

**Analysis of the Current State of Parking in the  
Village of Franklin  
Oakland County, Michigan**

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# Analysis of the Current State of Parking in the Village of Franklin

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## Background Information

There is a concern that there are parking problems in the downtown commercial district in the Village of Franklin. This concern made its way to the Village Council, and in June 2010 the Council authorized the Planning Commission to prepare a parking study. The Planning Commission was charged with the responsibility of identifying and validating the issues and identifying ways to resolve the issues. The information gathered in this analysis revealed some possible solutions, some of which can be addressed by the Village, but many of which are under the purview of the property owners.

A key finding of the research was that, on a district by district basis, there is enough parking to meet current needs. For example, in the district on the west side of Franklin, between Evelyn and Vincennes, there is sufficient land allocated to parking to meet the needs of all the existing businesses, in aggregate, currently in that district. The parking sufficiency could change if there is a change in zoning standards or if uses with a higher parking demand move into the district.

Since the parking analysis involves Franklin downtown, a concerted effort was made to seek representatives from stakeholder organizations in Franklin Village that share an innate interest in the project. The task of completing the work was undertaken by a committee composed of Village Administrator Amy Sullivan, Main Street Franklin Executive Director Vivian Carmody, Bill Finnicum (Chairman of the Main Street Design Committee), Gary Roberts (Chairman of the Historic District Commission), and Committee Chair Calvin Cupidore (Planning Commission Representative). Additionally, because of the Planning Commission/Main Street collaboration, the resources of Main Street Oakland County (MSOC) were pulled into the project.

Main Street Franklin and MSOC plan to conduct a charrette planning process in the Village in the near future, focusing on the Franklin downtown. The results of the parking analysis will provide valuable data in support of the charrette.

The committee approached the task of preparing the parking analysis in a systematic, logical fashion. A work plan was prepared that identified each required work step, who was responsible for completing the work step, the deliverables, and the projected due date (a copy of the work plan is in the Appendix).

The first step in the work plan called for summarizing prior parking studies, in the interest of not duplicating previous work. Amy Sullivan, the Village Administrator, reviewed previous reports and plans that dealt in some fashion with parking, and prepared a written report, which is in the Appendix. Many of the reports address parking in a cursory manner, since each is just

one element of a larger study or plan. None of the previous parking reports could be labeled as the definitive up-to-date treatise on parking in the Village.

Notwithstanding the above observations, the previous reports did set forth some consistent themes:

- Franklin Road would benefit from a reduction in the number of points of ingress and egress onto the road.
- Benefits could be achieved by combining and restriping adjoining parking lots.
- Parking facilities could be better identified for patrons.
- Some parking facilities are poorly maintained. This casts a negative image on the respective business and the Village Center.
- In some cases, greater efficiency could be obtained by restriping (or simply striping the un-striped) parking lots.

This report is the culmination of most of the project work elements. As the project reaches a conclusion, final presentations to the Planning Commission and Village Council are in order, as noted in the work plan.

## Executive Summary and Recommendations

As noted previously, the Planning Commission was charged with the responsibility of identifying and validating the issues and identifying ways to resolve the issues. At the culmination of the project, the parking committee can report that it did not find parking deficiency to be a serious problem, except during special events. Nevertheless, the parking committee feels strongly that there are several parking, vehicular and pedestrian circulation improvements that should be addressed in the interest of safety and aesthetics, and to make the best use of buildings in the Village Center.<sup>1</sup>

Notwithstanding the above, the parking committee concluded that the parking area serving the Market Basket and the Farmhouse requires attention.

The publication of this report supports the Village of Franklin Master Plan goals for the Village Center to “enhance and support the economic vitality and attractive appearance of the Village Center.” The Village of Franklin should consider this report as a guideline for future developments as such opportunities present themselves.

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<sup>1</sup> The area on the west side of Franklin, south of Evelyn, has been identified as one such area that would see direct benefit from the improvements cited herein. Improved parking would facilitate the development and use of two existing barns behind the businesses fronting on Franklin Road.

In terms of action items, the committee would like to see steps taken to identify incentives for landowners to agree to cross access easements where possible. Finally, once this report is accepted by the Planning Commission, it should be offered to Main Street Franklin, recognizing the value of this information in the charrette process, which will ultimately be a part of the Village Center improvement plan.

Following is a summary of the key findings in this report. Implementation of any of the following recommendations will require the support and cooperation of land and business owners, Main Street Franklin, and the Village.

