

November
2014

University Circle, Inc.

Moving Greater University Circle

Transportation & Mobility Study: Phase 1, District Parking Study

Existing Conditions Report

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INTRODUCTION AND OVERVIEW

Surface parking lots are abundant in parts of the district, but are dwindling in the center. Structured parking continues to grow with new facilities accommodating as many as 4,000 cars. The provision of cheap, convenient parking is viewed as necessary by many to attract and retain workforce, patients, students, customers, and other visitors. However, the cost of constructing suitable facilities, and the lack of surplus land, are tempering enthusiasm to build more parking.

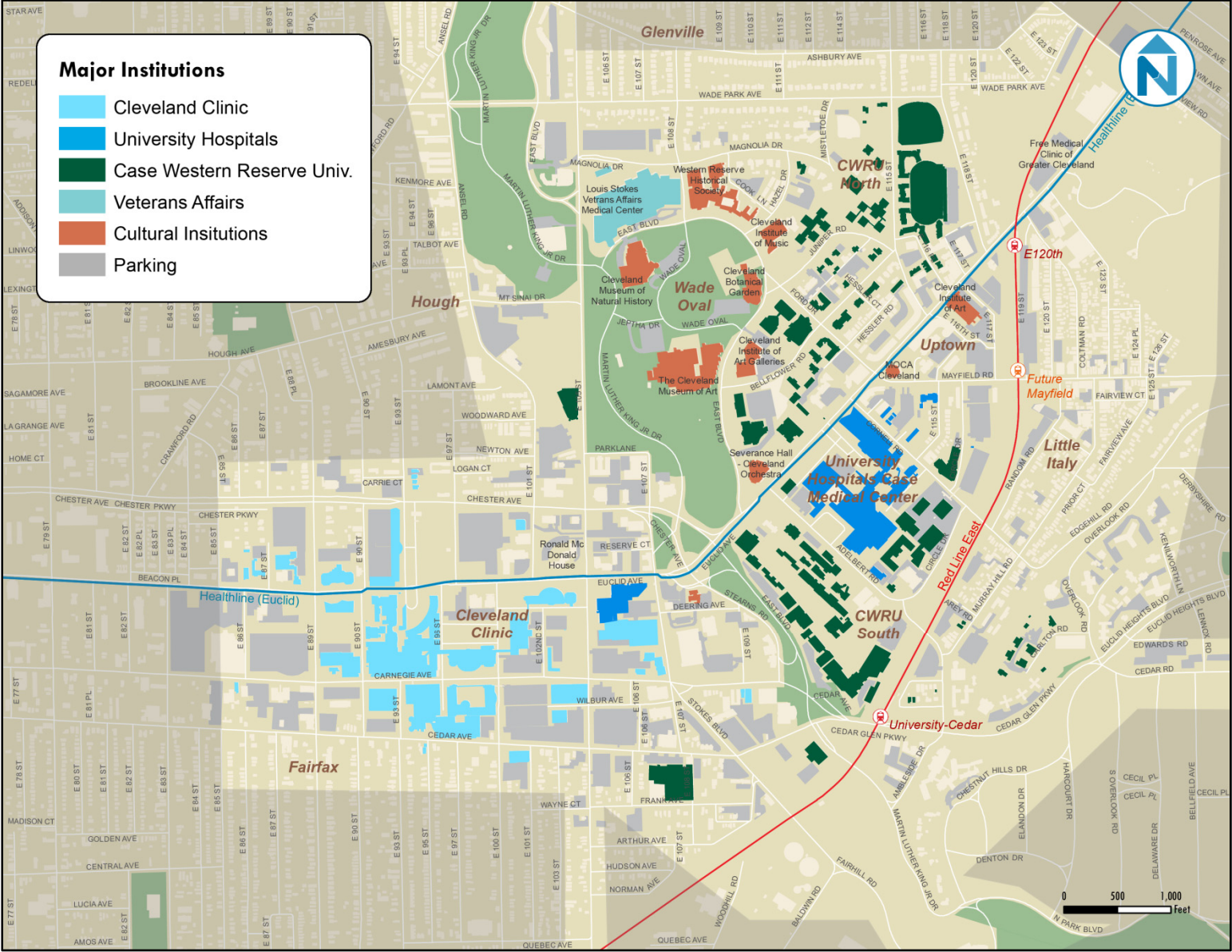
- University Circle Mobility Plan White Paper

University Circle is transitioning from a context in which supply-based solutions could serve a primary role in improving parking conditions to one in which it is more likely to play a supportive role, one among a suite of mobility and access improvements. This transition has arisen from, and is being accelerated by, several contextual factors, including the following:

- The economic success and growing cultural, medical, and educational prominence of the area, which is increasing the competition for space and real estate, thereby increasing the direct and opportunity costs of building parking;
- The success of new transit connecting the area to Downtown and the Health Tech Corridor — the HealthLine;
- Reinvestment in and renewed focus on rail transit service that has long-served the area — the Red Line;
- The rapidly growing appeal of active mobility and living, working, and recreational environments that facilitate access via active modes; and
- The compactness, balance, and diversity of land uses within the area, which is particularly favorable to sharing parking resources and promoting local mobility beyond the personal car.

It is getting more costly to meet expanding demand for parking in the area. Fortunately, there are significant opportunities to tap into existing demand for alternative modes of access and to gradually shift expectations and preferences regarding these options, while at the same time make the most of existing parking assets. Ultimately, these opportunities point toward the possibility of a long-term, sustainable means of making the area more accessible to more people, as interest in living, working, learning, seeking healthcare, and spending leisure time here continues to grow.. The first step toward this new approach is a comprehensive assessment of conditions — available parking, transportation, mobility, and access resources, who is using them, and how well they are meeting current needs throughout the area.

Figure 1 Off-street Parking Locations and Major Institutions



SUPPLY

The University Circle area currently contains over 35,000 parking spaces. Most of these are closely associated with specific land uses, with just four, area institutions accounting for over 85% of the area supply. This limits parking options, for most drivers, to what is provided at their destination.

Figure 2 Parking Supply¹

Parking Providers	Supply
Cleveland Clinic	14,640
University Hospitals	5,732
Veterans Affairs	3,332
CWRU	6,452
Other Off- Street	4,755
On-Street	885 (253 metered)
All	35,796

In many cases, particularly among the several cultural institutions concentrated around Wade Oval, this is only a perceived restriction, with no formal policy against parking in one location while visiting another. Nonetheless, the combination of perceived and actual restrictions on shared parking reduces the effective capacity to accommodate hourly, daily, weekly, and seasonal demand fluctuations. In such contexts, strong and consistent perceptions of insufficient supplies are common, despite an aggregate surplus of parking capacity at most times.

There are, nonetheless, several key off-street facilities that provide shared, public parking resources, which are largely decoupled from any particular building, destination, or pursuit. Key among these are the following.

- **Uptown Visitor Facilities**
 - UCI Facilities The Ford Garage provides 346 spaces, offering hourly, daily and monthly parking to the general public; Mayfield Road Lot 22 provides 45 spaces of public, short-term parking; Euclid Avenue Lot 30 provides 60 spaces of variable hourly and monthly parking
 - Uptown shopping lots – Including Uptown 1 and 2 lots, providing short-term parking in support of adjacent retail, dining, and services
- Cultural Institutions – Most of the large, cultural institutions centered around Wade Oval provide on-site parking that, while primarily intended to serve the needs of their own visitors, is available for public use. Perhaps most importantly, the 600-space **Cleveland Museum of Art** garage was built to provide capacity in excess of the museum's typical demand peaks, which has presented the museum with the unique opportunity to

¹ A detailed inventory of this supply is provided as an appendix to this report.

promote their parking as an overflow resource to neighboring institutions. **CWRU Garages** – The Campus Center and Veale garages, while primarily intended to serve the needs of CWRU visitors, are available for public use.

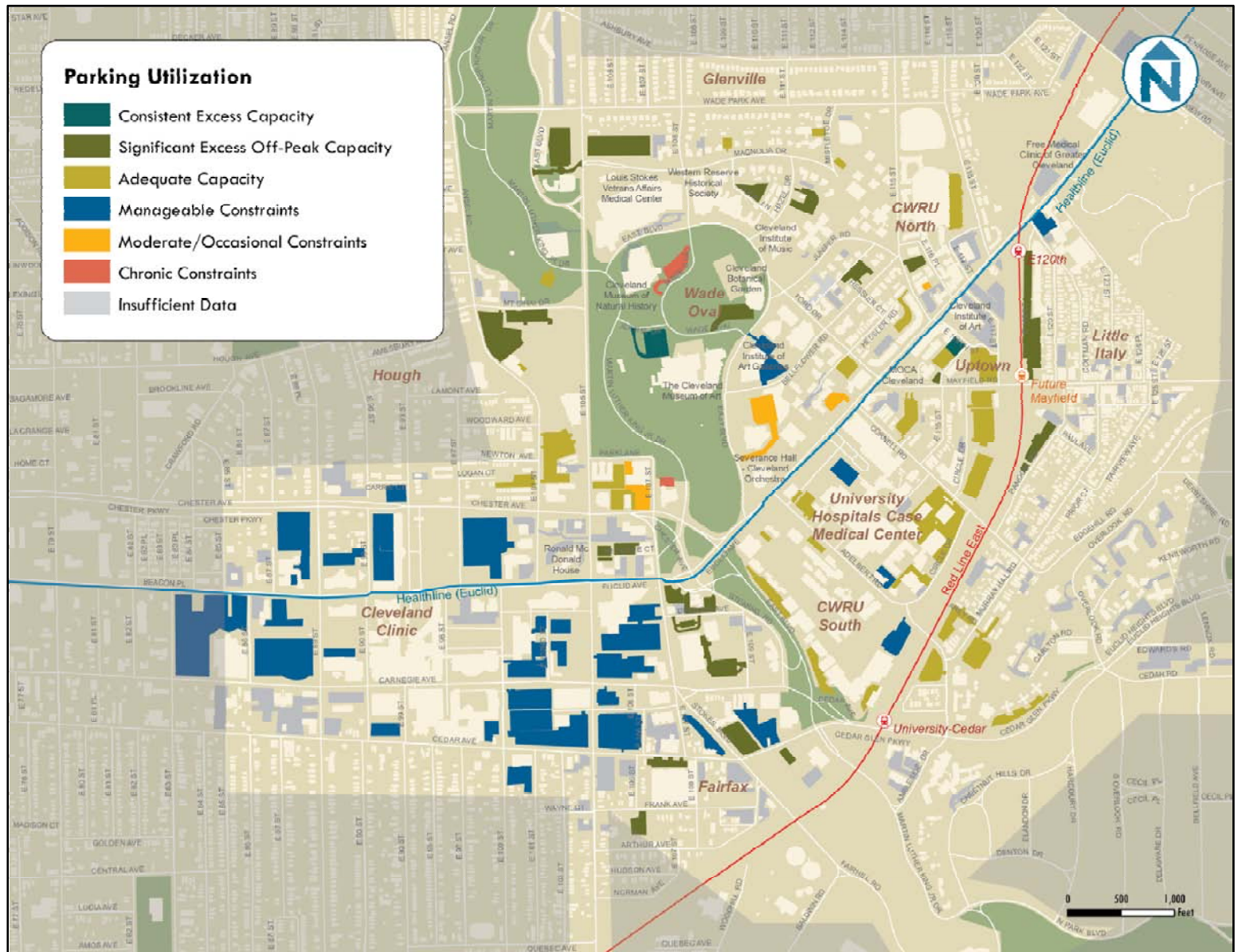
- **On-Street Parking** - Despite the unusual block patterns within the local street network, most blocks provide some level of on-street parking capacity. The historic lack of substantial, sidewalk-oriented retail within University Circle is reflected in the regulation of these spaces, which allows four or more hours of parking on most blocks, even where meters have been installed. Where such retail has begun to emerge, time limits are reduced, generally to one-hour, to encourage more active turnover of these spaces in favor of customer access. Many of these spaces, however, are unmetered, limiting these efforts to promote turnover and provide availability.

UTILIZATION

Knowing how much parking is available within University Circle is only marginally useful without understanding how it is used. In particular, it is essential to know how this capacity measures up to common peaks in parking demand, both at the site level and across the area. When demand creates constraints at one or more sites, despite area-wide surplus-capacity conditions, it is prudent to explore potential management solutions before assuming that more supply is needed. This will become even more important as development continues and land available for new parking becomes more scarce.

To assess current levels and patterns of parking demand among individual sites, and throughout University Circle, a combination of occupancy data and qualitative conditions assessments was amassed during the first phase of the study.

Figure 3 Off-Street Parking Utilization



With a few important exceptions, a consistent pattern of supply sufficiency emerged from both the data and the qualitative assessments, which were provided via direct, stakeholder dialogues that included facility managers, and through the review of recent parking studies conducted by professional consultants. Key exceptions are outlined below.

- **The Cleveland Museum of Natural History** - Employee and visitor demand at this institution exhausts on-site resources shortly after the museum opens, daily. The Museum is in the midst of finalizing a major expansion plan that includes provision of enough additional parking capacity to meet their employee and visitor parking needs for the perceived future and add excess supply for other cultural district visitors.
- **Medical Institutions** - There are three large medical campuses within University Circle, each of which maintains its own parking system. Each institution is facing various levels of constraints within their parking systems that they report as manageable. All are seeking demand-reduction options, particularly in the form of reducing parking demand among their employees, to minimize necessary expansions.
 - The Cleveland Clinic manages roughly 15,000 spaces at a high level of efficiency, acknowledging the high cost of, and limited real estate for, expanding its inventory.
 - University Hospitals has chronic, but manageable constraints, and is working on operational changes that will reduce conflicts between visitor and employee parking.
 - The VA similarly operates at a very high level of efficiency during peak-demand times, and makes its significant off-peak capacity available as a shared resource during evenings and weekends.
 -
- **Events and Performances** - Most cultural institutions host events throughout the year, many of which can create parking constraints, particularly when two or more venues have concurrent events.. Severance Hall is the most consistent host of large events, with several symphony performances each week, some of which conflict with CWRU activities that fill most of the parking in Severance Hall's primary parking resource – CWRU's Campus Center Garage
- **Little Italy** - Unlike most of University Circle, Little Italy is defined by a traditional street grid of small blocks, and buildings built up to the sidewalk line. This presents a uniquely walkable, shopping, dining, and recreational environment that places dozens of active businesses and other destinations in close proximity to each other. This, however, leaves little room to provide parking, as is reflected in the small clusters of backlot spaces and their signs warning non-customers to stay out. During evenings and weekends, when Little Italy businesses are busiest, supply constraints are substantially eased through a combination of shared-parking arrangements and a shared valet service. Ironically, it is during weekdays, when business is largely off-peak, that parking constraints have the most acute impact on businesses. Not only are the shared-parking arrangements not in effect at these times, but daytime customers tend to be less accepting of off-street options, emphasizing that better-management of curbside parking is one key to easing the most significant constraints in this area.

