



Bricktown

Comprehensive Parking Strategy

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Chicago, Illinois

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BRICKTOWN PARKING STRATEGY

Sponsored by
Planning Department
Oklahoma City, Oklahoma

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Bricktown Comprehensive Parking Strategy - Executive Summary

DESMAN Associates was retained by the City of Oklahoma City Planning Department to perform a parking study of Bricktown. The three main goals of the study included: assess existing parking conditions, project future parking demand (5 and 10 year periods), and prepare a parking management, operating and implementation plan. DESMAN Associates used data provided by the City and data collected to analyze existing and future parking conditions. Based on meetings with City staff, stakeholder and merchant interviews, and an analysis of Bricktown parking conditions, a series of parking management issues and methods to support the projected parking demand were identified. We have provided the City with an understanding of how the Bricktown parking situation is likely to change over a five and 10 year period and what actions are necessary to support future development and maintain an adequate and effective parking system.

Existing Parking Conditions

In order to determine the existing parking conditions in Bricktown, a field reconnaissance of the study area was performed which analyzed the existing parking inventory, parking utilization (weekday and weekend), parking rates, and parking restrictions. Parking occupancy counts were conducted on a weekday (Thursday, October 25, 2007) and weekend (Friday, October 26, 2007). During the weekend counts events were being held at both the Ford Center and Cox Convention Center.

The peak parking period was during the weekend evening from 7 PM to 9 PM, when 2,125 of the 3,119 (66% occupied) public and private/public parking spaces were occupied. Private/public parking spaces are designated as private parking during the weekday, but are made available for public utilization during the weekend evenings. There are 1,089 public parking spaces not occupied during the peak period (weekend evening). A parking facility or system is considered fully occupied when it reaches 85% occupancy, which is referred to as the practical capacity. Since the public parking system in Bricktown was 66% occupied during the peak period, there is currently sufficient parking to support the existing demand.

Future Parking Conditions

An analysis of the five and 10 year future parking demand during a weekend evening was performed based on a very aggressive build out plan provided by the City Planning Department. It was assumed that any added employee parking demand would park in the lots located on the north end of Bricktown. A deficit of 555 spaces in Bricktown is projected within 5 years and a deficit of 1,448 parking spaces in Bricktown is projected within 10 years, during the peak parking period of a weekend evening. The five year peak parking demand can be adequately supported by opening the Ballpark Parking Lot during the weekend evenings and directing people to utilize the Santa Fe Garage. The employee parking demand would increase by 490 vehicles for the 10 year analysis, and all but 32 employee vehicles would be able to park in the lots located at the far north end of Bricktown. A future parking plan needs to be implemented to support the ten year future parking demand.

Future Parking Plan

The Ballpark Parking Lot should be made available during the weekend evenings for public parking when a home baseball game is not being played. This will add approximately 408 public spaces during the weekend evenings. However, this is only a short-term solution since it is projected that this block will be developed into a mixed-use project within 10 years. The City should also “encourage” developers to construct office and retail space, provide parking for large mixed-used developments, and they should work with developers in creating a shared parking

plan that makes these parking facilities available during the weekend evenings. However, we do not recommend that the City change the existing parking ordinance to require businesses to provide parking. When a public parking structure becomes necessary, which can be gauged by when the Power Alley Garage is 85% occupied and there is no home baseball game, the City should implement a fee-in-lieu-of system or special service district tax to collect monies from local businesses to finance a public parking structure. To reduce the number of event parkers utilizing parking in Bricktown, event parkers should be directed through signage, online parking tickets, and event/traffic attendants to utilize the Santa Fe Garage and Cox Convention Center Garage. Parking signage should also be posted to direct people visiting the Bricktown area.

Parking Rates

The average cost for public parking during the afternoon is \$3.88 and during the evening \$5.58. It is recommended that the Bricktown Association continue to work with local businesses and parking facility owners to provide validated parking programs, which are attractive to customers and support the continued success of Bricktown. It is especially important to implement validation programs for the weekday afternoons to help attract patrons for lunch in Bricktown. Parking operators and participating businesses are responsible for effectively marketing validation programs by educating their employees and having signage posted on their front doors and driveways. Hourly parking should not be implemented in Bricktown because it will reduce the amount of revenue generated by parking facilities and will tend to reduce the amount of time people spend in Bricktown. Free parking is not necessary in Bricktown since the area has proven to succeed with a non-subsidized/pay parking system. However, if local businesses feel subsidized parking is a necessity for the economic success of Bricktown, they should be responsible for the costs associated with providing free parking. If the City feels that a free parking option is needed in Bricktown, they should convert the Santa Fe Garage or Power Alley Garage into a free parking facility with appropriate security and time restrictions to help prevent loitering. Providing free parking in the Power Alley Garage would undercut the existing parking facilities and force them to develop their land, which can be beneficial for the growth of Bricktown. However, free parking in the Santa Fe Garage will provide visitors with the option for free parking, but patrons willing to pay for parking will be more conveniently and centrally located in Bricktown.

Parking Management Issues

By speaking with representatives from the City of Oklahoma City, local merchants and stakeholders, reading the public's response to parking in Bricktown from a local website, and from the results of a survey regarding parking in Bricktown, we have discovered a variety of parking issues that need to be addressed. There are ten main issues on which the City should concentrate. Provided below is a list of recommendations in relation to each of the ten main parking issues:

1. Perception of People Loitering and Causing Disturbances

- Install security cameras, effective lighting, fencing, and gate lots that are not being utilized.
- Have parking attendants remain in the parking lots well past 2 AM.
- All the private parking facilities should be gated to prevent people from entering during the weekend evenings.

2. Management and Operation of Parking by Bricktown Association

- The Bricktown Association should meet with the parking facility owners and coordinate parking facility names and a way to fund the implementation of a consistent signage package and outfits for operators.

- The Bricktown Association does not need to operate or manage the parking system in Bricktown, but instead should continue to oversee and advocate cohesive and beneficial parking programs that appeal to visitors and developers.

3. Employee Parking Plan

- Employees in Lower Bricktown should register their license plates with the parking attendants and should be required to park in the perimeter spaces.
- During high parking demand time periods (evening weekends) Lower Bricktown employees should park in the overflow parking lot south of Interstate 40 (21c).
- To prevent Bricktown employees from parking in Lower Bricktown lots, informational signage should be posted informing users that only customers and employees of Lower Bricktown establishments are permitted in these lots and that all other vehicles will be ticketed and/or towed.
- The parking attendants monitoring the Lower Bricktown lots should check if unregistered vehicles are continually present and have those vehicles towed.
- All businesses without on-site parking in Bricktown should participate in the employee parking program at the Bricktown Parking Investors north lot (1a), where the employer pays \$50 per a month and then each employee has to pay a \$1 to park each day, managed by the Bricktown Association.
- A second access point should be constructed through the existing 21 E. Main Street lot (1b) for the Bricktown Parking Investors north lot (1a).
- New vehicle/pedestrian lighting should be installed along Oklahoma Avenue from Main Street leading to the north lots.
- The employee parking program should continue to be marketed in the Power Alley parking garage. Also, businesses having all employees park in the Power Alley Garage should be provided an additional discount.
- To encourage the utilization of the Santa Fe Garage by employees, pedestrian lighting needs to be installed from the Santa Fe Garage into the Bricktown area.

4. On-Street Parking Being Utilized by Employee Parkers

- The City should extend the hours of operation of on-street meters from 6 PM until 9 PM. This also requires that meters be monitored and enforced until 9 PM by police or parking management staff.
- The violation fee for illegal on-street parking should be raised to approximately \$25.
- These actions will help prevent employees utilizing on-street parking, which should be made available to customers.

5. Parking in Lower Bricktown vs. Upper Bricktown

- Post regulatory parking signs at all access points to Lower Bricktown parking, informing people that only customers are permitted to park in these lots and that all other vehicles will be ticketed and/or towed.
- Parking attendants should be staffed in the Lower Bricktown free parking lots to ticket and/or tow vehicles that are not customers and/or employees of establishments in Lower Bricktown.
- If Lower Bricktown businesses are not comfortable with strict enforcement a validation system should instead be implemented. Validations should be done manually or from a location where only the customers can access and not the general public.

6. Event Parking at Ford Center, Convention Center and AT&T Ballpark

- Signage and traffic attendants should be placed along E.K. Gaylord Boulevard, directing people attending events at the Ford Center and Cox Convention Center toward the Santa Fe Garage and Cox Convention Center Garage.
- Pre-sell parking passes online for the parking facilities (Arena Garage, Cox Convention Center Garage, and Santa Fe Garage) around the Ford Center and Cox Convention Center.
- Signage informing non-customer parkers that they will be towed and implementing a validation system are options to deter event parkers from the Lower Bricktown lots designated for customers.
- The number of parking attendants staffed at the Lower Bricktown lots should be increased during events at the AT&T Ballpark.
- The regular parking rates and event parking rates for each parking facility should be clearly posted at the entrances.
- When the outlying parking facilities begin to become well utilized (85% occupancy) a trolley to circulate Bricktown and stop at the outlying parking facilities would be helpful service. Short headways (5 minutes) at each of the outlying parking facilities (north lots, lower Bricktown parking lot, etc.) would be needed to implement a successful circulating Bricktown trolley route with the level of service that people would require.
- The busses/trolleys traveling from the Downtown area to Bricktown should be increased during the lunch hours, and the busses/trolleys should be ‘wrapped’ to help identify their destination.

7. Traffic Problems and Congestion

- It is suggested that effective way-finding signage be posted on the west and east ends of Reno Avenue, Sheridan Avenue and Main Street directing traffic to the large parking facilities in Bricktown, i.e.: the lots north of Main Street (1a and 2a), the Power Alley Parking Garage and the Santa Fe Garage.
- Pedestrian crossing times on Reno Avenue and E.K. Gaylord Boulevard should be reviewed by the Traffic Division to ensure sufficient time for safe pedestrian crossing.

8. Educating and Informing Customers about Parking in Bricktown

- A consistent and effective way-finding signage package should be implemented throughout Bricktown.
- Post an interactive parking map online which would allow the user to get cost, hours of operation, and existing validation information for each of the parking facilities in Bricktown.
- Signage should be placed along Main Street on the railroad bridge informing people of the north lots (1a and 2a) and Santa Fe Garage.
- Local Bricktown businesses should have visible signage on their premises informing customers of which public lots they have a validation agreement with.

9. Safety of Parking Lots

- New pedestrian lighting should be installed to replace the existing gas lights along the sidewalks of Bricktown, in accordance with the Downtown Oklahoma City Streetscape Master Plan, with particular attention to the paths to the North Lots (1a and 2a) and the Santa Fe Garage.

10. Valet Parking System

- The Bricktown Association, working with the City of Oklahoma City, should attempt to facilitate a designated area for valet parking in the north lots (1a and 2a), the Power Alley Parking Garage or the Ballpark Lot on non-game days.

- On home game days at the ballpark a certain number of spaces, depending on the number of businesses with valet, should be reserved in the north lots for valet parking.
- If a business is interested in providing valet parking they should be allowed to get an ordinance to establish a loading zone curbside by their door during the weekday and weekend evenings.
- If a central valet parking system is implemented the drop-off/pick-up area should be located on the east side of Mickey Mantle Drive during non-baseball game days and it should be organized and managed by a third party, such as the Bricktown Association.
- If a central valet parking system is not preferred it is recommended that the valet parking system for the participating businesses be managed by one valet operator and that the financial arrangement and management of the valet operator be coordinated through the Bricktown Association.

Each of the recommendations stated are vital in creating a successful parking plan that will support the future parking demand and improve the existing management of parking in Bricktown. The City needs to begin to enact the recommendations regarding the management of parking, which will include the following actions listed below.

- Prepare and approve ordinances regarding each of the stated recommendations.
- Analyze the costs and revenue implications associated with parking penalty fee changes, installment of new signage and lighting, updating the online parking map, and increasing the hours for parking enforcement.
- Determine the most effective way to encourage parking owners to enact the recommendations listed.
- Identify capital and operating budgets.
- Coordinate with City staff (engineers, public works, police department, planning department, etc.) about the process involved to effectively enact each of the parking recommendations approved by the City.
- Develop implementation plans.

Currently, there is an adequate amount of parking to support the existing peak parking demand. However, the City needs to work with Bricktown property owners and the Bricktown Association to enact specific recommendations that will create a more effective, user-friendly and convenient parking system.

1.0 INTRODUCTION

Since the early 1980's the Bricktown area of Oklahoma City has developed into a vibrant restaurant and entertainment scene that has recently experienced a surge of visitors from private development and the construction of a series of MAPS projects (Metropolitan Area Projects). These MAPS projects include a new 20,000 seat sports/entertainment arena (Ford Center), a 100,000 square foot expansion of the Cox Business Services Convention Center, the Bricktown Canal and Water Taxi, the 112,000 square foot Ronald J. Norick Downtown Library, the 12,000 seat AT&T Bricktown Ballpark, the renovation of the Civic Center Music Hall, and a Downtown trolley service. The "Lower Bricktown" area which sits at the southern end of Bricktown has been revitalized with large retail and entertainment components, including: Harkins Theatres, Bass Pro Shops, Toby Keith's Restaurant, Marriot – Residence Inn, a Sculpture Park, and a mix of other restaurants.

As the Bricktown area continues to grow and redevelop, it is important for the City of Oklahoma City to understand how this growth will change the parking supply and demand relationship. An effective parking plan should be put in place to insure that the existing and future parking needs are adequately supported. The City of Oklahoma City has retained DESMAN Associates to prepare an assessment of existing and future parking conditions for the Bricktown area of Oklahoma City, Oklahoma. The main goals of the study are to:

1. Assess existing parking conditions
2. Project future parking conditions
3. Prepare a parking management, operating and implementation plan

Parking occupancy counts, an analysis of future projects and their parking demand, field observations, and meetings with City representatives and stakeholders have provided us with a clear understanding of the existing and future parking issues and the goals of how parking should serve the community. The parking management plan addresses the needs of the customers, employees, and event parkers in the Bricktown area.

2.0 BACKGROUND INFORMATION

Five types of background information were assembled for this study:

1. DESMAN met with John Dugan, Planning Director, Terry Taylor, Urban Redevelopment Specialist, Brett Hamm, President, Downtown OKC, Inc., Jim Cowan, Bricktown Association, Rick Cain, Director, COTPA, and Tom Anderson, Special Projects Manager. Listed below are information and materials obtained from the City of Oklahoma City:
 - a. Base maps of the study area
 - b. List of potential future developments
 - c. List of Bricktown Stakeholders

2. Information was obtained from a series of meetings on October 24th and 25th, 2007 with the following stakeholders from Bricktown:

Jim Brewer	Bob Mienders
Jeff Brown	Jeff Moore
Ben Bynum	Avis Scaramucci
Charles Harding	Jim Tolbert
Don Karchmer	

3. Field surveys were conducted on Thursday, October 25, 2007 and Friday, October 26, 2007, which included on-street and off-street parking inventory, occupancy counts and turnover counts for on-street parking.
4. Representatives of parking facilities in the Bricktown area were contacted by phone to discuss parking issues. Also, the Oklahoma City Traffic Division was contacted to discuss traffic issues in Bricktown. Representatives contacted from the following parking facilities and parking companies include:

Bricktown Parking Investors
Central Parking – Lower Bricktown Parking Lot
Cox Convention Center Garage
Republic Parking – Power Alley Garage
Marsh Pitman – Power Alley Garage
Santa Fe Garage
Stuart Chai – Oklahoma City Traffic Division

5. A meeting with Bricktown merchants was also conducted on March 19, 2008 by City representatives with the following people:

Jim Cowan – Bricktown Association	Jeremy Witkze – TapWerks
Eric Smallwood – Mickey Mantle’s Steakhouse	Charles Stout – Bricktown Brewery
Frank Nelson – Crabtown	Cameron Green – The Melting Pot
Lane Peyton - Lit	

3.0 STUDY AREA

Figure 1 shows the Bricktown study area in Oklahoma City, Oklahoma. The study area is defined by the Union Pacific Railroad tracks on the North, E.K. Gaylord Boulevard on the West, Lincoln Boulevard on the East, and Interstate 40 on the South. In order to facilitate the assembly and analysis of data, the study area was divided into three zones, which include: East, West and Lower Bricktown. These three zones are shown in *Figure 1*. The West Zone is located between Mickey Mantle Drive and E.K. Gaylord Boulevard on the east and west, and Reno Avenue and the BN&SF Railroad tracks on the south and north, respectively. This area consists of most of the restaurants and nightclubs in Bricktown. There are a number of “pay” public parking facilities dispersed over this area that satisfy the demand for public parking. Most of the businesses do not provide parking for their customers and instead rely on public parking facilities and on-street parking.

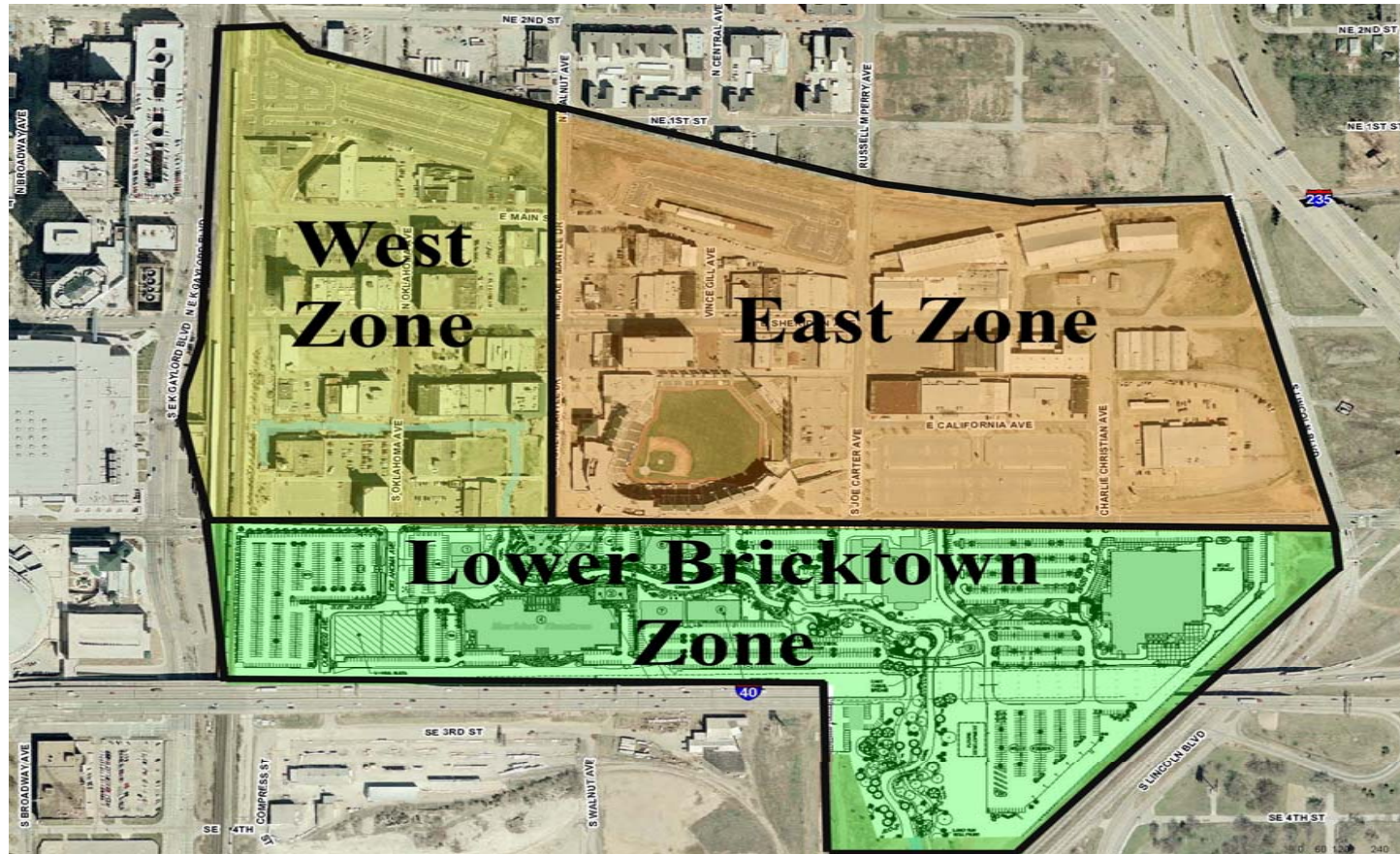
The East Zone is defined by Mickey Mantle Drive and Lincoln Boulevard on the west and east and Reno Avenue and the Union Pacific Railroad tracks on the south and north, respectively. This area of Bricktown is not as developed as the West zone. It includes the AT&T Bricktown Ballpark, the Coca Cola Event Center, and the lone multi-story parking garage (Power Alley Garage), but there are many undeveloped parcels of land in this area including the eight acre Stewart Steel site, east of Russell M. Perry Avenue, in the northeast corner of the study area.

