



MIDTOWN

Parking & Mobility Study

Midtown Parking & Mobility Study

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STUDY FINALIZED

February 13, 2026

Midtown Parking & Mobility Study

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Midtown Parking & Mobility Study

ACRONYMS

AADT - Annual Average Daily Traffic

ARB - Architectural Review Board

BPIA - Blueprint Intergovernmental Agency

BPMP - Tallahassee-Leon County Bicycle and Pedestrian Master Plan

COA - Certificate of Appropriateness

COT - City of Tallahassee

CRTPA - Capital Region Transportation Planning Agency

DIA - Downtown Improvement Authority

DO - Downtown Overlay

Esri - Environmental Systems Research Institute, Inc.

FDOT - Florida Department of Transportation

FLUC - Future Land Use Category

FLUM - Future Land Use Map

FSU - The Florida State University

GIS - Geographic Information System

GMP - Greenways Master Plan

HIN - High-Injury Network

HPO - Historic Preservation Overlay

ITE - Institute of Transportation Engineers

LOS - Level of Service

MATP - Midtown Area Transportation Plan

MMTD - Multimodal Transportation District

MSC - Midtown Stakeholders Committee

MWG - Midtown Working Group

NACTO - National Association of City Transportation Officials

OEV - Tallahassee-Leon County Office of Economic Vitality

P3 - Public-Private Partnership

PUD - Planned Unit Development

PW - Public Works

RRFB - Rectangular Rapid Flashing Beacon

RFP - Request for Proposals

SCD - Special Character District

SF - Square Feet

SS4A - Safe Streets for All Safety Action Plan

TalTrust - Tallahassee Trust for Historic Preservation

TLCCP - Tallahassee-Leon County Comprehensive Plan

TLDC - Tallahassee Land Development Code

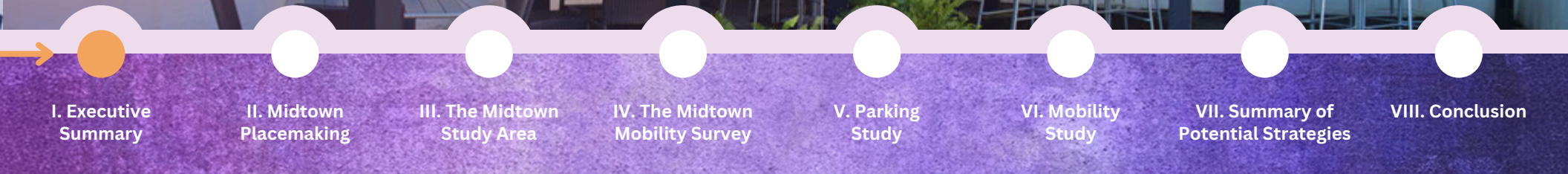
UUPI - City of Tallahassee Department of Underground
Utilities and Public Infrastructure

VMT - Vehicle Miles Traveled

VUA - Vehicular Use Area

Midtown Parking & Mobility Study

EXECUTIVE SUMMARY



I. EXECUTIVE SUMMARY

The Midtown Parking and Mobility Study was developed by the Tallahassee-Leon County Planning Department staff based on direction given by the City Commission at their December 13, 2023, meeting, consistent with recommendations made by the Midtown Stakeholders Committee (MSC). The Study kicked off in October 2024, with the MSC's approval of a list of priorities, summarized below:

Parking & Mobility Study Priorities

1. Conduct a survey of business owners, residents, and users of Midtown
2. Review existing conditions and demographics

Parking Study Priorities

1. Review, update, and consolidate previous plans, studies, and analyses

Mobility Study Priorities

1. Review previous studies
2. Review existing traffic counts
3. Review bicycle and pedestrian data
4. Review micro-mobility data
5. Summarize public investments, including those completed, in-progress, and planned
6. Identify additional potential solutions to reduce traffic impacts and improve or enhance mobility options



WHERE IT'S @

MIDTOWN PLACEMAKING

This Study is the culmination of approximately 15 years of placemaking efforts in Midtown; previous efforts include:

Midtown Action Plan. Midtown was selected by the City Commission as one of the original three Sense of Place focus areas in 2010. With guidance from the Midtown Working Group (MWG), the Midtown Action Plan was adopted in 2011. The action plan presented eight goals, each with several project ideas for further analysis or implementation. Three of the goals, focusing on parking, traffic, and mobility, relate directly to the Study. Nearly all of the project ideas for each of these three goals have been completed or addressed by ongoing City efforts. The remaining project ideas rely on community or private sector implementation.

Public Parking Effort. In 2016 the City Commission directed staff to prepare a parking study for Midtown, which resulted in the City Commission authorizing a Request for Proposals (RFP) for a public-private partnership (P3) to provide public parking. After a series of community outreach opportunities, the RFP was released in July of 2018, and bids were presented in February of 2019. After significant community opposition,

the City Commission rejected all bids and directed staff to reconvene the MWG to bring back a parking strategy or solution for Midtown.

Midtown Stakeholders Committee. The MWGs recommendations were presented to the City Commission in January of 2021, however, lack of consensus led to the Commission forming the MSC on March 24, 2021. The MSC adopted a vision statement, short-term priorities, and priorities for a master plan at their May 2, 2022, meeting. The City Commission received an update on the MSC at their December 13, 2023, which included presentation of the Midtown Implementation Plan and recommendations from the MSC. In line with the recommendations, the City Commission gave direction to proceed with a parking and mobility study.

Summary of Midtown Parking & Mobility Projects. The Study identifies 61 parking- and mobility-related projects that are in-progress (5), have been completed (18), identified for future implementation (29), or are unrealized (9). The unrealized projects include those that have been considered but have not, and might never, come to fruition for reasons including infeasibility, cost, liability issues, and community opposition.

Study Area

0 0.25 Miles

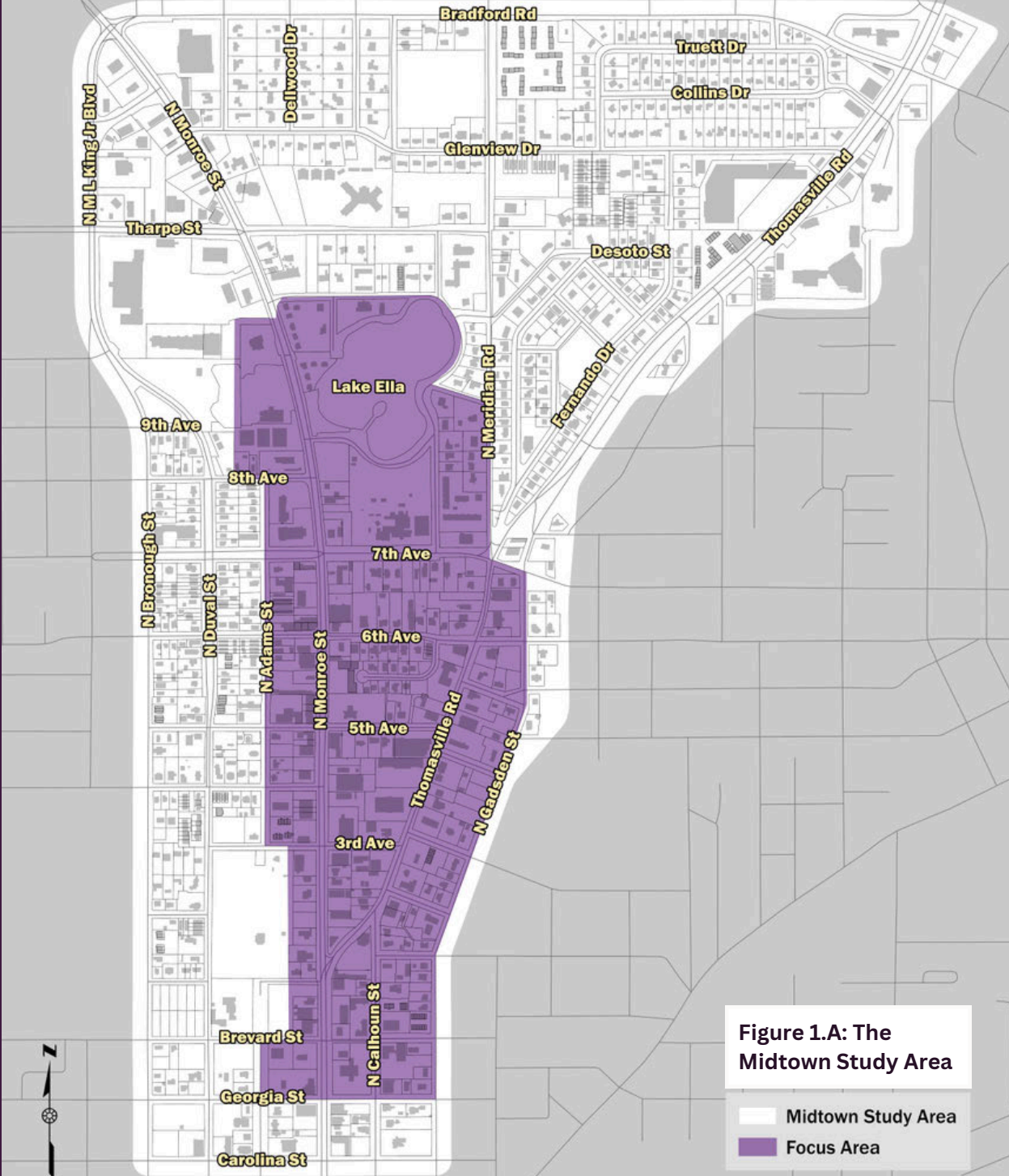


Figure 1.A: The Midtown Study Area
Midtown Study Area
Focus Area

THE MIDTOWN STUDY AREA

The boundary used for this Study, the Midtown Study Area, is a refinement of the CRTPA 2020 Midtown Area Transportation Plan boundary and includes all properties included in the Midtown Action Plan boundaries. The boundary is shown in Figure 1.A. Existing conditions and area context were reviewed in the following categories:

- Major Roadways
- Landmarks
- Land Use
- Regulatory Context
- Consumer & Demographic Data

In summary, the Midtown Study Area is an employment center, home to early-career singles, and dining and entertainment district. The pattern of small lots within a block grid in the Midtown core provides the potential for a vibrant, walkable, urban mixed-use district, however high-volume and high-speed commuter travel patterns limit comfortable use of other modes. Highlights include:

Land Use. The Study Area contains approximately 2.2 million square feet of non-residential space. Approximately 35% is office, 22% is mixed-use shopping centers, 14% is retail, and 4% is restaurant or bars.

Regulatory Context. Development and redevelopment outcomes are largely controlled by local land development regulations, which include comprehensive plan policies, zoning regulations, and environmental standards. These include requirements for parking and enhanced infrastructure related to mobility. Understanding these policies help to identify where adjustments could be made to support the goals for improving Midtown.

Consumer & Demographic Data. Data from Placer.ai and Esri were used to understand the visitor and resident demographics of Midtown. Highlights of the 2024 data include:

- The Midtown Study Area received 9.4 million visits from 1.1 million individuals
- Visitors stayed in the district for over 1.5 hours per visit, on average
- Over 50% of visitors were 34 or younger
- Visits were spread moderately evenly throughout the week with increases on Friday and Saturday
- Data analyzed shows peak visitation times were noon–1 p.m. and 6–7 p.m.
- Estimated 1,933 residents with a median age of 35.7 years live in 1,227 housing units that are approximately 30% owner-occupied
- Estimates suggest over 71% of units in Midtown are single-occupant households and the average household income is \$88,838
- Projections show 68% of Midtown residents aged 16 or older have a bachelor's degree or higher level of education
- Approximately 98% of Midtown residents were employed
- Daytime worker population of 4,846

Taken together, this data paints a generalized picture of the Midtown Study Area being a destination and employment center where younger, educated individuals tend to rent their residence and live alone.

9.4M Visits
Jan-Dec 2024



The area is home to
1,933 individuals

\$88,838

The projected Average Household
Income for Midtown



Daytime worker
population of 4,846
workers

35.7

The median age of residents



THE MIDTOWN MOBILITY SURVEY

The Midtown Mobility Survey received 273 responses. Responses indicate that while perspectives on parking are mixed, investment in pedestrian and bicycle facilities is preferred over parking solutions.

Response Highlights

Highlights of the Midtown Mobility Survey responses are provided below as they relate to visitor behavior, parking, mobility, and open-ended responses.

Visitor Behavior



- Responses indicate that Midtown is an 18-hour destination with fairly consistent visitation throughout the day, every day
- Respondents are most likely to visit Midtown between the hours of 6 p.m. and 9 p.m. every day of the week
- Business community respondents indicated that 11 a.m. to 4 p.m. is the busiest time
- The top three most likely reasons respondents visit Midtown are dining (>88%), meeting friends or family (>56%), and shopping (~50%), revealing restaurant and retail locations as the primary driver of visitations

Parking



- Roughly 80% of the business respondents said that parking was important to their business
- 50% of business respondents say that there is not enough parking at their place of business
- 50% of all respondents indicated that parking does not deter them from visiting Midtown
- Over 40% indicated they would visit Midtown more often if they knew parking was available and convenient
- Over 33% of respondents have trouble parking in Midtown at least half the time

Mobility



- Over 40% of the respondents indicate that they will walk to get to Midtown
- Nearly 84% of respondents will walk to get around Midtown, once there
- However, over 65% of the respondents are not willing to walk further than a quarter mile to their destination (i.e. were not willing to walk more than a 5-minute walk)
- Approximately 70% of respondents use a personal automobile to get to and around Midtown
- About 20% of the respondents use a bicycle to get to and get around Midtown
- Fewer than 3% chose public transit as a mode they use to get to or around Midtown

Open-Ended Responses

The survey also provided an opportunity to write in responses on the topics covered by the survey. Approximately 55% (151) of respondents provided a written response. Notable highlights are provided below:

- The most common topic among responses was pedestrian improvements, mentioned in nearly 50% of the written responses
- Over 25% of written responses mentioned bicycle improvements
- Over 15% of written responses expressly oppose more parking in Midtown
- Nearly 15% of written responses asked for traffic calming
- Only 4% of written responses indicated a desire for more parking

PARKING STUDY

The Parking Study undertaken for the Midtown Parking and Mobility Study reviews and refines analyses conducted in 2016.

Methodology

To determine area parking demand, peak demand averages from the 2019 5th Edition of the ITE Parking Generation Manual were applied to current land uses based on Leon County Property Appraiser data and compared to exiting parking (see Table 1.A). Demand data was refined based on the uses present in shopping centers with a mixture of retail uses. Staff utilized this data to develop parking demand for the Midtown Study Area as a whole, a smaller area consistent with the 2017 Target Area, and a block-by-block analysis for a 25-block Focus Area.

Additionally, the Parking Study also reviewed existing parking policies to identify strategies for improvement and identifies completed parking studies (listed to the right).

Area	On-Street Parking	On-Site Parking	Total Spaces
Study Area	662	6,922	7,584
2017 Target Area	278	3,494	3,772
Focus Area	341	3,551	3,892

Table 1.A: Existing Non-Residential Parking.

COMPLETED PROJECTS



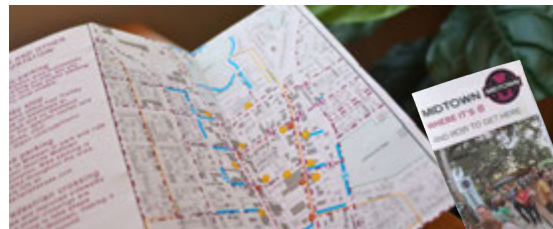
MIDTOWN 5TH AVENUE PLAZA DESIGN AND CONSTRUCTION



GLENVIEW DRIVE PARKING AND SIDEWALK PROJECTS



PAINTED 61 EXISTING, ON-STREET PUBLIC PARKING SPACES



DEVELOPED PARKING MAP AND BROCHURE FOR MIDTOWN



UPDATED MIDTOWN WAYFINDING SIGNAGE TO INCLUDE PARKING LOCATIONS



Block-by-Block Analysis

0 0.25 Miles

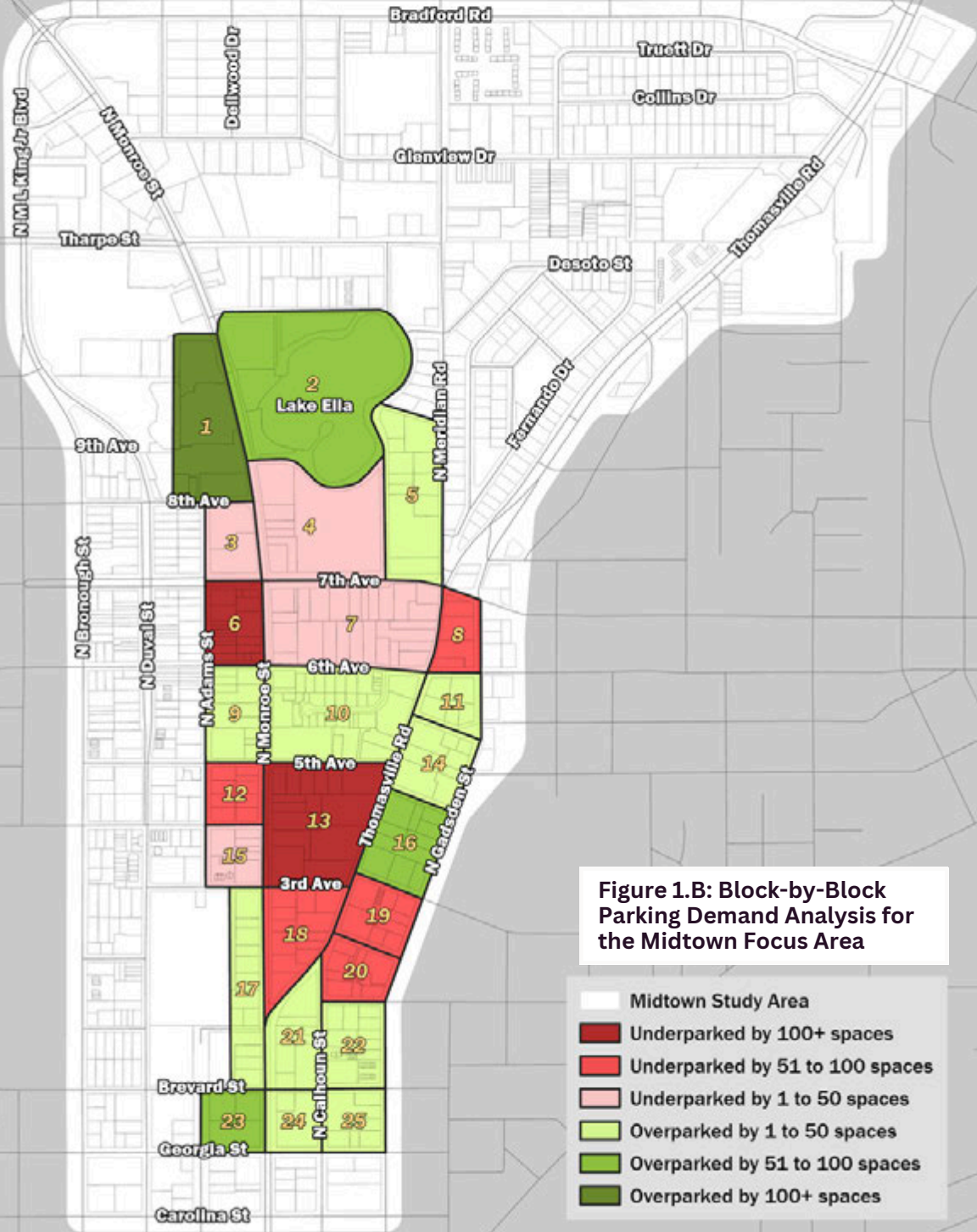


Figure 1.B: Block-by-Block Parking Demand Analysis for the Midtown Focus Area



Findings

The findings of the Parking Study illustrate that, while there is a parking surplus in the Midtown Study Area overall, there is a parking mismatch where “underparked” blocks tend to have a higher concentration of restaurant and bar uses —uses that are both a major attractor and generate higher parking demand. This helps to explain the perceived lack of parking, especially in light of survey responses showing fewer than 35% of respondents are willing to walk more than a quarter mile (5 minutes), or more, to reach their destination. In summary:

- There is a 198-space surplus for the entirety of the Midtown Study Area
- There is a 436-space surplus for the 2017 Target Area
- However, 11 of the 25 blocks (44%) in the block-by-block analysis have a deficit of parking (see Figure 1.B):
 - These blocks contain concentrations of uses with a higher parking demand, such as bars, restaurants, and assembly uses
 - Survey responses indicated these uses are the primary reason individuals visit Midtown
 - Over 65% of respondents indicate they will not walk more than a quarter mile from their destination, exacerbating the situation where these highly desirable uses are experiencing a deficit of parking

Potential Parking Strategies

Potential strategies are grouped by approach to increase parking, reduce demand for parking, or improve parking efficiencies:

1. INCREASE PARKING		
a. Private Strategies	b. Public Strategies	c. Public Private Partnership (P3) Strategy
<ul style="list-style-type: none"> i. Construct additional on-site parking ii. Construct off-site parking iii. Redevelopment 	<ul style="list-style-type: none"> i. Construct public parking ii. Revise development standards iii. Prioritize on-street parking 	<ul style="list-style-type: none"> i. P3 structured parking

2. REDUCING PARKING DEMAND	
a. Private Strategies	b. Public Strategies
<ul style="list-style-type: none"> i. Expand and enhance remote delivery of services ii. Provide designated drop-off/pick-up areas iii. Valet parking iv. Incentivize alternate mode use for employees v. Provide bicycle parking 	<ul style="list-style-type: none"> i. Enhance mobility options ii. Walkable land use policy iii. Development standards for pick-up/drop-off areas iv. Standards for mobility hubs

3. EFFICIENCY STRATEGIES	
a. Private Strategies	b. Public Strategies
<ul style="list-style-type: none"> i. Shared parking agreements between private parties ii. Leased parking contracts iii. Parking management 	<ul style="list-style-type: none"> i. Mark additional on-street parking ii. Information iii. Coordinated site access



MOBILITY STUDY

The Mobility Study reviews existing conditions and available data for automobile traffic, the pedestrian and bicycle network, and additional mobility options. The potential strategies derived from this section are those that enhance alternate mobility options, supporting modal shift and park-once strategies, thereby reducing parking demand.

Methodology

The Mobility Study reviewed the below existing traffic and mobility studies to inform this effort.

- [Midtown Area Transportation Plan](#)
- [Tallahassee-Leon County Greenways Master Plan](#)
- [Tallahassee-Leon County Bicycle and Pedestrian Master Plan](#)
- [Safe Streets and Roads for All Safety Action Plan](#)

This Study also reviewed available traffic data and the existing bicycle and pedestrian network to inform potential strategies. Data reviewed included:

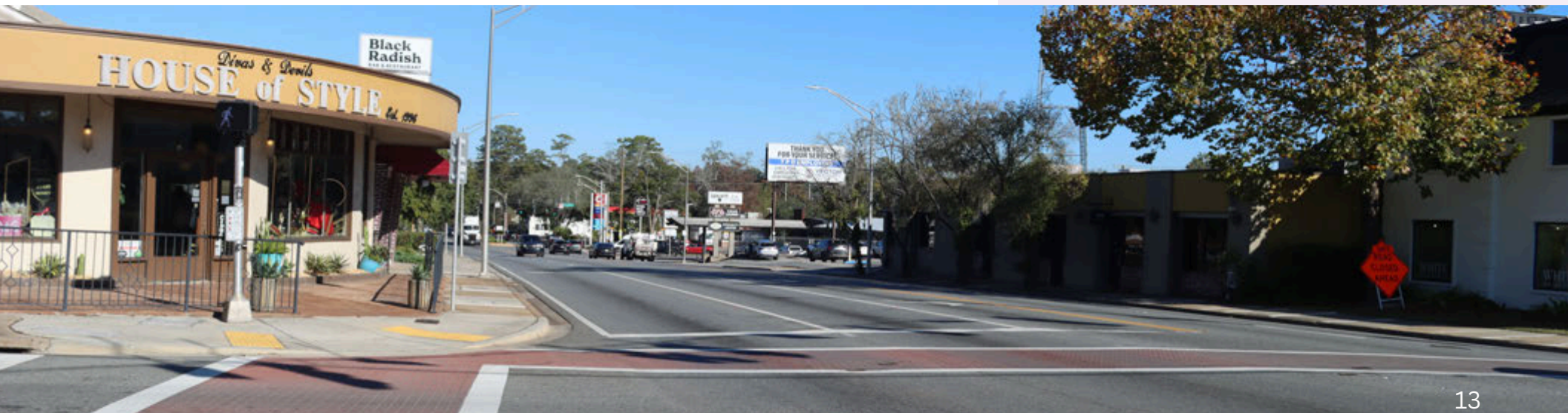
- FDOT 2024 Annual Average Daily Trips
- Placer.ai journey data
- Existing and prioritized sidewalks
- Existing bicycle facilities
- Strava pedestrian and bicycle trip data
- High Injury Network crash data
- StarMetro ridership data
- Spin eScooter ride data

Findings

After reviewing the existing data and previous plans, it reveals the following findings:

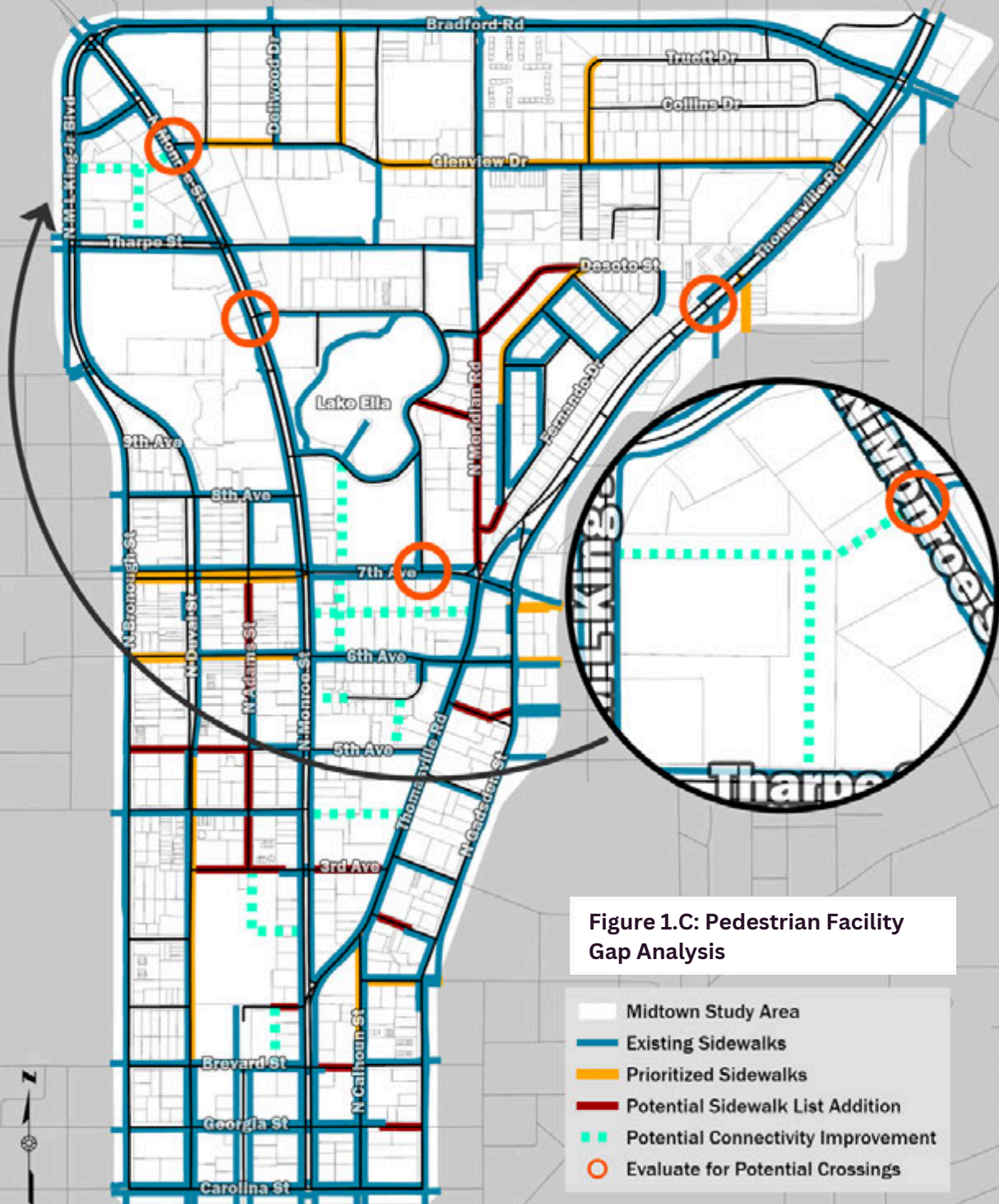
- Midtown has a high concentration of arterial and collector roadways, including three one-way pairs, that carry high volumes of traffic at relatively high speeds.
- These traffic conditions impact the sense of safety for pedestrians, bicyclists, and other users.
- While Midtown has a lot of sidewalks, gaps remain in the pedestrian infrastructure.
- Two (2) City sidewalk projects that are within or intersect the Midtown Study Area are currently underway and 10 more are prioritized for future sidewalk projects.

Continued on next page 



Gap Analysis

0 0.25 Miles



- Review of Strava and High-Injury Network data informed identification of potential additional sidewalks, connections, and crossings on the gap analysis map shown in Figure 1.C.
- Existing on-street bicycle infrastructure in Midtown is limited, making shared-use paths and wide sidewalks important for supporting cycling, especially for less experienced riders.
- Alternate forms of transportation, including transit, rideshare, and micro-mobility, contribute to a wholistic mobility system.
- StarMetro operates six (6) routes serving 50 bus stops in the Midtown Study Area. Most routes run on 1-hour headways. Ridership is low but has seen a steady increase since 2021. Continued improvement to facilities and services coupled with growth of the district are likely to increase ridership over time. In order to increase transit ridership headways, increased demand, though increased population/density would be needed.
- Rideshare, taxi, and carpooling are private solutions to a public mobility gap that help to reduce parking demand. Designated drop-off/pick-up areas enhance safety and ridership.
- Micro-mobility options, such as eScooters, Segways, and skateboards, are ideal for short trips and an important part of providing first and last mile connections. These modes can be supported with Infrastructure such as wider sidewalks and staging or parking areas.

POTENTIAL MOBILITY STRATEGIES

Potential strategies are grouped by mobility mode:



Traffic strategies:

- Traffic calming
- Context classification
- Restore two-way traffic patterns
- Dynamic traffic management



Pedestrian & bicycle strategies:

- Complete the network
- Continue to develop safe roads and streets
- Increase the number of comfortable places
- Usefulness (functional trips)
- Interesting spaces
- Evaluate potential for off-road connections on public property
- Bicycle depots



Public transit strategies:

- Enhance stop amenities
- Transit-supportive land use patterns
- Enhance pedestrian and bicycle networks



Rideshare, taxi, and carpooling strategies:

- Provide designated drop-off/pick-up areas
- Adopt design guidelines for drop-off/pick-up areas



Micro-mobility strategies:

- Provide additional staging areas
- Construct wider sidewalks

CONCLUSION

Overall, this study demonstrates that Midtown's parking challenges are part of a complex matter that requires a wholistic and multifaceted approach to the wider traffic, mobility, and development dynamic in the area. In summary:

- Strategies that improve safety and comfort for pedestrians and bicyclists should be prioritized as the preferred approach to mitigating parking and traffic concerns in Midtown.
- Shared parking strategies, especially between daytime office uses and nighttime dining and entertainment uses, have significant benefit potential. These strategies are up to the private sector to implement.
- Publicly available parking supports private reinvestment that is needed for implementing improvements to the pedestrian and bicycle infrastructure. Future opportunities for implementing publicly available parking should be explored.
- Land development code revisions or updates may occur in response to the recent adoption of the Land Use and Mobility Element update to the Comprehensive Plan. These potential efforts present an opportune time to identify and incorporate best practices that would further advance the existing MMTD goals and private investment.



Lake Ella



Midtown Parking & Mobility Study

MIDTOWN PLACEMAKING



I. Executive Summary

II. Midtown Placemaking

III. The Midtown Study Area

IV. The Midtown Mobility Survey

V. Parking Study

VI. Mobility Study

VII. Summary of Potential Strategies

VIII. Conclusion

II. MIDTOWN PLACEMAKING

The name “Midtown” was first used in 1999 by Haute Headz Salon to differentiate their Thomasville Road location from their other storefront near The Florida State University campus. The moniker was formalized when The Midtown Merchants Association formed in 2003 (Ensley, 2015). The Midtown area drew the attention of the City Commission as one of three original focus areas for their 2010 Sense of Place goal, alongside the Market Square district and Monroe-Adams corridor. The Midtown Working Group was formed to guide the development of the Midtown Action Plan and first met in July of that same year.

The Midtown Action Plan was adopted in 2011, providing the foundational guidance for community action and public enhancements. While parking has remained a key concern over the past 15 years, the intertwined issues of traffic and mobility must be considered as a part of the conversation. This introductory section provides a brief summary of the 2011 Midtown Action Plan, previous public parking efforts, and actions that led to the creation of the Midtown Stakeholders Committee (MSC). Included are the priorities the MSC adopted to guide this Study and a summary of the parking and mobility efforts made in Midtown to date.

A. MIDTOWN ACTION PLAN

The Midtown Action Plan was adopted by the Tallahassee City Commission on March 30, 2011. The action plan identifies eight goals in two categories. The goals are listed in the sidebar at the right. After adoption, the Midtown Working Group continued to meet until November 2013 to guide the implementation of the plan.

This Study specifically addresses three of the goals from the action plan. Goals 3, 6, and 8 relate to parking, walkability and bikeability, and traffic safety, respectively. Each project idea associated with these three goals, and its current status, is included in Appendix A. The majority of the project ideas have been completed and have resulted in several studies, planned projects, and infrastructure enhancements, including the 5th Avenue Plaza, pedestrian crossings, streetscaping enhancements, and wayfinding signage.

MIDTOWN ACTION PLAN GOALS.

The Midtown Action Plan identifies eight goals in two categories. This Study addresses goals 3, 6, and 8.

1

GOAL CATEGORY ONE: ACTIVITIES, EVENTS, AND COMMUNITY

1. Create a Midtown brand
2. Promote the arts and culture
- 3. Relieve parking complications**
4. Support local businesses

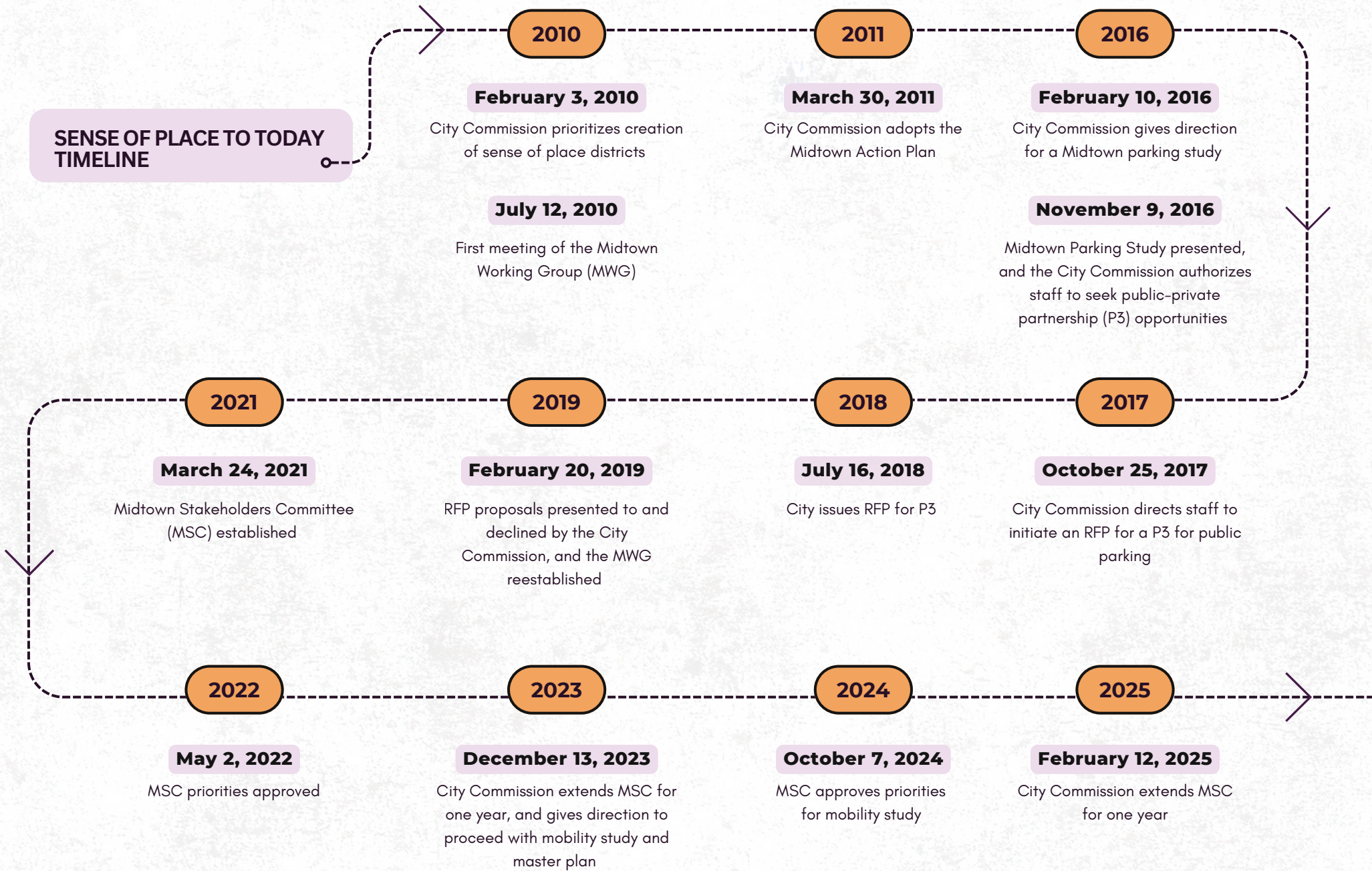
2

GOAL CATEGORY TWO: INFRASTRUCTURE, AMENITIES, AND URBAN FORM

5. Support urban infill and mixed use
- 6. Create a walkable and bikeable community**
7. Reclaim or create new public spaces
- 8. Improve traffic safety for all users**



SENSE OF PLACE TO TODAY TIMELINE



B. PUBLIC PARKING EFFORT

The City Commission directed staff to prepare a parking study for Midtown during an update on the Placemaking districts on February 10, 2016. The staff-prepared study was presented on November 9, 2016, resulting in the City Commission authorizing staff to work with private developers to identify opportunities for public parking in Midtown.

On October 25, 2017, the City Commission authorized a Request for Proposals (RFP) for a public-private partnership (P3) to provide public parking. After a series of public engagement meetings, the RFP was released in July of 2018, with scoring completed in October. The bids, each proposing structured parking, were presented to the City Commission on February 20, 2019. After significant community opposition, the City Commission rejected all bids and directed staff to work with the Midtown Working Group (MWG) to bring back a parking strategy or solution for Midtown.

The MWGs recommendations were presented to the City Commission on January 27, 2021. However, during public comment, concerns were raised that only those recommendations that earned consensus by the working group members could be brought forward. The Commission gave the direction to transform the MWG into a voting committee to vet the recommendations and bring them back for consideration.

C. MIDTOWN STAKEHOLDERS COMMITTEE

The City Commission approved the formation of the Midtown Stakeholders Committee (MSC) on March 24, 2021 under bylaws included as Attachment 1. The first meeting of the MSC occurred on June 7, 2021. On May 2, 2022, the committee agreed on a vision statement (see inset), short-term priorities, and priorities for a master plan (Appendix B). In response, Planning Department staff developed the Midtown Implementation Plan, which outlined a strategy for achieving the master plan priorities and is included as Attachment 2.

MIDTOWN STAKEHOLDERS COMMITTEE VISION STATEMENT

The Midtown area should be green, safe, have walkable, viable, business and people-friendly areas with adequate nearby parking and multi-modal transportation. The Midtown improvements are to be compatible with the existing adjacent residential neighborhoods.

At the December 13, 2023, City Commission meeting, the Commission received an update on the Midtown Stakeholders Committee, which included a presentation of the Midtown Implementation Plan and recommendations from the MSC. The City Commission gave direction to proceed with a parking and mobility study. The priorities for this Midtown Parking and Mobility Study, as approved by the MSC at their October 7, 2024, meeting are listed on the following page. Location tracking for these priorities is included as Appendix C.



