

AGENDA
ADA TOWNSHIP SPECIAL WORK SESSION
JOINT MEETING OF TOWNSHIP BOARD AND
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS
THURSDAY, MARCH, 05 2026, at 3:00 P.M.
AMY VAN ANDEL LIBRARY
COMMUNITY ROOM #1
7215 HEADLEY ST, ADA, MI, 49301

I. CALL TO ORDER

II. ROLL CALL OF TOWNSHIP BOARD

III. ROLL CALL OF DDA BOARD OF DIRECTORS

IV. APPROVAL OF AGENDA

V. NEW BUSINESS
   A. Presentation of Ada Township Strategic Parking Plan
      a. Jon Forster, Fishbeck Consultants

VI. BOARD MEMBER COMMENT

VII. PUBLIC COMMENT

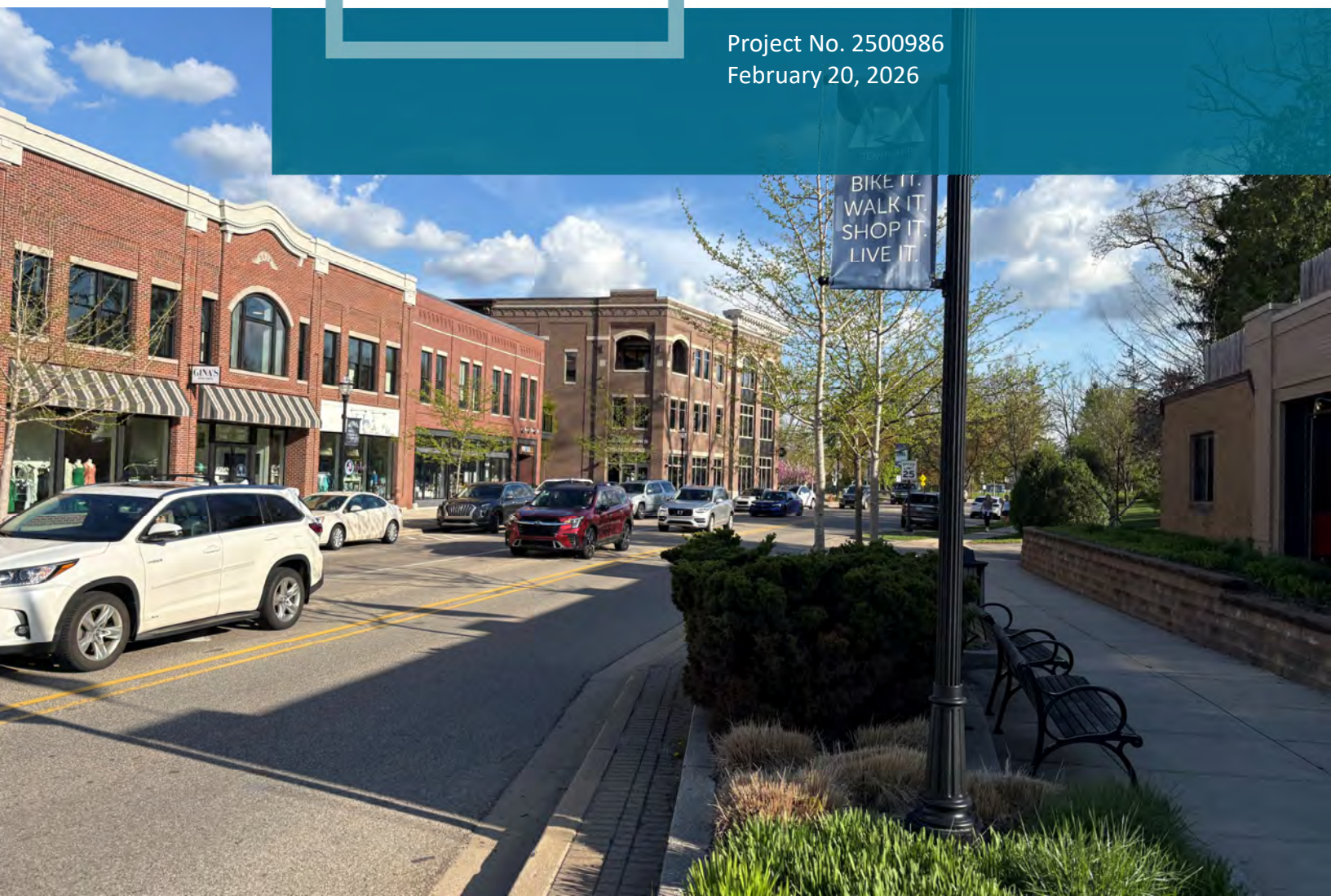
XVI. ADJOURNMENT

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DRAFT

Ada Township Strategic Parking Plan for Central Business District

Project No. 2500986
February 20, 2026



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Ada Township
Strategic Parking Plan for Central Business District

Prepared For:
Ada Township
Ada, Michigan

February 20, 2026
Project No. 2500986

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Executive Summary

Downtown Ada has grown tremendously over the past decade and has become a destination where all generations gather to live, work, and play. In 2013, Ada Township (Township) sought to activate the downtown community through the "Envision Ada" plan. The plan created a new direction for the community and required partnership from the Kent County Road Commission to reroute local roads and provide enhanced and safer pedestrian and vehicular mobility. New buildings and businesses such as a grocery store, pharmacy, restaurants, retail, and office space coupled with additional housing emerged in the walkable community.

Today, the central business district is active year-round. Events, community concerts, a weekly Farmers Market, the Amy VanAndel Library, restaurants and shops, and a social district draw attendees from across the region. While no longer the rural community it once was, the majority of visitors to downtown Ada still access via car and efforts will need to be made to preserve publicly accessible parking as the area continues to grow. To increase access to downtown, the Township has prioritized recreation improvements via investments in a trail system to promote alternative transportation options and health and safety.

Study Overview

Data collection for the parking study was conducted between July and September 2025, to assess parking supply and demand along with utilization patterns within the downtown study area (Appendix A). The analysis included parking inventory counts, occupancy assessments during peak periods (Farmers Market, weekend days, and weekday evening events), stakeholder interviews, and community engagement through workshops and surveys. The study process reviewed publicly available parking spaces (both public and private ownership), parking operating policy, and zoning policies.

Key Findings

Parking Supply: The study area contains 1,799 total parking spaces, comprising 365 on-street spaces and 1,434 off-street spaces. Of these, 1,213 spaces are privately owned and 221 are publicly owned. Currently, 177 spaces (12%) are restricted to specific users or times.

Overall Occupancy: Average parking occupancy across the study area remains below capacity, with most blocks operating between 35-70% occupancy during typical conditions. Even during high-demand events, available parking exists within a short walking distance of destinations. Occupancy charts are included in Appendix A. With a majority of parking spaces controlled by private landowners, there is a risk of protectionism and restricting private parking spaces from public use, diminishing the number of spaces available to the public.

Peak Demand Periods: The highest occupancy levels occur during the Tuesday Farmers Market (up to 93% in Block 3) and weeknight concerts (up to 98% in Block 8). However, nearby blocks maintain available capacity during these events.

Parking Distribution Challenge: The online survey feedback reveals a disconnect between parking availability and community perception. While adequate parking exists, many residents and visitors expect parking immediately adjacent to their destination, reflecting a suburban mindset rather than recognizing downtown Ada as a walkable, semi-urban environment. A public engagement summary has been included in Appendix B.

Future Development Projects and Planning

Several development projects will reshape downtown Ada's parking landscape and require strategic planning:

Block 5 – Township Hall Relocation: The new Township Hall site will be redeveloped with an estimated 120 total parking spaces. The new Township Hall (14,000 square feet) requires 72 spaces under standard zoning, reducible to 44 spaces with shared parking provisions. Typical daily use is likely around 40 spaces without public meetings

or other larger gatherings. The existing church on this site requires 101 spaces under current code, but only 61 with reductions, and typically needs more than 10 spaces only during evening meetings, funerals, and weekend worship services. The Township Hall project presents a strategic decision point: should the Township sell the existing lot with the current Township Hall or retain the parking lot as municipal parking while exempting the new owner from parking requirements?

Block 7 – River Street Park Development: This project will add 30 parking spaces along River Street, providing additional evening parking for businesses north of the area, plus 48 spaces within the park itself. The parking for the park is designed to adequately support general park use without creating spillover demand into existing downtown parking areas, except during special events.

Block C – Development: The Township should carefully evaluate Block C site plans to consolidate new and existing parking lots for maximum efficiency. All landowners on Block C should coordinate for shared parking needs similar to blocks A and B.

Developments should contribute to the semi-urban nature of downtown Ada. Greater building density is desired than in suburban strips or developments. However, the Township should be cautious of growth without adequate associated parking. There is limited public parking supply to absorb large amounts of additional vehicles, and a significantly underparked site could increase the likelihood of private parking owners restricting use.

Primary Recommendations

Operational Improvements

- Conduct quarterly parking occupancy counts using GIS technology to monitor parking usage trends.
- Formalize and publish the existing event parking plan.
- Add controlled pedestrian crossings at key intersections to improve walkability. Two locations stand out; Ada Drive at Thornapple River Drive and Headley Street at Thornapple River Drive.

Zoning and Development (Appendix C)

- Base parking requirements on building square footage and fire marshal capacity rather than use-specific calculations such as number of employees or number of seats.
- Adopt shared parking methodologies allowing calculated reductions in parking requirements for new developments.
    - Includes changes in land use categories for institutions, barber and beauty shops, and medical office space.
    - Potential adjustment to PVM parking reductions, less straight reduction, more targeted reductions through mixed-use building space, bicycle parking and short-term parking spaces.
- Establish the Downtown Development Authority (DDA) as the central coordinator for shared parking arrangements, communication and leadership regarding parking issues.

Communication and Signage

- Implement a comprehensive signage program identifying public parking locations and availability times.
- Launch regular "Did You Know?" campaigns via social media to educate the community about existing parking resources.
- Develop a parking information sheet for distribution to businesses and posting throughout downtown.
- Continuously reinforce that downtown Ada is a walkable community with excellent pedestrian connectivity.

Future Parking and Expansion Opportunities: Future planning should address several strategic initiatives including potential road diet and non-motorized infrastructure improvements along Fulton Street/M21, integration of the Amway site parking into downtown (through expanded shuttle service or a pedestrian tunnel or bridge),

extension of parking north on Bronson Street, and consideration of green space north of the library as a parking reserve. Additional parking expansion/supply management options include creating pull-in on-street parking on Headley Street (which could double space count), expanding the Ada Hotel's staff parking arrangement with Amway to other businesses, and exploring whether banks would allow limited employee parking in their lots during business hours.

Conclusion

Ada's downtown currently has adequate parking to meet demand on typical days. Future planning for parking balance will be challenging but should include: community support of shared parking policies among businesses, monitoring and maintaining parking occupancies near 80%, communicating with the community on parking issues, and leadership in overseeing downtown parking policy. These challenges are addressed by establishing the DDA as an active parking coordinator, implementing clear wayfinding signage, and fostering community acceptance of walking short distances in a pedestrian-friendly downtown environment. With proactive monitoring and strategic communication, Ada can accommodate continued downtown growth while maintaining the walkable, accessible character that makes it unique.

Presentation of Findings and Recommendations

See the following pages for the Ada Parking Study Findings and Recommendations.

Ada Parking Study
Findings and Recommendations

February 20, 2026

TOWNSHIP DDA

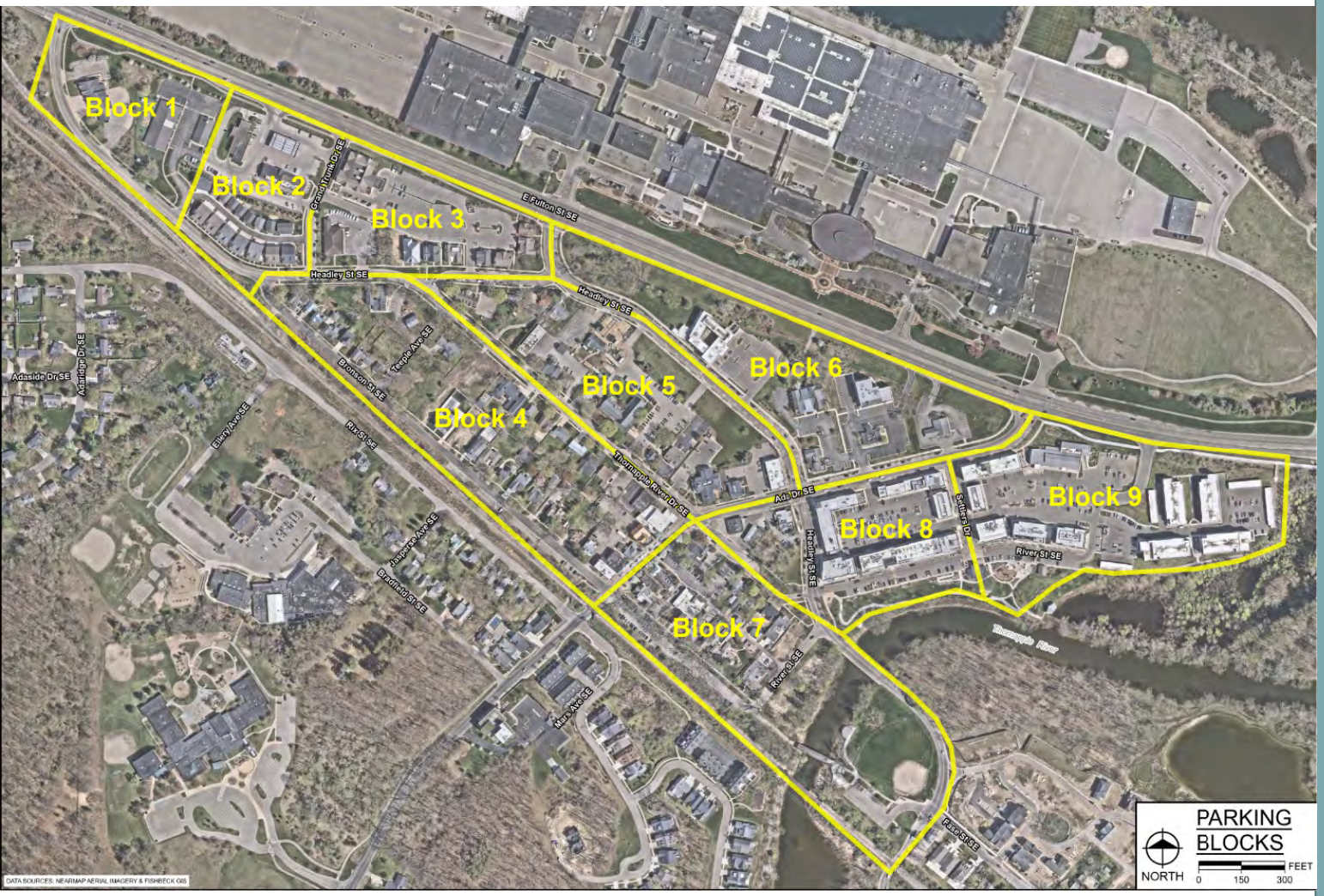
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Parking Study Goals

- Measure parking supply and demand characteristics across downtown
  - Typically busy times, but not large events such as Beers at the Bridge
- Engage with the community on how parking impacts business owners, residents and visitors
- Identify specific issues that should be addressed / monitored over time
- Develop a strategic plan for planning future parking needs, including zoning and land use issues

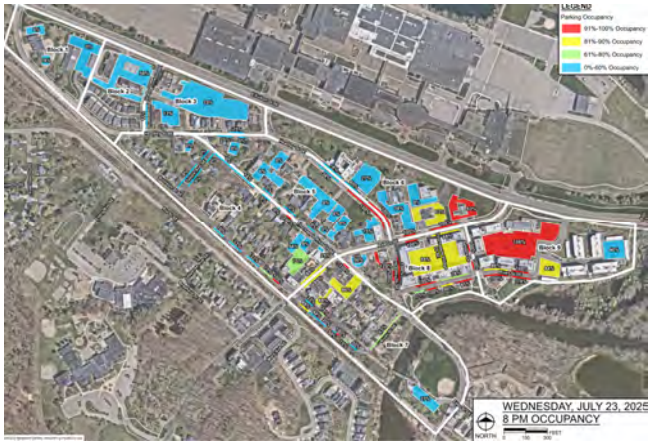
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Study Boundary

Data Collection

- Parking inventory - July 2025
- Parking occupancy counts:
  - Farmers Market – July 8
  - Weekend Day – Saturday, July 19
    - 10 am – 8 pm
  - Weekday / Evening event – Wednesday, July 23
    - 10 am – 8 pm
- 1 on 1 Stakeholder interviews
  - Business owners, Library, elected officials, Township staff
- DDA Board Workshop in August
- Public Open House in September
- Online Survey open from August 25 - September 20
  - 707 responses





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Inventory Breakdown

- 1,799 Total Parking Spaces within study boundary
  - 365 On Street Spaces
    - 8 ADA Spaces
  - 1,434 Off Street Spaces
    - 76 ADA Spaces
    - 1,213 private parking spaces
    - 221 public parking spaces
    - 6 EV Charging Spaces
    - 177 spaces are restricted to specific users or times (12%)

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Non-Motorized Access

- 14 bike racks within study area
- 15% of survey respondents indicate they bike to Downtown and 19% walk, percentages drop during winter and weather conditions
- There are limits to pedestrian and alternative mobility usage
  - No transit options
  - Weather dependent



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Block 1

- Total Parking Spaces: 93
- Average Occupancy: 22.2%
- Only 5 survey respondents indicated they visit this block with 0 reporting as parking in it

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Block 2

- Total Parking Spaces: 76
- Average Occupancy: 60.6%
  - Peak Occupancy: 82% weekday 12p-2pm
- Building Use Type Requirements: 54 Spaces
- 2% of survey respondents visit this block but 0 respondents park here

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Block 3

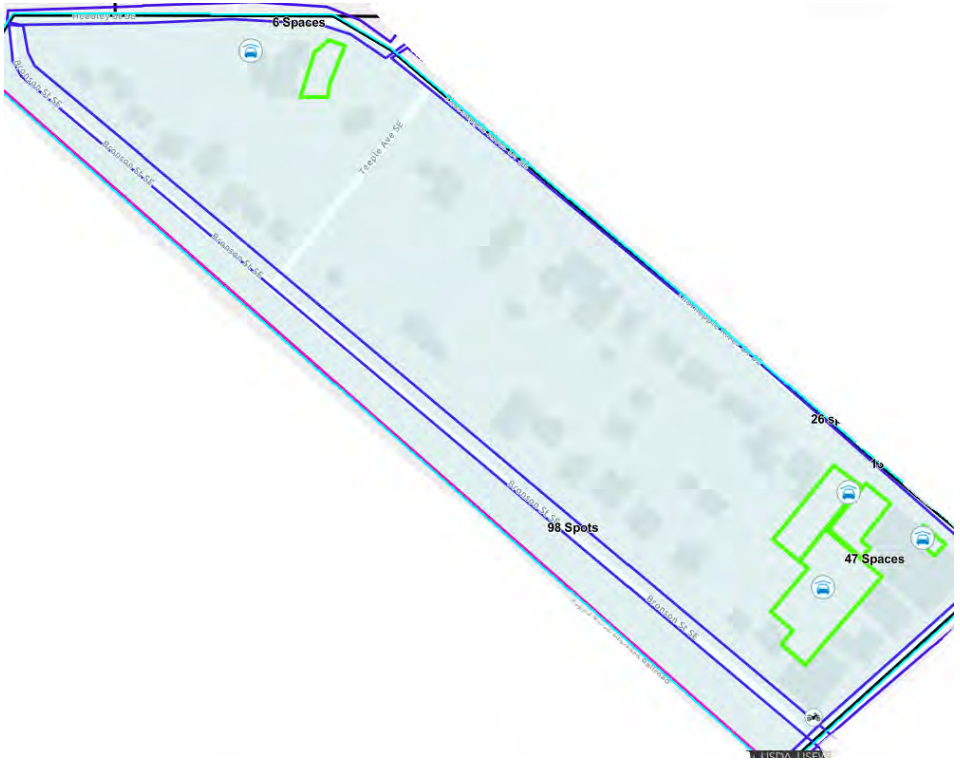
- Total Parking Spaces: 241
  - On-Street: 13
  - Off-Street Unrestricted: 205
  - Off-Street Restricted: 23
- Total Available Spaces: 218
- Average Occupancy: 60.6%
  - Peak Occupancy: 93% 10am Farmers Market Tuesday
- Building Use Type Requirements: 200 spaces
- 4% of survey respondents visit this block but only 18 park here



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Block 4

- Total Parking Spaces: 160
  - On-Street: 91
  - Off-Street Unrestricted: 58
  - Off-Street Restricted: 11
- Total Available Spaces: 149
- Average Occupancy: 49.8%
  - Peak Occupancy: 70% 10am Farmers Market Tuesday
- Building Use Type Requirements: 101 spaces
- 12% of survey respondents visit this block while 11% typically park here



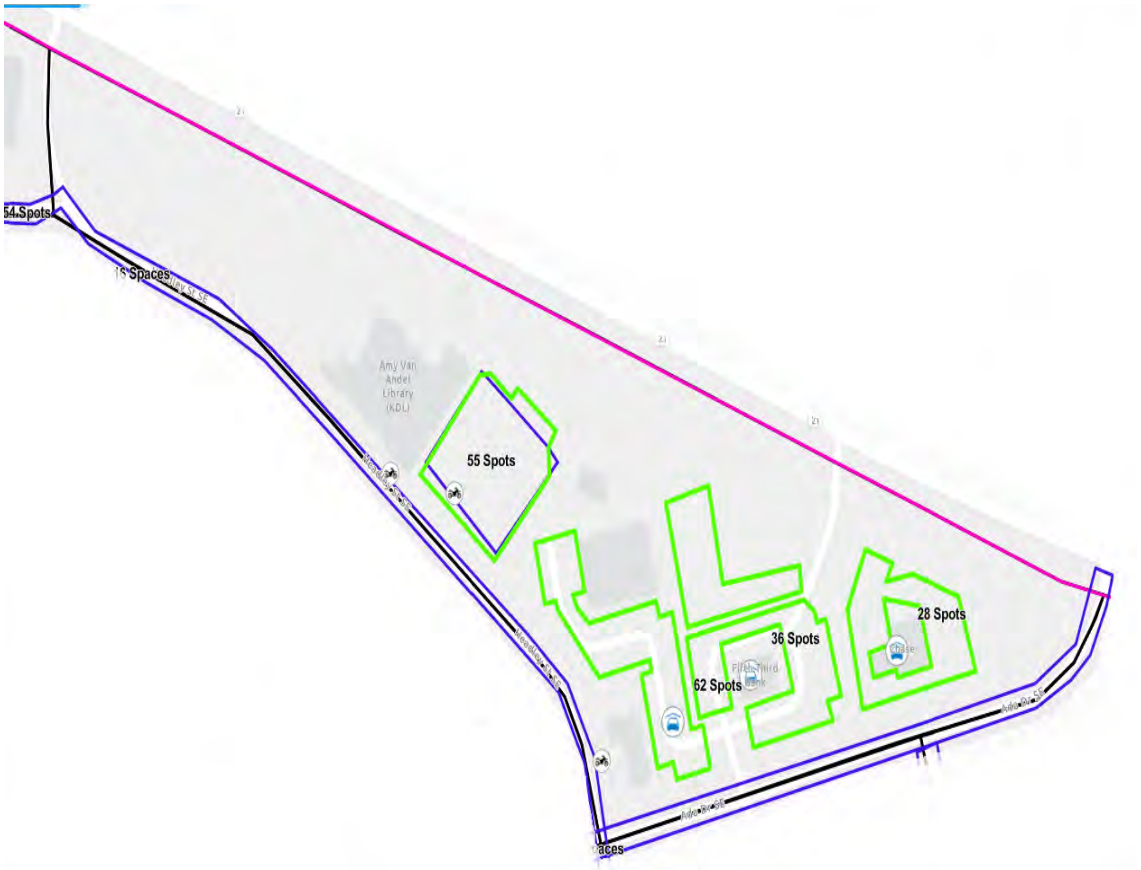
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Block 5

- Total Parking Spaces: 272
  - On-Street: 41
  - Off-Street Unrestricted: 148
  - Off-Street Restricted: 83
- Total Available Spaces: 189
- Average Occupancy: 35.6%
  - Peak Occupancy: 73% 12pm Farmers Market Tuesday
- Building Use Type Requirements: 160 spaces
- Only 4% of survey respondents visit this block while 5% usually park here

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Block 6

- Total Parking Spaces: 252
  - On-Street: 34
  - Off-Street Unrestricted:181
  - Off-Street Restricted: 37
- Total Available Spaces: 215
- Average Occupancy: 46.6%
  - Peak Occupancy: 83% 10am Farmers Market Tuesday
- Building Use Type Requirements: 99 spaces
- 8% of survey respondents visit this block and park here

