



Downtown Parking Strategy Update

4/7/26

Parking: Downtown

- **Analysis was conducted to understand the current parking situation.**
 - All downtown properties were inventoried for **existing parking**.
 - **Code required parking was calculated** based on all existing building uses (detached single-family was excluded).
 - Results revealed the following breakdown for downtown:
 - **1,788 total existing spaces** (1,547 private & 241 public).
 - **1,968 code required spaces** (180 space difference)
 - **148 proposed public spaces**
~130 - Scioto Street ext. &
18 - 50 W. Olentangy
 - Adventure Park provides 162 spaces adjacent to downtown.



Parking: Downtown

- **Parking analysis reveals that quantity is not the only factor but designation (private vs. public) is a more prominent challenge.**
 - **86% of parking is private** compared to 14% dedicated as public in downtown.
 - After proposed parking additions, there is only a **32 space difference** between existing parking and what the current zoning code requires.
 - Detached **single-family doesn't alter these numbers** as parking can be counted differently (driveway space and garage space to meet code requirements).
- **This analysis helps inform considerations for the code rewrite:**
 - **Modernizing parking calculations** will help “right-size” requirements (both minimum parking counts and how parking is calculated).
 - Encouraging or **incentivizing shared parking** will maximize land dedicated to parking, especially for the downtown district.
 - Exploring options to **support expanding publicly dedicated parking** such as a fee in lieu (i.e., developer pays to support public parking rather than constructing private).
 - Other considerations from the Commission?



110 S. Liberty Parking Lot

New Downtown Parking Option

Summary of Findings

- Busiest week of year: Aug. 4 to 10, 2025 – 22,700 visits with an estimated 15,134 cars
- Busiest day of that week: Friday, Aug. 8 – 5,100 visits with an estimated 3,400 cars
- Busiest hour of Aug. 8: 7 p.m. – 2,400 visits with an estimated 1,600 cars leaving an estimated 188 available spaces
- City Hall Lot parked about 161 cars for the entire day with its 113 spaces
- The 44 N. Liberty Lot parked 64 cars on that same day with its 19 spaces
- Only about 10 cars parked during the entire day at our first public and private partnership lot at 110 S. Liberty St.
- Similarly, only about 6 cars parked at the 50 W. Olentangy Site that we are considering for a public and private partnership of 16 spaces
- On-Street North Depot St. parked 92 cars on Aug. 8
- The system does not allow us to run an analysis on Adventure Park parking right now due to the public pool.
- If ALL property owners would allow their spots to be publicly used 24/7/365, we would always have excess spaces with the current mix of businesses
- Having ~130 parking spaces come online in 2026 will provide additional convenient excess parking

Downtown Parking Strategy

- Near Term Solutions (June 1, 2026)
 - Shared Parking Agreements
 - New Readily – Identifiable Public Parking Signs
 - New Pedestrian Wayfinding Message Boards
 - Continued Monitoring Using AI Tools

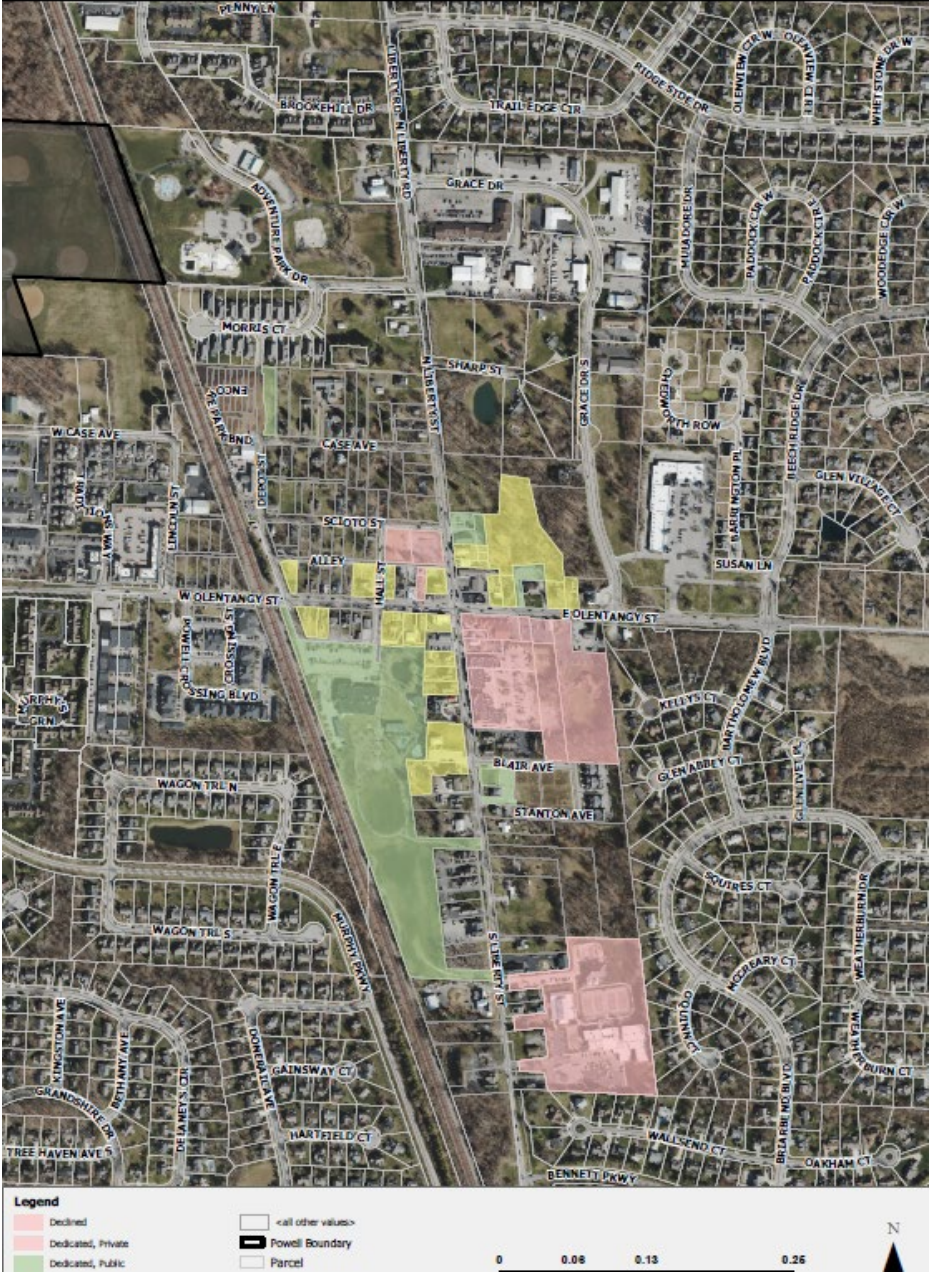
NEGOTIATING PUBLIC AND PRIVATE PARKING AGREEMENTS



Downtown Parking Network
47 Hall St, Powell, Ohio 43065 614.885.5380 cityofpowell.us

