DOWNTOWN CLAREMORE PARKING SUPPLY & DEMAND ANAYLSIS







Claremore Main Street Economic Restructuring Committee

DOWNTOWN PARKING SUPPLY & DEMAND ANALYSIS

January 2017

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OVERVIEW

VISION

Enhance the pedestrian and vehicular transportation experience in the downtown district for the benefit of continued development through solution-driven analysis of current parking inventory.

GOAL

Gather, analyze, and report data findings to establish a baseline indication of how much parking is available and how that parking is used.

PROJECT PURPOSE

The Parking Supply and Demand Analysis is not a comprehensive parking study, nor does it make specific recommendations on how to manage parking supply and demand.

The purpose of the project is to:

- Approximate the existing private and public parking supply
- Collect and analyze parking demand and utilization data
- Identify whether or not there is an observed shortfall of parking
- Identify potential parking demand due to development projects in the pipeline

PARTNER ORGANIZATIONS



STUDY AREA

The Parking Supply and Demand Analysis focuses on six commercial blocks at the heart of the downtown district. The study area is bounded by Lynn Riggs Blvd., 4th Street, Muskogee Ave., and Patti Page Blvd. The study included the public lot adjacent to Muskogee Ave. and ten private lots.



PROCESS

Volunteers conducted parking utilization counts documenting occupancy and capturing license plate numbers of parked vehicles every two hours between 9:30am and 5:30pm on three days within the first week of October. Two weekdays (Tuesday, October 4th and Thursday, October 6th) and one weekend day (Saturday, October 8th).

EXECUTIVE SUMMARY

In summary, the parking study of Downtown Claremore conducted at five times each day on October 4, 6, and 8, 2016 found that an average of 52.3% of the 253 public parking spaces was utilized during the three day observation period. Utilization varied significantly by day, time, and location. There were areas when public parking approached capacity, yet additional parking was generally available within one or two blocks. When Missouri Street exceeded capacity on Tuesday at 5:30, utilization on Cherokee was 23.3% and Will Rogers Blvd. was 28.9%. However, there were times such as 11:30 on Thursday when overall downtown occupancy approached 80%. Muskogee was 97.4 utilized and Missouri was 91.9%. This shows that at certain times, drivers may have difficulty finding a parking space close to their destination. Even during these peak periods, some parking was still available including parking on Will Rogers which was 83.3% utilized and Cherokee was 71.7%. Some 15% of the spaces were used by cars parked on the same street for six or more hours in a given day.

Parking utilization in the 313 private parking spaces was considerably lower than public parking areas with an average of 33.6%. Just as with public parking, utilization of private parking spaces varied considerable with day, time, and location. While a few lots were heavily utilized, most were underutilized especially on Saturday. With the exception of three lots, utilization among private lots rarely exceeded 60% at any given time.

KEY FINDINGS						
Public Parking Spaces Available at Time of Study: 253						
Average Utilization Rate: 52.3%						
Highest Utilization Rate by Day:Thursday at 62.2%Lowest Utilization Rate by Day:Saturday at 42.0%						
Highest Utilization Rate by Time:11:30am at 68%Lowest Utilization Rate by Time:9:30am at 37.0%						
Highest Utilization Rate by Street: Missouri at 68.1%						
Average Utilization Rate Long-term Parking: 15%						
Average Utilization Rate Private Parking: 33.6%						

SUPPLY & DEMAND ANALYSIS

PUBLIC PARKING CROSS-SECTION ANALYSIS

Claremore Main Street, the City of Claremore, and Claremore Industrial and Economic Development Authority jointly conducted a parking study of Downtown Claremore. The study was conducted on three days during the first week of October of 2016: Tuesday October 4, Thursday October 6, and Saturday October 8. The study observed where cars were parked every two hours each day beginning at 9:30am and ending at 5:30pm. During the five periods, parking spaces were checked for cars each day. License plate numbers were recorded in individually numbered parking spaces every two hours. The study included an area bounded by Fourth Street on the north, Patti Page on the south, Muskogee on the east, and Lynn Riggs on the west. Streets included Fourth Street, Will Rogers Blvd, Muskogee, Cherokee, Missouri, and Lynn Riggs. The public parking lot on Muskogee between Fourth Street and Will Rogers was included in the Muskogee Ave. observations. In addition, the number of cars parked in 10 private parking lots was recorded as well.

There were 253 public parking spaces available in the downtown area when the survey was conducted. Table 1 shows the average occupancy for each day of the study. The highest rate of utilization was Thursday with 62.2% of the parking spaces having cars and the lowest was Saturday with 42.0% of the spaces occupied by cars during the day. Tuesday was an intermediate day with 52.6% of the spaces utilized. The average utilization rate was 52.3%. This means that over the 15 observation periods (5 periods each of the 3 days) an average of 52.3% of the spaces was occupied. To put this in perspective, to have an average of 100%, every space would have to be utilized every hour and every day of the observation period. Thus there was a considerable difference between days of the week.

TABLE 1					
Utilization by Day					
DAY	UTILIZATION				
Tuesday	52.6%				
Thursday	62.2%				
Saturday	42.0%				
3 Day Avg.	52.3%				

There were even greater variations by hour of the day and by street as indicated by Tables 2 and 3. Parking utilization is lowest at 37.0% in the early morning before the majority of the retail shops are open. The utilization rate peaks at 68.4% at 11:30am and steadily declines during the afternoon to 41.4% at 5:30pm.

TABLE 2							
Utilization by Time							
TIME	# OCCUPIED	% OCCUPIED					
9:30am	281	37.0%					
11:30 am	519	68.4%					
1:30pm	467	61.5%					
3:30pm	402	53.0%					
5:30pm	314	41.4%					
TOTAL	1,983	52.3%					

Table 3 indicates the utilization by street. The street with the highest utilization is Missouri with 68.1% of the spaces used over the three day period. The lowest utilization is Lynn Riggs with only 8.0%. Parking on Lynn Riggs is limited to only five parallel spaces and the heavy traffic probably discourages use of those spaces. Closer examination of the data shows that utilization varies considerably by hour and street. While the utilization rate on Lynn Riggs was frequently zero, utilization was 102.7% on Missouri at 5:30 on Tuesday October 4th since a vehicle was parked in every space on the street and one vehicle was parked illegally outside marked spaces.

TABLE 3					
Utilization by Street					
STREET UTILIZATION					
4th Street	45.2%				
Will Rogers Blvd.	50.4%				
Muskogee	54.2%				
Cherokee	44.8%				
Missouri	68.1%				
Lynn Riggs	8.0%				

Table 4 shows the detailed view of downtown parking by day, street, and time of day. Several patterns emerge. For example, Missouri is generally utilized fairly heavily all during the study with an average of 68.1% over the three-day period. Only once does the utilization rate fall below 54.1% and that is at 9:30 on Saturday morning. The high utilization rate may be attributed to a combination of merchants who are located on Will Rogers and park on Missouri, residents living in loft apartments, and the lunch and dinner patrons visiting the new restaurant downtown. Observers who recorded the data reported that many vehicles remained parked in the same location during the entire day.

