

Bronzeville District Parking Study

In response to
Department of City Development
809 North Broadway
Milwaukee, WI 53202



Prepared By
Norris & Associates, Inc
9001 North 76th Street Ste 306
Milwaukee, WI 53223

June 3, 2008



TABLE OF CONTENTS

TAB 1.
EXECUTIVE SUMMARY

TAB 2.
INTRODUCTION

TAB 3.
APPENDIX



TAB 1.
EXECUTIVE SUMMARY

Executive Summary

Project Description

The Bronzeville District parking study area is located on the near north side of Milwaukee just east of Interstate 43. Specifically the study area is the four blocks immediately north and south of North Avenue between Martin Luther King and the 7th Street (Figure 1). North Avenue, which has direct access to I-43, is the main transportation corridor for the area, carrying 23,000 vehicles per day through the project area according to WisDOT 2001 traffic counts.

The City of Milwaukee through the Department of City Development (“DCD”) conducted a market analysis and district plan study for the Bronzeville area (February 2005) which determined the need to review parking supply and demands and to develop a comprehensive parking study and parking management plan for the Bronzeville area. DCD initiated the study to address the current and future parking needs and to recommend a parking management program for implementation by the City and other agencies.

Analysis Methodology

Assessing parking demands was the principal objective of the study. Parking needs depend on the magnitude of the parking demands generated by the residents, employees and visitors; the availability of the adequate parking supply; the availability of transit or other alternative modes of transportation; and the extent of a captive-market environment. Managing the balance between parking demand and parking supply is the main issues of this study.

Two scenarios were evaluated as part of the parking study for the supply and demand analysis:

1. The current or existing condition of the Bronzeville area with various land uses including residential, commercial and institutional uses. The buildings around the area are stand alone structures with the exception of the one block west of Martin Luther King Drive that is of medium density with continuous building façade
2. The proposed or future development, which will create an African American Cultural and Entertainment District that includes several types of commercial establishments combined with entertainment and dining establishment will provide the potential for additional cultural attractions in the future. Future changes in parking supply and demand were projected based upon the emerging development projects supplied by DCD. The development includes projects that are underway or planned and expected to be completed within a short period from 1 to approximately 5years. The new developments represent projects that will impact both the supply and demand for parking spaces in the short term and extending perhaps to the year 2018.

Parking Impact

The parking supply and demand analysis reveals an excess of **411** parking spaces for the current (existing 2008) condition, deficiency of **-260** parking spaces for the proposed (2013) conditions 1-5years from now and a deficiency of **-312** parking spaces for the future (2018) conditions (see summary Table below).

Summary Table

TABLE S-1

EXISTING AND PROJECTED OVERALL PARKING SURPLUS / DEFICIENCY 2008, 2013 AND 2018			
BRONZEVILLE AREA	2008 EXISTING CONDITIONS	2013 EMERGING DEVELOPMENT	2018 FUTURE DEVELOPMENT
Overall Parking Surplus or Deficiencies (-)	411	-260	-312

Recommendations

To solve parking deficiencies noted in the analysis, several alternatives were investigated. The alternative generally falls into three categories:

1. Provide additional parking,
2. Transportation management solutions that make better use of existing facilities and right of way, and
3. Parking demand management measure, such as to encourage use of alternative modes for access to Bronzeville.

The implementation of parking demand management measure is a positive step to lower the need for parking and encourage alternative modes of transportation. Six categories of parking management actions were identified as being measures the City could undertake:

- On-street parking supply improvement;
- Off-street parking improvement;
- Parking and transit coordination;
- Parking pricing (\$0.25)
- Enforcement and determination; and
- Marketing and public information

Solution for parking in the study area entails developing several programs in multiple stages. There is no one solution for improving parking. Many elements should be considered when implementing future programs. The recommendations in this study should be viewed as guidelines for future parking development.

On-Street Parking Supply

The recommended strategies and tactics for improving and managing the availability and utilization of on-street parking include the following:

- Review the impact of changes in traffic patterns in respect to time-zoning the use of bronzeville streets for traffic movement during peak hours and for parking during off-peak hours and on weekday evenings and weekends.
- Consider opportunities to increase the number and turnover of on-street spaces, particularly on North Avenue and Martin Luther King Drive.
- Introduce curb metered parking zones to the expanding commercial and entertainment areas, such as Martin Luther King Drive.

Off-Street Parking Supply

Bronzeville community area has relied on the private and commercial development of off-street parking. The private sector built, owns and operates all of the off-street parking facilities in bronzeville. Consequently, the current role of the DCD in providing public off-street parking is predominantly one of developing and applying rules and standards regulating the amount, location and type of parking and amenities and facilities to be provided.

The recommended strategies and tactics for improving and managing the availability and utilization of off-street parking include the following:

- Administer and provide incentives for shared parking for development projects with mixed uses to encourage joint development and improve utilization of parking facilities, including:
 - Joint parking facilities in close proximity of each participating development
 - The time periods when each development would use the parking facility should not overlap or be in conflict, and
 - There should be a legally enforceable agreement between each participating developer to ensure the facility is built and operated in accordance with shared parking requirements;
- Provide incentives for private development of public-use parking;
- Where feasible, require the development of underground parking in new office buildings;
- Focus on parking demand management versus new supply (including trip reduction through flexible work schedules, telecommunicating, transit use, and ride sharing);
- Encourage residential development near employment to reduce future growth in commuter parking demands;
- Establish short term parking space requirement for off-street lots in high demand commercial areas (North Avenue and Martin Luther King Drive);
- Improve lighting, pedestrian access, and security in underutilized off-street parking areas to increase evening use.

Parking and Transit Coordination

Tactics for reducing vehicular travel and congestion in bronzeville area include encouraging commuters to utilize transit buses to reach their place of employment.

