

Summary and Recommendations

Parking Study



University of Wisconsin-Whitewater
Whitewater, Wisconsin

prepared by

Barton-Aschman Associates, Inc.

February, 1994

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University of Wisconsin-Whitewater
SUMMARY AND RECOMMENDATIONS**

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Summary and Recommendations

Campus Parking

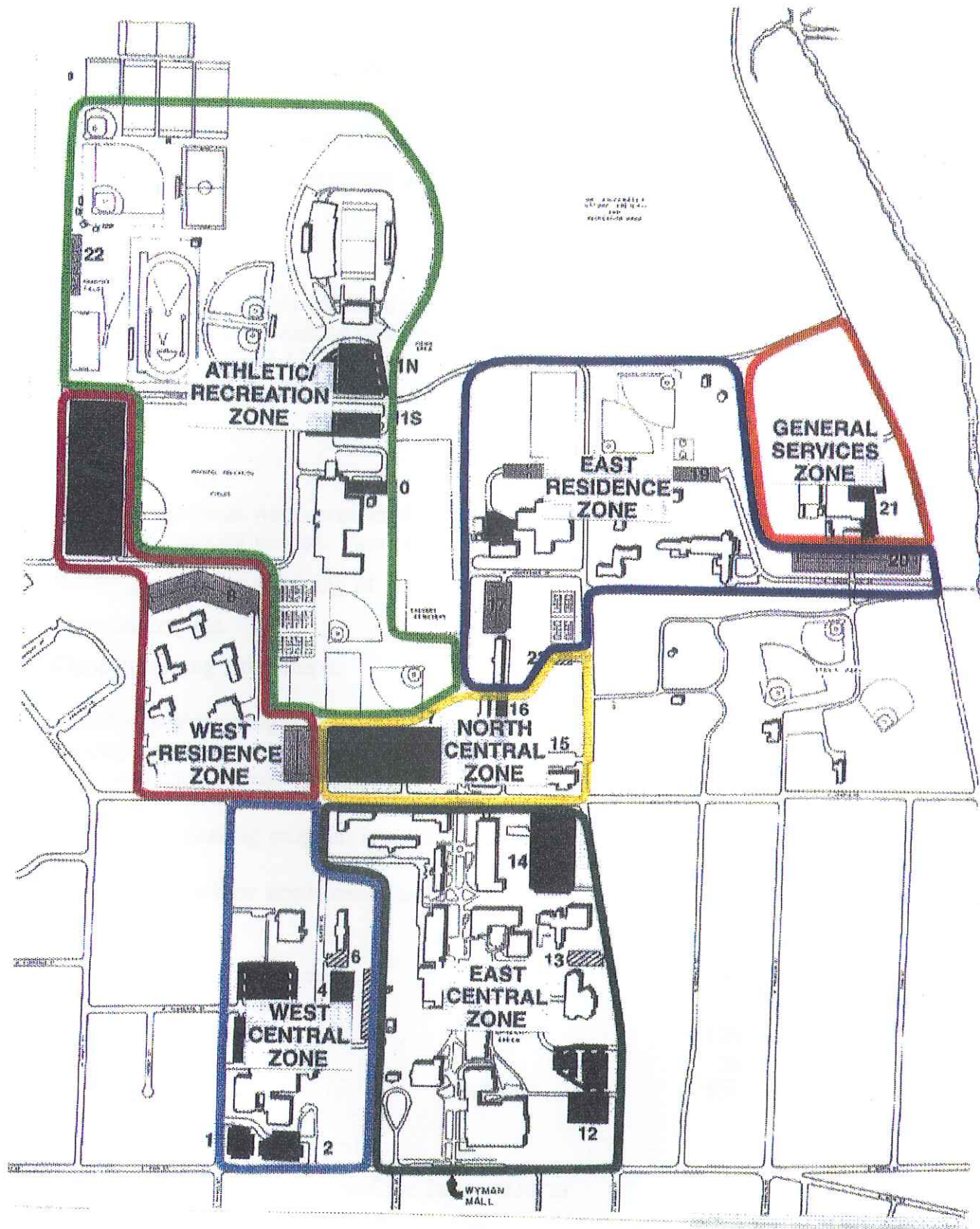
During the day the campus parking system is currently operating at or near capacity and many areas have shortages as shown below:

Location (see Figure 1)	Peak Occupancy
Central Academic Campus	
East Central Campus	87%
West Central Campus	100
North Central Campus	96
Athletic Complex	20
General Services	78
Residence Hall Area	
East Residence Area	84
West Residence Area	88

The only campus area with any appreciable surplus is the athletic/recreation area, but these spaces are too far from the central academic campus to effectively alleviate current shortages.