MIDTOWN PARKING & MOBILITY STUDY PRIORITIES

OVERALL STUDY PRIORITIES

S.1) Conduct a survey of business owners, residents, and users of Midtown, including questions that gather information on:

- Quantity of parking available to businesses
- Peak user times
- Respondent's relationship to Midtown
- Primary mode of transportation to and around Midtown
- Preferred routes by mode
- Satisfaction with quantity, location, availability of parking
- Experience with finding parking
- What is needed, if anything, to choose an alternative mode

S.2) Review of existing conditions and demographics

PARKING STUDY PRIORITIES

P.1) Review, update, and consolidate previous plans, studies, and analyses, including:

- Existing parking counts and locations (2016)
- Parking demand (2016)
- Options for increasing parking (2016)
- Role of public-private partnerships (P3s) and potential uses for P3s in Midtown (2016 & 2017)
- Impact of Multimodal Transportation District (MMTD) standards on parking and future development (2019)
- Review of area improvements and infrastructure projects and impacts on parking (2019 & 2021)
- Alternative parking solutions (2019)
- Summary of short-term parking needs (2021)
- Completed short-term parking solutions (2021)
 1. Striping on-street parking spaces
 2. Parking map & brochure
 3. Wayfinding

MOBILITY STUDY PRIORITIES

M.1) Review previous traffic studies, including the Capital Region Transportation Planning Agency (CRTPA) Midtown Area Transportation Plan

M.2) Review existing traffic counts

M.3) Review bicycle and pedestrian data, including:

- Strava (heat map and counts)
- Bike counts
- Gap analysis

M.4) Review micro-mobility data

M.5) Summarize public investments, including those completed, in-progress, and planned

M.6) Identify additional potential solutions to reduce traffic impacts and improve/enhance mobility options

D. SUMMARY OF MIDTOWN PARKING AND MOBILITY PROJECTS

Many projects and project ideas have resulted from the placemaking efforts in Midtown. This and the following pages summarize the parking- and mobility-related projects that have been completed, are in-progress, identified for future implementation, or are unrealized. The unrealized projects include those that have been considered, but have not, and might never, come to fruition. Reasons for this include infeasibility, cost, liability issues, and outside organization actions, among others.

ACTIVE PROJECTS	
Land Use and Mobility Element update to the Comprehensive Plan	✓
Thomasville Road (SR 61) resurfacing	
Lake Ella & DeSoto Street water and sewer upgrade with resurfacing	✓
7th Avenue water main replacement with resurfacing	✓
W 6th Avenue sidewalk project	
Midtown Parking and Mobility Study	✓

Completed = ✓

COMPLETED PROJECTS

Midtown 5th Avenue Plaza design and construction

Glenview Drive parking and sidewalk projects

Pedestrian crossings on Thomasville Road and Gadsden Street

Parking study

N Monroe Street corridor improvements

- Corridor plan
- Medians with pedestrian refuges
- Signalized pedestrian crossing at Lake Ella

Sidewalk construction on 6th Avenue and Gadsden Street

Sidewalk improvements on 7th Avenue from Colonial Drive to Gadsden Street

Sidewalk construction on Colonial Drive from 6th Avenue to Thomasville Road

Midtown Area Transportation Plan

Midtown wayfinding signage

Thomasville Road pedestrian improvements

- Resurfacing of pedestrian crossing at 5th Avenue and Thomasville Road
- Installation of three rapid flashing beacon (RRFB) pedestrian crossings of Thomasville Road at
 - N Calhoun Street
 - Williams Street
 - Beard Street
- Installation of pedestrian crosswalks at 7th Avenue and Thomasville Road
- Removal of FDOT vehicular sign obstructing sidewalk on Thomasville Road near Beard Street

Painted 61 existing, on-street public parking spaces

Developed parking map and brochure for Midtown

Updated Midtown wayfinding signage to include parking locations

Gadsden Street sidewalk construction

Midtown Implementation Plan

Lake Jackson Greenway Phase I

Completed

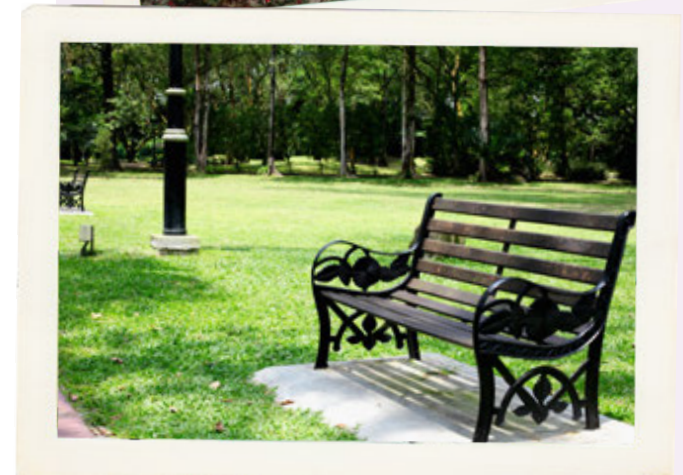


IDENTIFIED FUTURE PROJECTS

Greenwood Dr sidewalks (Programmed Sidewalk List)	Cristobal Dr sidewalks, 1544 Cristobal to DeSoto (Sidewalk Prioritization List)
Glenview Dr sidewalks, Hollywood to Meridian (Sidewalk Prioritization List)	Thomasville Rd from 1st to Raymond Diehl multi-use path (BPMP*)
Martin St sidewalks, Miccosukee to Ingleside (Sidewalk Prioritization List)	Martin Luther King Jr Boulevard from 4th to Tharpe bicycle lane and traffic calming (BPMP)
Pine St sidewalks, Thomasville to 9th (Sidewalk Prioritization List)	W 4th Ave sidewalks, Central to Adams (BPMP)
Pine St sidewalks, Miccosukee to 6th (Sidewalk Prioritization List)	Georgia St from N Woodward to N Meridian Neighborhood Network Route (BPMP)
McDaniel St sidewalks, Calhoun to Miccosukee (Sidewalk Prioritization List)	Adams St from Thomasville to Miccosukee Neighborhood Network Route (BPMP)
Temple Dr sidewalks, Glenview to Truett (Sidewalk Prioritization List)	Beard St from Thomasville to Miccosukee Neighborhood Network Route (BPMP)
Terrace St sidewalks, 6th to Hunter (Sidewalk Prioritization List)	Williams St to Cherry/McDaniel/Meridian Neighborhood Network Route (BPMP)
E 7th Access Rd sidewalks, Gadsden to end of triangle (Sidewalk Prioritization List)	5th and Adams Neighborhood Network Route (BPMP)
6th Ave sidewalks, Duval to Monroe (Sidewalk Prioritization List)	10th Ave Neighborhood Network Route (BPMP)
7th Ave sidewalks, Bronough to Monroe (Sidewalk Prioritization List)	Glenview Dr, Tharpe to Thomasville Neighborhood Network Route (BPMP)
Calhoun St sidewalks, Thomasville to Brevard (Sidewalk Prioritization List)	Payne & Terrace, Thomasville to Miccosukee Neighborhood Network Route (BPMP)
Duval St sidewalks, Brevard to 5th (Sidewalk Prioritization List)	8th Ave Neighborhood Network Route (BPMP)
6th Ave sidewalks, Thomasville to Magnolia (Sidewalk Prioritization List)	Los Robles Loop Neighborhood Network Route (BPMP)
7th Ave sidewalks, access road to Cherry (Sidewalk Prioritization List)	

*BPMP - Tallahassee-Leon County Bicycle and Pedestrian Master Plan

UNREALIZED PROJECTS	REASONS
Public-private partnership for structured public parking	Community objection
"Five Points" intersection improvements	Engineering infeasibility
Revert to two-way flow on 6th and 7th Avenue	Level of service conflicts
Surface public parking	No consensus by the MWG
Hold-harmless or blanket liability shared parking agreements	Only available to private parties
Parking management strategies, such as metered parking through ParkMobile	Needs endorsement by the MSC
Drop-off/pick-up areas to encourage ride sharing	Roadway design or private party
City acquisition of Thomasville Road	Not feasible
Midtown Placemaking: Thomasville Road streetscaping improvements <ul style="list-style-type: none"> • Wider sidewalks • Enhanced crosswalks • Benches • Lighting • Signage 	Community objection



Proposed

Midtown Parking & Mobility Study

THE MIDTOWN STUDY AREA



I. Executive Summary

II. Midtown Placemaking

III. The Midtown Study Area

IV. The Midtown Mobility Survey

V. Parking Study

VI. Mobility Study

VII. Summary of Potential Strategies

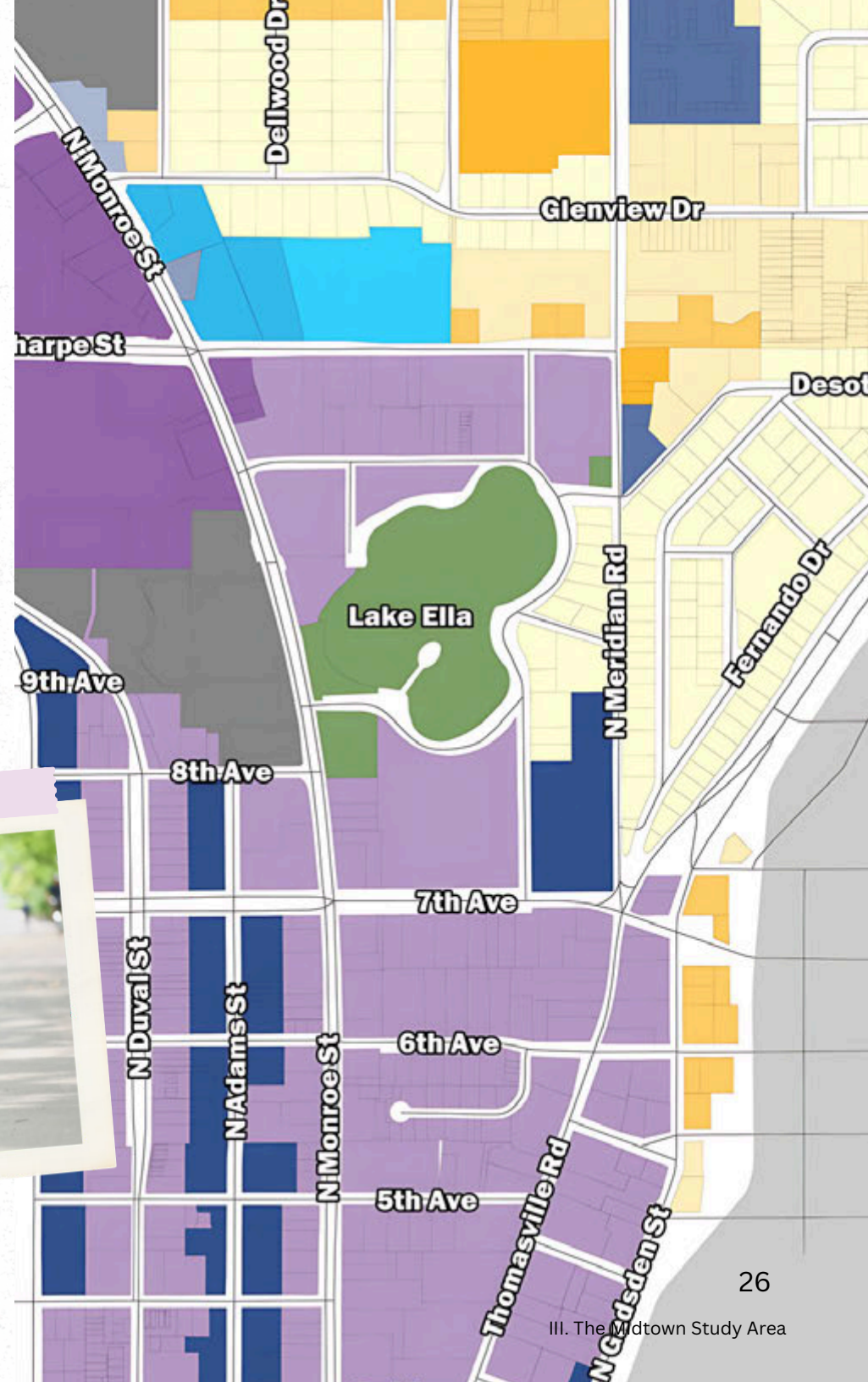
VIII. Conclusion



II. THE MIDTOWN STUDY AREA

Many boundaries have been used to describe Midtown for various purposes. This section provides an overview of previously used boundaries and establishes the Midtown Study Area for the purposes of this Study. This section also reviews the existing conditions of Midtown. The physical attributes of the area are described under the headings of Major Roadways, Landmarks, and Land Uses. These help to describe the form and functional framework of how people perceive and move around Midtown. This section also provides an overview of the Regulatory Context and Consumer & Demographic Data. These aspects are less obvious to those who live, work, and play in the area, but are important for understanding dynamics, character, and what is possible.

Midtown functions as a "third place"—a term coined by Ray Oldenburg in *The Great Good Place* (1989) which references social environments other than home (first places) or work (second places) where people gather and build community. With its convenient location between residential suburbs and downtown workplaces, mix of uses, and interesting spaces it is little wonder that meeting up with friends or family is a leading reason people frequent Midtown (Survey Q3).



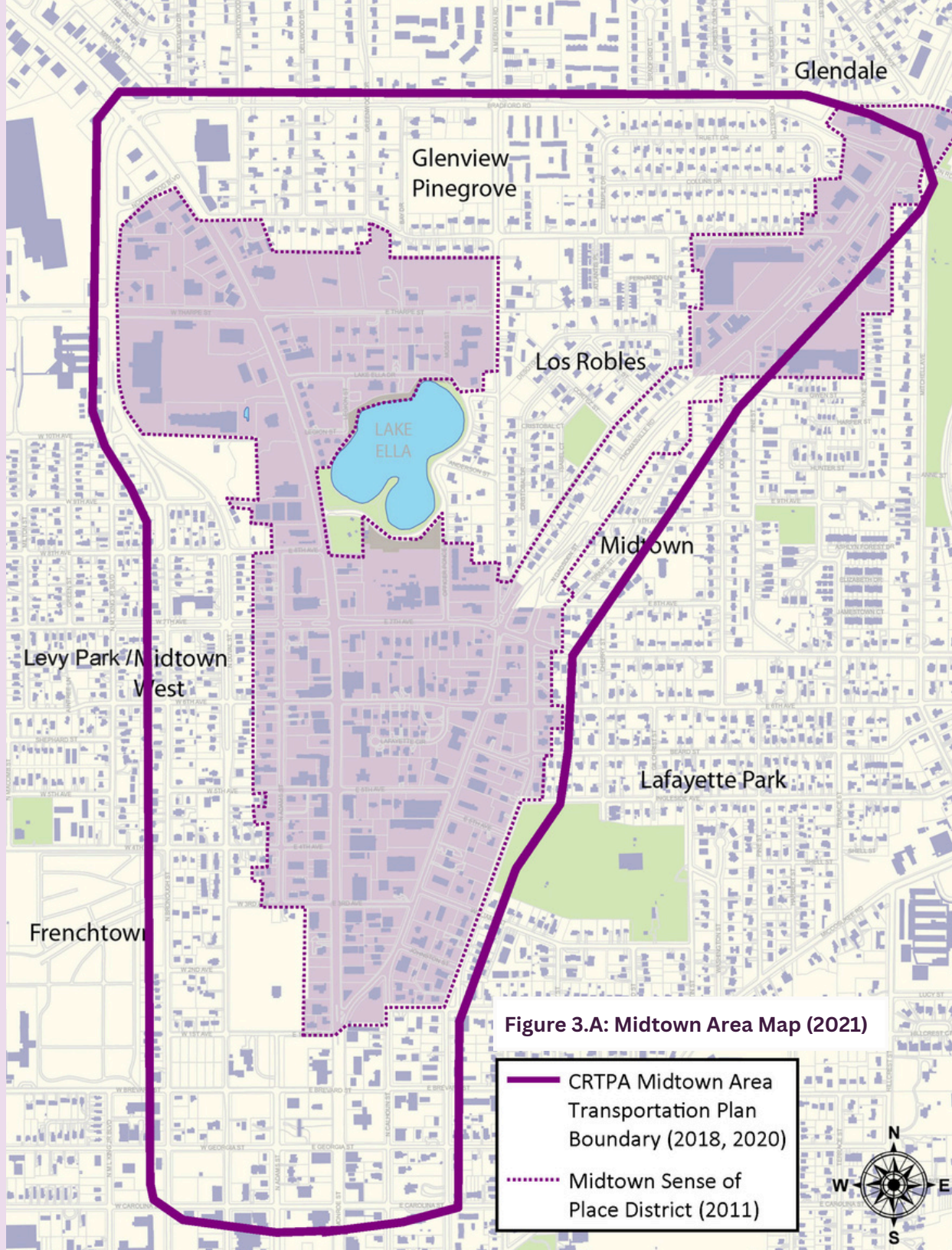
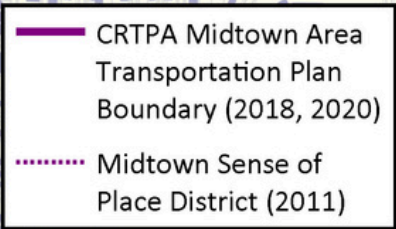


Figure 3.A: Midtown Area Map (2021)



The lot pattern and street network in the core of Midtown has the potential for a vibrant, walkable, urban mixed-use center, however suburban development patterns with parking at the front and curb cuts for every lot undermine that potential by interrupting the pedestrian ways both along the streets and to buildings. This auto-oriented environment, combined with the high volumes and speeds of automobile traffic through the area, results in an uncomfortable and potentially hazardous pedestrian realm.

A. THE STUDY AREA

The Midtown Area Map, shown in Figure 3.A, depicts Midtown boundaries at the time when the Midtown Stakeholders Committee (MSC) was established in March of 2021.

It shows three boundaries:

- 1) the City Commission designated “Sense of Place” District (dashed line),
- 2) the 2011 Midtown Action Plan “commercial core” (shaded area), and
- 3) the 2020 CRTPA Midtown Area Transportation Plan boundary (thick line).

Study Area

0 0.25 Miles

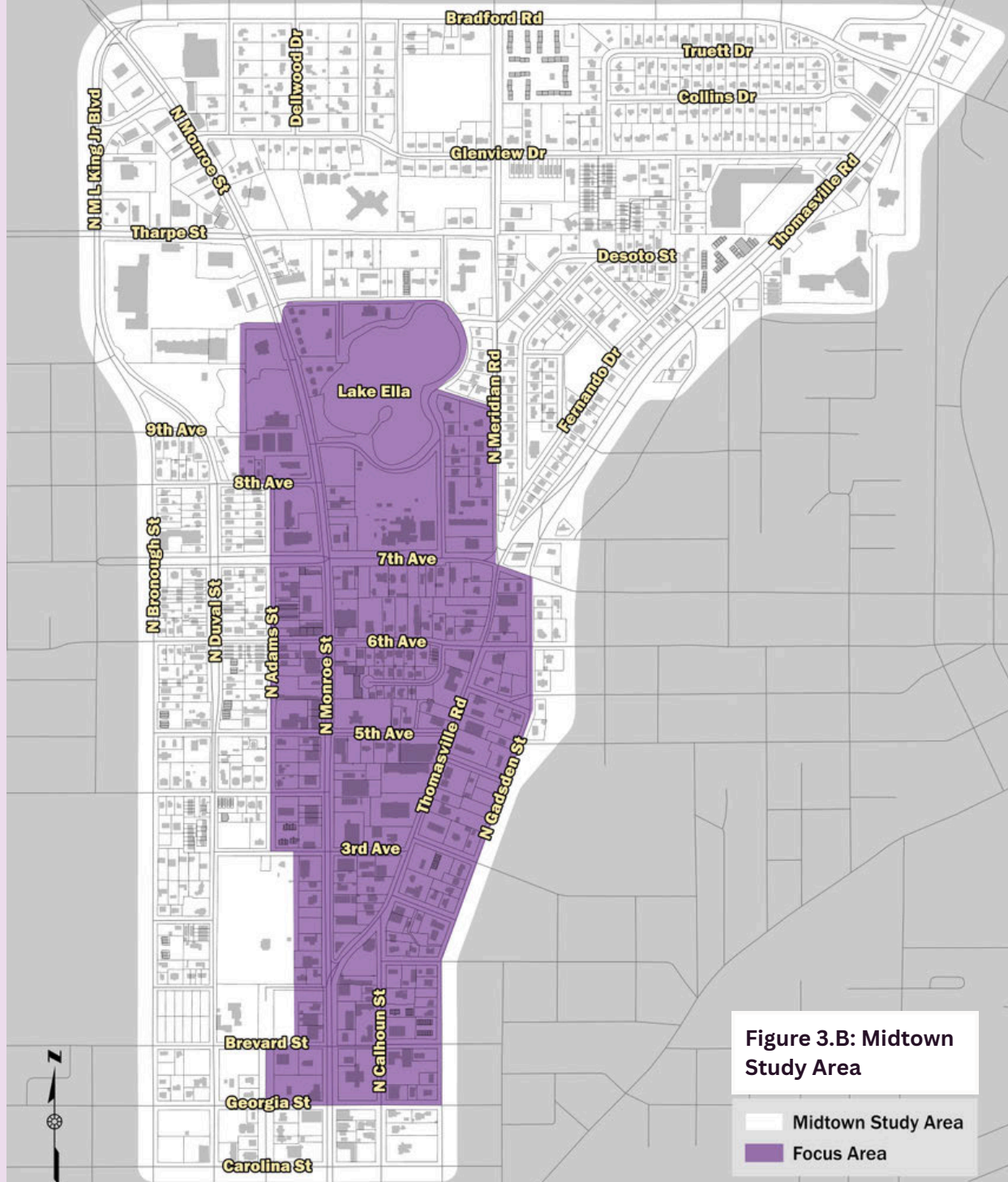


Figure 3.B: Midtown Study Area

- Midtown Study Area
- Focus Area

For the purposes of this Study, the Midtown Study Area (Study Area) is a refinement of the CRTPA 2020 Midtown Area Transportation Plan boundary and is shown in Figure 3.B. The Study Area includes:

- 1) the rights-of-way and parcels inside Bradford Road and Rhodes Way on the north, Thomasville Road and Gadsden Street on the east, Carolina Street on the south, and Bronough Street and Martin Luther King Jr. Boulevard on the west, and
- 2) any parcels within the Midtown Sense of Place District shown in Figure 3.A that fall outside of the above described rights-of-way.

Figure 3.B also depicts the Midtown Focus Area; the area for which additional detailed analysis was completed for the Parking Study portion of this report (Section V, starting on page 55).

B. MAJOR ROADWAYS

Major roadways form the framework of Midtown and are shown in Figure 3.C on the next page. Midtown is roughly defined by the convergence of N Monroe Street and Thomasville Road—principal arterials (orange) and gateways into Downtown Tallahassee. N Monroe Street (US 27) is the primary corridor serving northwest Tallahassee, Havana, and Bainbridge, Georgia. Thomasville Road (SR 61) is

Functional Classification

0 0.25 Miles



Figure 3.C: Midtown Roadway Network With Functional Classification

- Midtown Study Area
- Principal Arterial
- Minor Arterial
- Major Collector
- Minor Collector
- Canopy Road Protection Zone



the primary corridor serving northeast Tallahassee, the Market District, Bradfordville, and Thomasville, Georgia. Both roadways interchange with I-10 and meet at the south end of Midtown, between 3rd Avenue and Brevard Street.

The north-south one-way pairs (or couplets) of Bronough-Duval and Calhoun-Gadsden are designated minor arterials (green) and feed Downtown commuter traffic into the principal arterials. Portions of Tharpe Street and Meridian Road are also designated minor arterials. Tharpe is an important access point for neighborhoods to the west of Midtown, including Park Terrace, Town and Country, and Forest Heights. Meridian Road, a designated Canopy Road and a straight path along Florida's Prime Meridian, provides relatively direct connections as far north as the SummerBrooke neighborhood, in northern Leon County, continuing into Georgia.

While the arterial roadways provide regional access to Midtown, the collectors (purple and yellow) provide connections to and in between arterials. Most notably, the east-west connections into and out of the district include Bradford Road on the north, the 6th-7th Avenue couplet, and Brevard Street on the south end of the district.

Landmarks

0 0.25 Miles



Figure 3.D: Landmarks and Historic Preservation Overlay

- Midtown Study Area
- Parks & Community Facilities
- Historic Preservation Overlay (HPO)
- Special Character District (SCD) Zoning

The core of Midtown is generally considered to be south of 7th Avenue and bounded by three one-way pairs. Bronough and Duval streets on the west, Calhoun and Gadsden streets on the east and 7th and 6th avenues on the north. The one-way pairs provide for important automobile travel routes into and out of Downtown, however, they create a challenge for fostering a safe and comfortable environment for bicyclists and pedestrians.

C. LANDMARKS

Midtown is characterized by its many public spaces, points of interest, and historic resources. These are the places that form a sense of place and contribute to the origins and destinations for mobility trips to and throughout the area. Figure 3.D shows the landmarks, open spaces, and historic properties in the Midtown area. Looking at the features that lie just beyond the Study Area boundaries provides a glimpse into how people might choose to travel through the area.

Los Robles



Landmarks. One of the most iconic Midtown landmarks is the Los Robles gateway located between N Meridian and Thomasville roads, just north of 7th Avenue. The Grove Museum and Governor’s Mansion are located at the southern end of the Study Area and represent the area’s historical significance relative to Tallahassee’s role as the State Capital.

Parks and Open Spaces. Open spaces are attractive destinations and often provide opportunities for more comfortable pedestrian and bicycle routes throughout an area. The greater Midtown area features several prominent City-owned and maintained parks that attract visitors from throughout the region, including Lake Ella Park, Lafayette Park, Winthrop Park, and Levy Park. Smaller neighborhood parks include Los Robles Park, Ninth and Terrace Park, and Lee Park. Although not a park, Oakland Cemetery is a historic and highly visible public open space and bike network asset.

Community Services. Several important community services are located within Midtown. The Tallahassee Police Station and Senior Center are both located on 7th Avenue. Other government services within the Study Area include a US Post Office and Leon County Court Annex. Nearby, the Sue Herndon McCollum Community Center at Lafayette Park, LeVerne Payne Community Center, and Lincoln Neighborhood Service Center support the surrounding neighborhoods.

Schools. Although not within the boundaries of the Study Area, five Leon County Schools as well as the Trinity Catholic School contribute to the activity and commute patterns in the Midtown area. The public schools include Rudiger and Kate Sullivan Elementary Schools, Raa and Cobb Middle Schools, and Leon High School.

Historic Significance. Locally recognized historic assets might be within a Special Character District (SCD) zone or designated with the Historic Preservation Overlay (HPO). A portion of the Calhoun Street SCD is within the Midtown Study Area and includes the Rutgers House (also known as, The Tallahassee Garden Club). The HPO designation signifies properties on the local register of historic places and are subject to review and approval for certain work items. The Tallahassee-Leon County Architectural Review Board (ARB), operated by the non-profit Tallahassee Trust for Historic Preservation (TalTrust), issues Certificates of Appropriateness (COA) for locally designated sites.

While several of the HPO designated sites are also listed on the National Register of Historic Places, some are not locally listed. These include The Los Robles and Calhoun Street historic districts, the Woman's Club of Tallahassee at 1513 Cristobal Drive, and former Fire Station No. 2 at 224 E 6th Avenue. The National Register listing includes historic properties worthy of preservation and is the first step toward eligibility for federal preservation tax credits; however, it does not regulate or limit what can be done with a property.

Lake Ella



Historic Places



Existing Uses

0 0.25 Miles

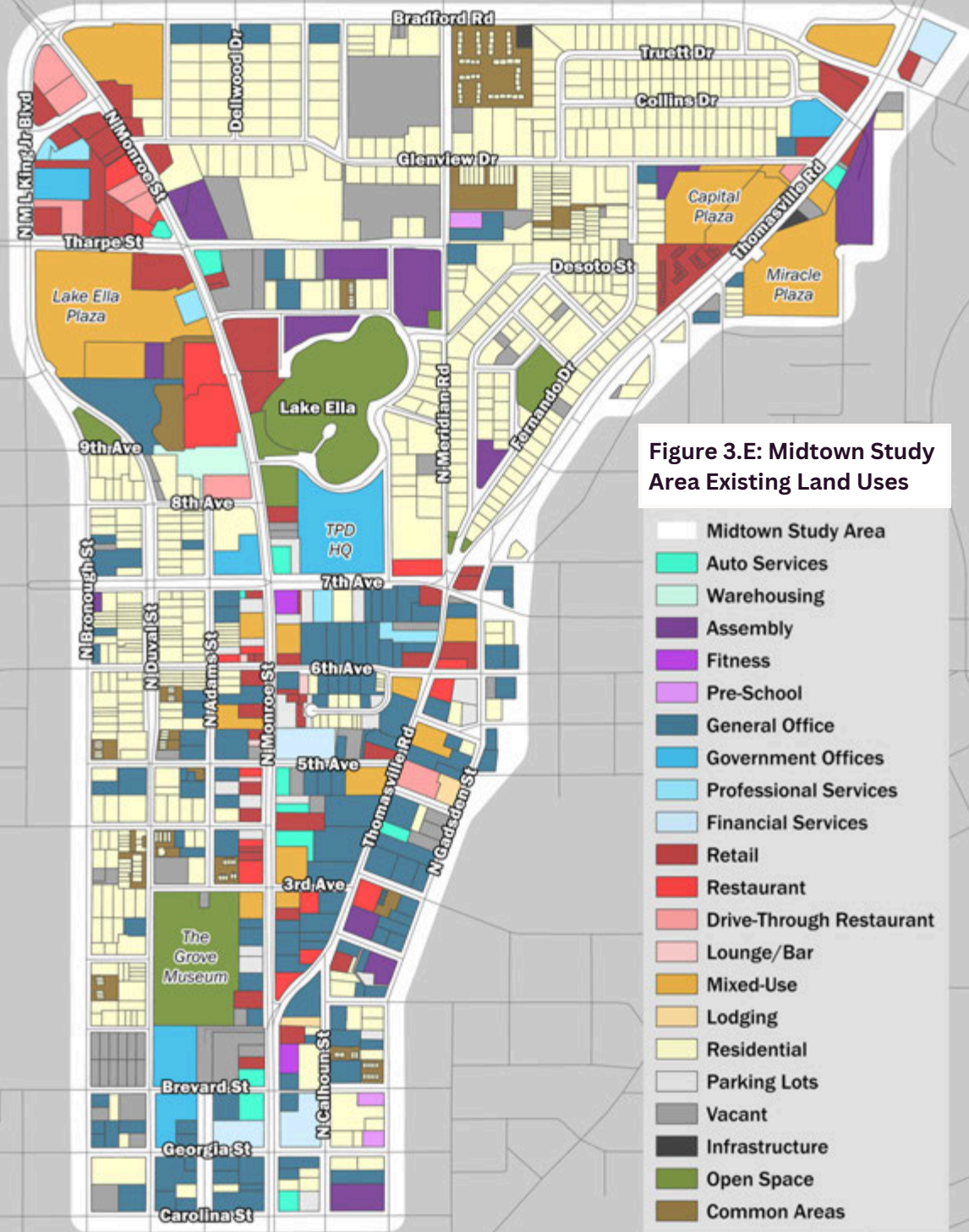


Figure 3.E: Midtown Study Area Existing Land Uses

D. LAND USE

The existing land uses within the Midtown Study Area are shown in Figure 3.E. The pale yellow indicates residential uses. The brightly colored areas indicate a mix of non-residential uses. This shows that the Midtown Study Area contains three distinct commercial areas. The mixed-use core of Midtown, south of 7th Avenue, and two commercial corridor areas anchored by shopping centers—one on N Monroe Street and one on Thomasville Road. The mixed-use core of Midtown contains a concentration of offices (blue) with a mix of retail and restaurants (red). The lots are smaller and connected with gridded street pattern. Much of this area was subdivided and developed in the early 1900s and is representative of a more traditional urban land development pattern. This pattern of streets and lots provides the framework for a vibrant, walkable, mixed-use district.

The areas around Capital Plaza and Miracle Plaza shopping centers on Thomasville Road and the Lake Ella Plaza on N Monroe Street were developed closer to mid-century with a more suburban land development pattern—a pattern more common with the rise of personal automobile ownership. Each of these commercial areas contains a grocery store anchor that serves the surrounding residential areas. Whole Foods is located at Miracle Plaza and Publix is located at Lake Ella Plaza.

Figure 3.F shows existing land uses in a different way. Instead of use by location and parcel, uses are shown by total quantity of square feet throughout the district. This demonstrates that while Midtown is often perceived as a destination for restaurants and shopping, it is also an employment center with a significant amount of office space. With this information, it can be demonstrated that not only is all-day parking for employees just as important a consideration as is convenient parking for visitors, but there is also a significant opportunity for shared parking between day-time office uses and evening dining and entertainment uses.

E. REGULATORY CONTEXT

Development and redevelopment outcomes are largely controlled by local land development regulations, which include zoning, subdivision, and environmental standards. In already developed areas like Midtown, zoning is the principal mechanism for determining the uses, quantity, and size of allowed development. Zoning and other land development regulations implement the community vision set forth in the Comprehensive Plan. Development standards are applied during the site plan review process to ensure development proposals are in compliance with these regulations as well as the building code. In order for development and redevelopment to occur, it must be financially feasible and have a market for the use. At times, local rules, in combination with site-specific conditions and market-driven products, can limit the potential for redevelopment or result in unintended outcomes. Sensitivity to this dynamic can help identify where adjustments to local policy could further support development outcomes that are in alignment with the community vision.

1. The Comprehensive Plan and Future Land Use

The Comprehensive Plan is a State-mandated document that guides long-term, big-picture growth and is based on a shared community vision. The land uses, densities, intensities, and specific locations of

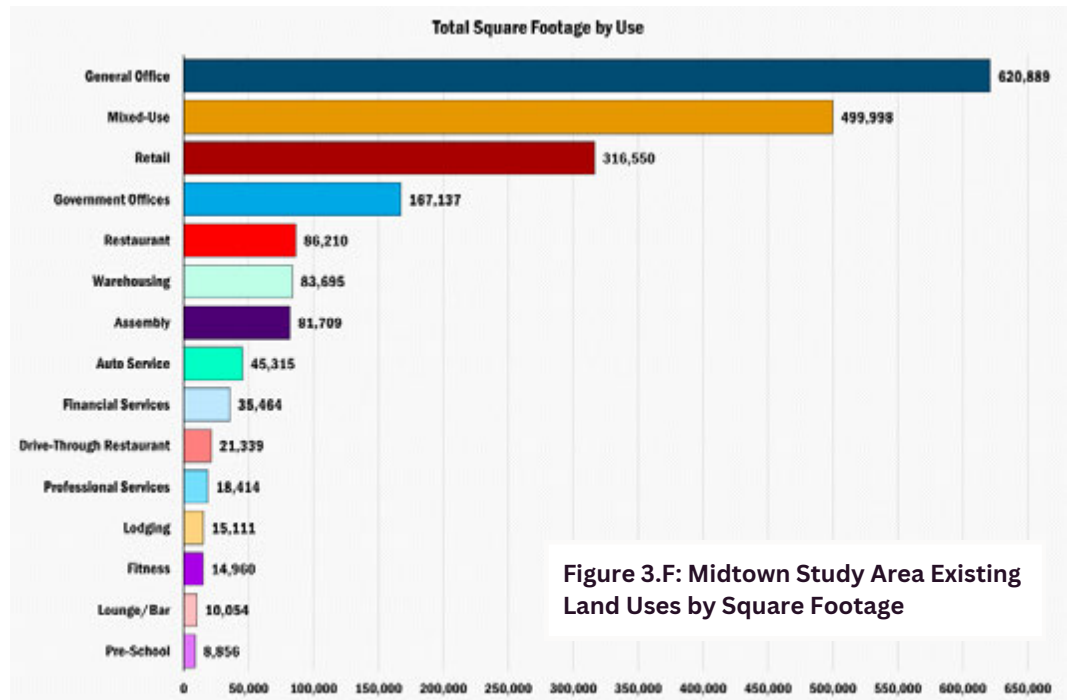


Figure 3.F: Midtown Study Area Existing Land Uses by Square Footage

zoning must be in conformance with the Future Land Use categories and map adopted in the Comprehensive Plan. The Future Land Use Map (FLUM) graphically shows all lands designated into one of the Future Land Use Categories (FLUCs). The future land uses are generalized groupings of land use patterns that are anticipated to accommodate community growth over the long-term planning horizon. Each FLUC is implemented by one or more zoning districts that are more specific and more closely reflect current land use patterns. As market pressures occur over time, more intense zoning districts expand in an incremental way through the rezoning process, which must be consistent with the FLUM.

The Land Use and Mobility elements of the Tallahassee-Leon County Comprehensive Plan were recently updated. The update consolidated and replaced the former Land Use Element and Mobility Element, including updates to the Future Land Use categories and map. The update was adopted on December 9, 2025, by the Leon County Board of County Commissioners, and on December 10, 2025, by the City Commission.

Future Land Use

0 0.25 Miles

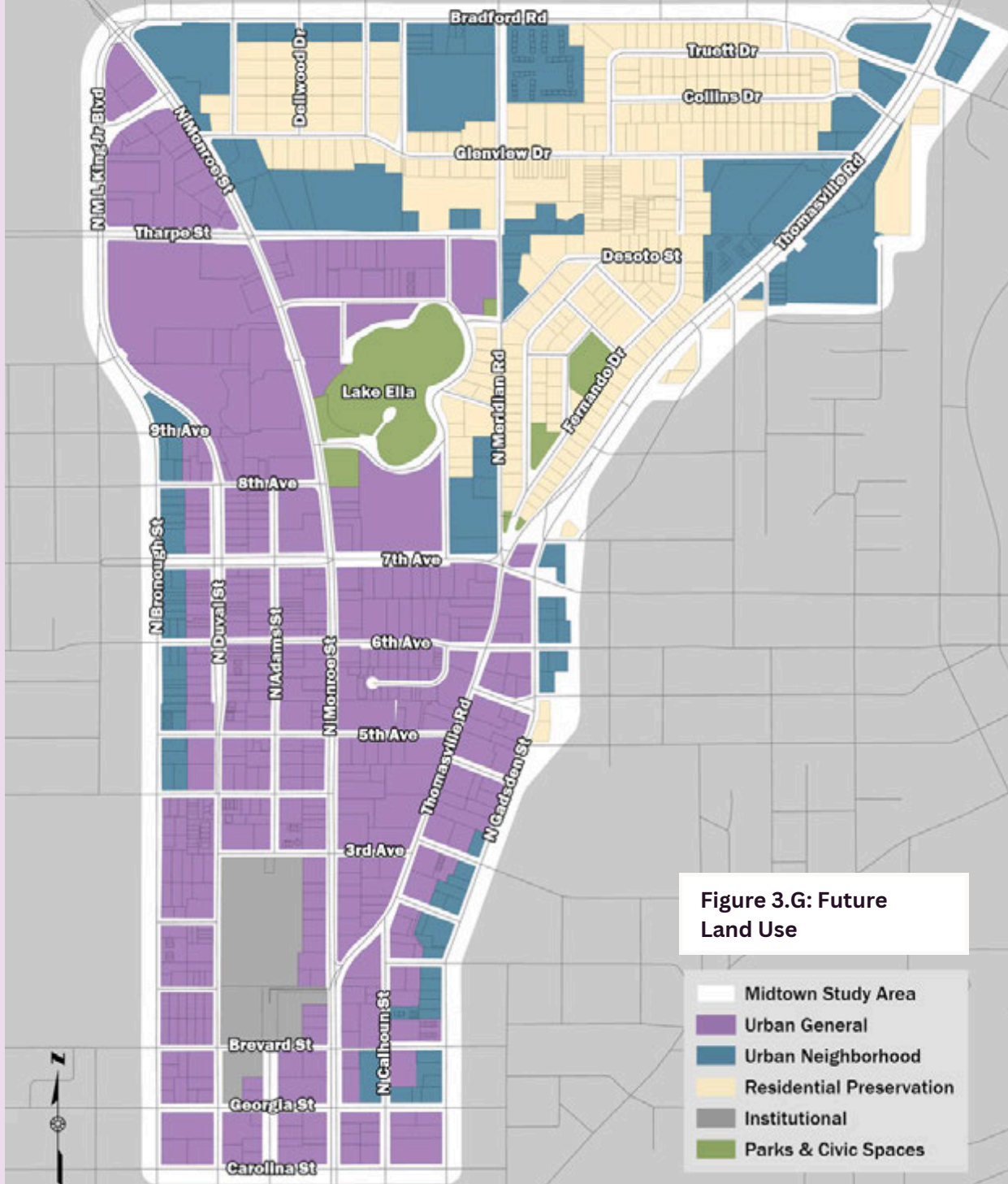


Figure 3.G: Future Land Use

- Midtown Study Area
- Urban General
- Urban Neighborhood
- Residential Preservation
- Institutional
- Parks & Civic Spaces

The future land uses within the Midtown Study Area are shown in Figure 3.G. Five FLUCs are represented in the Midtown Study Area, however three predominate: Urban General, Urban Neighborhood, and Residential Preservation. The language in the Tallahassee-Leon County Comprehensive Plan (TLCCP) describing each of these FLUCs is as follows:

Urban General. The Urban General Land Use Category is intended to “provide a mixture of uses including a variety of residential land uses, employment (including light manufacturing), office and commercial activities. This category includes a variety of building types, short setbacks, wide sidewalks, and a street scape with trees, typically defining medium-sized blocks within walking distance of a high activity or employment centers; essentially a walkable urban area with a mix of housing options and significant non-residential uses related to and supporting housing.” (TLCCP Policy 2.8.12: [LM]).