- Consider increasing the buses level of services;

- Improve the publicizing of route and schedule information for the bus services;
- Provide passenger amenities at transit stop to increase the popularity and acceptability of transit use;

Parking Pricing

Parking pricing is an effective tool for reducing solo driving and increasing the use of alternative modes of travel. Both the City and the private sector should implement parking pricing strategies that are designed to encourage the use of alternatives to solo driving.

- Recognizing the importance of the Bronzeville District, the City will need to cooperate in implementing parking pricing approaches, including consideration of the following tactics:
 - Review on street parking pricing relative to adjacent off street parking,
 - Impose fees for solo drivers or long term parkers in public parking facilities (future plans)
- Private developers and employers also can play a role in parking pricing, including the following:
 - Reverse “early bird” or monthly discount favoring long term commuter parking,
 - Develop parking regulations and pricing for commercial and retail mixed use areas and manage and enforce parking.

Parking enforcement and determination

Parking regulations are necessary to maintain efficient and functional parking system operation and service. Effective enforcement and adjudication of municipal parking regulations is important to the economic health and vitality of the city by encouraging orderly utilization of the available parking supply. Norris & Associates, Inc. staff made the following observations regarding current enforcement practices and challenges:

- Double-parking of vehicles on North Avenue is a routine problem, partly due to the relatively distant location of designated parking and loading/delivery areas.
- Parking meters are preferred to various designations along Martin Luther King Drive because of enforcement difficulties.

In additional to the implementation of parking demand management measures, potential sites were identified for additional parking opportunities in the study area. In determining sites for parking facilities, parameters were used that allowed an objective evaluation of sites. A well located and designed parking facility will be close to primary destinations with good access; it will complement existing land use and not detract from the neighborhood; the site will have dimensions that maximize efficient use of space available; and will not have features that make development difficult such as: environmental problems, multiple owners, or sellers. Applying these parameters to potential sites in the study area resulted in two sites that appear to be good candidates for additional parking:

- North of North Avenue between N. 5th Street and N. 7th Street on the City (DCD) owned properties (see fig. 4)
- South of North Avenue between N. 4th Street and N. 5th Street (see fig. 4) west of the existing school building

Both of these sites could be used for future parking lots to cater for the parking deficiencies shown on the supply and demand analysis. The City selection for the final decision would be required.

Bronzeville District Parking Study
Exhibit EXEC-1
Response To Stakeholders Comments

1. **Question: Parking per Square Foot.** I believe the estimates were based on 1 space per 500 square feet. There was a consensus among the group that this is not sufficient for entertainment uses, nor strong retail. I think at a minimum 1 space per 100 square feet should be used, which is the code required minimum for a theater and many other entertainment uses.

Answer: The number of parking spaces per 1000 SF is based on the City of Milwaukee regulations for the minimum spaces required for a given type of development. A Developer has the option to provide for more spaces. Milwaukee has one of the lowest parking ratios in the country. The ratio suggested above (1 space per 100 SF) is acceptable if land is available and is cost-effective to build. The cost-effectiveness is based on market supply & demand. The parking study analyzed projected periods (3, 5, 10 years) to determine the supply & demand. With a few exceptions, the results are that the area has an overall surplus of parking spaces. It is important to understand that an overall master plan identifying specific development projects within the Bronzeville District has not been developed. That plan which is typically called a "master development plan" shows suggested "site specific" developments. For example, an entertainment development such a theater type and size has not been identified. Therefore, short of having a Bronzeville District plan, specifically showing where development will occur it would be premature to speculate to where and to what size a theater would be developed. Therefore, the calculation of parking spaces per square foot should be based on existing land use in accordance to regulations. To fine tune the parking study requires an overall masterplan of the proposed development for Bronzeville.

2. **Question: No-Parking Areas.** In calculating the street spaces it was unclear whether spaces blocked by bus stops and left hand turn lanes were considered. That obviously needs to be confirmed. Also, the plan should include a reconsideration of these turn lanes and number of bus stops.

Answer: Yes, all existing bus stops and left hand turn lanes were taken into consideration.

3. **Question: Location of Parking Areas.** Perhaps it is not part of the scope, but to the extent that initial presentation included some potential sites for parking lots/structures, I hope that more sites near King Drive will be considered. I think it would make good sense to locate a structure as close to King & North as possible. This would be a great partnership opportunity between King Drive Businesses and the Bronzeville effort.

Answer: Yes, several sites were considered (both surface & structure) and compared against the available private and public inventory. Again, as stated in response #1 without the benefit of a Bronzeville District Master Plan study showing potential development projects the locations used in the parking study were based on likely sites. The key point to make here is to minimize the amount of real estate used for parking but instead reserve

the land for development. Partnership with private owners that have parking spaces is one alternative. Another alternative is to redevelop existing sites that have privately owned parking spaces. For example, the existing Walgreens site, which has under utilized parking spaces, could be redeveloped for a larger mixed-used development. The redevelopment would incorporate some of the future development projects (including a new Walgreens), which would better utilize the parking spaces without obtaining any land from the Bronzeville area. The Walgreens site is a possible location for a theater.

4. **Question: Sight Lines.** The consultant mentioned a Florida Community where it was evaluated how far customers will actually walk to get to a location from parking and what sight lines need to be maintained. A similar analysis needs to be done here. A parking lot on North 7th Street (the western end of Bronzeville) will not work for anyone that wants to visit destinations beyond North 5th Street, assuming North 5th Street is the midpoint of the Bronzeville District. For the same reason, a parking lot or structure located on Martin Luther King Jr. Drive (eastern end of Bronzeville) will not work for anyone that wants to visit destinations beyond North 5th Street.

Answer: The term was “Site Parking Lot Cells” used in Old Town Pasadena, California. The concept is to identify off-street parking (surface & structure) lots near key development projects to minimize the travel distances for pedestrians. Again, this depends on the overall Bronzeville District Master planning analysis.