Further analysis of the detailed data is required to address the extent of long-term parking. Residents living in the Will Rogers Hotel have reserved parking in a private lot. However, residents of the other apartments have no reserved parking and may park on Missouri more frequently than the usual shoppers. The utilization rate also tends to peak during lunch and dinner periods. Although the new restaurant has a private parking lot, many restaurant patrons park on Missouri and Fourth Street. Missouri is the only street where utilization increases between 3:30 and 5:30pm which suggests that loft residents may be returning from work and patrons are arriving for dinner service.

						Jowntown	laremore	Parking Spa	ce Utiliza	tion					
			rth St paces	Will Roj 90 Spa	ces	Muskog 39 Spac	es	Cheroka 60 Space	esi	Missou 37 Spac	es	Lynn Rig 5 Space	5	3 Day Hourly 25	3
Jay Lime-		# Occupied	% Occupied	# Occupied %	Occupied	# Occupied %	Occupied #	Occupied %	Occupied	# Occupied %	Occupied	M Occupied %	Occupied	#Occupied 1	6Occupied
ues														11	
10/4/2016	9:30	2	9.1%	27	30.0%	32	82.1%	24	40.0%	20	54.1%	0	0.0%	105	41.59
	11:30	9	40.9%	52	57.8%	26 24	66.7%	37	61.7%	33	89.2%	0	0.0%	157	62.19
	1:30	7	31.8%	57	63.3%	24	61.5%	47	78.3%	25	67.6%	1	20.0%	161	63.69
	3:30	10	45.5%	44	48.9%	24	61.5%	32	53.3%	22	59.5%	1	20.0%	133	52.6%
	5:30	14	63.6%	26	28.9%	16	41.0%	14	23.3%	38	102.7%	1	20.0%	109	43.1%
fotal	1.000	42	38.2%	206	45.8%	122	62.6%	154	51.3%	138	74.6%	3	12.0%	665	52.6%
thurs														- L	
10/6/2016	9;30	4	18.2%	37	41.1%	28	71.8%	27	45.0%	22	59.5%	1	20.0%	119	47.0%
	11:30	10	45.5%	75	83.3%	38	97.4%	43	71.7%	34	91.9%	1	20.0%	201	79.4%
	1:30	12	54.5%	60	66,7%	29	74.4%	42	70.0%	27	73.0%	1	20.0%	171	67.6%
	3:30	12	54.5%	51	56.7%	25	64.1%	18	63.3%	22	59.5%	0	0.0%	148	58.5%
	5:30	19	86.4%	40	44.4%	25	64.1%	22	36.7%	27	73.0%	0	0.0%	133	52.6%
Total		57	51.8%	263	58.4%	145	74.4%	172	57.3%	132	71.4%	3	12.0%	772	61.0%
Sat	_													-	
10/8/2016	9:30	5	22.7%	19	21.1%	11	28.2%	14	23.3%	8	21.6%	0	0.0%	57	22.5%
	11:30	9	40.9%	60	66.7%	17	43.6%	35	58.3%	25	67.6%	0	0.0%	146	57.7%
	1:30	8	36.4%	56	62.2%	10	25.6%	33	55.0%	28	75.7%	0	0.0%	135	53.4%
	3:30	14	63.6%	58	54.4%	7	17.9%	72	36.7%	20	54.1%	0	0.0%	121	47.8%
	5:30	14	63.6%	18	20.0%	5	12.8%	8	13.3%	27	73.0%	0	0.0%	72	28.5%
Total		50	45.5%	211	46.9%	50	25.6%	112	37.3%	108	58.4%	0	0.0%	531	42.0%
Three Day Total		149		680		317		438		378		6		1.968	
Ihree Day Average			45.2%		50.4%		54.2%		44.8%		68.1%		8.0%		51.9%

TABLE 4

A different pattern is evident for Muskogee Ave.. Perhaps the most significant observation for Muskogee is the high utilization rate on Tuesday and Thursday compared to Saturday. On Tuesday the utilization rate was 62.2%, Thursday was 74.4%, and Saturday was 23.1%. Most of the parking on Muskogee consists of the spaces in the public parking lot at the northeast corner of Will Rogers and Muskogee. The high utilization rate on Tuesday and Thursday but low utilization rate on Saturday may be attributed to the Saturday closure of several nearby downtown financial and professional services businesses located nearby. In addition, there are three restaurants located nearby on Will Rogers which attract patrons during the breakfast and lunch periods. For example, Muskogee Ave. has the highest utilization rate (82.1%) of all downtown during the 9:30 period which suggests nearby restaurants are partially responsible for the early crowd on Muskogee at a time when utilization on Will Rogers is simultaneously much lower. Parking utilization on Will Rogers at 9:30 is 30.0% and 41.1% on Tuesday and Thursday, but only 21.1% on Saturday. While the attraction to restaurants is partially responsible for the pattern, the very low utilization rate on Saturday compared to Tuesday and Thursday suggests that the closure of financial and professional business services and the absence of their employees and patrons on Saturday is probably responsible for the lower the rate on Saturday.

An abundance of parking was available at 5:30 on Saturday in most of downtown. Will Rogers, Muskogee, Cherokee, and Lynn Riggs had utilization rates at 20.0, 12.8, 13.3, and 0.0% respectively. The exception to the low utilization late Saturday is Missouri Street (73.0%) and Fourth Street (63.6%). This location suggests that the new restaurant on Missouri and Fourth Street is attracting patrons to downtown. Patterns observed in the private lot parking analysis beginning on page 12 are consistent with the patterns described here using the snapshot of short time parking data.

LONG-TERM PUBLIC PARKING ANALYSIS

Table 5 presents the data for long-term parking. Long-term parking is defined as vehicles that were parked on the same street during at least four of the five observation periods during a given day. These vehicles have generally parked on this street for more than six hours. A total of 114 cars were found to have used long-term parking during the three day period. Consequently 15% of all parking spaces appear to be occupied by the same vehicle on a given day. As usual, parking patterns vary by street, day and time. The most long-term parking occurs on the side streets i.e., Muskogee, Missouri and Cherokee rather than Will Rogers. Yet even on Will Rogers, up to 10% of the spaces are occupied by vehicles parked there for six or more hours during the day. The highest rate of long-term parking was observed on Muskogee where 35.9% of the spaces were occupied by vehicles that had parked there for six or more hours. This is understandable since most of the parking on Muskogee consists of the only public parking lot downtown. Missouri was the street with the second highest utilization for long-term parking. Overall, the observations for long-term parking are consistent with the patterns presented previously using short-term parking data.

