

City of Superior Business District Parking Study



Prepared by the
Metropolitan Interstate Committee

Duluth-Superior urban area communities cooperating in planning and development through a joint venture of the Arrowhead Regional Development Commission and the Northwest Regional Planning Commission.

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Introduction

The Duluth-Superior Metropolitan Interstate Committee's (MIC) City of Superior Business District Parking Study presents the results of a public and private parking inventory and occupancy survey of a 42-square block area in the city of Superior, Wisconsin. The study area included the city blocks south from Winter Street to 16th Street and west from Hammond Avenue to Oakes Avenue. Map 1 on the following page displays the study area and the location of each parking lot surveyed. In developing the City of Superior Business District Parking Study, MIC staff worked with the city of Superior Public Works Department and the Superior Business Improvement District (SBID).

The objectives of this study were to:

- inventory both available on-street and off-street parking spaces in the study area;
- perform an occupancy survey for selected private and public off-street parking lots;
- determine whether adequate or inadequate spaces are available in the study area; and
- point out issues that arise from the study of each selected lot.

The general 'parking problem' has been characterized as the lack of adequate number of parking spaces to meet demand for such spaces generated by users of commercial districts. While many commercial districts have a real deficiency in the number of spaces which are intended to accommodate the needs of shoppers, clients, residents, employers, employees and other users of the commercial district, in some cases the problem of parking is not related to the supply of spaces but is related to other issues such as: remote location of parking spaces; lack of parking facility identification signs; inefficient layout of parking lots; parking restrictions; lack of security; and misuse or ineffective methods of parking enforcement. All of these issues were evident during the study.

The City of Superior Business District Parking Study was divided into two sections. The first section was the actual inventory of the spaces for the entire 42-block area. Private and public off-street parking lots along with on-street spaces were inventoried to determine the total number of spaces available in the area. Also taken into account were handicap accessible spaces, existence of lined parking stalls, pavement type, lot signage, bus stops, and loading zones. The total number of off-street municipal parking spaces in the area was 620; the total number of off-street private spaces was 1,508; and the estimated total number of on-street parking spaces was 1,297. The Appendix at the conclusion of this study displays the information gathered on all the parking lots in the study area.

The second section of the study involved performing counts of automobiles in each lot to determine utilization. Ten municipal lots and eleven privately owned lots in the downtown area were selected to be the specific study areas. The utilization counts were performed on the weekday peak business hours of 10:30 a.m. to 11:30 a.m. and 1:30 p.m. to 2:30 p.m., Tuesday through Thursday. The dates of the counts were over the three days of September 2, 3, and 4, 1997. An additional utilization count was performed on Friday night, September 12, 1997, between the hour of 10:30 p.m. and 11:30 p.m. Due to the increased traffic created by services in the area at this time, the count was done to determine if adequate parking exists to serve the numerous patrons. The information gathered in this study was then used to analyze the adequacy of public parking in the downtown.

For the purposes of this study, an average utilization rate was calculated by taking the mean of the percentages for the six counts. Also, it was assumed that a parking facility that was 85 to 90 percent occupied was perceived to be full. This is assumed because of constant turnover in many of the lots. Finally, handicapped accessible spaces were inventoried for municipal lots to determine if they were in compliance with the Americans with Disabilities Act (ADA) of 1990. A compliant lot is one that has a specified number of accessible spaces according to the number of total spaces in that lot. Noncompliance is pointed out for each municipal lot that does not have adequate accessible spaces. Private lots were not inventoried for accessible spaces, but the study does cite the required accessible spaces for each lot.

Municipal Off-Street Parking Lots

Municipal off-street parking lots are facilities that are owned and maintained by the city of Superior. They also include those lots leased by the city from private entities. These lots are meant primarily for the public to use at anytime, except where limitations are posted. As was mentioned above, the study area examined 12 municipal lots that contained a total of 620 spaces. For the purposes of this study, 10 lots were selected that were in close proximity to the downtown. These 10 lots contained a total of 502 spaces.

This portion of the study will discuss the 10 municipal parking lots selected for greater attention. Each lot will be described in the context of number of spaces, handicap accessibility, utilization, signage, surface, and presence of painted lines. The discussions also point out some issues about each lot and offer some suggestions about what can be done to increase utilization and provide better access for the general public and the physically challenged. Table 1 below displays the inventory and utilization counts and rates for the 10 municipal lots in the study. Map 2 on the previous page displays the municipal lots in the study area.

Table 1: Spaces and Utilization of the Municipal Parking Lots

Lot #	Total Spaces	Tuesday Morning		Tuesday Afternoon		Wednesday Morning		Wednesday Afternoon		Thursday Morning		Thursday Afternoon	
A	44	3	6.8%	4	9.1%	3	6.8%	3	6.8%	2	4.5%	3	6.8%
B	89	32	36.0	25	28.1	29	32.6	23	25.8	25	28.1	26	29.2
C	25	15	60.0	14	56.0	10	40.0	14	56.0	9	36.0	12	48.0
D	41	15	36.6	16	39.0	2	4.9	12	29.3	3	7.3	2	4.9
E	60	24	40.0	44	73.3	31	51.7	53	88.3	35	58.3	45	75.0
F	40	27	67.5	27	67.5	21	52.5	16	40.0	34	85.0	27	67.5
G	114	28*	24.6	40	35.1	28*	24.6	42	36.8	27*	23.7	49	43.0
H	31	7	22.6	11	35.5	7	22.6	17	54.8	12	38.7	13	41.9
I	14	9	64.3	12	85.7	8	57.1	13	92.9	14	100.0	12	85.7
J	44	39	88.6	39	88.6	39	88.6	40	90.9	39	88.6	36	81.8
Totals	502	199	39.6%	232	46.2%	178	35.5%	233	46.4%	200	39.8%	225	44.8%

*Library was closed during the morning counts.

The table above shows that the surveyed municipal lots had overall average utilization rates below 50 percent for each count. Lots I and J displayed the highest and most consistent usage, while Lots A and D exhibited some of the lowest utilization. Overall, the average utilization rate over the three day count was approximately 42 percent.

Municipal Lot A—South of Strikers Bar

Location: Banks Ave.; between North 11th St. and Broadway St.

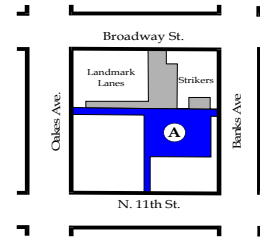
Total number of Spaces: 44

Number of Handicapped Spaces: 0; 2 Additional Spaces Required

Signage: Yes, Parking Prohibited between 3 and 6 a.m.

Paved: Yes

Lined: Yes



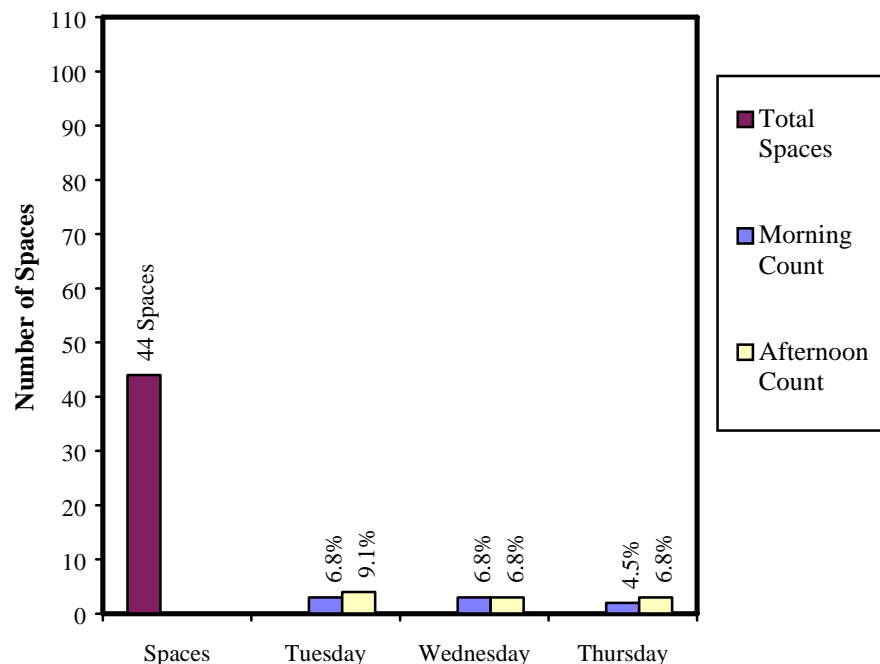
The study revealed that this lot is highly underutilized during the daytime hours. There was little or no difference between occupancy rates in the morning or afternoon for each day. In fact, the extreme southern portion of the lot was occupied by the same automobiles during each count, possibly by tenants living in the adjacent house. The extremely low occupancy rate could be due to the location of the lot, since it is over one block from Tower Avenue. It is also utilized as an overflow lot for the Superior Amateur Hockey Association (SAHA) rink located across Oakes Avenue.

One problem seen with the lot is that it does not contain any handicap accessible spaces, which are required under the Americans with Disabilities Act (ADA). For this lot, two spaces would need to be designated as accessible. The second problem, underutilization, may be lessened by directing traffic off of Tower Avenue to park in the lot. Making citizens aware of the lot's availability could possibly increase its utilization rate.

Total Spaces = 44

Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	3
Tuesday Afternoon (9/2/97)	4
Wednesday Morning (9/3/97)	3
Wednesday Afternoon (9/3/97)	3
Thursday Morning (9/4/97)	2
Thursday Afternoon (9/4/97)	3

Figure 1: Occupancy of Municipal Lot A



Municipal Lot B—East of World of Wheels

Location: N 12th St. and Banks Ave.

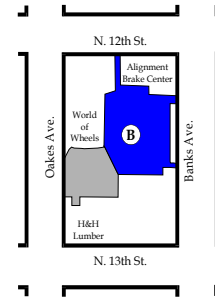
Total number of Spaces: 89

Number of Handicapped Spaces: 2; 2 Additional Spaces Required

Signage: Yes, Parking Prohibited between 3 and 6 a.m.

