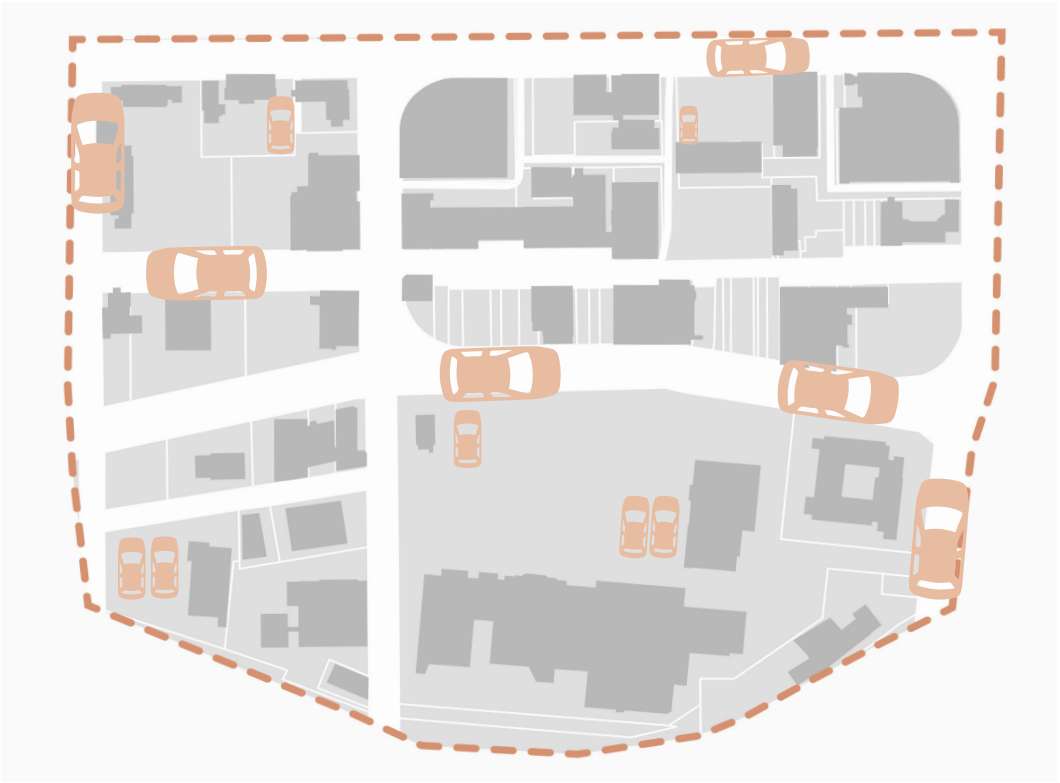

DOWNTOWN ROME PARKING STUDY

APRIL 2019

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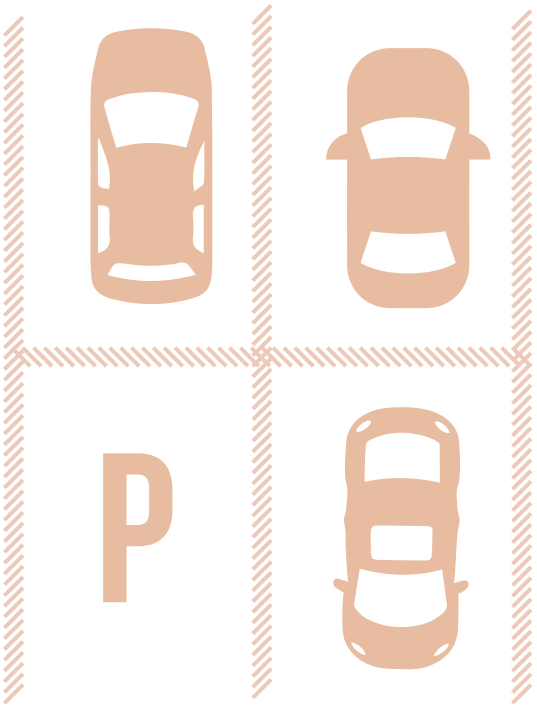

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PURPOSE + OVERVIEW

The purpose of this study is to ascertain the adequacy of the parking system in downtown Rome by documenting and analyzing existing parking demand and supply. The included recommendations are informed by these findings and consider both issues with the current system and opportunities for future improvement.

OVERVIEW

Adequate supply, clearly-defined access, and well-managed parking facilities contribute to an area's vitality, connectivity, and accessibility.

On-street parking and off-street parking lots provide vehicular access to businesses, residences, and other amenities and activities. The inclusion or exclusion of parking spaces can impact both real and perceived accessibility, either encouraging or discouraging business patronization and thereby influencing economic development. In the City of Rome, various attractions – including City Hall, Capitol Theatre, Fort Stanwix, and retail shopping – generate traffic, which makes convenient and ample parking imperative to unimpeded vehicular and pedestrian circulation.

The City of Rome has undertaken this parking study to analyze, mitigate, and eliminate downtown parking concerns. This study is one component of the broader Erie Boulevard Brownfield Opportunity Area (BOA) Nomination Study.

KEY STUDY TAKEAWAYS

Collected data and analysis from this study indicates that the downtown Rome parking system does not meet the target occupancy rates and is underutilized. Specific recommendations provided in this study are intended to increase visibility of the existing parking system, encourage increased use, and contribute to a vibrant downtown.

Challenges:

1. Abundant off-street surface parking
2. Underutilized parking spaces
3. Limited and confusing parking regulations and signage

Opportunities:

1. Walkability and wayfinding improvements
2. Aesthetic enhancements to parking lots and streetscapes
3. Connectivity and access

STUDY AREA BOUNDARIES

STUDY AREA

The study area for this analysis is bounded by West Liberty Street to the north, George Street to the west, James Street to the east, and the railroad tracks to the south. This area is primarily commercial, with small businesses along West Dominick Street that are anchored by the large Freedom Plaza on the south side of Erie Boulevard.

The study area boundary incorporates a portion of both the Rome Downtown Revitalization Initiative (DRI) study area and the Erie Boulevard Brownfield Opportunity Area (BOA).

Major destinations within and adjacent to the study area generate significant traffic that impacts parking utilization. These destinations include the Capitol Theatre and Fort Stanwix.

Downtown Focus Area

A subarea of the study area was analyzed in further detail and is referred to as the Downtown Focus Area. This area is defined by Liberty Street, George Street, James Street, and Erie Boulevard. This area is impacted by significant traffic generators, such as the Capitol Theatre, Fort Stanwix, City Hall, and retail destinations.

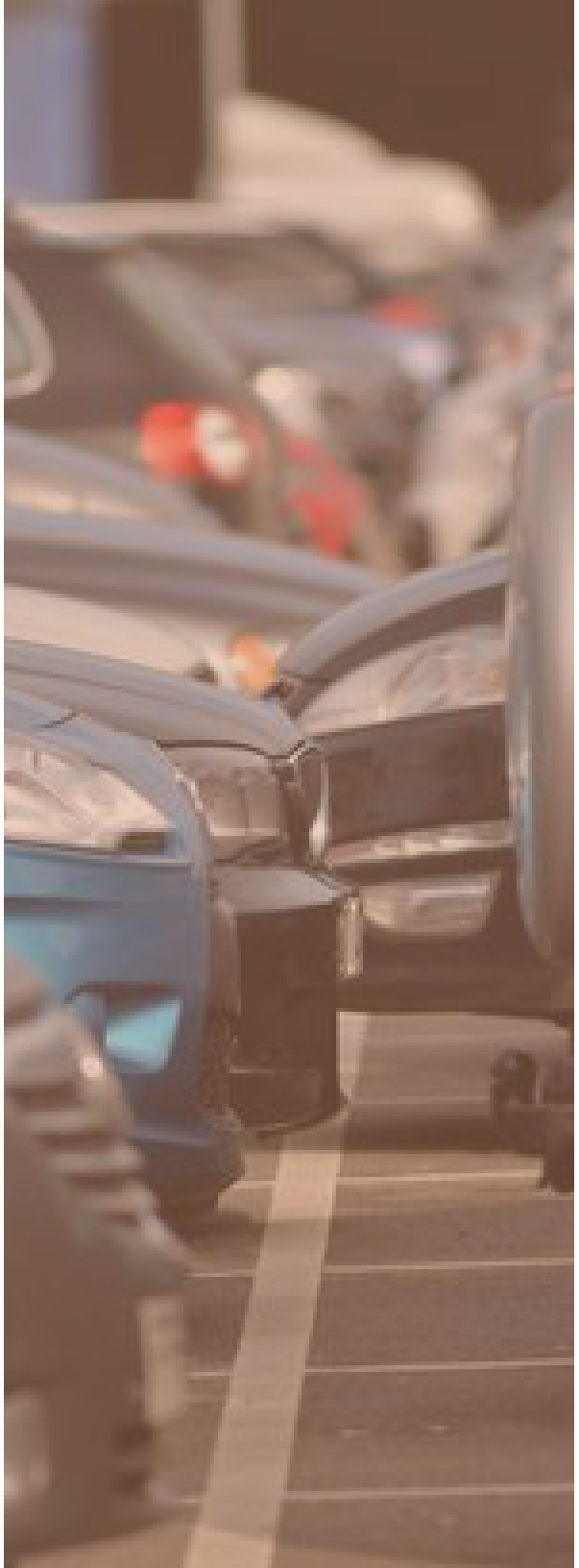
RELATIONSHIP TO OTHER RECENT AND ON-GOING STUDIES

The study area incorporates a portion of the City that was included in other recent and on-going initiatives. These include the City of Rome Downtown Revitalization Initiative (DRI) and the Erie Boulevard Brownfield Opportunity Area (BOA). The planned investment in the City's downtown core will have a profound impact within the next few years.

Parking Study Area

DRI Study Area

Erie Boulevard BOA Study Area



METHODOLOGY

Existing Parking Inventory

Visual field inspections were utilized to determine the location, quantity, type, and restrictions associated with existing on- and off-street parking facilities.

Parking utilization and regulations were studied for all streets within the study area including:

- Liberty
- James
- Madison
- Erie Boulevard
- George
- Dominick
- Adams
- Gigliotti
- Washington
- Eilenberg
- Boardman

Parking utilization and regulations for public and private off-street lots were studied at the block level. This study includes only publicly-available spaces that are not restricted or permit-controlled and

Occupancy Counts

Field occupancy counts were tabulated during representative weekdays and weekends in late January 2017 during morning (10AM to 11AM), midday (12PM to 2PM), afternoon (4PM to 5PM), and evening (7PM to 8PM) periods to determine the number of vehicles found utilizing parking spaces within the study area.

The collected occupancy counts reveal that there is a very substantial surplus of parking throughout the study area. There were few lots and streets that reached their effective capacity (above 90 percent occupancy, signifying ample surplus.

It is worth noting that counts were conducted in January, when parking demand for retail and restaurants is lower than at other times of year. Restaurants are busiest in summer and around Christmas, and retail is busiest at Christmas as well. While restaurants are typically at about 85 percent of peak in January, retail is only at 56%. The large difference in retail is primarily in stores that would service holiday shopping rather than service retail like banks and auto supply shops that have more even demand over the course of a year. Even though there is enough data to project December demand, given the mix of land uses in the north side of the study area (City, County and private office, service retail, and community-serving space are major presences), it is expected that the change in overall parking demand would not be very significant.

Compilation of Results

Parking utilization rates were determined by comparing the existing inventory with the observed occupancy of the parking system during various time periods.

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INVENTORY

Using a combination of field data and aerial imagery, the number of on-street and off-street parking spaces in the study area was collected. Parking supply refers to the total number of spaces available for use.

OVERVIEW

Downtown Rome contains an abundant supply of on- and off-street parking.

PARKING TERMINOLOGY

Parking spaces in this study are organized into on-street and off-street parking.

On-Street Parking

Parking availability and occupancy counts were performed for all unrestricted, public streets within the study area. It should be noted that West Liberty Street, Erie Boulevard, and Boardman Street do not offer on-street parking; therefore, utilization for these roads were not calculated.

Off-Street Parking

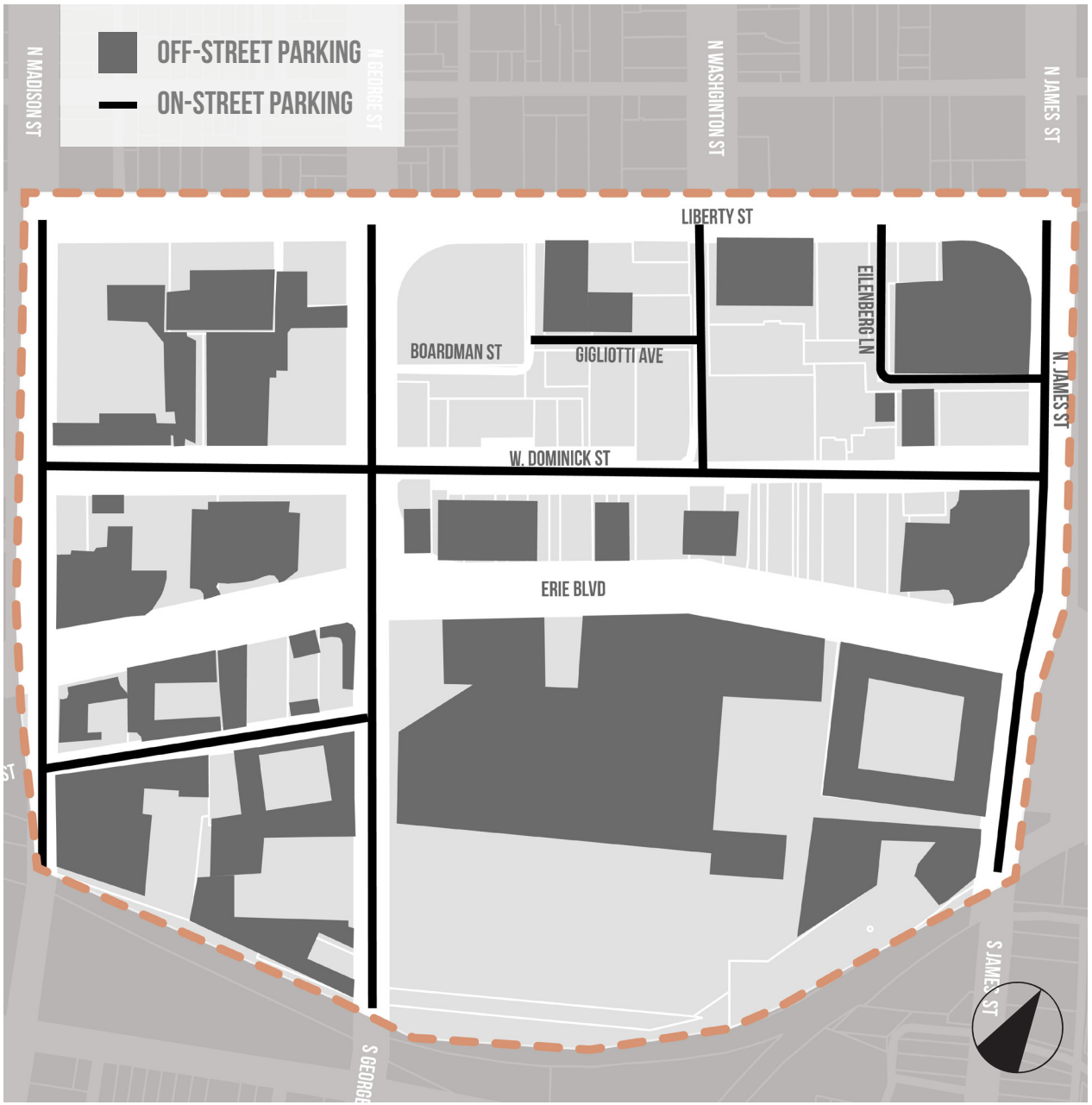
Parking lot availability and occupancy counts were performed for municipal and private parking lots contained within the downtown Rome study area.

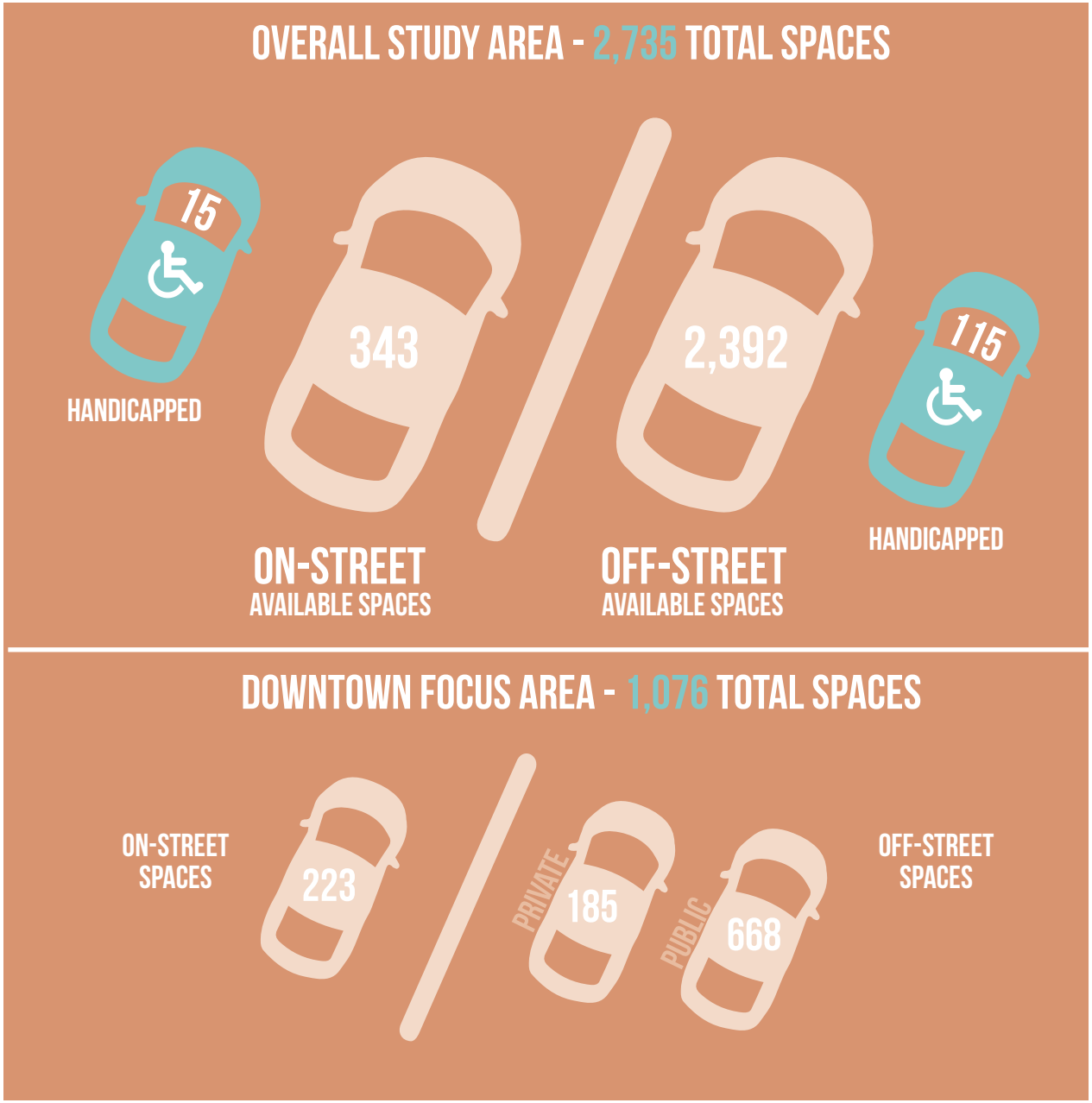
Off street parking is categorized as follows:

- Municipal-owned, public parking;
- Municipal-owned,partially-reserved parking;
- Privately-owned, public parking.

From a management perspective, there are critical differences between on-street and off-street parking. The supply of on-street parking is fixed due to the configuration of the roadway. On the other hand, off-street parking spaces are in flux since additional parking facilities can be built or removed to accommodate future development.

PARKING INVENTORY





INVENTORY SUMMARY

A balanced mix of parking and other land uses are vital components for a thriving downtown. The City of Rome has abundant parking within the study area. There is a total of 2,735 spaces within the study area, 343 are on-street and 2,392 are off-street.