KEY PARKING MARKETS

The University Circle area presents a distinctly complex parking-demand environment. Medical and educational campuses, in themselves, generate complex parking demand patterns that include the unique impacts of medical patients and their visitors, resident and commuter students, and daily workforce commuters who often work non-traditional shifts. The fact that four such campuses exist within University Circle magnifies the impact of these patterns, as does the unique concentration of regionally-significant cultural institutions clustered around Wade Oval and the Fine Arts Garden. These institutions introduce complications inherent in their own visitation patterns, which can be strongly seasonal and event-sensitive.

This level of complexity presents significant barriers to collective or even collaborative management across the full inventory. Within this environment, however, there are four, distinct parking markets that largely shape the scope and nature of parking across University Circle. The commonalities within each of these markets can facilitate collective/collaborative supply and management approaches, greater resource efficiency, and improved parking/access experience. For the purposes of this report, these markets are defined as follows.

Residents/Commuters

Residents and commuters will utilize parking in the district more frequently and for longer periods of time than any other parking market, and thus have a substantial impact on area supply levels. These drivers are the most sophisticated in their understanding of their parking options, including cost, location, restrictions, and enforcement (or lack thereof). Similarly, this group is most readily exposed to transportation alternatives, and thus are the primary market for promoting these options as a means of reducing parking demand. The primary management focus for this parking market is reducing demand by promoting alternatives to driving and car ownership. Collectively, this promotion of driving/ownership alternatives is known as transportation demand management (TDM).

Tourists/Daytrippers

This parking market is largely shaped by visitors to one or more of the area's many regional destinations, including museums and cultural institutions, houses of worship, Little Italy, the Fine Arts Garden, and Wade Oval. These parking consumers tend to be the least familiar with urban parking conditions and may require more information and guidance regarding their parking options, including cost, hours, and proximity to other points of interest. Relative to shoppers/diners, they tend to be much more open to off-street parking options, particularly if they can be assured that they can leave their car in the same space for the duration of their stay. The primary management focus for this parking market is promoting a “park-once” expectation among these visitors. Not only does this include the opportunity to leave one's car in one place while in University Circle, but also an awareness of the diverse attractions that are accessible without a car from their primary destinations. Key complements to “park-once,” particularly for this market, include the delivery of effective information on parking and local mobility options, both before trips are initiated and again as these visitors approach and navigate the area.

Shoppers/Diners

This parking market is defined by short-term visitors to the area making stops at local shops, restaurants, and/or service-providers. These parking consumers typically prioritize convenient location and ease of access, and are more likely than daylong and monthly customers to simply leave the area if

their parking preferences are not satisfied with relatively little effort on their part. This is the smallest of the key markets, but its viability and growth is critical to realizing the continued expansion of shopping and dining destinations in the area. The primary management focus for this parking market is consistent and obvious space availability, especially on street.

Medical Visitors

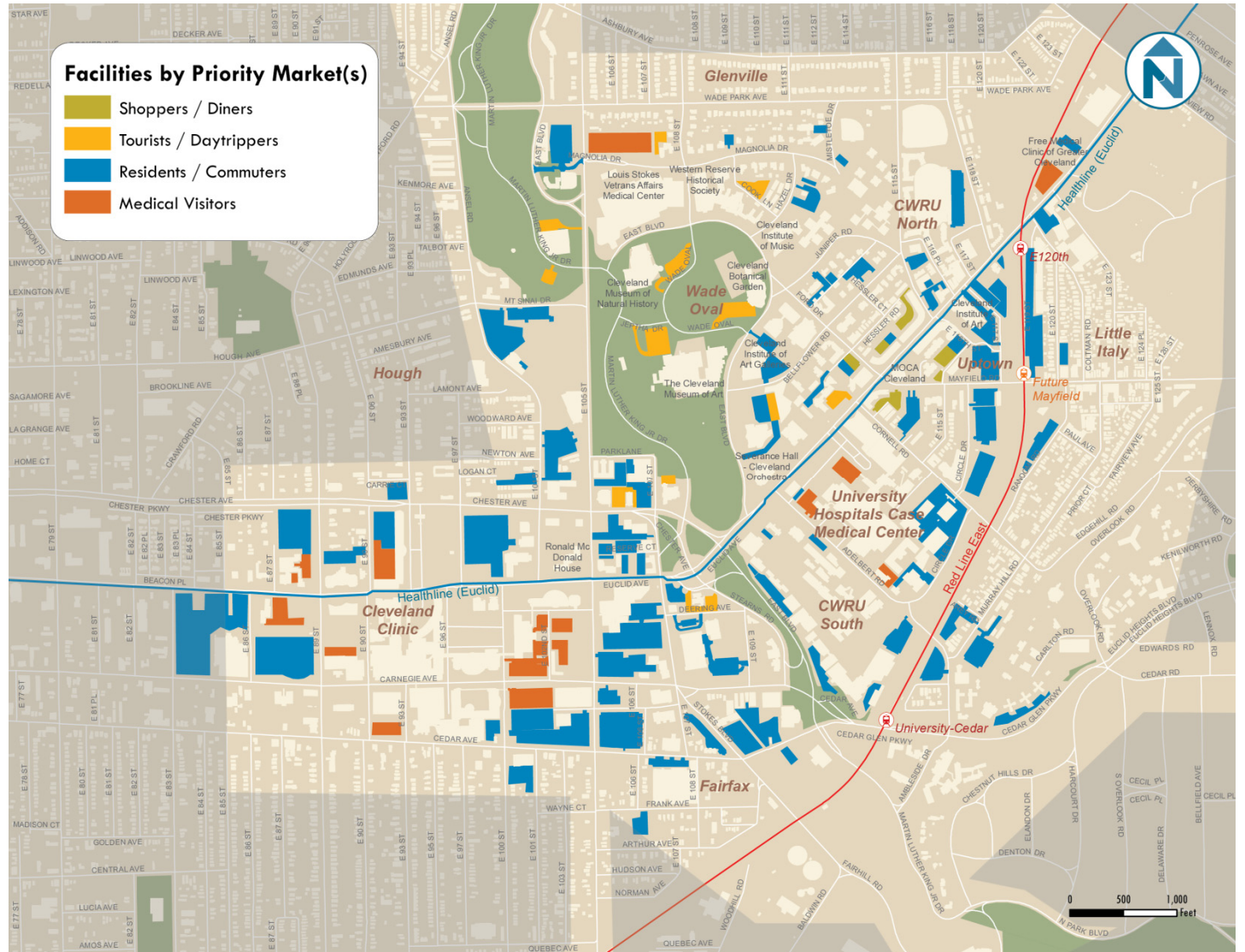
This market largely consists of patients receiving in- or out-patient care at one of the area's medical centers, and their visitors. The lengths of parking stays within this market vary widely, from less than one hour to several days or weeks. This is true of both patients and their visitors. The shorter the stay, the more likely drivers are to prioritize convenient location. The longer the stay, the more price-sensitive these drivers are likely to become. The primary parking management opportunity for this market is to make parking as unobtrusive as possible, allowing drivers to focus on receiving care, or on supporting the care of others. This can be facilitated indirectly by reducing medical-campus commuter parking demand, which can free up more parking for patients and visitors, and reduce the cost of providing them with convenient, affordable parking options. This should also be complemented with information on, and the facilitation of, non-driving options for accessing medical destinations, particularly for those patients and visitors for whom driving is not an available or preferred option. These non-driving options can also be helpful in guiding patients and visitors to off-site destinations for convenience and leisure trips during their visit or extended stay.

The map below identifies the primary parking market for off-street parking facilities in the study area. The spatial and geographic dominance of the Residents/Commuters market is particularly obvious, indicating the importance of the potential, long-term success of TDM strategies for a balanced parking management approach for University Circle.

Figure 4 Supply by Targeted Parking Market

Target Market	Supply
Shoppers / Diners	164 off-street/ 885 on-street
Tourists / Daytrippers	4,313
Residents / Commuters	24,788
Medical Visitors	3,632
Other	2,014
All	35,796

Figure 5 Parking Target Markets

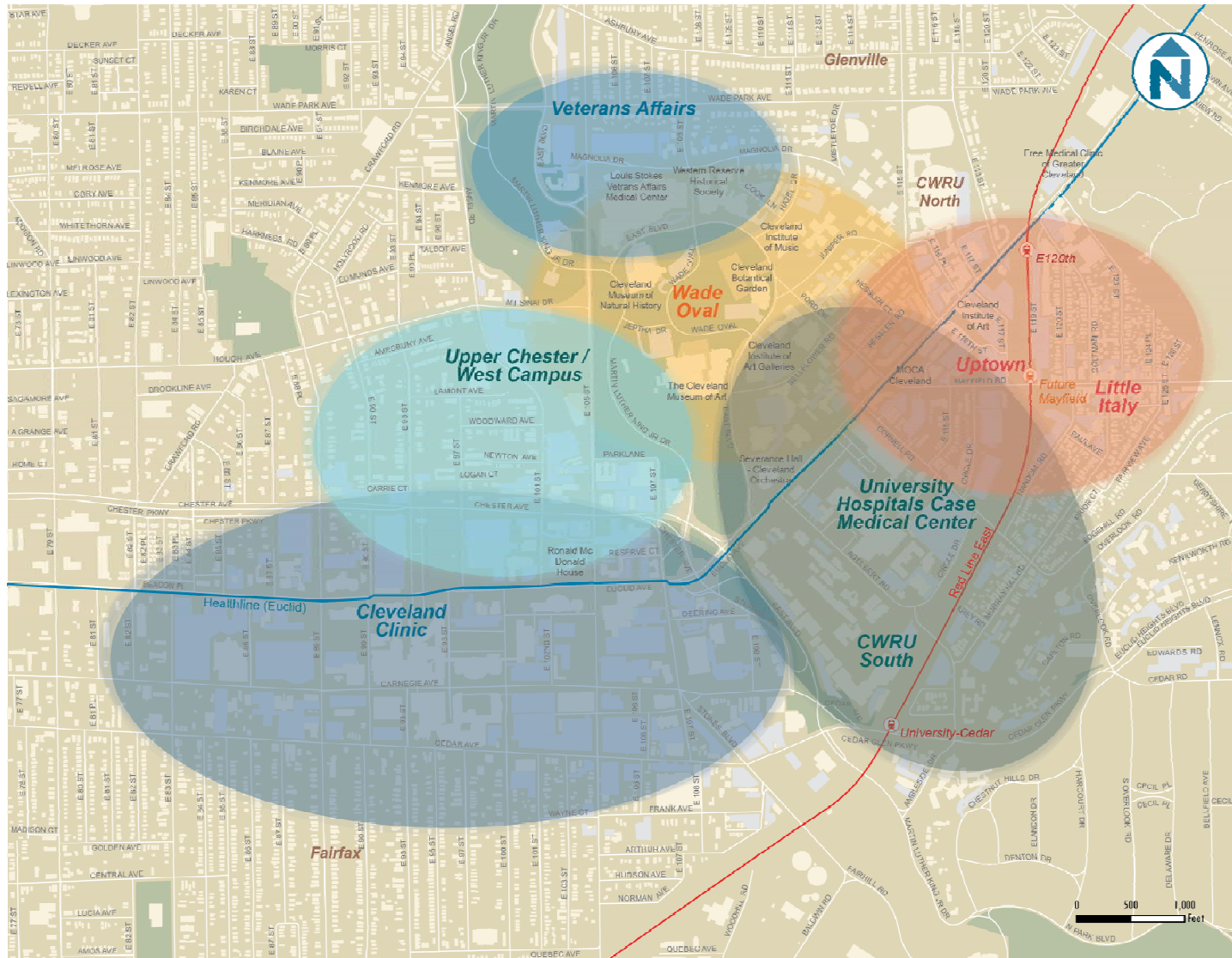


PARKING SUB-DISTRICTS

The geographic patterns of these parking markets have greatly influenced the emergence of several parking sub-districts across University Circle, as shown below.



Figure 6 Parking Sub-Districts



The blue sub-districts represent those dominated by commuter parking. While each area includes several facilities that cater to other markets, it is commuter parking demand, from hospital staff and college faculty, staff, and students, that is largely responsible for the large-scale parking supplies in

these areas. While these districts tend to function as distinct parking-management districts, there are potential benefits for the whole of University Circle in efforts to reduce this parking demand through transportation demand management (TDM).

The **Wade Oval** sub-district is well-positioned to serve as a “park-once” hub for the area. This is where the majority of the area's regional daytripper and tourist destinations are located, and many of their on-site parking facilities already allow park-once, though few promote this. To formalize this function within this sub-district, it will be important that its major destinations feel well-connected to nearby destinations and neighboring sub-districts, via walking, biking, and transit.

The **Uptown/Little Italy** district represents a convergence of "complete-neighborhood" pockets; areas in which one can reside within walking, biking, or transit-accessible distance of most daily and weekly destinations. This convergence is being realized largely by a series of highly successful Uptown-oriented developments that have combined upper-floor residences with ground-floor, sidewalk-fronting shops and restaurants. This success is spreading to the point of converging with Little Italy, which has long offered a similar mix of uses built around the pedestrian.

Finally, the **Upper Chester/West Campus** district is best viewed as an opportunity area. Currently, this area's primary parking function is to provide affordable, overflow, commuter capacity in service to nearby medical and educational institutions. Future plans for the area, however, are focused on its potential to become a very walkable extension of the CWRU campus, combined with the complete-neighborhood amenities of the Upper Chester development. Keys to realizing this will be implementing TDM to reduce pressure to maintain overflow parking capacities in this area and extending pedestrian, bicycle and transit networks into the newly developed area to promote non-vehicular mobility.

