



# **Corktown Framework Plan Implementation Parking Study**

**Overview & Outcomes Summary with DRAFT Recommendations**

**December 2025**

# **Corktown Framework Plan Implementation**

## **Parking Study**

### **Overview & Outcomes Summary**

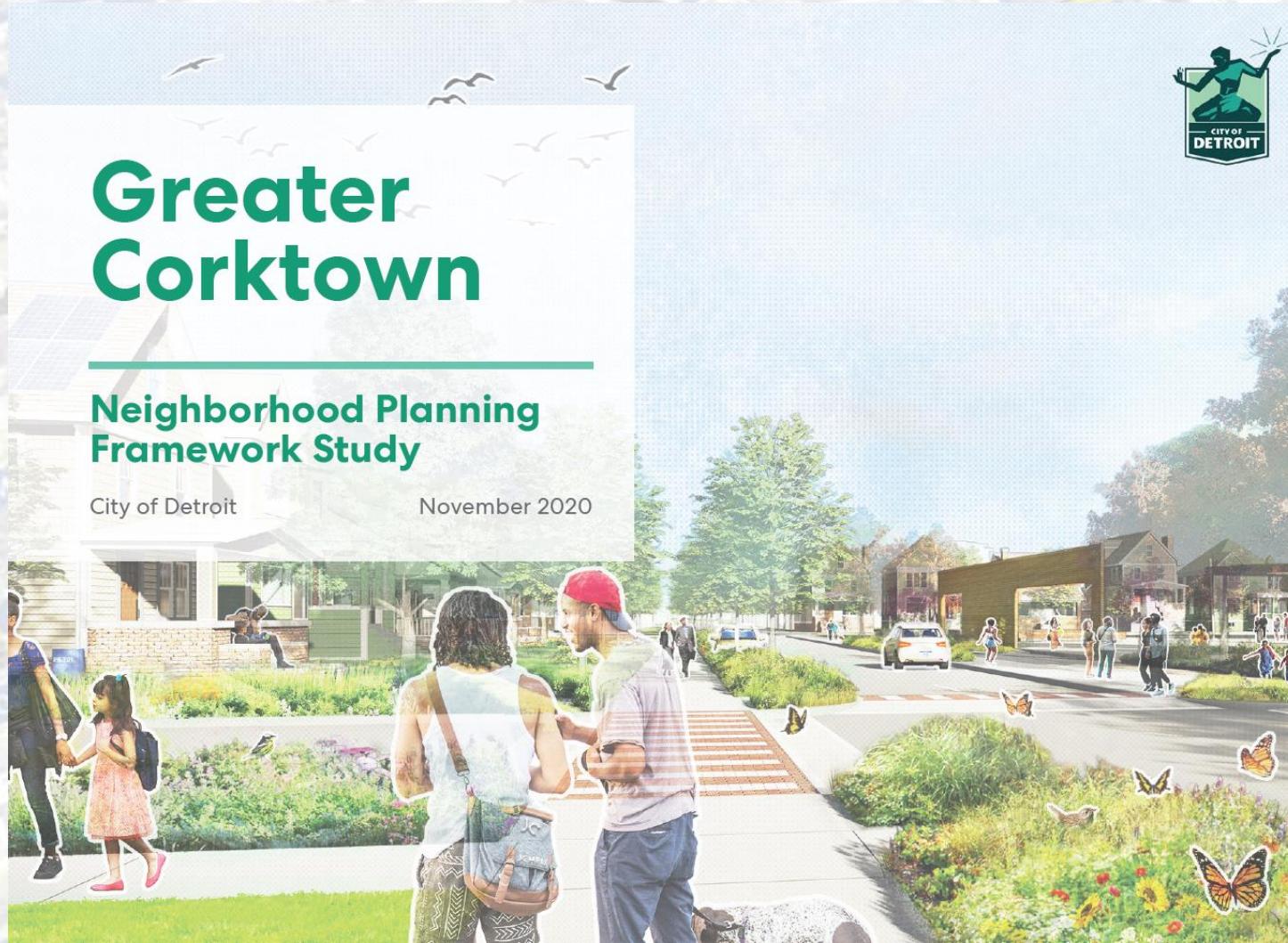
- 1 The Greater Corktown Framework Plan Overview**
- 2 Current Parking Study Process**
- 3 Key Parking Study Findings**
- 4 Draft Study Recommendations**
- 5 Other Actions & Next Steps**