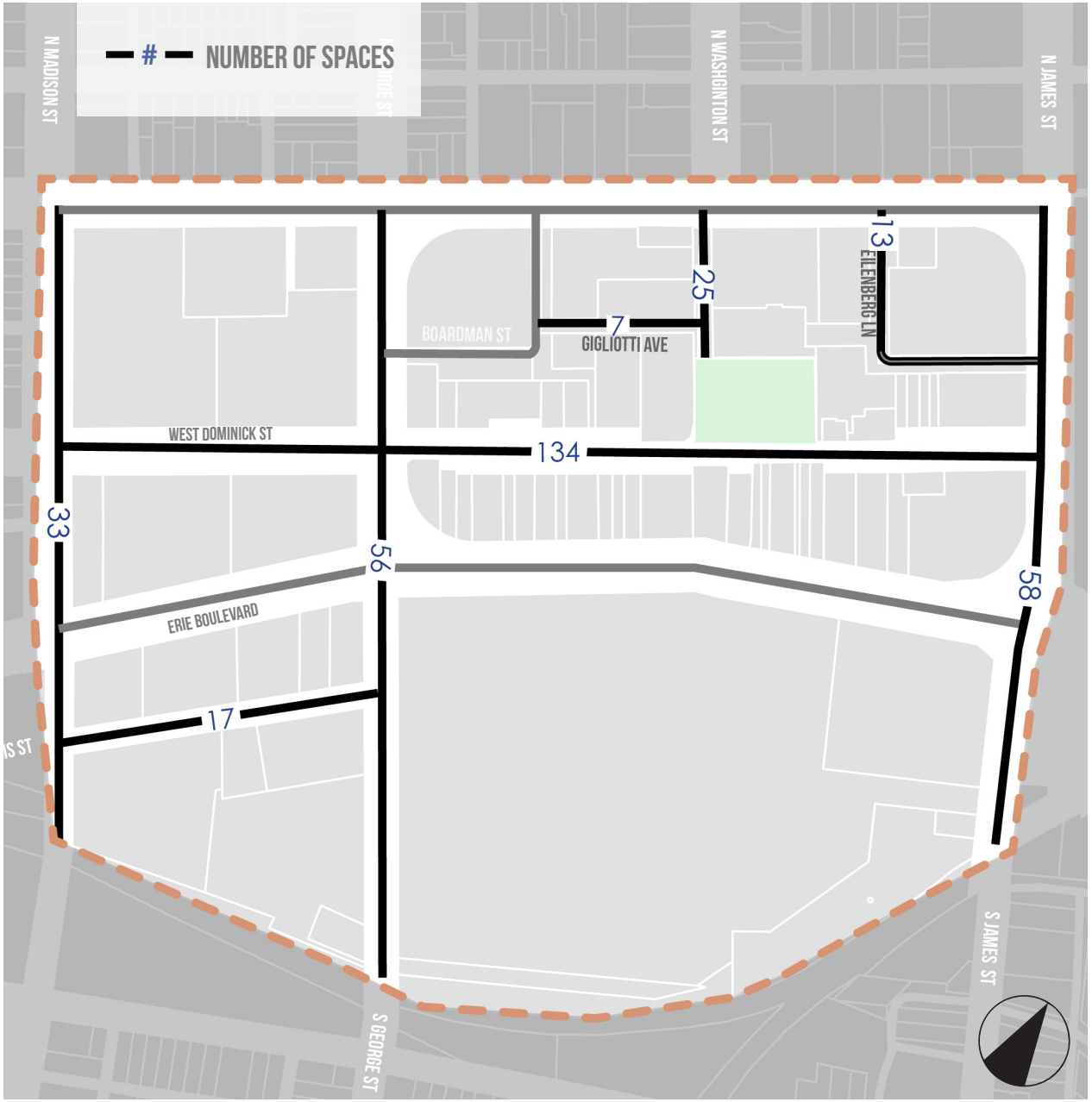
The quality of parking is equally important as the quantity. Availability of American Disability Act (ADA) compliant spaces for potential users contributes to overall quality of life and accessibility. Downtown offers 130 ADA-accessible spaces in a combination of both on- and off-street spaces.

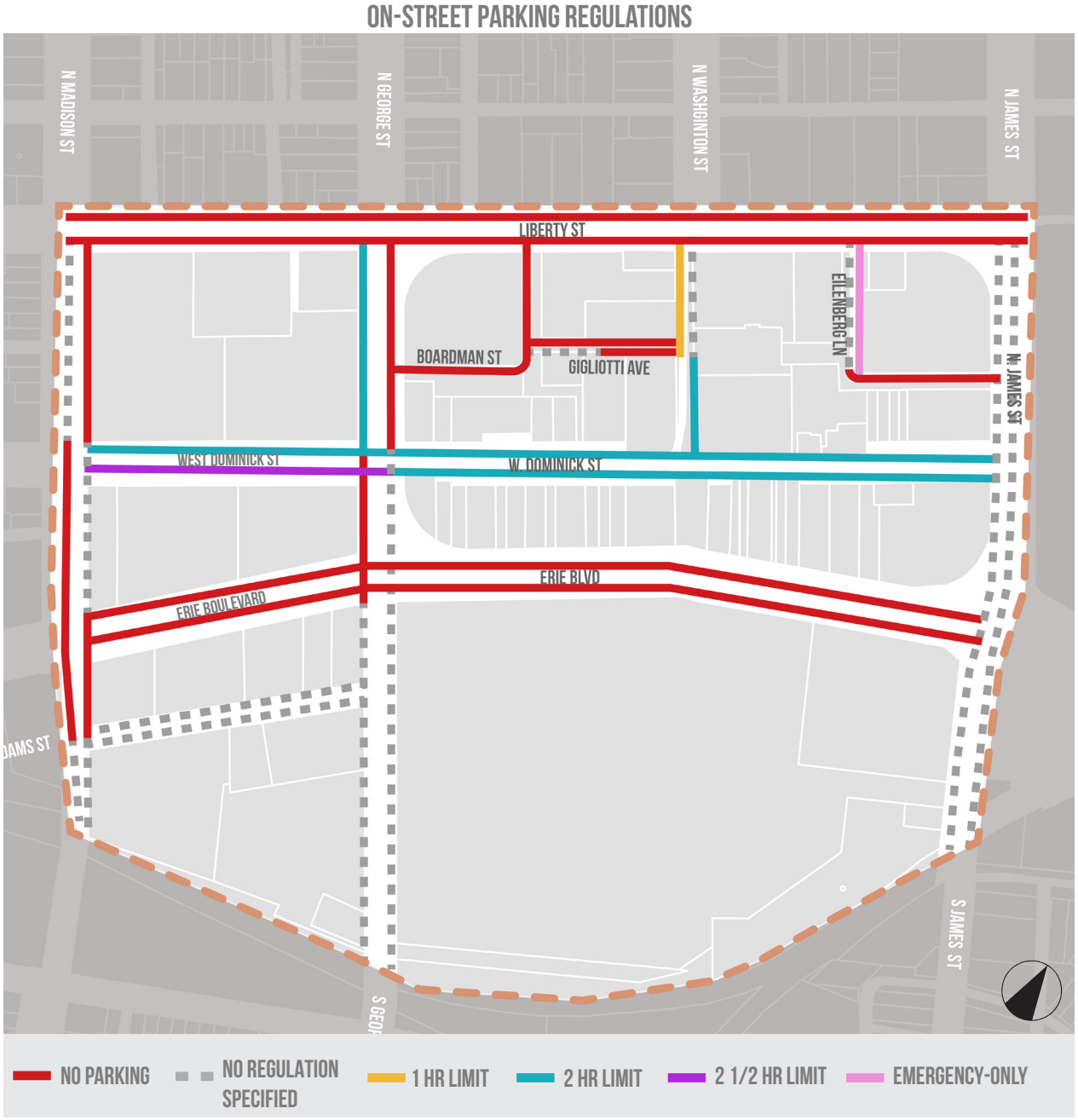
The Downtown Focus Area has a total of 1,076 spaces, of which 223 spaces are on street and 853 spaces are off-street. The majority of off-street spaces are publicly-owned, totaling 668 spaces.

ON-STREET SUPPLY

There are a total of 343 on-street parking spaces throughout the study area. West Liberty Street, Erie Boulevard, and Boardman Street do not provide on-street parking. The majority of on-street parking is located on West Dominick Street, which contains spaces angled at 45-degrees from South George Street to James Street. Parking on all other City streets is parallel to the street.

ON-STREET PARKING SUPPLY





ON-STREET REGULATIONS

There are six different on-street parking regulations within the study area. A large portion of the study area does not allow on-street parking. These streets include West Liberty Street, Erie Boulevard, Boardman Street, and portions of Madison Street, George Street (east side), Gigliotti Avenue, and Eilenberg Lane.

West Dominick Street has a 2-hour parking limit, except for the southern side between Madison Street and George Street, which allows parking for up to 2 1/2 hours. North Washington Street has a 1-hour parking limit on the western side and a 2-hour limit on the eastern side. Additionally, the eastern side of Eilenberg Street restricts parking to emergency vehicles at all times. James Street allows parking on both sides of the street, but does not define parking spaces.

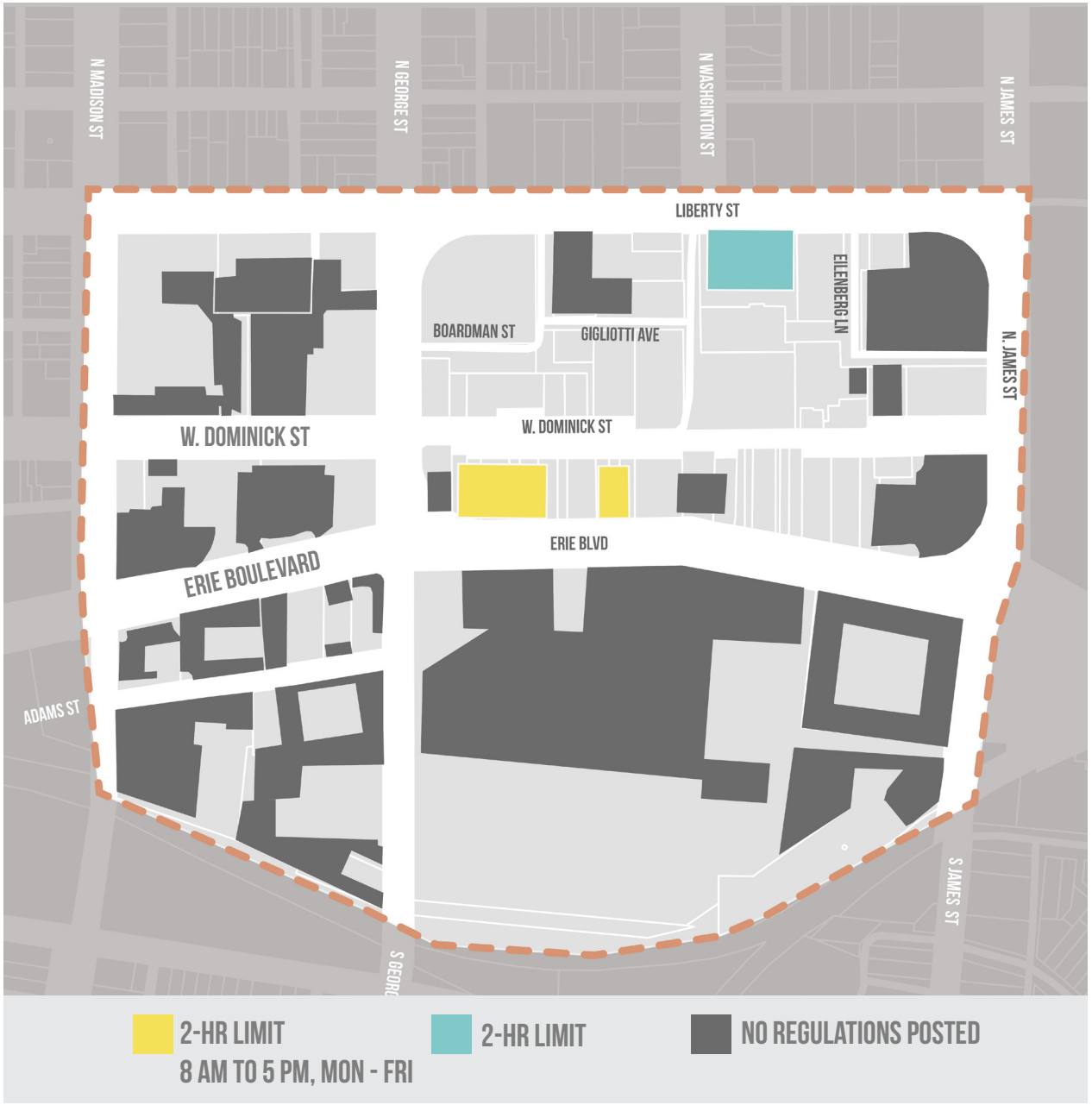
OFF-STREET SUPPLY

There are 37 parking lots or garages within the study area that provide 2,392 parking spaces. The majority of these lots are surface parking lots as well as a parking garage. A total of 115 of these spaces are ADA-accessible.

Privately-owned lots account for 1530 spaces, publicly-owned lots account for 235 spaces, and publicly-owned, partially-restricted lots account for 627 spaces.

There is a mix of publicly- and privately-owned lots throughout the study area. The majority of the privately-owned lots are associated with adjacent businesses. Publicly-owned lots are located near municipal and government services including City Hall, Oneida Social Services, and New York State Department of Motor Vehicles. Two publicly-owned lots (including a parking garage and one surface lot) are partially-restricted to the public. For example, the parking garage is owned by the City of Rome but has restricted spaces on the ground floor. The inventory of off-street parking is provided in Appendix B.

OFF-STREET PARKING SUPPLY

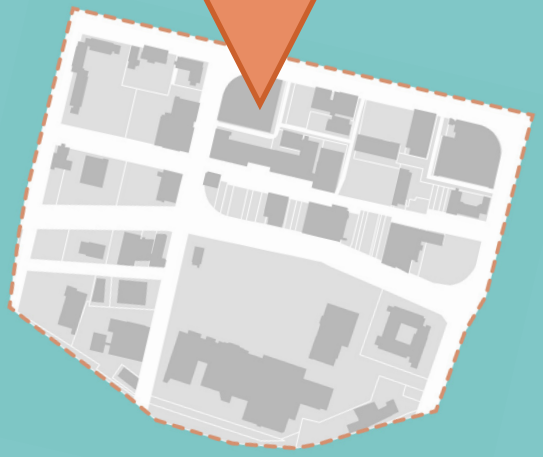


OFF-STREET REGULATIONS

Posted parking regulations advice users when and how long they are able to park in a particular lot for. The majority of parking lots within the downtown area are not regulation or do not have posted signage. Most of these parking lots are privately-owned.

The City Hall Lot has a two hour parking limit. Additionally, other municipal-owned lots shown in yellow have free 2-hour parking limits. However, this time restriction is limited to Monday through Friday from 8 AM to 5 PM.

LIBERTY/GEORGE PARKING GARAGE



110 N GEORGE STREET

IN JANUARY 2017, WHEN THE PARKING COUNTS FOR THIS STUDY WERE COLLECTED, THIS PARKING GARAGE WAS PARTIALLY OPEN FOR USE. SINCE THEN THIS FACILITY HAS BEEN DEEMED **STRUCTURALLY DEFICIENT** AND UNSAFE FOR CONTINUED USE.

THIS STRUCTURE IS SET TO BE **DEMOLISHED**, PENDING FUNDING FROM THE DOWNTOWN REVITALIZATION INITIATIVE. INTERIM PLANS CALL FOR A **PUBLIC PARKING LOT**.

FUTURE VISION FOR SITE: **MIXED-USE BUILDING** WITH APARTMENTS, OFFICE AND RETAIL SPACE.

ADA-ACCESSIBLE SPACES

According to the American Disability Act, accessible parking for disabled individuals must be provided and conveniently available. It is important for ADA-accessible spaces to be available, especially in high-demand downtown areas. ADA-accessible spaces should be located on the shortest accessible route of travel to a facility entrance.

A total of 130 accessible spaces are provided throughout the study area; 15 of which are on-street and 115 of which are off-street.

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UTILIZATION

Parking utilization is one of the central concepts of parking management. Whether in reference to on-street parking or an off-street parking lot, utilization describes the percentage of spaces that are occupied at any given time. The chapter provides a summary of parking utilization in downtown Rome.

OVERVIEW

Utilization of the downtown Rome parking system is low.

UTILIZATION DATA ANALYSIS

Parking utilization rates represent the relationship between parking occupancy and parking supply. Low occupancy rates indicate that spaces are unused. While low rates may provide convenience to some motorists, this can be an indication that parking is oversupplied or overpriced. On the other hand, high occupancy may suggest that the existing supply does not adequately accommodate demand or that parking is underpriced.

A desirable target for parking utilization is a goal of 85% occupancy. At this rate, most spaces are full but arriving drivers can easily find an available space. For on-street parking, 85% occupancy means about one open space on each block, allowing easy access to businesses but also creating a bustling downtown environment. At lower occupancy, there is more parking than necessary. At higher occupancy, it is difficult for drivers to find an unoccupied space, causing them to circulate and generate excess traffic, or leave the area altogether. From this perspective, too much parking can be just as harmful as not enough.

The utilization of the parking system within Rome was measured by comparing the observed occupancy to the number of available spaces. The resulting utilization rate was used to identify areas where parking is adequately supplied as well as areas where additional parking may be necessary.

Occupancy counts were counted at various times during one weekday and one weekend day in mid-January 2017.

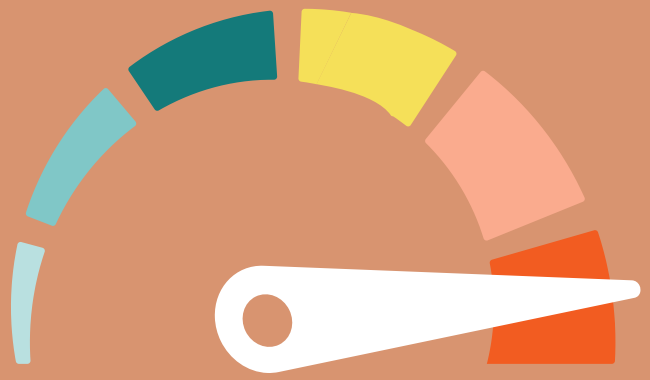
WHAT IS A UTILIZATION ANALYSIS?

Utilization analysis is a statistical method for determining the availability of parking in a given area. Based on field data and observations, this analysis can be used as a tool for assessing if either surplus of inefficient parking supply exists.

HOW IS IT CALCULATED?

$$\frac{\text{\# OF OCCUPIED SPACES}}{\text{TOTAL \# OF AVAILABLE SPACES}} \times 100 = \text{\% UTILIZATION}$$

WHAT IS THE OPTIMAL TARGET?



85% OCCUPANCY

STUDY AREA UTILIZATION

TOTAL PARKING UTILIZATION

The parking utilization data shows that parking within downtown Rome is underutilized for both on-street and off-street parking, and at all times of day during weekends and weekdays. Utilization rates are well below the 85% target, suggesting adequate, potentially more than needed parking availability.

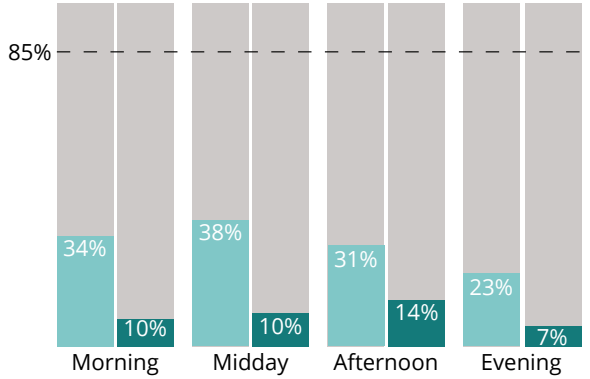
In general, on-street and off-street parking have very similar parking utilization rates. The maps on the following pages provide visual context of parking system utilization.