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Block 7

- Total Parking Spaces: 139
  - On-Street: 65
  - Off-Street Unrestricted:74
  - Off-Street Restricted: 0
- Total Available Spaces: 139
- Average Occupancy: 44.1%
  - Peak Occupancy: 60% 8pm weeknight concert
- Building Use Type Requirements: 79 spaces
- 8% of survey respondents visit this block but 12% usually park here



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Block 8

- Total Parking Spaces: 238
  - On-Street: 76
  - Off-Street Unrestricted:162
  - Off-Street Restricted: 0
- Total Available Spaces: 238
- Average Occupancy: 70.2%
  - Peak Occupancy: 98% 6pm weeknight concert
- Building Use Type Requirements: 135 spaces
- 30% of survey respondents visit this block with 25% parking here



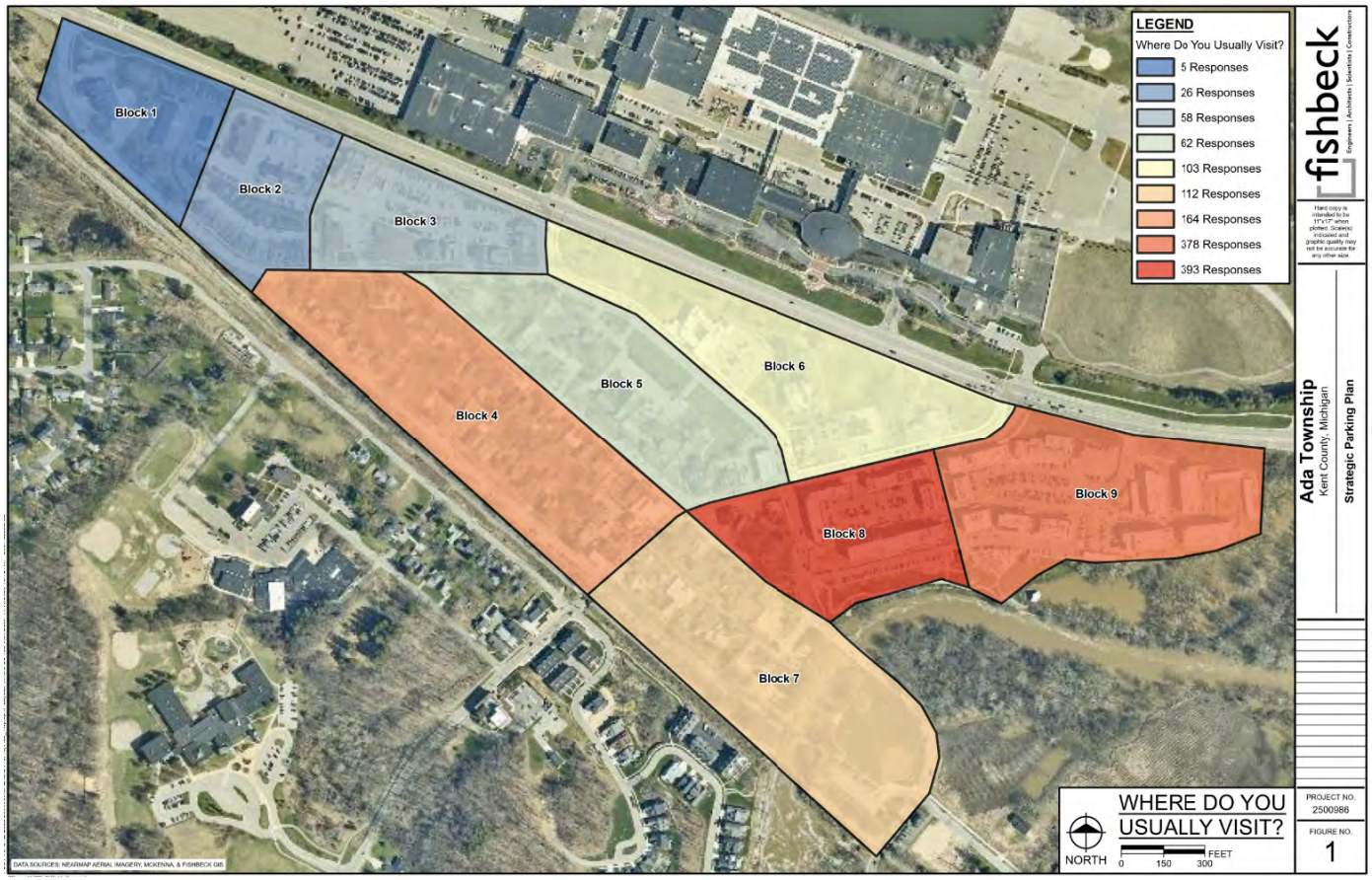
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Block 9



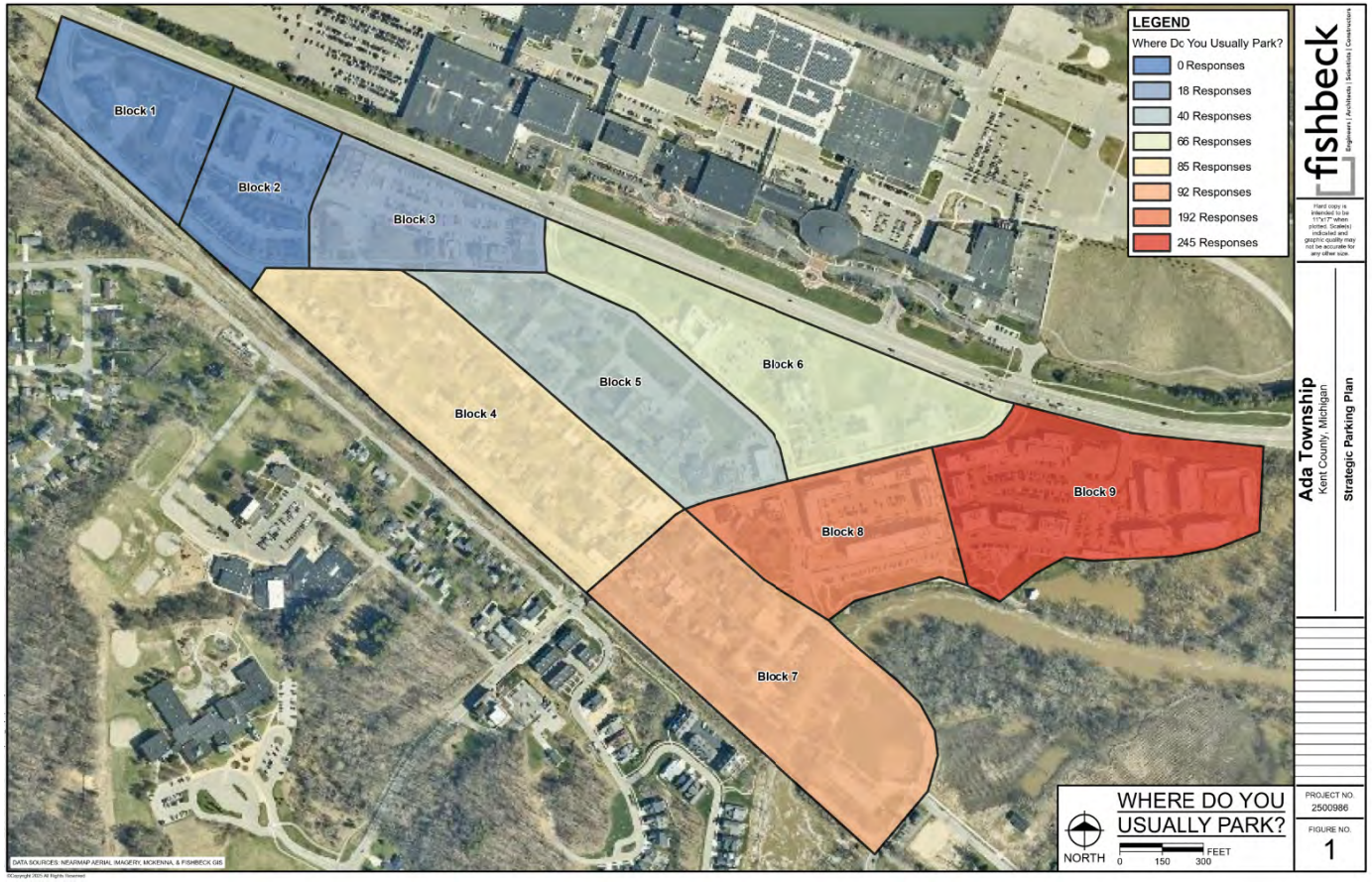
- Total Parking Spaces: 328
  - On-Street: 45
  - Off-Street Unrestricted:198
  - Off-Street Restricted: 85
- Total Available Spaces: 243
- Average Occupancy: 58.4%
  - Peak Occupancy: 96% 8pm weeknight concert
- Building Use Type Requirements: 176 spaces
- 29% of survey respondents visit this block with the highest number of parkers (32%) usually parking here

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What is your destination?

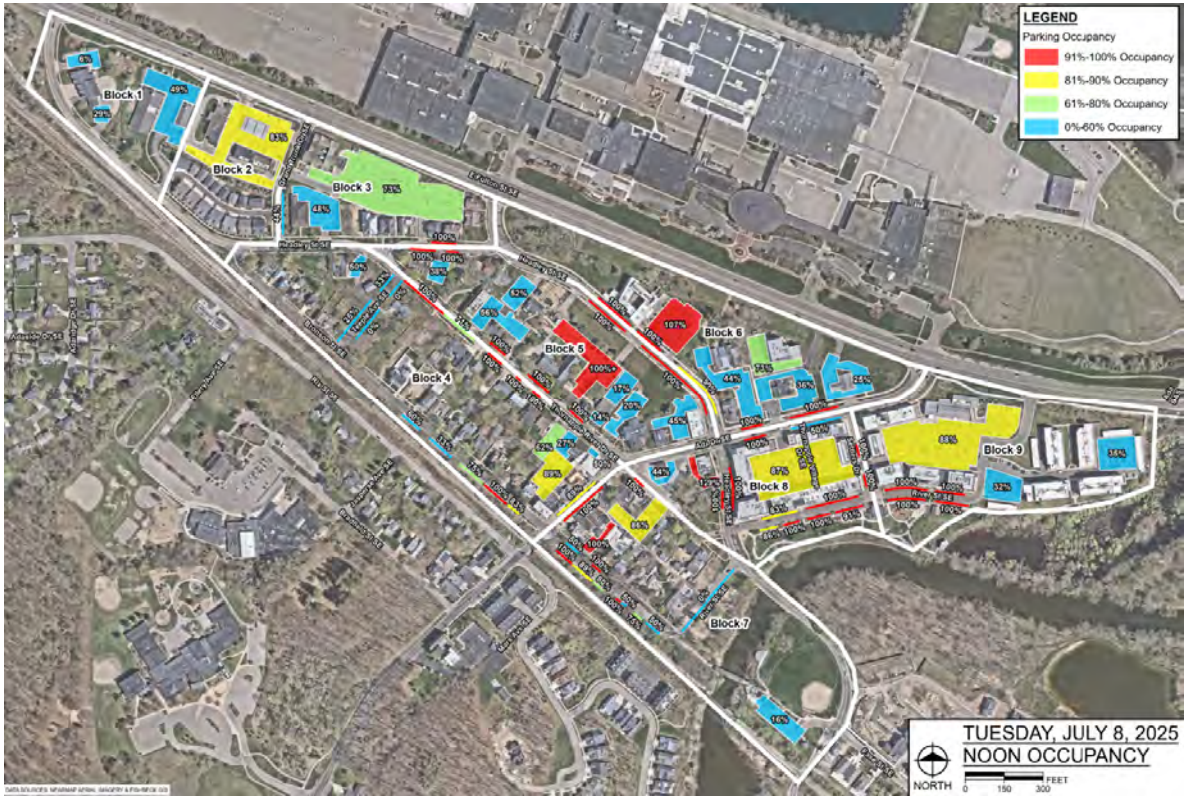
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Where do you typically park?

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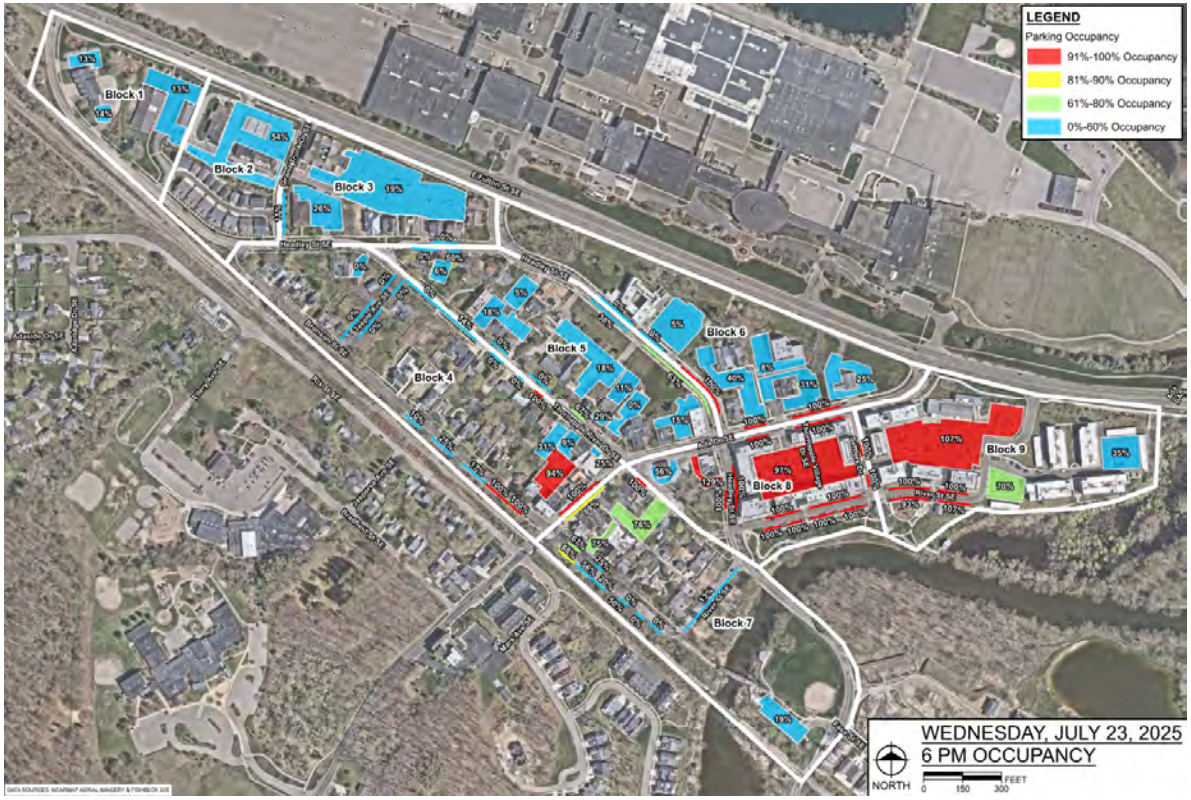
Farmers Market Parking Occupancy



- Tuesday Farmers Market
  - Market lot, Library lot and on-street in the area well utilized
  - Available parking across downtown
  - Private parking areas underutilized

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Event Parking Occupancy



- During a busy concert event on the river
  - The Library Lot had three cars
    - Five minute walk to the riverfront
  - Church lot lightly occupied
  - River St. and Bronson Rd. across Thornapple River Dr.

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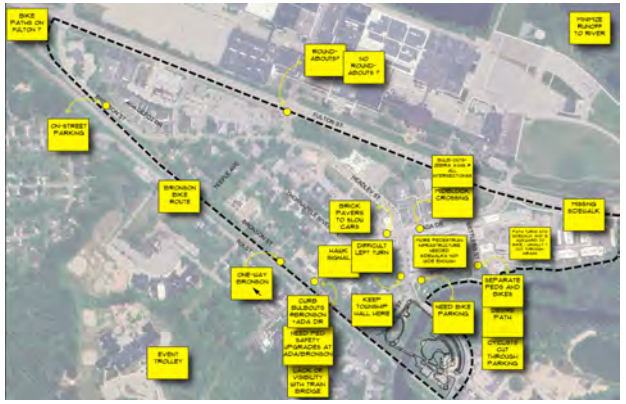
Parking Occupancy

- Downtown has adequate parking to meet the needs of the businesses and organizations
- Not always a parking space within 200 feet, some walking is required
- Highest average occupancy – Block 8 – 70%
- Parking assets should be shared to maximize land use
  - Parking lots protected for a single use can sit underutilized more than 75% of the time
  - Maintaining cooperation from private parking owners is necessary
  - Losing cooperation is a significant risk

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Public Engagement

- Stakeholder Meetings and Interviews
  - Business and property owners – long-time and more recent
  - Developers and large scale property owners
  - Residents
  - Township staff, Board Members, DDA Board
- Public Open House
  - 35 attendees
- Public Survey
  - 707 responses



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Summary of Stakeholder Responses

- Like the walkability, scale, and activity of downtown.
- Difficult to find parking near the front door for errands and quick stops.
- Parking during events can be a few blocks away.
- Expect parking and walking for community gathering events.
- Paid parking is not a reasonable solution for Ada.
- A parking structure does not fit the nature of Ada.
  - Although more spaces are needed
- Continue to improve pedestrian and bicycle access.

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Survey Results

- 98% of respondents drive downtown
  - Although 15% (bicycle) and 20% (walking) are willing to use other modes of transportation when weather permits
- People visit throughout the day and week
  - 44% weekday mornings
  - 60% weekday evenings
  - 56% weekend evenings
- 85% live within 5 miles of downtown
- 4.5% have mobility / accessibility needs (ADA spaces, ramps, etc.)

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Adjusting to Having a Downtown Ada

- Largely unrestricted parking is desired by the community (other than ADA, Loading Zone, No Parking)
- Parking within sight distance of their destination (or near the front door)
  - Some businesses share this opinion
  - Less complaints about parking for an event than a typical day
- Ada downtown is a semi-urban city center with great pedestrian connectivity and easy, free parking. It is NOT the suburbs.
- Continually communicating and growing this message is key to ongoing community acceptance

TOWNSHIP

Block 5 Future Development

- 120 total parking spaces
- Township Hall requirements
  - Township Hall (14,000 sq ft)
  - 72 spaces
  - 44 with reduction
- Church requirements
  - 101 spaces
  - 61 with reduction
  - Only need more than 10 for funerals and weekend worship





Block 7 Future Development

- 30 parking spaces along River St.
  - Additional public parking available in the evenings for businesses north of the area
- 48 spaces in the park
  - Adequate to support general use of the park
- Park parking demand should not exceed new spaces and spill over into current parking – other than events

ADA TOWNSHIP

Block C Development

- Increased density along Ada Drive
- Parking interior to the site
- Similar to Blocks A and B, the central parking areas should be shared to maximize use and reduce unused pavement
- Neutral impact on area wide parking demand
  - Site should be largely self supporting on typical days



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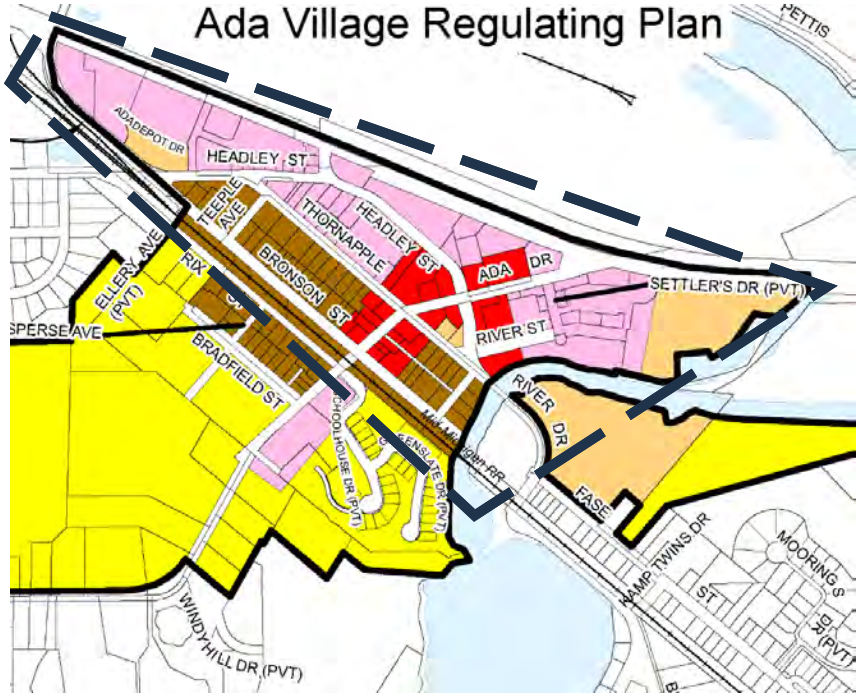
Current Regulations: Township-Wide

Use Category	Minimum Parking Requirement
Single-Family Residential	2 spaces per dwelling unit
Two-Family & Multi-Family Residential	1.5 spaces per dwelling unit
Office	1 space per 300 sq ft of gross floor area
Retail sales (General)	1 space per 200 sq ft of floor area
Restaurant (Sit-down)	1 space per 100 sq ft of floor area
Barber and Beauty Salons	3 spaces per seat
Institutional (Schools, churches)	1 per 3 seats or 6 feet of seating length for churches, 1.5 per classroom plus auditorium and gymnasium settings for elementary and middle schools. 1 per 4 students plus 1.5 per classroom plus auditorium and gymnasium seatings.
Healthcare (Clinic, medical office)	6 per physician plus 1 per employee

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Current Regulations: The PVM Overlay District (Downtown Context)

- Encompasses the Village Core, Village Center, and parts of Village Proper
- Existing Modifications:
  - Permits reduced parking requirements, down by 20%-60% of the standard minimum
  - Encourages shared parking for uses with offsetting peak demands (e.g., retail by day, residential by night), although not with a direct formula



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Current Conditions

- Majority of parking spaces are privately owned (67%), with many sharing private parking for the public good
  - Some properties have restricted parking to their tenants and customers
- Undeveloped land is diminishing, however there are some opportunities and options for redevelopment
  - New Village Hall is largest planned project
  - Re-development of Block C
  - Smaller infill properties
- Residential component is desired, although existing homes are not protected by zoning
- Parking supply is adequate currently
  - Zoning reductions allow for growth, shared parking assets are necessary for the future build out

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Risks / Status



- Land use changes can impact parking availability significantly
  - Retail to a restaurant can increase vehicle volume 3-5 times
- Township owns limited parking, with zoning rules managing supply
  - Developments that do not provide adequate parking for typical times could create an imbalance quickly
- Parking occupancy levels regularly exceeding 80% will likely cause parking owner to protect “their parking”
  - No Parking signs will increase, private enforcement may follow (towing)
- 75% to 80% is ideal – patrons happy, efficient use of land, may limit protectionism

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Recommendations

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Township / Community Assumptions

- Township does not want to purchase land or parking lots to significantly increase “public” ownership and control of parking
  - Not much land to purchase
- The Township does not want to get into the parking business
  - No day-to-day management – snow and ice, utilities, repair, etc.
- Paid or time limited parking is not desired
  - Who would enforce parking violators?
- Residential areas of downtown are likely to stay residential
- Traditional parking structure / garage is not desired
  - Parking integrated with buildings may be considered – height limits
- The community and Township would like to keep things simple!

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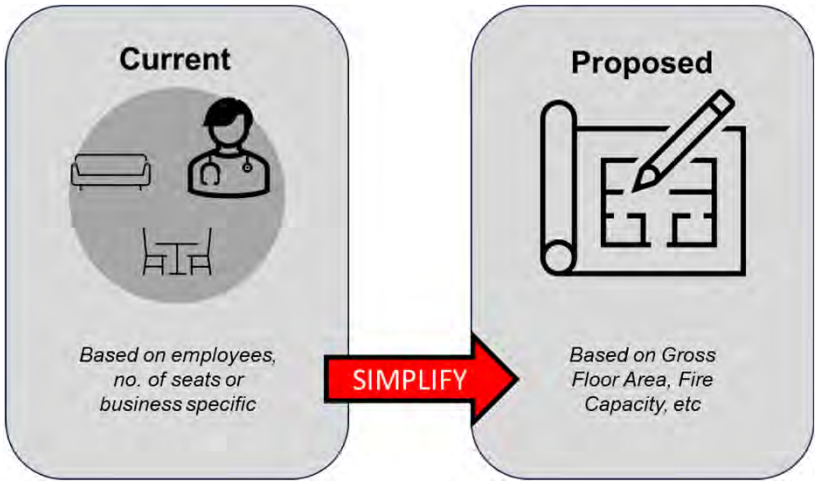
Future Land Use Impact

- There are select projects / locations, but much of downtown is developed. Available sites include:
  - Current Township Hall site
  - Block C
  - West of the Library
  - Various small parcels
- Change in land uses present risks to changes in parking demand
  - Important to balance land use mix if possible
- Goal of parking zoning is to balance remaining build out with parking to achieve approximately 80% occupancy throughout downtown

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Zoning Recommendations

- Base requirements on not easily changed characteristics
  - Square foot
  - Fire Marshall capacity
- Barber and Beauty Shops from a "per seat" standard to a "per square foot" standard.
- Medical uses from a "per employee" standard to a "per square foot" standard.