Downtown Parking Network

Lot Address/Location	Status	Owner	Existing Spaces	Future Spaces ¹	Dedicated Public Spaces		Maintenance	
					Existing	Potential	Cost per Space	Total
47 Hall Street	Dedicated, Public	City	113	113	113	113	\$ -	\$ -
N. Depot Street Lot	Dedicated, Public	City	29	27	29	27	\$ -	\$ -
On-street (dedicated)	Dedicated, Public	City	56	0	56	56	\$ -	\$ -
44 N. Liberty Street (Former Chamber)	Dedicated, Public	City	19	0	19	0	\$ -	\$ -
200 Adventure Park Drive	Dedicated, Public	City	161	161	161	161	\$ -	\$ -
N.E. Quadrant Parking Lot (Scioto Street)	In Progress	City	28	142	0	142	\$ -	\$ -
35 N. Liberty Street (Former Carport Lot)	Dedicated, Private	Zenios	37	37	0	0	\$ 150.00	\$ 5,550.00
69 S. Liberty Street	Declined	Zenios	92	92	0	0	\$ 150.00	\$ 13,800.00
50 W. Olentangy Street	In Progress	Laura Knight	18	18	0	18	\$ 150.00	\$ 2,700.00
100 S. Liberty Street	Dedicated, Public	Crawford Hoag	26	26	0	0	\$ 150.00	\$ 3,900.00
284 S. Liberty Street	Dedicated, Private	Faith Life Church	100	100	0	0	\$ 150.00	\$ 15,000.00
22 S. Liberty Street (Expresso 22)	Declined	Vince Mangello	14	14	0	0	\$ 150.00	\$ 2,100.00
15 E. Olentangy Street (Local Roots)	Declined	Vince Mangello	112	112	0	0	\$ 150.00	\$ 16,800.00
38 W. Olentangy Street	In Progress	Jim Fallenas	7	7	0	7	\$ 150.00	\$ 1,050.00
74 E. Olentangy Street	In Progress	Jim Fallenas	9	9	0	9	\$ 150.00	\$ 1,350.00
95 S. Liberty Street	In Progress	Jim Fallenas	24	24	0	24	\$ 150.00	\$ 3,600.00
15 S. Liberty Street	In Progress	Dan McClurg	7	7	0	7	\$ 150.00	\$ 1,050.00
27 S. Liberty Street	In Progress	Dan McClurg	9	9	0	9	\$ 150.00	\$ 1,350.00
37 S. Liberty Street	In Progress	Dan McClurg	9	9	0	9	\$ 150.00	\$ 1,350.00
47 S. Liberty Street	In Progress	Dan McClurg	15	15	0	15	\$ 150.00	\$ 2,250.00
23 W. Olentangy Street	In Progress	Dan McClurg	12	12	0	12	\$ 150.00	\$ 1,800.00
77 W. Olentangy Street	In Progress	Dan McClurg	4	4	0	4	\$ 150.00	\$ 600.00
87 W. Olentangy Street	In Progress	Dan McClurg	12	12	0	12	\$ 150.00	\$ 1,800.00
94 W. Olentangy Street	In Progress	Dan McClurg	7	7	0	7	\$ 150.00	\$ 1,050.00
77 S. Liberty Street	In Progress	Dr. Steve Hoagland	16	16	0	16	\$ 150.00	\$ 2,400.00
167 N. Liberty Street (Peace & Pine)	Declined	-	9	13	0	0	\$ 150.00	\$ 1,950.00
16 W. Olentangy Street (gravel lot)	Declined	Caryl Ann Seide	12	12	0	0	\$ 150.00	\$ 1,800.00
15 N. Liberty Street	In Progress	John Wicks			0	0	\$ 150.00	\$ -
Total			941	994	378	644		\$ 82,650.00