THE ROME PARKING SYSTEM IS UNDERUTILIZED

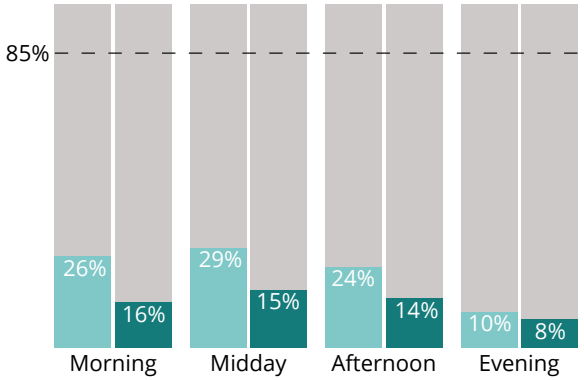
weekend

weekday

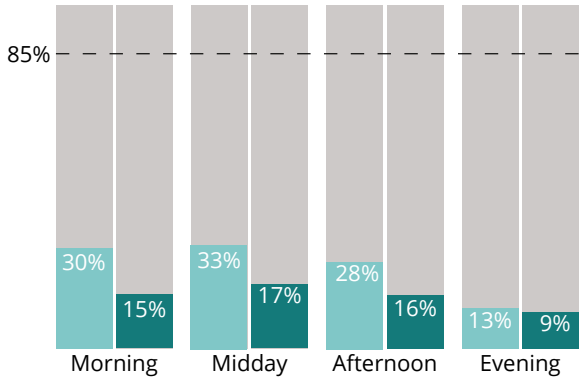
ON-STREET UTILIZATION



OFF-STREET UTILIZATION



TOTAL UTILIZATION



SUMMARY OF WEEKDAY UTILIZATION

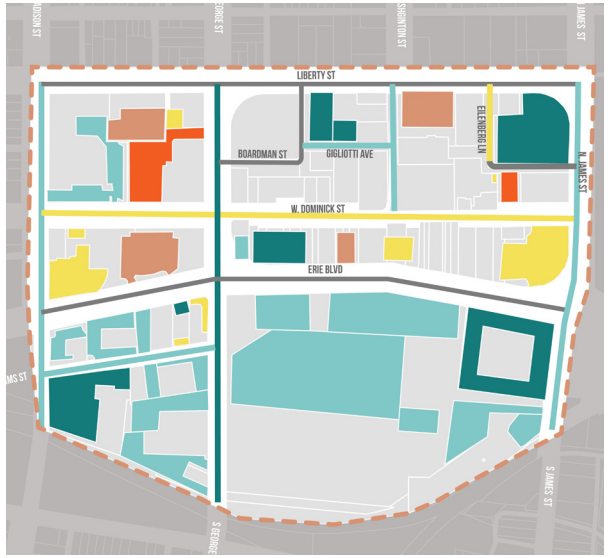
PARKING FACILITIES ARE MOST UTILIZED DURING THE WEEKDAY MORNING AND MID-DAY HOURS.

Both on-street and off-street parking are most utilized during the morning and mid-day time periods during the weekday. The most utilized parking lots include the ones associated with Working Solutions (a workforce development center), New York State DMV, City Hall surface parking lot, and Berkshire Bank lot.

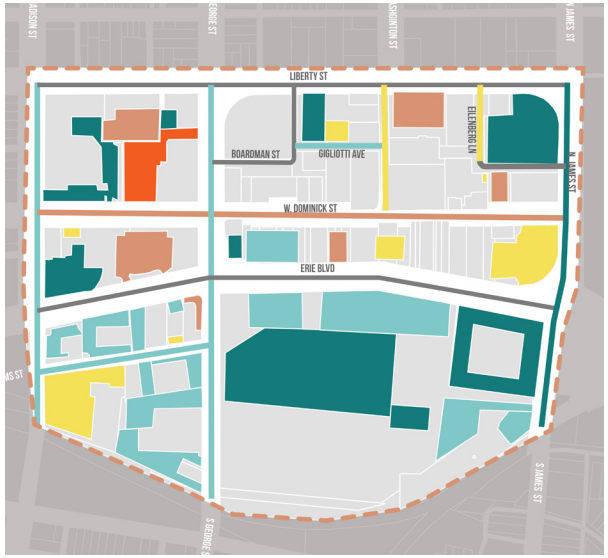
West Dominick Street is the most utilized during all weekday time periods, especially during mid-day. North Washington Street and Eilenberg Street are well utilized during the mid-day and afternoon time period as well.

The Liberty/James parking garage is significantly underutilized during all time periods, displaying a top utilization of 22.5% at 10 AM.

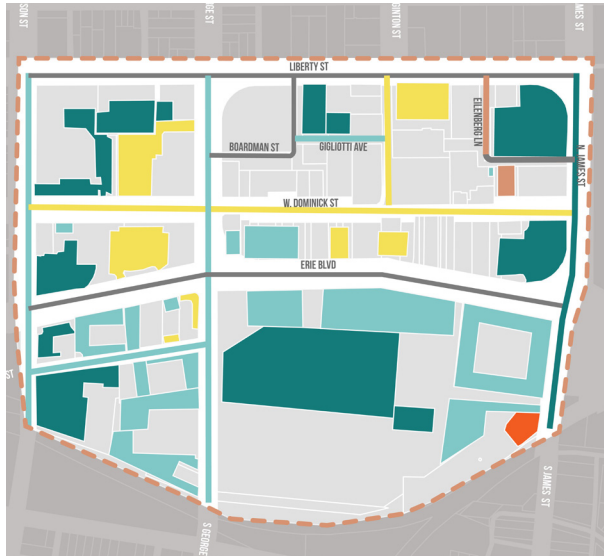
MORNING - 10 AM



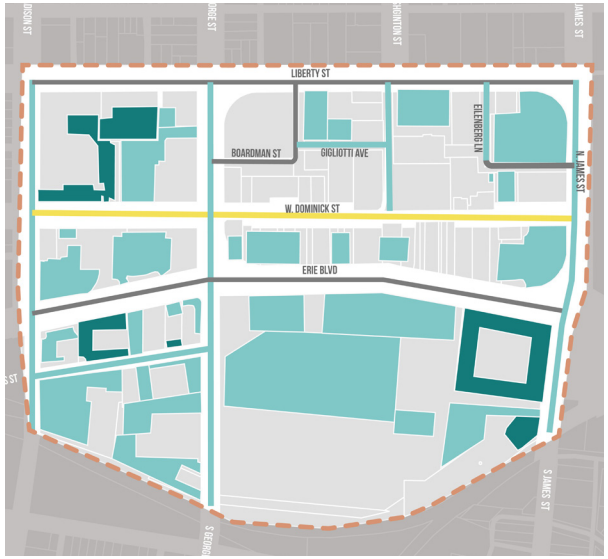
MID-DAY - 12 PM



AFTERNOON - 4 PM

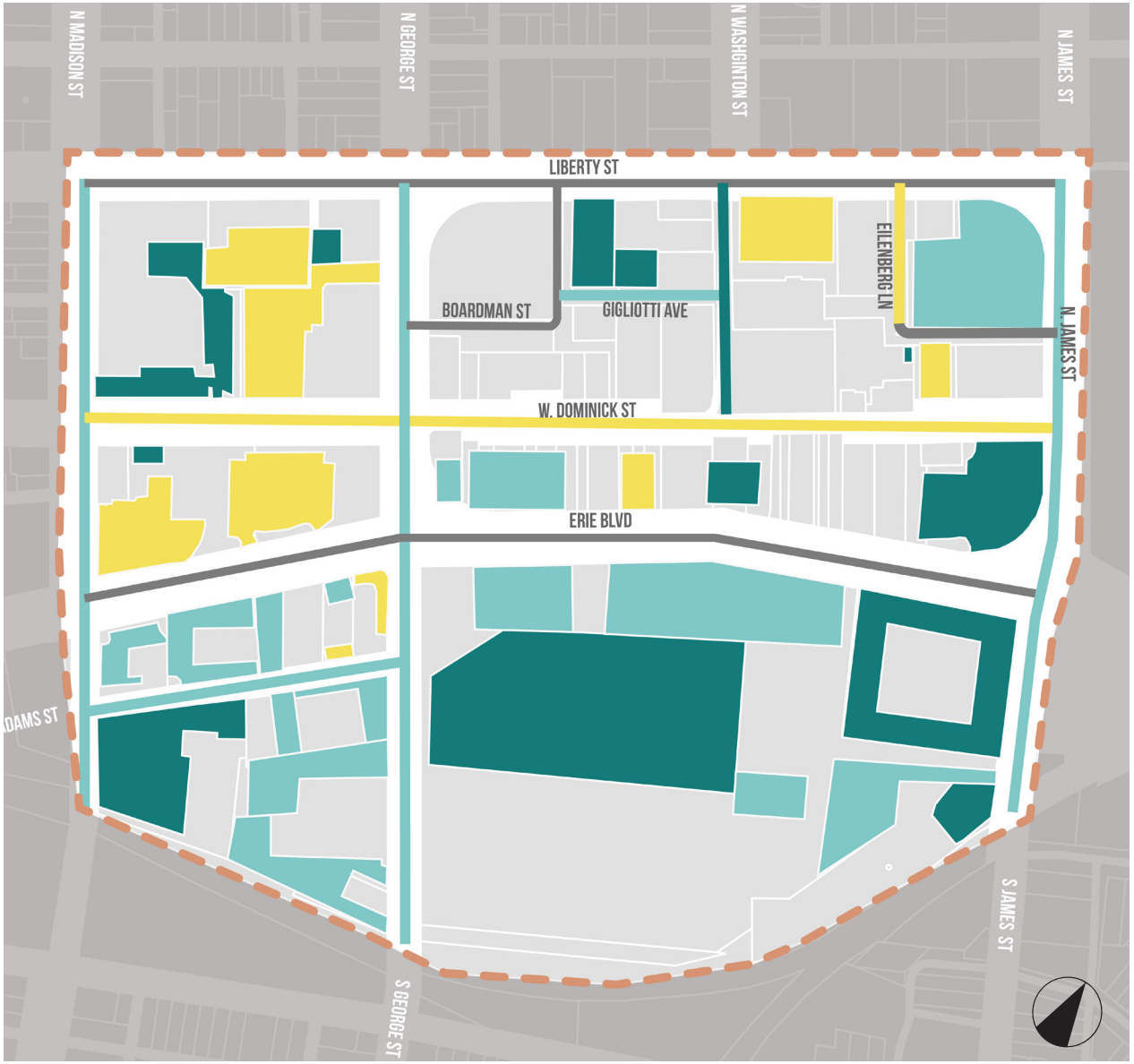


EVENING - 7 PM



0-20% UTILIZED | 21-40% UTILIZED | 41-60% UTILIZED | 61-80% UTILIZED | 81-100% UTILIZED

AVERAGE WEEKDAY UTILIZATION



0-20% UTILIZED | 21-40% UTILIZED | 41-60% UTILIZED | 61-80% UTILIZED | 81-100% UTILIZED

PARKING DEMAND

Parking demand within a downtown area varies based on the type of user. For example, residents may have different parking needs than employees of certain establishments. A balanced approach to managing utilization rates can improve convenience of each user. Residents and employees are also more likely to park within the study area during the weekday.

Residents -

Typically, residents have a strong preference to park near their home or apartment. Residents also have variable parking needs; short-term, long-term and guest parking.

Employees -

Generally, employees park in close proximity to their place of employment, but may be more willing to park a further distance away. Certain incentives may entice employees to park further from their workplace.

SUMMARY OF WEEKEND UTILIZATION

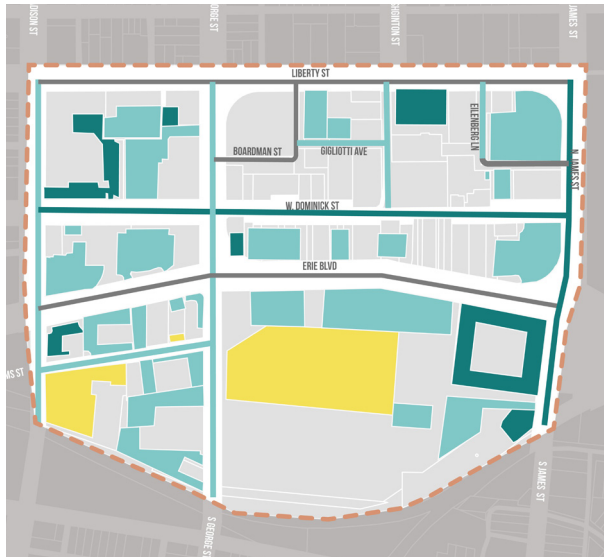
ESTABLISHMENTS SUCH AS ALDI GROCERY, FREEDOM PLAZA, AMERICAN LEGION AND DENNY'S RESTAURANT EXPERIENCE THE HIGHEST WEEKEND UTILIZATION.

During the weekend, retail establishments and restaurants experience the highest weekend utilization. Freedom Plaza, which contains a Tops Supermarket, Marshall's and JC Penny's, is most utilized during the morning, mid-day and afternoon period. ALDI Grocery is the highest utilized lot during the weekend, especially at 2 to 4 PM.

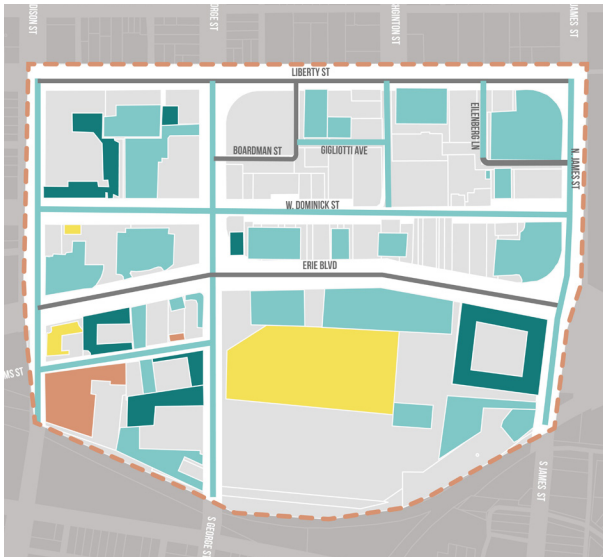
Residential parking lots, the Liberty/James parking garage, and other civic or service establishments experience low utilization rates at all time periods during the weekend.

On-street parking is most utilized during the morning and afternoon time period, with West Dominick Street experiencing the highest utilization.

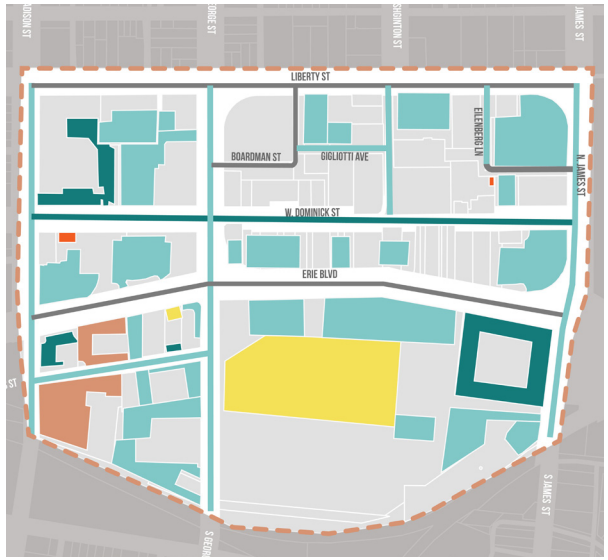
MORNING - 11 AM



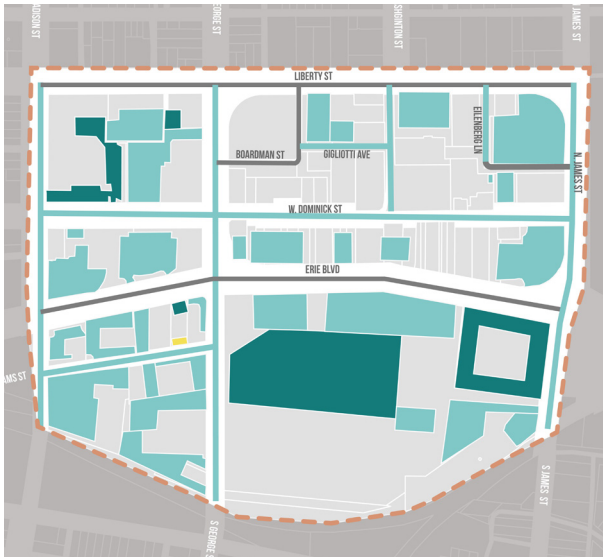
MID-DAY - 2 PM



AFTERNOON - 4 PM

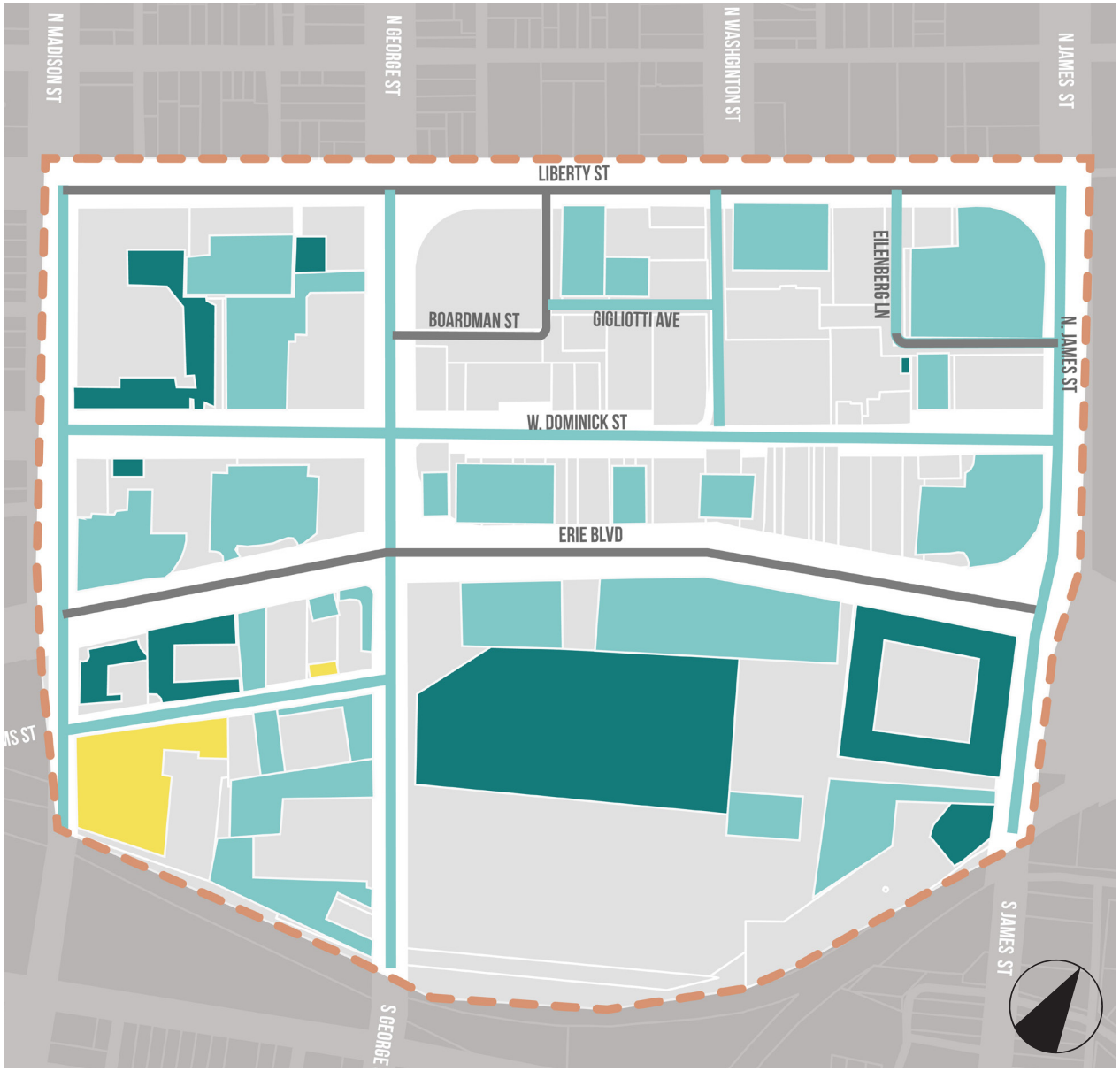


EVENING - 7 PM



0-20% UTILIZED | 21-40% UTILIZED | 41-60% UTILIZED | 61-80% UTILIZED | 81-100% UTILIZED

AVERAGE WEEKEND UTILIZATION



PARKING DEMAND

On-street parking utilization is low during the weekend period. Parking lots associated with retail establishments and restaurants are the heaviest utilized lots during the weekend.

Parking overall is less utilized on weekends as compared to weekdays in downtown Rome.

It should also be noted that the potential for approximately 36 on-street spaces on Liberty Street would further reduce utilization downtown.

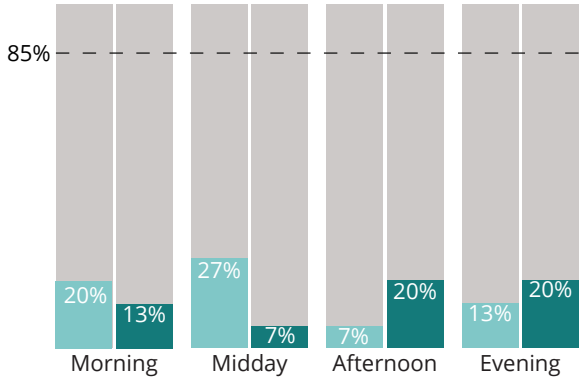
ADA-ACCESSIBLE SPACE UTILIZATION

Generally, ADA-accessible off-street spaces are utilized more than on-street spaces. However, on both weekends and weekdays, parking utilization for ADA-accessible spaces is well below the 85% target occupancy rate.

