
2017 Downtown Parking Study

City of Grand Haven

Ottawa County, Michigan



City of Grand Haven
519 Washington Avenue
Grand Haven, MI 49417

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Chapter 1: Introduction

City Setting

The City of Grand Haven is located in the northwest corner of Ottawa County, Michigan, at the confluence of the Grand River and Lake Michigan. Running north and south through the City is a major regional highway, U.S. 31, which connects Grand Haven to Muskegon, approximately 10 miles north, and Holland, approximately 20 miles south. Located approximately 30 miles southeast of Grand Haven is the urban area of Grand Rapids, the largest population center of the region known as West Michigan. With its advantageous location on the shores of Lake Michigan, and its close proximity and easy access to major regional centers such as Grand Rapids, and major Midwestern centers such as Chicago and Detroit (both within 3 hours driving time), Grand Haven has developed into both a local and regional destination. Serving as the focal point of the City, downtown Grand Haven is a busy area, providing a wide variety of services, attractions, shopping opportunities, restaurants, and activities.



Downtown Grand Haven

Purpose

The City of Grand Haven has undertaken this study to assess existing parking conditions, evaluate future parking needs, and identify strategies for parking improvements within downtown Grand Haven. It is the intent of the City and this parking study to provide and maintain convenient and safe downtown parking, and to beautify, preserve, and protect Grand Haven's exceptional character and small town appeal. The City recognizes that adequate parking is a functional necessity that must be acted on, as a community, in order to maintain the downtown's viability.

Scope of Work

This 2017 City of Grand Haven Downtown Parking Study is an update to a parking study which was prepared by the City in 2003. This updated parking study accounts for changes to the parking network that have occurred since 2003 and addresses contemporary issues and challenges currently being faced within downtown Grand Haven.

The study area for this project encompasses the downtown core of the City of Grand Haven, which generally extends along Washington Avenue, between the Grand River to the west and U.S. Highway 31 to the east. The specific study area limits are shown on **Map 1**, and are identical to the study area limits from the 2003 parking study. For the purposes of a more detailed evaluation of specific segments of downtown, the study area was also divided into four “zones”.

The scope of work for this study began with an inventory of existing parking conditions. This inventory was completed through a combination of field investigations, aerial photography interpolation, and property ownership information. A parking occupancy and turnover analysis was also conducted through field investigations on different days and times of the day. An analysis of existing parking demand and an estimation of future parking demand was then completed. Finally, specific recommendations for improvements to the parking system were developed.

Parking Lot Numbering System

It should be noted that the City currently utilizes a numbering system for all City-owned parking lots. These include approximately 30 parking lots throughout the City. Because this parking study only covers the downtown area of the City (and thus, only a fraction of all City-owned parking lots), a different identification system has been established for this parking study. The parking lot identification system for this parking study consists of the uses of letters (A through S) for public off-street parking lots, numbers (1 through 65) for private off-street parking lots, and numbers (1 through 167) for on-street parking block segments.

Chapter 2: Executive Summary

Existing Conditions Assessment

Parking Inventory

- Within the study area, there are a total of 87 off-street parking lots providing 3,144 parking spaces. On-street parking within the study area provides an additional 869 spaces. In total, the study area contains 4,013 parking spaces.
- Of the 3,144 off-street parking spaces within the study area, 1,409 (or 45%) are found within 19 public parking lots.
- Because the study area is fairly large with distinct sections, it has been divided into four sub-areas or zones. Dividing the study area into these zones allows for more detailed studies of each section of the study area.
- Overall, the total number of parking spaces has increased within the study area between 2003 and 2016 (3,376 spaces in 2003 and 4,013 spaces in 2016, representing an overall increase of 18.9%).

Parking Occupancy

- The busiest on- and off-street parking areas in the study area are found along Washington Street in the western portion of the study area near the waterfront. Other pockets of higher occupancy are found along Harbor Drive, particularly during Saturdays, and along Washington Street, between 7th and 8th streets, during the mornings and mid-days.
- The on- and off-street parking areas in the Waterfront Zone are generally very busy, regardless of whether it is a weekday or Saturday.
- On Saturday evenings, the public off-street parking lots within the Waterfront Zone are nearly 100% occupied (98.56%).
- During weekday mid-days, weekday evenings and Saturday mid-days, public-off street parking lots in the Waterfront Zone range from 60% to 70% occupied.



Public Off-Street Parking Lot (Lot F on Map 1)

- The on- and off-street parking areas in the Downtown Retail Zone are fairly busy, especially those in the blocks immediately north and south of Washington Street.
- For public off-street parking lots within the Downtown Retail Zone, the highest occupancies occur during weekday mid-days (80.51%), followed closely by Saturday evenings (75.45%).
- Because of the large number of government and other office buildings, the on-street and off-street parking areas in the Government Center Zone are busiest during weekday mornings and weekday mid-days, but are underutilized on evenings and weekends.
- Public off-street parking lots within the Government Center Zone feature modest occupancy percentages on weekday mornings and mid-days, but very low occupancy percentages on weekday evenings, Saturday mid-days and Saturday evenings.
- The largest parking lot in the study area is the 269 space public off-street parking lot south of Franklin Street, between 3rd and 5th Streets. This lot is significantly underutilized, with an occupancy rate of less than 40% on the weekdays and less than 5% on Saturday.
- The Downtown Gateway Zone features on- and off-street parking areas that are moderately full, with mid-days being the busiest time for both weekdays and Saturdays (43.1% and 38.0% overall occupancy, respectively).
- Public off-street parking lots within the Downtown Gateway Zone are somewhat highly occupied during weekday mornings and weekday mid-days (60.90% and 76.69%, respectively), and moderately occupied during Saturday mid-days (48.12%).
- Public off-street parking within the Downtown Gateway Zone are least occupied during evenings, with 36.84% occupancy on weekday evenings and 13.53% occupancy on Saturday evenings.

Parking Turnover

- The highest parking turnover rates within the study were found along the on-street parking segments along both sides of Washington Street, west of 3rd Street. The public off-street parking areas within the blocks north and south of Washington Avenue, west of 3rd Street, were also generally noted as featuring considerably high turnover rates.

Parking Demand Analysis

- The parking demand results show that there is a moderate parking surplus of 101 spaces within the overall study area, with an estimated total parking demand of 3,912 parking spaces and a current supply of 4,013 parking spaces.
- This parking surplus is not experienced throughout the study area, as the Downtown Retail Zone has a somewhat significant deficiency of 171 parking spaces, where 1,202 spaces are demanded by the various establishments but only 1,031 parking spaces are found.
- The Waterfront Zone has a surplus of 104 parking spaces, while the Government Center Zone has a small surplus of 72 parking spaces and the Downtown Gateway Zone has a surplus of 97 spaces.

Future Parking Demand Analysis

- A total of 26 projects have been identified which would have a significant impact on the future demand for parking within the study area. These projects are speculative in nature and are not based on actual future development concepts being contemplated by individual property owners.
- Within the overall study area, a total of 12 projects are included within the moderate growth scenario. These projects are projected to result in an increase of 16,675 square feet of retail space, 49,975 square feet of office space, 30 new hotel rental rooms and 103 new residential dwelling units. The implementation of these future projects would result in the removal of approximately 69 existing parking spaces. It is estimated that the moderate growth scenario projects would result in the future demand for 271 new parking spaces.
- Within the overall study area, a total of 26 projects are included within the aggressive growth scenario (the aggressive growth scenario includes all moderate growth scenario projects). These projects are projected to result in an increase of 110,158 square feet of retail space, 114,008 square feet of office space, 30 new hotel rental rooms and 145 new residential dwelling units. The implementation of these future projects would result in the removal of approximately 251 existing parking spaces. It is estimated that the aggressive growth scenario projects would result in the future demand for 727 new parking spaces.

Parking Improvement Recommendations

Short-Term (1 to 3 years)

The following short-term recommendations are outlined in this report:

- Public Awareness Campaign – To include the development of various maps and display materials made available online and in print.
- Shared Parking Agreements – To include both agreements between private property owners and agreements between the City and private owners.
- Wayfinding Improvements – Recommended system of unified signage types, including parking directional signs, parking lot identification signs, internal parking lot information signs, on-street parking informational signs and pedestrian-oriented directory kiosks.
- Parking Shuttle Service – To be implemented during peak seasons or time periods.
- New or Reconfigured Parking Striping – To increase the capacity and efficiency of parking areas through parking space re-striping or new striping.
- Enhanced Parking Management – To ensure that highly occupied parking areas are utilized for short-term customer parking as opposed to long-term employee or resident parking.
- Intensified Enforcement – To free up more parking spaces for customers, improve traffic flow, and generate parking revenues.

- Harbor Transit Trolley Service – To alleviate overall parking congestion within the study area through the promotion and expansion of this existing service, including the addition of “hop-on/hop-off” service.

Long-Term (3+ years)

The following long-term recommendations are outlined in this report:

- Lighting, Safety and Pedestrian Comfort Improvements – Improvements to lighting, safety and pedestrian comfort within, nearby and between parking areas and designations.
- Promote Pedestrian, Non-Motorized, Ride-Sharing, Transit and other Alternatives to Vehicular Travel – Encourage and promote alternatives to vehicular travel to and within downtown Grand Haven as a strategy to reduce the overall demand for parking.
- Consolidation of Existing Off-Street Parking Areas – To increase the existing parking supply by combining smaller adjacent lots into one large lot, with a more efficient layout of parking spaces.
- Downtown Parking Fund / Payment in Lieu of Parking Program – Create a downtown parking fund for future parking improvements, which could be funded through the establishment of a payment in lieu of parking program.
- Special Assessment Districts – Such districts may be established to fund parking improvements which are paid through a tax of participating property owners.
- Paid/Metered Parking – Establishment of parking fees as a means to reduce traffic congestion, increase parking turnover, and promote transit usage and ridesharing.
- Development of New Off-Street Parking Areas – To include the development of both private off-street parking areas (congruent with new development/redevelopment) and public parking areas.

Chapter 3: Existing Conditions Assessment

Parking Inventory

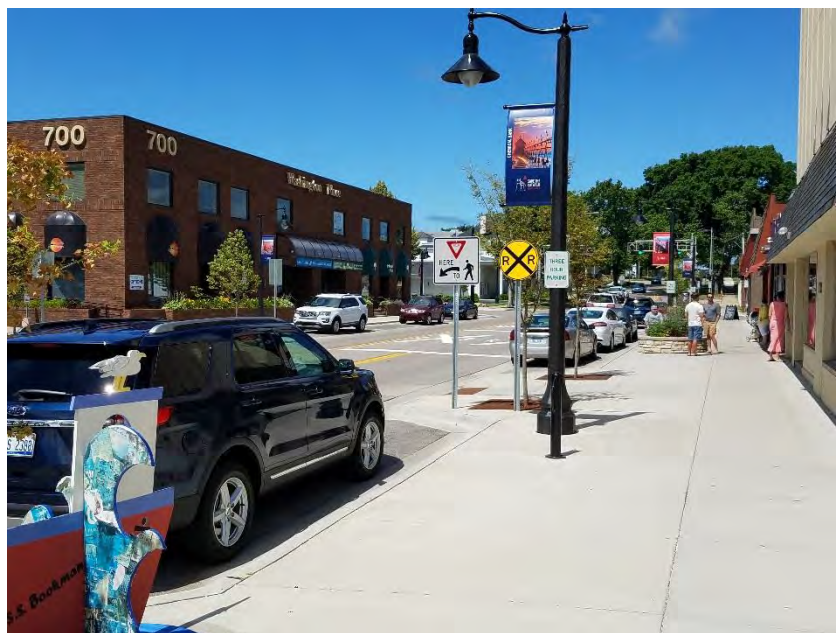
Methodology

The boundary for this parking study covers Downtown Grand Haven stretching from U.S. Highway 31 to the Grand River. In total, the study area comprises 144.7 acres. Through a combination of aerial photography and field surveys, the locations of on- and off-street parking lots were recorded, along with the number of parking spaces and reserved spaces (spaces reserved for customers or employees). In the case of a parking area without striped parking spaces, the total number of spaces was estimated based on current City zoning requirements for parking space size.

Overall Parking Inventory

Within the study area, there are a total of 87 off-street parking lots providing 3,144 parking spaces. On-street parking within the study area provides an additional 869 spaces. In total, the study area contains 4,013 parking spaces.

Of the 3,144 off-street parking spaces within the study area, 1,409 (or 45%) are found within 19 public parking lots. Of the public parking lots, 17 are owned by the City of Grand Haven while two are owned by Ottawa County. The locations of all public parking lots within the study area are shown on **Map 1**, with each parking lot given an identification letter (A through S). **Map 1A** shows the total number of parking spaces and reserved parking spaces for each of the 19 public parking lots.



On-Street Parking along Washington Avenue, between 7th and 8th Streets

Of the 3,144 off-street parking spaces within the study area, 1,735 (or 55%) are found within private off-street parking lots. In total, 68 private off-street parking lots are located in the study area, the locations of which are shown on **Map 2**. Each off-street parking lot has been given an identification number (1 through 68). **Map 2A** shows the total number of parking spaces and reserved parking spaces for each of the 68 private off-street parking lots.

A total of 869 parking spaces are available within the study area through on-street parking alongside City streets. **Map 3** shows the location of, and provides identification numbers for, each side of all streets within the study area, broken into block segments. However, not all street side segments may be used for on-street parking, or have on-street parking restrictions. Therefore, **Map 3** uses color-coding for each street side segment to represent on-street parking restrictions. The following on-street parking restriction categories have been established:

- 15 Minute Parking
- 2 Hour Parking
- 3 Hour Parking
- 3 Hour Parking/No Overnight Parking
- No Overnight Parking
- No Parking
- No Parking on Sunday
- No Restrictions

Map 3A shows the total number of available on-street parking spaces by street side segment and parking restriction category. No totals are provided for street side segments which do not allow on-street parking. On-street parking totals by restriction category are listed below:

- 15 Minute Parking – 4 spaces
- 2 Hour Parking – 52 spaces
- 3 Hour Parking – 37 spaces
- 3 Hour Parking/No Overnight Parking – 219 spaces
- No Overnight Parking – 41 spaces
- No Parking on Sunday – 9 spaces
- No Restrictions – 507 spaces

Often, entire parking lots or selected spaces within parking lots are reserved for employees or customers of the establishment which the parking lot serves, or for other special circumstances. Of the 3,144 total off-street parking spaces in the study area, 1,262 or 31.4% are reserved.

The City of Grand Haven operates a residential parking permit program for downtown residents. Residents may obtain parking long-term or temporary permits for a per-year or per-month fee. Most of the City's public parking lots are available for use, including overnight parking, by these residential parking permit holders.

Parking Inventory by Study Area Zone

Because the study area is fairly large with distinct sections, it has been divided into four sub-areas or zones. Dividing the study area into these zones allows for more detailed studies of each section of the study area. The four zones are similar in size, but are fairly distinct in terms of their overall character. Each zone is shown on **Map 4** and described below.

Waterfront Zone

The Waterfront Zone is located alongside the Grand River and comprises 34.8 acres. This zone has a broad mix of land uses which include parks, offices, retail stores, restaurants, and condominiums. The land uses within this district attract tourists from across the region and state as well as local citizens.

The Waterfront Zone contains 14 off-street parking lots (6 public) with 838 total parking spaces. Of those parking spaces, 350 or 41.8% are reserved for employees or customers only. The Waterfront Zone also contains a total of 146 on-street parking spaces.

Downtown Retail Zone

The Downtown Retail Zone is located immediately east of the Waterfront Zone between First Street and Third Street totaling 35.5 acres. This zone comprises a dense collection of busy retail stores along Washington Street catering to both local citizens and tourists. Uses outside of the Washington Street retail area include churches, offices, fraternal organizations, single-family homes, and several large vacant properties.



