

DOWNTOWN PADUCAH PARKING ASSESSMENT

Prepared for the City of Paducah Planning Department



Prepared by
Mohammad Nouri PE.
Project Manager
Concepts21 PLLC
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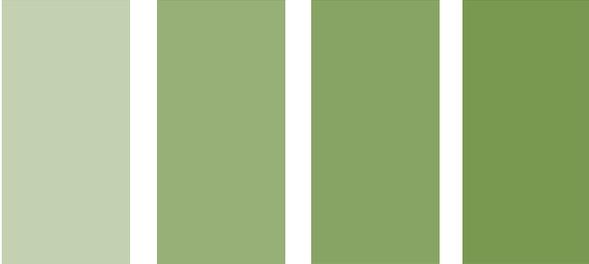


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SECTION 1- PARKING ASSESSMENT OVERVIEW

This Downtown Parking Assessment has been prepared for the City of Paducah. The parking assessment analyzes current parking supply and usage and provides prediction for future parking demand, which will be affected by the proposed City Block re-development located at Broadway and Second Street, a city-owned lot.

The parking assessment considers how parking will be impacted by the proposed City Block re-development, identify present parking needs, and predict future parking requirements.

The Scope of Work has three tasks;

1. Prepare Existing Parking Conditions and Provide Baseline Analysis
2. Determine Parking Requirements associated with the proposed City Block Re-Development Project.
3. Service Area Parking Analysis and Recommendations

The results from tasks above have been compiled in two formats; a Powerpoint presentation and a written report. The Powerpoint presentation data were presented at the open-house public information event on February 13, 2020. The final draft report is planned to be presented to the Paducah City Commission on March 10, 2020.

The parking assessment initially focuses on managing parking capacity through better utilization. Other conditions that impact parking in downtown, such as signage, enforcement, loading zones, and physical conditions, are also discussed in this report.

1.1 Service Area

Through consultation with the City Planning Department, a parking assessment Service Area that includes 12 city blocks has been established. It is defined as follows:

- Water Street- East
- 4th Street- West
- Monroe & Jefferson Streets- North
- Washington & Clark Streets- South

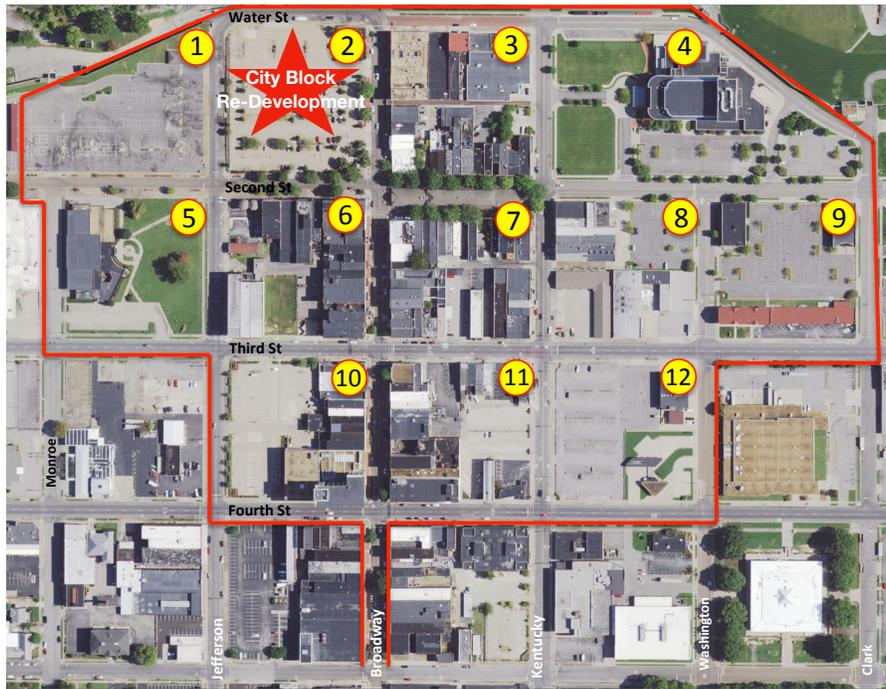


Figure 1.1- Service Area

The City Block Re-Development consists of a hotel, an urban plaza, and a 3-story mixed-use commercial (at street-level - 1st story) and residential (2 stories) building. It is located at Block No. 2, in Figure 1.

The Service Area has been defined by several factors:

- City Block Re-Development block and adjacent/immediate blocks as “Focus Area”
- Walking distance of 1 city block in 1 minute
- Walking distance of 2 city blocks in 2 minutes
- Public Parking lots available to visitors of the downtown area
- Downtown core area (intersection of Broadway and Second Street)

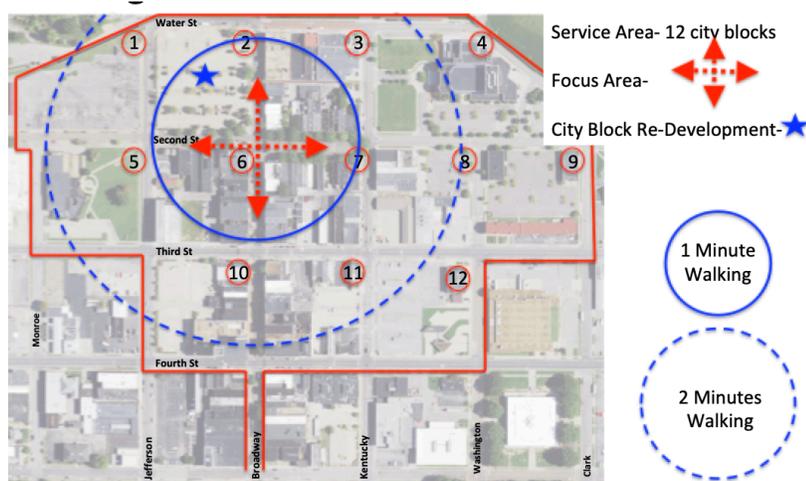


Figure 1.2- Walking Distances in Service Area

Within the Service Area, parking consists of on-street, or curbside parking, as well as off-street parking and parking lots.

On-Street parking is free and regulated by signs indicating parking duration - typically 2 hours. Off-street parking and parking lots are divided into two categories:

- a) Public Parking
- b) Private Parking lots. The City of Paducah has a “Neighbor” agreement with two organizations within the parking Service Area: Carson Center and US Bank.

The US Bank parking lot contains 150 spaces and is located along Jefferson Street between Third Street and Fourth Street. This lot has been used for special events that draw larger crowds, such as BBQ on the river, Independence Day celebrations, and holiday parades.

The Carson Center, which has primary jurisdiction over the four parking lots- a total capacity of 391 spaces- on Marine Way between Kentucky and Clark Street. The Carson Center is able to prioritize the use of these spaces for its patrons. When an event is not occurring, the parking lots are open to the public for general use.

SECTION 2- ANALYSIS

Existing parking supply and usage form the foundation for the parking analysis. Parking supply is defined as spaces available for use by a specified group or groups of individuals (i.e. shoppers, employees, residents, etc.). Parking usage represents the number of parkers requiring a parking space, either in a given parking lot and/or available curbside.

2.1 Parking Inventory

As stated earlier, there are 3 types of public parking in the Service Area:

- 1) Off-Street public parking
- 2) Off-Street Neighbor Agreement parking
- 3) On-Street or Curbside parking

Off-Street and On-Street parking locations are shown in Figures - 2.1 and 2.2, respectively.