South of Reno Avenue is Lower Bricktown that includes Toby Keith’s Restaurant, Harkins Theatres, Marriot Residence Inn, Bass Pro Shops, and Sonic Corporate Headquarters. The existing businesses in Lower Bricktown have their own on-site parking. In contrast, most of the restaurants, nightclubs, and businesses located north of Reno Avenue rely on public parking lots to support both their employee and customer parking demand. This is the main difference between Lower Bricktown and the East and West Zones (Bricktown).

Bricktown has, primarily, a mix of restaurants and nightclubs that generate large numbers of people during lunch, dinner and the late evening. Most of the restaurants and nightclubs are located along Sheridan Avenue and Oklahoma Avenue. There is currently a small retail component in Bricktown north of Reno Avenue.

Bricktown experiences surges of parking demand during events at the Cox Convention Center, the Ford Center, and the AT&T Bricktown Ballpark. The Cox Convention Center and the Ford Center are located west of Gaylord Boulevard, just outside the study area. However, people visiting events at both of these facilities utilize parking facilities in Bricktown and walk. The 12,000-seat AT&T Bricktown Ballpark, home to the Oklahoma Redhawks, a Triple-A Pacific Coast League baseball team, is located in the center of the study area and generates a large event parking demand during concerts and baseball games.

Figure 1 – Study Area with Three Zones



4.0 EXISTING PARKING CONDITIONS

In order to determine the existing parking conditions in Bricktown, a field reconnaissance of the study area was performed. This research analyzed the existing parking inventory, parking utilization (weekday and weekend), parking rates, and parking restrictions.

4.1 Data Collection

Weekday on-street and off-street parking inventory and occupancy counts were conducted during the afternoon (12 PM to 2 PM), late afternoon (2 PM to 4 PM) and the evening (6 PM to 8 PM) on Thursday, October 25, 2007. A weekday afternoon (11 AM to 1 PM) count was also conducted on Friday, October 26, 2007. Weekend on-street and off-street parking inventory and occupancy counts were conducted during the evening (7 PM to 9 PM) and late evening (10 PM to 12 AM) on Friday, October 26, 2007. These counts were conducted when the weather conditions were near perfect with clear skies and a pleasant 64 degrees. It was also the weekend before Halloween, so the haunted house was operating in Bricktown which created extra activity.

We were told by City of Oklahoma City staff that typically, there is minimal parking demand during a weekend afternoon and that the peak parking period is on a weekend during an event at the Ford Center or Cox Convention Center. The weekend count was conducted while events were being held at both the Ford Center (Fall Out Boy) and Cox Convention Center (My Little Pony Live!).

Turnover counts were also collected on Friday, October 26, 2007 between 4 PM and 10 PM. These counts were taken on Sheridan Avenue between Mickey Mantle Drive and the Burlington Northern & Santa Fe Railroad, and on Oklahoma Avenue between Sheridan Avenue and Main Street. Turnover counts consist of recording the license plate number of vehicles parked at each of the on-street meters every 30 minutes between 4 PM and 10 PM. This provides an understanding of how long vehicles are parking at meters and if meters are being primarily utilized by employees or visitors to the area.

4.2 Parking Inventory

The study area consists of parking facilities and spaces designated for public parkers (open to the public), private parkers (restricted to a specific user group e.g. Bass Pro Shops), handicapped parkers and those people utilizing on-street parking. **Figure 2**, which is provided below and on the back of the report as a pull-out, labels each of the off-street parking facilities and on-street parking areas in Bricktown. Tables provided later in the report are identified by the block numbers and facility letters shown.

There are a total of 5,639 parking spaces in the study area as shown in **Table 1**. Ninety-six percent (5,419) are off-street spaces and 4% (220) are on-street. **Table 1** provides the breakdown of the spaces in Bricktown. Public parking is always available to public parkers and private parking is only available to a specific user. However, the category private/public parking reflects those facilities that are designated for specific private parkers in the afternoon, but opened to the public at night, such as the Federal parking lot. Owners of these private/public parking facilities are maximizing the usage of their facility and taking advantage of the high parking demand during the weekend evenings. **Figure 3** shows the distribution of each type of parking space in the study area.

Figure 2 – On-Street and Off-Street Parking in Study Area

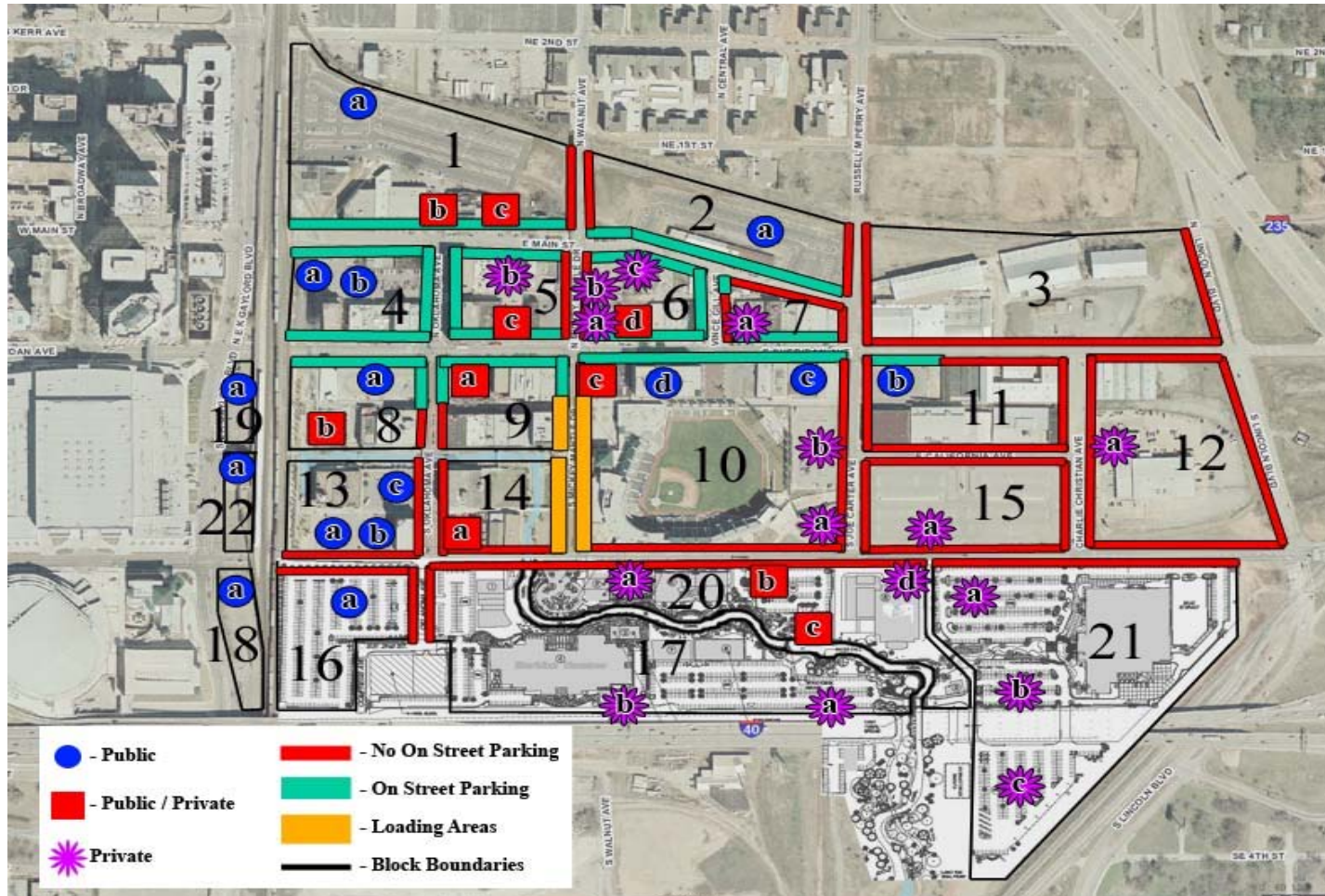
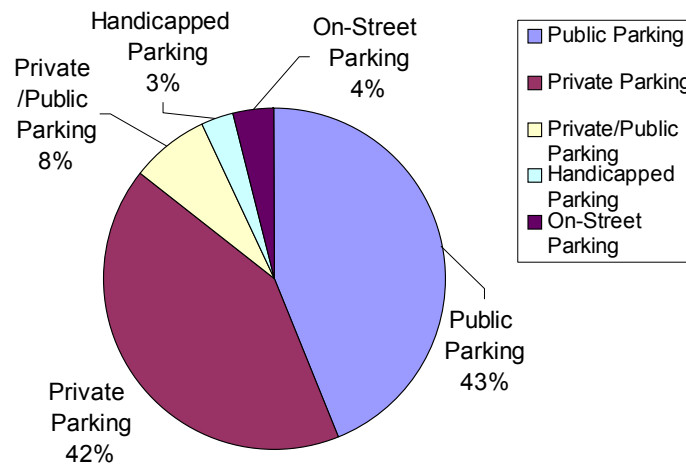


Table 1 – Breakdown of Spaces in Bricktown

Type of Parking	# of Spaces	% of Spaces
Public Parking	2,482	43%
Private Parking	2,345	42%
Private/Public Parking	424	8%
Handicapped Parking	168	3%
Total Off-Street Spaces	5,419	96%
On-Street Parking	220	4%
Total # of Spaces	5,639	100%

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Figure 3 – Percentage Split of Bricktown Spaces



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Privately provided public parking facilities are designated to serve public parkers to the Bricktown area. There are 2,482 off-street public parking spaces in Bricktown, approximately 44% of the available spaces. These facilities either have pay boxes or attendants to collect revenue. There is one public parking garage in the study area, known as Power Alley, which contains 568 spaces. Other than this garage, the other major public parking facilities are two large surface lots located on the north end of the study area and the Lower Bricktown public parking lot, located at the southwest corner of the study area. Public parking facilities are essential to serve visitors of the restaurants, entertainment venues and events in Bricktown.

The other main type of off-street parking in Bricktown is private parking. Private parking facilities are designated for specific visitors or are reserved for customers of individual businesses (Harkins Theaters, Bass Pro Shops, etc.). As shown in **Table 1**, there are 2,345 exclusive private parking spaces in Bricktown. North of Reno Avenue, private parking facilities are either gated with card access or have signage warning that unauthorized vehicles will be ticketed and towed. These facilities are at no time available to the general public visiting the Bricktown area.

There are some parking facilities in the study area which are primarily reserved for private parkers, but are also made available to public parkers during the weekend evenings, when the parking utilization levels in Bricktown peak. There are 424 private parking spaces in Bricktown which are converted to public parking during the weekend evenings. These lots have been referenced in this report as “private/public parking”. The owners of these parking facilities recognize that extra revenue can be generated from their lot during the weekend evenings, which is when the private parkers (day employees) are not utilizing the facility.

Most of the on-street parking in the study area is metered parking. There are 185 meter spaces, 21 free spaces, seven - 30 minute loading zone spaces and seven disabled spaces. Of the 220 spaces, approximately 84% ($185/220 = 0.84$) are metered spaces. Parking meters have a two hour time limit between 8 AM and 6 PM, Monday through Saturday. On Sundays, holidays and after 6 PM Monday through Saturday, the meters are free. Much of the curbside area in Bricktown is reserved for loading zones, waiting areas for attended vehicles, and carriage loading zones. These areas are primarily located along Mickey Mantle Drive and Oklahoma Avenue between Sheridan Avenue and Reno Avenue.

4.3 Parking Utilization

Three parking occupancy counts were collected on a weekday (afternoon, late afternoon and evening) and on a weekend day (afternoon, evening, and late evening). Based upon those counts, it was determined the weekday peak parking time was in the afternoon from 12 PM to 2 PM during lunch, and the weekend peak utilization time was from 7 PM to 9 PM, coinciding with the evening and dinner crowd. Designing a parking system based on the “normal” peak period provides adequate capacity throughout most of the year. Both the weekday and weekend peak periods were analyzed and are discussed in this report, but the highest peak period observed (weekend evening) was analyzed to determine the existing and future parking conditions in Bricktown.

A parking facility or system is considered fully occupied when it reaches 85% occupancy. This is referred to as the “**practical capacity**”¹¹ in the parking industry. When a parking facility reaches its practical capacity it becomes difficult for drivers to locate a space and they perceive the facility as fully occupied. As a result, these drivers must continue to search for parking, creating traffic flow problems and increasing the potential for vehicle/vehicle and vehicle/pedestrian conflict.

¹¹ Practical Capacity – The level of occupancy that a parking system or facility is considered full, due to the difficulty for a user to navigate and locate a space. This is usually at a level of 85% occupancy.

Table 2 provides a summary of the off-street parking occupancy counts conducted during both the weekday and weekend. General parking refers to all off-street public, private and private/public parking spaces in the study area. **The peak parking count (shaded) occurred during the weekend evening (7 PM to 9 PM) and there was only a 60% occupancy level, which is below the practical capacity (85%). This indicates that when considering the study area as a whole, the parking system in Bricktown is not highly utilized.** Detailed count summaries are provided in the **Appendix**.

Table 2 – Summary of Off-Street Parking Occupancy Counts

Weekday Occupancy	Inventory		Occupancy	
	General Parking ¹	Handicapped Parking	Spaces Occupied	% Occupancy
12 PM - 2 PM	5,251	168	1,725	32%
2 PM - 4 PM	5,251	168	1,320	24%
6 PM - 8 PM	5,251	168	1,333	25%
Weekend Occupancy				
11 AM - 1 PM	5,251	168	1,734	32%
7 PM - 9 PM	5,251	168	3,265	60%
10 PM - 12 AM	5,251	168	2,229	41%

¹ General Parking refers to all off-street public, private, and private/public parking.

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Table 3 reflects the off-street peak occupancy results by facility during the weekday (12 PM to 2 PM) and weekend (7 PM to 9 PM). The block numbers and facility letters match the ones shown on **Figure 2**. **Based on these counts, the entire study area was 32% occupied during the weekday peak period (12 PM to 2 PM) and 60% occupied during the weekend peak period (7 PM to 8 PM), indicating that the entire parking system in Bricktown, during both the weekday and weekend peak periods, is not at practical capacity.** However, many of the specific parking facilities in the study area are fully occupied.

Despite the low overall occupancy rates, many of the public and private/public parking facilities reached or exceeded practical capacity. **Table 4** shows the parking occupancy for all public and private/public parking facilities in Bricktown. **Sixty-two percent of all public and private/public parking spaces were occupied during the peak period (weekend evening), which again, is below the practical capacity.**

The highlighted rows in **Table 4** reflect public and private/public parking facilities at or above their practical capacity (85% occupied). Of the 27 parking facilities, 17 were equal to or greater than 85%

occupied. **Figure 4** displays which public and private/public parking facilities are less than or greater than 85% occupied. The figure reveals that, while the lots in the West Zone are heavily utilized, the outlying parking facilities are not highly utilized due to their distance from the center of Bricktown. The Power Alley parking garage was 34% occupied during the weekend evening. It should be noted that these outlying parking facilities and the Power Alley parking garage make up a substantial number of the available public parking spaces in Bricktown.

On-street parking in Bricktown is highly utilized. **Table 5** gives a summary of the on-street parking occupancy counts. Peak periods for on-street parking were not the same as for off-street parking. **Table 6** provides the on-street peak parking occupancy counts during the weekday and weekend. The peak utilization period for on-street parking during the weekday was between 6 PM to 8 PM and from 10 PM to 12 AM during the weekend. **Based on the counts, 91% and 110% of the on-street spaces were occupied during the weekday and weekend peak periods.**

The reason the occupancy is greater than 100% during the weekend peak period is because some vehicles were found to be illegally parked. This reveals that on-street parking is in very high demand. The main reasons on-street parking is highly utilized during the weekend evening are because it is convenient, there are no time restraints, and it is free. Such high demand for on-street parking can create traffic problems when some vehicles are parking illegally and others are circulating the area looking for an available on-street space.

