



# 2022 Downtown Granville Parking Study

Adopted May, 2023

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## Section I - Introduction

Granville, Ohio is located just 30 minutes from Downtown Columbus, America's 14<sup>th</sup> largest city. Nestled in the foothills East-Central Ohio, Granville is home to over 6,000 residents, as well as the world-renowned Denison University. With a vibrant Downtown district and high-income households, Granville is a desirable location in which to do business. As a result, parking has been consistently derided by residents and visitors alike.

In response to the general derision of the Downtown Granville parking situation, the Village's Planning & Development Department chose to undertake a parking survey as part of an overall Downtown parking study. The survey and study will inform a future parking plan, itself the part of a broader Downtown plan.

### Purpose

The parking survey was undertaken in an effort to understand the number of spaces available for public use, and the usage rate of those spaces across multiple times of any given day. Further, to understand how parking is utilized spatially, including the distribution of usage and the intensity of usage of areas or lots. This study will inform future conversations about parking not only Downtown, but across the Village, in the form of code updates and parking management plans.

### Study Goals

Parking is essential to the vitality of a Downtown district. However, equilibrium of parking availability is paramount to that continued viability. Provide too much parking, and your Downtown suffers from not just wasted space, but also the appearance of being "deserted". Provide too little parking and you create myriad of problems like increased traffic congestion and avoidance of Downtown because of the difficulty in finding parking.

## Section II – Project Approach

### Study Area Selection

The study area was selected due to its importance as the central business district (CBD) of not just the Village of Granville, but the greater Granville Area (considered as both the Village of Granville and Granville Township, but also known to include parts of surrounding Townships such as Union). The CBD is a walkable, pedestrian-scale area with ample public space and café seating that serves as a community gathering spot. The businesses are bookended by churches on the West end and hotels on the East end.

The CBD is a National Historic District, established in 1980/81, and contains many contributing structures. These structures are integral to Granville's community identity, which is tied strongly to the historic architecture of the Village core.

The CBD is bisected by State Route 661 (SR-661), an Ohio Department of Transportation (ODOT) maintained roadway. SR-661 is a 4-lane roadway that connects Mount Vernon to the North with Lancaster to the South. In addition to being an ODOT road, SR-661 is also a truck route, meaning a number of large tractor-trailer trucks traverse the CBD on a daily basis.

## Study Goals

Vibrant districts must strike a delicate balance between providing too much parking and providing too little parking. Too much parking takes up space that may have been used for pedestrian space, café space, or other public uses. Provision of too much parking can also give a district the feeling of being empty, even if all businesses are packed with customers. Too little parking can drive potential customers to shop or eat elsewhere, as parking can be viewed as too difficult to make any trip worthwhile.

Recognizing the importance of parking to Downtown Granville, staff sought to create a report that will contribute to the economic viability of the Downtown district ensure its continued vitality. Through intensive data collection, public outreach, and collaborative planning, the Downtown Parking Study will:

- Create a baseline dataset from which to make decision relating to parking Downtown
- Identify problem areas in parking
- Collaborate with Downtown business owners, residents, and community leaders
- Make recommendation for parking initiatives, solutions, and areas of improvement
- Support other aspects of the overall Downtown Granville Plan

## Framework & Data Preparation

Staff set out to prepare for data collection by first understanding the current inventory of spaces Downtown. Counts were conducted using 2021 aerial imagery, provided by Licking County, through ArcGIS software. A Geodatabase for parking was created, with specific feature classes for the study area, parking spaces, parking areas, trip generators, and pedestrian infrastructure.

First, the spaces feature class was built, and spaces were counted through ArcGIS and verified on the ground. Most locations had the correct parking, with the only area needing adjustment being North Prospect St. This is due to the site transitioning from the Fire Station to the new Three Tigers Brewery.

Next, spaces were counted and broken into sections. Rather than track by individual spaces, which would be harder to not only count but account for, spaces could be tracked by section. Sections were broken up using delineators like cross-streets and parking lots.

Next, businesses were marked and categorized. Marking of businesses was done through a mix of street-walking and Google Maps. Any businesses that generated measurable traffic were marked. Small offices and real estate brokers were not counted as traffic generators, due to their lack of significant in-and-out traffic. Businesses were then categorized based on their typology, IE retail, medical, food and beverage, etc. This typology is helpful in understanding parking counts, as well as understanding visitor sentiment in certain areas, locations, or destinations.

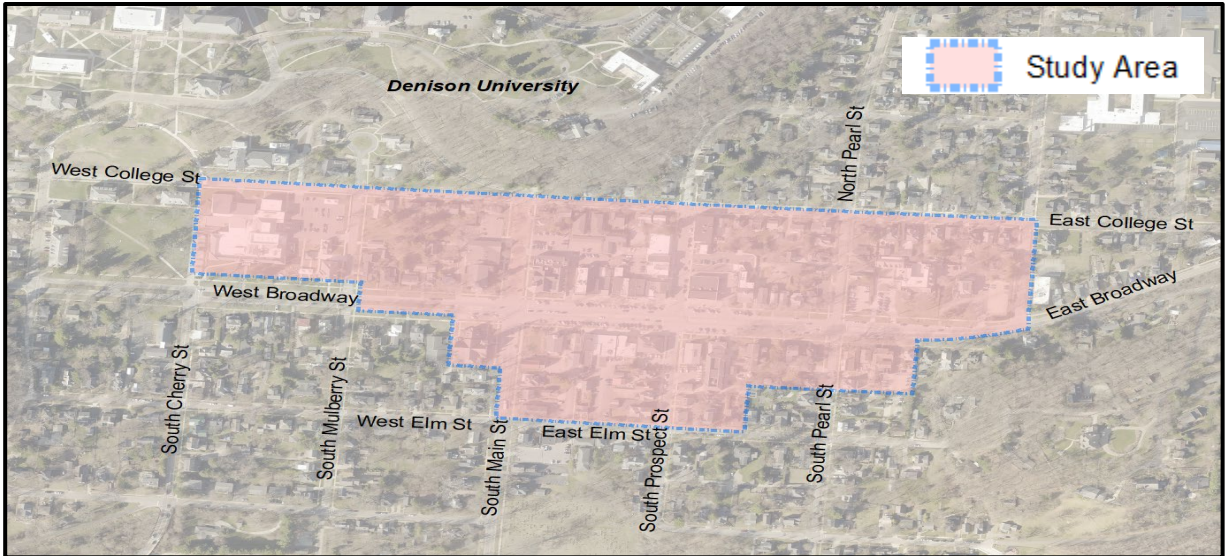


Figure 14: Downtown Granville Boundaries

### Section III – Existing Conditions

Downtown Granville is compact and pedestrian friendly, with many outdoor café spaces and public gathering spots. This compact nature also means that Granville’s Downtown businesses are within close proximity to one another. Because many of these businesses are also significant trip-generators, it leads to high demand for parking and, as a result, higher traffic.

Many of these businesses are further clustered. For example, there are over half a dozen food & beverage businesses on one side of East Broadway, and nearly a dozen businesses in total. Conversely, there are very few businesses on either side of East Broadway, East of Prospect St. This clustering creates higher demand for parking in concentrated areas and lower demand in less-concentrated areas. Figure 2 below visualizes those trip-generating businesses in the parking study area.

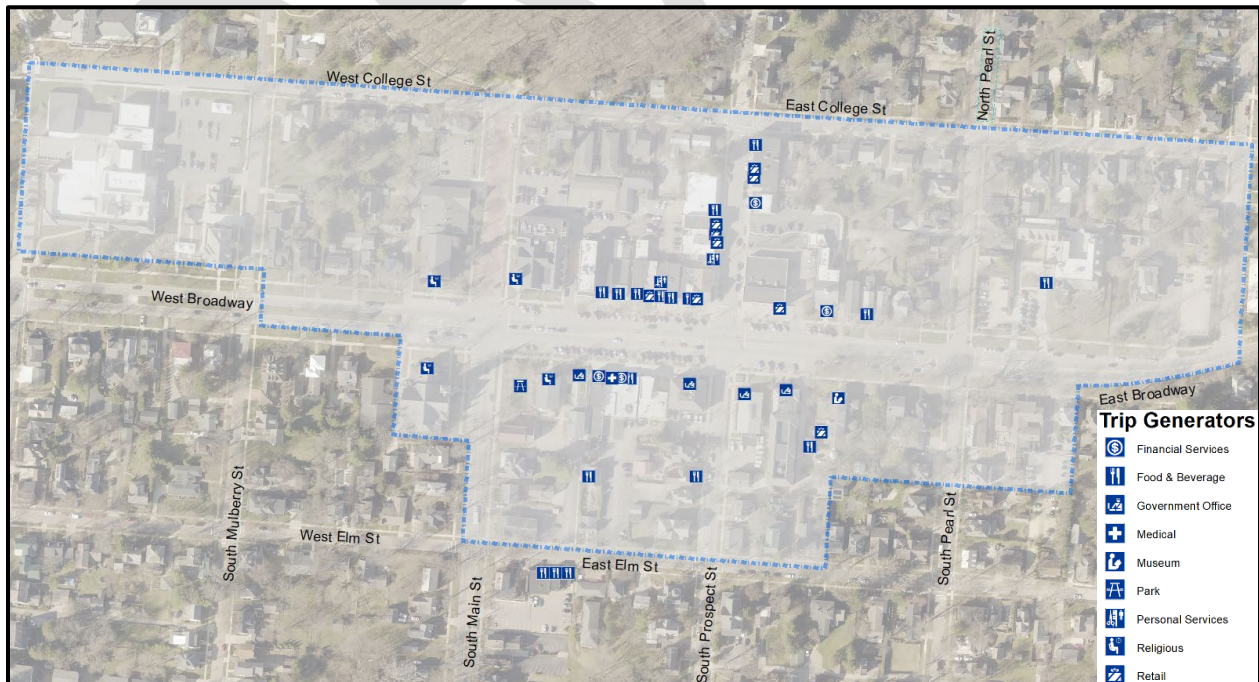


Figure 15: Trip Generators in Downtown Granville



## Parking Inventory

In preparation for the study, Planning & Development staff took to the streets and counted every space in the Downtown district. This includes both on-street and off-street parking, and both private, shared, and public parking lots. Private spaces were inventoried for two reasons. First, because anecdotal information and observations show these private lots are still used by the public. Therefore, counting them helps to gauge the true parking conditions. Second, while these lots may be private currently, there is potential for them to be public or shared in the future.