Figure 7 Off-Street Supply by Sub-District

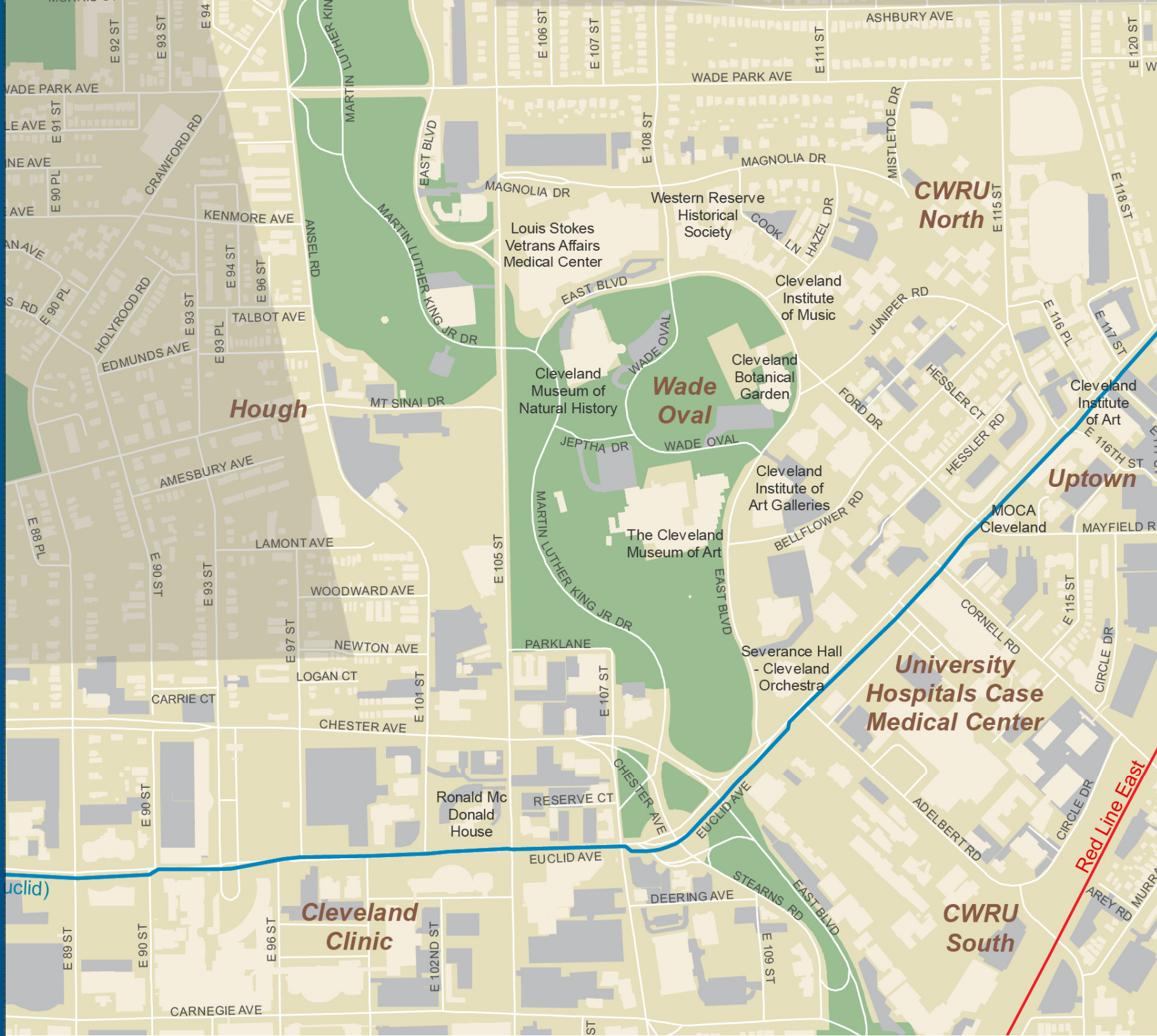
Parking Sub-District	Supply
Wade Oval	1,693
Uptown/Little Italy	7,319
UH	5,732
CCF	14,640
VA	3,332
Upper Chester/West Campus	2,195
All	34,911

SURVEY OF NOTED CONDITIONS

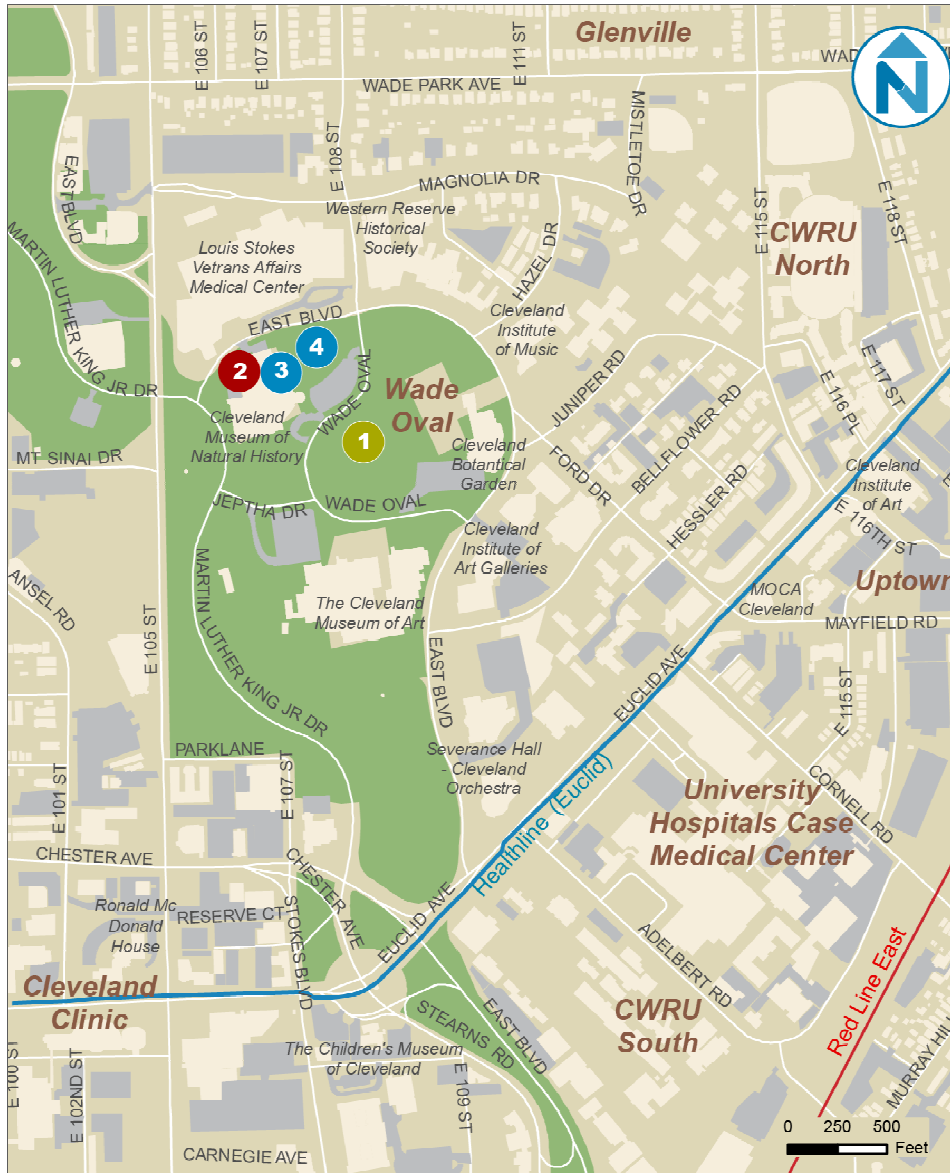
The following section provides a more detailed survey of conditions, as well as more geographic- and site-specific conditions affecting parking across University Circle. The conditions noted primarily represent those that have either been previously documented in data and reports made available by University Circle Inc. (UCI) and other stakeholders (red map markers and text), those that were described during discussions with UCI and other stakeholders (blue map markers and text), or those directly observed via field visits (green map markers and text). The survey is organized, based on the sub-districts identified in Figure 4.



Wade Oval

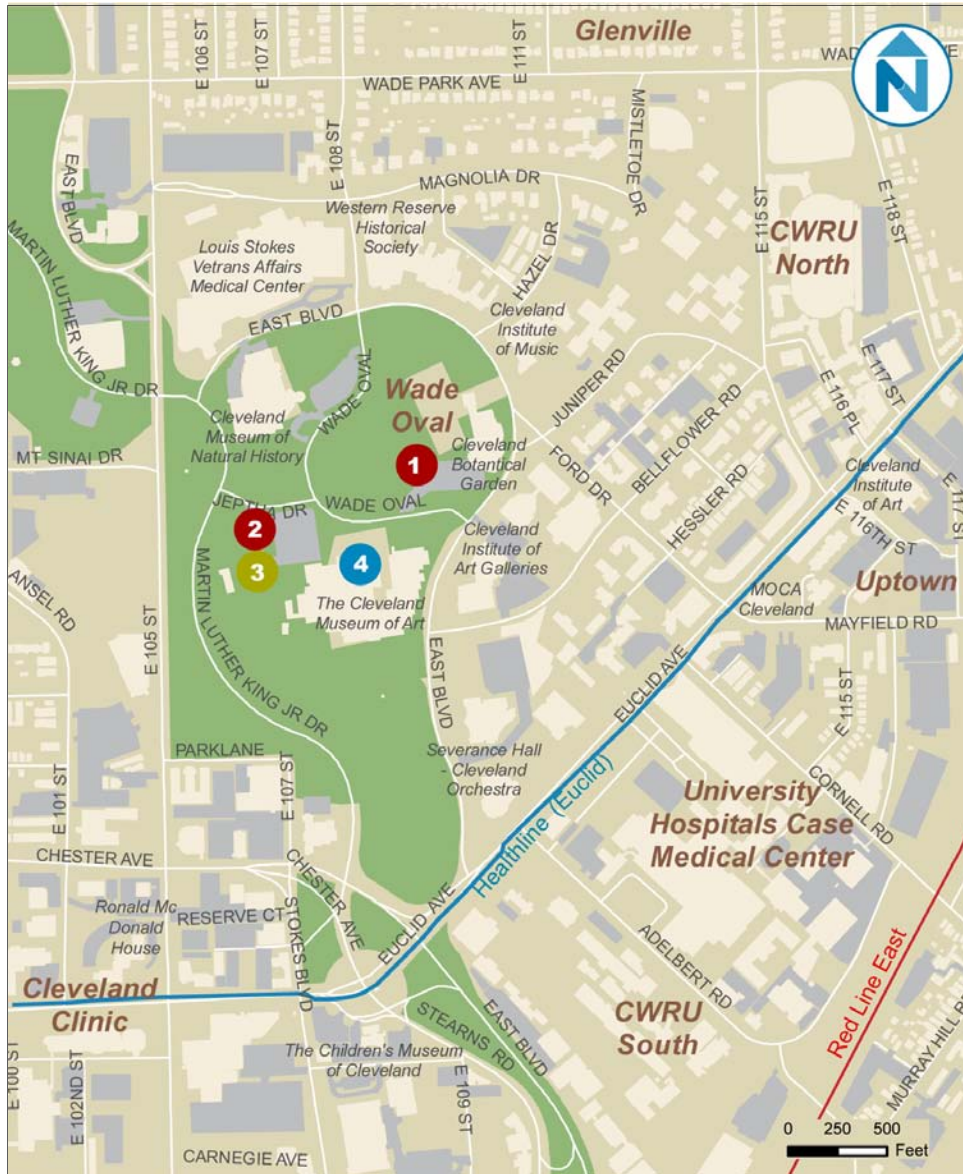


MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS



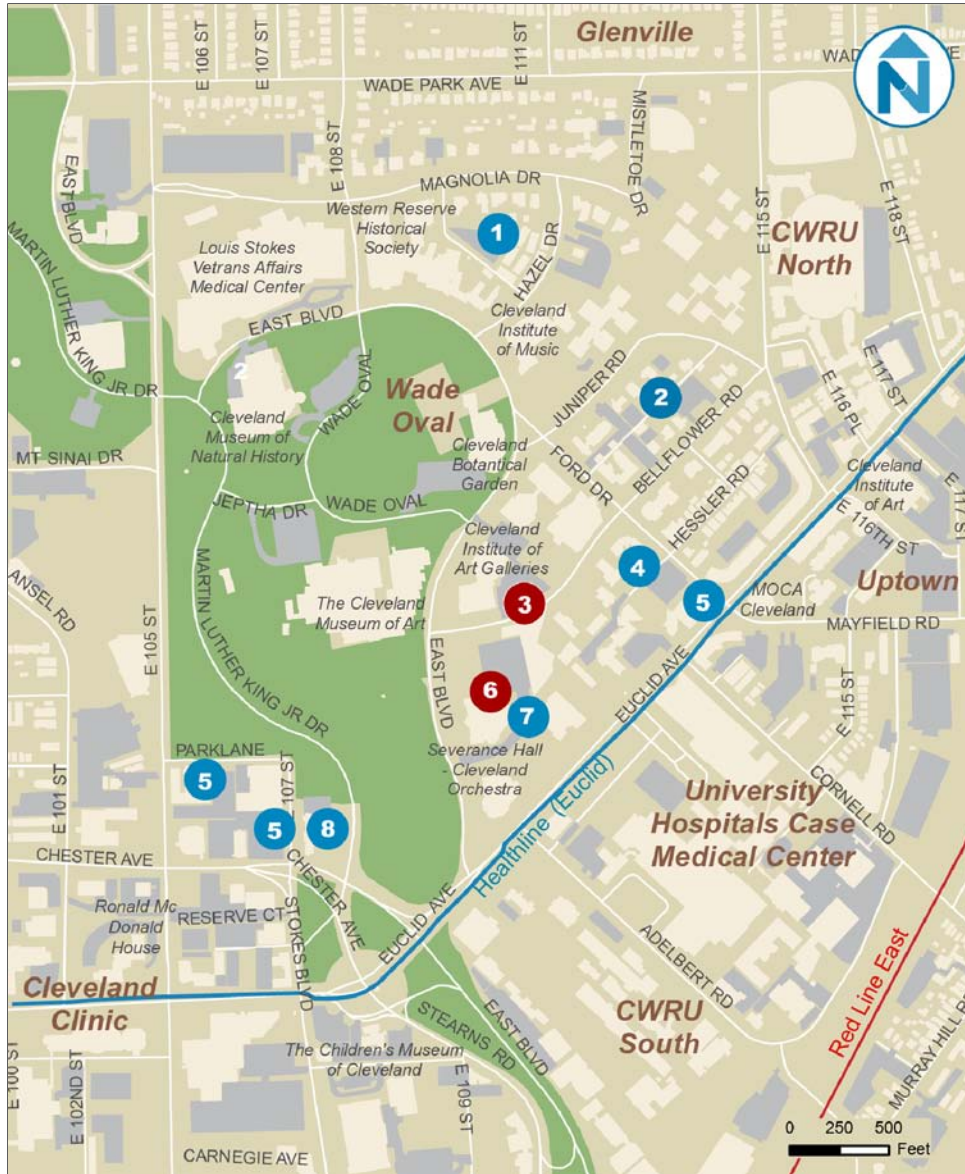
- 1 Coordinated sharing of existing parking facilities will allow Wade Oval institutions to maximize capacity of respective parking assets, and forestall any need to construct new parking.
- 2 2014 CWRU Parking Study concludes, Museum stakeholders confirm, that existing, on-site parking resources for CMNH are consistently constrained. Plans for museum expansion include expansion of on-site parking capacity, sufficient to meet current and future parking needs.
- 3 CMNH used to have little/no control over parking. Daylong student parking was a major issue. Things are much better now, and will continue to improve with the new garage.
- 4 CMNH Planned expansion will include a new, 350-space garage and will be directly across from VA on East Blvd. Expectation is that this will be the first visitor parking option seen by drivers coming from the new Opportunity Corridor and supply should be enough to meet current and future needs.

MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS



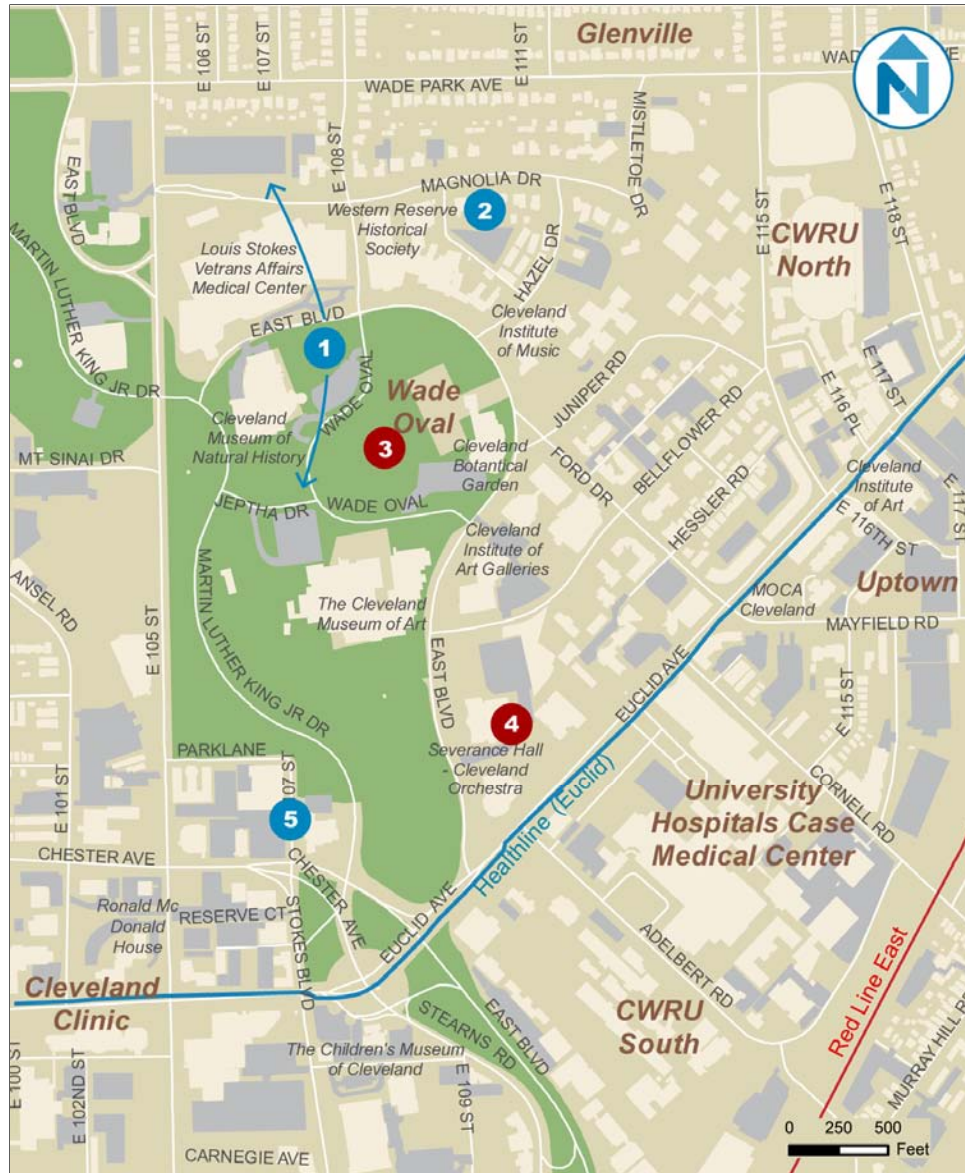
- 1 There is sufficient parking capacity in the Botanical Garden underground parking structure to exceed typical demand peaks. The structure fills to capacity only a few days per year, during major special events at the garden.
- 2 There is existing daytime and evening parking capacity in the CMA parking garage and overflow lot.
- 3 The CMA garage is a primary source of revenue (basic museum access is free of charge, aligning CMA's financial interests with its potential to provide its garage as a "park once" resource for the area.)
- 4 CMA's capacity and willingness to accommodate overflow demand from other institutions is likely not well-known to area visitors.

MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS



- 1 Western Reserve Historical Society's parking lot is planned for renovation as part of a master site plan.
- 2 These CWRU-controlled parking lots primarily provide short-term/metered visitor parking during daytime hours. These lots also provide lunchtime and evening parking for two adjacent restaurants. The layout of these lots could be improved to extend their capacity and ease of use.
- 3 The former CIA site is a future development site. For next 5-10 years, it will remain as surface parking.
- 4 The Ford Garage has excess capacity, every day.
- 5 Housing facilities for seniors and/or people with disabilities experience most of their parking demand from visitors and caregivers. Most locations do not have enough on-site parking to meet this need, and most caregivers lack the resources to pay market rates for other parking options.
- 6 2014 CWRU Parking Study concludes that the only current or anticipated parking constraint for CWRU is accommodating events, particularly Tinkham Veale University Center events that coincide with Severance Hall performances.
- 7 A recent Orchestra audience survey identified several transportation challenges that negatively impact access to Severance Hall events. The #1 complaint was parking. Severance Hall primarily relies upon the adjacent CWRU Campus Center garage to accommodate both its employees and patrons. The garage is usually sufficient to meet demand, but Friday matinee performances overlap with peak, CWRU demand in the garage. Severance Hall, therefore, runs extensive shuttles on these dates to remote parking facilities.
- 8 UC United Methodist Church parking demand peaks are spreading beyond Sundays. Staff and visitor parking has begun to constrain the modest on-site supply throughout the week, as the schedule of weekly Church activities expands. Sharing options, at present, have been limited to an arrangement with Judson Manor, across E. 107th Street, but others may exist in nearby lots.

MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS



- 1 When the CMNH parking lot is full, visitors appear to be unaware of, or reluctant to use, nearby options such as the CMA or VA garages. It was suggested that the lack of visibility of the CMA garage, and the minimalist design of its wayfinding signs, contributes to this lack of awareness. Perception of personal safety among suburban visitors may be a barrier to greater use of VA garage.
- 2 Western Reserve Historical Society has enough parking to meet its needs, but customers are frequently frustrated by the layout, access, circulation, and payment system of the lot. There is some concern that the opening of the Carousel exhibit may put a strain on this facility, and the expected renovation will not expand its capacity.
- 3 The Joint Parking Systems brochure and map is especially useful for students and employees, but not well suited to visitors and special event parkers seeking guidance on parking options and rates.
- 4 Campus Center Garage is in relatively good condition for its age. The garage works fine for regular parking patrons who are familiar with its layout, and the garage is well-managed during special events, with traffic attendants directing customers to available parking spaces.
- 5 There is significant communication and coordination between small businesses and organizations, aimed at developing shared-parking solutions to weekly, offsetting, peak parking needs. Solutions have included contributions to lot improvements and maintenance in exchange for shared access. The cooperation between Judson Manor and the University Circle United Methodist Church provides an illustrative example of where this has worked well.

MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS



- 1 Transportation between different areas of University Circle is not what it should be. There is an expressed need for a dedicated tourist/visitor shuttle to complement or replace the Circle Link. Making it easier to get around on foot is also critical.
- 2 A growing need to accommodate coach buses, which bring visitors from education and tourist programs, has led to bus parking constraints and staging challenges.
- 3 A temporary construction parking lot, and potential temporary option for Tour Bus parking, is being developed into an athletic field by CWRU.
- 4 Core customer bases for most cultural institutions lean heavily toward populations that are not particularly amenable to non-driving options.
- 5 CMNH planners are considering options for providing a better pedestrian/bicycle point of access from Rockefeller Park, as part of making this entrance iconic and welcoming. Grade issues are tricky for pedestrians and cyclists entering from this direction, including those walking up from RTA bus stops. Designers are considering this for later phases of the Museum's expansion, between 2018-2020.
- 6 Bus drop-off and parking is an issue and may get worse if bus parking areas are reduced along E. 105 and MLK. Jr. Drive.
- 7 Evening orientation of Severance Hall events limits appeal of transit options due to service frequency and security concerns.

MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS

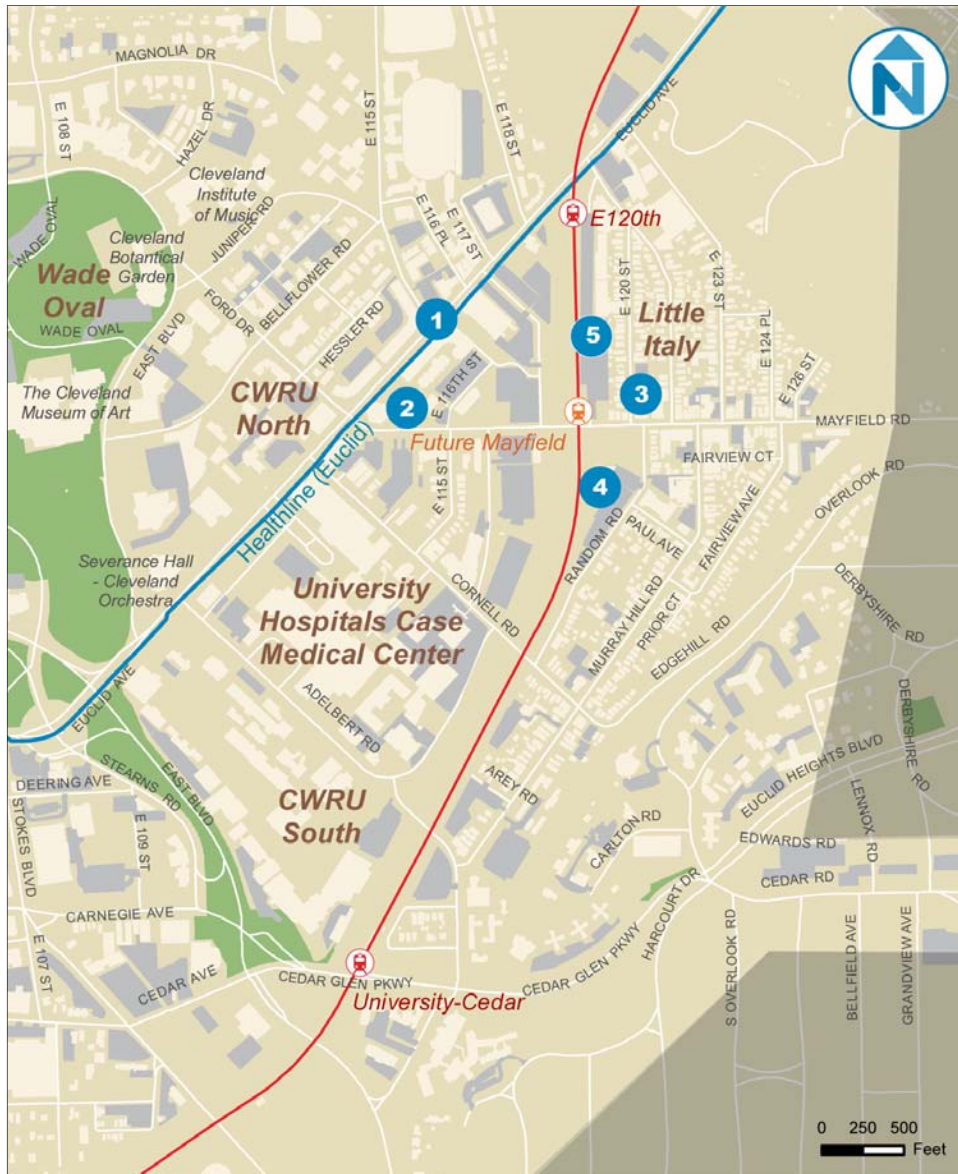


- 1 CMNH has a "cashout" program (a cash incentive to use non-driving commute modes) as part of its effort to reduce employee parking demand. Participation rate is estimated at ~20%.
- 2 Parking is free for employees at nearly all cultural institutions. Few make any formal effort to encourage non-driving options, although, on event days, employees are requested to park off-site. Despite this, there is enough on-site capacity for the Botanical Garden to sell ~50 monthly permits to CWRU students.
- 3 Roughly 80% of CWRU undergraduate students live on campus, significantly reducing the need to provide student parking.
- 4 Recent residential development generally provides significantly less than 1 space per dwelling unit on-site. This has not hampered occupancy, with some buildings maintaining wait lists for dwelling units. Many residents come expecting not to need a car, and others soon realize that the benefits of maintaining a car are not worth the cost of paying for optional parking spaces at \$85-160 per month.
- 5 Severance Hall employees are charged \$50 per paycheck for parking permits in the adjacent CWRU garage. Roughly half of audience members take advantage of Friday-matinee shuttle service, primarily due to limited parking options close to Severance Hall on those dates.
- 6 Carpooling appears to be a drive-alone alternative with strong market potential. Surveys at multiple institutions indicate a high level of interest in this option, but wariness about finding suitable ride matches. TDM facilitators at both UH and CWRU have begun exploring options for customizing Ohio Ride Share as a closed network for those who work within University Circle.