Table 3 – Off-Street Peak Parking Utilization

Block	Letter	Parking Facility	Classification	Inventory		Weekday (12 PM - 2 PM)		Weekend (7 PM - 9 PM)	
				General Parking	Disabled Parking	Occupied	% Occupied	Occupied	% Occupied
1	a	Bricktown Parking Investors	Public Lot	481	10	196	40%	124	25%
	b	21 E. Main Street	Private/Public Lot	40	1	27	66%	12	29%
	c	Federal Customer Parking	Private/Public Lot	37	0	23	62%	21	57%
2	a	BPI	Public Lot	197	3	31	16%	113	57%
4	a	BPI	Public Lot	72	3	9	12%	70	93%
	b	Bricktown Square	Public Lot	139	3	58	41%	135	95%
5	a	BPI	Public Lot	29	0	23	79%	37	128%
	b	Gated Lot	Private Lot	29	0	21	72%	19	66%
	c	Gated Lot	Private/Public Lot	31	0	23	74%	30	97%
6	a	Mantel Restaurant	Private/Valet Lot	19	1	19	95%	36	180%
	b	Federal Corporation	Private Lot	12	0	3	25%	10	83%
	c	Restaurant Employee/Valet Lot	Private/Valet Lot	22	0	15	68%	31	141%
	d	Private Parking	Private/Public Lot	30	2	7	22%	34	106%
7	a	CrabTown Parking	Private Lot	10	2	12	100%	14	117%
	b	Burger Parking	Private Lot	12	0	12	100%	9	75%
8	a	BPI	Public Lot	90	4	48	51%	90	96%
	b	Private/Public Parking	Private/Public Lot	30	1	16	52%	32	103%
9	a	Gated Lot - Office Building	Private/Public Lot	46	2	32	67%	48	100%
10	a	BPI	Private Lot	27	3	2	7%	0	0%
	b	Ballpark Gated	Private Lot	136	0	21	15%	3	2%
	c	Private Parking	Private/Public Lot	28	0	21	75%	28	100%
	d	Power Alley Garage	Public Garage	552	16	101	18%	195	34%
	e	Public Parking	Public Lot	26	0	7	27%	24	92%
11	a	California Avenue 90 Parking	Private Lot	23	4	20	74%	22	81%
	b	Public Parking	Public Lot	72	3	34	45%	40	53%
12	a	Fox Autobody Parking	Private Lot	47	4	13	25%	0	0%
13	a	BPI	Public Lot	64	2	26	39%	66	100%
	b	American Parking	Public Lot	29	1	0	0%	29	97%
	c	BPI	Public Lot	73	4	53	69%	81	105%
14	a	Kingman Building Lot	Private/Public Lot	42	2	26	59%	44	100%
15	a	Ballpark Parking	Private Lot	397	11	8	2%	0	0%
16	a	Lower Bricktown Parking	Public Lot	468	12	130	27%	409	85%
17	a	Tobey Keith Parking	Private Lot	341	8	189	54%	341	98%
	b	Harkins Theater Parking	Private Lot	159	16	83	47%	163	93%
18	a	BPI	Public Lot	112	5	0	0%	84	72%
19	a	BPI - Amtrak	Public Lot	41	4	29	64%	37	82%
20	a	Mixed Retail Parking	Private Lot	34	2	30	83%	36	100%
	b	Sonic Corporate Reserved	Private/Public Lot	121	6	112	88%	54	43%
	c	Sonic Corporate Visitor	Private/Public Lot	19	4	16	70%	21	91%
	d	Marriot Residence Inn	Private Lot	99	6	44	42%	101	96%
21	a	Bass Pro Parking	Private Lot	590	7	157	26%	307	51%
	b	Bass Pro Parking	Private Lot	147	7	24	16%	155	101%
	c	Sculpture Park/Overflow Parking	Private/Public Lot	241	9	4	2%	123	49%
22	a	Amtrak/Event Parking	Public Lot	37	0	0	0%	37	100%
Total Off-Street Inventory and Occupancy of Parking in Bricktown				5,251	168	1,725	32%	3,265	60%

Table 4 – Public and Private/Public Parking Facilities Inventory and Occupancy

Block	Letter	Parking Facility / Streets	Classification	Inventory		Weekday (12 PM - 2 PM)		Weekend (7 PM - 9 PM)	
				General Parking	Handicapped Parking	Occupied	% Occupied	Occupied	% Occupied
1	a	Bricktown Parking Investors	Public Lot	481	10	196	40%	124	25%
	b	21 E. Main Street	Private/Public Lot	40	1	27	66%	12	29%
	c	Federal Customer Parking	Private/Public Lot	37	0	23	62%	21	57%
2	a	BPI	Public Lot	197	3	31	16%	113	57%
4	a	BPI	Public Lot	72	3	9	12%	70	93%
	b	Bricktown Square	Public Lot	139	3	58	41%	135	95%
5	a	BPI	Public Lot	29	0	23	79%	37	128%
	c	Gated Lot	Private/Public Lot	31	0	23	74%	30	97%
6	d	Private Parking	Private/Public Lot	30	2	7	22%	34	106%
8	a	BPI	Public Lot	90	4	48	51%	90	96%
	b	Private/Public Parking	Private/Public Lot	30	1	16	52%	32	103%
9	a	Gated Lot - Office Building	Private/Public Lot	46	2	32	67%	48	100%
10	c	Private Parking	Private/Public Lot	28	0	21	75%	28	100%
	d	Power Alley Garage	Public Garage	552	16	101	18%	195	34%
	e	Public Parking	Public Lot	26	0	7	27%	24	92%
11	b	Public Parking	Public Lot	72	3	34	45%	40	53%
13	a	BPI	Public Lot	64	2	26	39%	66	100%
	b	American Parking	Public Lot	29	1	0	0%	29	97%
	c	BPI	Public Lot	73	4	53	69%	81	105%
14	a	Kingman Building Lot	Private/Public Lot	42	2	26	59%	44	100%
16	a	Lower Bricktown Parking	Public Lot	468	12	130	27%	409	85%
18	a	BPI	Public Lot	112	5	0	0%	84	72%
19	a	BPI - Amtrak	Public Lot	41	4	29	64%	37	82%
20	b	Sonic Corporate Reserved	Private/Public Lot	121	6	112	88%	54	43%
	c	Sonic Corporate Visitor	Private/Public Lot	19	4	16	70%	21	91%
21	c	Sculpture Park/Overflow Parking	Private/Public Lot	241	9	4	2%	123	49%
22	a	Amtrak/Event Parking	Public Lot	37	0	0	0%	37	100%
Total Public Off-Street Inventory and Occupancy				3,147	97	1,052	32%	2,018	62%

Note: Highlighted parking facilities are equal to or above their practical capacity of 85% occupied.

Table 5 – Summary of On-Street Parking Occupancy Counts

Weekday Occupancy	Inventory	Spaces Occupied	% Occupancy
12 PM - 2 PM	220	154	70%
2 PM - 4 PM	220	99	45%
6 PM - 8 PM	220	200	91%
Weekend Occupancy			
11 AM - 1 PM	220	117	53%
7 PM - 9 PM	220	230	105%
10 PM - 12 AM	220	243	110%

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Table 6 – On-Street Peak Parking Utilization

Block	Street	From and To	Side	Inventory	Classification	Weekday (6 PM - 8 PM)		Weekend (10 PM - 12 AM)	
						Occupied	% Occupied	Occupied	% Occupied
11	Sheridan	Charlie Christian to Joe Carter	South	17	Perpendicular Free	3	18%	20	118%
7	Sheridan	Joe Carter to Vince Gill	North	17	Meters	8	47%	13	76%
10	Sheridan	Joe Carter to Vince Gill	South	13	Meters	14	108%	14	108%
6	Sheridan	Vince Gill to Mickey Mantle	North	6	Meters	10	167%	13	217%
10	Sheridan	Vince Gill to Mickey Mantle	South	8	Meters	8	100%	8	100%
5	Sheridan	Mickey Mantle to Oklahoma	North	3	Meters	4	133%	9	300%
9	Sheridan	Mickey Mantle to Oklahoma	South	13	11 Meters, 2 Free	13	100%	14	108%
4	Sheridan	Oklahoma to Railroad	North	4	Meters	4	100%	3	75%
8	Sheridan	Oklahoma to Railroad	South	11	Meters	12	109%	12	109%
1	Main	Railroad to Oklahoma	North	14	Meters	15	107%	14	100%
4	Main	Railroad to Oklahoma	South	12	Meters	12	100%	12	100%
2	Main	Oklahoma to Vince Gill	North	25	Meters	25	100%	27	108%
5	Main	Oklahoma to Vince Gill	South	27	7 - 30min Loading Zones, 20 Meters	27	100%	27	100%
2	Main	Vince Gill to Russell Perry	North	13	Meters	13	100%	12	92%
7	Vince Gill	Sheridan to Main	East	2	Meters	2	100%	2	100%
6	Vince Gill	Sheridan to Main	West	7	2 Disabled, 5 Meters	7	100%	8	114%
10	Mickey Mantle	Reno to Sheridan	East	5	Meters	1	20%	7	140%
9	Mickey Mantle	Reno to Sheridan	West	1	Disabled - 2 Hour	1	100%	5	500%
5	Oklahoma	Sheridan to Main	East	8	1 Disabled, 7 Meters	9	113%	10	125%
4	Oklahoma	Sheridan to Main	West	11	9 Meters, 2 Free	11	100%	9	82%
8	Oklahoma	Reno to Sheridan	West	1	Disabled	0	0%	0	0%
9	Oklahoma	Reno to Sheridan	East	2	Disabled	1	50%	4	200%
Total On-Street Inventory and Occupancy in Bricktown				220	185 Meters, 21 Free, 7 - 30min Loading Zones, 7 Disabled	200	91%	243	110%

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The next step is to understand which areas of Bricktown are at practical capacity and which areas have capacity to support more parkers. Both an analysis of the parking occupancy by blocks and by zones was performed, which includes both off-street and on-street parking.

Table 7 provides the parking occupancy for each block within the study area, indicating the entire study area had a parking occupancy of 62% during the peak period, including both on-street and off-street parking. NOTE: Block 3 is not shown because there is no parking available on this block. **Of the 22 blocks analyzed, 10 were at or greater than 85% occupied during the weekend evening (7 PM to 9 PM). These numbers indicate almost half of the blocks are at practical capacity during the peak period.** The surplus or deficit of spaces, above or below an 85% occupancy level, during the weekend peak period for each block is provided in the last column of **Table 7**. Overall, it was determined there are almost 1,300 available spaces in the study area during the peak period, with the vast majority of the vacant spaces being concentrated within a four-block area.

Table 7 – Parking Inventory and Occupancy by Block – On-Street and Off-Street

Blocks	Inventory		Weekday (12 PM - 2 PM)		Weekend (7 PM - 9 PM)		Deficit / Surplus of Spaces ²
	General Parking ¹	Handicapped Parking	Occupied	% Occupied	Occupied	% Occupied	7 PM - 9 PM Peak Period
1	572	11	250	43%	171	29%	325
2	235	3	60	25%	151	63%	51
4	238	6	86	35%	232	95%	(25)
5	126	1	88	69%	130	102%	(22)
6	94	5	59	60%	131	132%	(47)
7	41	2	32	74%	34	79%	3
8	131	6	74	54%	134	98%	(18)
9	59	5	46	72%	71	111%	(17)
10	795	19	174	21%	278	34%	414
11	112	7	66	55%	75	63%	26
12	47	4	13	25%	0	0%	43
13	166	7	79	46%	176	102%	(29)
14	42	2	26	59%	44	100%	(7)
15	397	11	8	2%	0	0%	347
16	468	12	130	27%	409	85%	(1)
17	500	24	272	52%	504	96%	(59)
18	112	5	0	0%	84	72%	15
19	41	4	29	64%	37	82%	1
20	273	18	202	69%	212	73%	35
21	978	23	185	18%	585	58%	266
22	37	0	0	0%	37	100%	(6)
Totals	5,464	175	1,879	33%	3,495	62%	1,298

¹ General parking refers to all public, private, and private/public off-street and on-street parking

² Under the Deficit/Surplus of Spaces column, the blocks with a deficit are in parantheses and highlighted.

Earlier we discussed that the study area was divided into three zones: East, West, and Lower Bricktown. This was done to reflect the different land use and parking characteristics in each of these zones. **Table 8** shows a summary of the parking inventory and occupancy during the weekday and weekend peak parking periods for each of the three zones. This includes an analysis of both on-street and off-street parking. **All three of the zones are below practical capacity (85%).** Even the West Zone had a sufficient amount of parking, mostly due to the north lot (1a) only being 25% occupied and having 367 spaces available.

Table 8 – Parking Inventory and Occupancy by Zone

Zones	Inventory		Weekday (12 PM - 2 PM)		Weekend (7 PM - 9 PM)	
	General Parking ¹	Handicapped Parking	Occupied	% Occupied	Occupied	% Occupied
West	1,412	42	678	47%	1,032	71%
East	1,721	51	412	23%	669	38%
Lower Bricktown	2,331	82	789	33%	1,794	74%
Totals	5,464	175	1,879	33%	3,495	62%

¹ General parking refers to all public, private, and private/public off-street and on-street parking
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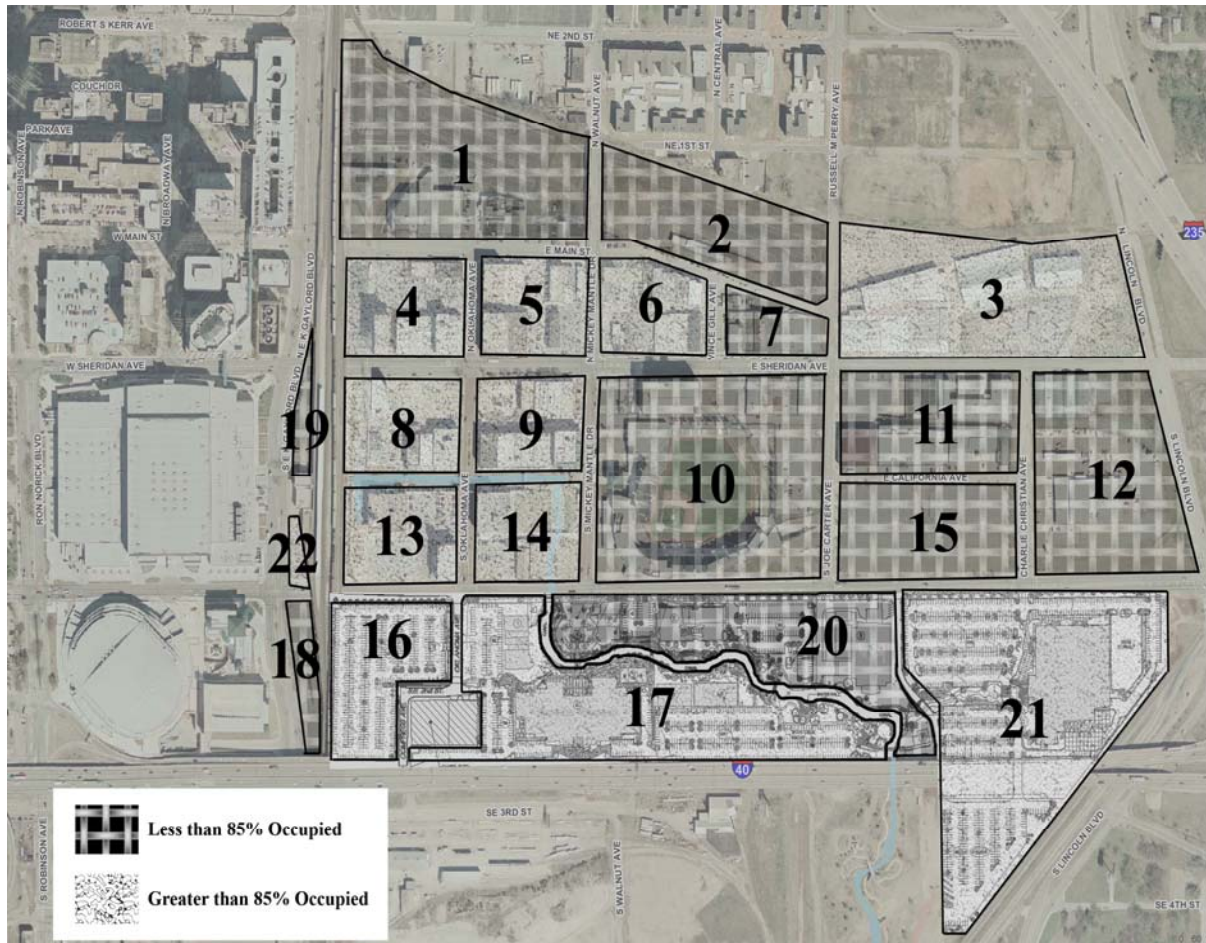
Based on the analysis of parking occupancy by block and by zone, it is clear that specific blocks have a shortage of parking, but *not* the predefined zones as a whole. Since certain lots are not heavily utilized in each of the three zones, the simple conclusion is that there are no parking problems in Bricktown. **However, in this report, we have evaluated the parking conditions on a block by block basis to get a clearer understanding of where people want to park and, more importantly, where there are deficits in parking.**

Figure 5 indicates blocks that are currently less than or greater than 85% occupied during the weekend evening (7 PM to 9 PM), revealing that the blocks west of Mickey Mantle Drive and in Lower Bricktown have a high demand for parking. The parking facilities north of Main Street and east of Mickey Mantle Drive in Bricktown currently have available capacity during the weekend evening period.

Table 9 shows the public and private/public parking demand for on-street and off-street parking, by blocks, during the weekday and weekend peak parking periods. However, the overflow parking lot (21c), located south of Bass Pro Shops, was not included in this analysis due to its distant location from the majority of the Bricktown businesses and that it is primarily only utilized by Bass Pro Shops or event parkers. **According to this analysis of public parking in the study area, 2,125 of the 3,214 spaces are occupied during the weekend evening, revealing there is an availability of 1,089 spaces for visitors during the peak parking period.** The future parking demand and needs analysis will apply the 1,089 available public and private/public parking spaces in determining the future parking surplus/deficit

in the study area. Only the available public and private/public spaces are significant, since they can be utilized by any visitor to the area, while private spaces are designated for specific users.

Figure 5 – Blocks Greater and Less than 85% Occupied (Weekend, 7 PM – 9 PM)



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Summary – Existing Parking Conditions:

Although there are shortages of parking on certain blocks in Bricktown, there is not an overall deficit of parking in Bricktown. The peak parking period is during the weekend evening from 7 PM to 9 PM, where 66% of the public and private/public parking is occupied, including both on-street and off-street parking. There are a total of 1,089 public and private/public spaces available during the peak parking period which will be applied to the future parking analysis.

Table 9 – Public and Private/Public Parking Inventory and Occupancy by Block – On-Street and Off-Street

Block	Inventory		Weekday (12 PM - 2 PM)		Weekend (7 PM - 9 PM)	
	General Parking	Handicapped Parking	Occupied	% Occupied	Occupied	% Occupied
1	572	11	250	43%	171	29%
2	235	3	60	25%	151	63%
4	238	6	86	35%	232	95%
5	97	1	67	68%	111	113%
6	41	4	22	49%	54	120%
7	19	0	8	42%	11	58%
8	131	6	74	54%	134	98%
9	59	5	46	72%	71	111%
10	632	16	151	23%	275	42%
11	89	3	46	50%	53	58%
13	166	7	79	46%	176	102%
14	42	2	26	59%	44	100%
16	468	12	130	27%	409	85%
18	112	5	0	0%	84	72%
19	41	4	29	64%	37	82%
20	140	10	128	85%	75	50%
22	37	0	0	0%	37	100%
Totals	3,119	95	1,202	37%	2,125	66%
Total # of Spaces:	3,214		Peak Demand:	2,125	Available Spaces:	1,089

Note: Table includes only public and public/private parking spaces in the study area

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4.4 Turnover Counts

Turnover counts² were conducted in Bricktown to determine whether on-street parking was being utilized by employees or customers. On-street parking is intended for high-turnover visitors to local businesses. On-street spaces are in high demand due to their convenience and the fact that they are free after 6 PM. These turnover counts will help determine if an employee parking program is necessary help prevent employees from parking on-street.