Urban Neighborhood. The Urban Neighborhood Land Use Category is intended for “medium density housing, live/work housing, and a mix of uses” and “characterized by a mix of uses on small lots, with residential uses being the predominant type, and a street network that generally connects to residential neighborhoods along corridors or behind the uses fronting

Zoning

0 0.25 Miles

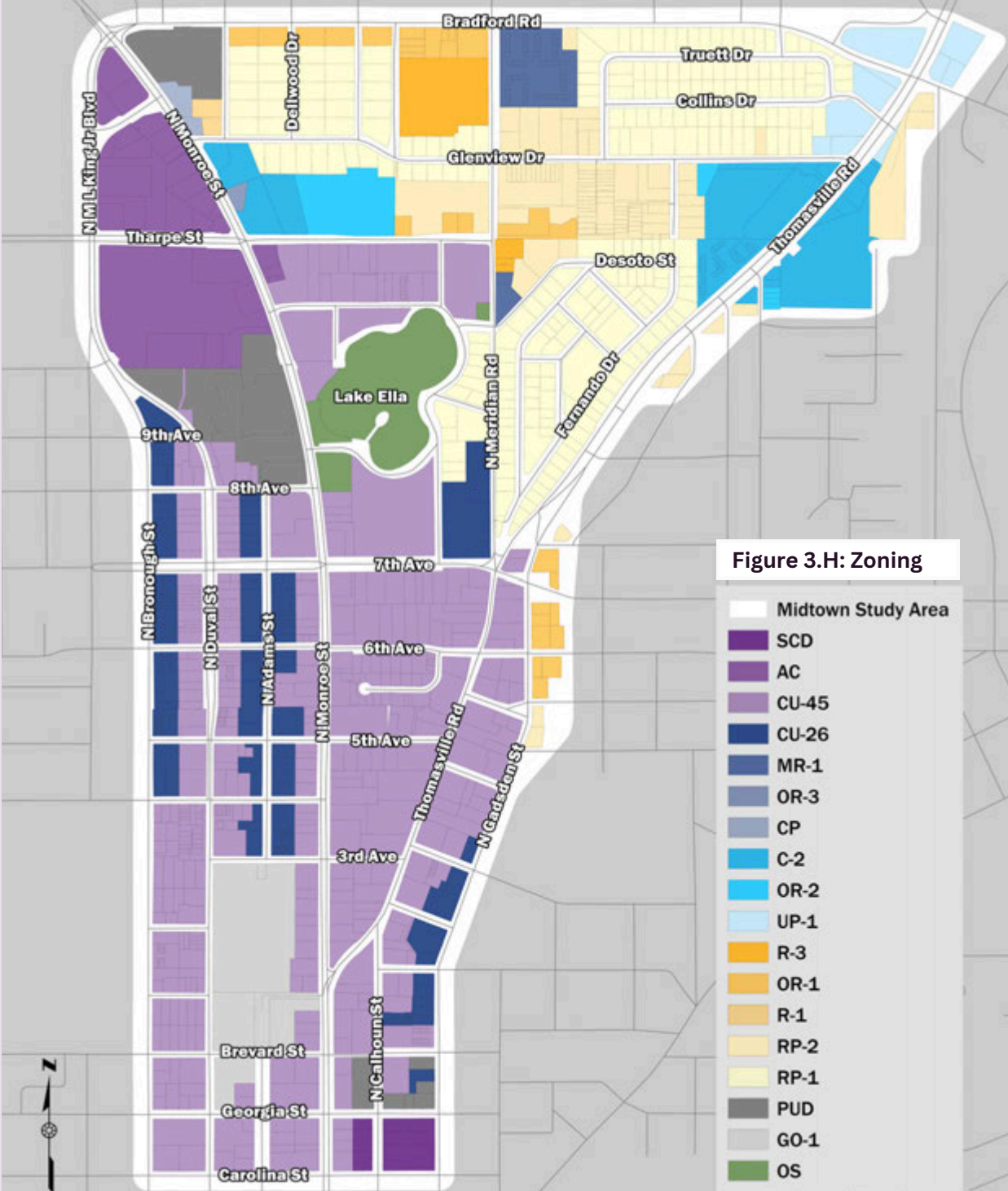


Figure 3.H: Zoning

White outline	Midtown Study Area
Dark purple	SCD
Medium purple	AC
Light purple	CU-45
Dark blue	CU-26
Medium blue	MR-1
Light blue	OR-3
Very light blue	CP
Lightest blue	C-2
Lightest blue	OR-2
Lightest blue	UP-1
Orange	R-3
Light orange	OR-1
Yellow-orange	R-1
Yellow	RP-2
Light yellow	RP-1
Grey	PUD
Light grey	GO-1
Green	OS

major collectors or arterial roadways. Non-residential neighborhood-scale uses are allowed and intended to integrate into the surrounding neighborhood. Pedestrian safety and comfort shall be prioritized over vehicle speed.” (TLCCP Policy 2.8.11: [LM]).

Residential Preservation. The Residential Preservation Land Use Category represents areas where “the primary function is to protect existing stable and viable residential areas from incompatible land use intensities and density intrusions.” (TLCCP Policy 2.8.8: [LM]).

The FLUM illustrates a concern expressed by Midtown area stakeholders: potentially high intensity and mixed-use areas are directly adjacent to cohesive low-density residential neighborhoods. This proximity offers both the benefit of having a neighborhood commercial core that is part of the area identity, walkable, and well-used by the area residents as well as the challenge of traffic and noise impacts on nearby residents. Considerations for compatibility are key when implementing potential solutions.

2. Zoning, the MMTD, and Downtown Overlay

Zoning is the regulatory basis for uses, intensity, density, height, setbacks, and other design elements. Zoning helps to ensure new development and redevelopment is compatible with current and intended development patterns. Zoning regulations must be consistent with the FLUCs and zoning districts must be consistent with the FLUM adopted in the Comprehensive Plan. Development proposals are reviewed by staff for compliance through the site plan review process. Applications for rezoning are processed by staff, reviewed by the Planning Commission, and go to the City Commission for approval. If the requested zone change is not consistent with the FLUM, a Comprehensive Plan Map Amendment would also be needed.

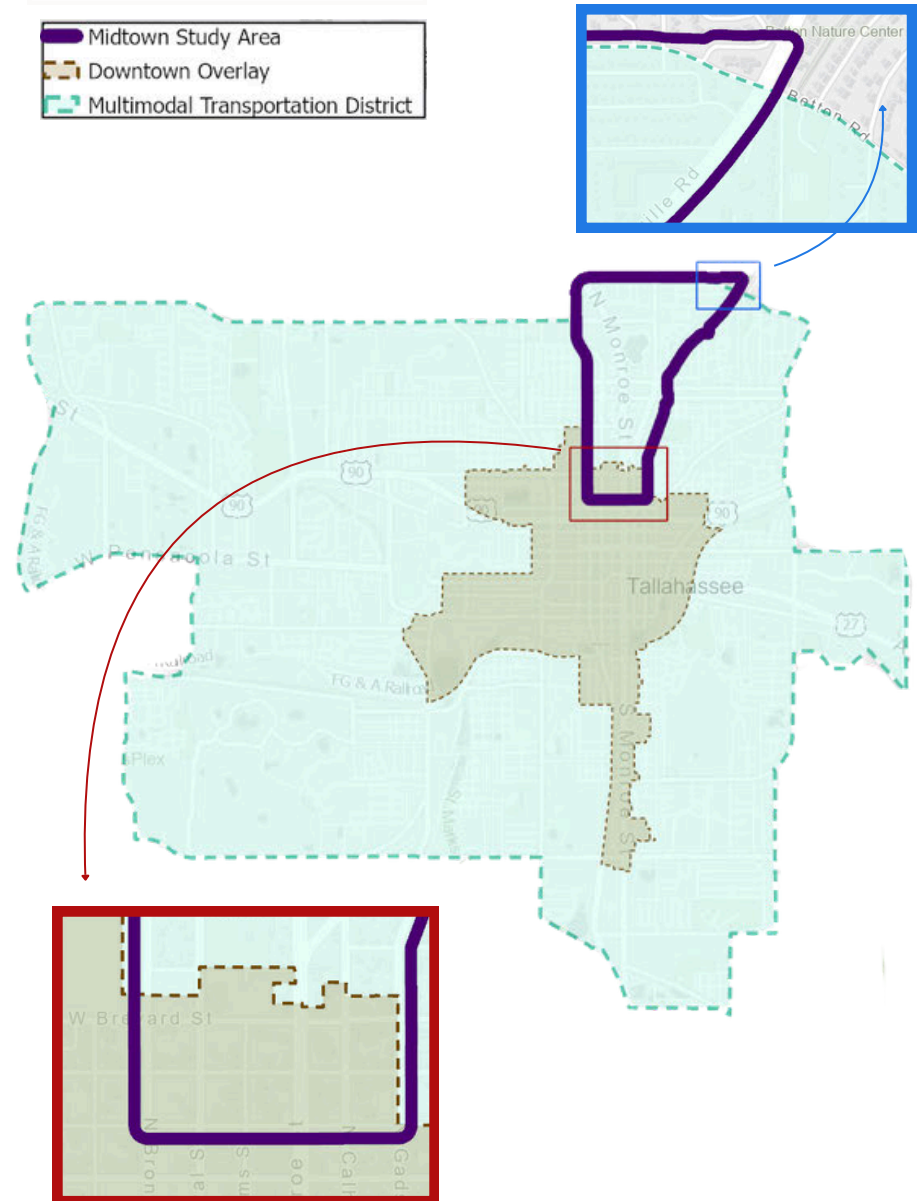
Tallahassee has several layers of zoning regulation that apply to the Midtown Study Area, including standard zoning districts, the Multimodal Transportation District (MMTD), and the Downtown Overlay (DO). Current zoning districts are shown in Figure 3.H. Seventeen (17) zoning districts plus several Planned Unit Developments (PUDs) occur within the Study Area. PUDs are uniquely regulated areas where alternate development standards have been adopted to allow for development plans that are consistent with the Comprehensive Plan, but differ from the surrounding zoning. Within the MMTD, the zoning districts are grouped together into transects that share common development standards for elements such as height and parking; however, the zoning districts still control for allowed uses, density, and intensity.

The Midtown Study Area is almost completely within the bounds of the MMTD as shown in Figure 3.I. The MMTD is an 18.2 square mile area established in 2009 for the purpose of promoting walking, bicycling, and transit use in order to reduce dependence on the automobile.

Keystone principles that support multi-modal use include:

- Mixed-uses to support walking and cycling
- Densities to support transit
- Interconnected streets and paths
- Good urban design

Figure 3.I: Midtown Relative to the MMTD and DO



MMTD Transects

0 0.25 Miles

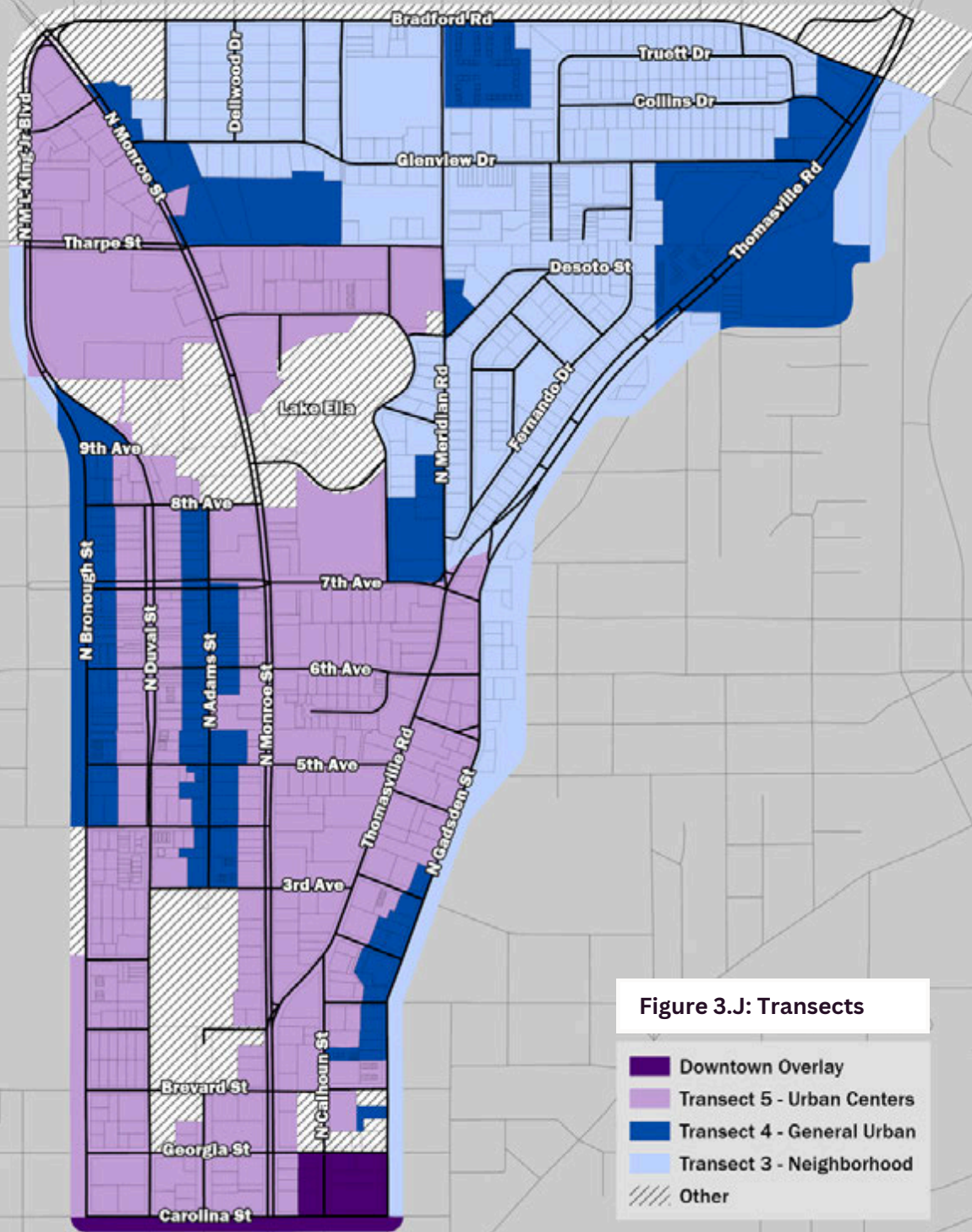


Figure 3.J: Transects

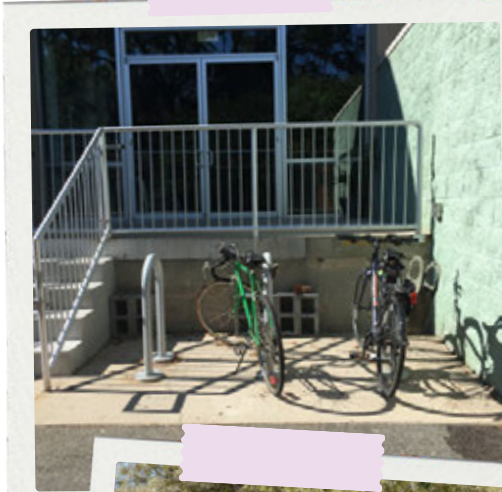
- Downtown Overlay
- Transect 5 - Urban Centers
- Transect 4 - General Urban
- Transect 3 - Neighborhood
- Other

Within the MMTD is the Downtown Overlay (DO), established by Comprehensive Plan Objective 9.1 [L]. The DO is a contiguous area encompassing the highest intensity land use patterns in Tallahassee’s core, including Gaines Street and the S Monroe/Adams corridor.

Development within the MMTD is guided by the MMTD Code (TLDC Ch. 10, Article IV, Division 4). Adopted in 2011, the MMTD Code was inspired by the transect-based SmartCode model ordinance to better support the multi-modal goals of the district. Each zoning district within the MMTD is assigned to a transect based on intensity with T3 being the least intense and T5 the most intense. Any property falling within the DO, regardless of zoning, is regulated under DO standards rather than by transect. Uses, densities, and intensities are regulated by zoning district, whereas height, setbacks, and building placement, among other development standards, are based on transect. Properties falling within the DO are assigned heights and setbacks based on a map. Figure 3.J illustrates how the transects and DO are applied within the Midtown Study Area. This hybrid approach blends traditional zoning that focuses on land uses and intensity with a form-based approach that better guides the development relative to public spaces to improve walkability.

To further support walkability, bikeability, and transit, the MMTD Code also includes requirements for streetscaping and transportation network enhancements.

Bikeability



The standards are applied as properties develop, expand, or redevelop, and work together to eventually create complete networks. Standards include provisions for pedestrian-scale streetlights, street trees, sidewalks, bicycle and pedestrian connections, and transit stop enhancements. Depictions of the public frontage requirements can be found online in [TLDC Sec. 10-285 Table 3](#).

Further supporting good urban design, the MMTD Code also provides for design review of certain areas including the All Saints zoning districts, FSU Transition Area, and University Village zoning district. None of the design review districts are located within the Study Area.

The MMTD standards help to ensure that development and redevelopment incorporate building placement, orientation, and design considerations that support walkable and bikeable streets. However, due to the already built-out nature of the district, realization of these forms will take time as implementation will happen incrementally as sites redevelop.

3. Environmental Standards

Beyond the land use regulations found in the Comprehensive Plan and zoning rules, environmental standards have a significant impact on development outcomes. These rules, like zoning, are found in the Tallahassee Land Development Code (TLDC). The most impactful components of the environmental standards on development outcomes in the MMTD are stormwater management and landscaping requirements. Successful development plans

must balance structure size with required parking and environmental standards. Lot sizes in the Midtown core are generally small and irregularly shaped, making it more challenging to achieve a marketable amount of use while meeting parking and stormwater requirements.

Stormwater management. With few exceptions, development must provide for rate control and treatment of stormwater. This typically means an on-site stormwater pond must be provided that captures rainwater and treats it. Much of the Midtown area was developed prior to the current rules, so few sites in the area have on-site stormwater facilities. Although, locally, some accommodations are made for redevelopment, new State rules that went into effect in late 2025 require a stricter standard for water quality and will likely necessitate on-site treatment for redevelopment projects.

Incorporation of on-site stormwater management will either consume land area (reducing the area of the site available for parking and structure) or will be provided in underground facilities at significant cost. Properties located along and to the north of 6th Avenue, between Duval and Meridian, are within the Lake Ella Closed Basin, requiring full retention and larger facilities. Creative and integrative solutions, such as the parking landscape island ponds at Orleans (1240 Thomasville Road) or the under-deck pond at Brass Tap (1321 Thomasville Road), will be needed to meet stormwater standards while achieving urban development outcomes.

Transit



Stormwater

Landscaping. Typically, some percentage of a site is required to remain as green space; a subset of which shall be urban forest. The percentage is reduced for sites within the MMTD based on transect. This reduction recognizes the existing development patterns as well as the desired urban development patterns that support walkable areas and the goals of the MMTD. Vegetative buffering is a key component of the landscaping standards and include minimum design requirements for buffers between land uses and around vehicular use areas (VUAs). Parking lot landscaping is another impactful aspect of landscaping standards, requiring minimum quantities of landscaped areas and minimum sizes for landscape islands. Although land use buffers within the MMTD are modified for urban conditions, the VUA buffers and landscaping requirements do not have an alternate urban standard.

As with the stormwater standards, Midtown sites were built out prior to current standards and most parking lots do not meet the minimum requirements. Application of dimensional requirements to small and irregularly shaped sites as are found throughout the Midtown core, can significantly impact the ability to fit parking on a site. Redevelopment of such sites commonly result in a reduced ability to provide parking spaces.

Summary

While the intent of the Comprehensive Plan and MMTD standards is to promote a more walkable area, when these policies are applied to small, irregular sites without rear access, the remaining area can be insufficient for achieving marketable redevelopment. This slows the rate of incremental redevelopment that is necessary for maintaining area character, implementing

streetscape improvements, and encouraging reinvestment in the area. If individual properties cannot be effectively redeveloped, reinvestment is delayed until divestment allows for the consolidation of properties, resulting in large-scale, character-changing development. Careful evaluation of land development regulation—in both the Comprehensive Plan and the land development code—is needed to identify and amend policy that has the potential to frustrate reinvestment in certain contexts. To achieve desired outcomes, rules need to be tailored to the area geography and site conditions. Several policy-oriented strategies are identified in subsequent sections as they apply to parking, traffic, or mobility and are summarized in Section VII (page 101).



F. CONSUMER & DEMOGRAPHIC DATA

1. Consumer Information

In collaboration with the Downtown Improvement Authority (DIA), Placer.ai data was used to develop profiles of the individuals that visit the Midtown Study Area. Placer utilizes geolocational tracking on personal devices to collect and summarize market data for use by a wide range of clients from the public to private sectors. Attachment 3 contains the Placer Property Overview for the Midtown Study Area and provides a report of this data. Appendix D contains several maps showing the Trade Area based on Placer.ai data. The Trade Area visualizes where visitors come from. The remainder of this section provides some highlights from the Placer Property Overview.

Data from 2024 shows that the Midtown Study Area received 9.4 million visits from January to December, from 1.1 million individuals. The average visit frequency was 8.31 times per year. The average dwell time in the Midtown Study Area was 101 minutes (over 1.5 hours), with a 15–29-minute duration making up nearly 25% of visits, and over 150 minutes making up 15% of visit durations. Visits were spread moderately evenly throughout the week, with Friday and Saturday being the days with the most visits in 2024. Visitors traveled to and from Midtown, most frequently, on N Monroe Street, Thomasville Road, Tharpe Street, or Tennessee Street.

The median age of visitors to Midtown was 28, with over 50% of visitors being aged 34 or younger. Median household income of visitors was \$55.4K. Over 56% of visitors came to the Midtown Study Area from home and 58.4% of Midtown visitors went home after visiting midtown. The hours of noon to 1 p.m. and 6 p.m. to 7 p.m. were the peak times for individuals to visit Midtown in 2024.

People who visit Midtown also visit other places in the community. “Favorite Places” of Midtown visitors, or places they frequented the most include the Fallschase Village Center, The Florida State University, and the Centre of Tallahassee.

9.4M

Visits
Jan-Dec 2024



Visitors average 101 minutes in the Midtown Study Area

25% of visits last 15-29 minutes

15% of visits last over 150 minutes



The days with the most visits in 2024



Median Age of Visitors



Median Household Income of Visitors



The hours of noon to 1 p.m. and 6 p.m. to 7 p.m. were the peak times for individuals to visit Midtown in 2024.

2. Demographic Information

For this Study, the Tallahassee-Leon County Office of Economic Vitality (OEV), a division of the Blueprint Intergovernmental Agency (BPIA), provided market profile data from Environmental Systems Research Institute, Inc. (Esri), for the Midtown Study Area. The Esri Market Profile data provides population forecasts for targeted areas, utilizing historic US Census data and is included as Attachment 4. As provided in this market profile, the projected 2024 population of the Midtown Study Area indicates that the area is home to 1,933 individuals and has a daytime worker population of 4,846 workers. The projected average household income for Midtown is \$88,838, and the median age of residents is 35.7 years.

Approximately 98% of the 1,444 residents of Midtown aged 16 or older are employed, according to the Esri Market Profile, with over 68.2% attaining a bachelor's degree or higher.

Table 3.A shows a breakdown of the Midtown Study Area population by age cohort from the 2020 Census.

The 25–34 age cohort, represents the largest percentage of Midtown residents at 28.5%. In addition to that data point, residents aged 25–44 represent nearly 44% of the Midtown Study Area population, while this age cohort makes up just under 27% of the City of Tallahassee population, according to the 2023 5-year American Community Survey. This indicates that the Midtown Study Area has a high concentration of younger residents compared to most of the city.

The Esri Market Profile indicates that the Midtown Study Area has 1,227 housing units over a 0.92 square mile area, resulting in an area-wide density of approximately 2.1 units per acre. The majority of the units (60%) are renter-occupied, with nearly 30% owner-occupied, and approximately 10% vacant. Additionally, according to 2020 data, over 71% of households in the Midtown Study Area are single-occupant households.

Taken together, this data paints a generalized picture of the Midtown Study Area as being a place where younger, educated individuals with no spouse or partner rent their residence.

Table 3.A: Midtown Population By Age Cohort

Age Cohort	Population %
0-4	4.0%
5-9	2.7%
10-14	3.0%
15-24	10.7%
25-34	28.5%
35-44	15.2%
45-54	9.0%
55-64	9.5%
65-74	11.7%
75-84	6.3%
85+	1.5%



The area is home to 1,933 individuals

\$88,838

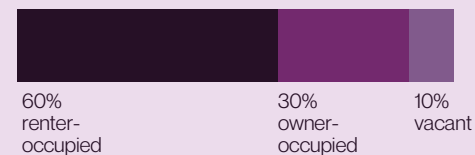
The projected Average Household Income for Midtown



98% residents of Midtown aged 16 or older are employed



1,227 Housing Units



Daytime worker population of 4,846 workers

35.7

The median age of residents



68.2% have attained a bachelor's degree or higher



East 6th Avenue

IV

Midtown Parking & Mobility Study

THE MIDTOWN MOBILITY SURVEY



I. Executive Summary

II. Midtown Placemaking

III. The Midtown Study Area

IV. The Midtown Mobility Survey

V. Parking Study

VI. Mobility Study

VII. Summary of Potential Strategies

VIII. Conclusion

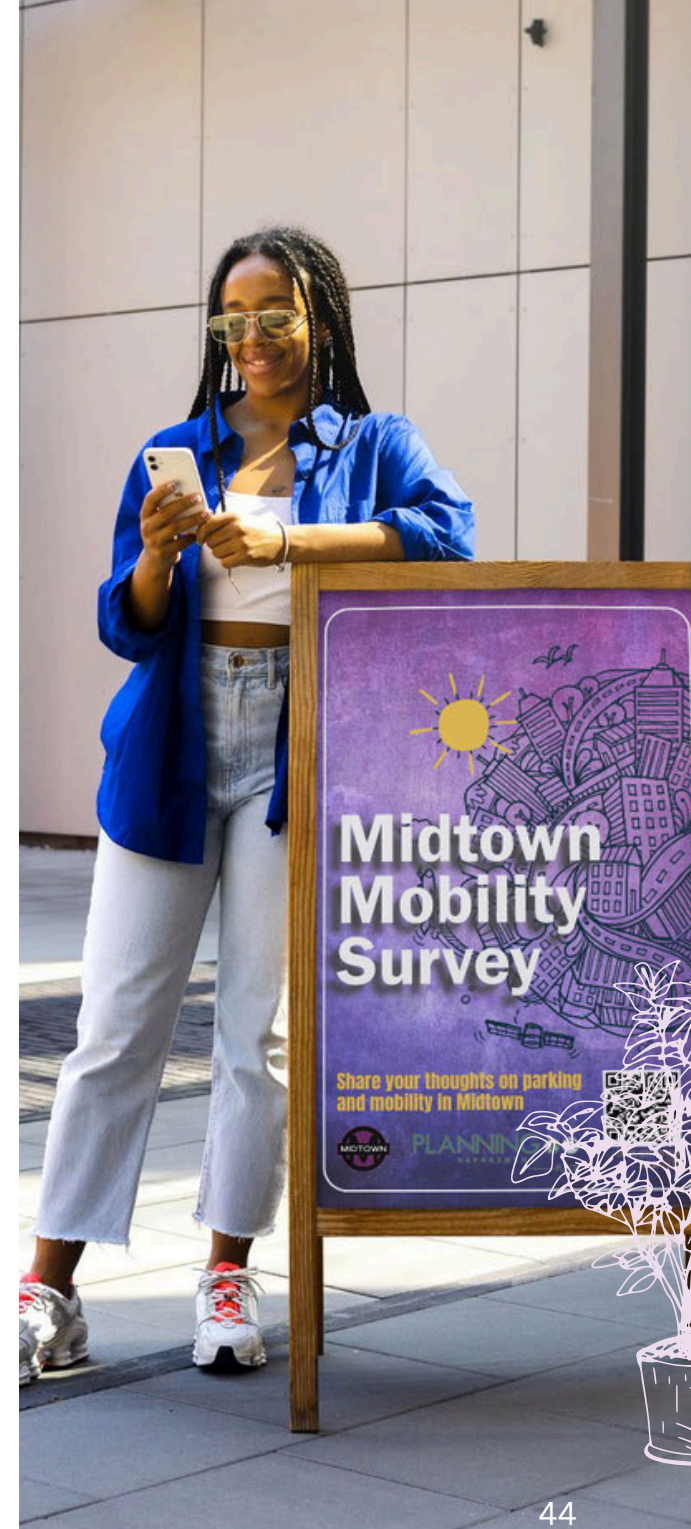
IV. THE MIDTOWN MOBILITY SURVEY

At the request of the Midtown Stakeholders Committee (MSC), staff developed a survey designed to gather the experiences and perspectives of those who visit, work, and live in Midtown. The survey was open for two months and received 273 responses. The responses provide community perspective and a contextual basis—a lens through which the topics of parking and mobility are discussed and potential strategies identified later in this Study.

This section provides summaries on the components of the survey, responses received, and conclusions drawn. Presented in six subsections, the Survey Methodology and Respondent Distribution subsections describe how the survey was set up, conducted, and shared with community members, including geographic description of who responded. The remaining four subsections group responses by Visitor Behavior, Parking, Mobility, and Open-Ended Responses. A summary of data collected through the survey is included as Attachment 5.

Overall, the survey responses indicate that the survey is a valid representation of both visitor and resident perspectives, with approximately half of the respondents identifying as a Midtown resident and approximately 1/5th as a Midtown business owner or employee. Visitation patterns to Midtown suggest the area functions as an 18-hour district, with fairly even patronage throughout the day and week with somewhat heavier use in the evenings. Perspectives on parking are mixed but reinforce the long-standing narrative that many experience challenges in finding parking, which contributes to a lower willingness to visit.

Mobility patterns indicate that automobile use dominates trips to Midtown, but walking is the preferred mode for getting around the district. Bicycling is the third most common form of transportation both to and around Midtown. The most common theme among open-ended responses was the need for enhanced pedestrian and bicycle infrastructure. The feedback gathered supports good urban planning and the design approach of focusing efforts on walking and biking networks to help ease parking concerns by supporting mode-shift and reducing parking demand.

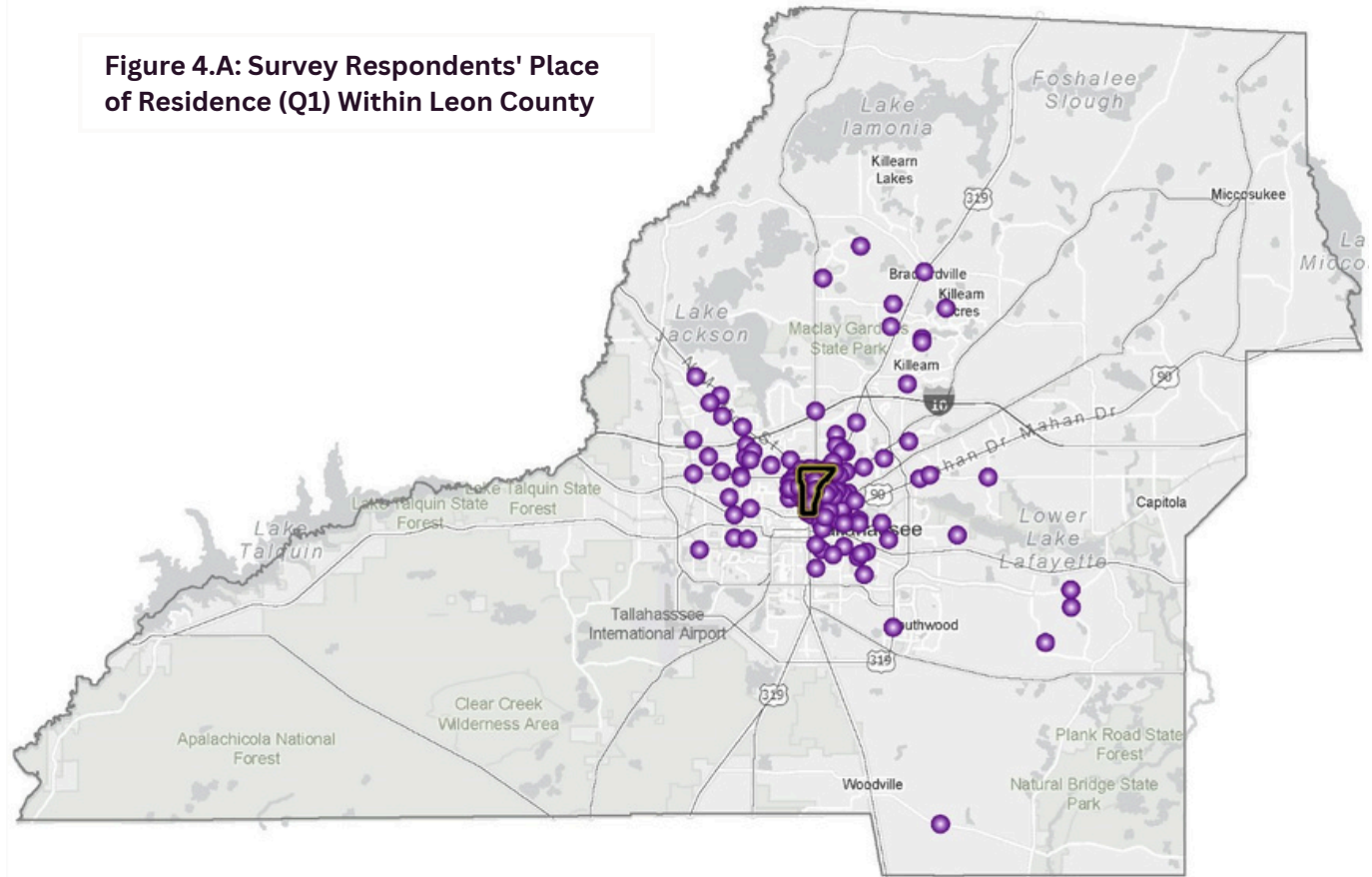


A. SURVEY METHODOLOGY

The survey was hosted on SurveyMonkey, an online platform for designing, distributing, and analyzing surveys. The survey contained three sections, each targeting a specific audience. The first section included 15 questions for all respondents—all who are, at various times, visitors or patrons of Midtown. An additional 15 questions were aimed at business owners and employees. The third section included four (4) questions for residents of the Midtown, Lafayette Park, Los Robles, and Levy Park neighborhoods (the same neighborhoods represented by MSC members). The draft survey was reviewed by the MSC at their November 4, 2024 meeting and was open for responses by their December 2, 2024 meeting.

Planning Department staff prepared marketing materials and digital invitations that were distributed by the MSC members to their representative groups. Staff also went door-to-door distributing posters and fliers to Midtown businesses. Respondents were able to access the survey by web link or QR code on a computer, tablet, or smartphone device. The survey was open for over two months, closing in early February of 2025. It generated 273 responses from residents from across the Tallahassee-Leon County area. This robust sample size provides confidence that the survey responses are representative of those who live, work, and play in Midtown.

Figure 4.A: Survey Respondents' Place of Residence (Q1) Within Leon County



B. RESPONDENT DISTRIBUTION

Several of the survey questions were designed to help understand geographic distribution and gauge how familiar the respondents are with Midtown. All respondents were asked to provide the intersection nearest their residence (Q1). The responses were geocoded by staff to

produce the map shown in Figure 4.A, which shows that most of the respondents live in or near the Midtown Study Area. Responses to Q33 and Q34 confirm over 50% of the respondents identify as a resident of Midtown.

Over 20% of respondents (55) indicated that they are an owner or employee of a Midtown business (Q16), 18 of which identified as a business owner (Q30). Approximate locations of respondents' place of business are mapped in Figure 4.B, which shows the geocoded responses to Q17. The distribution of business respondents demonstrates that the survey responses are relevant and representative of perspectives from across the Study Area.

To help gauge how familiar respondents are with Midtown, Q2 asked how frequently respondents visit Midtown. Nearly 90% of the respondents reported that they visit Midtown at least once a week with over 45% of respondents visiting on most days. This demonstrates that the survey respondents frequent Midtown regularly and are likely very familiar with the area conditions.

Overall, the geographic distribution of the survey captures the targeted community members and can be assumed to be representative of those who visit and live in Midtown.

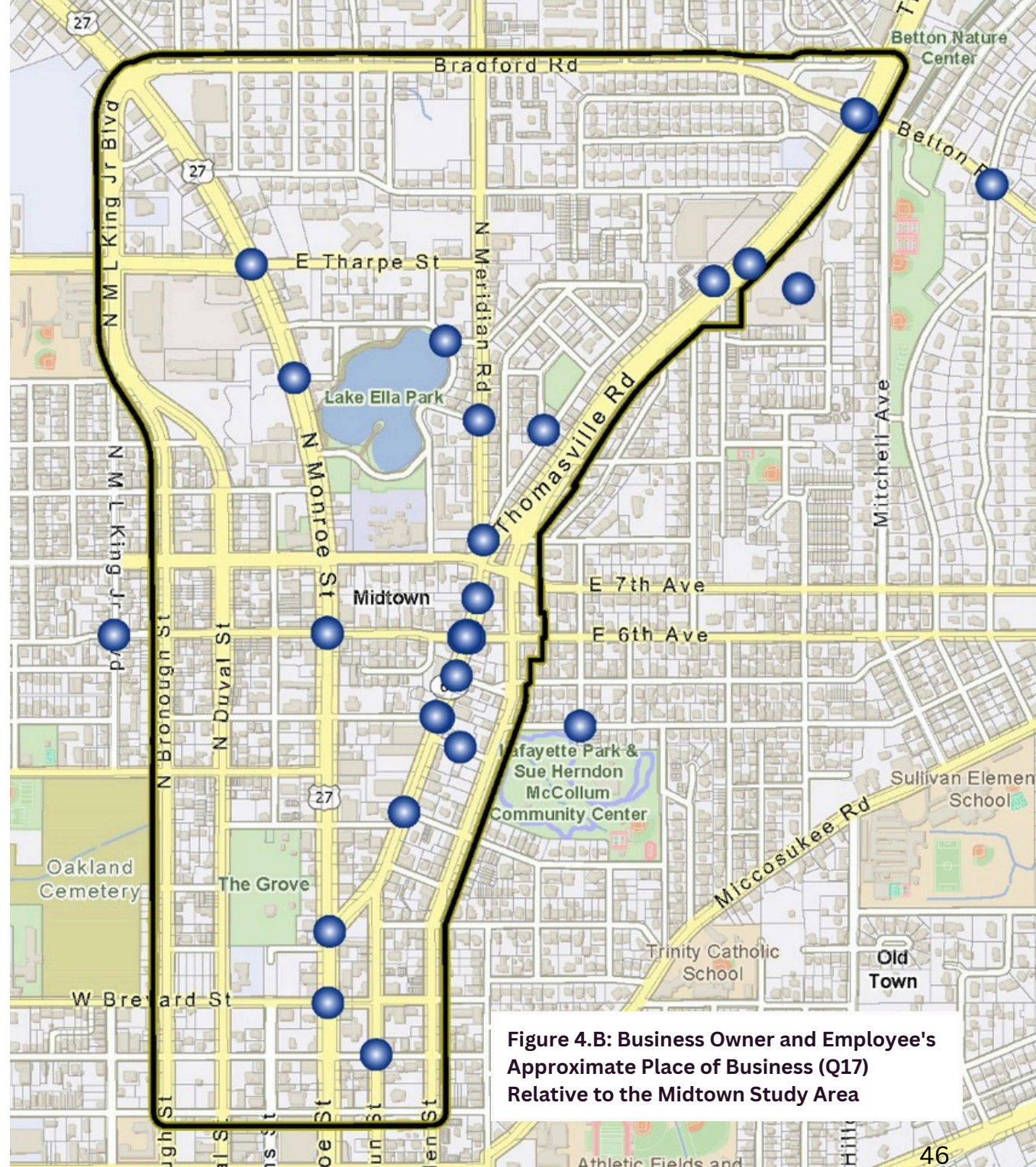


Figure 4.B: Business Owner and Employee's Approximate Place of Business (Q17) Relative to the Midtown Study Area

Top three most likely reasons respondents visit Midtown...



Dining



Meeting Friends & Family



Shopping

6-9

Visitors are most likely to be in Midtown between 6 and 9 p.m. every day of the week.

11-4

Business owners and employees report that 11 a.m. to 4 p.m. are the busiest hours.