1. Cross-access easements between parking facilities should be sought where appropriate. This is a universal need throughout the Village Center to facilitate on-site traffic circulation and shared parking.<sup>2</sup>
2. Where it can be demonstrated that a need exists, make use of vacant land to build new parking facilities, particularly on the east side of Franklin Road, north of Ravine and behind Comerica.
3. Use existing driveways to serve new and existing parking. No additional driveways are needed. Conversely, none of the existing driveways need to be removed.
4. Encourage property owners to pave unpaved parking areas. Paved, striped parking facilities would improve parking efficiency, aesthetics, safety, and possibly increase the number of spaces. Such improvements, for example, would facilitate the use of two barns in the area west of Franklin and south of Evelyn.
5. Encourage property owners to restripe their parking lots in accordance with this plan, particularly in front of the multi-tenant building on the east side of Franklin Road, where striped angle parking would substantially improve vehicular safety.
6. Construct a new access route to all the parking facilities along the way, particularly on the east side of Franklin, north of Ravine.
7. Give consideration to the use of discrete parking directional signs in select locations.
8. Consider reopening the dialogue about lighting in the Village Center to gauge the overall level of interest.
9. Address the parking shortage in the vicinity of the Village Green by implementing the opportunities set forth herein.
10. Amend the parking standards in the Zoning Ordinance, as noted herein.
11. Encourage adjoining property owners to enter into partnerships to collectively develop cross-access agreements, collective parking areas, and other parking improvements.

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<sup>2</sup> Implementation of cross-access easements and shared parking would make it feasible to measure compliance with parking requirements on a district-wide basis encompassing several businesses, rather than on a lot by lot basis. Parking assessment on a district-wide basis tends to give a more accurate count of parking need.

## Geographic Parking Analysis

Four areas in the Village Center were selected for study to determine potential improvements that could be undertaken to increase parking, better organize parking, and improve safety.

The Parking Committee does not advocate the addition of all the parking spaces described on the following pages. Rather, the following pages indicate the range of opportunities that exist, recognizing that only a portion will ever be constructed. Indeed, if all the spaces were constructed the result might be an oversupply of parking.

Note that the drawings contained herein are schematic only, and do not address landscaping, buffering, lighting and other Village site requirements.

Following are the Committee's findings:

### West side of Franklin Road, between Evelyn and Vincennes

**Existing Conditions:** There is a combination of retail and office uses in the northerly two thirds of this district. The southeast corner of the district is occupied by the fire station and Franklin Service Station. To the west of the fire station is a house that is owned by the fire department. There are four barns in the district that need to be preserved.

Each establishment has its own parking facilities with little coordination between adjoining facilities. In the northwest corner of the district, the parking is unpaved.

**Opportunities:** The best opportunity for improvement exists in the northwest corner of the district, where parking for three parcels can be combined into one paved lot containing 29 spaces. In addition, this lot could be accessed from both Evelyn St. and Franklin Road, using an existing concrete driveway between Smile Builders and Gorback.

Another opportunity that is not illustrated involves the southerly third of the district. A north-south driveway could be constructed along the west side of the fire department's house on Vincennes, which could then connect with the 29-space lot mentioned previously. Eight spaces could align this driveway, so the total number of spaces for this district would be 62 (this number includes the six angle spaces along Vincennes adjacent to the fire station). This land is zoned R-1, Low Density Residential, so amendment to the Zoning Ordinance would be required to accomplish this alternative.

#### **Action Items:**

- Secure cross-access easements at the rear of the dentist, Bead Works, and Smile Builders lots.
- Construct asphalt 29-space parking lot at the rear of the dentist, Bead Works, and Smile Builders lots, replacing the existing unpaved parking areas.

- Using existing driveways provide the new 29-space parking lot with ingress and egress to Franklin Road.

***Parking Count:***<sup>3</sup>

- Existing spaces: approximately 46
- Potential spaces: approximately 48
- Difference: +2

Even though there is not much of an increase in this case, there would be substantial benefits from better organization of the parking, ease of navigation from one parking area to the next, and public safety. There would also be aesthetic benefits from conversion of unpaved areas into better designed parking lots.

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<sup>3</sup> Parking counts are approximate because aerial photos were the primary means of counting existing spaces. Trees and shadows block the view of parking, making it difficult to count spaces. In addition, the number of spaces could only be estimated in parking facilities that are not paved or not striped.