Parking turnover counts were conducted on Friday, October 26, 2007 between 4 PM and 10 PM. These were performed along Sheridan Avenue, between Mickey Mantle Drive and the Burlington Northern & Santa Fe Railroad, and along Oklahoma Avenue between Sheridan Avenue and Main Street. The turnover count tables are provided in the **Appendix**. The average visitor to Bricktown between 4 PM

² This is a survey that analyzes the amount of time a vehicle is parked in either an off-street or on-street parking space to determine the average amount of time that a parking space turnovers. Usually turnover counts are conducted by recording the license plate of the vehicles in each space on the hour.

and 10 PM is primarily coming to the area for dinner and will stay approximately 2 hours. Vehicles parked on-street for longer than 2 hours are most likely employee vehicles.

If newly enacted and enforced parking regulations limited the use of the on-street parking on a few streets, parkers would then abuse the on-street parking without these regulations. Any changes in on-street time limitations and enforcement would have to be applied to all on-street parking in the study area, or the parking problem will just shift to a different street in the study area. **The turnover counts were conducted on two streets and a total of three blocks within the study area, which consisted of the most heavily utilized on-street parking spaces. These counts are an adequate representation of all streets within the study area and any conclusions determined from this analysis should be applied to all on-street parking in the study area.**

Tables 10, 11, and 12 give a summary of the turnover counts performed in the study area. Each table gives the number of vehicles that were parked for 0 to 1 hour, 1 to 2 hours, 2 to 3 hours, 3 to 4 hours, 4 to 5 hours, and 5 to 6 hours. The average length of stay and the percentage of vehicles parked for each time-duration are calculated in each of the tables.

Table 10 is the summary of all the turnover counts conducted on both Oklahoma Avenue and Sheridan Avenue. A total of 45 meters were analyzed, which were utilized by 96 vehicles during the time of the turnover counts (4 PM to 10 PM). **Of these 96 vehicles, 39 (41%) were parked longer than 2 hours and 57 (59%) were parked less than 2 hours. The most important piece of information learned from these turnover counts was that 22 of the 45 meters were occupied by a vehicle for greater than five hours, revealing that close to half of the meters analyzed were occupied, presumably by employee’s vehicles.**

Table 10 – Summary of Turnover Counts for All Meters Analyzed

Total for Both Locations Oklahoma Street and Sheridan Road	Counts from 4:00 PM - 10:00 PM 45 Meters, Free After 6:00 PM					
TIME (DURATION) of VEHICLES	0 - 1hr	1 - 2hrs	2 - 3hrs	3 - 4hrs	4 - 5hrs	5 - 6hrs
TOTAL of ALL VEHICLES	26	31	8	4	5	22
% of Vehicles	27%	32%	8%	4%	5%	23%
Average Time Duration of All Spaces:	2.5 hrs					

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Table 11 shows a summary of the turnover counts performed along Oklahoma Avenue between Sheridan Avenue and Main Street. There were a total of 16 meters between the east and west sides of the street. Based on the analysis, 46% of the meters had a vehicle that was parked between five to six hours. Most likely, these are employee vehicles. The average time of stay at all the meters analyzed along Oklahoma Avenue was 3.6 hours, indicating the majority of the cars parked on Oklahoma Avenue were employee vehicles.

Table 11 – Summary of Turnover Counts on Oklahoma Avenue

Oklahoma Street - East and West Sides Between: Sheridan and Main		Counts from 4:00 PM - 10:00 PM 16 Meters, Free After 6:00 PM				
TIME (DURATION) of VEHICLES	0 - 1hr	1 - 2hrs	2 - 3hrs	3 - 4hrs	4 - 5hrs	5 - 6hrs
# of VEHICLES - East Side Meters	5	3	1	1	3	2
# of VEHICLES - West Side Meters	0	0	0	0	0	9
% of Vehicles	21%	13%	4%	4%	13%	46%
Average Time Duration of All Spaces:		3.6 hrs				

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Table 12 is a summary of the turnover counts performed along Sheridan Avenue between Mickey Mantle Drive and the Burlington Northern & Santa Fe Railroad tracks. Here, there were a total of 29 meters between both the north and south sides of the street. Along Sheridan Avenue, 15% of the vehicles were parked for five to six hours. The average duration that a vehicle was parked on Sheridan Avenue was 2.1 hours. Approximately 68% of the vehicles parked along Sheridan Avenue stayed two hours or less. This data validates the assumption that the majority of these vehicles are owned by customers visiting the Bricktown area.

Table 12 – Summary of Turnover Counts on Sheridan Avenue

Sheridan Road - North and South Sides Between: Mickey Mantle and Railroad		Counts from 4:00 PM - 10:00 PM 29 Meters, Free After 6:00 PM				
TIME (DURATION) of VEHICLES	0 - 1hr	1 - 2hrs	2 - 3hrs	3 - 4hrs	4 - 5hrs	5 - 6hrs
# of VEHICLES - North Side Meters	6	5	2	1	2	1
# of VEHICLES - South Side Meters	15	23	5	2	0	10
% of Vehicles	29%	39%	10%	4%	3%	15%
Average Time Duration of All Spaces:		2.1 hrs				

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Summary – Turnover Counts:

Twenty-two of the 45 meters (49%) included in the turnover analysis were occupied by a vehicle for greater than 5 hours. Presumably these 22 vehicles were employee vehicles. It should be a high priority in Bricktown to make on-street spaces available to high-turnover users (customers) and not employees. An effective employee parking plan is needed for all businesses in Bricktown to prevent employees from occupying on-street parking.

5.0 FUTURE PARKING CONDITIONS ASSESSMENT

Currently, the Bricktown area has a number of parking facilities, as well as complete blocks that are at capacity during weekend evenings. This is not an immediate problem since there is plenty of reserve public parking available in the Power Alley Garage and two public lots on the north side of the district. However, Bricktown is continually being revitalized with new developments and projects that will increase the area's parking demand. Since there are no on-site parking requirements in the City Zoning Ordinance for new developments, it is essential to understand how these future developments will impact the Bricktown parking system and if any future parking or changes will be needed to support the future parking demand. An analysis of the future parking demand during the peak parking period (weekend evenings) is provided for a 5 and 10 year time period.

5.1 Estimated Future Development Projects

There are several areas in Bricktown where future developments have been identified that could potentially overwhelm the public parking system. DESMAN Associates has worked with the representatives from the City of Oklahoma City and downtown stakeholders to identify potential developments and redevelopments of existing buildings. **Table 13** shows a list of possible development projects and renovation projects of existing buildings over the next 10 years, within the study area. This is a very aggressive build out plan for Bricktown.

Some of these projects will be completed within the next five years and some within the next 10. A few of these projects are already in the construction and planning stages. However, for the purposes of this analysis, both short and long-term projects are being considered in determining future Bricktown parking conditions.

For some developments, a specific number of parking spaces will be provided on-site and for others, no new parking is planned. For the developments where it says "yes" under the column "New Parking", it was assumed these developments would provide parking sufficient to support their parking demand.

Based on the development information provided by the City of Oklahoma City, it has been projected that 194 residential units, 56,250 s.f. of commercial space, 116,975 s.f. of retail space, 32,500 s.f. of restaurant space, 36,500 s.f. of office space, 500 hotel rooms, and 1,328,750 s.f. of mixed-use space may be developed in the study area within the next 10 years. This includes the redevelopment of existing businesses, the occupation of unutilized space and the development of vacant parcels of land, including the Stewart Steel property on East Sheridan Avenue.

If all development is realized, such substantial growth would generate not only parking demand, but also necessitates the displacement of existing public parking lots. **Table 13** also reveals the parking lots that may be displaced due to potential future development. **It is estimated that approximately 793 spaces may be displaced due to future developments.** It should be noted, however, many of these public parking spaces will be replaced with new parking facilities that will serve the new developments.

Table 13 – Estimated Future Developments within Ten Years

Block	Parcel	Land Use	Parcel Size (sf)	Floors	Size	Units	Parking Displaced	New Parking	5 years	10 years
1		No Development				0	0	0		
2		No Development				0	0	0		
3		Mixed Use	484,500		TBD		0	yes		yes
4	a	Parking Lot					0	0		
4	b	Mixed Use	45,000	1	45,000 Square Ft.		0	295	yes	
4	b	Residential	45,000	4	60 Units		0	0	yes	
4		Residential 8 story	7,500	3	16 Units		0	0	yes	
4		Office	7,500	4	30,000 Square Ft.		0	0	yes	
5	b	Residential	11,250	4	8 Units		29	16		yes
8		No Development				0	0	0		
9		Residential	55,500	2	75 Units		0	0	yes	
10		Hotel Hampton Inn	36,750		200 Rooms		0	0	yes	
11	b	Retail	43,750	0.5	21,875 Square Ft.		75	88		yes
11	NE	Mixed Use	60,000	2	120,000 Square Ft.		0	480		yes
12	N	Mixed Use	71,250		TBD		0	yes		yes
12		Mixed Use	302,500		TBD		0	yes		yes
13	b	Retail	12,000	4	48,000 Square Ft.		30	0		yes
13	c	Mixed Use	30,000	4	120,000 Square Ft.		77	300		yes
14	a	Parking Lot					0	0		
14	b	Restaurant (canal)	22,500	1	22,500 Square Ft.		0	0		yes
14	c	Commercial	7,500	3	22,500 Square Ft.		0	0	yes	
14	d	Commercial	11,250	3	33,750 Square Ft.		0	0	yes	
15	a	Mixed Use ¹	185,500		TBD		102	yes		yes
16	a	Hotel	82,500		300 Rooms		160	300	yes	
16	a	Retail	192,500	0.16	30,000 Square Ft.		320	120	yes	
17	1	Condominiums	17,100	3	35 Units		0	yes	yes	
17		Retail	17,100	1	17,100 Square Ft.		0	96	yes	
17	7	Restaurant	5,000	1	5,000 Square Ft.		0	0	yes	
17	7	Restaurant	5,000	1	5,000 Square Ft.		0	0		yes
18		No Development				0	0	0		
19		No Development				0	0	0		
20	5	Sonic Office Bldg	6,500	1	6,500 Square Ft.		0	0	yes	
20	9	park	7,500	1	7,500 Square Ft.		0	0	yes	
21		No Development				0	0	0		
22		No Development				0	0	0		

¹ Assumed 25% of Ballpark Lot would be displaced.

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5.2 Parking Ratios

Parking ratios³ were used in calculating the projected peak parking demand, typically on weekend evenings. The parking generation ratios used to calculate the future parking demand generated for each project were taken from *Second Edition of Shared Parking* by the Urban Land Institute (ULI). Factored parking ratios for visitors and employees for each land use proposed in the study area are provided in

³ Parking Ratios – A factor to calculate the number of parking spaces needed for a land use, which can be based on the number of employees, square feet, rooms, units, etc.

Table 14. For each parking ratio, the **time-of-day factors**⁴ (8 PM) and **non-captive ratios**⁵ (percentage of people that work or live on site), provided in *Second Edition of Shared Parking*, were taken into account. The non-captive ratios are based on a case study of the Irvine Spectrum, entertainment center in southern California featured in *Second Edition of Shared Parking*. Since there would be no parking demand for an office on a weekend at 8 PM, the factored parking ratio is zero. When considering the time-of-day factor and non-captive ratios, a more accurate calculation of the projected parking demand during the peak parking period is provided.

In **Table 14**, some land uses listed are commercial and mixed-use, and these types of developments consist of a combination of tenants. It has been assumed that commercial space refers to potential development space that could become a combination of office, retail, restaurant, and nightclub. An average parking ratio from all four potential uses (20% office, 50% retail, 20% restaurant, and 10% nightclub) was calculated and used for the analysis of commercial space.

The amount of space assumed for each type of land use is based on three factors, including: our professional opinion, the existing and expected development trend for Bricktown, and the parking ratio for each type of land use. Currently, Bricktown contains an abundance of restaurant and nightclub space, so the area has the capacity to support more retail and office space, which developers should recognize. Also, both restaurant and nightclub space have high parking ratios according to *Second Edition of Shared Parking*. So for larger mixed-use and commercial developments these are not the predominant land uses, or there would be an unrealistic parking demand.

The calculation of the parking ratios (visitor and employee) for a commercial development is provided in **Table 15**. It was also assumed that a mixed-use site could consist of a combination of the detailed uses listed above, plus residential and hotel uses. The calculation of the parking ratios (visitor and employee) for a mixed-use site is provided in **Table 16**.

⁴ Time-of-Day Factors – This is a factor used in Shared Parking to reflect the percentage of the peak parking demand present during the time of day.

⁵ Non-Captive Ratios – This is an estimate of the percentage of parkers at a land use in a mixed-use development or district who are not already counted as being parking at another of the land uses. For example, when employees of one land use visit a nearby food court or coffee store, there is usually not any additional parking demand generated.

Table 14 – Factored Parking Ratios for Each Land Use

Land Use	Visitor / Employee	Weekend Parking Ratio ¹	Time-of-Day Factor		Factored Parking Ratio
			(Weekend - 8 PM) ²	Non-Captive Ratio ³	
Restaurant	Visitor	17.00	100%	100%	17.00
	Employee	3.00	100%	100%	3.00
Office	Visitor	0.03	0%	100%	0.00
	Employee	0.35	0%	100%	0.00
Retail	Visitor	3.20	65%	90%	1.87
	Employee	0.80	75%	100%	0.60
Nightclub	Visitor	17.50	75%	100%	13.13
	Employee	1.50	100%	100%	1.50
Residential	Resident	1.70	100%	100%	1.70
	Guest	0.15	100%	100%	0.15
Hotel	Visitor	1.00	90%	100%	0.90
	Employee	0.18	55%	100%	0.10

¹ Based on ULI "Shared Parking 2nd Edition" weekend parking ratios.

² Based on ULI "Shared Parking 2nd Edition" weekend time-of-day factors.

³ Based on ULI "Shared Parking 2nd Edition" peak-hour adjustments for the Irvine Spectrum.

Table 15 – Commercial Parking Ratios

Land Use	Visitor / Employee	Factored Weekend Parking Ratio ¹	Unit	% of Site	Weighted Parking Ratio
Restaurant	Visitor	17.00	per 1,000 SF	20%	3.40
	Employee	3.00	per 1,000 SF		0.60
Office	Visitor	0.00	per 1,000 SF	20%	0.00
	Employee	0.00	per 1,000 SF		0.00
Retail	Visitor	1.87	per 1,000 SF	50%	0.94
	Employee	0.60	per 1,000 SF		0.30
Nightclub	Visitor	13.13	per 1,000 SF	10%	1.31
	Employee	1.50	per 1,000 SF		0.15
Commercial Visitor Parking Rate per 1,000 SF				100%	5.65
Commercial Employee Parking Rate per 1,000 SF				100%	1.05

¹ Factored Weekend Parking Ratios are From Table 14

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Table 16 – Mixed Use Parking Ratios

Land Use	Visitor / Employee	Factored Weekend Parking Ratio ³	Unit	% of Site	Weighted Parking Ratio
Restaurant	Visitor	17.00	per 1,000 SF	10%	1.70
	Employee	3.00	per 1,000 SF		0.30
Office	Visitor	0.00	per 1,000 SF	20%	0.00
	Employee	0.00	per 1,000 SF		0.00
Retail	Visitor	1.87	per 1,000 SF	40%	0.75
	Employee	0.60	per 1,000 SF		0.24
Nightclub	Visitor	13.13	per 1,000 SF	5%	0.66
	Employee	1.50	per 1,000 SF		0.08
Residential ¹	Resident	1.70	per 1,000 SF	15%	0.26
	Guest	0.15	per 1,000 SF		0.02
Hotel ²	Visitor	0.90	per 1,000 SF	10%	0.09
	Employee	0.10	per 1,000 SF		0.01
Mixed Use Visitor Parking Rate per 1000 SF				100%	3.45
Mixed Use Employee Parking Rate per 1000 SF				100%	0.65

¹ Calculated residential parking rate assuming that each unit is 1,200 SF.

² Calculated hotel parking rate assuming that each room is 800 SF.

³ Factored Weekend Parking Ratios are From Table 14

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5.3 Future Visitor and Employee Parking Demand

Table 17 and **Table 18** indicate future visitor and employee peak parking demand and the surplus or deficit of spaces at each development for a five and 10 year period. Parking ratios calculated in the previous tables were applied to determine future peak parking demand for both visitors and employees. The supply of parking used in this calculation included only that shown in **Table 13**, and not any existing surplus.

Based upon the analysis of assumed future visitor parking demand (Table 17), there will be a deficit of 605 visitor spaces in five years and a deficit of 1,098 spaces in 10 years. For the analysis of the employee parking demand, it was assumed that any surplus parking provided by a development greater than the visitor peak period parking demand (weekend at 8 PM) would be utilized to support the employee parking demand. **Therefore, based on the analysis of the future employee parking demand (Table 18), there will be a deficit of 77 spaces in five years and a deficit of 179 spaces in 10 years.**

This analysis does not consider the existing public parking in the study area, rather the planned parking being provided by each development. If it was determined there is a deficit of parking at a development, the existing public parking provided, in the study area, would be utilized.

The next step is to determine if the existing parking capacity in Bricktown can adequately support the future parking demand.

