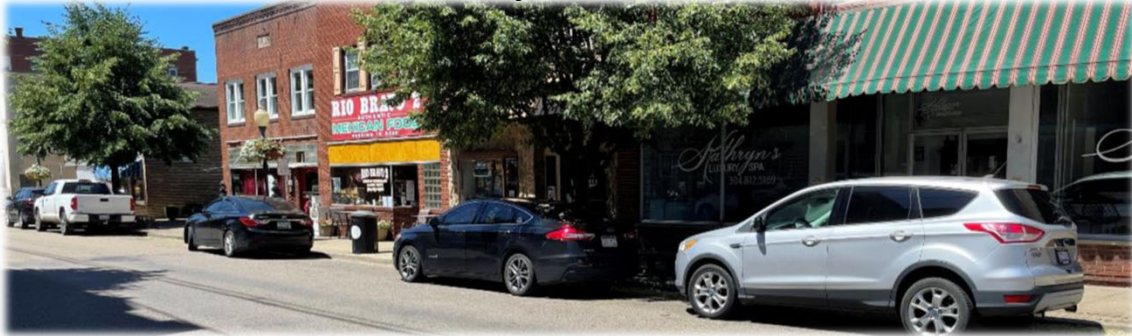


Downtown Point Pleasant Parking Study

February 16, 2023



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Research Professor
Appalachian Transportation Institute
Marshall University



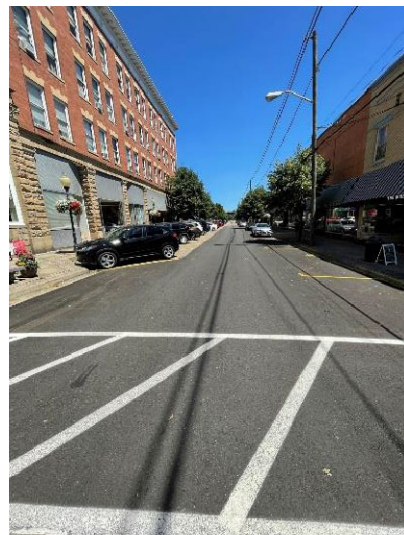
Christy Risch
Director of Research
Center for Business & Economic Research
Marshall University



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Agenda

- ▶ Data Collection Overview
- ▶ Interview Summary
- ▶ Parking Utilization Results
- ▶ Wayfinding and Locating Parking Lots
- ▶ Recommendations



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Public Interviews

- ▶ Conducted by MU students approaching people walking downtown

State	Count	Local Count
GA	1	
IN	1	
NC	2	
NY	1	
OH	10	4 from Gallia Co
PA	1	
SC	1	
TN	1	
WI	1	
WV	26	14 from Mason Co
Total	45	18 "Locals"



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Public Interviews

- ▶ Purpose for Being Downtown

Primary Purpose	Count
Business	1
Eating	2
Live/Work	6
Shopping	1
Tourism	32
Other	3

- ▶ Frequency Visiting Downtown

Frequency	Not Local	Local	Total
Daily	3	13	16
1-2 per week	5	4	9
1-2 per month	0	1	1
1-2 per year	9		9
1st Time	10		10
Total	27	18	45

- ▶ Difficulty Finding Parking

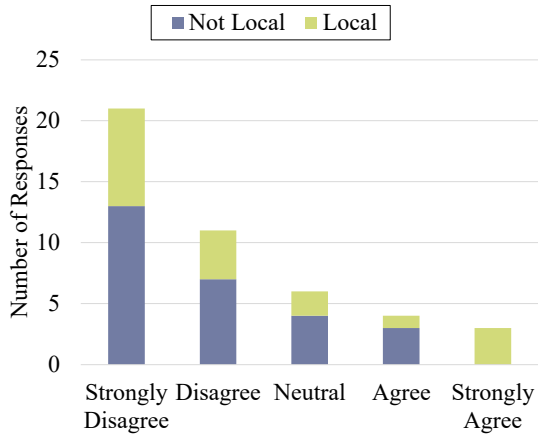
Response	Not Local	Local	Total
No Difficulty	24	16	40
Yes	3	2	5
Total	27	18	45

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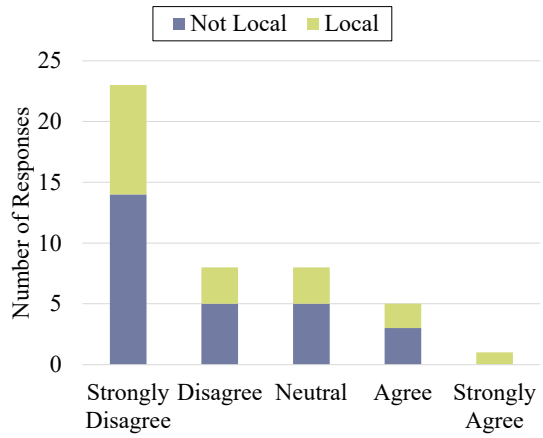
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Public Interviews “I do not visit downtown due to...”