In order to place appropriate limits on the study, and to standardize the data to be gathered, parking spaces were limited to those that were permanently marked. Standardization allowed spaces to be definitively inventoried and left no room for judgement errors, allowing for more reliable inventories.

Spaces were able to be broken down into two location types, and three usability metrics. On-street and off-street are the two categories identified by staff. These categories can further be broken into three typologies; public, shared, and private. It is important to note these categories and typologies are not mutually exclusive. That is to say, not all on-street spaces are public, nor are all public spaces on-street; some off-street are shared, while some are private or public. Thus, these typologies are useful only in identifying locational and availability attributes.

In total, there are 521 parking spaces in the Downtown area. Locationally, 259 are on-street spaces and 262 are off-street. From a usability perspective, 253 are public, 142 are private, and the final 126 are shared in some manner. Tables 1 thru 3 below breaks down available spaces in greater detail. Map 3 below further details parking space distribution.

**Table 1: Parking Inventory, Publicly-Available Marked Spaces**

*In Downtown Granville, Ohio*

Public Parking	Spaces	Percentage
East Broadway, between Pearl & Granger	21	8.3%
East Broadway, between Prospect & Pearl	40	15.8%
East Broadway, between Main & Prospect	58	22.9%
West Broadway, between Mulberry & Main	38	15.0%
North Prospect	17	6.7%
South Prospect	10	4.0%
North Main	38	15.0%
South Main	16	6.3%
North Granger, between East Broadway & College	6	2.4%
St. Luke's Public Parking Lot	9	3.6%
<b>TOTAL</b>	<b>253</b>	<b>100.0%</b>

**Table 2: Parking Inventory, Shared-Availability Marked Spaces**

*In Downtown Granville, Ohio*

Shared Parking	Spaces	Percentage
Centenary United Methodist Parking Lot	25	19.8%
Eisner Center Parking Lot	60	47.6%
Park National Bank Parking Lot	41	32.5%
<b>TOTAL</b>	<b>126</b>	

**Table 3: Parking Inventory, Non-Publicly-Available Marked Spaces**

*In Downtown Granville, Ohio*

No Parking Presently Allowed/Private Parking	Spaces	Percentage
CVS Parking Lot	16	11.3%
Huntington Bank Parking Lot	22	15.5%
First Presbyterian Church Parking Lot	24	16.9%
Granville Inn East	34	23.9%
Granville Inn West	31	21.8%
East College Street, between Prospect and Granger	15	10.6%
<b>TOTAL</b>	<b>142</b>	

## Walking Distances and Pedestrian Infrastructure

Walking distance from parking space to destination deserves consideration in any parking study. Numerous research studies in the Planning and Transportation realms have consistently leaned upon the conclusion that people are willing to walk roughly ¼ mile (400 meters, 1320 feet). Given its status as a rule of thumb, we will assume for this study that visitors to Downtown will not walk more than 1320 feet from parking space to destination. With this in mind, staff looked at pedestrian infrastructure as a method of encouraging visitors to park anywhere within that walkshed. However, in order to encourage visitors to park anywhere other than directly adjacent to their primary destination, appropriate pedestrian infrastructure is necessary.

Parking Downtown can be broken up into sections, as shown in Map # above. These sections are primarily delineated by cross-streets, though spaces in the same section are often on opposite sides of the same street, thus necessitating a crossing of some kind. Crossings are facilitated by ample signalized intersections with marked crosswalks. These crossings have timed crosswalk signals to inform pedestrians as to how long they have remaining to cross. Actual crosswalks are paved with red brick pavers for the signalized crossings on East Broadway. A midblock, signalized and brick-paved crosswalk sits roughly midway between Main St. and Prospect St. on East Broadway to facilitate crossing on Downtown's busiest block.

These pedestrian crossings are one piece of a larger pedestrian- and bicycle-friendly infrastructure. Such multi-modal transportation networks, even when examined at the meso (neighborhood) level of analysis. Such is the case here, where multi-modal transportation networks have a substantial bearing on parking utilization patterns. Individuals are less likely to park anywhere except directly in front of their destination if the area lacks infrastructure and improvements to safely and efficiently move them from parking space to destination. Conversely, robust multi-modal networks support efficient and evenly-distributed parking usage at the meso level.



Figure 16: Downtown Granville Parking Areas

## Zoning and Land Use Downtown

The study area is a mix of residential and commercial, with some institutional uses. Uses along Broadway are primarily commercial, as are those along Prospect St. The fringes of the study area are mostly residential, though Denison University occupies a large expanse of land to the North and West. The lines between residential and commercial uses are blurred, highlighting the close relationship of uses Downtown. Government offices are concentrated on the South side of East Broadway, near South Prospect St, including Village Offices, the Library, U.S. Post Office, and Museum.

Zoning does not generally reflect land uses, owing to the outdated nature of the zoning code and the varied uses seen. East Broadway and North Prospect St. are primarily zoned Village Business, while College and Elm Streets are zoned residential. The Eisner Center and surrounding Denison properties are zoned Institutional. The churches on the four corners of Broadway and Main St. are zoned Village Square, reflecting their status as the original central meeting space of the Village.

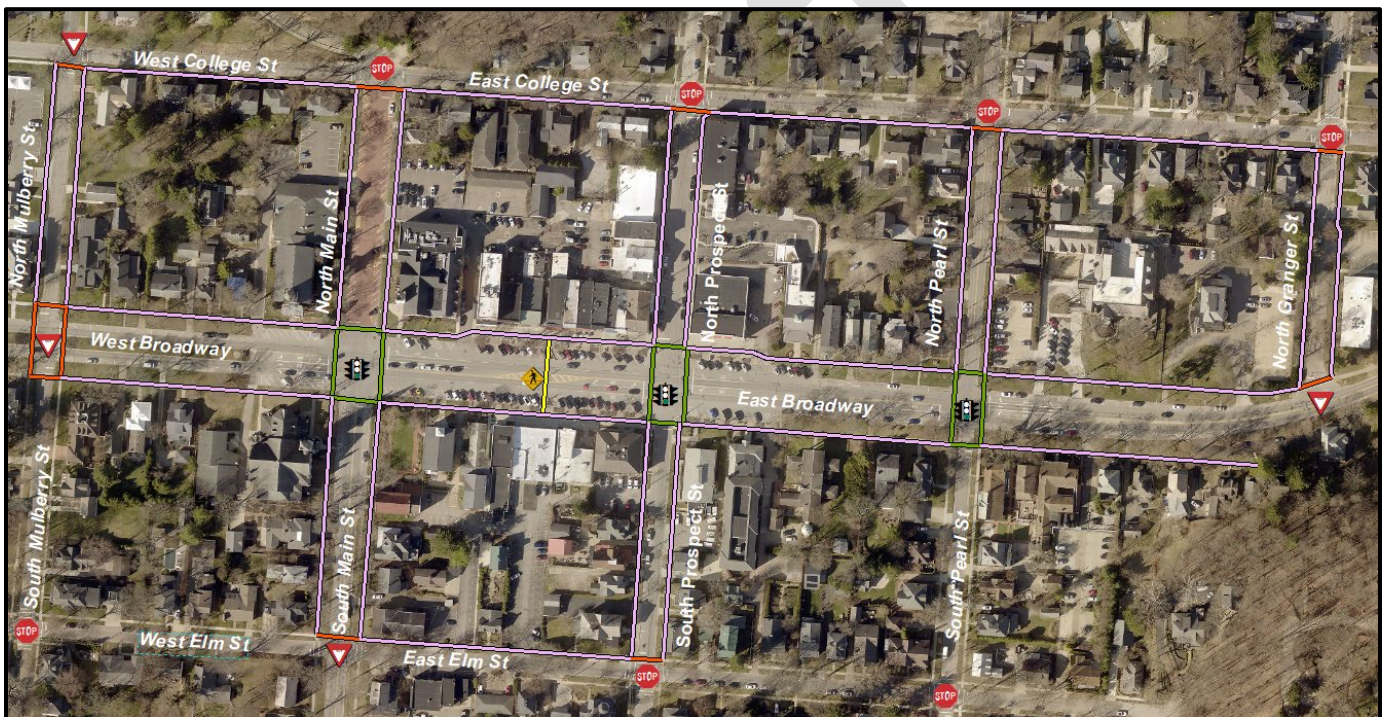


Figure 17: Downtown Granville Pedestrian Infrastructure

## Section IV – Initial Public Engagement

Gathering input from the general public regarding parking issues is a major piece of the informational puzzle. Input and opinions should be solicited at every possible opportunity to ensure a well-socialized and complete study. Public input can be gathered in person or remotely, and can be informal through random and “on-the-street” interactions, as well as curated through specific lines of questioning. In person public engagement is best done through existing community events, to ensure the greatest possible turnout.

### Survey

A digital survey was a major component of the overall study. The survey provides additional qualitative data above and beyond the quantitative data gathered through the hard parking counts. It is offered through QR code only, to attempt to capture thoughts and emotions on the parking experience as soon

as they happen, rather than waiting until later in the day, or even days later. Waiting until later can alter the memory of the parking experienced based on the experience Downtown that day, or even based on how a survey-takers' day went after parking.

The parking survey, found in Appendix A, asked about parking location in relation to destination, ease of parking, destination, and date/time. This data would be analyzed along with hard parking counts to determine if areas reported on the survey to be difficult to park in coincided with those areas without available parking. It was offered throughout the duration of the study, and was socialized to area businesses and the Granville Chamber of Commerce. QR codes were provided to businesses for display on-site, in an attempt to gather as many responses as possible. Makeshift signs displaying the QR code and basic information were posted at various spots around Downtown on parking count days, to drive higher participation on those days, in an attempt to gather comparable quantitative and qualitative data.