Bronzeville District Parking Study
June 3, 2008

TAB 2.
INTRODUCTION

Introduction

The City of Milwaukee Department of City Development (DCD) desires to complete planning and pre-development services leading to the creation of an African American Cultural and Entertainment District along North Avenue between Martin Luther King and 7th Street. As part of this planning process, the City through Department of City Development wishes to review parking supply and demand and to develop a comprehensive parking study and parking management plan for the Bronzeville District area.

The study area is located on the near north side of Milwaukee just east of Interstate 43 (Figure 1; see following page). Specifically the study area is the four blocks immediately north and south of North Avenue between Martin Luther King and 7th Street.

The area contains various land uses including residential, commercial, and institutional uses. Most of the buildings are stand-alone structures. However the one block area just west of Martin Luther King Drive is of medium density characteristic with a continuous building façade. North Avenue is a main transportation corridor for the area, carrying 23,000 vehicles per day through the project area according to WisDOT 2001 traffic counts. North Avenue has direct access to I-43.

The King Drive Commercial District forms the eastern boundary of the proposed North Avenue Corridor. Over the past 5+ years, the King Drive corridor, which is also a Business Improvement District (BID), has experienced significant redevelopment and revitalization, and has attracted new retail, dining, service and commercial uses to the area. For example, near the King Drive/North Avenue intersection are a successful Foot Locker, Payless Shoes, Walgreens, Subway, Wendy's, Rainbow Fashions, Dollar General and Ponderosa Steakhouse. King Drive provides a very strong eastern boundary for the proposed North Avenue district. Interstate 43 parallels 7th Street, as the western border of the proposed district. I-43 is a heavily traveled freeway (137,000 vehicles per day) with an interchange at North Avenue. This provides very good visibility and access to the project area.

Study Purpose and Objectives

The Department of City Development (DCD) initiated this parking study to address the current and future parking needs and recommends a parking management program for implementation by the City and other agencies. The study is expected to help the City plan for ways to alleviate current and future parking problems in the Bronzeville District area.

Development projections enable the City to anticipate future parking and public transit needs.

The study area is shown in **Figure 1**.

Related Studies

At the outset of the study, previous market analysis and a district plan study based on community input, market factors, land usage, and availability related to the project area was provided by the Department of City Development. Based on the market analysis

and public input, the plan provides a preliminary district land use plan, conceptual streetscape, and recommended next steps and implementation phasing.

- Bronzeville District Plan
For the City of Milwaukee
By CH2MHILL
Conducted (February 2005)

Other related studies and documents were also subsequently provided by the City during the course of the study, and were considered for the parking study findings and recommendations.

Parking Inventory and Utilization Survey

A comprehensive parking inventory was conducted during February-March 2008 to identify all existing parking spaces within the study area, both on-street and off-street locations. The inventory results provide information on the location, type of parking (on-street metered and non-metered, off-street lots and garages) type of use (public or private), use restrictions, cost, and other pertinent factors.

The inventory identified a supply of 1,173 parking spaces in the 8-block Bronzeville area. This also included 8 loading zones.

24 curb “spaces” devoted to transit stops. A summary of all parking spaces by type is listed in **Table 1**. A total of 603 parking spaces (51.41 percent) are off-street lots, garages or alleys and other informal parking areas. Another 570 spaces (48.59 percent) are located at the curb, within the range typically found in similar size Bronzeville areas.

The available parking supply in the study area is shown in **Figure 2**. A unique block number for purposes of this study identifies each block. On-street parking facilities and other curb uses are shown around the perimeter of each block, with different colors signifying metered and un-metered parking. Off-street parking facilities are identified within each block, including surface lots and garages available for general public use as well as facilities restricted for private use.

Curb Parking and Loading Zones

Curb spaces account for 48.59 percent of the 1,173 spaces available for public hourly or daily parking in the study area. Of the 570 curb spaces, 96 spaces have no time restriction posted. Un-metered curb parking with restricted time limits defined by traffic signs amount to 474 spaces. During the peak hours of business, availability of curb parking in the study area and adjacent sectors is very limited.

On-street loading zones designated for commercial loading, customer service and passenger loading total 8 zones. Other loading zones located in alleyways or off-street locations are not included in this number. The loading zones are concentrated primarily on North Avenue and North Martin Luther King Street in the Bronzeville area where business and commercial activity are highest.

Off-Street Parking

The off-street parking facilities in the study area, by location, type and number of spaces, are shown in Figure 2 and summarized in Table 1. As of the January 2008 inventory, there were 603 spaces in off-street lots, garages and informal parking areas. The off-street spaces are classified as “public” and “private” use based on who is able to utilize them. Private parking spaces are owned or used by business firms for their customers or employees. Public spaces define parking that is open for use by the general public, either for free or on a fee-paid basis.

Private Lots and Garages - Private off-street parking facilities contain 603 spaces or approximately 51.41 percent of the available parking. These spaces are split between garages (114 spaces) and surface lots (489 spaces). These lots provide mixed private and public parking, including some paid hourly public parking spaces intended for use by customers and visitors.

**TABLE 1
2008 BRONZEVILLE AREA PARKING SPACE INVENTORY**

Type of Parking	Restriction	Spaces	Percent
Curb Un-metered	30 minutes	13	1.11%
	One Hour	72	6.14%
	Two Hour	389	33.16%
	Unlimited	96	8.18%
Total Curb Parking Spaces		570	48.59%
Off-Street Private	Surface Lots	489	41.69%
	Garage	114	9.72%
Total Off-Street Parking Spaces		603	51.41%
Grand Total Parking Spaces		1173	100.00%

Public Lots and Garages – This study revealed no public off-street parking spaces. These spaces are usually available for use by the general public for hourly or daylong parking, generally on a parking fee paid basis. The small proportion of public off-street parking could have contributes to the perceived shortage of available parking in the study area.