Table 17 – Future Visitor Parking Demand

Block	Parcel	Land Use	Size	Units	Visitor Weekend Parking Ratios	Peak Parking Demand	New Parking	5 Years	10 Years
								Surplus / (Deficit) of Spaces	Surplus / (Deficit) of Spaces
1		No Development	0		0	0	0	0	0
2		No Development	0		0	0	0	0	0
3		Mixed Use	TBD	Square Ft.	3.45 per 1,000 SF	N/A	yes	0	0
4	a	Parking Lot	0		0	0	0	0	0
4	b	Mixed Use	45,000	Square Ft.	3.45 per 1,000 SF	155	295	38	38
4	b	Residential	60	Units	1.70 per Unit	102	0	(27)	(27)
4		Residential 8 story	16	Units	1.70 per Unit	27	0	0	0
4		Office	30,000	Square Ft.	0 per 1,000 SF	0	0	0	0
5	b	Residential	8	Units	1.70 per Unit	14	16	0	2
8		No Development	0		0	0	0	0	0
9		Residential	75	Units	1.70 per Unit	128	0	(128)	(128)
10		Hotel - Hampton Inn	200	Rooms	0.90 per Room	180	0	(180)	(180)
11	b	Retail	21,875	Square Ft.	1.87 per 1,000 SF	41	88	0	47
11	NE	Mixed Use	120,000	Square Ft.	3.45 per 1,000 SF	414	480	0	66
12	N	Mixed Use	TBD	Square Ft.	3.45 per 1,000 SF	N/A	yes	0	0
12		Mixed Use	TBD	Square Ft.	3.45 per 1,000 SF	N/A	yes	0	0
13	b	Retail	48,000	Square Ft.	1.87 per 1,000 SF	90	0	0	(90)
13	c	Mixed Use	120,000	Square Ft.	3.45 per 1,000 SF	414	300	0	(114)
14	a	Parking Lot	0		0	0	0	0	0
14	b	Restaurant (canal)	22,500	Square Ft.	17.0 per 1,000 SF	383	0	0	(383)
14	c	Commercial	22,500	Square Ft.	5.65 per 1,000 SF	127	0	(127)	(127)
14	d	Commercial	33,750	Square Ft.	5.65 per 1,000 SF	191	0	(191)	(191)
15	a	Mixed Use	TBD	Square Ft.	3.45 per 1,000 SF	N/A	yes	0	0
16	a	Hotel	300	Rooms	0.90 per Room	270	300	30	30
16	a	Retail	30,000	Square Ft.	1.87 per 1,000 SF	56	120	64	64
17	1	Condominiums	35	Units	1.70 per Unit	60	60	0	0
17		Retail	17,100	Square Ft.	1.87 per 1,000 SF	32	96	0	64
17	7	Restaurant	5,000	Square Ft.	17.0 per 1,000 SF	85	0	(85)	(85)
17	7	Restaurant	5,000	Square Ft.	17.0 per 1,000 SF	85	0	0	(85)
18		No Development	0		0	0	0	0	0
19		No Development	0		0	0	0	0	0
20	5	Sonic Office Bldg	6,500	Square Ft.	0 per 1,000 SF	0	0	0	0
20	9	park	7,500	Square Ft.	0 per 1,000 SF	0	0	0	0
21		No Development	0		0	0	0	0	0
22		No Development	0		0	0	0	0	0
Totals for Future Visitor Parking						2,852	1,754	(605)	(1,098)

Table 18 – Future Employee Parking Demand

Block	Parcel	Land Use	Size	Units	Employee Weekend Parking Ratios	Peak Parking Demand	5 Years		10 Years	
							New Parking ¹	Surplus / (Deficit) of Spaces	New Parking ¹	Surplus / (Deficit) of Spaces
1		No Development	0		0	0	0	0	0	0
2		No Development	0		0	0	0	0	0	0
3		Mixed Use	TBD Square Ft.		0.65 per 1,000 SF	N/A	0	0	0	0
4	a	Parking Lot	0		0	0	0	0	0	0
4	b	Mixed Use	45,000 Square Ft.		0.65 per 1,000 SF	29	38	0	38	0
4	b	Residential	60 Units		0.15 per Unit	9				
4		Residential 8 story	16 Units		0.15 per Unit	2	0	(2)	0	(2)
4		Office	30,000 Square Ft.		0 per 1,000 SF	0	0	0	0	0
5	b	Residential	8 Units		0.15 per Unit	1	0	0	2	1
8		No Development	0		0	0	0	0	0	0
9		Residential	75 Units		0.15 per Unit	11	0	(11)	0	(11)
10		Hotel - Hampton Inn	200 Rooms		0.10 per Room	20	0	(20)	0	(20)
11	b	Retail	21,875 Square Ft.		0.60 per 1,000 SF	13	0	0	47	33
11	NE	Mixed Use	120,000 Square Ft.		0.65 per 1,000 SF	78	0	0	66	(12)
12	N	Mixed Use	TBD Square Ft.		0.65 per 1,000 SF	N/A	0	0	0	0
12		Mixed Use	TBD Square Ft.		0.65 per 1,000 SF	N/A	0	0	0	0
13	b	Retail	48,000 Square Ft.		0.60 per 1,000 SF	29	0	0	0	(29)
13	c	Mixed Use	120,000 Square Ft.		0.65 per 1,000 SF	78	0	0	0	(78)
14	a	Parking Lot	0		0	0	0	0	0	0
14	b	Restaurant (canal)	22,500 Square Ft.		3.0 per 1,000 SF	68	0	0	0	(68)
14	c	Commercial	22,500 Square Ft.		1.05 per 1,000 SF	24	0	(24)	0	(24)
14	d	Commercial	33,750 Square Ft.		1.05 per 1,000 SF	35	0	(35)	0	(35)
15	a	Mixed Use	TBD Square Ft.		0.65 per 1,000 SF	N/A	0	0	0	0
16	a	Hotel	300 Rooms		0.10 per Room	30	30	0	30	0
16	a	Retail	30,000 Square Ft.		0.60 per 1,000 SF	18	64	46	64	46
17	1	Condominiums	35 Units		0.15 per Unit	5	0	(5)	0	(5)
17		Retail	17,100 Square Ft.		0.60 per 1,000 SF	10	0	(10)	64	54
17	7	Restaurant	5,000 Square Ft.		3.0 per 1,000 SF	15	0	(15)	0	(15)
17	7	Restaurant	5,000 Square Ft.		3.0 per 1,000 SF	15	0	0	0	(15)
18		No Development	0		0	0	0	0	0	0
19		No Development	0		0	0	0	0	0	0
20	5	Sonic Office Bldg	6,500 Square Ft.		0 per 1,000 SF	0	0	0	0	0
20	9	park	7,500 Square Ft.		0 per 1,000 SF	0	0	0	0	0
21		No Development	0		0	0	0	0	0	0
22		No Development	0		0	0	0	0	0	0
Totals for Future Employee Parking Demand						490	132	(77)	311	(179)
Five Year Employee Parking Demand						209				

¹ New Parking only includes the surplus parking shown in Table 17.

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5.4 Five and Ten Year Parking Demand

Table 19 and **Table 20** model a five year and 10 year forecast of future parking surpluses and deficits in the study area, by block. The columns for Existing Parking Conditions analyze the existing public and private/public parking capacity and demand during the peak parking period (weekend evening). The Future Parking Capacity includes both existing public spaces off-street and on-street, and future parking planned for the study area. A 90% practical capacity was applied for the five year analysis and a 95%

practical capacity was applied for the 10 year analysis (as opposed to 85%). A 90% (five year) and 95% (10 year) capacity analysis was used because the analyses are based on an optimistic projection in future development, so it was felt that a 5% decrease (five year) and a 10% decrease (10 year) in the practical capacity would be sufficient. This creates a parking system that will operate with an effective capacity even during the peak parking period. The displacement of public parking in the study area has been accounted for when calculating the future public parking capacity.

It was assumed the employee parking demand would be supported in the lots located on the north end of Bricktown (1a and 2a). The Bricktown Parking Investors parking lot (1a) currently provides discounted employee parking for a number of establishments. It was assumed that new businesses will require their employees to park in these locations. The added five year employee parking demand (209 vehicles) was adequately satisfied by the north end parking lot (1a) currently utilized for employee parking. However, the ten year parking demand (490 vehicles) was added to both north end parking lots (1a and 2a).

The 5 and ten year parking demand analysis includes the developments listed below. These are fairly conservative estimates of the projected development plans in Bricktown, as it is better to understand the repercussions of a successful development scenario in Bricktown.

Five Year

- Mixed-use development to displace the Bricktown Square parking lot (4b)
- 75 unit residential building to displace the private office building parking lot (9a)
- 200 room hotel (Hampton Inn)
- Development of commercial space in Mantle north and south
- 300 room hotel and 30,000 sq. ft. of retail to displace the Lower Bricktown parking lot (16a)
- 35 condominium units, 17,100 sq. ft. of retail space and 5,000 sq. ft. of restaurant space in Lower Bricktown

Ten Year

- Mixed-use development on the Stewart Steel property (3)
- 8 residential units to displace the gated private parking lot (5b)
- Retail space of 21,875 sq. ft. to displace the public parking lot (11b)
- Mixed-use development of 120,000 sq. ft. on the Stewart Steel property (11)
- Mixed-use development on the Stewart Steel and Body Shop (12)
- Retail space of 48,000 sq. ft. to displace the American Parking public lot (13a)
- Mixed-use development of 120,000 sq. ft. to displace the BPI public lot (13c)
- Restaurant space of 22,500 sq. ft. on the canal (14)
- Mixed-use development to displace the Ballpark parking lot (15a)
- Restaurant space of 5,000 sq. ft. in Lower Bricktown

Based on this analysis, it was determined that if all the projects are constructed, there would be a deficit of 555 spaces in Bricktown within 5 years, as shown in Table 19. The added five year employee parking demand of 209 vehicles would be adequately supported in the north end lot (1a). However, the visitor parking demand during the peak parking period (weekends at 8 PM) will require 555 extra parking spaces in the study area. This deficit of parking seems problematic.

However, there is currently adequate parking capacity within Bricktown to support the five year parking demand.

Currently the Ballpark Parking Lot, located at Sheridan Avenue and Joe Carter Avenue (Block 15) is not utilized during the weekday or weekend evenings to support the public parking demand. **Since it is projected Block 15 (Ballpark Parking Lot) will not be developed within the five year period, it is suggested this site provide public parking during the weekend evenings.** The parking lot should be properly staffed and should charge for parking based on the current market rate. **There are 408 spaces in the Ballpark Parking Lot, and therefore, a deficit of 147 spaces remains, which could be adequately supported by the Santa Fe Garage.**

Table 19 – Five Year Projection of Surplus and Deficit of Parking

Block	Existing Conditions			Future Conditions					Surplus / (Deficit) of Spaces
	Public Parking Capacity	90% Practical Capacity	Peak Demand	New Parking	Displacement of Existing Public Spaces	Future Increase in Demand	Future Parking - Practical Capacity (90%)	Future Peak Parking Demand	
1	583	525	171	0	0	209	525	380	145
2	238	214	151	0	0	0	214	151	63
3	0	0	0	0	0	0	0	0	-
4	244	220	232	295	0	284	485	516	(31)
5	98	88	111	0	0	0	88	111	(23)
6	45	41	54	0	0	0	41	54	(14)
7	19	17	11	0	0	0	17	11	6
8	137	123	134	0	0	0	123	134	(11)
9	64	58	71	0	0	128	58	199	(141)
10	648	583	275	0	0	180	583	455	128
11	92	83	53	0	0	0	83	53	30
12	0	0	0	0	0	0	0	0	-
13	173	156	176	0	0	0	156	176	(20)
14	44	40	44	0	0	318	40	362	(322)
15	0	0	0	0	0	0	0	0	-
16	480	432	409	420	480	326	378	735	(357)
17	0	0	0	96	0	177	86	177	(90)
18	117	105	84	0	0	0	105	84	21
19	45	41	37	0	0	0	41	37	4
20	150	135	75	0	0	0	135	75	60
21	0	0	0	0	0	0	0	0	-
22	37	33	37	0	0	0	33	37	(4)
Total	3,214	2,893	2,125	811	480	1,621	3,191	3,746	(555)

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Based on Table 20, the 10 year parking analysis reveals there would be a deficit of 1,448 parking spaces in the study area during the peak parking period of a weekend evening. The employee parking demand would increase by 490 vehicles, and all but 32 employee vehicles would be able to park in the north lots (1a and 2a) during the peak parking period (weekend evenings). The

overflow parking lot (21c) located south of the Bass Pro Shops was not included in the analysis due to its location and because its use is intended only as an overflow lot for Lower Bricktown. However, it may be utilized by the public during events.

Figure 6 indicates the Blocks with a deficit and surplus of parking within the study area, based upon the 10 year peak parking demand analysis (**Table 20**). Most of the Blocks located west of Mickey Mantle Drive have a deficit of parking and the Blocks located east of Mickey Mantle Drive have some surplus. The un-shaded Blocks (3, 12, 15 and 21) have existing or proposed developments that plan on supporting their own parking demand. **Figure 6** reveals there will be a large deficit in parking if all the projected development projects are constructed. A future parking plan is needed to support the future parking demand projected from the five and ten year analysis.

Table 20 – Ten Year Projection of Surplus and Deficit of Parking

Block	Existing Conditions			Future Conditions					Surplus / (Deficit) of Spaces
	Public Parking Capacity	95% Practical Capacity	Peak Demand	New Parking	Displacement of Existing Public Spaces	Future Increase in Demand	Future Parking - Practical Capacity (95%)	Future Peak Parking Demand	
1	583	554	171	0	0	367	554	538	15
2	238	226	151	0	0	122	226	273	(47)
3	0	0	0	0	0	0	0	0	-
4	244	232	232	295	0	284	512	516	(4)
5	98	93	111	0	0	14	93	125	(32)
6	45	43	54	0	0	0	43	54	(11)
7	19	18	11	0	0	0	18	11	7
8	137	130	134	0	0	0	130	134	(4)
9	64	61	71	0	0	128	61	199	(138)
10	648	616	275	0	0	180	616	455	161
11	92	87	53	568	75	455	555	508	47
12	0	0	0	0	0	0	0	0	-
13	173	164	176	300	107	504	348	680	(332)
14	44	42	44	0	0	700	42	744	(702)
15	0	0	0	0	0	0	0	0	-
16	480	456	409	420	480	326	399	735	(336)
17	0	0	0	96	0	262	91	262	(170)
18	117	111	84	0	0	0	111	84	27
19	45	43	37	0	0	0	43	37	6
20	150	143	75	0	0	0	143	75	68
21	0	0	0	0	0	0	0	0	-
22	37	35	37	0	0	0	35	37	(2)
Total	3,214	3,053	2,125	1,679	662	3,342	4,019	5,467	(1,448)

Note: Placed all the employee parking demand in blocks 1 and 2.

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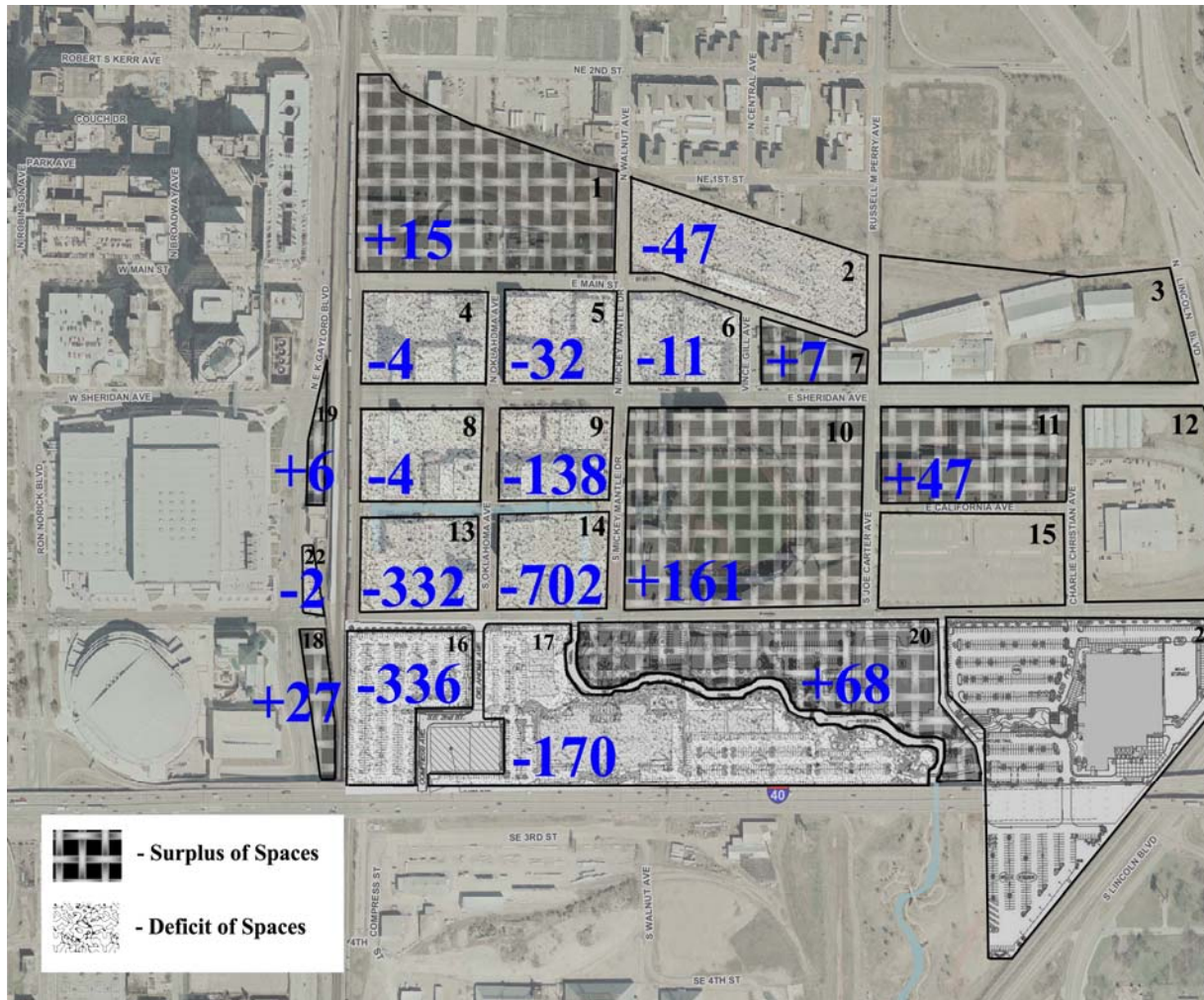
Summary – Future Parking Conditions Assessment:

The future parking demand analysis analyzed the peak parking period during the weekend evening. It was assumed that employee parking would be supported in the north end lots (1a and

2a). A deficit of 555 spaces in Bricktown is projected within 5 years, during the peak parking period (weekend evening). The added five year employee parking demand of 209 vehicles would be adequately supported in the north end lot (1a). It is suggested that the Ballpark Parking Lot be utilized to support the weekend evening parking demand and that the Santa Fe Garage support the remaining demand.

A deficit of 1,448 parking spaces in Bricktown is projected within 10 years, during the peak parking period of a weekend evening. The employee parking demand would increase by 490 vehicles, and all but 32 employee vehicles would be able to park in the north lots (1a and 2a). A future parking plan needs to be implemented to support the future parking demand.

Figure 6 – Ten Year Projection of Surplus and Deficit of Parking



5.5 Future Parking Plan

It is necessary that the City of Oklahoma City begin to plan a strategy to support the growth and demand for parking in Bricktown. If all the developments discussed are built and successful, a parking deficit in Bricktown of 555 spaces is projected in 5 years and a deficit of 1,448 spaces is projected in 10 years. **One solution that could be implemented immediately is to open the Ballpark Parking Lot for public parking during the weekend evenings.** This will add approximately 408 public spaces during the weekend evenings when there is no home baseball game. However, this is only a short-term solution since it is projected that this block will be developed into a mixed-use project within 10 years.

In creating a long-term parking plan for the Bricktown area, it is essential to understand existing parking requirements and regulations. Currently, the *Oklahoma City Zoning Code*, under *Article X: Off-Street, Parking, Loading and Access*, states that the Fringe Parking Overlay District, which includes the entire study area, is exempt from the minimum off-street parking requirements. So, currently, there are no parking requirements for any new development in Bricktown.

East of Russell M. Perry Avenue there are three Blocks (3, 12, and 15) that could become heavily developed. It is our belief that these areas will become developed similar to Lower Bricktown, where parking will be provided on-site. The financing of any large future mixed-use projects will demand parking, in order for it to be perceived as a successful project. **However, the City should “encourage” developers to provide parking to satisfy their projected parking demand, but not necessarily change the parking ordinance.**

If the future development projects in the areas east of Russell M. Perry Avenue (Blocks 3, 12, and 15) are retail or office space, the City should work with the developers in creating a shared parking system. Office and retail developments will create unutilized shared parking during the weekend evenings that would be made available to the public at market rates. This is beneficial for developers since they would be able to generate extra revenue from their parking facilities.

Another option for the City is to engage in public-private partnerships with developers to construct parking facilities. If a parking structure becomes necessary to support the parking demand in Bricktown, the City can facilitate a fee-in-lieu-of system⁶ or special service district⁷ tax to collect money from businesses in Bricktown that rely on public parking, to help fund the construction of a parking structure. It is suggested that a future parking structure be constructed on either Blocks 13, 14, or 16, since this area is projected to have a deficit in parking. Also each of these Blocks is located off a main arterial (Reno Avenue) that provides efficient access points.

