



Baltimore Regional Transportation Board

Transportation Issues in Historic Town Centers

April 2023





Presentation Outline

- 1 Project focus & timeline
- 2 Existing Conditions
- 3 Draft Recommendations
- 4 Next Steps



Project focus and timeline

GENERAL PROJECT INFORMATION

INTRODUCTION

Improving pedestrian and bike access, parking, signage, and other transportation issues

PROJECT COMPONENTS

WAYFINDING



- Document existing wayfinding and signage
- Develop wayfinding guidelines
 - Parking lot wayfinding
 - Ped/bike wayfinding
 - Tourism-focused signage and kiosk opportunities

BIKE/PED CONNECTIONS



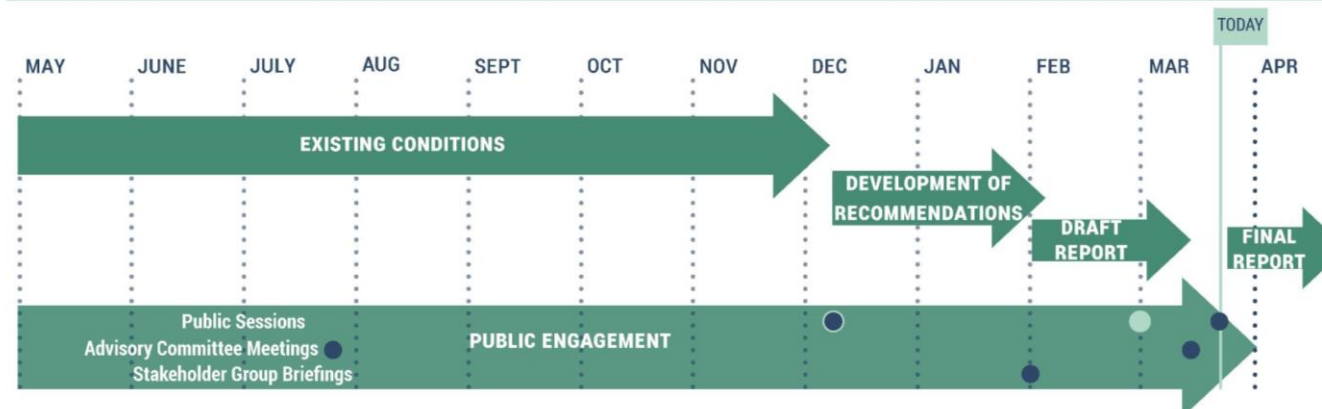
- Identify existing multi-modal access
- Propose access and management solutions
 - Multi-modal emphasis
 - Policies and programs
 - Transportation demand management

PARKING



- Document parking assets and utilization trends
- Develop potential parking solutions based on findings to include integrated package of alternatives

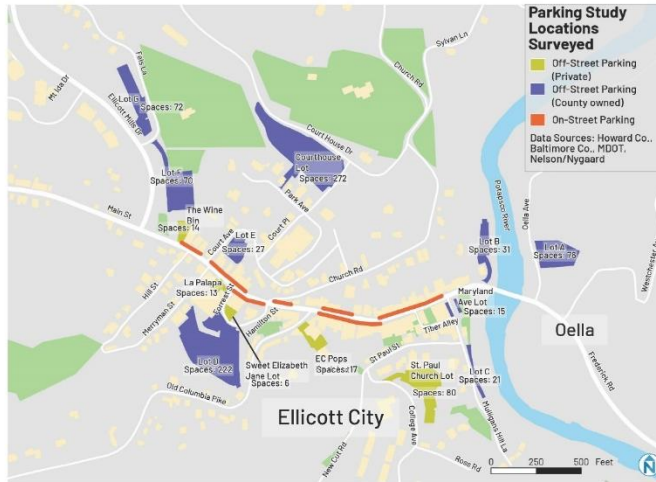
PROJECT TIMELINE





Existing Conditions

PARKING OVERVIEW

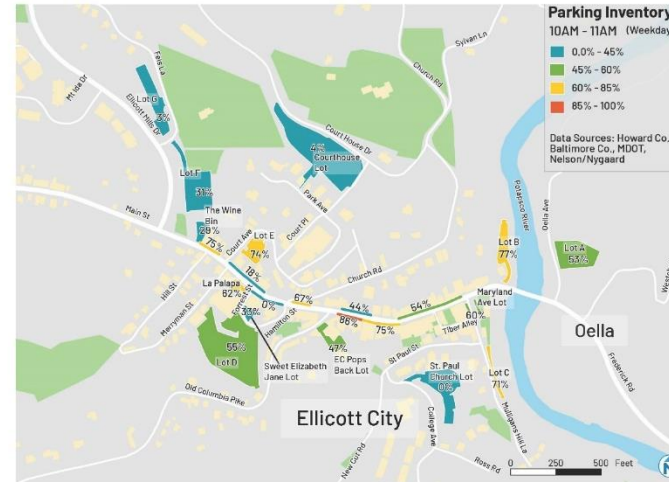


- Not enough on-street parking turnover
- Overall, sufficient number of parking spaces
- Courthouse Lot is underused except during events
- Vehicular access into some lots is challenging
- Walking routes to/from lots is unclear