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Modified Requirements

Use Category	Current Minimum Parking Requirement	Proposed Minimum Parking Requirement without the PVM Overaly parking reduction
Institutional (Schools, churches)	1 per 3 seats or 6 feet of seating length for churches, 1.5 per classroom plus auditorium and gymnasium settings for elementary and middle schools. 1 per 4 students plus 1.5 per classroom plus auditorium and gymnasium seatings.	1 space for every three persons in the maximum capacity of the largest gathering space, as determined by the Fire Marshall + 1.5 spaces per classroom or similar space.
Healthcare (Clinic, medical office)	6 per physician plus 1 parking per employee.	1 space per 270 sq. ft. of gross floor area *Approximately 110% of the minimum for conventional office space.*
Barber and Beauty Shops/Services	3 per Chair/Booth	1 per 200 square feet of floor area *Same parking requirements as for retail sales*

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Utilizing Shared Parking

- Adopt a time-of-the-day Matrix to automatically calculate shared capacity.
- *Minimum requirement is whichever column is the highest.*
- *Note: Requirement determined **AFTER** applying PVM reduction.*
- If adopted, adjust the PVM reduction factor slightly to .50

Land Use	Weekdays			Weekends		
	1am- 7am	7am-7pm	7pm-1am	1am-7am	7am-7pm	7pm-1am
Residential	95%	25%	95%	95%	75%	95%
Commercial/ Retail	0%	95%	75%	0%	90%	75%
Office/Service	5%	95%	5%	0%	10%	0%

Example Shared Parking Factor Table. Source: Village of Oxford Zoning Ordinance.

Land Use	Weekdays			Weekends		
	1am- 7am	7am-7pm	7pm-1am	1am-7am	7am-7pm	7pm-1am
Residential	100%	25%	75%	100%	75%	75%
Commercial/ Retail	0%	95%	75%	0%	90%	75%
Office/Service	5%	95%	5%	0%	10%	0%

*Shared Parking Factor Table **Adjusted for Downtown Ada***

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Standardizing Shared Parking

- **Example:**
- 2,000 square feet of retail
  - **Base Requirement:** 10 parking spaces
  - **Requirement with PVM Reduction:** 5 spaces
- 1,000 square feet of restaurant
  - **Base Requirement:** 10 parking spaces
  - **Requirement with PVM Reduction:** 5 spaces
- 10 housing units
  - **Base Requirement:** 15 parking spaces
  - **Requirement with PVM Reduction:** 8 spaces
- **Total Without Shared Parking Provision: 18 spaces**

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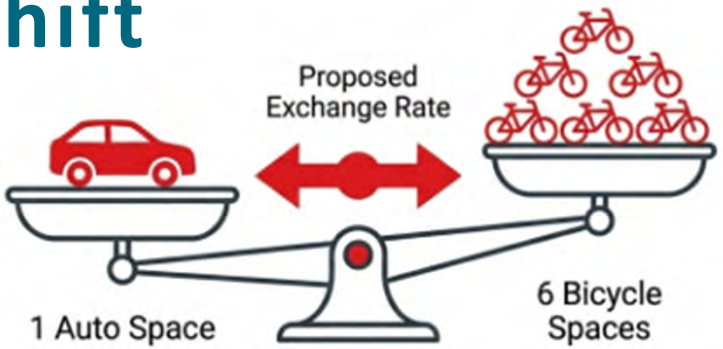
Shared Parking Implementation

- Calculation
- Highest Column = Required Parking

Land Use	Weekdays			Weekends		
	1am- 7am	7am-7pm	7pm-1am	1am-7am	7am-7pm	7pm-1am
Residential	95%	25%	75%	100%	75%	75%
Commercial/ Retail	0%	95%	75%	0%	90%	75%
Office/Service	5%	95%	5%	0%	10%	0%

Land Use	Weekdays			Weekends		
	1am- 7am	7am-7pm	7pm-1am	1am-7am	7am-7pm	7pm-1am
Residential	8	2	6	8	6	6
Commercial/ Retail	0	9	7	0	9	7
Office/Service	0	0	0	0	0	0%
Total	8	11	13	8	**15**	13

Modern Mobility and Mode Shift



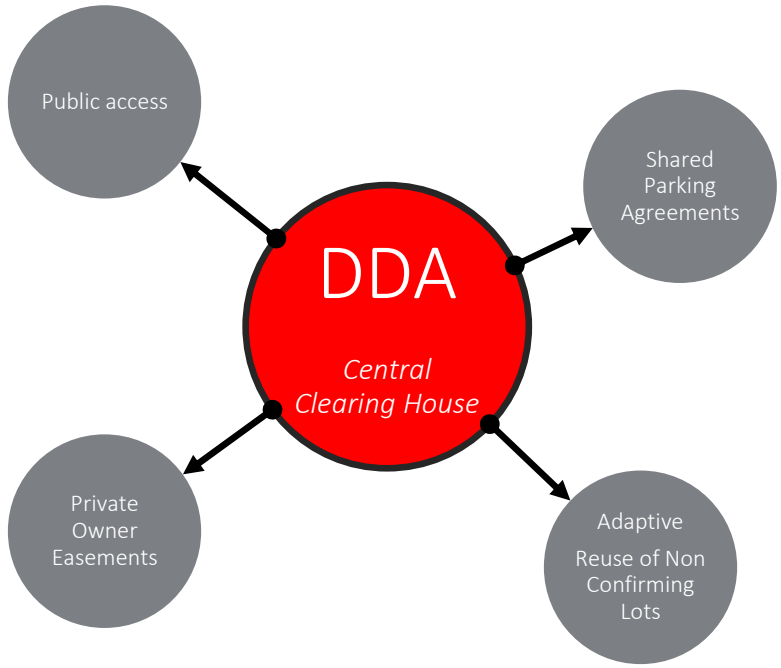
- Incentivize non-motorized transport by allowing vehicular parking reductions in exchange for on-site bike facilities.
- Time limited spaces reserved for take-out food, drop-off, rideshare, etc. can be used to reduce parking requirements – two for one reduction
- Allow limited reductions for non-motorized and short-term parking spaces
  - Reduce not more than 5% of non-adjusted total



TOWNSHIP

DDA Role in Parking Administration

- Zoning creates the rules, but the DDA manages the assets. Ada moves towards system of public easements and off-site agreements.
- The Zoning Ordinance incentivizes the granting of public access easements for new parking lots.
- The DDA would manage these easements, allowing property owners to share parking across multiple properties.
- This will be an incremental process.



TOWNSHIP

Parking Easements



- Example:
  - The building on the right has adequate parking.
  - The building on the left has awkward and crowded parking.
- **The DDA** could manage the sharing of parking between these two properties, and the **Planning Commission** could use that to be flexible with parking requirements.
- DDA manages inventory so parking is not shared multiple times
  - Signed contracts
  - Tracked agreements

TOWNSHIP

Master Plan Topics

- Evaluate Block C site plans to consolidate new and existing parking lots for efficiency
- Evaluate options to increase on-street parking
- Identify potential sites for future public parking
- Explore public transportation options – local and regional
- Future of Fulton / M21 – road diet, non-motorized infrastructure
- Consider how to integrate Amway property into downtown
  - Shuttle, ped tunnel or bridge for parking expansion
  - Current tunnel is at least .75 miles (15 minute walk) from Amway property to downtown
- Include Township Hall relocation

TOWNSHIP

Communication Recommendations

- Discuss parking quarterly at DDA meetings
  - Zoning – DDA to take active role in supply management
- Send out monthly / quarterly parking "Did you know?" social media posts
  - New parking along River St. at the park
  - Library parking available in the evenings
  - Banks allow parking in their lots after 5:00 pm
  - Promoting bicycling on trail and pedestrian access
- Regularly address parking with building and business owners. Encourage shared use of space and creating opportunities to work collectively and share costs.
- Create a parking one pager for posting and passing out to businesses



TOWNSHIP

Signage Recommendations

- Develop signage package to identify where and when the general public can park
- Encourage land owners to participate – Township pays for signs
- Provide details on hours, rules, and restrictions
- Allows patrons to comfortably know where to park, while stating clearly where they cannot
- Promotes community acceptance and solidarity on parking





TOWNSHIP

Operational Recommendations

- Publish event parking plan that is currently in place and working well
  - Place on Township website and give to merchants
- Determine specific ownership and rights of River St. in Block B to foster cooperation
- Continue process of gaining control of local streets
- Add controlled pedestrian crossing across Ada Dr. at Thornapple River Dr.
- Address pedestrian crossing at Thornapple River Dr. at Headley St.
- Add sidewalks on Teeple St.

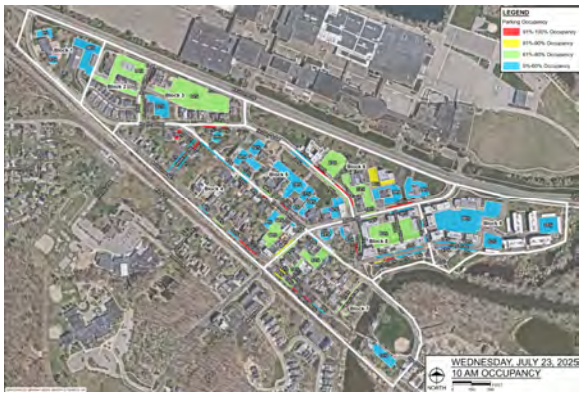




TOWNSHIP

Ongoing Data Collection and Analysis

- Conduct regular parking occupancy counts via GIS
  - Quarterly during peak times
    - Daytime and weekend evening
- Conduct bicycle occupancy counts to determine if more rack space is needed
  - Twice per summer
    - Weekday and weekend
- Monitor over time to know when adjustments are needed before parking becomes a crisis
- Goal is 80% occupancy across the area to maximize use and attempt to mitigate protectionism





TOWNSHIP

Community Needs

- Additional parking spaces are not necessary now, but opportunities should be considered for long-term build out and future needs
- Transit is not an option currently, and not likely for the future
- Biking and pedestrian access are seasonal / weather related
- Ada will continue to be largely a driving community for the foreseeable future and parking planning will continue to be vital for downtown





TOWNSHIP

Strategic Questions / Parking Expansion

- Sell lot with Township Hall building or maintain parking lot as municipal parking and exempt new owner from parking requirements?
- Create pull-in angled parking on south side of Headly St. from Fulton access to Ada Dr. – double space count
- Extend pull in parking north on Bronson St. another block?
- Reserve green space north of the Library for parking?
- Ada Hotel staff park on Amway campus. Can this program be expanded? Who would pay? Tunnel or bridge option to increase parking access?
  - Can the existing tunnel provide reasonable relief?
- Would the banks allow limited employee parking in their lots during the day? Can you brand the lots with parking P for the Township?

TOWNSHIP

Summary



- As the downtown builds out and parking occupancy eases toward 80%, there is a need for leadership on parking issues.
  - Maintain parking demand near / under 80%
  - DDA to guide in developing an overall strategy and support for business and property owners
- Implement zoning changes that support the continued vitality of downtown, but also more directly address land use concerns
- Communicate with the community to build trust, shared use of parking, and minimize parking protectionism.
- Use GIS tools developed to monitor and maintain occupancy levels that promote cooperation

TOWNSHIP

Thank you!


TOWNSHIP


MCKENNA


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Recommendations Matrix

See the following page for the Parking Study Recommendations Matrix.

Parking Study Recommendations Matrix

Ada Township, Michigan

Spring 2026

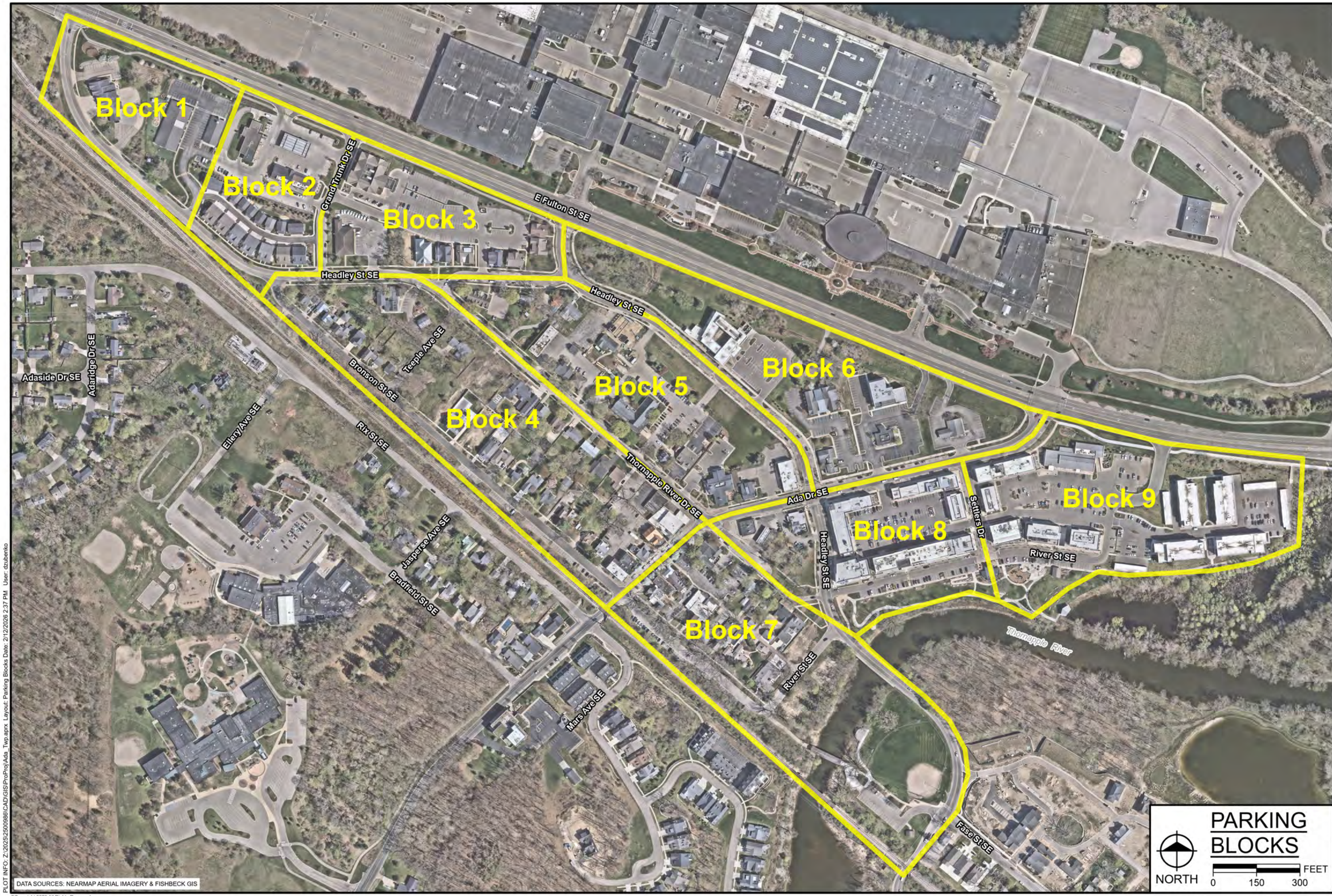
Recommendation		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Potential Cost	Team	Priority
1	**Operational / Administrative Solutions**													
1.1	DDA takes parking administration role											Staff time	DDA / TB	High
1.2	Updated signage to clearly articulate public parking locations											Staff time	DDA / PLN	Medium
1.3	Update downtown parking map / webpage											Staff time	DDA	Medium
1.4	Publish Event Parking Plan - distribute to business / property owners											Staff Time	DDA	Medium
1.5	Investigate controlled pedestrian crossing at Ada and Thornapple River											Staff Time / $250,000	PLN	Medium
1.6	Options for pedestrian crossing at Thornapple River and Headley St.											$100,000	PLN	Low
1.7	Add sidewalks on Teeple Street											$100,000	PLN	Low
2	**Policy / Coordination Solutions**													
2.1	Conduct quarterly parking occupancy counts											Staff Time	DDA	High
2.2	Coordinate with local businesses to bring private parking into public use											Staff Time	DDA	High
2.3	Update Township / DDA Boards regularly on parking situation											Staff time	DDA	High
2.4	Continue to incentivize walking and biking programs											Staff time	PLN	Medium
3	**Zoning / Planning Solutions**													
3.1	Implement zoning update and monitor impact			**Monitor**								Staff time	TB / PLN	High
3.2	Encourage shared parking among property owners											Staff time	PLN / DDA	High
3.3	Implement consolidated Block C Parking Plan											Staff time	PLN / DDA	Medium
3.4	Continue exploring options for Fulton / M21 road diet or modifications											Staff Time	PLN	Medium
3.5	Plan for additional public parking options (if needed)											Staff time	PLN / DDA	Medium
3.6	Explore options to utilize parking on Amway campus											Staff time	TB/PLN	Medium

TB = Township Board
TM = Township Manager
DDA = Downtown Development Authority
PLN = Planning / Economic Development

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Appendix

A



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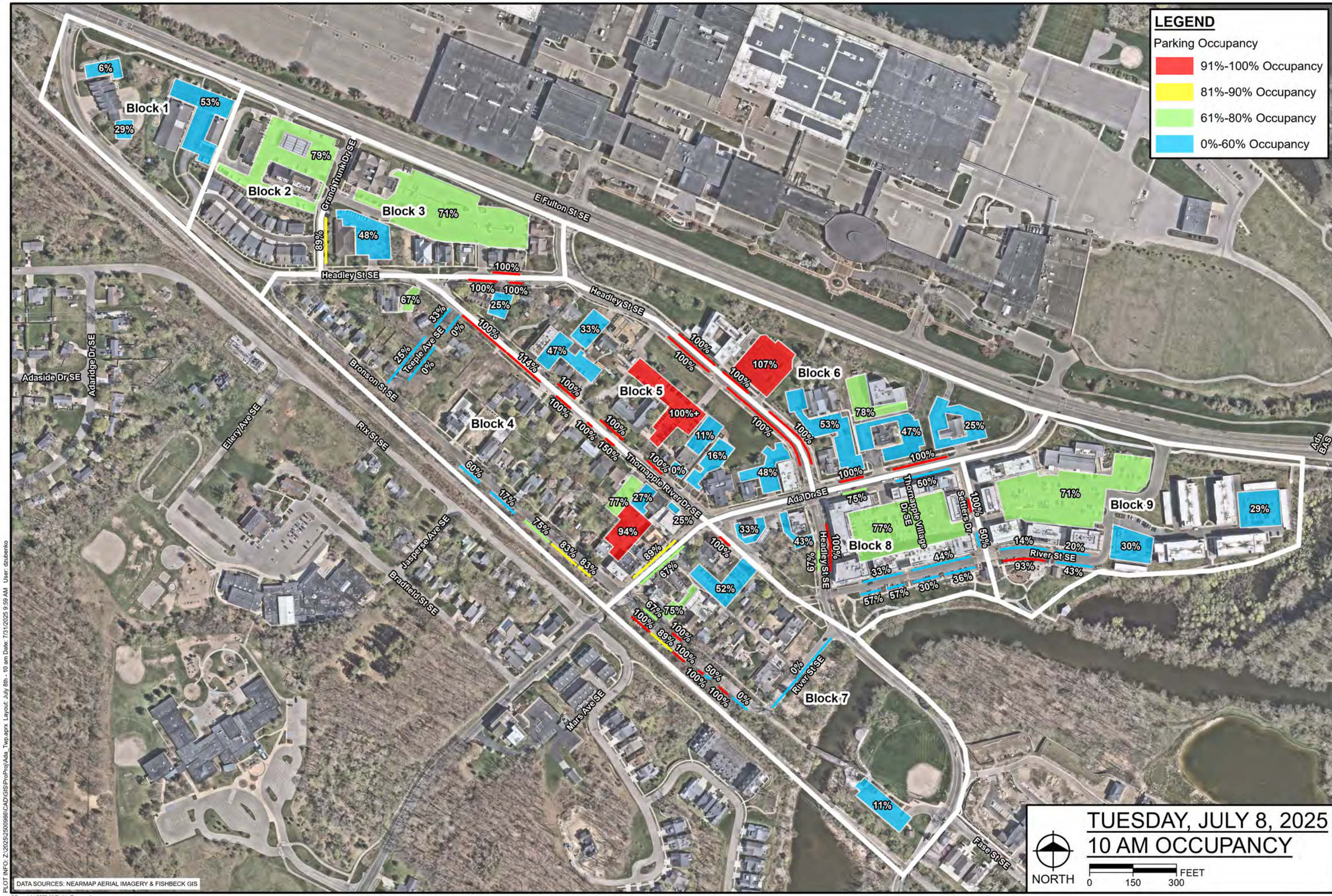
NORTH

PARKING BLOCKS

0 150 300 FEET

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FIGURE NO.
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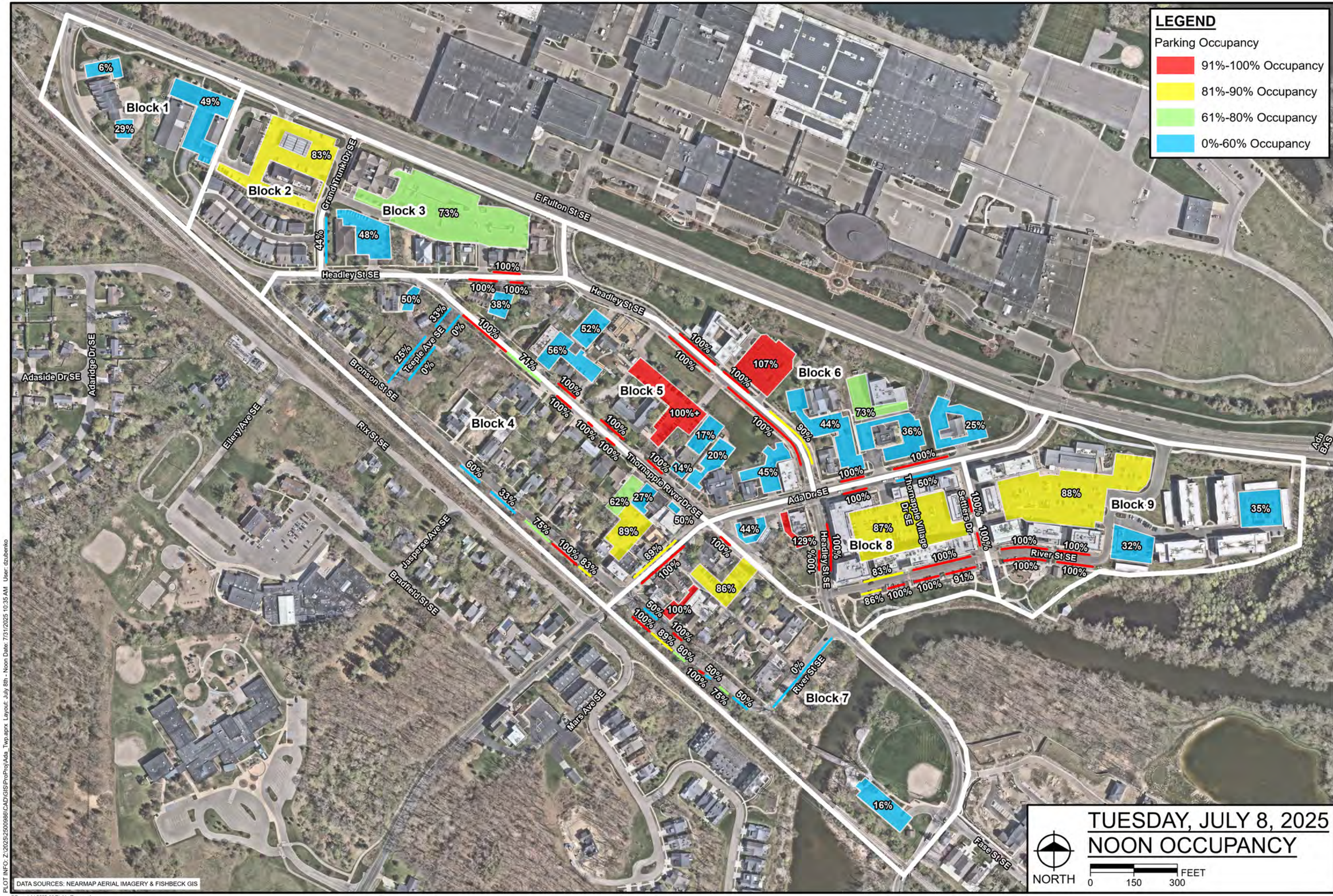
Ada Township
Kent County, Michigan