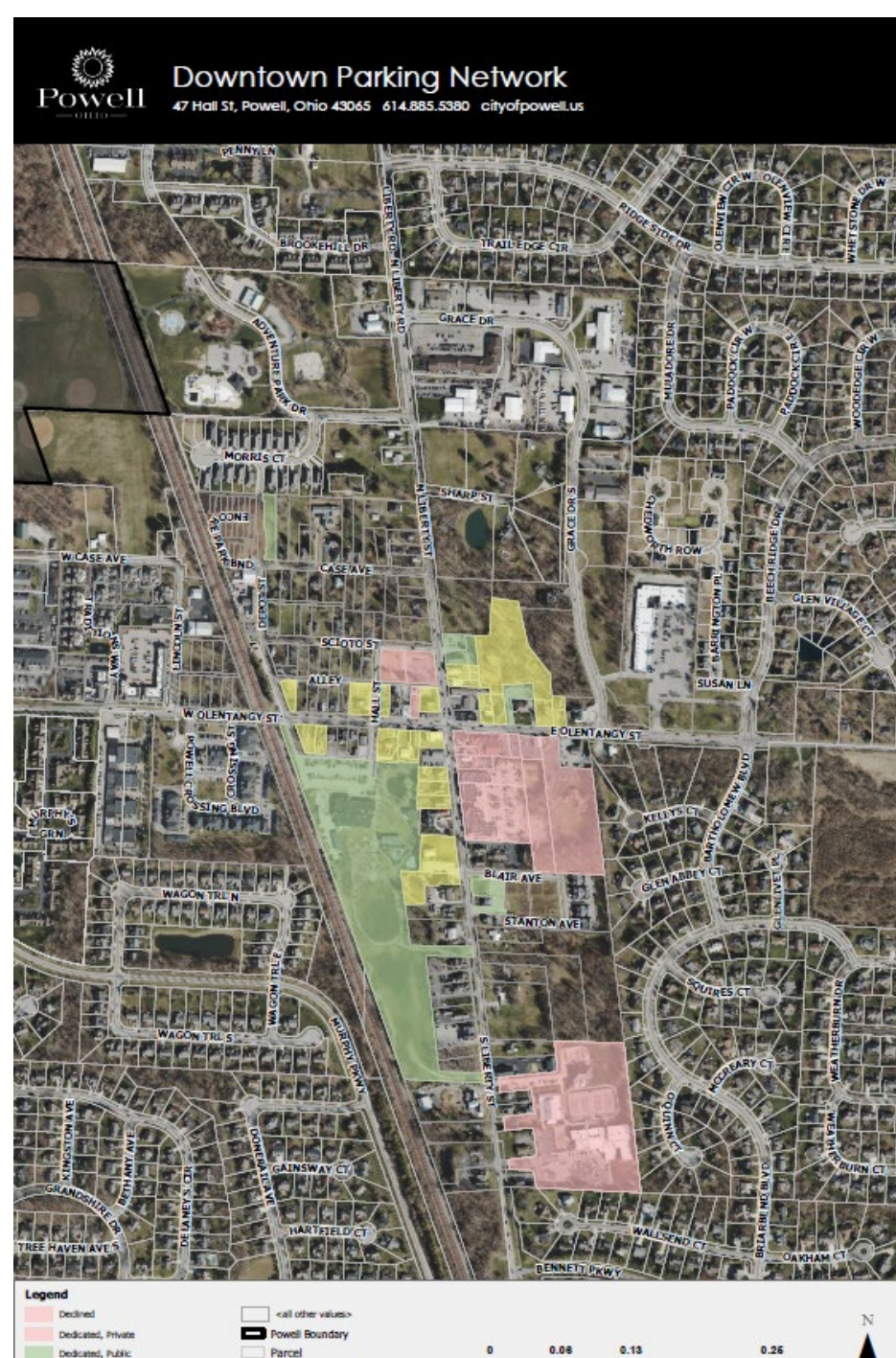
CURRENT PARKING SPACES

241 Public Spaces

1,547 Private Spaces

1,788 Total Spaces

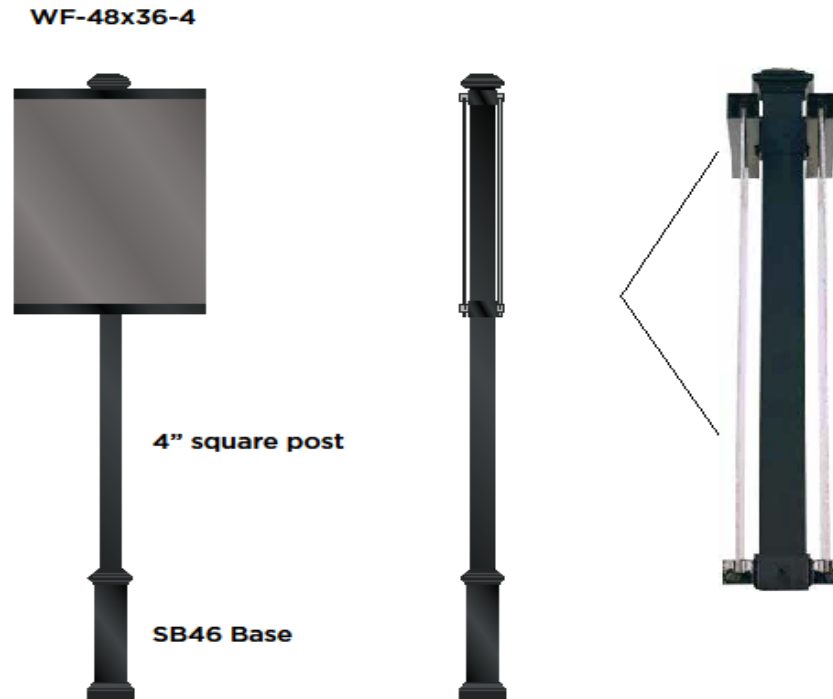
72 spaces are currently in public and private parking agreements



Downtown Parking Strategy

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Downtown Parking Strategy



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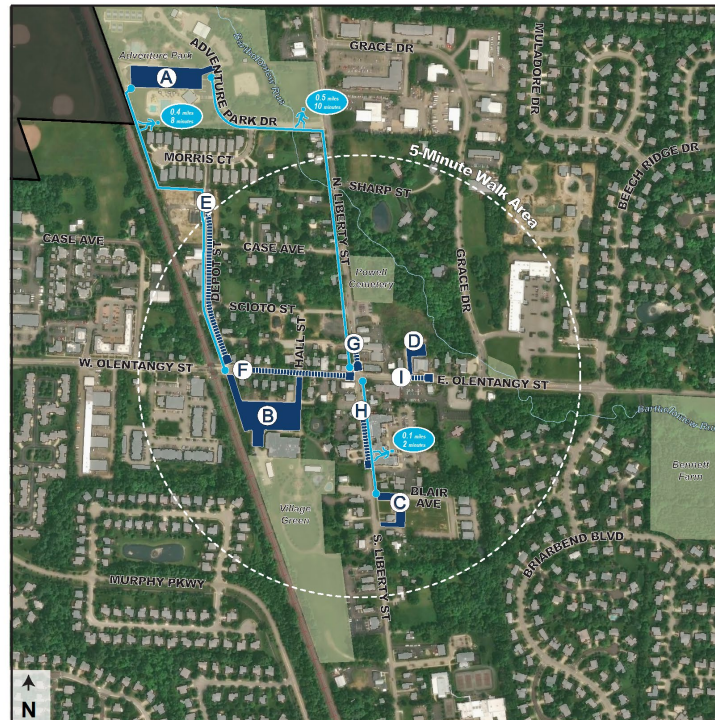
Downtown Parking Strategy



Downtown Parking Strategy



Downtown Parking Map



- (A) Adventure Park
- (B) City Hall / Village Green
- (C) Powell Green
- (D) COhatch
- (E) On-Street: Depot Street
- (F) On-Street: W. Olentangy Street
- (G) On-Street: N. Liberty Street
- (H) On-Street: S. Liberty Street
- (I) On-Street: E. Olentangy Street

Scan the QR code for more information on Downtown Powell >



Downtown Parking Strategy

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Downtown Parking Strategy

- Questions?

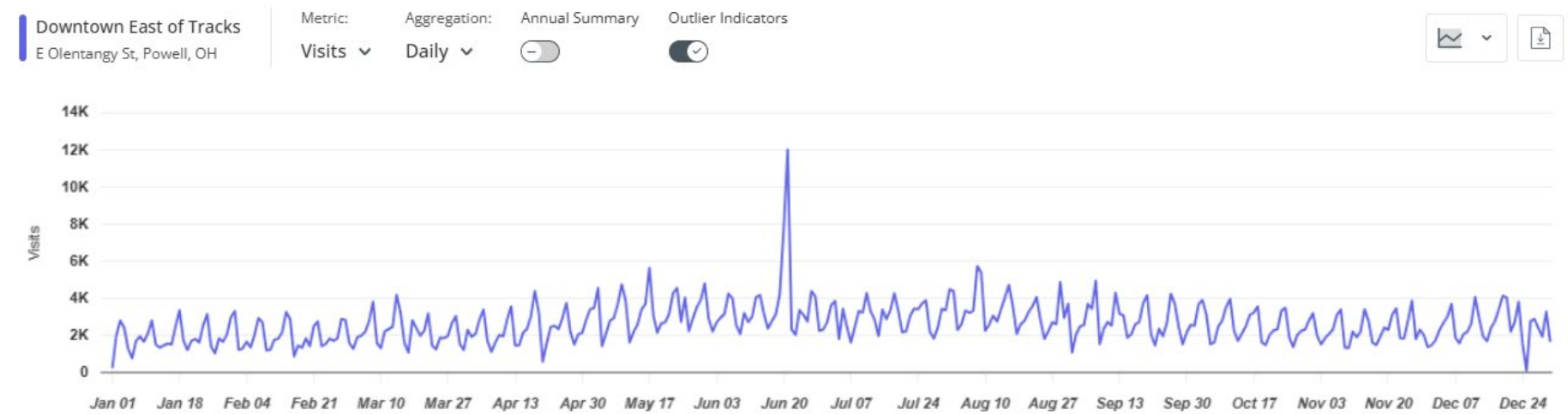
- Thank you!

Downtown Visitation

Metrics ?

Downtown East of Tracks E Olentangy St, Powell, OH					
Visits	963.9K	Avg. Dwell Time	77 Min		
Visits / sq ft	0.61	Panel Visits	80.3K		
Size - sq ft	1.6M	Visits YoY	+3%		
Visitors	258.2K	Visits Yo2Y	+2.2%		
Visit Frequency	3.74	Visits Yo3Y	+6.9%		

Visits Trend ?



Downtown Visitation

Visitor Journey ?