Parking Accumulation - Parking accumulation refers to the total number of parked vehicles occupying spaces at each hour during a typical day, either in off-street facilities or at on-street curb locations. Accumulation data is useful for analyzing the utilization of parking facilities. Comparison of the accumulation of parked vehicles to the available supply of parking spaces throughout the day indicates the variation in parking occupancy during a typical weekday. It is important to note that the effective capacity of a parking facility or a set of on-street curb spaces is somewhat less than the actual number of existing spaces. Because of turnover and the coming and going of parkers, a certain number of spaces are usually unoccupied and available to those “hunting” for spaces. Otherwise, a fully occupied facility could not accommodate any additional parkers seeking vacant spaces and would become congested with vehicles waiting for parking

spaces. Other factors such as improperly parked vehicles taking up more than one space may also reduce the true capacity. Based on typical parking turnover patterns, the effective capacity of on-street spaces is considered to be about 90 percent of the actual total. For off-street lots and garages, the effective capacity is considered to be about 85 percent of the total number of spaces.

Year 2008 Parking Demands

2008 parking demands were estimated based upon existing land use information including type of use and gross floor area, as represented by parcel data obtained from the City of Milwaukee GIS website. The Milwaukee city zoning code requires one parking space for every 500 sf on the first floor and one for every 1,000 sf on the second and above floors. The land use categories and typical weekday parking generation for various uses are shown in Table 2.

TABLE 2
LAND USE CATEGORIES AND TYPICAL WEEKDAY PARKING GENERATION

Land Use Category	Uses Included	Typical Weekday Parking Generation	Parking Generation Used For Estimating Mid-Day Demands
Single-family	Single family detached, Attached, Two-family housing	0.20 to 2.00 spaces per unit	0.75 spaces per unit
Multi-family	Three / fourplex, Apartment / Condo, Group Quarters, Retirement Housing	0.24 to 1.90 spaces per unit for low / mid-rise apartment, 0.30 to 0.34 spaces per unit for high-rise apartment, 0.20 to 1.61 spaces per unit for residential condominium, 0.11 to 0.48 spaces per unit for retirement community	0.75 spaces per unit
Commercial	Retail & General Merchandise, Apparel & Accessories, Furniture & Home furnishings, Grocery & Food Sales, Eating & Drinking, Auto Related, Entertainment, Personal Services, Lodging, Building Services	1.2 to 6.17 spaces per 1000 square feet GLA for shopping centers, 6.25 to 25.83 spaces per 1,000 square feet GLA for restaurants, 0.26 to 1.32 spaces per room for convention hotel	2.5 spaces per 1,000 gross square feet

Office	Administrative Offices, Financial Services, Medical Offices, Research & Development	0.50 to 3.00 spaces per 1,000 gross square feet for general offices, 2.29 to 7.42 spaces per 1,000 gross square feet for banks	2.5 spaces per 1,000 gross square feet
Industrial	Manufacturing, Warehousing, Equipment Sales & Service, Recycling & Scrap	0.67 to 3.48 spaces per 1,000 gross square feet	1.0 spaces per 1,000 gross square feet
Civic	Semi-institutional Housing, Hospital, Government Services, Educational, Meeting & Assembly, Cemetery	0.74 to 2.96 spaces per bed for hospital, 0.16 to 0.22 spaces per student for senior high school, 0.82 spaces per student for technical college	2.5 spaces per 1,000 gross square feet

SOURCE: Institute of Transportation Engineers Parking Generation, (2nd Edition).

The parking demands of parkers using both curb spaces and off-street facilities were combined to determine the total parking demand for each block. This analysis was completed on block-by-block basis, the combined at sector level, and finally for the overall Bronzeville area.

Total for the year 2008 parking demands for a typical weekday amount to 762 spaces. The highest demands are concentrated in the eastern portion of the study area (blocks 1, 5 and 6) where the general office, restaurant and other high activity uses are concentrated along North Avenue and Martin Luther King Drive. The parking demands by block for the study area are illustrated in **Figure 3**.

Land uses located within a block determine the number of parkers the block attracts and the demand for parking spaces at particular times. Retail land use attracts parkers who arrive at different times throughout the day and parking accumulation fluctuates from hour to hour. Offices attract mostly work-related trips and have a more stable parking demand throughout the day. Restaurants, eating and drinking establishments and entertainment venues attract mostly lunchtime and evening trips and have a low level of parking demands at other times of the day. The accumulation of parked vehicles within each block in the study area varies throughout the day based on the types of parking generators and the trip purposes of the many individual parkers coming to each area. Nightclubs and restaurants attract significant parking demands in the evenings and on weekends. Tuesday, Friday and Saturday evenings are the peak nights for entertainment activity. When evening parking demands exceed the available supply, parking spills over into adjacent residential neighborhoods and coincide with the timing of peak residential demands.

Year 2008 Parking Supply/Demand Analysis

Parking needs were determined by assessing the supply / demand situation and evaluating parking patterns and habits. To calculate existing parking needs, block-by-block and sector-level analyses were made of the supply and demand for parking spaces. Parking surpluses or deficiencies by block and sector for the Bronzeville study

area were determined by comparing the inventoried parking supply to the estimated year 2008 parking demands.

When analyzing parking needs, supply deficiencies in one block may be offset somewhat or even satisfied by surpluses in nearby blocks within an acceptable maximum walking distance, typically 2-3 blocks. Therefore, parking supply and demand was also analyzed at the sector level. Parking surpluses and deficiencies at the block level are illustrated in **Figure 3** and the analysis is summarized in Table 3.

The estimated parking surpluses and deficiencies represent typical weekday conditions at the peak demand period of approximately 2:00 pm of the 8 blocks in the study area, 1 was found to have existing parking deficiencies. A total of 2 blocks approximated a supply-demand balance (with less than 25 spaces). A total of 4 blocks had surpluses.