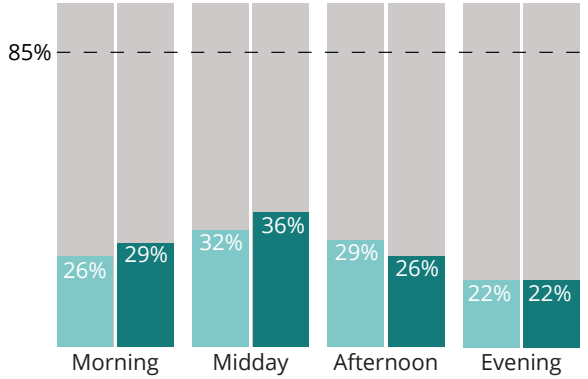
OFF-STREET ADA-ACCESSIBLE SPACES ARE MORE UTILIZED THAN ON-STREET SPACES.

weekend

ON-STREET UTILIZATION

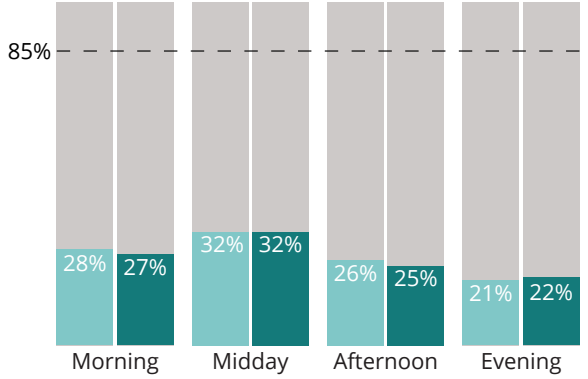


OFF-STREET UTILIZATION



weekday

TOTAL UTILIZATION



DOWNTOWN FOCUS AREA UTILIZATION

TOTAL PARKING UTILIZATION

The parking utilization data shows that parking within the Downtown Focus Area is similar to the utilization of the overall study area. Parking for both on- and off-street parking is underutilized during the weekday and the weekend. Similarly to the overall study area, utilization rates do not reach the 85% target rate, which indicates adequate parking availability in the downtown.

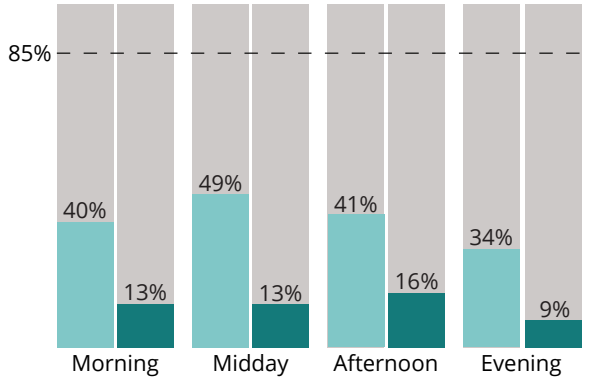
In general, the public and private off-street parking is utilized similarly. All lots are the most utilized during the weekday morning, midday and afternoon hours. Private lots are slightly more utilized during these times as compared to public lots.

PARKING WITHIN THE DOWNTOWN FOCUS AREA IS UNDERUTILIZED

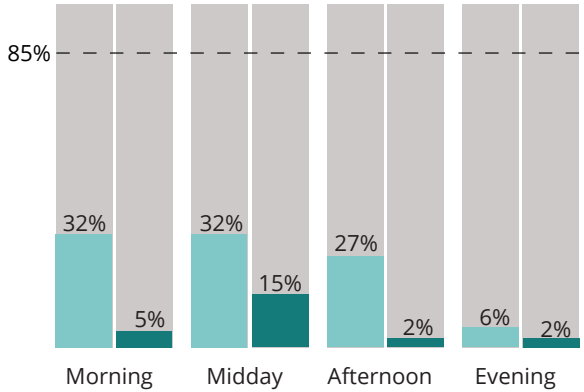
weekend

Weekday

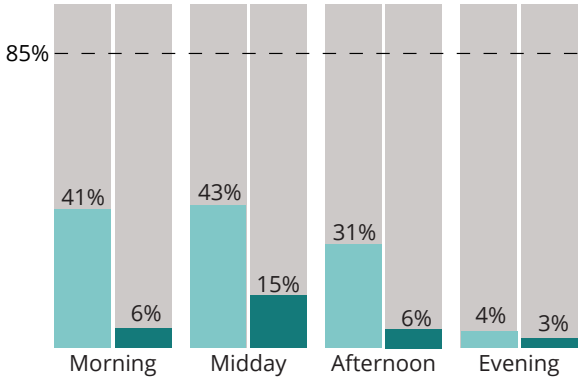
ON-STREET UTILIZATION



OFF-STREET UTILIZATION - PUBLIC LOTS



OFF-STREET UTILIZATION - PRIVATE LOTS



SUMMARY OF WEEKDAY UTILIZATION

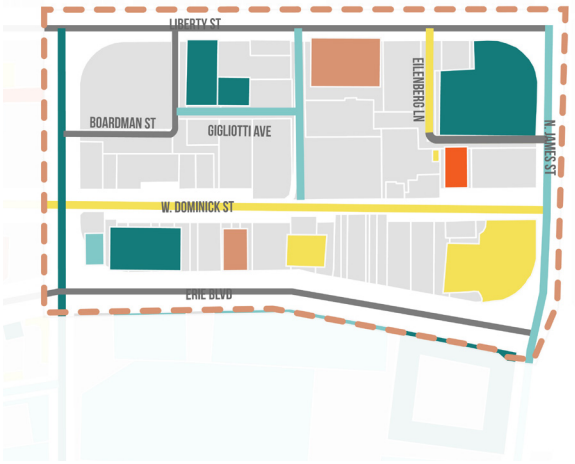
PARKING FACILITIES ARE MOST UTILIZED DURING THE WEEKDAY MORNING, MID-DAY AND AFTERNOON HOURS.

Both on-street and off-street parking are most utilized during the morning and mid-day time periods during the weekday. The most utilized parking lots include the City Hall lot and the Free East lot. Berkshire Bank has the highest off-street utilization during the weekday morning period at 86%.

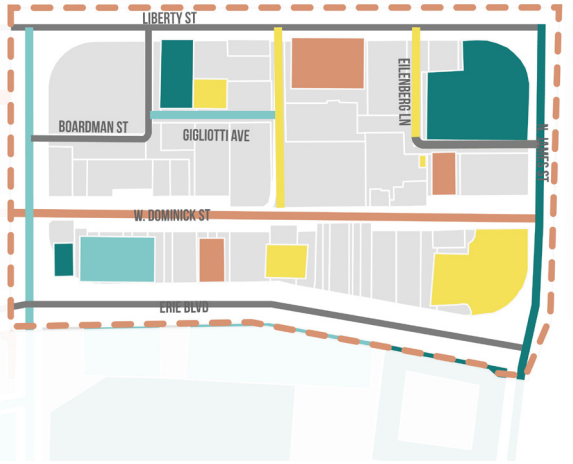
The Liberty/James parking garage is underutilized during all weekday time periods, displaying a top utilization of 22.5% at 10 AM.

All on- and off-street parking is significantly underutilized during the weekday evening period. West Dominick Street has the highest utilization rate of 66% during this time. North Washington Street and Eilenberg Street are well utilized during the mid-day and afternoon time period as well.

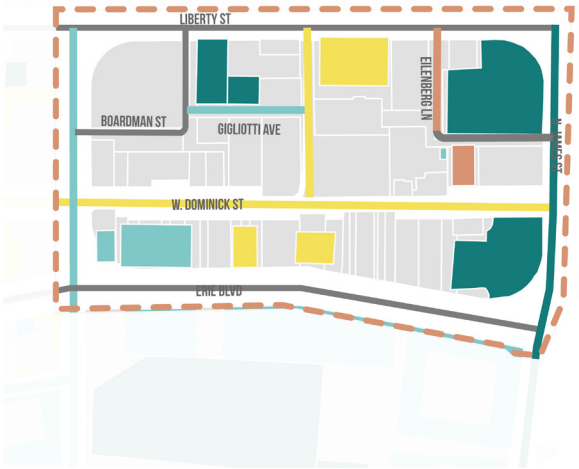
MORNING - 10 AM



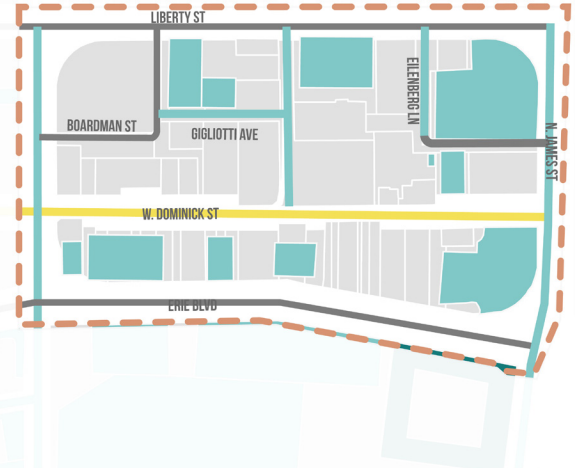
MID-DAY - 12 PM



AFTERNOON - 4 PM

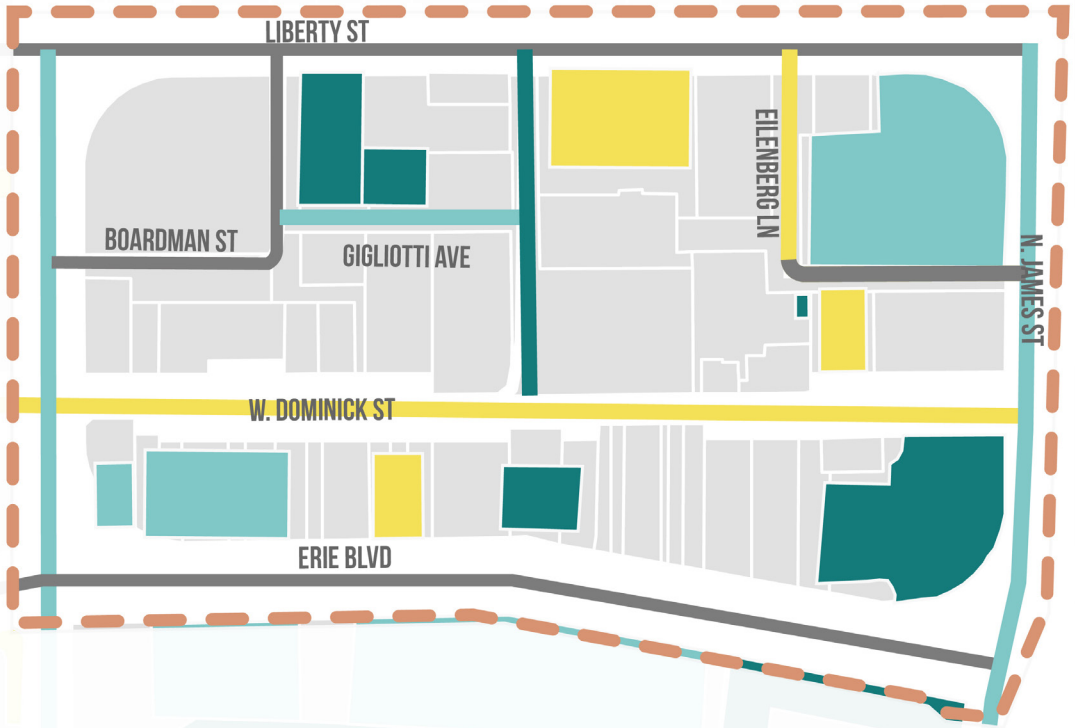


EVENING - 7 PM



0-20% UTILIZED | 21-40% UTILIZED | 41-60% UTILIZED | 61-80% UTILIZED | 81-100% UTILIZED

AVERAGE WEEKDAY UTILIZATION



0-20% UTILIZED | 21-40% UTILIZED | 41-60% UTILIZED | 61-80% UTILIZED | 81-100% UTILIZED

DURING THE WEEKDAY PARKING IS UNDERUTILIZED. THE HIGHEST UTILIZED LOTS IN THE DOWNTOWN FOCUS AREA INCLUDE THE CITY HALL LOT, BERKSHIRE BANK LOT, VERIZON LOT, REDEEMER CHURCH LOT, AND THE FREE LOT - WEST LOT, WITH THE TOP UTILIZATION REACHING 86%.

ON-STREET PARKING WITHIN THE DOWNTOWN FOCUS AREA IS ALSO UNDERUTILIZED. WEST DOMINICK STREET AND EILENBERG LANE HAVE THE HIGHEST UTILIZATION RATES DURING THE WEEKDAY.

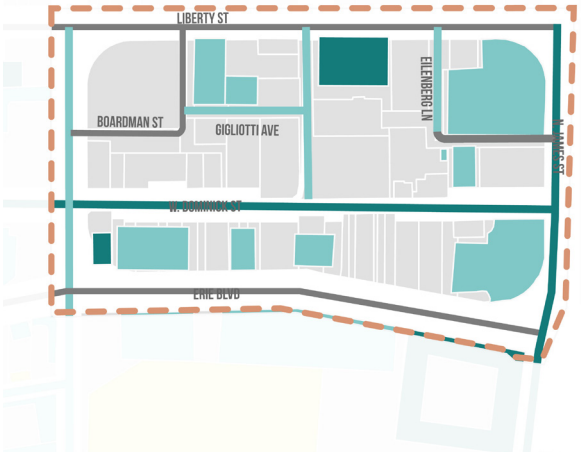
SUMMARY OF WEEKEND UTILIZATION

WEEKEND UTILIZATION IS CONSISTENTLY LOW DURING ALL WEEKEND HOURS.

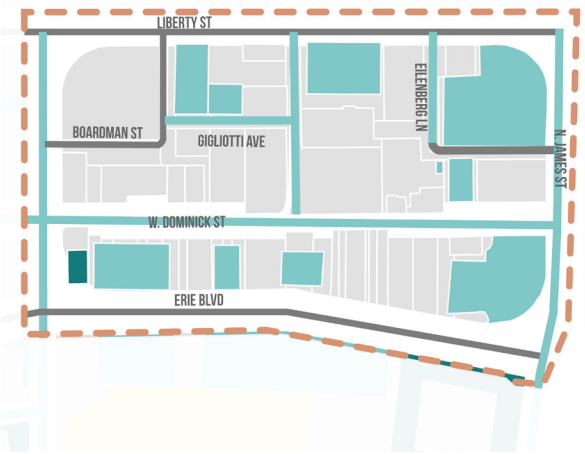
During the weekend, both on- and off-street parking is underutilized. The City Hall Lot and Engelbert's Lot have the highest utilization during the weekend with the highest rate reaching 21%. The Rome Mall Apartments Lot has a utilization rate of 100% during the afternoon period; however, this lot only contains two spaces.

On-street parking is most utilized during the morning and afternoon time period, with West Dominick Street experiencing the highest utilization.

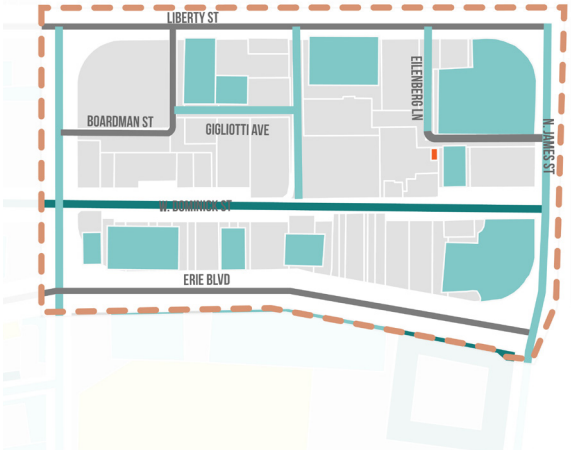
MORNING - 11 AM



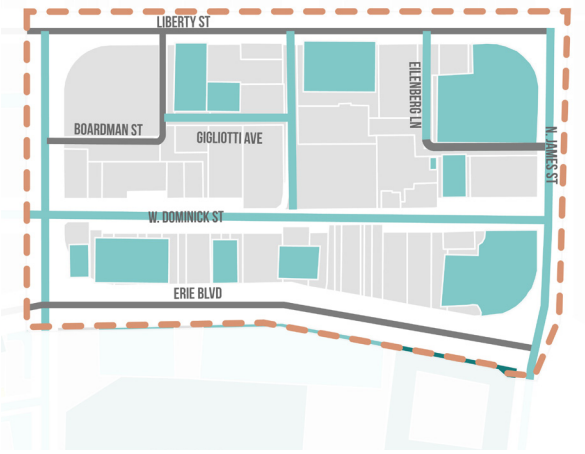
MID-DAY - 2 PM



AFTERNOON - 4 PM



EVENING - 7 PM



0-20% UTILIZED | 21-40% UTILIZED | 41-60% UTILIZED | 61-80% UTILIZED | 81-100% UTILIZED

AVERAGE WEEKEND UTILIZATION

0-20% UTILIZED | 21-40% UTILIZED | 41-60% UTILIZED | 61-80% UTILIZED | 81-100% UTILIZED

ON- AND OFF-STREET PARKING DURING THE WEEKDAY IS SIGNIFICANTLY UNDERUTILIZED AND IS BELOW THE TARGET UTILIZATION RATE OF 85%.

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RECOMMENDATIONS

Utilization of the existing parking system is low. Recommendations focus on increasing visibility and knowledge of the parking system. Recommendations are organized into Identification & Wayfinding, Policy & Administration, and Physical & Design Improvements.

OVERVIEW

Parking utilization within downtown is low; therefore, strategies focus on methods to increase walkability and visibility of the parking system and downtown.

IDENTIFICATION & WAYFINDING

1 WAYFINDING SIGNAGE

Wayfinding signage will increase visibility of the parking system, improve navigation for pedestrians and vehicles, and continue to create a cohesive identity for downtown Rome.

Through the Downtown Revitalization Initiative, the City identified wayfinding as a strategic project intended to enhance the downtown. Once implemented, the wayfinding system will improve navigation, create a more pedestrian-friendly environment and help direct people to destinations such as the Capital Theatre, Fort Stanwix and municipal parking.

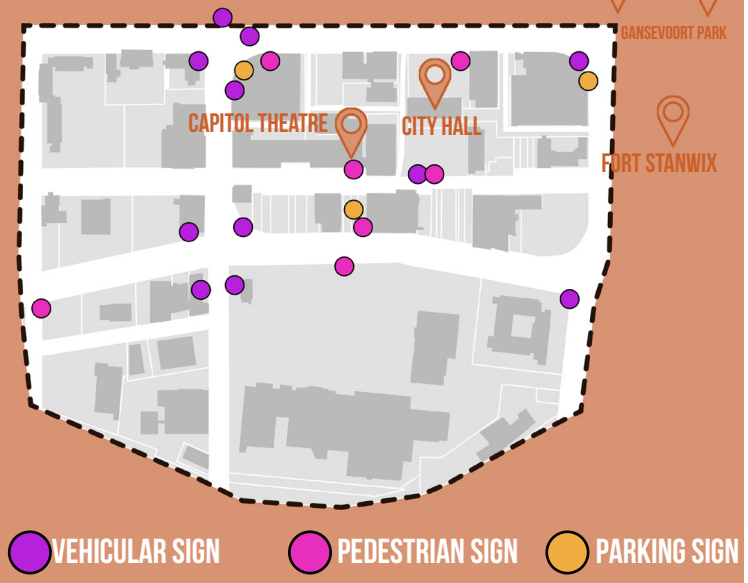
According to this plan, signs are to be individualized for both pedestrians and vehicles. Parking signs are designed to be easily identifiable to usher visitors to quick parking options, and help identify where public parking facilities are withing the City of Rome. Parking signs are to be installed within 25 feet of the parking facility entrance and mounted on existing light/utility poles where available.

In addition to implementing the DRI funded Wayfinding System and Parking Identification Signs, it is recommended that additional signs, consistent with the Rome branding, be installed at each municipal lot to further inform visitors of parking regulations.

DRI PROPOSED WAYFINDING SYSTEM DESIGN

Through recent initiatives, wayfinding signage within the City and downtown have been proposed. This wayfinding system focuses on all modes of transportation, and is intended to entice residents and visitors to explore downtown Rome. Proposed wayfinding signage includes pedestrian and vehicular signage to direct visitors to specified locations, including major destinations and municipal parking lots.

Parking signs are proposed at the Liberty/ James Parking Garage, Liberty/George site, and lot adjacent to the Rome Memorial Hospital.



EXAMPLE SIGNAGE

The proposed signage system includes gateway, directional, kiosk, and light pole banners. All of these elements contribute to a cohesive brand specific to Rome. As part of the wayfinding system, parking signs should be installed at municipal lots or wherever pubic parking is permitted. These signs can include messages such as limits and regulations.

2 WAYFINDING TECHNOLOGY

In the last few years, technological advances have made it possible to make traditional wayfinding more accessible and easier to understand for users. The use of integrated technology in signage can improve parking in downtown Rome. Wayfinding technology recommended for Rome involves two components:

- Digital Wayfinding Signage/Sensors; and
- Mobile Applications.