Evelyn St.

Relocate Driveway →

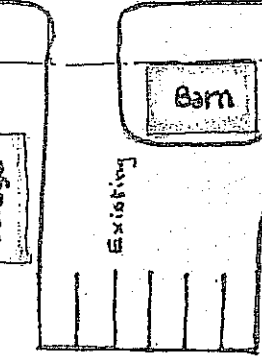
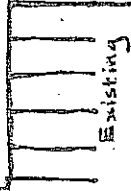
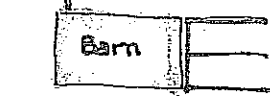
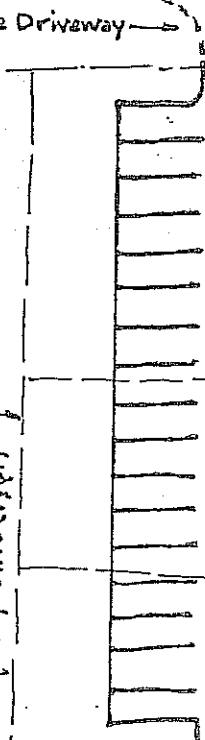
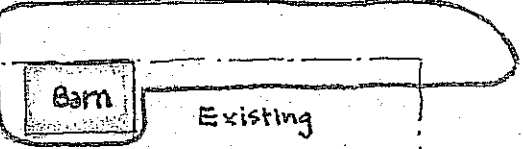
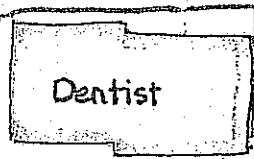
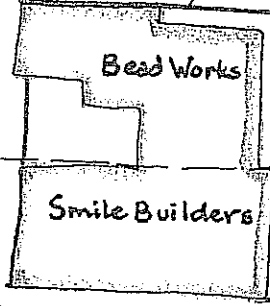
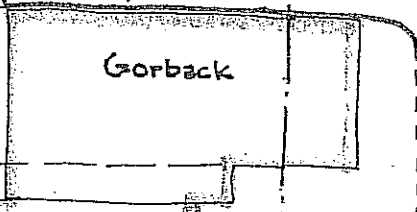
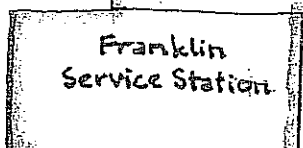
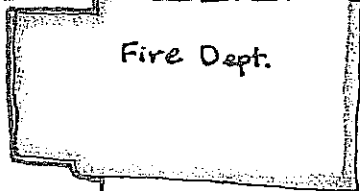
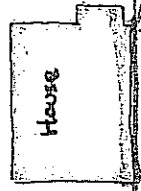
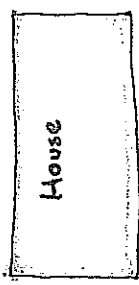
Property Line (typ.) ↗

Potential Parking

Potential Access

Right-of-Way Line ↘

Franklin Rd.



Vincennes

Existing

Paved Area

No Curb ↘





## East side of Franklin Road, north of Ravine (a private road)

**Existing Conditions:** Slade House Law Offices are located in the southwest corner of this district. Slade House has paved parking on the north and east sides. North of Slade House is a multi-tenant building that houses the Village Cleaners, Village Boutique, and other businesses. The multi-tenant building has parking in front with a few unpaved spaces in the rear, although the entire back half of the parcel is available for parking. Dejavu, a retail building is located in the northwest corner of the district. Condominiums are located in the southeast corner of the district. The condominium parking is enclosed behind a fence and is not accessible to the general public. Another important feature in this district is the presence of a north-south utility line, located generally along the east line of the Slade House parcel.

**Opportunities:** The attached drawing shows five parking improvement opportunities in this district: 1) Pave the existing unpaved parking behind the multi-tenant building (+5 spaces); 2) Construct a new paved parking lot on the east half of the multi-tenant parcel (+33 spaces). Alternatively, the east half of the multi-tenant parcel could potentially be developed; 3) Improve driver safety by providing angle parking in front of the multi-tenant building (6 spaces); 4) Provide angle parking on the south side of the multi-tenant building, which would require removal of a greenbelt on the property line between the Slade House and multi-tenant building (+7 spaces); and 5) Construct a new access route from Ravine north, connecting all of the parking facilities along the way, generally following the route of the utility line.