Public Off-Street Parking Lot (Lot D on Map 1)

The Downtown Retail Zone features 26 off-street parking lots (4 public) providing a total of 739 parking spaces. This zone has the highest percentage of reserved off-street parking spaces at 402 or 54.4% reserved. The zone also contains 292 on-street parking spaces.

Government Center Zone

The Government Center Zone totals 39.5 acres and is bounded by Third Street to the west, Fulton Street to the north, Sixth Street to the east, and Clinton Street to the south. This zone has a significant number of governmental buildings such as the City Hall, County Building, Post Office and Public Library. Other uses include retail stores, offices, banks, and churches.

The Government Center Zone contains a total of 19 off-street parking lots, of which 6 are publicly owned. This zone has the largest number of total off-street parking spaces at 934, of which 309 or 33.1% are reserved for employees or customers. On-street parking within this zone provides an additional 243 parking spaces.

Downtown Gateway Zone

The Downtown Gateway Zone is the easternmost portion of the study area located between Sixth Street and U.S. 31. This 34.9-acre zone has a mix of land uses such as local retail stores, general commercial establishments, and single family homes. Unlike the Waterfront and Downtown Retail Zones, the commercial uses within the Downtown Gateway Zone cater more to local citizens and motorists driving along U.S. 31.

This district has the smallest total number of off-street parking spaces at 633 in its 28 total off-street parking lots. Three of the off-street parking lots in this zone are publicly owned. Of the 524 total off-street parking spaces, 201 or 38.4% are reserved. On-street parking within this zone provides an additional 188 parking spaces.



Public Off-Street Parking Lot (Lot Q on Map 1)

Change in Parking Inventory Since 2003

Since 2003, when the original Downtown parking study report was prepared, considerable changes have occurred within the study area as a result of new development, redevelopment, and other improvements. These changes have impacted the overall provision of parking within the study area.

Table 1 provides a comparison of the total parking inventory in 2003 and 2016, by parking lot type and study area zone.

Table 1
Parking Inventory Comparison – 2003 and 2016
Downtown Grand Haven

Measure	2003	2016	% Change
Total Overall Parking Spaces	3,376	4,013	18.9%
Total Public Off-Street Parking Spaces	1,472	1,409	-4.3%
Total Private Off-Street Parking Spaces	1,317	1,735	31.7%
Total On-Street Parking Spaces	587	869	48.0%
<i>Waterfront Zone:</i>			
Off-Street Parking Spaces	687	838	22.0%
On-Street Parking Spaces	109	146	33.9%
<i>Downtown Retail Zone:</i>			
Off-Street Parking Spaces	706	739	4.7%
On-Street Parking Spaces	221	292	32.1%
<i>Government Center Zone:</i>			
Off-Street Parking Spaces	872	934	7.1%
On-Street Parking Spaces	142	243	71.1%
<i>Downtown Gateway Zone:</i>			
Off-Street Parking Spaces	524	633	20.8%
On-Street Parking Spaces	115	188	63.5%

Source: 2003 and 2016 Downtown Parking Inventories

Overall, the total number of parking spaces has increased within the study area between 2003 and 2016 (3,376 spaces in 2003 and 4,013 spaces in 2016, representing an overall increase of 18.9%).

The total number of public off-street parking spaces declined slightly, by 4.3%, decreasing from 1,472 spaces to 1,409 spaces. This decrease can be attributed to a number of factors, including:

- Reconfiguration/replacement of certain public parking lots:
 - The development of the City community center resulted in a 55 space public parking lot being replaced by a 23 space public parking lot.
 - A 10 space county-owned parking lot noted in the 2003 study has been replaced by a private off-street parking lot.
 - Several of the public parking lots in the western portion of the study area were reconfigured to include new ADA parking spaces. Additionally, new trash enclosures

and/or restrooms were constructed within these lots, resulting in the loss of numerous parking spaces

- In the 2003 study, the public parking lot along the south side of Washington Avenue in the eastern portion of the district was noted as having 104 parking spaces and being entirely publicly owned. This parking lot is only partially publicly owned, with only 54 public parking spaces and the remainder (along Franklin Street) being privately owned spaces.

Considering the above noted factors, the total supply of public off-street parking has actually increased slightly between 2003 and 2016.

The total number of private off-street parking spaces within the study area increased by 31.7% between 2003 and 2016, from 1,317 spaces to 1,735 spaces. Much of this growth can be attributed to the new private development and redevelopment projects which have occurred during this timeframe.

The total number of on-street parking spaces within the study area has increased by 48.0% between 2003 and 2016, from 587 spaces to 869 spaces. Some of this increase has resulted from the City designation of additional on-street parking and/or through parking space striping. However, some of the increase can also be attributed to the counting of on-street parking segments which were not counted in the 2003 study.

Parking Occupancy

Methodology

On- and off-street parking lot counts were conducted on three days in the summer of 2016 (August 9th, August 18th and September 3rd), two of which were weekdays and one of which was a Saturday. Wade Trim field crew members walked the study area and recorded the total number of cars in each parking lot at different times of the day. The information from each count was then entered into a database, resulting in the ability to determine occupancy percentages for each parking lot in the study area at different days and time periods (weekday afternoon, Saturday evening, etc.). The occupancy percentages were then mapped to show the general distribution of parking lot occupancies within certain sections of the study area.

Parking Occupancy Analysis

A series of maps have been created which use graduated color schemes to show which parking areas are the highest occupied and least occupied at different times during a typical summer weekday or Saturday. The highest occupied parking lots are shown in the red and orange colors while the least occupied are shown in green and blue colors. The following maps have been created:

- **Map 5A** – Weekday Morning (8am to 11am) Occupancy. The figures in this map are an average of the two weekday counts taken on August 9th and August 18th.
- **Map 5B** – Weekday Mid-Day (11am to 2pm) Occupancy. The figures in this map are an average of the two weekday counts taken on August 9th and August 18th.

- **Map 5C** – Weekday Evening (5pm to 8pm) Occupancy. The figures in this map are an average of the two weekday counts taken on August 9th and August 18th.
- **Map 5D** – Saturday Mid-Day (10am to 1pm) Occupancy. Count taken on September 3rd.
- **Map 5E** – Saturday Evening (5pm to 8pm) Occupancy. Count taken on September 3rd.

In general, the busiest on- and off-street parking areas in the study area are found along Washington Street in the western portion of the study area near the waterfront. Other pockets of higher occupancy are found along Harbor Drive, particularly during Saturdays, and along Washington Street between 7th and 8th streets during the mornings and mid-days. Weekday mornings are visibly the least busy time for parking in the study area. In contrast, there is more demand throughout the study area on weekday mid-days. Saturday evenings in the waterfront zone appear to be the time and place where parking is most in demand. It is clear that certain parking areas are more or less occupied on Saturday, but not a weekday or vice versa, while some parking areas are consistently more or consistently less occupied regardless of the day.

Table 2 provides a summary of the overall occupancies for both on-street and off-street (public and private) parking by study area zone, day and time of day. **Table 2A** provides a summary of the occupancies for public off-street parking by study area zone, day and time of day. Finally, **Table 2B** provides a summary of the occupancies for on-street parking by study area zone, day and time of day.

Table 2
Overall On- and Off-Street Parking Occupancies
by Study Area Zone, Day and Time of Day

Study Area Zone	Weekday Morning	Weekday Mid-Day	Weekday Evening	Saturday Mid-Day	Saturday Evening
Waterfront	25.20%	46.65%	50.91%	50.41%	70.93%
Downtown Retail	35.21%	49.76%	38.60%	42.68%	50.73%
Government Center	36.62%	34.32%	19.20%	12.23%	16.57%
Downtown Gateway	31.55%	43.12%	31.67%	38.00%	19.61%

Source: Wade Trim field inventories, Summer 2016.

Table 2A
Public Off-Street Parking Occupancies
by Study Area Zone, Day and Time of Day

Study Area Zone	Weekday Morning	Weekday Mid-Day	Weekday Evening	Saturday Mid-Day	Saturday Evening
Waterfront	28.04%	61.44%	67.84%	69.90%	98.56%
Downtown Retail	44.77%	80.51%	64.62%	61.73%	75.45%
Government Center	37.94%	29.57%	13.62%	7.59%	13.81%
Downtown Gateway	60.90%	76.69%	36.84%	48.12%	13.53%

Source: Wade Trim field inventories, Summer 2016.

Table 2B
On-Street Parking Occupancies
by Study Area Zone, Day and Time of Day

Study Area Zone	Weekday Morning	Weekday Mid-Day	Weekday Evening	Saturday Mid-Day	Saturday Evening
Waterfront	26.03%	63.01%	69.86%	64.38%	80.14%
Downtown Retail	33.56%	44.52%	42.81%	55.82%	64.73%
Government Center	30.04%	39.51%	28.40%	23.46%	29.22%
Downtown Gateway	21.28%	36.17%	31.38%	27.13%	17.02%

Source: Wade Trim field inventories, Summer 2016.

Waterfront Zone

The on- and off-street parking areas in the Waterfront Zone are generally very busy, regardless of whether it is a weekday or Saturday. However, weekday mornings are the time of lowest overall demand (25.2% occupancy). Saturday evenings, in particular, show a high amount of overall demand (70.9% occupancy). On Saturday evenings, the public off-street parking lots within the Waterfront Zone are nearly 100% occupied (98.56%). The least busy time for public off-street parking lots in the Waterfront Zone is a weekday morning (28.04%). During weekday mid-days, weekday evenings and Saturday mid-days, public-off street parking lots in the Waterfront Zone range from 60% to 70% occupied.

The public parking lot within the block bounded by Harbor/Washington/1st/Franklin averages an occupancy of 85% and does not fall below 55% occupancy at its lowest time period. The public parking lot bounded by Harbor/Columbus/1st/Washington shows similarly high occupancies, except during the mornings. The strip of on-street parking along the west side of Harbor Drive, south of Franklin Street, is also highly occupied on both weekdays and Saturdays, with the exception of weekday mornings. The segments of on-street parking along both sides of Washington Street within the study area zone are highly occupied at all days and times.

The largest off-street parking lot in the Waterfront Zone is a private parking lot along Harbor Drive, north of Columbus Street. This private off-street parking lot holds 188 parking spaces, all of which are reserved. This parking lot has a very low occupancy during all days and time periods, with its highest occupancy on Saturday evening at only 21%.

Downtown Retail Zone

The on- and off-street parking areas in the Downtown Retail Zone are fairly busy, especially those in the blocks immediately north and south of Washington Street. Weekend evenings see the highest overall demand (50.7% occupancy), followed closely by weekday mid-days (49.8% occupancy). The lowest overall demand occurs on weekday mornings (35.2% occupancy). For public off-street parking lots within the Downtown Retail Zone, the highest occupancies occur during weekday mid-days (80.51%), followed closely by Saturday evenings (75.45%). For public off-street parking lots within the Downtown Retail Zone, the lowest occupancy occurs during weekday mornings (44.77%).



Fully occupied public off-street parking lot on a Saturday Mid-Day (Lot B on Map 5D)

The busiest on-street parking areas in this zone are found on both sides of Washington Street, which are more than 50% full on weekdays and Saturdays. All four of these on-street parking segments were at 100% occupancy on Saturday evening and were near 100% occupancy on Saturday mid-day.

Generally, the on-and off-street parking areas north of Columbus Street and south of Franklin Street are underutilized during both weekdays and Saturdays, many with occupancy percentages less than 20%.

Government Center Zone

Because of the large number of government and other office buildings, it is no surprise that the on-street and off-street parking areas in this zone are busiest during weekday mornings and weekday mid-days, but are underutilized on evenings and weekends. On a weekday morning, the overall occupancy within the Government Center Zone is 36.62% while the weekday mid-day occupancy is 34.32%. On weekday evenings, Saturday mid-days and Saturday evenings, the overall occupancy within the Government Center Zone does not exceed 20%. Public off-street parking lots within the Government Center Zone show similar trends, with modest occupancy percentages on weekday

mornings and mid-days, but very low occupancy percentages on weekday evenings, Saturday mid-days and Saturday evenings.

The 91 space public off-street parking lot serving the Ottawa County Building, which was more than 60% occupied on weekday mornings, was less than 10% occupied during Saturday. The largest parking lot in this zone (and the entire study area) is the 269 space public off-street parking lot south of Franklin Street, between 3rd and 5th Streets. This lot is significantly underutilized, with an occupancy rate of less than 40% on the weekdays and less than 5% on Saturday.



Downtown Gateway Zone

The Downtown Gateway Zone features on- and off-street

parking areas that are moderately full, with mid-days being the busiest time for both weekdays and Saturdays (43.1% and 38.0% overall occupancy, respectively). The least busy time for this zone is Saturday evenings, with 19.6% overall occupancy.

Nearly completely unoccupied public off-street parking lot on a Saturday Evening (Lot L on Map 5E)

Public off-street parking lots within the Downtown Gateway Zone are somewhat highly occupied during weekday mornings and weekday mid-days (60.90% and 76.69%, respectively), and moderately occupied during Saturday mid-days (48.12%). Public off-street parking within the Downtown Gateway Zone are least occupied during evenings, with 36.84% occupancy on weekday evenings and 13.53% occupancy on Saturday evenings.

Parking demand in this zone is concentrated near the business district surrounding Washington Street and Columbus Street, east of 7th Street, but even at the busiest times, parking demands are met through existing parking areas. One outlier in this zone is the private off-street parking lot located south of Fulton Street, west of U.S. 31, which is owned by a used car dealership. Surveyors consistently found this parking lot 100% occupied, with an overflow of between 5 and 12 cars on a grassy area next to the parking lot. This resulted in a designation of over 100% for each time period.

Parking Turnover

The length of time in which vehicles were parked in the study area was also reviewed by the field crews. The methods for examining this parking turnover included visual assessments of the coming and going of vehicles during the field surveys, as well as taking photos of the parking areas at different time periods for comparison.

The field crews noted the highest parking turnover rates in the on-street parking segments along both sides of Washington Street, west of 3rd Street. The normal turnover of vehicles along these on-street parking segments generally occurred at 15 minute to 30 minute intervals. The public off-street parking areas within the blocks north and south of Washington Avenue, west of 3rd Street, were also generally noted as featuring considerably high turnover rates, with vehicles coming and going at intervals commonly ranging from 15 minutes to 1 hour. Photo A and Photo B, below, illustrate the high parking turnover rates along Washington Avenue. Other moderate parking turnover rates were generally found in the parking areas away from, but within easy walking distance of, the waterfront and Washington Avenue retail areas.



Photos A and B – Washington Avenue, Saturday Mid-Day vs. Saturday Evening

In general, the field crews noted that most of the on-street and off-street parking lots outside of the waterfront and Washington Avenue areas featured low turnover rates during Saturday. During the weekdays, these same parking lots were busier, but still featured low to moderate turnover rates, because the parking areas serve more office workers as compared to shoppers or tourists. Photo C and Photo D illustrate the low parking turnover rate for the public off-street parking lot along the south side of Franklin Street, between 3rd and 5th Streets.



Photos C and D – Public Parking Lot on south side of Franklin Street, between 3rd and 5th Streets, Saturday Mid-Day vs. Saturday Evening

Chapter 4: Parking Demand Analysis

Introduction and Methodology

An evaluation of parking demand was conducted to gauge the overall adequacy of the current supply of parking within the study area. This parking “demand” evaluation is based on two sources: 1) the City’s currently adopted off-street parking standards (as outlined in Article VI of the City of Grand Haven Zoning Ordinance); and, 2) Institute of Transportation Engineers (ITE) parking generation standards, as adjusted by the consultant to ensure applicability for Downtown Grand Haven. In both cases, these standards were applied against existing building floor space and land use types within the study area.