TABLE 5

Street	Day	# of Spaces Available	# of Vehicles Parked all day	% of Spaces
Cherokee		60		
	Tuesday		13	21.7
	Thursday		15	25.0
	Saturday		8	13.3
Fourth St		22		
	Tuesday		1	4.5
	Thursday		2	9.1
	Saturday		6	27.3
Lynn Rigg	s	5		
, 00	Tuesday		0	0
	Thursday		0	0
	Saturday		0	0
Missouri		37		
	Tuesday		11	29.7
	Thursday		10	27.0
	Saturday		4	10.8
Muskoge	2	39		
	Tuesday		9	23.1
	Thursday		14	35.9
	Saturday		2	5.1
Will Roge	rs	90		
	Tuesday		9	10.0
	Thursday		7	7.8
	Saturday		3	3.3
Total		253	114	15.0 **

All Day Parking by Street*

* All day parking defined as a vehicle that was parked on the same street during at least 4 of the observation periods. (minimum of 6 hours)

** Average % of spaces utilized by all day parking over the three day period Average # of spaces utilized by all day parking over the three day period: 38

PRIVATE LOT PARKING ANALYSIS

Table 6 contains the data for most of the private parking lots located downtown. Lot #5 and Lot # 11 were excluded from the survey because construction on nearby buildings made it difficult or impractical for the vehicle parking. Some other small lots each containing two or three parking spaces that were located primarily along alleys were not identified on the map nor included in the survey. There were 313 parking spaces contained within the 10 private parking lots included in the survey. Table 6 shows that at 9:30am Lot #1 contained only two vehicles on Tuesday morning, four on Thursday, and none on Saturday. Thus there were 6 vehicles parked in the lot over the three day period. Since the lot had a capacity of 10 vehicles each day at 9:30, the total capacity was 30 (10 per day for 3 days). Thus the average utilization for Lot 1 at 9:30 was 20% (6 divided by 30). The highest average utilization for Lot #1 that was observed was 50% at 1:30pm. Although Lots 4, 9, and 10 were more heavily utilized, many lots were significantly underutilized.

Many of the lots were essentially unoccupied on Saturday which partially contributed to the low average usage; however, most of the lots were far below their capacity on Tuesday and Thursday as well. With the exception of Lots 4, 9, and 10, utilization among private lots rarely exceeded 60% at any given time.



TABLE 6

Private Lot Parking Utilization by Lot, Day and Hour

			of the Week		3 Day Occupancy	3 Day % C	
Lot No	Time	Tues	Thurs	Sat	by Lot & Hour	by Lot &	
1	9:30	2	4	0	6	10	20.0%
	11:30	5	5	2	12		40.0%
	1:30	6	7	2	15		50.0%
	3:30	6	6	1	13		43.3%
	5:30	3	5	0	8		26.7%
ot No		Tues	Thurs	Sat			
2	9:30	11	10	3	24	20	40.0%
	11:30	8	6	4	18		30.0%
	1:30	12	10	2	24		40.0%
	3:30	9	7	2	18		30.0%
	5:30	5	5	1	11		18.3%
ot No		Tues	Thurs	Sat			
3	9:30	14	17	1	32	35	30.5%
	11:30	17	18	2	37		35.2%
	1:30	17	17	2	36		34.3%
	3:30	14	18	2	34		32.4%
	5:30	9	3	2	14		13.3%
ot No		Tues	Thurs	Sat			
4	9:30	44	43	0	87	50	58.0%
	11:30	45	40	0	85		56.7%
	1:30	36	38	0	74		49.3%
	3:30	41	42	0	83		55.3%
	5:30	12	16	0	28		18.7%
ot No		Tues	Thurs	Sat			
6	9:30	8	9	1	18	34	17.6%
	11:30	11	10	1	22		21.6%
	1:30	12	12	1	25		24.5%
	3:30	8	12	1	21		20.6%
	5:30	3	4	1	8		7.8%
ot No		Tues	Thurs	Sat			
7	9:30	22	26	3dl 1	49	45	36.3%
,	11:30	22	27	1	50	45	37.0%
	1:30	23	23	1	47		34.8%
	3:30	23	25	1	49		36.3%
	5:30	9	10	1	20		14.8%
		T	-	6.1			
ot No 8	9:30	Tues 5	Thurs 4	Sat 7	16	28	19.0%
0	11:30	1	4	8	10	20	11.9%
	1:30 3:30	3	4	3	10 12		11.9% 14.3%
	5:30	5	2	2	5		14.3% 6.0%
ot No 9	9:30	Tues 19	Thurs 16	Sat 15	50	43	38.8%
5						40	
	11:30 1:30	17 17	15 18	13 13	45 48		34.9%
	3:30	17	18		48		37.2%
	5:30	18	18	13 13	49		38.0% 34.1%
ot No 10	0,20	Tues 1	Thurs 1	Sat 1	3	21	2 20/
10	9:30					31	3.2% 88.2%
	11:30	27	30	25	82		
	1:30	13	9	29	51		54.8%
	3:30 5:30	9 25	5 27	14 28	28 80		30.1% 86.0%
	5.50				50		00.070
ot No		Tues	Thurs	Sat	10	47	05.00
12	9:30	8	9	1	18	17	35.3%
	11:30	8	8	0	16		31.4%
	1:30	9	8	1	18		35.3%
	3:30	11	8	1	20		39.2%
	5:30	2	3	0	5		9.8%
otal					1578	313	33.6%
					20.0	010	30.070
Total	5:30	2	3	0	5	313	

Table 7 contains data on utilization of private parking lot 10 which is the lot leased by the new restaurant. The number of parking spaces occupied by vehicles is described in Table 7 and presented below.

TABLE 7						
Lot 10 Utilization by Time						
TIME	UTILIZATION					
9:30am	3.2%					
11:30am	88.2%					
1:30pm	54.8%					
3:30pm	30.1%					
5:30pm	86.0%					

Table 7 shows utilization data for private lot 10 by time. At 11:30 which approximates the arrival of the early lunch crowd, 88.2% of the spaces were utilized in lot 10. Clearly the tavern is attracting both lunch and dinner patrons and many of them are finding parking spaces in the private parking lot leased by the restaurant and on Missouri and Fourth Street as shown earlier in Tables 3 and 6.

The average utilization rate for the ten lots over the three-day period was 33.6% as shown in the bottom right corner of Table 6. In summary, most of the private lots were underutilized during the week and especially on Saturday. While parking on the street and in public parking lots averaged 52.3% utilization, private parking lots averaged only 33.6%. The pattern suggests that there might be opportunities for owners of private parking lots to share their parking spaces through contracts with merchants thus freeing up some public parking.

SUMMARY

In summary, the parking study of downtown Claremore conducted at five times each day on October 4, 6, and 8, 2016 found that an average of 52.3% of the 253 public parking spaces was utilized during the three day observation period. Utilization varied significantly by day, time, and location. There were areas when public parking approached capacity, yet additional parking was generally available within one or two blocks. When Missouri Street exceeded capacity on Tuesday at 5:30pm, utilization on Cherokee was 23.3% and Will Rogers Blvd. was 28.9%. However, there were times such as 11:30am on Thursday when overall downtown occupancy approached 80% at this time. Muskogee was 97.4% utilized and Missouri was 91.9%. This shows that at certain times, drivers may have difficulty finding a parking space close to their destinations. Even during these peak periods, some parking was still available including parking on Will Rogers Blvd. which was 83.3% utilized and Cherokee was 71.7%.