...congestion



...parking challenges

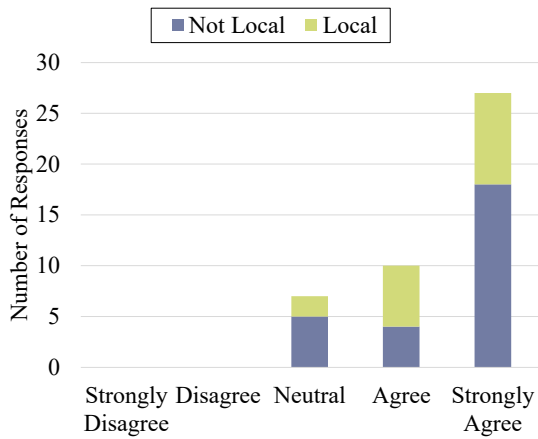


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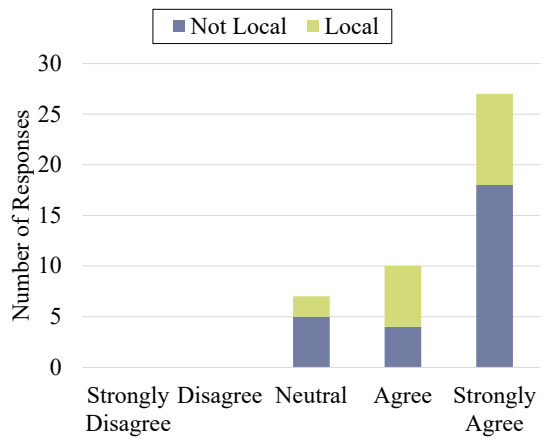
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Public Interviews

I can safely cross the street



I feel safe downtown

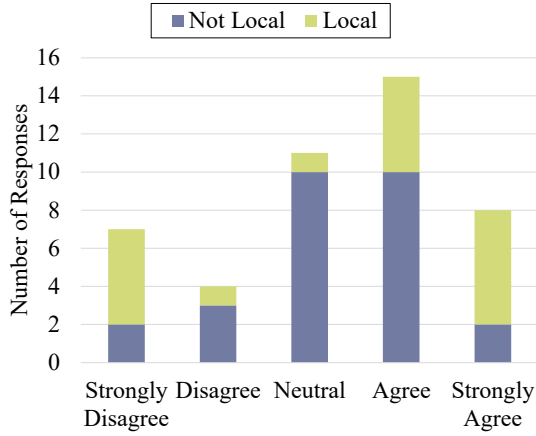


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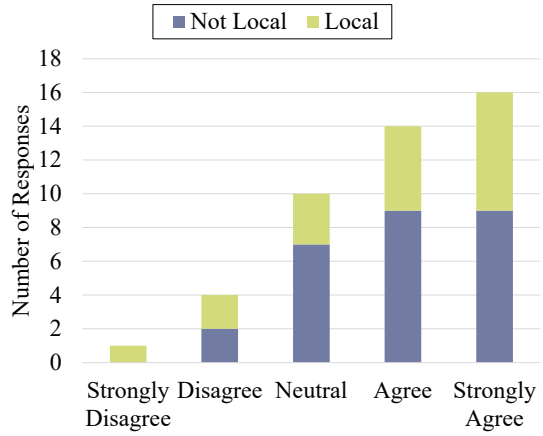
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Public Interviews

Parking signage is adequate



Parking is in good condition

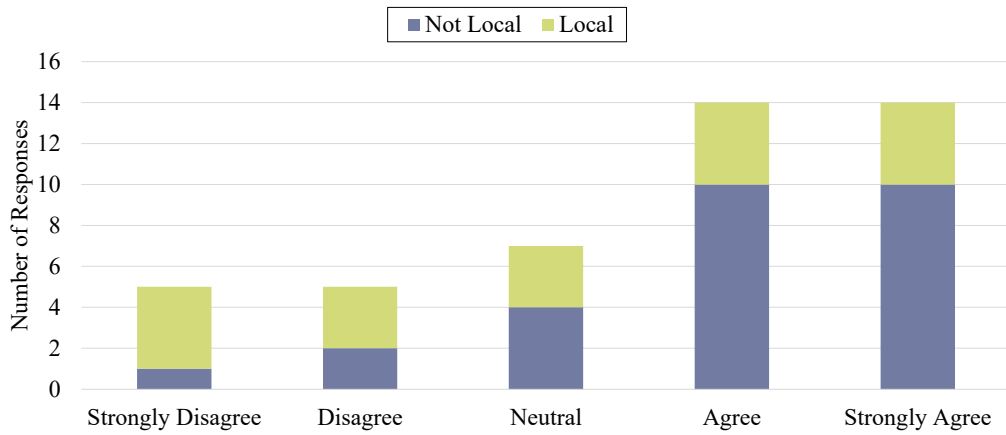


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Public Interviews

There is adequate parking downtown



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Public Interviews - Comments and Suggestions

Locals

- ▶ Hard for big festivals; takes forever
- ▶ Needs additional parking
- ▶ Needs additional parking
- ▶ One-way street signs
- ▶ One-way stop signage; street signs
- ▶ One-way street sign on main street
- ▶ Better signage and marketing

Non-Locals

- ▶ Signage in larger print
- ▶ More parking; cleanup back streets
- ▶ Not clear which lots you can park in
- ▶ Need garage or parking lot
- ▶ Fix the streets

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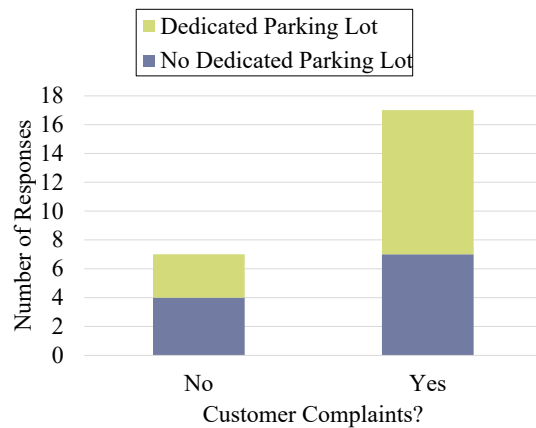
11