The City of Grand Haven Assessor’s site, along with aerial photography/street view interpretation, was used by Wade Trim to establish an approximate base-line of floor space within the study area by land use type as of 2016. In the case of developments with a mixture of use types, where the exact floor space proportions by use could not be determined, a formula was used to determine the proportion of uses. For a multiple story building which included residential use in addition to retail/office use, the floor area was divided by the number of stories and the ground floor was assumed to be dedicated to retail/office. The remaining square footage (upper floors) were assumed to be dedicated to residential use. It was assumed that for every 1,500 square feet of upper story floor space, one residential unit existed.

Table 3 shows the parking demand standards by use type which were used for the purposes of this analysis.

Table 3
Parking Demand Standards Used for this Analysis

Use Type	Parking Demand Per Unit of Measure (Based on City Zoning Standards)	Parking Demand Per Unit of Measure (Based on ITE Standards)
Automobile gasoline station	1 space per 150 square feet dedicated to retail activity, plus 1 space at each fuel pump, plus 1 stacking spaces per fuel nozzle	3 spaces per 1,000 GFA dedicated to retail activity, plus 0.75 space for each fuel pump
Automobile repair, all types	1 space per employee of largest shift, plus 1 space per service bay	N/A - Use Zoning Standard
Automobile wash	3 stacking spaces per bay, plus 1 space per 350 square feet of retail/office space, not including car wash bays	N/A - Use Zoning Standard
Bed and breakfast	2 spaces for the principal dwelling use, plus 1 off-street space per rental room	N/A - Use Zoning Standard

Use Type	Parking Demand Per Unit of Measure (Based on City Zoning Standards)	Parking Demand Per Unit of Measure (Based on ITE Standards)
Drive-through business	5 stacking spaces per drive-through lane with window service or 3 stacking spaces for drive-through ATM, in addition to any spaces required for the non-drive-through uses	3.7 spaces per 1,000 sq. ft. GFA
Dwelling, multiple-family	2 spaces per unit (stand-alone development); 1.2 spaces per unit (when above retail/office)	1.1 spaces per unit
Dwelling, multiple-family (Condominiums)	2 spaces per unit	1.4 spaces per unit
Dwelling, one- and two-family	2 spaces per unit	1.8 spaces per unit
Drive-through business	5 stacking spaces per drive-through lane with window service or 3 stacking spaces for drive-through ATM, in addition to any spaces required for the non-drive-through uses	2.3 spaces per 1,000 sq. ft. GFA
Eating and drinking establishment	1 space per 3 seats of legal capacity	14.5 spaces per 1,000 sq. ft. GFA
Governmental Building	1 space per 300 square feet of gross floor area, unless Planning Commission determines a lesser parking allotment will effectively serve the use	4.15 spaces per 1,000 sq. ft. GFA
Hotel and motel	1 space per rental room	1 space per rental room
Library	Applicant shall demonstrate parking demand, but not less than 1 space per 500 square feet of gross floor area	2.61 spaces per 1,000 sq. ft. GFA
Marina	1 space per 3 boat racks, plus 1 space per 1.5 boat slips	0.4 spaces per boat slip
Medical office	1 space for each employee of the largest shift plus 1 space per 200 square feet gross floor area	3.2 spaces per 1,000 sq. ft. GFA
Mixed use development	1.2 spaces for any dwelling unit, plus parking for any nonresidential uses as provided herein	1.1 spaces per dwelling unit, plus parking for any nonresidential use as provided herein
Mortuary	1 space per employee of largest shift, plus 1 space per 4 seats of legal capacity	N/A - Use Zoning Standard
Multi-tenant commercial establishment	Applicant shall demonstrate parking demand, but not less than 1 space per 300 square feet of gross floor area	3 spaces per 1,000 sq. ft. GFA

Use Type	Parking Demand Per Unit of Measure (Based on City Zoning Standards)	Parking Demand Per Unit of Measure (Based on ITE Standards)
Municipal uses - utilities	Applicant shall demonstrate parking demand	N/A - Use Zoning Standard
Office building	1 space per 300 square feet of gross floor area	2.5 spaces per 1,000 sq. ft. GFA
Personal service business	1 space per 350 square feet of gross floor area	N/A - Use Zoning Standard
Place of public assembly, large or small	1 space per 4 seats of legal capacity	Community Center: 3.2 spaces per 1,000 sq. ft. GFA
Place of public assembly, large or small	1 space per 4 seats of legal capacity	Museum: 1.15 spaces per 1,000 sq. ft. GFA
Place of public assembly, large or small	1 space per 4 seats of legal capacity	Church: 0.45 spaces per Attendee; All other Assembly: N/A - Use Zoning Requirement
Recreation facility, commercial	Applicant shall demonstrate parking demand	N/A - Use Zoning Standard
Retail business or retail sales dealing primarily in consumable and convenience goods	1 space per 150 square feet of gross floor area up to 50,000 square feet of gross floor area plus 1 space for each 350 square feet of gross floor area in excess of 50,000 square feet	3 spaces per 1,000 sq. ft. GFA
Retail business or retail sales dealing primarily in durable goods	1 space per 250 square feet of gross floor area up to 10,000 square feet, plus 1 space for each 350 square feet of gross floor area in excess of 10,000 square feet	3 spaces per 1,000 sq. ft. GFA
Warehouse	5 spaces plus 1 per employee on the 2 largest shifts	0.5 spaces per 1,000 sq. ft. GFA

Source: City of Grand Haven Zoning Ordinance, Article IV; Institute of Transportation Engineers (ITE) Parking Generation, 4th Edition, as adjusted by Wade Trim to ensure applicability for Downtown Grand Haven.

Several of the parking demand units of measurement listed in **Table 3**, such as the legal occupancy of a place of public assembly, the total number of seats within an eating/drinking establishment, or the total number of employees of an office building, are not able to be known. Therefore, several assumptions were utilized for this analysis, as follows:

- Place of public assembly = 1 occupant per 50 square feet of gross floor area.
- Eating and drinking establishment = 1 occupant per 25 square feet of gross floor area.
- Projecting employee of largest shift: For Industrial land-use categories, including Auto repair and Warehouse: 1 employee per 500 square feet of gross floor area; For Office land-use

categories, including Medical office and Mortuary: 1 employee per 350 square feet of gross floor area.

Further, this analysis does not take into account the parking demanded or required for one and two-family dwellings within the study area. This analysis assumes that these parking spots are accounted for on the residential property, either within a garage or a driveway.

The following limitations must also be taken into consideration when examining the results of the parking demand analysis:

1. The application of the parking demand standards assumes that existing floor space within the study area is fully built-out and 100% occupied. In reality, there will always be a certain percentage of vacant/non-occupied floor space within the study area.
2. City zoning parking standards and ITE parking standards are more applicable to stand-alone projects in other commercially zoned districts, and do not fully consider the true mixed-use character of Downtown Grand Haven. The parking demand calculation methods do not generally account for the potential shared parking benefits of an urban mixed-use district, where visitors commonly park in one location and walk to multiple destinations. Further, the methods generally do not account for multiple businesses with differing hours of operation. For example, if an office building was located on the same site or adjacent to a bar/lounge establishment, the parking demand generation methods would suggest that the number of peak period parking spaces for each business would need to be provided on site. However, because the peak operating hours of each business do not overlap, the actual parking demand for the two buildings would be significantly less.
3. The application of the parking demand calculation standards generally assume that trips to a particular business will be made by vehicle. The standards do not account for trips made by transit, bicycle or walking, which is generally higher within an urban, mixed-use area such as Downtown Grand Haven in comparison to non-urban areas.

For these reasons, it is the consultant's recommendation that the parking demand estimate which should be used for this Downtown Grand Haven parking study is an average of the two demand methods, less 25% to account for the above noted limitations.¹ This recommended demand estimate is utilized in the analysis below.

Demand Analysis Results

The results of the parking demand evaluation are summarized for the overall study area and each zone in **Tables 4 through 8**, below.

¹ This reduction is consistent with the approach provided in the book *Parking* (Weant and Levinson, Eno Foundation for Transportation, 1990), which states: "For city-center zoning, the general approach is to reduce parking requirements to reflect multiple-destination trips and the availability, quality, and proximity of public transport."

Table 4
Parking Demand Results – Overall Study Area Summary

Category	Parking Demand (Zoning)	Parking Demand (ITE)	Consultant Demand Estimate
Total Parking Demand	5,698	4,733	3,912
Total Parking Available	4,013	4,013	4,013
Surplus/Deficit	-1,685	-720	+101

*The Consultant Demand Estimate is an average of the two demand estimates, less 25% to account for the limitations noted earlier in this section (floor space vacancies, mixed-use character of Downtown Grand Haven, and non-vehicular trips).

Source: Wade Trim Analysis

Table 5
Parking Demand Results – Waterfront Zone

Zoning Class	Number of Establishments	Parking Demand (Zoning)	Parking Demand (ITE)	Consultant Demand Estimate
Automobile repair, all types	1	7	7	5
Dwelling, multiple-family	4	232	196	161
Eating and drinking establishment	6	325	353	254
Hotel and motel	1	20	20	15
Marina	1	39	23	23
Mixed use development	6	227	150	141
Multi-tenant commercial establishment	2	236	212	168
Office building	2	100	75	66
Place of public assembly, large or small	1	29	7	14
Recreation facility, commercial	1	0	0	0
Retail business or retail sales dealing primarily in consumable and convenience goods	3	62	27	33
Total Parking Demand		1,277	1,070	880
Total Parking Available		984	984	984
Surplus/Deficit		-293	-86	+104

*The Consultant Demand Estimate is an average of the two demand estimates, less 25% to account for the limitations noted earlier in this section (floor space vacancies, mixed-use character of Downtown Grand Haven, and non-vehicular trips).

Source: Wade Trim Analysis

Table 6
Parking Demand Results – Downtown Retail Zone

Zoning Class	Number of Establishments	Parking Demand (Zoning)	Parking Demand (ITE)	Consultant Demand Estimate
Drive-through business	1	0	2	1
Eating and drinking establishment	1	33	36	26
Mixed use development	33	800	507	490
Municipal uses - utilities	1	0	0	0
Office building	10	342	257	225
Place of public assembly, large or small	4	474	387	323
Retail business or retail sales dealing primarily in consumable and convenience goods	11	219	100	120
Warehouse	2	41	8	18
Total Parking Demand		1,909	1,297	1,202
Total Parking Available		1,031	1,031	1,031
Surplus/Deficit		-878	-266	-171

*The Consultant Demand Estimate is an average of the two demand estimates, less 25% to account for the limitations noted earlier in this section (floor space vacancies, mixed-use character of Downtown Grand Haven, and non-vehicular trips).
Source: Wade Trim Analysis

Table 7
Parking Demand Results – Government Center Zone

Zoning Class	Number of Establishments	Parking Demand (Zoning)	Parking Demand (ITE)	Consultant Demand Estimate
Governmental Building	4	677	844	570
Library	1	67	87	58
Medical office	1	25	10	13
Mixed use development	2	25	15	15
Multi-tenant commercial establishment	1	24	22	17
Municipal uses - utilities	1	0	0	0
Office building	7	172	129	113
Place of public assembly, large or small	5	402	417	307
Retail business or retail sales dealing primarily in consumable and convenience goods	2	21	10	12
Total Parking Demand		1,413	1,534	1,105
Total Parking Available		1,177	1,177	1,177
Surplus/Deficit		-236	-357	+72

*The Consultant Demand Estimate is an average of the two demand estimates, less 25% to account for the limitations noted earlier in this section (floor space vacancies, mixed-use character of Downtown Grand Haven, and non-vehicular trips).

Source: Wade Trim Analysis

Table 8
Parking Demand Results – Downtown Gateway Zone

Zoning Class	Number of Establishments	Parking Demand (Zoning)	Parking Demand (ITE)	Consultant Demand Estimate
Automobile gasoline station	2	28	22	19
Automobile repair, all types	3	16	16	12
Automobile wash	1	6	6	5
Bed and breakfast	1	7	7	5
Dwelling, multiple-family	1	16	11	10
Eating and drinking establishment	7	197	217	155
Medical office	1	17	7	9
Mixed use development	8	101	56	59
Mortuary	1	124	124	93
Multi-tenant commercial establishment	5	167	151	119
Office building	4	69	52	45
Personal service business	2	7	7	5
Retail business or retail sales dealing primarily in consumable and convenience goods	17	318	143	173
Retail business or retail sales dealing primarily in durable goods	2	16	12	11
Warehouse	1	10	1	4
Total Parking Demand		1,099	832	724
Total Parking Available		821	821	821
Surplus/Deficit		-278	-11	+97

*The Consultant Demand Estimate is an average of the two demand estimates, less 25% to account for the limitations noted earlier in this section (floor space vacancies, mixed-use character of Downtown Grand Haven, and non-vehicular trips).

Source: Wade Trim Analysis

The parking demand results show that there is a moderate parking surplus of 101 spaces within the overall study area, with an estimated total parking demand of 3,912 parking spaces and a current supply of 4,013 parking spaces. However, this surplus is not experienced throughout the study area, as the Downtown Retail Zone has a somewhat significant deficiency of 171 parking spaces, where 1,202 spaces are demanded by the various establishments but only 1,031 parking spaces are found. The Waterfront Zone has a surplus of 104 parking spaces, while the Government Center Zone has a small surplus of 72 parking spaces and the Downtown Gateway Zone has a surplus of 97 spaces.

It should be noted that the peak hours of several of the “top” parking demand generators within the study area are limited to certain days or times of the day. The top three parking demand generators include a courthouse, church and community center; the courthouse and community center generate their peak parking demand during the weekdays between 8am and 5pm, while the church generates its peak parking demand on Sundays. Also included among the top 10 parking demand generators within the study area include two more churches, two governmental buildings and a mortuary. The five individual locations within the study area which produce the greatest parking demand are listed below.

- Courthouse at the corner of Washington Avenue and 5th Street, within the Government Center Zone
 - 334 parking space demand
- Church at the northeast corner of Columbus Street and 1st Street, within the Downtown Retail Zone
 - 251 parking space demand
- Community center at the northwest corner of Columbus and 5th Street, within the Government Center Zone
 - 137 parking space demand
- Restaurant at the southeast corner of Washington Avenue and Harbor Drive, within the Waterfront Zone
 - 141 parking space demand
- Multi-tenant commercial building at the northwest corner of Washington Avenue and 1st Street, within the Downtown Retail Zone
 - 135 parking space demand

Chapter 5: Future Parking Demand Analysis

Introduction

The following section estimates future parking demand within the study area based on an analysis of two future growth scenarios: a moderate growth scenario and an aggressive growth scenario. These scenarios represent approximations of future development potential within the study area in terms of type, size, and location. Although the scenarios identify specifics, they are meant to portray general directions of future growth. With the help of these scenarios, the impacts of future growth on Downtown Grand Haven's parking system can be better examined.

Future Growth Scenarios

The future growth scenarios were established through a review of the City of Grand Haven Master Plan and several sub-area plans covering portions of the study area. The City of Grand Haven Master Plan, adopted in 2016, serves as the official policy guide for Grand Haven's future development and growth. The Future Land Use Plan component of the Master Plan establishes general patterns and character of land use to guide growth and development of the City. The Future Land Use Plan designates the majority of the western portion of the study area (west of 5th Street) for future "Downtown" use. The Future Land Use Plan designates the majority of the eastern portion of the study area (east of 5th Street) for future "Traditional Neighborhood Mixed Use." As noted in the Master Plan, more specific recommendations for development and redevelopment within the study area are outlined in three separate sub-area plans, as follows:

1. Centertown Vision Plan, adopted in 2014, encompassing the eastern edge of the Study Area.
2. Waterfront Strategic Plan, adopted in 2005, encompassing the western, waterfront portion of the Study Area.
3. Downtown Vision Plan, adopted in 2004, encompassing the central portion of the Study Area.