### **Action Items:**

- Pave unpaved parking areas to achieve better organization of parking.
- Secure cross-access easements between the Dejavu, multi-tenant, and Slade House parcels.
- Construct access drives between the Dejavu, multi-tenant, and Slade House parcels to facilitate shared parking.
- Engineer and construct a new parking lot at the rear of the multi-tenant parcel.
- Restripe the parking in front of the multi-tenant parcel to achieve angle parking.
- Remove the greenbelt between the multi-tenant parcel and the Slade House parcel and pave the disturbed area.
- Stripe seven angle spaces on the south side of the multi-tenant building.

### **Parking Count**

- Existing spaces (Dejavu, multi-tenant building, Slade House): approximately 68
- Potential spaces: approximately 111
- Difference: +43

Franklin Rd.

Dejavo

Property Line?

Potential Parking

Village Cleaners  
Village Boutique  
& Other Businesses

Potential Parking

Existing  
Unpaved  
Parking

New Access

Slade House  
Law Offices

Offices

Ravine (Private)

Condominium  
Parking

Existing Parking

Greenbelt

Potential  
Development  
Zone

Greenbelt

Condominiums



### East side of Franklin Road, south of Ravine (a private road)

**Existing Conditions:** Four businesses, Comerica, the Market Basket, the Farmhouse, and Perlmutter-Freiwald are located in this parking district, which is the most congested of all the districts. Comerica has 33 spaces, which are chained off to prevent use by non-customers. There is a strip of vacant land, about 40 feet in width, which extends along the back of the Comerica parcel. The Market Basket possesses about 18 spaces to the rear of the building, with a total of 41 spaces serving the Market Basket and Farmhouse. Some of these spaces may not be accessible when deliveries are made. Perlmutter-Freiwald, Inc. has approximately eight spaces on the east side of the building. There is no vehicular access between Perlmutter-Freiwald and the Market Basket site.

**Opportunities:** Parking in this district can be increased substantially by making use of the vacant land at the rear of the Comerica parcel. The drawing indicates that 21 spaces could fit in this area. Of equal importance, the opportunity would exist to develop cross-access between the new lot and Market Basket's lot, which would in turn provide access to Ravine. This opportunity requires further investigation before steps are taken to implement the idea.

A heavy chain envelops the Comerica parking lot, preventing non-Comerica traffic from using the lot, even though the lot is not fully used. Thus, another opportunity in this district would be to convince Comerica to remove its chain to make its parking lot accessible to others in the district.