# Framework Plan Overview

1

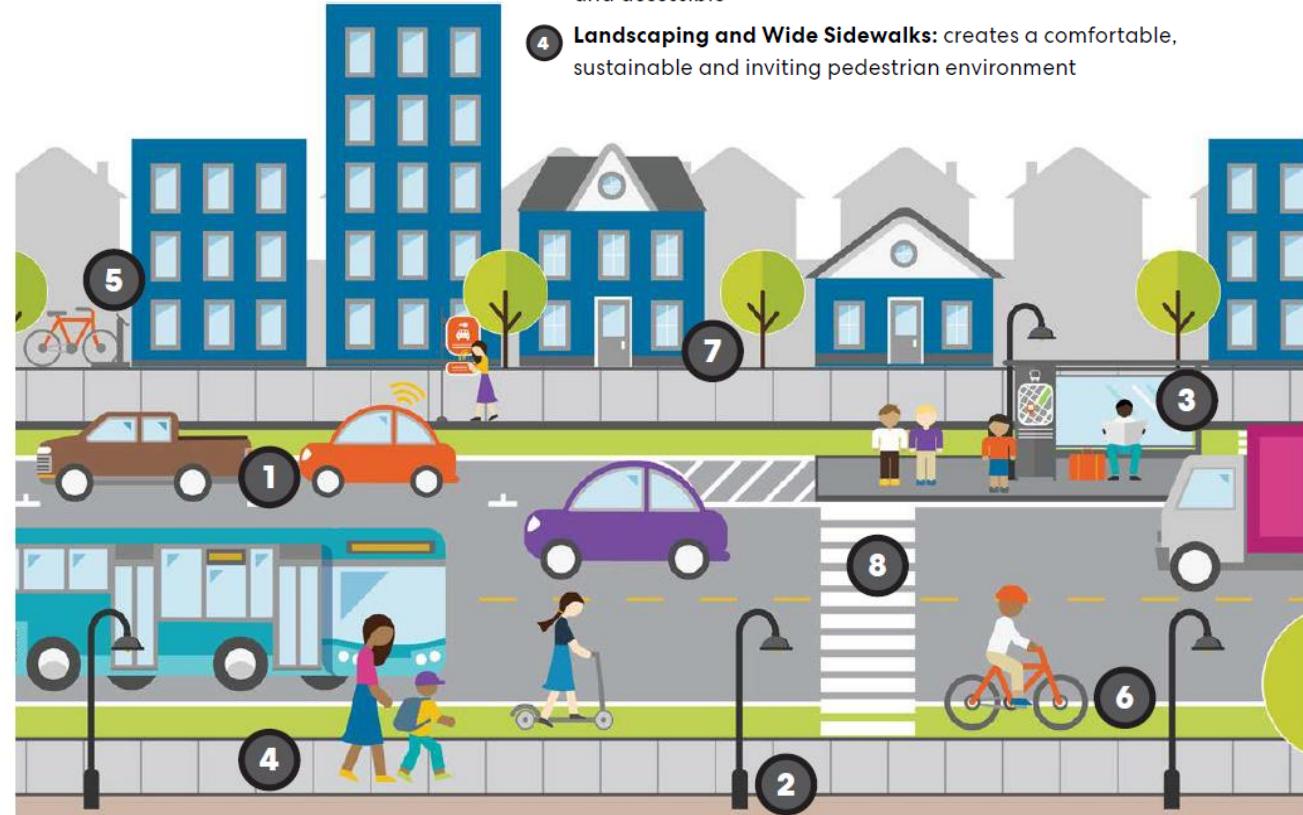
# The Corktown Framework Plan



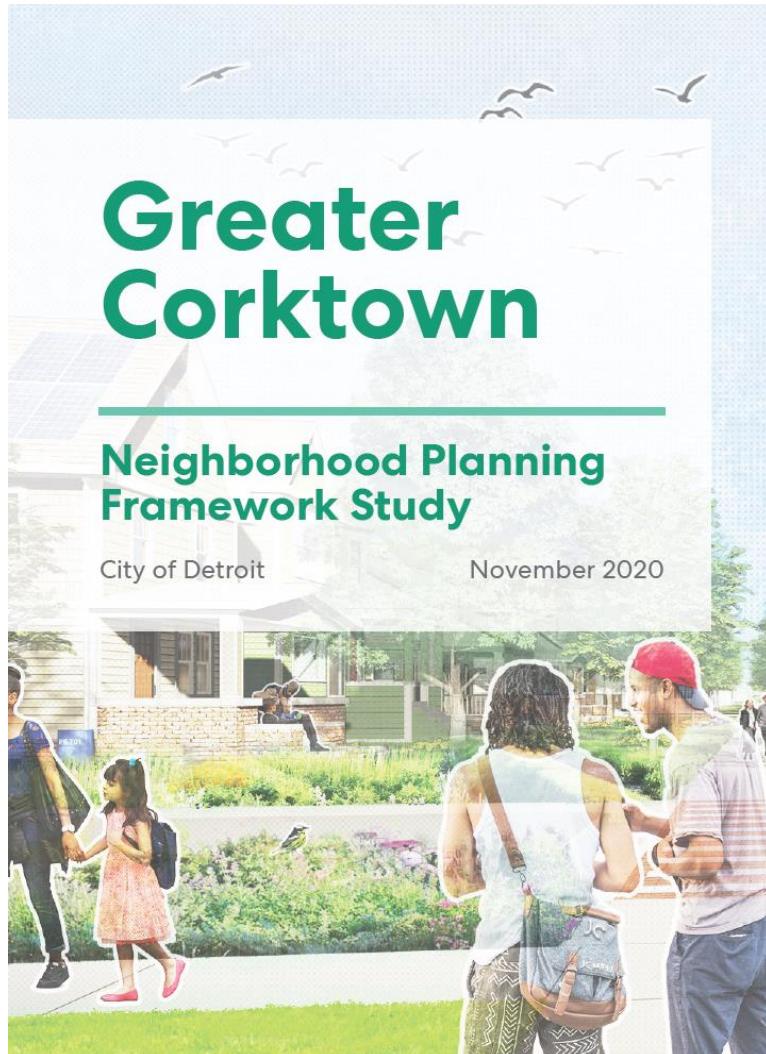
The City of Detroit launched the Greater Corktown Planning Framework study in 2019, resulting in a plan that **promotes inclusive growth for Detroit's oldest established neighborhood.**

# The Corktown Framework Plan

- Strengthen, Preserve and Increase Community-Serving Retail Options
- **Implement Parking System Improvements**
- Promote Parks, Ecology, and Active Landscapes
- Protect and Improve Community Managed Open Space
- Provide a Comprehensive Network of Complete Streets
- Integrate Transit Network Improvements
- Strengthen Gateways and Connections



# The Corktown Framework Plan



A **comprehensive parking strategy** can help provide needed offsite parking, potentially lowering development costs and increasing project feasibility for individual sites. Parking throughout the neighborhood is plentiful, but private-lot restrictions and lack of effective curbside management has constrained access to these resources.

Citywide initiatives like RPP zones and Park Detroit's shared parking platform can help alleviate curbside management stresses, optimizing resident and visitor access to these key parking resources as overall demand increases.

Zoning updates can emphasize shared parking at new facilities, while district-level management can leverage all these opportunities to advance a Park Once model of access for visitors.

# Shared Parking

Leverage the City's new shared parking program to increase utilization of existing, privately owned off-street lots and ease the burden on curb spaces.

- Having one, central, third-party "broker" to **arrange for off-hour public parking in private/Accessory lots** is key to effectively unlocking Corktown's significant, underutilized parking resources

## PAY FOR GARAGE OR LOT PARKING

In app GPS will find your location and available parking near you. Tap your desired location to start your session now or reserve lot or garage parking for later.



# Curb Management

Continue to refine curbside management policies, programs, and practices.

- **Curb Management** is a combination of regulations, restrictions, infrastructure, and street/streetscape design that affect how curb lanes and adjacent sidewalk spaces are used.
- **Visitors** are at a significant disadvantage compared to residents and employees when it comes to assessing their parking options.
- **Ensuring consistent availability** among existing curbside spaces is the best way to make commercial areas of the district feel accessible and welcoming.
- This often necessitates **pricing and regulations that strongly disincentivize residents and employees** from using these spaces.
- **Without these** disincentives, curbside spaces will be consistently occupied by non-visitors, who arrive earlier and stay much longer, **leaving visitors to hunt for off-street or neighborhood parking options.**

# Zoning

Incorporate **context-sensitive parking requirements** to support new development and mitigate negative impacts on existing residents/businesses.

- Ensure new parking facilities support vision of pedestrian-first, vibrant, green neighborhood.
- Limit the number of curb cuts to reduce conflicts with pedestrians, bikes, transit.
- Replace parking minimums with parking maximums to mitigate oversupply.
- Incentivize shared parking agreements to reduce parking added by new development.
- Establish design criteria to require screening of parking lots and structures to foster more active, green frontages and promote walkability, building from existing City ordinances
- **Encourage, incentivize, or require new developments to reduce parking needs, improve district multimodal mobility, and/or expand shared parking options in lieu of variances.**

# Multimodal Access

Improve multimodal access from primary visitor parking locations.

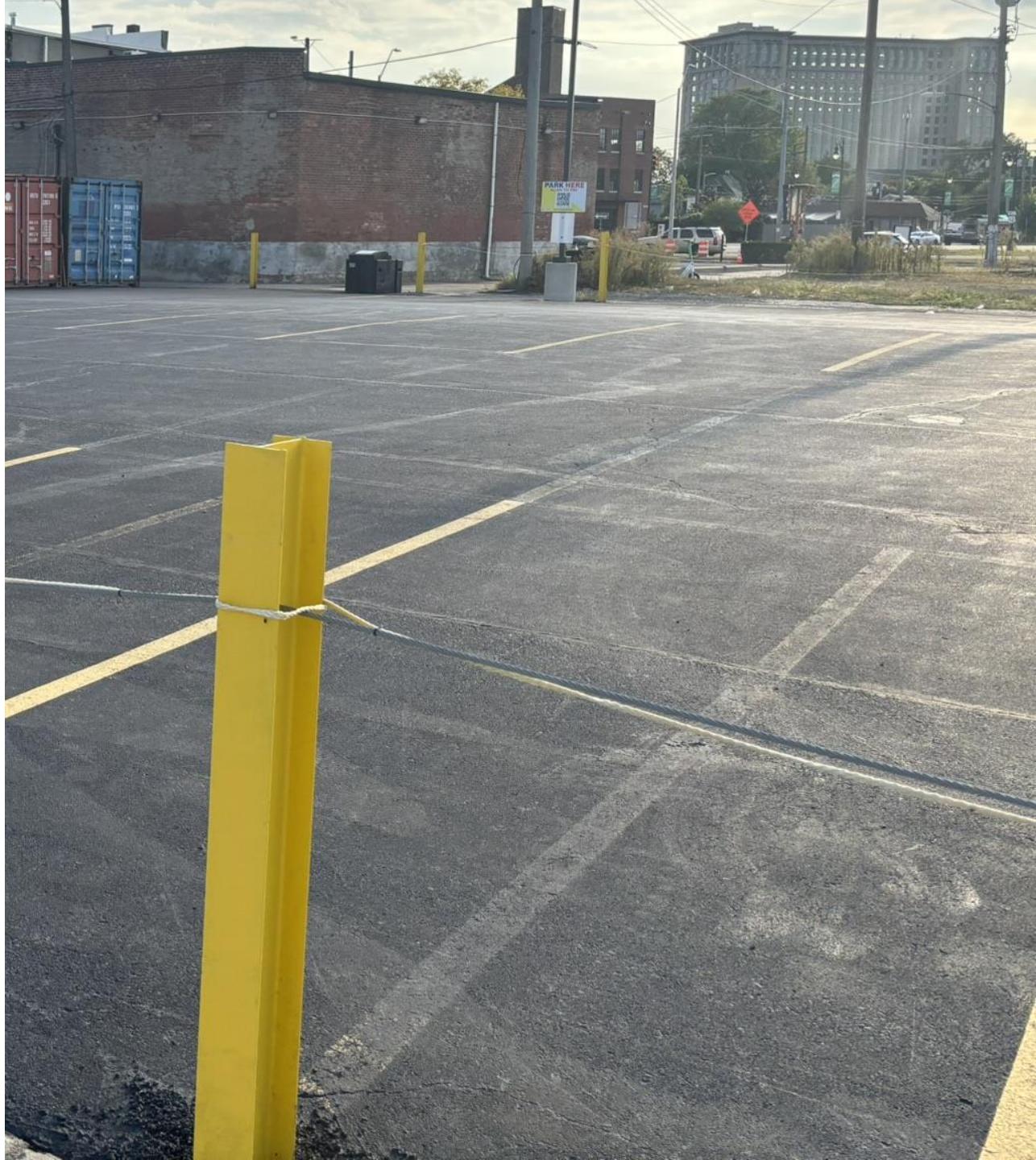
- **Park Once success** starts with parking management, but often fails due to poor pedestrian connections from parking to where people want to be.
- **Shared and micromobility** can also improve and extend the range of these connections, allowing more parking to do more work in supporting the district.