Paved: Yes

Lined: Yes



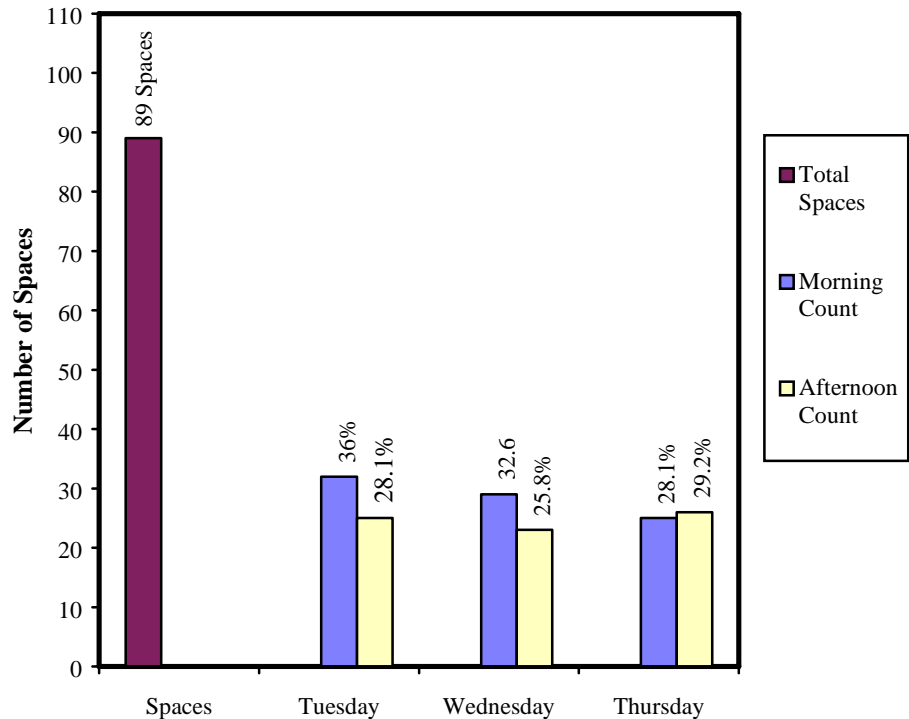
The results of the study display that Lot B has a utilization rate of approximately 30 percent over the three day count, with little variance between times of day and day of the week. The north end of the lot tends to be used by the Alignment Brake Center, while the south end is used by residents. The remaining automobiles are situated along the extreme eastern section of the lot.

The low utilization rate is the main issue facing Lot B. Again, awareness of the lot may be limited. Signs directing drivers to this lot could possibly increase the utilization. Also, two additional handicap accessible spaces would need to be designated for Lot B.

Total Spaces = 89

Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	32
Tuesday Afternoon (9/2/97)	25
Wednesday Morning (9/3/97)	29
Wednesday Afternoon (9/3/97)	23
Thursday Morning (9/4/97)	25
Thursday Afternoon (9/4/97)	26

Figure 2: Occupancy of Municipal Lot B



Municipal Lot C—Behind the VFW

Location: Southeast Corner of N 12th St. and Banks Ave.

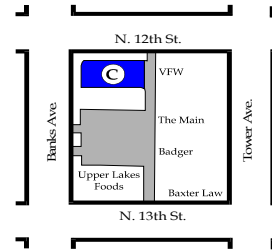
Total number of Spaces: 25

Number of Handicapped Spaces: 1

Signage: Yes, Parking Prohibited between 3 and 6 a.m.

Paved: Yes

Lined: Yes

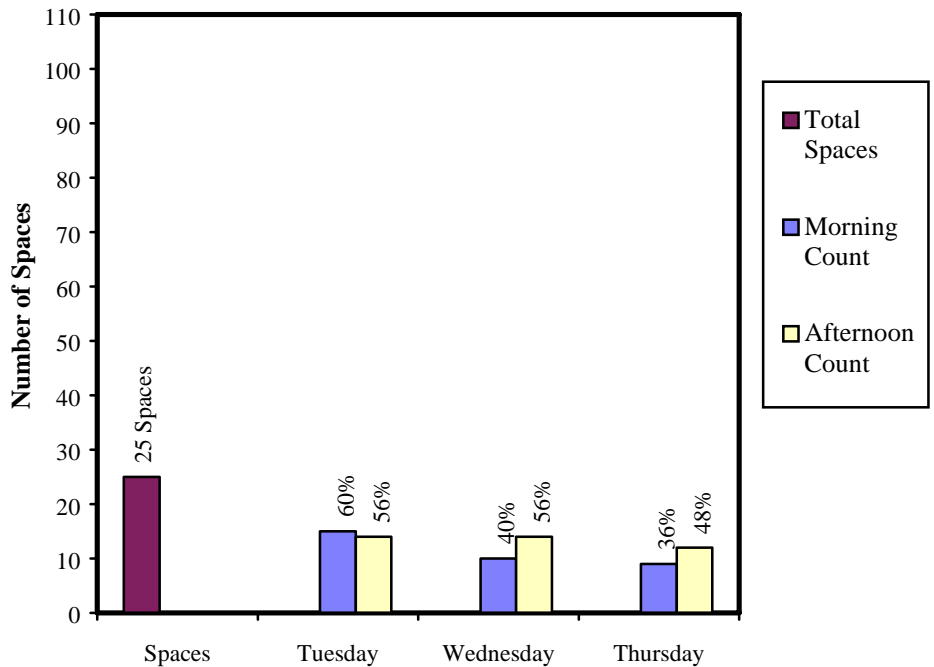


The results exhibit that approximately 50 percent of Municipal Lot C was utilized over the three day period. This usage comes mainly from persons using the VFW. However, this lot may see some overflow from the Androy Hotel lot to the south. One issue that faces this lot is that it is not signed specifically as a ‘Municipal Lot’ even though it does have prohibitive parking in the early morning. A second issue is its hidden location behind the VFW. Making drivers aware of this lot with signage may increase its utilization.

Total Spaces = 25

Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	15
Tuesday Afternoon (9/2/97)	14
Wednesday Morning (9/3/97)	10
Wednesday Afternoon (9/3/97)	14
Thursday Morning (9/4/97)	9
Thursday Afternoon (9/4/97)	12

Figure 3: Occupancy of Municipal Lot C



Municipal Lot D—Behind Sammy’s Elbo Room

Location: Southeast Corner of N 13th St. and Banks Ave.

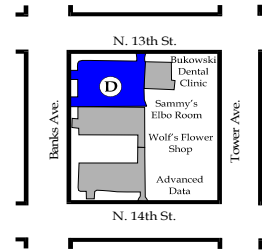
Total Number of Spaces: 41

Number of Handicapped Spaces: 2

Signage: Yes, 2 Hour Parking

Paved: Yes

Lined: Yes



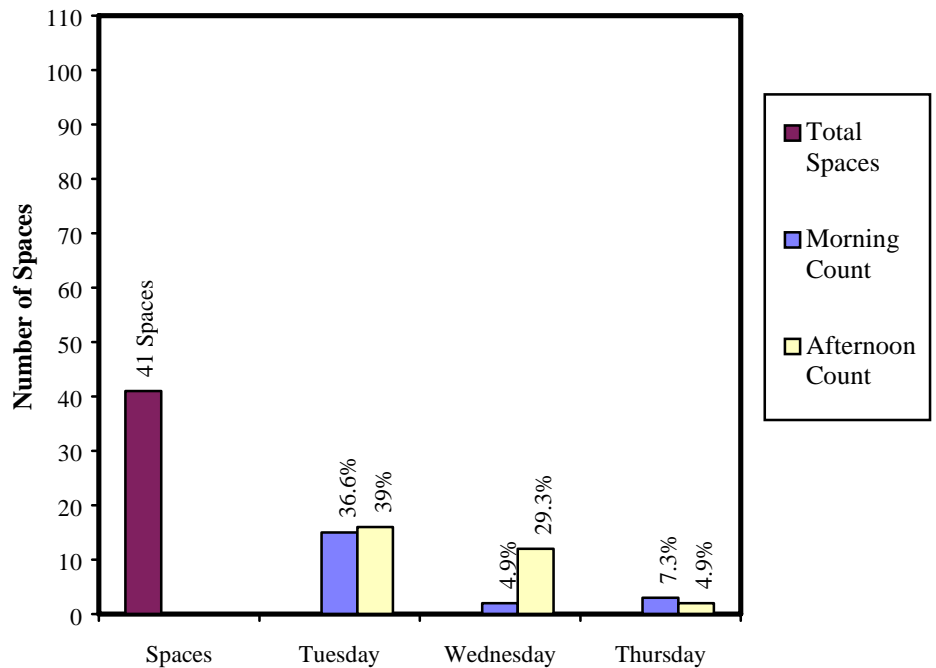
Municipal Lot D averaged a utilization rate of approximately 20 percent over the three day count. As you can see by the graph below, parking in this lot declined steadily after each day.

The low utilization of this lot can be attributed to one main issue: the lack of signage designating the lot as ‘Municipal.’ This is a problem because this lot is shared with Sammy’s Elbo Room. Large signs on the south side of the lot designate the area as “Sammy’s Elbo Room Customer/Employee Parking Only,” which may discourage the general public from parking in that lot entirely. To increase public utilization in the municipal section of this lot, the city of Superior should define the boundaries of the lot. This would invite drivers to park in the municipal section, and not worry about being ticketed or towed for parking in a restricted area. Another issue with this lot is its location behind the buildings of Tower Avenue. Again, utilization could be increased if drivers were made aware of the lot by signs directing them from other streets.

Total Spaces = 41

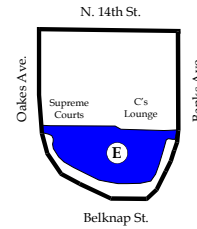
Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	15
Tuesday Afternoon (9/2/97)	16
Wednesday Morning (9/3/97)	2
Wednesday Afternoon (9/3/97)	12
Thursday Morning (9/4/97)	3
Thursday Afternoon (9/4/97)	2

Figure 4: Occupancy of Municipal Lot D



Municipal Lot E—Supreme Courts/C’s Lounge

Location: Northwest Corner of Belknap St. and Banks Ave.
Total number of Spaces: 60
Number of Handicapped Spaces: 2; 1 Additional Space Required
Signage: Yes, No Overnight Parking
Paved: Yes
Lined: Yes



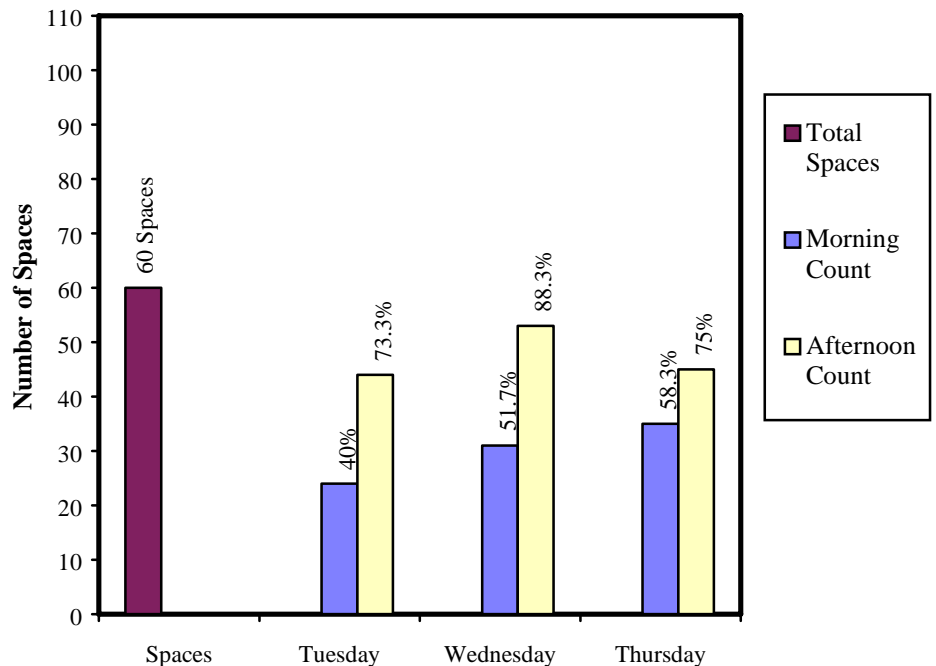
The study revealed that Lot E exhibits differing parking patterns in terms of the time of day. The morning count showed the average utilization rate to be about 50 percent. However, the average utilization rate in the afternoon over those three days was around 77 percent. This shows that the patrons of Supreme Courts and C’s Lounge prefer to use these services later in the day. Most of the parking is in front of these two buildings, however many cars were observed on the extreme south section of the lot. These persons are possibly employees of nearby businesses.