### First Engagement Session

Staff first engaged the public during the weekly Granville Farmer's Market on Saturday, July 29, 2022, from 8:30 AM until 11:00 AM. The Granville Farmer's Market is a long-running and regionally-known market that runs every Saturday, outside of the winter months. A tent and table were set up in the middle of the market, with a 36" by 48" map displayed on an easel. Additionally, there were pamphlets explaining the parking study. Staff were available during the timeframe to speak with the public, answering questions, hearing concerns, and generally engaging in ad-hoc information gathering. Roughly two dozen separate interactions occurred in which members of the public provided thoughts and feedback on not only the parking study, but traffic conditions throughout the Village.

Members of the public were generally concerned about parking in the Downtown area, though there were a mix of complaint types. Some people were concerned with difficulty parking Downtown, especially during evening hours. However, other public input focused on the Downtown area having too much parking. These individuals believed any perceived problem with parking had more to do with people's unwillingness to walk, rather than an actual lack of parking spaces. Commenters floated various solutions, including public parking lots and a parking garage. Some input also revolved around electric car charging infrastructure and handicapped parking availability.

### Second Engagement Session

Another public engagement opportunity was conducted on Saturday, September 17, from 11 AM to 2 PM. The driver for this outreach event was a concern the QR survey was not reaching all Downtown parking users. Staff created printed versions of the survey in order to gather responses in person. Staff set up an easel with 36" by 48" map of the study, tent, table, and chairs on East Broadway, directly adjacent shops and restaurants. This stretch of sidewalk is easily the busiest in the Village, and provided ample opportunity for a more curated approach to gathering public input on the parking study.

Throughout the day, staff were able to converse with many older residents, many of whom were not aware of the QR code survey or how to use it. Popular feedback revolved around multi-modal transportation and traffic congestion, rather than parking issues. While this study does not address those issues, they are affected by, and themselves affect, Downtown parking. In all, staff had 15-20 extended interactions with staff (IE interactions beyond a greeting). Not all those who gave input were willing to complete the survey form. However, five paper surveys were completed and entered manually.

## Section V – Data & Initial Findings

Parking data was collected across seven dates in August and September 2022. To accurately gauge uses across days of the week, staff recorded parking usage on a Sunday, Tuesday, Wednesday, Thursday, and Friday, as well as two Saturdays. Staff initially planned to conduct parking counts on two Sundays, but found on the first observation day that many businesses are closed on Sundays, leading to minimal parking usage. Counts were conducted every hour from 11AM to 8PM.

Parking utilization or usage, defined as the ratio of parking spaces occupied, is considered to be at “functional capacity” when the utilization ratio reaches 85%. This utilization generally means there are one or two open spaces on a block at any given time; enough for anyone to find parking relatively quickly and easily. Any usage less than 50% should be considered underutilized. It should be noted that it is possible to observe parking usage in excess of 100%. This can occur when vehicles are parked illegally, or otherwise outside of marked spaces.

### Overall Use

Overall usage provides an overall view of the data should be examined prior to any micro-level analysis. Figure 5 below shows overall usage, and displays clear trends that should be studied much closer, in a specific hour or specific day manner. Most obvious in this map is the low of parking usage ratio from Main St. West, and to an extent, Pearl St. East. In order to fully understand the impact of the low use ratio, it is helpful to know just how many spots those ratios represent. Table 4 below shows the average usage per parking area, in number of spaces occupied, per hour.

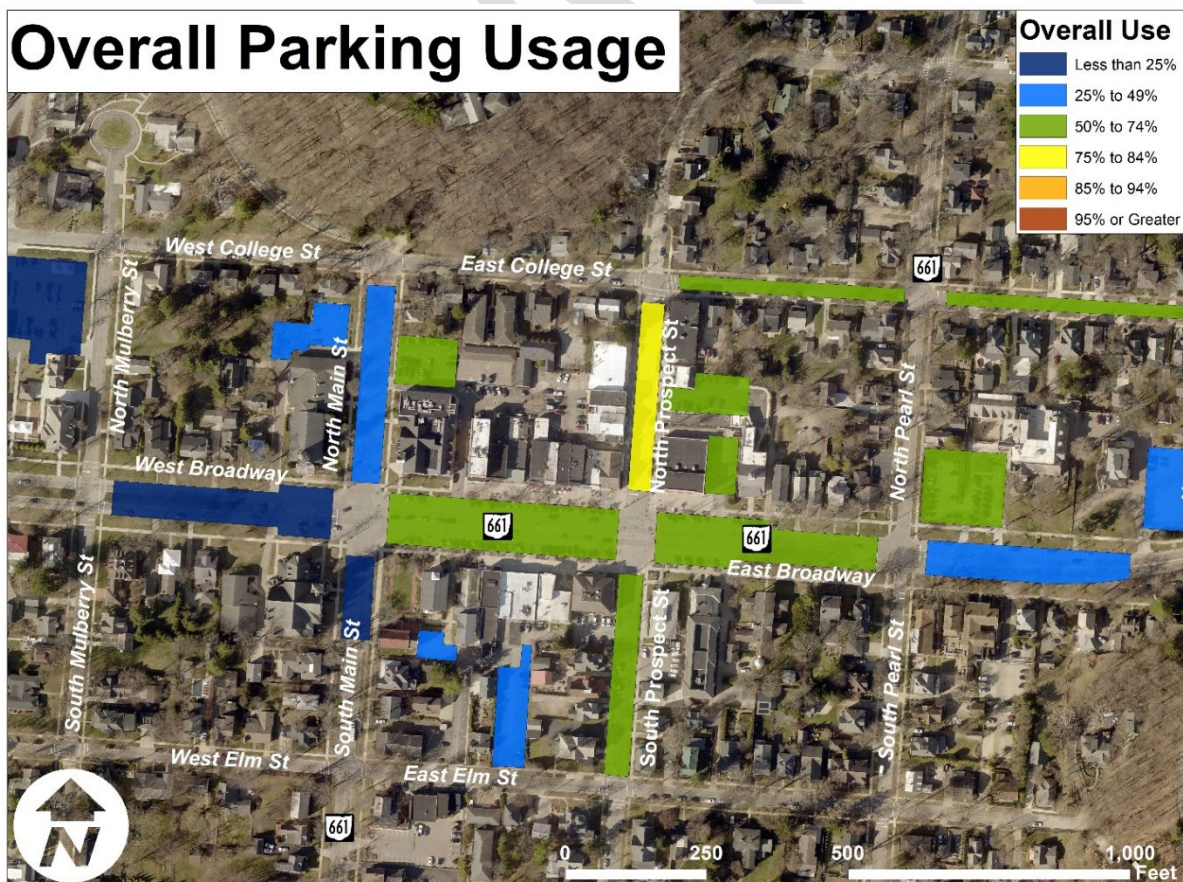


Figure 18: Downtown Granville Overall Parking Usage, As a Percentage, By Area

**Table 4: Average Overall Parking Usage, By Hour**

*Spaces Occupied Per Area, Rounded to Nearest Whole Number*

Time	Broadway				Main		Prospect		College		Granger
	Main to Mulberry	Main to Prospect	Prospect to Pearl	Pearl to Granger	North	South	North	South	East of Pearl	West of Pearl	Granger
11AM	12	44	26	5	13	5	13	6	4	4	5
12PM	10	48	30	8	17	6	18	7	4	5	4
1PM	12	47	29	10	18	6	18	6	5	5	4
2PM	10	45	29	8	16	4	16	5	4	4	4
3PM	7	34	25	6	11	4	16	4	4	4	3
4PM	5	37	23	10	9	3	17	4	5	5	4
5PM	5	40	24	10	10	1	19	4	4	4	4
6PM	5	48	27	12	16	2	19	7	4	5	4
7PM	4	47	26	14	17	4	18	7	3	4	4
8PM	5	40	20	14	15	3	19	6	3	4	4

Time	Lots									
	Park National	Huntington	CVS	Inn East	Inn West	St Luke's	Methodist Church	Presbyterian Church	Eisner	
11AM	17	8	10	14	13	4	19	10	18	
12PM	18	11	11	14	16	4	18	9	17	
1PM	17	12	11	14	17	4	17	8	18	
2PM	14	11	12	15	13	4	17	7	16	
3PM	13	9	10	14	11	4	15	4	18	
4PM	15	10	10	15	16	4	19	5	17	
5PM	14	11	9	17	22	3	17	4	12	
6PM	17	15	7	17	26	4	14	4	7	
7PM	20	17	6	17	26	5	15	7	4	
8PM	15	14	6	15	24	4	14	5	4	

In exploring the raw parking use number, by hour, it is clear that many visitors to Downtown opt to park on East Broadway. Specifically, visitors park between Main St. and Pearl St. There is also a substantial number of vehicles parked in the Park National lot, despite being away from Broadway and the majority of high-traffic businesses. Also striking is the consistency in parking, and use patterns of private lots. For example, the Huntington Bank parking lot is a private lot, yet it not only sees use after banking hours, but the use increases in those hours, indicating a pattern of unpermitted use. This unpermitted use of private parking is an indicator of parking demand imbalance in the general area.

### Total Noon Parking

Noon parking counts were taken a total of seven times across the study. One each of Tuesday, Wednesday, Thursday, and Sunday, as well as twice on Friday and Saturday. The ratio of usage for each day, in each section, was calculated. Ratios for each section across the seven observations were added together and divided by seven to obtain the total usage rate for the noon time slot for each parking section. That number is visualized in Figure 6 below.

Data showed that, on average across all seven observations, no parking sections were above 85% capacity at the noon hour. For on-street parking sections: two sections of East Broadway, both sections of Prospect St., and both sections of East College St. were observed between 50% and 85% capacity; below functional capacity but above the “underutilization” line. The remainder of the on-street sections were below that line, but not what we would term “vacant parking”. Off-street parking lots saw less overall utilization. The lots for the Methodist Church and CVS, and the West Granville Inn lot were between 50% and 85% capacity. The other lots were underutilized.