# District-Level Focus

## Create a Park Once Mobility District

- Manage parking as a shared resource focused on district success.
- Leverage synergistic parking and mobility investments to allow each parking space to do more while consuming less real estate.
- Find partnership investments strategically located to serve commercial corridor/s.
- Explore TMA Implementation options





# **Current Parking Study Overview**



**2**

# Parking Study

## Purpose

- Update understanding of any changes to Key Conditions
- Review the Framework Plan's recommendations
- Explore additional improvement opportunities, and address any new issues
- **Update Framework Plan Recommendations:** Updated set of recommendations to support the Framework Plan
- **Action Plan:** Implementation steps for each updated recommendation

# Parking Study

## Process

- Coordination with City Team Working Group
- Review data, documentation, and other changes since the Framework Plan
- Friday Evening/Saturday Morning field conditions surveys
- Engage Key Stakeholders for feedback on preliminary findings
  - *Private lot owners, Corktown Business Assoc. members, parking deck owners*
- **Develop recommendations with City Team Working Group**
- **Present draft short-term recommendations**
- **Finalize short-term actions and formal report**



# Key Findings

3

# Parking Supply & Demand

Despite the continued redevelopment of established public parking facilities, an abundant parking supply remains in the district – though most of it does little to alleviate experiences of scarce parking options, particularly for visitors.



# Parking Supply & Demand

Several new parking facilities with significant potential shared/public parking capacities have been developed within the Historic Neighborhood in the last five years – though these are generally not well located to serve key centers of commercial/visitor activity. Key examples include:

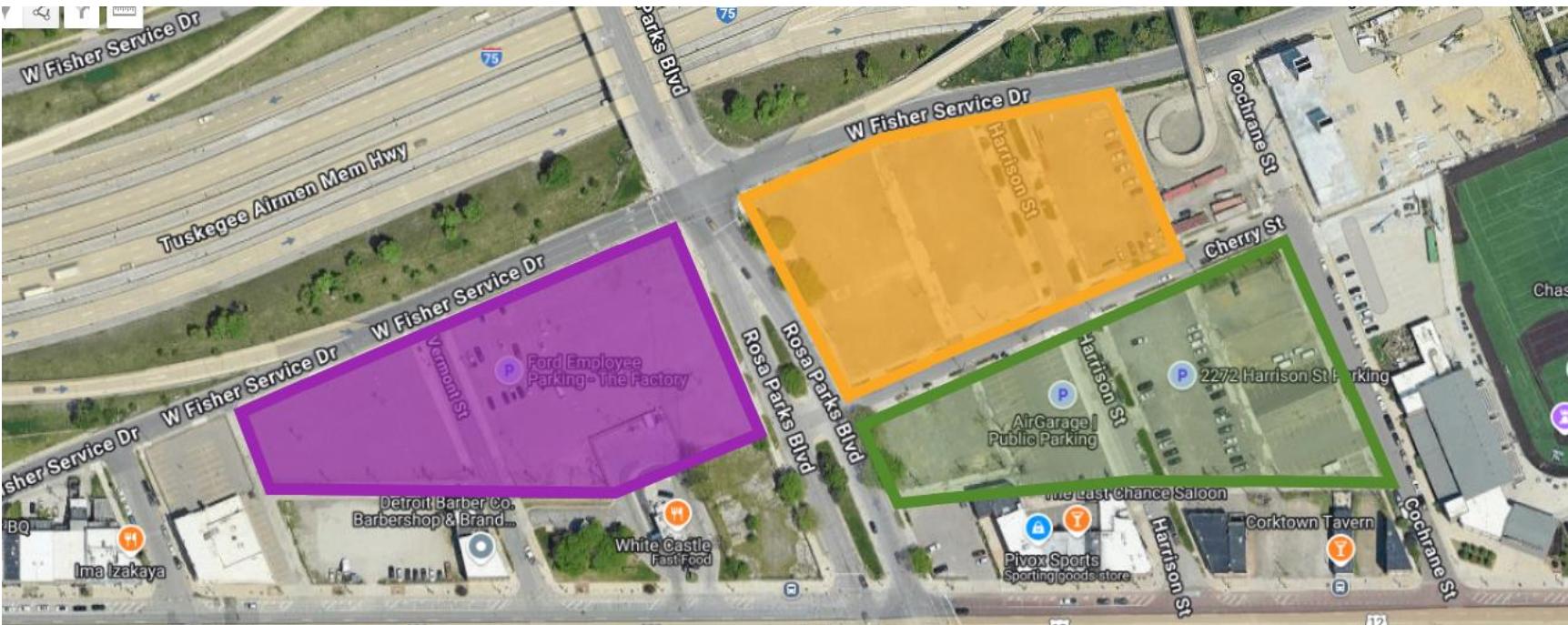
- Bagley/Mobility Hub
- Assembly Garage/Smart Parking Lab
- Godfrey Hotel/The Perennial



# Parking Supply & Demand

Several surface lots in prime locations are expected to be redeveloped in the next few years.

- While most of this parking is little used today, these lots are in a good location for providing shared/public parking near Michigan Ave activity generators, particularly the Corner Ballpark.
- See lots marked in PURPLE and ORANGE