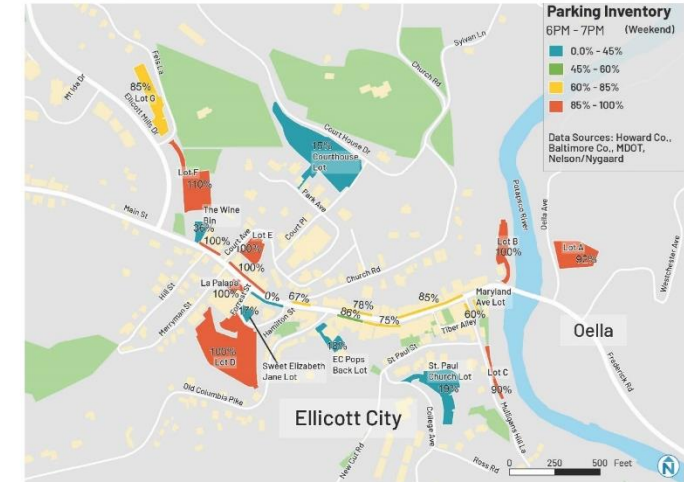
Proposed improvements from the Watershed Master Plan:

- Explore valet parking with private sector support
- Consider running a shuttle to Lower Main from upper lots
- Study the potential for the following parking measures:
 - Parking Fees
 - Time Restrictions
 - Parking Structure
 - Designated Employee Parking
 - Creation of a Parking Authority
 - Include EV accommodations

PARKING UTILIZATION



Parking activity was the lowest in the 10AM-11AM hour. Thirty-one (31%) of all off-street spaces were occupied.



Off-street parking utilization peaked in the early evening with some lots completely full, but overall utilization reached 70% capacity.

What are your thoughts on parking and loading issues in Ellicott City & Oella?

Do you agree with the findings above?

Yes	No
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

Does parking play a role in how often you visit downtown?

More	I'm ok with existing	Less
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Do you think we need more or less loading spaces downtown?

Do you think we need more or less parking options downtown?

PLACE A DOT (○) ALONG THE COLOR BARS, BASED ON THE STRENGTH OF YOUR PREFERENCE

Create designated employee parking in Lot F, Lot G, and the Courthouse Lot

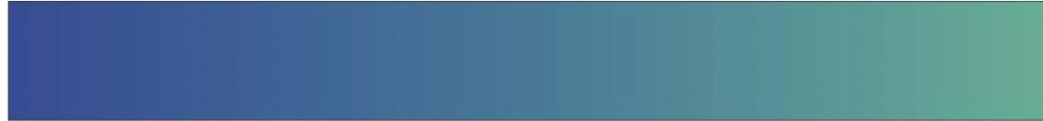
*Business employees
should be encouraged to
park in Upper Main lots*



*Employees should not be
restricted to parking in a
specific location*

Add 15 or 30 -minute time restrictions for Main Street's on-street parking

*Main Street's street parking
should be reserved for quick
trips or pick-up/drop-offs*



*We should keep the 2-hour
limit for street parking on
Main Street*

Construct a parking garage for additional parking in either Lower or Upper Main

*Old Ellicott City needs a
parking garage to relieve
parking concerns*



*A parking garage is not
necessary*

Utilize technology to monitor parking availability & send data to website or signs

*Incorporate digital counters in
parking lots to provide real-time
info on parking availability*



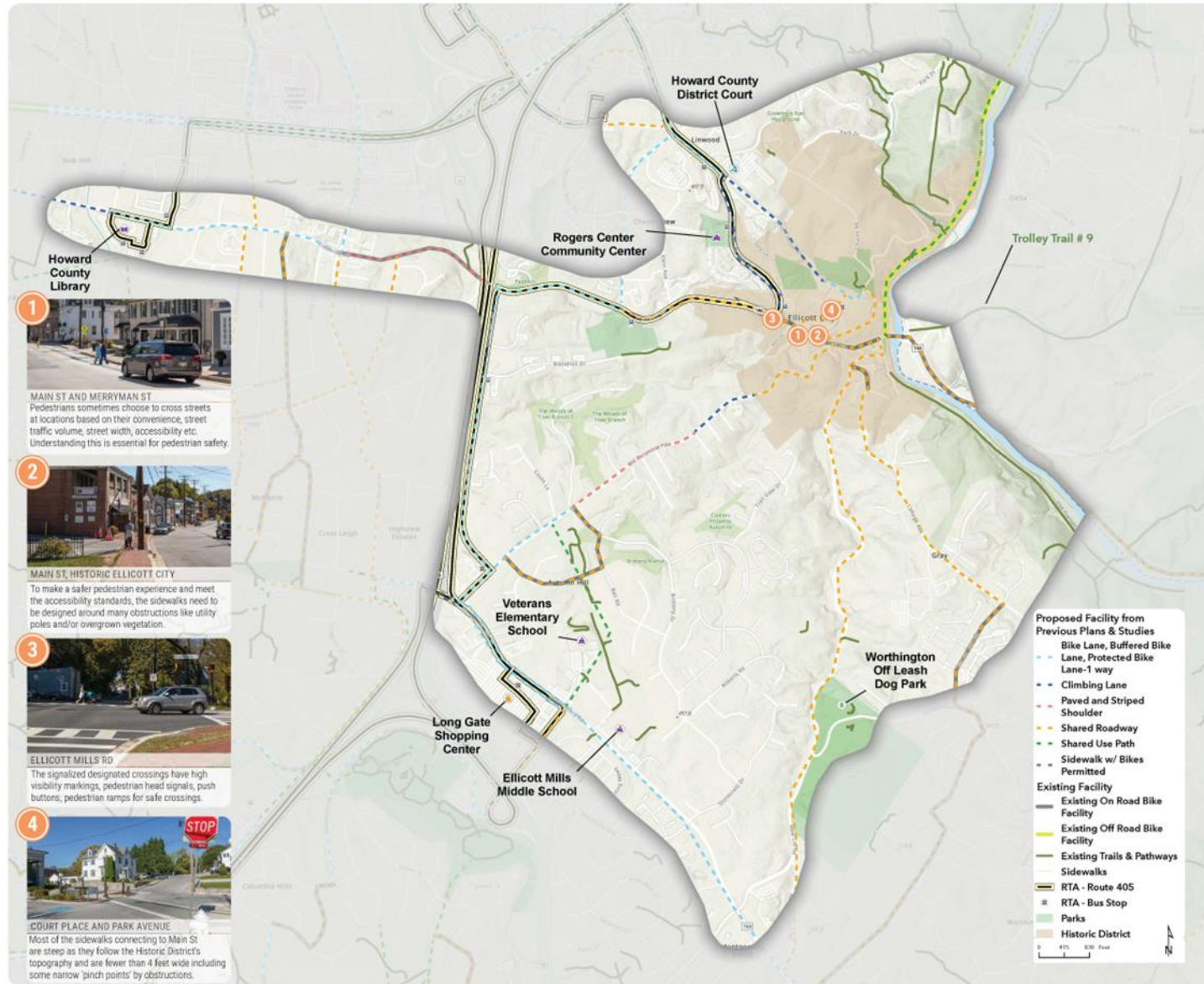
*Static signs could help, but
technology and/or digital signs
at lots are not necessary*