**TABLE 3
2008 BRONZEVILLE AREA PARKING SUPPLY AND DEMANDS**

Block No.	Curb Spaces	Lot Spaces	Private Garage Spaces	2008 Supply and Demand (Spaces)		Surplus / Deficiency (-)
				Supply	Demand	
1	56	62	--	118	157	-39
2	60	70	--	130	88	42
3	60	41	18	119	98	21
4	48	70	20	138	47	91
5	76	204	--	280	121	159
6	84	42	30	156	133	23
7	96	--	24	120	69	51
8	90	--	22	112	49	63
TOTAL	570	489	114	1173	762	411

SOURCE: Parking inventory and utilization February - March 2008

Projected Year 2013 Parking Supply/Demand Analysis

The Department of City Development (DCD) provided information on planned and ongoing development projects that will impact the future parking supply and demands. Future changes in parking supply and demands were analyzed based upon the Bronzeville (2005) District Plan and project information provided by DCD. The district plan and project information provides major projects that are underway or planned and expected to be completed within a short-term period of 1 to 5 years.

Available project information about proposed changes in land use and parking supply was analyzed to identify planned changes that will affect the future parking supply and demands. The existing land use and parking data were updated to reflect the proposed changes in type of land use, gross floor area, and available parking supply for each of the affected blocks. Parking supply and demands were subtracted where existing uses will be displaced by new development and added based upon available information for planned projects. The parking supply / demand analysis was recalculated to estimate the impact on parking space surpluses and deficiencies for blocks and sector. Generation rates typical of new development were used to estimate the parking demands for planned projects.

It is important to note that the projected changes in parking surpluses and deficiencies do not necessarily represent the future conditions that will occur in the next five years.

Development plans for individual projects included in the DCD project information may change and other changes may occur that could significantly alter the estimated future parking needs. The purpose of analyzing the projected 2013 parking needs is to estimate the impact of the planned and proposed Bronzeville developments that are currently known.

Based on the DCD projects information, the projected year 2013 parking situation in Bronzeville study area is shown in Table 4 and illustrated by Figure 4. A total of 5 blocks are projected to have parking deficiencies, compared to 1 block for the existing 2008 conditions. The overall parking deficiency for the study area is projected to be approximately 260 spaces. 1 block is anticipated to approximate a supply-demand balance and another 2 blocks has projected surplus. The projected parking deficiencies continue to be concentrated along both sides of North Avenue from Martin Luther King Drive to N. 7th Street.

The analysis of projected parking surpluses and deficiencies indicates that the sector in the high activity areas will continue to experience significant parking deficiencies. Considering the practical capacity of parking the overall deficiency of 260 spaces represents a future parking need for approximately 300 spaces.

TABLE 4

2013 BRONZEVILLE AREA PARKING SUPPLY AND DEMANDS			
2013 Supply and Demand (Spaces)			
Block No.	Supply	Demand	Surplus / Deficiency (-)
1	118	193	-75
2	130	111	19
3	119	156	-37
4	138	80	58
5	280	132	148
6	156	169	-13
7	120	178	-58
8	112	164	-52
TOTAL BLOCK SURPLUS / DEFICIENCY (-)	1,173	1,183	-10
FACILITIES			
Apparel and Accessory Store	--	18	-18
Drug and Proprietary Stores	--	22	-22
Eating and Drinking Places	--	39	-39
Food Stores	--	17	-17
Furniture and Home Furnishing Stores	--	11	-11
Home Appliance, Radio and TV Stores	--	12	-12
General Merchandise	--	130	-130
TOTAL FACILITIES SURPLUS / DEFICIENCY	--	250	-250

(-)			
TOTAL 2013 SURPLUS / DEFICIENCY (-)	1,173	1,433	-260

SOURCE: Projected future parking supply and demands were estimated based upon available information for planned and ongoing development projects provided by City of Milwaukee Department of City Development (DCD)

Impact of Other Future Development Projects on Parking Needs

The Department of City Development (DCD) project information list does not include all the development that will occur in 2008-2018. Other development projects during the ten-year period will also impact the overall parking needs. In order to assess the impact of additional development over the ten years, an additional 20 percent increase in overall parking demands was considered. The impact of an additional 20 percent increase in parking demands because of other development projects ten-year period would result to an overall parking deficiency of approximately 312 spaces.

TABLE 5

EXISTING AND PROJECTED OVERALL PARKING SURPLUS / DEFICIENCY 2008, 2013 AND 2018			
BRONZEVILLE AREA	2008 EXISTING CONDITIONS	2013 EMERGING PROJECTS	2018 FUTURE PROJECTS
Overall Parking Surplus or Deficiencies (-)	411	-260	-312

SOURCE: Projected future parking supply and demand for 2013 was estimated based upon available information for planned and on-going development projects from DCD. Projected 2018 parking surplus is based upon future projected and projected by 20 percent of estimated 2013.

Bronzeville Parking Management Program

Parking management and implementation strategies were identified and evaluated to address parking needs in the Bronzeville study area. Potential parking management strategies include options such as changing the available parking supply of on-street and off-street spaces through parking development or changing parking requirements; increase the effective utilization available parking spaces through pricing strategies and parking regulations and enforcement; and improving the use of public parking through public information, marketing and technology.

Parking Management and Implementation Strategies

The Bronzeville corridor has an overall parking surplus of 411 spaces on typical weekdays, but with localized deficiencies in high-demand locations and during evening peak periods, which leads to frustrations for visitors, business owners and residents seeking parking at particular destinations. As stated in the previous study plan report for the Bronzeville District Improvement Project, the heart of the Bronzeville corridor is an “eclectic zone” that, except for the relatively wide cross section of the Avenue, it has older mercantile buildings located at the front property line served by on-street, parallel-in parking.

Small, incremental improvements in off-street surface lot parking supply will be the primary physical option versus costly and potentially intrusive structural parking solutions. Joint parking arrangements for rear and side parking areas should be included

in new development and redevelopment to promote opportunities for shared parking among adjacent businesses and mixed-use properties.

Parking Management Recommendations

Parking management includes both structural and non-structural improvement options. Structural parking improvement includes the development of curb and off-street parking facilities. Non-structural parking management recommendations include strategies and programs for improving utilization of available parking.