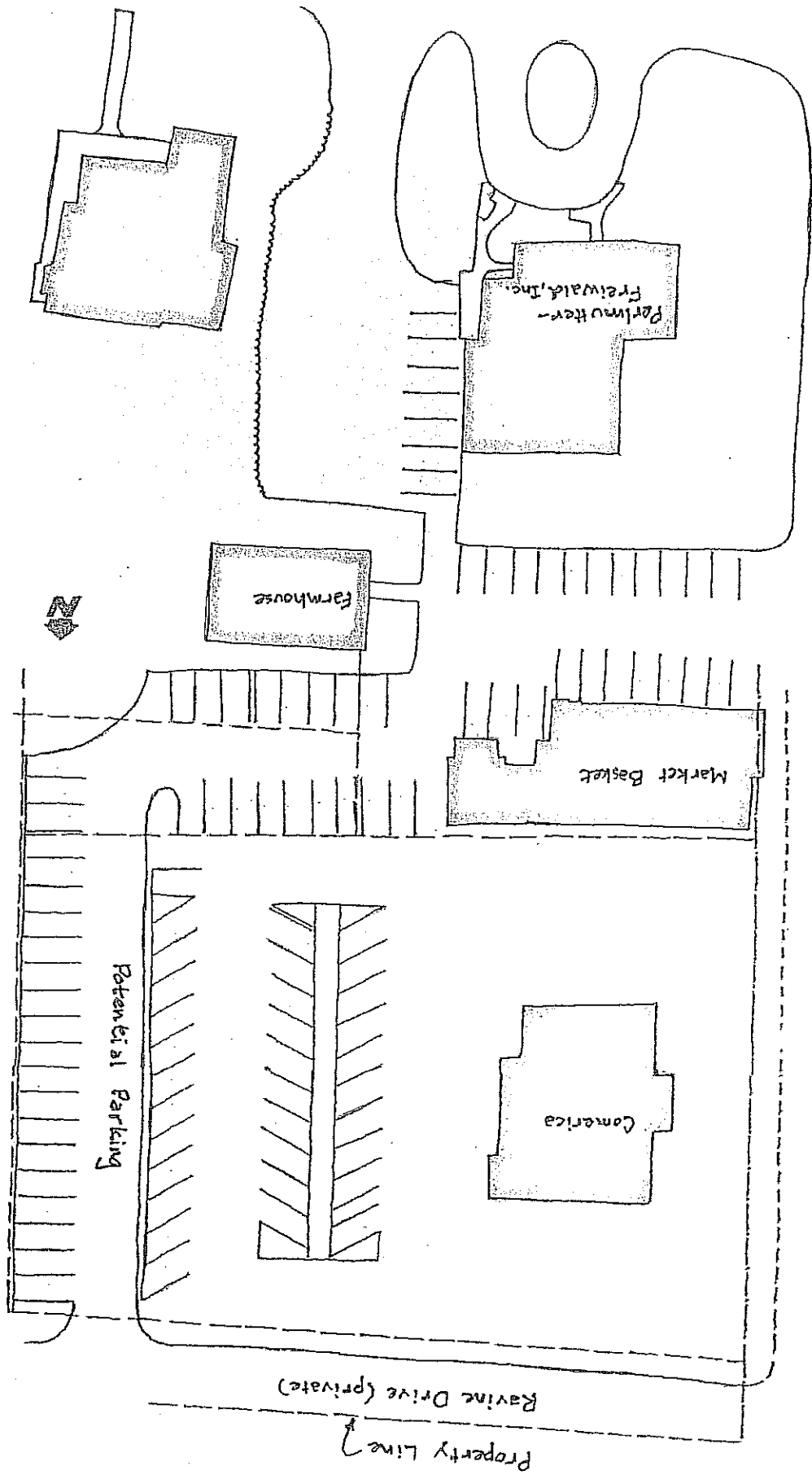
#### **Action Items:**

- Secure from Comerica use of the land to the east of the Comerica parking lot.
- Construct a 21-space one-tier parking lot on the land east of the Comerica parking lot.
- Secure a cross-access easement between the Market Basket parcel and the new 21-space parking lot, thus providing free flow of traffic from Franklin Road to Ravine.
- Alternatively, negotiate an agreement with Comerica to remove the chain around its property, and secure cross-access easements to allow free flow of traffic from the adjoining sites.

#### **Parking Count:**

- Existing spaces: approximately 75
- Potential spaces: approximately 96
- Difference: +21

Franklin Rd.



## East side of Franklin Road, south of German Mill

**Existing Conditions:** The site is occupied by a large house that has been converted into offices occupied by Cranbrook Realtors. A barn is also located on the site. There are two parking facilities located on the site, a 5-space parking area north of the office building and a larger parking lot located east of the office building that has access to German Mill.

**Opportunities:** Expansion of the larger lot east of the Cranbrook Realtors office building would add approximately 14 spaces and provide paved access to the barn, in the event that the owner wished to eventually develop the barn into a permitted use. Altogether, the lot could accommodate 25 spaces, although one space would probably have to be set aside for the relocated trash receptacle.

### **Action Items:**

- Engineer and construct 14-space addition to existing paved parking lot.