Business Interviews (24 respondents)

Employee Parking Complaints



Customer Parking Complaints

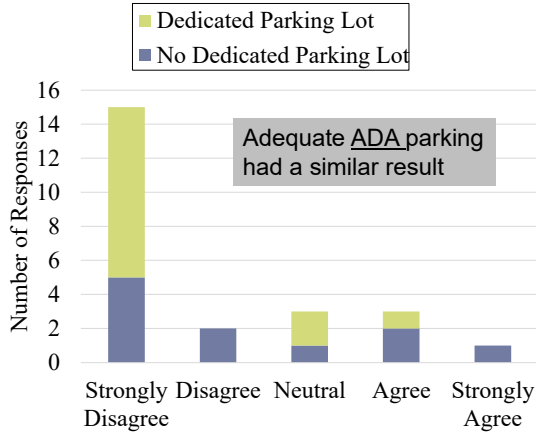


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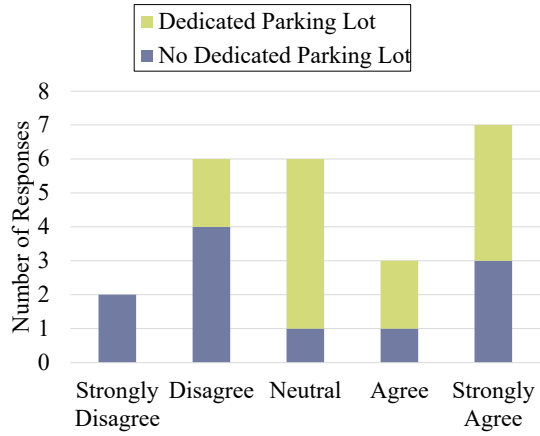
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Business Interviews

There is adequate parking



Business negatively impacted

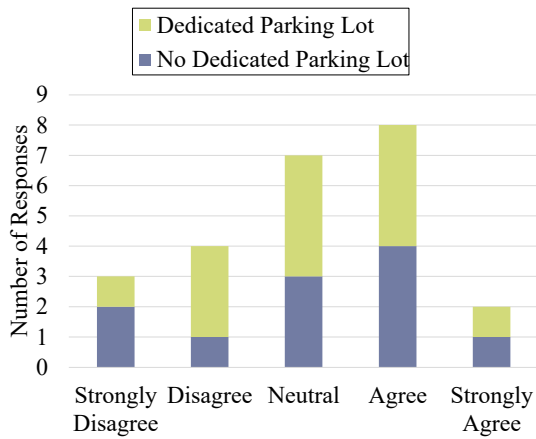


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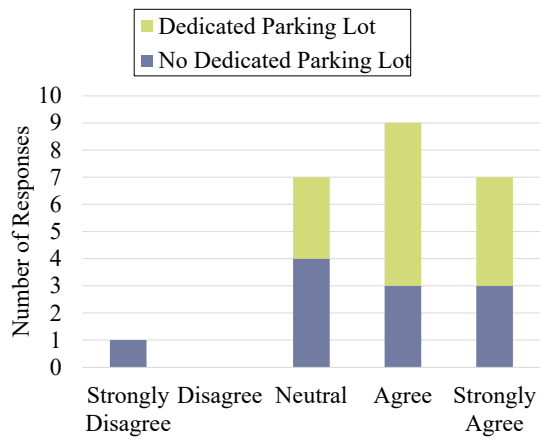
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Business Interviews

Peds can safely cross the street



Peds feel safe downtown

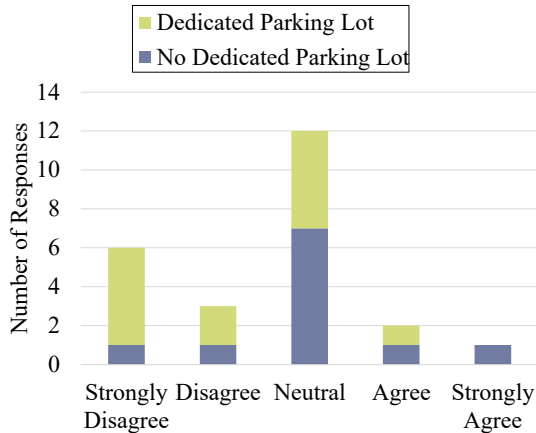


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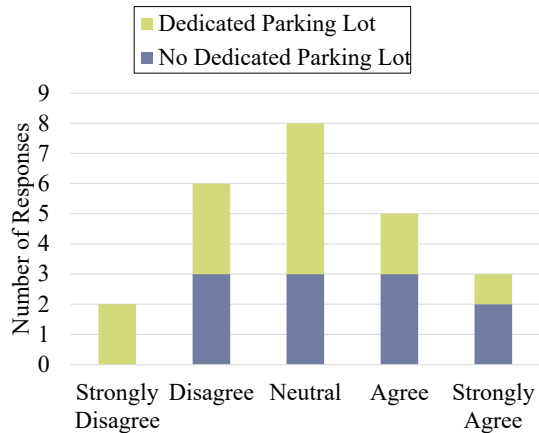
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Business Interviews

Parking signage is adequate



Parking is in good condition



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Business Interviews

Dedicated Parking Lot

- ▶ More one-way markers to prevent people going the wrong way
- ▶ Repaint crosswalks; ADA spots necessary; More parking spots needed
- ▶ Signage for floodwall parking; More parking, especially weekends
- ▶ Could always use more spots
- ▶ Crosswalk at 4th/3rd and Viand to cross to Main Street