Parking improvement recommendations for the Bronzeville study area was developed based upon the results of the parking needs analysis and the issues and alternatives that were identified in the parking study process. The parking improvement recommendations are grouped into the following four categories:

- On-Street Parking Strategies;
- Off-Street Parking Strategies;
- Transit Strategy; and,
- Parking Management Strategies.

The parking improvement recommendations are illustrated in **Figure 5** and described in the following sections.

On-Street Parking Strategies

Increase short-term parking – Assign more existing spaces or create new spaces as two-hour maximum parking spaces for short-duration visits to particular destinations in the corridor. Potential locations are shown in Figure 5. The effectiveness of this approach will depend on regular enforcement.

Meter coverage – Install two-hour meters or on-street pay-and-display parking in high-demand locations within the corridor to promote parking turnover, influence parking behavior by placing a cost on parking, and to track parking activity. Parking meter revenue generated in the corridor could also be dedicated to future parking improvements in the area. Potential locations are shown in Figure 5.

Off-Street Parking Strategies

Convert additional land to surface parking – Monitor opportunities for the City or private partners to acquire properties placed on the market that would be appropriate for conversion to surface parking, within the first ½ block and primarily on the west side of Martin Luther King Drive along North Avenue. Such parcels would need adequate area to accommodate a workable parking and circulation layout while also meeting landscaping and screening requirements adjacent to residential properties. Shared parking and off-site parking opportunities should be considered for major parking generators along North Avenue and Martin Luther King Drive. Landscape screening and buffers separating residential properties should be incorporated.

Develop a coordinated parking plan for alleys and rear areas – Determine ways to maximize use of available space behind buildings and along alleyways by exploring utilization options and formalizing current informal arrangements and agreements between property and business owners.

This could include more formal marking of parking spaces and areas and associated signage to indicate reserved versus public-use spaces. Bronzeville merchants, property owners and neighborhoods interests should be closely involved in these planning and implementation efforts.

Develop joint parking areas – Encourage joint parking arrangements for rear and side parking areas in new development and redevelopment, to promote opportunities for provision of shared parking among adjacent businesses and mixed use properties.

Transit Strategy

Make the Bronzeville area public transit successful – Work with Milwaukee Bus Transit to increase ridership and promote awareness of the Bronzeville District whereby people can visit various destinations along the Avenue without having to move their vehicles or reach the area entirely through transit service from Downtown or other locations. In the future, consider extending public transit hours to serve visitors to the area for evening entertainment activities and reduce spillover parking in the adjacent residential neighborhoods. Extending Public transit operation into the evening hours will likely require public or private subsidies, as will necessary sanitation and possibly security at the parking locations.

Parking Management Strategies

Increase parking visibility – Implement uniform, attractive directional signage and better striping of on-street spaces to make parkers more aware of their on- and off-street parking options. Parking signs should feature a unique identity for the Bronzeville corridor.

Create a more pedestrian-friendly setting – A variety of physical and streetscape improvements should be implemented in the Bronzeville corridor to improve pedestrian safety and visibility and to encourage walking and longer visits to the corridor. The Bronzeville District Plan report on the local transportation enhancement program outlines typical design elements and traffic calming measures, including:

- Bump-outs at intersections and appropriate mid-block crossings to narrow the pavement width and reduce the crossing distance for pedestrians;
- High-profile pedestrian crosswalks across the Avenue, using pavers or other distinctive materials or colors;
- A potential mid-street esplanade, which also serves as a refuge for pedestrians while crossing a busy street; and,
- Using distinctive paving material or colors along the roadway edge, such as brick pavers within the on-street parking zone, to visually narrow the roadway and encourage slower speeds.

Gateway treatments at the east and west end of the corridor's area, such as from Martin Luther King / North Avenue to 7th Street / North Avenue would alert motorists to the distinctive area they are entering.

Lower speed limits and adjusted signal timing to slow traffic through the area and the need for sidewalk improvements to ensure safe, shaded and well-lit walkways along the study area.

Designate a Bronzeville district parking/transportation coordinator – A single individual is needed to focus on parking issues and improvements, through a private or non-profit arrangement as a function of the neighborhood associations or business coalition. This person would monitor parking utilization patterns, identify surpluses and building vacancies, and link those in need of parking with others with possible solutions.

Coordinate business owner/employee parking – Avenue merchants and business owners should continue to communicate about their parking needs and share common ideas and solutions to ensure maximum convenient parking supply for Bronzeville visitors and customers. Shop owners and employees should park in locations that will leave the prime curb and off-street spaces close to their businesses for use by customers and patrons.



TAB 3.
APPENDIX

**TABLE 1
2008 BRONZEVILLE AREA PARKING SPACE INVENTORY**

Type of Parking	Restriction	Spaces	Percent
Curb Unmetered			
	30 minutes	13	1.11%
	One Hour	72	6.14%
	Two Hour	389	33.16%
	Unlimited	96	8.18%
Total Curb Parking Spaces		570	48.59%
Off-Street Private			
	Surface Lots	489	41.69%
	Garage	114	9.72%
Total Off-Street Parking Spaces		603	51.41%
Grand Total Parking Spaces		1173	100.00%