### **Parking Count**

- Existing spaces: approximately 16
- Potential spaces: 30
- Difference: +14

German Mill

Franklin Road

No Curb

Right-of-Way Line

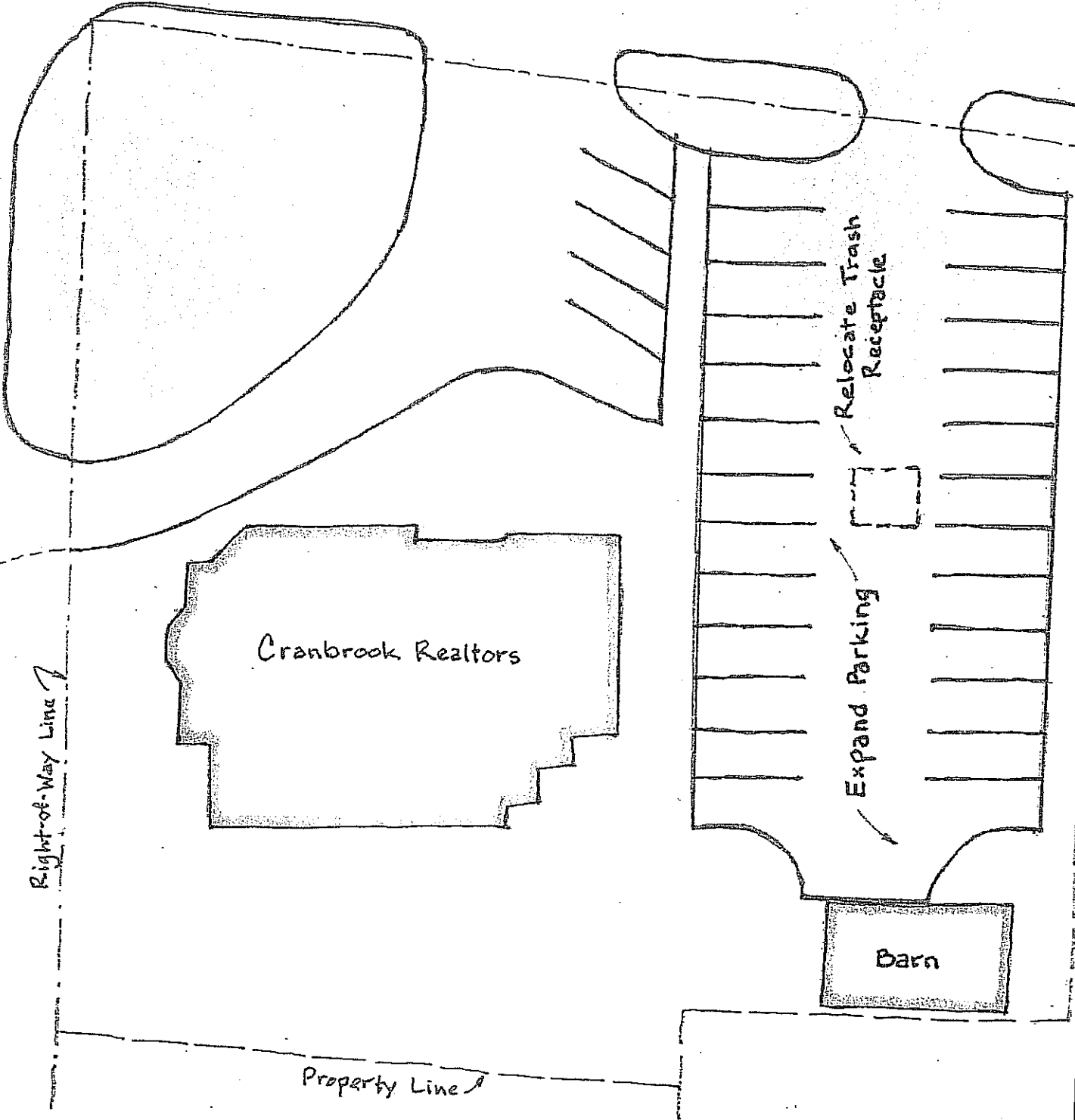
Property Line

Cranbrook Realtors

Relocate Trash Receptacle

Expand Parking

Barn



## Village Green Area

**Existing Conditions:** Multiple community uses generate parking demand in the Village Green area: the Village Hall, the Kreger House (a small parking demand currently, but could increase), activities on the Village Green itself, athletic activities on FCA property, religious services and other activities at the Franklin Community Church, and the Franklin Library. There often is a shortage of parking, especially when special events take place on the Village Green. People park in the church parking lot, in the Village Hall parking lot, and around the Village Green (parallel parking).

**Opportunities:** There are three opportunities in the Village Green area: 1) Extend the southerly most tier of 90° church parking lot near the gazebo around to and in front of the Kreger house. Vehicles would back onto Carol Street. 2) Improve the shoulder around the Village Green to allow parallel parking during special events. 3) Extend to the west the 90° parking pattern that exists next to the library on Wellington Road. This parking pattern could be extended to Normandy Road.

## Opinion Surveys

People's perceptions about parking are perhaps as important as the physical dimensions and numbers of spaces. Recognizing this, Main Street Franklin sought residents' and business owners' opinions regarding parking in the Village. The surveys were undertaken in February 2011 using Survey Monkey.

Approximately 666 residential surveys were sent using email addresses from the Franklin Community Association and Main Street Franklin; 168 residential surveys were completed and 40 were returned with an invalid address message. Forty business surveys were sent; 17 were completed and returned. The parking committee was not involved in drafting the survey questions or devising the survey methodology. Although the surveys were not conducted using scientific methodology, they accomplished their purpose, which was to get people's general thoughts about parking in Franklin.

