Downtown Huntington Parking Study

Huntington, West Virginia | July 2021

KYOVA Interstate Planning Commission

Acknowledgments

We extend our sincere appreciation and gratitude to the residents, business owners, City staff, and stakeholders who participated in the planning process and guided the development of the Downtown Huntington Parking Study. Everyone's time, input, and energy are greatly appreciated.

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Introduction

The Downtown Huntington Parking Study offers a targeted analysis and set of recommendations for the parking system in Downtown Huntington. The Kentucky-Ohio-West Virginia Interstate Planning Commission (KYOVA) and the City of Huntington will use this document as a guide for future decision-making, resource allocation, and investment choices. This Study focuses on the parking and mobility in Downtown Huntington. However, the recommendations and analysis presented here could be considered and integrated with other areas of Huntington.

Overview

We are at a point of incredible change in the way that parking and transportation is accessed, used, valued, operated, and managed. The desires and behavior of users are changing and a wealth of mobility options are available. With the emergence of the "shared economy" in recent years, owning a vehicle is not the same rite of passage it once was. Mobile technology puts everything at the user's fingertips, providing the ability to access real-time parking and transportation information in seconds, such as parking availability and routing, secure on-demand mobility services, payment for parking, and other services. The wealth of data now available provides integration opportunities for cities to be able to make informed operations and management decisions.

With the change in the parking and mobility landscape, parking management isn't just about parking anymore. Rather, parking management focuses on the intersection between parking supply, demand management, and mobility. It used to be that the solution to parking challenges—both real and perceived—was to find additional capacity. **Now, smart cities are using parking supply and good parking and mobility management as the lever to promote smarter and more equitable access, better behavior and decision-making, positive economic development, efficient multimodalism, and intelligent community design**.

Parking is an expensive asset to build and maintain. Parking and mobility management in today's world involves building the right amount of parking in the right locations and in a way that complements good land use policy and urban design, pricing it appropriately, setting policies to manage it efficiently through data-driven decisions, and incentivizing and integrating the use of non-single-occupant automobile modes.

Purpose and Process

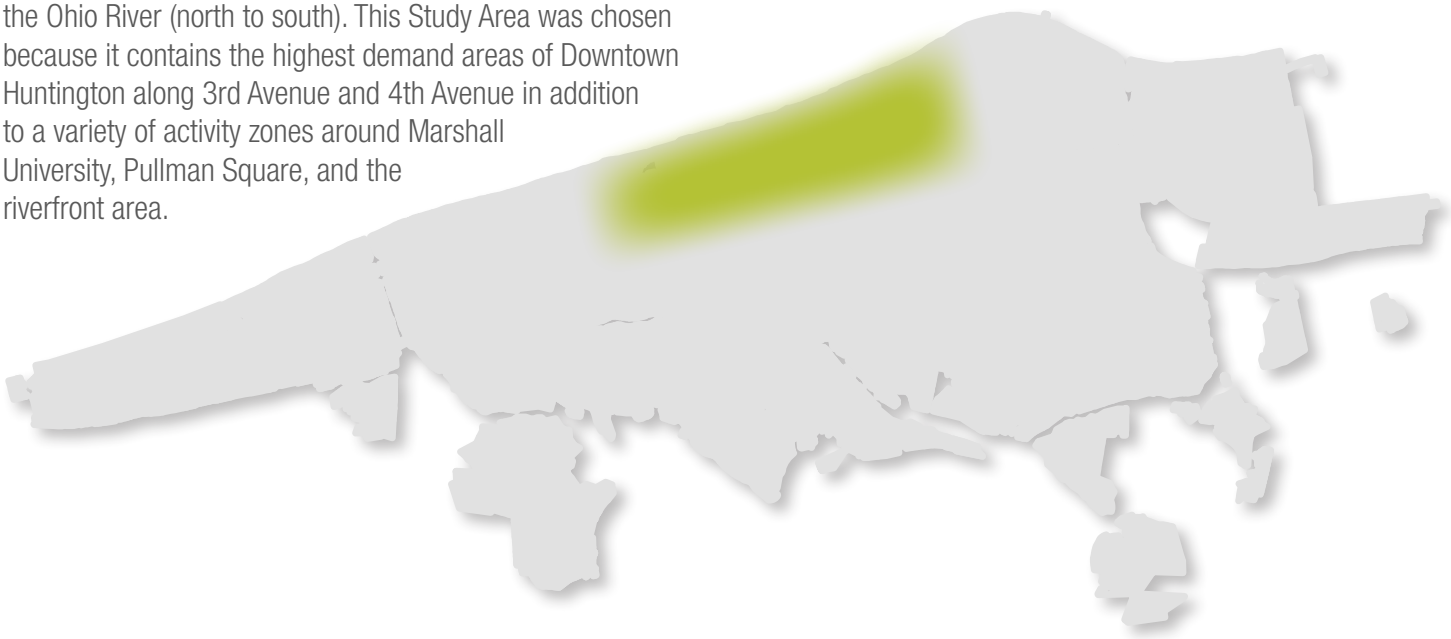
The Downtown Huntington Parking Study was conducted to view parking and mobility in Downtown Huntington through a modern lens, while assessing current conditions and perceptions, identifying best practices in comparable places, and developing a set of key recommendations for the City to implement and pursue. To accomplish this task, the Study focused on six key goals:

- Identifying any parking deficiencies
- Identifying potential changes to parking management
- Considering future parking needs
- Considering mobility integration
- Developing strategies for implementation
- Understanding current parking perceptions

The process for the Study was organized around five phases, with opportunities for engagement throughout:

Study Area

The Downtown Huntington Parking Study Area runs from 4th Street to 24th Street (west to east) and from 8th Avenue to the Ohio River (north to south). This Study Area was chosen because it contains the highest demand areas of Downtown Huntington along 3rd Avenue and 4th Avenue in addition to a variety of activity zones around Marshall University, Pullman Square, and the riverfront area.



Huntington Fast Facts

- Population: 46,048 (2018)
- Downtown: 330 acres
- Located along the Ohio River
- Home to Marshall University

Source: City of Huntington

Existing Conditions & Considerations

The Downtown Huntington Parking Study seeks to assess the parking conditions in the Study Area and develop recommended strategies for improving the system for all users. A strong set of recommendations requires a solid foundation of existing conditions assessment. This chapter documents findings from this assessment and is organized around current system characteristics, a peer city comparison, parking demand and occupancy, and public experience and perceptions gathered through community outreach efforts.

Current System Characteristics

This parking study considers both publicly owned parking and privately owned parking that is accessible to the public. Publicly accessible parking is defined as parking owned by the City of Huntington or another public agency, and not limited to certain establishments, meaning that members of the public are able to access the facility to park and pay for any purpose or destination.

This section highlights the main characteristics of the current parking system in Downtown Huntington, including operations and management and rates and time limits of publicly owned parking, and locations of publicly accessible parking.

Operations and Management

Public parking in Downtown Huntington is largely managed and operated by the Huntington Municipal Parking Board (HMPB). The HMPB doesn't receive any of their funding directly from the City of Huntington, but is instead funded through parking revenues, fines, and sale of any owned property. Parking is managed in-house by the HMPB; there is currently no third party management company involved in management/operations.

The HMPB manages publicly owned parking garages, parking lots, and on-street spaces/meters throughout Huntington, the majority of which is located Downtown. There are some additional parking facilities that are owned by the City of Huntington, the Tri-State Transit Authority, and the Greater Huntington Park & Recreation District (see parking facilities map on page 6 for more information on locations).

Rates and Time Limits

Compared to similar locales, parking in Huntington is relatively affordable (see Peer City Comparison section on page 7 for more details). Fines for parking violations start at $5.00 if paid within seven days, and raise to $30.00 if the seven days is exceeded. However, this fine structure is typically too low to be easily enforcible or to encourage specific parking behaviors. It is not uncommon for users to knowingly park in violation and willingly pay the $5.00 fine. Specific rates for hourly and monthly parking are broken down by facility type in the table below.

	Parking Garages	Surface Parking Lots	On-Street Parking
Rates	$25-$35 / month	$35-$40 / month	$0.25 / hour
	$0.50-$1 / hour	$0.50 / hour	

The time limits for specific parking areas ranges from 15 minutes to up to 10 hours depending on location. The majority of parking areas have fairly relaxed time limitations.

The City utilizes mechanical meters for all on-street parking, with opportunities for mobile payment via the ParkMobile application on some hourly spaces. Parking garages and surface lots use pay stations to collect payment.