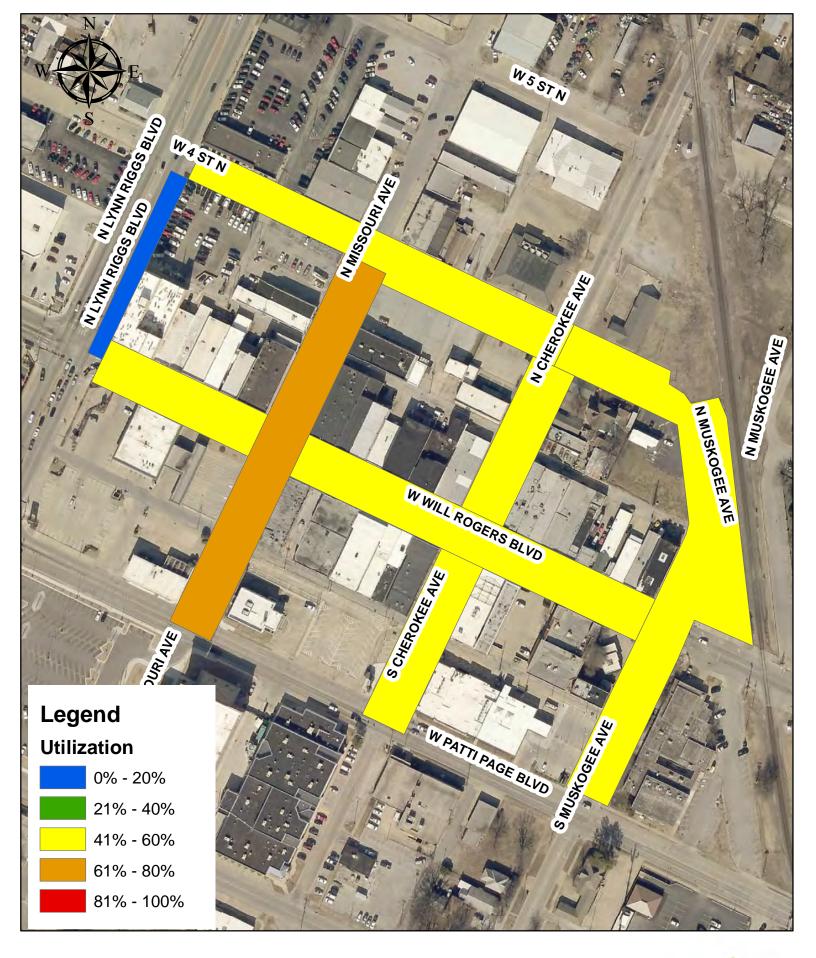
Vehicles that parked on the same street for six or more hours on the same day occupied 114 parking spaces or an average of 15% of all available public parking spaces. Thus up to 15% more public parking spaces could be available if these vehicles could be relocated to private lots.

Parking utilization in the 313 private parking spaces was considerably lower than public parking areas with an average of 33.6%. Just as with public parking, utilization of private parking spaces varied considerable with day, time, and location. While a few lots were heavily utilized, most were underutilized especially on Saturday. With the exception of three lots, utilization among private lots rarely exceeded 60% at any given time.

CONSIDERATIONS & FURTHER STUDY

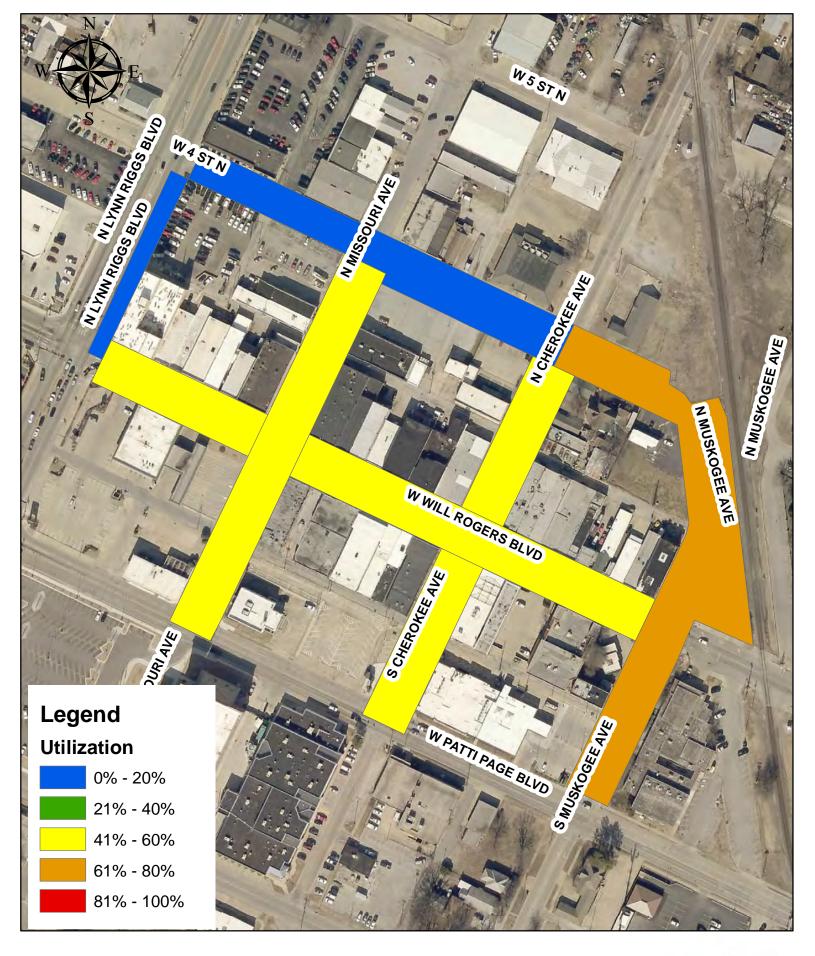
- 1. Continue to study the data gathered during the first week of October. Some data gathered requires further time-consuming analysis. The data include identification of each parked car by parking space. This data will allow analysts to examine parking utilization for individual vehicles over time which will enable the researchers to better understand parking patterns.
- 2. Identify additional parking spaces. The volunteers identified some parking spaces that had not been restriped in recent years. Some were clearly in public streets while others may have been on private property. Since the latter were on-street parking, parking privileges and maintenance responsibilities do not seem clearly defined. Those that are on public property need to be restriped and owners of those on private property should restripe their own parking spaces.
- 3. Identify potential spaces that may be converted to public parking.
- **4.** Review and revise parking regulations as needed. The volunteers observed some vehicles did not move or moved rarely during the entire study. This pattern suggests that some vehicles should find more permanent private locations.
- **5.** Enforce parking regulations.
- 6. Encourage employees to park in private lots. The data suggest that employees of financial and professional services parked in public parking during the week rather than in the private lots provided by their employers.
- 7. Explore opportunities for merchants to contract with private property owners to permit their employees to park in private parking lots. Most private parking lots were underutilized which would allow merchants to contract for parking space for themselves and their employees thus freeing up additional spaces for the public.
- 8. Encourage loft apartment residents to park in private lots.
- 9. Encourage owners of private lots to maximize their parking potential and utilization.
- **10.** Explore the possibility of opening private lots to the public during the evenings and weekends.
- **11.** Plan for additional parking for downtown to meet anticipated need due to economic development. The increased demand for public parking on Missouri and Fourth Street created by addition of the Main Street Tavern illustrates the changes resulting from economic development.
- **12.** Plan for additional traffic and parking in anticipation of increased tourism since the area became a National Register of Historic Places.
- **13.** Improve streetscape and placemaking to encourage walking and strolling in the district. Parking is generally available but may be limited at particular sites depending on the time of day and day of the week. Attractive streetscapes should promote more walking.
- **14.** Promote reasonable parking expectations; convey friendly parking atmosphere while providing accurate parking information.
- **15.** Consider a joint public/private parking facility to meet future needs.