TABLE 2
LAND USE CATEGORIES AND TYPICAL WEEKDAY PARKING GENERATION

Land Use Category	Uses Included	Typical Weekday Parking Generation	Parking Generation Used For Estimating Mid-Day Demands
Single-family	Single family detached, Attached, Two-family housing	0.20 to 2.00 spaces per unit	0.75 spaces per unit
Multi-family	Three / fourplex, Apartment / Condo, Group Quarters, Retirement Housing	0.24 to 1.90 spaces per unit for low / mid-rise apartment, 0.30 to 0.34 spaces per unit for high-rise apartment, 0.20 to 1.61 spaces per unit for residential condominium, 0.11 to 0.48 spaces per unit for retirement community	0.75 spaces per unit
Commercial	Retail & General Merchandise, Apparel & Accessories, Furniture & Home furnishings, Grocery & Food Sales, Eating & Drinking, Auto Related, Entertainment, Personal Services, Lodging, Building Services	1.2 to 6.17 spaces per 1000 square feet GLA for shopping centers, 6.25 to 25.83 spaces per 1,000 square feet GLA for restaurants, 0.26 to 1.32 spaces per room for convention hotel	2.5 spaces per 1,000 gross square feet
Office	Administrative Offices, Financial Services, Medical Offices, Research & Development	0.50 to 3.00 spaces per 1,000 gross square feet for general offices, 2.29 to 7.42 spaces per 1,000 gross square feet for banks	2.5 spaces per 1,000 gross square feet
Industrial	Manufacturing, Warehousing, Equipment Sales & Service, Recycling & Scrap	0.67 to 3.48 spaces per 1,000 gross square feet	1.0 spaces per 1,000 gross square feet
Civic	Semi-institutional Housing, Hospital, Government Services, Educational, Meeting & Assembly, Cemetery	0.74 to 2.96 spaces per bed for hospital, 0.16 to 0.22 spaces per student for senior high school, 0.82 spaces per student for technical college	2.5 spaces per 1,000 gross square feet

**TABLE 3
2008 BRONZEVILLE AREA PARKING SUPPLY AND DEMANDS**

Block No.	Curb Spaces	Lot Spaces	Private Garage Spaces	2008 Supply and Demand (Spaces)		Surplus / Deficiency (-)
				Supply	Demand	
1	56	62	--	118	157	-39
2	60	70	--	130	88	42
3	60	41	18	119	98	21
4	48	70	20	138	47	91
5	76	204	--	280	121	159
6	84	42	30	156	133	23
7	96	--	24	120	69	51
8	90	--	22	112	49	63
TOTAL	570	489	114	1173	762	411

TABLE 4

2013 BRONZEVILLE AREA PARKING SUPPLY AND DEMANDS			
2013 Supply and Demand (Spaces)			
Block No.	Supply	Demand	Surplus / Deficiency (-)
1	118	193	-75
2	130	111	19
3	119	156	-37
4	138	80	58
5	280	132	148
6	156	169	-13
7	120	178	-58
8	112	164	-52
TOTAL BLOCK SURPLUS / DEFICIENCY (-)	1,173	1,183	-10
FACILITIES			
Apparel and Accessory Store	--	18	-18
Drug and Proprietary Stores	--	22	-22
Eating and Drinking Places	--	39	-39
Food Stores	--	17	-17
Furniture and Home Furnishing Stores	--	11	-11
Home Appliance, Radio and TV Stores	--	12	-12
General Merchandise	--	130	-130
TOTAL FACILITIES SURPLUS / DEFICIENCY (-)	--	250	-250
TOTAL 2013 SURPLUS / DEFICIENCY (-)	1,173	1,433	-260

TABLE 5

EXISTING AND PROJECTED OVERALL PARKING SURPLUS / DEFICIENCY 2008, 2013 AND 2018

BRONZEVILLE AREA	2008 EXISTING CONDITIONS	2013 EMERGING PROJECTS	2018 FUTURE PROJECTS
Overall Parking Surplus or Deficiencies (-)	411	-260	-312

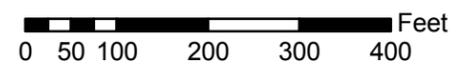
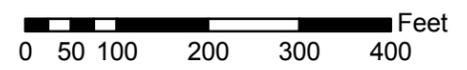


Figure 1 Bronzeville Study Area

Norris & Associates, Inc.



Legend

- - - ONE HOUR PARKING
- NO PARKING 7:30AM - 3:30PM DURING SCHOOL
- NO PARKING
- · - · - TWO HOUR PARKING

Figure 2 Street Parking

Norris & Associates, Inc.

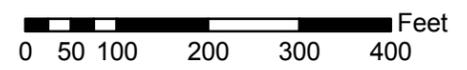
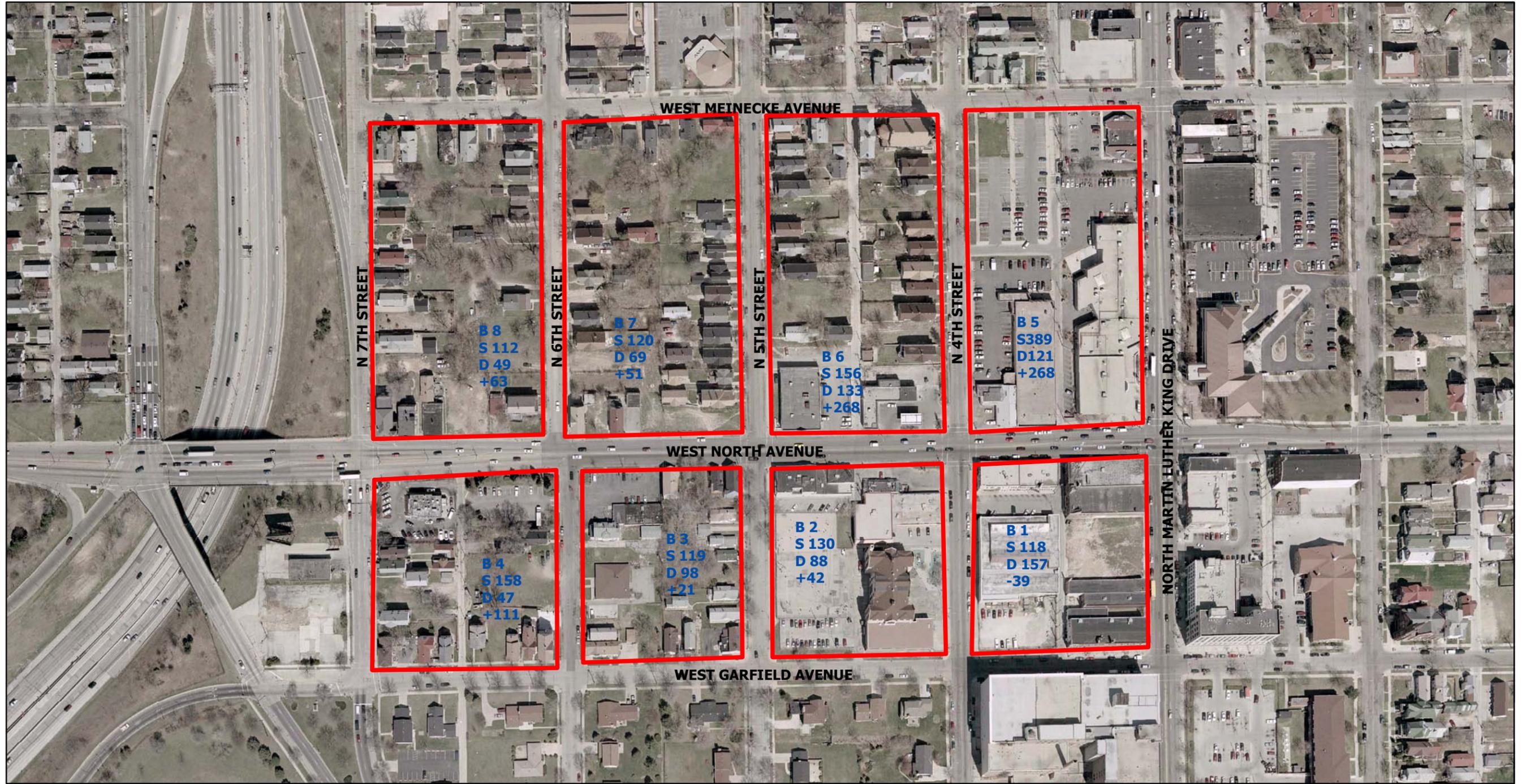