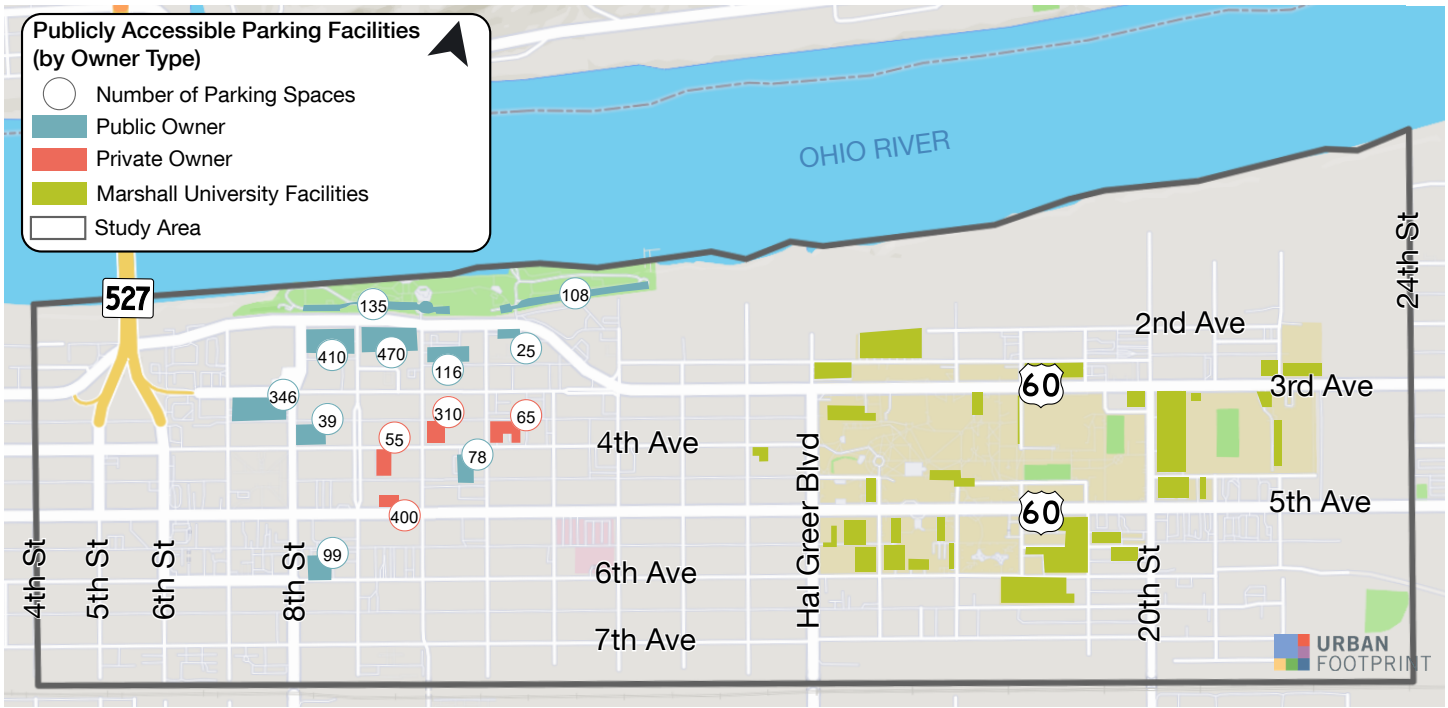
Location

In Downtown Huntington, publicly accessible parking is concentrated in the core of the area. In total, there are more than 3,000 publicly-owned parking spaces Downtown between three parking garages, seven surface lots, and on-street parking. There are over 800 privately owned parking spaces in total across the most significant private facilities. A portion of these spaces are available to the public at privately-determined rates. The map below showcases the locations of publicly accessible parking facilities.

	Parking Garages		Surface Parking Lots		On-Street Parking	
Owner Type	Public	Private*	Public	Private*	Public	Private*
Inventory	3 garages	2 garages	7 lots	2 lots	-	-
Spaces	1,226 spaces	710	600 spaces	120	1,200 spaces	-

**Only Private facilities with a significant impact on the downtown parking system are represented.*

Downtown Huntington Parking Facilities



Note: Privately owned facilities include calculated estimates of parking spaces. Marshall University facility parking spaces were not calculated as they do not have a significant impact on downtown parking since they are only for use by Marshall University students, faculty, and staff.

Peer City Comparison

Overview

To better understand the state of parking as it exists in the City of Huntington, we looked to peer cities to find commonalities and differences that can help identify a vision and set the goals for the future of parking in Huntington. The peer cities of Charleston, WV; Charlottesville, VA; and Roanoke, VA; were each chosen for their similarities to Huntington and their aspirational elements that Huntington's parking system can strive to achieve. The full Peer Cities Report is included under a separate cover as an accompaniment to this Study. This section pulls the key takeaways and findings from that research.

Data and information collected on the peer cities came from each municipalities' websites, relevant planning documents, and city parking contacts who provided information on their respective city's parking systems. The parking comparisons made in this section do not take into account all parking in a given city but are specific to the Huntington Parking Study Area and the downtown area of each peer city.

Charleston, WV

Located at the confluence of the Elk and Kanawha rivers, Charleston is the capital city of West Virginia and the center of government, commerce, and industry for Kanawha County.

Fast Facts

- Population: 47,215 (2018)
- Downtown: 400 acres

Similarities with Huntington

- Located along a river
- Population size
- Downtown area size

Source: Google Earth

Source: Google Earth

Charlottesville, VA

Charlottesville is centrally located in Virginia, in the eastern foothills of the Blue Ridge Mountains. Since its founding in the 16th century, Charlottesville has fostered a rich cultural, natural, and artistic history.

Fast Facts

- Population: 48,117 (2018)
- Downtown: 245 acres

Similarities with Huntington

- Home to the University of Virginia
- Population size

Roanoke, VA

Roanoke is located off I-81 in the Roanoke Valley of the Blue Ridge Mountains. Given its proximity to the mountains and the Blue Ridge Parkway, Roanoke is a destination city for tourists looking for outdoor recreation.

Fast Facts

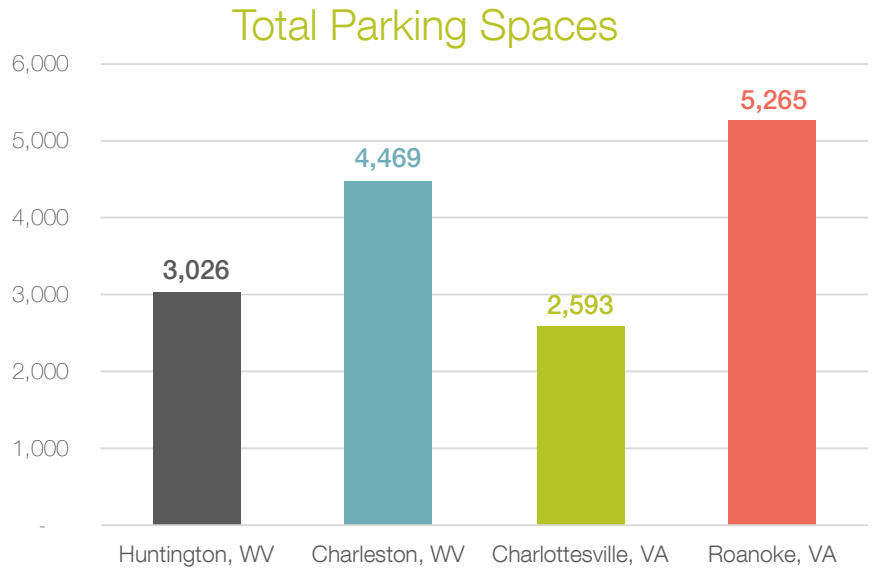
- Population: 99,920 (2018)
- Downtown: 260 acres

Similarities with Huntington

- Downtown area size
- Business-centric downtown

Source: Google Earth

Comparison of Publicly-Owned Parking Inventory



Huntington has...

- 32% fewer total spaces than Charleston
- 14% more total spaces than Charlottesville
- 43% fewer total spaces than Roanoke

Source: Google Earth

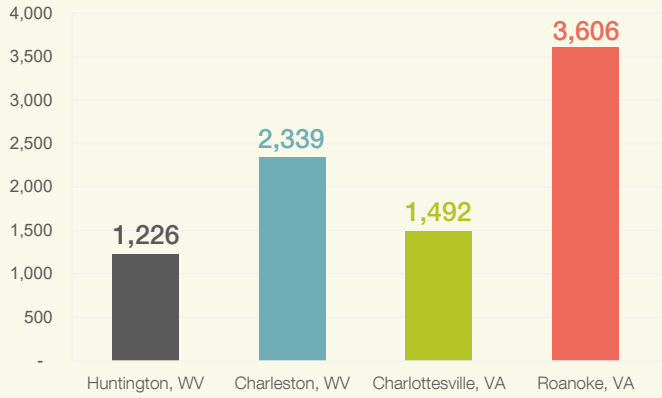
The City also has...

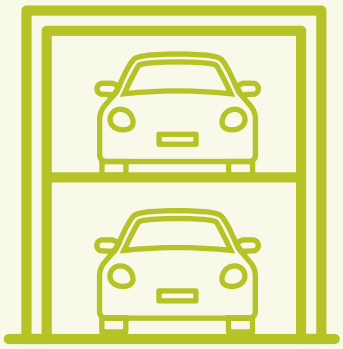
An average of **19% fewer parking garage spaces** than its peer cities

More surface parking lot spaces than Charlottesville and Roanoke combined

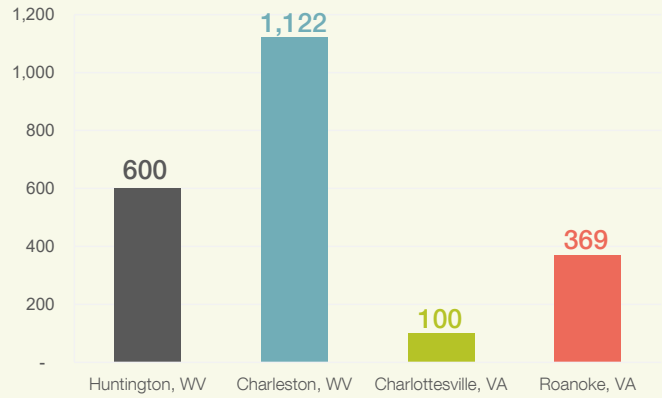
About the **same supply of on-street parking** as all its peer cities

Parking Garage Spaces

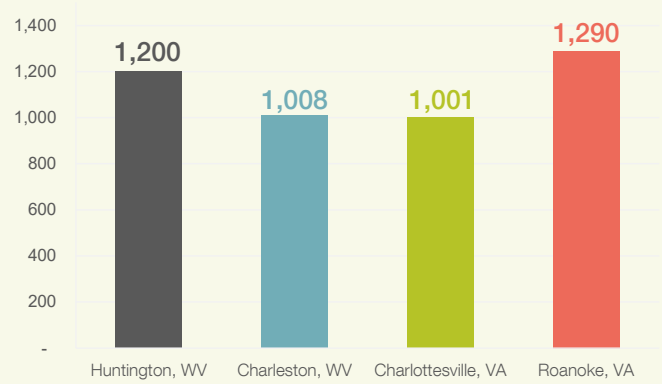




Parking Lot Spaces



On-Street Parking Spaces



Similarities to Huntington

Huntington and its peer cities have some additional commonalities:

- **Funding.** Parking operations are funded using an enterprise funding system.
- **Apps.** Huntington, Charleston, and Roanoke all use apps to allow people to pay for parking on their phone.
- **Navigation.** All the cities emphasize the importance of consistent and effective wayfinding and signage.
- **Employee Parking.** All the cities face challenges with employee parking habits, as it typically decreases the available convenient spaces for customers.
- **Public Perception.** There is a common misconception between the cities that there is not enough parking available, even when the supply is adequate.
- **On-Street Supply.** All cities have about the same number of on-street parking spaces.