Deploy a shuttle service on weekends from parking lots to Lower Main

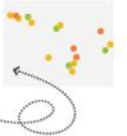
*Shuttles will help improve use
of upper lots by easing access
to/from Lower Main*



*Shuttles are unnecessary
to resolve the parking
challenges in Ellicott City*



Show us the places and ways you travel around the city! For the questions below, stick the corresponding color dot on the map to locate your input.



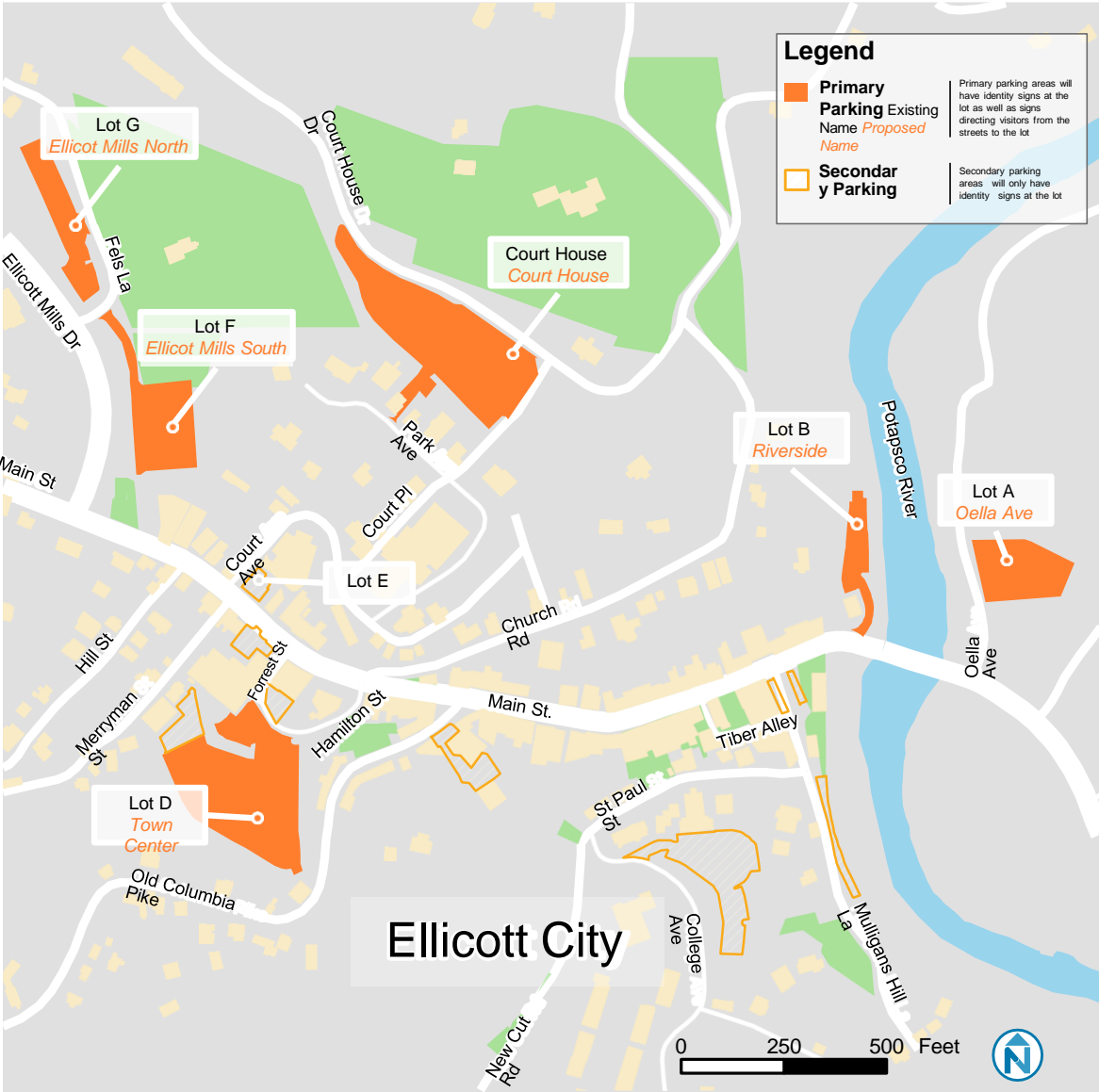
- Where do you **LIVE** ?
- Where do you **WORK** ?
- Where do you **EAT? SHOP? RECREATE?**
- Where would you like to **BIKE? WALK?**

HOW do you get there? Please use a marker to draw your preferred route.