There are several issues that pertain to Lot E. The first is the lack of signage designating it as a municipal lot. The second issue deals with parking in the extreme southwest corner of the lot. Persons tend to park along the curve of the lot where no spaces are designated. To increase the lot’s capacity and create a more controlled parking environment, the city of Superior could line this area. However, if increased capacity is not desired, illegal parking enforcement could be considered. A third issue associated with Lot E is the municipal designation. This lot could be leased to Supreme Courts and C’s Lounge since their customers utilize the lot the most. Lastly, ADA requires that one additional accessible space would need to be designated.

Total Spaces = 60

Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	24
Tuesday Afternoon (9/2/97)	44
Wednesday Morning (9/3/97)	31
Wednesday Afternoon (9/3/97)	53
Thursday Morning (9/4/97)	35
Thursday Afternoon (9/4/97)	45

Figure 5: Occupancy of Municipal Lot E



Municipal Lot F—Super One Foods

Location: Southwest Corner of Belknap St. and Banks Ave.

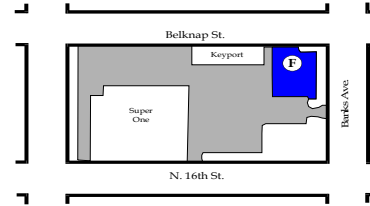
Total number of Spaces: 40

Number of Handicapped Spaces: 2

Signage: No

Paved: Yes

Lined: Yes



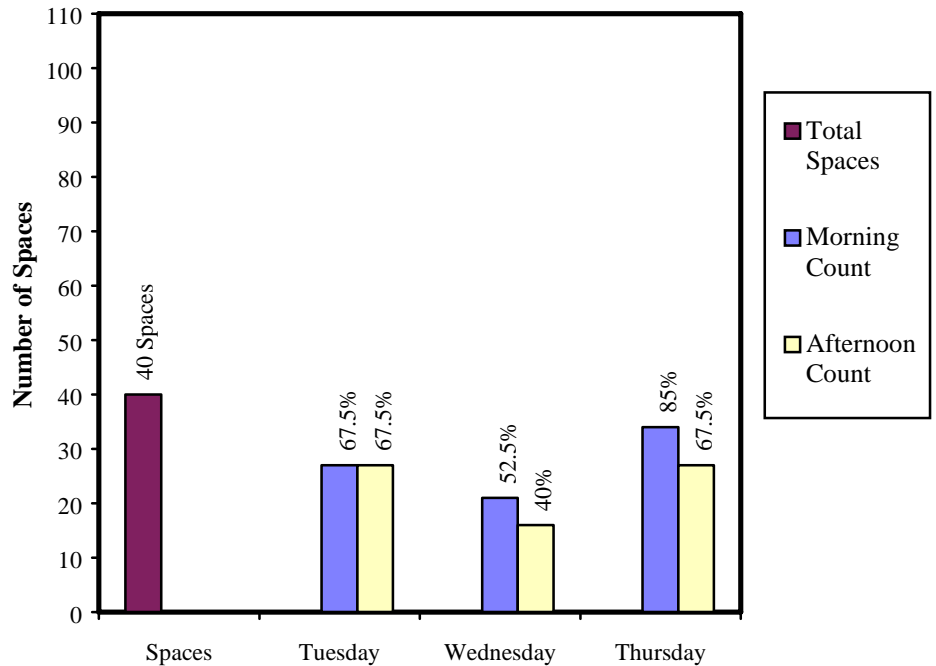
Municipal Lot F is a 40-space section located in the northeast corner of the Super One Foods Grocery Store. This section is leased by the city from the Super One Foods owner. Lot F exhibited an average utilization rate of about 63 percent over the three days, which is fair usage.

The first issue for Lot F is the lack of municipal signage. There are no signs to designate which spaces are for the public’s general use. Two-hour parking could be implemented to allow for more turnover. A second issue is the clarity of the handicap spaces. There is one sign in the middle of two spaces. To make this more evident, a sign should be added and the pavement should display the correct markings.

Total Spaces = 40

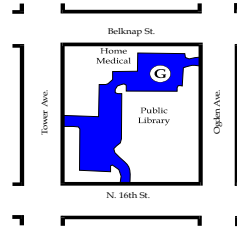
Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	27
Tuesday Afternoon (9/2/97)	27
Wednesday Morning (9/3/97)	21
Wednesday Afternoon (9/3/97)	16
Thursday Morning (9/4/97)	34
Thursday Afternoon (9/4/97)	27

Figure 6: Occupancy of Municipal Lot F



Municipal Lot G—Public Library

Location: Belknap St. and Tower Ave.
Total number of Spaces: 114
Number of Handicapped Spaces: 5
Signage: Yes; 2 Hour, No Night Parking
Paved: Yes
Lined: Yes



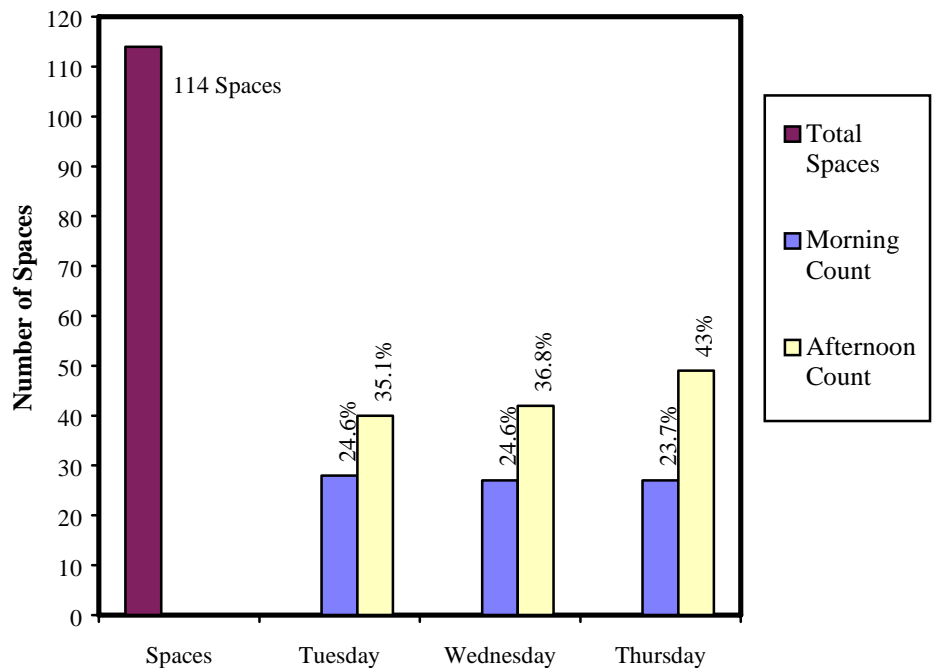
This lot showed greater utilization in the afternoon than in the morning. The average rate in the morning was about 24 percent, while in the afternoon, utilization was approximately 40 percent. These dynamics are due to the library hours and days of the week it is open. During the day, parking is concentrated in the “employee parking only” spaces and in the spaces along Belknap Street. These are possibly used by employees of other businesses in the area. Permit parking for the Senior Citizen Center is also allowed in this lot.

Municipal signage would be needed in this lot if the city of Superior would like to make the spaces available to persons who are not using the library. The lot has a two-hour time limit, but lacks enforcement, as is shown by the low turnover rate in the spaces along Belknap Street. Concern was expressed that there may not be enough open spaces to continue allowing usage by Senior Citizen Center patrons. The study showed that during the morning and afternoon hours there are ample spaces open for use, however this may not be the case during special events that occur at the Center.

Total Spaces = 114

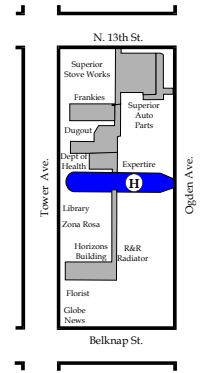
Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	28
Tuesday Afternoon (9/2/97)	40
Wednesday Morning (9/3/97)	28
Wednesday Afternoon (9/3/97)	42
Thursday Morning (9/4/97)	27
Thursday Afternoon (9/4/97)	49

Figure 7: Occupancy of Municipal Lot G



Municipal Lot H—North 14th Street Turnaround

Location: N 14th St. and Ogden Ave.
Total number of Spaces: 31
Number of Handicapped Spaces: 2
Signage: Yes; 2 Hour, No Night Parking
Paved: Yes
Lined: Yes



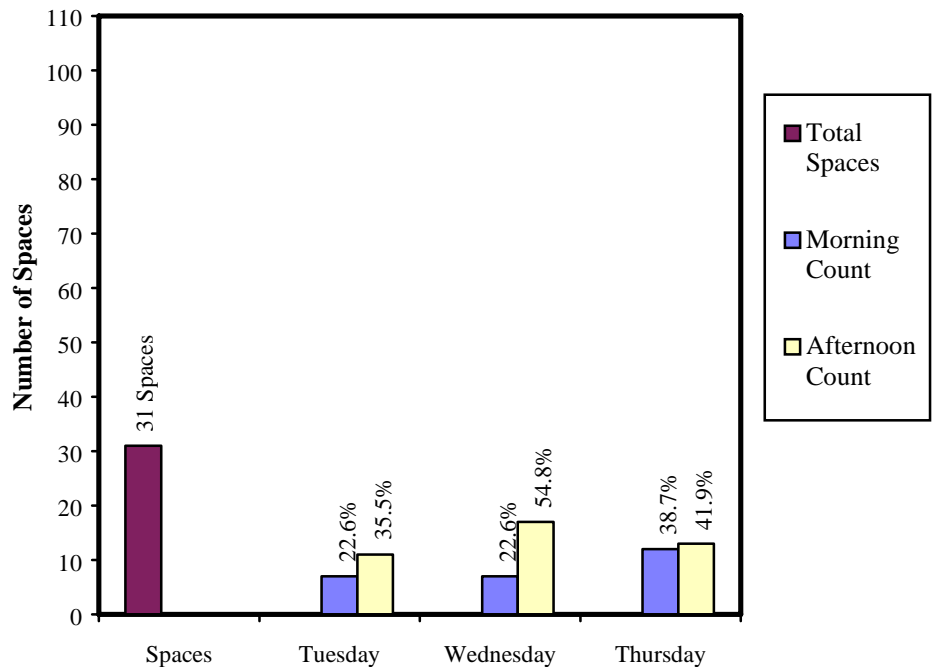
As can be seen by the graph below, Lot H tends to be quite underutilized. There are slight differences between the morning and the afternoon, but on the whole, the average utilization was approximately 35 percent. This is a good location for a lot because it is close to many active centers in the downtown area.