Downtown East of Tracks
E Olentangy St, Powell, OH

Show by:

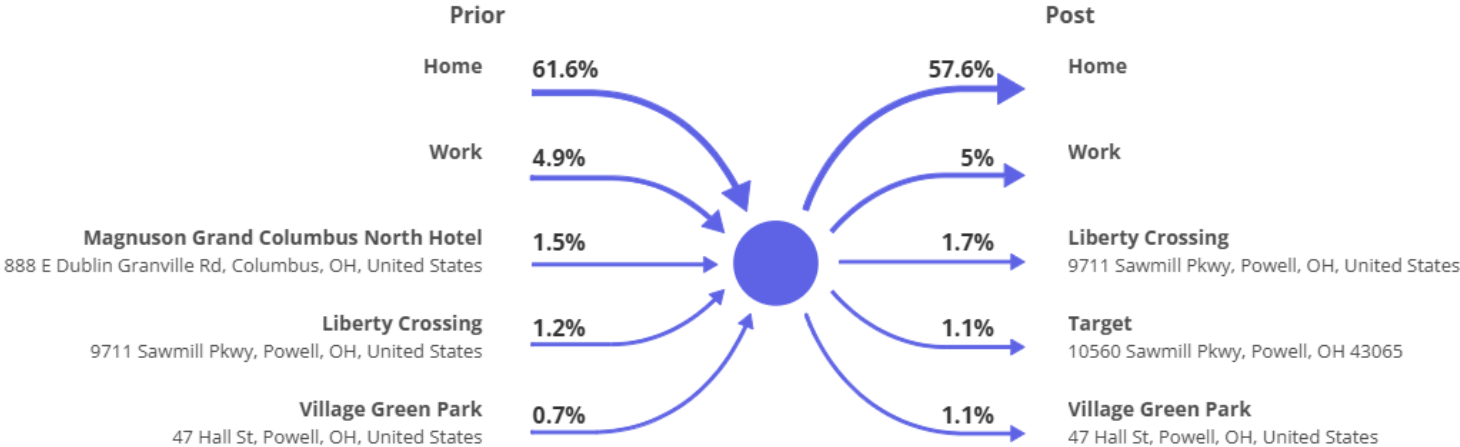
Location

Category

Category Group

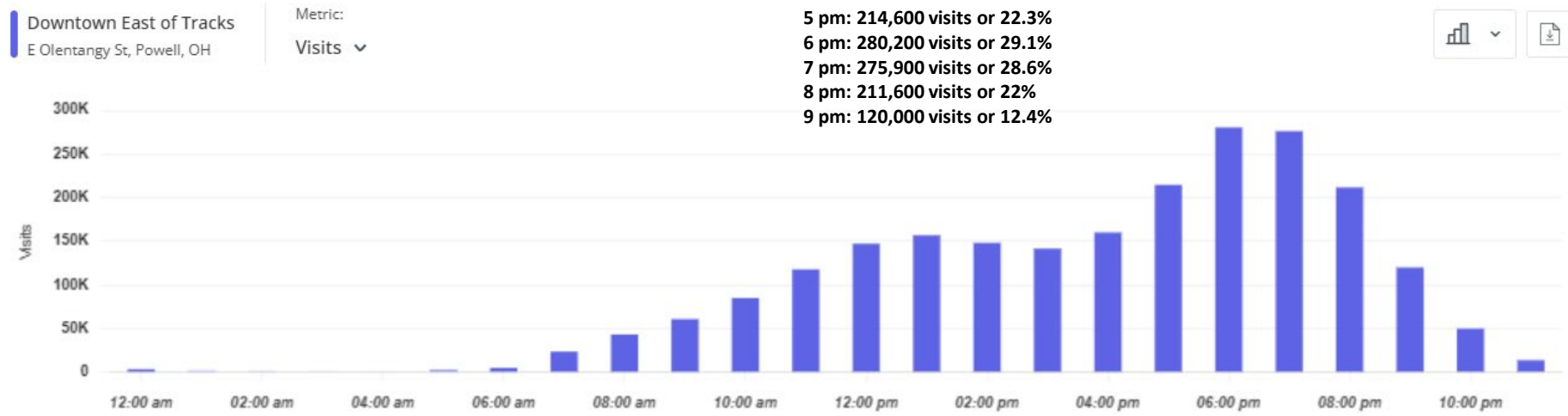
Show Home/Work:

☒ On



Downtown Visitation

Hourly Visits ?



Daily Visits ?

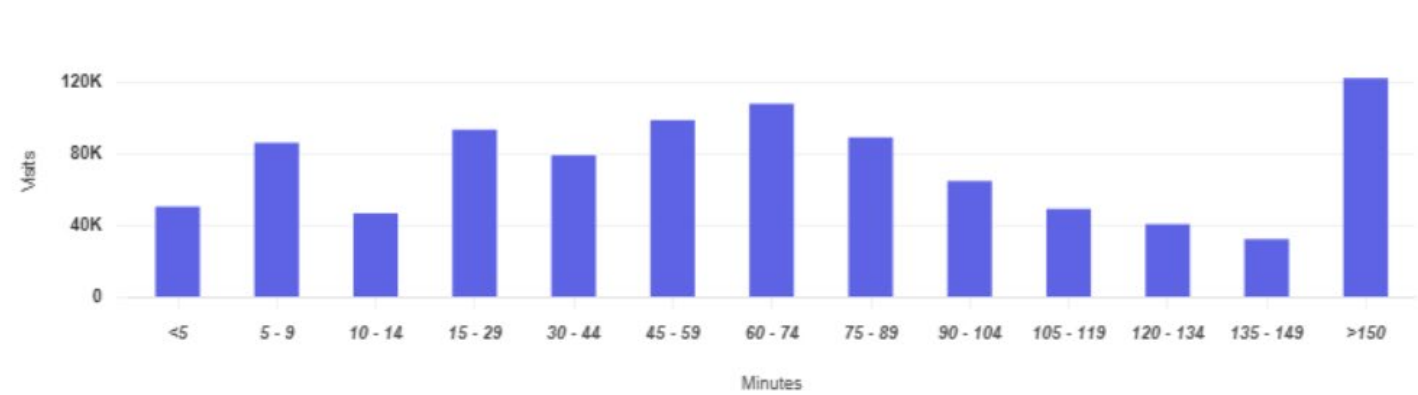


Downtown Visitation

Visit Duration ?

Downtown East of Tracks
E Olentangy St, Powell, OH

Metric:
Visits



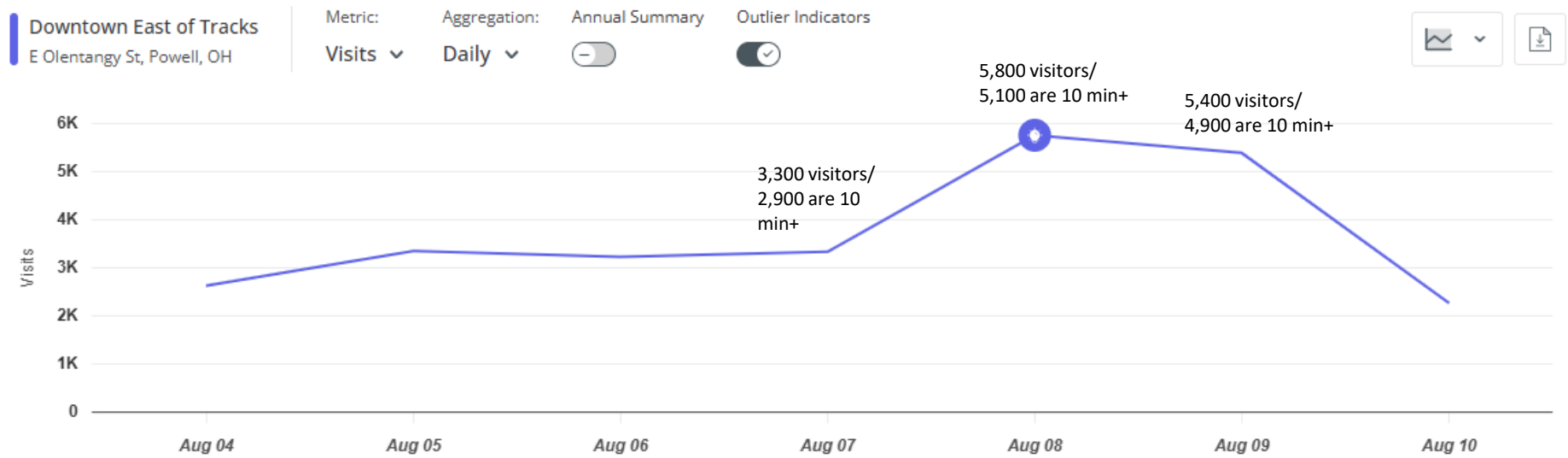
Average Stay	77 min
Median Stay	64 min

Busiest Week of Year – Aug. 4 to 10, 2025 - Downtown Parking Usage

Metrics ?