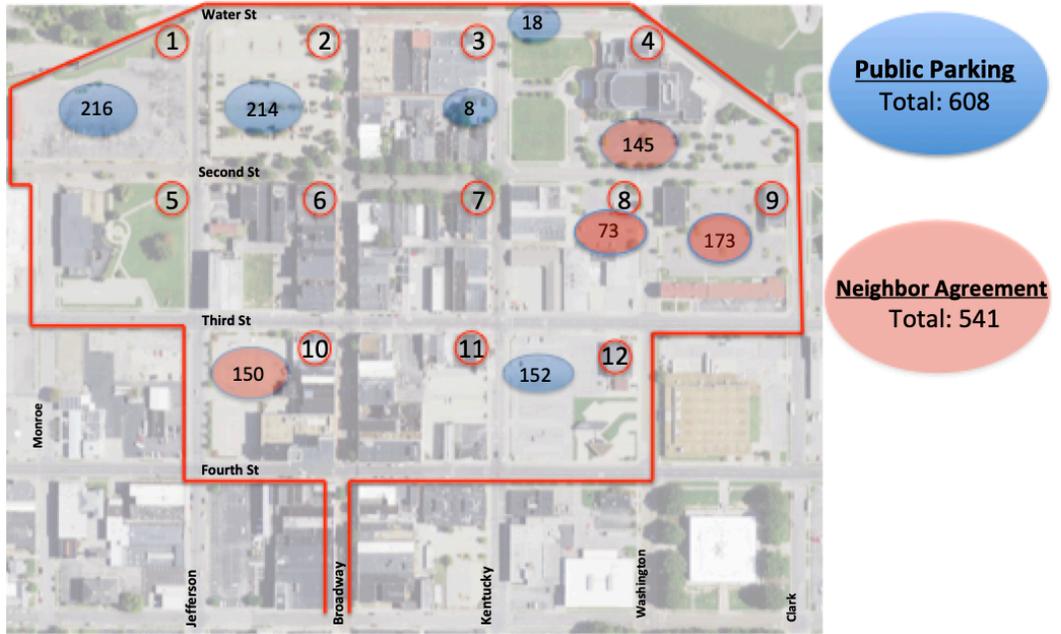


Figure 2.1- Off-Street Parking Locations

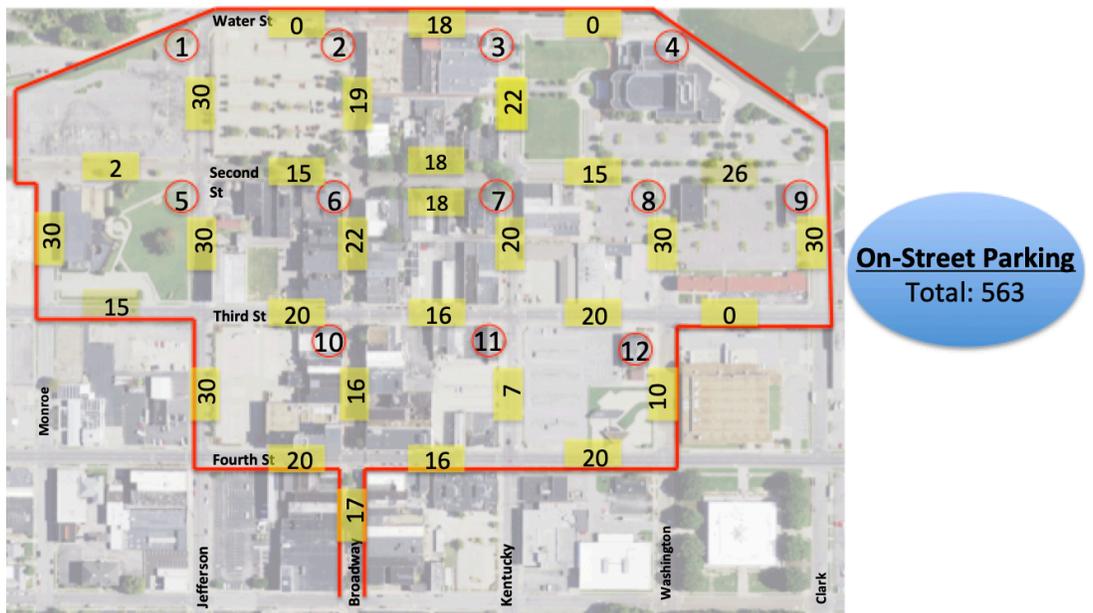


Figure 2.2- On-Street Parking Locations

A summary of public parking supply in the Service Area is as follows;

Off-Street Parking (Public)	608 Spaces
Off-Street Parking (Neighbor Agreement)	541 Spaces
<u>On-Street or Curb-side Parking</u>	<u>563 Spaces</u>
Total:	1,712 Spaces

2.2 Off-Street Parking Usage

An off-street parking occupancy study was performed to determine parking usage during different weekdays and different hours of the day. The study documented parking spaces used during each of the periods. The survey dates and times are as follows:

- Friday- November 15, 2019, 1:00 PM (by the city staff)
- Saturday- November 16, 2019, 12:00 PM (by city staff)
- Saturday- November 23, 2019, 6:00 PM (by city staff)
- Saturday- November 30, 2019 (day after Thanksgiving), 1:00 PM (by city staff)
- Saturday- December 14, 2019, 11:00 AM to 6:00 PM (by Concepts21)
- Wednesday- December 18, 2019, 11:00 AM (by Concepts21)

As noted above, the survey dates and times were selected to provide typical times during the weekday and also busy weekend day, Saturday. On a typical weekday, the busy time of the day usually begins right before lunch, 11:00 AM till 1:00 PM. This time period also takes into account downtown workers; restaurants; service providers; and merchants. On the weekend days, the surveys were conducted on Saturday at multiple times capturing both busy times from 11:00 AM to 1:00 PM, and also at 6:00 PM. Additionally, Saturday after Thanksgiving holiday was selected to capture holiday festivities and shopping downtown. It was determined that parking usage survey to be completed at these periods and during the fall season (after the Thanksgiving holiday) in order to capture data relative with the busy holiday entertainment and shopping season.

The results of the Off-Street parking occupancy study, both “Public” and “Neighbor Agreement,” are shown in Figures 2.3 and 2.4.

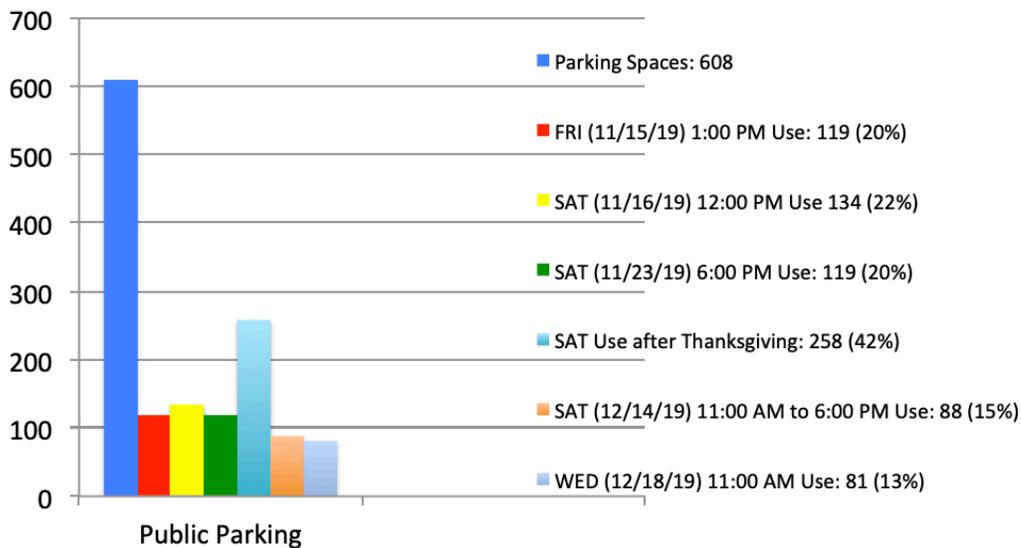


Figure 2.3- Public Off-Street Parking Utilization

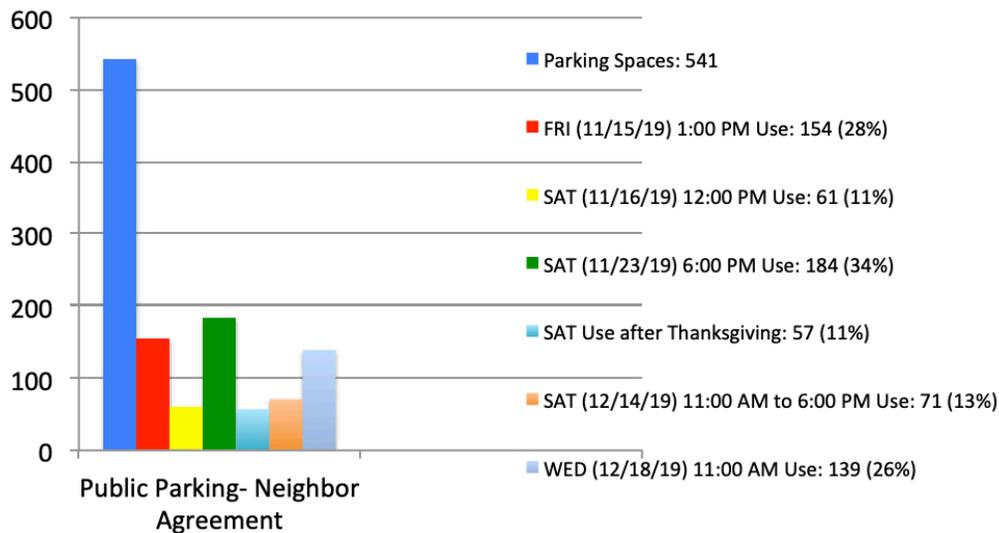


Figure 2.4- Public Off-Street Parking Utilization (Neighbor Agreement)