Digital Wayfinding Signage/Sensors

Digital wayfinding can improve a vehicle user's experience by displaying available parking information in real time. This technology involves sensors and displays, and provides convenience to the user allowing them to access spaces quickly and easily. Sensors can either be installed on light poles or in-ground. This technology would be best suited for municipal-owned parking garages and can be expanded to on-street parking in the future.

Mobile Applications

As a complimentary feature to digital wayfinding signage, mobile applications can be linked to the sensors/displays to detect when on- or off-street parking may be available or occupancy. These mobile applications can allow users to pay for parking from their mobile phones. Since the Rome parking system is currently unmetered, this technology may not be practical in the short-term, but may be useful to the City in the future.

CAR PARKING SOLUTIONS

There are several companies that offer vehicle detection services for on- and off-street parking. SmartParking offers both overhead sensors/indicators as well as in-ground sensors for incorporation into an existing parking system.

Off-Street Parking Technology

Overhead indicators and available signage display clear, simple information to the user. Drivers are able to instantly identify if spaces are available and where the location. Signage can also be installed to direct drivers to available spaces.

On-Street Parking Technology

In-ground vehicle detectors track each on-street space individually and transmits data to technology devices for management, payment and compliance monitoring. These are wireless sensors that are powered by long-life batteries for low maintenance. These sensors can also help with parking monitoring over time.

SmartApp

This easy-to-use application syncs with digital sensors and displays parking availability in real time. Users are able to find spaces quicker and easier to improve traffic flow and save time. This app can be integrated with pay-by-phone technology if this feature is needed.


Overhead Indicators

Parking Space Display


In-Ground Sensors


Mobile Applications

3 INFORMATION ACCESSIBILITY

Easily accessible parking information can improve public acceptance of newly enacted parking policies and regulations, ensure the parking system is understandable to residents and visitors, and increase awareness of available parking locations and facilities. As new policies or regulations are implemented, the following strategies should be considered:

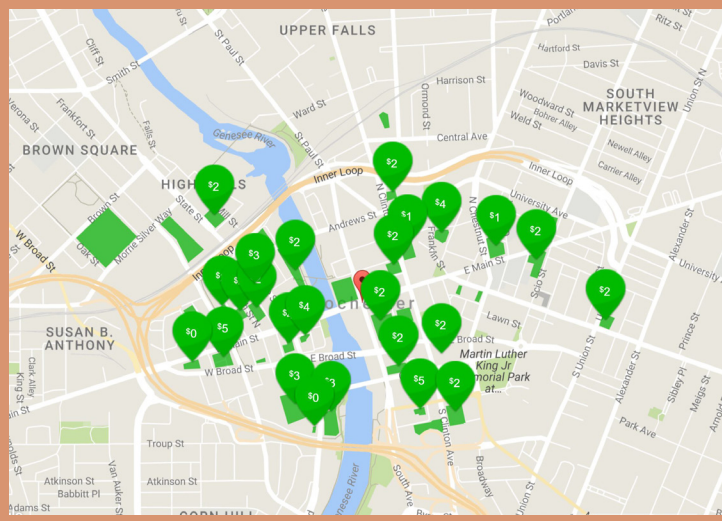
- **Improve access to parking system information.** An online, interactive parking map that displays the location and availability of public parking may boost visibility and occupancy. Those looking to visit downtown Rome would have an opportunity to pre-plan their trips to the City and know in advance where available parking exists. At a minimum parking information should display public parking locations, regulations and price (if applicable). Popular destinations within a short walking distance (such as the Capitol Theatre and Fort Stanwix) could also be displayed.
- **Publicly communicate the purpose and objectives of new parking regulations prior to implementation.** Regularly advertise and discuss proposed parking changes and measures to the public, and ensure ample time for feedback and modifications.

INTERACTIVE MAPPING

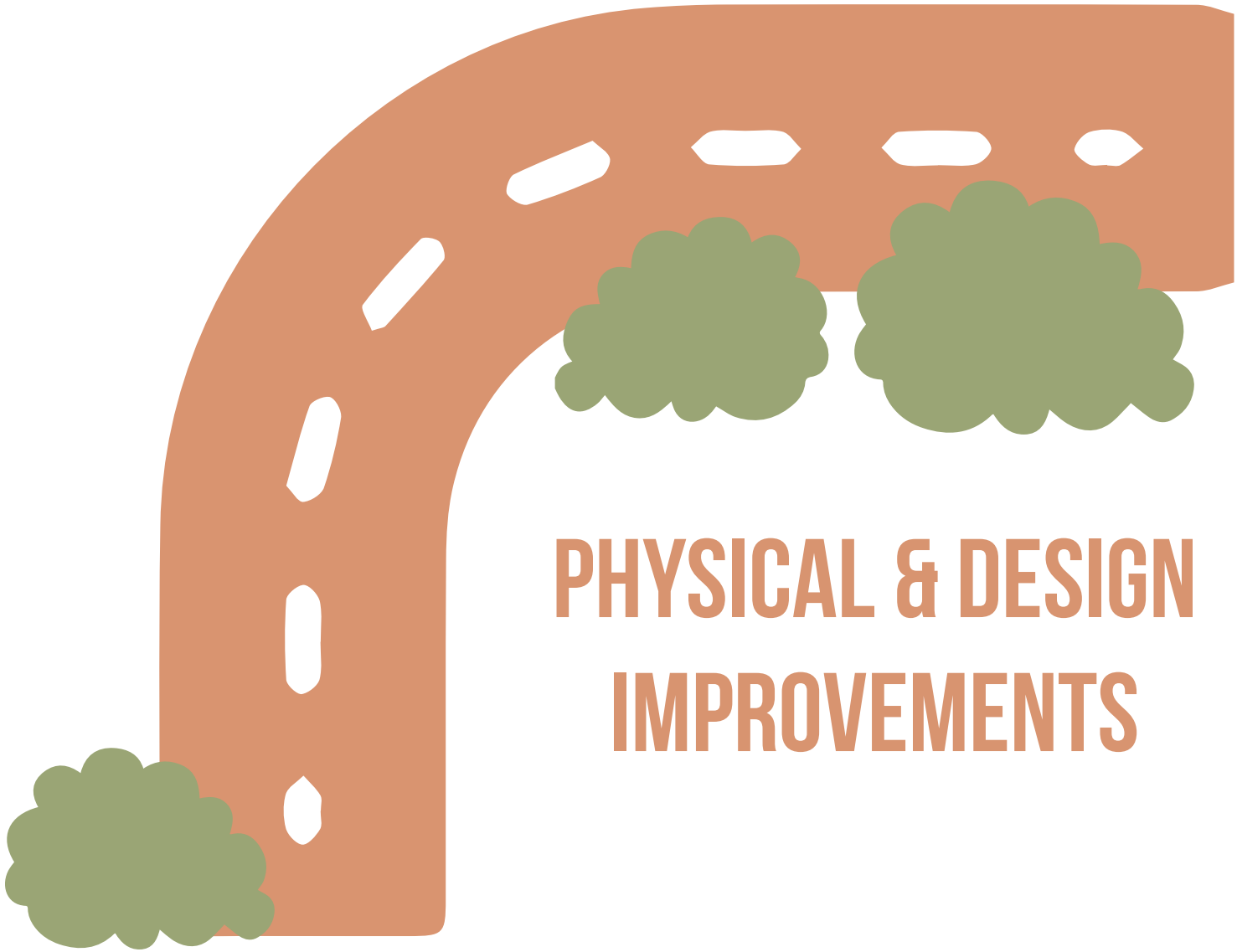
The internet and technology are an integral part of people's everyday lives. This combination allows the seamless transfer of information with the snap of a finger. Using this technology in the downtown Rome parking system will increase occupancy and utilization.

This technology can be especially effective for visitors to downtown Rome. If a family was traveling to the City for a day trip to check out the historic landmarks in Rome, such as Fort Stanwix and the Rome Historical Museum, they could access a public parking location map to determine the best location to park based on availability, proximity and price.

ParkMe is a web-based application that allows users to do just that. It displays public and private parking information for those on-the-go and in some cases allows users to reserve a space in the future. The City can collaborate with ParkMe to establish a parking system map, and display regulations and price.



Example of ParkMe Parking Location Map



PHYSICAL & DESIGN IMPROVEMENTS

4 PARKING LOT DESIGN

Parking lots are important public spaces. They are typically the first location visitors experience when arriving to the downtown, indicating that the appearance of and atmosphere conveyed to the user are particularly important. To create a meaningful first impression parking lot design can be attractive, safe, efficient and easy-to-use.

Parking lots throughout downtown Rome are barren and contribute to a bland urban landscape. Enhancing the visual appeal of these lots may contribute to increased lot utilization and help alleviate stormwater issues within the City.

By instituting design requirements that make parking lots pedestrian-friendly and multi-functional - such as landscaping, parking lot islands, enhanced lighting, ADA-accessible spaces, and pedestrian walkways - parking lots can be a gateway to Rome.

Green infrastructure design should be clearly indicated within the City's zoning code and incentivize property owners to increase landscaping and sustainability elements.

In the short term, green infrastructure and enhanced parking lot design elements can be instituted specifically on municipal lots. However, green infrastructure on Plaza North Lot, KFC Lot, Freedom Plaza Lot would provide significant improvement at these locations.

PARK〔ING〕LOTS

Green infrastructure can transform inefficient and unappealing parking lots into desirable urban spaces. Using landscaped islands, amenities for pedestrian safety, and green infrastructure elements can make a lot inviting and thus enhance the urban experience for visitors.

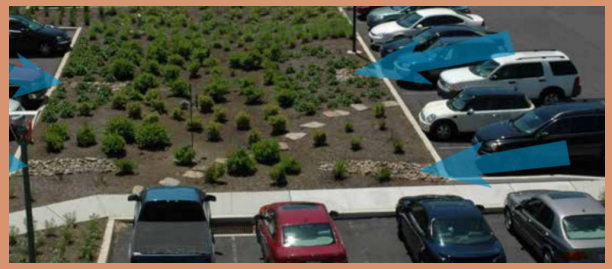
Adding "park" space into parking lots through small green spaces breaks up the pavement area and reduces the heat island effect. Such treatments also provide the opportunity to minimize stormwater runoff from impervious surfaces and can alleviate persistent flooding issues. Specific treatments include porous pavement, bioswales, rain gardens, planter boxes, vegetated medians, and edge buffers.

Parking lot design should consider the following:

- Accessibility
- Setbacks and screening
- Parking lot location in relationship to the principal structure and streetscape. Requiring parking lots in the rear yard is recommended.
- Minimum landscape requirements
- Lighting requirements
- Integration of pedestrian and bicycle facilities
- Integration of green infrastructure

1 PROMOTE LANDSCAPED ISLANDS

Bioswales or rain gardens reduce stormwater runoff and create an attractive asset



2 DESIGN FOR PEDESTRIAN SAFETY

Designate clear pathways to provide convenient access and safe pedestrian routes with landscape islands/medians

3 CONSIDER PERMEABLE PAVEMENT

Permeable pavement allows water to pass through to infiltrate directly into the soil. Material combination offers practical stormwater solutions and aesthetically interesting design

5 STREETSCAPE/PEDESTRIAN ENHANCEMENTS

Combined with wayfinding improvements, streetscape and pedestrian enhancements can strengthen the walkability downtown, and support Rome's unique identity.

Pedestrian and bicycle enhancements along busy roadways may reduce traffic speed and encourage alternative modes of transportation.

Upgrading infrastructure will have a transformative impact by making physical and aesthetic improvements and creating an environment that is more comfortable and safer for pedestrians. Improvements will include enhanced pedestrian crosswalks, pavement replacement, and the inclusion of pedestrian-level lighting and amenities including benches and planters.

Creating an environment that is safe and welcoming for pedestrians will increase activity on the street, which can have a direct impact on the local economy through increased vistorship and spending, and thus better utilize parking.

The City should ensure the implementation of proposed Erie Boulevard streetscape improvements. These types of improvements are also recommended for West Dominick Street and West Liberty Street.

DRI PROPOSED ERIE BOULEVARD STREETSCAPE IMPROVEMENTS

As part of the Downtown Revitalization Initiative, streetscape improvement specific to Erie Boulevard in downtown Rome were identified. The full project includes the design and implementation of pedestrian improvements along Erie Boulevard from James Street to Madison Street. Specific improvement to enhance walkability and the pedestrian experience include:

CROSSWALK ENHANCEMENTS - ERIE BOULEVARD AND GEORGE STREET

Improvements at this intersection include the installation of new crosswalk treatments, curb replacement (where needed), ornamental lighting, and planters. This improvement will allow for safer pedestrian crossing and connections and contribute to a walkable urban community.

SIDEWALK REPLACEMENT AND IMPROVED PEDESTRIAN AMENITIES

Improvements at this intersection include a designated sidewalk and landscaping/planters along Erie Boulevard. These improvements will provide a more comfortable experience for pedestrians and entice pedestrians to walk further distances and utilize alternative modes of transportation.

6 ON-STREET PARKING DELINEATION

It is important to clearly define downtown parking so residents and visitors can easily identify public parking. This will improve the visitor experience and encourage downtown activity.

James Street and George Street could benefit from defined parking delineation. This roadway currently has 49 available parking spaces on the east and west side of the street; however, since these spaces are not identified, visitors are unaware that these spaces exist. Delineation and identification of these spaces with high visibility paint and signage will improve accessibility of public parking spaces within the downtown.

JAMES STREET IMPROVEMENTS

James Street provides 49 parking spaces; 34 on the east side and 15 spaces on the west side. However, these spaces are not utilized to their fullest potential since they are not clearly identified. Delineating these spaces with high visibility paint and signage could increase the utilization of these spaces and visitors to Fort Stanwix.

REPRESENTATIVE ON-STREET PARKING DELINEATION

7 LIBERTY STREET IMPROVEMENTS

A number of streets within downtown Rome have several travel lanes with no on-street parking identified. In these instances, these travel lanes can be reduced or modified to accommodate additional parking.

Liberty Street currently has two travel lanes in each direction. Modification of this roadway, between George and James streets could include one on-street parking lane, one bus lane, and two travel lanes. This would increase the number of on-street parking spaces and improve the functionality of public transportation within downtown Rome.

LIBERTY STREET IMPROVEMENTS

A parking lane on the north side of Liberty Street between George Street and James Street is recommended. Delineating parking at this location could add approximately 36 parking spaces within downtown Rome. The addition of these spaces will further reduce on-street parking utilization within downtown.

8 INFILL DEVELOPMENT

As shown by the parking analysis, downtown Rome contains a large amount of surface parking lots. Infill development on some of these lots can be beneficial in the following:

- **Eliminating abundant surface parking.** Surface parking lots in Rome experience low utilization rates at all times of day and during both weekends and weekdays. Therefore a reduction in parking increase utilization rates.
- **Contributing to the urban fabric.** By developing surface parking lots with brick and mortar buildings, the urban fabric of Rome will be enhanced by creating a visual wall along the street.
- **Improving walkability of the downtown.** Pedestrians are more likely to walk longer distances if there are minimal breaks in building facades.
- **Increasing density and downtown activity.** According to a market study prepared for the Erie Boulevard BOA, there is a demand for additional mixed-use establishments and living downtown. If more housing and retail options exist, increased downtown activity and parking utilization will take place.

Recommendations for the City include:

- Incentive mixed-use development through tax breaks

MIXED-USE DRI INVESTMENT

As part of the Downtown Revitalization Initiative, several projects were developed and recommended for funding and implementation. Two of these redevelopment projects embody the type of development necessary to increase density, introduce downtown housing options, and reduce surface parking in downtown Rome.

MIXED-USE INFILL ON 183 WEST DOMINICK STREET

This project includes the construction of a new mixed-use building on a currently undeveloped site (labeled as “Rome Taxi” and “Rome Hospital” in this analysis”). This 30,000 SF building would include common space, structured parking, retail space and residential units. The project would be a great downtown investment as it would contribute to walkability, revitalize the downtown core, and attract additional investment.

REDEVELOPMENT OF LIBERTY/GEORGE PARKING GARAGE

Following a structural analysis performed by the City, this parking garage is unfit for reuse and is in need of demolition. Future vision for this property includes a mixed-use building with market rate apartments, public and private parking, a business center and first floor commercial use. This redevelopment will increase utilization of the site, attract residents to downtown, and drive future economic development in the downtown core of Rome.

POLICY & ADMINISTRATION

9 ZONING REGULATIONS

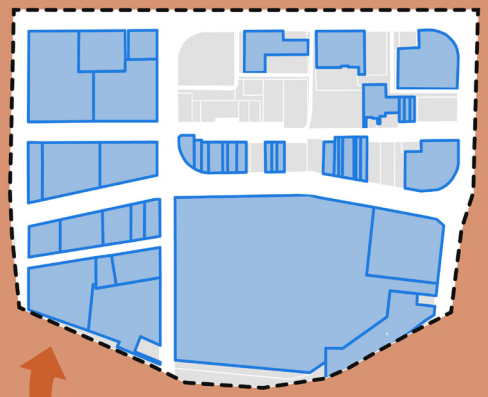
From the analysis previously discussed, it is clear that the City of Rome of over-parked. This means that there are currently more spaces located downtown than are necessary.

Zoning ordinances are a simple way of regulating the amount, type, and design of parking within a downtown area and can assist the City in guiding future parking development. A few items should be considered as the City of Rome updates their city-wide zoning ordinance.

- **Elimination of Parking Minimums.** Reducing or eliminating parking requirements from the City's zoning code may contribute to a more walkable downtown. A reduction in the standards allows developers to individually determine how many parking spaces are needed based on market demand and site conditions, rather than an arbitrary square footage ration.
- **Inclusion of Shared Parking Provisions.** In downtown Rome there are several instances of multiple, large parking lots adjacent to one another. Shared parking provisions and signage would allow property owners to combine parking facilities to reduce the amount of surface parking. This type of parking is effective within downtowns with mixed-use developments since parking demand for these uses varies throughout the day.
- **Minimum Bicycle Spaces.** The requirement for minimum bicycle spaces for each new development in the future will encourage alternative modes of transportation and contribute to the vibrancy of the downtown.

ROME MAY HAVE TOO MUCH PARKING

Too much parking can actually be detrimental to a downtown area like Rome. The amount of surface parking within downtown Rome breaks apart the urban fabric, which has limited the compact scale of the environment and hindered walkability.



PARCELS WITH PARKING LOTS

CONSIDERATIONS FOR SHARED PARKING

Prior to establishing a shared parking facility, the following considerations should be addressed to ensure the facility is compatible with the proposed uses and provides benefits for all users and property owners:

- Anticipated rate of parking turnover
- Anticipated peak parking and traffic loads for all uses sharing the shared parking area
- Removal and storage of snow
- Incorporation of sustainability measures, such as electronic charging stations and green infrastructure
- Integration of multi-modal facilities, such as bicycle parking and transit shelters

10 RESIDENTIAL AND EMPLOYEE PERMITS

Recent initiatives such as the Rome DRI and Downtown Rome BOA will undoubtedly bring additional investment into the City. This investment is geared toward attracting additional residents and visitors to the area to drive economic development. A permitting system will ensure these visitors have enough parking during their stay in Rome.

This system would be divided to benefit two parties; residents and employees. The residential permit system would allow overnight parking in certain areas, which would eliminate potential frustration with nearby on- or off-street parking regulations which prohibit such parking behavior. Landlords would also benefit from this system as they would be able to advertise "free parking" by including the cost of parking in their rent fee. Since convenience and ease of access would be a prominent feature of this system, more people may be enticed to live in the downtown Rome area.

Additionally, an employee parking system could be instituted to prevent employees from parking on-street by requiring them to park in a nearby municipal lot instead. This system would free up on-street parking for downtown visitors.

Potential locations for permit spaces include:

- Free Lots East and West (on West Dominick Street)
- Oneida County Lot (West Dominick Street)

ITHACA, NY PARKING PERMIT SYSTEM

In 2004, the City of Ithaca implemented a Residential Parking Permit System to alleviate parking concerns for residents in close proximity to Cornell University. Residents were frustrated with the amount of students parking on their neighborhood streets. Residents living within the East Hill area of the City are able to purchase $45/year parking permits and are registered to a specific vehicle.

Residents in residential blocks participating in the Residential Parking Permit System may purchase up to four visitor passes per year, are valid for a period of two consecutive weeks, and issued to a specific vehicle.

11 MONITORING AND ENFORCEMENT

The utilization counts used for this analysis represent only a snapshot in time and should be used as a baseline for parking data as the City moves forward with revitalization and redevelopment.

Continued enforcement and monitoring of parking regulations within the City should occur. If significant development occurs in the future, significant changes in parking demand may result. Therefore, it is important for the City to monitor parking utilization and to conduct a detailed follow-up study when significant increases in development or parking use have occurred.

This study should include daytime, weekend, and evening observations. If overall utilization exceeds 85% when this follow-up study is conducted, the City should consider implementing a pricing system to help manage supply and demand. A performance-based pricing model could be instituted to respond to demand, with the highest prices being charged in areas with the highest utilization and free parking remaining in underutilized lots.