Differences from Huntington

The peer cities share some characteristics that differ from Huntington:

- **Management.** Management structures differ between the cities but the peer cities all have parking management that is directly housed under their city government.
- **Technology.** The peer cities provide online maps or graphics where the public can see parking locations and availability.
- **Garage Supply.** The peer cities parking garage spaces make up more than half of their total parking supply, whereas Huntington's parking garage spaces make up about 40% of its total supply.
- **Rates.** Hourly and monthly rates are typically 20% to 50% higher in the peer cities when compared to Huntington.

Conclusion

What stands out when comparing it to its peer cities is that Huntington...

- Would benefit from a cohesive wayfinding system to help people easily find and identify available parking
- Has low rates for on-street parking
- Has low fines that disincentivize frequent turnover
- Has a higher supply of surface parking lot and on-street parking spaces than garage spaces
- Has more surface parking lots dispersed throughout the central Downtown

When compared to its peer cities, Huntington appears to have less parking at the lowest rate. However, the raw numbers don't show the whole picture. Taking population and area size into account, Huntington has a comparable parking supply to its peers.

Occupancy

The study team collected on-street parking occupancy for 18 blocks in Downtown Huntington from 7th Street to Hal Greer Boulevard and between 3rd Avenue and 5th Avenue. Parking counts were conducted on a weekday in November 2020 for three times of the day: in the morning, midday, and in the afternoon. The data was collected during the COVID-19 pandemic, which has the potential to affect the data's comparison to a business-as-usual scenario; however, this location was identified as the highest parking demand location within the Study Area and as operating fairly close to normally. The following pages provide detailed parking occupancy and maps by collection period.

High Demand Area Occupancy—Streets

The table below summarizes the parking occupancy for the entire lengths of the streets where parking data was collected (as opposed to block face segments, which are shown in the mapping on the adjacent page 12).

		Morning		Midday		Afternoon	
Street	Spaces	Counts	Occupancy	Counts	Occupancy	Counts	Occupancy
3rd Ave	232	37	15.9%	94	40.5%	98	42.2%
4th Ave	198	26	13.1%	80	40.4%	73	36.9%
5th Ave	95	8	8.4%	28	29.5%	19	20.0%
7th St	21	5	23.8%	10	47.6%	5	23.8%
8th St	20	1	5.0%	9	45.0%	5	25.0%
9th St	57	11	19.3%	48	84.2%	41	71.9%
10th St	46	16	34.8%	29	63.0%	27	58.7%
11th St	33	7	21.2%	3	9.1%	5	15.2%
12th St	34	3	8.8%	2	5.9%	1	2.9%
13th St	36	2	5.6%	4	11.1%	6	16.7%
14th St	49	4	8.2%	3	6.1%	4	8.2%
15th St	39	20	51.3%	30	76.9%	13	33.3%
16th St	20	0	0.0%	14	70.0%	11	55.0%
Total	**880**	**140**	**15.9%**	**354**	**40.2%**	**308**	**35.0%**

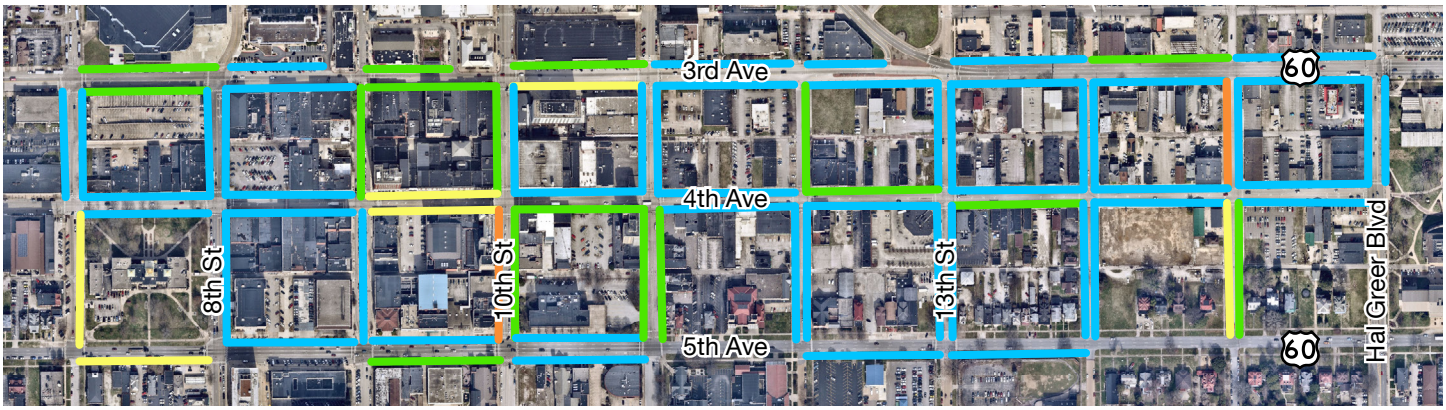
Parking occupancy is broken up into five categories where parking is severely underutilized at less than 20%, very underutilized at 20%–50%, underutilized at 50%–75%, utilized at 75%–90%, and overutilized at 90% or more. The data indicates that the on-street public parking supply has an average occupancy of 29.7%, indicating that the facilities are, on average, very underutilized. The morning has the lowest occupancy at 16.5% on average. The midday time period has the highest occupancy at 40.7% and the afternoon occupancy drops down to 31.8% average occupancy. Put another way, this means that at any given time of day, there are around 526–740 available spaces out of 880 along the 18-block data collection area.

While the above table provides a good summary of the data collection by roadway, the maps on the next page provide more granularity by assessing the occupancy of each block.

High Demand Area Occupancy—Blocks

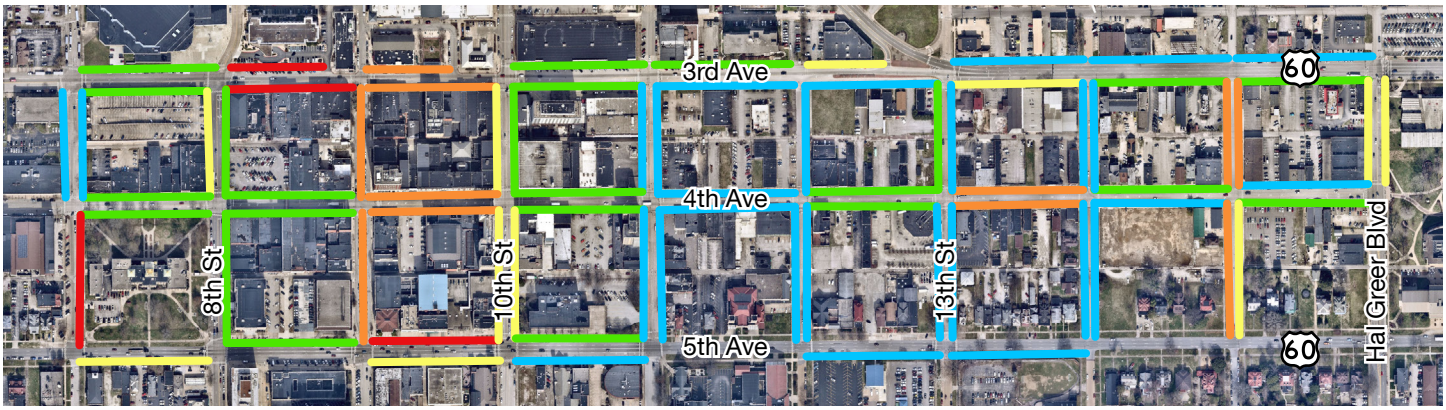
Less than 20% | 20%–50% | 50%–75% | 75%–90% | Greater than 90%

Morning Parking Occupancy



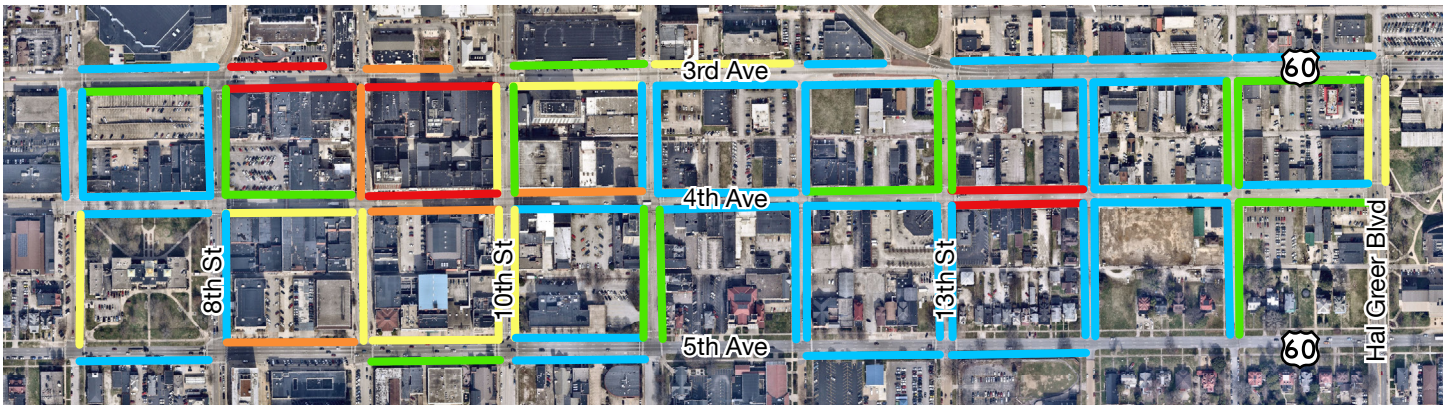
Morning occupancy is fairly low with just two blocks—10th Street and 15th Street—reaching 75%–90% occupancy.

Midday Parking Occupancy



Midday parking activity has an increased occupancy of greater than 90% along three block faces on 3rd Avenue, 5th Avenue, and 7th Street.

Afternoon Parking Occupancy



Afternoon parking occupancies decrease from midday occupancy in some areas but increase the occupancy on 3rd Avenue between 9th and 10th Streets as well as on 4th Avenue between 13th and 14th Streets.