Shopping

Meeting up



Dining

C. VISITOR BEHAVIOR

Several survey questions were aimed at understanding visitor behavior with regard to the timing and reasons for their visits to Midtown. This information helps identify high demand uses, their locations, and times of day. Overall, the data suggest that Midtown is an 18-hour destination with fairly consistent visitation throughout the day, every day. Subtle differences in peak visitation times align with the primary reasons people visit: dining, meeting up, and shopping.

The top three most likely reasons respondents visit Midtown are dining (>88%), meeting friends or family (>56%), and shopping (~50%) (Q3). These responses suggest that visitors are visiting Midtown intentionally, making arrangements to meet others, and want to stay and socialize. Midtown is a place where they want to experience a high quality of life.

Respondents are most likely to visit Midtown during the evening hours, between the hours of 6 and 9 p.m. every day of the week.

Approximately 28% of all respondents selected these hours for Q6 & Q7, which asked what time of day during the week and weekend, respectively, they are most likely to visit Midtown. Visitation outside the 6–9 p.m. period is fairly even between 9 a.m. and 6 p.m. with subtle variation between weekday and weekend visitation times. Respondents are

somewhat more likely to visit during midday hours (11 a.m.–4 p.m.) on the weekends, while small peaks are seen in the morning (9–11 a.m.) and during the evening commute (4–6 p.m.) on the weekdays. Late night visitation, after 9 p.m., sees a bump on the weekends. These responses suggest activities such as after work meet-ups or errands are likely to occur during the week, and activities such as brunch, shopping, and evenings out are more common on the weekends.

While visitors indicated that 6 p.m. to 9 p.m. was the time they were most likely to visit, the responses to Q23 and Q24, which asked business owners and employees what time of day was the busiest, indicated a different pattern. These responses suggest 11 a.m. to 4 p.m. is the busiest timeframe, with afternoons and evenings seeing an increase in visitors on the weekends. Both peak times reported in the survey are supported by the Placer.ai data discussed in Section III, which indicated noon–1 p.m. and 6–7 p.m. were peak visitation times in 2024.

The responses to these questions show that people are regularly visiting Midtown throughout the day, every day, for a variety of reasons. This mixed-use dynamic suggests that support for a variety of mobility options and shared parking might best serve the needs of Midtown visitors.

D. RESPONSES REGARDING PARKING

Parking has been a long-expressed concern in Midtown and was included as a goal in the Midtown Action Plan, the first formal planning document for Midtown. Several survey questions were designed to better understand the community's perspectives and experiences around parking. The responses demonstrate a lack of consensus. While the most common responses suggest visitors only occasionally have trouble finding parking and that the availability of parking does not deter them from visiting Midtown, many others report that they always have trouble parking and are often deterred from visiting Midtown because of it. Responses from the business community suggest parking is a bigger concern for them than for the respondents as a whole. Despite this, private-sector parking management strategies described in Section V, have not been exhausted.

Questions 8, 21, and 22 gauge the challenges with finding parking in Midtown. For all respondents, nearly 2/3 of respondents (63.5%) reported they only have trouble finding parking occasionally, at most. While the other 1/3 (36.5%) have trouble finding parking at least half the time (Q8). The business community was asked how often parking was a challenge for their employees (Q21) and for their customers (Q22). For employees, top responses were ~34% for "never" and ~23% for "daily." The top responses when asked about customer parking were also "never" and "daily" but the response rate was the same at ~23%. Responses from the

business community also suggest that finding parking on weekends is somewhat more challenging than on weekdays. In summary, the responses point to ~40% of the respondents across the board having trouble finding parking on a regular basis. While not a majority, this does demonstrate a significant concern.

To determine whether visitation is impacted by challenges with finding parking, Q9 asked "how often does availability of parking deter you from visiting Midtown businesses?" Nearly 50% responded "never" or "not applicable." About 27% are "occasionally" deterred from visiting. Another quarter responded in the categories of "about half the time" and "most times." Only about one percent responded that they are "always" deterred from visiting. Q14 gauges whether more parking would change visitor behavior. Over 40% of respondents indicated they would visit Midtown more often if they "knew parking would be available and convenient," while nearly 60% of respondents indicated it would not change their current patterns. These responses suggest improvements to parking would support increased visitation to Midtown.

The business owner or employee perspective on the current parking situation was captured in a series of questions. Question 18 asked how important parking was for the respondents' business. A combined 80% of business owners or employees rated parking as "important," "very important," or "critical" for their business, while only 20% indicated that it was "somewhat" or "not" important.

ALL RESPONDENTS



<2/3

63.5% of respondents reported they only **have trouble finding parking occasionally**, at most

>1/3

36.5% **have trouble finding parking at least half the time**



40%

40% of respondents indicated **they would visit Midtown more** often if they "knew parking would be available and convenient"

60%

nearly 60% of respondents indicated additional parking **would not change** their current patterns



BUSINESS RESPONDENTS

50% say not enough parking



50% say about the right amount of parking

1/3 Respondents do not manage employee parking

2/3 Respondents do not manage customer parking

1/3 Business owners participate in parking agreements with other businesses or property owners

The most common form of managing customer parking is signage.



While the importance of parking is clear, responses to Q19 were split 50/50 on whether there was "not enough parking" or "about the right amount of parking" at their place of business. It's worth noting that no respondents indicated that there was too much parking at their business. In response to Q20, which asked how many more spaces would be needed at or near your business to have about the right amount of parking, 11 responses ranged from 4 to 50 spaces and averaged to about 16 spaces. Taken together, parking is clearly important for the business community, however the perceived shortage is not a blanket condition across the district and clearly impacts some businesses to a greater degree than others.

Midtown residents were presented with several questions to understand concerns about parking within the adjacent neighborhoods. Over 60% of the resident respondents who have adjacent on-street parking responded that business parking "never" impacts the on-street parking at their residence (Q36). Business use of on-street parking impacts almost 15% of the resident respondents at least once a week. When the wording was changed from "at your residence" (Q36) to "in your neighborhood" (Q37), ~37% responded that business parking impacts occur at least once a week. These responses indicate the spill-over effect on residential neighborhoods occurs, but is limited.

Business owners and employees were asked several questions about what parking management strategies are already in use. Over 1/3 of respondents indicated that they do not manage employee parking (Q25) and almost 2/3 of respondents indicated they do not manage customer parking (Q26). Where parking is managed, the most common form of managing employee parking is to provide a designated employee parking area, and for customer parking, to post either "customer only" or "towing" signage. The responses to these questions suggest that several parking management strategies available to the private sector have not been utilized to full potential. Furthermore, only one-third of business owners indicated they participate in parking agreements to share parking with other businesses or property owners (Q30). Other underutilized strategies for managing employee parking include incentives for carpooling and alternate transportation modes and paying to park. Underutilized strategies for managing customer parking include posting time limits, paid parking, and valet parking. These and other private-sector parking management strategies are discussed further in the next section.

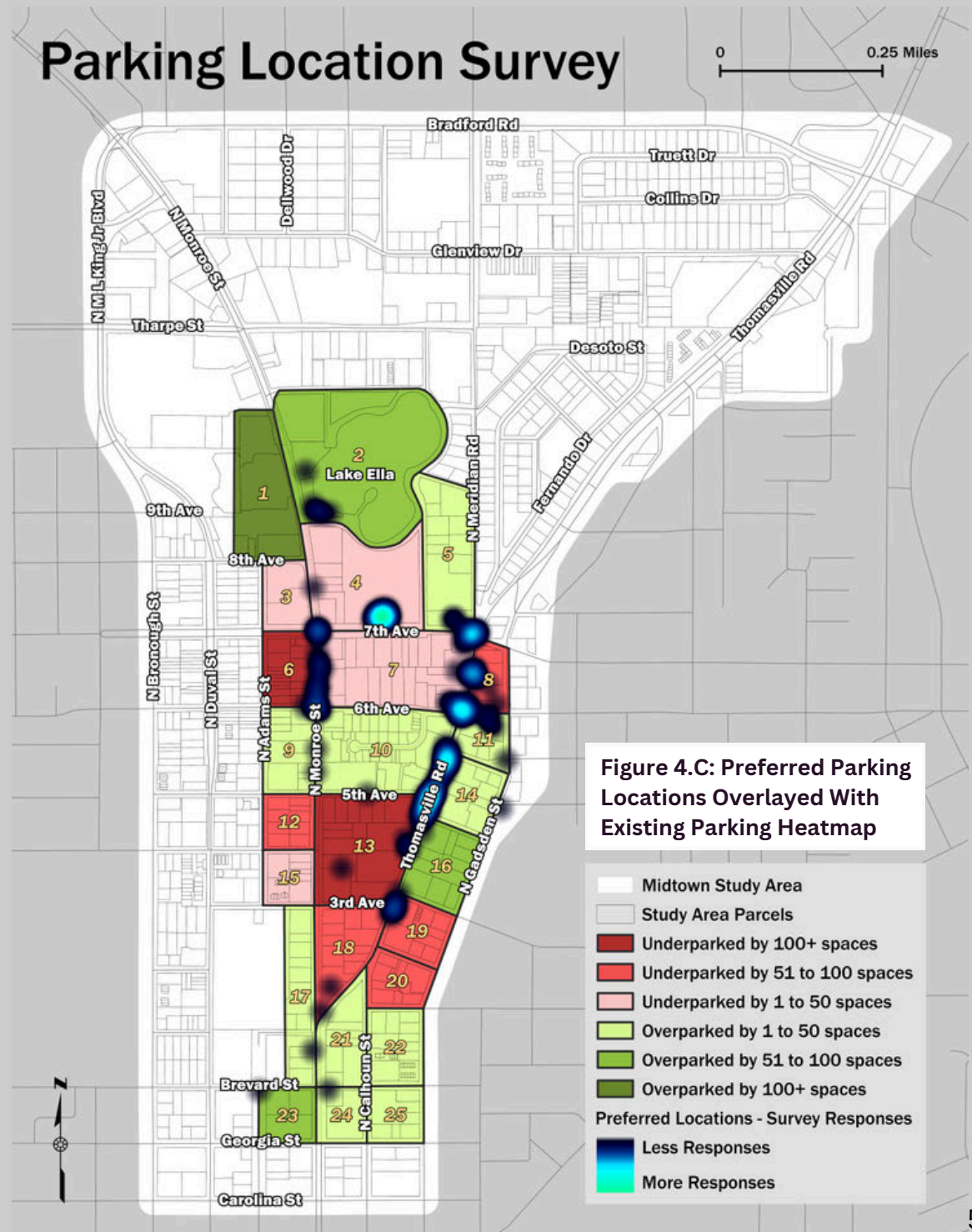


A series of questions asked all respondents about where and what type of parking is preferred. Q11 asked respondents to indicate where in Midtown public parking would be most useful to them. The open-ended responses were geocoded to produce the heatmap data shown in Figure 4.C. This shows that the preferred parking locations align with blocks that the parking analysis (Section V) identified as "underparked."

The preferred parking locations are clustered between 3rd and 7th avenues on Thomasville Road, 5th and 7th avenues on Monroe Street and at the Tallahassee Police Department location on 7th Avenue.

Although the question asked only for an intersection or address, almost 17% of the respondents volunteered that they do not want to see more parking and nearly 10% requested pedestrian improvements instead.

Regarding attitudes around potential public parking options, most respondents are willing to use any type of public parking facility (Q12). Nearly 88% of respondents are willing to use a surface parking lot, while that willingness drops to about 78% for on-street parking and bottoms out at 72% for parking garages. Q13 asked



88%

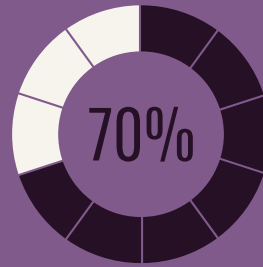
Willing to use surface parking lot

78%

Willing to use on-street parking

72%

Willing to use parking garages



Nearly **70%** of respondents would be willing to pay for parking to some degree

Over **30%** of respondents are not willing to pay for parking

about willingness to pay for parking. Over 30% of respondents are not willing to pay for parking, while nearly 70% of respondents would be willing to pay for parking to some degree. Over 36% are willing to pay for parking near their destination, with almost 33% only willing to pay if there were no alternative.

In summary, the survey responses regarding parking demonstrate:

- There are mixed perspectives on the degree of concern around parking in Midtown. Generally, business respondents favor more parking and 40% of visitors would frequent Midtown more often if there were more parking, but residents don't want to see more parking.
- Private-sector parking management strategies have not been exhausted, leaving opportunities to improve efficiencies through management or shared parking.
- Public parking solutions could be beneficial if located where most needed.
- Notably, nearly 1/5 of respondents felt strongly enough to deviate from the prompt in Q11 ("where would public parking be most useful") to express that they did not want to see more parking or preferred to see investment in pedestrian and bicycle improvements. These results point toward community support to focus on parking strategies that make better use of existing parking or reduce parking demand over providing more parking.



E. RESPONSES REGARDING MOBILITY

Understanding mobility is a key component of the parking dynamic and potential for solutions. Demands for parking can be reduced if automobile trips can be shifted to alternate modes of transportation, such as walking, biking, and public transportation. Several survey questions were designed to get a sense of current mobility patterns, which helps points to what improvements might be most useful.

Automobile use is the most common mode of transportation for visiting Midtown. Over 72% of respondents use a personal automobile to get to Midtown (Q4) and nearly all of those drivers (~70%) will also use their car to get around Midtown (Q5). While unsurprising, the heavy reliance on the automobile for traveling to and throughout the district is driving demand for parking.

Walking is the second most common mode of transportation used for getting to Midtown and the most common mode for getting around the district. Over 40% of the respondents indicate that they will walk to get to Midtown (Q4) and almost 84% will walk to get around Midtown, once there (Q5). However, there are limits to how far people are willing to walk. Question 10 asked respondents how far they are willing to walk. About 20% of respondents are only willing to walk about 500 feet (a 2–3-minute walk). The remaining 80% of respondents are willing to

walk about a quarter mile (a 5-minute walk) or more. While about 1/3 of the respondents indicated they would walk 1/2 a mile or more, over 65% are unwilling to walk more than 1/4 mile. This supports the quarter-mile rule-of-thumb that is often used in planning practice as the distance most people are willing to walk. To serve the majority population, destinations and origins should be within a 1/4-mile distance. Pedestrian connections that are useful, comfortable, and safe can enhance the distance people are willing to walk. This feedback indicates both a need for parking upon arrival, and high-quality pedestrian connectivity to destinations within Midtown to support a park-once district.

Bicycling is the third most common mode of travel to and around Midtown, with just shy of 20% of respondents using the mode (Q4 & Q5). With nearly 1/5 of Midtown visitors using a bicycle, this is strong evidence for investing in improved bicycle facilities and amenities throughout the district to enhance and promote ridership. Question 27 asked business owners and employees whether their place of business provides bicycle parking. Forty percent (40%) answered “no.” While bicycle parking is a requirement for new development and redevelopment, a gap appears to exist. Providing bicycle parking within the streetscape and encouraging the private sector to incorporate bike parking into their sites can make bicycling a more viable mobility option.



72% of respondents use a personal automobile to get to Midtown

84% will walk to get around Midtown, once there

Other modes, including rideshare, carpool, public transit, and Spin e-scooters, were selected less than 10% of the time for Q4 & Q5 (with the exception of rideshare travel to Midtown, which was selected by nearly 12% of the respondents). Public transit was selected by less than 3% of respondents for either getting to or around Midtown. Spin e-scooters are used much more commonly to get around the district (4.43%) than to get to Midtown (1.48%). Rideshare and carpooling are more heavily used for travel to Midtown (11.48% and 5.93%, respectively) than for getting around the area (7.01% and 4.80%). With rideshare and carpooling being the most common modes after auto, walking, and biking, appropriate accommodation of drop-off/pick-up behaviors on sites or in the right-of-way can minimize conflicts. Nearly 25% of the respondents to Q29 indicated conflicts with delivery, loading, and drop-off/pick-up activities at their place of business.

Fewer than 1% of respondents indicated they use a personal mobility aid (such as a wheelchair or mobility scooter) to get to and around Midtown. People with limited mobility, including the very young and elderly, use sidewalks to get around and need to be able to clearly sense the location of the sidewalk and safely navigate changes in elevation. Ensuring that facilities meet the needs of the most vulnerable populations serves to make the infrastructure safer and more convenient for all users.

These insights into the mobility patterns of Midtown visitors start to suggest which improvements might be most useful for enhancing and expanding use of alternate transportation modes and in turn, aiding the reduction of parking demand. With "walking" as the most commonly selected mode for getting around Midtown, enhancing the walkability of the district will serve a great number of people,

support a park-once district, and encourage people to walk further. Nearly 20% bicycle ridership suggests improvement of bicycle facilities will not only be a benefit to current riders, but also has significant potential to encourage new ridership. Results show rideshare services, carpooling, and public transit are more commonly used for getting to Midtown, while Spin e-scooters are used more commonly for getting around the area. Once people arrive from a drop-off/pick-up mode, they become pedestrians or e-scooter riders. Enhancing locations where modal shift occurs, such as bus stops or drop-off/pick-up locations will help ease the transition, encourage ridership, and reduce conflict, ultimately encouraging use of these modes. Most people are pedestrians at some point in their journey between origin and destination so ensuring complete, safe, and comfortable pedestrian networks is foundational to supporting modal shift and reducing parking demand.



PREFERRED MODES FOR GETTING TO MIDTOWN

71.48%
Personal
Automobile

40.74%
Walking

18.15%
Biking

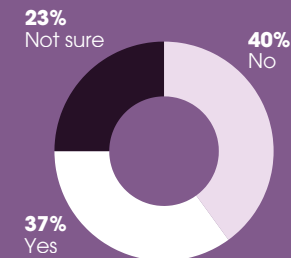
...however, the weather and lack of convenient and safe sidewalks easily reduce the distance someone is willing to walk.



20%
willing to walk
about 500 feet
(2-3-minute walk)

80%
willing to walk about a
quarter mile (5-minute walk)
or more

Place of business provides bicycle parking?



V Midtown Parking & Mobility Study

PARKING STUDY



I. Executive Summary

II. Midtown Placemaking

III. The Midtown Study Area

IV. The Midtown Mobility Survey

V. Parking Study

VI. Mobility Study

VII. Summary of Potential Strategies

VIII. Conclusion

V. PARKING STUDY

Presented in six subsections, this parking study section summarizes previous Midtown parking studies conducted in 2016 and updated in 2019, gives an overview of the existing non-residential parking in the Midtown Study Area, and provides an analysis of the current parking demand for Midtown businesses based on current land use. It also contains a review of current parking policy and parking projects that help form the context for potential parking strategies.

This analysis provides a more nuanced review of the parking demands of Midtown businesses than previous studies, and the findings illustrate that, while there is a parking surplus in the Midtown Study Area overall, there are certain blocks, or collections of blocks in Midtown that are “underparked.” The underparked blocks tend to have a higher concentration of the restaurant and bar uses that are both a primary Midtown attraction and generate a higher parking demand. This helps to explain the perceived lack of parking, especially in light of survey responses that show fewer than 35% of respondents are willing to walk more than a quarter mile (5 minutes) to reach their destination.

The potential parking strategies identified at the end of this section are given context through review of both current parking policy and previous parking efforts. Review of parking policies show that while applicable parking ratios are appropriate to supply needed parking, there are potential modifications that could be made to enhance efficient, coordinated, and context-appropriate parking conditions. Review of previous parking projects helps to inform whether expanding upon past

efforts or exploring alternate potential solutions may be most appropriate. The potential parking strategies are organized into three potential approaches—increase the amount of parking, reduce the demand, and improve the efficiency of existing parking. The potential strategies are presented as a menu of options that could be addressed through either the public or private sector, and in some cases, through a public-private partnership. Discussion of each strategy includes benefits, limitations, and tradeoffs.



Previous Parking Studies

0 0.25 Miles

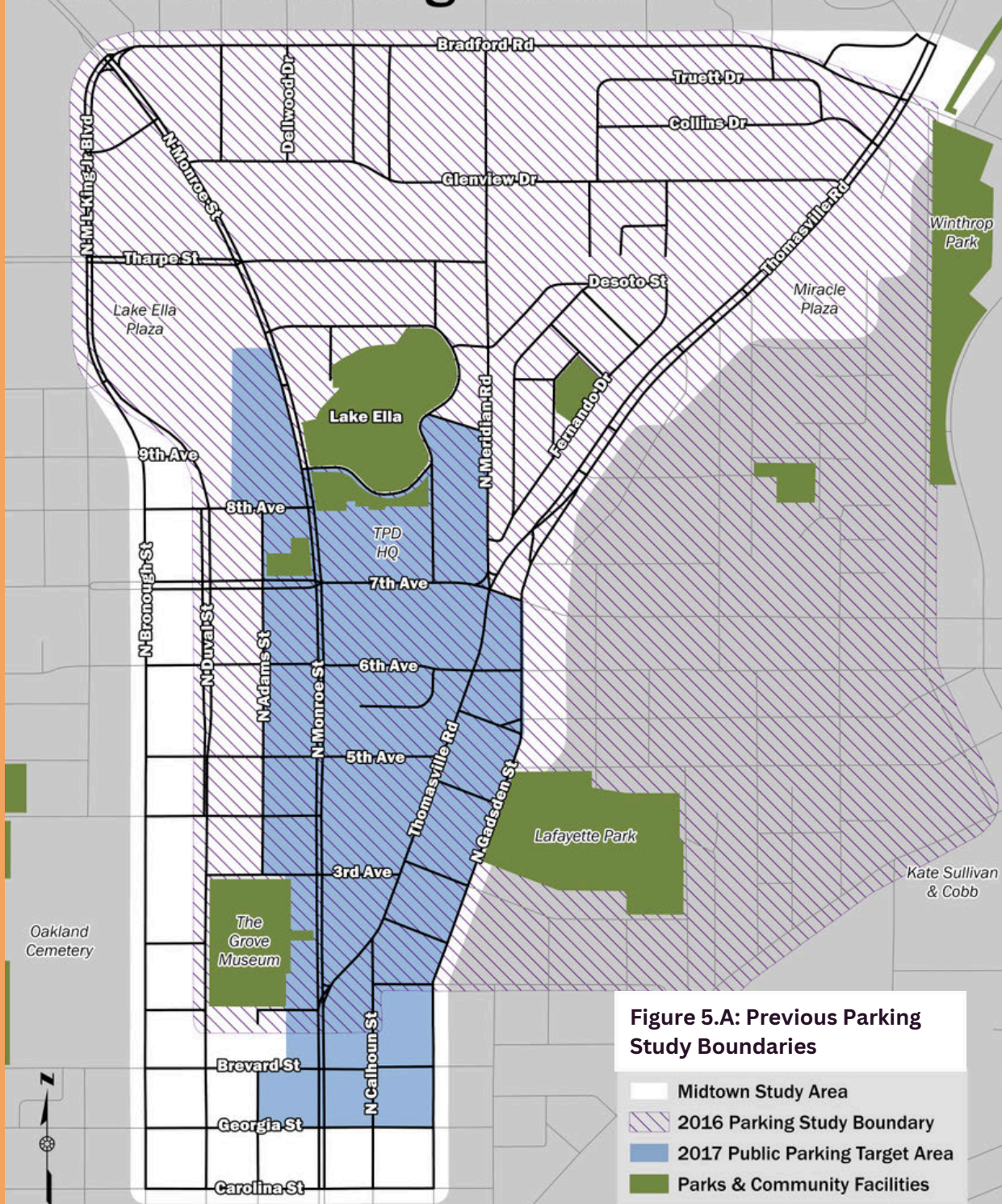


Figure 5.A: Previous Parking Study Boundaries

- Midtown Study Area
- 2016 Parking Study Boundary
- 2017 Public Parking Target Area
- Parks & Community Facilities

A. METHODOLOGY

The earlier 2016 Midtown Parking Study reported that parking within the area met estimated demand. However, recognizing the potential benefit of public parking to area businesses, the 2016 study explored potential locations for public parking, which led to two public-private parking development proposals submitted in response to a 2019 request for proposals (RFP) for parking within the 2017 Target Area (Figure 5.A). Community opposition to a structured solution indicated a lack of resident support for this approach.

This current Study identifies existing parking and estimates demand based on current land uses. These analyses were done in three phases at different scales. The Midtown Study Area was used for Phase 1 and the smaller 2017 Target Area for Phase 2. For Phase 3, a block-by-block analysis was completed for the Focus Area (Figure 5.B). The Study Area varies from the boundaries of the 2016 Parking Study (Figure 5.A) for which parking analyses were previously conducted. The 2016 boundary was not used for this Study because it does not include all the properties identified in the Midtown Area Map (Figure 3.A on page 27) and includes a significant amount of residential area outside the scope of this Study. Due to these boundary differences, direct comparisons between this and the previous study cannot be made. However, similar conclusions can be drawn despite differing approaches.

Parking Areas

0 0.25 Miles

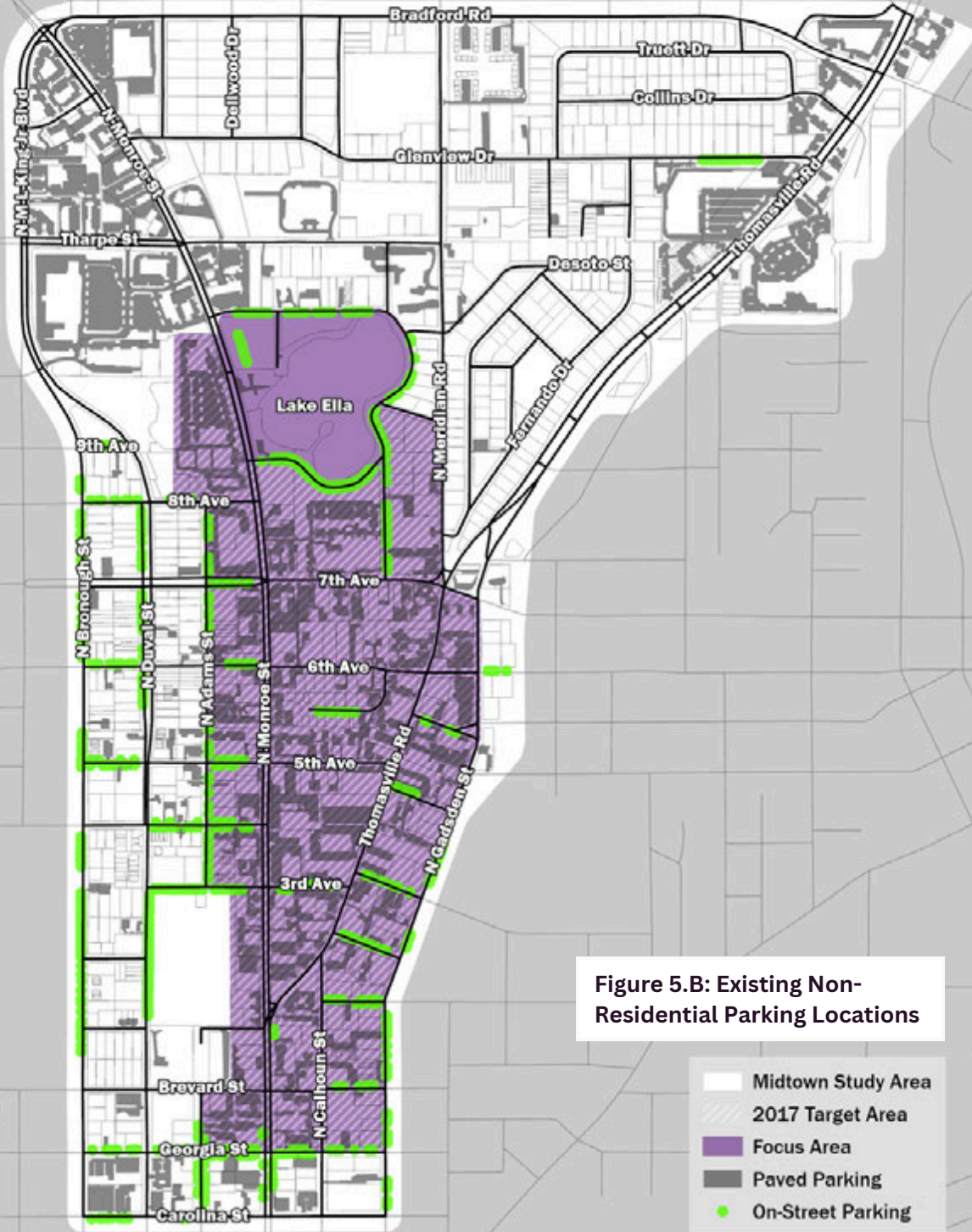


Figure 5.B: Existing Non-Residential Parking Locations

B. EXISTING NON-RESIDENTIAL PARKING

For this Study, existing parking spaces were individually identified through review of aerial imagery, site plan records, and field verification. Location points with associated data were recorded in a GIS database for each parking space. This resulted in an estimate of the existing non-residential parking spaces in Midtown, which is summarized by area and type of parking in Table 5.A. The location of existing on-street and non-residential parking is illustrated in Figure 5.B, with on-street parking indicated in bright green and paved parking shown in dark gray. This map demonstrates that surface parking is concentrated within the Focus Area and around the shopping centers. On-street parking is located on the edges of the Focus Area and in the surrounding residential areas, but is limited in the mixed-use heart of Midtown.

Area	On-Street Parking	On-Site Parking	Total Spaces
Study Area	662	6,922	7,584
2017 Target Area	278	3,494	3,772
Focus Area	341	3,551	3,892

Table 5.A: Existing Non-Residential Parking Spaces

Land Use	Total Square Feet	Average Peak Demand
Retail	863,473	2,513
General Office	724,497	1,732
Government Office	186,733	558
Professional Service	20,990	82
Financial Service	25,464	95
Auto Service	44,820	128
Restaurant	75,075	709
Drive-Through Restaurant	25,057	217
Lounge/Bar	2,704	38
Assembly	134,111	1,266
Active Recreation	4,710	8
Warehousing	98,836	10
Lodging*	9,138	20
Preschool	4,519	11
Totals	2,220,127 SF	7,386 spaces

Table 5.B: Estimated Non-Residential Parking Demand for Study Area

*Demand ratio for lodging is based on number of rooms.

C. CURRENT PARKING DEMAND

Parking demand varies based on the type and size of use of a given development, the context of the location (urban, suburban, etc.), area demographics, and access to transit, among other factors. While determining actual parking demand is extremely complex and place specific, the Institute of Transportation Engineers (ITE) publishes a Parking Generation Manual that samples land uses under varying conditions. The ITE manual was used as the best available information for the basis of parking demand estimates for this Study.

The parking study occurred in three phases, each comparing existing parking to parking demand over different geographies to get a clearer picture of the parking dynamic in Midtown. The first phase for the Study Area looked at the area as a whole. The second phase used the 2017 Target Area to hone in on the Midtown core, where the parking concerns are the greatest. The third phase took an even closer look, examining demand block-by-block. Process and outcomes for each phase follow.

Phase 1: Study Area Parking Demand Analysis

The first phase of the parking study provides information regarding parking demand for the entire Midtown Study Area. Table 5.B shows the area (in square feet) of non-residential uses within the Study Area and the parking demand (in parking spaces) resulting from applying peak parking demand averages from the 5th Edition of the ITE Parking Generation Manual (2019).

Land Use	Total Square Feet	Average Peak Demand
Retail	287,859	838
General Office	431,907	1032
Government Office	127,042	380
Professional Service	8,660	34
Financial Service	24,850	92
Auto Service	28,808	82
Restaurant	57,580	544
Drive-Through Restaurant	7,046	61
Lounge/Bar	2,704	38
Assembly	20,934	198
Active Recreation	4,710	8
Warehousing	92,695	9
Lodging*	9,138	7
Preschool	0	0
Totals	1,103,933	3,322

Table 5.C: Estimated Non-Residential Parking Demand for 2017 Target Area *Demand ratio for lodging is based on number of rooms.

Summary calculations of Leon County Property Appraiser data estimate 2.2 million square feet of non-residential uses within the Study Area. Using the property appraiser land use codes, uses were grouped to align with the ITE Parking Generation Manual land use codes. Average peak demand numbers for the "General Urban / Suburban" contextual setting from the ITE manual were used to determine Average Peak Demand.

Results indicated that the average peak demand for existing non-residential uses within the Study Area is 7,386 spaces (an area-wide parking ratio of 3.33 spaces per 1,000 SF of non-residential use). Compared to the existing parking count of 7,584 (3.42 spaces per 1,000 SF), this data suggests a district-wide surplus of 198 spaces. This indicates that as a whole, available parking across the entire Midtown area meets existing parking demand.

Phase 2: Target Area Parking Demand Analysis

Given that the land development patterns differ between the mixed-use core of Midtown and the more suburban shopping centers and that survey responses indicated parking needs in the Midtown core (Figure 4.C on page 50), a parking demand analysis was also conducted for the 2017 Target Area (shown in Figure 5.A). This second phase applied the same process as was done for Phase 1. The resulting Average Peak Demand for the Target Area is 3,336 spaces as shown in Table 5.C. With a total of 3,772 existing spaces, this indicates the commercial core of Midtown has a surplus of 436 spaces. This equates to a parking demand ratio of 3.02 spaces per 1,000 SF of non-residential use, which is less than the Study Area ratio of 3.33 spaces per 1,000 SF. The existing parking ratio for the Target Area is the same as the Study Area ratio at 3.42 spaces per 1,000 SF.

Block-by-Block Analysis

0 0.25 Miles

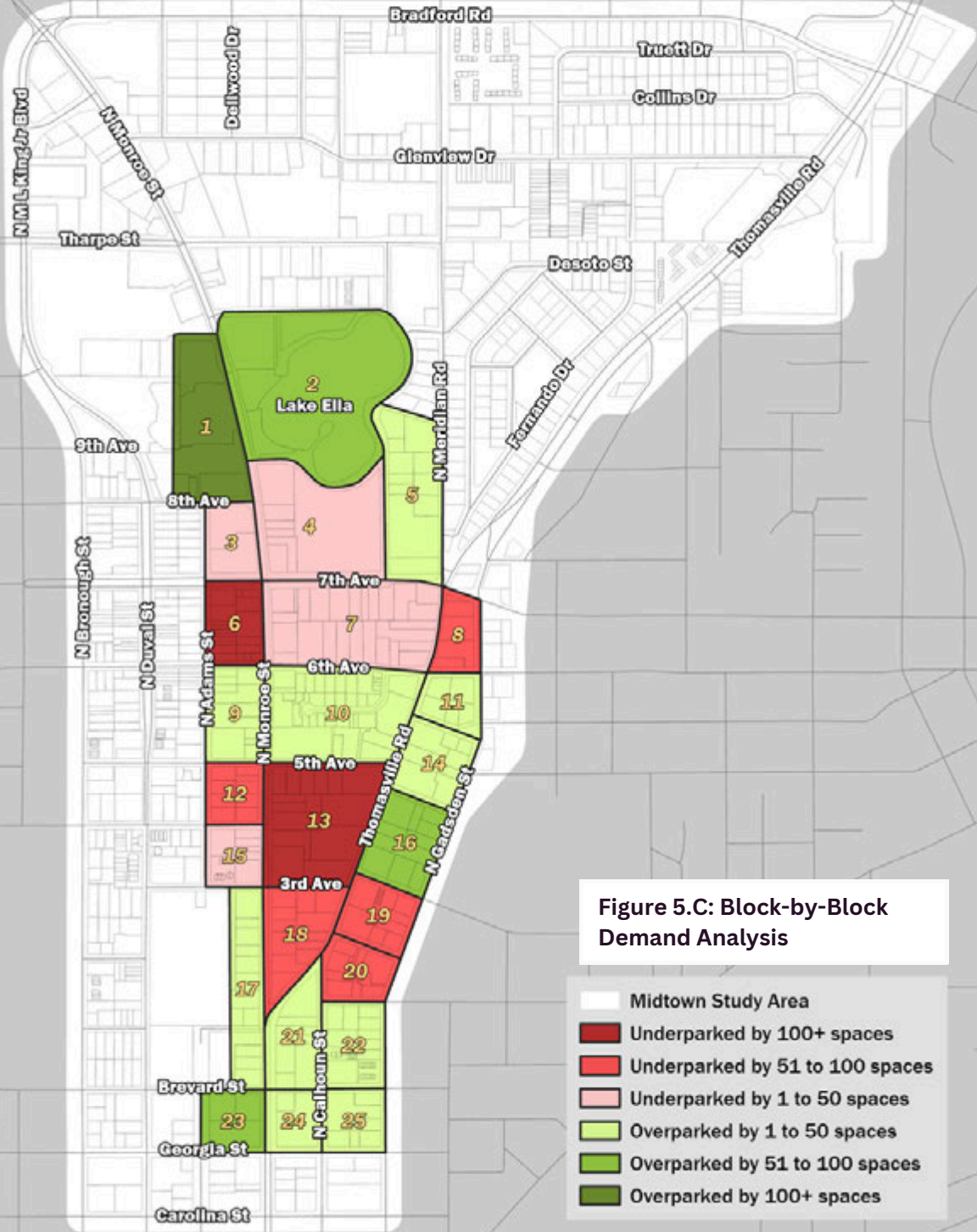


Figure 5.C: Block-by-Block Demand Analysis

Phase 3: Block-By-Block Demand Analysis

When presented with the results of the parking demand analysis for the Study and Target areas, the Midtown Stakeholders Committee requested a block-by-block analysis. This third phase analysis utilized the same methodology to calculate demand, but grouped the underlying data along city blocks, rather than for an area as a whole. The Lake Ella block was added to the Target Area for this analysis, forming the 25-block "Focus Area." The final result is shown in Figure 5.C. Eleven (11) of the 25 blocks (44%) have a deficit of parking. Blocks with a surplus of parking spaces are shown in green and those with a shortage are shown in red. The darker the color, the greater the surplus or deficit.

With the more granular analysis, it became evident that some of the Property Appraiser's Use Codes, upon which the demand analysis was based, did not fully align with the current use of the property. Staff made manual adjustments to the land use codes to better reflect current uses.

Staff also noted a potential undercounting of demand for shopping centers. The shopping centers within the heart of Midtown tend to have a higher ratio of restaurants and bars than a typical suburban shopping center. In the preceding analyses, they were categorized under retail with a parking generation ratio of 2.91 spaces per 1,000 SF. Restaurants and bars have a much higher parking generation ratio than retail at 9.44 and 14.12 spaces, respectively, per

1,000 SF. To adjust for this place-based dynamic, staff averaged four use types (retail, office, restaurant, and bar) for an estimated parking generation ratio of 7.22 spaces per 1,000 SF to better reflect the mix of uses in Midtown shopping center locations. With this adjustment, the parking demand increased for several blocks.

Demand Analysis Findings

These analyses present the following findings:

1. Overall, existing parking is sufficient to meet estimated demand for the current uses across the Midtown Study Area and within the 2017 Target Area. This suggests that area-wide, there is enough parking to meet parking needs.
2. Certain blocks within the Midtown Focus Area have a deficit of parking based on the estimated demand for current uses, while other blocks have a surplus. This suggests that despite availability of parking area-wide, there is a mismatch between parking location and parking need.



3. Blocks with parking deficits tend to be those with restaurants, bars, and assembly uses that have higher parking demand generation ratios than office and retail uses.

4. Based on survey responses, the most common reasons people visit Midtown are for restaurants, meeting up with friends or family, and shopping. This helps to explain the reason many Midtown visitors experience trouble finding a parking space: the uses they are coming to visit tend to be the uses that have insufficient parking to meet demand.

5. Given that parking is available within the area, but is insufficient at high-demand locations, visitors will necessarily need to park further from their destination and walk. Survey responses, as well as well-accepted urban design principles, suggest that most people are unlikely to walk further than a quarter mile (1,320 feet) or about three blocks and therefore may be deterred from frequenting places where parking is not convenient.

Potentially effective strategies will allow visitors to more comfortably reach their destinations. These include parking solutions that revolve around providing more parking near high demand uses, improving the efficiency of existing parking, and enhancing the ability and desirability of alternate modes of transportation, especially walking. Adding to the context for potential implementation of parking strategies, the next section reviews the local rules about how much parking is required, where it is allowed, and what design requirements apply.





D. REVIEW OF PARKING POLICY

A review of current parking policy provides the context in which potential parking solutions can be applied. This section provides an overview of applicable parking ratios, parking location, and landscaping standards. This section shows that the current parking ratios are in alignment with estimated parking demands and application of a maximum parking ratio does not prevent the provision of needed parking. Requirements for placing parking behind buildings is in alignment with walk-friendly streets, however when applied to sites without alleys or a coordinated shared rear access, front driveways still interrupt the pedestrian frontage, reduce the potential building frontage, and increase pavement needed for parking. Landscaping standards for parking lots have not been adjusted to urban conditions. Providing for flexibility in the urban condition and coordinated shared access to the interior of blocks could improve the ability to balance parking needs with walkability and environmental goals on small, irregular lots and enhance potential for incremental redevelopment.