Based on the recommendations of the above noted sub-area plans, a total of 26 projects have been identified which would have a significant impact on the future demand for parking within the study area. These 26 projects are listed in **Table 9** and are shown on **Map 6**. These 26 projects have been grouped into two scenarios: a moderate growth scenario and an aggressive growth scenario. The moderate growth scenario includes projects which have the highest likelihood of occurring within the next 5 to 10 years. The aggressive growth scenario includes potential projects which are somewhat less likely to occur and/or which may not occur until a point 5 or more years into the future.

It should be noted that all of the projects listed in **Table 9** and shown on **Map 6** are speculative in nature and are not based on actual future development concepts being contemplated by individual property owners.

Table 9
Future Projects Listing
Downtown Grand Haven

Project ID	Scenario	Study Area Zone	Future Use	Building Height	Total New/Additional Sq. Ft.	Project Source
1	Aggressive	Waterfront	Retail/office/residential	3 stories (new)	17,700	WSP
2	Aggressive	Waterfront	Retail/office/residential	3 stories (new)	14,800	WSP
3	Moderate	Waterfront	Retail/office/residential	3 stories (new)	27,000	WSP
4	Aggressive	Waterfront	Retail/office/residential	3 stories (new)	18,600	WSP
5	Aggressive	Waterfront	Retail	1 story (new)	7,200	WSP
6	Aggressive	Waterfront	Retail	1 story (new)	7,200	WSP
7	Moderate	Downtown Retail	Lodging/residential/office/retail	2 stories (new)	30,700	WSP
8	Moderate	Downtown Retail	Office/residential	2 stories (new)	30,600	WSP
9	Moderate	Downtown Retail	SF residential dwelling	1 to 2 stories	n/a	WSP
10	Moderate	Downtown Retail	SF residential dwelling	1 to 2 stories	n/a	WSP
11	Moderate	Downtown Retail	SF residential dwelling	1 to 2 stories	n/a	WSP
12	Moderate	Downtown Retail	SF residential dwelling	1 to 2 stories	n/a	WSP
13	Moderate	Downtown Retail	SF residential dwelling	1 to 2 stories	n/a	WSP
14	Aggressive	Downtown Retail	Retail	2 stories (new)	8,500	DVP
15	Moderate	Downtown Retail	Office/residential	3 stories (2 new, 1 ex.)	4,300	DVP
16	Moderate	Downtown Retail	Office/residential	3 stories (2 new, 1 ex.)	11,000	DVP
17	Moderate	Downtown Retail	Office/residential	3 stories (2 new, 1 ex.)	13,000	DVP
18	Aggressive	Downtown Retail	Retail	2 stories (new)	6,000	DVP
19	Aggressive	Downtown Retail	Retail	2 stories (new)	6,000	DVP
20	Moderate	Downtown Retail	Office/residential	3 stories (2 new, 1 ex.)	7,700	DVP
21	Aggressive	Government Center	Retail/office	2 stories (new)	7,500	DVP
22	Aggressive	Government Center	Retail/office	2 stories (new)	15,200	DVP
23	Aggressive	Downtown Gateway	Retail/office	2 stories (new)	17,600	CVP
24	Aggressive	Downtown Gateway	Retail/office	2 stories (new)	9,000	CVP
25	Aggressive	Downtown Gateway	Office/residential	2 stories (new)	10,900	CVP
26	Aggressive	Downtown Gateway	Retail/office	2 stories (new)	33,800	CVP

Sources: WSP = 2005 Waterfront Strategic Plan; DVP = 2004 Downtown Vision Plan; CVP = 2014 Centertown Vision Plan

Table 10 provides additional detail for each growth scenario project and provides an estimation for the potential impact on future parking within Downtown Grand Haven. First, the table shows the number of existing parking spaces which would be directly removed as a result of the new development. The table also includes an estimate of the new or additional square footage by use type (retail or office) as well as an estimate of the new or additional living units (hotel rental rooms or dwelling units) resulting from each project. Finally, the table includes estimates for the number of new parking spaces that would be generated for each new development (for information on the methodology for determining the future parking demand, refer to Chapter 4).

Table 10
Future Projects Parking Demand
Downtown Grand Haven

Project ID	Scenario	Study Area Zone	New/Additional Sq. Ft.			New Hotel (Rental Rooms) ⁽¹⁾	New Residential (Dwelling Units) ⁽²⁾	Ex. Parking Spaces Removed	Parking Demand (Zoning) ⁽³⁾	Parking Demand (ITE) ⁽⁴⁾	Consultant Demand Estimate ⁽⁵⁾
			Total	Retail	Office						
Moderate Growth Scenario											
3	Moderate	Waterfront	27,000	9,000	9,000	0	18	28	97	69	62
7	Moderate	Downtown Retail	30,700	7,675	7,675	30	15	41	112	89	75
8	Moderate	Downtown Retail	30,600	0	15,300	0	30	0	87	71	59
9	Moderate	Downtown Retail	n/a	0	0	0	1	0	1	1	1
10	Moderate	Downtown Retail	n/a	0	0	0	1	0	1	1	1
11	Moderate	Downtown Retail	n/a	0	0	0	1	0	1	1	1
12	Moderate	Downtown Retail	n/a	0	0	0	1	0	1	1	1
13	Moderate	Downtown Retail	n/a	0	0	0	1	0	1	1	1
15	Moderate	Downtown Retail	4,300	0	2,150	0	4	0	12	10	8
16	Moderate	Downtown Retail	11,000	0	5,500	0	11	0	32	26	22
17	Moderate	Downtown Retail	13,000	0	6,500	0	13	0	37	31	25
20	Moderate	Downtown Retail	7,700	0	3,850	0	7	0	21	17	14
Moderate Growth Scenario Sub-Totals:								69	404	318	271
Aggressive Growth Scenario											
1	Aggressive	Waterfront	17,700	5,900	5,900	0	11	12	62	45	40
2	Aggressive	Waterfront	14,800	4,933	4,933	0	9	8	52	37	33
4	Aggressive	Waterfront	18,600	6,200	6,200	0	12	5	66	47	43
5	Aggressive	Waterfront	7,200	7,200	0	0	0	20	36	22	22
6	Aggressive	Waterfront	7,200	7,200	0	0	0	26	36	22	22
14	Aggressive	Downtown Retail	8,500	8,500	0	0	0	10	43	26	26
18	Aggressive	Downtown Retail	6,000	6,000	0	0	0	10	30	18	18
19	Aggressive	Downtown Retail	6,000	6,000	0	0	0	8	30	18	18
21	Aggressive	Government Center	7,500	3,750	3,750	0	0	5	31	21	19
22	Aggressive	Government Center	15,200	7,600	7,600	0	0	18	63	42	39
23	Aggressive	Downtown Gateway	17,600	8,800	8,800	0	0	0	73	48	46
24	Aggressive	Downtown Gateway	9,000	4,500	4,500	0	0	6	38	25	23
25	Aggressive	Downtown Gateway	10,900	0	5,450	0	10	0	30	25	21
26	Aggressive	Downtown Gateway	33,800	16,900	16,900	0	0	54	141	93	88
Aggressive Growth Scenario Sub-Totals (Includes Moderate Growth Scenario Projects):								251	1,135	805	727

Source: Wade Trim Analysis

Notes for Table 10:

1. Assumes one rental room per 250 square feet.
2. Assumes one dwelling unit per 500 square feet.
3. Generally based on City Zoning Ordinance Requirements: 1 space per 200 sq. ft. retail gross floor area; 1 space per 300 sq. ft. office gross floor area; 1 space per hotel rental room; 1.2 spaces/dwelling unit
4. Generally based on ITE Parking Generation Manual: 3 spaces per 1,000 sq. ft. retail gross floor area; 2.5 spaces per 1,000 sq. ft. office gross floor area; 1 space per hotel rental room; 1.1 spaces per dwelling unit
5. The Consultant Demand Estimate is an average of the two demand estimates, less 25% to account for the limitations noted in Chapter 4 (floor space vacancies, mixed-use character of Downtown Grand Haven, and non-vehicular trips).

Future Parking Impact Resulting from Moderate Growth Scenario

Within the overall study area, a total of 12 projects are included within the moderate growth scenario. These projects are projected to result in an increase of 16,675 square feet of retail space, 49,975 square feet of office space, 30 new hotel rental rooms and 103 new residential dwelling units. The implementation of these future projects would result in the removal of approximately 69 existing parking spaces. Using the consultant parking demand estimate (for information on the methodology for determining the future parking demand, refer to Chapter 4), it is estimated that the moderate growth scenario projects would result in the future demand for 271 new parking spaces.

Moderate growth scenario project ID numbers 7 through 13 are located on the edge of the Study Area on underutilized properties. Given their location, it is likely that much, if not all, of the needed future parking spaces (139 total) could be provided by on-site parking constructed in connection with the development projects. Moderate growth scenario project ID numbers 3, 15 through 17, and 20 are located along Washington Avenue, in the heart of the study area, and would likely not be able to provide any new, on-site parking spaces.

Presently, the study area contains 4,013 parking spaces (off-street and on-street, public and private). Based on existing building floor space and land use types within the study area, a total of 3,912 parking spaces are needed to meet current demand within the study area (refer to Chapter 5). If the moderate growth scenario projects are implemented within the study area, the overall parking demand would increase to 4,183 spaces, which exceeds the current supply of parking in the study area by 170 spaces. Even if as many as 139 new parking spaces were constructed in connection with moderate growth scenario projects, a parking deficiency of 31 spaces would still exist within the study area.

Table 11 and the below narrative provide a summary of future parking needs for the moderate growth scenario by study area zone.

Waterfront Zone

Only one moderate growth scenario project (ID number 3) is located within the Waterfront Zone of the study area. In total, the moderate growth scenario would result in the elimination of 28 existing parking spaces and the need for approximately 62 new parking spaces.

Table 11
Future Projects Parking Demand Summary by Study Area Zone
Downtown Grand Haven

Scenario	New/Additional Sq. Ft.			New Hotel (Rental Rooms)	New Residential (Dwelling Units)	Ex. Parking Spaces Removed	Consultant Parking Demand Estimate
	Total	Retail	Office				
Waterfront Zone							
Moderate	27,000	9,000	9,000	0	18	28	62
Aggressive	92,500	40,433	26,033	0	50	99	221
Downtown Retail Zone							
Moderate	97,300	7,675	40,975	30	85	41	208
Aggressive	117,800	28,175	40,975	30	85	69	270
Government Center Zone							
Moderate	0	0	0	0	0	0	0
Aggressive	22,700	11,350	11,350	0	0	23	59
Downtown Gateway Zone							
Moderate	0	0	0	0	0	0	0
Aggressive	71,300	30,200	35,650	0	10	60	177

Source: Wade Trim Analysis

Notes:

- Aggressive growth scenario figures include moderate growth scenario figures.
- The Consultant Demand Estimate is an average of the two demand estimates, less 25% to account for the limitations noted in Chapter 4 (floor space vacancies, mixed-use character of Downtown Grand Haven, and non-vehicular trips).

Downtown Retail Zone

A total of 11 moderate growth scenario projects are located within the Downtown Retail Zone of the study area. In total, the moderate growth scenario would result in the elimination of 41 existing parking spaces and the need for approximately 208 new parking spaces.

Government Center Zone

No moderate growth scenario projects are located within the Government Center Zone of the study area.

Downtown Gateway Zone

No moderate growth scenario projects are located within the Downtown Gateway Zone of the study area.

Future Parking Impact Resulting from Aggressive Growth Scenario

Within the overall study area, a total of 26 projects are included within the aggressive growth scenario (the aggressive growth scenario includes all moderate growth scenario projects). These projects are projected to result in an increase of 110,158 square feet of retail space, 114,008 square feet of office space, 30 new hotel rental rooms and 145 new residential dwelling units. The implementation of these future projects would result in the removal of approximately 251 existing parking spaces. Using the consultant parking demand estimate, it is estimated that the aggressive growth scenario projects would result in the future demand for 727 new parking spaces.

For all of the aggressive growth scenario projects, due to their location within heavily developed portions of the study area, it is likely that only a small percentage of the total needed parking spaces will be able to be provided through the construction of new, on-site parking spaces.

Presently, the study area contains 4,013 parking spaces (off-street and on-street, public and private). Based on existing building floor space and land use types within the study area, a total of 3,912 parking spaces are needed to meet current demand within the study area (refer to Chapter 5). If the aggressive growth scenario projects are implemented within the study area, the overall parking demand would increase to 4,740 spaces, which exceeds the current supply of parking in the study area by 727 spaces. Even if as many as 139 new parking spaces were constructed in connection with some of the growth scenario projects, a parking deficiency of 588 spaces would still exist within the study area.

Table 11 and the below narrative provide a summary of future parking needs for the aggressive growth scenario by study area zone.

Waterfront Zone

A total of six aggressive growth scenario projects (includes one moderate growth scenario project) are located within the Waterfront Zone of the study area. In total, the aggressive growth scenario would result in the elimination of 99 existing parking spaces and the need for approximately 221 new parking spaces.

Downtown Retail Zone

A total of 14 aggressive growth scenario projects (includes 11 moderate growth scenario projects) are located within the Downtown Retail Zone of the study area. In total, the aggressive growth scenario would result in the elimination of 69 existing parking spaces and the need for approximately 270 new parking spaces.

Government Center Zone

Two aggressive growth scenario projects are located within the Government Center Zone of the study area. In total, the aggressive growth scenario would result in the elimination of 23 existing parking spaces and the need for approximately 59 new parking spaces.

Downtown Gateway Zone

Four aggressive growth scenario projects are located within the Downtown Gateway Zone of the study area. In total, the aggressive growth scenario would result in the elimination of 60 existing parking spaces and the need for approximately 177 new parking spaces.

Chapter 6: Parking Improvement Recommendations

Optimizing the space devoted to parking, providing enough parking for customers and tourists, minimizing the impact of parking on surrounding areas, and reducing the need for parking can only be done through smart development practices by property owners, stakeholders, and policy makers. The following parking recommendations for downtown Grand Haven are based on a knowledge of existing conditions, expected growth, feasibility and cost effectiveness. For these reasons, the recommendations are categorized as short-term (1 to 3 years) and long-term (3+ years). This phasing of projects is recommended in order to implement the most cost-effective solutions in the near future, determine the success and impact the short-term solutions have had and then, if necessary proceed with the greater capital expenditures.

Certain recommendations are highlighted on the **Parking Recommendations Map (Map 7)**.

Short-Term Recommendations (1 to 3 years)

According to the National Main Street Center, “rarely is the quantity of available (parking) spaces the issue. There are plenty of spaces. The issue is nearly always mismanagement of the parking that already exists.” The following are a number of short-term “fixes” that could help relieve the parking difficulties by improving the management of the existing facilities. Although no one single idea will completely solve the problem, together they form a framework to quickly and cost effectively provide measurable relief and provide the merchants time to determine additional need and to formulate a plan for long term solution.