Public Experience

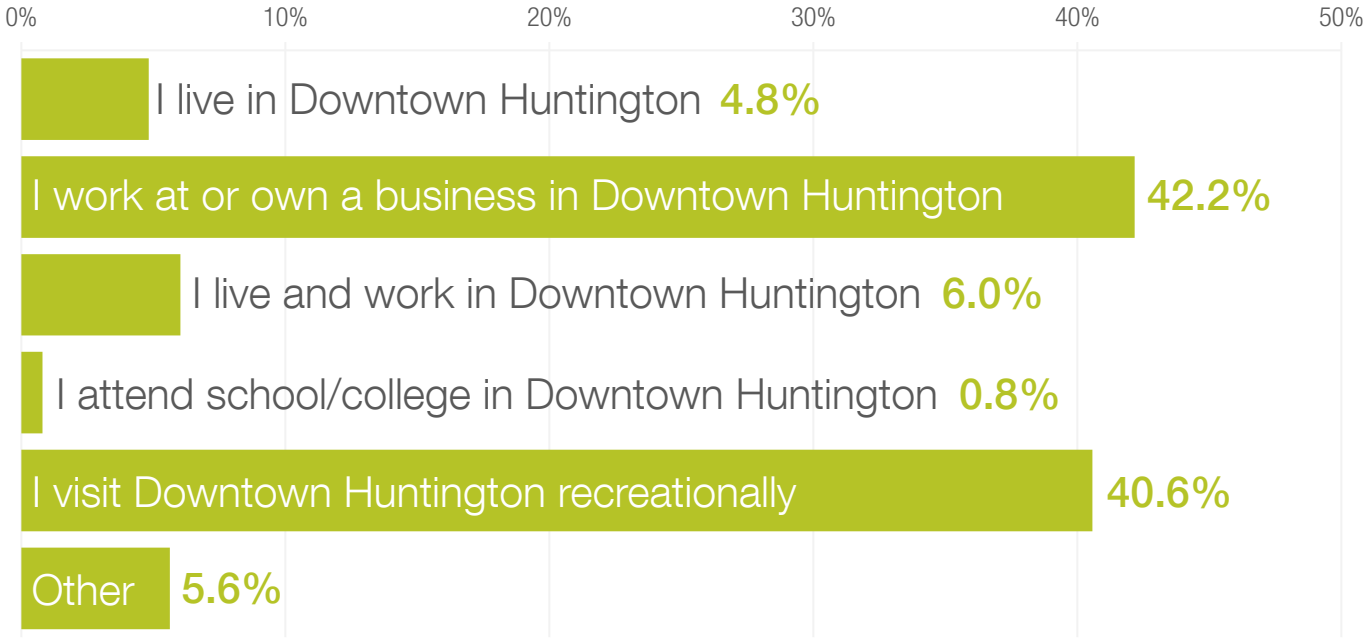
To gather feedback on the current parking conditions in Downtown Huntington, a public survey was open from January 20, 2021 to March 20, 2021. The survey was designed to gather specific feedback based on whether a participant lived or worked in Downtown Huntington. Based on how the first survey question was answered, participants were taken down one of two paths. While the pathway of questions were similar, two additional questions were added to identify business owner and employee feedback. A summary of general (non-business) and business-specific feedback is provided below.

Who took the survey?

249
Total Responses

38.5%
Between 25-44 Years Old

How would you best describe yourself?



General Responses
144

Business Owner/Employee Responses
105

How long does it take to find a parking spot?

General Responses

69.9% less than 5 mins
17.7% between 6-10 mins

Business Owners/Employees

90.4% less than 5 mins
5.8% between 6-10 mins

How do you typically get to Downtown Huntington?