# Overall Noon Parking Usage

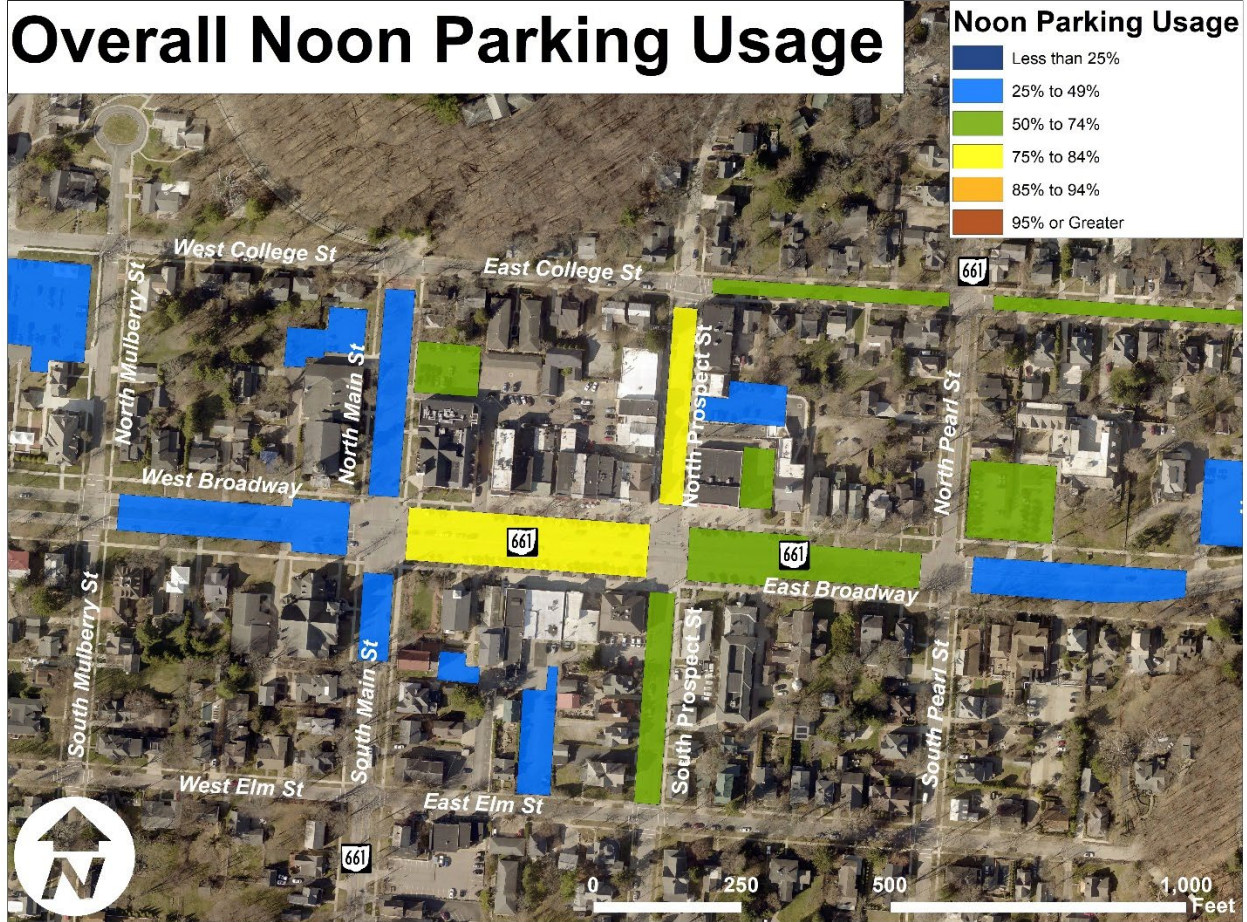


Figure 19: Downtown Granville Average Noon Parking Usage, As a Percentage, By Area

Data visualization showed some clustering of parking demand. It appears that the block of business bounded by East Broadway and North Prospect St. is drawing visitors to Downtown for the noon hour. This is in rough proximity of the coffee shop and numerous restaurants. There is some usage seen on East of this block, while little to no usage is seen to the West, both of which have fewer businesses.

## Total 7PM Parking

7PM parking counts were taken a total of seven times across the study. One each of Tuesday, Wednesday, Thursday, and Sunday, as well as twice on Friday and Saturday. The ratio of usage for each day, in each section, was calculated. Ratios for each section across the seven observations were added together and divided by seven to obtain the total usage rate for the noon time slot for each parking section. That number is visualized in Figure 7 below.

Data on 7PM parking showed a much wider disparity of parking usage than noon data. Usage on-street ranged from 10.5% (South Main St.) to 83.8% (North Prospect St.), while off-street parking ranged from 6.9% (Eisner Center) to 82.9% (West Granville Inn Lot). Data visualization showed strong clustering patterns, namely around East Broadway and Prospect St., but also extending down East Broadway and into the Granville Inn's lots, as well as in the Park National Bank Lot south of East Broadway. East Broadway and Prospect St. users are in proximity to Three Tigers Brewing, and various eateries on East Broadway, East of Prospect St. Users of West Broadway parking may be patronizing the hotels, with accompanying bar and restaurant, in the area of Pearl St. and East Broadway.

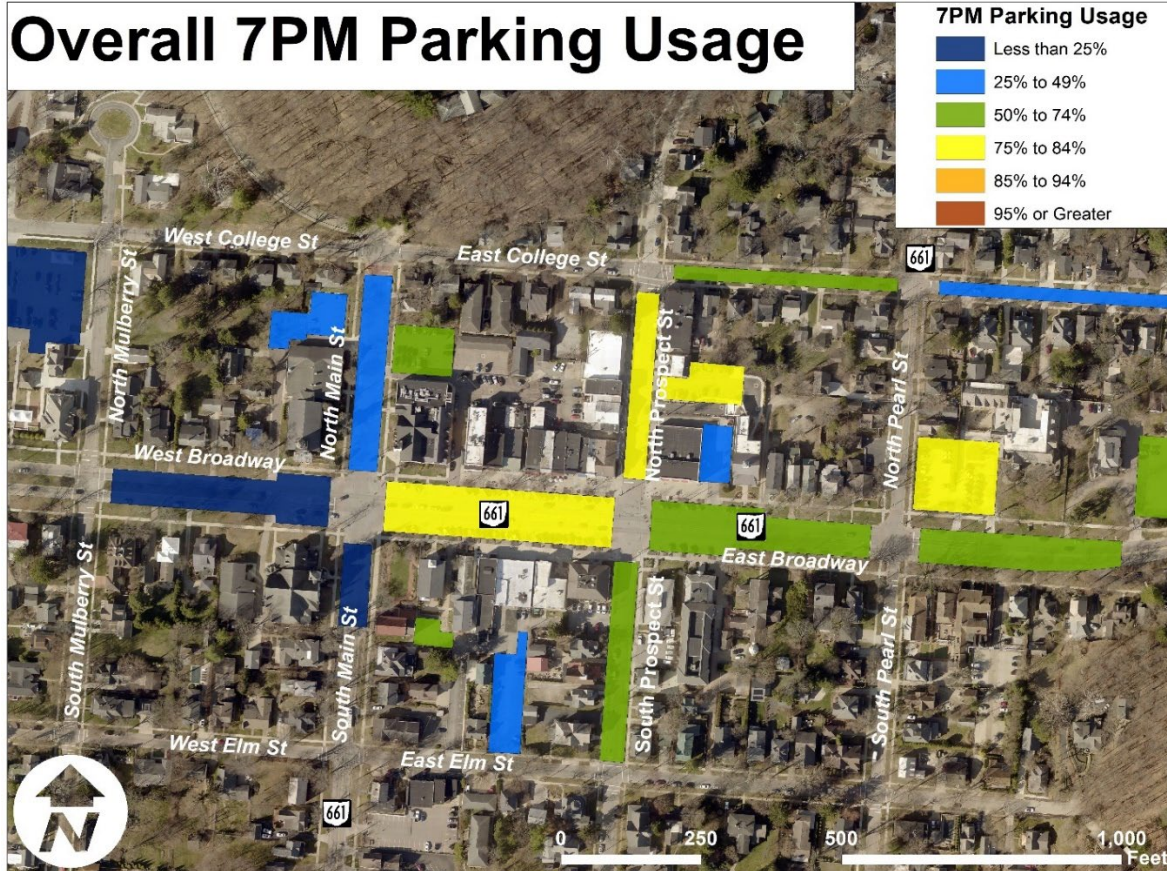


Figure 20: Downtown Granville Average 7PM Parking Usage, As a Percentage, By Area

The increase in use of off-street parking can be explained similarly. Park National Bank Lot users are in close proximity to Seek No Further Cidery, an alcohol establishment. There is also an increase in use of the Huntington Bank Lot, a private lot. Huntington Bank is closed at 7PM, so customers are not parking in the lot. Therefore, it can be inferred based on surrounding parking usage that users are patronizing businesses on North Prospect St. and East Broadway.

### Weekend Noon Parking

To understand the difference in parking usage patterns, staff isolated data collected on Friday and Saturday observations. Most people are off on Saturdays, so it would be expected that patterns would be different. Friday was included in weekends because of Friday nighttime usage being more in line with that of Saturday. Also, recent employment trends may have led to more workers being off on Fridays, which might in turn affect afternoon counts.

Parking ratios were calculated similarly to those for total counts at noon and 7PM. However, for weekend counts, only 3 observations were taken. Therefore, ratios for only those three observations are added together and divided by three, to reflect the three observations.

Data for noon weekend observations showed a different distribution of parking use in comparison to all observed noon use. Use across all parking areas increased, with one area, North Prospect St., being near capacity. On-street parking for two sections of East Broadway was also high, with over 80% of spaces occupied. Only Eisner Center Parking was functionally vacant, and only five observed sections were underutilized. Figure 8 below shows the spatial grouping of parking usage, concentrated in the center of downtown, near East Broadway and Prospect St.