No Dedicated Parking Lot

- ▶ Need a parking garage; Plenty of parking for guests after 5:00 pm, but not during day
- ▶ Fix the one-way signs at 3rd and 4th streets
- ▶ Mostly positive comments from customers about parking
- ▶ Speeding a problem on Main Street, especially school bus and transit bus
- ▶ Better blocking of parking during parades/events
- ▶ Need a dedicated public parking area; Back alley needs more work to be useable; Roundabout at 6th and Main

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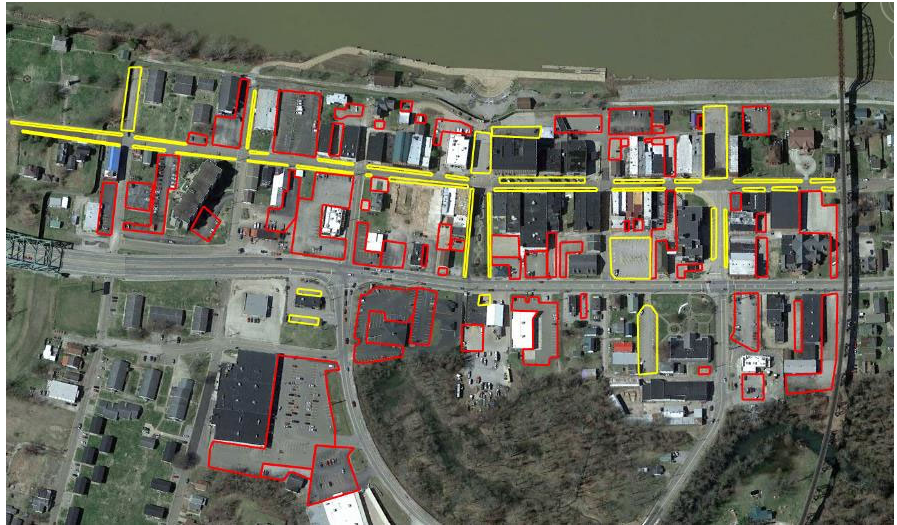
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Parking Capacity

All Public and Private Parking Locations

- ▶ **Parking Capacities**
 - ▶ On-Street = 221
 - ▶ Public Lots = 171
 - ▶ Private Lots = 983
 - ▶ Employee Lots = 68

- ▶ **ADA Spaces**
 - ▶ Private = 40
 - ▶ Public = 18



▶ 17

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Parking Utilization

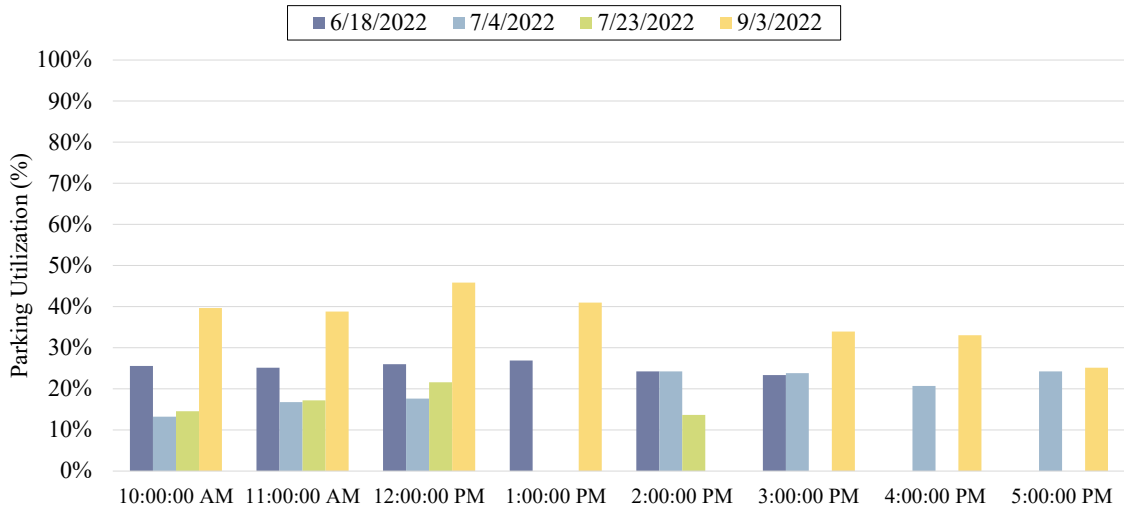
On-Street Public Parking Locations



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Parking Utilization On-Street Public Parking