What are your **CHALLENGES**?

Please use sticky notes and markers to provide your concerns.



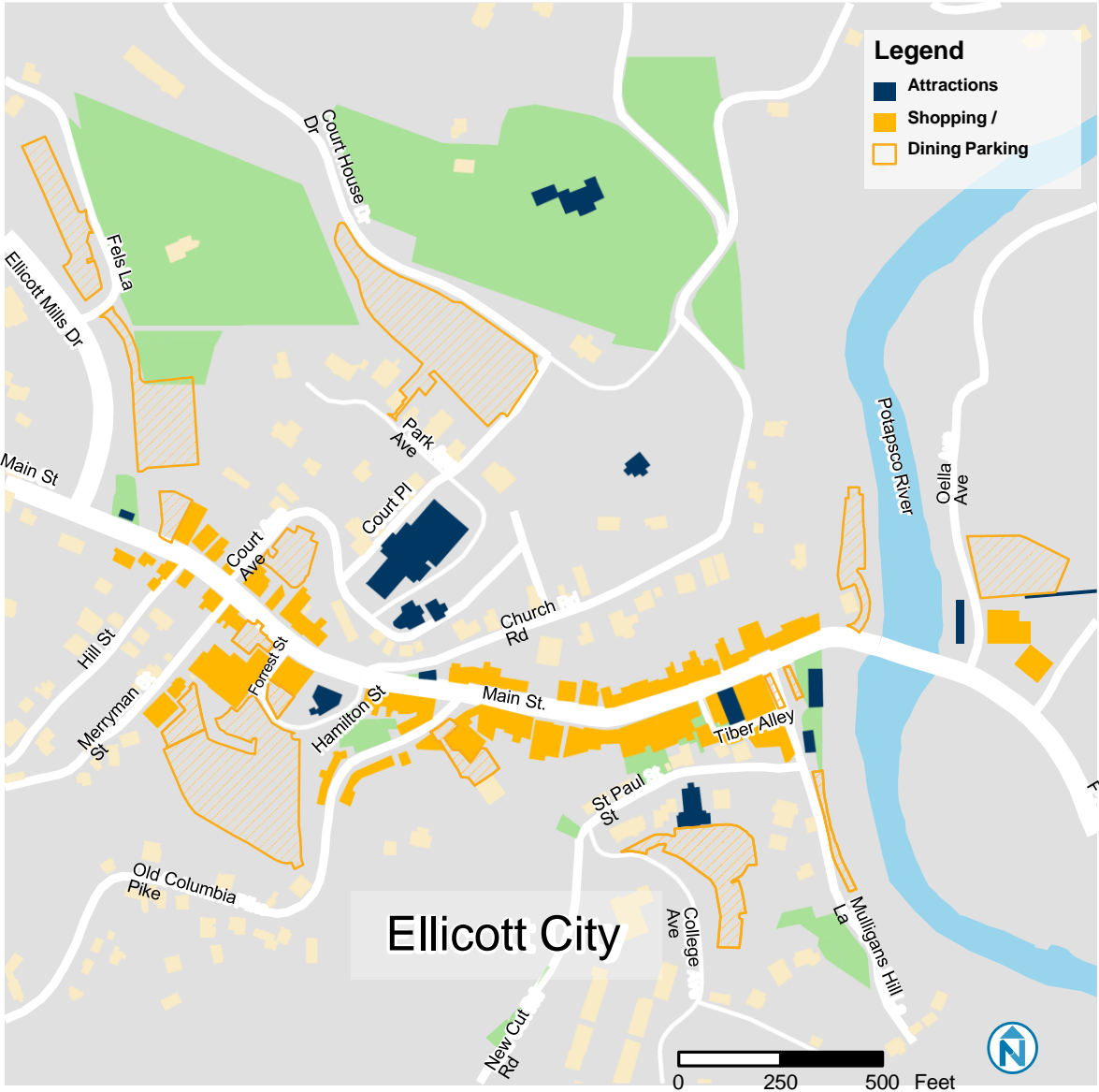


What Parking challenges do you see in Ellicott City?

Wasting time driving around a parking lot without finding available spaces	Knowing where to go to find additional parking after discovering a lot is full
Having trouble returning to my parking location after visiting town	Knowing what parking lots are closest to the area I am visiting

Do you have a concern that is not listed? Let us know on the sticky note board.

How do you feel about these potential sign upgrades?	Sounds Great!	Not
Rename parking lots to be more intuitive. Parking Lot "D" could be renamed "Town Center" and the remaining lots could be renamed with streets or other adjacent landmarks.	Impressed	
Provide "Lot Full" status for Lot D and other larger lots at primary road entries such as Ellicott Mills Dr. and Frederick Road.		
Update parking signage to also show various amenities such as EV parking stalls, and connections to hiking/biking trails.		



What wayfinding challenges do you see walking around town?

Rank your biggest concerns

Finding where to walk from my parking lot to my destination	Knowing where interesting sites worth visiting off main street are located and how to get there
Finding the historic sites and learning more information about them	Knowing what hiking / biking trails are around and how to get to them

Do you have a concern that is not listed? Let us know on the sticky note board.

How do you feel about these potential sign upgrades?