# Weekend Noon Parking Usage

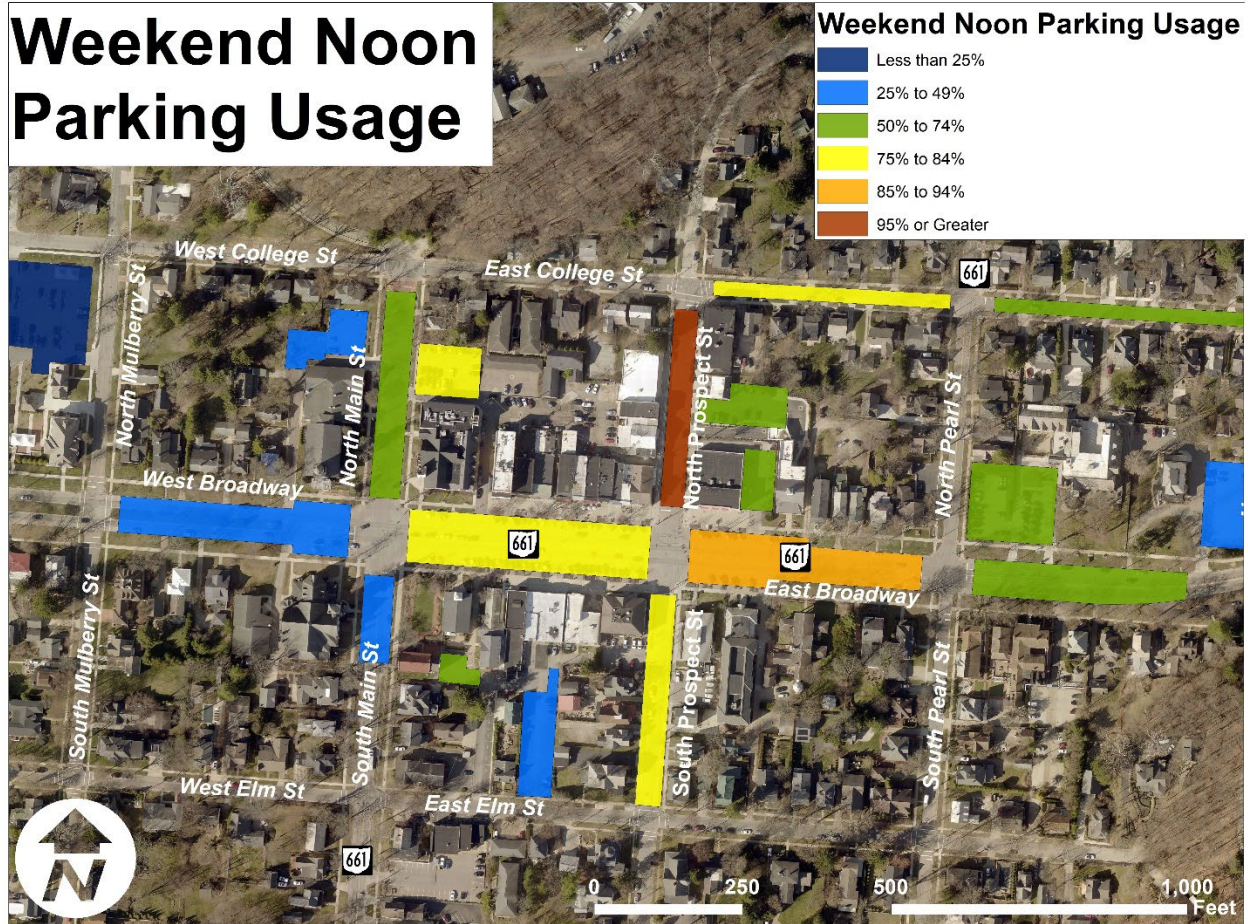


Figure 21: Downtown Granville Average Weekend Noon Parking Usage, As a Percentage, By Area

## Weekend 7PM Parking

Staff also isolated parking at 7PM on weekends only, as described above. Parking ratios were calculated similarly to those for total counts at noon and 7PM. However, for weekend counts, only 3 observations were taken. Therefore, ratios for only those three observations are added together and divided by three, to reflect the three observations.

7PM usage on weekends sees significantly higher usage. This is not surprising, given that people tend to go out and patronize bars and restaurants on Friday and Saturday nights, as there is typically no work the next morning. 7PM weekend parking was concentrated nearly evenly across Downtown, with some higher usage seen on North Prospect St. and in the private Huntington Lot. Three Tigers Brewing is most likely the draw for parking usage in this area.

# Weekend 7PM Parking Usage

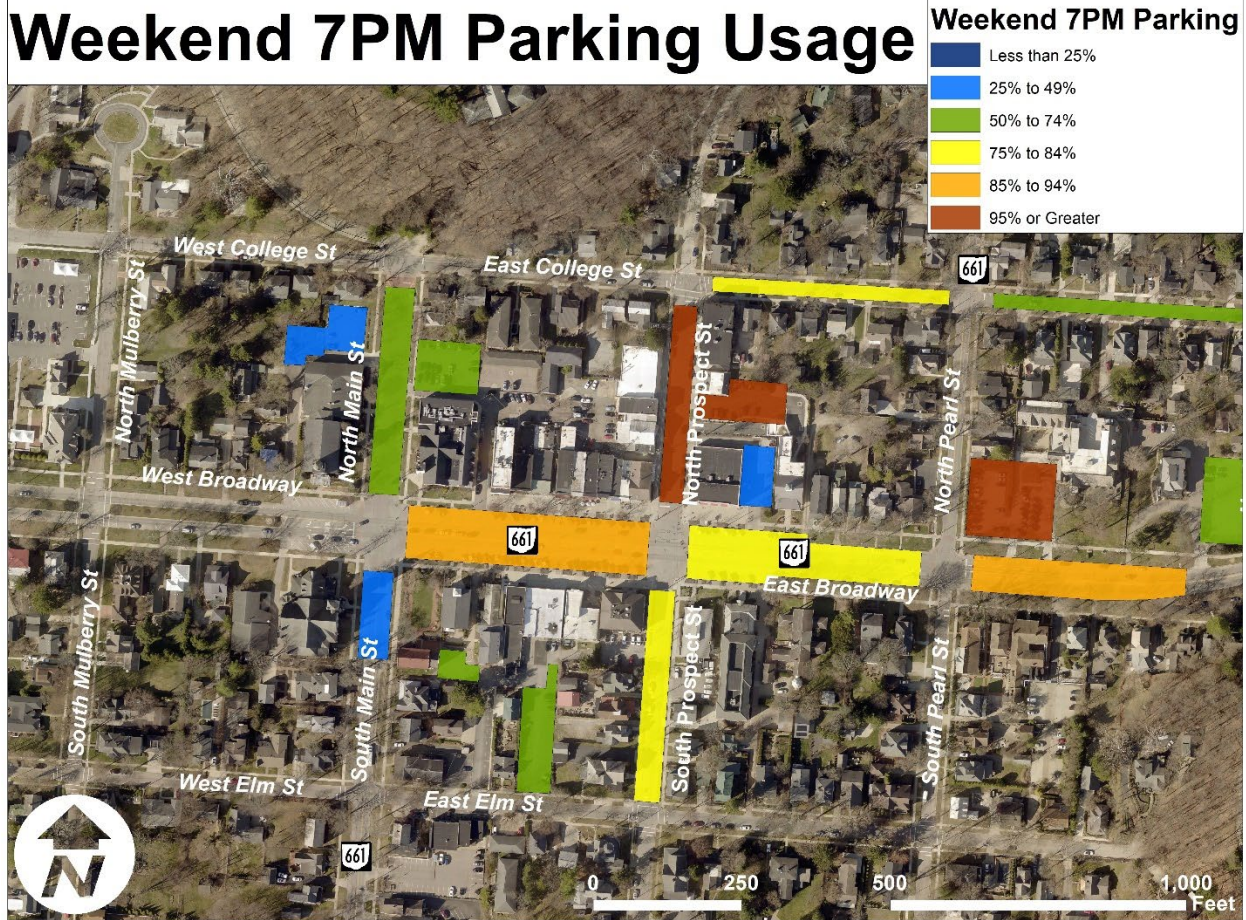


Figure 22: Downtown Granville Average Weekend 7PM Parking Usage, As a Percentage, By Area

Parking usage also seems to be concentrated to the far East, as shown in Figure 9 above. Granville Inn’s East Lot is nearly full, and on-street parking in the area on East Broadway is also highly utilized. Such high usage in this area, relative to other days and times, is explained by a combination of factors. The type of businesses, the time of day, and the day(s) of the week all play a part in this usage pattern. Parking areas in question are in proximity to two hotels that not only feature rooms for rent, but also restaurants and bar service. Both are historic in nature, and the Buxton Inn often features live music.

## Usage In Core Areas

Average hourly parking usage is important to consider in addition to targeted ratios on certain times and days of the week. Even more important is understanding parking usage in targeted areas. By looking at the clustered businesses, shown in Figure 2, and the parking visualizations in Figures 5 thru 9, a core Downtown area can be determined. This core area constitutes parking areas on East Broadway, between Main St. and Pearl St., as well as Main St. and Prospect St.

Table 5: Parking Availability, Core Area  
Displayed as parking space hours

Broadway		Main		Prospect	
Main to Prospect	Prospect to Pearl	North	South	North	South
4060	2800	2660	1120	1190	700
6860		3780		1890	
		<b>Total</b>			
		<b>12530</b>			

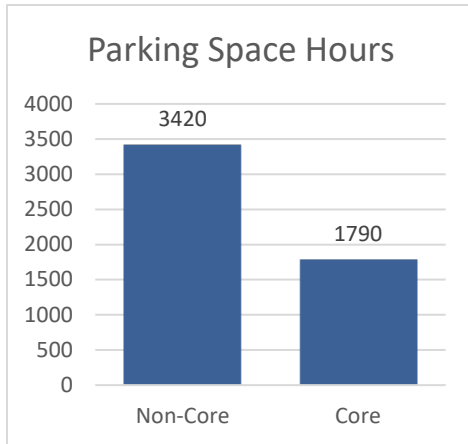


Figure 23: Core and Non-Core Daily Parking Space Hours in Downtown Granville

Analysis of the core area usage provides some clear insights by breaking parking availability down into parking space hours. Because observations were taken every hour, the absolute smallest unit of measurement for this study is a parking space hour. Observations were made each hour for ten hours, meaning each parking space represents ten parking space hours. There were seven (7) observation days, meaning each space represents seventy (70) parking space hours in this study. Thus, there are a total of 12,530 parking space hours within the core area. For those spaces, the total usage is 7,711 parking space hours occupied, or approximately 61.5% usage. That number represents the total usage for the core area for the entire observation period.