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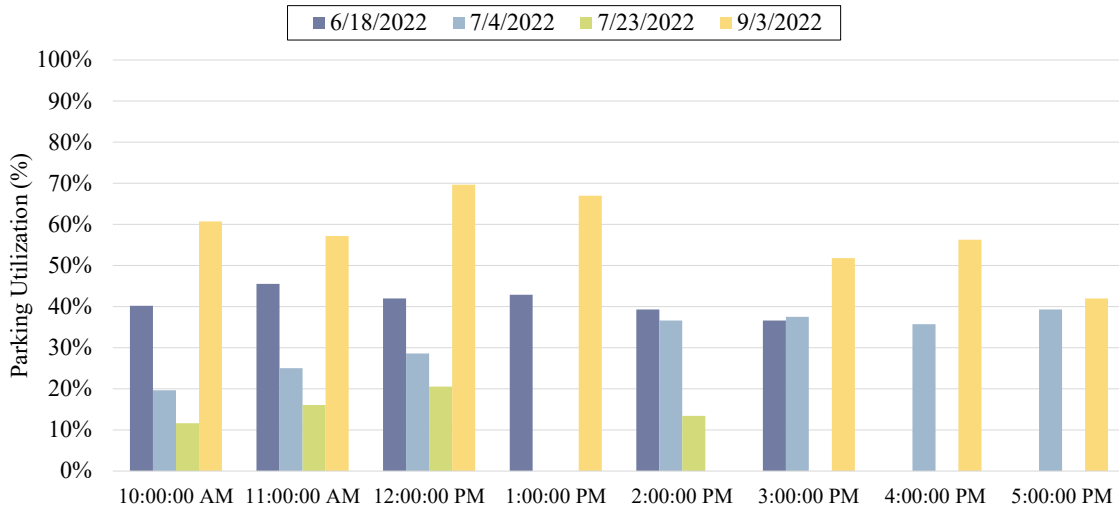
Parking Utilization Central On-Street Public Parking Locations



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Parking Utilization Central On-Street Public Parking



▶ 21

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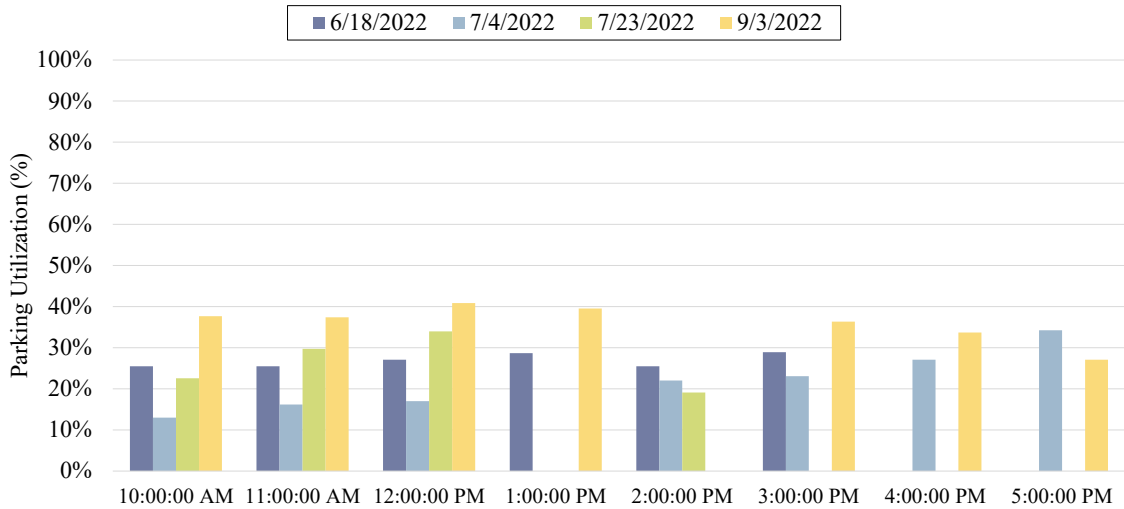
Parking Utilization All Public Parking Locations



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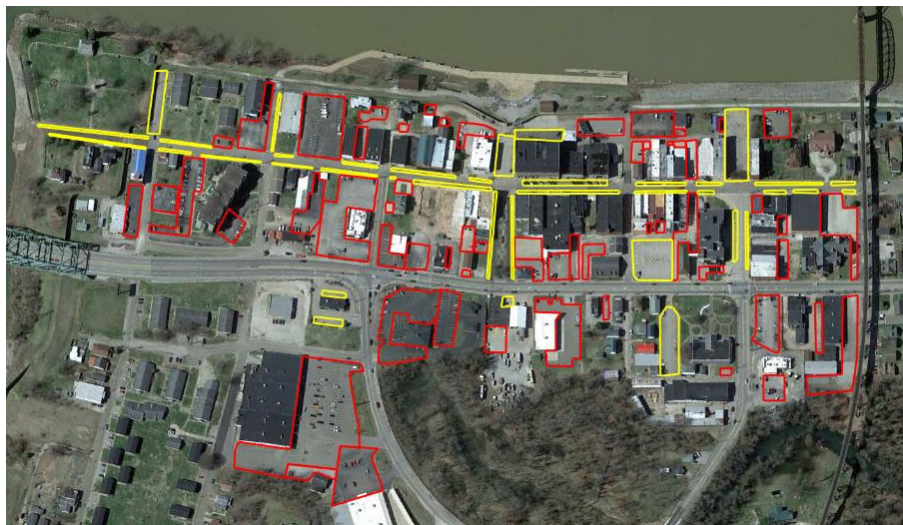
Parking Utilization All Public Parking (On-Street & Lots)



