

Downtown Huntington Parking Study Executive Summary

The Downtown Huntington Parking Study offers a targeted analysis and set of recommendations for the parking system in Downtown Huntington. The KYOVA Interstate Planning Commission and the City of Huntington will use this study as a guide for future decision-making, resource allocation, and investment choices.

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 with a focus on six key goals and a five-phased approach.

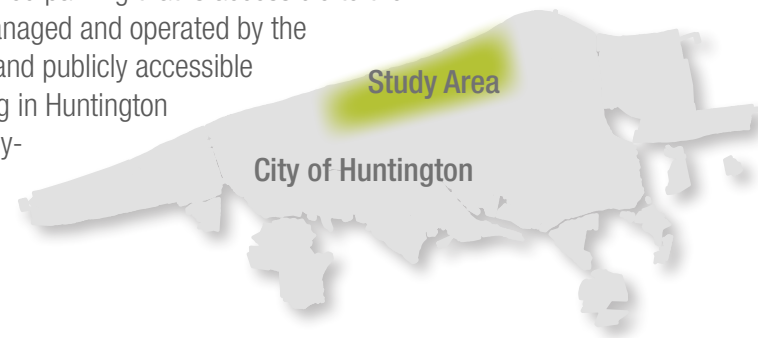
Key Goals

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



System Characteristics

The parking study considered both publicly and privately owned parking that is accessible to the public. In Downtown Huntington, public parking is largely managed and operated by the Huntington Municipal Parking Board (HMPB). Both privately and publicly accessible parking is concentrated in the core of the study area. Parking in Huntington is relatively affordable and there are more than 3,000 publicly-owned parking spaces and over 800 privately owned parking spaces across the most significant facilities.