The main issue associated with this lot is the limit of two hours on parking. To relieve parking in Municipal Lot J, this lot, or sections of it, could be leased to owners in the immediate area for long term employee parking. This lot may be used more during the nighttime hours due to its proximity to restaurants in the area.

Total Spaces = 31

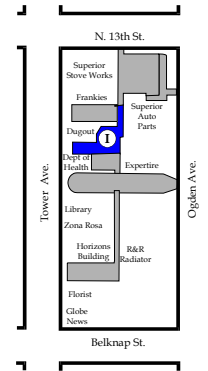
Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	7
Tuesday Afternoon (9/2/97)	11
Wednesday Morning (9/3/97)	7
Wednesday Afternoon (9/3/97)	17
Thursday Morning (9/4/97)	12
Thursday Afternoon (9/4/97)	13

Figure 8: Occupancy of Municipal Lot H



Municipal Lot I—Next to Frankies Tavern

Location: N 14th St. and Tower Ave.
Total number of Spaces: 14
Number of Handicapped Spaces: 0; 1 Additional Space Required
Signage: None
Paved: Yes
Lined: Yes



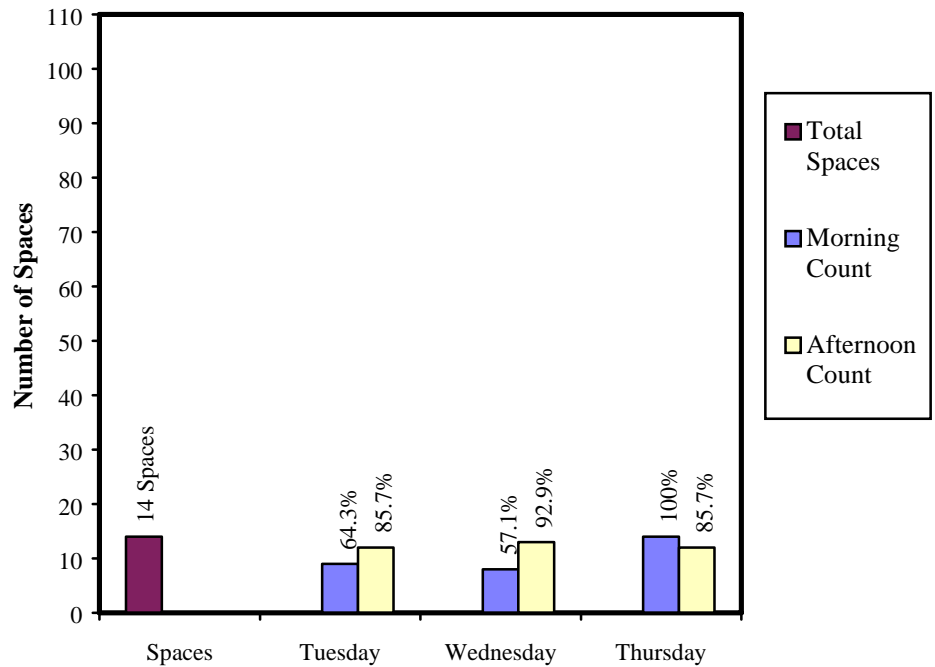
Lot I displayed good utilization rates for the three days. Four out of the six counts showed that this lot was at capacity. The overall average utilization rate for the three day count was approximately 80 percent. This lot is again used mostly by employees of surrounding businesses because of no time stipulation.

If Lot I is to remain a municipal entity, municipal signage, along with one handicap space and painted lines need to be added to improve this lot. The city of Superior may consider leasing or selling this lot because of the poor access from a street.

Total Spaces = 14

Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	9
Tuesday Afternoon (9/2/97)	12
Wednesday Morning (9/3/97)	8
Wednesday Afternoon (9/3/97)	13
Thursday Morning (9/4/97)	14
Thursday Afternoon (9/4/97)	12

Figure 9: Occupancy of Municipal Lot I



Municipal Lot J—North of Superior Auto Parts

Location: N 13th St. and Ogden Ave.

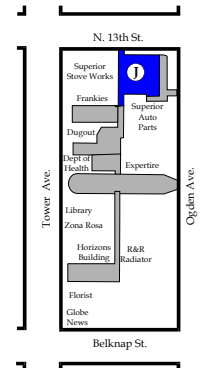
Total number of Spaces: 44

Number of Handicapped Spaces: 1; 1 Additional Space Required

Signage: Yes; Parking Prohibited between 2 and 6 a.m.

Paved: Yes

Lined: Yes



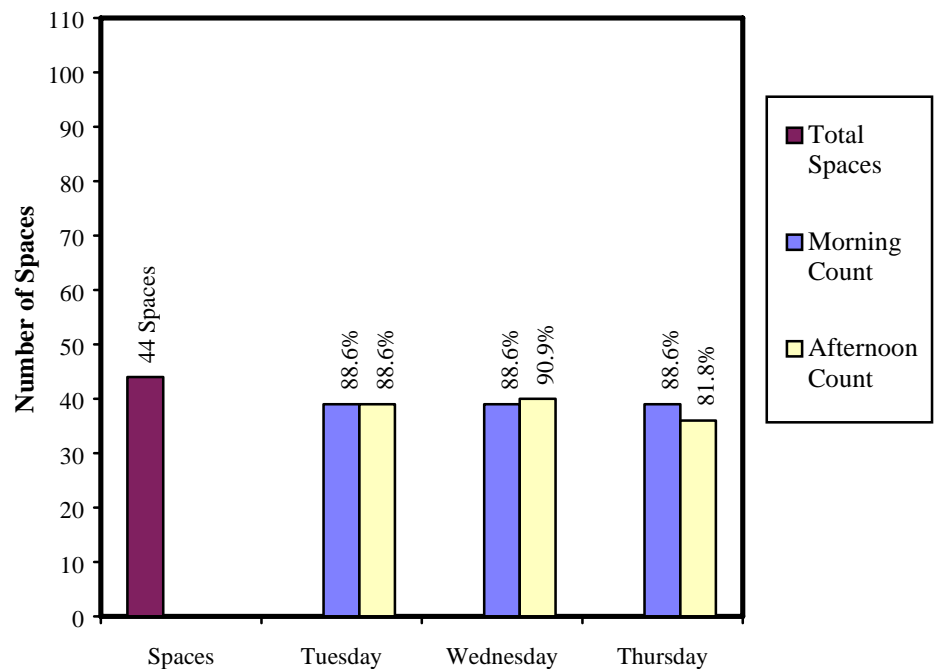
The count revealed that Lot J is the most highly utilized municipal lot in the study area. The average rate was around 88 percent for the three days. The percentage rates listed in the graph below show that the lot was full for every count except for Thursday afternoon. This lot houses mostly employees from surrounding businesses indicated by a small observed turnover.

Lot J is shared with the Superior Auto Parts private lot #11, which can be seen in Map 3. No signage exists to designate this lot as municipal and no boundary is drawn to indicate which section is private and which is public. Also, two spaces are allocated for handicap parking in the northwest corner adjacent to the alley. These spots are wide enough and one is painted for handicap access, however no signs exist to designate the spaces. The lot's long term parking could be reexamined to free up spaces for the general public

Total Spaces = 44

Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	39
Tuesday Afternoon (9/2/97)	39
Wednesday Morning (9/3/97)	39
Wednesday Afternoon (9/3/97)	40
Thursday Morning (9/4/97)	39
Thursday Afternoon (9/4/97)	36

Figure 10: Occupancy of Municipal Lot J



Private Off-Street Parking Lots

Private off-street parking lots are the facilities that are owned and maintained by private businesses. For the purposes of this study, lots that are leased by private entities from the city of Superior or some other owner were also considered to be private. The total number of private spaces that are available in the entire study area is 1,508. Eleven private lots were selected to be closely examined because of their proximity to the downtown area. The total number of spaces in these lots is 461.

The same observations that were made for the municipal parking lots were made for the private parking lots. Additional comments were made on identifying the owners of the lot, who the major users were, and the number of accessible spaces needed per lot. Table 2 below displays the spaces and utilization of each of the 11 private lots in the study. Map 3 on the previous page shows the private lots that were surveyed.

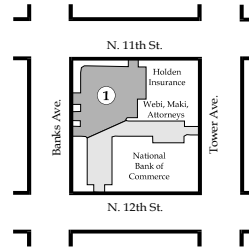
Table 2: Spaces and Utilization of the Private Parking Lots

Lot #	Total Spaces	Tuesday		Wednesday		Thursday							
		Morning	Afternoon	Morning	Afternoon	Morning	Afternoon						
1	87	49	56.3%	44	50.6%	48	55.2%	54	62.1%	47	54.0%	60	69.0%
2	53	42	79.2	52	98.1	46	86.8	39	73.6	37	69.8	40	75.5
3	67	51	76.1	46	68.7	47	70.1	51	76.1	47	70.1	47	70.1
4	42	17	40.5	16	38.1	21	50.0	13	31.0	15	35.7	15	35.7
5	40	8	20.0	15	37.5	9	22.5	17	42.5	10	25.0	17	42.5
6	32	29	90.6	32	100.0	32	100.0	28	87.5	31	96.9	33	103.1
7	49	45	91.8	42	85.7	37	75.5	39	79.6	35	71.4	40	81.6
8	25	24	96.0	22	88.0	23	92.0	20	80.0	24	96.0	22	88.0
9	37	11	29.7	17	45.9	17	45.9	16	43.2	11	29.7	18	48.6
10	14	14	100.0	14	100.0	12	85.7	16	114.3	11	78.6	14	100.0
11	15	13	86.7	11	73.3	10	66.7	9	60.0	9	60.0	12	80.0
Totals	461	303	65.7%	311	67.4%	302	65.5%	302	65.5%	277	60.0%	318	69.0%

Overall, the private parking lot utilization for the three-day count was higher than that of the municipal lots. As was previously mentioned, the overall three-day usage for the municipal lots was 42 percent, compared to a private lot usage of approximately 65 percent. Private lot #'s 6, 8, and 10 exhibited the highest and most consistent usage. Lot #5 showed some of the lowest utilization.