APPENDIX



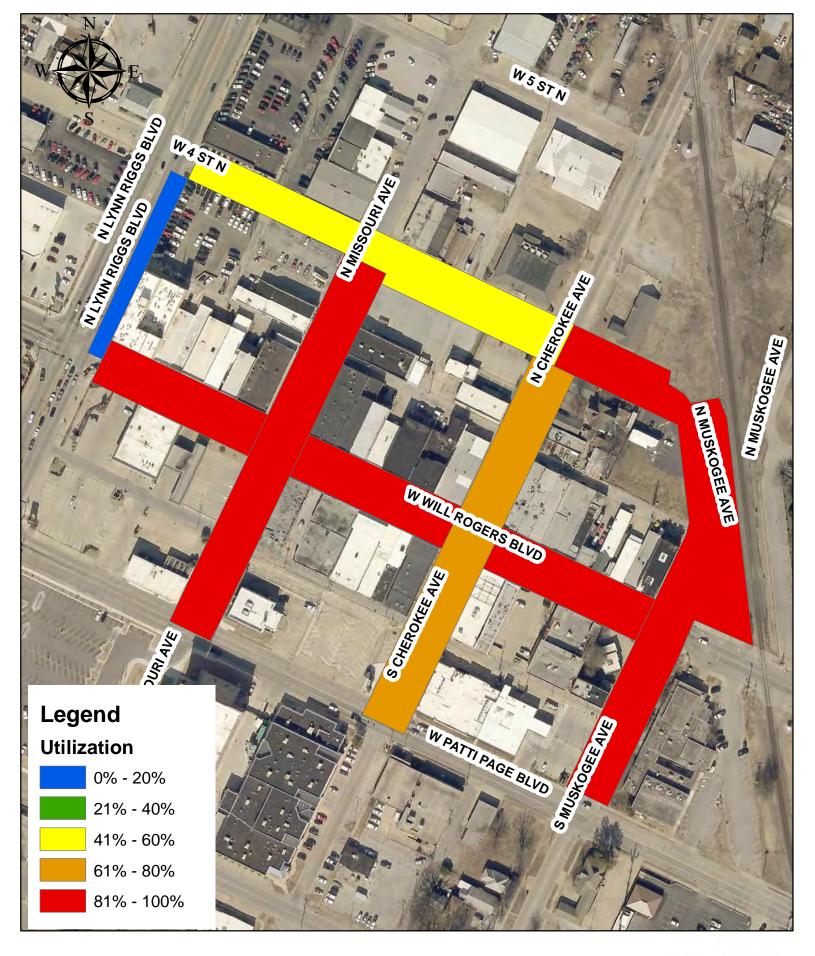
Heat Parking Study





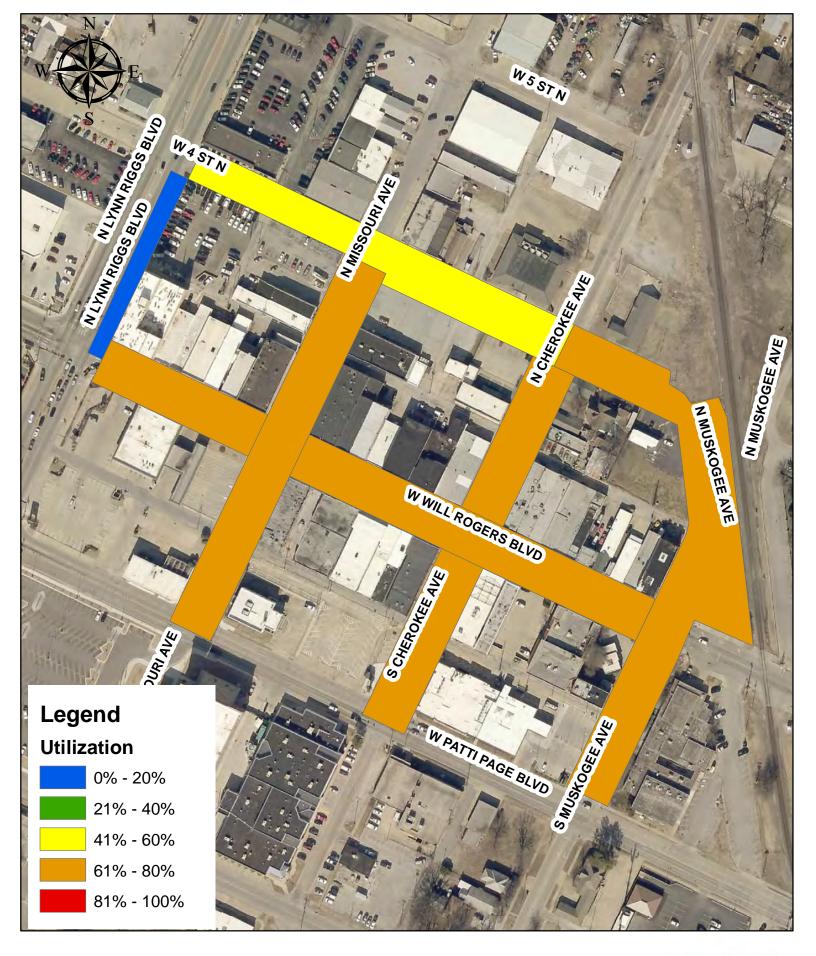
Heat Parking Study 9:30 - Thursday 10/6/2016





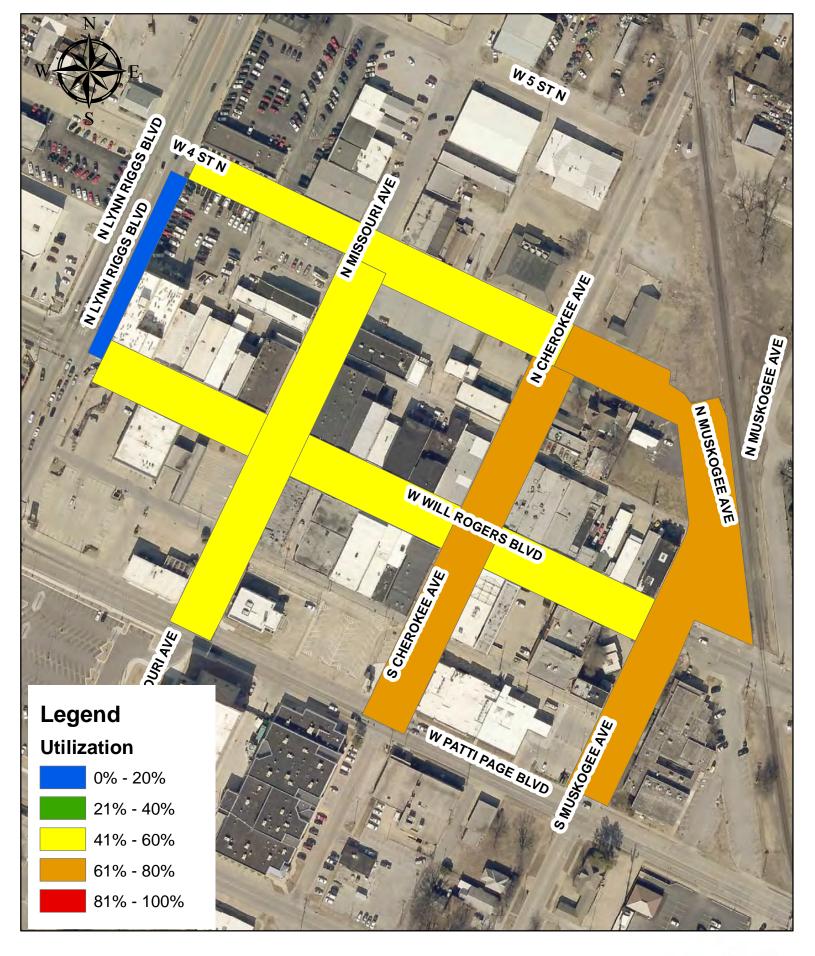
Heat Parking Study 11:30 - Thursday 10/6/2016