Uptown, Little Italy & CWRU Campus

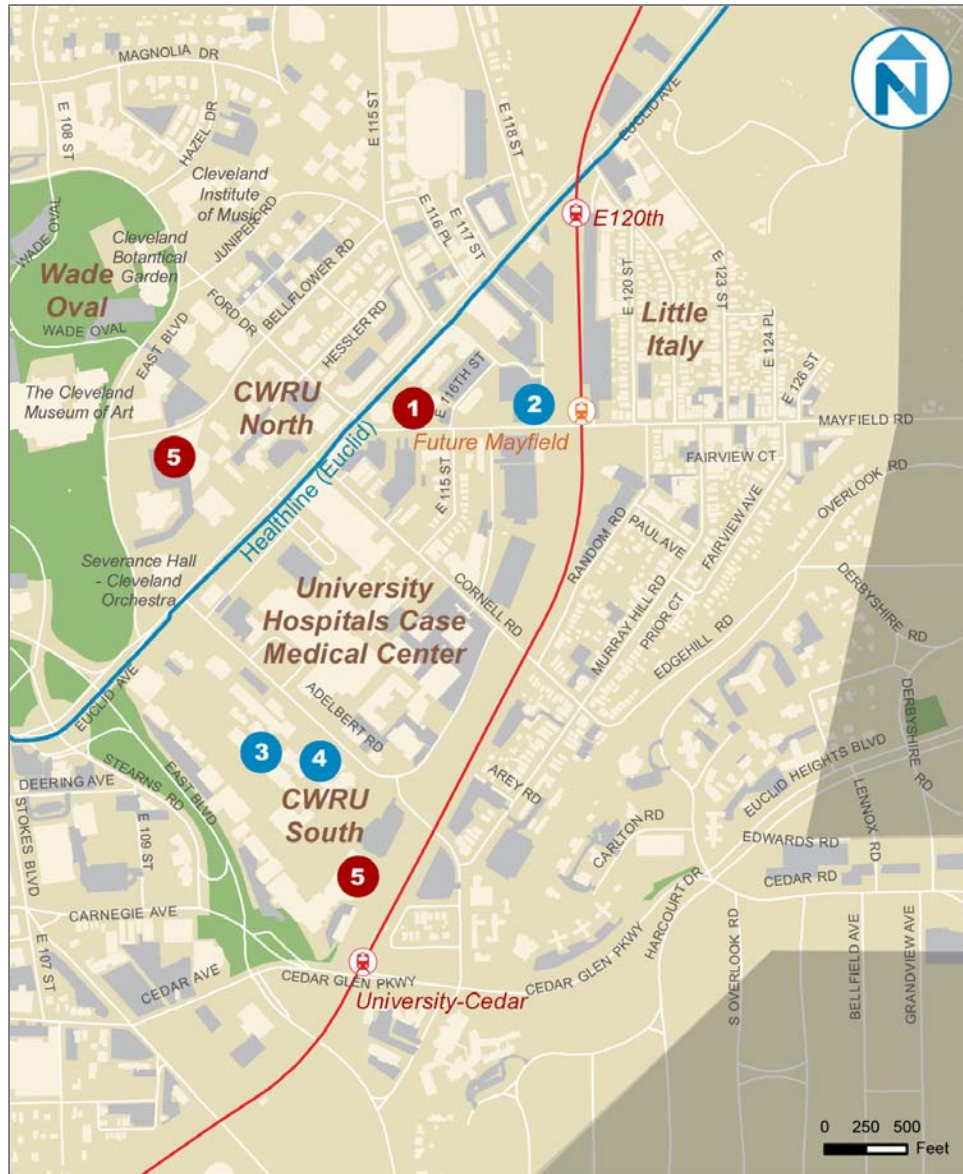


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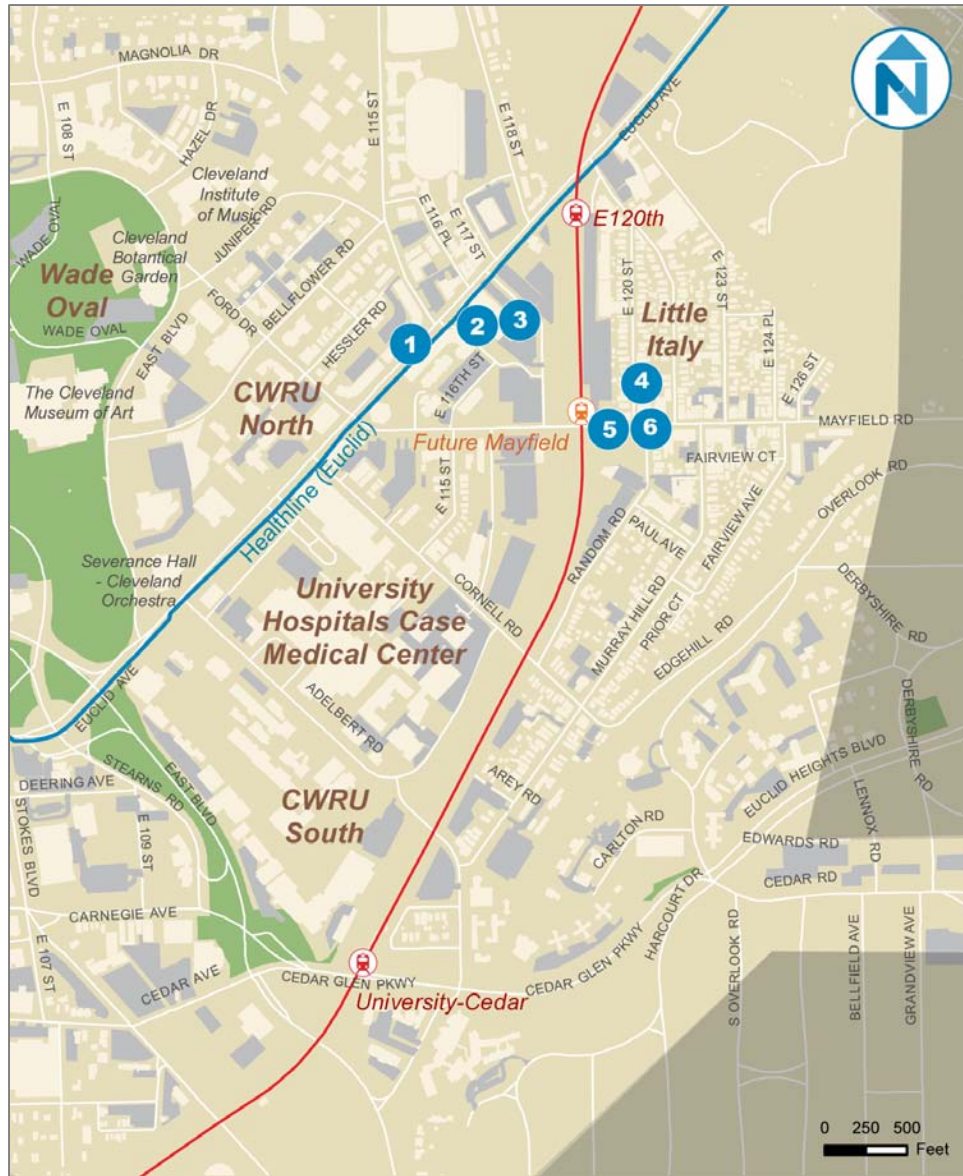
- 1 Uptown businesses have enough parking today, but if vacant storefronts are successfully leased, supplies are likely to become constrained.
- 2 There is no on-site parking at MOCA. Visitors have expressed frustration with the complexity and/or malfunctioning of parking pay stations at nearby parking facilities.
- 3 Holy Rosary Church has 65-70 spaces in an on-site surface lot. The church opens this lot to public, fee-based parking when it can, which provides the only significant, public off-street parking option in the heart of Little Italy.
- 4 The Singer Steel building lot is used for UH-commuter, permit-only parking during the weekdays. During evenings and weekends it is used by the Little Italy valet operator. The owner would like to develop the property.
- 5 The Coyne (E. 119th Street) lot is used during weekdays for UH permit-parking. During evenings and weekends, it is available to the public as fee-based, attended and self-parking. The primary market is visitors to Little Italy.

MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS



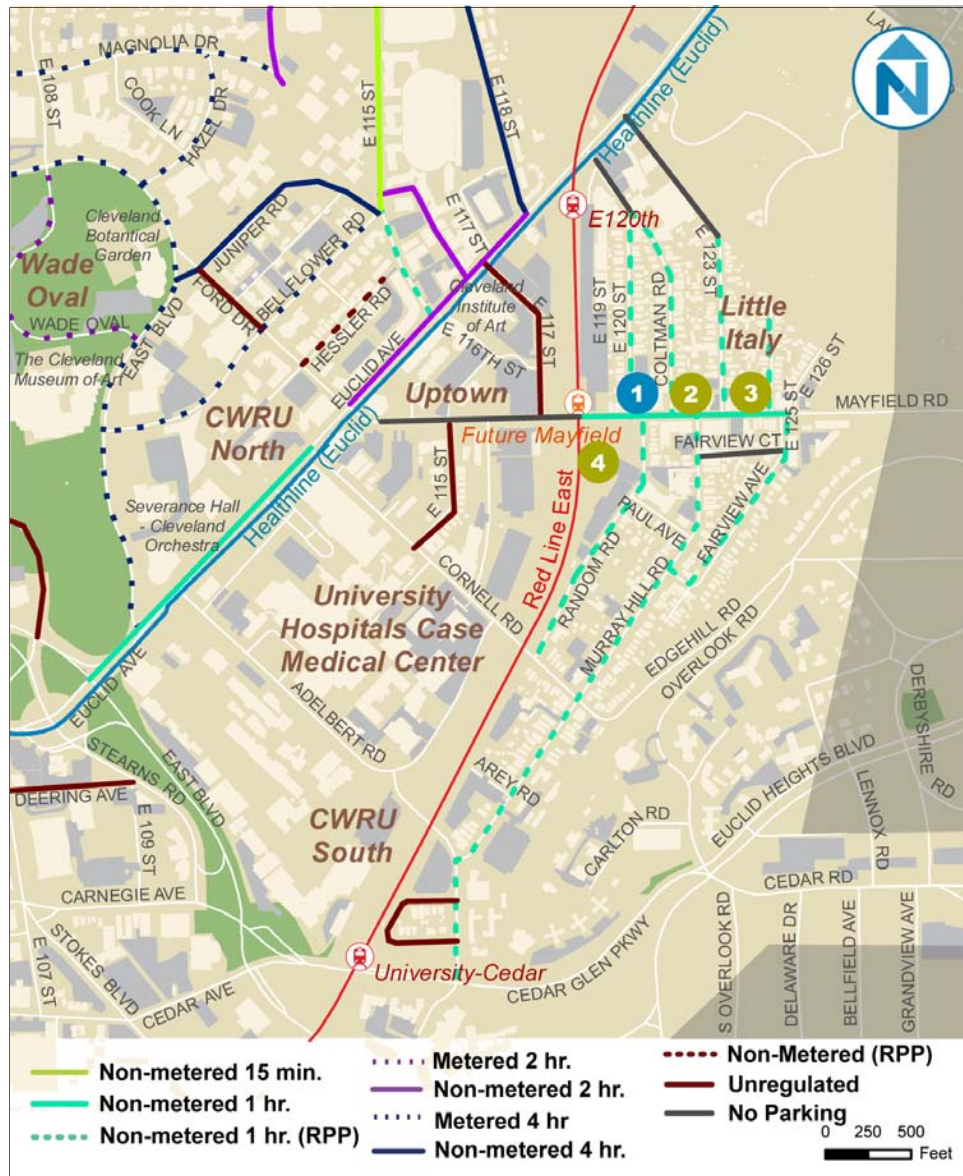
- 1 The CWRU Triangle Garage, despite its strategic location, is highly underutilized and functionally obsolete. It is in very poor physical condition, and is difficult to see and access from the street. It serves primarily as residential parking for Uptown and Abington Arms residents. The attached surface lot is intended to serve retail businesses on the east side of Euclid Avenue. A restoration plan has been developed by CWRU for this structure.
- 2 There is potential to use the Intesa development parking facility, which is expected to have excess capacity over the next few years, to accommodate demand displaced by renovation of Triangle Garage.
- 3 Parking capacity on the CWRU campus (in aggregate) is fine, though there are location-specific issues and complaints. The middle of campus (Campus Center Garage) is a pinch point, particularly during events, but generally, the rest of campus is OK. Concerns are currently focused on transportation and circulation issues.
- 4 CWRU faculty and staff parking demand is growing along with expansion. Student demand, by contrast, is falling relative to growth.
- 5 Sufficient capacity exists to reasonably accommodate typical daytime parking demand from the new Tinkham Veale University Center. The possibility of a convergence of special events could potentially overload the on-campus parking system, these issues can be handled, however, through coordinated management of existing parking assets.

MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS



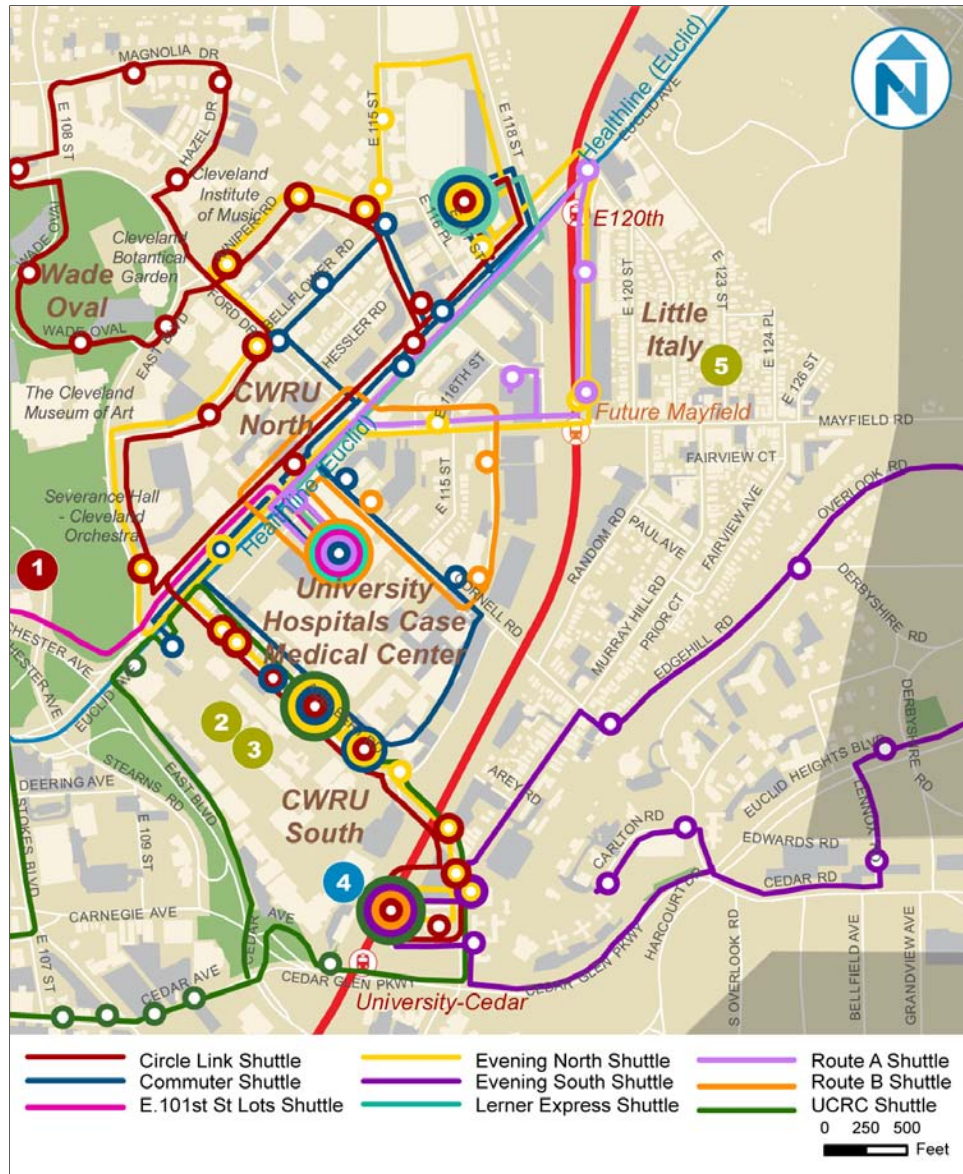
- 1 July 2013 valet parking pilot on Euclid Avenue, designed to provide more parking in support of Uptown businesses, was largely underutilized.
- 2 CIA’s new Cinematheque facility will lead to significant, new parking demand in 2015.
- 3 CIA provides free parking to employees. This may change, as the consolidated campus will have fewer spaces than what was previously available.
- 4 Like many established, urban houses of worship, an increasing share of Holy Rosary Church's congregation resides outside the surrounding neighborhood, increasing parking demand on service days. The church parking lot fills up on Sundays, with 40-50 additional parishioners parking elsewhere, primarily on-street.
- 5 Little Italy merchants have developed a public valet operation that has been very successful. This service uses nearby parking facilities that some customers would consider too remote for self-parking. Local restaurants share the cost of subsidizing the valet operation, which helps keep user fees only marginally higher than those at nearby self-parking public lots.
- 6 There are four valet stations on Mayfield Road in Little Italy. This gives customers a dependable option for front-door parking during high demand. This service parks ~15,000 cars annually , operating Thursday-Sunday, all year long.

MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS



- 1 Although most businesses in Little Italy are busiest during evenings and weekends, supplies are most constrained during weekdays, particularly during midday. During evenings and weekends, available supplies are expanded through arrangements with owners of nearby commuter lots. During weekdays, by contrast, businesses must primarily rely upon on-street parking. Helping customers understand how/where to park could change perception and ease of access for all customers.
- 2 During discussions, Little Italy stakeholders acknowledged that supply is likely not the solution to their most pressing parking constraints. Shared off-street arrangements provide plenty of evening capacity, and daytime customers don't want to park off-street. This leaves better management of on-street parking, at both times, to address perceived constraints.
- 3 A comprehensive, park-once district approach would be ideal for improving access to Little Italy, given its daytime capacity constraints. For many businesses, however, access to on-street parking will remain critical.
- 4 Little Italy merchants are eager to promote park-once opportunities, as well as transit ridership more enthusiastically, particularly after the Mayfield Red Line station opens. They also see an opportunity to use some of their evening and weekend off-street capacity to promote opportunities to drive to Little Italy, park and eat there before or after taking the Red Line to ball games or other downtown destinations.

MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS



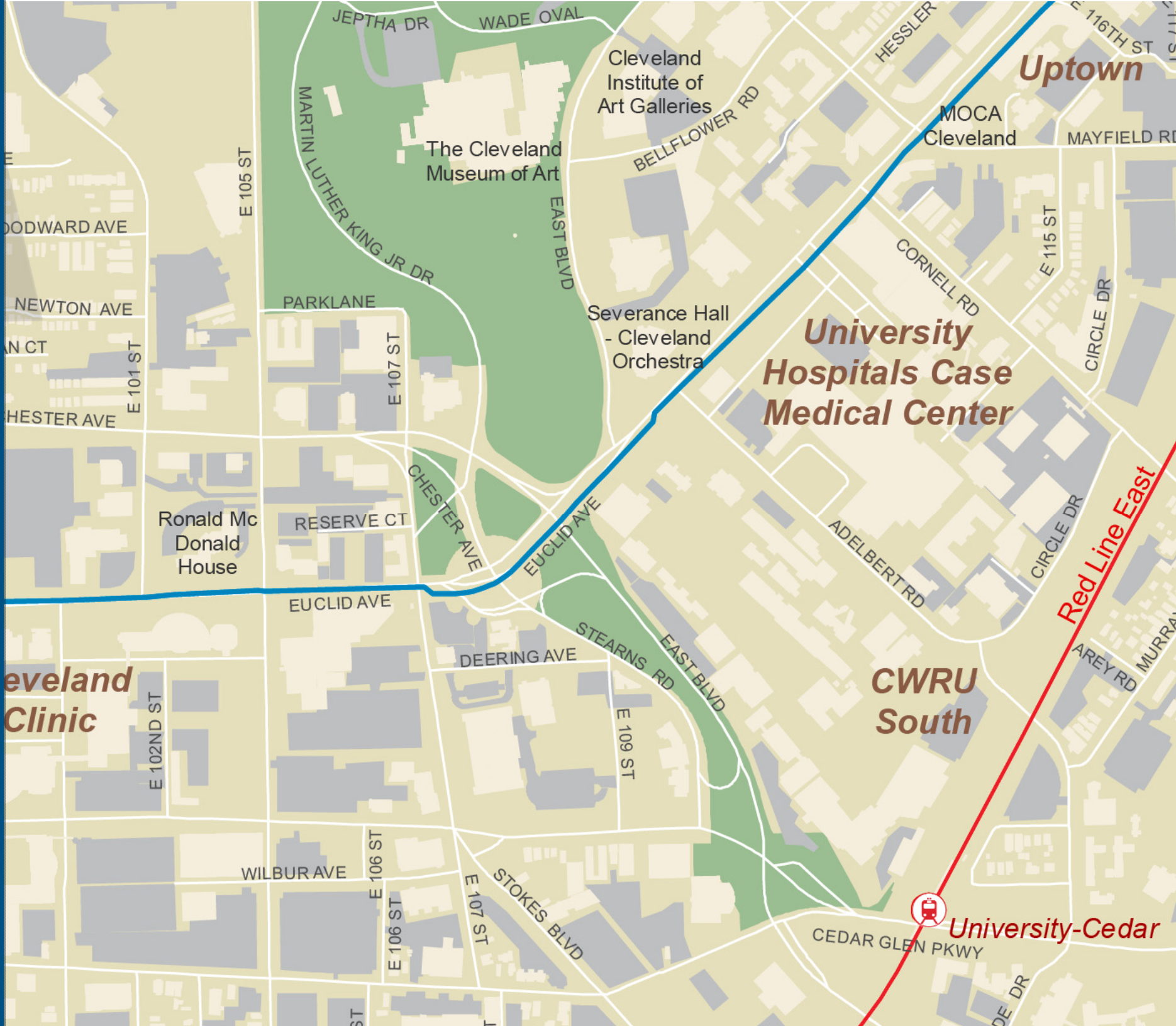
- 1 The core CWRU campus is relatively compact and very walkable. Expansion is mostly west of Rockefeller Park and E. 105th Street, which will affect cohesion/connection. Optimizing walking, cycling, and shuttle connectivity across full campus/campuses is a major focus of the current Master Plan.
- 2 Commuter benefits, and other efforts to reduce parking demand at area educational and medial campuses, are typically managed by several different offices. This typically includes HR, Sustainability, and Operations. A consolidated office or TDM coordinator would, by contrast, provide a single point of contact for all information related to travel/commute choices and costs.
- 3 Likewise, most institutions do not provide any information to new faculty, staff, or students on commute options. Typically, it's a matter of selecting a parking option, but not much else.
- 4 CWRU off-campus shuttles focus on serving evening and morning demand to nearby neighborhoods/points of interest. These shuttles are maintained in response to student requests and perceived demand. Currently these travel up to Cleveland Heights (Lee Road and Coventry) and seem well-received.
- 5 Most residents of Uptown and Little Italy are students, UH/Clinic employees, or work downtown, creating a prime opportunity to attract and retain households with 1 or fewer cars and high transit-propensity. This should be factored into assessments of the kinds of retail and other commercial uses that should thrive here, and how much/how little parking they will require to do so.

MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS



- 1 Residential demand across University Circle is strong. Collectively, UCI should be doing everything it can to be ahead of the curve in meeting it.
- 2 UC is a regional destination with major transit infrastructure. RTA is making a major investment in station infrastructure here. Stakeholders and planners need to follow up with promotion/encouragement. "The Red Line will increasingly be appreciated by future generations."
- 3 Tony Brush Park could be a great site for bike parking and bike-share to facilitate bike access to Little Italy.
- 4 Little Italy is a regional destination for events, restaurants, and galleries. There is a lot of peripheral traffic from hospital visitors. Hotel shuttles bring minimal traffic and some visitors walk, but most drive.
- 5 Waldorf Towers provides a private shuttle service (for 160 units, 300 tenants) during winter months and has greatly expanded bike parking, in direct response to customer/resident demand for better non-driving access to University Circle.