As a general rule, parking is typically supplied as a supporting use to private development through the land development and redevelopment process. Requirements for minimum parking quantities became common in land development regulation during the 1950s and 60s as suburban development patterns that rely on automobile use became widespread (Davidson & Dolnick,

2002). While helping to ensure sufficient convenient parking for commercial uses with the intent to reduce impacts on adjacent uses and roadways, the provision of private free parking is costly, requires larger lots for development, and compounds reliance on the automobile. Around the turn the 21st century recognition of these impacts was highlighted, most notably, by Donald Shoup whose 2005 book *The High Cost of Free Parking* shifted perspectives around parking regulation. His work resulted in many communities, including Tallahassee-Leon County, incorporating maximum parking standards. Within the past five years, code reforms that remove parking minimums altogether have gained traction across the nation.

The Multimodal Transportation District (MMTD) code is the regulating standard for parking ratios and location for new development within the Midtown Study Area. Chapter 5 of the Tallahassee Land Development Code (TLDC) includes landscaping standards that apply to parking areas. Prior to the adoption of the MMTD Code, in 2011, all development in Tallahassee was required to provide the minimum amount of parking required by the land development code, or more, regardless of the need anticipated by the developer. With the adoption of the MMTD code, a maximum parking standard was put in place, which capped the amount of parking a development proposal could include.

1. Parking Ratios

Parking ratios are the measure that determines how much parking is required and are expressed as the number of spaces per a unit of measurement. Most commonly, non-residential parking ratios are based on 1,000 square feet (SF) of a type of use, and residential uses are based on dwelling units. For some uses, the unit is different. For example, the parking ratio for lodging is often based on the number of rooms in the development, and within the MMTD, parking ratios for multifamily uses are based on bedrooms.

As development and redevelopment occurs, parking is required to be provided according to parking ratios for the proposed use(s). The parking ratios for the MMTD generally require less parking than is required for the rest of the community. Another key difference is that, within the MMTD, parking is capped at a maximum. Application of a maximum parking ratio contributes to supporting development of walkable and transit-supportive urban environments. Where warranted, requests for flexibility can be submitted to the Parking Standards Review Committee for review on a case-by-case basis.

The MMTD General Parking Ratios are found online in Table 8A and 8B in [Sec. 10-285](#) of the Tallahassee Land Development Code (TLDC). The parking ratios listed are the maximum amount of parking allowed, a percentage of which (based on transect) is the minimum required parking. Lower intensity areas (e.g., Transect 3) require more parking while higher intensity areas (e.g., Transect 5 and the Downtown Overlay) require less parking. This policy aligns with parking demand observations that show that more dense and mixed-use areas, such as Downtown, do not generate as much need for parking because of the reduced reliance on a personal automobile and the presence of public parking.

While on its face, it might appear as if maximum parking allowances contribute to insufficient parking, the allowed maximum ratios are in alignment with, or exceed, demand ratios. For example, the maximum four (4) spaces per 1,000 SF ratio for general retail and commercial uses exceed the existing district-wide parking ratio of 3.42 spaces per 1,000 SF. The results of the parking demand analysis (pages 59–62) demonstrate that a district-wide parking surplus exists at a ratio of 3.42 spaces per 1,000 SF of non-residential use. So rather than limiting needed parking, the current ratios simply prevent excessive parking that is in conflict with high-quality pedestrian environments.



2. Locational Standards

As a part of creating a pedestrian-friendly and active streetscape, parking in the MMTD is to be located interior to the lot, not between the building and the street. Parking location standards for the MMTD are found online in TLDC [Sec. 10-284.5](#). The code uses "layers" to define where parking is allowed. With few exceptions, parking is only allowed in the 3rd layer. As depicted in Figure 5.D, the 1st layer is the portion of the site between the front property line and the building facade. The 2nd layer includes the first 20 feet back from the front facade. The 3rd layer is the remaining portion of the lot.

Where properties do not have rear or side vehicular access by a side street, alley, or shared interconnection, a driveway must be provided from the front of the site to the rear of the site. This reduces the width of the lot available for building footprint by about 30 feet and results in reduced redevelopment potential, especially on smaller lots. A coordinated shared driveway or interconnections amongst properties on a block would improve potential development outcomes, enhance the streetscape for pedestrians and cyclists, and allow for more efficient parking areas.

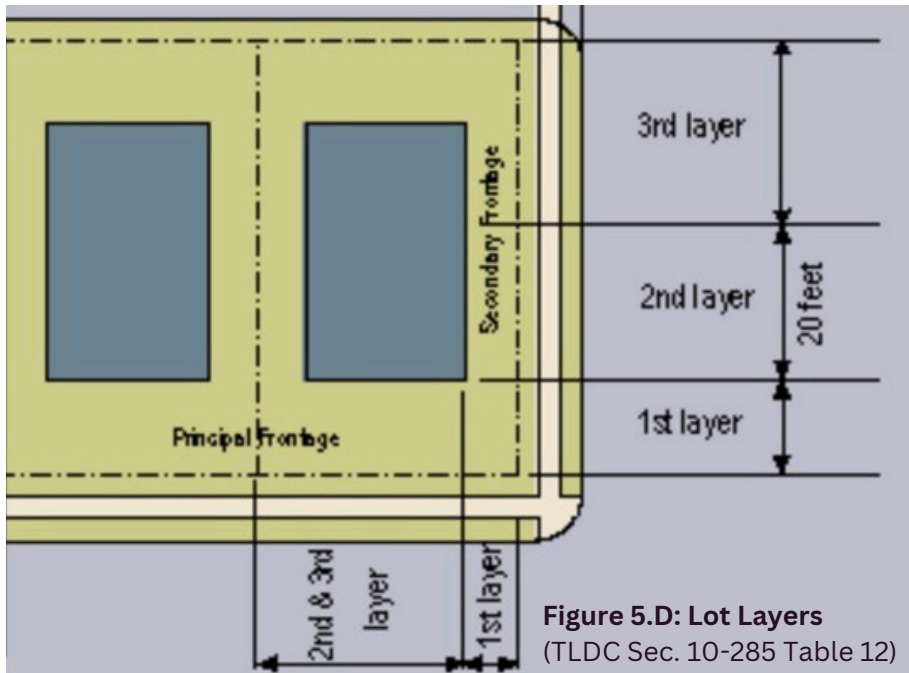


Figure 5.D: Lot Layers
(TLDC Sec. 10-285 Table 12)

3. Landscaping Standards

Landscaping standards support vital functions of the natural environment and enhance aesthetics that help mitigate impacts of development. However, strict application of minimum requirements has the potential to impact the ability to efficiently provide parking. Within the MMTD, some landscaping standards have been adjusted for an urban context, including an allowance for more lot coverage, which supports more dense urban development patterns that reduce sprawl. But not all landscaping rules have been adjusted for an urban context, resulting in suburban standards that are often at odds with walkable design solutions. Specifically, TLDC [Sec. 5-85\(k\)](#) contains community-wide landscape requirements for vehicular use areas and TLDC [Sec. 284.3](#) establishes applicable vegetative buffers within the MMTD. Some of the standards that could be evaluated and potentially adjusted for context include:

- Perimeter landscaping standards that require the provision of a landscaped buffer a minimum 10' wide along the property frontage and 8' wide at the sides and rear lot lines adjacent to vehicular use areas (VUAs)
- Tree planting standards that require one (1) tree for every 18 linear feet at the perimeter of the site (not the street frontage)
- Visual screening standards that require the use of shrubs, berms, or structures (e.g., knee wall, fencing)
- Landscaping islands required at a rate of one (1) 400 square foot island for every 4,000 square feet of vehicular use area and one (1) for every consecutive 14 spaces, exclusive of the perimeter landscaping

While the code does allow some relief and flexibility for redevelopment projects, these rules can be particularly difficult to meet on small, irregularly shaped urban sites, often resulting in a reduced ability to provide parking spaces. The dimensional requirements of the VUA buffers can also reduce the ability to achieve efficient parking layouts, potentially resulting in a greater ratio of impervious surface to parking space, impacting water quality and on-site stormwater management needs. These

rules, when applied, can also complicate or frustrate good pedestrian networks and vehicular interconnections that further the goals of the MMTD. Careful evaluation and strategic adjustments to policy that allows for flexibility based on context could improve parking and walkability outcomes while keeping with environmental goals.

E. REVIEW OF COMPLETED PARKING PROJECTS

In an effort to provide more parking, the City of Tallahassee has completed several efforts, including formalizing on-street parking, exploration of public parking, and informational support. Ninety-two (92) on-street parking spaces have been formalized through the 5th Avenue Plaza, Glenview Drive, and on-street parking striping projects. Providing clear markings provides drivers the confidence they are using an approved parking space and making more efficient use of the available parking.

Although the City responded to the community's need for more parking after the 2016 parking study by releasing an RFP for public parking, the effort did not result in development of new public parking options in Midtown. Community opposition to a structured solution led to a later evaluation of Midtown sites for potential surface parking. However, none of the sites garnered support from the Midtown Working Group. The collection of data and public feedback through these efforts has informed subsequent efforts, including this Study, and suggests provision of public parking is not widely supported.

Informational and educational efforts help guide parkers to available parking and spread awareness about alternate modes. Two projects have been completed to share information, including the creation of a parking and mobility map and brochure, and incorporating parking into wayfinding map panels. A complete summary of Midtown parking and mobility projects is found in Section II starting on page 22.

F. POTENTIAL PARKING STRATEGIES

Rather than a set of recommended actions, this section provides a menu of potential strategies that could be employed to address the parking issues in Midtown. Potential solutions could be addressed by either public or private sector, and in some cases, through a public-private partnership.

The potential strategies are grouped by approach and can be categorized in three ways:

- 1. Increasing the amount of available parking**
- 2. Reducing the demand for parking**
- 3. Increasing parking efficiency**



 **INCREASE
PARKING**

**REDUCE
DEMAND** 

 **EFFICIENCY
STRATEGIES**

1. INCREASING PARKING

The most direct approach to "not enough parking" is to provide more parking. While there is evidence from past efforts and the Midtown Survey that increasing parking is not the preferred approach, this section identifies several options, discusses their feasibility, and potential impacts. Providing new parking relies on investment by either the private or public sector. In some cases, a joint effort through a public-private partnership (P3) might be appropriate. Ultimately, little opportunity is currently available within Midtown to accommodate more parking, whether public or private, without consolidation of multiple properties and new construction at a scale outside the character of Midtown. Certain modifications to land development regulation could add flexibility that enhances incremental redevelopment potential that is in keeping with Midtown character, but the balancing act between active use, adequate on-site parking, and walkability would persist. Public parking has the potential to support incremental intensification of development in an area by alleviating the need to provide on-site parking. This improves redevelopment potential, increases the amount of active use, enhances walkability, and achieves transit-supporting densities while keeping development at a scale consistent with area character.

a. Private Strategies

i. Construct additional on-site parking.

Constructing additional on-site parking for existing uses might be feasible in some locations; however, throughout most of Midtown, sites have already used as much space as possible toward this end. Adding on-site parking is also limited by maximum parking allowances, location allowances, tree protections, landscaping standards, interconnection requirements, and impervious surface maximums. Development of private structured parking would only occur with large scale redevelopment. Due to the high cost and space required for structured parking, few sites in the heart of Midtown are large enough for structured parking without consolidation of several parcels.

ii. Construct off-site parking. Construction of off-site parking can provide for overflow parking, but unless conveniently located, well-marked, and supported by a high-quality pedestrian network it might not serve its intended purpose. Standalone parking, in addition to the space and regulatory limitations noted for "construct additional on-site parking" above, is also limited by allowed land use. Code changes or special development approvals may be needed to pave the way for this option, should it be desired.



iii. Redevelopment. Ideally, redevelopment provides opportunity for more efficient development outcomes, better parking arrangements, and an appropriate parking supply ratio. However, the small irregularly shaped parcels found in Midtown are difficult to develop efficiently under applicable land development regulations. If developed individually, many Midtown sites may very well end up with less parking and a smaller building footprint, and driveway interruptions to the pedestrian frontage will remain. To meet the necessary balance of structure, parking, and open space, redevelopment pressures are likely to result in lot consolidation and new development projects that are larger than what is typically seen in Midtown today.



b. Public Strategies

i. Construct public parking. Public parking has the potential to support incremental redevelopment by reducing or eliminating the need for on-site parking. When parking is not required on site, redevelopment potential is increased as is the number of active uses in an area. Whether residential or non-residential, the additional useful space for jobs and residents achieves transit-supportive densities and intensities while keeping development at a scale consistent with area character. Fewer driveways and parking lots enhances the walkability of street frontages, further supporting an active and multi-modal district.

Previous efforts toward public parking in the Midtown area did not receive the community support necessary to move them forward. In 2017, the City Commission directed staff to initiate an RFP for a P3 structured parking solution, however when the options were presented on February 20, 2019, all proposals were declined after significant opposition from Midtown residents. In a follow up effort, staff presented the Midtown Working Group (MWG) with a series of potential surface parking opportunities for public parking. Ultimately, the MWG did not support any of the options presented.

Despite a lack of traction with past efforts and mixed community opinions, a structured public parking solution could be the best option for

not only improving the parking situation in Midtown by supporting a park-once district but also enhancing private reinvestment in the area and supporting redevelopment at a scale that is in keeping with the current character of Midtown. However, the only publicly owned site large enough to accommodate a structured parking solution is the current Tallahassee Police Department site on 7th Avenue. Therefore, absent acquiring additional property in the Midtown area, there is no existing opportunity for the construction of structured public parking.

ii. Revise development standards. Careful review of and potential amendment to land development standards could add to the flexibility needed for the private sector to better supply parking. Tailoring rules to urban contexts instead of applying suburban standards supports incremental development that meets the community's environmental and walk-friendly goals. Policies discussed previously as candidates for further evaluation and potential revision include:

- *Vehicular access.* The MMTD code requires buildings to be brought up toward the street and parking placed behind buildings. This arrangement supports walkable environments. However, the benefit is limited where alleys or a coordinated shared access internal to the block do not exist. When only front access is available, the pedestrian frontage is interrupted

with driveways, the building frontages are limited, and a higher ratio of pavement to parking space is needed. These results are exacerbated on narrow lots like those found in much of the Midtown core.

Potential adjustments to policy revisions that could improve outcomes related to vehicular access revolve around consolidation and coordination of access to reduce conflicts with the pedestrian realm and efficiently provide rear access. Employing strategies such as requiring shared driveways, allowing reduced driveway widths for small lots, and standardizing the location of interconnections so they function more like alleys would serve to improve the efficiency of parking areas, promote a park-once mindset, and enhance the walkability of the area.

- *Flexible buffering standards.* Vehicular use area buffering requires a minimum eight (8) feet of landscaped area between parking areas and adjacent properties and 10 feet at street frontages. When applied to small, irregular, urban sites, these minimum dimensions can significantly limit the amount of parking that can be provided. Alternate standards for urban contexts and small sites could provide the flexibility needed to accommodate additional parking while providing visual buffering through alternate means such as fencing or walls.

- *Parking as a principal use.* Allowing parking as a principal use would provide the potential for public parking lots or private paid parking lots to serve the needs of the area and support a park-once district. Design standards to ensure safety and aesthetics would be critical if this solution is employed and should include rules for lighting, screening, access, landscaping, and street frontage at a minimum.

iii. Prioritize on-street parking. On-street parking could be more highly prioritized in streetscaping standards to encourage the creation of new on-street parking with redevelopment, resurfacing, and street reconstruction projects where feasible. Where sufficient roadway width occurs, on-street parking can be striped during resurfacing projects. Most Midtown streets with sufficient width and suitable characteristics already have on-street parking, so the potential results from this approach are limited. On-street parking should be included in design alternatives for street reconstruction projects, however, where right-of-way widths are insufficient, trade-offs for wider sidewalks, landscaping, and bicycle facilities will need to be considered and may take priority over parking. New on-street parking is most likely to be incorporated through redevelopment projects for which enhanced streetscaping is already required and where it could extend into the redeveloped site.

Space-saving streetscaping designs, such as parallel parking in-line with street trees and furnishing zones, could be utilized to accommodate on-street parking with other required streetscaping elements without significantly increasing the right-of-way width needed.

c. Public-Private Partnership (P3) Strategy

i. P3 structured parking. Public-private partnerships (P3s) are a formal process by which the strengths of each sector can be shared to achieve a common goal. A P3 is a contractual agreement between a public agency and a private sector partner. Florida Statutes §255.065 provides guidance for procedures for local governments following an unsolicited proposal, soliciting additional proposals, and evaluating proposals, including criteria for approval and essential terms for an agreement. P3s can take various forms regarding ownership, revenue, and other criteria to meet each partner's goals. Based on community response to previous efforts toward a P3, this strategy is not likely to be a viable option.





2. REDUCING PARKING DEMAND

Reducing parking demand is about enhancing and increasing access to mobility options to reduce dependency on the automobile and places to park them.

a. Private Strategies

i. Expand and enhance remote delivery of services.

During the COVID-19 outbreak, businesses that depend on the exchange of goods and services found creative ways to adapt. These adaptations that allowed businesses to connect with their customers remotely are strategies that can be incorporated into business plans to diversify services and reduce demands on parking. Specifically, work-from-home options and incentives for offices and use of delivery services for food and goods.

ii. Provide designated drop-off/pick-up areas.

Incorporating designated drop-off/pick-up areas on-site not only aids in the enhancement of remote delivery, discussed above, but also provides for convenient and safe locations for rideshare passengers. Fewer than 6% of Midtown business survey respondents indicated they have a designated drop-off/pick-up area for deliveries and rideshare (Q28). While half of the respondents reported no conflicts, a quarter reported problems with deliveries blocking parking and street circulation (Q29).

iii. Valet parking. Valet service reduces the demands for on-site parking by providing off-site parking without the deterring factors of finding a parking space and walking to one's destination. Valet parking can also make more efficient use of parking by reducing spaces between parked cars and double parking or utilizing off-site, and potentially shared, parking. Suitable on-site space and circulation is needed for the drop-off/pick-up nature of the service. If parking is located off-site, pedestrian safety issues could arise due to an elevated number of vehicle trips at the location.

iv. Incentivize alternate mode use for employees. When employees use transportation modes that do not require use of on-site parking, the parking demand is reduced, leaving more spaces available for customers. Encouragement is often needed to support modal shift. Incentive strategies can take many forms, some of which include requiring employees to pay for parking, providing bus passes, organizing carpooling, establishing reward systems, or simply prohibiting on-site parking for employees.

v. Provide bicycle parking. Bicycle parking is required with new development, however, just over one-third of business respondents to the Midtown Mobility Survey reported that their place of business provides bicycle parking (Q27). This suggests that over 60% of businesses could support bicycle ridership and help reduce their parking demand simply by providing on-site bicycle parking.



b. Public Strategies

i. Enhance mobility options. Improving the accessibility, convenience, visibility, and safety of modes of travel other than the personal automobile encourages people to make a different choice, reducing the amount of parking needed. Specific strategies by mode are explored further in Section VI (page 75).

ii. Walkable land use policy. Local land use policy that supports land development patterns that are not necessarily dependent on the automobile help reduce parking demand by supporting walkability and use of alternate modes of travel. For example, mixed-use districts and developments provide housing, jobs, shopping, and entertainment uses within close proximity. These land development patterns reduce reliance on the automobile by increasing the number of customers and employees who can walk or use alternate transportation options. Current applicable

comprehensive plan policies and MMTD code provide a robust foundation for supporting the primary components of walkable districts, including a mix of land uses, higher densities, shorter block lengths, high-quality sidewalks, and access to transit. Ongoing evaluation of policy effectiveness based on local development proposals and evolving best practices reveal potential amendments that could tailor solutions and enhance effective implementation of walkability goals.

iii. Development standards for drop-off/pick-up areas. Safe and convenient drop-off/pick-up areas can encourage use of ridesharing modes that do not depend on parking spaces. Good design of these facilities minimizes conflicts with traffic and parking. Adoption of model design standards for both private development and street design for drop-off/pick-up areas could lead to more facilities that support ridesharing and delivery services.

iv. Standards for mobility hubs. The recently adopted (December 2025) update to the Land Use and Mobility Element of the Tallahassee-Leon County Comprehensive Plan includes objectives and policies related to the development of mobility hubs. These objectives and policies will be implemented through land development regulations and design guidelines that guide development of mobility hubs and provide flexibility as technology and travel behavior patterns evolve over time.



3. EFFICIENCY STRATEGIES

Efficiency strategies are about maximizing the use of existing parking, which requires management strategies. Managing parking improves efficiency of use and helps to ensure it is available for those whom it is intended or who needs it most.

a. Private Strategies

i. Shared parking agreements between private parties. Shared parking agreements, especially between uses with differing peak demand times, allows more flexibility in parking options and better utilizes existing parking. Shared parking also supports a park-once district, reducing infrastructure needs and congestion, while improving district vitality. One-third of business owner respondents to the Midtown Mobility Survey indicated they have a parking agreement (Q30), suggesting that shared parking arrangements are viable. Furthermore, 80% of those who do not already have parking agreements, indicated they were open to sharing parking (Q31), suggesting there's significant opportunity to increase the practice within the district. While liability concerns have been cited as a barrier, model agreements can be found that provide sample language to protect all parties, the use of which should be based upon private legal counsel.

**DATA SOURCES
INCLUDE:**



**Parking
Meters**



**Mobile Pay
Apps**



**In-Ground
Sensors**



Cameras



**License Plate
Readers**

ii. Leased parking contracts. When a mutual benefit is not gained through shared parking, paying another landowner for use of parking spaces helps to secure needed spaces for one use that are not being used by another.

iii. Parking management. Utilize parking management strategies whether administratively or through a third-party service to monitor and ensure proper usage by employees and customers. Specific strategies include utilizing towing services, metered parking, payment services, valet service, and issuing parking permits.

b. Public Strategies

i. Parking management. Existing on-street public parking in the Midtown Study Area is managed by City of Tallahassee Parking Services who monitor the area and respond to complaints. Although no public spaces within the Midtown area are currently metered, application of metering or paid parking through ParkMobile can be used to encourage turnover in high demand areas. Additional parking management strategies can be employed including demand or dynamic pricing, permits for residents, and use of monitoring technologies that provide digital enforcement.

ii. Mark additional on-street parking. While previous efforts have formalized 92 on-street parking spaces in Midtown, more could be done. Of the 662 on-street parking spaces counted in the Midtown Study Area, approximately 211 are unmarked and nearly 100 of those are within the Focus Area. Clear markings can improve parker

confidence and encourage the use of those existing spaces. Nearly all of the remaining unmarked on-street spaces are adjacent to residential uses. MSC recommendation is needed prior to working with Underground Utilities and Public Infrastructure for implementation.

iii. Information. Providing users with complete and accurate information helps users meet their needs by becoming more aware of potential parking locations, knowing what to expect in terms of potential fees and time limits, and improving user experience. Keeping information up to date is an ongoing challenge. Emerging technologies can help bridge the gap by providing real-time monitoring that is connected to apps with live maps.

iv. Coordinated site access. MMTD development standards require parking to be located at the back of lots. Without alleys or another form of coordinated shared access, driveway curb cuts not only interrupt the pedestrian frontage but also require additional impervious surface to access parking at the rear of the site. Coordination would improve potential development outcomes, enhance the streetscape for pedestrians and cyclists, and allow for more efficient parking areas. More specific land development regulations could improve coordination of shared driveways and interconnections amongst properties on a single block. Other avenues to identifying, planning for, and acquiring future alleyways could be explored whether as a public initiative or some form of public-private partnership.

GOURMET ICE CREAM



The Cottages at Lake Ella



Midtown Parking & Mobility Study

MOBILITY STUDY



I. Executive Summary

II. Midtown Placemaking

III. The Midtown Study Area

IV. The Midtown Mobility Survey

V. Parking Study

VI. Mobility Study

VII. Summary of Potential Strategies

VIII. Conclusion

VI. MOBILITY STUDY

Dependence on the personal automobile is the primary driver of parking demand. By better understanding traffic dynamics and the barriers to switching from one transportation mode to another, or “modal shift,” we can identify potential strategies to increase the safety, comfort, and convenience for alternate mobility options that reduce the demand for parking. The Mobility Study is presented in four sections. The first section addresses Existing Plans and Studies, and the remaining three sections are organized by mode: Automobile Traffic, the Pedestrian and Bicycle Network, and Additional Mobility Options. Each of these sections addresses existing conditions as they apply to mode and potential strategies. A Summary of Potential Strategies is found in Section VII (page 101).

A. EXISTING PLANS AND STUDIES

This section provides an overview of several traffic and mobility related plans; each include recommendations impacting the Midtown Study Area. A list of project recommendations that fall within the Midtown Study Area, along with their current status, is included for each study.

1. Midtown Area Transportation Plan (CRTPA, 2020)

Adopted in 2020 by the Capital Region Transportation Planning Agency (CRTPA) Board, the Midtown Area Transportation Plan (MATP) was developed in two phases. Phase I analyzed traffic and travel patterns, determining that peak travel is concentrated in the morning and is

generated by areas north of the Midtown Study Area. Two intersections were identified as experiencing significant delays: N Monroe Street at 7th Avenue and Thomasville Road at 6th Avenue. Nine alternatives were identified and evaluated. Six alternatives were presented for public feedback in Phase II. Three options were eliminated from consideration due to feasibility, and included two roundabout alternatives at Thomasville Road and 7th Avenue, and returning 6th and 7th avenues to bi-directional flow.

Phase II utilized a series of public engagement opportunities to evaluate the six alternatives and consider additional alternatives for bicyclists and pedestrians. Participants consistently preferred options that increase landscaping and provide multimodal options with shared use paths and wider sidewalks. Highlighted concerns focused on walking and biking safety, especially along the one-way corridors of 6th Avenue, 7th Avenue, and N Gadsden Street where speeding is more likely to occur.

The MATP ultimately presented seven (7) recommendations and six (6) supporting projects that were in the planning phase at the time of the report publication. The recommendations are listed as A–G in Table 6.A, and the supporting projects are listed as H–M. The supporting projects were each identified for being implemented by either state, regional, or local agencies. The location of all MATP recommendations and supporting projects are shown in Figure 6.A.



MIDTOWN AREA TRANSPORTATION PLAN

1

Phase I analyzed traffic and travel patterns determining that peak travel is concentrated in the AM peak period and is generated by areas north of the Midtown Study Area.

2

Phase II utilized a series of public engagement opportunities to evaluate the six alternatives and consider additional alternatives for bicyclists and pedestrians.

	Location	Improvement	Current Status
RECOMMENDATIONS	A	RRFB crosswalk on Meridian at De Soto	Recommended
	B	Gadsden Street Speed Study and Traffic Calming	Recommended
	C	6th and 7th avenue Speed Study and Traffic Calming	Traffic Calming Complete
	D	Meridian Road sidewalk from 7th to existing sidewalk near Tharpe	Recommended
	E	Thomasville Road South	Resurfacing Scheduled
	F	Thomasville Road North	Resurfacing Scheduled
	G	North Monroe Street	Recommended
SUPPORTING PROJECTS	H	Pedestrian Improvements (FDOT)	Complete
	I	Lane removal for sidewalk on Gadsden (Leon County PW)	Complete
	J	Sidewalk on west side of Gadsden (CRTPA)	Recommended
	K	Remove Directional Sign on Thomasville (FDOT)	Complete
	M	Beard Street Realignment (COT)	Recommended

Table 6.A: Midtown Area Transportation Plan (MATP) Improvements: Recommendations and Supporting Projects

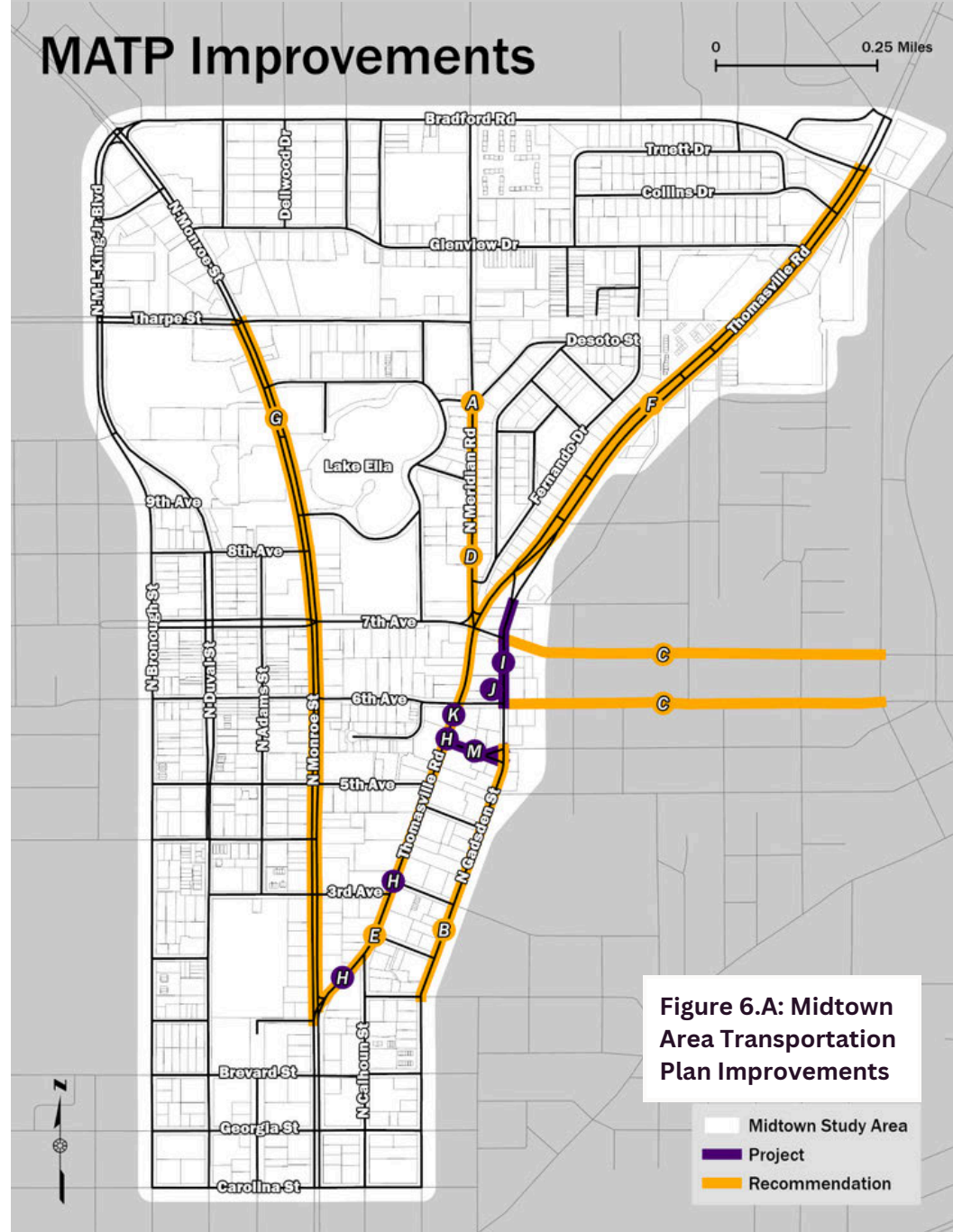


Figure 6.A: Midtown Area Transportation Plan Improvements

Midtown Study Area
 Project
 Recommendation

2. Tallahassee-Leon County Greenways Master Plan (Planning, 2015)

The Tallahassee-Leon County Greenways Master Plan (GMP), updated in 2015, identifies and prioritizes potential greenway projects providing community-wide access to natural and cultural resources by a network of shared use paths and trails. Of the 32 identified projects, three are within the Midtown Study Area and shown in Figure 6.B. The projects have been prioritized for implementation (Greenways Master Plan Implementation) by the Blueprint Intergovernmental Agency (BPIA) Board of Directors.

The projects include:

- The first phase of the Lake Jackson Greenway (GMP #32) connecting Lake Ella to Trousdell Aquatic and Gymnastics Center was recently completed by BPIA.
- A feasibility study and design have been completed by the CRTPA for the Thomasville Road Multi-Use Path (GMP #28) from Betton Road to Metropolitan Boulevard. The portion of this Greenway project from N Monroe Street to Betton Road was included in BPIA's Midtown Placemaking project with Phase I including N Monroe Street to 9th Avenue, however FDOT ended their partnership with the project in 2025.
- The Lake Ella Connector (GMP #16) linking W 10th Avenue near Raa Middle School to N Monroe Street has not yet begun implementation.

3. Tallahassee-Leon County Bicycle and Pedestrian Master Plan (CRTPA, 2020)

The CRTPA Tallahassee-Leon County Bicycle and Pedestrian Master Plan (BPMP) was originally adopted in 2004. The 2019 update, adopted in June 2020, focuses on improvements for safe and convenient facilities for all users with varying abilities and confidence levels. Midtown was one of five focus areas for identifying recommended Major Projects and Neighborhood Network Routes for improvements. Projects are prioritized and ranked in a tier system with Tier 1 being the highest priority. While the BPMP does not recommend a prioritization of individual projects for implementation, it does recommend that Tier 1 projects be implemented first. Three (3) Major Projects and 10 Neighborhood Network Routes fall within the Midtown Study Area. They are listed in Table 6.B and shown in Figure 6.B.

Tier 1 Major Projects	
1	Thomasville Road from 1st Ave to Raymond Diehl Rd (multi-use path)
5	Martin Luther King Jr Boulevard from 4th Ave to Tharpe St (bicycle lane & traffic calming)
14	4th Avenue from Central St to N Adams St (multi-use path)
Tier 1 Neighborhood Network Routes	
2D	Georgia Street from N Woodward Ave to N Meridian St
2F	Adams St from Pensacola to 1st Ave
5C	Beard St from Thomasville to Miccosukee
5E	Williams Street to Cherry/McDaniel/Meridian
5F	5th and Adams
5G	10th Ave
Tier 2 Neighborhood Network Routes	
5A	Glenview Dr from Tharpe to Thomasville
5D	Payne & Terrace, Thomasville to Miccosukee
5H	8th Ave
Tier 3 Neighborhood Network Routes	
5N	Los Robles loop

Table 6.B: BPMP Projects Within The Midtown Study Area

Multi-Modal Projects

0 0.25 Miles

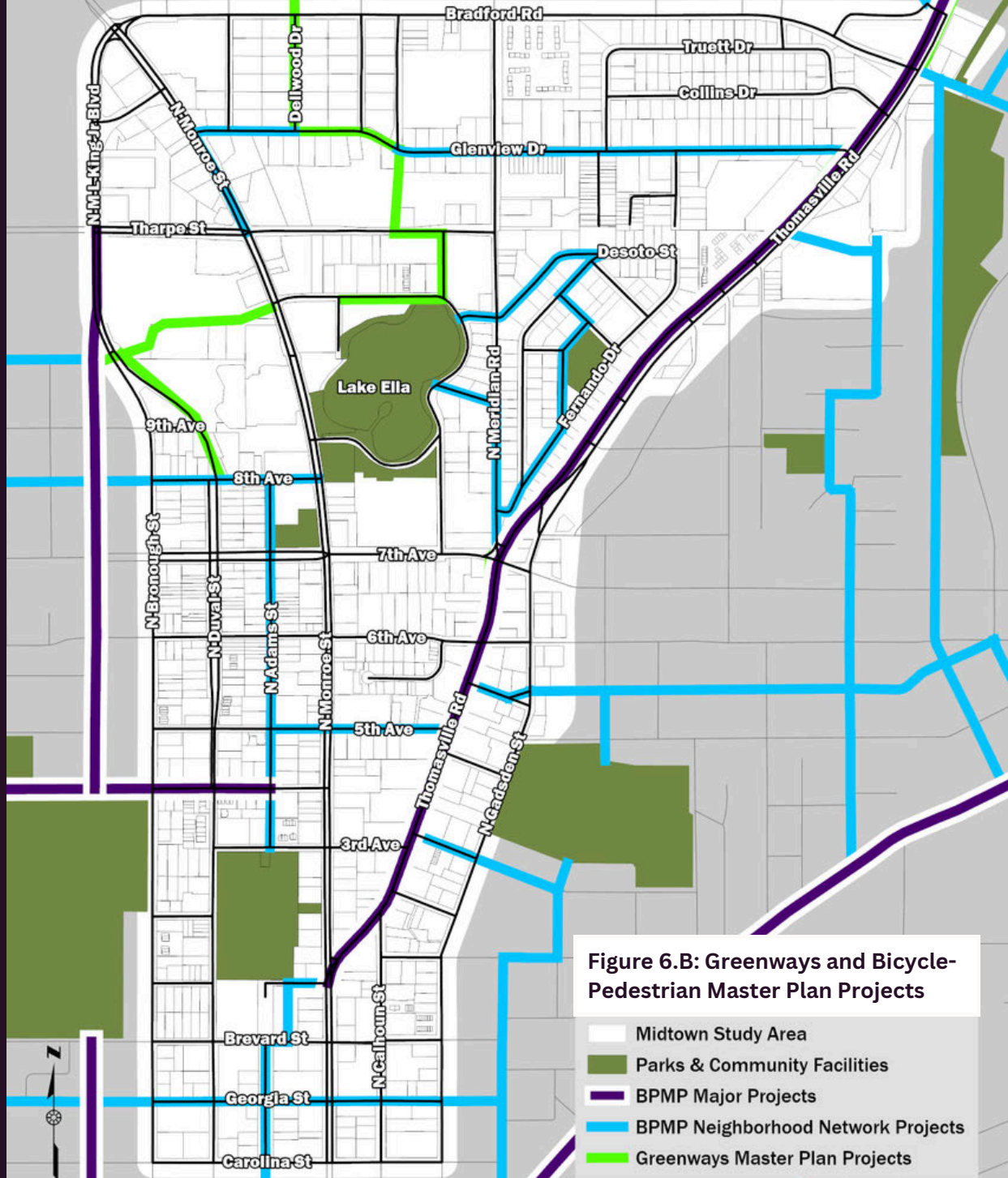


Figure 6.B: Greenways and Bicycle-Pedestrian Master Plan Projects

- Midtown Study Area
- Parks & Community Facilities
- BPMP Major Projects
- BPMP Neighborhood Network Projects
- Greenways Master Plan Projects

Major Projects include corridors that will require significant effort to reconstruct street elements in order to provide recommended infrastructure at critical bicycle route gaps. Neighborhood Network Routes are primarily on local streets and include improvements such as signage, lane markings, and traffic calming.

4. Safe Streets and Roads for All Safety Action Plan (CRTPA, 2023)

The CRTPA Safe Streets and Roads for All (SS4A) Safety Action Plan was adopted on June 19, 2023. Based on the Safe System Approach, “that recognizes that humans make mistakes, and the transportation system should be designed to reduce the severity of crashes and their consequences,” the CRTPA plan focuses on three principles:

1. Safe people—prioritize the safety of all road users, including those who walk, bike, drive, ride transit, and travel by other modes.
2. Safe speeds—promote safer speeds on roadways through appropriate design, signage, outreach campaigns, and enforcement.
3. Safe roads—design, construct, or retrofit roadways to promote safer travel, mitigate human error, and limit the severity of injuries.

The CRTPA SS4A plan reviewed five years of historical crash data (2017-2021) for the four-county (Gadsden, Jefferson, Leon, Wakulla) region and identified the High-Injury Network (HIN).