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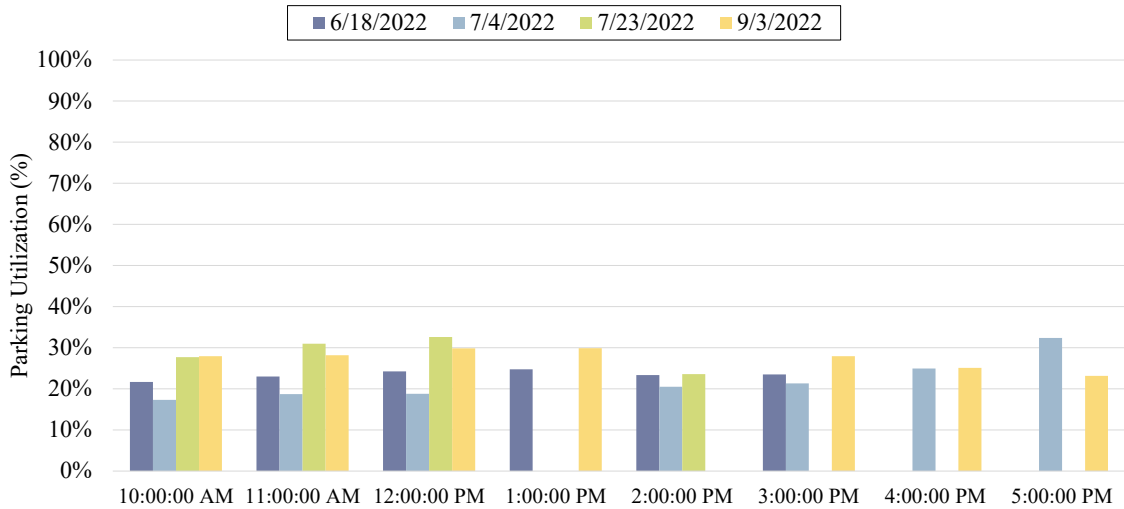
Parking Utilization All Public & Private Parking Locations



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Parking Utilization All Public & Private Parking



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Main Street Car Show Observations (7/23/2022)



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Main Street Car Show Observations (7/23/2022)



▶ 27

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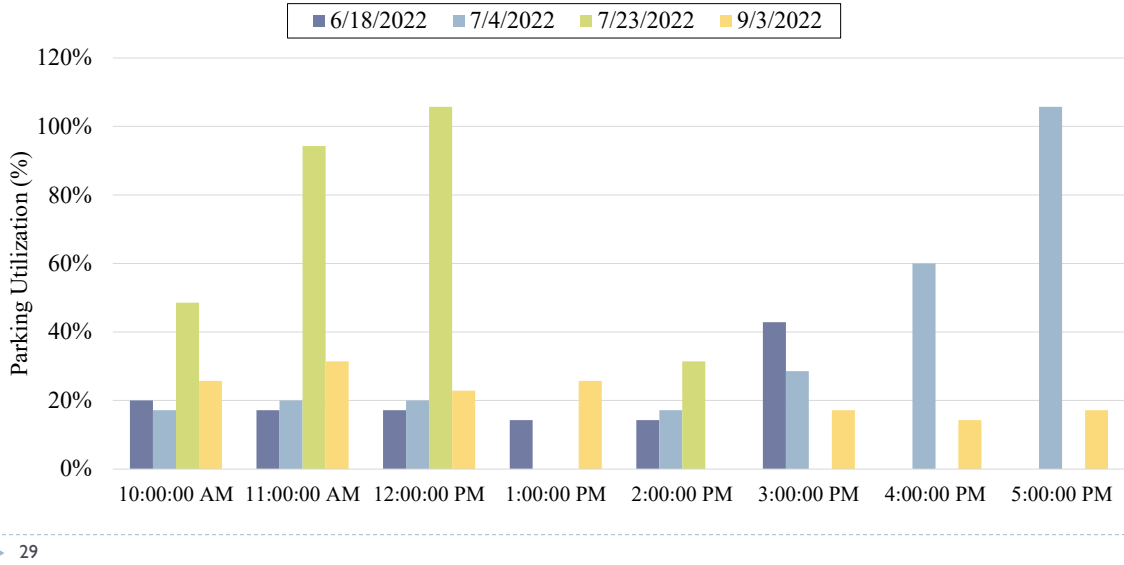
Main Street Car Show Observations (7/23/2022)



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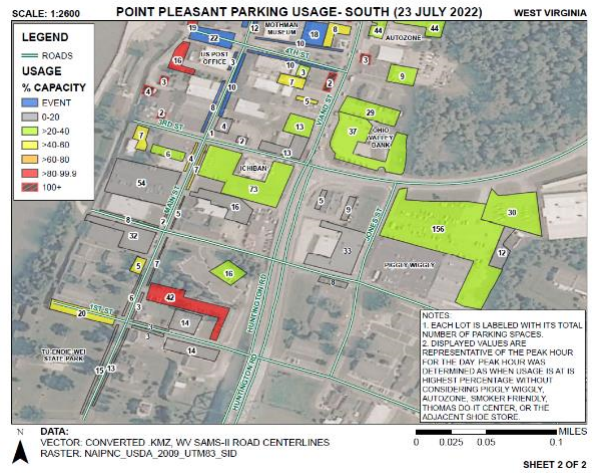
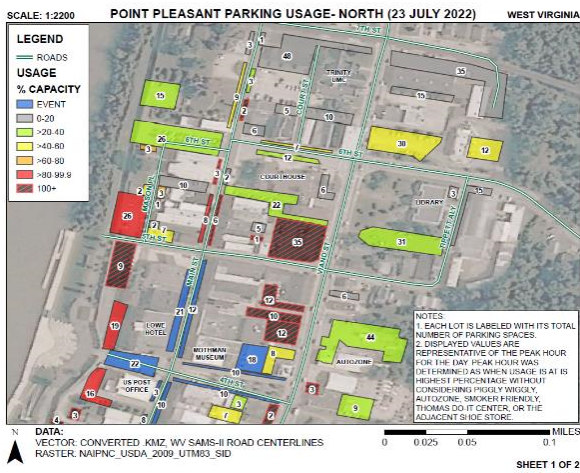
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Parking Utilization WVU Extension / Courthouse Parking Lot