Provide a directory and map at the exit of each parking lot to aid in finding where to go around town.

Provide an events board at the exit of each parking lot to inform users of future events.

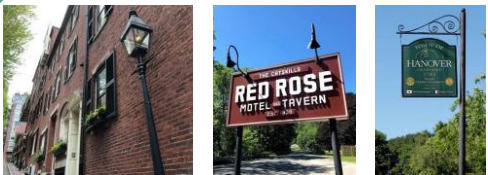
Add pedestrian directional signs at select areas around sidewalks to direct to sites and attractions.

Which of these design styles do you like?

Place a dot along the arrows, based on strength of preference

INDUSTRIAL

This style accentuates raw exposed materials such as concrete, brick, and metal.



COLONIAL

This style focuses on the preservation and restoration of traditional design.

MODERN

This style emphasizes functionality, clean geometry, and a diverse color palette.



VICTORIAN

This style is characterized by ornamentation, intricacy, and asymmetry.

What criticisms do you have regarding the current design of the signs around town? Rank your biggest concerns

The parking signs look plain and don't reflect historic nature of town

There are quite a few parking signs that point to different directions making things confusing

Parking lot identifiers are small or non-existent

The signs in the Howard and Baltimore county areas look different making things confusing

Do you have a concern that is not listed? Let us know on the sticky note board.

How do you feel about these potential sign upgrades?

Replace parking signs with a new design that better reflects Ellicott City.

Better identify historic sites and specific key destinations within town.

Plan a "Healthy Walking" path with signage to guide along the route.



Draft Recommendations & Strategies



Optimize and Manage Existing Inventory

Recommendations in this category help provide users with greater information of parking locations and availability, greater access to parking, and better management of these resources.

Inventory management recommendations include:

- **Parking information signs and parking counters**, to help identify lots with available supply.
- **Downtown parking shuttle**
- **Employee parking incentives**
- **Improved parking enforcement**
- **Parking management program**



Proactively Manage Curbside Activity

Better management of the curbside lane helps optimize parking availability, support the area's loading needs, and better address ADA parking requirements.

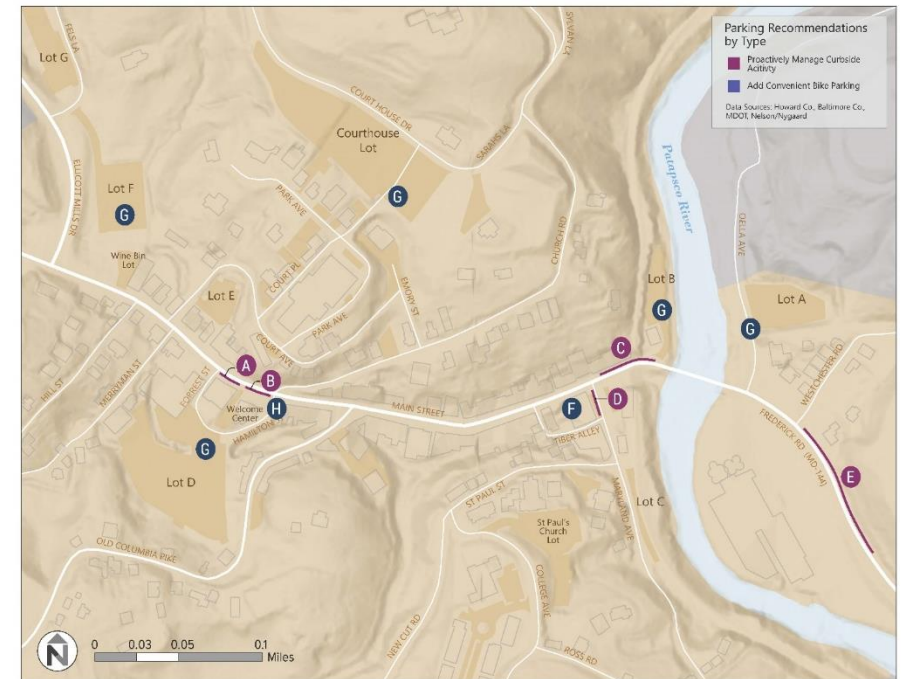
Curbside lane recommendations include:

- **Introduce dynamic on-street parking** to accommodate both loading and private vehicle parking
- **Convert select on-street/2-hour parking** to shorter-term parking/30 minute parking
- **Add on-street parking by removing loading zones**, adding ADA parking spaces where demand is highest and feasible
- **Widen sidewalks by removing on-street parking** in areas where safety is a higher concern than parking access
- **See map at right** for further recommendations



Add Convenient Bike Parking

- **Install bicycle racks at key locations** along Main Street and within major parking lots to accommodate bicyclists and offer priority to alternative transportation users
- **Bike racks to meet Historic Preservation Commission guidelines**, incorporating a black metal hitch and post style
- **See map at right** for specific locations

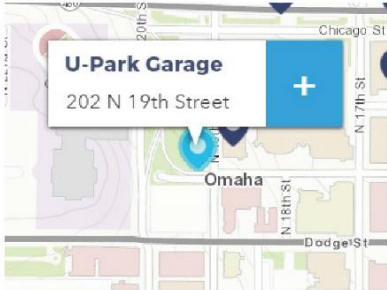


Site-Specific Managed Curbside Recommendations

- A** **Revise Loading Zone Hours** to Offer Evening Short-Term Parking
- B** **Convert Loading Zone** to Short-Term Parking
- C** **Remove Loading Zone** and Widen Sidewalk
- D** **Remove Perpendicular Parking** and Create Shared Loading Space
- E** **Formalize Parking Lane** Along MD-144

Site-Specific Bike Parking Recommendations

- F** **Add Bike Parking in Future Park**; As part of the new redevelopment at the southwest corner of Main Street and Maryland Avenue, add substantial bike parking to accommodate 6-12 bicycles.
- G** **Add Bike Parking to Main Parking Lots**; In order to complement other bicycle parking locations, add bike racks to Parking Lots A, B, D, and E.
- H** **Add Bike Parking at Welcome Center**



Improve the User Experience

Parking facilities should function as a positive, marketable asset for downtown.