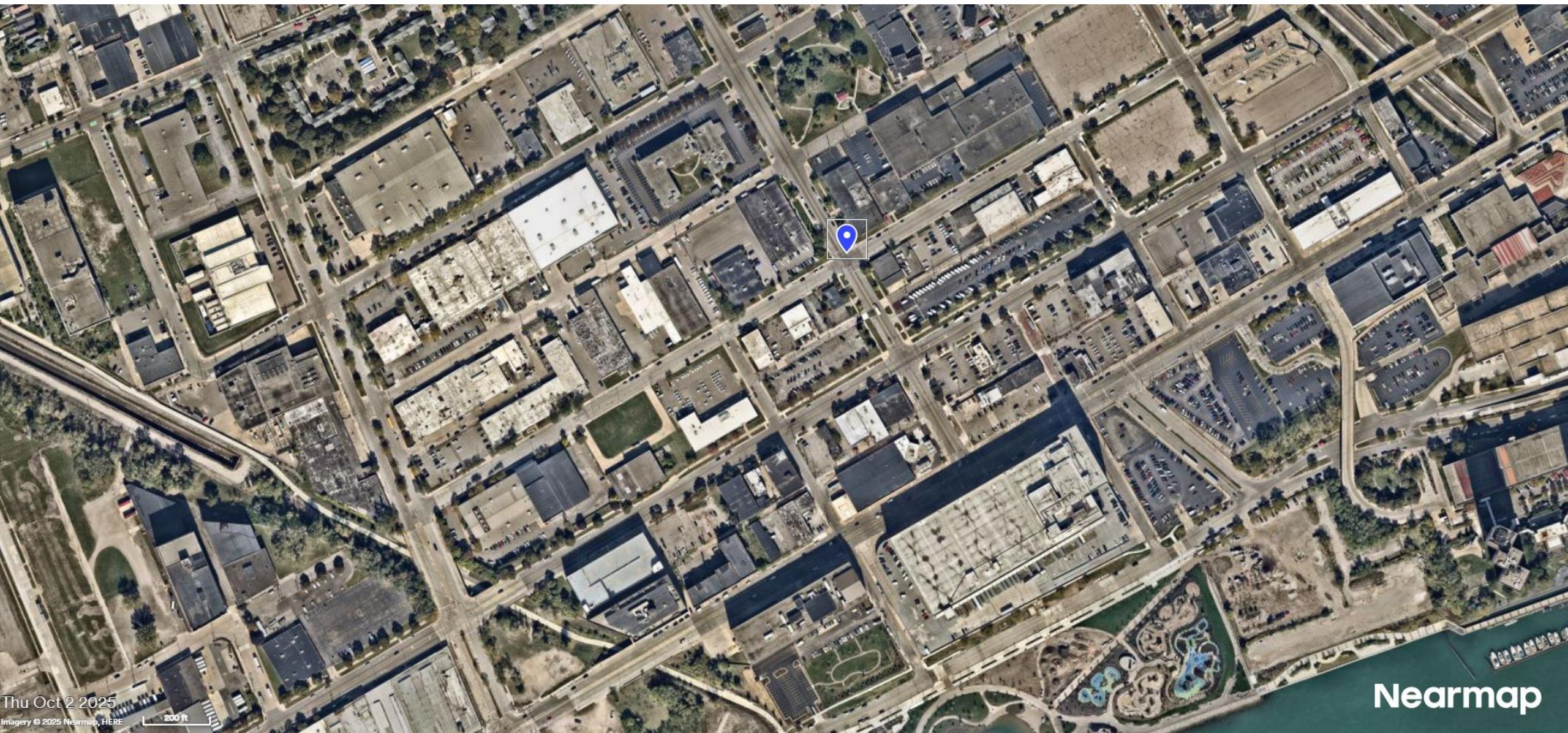
# Parking Supply & Demand



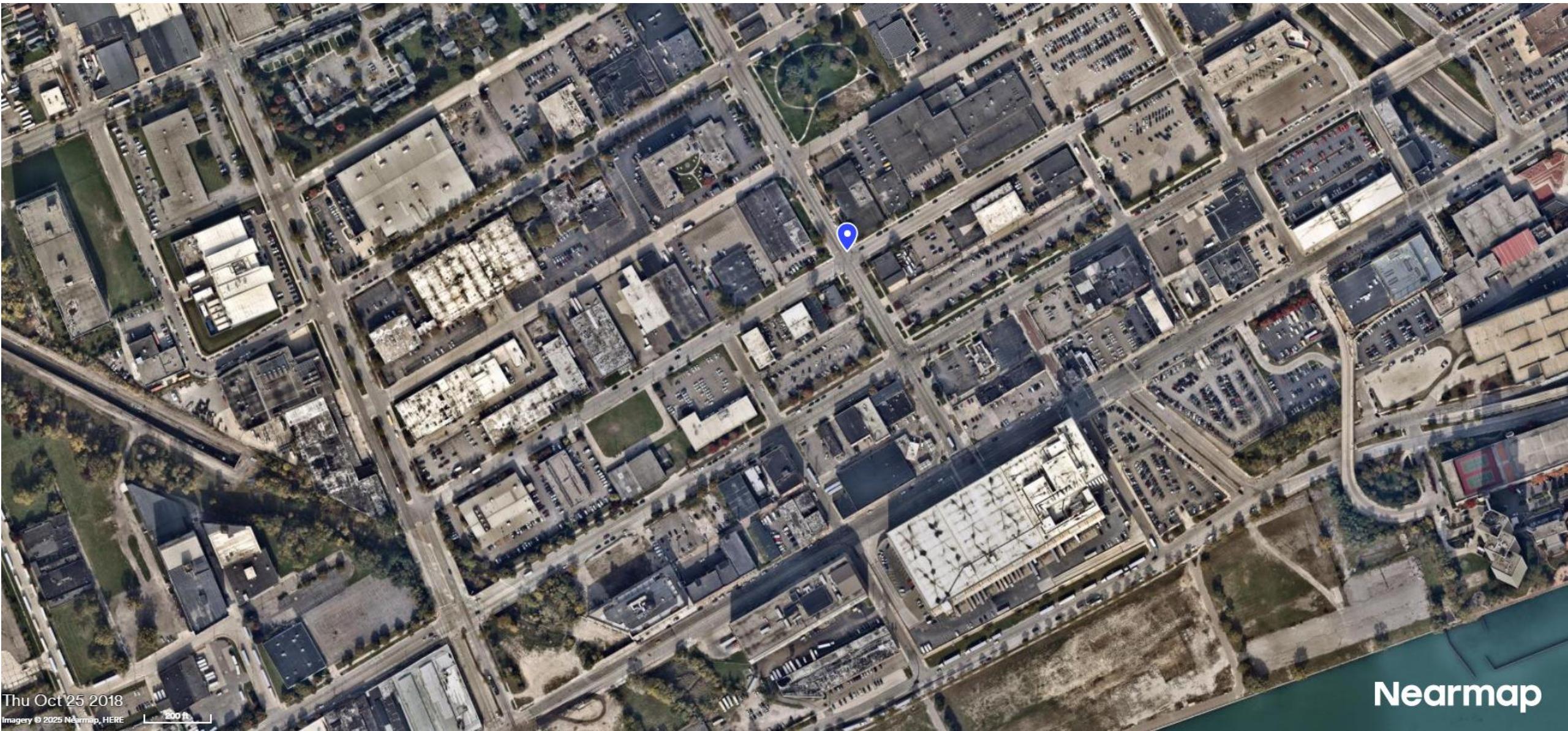
# Parking Supply & Demand



# Parking Supply & Demand



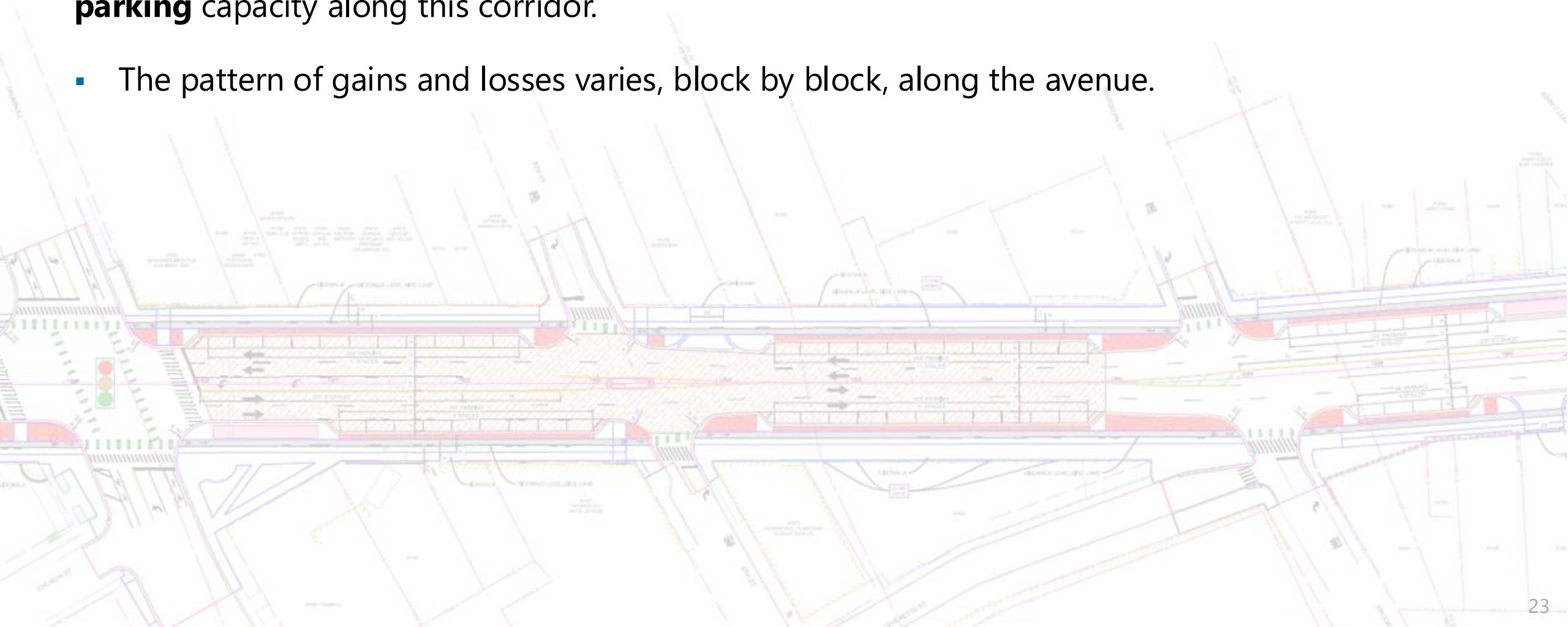
# Parking Supply & Demand



# Parking Supply & Demand

The planned redesign of Michigan Avenue will result in a **modest increase in parking** capacity along this corridor.

- The pattern of gains and losses varies, block by block, along the avenue.



# Key Opportunity



## Park Detroit

### Key to Shared Parking & Key Curb Management Opportunities

- Creating coordinated, visitor-friendly, off-street shared parking system
