. Counts were taken at 9:00am; Noon; and 3:00pm on each of the weekday daytime periods. The weekday time periods represent typical peak parking demand periods for most downtown environments. Parking counts were also performed on Friday evening, February 22, 2013 to document parking conditions on a typical weekend evening period. These evening occupancy counts were conducted at 6:00pm; 8:00pm and 10:00pm. In addition to the detailed occupancy counts mentioned above, McKenna visited Rochester on Friday evening and Saturday daytime, January 25th/26th, 2013 to observe general parking conditions for the very popular “Fire and Ice” special event.

Comparable City Parking Analysis

McKenna obtained detailed information on four (4) other southeast Michigan downtown parking programs that are comparable to downtown Rochester in terms of size, market conditions and demographics. The cities selected for this analysis include: Plymouth; Northville, Grosse Pointe and Birmingham. The comparable city analysis includes information on parking rates and fines charged; information on how each city’s downtown parking programs are organized and managed; how each city funds and finances its parking capital improvements and ongoing maintenance programs.



Map 1 Parking Analysis Study Area

City of Rochester, Michigan



LEGEND

-  Parking Study Area
-  Sub-Area Boundary
-  Sub-Area Number

March 28, 2013



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Parking Revenue and Expense Analysis

McKenna performed a detailed historical review of actual parking system revenues and expenses for the previous five (5) fiscal years, as well as the current fiscal year budget projections to determine actual revenue streams and operational costs associated with operating the current City of Rochester parking system. This analysis included a review of actual parking revenues generated from user fees and fines, as well as contributions of cash or services from the DDA and City to support the parking fund.

Stakeholder Outreach and Customer Surveys

McKenna Associates engaged various downtown constituencies affected by parking through facilitated workshop-style interactive meetings that were followed by survey cards completed by those in attendance. Two workshops were conducted - one with the downtown property owners group, and one with the downtown merchants group. McKenna also developed and administered a simple customer/user survey online via "Survey Monkey". The results of the constituent workshop comments and survey cards, and the online customer survey are summarized and included in the final report document and presentation.

Parking Management and Operational Analysis

McKenna's analysis identifies current management and operational practices, parking fees charged, parking policies and time limits currently in use, user allocations/assignments, type(s) of parking control equipment currently utilized and parking enforcement practices. This information is summarized and compared against the findings of the comparable city analysis and the results included in this report.

Final Report

After review of the preliminary report and presentation of the findings and analysis to the City/DDA/Planning Commission, McKenna will incorporate final feedback into a final report. The final report document includes the information and analysis described above and includes a set of management, operational and technology options for the City/DDA to consider in developing the new downtown parking system. The final report will include the parking model already developed by McKenna that projects future parking demand based upon full theoretical build-out of the downtown study area based upon the City's new Master Plan. The final report document and submittals will also include a set of shared parking demand models by sub-area that can be used by the City/DDA in the future to estimate potential parking demand impact created by proposed new development projects on a project-by-project basis.

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Chapter 2: Parking Supply and Utilization

Parking Supply

On-Street Parking

All on-street parking is controlled by the City of Rochester, including parking along Main Street. Most of the on-street parking is two-hour time limited meter parking (prior to meters being removed as part of the Main Street construction project). There are also a total of seven (7) parking spaces designated as 20 minute parking. Two 20 minute spaces are located on the north side of Third Street near Main Street, and five (5) 20 minute spaces are located on the south side of Fourth Street near Main, next to the Lytle Pharmacy.

Other than Walnut Street, which has angled parking, all other on-street parking in the study area is parallel parking. Prior to the reconstruction of Main Street, completed in the fall of 2012, all on-street parking along Main Street was two-hour metered parking. Since reconstruction, the City has decided to postpone putting any parking meters back on Main Street until after this parking analysis has been completed. Because there are no time limits currently posted, all parking along Main Street is unrestricted at this time. As shown on **Map 2**, there is currently a total of 294 public parking spaces on-street in the study area.

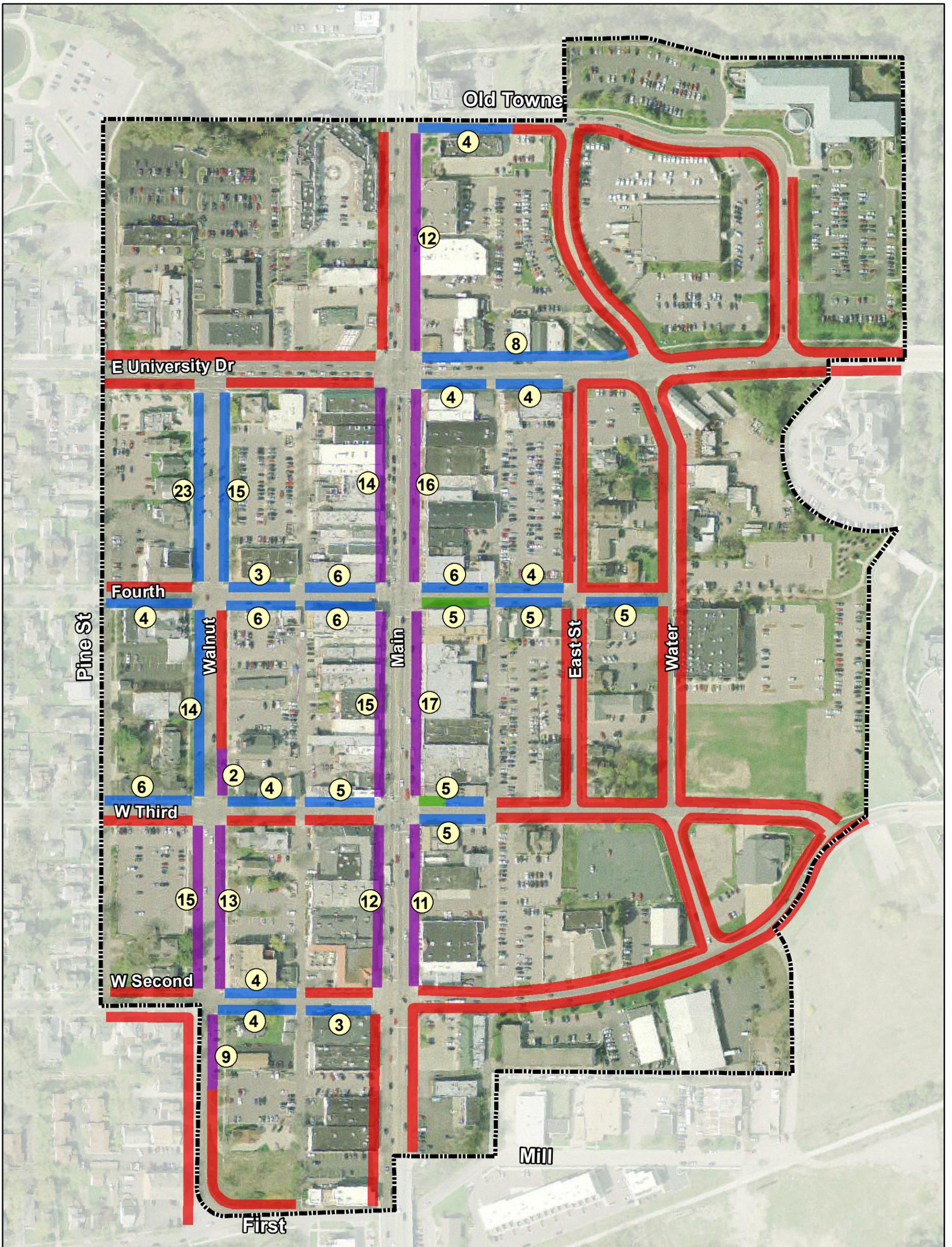
Off-Street Parking

As **Map 3** illustrates, there is a total of ten (10) municipally controlled public parking lots in the study area, representing a total of 984 un-metered public off-street parking spaces. The public municipal lots tend to be larger in area and are conveniently located behind commercial buildings on both sides of Main Street. There are also a large number of private surface lots scattered throughout the study area that serve individual business locations. Most of the private commercial lots are small, with twenty (20) spaces or fewer. However, there is a large private parking lot and underground facility that serves 543 Main Street north of University Drive in Sub-Area 1. Other larger commercial private lots are the 40-space Chase Bank lot located on the southeast corner of Fourth & Walnut, the 40-space Masonic Lot located off Walnut Street north of Third Street (currently leased by the DDA), a 188-space lot serving the Rochester Mills property, and the 115-space Royal Park employee lot on the eastern edge of the study area along Paint Creek.

Finally, there are large parking lots serving the Rochester Hills Public Library (237 spaces) and the Post Office (119 spaces) in Sub-Area 2. These latter lots are intended to serve the specific properties they are attached to, however all of these lots are technically public parking because they have no signage prohibiting parking or restricting parking to any time limits. **Map 3** shows the inventory of off-street parking located in the study area. The table below shows the total breakdown of parking.

Private Off-Street =	1,438
City/DDA Public Off Street =	<u>1,041</u>
Total Off-Street Spaces =	2,479
Library/Post Office =	356
Total On-Street Spaces =	294
Total Spaces in Study Area =	3,129

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Map 2 On-Street Parking

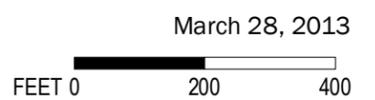
City of Rochester, Michigan



LEGEND

- █ 20 Minute Meter Parking
- █ No parking
- █ Two Hour Meter Parking
- █ No Time Limit/
Former Two Hour Meter Parking
- Parking Study Area
- Number of Spaces

Total on Street Spaces = 294



Data Source: Oakland County GIS, 2010, Aerial Data: bing, 2013

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Map 3 Off-Street Parking Inventory

City of Rochester, Michigan



LEGEND	
Parking Study Area	Private Lots
Sub-Area Boundary	Public City/DDA Lots
Sub-Area Number	Public Library/Post Office Lots
Number of Spaces	Leased by City

Private Off-Street Spaces = 1,438
 Public City/DDA Off-Street Spaces = 1,041
 Public Library/Post Office Off-Street Spaces = 356
 Total Off-Street Parking in Study Area = 2,835

March 28, 2013
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Data Source: Oakland County GIS, 2010, Aerial Data: bing, 2013

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Parking Utilization

Operational Efficiency

It is a widely held standard within the parking industry that a parking facility operates at optimum efficiency when occupancy levels during peak demand periods are between 85% and 90% of total capacity. If a cushion of 10% to 15% of total capacity is not maintained, there will be the perception that the parking facility is full, even though some spaces may still remain open. This situation may be compounded during winter months in Michigan when total capacity is sometimes reduced by snow piles or other obstructions.

Therefore, when parking facilities consistently operate at 90% or greater during peak demand periods they are considered to be effectively full. Parking facilities that consistently operate at greater than 90% of capacity can frustrate customers and can cause increased traffic congestion due to cars circling the parking lot or city block looking for available parking spaces. For these reasons, physical planning and management practices should set a goal of achieving a maximum peak parking occupancy levels of 85% of total supply for maximum operational efficiency.

Car Counts

In performing the parking analysis for downtown Rochester, field technicians recorded car counts of actual parking occupancy levels for all City/DDA owned parking lots, and for a number of the larger private off-street lots located in the study area. Field technicians also observed and documented parking occupancy levels for on-street parking. For off-street facilities, technicians recorded the raw car counts and the percentage of occupancy that the raw numbers represent relative to the total supply of each facility. For on-street parking, technicians recorded the number of spaces open on a block-by-block basis at specific time periods during the data collection days.

Car counts were performed on two different weekdays (Friday February 15, 2013 and Thursday February 21, 2013) at 9:00am, Noon, and 3:00pm. Occupancy counts were also performed on Friday evening February 22, 2013 at 6:00pm, 8:00pm and 10:00pm.

Occupancy Findings

As the following tables and figures illustrate, most of the parking lots (both public and private) that directly serve Main Street businesses were found to be operating at peak occupancy rates of 90% or greater during the daytime afternoon periods surveyed. Conversely, none of the lots peaked above 85% during the morning periods surveyed. The results of our Friday evening occupancy counts show that many of these same lots demonstrated higher occupancy levels on a Friday evening than was observed during typical daytime periods. The Chase Bank Lot and Masonic Lot located in Sub-Area 5 on the west side of Main Street were both particularly well utilized showing peak evening occupancies of 100%.

Parking Availability Perceptions

Based upon the very high occupancy rates observed in the lots directly serving Main Street businesses, it is reasonable to understand how customers and merchants could believe that there is a parking “shortage” downtown. However, the results of the occupancy counts also demonstrate that there is sufficient parking supply in the study area in other lots that are located on the perimeter of the study area. For example, municipal Lot #13 (Firestone Lot) located north of University Dr. never exceeded 44% of its total capacity during the daytime and it showed even less utilization during the Friday evening period. Two other municipal lost that showed ample parking availability during all data collection

periods were Lot #1 (Elevator Lot) located at University and Water St., and Lot #9 (Kinko's Lot) located in Sub-Area 9 off of Walnut St. south of Second St. While it is acknowledged that Lot #7 (Farmers Market Lot) is located a distance from Main Street with a fair degree of slope that affects pedestrian walkability, this lot showed extremely low utilization never exceeding 13% of total capacity.

Conclusions

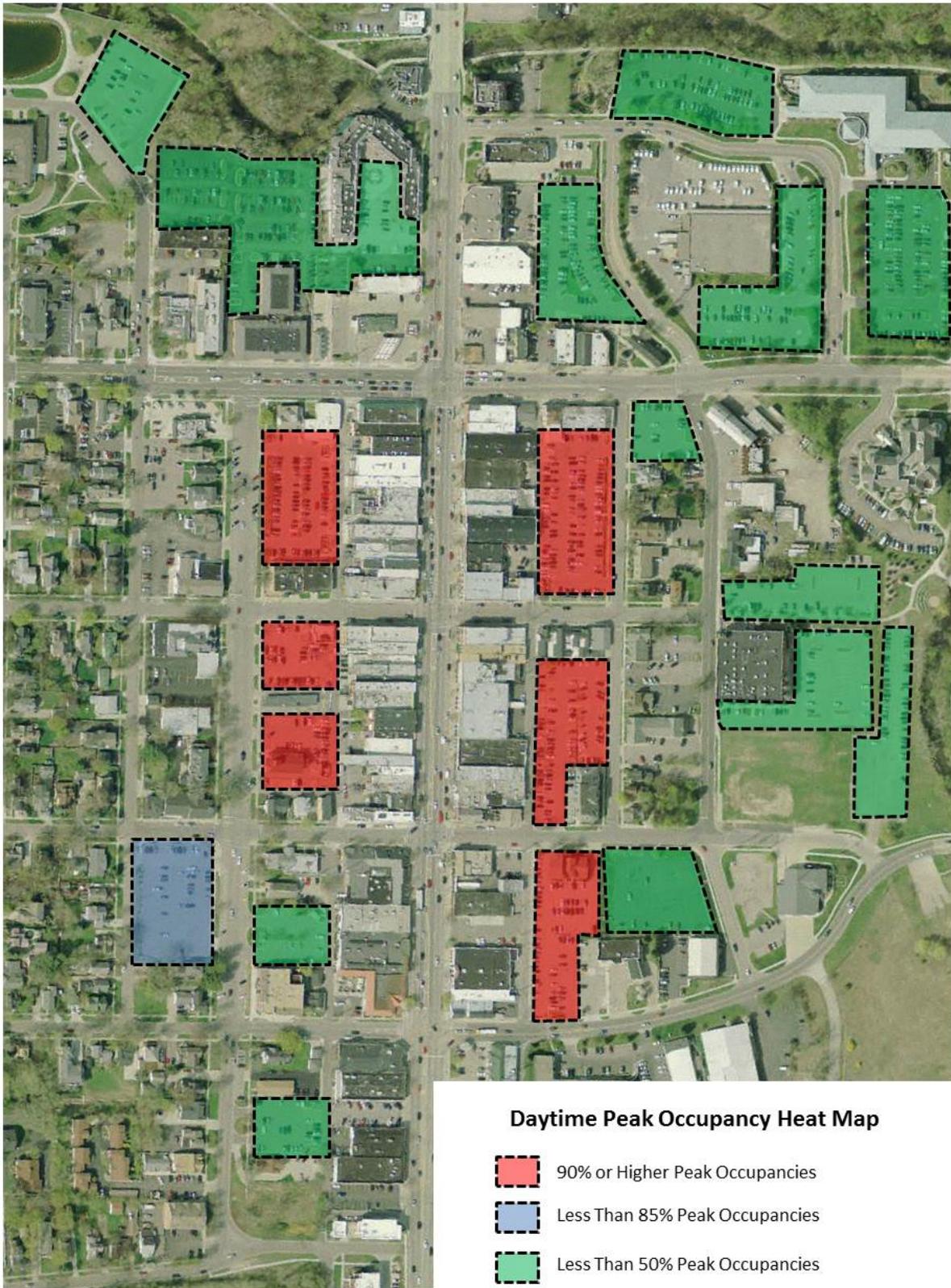
Based upon the results of the parking occupancy car counts, it is apparent that the parking lots located closest to Main Street are operating at a capacity of over 90% on a regular basis during typical weekday time periods, and on Friday evenings. As explained earlier in this chapter, a parking facility operating at 90% or greater of its capacity is considered to be effectively full. However, it is important to note that most of the parking facilities located farther out from Main Street are operating at well below 90% capacity, and in fact have parking available during peak daytime and evening periods.

The on-street car counts indicate that most on-street parking is very heavily utilized on a consistent basis, particularly on Main Street, Walnut Street north of Third Street, and on the side streets immediately adjacent to Main.

Considering the findings of the parking occupancy car counts, it appears that the creation of additional parking supply may be warranted - particularly to support any new development within the study area. However, as discussed in greater detail in Chapter 6, McKenna believes in the short term a more balanced level of parking utilization can be achieved by better managing existing public parking assets through the use of parking rates, time limits, proper enforcement and by better allocating existing parking resources that are intended to serve downtown employees. By properly managing existing public parking assets with appropriate rates and proper enforcement, the City can help to balance existing demand and "buy time" until additional public parking supply can be planned and constructed.

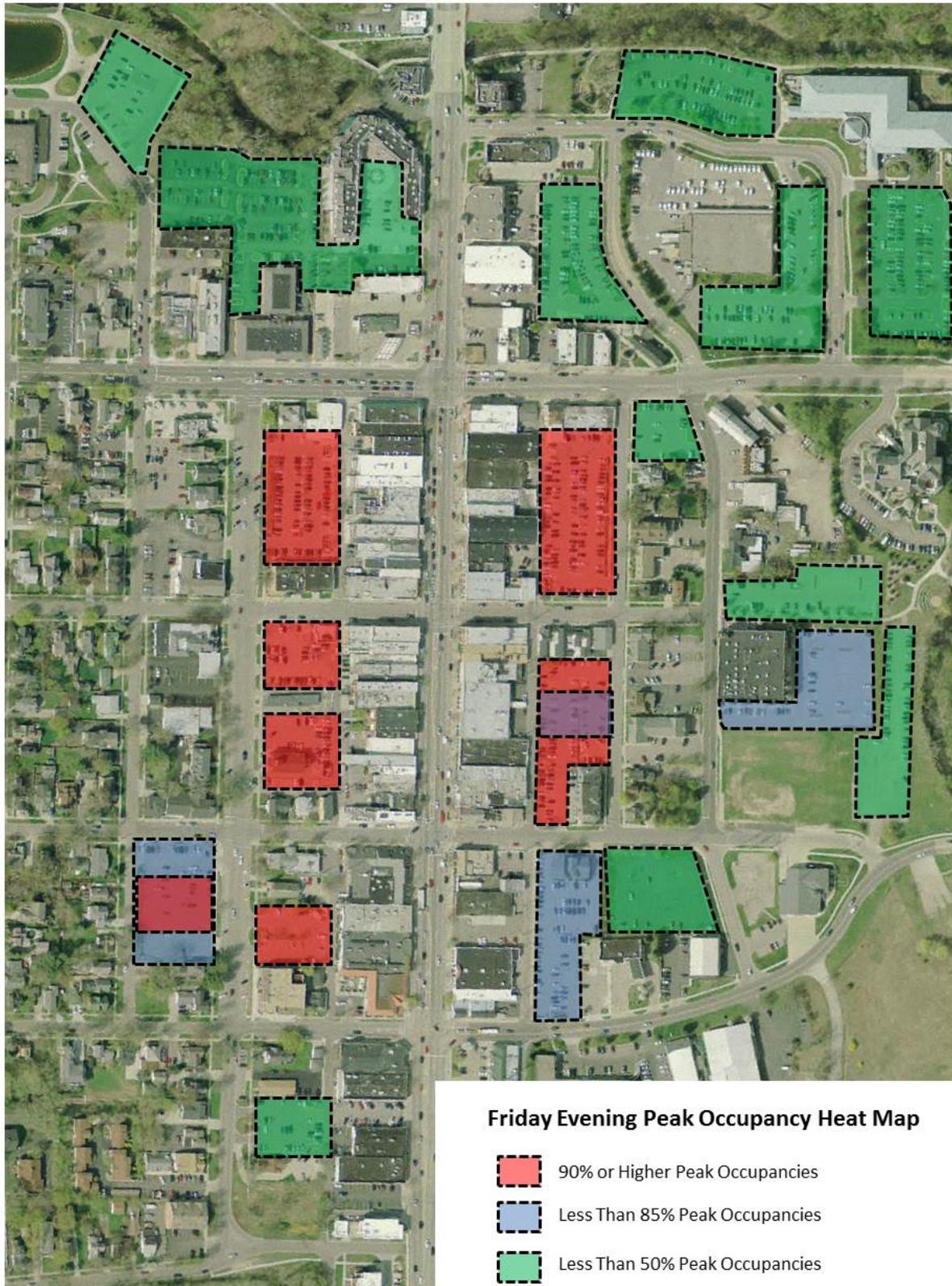
For long term improvements and to accommodate future development downtown, the City/DDA may wish to consider divesting from under-utilized parking lots and offering those lots for development in favor of constructing structured parking on the existing lots that are highly utilized. Please refer to the parking lot "heat maps" on the following pages that depict level of occupancies by parking lot for both the typical weekday occupancy levels, and for the Friday evening occupancy counts that were performed.

(Please see **Exhibit A** for parking inventory maps and inventory summary table, and **Exhibit B** for parking occupancy tables and maps of parking occupancies by lot).



Map 4 Daytime Peak Occupancy Heat

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Map 5 Friday Evening Peak Occupancy Heat

Chapter 3: Current Conditions

Management & Operations of Public On-Street and Off-Street Parking

The actual ownership of existing downtown public parking facilities is split between the City of Rochester and the Rochester Downtown Development Authority (DDA). The DDA owns a majority of the land area devoted to public parking, but the City of Rochester owns all of Lot #1 (Elevator Lot) and Lot #2 (Main Street Plaza Lot). The City and DDA each own portions of Lot #3 (Mr. B's Lot) and Lot #4 (Pine & Walnut), with the balance of land ownership of downtown parking lots belonging to the DDA. The City's Public Works Department is responsible for maintaining and repairing the lots, and for providing snow removal, general housekeeping and landscape maintenance services. These maintenance and upkeep services are charged to the DDA based on actual staff time and material costs.

On-street parking meters are owned by the City and the Rochester Police Department is responsible for parking enforcement, meter collections and meter maintenance. There is no dedicated parking management or administrative staff. Instead, general administrative and accounting functions are performed by various City personnel, with a percentage of payroll expenses charged to the parking fund to support these functions. Overall policy making and regulatory authority rests with City Council. While the DDA through its ownership of lots and the Planning Commission through its planning authority have an impact on parking policy in the City, other than City Council, there is no other committee or board entity that is responsible for parking policy, regulations, governance or oversight.

Parking Budget, Revenues & Expenses

The analysis of parking system revenues and expenses included a review of the parking system year-end actual budgets from 2008 through 2012, and the projected year-end budget for FY2013. McKenna also performed a cursory review of parking system year-end budget numbers going back to 2002. As the graphs in **Exhibit C** demonstrate, parking system operational expenses have been held to about the same level since 2008, averaging just over \$184,000 annually.

However, parking system revenues have been steadily declining over the past number of years. In fact, the parking system operational budget has had year-end running deficits since 2006. Prior to 2009, there were sufficient reserve funds in the parking fund to cover operational deficits. The parking reserve funds were generated primarily by Pay-in-Lieu-of-Parking (PILP) fees that were paid by developers in the early 2000's. But as of year-end 2009, parking reserve funds had been exhausted and the City/DDA had to begin to cover operational deficits with a combination of DDA payments to the parking system, and the City having to cover year-end deficits by transferring money from the City's general fund.

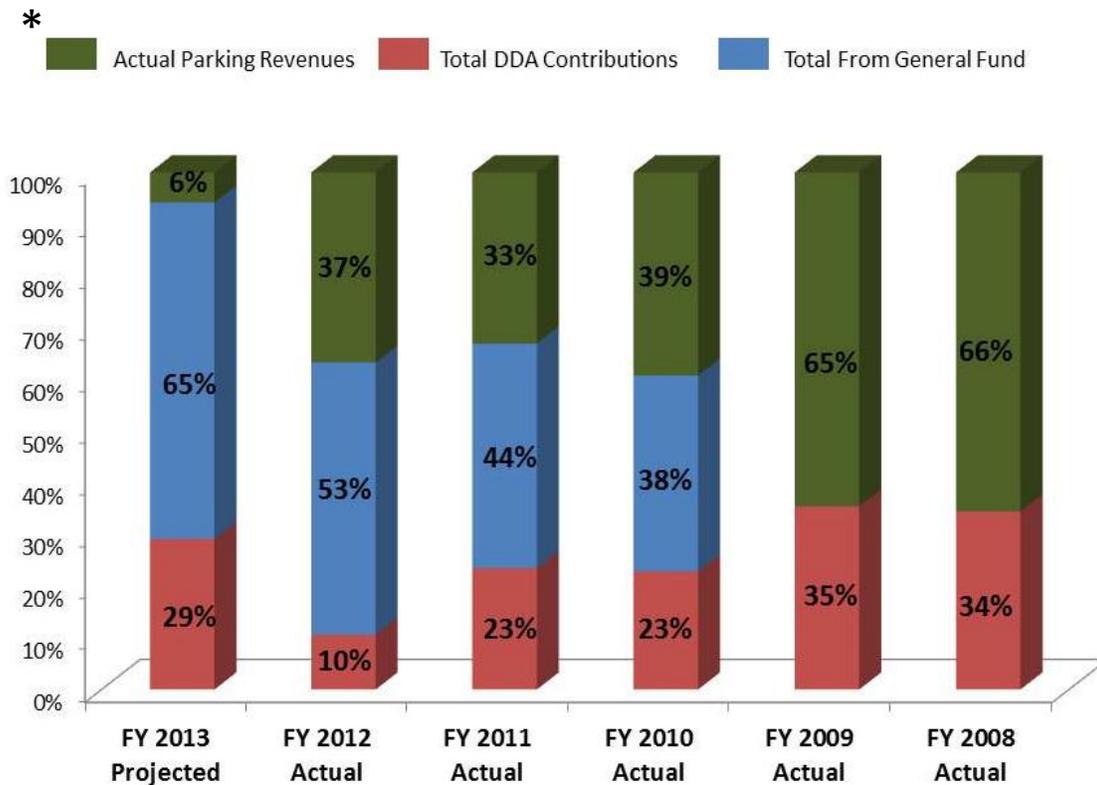
Prior to 2009, the Rochester DDA paid a set, flat rate amount of \$34,000 annually to the parking fund to cover operational expenses of DDA-owned parking lots, and to cover the cost of bagged meters for DDA sponsored special events. After the 2009 budget year, an internal analysis was performed by City staff in an attempt to more accurately allocate administrative, labor and operational costs of City personnel performing parking-related functions and services. As a result of this internal analysis, starting in FY2010, the DDA started to pay a flat rate of \$12,000 annually to the parking fund. In addition to this

flat rate, the DDA started to pay actual snow removal and maintenance costs for City DPW personnel to maintain DDA-owned parking lots.

The net result of these attempts to more accurately allocate the true cost of City labor and administrative support of the parking system, combined with declining parking revenues has resulted in the City having to balance the parking fund with general fund revenues each year since 2010. As the graphs below demonstrate, DDA and general fund support of the parking system has steadily increased since 2010, while actual parking revenues have steadily declined.

The cause of the decline in parking revenues is the result of a combination of reasons that include: a loss of parking meters due to physical obsolescence; the lack of any recent development projects paying fees-in-lieu of parking, and a general but steady reduction in parking fines and enforcement revenues. The significant drop in parking revenues and enforcement income for FY2013 is primarily due to the reconstruction project on Main Street, and the bagging of meters and easing of enforcement activity that was done in an effort to mitigate the impact of the Main Street reconstruction project on downtown merchants and customers.

The chart below demonstrates how actual parking revenues have been decreasing over the past five years as a percentage of total revenues, and the amounts of DDA contributions and City general fund contributions that have been needed as a percentage of total revenues to balance the parking fund on an annual basis.



***NOTE: Actual Parking Revenues Includes Use of Parking Reserve Funds in 2008/2009**

General Parking Operations

Obsolete Parking Meters

The existing fleet of parking meters consists of mechanical parking meters that date back to the 1980's or earlier. The "guts" of these old meters consist of rather intricate mechanical time devices with moving parts that require ongoing maintenance and the use of solvents and lubricants to keep the mechanisms from freezing in winter months and from seizing due to rust or oxidation during periods of rainy weather. In addition to the high degree of maintenance required to keep these older meters operational, there is a number of other significant drawbacks to the continued deployment of older mechanical meters that include:

- They offer zero flexibility in terms of adjusting parking rates or time limits
- They accept coins as the only method of payment
- Internal mechanical parts routinely jam and malfunction
- They do not offer any type of internal auditing controls
- The manufacturer no longer services meters, and they no longer make replacement parts
- The only way to repair broken meters or replace parts is to cannibalize other meters

In summary, the older mechanical parking meters currently deployed in downtown Rochester represent dead technology that needs to be replaced if the City decides to continue to charge for on-street parking. Potential replacement technology options for on-street meters are discussed in detail in **Chapter 6**.

Off-Street Lots

As mentioned in Chapter 2, there are a total of ten (10) City/DDA owned parking lots serving downtown. Most of the public parking lots McKenna observed are physically located immediately behind businesses along the east and west sides of Main Street. These public lots offer easy access from the back alleys along both sides of Main Street, and they are well designed with landscaping and perimeter masonry screening walls, and very well maintained. As demonstrated in Chapter 2, most of the public parking lots are well utilized. All public parking lots offer free, time-limited parking. Most of the lots are signed for three hour customer parking. Portions of the Pine and Walnut Lot are signed for 10 hour employee parking. The Farmers Market Lot off Third Street is also intended for long term employee parking.

Meter Rates and Fees

The current meter rate is \$.25 per hour, which has remained unchanged since the 1970s. This is very low compared to most cities in the region and throughout the country. Other than posting areas within the lots as either 3 hour or 10 hour time limited parking (violations of which could result in parking fines), the City of Rochester does not charge for parking in any of the downtown public parking lots.

Enforcement

Parking enforcement is the responsibility of the Rochester Police Department and is performed by a non-sworn Ordinance Enforcement Officer, who devotes approximately 60% of total time to parking enforcement and meter collections. The remaining 40% of the Ordinance Enforcement Officer's time is spent performing code enforcement activities and assisting police with dispatch services and other general support services.

The fine for an expired meter is \$5 and it is a \$10 fine for overtime parking. All fine revenues are retained by the parking fund. The City does not have a computerized handheld ticket writing system

and it continues to issue old fashioned paper tickets and tracks all ticket payments manually through an in-house database.

From 2008 through 2010 the City issued an average of 1,447 tickets per year. Since 2010, enforcement activity had decreased to less than 500 tickets issued per year. Ticket writing activity was especially reduced in 2012 for customer service reasons due to the reconstruction project on Main Street that was completed in the fall of 2012. Parking enforcement is an important element in any municipal parking operation. Possible improvements to the City's enforcement efforts are discussed in **Chapter 6** of this report.

Chapter 4: Comparable Downtown Analysis

Background

In attempting to develop new parking management and operational strategies for downtown Rochester, McKenna believes it is always a valid exercise to look at other regional downtowns of similar size and demographics to see how other downtowns are managing their respective parking operations. Early in the study process, the Parking Study Working Committee (consisting of the City Manager, Deputy City Manager, Police Chief and DDA Executive Director), recommended the following downtown parking operations to be included in the analysis: Grosse Pointe, Northville, Plymouth, and Birmingham. Grosse Pointe, Northville and Plymouth were selected because of their similar size and their overall downtown composition being similar to Rochester. Even though Birmingham is significantly larger than Rochester, it was selected to be included in the analysis as an example of an established parking program in a popular and vibrant regional downtown.

(NOTE: Although Ferndale was not selected to be included in the comparable downtown parking analysis, Ferndale's ongoing project to deploy new, multi-space parking control technology has been closely monitored by the Working Group. The situation in Ferndale will continue to be monitored as the project evolves and the final results can be known and understood).

McKenna obtained detailed information on the four (4) other downtown parking operations. The comparable downtown analysis includes information on parking rates and fines charged; information on how each city's downtown parking programs are organized and managed; how each city funds and finances parking capital improvements; and how each downtown deals with ongoing maintenance and operational programs. Once preliminary information on the respective downtowns was shared with the working committee, the group decided to visit downtown Grosse Pointe to observe first hand some of the recent parking technology upgrades that Grosse Pointe has installed in their parking system.

The results of the comparable downtown analysis show that Rochester's current meter rate of \$.25 per hour is significantly lower than the other downtowns that charge for on-street parking. The analysis also shows that Rochester's expired meter fine amount is low compared to the other downtowns; that Rochester's parking enforcement is not as robust as most other downtowns analyzed; and that no other city subsidizes its downtown parking program to level of DDA and City general fund support that is currently occurring in Rochester.

The following pages in this chapter summarize our findings for the downtowns that were included in the analysis.



Downtown Grosse Pointe Parking



On-Street Meters:	Yes: 200 Spaces
On-Street Rate:	\$0.75 Hr/\$0.50 Hr/\$0.35 Hr
Meter Hours:	Mon – Sat 9:00am to 9:00pm
Public Lots:	7 - 800 Spaces
Structures:	1 - 234 Spaces
Total Spaces:	1,034
Parking Exempt District:	No (Eliminated in 2011, but Grandfathered Existing Land Uses)
Fee-in-Lieu Program:	Yes – All New Development
Parking Enforcement:	Yes: Civilian PT
FY 2012 Operating Revenue:	\$650,040
FY 2012 Operating Costs:	\$350,004
Net Operating Income:	\$300,036

Summary of Management & Operations

The City of Grosse Pointe manages the downtown parking program. All public parking is paid parking, with a rate of \$.75 per hour on-street, \$.50 per hour in the off street lots and public parking structure, and \$.35 per hour for long term employee parking located in farther out lots and streets. On-street parking is managed with single space electronic parking meter inserts inside older meter housings manufactured by Duncan. The electronic parking meters accept nickels, dimes and quarters, but do not accept bills or credit card payments. Historically, Grosse Pointe utilized individual parking meters in its downtown public parking lots as well, but has recently installed a new gated pay-on-foot system in one public lot, with the second public to be reconfigured for a gated pay-on-foot system in the spring of 2013. Annual parking revenues are budgeted at \$650,000 for FY 2013, with operating expenses budgeted at \$350,000, resulting in a net parking fund income projected to be \$300,000 for FY 2013. All parking system debt service is paid for by cash reserves generated from net operating income of the City's parking operation. Grosse Pointe does not use TIF funds or general fund money to cover any operating costs or debt service of the parking system.

The City does not have a formal parking exempt district, but existing uses are not required to provide parking in the downtown. New uses or expansions in the downtown area are required to provide on-site parking per the City's zoning requirements, or they must pay a fee in lieu if they are unable to provide the required on-site parking. The fee in lieu is \$9,000 per parking space and must be paid in full prior to the issuance of a building permit. All parking fee in lieu funds are deposited into the parking fund to be used exclusively for future parking system capital improvements or major repairs.

Parking Enforcement

Grosse Pointe utilizes part-time civilian officers for downtown enforcement who write approximately 8,000 expired meter/overtime violations per year. Fine revenues total approximately \$90,000 per year, with \$35,000 per year retained by the parking fund and the remaining balance of fine revenues going to the City's general fund.

Board/Committee Oversight

City Council sets parking policy based on staff recommendations. There is no formal parking board or committee.

Most Challenging Downtown Parking Issues Reported

1. "People don't like to get parking tickets."
2. "People don't like to pay for parking."



Example On-Street Parking Meter



Example Off-Street Parking Meter



Gated Lot With New Pay-on-Exit System



New Pay-on-Exit Machine

Downtown Northville Parking



On-Street Meters:	No
On-Street Rate:	Free
Public Lots:	11
Structures:	2 Single-level Decks
Total Spaces:	1,963
Parking Exempt District:	No
Special Assessment or Fee:	Yes – “Parking Credit” Fee-in-Lieu Program

Summary of Management & Operations

The City of Northville maintains on-street parking in the downtown and the Northville DDA is responsible for all off-street public parking facilities in the Downtown Development Area. All public parking is free with two-hour time limited parking on-street, and longer term parking available in the public lots located throughout the downtown area. The City charges a nominal \$5 monthly fee for residents to park overnight in public lots and structures.

Annual operating and maintenance costs of the off-street lots and structures were \$78,023 in FY 2012 and paid for with DDA TIF funds. Maintenance costs include snow removal, lighting, general housekeeping and landscaping.

Northville does not utilize any kind of parking exempt district and it does require all new developments and major changes in use or expansions to provide parking as required in the City’s zoning ordinance. However, developers have the option of either creating required parking on site, or they can purchase “parking credits” for all or a portion of their required parking. This parking credit system was put in place in 1978 when street meters were removed from the downtown area. The original credit system grandfathered all existing retail and established a rate of \$2,500 per space for changes-in-use or expansions of less than 50%; and a rate of \$4,000 per space for new development or expansions greater than 50%. The parking credit rates have increased over time as set by the City’s general rate schedule adjustments, such that current 2013 parking credit rates are \$3,915 for changes-in-use/expansion less than 50%; and \$5,440 for new development/expansions greater than 50%. Developers have the option of paying the parking credits over a ten (10) year period at 6% interest. Developers also have the option of buying all or just a portion of their required parking in the form of credits. All parking credit revenues are placed in a designated fund that is reserved by the City to pay for heavy maintenance and repairs, and for capital improvements. Purchasing credits does not reserve or provide guaranteed or designated parking in any specific lot or structure.