The results of the Public Off-Street Parking Occupancy Study indicate an average utilization of 22% of the parking capacity. The highest usage rate occurred on the Saturday after Thanksgiving (November 30, 2019) with 258 spaces used or usage at 42% of the capacity. On Wednesday (December 18, 2019) 81 spaces were used or usage rate at 13% of the capacity.

The results of the “Neighbor Agreement” Off-Street Parking Occupancy Study indicate an average of 21% of the parking capacity. Similarly, the highest usage rate at the “Neighbor Agreement” lots was on Saturday evening (November 23, 2019) with 184 spaces were used or usage rate at 34%. On Saturday after Thanksgiving (November 30, 2019) 57 spaces were used or usage rate at 11% of the capacity.

The low parking usage rate of 22% at both the public and “Neighbor Agreement” lots indicate surplus of parking in the Service Area.

2.3 On-Street Parking Usage

A similar parking occupancy study was performed to determine On-Street parking usage in the Service Area. An on-street parking occupancy study was performed to determine parking usage during different weekdays and different hours of the day. The study documented parking spaces used during each of the periods. The survey dates and times are as follows:

- Friday- November 15, 2019, 1:00 PM (by the city staff)
- Saturday- November 16, 2019, 12:00 PM (by city staff)
- Saturday- November 23, 2019, 6:00 PM (by city staff)
- Saturday- November 30, 2019 (day after Thanksgiving), 1:00 PM (by city staff)
- Saturday- December 14, 2019, 11:00 AM to 6:00 PM (by Concepts21)
- Wednesday- December 18, 2019, 11:00 AM (by Concepts21)

The study determined there are a total of 563 On-Street parking spaces in the Service Area. A majority of such spaces are un-marked, and some are regulated by signs indicating “2-HR Parking during the weekdays”.

As shown in Tables 2.1 to 2.6, on-street parking usage in the Service Area is between 26% to 38% of max capacity. During these survey periods, 392 (average of 6 study periods) of the 563 on-street parking spaces were available and open in the Service Area. It should be noted that on-street parking usage on Broadway is significantly higher than other streets, averaging at 87% of the capacity. The usage on Saturday after Thanksgiving was at 98% of the capacity. Block-by-block on-street parking inventory and usage is included in the Appendix A.

FRIDAY- Nov. 15, 2019 1:00 PM	On-Street Parking	On-Street Parking Use (%)	Spaces Available
Water Street	18	7 or (38%)	11
Second Street	105	30 or (29%)	75
Third Street	71	8 or (11%)	63
Fourth Street	56	11 or (20%)	45
Monroe Street	30	1 or (4%)	29
Jefferson Street	90	0 or (0%)	90
Broadway	74	60 or (81%)	14
Kentucky Avenue	49	27 or (55%)	22
Washington Street	40	1 or (3%)	39
Clark Street	30	4 or (14%)	26
Totals	563	149 or (26%)	414

Table 2.1 On-Street Parking Usage (Friday 1:00 PM)

Saturday- Nov. 16, 2019 12:00 PM	On-Street Parking	On-Street Parking Use (%)	Spaces Available
Water Street	18	5 or (28%)	13
Second Street	105	39 or (37%)	66
Third Street	71	17 or (24%)	54
Fourth Street	56	0 or (0%)	56
Monroe Street	30	1 or (3%)	29
Jefferson Street	90	0 or (0%)	90
Broadway	74	71 or (96%)	3
Kentucky Avenue	49	28 or (57%)	21
Washington Street	40	0 or (0%)	40
Clark Street	30	4 or (13%)	26
Totals	563	165 or (29%)	398

Table 2.2 On-Street Parking Usage (Saturday 12:00 PM)

Saturday- Nov. 23, 2019 6:00 PM	On-Street Parking	On-Street Parking Use (%)	Spaces Available
Water Street	18	6 or (33%)	12
Second Street	105	43 or (41%)	62
Third Street	71	12 or (17%)	59
Fourth Street	56	2 or (4%)	54
Monroe Street	30	1 or (3%)	29
Jefferson Street	90	0 or (0%)	90
Broadway	74	60 or (81%)	14
Kentucky Avenue	49	28 or (57%)	21
Washington Street	40	0 or (0%)	40
Clark Street	30	6 or (20%)	24
Totals	563	158 or (28%)	405

Table 2.3 On-Street Parking Usage (Saturday 6:00 PM)

Saturday after Thanksgiving Nov. 30, 2019 1:00 PM	On-Street Parking	On-Street Parking Use (%)	Spaces Available
Water Street	18	14 or (78%)	4
Second Street	105	37 or (35%)	68
Third Street	71	19 or (27%)	52
Fourth Street	56	21 or (38%)	35
Monroe Street	30	1 or (3%)	29
Jefferson Street	90	13 or (14%)	77
Broadway	74	72 or (97%)	2
Kentucky Avenue	49	31 or (63%)	18
Washington Street	40	0 or (0%)	40
Clark Street	30	6 or (20%)	24
Totals	563	214 or (38%)	349

Table 2.4 On-Street Parking Usage (Saturday after Thanksgiving 1:00 PM)

Saturday Dec. 14, 2019 11:00 AM to 6:00 PM	On-Street Parking	On-Street Parking Use (%)	Spaces Available
Water Street	18	7 or (39%)	11
Second Street	105	38 or (37%)	67
Third Street	71	14 or (20%)	57
Fourth Street	56	12 or (21%)	44
Monroe Street	30	1 or (3%)	29
Jefferson Street	90	0 or (0%)	90
Broadway	74	59 or (80%)	15
Kentucky Avenue	49	30 or (61%)	19
Washington Street	40	0 or (0%)	40
Clark Street	30	0 or (0%)	30
Totals	563	161 or (38%)	402

Table 2.5 On-Street Parking Usage (Saturday 11:00 AM to 6:00 PM)

Wednesday Dec. 18, 2019 11:00 AM	On-Street Parking	On-Street Parking Use (%)	Spaces Available
Water Street	18	10 or (56%)	8
Second Street	105	42 or (40%)	63
Third Street	71	19 or (27%)	52
Fourth Street	56	20 or (36%)	36
Monroe Street	30	1 or (3%)	29
Jefferson Street	90	0 or (0%)	90
Broadway	74	65 or (88%)	9
Kentucky Avenue	49	22 or (45%)	27
Washington Street	40	1 or (3%)	39
Clark Street	30	0 or (0%)	30
Totals	563	180 or (32%)	383

Table 2.6 On-Street Parking Usage (Wednesday 11:00 AM)

SECTION 3- CITY BLOCK RE-DEVELOPMENT

The City of Paducah is considering a mixed-use development at the existing city parking lot bounded by Jefferson Street on the north, Broadway on the south, Water Street on the east, and Second Street on the west. The proposed development would redevelop the existing lot and include:

1. 4-1/2 Story Hotel Complex
2. Urban Park/Plaza
3. Town Square/Public Open Space + approximately 172-space Parking lot
4. 3-Story Commercial/Residential building (48 residential units above the commercial street-level story)

Pedestrian access will be provided on all 4 sides. Vehicular access will be provided at mid-block on Broadway and Jefferson Street. The primary access of the hotel will be on Jefferson Street.