- Implementing Resident Permit Parking
- Implementing and maintaining metered parking

# Key Opportunity



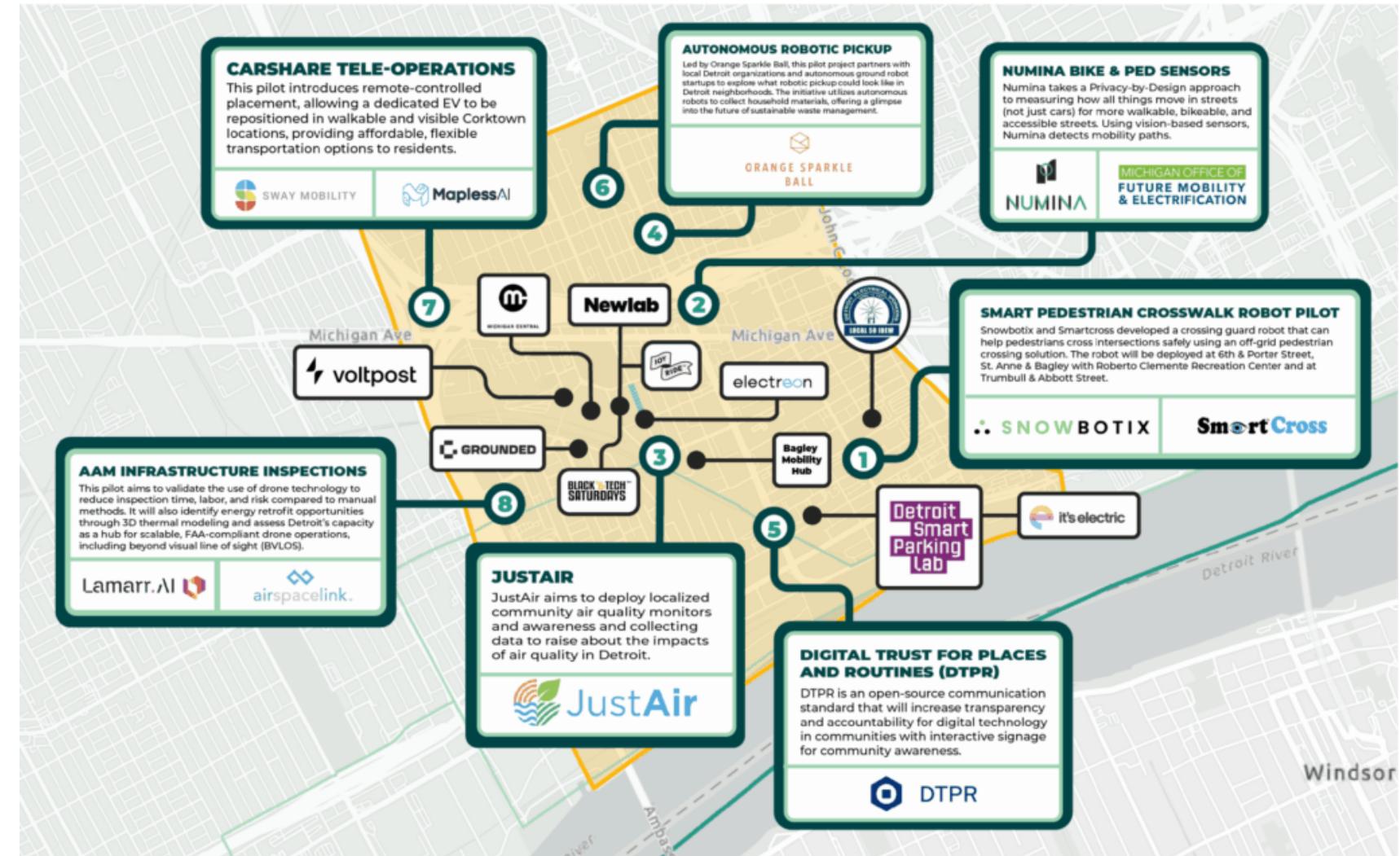
## Zone Detroit

Planned completion of this study could yield opportunities for Corktown

- Mobility Improvements and/or TDM to reduce parking requirements
- Incentives to provide shared parking
- In Lieu Fees: Funding for district-level parking + mobility improvements + TDM via a TMA

# Key Opportunity

## Transportation Innovation Zone



TRANSPORTATION INNOVATION ZONE (TIZ)