Public Awareness Campaign

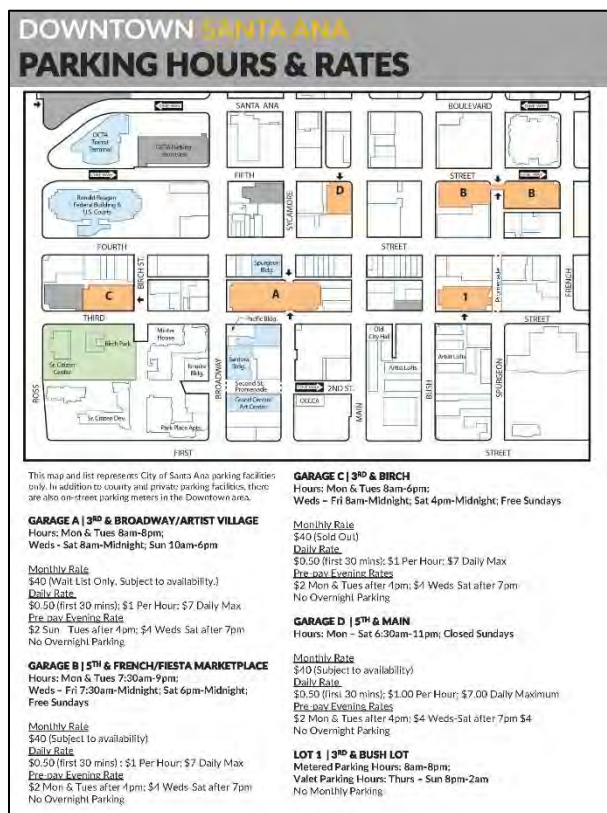
A major problem with commercial parking systems is that few people know how much parking is available and where it can be found. In the case of downtown Grand Haven, many underutilized parking lots with available parking spaces are located just outside of the primary shopping/entertainment area (west of 2nd Street and along the waterfront). In the case of a Saturday Evening, when the public parking lots within the core shopping/entertainment area of downtown are heavily occupied, public off-street parking lots J, K and L are all at occupancies of less than 30% (see **Map 5E**). These public off-street lots are within a reasonable, 3 to 4 block walk of the core shopping/entertainment area.

A key solution to this problem may simply be a matter of helping people find these parking areas through education and other means. Making the general public, employees and employers of the district aware of the following issues will go a long way to more effective and efficient parking:

- Location of parking lots and spaces
- Value of on-street parking for customers (as opposed to employees)
- How the parking system operates

Promotional campaigns can be arranged to increase public awareness of parking in downtown. The following specific strategies are recommended:

- The public awareness campaign should include the development of various maps and display materials which would be available online (City, DDA and Chamber websites, private business websites, etc.) and in print (at City Hall, in businesses, strategically located parking kiosks, bulletin boards, etc.).
 - A review of the City, DDA and Chamber of Commerce websites reveals that only the DDA website has easily accessible parking information under the “Getting Around” link from the home page. Similar easily accessible links should be established from the City and Chamber of Commerce websites.
 - A uniform, easy-to-read parking map and/or brochure should be created specifically for visitors. This same map/brochure should be used by the various organizations with an interest in downtown. Information contained in the map/brochure should include parking locations, regulations, fine-payment options and similar information.
- The City, DDA and business owners should work together to facilitate employer-based initiatives to encourage employee use of alternate modes of travel and/or car-pools.



Example of a downtown parking map with important information

Shared Parking Agreements

The City and DDA should work to increase the availability of parking by organizing and encouraging shared parking. A parking system works best when the parking is shared. With few exceptions, public parking areas within the study area are “shared” for the benefit of all destinations/properties. However, private off-street parking lots within the study are commonly reserved for use by customers/employees of a particular establishment. This often results in private off-street parking areas which are utilized during the peak demand day/period of the particular business but which go unused for other days/periods. Examples include office buildings, which are used on weekdays but are unused on weekends and evenings, and places of worship, which are used on Sundays and certain weekday evenings, but unused during weekdays and Saturdays.

After building/business operators have determined the peak period of demand for their primary businesses, they can be encouraged to offer their parking to customers who use other services in the area at a different time. Informal sharing of parking is occurring in some areas of downtown at this time; however, it is recommended that more formal agreements be established to ensure that the parking will continue to be available as needed. These agreements may be established between adjacent private property owners or between the City and private property owners.

In the case of an agreement between the City and a private property owner, the City could offer maintenance, insurance, or improvements to the private parking area in exchange for public use of the parking area during certain days/times. If such an agreement were reached, the City would want to include market/advertise the public use of the parking area through signage and maps/brochures. Specifically, the City should explore public/private shared parking agreements for the use of the following private parking lots (refer to **Map 2** and **Map 7** for locations), all of which are located in either the Waterfront zone or Downtown Retail zone:

1. Private parking lot 32, which is owned by a place of worship
2. Private parking lot 1, which serves an office building
3. Private parking lot 66, which serves an office building
4. Private parking lot 68, which is located on a vacant lot
5. Private parking lot 29, which serves a fraternal club
6. Private parking lot 28, which serves a banking institution
7. Private parking lots 38, 39, 41 and 42, which are owned by and serve one banking institution

Wayfinding Improvements

Signage is necessary to direct potential shoppers or clients to available parking areas. Over the years, the City has implemented a standardized parking signage program to facilitate the identification of public on-street and off-street parking areas and parking rules/limitations. Four types of standardized parking signs are presently found within downtown Grand Haven (see photos below):

1. Parking Directional Signs – Oriented to vehicular traffic, these signs (approximately 6 square feet in size) are installed along roadways and inform motorists of the immediate presence of a public parking lot, usually with an arrow pointing into the parking lot. These parking directional signs are of a similar style and color to various trailblazing signs within downtown which provide direction toward destinations such as the “Waterfront” or “Library”. The various trailblazing signs within downtown, however, do not identify “Public Parking” or “Parking” as a destination.
2. Parking Lot Identification Signs – These small signs (approximately 2 square feet in size) are located at the entrance to most City-owned off-street parking lots. They identify the parking lot as “Public Parking” and also include stipulations for the use of the parking lot, such as the need to have a permit for overnight parking.
3. Internal Parking Lot Informational Signs – These small signs (approximately 2 square feet in size) are located within some public off-street parking lots. These signs indicate any parking restrictions which apply within the parking lot such as 3-hour parking.

4. On-Street Parking Informational Signs – These small signs (approximately 1.5 square feet in size) are located alongside on-street parking areas and indicate any parking restrictions which apply to the on-street parking areas, such as no parking or 3-hour parking.



Existing standardized parking signage system within Grand Haven. From L to R: Parking Directional Sign; Parking Lot Identification Sign; Internal Parking Lot Informational Sign; On-Street Parking Informational Sign

Although the above described standardized signs have been implemented throughout the study area, numerous other non-standardized signs are also found. Examples include signs at the entrance to County-owned public parking lots, signs at the entrance to privately-owned parking lots (i.e., “customer parking only”), and informational signs within public and private parking lots (i.e., “authorized vehicles only”).

This parking study recommends that the City continue and expand upon the standardized system of parking signage within the study area. The following types of standardized signs should be installed throughout downtown:

1. Parking Directional Signs

- Presently, only a few public off-street parking lots have these green parking directional signs installed at the immediate entrance of the parking lot. Therefore, it is recommended that these signs, which are easily visible to motorists, be installed at the entrance of each public off-street parking lot. Although not owned by the City, the City should work with the County to explore the possibility of installing a standardized parking directional sign at the entrance of the large, County-owned parking lot (parking lot L) on the south side of Franklin Street.

- Further, additional parking directional signs should be installed along key roadways with arrows to inform motorists that public parking lots are straight ahead along the roadway, or to inform motorists to turn right or left to get toward a public parking lot. Presently, motorists have no advanced directional system which help lead them toward a public parking lot.

2. Parking Lot Identification Signs

- There are a few public off-street parking lots which do not contain a parking lot identification sign at its entrance. Without these signs, motorists would not be certain that the lot is a public parking lot. Examples include the entrances to public parking lot Q and public parking lot R from Washington Avenue. It is recommended that a parking lot identification sign be installed at each public off-street parking lot. Although not owned by the City, the City should work with the County to explore the possibility of installing standardized parking lot identification signs at the entrances of the large, County-owned parking lot (parking lot L) on the south side of Franklin Street.

3. Internal Parking Lot Informational Signs

- The City should continue its practice of installing internal parking lot informational signs within public off-street parking lots, as appropriate.

4. On-Street Parking Informational Signs

- The City should continue its practice of installing on-street parking informational signs alongside on-street parking areas, as appropriate.

5. Pedestrian-Oriented Directory Kiosks

- Pedestrian-oriented directory signs or kiosks should be provided in strategic locations which can be used by visitors, once they have parked, to identify their specific destination and easily navigate within downtown.



Example of a pedestrian-oriented directory kiosk

Proposed new wayfinding signage is shown on the **Parking Recommendations Map (Map 7)**.

Parking Shuttle Service

Many communities with parking shortages opt to utilize a parking shuttle program. Generally, large parking lots outside of the main shopping/entertainment district are advertised as available parking areas, and then are connected to the main shopping/entertainment district through frequently running shuttle busses. This shuttle bus service could be implemented during the peak seasons or time periods. In Grand Haven, these peak times may include summer weekends or during special events such as the Coast Guard Festival.

New or Reconfigured Parking Striping

In several areas of the study area, existing on-street and off-street parking areas are currently striped to designate individual parking spaces, but are in poor condition such that the striping is worn away. In other existing on-street and off-street parking areas, no parking striping presently exists. The parking inventory research found a handful of private off-street parking lots and nearly 50 on-street parking segments in the study area without striping.

When parking lot areas are not clearly marked, the effectiveness of the lot is decreased. Users, unsure of maneuvering lanes and space size, tend to take up more space than is actually required. The locations of these currently unstriped areas are shown on the **Parking Recommendations Map (Map 7)**.

Motorcycle/Scooter/Bicycle Striping

Related to parking striping, another short-term recommendation is to identify opportunities to designate motorcycle, scooter and/or bicycle parking spaces through striping and signage. Because of their small size, many existing on-street and off-street parking areas can be easily retrofitted and striped to accommodate small parking spaces. For on-street parking, spaces which could accommodate motorcycles, scooters or bicycles may be found at the ends of the parking areas (see image at right).



The spaces at the ends of on-street parking areas could accommodate motorcycle/scooter/bicycle parking.

Enhanced Parking Management

Within the most heavily utilized public off-street parking lots, the City should consider enhanced parking management related to parking time limitations and use restrictions. Presently, of the City's public off-street parking lots, only parking lot B includes a 3-hour time limitation for some of its parking spaces. This 3-hour time limitation helps to ensure that the parking lot is utilized by short-term customer parking as opposed to long-term employee or resident parking. Similarly, the City should consider implementing 2 or 3-hour time limitations within other well utilized public parking lots, particularly lots D, F and H within the Downtown Retail zone. Another measure which would have a similar effect is a limitation of certain parking spaces within public off-street parking for customer only spaces.

Intensified Enforcement

Enforcement can be a large part of a community parking awareness program, which will need to be coordinated with local parking enforcement officials. Consistent enforcement of violations such as parking in a handicapped space, parking in no parking zones, and time limit violations could help to free up more of the convenient spaces for customers.

Effective enforcement of on-street regulations is essential for several basic reasons, as follows:

1. Public protection – The prohibition of parking is necessary near fire hydrants, at intersections when vision may be impaired by parked vehicles, or in similar circumstances.
2. Traffic flow improvement – The prohibition of parking is necessary where and when it is desirable to use the curb lane for moving vehicles and at bus stops and loading zones.
3. Parking management – Enforcing parking restrictions that are designed to cause faster parking turnover is necessary to give preference to short-term parkers who are visiting commercial establishments and offices. It is also necessary to enforce parking prohibitions designed to implement parking management policies or to reinforce other transportation management strategies.
4. Parking revenues – Effective enforcement can generate substantial revenues that can be applied to parking programs.²

Harbor Transit Trolley Service

The Grand Haven Harbor Transit currently operates a low-cost historic trolley service which extends through downtown Grand Haven. The service runs during the tourist season from Memorial Day through Labor Day, seven days a week, from 11am to 10pm. Through the study area, the trolley route runs along Washington Avenue and Harbor Drive. Designated trolley stops within the study area are at Chinook Pier (near public off-street parking lot C on **Map 1**) and the Bookman (near public off-street parking lot S). Presently, the Harbor Transit Trolley Service does not offer “hop-on/hop-off” service, were riders may get on and off the trolley at their convenience along the trolley route. It predominantly serves as a guided historic tour for tourists, with stops only at designated locations.

This existing transit service, if expanded to allow for hop-on/hop-off service within the downtown area, can be an important means of alleviating parking congestion within the study area. This would allow for visitors to park in relatively underutilized parking lots, such as in the Downtown Gateway zone, and travel to the busier areas in the Waterfront and Downtown Retail zones. To take better advantage of this service, the City should:

- Support the marketing, improvement, and expansion of the service to allow for hop-on/hop-off service within the downtown study area. Special fare arrangements, such as a day pass, could be offered which would encourage the use of hop-on/hop-off services, once established. The City should also support additional service times, routes and increased frequency of the trolley.

² *Parking*. Weant and Levinson. Eno Foundation for Transportation, 1990.

- Market and promote this trolley service and trolley route, through means of signage, print and web. The parking map/brochure, as described above, should include the trolley route and stops within the study area, along with service times and fare information.

Long-Term Recommendations (3+ years)

Lighting, Safety and Pedestrian Comfort Improvements

The City should work to provide for uniform and aesthetic shielded lighting to achieve high visibility and safety within all parking areas. The City should also work to provide certain improvements, such as benches, shade trees and emergency phones, which would enhance comfort and security within parking lots and along pedestrian routes that connect parking lots with businesses and destinations. Improving these issues can make public parking lots, even those which are located further from primary destinations, more attractive to visitors. In particular, the pedestrian experience along Franklin Street, between 5th Street and Harbor Drive, should receive targeted pedestrian safety and comfort improvements given the presence of seven public off-street parking areas, including several which are underutilized but are within walking distance of the core shopping/entertainment area of downtown.

Promote Pedestrian, Non-Motorized, Ride-Sharing, Transit and other Alternatives to Vehicular Travel

As a long-term strategy to reduce the overall demand for parking, the City should encourage and promote alternatives to vehicular travel to and within downtown Grand Haven. Pedestrian improvements, such as benches and sidewalks, would enhance mobility within the study area and could lead to higher use of parking lots which are further away from the business core. Non-motorized improvements, such as bicycle racks, would allow for visitors to arrive by bicycle as opposed to their car. The support of ride-sharing and transit alternatives, such as an employee car pool program, shuttle bussing during peak weekends, and transit service would additionally lessen the need for vehicular parking spaces.

Consolidation of Existing Off-Street Parking Areas

Surface parking lots located behind groups of commercial buildings are often inefficiently arranged. Another way to increase the existing parking supply is to combine several of these small lots into one large lot, creating a more efficient layout of parking spaces. Candidates for this type of improvement are found throughout the study area.

This approach also has the added advantage of cleaning up and improving the areas behind stores, including pedestrian-scale lighting, landscaping, and rear entrances for customers. This approach will require the participation and cooperation between several business and property owners.

Downtown Parking Fund / Payment in Lieu of Parking Program

Many municipalities have considered and adopted policies that would permit private developers to opt for making a cash payment to the City in lieu of providing on-site parking. The funds would be deposited into a downtown parking fund. Through the fund, the City could then develop or support downtown parking improvements. This can be achieved through the delineation of a special

downtown parking district and/or establishment of a parking overlay zone within the City Zoning Ordinance. The payment in lieu of parking option could be configured in numerous ways. It could be crafted to provide developers a density bonus in exchange for contributions to the parking fund. It could also be crafted to allow developers to construct fewer on-site parking spaces than required by the zoning ordinance in exchange for a contribution to the parking fund for the equivalent costs of the spaces that are not constructed on-site.