Figure 3.1- City Block Re-Development

3.1 City Block Re-Development Parking Needs

Local parking requirements and standard parking generation rates are used to determine parking needs associated with the City Block Re-Development project. It is anticipated that nearly all visitors and patrons will use automobiles, thus requiring adequate parking to assure its success as a viable development project. Parking needs associated with the City Block Re-Development project are shown in Table 3.1.

City Block Redevelopment	Size	Parking Demand- Estimated	City of Paducah Parking Regulations
Hotel	84 Rooms	90 Spaces	84 Spaces
Restaurant + Retail	9,500 SF	38 Spaces	Waived
Event Space	5,000 SF	20 Spaces	50 spaces
Commercial- Street Level	18,000 SF	60 Spaces	Waived
Residential	48 Units	48 Spaces	48 spaces (public or private)
Town Square/Public Open Space and Parking	172 Spaces	n/a	n/a
Totals		256 Spaces	182 Spaces

Table 3.1 City Block Re-Development Parking Needs

3.2 Parking Allocation and Analysis

Parking allocation and analysis has considered an immediate, or adjacent, 1-block area of the City Block Re-Development site. As discussed earlier in the report, this area is within an average of 1 minute of walking distance from the proposed development site. Within this range, there are six city blocks in which parking - both existing and future - will be impacted by the re-development.

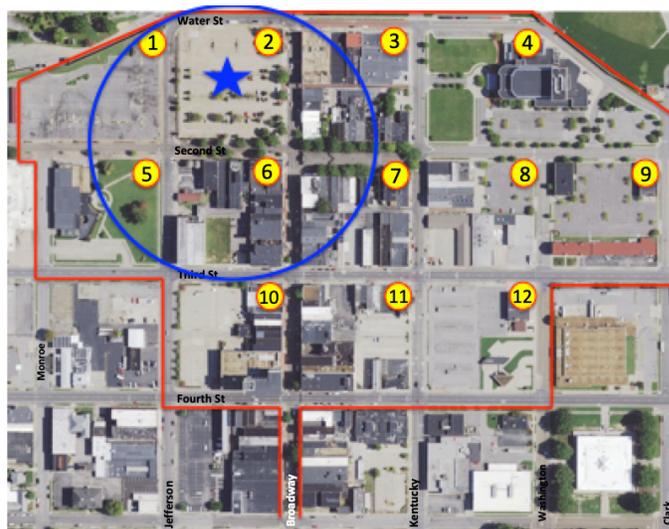


Figure 3.1- City Block Re-Development Adjacent 1 Block Area

3.2.1 Hotel + Restaurant + Event Parking

The hotel's main entrance will be along Jefferson Street. It is anticipated that the majority of hotel parking, ranging from hotel customers and employees to event patrons, will use the existing Farmer's Market parking lot across Jefferson Street. As per the City of Paducah zoning regulations, the hotel including the event space will require 134 parking spaces. The Farmer's Market lot has a capacity of 216 spots and is underutilized. At no time during the assessment was more than a few cars observed using this lot.

It should be noted that the subject lot is considered "Public Parking," as the City of Paducah has a lease for this lot to have it serve as public parking. There is an opportunity to re-stripe the existing parking layout, which may yield additional parking spaces including ADA accessible parking.

3.2.2 Residential

The proposed City Block Re-Development contains 48 residential units in the upper two stories of the 3-story building, which is along Broadway between Water Street and Second Street. The City Block Re-Development will include 172 parking spaces within the development. Most likely, 48 assigned or dedicated residential parking spaces will be limited to the usage of the tenants. Exact location and/or configuration of the residential parking will be a part of the detailed development plan.

3.2.3 Street-Level Commercial

The proposed development includes a commercial area (shops, services, etc.) of approximately 18,000 SF. Considering 1 parking space per 300 SF of gross area, it is anticipated that 60 parking spaces will be demanded by the area. The most convenient form of parking for retail/commercial will be in the form of on-street or curb-side parking along Broadway, Second Street, Water Street, and Jefferson Street. A street parking and striping plan is recommended to identify parking and maximize usage in the immediate/adjacent blocks bordering the City Block Re-Development.

The addition of public venues, such as entertainment, restaurants, and residential areas, will contribute to strengthening the urban atmosphere of the Downtown core in Paducah. Short walking distances between destinations allow people to park and walk rather than drive and park repeatedly between destinations. A typical visit to the downtown core may include initial parking at a curb-side or the public parking lot, followed by a stop at a commercial venue, then to a restaurant for a dinner. After dinner, there are potentials for the same visitor to stop by a coffee house or brew house, all without the necessity to drive and park again. It is expected that any given single parking space may be used for multiple visits to different downtown destinations.

3.2.4 Parking Supply & Needs in the Immediate 1 block area

The current site plan for the City Block Development project accommodates approximately 172 spaces. It is expected that 48 of the parking supply within the development will be assigned to residential parking associated with the development. The remaining parking, along with both of the

on-street and off-street parking supplies within 1 block of the proposed development, is expected to meet the parking demand- both now and in the near future.

As stated earlier (See Table 3.1), parking demand associated with the City Block Re-Development is estimated to be between 182 to 256 spaces. The higher figure of 256 spaces has been used for the purposed of analysis. In addition, we analyzed the parking usage data at the city lot and have selected the higher value of 115 spaces from the survey conducted on Saturday November 16, 2019, at 12:00 PM.

On-street parking demand has similarly used highest usage. The survey conducted on Saturday November 23, 2019 at 6:00 PM, indicates 71 spaces were occupied in the 1 block area of the proposed development. The results indicate that parking demand is estimated to be 442 spaces within the 1 block area of the proposed City Block Re-development.

Parking supply within the 1 block area of the proposed development is estimated to be 560, exceeding the calculated 442-space parking demand in the same area. A surplus of 118 parking spaces will remain accessible for future growth and/or new projects needing parking. Table 3.2 shows parking demand and parking supply in the immediate 1 block area of the proposed City Block Re-Development project.

Parking Demand		Parking Supply	
City Block Re-development	256	City Block Re-Development	172
Typical Saturday (existing lot)	115	Public Parking (existing lot)	216
Typical Saturday (on-street)	71	On-street parking	172
Total	442		560

Table 3.2 Parking Supply and Needs Immediate 1 block Area

SECTION 4- PARKING IMPROVEMENT STRATEGIES

The primary goal of this chapter is to provide improvement strategies to better manage the existing supply of parking in downtown, recognizing the substantial opportunities available to improve how parking is being used. Recommendations herein offer a roadmap for how to improve existing management practices.

Building additional parking in downtown at this time is not recommended, as the parking supply far exceeds parking demand. However, additional parking supply should remain a potential option in the future, especially if it is related to a major development.

It is recommended that the City of Paducah evaluates parking utilization in relation to existing and prospective new developments and establish performance related guidance for when and where it would be appropriate and necessary to add to the public parking supply. A recommended target for on-street spaces is 85% occupied and 90-95% occupied for off-street spaces during a typical day. At this level of occupancy, one to two spaces should be available at all times on each block face and within each parking facility. Such guidance would include thresholds or triggers related to both:

- Performance of the existing parking system, including the availability of on-street and off-street parking during peak and off-peak periods
- Amount of recent and prospective development in downtown

4.1 Mark Individual On-Street Parking Spots

Identifying and marking on-street parking spaces facilitates efficient use of the curb space. This strategy eliminates “dead spaces” between parked cars and increases the available parking while promoting orderly on-street parking operations. The City of Paducah has implemented this measure along Broadway and the 300 block of Kentucky Street, and is viewed as successful. However, all other streets do not have markings that identify parking spots.

It is recommended on-street parking in the Service Area be defined by “T” pavement markings. A striping plan should be prepared showing the locations, dimensions, and set backs from the corners, along with fire hydrants and other no-parking zones. Figure 4.1 shows inefficient use of parking space along Second Street between Broadway and Kentucky Street. A loss of one (1) parking space at this block represents a 5% inefficiency in parking management.