Following is a summary of key findings:<sup>4</sup>

### Residential Parking Survey Results

- Fifty-three percent of the respondents think that parking is clearly evident when driving through the village, but 43.3% thought the opposite. According to respondents' comments, the availability of parking is probably evident to residents but not to visitors. Nevertheless, a number of respondents indicated they did not want more signs, i. e, parking signs.
- One question dealt specifically with parking signage, finding that residents are almost evenly split on the issue (43% indicated there is enough directional signage; 40.5% said there is not).
- Half the respondents indicated that parking along Franklin Road is hazardous, and 40.8% thought the opposite. Residents commented that on-street parking is acceptable in front of the Post Office for convenience. Some people thought that on-street parking was hazardous for pedestrians crossing the street.
- Only 22.4% of the respondents agreed that there are too many parking lot entrances and exits for vehicular and pedestrian safety; 58.2% had an opposing point-of-view. A number of respondents commented that as long as the 25 mph speed limit is observed, the number of points of ingress and egress is acceptable.

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<sup>4</sup> Please see detailed survey printouts in the Appendix for more information regarding percentages and respondents' comments.



- Night lighting is excellent, good or adequate, according to 63.4% of the respondents. Only 36.7 percent indicated lighting was poor or non-existent. Respondents had strong opinions on lighting, citing concerns about light pollution and impact on the rural ambience. One resident captured the thoughts of many, stating “I agree that lighting is poor, but, I actually do not mind.”
- Based on survey results, feelings of safety are high, with 89.2% indicating they feel very safe or somewhat safe in the Village Center at night. Two things contribute to the perception of the safety: the fact that the Village is a safe environment in general, and the presence of the police and fire in the Village Center.
- Residents would prefer to see a paved parking lot surface, rather than gravel. A total of 72.4% indicated that either concrete or asphalt would be acceptable; 61.4% were in favor of asphalt. The respondents’ comments revealed that many were in favor of gravel since it is more in keeping with the rural character of the Village, but recognized the gravel is a high maintenance surface.
- Residents would prefer to park on a paved surface. Twenty-eight percent (28%) indicated they prefer concrete and 55.9% indicated they prefer asphalt as a parking lot material. In their comments, many respondents were emphatic that they wanted no gravel surfacing.
- Residents are not averse to walking a few blocks from where they park to their destination in the Village Center, according to 63.5% of the respondents. Lack of sidewalks hinders walking in the Village Center. Also, a couple of the respondents cited lack of facilities for the disabled as a hindrance.
- Respondents were asked if, when visiting more than one business in the Village Center, do they move their cars each time. A majority (55.8%) said “no” and 44.2% said “yes” or “sometimes.” Reasons given for moving one’s car include weather, courtesy to others (to make spaces available), and because of a lack of sidewalks.
- A small majority (51.2%) of respondents indicated that no additional parking is needed in the Village. Twenty-five percent said yes, more parking is needed, and 23.8% indicated they didn’t know. Those who indicated “no” commented that there are several options, like shared parking or a better arrangement of existing parking, to address any need that may exist. Several people mentioned that extra parking is needed only for special events, but some question whether it is appropriate to build parking to meet special event demand.
- Almost 71 percent of the respondents were in favor of cross-access between adjacent parking lots. One of the respondents commented that “properly managed, cross-access

would alleviate the ingress/egress conflicts.” It was clear from the comments, however, that a number of respondents did not know what cross-access meant.

- Over 90 percent of the respondents indicated they were aware of parking in the back of most businesses. Several respondents commented that people from out of town may not be aware of the parking. It was also noted that most businesses do not have rear doors, making rear parking less convenient.

*In summary, respondents generally do not believe there is a need for additional parking. However, if parking is to be provided, they would like it to be paved, preferably with asphalt. They generally favor cross-access between lots, and are not concerned about the number of ingress and egress points onto Franklin Road.*

*Throughout the survey, respondents commented on the safety of the pedestrian environment in the Village Center. A more walkable downtown is desired, and this can be accomplished by constructing sidewalks along Franklin Road in the Village Center.*

*There is a dichotomy of thinking on the issue of rear parking. Respondents generally recognize that this parking may not be readily apparent or visible to people from outside the community, but they hold strong opinions against more directional signs or lighting that might make such parking more visible.*