Figure 10 (above, right) visualizes the usage distribution between core and non-core spaces. At all times throughout the day, core parking space usages makes up the vast majority of parking space hours utilized. This occurs despite core parking spaces making up a much smaller proportion of available parking space hours, as shown in figure 11 (below). The usage pattern, coupled with the observed usages contained in this report, highlight parking problems in Downtown Granville as primarily a distributional problem and, to an extent, a temporal problem, rather than a pervasive issue throughout the entirety of the Downtown area.

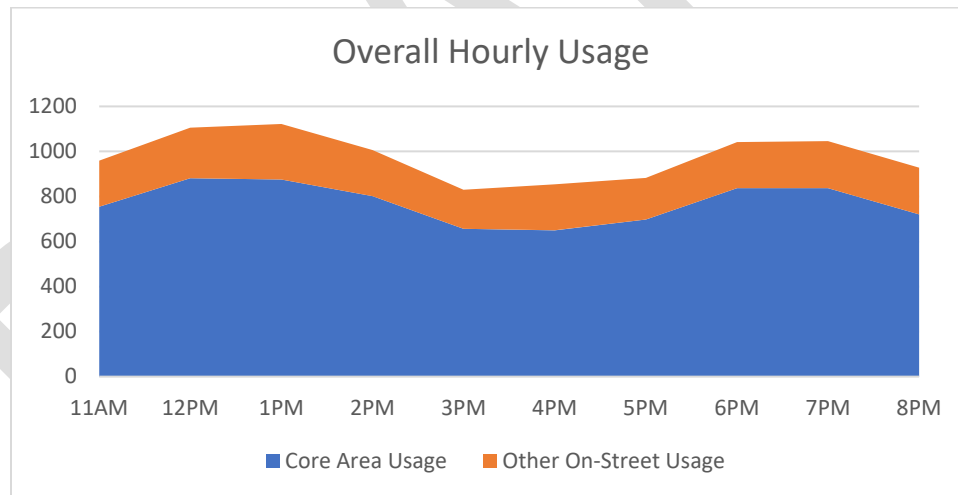


Figure 24: Downtown Granville Overall Hourly Parking Usage, Core vs Non-Core Areas

### Survey Results

The parking survey provided valuable results for comparison with the gathered parking counts. 262 respondents participated, with many answering all four primary questions. n=176 respondents answered all four questions. An additional n=11 respondents declined to provide their primary destination for their Downtown trip, but answered the other three questions. The remaining n=75 respondents answered only the location in which they parked, relative to their destination.

Figure 12 below demonstrated the distribution of parking scores amongst the n=187 respondents who opted to answer the question relating to ease of parking. The result is a bimodal distribution, or a distribution of score in which there are two peaks. This is opposed to a normal distribution, which has a

single peak, or highest score. Such a distribution of scores indicates there are dual sentiments relating to parking that area quite entrenched. Given the polar nature of the highest scores; 1 (easiest) had the highest number while 10 (hardest) was the second highest, visitors to Downtown feel parking is either quite easy, or quite difficult.

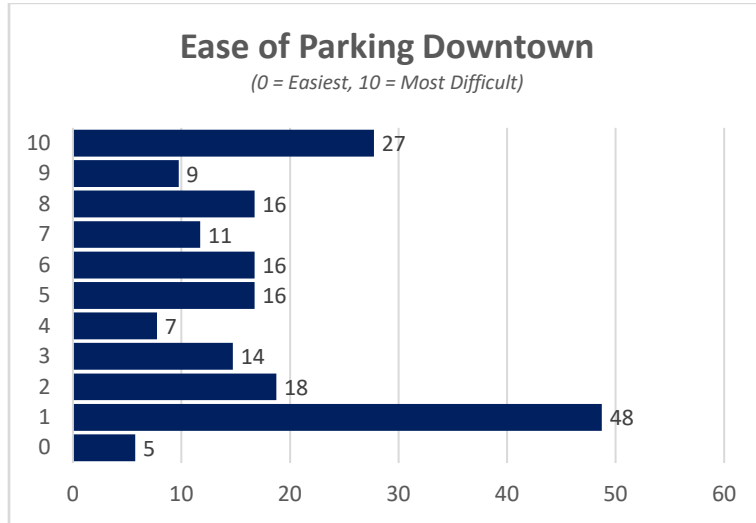


Figure 25: Results of "Ease of Parking Downtown" Question on Survey

Analysis of the results shows a median value of 5, indicating parking is generally viewed as neither easy nor difficult. The mean (average) score was 4.74, indicating the larger sample who scored parking at a 1, which in turn pulled down the mean score. Parking scores can be further analyzed by looking at the destination provided by the n=176 respondents who opted to do so. This data provides a geospatial aspect to the parking sentiment score data, and potentially temporal aspects as well.

Table 6: Comparison of Destination Types

Establishments With More Than One Respondent

Sit-Down Establishments			Retail/Quick Serve Establishments		
Destination	Responses	Avg Score	Destination	Responses	Avg Score
Aladdin	2	2.5	Alfies	3	5.333333333
Seek no further cidery	2	1	CBD Health Collection	2	5.5
Day Y Noche	3	7.666666667	Dragon Village	2	6
Hashi	4	2.5	Readers' Garden Bookstore	2	3.5
Village Barber	9	4.111111111	First Federal	3	6.666666667
Three Tigers	13	4.384615385	Green Velvet	3	4
Broadway Pub	22	4.818181818	Library	3	6.666666667
<b>Mean Score</b>	<b>4.363636364</b>		CVS	4	4
			EverestGear.com	4	4
			Huntington	5	3
			Post Office	5	5.4
			Whits	24	5.5
			Village Coffee	41	4.707317073
			<b>Mean Score</b>	<b>4.920792079</b>	

A further analysis of the survey data showed a clear delineation between those destinations with a relatively short average stay, and those with a longer stay. To further understand the data, destinations were broken into two categories: Sit-down establishments (those where someone would typically stay for a longer time, such as restaurants and breweries) and quick-serve/retail establishments (those where someone might grab a quick snack or beverage, or shop for a specific item). Table 6 above shows the mean scores for each, and the results are clear. Quick service and retail establishments have a parking difficulty score over half a point higher. This indicates parking is perceived as more difficult when a respondent’s visit to Downtown is relatively short

Finally, the survey data, parking count data, and establishment data can be combined and analyzed together. Figure 13 below visualizes the combination of parking difficulty scores and primary destination from the survey, overall parking usage from the parking counts, and establishment types. Survey information is distilled into a heatmap, with those destinations with greater parking difficulty in greater numbers visualized as a deeper red. The darker the red, the more difficult the greater number of respondents found parking to be. More difficult parking is reported in areas that generally coincide with areas that have greater parking utilization, indicating some correlation between survey-reported difficulty in parking and higher observed parking usage.

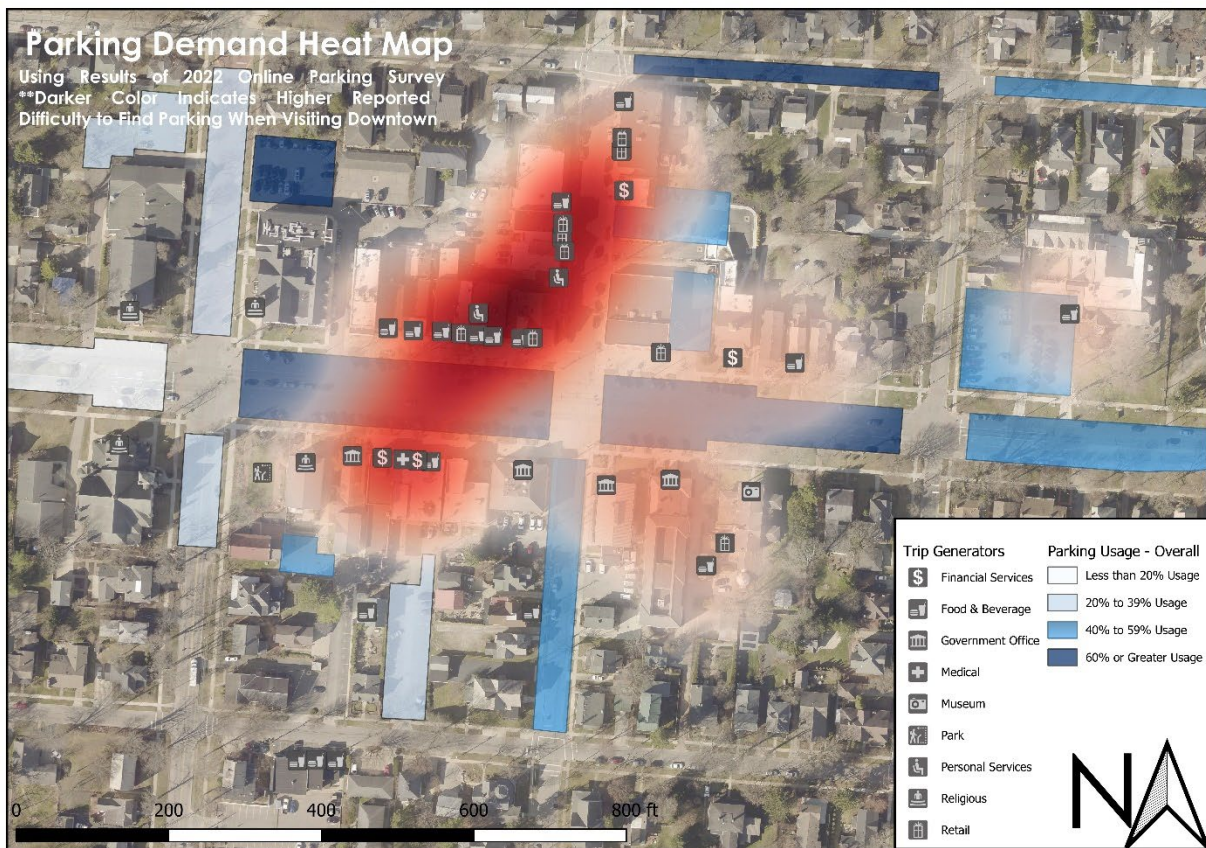


Figure 26: Difficulty to Find Parking with Overall Parking Usage Ratio Displayed

Village Coffee, located in the middle of the East Broadway block between Main and Prospect Streets, had the highest number of respondents at n=41. This business is unique Downtown on account of its orientation towards the morning, rather than afternoon and evening. Given that no other high-traffic businesses are open, patrons should find parking quite easy. However, respondents who are visiting

Village Coffee had a mean parking score of 4.7 and a median score of 5, roughly in line with the overall scores. Conversely, the n=13 respondents who visited Three Tigers, a business with limited proximal parking active in the evening hours, along with many other businesses, had a mean score of 4.39 and median of 5. This indicated parking was, on average, perceived as easier than parking for Village Coffee.