Strategic Parking Plan

TUESDAY, JULY 8, 2025
10 AM OCCUPANCY

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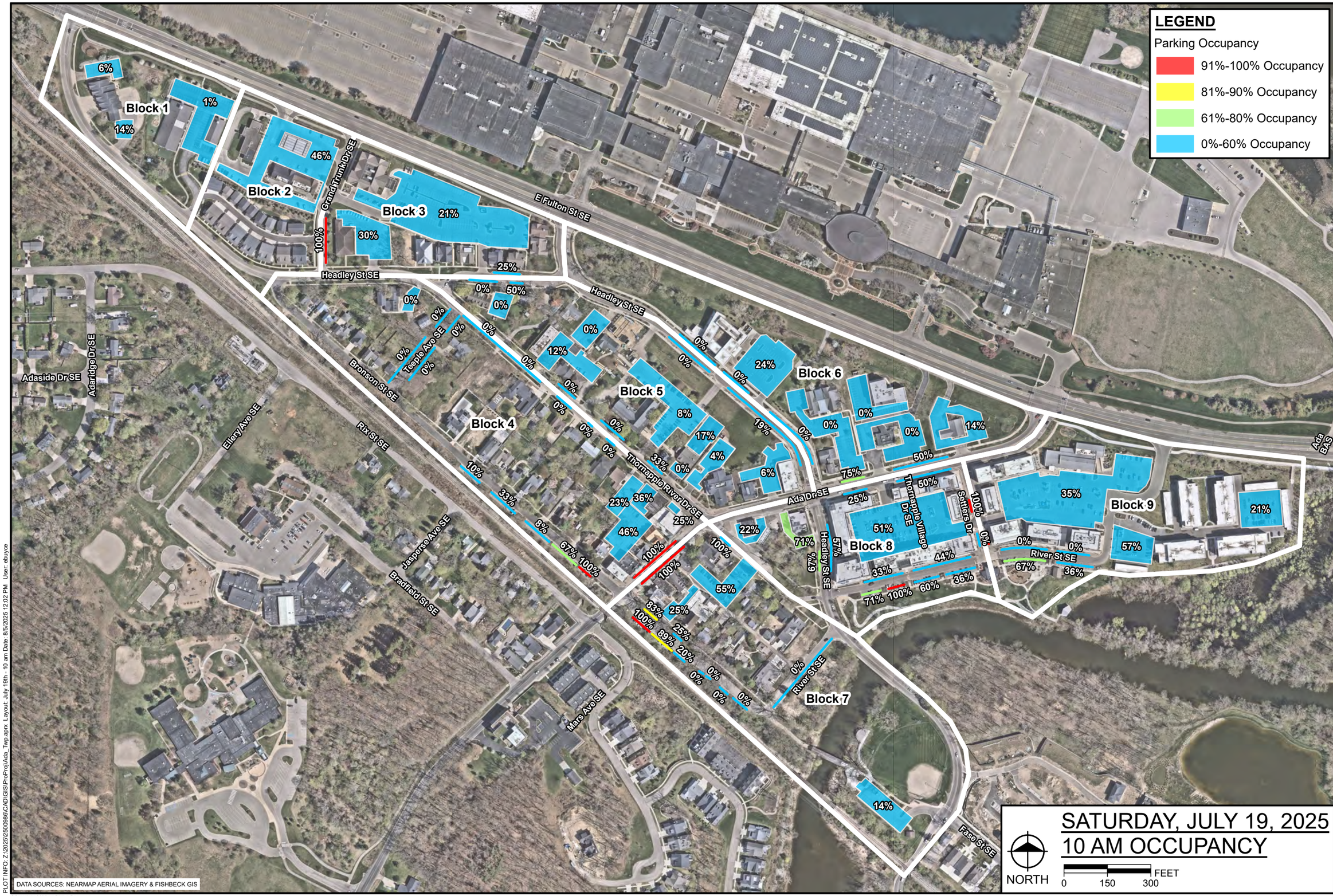
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Strategic Parking Plan

TUESDAY, JULY 8, 2025
NOON OCCUPANCY

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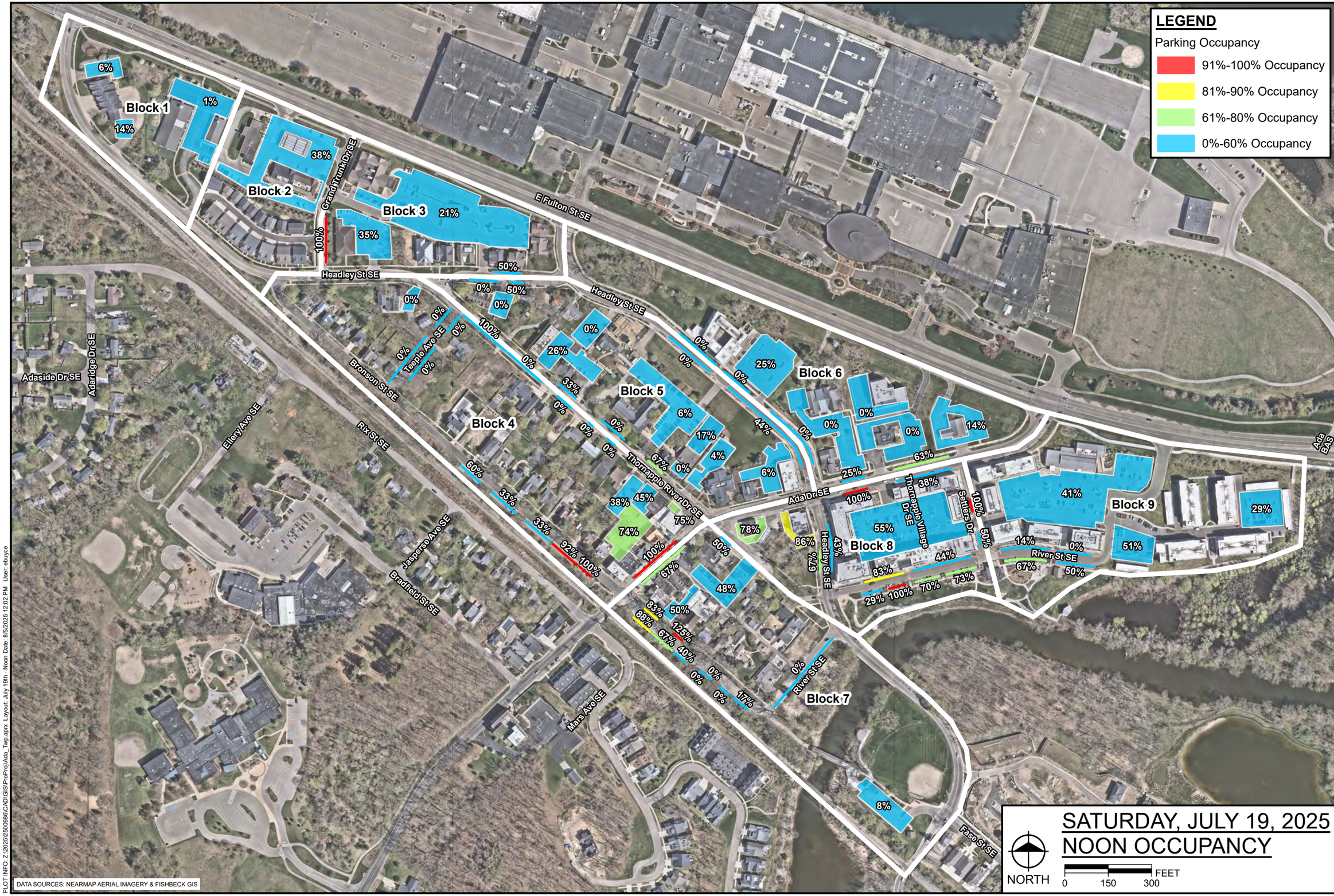
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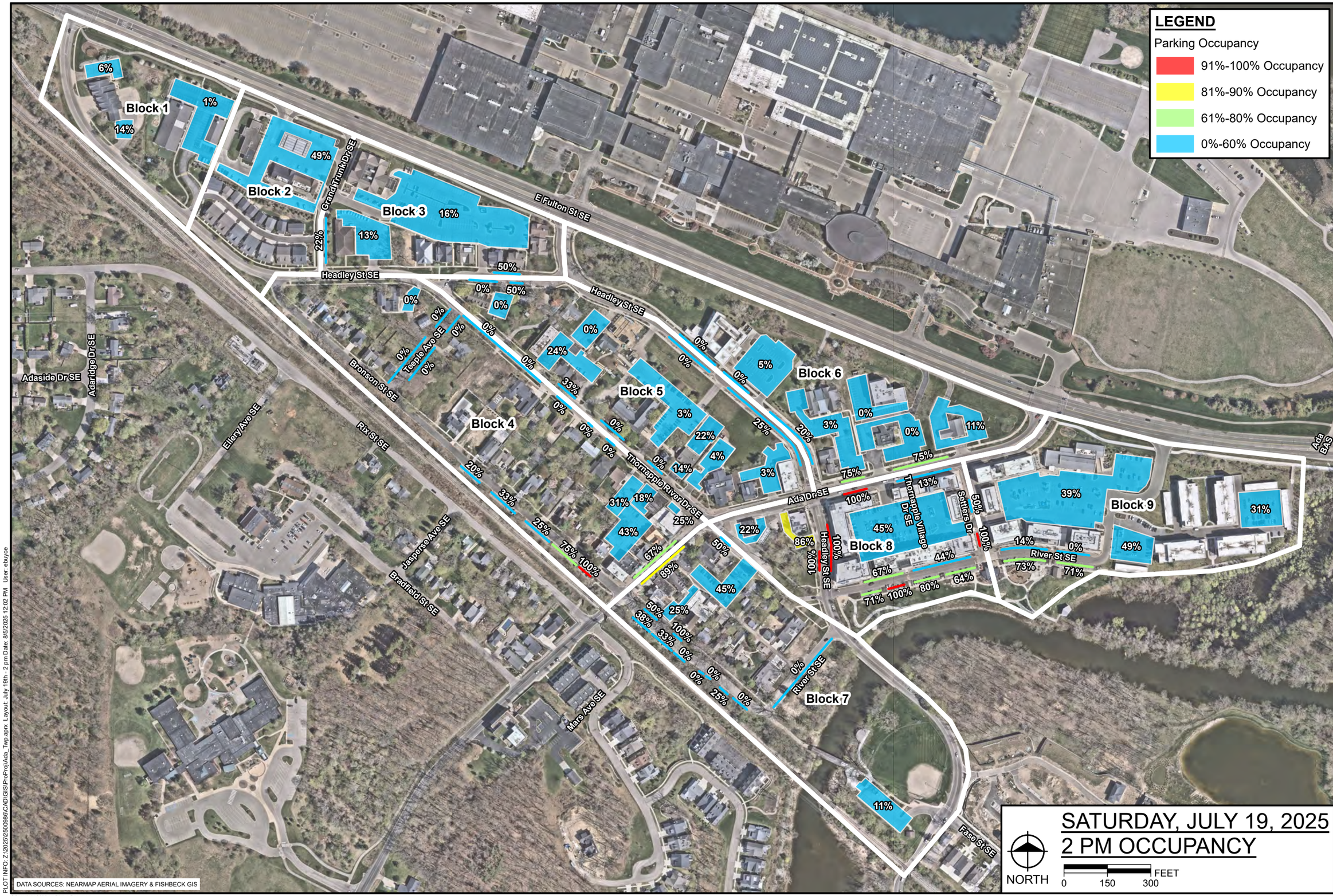
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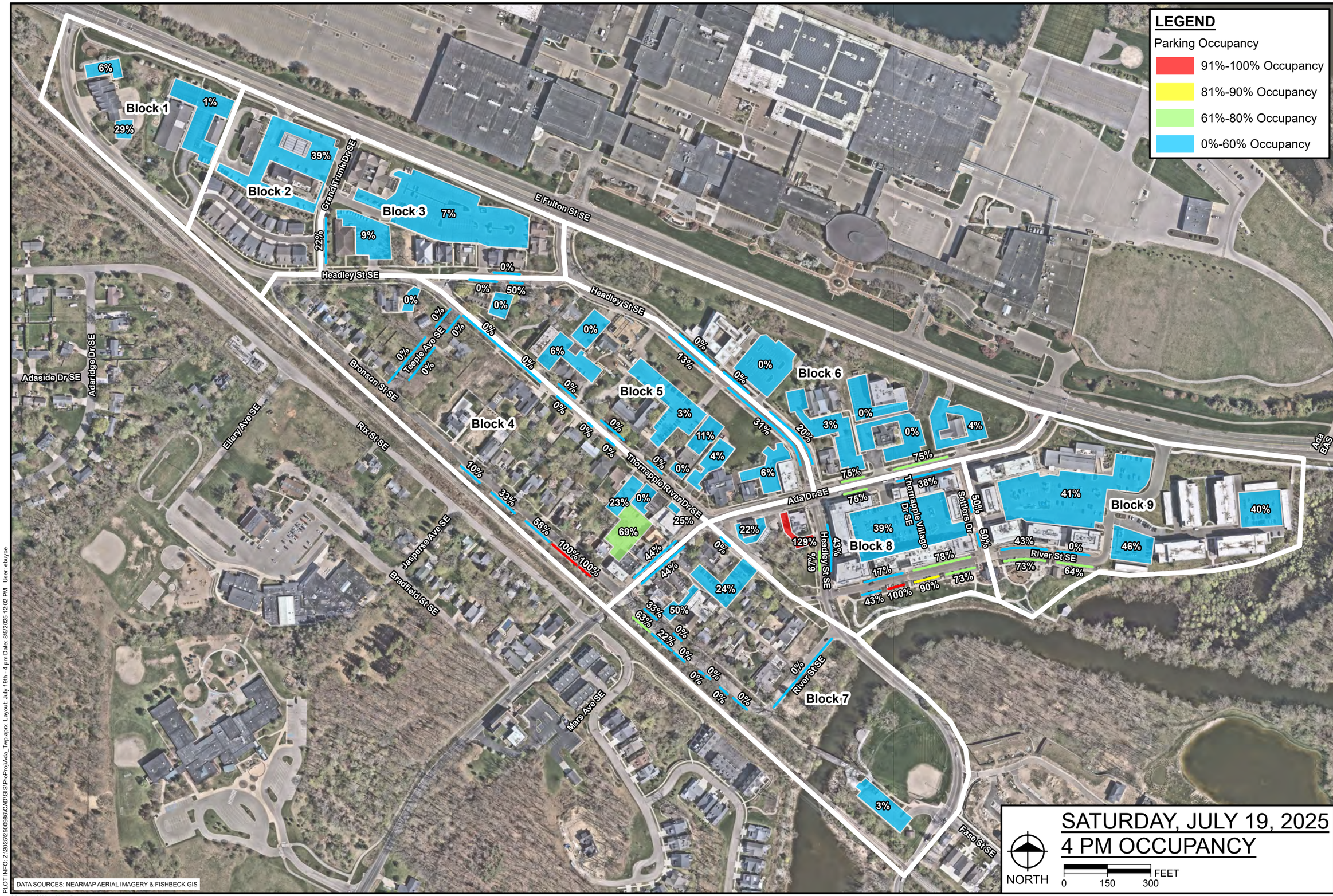
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NORTH