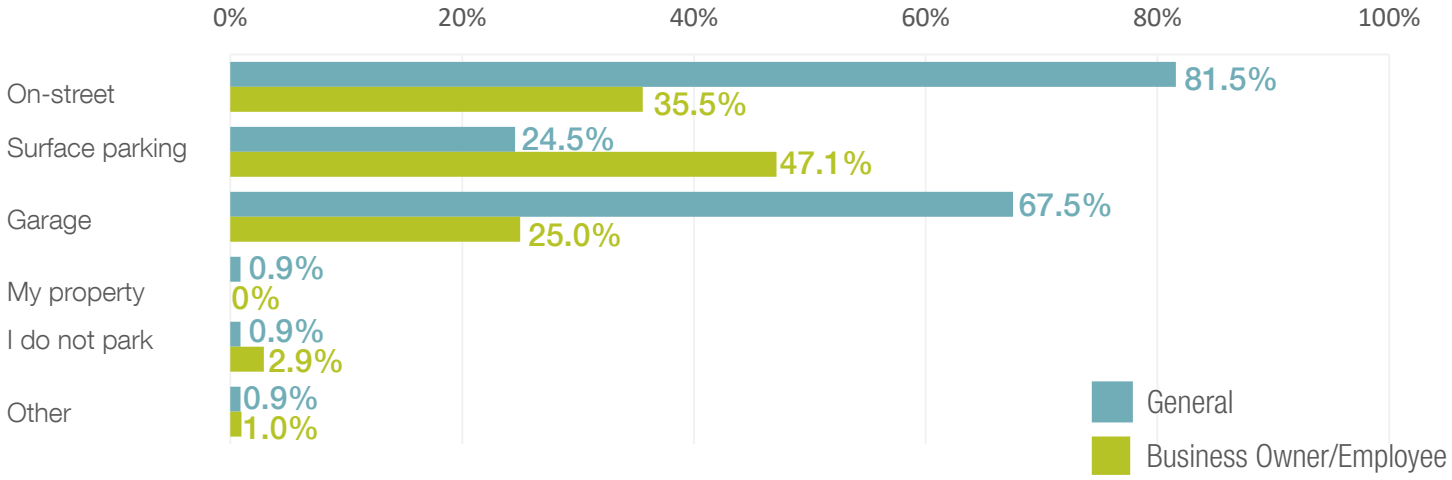
General Responses

70.2% drive alone
4.4% walk

Business Owners/Employees

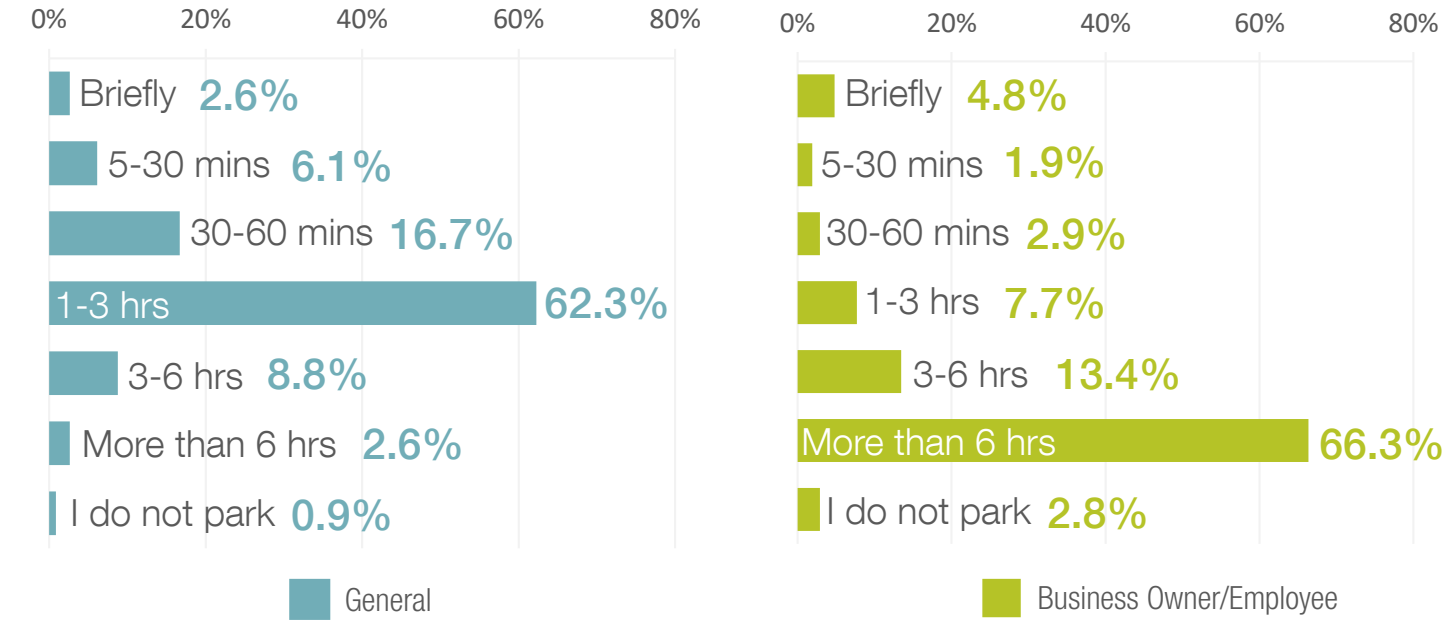
95.2% drive alone
1.9% walk

What type of parking facilities do you typically park in? *(Check up to two)*

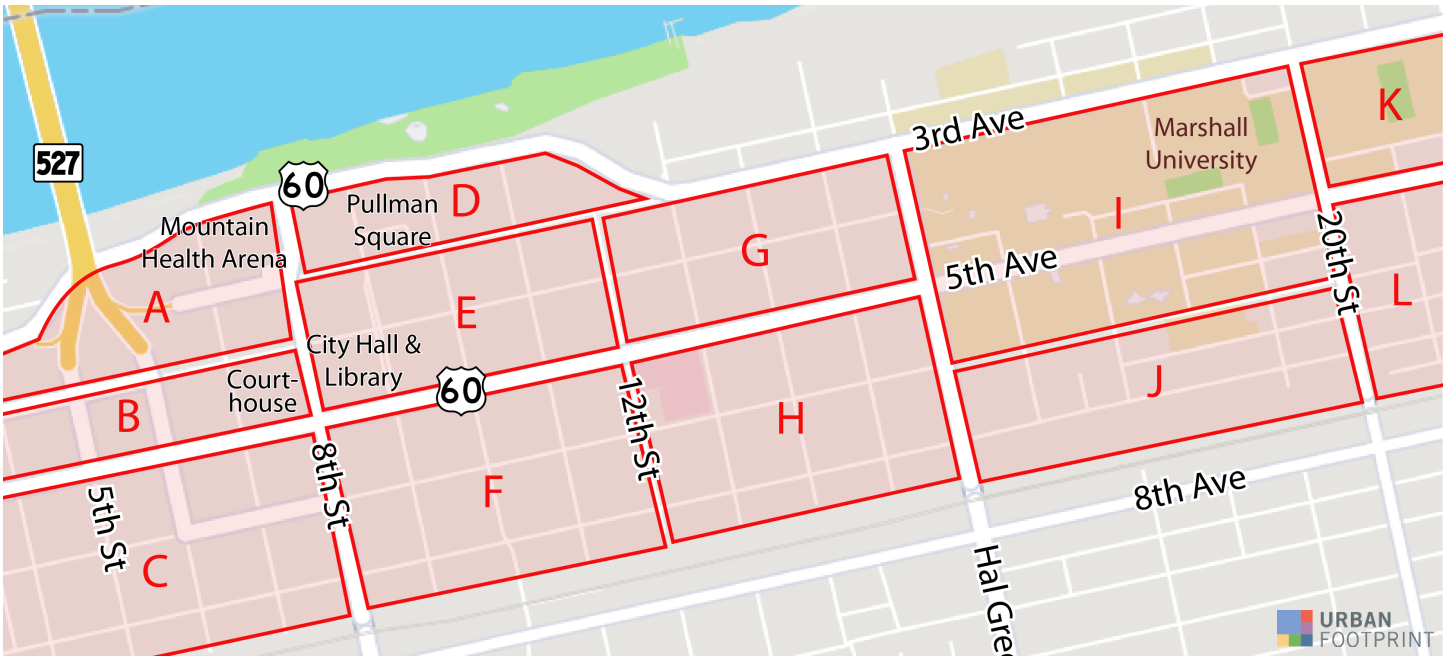


Approximately 59.6% of all survey participants park on-street. The total percentage of participants that park in a surface parking lot is 35.3% and those who park in a garage is 47.3%.

How long do you typically stay when you are parked?



Where do you typically park in Downtown Huntington? *(Check all that apply)*



General Responses

Zone	Response
A	19.3%
B	15.8%
C	7.0%
D	76.3%
E	67.5%
F	19.3%
G	14.9%
H	7.9%
I	17.5%
J	2.6%
K	2.6%
L	1.8%
I do not park Downtown	0.9%
Other	0%

Business Owners/Employees

Zone	Response
A	4.8%
B	9.6%
C	2.9%
D	25.9%
E	41.6%
F	16.4%
G	7.6%
H	4.8%
I	12.5%
J	0%
K	0.9%
L	0.9%
I do not park Downtown	2.9%
Other	3.6%

When combining the results of general respondents and business owners/employees, the majority of survey participants stay in Zones D (52.3%) and E (55.1%).

How close to your destination do you usually park?

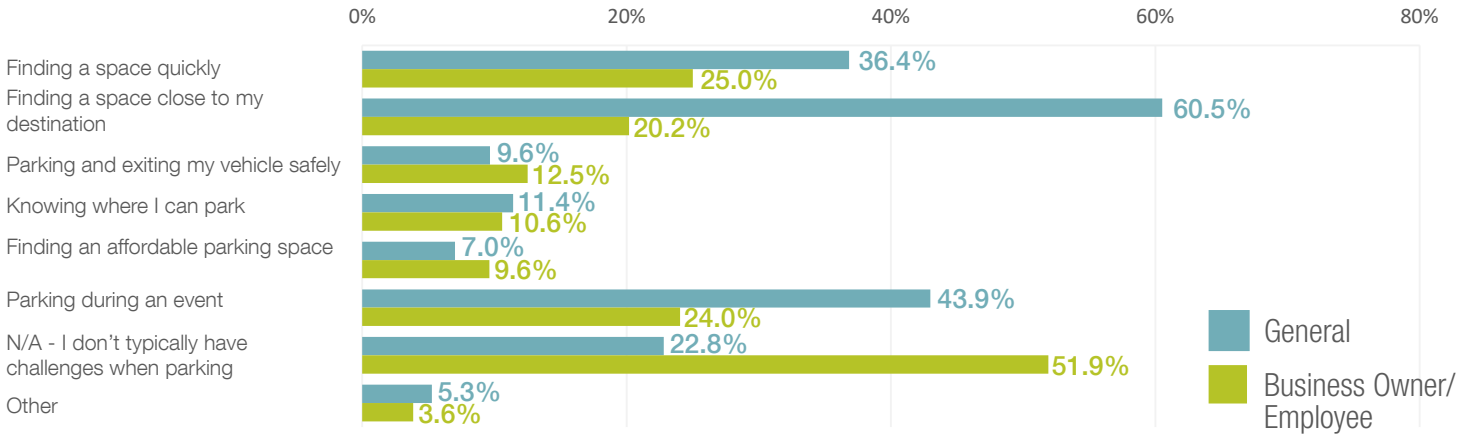
General Responses

- 11.4% Directly in front
- 46.5% 1 block away
- 24.6% 2 blocks away
- 14.9% 3 blocks away

Business Owners/Employees

- 53.9% Directly in front
- 35.6% 1 block away
- 6.7% 2 blocks away
- 1.0% 3 blocks away

What are the biggest challenges you have when parking? *(Check all that apply)*



When is it most challenging to find available parking?

General Responses

Weekdays: Afternoon (2 pm–7 pm)

Weekends: Evening (7 pm or later)

Business Owners/Employees

Weekdays: Midday (11:30 am–2 pm)

Weekends: Not challenging to park at any time

Business Owner/Employee-Specific Questions

How long do patrons of your work or business typically stay parked?

- 33.6% 1-3 hrs
- 18.3% 5-30 mins
- 17.3% 30-60 mins

Does your employer or business provide employee parking?

- 49.0% All employees are provided parking
- 25.0% Some employees are provided parking
- 22.1% No employees are provided parking

Public Meeting

On April 13, 2021, a public meeting was held to provide another opportunity for the community to engage with the project team, learn more about the development of the study, and provide feedback and input on the recommendations. The meeting kicked off with a presentation from the project team that discussed the purpose of the study, the process of evaluating the current conditions, key takeaways, observations, and challenges, and the recommendations. During the public meeting, an online interactive polling tool was used to collect feedback. The results of the interactive polling can be found below.

Rank the Parking Recommendations

The project team presented six parking recommendations. Each recommendation was supplemented with a narrative about the intent of the recommendation, the benefits associated, and the appropriate location of each recommendation within the priority zones. After the study's recommendations were presented, the meeting participants were asked to rank them. Below is the overall ranking of recommendations from the public meeting participants:

01 Improve Wayfinding, Signage, and Online Resources

02 Right-Size Parking Requirements for New Development

03 Improve Pedestrian Connections from Parking to High-Demand Areas

04 Restrict Parking Time Limits in High-Demand Areas

05 Create a Special Event Parking Plan

06 Increase Fines to Balance Demand

Key Takeaways, Observations, and Challenges

The Downtown Huntington Parking Study was informed using qualitative and quantitative data. The opportunities and constraints identified throughout the Study process highlighted key considerations of the existing parking conditions. The following inputs were used to identify challenges:

- Stakeholders
- City Staff
- Huntington Municipal Parking Board (HMPB)
- Public Survey
- Parking Counts
- Peer Cities Research

The information gathered from the existing conditions analysis and public outreach provided insight into certain challenges. The challenges were used to define the development of policy and programmatic recommendations explored in the next section. Across all inputs, the following parking infrastructure and operational challenges were identified:

Infrastructure

- **Location**. Business owners and employees are parking in front of businesses.
- **Underused**. The existing surface and deck parking are not being utilized.
- **Events**. There are parking issues, particularly during special events (football games).
- **Occupancy**. The areas of high parking occupancy are centered around bars and restaurants.
- **Demand**. New or potential development may increase demand.
- **Connectivity**. There is insufficient pedestrian infrastructure connecting parking to destinations.

Information

- **Wayfinding**. There is a lack of signage that could direct drivers to parking in unoccupied locations.
- **Additional Resources**. There is currently no online information database to help people find parking locations.

Behavior

- **Low Fines**. Drivers are overstaying while parked because fines are too low to change behavior.
- **Perception**. Currently, there is a perception that it is difficult to find parking in Downtown Huntington.
- **Change**. There is a need to change the current parking behavior.

Programmatic Recommendations

Parking and mobility is a critical factor for the user experience in Downtown Huntington. Residents and visitors weigh various factors when making choices related to travel and parking, including cost, convenience, and proximity to destination. The core of any good parking and mobility approach should be to remain open and flexible to opportunities that present themselves, including changing technology, mobility, and parking behavior as well as changes to the transportation landscape. This section highlights the critical policy and programmatic recommendations for parking and mobility in Downtown Huntington, with a detailed breakdown of each recommendation. These recommendations are designed to be supportive of the community's vision for Downtown.

Purpose

Leveraging policy and programming strategies to address parking and mobility challenges should be a core tenet of the City of Huntington's approach to operating and managing its Downtown parking and mobility system moving forward. There are a wide range of policy-based strategies that can be employed, but those presented in this chapter are most supportive of the community vision. These recommendations intend to do the following for Downtown Huntington:

- Develop integration between parking and mobility
- Define and support balanced access
- Redistribute parking demands to alternative modes or lower demand areas
- Support a more holistic approach to mobility
- Improve the public's knowledge of the parking and transportation system
- Prioritize access among different user types for various areas of Downtown
- Use the parking system to promote and support all transportation options
- Reduce single occupant vehicle trips
- Enhance the City's organizational capacity to effectively manage the parking and mobility program

Recommendations

The improvements showcased in this section are organized around six key recommendations:

01 Increase Parking Fines

02 Restrict Parking Time Limits in High-Demand Areas

03 Improve Wayfinding, Signage, and Online Resources

04 Create a Special Event Parking Plan for Special Events

05 Right-Size Parking Requirements for New Development

06 Improve Pedestrian Connections from Parking to High-Demand Areas

Format

Each recommendation in this section is presented with brief descriptions and a variety of considerations and guidance that support implementation. Those considerations are organized into eight categories, highlighted below:

- Intended Benefits
- Potential Challenges
- Key Partnerships
- Potential Costs
- Community Viewpoint
- Performance Measures
- Implementation Steps
- Zone Priority

Source: City of Huntington

01 Increase Parking Fines

Description

A successful parking system encourages specific parking behaviors in order to create a more efficient and balanced system that is supportive of the area. For Downtown Huntington, this means the parking system should utilize parking fines to discourage long-term parking in high-demand areas. The current fine rates are significantly below peer cities and most similar sized downtowns and do little to deter violations. Increasing fines will encourage desired parking behaviors.