## Section VI – Committee and Public Information Gathering

Once the parking counts were completed, and analysis was carried out, a Parking Committee was established. Members were chosen from stakeholder groups to ensure accurate and equitable representation of interests in the Downtown area. Of these, two members were Downtown business owners, two were Downtown residents, two represented Planning Commission, and one each represented the Chamber of Commerce and Village Council.

The purpose of the Committee was “(T)o analyze the data from the 2022 Downtown Granville Parking Study and provide parking solutions through collaboration and compromise while building consensus towards good solutions.” Goals of the Committee were as follows:

1. Identify those times, days, or locations which have parking problems
2. Create a selection of potential solutions to the identified parking problems
3. Provide the Village with recommendations for more evenly-distributed parking usage

The Parking Committee met five times from January to March. During those meetings, the Committee first moved to analyze the parking counts contained in the draft report. A consensus was reached determining there is ample parking offered across the Downtown area, and that only at a few select times is parking hard to come by, and only in highly localized areas. Thus, it was determined that parking is managed and allocated poorly, and that visitors do not know where parking is available, and if that parking is usable.

Additionally, Members worked to understand how various downtown areas through the region, and the country, handle parking. Discussions centered around what parking looks like in those places that are successful, and if Granville does, or can, replicate those practices. In that discussion, members offered ideas as to what makes Granville’s Downtown a great place to visit.

From this information, the Committee directed Planning & Development staff to formulate a selection of recommendations for discussion. Staff provided a comprehensive list of overarching goals, objectives to help achieve those goals, and strategies for reaching objectives. These recommendations were debated over two meetings, with input provided to staff for revisions. Once the revisions were completed, the Committee directed staff to provide a public engagement plan, in order to map out the public input process for the final draft of the parking study.

### Public Engagement Plan

Desiring to obtain varied thoughts and opinions from the disparate groups that visit and traverse Downtown, staff opted for a non-traditional slate of public meetings. In selecting venues, careful thought was given to who could be reached, and how. Staff also considered meetings outside of traditional work days and hours, in order to reach the widest array of individuals possible. This is especially useful for connecting with parents of young children, or those who work service-industry and public service jobs that typically operate outside of the nine-to-five world.

The purpose of the outreach sessions is twofold. First, staff and the Committee wish to communicate the findings of the parking counts. One common theme heard among residents is there is not enough parking. Because the findings run counter to that notion, it is important to clearly and simply convey those findings. Second, staff and the Committee seek feedback on the proposed recommendations, both in terms of potential unintended impacts to Downtown visitors, business owners, and residents, and in terms of overlooked problems or solutions.

Public engagement meetings were held on the following dates, times, and locations:

- Village Coffee Company, 132 East Broadway
  - o Monday, March 20<sup>th</sup> 7:00 AM – 9:00 AM
- Granville Indoor Farmers Market
  - o Saturday, March 25<sup>th</sup> 9:30 AM – 11:30 AM
- Granville Area Chamber of Commerce Board Meeting, Village Hall
  - o Wednesday, April 12<sup>th</sup> 4:15 PM – 5:15 PM

At each event, staff provided informational handouts to interested participants. These handouts, contained to one page, provided the basic findings of the parking counts, as well as the general recommendations of the study. Handouts were limited to one page in order to deliver the data in a simple manner that does not require advanced knowledge of planning practices, nor substantial time to read or understand.

A single easel and 3-foot by 2-foot board were utilized at each event. This board contained a few basic maps and simple graphs and charts. These items were intended to expound upon what was found in the one-page handout. Figures 5, 9, and 13 were utilized on the board to demonstrate the spatiality of Downtown parking at various times. Additionally, tables 1, 2, and 3, providing the number of spaces Downtown, were included and are found earlier in this documents.

## Public Engagement Results

A total of five public outreach events were conducted in March and April 2023. Approximately 16 hours of engagement were completed in this timeframe, resulting in roughly forty unique and individual interactions. Outreach event types were varied to increase the likelihood of reaching different socio-economic and demographic groups, in order to obtain the most complete feedback possible prior to completing the final report. A summary of those interactions follows.

### *Village Coffee: 10 interactions*

- Should have done this 10 years ago
- Parking spaces are too small in front of post office
- No Compact car parking
- Village should keep 2-hour parking
- Denison students park too long Downtown
- No truck parking on North Main St because of space constraint
- Village should work something out with Elm's parking lot
- Out-of-towners don't know where to park, signage should address that
- There is plenty of parking Downtown (numerous comments)

*Granville Indoor Farmer's Market: 18 interactions*

Police need to enforce the no U-turn law  
Village should encourage walking  
Mid-block crosswalk is dangerous  
Permit parking needs to be fixed  
Village should work with Elm's Pizza owners on parking lot sharing  
Village needs to address parking for Trick or Treat and Pride  
North Prospect Street should be a pedestrian-only area  
Plenty of parking Downtown (numerous comments)

*Granville Area Chamber of Commerce Board Meeting: 12 interactions*

Glad to be easing business burden  
Feedback from outside is consistent in that Granville's requirements are arduous  
Parking management district would make attracting businesses much easier  
Excited to see code updated as part of recommendations

## Section VII – Recommendations

Recommendations of this parking study are formulated utilizing a combination of the physical parking counts, survey findings, and public input. Recommendations are based on existing scholarly research on parking, case studies from across the country, and best practices. The recommendations are broken down in a hierarchical manner of overarching goals, objectives to achieve goals, and strategies to implement for achieving objectives. Many of the recommended objectives in this parking report are similar in nature, despite supporting differing goals. Those significant objectives are aggregated and explained in-depth below.

### **1. Discouraging new private surface lots and utilizing existing off-street parking efficiently**

There are a handful of private parking lots in the Downtown area. As shown in the parking study counts, many private lots are already most likely utilized by visitors to other Downtown businesses. These private lots create uncertainty for visitors to Downtown, as they are often marked as "private", or "tow-away zone", or simply "no parking". The uncertain nature of the use of private lots potentially discourages people from visiting certain businesses, or even Downtown as a whole. By entering into shared parking agreements, parking that would otherwise sit vacant, or be used against the owners' wishes, can be fully utilized while the primary user is not open for business. Such shared parking allows for efficient use of valuable Downtown land. In the event parking agreements cannot be reached, the Village should explore purchase of private parking lots for full-time public utilization.

Construction of new lots should be discouraged, if not outright prohibited, in the Downtown area. Parking study counts within this study clearly indicate a significant excess of parking, even at the busiest times. Surface parking lots are a poor use of valuable Downtown land, and have been shown as a result of recent attempted projects to be quite unpopular. Such land could be used for new businesses or public amenities like restrooms or a visitors' center, rather than parking.



**2. Shifting parking allotment and management from the business to the municipality**

As it stands, each business in the Downtown area must prove they can provide for the parking spaces required by Village Zoning Ordinances. In this instance, despite the availability of over 250 public parking spaces, a new business in an existing building must somehow prove they can provide parking. A parking management district would create a pool of spaces from which an approved use, as listed in the Zoning Ordinance, could draw from. New businesses in the Downtown area, many of which are locally-owned and/or small in scale, would no longer be burdened with parking.

**3. Improving information through signage and technology**

It is clear based on this report there is a parking knowledge issue, rather than an availability issue. The Village should focus on providing signage that clearly indicates where parking is located and when it is available. Aside from traditional signage, the Village can leverage the “Internet of Things” (IOT) to provide real-time information about available parking, both in terms of quantity, and location. New signage also provides the Village an opportunity to create an updated and unified signage design theme, creating unified wayfinding and informational signage that is aesthetically-pleasing, uniform across Downtown and/or the Village, and is easily-recognizable and verifiable as official information.

**4. Improving access and parking during peak demand times and special events**

The Village, in cooperation with Downtown businesses and event sponsors, should institute a shuttle service and satellite parking during selected special events. Satellite lots would be outside of Downtown, and could be utilized through an agreement with the property owner. Visitors would park in satellite lots and take the shuttle into Downtown for the special event. Another unique solution to parking during high-volume times is a community valet. Such a valet would contract with the Village and private lot owners to provide a centralized valet service for Downtown businesses, to be utilized by any Downtown visitors.

**5. Considerations for users that do not drive Downtown**

Every effort should be made to not only entice visitors to walk or bike downtown, but also to create environment conducive to traveling in this manner. E-bike and bikeshare rental stations should be explored, both Downtown and near the T.J. Evans trail, which intersects with South Main St. just south of Downtown. Additionally, signage and pavement markings should direct trial users towards Downtown while also informing those visitors of the offerings and amenities. The Village should work to adopt policies that encourage walking, biking, and use of outdoor space by businesses in a way that enhances the overall feel of Downtown, thus further encouraging walking and biking. Some of those policies include parking reductions for provision of bicycle infrastructure and placement of signage along multi-modal routes into Downtown.