Parking Enforcement

The DDA Director indicated that the City does not have dedicated enforcement and that enforcement is mostly self-regulated, with the Police occasionally responding to merchant complaints with periodic enforcement. Any parking fine revenues that are collected go to the City’s general fund and are not retained by the parking fund.

Board/Committee Oversight

The DDA has a standing Parking Committee that meets monthly. The Parking Committee is Chaired by a member of the Planning Commission, with the DDA Director, DPW Director and Chief of Police serving on the committee as City staff, along with merchants, property owners and residents.

Most Challenging Downtown Parking Issues Reported:

1. "Employee and owners parking in customer spaces."
2. "Getting the public to park in lots farther from the core."
3. "People parking all day in time-limited spots."



Upper Level of Cady Street Parking Structure



Lower Level of Cady Street Parking Structure



Lower Level of Town Square Parking Structure



Parking Regulation Signs



Downtown Plymouth Parking

On-Street Meters:	No - 300 Spaces
Public Lots:	5 - 656 Spaces
Structures:	1 - 274 Spaces
Total Public Spaces:	1,000 Spaces
Parking Exempt District:	No
Fee-in-Lieu Program:	New Development (Just Implemented)
Parking Enforcement:	Yes: Civilian, PT
Tickets Issued Per Year:	2,400
Annual Fine Revenues:	\$30,000



Summary of Management & Operations

Downtown Plymouth has a public parking structure and a number of public surface lots, in addition to on-street parking. All public parking is free time limited parking, with two hour time limits on-street and longer term parking time limits in the surface lots and Central Parking Deck. The Plymouth DDA is primarily responsible for management oversight and parking enforcement of the downtown Plymouth public parking system. The DDA pays for capital improvements and major repairs to the central garage with TIF revenues, while the City maintains the lots and garage and is responsible for snow removal, general housekeeping and landscaping, etc. The City of Plymouth does not charge back any of these operational expenses to the parking system.

Plymouth does not have an official downtown parking exempt district, but it is City policy to discourage the development of private lots in the downtown area. To discourage developers from building private lots, the City recently created a pay-in-lieu program that allows developers to pay \$10,000 per space in lieu of providing on-site required parking. The program allows developers to amortize the in-lieu payments over a four-year time period. All parking fee-in-lieu payments are to be retained in a parking fund that will be used for future expansions of the parking system. In particular, the City anticipates the need to replace the existing, older Central Garage within the next 10 to 12 years as that structure is nearing the end of its designed structural life. The City is also in the process of acquiring property to develop another public parking lot that will increase the public parking supply by 200 spaces.

Parking Enforcement

The Plymouth DDA manages the downtown parking enforcement program utilizing part time civilian enforcement personnel. Approximately 2,400 overtime parking tickets are written per year with annual fine revenues of \$30,000 to \$35,000 per year. The City recently evolved from hand-written parking tickets to electronic handheld tickets writers. The City also recently approved a graduated fine scale for overtime parking in an effort to provide greater deterrence for repeat offenders from abusing the short-term parking areas. The revenue generated from parking enforcement pays for the enforcement personnel and for the handheld parking ticket hardware and software costs, with a small amount of net revenues paid to the general fund.

Board/Committee Oversight

While there is no formal parking committee in Plymouth, the DDA Board provides general parking policy direction and makes recommendations to the City Commission on downtown parking related matters.

Three Most Challenging Downtown Parking Issues Reported:

1. "Having enough parking spaces for a perceived parking shortage."
2. "Keeping downtown employees from parking in the most desirable parking spaces."
3. "How to pay for replacement parking deck in the next 12 years."

Downtown Birmingham Parking

On-Street Rate:	\$1.00/Hr
Total Meters:	Yes - 1,028
Meter Hours:	Mon – Sat 9:00am to 9:00pm
Public Lots:	Four (4) Surface Lots
Structures:	Five (5) Parking Structures
Total Off-Street Spaces:	1,963
Parking Exempt District:	Yes
Special Assessment or Fee:	Yes – (See below)
FY 2012 Operating Revenue:	\$4,099,706
FY 2012 Operating Costs:	\$3,207,699
Net Operating Income:	\$892,007



Summary of Management & Operations

With over \$4 million in total operating revenues, downtown Birmingham's parking system is by far the largest downtown system evaluated for this comparison. The City self manages the on-street parking program and its surface lots, and it contracts with a professional parking operator for the daily management and operations of its five parking garages. All on-street parking in the downtown core area is paid parking using POM electronic meter inserts installed in older Duncan meter housings. On-street parking is limited to two hours maximum. Parking in all of the City's five parking structures is free for the first two hours, with standard hourly rates applying after two hours.

The downtown area is an official parking exempt district, with no minimum parking requirements for new development. All parking system operating costs and debt service costs are paid for through operating revenues and parking system reserve funds. In August of 2012, Birmingham launched a new feature to allow customers to pay at any parking meter using their cell phones. The pay-by-mobile vendor is Park Mobile, which is one of the largest and fastest growing pay-by-cell vendors in the country. One interesting feature of the new pay-by-mobile feature is that merchants can "validate" customer parking simply by using the merchant's cell phone to pay for their customer's parking session. Birmingham also offers merchant-paid parking validation capability at all of its parking garages.

The Birmingham parking system is entirely self-funded through operational revenues. The City did initiate a parking special assessment over twenty years ago to help pay for parking structure debt service, but the parking special assessment expired a number of years ago. The initial assessment was based on a sliding scale formula that factored such things as building size, land use and proximity to the new parking structures in calculating individual assessment rates. At this time the special assessment has been paid in full and businesses no longer have to pay it.

Surplus Revenues

In an effort to market and brand the downtown parking system, the parking fund pays \$15,000 per year to the downtown Principal Shopping District. The PSD uses the funds to market and promote the downtown parking system.

Parking Enforcement

Birmingham has a dedicated parking enforcement program that uses one FT and four PT civilian enforcement personnel. Enforcement personnel issue approximately 25,000 expired meter violations per year, with all fine revenues going to the City’s general fund. In recent years, the city has deliberately reduced the number of tickets issued per year for customer service reasons. Prior to this policy, the City issued closer to 50,000 tickets per year on average.

Board/Committee Oversight

Birmingham has a Parking Advisory Committee that is part of the Principal Shopping District organizational structure. The committee serves as an advisory group only.

Three Most Challenging Downtown Parking Issues Reported:

1. “Abuse of handicapped parking spaces.”
2. “Obsolete and disparate parking control technology.”

TABLE 1: General City Statistics

City	Population 2011	Population Change Since 2000	Median HH Income 2009	Median Home Value 2009
Plymouth	9,106	+0.9%	\$69,400	\$174,594
Rochester	12,715	+21.5%	\$69,407	\$250,866
Northville	5,964	-7.7%	\$97,075	\$232,766
Grosse Pointe	5,406	-4.7%	\$77,372	\$265,759
Birmingham	20,108	+4.2%	\$93,992	\$338,434

TABLE 2: On-Street Parking

City	Street Meters? #	Hourly Meter Rate	Meter Hours	Free Parking?	Type of Equip.	Charge for Evenings and Saturdays?
Plymouth	None	Free	N/A	Yes	N/A	N/A
Rochester	Yes 294	\$.25	Mon-Sat 8am – 6pm	Bagged Meters	Old Mechanical	Not Evenings
Northville	None	Free	N/A	Yes	N/A	N/A
Grosse Pointe	Yes 200	\$.75 \$.50	Mon-Sat 9am – 9pm	No	Duncan Electronic	Yes
Birmingham	Yes 1,200	\$1.00	Mon-Sat 9am – 9pm	First 2 Hours Free In Decks	POM Electronic Duncan Housings	Yes

TABLE 3: Off-Street Parking

City	Parking Lots	Parking Structures	Total Off-Street Spaces	Parking Rates	Charge for Evenings and Saturdays?
Northville	11	2	1,963	Free	No
Rochester	9	0	914	Free	No
Plymouth	6	0	656	Free	No
Grosse Pointe	7	1	1,034	\$.50/Hr	Yes
Birmingham	4	5	2,000+	\$.50 to \$1.00 Hr	Yes

NOTE: First Two Hours is Free in All Parking Structures in Birmingham

TABLE 4: Parking Operating Revenues

City	Operating Budget	Net Parking Income	General Fund Support	DDA/TIF Support	Payment In Lieu	Parking Exempt
Plymouth	\$30,000	N/A	In Kind Maintenance	Capital Improvements	Yes \$10,000	No
Rochester	\$185,000	(\$111,893)	Cash Transfer \$111,893	\$50,000	Yes \$13,000	Yes
Northville	\$78,000	N/A	In Kind Maintenance	\$78,000	Yes \$5,440	No
Grosse Pointe	\$650,000	\$300,000	\$0	\$0	Yes \$9,000	No
Birmingham	\$4,100,000	\$890,000	\$0	\$0	No	Yes

TABLE 5: Parking Enforcement

City	City Or DDA	Paper or Electronic Tickets	Total Tickets Issued	GF or Parking Fund	Notes
Plymouth	DDA	Electronic	2,400	Parking Fund	Just adopted escalating fine structure
Rochester	City	Paper	1,200	Parking Fund	Enforcement decreased significantly over past two years
Northville	City	Paper	Minimal	General Fund	City has not filled PT position in past few years
Grosse Pointe	City	Electronic	8,000	Split	\$35,000 to Parking Fund Balance to General Fund
Birmingham	City	Electronic	27,000	General Fund	City has reduced number of parking tickets issued

Chapter 5: Summary of Stakeholder Outreach

Merchant and Property Owner Workshops

As part of our analysis we conducted stakeholder workshop sessions with the downtown property owner's group on the morning of February 26th, and with the downtown merchant's group on the evening of February 27th. The workshops were informal and were intended to promote open discussion and information gathering from affected downtown stakeholders. The sessions included a brief overview provided by McKenna staff describing the parking study effort and methodology to be used, followed by an open question and answer session. Both sessions were well attended and participants were actively involved in the group discussion that followed the brief presentation. Participants of the two sessions were asked to complete a brief questionnaire relating to the current downtown Rochester parking situation. Summary notes from each workshop are included in **Exhibit D**, along with a summary of questionnaire responses from each workshop session.

Common themes echoed from both workshop groups included the following:

- Most property owners and merchants support the concept of parking users paying for parking, as long as the rates are reasonable
- There is not enough parking for downtown employees
- Downtown employees and merchants are parking in short term spaces on-street and in the lots and are not parking in longer-term parking areas
- That more dedicated enforcement should be in place to keep long term parkers out of short term spaces on-street and in the lots
- That current designated employee parking areas are located too far away from Main Street
- One merchant/property owner in particular was very vocal about how the holiday custom of bagging parking meters was actually hurting retail merchants and not helping them

Online Customer Survey

In addition to the merchant and property owner information gathering workshops and questionnaires, McKenna Associates developed a brief online survey intended for downtown customers and the general public. The questionnaire solicits information on where downtown visitors and customers typically park, where they prefer to park, what their typical downtown visit is for, how long their typical parking session lasts, if they are aware of current parking time limits. The last question of the survey was an open-ended question asking for any suggestions or improvements to improve the downtown parking situation. The Rochester DDA took the lead role in publicizing and hosting the online survey through its website and via Facebook and Twitter social media blasts.

Over 900 online surveys were completed. A summary report from the online customer survey is included in **Exhibit D**, including all comments to the open-ended question. Some key results include:

- 82% of respondents listed "Restaurants/Bars" as the primary reason for visiting downtown
- 56% of respondents indicated they typically park in lots; 25% indicated on-street
- 50% of respondents typically park 1 to 2 hours; 30% indicated 2 to 4 hours; 11% less than 1 hour
- 61.5% of respondents listed parking as "Easy" to "Somewhat Easy"; 33.5% as "Somewhat Difficult"; 5% listed parking as "Difficult"
- 62% of respondents indicated they are willing to pay to park close to their destination
- 78% of respondents indicated they would park in a parking structure if one were available

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Chapter 6: Parking Management and Policy Options

It takes a planned, dedicated and coordinated effort to effectively manage downtown parking. Though they are different elements of the overall parking program, on-street parking and off-street parking must be managed in a coordinated way that supports downtown business and commerce. Parking enforcement is also an important element of any downtown parking program and it must be managed effectively in order for the system to work – but not be so aggressive that it deters customers and visitors from coming downtown. Building and managing public parking facilities also requires significant financial investments, the costs of which should be equally shared by those who benefit the most from the use of public parking facilities. The following sections of this chapter offer a number of parking management and policy options McKenna believes will assist Rochester in dealing more effectively with its current parking program, and in planning for parking infrastructure that may be needed to support future development in the downtown area.

Current Parking Conditions

On-Street Meter Rates

The current meter rate in downtown Rochester is \$.25 per hour, with meter enforcement hours established as Monday through Saturday from 8:00am to 6:00pm. As discussed earlier in this report, the existing meter rate of \$.25 per hour is very low based on current industry standards, and compared to other regional downtowns who charge for on-street parking. When you consider the operating costs to collect and maintain the parking meters, the current rate of \$.25 per hour is not sufficient to cover operational expenses.

Rochester’s meter enforcement hours also differ from the other comparable downtowns included in our analysis. Most other regional downtowns who do charge for on-street parking charge for parking in the evenings on weeknights and on Saturdays. This trend of charging into the evening hours is gaining momentum throughout the country, particularly for downtowns like Rochester with active dining and entertainment districts. Evidence of this is verified in the online customer survey results, which showed that 83% of the survey respondents listed “Restaurants and Bars” as their primary reason for visiting downtown Rochester.

Charging into the evening hours and enforcing evening parking regulations helps to encourage on-street turnover, and it helps to discourage restaurant employees from parking for extended periods in prime on-street parking spaces. Based on our field observations and the parking occupancy data collected, evenings and weekends are the highest demand parking periods in downtown Rochester and therefore managing public parking assets during evenings and weekends needs to be part of the overall parking management strategy.

In deciding on what rate to charge for on-street parking, it is important to understand that the rate must be sufficient to cover the capital costs of purchasing new meters, as well as the ongoing operational costs of maintaining the meter fleet. For example, the ongoing operational costs of the newer electronic “smart meters” are approximately \$8 per meter per month, which includes wireless data fees, licensing fees, and credit card transaction fees. These soft costs are in addition to the ongoing labor and administrative costs associated with meter collections, meter maintenance, internal financial accounting and bank processing fees for coin revenues.

The tables on the following page show potential annual meter revenues for parking rates of \$.25, \$.50, \$.75 and \$1.00 respectively. **Table 6** is based on the current policy of charging from Monday through Saturday 8:00am to 6:00pm. **Table 7** is based on a possible revised collection schedule of Monday through Saturday from 9:00am to 9:00pm. The tables are both based on the assumption of 24 total collection days per month on average, with conservative collection rates of 60% used for revenue estimates.

In deciding upon new meter rates for downtown, the overall goal should be to establish rates that are sufficient to result in a break even operation, with some additional revenues for unanticipated expenses. The fees should also be set to provide for a capital contribution to help cover future capital costs for parking system improvements.

Table 6: Potential On-Street Meter Revenues
Existing Meter Policy: Mon – Sat 8:00am to 6:00pm

	\$.25 / Hr	\$.50 / Hr	\$.75 / Hr	\$1.00 / Hr
Maximum Revenue Per Meter	\$60	\$120	\$180	\$240
294 Meters	\$17,640	\$35,280	\$52,920	\$70,560
Collection Rate of 60%	\$10,584	\$21,168	\$31,752	\$42,336
Annual Revenues	\$127,008	\$254,016	\$381,024	\$508,032

(Assumes ten (10) hours per day x 24 collection days per month, per meter)

Table 7: Potential On-Street Meter Revenues
Revised Meter Policy: Mon – Sat 9:00am to 9:00pm

	\$.25 / Hr	\$.50 / Hr	\$.75 / Hr	\$1.00 / Hr
Maximum Revenue Per Meter	\$72	\$144	\$216	\$288
294 Meters	\$21,168	\$42,336	\$63,504	\$84,672
Collection Rate of 60%	\$12,701	\$25,402	\$38,102	\$50,803
Annual Revenues	\$152,410	\$304,819	\$457,229	\$609,638

(Assumes twelve (12) hours per day x 24 collections days per month, per meter)

On-Street Meters - Parking Technology Options

Status Quo / Non-Technology Option

There are currently no meters on Main Street and technically no posted time limits since reconstruction has been completed in the fall of 2012. Rochester has the option of doing nothing to replace Main Street meters. Rochester also has the option of removing all remaining on-street meters from the downtown area. This option would technically be the lowest cost option for the City to pursue, since it would require no expenditures for parking control technology of any kind. Removing all meters would also eliminate the payroll and operational costs associated with meter collections and maintenance.

McKenna does not believe this is a viable option for properly managing prime on-street parking assets. As the feedback from merchants and property owners clearly shows, parking time limits of some type are needed on Main Street (as well as on Walnut and the side streets) to provide the level of turnover that is needed to support downtown businesses, restaurants and retail shops. The problem with enforcing non-metered, but time-limited parking is that it is overly cumbersome to enforce using old fashioned methods of tire chalking that are inefficient, labor intensive and prone to abuse.

If removing meters is a serious consideration, the City must be prepared to invest significantly more effort in providing a higher level of dedicated parking enforcement. As discussed below, the existing paper-based parking ticket system is already a weakness and it should be replaced with a computerized handheld ticket writing system. It should also be understood that by eliminating meters and switching to an enforcement only system, the City is changing the on-street parking customer experience from a more voluntary, self-regulated pay-as-you-go system, to a fine-based punitive compliance system.

Meter Replacement Technologies

As already discussed in this report, the existing mechanical parking meters deployed in downtown Rochester are old technology and they are functionally obsolete. If the City decides to continue to charge for on-street parking, the current meter fleet must be replaced. In deciding on replacement technology, there are a number of options to consider, each with its own set of advantages and disadvantages.

A growing trend in the parking industry is the use of multi-space parking control technology that replaces the classic single space parking meter. Multi-space machines can be configured as “pay-and-display”, where the customer pays at a machine, gets a printed receipt and then walks back to their vehicle to display the paid receipt on the car’s dash. Multi-space machines can also be configured as “pay-by-space”, where each parking space is numbered and the customer pays for their parking session by selecting the space number and paying for their parking session in advance without having to walk back to their vehicle.

There are many benefits with multi-space parking technology. Benefits include increased operational efficiencies due to reduced manpower needed to collect individual parking meters, less maintenance costs due to solid state technology, less hardware and visual clutter, better cash handling controls and financial audit capabilities, 24/7 wireless monitoring and reporting of defective machines, and increased revenues due to the ability to pay with credit cards and pay by mobile device applications. Because of these operational efficiency advantages, many larger cities are evolving into multi-space technology.

However, there are also drawbacks to multi-space technology. Multi-space machines are much more expensive than traditional meters and typically require meter rates of \$1.00 to \$1.50 per hour in order to pay for themselves. Multi-space machines also tend to be less customer friendly than individual

meters, particularly the pay-and-display machines that require customers to make an additional trip back to their car to display the paid receipt. In effect, the primary benefits of multi-space technology apply to the city through increased operational efficiencies, and not necessarily to the customer in terms of user experience.

One option that McKenna believes should be considered by the City is to replace the existing obsolete meter fleet with newer single-space meters such as those manufactured by Intelligent Parking Systems (IPS). These types of meters are the only single space meter on the market that accepts credit cards and that offer 24/7 wireless data connectivity and field reporting. By accepting credit card payments at the meter, the most often heard complaint about parking meters is resolved because customers can pay with either coin or credit card. These types of meters can also be configured to accept payments by mobile phone.

Other benefits of IPS meters include: single-space parking meters are by far the most accepted and easily recognized form of parking technology for use by customers; they are very cost-effective at about \$500 per space and mount on existing meter housings and poles; they offer more secure computerized revenue tracking and internal auditing capabilities; they offer 24/7 wireless data reporting to a web-based system that indicates when meters are full and provide live alerts when meters are defective; they are fully programmable to change meter rates, time limits or to switch from hourly to flat rates.

(The matrix on the following page that helps to describe the advantages and disadvantages of each of the on-street parking technologies mentioned above.)

Off-Street Lots - Parking Technology Options Compared

Similar to on-street parking control technology, there are a number of options to consider if the City decides to charge for parking in its off-street lots. In fact, the same technology options available for on-street parking could be used in the lots as well, i.e. individual meters, pay-and-display, or pay-by-space technology. The advantages and disadvantages of each system are essentially the same as described for on-street applications. Each of these types of parking control technologies would involve non-gated systems that would still rely on a level of parking enforcement to ensure compliance with posted time limits.

Other options for the off-street lots include the installation of gated systems. The primary benefit of gated lots is that they require no parking enforcement. In effect, gated lots prevent anyone from exiting the facility unless they pay for their parking session. While gated lots eliminate the overhead costs for parking enforcement, they offer other drawbacks that must be considered. The primary drawbacks of gated systems include: high capital costs of equipment installation; construction costs of having to reconfigure entrance and exit lanes and to run utilities; negative physical appearance of gates and equipment; gates include moving parts and ticket dispensers that require constant maintenance and upkeep; someone must be on call during all hours of operation to prevent customers from being trapped inside the lots if there is an equipment failure.

The table matrix on the following page provides a summary of the advantages and disadvantages of possible technology applications and policy options for the off-street parking lots. General costs for the various parking access and revenue control technologies (PARC) that could be considered for the off-street lots are summarized below.

On-Street Technology Table				
	Free Time Limited	Electronic IPS Single Meter	Pay And Display	Pay By Space
Capital Cost	++ Only cost is posting signs	O \$500 per meter Lowest unit cost, retrofitted on existing poles and housings	- \$7,000 to \$10,000 per unit	-- \$10,000+ per unit, plus space indicator signs
Customer Acceptance	++ Free to end user	++ Most recognized and accepted form of parking control technology	-- Customers have to walk back to car to display receipt after paying	- More acceptable than pay-and-display
Operational Efficiencies	-- See below – requires high level of enforcement	O Individual meters must be collected manually	++ Large cash vaults require less physical collections	++ Large cash vaults require less physical collections
Payment Options	N/A	++ Coin, credit card and pay-by-mobile	++ Coin, credit card and pay-by-mobile	++ Coin, credit card and pay-by-mobile
Enforcement	-- For system to work, requires a very high level of dedicated parking enforcement	+ Still requires manual enforcement patrols, but “smart” system can assist with exception-based enforcement	O Requires enforcement personnel to look for and read individual printed receipts displayed on car	- Requires extra step for enforcement personnel to download paid parking reports
Aesthetics	++ No equipment required except for parking time limit signs	- Individual meter poles, poles get bumped and require maintenance	+ Less hardware installed on-street. Still requires instructional signs	O Requires individual space signs, and instructional signs

Sliding Scale Key:

Advantage ++
+
Neutral O
-
Disadvantage --

Off-Street Technology Table							
	Free Time Limited	Permit Parking	Electronic Single Meter	Pay And Display	Pay By Space	Gated Lot Pay-on-Foot	Gated Lot Pay-on-Exit
Capital Cost	++ Only cost is posting signs	++ Cost for posted signs, and nominal cost for permit stock and administrative overhead	o Lowest unit cost, will need to install new poles and purchase refurbished meter housings	+ Depending on number of machines installed, could be lowest capital cost option	- In addition to multi-space machine costs, requires installation of space number indicator signs for every space in lot	--- Requires utilities, loop detectors, gates and ticket machines to be installed in each entrance/exit lane	-- Requires utilities, loop detectors, gates and ticket machines to be installed in each entrance/exit lane
Customer Acceptance	++ Free Parking	+ Widely accepted system, as long as monthly rates are reasonable	+ Most recognized and accepted form of parking control technology	-- Customers have to walk back to car to display receipt after paying	- More acceptable than pay-and-display	- Customer must keep ticket with them – learning curve to accept new technology	- Transactions at exit gate can cause delays – learning curve to accept new technology
Operational Efficiencies	-- Requires high level of continuous enforcement	+ Easier to enforce, no tire chalking	o Individual meters must be collected manually	++ Large cash vaults require less physical collections	++ Large cash vaults require less physical collections	- Gate arms and ticket dispensers require 24/7 maintenance & monitoring	- Gate arms and ticket dispensers require 24/7 maintenance & monitoring
Payment Options	N/A	o Pay in person or by mail	++ Coin, credit card and pay-by-mobile (IPS meters)	++ Coin, credit card and pay-by-mobile	++ Coin, credit card and pay-by-mobile	++ Coin, credit card and pay-by-mobile	++ Coin, credit card and pay-by-mobile
Enforcement	--- Requires a very high level of dedicated parking enforcement chalking tires	+ Requires manual enforcement patrols, but permit parking easier to enforce	+ Requires manual enforcement patrols, but parking meters easy to enforce	o Requires enforcement personnel to look for and read individual printed receipts displayed on car	- Requires extra step for enforcement personnel to download paid parking reports	++ Gated lots need virtually no enforcement	++ Gated lots need virtually no enforcement
Traffic Flow	++ Unimpeded traffic flow	++ Unimpeded traffic flow	++ Unimpeded traffic flow	++ Unimpeded traffic flow	++ Unimpeded traffic flow	- Backups can be caused by confused customers who forget to pay at central pay station,	-- Can cause internal backups, especially during peak parking periods
Aesthetics	++ No equipment required other than posted signs	++ No equipment required other than posted signs	- Requires installation of meter poles that can get bumped and damaged	+ Less hardware to install, no meter poles, signs with instructions required	- Each individual parking space must be stenciled and/or signed for space number	-- Barrier gates and ticket dispensers at entrances reduces feeling of openness	-- Barrier gates and ticket dispensers at entrances reduces feeling of openness
Ongoing Maintenance	++ None other than normal housekeeping	++ None other than normal housekeeping	o Collections required, pull & replace malfunctioning devices	+ Collections required, paper receipt stock must be maintained	o Collections required, need to maintain space number signs	-- Barrier gates and ticket dispensers at entrances require 24/7 monitoring	-- Barrier gates and ticket dispensers at entrances require 24/7 monitoring

Sliding Scale Key:

Advantage ++
+
Neutral o
-
Disadvantage --

Summary of Typical Equipment Costs:

Monthly Permit, Hang Tag or Sticker	\$5 to \$15 (includes administrative overhead)
Single Electronic Meter	\$500
Pay-and-Display Multi-Space Meter	\$7,000 to \$10,000
Pay-by-Space Multi-Space Meter	\$10,000 to \$15,000
Barrier Gate	\$4,000 to \$5,000
Ticket Dispenser	\$15,000 to \$20,000
Typical Exit Lane Configuration	\$20,000 to \$30,000
Exit Lane with Pay-on-Exit Equipment	\$50,000 to \$60,000 (per lane)
Automated Pay-on-Foot Station	\$50,000 to \$75,000 (per station)

Paid Parking - Public Off-Street Lots

If the City decides to begin charging in the lots, McKenna believes the hourly rates should be lower than the on-street hourly rate, and that time limits should be extended or eliminated to encourage longer duration customers to park off-street in the lots and not in prime on-street spaces. If the decision is made to begin charging in the lots, McKenna further believes the City should consider switching over to a flat rate in the evenings in an effort to encourage longer term parkers to park in the lots and not on-street. Charging a flat rate with no time limit also significantly reduces the level of enforcement required to patrol the lots. Flat rates are easier to understand and more acceptable to customers than hourly rates for the evening dining and entertainment periods.

Another option that may be worth considering is to set aside approximately 25% of the overall off-street parking supply to be designated for individuals or businesses to purchase monthly permit parking. The City does not currently offer monthly permit parking. However, based upon our field observations, the feedback obtained from the merchant and property owners groups, and our experience in similar downtowns, McKenna believes there may be a market for reasonably priced monthly permit parking. The basic concept is to provide portions of each lot for permit parking. These permit parking areas would be more convenient than the remote lots that would remain free with no time limits (see below).

McKenna prepared very preliminary revenue estimates for charging in the lots based upon the general idea that each of the public lots would allocate 75% of supply to paid transient parking, and 25% of supply to monthly permit parking. A monthly permit rate of \$25 was used for our revenue model, with an expected capture rate of 80%. The revenue model assumes charging hourly rates of \$.50 per hour Monday through Friday from 9:00am to 5:00pm (which assumes an on-street rate of \$.75 per hour), and switching over to a flat rate of \$1 for the evening parking periods after 5:00pm and on Saturdays. A capture rate of 65% is used to estimate potential transient revenues. Finally, our model assumes leaving Lot #1 (Elevator Lot), and Lot #7 (Farmers Market Lot) as free, unlimited parking to be used by employees or customers who are willing to park for free and walk.

Table 8 on the following page shows the breakdown of parking allocation in each of the public off-street lots based upon the fee concept articulated above. **Table 9** shows the potential revenue that could be realized based on the user fee and parking allocation assumptions. It must be noted that the revenue model is for planning and discussion purposes only and is not intended to be an estimate of future financial performance.

Table 8: Allocation of Parking Spaces

Lot# - Name	Day/Evening Paid	Monthly Permit	Free No Limit	Total
Lot #1 – Elevator Lot	-	-	46	46
Lot #2 – Main Street Plaza	112	37	-	149
Lot #3 – Mr. B’s Lot	65	22	-	87
Lot #4 - Pine & Walnut Lot	102	35	-	137
Lot #5 - Masonic Lot	30	10	-	40
Lot #6 - Goodyear Lot	69	24	-	93
Lot #7 – Farmers Market	-	-	88	88
Lot #9 – Kinko’s Lot	41	14	-	55
Lot #12 – Billiards Lot	33	12	-	45
Lot #13 – Firestone Lot	99	33	-	132
Lot #14 – Mitzelfeld Lot	103	34	-	137
TOTALS	654	221	134	1009

Table 9: Potential Off-Street Revenues

Lot# - Name	Hourly Paid	Evening Flat Rate	Permit Parking	Monthly Revenue	Annual Revenue
Lot #1 – Elevator Lot	-	-	-	-	-
Lot #2 – Main Street Plaza	\$5,824	\$1,747	\$740	\$8,311	\$99,732
Lot #3 – Mr. B’s Lot	\$3,380	\$1,014	\$440	\$4,834	\$58,008
Lot #4 - Pine & Walnut Lot	\$5,304	\$1,591	\$700	\$7,595	\$91,140
Lot #5 - Masonic Lot	\$1,560	\$468	\$200	\$2,228	\$26,736
Lot #6 - Goodyear Lot	\$3,588	\$1,076	\$480	\$5,144	\$61,728
Lot #7 – Farmers Market	-	-	-	-	-
Lot #9 – Kinko’s Lot	\$2,132	\$639	\$280	\$3,051	\$36,612
Lot #12 – Billiards Lot	\$1,716	\$515	\$240	\$2,471	\$29,652
Lot #13 – Firestone Lot	\$5,148	\$1,544	\$660	\$7,352	\$88,224
Lot #14 – Mitzelfeld Lot	\$5,356	\$1,607	\$680	\$7,643	\$91,716
TOTALS	\$22,828	\$6,847	\$3,000	\$32,675	\$583,548

NOTES: This revenue model assumes hourly meter rates charged Monday through Friday from 9:00am to 5:00pm for five days per week, which equals 20 days per month of hourly meter revenue.

In addition to the hourly meter revenues, the revenue model assumes five evenings per week of flat rate parking, plus Saturday flat rate parking, for a total of 24 days per month of revenue.

Parking Enforcement

Proper parking enforcement is an integral component of any successful municipal parking operation. The main challenge is to find the proper balance of parking enforcement that will help to ensure that parking regulations are followed; but that is not so aggressive that the threat of parking tickets is deterring customers from visiting downtown. Our analysis shows that parking enforcement activity has declined rather significantly over the past three years, compared to the previous three-year period. For example, from 2008 through 2010 an average of 1,448 parking tickets were issued annually, primarily for expired meters and overtime parking. However since 2010, the number of tickets issued has dropped to an average of 370 tickets issued per year, with a very sharp decline projected for FY2013.

The drop in enforcement activity is attributed to a number of factors that include: a lack of staff resources to conduct dedicated and routine parking enforcement; the labor intensive nature of enforcing time limits in the off-street lots without any type of parking control technology (i.e. chalking tires); a general effort to make downtown friendlier and less punitive; and most recently due to the reconstruction of Main Street in the summer/fall of calendar year 2012.

Now that the Main Street reconstruction project is completed, it is anticipated that general parking enforcement activity will increase and begin to return to more historic levels of activity. However, like the obsolete mechanical parking meters that need to be replaced, the current paper ticket-based parking enforcement system is also antiquated, and is not in keeping with current best practices for municipal parking operations.

Also, enforcement of the non-metered, but time limited parking in the off-street lots is extremely labor-intensive because it requires parking enforcement personnel to physically chalk tires of parked vehicles multiple times per day in multiple lots. Chalking tires is very labor intensive and it is vulnerable to abuse by parkers who can wipe off the chalk marks, or move their cars to a different spot in the same lot and continue to park beyond the posted time limits.

In order to provide for more effective and efficient parking enforcement, McKenna believes the City should consider evolving to a computerized, hand-held ticket writing and web-based ticket management system. There are currently a number of reputable vendors in the US who provide zero out-of-pocket/zero up-front cost programs for municipalities to upgrade into computerized systems.

Under most plans of this type offered, the vendor will provide a complete “turnkey” solution that provides free handheld ticket writing devices, all required hardware and software to support the handhelds, and provide full back-end ticket tracking and payment processing services (with payment options that include pay-by-phone and online payments). The back-end ticket management services also provide for online administrative adjudication of contested parking tickets, as well as non-payment follow-up letters. These newer computerized ticket writing systems can also be configured to allow for the issuance of warnings for first time violators, and escalated fine structures that can provide greater deterrence against habitual violators.

McKenna believes the City should consider investing in a License Plate Recognition (LPR) enforcement system to monitor and enforce posted time limits. LPR technology uses cameras mounted on moving vehicles that capture license plate images and stores them digitally. At a total cost of approximately \$45,000 installed on an existing police vehicle, LPR technology could be a smart investment that could significantly enhance parking enforcement efficiencies and pay for itself in a short period of time. The enforcement program may also need to be staffed with additional part-time enforcement personnel, particularly if the new policy is to extend meter hours into the evenings and on Saturdays.

Parking Fines

The parking fine for an expired meter in Rochester is currently \$5.00 and the fine for overtime parking is \$10.00. If not paid after 30 days, the expired meter fine increases to \$25.00 and the overtime fine jumps to \$35.00. Based on current industry standards, the \$5.00 expired meter fine is low and it may not provide the level of deterrence necessary to adequately prevent meter abuse. Similar to the system recently adopted by Plymouth, McKenna believes Rochester should consider adopting a new, graduated parking fine structure to help prevent systematic abuse by parkers who continually flout the system.

Under a graduated fine system, the first parking ticket issued to a particular vehicle can be either a warning ticket only, or a low cost initial fine. After the issuance of a first warning or ticket to a particular vehicle, the second, third and subsequent parking tickets issued to that vehicle escalate in cost in an effort to provide greater deterrence against habitual violators. For example, the first ticket could be a warning only, the second ticket \$10, third ticket \$20 and all subsequent tickets issued to a particular vehicle plate go to \$40.

Under the current paper-based ticket writing and tracking system, this graduated fine scale is not possible. However, if the City migrates to a computerized handheld ticket system this is an easy and highly effective way to help deter abuse.

Fee-In-Lieu Ordinance

The City of Rochester already has a “Pay in Lieu of Parking” (PILP) program that was established prior to 2003. PILP programs allow developers and property owners to pay a fee to the City in lieu of creating on-site parking that is otherwise required under the Zoning Ordinance. The main concept behind PILP programs is to still require new development to assist in creating needed public parking infrastructure, but to allow for better planning of more centralized public parking systems and not to encourage parking sprawl by requiring each individual property to create its own on-site parking supply.

Based on the revenue and financial information provided to McKenna, between 2003 and 2007 Rochester’s PILP program generated average revenues of \$57,600 per year. The peak year was 2004, when \$96,000 of PILP revenue was received. Since 2007, there has not been any major development in the downtown area that has taken advantage of the PILP program.

McKenna understands the City is currently in the process of updating and codifying the PILP program to be included into the Zoning Ordinance. One of the findings of the comparable downtown parking analysis shows that every other downtown surveyed has a PILP program in place. The City of Plymouth adopted its PILP program in 2012, and has just approved its first downtown development project under the plan that is paying \$160,000 into the parking fund. The City of Grosse Pointe has had a PILP program for some time, but it recently increased the PILP contribution from \$6,000 per space to \$9,000 per space.

As we discuss in the Executive Summary, there is no one silver bullet solution to addressing all of downtown Rochester’s parking challenges. However, the PILP program is one effective tool in the total tool kit needed to address downtown parking in a logical, planned and more effective manner.

Governance & Policy Making

In States such as, Ohio, Pennsylvania, New York and New Jersey (and others), Public Parking Authorities are allowed to be created as quasi-public corporations whose sole purpose is to plan, develop, finance, construct and manage public parking facilities. Public Parking Authorities (where they are authorized under State law) are allowed to issue revenue bonds to finance the construction of public parking facilities, and they are typically required by law to have a formal Board of Directors.

Unlike the States mentioned above, the State of Michigan does not provide enabling legislation for the creation of Public Parking Authorities. Traditionally, the authority to own, construct, finance and maintain public parking facilities in the State of Michigan has been granted primarily to municipalities themselves under general constitutional powers, and specifically to Downtown Development Authorities (DDA) under Act 197 of 1975. More specifically, DDAs are authorized to use Tax Increment Financing (TIF) revenues to pay for debt service associated with the financing, construction and maintenance of public parking lots and structures.