Special Assessment Districts

Another option to build the downtown parking fund is through the establishment of a special assessment district. In the early 1990's, the City established a special assessment district covering a small area of the downtown core for this very purpose. The funds generated through this special assessment resulted in the development of several of the existing public off-street parking lots within the study area. The special assessment accomplished its purpose of providing off-street parking to support the specific uses present at that time. Additionally, all financial obligations related to the special assessment have been fulfilled. Therefore, it is recommended that new growth and redevelopment within the study area, including on those properties which were previously part of the special assessment, be required to provide new parking facilities, if at all feasible, in accordance with the City Zoning Ordinance. If a payment in lieu of parking program was established, such properties would be logical candidates for participation.

For properties which have participated in a special assessment for parking, Section 40.600 of the City Zoning Ordinance provides a potential exemption (as determined by City Council) from the need to provide private off-street parking facilities. Section 40.600.01,(C) states the following:

"Where the city council shall establish off-street parking facilities by means of a special assessment district, or by any other means, the city council may determine, upon completion and acceptance of such off-street parking facilities by the city council, that all existing buildings and uses and all buildings erected or uses established thereafter within the special assessment district, or districts, may be exempt from the requirements of this section for privately supplied off-street parking facilities."

What the above provision lacks are evaluation criteria to guide the City Council when considering whether to allow for a parking exemption. The following evaluation criteria are suggested:

1. The availability of on- and off-street parking within 300 feet of the property.
2. The provision of alternative transportation infrastructure as part of the project, including bicycle facilities, transit facilities, and carpool/vanpool programs for employees.
3. The recognizable and material benefit to the ultimate users of the project and to the community, where such benefit would otherwise be unfeasible or unlikely to be achieved without the exemption of off-street parking standards.
4. The proposed type and density of use shall not result in an unreasonable increase in the need for off-street parking and/or burden upon the existing off-street parking system.

Paid/Metered Parking

Considerable evidence suggests that the establishment of fees for parking can affect space use, choice of travel mode and trip making. Thus, parking pricing can be used to help achieve such objectives as reduced traffic congestion, encouragement of parking turnover, and greater transit usage and ridesharing.³ The implementation of paid parking through metering can also provide an additional revenue source for the improvement of the overall parking system. Presently, the City of Grand Haven does not charge for public parking, whether on-street or off-street, with the exception of a residential overnight parking program by paid permit.

As a long-term strategy, to be evaluated as a secondary measure after other recommendations are considered and/or implemented, the City may seek to establish paid/metered parking within the study area. This would be most viable within the high demand areas of downtown, and may include both on-street and off-street parking areas. Parking rates should follow the dynamics of supply and demand, and should be set at a price-point which allows an adequate amount of parking to be available at all times.

For on-street parking areas, paid parking can be implemented through two types of parking meters: single-space meters or multi-space meters. Single-space meters are the most common type and usually accept coins only. They can be mounted as a single with a single-head (for one space) or a single pole with a double-head (for two-spaces). Because one meter would need to be installed for every one or two spaces, the quantity of meters needed usually leads to higher implementation costs. Additionally, single-space meters typically do not allow for the use of credit cards or rechargeable smart cards.

Multi-space meters, which typically serve an entire block segment of on-street spaces, have several advantages over single-space meters. From an implementation perspective, they are less costly because a smaller quantity of meters is needed. Additionally, they offer more payment options including change, cash, credit cards and rechargeable smart cards. Multi-space meters also provide an audit of transactions, which allows for data analysis to identify parking trends, deficiencies and needs.



Example of a multi-space parking meter

Implementing paid parking for off-street parking areas and parking decks is typically done through the construction of controlled access entry/exit gates, along with a ticketing system. Rates are typically charged based on the time parked at the facility, normally based upon hourly, half-day or day long

³ *Parking*. Weant and Levinson, Eno Foundation for Transportation, 1990.

increments. Payment can be achieved through either a staffed payment booth or through an electronic payment device.

Development of New Off-Street Parking Areas

The results of the parking demand analysis (Chapter 4) show that there is a moderate parking surplus of 101 spaces within the overall study area. However, when considering future parking demand (Chapter 5), it was determined that additional parking will need to be added within the study area to support future growth. Therefore, the City will need to consider, as part of a long-term parking strategy, potential locations for the development of additional parking. It is incumbent on the City leaders, business district stakeholders and property owners to identify strategic locations where this parking should be installed.

Private Off-Street Parking Areas

For new development within the study area, new off-street parking should be constructed to support the demand generated by the new development. This is particularly true outside of the “core” shopping/entertainment area of downtown (the blocks north and south of Washington Avenue, between Harbor Drive and 3rd Street), where space is more readily available. Key examples are the blocks north of Columbus Street, between 1st Street and 3rd Street, which are strong candidates to support future development and/or redevelopment. These properties, if developed or redeveloped, have sufficient space to accommodate private off-street parking areas.

Given that the entire study area is a mixed-use, urban setting served by public transportation, the zoning ordinance’s parking requirements for uses within the study area should be reflective of its urban setting. The zoning ordinance’s parking standards for a stand-alone retail use located along U.S. 31 in the south part of town, for example, are not generally appropriate for a retail use within the study area. For this reason, the City zoning ordinance presently allows for certain parking reductions within the zoning districts which encompass the study area, as follows:

- Up to 10% of on-street parking may be counted toward the off-street parking requirements, as long as the on-street spaces are within 300 feet from the main entrance and the on-street spaces are not restricted in use. (See Sections 40-601,(B) and 40-603,(B))
- The Planning Commission does have the authority to approve fewer spaces than the zoning ordinance would normally allow, provided that the applicant demonstrates that “adequate parking will be provided, excessive parking will be avoided, and snow storage is accommodated.” (See Section 40.604.01,(A))
- A portion of the required parking area may be deferred until some future date, provided that adequate space on the property is reserved for future parking. (See Section 40.604.01,(B))
- A reduction of up to 20% of required off-street parking may be approved by the Planning Commission for a use located within 800 feet of a regularly-scheduled, year-round transit service stop or for a use located within 800 feet of a commercial parking facility (i.e., a parking deck). (See Section 40.604.02,(A))
- A reduction of up to 20% of required off-street parking may be permitted by the Planning Commission for a new or expanding non-residential use that dedicates carpool spaces,

vanpools, transit passes, covered bicycle spaces or lockers, and similar alternative means of transportation for its employees. (See Section 40.604.02,(B))

- Two or more non-residential uses (on the same site or within 300 feet of each other) may collectively provide off-street parking. In the instance where the operating hours of the collective uses do not conflict or overlap, the Planning Commission may grant an exception and allow for reduced parking. (See Section 40-605.03)

The above-noted reductions, currently allowed by the City zoning ordinance, are sound provisions and appropriate for new development within downtown Grand Haven. They also allow for property owners to propose creative strategies for the provision of off-street parking, while giving the City flexibility in the application of zoning ordinance parking standards.

One additional concept which is currently not allowed by the zoning ordinance, but which may be considered by the City, is a reduction in parking based on proximity of the new development to existing public off-street parking areas (within 300 feet). Up to 10% of existing off-street public parking spaces, for example, could be counted toward the minimum off-street parking requirement for new development.

Exceptions to the Development of Private Off-Street Parking

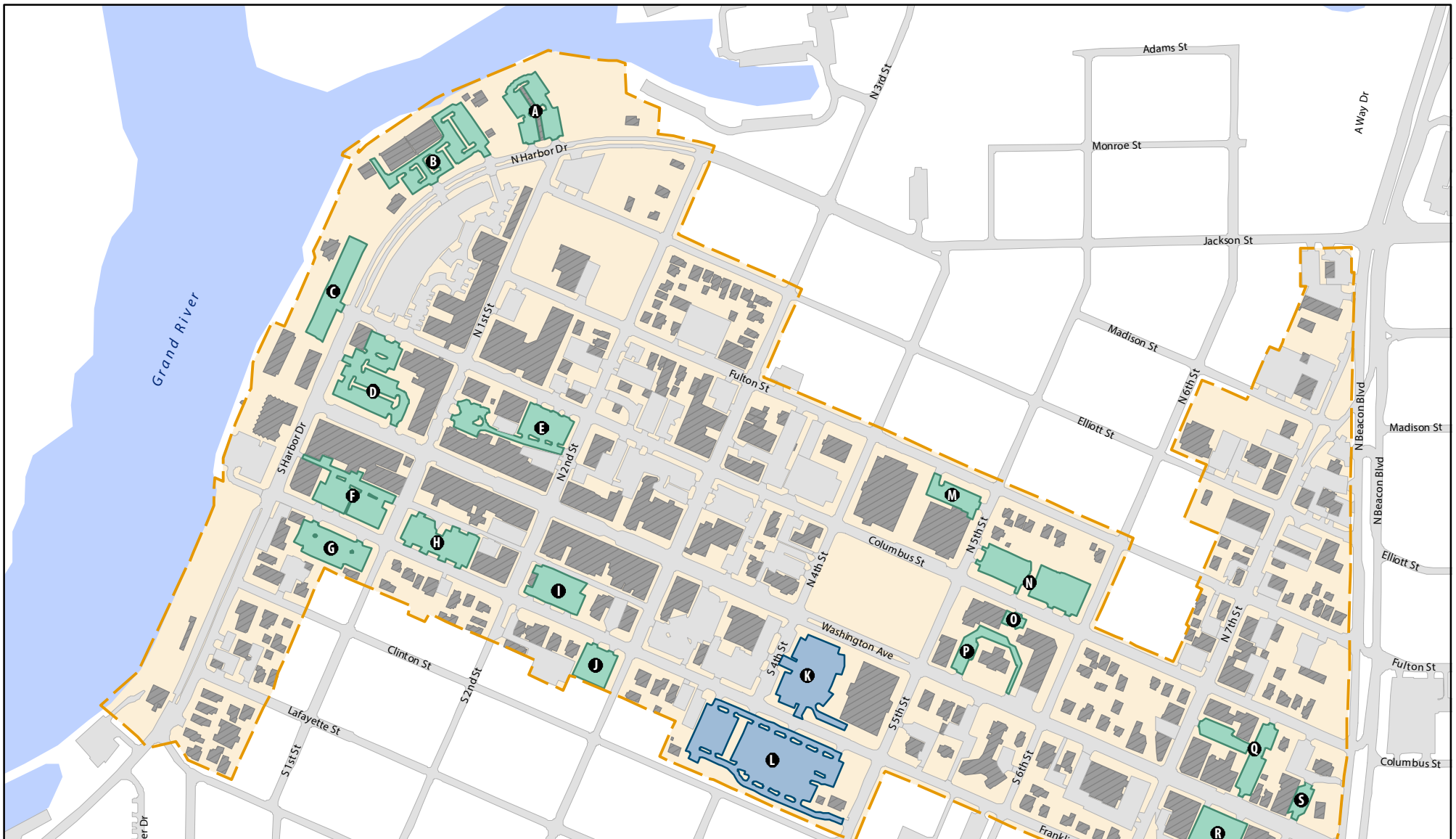
Within the more intensely developed “core” of the study area (the blocks north and south of Washington Avenue, between Harbor Drive and 3rd Street), new development should also include the construction of new off-street parking, wherever feasible. However, given the density of current development within this core area, it may not be practical to construct new off-street parking to support business expansion or redevelopment. The establishment of a payment in lieu of parking program would be an appropriate measure to account for these occurrences.

Public Off-Street Parking Areas

The construction of new public off-street parking areas may be part of the long-term strategy for improvement of the parking network of downtown Grand Haven. However, new public off-street parking construction should not be considered as a first measure of the strategy, but rather as a secondary measure after other recommendations are considered and/or implemented. The construction of new public off-street parking areas should respond to real estate opportunities and market demand. The following site selection criteria should be used by the City when considering new locations for public off-street parking: walking distance to the “core” of downtown and other key destinations (preferred walking distances for shoppers in a typical downtown do not usually exceed one or two blocks); accessibility for motorized travelers; safe environment; land cost/improvement cost; and, compatibility with adjacent properties/land uses.

Appendix: Mapping

Map 1	Parking Inventory – Public Lots (Identification)
Map 1A	Parking Inventory – Public Lots (Total Spaces)
Map 2	Parking Inventory – Private Lots (Identification)
Map 2A	Parking Inventory – Private Lots (Total Spaces)
Map 3	Parking Inventory – On-Street Parking (Identification)
Map 3A	Parking Inventory – On-Street Parking (Total Spaces)
Map 4	Study Area Zones
Map 5A	Weekday Morning Occupancy
Map 5B	Weekday Mid-Day Occupancy
Map 5C	Weekday Evening Occupancy
Map 5E	Saturday Mid-Day Occupancy
Map 5F	Saturday Evening Occupancy
Map 6	Future Growth Scenarios
Map 7	Recommendations Map



Map 1 Parking Inventory - Public Lots (Identification)

- Public (City Owned) Off-Street Parking Lots
- Public (County Owned) Off-Street Parking Lots
- Public Off-Street Parking Lot ID Number
- Streets / Private Off-Street Parking Lots
- Building Footprints
- Water Bodies
- Study Area

Source: Wade Trim research and field surveys.

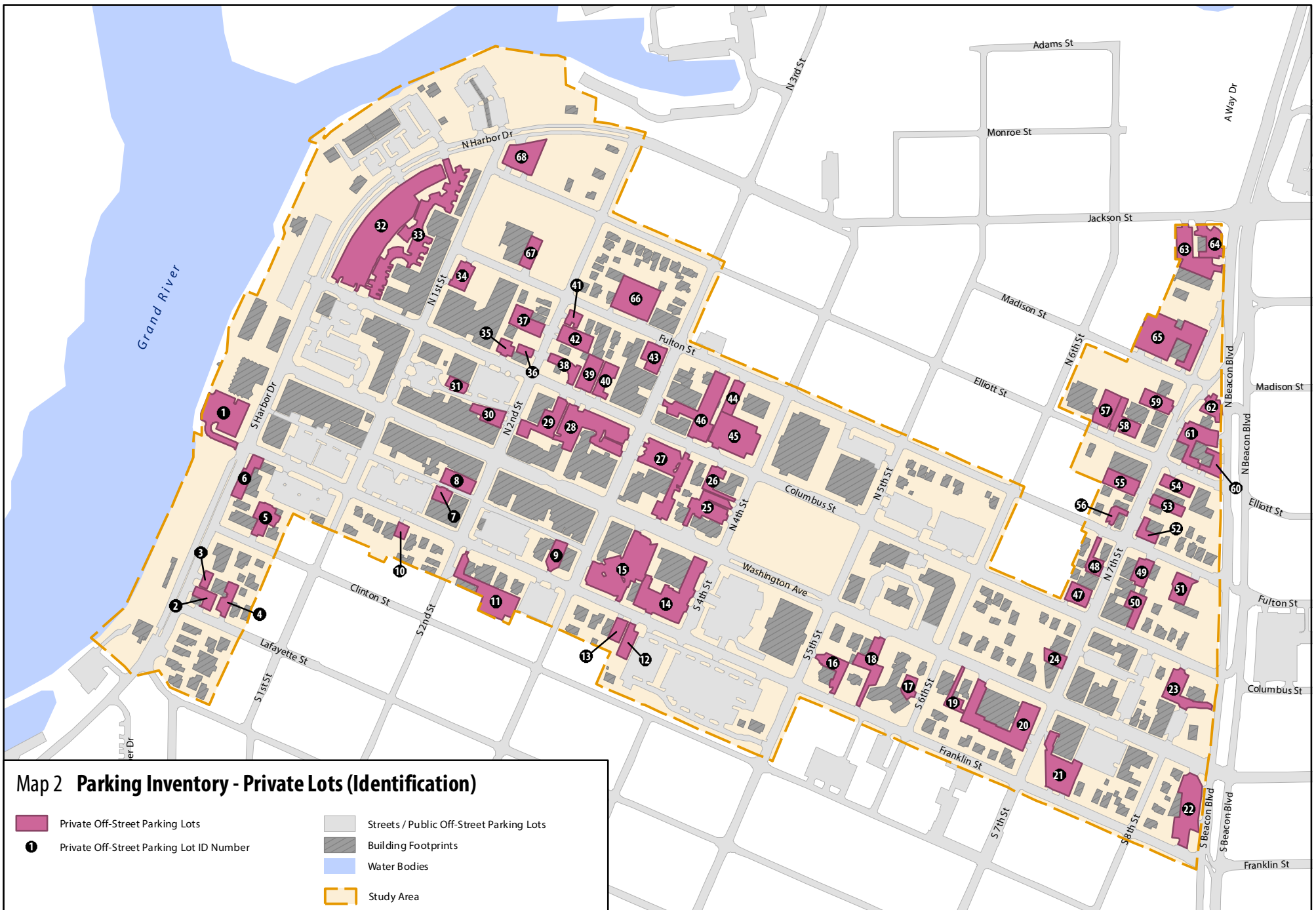
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2017 Downtown Parking Study
City of Grand Haven
 Ottawa County, Michigan

January 16, 2017

WADETRIM
 2851 Charlevoix Drive SE, Suite 108
 Grand Rapids, MI 49546
www.WadeTrim.com



Map 2 Parking Inventory - Private Lots (Identification)

- Private Off-Street Parking Lots
- Streets / Public Off-Street Parking Lots
- Building Footprints
- Water Bodies
- Study Area
- 1 Private Off-Street Parking Lot ID Number

*Spaces reserved for customers or employees. Handicapped spaces are not considered as reserved.
Source: Wade Trim research and field surveys.