Evaluation of parking policies should also take place. Metrics should be established to measure the effectiveness of newly enacted parking policies. If policies are not achieving the goal of creating an accessible, convenient parking system, modifications should be made.

12 PRICED PARKING

The analysis conducted during this study suggests that parking utilization within downtown Rome is low, since utilization rates are well below the 85% target occupancy rate. For this reason, priced parking is not recommended as an implementation strategy at this time.

In the near future increased redevelopment and revitalization is anticipated in and around the downtown. Parking utilization should be closely monitored over the next several years. If parking occupancy rates exceed 85%, priced parking should be considered as a management tool.

Priced parking could be phased in beginning in more active areas of the City, such as West Dominick Street and near City Hall, during the weekday morning and afternoon periods. This system could be integrated into implemented mobile applications for users.

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IMPLEMENTATION

As discussed throughout this study, the downtown Rome parking system is significantly underutilized. The recommendations presented provide strategies the City can utilize to enhance the parking system and create a unique downtown identity. This section will assist the community and decision makers in implementing these proposed recommendations to improve convenience and understanding of the parking system.

OVERVIEW

An implementation matrix has been prepared as a guide map to streamline recommendation implementation in order to enhance the downtown parking system.

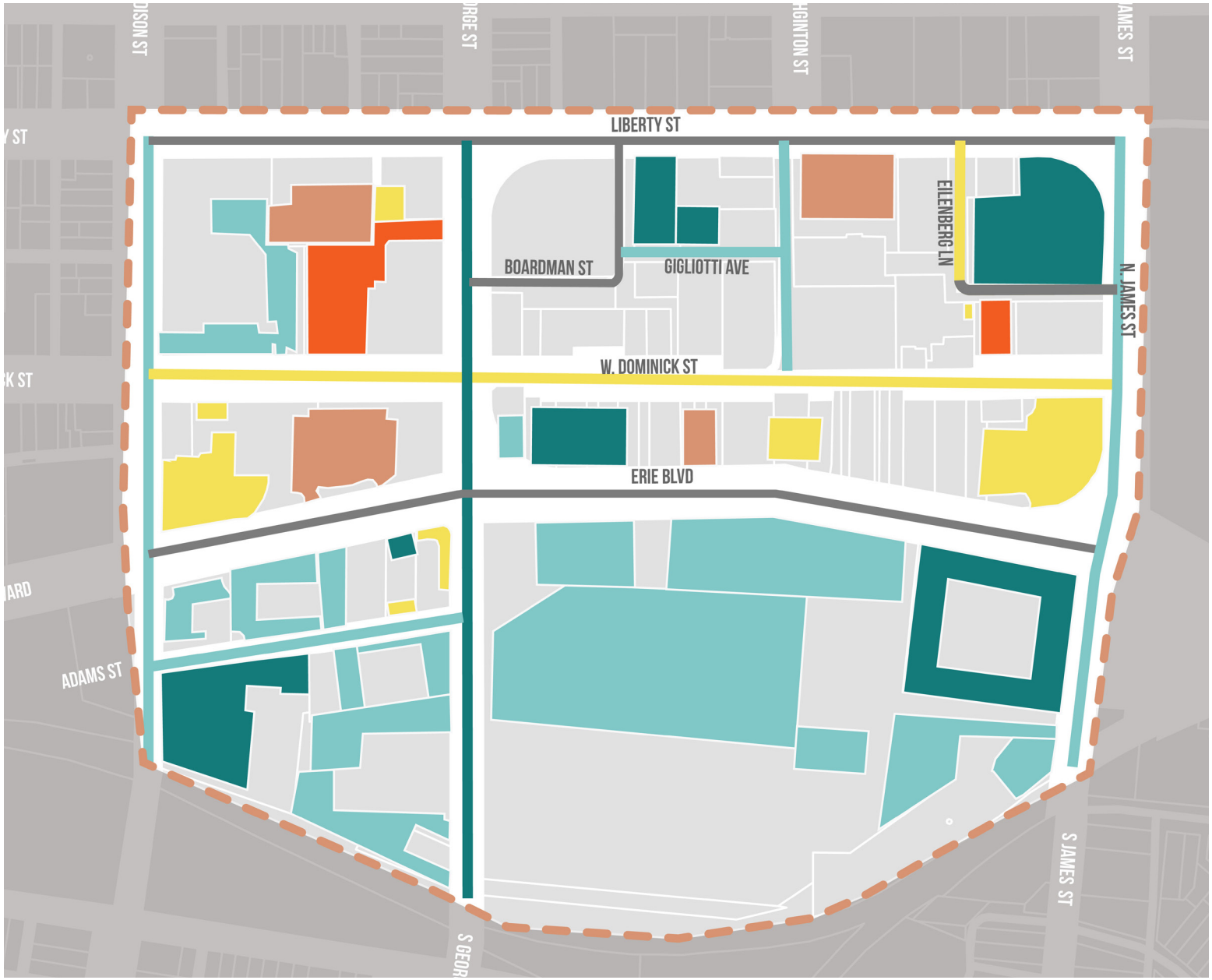
LEMENTATION MATRIX

Recommendation	Tasks	Anticipated Cost	Time Frame (Years)	Notes
Identification and Wayfinding	Implement pedestrian and vehicular wayfinding signage plan	NA	1 to 2	The wayfinding plan may be implemented pending funding through the NYS Downtown Revitalization Initiative
	Implement parking regulation signs on all municipal owned lots	$2,250 per sign		Signage efforts should focus on municipal parking lots. Regulations should also be included.
	Implement lamp-post or in-ground parking sensors to monitor utilization	$200 to $400 per sensor; additional cost for mobile app and software		Digital sensors and wayfinding signage can be phased in, beginning with a pilot project on West Dominick Street and Liberty/James Parking Garage
	Introduce mobile application technology		3 to 5	If the City deems it appropriate to meter/price parking, this mobile application would be a practical technology to institute in the future
	Create online parking map to increase publicly accessible parking information	NA	1 to 2	Partner with ParkMe to implement
	Publicly communicate new parking regulations to public	Costs will vary depending on outreach method		Public engagement could include outreach meetings or posting on City's webpage
Physical and Design Improvements	Ensure green infrastructure and landscape design is clearly indicated in City zoning code	NA	0 to 1	Specifically for downtown Rome
	Implement green infrastructure on municipal lots	Varies	1 to 2	Will vary based on lot size and techniques utilized
	Incentivize green infrastructure and improved landscape design on private lots	NA	1 to 2	Lots such as Plaza North, KFC lot, and Freedom Plaza Lot would benefit greatly.
	Implement streetscape/crosswalk enhancements on Erie Boulevard	$1,200,000	1 to 2	Project based on 2017 Rome DRI Plan and assumptions
	Implement streetscape/crosswalk enhancements on W. Liberty Street and W. Dominick Street	$1,200,000	3 to 5	Implement similar techniques as those proposed for Erie Boulevard to enhance walkability
	Delineate on-street parking on James Street		1 to 2	NA
	Complete Liberty Street on-street parking improvements		3 to 5	
	Implement mixed-use infill development on 183 W. Dominick Street	$3,400,000	1 to 2	Project based on 2017 Rome DRI Plan and assumptions
	Demolish Liberty/George Parking Garage	$1,135,000	1 to 2	Project cost based on 2017 Rome DRI Plan and assumptions
	Construct interim parking lot on Liberty/George Parking Garage site	$665,000	2 to 3	Project based on 2017 Rome DRI Plan and assumptions. Subsequent development include a mixed-use building on this parcel.
Policy and Administration	Eliminate parking minimums from zoning code for downtown area	NA	0 to 1	NA
	Include shared parking provisions in zoning code for downtown area			
	Add minimum bicycle spaces to zoning code for downtown area			
	Create a for-purchase permit system enabling residents and employees to park in municipal lots for longer periods of time.	$120-240 per year	1 to 2	Potential locations could include Free Lot East, Free Lot West, and Oneida County Lot
	Regularly enforce parking regulations	NA	1 to 2	NA
	Monitor effectiveness of parking regulations over time to consider priced parking	$3,000 per year	On-going	