Intended Benefits

- Better utilization of parking facilities
- Potential for economic gains for businesses due to higher turnover in nearby parking
- Reduced congestion in high-demand areas and facilities
- Increased revenue from fines

Potential Challenges

- Potential backlash from community regarding fine increase
- Setting the correct fine amount to define behavior
- Identifying the correct areas to implement changes
- Ongoing monitoring and adjustments

Key Partnerships

- General public
- Huntington Municipal Parking Board
- Business community
- City leadership

Potential Costs

- Data collection efforts
- Monitoring efforts
- Communication/marketing for rate increases

Community Viewpoint

- Affordable parking was noted as an area of least concern when survey respondents were asked to note their biggest parking challenges in Downtown Huntington, indicating that increased fines would likely not cause public upset.

Performance Measures

- Higher turnover rates in high-demand areas
- Increased revenue from fines
- Parking occupancy/system balance
- Congestion reduction

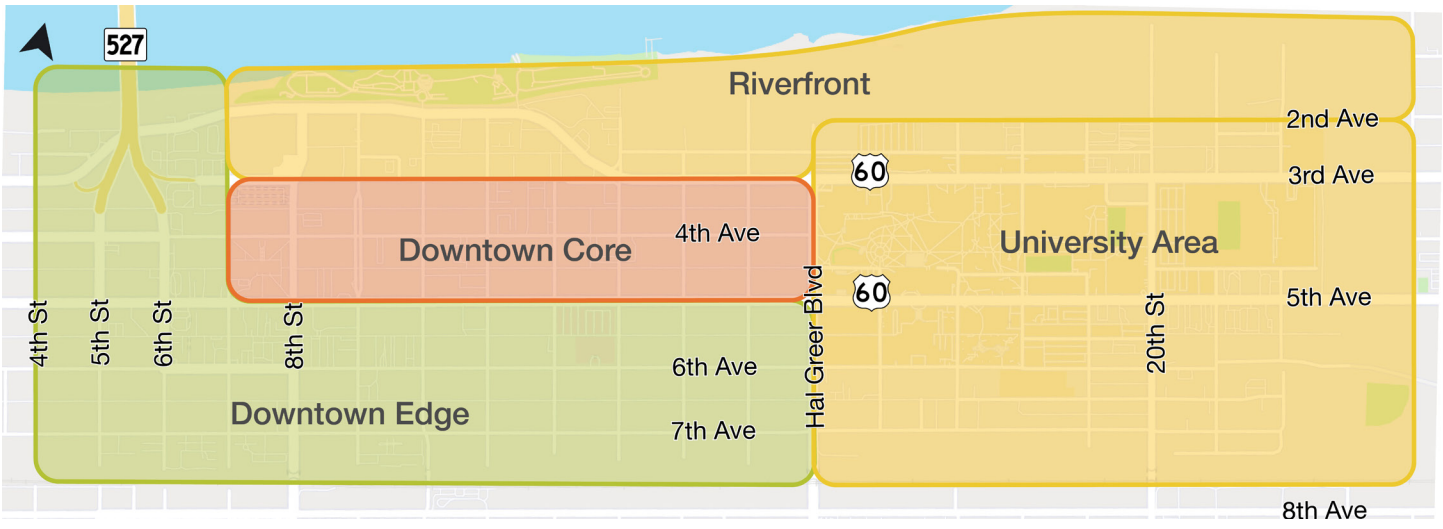
Implementation Steps

1. Using parking occupancy data collection (either data already collected or new data), identify the highest-demand parking areas in Downtown. Identify two tiers of high-demand parking facilities, the highest of which should represent only those facilities with the most extreme occupancy issues.
2. Define the monetary value that will be used for the increased fine.
3. Communicate and implement fine rate changes. Be sure to update all necessary signage, printed materials, and digital media that communicate parking conditions.
4. Monitor the changes using the recommended performance measures. Make adjustments to the areas and/or fine rates, as necessary.

Zone Priority

The following table and corresponding map display the priority level for implementing Recommendation 01 in the identified zones in Downtown Huntington:

	Low Priority	Medium Priority	High Priority
Riverfront			
Downtown Core			
Downtown Edge			
University Area			



02 Restrict Parking Time Limits in High-Demand Areas

Description

High-demand parking areas require consistent turnover to be used efficiently across the parking system. Should a vehicle take up a particular space for too long, it reduces the value that the space brings to Downtown if it had been occupied by multiple visitors. Restricting time limits to two hours, or even one hour in the highest-demand areas, will increase parking turnover and push parkers looking for a longer-term space to alternative options.

Intended Benefits

- Better utilization of parking facilities
- Potential for economic gains for businesses due to higher turnover in nearby parking
- Reduced congestion in high-demand areas and facilities

Potential Challenges

- Setting the correct time limit to define behavior
- Identifying the correct areas to implement changes
- Ongoing monitoring and adjustments

Key Partnerships

- Huntington Municipal Parking Board
- Business community
- City leadership

Potential Costs

- Data collection efforts
- Monitoring efforts
- Updated signage and wayfinding

Community Viewpoint

- Survey responses indicated that the top two parking destinations for both recreational and business purposes are in the Downtown Core and on the Riverfront.
- The most challenging times to find parking were indicated on the public survey as in the afternoon on weekdays and in the evening on weekends.
- According to the survey, the average person visiting Huntington recreationally stays parked for about 1-3 hours at a time, signifying that turnover could be significant increased with tighter time limits .

Performance Measures

- Higher turnover rates in high-demand areas
- Parking occupancy/system balance
- Congestion reduction

Implementation Steps

1. Using parking occupancy data collection (either data already collected or new data), identify the highest-demand parking areas in Downtown. Identify two tiers of high-demand parking facilities, the highest of which should represent only those facilities with the most extreme occupancy issues. *Also done as a part of Recommendation 01, step 1.*

2. Define the time limits that will be used for the change. This study recommends that two-hour (or higher, if not already) parking limits be used for the lower-tier, high-demand facilities (determined in step 1) and one-hour (or higher, if not already) parking be used for the highest-tier, high-demand facilities.

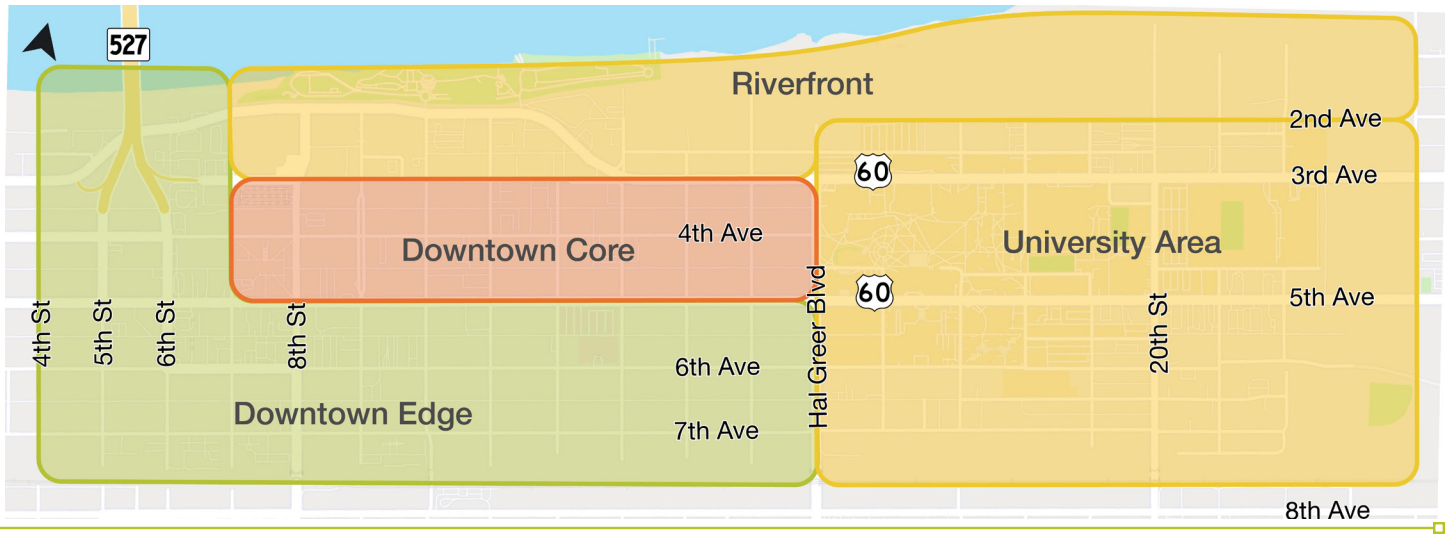
3. Communicate and implement time limit changes. Be sure to update all necessary signage, printed materials, and digital media that communicate parking conditions.

4. Monitor the changes using the recommended performance measures. Make adjustments to the areas and/or time limits, as necessary.

Zone Priority

The following table and corresponding map displays the priority level for implementing Recommendation 02 in the identified zones in Downtown Huntington:

	Low Priority	Medium Priority	High Priority
Riverfront			
Downtown Core			
Downtown Edge			
University Area			



03 Improve Wayfinding, Signage, and Online Resources

Description

Consistent and branded wayfinding and messaging signage can help communicate information about parking and mobility destinations, resources, and options as well as aid users as they navigate the system. Signage should be clear, recognizable, and coordinated with wayfinding that directs users to destinations.

Intended Benefits

- Improved ability to navigate the parking and transportation system and find parking
- Improved ability to move safely and efficiently between parking and destinations
- Improved information to patrons about the parking system to better balance access and, ultimately, mode choice

Potential Challenges

- The need for multiple touch points and coordination between multiple information sources—on the ground, traditional media, social media, etc.