Other key findings include the following:

- Metered parking spaces in the central academic area were full during peak times. Only Lot 23 had any appreciable spaces available.
- Peak occupancy in reserved campus parking spaces was 71 percent during peak times.
- Peak occupancy of accessible parking spaces was 46 percent.
- The general services lot was heavily used during peak times.



CAMPUS PARKING ZONES
Figure 1

- Residence hall parking was at or near capacity.
- In the evening, parking in the east central campus is heavily used.
- There is a shortage of 277 parking spaces in the central academic campus. The shortage is highest in the east central academic campus.
- There is a shortage of 294 spaces in the east residence area.

On-Street Parking

There are approximately 684 curb parking spaces in the vicinity of the campus. The spaces located in the immediate vicinity of the campus are heavily used. Most of the use is confined to the area north of USH 12. There are university-related vehicles parked in residential areas south of USH 12, but the total number is relatively small, estimated to be 50 to 100.

Parking Program

Several alternatives were considered and evaluated for increasing the campus parking supply to provide the capacity needed. These included the following:

- Reconfiguration by restriping of existing lots.
- New surface lots.
- Campus parking structure(s).

A surface parking program incorporating improvements to existing lots and new lots can provide enough capacity to meet the university's needs and be much more cost-effective than a program incorporating multilevel parking structures.

A two-phase parking program is recommended, as follows:

Phase I: Immediate implementation (0-2 years)

	<u>Added Capacity</u>
Central Academic Campus	328
Residence Hall Area	
East	130
West	<u>76</u>
Subtotal	534

Phase II: Long-Term Program

Acquire three properties on Case Street north of Carlson and construct new lot.	<u>120</u>
Total	654

The program outlined in Phase I is readily achievable in a two-year time period. The parking spaces provided by these projects would greatly improve the campus parking situation. The cost of the Phase I program is estimated to be \$450,000. Based on the parking system budget, the debt for such a program could be amortized from current income without increasing parking fees.

Other Parking Recommendations

Parking Fees and Fines

At the present time, parking fees are sufficient to allow the system to operate with a surplus. However, the acquisition of property on Main Street east of Lot 2 and the implementation of an expansion program to increase capacity will require significant expenditures. A periodic maintenance program is also needed for the lots to maintain their usability and integrity. These developments may require fee increases to finance them.

Reserved Parking

The use of individual reserved parking spaces is not in the best interests of the overall campus parking system, and the practice should be minimized to achieve more effective use of the parking resource. The annual fee for reserved parking should also be raised to a minimum of \$200 to discourage use and assign a fee commensurate with the value of the space.

Meter Fees and Time Limits

Metered short-term parking should be provided at key visitor locations. It is recommended that the reserved parking spaces in Lot 13 be converted to short-term parking (30- to 45-minute limit) to serve the University Center. The reserved spaces would need to be replaced at another location, such as Lot 14, where a separate reserved "area" could be developed.

The hourly meter fee rates should be highest for the very short-term meters. Also, free parking should not be permitted, since the fees are needed to operate and maintain the parking system. Recommended meter fees by time limit are as follows:

- Less than 30 minutes — 25 cents per 15 minutes
- 1 to 2 hours — 25 cents per 30 minutes
- 4 hours — 25 cents per hour
- 8 to 10 hours — 15 cents per hour

On-Street Parking

The university should coordinate with the City of Whitewater to install parking meters on streets located on the campus to control use of this parking. The majority of the spaces should have a time limit of 8 to 10 hours. Short-term meters (2-hour limit) should be installed adjacent to Salisbury Hall and other visitor locations.

LAWCON Property

The university should investigate procedures to obtain possession of the LAWCON property north of Wells/Weller Halls.

Traffic and Access

Regional Access

The northern alternative bypass route being proposed for USH 12 by the State of Wisconsin Department of Transportation would be advantageous because it would:

- Relieve peak-hour congestion on Main Street.
- Provide direct access to large parking resource on Starin Road.
- Provide the opportunity to create a northern gateway to the campus that will be easily understood by visitors and guests using the bypass.

Campus Traffic and Access

- Construct sidewalk from the campus and Lot 7 to Williams Center and the Athletic Complex for improved pedestrian access.
- Change the direction of the road just north of Williams Center from two-way to one-way to eliminate the blind corner at the pedestrian crossing.
- Create a vehicle access drive between Lot 8 and West Stadium Drive to improve student access to Lot 9.
- Change the direction of the south and west legs of West Stadium Drive to two-way to improve circulation options in this location. On football game days or during other large events the roadway could operate as a one-way street using temporary signs and barricades.