## **Business Parking Survey Results**

- Approximately 59 percent of the business respondents indicated their parking is convenient. Thirty-five percent thought the opposite, commenting about icy conditions in the winter, the inconvenience of parking in the back in a shared parking lot, and parking congestion problems.
- Although business respondents generally think their parking is convenient, by the same percentage (59%) they expressed disagreement with the statement that parking for customers is clearly evident while driving through the Village Center. In particular, parking in the rear tends to be less evident, based on respondents’ comments.
- Sixty-five percent of the business respondents believe that signage for parking is inadequate. In contrast, 40.5% of the *residents* had the same opinion. Only 12% of the business respondents think that signage for parking is adequate.
- Business respondents and residents are in agreement about the hazards of on-street parking. Business respondents believe that parking along Franklin is hazardous, based on response from 69% of the respondents. Respondents commented there are many blind spots and have a desire not to have roadside parking.

- Forty-one percent (41%) of the business respondents expressed concern about too many parking lot entrances and exits for vehicular and pedestrian safety. Twenty-nine percent do not think parking lot entrances and exits are a problem. Twenty-nine percent did not have an opinion on this subject, suggesting some of the business respondents may not have felt qualified to give an opinion.
- Fifty percent of the respondents noted that lighting in the Village Center is non-existent. Another 31% rated the exterior lighting as poor. Based on respondents' comments, business people are concerned that the lack of lighting gives the image that the Village Center is closed. Furthermore, respondents noted a public safety concern due to a lack of lighting.
- Over three-quarters of the respondents indicated that pavement best fits the character of the Village Center. Asphalt was selected as the preferred surface over concrete by a slim margin (41.2% to 35.3%). Gravel was the preferred surface for 5.9% of the respondents. Almost a quarter (23.5%) of the respondents had no opinion on this issue.
- A related question asked business respondents what type of parking lot surfacing they would like for their customers. Half the respondents selected asphalt, another 31.3% selected concrete, and 18.8% had no opinion on this matter.
- One of the most important survey questions asked business respondents if the need for additional parking existed in the Village Center. Almost 71% of the respondents indicated "yes," 5.9% indicated "no," and 23.5% had no opinion on this subject. Respondents cited various problem situations that generate the need for more parking: lack of parking for students at Fritz and Friends, lack of adequate parking for special events, and poorly connected lots.
- There appears to be a willingness to share parking facilities. Almost three-quarters (73.3%) of the business respondents responded "yes" to a question about willingness to share parking with adjacent businesses. Several respondents indicated that they already share, often inadvertently.
- Although 73.3% of the respondents are in favor of shared facilities, a smaller proportion (52.9%) would like neighboring lots connected with a cross-access easement. Almost a quarter of the respondents indicated "don't know" to this question, suggesting that some of the respondents may not have known what a cross-access easement is.

*In summary, business respondents clearly believe there is a need for additional parking in the Village Center, which is a position that is not shared by the residents. The survey offered two potential solutions to a parking deficiency, both of which business respondents viewed favorably: shared parking (73.3% in favor) and cross-access (52.9%).*

*The existing parking is generally thought to be convenient, but business respondents lamented the poor visibility of parking in the rear. In contrast with the residents, the business respondents would like more signs to direct people to the rear parking. Business respondents agreed with residents that parking on Franklin Road is hazardous.*

*On the issue of parking lot design, business respondents favor a paved surface, as do the residents. Also, most business respondents agree with residents and are not overly concerned about too many points of ingress and egress. The business respondents expressed concern about the lack of lighting; there were some comments that suggested that parking lot and/or street lighting would be desired.*

## **Zoning Ordinance**

The parking standards in Section 1262.01 of the Village Code are antiquated and in need of substantial revision. Specifically, the following revisions are recommended:

- The **Table of Off-Street Parking Requirements** needs to be updated. The requirements specified are suitable for a suburban environment, not a small downtown. Also, several requirements can be deleted for uses that would not locate in Franklin, such as hospitals, exhibition halls, and sanitariums.
- A provision is needed that allows for a reduction in parking space requirements where shared parking is proposed.
- The drawing showing desirable parking layouts in Section 1262.02 is unreadable. A new drawing is needed.
- Barrier-free parking requirements must be specified.

o:\wpwork\clients.e-h\franklin\cs\_11\parking study (3) highlighted.docx

## Appendix

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- Work Plan
- Parking Studies (1967-1996) Summary
- Survey Questions and Results