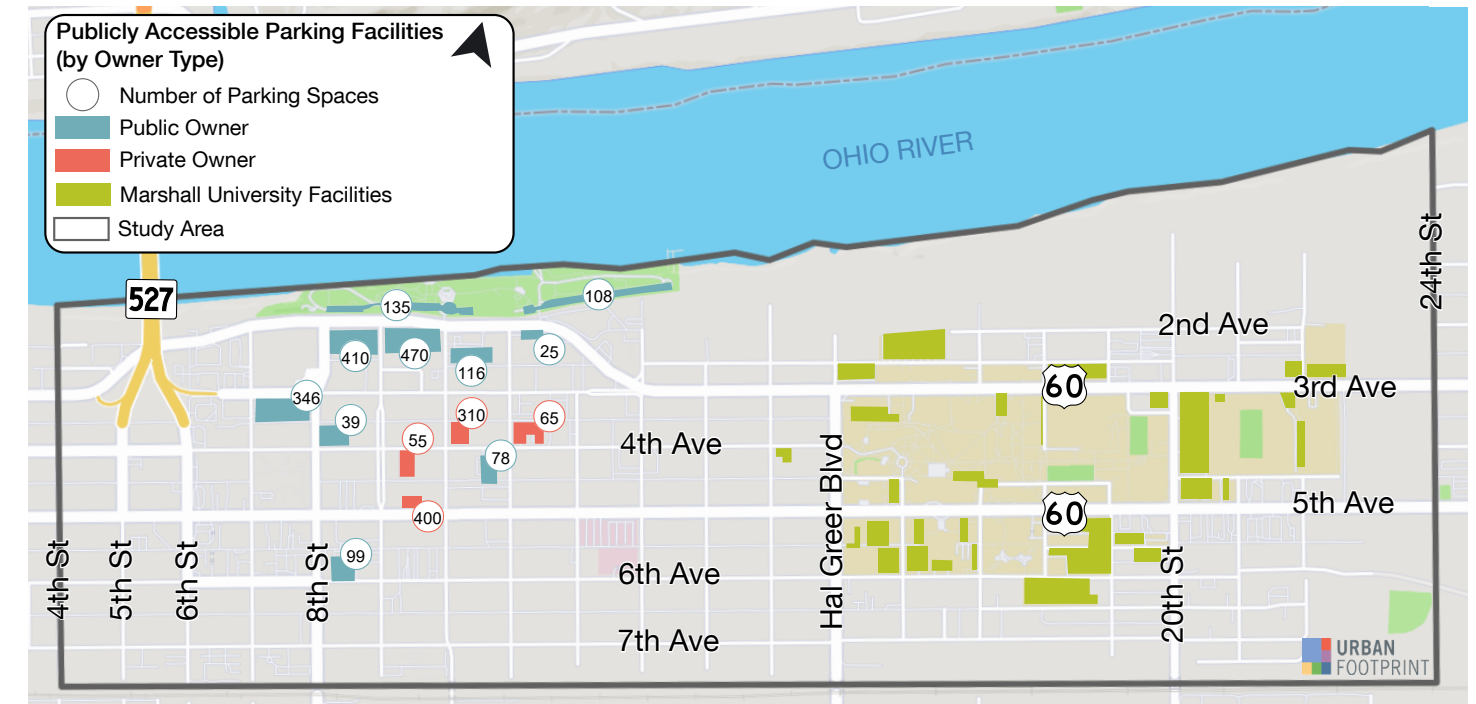


Downtown Huntington Parking Inventory

Owner Type	Parking Garages		Surface Parking Lots		On-Street Parking	
	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

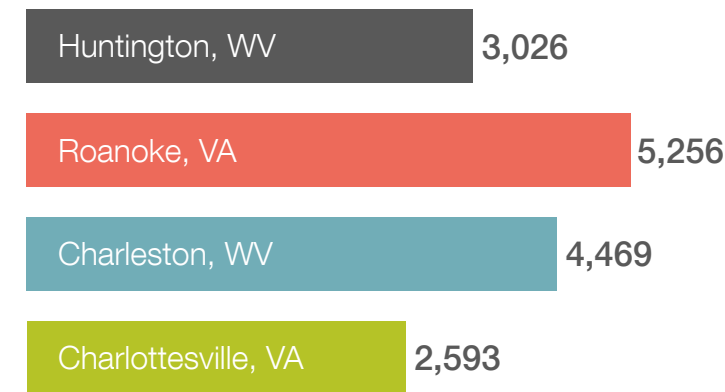


The study area considered for the parking study runs from 4th Street to 24th Street and from 8th Avenue to the Ohio River.

Peer City Comparison

To better understanding the state of parking as it exists in the City of Huntington, peer cities were compared to find commonalities and differences that can identify a vision and set of goals for the future of parking in Huntington.

Total Publicly-Owned Parking Spaces



Comparatively, 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
- Has a comparable parking supply to its peers

Public and Stakeholder Engagement

The general public and key stakeholders were offered opportunities throughout the planning process to provide feedback on the Downtown Huntington Parking Study. Touch points included two meetings with the Stakeholder Committee, an online survey, and a virtual public meeting.

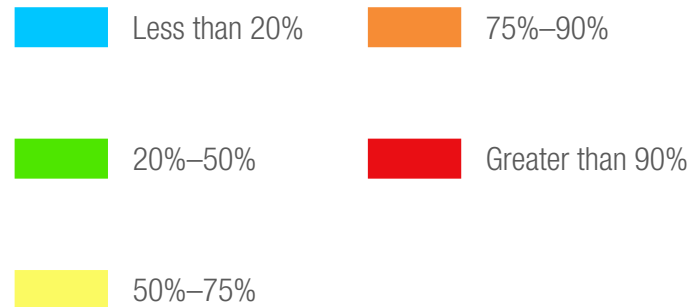


About **260** people participated throughout

Occupancy

On-street parking occupancy was collected for 18 blocks in Downtown Huntington from 7th Street to Hal Greer Boulevard and between 3rd Avenue and 5th Avenue. This location was identified as having the highest parking demand within the study area. Parking counts were conducted on a weekday in November 2020 for three time frames: morning, midday, and afternoon. Parking occupancy is broken into five color-coded occupancy categories, shown below. On average, the on-street parking occupancy is 29.7%, indicating that the facilities, on average, are very underutilized.