University Hospitals



Cleveland Clinic

Ronald Mc Donald House

The Cleveland Museum of Art

Cleveland Institute of Art Galleries

Severance Hall - Cleveland Orchestra

University Hospitals Case Medical Center

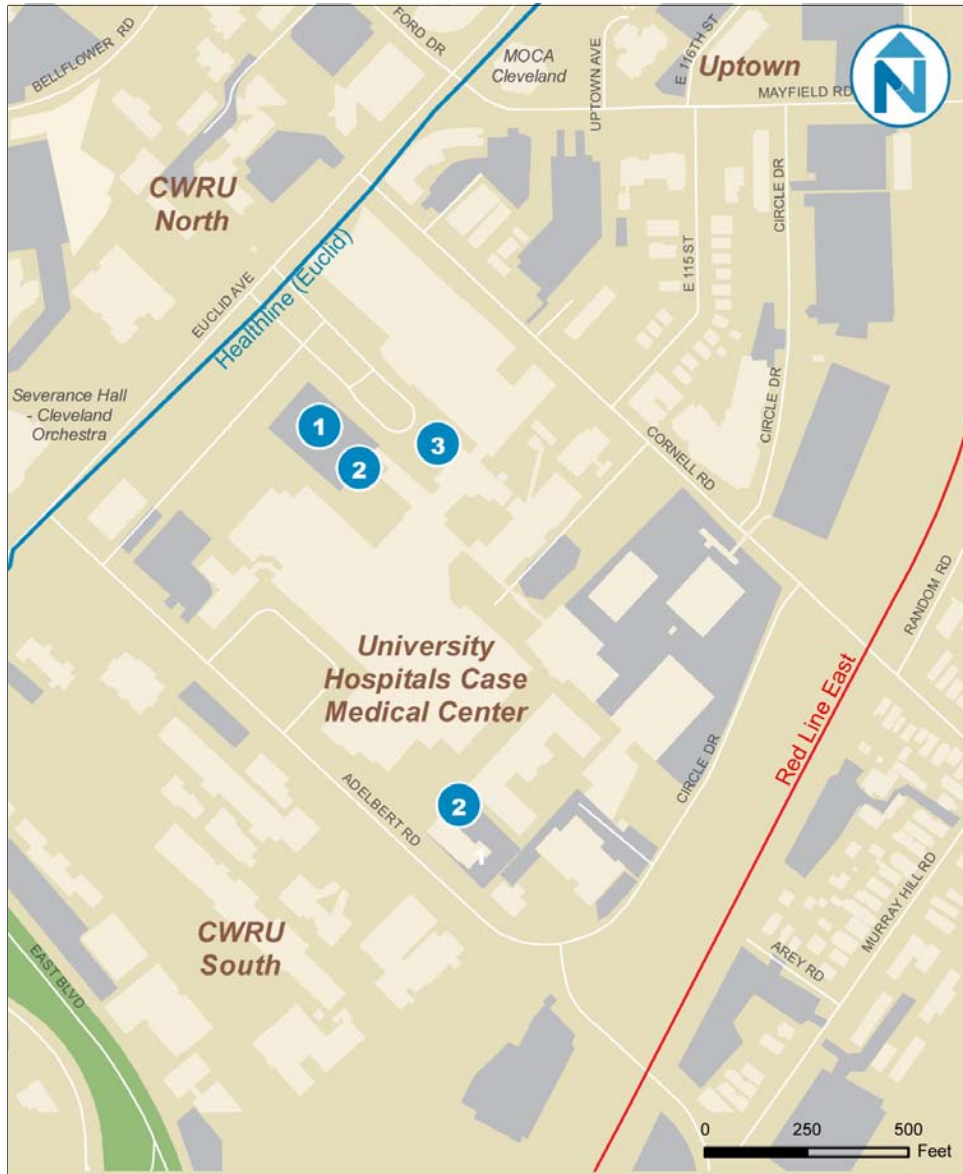
Uptown

CWRU South

Red Line East

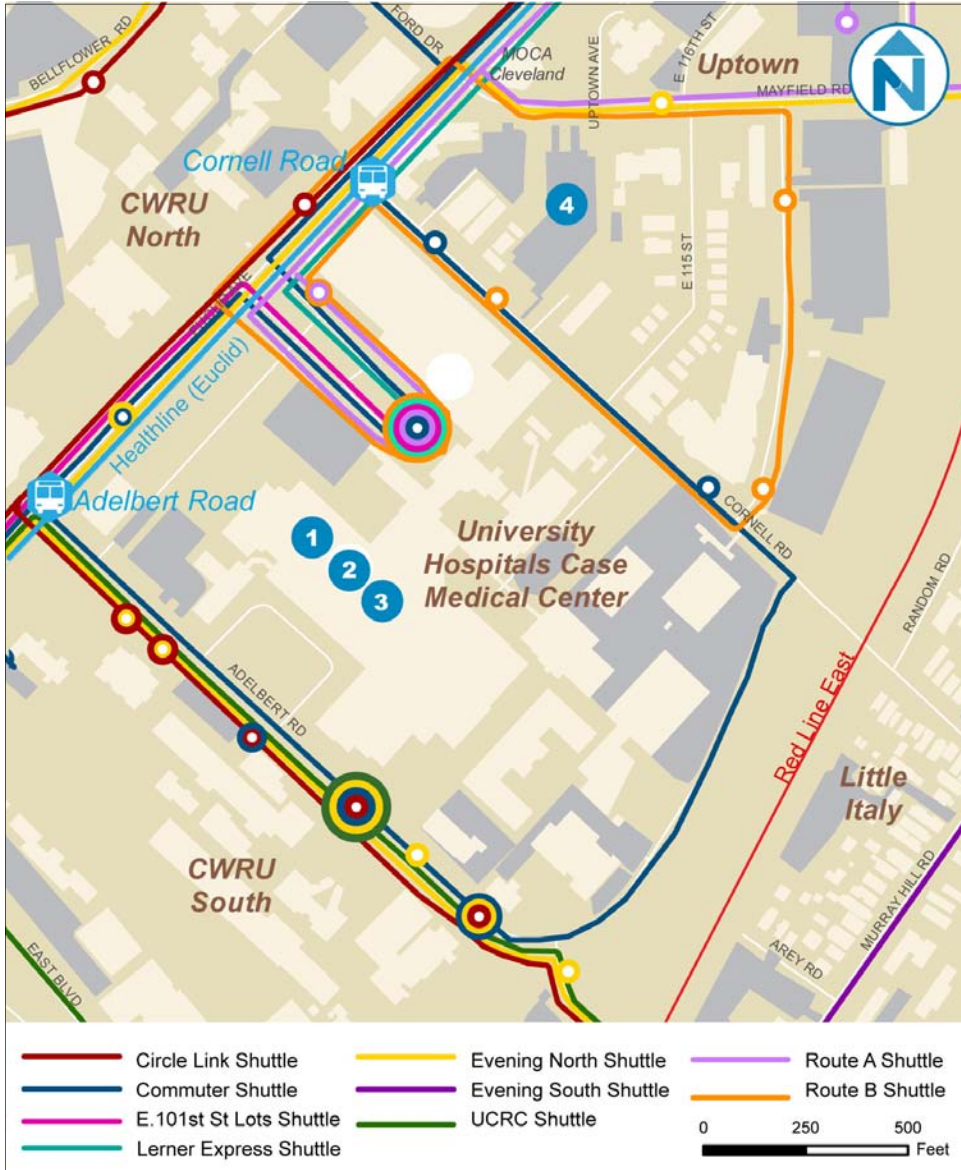
University-Cedar

MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS



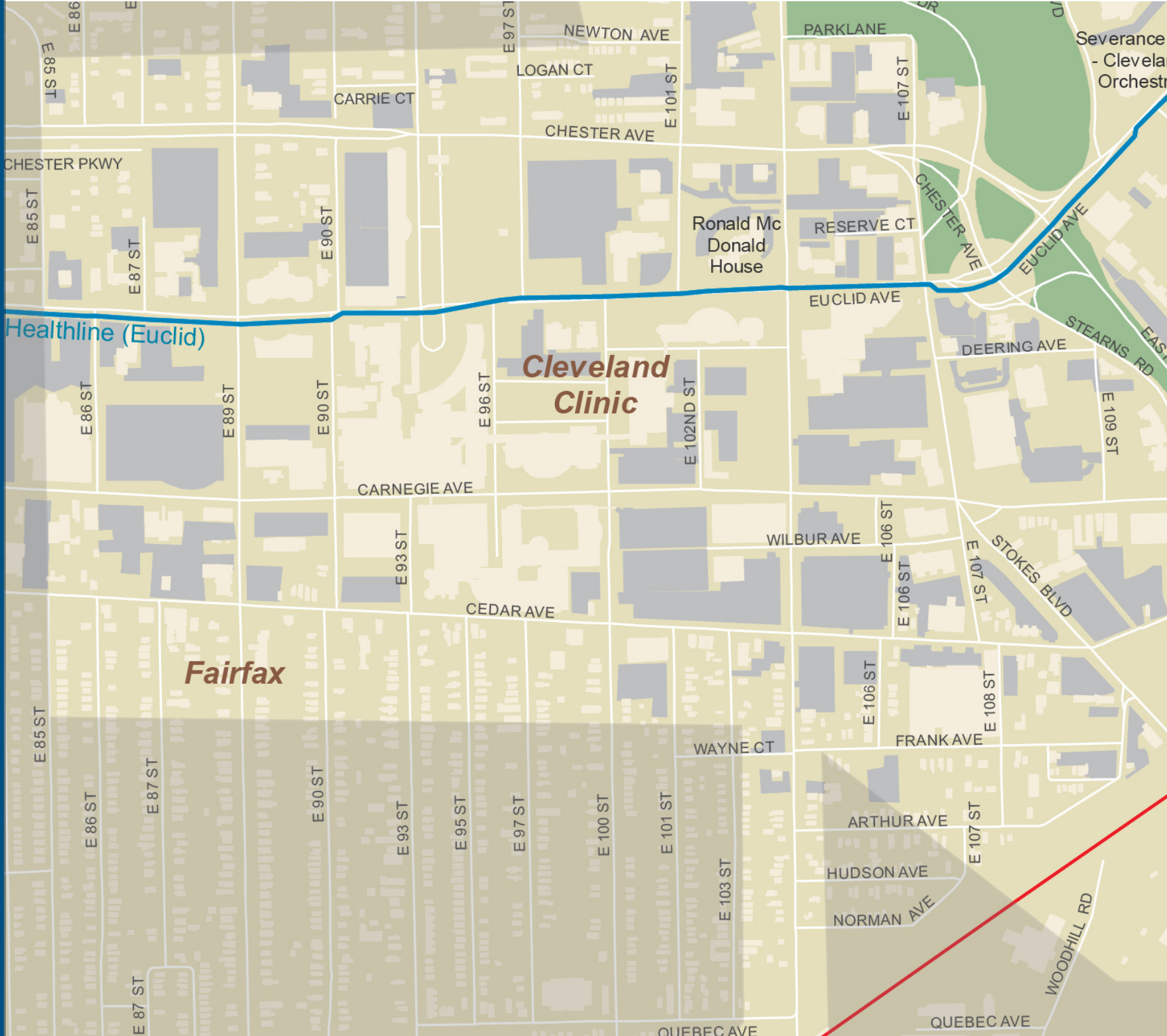
- 1 Demand for daily visitor parking at UH Drive Garage is reaching current capacity.
- 2 UH Drive and Rainbow Visitor Garages occasionally have self-parking capacity issues, after which UH uses valet to send overflow demand to other locations.
- 3 Some visitors decline the valet option. They are directed by garage personnel to additional self-parking options.

MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS

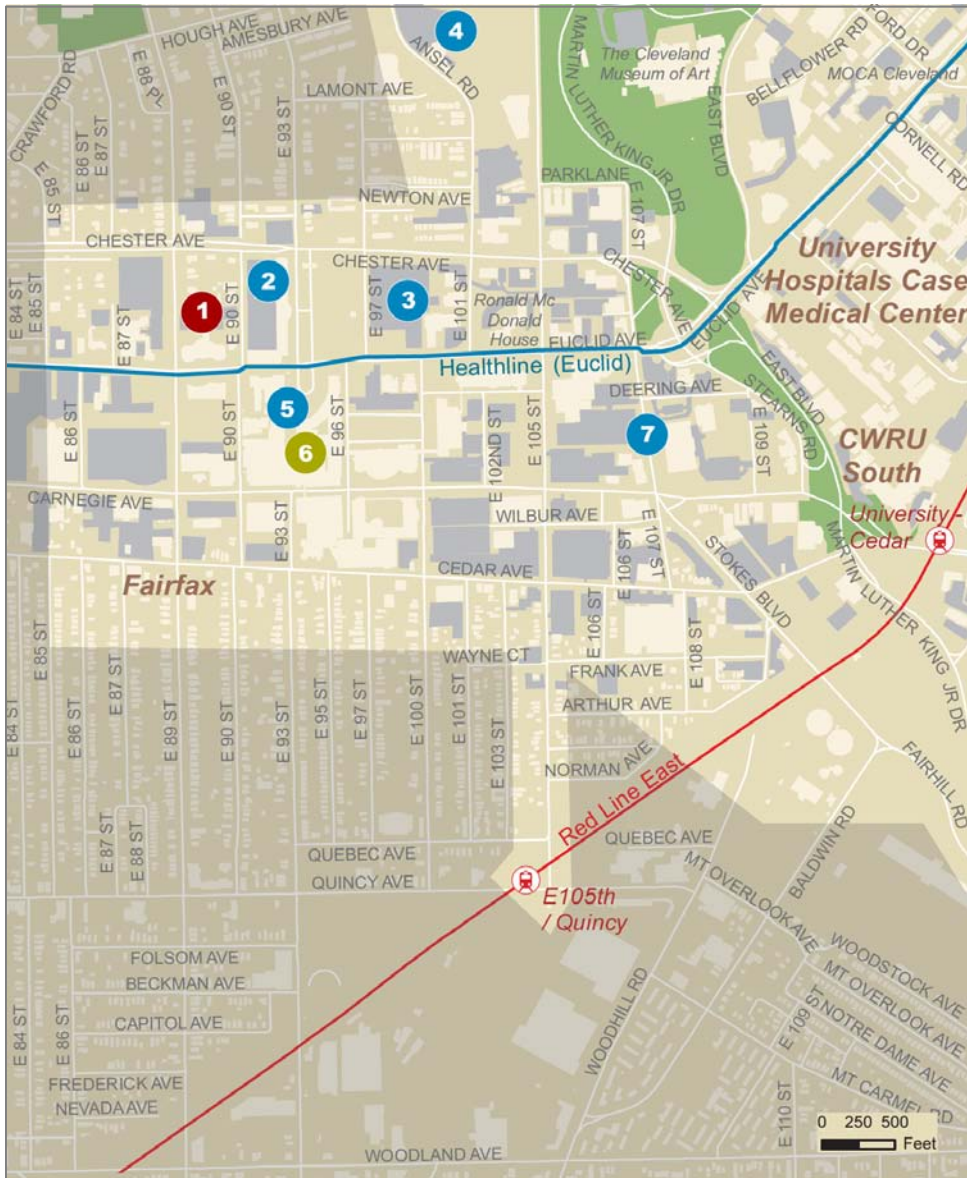


- 1 RTA has coordinated with UH on sustainable commuting to promote transit within their work force, yet, the options and incentives are still widely unknown.
- 2 UH subsidizes RTA passes beyond RTA’s Commuter Advantage (pre-tax) benefit, covering 10% of pass costs for every year of employment. After 10 years, the pass is free. This program is not well-communicated and is under-utilized. Current enrollment is ~100. Parking is also subsidized, and the true costs of these alternatives are not clearly understood by UH employees. For example, employees are unaware of how much their parking costs are reduced through subsidies and, how much other factors beyond parking fees affect the cost of driving vs. transit or other alternatives.
- 3 UH spends \$32,000/month on transit pass subsidies, and provides ample bike parking. This has met with only marginal success. Physicians, in particular, must frequently travel to suburban campuses, which limits their interest in commutes that leave them carless during the work day.
- 4 UH provides a dedicated lot offering free, occasional “flex” parking for those who commit to non-driving commutes on most days.

Cleveland Clinic & Stokes Corridor



MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS



- 1 The Cleveland Clinic charges employees between \$60-100 for monthly parking. Price varies based on proximity to campus. Income from permits does not cover the cost of providing the parking.
- 2 Each structured parking space costs \$15k to build. Average \$80/month from permits, doesn't come close to covering these costs. The Clinic accepts this condition of subsidizing parking costs to stay competitive in recruiting and retaining staff.
- 3 The Clinic currently operates 22 parking locations on their main campus, and are operating near capacity (98% in employee garages / 94% in visitor garages).
- 4 Clinic stakeholders indicate that they expect to continually manage employee parking constraints through expanded remote parking on the periphery of the campus and shuttle services.
- 5 Patients and visitors are the priority market for centrally-located parking resources. The Clinic provides several self-parking options for visitors on campus, plus valet.
- 6 The Clinic provides comprehensive parking information to visitors, including a specific parking facility suggested for their visit, a map to that facility, and images of the facility to help drivers recognize it. This is a stand out practice that can significantly reduce traffic created by parking searches.
- 7 Cleveland Clinic planners are forecasting demand for an additional 6,500 parking spaces on-campus in the next 8 years. A roughly 3,000-car garage is planned for the near-term, and will likely be located near the terminus of the Opportunity Corridor, on the edge of the existing campus. The orientation on the periphery is intended to ease access and reduce congestion on the interior of the campus.

MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS



- 1 Lots of new/young employees are living downtown and in University Circle, the idea of living and working in the City is increasingly popular.
- 2 The Clinic is a system of hospitals and family health centers and “we want our patients to receive care close to home,” no matter whether they live in urban, suburban or rural communities. Many patients visit satellite locations, but many end up coming here for specialized care.
- 3 The Clinic actively promotes carpooling, offers discounted RTA passes, promotes biking and has worked with the City to creatively satisfy their bike parking ordinance. “We do everything we can, and we still only get 500 (2.5%) committed alternative commuters per year.”
- 4 The Clinic shuttle buses operate at 6-minute intervals to remote parking locations and can have headways as frequent as 2-3 minutes during peak hours. Utilization of valet parking, which is offered to visitors at 9 locations, is up 700% over the past 5 years.
- 5 The Clinic evaluated transitioning from monthly permits to daily parking rates as a means of providing flexible options, but the shift was estimated to generate a \$5M loss in operating revenue. Alternative commuters are instead offered four free days of parking each month.
- 6 The Cleveland Metropolitan School District is set to begin a School Transportation Plan (Safe Routes to School) effort in late 2014.