Parking management can help coordinate programs and events through:

- Improved physical signage
- Focused marketing
- Strong web-based information programs



Establish Customer Friendly Enforcement

Re-orienting enforcement policies and practices can be very helpful in reaching the Howard County and Baltimore County parking goals.

The enforcement team should re-orient to:

- Support the creation of a customer-oriented parking system
- Develop sensible and reasonable parking regulations that are easy to understand and easy to manage
- Modernize and adopt new parking technologies
- Establish a data-driven, flexible parking system that can adapt over time



Build Parking Strategically and Sparingly

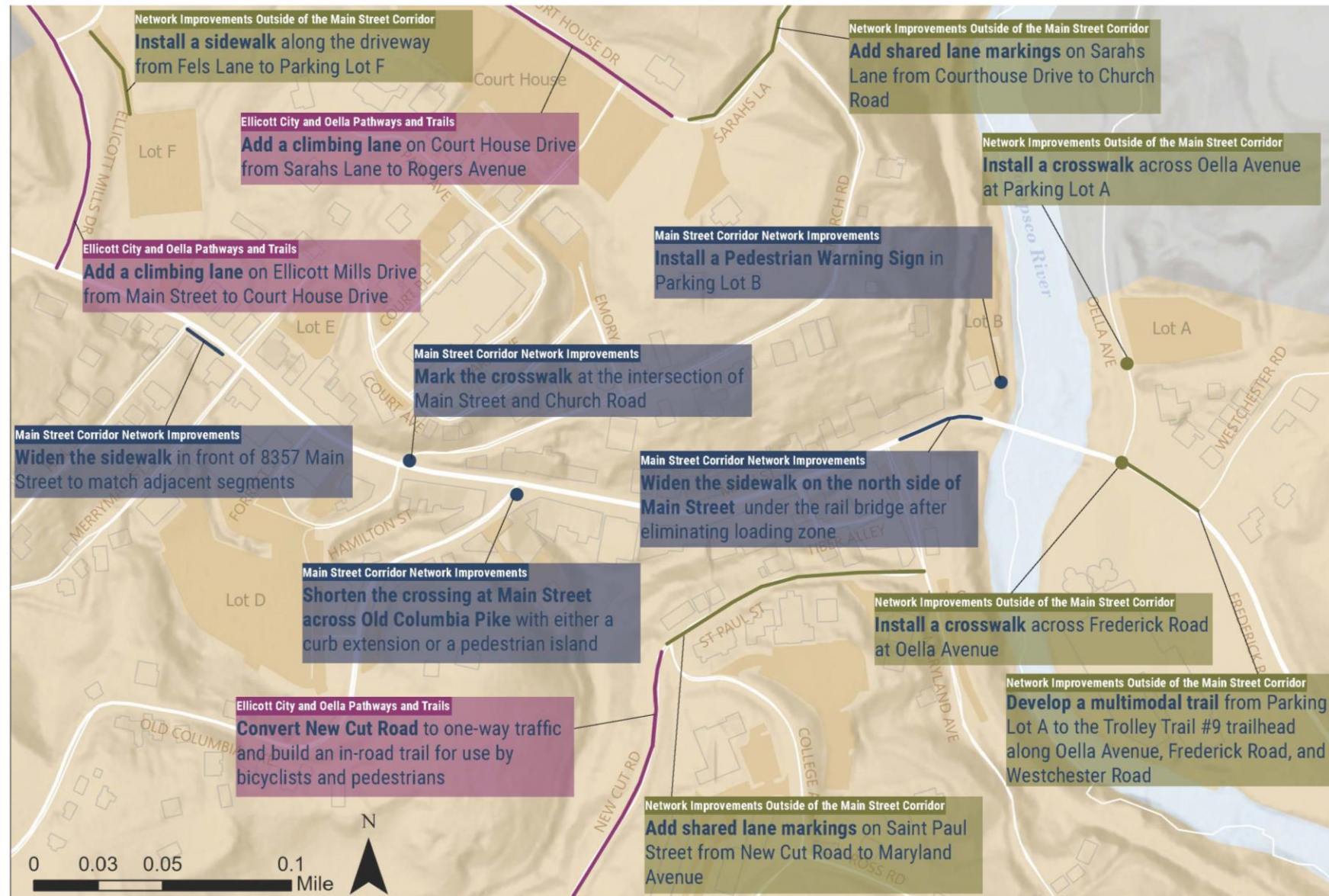
Even during existing peak demand, many parking spaces are available—but drivers can't find them, don't want to use them, or are not aware they exist.

Recommendations should be prioritized to address current issues related to on-street demand and time-limit violations, fragmented signage, and lack of technology and information systems. Though future development within Downtown Ellicott City is limited, any such development has the potential to generate new off-street parking supply and demand.

As noted in earlier recommendations, the County should:

- Revise the parking code
- Facilitate agreements with developers to ensure that new parking supply is shared and publicly available to the greatest degree possible.