Figure 4.1 Parking condition on Second Street

4.2 Loading Zone

Loading zones are designated areas in the parking lane reserved for the loading and unloading of deliveries to buildings. These zones are typically for commercial vehicles. They are not designated as reserved parking for business patrons or employees. Any commercial vehicle may park in any loading zone to load and unload for up to a short period of time (typically 30 minutes). Loading zones are usually requested by merchants or building owners through an agency of the city (Department of Public Works) and normally associated with an annual fee.

In Downtown Paducah, there is one (1) loading zone located at the southwest corner of Broadway and Second Street. The zone is marked on the pavement only, making it difficult to observe, especially if the pavement were to be covered by snow and/or ice. Furthermore, typical parkers are expecting a normal traffic sign indicating the location of the loading zone, the absence of one making it even more difficult for the area to be observed and respected for its proper use.

During the parking occupancy study, we noticed that most commercial vehicles either park at the parking lane or double park for the purpose of delivery or pick up. This is a normal and accepted practice at most cities, both small and large metropolitan areas.



Figure 4.2 Commercial Vehicle Delivery on Broadway

4.3 Accessibility & Parking

The City of Paducah wants to be proactive and responsive to downtown residents, visitors, and workers, including people with disabilities. Pedestrian walkways and sidewalks play a key role in providing access to services offered to the public by private businesses and institutions. When walkways cross a curb at intersections, a ramp or sloped surface is needed.

It should be noted that the existing regulatory framework for ADA parking on the existing on-street parking, or unaltered public right of way is not required. However, the City of Paducah may consult with the US Access Board guidelines in undertaking access improvements at existing streets. This work may initially include the streets in the Service Area.

Because a town will not be able to install curb ramps or other improvements at all town streets right away, the town's plan for accessible parking improvements should set priorities for which

streets that will benefit most from the improvements. Towns must give priority to walkways serving the downtown area because of the employment opportunities, high density, and a mix of uses. To achieve or maintain program accessibility, a town should develop procedures to allow input from the public and focus on specific intersections or zones slated for re-development and also frequented by people with disabilities.

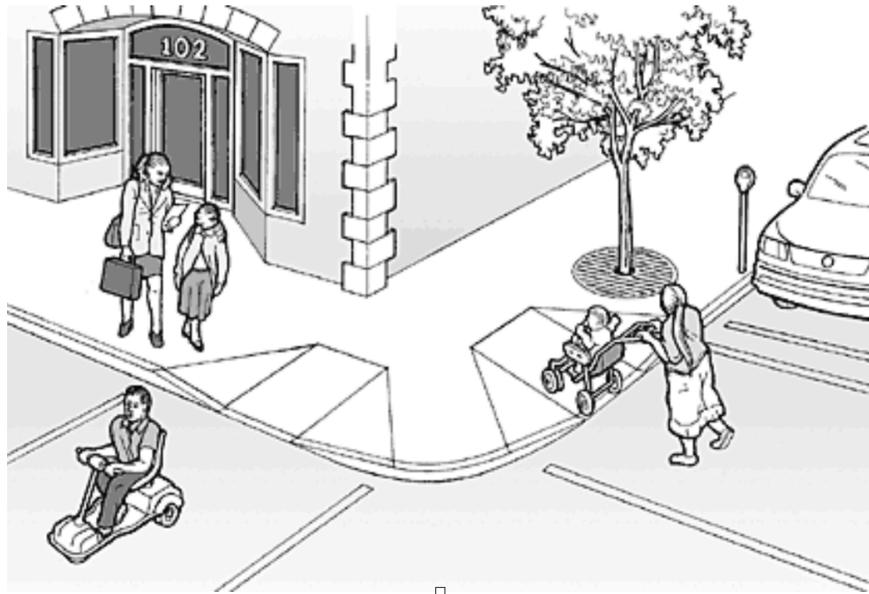


Figure 4.3.1 Curb ramps when walkway cross a curb at intersection

Below, are some technical guidance and factors for consideration by the City of Paducah:

Accessible Spaces- Where on-street public parking is provided in commercial districts, accessible on-street parking spaces shall be included in the total provided in the project or project area in accordance with proposed ADAAG Section 208.2 and shall be dispersed within the project area. A vast amount of public parking in urban areas is located along public streets and within the public right of way. A portion of this parking needs to be accessible according to the United States Access Board- Section X02.6 Vehicular Ways and Facilities. For consistency, it is generally agreed to use the same ratios for accessible parking as are already in use for parking lots. Required accessible parking space is 1 for the total of up to 26 parking spaces.

Spaces should be located in close proximity to the entrances of buildings/facilities. In a downtown setting- where blocks are 300-400 feet long, the spaces might be located near or adjacent to the curb ramps at intersections. This way users are provided access to intersecting streets and its accessible paths/sidewalks, and in multiple directions.

Accessible spaces shall be dispersed within the project area. Accessible on-street parking may also be combined with off-street parking serving the same project area if equal or greater access is provided in terms of distance from an accessible entrance, user cost, and convenience.

Parallel parking spaces- Where accessible parallel parking is provided, a parallel access aisle at least 60 inches wide shall be provided at street level the full length of the accessible parking space.

The parallel access aisle shall connect at the head or foot of the parking space to a 60-inch wide minimum perpendicular access aisle that shall extend the full width of the parking space. Two parallel parking spaces may share a perpendicular access aisle. The vehicular travel lane shall not encroach on any required access aisle. The area between any curb and the *pedestrian access route* shall comply with Section X02.1.5 in order to allow the deployment of a side lift from a wheelchair accessible space and shall be connected to the pedestrian access route.

EXCEPTION: Where the width of the public pedestrian right-of-way between the extension of the normal curb and boundary of the public right-of-way is less than 12 feet, a parallel access aisle is not required at parallel parking spaces. An engineering study and detailed implantation plan will be required.

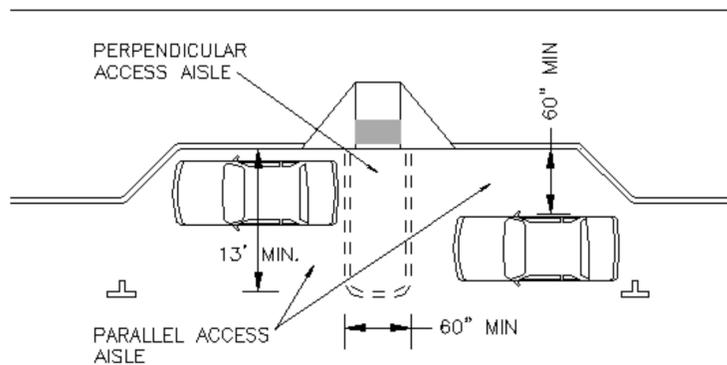


Figure 4.3 Accessible Parking with Parallel Access Aisle

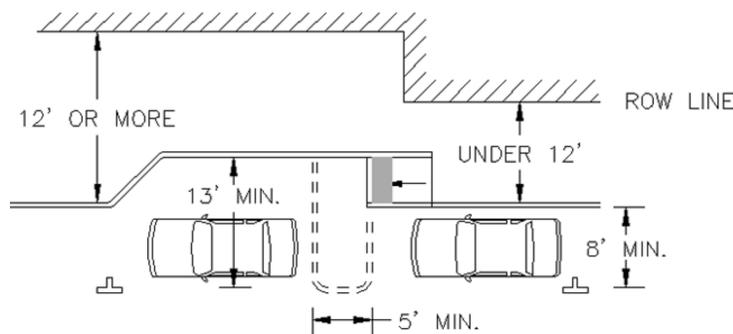
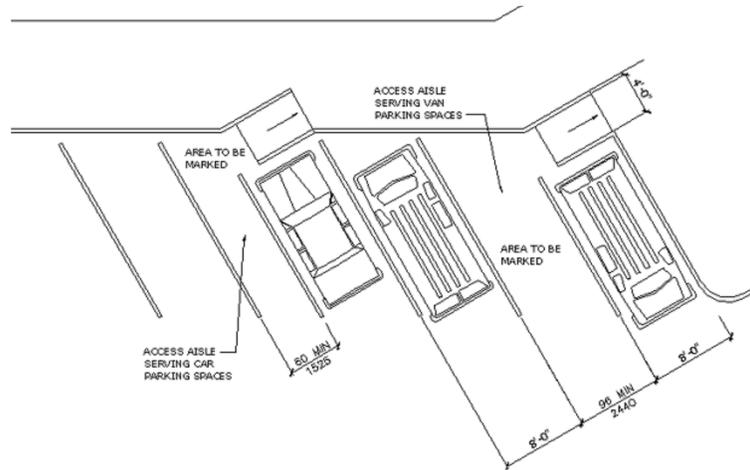


Figure 4.3.2 Accessible Parking without Parallel Access Aisle

Perpendicular and/or angled parking spaces- Where perpendicular or angled parking is provided, a parallel access aisle at least 60 inches wide shall be provided at street level the full length of the accessible parking space. At van accessible parking spaces, a parallel access aisle at least 96 inches wide shall be provided at street level the full length of the van accessible parking space. Two perpendicular parking spaces may share an access aisle.