Downtown East of Tracks E Olentangy St, Powell, OH					
Visits	25.9K	Avg. Dwell Time	83 Min		
Visits / sq ft	0.02	Panel Visits	2.2K		
Size - sq ft	1.6M	Visits YoY	+16.5%		
Visitors	21.7K	Visits Yo2Y	+27.4%		
Visit Frequency	1.2	Visits Yo3Y	+31.1%		

Visits Trend ?

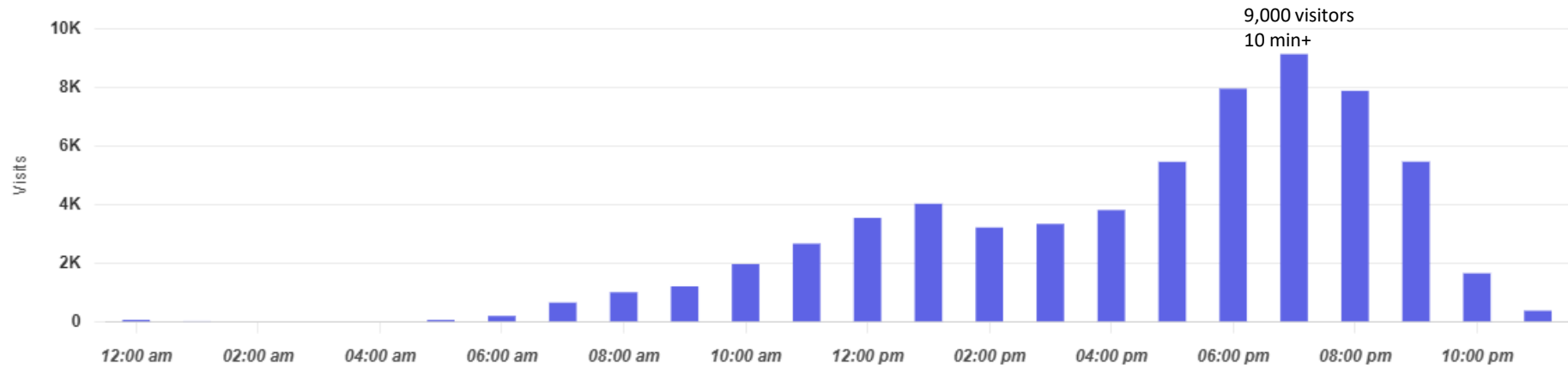


Busiest Week of Year – Aug. 4 to 10, 2025 - Downtown Parking Usage

Hourly Visits ?

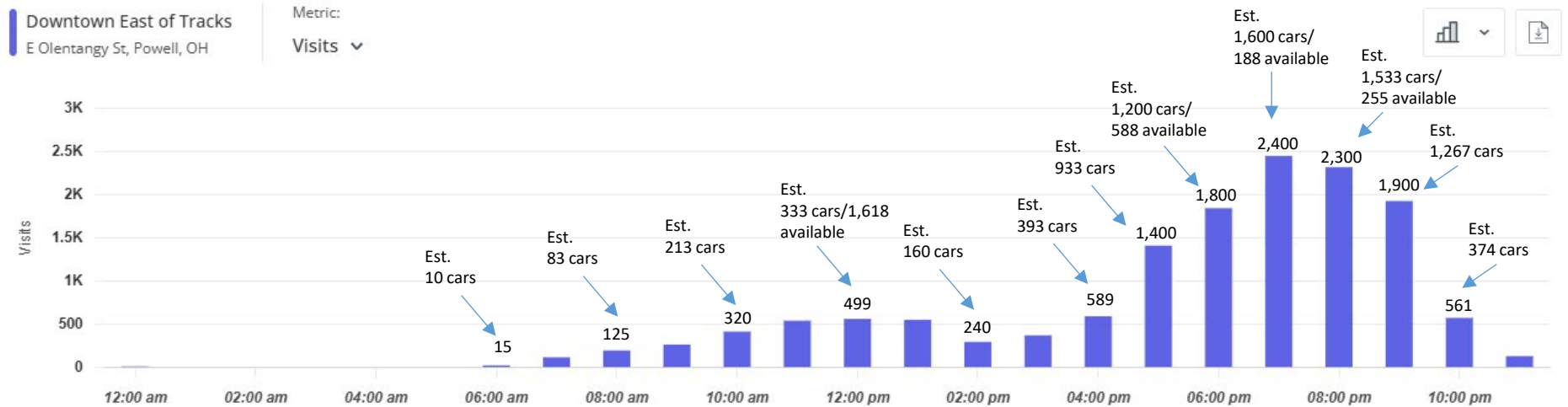
Downtown East of Tracks
E Olentangy St, Powell, OH

Metric:
Visits ▾



Busiest Day of Year – Friday, Aug. 8, 2025 Over 10 minutes - Downtown Parking Usage 5,100 Total

Hourly Visits ?

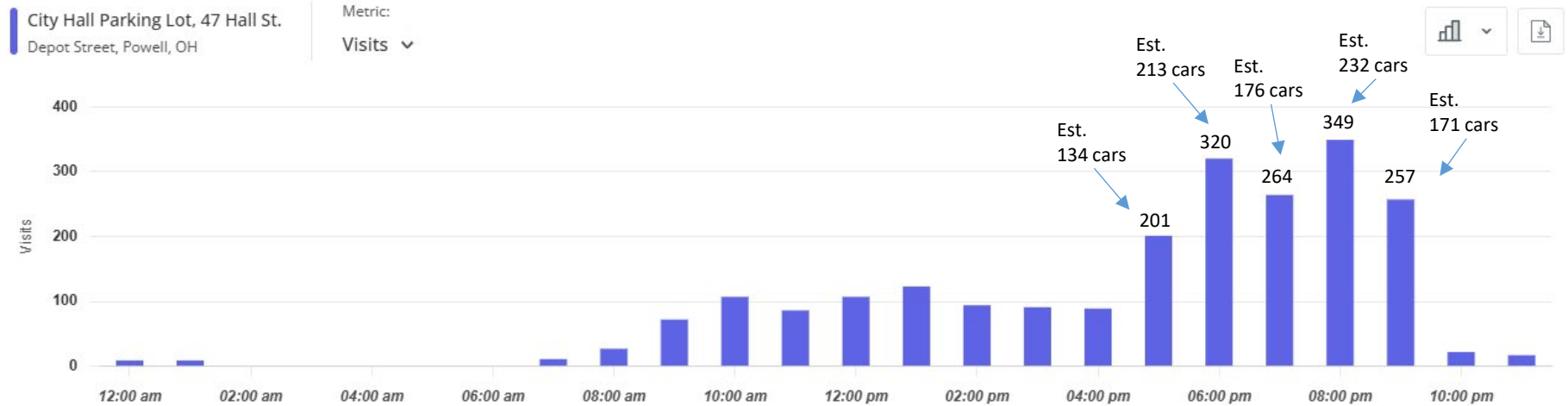


Downtown parking studies typically assume 1.1 to 1.5 people per car.

