



# PARKING IN DOWNTOWN URBANA

2016



## CITY OF URBANA

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A GUIDE TO PARKING FOR  
A VIABLE DOWNTOWN

## Destination: Downtown Urbana

Downtowns have been an integral part of history for almost every “old” City in the United States.

With only a few exceptions, the hub of activity usually was centralized in down-

town areas—everything from housing, shopping, hotels, and law enforcement could be found in a developing community in the downtown area. Since Urbana’s incorporation in 1868, the downtown area continues to be the center of our community even as growth and development occurs toward the outskirts.



### **Technological Advances**

One of the challenges to having a historical downtown relates to advances in technology. In 1868, the main form of transportation was by horse or horse and buggy. As time progressed, electric rail and automobiles quickly changed horseback riding into a recreational sport—not a necessity. Along with this change in modes of transportation comes the need to work with the existing built areas and the demands of today’s shoppers.

What the City would like to see is a cooperative spirit between property owners, business owners, employees, and shoppers to make everyone’s experience as positive as possible.

### **Where can I park?**

Although not an old problem, parking continues to be a concern for many business owners and customers. In 2014 an average of 25,000 vehicles passed the monument per day. What does that mean for local business owners? More customers. What happens when there is no parking available for those traveling? Less shopping. So the question still remains—where can I park?

Fortunately, lack of parking spaces is not an issue for our community. Lack of use of these spaces is the problem. Presently, the downtown area boasts about 260 parking spaces all within two blocks of the “Man on the Monument.”

### **What does this mean?**

To better suit the needs of the paying customers or clients for downtown businesses, employees are strongly encouraged to use the available lots outlined on the map on the back of this page. Let’s admit it—American’s are lazy. We want to park next to the place we are going into.

In order to foster a more customer or client friendly atmosphere downtown, please encourage all employees to utilize the parking lot spaces available and allow our local shoppers to have the storefront parking.