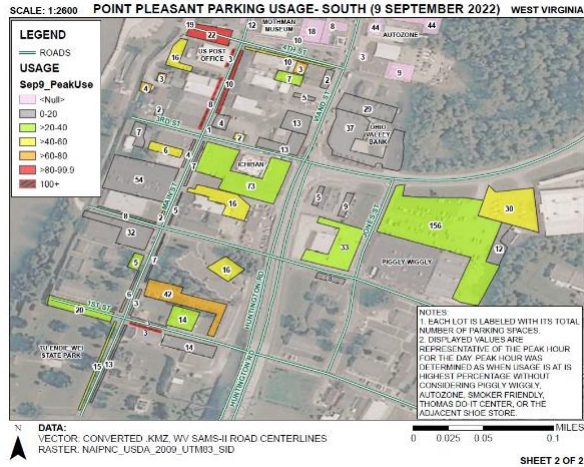
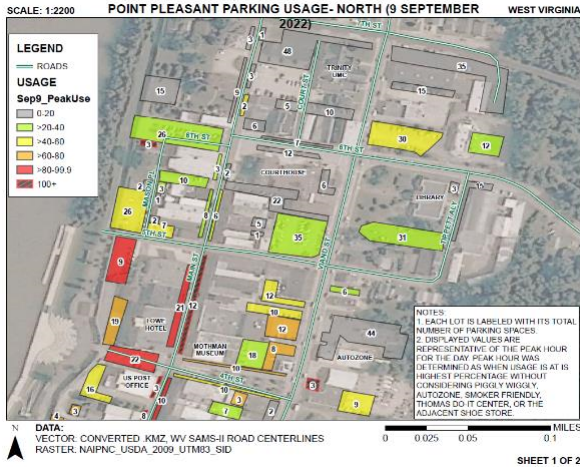
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Parking Utilization July 23, 2022 @ 12-1pm (Peak)



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Parking Utilization September 3, 2022 @ 12-1pm (Peak)



▶ 31

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ADA Public Parking Space Locations

▶ ADA Spaces

- ▶ Public = 18
 - ▶ On-street = 5
 - ▶ Lots = 13

▶ Guidelines

- ▶ Each lot must have 1 ADA space for every 25 spaces (up to 100 spaces)
- ▶ All public lots meet the minimum criteria



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Wayfinding Signage

- ▶ Signage only on Northbound Viand St and Main Street entry



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Signage Legibility @ 200 feet (5.4 sec @ 25 mph)



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Signage Legibility @ 140 feet (3.8 sec @ 25 mph)



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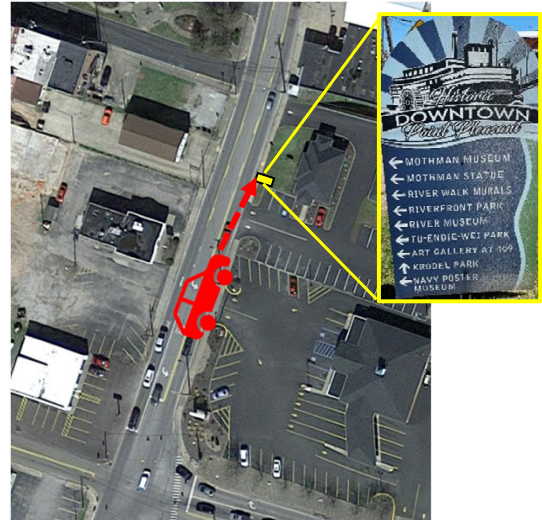
Signage Legibility @ 100 feet (2.7 sec @ 25 mph)



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Signage Legibility @ 60 feet (1.6 sec @ 25 mph)



▶ 37

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Signage Legibility from 60-feet to 0-feet

- ▶ Driver does not have enough time to process this information
 - ▶ Even harder for unfamiliar drivers
 - ▶ Actual driving speeds likely higher than 25 mph
- ▶ Signs located at intersections where drivers are stopped are not as problematic
- ▶ Signage more appropriate for pedestrian traffic



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Parking Signage

- ▶ No signage on Viand Street guiding drivers to designated parking

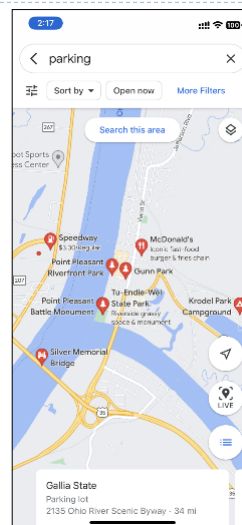


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Parking with Mobile Apps

- ▶ **Google Maps**
 - ▶ No Parking Found
 - ▶ Results shown are “Parks”
 - ▶ Nearest result is the roadside rest area on Rt 7 north of Gallipolis
 - ▶ Mechanism to get parking added on Google Maps is unclear



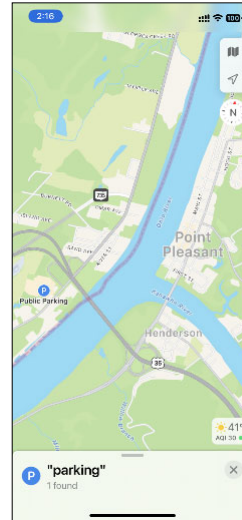
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Parking with Mobile Apps

▶ Apple Maps

- ▶ No Parking Found
- ▶ Nearest are Silver Bridge Plaza and Wal-Mart in Gallipolis
- ▶ Apple Maps pulls parking information from Parkopedia
- ▶ Checking on mechanism to add parking to Parkopedia