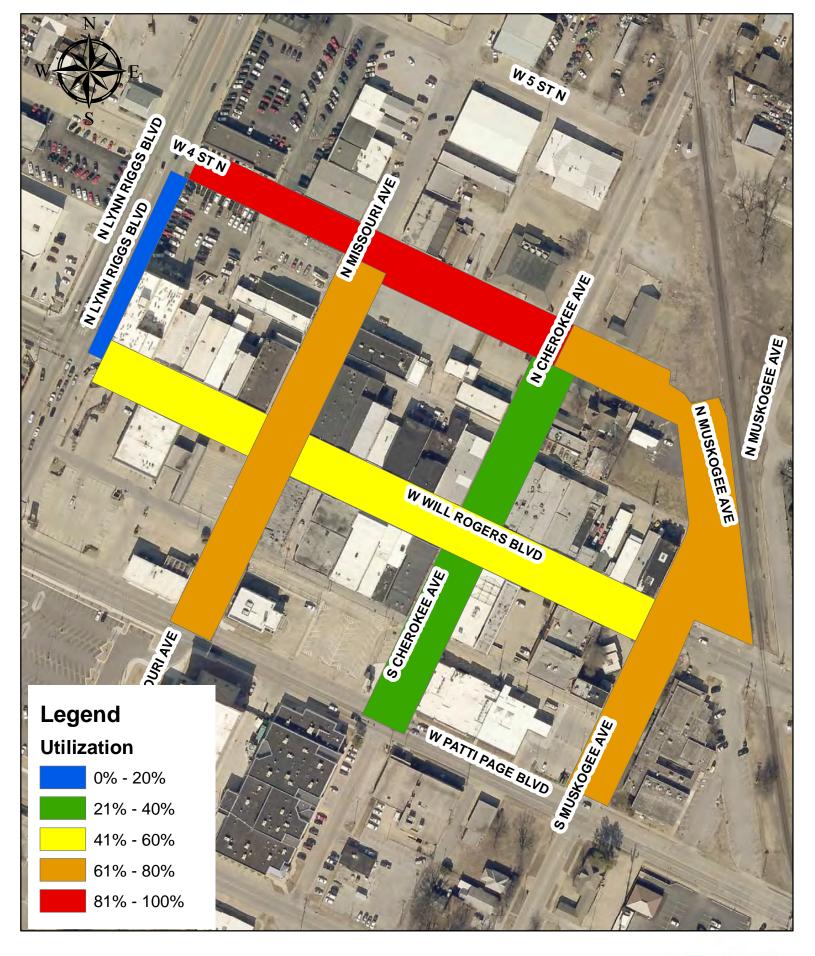
Heat Parking Study 1:30 - Thursday 10/6/2016





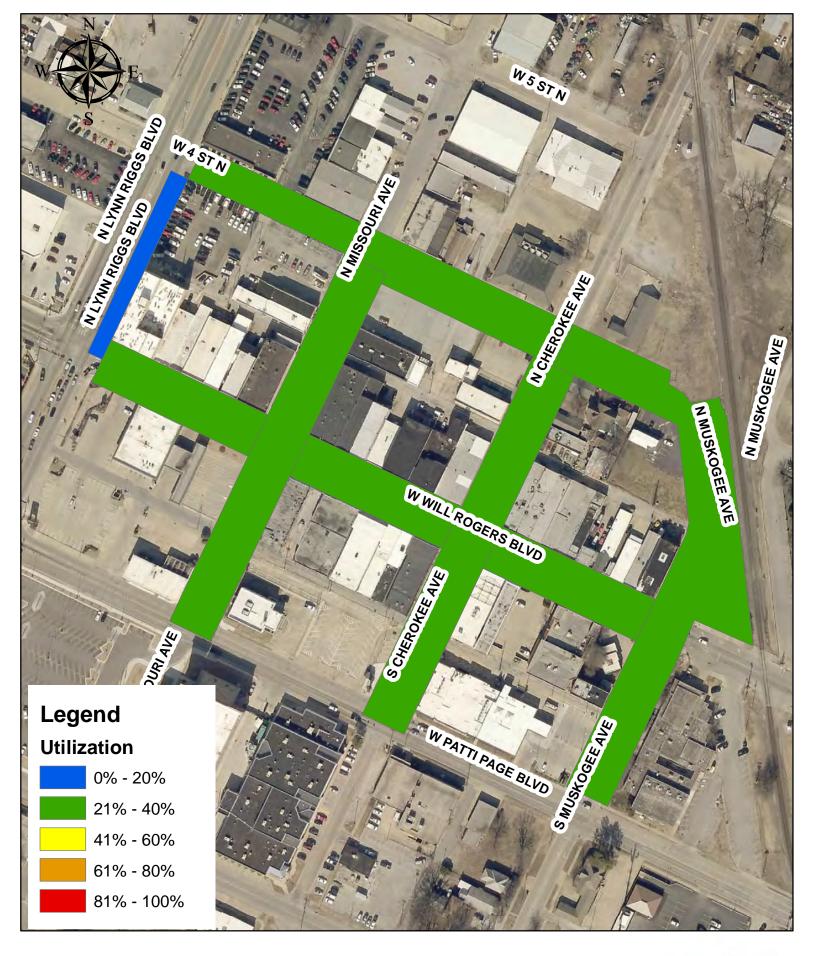
Heat Parking Study 3:30 - Thursday 10/6/2016





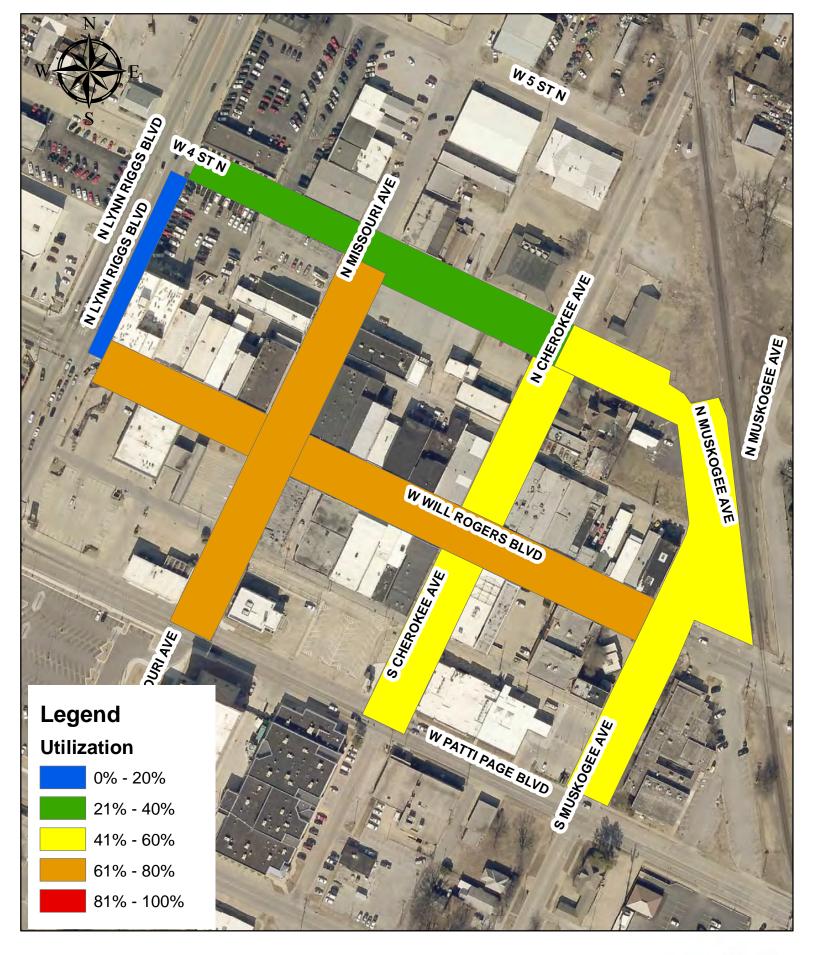
Heat Parking Study 5:30 - Thursday 10/6/2016