Private Lot #1—Weiby, Maki Attorneys/Holden Insurance

Location: N 11th St. and Banks Ave.
Total number of Spaces: 87
Handicapped Spaces: 4 Spaces Required
Signage: Yes
Paved: Yes
Lined: Yes

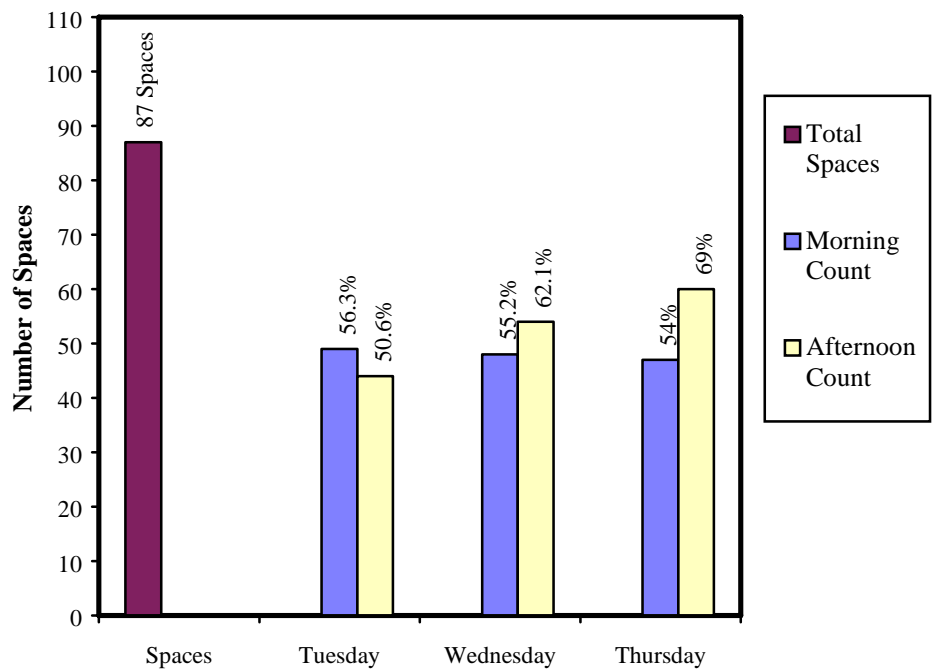


Lot #1 revealed a fairly good utilization rate over the three days the counts were performed. As can be seen by the graph below, utilization was consistent with an average of about 58 percent over the three days. This private lot is used primarily by customers and employees of Weiby, Maki, Durst, Ledin, and Bick Attorneys and Holden Insurance. National Bank of Commerce, the owners of the lot, also utilize the parking area. To be compliant with ADA regulations, owners of the National Bank of Commerce would need to put in four handicapped spaces.

Total Spaces = 87

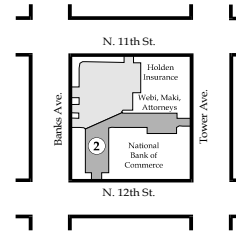
Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	49
Tuesday Afternoon (9/2/97)	44
Wednesday Morning (9/3/97)	48
Wednesday Afternoon (9/3/97)	54
Thursday Morning (9/4/97)	47
Thursday Afternoon (9/4/97)	60

Figure 11: Occupancy of Private Lot #1



Private Lot #2—National Bank of Commerce

Location: N 12th St. and Banks/Tower Ave.
Total number of Spaces: 53
Handicapped Spaces: 3 Spaces Required
Signage: Yes
Paved: Yes
Lined: Yes

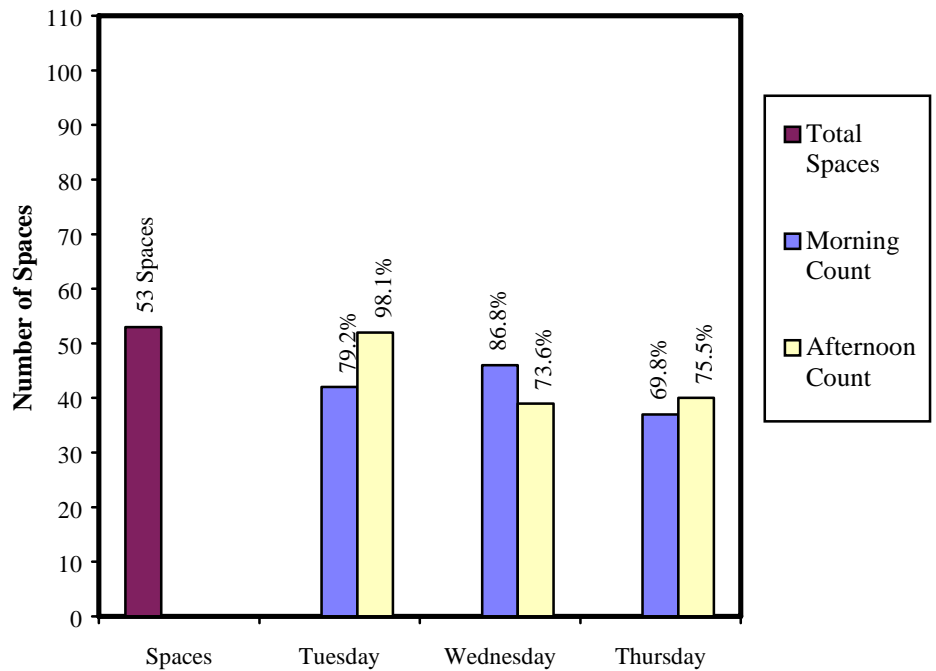


The counts revealed that Lot #2 had good utilization over the three day count. The average utilization rate was approximately 80 percent, which is just below being considered at capacity. Lot #2 exhibits many of the characteristics of a bank lot. Constant turnover in the customer designated spaces and perpetual parking in employee spaces are typical of bank lots. The few spaces that are open are needed because of the constant turnover and the possibility of a peak bank time. National Bank of Commerce also has signs that invite persons to use their guest parking for an hour. To be ADA compliant, the lot would need to add three accessible spaces.

Total Spaces = 53

Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	42
Tuesday Afternoon (9/2/97)	52
Wednesday Morning (9/3/97)	46
Wednesday Afternoon (9/3/97)	39
Thursday Morning (9/4/97)	37
Thursday Afternoon (9/4/97)	40

Figure 12: Occupancy of Private Lot #2



Private Lot #3—Badger Building/Androy Hotel/Upper Lakes Foods

Location: Banks Ave. between N 12th and 13th Sts.

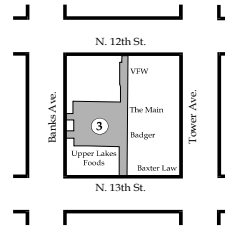
Total number of Spaces: 67

Handicapped Spaces: 3 Spaces Required

Signage: Yes; Private

Paved: No

Lined: Yes

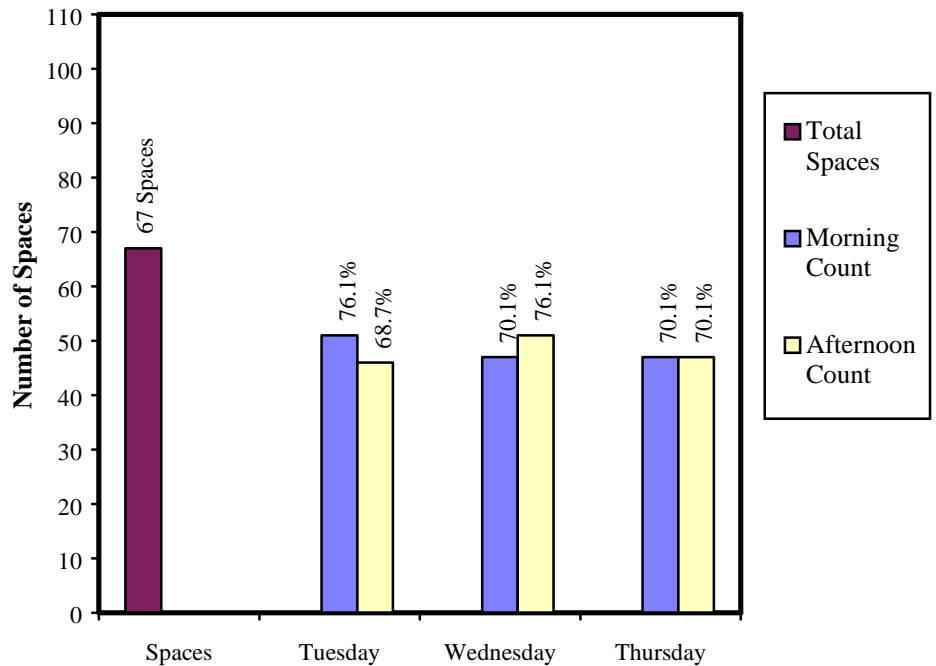


This lot exhibits very consistent usage. The overall utilization rate was about 72 percent for the three days. This long term parking lot is well signed for each business and there are sufficient open spaces for customers. Investigation into who uses this lot revealed that the Androy Hotel, Lounge and Restaurant customers were the largest group. Androy employees park elsewhere. The lots owners would need to install three accessible spaces to become ADA compliant.