Key Partnerships

- Huntington Municipal Parking Board
- City of Huntington staff

Potential Costs

- Updated signage
- Updated guidance materials (maps, brochures, etc.)
- Staff time used for online resource improvements (City websites, social media, etc.)
- Other wayfinding technology

Community Viewpoint

- 95% of survey respondents indicated that they drive alone or carpool to get to Downtown Huntington, indicating the need for effective parking information and resources in order to keep people flowing into the City.

Performance Measures

- Better balance of demand in parking facilities
- Reduced congestion
- Increased customer satisfaction

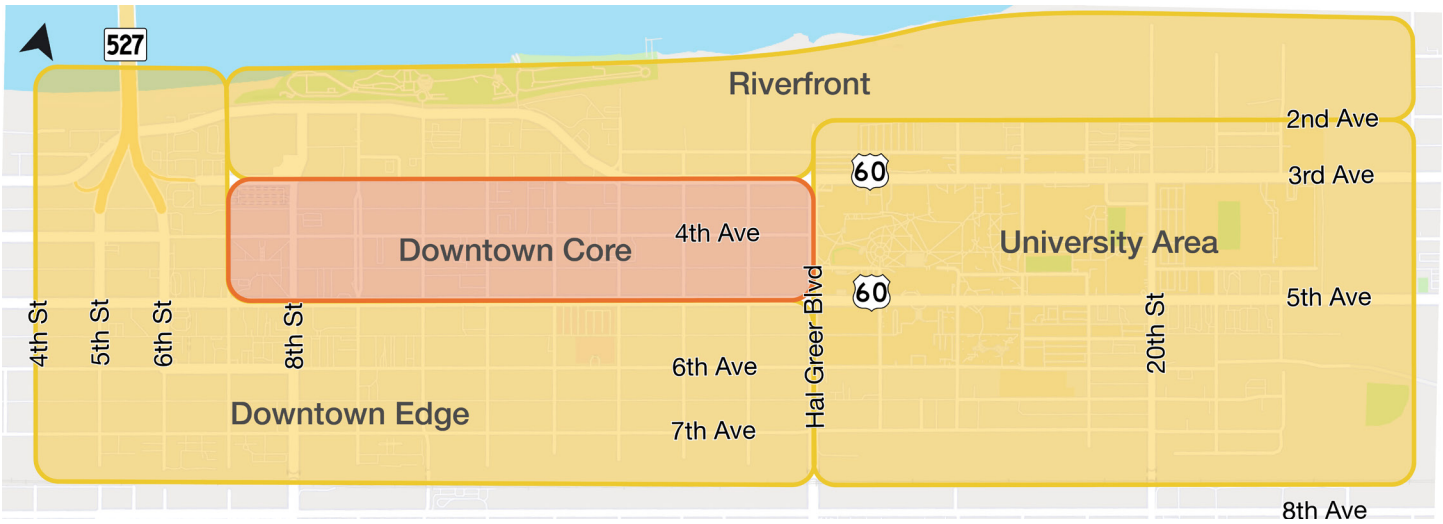
Implementation Steps

1. Develop a plan for wayfinding needs. Identify those parking facilities that are underutilized and prioritize wayfinding improvements from those locations to high-demand destinations.
2. Develop a consistent theme and brand. Use a coordinated education and marketing campaign to communicate theme and brand and begin to reorient system users.
3. Develop signage for new public parking facilities created through shared and leased parking. Create a map of public parking facilities (location and number of spaces) and post to the City website.
4. Leverage social media to communicate information and the wayfinding brand to users.

Zone Priority

The following table and corresponding map displays the priority level for implementing Recommendation 03 in the identified zones in Downtown Huntington:

	Low Priority	Medium Priority	High Priority
Riverfront			
Downtown Core			
Downtown Edge			
University Area			



04 Create a Special Event Parking Plan for Special Events

Description

While it's impractical to design parking supply to accommodate special events that may occur infrequently, it is important to be prepared for those events when they happen. A Special Event Parking Plan should help reduce the strain on parking during these events by identifying preferred overflow areas, reducing congestion during arrival and departure of the event, and improving wayfinding for those who might not be as familiar with Downtown. This will be especially valuable for events at the University and at Mountain Health Arena.

Intended Benefits

- Reduced congestion and confusion during arrival and departure, particular among those who don't frequently visit Downtown
- Potential to encourage more attendees to the event
- Reduced potential for parking violations due to lack of available parking

Potential Challenges

- Different events with specific needs and challenges
- New events could require changes/ updates to the plan

Key Partnerships

- Huntington Municipal Parking Board
- Marshall University
- City staff
- Special event coordinators
- Huntington Area Convention and Visitors Bureau

Potential Costs

- Staff and/or consultant time and cost spent creating the pan
- Temporary signage/wayfinding for events

Community Viewpoint

- 43% of responses to the public survey indicated that parking in Downtown Huntington during an event is one of the biggest challenges regarding parking in the City, revealing the need for a Special Event Parking Plan.

Performance Measures

- Congestion reduction during even arrival and departure
- Increased participation in special events

Implementation Steps

1. Identify the special events that need to be considered as part of the plan, including University sporting events, other University events, events at Mountain Health Arena, Downtown street festivals, road races, etc. Be sure to coordinate directly with those involved in the administration of the events.

2. Identify overflow parking facilities that can be used during special events. Ensure that these overflow facilities can be safely accessed on foot, as they are likely further away from the destination than higher-demand facilities. These facilities are most likely to be outside of the Downtown Core. Develop temporary wayfinding and signage that can be used to direct users to those overflow facilities.

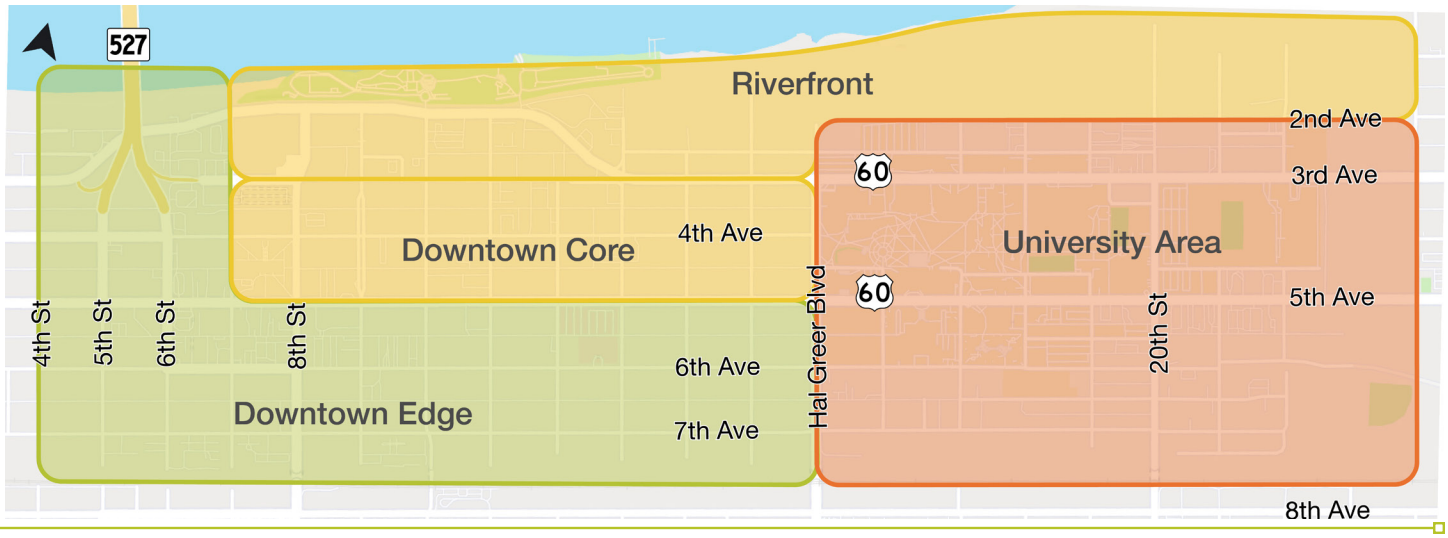
3. Develop and implement the Special Event Parking Plan. Communicate the results to the public and with the entities associated with known events.

4. Monitor the performance of parking during special events. Assess and make changes if necessary. Update the plan as needed when new events are created.

Zone Priority

The following table and corresponding map displays the priority level for implementing Recommendation 04 in the identified zones in Downtown Huntington:

	Low Priority	Medium Priority	High Priority
Riverfront			
Downtown Core			
Downtown Edge			
University Area			



05 Right-Size Parking Requirements for New Development

Description

To address systemic oversupply of parking facilities, the City should right-size parking requirements for new development. This can support the vision of Downtown Huntington through parking requirements and provisions, by removing minimum parking requirements, utilizing parking maximums, leveraging fee-in-lieu implementation, and evaluating variances provided for redevelopment—all of which are tools that will allow Downtown Huntington to maximize existing parking assets while saving valuable space for new development opportunities.

Intended Benefits

- Creation of a balanced parking system that can accommodate the needs and vision for Downtown
- Reduced subsidization of auto trips
- Increased reliance on centralized parking system
- Reduced underutilized restricted parking
- Increased revenue from fee-in-lieu

Potential Challenges

- Potential need to address concerns and manage neighborhood impacts
- Coordination of public supply—either existing or future—to support area businesses
- Establishment of fee-in-lieu and application of funds

Key Partnerships

- Huntington Municipal Parking Board
- City Planning Department
- Area development community

Potential Costs

- Staff time for implementation and practice

Community Viewpoint

- Nearly 90% of survey respondents indicated that they typically find a parking spot in Downtown Huntington within two blocks of their destination and it takes 80% of respondents less than five minutes to find a spot.
- Existing parking ease and access as indicated on the survey should be taken into consideration when building new development.