4.3.3 Angle Parking with Access Aisle

Parking space signage & marking- Parking spaces required to be accessible shall be designated as reserved by a sign that complies with proposed ADAAG Section 502.6. Van accessible spaces shall contain an additional sign "Van Accessible" mounted below the symbol of accessibility. Signs shall be located within the width or length of the space they serve and located within 3 feet of the head of the parking space so as not to interfere with the operation of a side lift or a passenger side transfer. Access isles shall be marked so as to discourage parking in them.

Obstruction- Obstructions such as *street furniture*, fire hydrants, parking meters, signs, mailboxes, landscaping, and trash receptacles shall not be placed adjacent to the accessible space in a manner that may interfere with the operation of a side lift or a passenger side transfer.

4.4 Upgrade Public Parking Lots, Signage, and Wayfinding

The City of Paducah currently has several public parking lots with a total of 608 spaces. The average utilization rate (normal weekday or weekend) is low, approximately at 22%. These are great parking assets in downtown and utilization rates will increase overtime as more activities and developments are implemented. We recommend an assessment and needs analysis at individual facilities. Following the analysis, improvement plans may be prepared for each lot addressing adequate and better lighting, functional and easy-to-navigate pedestrian access, landscaping, and signage.

Signage is crucial to clearly communicating parking locations and regulations, as well as making sure that parking is visible, accessible, and effectively utilized as public-parking. The city should prioritize a system-wide upgrade of parking signage and wayfinding.

As illustrated in the differences of the pictures below, landscaping, pedestrian oriented lighting, and easy pedestrian access to the lots provide curb appeal and increased safety to parkers on the parking lot located in the right picture. It is crucial to indicate that such lots are "Public" and "Free," and also identify them by name or brand.



Figure 4.4 Examples of public parking lots in Downtown Paducah

4.5 Secure Parking for Use by Employees at City-Owned Lots

It is recommended that the city explore the feasibility of securing existing parking supply at city-owned lots for use by employees in the Service Area. The feasibility study may not indicate an imminent need. However, it provides an option to address future parking shortages in the downtown core.

4.6 Adopt Procedures for Program Monitoring and Parking Enforcement

Presently, on-street parking is either un-regulated or regulated by signs indicating 2-HR parking from 9:00 AM to 5:00 PM. We did not notice any enforcement of this regulation during the inventory and parking usage study. It is recommended that new procedures and policies be adopted for monitoring, enforcement, and reporting of such regulations. Clear and consistent policies, especially in the Service Area, are essential to understanding and communicating parking management to the general public. Specific recommendations include:

- Develop and implement specific methodologies for tracking benchmarks (i.e. compliance monitoring; day of week and time of day, and location of infractions)
- Document any additions or loss of public and private parking within the downtown core
- Adopt specific guidelines for downtown parking enforcement (focus area; citation method and amount of fine; appeal process; collection; communication with merchants and downtown visitors, etc.)
- Update and/or adopt specific guidelines and policies for enforcement officers that continue to emphasize an “ambassador” approach
- Review citation data and identify common infractions and citations. Define new metrics and benchmarks for enforcement
- Create and issue quarterly reports on system performance for circulation among parking/city staff
- Review the location and adopt a strategy for 2-Hr Parking regulation in downtown. The strategy should initially focus on high demand parking areas (i.e. Broadway, Market House Square) in order to yield in more turn-over of parking spaces. Remove all other parking regulation signs outside of the focus area, especially if they are not subject to enforcement.



Figure 4.6 Parking Regulation Sign on Fourth Street

SECTION 5- PUBLIC ENGAGEMENT

The City of Paducah held an open-house public information event on February 13, 2020. The event was held in the City Hall Atrium from 2:00pm to 6:00pm. Over 40 people attended the event.

The purpose of the open-house was to gather input from the public regarding their parking experience Downtown. City staff invited the public to:

- 1) Provide input on existing barriers to parking, mobility, and access; and
- 2) Provide insight on ways to improve parking and mobility.

The City's Planning Department set up four stations to gather information and hear the public's feedback.

Table 1: Your Parking Experience – City staff gathered baseline data from the public.

- What activities bring you Downtown?
- When do you visit? How often do you come?
- Where do you typically park?
- Where do you park when your typical spot is not available?
- How would your behavior change if free parking was not easy to find 1 block from your destination?

Table 2: Parking Assessment Data Collected - Concepts 21 shared the parking assessment data collected and analysis of future growth impact to Downtown.

Table 3: Improving Your Parking Experience Today and in the Future - City staff asked the public to provide information about existing barriers to parking, and to assess and prioritize different methods to improve the public's parking experience.

Table 4: Ask the City Planner – Open Q&A on the City Block Development Project - City staff was available to talk with the public about the City Block project, to listen to concerns, and to answer questions. The public was invited to write down any additional feedback for the public record – parking related or not – for the City Block project.

Key Findings from the Open-House

- The open house gathered information from a diverse mix of Downtown users, including residents, workers, and visitors.
- Dining, shopping, cultural activities, the Riverfront, and special events were equally represented as activities that drew people Downtown. No one activity dominated over the others.
- The open house received an even mix of participants who visit Downtown on weekdays and weekends; during the daytime and during the evening hours.
- Over 80% of participants come downtown at least several times per week.
- When asked, “When have you had trouble parking downtown?” the most common answer (11 of 28 responses) was, “I do not have trouble parking.”
- When asked, “If free parking is not easy to find 1 block from my destination, I will...”, most participants stated they would park on the next block.
- Participants questioned why the study was done in November and December, citing that there are more events occurring in warmer months. The study’s purpose was to capture parking utilization during a typical day/time. November and December were good months to undertake the parking assessment because the holidays are when Downtown’s small businesses do most of their business. BBQ on the River, Spring Quilt Week, and other cultural events are not typical days and do not reflect typical, “organic” business as usual patterns Downtown.
- Participants questioned if parking counts were taken during evenings and on weekends. The parking assessment did counts during the weekday, weekend, and weekend evenings. These periods mirror the responses we received from participants when asked the question, “When do you visit downtown?”
 - * Weekdays around lunch time
 - * Saturdays around lunch time
 - * Saturday evenings
- Participants noted that physical distance and an unpleasant environment (lighting, landscaping, shade) discouraged people from coming downtown.
 - * The walk from the parking lot to a destination was physically too far for 9 participants.
 - * The route was unpleasant, dark, poorly lit, or feels unsafe for 7 participants.

- Participants were shown several alternatives to improving Downtown's parking experience and asked to rank their top three choices. Below are the ten alternatives in ranked order:

1. Landscaping and Beautification of parking lots (21 votes)
2. Improved lighting to all areas of the parking lot (21)
3. Improved signage and wayfinding (17)
4. Clear signage (enforcement) (9)
5. Education and improved enforcement (9)
6. Accessible spaces (8)
7. Cross walks (7)
8. Marking parking spaces (5)
9. Parking finder app (3)
10. Smart Meters (2)

City staff received 23 additional comments on the City Block Development Project. These comments are provided in Appendix B.