Many downtowns in Michigan have used DDAs as their primary organizational structure and TIF revenues as their primary financial tool for building and maintaining public parking facilities. However, with the recent deep recession and the corresponding loss of property values that has been felt throughout the State, very few DDAs are in a position to fund new facilities at this time. One other tool that is available to Michigan municipalities for funding, constructing and managing public parking facilities is through the creation of Principal Shopping Districts (PSDs) and/or Business Improvement Districts (BID) that are authorized under Act 120 of 1961 (as amended).

Under Act 120, PSDs and BIDs are specifically allowed to “Acquire, own, maintain, demolish, develop, improve, or operate properties, off-street lots or structures”. These quasi-public entities are allowed to receive gifts and grants, to borrow funds, and to levy special assessments to pay for the cost of owning, constructing, paying debt service on, and maintaining public parking lots and structures. Under Act 120, all PSDs and BIDs are required to have a formal Board of Directors.

The concept of using a PSD special assessment as one possible tool for Rochester to use in creating, funding and managing the public off street parking system is discussed below. Under Michigan law, there can be only one PSD per commercial area. Therefore, if the PSD special assessment approach is used, it would require an additional parking assessment to be levied over and above the existing PSD special assessment. Under this scenario, either the current PSD Board of Directors themselves could serve as the parking policy making and oversight entity, or a committee of the PSD could be established.

One other option could be the establishment of a standalone parking special assessment district. Under this scenario, a parking advisory committee could be created by City Council that is comprised of a mix of city staff and non-staff appointees and at-large committee members who represent downtown businesses, property owners and stakeholders.

Regardless of the final details of the organizational model selected, McKenna believes that some sort of standing committee needs to be established to provide policy recommendations and oversight of the downtown parking system. The board or committee should be comprised of interested downtown stakeholders including business and land owners and elected and appointed City officials who have a vested interest in establishing sound parking policy for downtown.

Planning for Future Parking Conditions

Payment-In-Lieu-Of-Parking (PILP)

As discussed in the previous section of this chapter, the City's PILP program is primarily intended to provide a financial tool for the development of future parking infrastructure that will be needed to support future development. While the PILP could potentially be effective in generating revenue to be used for the construction of future parking facilities, PILP is entirely dependent on new development activity and as such there are no funding guarantees and no real control on the timing of funds received. At \$13,000 per parking space, the PILP program alone may not be sufficient to cover the cost of developing structured parking, which can cost substantially more to build than \$13,000 per parking space. Finally, the PILP program is specifically intended to help fund the construction of future parking facilities and does not provide operating revenues to cover the operational costs of existing surface lots, or for operating and maintaining possible future structured parking.

Parking Exempt Area/Parking Special Assessment

Downtown Rochester has an existing parking exempt area that includes all properties that front onto Main Street between First Street to the south, and Old Towne Road to the north. Properties that are located within this area are exempt from having to create on-site parking that is otherwise required under the City's Zoning Ordinance (ZO). Properties outside the exempt area are required to provide on-site parking if they are developed by right under the ZO; or developers can participate in the site plan review process and negotiate final on-site parking requirements as part of the site plan review process.

Parking exempt areas for downtowns are good planning policy for the following reasons: they recognize urban density and the concept of shared parking and market synergies; they encourage planned and centralized public parking facilities; they help to prevent sprawl and encourage pedestrian movement; they recognize parking as public infrastructure needed to support new development. However, McKenna understands there have been arguments raised within the planning and development community that question the fairness of the existing parking exempt area that relieves all Main Street property owners from any of the costs associated with building or maintaining public parking facilities.

One option to consider would be to create a parking special assessment area that would capture more than just Main Street properties. The initial concept would include the core downtown area from First Street to the south; Pine Street to the west; University Street to the north and Water Street to the west. The new "downtown parking management district" would replace the existing parking exempt area. Once created, all existing land uses within the new downtown parking district would be grandfathered and would only be required to create on-site parking if they physically expand. New development projects would have the option of either creating on-site parking as required by the ZO, or of paying PILP for all or portions of their on-site parking requirement.

For existing land uses, all properties located within the parking management area would be required to pay an annual special assessment. The actual assessment formula details would need to be determined. Properties or businesses that already provide their own on-site parking would be given credit and would pay no assessment, or pay a lower assessment depending on how much on-site parking they provide compared to ZO requirements. McKenna believes a parking special assessment of this general type could be a more equitable method to help pay for the development and ongoing maintenance costs of public off-street parking facilities, and that further study is warranted in analyzing potential rate and revenue models to develop this concept further.

Property Ownership

Property ownership is an issue the City will need to address in developing final, long-term parking management solutions. This is because actual property ownership of the existing surface parking lots is split between the City and the Downtown Development Authority as indicated below, and on **Map #4**.

The DDA owns:

- Lot #13 (Firestone Lot);
- Lot #14 (Mitzelfeld Lot);
- Lot #6 (Goodyear Lot);
- Lot #7 (Farmers Market);
- Lot #8 (Fire Hall);
- Lot #9 (Kinko's Lot);
- Lot #12 (Billiards Lot)

The City owns:

- Lot #1 (Elevator Lot);
- Lot #2 (Main Street Plaza)

The City/DDA each own portions of:

- Lot #2 (Mr. B's Lot);
- Lot #4 (Pine & Walnut Lot)

This property ownership situation may be an issue due to City Charter limitations on the sale of City-owned property. Under the City Charter, the City is required to hold a public vote for the approval to sell any property valued at greater than \$2.00 per capita based on the latest census (\$25,430 based on the 2010 census). A public vote of approval is also required for the City to enter into any "business enterprise requiring an investment of money in excess of ten cents per capita".

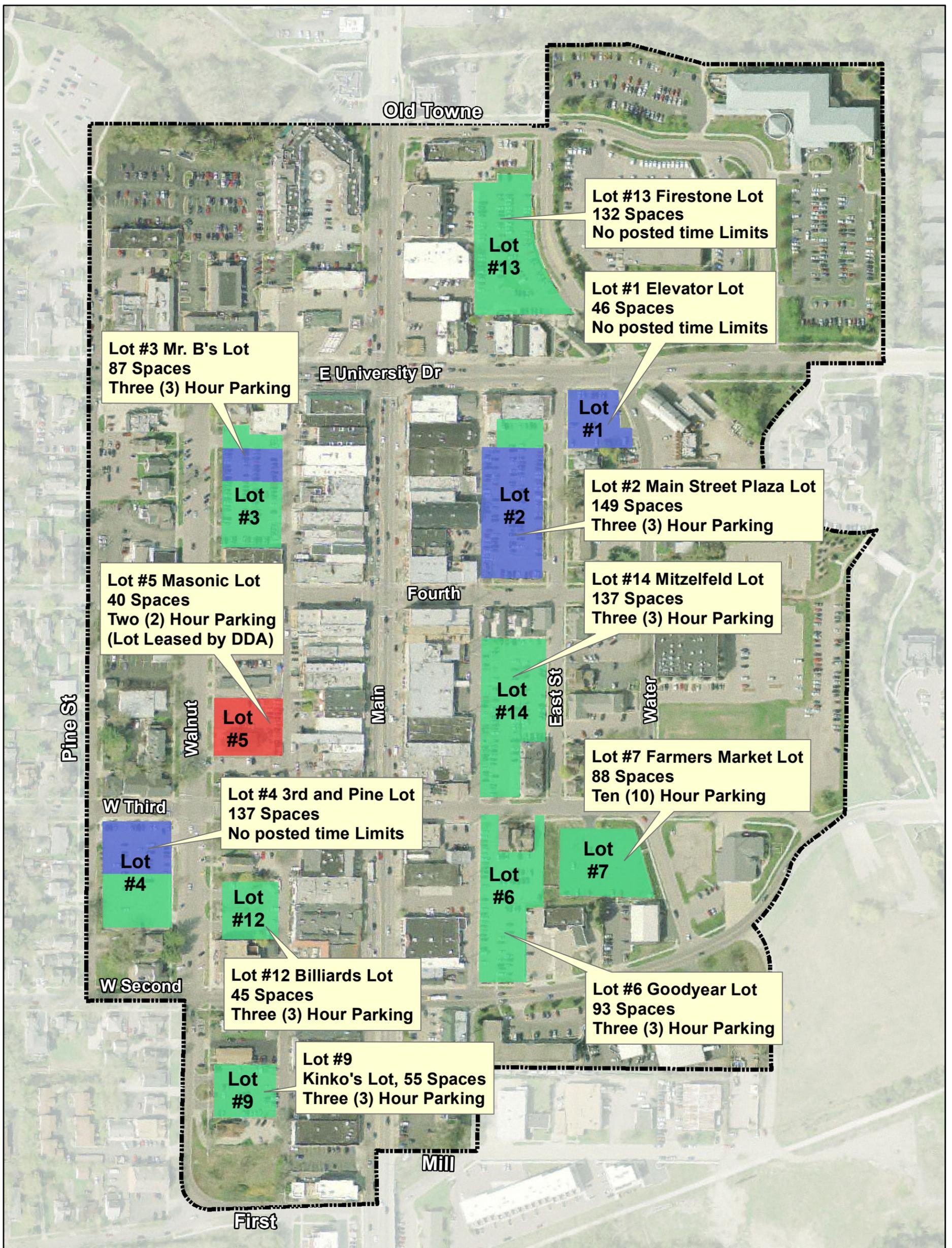
This limitation on the sale of City-owned land and on engaging in a business enterprise could have a detrimental effect on the City's ability to implement long-term parking improvements. Recognizing that all existing public parking lots are theoretically potential future development sites, this property ownership issue could negatively impact the City and DDA's ability to negotiate future major development projects.

To provide for greater flexibility and consistency in dealing with potential future development projects, McKenna believes the City may wish to consider transferring all City-owned lots (and the portions it owns of existing parking lots) to the DDA under one transfer that would require a single public vote. McKenna further believes that public approval for such a transfer could be easier to achieve if the land transfer is part of a comprehensive parking management plan that is clearly articulated to the public at large and especially to downtown merchants and property owners.

Surface Parking Lots

Surface parking lots are not the highest and best use of prime downtown real estate. Considering the relatively large amount of land area currently being devoted to surface parking in downtown Rochester, the creation of additional surface parking should only be pursued with great caution. Other than the potential acquisition of strategically located existing private lots such as the Chase Bank lot, and the Chase drive-thru property – McKenna recommends that no new surface lots be constructed in the downtown area. If future parking capacity is needed, it should be developed in the form of structured parking.

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Map 4 City/DDA Public Lots

City of Rochester, Michigan



LEGEND

- Owned by DDA
- Leased by City
- Owned by City
- Parking Study Area

March 28, 2013



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Existing Private Parking Lots

There are a number of private parking lots located throughout the downtown area that serve individual business locations. Most of the private lots McKenna observed appeared to be primarily intended for use during the typical weekday daytime period. As a general rule, McKenna recommends that the City and/or DDA attempt to reach out to private lot owners to request that they allow public parking in their lots during evening hours when parking demand is the greatest. To the extent possible, the towing of vehicles from private lots should be discouraged and signs threatening towing should be removed. If private property owners agree to allow public use of their spaces during evenings and weekends, the City/DDA could reciprocate by providing consistent signage at the participating lots that informs customers and visitors when public parking is permissible, and possibly even enter into shared maintenance agreements if the City is so inclined.

Structured Parking

Based upon the results of our analysis it is reasonable to assume that any type of additional parking capacity to be developed in the downtown area will need to be in the form of structured parking. However, considering the overall scale of downtown Rochester and the level and types of anticipated new development, McKenna does not necessarily envision the need to build a large, multi-story parking structure. Instead, it may make more sense for Rochester to follow the Northville model by constructing single-level parking platforms over one or more of the existing public lots. This type of low-level parking structure tends to be easier to use and more acceptable for customers and visitors. By eliminating the need for internal ramping systems and elevators, single platform parking structures also cost much less to construct and maintain than larger conventional parking structures.

The single platform concept is feasible for most of the existing surface lots - except for the smaller lots such as the Lot # 12 (Billiards Lot) or Lot #9 (Kinko's Lot) which are likely too small of a footprint to justify structured parking of any type. If a more centralized, multi-level parking structure is to be considered, McKenna believes the most prime location for a public parking structure of this type would be in Sub-Area 5. Sub-Area 5 has the highest parking demand, but it also has the least amount of public parking compared to the other sub-areas.

Other sites McKenna believes are well suited for possible structured parking based on site geometrics, lot size and location include: Lot #3 (Mr. B's Lot) in Sub-Area 3; Lot #2 (Main Street Plaza Lot) in Sub-Area 4; and Lot #14 (Mitzelfeld Lot) in Sub-Area 6. While Lot #13 (Firestone Lot); Lot #4 (Pine and Walnut Lot); and Lot #6 (Goodyear Lot) each offer good lot sizes and geometrics to be suitable for structured parking, these lots are located farther out from the center of activity and are likely not ideally suited for structured parking. Finally, while Lot #7 (Farmers Market) has been mentioned by some of the survey respondents as a suitable site for a parking structure, McKenna does not believe this site would serve the downtown area very well as structured parking due to its perceived walking distance from Main Street.

(A general summary of current parking structure construction costs and operating costs are summarized on the following page).

Summary of Capital Costs for Parking Facilities

Type of Parking Facility	Construction Cost Per Space	Annual Operating Cost Per Space
Surface Parking Lot	\$2,000 - \$5,000	\$100 - \$150
Single Platform Structure	\$10,000 - \$14,000	\$200 - \$250
Conventional Parking Structure	\$15,000 - \$20,000+	\$275 - \$440+

*NOTES: Costs shown are for construction only, and do not include land acquisition costs.
 Surface lots costs include paving, landscaping, lighting, and equipment costs.
 Structured parking costs assume conventional parking structure with internal ramping.*

Table 10: Summary of Operating Costs for 200-Space Parking Structure

Conventional Parking Structure Operational Cost	Cost per Space	Annual Cost 200 Space Structure
Liability Insurance	\$14.00	\$2,800
Utilities & Phone	\$55.00	\$11,000
Elevator Maintenance	\$25.00	\$5,000
Equipment Maintenance	\$8.00	\$1,600
General Maintenance	\$20.00	\$4,000
Parking Supplies	\$8.00	\$1,600
Legal & Accounting	\$6.00	\$1,200
Loss & Damage Insurance	\$8.00	\$1,600
Maintenance Supplies	\$10.00	\$2,000
Snow Removal	\$10.00	\$2,000
Miscellaneous	\$10.00	\$2,000
Management/Overhead	\$50.00	\$10,000
Structural Repair Reserve	\$50.00	\$10,000
*Parking Attendant	\$165.00	\$33,000
TOTALS	\$440.00	\$85,000

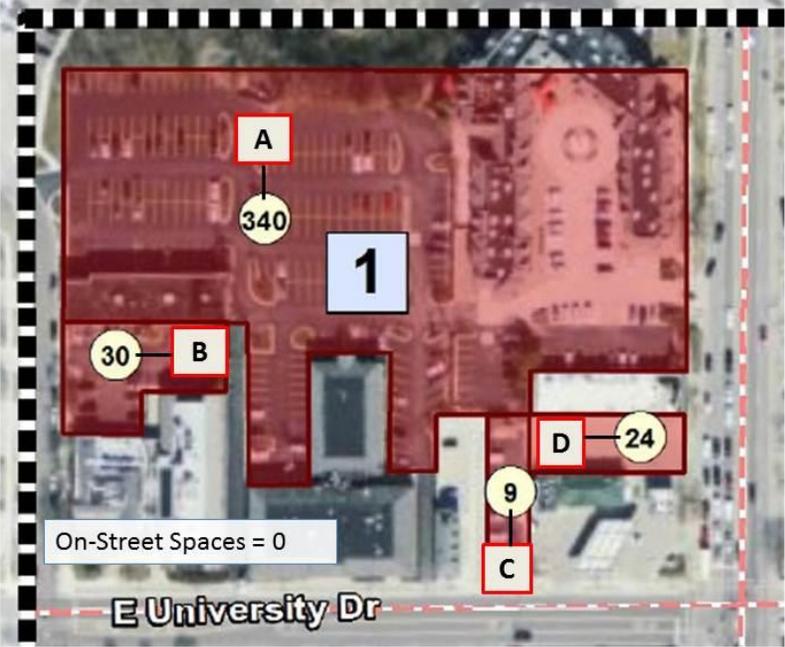
**NOTES: Staffing costs for fully cashiered facilities is typically the highest line item cost of operating a parking structure.
 Installing automated parking control equipment can significantly reduce operating costs.*

Exhibit A – Parking Inventory by Sub-Area Maps & Summary Table

Downtown Rochester Parking Study

Parking Inventory by Sub-Area

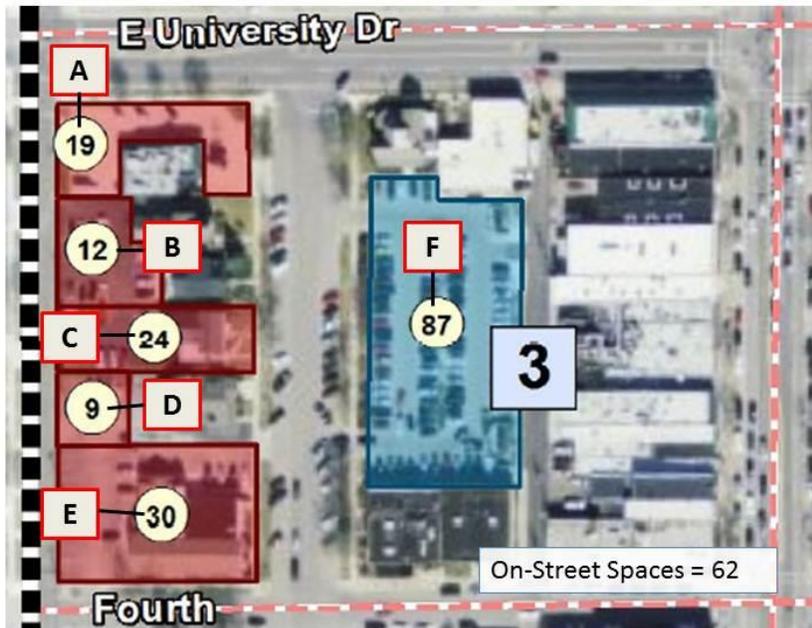
Sub-Area 1 Parking Inventory
Total Spaces = 404



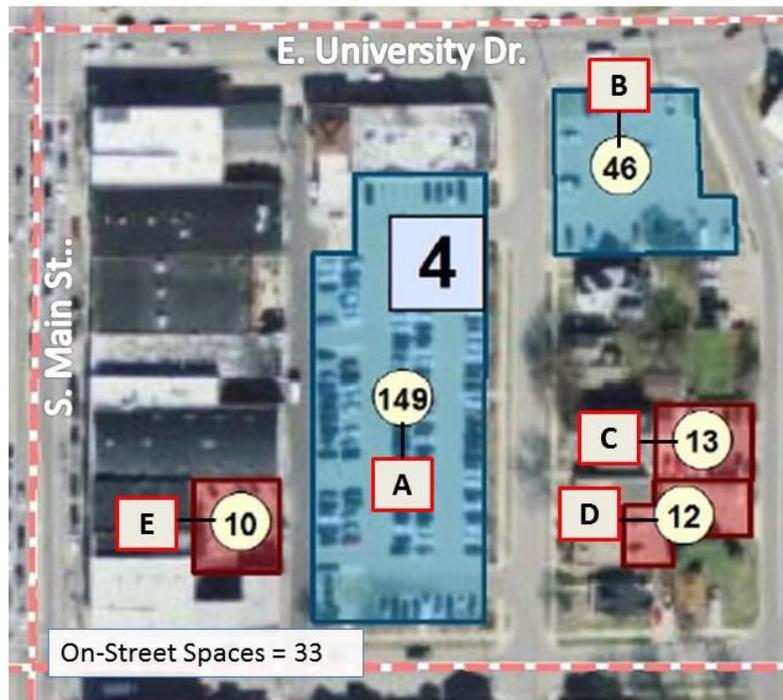
Sub-Area 2 Parking Inventory
Total Spaces = 547



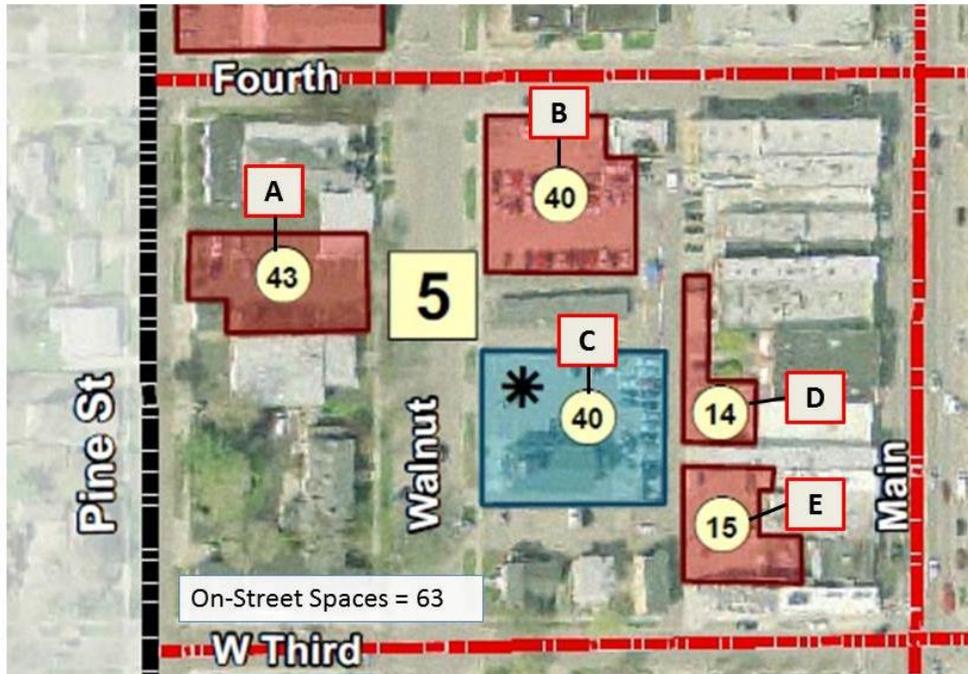
Sub-Area 3 Parking Inventory
Total Spaces = 246



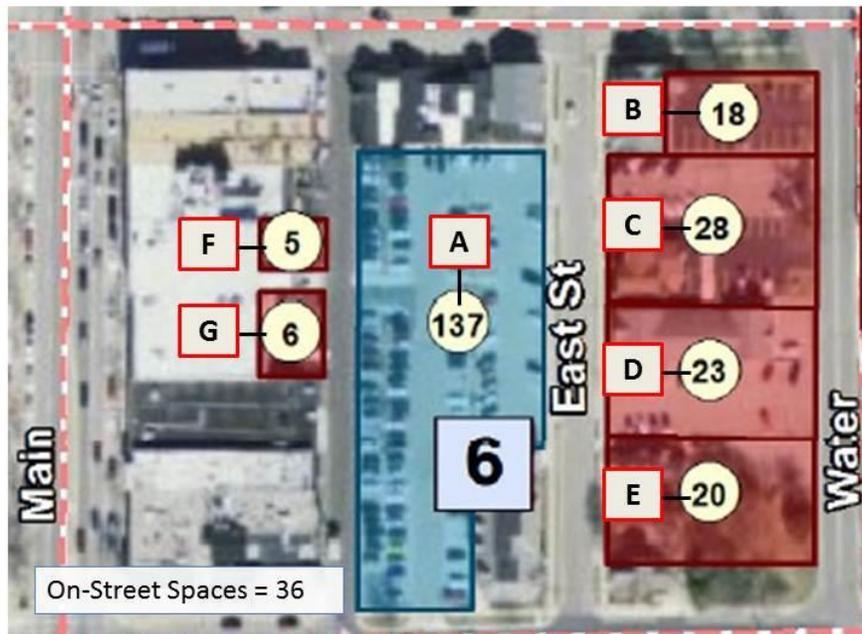
Sub-Area 4 Parking Inventory
Total Spaces = 263



Sub-Area 5 Parking Inventory
Total Spaces = 215



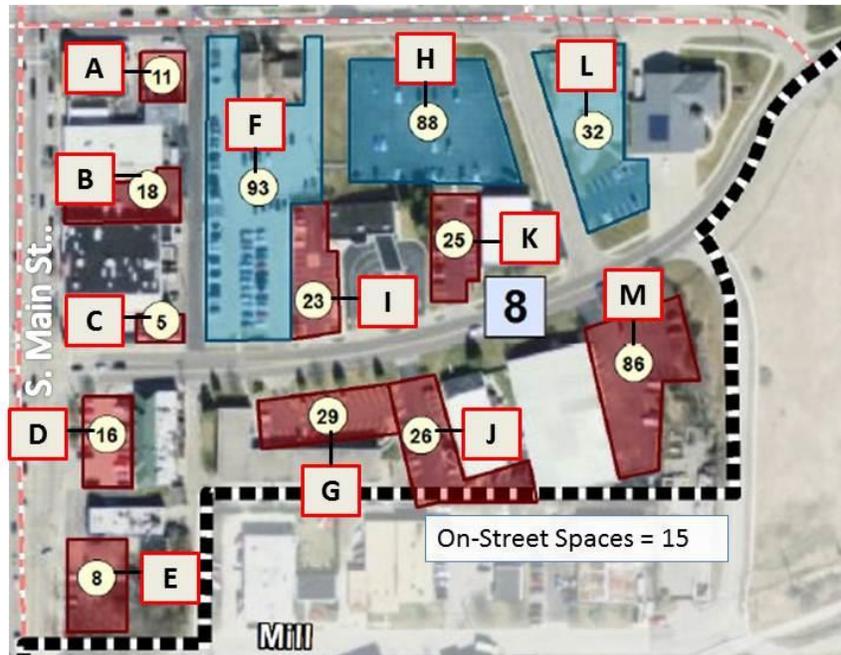
Sub-Area 6 Parking Inventory
Total Spaces = 273



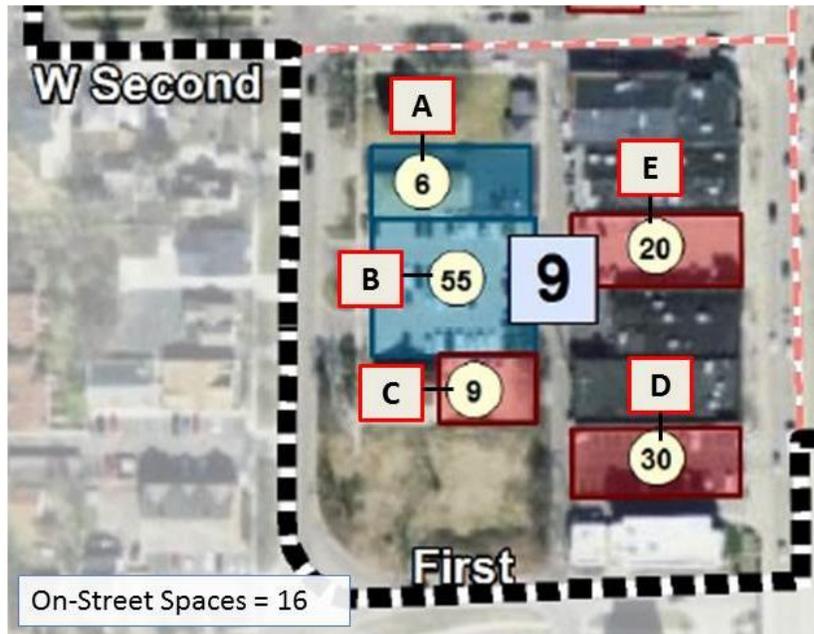
Sub-Area 7 Parking Inventory
Total Spaces = 226



Sub-Area 8 Parking Inventory
Total Spaces = 414



Sub-Area 9 Parking Inventory
Total Spaces = 125



Sub-Area 10
Parking Inventory
Total Spaces = 310



Rochester Parking Inventory by Sub-Area

Sub-Area 1	Public	Private
A. 543 Main	x	340
B. Private Lot	x	30
C. Private Lot	x	8
D. Private Lot	x	26
On-Street	0	x
Sub-Area 1 Totals	0	404

Sub-Area 5	Public	Private
A. 339 Walnut	x	43
B. Chase Lot	x	40
C. Masonic Lot	40	x
D. Private Alley	x	14
E. 303-309 S. Main	x	15
On-Street	63	x
Sub-Area 5 Totals	103	112

Sub-Area 9	Public	Private
A. Insurance Office	x	7
B. Lot #9	55	x
C. Private Lot	x	9
D. Gateway Center	x	32
E. Fed Ex Lot	x	22
On-Street	16	x
Sub-Area 9 Totals	55	63

Sub-Area 2	Public	Private
A. Private Lot	x	14
B. Lot #13	132	x
C. Private Lot	x	15
D. Private Lot	x	11
E. Knapp's	x	9
F. Public Library Lots	237	x
F. Post Office Lot	119	x
On-Street	24	x
Sub-Area 2 Totals	512	35

Sub-Area 6	Public	Private
A. Lot #14	137	x
B. 328-332 East St	x	18
C. 324 East St	x	28
D. 312-318 East St	x	23
E. 308 East St	x	20
F. 316-318 S Main	x	6
G. 322 S Main	x	5
On-Street	36	x
Sub-Area 6 Totals	173	100

Sub-Area 10	Public	Private
A. Rochester Mills	x	188
B. Customer Parking	x	7
C. Royal Park Employee	x	115
On-Street	x	x
Sub-Area 10 Totals	0	310

Sub-Area 3	Public	Private
A. Chicken Coop	x	19
B. 429 Walnut	x	12
C. 421 - 425 Walnut	x	24
D. 415 Walnut	x	9
E. 401 Walnut	x	33
F. Lot #3	87	x
On Street	62	x
Sub-Area 3 Totals	149	97

Sub-Area 7	Public	Private
Lot #4	137	x
Lot #12	45	x
On-Street	44	x
Sub-Area 7 Totals	226	0

Summary of Parking Inventory		
Sub-Area	Public	Private
Sub-Area 1	0	404
Sub-Area 2	512	35
Sub-Area 3	149	97
Sub-Area 4	228	35
Sub-Area 5	103	112
Sub-Area 6	173	100
Sub-Area 7	226	0
Sub-Area 8	228	186
Sub-Area 9	55	70
Sub-Area 10	0	310
Totals	1,674	1,349

Sub-Area 4	Public	Private
A. Lot #2	149	x
B. Lot #1	46	x
C. 414 East St	x	13
D. 402 - 410 East St	x	12
410 S. Main St	x	10
On-Street	33	x
Sub-Area 4 Totals	228	35

Sub-Area 8	Public	Private
A. 234 S. Main St	x	10
B. 224 S. Main St	x	21
C. 200 S. Main St	x	5
D. Quick Pick	x	17
E. Village Cleaners	x	8
F. Lot #6	93	x
G. RARA	x	29
H. Lot #7	88	x
I. Veterinary	x	27
J. Huntington Bank	x	24
K. Animal Emergency	x	20
L. Fire Station	32	x
M. Chandelier	x	25
On-Street	15	x
Sub-Area 8 Totals	228	186

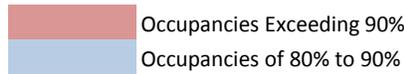
PRIVATE OFF-STREET PARKING: 1,349
CITY/DDA PUBLIC LOTS: 1,024
ON-STREET PUBLIC PARKING 294
POST OFFICE/LIBRARY PARKING: 356

GRAND TOTAL FOR STUDY AREA: 3,023



Exhibit B – Parking Occupancy Tables and Maps

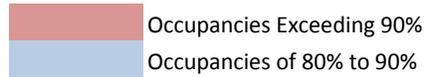
Downtown Rochester Parking Study
Off-Street Parking Occupancies
February 15, 2013 Daytime



Location	Supply	9:00am		Noon		3:00pm	
		Occ.	%	Occ.	%	Occ.	%
543 Main	340	52	15%	67	20%	58	17%
Lot #10 Municipal Lot	102	1	1%	3	3%	1	1%
RAC Lot	196	72	37%	90	46%	45	23%
Lot #13 - Firestone Lot	132	58	44%	33	25%	41	31%
Public Library West	92	39	42%	37	40%	42	46%
Public Library South	145	40	28%	44	30%	43	30%
Post Office Lot	119	46	39%	53	45%	51	43%
Lot #3 - Mr. B's Lot	87	59	68%	87	100%	77	89%
Lot #2 - Main St. Plaza	149	113	76%	143	96%	125	84%
Lot #1 - Elevator Lot	46	16	35%	18	39%	18	39%
Potere-Modetz Lot	43	6	14%	24	56%	17	40%
Chase Lot	40	18	45%	40	100%	38	95%
Masonic Lot	40	19	48%	40	100%	38	95%
Lot #14 - Metzfeld Lot	137	111	81%	126	92%	130	95%
Lot #4 - Pine & Walnut	137	25	18%	110	80%	113	82%
Lot #12 - Billiards Lot	45	11	24%	15	33%	12	27%
Lot #6 - Goodyear Lot	93	70	75%	87	94%	89	96%
RARA	29	8	28%	8	28%	7	24%
Lot #7 - Farmers Lot	88	11	13%	8	9%	6	7%
Lot #9 - Kinko's lot	55	19	35%	37	67%	30	55%
Gateway Center	32	4	13%	8	25%	2	6%
Fed Ex Lot	22	5	23%	10	45%	8	36%
Rochester Mills	188	52	28%	71	38%	88	47%
Royal Park Employee	115	45	39%	48	42%	45	39%

Source: Occupancy counts performed by City of Rochester personnel under the direction of McKenna Associates

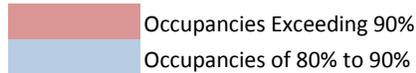
Downtown Rochester Parking Study
Off-Street Parking Occupancies
February 21, 2013 Daytime



Sub-Area 1	Supply	9:00am		Noon		3:00pm	
		Occ.	%	Occ.	%	Occ.	%
543 Main	340	54	16%	57	17%	50	15%
Lot #10 Municipal Lot	102	1	1%	1	1%	2	2%
RAC Lot	196	75	38%	39	20%	44	22%
Lot #13 - Firestone Lot	132	42	32%	22	17%	37	28%
Public Library West	92	41	45%	65	71%	51	55%
Public Library South	145	42	29%	39	27%	40	28%
Post Office Lot	119	52	44%	57	48%	53	45%
Lot #3 - Mr. B's Lot	87	74	85%	84	97%	82	94%
Lot #2 - Main St. Plaza	149	103	69%	141	95%	133	89%
Lot #1 - Elevator Lot	46	11	24%	20	43%	20	43%
Potere-Modetz Lot	43	7	16%	5	12%	5	12%
Chase Lot	40	30	75%	36	90%	33	83%
Masonic Lot	40	28	70%	38	95%	36	90%
Lot #14 - Metzfeld Lot	137	84	61%	128	93%	124	91%
Lot #4 - Pine & Walnut	137	32	23%	79	58%	68	50%
Lot #12 - Billiards Lot	45	10	22%	13	29%	11	24%
Lot #6 - Goodyear Lot	93	92	99%	93	100%	91	98%
RARA	29	10	34%	10	34%	10	34%
Lot #7 - Farmers Market	88	11	13%	11	13%	11	13%
Lot #9 - Kinkos Lot	55	27	49%	28	51%	24	44%
Gateway Center	32	4	13%	4	13%	5	16%
Fed Ex Lot	22	5	23%	8	36%	8	36%
Rochester Mills	188	50	27%	74	39%	84	45%
Royal Park Employee	115	43	37%	49	43%	44	38%

Source: Occupancy counts performed by City of Rochester personnel under the direction of McKenna Associates

Downtown Rochester Parking Study
Off-Street Parking Occupancies
February 22, 2013 Evening



Sub-Area 1	Supply	6:00pm		8:00pm		10:00pm	
		Occ.	%	Occ.	%	Occ.	%
543 Main	340	19	6%	5	1%	5	1%
Lot #10 Municipal Lot	102	6	6%	2	2%	0	0%
RAC Lot	196	39	20%	23	12%	7	4%
Lot #13 - Firestone Lot	132	27	20%	24	18%	12	9%
Public Library West	92	6	7%	4	4%	1	1%
Public Library South	145	5	3%	3	2%	3	2%
Post Office Lot	119	8	7%	8	7%	5	4%
Lot #3 - Mr. B's Lot	87	85	98%	86	99%	84	97%
Lot #2 - Main St. Plaza	149	129	87%	132	89%	139	93%
Lot #1 - Elevator Lot	46	5	11%	2	4%	2	4%
Potere-Modetz Lot	43	6	14%	9	21%	12	28%
Chase Lot	40	39	98%	40	100%	40	100%
Masonic Lot	40	40	100%	40	100%	40	100%
Lot #14 - Metzfeld Lot	137	135	99%	119	87%	109	80%
Lot #4 - Pine & Walnut	137	99	72%	119	87%	134	98%
Lot #12 - Billiards Lot	45	42	93%	44	98%	43	96%
224 S. Main St	21	5	24%	3	14%	3	14%
Lot #6 - Goodyear Lot	93	84	90%	81	87%	63	68%
RARA	29	1	3%	0	0%	0	0%
Lot #7 - Farmers Market	88	3	3%	3	3%	1	1%
Lot #9 - Kinko's Lot	55	26	47%	23	42%	13	24%
Gateway Center	32	7	22%	3	9%	0	0%
Fed Ex Lot	22	3	14%	1	5%	0	0%
Rochester Mills	188	101	54%	157	84%	107	57%
Royal Park Employee	115	35	30%	25	22%	20	17%

Source: Occupancy counts performed by McKenna Associates

**Downtown Rochester Parking Study
Summary of Parking Occupancies by Lot**

Lot #3 – Mr. B's Lot



Observed Occupancies of Over 90%:

- February 15, Noon
- February 21, Noon; 3:00pm
- February 22, 6:00pm thru 10:00pm