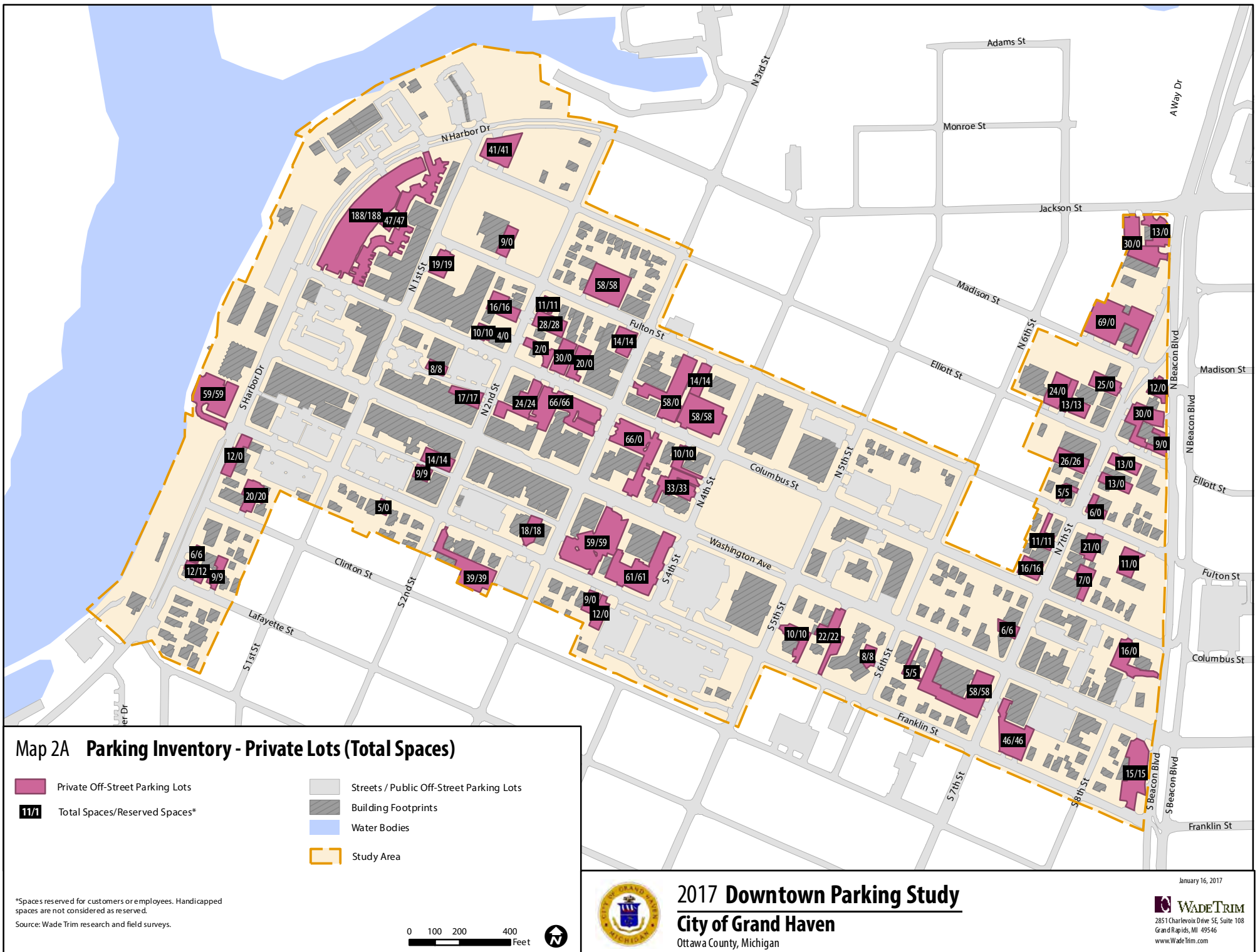
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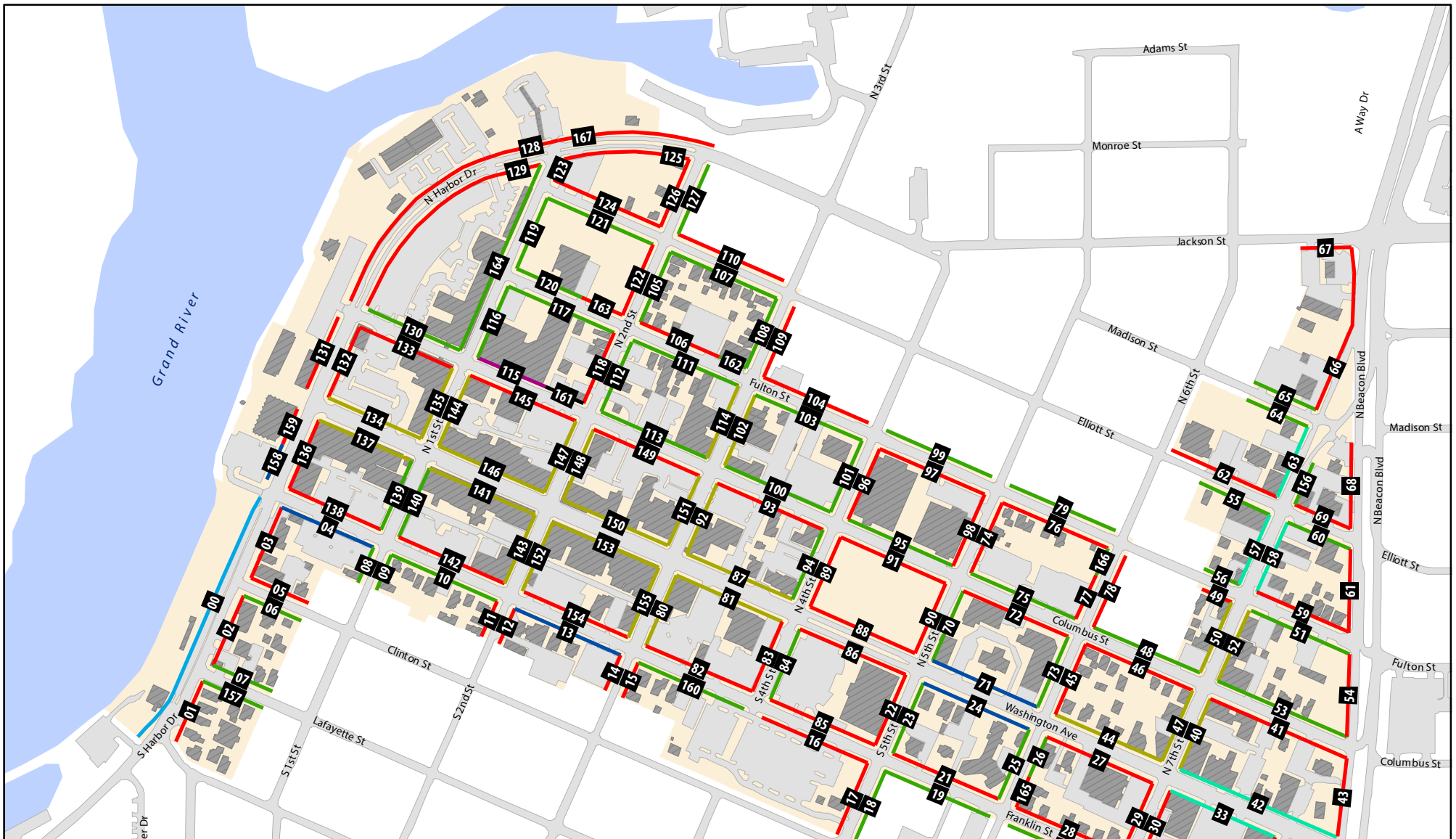


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Map 3 Parking Inventory - On-Street Parking (Identification)

On-Street Parking / Restrictions:

- 15 Minute Parking
- 2 Hour Parking
- 3 Hour Parking
- 3 Hour Parking / No Overnight Parking
- No Overnight Parking
- No Parking
- No Parking on Sunday
- No Restrictions

11 On-Street Parking ID Number

- Streets / Public Off-Street Parking Lots
- Building Footprints
- Water Bodies
- Study Area

Source: Wade Trim research and field surveys.

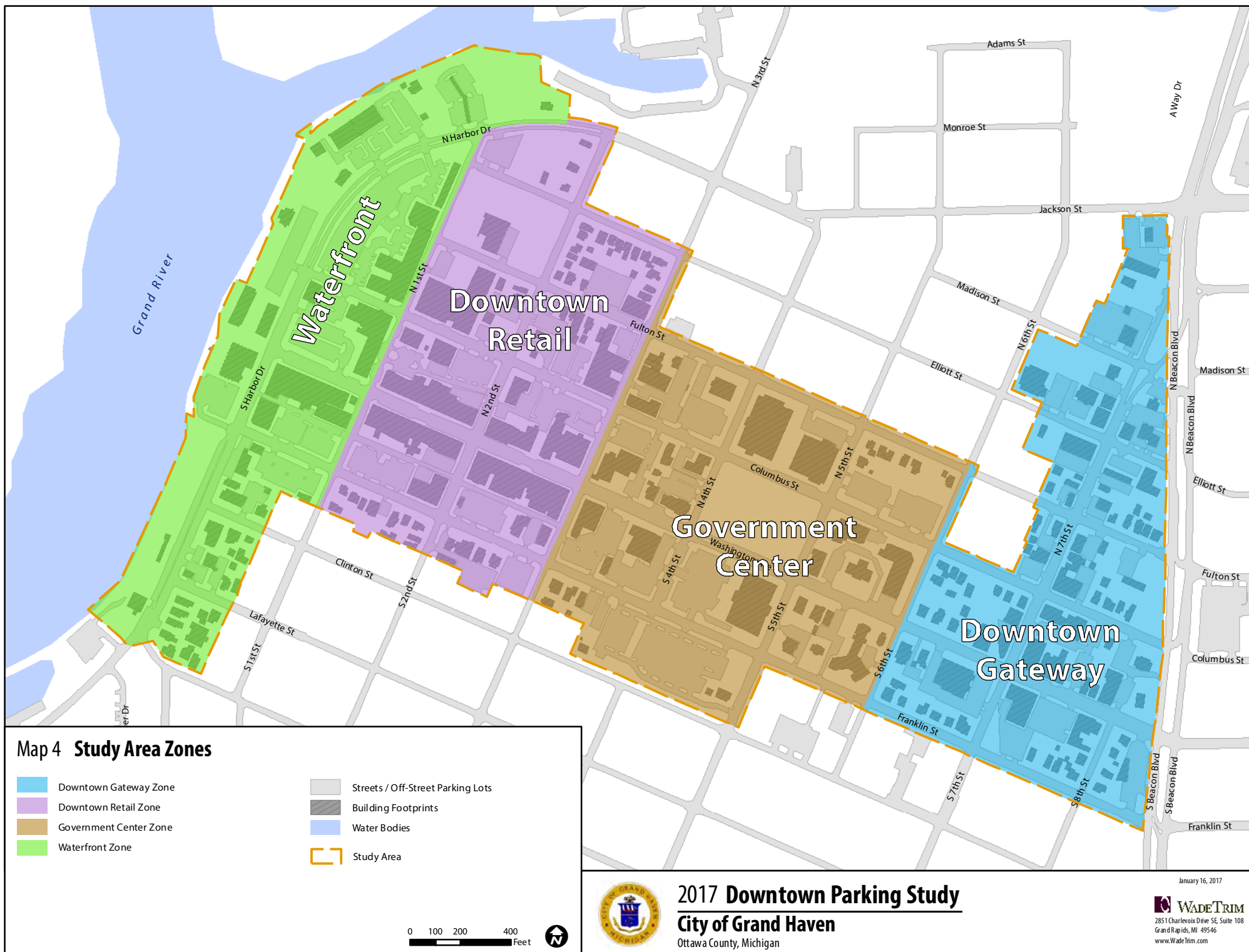
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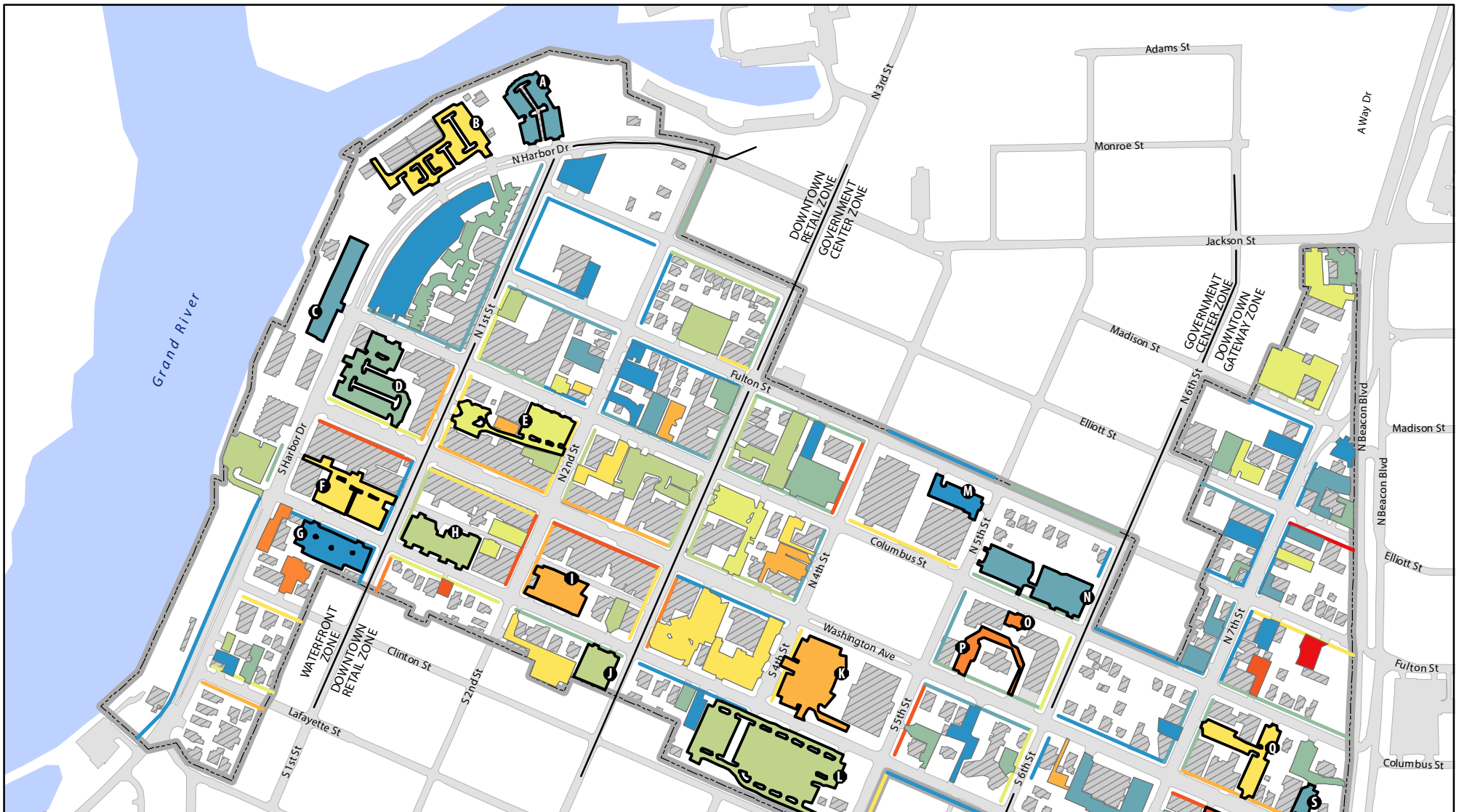