If the City does not have the resources to effectively manage a future parking structure it is suggested that the Bricktown Association be allowed to manage the operation and finances. Every business relies on parking whether short-term or long-term, and the parking may one day reach a point of congestion

⁶ Fee-in-Lieu-of System – This is a system where new developers, who are not providing parking to support their projected parking demand, pay a fee to the City or facilitating organization (i.e. Bricktown Association) which will be appropriated towards a public parking facility.

⁷ Special Service District – This is a defined area where the businesses located in the area pay a tax collected by the City to be used for the construction and operation of a public parking facility.

that it begins to deter people from visiting Bricktown. **The City should begin planning and negotiating with businesses and the Bricktown Association to determine the location, method of funding, operations agreement, and rates for a future parking structure. However, a future parking structure is not necessary until new development is realized and the existing Power Alley Parking Garage begins to reach a level of 85% occupancy during weekend evenings, when there is no home baseball game.**

Bricktown currently has a heavy concentration of one-type of land use (bars, nightclubs, and restaurants) which all have similar peak parking periods. Based on the parking occupancy counts, there is an excess of parking available to support land uses where the parking peaks during weekdays (office) or during the afternoon on weekends (retail). **In order to prevent the peak parking demand from greatly increasing, it is suggested that the Economic Development Department and Bricktown investors begin to market and develop more office and retail land uses in Bricktown.**

The future parking demand analysis conducted for Bricktown was based on the parking demand during a weekend evening when events (Fall Out Boy concert and My Little Pony Live!) were being held at both the Ford Center and Cox Convention Center. It was observed that a substantial number of parkers utilizing the parking in the Bricktown area were attending the concert at the Ford Center. Much of the parking occupancy in the study area includes the event parking demand. There are two main parking facilities located just outside the study area (Santa Fe Garage and the Cox Convention Center Garage) on the west side of E.K. Gaylord Boulevard, which can support the event parking demand.

The Santa Fe Garage, which contains 1,518 spaces, is located on the northwest corner of E.K. Gaylord Boulevard and Main Street. On Friday, October 26, 2007, which is the same day the peak parking occupancy counts were conducted, there were 583 transient tickets issued throughout the day. Assuming that 90% of these transient parking tickets ($583 \times 0.9 = 525$ tickets) were issued in the evening for people attending the events at the Ford Center and Cox Convention Center, then, only 525 of the 1,518 spaces were utilized. This means that 993 spaces were vacant during the weekend evening. Also, the Cox Convention Center Garage had approximately 305 spaces vacant during the evening. **This data leads to the conclusion the Santa Fe Garage and Cox Convention Center Garage are underutilized, possibly due to poor sight distance along E.K. Gaylord Boulevard and the perception that they are located too far from the event centers.**

It is suggested that signage and attendants be placed along E.K. Gaylord Boulevard, and other sites, directing event parkers toward these two public parking facilities. The event centers (Ford Center and Cox Convention Center) should also offer pre-paid parking tickets online for parking in the Santa Fe Garage or Cox Convention Center Garage. Overall, these changes will prevent a substantial number of people from parking in Bricktown when attending an event and free up spaces for people visiting an establishment located in Bricktown.

Summary – Future Parking Plan:

The Ballpark Parking Lot should be made available during the weekend evenings for public parking. The City should “encourage” developers to construct more office and retail space, provide parking for large mixed-used developments, and they should work with developers in creating a shared parking plan that makes these parking facilities available during the weekend

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evenings. If needed, the City should implement a fee-in-lieu-of system or special service district tax to collect monies from local businesses to finance a public parking structure. Event parkers should be directed through signage, online parking tickets, and event/traffic attendants to utilize the Santa Fe Garage and Cox Convention Center Garage.

6.0 PARKING RATES

The parking rates for on-street parking and the public, private/public, and valet parking facilities for hourly, monthly, event and valet parking are listed in **Table 21**. On-street parking is \$0.50 per hour 8 AM to 6 PM, Monday through Saturday. After 6 PM, on Sundays and holidays, on-street parking is free. The on-street meters have a two hour parking limitation from 8 AM to 6 PM.

Table 21 – Bricktown Parking Rates

Block	Letter	Parking Facility	Classification	Monthly		Daily Transient		Valet/Event Parking
				Regular	Premium ⁴	Afternoon Rate	Evening Rate	
1	a	Bricktown Parking Investors	Public Lot	\$35.00	\$45.00	\$3.00	\$5.00	\$5.00
	b	21 E. Main Street	Private/Public Lot	N/A	N/A	Private	\$5.00	\$5.00
	c	Federal Customer Parking	Private/Public Lot	N/A	N/A	Private	\$5.00	\$5.00
2	a	BPI	Public Lot	\$20.00	\$40.00	\$2.00	\$5.00	\$5.00
4	a	BPI	Public Lot	N/A	N/A	\$3.00	\$5.00	\$5.00
	b	Bricktown Square	Public Lot	N/A	N/A	\$3.00	\$5.00	\$5.00
5	a	BPI	Public Lot	\$40.00	N/A	\$5.00	\$5.00	\$5.00
	c	Gated Lot	Private/Public Lot	N/A	N/A	Private	\$5.00	\$5.00
6	d	Private Parking	Private/Public Lot	N/A	N/A	Private	\$5.00	\$5.00
8	a	BPI	Public Lot	N/A	N/A	\$5.00	\$5.00	\$5.00
	b	Private/Public Parking	Private/Public Lot	\$45.00	\$90.00	\$5.00	\$5.00	\$5.00
9	a	Gated Lot - Office Building	Private/Public Lot	N/A	N/A	Private	\$5.00	\$5.00
10	c	Private Parking	Private/Public Lot	N/A	N/A	\$5.00	\$5.00	\$5.00
	d	Power Alley Garage	Public Garage	\$35.00	N/A	\$2.00	\$5.00	\$5.00
	e	Public Parking	Public Lot	N/A	N/A	\$5.00	\$5.00	\$5.00
11	b	Public Parking	Public Lot	N/A	N/A	\$2.00	\$5.00	\$5.00
13	a	BPI	Public Lot	\$40.00	N/A	\$3.00	\$5.00	\$5.00
	b	American Parking	Public Lot	N/A	N/A	\$5.00	\$5.00	\$5.00
	c	BPI	Public Lot	\$40.00	\$80.00	\$3.00	\$5.00	\$5.00
14	a	Kingman Building Lot	Private/Public Lot	\$45.00	\$90.00	\$3.00	\$5.00	\$5.00
16	a	Lower Bricktown Parking ²	Public Lot	\$36.00	N/A	Free	\$5.00	\$5.00
18	a	BPI	Public Lot	N/A	N/A	\$6.00	\$10.00	\$10.00
19	a	BPI - Amtrak	Public Lot	\$40.00	N/A	\$6.00	\$10.00	\$10.00
20	b	Sonic Corporate Reserved	Private/Public Lot	N/A	N/A	Private	\$5.00	\$5.00
	c	Sonic Corporate Visitor	Private/Public Lot	N/A	N/A	Private	\$5.00	\$5.00
22	a	Amtrak/Event Parking	Public Lot	N/A	N/A	No Parking	\$10.00	\$10.00
Nonna's Restaurant			Valet	N/A	N/A	N/A	N/A	\$5.00
Mickey Mantle's Steakhouse			Valet	N/A	N/A	N/A	N/A	\$6.00
The Mantel			Valet	N/A	N/A	N/A	N/A	Free
On-Street Parking in Study Area ³			Public Spaces	N/A	N/A	\$0.50/hr	Free	N/A
Average Parking Rates in Bricktown Area				\$37.60	\$69.00	\$3.88	\$5.58	\$5.38

¹ Parking Rates: \$2.00 for 0 - 1 hr, \$3.00 for 1 - 2 hrs, \$4.00 for 2 - 3 hrs, \$5.00 for 3 - 24 hrs

² Parking is free in afternoon and free in evening with validation from a local business. Managed by Central Parking

³ Meter Rates: \$0.05 for 6 min, \$0.10 for 12 min, \$0.25 for 30 min, and \$0.50 for 1 hr

⁴ Premium monthly parking includes reserved and/or 24 hour access spaces

The average monthly rate for regular (average time restriction of 6 AM to 6 PM) and premium (reserved and/or no time restrictions) monthly parking is \$37.60 and \$69.00. The afternoon daily rate ranges from \$2 to \$6 and the evening rate ranges from \$5 to \$10. The only businesses with valet are Mickey Mantle's Steakhouse, Nonna's Restaurant, and The Mantel, and the cost ranges from no charge to \$6.

Parking rates for the lots and garages west of the railroad tracks were more expensive during the weekend evening primarily because of the events being held at the Ford Center and Cox Convention Center. Some people attending events at the Ford Center and Cox Convention Center, instead parked in Bricktown at a rate of \$5 or for free in the Lower Bricktown parking lots, and were willing to walk an extra two to three blocks.

It has been reported that parking facilities in Bricktown "price gauge" during large events by charging an unprecedented high amount when large events are at the Ford Center or Cox Convention Center. During the Big 12 Tournament and when the New Orleans Hornets were playing at the Ford Center it is alleged that parking facilities in Bricktown were charging rates as high as \$20. The parking facilities in Bricktown should clearly post their parking rates with an event parking rate listed in order to prevent "price gauging". Charging high event parking rates gives visiting patrons a poor perception of Bricktown and will decrease people's desire to visit Bricktown.

Based on the Insight Research Report, 58% of respondents are willing to pay \$5 or more for parking in Bricktown. Only 10% of respondents were not willing to pay anything for parking, indicating most people understand that parking in Bricktown is not typically free and they are willing to pay something for parking. **We feel that the existing weekend evening Bricktown parking rates are satisfactory.**

Some of the parking facilities allow validations from participating businesses. For example, Bricktown Parking Incorporated (BPI) lots offer Tuesday night validations. Instead of charging \$3 to the customer, they instead bill one of the eight participating restaurants \$1.50 per validation. The Bricktown Parking Investors lot (1a) has a lunch parking validation program that operates from 11 AM to 3 PM and has 13 participating restaurants. Also, the Lower Bricktown public lot (16a) provides validated parking at all times of the day for six establishments in Lower Bricktown.

Based on comments from Bricktown merchants, they feel that the cost of parking during the weekday afternoon is preventing people from wanting to have lunch at Bricktown restaurants. This is primarily because the cost of parking during a weekday afternoon represents a larger portion of a patron's lunch bill, as opposed to, the average amount patrons spend on weekends. Some possible validation programs include validating parking tickets with a purchase, providing a discount on the bill with proof of a parking ticket, or having the local businesses pay a subsidy to the parking facility owners to allow for an upfront minimal parking cost to patrons. **The Bricktown Association should coordinate an effective weekday afternoon validation program and the businesses and parking operators should make an effort to market the program.**

The Bricktown Association should work with Bricktown businesses, parking lot owners, and the City of Oklahoma City to continue to provide and expand upon the existing validation programs, especially for weekday afternoon patrons. Providing more weekday validation programs will attract people from Downtown to travel to Bricktown for lunch. As more businesses participate,

merchants will begin to understand it is necessary for their establishment to offer validated parking in order to compete and be successful in Bricktown.

6.1 Hourly Parking

All of the parking facilities in Bricktown charge based on a fixed rate, as opposed to hourly parking rates. Assuming the hourly parking rate was a \$1 per hour, it would be attractive to people visiting the Bricktown area for shorter than a 3 hour period during the afternoon and shorter than a five hour period during the evening to utilize an hourly parking facility. Since most of the visitors to Bricktown are not staying longer than these time frames (3 or 5 hours) patrons would on average save some money with an hourly rate system. However, the parking lots would lose some revenue by offering hourly parking.

For a parking facility to enact an hourly parking rate system gates, ticket dispensers, and either automated technology or an attendant would be needed. This technology is not cheap and it would require the investment of the existing facility owners. Currently, only the Power Alley parking garage (10d) and the Lower Bricktown parking lot (16a) have the technology installed to begin charging based on an hourly rate. There are many small parking facilities in Bricktown where it would not be in the owner's best interest to invest and install the necessary equipment.

Currently, the on-street meters are in very high demand because they offer hourly parking for \$0.50 per hour. If the Power Alley parking garage and Lower Bricktown parking lot begin offering hourly parking it would be more appealing to people visiting the area for a short period of time, as are the on-street meters. However, hourly parking reduces a patron's incentive to linger and enjoy Bricktown businesses because they are paying for parking by the hour. **The existing parking rates reflect what people are willing to pay for parking and a fixed rate system encourages patrons to leisurely enjoy the Bricktown businesses as opposed to feeling rushed in order to save a dollar. It is recommended that a fixed-rate parking system remain in Bricktown, and if more hourly parking is desired, the City should analyze increasing the number of on-street meters.**

6.2 Free Parking

One major issue discussed with City staff concerning the cost of parking in Bricktown, was the option to convert from a market-rate/pay parking system to a free/subsidized parking system. The existing system allows the private facility owners to decide the parking rate. **The advantages to a free parking system include: no complaints from patrons regarding cost, less effort to manage and operate parking facilities, reduce the number of people utilizing the free parking in Lower Bricktown and more appealing to patrons visiting Bricktown. However, the disadvantages include: financial costs are placed on the City, businesses or property owners; large effort required by the City/Bricktown Association and businesses to agree upon and enact a financing agreement; attracts loiterers; and there will be a need to prevent people attending events in the area from utilizing these parking facilities.**

The options to provide free/subsidized parking in Bricktown include: completely subsidized by City from general taxes, subsidized by businesses and/or property owners through a special taxing district enacted by the City, or a combination of the two previous options. These options require a large effort on

the part of the City and may cause business/property owners or taxpayers to become disgruntled, depending on which financing option is enacted. Another option is for the City to purchase the Power Alley Garage or provide free parking in the Santa Fe Garage. This would undercut the existing market for pay parking facilities in Bricktown and potentially force the parking lots to become developed in order to generate revenue for the owners. **Providing free parking in one of the major parking facilities in Bricktown (Santa Fe Garage, Power Alley Garage, etc.) will help spur development on the small lots currently being utilized as pay public parking facilities.**

In the Insight Research Report there were questions regarding the cost of parking in Bricktown, here are the results: 66% of the respondents felt finding a “free” parking space in Bricktown is a major problem, 44% of respondents felt paying too much for a parking space in Bricktown is a major problem, and 51% of the respondents felt they avoid events or activities in the area because of the cost of convenient parking. However, 42% of the respondents felt they are willing to pay \$5 for parking, while only 10% were not willing to pay anything for parking. The results from the Insight Research Report are mixed due to the wording and mix of people responding to the questionnaire. However, the most revealing response was that approximately half of the people avoid events or activities in Bricktown because of the cost of convenient parking. The question is whether the cost of parking is truly limiting the economic success of Bricktown.

Bricktown has become successful over the years all the while they have been charging visitors for parking. Providing free parking in Bricktown will not dictate its continued growth and success. It will only give patrons less reason for **car-sharing**⁸, attract people to loiter in the lots, will tempt people attending events to park in Bricktown, and will require a large effort from the City/Bricktown Association. People visiting Bricktown and Downtown are willing to pay for parking in order to enjoy the special attractions and businesses offered.

Bricktown merchants expressed that free parking during the evenings is not necessary for the continued success of the area. People who pay for parking have the intention to spend their time and money in the local business establishments. Merchants understand that providing free parking during the weekend evenings will attract people loitering who will occupy a parking space that could be utilized by a patron that plans on giving their business to a Bricktown establishment.

To provide completely subsidized parking in Bricktown would place a high financial toll on the City or businesses, when instead these funds could be utilized towards another City initiative or the expansion of the existing businesses, which would improve the livability and attractiveness of Bricktown. **The existing businesses can offer free/subsidized/validated parking if they feel it is part of their business model, as the businesses in Lower Bricktown have.** Currently some of the Bricktown restaurants offer valet parking where the cost is partially subsidized. **If the City feels that a free parking option is needed and financially feasible, they should convert the Santa Fe Garage or Power Alley Garage into a free parking facility with a validation system, on-site security and time restrictions to help prevent loitering. If either parking facility is converted to free parking it should be renamed to the “Bricktown Garage”. Due to the central location of the Power Alley Garage in Bricktown, converting it to a free parking facility would undercut most of the other**

⁸ Car-Sharing - This is when multiple drivers instead take one vehicle to their destination as opposed to everyone driving. This practice reduces the parking demand for a business or area.

parking facilities in Bricktown and place pressure on the owners to develop the land. Providing free parking in the Santa Fe Garage would provide visitors with the option for free parking, but patrons willing to pay for parking can be more conveniently and centrally located in Bricktown.

Summary – Parking Rates:

The average cost for parking during the afternoon is \$3.88 and during the evening \$5.58. It is recommended that the Bricktown Association continue to work with local businesses and parking facility owners to provide validated parking programs, which are attractive to customers and support the continued success of Bricktown. Hourly parking should not be implemented in Bricktown because it will reduce the amount of revenue generated by parking facilities and will tend to reduce the amount of time people spend in Bricktown. Providing free parking in Bricktown will undercut many of the existing parking facilities and force them to develop their land. If the City feels a free parking option in Bricktown would be beneficial and feasible, free parking should be provided in the Santa Fe Garage or Power Alley Garage with appropriate security and certain time restrictions to prevent loitering.

7.0 CITY, STAKEHOLDER and MERCHANT MEETINGS

Meetings with City staff and stakeholders were conducted by DESMAN on Wednesday, October 24, 2007 and Thursday, November 25, 2007. Meetings with Bricktown merchants were also performed by City representatives. City staff included representatives from the Planning Department, the Bricktown Association, the Office of the City Manager, and the Central Oklahoma Transportation and Parking Authority (COTPA). The stakeholders included individuals and property owners who had a vested interest in providing their opinions regarding parking issues in Bricktown. Stakeholders included representatives from Bricktown businesses, property owners, and the Bricktown Association. The merchants consisted of representatives from six restaurants/nightclubs in Bricktown.

Another source of discussion about parking in Bricktown was found online. A local website, OKC Talk (www.okctalk.com) contains an open forum for people to post their opinions in response to an article titled “*Bricktown Parking Debate Stirs Up*” by Steve Lackmeyer from *The Oklahoman*. There were 34 replies posted on the website providing people’s opinions about the parking situation in Bricktown. This website reveals an understanding of the public’s perception of the parking situation.

The final source of information considered was a report dated October 2006 produced by Insight titled *Downtown Oklahoma City/Bricktown Parking Issues Research Report*. This report was an extensive market research study that surveyed people within the Oklahoma City area, concerning parking in the Downtown and Bricktown areas. This report was provided to DESMAN by City staff. It addresses many of the main issues discussed with stakeholders and City representatives and gave us an understanding of the public’s position concerning these issues.

Both macro and micro parking concerns and issues in the Bricktown area were discussed during the stakeholder meetings. The 10 main parking issues in Bricktown raised by City representatives and stakeholders are listed below in no particular order of importance.