CITY OF DETROIT BOUNDARY



ECOSYSTEM INNOVATORS



JOE LOUIS GREENWAY

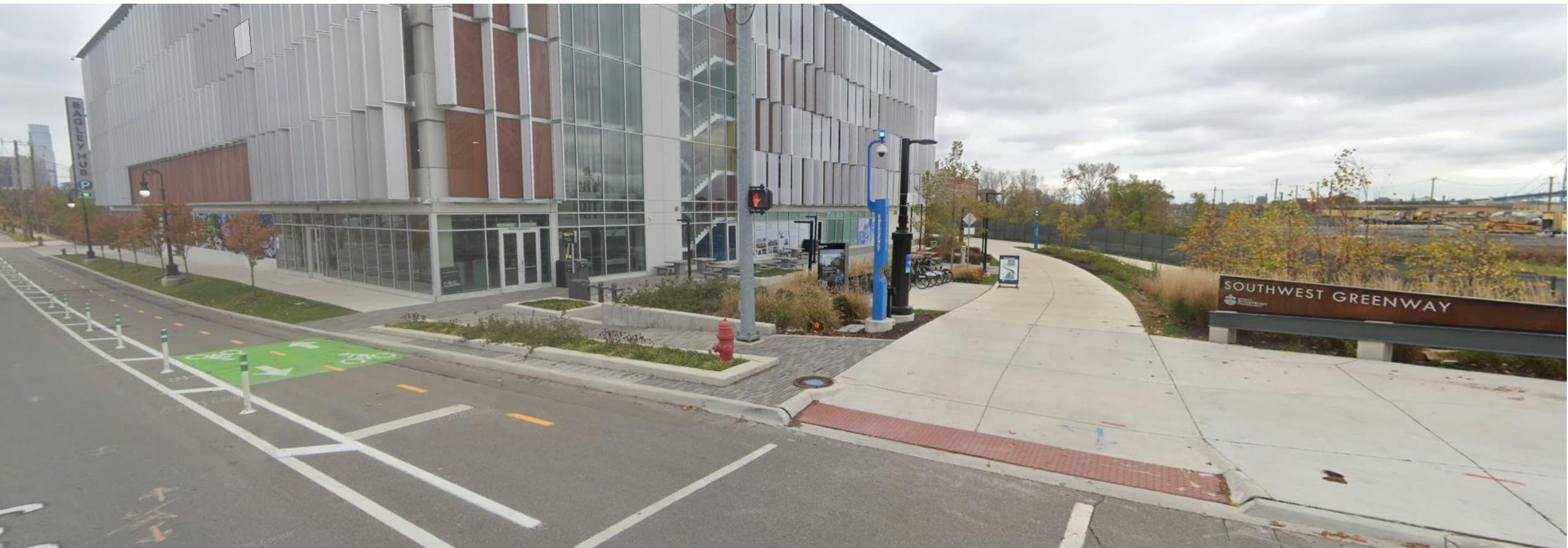


TIZ PERMITS

# Key Opportunity

## Bagley Mobility Hub

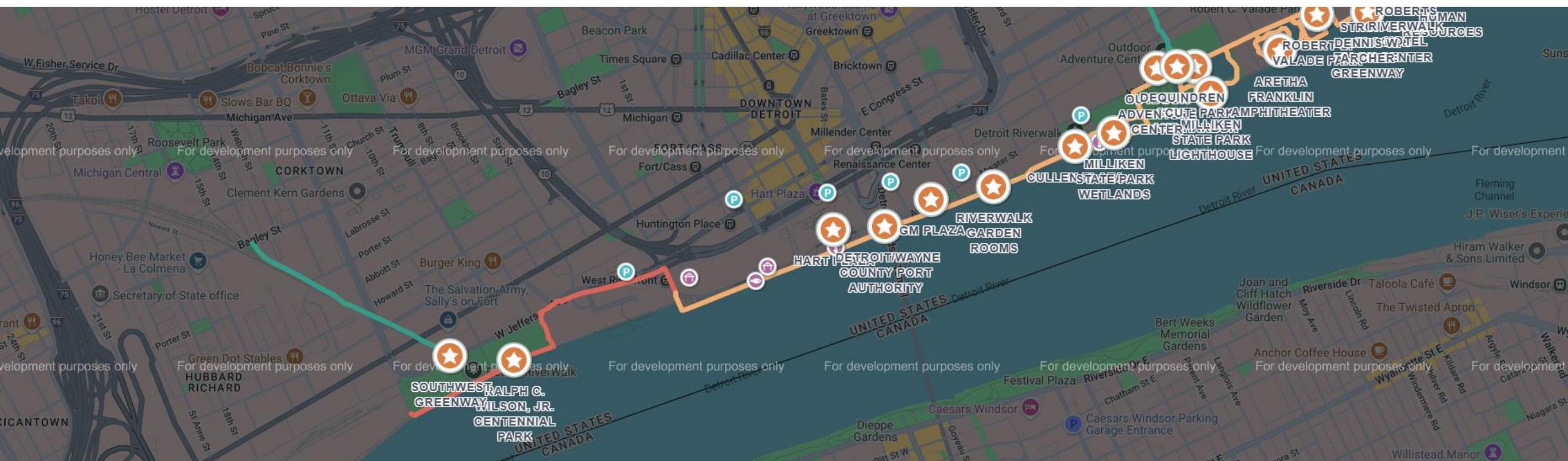
Important connection between visitor parking, micromobility, and dedicated ped/bike facilities.

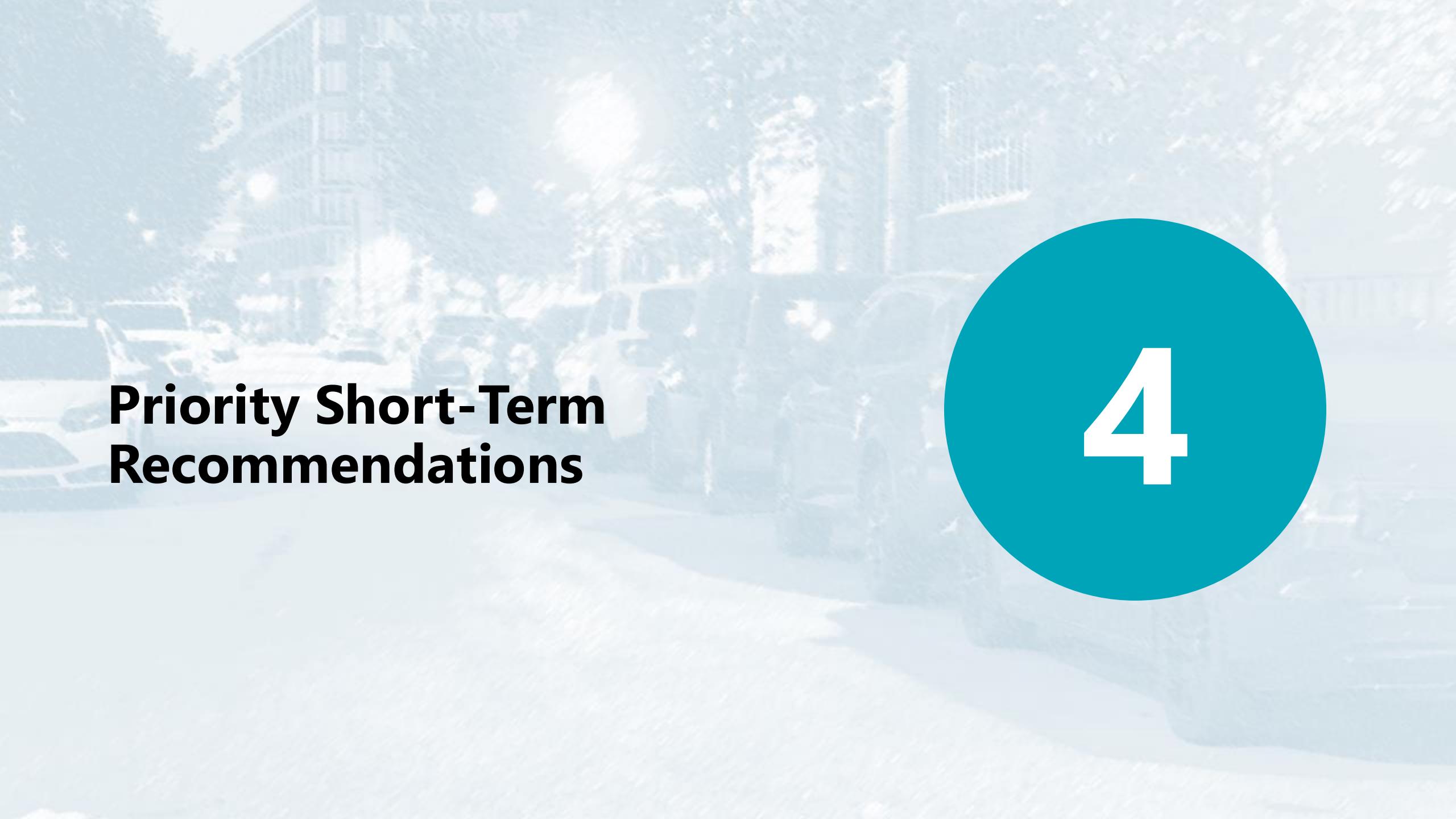


# Key Opportunity

## Bagley Mobility Hub

Also providing connection to the Southwest Greenway, and Michigan Central station complex





