

2021 Fall Parking Survey

Visual surveys of the parking situation for the Downtown Marshfield area were conducted from September 27th - October 1st 2021. Staff surveyed the downtown parking situation 3 times a day (15 times total) at 8am, 12pm, and 3pm.

The survey area generally consists of public parking spaces, both municipal parking lots and on-street parking, starting on the east side of South Walnut Avenue to the east side of South Maple Avenue and from the north side of West 1st Street (and Veterans Parkway) to the north side of West 7th Street. The north side of the 200 block of East 2nd Street, the west side of the 100 block of South Cedar Avenue, and the West and East Reading Parking Lots were also included in this survey.

There are a couple of things to keep in mind. First, the survey was conducted during the last week in September so there were no Wenzel Family Plaza events. Second, there were no surveys taken at night or weekends and thus, some parking lots may experience a much higher occupancy rate at night or weekends and other parking lots may have a much lower occupancy rate after typical business hours.

Below is a summary of the data collected:

Study Area

- The total available parking for the study area is 1,438 stalls.
 - 644 parking lot spaces
 - 794 on-street parking stalls
- The total average occupancy for the entire week in the study area was 380.25 stalls (average occupancy rate of 26.4%).
 - Average occupancy survey count for all the municipal parking lots in the study area was 236.5 (average occupancy of 37.82%).
 - Average occupancy survey count for on-street parking stalls in the study area was 138.39 (average occupancy of 17.43%).
 - The busiest survey period was Wednesday at 12pm. The total survey count for municipal lots was 305 occupied parking spaces (for an occupancy rate of 47.4%) and the total survey count for on-street was 200 (average occupancy of 25.2%). The total for all parking spaces on Wednesday at 12pm was 505 (average occupancy of 35%).
 - The slowest survey period was Monday at 8am. The total survey count for municipal lots was 174 (for an occupancy rate of 27%) and the total survey count for on-street parking was 289 occupied parking spaces (for an occupancy rate of 14.5%). The total for all parking spaces on Monday at 8am was 463 (average occupancy of 32%).

Municipal Lots

- Municipal lots account for 644 parking spaces.
 - 524 unreserved spaces (open to public)
 - 31 handicap spaces

- 89 reserved spaces (overnight/permit)
- The three lots with the highest average occupancy rate were Omaha (59.66%), Central (59.76%) and Wenzel Plaza (57.08%).

Parking Lot	Avg. Stalls Occupied	Available Stalls	Avg. % Occupied
Soo Line	36.3	93	39.03%
W. Reading	23.71	56	42.33%
E. Reading	16.059	35	45.88%
Pacific	18.00	63	28.57%
Omaha	41.76	70	59.66%
Santa Fe	8.94	88	10.16%
Central	14.9	30	49.80%
Wenzel Plaza	36.53	64	57.08%
Canadian	12.00	46	26.09%
Milwaukee	17.94	64	28.03%
Chicago	10.29	35	29.41%
Total:	236.5	644	37.82 % Average

Figure 1: Municipal Lot Parking Averages

- The peak time every day, except Friday, was noon. On Friday, the peak time was at 8am.
- Omaha and Central were the two busiest during the daytime and both parking lots were at 85% occupancy at least once throughout the study.
- Even on the busiest day, Wednesday, only 47% of all parking spaces were used in all city lots.

On-Street Parking

- On-street parking accounts for 794 available stalls.
- The total on-street parking for the entire survey area had an average of 138.39 vehicles parked (average occupancy of 17.43%).
- The total on-street parking available directly on South Central Avenue is 82 stalls.
- The busiest on-street parking period on South Central Avenue was Wednesday at 3pm with 41 vehicles parked (50% on-street parking occupancy).
- The busiest on-street parking area, outside of South Central Avenue, was the 200 block of South Walnut Avenue with an average occupancy of 41.7% and at its highest the east side of the street was at 90% occupancy. This spike can be contributed to employees at the Weinbrenner Shoe factory.
- The least used on-street parking was on the east side of the 600 Block of South Central Avenue (average of .07 out of 7 available spaces).
- Figure 2 shows the averages for the parking occupancy directly on South Central Avenue by day. All of the blocks have less than a 50% occupancy rate.
- Figure 3 shows the averages for the parking occupancy directly on South Central Avenue by time and all times there less than 50% occupancy.

Figure 2: Average On-Street Parking Based on Day for South Central Avenue.

	Average	% Occupancy
Monday	11	13.41%
Tuesday	25.33	30.89%
Wednesday	36	43.90%
Thursday	33	40.24%
Friday	24.33	29.67%

Figure 3: Average On-Street Parking Based on Time of Day for South Central Avenue.

South Central Ave by Time				
Time	# Available	Total Average Occupied	% Occupied	
8AM	82	19.83	24.19%	
12PM	82	28.33	34.55%	
3PM	82	31.60	38.54%	