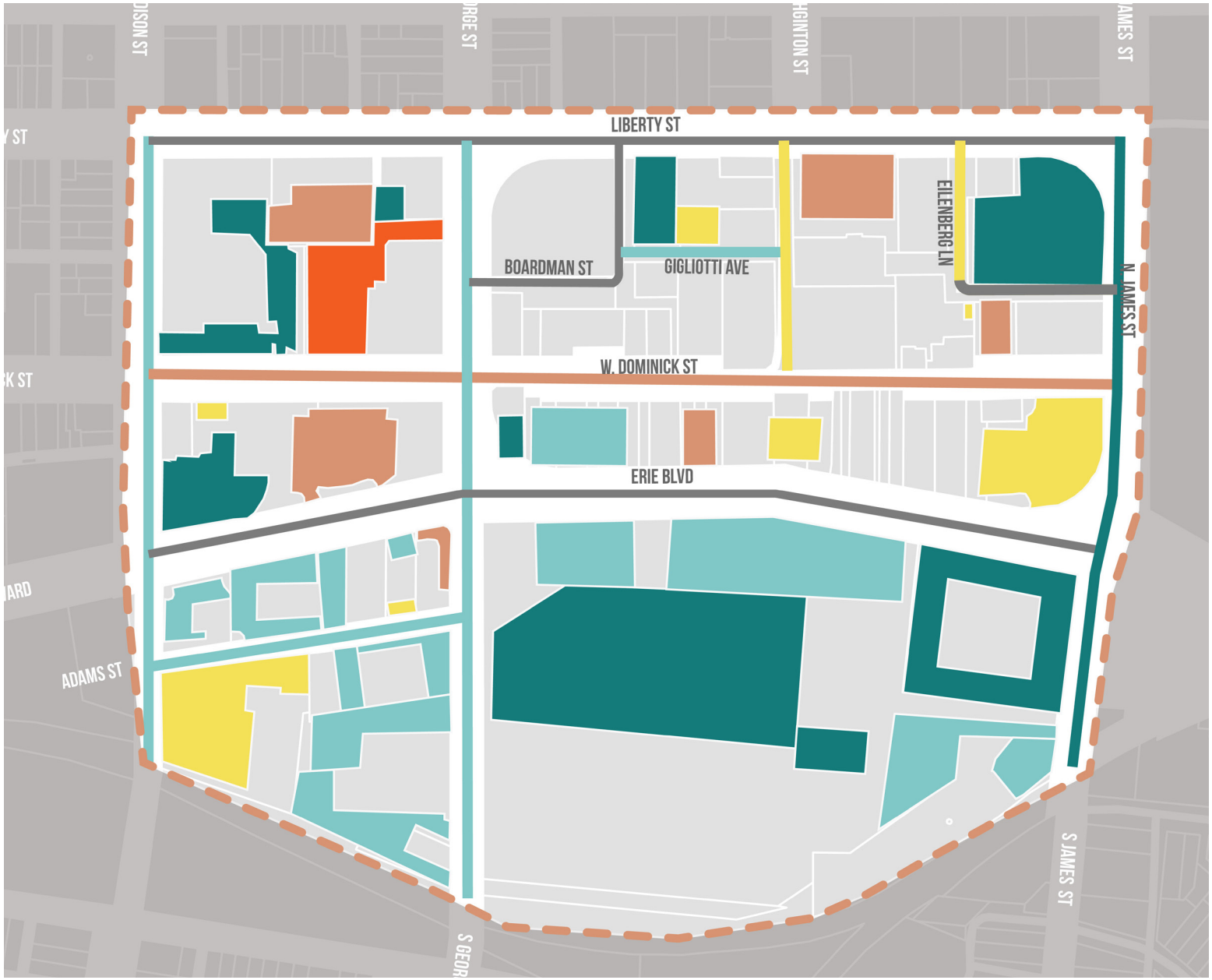
APPENDIX A: MAPS

STUDY AREA UTILIZATION

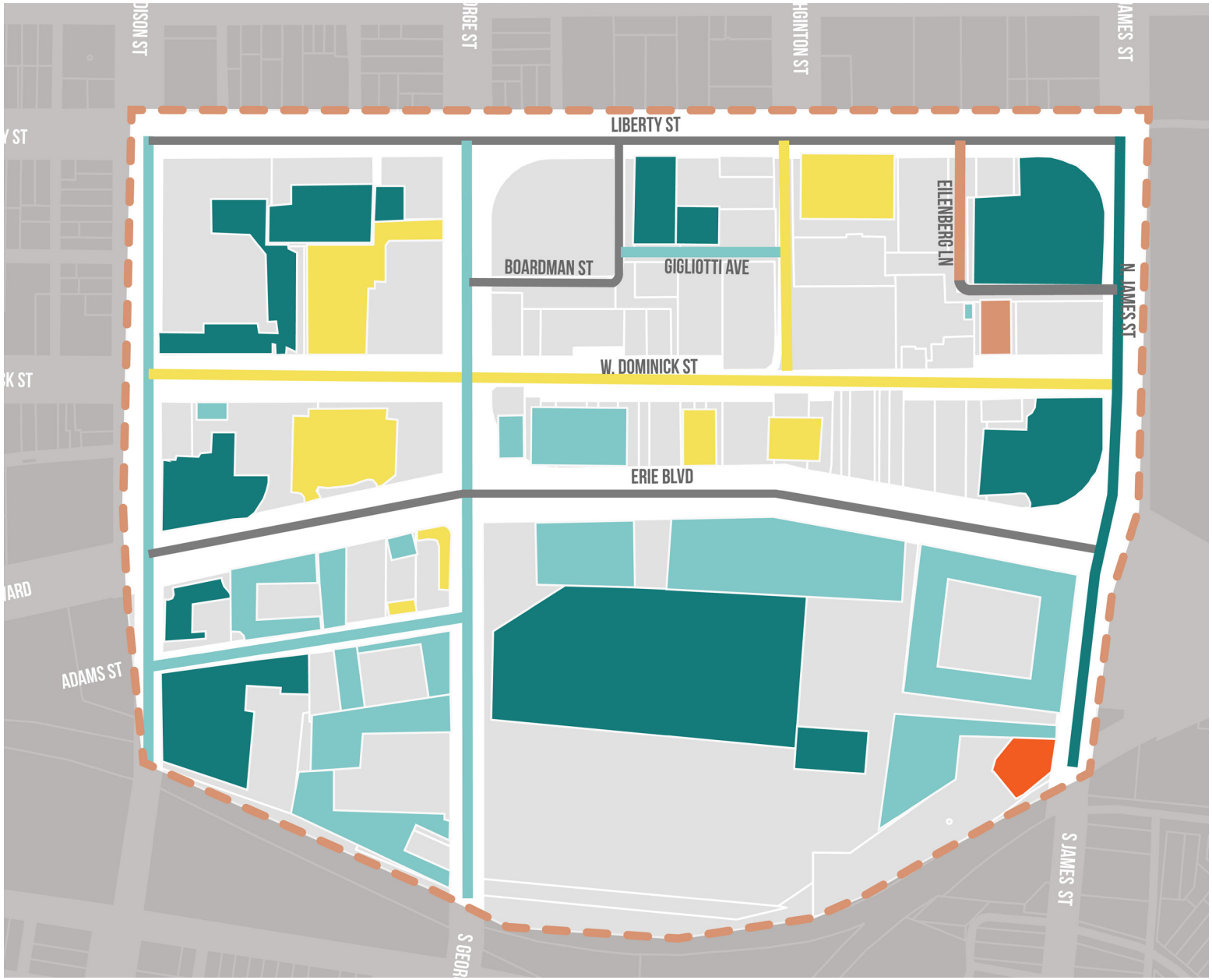
WEEKDAY MORNING UTILIZATION | 10 AM



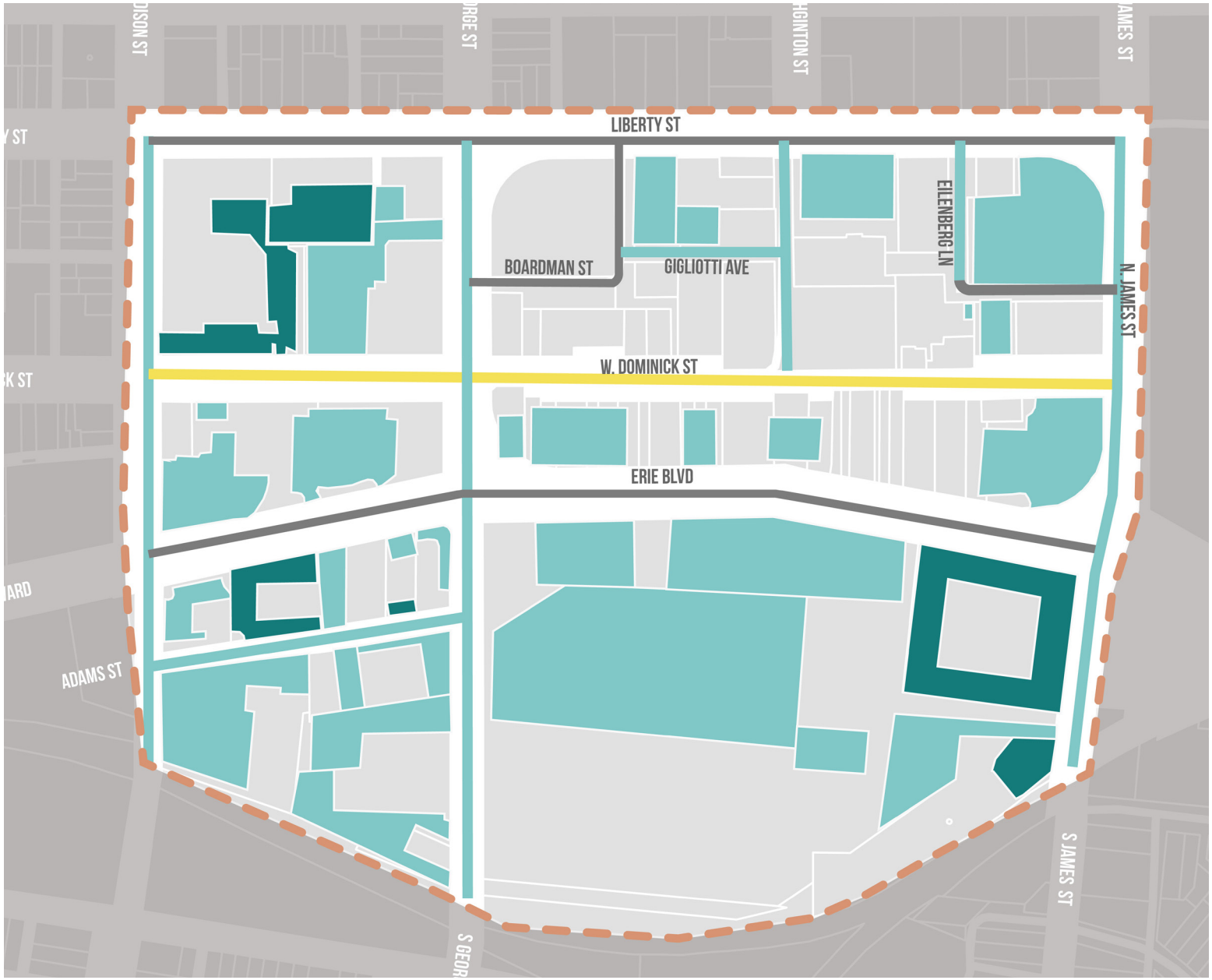
WEEKDAY MID-DAY UTILIZATION | 12 PM



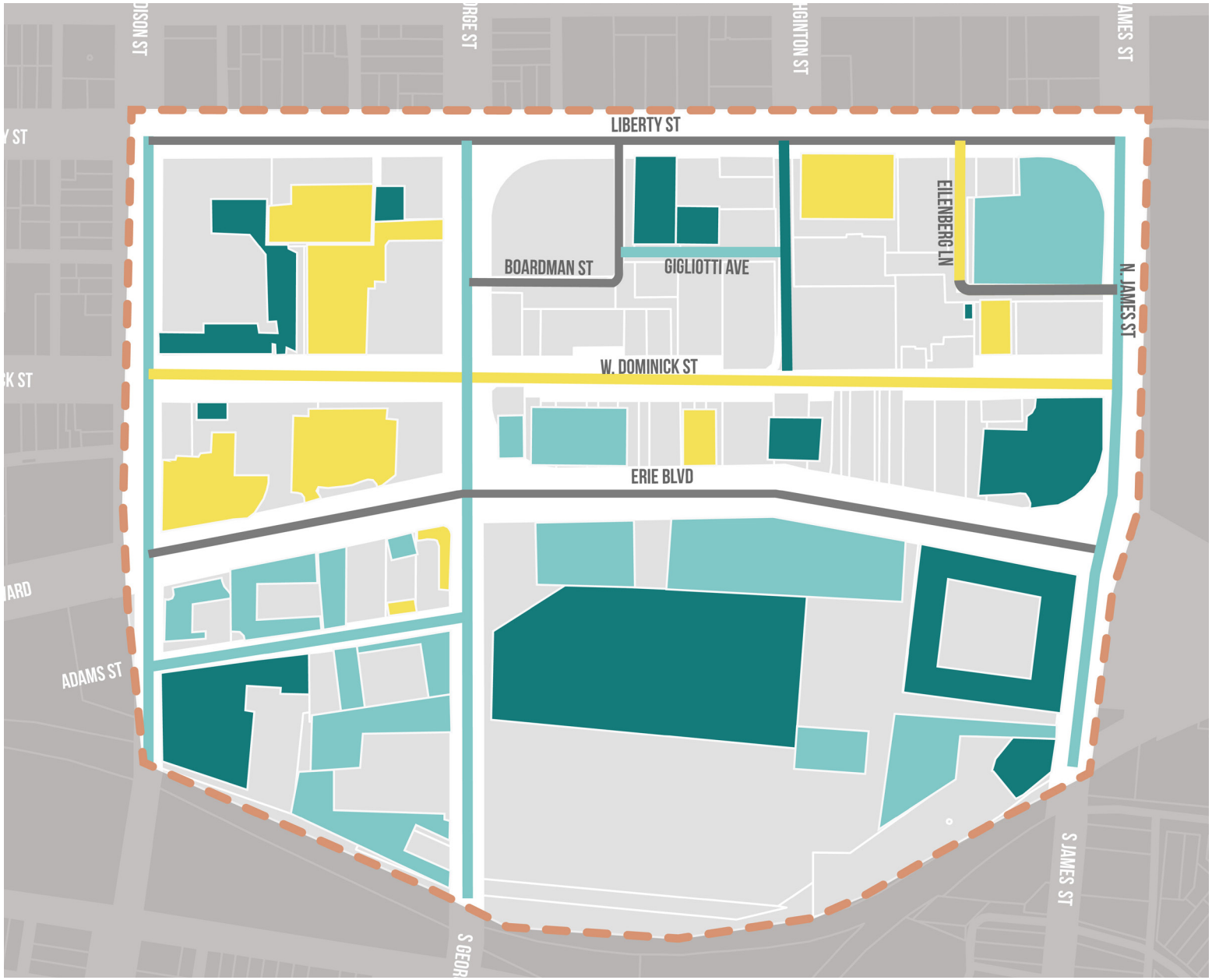
WEEKDAY AFTERNOON UTILIZATION | 4 PM



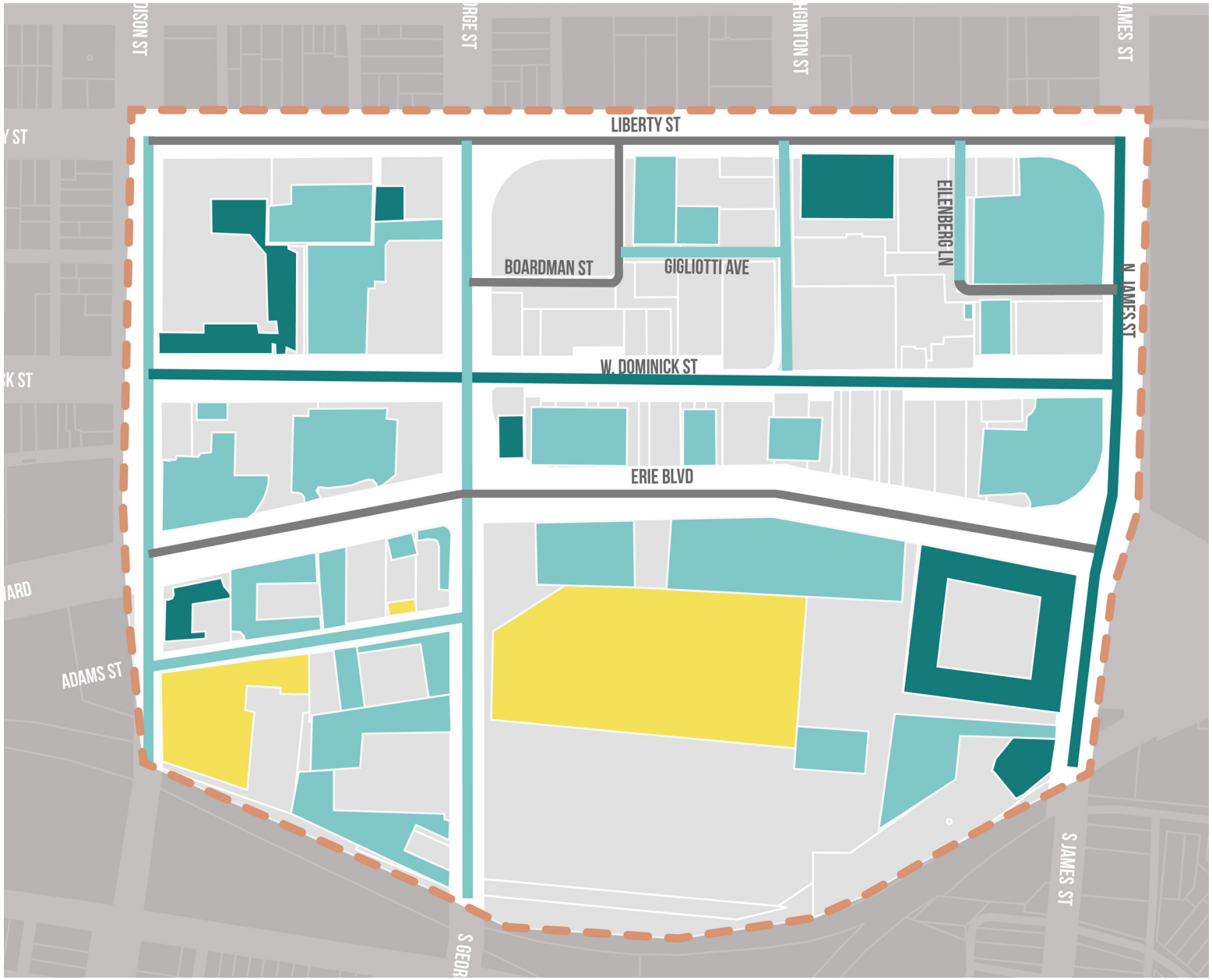
WEEKDAY EVENING UTILIZATION | 7 PM



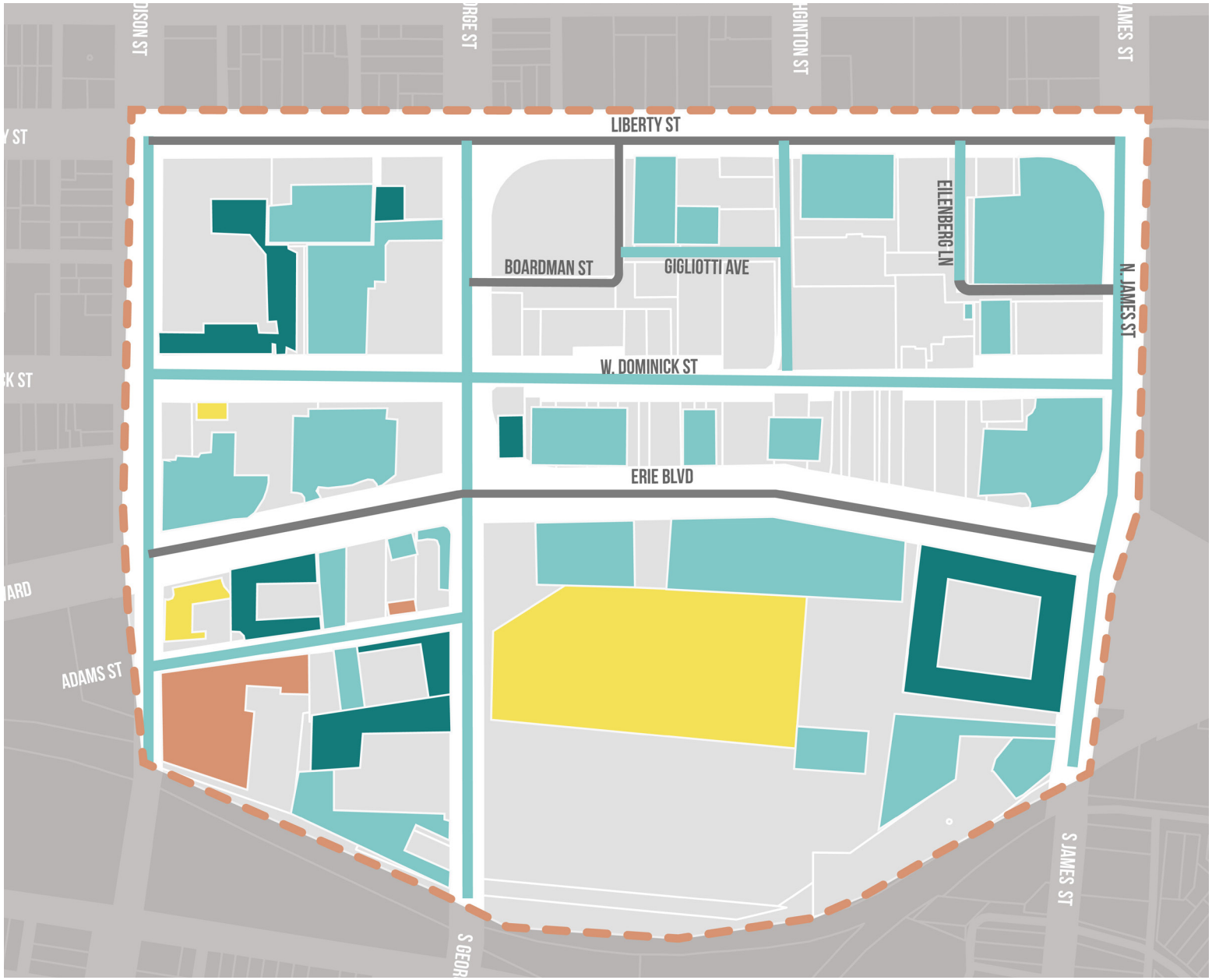
WEEKDAY AVERAGE UTILIZATION



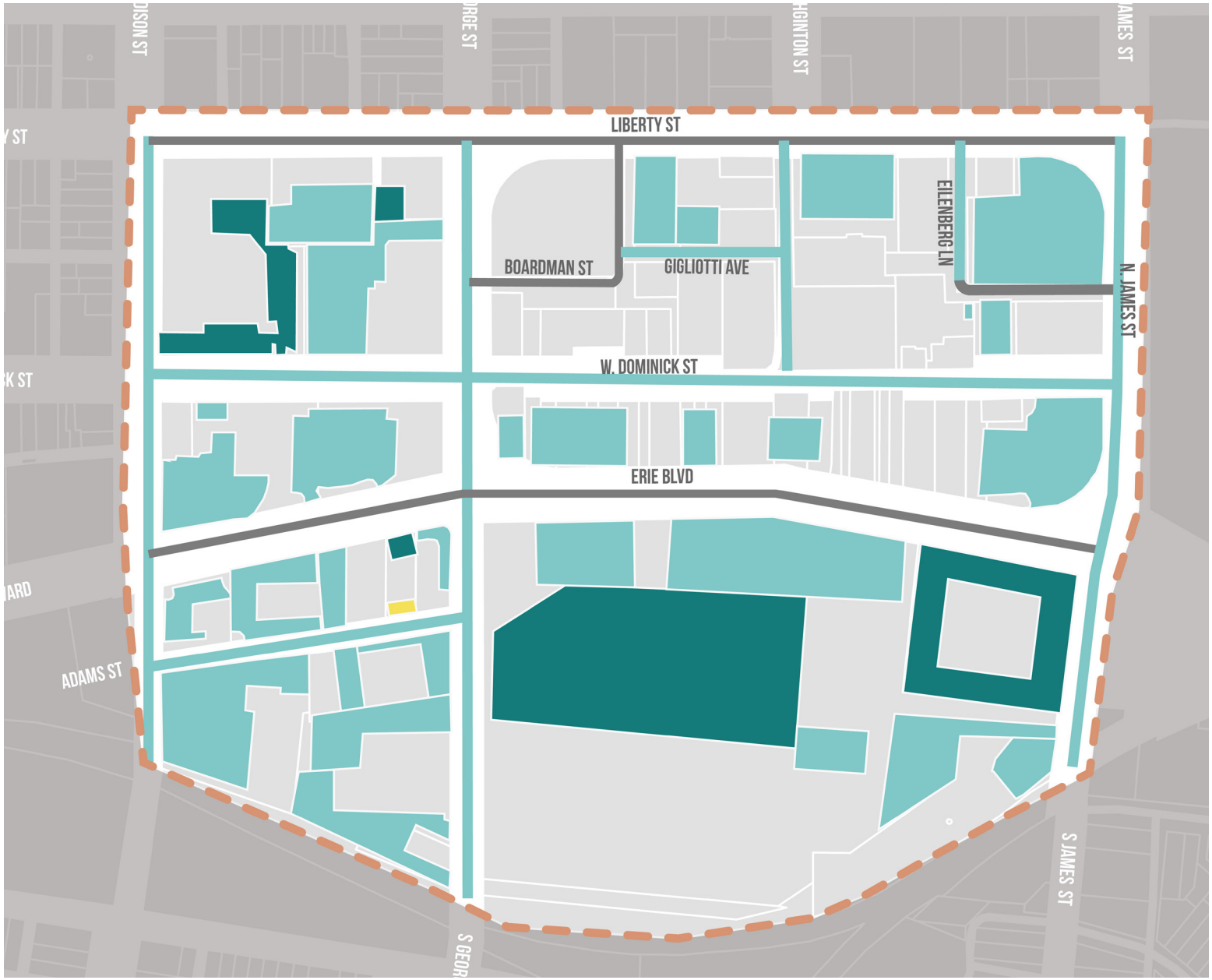
WEEKEND MORNING UTILIZATION | 11 AM



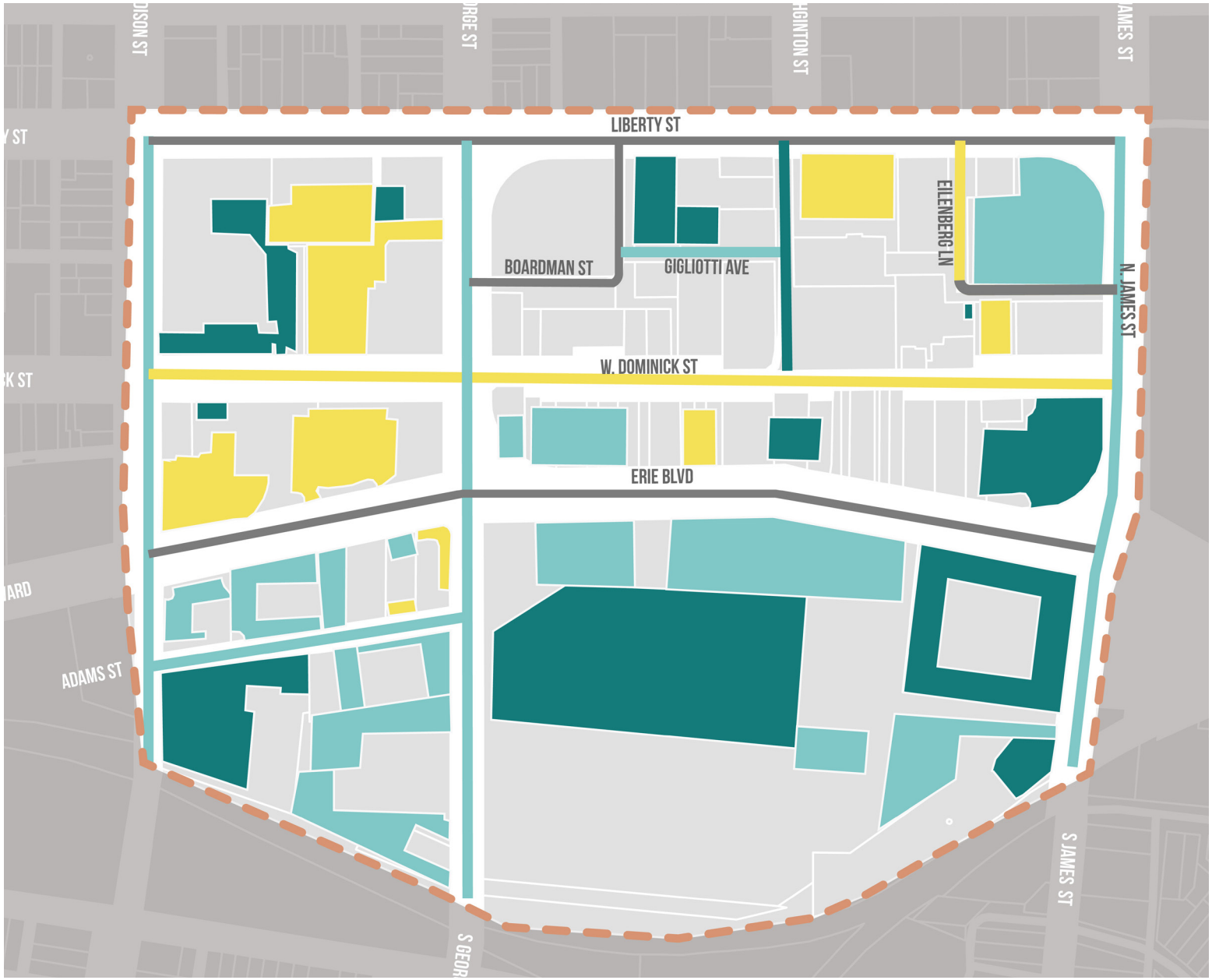
WEEKEND MID-DAY UTILIZATION | 2 PM



WEEKEND EVENING UTILIZATION | 7 PM



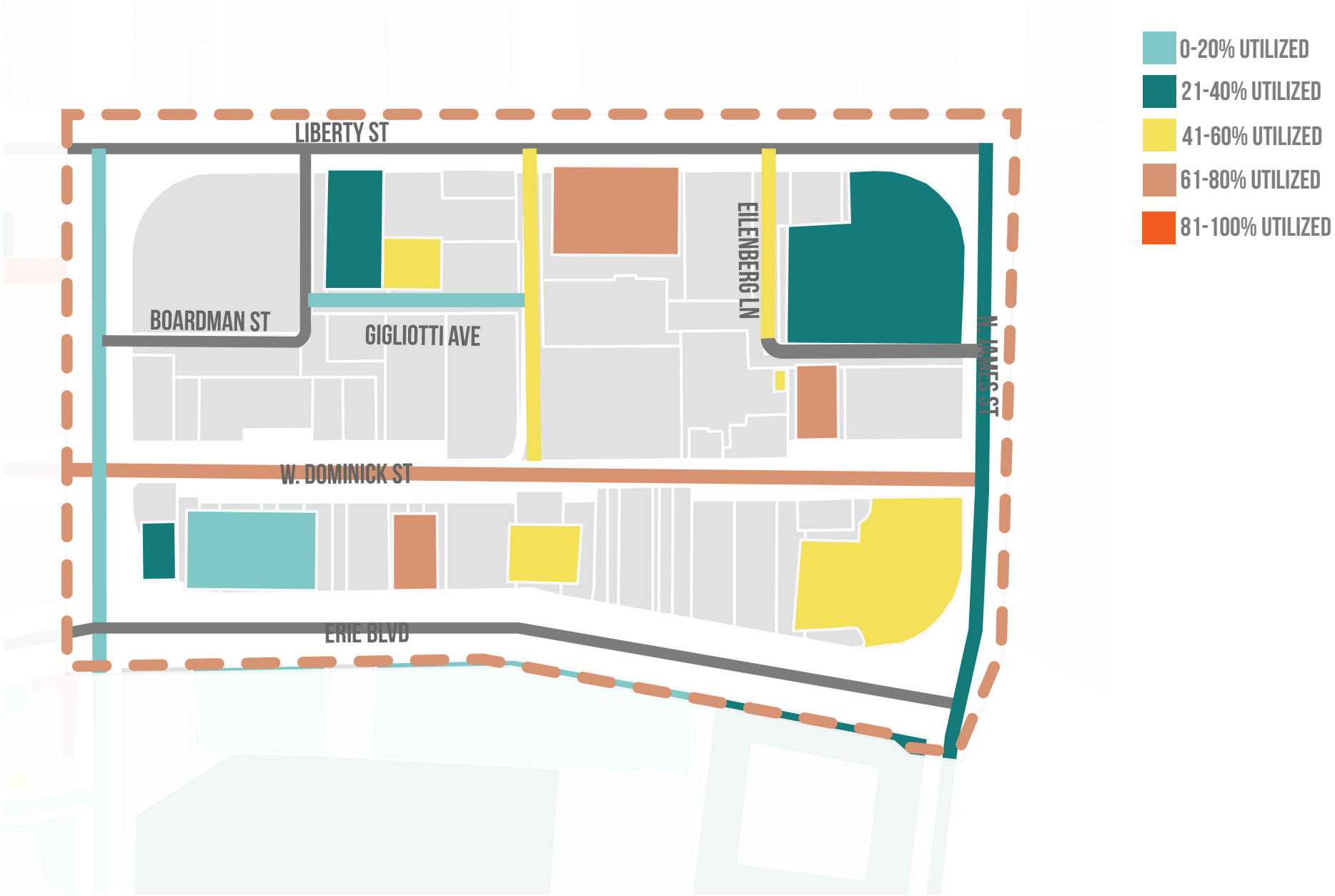
WEEKEND AVERAGE UTILIZATION



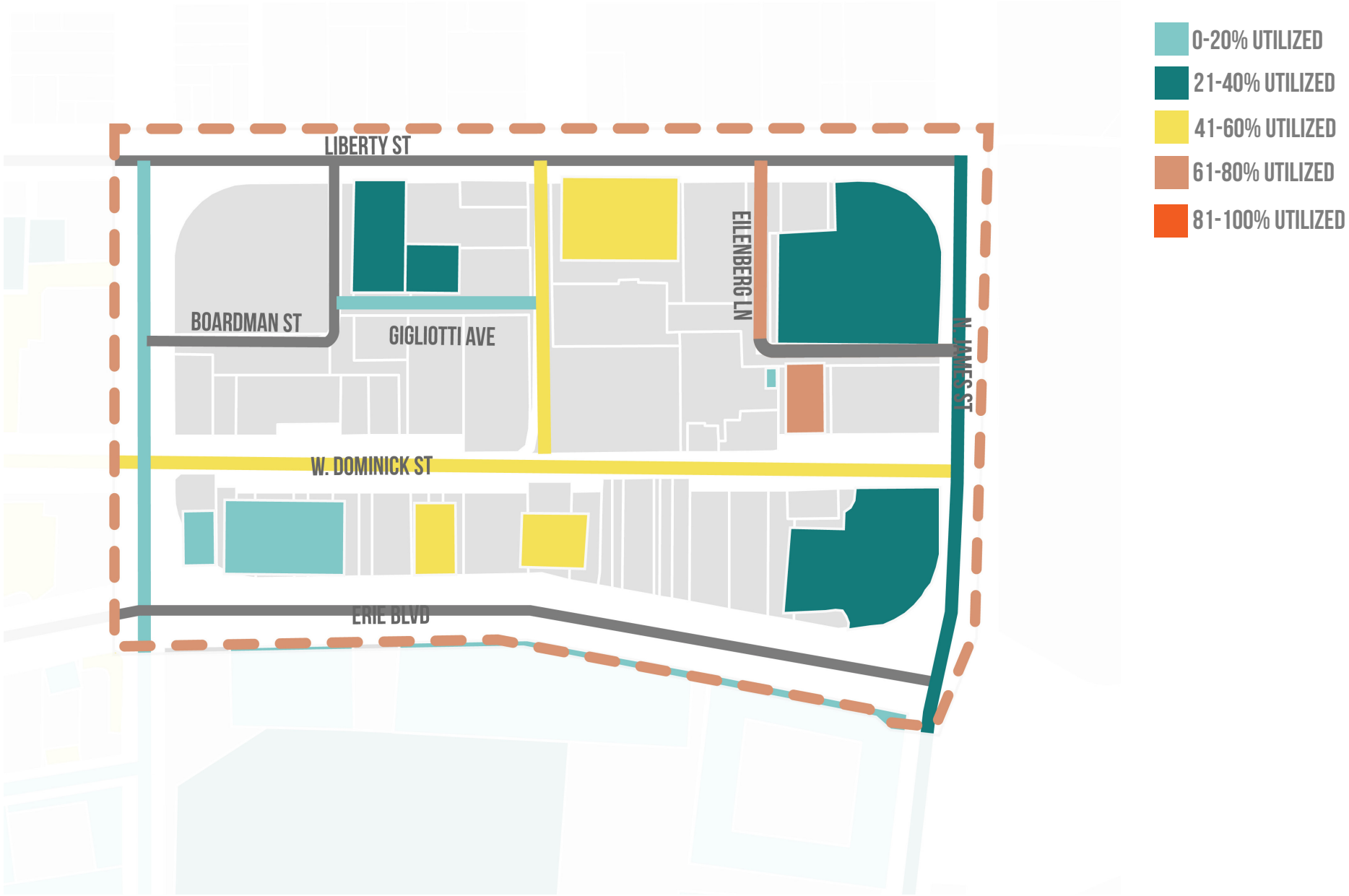
DOWNTOWN FOCUS AREA UTILIZATION

WEEKDAY MORNING UTILIZATION | 10 AM

WEEKDAY MID-DAY UTILIZATION | 12 PM



WEEKDAY AFTERNOON UTILIZATION | 4 PM



WEEKDAY EVENING UTILIZATION | 7 PM

WEEKDAY AVERAGE UTILIZATION

0-20% UTILIZED
21-40% UTILIZED
41-60% UTILIZED
61-80% UTILIZED
81-100% UTILIZED

WEEKEND MORNING UTILIZATION | 11 AM

WEEKEND MID-DAY UTILIZATION | 2 PM

WEEKEND EVENING UTILIZATION | 7 PM

WEEKEND AVERAGE UTILIZATION

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APPENDIX B: TABLES

ON-STREET UTILIZATION

		Weekend									Weekday								
		Morning		Mid-day		Afternoon		Evening		Average	Morning		Mid-day		Afternoon		Evening		Average
Street Name	Available Spaces	#	%	#	%	#	%	#	%	%	#	%	#	%	#	%	#	%	%
N Madison St	33	0	0%	0	0%	2	6%	3	9%	4%	3	9%	3	9%	4	12%	2	6%	9%
George St	56	0	0%	1	2%	0	0%	0	0%	0%	13	23%	7	13%	5	9%	0	0%	11%
N Washington St	25	0	0%	1	4%	1	4%	0	0%	2%	4	16%	15	60%	15	60%	1	4%	27%
Eilenberg St	13	0	0%	1	8%	1	8%	0	0%	4%	6	46%	6	46%	10	77%	0	0%	41%
James St	58	3	5%	11	19%	8	14%	2	3%	10%	11	19%	12	21%	13	22%	2	3%	15%
W Dominick St	134	30	22%	22	16%	36	27%	18	13%	20%	78	58%	89	66%	57	43%	75	56%	52%
Adams St	17	0	0%	0	0%	0	0%	0	0%	0%	0	0%	0	0%	0	0%	0	0%	0%
Gigliotti St	7	0	0%	0	0%	0	0%	0	0%	0%	1	14%	0	0%	1	14%	0	0%	10%
TOTAL	343	33	10%	36	10%	48	14%	23	7%	6%	116	34%	132	38%	105	31%	80	23%	22%

ON-STREET UTILIZATION - ADA-ACCESSIBLE SPACES

		Weekend									Weekday								
		Morning		Mid-day		Afternoon		Evening		Average	Morning		Mid-day		Afternoon		Evening		Average
Street Name	Available Spaces	#	%	#	%	#	%	#	%	%	#	%	#	%	#	%	#	%	%
N Washington	2	0	0%	0	0%	0	0%	0	0%	0%	0	0%	0	0%	0	0%	0	0%	0%
Eilenberg St	1	0	0%	0	0%	0	0%	0	0%	0%	1	100%	1	100%	1	100%	0	0%	67%
W Dominick St	12	2	17%	1	8%	3	25%	3	25%	19%	2	17%	3	25%	0	0%	2	17%	11%
TOTAL	15	2	13%	1	7%	3	20%	3	20%	6%	3	20%	4	27%	1	7%	2	13%	26%

OFF-STREET UTILIZATION

			Weekend									Weekday								
			Morning		Mid-day		Afternoon		Evening		Average	Morning		Mid-day		Afternoon		Evening		Average
#	Lot	Available Spaces	#	%	#	%	#	%	#	%	%	#	%	#	%	#	%	#	%	%
1	Madison Plaza Apts	90	30	33%	32	36%	23	26%	27	30%	31%	30	33%	33	37%	25	28%	26	29%	32%
2	Work Solutions	103	3	3%	2	2%	3	3%	5	5%	3%	84	82%	85	83%	57	55%	9	9%	57%
3	Georgian Arms Apts	15	5	33%	6	40%	3	20%	5	33%	32%	8	53%	5	33%	4	27%	3	20%	33%
4	Barringer Building	53	5	9%	3	6%	3	6%	3	6%	7%	40	75%	42	79%	18	34%	13	25%	53%
7	Verizon Lot	33	4	12%	4	12%	5	15%	4	12%	13%	8	24%	8	24%	8	24%	4	12%	21%
8	Redeemer Church Lot	11	0	0%	0	0%	0	0%	0	0%	0%	4	36%	5	45%	4	36%	0	0%	30%
9	Rome City Hall Lot	71	15	21%	6	8%	3	4%	0	0%	8%	47	66%	45	63%	40	56%	0	0%	46%
10	Rome Mall Apts	2	0	0%	0	0%	2	100%	0	0%	25%	1	50%	1	50%	0	0%	0	0%	25%
11	Parking Garage	545	18	3%	13	2%	10	2%	14	3%	3%	137	25%	147	27%	122	22%	40	7%	20%
12	Bank Parking Lot	21	0	0%	1	5%	1	5%	2	10%	5%	18	86%	15	71%	14	67%	1	5%	57%
13	North Plaza Space	15	5	33%	5	33%	6	40%	4	27%	33%	8	53%	9	60%	7	47%	4	27%	47%
14	Oneida County Lot	82	5	6%	1	1%	0	0%	0	0%	2%	64	78%	57	70%	44	54%	2	2%	51%
15	Sentinel/Aura Lot	70	12	17%	5	7%	9	13%	4	6%	11%	28	40%	25	36%	18	26%	4	6%	27%
16	Aura North Lot	7	0	0%	4	57%	7	100%	0	0%	39%	3	43%	3	43%	1	14%	0	0%	25%
17	Engelbert Lot	19	4	21%	4	21%	0	0%	0	0%	11%	3	16%	5	26%	3	16%	0	0%	14%
18	Free Lot - West	48	0	0%	0	0%	0	0%	0	0%	0%	10	21%	9	19%	6	13%	3	6%	15%
19	Free Lot East	13	0	0%	0	0%	1	8%	0	0%	2%	9	69%	9	69%	6	46%	1	8%	48%
20	Rome Taxi	32	0	0%	0	0%	0	0%	0	0%	0%	18	56%	17	53%	14	44%	0	0%	38%
22	Chamber / Liquor Lot	58	2	3%	3	5%	2	3%	1	2%	3%	29	50%	31	53%	19	33%	2	3%	35%
23	Verizon Lot	21	8	38%	9	43%	8	38%	2	10%	32%	4	19%	3	14%	5	24%	3	14%	18%
24	Legion Lot	42	2	5%	12	29%	27	64%	1	2%	25%	2	5%	5	12%	6	14%	12	29%	15%
25	Hearth Lot	10	1	10%	1	10%	1	10%	1	10%	10%	0	0%	0	0%	0	0%	1	10%	3%
26	Bottle Return Lot	4	2	50%	3	75%	1	25%	2	50%	50%	2	50%	2	50%	2	50%	1	25%	44%
27	Rockland Auto Lot	6	0	0%	0	0%	0	0%	0	0%	0%	3	50%	4	67%	3	50%	0	0%	42%
28	Joyce/Holbrook Lot	4	0	0%	0	0%	2	50%	1	25%	19%	1	25%	0	0%	0	0%	0	0%	6%
29	Adams Lot	22	0	0%	0	0%	0	0%	0	0%	0%	0	0%	0	0%	0	0%	0	0%	0%
30	Access Lot	32	4	13%	7	22%	4	13%	0	0%	12%	2	6%	3	9%	3	9%	1	3%	7%
31	O'Shea Lot	33	3	9%	8	24%	2	6%	0	0%	10%	0	0%	0	0%	0	0%	0	0%	0%