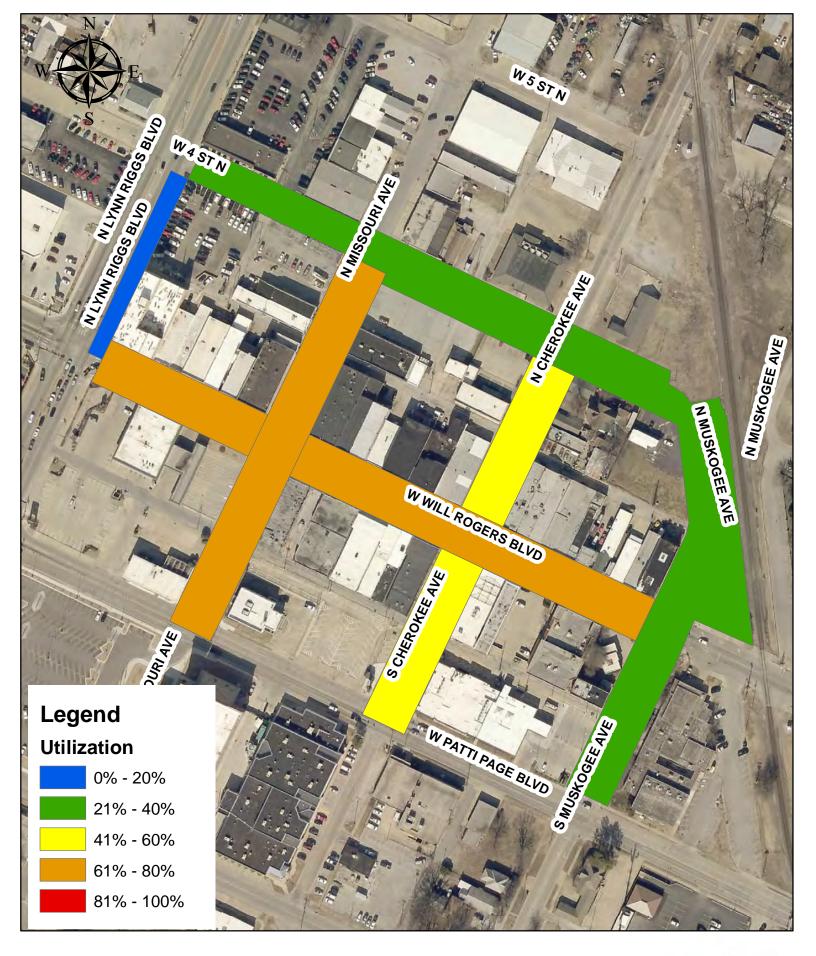
Heat Parking Study 9:30 - Saturday 10/8/2016





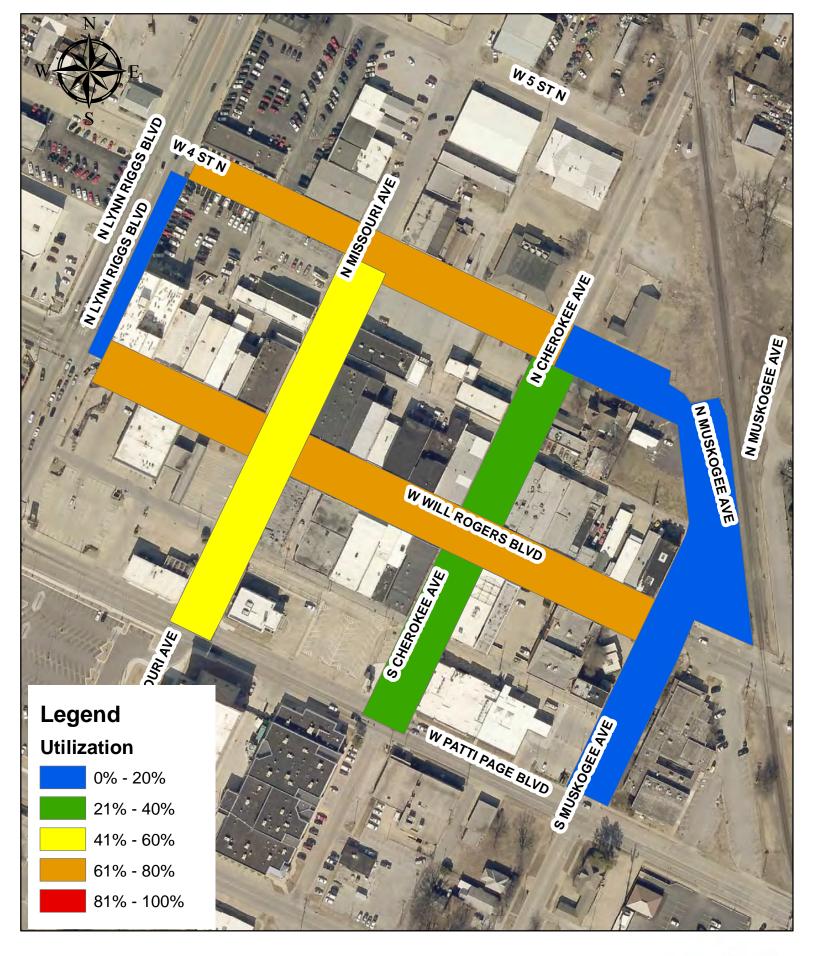
Heat Parking Study 11:30 - Saturday 10/8/2016