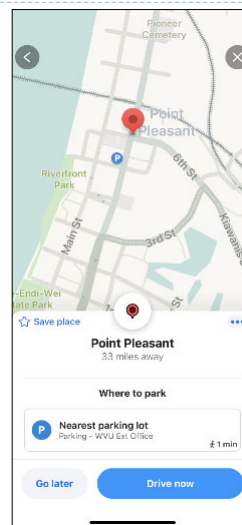
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Parking with Mobile Apps

▶ Waze

- ▶ Identifies WVU Extension Office lot
- ▶ Wazeopedia.waze.com outlines procedure for adding parking lots



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Summary of Findings

- ▶ Public perception that there is adequate parking
- ▶ Business perception that there is not adequate parking and it negatively affects business
- ▶ Parking data collection during targeted weekends indicated that parking occupancy did not exceed capacity (85% utilization is rule-of-thumb threshold)
 - ▶ This utilization relies on the public parking in privately owned lots
- ▶ Many lots can not achieve full capacity due to lack of striping
- ▶ It is difficult for visitors to locate public parking via signage or mobile apps
- ▶ Some intersections lack proper safety features for pedestrians

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Recommendation 1

- ▶ Designate lots for public parking
 - ▶ Add signage along Viand Street directing to parking on Main Street
 - ▶ Add signage at the lot entrance verifying it is open to the public
 - ▶ Assign parking lot numbers that can be referenced by signs and apps
- ▶ Create/submit the designated parking areas to Waze and Parkopedia



A – Library
B – Courthouse
C – 6th Street Lot
D – 4th Street Lot
E – 4th Street Lot
F – Visitor's Center
G – Water Office



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Recommendation 2

- ▶ Work with business owners that have private parking lots
 - ▶ Install appropriate signage if public parking is permitted
 - ▶ Could be liability concerns?
 - ▶ Repave/resurface and clearly stripe parking spaces

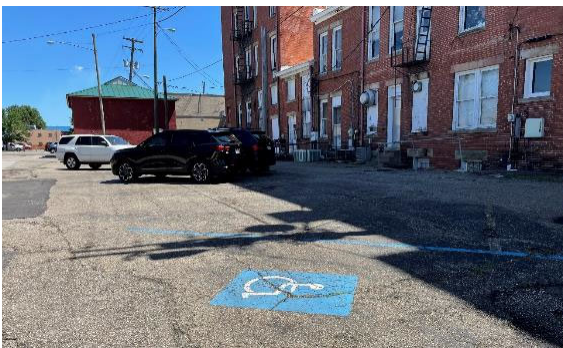


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Recommendation 3

- ▶ Improve Public Parking Visibility
 - ▶ Restripe public lots and on-street parking to make parking spaces easier to identify and maximize capacity



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Recommendation 4

- ▶ Allow parking along floodwall to increase parking capacity in this area
- ▶ Vehicles already utilize this space
- ▶ Verify there isn't a legitimate reason to prohibit parking here



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Recommendation 5

- ▶ Install supplemental one-way signage and pavement markings on Main Street at following intersections to reinforce one-way operation
 - ▶ 5th Street
 - ▶ 4th Street
 - ▶ 3rd Street

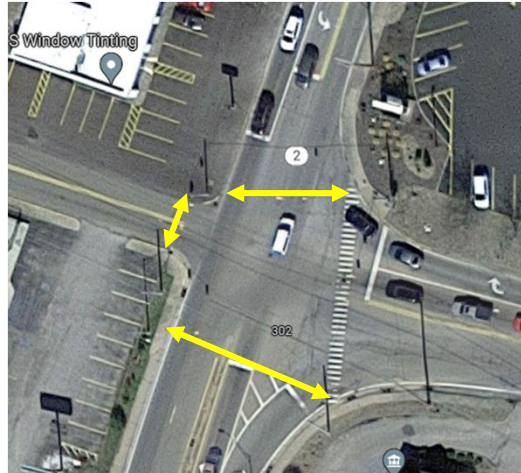


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Recommendation 6

- ▶ Improve pedestrian safety at Viand Street & 3rd Street
 - ▶ Add painted crosswalks across all approaches
 - ▶ Add pedestrian crossing signals
- ▶ Design will be consistent with Viand Street & 6th Street



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Recommendation 7

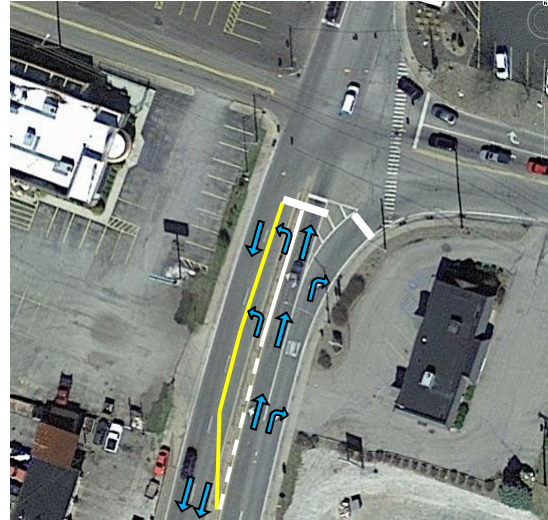
- ▶ Request WVDOH remove the left-turn arrow for northbound Viand St at 3rd Street
 - ▶ Unnecessarily causes delay to the southbound traffic
- ▶ Proper left-turn arrow installation would include a left-turn bay with vehicle detection to only trigger light when cars are waiting to turn left



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Recommendation 7



▶ 51

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