Main Street Corridor Network Improvements

These recommendations are located along Main Street/ Frederick Road between Parking Lot B and Ellicott Mills Drive. Most of the recommendations in this category pertain to the pedestrian experience in the historic downtown.

Network Improvements Outside of the Main Street Corridor

These recommendations primarily address gaps and provide opportunities in the multimodal network just outside of the Main Street Corridor. Adopting these recommendations will improve pedestrian and bicycle travel conditions to and from Main Street.

Ellicott City and Oella Pathways and Trails

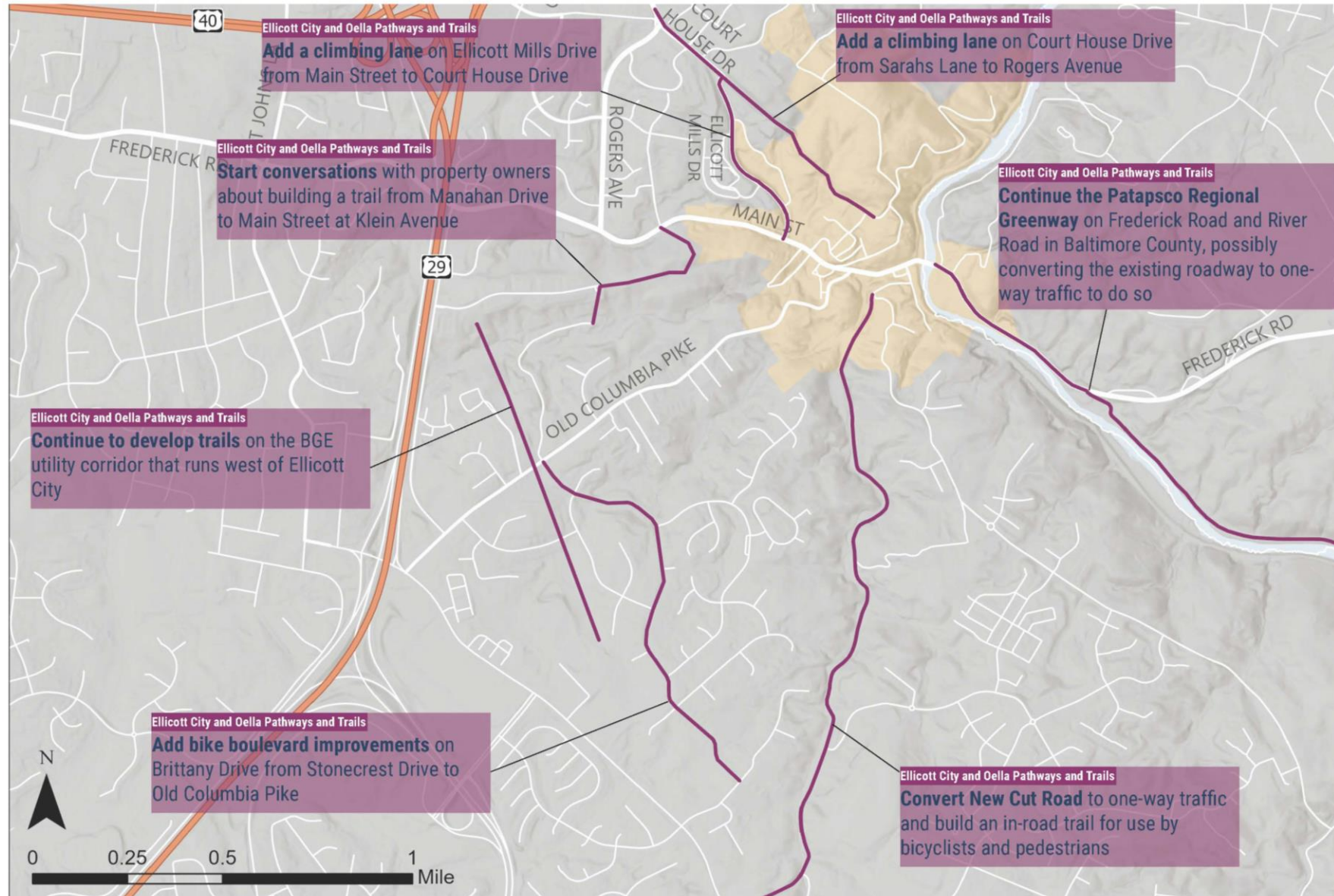
This grouping includes larger, more long-term investments that serve the larger Ellicott City and Oella areas and expand the multimodal network well beyond the Main Street Corridor.

Multimodal Policy Recommendations

These recommendations are not location-specific and can apply across the study area.

Multimodal policy recommendations include:

- **Sandwich Board Regulations** to be codified by the Howard County Council to define where on sidewalks businesses can deploy freestanding, sandwich board-style signs to help keep the pathway clear for pedestrians
- **Enhanced Parking Enforcement Around Multimodal Facilities** to ensure pedestrian and bicycle facilities such as sidewalks and bike lanes are not encroached upon by parked cars





A | New Parking Signs

This recommendation adds and replaces existing parking directional signs with new signs containing larger text and simpler messaging.