Total Spaces = 67

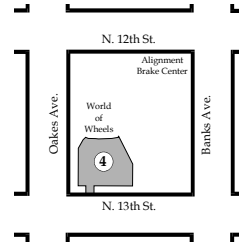
Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	51
Tuesday Afternoon (9/2/97)	46
Wednesday Morning (9/3/97)	47
Wednesday Afternoon (9/3/97)	51
Thursday Morning (9/4/97)	47
Thursday Afternoon (9/4/97)	47

Figure 13: Occupancy of Private Lot #3



Private Lot #4—World of Wheels

Location: N 13th St. and Oakes Ave.
Total number of Spaces: 42
Handicapped Spaces: 2 Spaces Required
Signage: None
Paved: No
Lined: No

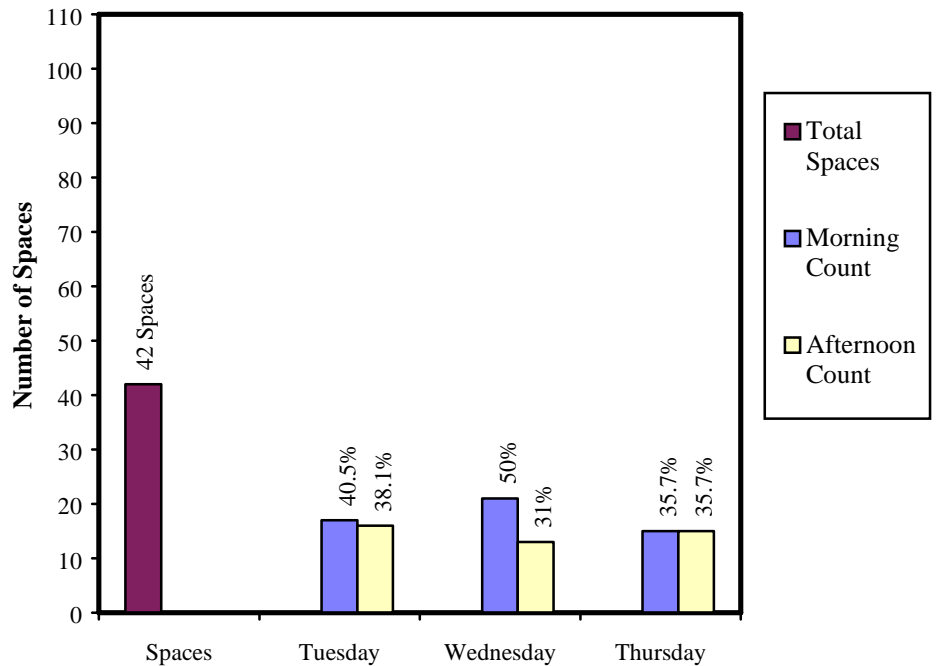


Lot #4 is an unpaved lot that shows an average utilization rate of approximately 38 percent for the three days. This lot is leased by World of Wheels from the city of Superior. H & H Lumber uses the lot during the daytime for employee and customer parking. Utilization increases during the evening hours to correspond with skating hours. ADA compliance would require the city of Superior to put in two handicap accessible spaces.

Total Spaces = 42

Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	17
Tuesday Afternoon (9/2/97)	16
Wednesday Morning (9/3/97)	21
Wednesday Afternoon (9/3/97)	13
Thursday Morning (9/4/97)	15
Thursday Afternoon (9/4/97)	15

Figure 14: Occupancy of Private Lot #4



Private Lot #5—Sammy’s Elbo Room

Location: Banks Ave. between N 13th and 14th Sts.

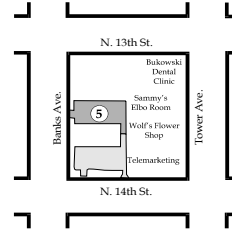
Total number of Spaces: 40

Handicapped Spaces: 2 Spaces Required

Signage: Yes; Sammy’s Employee/Customer Parking Only

Paved: Yes

Lined: Yes

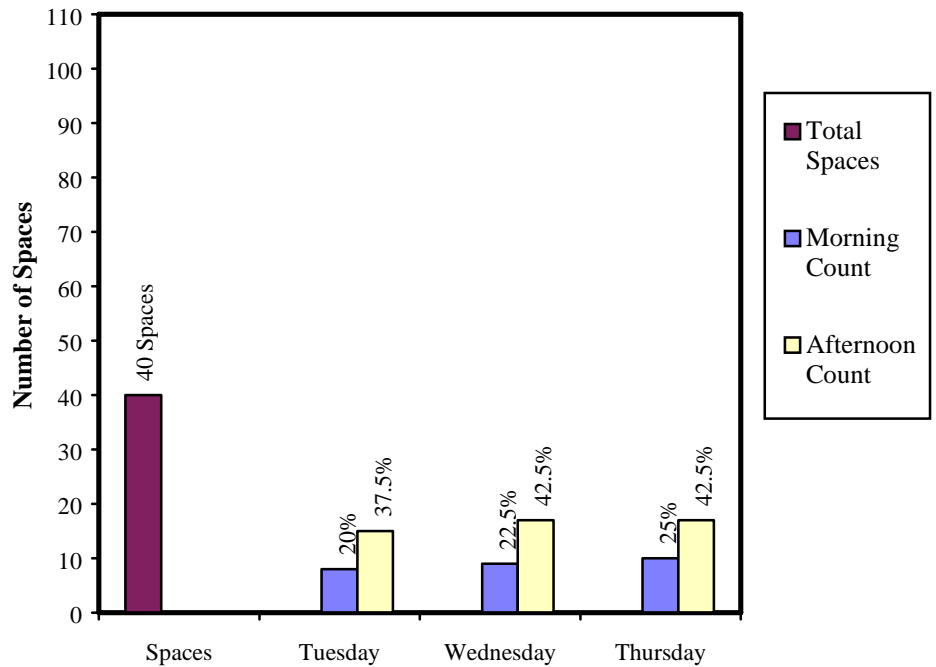


This lot exhibited somewhat low utilization rates during the day, but usage possibly would increase dramatically during the dinner hours and later. The average utilization for the three days was about 32 percent, with counts consistently higher in the afternoon. Sammy’s Elbo Room has “employee parking only” along the south side of the lot and “customer parking” signs attached to their building. The Elbo Room lot is adjacent to Municipal Lot D (see Map 2) which has low utilization possibly due to lack of municipal signage. Two accessible spaces would need to be installed to be ADA compliant.

Total Spaces = 40

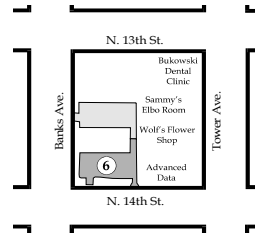
Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	8
Tuesday Afternoon (9/2/97)	15
Wednesday Morning (9/3/97)	9
Wednesday Afternoon (9/3/97)	17
Thursday Morning (9/4/97)	10
Thursday Afternoon (9/4/97)	17

Figure 15: Occupancy of Private Lot #5



Private Lot #6—Advanced Data Telemarketing

Location: N 14th St. and Banks Ave.
Total number of Spaces: 32
Handicapped Spaces: 2 Spaces Required
Signage: Yes; Private
Paved: No
Lined: Yes

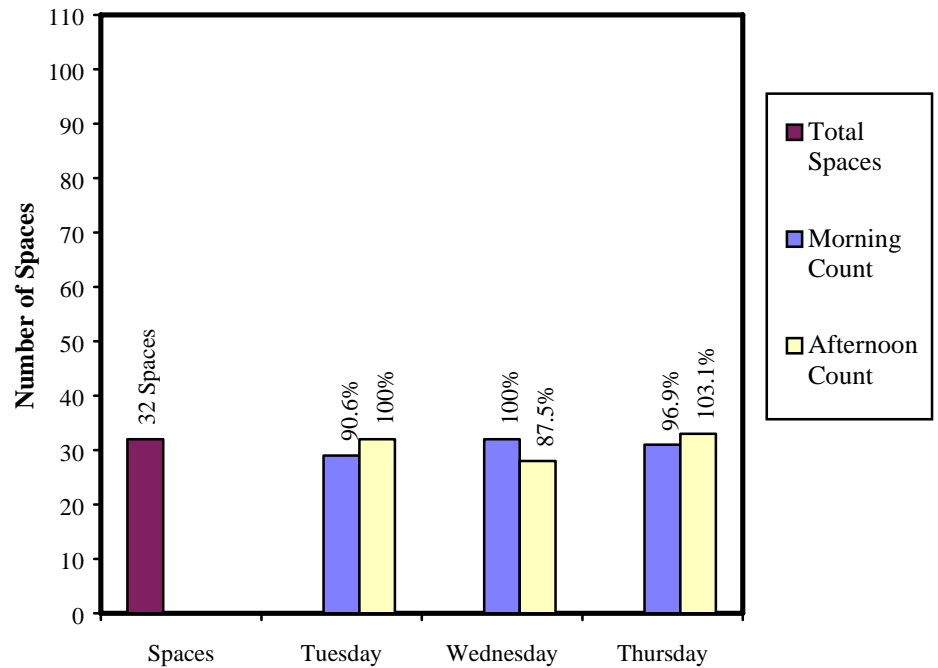


As can be seen by the figure below, Lot #6 is an extremely utilized lot which is at or above capacity everyday. The average three day utilization rate was 96 percent. The parking in this lot was very tight because of the lack of lined spaces. Employees park in a diagonal and 90 degree manner on the perimeter and in a parallel fashion in the center. This is not a customer based service, so extra parking is not needed. However, shift changes in the middle of the afternoon may cause congestion in the area. A future consideration for the city of Superior may be to lease spaces in the new lot across North 14th Street to the telemarketing firm to decrease the congestion. Two accessible spaces would need to be added to be ADA compliant.

Total Spaces = 32

Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	29
Tuesday Afternoon (9/2/97)	32
Wednesday Morning (9/3/97)	32
Wednesday Afternoon (9/3/97)	28
Thursday Morning (9/4/97)	31
Thursday Afternoon (9/4/97)	33

Figure 16: Occupancy of Private Lot #6



Private Lot #7—M & I Bank

Location: Banks Ave. between N 14th and Belknap Sts.

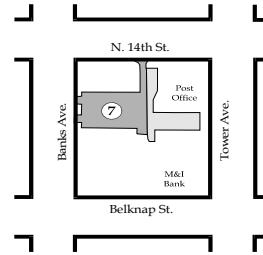
Total number of Spaces: 49

Handicapped Spaces: 2 Spaces Required

Signage: Yes; Employee Parking Only

Paved: Yes

Lined: Yes



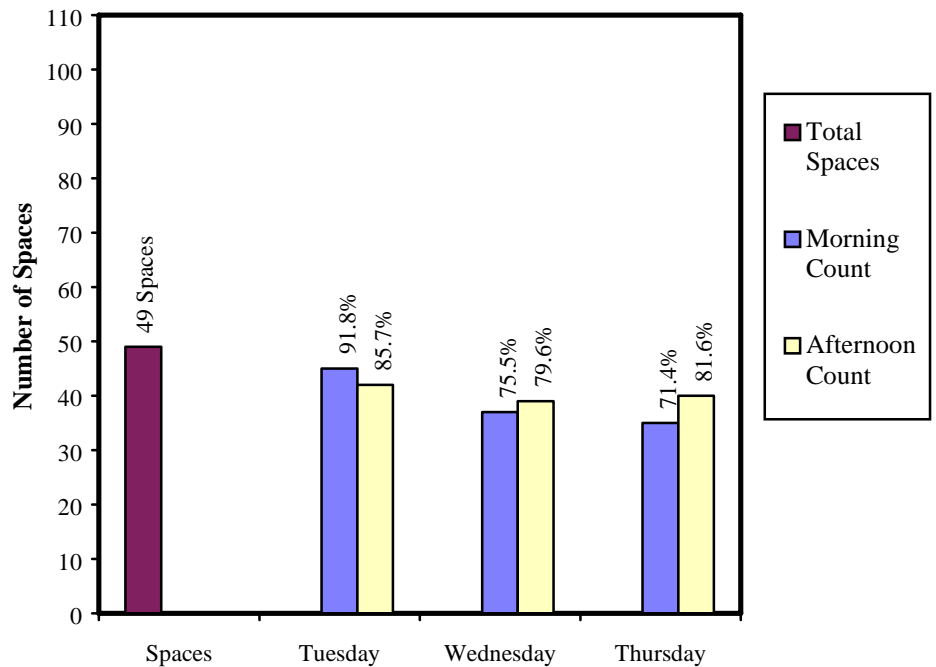
For the purpose of this study, Lot #7 was the parking lot for the M & I bank employees. This lot had good utilization for the three day count. On average, about 80 percent of the spaces were filled during the three day count. ADA regulations would require two accessible spaces for this lot.