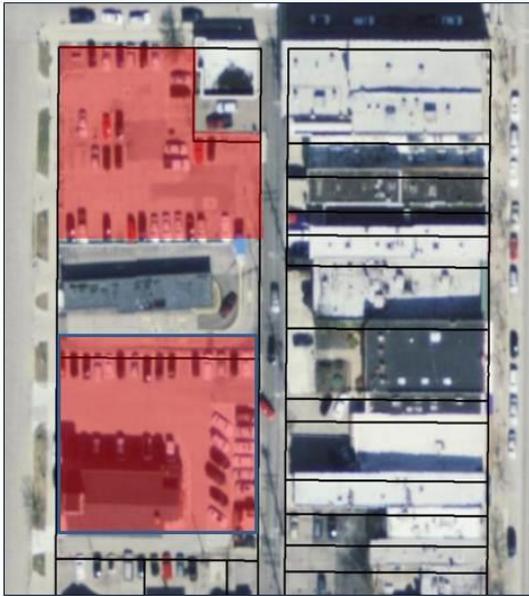
Lot #2 – Main Street Plaza



Observed Occupancies of Over 90%:

- February 15, Noon
- February 21, Noon
- February 22, 10:00pm

Chase Bank & Masonic Lots



Chase Bank Lot

Observed Occupancies of Over 90%:

- February 15, Noon; 3:00pm
- February 21, Noon
- February 22, 6:00pm thru 10:00pm

Masonic Lot

Observed Occupancies of Over 90%:

- February 15, Noon; 3:00pm
- February 21, Noon; 3:00pm
- February 22, 6:00pm thru 10:00pm

Lot #14 – Mitzelfeld Lot



Observed Occupancies of Over 90%:

- February 15, Noon; 3:00pm
- February 21, Noon; 3:00pm
- February 22, 6:00pm

Lot # 6 – Goodyear Lot



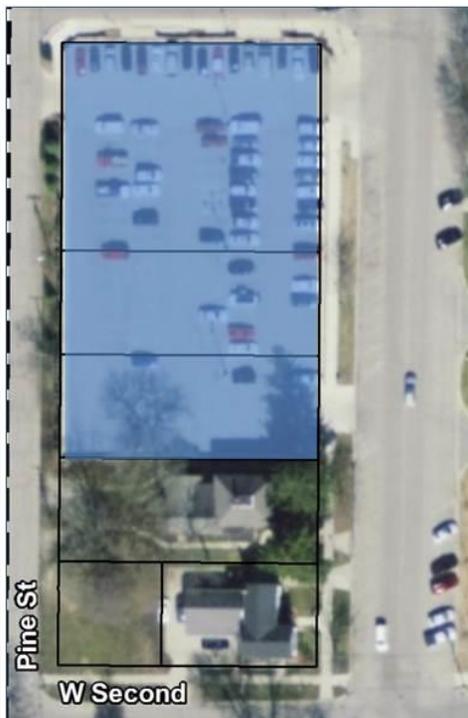
Observed Occupancies 80% - 90%:

- February 22, 8:00pm

Observed Occupancies of Over 90%:

- February 15, Noon; 3:00pm
- February 21, 9:00am thru 3:00pm
- February 22, 6:00pm

Lot # 4 – Pine & Walnut Lot



Observed Daytime Occupancies:

- February 15 Average = 60%
- February 15 Peak = 82%
- February 21 Average = 44%
- February 21 Peak = 58%

Observed Evening Occupancies:

- February 22 Average = 86%
- February 22 Peak = 98%

Lot # 12 – Billiards Lot



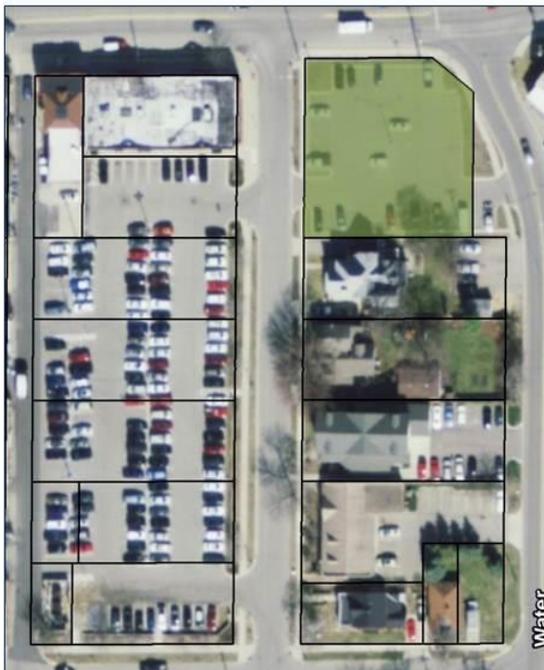
Observed Daytime Occupancies:

- February 15 Average = 28%
- February 15 Peak = 33%
- February 21 Average = 25%
- February 21 Peak = 29%

Observed Evening Occupancies:

- February 22 Average = 96%
- February 22 Peak = 98%

Lot #1 – Elevator Lot



Observed Daytime Occupancies:

- February 15 Average = 38%
- February 15 Peak = 39%
- February 21 Average = 37%
- February 21 Peak = 43%

Observed Evening Occupancies:

- February 22 Average = 7%
- February 22 Peak = 11%

Lot #9 – Kinko's Lot



Observed Daytime Occupancies:

- February 15 Average = 52%
- February 15 Peak = 67%
- February 21 Average = 48%
- February 21 Peak = 51%

Observed Evening Occupancies:

- February 22 Average = 38%
- February 22 Peak = 47%

Lot #13 – Firestone Lot



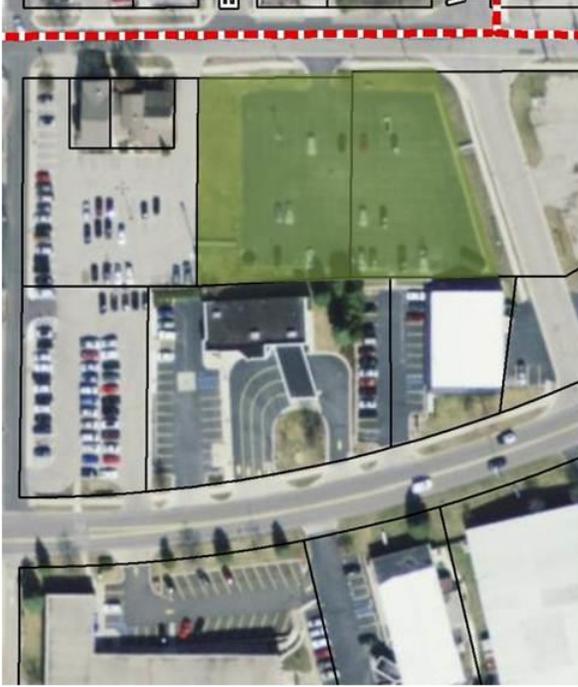
Observed Daytime Occupancies:

- February 15 Average = 33%
- February 15 Peak = 44%
- February 21 Average = 26%
- February 21 Peak = 32%

Observed Evening Occupancies:

- February 22 Average = 16%
- February 22 Peak = 20%

Lot #7 – Farmers Market Lot



Observed Daytime Occupancies:

- February 15 Average = 5%
- February 15 Peak = 13%
- February 21 Average = 13%
- February 21 Peak = 13%

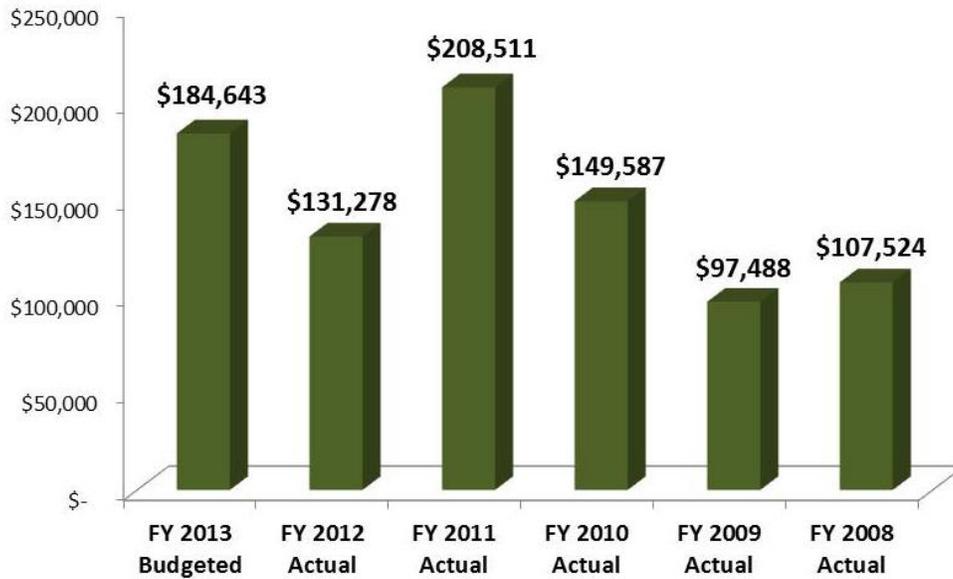
Observed Evening Occupancies:

- February 22 Average = 2.3%
- February 22 Peak = 3%

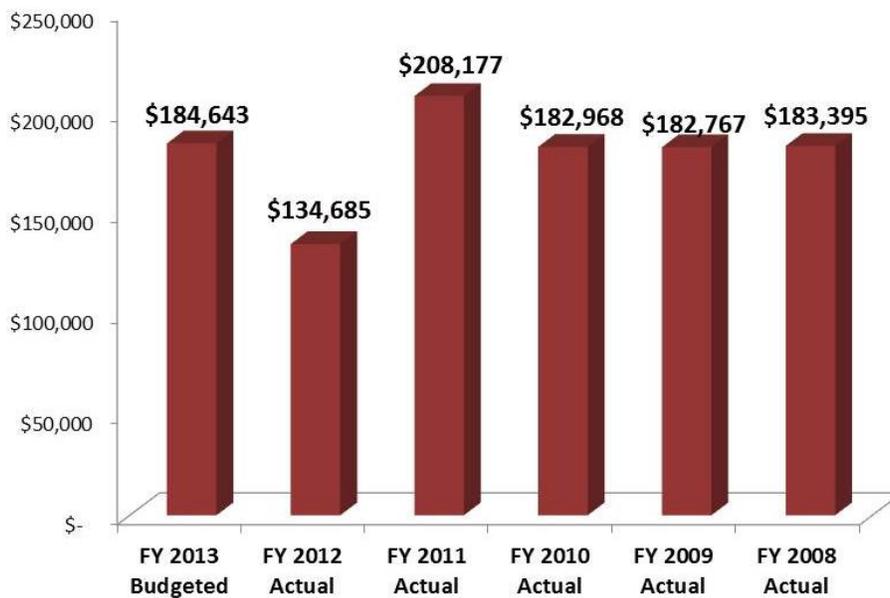
Exhibit C - Parking Revenues, Expenses and City/DDA Contributions Graphs

Downtown Rochester Parking Study
Parking System Revenues, Expenses and City/DDA Contributions Graphs

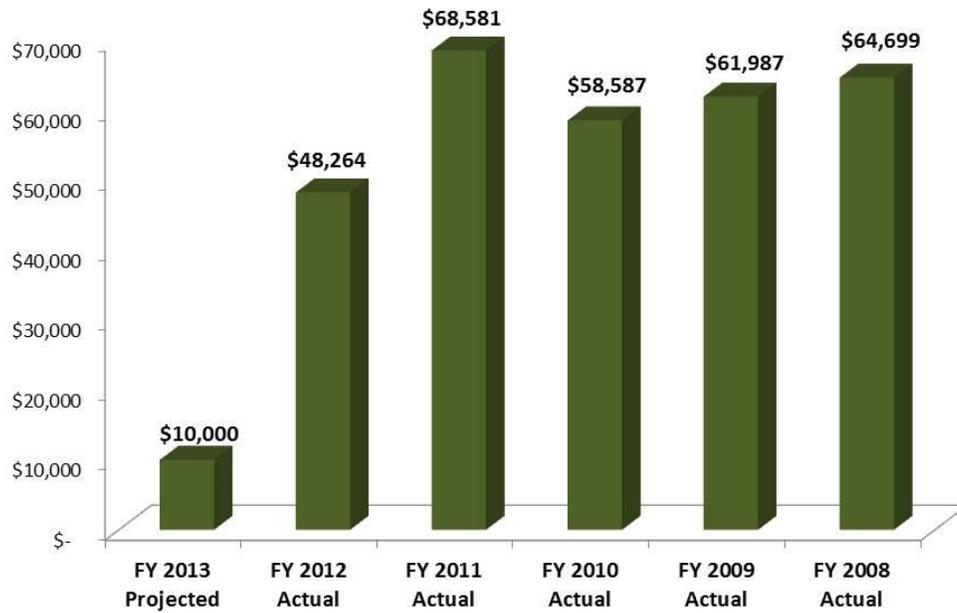
Parking System Total Revenues & Contributions



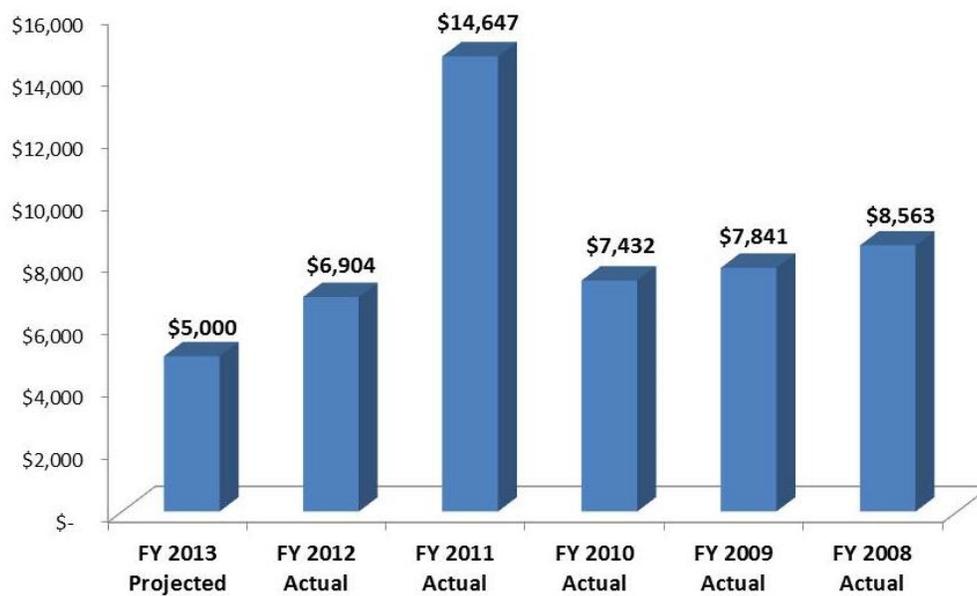
Parking System Operational Expenses



Total Parking Fee Revenues - Projected 2013



Parking Fine Revenues – Projected 2013



Parking Fund Revenue Sources – Gross Amounts

■ DDA Paid to DPW
 ■ DDA Meter Contributions
 ■ Transfer From General Fund

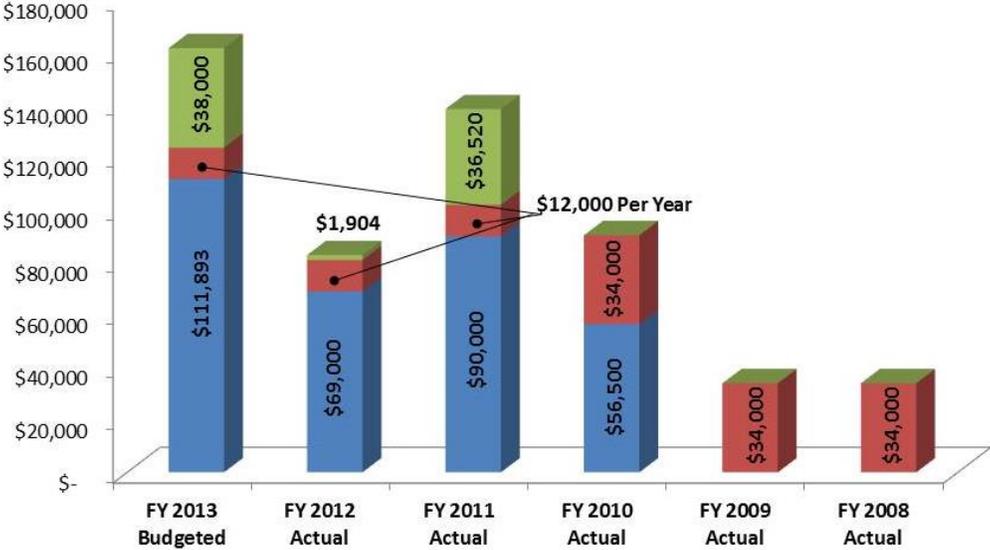


Exhibit D - Summary of Stakeholder Meetings and Online Survey Results

PROPERTY OWNERS MEETING NOTES

February 26, 2013

The following is a summary of input received from the Property Owners at this morning's meeting, which was attended by 22 people, representing most major properties downtown:

- Meters are working in part, but need to be mindful of future development
- Is the relaxed enforcement going to continue?
- Mr. B's Lot is fully parked by 9 am by employees
- Business owners need to monitor their own employees, no need to bother the Police Department
- Concerned about timing of study because this is the slowest time of the year downtown and counts might not provide a true representation of the parking situation
- While the counts show there is not a parking problem, the business owners hear from their customers that they believe there is a lack of parking
- Have to compete with the strip malls that do not charge for convenient parking
- We need to account for replacement parking if we choose to sell off any lots for development
- If we are asking people to walk farther to their destination by parking in lots that aren't in the immediate vicinity, we need to provide safe access from place to place (i.e. clean sidewalks, well lit, etc.)
- Need to provide quick in-and-out parking for certain services that have short term customers picking up items.
- Bagged meters decrease sales for quick in-and-out businesses
- No time limits on Main Street will not work
- Enforcement is key, no matter what we finally decide to do
- Are there more high-tech options out there to decrease costs of the "human factor" of enforcement?
- Make sure we talk to restaurants during the information gathering stage to determine average table turns which impacts use/duration of stay
- Park Mobile is a great option, but be careful of the service fee per use and how you spin that to the public
- Be careful of shorten time limits for parking – we don't want to deter our customers or make them rush to get out of town before their meter expires
- We need to move to a high-tech parking system to match the image that we are a growing, progressive town
- There is a perception of a parking problem by visitors when they see lots full of cars that, in reality, belong to downtown employees
- Customers should be able to park for free, as long as they want
- Employees should have to pay for parking in our lots
- Everyone needs to work together to "police" their employees, otherwise it won't work
- Education needs to include employees and should be ongoing as staff members change over constantly
- Are shuttle to off-site parking lots sponsored by the City an option?
- Whatever we decide, communication is key!

Rochester Parking Study: Downtown Property Owner Workshop Survey Results

In total, 19 property owners participated.

1. Do you believe there is sufficient on-street parking for customers and visitors to downtown?

Total number of "YES" responses:	9
Total number of "NO" responses:	9
Number of individuals that did not respond:	1

Comments:
At times yes, at times no [did not pick yes/no].
Sufficient yes, but often unapproachable.
Not during busy times of the year and busy nights when we need it.
Spaces are usually full and used by employees and owners.

2. Do you believe the existing public parking lots provide sufficient parking for customers and visitors?

Total number of "YES" responses:	9
Total number of "NO" responses:	9
Number of individuals that did not respond:	1

Comments:
At times yes, at times no [did not pick yes/no].
But again, often taken by employees or residents.
I think there is plenty of parking. Most complaints are because don't want to walk two blocks.
Especially not at Christmas time or big events.
Yes, presently with good control.

3. Do you believe there is sufficient parking for downtown employees?

Total number of "YES" responses:	9
Total number of "NO" responses:	9
Number of individuals that did not respond:	1

Comments:
But the outlying lots for this purpose are under-used.
The problem I see is that employees take / use the "premium" free spots, when they should be left for customers.
There is, but they don't use it. No one seems to use the Farmers Market lot (did not pick yes / no).
Many business employees park long-term on the street.
Yes, but only if we can enforce employees parking far away.
Yes, if we can direct employees to specific lots to balance and free spaces for clients.

4. Do you believe employees should have designated parking areas?

Total number of "YES" responses:	17
Total number of "NO" responses:	1
Number of individuals that did not respond:	1

Comments:
And [these areas] should be enforced.
If so, the employee parking should be "far away" to leave close spots for customers (did not pick yes / no).
It might help solve some of the problems.
Yes, absolutely.

5. Are you willing to enforce employee parking in designated areas through work rules?

Total number of "YES" responses:	14
Total number of "NO" responses:	0
Number of individuals that did not respond:	5

Comments:
Cannot – no employees [did not pick yes/no].
Talk to the merchants [did not pick yes/no]
Our employees already park away form the "close spots" to make an effort to open close spots for customers.
Can't do so personally. My tenants would have to police their employees (did not pick yes/no).
We do ask them to use 10-hour areas. Everyone does except for one person who has a handicap pass.
Yes, with enforcement from the city.

6. In your opinion, who should pay the cost of building and maintaining public parking facilities?

(Check all that apply).

- Parking Users
- City/DDA Tax Dollars
- Property Owners/Business Owners

Total number of individuals that selected one option:		5
Parking Users	City / DDA Tax Dollars	Property Owners / Business Owners
II	II	I
Total number of individuals that selected two options:		5
Parking Users + City / DDA Tax Dollars	Parking Users + Property Owners / Business Owners	City DDA Tax Dollars + Property Owners / Business Owners
IIII		
Total number of individuals that selected all three options:		6
Total number of individuals that did not respond:		3

Comments:	Selection Type:
Still deciding.	Did not respond.
Parking users: small charge – competing against free.	Parking Users + City / DDA Tax Dollars
If we somehow meter all lots and spaces and enforce with employee and owner specified, designated areas.	Parking Users + City / DDA Tax Dollars.

Additional Comments:

Comments:
Call me [Chris Hughes] if you want current data at 248.961.3704. New program “Walk Rochester”.
Robert Lytle [Opera House Properties / Lytle Pharmacy] wrote the following letter to the Rochester City Council, DDA and Parking Committee: Downtown Rochester Parking Issues and Suggestions: [1] Main Street Time Limits: legally authorized, unlimited vehicle parking leads to reduced usage by intended Downtown business customers. I believe Main Street should have a one-hour (two at the most) limit on its parking spaces, either monitored by meters or other methods – and be strictly enforced. [2] Downtown side street concerns and suggested action: a. Broken meters: repair damaged machines. b. Missing meters: replace bent, broken and removed meters. c. Jammed meters: better collection methods, especially in frequently used areas. d. Blue-bagged meters: end this program or select areas where its merchants are not negatively impacted by their misuse. Customers of high-volume, quick-service retailers are unable to park in spaces normally open to them and are forced to find parking in distant areas due to the misuse of these spaces by downtown business owners, employees and residents. [3] Outlying three-hour parking areas: these spaces are intended for customers whose needs exceed one to two hours. Such customers are unable to find convenient long-term parking due to vehicles of downtown employees and residents filling the spaces meant for their use. Enforcement of these areas needs to be re-implemented.

MERCHANT FORUM MEETING NOTES

February 27, 2013

The following is a summary of input received from the merchants at Merchant Forum, which was attended by 22 people:

- People are parking in the loading zone for 10 minutes just to pick something up
- Employees are parking all day on Main
- Upper story office tenants are parking on Main all day
- Likes the lack of meters on Main, hopes that they never come back
- Elderly customers need close parking or they will not stop
- All spaces from Second to University should be 20 minute meters
- Need to provide accommodation for disabled customers for convenient access
- Concerned about a decision that would charge employees for parking
- Are structures inevitable in the near future (next five years)?
- Like the Two Hours Free Parking Promotion in Birmingham
- Parking is a service that the City is expected to provide because of they are paying taxes
- You have to have parking if you want to have businesses
- Every merchant that relies on walk-in traffic needs close, convenient parking
- Main Street should be limited to one hour parking
- Takes exception to saying that merchants on Main are getting a free ride - Main Street businesses pay higher rent and taxes than side street merchants
- Doesn't believe the research that people are not parking on Main all day long
- The PSD should pay for the parking system – it is a cost of doing business
- Something has to be done about parking on Main Street – and soon
- Time limits on Main are fine, whatever we decide, but enforcement needs to be done by the police, not businesses policing their neighbors
- Prioritize the parking issues
- Need to start viewing customers not as an individual business customer, but as the community's customer
- 20 minute meters on Main will not allow customers to shop at multiple businesses
- Businesses should not be yelling at customers for parking in private spaces – they are everyone's customer
- Don't care who parks on Main in front of their business, but concerned about available parking in the rear lots
- Is there "validation" available for businesses to give to customers who park over the limit?
- The best practices are lessons learned from other cities
- Install 20 minute meters on the corners of each block
- Is the City in the "red"?
- You don't hire someone to do a study like this unless you are looking to make money
- Do businesses who are working off-hours (overnight – 3 -6 am) still have to conform to the posted parking restrictions?
- Totally against charging anyone for parking
- Don't change something that has always been in Rochester, keep free parking – don't change
- If we have 20 minute meters on Main that's fine, but there shouldn't be time limits in the rear lots

- I have 30 employees and I can't monitor them all every day – businesses should be fined if their employees are parking in the short term spaces. As an owner, I would identify that employee and make sure that it didn't happen again
- As primitive and obsolete as the old meters were, did they do the job of keeping turnover in the spaces?
- Could we put a courtesy note on people's cars to remind them not to park in these spaces because they are for customers?
- Is there an example of a town using a sticker to identify employee vehicles?
- As a business that used to be on the east side, having relocated to the west side, parking is much harder and customers are constantly complaining
- Not enough convenient employee parking on the west side of Main
- Would like to see 3 hour parking limits in lots enforced

Rochester Parking Study: Downtown Merchant Workshop Survey Results

In total, 13 merchants participated.

1. Do you believe there is sufficient on-street parking for customers and visitors to downtown?

Total number of "YES" responses:	7
Total number of "NO" responses:	5
Number of individuals that did not respond:	0
Number of individuals that selected both:	1

Comments:
Yes, but turn over needs to be enforced and time limits posted.
There is sufficient on-street parking during the week but not during special events (circled both yes + no).
Yes, but not during holidays.
No, lots of employees / tenants using those spaces.
Yes, there's plenty as long as tenants and merchants do not abuse on-street parking. Time needs to be limited at those parking spots.
No, with no time limits, people may park all day; the flow of parking is interrupted.

2. Do you believe the existing public parking lots provide sufficient parking for customers and visitors?

Total number of "YES" responses:	5
Total number of "NO" responses:	6
Number of individuals that did not respond:	1
Number of individuals that selected both:	1

Comments:
There is sufficient parking in existing public parking lots during the week but not on weekends and special events (circled both yes + no).
Yes, except when there are big events.
Yes, during normal business days, not holidays.
Yes, make a deal with the Post Office.
No, most of the time, they are full, there are people double-parked and parking in spots that don't exist and I hardly ever see anyone "policing" those cars.
The existing public parking lots could be sufficient if time limits were enforced.
Yes, there seems to be sufficient parking as long as people limit their time in those places.
No, not enough public parking in general.

3. Do you believe there is sufficient parking for downtown employees?

Total number of "YES" responses:	5
Total number of "NO" responses:	8
Number of individuals that did not respond:	0

Comments:	
No, not enough spaces.	
Yes, downtown employees need to utilize the designated areas and leave street parking and the other public parking spaces for patrons.	
No, because there isn't enough parking in general – employees included.	

4. Do you believe employees should have designated parking areas?

Total number of "YES" responses:	12
Total number of "NO" responses:	1
Number of individuals that did not respond:	0

Comments:	
Yes, but close to businesses, not two-three blocks away.	
Yes, it would alleviate several issues: [1] there are not enough spaces, [2] employees using visitor lots, [3] giving visitors access to lots and [4] tenants using the wrong spaces.	
Yes, absolutely!	
Yes, if there are not private spaces for employees than yes – we need employee parking!	

5. Are you willing to enforce employee parking in designated areas through work rules?

Total number of "YES" responses:	12
Total number of "NO" responses:	0
Number of individuals that did not respond:	1

Comments:	
Yes, I do now but there should be a way to ID employees so violators can be identified and consequences can be doled out by businesses and the city.	
Yes, it would alleviate issues.	
Yes, I am willing to do this, but don't have the authority to do so. My employees honor my request that they park in the spaces designated for them.	
Yes, we already enforce it.	

6. In your opinion, who should pay the cost of building and maintaining public parking facilities?

(Check all that apply).

- Parking Users
- City/DDA Tax Dollars
- Property Owners/Business Owners

Total number of individuals that selected one option:		3
Parking Users	City / DDA Tax Dollars	Property Owners / Business Owners
I	II	
Total number of individuals that selected two options:		3
Parking Users + City / DDA Tax Dollars	Parking Users + Property Owners / Business Owners	City DDA Tax Dollars + Property Owners / Business Owners
III		
Total number of individuals that selected all three options:		6
Total number of individuals that did not respond:		1

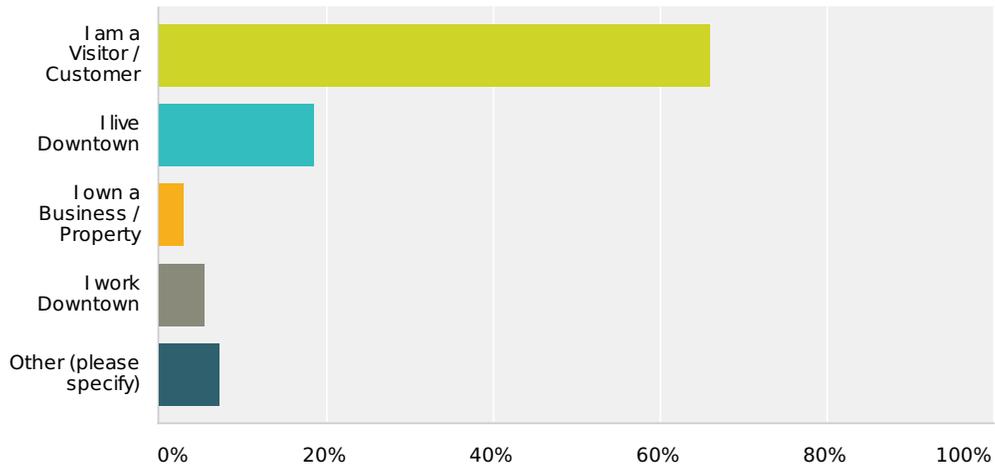
Comments:	Selection Type:
Should be a shared cost.	All three options.
The more prosperous the town – the better your tax base.	One option – City / DDA Tax Dollars
Parking garage.	Two options – Parking Users + City / DDA Tax Dollars.

Additional Comments:

Comments:
All main street parking for customers only!

Q1 Please check the category below that best describes your interest in downtown Rochester.

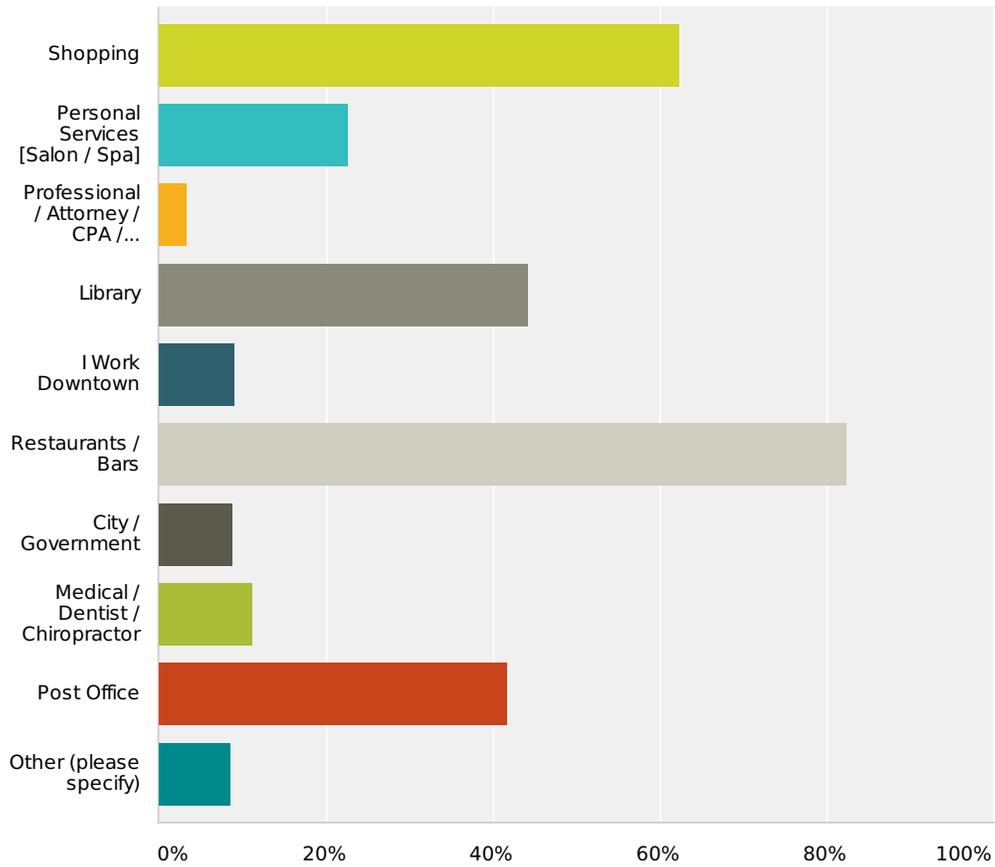
Answered: 906 Skipped: 0



Answer Choices	Responses
I am a Visitor / Customer	66.00% 598
I live Downtown	18.54% 168
I own a Business / Property	2.87% 26
I work Downtown	5.41% 49
Other (please specify)	7.17% 65
Total	906

Q2 Typically, what is your main purpose for visiting downtown Rochester?

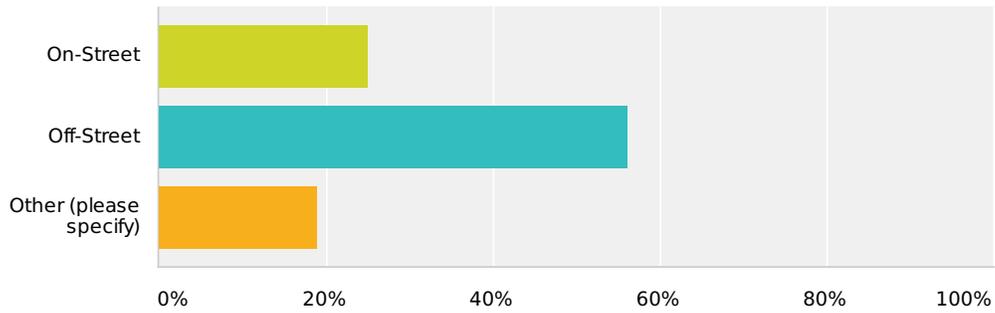
Answered: 906 Skipped: 0



Answer Choices	Responses
Shopping	62.36% 565
Personal Services [Salon / Spa]	22.63% 205
Professional / Attorney / CPA / Insurance	3.31% 30
Library	44.26% 401
I Work Downtown	9.05% 82
Restaurants / Bars	82.34% 746
City / Government	8.72% 79
Medical / Dentist / Chiropractor	11.15% 101
Post Office	41.72% 378
Other (please specify)	8.50% 77
Total Respondents: 906	

Q3 When you visit downtown Rochester, where do you typically park?

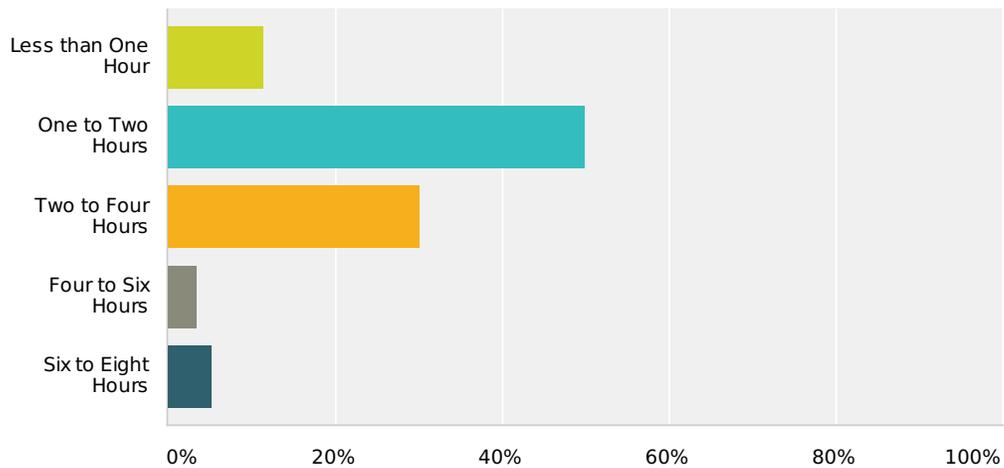
Answered: 906 Skipped: 0



Answer Choices	Responses
On-Street	24.94% 226
Off-Street	56.18% 509
Other (please specify)	18.87% 171
Total	906

Q4 What is the average length of time you park on a typically visit to downtown Rochester?

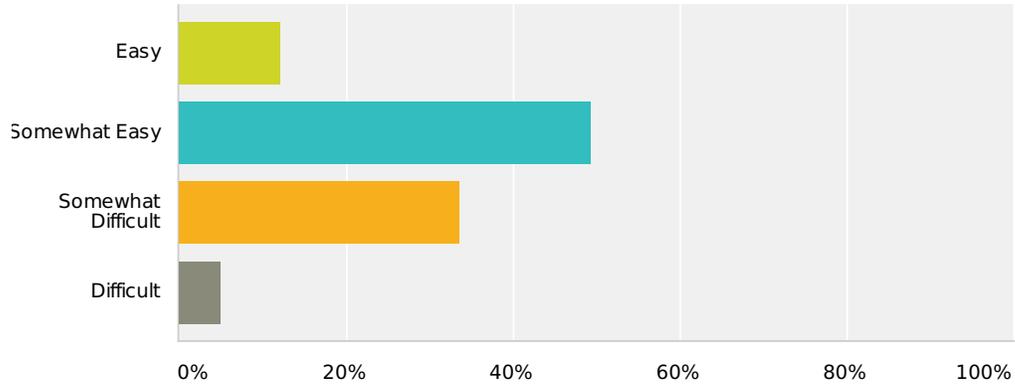
Answered: 906 Skipped: 0



Answer Choices	Responses	
Less than One Hour	11.37%	103
One to Two Hours	49.89%	452
Two to Four Hours	30.13%	273
Four to Six Hours	3.42%	31
Six to Eight Hours	5.19%	47
Total		906

Q5 In your opinion, how would you characterize your ability to find a parking spot downtown on a typical day?