High-Injury Network

0 0.25 Miles

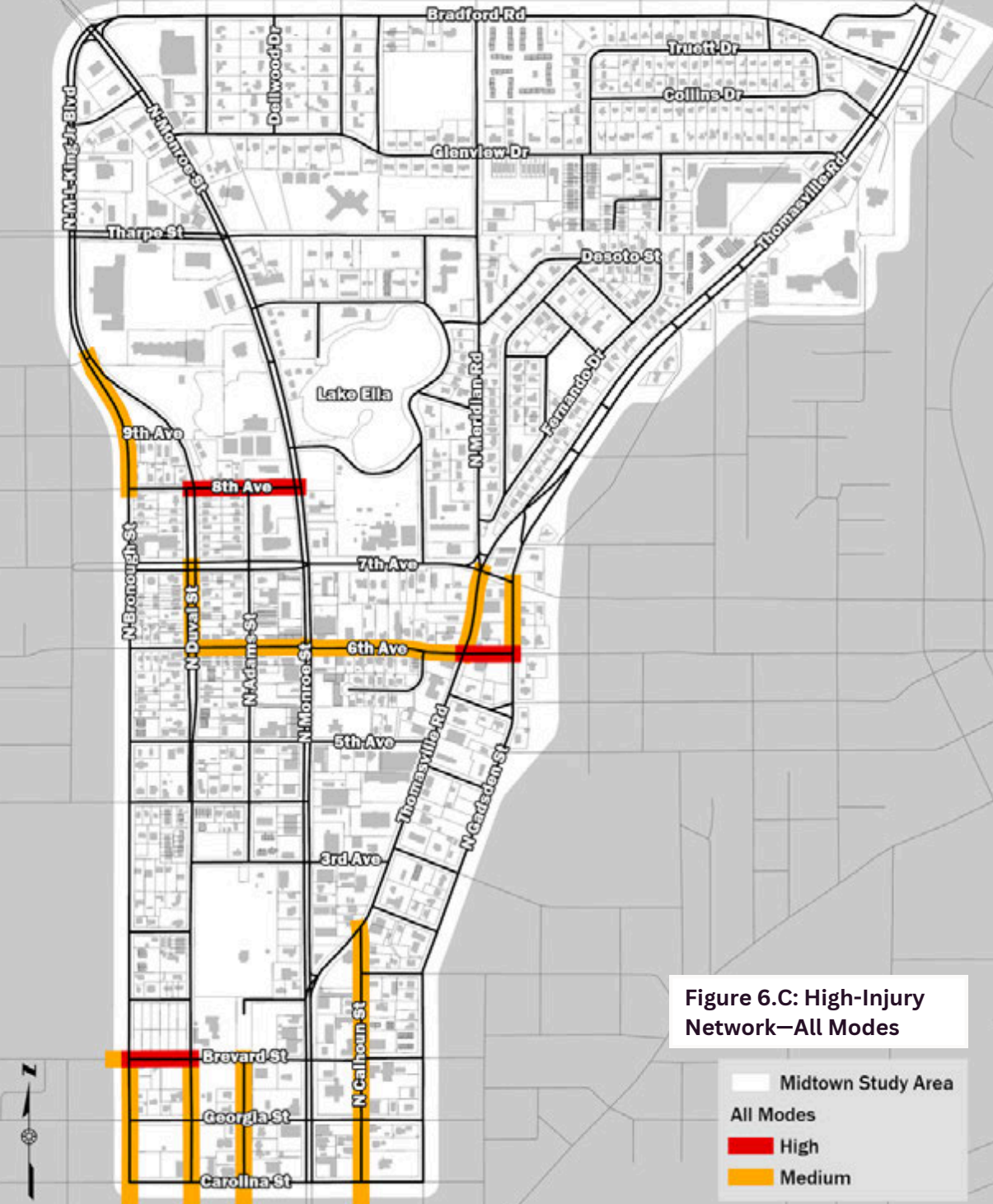


Figure 6.C: High-Injury Network—All Modes



The HIN is the result of analysis of data from the *Signal Four Analytics* database to identify locations with historical safety concerns. Figure 6.C shows the HIN for all modes and Figure 6.D shows the HIN for vulnerable users, which include bicyclists, pedestrians, and other multimodal users.

The overall HIN utilized a weighted formula for severity of crashes. Using the weighted rate, segments with a crash rate over 60 per 100 million vehicle miles traveled (VMT) are classified as high hazard. Medium hazard segments are those where the crash rate is between 25 and 60 per 100 million VMT.

Three (3) segments within the Study Area are identified as High Hazard:

- 8th between Duval and Monroe
- 6th between Thomasville and Gadsden
- Brevard between Bronough and Duval

Nine (9) segments are identified as Medium Hazard:

- Bronough between 10th and 8th
- Duval between 6th and 7th
- 6th between Duval and Thomasville
- Thomasville between 6th and 7th
- Gadsden between 6th and 7th
- Calhoun south of Thomasville
- Adams south of Brevard
- Duval south of Brevard
- Bronough south of Brevard

High-Injury Network

0 0.25 Miles

For the vulnerable users HIN, only segments where at least one fatal or serious injury crash were included. High hazard segments are those where crash frequency is over 20 per mile. Medium hazard segments have a crash frequency between 5 and 20 per mile.

Three (3) segments within the Midtown Study Area are included in the HIN for vulnerable users:

- Duval between 6th and 7th (High)
- Bronough between 10th and 8th (Medium)
- Monroe between Bradford and Tharpe (Medium)

The CRTPA SS4A plan identified infrastructure projects and applied prioritization criteria based on safety, equity, and multimodal values as well as public engagement. High scoring projects within the Midtown Study Area include the Lake Jackson Greenway (BPIA) and W 6th Avenue from Bennett Street to N Monroe Street (COT). Several years of data have been collected since adoption, so the CRTPA is currently updating the HIN network to reflect potential changes.

B. AUTOMOBILE TRAFFIC

The major roadways that traverse the Midtown Study Area both define the extents of Midtown and provide waves of potential customers on their daily commutes. However, the high volumes and speeds of through traffic impact

Figure 6.D: High-Injury Network—Vulnerable Users



the sense of safety for pedestrians, bicyclists, and other users. This section reviews existing conditions, summarizes applicable survey responses, and outlines potential solutions to address traffic concerns in Midtown.

1. Existing Conditions

Beyond the navigational functions of roadways, several characteristics significantly influence how roadways function, what amenities are provided, access to adjacent land uses, and timing of improvements. Functional classification and maintenance are two such characteristics. Functional classification describes the type of traffic served and is a determining factor in what standards may apply.

The jurisdiction responsible for maintenance has a controlling factor in determining design potential and implementation timelines. These, and other existing condition characteristics, including canopy roads, one-way pairs, traffic counts, and origin and destination data is included below.

a. Functional Classification

Roadway functional classification identifies the type of service roadways are intended to provide and are grouped into categories. The functional classes adopted in the Tallahassee-Leon County Comprehensive Plan include principal and minor arterials, and major and minor collectors. Unclassified streets are "local streets." In addition to describing intended

service characteristics, the functional classification is the basis for applying streetscaping requirements within the MMTD. The functional classifications are shown in Figure 3.C, on page 29, of this Study.

Arterials, whether principal or minor, provide continuous routes that serve through-traffic at high volumes with long average trip lengths. These are the roadways suburban residents will most likely travel to get to Downtown jobs. Principal arterials in Midtown include Monroe Street and Thomasville Road. Minor arterials include portions of Tharpe Street, Meridian Road, the Bronough-Duval couplet, and the Calhoun-Gadsden couplet.

Collectors link arterial with local roads or major traffic generators serving to link land uses with mobility. Major collectors include the 6th-7th avenue couplet and Brevard Street. Portions of 4th Avenue and Adams Street are considered minor collectors.

Midtown has a high concentration of arterial and collector roadways, leading to both real and perceived traffic concentrations and safety concerns as expressed in the survey responses. These roadways are designed and intended to move traffic through the area and exhibit higher traffic speeds, multiple lanes, and have limited parallel facilities for pedestrians and bicyclists. Retrofitting opportunities are limited and, should they arise, will necessarily require careful balance between conflicting needs.

b. Maintenance

Roadway maintenance falls to different agencies and affects the timing, authorization, and funding of roadway improvements. Within the Midtown Study Area roadways are maintained by Florida Department of Transportation (FDOT), Leon County, the City of Tallahassee, or are privately owned and maintained. Roadway ownership and maintenance is shown in Figure 6.E.

Although the City has adopted enhanced streetscaping standards for sites within the MMTD, it is ultimately up to the maintaining agency for state and county roads whether and to what extent those requirements can be constructed. Coordinating and partnering with other agencies is critical for achieving roadway improvements. The BPIA and CRTPA are valuable planning and implementation partners.



Maintenance

Roadway Ownership

0 0.25 Miles

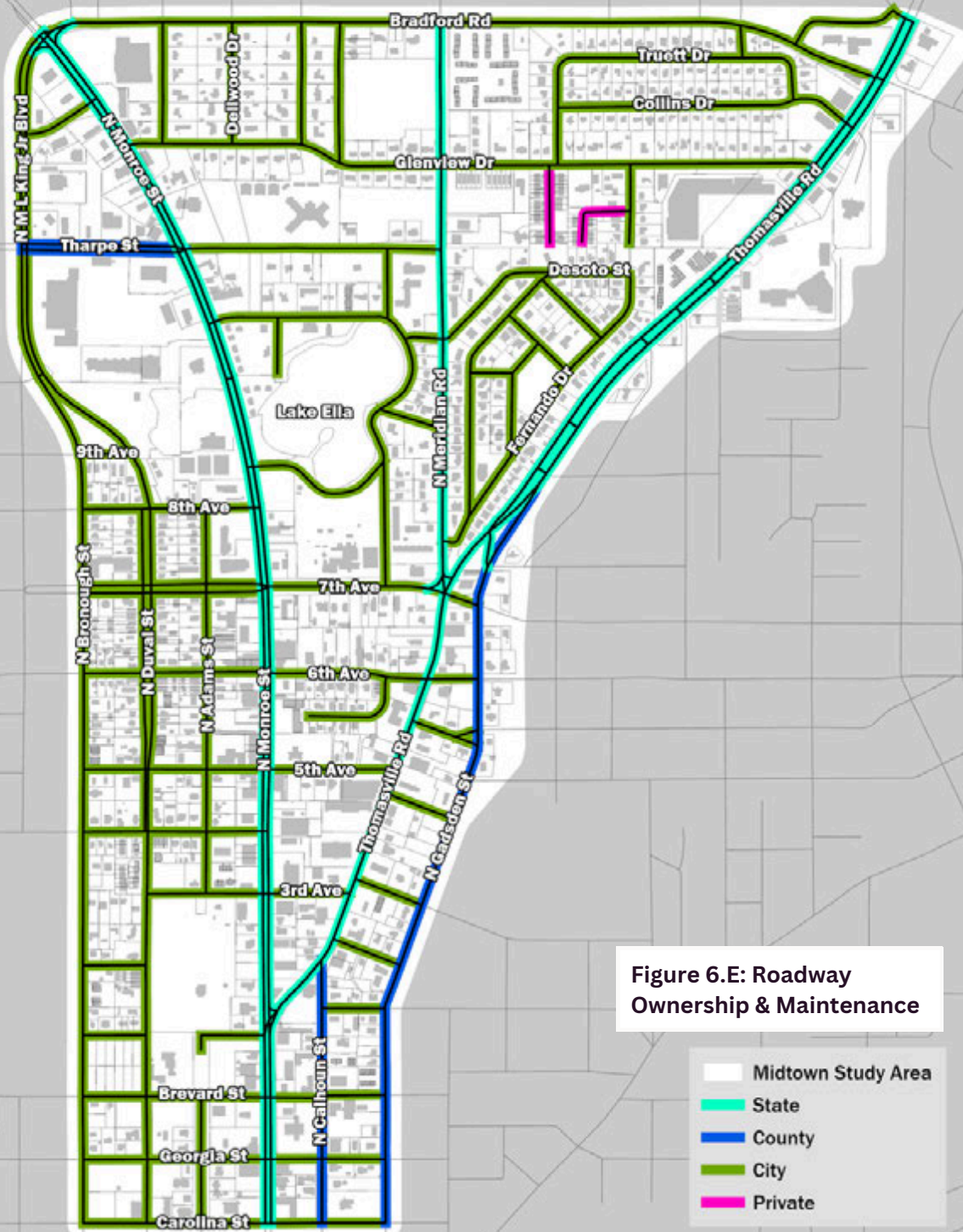


Figure 6.E: Roadway Ownership & Maintenance

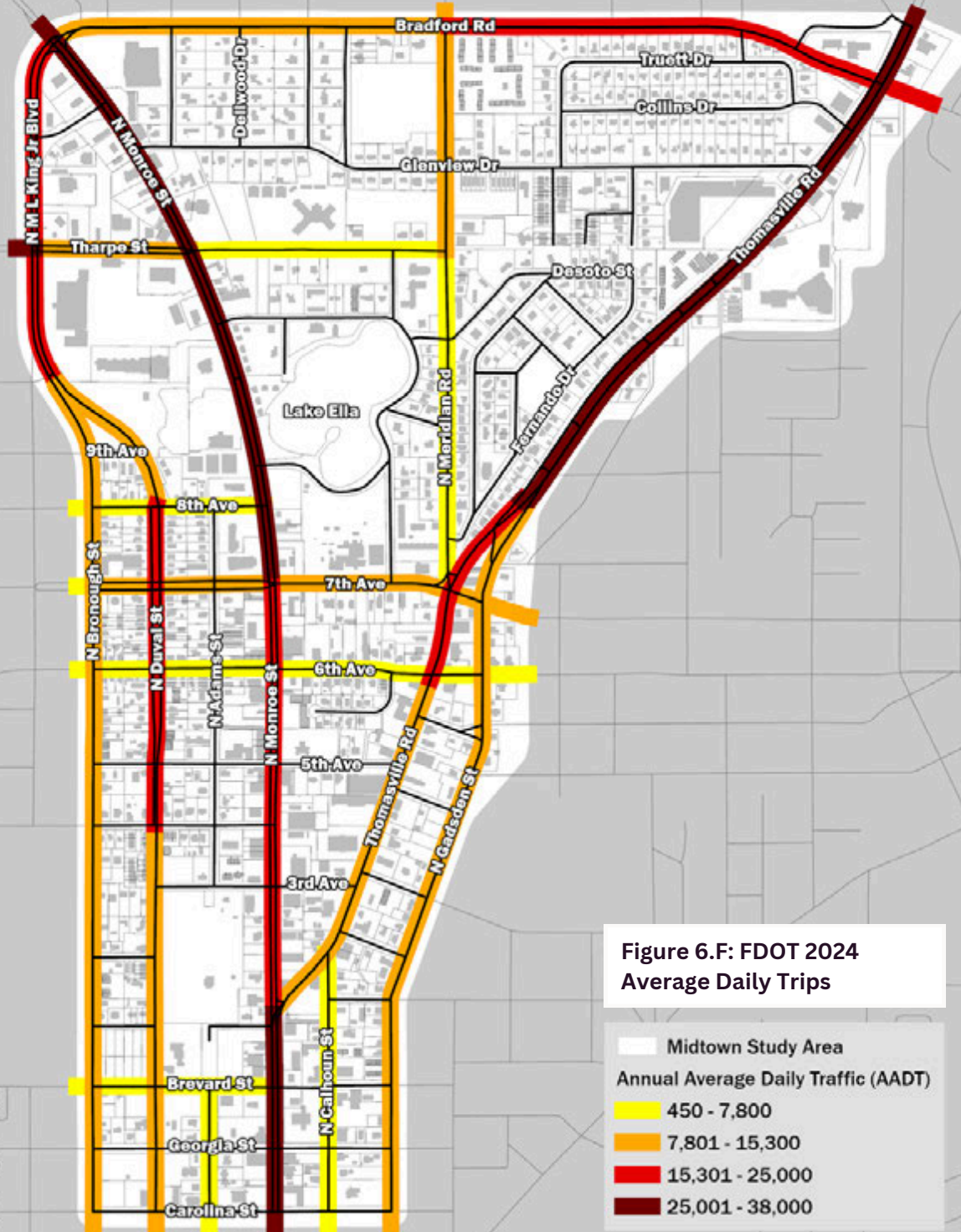
c. One-way Pairs

Three one-way pairs are within the Midtown Study Area. They serve to move high volumes of traffic quickly into and out of Downtown. Bronough and Duval streets run north-south on the west side of the Study Area where Calhoun and Gadsden streets are on the east side of the area. The 7th and 6th avenue pair runs east-west through the middle of the Study Area. The one-ways are all classified as major collectors as shown in Figure 3.C (page 29). Calhoun and Gadsden are maintained by the County, but the others are City-maintained streets, as shown in Figure 6.E.

One-way streets improve traffic flow, increase capacity, and reduce conflict points, however increased speeds are hostile to pedestrians and bicyclists. With this, vitality of urban commercial corridors is negatively impacted from less visibility to drivers and reduced foot traffic. Returning to two-way street patterns could help slow traffic and return vitality to area businesses, however Phase I of the Midtown Area Transportation Plan (MATP) explored returning 6th and 7th avenues to bi-directional flow but abandoned the idea, in part, due to reduced level of service and operational improvements not currently warranted.

FDOT Traffic Counts

0 0.25 Miles



d. Canopy Roads

Meridian Road, north of 7th Avenue, is a designated Canopy Road. The Canopy Roads Overlay District includes 100 feet from the centerline of designated roadways to ensure the preservation and protection of the canopy trees and is shown in Figure 3.C. on page 29. Disturbance within the overlay shall be minimized to the greatest extent possible, which limits improvements, potentially including sidewalks, within the Canopy Road Overlay District. Impacts to trees and roots are reviewed by the Canopy Roads Citizens Committee.

e. Traffic Counts

The 2024 Florida Department of Transportation (FDOT) traffic counts for the Midtown Study Area are shown in Figure 6.F. The colors show the relative annual average daily traffic (AADT) on street segments. Those in yellow carry fewer vehicles each day and dark red segments carry the most. The Monroe Street and Thomasville Road arterials carry the most traffic. The Bronough-Duval one-way pair along with Gadsden Street and 7th Avenue serve to divert some of the traffic away from Thomasville Road between Monroe and 7th Avenue, where the roadway contains only one lane in each direction. Roadway capacity is calculated based on several characteristics of the roadway, including adopted level of service (LOS) standards. Development projects are not approved unless concurrency review demonstrates adequate capacity exists or approved mitigation is implemented.

f. Origins & Destinations

Much of the traffic represented by traffic counts and shown in Figure 6.F can be assumed to be commuter traffic to Downtown, so to better understand trips that are Midtown specific, Placer.ai data was examined. The maps in Figure 6.G and Figure 6.H show what Placer calls Visitor Journey —the vehicle traffic routes visitors take when going to or from Midtown, respectively.

The data depicted in the Visitor Journey maps indicate that the principal routes into and out of Midtown are largely the same, suggesting that visitors may be more likely to return to their origin rather than to a third destination, suggesting many trips to Midtown are intentional.

The most common entrance and exit points are Tharpe Street, N Monroe Street, Thomasville Road, and Brevard Street. Other than the obvious differences for one-way streets, a few subtle differences between the maps are apparent. Roadways that appear on the "to journey," but not on the "from journey," include 4th Avenue, Carolina Street, and Blair Stone Road south of Apalachee Parkway. Those roadways that appear on the "from journey," but not the "to journey" include Hermitage Boulevard and Park Avenue east of Magnolia Drive. Additional Placer.ai data regarding the Trade Area is included as Appendix D, providing additional context for Visitor Journey information.

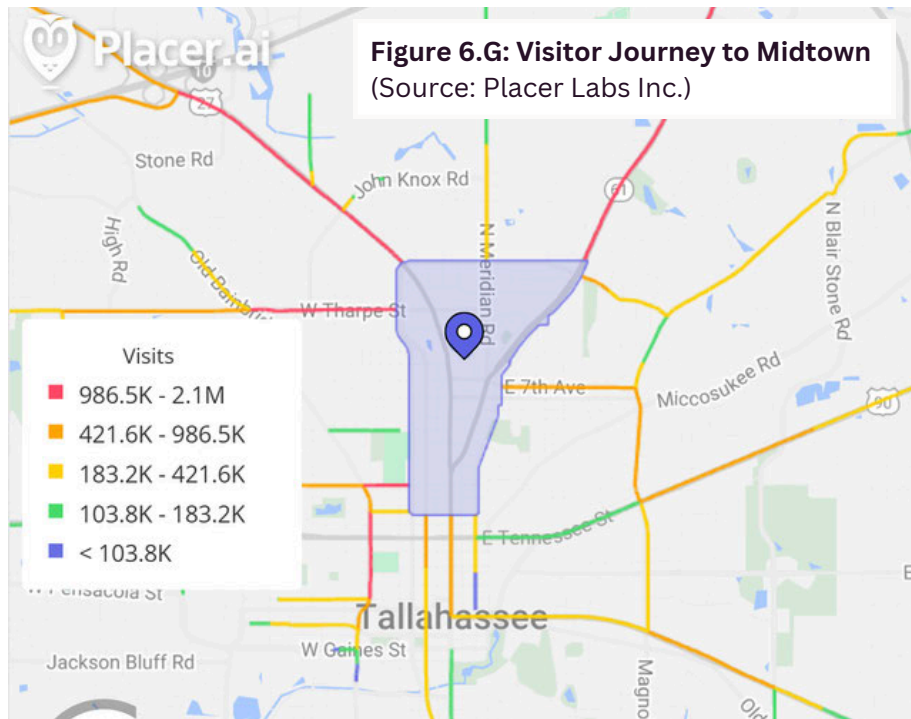


Figure 6.G: Visitor Journey to Midtown
(Source: Placer Labs Inc.)

Midtown Parking & Mobility Study Area / 1309 Thomasville Rd, Tallahassee, FL 32303 | Based on visitor To Property | Jan 1st 2024 to Dec 31st 2024 | To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. Data provided by Placer Labs Inc. (www.placer.ai)

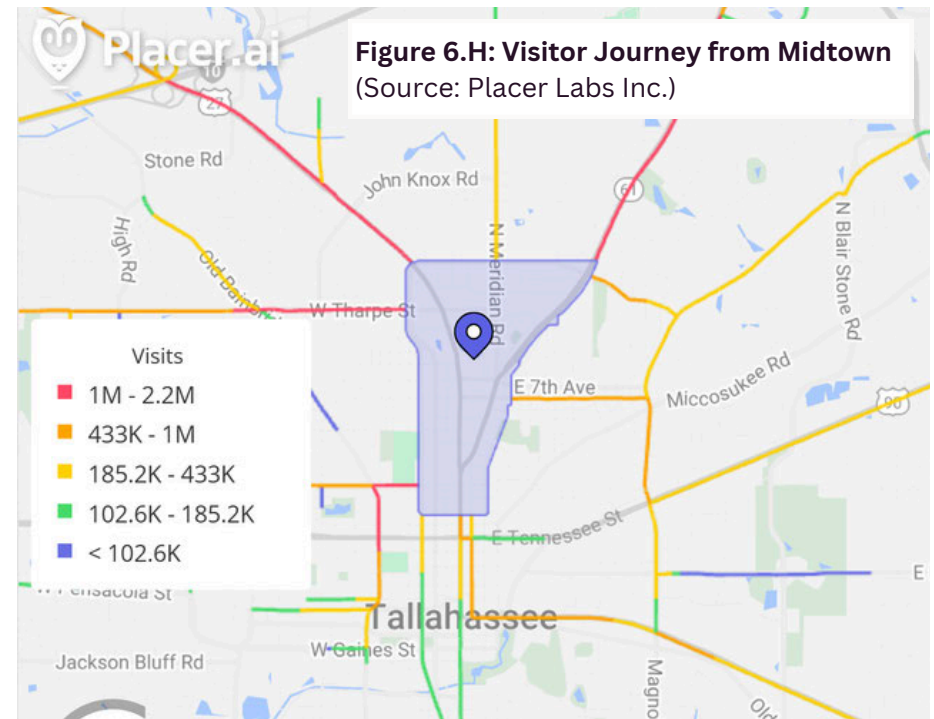


Figure 6.H: Visitor Journey from Midtown
(Source: Placer Labs Inc.)

Midtown Parking & Mobility Study Area / 1309 Thomasville Rd, Tallahassee, FL 32303 | Based on visitor From Property | Jan 1st 2024 to Dec 31st 2024 | To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. Data provided by Placer Labs Inc. (www.placer.ai)

2. POTENTIAL STRATEGIES

Midtown contains vital segments of the region's traffic network system. These roadways are critical in delivering goods and services as well as commuters. The convergence of Monroe Street and Thomasville Road is part of what makes Midtown a unique area of Tallahassee, but reducing some of the negative impacts of traffic would help improve the safety and experience for pedestrians, bicyclists, and other users, ultimately reducing parking demand and enhancing district vitality.

a. Traffic Calming

Several survey respondents, in the open-ended responses, suggested traffic calming as a needed intervention. Limited traffic calming strategies are permitted on arterial and collector streets, however, lane narrowing and potential incorporation of on-street bike lanes can occur during resurfacing projects where sufficient roadway and right-of-way exist. For local and minor collectors, requests for traffic calming can be made to the City's Underground Utilities and Public Infrastructure (UUPI) department. Streets that meet volume and speed criteria may be eligible for traffic calming measures if at least 67% of the adjacent property owners support the interventions. Other specific traffic calming measures include curb extensions, pavement markings, landscaped islands, chicanes, raised

intersections, speed humps, and street trees. Each roadway project should be evaluated for and incorporate appropriate traffic calming measures.

b. Context Classification

Context classification categorizes environments based on their physical, social, and functional characteristics to match road design to the surrounding land use. Implementing context classification results in several cross-sections for a single roadway, providing narrower lanes, lower speeds, and curb extensions in walkable areas to help slow traffic and create safer conditions for pedestrians and bicyclists. Inclusion of multimodal infrastructure including sidewalks, bike lanes, and transit stops further enhances the vitality of urban centers and reduces reliance on the automobile. Adoption and application of context classification helps ensure roadways support all users, community wide. FDOT has adopted context classification design guidance and has been applying it to projects since 2018. Recently adopted revisions to the Land Use and Mobility Element of the Comprehensive Plan include the use of context classification, which will apply to City and County roadways.

c. Restore Two-Way Traffic Patterns

Returning one-way pairs to bi-directional traffic flow adds friction that helps to slow traffic, improving actual and perceived safety for other

street users, and allows drivers to be more engaged and aware of their surroundings. While this strategy would provide localized benefits, converting one-way pairs to two-way streets would likely result in more traffic congestion and increase commute times for people who travel through Midtown. Calhoun and Gadsden streets were the first to be converted to a one-way pair in 1955 to improve downtown circulation (Ensley, 2024). The others followed transportation changes stemming from the anticipated implementation of I-10 in the mid to late 1960s to reduce congestion (Brown, 2014).



Pedestrian Facilities

0 0.25 Miles

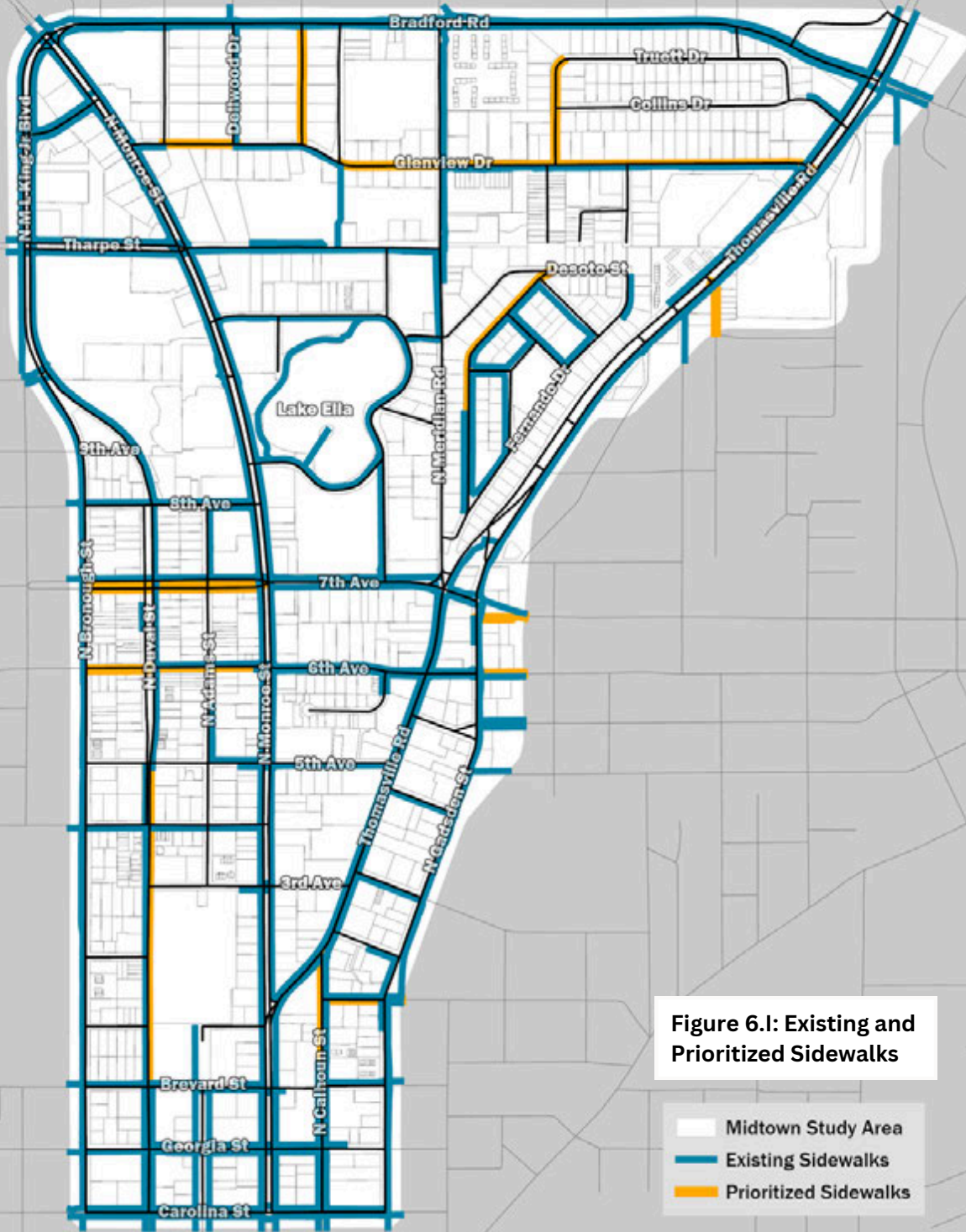
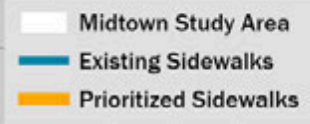


Figure 6.I: Existing and Prioritized Sidewalks



d. Dynamic Traffic Management

Smart signals, if integrated, could adjust timing of traffic signals to manage the flow of traffic based on real-time conditions. This could help slow traffic speeds by integrating more stops or reduce congestion by responding to backed up conditions. It could also significantly improve pedestrian comfort and safety by increasing signal walk times, trigger traffic calming interventions when pedestrians are present, and change speed limits under varying conditions. Dynamic traffic management and other intelligent traffic management systems, such as the Tallahassee Advanced Traffic Management System, that rely on connected data require power and infrastructure for implementation. UUPI staff received approval in February of 2025 to apply for a federal grant to assist with upgrading signal cabinets to not only be more resilient during storms but also provide the capacity to integrate emerging technologies.

C. PEDESTRIAN & BICYCLE NETWORK

The pedestrian network is made up of sidewalks in or adjacent to public rights of ways and trails and greenways separated from roadways. A complete and safe pedestrian network provides equitable mobility to nearly everyone.

This section reviews the pedestrian and bicycle conditions in Midtown and identifies potential strategies for improvement. The first subsection

Bicycle Facilities

0 0.25 Miles

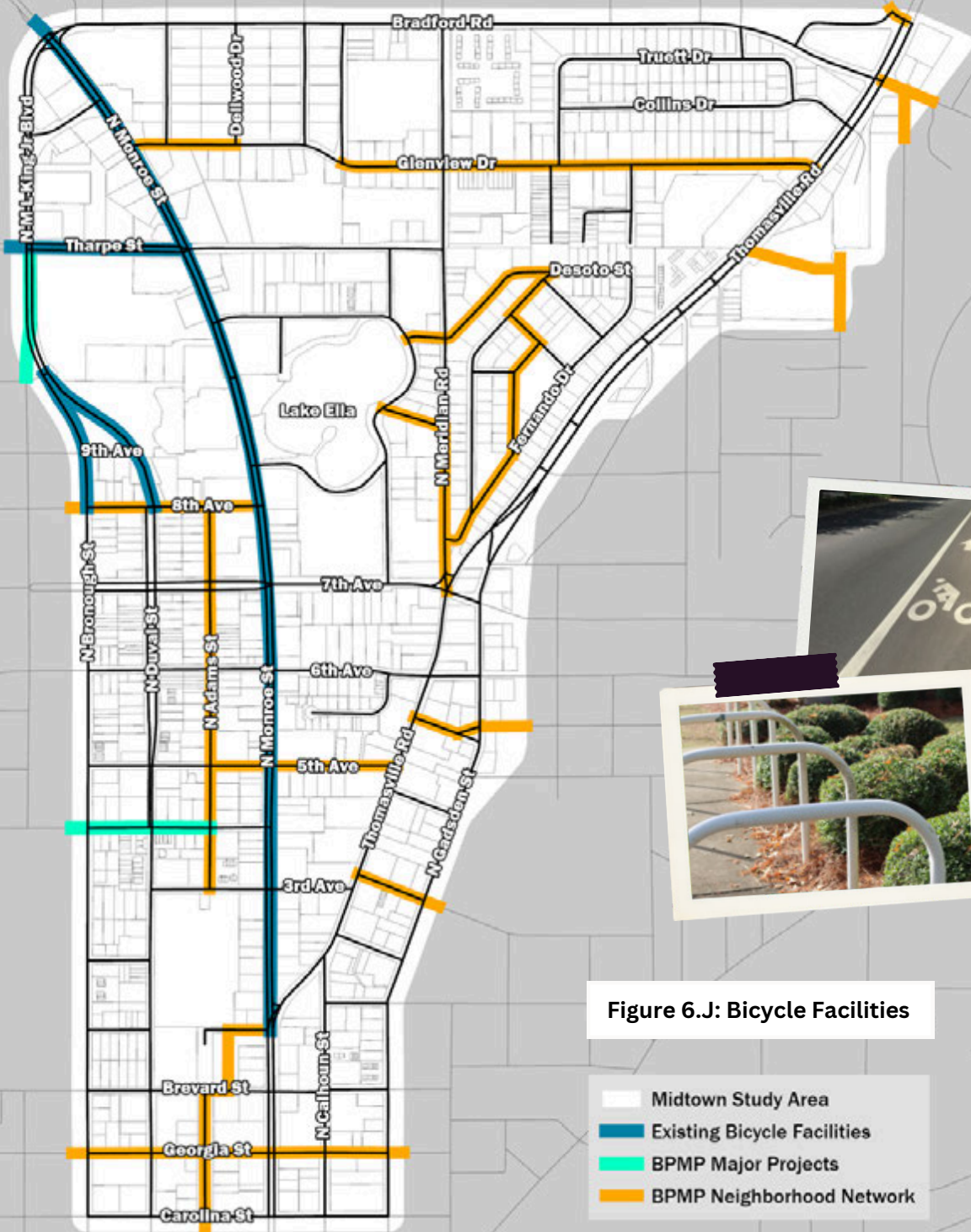


Figure 6.J: Bicycle Facilities

- Midtown Study Area
- Existing Bicycle Facilities
- BPMP Major Projects
- BPMP Neighborhood Network

reviews the existing conditions, including already planned sidewalk, bicycle, and multi-use facilities. The second subsection reviews user data from Strava, the Tallahassee-Leon County Planning Department bicycle counts, and crash data. The third subsection presents a gap analysis and lists potential strategies for improving pedestrian and bicycle networks.

1. Existing Conditions

The Midtown Area Transportation Plan (CRTPA 2020) reports that "pedestrian facilities" was consistently ranked as the most important element when prioritizing different improvements to the streetscape in their public engagement survey. Respondents were most interested in sidewalks, enhanced crosswalks, and shared-use paths.

Existing sidewalks, bicycle infrastructure, and trails are shown in Figure 6.I and Figure 6.J along with already identified future needs based on the City's Sidewalk Prioritization List (discussed later in this section) and the Tallahassee-Leon County Bicycle and Pedestrian Master Plan (BPMP).

To better understand user behavior as it relates to walking and biking, Strava data were reviewed. Strava is a mobile app and social network used to record activities by its users. The GPS route information is collected by self-reported mode and is used here to gain insights into the routes pedestrians and bicyclists take through Midtown.



Figures 6.K, 6.L, and 6.M show Strava data for walking, running, and cycling respectively. The light-colored lines indicate where there are more trips, whereas darker lines indicate fewer trips. Given that the target user for the Strava app is most likely recording trips for exercise, recreation, or commutes, this data is only a proxy for pedestrian and bike routes and most likely does not fully capture routes people take for the purposes of accessing goods and services.

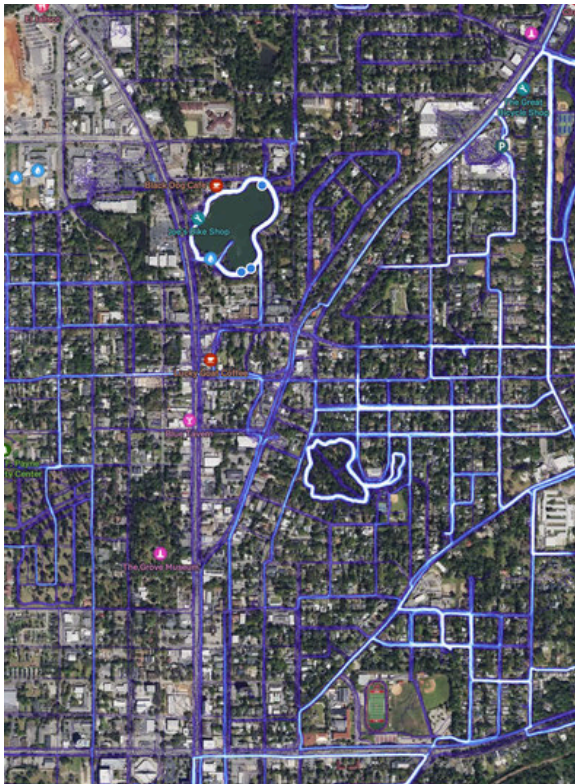


Figure 6.K: Midtown Walking Routes
(Source: Strava)

With regard to the Strava data for walking (Figure 6.K), the most heavily walked areas are around Lake Ella, Lafayette Park, and along Beard Street and Ingleside Avenue. Unsurprisingly, this indicates people are more likely to walk in areas that are protected from traffic and for recreational purposes. However, the most interesting and potentially useful information is where people are walking outside the public right-of-way or where there is no sidewalk. More walking trips are made

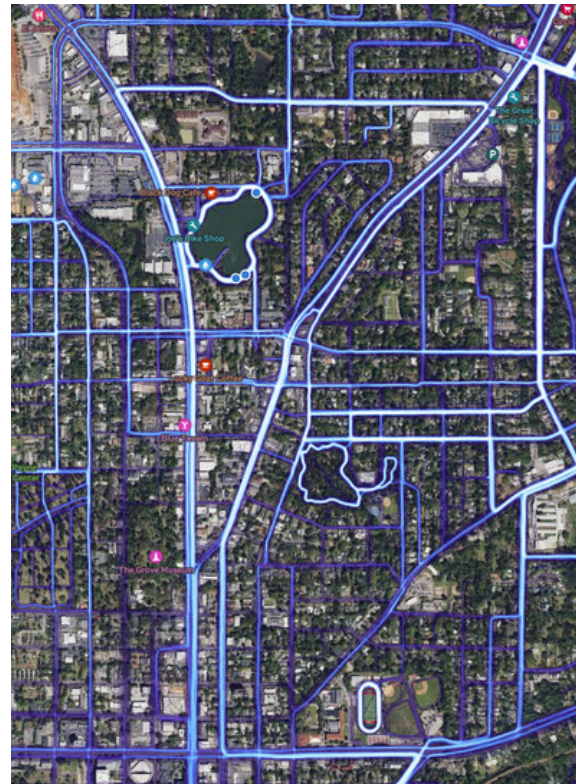


Figure 6.L: Midtown Running Routes
(Source: Strava)

through the alleys and mid-block driveway connections than on the parallel roadways. This is evident behind the Redwire building where a driveway connects Lafayette Circle to 5th Avenue, the alley adjacent to Lucky Goat between 6th and 7th avenues, and abutting parking lots between 6th and 7th avenues at 246 E 6th Avenue.

The running data shown in Figure 6.L. are strikingly different from the walking data.