Figure 3 Parking Supply and Demand Inventory

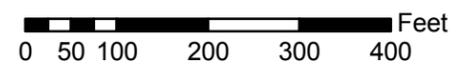
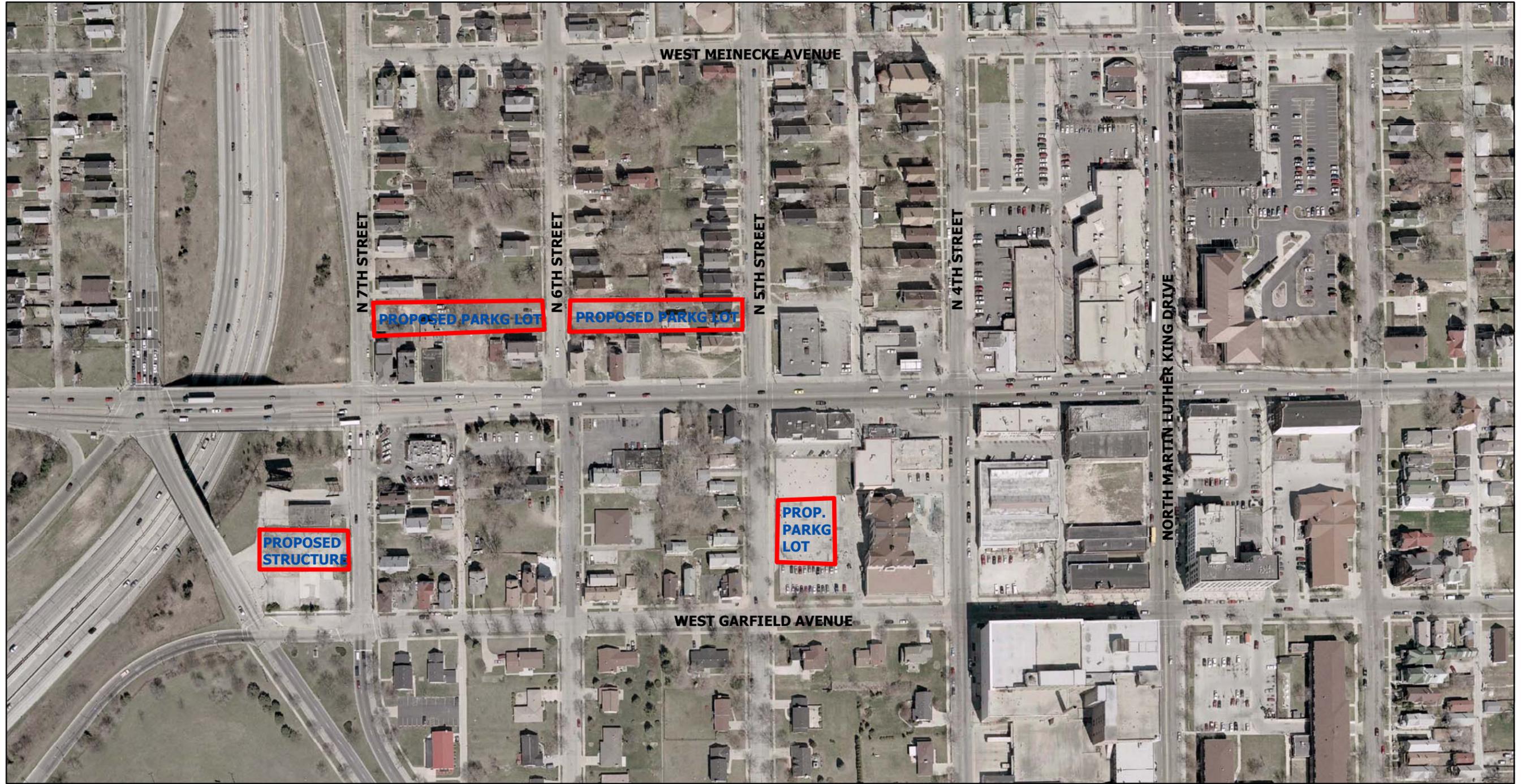


Figure 4 Proposed Parking Facility Locations