Performance Measures

- Parking occupancy/system balance
- Increased return on investment from development

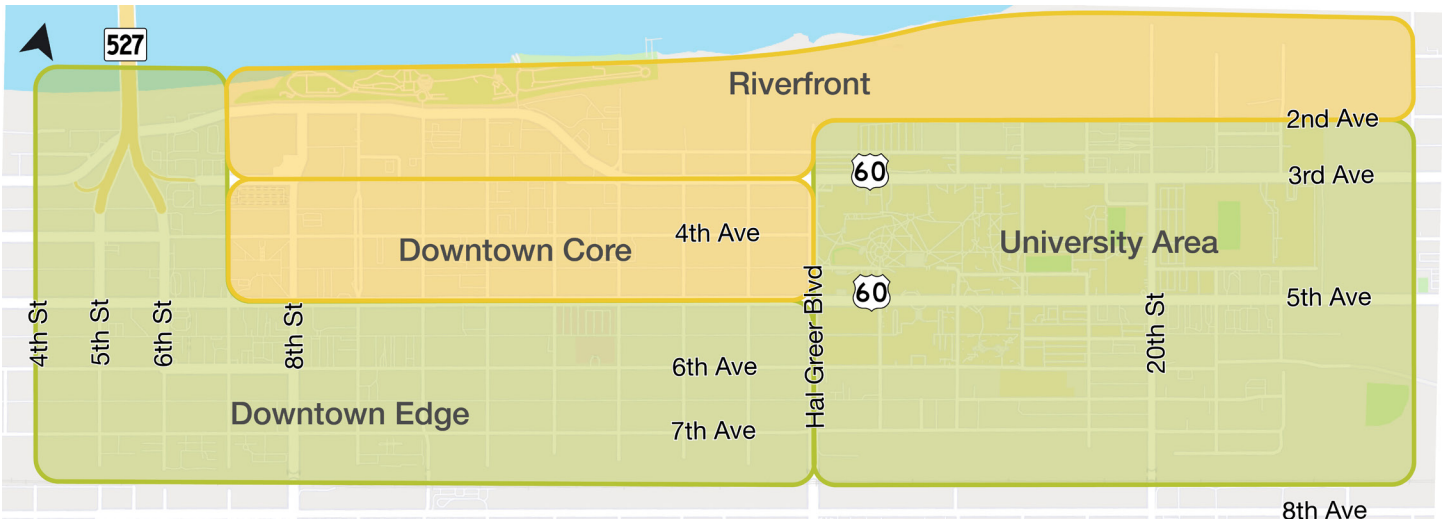
Implementation Steps

1. Establish parking requirements appropriate for the use of and based on actual parking demand, which is determined by evaluating data collected to represent that development.
2. Monitor the parking occupancy related to development annually.
3. Revise parking requirements, as necessary, based on monitoring.
4. Collect and implement fee-in-lieu to support shared, centralized parking for development.

Zone Priority

The following table and corresponding map displays the priority level for implementing Recommendation 05 in the identified zones in Downtown Huntington:

	Low Priority	Medium Priority	High Priority
Riverfront			
Downtown Core			
Downtown Edge			
University Area			



06 Improve Pedestrian Connections from Parking to High-Demand Areas

Description

Connected, safe, and "low-stress" walking facilities and infrastructure will reduce vehicle trips around Downtown by providing a framework that makes users comfortable with parking at lower-demand facilities further from their destination. Providing more pedestrian options—coupled with bicycle infrastructure and transit services—will encourage people to drive less (and park less) in Downtown, which creates a safer and more vibrant area.

Intended Benefits

- Improved pedestrian safety
- Better linkage for non-automotive use
- Better distribution of access and demand
- Improved equity for users of all ages and abilities
- Improved support to complete streets goals and sustainability measures to reduce pollution

Potential Challenges

- Right-of-way (ROW) limitations
- The need for heavy investment in existing sidewalk maintenance

Key Partnerships

- Huntington Municipal Parking Board
- City engineering staff

Potential Costs

- Capital investments in sidewalk maintenance and new sidewalks, including engineering design and associated costs

Community Viewpoint

- On-street parking was noted as the top utilized parking facility type in the public survey. It's important that pedestrians are able to navigate from parking spot to destination along adequate sidewalks and safe crossings.

Performance Measures

- Reduced pedestrian-related crash events
- Reduced parking demand
- Reduced congestion

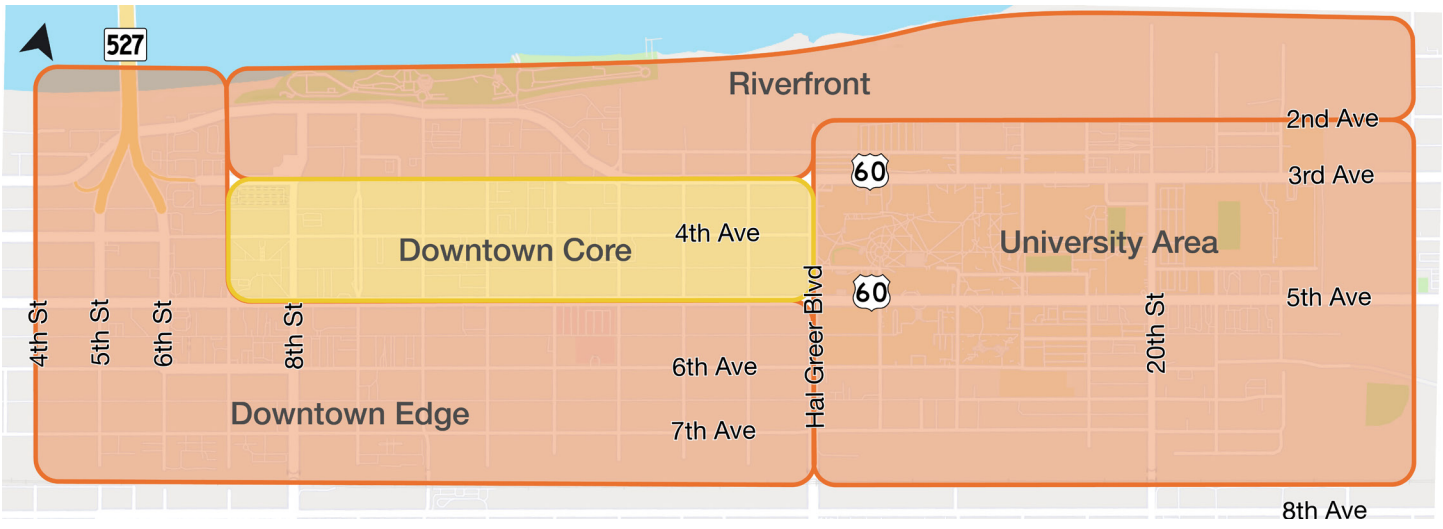
Implementation Steps

1. Work with partners to implement walking improvements that have been identified in previous planning efforts, such as the comprehensive plan, long-range transportation plans, downtown area plans, and modal plans.
2. Identify new opportunities for sidewalk maintenance improvements and new sidewalks. Utilize a data-driven approach to prioritize investment in those opportunities. Identifying the more cost-effective, “low-hanging fruit” options will help create momentum and show quick progress.
3. Work across City departments to establish policies and regulations that are friendly and welcoming to pedestrian movement in Downtown, specifically to and from high-demand parking facilities.
4. Monitor and assess system performance after implementing various improvements. Adjust approach accordingly, as needed.

Zone Priority

The following table and corresponding map displays the priority level for implementing Recommendation 06 in the identified zones in Downtown Huntington:

	Low Priority	Medium Priority	High Priority
Riverfront			
Downtown Core			
Downtown Edge			
University Area			



Implementation Timeline

The following section outlines the time frame for implementation of the proposed recommendations. Each recommendation is given an implementation and evaluation time frame and a type of evaluation method. These timelines will provide guidance for the implementing agencies when the City of Huntington needs to make future parking decisions. The three time frames are listed below.

Near-Term
(Years 1 - 2)

Mid-Term
(Years 2 - 5)

Long-Term
(Beyond 5 Years)

Programmatic Recommendations

Recommendation	Implementation Time Frame	Evaluation Time Frame	Evaluation Type
Restrict Parking Time Limits in High-Demand Areas	Near-Term	Long-Term	Data Analysis
Increase Parking Fines	Near-Term	Long-Term	Data Analysis
Improve Wayfinding, Signage, and Online Resources	Near-Term/Mid-Term	Mid-Term	Perception
Right-Size Parking Requirements for New Development	Mid-Term	Long-Term	Data Analysis
Create a Special Event Parking Plan for Special Events	Mid-Term	Long-Term	Data Analysis
Improve Pedestrian Connections from Parking to High-Demand Areas	Long-Term	Long-Term	Data Analysis

Evaluation

The recommendations include a suggested evaluation time frame and evaluation type or method. The evaluation time frame is largely dependent on when recommendations are implemented. The evaluation type is a strategy to ensure proposed recommendations are fulfilling the intended purpose. Where possible, both qualitative and quantitative data should be used for assessment. Quantitative measures for data analysis could include geospatial analysis, parking counts to determine occupancy rate, peak hour performance throughout the study area, or revenue generation. The qualitative evaluation could include anecdotal data from constituents or follow-up surveys.

The City of Huntington should pursue these improvements opportunistically as funding is available.

Action Plan

Addressing the need and concerns outlined by the Parking Study will be an ongoing and iterative process for the City of Huntington. The current conditions of parking and mobility throughout the City should be reevaluated on a regular basis to assess if forward progress is being made. Moving forward, key steps at the City-wide level that could help advance the recommendations include the following:

- Updating parking occupancy data for all Downtown parking lots
- Communicating any new restricted parking time limits
- Developing a plan to identify wayfinding needs
- Identifying special events and coordinating with those involved in the administration of the events
- Establishing parking requirements for appropriate land uses
- Revising parking requirements as necessary
- Working collaboratively with partners to identify pedestrian improvements
- Identifying new opportunities for pedestrian improvements
- Consider conducting a parking study for privately owned facilities that are not publicly accessible

KYOVA and the City of Huntington should continuously revisit this Parking Study. As new data is collected and parking conditions change, the City can reevaluate the recommendations provided in this plan. The Downtown Huntington Parking Study is intended to be a dynamic plan that provide solutions for the near- and long-term needs of the City.

Conclusion

By considering the results and recommendations of this study, the City of Huntington is recognizing the importance of providing a parking system for Downtown Huntington that allows for safe, efficient, and accessible parking options. In addition, the recommendations are designed to support those things that are most critical to the vision for Downtown Huntington. Through the hard work and dedication of KYOVA/City staff, community advocates, and planners and with this Plan as a guide and a tool for future decision-making, Downtown Huntington is well on the way to providing a parking system that addresses the needs of the community and the vision for the future.

Source: City of Huntington