



GOLDEN URBAN RENEWAL AUTHORITY

Memorandum

To: Honorable Mayor and City Council
From: Mark Heller, Executive Director
Date: July 8, 2008
RE: Parking Use Study

Background and Methodology

Beginning in 2005, GURA began to gather data on parking throughout downtown by tasking GURA's parking enforcement officer Dick Pyle to take counts as he made his rounds. The surveys were conducted by counting usage in discreet parking zones, such as one level of a parking garage or one side of a block, i.e., "East Side of Arapahoe between 11th and 12th Streets." This enables a very fine-grained analysis of the parking in downtown. Officer Pyle surveyed in the following areas:

- Arapahoe between 11th and 14th Streets
- Washington Avenue between 11th and 16th Streets
- Jackson between 11th and 14th Streets
- 11th Street between Arapahoe and Jackson
- 12th Street between Arapahoe and Jackson
- 13th Street between Arapahoe and Ford
- 14th Street between Arapahoe and Jackson
- All of the surface lots and parking structures are within the bounds above

Parking usage has been classified into four levels corresponding to the percentage of spaces occupied in each zone during one of the time slots.

Level 1 = 75-100% of the spaces in a parking zone are occupied at one of the survey times

Level 2 = 50-74% of the spaces in a parking zone are occupied at one of the survey times

Level 3 = 25-49% of the spaces in a parking zone are occupied at one of the survey times

Level 4 = 0-24% of the spaces in a parking zone are occupied at one of the survey times

Between April 14, 2005 and July 7, 2008, Officer Pylar conducted 38 surveys at 9am, 31 surveys at noon, and five surveys at 6pm. No surveys were taken from October, 2006 until last week due to the disruptions caused by the construction of the new parking garage and Gateway Station. Within the last week, Office Pylar conducted at least one survey for each time slot, including the new Gateway Station garage.

Highlights

Officer Pylar's work has resulted in the following insights:

- There are 393 on street parking spaces
- There are 956 off street spaces in parking structures or lots
- Total parking spaces = 1,349
- The highest useage for on street parking is on Washington Avenue between 11th and 14th Streets, with the peak time at noon followed closely by 6pm. The next highest totals are along 13th Street between Arapahoe and Jackson at 9am and noon. Similar trends were shown by a survey conducted in May, 2006.
- The lowest on street usage is on the West side of Washington Avenue between 15th and 16th Streets. Similar trends were shown by a survey conducted in May, 2006.
- Of the 43 on street parking zones, 5 zones are at Level 1 and 22 zones are at Level 1 or 2. In other words, about half of on street parking spaces downtown are in use at least half of the time. In the May 2006 survey, 3 zones were at Level 1, and again 22 were at Level 1 or 2.
- Of the 23 off street zones, only the all day parking in the Meyer's lot is in use more than 75% of the time throughout the day, although the upper deck of the Golden Hotel and the street level of the Clear Creek Square parking garage are at Level 1 use at 9am and noon. Eight of these zones are in use at least 50% of the time throughout the day. In the May, 2006 survey, the surface lot on Jackson between 12th and 13th Streets was fairly heavily used, but has since been replaced by the new parking garage.
- The Clear Creek Square garage is in use about 40% of the time, while the new Gateway Station garage is in use just 18% of the time.
- According to traffic data collected recently by the Public Works department, the average daily useage of the Gateway Station garage is 237, with a peak count of 24 vehicles entering per hour at each of 7am and 7pm on June 25. The average daily useage of the Clear Creek Square garage is 367, with peak counts of entering vehicles at 8am and 3pm.
- The top decks of both garages are literally almost never used.
- The average useage of all downtown parking across the four survey times is 48%, meaning that about half of all parking spaces are being used throughout the day, with noon being the heaviest useage time, followed by 9am, and then 6pm. Nearly identical trends were shown by the survey conducted in May, 2006.