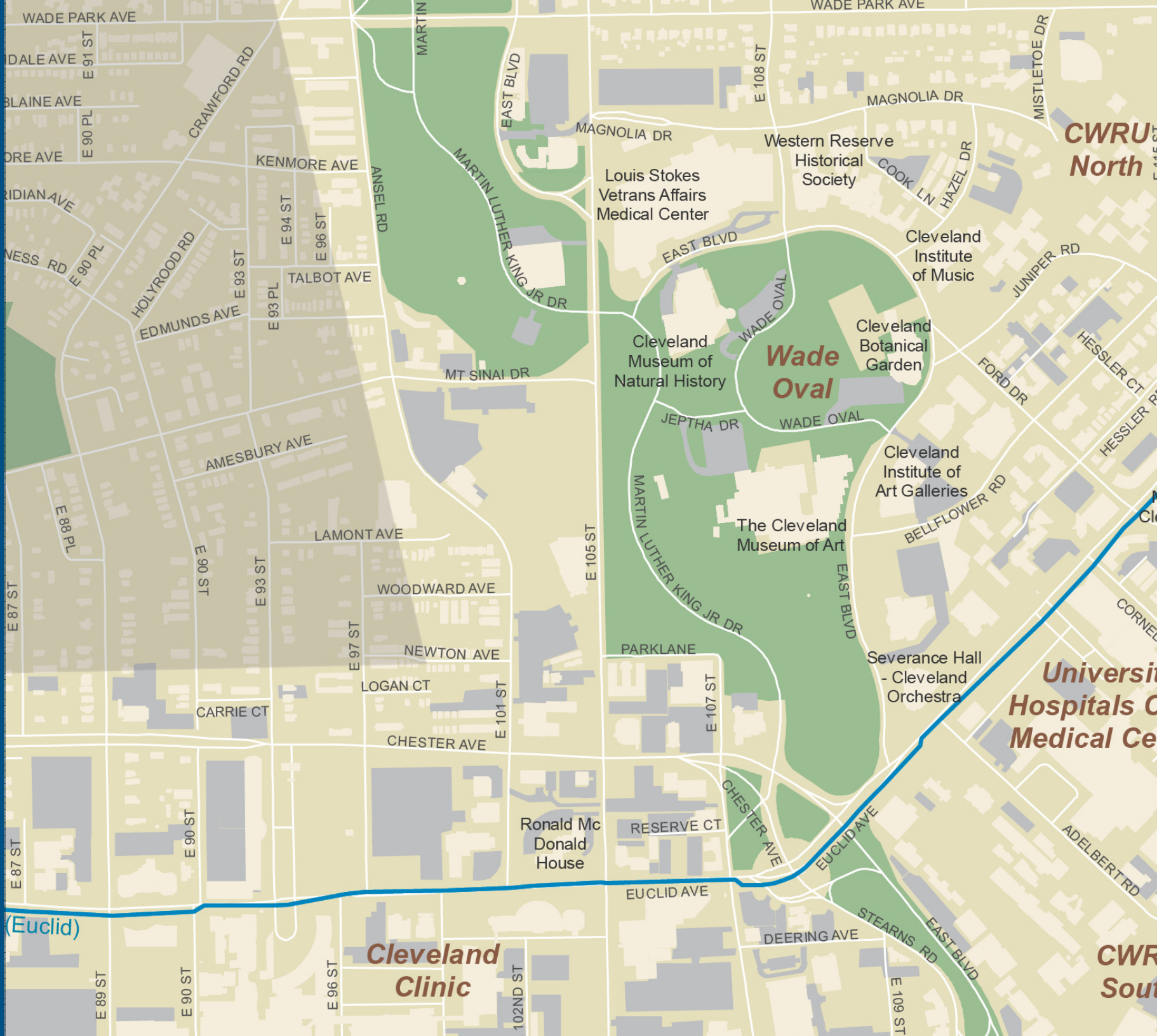
Veterans Affairs



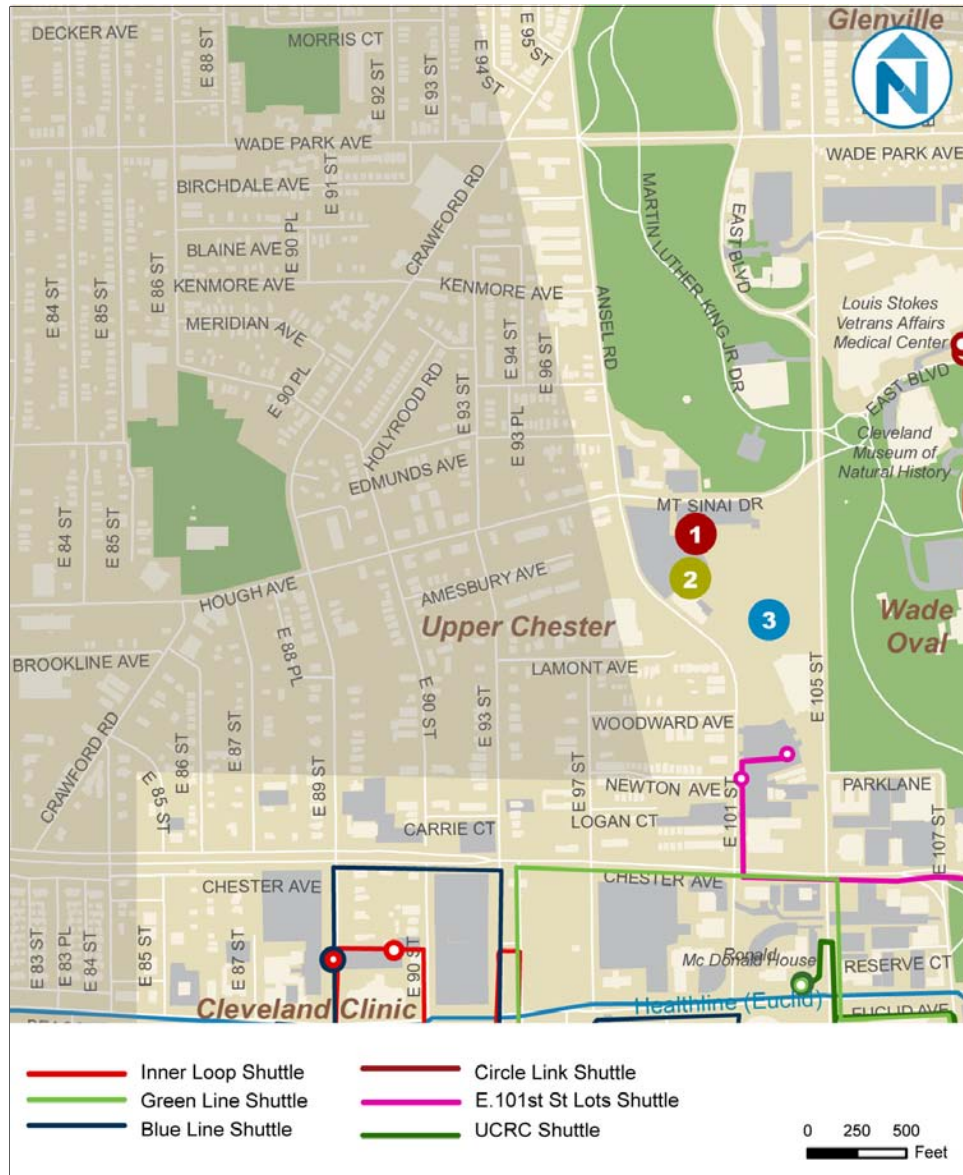


- 1 The VA is committed to sharing its evening and weekend parking surplus with the broader community.
- 2 The VA patient garage (1,500 spaces) fills maybe three times per week. Overflow demand is directed to the employee garage which "never fills up".
- 3 Many patients take transit or use shuttles from veterans-services organizations. County-based vans bring ~200-400 patients to the medical center each day. The VA also operates a shuttle between Parma and the University Circle campus, which caters to veterans. There are about six shuttle runs per day. Shuttle vehicles are also used for field trips/outings, as well as two on-campus shuttle routes, serving patients and employees, many of whom have disabilities.
- 4 The age of VA staff is changing significantly, toward a younger average. These employees tend to be more comfortable with urban environments and are starting to take more advantage of area destinations and amenities.

Upper Chester / West Campus



MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS



- 1 The West Campus/Mt. Sinai area includes a significant amount of CWRU-owned off-site/remote parking assets that are currently used for UH and Cleveland Clinic employee parking. 500,000 to 1.2 million square feet of total building area could potentially be accommodated on CWRU-owned property in the West Campus.
- 2 The Upper Chester/West Campus area currently serves as parking overflow space, and the last vestige of cheap commuter parking options in the area. Its potential to be a full-service, walkable, eds-meds campus with the "complete-neighborhood" amenities of the Upper Chester development could be significantly compromised by attempts to retain current levels of commuter parking capacities.
- 3 Optimizing walking, cycling, and shuttle connectivity between West Campus and other CWRU campuses is a major focus of the current Master Plan.

IMPACT OF FUTURE DEVELOPMENTS

The table below identifies known development projects within University Circle, along with details on location, project details, parking components and district-level implications, and current status. Collectively, these projects point to an opportunity to reshape considerations of potential future supply needs. These should include developing means to avoid excessive supplies, and overreliance upon accessory, on-site parking facilities. Recent and ongoing, large-scale parking expansions by both the VA and Cleveland Clinic also help underscore the importance of continuing to seek successful TDM outcomes among area employers.

Figure 8 Planned Development Changes

Institution/Developer	Location	Description	Parking Component/Impact	Status
Cleveland Museum of Natural History	Along Wade Oval Drive	Museum redesign and expansion New parking garage to replace existing surface lots	On-site capacity gain of over 100 parking spaces. Projected to meet current and post-expansion CMNH parking needs.	2016 – break ground 2019 – finish construction
Case Western Reserve University	Juniper Rd between Ford Dr and Bellflower Rd	Alumni center expansion	Small net loss of existing surface parking. 2014 CWRU Parking Study finds no indication of future supply-demand gap from expected new development.	
Case Western Reserve University	E.115th St near Wade Park Ave	16 double-occupancy townhouses on East 115th Street and 274 beds in a five-story apartment-style building	TBD 2014 CWRU Parking Study finds no indication of future supply-demand gap from expected new development.	Construction to start in 2014, open in 2015
Case Western Reserve University	East Blvd at Bellflower Rd	Current CIA Buildings Will be Demolished and Site Re-Purposed In Future	Site will remain an overflow parking resource until redeveloped.	Pre-planning
Case Western Reserve University	NE corner of E.93rd St at Euclid Ave	New medical education building	No parking added 2014 CWRU Parking Study finds no indication of future supply-demand gap from expected new development.	2014 – break ground 2016 – finish construction

MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS

Institution/Developer	Location	Description	Parking Component/Impact	Status
Case Western Reserve University	West of E. 105th St to Ansel Rd south of Mt. Sinai Dr	Future Development Potential in West Quad	TBD 2014 CWRU Parking Study finds no indication of future supply-demand gap from expected new development.	
Intesa/University Circle Inc.	Corner of Mayfield and E. 117th St	New mixed-use development including 200 apartments, a 700-space parking garage, office space.	Large parking garage will have significant excess capacity, particularly in the interim between Phase I and II of the overall development. Excess capacity is planned for commercial parking, targeting unmet short-term parking demand in Uptown and Little Italy. Excess capacity may also be used to help facilitate renovation of adjacent CWRU "Triangle" garage.	
Case Western Reserve University	Bellflower Rd btwn East Blvd & Ford Dr	Tinkham Veale University Center	No parking added. Expected to increase demand on existing parking. According to CWRU's 2014 Parking Study, not anticipated to be an issue outside of convergence of multiple events.	Opened August 24, 2014
Case Western Reserve University	Between E. 105th St & Ansel Rd south of Mt. Sinai Dr	Maltz Performing Arts Center - Temple-Tifereth Israel Renovation/Addition	TBD 2014 CWRU Parking Study finds no indication of future supply-demand gap from expected new development.	

MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS

Institution/Developer	Location	Description	Parking Component/Impact	Status
Cleveland Clinic	Carnegie Ave btwn E.102nd & E.105th Sts	New Cancer Center (277,000 sf)	<p>TBD</p> <p>The Clinic has a well-established practice of expanding parking when deemed necessary, and a complementary policy of investing in proactive management to ensure facilities can function optimally at very-high utilization rates.</p> <p>Long-term TDM success may help slow rate of parking-demand growth.</p>	<p>2014 – break ground</p> <p>2017 – construction completed</p>
Cleveland Clinic	Cedar Avenue to Wilbur Avenue, between E 105 th St and E 106 th St	New parking structure	<p>Building 3,000-space parking structure on land that currently holds a 500-space surface lot.</p> <p>The Clinic has a well-established policy of investing in proactive management to ensure facilities can function optimally at very-high utilization rates.</p> <p>Long-term TDM success can help slow rate of parking-demand growth and forestall the need for future, large-scale parking expansions.</p>	<p>2014 – break ground</p> <p>2017 – construction completed</p>
The Finch Group	Chester Ave btwn E.93rd & E.101st Sts	Upper Chester Mixed-Use Developments: residential apartments above first floor retail space in six-story structures; two levels of parking provided north of the buildings; a linear park along Chester Ave.	<p>800 new parking spaces</p> <p>New parking standards could help shape parking expectations and provision in this area, which is expected to see significant redevelopment. Key strategies should include shared parking incentives and flexible parking maximums to prevent excessive construction of accessory parking.</p>	<p>Initial wave of construction could be finished by June 2015</p>

MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS

Institution/Developer	Location	Description	Parking Component/Impact	Status
TBD	Crawford at Wade Park Ave	Demolition and reconstruction of MLK Plaza retail center	TBD New parking standards could help shape parking expectations and provision across University Circle. Key strategies should include shared parking incentives and flexible parking maximums to prevent excessive construction of accessory parking.	Identified as development opportunity by the city
City of Cleveland	Carnegie Ave at Stokes Blvd	John Hay High School renovation linking school campus to CWRU & Cleveland Clinic	TBD New parking standards could help shape parking expectations and provision across University Circle. Key strategies should include shared parking incentives and flexible parking maximums to prevent excessive construction of accessory parking.	Identified as development opportunity by the city
FRDC/UCI	Cedar at E. 105th St	Redevelop the area to a mixed-use district incorporating institutional and research facilities with residential development including live-work spaces	TBD New parking standards could help shape parking expectations and provision across University Circle. Key strategies should include shared parking incentives and flexible parking maximums to prevent excessive construction of accessory parking.	Identified as development opportunity by the city

MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS

Institution/Developer	Location	Description	Parking Component/Impact	Status
FRDC/UCI	Area south of Carnegie, east of E.105th and west of Stokes	Redevelop area for office, institutional and research facilities incorporating residential development, including live-work spaces, in locations closer to University Circle	TBD New parking standards could help shape parking expectations and provision across University Circle. Key strategies should include shared parking incentives and flexible parking maximums to prevent excessive construction of accessory parking.	Identified as development opportunity by the city
University Circle Inc	Euclid Ave at Stearns Rd	High-rise apartment building (25 -28 stories tall)	Expect to build on top of a parking garage, details New parking standards could help shape parking expectations and provision across University Circle. Key strategies should include shared parking incentives and flexible parking maximums to prevent excessive construction of accessory parking.	Agreement signed; aiming for 2017 opening
MRN Ltd.	Euclid at Mayfield	Mixed-use development with 200 apartments, shops, restaurants, bookstore, grocery store	The lot at Euclid Ave. and Ford Rd. will be opened for residential and retail parking; 100 metered spaces in the Triangle parking lot are also available.	Under construction
Perrotti Development	Mayfield Road and East 119 th St	Proposed 17 condo building (24,000 sf)	TBD New parking standards could help shape parking expectations and provision across University Circle. Key strategies should include shared parking incentives and flexible parking maximums to prevent excessive construction of accessory parking.	Unknown

MOVING GREATER UNIVERSITY CIRCLE | DISTRICT PARKING STUDY EXISTING CONDITIONS

Institution/Developer	Location	Description	Parking Component/Impact	Status
Casa d'Angolo Condominiums	Mayfield Road and E. 126 th St	Condo development to replace Primo Vino restaurant	TBD New parking standards could help shape parking expectations and provision across University Circle. Key strategies should include shared parking incentives and flexible parking maximums to prevent excessive construction of accessory parking.	Construction planned to begin spring 2015