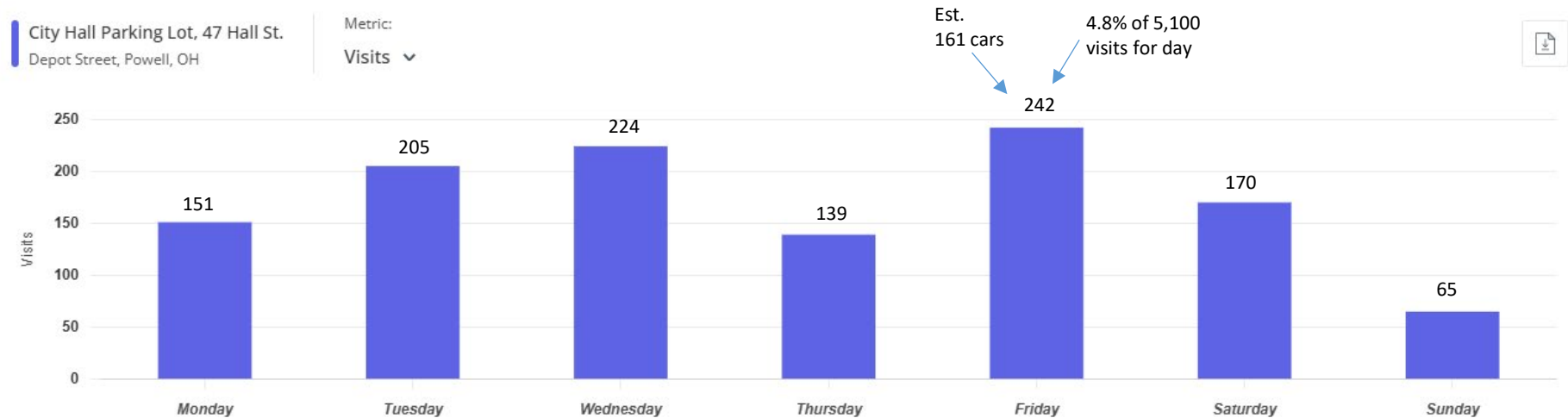
Busiest Week of Year – Aug. 4 to 10, 2025 Over 10 minutes – City Hall Parking Lot – 113 Spaces

1,200 visits of the 22,700 visits to Downtown Powell in that week (5.3%)

Hourly Visits ?



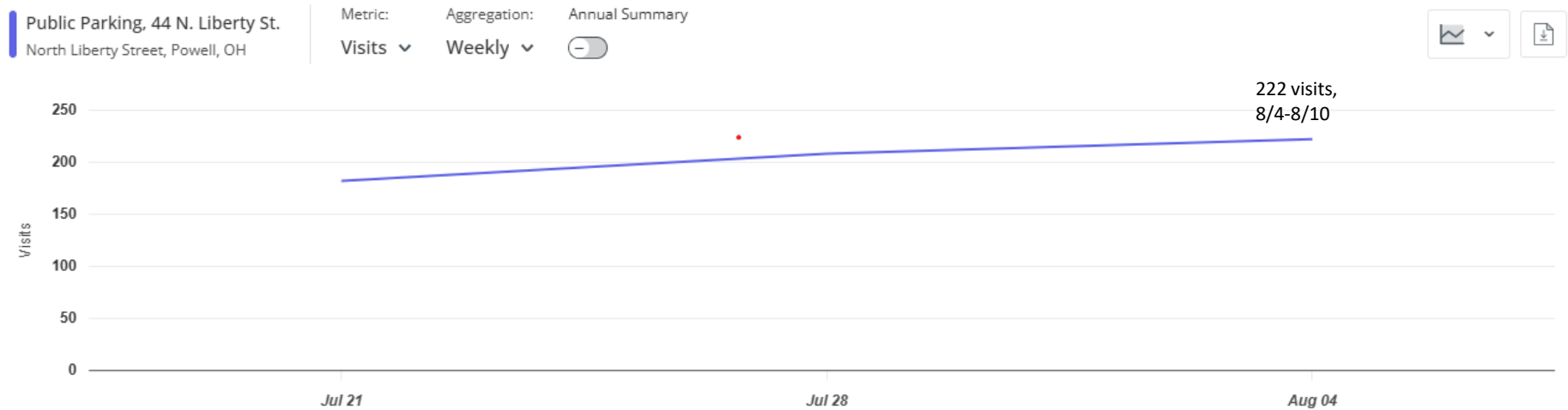
Daily Visits ?



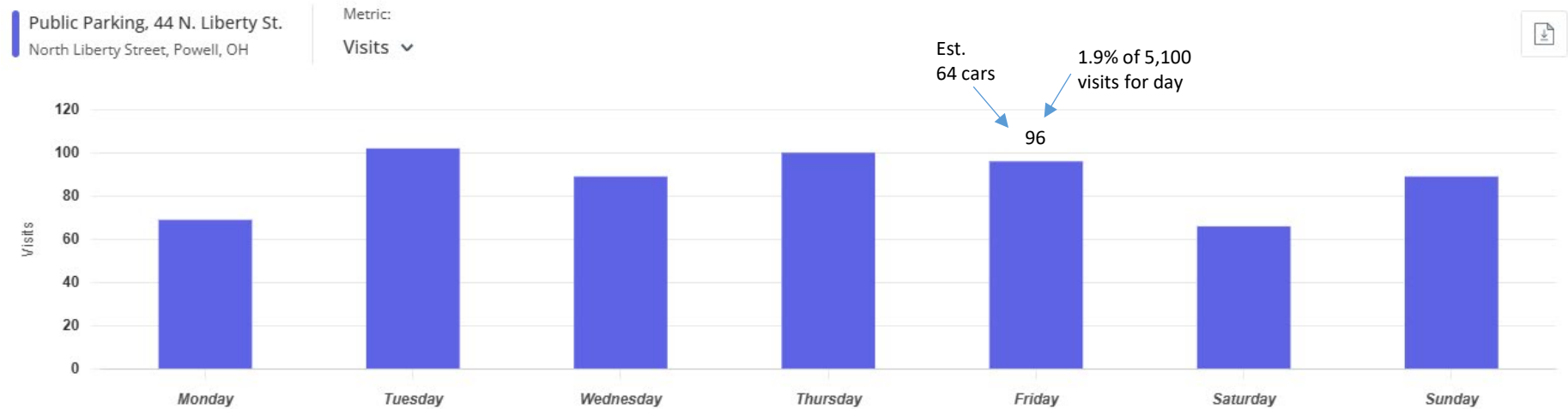
Busiest Week of Year – Aug. 4 to 10, 2025 – 44 N. Liberty Parking Lot – 19 Spaces

222 visits of the 22,700 visits to Downtown Powell in that week (1%)

Visits Trend ?