Concern was expressed that this employee parking facility was being utilized by other businesses. This could possibly be due to the overflow from Advanced Data Telemarketing lot.

Total Spaces = 49

Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	45
Tuesday Afternoon (9/2/97)	42
Wednesday Morning (9/3/97)	37
Wednesday Afternoon (9/3/97)	39
Thursday Morning (9/4/97)	35
Thursday Afternoon (9/4/97)	40

Figure 17: Occupancy of Private Lot #7



Private Lot #8—Old Post Office

Location: N 14th St. between Banks and Tower Aves.

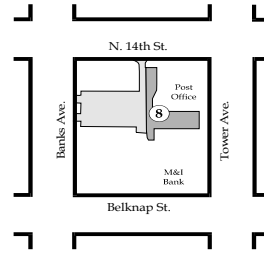
Total number of Spaces: 25

Handicapped Spaces: 1 Space Required

Signage: Yes; Customer Parking Only

Paved: No

Lined: Yes



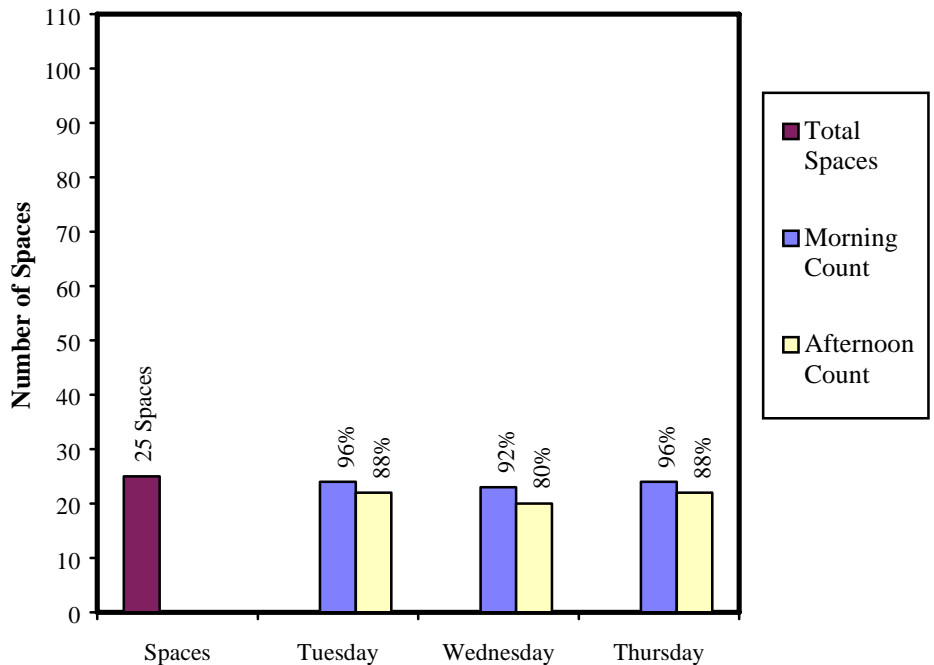
This is another lot that tends to be full most of the time. About 90 percent of the spaces were filled during the count days. Due to the lack of painted spaces, the parking observed was quite crowded. Vehicles were often parked illegally in front of loading docks and dumpsters. Like the telemarketing lot, parking could be relieved here by leasing out spaces in the new municipal parking lot that is located adjacent to their property. However, many of the users of this lot may be employees of the telemarketing firm. This lot requires one accessible space.

An additional municipal parking lot is in the process of being constructed at the southeast corner of North 14th Street and Banks Avenue. This will be a two hour lot that will accommodate approximately 25 automobiles. This general area may be facing greater parking shortages due to additional tenants moving into adjacent buildings.

Total Spaces = 25

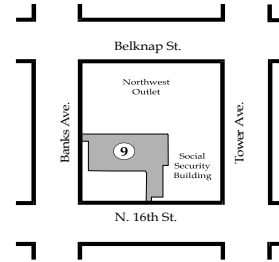
Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	24
Tuesday Afternoon (9/2/97)	22
Wednesday Morning (9/3/97)	23
Wednesday Afternoon (9/3/97)	20
Thursday Morning (9/4/97)	24
Thursday Afternoon (9/4/97)	22

Figure 18: Occupancy of Private Lot #8



Private Lot #9—Senior Center

Location: N 16th St. and Banks Ave.
Total number of Spaces: 37
Handicapped Spaces: 2 Spaces Required
Signage: Yes; Permit Parking, 8 a.m. to 9 p.m.
Paved: Yes
Lined: Yes

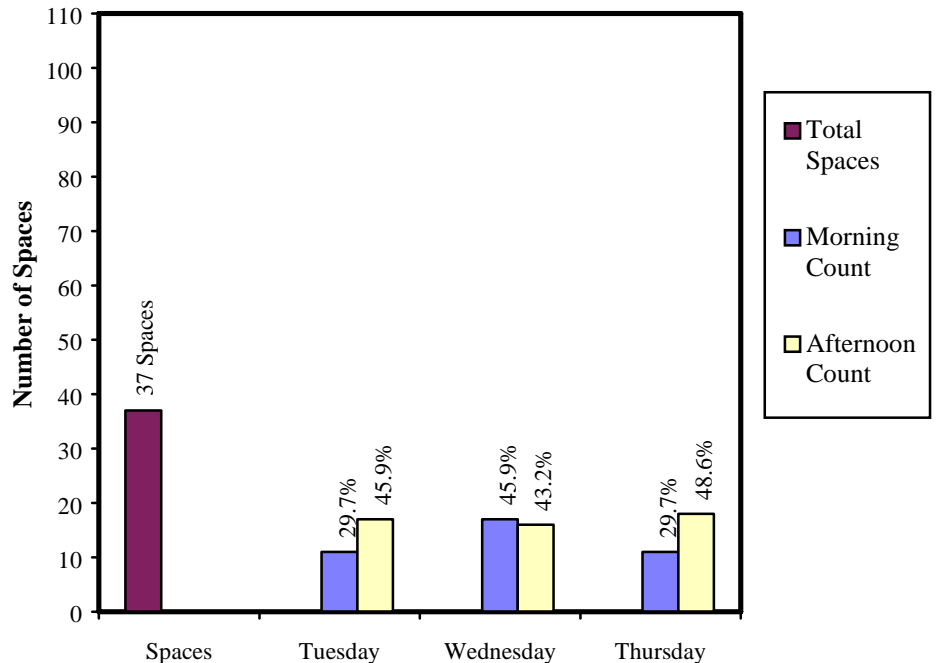


The lot that facilitates the Senior Center revealed little utilization over the three day period. An overall average of about 40 percent usage was found with more parking occurring generally in the afternoon. This underutilization may be reflective of the time of day the inventory was taken. Special events in the Senior Center tend to overflow the existing lot at times. However, if overflow does happen, parking is available in the One Hour Martinizing lot and in the library lot where a permit is required.

Total Spaces = 37

Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	11
Tuesday Afternoon (9/2/97)	17
Wednesday Morning (9/3/97)	17
Wednesday Afternoon (9/3/97)	16
Thursday Morning (9/4/97)	11
Thursday Afternoon (9/4/97)	18

Figure 19: Occupancy of Private Lot #9



Private Lot #10—R & R Radiator

Location: Tower Ave. between N 14th and Belknap Sts.

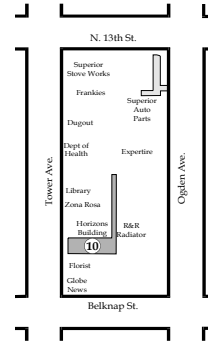
Total number of Spaces: 14

Handicapped Spaces: 1 Space Required

Signage: Yes; Customer Parking Only

Paved: Yes

Lined: Yes

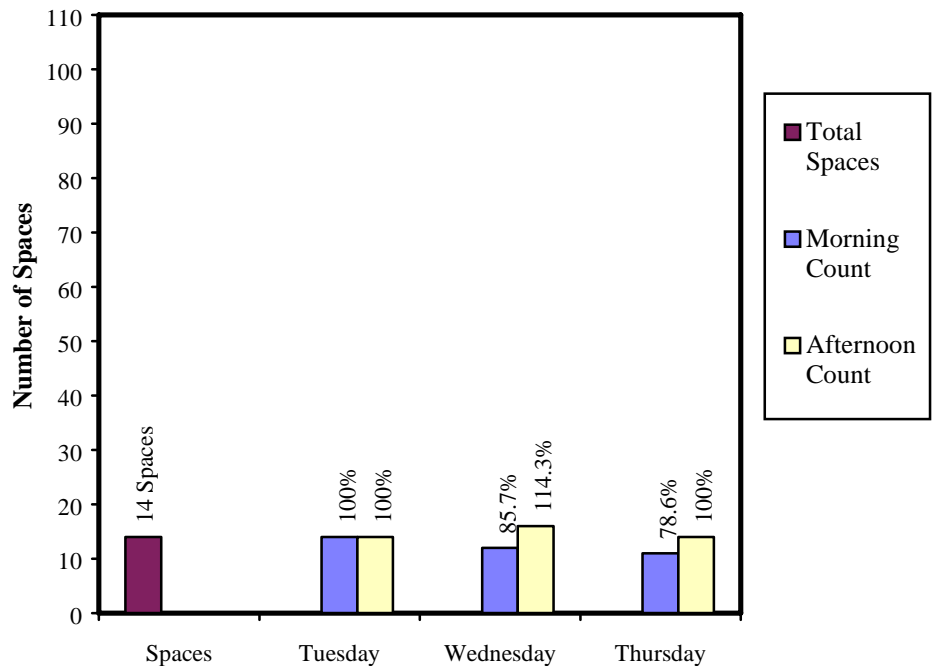


As can be seen by the figure below, Lot #10 was full or over full for five of the six counts. The average utilization rate for the six counts was approximately 96 percent. The composition of this lot is the reason for this high utilization. It includes the automobiles of customers who are waiting for service and the employees who work in the shop. One space would need to be added to comply with ADA regulations.