A snapshot of how people responded is shown below:

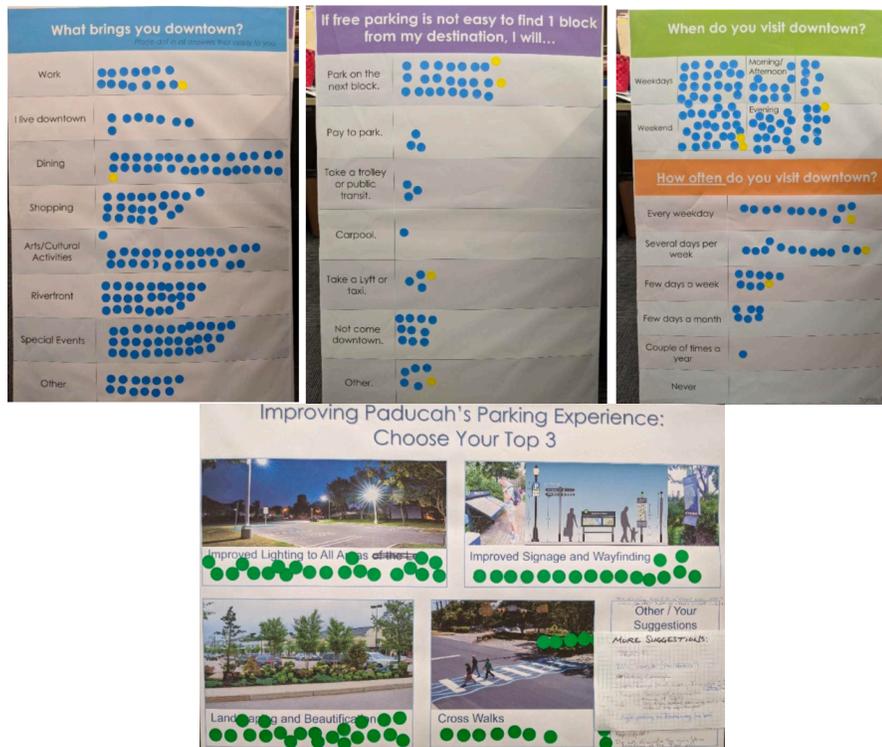


Figure 5.1 Comments from Attendees/Open-House

SECTION 6- CONCLUSION & RECOMMENDATIONS

1- City Block Re-Development

As discussed in Section 3, parking supply within the 1 block area of the proposed development will be sufficient meeting the parking demand. The majority of the establishments (shops, restaurants; offices, residential, etc.) including the City Block Re-Development is within 1 minute walking distance from public parking facilities. In fact, it is estimated that a surplus of 118 parking spaces will remain available through existing parking facilities- both on-street and off-street, for future growth and/or new projects needing parking. No action is required at this time.

2- Conduct a Parking Utilization Study

The study will seek to better utilize existing parking supply and if feasible, add to the existing supply in the Service Area. The study should consider the following:

- Efficient On-Street Parking- The study will explore maximizing on-street parking through marking parking spots for better utilization and orderly operations in the Service Area.
- Explore additional On-Street Parking Opportunities-
 1. The study will examine the feasibility of additional on-street parking on 3rd Street (between Clark and Kentucky Streets and Jefferson and Monroe Streets).
 2. Explore on-street parking on Water Street through re-striping the center-line; lane reduction, re-striping, and/or angle parking.
 3. Explore the feasibility of angle parking along Jefferson Street.
 4. Explore on-street parking on Second Street from Jefferson to Monre Streets through re-aligning the center-line and allowing parking on 1 side of the street.

3- Downtown Accessibility Study

Conduct an Accessible Parking study for Downtown Paducah. This will meet not only the ADA guidelines for accessible parking spaces in downtown, but also the desire of the City of Paducah wanting to be proactive and responsive to downtown residents, visitors, and workers, including people with disabilities.

4- Upgrade Public Parking Lots, Signage, and Wayfinding

Conduct individual assessment and improvements of the city-owned and/or public lots. The study should consider parking experience and safety improvements. Improvements should consider better and adequate lighting, convenient pedestrian access, landscaping, wayfinding, and signage.

5- Adopt Formal Procedures for Program Monitoring and Parking Enforcement

The recommendations above will require policy direction and resources to complete plans and implement them. The following table begins to suggest an action plan achieving the goals of improving parking experience in Downtown Paducah.

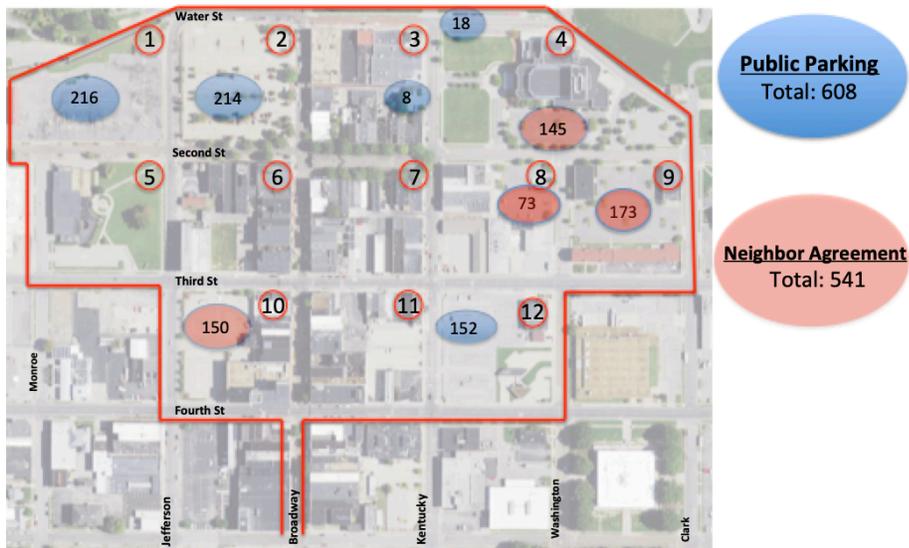
Items	Near Term (1-3 YR)	Medium Term (3-5 YR)	Long Term > 5 YR
Parking Utilization Study	X		
Downtown Accessibility Study	X		
Upgrade Public Lots		X	
Parking Enforcement		X	
Evaluate Need for Parking Structure			X

Table 6 Suggested Improvements & Priorities

OFF-STREET PUBLIC PARKING INVENTORY & USAGE DATA							
BLOCK	PARKING SUPPLY	PARKING USAGE					
		Nov 15	Nov 16	Nov 23	Nov 30	Dec 14	Dec 18
		1:00 PM	12:00 PM	6:00 PM	1:00 PM	11AM-6 PM	11:00 PM
BLOCK 1	216	1	2	0	23	3	2
BLOCK 2	214	85	115	97	212	70	47
BLOCK 3	8	6	4	4	6	6	6
BLOCK 4	18	10	10	10	10	2	2
BLOCK 5	0	-	-	-	-	-	-
BLOCK 6	0	-	-	-	-	-	-
BLOCK 7	0	-	-	-	-	-	-
BLOCK 8	0	-	-	-	-	-	-
BLOCK 9	0	-	-	-	-	-	-
BLOCK 10	0	-	-	-	-	-	-
BLOCK 11	0	-	-	-	-	-	-
BLOCK 12	152	17	3	8	7	7	24
		Friday	Saturday	Saturday	Saturday after Thanksgiving	Saturday	Wednesday

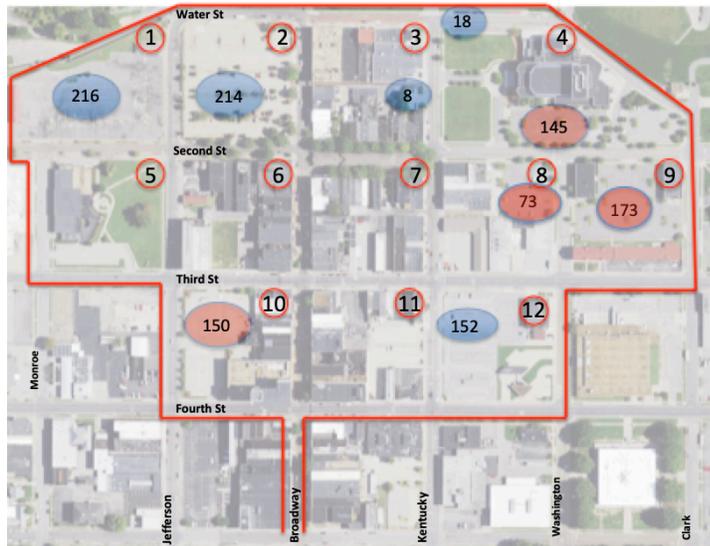
APPENDIX A PARKING SUPPLY AND USAGE DATA