SATURDAY, JULY 19, 2025
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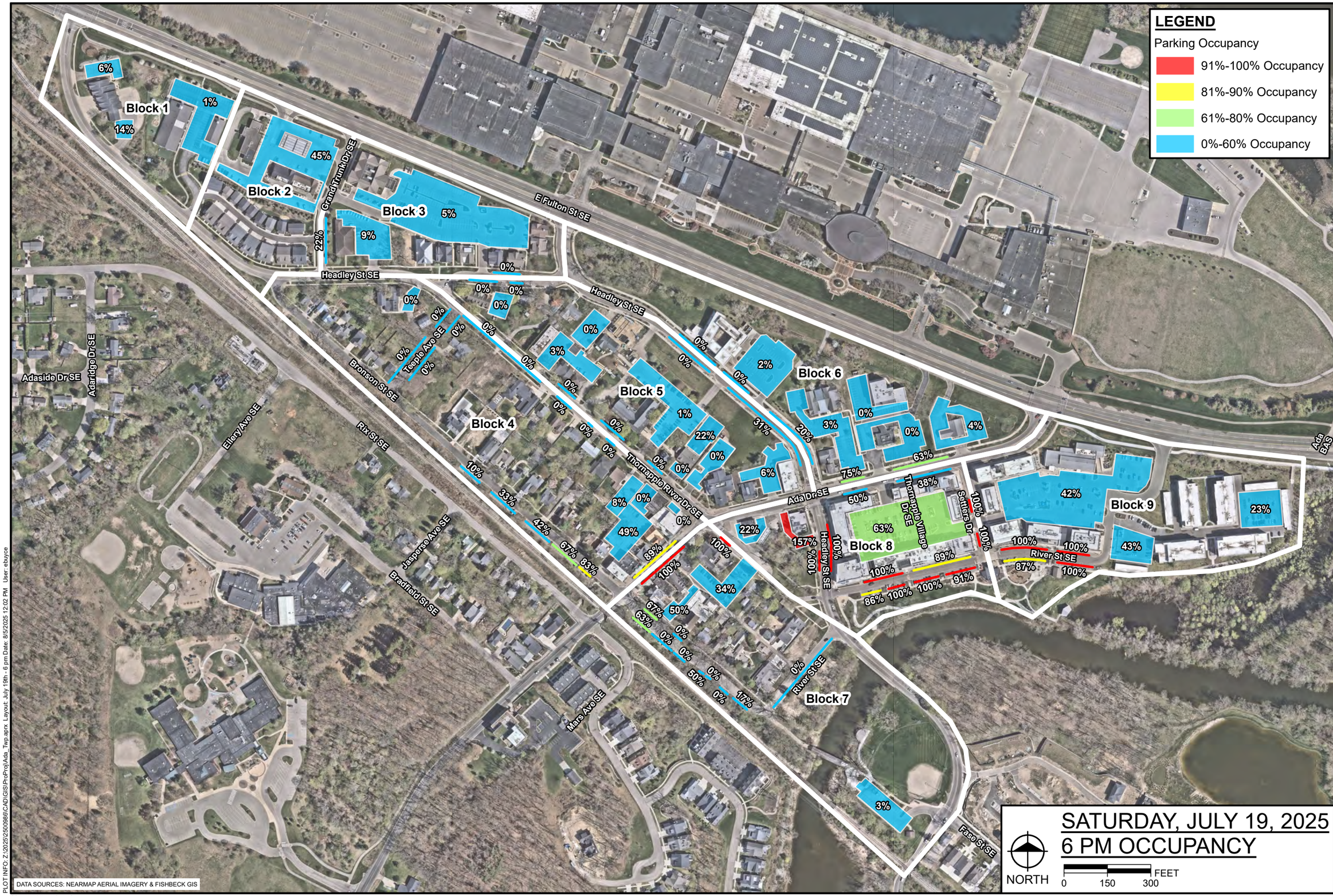
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SATURDAY, JULY 19, 2025
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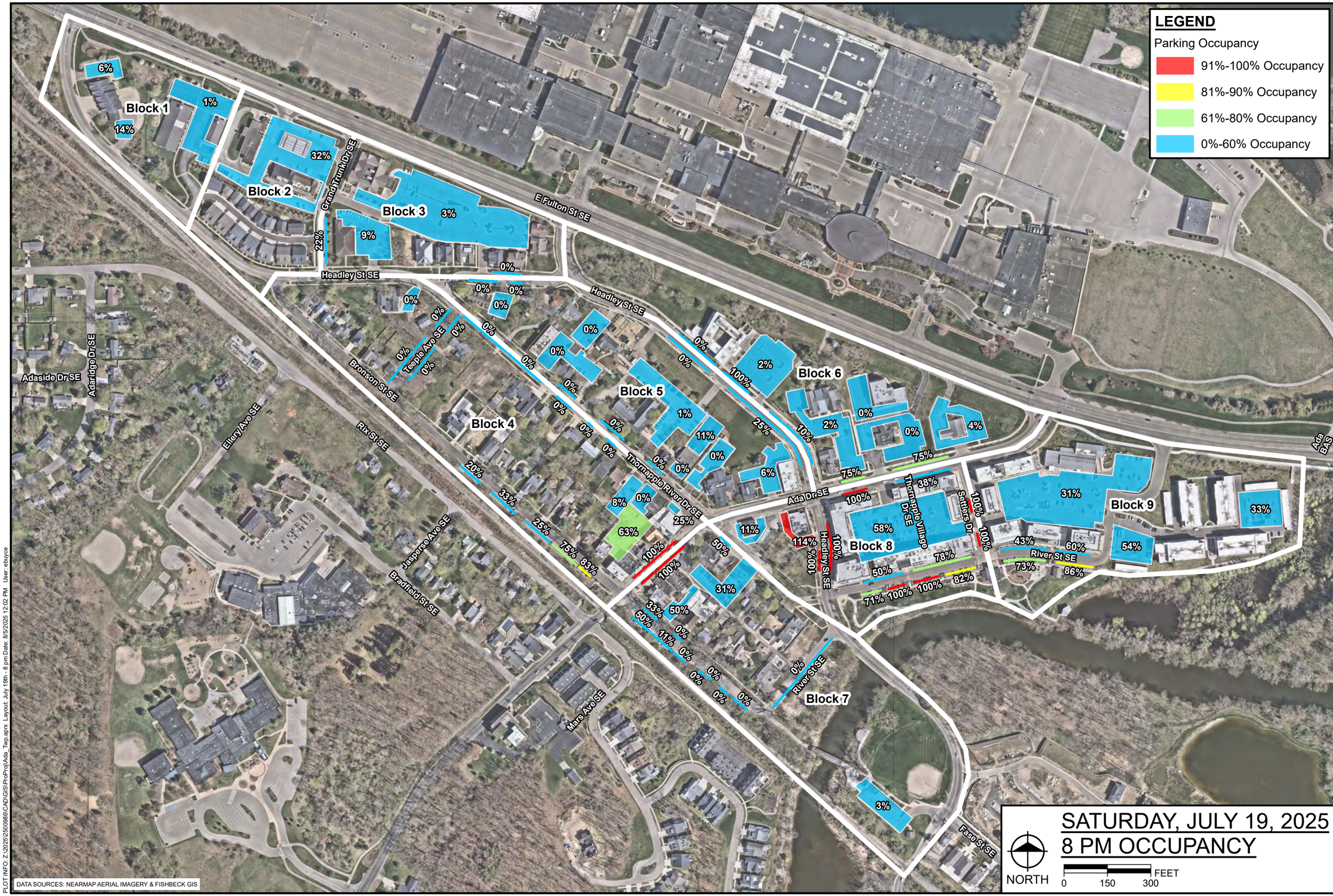
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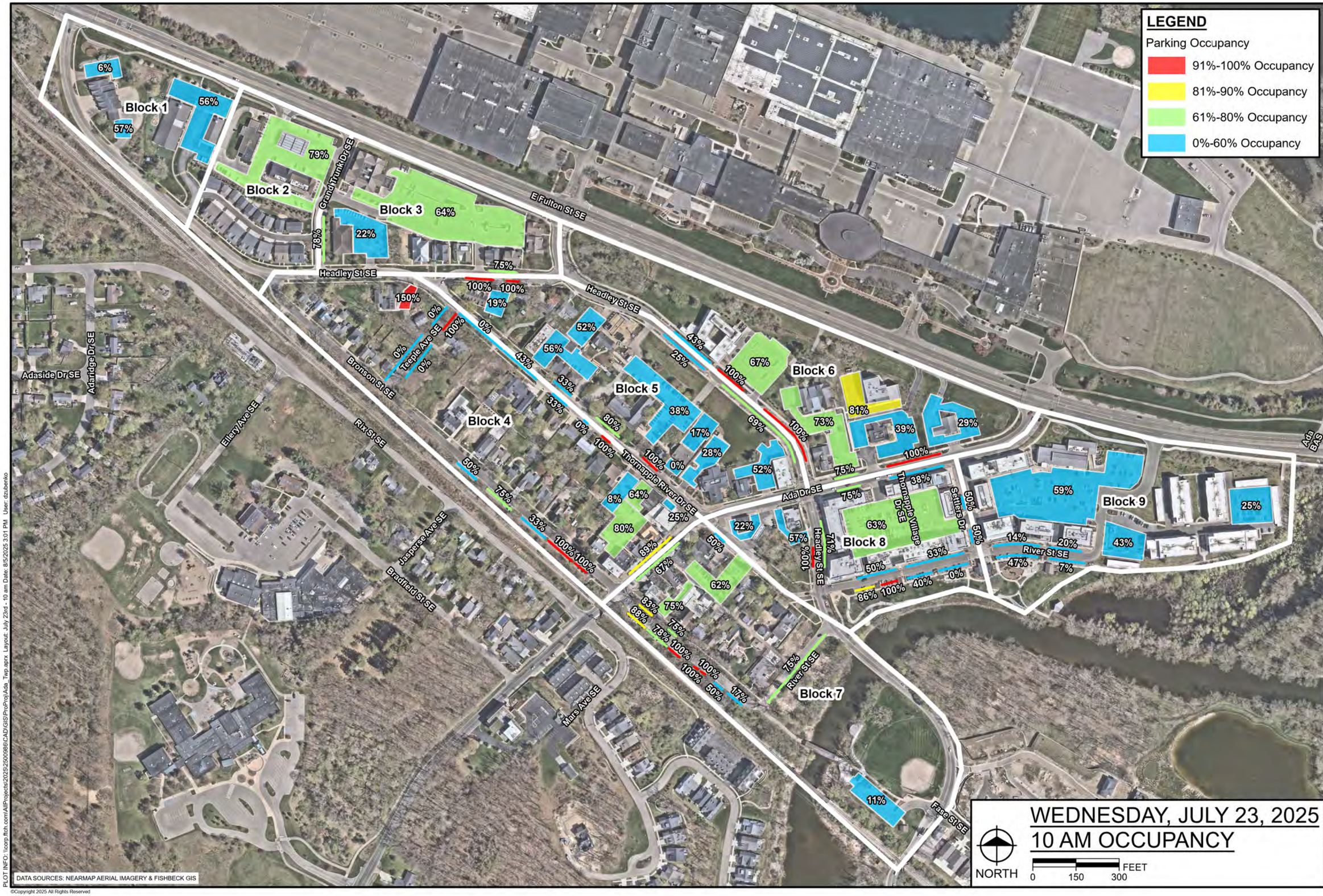
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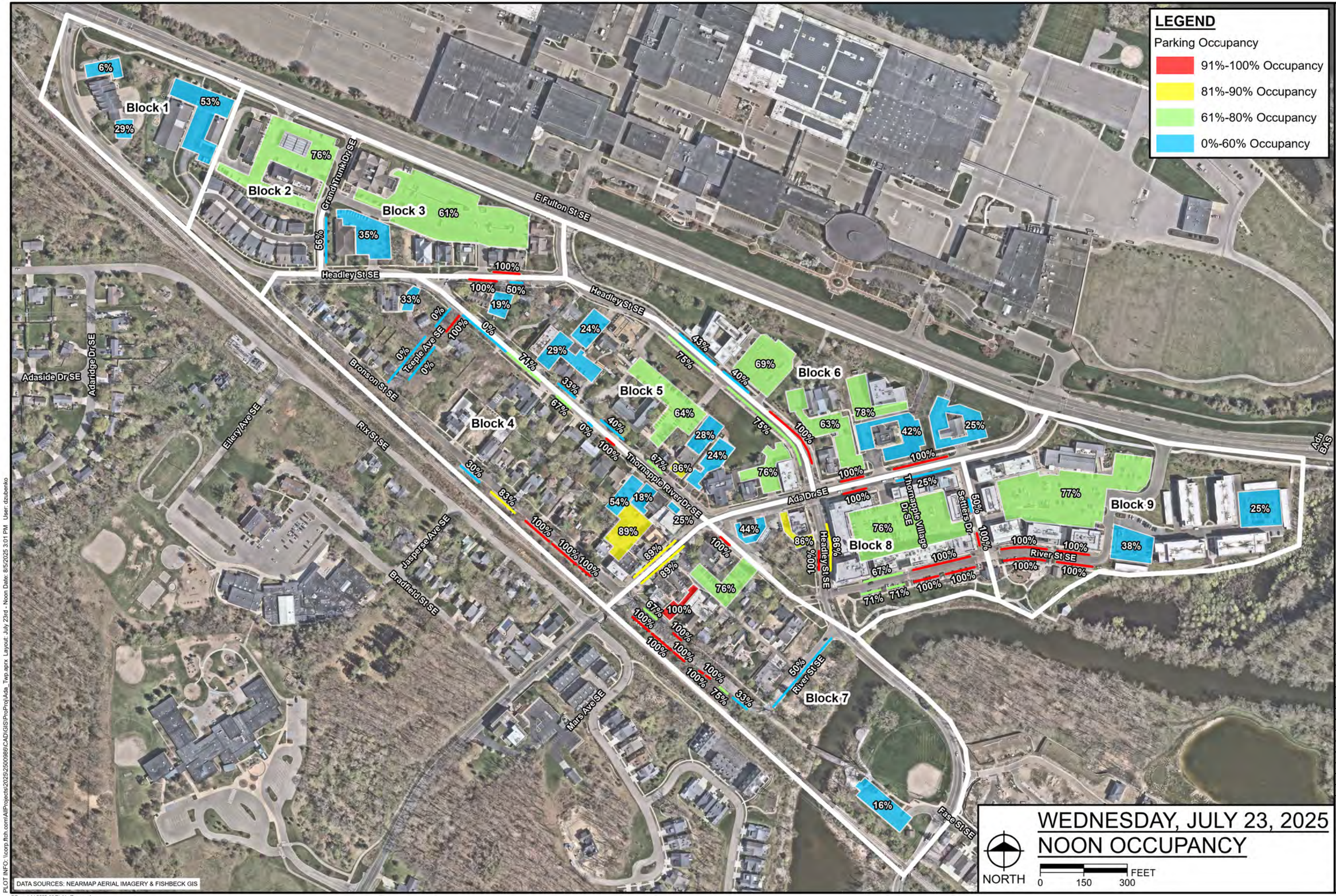
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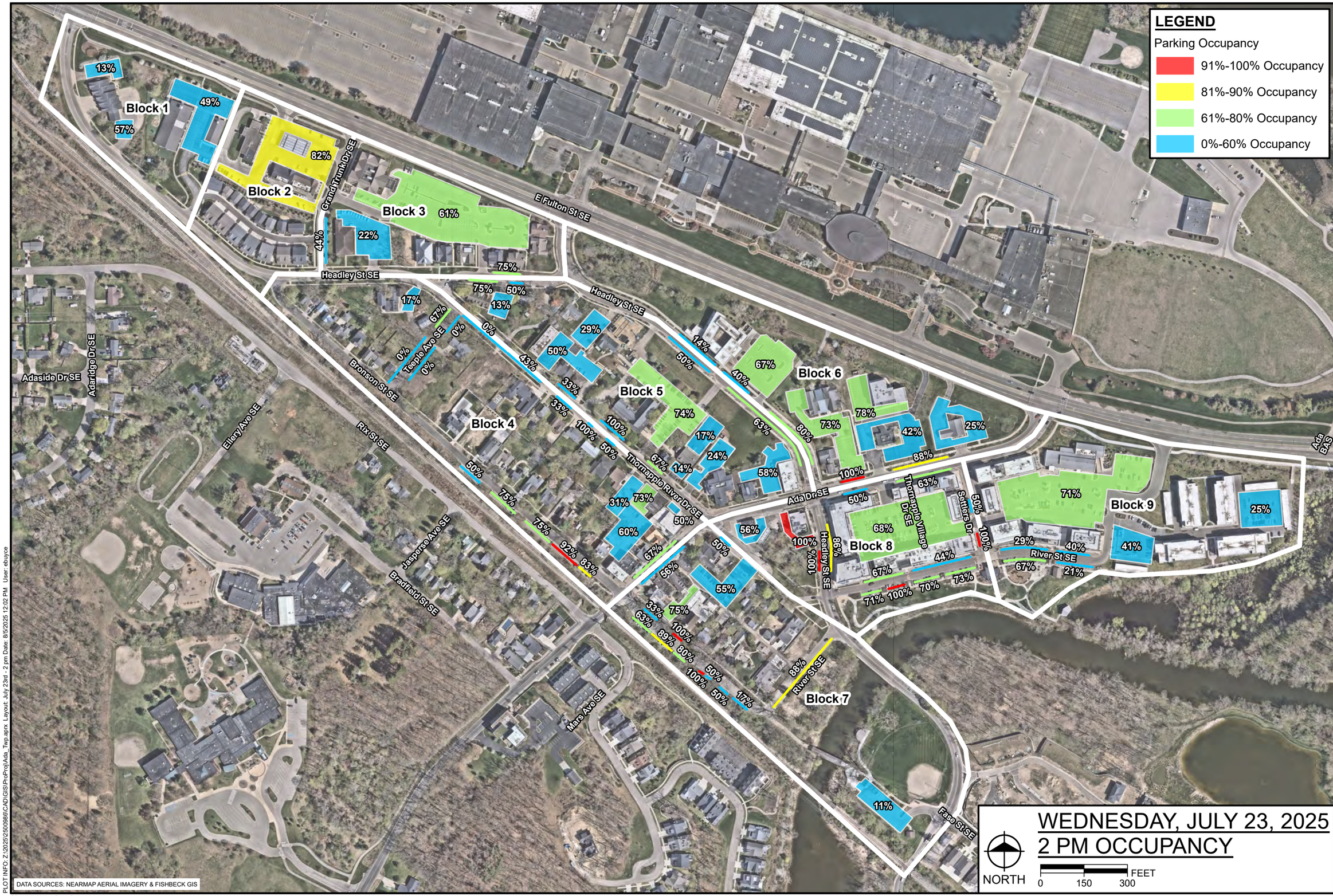
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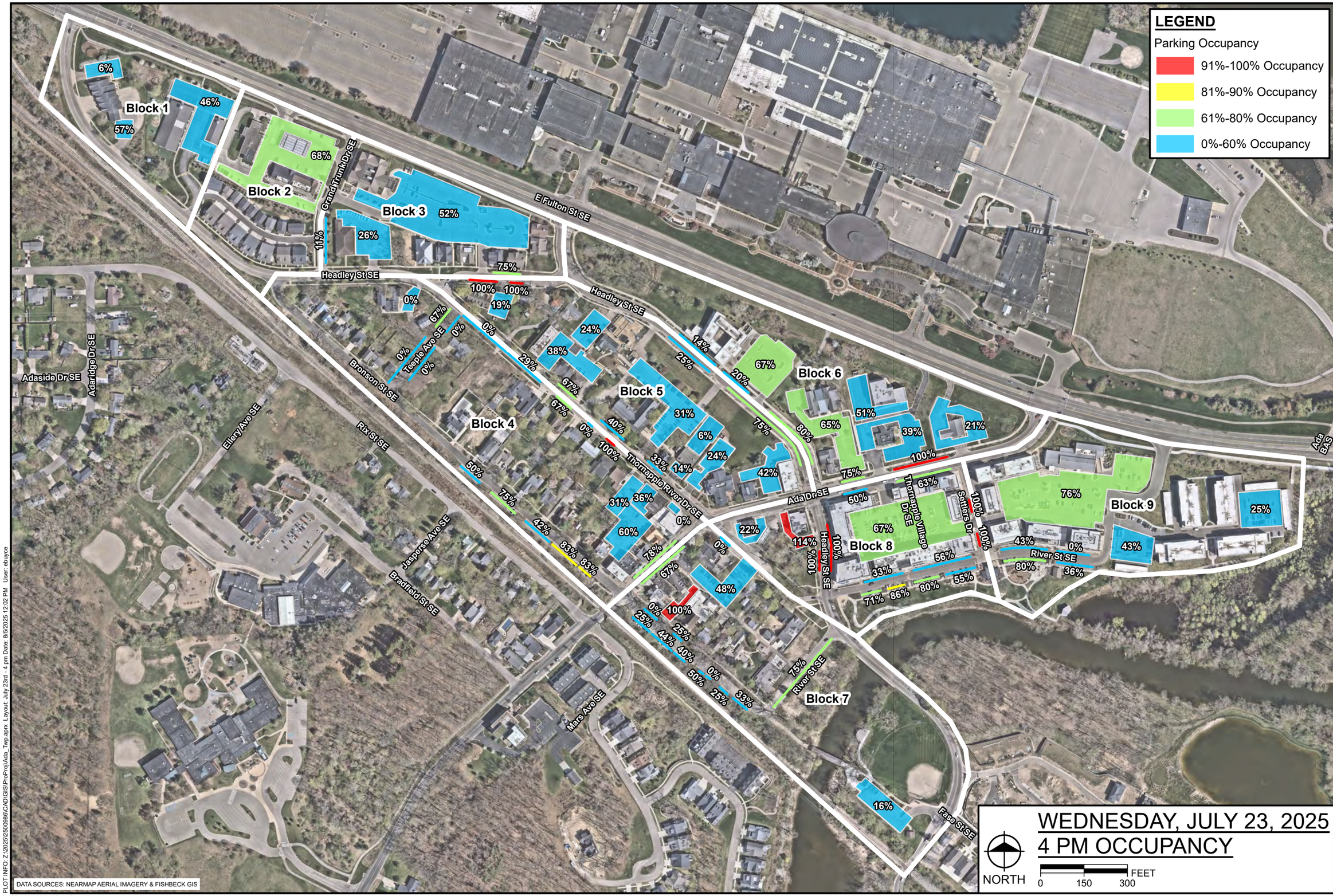
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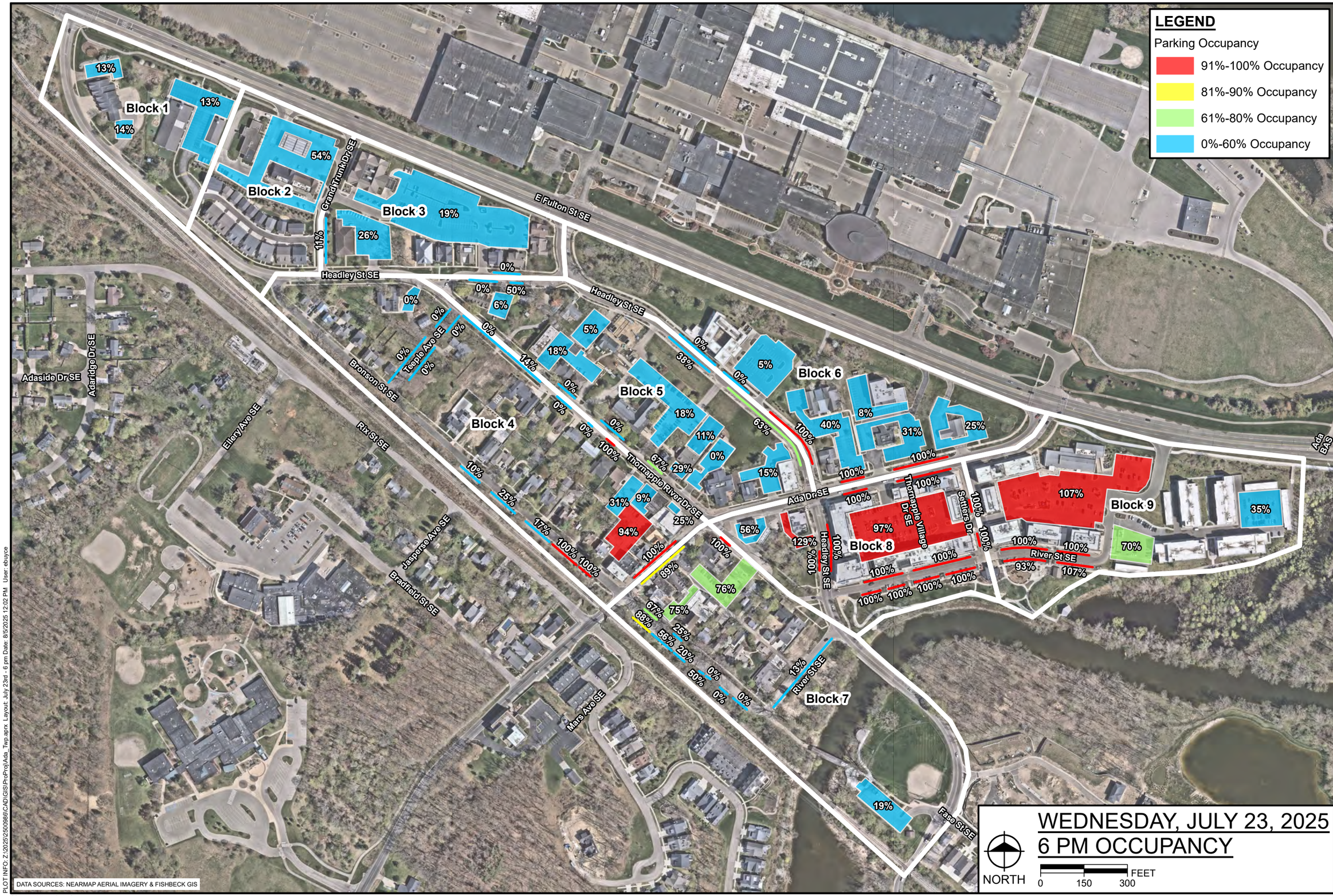
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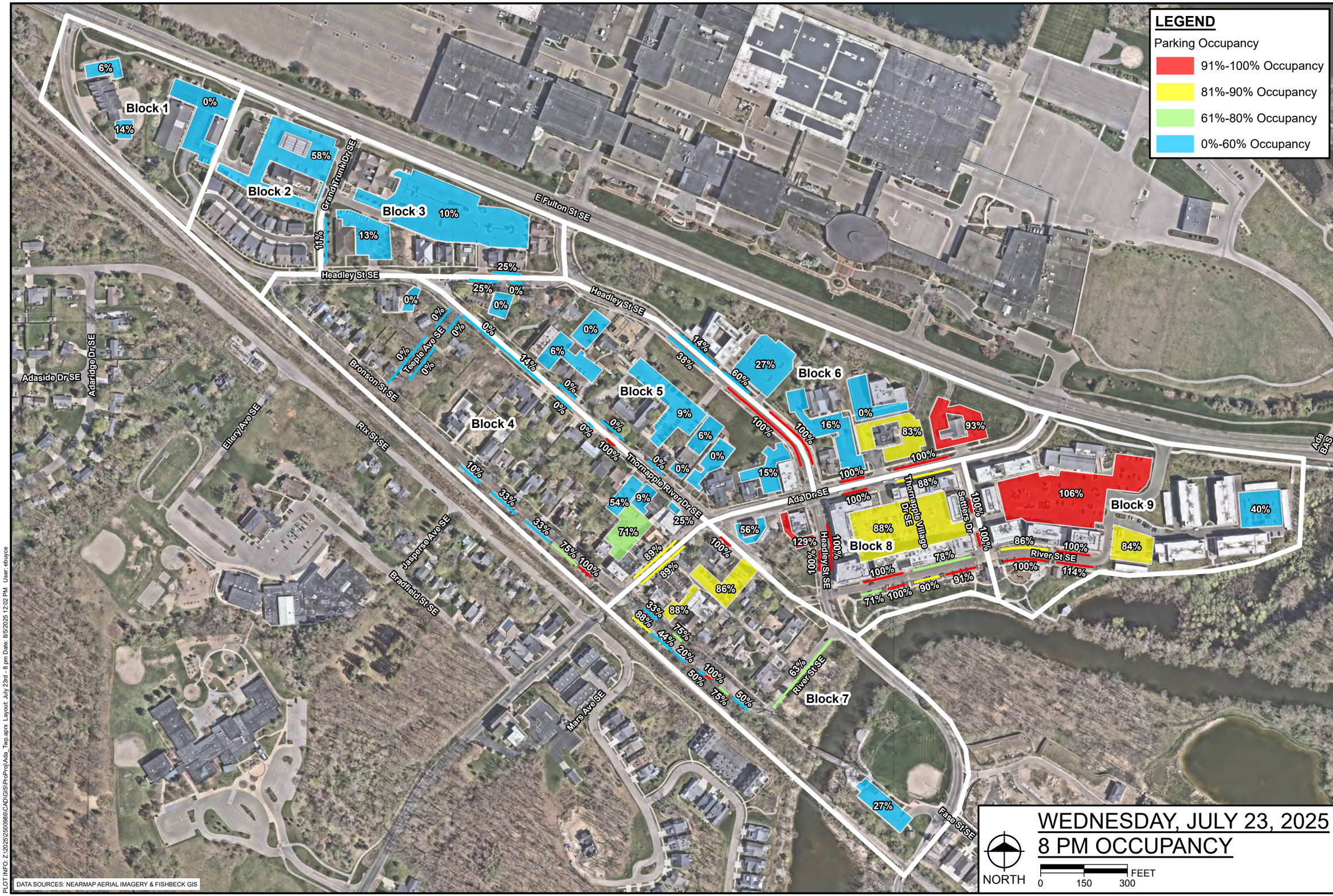
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On-Street Parking - Daytime

Block ID	Name	Inventory	Comments	Tuesday July 8th				Average	Saturday July 19th						Average	Wednesday July 23rd						Average
				10:00 AM		12:00 PM			10:00 AM		12:00 PM		2:00 PM			10:00 AM		12:00 PM		2:00 PM		
				Count	% Occupancy	Count	% Occupancy		Count	% Occupancy	Count	% Occupancy	Count	% Occupancy		Count	% Occupancy	Count	% Occupancy	Count	% Occupancy	
Block 3	Headley St SE	4	Parallel spaces	4	100%	4	100%		1	25%	2	50%	2	50%		3	75%	4	100%	3	75%	
	Grand Trunk Dr SE	9	Parallel spaces	8	89%	4	44%		9	100%	9	100%	2	22%		7	78%	5	56%	4	44%	
	Total	**13**		**12**	**92%**	**8**	**61.5%**	**77%**	**10**	**77%**	**11**	**85%**	**4**	**31%**	**64%**	**10**	**77%**	**9**	**69%**	**7**	**54%**	**67%**
Block 4	Ada Dr SE	9	Parallel spaces	8	89%	8	89%		9	100%	9	100%	6	67%		8	89%	8	89%	6	67%	
	Bronson St SE	12	Perpendicular spaces	10	83%	12	100%		8	67%	11	92%	9	75%		12	100%	12	100%	11	92%	
	Bronson St SE	10	Perpendicular spaces	6	60%	6	60%		1	10%	0	0%	2	20%		5	50%	3	30%	5	50%	
	Bronson St SE	12	Perpendicular spaces	9	75%	9	75%		1	8%	4	33%	3	25%		4	33%	12	100%	9	75%	
	Bronson St SE	12	Perpendicular spaces	2	17%	4	33%		4	33%	4	33%	4	33%		9	75%	10	83%	9	75%	
	Bronson St SE	6	Perpendicular spaces	5	83%	5	83%		6	100%	6	100%	6	100%		6	100%	6	100%	5	83%	
	Thornapple River	5	Parallell spaces	5	100%	5	100%		0	0%	0	0%	0	0%		0	0%	0	0%	0	0%	
	Thornapple River Dr SE	2	Parallel spaces	3	150%	2	100%		0	0%	0	0%	0	0%		2	100%	2	100%	1	50%	
	Thornapple River Dr Se	3	Parallel spaces	3	100%	3	100%		0	0%	0	0%	0	0%		1	33%	2	67%	1	33%	
	Thornapple River Dr SE	1	Parallel spaces	1	100%	1	100%		0	0%	0	0%	0	0%		0	0%	0	0%	0	0%	
	Thornapple River Dr SE	7	Parallel spaces	8	114%	5	71%		0	0%	0	0%	0	0%		3	43%	5	71%	3	43%	
	Teeple	3	Parallell spaces	0	0%	0	0%		0	0%	0	0%	0	0%		0	0%	0	0%	0	0%	
	Teeple	4	Parallell spaces	1	25%	1	25%		0	0%	0	0%	0	0%		0	0%	0	0%	0	0%	
	Teeple	2	Parallell spaces	0	0%	0	0%		0	0%	0	0%	0	0%		2	100%	2	100%	0	0%	
	Teeple	3	Parallell spaces	1	33%	1	33%		0	0%	0	0%	0	0%		0	0%	0	0%	2	67%	
	Total	**91**		**62**	**68%**	**62**	**68%**	**68%**	**29**	**32%**	**34**	**37%**	**30**	**33%**	**34%**	**52**	**57%**	**62**	**68%**	**52**	**57%**	**61%**
Block 5	Headley St SE	8	Parallel spaces	8	100%	8	100%		0	0%	0	0%	0	0%		2	25%	6	75%	4	50%	
	Headley St SE	2	Parallel spaces	2	100%	2	100%		1	50%	1	50%	1	50%		2	100%	1	50%	1	50%	
	Headley St SE	16	Parallel spaces	16	100%	16	100%		3	19%	7	44%	4	25%		11	69%	12	75%	10	63%	
	Headley St SE	4	Parallel spaces	4	100%	4	100%		0	0%	0	0%	0	0%		4	100%	4	100%	3	75%	
	Thornapple River Dr SE	5	Parallel spaces	5	100%	5	100%		0	0%	0	0%	0	0%		4	80%	2	40%	2	40%	
	Thornapple River Dr SE	3	Parallel spaces	3	100%	3	100%		1	33%	2	67%	0	0%		3	100%	2	67%	2	67%	
	Thornapple River Dr SE	3	Parallel spaces	3	100%	3	100%		0	0%	1	33%	1	33%		1	33%	1	33%	1	33%	
	Total	**41**		**41**	**100%**	**41**	**100%**	**100%**	**5**	**12%**	**11**	**27%**	**6**	**15%**	**18%**	**27**	**66%**	**28**	**68%**	**23**	**56%**	**63%**
Block 6	Ada Dr SE	4	Parallel spaces	4	100%	4	100%		3	75%	1	25%	3	75%		3	75%	4	100%	4	100%	
	Ada Dr SE	8	Parallel spaces	8	100%	8	100%		4	50%	5	63%	6	75%		8	100%	8	100%	7	88%	
	Headley St SE	7	Parallel spaces	7	100%	7	100%		0	0%	0	0%	0	0%		3	43%	3	43%	1	14%	
	Headley St SE	5	Parallel spaces	5	100%	5	100%		0	0%	0	0%	0	0%		5	100%	2	40%	2	40%	
	Headley St SE	10	Parallel spaces	10	100%	9	90%		0	0%	0	0%	2	20%		10	100%	10	100%	8	80%	
	Total	**34**		**34**	**100%**	**33**	**97%**	**99%**	**7**	**21%**	**6**	**18%**	**11**	**32%**	**24%**	**29**	**85%**	**27**	**79%**	**22**	**65%**	**76%**