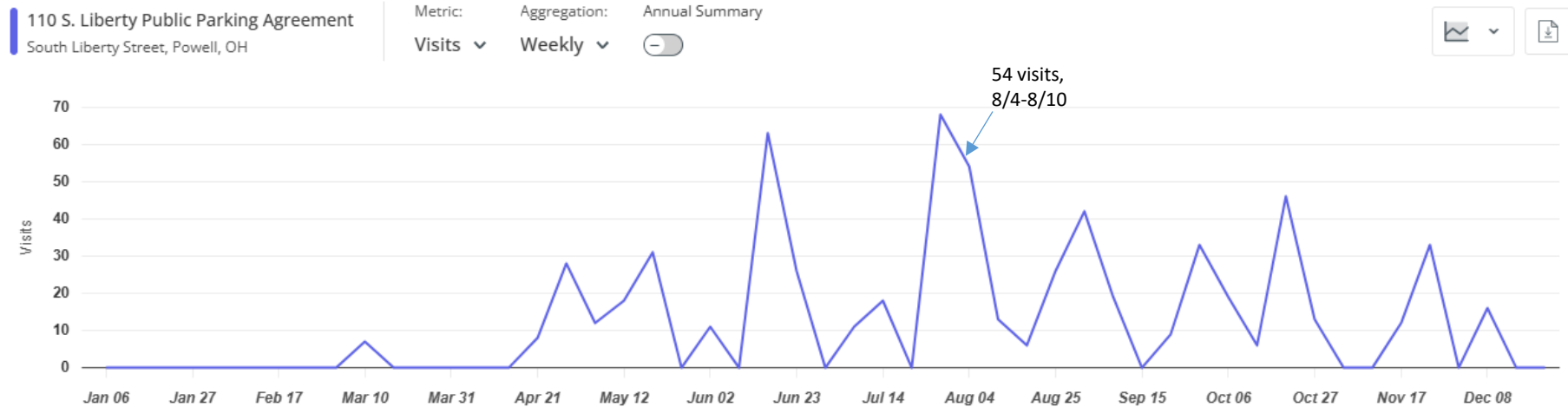
Daily Visits ?



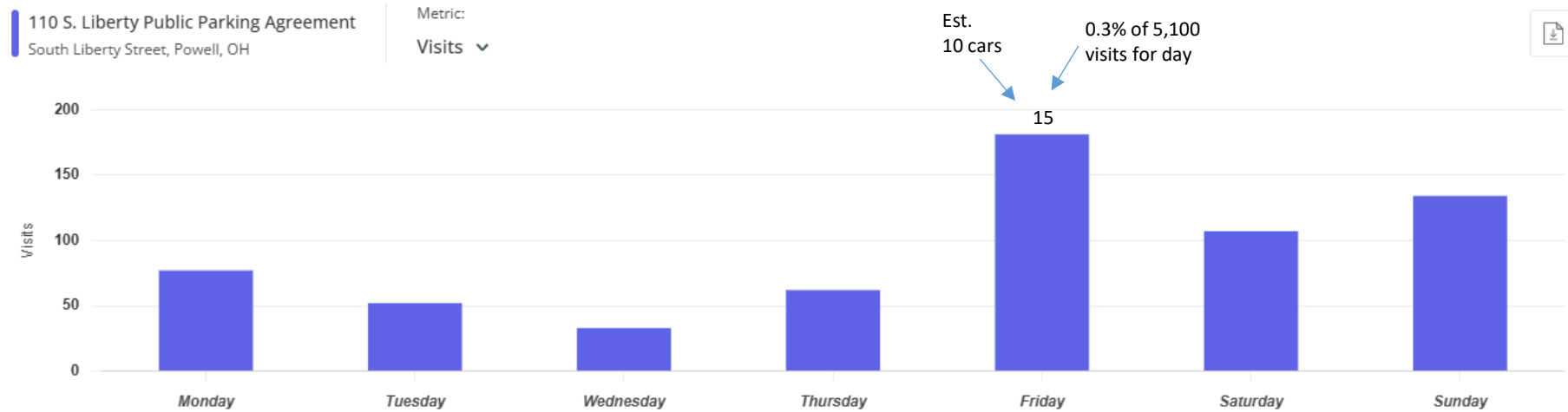
Busiest Week of Year – Aug. 4 to 10, 2025 – 110 S. Liberty Parking Lot – 26 Spaces

54 visits of the 22,700 visits to Downtown Powell in that week (0.24%)

Visits Trend ?



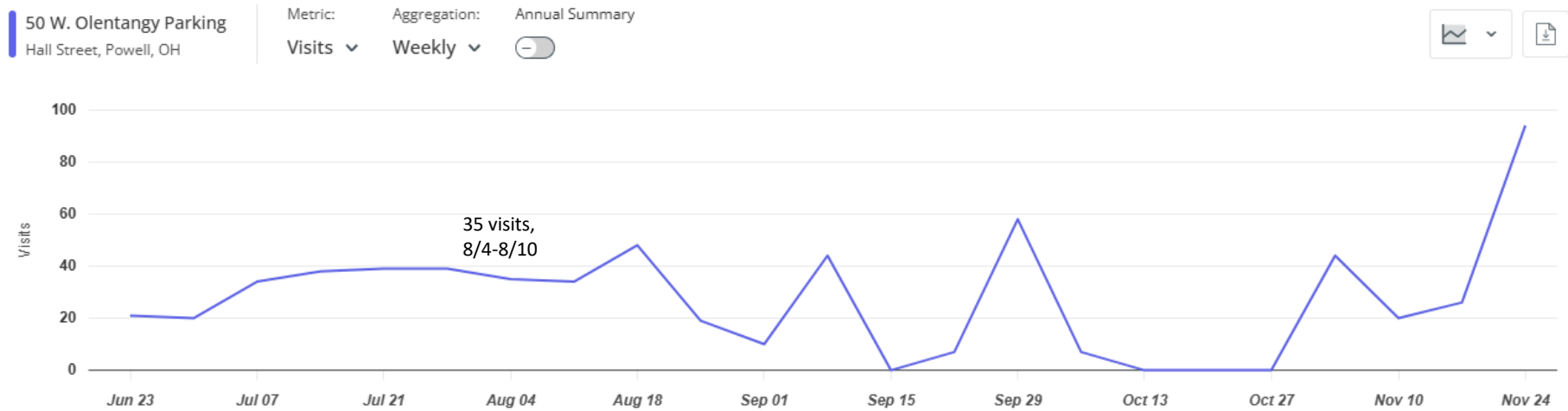
Daily Visits ?



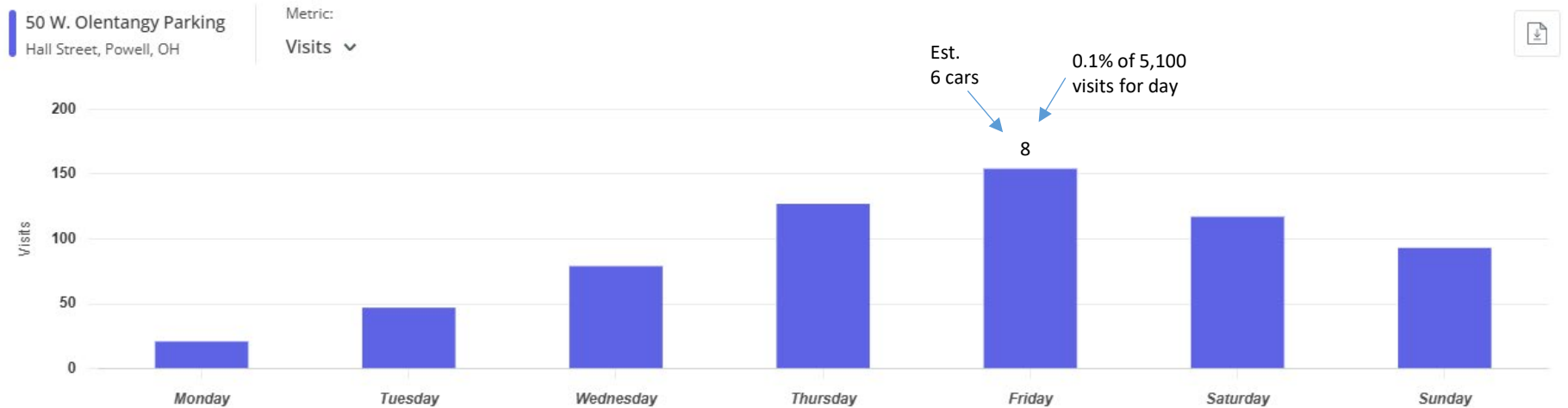
Busiest Week of Year – Aug. 4 to 10, 2025 – 50 W. Olentangy Parking Lot – 16 Spaces

35 visits of the 22,700 visits to Downtown Powell in that week (0.15%)

Visits Trend ?