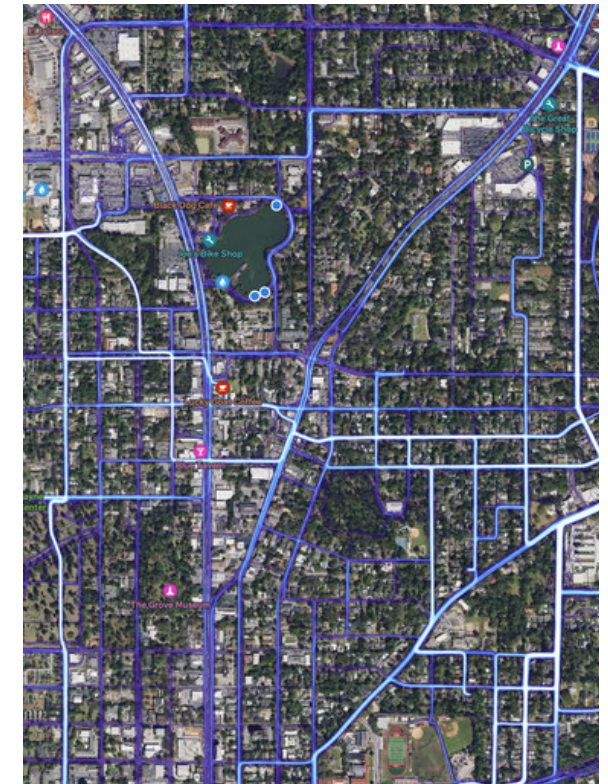


Figure 6.M: Midtown Cycling Routes
(Source: Strava)

High-Injury Network

0 0.25 Miles

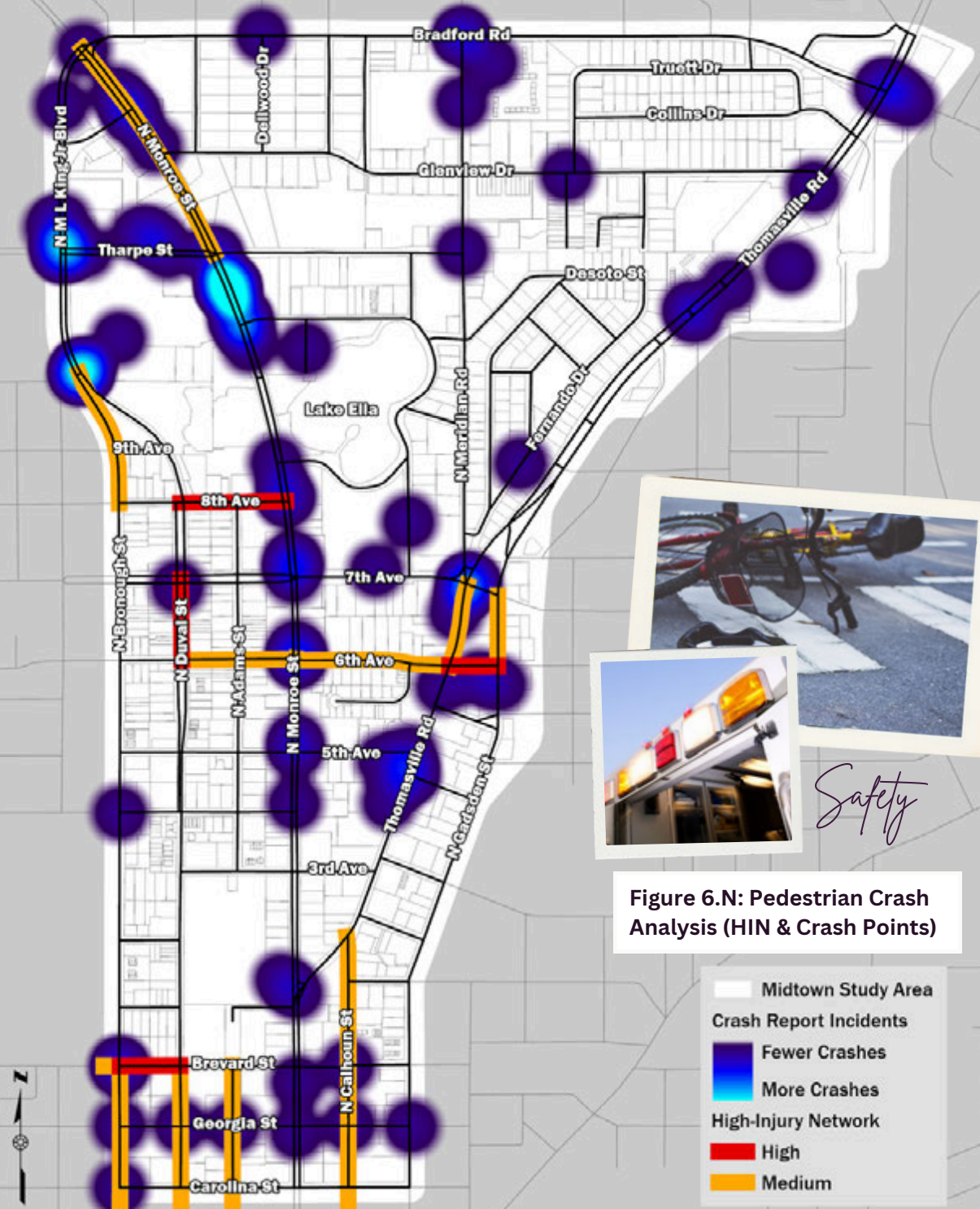


Figure 6.N: Pedestrian Crash Analysis (HIN & Crash Points)



Safety

Running is more decisively a form of exercise where distance is a factor and traffic is less of a deterrent. The most heavily traveled routes for running through Midtown are more aligned with the public rights-of-way. Most notable is the heavy use of Glenview Drive where some segments have no sidewalks. This demonstrates the value that has been achieved by past projects and will be achieved once remaining segments are completed.

The cycling routes shown in Figure 6.M tell a different, yet overlapping story with the pedestrian routes shown in the previous maps. The cycling patterns seem to reflect more of a commuter pattern with heavily used routes continuing through the district rather than around Midtown. Notable differences include a lack of use around Lake Ella or Lafayette Park, less use on the major arterial roadways of N Monroe Street and Thomasville Road than the runners, and heavier use on 5th Avenue and Adams Street than the pedestrian modes. Again, this helps reinforce the need for and value of several of the proposed or prioritized projects and helps to illustrate the various ways people get around and through Midtown.

The Planning Department collects bike count data periodically to aid in identifying high-use corridors, track effectiveness of improvements, and patterns of use over time. The intersection at 5th Avenue and Thomasville Road was observed at five time points between November 2016 and November 2018 with an overall average of 3.2 bicyclists per hour.

Gap Analysis

0 0.25 Miles

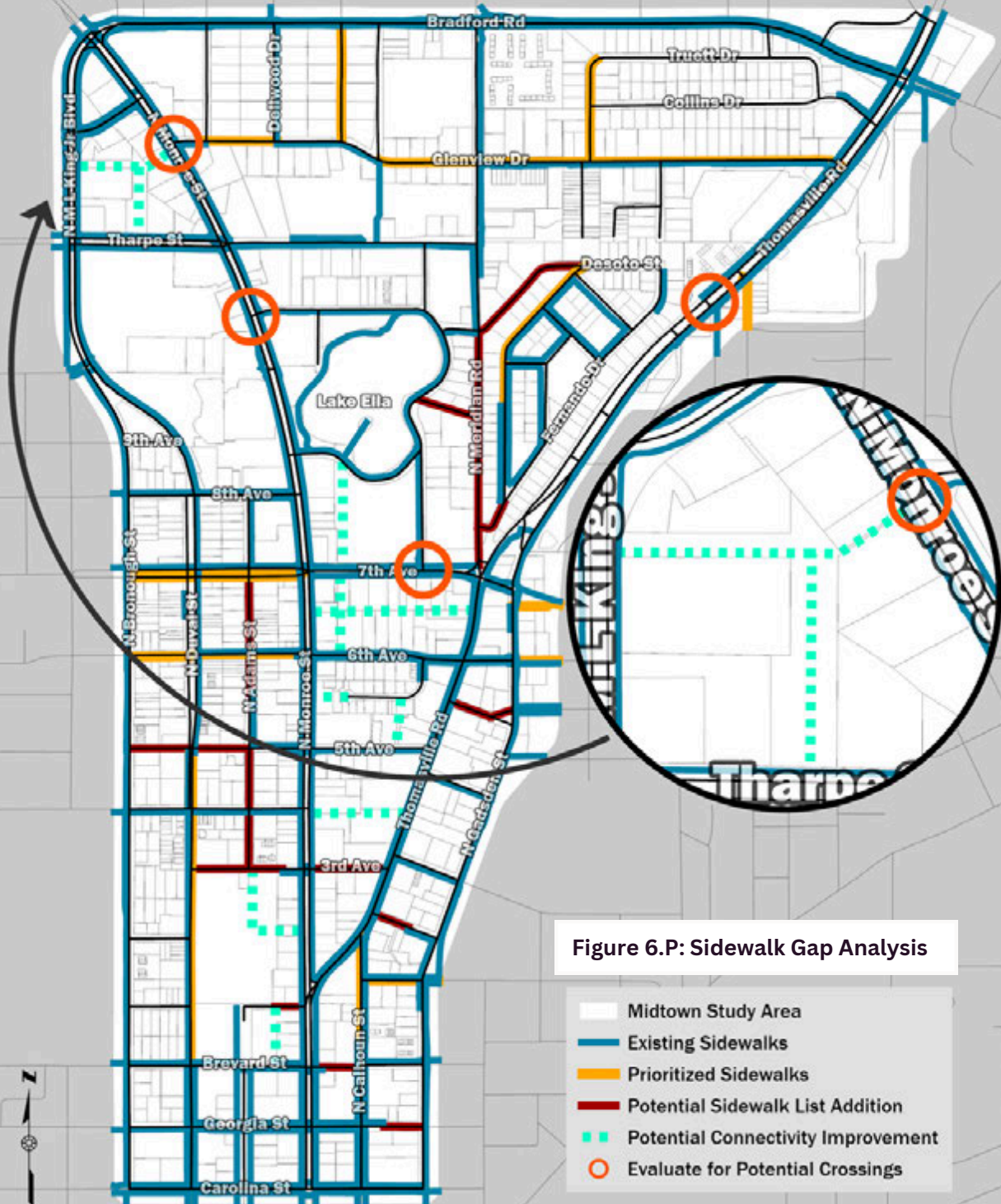


Figure 6.P: Sidewalk Gap Analysis

Figure 6.N shows crash locations for pedestrians and bicyclists, respectively, from 2001–2020. The crash locations are overlaid on the High Injury Network (HIN) vulnerable users data. The HIN data focuses on severe and fatal crash data, so clusters of crashes may show up at certain intersections or road segments, but not overlap with the HIN data. Crash clusters indicate high-conflict areas where interventions are likely most needed and would be most effective.

Most pedestrian and bicyclist crashes occur along major roads such as N Monroe Street and Thomasville Road and tend to be concentrated near intersections. The number of crashes at intersections and roadways around Lake Ella Plaza, especially on N Monroe Street between Tharpe Street and N Lake Ella Drive are concerning for both pedestrians and cyclists. Additionally, the intersection at N Monroe Street and 7th Avenue is of particular note for pedestrian crashes, and the “Five Points” intersection at Thomasville Road and 7th Avenue stands out among bicycle crashes.

2. REVIEW OF SIDEWALK AND TRAIL PROJECTS

In addition to the Bicycle and Pedestrian Master Plan (BPMP) and Greenways Master Plan (GMP) projects discussed in Section VI, the City’s Programmed Sidewalk List and Sidewalk Prioritization List contain planned and prioritized lists of sidewalk projects city-wide.

The City's [Sidewalk Prioritization List](#) is a maintained list of potential sidewalk projects and is the basis for the City's [Programmed Sidewalk List](#). The current list was last updated in May 2024. Prioritization occurs for two tiers. Tier 1 are potential projects where there are no existing sidewalks. Tier 2 are potential projects where sidewalks exist on one side of the street. Projects are ranked based on several criteria including safety, demand, connectivity, and street functional classification. Prioritized and programmed sidewalks are shown in Figure 6.P.

Currently, there are two programmed sidewalk projects within the Midtown Study Area. They include 6th Avenue from Old Bainbridge Road to Monroe Street, and Greenwood Drive from Glenview Drive to Bradford Road with a combined estimated investment is \$2.15 million. The 6th Avenue project was started in June of 2025 and is anticipated to be complete in spring of 2026. The anticipated start date of the Greenwood Drive project is in 2028.

The 2024 Sidewalk Prioritization List includes four (4) Tier 1 and six (6) Tier 2 sidewalk projects that are within or intersect the Midtown Study area. Another four (4) Tier 1 and one (1) Tier 2 projects are within Midtown neighborhoods. These projects account for a current estimated investment of \$9.07 million. These projects are listed in Section II under Identified Future Projects (page 23). Requests for additions to the Sidewalk Prioritization List can be submitted online using the [Request a Sidewalk](#) form.

3. POTENTIAL STRATEGIES

As previously mentioned, the Midtown Study Area lies almost entirely within the Multimodal Transportation District (MMTD), offering a valuable opportunity to promote a walkable and bikeable environment. According to walkability expert Jeff Speck, four key criteria encourage people to choose walking over driving: the experience must be useful, safe, comfortable, and interesting (2012). These principles can also be extended to bikeability, as both modes rely on a built environment that supports practicality, safety, and overall user experience. Promoting walkability and bikeability in Midtown will require strategies that address these essential qualities.

a. Complete the Network

Complete pedestrian and bicycle networks provide safe, accessible, and connected routes that support mobility, health, and equity for all users. Ensuring connectivity encourages active transportation and supports community vitality by linking people to destinations without relying on cars. While the City's Sidewalk Prioritization List identifies many needed connections, they do not complete the network. Figure 6.P identifies additional priority segments where sidewalk connections would improve network connectivity within the Midtown Study Area. Even at this, not all streets are identified for potential improvements. Some gaps will remain on local streets where there is limited connection to the network and few users to be served. Most of the additional segments, on City maintained roadways, might be added to



Sidewalks

Walkable & Bikeable



Comfortable Places

the Sidewalk Prioritization List for implementation but would compete with projects City-wide. The suggested sidewalk on Meridian Street between 7th Avenue and DeSoto Street is the exception, requiring coordination with FDOT for implementation.

b. Continue to Develop Safe Roads and Streets

Promoting safe conditions for walking and biking requires more than simply allocating space; it also involves prioritizing the needs of the most vulnerable road users: pedestrians and cyclists. Effective strategies include traffic calming measures such as narrower travel lanes, as well as modal separation through dedicated, protected infrastructure like appropriate sidewalks and bike lanes. Intersections should be thoughtfully designed to reduce conflict points and enhance visibility for all users, using elements such as high-visibility crosswalks, curb extensions to shorten crossing distances, corner islands, and designated waiting areas for cyclists.

N Monroe Street and Thomasville Road have the highest number of pedestrian and bicycle crashes within the study area. Currently, N Monroe Street features painted on-street bike lanes between Bradford Road and Tharpe Street, as well as shared lane markings (sharrows) from Tharpe Street to 1st Avenue. FDOT could improve safety along this corridor by evaluating and implementing feasible strategies for traffic calming and enhanced pedestrian and bicycle facilities.

Additionally, intersections such as Martin Luther King Jr. Boulevard at Tharpe Street and 10th Avenue, as well as 7th Avenue at N Monroe Street and Thomasville Road, have presented multiple bicycle and pedestrian crashes. These intersections would benefit from reorganization aimed at reducing complexity and minimizing potential conflict points between users.

c. Increase the Number of Comfortable Places

Enhancing liveliness to promote walking and biking involves creating well-designed public spaces that people enjoy and want to spend time in. Street trees play a vital role in increasing user comfort, not only by providing shade for pedestrians and cyclists, but also by contributing to urban sustainability, reducing heat island effects, and supporting ecological health (NACTO, 2013). In areas where space is limited, alternatives such as awnings on commercial building frontages that extend over the sidewalk can offer protection from the elements. Additionally, amenities such as outdoor drinking fountains, adequate bike parking, lighting, and benches make active transportation more practical and appealing.

d. Usefulness

Well-planned urban areas with multi-use streets encourage people to spend more time in them by providing easy access to the destinations they need or want to reach. Achieving this depends on a diverse mix of land uses, such as shops, essential services, and leisure activities, within walking or biking distance, which helps reduce

reliance on automobiles. Ultimately, ensuring proximity between where people live and the places they rely on for daily needs makes it easier to engage the community in using alternative transportation modes for everyday trips, particularly in Midtown.

It is largely dependent on the private market to provide these places, but the public sector can aid in this effort by ensuring that its land use and zoning scheme allows for the development of these uses.

e. Interesting Spaces

Jane Jacobs (1961) described urban vitality as a “street ballet,” where the built environment fosters spontaneous social interactions, enhancing both livability and community cohesion. Well-designed cities should actively invite people to inhabit public spaces, particularly sidewalks. Engaging walks are characterized not only by visible human activity or signs of life, such as doors, windows, and street-facing entrances (TED Radio Hour, 2024), but also by elements that create aesthetic appeal, including attractive greenery, public art, and inviting storefronts. Midtown can enhance its appeal through thoughtful, small-scale public space interventions that enrich the experience for both residents and visitors. While dependent on the private sector to provide, small-scale placemaking improvements, such as murals on public buildings or public art can enhance the frequency of interesting spaces within an area.

f. Evaluate Potential for Off-Road Connections on Public Property

Identified as a project idea in the Midtown Action Plan, this strategy has the potential to provide more direct and comfortable routes for pedestrians and bicyclists. A little over a dozen properties are publicly owned within the Study Area. Only a few are suitably located and sized to potentially provide connections.

- 1851 N Martin Luther King Jr. Boulevard has a narrow strip connecting to N Monroe Street, in alignment with Glenview Drive (see Figure 6.P, page 91). If a crossing of Monroe at Glenview can be achieved, this has potential to provide a complete pedestrian connection from Thomasville Road to the Northwood site once the remaining planned and prioritized projects are completed. Connections to Tharpe Street could also be made through this property, providing path options for Raa and Ruediger students.
- City-owned property on N Monroe Street between Lake Ella Plaza and Masa restaurant is used for stormwater and identified as a potential route for Greenways Master Plan project #16 – the Lake Ella Connector.
- Future redevelopment of the Tallahassee Police Department located at 234 E 7th Avenue is an opportunity to enhance connectivity between 7th Avenue and Lake Ella and could be a potential requirement of a development agreement.

g. Bicycle Depots

Suggested by a community member, bicycle depots would serve as convenient locations for bicycle-to-pedestrian modal shift. Essentially providing a park-once concept for bicyclists, those who ride to get to Midtown could securely park their bike at a depot and walk throughout the district. A bike depot would provide secure and accessible parking for 8–10 bicycles. Ideally, bike depots would be decorative and provide some weather protection to encourage use. Preferred locations would occur at entry points to the district and in the vicinity of underparked blocks. This strategy could be implemented by either the public or private sector.



Bicycle Depots

StarMetro Bus Routes

0 0.25 Miles

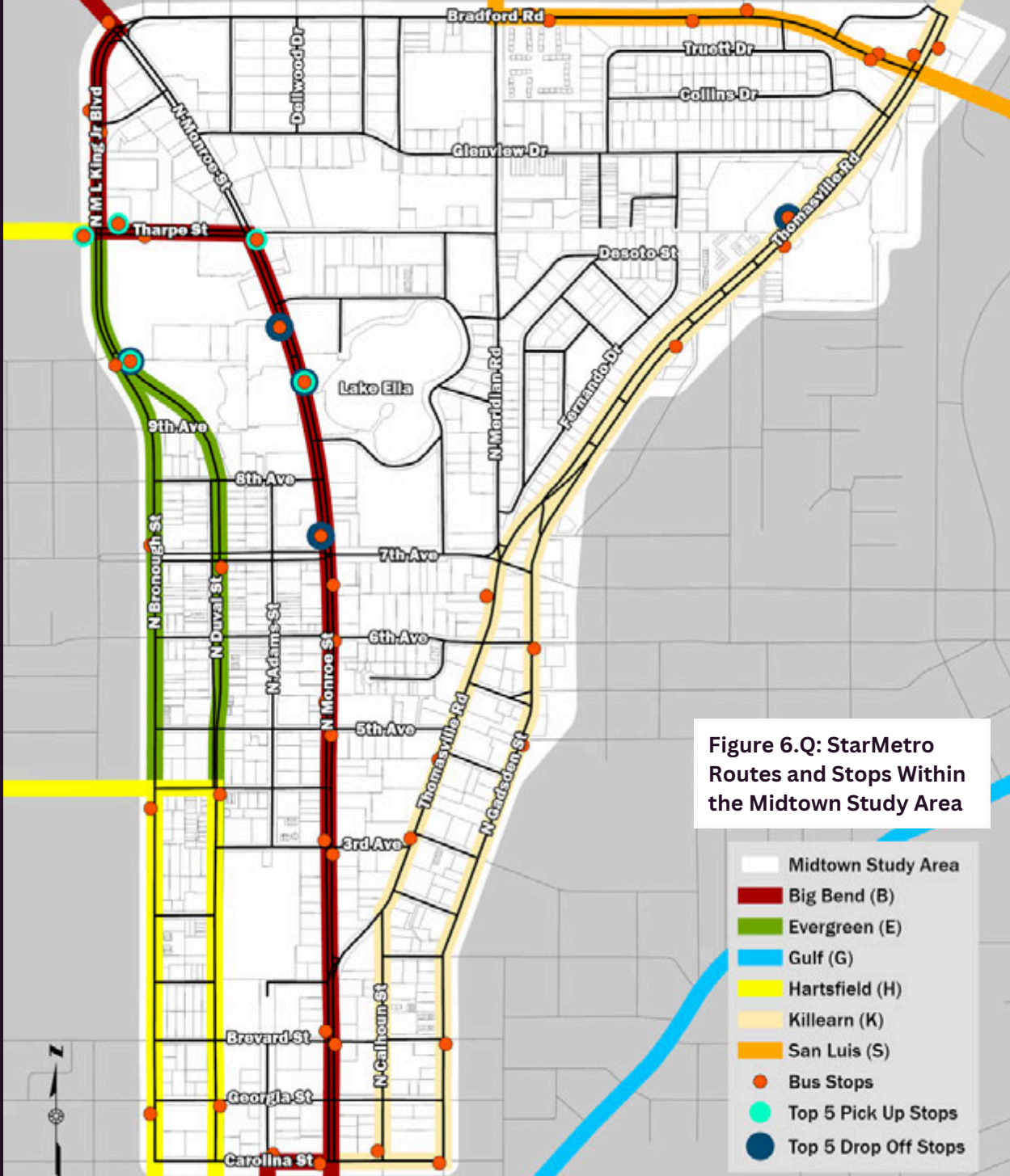


Figure 6.Q: StarMetro Routes and Stops Within the Midtown Study Area

- Midtown Study Area
- Big Bend (B)
- Evergreen (E)
- Gulf (G)
- Hartsfield (H)
- Killlearn (K)
- San Luis (S)
- Bus Stops
- Top 5 Pick Up Stops
- Top 5 Drop Off Stops

D. ADDITIONAL MOBILITY OPTIONS

Beyond driving, walking, and biking, several alternate options contribute to a wholistic mobility system. This section reviews the existing conditions related to these alternate options, survey feedback, and potential strategies for the modes of public transit, rideshare and taxi, and micro-mobility.

1. PUBLIC TRANSIT

StarMetro is the City of Tallahassee’s public transportation bus system. The route system is primarily designed along trunk lines that transfer at C. K. Steele Plaza, located downtown. Six routes serving 50 bus stops intersect the Midtown Study Area (Figure 6.Q). Five of the routes run weekdays, with four of those also running on shorter Saturday hours. A sixth route runs during the evenings and on Sundays. Most routes run on 1-hour headways.

Questions 3 and 4 of the Midtown Mobility Survey asked respondents to report all modes of transportation they use to get to and around Midtown (see Attachment 5). Public transit was selected as a mode used to get to Midtown by 2.22% of respondents (Q3). While only 1.85% of respondents use public transit to get around Midtown. Several responses to open-ended questions requested improvements to public transit, including more frequent service, return of the trolley, more convenient routes, and improved bus stop amenities.

Average daily ridership numbers reported by StarMetro (Figure 6.R) are low but have shown a steady increase since 2021. Continued improvement of facilities and services in the area coupled with district growth are likely to increase ridership over time.

a. Potential Strategies

i. Enhance stop amenities. Transit-stop amenities help increase rider comfort and improve ridership. Rider comfort encompasses aspects not only of physical comfort, but also confidence in using the transit system and safety. Common enhancements include informational signage, benches, shelters, and lighting. Additional amenities, such as bicycle racks or lockers, and co-location of micro-mobility staging areas that support modal shift should be considered at key locations to create neighborhood-scale mobility hubs. Figure 6.Q shows the top five most utilized bus stops within the Midtown Study Area by riders getting on and getting off. These bus stops represent higher ridership locations and should be prioritized for enhanced amenities.

ii. Transit-supportive land use patterns. Mixed-use land use patterns that provide for a concentration of people around both trip origins (e.g., residences) and destinations (e.g., employment and commercial centers) are necessary to support ridership. Table 6.C shows residential densities and non-residential concentrations needed to support shorter transit headways. Current StarMetro bus service headways in the Midtown Area are timed at one hour. To support 30-minute headways, area-wide densities would need to average seven (7) dwelling units per acre. While the existing area-wide, low-density pattern of ~2.1 units per acre (see Section III) is not conducive to transit, current zoning allowances up to 45 dwelling units per acre provide the potential for achieving transit-supportive densities.

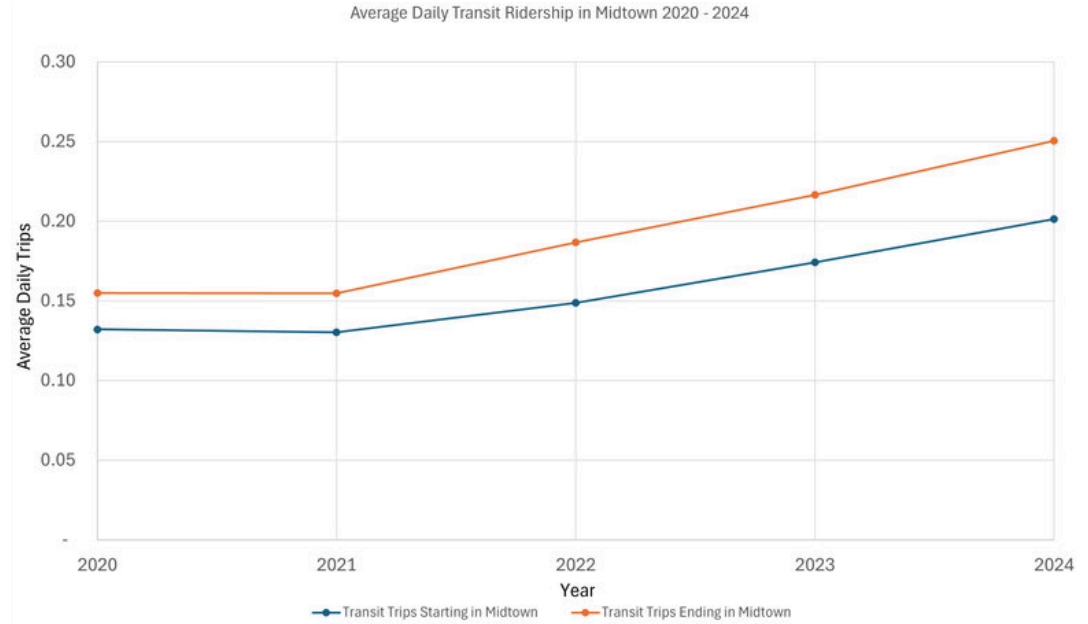


Figure 6.R: Average Daily StarMetro Ridership in Midtown, 2020–2024

Mode	Frequency	Dwelling Units Per Acre	Gross population density (per sq. mile)	Non-Residential Concentration (per sq. ft.)
Bus	1 bus/hour	4-5	3,000 to 4,000	5 to 8 million
Bus	1 bus/30 minutes	7	5,000 to 6,000	8 to 20 million
Bus	1 bus/10 minutes	15	8,000 to 10,000	20 to 50 million

Table 6.C: Transit Supporting Density (ITE, 1989)

The MMTD code already implements many transit-supportive land use policies, including encouraging mixed-uses, increased densities, street-oriented building placement, rear parking, and high-quality sidewalks. Review of land development policies could determine whether tailoring of these policies to the Midtown context might remove barriers and enhance implementation. Consideration of additional policy around supporting infill development, enhancing transit infrastructure, and parking controls could further transit goals.

iii. Enhance pedestrian and bike networks.

Transit riders must be able to get to and from transit stops. Walking is the most common way people get to and from transit stops. Having a complete, comfortable, and safe pedestrian network is vital for connecting people with transit. The same follows for bike infrastructure, including bike storage options and continuing to provide transportation for bicycles on buses.

2. RIDESHARE, TAXI, AND CARPOOLING

Rideshare, taxi services, and carpooling are private solutions to a public mobility gap and help to reduce parking demand. An important part of the mobility consideration, they do not necessitate special infrastructure to operate. However, for rideshare and taxi, hot spots for drop-off/pick-up can become a nuisance by blocking traffic or sidewalks where there is not sufficient space to pull over.

Survey respondents were more likely to use a rideshare service or carpool than to use public transit. People are more likely to use these modes to get to Midtown than to get around Midtown. While nearly 12% use a rideshare service, such as Uber or Lyft, to get to Midtown and almost 6% carpool, only about 2% use public transit.

Only two respondents indicated that their place of business provides a designated drop-off/pick-up area for deliveries and ride share (Q28), indicating that improvement in this arena could substantially enhance support for these modes.

a. Potential Strategies

i. Provide designated drop-off/pick-up areas.

Create clearly marked drop-off/pick-up areas. The private sector could provide designated areas on-site. The public sector could integrate drop-off/pick-up areas into curb management designs and strategies as opportunities arise, and should incorporate into future potential public parking projects and mobility hub concepts.

ii. Adopt design guidelines for drop-off/pick-up areas.

Incorporate requirements and design guidelines for drop-off/pick-up areas into the land development code, potentially co-locating with delivery and loading activities.



Carpool



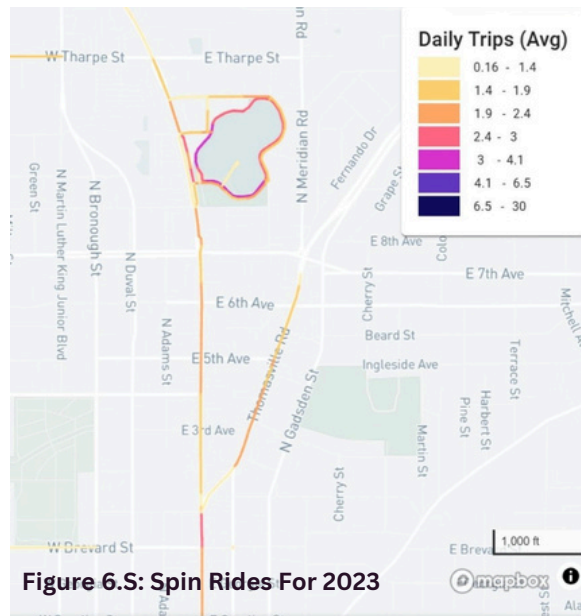
3. MICRO-MOBILITY

Micro-mobility refers to compact personal vehicles, such as eScooters, bicycles, Segways, and skateboards. These small, lightweight transportation options are ideal for short trips and an important part of providing first and last mile connections for transit. Florida law allows scooters to be treated the same as bicycles, which means eScooters are allowed on sidewalks, bicycle lanes, and on roads.

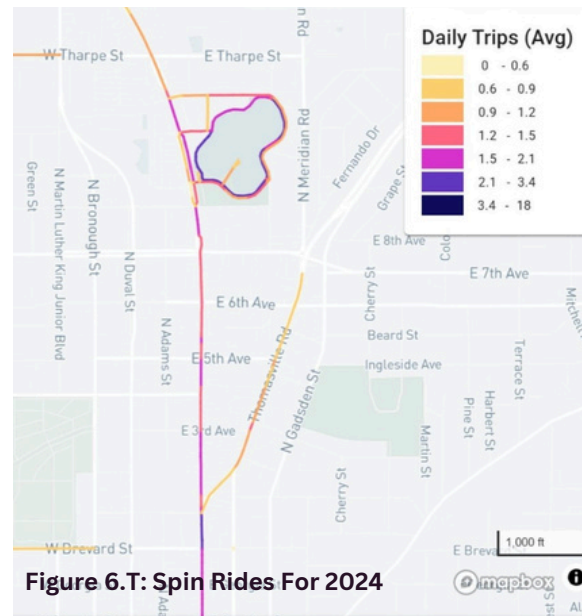
While most micro-mobility options are privately owned, the City launched a shared micro-mobility device transportation program in 2020

to provide rentable options to the public through a third-party vendor. Up to two vendors are allowed to operate within City limits, each with a maximum of 750 devices. Currently, Spin is the sole micro-mobility device vendor and only deploys eScooters. The rental service runs twenty-four hours a day, year-round and operates via a phone-based application that allows a person to rent a vehicle. Spin recorded nearly 75,000 rides in 2024 with over 82,000 miles traveled. The average scooter trip distance was about 1.1 miles and lasted about 13 minutes.

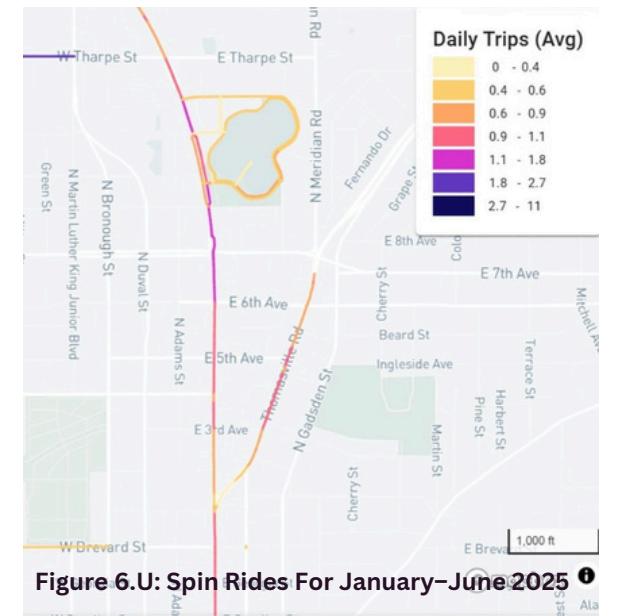
Figures 6.S, 6.T, and 6.U show the Spin rider information for 2023, 2024, and the first half of 2025, respectively. While the numbers were significantly lower for 2024 than 2023, it appears 2025 distance traveled is on track to meet or exceed 2024 numbers despite less trips and fewer vehicles. These numbers suggest that riders may be using the eScooters for longer trips, truly using them to replace vehicle trips. While the majority of these trips occur around the urban core of Tallahassee and off the maps, Figures 6.S, 6.T, and 6.U show where rides occur in Midtown. Rides are primarily occurring along



2023	
411 Vehicles	129,924 Trips
Average Vehicles	Total Trips
151,826 Miles	6,073 - 8,350 kg-CO ₂ eq
Total Distance	Total GHG Emissions Savings



2024	
343 Vehicles	74,522 Trips
Average Vehicles	Total Trips
81,939 Miles	3,277 - 4,506 kg-CO ₂ eq
Total Distance	Total GHG Emissions Savings



2025	
257 Vehicles	26,836 Trips
Average Vehicles	Total Trips
53,773 Miles	2,150 - 2,957 kg-CO ₂ eq
Total Distance	Total GHG Emissions Savings



Monroe and Tennessee streets and around Lake Ella. The single staging area for eScooters in Midtown is located at the 5th Avenue Plaza near Thomasville Road.

When asked what modes of transportation they use, 1.48% of survey respondents choose Spin eScooters as a mode they use to get to Midtown and 4.43% use a Spin eScooters to get around Midtown. This suggests that people are three times more likely to use the Spin eScooters to get around Midtown than to use them to get to Midtown, making them an important component of a park-once or first and last mile strategy.

a. Potential Strategies

i. Provide additional staging areas. Provide additional staging areas within the Midtown Study Area, co-located with transit stops, to enhance park-once strategies and first and last mile strategies.

ii. Construct wider sidewalks. Bicyclists and micro-mobility users are allowed to use sidewalks. Narrower sidewalks do not easily accommodate both pedestrian and wheeled users, resulting in potential conflicts. Providing wider sidewalks would help to accommodate all sidewalk users.

% 1.48% of survey respondents choose Spin eScooters as a mode they use to **get to Midtown**

% 4.43% use a Spin eScooters to **get around Midtown.**

★ RECOMMEND PROVIDING ADDITIONAL STAGING AREAS & WIDER SIDEWALKS

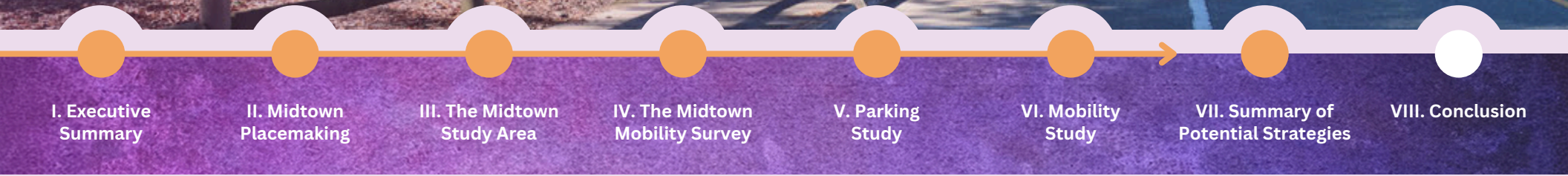
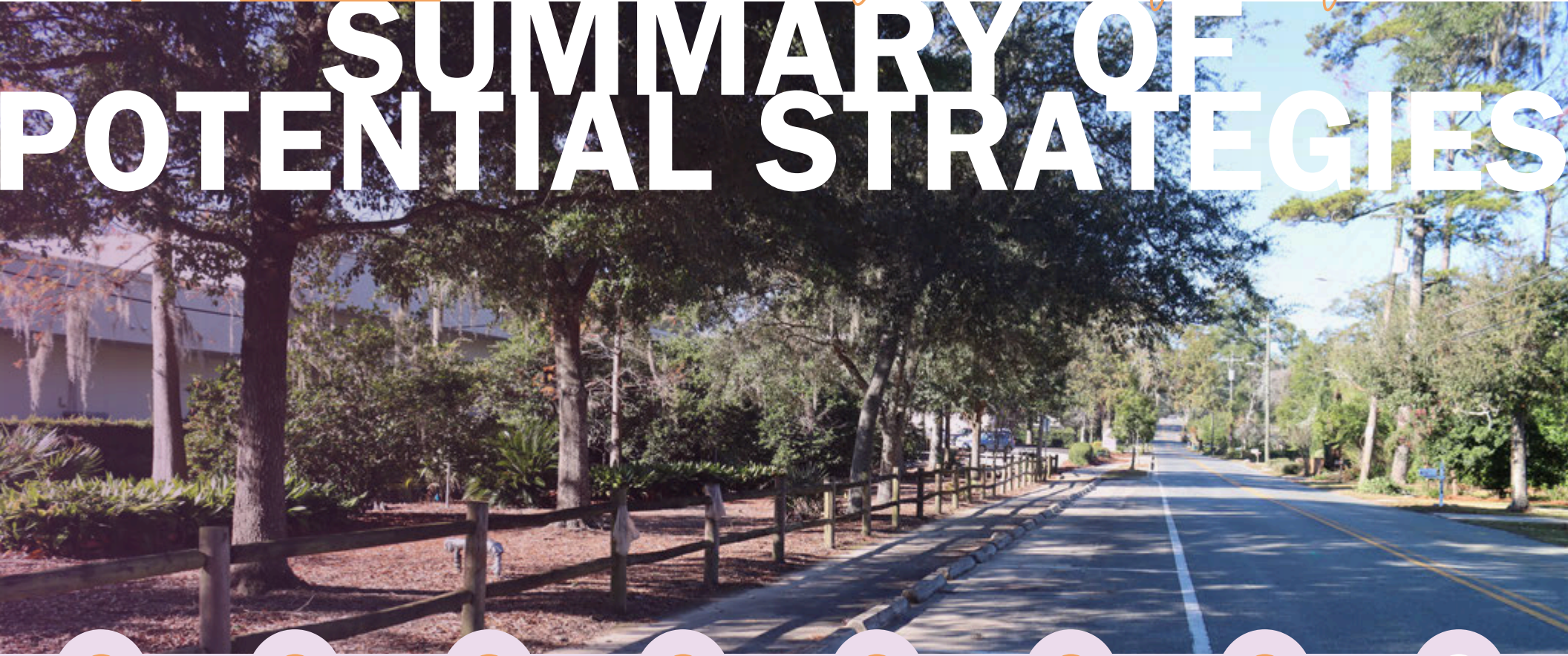


Lake Ella

VII

Midtown Parking & Mobility Study

SUMMARY OF POTENTIAL STRATEGIES



VII. SUMMARY OF POTENTIAL STRATEGIES

This section summarizes the strategies identified in the Parking Study and Mobility Study sections. Despite the variety of strategies, it is important to keep in mind the potential tradeoffs of implementing any solution. For example, strategies to increase surface parking reduce walkability by increasing curb cuts and walking distance between uses, which results in less comfortable and interesting walks. When applied district wide, increased parking ratios result in a more suburban character that is less walkable and bikeable, converting destinations into surface parking makes Midtown a less vibrant area.

Some potential benefits and trade-offs for each potential strategy are noted in the following tables. However, each alternative should be carefully considered based on objectives and context prior to selecting one or more strategies for implementation. No one strategy will work as effectively or without trade-offs in all locations.