1. Perception of people loitering and causing disturbances
2. Regulation and management of parking by Bricktown Association
3. Employee parking
4. Use of on-street parking by employee parkers
5. Difference between parking scenarios in Lower Bricktown and Upper Bricktown
6. Parking during events at Ford Center, Cox Convention Center and AT&T Bricktown Ballpark
7. Traffic problems and congestion
8. Educating and informing people about the cost and location of parking
9. Certain parking facilities in Bricktown are perceived as dark and unsafe
10. Valet parking system

These issues will be discussed in relation to the three main user groups in Bricktown: customers, employees, and event parkers. Not every parking issue affects each of the three main parking user groups. Recommendations to help solve any identified parking problems are provided.

7.1 Perception of People Loitering and Causing Disturbances

There have been limited instances of criminal activity in Bricktown due to underage (under 18 years old) people loitering in parking lots after their curfew. In July 2006, there were separate shootings in three different locations in Bricktown on one day which left two people wounded and two teenagers in custody. Obviously, this type of activity can place a negative image on Bricktown and drive customers away. According to the Insight Research Report, 64% of respondents felt that parking lot safety in Bricktown is a problem.

It is important that people not view Bricktown as an unsafe or a dangerous place to visit. In response to increased illegal activity, police presence in Bricktown has been increased and the Oklahoma City weekend curfew was reduced from 1 AM to 11 PM.

Stakeholders believe many of the troublemakers, both real and perceived, are underage and are not actually entering the local businesses, rather are loitering in the parking lots. According to an article from *The Journal Record* (an Oklahoma City business newspaper) titled “*Bricktown Works to Avoid Repeat of Summer Violence*” Capt. Patrick Stewart, Oklahoma City Police Department - Bricktown Police Substation, stated that most of the occurrences of violence and illegal activity are occurring late at night after bars and nightclubs close, and 1,200 to 1,500 people hit the streets of Bricktown.

We agree that the Police and City’s efforts to increase the police presence and change the curfew time for people under the age of 18 were both effective steps to help prevent violence in Bricktown. Other methods to reduce loitering and criminal activity include adding additional security measures to parking lots. Installing security cameras, effective lighting, fencing, and gating lots that are not being utilized, are all valuable methods to prevent illegal activity. Some of the parking lots in Bricktown have security cameras, lighting, fencing, gating, and attendants as shown in **Exhibit 1** and **Exhibit 2**.

Lower Bricktown has security attendants who drive through the lots on weekdays from 4 PM to 12 PM, and on weekends from 4 PM to 3 AM. Such patrol has been found to be very effective in deterring loitering, violence and illegal activity in Lower Bricktown parking lots.

It is also important to note that the pay public parking lots have a parking attendant on duty until the closing time of bars and clubs (2 AM). Most of the public parking lots in Bricktown have an attendant on duty collecting revenue, and if these attendants were to stay past 2 AM, and if the lot entrances were closed, it would prevent loiterers from entering these parking facilities. Also, private parking facilities should be gated to prevent people from entering during the weekend evenings.

Criminal activity in a neighborhood can deter growth and hurt local businesses. It is important not to create the feeling of a police state, which is not appealing to visitors, but that parking lots have attendants and effective security measures installed to eliminate loiterers.

Exhibit 1 – Parking Lot with Lighting and Gating



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Exhibit 2 – Parking Lot with Cameras and Attendant



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7.2 Management and Operation of Parking by Bricktown Association

The Bricktown Association is a non-profit organization comprised of Bricktown property and business owners whose purpose is to help enrich the community of Bricktown. It is in their best interest to enact a successful parking plan, which caters to both patrons and businesses. It has been discussed with City staff and representatives from the Bricktown Association whether the Bricktown Association should manage and operate parking in Bricktown. The Bricktown Association's responsibilities would include: hiring and managing operators for each facility, create consistent rates, signage, standard uniforms for parking attendants, handle the financial aspect, provide maintenance for each facility, and determine and enact any necessary parking policies.

The advantages of having the Bricktown Association manage parking include: uniform signage, policies, outfits and rates, creates a more professional and cohesive system, and they can enact encompassing policies. The Bricktown Association could also work with the parking facility operators and owners in creating a name and marketing identity (color) for each parking facility. The disadvantages to having the Bricktown Association manage parking include: requires revenue sharing among facilities, limits the freedoms and control parking operators/owners have, and is a large effort by the Bricktown Association to effectively manage the parking system. Certain parking programs, such as a central valet parking system, subsidized parking and a validation system, would be easier to enact if parking was controlled by one organization (Bricktown Association).

There are a number of positives to having the Bricktown Association manage and operate parking, but it is a large effort which would require either the agreement of most of the parking operators or legislation from the City. The existing parking system operates fairly effectively and the existing parking facilities are controlled by only a few owners. **It would be advantageous for the Bricktown Association to meet with these few owners and coordinate a way to fund the implementation of a consistent signage package, parking facility names, and outfits for operators. This will give the parking system in Bricktown a more professional and appealing appearance.**

The Bricktown Association should also continue to coordinate validation programs between businesses and parking operators. It is ultimately the business owner's decision to subsidize parking for their customers. However, the Bricktown Association should continue to work with these businesses and parking facility owners to enact, market, and successfully implement validation programs. Some marketing suggestions include educating employees of validation program, providing large signage on doors of participating businesses, and having signage at the driveways/gates of parking facilities. **It is recommended that the Bricktown Association does not operate or manage the parking system in Bricktown, but instead continues to oversee and advocate cohesive and beneficial parking programs that appeal to visitors and developers.**

7.3 Employee Parking Plan

An employee parking plan should be initiated to prevent employees from parking on-street or in other high-priority areas. It is not necessary for the public to provide employees with free parking. Bricktown parking facilities are currently charging the area's most high-priority users for parking, customers and visitors. There is no reason that visitors and customers to the Bricktown area should pay for parking, but employees who drive should expect to pay nothing for parking. If employers want to provide free parking for their employees they should be willing to subsidize their employees.

Currently, there are two different methodologies being practiced between Bricktown and Lower Bricktown: Lower Bricktown businesses provide free parking for their employees, while many of the Bricktown businesses participate in an employee parking program. Some Bricktown employees utilize the Bricktown Parking Investors north lot (1a), where the employer pays \$50 per month, with the employee then paying a \$1 to park each day. Employees in Bricktown can also utilize the Power Alley Garage for \$35 per month or \$2.50 per day.

In Lower Bricktown, employees should be required to park in the perimeter spaces. Employees should register their license plates with Lower Bricktown parking attendants, allowing the attendants to check whether employees are adhering to parking along the perimeter of the lots. It is also suggested that during high parking demand time periods (evening weekends), employees park in the overflow parking lot south of Interstate 40 (21c).

In Bricktown, parking for employees is not provided on-site because most establishments do not have on-site parking. An effective plan needs to be implemented which will provide employees with a safe and fairly convenient parking option.

Employees in Bricktown need to be deterred from parking in the Lower Bricktown parking lots. To prevent employees from parking in Lower Bricktown, informational signage needs to be posted, informing users that only customers and employees of Lower Bricktown establishments are permitted in these lots and that all other vehicles are subject to being ticketed and/or towed. Parking lot attendants monitoring the lots would be responsible for such enforcement.

Currently, employees of approximately a dozen establishments can utilize the Bricktown Parking Investors north lot (1a) for \$1. This is a good program in which all businesses without on-site parking in Bricktown should participate. However, this lot (1a) is perceived as inconvenient and

unsafe by many employees. **It is suggested that a second access point be constructed near Oklahoma Avenue and that the new access have sufficient lighting.**

A possible option is to construct a vehicle/pedestrian point of access way through the existing 21 E. Main Street lot (1b) and provide free parking for their employees in the north lot (1a). There should also be appropriate pedestrian lighting installed along Oklahoma Avenue leading to the lot. Pedestrian lighting should extend west on Main Street to Gaylord Boulevard for employees and visitors walking from the Santa Fe Garage into the Bricktown area. **Exhibit 3** shows the location of the new proposed access point to the Bricktown Parking Investors north lot (1a) and locations of where pedestrian lighting should be installed.

Another option is to market the employee parking program in the Power Alley parking garage. This facility was only 34% occupied during the weekend evening count on Friday, October 26, 2007, indicating a capacity available to satisfy the employee parking demand. If necessary, interested local businesses, the Bricktown Association, and a parking management company should meet and establish a feasible employee parking program for this garage. Currently, the Power Alley Garage offers a monthly rate of \$35 and a daily rate for employees of \$2.50. **It is recommended that this employee parking plan continue to be marketed and that businesses should be provided a discount if all these employees park in the Power Alley parking garage.**

Exhibit 3 – New Access and Sidewalk Lighting by Employee Lot



7.4 On-Street Parking Being Utilized by Employee Parkers

On-street spaces are high-priority spaces that should be made available to high-priority users (customers). Based on the turnover counts conducted, it was determined that many of the on-street spaces are being utilized by employees of the Bricktown businesses, because the on-street meters are free after 6 PM. It was also expressed by local merchants that their employees are aware that enforcement of on-street parking ends after 4 PM and that these employees use on-street parking. In other cities, time limitation for on-street parking is typically enforced until 9 PM in downtown business/entertainment districts.

Employees working in the Bricktown area during the evening hours will continue to choose to park on-street unless a consistent parking restriction is placed on all meters until 9 PM. **It is suggested that, in order to keep employees from using parking on-street, the City extend the meters hours of operation from 6 PM until 9 PM and enforcement of on-street should continue until 9 PM.**

Increased enforcement of Bricktown parking is important, but if the violation fee being issued is not considered substantial, people will continue to park illegally. Therefore, it is essential customers and patrons feel that parking violation fees are substantial enough to deter them from parking illegally. The current fee for a vehicle found parked in a space with an expired meter, or for longer than 2 hours, is \$10. This is a fairly low fee considering it costs a person \$5 to park in most lot spaces. It is suggested that the violation fee should be at least 5 times greater than the cost to park in a space for 8 hours. **The violation fee for illegal on-street parking should be raised to approximately \$25.** Increasing parking violation fees will make people less inclined to park illegally and eventually less enforcement will be needed. As long as parking violations are strictly enforced this will deter people from parking illegally and help push Bricktown employees off the street and into the parking facilities.

7.5 Parking in Lower Bricktown vs. Upper Bricktown

As has been noted, the management of parking in Lower Bricktown (south of Reno Avenue) is completely different than the management of parking in Bricktown (north of Reno Avenue). Lower Bricktown businesses (Bass Pro Shops, Harkins Theater, Toby Keith's Restaurant, etc.) provide free parking for their customers, but Bricktown businesses rely on pay public parking facilities and on-street parking to satisfy their customer parking demand.

Both areas provide validated parking of some kind. Bricktown provides free parking during lunch with validation from a number of restaurants in the lot north of Main Street (1a), which is owned by Bricktown Parking Investors. Lower Bricktown also has a parking lot (16a) that provides free parking with validation from a number of different establishments in the area. However, other than a similar validation system, each area has a different type of parking system, creating some parking problems.

The major problem with the current system is that people are parking in the Lower Bricktown parking lots that are designated for specific businesses and walking across Reno Avenue into Bricktown. Patrons are doing this to avoid having to pay for parking in one of the Bricktown parking lots. Patrons heading to Bricktown are even utilizing the Lower Bricktown Parking Lot (16a) which has a validation system. People are able to get their ticket validated in Harkins Theatre from an automatic ticket validation

machine without having attended a movie. **If the Lower Bricktown businesses are not satisfied with this arrangement, they should regulate their own parking lots with regulatory signs, parking security staff, and heightened enforcement. Also, all validating of tickets should either be performed manually or from a location where only paying customers can access and not the general public.**

Regulatory parking signs informing people that customers of Lower Bricktown are allowed to park in these lots and all other vehicles will be ticketed and/or towed, would deter people from taking advantage of these lots. These signs should be posted at all access points to Lower Bricktown parking. Currently, the public parking lot in Lower Bricktown (16a) has this type of regulatory sign, as shown in **Exhibit 4**. This lot is managed by Central Parking that will have non-customer vehicles or vehicles that have stayed in the lot for an extended period of time towed.

Parking attendants are needed in the Lower Bricktown lots to monitor whether or not people are parking in lots intended for customers of the Lower Bricktown businesses and then heading to Bricktown. These attendants should be given the power to have these vehicles towed, if necessary.

If Lower Bricktown businesses are not comfortable with strict enforcement, being concerned that it will cause customers some disgruntlement, another option is to implement a validation system in Lower Bricktown parking facilities. The access points could be segregated between Bass Pro Shops and all other businesses. These access points could be gated with an automatic ticket dispenser, which the customer would need to have validated manually before leaving one of the Lower Bricktown businesses.

Exhibit 4 – Lower Bricktown Parking Regulation Sign



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In order to manage a gated validation system there should be three main access points to parking in Lower Bricktown: Oklahoma Avenue, Bass Pro Drive, and the access street between the Bass Pro

parking lot and the Marriott Residence Inn. The access point on Compress Avenue, on the south end of Lower Bricktown should be gated and utilized by all customers except Bass Pro Shops customers. The Bass Pro Drive access point would also be gated, but would only provide access for Bass Pro customers. The street that connects the Bass Pro Shop's lot and the Toby Keith's Restaurant lot would have to be gated on the east end to allow customers of all other businesses in Lower Bricktown except Bass Pro access. The south portion of the Bass Pro parking lot would have to be reconfigured so that there is only one gated access point. The other two aisles would have to be setback to allow for vehicles to circulate through the lot. This design and concept would allow the service road to continue to provide vehicle access to the overflow lot (21c) located south of Interstate 40, which is intended for overflow parking from the Bass Pro Shops and during events at the AT&T Bricktown Ballpark. It is acknowledged that these access points are public streets and installing limited access may not be feasible.

7.6 Event Parking at Ford Center, Convention Center and AT&T Ballpark

The Ford Center, Cox Convention Center and AT&T Bricktown Ballpark are event facilities that generate surges of parking demand during events. The Ford Center and Cox Convention Center are located just outside Bricktown, west of E.K. Gaylord Boulevard, with the AT&T Bricktown Ballpark being situated in the middle of Bricktown.

During the field reconnaissance, there were events being held at both the Ford Center and the Cox Convention Center. Adjacent to both of these facilities are several parking facilities, including a number of small Amtrak lots, the Arena Garage, Cox Convention Center Garage, and the Santa Fe Garage. The Amtrak lots and the Arena Garage charged an event rate of \$10 and they were fully occupied. The Cox Convention Center Garage had an event rate of \$6 and was not highly utilized. The Santa Fe Garage, which charges \$5, was occupied by 583 vehicles (of 1,518 available spaces), indicating the garage is grossly underutilized.

People attending events at the Ford Center and Cox Convention Center were observed parking in the Bricktown area and walking to the events. These event parkers were primarily utilizing the facilities along Reno Avenue that tend to charge \$5. In order to prevent event parkers from utilizing too many spaces in the Bricktown area, they should be directed toward the Cox Convention Center Garage and Santa Fe Garage. **It is suggested that when events are being held at these facilities, signage is posted along E.K. Gaylord Boulevard directing people attending events at the Ford Center and Cox Convention Center, toward the Cox Convention Center Garage and Santa Fe Garage. Such signage is necessary because the sight line for this garage is poor when approaching on E.K. Gaylord Boulevard from the south.**

Another solution is to pre-sell parking passes online for the parking facilities around the Ford Center and Cox Convention Center. When a customer purchases their ticket for the event online, there could be a direct link to purchase a parking pass in one of the parking facilities (Arena Garage, Cox Convention Center Garage, and Santa Fe Garage).

The AT&T Bricktown Ballpark hosts the Oklahoma RedHawks, which is a minor-league AAA baseball team. They have 70 home games a year and had an average attendance of 7,421 in 2006. During games, the lots and garage in Bricktown are well utilized. However, there remains capacity in Bricktown public lots and the Power Alley garage to adequately support the parking demand. However, some baseball

game patrons take advantage of the free parking provided for the businesses in Lower Bricktown. **Informational signage warning non-customer parkers they will be ticketed and/or towed, gating the access points and implementing a validation system are options to deter event parkers.** Also, the number of parking attendants staffed at the Lower Bricktown lots should be increased during events at the AT&T Ballpark. However, access to the overflow lot (21c) located south of Interstate 40 should still be provided to baseball parkers.

One issue the City, merchants and Bricktown Association was concerned with is that first time visitors to Bricktown who are there during events, but not attending an event see the parking rates posted and immediately assume these are the regular parking rates. **It is suggested that each of the parking facilities in Bricktown have their parking rates for each day of the week clearly visible at the entrance(s). If the event parking rate varies from event to event than it is suggested that the event rate is not listed and that an apron is placed in front of the entrance(s) stating the event parking rate.** This will help prevent confusion for patrons visiting Bricktown during events that the parking rates are always as high as they are during events.

Another issue discussed with the City staff was the issue of implementing a trolley service to circulate Bricktown. Currently, the Oklahoma Spirit Trolley Blue Line travels through Bricktown down Reno Avenue and Sheridan Avenue every 20 minutes Monday through Saturday between 10 AM and 8 PM (Monday through Wednesday) and 10 AM to 11 PM (Thursday through Saturday). **Exhibit 5** shows the route and stops for the Blue Line.

Exhibit 5 – Oklahoma Spirit Trolley Blue Line Route Map



Based on the Insight Research Report, only 10% of respondents felt that the available bus/trolley options in the area are a major problem and 31% felt it was not a problem. The small size and location of a multitude of parking lots in Bricktown allow for the area to be easily walkable. However, as the parking demand increases the outlying parking facilities (north lots, Lower Bricktown parking lot, Santa Fe Garage, etc.) will begin to become more utilized, and the need for a trolley service to transport people to and from these parking facilities will grow. **Short headways (5 minutes) at each of the outlying parking facilities (north lots, lower Bricktown parking lot, Santa Fe Garage, etc.) would be needed to implement a successful circulating Bricktown trolley route with the level of service that people would require. COTPA should communicate to the City and Bricktown businesses the routes and headways needed to create a successful trolley service in Bricktown.**

However, a bus/trolley service will attract people working Downtown to primarily travel to the area during weekday lunch hours (11 AM to 1 PM). Bricktown merchants feel that the bus routes going to Bricktown are not functional and that the buses are not adequately marketed. **It is suggested that a review of the bus/trolley routes to Bricktown is conducted and that the bus/trolley traveling to Bricktown is ‘wrapped’ to identify its destination. The City should also increase the number of buses/trolleys traveling to and from Bricktown during weekday lunch hours, which will increase the lunch business in the area.**

A bus/trolley service may also be utilized by people attending events at either the Ford Center or Cox Convention Center who are parking in a Bricktown lot or the Santa Fe Garage. According to the Insight Research Report, only 10% of the respondents agreed that they use the trolleys to attend events or activities in Bricktown. However, if these trolleys had stops at the Santa Fe Garage or the north lots in Bricktown people may be more inclined to utilize the trolley. During large events the trolley could circulate along Main Street, E.K. Gaylord Boulevard, Reno Street, and Joe Carter Avenue so that it serves people parking in both the Santa Fe Garage and in Bricktown. **It is suggested that if an extra route is added to the Oklahoma Spirit Trolley in Bricktown, it should be put into service during large events at the Ford Center or Cox Convention Center and should stop at the major parking facilities.**

7.7 Traffic Problems and Congestion

Traffic conditions in the Bricktown area are mostly ideal, with few problems. However, due to increased activity during the weekend evenings, some traffic problems have arisen. During the field reconnaissance on Friday, November 26, 2007, a number of traffic issues were observed during the evening hours: queuing on Sheridan Avenue and the pedestrian crossing times along Reno Avenue and E.K. Gaylord Boulevard. Poor traffic conditions in Bricktown will give customers visiting the area a negative perception and can also lead to dangerous vehicle/pedestrian conflicts.