32	South George Lot	0	0	0%	0	0%	0	0%	0	0%	0%	1	0%	0	0%	0	0%	0	0%	0%
33	ALDI Lot	89	39	44%	54	61%	49	55%	14	16%	44%	30	34%	40	45%	34	38%	18	20%	34%
34	Denny/Quality Lot	111	40	36%	24	22%	11	10%	23	21%	22%	26	23%	29	26%	19	17%	31	28%	24%
35	General Store Lot	6	2	33%	1	17%	3	50%	0	0%	25%	1	17%	1	17%	5	83%	2	33%	38%
36	Plaza East Lot	96	3	3%	7	7%	3	3%	0	0%	3%	6	6%	4	4%	6	6%	2	2%	5%
37	Domino's South Lot	24	2	8%	3	13%	4	17%	3	13%	13%	2	8%	8	33%	7	29%	2	8%	20%
38	Plaza North Lot	119	4	3%	2	2%	6	5%	1	1%	3%	1	1%	7	6%	0	0%	2	2%	2%
39	KFC Lot	53	0	0%	4	8%	5	9%	2	4%	5%	0	0%	2	4%	2	4%	1	2%	2%
40	Freedom Plaza Lot	432	159	37%	218	50%	195	45%	97	22%	39%	75	17%	121	28%	161	37%	82	19%	25%
		2392	377	16%	442	15%	399	14%	216	8%	13%	705	26%	780	29%	663	24%	270	10%	22%

OFF-STREET UTILIZATION - ADA-ACCESSIBLE SPACES

			Weekend										Weekday								
			Morning		Mid-day		Afternoon		Evening		Average		Morning		Mid-day		Afternoon		Evening		Average
#	Lot	Available Spaces	#	%	#	%	#	%	#	%	%		#	%	#	%	#	%			%
1	Madison Plaza Apts	14	10	71%	12	86%	11	79%	11	30%	66%		11	79%	11	79%	10	28%	12	29%	53%
2	Work Solutions	4	0	0%	0	0%	0	0%	0	5%	1%		3	75%	3	75%	1	55%	1	9%	54%
3	Georgian Arms Apts	12	5	42%	3	25%	1	8%	5	33%	27%		6	50%	4	33%	3	27%	3	20%	33%
7	Verizon Lot	2	1	50%	1	50%	1	50%	1	12%	41%		0	0%	1	50%	1	24%	1	12%	22%
9	Rome City Hall Lot	3	1	33%	1	33%	0	0%	0	0%	17%		1	33%	1	33%	1	56%	0	0%	31%
10	Rome Mall Apts	2	0	0%	0	0%	2	100%	0	0%	25%		1	50%	1	50%	0	0%	0	0%	25%
11	Parking Garage	15	0	0%	0	0%	0	0%	0	3%	1%		1	7%	0	0%	0	22%	0	7%	9%
12	Bank Parking Lot	2	0	0%	0	0%	0	0%	0	10%	2%		0	0%	0	0%	0	67%	0	5%	18%
14	Oneida County Lot	4	0	0%	0	0%	0	0%	0	0%	0%		2	50%	1	25%	1	54%	0	2%	33%
15	Sentinel/Aura Lot	4	0	0%	0	0%	2	50%	0	6%	14%		0	0%	0	0%	0	26%	0	6%	8%
16	Aura North Lot	1	0	0%	0	0%	1	100%	0	0%	25%		0	0%	0	0%	0	14%	0	0%	4%
22	Chamber / Liquor Lot	4	0	0%	0	0%	0	0%	0	2%	0%		0	0%	0	0%	0	33%	0	3%	9%
23	Verizon Lot	1	1	100%	1	100%	0	0%	0	10%	52%		1	100%	0	0%	0	24%	0	14%	35%
24	Legion Lot	6	0	0%	2	33%	3	50%	0	2%	21%		0	0%	1	17%	1	14%	2	29%	15%
25	Hearth Lot	2	0	0%	0	0%	0	0%	0	10%	3%		0	0%	0	0%	0	0%	0	10%	3%
30	Access Lot	2	0	0%	1	50%	0	0%	0	0%	13%		0	0%	0	0%	0	9%	0	3%	3%
31	O'Shea Lot	2	0	0%	1	50%	0	0%	0	0%	13%		0	0%	0	0%	0	0%	0	0%	0%
33	ALDI Lot	5	2	40%	3	60%	2	40%	0	16%	39%		4	80%	3	60%	2	38%	1	20%	50%
34	Denny/Quality Lot	6	2	33%	3	50%	1	17%	1	21%	30%		1	17%	2	33%	1	17%	2	28%	24%
37	Domino's South Lot	2	0	0%	0	0%	0	0%	0	13%	3%		0	0%	1	50%	1	29%	0	8%	22%
39	KFC Lot	2	0	0%	1	50%	1	50%	0	4%	26%		0	0%	0	0%	1	4%	0	2%	1%
40	Freedom Plaza Lot	20	11	55%	12	60%	5	25%	7	22%	41%		3	15%	8	40%	10	37%	3	19%	28%
		115	33	29%	41	36%	30	26%	25	22%	28%		34	26%	37	32%	33	29%	25	22%	27%

TARGETED DOWNTOWN OFF-STREET UTILIZATION

				Weekend									Weekday								
				Morning		Mid-day		Afternoon		Evening		Average	Morning		Mid-day		Afternoon		Evening		Average
#	Lot	Ownership	Available Spaces	#	%	#	%	#	%	#	%	%	#	%	#	%	#	%	#	%	%
7	Verizon Lot	Private	33	4	12%	4	12%	5	15%	4	12%	13%	8	24%	8	24%	8	24%	4	12%	21%
8	Redeemer Church Lot	Private	11	0	0%	0	0%	0	0%	0	0%	0%	4	36%	5	45%	4	36%	0	0%	30%
10	Rome Mall Apts	Private	2	0	0%	0	0%	2	100%	0	0%	25%	1	50%	1	50%	0	0%	0	0%	25%
17	Engelbert Lot	Private	19	4	21%	4	21%	0	0%	0	0%	11%	3	16%	5	26%	3	16%	0	0%	14%
20	Rome Taxi	Private	32	0	0%	0	0%	0	0%	0	0%	0%	18	56%	17	53%	14	44%	0	0%	38%
22	Chamber / Liquor Lot	Private	58	2	3%	3	5%	2	3%	1	2%	3%	29	50%	31	53%	19	33%	2	3%	35%
			155	10	6%	11	15%	9	6%	5	3%	8%	63	41%	67	43%	48	31%	6	4%	30%

				Weekend									Weekday								
				Morning		Mid-day		Afternoon		Evening		Average	Morning		Mid-day		Afternoon		Evening		Average
#	Lot	Ownership	Available Spaces	#	%	#	%	#	%	#	%	%	#	%	#	%	#	%	#	%	%
9	Rome City Hall Lot	Municipal	71	15	21%	6	8%	3	4%	0	0%	8%	47	66%	45	63%	40	56%	0	0%	46%
11	Parking Garage	Municipal/Partially-Restricted	545	18	3%	13	2%	10	2%	14	3%	3%	137	25%	147	27%	122	22%	40	7%	20%
12	Bank Parking Lot	Municipal	21	0	0%	1	5%	1	5%	2	10%	5%	18	86%	15	71%	14	67%	1	5%	57%
18	Free Lot - West	Municipal	48	0	0%	0	0%	0	0%	0	0%	0%	10	21%	9	19%	6	13%	3	6%	15%
19	Free Lot East	Municipal	13	0	0%	0	0%	1	8%	0	0%	2%	9	69%	9	69%	6	46%	1	8%	48%
			698	33	5%	20	15%	15	2%	16	2%	6%	221	32%	225	32%	188	27%	45	6%	24%

TARGETED DOWNTOWN ON-STREET UTILIZATION

		Weekend									Weekday								
		Morning		Mid-day		Afternoon		Evening		Average	Morning		Mid-day		Afternoon		Evening		Average
Street Name	Available Spaces	#	%	#	%	#	%	#	%	%	#	%	#	%	#	%	#	%	%
N Washington St	25	0	0%	1	4%	1	4%	0	0%	2%	4	16%	15	60%	15	60%	1	4%	27%
George St	12	0	0%	0	0%	0	0%	0	0%	0%	5	42%	7	58%	5	42%	0	0%	28%
Eilenberg St	13	0	0%	1	8%	1	8%	0	0%	4%	6	46%	6	46%	10	77%	0	0%	41%
James St	52	1	2%	9	17%	5	10%	2	4%	8%	8	15%	10	19%	12	23%	0	0%	13%
W Dominick St	114	29	25%	19	17%	29	25%	17	15%	21%	66	58%	72	63%	49	43%	75	66%	56%
Gigliotti St	7	0	0%	0	0%	0	0%	0	0%	0%	1	14%	0	0%	1	14%	0	0%	10%
TOTAL	223	30	13%	30	13%	36	16%	19	9%	6%	90	40%	110	49%	92	41%	76	34%	29%

BERGMANN

ARCHITECTS ENGINEERS PLANNERS