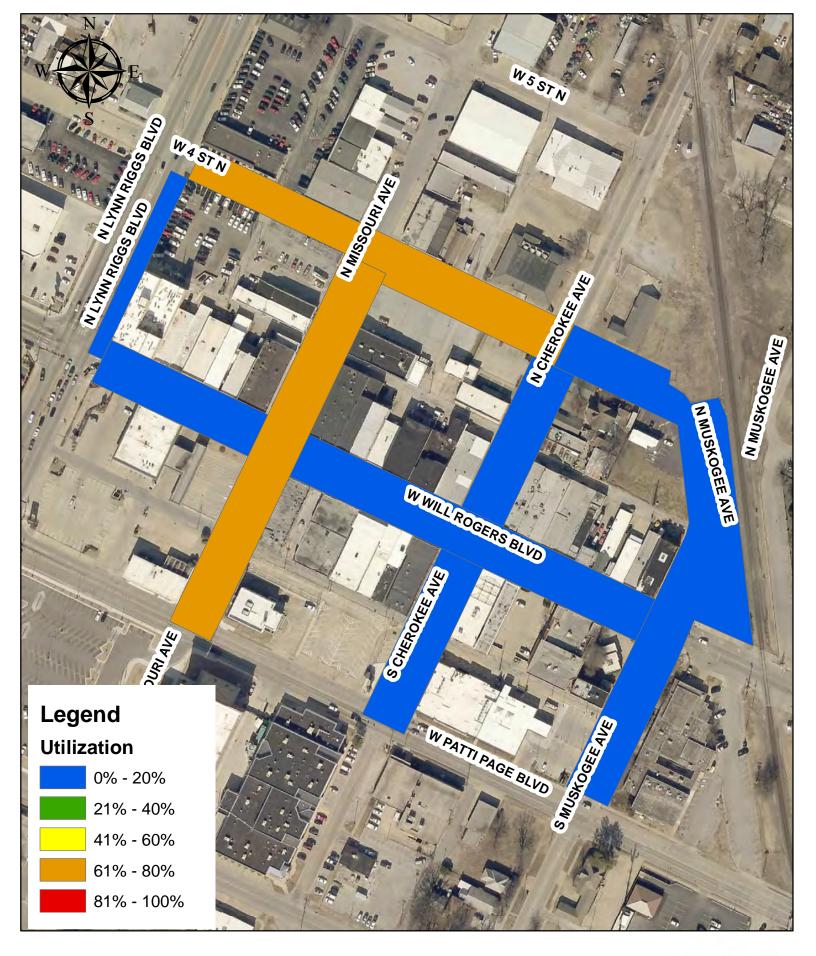
Heat Parking Study 1:30 - Saturday 10/8/2016





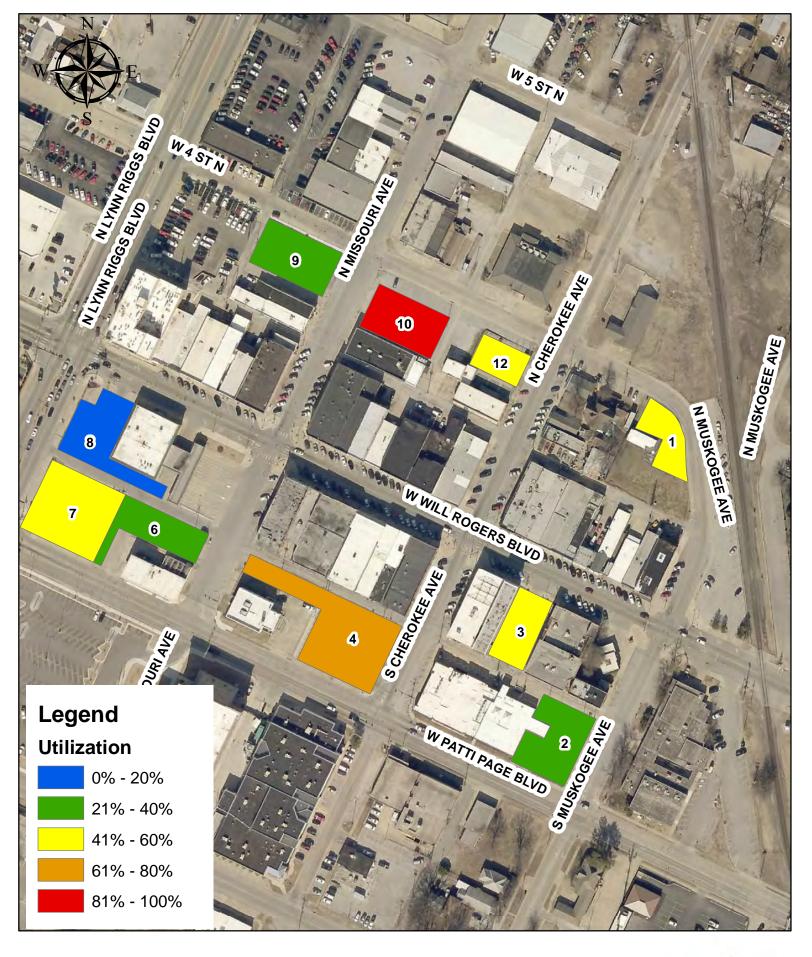
Heat Parking Study 3:30 - Saturday 10/8/2016





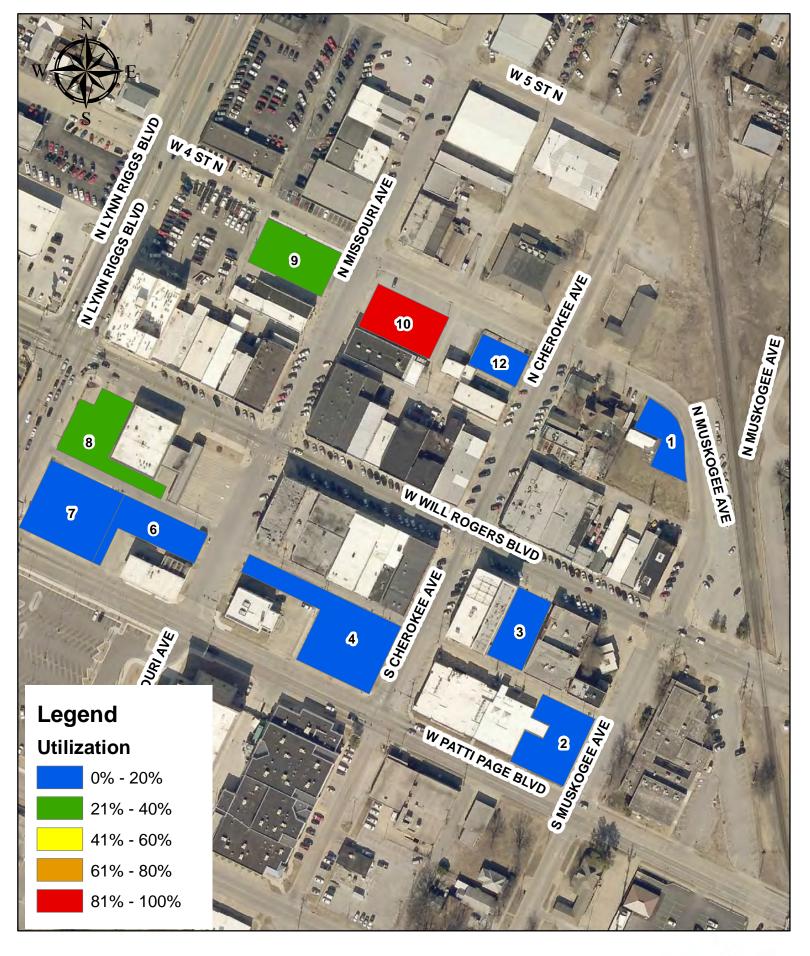
Heat Parking Study 5:30 - Saturday 10/8/2016





Heat Parking Study 11:30 - Thursday 10/6/2016





Heat Parking Study 11:30 - Saturday 10/8/2016