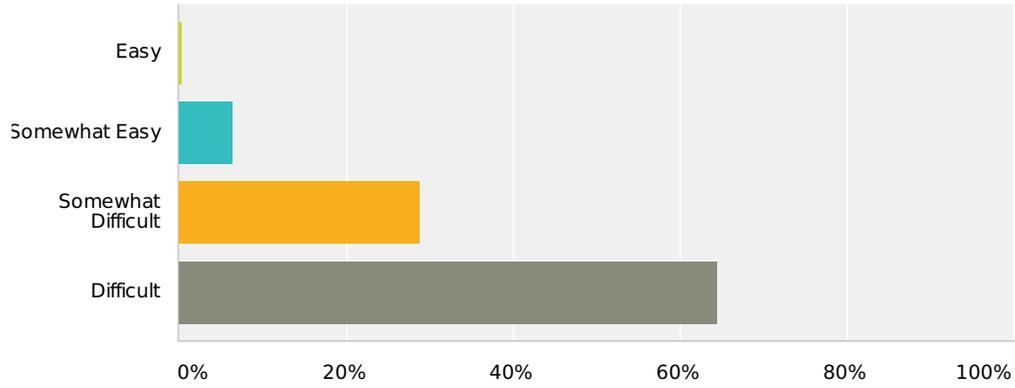
Answered: 906 Skipped: 0



Answer Choices	Responses	
Easy	12.14%	110
Somewhat Easy	49.34%	447
Somewhat Difficult	33.55%	304
Difficult	4.97%	45
Total		906

Q6 In your opinion, how would you characterize your ability to find a parking spot downtown during a special event?

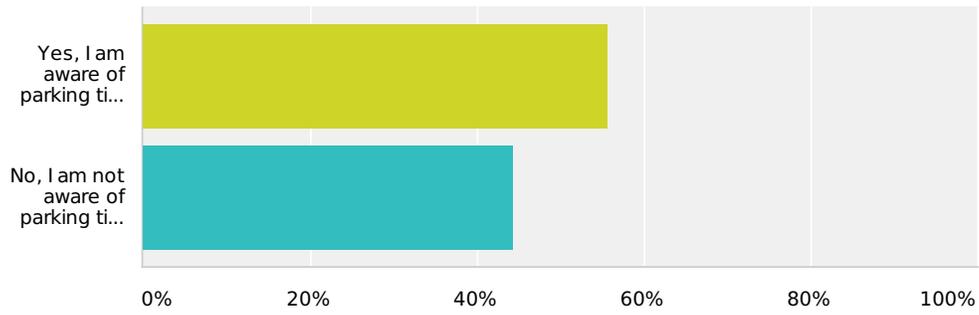
Answered: 906 Skipped: 0



Answer Choices	Responses
Easy	0.33% 3
Somewhat Easy	6.40% 58
Somewhat Difficult	28.81% 261
Difficult	64.46% 584
Total	906

Q7 Do you know there are posted time limits for public parking in downtown Rochester?

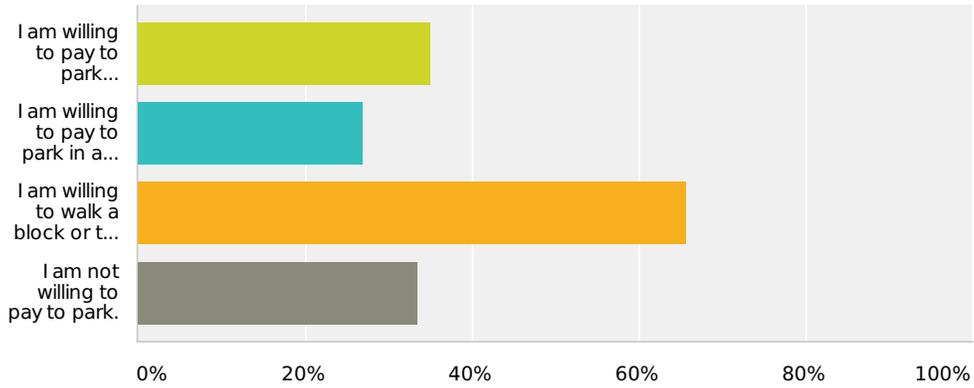
Answered: 906 Skipped: 0



Answer Choices	Responses
Yes, I am aware of parking time limits.	55.63% 504
No, I am not aware of parking time limits.	44.37% 402
Total	906

Q8 When I visit downtown Rochester: (check all that apply)

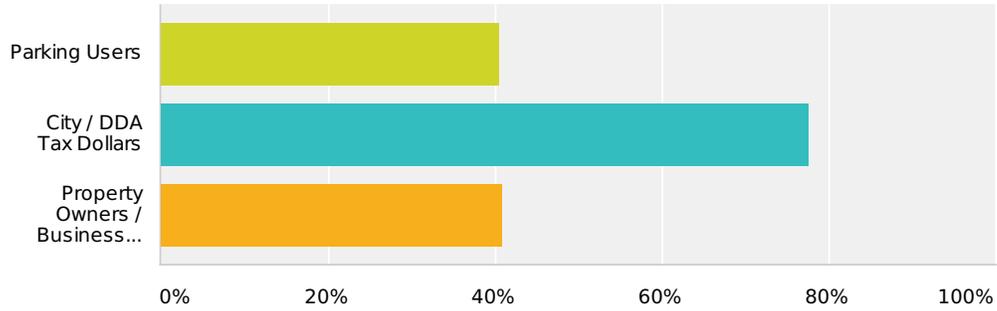
Answered: 906 Skipped: 0



Answer Choices	Responses
I am willing to pay to park on-street close to my destination.	34.99% 317
I am willing to pay to park in a parking lot close to my destination.	26.93% 244
I am willing to walk a block or two if I can park for free.	65.67% 595
I am not willing to pay to park.	33.44% 303
Total Respondents: 906	

Q9 In your opinion, who should pay the cost of building and maintaining public parking facilities? (check all that apply)

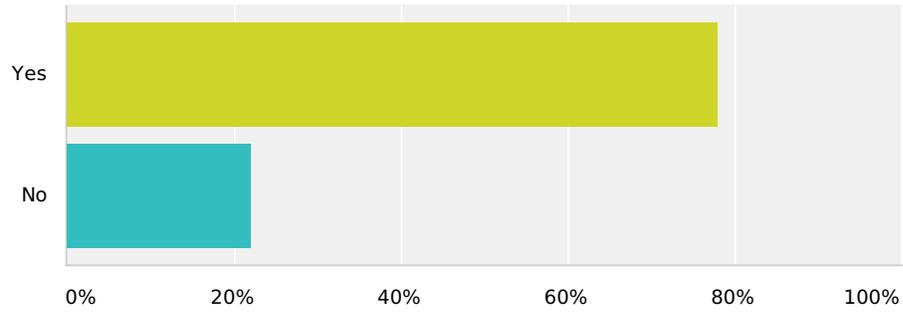
Answered: 906 Skipped: 0



Answer Choices	Responses
Parking Users	40.51% 367
City / DDA Tax Dollars	77.59% 703
Property Owners / Business Owners	40.84% 370
Total Respondents: 906	

Q10 Would you consider parking in a parking structure if available?

Answered: 906 Skipped: 0



Answer Choices	Responses	
Yes	78.04%	707
No	21.96%	199
Total		906

Q11 If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

Answered: 352 Skipped: 554

If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

	Response Count
	351
answered question	351
skipped question	554

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

1	Need 2 structures; one on the east side and one on the west side of Main St.	Mar 25, 2013 9:44 PM
2	There is a parking lot off second street? Near the fire station. It seems a three story parking structure could be put there and only seem like a two story structure because of the grade. Keeping the structure low would be important.	Mar 25, 2013 8:50 PM
3	re: cost to build & maintain parking - if going with a parking deck it would be good to have a small parking fee or park for free the first 2 hours.	Mar 25, 2013 4:27 PM
4	add a movie theatre attached to the parking structure and it would be awesome.	Mar 25, 2013 4:24 PM
5	Nonprofit volunteers should be given free parking passes or at a minimal yearly fee.	Mar 25, 2013 3:20 PM
6	time limits and inexpensive expensive parking meters. Royal Oak and Birmingham fees are prohibitive	Mar 25, 2013 11:47 AM
7	I'm very glad to see that the parking situation is being reviewed. Downtown Rochester has so much charm, and anything that brings in more shoppers *and* makes life easier for downtown employees would be welcomed with open arms!	Mar 25, 2013 11:32 AM
8	As I live and work in Rochester I often find it difficult to find a place to park except during the morning hours. As our office is in the Chase building, we are allowed parking in the bank lot but the lot is often full from not office users. I avoid coming to a downtown restaurant on weekend evenings due to limited parking.	Mar 25, 2013 11:22 AM
9	There simply is not enough parking. I think the 3rd St. and Walnut lot should be converted into a parking structure. If the building to the east can be 3 stories, why can't we have a parking structure that is 3 stories? It's off of the main strip and would not take away from the charm our downtown provides.	Mar 25, 2013 10:35 AM
10	I would like to see a parking structure. At lunch /dinner time parking is impossible because of all the resturants.	Mar 25, 2013 10:27 AM
11	I have lived near downtown Rochester for 13 years and I have always thought Rochester did not have enough parking. I am in favor of a parking struture as long it is 1 to 2 blocks off main street and it is low rise, no greater than 2 to 3 stories. Also I think the structure shoudl fit in architecturally, not just a concrete box	Mar 25, 2013 9:12 AM
12	Stop the all day parking on Main Street. It is not meant for employees. It should be left open for shoppers!!	Mar 25, 2013 9:12 AM
13	Businesses should not allow employees to take the close parking spots.	Mar 24, 2013 9:16 PM
14	have parking stickers for workers who have to park for more than 2 hours	Mar 24, 2013 8:52 PM
15	I believe a parking structure would be an eyesore to downtown Rochester. Free parking on the streets for a limited times (two hours) would benefit local businesses and be a nice gesture to people visiting.	Mar 24, 2013 8:19 PM
16	I love my town of Rochester and I love that parking is free. I think the street	Mar 23, 2013 10:24 PM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

meters are fine but I don't want to be charged for parking in the lots. If parking lots start charging then there will be less visitors to our areas and people will start parking in neighborhoods.

17	No, but I know when friends or guests come by and we all want to go to town parking can be a issue. Therefore, we sometimes take our business else where I am sorry to say.	Mar 23, 2013 10:13 PM
18	You should build a three story parking facility where the Farmers Market is since the area is already on the side of a steep hill. This is close to (one block) from downtown Rochester. This site hides a portion of the structure on the south side and west side. The Farmers Market can use the large vacant land used for the ice rink and other carnivals just to the south of the Rochester Brewery office building. Once the parking structure is built either to the southwest of downtown and/or the east or southeast of downtown, the current parking area along East Street should be converted to businesses so that business growth can continue on both sides of this street. This way visitors will have plenty to pick from strolling downtown after enjoying a fine meal. Other proposed parking structure sites include the vacant land at the corner of Mill St. and Diversion. You also have land in the area of RARA towards the OPC and also across from the Rochester Fire Station however, it will be difficult to hide at least a 3 story structure this big. Having a parking structure within walking distance is key. Otherwise you might consider using shuttle trains on wheels on major events to move people into downtown.	Mar 23, 2013 9:09 PM
19	I am physically disabled so I use handicapped spaces when available; however, it would be helpful if additional signage posted outside of lots which clearly indicate the # (if any) of such spaces designated in a particular lot - sometimes, they are not always easy to find. Also, it would be helpful if a select # of on-street spaces could be designated as handicapped parking. Thank you.	Mar 23, 2013 7:30 PM
20	Downtown has to compete with many shopping centers in the local area. All shopping center parking is free; therefore, downtown parking must be free.	Mar 23, 2013 6:07 PM
21	Adding another increase to our bills is not a good idea. (Our house is still underwater.) The people who's property would be taxed more are the ones who least need a parking structure. We walk a lot. I would never use one. It's not fair to all of us.	Mar 23, 2013 4:07 PM
22	Please don't build a parking structure. It would ruin the feel of the city. Parking isn't usually that bad.	Mar 23, 2013 3:57 PM
23	Parking structures should be privately owned and operated and not a burden on the City or the Property owners and businesses	Mar 23, 2013 3:17 PM
24	Eliminate street parking on Main Street - driving congestion will only get worse.	Mar 23, 2013 2:41 PM
25	If a parking structure is planned, it is very important that it not infringe on the atmosphere in the city and be placed well out-of-sight of Main Street. Thank you very much for allowing for input on the parking issue.	Mar 23, 2013 1:40 PM
26	A parking structure would help (like the one in Birmingham).	Mar 23, 2013 12:02 PM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

27	Parking structures are a bad idea. They do not keep the character of the city which is unique and loved. I think two large lots at either end of Rochester Hills, with a unique mode of transportation would be awesome. something trolley like but doesn't have to be on wheels. This would bring business, create character and yet keep the charm.	Mar 23, 2013 11:18 AM
28	I really appreciate the free parking lots in the city. It's a plus & a treat to me to be able to use them. I hate the cutthroat parking arrangement in Royal Oak. I've also marvelled at the low prices for the meters-a bit of nostalgia money wise in a rapacious world. I wouldn't like to see a large high parking structure built because I like the open skyline feel of downtown. I also like that large piece of undeveloped land next to the Brewery, along with the Rochester Elevator bldg. Informal parking at the Sat. Market makes me still feel as if I was in a small town and not a fully developed major city with all its highrises and cement. I like the new mainstreet, but the signage belongs on a super highway. It isn't distictive to denote a city that has its own identity.	Mar 23, 2013 9:18 AM
29	With all of the bikers in Rochester/Roch Hills, how about a secure bike parking lot. How about a parking structure in the lot down third street behind the fire station. I think it is only used for parking and an ice skating pond during Winter Fest and it would be out of the way and not block any	Mar 23, 2013 9:06 AM
30	The missing element that eases congestion and need for expensive parking strategies is the dirty word in Rochester 'Public Transportation'. Too bad you don't get the regional concept!	Mar 23, 2013 8:55 AM
31	generally no problem parking. no need to invest in a garage.	Mar 23, 2013 8:53 AM
32	Parking during special events is not only difficult, it's impossible. When downtown was re-paved the on street parking should have been made diagonal, not parallel. Yes, I realize it would have taken more of the road to do it but it would have provided more spaces and it should be for short term parking only. My main reason for not shopping downtown as much as I would like to is the lack of easy access to the stores I just want to run in and grab something quick. In front of places like Mr. B's there should be a designated space for picking up "To Go" orders. It's absolutely ridiculous to have to walk a block or two just to pick up a to go order. Again, the decision to have parallel parking was a HUGE mistake as it creates more chaos and traffic jams from people who are not good at parallel parking and insist on attempting it. Downtown should have diagonal parking and it should be for a limited time so you can do the quick run in thing. If you are planning on spending the day down there a parking structure would be great and would most likely eliminate some of the traffic on Main St. Rochester is a great place but bringing in all the outside traffic makes it not worth venturing down there especially on weekends and during special events. My reason for moving here from the city about 25 years ago was because of the quaint small town feel. That's gone now, as is the original feel of Arts N Apples. It used to be more craft oriented and for families. Now it's overly high priced "art". Having to purchase tickets to buy food is another tragedy. I'm sure I'm not alone in my decision to eat outside the park before attending the fair. What a shame. I miss Rochester !!!!!	Mar 23, 2013 8:45 AM
33	Any parking structure built must be away from the Main street and out of the line	Mar 23, 2013 12:16 AM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

of sight so as to not ruin the ambiance of the downtown area.

34	No suggestions are necessary. I wouldn't change a thing.	Mar 22, 2013 10:41 PM
35	Main street parking should have been eliminated in favor of wider side walks for pedestrian use or outside restaurant tables, sitting areas etc.. You pretty much blew the opportunity to have a walking city. Main should be 3 lanes only with 2 North or South depending on time of day and limited left turns at rush hour. Downtown could be a cool city but traffic and parking on Main ruin any chance at ambience.	Mar 22, 2013 10:35 PM
36	A parking structure must be well lighted with security. I prefer to park in an open lot.	Mar 22, 2013 9:08 PM
37	1. Downtown Rochester is not suitable for a parking structure, for many reasons: not big enough, not laid out for it, architecturally, etc. 2. I am ok with paying "reasonable" parking fees, using meters, on both Main Street and in the public lots. 3. I do not like manned parking lots with minimum charges, of say 5 bucks. 4. I do not like the use of parking lots that use parking gates of any kind. 5. It would be nice to know if I could park in the lot of a business after their business hours, without fear of being towed. For example in business lots on Walnut behind Mr. B's and Penny Black. 6. Parking fees should be reasonable and not become exorbitant over time or strictly enforced to the minute by meter maids. I got a \$20 ticket in downtown Pontiac for missing putting more change in the meter by less than 15 minutes. I have NEVER been back, even though I had a good time. By the way, the temp outside at the time was zero degrees! Thank-you for asking and listening!	Mar 22, 2013 7:38 PM
38	Remove the parallel parking lines so that more cars can park. Decrease the size of parking spaces in lots. The library spaces are gigantic. People adjust and become more street smart and better drivers.	Mar 22, 2013 7:06 PM
39	business and property owners should be 100% liable for all parking facilities.	Mar 22, 2013 6:35 PM
40	Need a parking structure close as possible to business.	Mar 22, 2013 6:26 PM
41	Pave the lots around the fire station and use that area at least for special events and the Summer Farmers Markets. People who live in the City should have special consideration for their parking needs since they are city taxpayers.	Mar 22, 2013 6:24 PM
42	Widen East 4th street from past Lytles alley east for 1/2 block. too narrow 10 min. signs at Lytles great idea. Put some meters back in - East 3rd street. Need structure at Mitzelfeld's parking lot, Too many employees in close by parking	Mar 22, 2013 5:54 PM
43	Regarding the posted time limits in parking lots (no parking between 2 and 6) you do not want people to drive if they have to much to drink but a person can not leave their car in the lots until the next day or it will be towed away. Something has to be done about that.	Mar 22, 2013 5:42 PM
44	Get rid of the parallel parking on Rochester & make them bike lanes. Many people have no idea how to parallel park & block traffic while they try repeatedly to get into/out of the spots. I often take the back streets rather than Main	Mar 22, 2013 4:11 PM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

(especially at rush hour or during Big Bright Lights) to avoid the huge backlog on Main. If you could turn one (or more) of the current municipal lots into a parking structure then parking would be convenient and more plentiful. There would also be the added bonus of covered parking in the winter! I would hate to see structures several blocks from shopping as I doubt they'd be used except during special events.

45	Parking structure should comply with ADA requirements! Front sidewalks seem narrower than they use to be.	Mar 22, 2013 3:19 PM
46	Parking garage with several levels. I have considered taking my business elsewhere as it is impossible to park near where I am going for services.	Mar 22, 2013 3:02 PM
47	I don't think that the removal of the meters on main street and not on the side streets is fair to the merchants not on main or the customers who frequent these merchants	Mar 22, 2013 1:39 PM
48	no meters	Mar 21, 2013 7:18 PM
49	First is that parking takes property out of more beneficial use. If you are going to encourage people to drive by giving them free and easy parking, you are competing with every other retailer and business on the planet. Wrong way to start. Parking structures cost 5 to 6 times that of surface parking. Now you are spending even more money so that people can drive anywhere they want. Without writing a book, and many have already been written on this subject, you need to look at the economics of spending a lot of money simply so people can drive and park. This is not what Rochester or anyone else should be about, except perhaps train stations and airports. Walk, ride a bike, kayak, live there, and if you do live there, DON'T DRIVE TO GO INTO TOWN.	Mar 21, 2013 4:46 PM
50	There should be no parking whatever on Main Street downtown; it makes us look shoddy. Parking should be free during special events designed to attract visitors and provide additional revenue to downtown merchants. One parking structure would be acceptable; not any more as it would spoil the quaintness of our city.	Mar 21, 2013 9:41 AM
51	every thing is just right	Mar 20, 2013 6:11 PM
52	use one of the metered parking lots as a site for a parking structure. Funds for building and maintaining should be spread among representatives of those listed above in a committee form.	Mar 20, 2013 2:48 PM
53	If I had to park in a deck, as for a special event, I would probably walk instead since I live only 5 blocks from downtown, but I DO support the idea of a parking deck for visitors. I think it should be facing either Walnut or East St. & I'd like to see it with 3 levels; ground, 1 below & only 1 up so as to not obscure the views from surrounding 2nd floor/rooftop businesses.	Mar 20, 2013 2:11 PM
54	Just a comment - I hate going to Royal Oak because you have to pay to park everywhere in that town. I might stay longer if I did not have to worry about the meter running out and getting a ticket!	Mar 20, 2013 8:59 AM
55	More signs showing where there is parking off Main Street.	Mar 19, 2013 3:40 PM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

56	If you must implement parking meters, please use meters like they use in Flint (where drivers can swipe a credit card). Not all of us have a lot of change on us at any given time. Also, give some leeway...if someone's time ran out 10 minutes ago, don't jump on the parking ticket band wagon. Let's be better/more friendly than Royal Oak, where it seems they're always looking to milk every last dime out of their visitors. Parking tickets make customers not want to return, which is bad for business and thus bad for Rochester's bottom line. Let's treat our visitors like welcome guests, not a potential \$35 fine.	Mar 19, 2013 2:17 PM
57	Have pedestrian-friendly access from parking areas to downtown. If comfortable and safe, people will be more willing to walk a greater distance from their cars.	Mar 19, 2013 2:11 PM
58	keep the price reasonable. makes it attractive to pay if i need to. if it was too expensive, i'd walk or skip it	Mar 19, 2013 1:00 PM
59	I live a mile away from downtown and I love visiting. However I have to admit, I avoid it on weekends because it takes so long to find a parking spot. I am not a fan of six level concrete eyesores for parking, but I do think the city would benefit from low grade, strategically placed parking areas. Even if a roof was constructed over the existing lots, it would benefit patrons and increase visitors.	Mar 19, 2013 11:13 AM
60	Please change the 2am limit on the back parking lots. (Walnut / 3rd, West Alley lots) Responsible people are leaving their cars (to be safe) overnight and getting a large fine! Not fair.	Mar 19, 2013 10:21 AM
61	I don't like the idea of a parking structure	Mar 19, 2013 9:30 AM
62	Since the construction parking is a mess. I don't know when meters are checked, some of them don't have the times listed. Some roads have a few meters and then parking spots with no meters (free spots?) and then a few more spots metered... Do I pay? Do I not pay? The rules need to be more clearly defined and more easily accessible.	Mar 19, 2013 9:20 AM
63	I do not like the amount of time it takes to drive through downtown so I avoid it as much as possible. When I do go downtown I use University as it has fewer lights therefore I tend to stay near University and Main. If lights on Main were timed so I did not have to stop two or three times I would go downtown more often. After all - the speed limit is low enough for me to see the stores along the way.	Mar 19, 2013 6:13 AM
64	My 4 vehicles park frequently and payment is an inefficient nuisance. See an idea like this to help those of us that park many times every day. paybysky.com	Mar 19, 2013 1:13 AM
65	Return the meters on main street	Mar 19, 2013 12:10 AM
66	Turn the grass areas on the side streets in to angle parking. Eliminate alleys turn onto parking spaces. Do major events on sundays	Mar 18, 2013 10:40 PM
67	Require businesses to provide more parking for their patrons and customers. If they won't or can't, they need to contribute to building a parking structure. Require employees of downtown businesses to park in a designated off street lot or structure. When I worked downtown employees were not allowed to park on Main Street. My employer made arrangements for employee parking in a lot that	Mar 18, 2013 9:19 PM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

was a couple blocks from our Main Street business. It worked.

68	There should be no parking on Rochester Main Street or at least parking should be on a diagonal as you would find in Birmingham. There should be absolutely no charge...what is the draw if you have to pay?	Mar 18, 2013 8:42 PM
69	Do not cloud our cute downtown with a parking structure. That would take away from its charm.	Mar 18, 2013 7:47 PM
70	IT DISCOURAGES VISITOR/CUSTOMERS WHEN YOU CHARGE FOR PARKING. FIRST YOU ENTICE BUSINESS DOWNTOWN BUT YOU MAKE IT DIFFICULT FOR THEM TO HAVE CUSTOMERS BY CHARGING. IT IS A VERY UNFRIENDLY WAY TO PROMOTE DOWNTOWN. THE BUSINESS OWNERS ARE ALREADY PAYING TAXES & TRYING TO MARKET THEIR BUSINESS. THE CITY & DDA SHOULD DO THEIR BEST TO ELIMINATE ONE MORE COST TO THEM.	Mar 18, 2013 7:29 PM
71	Multi level structure where farmers market was would be perfect!	Mar 18, 2013 6:57 PM
72	I would not like to see a parking structure in town, I would rather walk a ways to park without a structure.	Mar 18, 2013 6:55 PM
73	The current system seems to work well - at least for my needs. I am familiar with town and what's available and I know where to park if there are special events.	Mar 18, 2013 6:00 PM
74	I can visit a mall and not have to pay for parking. I curtail shopping in areas where I must have change for meters, run back to put more money in a meter etc. I resent having to end a shopping event to get back to a meter. Free parking with generous time limits works best for me. I have choices but do prefer downtown type shopping.	Mar 18, 2013 5:20 PM
75	The lack of parking has led me to leave downtown Rochester and go to another location to dine and shop.	Mar 18, 2013 5:08 PM
76	Enforce parking between the lines. I see too many propel who take two spaces because of careless parking.	Mar 18, 2013 4:32 PM
77	Someone to direct you to available parking during events. Driving and parking was a chaos on the last event we attended and we never saw a single officer or anyone to Provide direction.	Mar 18, 2013 4:18 PM
78	Do NOT reinstate the parking meters.	Mar 18, 2013 4:05 PM
79	You should keep free parking on the streets etc.. It keeps people coming downtown. The parking lots are usually filled because of restaurants or employees parking. There just isn't enough parking especially when an event is in town. Then you get people parking on the residential streets which can be dangerous.	Mar 18, 2013 3:41 PM
80	Main Street has already become much more difficult to navigate since the construction project was completed. It appears more cluttered with the new features (ie fences, cubed garden areas) and parking meters would just add to the congestion. I think that a parking garage would detract overall from the	Mar 18, 2013 3:40 PM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

atmosphere of downtown - I don't visit Royal Oak or Birmingham because I don't want to deal with them. Parking is fine most of the time and can be dealt with for special occasions - it is to be expected that parking is more difficult for those occasions.

81	I never have a problem finding a parking space but I still would not mind if I had to pay to park....many cities do it. No big deal to me. We moved here in 2011, live 15 mins north of downtown but chose this house because of how easy we can get to your downtown area.	Mar 18, 2013 3:40 PM
82	FREE PARKING!	Mar 18, 2013 3:04 PM
83	We do not need a parking structure. There is always plenty of parking, even during special events. A parking structure is an eyesore!	Mar 18, 2013 2:46 PM
84	Valet services should NOT block off and take valuable spaces. I do not go to businesses that do that.	Mar 18, 2013 1:59 PM
85	Need a parking structure!!!	Mar 18, 2013 1:50 PM
86	Don't follow Royal Oak's practice. It deters people from coming to Rochester if they have to pay to park.	Mar 18, 2013 1:23 PM
87	build a two or three story garage in that parking area north of 3rd & east of main Charge for parking there.	Mar 18, 2013 1:12 PM
88	Please don't reinstall meters on main - too much clutter there already with fenced in trees, benches and trash cans. I would prefer more room was made available for sidewalk bistros/seating.	Mar 18, 2013 1:11 PM
89	The streets and sidewalks are too cluttered. Posts, fences, garbage, recycling,gardens. Dont add to the clutter by adding meters.	Mar 18, 2013 1:10 PM
90	Need more short term parking by Lytle Pharmacy. Need to enforce the 2 hour street parking. Need parking deck behind Mr. B's	Mar 18, 2013 1:02 PM
91	It is amazing that on a Monday morning parking along Main St. is usually full...as a matter of fact just about every day it is the same....are employees parking on the street in front of business'? There should be a way to enforce regulations regarding leaving open space for customers. As I am willing to pay for parking, I can see if we (City) offer free parking, we will be more friendly to visitors and maybe more will return.	Mar 18, 2013 12:56 PM
92	I would only want a parking structure to be no higher than the tree line. I do not agree with parking meters on the streets. it's hard enough to walk around the sidewalks, let along with parking meters which clutter the walkways.	Mar 18, 2013 12:54 PM
93	I avoid royal oak bc of parking fees. Hope I don't have to do this in Rochester too	Mar 18, 2013 12:53 PM
94	Please don't put meters in Main Street. There is already so much clutter and way too many fences, benches, trash / recycle cans on Main Street and it doesn't look good at all. It looks messy. Adding meters would just add to the clutter.	Mar 18, 2013 12:26 PM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

95	Question 10 is odd. Who wouldn't park in a structure if all else was full? I do not like 20 minute meters, like outside of Froggy's. How can you anticipate how busy a store might be? For meters, I appreciate when they take more than just quarters.	Mar 18, 2013 12:15 PM
96	Thank you for removing the parking meters! I find it much more user friendly and considerate. A parking structure would greatly help when Arts and Apples or Heritage Days type events are on. It's a MONSTER to park at those times. Thanks for asking!	Mar 18, 2013 12:05 PM
97	put up readable signs where lots are	Mar 18, 2013 11:45 AM
98	<p>In my opinion, the city of Rochester has plenty of parking. My husband and I live north of the city between Woodward and Tienken off Rochester Rd. and never have a problem finding a spot - mainly because we are not afraid to walk a block or two to the business we want to patronize whether it is to shop, get my hair done, pick up a prescription or visit my husband at work. The main problem is that people are lazy and maybe don't know how to find parking in the city. A structure isn't going to solve the city's parking problems because the city has plenty of parking now. Unless you build a parking structure in the center of main street and route traffic around the main business artery that goes through town so that main street can become a convenience parking lot for those who lack initiative, everyone is still going to complain because the parking isn't close enough to the business they want to visit on that particular day. I used to work in downtown Birmingham. As employees of local businesses, we parked in designated and pre-paid structures every day but you still had to walk to get to a restaurant, work, or shopping. And that parking structure became very congested on theater days, or on any other day where there was extra traffic in town. It could take a half hour or so to get out of the structure on busy days. I don't think people realize that a structure will provide more parking, but they will still have to WALK to the business - which is what visitors are resistant to doing now. When I worked in downtown Birmingham, parking on Woodward or 15 mile was not an affordable option and employers would have discouraged it. We had employer paid parking cards for the garage and we walked 2 or 3 blocks to work (in all weather conditions) from the structure that our company paid for. Parking in front of or just behind the business you worked for was not an option. Emphasis was put on those parking spots were for customers only. For all the businesses, not just the retail ones. Maybe a discounted but paid lot for business employees would help ease up the main parking. I know that people have complained about parking for a business off East Street, but I have been to that business after work, during sidewalk sales, during Christmas season, during peak big bright light hours and on weekends and I've never had a problem parking there. I also don't mind walking a block to get there. I've also been downtown for farmers market and fire and ice and had no problem finding parking and then walkin to the event. Sometimes you just have to drive around a little longer. I think the parking meters need to be re-installed to deter business owners or their employees from parking on main street during business hours. I don't know what the solution is to helping people understand that there IS parking and that everyone cannot possibly park in front of the restaurant on a Thursday night, but I do not support a parking structure because I don't see how it will possibly solve people's lazyness, sense of entitlement to "right in front of the business parking" or lack of initiative.</p>	Mar 18, 2013 11:43 AM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

99	A structure would be an excellent idea. However it must as not intrusive as possible. Maybe 1 or 2 levels below ground	Mar 18, 2013 11:19 AM
100	Downtown Rochester needs a parking structure with free parking for first two hours like Birmingham has. It is ridiculously difficult to find a parking spot on a Friday or Saturday night and it deters folks from dining downtown.	Mar 18, 2013 11:15 AM
101	Change street parallel parking to diagonal. Complimentary Main Street Valet service would encourage visitors to come downtown.	Mar 18, 2013 11:06 AM
102	I think it is overdue for a two level parking structure on both the east & west side of the street.	Mar 18, 2013 11:02 AM
103	Finding space and paying are both aggravations which would make me less likely to visit downtown.	Mar 18, 2013 10:45 AM
104	Parking Structure GREAT idea - It is nice to go out to eat downtown but some of the lots are full and then you have to pay to park on the street or park very far away.	Mar 18, 2013 10:32 AM
105	Parking is definitely a problem in Rochester and needs to be addressed. Rochester is a great town and if we had sufficient parking more people would come to visit and go to restaurants .	Mar 18, 2013 10:27 AM
106	I think business owners and downtown employees should leave close parking spots open for paying customers. As an employee of a downtown business, I think paying customers should get the closest parking spots. I don't mind parking a couple blocks away....exercise never hurt anyone. Let's not become another Birmingham, Royal Oak or Ferndale as all of those towns charge for parking....I avoid those downtown areas at all costs because I always forget to bring change for the meter and always end up with a \$10 parking ticket that ends up being a \$25 parking ticket after 72 hours. I purposely keep my money out of those communities because each trip inevitably costs an extra "\$25 more". I think charging for parking deters paying visitors....	Mar 18, 2013 10:23 AM
107	I know you can't park between 2 am & 6 am. When the meters are functioning, I know there are maximum parking times, but otherwise what parking time limits are there? I am not sure it makes sense to build parking structures for special events only. Also for some holidays (e.g., St. Patricks Day), it makes sense to limit parking & spend money on mini buses because you don't want people drinking & driving. That might be a good idea on summer weekend evenings, too.	Mar 18, 2013 10:20 AM
108	In my opinion, the actual business owners of the shops and restaurants should not be allowed to park in the free spots on main street. I am all in favor of a parking structure off main street (perhaps in the area by the fire station) I think a 2-3 story structure would get plenty of use and wouldn't discourage shoppers and diners to leave Rochester to go elsewhere. There should be a reasonable fee to park in the structure. Just my thoughts!	Mar 18, 2013 10:18 AM
109	#1 Some method of enforcing the existing parking ordinance needs to be employed. The 3-hour limit in the lots behind Main Street is completely ignored	Mar 18, 2013 10:16 AM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

by so many downtown business owners and employees that customers needing to make simple, quick transactions find convenient parking impossible. Ask Lou The Shoe or any merchant especially on the West side of Main. The police chief does not believe that chalking tires to monitor and enforce the existing limits is a reliable or enforceable option. If that is the case, another method must be considered. The "Licence Plate Recognition" device described by the Chief seems to answer the problem. #2 The "no time limit" policy that the city has adopted for Main Street is an open invitation to our Downtown business owners and employees to park all day. This reduces our customers' ability to find convenient parking for their shopping, banking and other short-term needs. #3 Twenty-minute restriction (meters or otherwise) on the corners of Main at 2nd, 3rd, 4th and University as it was before the construction last year should be reinstated--and be monitored and enforced. #4 Handicapped Parking, although a noble idea, has been shown to be a failure in many of our downtown spaces. Designated Handicapped spots are filled by the same cars all day every day, defeating the purpose of making those spots available to those who could and should have special access. I believe our downtown parking problems would be minimized if the existing time limits would be enforced. Outlying lots purchased and maintained by the City for the purpose of employee parking go largely unused. Enforcement of existing ordinances would go a long way to improving Downtown Rochester's parking issues.

110	Make parking for handicapped people more available.. I am handicapped in both legs one illeg from being wounded in Vietnam and the other from MS. And have trouble walking more than a block..The big trouble is that there are so many with handi capped tags that only have a minor handicap that allows them to walk with no problem.	Mar 18, 2013 10:05 AM
111	A BADLY NEEDED parking structure is ABSOLUTELY A NECESSITY IF WE WHAT TO COMPETE WITH BIRM & ROYAL OAK!	Mar 18, 2013 10:05 AM
112	if we want to have more visitors ...we should offer free parking all the time	Mar 18, 2013 10:03 AM
113	Parking maps could be helpful.	Mar 18, 2013 9:56 AM
114	Pay to park on the street is fine as that is paying for convenience. Pay to park off street in lots gives a very unfriendly and unwelcoming feeling to those who come to spend money.	Mar 18, 2013 9:53 AM
115	We've lived in the Rochester area our entire lives. Parking is impossible on a friday or saturday night for most of the year and at all times during the holiday. Alot of our elderly friends hesitate to come down to eat because of the parking situation. In order to grow, city badly needs convenient parking decks.	Mar 18, 2013 9:53 AM
116	I have never had any difficulty finding parking behind Main Street. Perhaps publicizing that that is an option rather than parking on Main St. itself, would be helpful.	Mar 18, 2013 9:48 AM
117	I am handicapped and usually have difficulty with parking. Parking is often not available as there aren't enough spots close to businesses, and many times they are being used illegally (even by city workers during the construction times). I live close to downtown but usually avoid shopping and eating here because of	Mar 18, 2013 9:47 AM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

the parking issues. A structure would help considerably; however, handicap parking needs to be increased in various locations and enforced. I don't mind paying a nominal fee for parking, but not if it puts me at a medical risk because handicap parking is not available. I would rather drive a little further to go somewhere that caters better to handicapped people. As for a structure, maybe purchasing a pass for the structure is an option as opposed to having to pay every time you use it and having exact change--kind of like a credit card.