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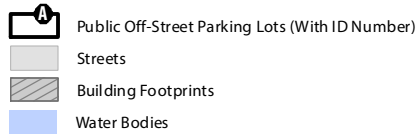
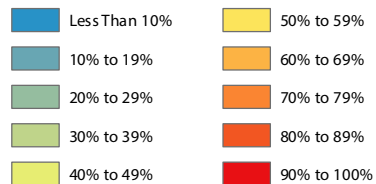




Map 5A Weekday Morning Occupancy

Study Area

On and Off-Street Parking Occupancy



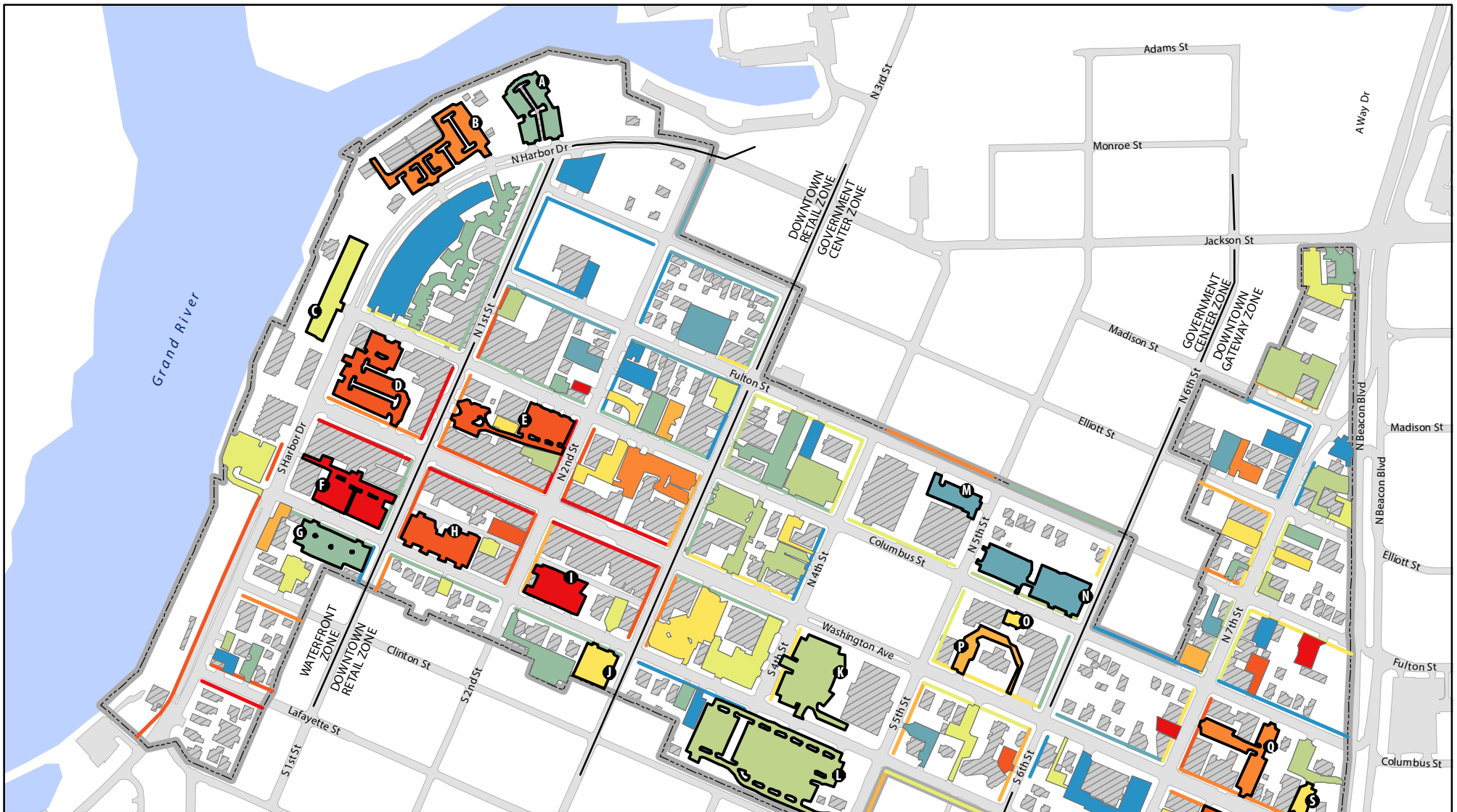
Counts taken on the morning of August 9, 2016 and August 18, 2016.
Source: Wade-Trim field survey



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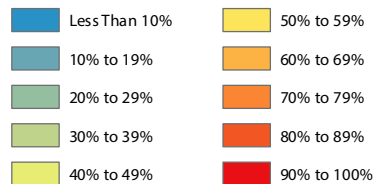
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Map 5B Weekday Mid-Day Occupancy

Study Area

On and Off-Street Parking Occupancy



- Public Off-Street Parking Lots (With ID Number)
- Streets
- Building Footprints
- Water Bodies

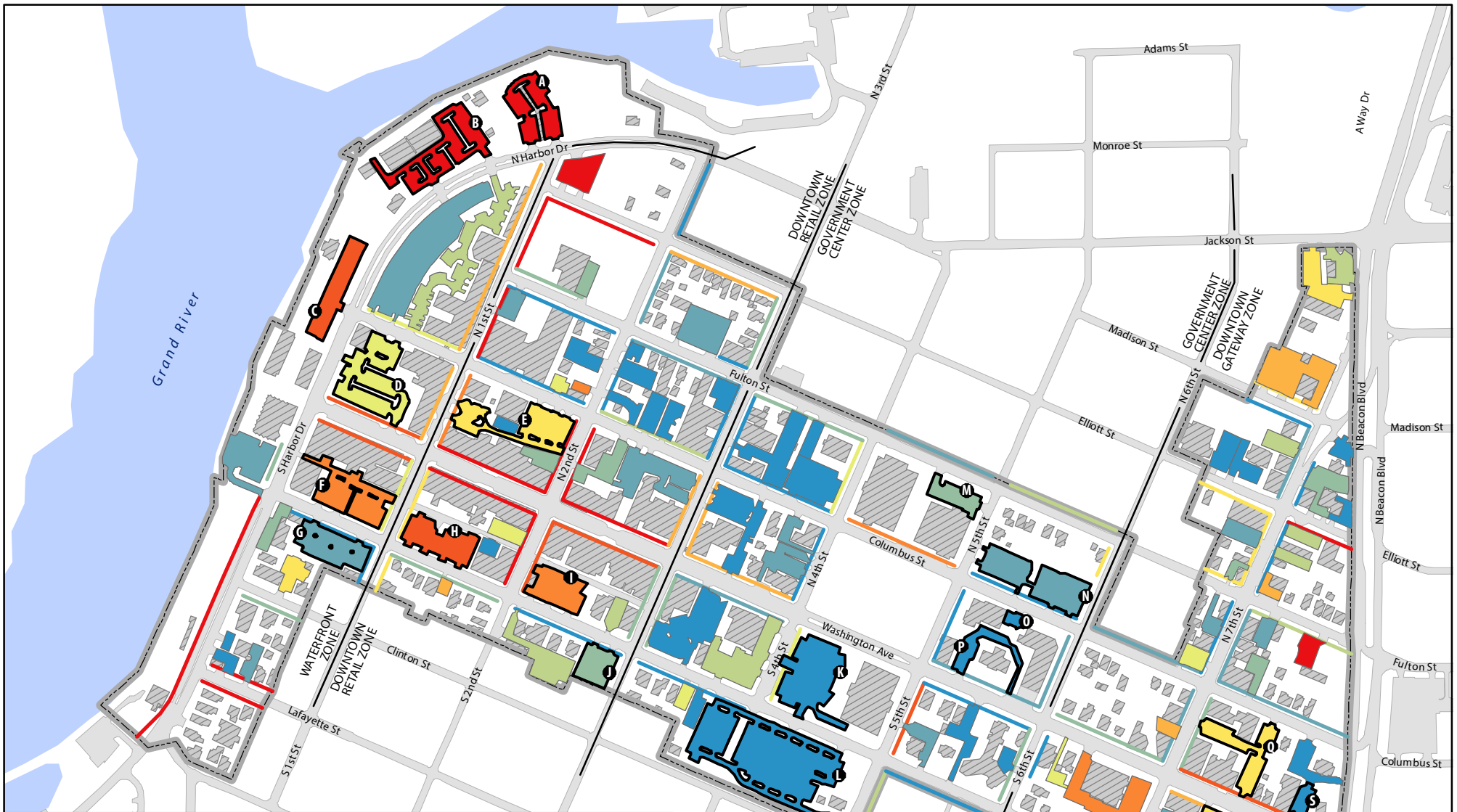
Counts taken on the afternoon of August 9, 2016 and August 18, 2016.
Source: Wade-Trim field survey



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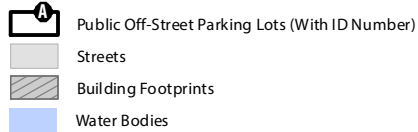
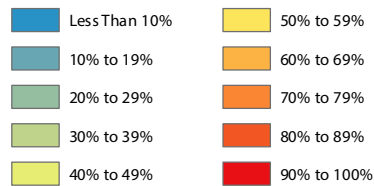
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Map 5D Saturday Mid-Day Occupancy

Study Area

On and Off-Street Parking Occupancy



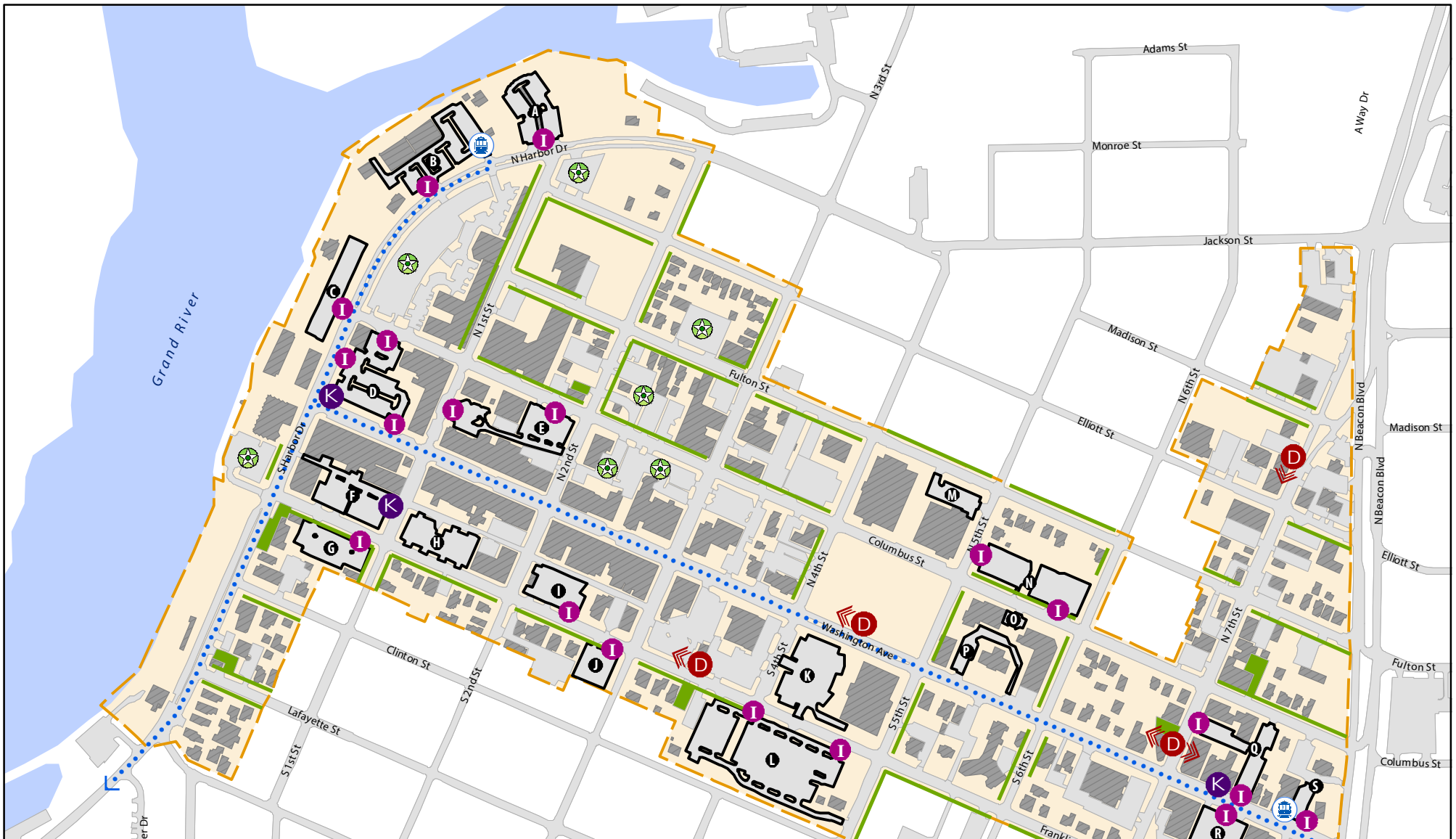
Counts taken on the afternoon of September 3, 2016.
Source: Wade-Trim field survey



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Map 7 Parking Recommendations

- | | | | |
|--|---|--|---|
| | New Parking Directional Signs | | Public Off-Street Parking Lots |
| | Enhanced Parking Lot Identification Signage | | Public Off-Street Parking Lot ID Number |
| | New Pedestrian-Oriented Kiosk | | Streets / Private Off-Street Parking Lots |
| | Potential Shared Parking Agreements | | Building Footprints |
| | Parking Space Striping | | Water Bodies |
| | Existing Trolley Route/Stops:
Expand to Hop-On/Hop-Off Service | | Study Area |

0 100 200 400 Feet



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