On-Street Parking - Daytime

Block ID	Name	Inventory	Comments	Tuesday July 8th				Average	Saturday July 19th						Average	Wednesday July 23rd						Average
				10:00 AM		12:00 PM			10:00 AM		12:00 PM		2:00 PM			10:00 AM		12:00 PM		2:00 PM		
				Count	% Occupancy	Count	% Occupancy		Count	% Occupancy	Count	% Occupancy	Count	% Occupancy		Count	% Occupancy	Count	% Occupancy	Count	% Occupancy	
Block 7	Ada Dr SE	9	Parallel spaces	6	67%	9	100%		9	100%	6	67%	8	89%		6	67%	8	89%	5	56%	
	Bronson St SE	9	Parallel spaces	8	89%	8	89%		8	89%	6	67%	3	33%		7	78%	9	100%	8	89%	
	Bronson St SE	2	Perpendicular spaces	2	100%	2	100%		0	0%	0	0%	0	0%		2	100%	2	100%	2	100%	
	Bronson St SE	6	1 ADA space, perpendicular spaces	0	0%	3	50%		0	0%	1	17%	0	0%		1	17%	2	33%	1	17%	
	Bronson St SE	5	Parallel spaces	5	100%	4	80%		1	20%	2	40%	0	0%		5	100%	5	100%	4	80%	
	Bronson St SE	4	Perpendicular spaces	4	100%	4	100%		1	25%	5	125%	1	25%		3	75%	4	100%	4	100%	
	Bronson St SE	8	Parallel spaces	8	100%	8	100%		8	100%	7	88%	3	38%		7	88%	8	100%	5	63%	
	Bronson St SE	6	2 ADA spaces, perpendicular spaces	4	67%	3	50%		5	83%	5	83%	3	50%		5	83%	4	67%	2	33%	
	Bronson St SE	2	Perpendicular spaces	1	50%	1	50%		0	0%	0	0%	0	0%		2	100%	2	100%	1	50%	
	Bronson St SE	4	Perpendicular spaces	4	100%	3	75%		0	0%	0	0%	1	25%		2	50%	3	75%	2	50%	
	River St	8	Parallell spaces	0	0%	0	0%		0	0%	0	0%	0	0%		6	75%	4	50%	7	88%	
	Thornapple River Dr SE	2	Parallel spaces	2	100%	2	100%		1	50%	1	50%	1	50%		1	50%	2	100%	1	50%	
	Total	**65**		**44**	**68%**	**47**	**72%**	**70%**	**33**	**51%**	**33**	**51%**	**20**	**31%**	**44%**	**47**	**72%**	**53**	**82%**	**42**	**65%**	**73%**
Block 8	Ada Dr SE	8	Parallel spaces	4	50%	4	50%		4	50%	3	38%	1	13%		3	38%	2	25%	5	63%	
	Ada Dr SE	4	Parallel spaces	3	75%	4	100%		1	25%	4	100%	4	100%		3	75%	4	100%	2	50%	
	Headley St SE	7	Parallel spaces	7	100%	7	100%		4	57%	3	43%	7	100%		5	71%	6	86%	6	86%	
	Headley St SE	3	Parallel spaces	2	67%	3	100%		2	67%	2	67%	3	100%		3	100%	3	100%	3	100%	
	River St SE	11	2 ADA spaces, perpendicular spaces	4	36%	10	91%		4	36%	8	73%	7	64%		0	0%	11	100%	8	73%	
	River St SE	7	Perpendicular spaces	4	57%	7	100%		7	100%	7	100%	7	100%		7	100%	5	71%	7	100%	
	River St SE	9	Parallel spaces	4	44%	9	100%		4	44%	4	44%	4	44%		3	33%	9	100%	4	44%	
	River St SE	10	Perpendicular spaces	3	30%	10	100%		6	60%	7	70%	8	80%		4	40%	10	100%	7	70%	
	River St SE	6	Parallel spaces	2	33%	5	83%		2	33%	5	83%	4	67%		3	50%	4	67%	4	67%	
	River St SE	7	2 ADA spaces, perpendicular spaces	4	57%	6	86%		5	71%	2	29%	5	71%		6	86%	5	71%	5	71%	
	Settlers Dr SE	2	Parallel spaces	2	100%	2	100%		2	100%	2	100%	0	0%		1	50%	1	50%	1	50%	
	Settlers Dr SE	2	Parallel spaces	1	50%	2	100%		0	0%	1	50%	2	100%		1	50%	2	100%	2	100%	
	Total	**76**		**40**	**53%**	**69**	**91%**	**72%**	**41**	**54%**	**48**	**63%**	**52**	**68%**	**62%**	**39**	**51%**	**62**	**82%**	**54**	**71%**	**68%**
Block 9	River St SE	14	Perpendicular spaces	6	43%	14	100%		5	36%	7	50%	10	71%		1	7%	14	100%	3	21%	
	River St SE	5	Parallel spaces	1	20%	5	100%		0	0%	0	0%	0	0%		1	20%	5	100%	2	40%	
	River St SE	7	Parallel spaces	1	14%	7	100%		0	0%	1	14%	1	14%		1	14%	7	100%	2	29%	
	River St SE	15	1 ADA space, perpendicular spaces	14	93%	15	100%		10	67%	10	67%	11	73%		7	47%	15	100%	10	67%	
	Settlers Dr SE	2	Parallel spaces	2	100%	2	100%		2	100%	2	100%	1	50%		1	50%	2	100%	2	100%	
	Settlers Dr SE	2	Parallel spaces	2	100%	2	100%		1	50%	2	100%	1	50%		0	0%	1	50%	2	100%	
	Total	**45**		**26**	**58%**	**45**	**100%**	**79%**	**18**	**40%**	**22**	**49%**	**24**	**53%**	**51%**	**11**	**24%**	**44**	**98%**	**21**	**47%**	**56%**

On-Street Parking - Evening

Block ID	Name	Inventory	Comments	Saturday July 19th							Wednesday July 23rd						
				4:00 PM		6:00 PM		8:00 PM			4:00 PM		6:00 PM		8:00 PM		
				Count	% Occupancy	Count	% Occupancy	Count	% Occupancy	Average	Count	% Occupancy	Count	% Occupancy	Count	% Occupancy	Average
Block 3	Headley St SE	4	Parallel spaces	0	0%	0	0%	0	0%		3	75%	0	0%	1	25%	
	Grand Trunk Dr SE	9	Parallel spaces	2	22%	2	22%	2	22%		1	11%	1	11%	1	11%	
	Total	**13**		**2**	**15%**	**2**	**15%**	**2**	**15%**	**15%**	**4**	**31%**	**1**	**8%**	**2**	**15%**	**18%**
Block 4	Ada Dr SE	9	Parallel spaces	4	44%	8	89%	9	100%		7	78%	9	100%	8	89%	
	Bronson St SE	12	Perpendicular spaces	12	100%	8	67%	9	75%		10	83%	12	100%	9	75%	
	Bronson St SE	10	Perpendicular spaces	1	10%	1	10%	2	20%		5	50%	1	10%	1	10%	
	Bronson St SE	12	Perpendicular spaces	7	58%	5	42%	3	25%		5	42%	2	17%	4	33%	
	Bronson St SE	12	Perpendicular spaces	4	33%	4	33%	4	33%		9	75%	3	25%	4	33%	
	Bronson St SE	6	Perpendicular spaces	6	100%	5	83%	5	83%		5	83%	6	100%	6	100%	
	Thornapple River	5	Parallell spaces	0	0%	0	0%	0	0%		0	0%	0	0%	0	0%	
	Thornapple River Dr SE	2	Parallel spaces	0	0%	0	0%	0	0%		2	100%	2	100%	2	100%	
	Thornapple River Dr Se	3	Parallel spaces	0	0%	0	0%	0	0%		2	67%	0	0%	0	0%	
	Thornapple River Dr SE	1	Parallel spaces	0	0%	0	0%	0	0%		0	0%	0	0%	0	0%	
	Thornapple River Dr SE	7	Parallel spaces	0	0%	0	0%	0	0%		2	29%	1	14%	1	14%	
	Teeple	3	Parallell spaces	0	0%	0	0%	0	0%		0	0%	0	0%	0	0%	
	Teeple	4	Parallell spaces	0	0%	0	0%	0	0%		0	0%	0	0%	0	0%	
	Teeple	2	Parallell spaces	0	0%	0	0%	0	0%		0	0%	0	0%	0	0%	
	Teeple	3	Parallell spaces	0	0%	0	0%	0	0%		2	67%	0	0%	0	0%	
	Total	**91**		**34**	**37%**	**31**	**34%**	**32**	**35%**	**36%**	**49**	**54%**	**36**	**40%**	**35**	**38%**	**44%**
Block 5	Headley St SE	8	Parallel spaces	1	13%	0	0%	0	0%		2	25%	3	38%	3	38%	
	Headley St SE	2	Parallel spaces	1	50%	0	0%	0	0%		2	100%	1	50%	0	0%	
	Headley St SE	16	Parallel spaces	5	31%	5	31%	4	25%		12	75%	10	63%	16	100%	
	Headley St SE	4	Parallel spaces	0	0%	0	0%	0	0%		4	100%	0	0%	1	25%	
	Thornapple River Dr SE	5	Parallel spaces	0	0%	0	0%	0	0%		2	40%	0	0%	0	0%	
	Thornapple River Dr SE	3	Parallel spaces	0	0%	0	0%	0	0%		1	33%	2	67%	0	0%	
	Thornapple River Dr SE	3	Parallel spaces	0	0%	0	0%	0	0%		2	67%	0	0%	0	0%	
	Total	**41**		**7**	**17%**	**5**	**12%**	**4**	**10%**	**13%**	**25**	**61%**	**16**	**39%**	**20**	**49%**	**50%**
Block 6	Ada Dr SE	4	Parallel spaces	3	75%	3	75%	3	75%		3	75%	4	100%	4	100%	
	Ada Dr SE	8	Parallel spaces	6	75%	5	63%	6	75%		8	100%	8	100%	8	100%	
	Headley St SE	7	Parallel spaces	0	0%	0	0%	0	0%		1	14%	0	0%	1	14%	
	Headley St SE	5	Parallel spaces	0	0%	0	0%	0	0%		1	20%	0	0%	3	60%	
	Headley St SE	10	Parallel spaces	2	20%	2	20%	1	10%		8	80%	10	100%	10	100%	
	Total	**34**		**11**	**32%**	**10**	**29%**	**10**	**29%**	**30%**	**21**	**62%**	**22**	**65%**	**26**	**76%**	**68%**

On-Street Parking - Evening

Block ID	Name	Inventory	Comments	Saturday July 19th						Average	Wednesday July 23rd						Average
				4:00 PM		6:00 PM		8:00 PM			4:00 PM		6:00 PM		8:00 PM		
				Count	% Occupancy	Count	% Occupancy	Count	% Occupancy		Count	% Occupancy	Count	% Occupancy	Count	% Occupancy	
Block 7	Ada Dr SE	9	Parallel spaces	4	44%	9	100%	9	100%		6	67%	8	89%	8	89%	
	Bronson St SE	9	Parallel spaces	2	22%	0	0%	1	11%		4	44%	5	56%	4	44%	
	Bronson St SE	2	Perpendicular spaces	0	0%	1	50%	0	0%		1	50%	1	50%	1	50%	
	Bronson St SE	6	1 ADA space, perpendicular spaces	0	0%	1	17%	0	0%		2	33%	0	0%	3	50%	
	Bronson St SE	5	Parallel spaces	0	0%	0	0%	0	0%		2	40%	1	20%	1	20%	
	Bronson St SE	4	Perpendicular spaces	0	0%	0	0%	0	0%		1	25%	1	25%	3	75%	
	Bronson St SE	8	Parallel spaces	5	63%	5	63%	4	50%		2	25%	7	88%	7	88%	
	Bronson St SE	6	2 ADA spaces, perpendicular spaces	2	33%	4	67%	2	33%		0	0%	4	67%	2	33%	
	Bronson St SE	2	Perpendicular spaces	0	0%	0	0%	0	0%		0	0%	0	0%	2	100%	
	Bronson St SE	4	Perpendicular spaces	0	0%	0	0%	0	0%		1	25%	0	0%	3	75%	
	River St	8	Parallell spaces	0	0%	0	0%	0	0%		6	75%	1	13%	5	63%	
	Thornapple River Dr SE	2	Parallel spaces	0	0%	2	100%	1	50%		0	0%	2	100%	2	100%	
	Total	**65**		**13**	**20%**	**22**	**34%**	**17**	**26%**	**27%**	**25**	**38%**	**30**	**46%**	**41**	**63%**	**49%**
Block 8	Ada Dr SE	8	Parallel spaces	3	38%	3	38%	3	38%		5	63%	8	100%	7	88%	
	Ada Dr SE	4	Parallel spaces	3	75%	2	50%	4	100%		2	50%	4	100%	4	100%	
	Headley St SE	7	Parallel spaces	3	43%	7	100%	7	100%		7	100%	7	100%	7	100%	
	Headley St SE	3	Parallel spaces	2	67%	3	100%	3	100%		3	100%	3	100%	3	100%	
	River St SE	11	2 ADA spaces, perpendicular spaces	8	73%	10	91%	9	82%		6	55%	11	100%	10	91%	
	River St SE	7	Perpendicular spaces	7	100%	7	100%	7	100%		6	86%	7	100%	7	100%	
	River St SE	9	Parallel spaces	7	78%	8	89%	7	78%		5	56%	9	100%	7	78%	
	River St SE	10	Perpendicular spaces	9	90%	10	100%	10	100%		8	80%	10	100%	9	90%	
	River St SE	6	Parallel spaces	1	17%	6	100%	3	50%		2	33%	6	100%	6	100%	
	River St SE	7	2 ADA spaces, perpendicular spaces	3	43%	6	86%	5	71%		5	71%	7	100%	5	71%	
	Settlers Dr SE	2	Parallel spaces	1	50%	2	100%	2	100%		2	100%	2	100%	2	100%	
	Settlers Dr SE	2	Parallel spaces	0	0%	2	100%	2	100%		2	100%	2	100%	2	100%	
	Total	**76**		**47**	**62%**	**66**	**87%**	**62**	**82%**	**77%**	**53**	**70%**	**76**	**100%**	**69**	**91%**	**87%**
Block 9	River St SE	14	Perpendicular spaces	9	64%	14	100%	12	86%		5	36%	15	107%	16	114%	
	River St SE	5	Parallel spaces	0	0%	5	100%	3	60%		0	0%	5	100%	5	100%	
	River St SE	7	Parallel spaces	3	43%	7	100%	3	43%		3	43%	7	100%	6	86%	
	River St SE	15	1 ADA space, perpendicular spaces	11	73%	13	87%	11	73%		12	80%	14	93%	15	100%	
	Settlers Dr SE	2	Parallel spaces	1	50%	2	100%	2	100%		2	100%	2	100%	2	100%	
	Settlers Dr SE	2	Parallel spaces	1	50%	2	100%	1	50%		2	100%	2	100%	1	50%	
	Total	**45**		**25**	**56%**	**43**	**96%**	**32**	**71%**	**74%**	**24**	**53%**	**45**	**100%**	**45**	**100%**	**84%**

Off-Street Parking - Daytime

Block ID	Name	Inventory	Comments	Public Y/N	Tuesday July 8th 10:00 AM Count	Tuesday July 8th 10:00 AM % Occupancy	Tuesday July 8th 12:00 PM Count	Tuesday July 8th 12:00 PM % Occupancy	Tuesday Average	Saturday July 19th 10:00 AM Count	Saturday July 19th 10:00 AM % Occupancy	Saturday July 19th 12:00 PM Count	Saturday July 19th 12:00 PM % Occupancy	Saturday July 19th 2:00 PM Count	Saturday July 19th 2:00 PM % Occupancy	Saturday Average	Wednesday July 23rd 10:00 AM Count	Wednesday July 23rd 10:00 AM % Occupancy	Wednesday July 23rd 12:00 PM Count	Wednesday July 23rd 12:00 PM % Occupancy	Wednesday July 23rd 2:00 PM Count	Wednesday July 23rd 2:00 PM % Occupancy	Wednesday Average
Block 1	Day Care	70	4 ADA spaces	N	37	53.0%	34	49.0%		1	1%	1	1%	1	1%		39	56%	37	53%	34	49%	
	Fire Station	16		Y	1	6.0%	1	6.0%		1	6%	1	6%	1	6%		1	6%	1	6%	2	13%	
	Fire Station	7		Y	2	29.0%	2	29.0%		1	14%	1	14%	1	14%		4	57%	2	29%	4	57%	
	Total	**93**			**40**	**43.0%**	**37**	**39.8%**	**41%**	**3**	**3%**	**3**	**3%**	**3**	**3%**	**3%**	**44**	**47%**	**40**	**43%**	**40**	**43%**	**44%**
Block 2	Ago Gas Station	**76**	4 ADA space and 4 designated McDonalds Pick up spots, Shared parking lot with McDonalds, Ago Gas Station and Veenstra's	N	**60**	**78.9%**	**63**	**82.9%**	**80.9%**	**35**	**46%**	**29**	**38%**	**37**	**49%**	**44%**	**60**	**79%**	**58**	**76%**	**62**	**82%**	**79%**
Block 3	Large Shared Spectrum Health Lot	205	10 ADA spaces and 5 designated Corewell Apt Spaces	N	145	71.0%	150	73.0%		43	21%	43	21%	32	16%		131	64%	126	61%	125	61%	
	Post Office	23	1 ADA space and 2 designated mail vehicle spaces	N	11	48.0%	11	48.0%		7	30%	8	35%	3	13%		5	22%	8	35%	5	22%	
	Total	**228**			**216**	**94.7%**	**161**	**70.6%**	**82.7%**	**50**	**22%**	**51**	**22%**	**35**	**15%**	**20%**	**136**	**60%**	**134**	**59%**	**130**	**57%**	**58%**
Block 4	7270 Thornapple River Dr.	13	Some spaces blocked with pallets of product	N	10	77.0%	8	62.0%		3	23%	5	38%	4	31%		1	8%	7	54%	4	31%	
	7270 Thornapple River Fenced	11	1 ADA space, all spaces marked for tennant guests	N	3	27.0%	3	27.0%		4	36%	5	45%	2	18%		7	64%	2	18%	8	73%	
	Ada Historical Society	6	1 ADA space	N	4	67.0%	3	50.0%		0	0%	0	0%	0	0%		9	150%	2	33%	1	17%	
	Hardware Store	4		N	1	25.0%	2	50.0%		1	25%	3	75%	1	25%		1	25%	1	25%	2	50%	
	Large Shared Lot (Scoopers, Ada Deli, Bike Shop)	35	2 ADA spaces	N	33	94.0%	31	89.0%		16	46%	26	74%	15	43%		28	80%	31	89%	21	60%	
	Total	**69**			**51**	**73.9%**	**47**	**68.1%**	**71%**	**24**	**35%**	**39**	**57%**	**22**	**32%**	**41%**	**46**	**67%**	**43**	**62%**	**36**	**52%**	**60%**
Block 5	555 Ada Dr	25	2 ADA spaces, 6 permitted guests only spaces, all others behind gated entry	N	4	16.0%	5	20.0%		1	4%	1	4%	1	4%		7	28%	6	24%	6	24%	
	7159 Thornapple River Dr.	16	3 ADA spaces	N	4	25.0%	6	38.0%		0	0%	0	0%	0	0%		3	19%	3	19%	2	13%	
	7195 Thornapple River Dr.	34	3 ADA spaces	N	16	47.0%	19	56.0%		4	12%	9	26%	8	24%		8	24%	10	29%	17	50%	
	Ada Community Church	77	4 ADA spaces, 5 spots labeled Church parking only	Y	41	53.0%	47	61.0%		6	8%	5	6%	2	3%		29	38%	49	64%	57	74%	
	Ada Family Dental	21		N	7	33.0%	11	52.0%		0	0%	0	0%	0	0%		7	33%	5	24%	6	29%	
	Blimpey/ Hungry Howies Lot	18	Back lot: 1 designated motorcycle parking space	N	2	11.0%	3	17.0%		3	17%	3	17%	4	22%		3	17%	5	28%	3	17%	
	Blimpey/ Hungry Howies Lot	7	Front lot: 1 ADA space	N	0	0.0%	1	14.0%		0	0%	0	0%	1	14%		0	0%	6	86%	1	14%	
	Shared Lot	33	1 ADA space	N	16	48.0%	15	45.0%		2	6%	2	6%	1	3%		17	52%	25	76%	19	58%	
	Total	**231**			**90**	**39.0%**	**107**	**46.3%**	**43%**	**16**	**7%**	**20**	**9%**	**17**	**7%**	**8%**	**74**	**32%**	**109**	**47%**	**111**	**48%**	**42%**
Block 6	5/3rd Bank	36	2 ADA spaces	N	17	47.0%	13	36.0%		0	0%	0	0%	0	0%		14	39%	15	42%	15	42%	
	Chase Bank	28	2 ADA spaces	N	7	25.0%	7	25.0%		4	14%	4	14%	3	11%		8	29%	7	25%	7	25%	
	EHTC Lot	37	2 ADA spaces	N	29	78.0%	27	73.0%		0	0%	0	0%	0	0%		30	81%	29	78%	29	78%	
	Library	55	4 ADA spaces, 2 EV charging spaces	Y	59	107.0%	59	107.0%		13	24%	14	25%	3	5%		37	67%	38	69%	37	67%	
	Shared Lot	62	3 ADA spaces	N	33	53.0%	27	44.0%		0	0%	0	0%	2	3%		45	73%	39	63%	45	73%	
	Total	**218**			**145**	**66.5%**	**133**	**61.0%**	**64%**	**17**	**8%**	**18**	**8%**	**8**	**4%**	**7%**	**134**	**61%**	**128**	**59%**	**133**	**61%**	**60%**
Block 7	Leonard Field	37	2 ADA spaces	Y	4	11.0%	6	16.0%		5	14%	3	8%	4	11%		4	11%	6	16%	4	11%	
	Nonas/Jam'n Bean Lot	8	1 ADA space	N	6	75.0%	8	100.0%		2	25%	4	50%	2	25%		6	75%	8	100%	6	75%	
	Township Hall	29	3 ADA spaces	Y	15	52.0%	25	86.0%		16	55%	14	48%	13	45%		18	62%	22	76%	16	55%	
	Total	**74**			**25**	**33.8%**	**39**	**52.7%**	**43%**	**23**	**31%**	**21**	**28%**	**19**	**26%**	**28%**	**28**	**38%**	**36**	**49%**	**26**	**35%**	**41%**
Block 8	Garage Bar	7	1 ADA space	N	3	43.0%	9	129.0%		5	71%	6	86%	6	86%		4	57%	6	86%	7	100%	
	New Village Lot W of Settlers	146	6 ADA spaces, (5) 15 min parking spaces, 2 EV charging spaces	N	112	77.0%	127	87.0%		74	51%	80	55%	65	45%		92	63%	111	76%	99	68%	
	Speedway	9		N	3	33.0%	4	44.0%		2	22%	7	78%	2	22%		2	22%	4	44%	5	56%	
	Total	**162**			**118**	**72.8%**	**140**	**86.4%**	**80%**	**81**	**50%**	**93**	**57%**	**73**	**45%**	**51%**	**98**	**60%**	**121**	**75%**	**111**	**69%**	**68%**
Block 9	New Village Lot E of Settlers	198	7 ADA spaces, (2) 15 min spaces, 2 EV charging spaces	N	141	71.0%	174	88.0%		69	35%	81	41%	78	39%		116	59%	152	77%	140	71%	
	Villages East of Ada	48	2 ADA spaces, front lot, all permit parking	N		14.0%	29	17.0%		35	10%	21	14%	29	15%		33	12%	25	12%	25	12%	
	Villages East of Ada	37	4 ADA spaces, back lot, all permit parking	N		11.0%	30	12.0%		32	21%	57	19%	51	18%		54	16%	43	14%	38	15%	
	Total	**283**			**141**	**49.8%**	**233**	**82.3%**	**66%**	**136**	**48%**	**159**	**56%**	**158**	**56%**	**53%**	**203**	**72%**	**220**	**78%**	**203**	**72%**	**74%**