118 Please do not put meters back on Main Street. They will mess up the new look. If you want people to shop and eat downtown the parking should be free. Mar 18, 2013 9:45 AM

119 our former chg for parking was fine. It helped us maintain our small or quaint town feel. I do not want to be a Royal Oak or Birmingham where you have to have a pocket full of quarters to run an errand or have a meal. Store/restaurants are constantly having to give out change and it is an unpleasant experience for the patron as well. I resent the process on both of those cities. Flint has the computerized meter and no one understands how to use them. I will take the meters back as long as it is reasonable. We all expected they would return. I think the public took the no meter thing as a "thank you for your patience and please come back downtown" post the Main street project Mar 18, 2013 9:42 AM

120 Leave it as it is now. Mar 18, 2013 9:23 AM

121 The parking situation in Rochester is fine and of course parking is difficult during special events. Have you ever been to the ice sculptures in Plymouth? The fireworks in Downtown Detroit? The Founder's Festival in Farmington? The Art Fair in Ann Arbor? Parking is at a premium during those events as well. However the lack of parking during the special events doesn't justify building a parking deck. PLEASE do NOT build a parking structure as it will sit vacant (outside of special events), the teens will use it for skateboarding and the "after hours" crowd will use it as another place to relieve themselves instead of behind Mr. B's as noted in the Crime Watch (not that they should do it there, either. The point is it is happening). Parking is fine. We have a beautiful city and if we have to walk a couple of blocks to find a parking spot during special events, so be it. Don't industrialize or make downtown Rochester ugly with a parking structure. Thank you. Mar 18, 2013 9:19 AM

122 Make sure the merchants and business people who work downtown park in the lots they are suppose to. I see many of these people leaving their cars in prime parking spots. Mar 18, 2013 9:14 AM

123 I would suggest something like Birmingham if a structure were created: free parking if under 2 hours is their policy. Also, if you're going to put in meters, having them accept credit card / debit card as payment would be a wise idea. Mar 18, 2013 9:09 AM

124 I would pay to use a trolley/bus to take me from free parking lot to downtown. I've been to a lot of downtown areas in Michigan and in Georgia, North Carolina, South Carolina. Michigan has by far the most metered parking situations for downtown, wonder what the cities in the south are doing differently that helps them not have metered parking? Mar 18, 2013 9:03 AM

125 Please don't put a parking structure downtown. We truly love our small Mar 18, 2013 9:01 AM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

downtown feel.

126	WITH THE REMOVAL OF THE PARKING METERS DUE TO THE MAKEOVER MANY DOWNTOWN EMPLOYEES ARE PARKING ON THE STREET. THIS IS CAUSING AN ISSUE BECAUSE THERE IS NO CURRENT ENFORCEMENT OF THE TIME LIMITS AND EVERYONE IS AWARE OF THIS. METERS SHOULD BE INSTALLED AGAIN ON MAIN STREET OR EVEN BETTER, GET RID OF MAIN STREET PARKING ALTOGETHER. THE STREET WOULD BE AMAZING WITHOUT ANY VEHICLES PARKED THERE AT ALL!!!	Mar 18, 2013 9:01 AM
127	parking and traffic is the reason we don't go downtown anymore...way too much of a hassle just to eat. My wife and I had our first date at K & Muir...we don't go there anymore. Since the past years construction made it almost impossible for us to get north, we've found other places to enjoy	Mar 18, 2013 8:58 AM
128	Remove Main Street street parking, enlarge sidewalks, and let restaurants have patio seating! Build one small (not more than 3 stories) parking deck on each side of the street (on top of existing lots), behind the alleyway. Prob behind Mr. B's and behind RBS/Ski Company.	Mar 18, 2013 8:55 AM
129	Parking on main needs to be metered or monitored to control length of parking	Mar 18, 2013 8:53 AM
130	No parking meters ... how can our downtown merchants compete with malls with meters???	Mar 18, 2013 8:52 AM
131	Rochester needs parking structures like that of the Royal Park Hotel, and those can be built on the existing parking lots that are available already.....	Mar 18, 2013 8:42 AM
132	I think the free parking is a draw for business patrons. I am totally opposed to a parking "structure" downtown as it would totally change the dynamics of the town.	Mar 18, 2013 8:36 AM
133	Birmingham has a structure where you can park 2 hrs. for free. Business could also validate parking.	Mar 18, 2013 8:33 AM
134	Several long-term spaces in each lot.	Mar 18, 2013 8:31 AM
135	No need for a structure, we want to keep small town feel!	Mar 18, 2013 8:19 AM
136	I would be willing to walk to my destination but am restricted by health issues. I am opposed to a parking structure because it would destroy the ambiance and charm of Rochester.	Mar 18, 2013 8:15 AM
137	We definitely need a parking structure. Look into how Birmingham handles this issue. It works well for them. Royal Oak is another story of unfriendly costs for patrons.	Mar 18, 2013 8:06 AM
138	.Parking is an issue that needs to be addresses by all parties because all parties benefit	Mar 18, 2013 8:04 AM
139	The parking structure should be the last resort for this "parking dilemma". Long term street parking should not be used by local businesses' employees or by shop owners. Convenient parking (i.e. street parking) should be for the	Mar 18, 2013 7:32 AM

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customer to encourage use.

140	I totally understand the parking issues in downtown. I do not support parking fees. Keep the city as quaint as it is known for. So much history and charm to the downtown area.	Mar 18, 2013 7:31 AM
141	I don't like parking meters, because I don't have a lot of change. I am not opposed to paying for parking where I can pay conveniently with a credit card.	Mar 18, 2013 7:28 AM
142	Do not even consider putting in parking meters on Main street or anywhere that require the use of credit cards if cash is not available. These meters were used in Sarasota, Fl., and were a dismal failure. Please check it out. I would have preferred angled parking on Main Street. More people could have enjoyed going to this lovely city. Also, during the time the holiday lights are on, turn them on at 4PM to 11 PM and have the stores open. People could shop on their way home and the businesses would thrive. Basically, create more parking lots and have employees leave the better parking spots to customers instead of hogging them.	Mar 18, 2013 7:26 AM
143	Business owners and merchants in downtowns need as much help as they can get. Free parking would attract more customers by making it easier for them to visit downtown to shop. Regardless of how a meter system is set up it's creates an inconvenience for customers. When there are so many other choices (malls, strip centers, etc.) for shopping that have free parking, downtowns have to do things differently than they're accustomed to to be competitive.	Mar 18, 2013 7:25 AM
144	I think removing the meters was very smart, not only for looks, but they do not pay for themselves. If there is a structure, it needs to have the first 2 hours free as Birmingham does. I would think having free parking would draw more people to Rochester and would be an advantage. I truly do not believe having paid parking/meters is worth the cost. Studies show they don't pay for themselves, and they look terrible. Keep things the way they are right now. Thank you.	Mar 18, 2013 7:22 AM
145	As a downtown resident normally I walk or bike everywhere in the downtown area. I support downtown business by shopping downtown first. Free parking gives visitors to the downtown the friendly message that we want their business -"welcome". A message that hopefully the city, residents and business owners are trying to convey to visitors. A parking structure would detract from the small town feeling that the City and residents desire. So, no parking structure please- we do not want to be another Royal Oak or Birmingham.	Mar 18, 2013 7:19 AM
146	More handicap parking.	Mar 18, 2013 7:16 AM
147	Meters are a deterrent for me when shopping local merchants and I have enjoyed the current parking plan.it is the reason that I don't go to Birmingham	Mar 18, 2013 7:10 AM
148	I like the two hours free like they have in B'ham.	Mar 18, 2013 7:06 AM
149	Keep the street meters. Do not charge for parking off street in lots. Have a few long term spaces in each lot.	Mar 18, 2013 7:01 AM
150	Build a parking deck on both sides of Main. Rochester is growing and needs the parking.	Mar 18, 2013 6:57 AM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

151	if you don't pay at the village you should not pay downtown, i try to support our merchants	Mar 18, 2013 6:54 AM
152	I have witnessed many employees parking in small business lots. Frustrating especially to try to find a spot at the lot behind Mr. B's or the one behind Red Knapps.	Mar 18, 2013 6:26 AM
153	Have paid parking (meters) in a few rows behind the stores and remove parking from Main Street. The downtown area on Main Street looks better without parked cars (at least between University and Third Street). When there was no parking during the construction we were able to see the storefronts and their merchandise. This was a good advertisement for them. A parking structure would help benefit this issue.	Mar 17, 2013 10:53 PM
154	We have lived in Rochester since 1973 and you had a parking problem then. Since then you have done nothing about the problem except talk about it. We seriously need a parking structure of several floors and we need it now!.	Mar 17, 2013 9:09 PM
155	If a lot is built, I think Royal Oak does it right. You pay, but VERY reasonable during dinner times etc.	Mar 16, 2013 11:34 AM
156	I always try to park behind Kruse & Muer and usually there are no spots. Then I will usually park behind Main on the west side (the 10-hour lot behind Kruse & Muer, next to Saltwater Jack's) and walk to my destination. That lot fills quickly, especially later in the evening and then it is a challenge (and a long walk) to get anywhere. The side streets have no lighting and you are parking in someone's front yard. I would not mind a parking structure - DEPENDING on where it would be located. I know there is a lot of residential and that would probably not go over well in those spaces.	Mar 16, 2013 12:35 AM
157	I would love a parking structure on both sides of main.	Mar 15, 2013 11:21 PM
158	None	Mar 15, 2013 4:38 PM
159	Why would a survey be required. Just build parking structure	Mar 15, 2013 3:35 PM
160	As a customer I am downtown for an hour or two, so I would not want to utilize a parking structure. Though the public parking lot I utilize is generally full and I have to walk blocks it is o.k., but I know several people working downtown have difficulty finding parking due to time limitations on several meters. If all of the meters that allow for 8+ hours of parking are taken, they have to park far away (and leaving late at night they don't want to walk that far) or they have to remember to run out every 2 hours to pay the meter. If Rochester can expand the number of meters allowing for longer parking it seems it would be helpful.	Mar 15, 2013 3:21 PM
161	Review and improve entry and exit especially at the now one way alleys. I have had several near head on collisions from people turning south out the lot into alley near weisman optometrist because it is so close to 2nd street. Alley access is important buyt if that were moved to the far side of the lot people may not be tempted to go the wrong way.	Mar 15, 2013 2:13 PM
162	To ensure Rochesters standing in Oakland County ... We MUST keep ahead (or	Mar 15, 2013 2:12 PM

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even) with the other cities near by. I know many who don't venture to our great city because Rochester rd. Is difficult, so we MUST give sanctuary once they arrive.

163	Marking Tires in order to ticket long time Downtown employees.	Mar 15, 2013 12:54 PM
164	I a parking garage on walnut would be awesome!!!	Mar 15, 2013 12:44 PM
165	Need more handicap parking spaces. Both on street and in lots.	Mar 15, 2013 12:35 PM
166	We need stop signs on the side streets. Along with street signs with all the side streets names. Also, Not allow the OBAMA haters to park downtown and turn our town into a freak show.	Mar 15, 2013 12:30 PM
167	If you have to have paid parking then please do not install meters at parking spaces or have entry/exit barriers to the lots. They are extremely ugly and will ruin the visual and physical charm that Rochester has. There are systems out there where you can pay at self-pay kiosks. Using these as well as aggressive enforcement will ensure most people pay there way. However, I truly beleive it is the business/property owner's responsibility to provide for parking. It is the price for doing business. You do not see stand alone shopping plazas, gas stations, or restaurants charging for parking, do you?	Mar 15, 2013 12:14 PM
168	I am very concerned that a parking structure would be an eyesore for the neighborhoods. Start with tearing down that drive thru bank building and converting it to one much larger lot. With all my taxes going to DDA they should prioritize this and fund it (not an additional tax or meters).	Mar 15, 2013 11:26 AM
169	If the was more parking I would head downtown more often.	Mar 15, 2013 11:14 AM
170	A parking structure would be very helpful. I know the spots many people miss so I never left downtown because I could not find a parking place and I attend every event.	Mar 15, 2013 11:11 AM
171	more shuttles during special events	Mar 15, 2013 11:09 AM
172	we need more handycap parking	Mar 15, 2013 10:47 AM
173	I think the problem with parking structures is that they are located out of the way of where I need to go. Yes, I would be willing to walk a block or two to get to my destination in good weather but when the sidewalks are snowy and slippery in the winter time, I would prefer not to have to walk long and risk falling and hurting myself. Maybe making employees can park in a parking structure and free up the lots around town for customers.	Mar 15, 2013 10:40 AM
174	Local bus service using a small bus would ease parking problems, decrease drunk driving problems and lead to an increase in business downtown. Of course this will never happen since you've already defined the problem as a parking problem instead of a transportation problem. I think there is plenty of parking downtown. (Except for special events.) The 'problem' some people have, is that often there is no really close parking and they have to walk further than they want to. Keep this in mind when considering the construction of a	Mar 15, 2013 10:35 AM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

	parking structure since people using it will still have to walk more than they may want to.	
175	Paying for parking would be worth it if we could have an all day price or atleast longer parking times then already available. its veey difficult to leave wherever im at with a baby just to add coins or move my car.	Mar 15, 2013 10:35 AM
176	While I would be willing to pay for parking closer to by destination, I would like to see a time period for free parking (2 hours or so) after which a fee is charged.	Mar 15, 2013 10:35 AM
177	I've been told by people to not worry about "feeding" the meters in the past since enforcement is lax at best. People [fellow shoppers, business employees/owners] often take advantage of this knowledge which doesn't help the businesses at all. Turnover is essential for businesses to survive... in fact it's crucial if the City expects to compete w/ lifestyle centers, etc.	Mar 15, 2013 10:33 AM
178	Love the free parking on the street right now!	Mar 15, 2013 10:25 AM
179	Not a problem, But the problem is where the employees park like main street. Maybe a \$100.00 ticket for employees parking on main street. They will get the hint real fast.	Mar 15, 2013 10:19 AM
180	This community needs a multi story parking structure asap.	Mar 15, 2013 10:18 AM
181	The parking lots are adequate, a parking structure would ruin the ambience of the downtown business/residential area.	Mar 15, 2013 10:16 AM
182	I have never understood why you cannot park in parking lots after 2am. On several occasions, I have had too much to drink and wanted to leave my car in the parking lot. Please re-consider this rule for responsible drinkers!	Mar 15, 2013 10:13 AM
183	I am not comfortable parking on street. Yet, I often have great difficulty getting spots in the public parking lots. I go downtown frequently and it always seems to be a concern.	Mar 15, 2013 10:12 AM
184	Should have made Main Street a pedestrian street. Yes, you would loose those spots. Build one level (maybe 2) on top of existing parking lots.	Mar 15, 2013 10:10 AM
185	Do not get the fancy meter machines that are kiosks printing you a slip. The parking spot numbers e MBBd up under the car, the elderly cannot read/figure out. Beaufort, SC lost a lot of money attempting to implement this program and it failed!	Mar 15, 2013 10:09 AM
186	I would love if store would post whether or not dogs are allowed. When I walk downtown I like to bring my dogs and I know many stores will allow them, but I don't know until I go in and ask.	Mar 15, 2013 10:08 AM
187	It's been nice having free street parking and no meters in the lots. It would be great to continue to have free parking downtown since most other cities do make you pay. It makes me more willing to visit Rochester over other cities.	Mar 15, 2013 10:06 AM
188	I do not like to park on the roads it makes me to nervous with the kids and trying to get into the parking spot with the road being so busy	Mar 15, 2013 10:06 AM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

189	I think the lots need to remain three-hour parking and we need more ten-hour parking. There's not enough even for the employees at this time.	Mar 15, 2013 10:04 AM
190	If you build a parking structure it should be built below ground versus up. If built up it should be somewhere that does not block major views of residents and businesses such as behind Limelight restaurant here there is a current parking lot or where the farmers market is held or the ice festival is held. A structure should not be built on walnut or behind the Sanders/Yogurt strip of stores where there are current street level lots.	Mar 15, 2013 8:30 AM
191	A parking garage is needed maybe even more than 1. A below ground would be ideal to keep with the look. The west side of main has 17 food based businesses compared to 10 on the east side and that side has more parking. A solution is required for the west side businesses. The surrounding businesses don't allow for overflow of parking spaces - village shoe in, poterz & modetz	Mar 15, 2013 1:06 AM
192	I enjoy the fact that the parking is generally free in Rochester! If it was necessary to pay for parking, I may decide to go to suburban restaurants more frequently instead of downtown. Cities like Royal Oak, East Lansing, and Ann Arbor are particularly annoying (and expensive) when it comes to parking! Birmingham is in between since their structure offers the first 2 hours free. Please keep it free if possible!	Mar 14, 2013 11:43 PM
193	Parking Structures like in Birmingham and Royal Oak would be great.	Mar 14, 2013 10:18 PM
194	Parking away from downtown with regular shuttle services around the downtown, like a small area, very local bus service. It could be fun and quaint like a trolley-style bus.	Mar 14, 2013 9:50 PM
195	Most of the time I walk to town but when I drive I park in the lots east of Main St. There is never parking available on the west side of Main St. And now since the parking ON Main is free, business owners and employees take those spots...watch as they fill up just before the business open every day.	Mar 14, 2013 9:01 PM
196	Let it be as it is ,	Mar 14, 2013 8:45 PM
197	Check what Birmingham does. Parking structures, but at very low cost.	Mar 14, 2013 8:31 PM
198	get modern, forget the coins. In Chicago, you can pay for street parking with a credit card at a box that spits out a receipt for the dashboard.	Mar 14, 2013 8:13 PM
199	For my purposes parking is adequate now in downtown Rochester.	Mar 14, 2013 7:36 PM
200	I would park in a parking structure only if there were no other spaces available. I would like to see no meters anywhere and more lots available within 1-2 blocks of my destination.	Mar 14, 2013 7:23 PM
201	Don't start issuing tickets when no one knows we have to start paying again! Unfair.	Mar 14, 2013 7:22 PM
202	We need a parking structure . Build over the top of water st from the vacate lot next to the mills knock down a few of the crappy houses on east st . Yes use the lot next to mills over the top of the road so you can drive thru it leaving east st	Mar 14, 2013 6:39 PM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

	passable . Using the land from knocked down houses on east near third . Parking deck with new store front below	
203	Parking structure should be free for those visiting not for store owners and those employed,	Mar 14, 2013 6:37 PM
204	No structure, please. And thanks for omitting the meters after renovating Main Street.	Mar 14, 2013 6:07 PM
205	I think a parking structure is a Great solution. Parking is always at a premium downtown, however, for events and future business growth for downtown a parking structure would work.	Mar 14, 2013 5:45 PM
206	Police & Ticket people who park for long periods of time, especially those who work in the shops & Restaurants. Perhaps special (different) parking stickers could be issued to residents & Workers with designated spaces for shoppers & downtown workers.	Mar 14, 2013 5:06 PM
207	I do not like parking meters. It has been nice not to have parking meters on Main Street since the downtown revocation.	Mar 14, 2013 4:48 PM
208	Consider below grade parking as well as above. Grade goes down east of Main Street which could be useful	Mar 14, 2013 4:22 PM
209	None	Mar 14, 2013 4:21 PM
210	I don't like paying for parking but I would rather have that than some ugly parking structure. If you decide to build one please choose a Place where you can't see it from Mainstreet. (down by Roch Mills or the fire dept)	Mar 14, 2013 4:20 PM
211	Evening more difficult to find parking than during the day. Possibly need a way to have parking for business staff that is not next to their place of work.	Mar 14, 2013 4:18 PM
212	1.Main Street Parking Merchant Visitors Only, 2.Post Parking Time Limits 3.Stop Those Who Park On Main Street And Work Downtown 4. Remove All Parking Meters On Side Streets 5. Have Paid Parking Lots Scattered Around The City	Mar 14, 2013 4:10 PM
213	We were just in Birmingham and their parking structures are free for two hours. The third hour we paid one dollar. Seems like a good idea.	Mar 14, 2013 4:03 PM
214	NO parking structures in Rochester!	Mar 14, 2013 3:54 PM
215	Not sure how to go about the situation, but I do know I like to go downtown and support the business owners, but when it becomes too difficult to find a place I just go home or somewhere else. Could it be possible to have a parking lot out somewhere and transportation into town? That might work if it would be an hourly pick up or at least every 2 hrs.. It would be nice to enjoy the new town at a leisure pace.	Mar 14, 2013 3:53 PM
216	Current parking is sometimes tight but a parking structure might negatively change the walking nature of downtown.	Mar 14, 2013 3:53 PM
217	Do not even consider angle parking on Main or Walton or 2nd, 3rd and 4th. Far	Mar 14, 2013 3:51 PM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

too dangerous.

218	I support the "no charge" street parking downtown although I would also pay if that was required. I hate to see a large parking structure - I'm afraid that it would diminish the look of our quaint downtown. The DDA has done a wonderful job in the past and I am confident that if they determine a parking structure is needed, that it will be done in a way that would enhance and not detract from the look of our downtown. Thank you.	Mar 14, 2013 3:36 PM
219	As they do in Birmingham, if you park less than 2 hours, then parking is free. If you have to use the lot for longer, they charge a fee. Other cities stamp your ticket from downtown businesses so you get free parking if you purchase things. Either would make sense to me.	Mar 14, 2013 3:36 PM
220	none	Mar 14, 2013 3:31 PM
221	Any parking structure should "blend in" w/ the downtown and should not interfere with the Main Street look as it is today.	Mar 14, 2013 3:05 PM
222	We have random people (workers and visitors)parking in our lot all the time. Sometimes our own workers find it hard to park in our private lot. And for special events? Forget it. If we don't block spaces for ourselves, we'd never find a spot in our own lot. I shouldn't have to pay for a structure when I own my own lot and have no customers/clients for our business. I paid a substantial premium for the property to own my own parking spaces.	Mar 14, 2013 2:41 PM
223	Business owners and workers should not use prime parking.	Mar 14, 2013 2:37 PM
224	signs indicating parking lots and walking distances/time from lot to posted signs.	Mar 14, 2013 1:54 PM
225	Agree with deck or structure parking, as in Birmingham, MI. Well lit and safe, it would not be a problem for me any time of day! :-). With friends who need it, i believe handicap parking should also be considered.	Mar 14, 2013 1:46 PM
226	Lets just get the job completed and provide quality parking in Rochester like Birmingham does. The first 2hrs. are free then the customers must pay the rest.	Mar 14, 2013 1:38 PM
227	build a couple of parking structures -- both east and west of Main Street	Mar 14, 2013 1:37 PM
228	not in support of parking structures (ugly sight lines); would like to see removal of paid meters on side streets	Mar 14, 2013 1:32 PM
229	DO NOT do anything that will raise my taxes - period.	Mar 14, 2013 1:16 PM
230	I think parking in Rochester is relatively easy and with the free parking right now, very inviting. I lived in Royal Oak. Parking is a mess. Never could find spots. They built a parking garage which helped but cost money and required walking far. Then they increased the parking meter rates and extended the hours, which really angered people. Maybe implement pay-on-use. Put in money then, based on the time you were gone, give money/credit back based on the difference. Or if you have a garage, implement pay on use. When you return to the garage, you pay at a kiosk for the amount of time you spent parked, get a ticket, then use it to exit the gate. not attendants needed. All self serve. This is how they do it	Mar 14, 2013 1:11 PM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

in Europe. Another option is to allow frequent parkers to pay in advance for time at a discounted rate. Can be designated by a tag/sticker in the car or a special "credit" card that can be used to pay for minutes at the meter.

231	We would like to see a parking structure built close to downtown Rochester and would be willing to pay a nominal fee. Than if we came into town and weren't able to find a free parking space on Main Street, we'd park in the above mentioned parking ramp and pay our fair share.	Mar 14, 2013 12:57 PM
232	parking structures are an excellent idea don't know why Rochester doesn't have one or more. Ex. Royal Oak and Birmingham.	Mar 14, 2013 12:38 PM
233	For years now potential customers have been leaving to shop at malls to avoid watching a parking meter. I worked on main street for twelve years and all I heard on a daily basis is that the customers were tired of paying parking tickets. One woman had to run out with wet hair from a salon to put more money in the meter. This has driven people out of our town and to the malls where they can park and shop and not give a meter a thought. What a shame. Now the stores are suffering but you've lost the people.	Mar 14, 2013 12:35 PM
234	I would love a parking structure so a lot of parking is available close to Main. Large parking structure at library? I get a lot of take out food and on the weekend it is difficult to find close parking - and I only need parking for 20 minutes or less. Thanks	Mar 14, 2013 12:33 PM
235	If the land used for the parking structure is city owned, the city and the business owners should split the cost. By not charging the parking customers, they will be inclined to do more business downtown. Customers should not be penalized for shopping downtown by charging for parking.. Malls don't. Somerset doesn't. Make it easy and reasonable for customers to want shop there and spend time there.. The more time spent, the more money spent.	Mar 14, 2013 12:22 PM
236	Privately owned parking deck is the answer - if not, business owners-residents should not be burdened with more debt/taxation when it benefits the business	Mar 14, 2013 12:21 PM
237	Parking garages can be a hassle and might take away from the charm of the city's skyline.	Mar 14, 2013 12:13 PM
238	I don't attend special events so don't know how to answer that question. Some people park by my home on First St, though, during special events. I have a disability so need to park close to my destination.	Mar 14, 2013 12:08 PM
239	I have a disability so structure is out of the question. That would feel unsafe. I wish there were at least two spots on street, each side for handicap. I felt that the snow removal last go round was not sufficient. Out to dinner that night...could not turn because of snow in middle of SIDE street and coming in from the rear entry was less then safe. Not enough clearing, ice removal or salt product.	Mar 14, 2013 12:02 PM
240	I think a nicely done parking structure would be very helpful. For some events, especially PCCA parking is a nightmare and owners of buildings with private lots, even when they are closed can be very rude and mean and make people feel so	Mar 14, 2013 11:59 AM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

unwelcomed. Also, the town can be hard for parking for handicapped and older people

241	As a Rochester Hills resident, my primary access to downtown Rochester is on evenings and weekends for dining and for special events. In general, I find the parking availability and cost to be favorable. During special events, especially while the holiday lights are on, parking is a challenge, but I think it's a testament to the quality of Rochester's special events and attractions. I typically avoid metered parking as I never have change and don't know if meters are up to date in accepting credit cards, so I would chose a surface lot or parking garage over meters. Birmingham has a nice thing going with 2-hrs free in the garages and I am willing to walk a few blocks for free parking. I find a city like Royal Oak to be a pain for parking as all of the curbside and surface lots are metered. If Rochester became like Royal Oak I would likely avoid downtown restaurants based on the annoyance of parking. If you were to build a paid parking structure to accommodate overflow traffic during special events, I think that would be a good thing, but otherwise I think the current day-to-day parking situation in downtown Rochester is good and I would be careful not to change things so drastically as to risk deterring visitors.	Mar 14, 2013 11:58 AM
242	Get rid of parking on Main Street-widen sidewalks to accommodate outdoor eating, walkers and bikers. Build low parking structures around town like the Royal Park has so they're not such an eye sore.	Mar 14, 2013 11:54 AM
243	I have lived in downtown Rochester for over two decades and have always admired the city's oversight of it's development. Not allowing the city to grow beyond its limits has kept the feel and architecture at a human/walkable scale. If that is lost . . . then we end up with an unattractive town that is based on \$\$\$ and not quality of life within it. (i.e. Birmingham . . . where I had lived previously). A high/mid rise parking structure would be a step in the wrong direction. The city officials have always seemed to be attentive of the city's limitations regarding growth and should be commended for that. Please continue to allow the city to grow . . . but certainly not beyond its limits and capacities.	Mar 14, 2013 11:52 AM
244	I think a parking structure would be a great investment into the downtown area. If any more land is used for parking, this will limit future development downtown. Since we can't go out, we should go up.	Mar 14, 2013 11:52 AM
245	Parking structure does not fit the decor of Rochester. Maybe at 3rd and walnut by designhaus but not too tall... Which then might not be worth the investment. Most of the time it is adequate if people are willing to walk. Use grass across from fire department as overflow for events or continue using shuttles from high school or other.	Mar 14, 2013 11:49 AM
246	Multi story parking garage, or and underground to achieve a greenscape.	Mar 14, 2013 11:46 AM
247	I like that the lots are free. It was always a hassle to pay to park on the streets. If you have to charge to park in the public lots, please consider a parking pass available to the residents.	Mar 14, 2013 11:45 AM
248	Parking structure would be great. If you charge...please allow payment with Credit Cards & figure in the needed staff to give & process tickets.	Mar 14, 2013 11:40 AM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

249	One of the things that makes Rochester so great compared to other cities like Birmingham and Royal Oak, is that you don't have to pay to park. The only times I have issues finding a close parking spot is near restaurants on Friday and Saturday so I park in the further lots. Generally, I have no trouble finding a spot. If I had to pay for parking, I would go someplace else besides downtown for dinner.	Mar 14, 2013 6:25 AM
250	There are some area's available to use for parking. One of the areas is south of Rochester Mills, across from the main fire station. Also, the lot where Royal Park employees park can be improved as it's a somewhat hap-hazard parking mess. Lastly, I want to say, do not turn Rochester into a "Ferndale" that is chocked with parking meters and pay stations. I think keeping parking free has a massive benefit to the retail /offices that call Rochester home. Pay parking is a huge discouragement to doing business downtown and have fun with the parks and trail systems.	Mar 13, 2013 11:58 PM
251	It is way past due to erect parking garages if only even two levels. Parking is horrible and keeps people from going to downtown to restaurants and events	Mar 13, 2013 10:28 PM
252	Guess I must walk there too often since I've never noticed a problem??!?!?	Mar 13, 2013 10:16 PM
253	Put parking structure behind Western Knitting Mill	Mar 13, 2013 9:18 PM
254	I love that we have free parking! It's a beautiful gift our city offers! I feel proud to live here for so many reasons, and free parking is one of them. I can see a parking structure as helpful - but where as not to be disruptive to the beauty?!	Mar 13, 2013 7:28 PM
255	A parking structure might be helpful, but I am like everyone who probably doesn't want it to be an eyesore.	Mar 13, 2013 6:33 PM
256	We seldom have trouble finding parking. Even for arts n apples, we seem to be able to get parking in reasonable time/distance. please don't put meters back on the Main Street. If it got to the point that we really had trouble with parking, then we would be okay paying if it meant more spaces but a structure sure would hurt the ambiance of the small town if it was right behing the stores.	Mar 13, 2013 5:57 PM
257	How about less parking and more cabs. Just on Thursdays Friday and Saturdays nights from 7-2 a m. Just for the locals. The cab stands can be on both sides of the street but in back i e Walnut and what ever the street is behind O connors. The cab will drive as far as Royal Oak then you can get another cab. like a 15 mile radius for the locals.	Mar 13, 2013 5:48 PM
258	A parking structure would ruin the beauty of downtown. The current parking lots are nicely laid and very adequate parking. The amount of free parking lots in Rochester is one of it's great assets!	Mar 13, 2013 5:41 PM
259	Add a trolley	Mar 13, 2013 5:36 PM
260	Eliminate parking on Main Street to improve traffic flow and space on sidewalks. Add more lots on east side of downtown.	Mar 13, 2013 4:56 PM
261	#1. Public Transportation. #2. Make pedestrian circulation more prominent than	Mar 13, 2013 4:45 PM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

vehicular circulation.

262	One of the things I like most about downtown Rochester is the free parking lots, especially when compared to places like Royal Oak or Birmingham, where it is often expensive to park.	Mar 13, 2013 4:25 PM
263	Would prefer no pay, but understand issue with sellers/staff not moving cars. Like bham model of free for first two hours, then pay for structures. Hate parking meters on walnut st.	Mar 13, 2013 3:39 PM
264	On weekdays parking is not a problem - it's only on Friday and Saturday nights that we ever have trouble.	Mar 13, 2013 3:31 PM
265	build parking structure at mill and diversion st.	Mar 13, 2013 3:13 PM
266	Parking structure	Mar 13, 2013 2:50 PM
267	Not in favor of a parking structure at all.	Mar 13, 2013 2:43 PM
268	I don't see any problems with the parking situation in Rochester. In fact it's usually easy to park near my destination because of all the surface lots. I would definitely not like to see parking structures in town; I think that changes the feel of the city in a negative way. I guess it would make it feel like a bigger city, and I like the smaller more welcoming city feel we've got now. And I'd also worry about crime being invited by a parking structure.	Mar 13, 2013 2:40 PM
269	Parking isn't too bad in Rochester on regular days-dont turn into Royal Oak with parking! Its too hard to find a spot in RO because everyone avoids the structure and makes my family not go there. (We had to go there a month ago and spent 20 min looking for parking on a Wednesday night and bragged to the people we were meeting about how easy Rochester is!	Mar 13, 2013 2:35 PM
270	I don't understand how Lytle Pharmacy gets SEVEN 20 minutes spots surrounding their business when the other businesses aren't give the same consideration!	Mar 13, 2013 2:26 PM
271	I would consider a parking structure but PLEASE DO NOT MAKE IT AN EYE SORE nor place in in view of our beautiful downtown.	Mar 13, 2013 2:16 PM
272	Please do not build an ugly parking garage. It will greatly detract from the quaintness of downtown.	Mar 13, 2013 2:16 PM
273	Keeping parking free/low-cost is essential. Also, a centralized parking structure would be great. It should not be an intrusive structure and should be well off of Main St. Encouraging customers to the shops in Downtown is essential.	Mar 13, 2013 2:13 PM
274	Most people are terrible parallel parkers. I would always be willing to pay to park in the evening, because if I am downtown in the evening it is for a dinner with a price tag over \$30, so \$4 parking is fine, but during the day, I would choose Starbucks over dessert oasis, Walgreens over lytles and somerset over Janet Varner for window shopping if I had to pay to park. I would think local merchants should offer vouchers with purchase if there was a parking fee so they don't lose customers during the day.	Mar 13, 2013 2:12 PM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

275	Fix the traffic light so there is not a constant traffic jam in and leading to downtown. It should not take 15 ,minutes to circle a 1/4 mile block.	Mar 13, 2013 2:11 PM
276	All businesses should be required to register their employees' license plates with the Rochester PD. Employees who don't park in designated areas should be warned, then ticketed. The number one complaint merchants receive is that customers can't find a place to park. Check out the parking lots on the east side of Main Street in the a.m. You will find the same, employee owned vehicles taking up prime spots which should be reserved for customers. People are shopping at the village because parking is easy there.	Mar 13, 2013 2:06 PM
277	I've lived in Rochester for many years and parking has never been an issue until just recently. Now it's a big issue. It takes me on average 10 min to find a parking spot around 6-8pm on Friday's and Saturday's. Sometimes the same during the work week.	Mar 13, 2013 1:58 PM
278	One of the best things about Downtown Rochester is the ease of finding free parking. I would quickly be more inclined to shop/eat elsewhere if I had to pay to park. I can go to a chain restaurant/store instead and not pay for parking. So the free/easy parking that is currently available tips to Rochester's favor.	Mar 13, 2013 1:51 PM
279	It's getting to the point that we may need a multi-level structure centrally located, metered and enforced.	Mar 13, 2013 1:28 PM
280	Please put the meters back it is the only way to keep everyone honest. It is the only way to keep parking open for visitors and shoppers also.	Mar 13, 2013 1:28 PM
281	Employees should have designated lots or a parking structure. Their cars are the ones taking up prime spaces for many hours at a time. Keep prime parking spaces (those within one block of Main Street) for customers!	Mar 13, 2013 1:25 PM
282	Monorail!	Mar 13, 2013 1:24 PM
283	Please don't add a parking structure. Don't want to turn into Royal Oak. Keep it safe.	Mar 13, 2013 1:22 PM
284	i would consider #10 depending on location	Mar 13, 2013 1:18 PM
285	One way parking lots make it harder to navigate to find a spot.	Mar 13, 2013 1:15 PM
286	I don't go to Royal Oak because you must pay to park nor do I go to Detroit for the same reason. Getting a ticket for supporting the community you are visiting is disappointing, unfriendly and discourages return business. Rochester is and always has been a visitor friendly community. I hope it is able to stay that way.	Mar 13, 2013 1:15 PM
287	Signage - why not put up attractive signs in or near those lots that provide a parking map for downtown. That way someone who finally found a spot can check it out and know their options for future visits. We dread evening visitations to Potere Modetz. The restaurant parking overflows everywhere and if the funeral home lot is full we've got to walk quite a distance.	Mar 13, 2013 1:07 PM
288	I hate the idea of paying parking. However, if a parking structure is necessary (and I think it is), perhaps whichever parking spots are nearer shops and	Mar 13, 2013 1:02 PM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

restaurants should cost.