Total Spaces = 14

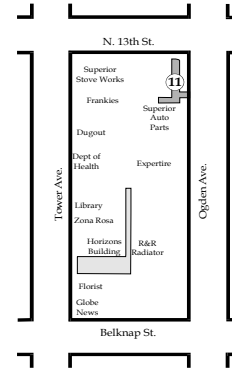
Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	14
Tuesday Afternoon (9/2/97)	14
Wednesday Morning (9/3/97)	12
Wednesday Afternoon (9/3/97)	16
Thursday Morning (9/4/97)	11
Thursday Afternoon (9/4/97)	14

Figure 20: Occupancy of Private Lot #10



Private Lot #11—Superior Auto Parts

Location: N 13th St. and Ogden Ave.
Total number of Spaces: 15
Handicapped Spaces: 1 Space Required
Signage: Yes; Auto Parts Customers Only
Paved: Yes
Lined: Yes

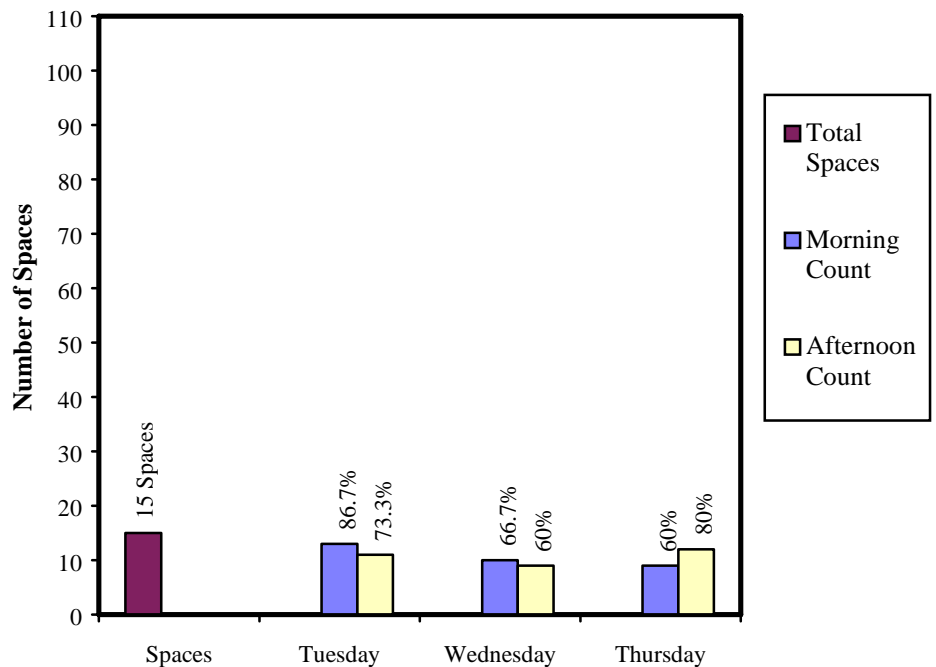


Lot #11 is utilized by the employees and customers of Superior Auto Parts. The average utilization was approximately 70 percent for the six counts. From the dynamics observed, employee parking occurs in the lot shared with the city of Superior and customer parking is located next to the building. As was mentioned before, signage could be installed to better delineate between the municipal and privately owned lots.

Total Spaces = 15

Day/Time	# of Spaces Occupied
Tuesday Morning (9/2/97)	13
Tuesday Afternoon (9/2/97)	11
Wednesday Morning (9/3/97)	10
Wednesday Afternoon (9/3/97)	9
Thursday Morning (9/4/97)	9
Thursday Afternoon (9/4/97)	12

Figure 21: Occupancy of Private Lot #11



Friday Evening Utilization Count

An additional utilization count was performed on Friday, September 12, 1997 between the hour of 10:30 p.m. and 11:30 p.m. to determine if usage differed significantly from the daytime hours. As was mentioned above, the city of Superior experiences an increase in the amount of traffic at this time and later. This traffic increase is mainly due to the patrons utilizing the services of the bars and lounges located in the area. The purpose of this additional count was to identify if there were any parking inadequacies in the study area due to this increased traffic.

The results of this count are listed in the Table 3 below. The largest increase in percentage that was observed occurred in Municipal Lot A. During the day, the average utilization was about 7 percent compared to the Friday utilization rate of 61 percent. This lot is used primarily by patrons of Striker's Lounge. The remaining municipal lots showed decreases in utilization rates between the day and night counts.

Table 3: Friday Evening Occupancy Rates

Municipal Lot	Day Count Average (%)	Friday Count	Friday Evening Percentage (%)	Private Lot	Six-Count Average (%)	Friday Count	Friday Evening Percentage (%)
A	6.8%	27	61.0%	1	57.8%	10	8.7%
B	29.9	8	8.9	2	80.5	4	7.5
C	49.3	5	20.0	3	71.8	49	73.0
D	20.3	3	7.3	4	38.5	4	9.5
E	64.0	10	16.6	5	31.6	14	35.0
F	63.3	11	27.5	6	96.4	2	6.2
G	31.3	3	2.6	7	80.9	3	6.1
H	36.0	9	29.0	8	90.0	6	24.0
I	80.9	10	71.0	9	40.5	0	0.0
J	87.8	32	73.0	10	96.4	1	7.1
				11	53.3	7	46.7

Private Lots 3 and 5 exhibited slight increases in utilization. This increase is due to restaurant and lounge activity in the Androy facility and Sammy's Elbo Room. However, the remainder of the private lots showed significant percentage decreases. This is because most the owners of these lots do the majority of their business during daytime hours and do not allow parking on their premises after hours.

On-Street Parking Space Inventory

The final aspect of the City of Superior Business District Parking Study was the inventory of all the on-street parking spaces located in the 42-block area. The study revealed that there are 1,297 spaces in this specific area. Numerous other characteristics were also taken into account when this inventory was performed. Things like handicap spaces, bus stops, time limits, and parking restrictions were inventoried along with the number of spaces available.

Map 4 on the following page displays the results of the on-street parking inventory. The number of spaces varies with such things as curb cuts, loading zones, and the location of bus stops. Broadway Street, from Oakes Avenue to Ogden Avenue showed the most dense amount of spaces because of the diagonal parking that was implemented in the Summer of 1996. Other blocks in the study had as few as three spaces, while others had 12 to 13. Handicap accessible spaces were dispersed throughout the study area. The inventory revealed that 13 accessible spaces exist in the area, most of them located along Tower Avenue. The count also disclosed that there are 24 bus stops in the 42-block area. A majority of the stops are located on Broadway Street, Tower Avenue, Belknap Street, and Hammond Avenue following the posted bus route through the downtown area.

Parking limits and restrictions were also noted. Banks Avenue, Tower Avenue, and Ogden Avenue exhibited 2-hour parking limits on each of their blocks. The streets in between these blocks also had 2-hour limits. Other 2-hour limits exist on Belknap Street, Hammond Avenue, and North 16th Street. 'No Parking' restrictions are spread out throughout the study area, but a majority of them are located along Belknap Street, a busy arterial. 'No Night Parking' restrictions were noted along North 14th Street between Ogden Avenue and Hammond Avenue. Alternate side restrictions, although unsigned, were enforced on John Avenue, Hughitt Avenue, Belknap Street, North 13th Street, and North 11th Street. Other on-street parking restrictions identified were a '10-Minute Loading Zone' on North 14th Street and a 'No Parking Mondays-7 a.m. to 9 a.m.' restriction on North 11th Street.

Conclusion

After examining the results from this study, there appears to be few significant parking shortages in the downtown area for customers, employers, or employees. The average utilization rate revealed that one municipal lot and three privately owned lots were full for the three day count. For the study's purpose, full was defined as a utilization rate of 85 percent or higher.

Municipal Lot J, the facility adjacent to Superior Auto Parts, was the one municipal facility that was termed full, on average for the three day count. Its average utilization was approximately 88 percent. This is a long term lot that has little turnover. To free up available spaces for the general public, the long term parking issue could be reexamined.

Private Lots #6, #8, and #10 all averaged above 85% utilization for the three day count. Lot #6, the Advanced Data Telemarketing facility tends to be quite cramped during the day time hours and even more so during the shift change in the late afternoon. Congestion could be relieved if the city were to lease spaces in the newly constructed lot across North 14th Street. Lot #8, the Old Post Office area, is also quite crowded. Parking could be relieved again by the city leasing parking spaces in the newly constructed lot located on North 14th Street. Lot #10, R & R Radiator, is very crowded during the day time hours. This is due to employees and waiting customers using the same area.

Municipal Lot J and Private Lots #6, #8, and #10 were all experiencing excessive utilization over the three day count. To relieve this congestion, the city of Superior may consider taking action on two of their lots in the area. Municipal Lots D and H are two lots within one block that could relieve this problem. Both D and H have two hour limits which could be altered to facilitate employee parking in the area and thus free up more spaces for the public and customers, particularly in Lot J. Municipal Lot H does have an accessibility problem since there is no entrance located off of Tower Avenue.

Besides utilization rates, the [City of Superior Business District Parking Study](#) also brought out various issues for each lot. These issues included handicap access, signage, pavement type, and line presence. Suggestions were made to improve some of these issues so that parking utilization would increase in the downtown area. One of the suggestions was to place signs on Tower Avenue directing traffic to municipal parking lots that are somewhat hidden. Another suggestion centered on better signage in the lots themselves so that the public knows if parking is permitted in that area. Finally, usage may be encouraged by installing better lighting or improving the landscaping in and around the lots.

The special Friday Night count that was performed found that a majority of the lots showed decreases in their utilization in comparison with the day time hours. Only one municipal lot and two private lots showed increases in utilization. This was due to the bar and lounge services that were in the area or on the premises.

The on-street parking element of this study focused solely on an inventory of the spaces that are available in the downtown area. The total estimated number of spaces was 1,297 which is sufficient for the area. Also taken into account for this inventory were handicap spaces, bus stops, and parking restrictions.

The [City of Superior Business District Parking Study](#) is a first step in determining the parking situation in the downtown area of Superior, Wisconsin. A second step or phase may be to do a