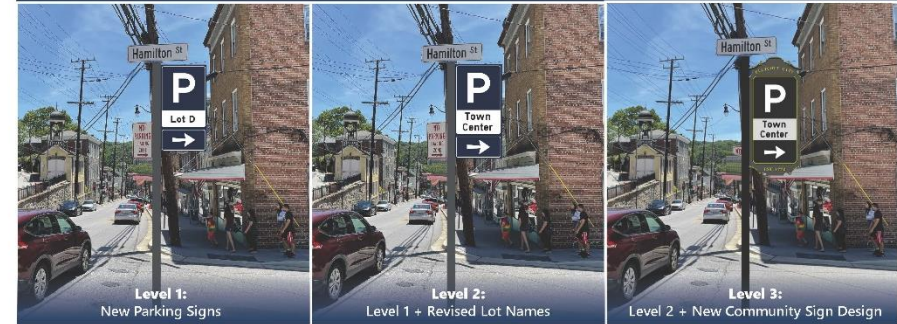
B | Parking Lot Identity Signs

This recommendation adds four sided parking lot identity signs to help identify the lots for both vehicles and pedestrians

C | Overflow Parking Signs

This recommendation adds signs to help vehicles find parking when lots are full. Included are signs to direct vehicles from Lot D to Lots F/G when Lot D is full and to direct vehicles to Courthouse parking when Lots F/G are full.

A | New Parking Signs



B | Parking Lot Identity Signs

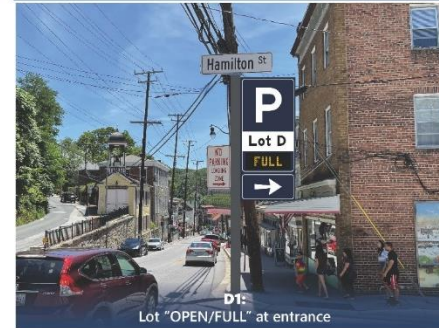


C | Overflow Parking Signs

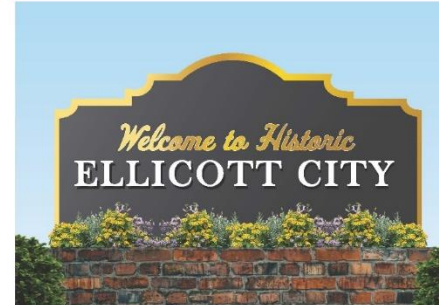




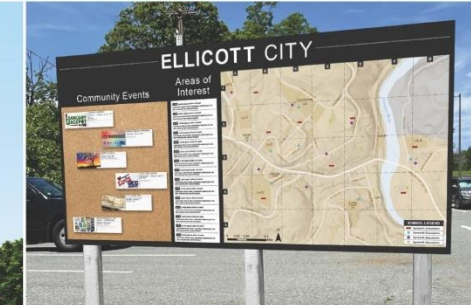
D | Upgrade Parking Signs with Lot Full Status



E | Upgrade Monument Entry Signs



F | Add Pedestrian Directory Signs



D | Upgrade Parking Signs with Lot Full Status

This recommendation adds lot "OPEN" and "FULL" displays to existing parking signs at the parking lot entrances and entry roads into town

E | Upgrade Monument Entry Signs

This recommendation upgrades the "Welcome to Historic Ellicott City" monument signs at the east and west entrances on Main St.

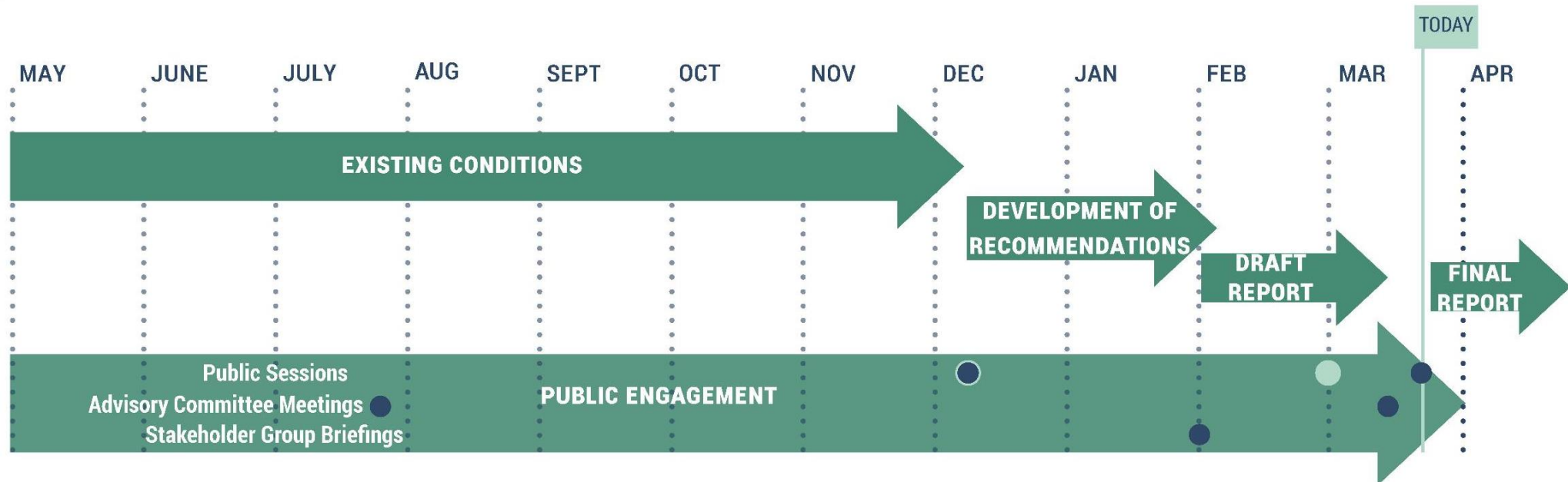
F | Add Pedestrian Directory Signs

This recommendation adds directory signs at the walking path from the lot exit to the street. The directory can incorporate static elements as well as include an insert section for events or for a list of business that can be updated periodically.



Next steps

PROJECT TIMELINE



For More Information

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