1- Off Street Public Parking Inventory and Usage Data



OFF-STREET NEIGHBOR AGREEMENT PARKING INVENTORY & USAGE DATA

BLOCK	PARKING SUPPLY	PARKING USAGE					
		Nov 15	Nov 16	Nov 23	Nov 30	Dec 14	Dec 18
		1:00 PM	12:00 PM	6:00 PM	1:00 PM	11AM-6 PM	11:00 PM
BLOCK 1	0	-	-	-	-	-	-
BLOCK 2	0	-	-	-	-	-	-
BLOCK 3	0						
BLOCK 4	145	24	31	87	15	4	9
BLOCK 5	0	-	-	-	-	-	-
BLOCK 6	0	-	-	-	-	-	-
BLOCK 7	0	-	-	-	-	-	-
BLOCK 8	73	30	18	46	27	38	36
BLOCK 9	173	16	2	41	5	25	10
BLOCK 10	150	84*	10**	10**	10**	4	84
BLOCK 11	0	-	-	-	-	-	-
BLOCK 12	0	-	-	-	-	-	-
		Friday	Saturday	Saturday	Saturday after Thanksgiving	Saturday	Wednesday
* Data used from December 18 count							
** Estimated							



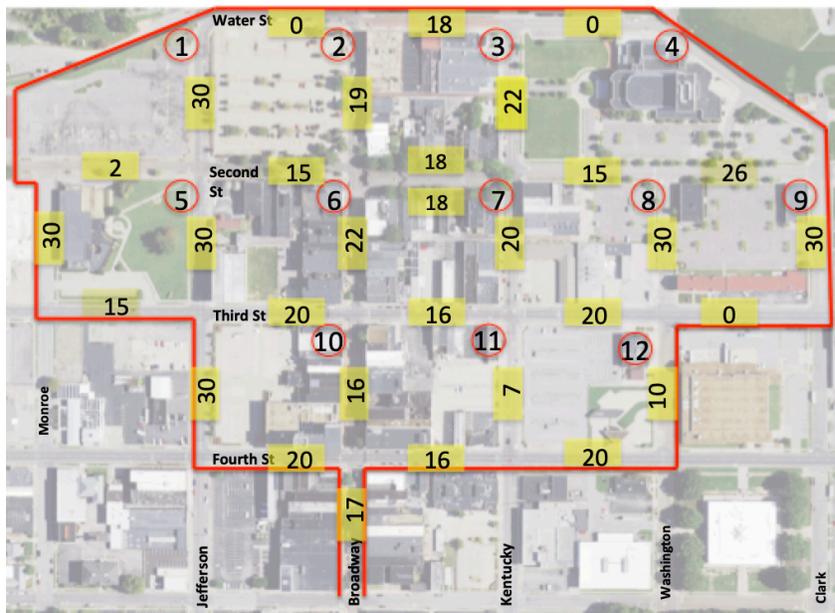
Public Parking
Total: 608

Neighbor Agreement
Total: 541

2- Off Street Neighbor Agreement Parking Inventory and Usage Data

3- On Street Parking Inventory and Usage Data

ON-STREET PARKING INVENTORY & USAGE DATA							
STREET	PARKING SUPPLY	PARKING USAGE					
		Nov 15	Nov 16	Nov 23	Nov 30	Dec 14	Dec 18
		1:00 PM	12:00 PM	6:00 PM	1:00 PM	11AM-6 PM	11:00 PM
Water	18	7	5	6	14	7	10
Second	94	30	39	43	37	38	42
Third	71	8	17	12	19	14	19
Fourth	56	11	0	2	21	12	20
Monroe	30	1	1	1	1	1	1
Jefferson	90	0	0	0	13	0	0
Broadway	74	60	71	60	72	59	65
Kentucky	49	27	28	28	31	30	22
Washington	40	1	0	0	0	0	1
Clark	30	4	4	6	6	0	0
		Friday	Saturday	Saturday	Saturday after Thanksgiving	Saturday	Wednesday



On-Street Parking
Total: 563

4- Data provided by the City of Paducah Staff

	Public Spots	Friendly Neighbor Spots	Mon 1pm	Tues 1pm	Wed Noon	Thur. 2pm	Fri 1pm	Sat. Noon	Sat. 6pm	Sun 12:30pm	Sat 1pm	Tue 3pm
Public Parking Lots												
Block 1:	216		11/11/19	11/12/19	11/13/19	11/14/19	11/15/19	11/16/19	11/23/19	11/24/19	11/30/19	12/3/19
Block 2:	214		49	50	112	59	85	115	97	67	212	45
Block 3 (circled lot):	8		5	4	4	6	6	4	4	4	6	5
Block 4 (circled lots):	14	145	19	10	75	17	24	31	87	7	15	9
Block 8 (circled lot):	73		21	20	28	26	30	18	46	6	27	18
Block 9 (circled lot):	173		4	7	8	17	16	2	41	1	5	15
Block 12 (circled lot):	152		17	17	22	17	17	3	8	5	7	28
On Street - Broadway												
100 Block	17		13	13	15	7	13	16	15	15	17	9
200 Block	21		10	16	18	13	17	20	18	14	22	17
300 Block	21		5	7	13	13	14	19	10	0	18	11
400 Block	17		n/a	n/a	n/a	n/a	n/a	n/a	18	4	19	11
On Street - Jefferson												
100 Block -	not marked		0	0	0	0	0	0	0	0	10	0
200 Block -	not marked		0	0	0	0	0	0	0	0	3	0
300 Block -	not marked		1	1	0	0	0	0	0	3	0	0
On Street - Kentucky												
100 Block	not marked		11	7	17	12	13	9	11	8	15	7
200 Block	not marked		4	12	15	13	13	18	17	0	16	13
300 Block	not marked		0	0	0	2	1	1	0	0	0	1
On Street - Washington												
200 Block	not marked		0	0	0	0	0	0	0	0	0	0
300 Block	not marked		0	2	0	0	1	0	0	0	0	3
On Street - Clark												
100 Block	not mak		2	2	15	1	4	5	6	0	0	0
200 Block	not marked		0	0	0	0	0	0	0	0	0	0
On Street - Water Street												
Jefferson-Broadway	not marked		0	0	0	0	0	0	0	0	0	0
Broadway- Kentucky	not marked		6	5	12	10	7	5	6	8	14	6
Kentucky - Clark	no parking		0	0	0	0	0	0	0	0	0	0
On Street - 2nd / Marine Way												
Madison-Jefferson	not marked		0	0	0	0	0	0	0	0	0	0
Jefferson-Broadway	not marked		4	5	6	6	7	5	7	3	11	2
Mrk House Square - East	not marked		6	9	12	1	12	13	13	12	13	4
Mrk House Square - West	not marked		8	4	11	3	2	9	12	2	13	5
Kentucky- Washington	not marked		4	7	20	7	9	10	11	0	0	8
Washington - Clark	not market		1	0	0	0	0	2	0	0	0	0
On Street - 3rd Street												
Madison-Jefferson	not marked		0	0	0	0	0	0	0	0	0	0
Jefferson-Broadway	not marked		2	6	6	5	5	9	7	4	12	3
Broadway - Kentucky	not marked		10	7	12	10	3	8	5	5	7	6
Kentucky- Washington	not marked		0	0	0	0	0	0	0	0	0	0
Washington - Clark	no parking		0	0	0	0	0	0	0	0	0	0
On Street - 4th Street												
Jefferson-Broadway	not marked		3	9	3	7	6	n/a	1	2	7	8
Broadway - Kentucky	not marked		2	5	12	3	5	n/a	1	3	14	9
Kentucky- Washington	not marked		0	0	0	0	0	0	0	1	0	0