Extensive queuing on Sheridan Avenue was observed during the weekend evening as shown in **Exhibit 6**. The queuing is primarily from eastbound traffic that had either attended an event at the Ford Center or Cox Convention Center, and drove into Bricktown, or traffic traveling through Bricktown to access Interstates 235 or 35. Other than a surge of vehicles driving through Bricktown, the main reason for unsatisfactory queuing along Sheridan Avenue was vehicles driving around looking for on-street and off-street parking. Since on-street parking was occupied above its practical capacity during the weekend evening, some public parking lots reached capacity and stopped allowing more vehicles to enter, and it

therefore became difficult for vehicles to locate satisfactory parking. This in turn caused vehicles to constantly circulate the study area in search of parking, frustrating the driver and increasing the likelihood of an illegal traffic maneuver or potential traffic accident.

Exhibit 6 – Traffic Queuing Along Sheridan Avenue



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It is suggested that effective way-finding signage be posted on the west and east ends of Reno Avenue, Sheridan Avenue and Main Street and at Main Street/E.K. Gaylord Boulevard, directing vehicles to the large parking facilities in Bricktown that include: the lots north of Main Street (1a and 2a) the Power Alley Parking Garage, and the Santa Fe Garage. Exhibit 7 shows an existing way-finding sign in Bricktown, showing generally where parking is located for the AT&T Ballpark and Bricktown. However, there needs to be signage specifically for parking that directs drivers toward the large parking facilities. This will help prevent vehicles from circulating the Bricktown area in search of free on-street parking, or a high demand parking lot, which may be at capacity.

During field observations the amount of time provided for pedestrian crossing on Reno Avenue seemed short. Actual signal timings were not collected. The City of Oklahoma City Traffic Division is currently in the process of reviewing the signal timings at the intersections in the City. Bricktown intersections are high on their priority list. This review should determine if extra red time or phasing changes are needed to create safe pedestrian crossing conditions.

Exhibit 7 – Way-Finding Sign in Bricktown



7.8 Educating and Informing Customers about Parking in Bricktown

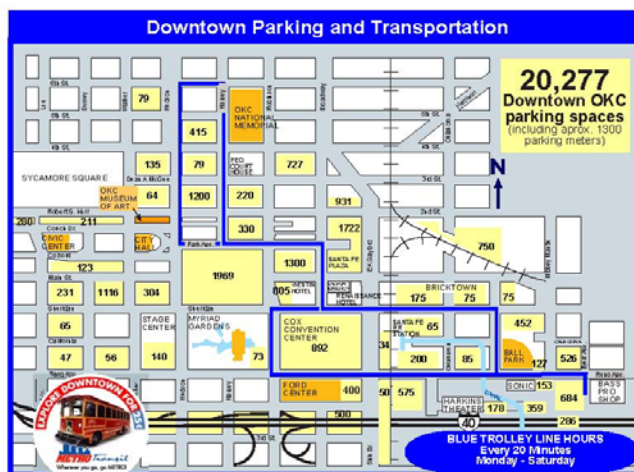
There are a number of methods to inform people about the cost and location of parking in the Bricktown area, including: signage, online information, and participation from local businesses. Some form of each of these methods is being practiced by the Bricktown Association and the City of Oklahoma City currently, but they can be improved.

Currently on the Bricktown website (www.bricktownokc.org), there is a link for “Maps & Parking”, providing parking information. This site provides an interactive map which shows the location of restaurants, entertainment, hotels, retail, attractions, and parking. However, all the parking locations listed are located outside of Bricktown, west of E.K. Gaylord Boulevard. Information concerning the location of lots and merchants participating in free parking on Tuesday nights after 5 PM with validation is displayed on the website. Also, the location and participating merchants with the free lunch parking at the BPI parking facility is provided on the website.

The parking map provided on that website is shown in **Exhibit 8**. This map effectively shows the location and number of spaces of the parking facilities in the Bricktown area. **However, an interactive map should be implemented that allows the user to know the cost, hours of operation, and existing validation information for each of the parking facilities in Bricktown.**

Currently, there is effective marketing of Bricktown through signage placed on the railroad at Reno Avenue and Sheridan Avenue. **It is suggested that parking signage be placed along Main Street on the railroad bridge informing people of the north lots (1a and 2a) and Santa Fe Garage.** This signage will increase the usage of these parking facilities and decrease vehicle/vehicle and vehicle/pedestrian conflicts by preventing patrons from circulating Bricktown in search of a parking space.

Exhibit 8 – Online Parking Map



Lastly, Bricktown businesses should have visible signage on their premises informing customers of which public lots with whom they have a validation agreement. Large signage should be placed on the entrances of participating businesses informing patrons of the parking validation programs. There is an existing validation system in both Lower Bricktown and Bricktown, but there needs to be more effective communication to their customer. Also, businesses should educate their employees of the parking options available to them, as well as parking information that can be passed on to customers. An education program such as this could be a responsibility of the Bricktown Association.

7.9 Safety of Parking Lots

According to the Insight Research Report, 64% of respondents felt parking safety in Bricktown is a problem. The Insight Research Report also revealed 75% of respondents are willing to walk a few blocks from their parking space to their event or activity in Bricktown. Based on discussions with stakeholders, the lots located on the north end of Bricktown (1a and 2a) are viewed as unsafe. Combined, both of the north end parking lots contain a total of 691 spaces and only 34% of these spaces were occupied during the peak parking period (weekend evening). This shows that these lots are a last parking option for people visiting the Bricktown area. These facilities charge similar parking rates and have a fairly convenient location.

It is suggested that adequate lighting be installed up to the property line/entrance of the north lots. As shown in **Exhibit 9**, access points to the Bricktown Parking Investors lot (1a) are poorly lit. **Currently, there is lighting for vehicles, but pedestrian lighting should be installed along the walkway from Main Street to the parking lot. New pedestrian lighting should also be installed, along the streets of Bricktown (in conjunction with the Downtown Oklahoma City Streetscape Master Plan), replacing the existing gas lights. Exhibit 10** shows the lighting along Main Street. There are sufficient street lights, but no lighting for sidewalks. **Exhibit 11** shows an example of a well lit streetscape and sidewalk. An improvement like this will create a more walkable environment and a feeling of safety and security in the Bricktown area.

Exhibit 9 – Access Point to the North Lot



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Exhibit 10 – Lighting along Main Street



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Exhibit 11 – Example of Adequate Sidewalk Lighting



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7.10 Valet Parking System

Currently, Mickey Mantle's Steakhouse, Nonna's and The Mantel's offer customer valet parking. However, the demand for valet parking may grow based on the difficulty to park and the growth of high-end restaurants and entertainment venues. Currently, the north lots (1a and 2a), the Mantel lot, and a gravel lot (6a) are utilized for valet parking. **The City of Oklahoma City and the Bricktown Association should attempt to facilitate a designated area for valet parking. Since the north lots and the Power Alley parking garage are underutilized, it's possible it could be used for valet parking. Additionally, the Ballpark lot could effectively accommodate valet parking during non-game days. On home games a certain number of spaces, depending on the number of business providing valet, should be reserved in the north lots of Bricktown (1a and 2a).**

Nonna's and Mickey Mantle's Steakhouse are located on Mickey Mantle Drive, a street that has minimal on-street parking and is primarily a loading area. This scenario is conducive for a convenient valet system. However, most establishments have on-street parking in front of their door steps. If a business is interested in providing valet parking, the City of Oklahoma City should provide designated valet loading zones during weekday and weekend evenings.

Another option in Bricktown is to implement a **central valet parking system**⁹. This would provide one valet area to serve any visitors to Bricktown. In order to effectively implement such a system, adequate signage informing people of the location to drop-off/pick-up their vehicle and cost of the service would be needed. A suitable area to place the drop-off/pick-up area should be on a street off the main arterial

⁹ Central Valet Parking System – This is the use of one valet operation to serve a multitude of businesses and users in close proximity to each other. It tends to be implemented in a City, shopping center, or mixed-use development.

streets (Reno Avenue and Sheridan Avenue), centrally located, have adequate curb space to queue vehicles, and be in close proximity to useable parking facilities.

It is suggested that the central valet parking system drop-off/pick-up area be located on the east side of Mickey Mantle Drive, when there are no baseball games. However, this would require relocating the location of the horse-carriage loading area and not having a central valet parking system during baseball games. The advantages to such a system include: high efficiency of existing parking facilities, accommodating customer service option, and reduces circulating traffic. However, some of the disadvantages to such a system include: not door-front valet service, substantial management effort, and may anger existing parking operators due to added competition. **A central valet parking system is only effective if the existing businesses that offer valet parking agree to its implementation and that it is operated by a third party, such as the Bricktown Association.**

Another option is to continue to have door-front valet service for each of the participating businesses, but have the valet parking system managed by one valet operator. This allows for flexibility of the number of valets stationed at each business on any given night. So if one establishment is having a large banquet the operator can determine the approximate number of spaces needed and the number of valets. **It is suggested that the financial arrangement and management of the one valet operator be coordinated through the Bricktown Association.**

8.0 CONCLUSION

As stated before, the main goals of the Bricktown Parking Study include:

1. Assess existing parking conditions
2. Project future parking conditions
3. Prepare a parking management, operating and implementation plan

Based on the analysis of the existing parking conditions from the parking counts conducted there are a few blocks, primarily located on the west side of Bricktown, which are greater than 85% occupied. **However, the entire study area has sufficient capacity to support the peak parking demand during a weekend evening when an event is being held at the Ford Center.**

The 10-year projection of future parking conditions revealed that if all potential developments came to fruition, there would be a deficit of 1,448 spaces in the study area. The employee parking demand could be adequately supported in the large public lots (1a and 2a) located on the north end of the Bricktown in the next 10 years. However, the visitor parking demand would not be adequately supported. Blocks 13, 14 and 16, located on the west end of Bricktown adjacent to Reno Avenue, would experience a substantial deficit in parking. **Provided below are recommendations for a future parking plan that we believe should be implemented by the City in order to prevent a substantial deficit in parking in Bricktown:**

- **Opening the Ballpark Parking Lot for public parking during the weekend evenings would add approximately 408 public spaces when there is no home baseball game.**
- **The City should “encourage” developers building on the east end of Bricktown to satisfy the projected parking demand.**
- **The City should work with the developers constructing retail and office space in creating a shared parking system. This will allow unutilized parking during the weekend evenings to remain available to the public.**
- **The City can facilitate a fee-in-lieu-of or special service district tax system to collect money from businesses in Bricktown that rely on public parking to help fund the construction of a parking structure if needed.**
- **A future parking structure should be constructed on either Blocks 13, 14, or 16 due to their projected high parking deficits and their location off a main arterial (Reno Boulevard), providing efficient access points.**
- **Signage and attendants should be placed along Gaylord Boulevard directing event parkers toward the Santa Fe Garage and Cox Convention Center Garage.**
- **The event centers (Ford Center and Cox Convention Center) should also offer pre-paid parking tickets online which will be for parking in the Santa Fe Garage or Cox Garage.**

The next major issue analyzed was the parking rates in Bricktown. Provided below are a list of recommendations regarding parking rates:

- **The Bricktown Association should work with Bricktown businesses, parking lot owners, and the City of Oklahoma City to continue to provide and expand upon the existing validation programs, especially for weekday afternoons.**
- **A fixed-rate parking system should remain in Bricktown, and if more hourly parking is desired, the City should analyze increasing the number of on-street meters.**
- **It is recommended that free/subsidized parking be provided by the City in either the Power Alley Garage or Santa Fe Garage. If businesses feel it is necessary to provide subsidized parking, they should work with the Bricktown Association in developing a validation system.**

Not only are there issues related to the future parking supply/demand and rates, but also with matters regarding the management of parking in Bricktown. By speaking with representatives from the City of Oklahoma City, stakeholders, and merchants, reading the public's response to parking in Bricktown from a local website, and from the results of a survey regarding parking in Bricktown, we have discovered a variety of parking issues that need to be addressed. There are ten main issues on which the City should concentrate. **Provided below is a list of recommendations in relation to each of the ten main parking issues:**

1. Loitering and Safety Perceptions

- Install security cameras, effective lighting, fencing, and gate lots that are not being utilized.
- Have parking attendants remain in the parking lots well past 2 AM.
- All the private parking facilities should be gated to prevent people from entering during the weekend evenings.

2. Management and Operation of Parking by Bricktown Association

- The Bricktown Association should meet with the parking facility owners and coordinate a way to fund the implementation of a consistent signage package and outfits for operators.
- Identify the parking facilities with an appropriate name and possibly color coding.
- The Bricktown Association does not need to operate or manage the parking system in Bricktown, but instead should continue to oversee and advocate cohesive and beneficial parking programs that appeal to visitors and developers.

3. Employee Parking Plan

- Employees in the Lower Bricktown area should register their license plates with the parking attendants and should be required to park in the perimeter spaces.
- Lower Bricktown businesses should regulate their parking with heightened enforcement to prevent people from parking in Lower Bricktown and heading to Bricktown.
- During high parking demand time periods (evening weekends) Lower Bricktown employees should park in the overflow parking lot south of Interstate 40 (21c).
- To prevent Bricktown employees from parking in Lower Bricktown lots, informational signage should be posted informing users that only customers and employees of Lower

Bricktown establishments are permitted in these lots and that all other vehicles will be ticketed and/or towed.

- The parking attendants monitoring the Lower Bricktown lots should check if unregistered vehicles are continually present and have those vehicles towed.
- All businesses without on-site parking in the Upper Bricktown area should participate in the employee parking program at the Bricktown Parking Investors north lot (1a), where the employer pays \$50 per a month and then each employee has to pay a \$1 to park each day, managed by the Bricktown Association.
- A second access point should be constructed through the existing 21 E. Main Street lot (1b).
- New vehicle/pedestrian lighting should be installed along Oklahoma Avenue from Main Street leading to the north lots.
- The employee parking program should continue to be marketed in the Power Alley parking garage. Also, businesses having all employees park in the Power Alley Garage should be provided an additional discount.
- To encourage the utilization of the Santa Fe Garage by employees, pedestrian lighting needs to be installed from the Santa Fe Garage into the Bricktown area.

4. On-Street Parking Being Utilized by Employee Parkers

- The City should extend the hours of operation of on-street meters from 6 PM until 9 PM. This also requires that meters be monitored and enforced until 9 PM by police or parking management staff.
- The violation fee for illegal on-street parking should be raised to approximately \$25.
- These actions will help prevent employees utilizing on-street parking, which should be made available to customers.

5. Parking in Lower Bricktown vs. Upper Bricktown

- Post regulatory parking signs at all access points to Lower Bricktown parking, informing people that only customers are permitted to park in these lots and that all other vehicles will be ticketed and/or towed.
- Parking attendants should be staffed in the Lower Bricktown free parking lots to ticket and/or tow vehicles that are not customers and/or employees of establishments in the Lower Bricktown area.
- Utilize a validation system in the Lower Bricktown lots.

6. Event Parking at Ford Center, Convention Center and AT&T Ballpark

- Signage and traffic attendants should be placed along E.K. Gaylord Boulevard, directing people attending events at the Ford Center and Cox Convention Center toward the Santa Fe Garage and Cox Convention Center Garage.
- Another solution is to pre-sell parking passes online for the parking facilities (Arena Garage, Cox Convention Center Garage, and Santa Fe Garage) around the Ford Center and Cox Convention Center.

- Signage informing non-customer parkers that they will be towed and implementing a validation system are options to deter event parkers from the Lower Bricktown lots designated for customers.
- A trolley system should be implemented during events that would run from the Santa Fe garage and Cox Convention Center garage to Bricktown. A review of the bus routes from Downtown to Bricktown should also be conducted and the marketing of the Bricktown buses should be improved with ‘wrapping’ of Bricktown bound buses.
- The number of parking attendants staffed at the Lower Bricktown lots should be increased during events at the AT&T Ballpark.

7. Traffic Problems and Congestion

- It is suggested that effective way-finding signage be posted on the west and east ends of Reno Avenue, Sheridan Avenue and Main Street directing traffic to the large parking facilities in Bricktown, i.e.: the lots north of Main Street (1a and 2a) and the Power Alley parking garage.
- Pedestrian crossing times on Reno Avenue and E.K. Gaylord Boulevard should be reviewed by the Traffic Division to ensure sufficient time for safe pedestrian crossing.

8. Educating and Informing Customers about Parking in Bricktown

- A consistent and effective way-finding signage package should be implemented throughout Bricktown.
- Post an interactive parking map online which would allow the user to get cost, hours of operation, and existing validation information for each of the parking facilities in Bricktown.
- Local Bricktown businesses should have visible signage on their premises informing customers of which public lots they have a validation agreement with.

9. Safety of Parking Lots

- New pedestrian lighting should be installed to replace the existing gas lights along the sidewalks of Bricktown, in accordance with the Downtown Oklahoma City Streetscape Master Plan, with particular attention to the paths to the North Lots (1a and 2a) and the Sante Fe Garage.

10. Valet Parking System

- The Bricktown Association, working with the City of Oklahoma City, should attempt to facilitate a central valet system with a designated area for valet parking in the north lots (1a and 2a), the Power Alley parking garage or the Ballpark lot on non-game days.
- If a business is interested in providing valet parking they should be allowed to get an ordinance to establish a loading zone curbside by their door during the weekday and weekend evenings.
- Another option is to continue to have door-front valet service for each of the participating businesses, but have the valet parking system managed by one valet operator.

Each of the recommendations stated are vital in creating a successful parking plan that will support the future parking demand and improve the existing management of parking in Bricktown. The City needs to begin to enact the recommendations regarding the management of parking, which will include the following actions listed below.

- **Prepare and approve ordinances regarding each of the stated recommendations.**
- **Analyze the costs and revenue implications associated with parking penalty fee changes, installment of new signage and lighting, updating the online parking map, and increasing the hours for parking enforcement.**
- **Determine the most effective way to encourage parking owners to enact the recommendations listed.**
- **Identify capital and operating budgets.**
- **Coordinate with City staff (engineers, public works, police department, planning department, etc.) about the process involved to effectively enact each of the parking recommendations approved by the City.**
- **Develop implementation plans.**

Bricktown has experienced a huge surge in popularity over the past 20 years and there is optimism that the area will continue to be developed. It is essential the parking situation in the area does not hinder this growth for any type of land use.

Currently, there is an adequate amount of parking to support the existing peak parking demand. However, the City needs to work with Bricktown property owners and the Bricktown Association to enact specific recommendations that will create a more effective, user-friendly and convenient parking system.

Figure 2 – On-Street and Off-Street Parking in Study Area