289	Although I would pay to park I don't feel it is a good way to treat patrons coming to spend money. In my opinion a multiple level structure would be the best long term solution for Rochester.	Mar 13, 2013 1:01 PM
290	Rochester is in desperate need of a parking solution, so many businesses and people suffer by lack of sufficient parking. Anytime there is a special event parking is an absolute nightmare and I can honestly say I'd rather skip the event all together that fight with that mess. Driving around for an hour just to find somewhere to park is very discouraging and just not worth it.	Mar 13, 2013 12:54 PM
291	I would park in a free structure like Royal Oak has	Mar 13, 2013 12:53 PM
292	I would use the parking structure if it were available but I hope it is carefully planned. Have lived here for over 30 years and love the charm of Rochester.	Mar 13, 2013 12:51 PM
293	One of the hardest parts of parking, besides finding a parking spot, is remembering to grab \$\$\$\$. Royal Oak has credit card meters and parking garages that accept credit cards. Birmingham allows you to park in their garages for free the 1st hour (may be its the 2 hours?) Having the option of a parking garage gives me the option to always have a parking spot if i am not able to find street parking.	Mar 13, 2013 12:47 PM
294	I usually have no trouble finding parking, but I am willing to walk a couple of blocks.	Mar 13, 2013 12:44 PM
295	It would benefit business owners to have free, easy parking to attract more people to frequent their business. If people have to pay to park it would either deter them or take away from money they're spending in the businesses.	Mar 13, 2013 12:43 PM
296	Get rid of the parking meters!! I cannot relax and enjoy myself when I have to worry about getting a ticket! I HATE parking meters!	Mar 13, 2013 12:42 PM
297	I am not sure if a parking structure is always necessary in Rochester now or in the future, but at peak times yes. Looking at other surrounding cities, royal oak and Birmingham in particular, I think Rochester is in a better place by not being as strict with the pay parking. It is easier to justify coming to Rochester if the parking is free and a structure will not maintain this strategy. I think more parking in remote lots will help more than a structure. It could be interesting to put time limits only on high traffic zones, near shops and restaurants and ensure some unlimited parking for employees and others who visit for longer. This could be identified by color coding or other means. I was living in Rochester before and now live in Brussels Belgium where they have a multi-level approach to pricing and time limits and it seems to work quite well. I think it could be interesting to look at any case study possible to avoid charging for parking in the city...even if it means financial input from the local vendors this could help. Look at the benefit of the big bright light show...	Mar 13, 2013 12:37 PM
298	More electric vehicle parking. Making a structure behind Mr B's lot would work nicely. More parking is a must to grow the city and improve sales.	Mar 13, 2013 12:36 PM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

299	Would underground parking be a viable option?	Mar 13, 2013 12:28 PM
300	It woul be a great help to have a credit card system like b-ham has for parking meters	Mar 13, 2013 12:25 PM
301	Parking is a big problem during the winter when the lights are on. A parking structure would be a great solution. If you must charge to use it please be sure to make it reasonable. Such as \$1 per hour for the first 2-3 hours then drop it down to \$.50 an hour. Keep the business coming to downtown!	Mar 13, 2013 12:20 PM
302	You can't have the public pay for building and maintaining facilities, because you want people to come into town and shop . . . not at the village where there's free parking. And business owners are having a hard enough time surviving to have to pay. Keep the great shops going! Love to check out boutiques and resale shops in town.	Mar 13, 2013 12:16 PM
303	Most of the time I walk to town but when I drive I park on the east side of Rochester Road in one of the lots. Many who work or own shops on Main Street are taking the now free parking spots I'm front on their businesses...this is not right. This is why there is never a parking spot available on Main St. A parking structure near the fire station would be nice.	Mar 13, 2013 12:13 PM
304	You lose the character and charm of Rochester if you build a parking structure. I do not feel there is enough commerce downtown that warrants a parking structures. You have a blend of shopping (typically daytime) and restaurants/bars (typically evenings) which the parking tends to transition between these 2 as day progresses to night. The last thing I would want to do is pay to go shopping downtown or have an eye exam... if that's the case I'll travel to another customer friendly city.	Mar 13, 2013 12:09 PM
305	I live just outside of the downtown Rochester area and having grown up in Royal Oak - I do see the need and the advantages of having parking structures. I would just hope they weren't over 3 stories high and maintained the same style as the other buildings.	Mar 13, 2013 12:03 PM
306	More shuttles for special events (festivals, parade, art fair)	Mar 13, 2013 11:59 AM
307	It seems that since the construction has been finished the parking on Main has been very difficult. I'm hoping its not bc employees are parking in front of their stores since there are no more meters.	Mar 13, 2013 11:56 AM
308	The addition of at least two parking structures, which should be paid parking.	Mar 13, 2013 11:55 AM
309	A parking structure is a good idea if you make business owners and employees park there and free up the open lots for customers. Sometimes I try to park in the lot behind Mr. B's at 11:00am in the morning and that lot is full. When I asked in Mr. B's who parks in that lot so early they claim it is employees of businesses downtown. That is not right. You need to free up the lots for customers...make the owners of businesses and their employees walk. If not, they are taking up spaces for 8hrs or more!!	Mar 13, 2013 11:51 AM
310	Please keep it cheap. A lot of cities are upping the cost. It something I really like	Mar 13, 2013 11:49 AM

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about downtown Roch. Parking is not hard.

311	Don't you dare put a parking garage in! Rochester has that "small town" feel, anything urban would detract from the charm!	Mar 13, 2013 11:47 AM
312	I think the ban on parking over night is stupid, it does not promote safe driving and getting a cab instead	Mar 13, 2013 11:45 AM
313	Build a parking structure in the enormous empty lot across 2nd street from the fire department, or in the unused lot across 1st street from the Chamber of Commerce where there is a creepy old site trailer.	Mar 13, 2013 11:43 AM
314	Please put a parking structure in	Mar 13, 2013 11:43 AM
315	A downtown that doesn't rely on residents who live nearby as its primary source of business and has not mass transit needs to cater to motorists. While many residents may voice concern about a parking structure, there really is no good reason not to have one. The buildings on main street are tall and won't be overshadowed by a 4 story structure. There are few residents who live one block off of Main Street between 2nd and University who would be affected by such a structure.	Mar 13, 2013 11:42 AM
316	If a parking structure is ever considered, it is a must that it should have street level shop space at the bottom.	Mar 13, 2013 11:42 AM
317	Need MORE parking - period!	Mar 13, 2013 11:37 AM
318	Truthfully I would kind of hate to see a parking structure Downtown. Because it's a smaller area I think it would kind of ruin the feeling of the area. Plus I think there are so many other things that would be a better use of the limited empty space we have downtown.	Mar 13, 2013 11:36 AM
319	If you want to encourage people to shop downtown, you need to keep parking free.	Mar 13, 2013 11:35 AM
320	PAINT LINES ON SPACES!! Get rid of parking meters, we are not Royal Oak!	Mar 13, 2013 11:34 AM
321	There is a definite need for a parking structure downtown. I wouldn't have a problem paying a small fee to park if it would help finance a structure.	Mar 13, 2013 11:32 AM
322	As a merchant, I very much appreciate being able to offer my customers free street parking near my business as well as free municiple lots. There is a strong negative connotation to a city where parking is all paid and tickets are the norm. Think Royal Oak where people call the enforcers parking Nazis. If someone wants to visit the downtown and enjoy ALL it has to offer, they should not be looking at their watches and deciding against checking out a shop or a restaurant because they have to tend to feeding a meter. That's a very big deterrent to a leisurely experience downtown. Love the free parking since the construction and so do our customers.	Mar 13, 2013 11:31 AM
323	We've been saying for a few months now that it seems like RH is expanding faster than its parking lots can keep up with and that we'd love a parking garage like you can usually get in Birmingham or Royal Oak, so we're really happy to	Mar 13, 2013 11:29 AM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

see you guys taking this on! We love to go out with friends to eat, but we often end up avoiding main street after 5 and especially on a Friday or Saturday (and doubly so in cold weather!), because finding a spot takes too long. I think all the lots on the west side need more help than the ones on the east side - the lots on the east side are consolidated into a couple of long lots stretching out behind the shops, so it's easier to see if there's a spot or if it's full - on the west side, you have kind of a cluttered collection of tiny lots tucked into various corners, and it's a pain in the butt to crawl from lot to lot looking for a space. I think a parking garage would be ideal because you'd be tripling (or more, depending on how many floors you want) your existing space, but not sure where a good place for it would be without displacing local businesses or hurting their visibility. Maybe the back lot that's diagonally across the street from Penny Black? Good luck, and thanks!

324	I think there is plenty of parking even during an event, you just need to walk a little further, If there was a parking structure it would be the same thing since Im assuming it wouldnt be very visibly pleasing to have it close to main street.	Mar 13, 2013 11:28 AM
325	Please Do Not follow the model set by Ferndale, and Royal Oak. Why not use what is the current set up, Main Street free, and side streets pay, free in back lots. Or free entirely, you do have to pay someone to check, and collect meters. Advertise Free Parking In Rochester, that will bring people To Rochester rather than the mess they have in Ferndale. I recall working in Ferndale years ago, and having to pay tickets because the boss wouldn't let you have a quick break to feed the meter. It was very discouraging. My opinion today is to Lure people to Rochester with as positive an experience as possible. Don't confuse with unusual meters. Thanks for allowing me to express my thoughts.	Mar 13, 2013 11:27 AM
326	I hope this does not mean you are going to take someones property-- to make a parking structure~!!!!	Mar 13, 2013 11:27 AM
327	I'm a Rochester resident, though I don't live "downtown." I never have an issue finding parking downtown (aside from major events like Lagniappe) and I really hope they don't throw up an ugly parking structure! If this is really an issue, my guess is it is for specific businesses/residents and in that case, those businesses or residents should pay for their own parking needs. I think public parking as is works fine. There's almost always space to parallel park, if not on Main, then on a side street, and there are great free lots that aren't too far of a walk to wherever you need to go.	Mar 13, 2013 11:26 AM
328	Enforce the time limits by issuing parking tickets or towing vehicles. Allow longer-term parking in off-street lots.	Mar 13, 2013 11:26 AM
329	If you reinstitute on-street parking, the meters should not require coins. Parking lots/structure could be privatized.	Mar 13, 2013 11:25 AM
330	Rochester needs more handicap parking spots.	Mar 13, 2013 11:25 AM
331	I would consider parking in a structure as long as I didn't have to pay.	Mar 13, 2013 11:24 AM
332	make the private parking more clear. Light up the streets and parking lots MORE for night time employee's walking to their cars. the soft yellow lighting does not	Mar 13, 2013 11:22 AM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

cut it; we need BRIGHTER white/LED lights!

333	remove time limits to park in lots; add meters on streets;	Mar 13, 2013 11:22 AM
334	Nice parking structure should be built similar to Birmingham or ROyal Oak. May bring more visitors.	Mar 13, 2013 11:22 AM
335	I would hope you could have free parking.	Mar 13, 2013 11:22 AM
336	Please do not build a parking structure, whatever you do! Rochester is a beautiful city and a structure would immediately take away from that beauty. It would be an eyesore, no matter how much you try to make it blend in. I would much rather have trouble parking.	Mar 13, 2013 11:21 AM
337	Please, keep the parking either free or a nominal cost -- i.e. \$1. It's great that as patrons of downtown businesses, we're not nicked and dimed to death in order to park. I don't mind feeding a few coins into a meter if I want street parking, but make the parking time limits long enough, and keep the lots very low cost or free.	Mar 13, 2013 11:20 AM
338	i might consider a parking structure BUT it has to be built in the proper location. if the city could actually lease out all the available store fronts (which by the way, your prices run way too HIGH! maybe that's why businesses can't thrive/grow) then a parking structure would be called for. empty space next to rochester mills makes sense for this. dda needs to get their act together first.	Mar 13, 2013 11:19 AM
339	I think the parking lot next to the building with Smackwater Jack's would make a PERFECT space for a parking structure. Also, the area next to Rochester Mills Brewery would also be a prime space for a parking structure, especially for special events downtown. I mainly partake in the nightlife downtown and in the summer, we usually just walk from home. However, in the winter, it's hard to navigate the slippery streets in heels, so it would be nice to either have a guaranteed place to park (like a parking structure) or better taxi services in the area. I can't tell you how hard it is to get a cab in Rochester!	Mar 13, 2013 11:19 AM
340	I do not like your answers on #9. There should be another option - "a combination of the above".	Mar 13, 2013 11:19 AM
341	A parking structure would not fit in with the feel of downtown Rochester.	Mar 13, 2013 11:18 AM
342	parking is fine just tell your police officers to stop harassing and embarrassing people	Mar 13, 2013 11:18 AM
343	It might be nice to have one central parking structure or area to park. It's difficult to drive all over the place looking for parking now because there are so many small lots scattered around the town.	Mar 13, 2013 11:17 AM
344	I was happy to see no meters on Main Street on my most recent visit. I hope they do not return.	Mar 13, 2013 11:16 AM
345	If a parking structure were to be built, it has to be done RIGHT. Do not take after Royal Oak. That city has a worse parking issue than Rochester and they already have a parking structure that no one wants to use unless they have to. Just	Mar 13, 2013 11:13 AM

Q1. If you have any suggestions or ideas to improve parking in downtown Rochester, please write them in the space below. Thank you for your participation!

remember, it's 2013 and it's a time to live outside the box.

346	Better parking signage for event parking directing people. It is always a mess during events. Free parking is keeping people visiting downtown businesses. Meters and other parking charges will drive people back out to the strip malls.	Mar 13, 2013 11:13 AM
347	Incorporate parking into commercial structures so the tax base in the downtown is improved or atleast not eroded.	Mar 13, 2013 11:11 AM
348	I do not believe the city should be charging parking fees. Their is no reason to do that in a city the size of Rochester.	Mar 13, 2013 11:11 AM
349	similar to downtown Birmingham would be ideal	Mar 13, 2013 11:11 AM
350	I think a structure is needed as the downtown area continues to boom.	Mar 13, 2013 11:09 AM
351	Any additions, should also include more FREE Electric Vehicle charging stations.	Mar 13, 2013 11:09 AM

Exhibit E – Shared Parking Demand Models by Sub-Area

The Concept of Shared Parking Demand and the Effect of Captive Market Reductions

Parking demand is defined as the peak accumulation of parked vehicles generated by each building or land use within the area being studied. For most land uses, the intensity of the land use and size of the building (gross floor area) is used to compute estimates of peak parking accumulations. Parking ratios, determined by dividing the peak parking accumulation by the floor area, have been assembled and reported by the Urban Land Institute (ULI), and the Institute for Transportation Engineers (ITE). These sources are often used by local zoning and planning codes to establish parking ratios for various land uses in local ordinances.

Parking demand in central business districts and high density urban mixed use developments can be significantly overstated if each land use must provide parking in accordance with minimum parking ratios contained in local zoning ordinances. This occurs for four (4) primary reasons:

1. Base parking ratios used by most zoning and planning codes are built on the formula that each land use is a stand-alone location and that every trip to the land use is by a single occupancy vehicle. This base formula tends to overstate parking demand in urban areas.
2. Parking ratios fail to recognize that different activity patterns of adjacent or nearby land uses result in variations of peak accumulation by time of day, day of week, or season of year. This concept is known in the parking industry as **Shared Parking Demand**.
3. People often patronize two or more land uses in close proximity to each other in a single trip. This concept refers to office workers who shop or dine within the development area, hotel guests, or retail patrons who support restaurant entertainment venues while remaining parked at their original locations. These activities help to reduce total parking demand in mixed use downtowns and are referred to in the parking industry as **Captive Market Reductions**.
4. The density of development, the use of alternate modes of transportation such as carpooling, biking and walking also reduces the reliance on the automobile. These activity patterns also help to reduce total parking demand in urban areas and are referred to as **Modal Split Reductions**.

Estimating Parking Demand in High Density Urban Areas – Shared Demand Modeling

According to the ULI, the combined effects of shared parking demand reductions, captive market reductions and modal split reductions can reduce true parking demand in mixed-use projects in high density central business districts by as much as 60% or greater.

The attached shared parking demand models were developed for each of the parking study sub-areas based on existing land uses and gross building floor areas as reported by the Oakland County Property Gateway. These models only account for shared demand reductions and do not account for captive market reductions, which can be highly subjective and difficult to quantify. The shared parking demand models also assume full occupancy of all land uses.

Due to the factors cited above, shared parking demand modeling still tends to overestimate true parking demand. However, the models are valid for planning purposes and will be particularly useful in evaluating how future development projects will impact parking on a project-by-project basis.

Rochester Shared Parking Demand Analysis: Sub-Area 1
PROJECTED PARKING DEMAND BY HOUR
 (BASED ON URBAN LAND INSTITUTE SHARED PARKING MODEL)

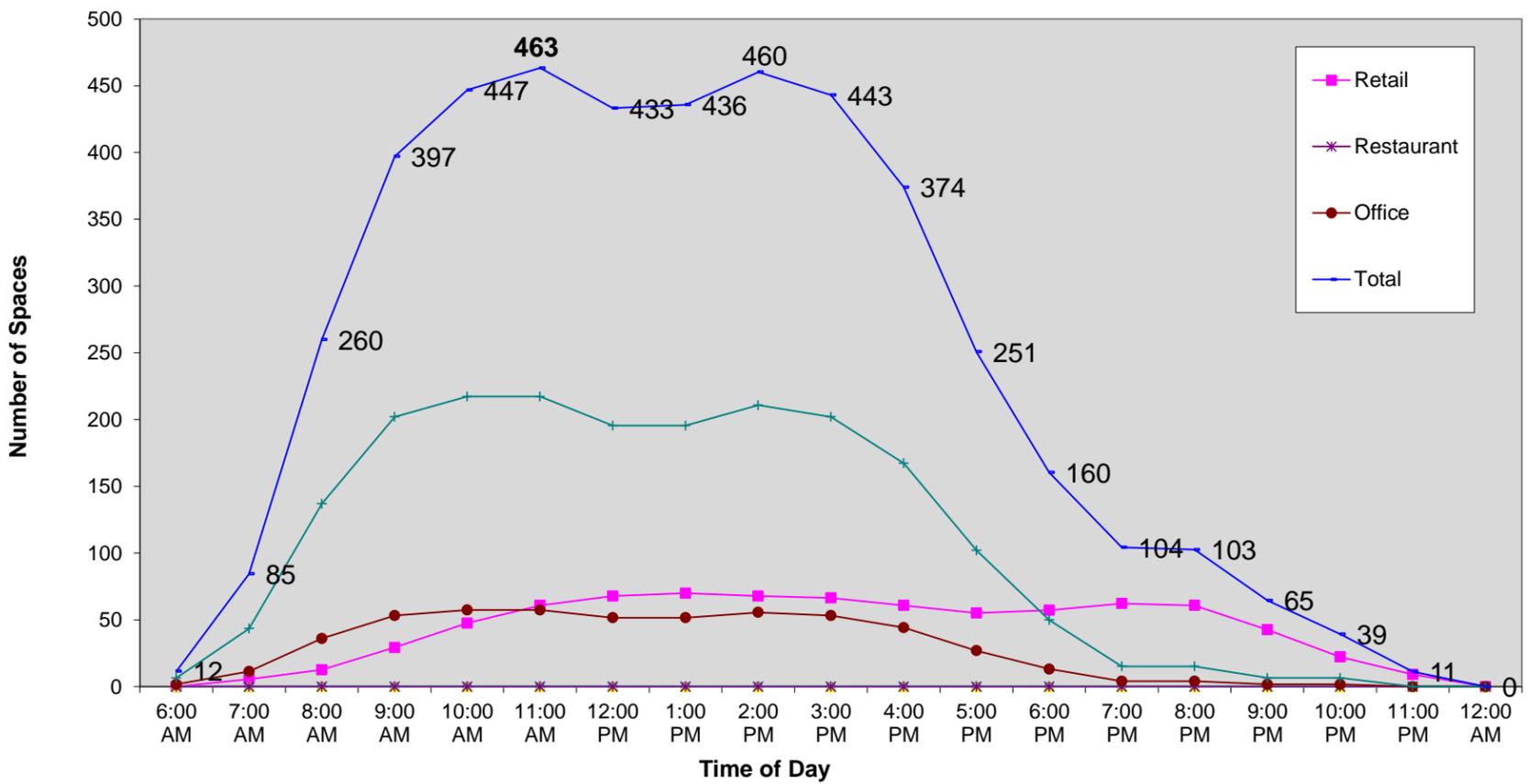
Hourly Accumulation of Parked Vehicles by Land Use as a Percentage of Peak Hour Demand													
Hour of Day	Hotel		Retail		Health Club		Residential		Restaurant		Office		Medical
6:00 AM	100%		0%		70%		100%		0%		3%		3%
7:00 AM	85%		8%		40%		87%		2%		20%		20%
8:00 AM	65%		18%		40%		79%		5%		63%		63%
9:00 AM	55%		42%		70%		73%		10%		93%		93%
10:00 AM	45%		68%		68%		68%		20%		100%		100%
11:00 AM	35%		87%		80%		59%		30%		100%		100%
12:00 PM	30%		97%		60%		60%		50%		90%		90%
1:00 PM	30%		100%		70%		59%		70%		90%		90%
2:00 PM	35%		97%		70%		60%		60%		97%		97%
3:00 PM	35%		95%		70%		61%		60%		93%		93%
4:00 PM	45%		87%		80%		66%		50%		77%		77%
5:00 PM	60%		79%		90%		77%		70%		47%		47%
6:00 PM	70%		82%		100%		85%		90%		23%		23%
7:00 PM	75%		89%		90%		94%		100%		7%		7%
8:00 PM	90%		87%		80%		96%		100%		7%		7%
9:00 PM	95%		61%		70%		98%		100%		3%		3%
10:00 PM	100%		32%		40%		99%		90%		3%		3%
11:00 PM	100%		13%		10%		100%		70%		0%		0%
12:00 AM	100%		0%		0%		100%		50%		0%		0%

Parking Demand Ratios

.88/Room 2.9/1,000 SF 5.5/1,000 SF 1.5/Unit 10/1,000 SF 3.15/1000 SF 3.0/1,000 SF
 Emp .25/Room Emp .7/1,000 Emp .4/Space Emp. 2.75/1,000 Visitor .25/1,000 SF Visitor 1.5/1,000

Hour of Day	Hotel	Emp	Retail	Emp	Health Club	Emp	Residential	Emp	Restaurant	Emp	Office	Vis	Medical	Vis	Total
			24,107		0		0		0		18,204		72,424		
6:00 AM	0	0	0	0	0	0	0	0	0	0	2	0	7	3	12
7:00 AM	0	0	6	1	0	0	0	0	0	0	11	1	43	22	85
8:00 AM	0	0	13	3	0	0	0	0	0	0	36	3	137	68	260
9:00 AM	0	0	29	7	0	0	0	0	0	0	53	4	202	101	397
10:00 AM	0	0	48	11	0	0	0	0	0	0	57	5	217	109	447
11:00 AM	0	0	61	15	0	0	0	0	0	0	57	5	217	109	463
12:00 PM	0	0	68	16	0	0	0	0	0	0	52	4	196	98	433
1:00 PM	0	0	70	17	0	0	0	0	0	0	52	4	196	98	436
2:00 PM	0	0	68	16	0	0	0	0	0	0	56	4	211	105	460
3:00 PM	0	0	66	16	0	0	0	0	0	0	53	4	202	101	443
4:00 PM	0	0	61	15	0	0	0	0	0	0	44	4	167	84	374
5:00 PM	0	0	55	13	0	0	0	0	0	0	27	2	102	51	251
6:00 PM	0	0	57	14	0	0	0	0	0	0	13	1	50	25	160
7:00 PM	0	0	62	15	0	0	0	0	0	0	4	0	15	8	104
8:00 PM	0	0	61	15	0	0	0	0	0	0	4	0	15	8	103
9:00 PM	0	0	43	10	0	0	0	0	0	0	2	0	7	3	65
10:00 PM	0	0	22	5	0	0	0	0	0	0	2	0	7	3	39
11:00 PM	0	0	9	2	0	0	0	0	0	0	0	0	0	0	11
12:00 AM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

**Shared Parking Analysis
Sub-Area 1**



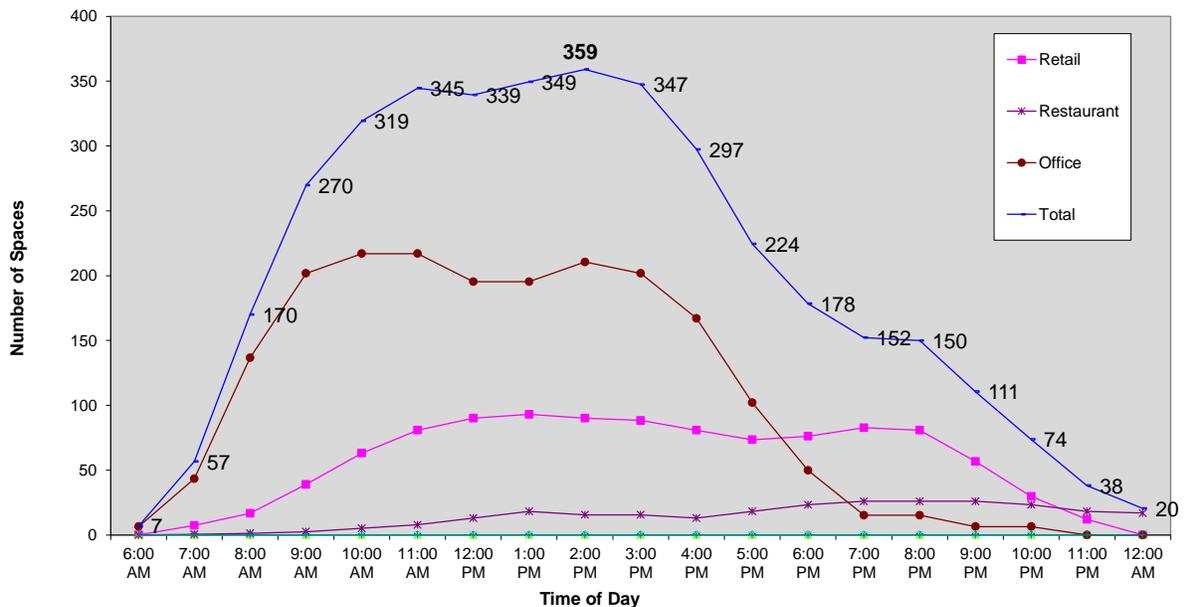
Rochester Shared Parking Demand Analysis: Sub-Area 2
 PROJECTED PARKING DEMAND BY HOUR
 (BASED ON URBAN LAND INSTITUTE SHARED PARKING MODEL)

Hourly Accumulation of Parked Vehicles by Land Use as a Percentage of Peak Hour Demand									
Hour of Day	Hotel	Retail	Health Club	Residential	Restaurant	Office	Medical		
6:00 AM	100%	0%	70%	100%	0%	3%	3%		
7:00 AM	85%	8%	40%	87%	2%	20%	20%		
8:00 AM	65%	18%	40%	79%	5%	63%	63%		
9:00 AM	55%	42%	70%	73%	10%	93%	93%		
10:00 AM	45%	68%	68%	68%	20%	100%	100%		
11:00 AM	35%	87%	80%	59%	30%	100%	100%		
12:00 PM	30%	97%	60%	60%	50%	90%	90%		
1:00 PM	30%	100%	70%	59%	70%	90%	90%		
2:00 PM	35%	97%	70%	60%	60%	97%	97%		
3:00 PM	35%	95%	70%	61%	60%	93%	93%		
4:00 PM	45%	87%	80%	66%	50%	77%	77%		
5:00 PM	60%	79%	90%	77%	70%	47%	47%		
6:00 PM	70%	82%	100%	85%	90%	23%	23%		
7:00 PM	75%	89%	90%	94%	100%	7%	7%		
8:00 PM	90%	87%	80%	96%	100%	7%	7%		
9:00 PM	95%	61%	70%	98%	100%	3%	3%		
10:00 PM	100%	32%	40%	99%	90%	3%	3%		
11:00 PM	100%	13%	10%	100%	70%	0%	0%		
12:00 AM	100%	0%	0%	100%	50%	0%	0%		

Parking Demand Ratios
 .88/Room 2.9/1,000 SF 5.5/1,000 SF 1.5/Unit 10/1,000 SF 3.15/1000 SF 3.0/1,000 SF
 Emp .25/Room Emp .7/1,000 Emp .4/Space Emp. 2.75/1,000 Visitor .25/1,000 SF Visitor 1.5/1,000

Hour of Day	Hotel	Retail	Health Club	Residential	Restaurant	Office	Medical	Total						
	Emp	32,060	Emp	0	Emp	0	Emp	2,599	Emp	68,908	Vis	0	Vis	Total
6:00 AM	0	0	0	0	0	0	0	0	0	7	1	0	0	7
7:00 AM	0	0	7	2	0	0	0	1	0	43	3	0	0	57
8:00 AM	0.0	0.0	16.7	4.0	0.0	0.0	0.0	1.3	0.4	136.7	10.9	0.0	0.0	170
9:00 AM	0	0	39	9	0	0	0	3	1	202	16	0	0	270
10:00 AM	0	0	63	15	0	0	0	5	1	217	17	0	0	319
11:00 AM	0	0	81	20	0	0	0	8	2	217	17	0	0	345
12:00 PM	0	0	90	22	0	0	0	13	4	195	16	0	0	339
1:00 PM	0	0	93	22	0	0	0	18	5	195	16	0	0	349
2:00 PM	0	0	90	22	0	0	0	16	4	211	17	0	0	359
3:00 PM	0	0	88	21	0	0	0	16	4	202	16	0	0	347
4:00 PM	0	0	81	20	0	0	0	13	4	167	13	0	0	297
5:00 PM	0	0	73	18	0	0	0	18	5	102	8	0	0	224
6:00 PM	0	0	76	18	0	0	0	23	6	50	4	0	0	178
7:00 PM	0	0	83	20	0	0	0	26	7	15	1	0	0	152
8:00 PM	0	0	81	20	0	0	0	26	7	15	1	0	0	150
9:00 PM	0	0	57	14	0	0	0	26	7	7	1	0	0	111
10:00 PM	0	0	30	7	0	0	0	23	6	7	1	0	0	74
11:00 PM	0	0	12	3	0	0	0	18	5	0	0	0	0	38
12:00 AM	0	0	0	0	0	0	0	17	4	0	0	0	0	20

**Shared Parking Analysis
Sub-Area 2**



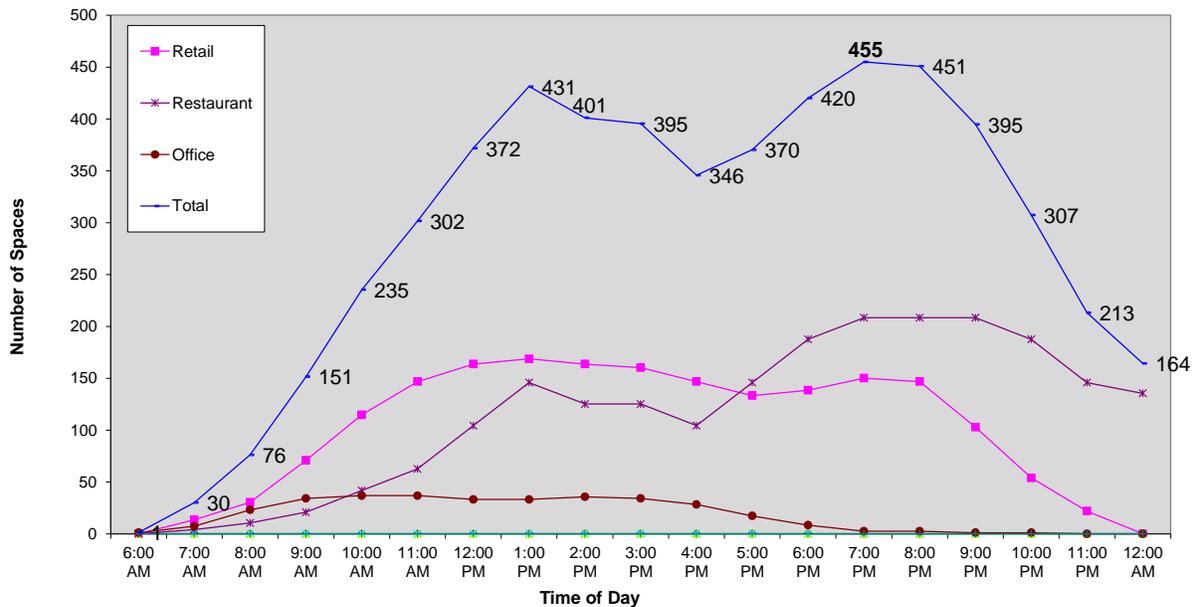
Rochester Shared Parking Demand Analysis: Sub-Area 3
PROJECTED PARKING DEMAND BY HOUR
 (BASED ON URBAN LAND INSTITUTE SHARED PARKING MODEL)

Hourly Accumulation of Parked Vehicles by Land Use as a Percentage of Peak Hour Demand										
Hour of Day	Hotel	Retail	Health Club	Residential	Restaurant	Office	Medical			
6:00 AM	100%	0%	70%	100%	0%	3%	3%			
7:00 AM	85%	8%	40%	87%	2%	20%	20%			
8:00 AM	65%	18%	40%	79%	5%	63%	63%			
9:00 AM	55%	42%	70%	73%	10%	93%	93%			
10:00 AM	45%	68%	68%	68%	20%	100%	100%			
11:00 AM	35%	87%	80%	59%	30%	100%	100%			
12:00 PM	30%	97%	60%	60%	50%	90%	90%			
1:00 PM	30%	100%	70%	59%	70%	90%	90%			
2:00 PM	35%	97%	70%	60%	60%	97%	97%			
3:00 PM	35%	95%	70%	61%	60%	93%	93%			
4:00 PM	45%	87%	80%	66%	50%	77%	77%			
5:00 PM	60%	79%	90%	77%	70%	47%	47%			
6:00 PM	70%	82%	100%	85%	90%	23%	23%			
7:00 PM	75%	89%	90%	94%	100%	7%	7%			
8:00 PM	90%	87%	80%	96%	100%	7%	7%			
9:00 PM	95%	61%	70%	98%	100%	3%	3%			
10:00 PM	100%	32%	40%	99%	90%	3%	3%			
11:00 PM	100%	13%	10%	100%	70%	0%	0%			
12:00 AM	100%	0%	0%	100%	50%	0%	0%			

Parking Demand Rates
 .88/Room 2.9/1,000 SF 5.5/1,000 SF 1.5/Unit 10/1,000 SF 3.15/1000 SF 3.0/1,000 SF
 Emp .25/Room Emp .7/1,000 Emp .4/Space Emp. 2.75/1,000 Visitor .25/1,000 SF Visitor 1.5/1,000

Hour of Day	Hotel	Retail	Health Club	Residential	Restaurant	Office	Medical	Total					
	Emp	58,178	Emp	0	Emp	0	20,840	Emp	11,676	Vis	0	Vis	Total
6:00 AM	0	0	0	0	0	0	0	0	1	0	0	0	1
7:00 AM	0	13	3	0	0	0	4	1	7	1	0	0	30
8:00 AM	0	30	7	0	0	0	10	3	23	2	0	0	76
9:00 AM	0	71	17	0	0	0	21	6	34	3	0	0	151
10:00 AM	0	115	28	0	0	0	42	11	37	3	0	0	235
11:00 AM	0	147	35	0	0	0	63	17	37	3	0	0	302
12:00 PM	0	164	40	0	0	0	104	29	33	3	0	0	372
1:00 PM	0	169	41	0	0	0	146	40	33	3	0	0	431
2:00 PM	0	164	40	0	0	0	125	34	36	3	0	0	401
3:00 PM	0	160	39	0	0	0	125	34	34	3	0	0	395
4:00 PM	0	147	35	0	0	0	104	29	28	2	0	0	346
5:00 PM	0	133	32	0	0	0	146	40	17	1	0	0	370
6:00 PM	0	138	33	0	0	0	188	52	8	1	0	0	420
7:00 PM	0	150	36	0	0	0	208	57	3	0	0	0	455
8:00 PM	0	147	35	0	0	0	208	57	3	0	0	0	451
9:00 PM	0	103	25	0	0	0	208	57	1	0	0	0	395
10:00 PM	0	54	13	0	0	0	188	52	1	0	0	0	307
11:00 PM	0	22	5	0	0	0	146	40	0	0	0	0	213
12:00 AM	0	0	0	0	0	0	135	29	0	0	0	0	164

Shared Parking Analysis
Sub-Area 3



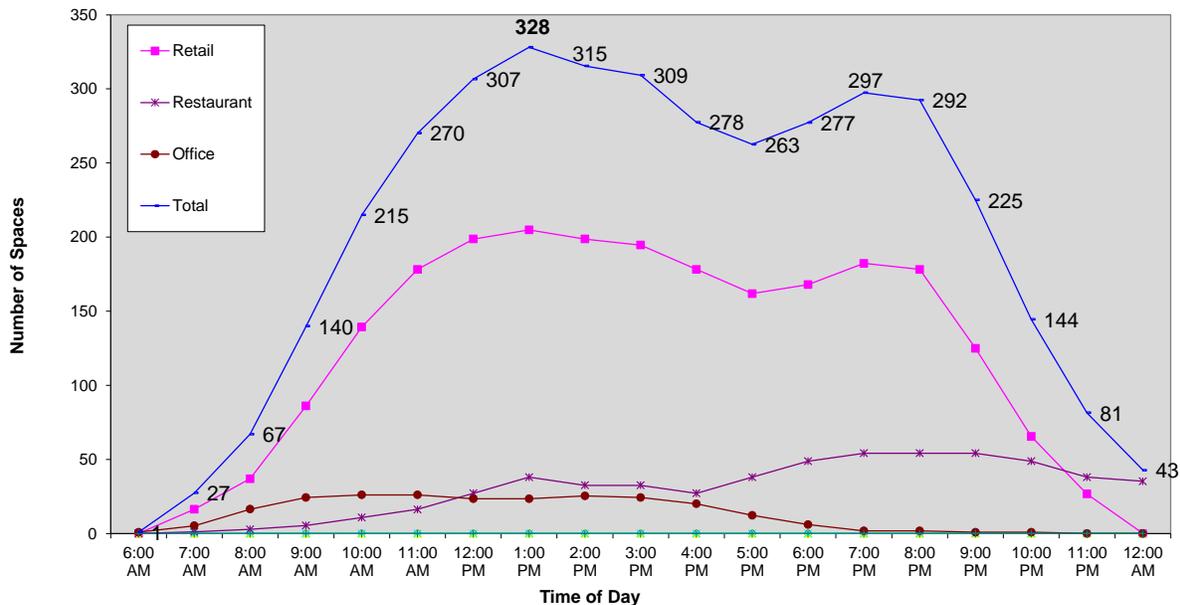
Rochester Shared Parking Demand Analysis: Sub-Area 4
PROJECTED PARKING DEMAND BY HOUR
 (BASED ON URBAN LAND INSTITUTE SHARED PARKING MODEL)

Hourly Accumulation of Parked Vehicles by Land Use as a Percentage of Peak Hour Demand										
Hour of Day	Hotel	Retail	Health Club	Residential	Restaurant	Office	Medical			
6:00 AM	100%	0%	70%	100%	0%	3%	3%			
7:00 AM	85%	8%	40%	87%	2%	20%	20%			
8:00 AM	65%	18%	40%	79%	5%	63%	63%			
9:00 AM	55%	42%	70%	73%	10%	93%	93%			
10:00 AM	45%	68%	68%	68%	20%	100%	100%			
11:00 AM	35%	87%	80%	59%	30%	100%	100%			
12:00 PM	30%	97%	60%	60%	50%	90%	90%			
1:00 PM	30%	100%	70%	59%	70%	90%	90%			
2:00 PM	35%	97%	70%	60%	60%	97%	97%			
3:00 PM	35%	95%	70%	61%	60%	93%	93%			
4:00 PM	45%	87%	80%	66%	50%	77%	77%			
5:00 PM	60%	79%	90%	77%	70%	47%	47%			
6:00 PM	70%	82%	100%	85%	90%	23%	23%			
7:00 PM	75%	89%	90%	94%	100%	7%	7%			
8:00 PM	90%	87%	80%	96%	100%	7%	7%			
9:00 PM	95%	61%	70%	98%	100%	3%	3%			
10:00 PM	100%	32%	40%	99%	90%	3%	3%			
11:00 PM	100%	13%	10%	100%	70%	0%	0%			
12:00 AM	100%	0%	0%	100%	50%	0%	0%			