Occupancy Legend



High Demand Area Occupancy on Streets

Street	Occupancy		
	Morning	Midday	Afternoon
3rd Ave	15.9%	40.5%	42.2%
4th Ave	13.1%	40.4%	36.9%
5th Ave	8.4%	29.5%	20.0%
7th St	23.8%	47.6%	23.8%
8th St	5.0%	45.0%	25.0%
9th St	19.3%	84.2%	71.9%
10th St	34.8%	63.0%	58.7%
11th St	21.2%	9.1%	15.2%
12th St	8.8%	5.9%	2.9%
13th St	5.6%	11.1%	16.7%
14th St	8.2%	6.1%	8.2%
15th St	51.3%	76.9%	33.3%
16th St	0.0%	70.0%	55.0%
Total	15.9%	40.2%	35.0%

Key Challenges

Information gathered from the existing conditions analysis and public outreach provided insight into parking challenges in the City. Across both the qualitative and quantitative inputs, parking challenges centered around **infrastructure, information, and behavior**. These identified challenges were used to define the development of policy and programmatic recommendations.

Programmatic Recommendations

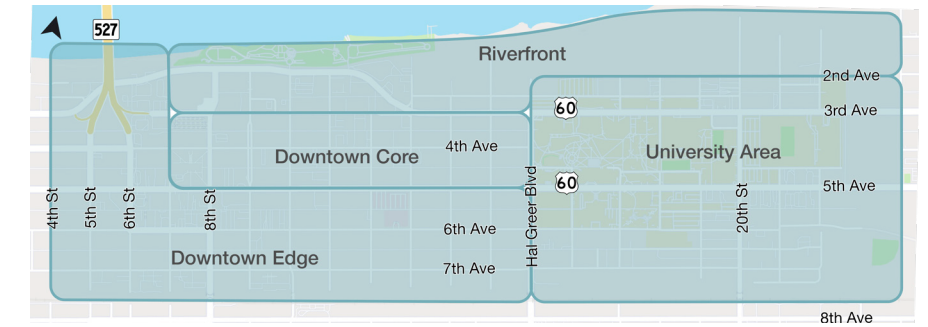
Parking and mobility is a critical factor for the user experience in Downtown Huntington. The core of any good parking and mobility approach should be open and flexible to opportunities to modernize including changing technology mobility and adjusting to changes in parking behavior. The six key recommendations for improvements detailed in the study support the community vision for Downtown.

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

Recommendation Priorities

The six recommendations are given locations of priority from low to high where low priority areas are those where a given recommendation is not a priority to be implemented and high priority areas are locations where a given recommendation should be targeted for implementation to maximize the benefits of its intended improvement. These priorities were assigned to four zones designated within the study area, as displayed on the map below; the Riverfront, Downtown Core, Downtown Edge, and the University Area. The accompanying table identifies the priority of each recommendation in each zone as indicated by the corresponding recommendation number.



	Low Priority	Medium Priority	High Priority
Riverfront		01 02 03 04 05	06
Downtown Core		04 05 06	01 02 03
Downtown Edge	01 02 04 05	03	06
University Area	05	01 02 03	04

Implementation Timeline

The following table 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.

Recommendation	Near-Term (Years 1 - 2)	Mid-Term (Years 2 - 5)	Long-Term (Beyond 5 Years)
	Implementation Time Frame	Evaluation Time Frame	Evaluation Type
01 Restrict Parking Time Limits in High-Demand Areas	Near-Term	Long-Term	Data Analysis
02 Increase Parking Fines	Near-Term	Long-Term	Data Analysis
03 Improve Wayfinding, Signage, and Online Resources	Near-Term/Mid-Term	Mid-Term	Perception
04 Right-Size Parking Requirements for New Development	Mid-Term	Long-Term	Data Analysis
05 Create a Special Event Parking Plan for Special Events	Mid-Term	Long-Term	Data Analysis
06 Improve Pedestrian Connections from Parking to High-Demand Areas	Long-Term	Long-Term	Data Analysis

Action Plan

To ensure that forward progress is being made in addressing the needs and concerns outlined by the Parking Study, KYOVA and the City of Huntington should continuously revisit the analysis and recommendations of this study. The current conditions of parking and mobility throughout the city should be reviewed on a regular basis as new data is collected and parking conditions change in order to properly reevaluate the recommendations and solutions provided in this study.