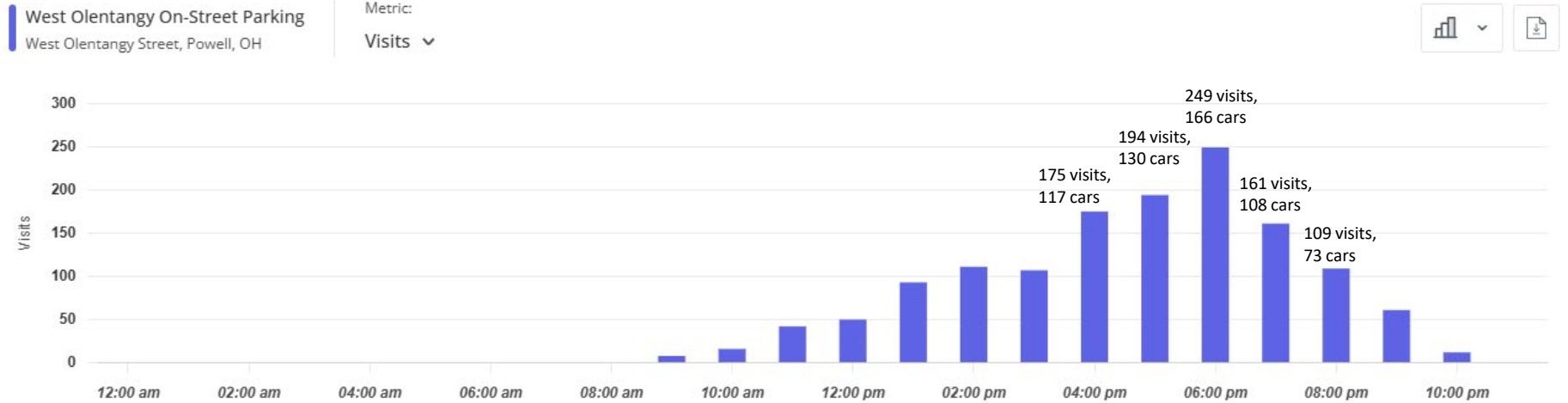
Daily Visits ?



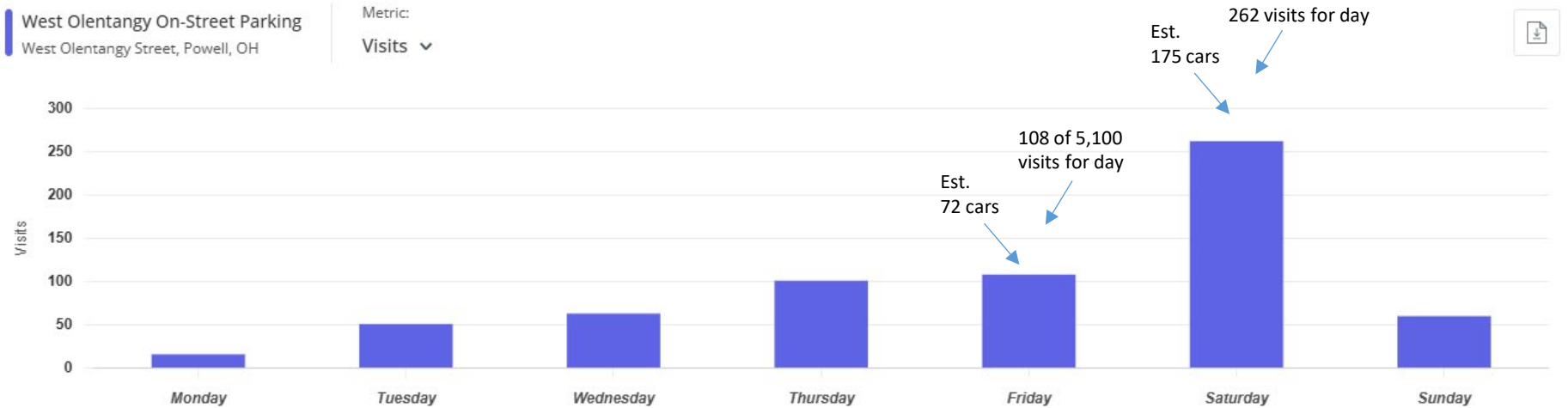
Busiest Week of Year – Aug. 4 to 10, 2025 – West Olentangy St. On-Street Parking – 22 Spaces

660 visits of the 22,700 visits to Downtown Powell in that week (2.9%) – 62 min avg. visit

Hourly Visits ?



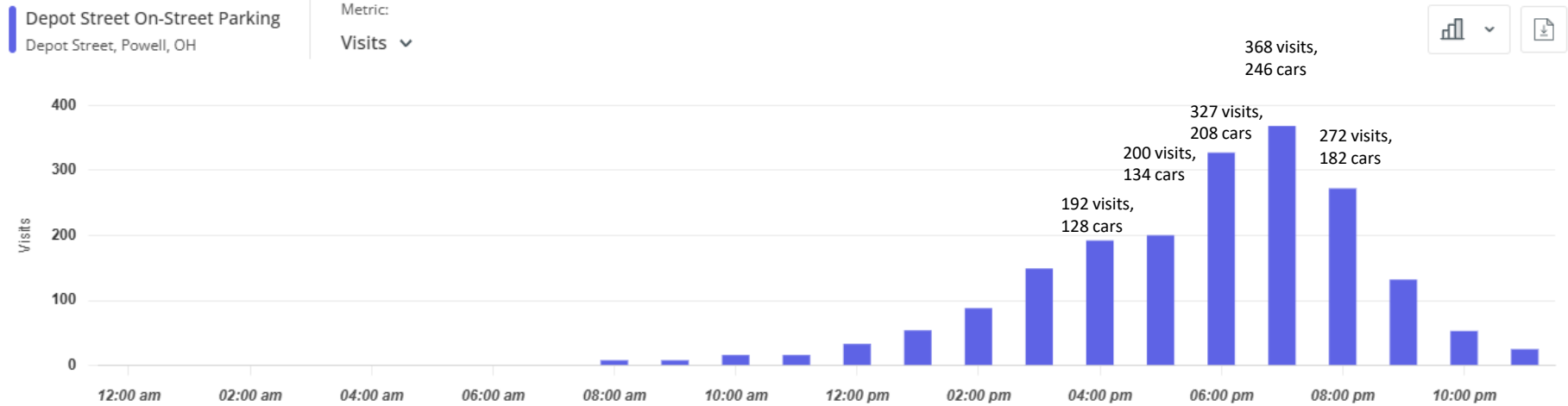
Daily Visits ?



Busiest Week of Year – Aug. 4 to 10, 2025 – Depot St. On-Street Parking – Variable Spaces

679 visits of the 22,700 visits to Downtown Powell in that week (3%) – 108 min avg. visit

Hourly Visits ?



Daily Visits ?