**6. Make improvements to the parking area behind East Broadway, known as Petunia Park**

Petunia Park is currently a hodge-podge of parking spaces, dumpsters, and grease traps. Efforts must be made to clean up the area for the health, safety, and welfare of businesses, residents, and visitors alike. Because numerous entities own parts of Petunia Park, the Village should engage those parties and work to centralize refuse in one location, maximize available parking, and create a traffic

Goal	Objective	Strategy
<b>MAXIMIZE EXISTING PARKING</b>	Partner with owners of private lots to provide shared parking to the community when the private lots are not in use	<p>Appropriate money for shared maintenance agreements with private lot owners</p> <p>Sign agreements with private lot owners to lay out times and days the lot is available for public use in the following lots</p> <ul style="list-style-type: none"> <li>- Huntington Bank</li> <li>- Park National Bank</li> <li>- Centenary United Methodist Church</li> <li>- First Presbyterian Church</li> <li>- Granville Inn</li> </ul>
	Work with property owners of the parking lot behind East Broadway and North Prospect, locally known as “Petunia Park”, to achieve consensus on a good solution for design and flow of Petunia Park	Develop a package to provide incentives for owners of Petunia Park to sell that portion of their property to the Village
		Partner with a design firm to create a design to present to owners of Petunia Park
		Develop a shared refuse and grease management system among all the restaurants
	Purchase private surface parking lots in the Downtown area	Create funding mechanism for purchase of parking lots
		Develop policy and zoning code that allows developers to assist with purchase of surface parking lots in exchange for additional development incentives
	Provide satellite parking and shuttle service for major Downtown events	<p>Enter into agreements with owners of the following parking lots outside of Downtown</p> <ul style="list-style-type: none"> <li>- Eisner Center</li> <li>- Ross’ Market IGA</li> <li>- Raccoon Valley Park</li> </ul>
		<p>Work with Granville Chamber of Commerce to retain a shuttle company for the following events</p> <ul style="list-style-type: none"> <li>- 4<sup>th</sup> of July</li> <li>- Blues Fest</li> <li>- Candlelight Walking Tour</li> </ul>
<b>PROVIDE BETTER INFORMATION</b>		Create a unified Downtown signage design scheme that can be used throughout Downtown on all types of signage
	Improve Signage Downtown	Provide appropriate informational signage to indicate when shared lots are available
		Eliminate punitive language on parking signage, such as “two-hour parking” or “towing enforced”
		Provide wayfinding signage to inform visitors where to go for public parking

<b>CREATE AN ENVIRONMENT MORE FAVORABLE FOR BUSINESSES AND VISITORS ALIKE</b>	Discourage or completely ban construction of new private parking lots in the Downtown area	Amend code to make surface parking lots an expressly unpermitted use in the Downtown area
		Update design guidelines for parking areas to encourage screening and pedestrian infrastructure to enhance the area
	Address Downtown parking access and management issues	Adopt an access management plan for Downtown area to limit the number of new curbs cuts permitted and to eliminate redundant curb cuts
		Amend use-based parking requirement contained in Chapter 1183 to coalesce with modern standards
	Create a parking management district for the Downtown and South Main area, with a pool of parking spaces from which businesses can draw from. Parking allotment would be tracked to ensure parking space availability	Pass legislation creating the parking management district, and build policy for administration and management of district
		Amend Chapter 1183 such that individual businesses are no longer required to provide parking on their own
Maintain a roster of businesses, listing use and use type, and parking requirements to track available spaces		
<b>LEVERAGE TECHNOLOGY TO SOLVE ISSUES</b>	Utilize smartphone platform to create solutions to congestion and parking space “hunting”	Explore Downtown valet service during high-usage times, as identified by this parking study
		Identify and mark those places that do not disturb flow within Downtown as pick-up or drop-off areas for ride-share and pick-up, where appropriate
		Develop and implement policy that encourages rideshare service in the area
	Utilize technological solutions and leverage the Internet of Things to address parking concerns and problems	Explore smart parking solutions to track space usage and availability, both in real time, and across time
		Utilize smart parking solutions and technologies to provide real-time parking info to drivers, informing where parking is available
	Address issues with residential permit parking program	Implement policy to limit the number of permits issued based on the off-street parking available
		Develop a tracking system to track permit issuance

<b>ENCOURAGE MULTIMODAL TRANSPORTATION OPTIPONS</b>	<i>Consider bicycle infrastructure and services</i>	<i>Allow reduction in parking spaces required when business or developers install permanent bicycle infrastructure</i>
		<i>Explore e-bike stations Downtown and near TJ Evans Trail</i>
		<i>Determine feasibility of bikeshare facilities within Downtown and near TJ Evans Trail</i>
		<i>Develop signage plan for bicyclists along and near TJ Evans trail, to encourage biking Downtown</i>
	<i>Consider pedestrian and streetscape infrastructure</i>	<i>Implement additional informational and directional signage on the periphery of Downtown</i>
		<i>Implement informational and directional signage along major pedestrian routes, such as Newark-Granville Road</i>
		<i>Incorporate "café culture" into Downtown, to include construction of café spaces for full-time use by businesses</i>
		<i>Implement bicycle and skateboard dismount zones Downtown to protect pedestrians and encourage walking</i>

**IMPLEMENTATION MATRIX**

The above goals, objectives, and strategies all work towards the goal of improving parking, traffic, and access to Downtown Granville. In order to achieve this, it must be clear who is responsible for each strategy in support of the goals in objectives. It must also be clear of the general cost, funding source, and the timeline for completion. Such a framework allows for coherent and orderly accomplishment of the overarching goal. The implementation matrix below outlines avenues for the advancement of strategies identified in this report. Note that all funding sources and timelines are subject to approval from the funding entity. Some actions will require advanced engineering or review by legal counsel, which has been factored into the timeline.

Strategy	Lead Agency	Cost	Potential Funding	Timeline
Appropriate money for shared maintenance agreements with private lot owners	Village	\$\$	General Fund	1-2 Years
Sign agreements with private lot owners to lay out times and days the lot is available for public use in the following lots <ul style="list-style-type: none"> <li>- Huntington Bank</li> <li>- Park National Bank</li> <li>- Centenary United Methodist Church</li> <li>- First Presbyterian Church</li> <li>- Granville Inn</li> </ul>	Village	\$\$	General Fund	1-2 Years

Develop a package to provide incentives for owners of Petunia Park to sell that portion of their property to the Village	Village	N/A	N/A	3-6 Months
Develop a shared refuse and grease management system among all the restaurants	Village	\$	General Fund	3-6 Months
Create funding mechanism for purchase of parking lots	Village	\$\$\$	Bed Tax / TRT	2+ Years
Develop policy and zoning code that allows developers to assist with purchase of surface parking lots in exchange for additional development incentives	Village	N/A	N/A	6-12 Months
Enter into agreements with owners of the following parking lots outside of Downtown <ul style="list-style-type: none"> <li>- Eisner Center</li> <li>- Ross' Market IGA</li> <li>- Raccoon Valley Park</li> </ul>	Chamber of Commerce	\$	Chamber of Commerce	0-3 Months
Work with Granville Chamber of Commerce to retain a shuttle company for the following events <ul style="list-style-type: none"> <li>- 4<sup>th</sup> of July</li> <li>- Blues Fest</li> </ul>	Chamber of Commerce	\$\$	Chamber of Commerce	0-3 Months
Retain a firm to design new signage theme for either downtown, or for Granville overall	Village	\$\$	General Fund	6-12 Months
Provide appropriate informational signage to indicate when shared lots are available	Village	\$	General Fund	0-3 Months
Eliminate punitive language on parking signage, such as "two-hour parking" or "towing enforced"	Village	N/A	N/A	0-3 Months
Provide wayfinding signage to inform visitors where to go for public parking	Village	\$	General Fund	0-3 Months
Amend code to make surface parking lots an expressly unpermitted use in the Downtown area	Village	N/A	N/A	6-12 Months
Update design guidelines for parking areas to encourage screening and pedestrian infrastructure to enhance the area	Village	N/A	N/A	2+ Years
Adopt an access management plan for Downtown area to limit the number of new curbs cuts permitted and to eliminate redundant curb cuts	Village	N/A	N/A	1-2 Years
Amend use-based parking requirement contained in Chapter 1183 to coalesce with modern standards	Village	N/A	N/A	6-12 Months
Pass legislation creating the parking management district, and build policy for administration and management of district	Village	N/A	N/A	6-12 Months
Amend Chapter 1183 such that individual businesses are no longer required to provide parking on their own	Village	N/A	N/A	6-12 Months
Maintain a roster of businesses, listing use and use type, and parking requirements to track available spaces	Village	N/A	N/A	3-6 Months

Explore Downtown valet service during high-usage times, as identified by this parking study	Chamber of Commerce	\$	Chamber of Commerce	3-6 Months
Identify and mark those places that do not disturb flow within Downtown as pick-up or drop-off areas for ride-share and pick-up, where appropriate	Village	\$	General	3-6 Months
Develop and implement policy that encourages rideshare service in the area	Village	N/A	N/A	6-12 Months
Explore smart parking solutions to track space usage and availability, both in real time, and across time	Village	\$\$\$	General Fund	1-2 Years
Utilize smart parking solutions and technologies to provide real-time parking info to drivers, informing where parking is available	Village	\$\$\$	General Fund	1-2 Years
Implement policy to limit the number of permits issued based on the off-street parking available	Village	N/A	N/A	0-3 Months
Develop a tracking system to track permit issuance	Village	\$	Police Budget	3-6 Months
<i>Allow reduction in parking spaces required when business or developers install permanent bicycle infrastructure</i>	Village	N/A	N/A	6-12 Months
<i>Explore e-bike stations Downtown and near TJ Evans Trail</i>	Village	\$\$	General Fund	1-2 Years
<i>Determine feasibility of bikeshare facilities within Downtown and near TJ Evans Trail</i>	Village	\$	General Fund	1-2 Years
<i>Develop signage plan for bicyclists along and near TJ Evans trail, to encourage biking Downtown</i>	Village	\$	General Fund	3-6 Months
<i>Implement additional informational and directional signage on the periphery of Downtown</i>	Village	\$	General Fund	0-3 Months
<i>Implement informational and directional signage along major pedestrian routes, such as Newark-Granville Road</i>	Village	\$	General Fund	3-6 Months
<i>Incorporate "café culture" into Downtown, to include construction of café spaces for full-time use by businesses</i>	Village	\$\$	General Fund	1-2 Years
<i>Implement bicycle and skateboard dismount zones Downtown to protect pedestrians and encourage walking</i>	Village	\$	General Fund	3-6 Months