## Priority Short-Term Recommendations

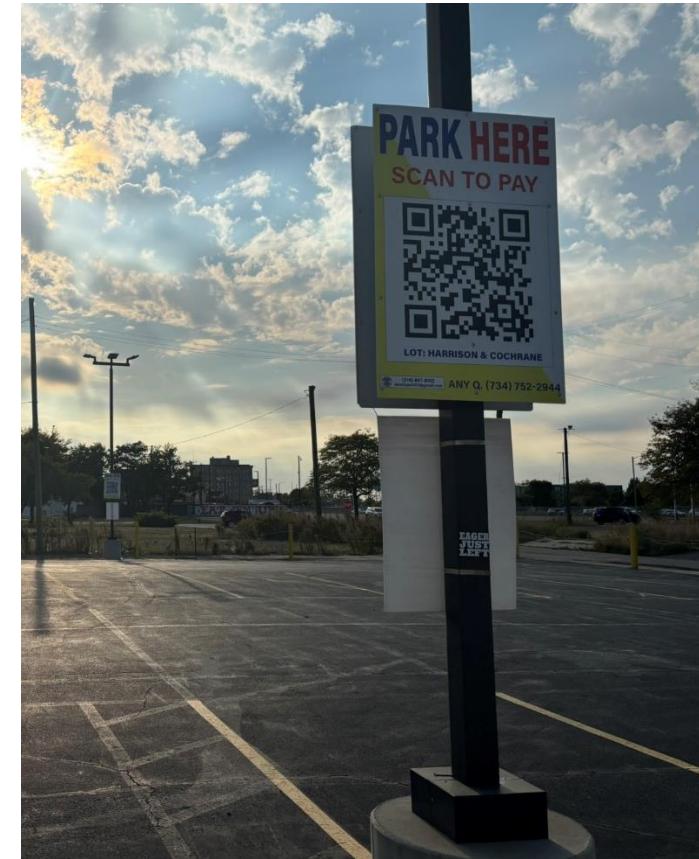
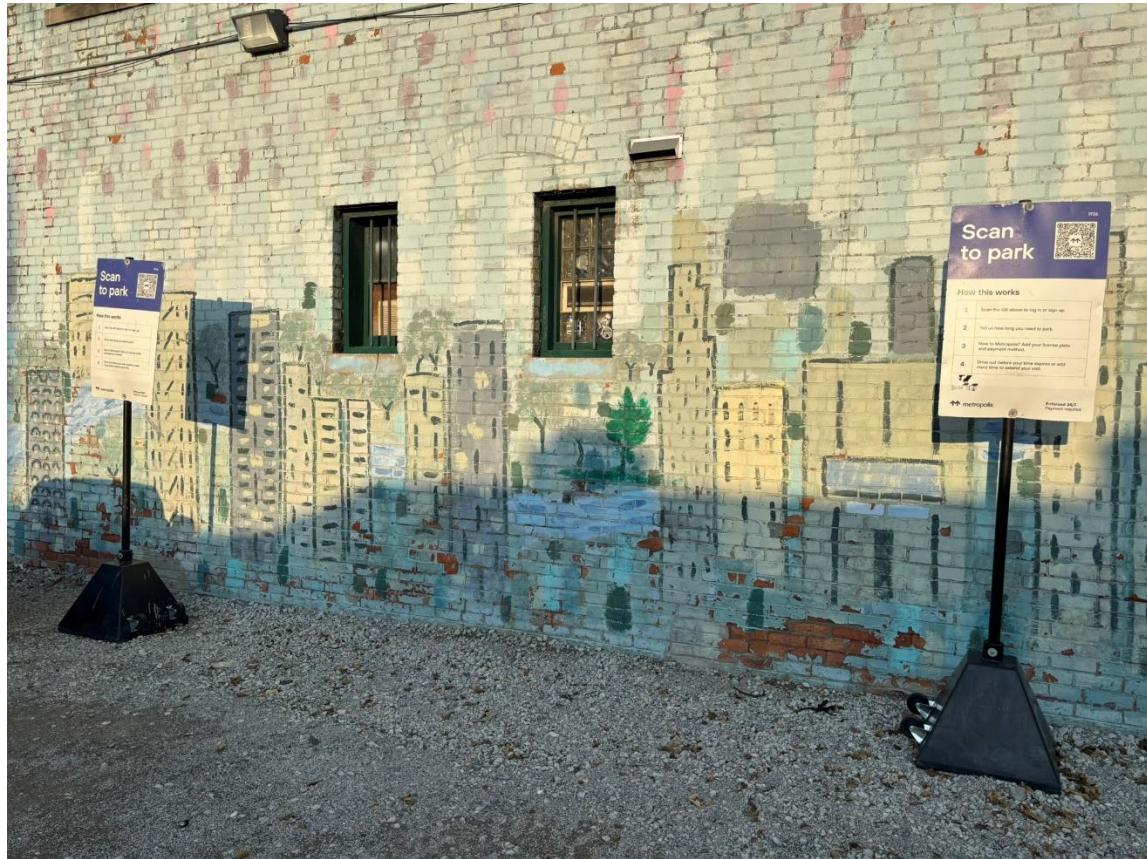
4

# Priority Recommendation 1



## Secure Park Detroit Participation at Key Lots

Complete formal participation agreements with one or more local surface lots.



# Priority Recommendation 1



## Secure Park Detroit Participation at Key Lots

Complete formal participation agreements for at least three local surface lots, prioritizing agreements with the lots marked in GREEN in the below image.



# Priority Recommendation 2

## Develop Curb Management Plan for Key District Streets

### Main Street > SFP Street Types

- Arterial – Commercial
- Collector – Commercial
- Downtown

Example: Michigan Avenue

### Default Curb Regulation: Flex Zones

- Emphasize loading/unloading until 11am, Metered Parking until 6pm, Metered Parking or Passenger PUDO zones after 6pm



# Priority Recommendation 2

## Develop Curb Management Plan for Key District Streets

### Side Street > SFP Street Types

- Arterial – Residential
- Collector – Residential

Examples: 14th Street, Rosa Parks Boulevard, and Trumbull, just off Michigan Avenue

### Default Curb Regulation: Metered, Short-Term Parking



# Priority Recommendation 2

**Develop Curb Management Plan for Key District Streets**

**Neighborhood Street = “Local” SFP Street Type**

**Default Curb Regulation: Free parking with no time limits**

- Anticipate RPP regulations on blocks near Main Street and Side Street blocks



# Priority Recommendation 3

## Designate Local Organization to Promote Shared Parking

- Provide information on benefits of participating in the program, specific to the context of each lot.
- Provide information on partner-facility requirements.
- Serve as an ongoing liaison between the program and potential participants.
- Promote implementation success stories to expand participation



### WHY PARTNER

ParkDetroit provides a unified platform for merchandising all off-street parking locations.

- Same visibility as large parking operators with an expanded consumer reach
- Ability to reduce parking shrinkage and drive lot usage (Future enforcement component)
- Make operating a parking lot hands free
- Coordinates parking lot with mobility, economic development, and curbside programming

### WHAT TO EXPECT

By partnering with ParkDetroit, the parking provider can merchandise its parking supply with a trusted brand that provides a larger visibility for consumers.

- ParkDetroit will collect your revenue for distribution weekly or monthly based on your preference
- Parking provider will update pricing, events tied to the location, and manage occupancy (Daily, weekly, monthly, quarterly as needed)

### BENEFITS FOR CUSTOMERS & VISITORS

- Transparency: Hours & Rates Posted
- Predictability: Participating Lots Meet Key Standards
- Accountability: Backed by City of Detroit
- Simplicity: One Brand/Sign to look for, One App to use, One Source for More Information

### BECOMING A PARTNER

Contact us about becoming a partner:

- Keith Hutchings ([hutchingsk@detroitmi.gov](mailto:hutchingsk@detroitmi.gov))
- Shaun Nelson ([nelsons@detroitmi.gov](mailto:nelsons@detroitmi.gov))
- Adrienne Kennedy (Adrienne [Kennedy@detroitmi.gov](mailto:Kennedy@detroitmi.gov))
- or call 313-221-2518.