PARKING STRATEGIES

INCREASE PARKING				
STRATEGY	SECTOR	BENEFITS	LIMITATIONS	TRADEOFFS
Construct additional on-site parking	Private	<ul style="list-style-type: none"> More customer parking 	<ul style="list-style-type: none"> Maximum parking ratios Locational standards Landscaping requirements Maximum lot coverage Stormwater Interconnection requirements Cost Site size 	<ul style="list-style-type: none"> Reduced space for principal use and landscaping Contrary to walkability goals (surface parking) Consolidation of lots for structured options
Construct off-site parking	Private	<ul style="list-style-type: none"> More customer parking 	<ul style="list-style-type: none"> Not an allowed principal use Limitations listed above for on-site parking Proximity to site served 	<ul style="list-style-type: none"> Demolition of other uses and area character Reduction of active uses Contrary to walkability
Redevelopment	Private	<ul style="list-style-type: none"> Uses balanced with parking 	<ul style="list-style-type: none"> Difficult to achieve on small, irregular lots 	<ul style="list-style-type: none"> Lot consolidation Larger scale developments
Construct public parking	Public	<ul style="list-style-type: none"> More parking available to all Relieves pressures for private on-site parking Allows for intensification of uses at an incremental scale, keeping with in area character and supporting transition to transit supportive intensities Minimizes the number of parking spaces district wide to meet needs 	<ul style="list-style-type: none"> Cost Available and suitable site Public opposition 	<ul style="list-style-type: none"> Requires redevelopment
Revise development standards	Public	<ul style="list-style-type: none"> Enhance flexibility Improve outcomes 	<ul style="list-style-type: none"> Public support 	<ul style="list-style-type: none"> Dependent upon specific policy
Prioritize on-street parking	Public	<ul style="list-style-type: none"> More parking available to all 	<ul style="list-style-type: none"> Pavement widths Right-of-way widths 	<ul style="list-style-type: none"> Competes for space with bike and ped facilities
P3 structured parking	Public-private partnership (P3)	<ul style="list-style-type: none"> More parking available to all 	<ul style="list-style-type: none"> Public support 	<ul style="list-style-type: none"> Requires redevelopment

REDUCE PARKING DEMAND				
STRATEGY	SECTOR	BENEFITS	LIMITATIONS	TRADEOFFS
Expand and enhance remote delivery of services	Private	<ul style="list-style-type: none"> Reduces parking demand 	<ul style="list-style-type: none"> Change in business practices 	<ul style="list-style-type: none"> Reduced district visitation and vitality
Provide designated drop-off/pick-up areas	Private	<ul style="list-style-type: none"> Supports modal shift and safe transfer 	<ul style="list-style-type: none"> Space 	<ul style="list-style-type: none"> Utilizes potential parking spaces
Valet parking	Private	<ul style="list-style-type: none"> Reduces on-site parking demand Overcomes deterrent to park or walk More efficient use of parking 	<ul style="list-style-type: none"> Space Management Potential need for off-site parking 	<ul style="list-style-type: none"> Increases vehicle trips in the area
Incentivize alternate mode use for employees	Private	<ul style="list-style-type: none"> Encourages modal shift More parking available to customers 	<ul style="list-style-type: none"> Administration and management 	<ul style="list-style-type: none"> None identified
Provide bicycle parking	Private	<ul style="list-style-type: none"> Supports modal shift More parking available to customers 	<ul style="list-style-type: none"> Small amount of space and cost 	<ul style="list-style-type: none"> None identified
Enhance mobility options	Public	<ul style="list-style-type: none"> Supports modal shift 	<ul style="list-style-type: none"> Varies by mode and strategy See Mobility Strategies starting on page 105 	<ul style="list-style-type: none"> Varies by mode and strategy See Mobility Strategies starting on page 105
Walkable land use policy	Public	<ul style="list-style-type: none"> Supports walkability, bikability, and transit 	<ul style="list-style-type: none"> Keeping current with evolving best practices 	<ul style="list-style-type: none"> Dependent upon specific policy
Development standards for drop-off/pick-up areas	Public	<ul style="list-style-type: none"> Supports private implementation 	<ul style="list-style-type: none"> Public support 	<ul style="list-style-type: none"> None identified
Standards for mobility hubs	Public	<ul style="list-style-type: none"> Guides public or P3 development 	<ul style="list-style-type: none"> Public support 	<ul style="list-style-type: none"> Dependent upon specific policy





EFFICIENCY STRATEGIES				
STRATEGY	SECTOR	BENEFITS	LIMITATIONS	TRADEOFFS
Shared parking agreements between private parties	Private	· Improves parking efficiency	· Coordination	· Liability concerns
Leased parking contracts	Private	· Improves parking efficiency	· Cost · Coordination	· Liability concerns
Parking management	Public & Private	· Improves parking efficiency	· Administration and management · Cost of infrastructure and monitoring	· Deters some users
Mark additional on-street parking	Public	· Enhances parker confidence	· Coordination · Pavement marking standards	· Competes with bike lanes for shoulder space
Information	Public & Private	· Enhances parker confidence	· Cost · Management · Maintenance	· Depends on strategy
Coordinated site access	Public & Private	· Reduces curb cuts and impervious surface	· Coordination · Supporting regulation · Public support	· Multi-owner coordination and agreements

MOBILITY STRATEGIES

TRAFFIC STRATEGIES				
STRATEGY	SECTOR	BENEFITS	LIMITATIONS	TRADEOFFS
Traffic calming	Public	<ul style="list-style-type: none"> Slower traffic = safer streets 	<ul style="list-style-type: none"> Functional classification Right-of-way width Warrant thresholds Community support 	<ul style="list-style-type: none"> Longer commutes
Context classification	Public	<ul style="list-style-type: none"> Matching roadways to land use 	<ul style="list-style-type: none"> Right-of-way widths Few opportunities for implementation 	<ul style="list-style-type: none"> Specific applications may need to choose between which type of facility is prioritized
Restore two-way traffic patterns	Public	<ul style="list-style-type: none"> Slower traffic, flexibility of movement 	<ul style="list-style-type: none"> Level of service standards Public support 	<ul style="list-style-type: none"> Increased congestion and points of conflict
Dynamic traffic management	Public	<ul style="list-style-type: none"> Adaptive signalization 	<ul style="list-style-type: none"> Cost Infrastructure Maintenance Ever-evolving technologies 	<ul style="list-style-type: none"> Cost/benefit balance





PEDESTRIAN & BICYCLE NETWORK STRATEGIES

STRATEGY	SECTOR	BENEFITS	LIMITATIONS	TRADEOFFS
Complete the network	Public	· Connectivity	· Funding and construction capacity · Community support	· Competes for right-of-way space
Continue to develop safe roads and streets	Public	· Safety	· Limited opportunity for roadway redesign	· Specific applications may need to choose between which type of facility is prioritized
Increase the number of comfortable places	Public & Private	· Supports modal shift	· Right-of-way width · Maintenance · Limited opportunities for street redesign	· Competes for right-of-way space · Cost/benefit balance
Usefulness (functional trips)	Public & Private	· Supports modal shift	· Complex dynamic between private market, public policy, and local geography and culture	· None identified
Interesting spaces	Public & Private	· Supports modal shift	· Regulation, depending on type of intervention · Public support	· None identified
Evaluate the potential for off-road connections on public property	Public	· Convenient and safe routes	· Adequate space and suitable topography · Usefulness dependent upon other connections, like mid-block crossings	· Compatibility with intended uses
Bicycle depots	Public & Private	· Supports modal shift	· Suitable locations · Funding	· None Identified

PUBLIC TRANSIT STRATEGIES				
STRATEGY	SECTOR	BENEFITS	LIMITATIONS	TRADEOFFS
Enhance stop amenities	Public	<ul style="list-style-type: none"> Enhance comfort 	<ul style="list-style-type: none"> Available space Cost Warranted 	<ul style="list-style-type: none"> Competes for curb space
Transit supportive land use patterns	Public	<ul style="list-style-type: none"> More riders allow for shorter headways 	<ul style="list-style-type: none"> Public support 	<ul style="list-style-type: none"> Dependent upon specific policy
Enhance pedestrian and bicycle networks	Public	<ul style="list-style-type: none"> Last-mile connectivity 	<ul style="list-style-type: none"> Right-of-way width Funding Limited redesign opportunities Public support 	<ul style="list-style-type: none"> Competes for right-of-way space

RIDESHARE, TAXI, AND CARPOOLING STRATEGIES				
STRATEGY	SECTOR	BENEFITS	LIMITATIONS	TRADEOFFS
Provide designated drop-off/pick-up areas	Public & Private	<ul style="list-style-type: none"> Supports modal shift and safe transfer 	<ul style="list-style-type: none"> Available space 	<ul style="list-style-type: none"> Competes for space with parking
Adopt design guidelines for drop-off/pick-up areas	Public	<ul style="list-style-type: none"> Supports private implementation 	<ul style="list-style-type: none"> Public support 	<ul style="list-style-type: none"> None identified

MICRO-MOBILITY STRATEGIES				
STRATEGY	SECTOR	BENEFITS	LIMITATIONS	TRADEOFFS
Provide additional staging areas	Public	<ul style="list-style-type: none"> Supports modal shift, park-once, and first/last mile connections 	<ul style="list-style-type: none"> Available space 	<ul style="list-style-type: none"> Competes for curb space
Construct wider sidewalks	Public	<ul style="list-style-type: none"> Accommodates multi-use mobility 	<ul style="list-style-type: none"> Right-of-way width Funding Limited redesign opportunities Public support 	<ul style="list-style-type: none"> Reduces potential for landscaping or encroaches on private property





Los Robles Gate

VIII

Midtown Parking & Mobility Study

CONCLUSION



- I. Executive Summary
- II. Midtown Placemaking
- III. The Midtown Study Area
- IV. The Midtown Mobility Survey
- V. Parking Study
- VI. Mobility Study
- VII. Summary of Potential Strategies
- VIII. Conclusion

VIII. CONCLUSION

This Study collects and summarizes approximately 15 years of placemaking efforts in Midtown and sets the data and analysis framework to further the vision and priorities set by the MSC. This Study has summarized past efforts, gathered information, analyzed conditions, and presented potential strategies.

The numerous past studies, project ideas, and completed projects represent an incredible amount of time, effort, and expense that have been invested in Midtown by community members, the local government, and taxpayers' dollars. The majority of previous recommendations, goals, and priorities have been completed or are being addressed through ongoing City efforts. Some, however, have been advanced as far as currently feasible by the public sector.

This Study shows that there are both challenges and opportunities in Midtown. While the Parking Study showed that there is sufficient parking to meet demand at a district-wide scale, there is a functional lack of parking, due to a mismatch in parking location at the block scale. The analysis showed some blocks are underparked, and this, combined with survey responses that indicate most people are not willing to walk more than a quarter mile, creates a scenario in which there is a perceived lack of parking. Survey responses also show that this perception has a real impact on people's willingness to frequent the area. The high concentration of arterial, collector, and one-way streets that largely serve commuter trips through the area also present concerns. Higher traffic volumes and speeds create more dangerous conditions that reduce people's willingness to walk, bike, or use other modes due to a lack of safety and comfort, exacerbating the perceived lack of convenient parking.

Midtown's core has a pattern of small lots within a block grid that provides the potential for a vibrant, walkable, urban mixed-use district. While often perceived as a dining and entertainment destination, Midtown is also an employment center in its own right with a high concentration of office uses. Consumer data and survey feedback show that Midtown has fairly consistent visitation rates over the day and throughout the week, representing an 18-hour district. This vibrancy is supported by a residential population that leans toward younger and smaller rental households—folks who are more likely to also work and play in their neighborhood. These qualities demonstrate that Midtown has a mix of uses that support a useful and interesting walk, despite potential threats to safety and comfort. Strategies that improve pedestrian safety and comfort will likely be more effective in encouraging more people to choose walking or biking. Midtown's particular mix of uses also suggests that shared parking agreements between private parties has significant potential for benefit.

Responses from the Midtown Mobility Survey indicated strong support for pedestrian and bicycle infrastructure and traffic calming. Strategies that focus efforts on improving walking and biking networks help ease parking concerns by supporting modal shift and reducing parking demand. These strategies are also in alignment with widely accepted urban planning and design best practices. The City is already meeting these priorities through the Sidewalk Prioritization List, walk- and bike-friendly policy in the MMTD code, and incorporation of best practices into projects. While significant, these efforts are incremental in nature, will take time to become realized, and rely heavily on private redevelopment to be implemented.

The survey responses also represented mixed opinions about parking, helping to make sense of how the City's previous efforts to construct structured public parking in Midtown were met with community opposition. The concerns raised revolved around changing the character of Midtown with the introduction of a large-scale, multi-use development.

However, provision of publicly available parking can improve conditions for market-driven redevelopment at appropriate scales by reducing the need for on-site parking. This increases the viability of private redevelopment on the existing lot configurations, which naturally keeps development in scale with the community context, allows redevelopment to occur on a shorter and more incremental timeframe, and contributes to implementing the streetscaping enhancements that promote a walkable district. Reducing the parking burden also allows for transit-supporting densities in structures that are in keeping with the existing district scale and character.

Overall, this study demonstrates that Midtown's parking challenges are part of a complex matter that requires a wholistic and multifaceted approach to the wider traffic, mobility, and development dynamic in the area. While public input indicates that bicycle and pedestrian improvements are the preferred approach, and despite a foundation of good urban design that supports a multitude of desired community goals, public opposition to these types of projects in Midtown have limited their implementation. Improvement of these facilities in the near-term is dependent upon private investment and redevelopment of the area, however due to the small and irregular shaped lots, redevelopment potential is limited, and market pressures will eventually result in consolidation of sites and large-scale projects not in keeping with the current Midtown character. A structured parking solution could reduce or remove the burden of on-site parking, creating a more favorable environment for incremental redevelopment consistent with community character to occur. Few sites are appropriately sized and situated to support structured parking that are within a quarter-mile walking distance of the underparked blocks, likely necessitating consolidation and redevelopment of several parcels to achieve structured parking. Finally, the MMTD code provides a regulatory framework that supports a walkable- and transit-friendly district. Adjustments to policy that improve potential development outcomes in urban contexts could further advance community goals and private reinvestment in Midtown.

In summary:

- Strategies that improve safety and comfort for pedestrians and bicyclists should be prioritized as the preferred approach to mitigating parking and traffic concerns in Midtown.
- Shared parking strategies, especially between daytime office uses and nighttime dining and entertainment uses, have significant benefit potential. These strategies are up to the private sector to implement.
- Publicly available parking supports private reinvestment in the area that is needed for implementing improvements to the pedestrian and bicycle infrastructure. Future opportunities for implementing publicly available parking should be explored.
- Land development code revisions or updates may occur in response to the recent adoption of the Land Use and Mobility Element update to the Comprehensive Plan. These potential efforts present an opportune time to identify and incorporate best practices that would further advance the existing MMTD goals and private investment.

Midtown Parking & Mobility Study

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APPENDIX A

APPENDIX A. APPLICABLE PROJECT IDEAS FROM THE MIDTOWN ACTION PLAN

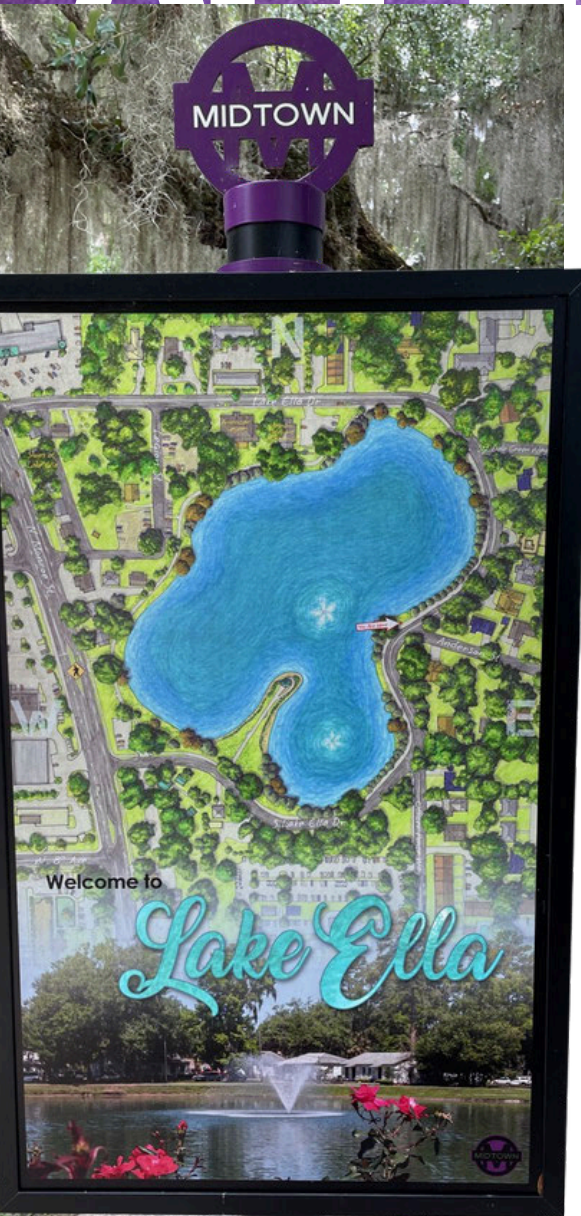
Contained herein are the project ideas listed under the Midtown Action Plan goals 3, 6, and 8—those applicable to this Study—and their current status.

GOAL 3: RELIEVE PARKING COMPLICATIONS AND NUISANCES	
Project Idea	Current Status
Conduct parking inventory of available public and private parking spaces.	Completed in 2016. Updated in 2019 and again in 2025 with this Study.
Conduct legal analysis of private parking issues and possibility of City assuming blanket liability.	Completed. Private parties are able to enter into parking agreements, however the City will neither be party to such agreements nor provide liability coverage to private parties.
Create Strategic parking plan to promote a “park once” mentality.	Completed. This Study identifies several potential strategies in Section V. F. that support park-once behaviors including shared parking, public parking, walkable design, and multi-modal options.



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GOAL 6: CREATE A WALKABLE AND BIKEABLE COMMUNITY	
Institute a "walking school bus program" for neighborhood children.	Community implementation. The Florida Local Technical Assistance Program (LTAP) through FDOT provides training for those wanting to start a program in their neighborhood.
Evaluate the creation of direct, off-road pedestrian connections through publicly owned property.	Completed. Evaluated in Section VI. C. of this study.
Clearly mark crosswalks at major intersections with pavers or stamped brick.	Completed at: Gadsden & 7th, Gadsden & 6th, Thomasville & 6th, Monroe & Tharpe, Monroe & Lake Ella Drive, Monroe & 8th, Monroe & 7th, Monroe & 6th, Monroe & 5th, Monroe & 5th, Monroe & 4th, Monroe & 3rd, Monroe & 1st
Prioritize sidewalk connections between major attractors.	Completed. The City's sidewalk prioritization list is ranked based on several criteria including pedestrian attractors.
Fill in missing sidewalk segments, currently lack connections between activities.	In progress. The City's sidewalk prioritization list identifies and prioritizes sidewalk gaps. Requests for sidewalks can be submitted for any remaining gaps.
Remove sidewalk obstructions and improve handicap accessibility - curb ramps, obstructions, width, etc.	Ongoing with project implementation. Non-infrastructure obstructions, such as business signage, can be reported to code enforcement or through the DigiTally app.
Raise awareness of pedestrians at all intersections.	Ongoing with project implementation, including stamped brick and high visibility pedestrian crossings and signage.
Provide strategic connections from and through surrounding neighborhoods to the Midtown business centers.	In progress as part of the City's sidewalk prioritization list and implementation.
Improve ped crossing from Lake Ella destination to west side of Monroe St.	Completed. Midblock crossing installed to cross Monroe Street.

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Improvement of E-W pedestrian connectivity in all areas of Midtown, from Bradford to 3rd Ave.	Completed. Four (4) midblock crossings have been installed to cross Thomasville Road between Monroe and 6th.
Provide bike racks/lockers at bus stops to promote "ride + ride" commuter options.	Ongoing through StarMetro evaluation and improvement of bus stop amenities.
Coordinate a small Ciclovía to promote bicycle usage on area streets.	Completed. Incorporated as a part of Taloofa Fest events.
Conduct bicycle-oriented study to determine appropriate N-S and E-W "bicycle boulevard" routes or lane markings.	Completed. The Tallahassee-Leon County Bicycle-Pedestrian Master Plan identifies major projects and neighborhood network routes with suggested improvements.
Conduct a lighting study to ensure all areas are safe for pedestrian travel at night.	Ongoing with streetscape improvement projects.
Evaluate stormwater drainage issues to ease auto and pedestrian travel.	Ongoing with streetscape improvement projects.
Create streetscape plan for Monroe Street, ideally to include medians, street trees, and other pedestrian-friendly improvements.	Completed as part of the Midtown Area Transportation Plan.
Create streetscape plan for Thomasville Rd. From 3rd to Betton/Bradford Roads, ideally to include medians, street trees, and other pedestrian-friendly improvements.	Completed as part of the Midtown Area Transportation Plan.
Master plan the area to take a proactive approach to route & destination planning & design.	Completed. All components of a master plan have been addressed through multiple studies and projects including the 2023 Midtown Implementation Plan and the 2025 Land Use and Mobility Update to the Comprehensive Plan.

Midtown Parking & Mobility Study

APPENDIX A

MIDTOWN ACTION PLAN GOALS

1

GOAL CATEGORY ONE:

ACTIVITIES, EVENTS, AND COMMUNITY

1. Create a Midtown brand
2. Promote the arts and culture
- 3. Relieve parking complications**
4. Support local businesses

2

GOAL CATEGORY TWO:

INFRASTRUCTURE, AMENITIES, AND URBAN FORM

5. Support urban infill and mixed use
- 6. Create a walkable and bikable community**
7. Reclaim or create new public spaces
- 8. Improve traffic safety for all users**

GOAL 8: IMPROVE TRAFFIC SAFETY FOR ALL USERS	
Increase traffic enforcement, especially on one-way pairs and cut through commuters.	Ongoing enforcement and monitoring.
Pedestrian safety campaign needed Public service announcement about bike-ped safety Slower travel in neighborhoods (i.e., "20 is Plenty")	Ongoing. Tallahassee Police Department High Visibility Enforcement details proactively educate drivers, pedestrians, and bicyclists.
Conduct traffic calming study of surrounding neighborhoods.	Ongoing. The City's Residential Traffic Calming Program provides a procedure for citizens to request review and criteria to determine what roadways qualify for traffic calming interventions. If a street qualifies, at least 67% of the residents must vote "yes" for traffic calming measures to be installed.
Conduct operational study to improve traffic flow, pedestrian safety, and bicycle mobility at the "5 Points" intersection (7th/Meridian/Thomasville/Gadsden).	Completed as a part of the Midtown Area Transportation Plan.
Conduct operational study for Thomasville Road realignments to accommodate on-street parking between Calhoun and 7th Avenue and from Grape to Betton.	Completed as a part of the Midtown Area Transportation Plan.
Conduct operational study to evaluate traffic safety, speeds, and possible calming on area-one-way pairs (6th/7th, Gadsden/Calhoun, and Bronough/Duval).	Completed as a part of the Midtown Area Transportation Plan.

Midtown Parking & Mobility Study

APPENDIX B

APPENDIX B. MIDTOWN STAKEHOLDERS COMMITTEE PRIORITIES

As approved by the MSC on May 2, 2022.

VISION STATEMENT

The Midtown area should be green, safe, have walkable, viable, business and people-friendly areas with adequate nearby parking and multi-modal transportation. The Midtown improvements are to be compatible with the existing adjacent residential neighborhoods.

SHORT-TERM PRIORITIES

- S.1) Address parking issues and identify short-term solutions to be implemented in the immediate and near future, including shared-parking options and off-site parking and transportation options for employees of Midtown businesses.
- S.2) Seek undergrounding of utilities in the Blueprint Midtown Placemaking Project and other opportunities as they arise.
- S.3) Adding crosswalks at the Gadsden Street and Beard Street intersection.
- S.4) Initiating temporary traffic management projects in Midtown to enhance the pedestrian experience on a trial basis and identify potential solutions to be considered by the consultant.

MASTER PLAN PRIORITIES

I. LAND USE

a) Land Uses within the Midtown area shall be evaluated for consistency with the Tallahassee-Leon County Comprehensive Plan.

II. TRANSPORTATION AND INFRASTRUCTURE

- a) The connectivity of East and West roadways to Thomasville Road and Monroe Street shall include better streetscaping, amenities, and safety improvements within the Midtown boundary.
- b) Improve accessibility to merchants and businesses, including a variety of transportation options.
- c) Reduce traffic speeds on Thomasville Road and other roadways through design, consistent with a walkable area.
- d) Identify opportunities to improve the water quality of Lake Ella.
- e) Identify potential site(s) for improved and additional parking for the Lake Ella area.

f) Identify solutions to meet parking demand to support businesses and address traffic impacts on surrounding neighborhoods. Solutions for consideration shall include multi-modal options, such as bike parking and transit; walkability; ride share drop-off areas; parking management techniques; parking structures; and improved transportation access generally.

III. URBAN DESIGN

- a) Provide continuity of design for the public rights-of-way in Midtown and the surrounding neighborhoods, so that improvements are not limited to the Midtown Placemaking Blueprint Phase I project on Thomasville Road, such as wider sidewalks, landscaping, and more street lighting.
- b) Identify opportunities to improve Lake Ella as a public amenity, including prioritizing the use of native landscaping and looking for strategies to remove non-native animal species, such as ducks and geese.
- c) Provide alternative and safe locations for the homeless population that now use Lake Ella for overnight stays.
- d) Evaluate impacts of existing sign code on the aesthetics of Midtown area and identify options.

Midtown Parking & Mobility Study

APPENDIX C

APPENDIX C: MIDTOWN STAKEHOLDERS COMMITTEE TRAFFIC/MOBILITY & PARKING STUDY PRIORITIES

As approved by the MSC on October 7, 2024.

Traffic/Mobility & Parking Study Priorities		
Action/Task		Location in Parking Study
S.1)	Conduct a survey of business owners, residents, and users of Midtown, including questions that gather information on:	Summary data included as Attachment 5, written summary in Section III, and applicable responses cited throughout Study
	Quantity of parking available to businesses	Q19, Q20, Q15, Q32, Q38
	Peak user times	Q6, Q7, Q23, Q24,
	Respondent's relationship to Midtown	Q1, Q2, Q16, Q17, Q33, Q34
	Primary mode of transportation to and around Midtown	Q4, Q5, Q15, Q32, Q38
	Preferred routes by mode	Placer.ai and Strava data Sec. VI.C. Pedestrian and Bicycle Network
	Satisfaction with quantity, location, availability of parking	Q9, Q11, Q12, Q13, Q14, Q15, Q21, Q22, Q32, Q38
	Experience with finding parking	Q8, Q32, Q35, Q36, Q37
	What is needed, if anything, to choose an alternative mode	Q10, Q15, Q32, Q38
S.2)	Review of existing conditions and demographics.	Sec. III. The Midtown Study Area and specifically Sub-sec. F. Consumer and Demographic Data

Parking Study Priorities		
Action/Task		Location in Parking Study
P.1)	Review, update, and consolidate previous plans, studies, and analyses, including:	Sec. V. Parking Study
	Existing parking counts and locations (2016)	Sec. V.B. Existing Non-Residential Parking
	Parking demand (2016)	Sec. V.B. Current Parking Demand
	Options for increasing parking (2016)	Sec. V.F. Increasing Parking
	Role of public-private partnerships (P3s) and potential uses for P3s in Midtown (2016 & 2017)	Sec. V.F. Increasing Parking
	Impact of Multimodal Transportation District (MMTD) standards on parking and future development (2019)	Sec. V.D. Parking Policy
	Review of area improvements and infrastructure projects and impacts on parking (2019 & 2021)	Sec. V.E. Review of Parking Projects
	Alternative parking solutions (2019)	Sec. V.F. Potential Strategies
	Summary of short-term parking needs (2021)	Sec. V.F. Potential Strategies
	Completed short-term parking solutions (2021): Striping on-street parking spaces Parking map & brochure Wayfinding	Sec. V.E. Review of Parking Projects

Midtown Parking & Mobility Study

APPENDIX C

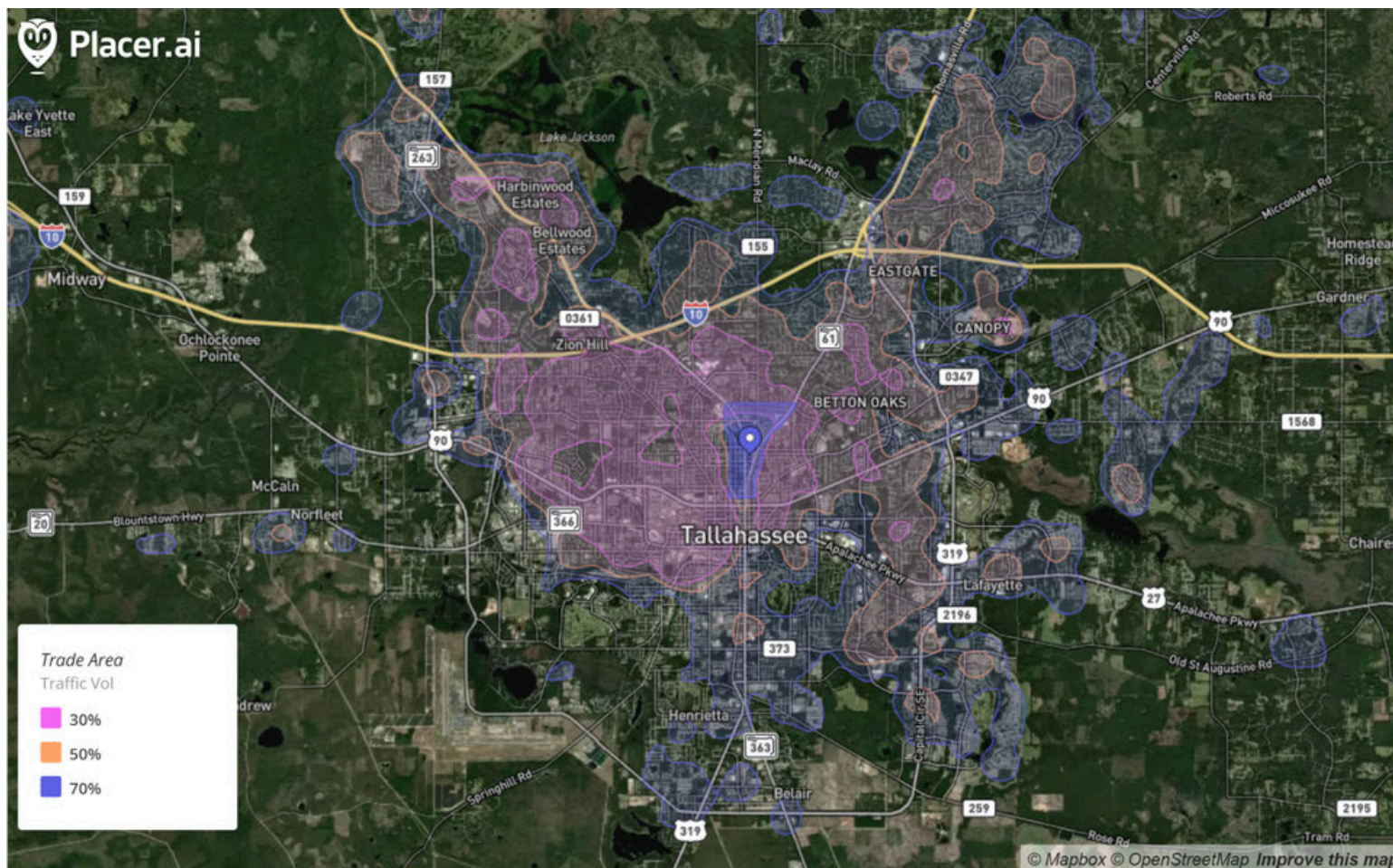
Traffic and Mobility Priorities		
	Action/Task	Location in Parking Study
M.1)	Review previous traffic studies, including the Capital Region Transportation Planning Agency (CRTPA) Midtown Area Transportation Plan	Sec. VI.A. Existing Plans and Studies
M.2)	Review existing traffic counts	Sec. VI.B. Automobile Traffic
M.3)	Review bicycle and pedestrian data, including: Strava (heat map and counts) Bike counts Gap analysis	Sec. VI.C. Pedestrian & Bicycle Network
M.4)	Review micro-mobility data	Sec. VI.D.3. Micro-Mobility
M.5)	Summarize public investments, including those completed, in-progress, and planned	Sec. II.D. Summary of Midtown Parking & Mobility Projects
M.6)	Identify additional potential solutions to reduce traffic impacts and improve/enhance mobility options	Throughout Sec. VI. Mobility Study and summarized in Sec. VII. Summary of Potential Strategies

Midtown Parking & Mobility Study

APPENDIX D

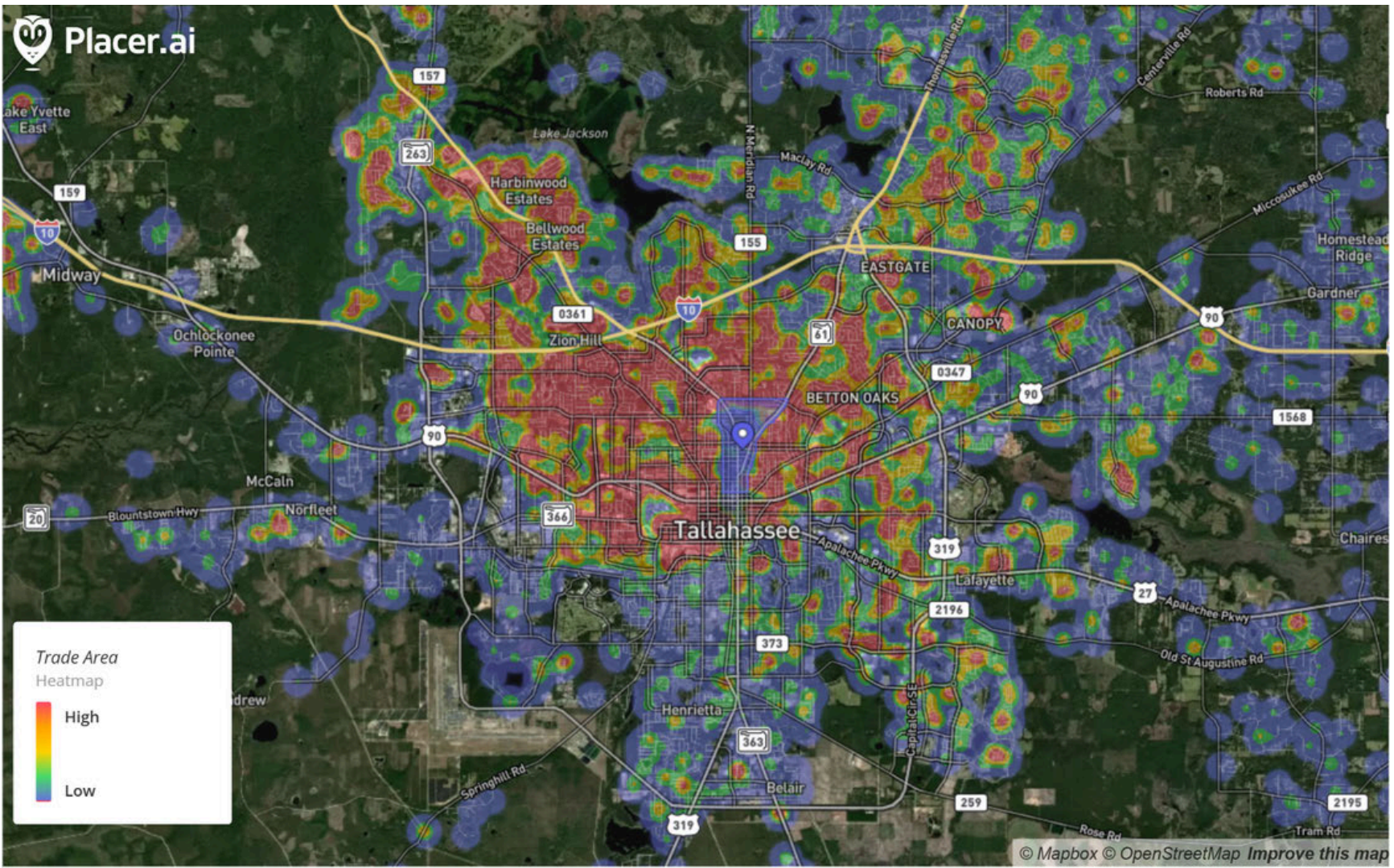
APPENDIX D. PLACER TRADE AREA DATA

This appendix contains additional Placer.ai mapping showing Trade Area information. The Trade Area data layer "visualizes where visitors come from, by home or work location, to identify the pockets that generate visitation per different trade area types."



Midtown Parking & Mobility Study

APPENDIX D

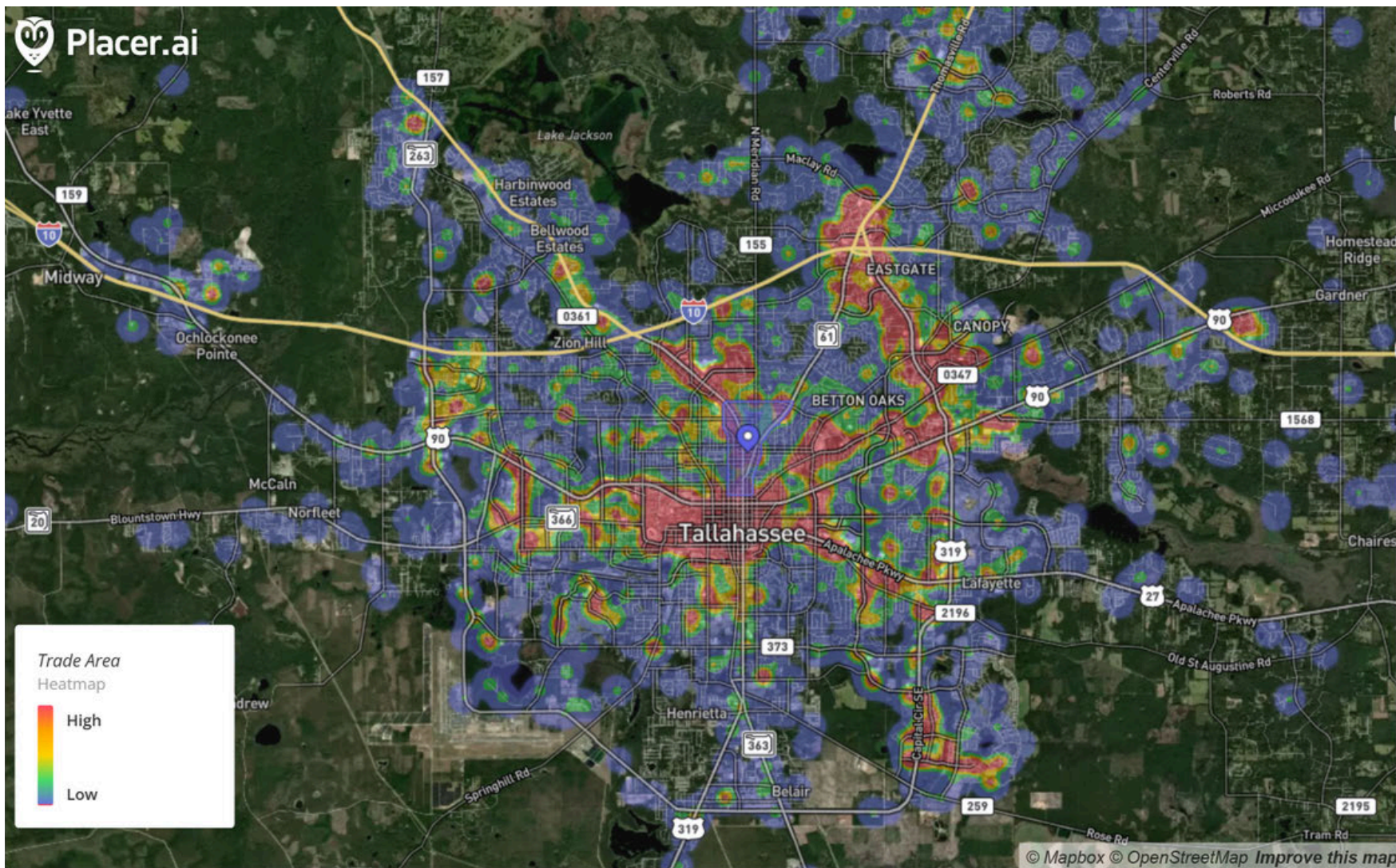


Midtown Parking & Mobility Study Area | | Jan 1st, 2024 - Dec 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

Trade Area Heatmap – Min. 12 Visits From Home

Midtown Parking & Mobility Study

APPENDIX D



Midtown Parking & Mobility Study Area | | Jan 1st, 2024 - Dec 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

Trade Area Heatmap – Min. 12 Visits From Work

Midtown Parking & Mobility Study

ATTACHMENTS

The attachments listed below are referenced in and considered to be a part of this Study but due to length or formatting, the documentation is not suitable for inclusion in the appendices. The attachments are available alongside this Study as separate documents available for viewing or download.

ATTACHMENTS

1. Bylaws of the Midtown Stakeholders Committee
2. Midtown Implementation Plan
3. Placer Property Overview
4. ESRI Market Profile Data
5. Midtown Mobility Survey Summary Data

PLACE

PLANNING, LAND MANAGEMENT and COMMUNITY ENHANCEMENT