Parking Demand Ratios
 .88/Room 2.9/1,000 SF 5.5/1,000 SF 1.5/Unit 10/1,000 SF 3.15/1000 SF 3.0/1,000 SF
 Emp .25/Room Emp .7/1,000 Emp .4/Space Emp. 2.75/1,000 Visitor .25/1,000 SF Visitor 1.5/1,000

Hour of Day	Hotel	Retail	Health Club	Residential	Restaurant	Office	Medical	Total
	Emp	Emp	Emp	Emp	Emp	Vis	Vis	
6:00 AM	0	0	0	0	0	0	0	1
7:00 AM	0	16	4	0	1	0	0	27
8:00 AM	0	37	9	0	3	1	0	67
9:00 AM	0	86	21	0	5	1	0	140
10:00 AM	0	139	34	0	11	3	0	215
11:00 AM	0	178	43	0	16	4	0	270
12:00 PM	0	199	48	0	27	7	0	307
1:00 PM	0	205	49	0	38	10	0	328
2:00 PM	0	199	48	0	33	9	0	315
3:00 PM	0	195	47	0	33	9	0	309
4:00 PM	0	178	43	0	27	7	0	278
5:00 PM	0	162	39	0	38	10	0	263
6:00 PM	0	168	41	0	49	13	0	277
7:00 PM	0	182	44	0	54	15	0	297
8:00 PM	0	178	43	0	54	15	0	292
9:00 PM	0	125	30	0	54	15	0	225
10:00 PM	0	66	16	0	49	13	0	144
11:00 PM	0	27	6	0	38	10	0	81
12:00 AM	0	0	0	0	35	7	0	43

Shared Parking Analysis
Sub-Area 4



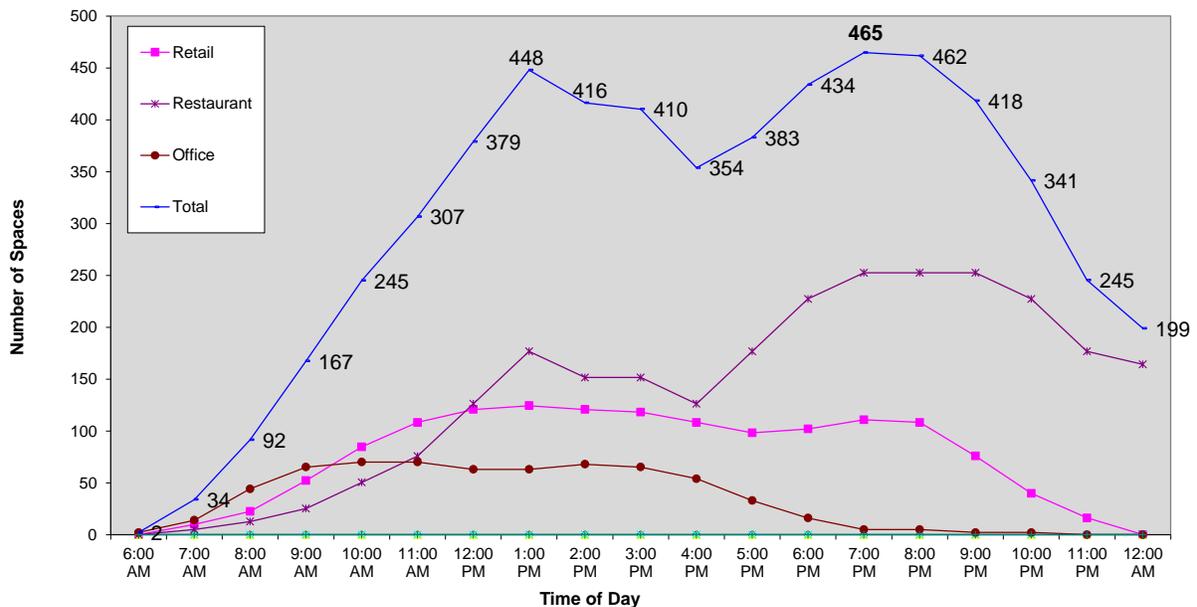
Rochester Shared Parking Demand Analysis: Sub-Area 5
 PROJECTED PARKING DEMAND BY HOUR
 (BASED ON URBAN LAND INSTITUTE SHARED PARKING MODEL)

Hourly Accumulation of Parked Vehicles by Land Use as a Percentage of Peak Hour Demand										
Hour of Day	Hotel	Retail	Health Club	Residential	Restaurant	Office	Medical			
6:00 AM	100%	0%	70%	100%	0%	3%	3%			
7:00 AM	85%	8%	40%	87%	2%	20%	20%			
8:00 AM	65%	18%	40%	79%	5%	63%	63%			
9:00 AM	55%	42%	70%	73%	10%	93%	93%			
10:00 AM	45%	68%	68%	68%	20%	100%	100%			
11:00 AM	35%	87%	80%	59%	30%	100%	100%			
12:00 PM	30%	97%	60%	60%	50%	90%	90%			
1:00 PM	30%	100%	70%	59%	70%	90%	90%			
2:00 PM	35%	97%	70%	60%	60%	97%	97%			
3:00 PM	35%	95%	70%	61%	60%	93%	93%			
4:00 PM	45%	87%	80%	66%	50%	77%	77%			
5:00 PM	60%	79%	90%	77%	70%	47%	47%			
6:00 PM	70%	82%	100%	85%	90%	23%	23%			
7:00 PM	75%	89%	90%	94%	100%	7%	7%			
8:00 PM	90%	87%	80%	96%	100%	7%	7%			
9:00 PM	95%	61%	70%	98%	100%	3%	3%			
10:00 PM	100%	32%	40%	99%	90%	3%	3%			
11:00 PM	100%	13%	10%	100%	70%	0%	0%			
12:00 AM	100%	0%	0%	100%	50%	0%	0%			

Parking Demand Ratios
 .88/Room 2.9/1,000 SF 5.5/1,000 SF 1.5/Unit 10/1,000 SF 3.15/1000 SF 3.0/1,000 SF
 Emp .25/Room Emp .7/1,000 Emp .4/Space Emp. 2.75/1,000 Visitor .25/1,000 SF Visitor 1.5/1,000

Hour of Day	Hotel	Retail	Health Club	Residential	Restaurant	Office	Medical	Total						
	Emp	42,910	Emp	0	Emp	0	Emp	25,252	Emp	22,246	Vis	0	Vis	Total
6:00 AM	0	0	0	0	0	0	0	0	0	2	0	0	0	2
7:00 AM	0	0	10	2	0	0	0	5	1	14	1	0	0	34
8:00 AM	0	0	22	5	0	0	0	13	3	44	4	0	0	92
9:00 AM	0	0	52	13	0	0	0	25	7	65	5	0	0	167
10:00 AM	0	0	85	20	0	0	0	51	14	70	6	0	0	245
11:00 AM	0	0	108	26	0	0	0	76	21	70	6	0	0	307
12:00 PM	0	0	121	29	0	0	0	126	35	63	5	0	0	379
1:00 PM	0	0	124	30	0	0	0	177	49	63	5	0	0	448
2:00 PM	0	0	121	29	0	0	0	152	42	68	5	0	0	416
3:00 PM	0	0	118	29	0	0	0	152	42	65	5	0	0	410
4:00 PM	0	0	108	26	0	0	0	126	35	54	4	0	0	354
5:00 PM	0	0	98	24	0	0	0	177	49	33	3	0	0	383
6:00 PM	0	0	102	25	0	0	0	227	62	16	1	0	0	434
7:00 PM	0	0	111	27	0	0	0	253	69	5	0	0	0	465
8:00 PM	0	0	108	26	0	0	0	253	69	5	0	0	0	462
9:00 PM	0	0	76	18	0	0	0	253	69	2	0	0	0	418
10:00 PM	0	0	40	10	0	0	0	227	62	2	0	0	0	341
11:00 PM	0	0	16	4	0	0	0	177	49	0	0	0	0	245
12:00 AM	0	0	0	0	0	0	0	164	35	0	0	0	0	199

**Shared Parking Analysis
Sub-Area 5**



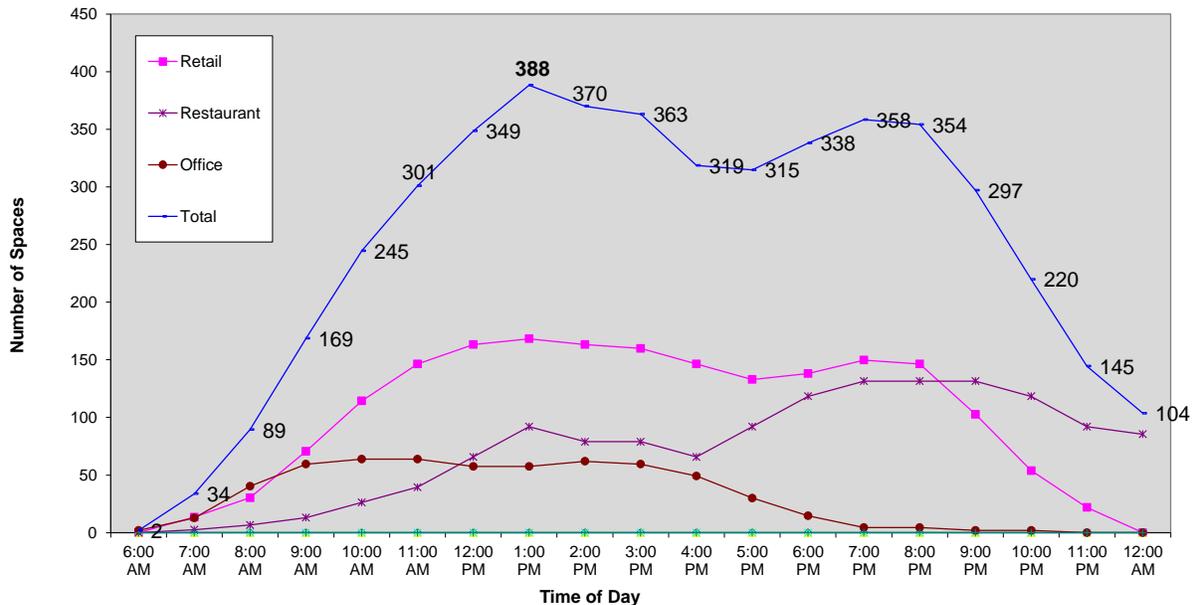
Rochester Shared Parking Demand Analysis: Sub-Area 6
 PROJECTED PARKING DEMAND BY HOUR
 (BASED ON URBAN LAND INSTITUTE SHARED PARKING MODEL)

Hourly Accumulation of Parked Vehicles by Land Use as a Percentage of Peak Hour Demand										
Hour of Day	Hotel	Retail	Health Club	Residential	Restaurant	Office	Medical			
6:00 AM	100%	0%	70%	100%	0%	3%	3%			
7:00 AM	85%	8%	40%	87%	2%	20%	20%			
8:00 AM	65%	18%	40%	79%	5%	63%	63%			
9:00 AM	55%	42%	70%	73%	10%	93%	93%			
10:00 AM	45%	68%	68%	68%	20%	100%	100%			
11:00 AM	35%	87%	80%	59%	30%	100%	100%			
12:00 PM	30%	97%	60%	60%	50%	90%	90%			
1:00 PM	30%	100%	70%	59%	70%	90%	90%			
2:00 PM	35%	97%	70%	60%	60%	97%	97%			
3:00 PM	35%	95%	70%	61%	60%	93%	93%			
4:00 PM	45%	87%	80%	66%	50%	77%	77%			
5:00 PM	60%	79%	90%	77%	70%	47%	47%			
6:00 PM	70%	82%	100%	85%	90%	23%	23%			
7:00 PM	75%	89%	90%	94%	100%	7%	7%			
8:00 PM	90%	87%	80%	96%	100%	7%	7%			
9:00 PM	95%	61%	70%	98%	100%	3%	3%			
10:00 PM	100%	32%	40%	99%	90%	3%	3%			
11:00 PM	100%	13%	10%	100%	70%	0%	0%			
12:00 AM	100%	0%	0%	100%	50%	0%	0%			

Parking Demand Ratios
 .88/Room 2.9/1,000 SF 5.5/1,000 SF 1.5/Unit 10/1,000 SF 3.15/1000 SF 3.0/1,000 SF
 Emp .25/Room Emp .7/1,000 Emp .4/Space Emp. 2.75/1,000 Visitor .25/1,000 SF Visitor 1.5/1,000

Hour of Day	Hotel	Retail	Health Club	Residential	Restaurant	Office	Medical	Total					
	Emp	58,024	Emp	0	Emp	0	13,148	Emp	20,286	Vis	0	Vis	Total
6:00 AM	0	0	0	0	0	0	0	0	2	0	0	0	2
7:00 AM	0	13	3	0	0	0	0	3	13	1	0	0	34
8:00 AM	0	30	7	0	0	0	0	7	40	3	0	0	89
9:00 AM	0	71	17	0	0	0	0	13	59	5	0	0	169
10:00 AM	0	114	28	0	0	0	0	26	64	5	0	0	245
11:00 AM	0	146	35	0	0	0	0	39	64	5	0	0	301
12:00 PM	0	163	39	0	0	0	0	66	58	5	0	0	349
1:00 PM	0	168	41	0	0	0	0	92	58	5	0	0	388
2:00 PM	0	163	39	0	0	0	0	79	62	5	0	0	370
3:00 PM	0	160	39	0	0	0	0	79	59	5	0	0	363
4:00 PM	0	146	35	0	0	0	0	66	49	4	0	0	319
5:00 PM	0	133	32	0	0	0	0	92	30	2	0	0	315
6:00 PM	0	138	33	0	0	0	0	118	15	1	0	0	338
7:00 PM	0	150	36	0	0	0	0	131	4	0	0	0	358
8:00 PM	0	146	35	0	0	0	0	131	4	0	0	0	354
9:00 PM	0	103	25	0	0	0	0	131	2	0	0	0	297
10:00 PM	0	54	13	0	0	0	0	118	2	0	0	0	220
11:00 PM	0	22	5	0	0	0	0	92	0	0	0	0	145
12:00 AM	0	0	0	0	0	0	0	85	18	0	0	0	104

**Shared Parking Analysis
Sub-Area 6**



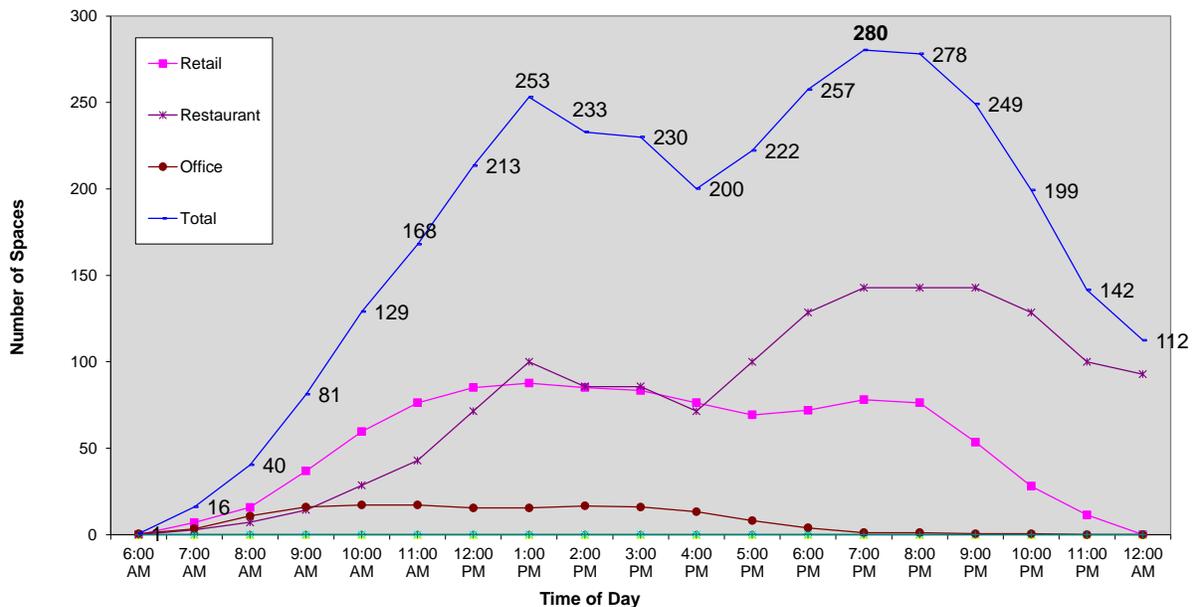
Rochester Shared Parking Demand Analysis: Sub-Area 7
 PROJECTED PARKING DEMAND BY HOUR
 (BASED ON URBAN LAND INSTITUTE SHARED PARKING MODEL)

Hourly Accumulation of Parked Vehicles by Land Use as a Percentage of Peak Hour Demand										
Hour of Day	Hotel	Retail	Health Club	Residential	Restaurant	Office	Medical			
6:00 AM	100%	0%	70%	100%	0%	3%	3%			
7:00 AM	85%	8%	40%	87%	2%	20%	20%			
8:00 AM	65%	18%	40%	79%	5%	63%	63%			
9:00 AM	55%	42%	70%	73%	10%	93%	93%			
10:00 AM	45%	68%	68%	68%	20%	100%	100%			
11:00 AM	35%	87%	80%	59%	30%	100%	100%			
12:00 PM	30%	97%	60%	60%	50%	90%	90%			
1:00 PM	30%	100%	70%	59%	70%	90%	90%			
2:00 PM	35%	97%	70%	60%	60%	97%	97%			
3:00 PM	35%	95%	70%	61%	60%	93%	93%			
4:00 PM	45%	87%	80%	66%	50%	77%	77%			
5:00 PM	60%	79%	90%	77%	70%	47%	47%			
6:00 PM	70%	82%	100%	85%	90%	23%	23%			
7:00 PM	75%	89%	90%	94%	100%	7%	7%			
8:00 PM	90%	87%	80%	96%	100%	7%	7%			
9:00 PM	95%	61%	70%	98%	100%	3%	3%			
10:00 PM	100%	32%	40%	99%	90%	3%	3%			
11:00 PM	100%	13%	10%	100%	70%	0%	0%			
12:00 AM	100%	0%	0%	100%	50%	0%	0%			

Parking Demand Ratios
 .88/Room 2.9/1,000 SF 5.5/1,000 SF 1.5/Unit 10/1,000 SF 3.15/1000 SF 3.0/1,000 SF
 Emp .25/Room Emp .7/1,000 Emp .4/Space Emp. 2.75/1,000 Visitor .25/1,000 SF Visitor 1.5/1,000

Hour of Day	Hotel	Retail	Health Club	Residential	Restaurant	Office	Medical	Total
	Emp	30,250	Emp 0	Emp 0	Emp 14,283	Emp 5,461	Vis 0	Vis 0
6:00 AM	0	0	0	0	0	1	0	1
7:00 AM	0	7	2	0	3	3	0	16
8:00 AM	0	16	4	0	7	11	1	40
9:00 AM	0	37	9	0	14	16	1	81
10:00 AM	0	60	14	0	29	17	1	129
11:00 AM	0	76	18	0	43	17	1	168
12:00 PM	0	85	21	0	71	20	1	213
1:00 PM	0	88	21	0	100	27	1	253
2:00 PM	0	85	21	0	86	24	1	233
3:00 PM	0	83	20	0	86	24	1	230
4:00 PM	0	76	18	0	71	20	1	200
5:00 PM	0	69	17	0	100	27	1	222
6:00 PM	0	72	17	0	129	35	4	257
7:00 PM	0	78	19	0	143	39	1	280
8:00 PM	0	76	18	0	143	39	1	278
9:00 PM	0	54	13	0	143	39	1	249
10:00 PM	0	28	7	0	129	35	1	199
11:00 PM	0	11	3	0	100	27	0	142
12:00 AM	0	0	0	0	93	20	0	112

**Shared Parking Analysis
Sub-Area 7**



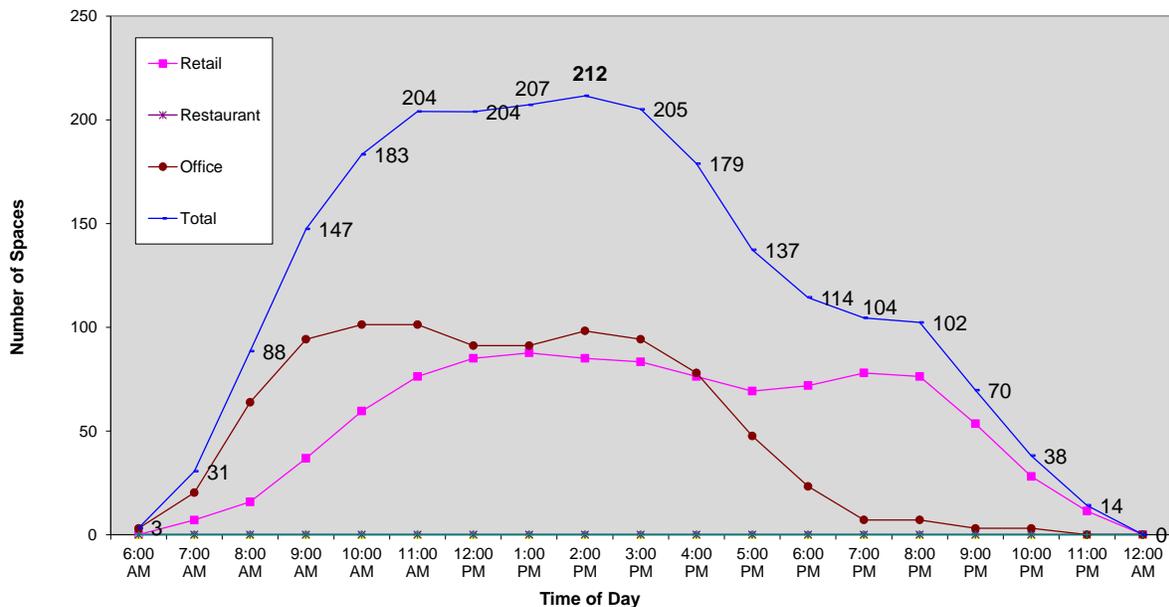
Rochester Shared Parking Demand Analysis: Sub-Area 8
 PROJECTED PARKING DEMAND BY HOUR
 (BASED ON URBAN LAND INSTITUTE SHARED PARKING MODEL)

Hourly Accumulation of Parked Vehicles by Land Use as a Percentage of Peak Hour Demand										
Hour of Day	Hotel	Retail	Health Club	Residential	Restaurant	Office	Medical			
6:00 AM	100%	0%	70%	100%	0%	3%	3%			
7:00 AM	85%	8%	40%	87%	2%	20%	20%			
8:00 AM	65%	18%	40%	79%	5%	63%	63%			
9:00 AM	55%	42%	70%	73%	10%	93%	93%			
10:00 AM	45%	68%	68%	68%	20%	100%	100%			
11:00 AM	35%	87%	80%	59%	30%	100%	100%			
12:00 PM	30%	97%	60%	60%	50%	90%	90%			
1:00 PM	30%	100%	70%	59%	70%	90%	90%			
2:00 PM	35%	97%	70%	60%	60%	97%	97%			
3:00 PM	35%	95%	70%	61%	60%	93%	93%			
4:00 PM	45%	87%	80%	66%	50%	77%	77%			
5:00 PM	60%	79%	90%	77%	70%	47%	47%			
6:00 PM	70%	82%	100%	85%	90%	23%	23%			
7:00 PM	75%	89%	90%	94%	100%	7%	7%			
8:00 PM	90%	87%	80%	96%	100%	7%	7%			
9:00 PM	95%	61%	70%	98%	100%	3%	3%			
10:00 PM	100%	32%	40%	99%	90%	3%	3%			
11:00 PM	100%	13%	10%	100%	70%	0%	0%			
12:00 AM	100%	0%	0%	100%	50%	0%	0%			

Parking Demand Ratios
 .88/Room 2.9/1,000 SF 5.5/1,000 SF 1.5/Unit 10/1,000 SF 3.15/1000 SF 3.0/1,000 SF
 Emp .25/Room Emp .7/1,000 Emp .4/Space Emp. 2.75/1,000 Visitor .25/1,000 SF Visitor 1.5/1,000

Hour of Day	Hotel	Retail	Health Club	Residential	Restaurant	Office	Medical	Total				
	Emp	30,223	Emp	0	Emp	0	Emp	32,147	Vis	0	Vis	Total
6:00 AM	0	0	0	0	0	0	0	3	0	0	0	3
7:00 AM	0	7	2	0	0	0	0	20	2	0	0	31
8:00 AM	0	16	4	0	0	0	0	64	5	0	0	88
9:00 AM	0	37	9	0	0	0	0	94	7	0	0	147
10:00 AM	0	60	14	0	0	0	0	101	8	0	0	183
11:00 AM	0	76	18	0	0	0	0	101	8	0	0	204
12:00 PM	0	85	21	0	0	0	0	91	7	0	0	204
1:00 PM	0	88	21	0	0	0	0	91	7	0	0	207
2:00 PM	0	85	21	0	0	0	0	98	8	0	0	212
3:00 PM	0	83	20	0	0	0	0	94	7	0	0	205
4:00 PM	0	76	18	0	0	0	0	78	6	0	0	179
5:00 PM	0	69	17	0	0	0	0	48	4	0	0	137
6:00 PM	0	72	17	0	0	0	0	23	2	0	0	114
7:00 PM	0	78	19	0	0	0	0	7	1	0	0	104
8:00 PM	0	76	18	0	0	0	0	7	1	0	0	102
9:00 PM	0	53	13	0	0	0	0	3	0	0	0	70
10:00 PM	0	28	7	0	0	0	0	3	0	0	0	38
11:00 PM	0	11	3	0	0	0	0	0	0	0	0	14
12:00 AM	0	0	0	0	0	0	0	0	0	0	0	0

**Shared Parking Analysis
Sub-Area 8**



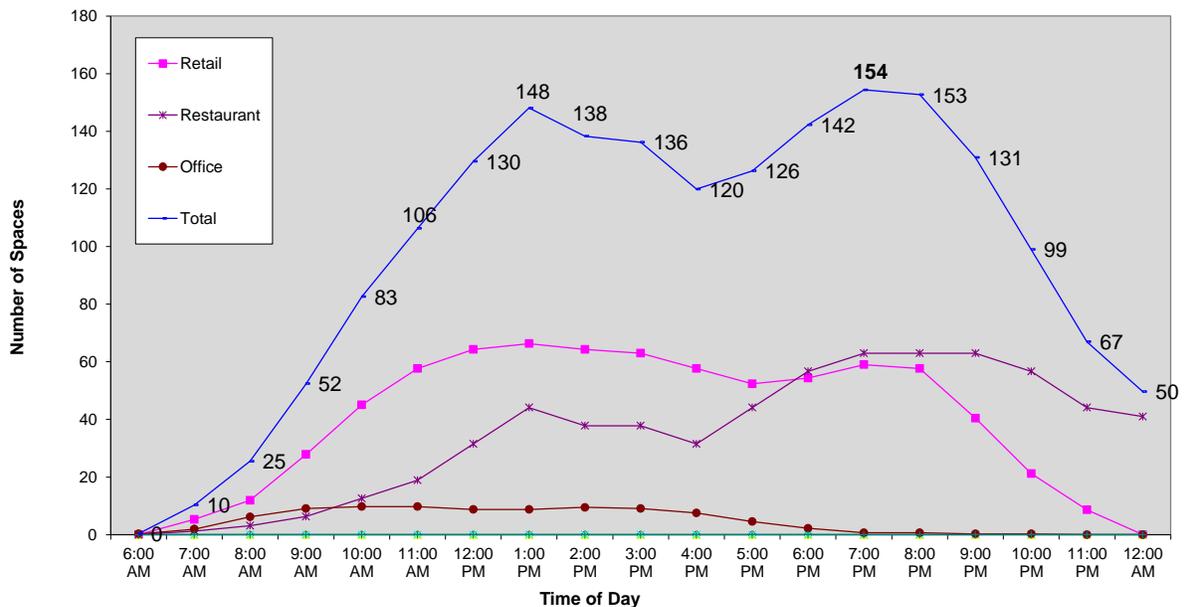
Rochester Shared Parking Demand Analysis: Sub-Area 9
 PROJECTED PARKING DEMAND BY HOUR
 (BASED ON URBAN LAND INSTITUTE SHARED PARKING MODEL)

Hourly Accumulation of Parked Vehicles by Land Use as a Percentage of Peak Hour Demand										
Hour of Day	Hotel	Retail	Health Club	Residential	Restaurant	Office	Medical			
6:00 AM	100%	0%	70%	100%	0%	3%	3%			
7:00 AM	85%	8%	40%	87%	2%	20%	20%			
8:00 AM	65%	18%	40%	79%	5%	63%	63%			
9:00 AM	55%	42%	70%	73%	10%	93%	93%			
10:00 AM	45%	68%	68%	68%	20%	100%	100%			
11:00 AM	35%	87%	80%	59%	30%	100%	100%			
12:00 PM	30%	97%	60%	60%	50%	90%	90%			
1:00 PM	30%	100%	70%	59%	70%	90%	90%			
2:00 PM	35%	97%	70%	60%	60%	97%	97%			
3:00 PM	35%	95%	70%	61%	60%	93%	93%			
4:00 PM	45%	87%	80%	66%	50%	77%	77%			
5:00 PM	60%	79%	90%	77%	70%	47%	47%			
6:00 PM	70%	82%	100%	85%	90%	23%	23%			
7:00 PM	75%	89%	90%	94%	100%	7%	7%			
8:00 PM	90%	87%	80%	96%	100%	7%	7%			
9:00 PM	95%	61%	70%	98%	100%	3%	3%			
10:00 PM	100%	32%	40%	99%	90%	3%	3%			
11:00 PM	100%	13%	10%	100%	70%	0%	0%			
12:00 AM	100%	0%	0%	100%	50%	0%	0%			

Parking Demand Ratios
 .88/Room 2.9/1,000 SF 5.5/1,000 SF 1.5/Unit 10/1,000 SF 3.15/1000 SF 3.0/1,000 SF
 Emp .25/Room Emp .7/1,000 Emp .4/Space Emp. 2.75/1,000 Visitor .25/1,000 SF Visitor 1.5/1,000

Hour of Day	Hotel	Retail	Health Club	Residential	Restaurant	Office	Medical	Total						
	Emp	22,867	Emp	0	Emp	0	Emp	6,302	Emp	3,102	Vis	0	Vis	Total
6:00 AM	0	0	0	0	0	0	0	0	0	0	0	0	0	0
7:00 AM	0	5	1	0	0	0	0	1	0	2	0	0	0	10
8:00 AM	0	12	3	0	0	0	0	3	1	6	0	0	0	25
9:00 AM	0	28	7	0	0	0	0	6	2	9	1	0	0	52
10:00 AM	0	45	11	0	0	0	0	13	3	10	1	0	0	83
11:00 AM	0	58	14	0	0	0	0	19	5	10	1	0	0	106
12:00 PM	0	64	16	0	0	0	0	32	9	9	1	0	0	130
1:00 PM	0	66	16	0	0	0	0	44	12	9	1	0	0	148
2:00 PM	0	64	16	0	0	0	0	38	10	9	1	0	0	138
3:00 PM	0	63	15	0	0	0	0	38	10	9	1	0	0	136
4:00 PM	0	58	14	0	0	0	0	32	9	8	1	0	0	120
5:00 PM	0	52	13	0	0	0	0	44	12	5	0	0	0	126
6:00 PM	0	54	13	0	0	0	0	57	16	2	0	0	0	142
7:00 PM	0	59	14	0	0	0	0	63	17	1	0	0	0	154
8:00 PM	0	58	14	0	0	0	0	63	17	1	0	0	0	153
9:00 PM	0	40	10	0	0	0	0	63	17	0	0	0	0	131
10:00 PM	0	21	5	0	0	0	0	57	16	0	0	0	0	99
11:00 PM	0	9	2	0	0	0	0	44	12	0	0	0	0	67
12:00 AM	0	0	0	0	0	0	0	41	9	0	0	0	0	50

**Shared Parking Analysis
Sub-Area 9**



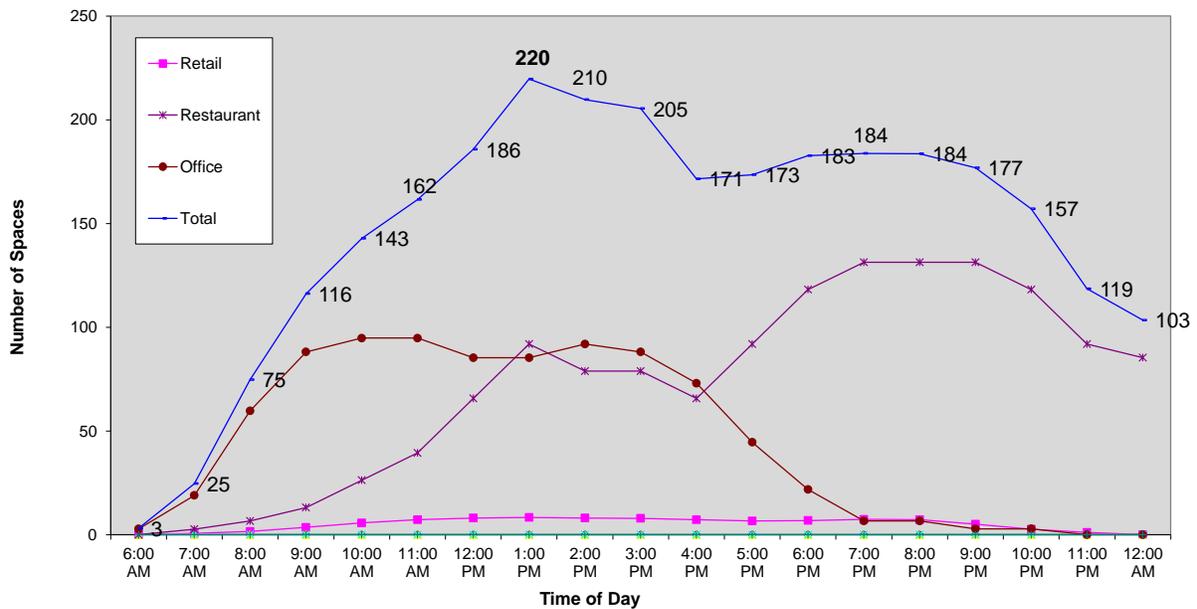
Rochester Shared Parking Demand Analysis: Sub-Area 10
 PROJECTED PARKING DEMAND BY HOUR
 (BASED ON URBAN LAND INSTITUTE SHARED PARKING MODEL)

Hourly Accumulation of Parked Vehicles by Land Use as a Percentage of Peak Hour Demand										
Hour of Day	Hotel	Retail	Health Club	Residential	Restaurant	Office	Medical			
6:00 AM	100%	0%	70%	100%	0%	3%	3%			
7:00 AM	85%	8%	40%	87%	2%	20%	20%			
8:00 AM	65%	18%	40%	79%	5%	63%	63%			
9:00 AM	55%	42%	70%	73%	10%	93%	93%			
10:00 AM	45%	68%	68%	68%	20%	100%	100%			
11:00 AM	35%	87%	80%	59%	30%	100%	100%			
12:00 PM	30%	97%	60%	60%	50%	90%	90%			
1:00 PM	30%	100%	70%	59%	70%	90%	90%			
2:00 PM	35%	97%	70%	60%	60%	97%	97%			
3:00 PM	35%	95%	70%	61%	60%	93%	93%			
4:00 PM	45%	87%	80%	66%	50%	77%	77%			
5:00 PM	60%	79%	90%	77%	70%	47%	47%			
6:00 PM	70%	82%	100%	85%	90%	23%	23%			
7:00 PM	75%	89%	90%	94%	100%	7%	7%			
8:00 PM	90%	87%	80%	96%	100%	7%	7%			
9:00 PM	95%	61%	70%	98%	100%	3%	3%			
10:00 PM	100%	32%	40%	99%	90%	3%	3%			
11:00 PM	100%	13%	10%	100%	70%	0%	0%			
12:00 AM	100%	0%	0%	100%	50%	0%	0%			

Parking Demand Ratios
 .88/Room 2.9/1,000 SF 5.5/1,000 SF 1.5/Unit 10/1,000 SF 3.15/1000 SF 3.0/1,000 SF
 Emp .25/Room Emp .7/1,000 Emp .4/Space Emp. 2.75/1,000 Visitor .25/1,000 SF Visitor 1.5/1,000

Hour of Day	Hotel	Retail	Health Club	Residential	Restaurant	Office	Medical	Total						
	Emp	2,872	Emp	0	Emp	0	Emp	13,132	Emp	30,082	Vis	0	Vis	Total
6:00 AM	0	0	0	0	0	0	0	0	0	3	0	0	0	3
7:00 AM	0	1	0	0	0	0	0	3	1	19	2	0	0	25
8:00 AM	0	1	0	0	0	0	0	7	2	60	5	0	0	75
9:00 AM	0	3	1	0	0	0	0	13	4	88	7	0	0	116
10:00 AM	0	6	1	0	0	0	0	26	7	95	8	0	0	143
11:00 AM	0	7	2	0	0	0	0	39	11	95	8	0	0	162
12:00 PM	0	8	2	0	0	0	0	66	18	85	7	0	0	186
1:00 PM	0	8	2	0	0	0	0	92	25	85	7	0	0	220
2:00 PM	0	8	2	0	0	0	0	79	22	92	7	0	0	210
3:00 PM	0	8	2	0	0	0	0	79	22	88	7	0	0	205
4:00 PM	0	7	2	0	0	0	0	66	18	73	6	0	0	171
5:00 PM	0	7	2	0	0	0	0	92	25	45	4	0	0	173
6:00 PM	0	7	2	0	0	0	0	118	33	22	2	0	0	183
7:00 PM	0	7	2	0	0	0	0	131	36	7	1	0	0	184
8:00 PM	0	7	2	0	0	0	0	131	36	7	1	0	0	184
9:00 PM	0	5	1	0	0	0	0	131	36	3	0	0	0	177
10:00 PM	0	3	1	0	0	0	0	118	33	3	0	0	0	157
11:00 PM	0	1	0	0	0	0	0	92	25	0	0	0	0	119
12:00 AM	0	0	0	0	0	0	0	85	18	0	0	0	0	103

**Shared Parking Analysis
 Sub-Area 10**



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