Off-Street Parking - Evening

Block ID	Name	Inventory	Comments	Public Y/N	Saturday July 19th							Wednesday July 23rd						
					4:00 PM		6:00 PM		8:00 PM			4:00 PM		6:00 PM		8:00 PM		
					Count	% Occupancy	Count	% Occupancy	Count	% Occupancy	Average	Count	% Occupancy	Count	% Occupancy	Count	% Occupancy	Average
Block 1	Day Care	70	4 ADA spaces	N	1	1%	1	1%	1	1%		32	46%	9	13%	0	0%	
	Fire Station	16		Y	1	6%	1	6%	1	6%		1	6%	2	13%	1	6%	
	Fire Station	7		Y	2	29%	1	14%	1	14%		4	57%	1	14%	1	14%	
	Total	**93**			**4**	**4%**	**3**	**3%**	**3**	**3%**	**4%**	**37**	**40%**	**12**	**13%**	**2**	**2%**	**18%**
Block 2	Ago Gas Station	**76**	4 ADA space and 4 designated McDonalds Pick up spots, Shared parking lot with McDonalds, Ago Gas Station and Veenstra's	N	**30**	**39%**	**34**	**45%**	**24**	**32%**	**39%**	**52**	**68%**	**41**	**54%**	**44**	**58%**	**60%**
Block 3	Large Shared Spectrum Health Lot	205	10 ADA spaces and 5 designated Corewell Apt Spaces	N	14	7%	11	5%	7	3%		107	52%	38	19%	21	10%	
	Post Office	23	1 ADA space and 2 designated mail vehicle spaces	N	2	9%	2	9%	2	9%		6	26%	6	26%	3	13%	
	Total	**228**			**16**	**7%**	**13**	**6%**	**9**	**4%**	**6%**	**113**	**50%**	**44**	**19%**	**24**	**11%**	**26%**
Block 4	7270 Thornapple River Dr.	13	Some spaces blocked with pallets of product	N	3	23%	1	8%	1	8%		4	31%	4	31%	7	54%	
	7270 Thornapple River Fenced	11	1 ADA space, all spaces marked for tennant guests	N	0	0%	0	0%	0	0%		4	36%	1	9%	1	9%	
	Ada Historical Society	6	1 ADA space	N	0	0%	0	0%	0	0%		0	0%	0	0%	0	0%	
	Hardware Store	4		N	1	25%	0	0%	1	25%		0	0%	1	25%	1	25%	
	Large Shared Lot (Scoopers, Ada Deli, Bike Shop)	35	2 ADA spaces	N	24	69%	17	49%	22	63%		21	60%	33	94%	25	71%	
	Total	**69**			**28**	**41%**	**18**	**26%**	**24**	**35%**	**34%**	**29**	**42%**	**39**	**57%**	**34**	**49%**	**49%**
Block 5	555 Ada Dr	25	2 ADA spaces, 6 permitted guests only spaces, all others behind gated entry	N	1	4%	0	0%	0	0%		6	24%	0	0%	0	0%	
	7159 Thornapple River Dr.	16	3 ADA spaces	N	0	0%	0	0%	0	0%		3	19%	1	6%	0	0%	
	7195 Thornapple River Dr.	34	3 ADA spaces	N	2	6%	1	3%	0	0%		13	38%	6	18%	2	6%	
	Ada Community Church	77	4 ADA spaces, 5 spots labeled Church parking only	Y	2	3%	1	1%	1	1%		24	31%	14	18%	7	9%	
	Ada Family Dental	21		N	0	0%	0	0%	0	0%		5	24%	1	5%	0	0%	
	Blimpey/ Hungry Howies Lot	18	Back lot: 1 designated motorcycle parking space	N	2	11%	4	22%	2	11%		1	6%	2	11%	1	6%	
	Blimpey/ Hungry Howies Lot	7	Front lot: 1 ADA space	N	0	0%	0	0%	0	0%		1	14%	2	29%	0	0%	
	Shared Lot	33	1 ADA space	N	2	6%	2	6%	2	6%		14	42%	5	15%	5	15%	
	Total	**231**			**9**	**4%**	**8**	**3%**	**5**	**2%**	**3%**	**67**	**29%**	**31**	**13%**	**15**	**6%**	**16%**
Block 6	5/3rd Bank	36	2 ADA spaces	N	0	0%	0	0%	0	0%		14	39%	11	31%	30	83%	
	Chase Bank	28	2 ADA spaces	N	1	4%	1	4%	1	4%		6	21%	7	25%	26	93%	
	EHTC Lot	37	2 ADA spaces	N	0	0%	0	0%	0	0%		19	51%	3	8%	0	0%	
	Library	55	4 ADA spaces, 2 EV charging spaces	Y	0	0%	1	2%	1	2%		37	67%	3	5%	15	27%	
	Shared Lot	62	3 ADA spaces	N	2	3%	2	3%	1	2%		40	65%	25	40%	10	16%	
	Total	**218**			**3**	**1%**	**4**	**2%**	**3**	**1%**	**2%**	**116**	**53%**	**49**	**22%**	**81**	**37%**	**38%**
Block 7	Leonard Field	37	2 ADA spaces	Y	1	3%	1	3%	1	3%		6	16%	7	19%	10	27%	
	Nonas/Jam'n Bean Lot	8	1 ADA space	N	4	50%	4	50%	4	50%		8	100%	6	75%	7	88%	
	Township Hall	29	3 ADA spaces	Y	7	24%	10	34%	9	31%		14	48%	22	76%	25	86%	
	Total	**74**			**12**	**16%**	**15**	**20%**	**14**	**19%**	**18%**	**28**	**38%**	**35**	**47%**	**42**	**57%**	**47%**
Block 8	Garage Bar	7	1 ADA space	N	9	129%	11	157%	8	114%		8	114%	9	129%	9	129%	
	New Village Lot W of Settlers	146	6 ADA spaces, (5) 15 min parking spaces, 2 EV charging spaces	N	57	39%	92	63%	85	58%		98	67%	142	97%	128	88%	
	Speedway	9		N	2	22%	2	22%	1	11%		2	22%	5	56%	5	56%	
	Total	**162**			**68**	**42%**	**105**	**65%**	**94**	**58%**	**55%**	**108**	**67%**	**156**	**96%**	**142**	**88%**	**84%**
Block 9	New Village Lot E of Settlers	198	7 ADA spaces, (2) 15 min spaces, 2 EV charging spaces	N	82	41%	83	42%	61	31%		151	76%	211	107%	210	106%	
	Villages East of Ada	48	2 ADA spaces, front lot, all permit parking	N	19	40%	11	23%	16	33%		12	25%	17	35%	19	40%	
	Villages East of Ada	37	4 ADA spaces, back lot, all permit parking	N	17	46%	16	43%	20	54%		16	43%	26	70%	31	84%	
	Total	**283**			**118**	**42%**	**110**	**39%**	**97**	**34%**	**38%**	**179**	**63%**	**254**	**90%**	**260**	**92%**	**82%**

fishbeck

Appendix

B

Memorandum

TO: Township of Ada, Michigan

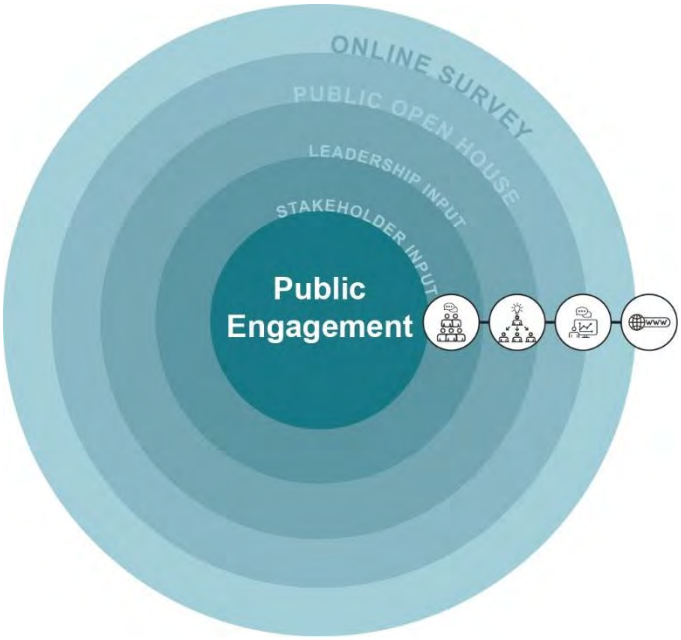
FROM: Jennifer Kasper, PTMP

DATE: February 11, 2026 **PROJECT NO.:** 2500986

SUBJECT: Downtown Ada Parking Study – Public Engagement Summary

To better understand the parking conditions within the downtown Ada area, solicit public input, and share the initial findings for this Parking Study, Ada Township (Township) – along with project consultant teams Fishbeck and McKenna – conducted robust public engagement efforts throughout the summer and fall of 2025. The public engagement strategy was conducted in a four-step process.

1. Individual Stakeholder interviews — Helping the team understand concerns relating to parking, parking spaces, regulations, and enforcement from a business owner's perspective and what they hear from their patrons.
2. A workshop with Downtown Development Authority (DDA) board members — Understanding community-wide parking concerns, downtown-area specific issues, confirming initial findings from stakeholder interviews through detailed discussion with the DDA members.
3. A community-wide, interactive survey — Understanding parking concerns and opinions from the larger residents of the downtown area and the township in general.
4. A Public Open House – An interactive community open house, showcasing initial findings and participatory activities to let people voice their opinions relating to mobility and parking within the downtown area.



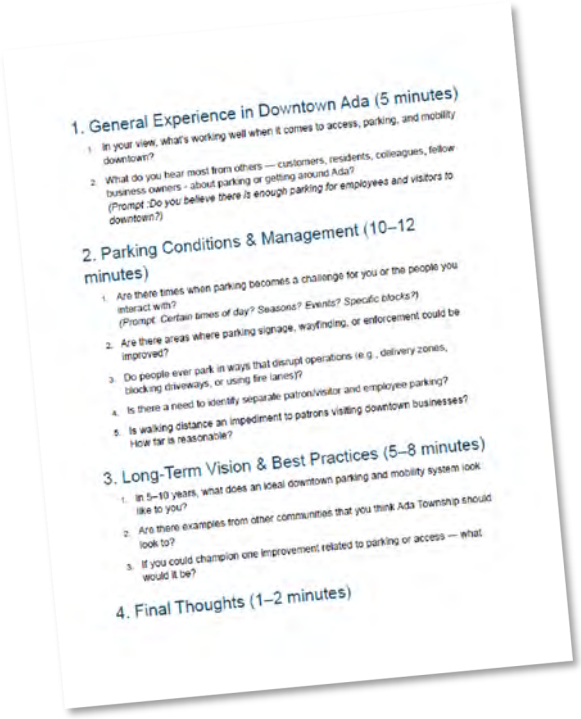
Stakeholder and Business Owner Interview Summary

Stakeholder and business-owner interviews play a critical role in projects of this nature. Business owners have a direct, vested interest in the overall vitality of the downtown area, and their insights extend well beyond the boundaries of their own properties. They interact daily with the surrounding public realm, observe how people move through the area, and experience firsthand the opportunities and challenges that affect operations, customers, and the broader business environment. Their regular engagement with patrons also provides valuable perspectives on customer needs, expectations, and behavioral information that is often not captured through traditional data sources or public meetings.

Each interview was planned for an in-depth conversation around key topics such as *General Experience in Downtown Ada, Parking Conditions and Management, Long-Term Vision & Best Practices*, with the interview lasting for a maximum of 45-minutes to respect the time of interviewee. To make it easier for both the parties, the team conducted in-person interviews at the Amy VanAndel Library and had the option to choose an online format.

The project team identified 10 business-owners, investors and residents of the downtown area.

1. Baton Collective
2. Dixon Architecture
3. The Community Church in Ada
4. Tom Korth – Township Supervisor
5. Ada Business Association
6. Let Us, Inc.
7. AIC Insurance Services
8. Ada Township Planning Commission
9. Board of Zoning Appeals
10. Amy VanAndel Library


1. General Experience in Downtown Ada (5 minutes)
1. In your view, what's working well when it comes to access, parking, and mobility downtown?
2. What do you hear most from others — customers, residents, colleagues, fellow business owners - about parking or getting around Ada? (Prompt :Do you believe there is enough parking for employees and visitors to downtown?)

2. Parking Conditions & Management (10–12 minutes)
1. Are there times when parking becomes a challenge for you or the people you interact with? (Prompt: Certain times of day? Seasons? Events? Specific blocks?)
2. Are there areas where parking signage, wayfinding, or enforcement could be improved?
3. Do people ever park in ways that disrupt operations (e.g., delivery zones, blocking driveways, or using fire lanes)?
4. Is there a need to identify separate patron/visitor and employee parking?
5. Is walking distance an impediment to patrons visiting downtown businesses? How far is reasonable?

3. Long-Term Vision & Best Practices (5–8 minutes)
1. In 5–10 years, what does an ideal downtown parking and mobility system look like to you?
2. Are there examples from other communities that you think Ada Township should look to?
3. If you could champion one improvement related to parking or access — what would it be?

4. Final Thoughts (1–2 minutes)

Through almost all interviews, the project team noticed common themes surrounding specific concerns including parking management, user experience, wayfinding, and signage. Below are the key points and feedback from the stakeholders who participated in the interviews:

Parking Availability, Peak Demand, and User Experience

Almost all the participants emphasized consistent difficulty in finding available parking during peak demand periods particularly during lunch hours, Tuesday Farmers Market, and other special events. Business owners and other organization representatives noted that customers often struggle to locate convenient parking spaces, sometimes leading to operational disruptions, reduced turnover and frequent complaints. Several interviewees described instances in which prime, customer-facing spaces are frequently occupied by employees, leading to congestion in already high demand areas. Stakeholders stressed that parking near Ada Fresh Market is usually full and expressed that patrons cannot be expected to walk to and from the grocery store if they have parked their cars a few blocks away from the grocery store.

Employee Parking Behavior and Internal Parking Management

As mentioned in the above, interviewees stressed the mismatch between intended parking policies and actual employee behaviors. Stakeholders reported concerns that employers, contractors, and business owners often occupy desirable places near storefronts or building entrances. This further fuels customer frustration and contributes to the sense of insufficient parking. While some businesses engage in informal self-policing, most stakeholders agreed that clear policies, designated employee parking areas, and Township-supported management strategies would help ensure that parking remains available for customers and short-term visitors.

Wayfinding, Signage, and Public Awareness

Stakeholders consistently highlighted deficiencies in wayfinding and signage as barriers to maximizing the use of existing parking assets. Stakeholders noted that visitors and even residents are often unaware of public parking lots such as The Community Church lot, leading to pressure on the visible on-street spaces. Multiple interviewees suggested developing a more cohesive parking communication strategy, including physical signage, public education campaigns to highlight walkability, and available parking options downtown.

Wayfinding emerged as one of the highest-impact, lowest-cost improvements supported by stakeholders.

Enforcement, Regulation and Governance

Concerns about limited parking enforcement were common, with business owners noting that the Township's presence is minimal. One stakeholder informed of an instance wherein the enforcement was conducted by the County Sheriff. Suggestions were made about formalized parking policies like timed parking. The Township Supervisor and business association heads both supported that regulatory clarity is essential if the community hopes to manage demand effectively without major investments.

Together, these perspectives suggest a strong desire for a structured, proactive, governance approach to parking requirements.

Pedestrian Safety, Traffic Calming, and Mobility Priorities

Throughout almost all the interviews, pedestrian mobility and safety were specific considerations, especially keeping in mind the Township's new amphitheater hosting concerts on Wednesday evenings. Stakeholders identified locations like the Settlers Drive intersection, River Street at Thornapple River Drive, Bronson Street at Ada Drive, and Thornapple River Drive at Ada Drive intersection as places for enhanced improvements for both drivers and pedestrians. This theme will be further discussed in the Public Open House summary.

These conversations highlighted the linkage between parking management and a broader mobility strategy that prioritizes safe, convenient and intuitive pedestrian experience throughout the downtown.

Event Day Pressures and Shared Parking Dynamics

Interviewees noted that event days, including the Farmers Market, and seasonal activities (like the 4th of July fireworks) increase pressure on the downtown's parking supply. While these events contribute to community vibrancy, they also create localized confusion about where attendees may park. Some institutions like Ada Vista Elementary and nearby business (example: Bank) allow temporary use of their lots but these arrangements remain informal and reliant on goodwill. Stakeholders recommend greater Township involvement in communication about available options during events and coordinating shared parking agreements.

These insights indicate that a more formalized event parking management framework could reduce stress on business and improve visitor experience.

Downtown Development Authority Workshop

The project team held an interactive workshop with members of the DDA and Township staff at the Amy VanAndel Library. The place was chosen for its central location and accessibility for all participants. To start the session, the team shared preliminary findings from fieldwork conducted as part of the parking study, including peak-time parking capacities and counts. These data points served as conversation starters and helped anchor broader discussions on current parking performance, management responsibilities, and future needs. The discussion was intended to be free flowing with the team capturing key themes and ideas discussed during the workshop. Some of the key themes emerged during the workshop are elaborated further below.

Current Conditions and Perceptions of Parking

Participants held differing views on whether downtown Ada is experiencing a true parking shortage. Some members emphasized an immediate, practical need for more parking spaces, while others noted that a "mild parking problem" can signal a thriving, walkable downtown. The Farmer's Market was noted as having adequate parking overall, though participants agreed it would benefit from a more formalized parking arrangement for vendors, who currently park on the grass.

While the community occasionally expresses parking concerns during events, daily parking operations should be the focus. People will find their way to events but are less patient for regular visits to downtown.

There was general agreement that perceptions of insufficient parking may stem from the desire for highly convenient, front-door access to businesses, a preference intensified by recent rapid redevelopment and growth in the downtown area.

Governance, Management, and Regulations

A key objective for the project team was to understand who currently oversees parking management in the downtown area and how existing regulations are applied. Participants discussed gaps in coordination, unfamiliarity in who manages various lots, and the lack of a unified management strategy. These governance uncertainties highlighted the need for clear roles, responsibilities, and regulatory frameworks as the Township continues to grow.

Feedback on Preliminary Ideas for Future Parking Solutions

The workshop included an exploration of a variety of potential strategies to expand or better manage parking in downtown Ada:

- Wayfinding enhancements, such as branded parking lot markers to help visitors locate available parking.
- Real-time parking information, using digital signage to display space availability.
- Shuttle services, like "Dash," for event days or peak periods to distribute parking demand more efficiently.
- There is a desire to involve Amway in the continued growth of downtown, whether it be parking, transportation, or other opportunities.
- Clarify shared parking options and bring structure to the process.

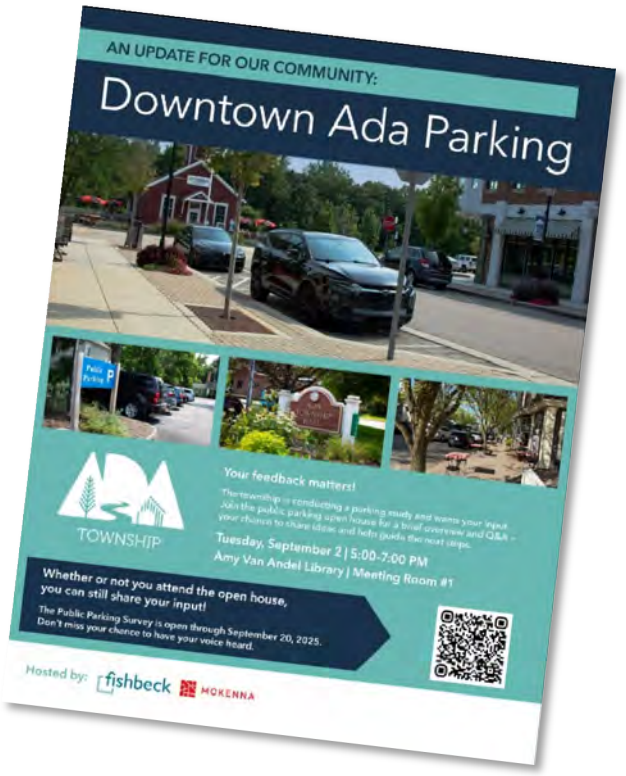
These ideas received mixed reactions. Concerns centered on funding, ongoing operations, and maintenance responsibilities. Some participants also raised the idea of a structured parking facility and expressed disappointment that recent developments did not include one. However, they also acknowledged that the community is still unfamiliar with paid parking culture, and a parking structure, especially one requiring fees may not be well received at this time.

Interactive Online Summary

To solicit public comments for the parking study, Ada Township conducted a community-wide online survey that was open for four weeks. A QR code leading to the survey was promoted on the Township's website, community social media groups, and through the community open house conducted to support the parking study.

The survey had a total of seven interactive questions directly relating to mobility and parking in the downtown area and four questions relating to the demographics of the contributors.

1. How do you usually get to downtown Ada? Select all that apply.
2. How do you get to downtown Ada during winters or bad weather conditions? Select all that apply.
3. Where do you visit the most in downtown Ada?
4. When do you typically visit downtown Ada? Select all that apply.
5. When parking in downtown Ada, where do you usually park?
6. When parking in downtown Ada, where would you ideally like your parking to be?
7. When it comes to street parking, what type of parking would you prefer or find easier to use in downtown Ada? Please rank your preferred type of street parking with the first being the most preferred choice.



Question-3 and Question-6 directly addressed the key topics of the parking study. The precise nature of the questions let the contributors place markers on a digital map with an option to add comments and explanations if they choose to do so. Questions-1, 2, 4, 5, and 7 addressed questions which would support the study by getting detailed feedback from the contributors based on variables like mobility in and around the downtown area, change in behavior and parking preference with change in seasons/weather and time of the day, type of parking offered and preferred.

8. Do you or someone in your household visit downtown Ada but cannot drive?
9. How far do you live from downtown Ada?
10. What age group do you belong to?
11. Do you identify as someone who uses mobility aids or has accessibility needs when visiting downtown Ada?

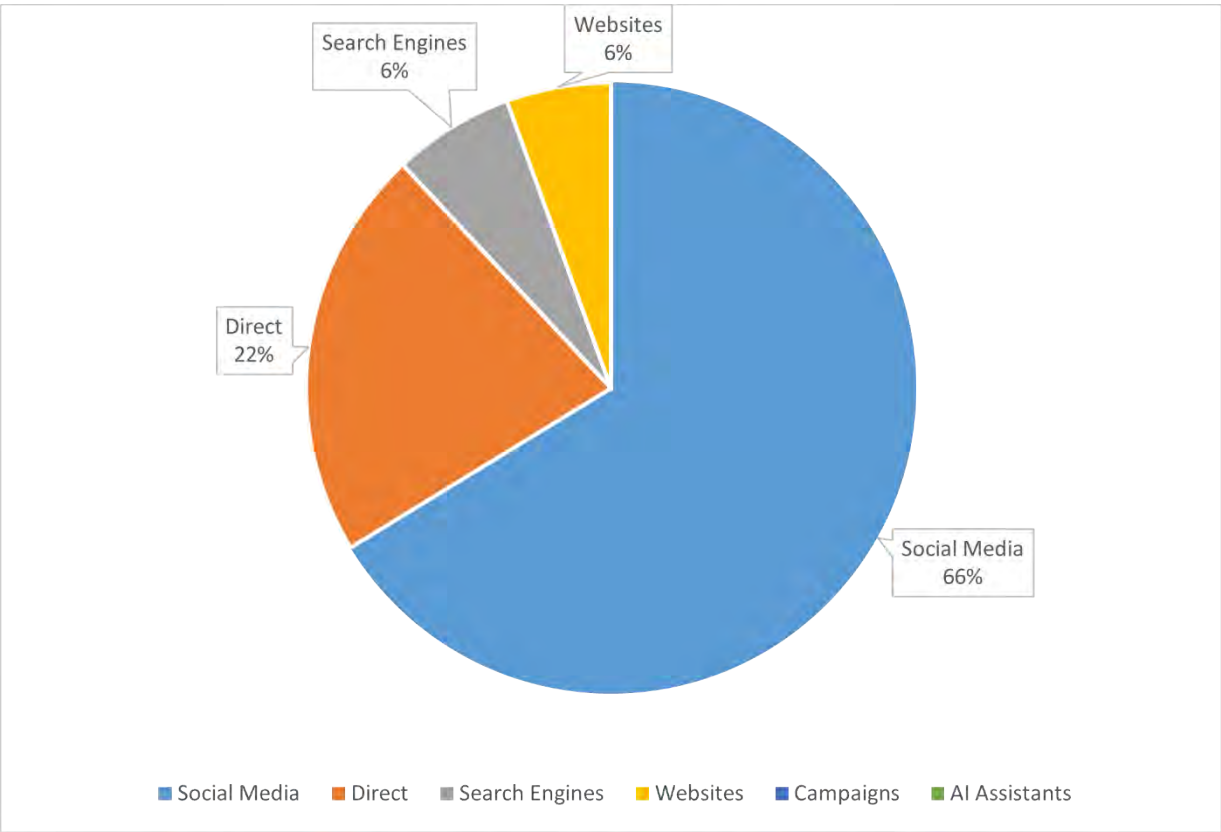
Questions-8 to question-11 were intended to get more feedback on the overall demographic distribution of the contributors. This would ensure that the project team will have a more nuanced analysis of parking preferences and end users of downtown Ada.