Parking providers must follow all city parking ordinances and parking paid for is provided. Participation can commence or be discontinued at any time.

**LET'S PARKDETROIT**

# Priority Recommendation 3



## Designate Local Organization to Promote Shared Parking

- Ensure that the Park Detroit app includes information on local venues and events.
- Support broader Park Detroit and Shared Parking activity

A black and white photograph of a modern building with large glass windows and a dark facade, with a car parked in front.

## Longer-Term Initiatives

# District-Level Parking & Mobility Organization

## Create Opportunities for Establishing a Corktown TMA

Organization dedicated to promoting shared/public parking and mobility in Corktown:

- Parking & Mobility information and promotion + Strategic Initiatives to improve/expand these options
- Identify funding sources
- Develop supportive zoning code ordinances/incentives
- Identify existing or potential new organization



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### Parking In South End

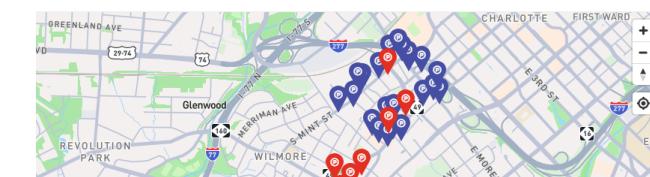
South End is a walkable community with easy access to the Rail Trail, public transit, and scooters to [get around](#). If you choose to drive, here is a list of South End parking garages and surface lots where you can park. Click the address link for parking details, hours, and rates.

Paid street parking is also available, but please be mindful that South End businesses and residents share the streets for curbside service and deliveries.

*Please note that parking garages and lots are managed privately and have the right to change rates. The rates listed on this page may have changed since the page was updated in Fall 2024. Be sure to check the rates listed on each garage or lot before entering.*

**Insider tip: Download these apps in advance to make paying a breeze –**

- [ParkMobile App](#)
- [Passport Parking](#)
- [Preferred Parking](#)



# Shuttle/Circulator Service

## **Initiative a Service That Connects Parking to Destinations/Attractions**

- Connect Michigan Avenue and other district activity centers to key public parking facilities
- Prioritizing connections to the **Mobility Hub/Bagley garage and the Bedrock garage at The Assembly.**
- Assess operational models that would include route variations for weekends, seasonal destinations, and events – as distinct from the primary route/s focused on Thursday – Saturday evenings.

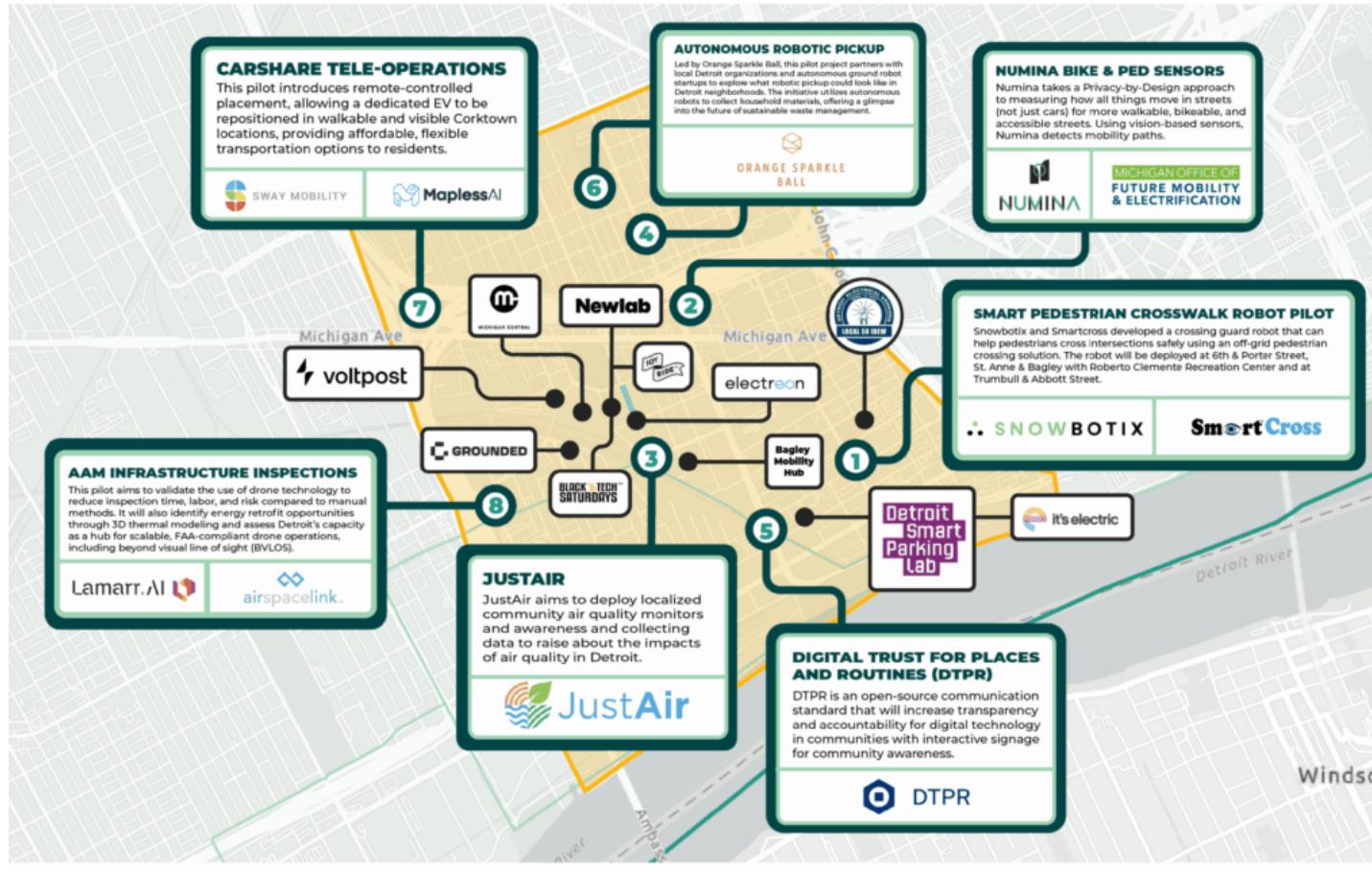
# Zoning Strategies

## **Leverage Zone Detroit Opportunities to Develop Strategic Parking Requirements**

Focus on options for developers to reduce their minimum parking requirements by committing to investments that can directly contribute to shared solutions, including:

- Committing to parking management practices that can either reduce demand or increase the efficiency of on-site spaces
- **Providing public, shared parking, including via Park Detroit participation**
- Providing public, shared mobility improvements
- Contributing funding to district-level parking/mobility investments
- Contributing to and participating in a district TMA

# Transportation Innovation Zone



## Complement and Support Framework Plan Parking Initiatives

- Parking & Mobility information and promotion
- Curbside Activity Data
- Shared Mobility Pilots
- Pedestrian Safety Monitoring



TRANSPORTATION INNOVATION ZONE (TIZ)



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TIZ PERMITS



ECOSYSTEM INNOVATORS



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## **Other Short-Term Actions & Next Steps**

**5**

# Metered Parking

## **Metered Parking in 2026:**

Municipal Parking will continue to evaluate and assess neighborhood commercial streets, working to implement new metered parking zones. In 2026, there will be new streets within the area which contain metered parking.

# Resident Permit Parking

## **Residential Permit Parking Program:**

The City will continue to utilize the RPP program if requested by the community. Currently, there has been one petition submitted to the city to launch a Residential Permit Parking zone within Corktown.

# Next Steps: Finish Study & Draft Report

## Working with City Team and Working Group

- Incorporate findings and feedback from public engagement
- Finalize Recommendations
- Develop Implementation Action Plan for Near-Term Recommendations
- Publish Study Report with Additional Longer-Term Recommendations



# Thanks!