General Response Summary

The interactive survey saw a total of 707 contributions. The survey had a total of 1,400 views over the course of four weeks, out of which 667 visitors left solid feedback through the survey's online participation tools. 49.68% of responses made at least one contribution to the survey, 41.29% performed at-least two actions in the survey's participation tools. 70.61% stayed on the survey page for at least one minute – this can be considered a great active attention to the survey by the respondents.

Total traffic of 65.95% on the online survey was through social media followed by 22.15% direct through a QR code, 6.38% through search engines like Google, etc. This largely affirms the Township's successful efforts to maximize the outreach, create awareness, and market the project.

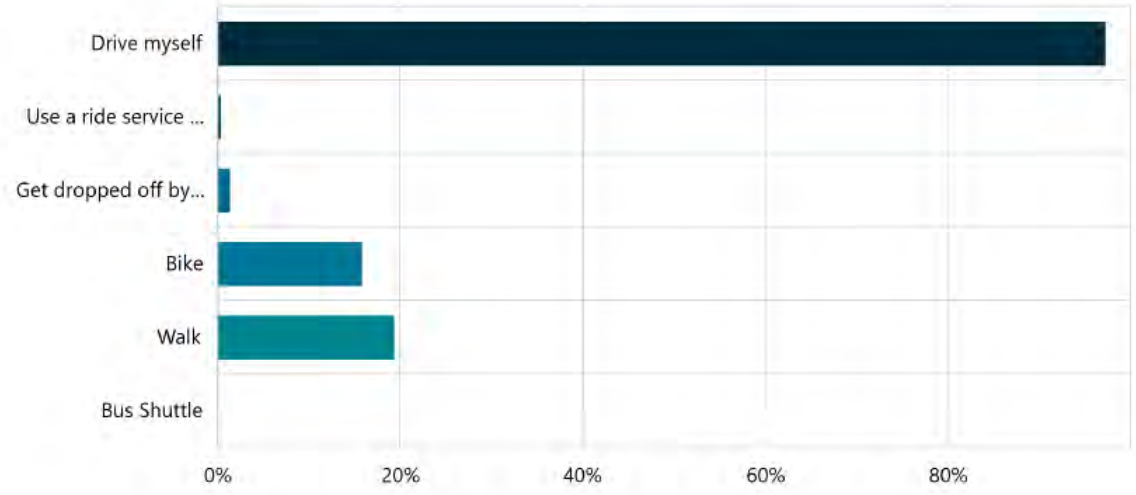
Overall, the survey responses give a very strong and consistent picture of how people use downtown Ada; how they arrive, their pain points, and what they want from the future parking system.



Question-1 Response Summary

The feedback reveals some expected responses around mobility of the contributors who visit downtown. Most contributors (91.7%) drove into downtown Ada, pointing towards the still auto-oriented nature of the community. 19.34% walked and 15.70% biked into downtown Ada, indicating response from residents who might live on the edge of downtown or a little farther away. 1.27% responded that they are dropped off downtown by someone while 0.28% use ride share services like Uber and Lyft.

1. How do you usually get to Downtown Ada? Select all that apply. Required
Multi Choice | Skipped: 0 | Answered: 707 (100%)



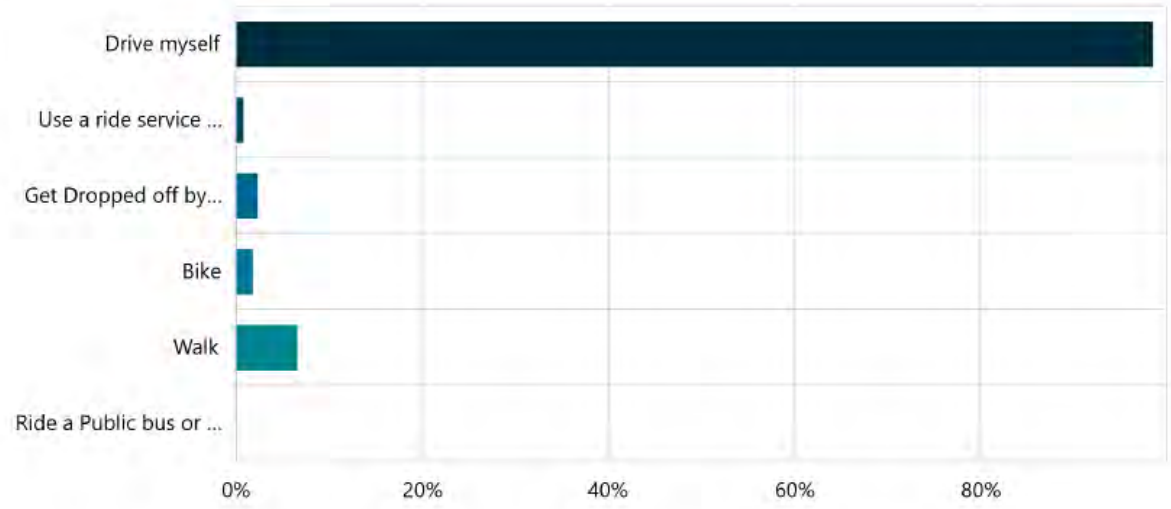
Answer choices	Percent	Count
Drive myself	97.17%	687
Use a ride service (Uber, Lyft)	0.28%	2
Get dropped off by someone	1.27%	9
Bike	15.70%	111
Walk	19.24%	136
Bus Shuttle	0%	0

Question-2 Response Summary

98.44% of contributors drive themselves during winters or bad weather conditions, with a few (6.51%) still able to get to downtown Ada by walking or biking (1.70%). A slight increase to 2.26% is seen with respondents being dropped off by someone and even minimal increase in dependency on ride-share services is observed.

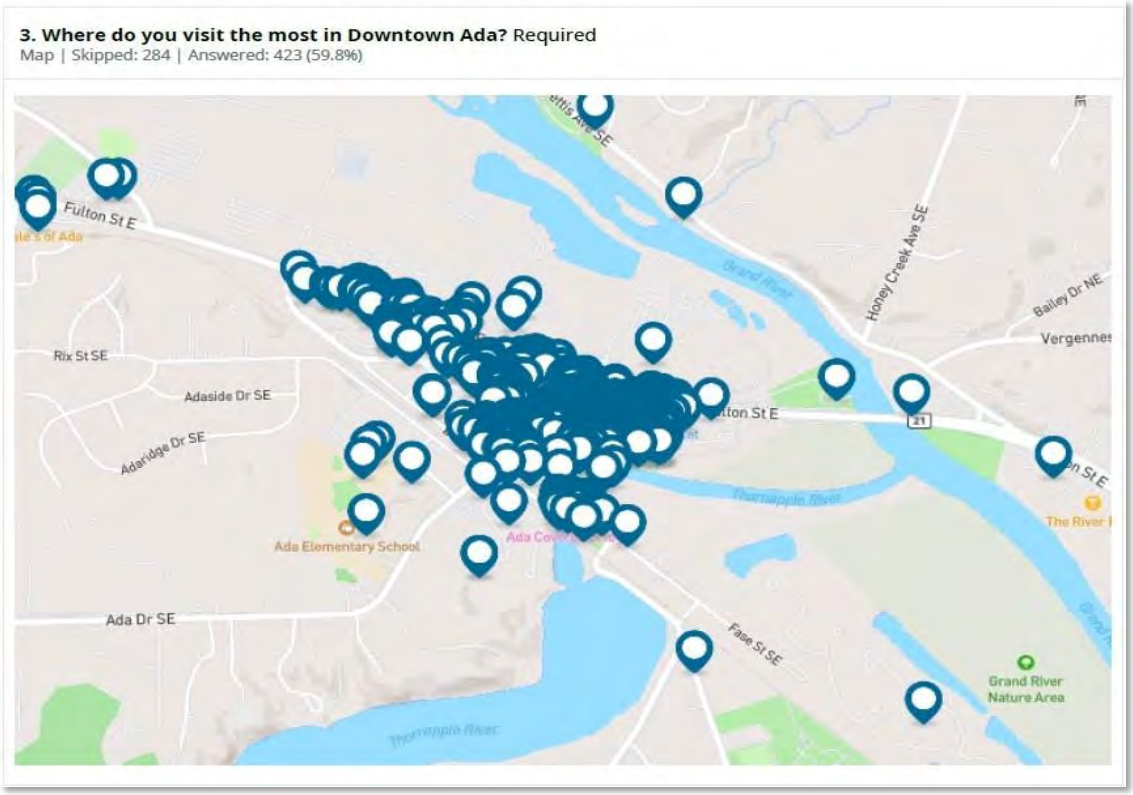
This is a typical response for a Michigan community the size of Ada with no access to public transportation.

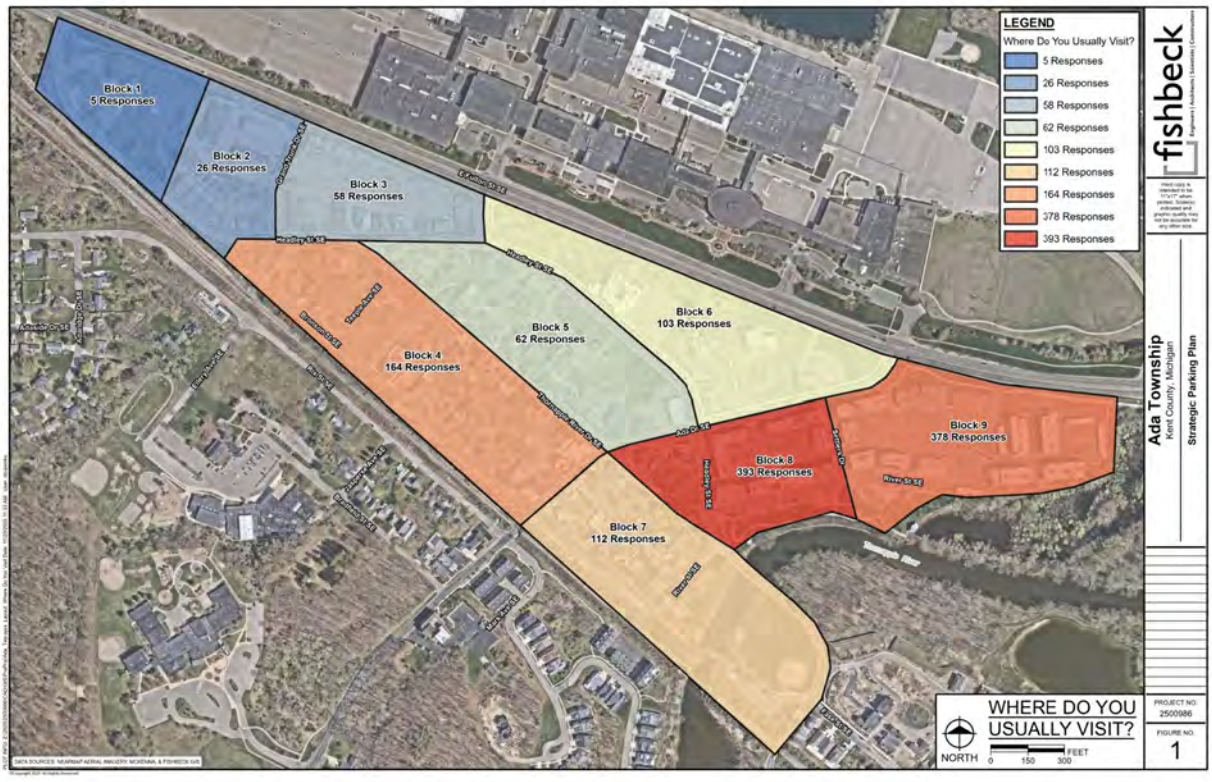
2. How do you get to Downtown Ada during winters or bad weather conditions? Select all that apply. Required
Multi Choice | Skipped: 0 | Answered: 707 (100%)



Answer choices	Percent	Count
Drive myself	98.44%	696
Use a ride service (Uber, Lyft)	0.71%	5
Get Dropped off by someone	2.26%	16
Bike	1.70%	12
Walk	6.51%	46
Ride a Public bus or shuttle	0%	0

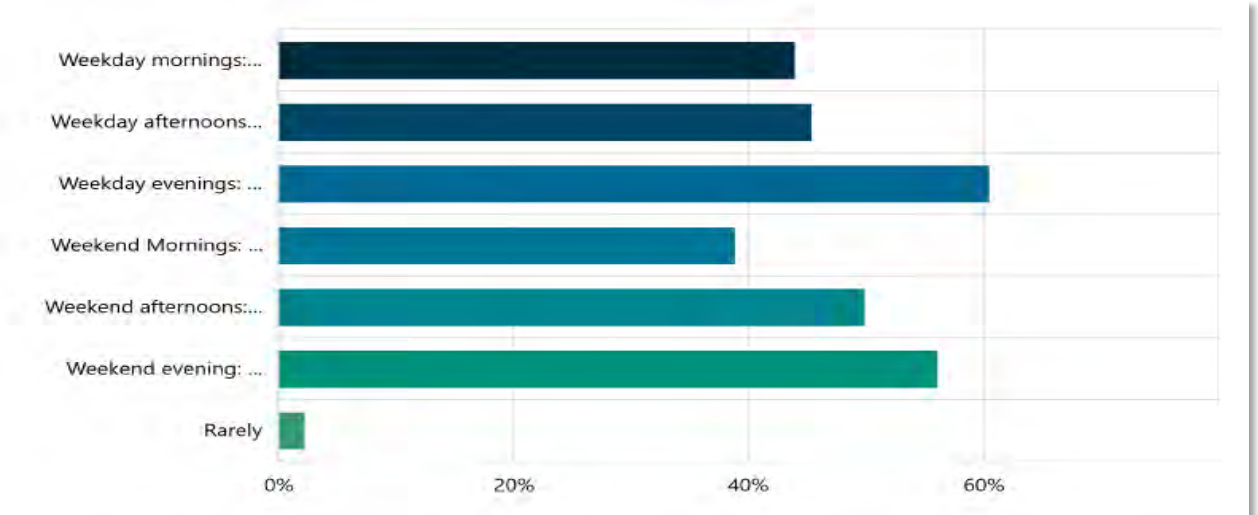
Question-3 Response Summary





Question-4 Summary Response

To understand visitation patterns by time of the day and day of the week, the project team asked contributors to identify when they typically visit downtown Ada. This was a multiple-choice question, allowing respondents to select all applicable time periods from seven options (weekday and weekend mornings, afternoons, and evenings). Of the 707 total respondents, 56% selected visiting downtown during weekend evenings (Fridays-Sundays, 5PM-10PM). In addition, 60% of the respondents also indicated visiting during weekday evenings (Monday–Thursday, 5PM-10PM), making evenings the most frequently selected visitation period overall. Weekday and weekend afternoons also showed relatively high levels of visits, while morning periods were selected less frequently. The chart below shows the overall distribution of responses.

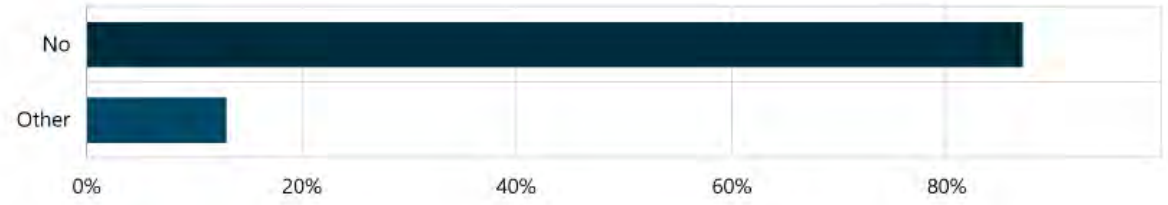


Answer choices	Percent	Count
Weekday mornings: Mondays - Thursday (8AM-12PM)	43.85%	310
Weekday afternoons: Mondays - Thursday (12PM-5PM)	45.26%	320
Weekday evenings: Mondays - Thursday (5PM-10PM)	60.40%	427
Weekend Mornings: Fridays - Sundays (8AM-12PM)	38.76%	274
Weekend afternoons: Fridays - Sundays (12PM-5PM)	49.79%	352
Weekend evening: Fridays - Sundays (5PM-10PM)	56.01%	396
Rarely	2.12%	15

Question-5 Response Summary

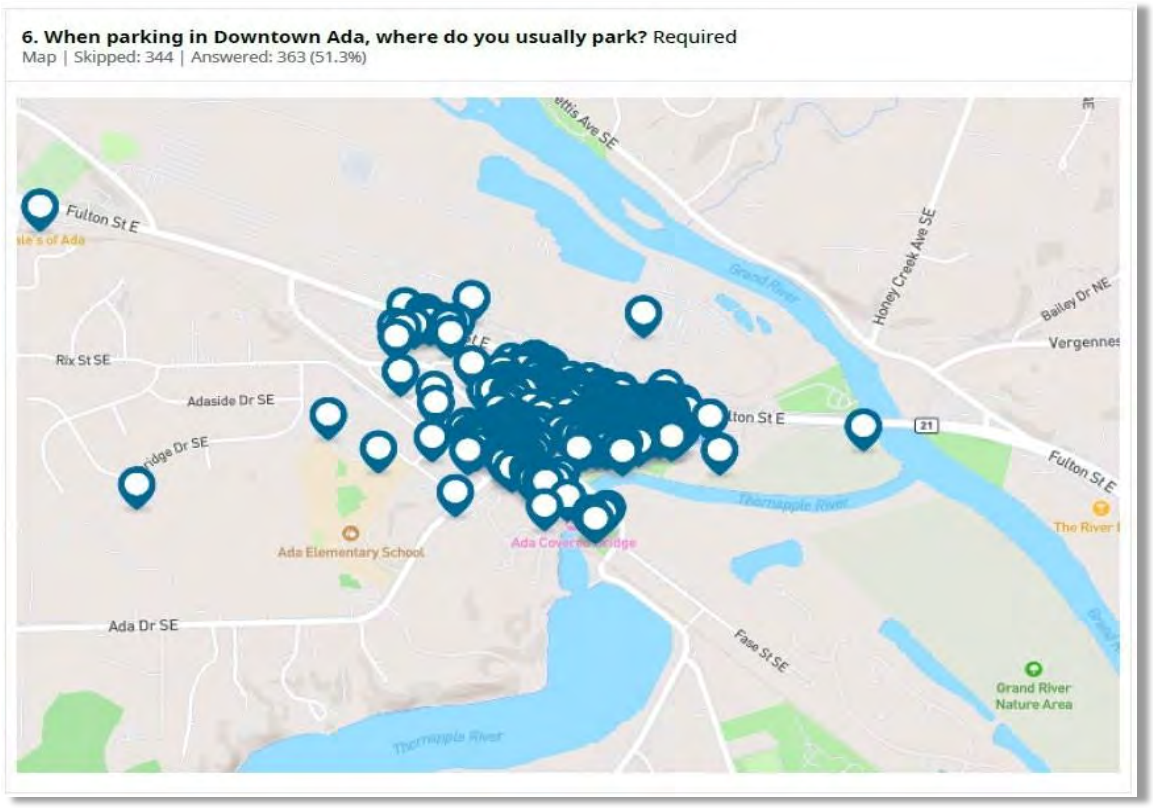
To understand mobility concerns among the contributors, the project team included a specific question to verify if anyone of the contributors or someone in their household could not drive but visits downtown Ada. 87% of the respondents indicated that they did not have any such concerns. 12.95% of contributors responded that they either walk or bike their kids downtown or are driven to downtown Ada.

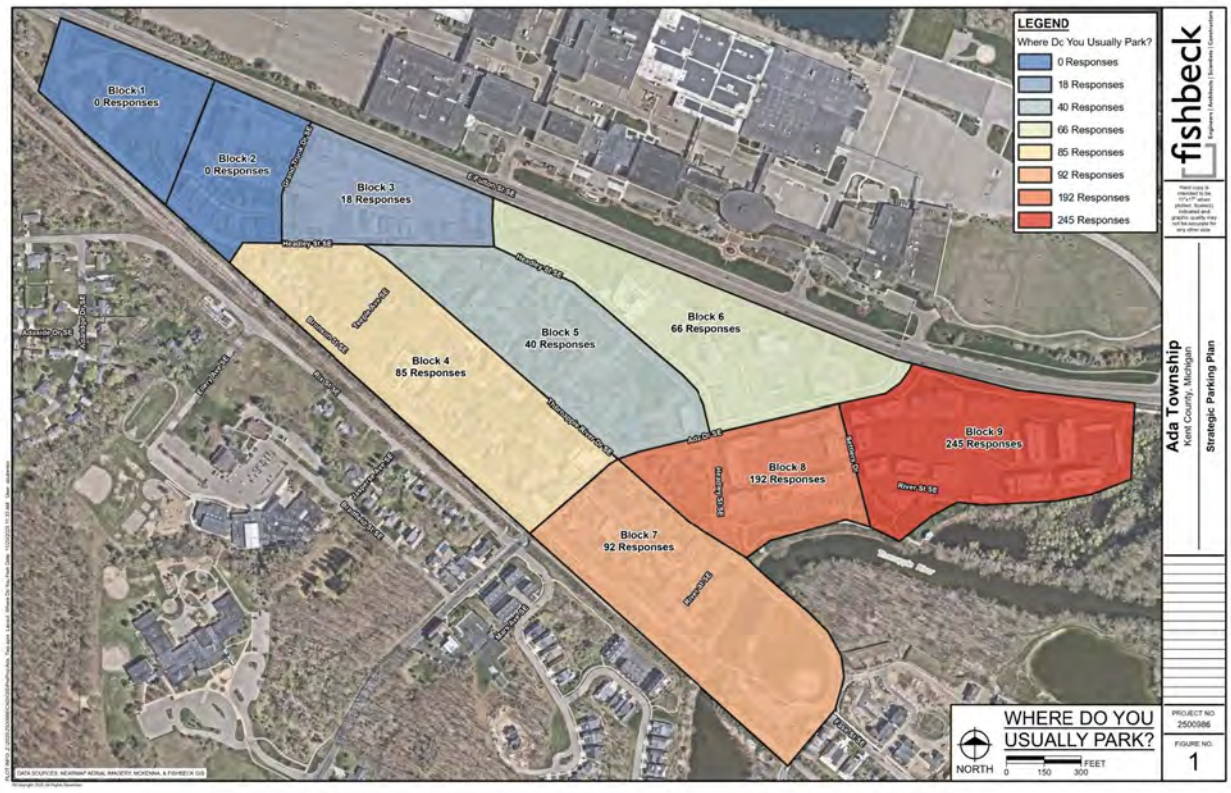
5. Do you or someone in your household visit Downtown Ada but cannot drive? Required
Select Box | Skipped: 120 | Answered: 587 (83%)



Answer choices	Percent	Count
No	87.05%	511
Other	12.95%	76
Total	**100.00%**	**587**

Question-6 Response Summary

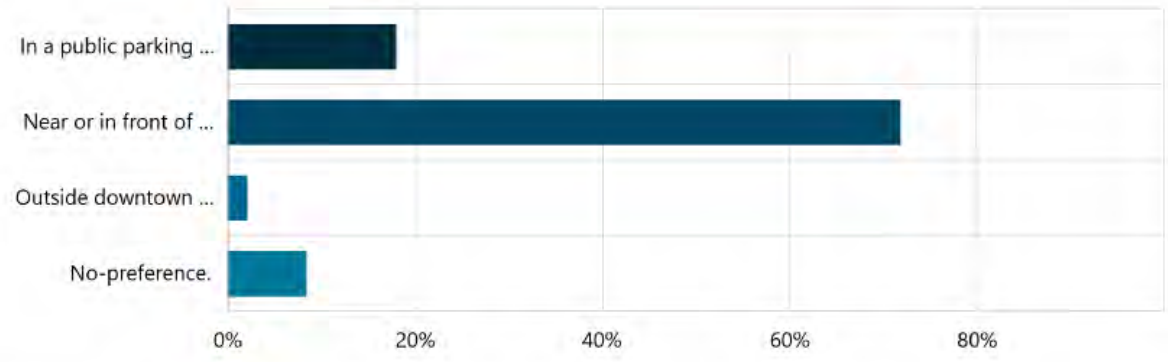




Question-7 Response Summary

A response of 71.77% indicated that they would prefer parking to be directly in front of the business they are visiting or near to the establishment. Highlighting some of the feedback received during both the DDA workshop and stakeholder interviews. 17% of the respondents felt that having to park in a public parking lot, a bit farther away but still within the downtown area would be acceptable. 2% of the responses agreed to having their parking outside of downtown and then walk in, and 8% of respondents had no preference to where they would like their parking in downtown Ada.

7. When parking in Downtown Ada, where would you ideally like your parking to be?
Select Box | Skipped: 165 | Answered: 542 (76.7%)



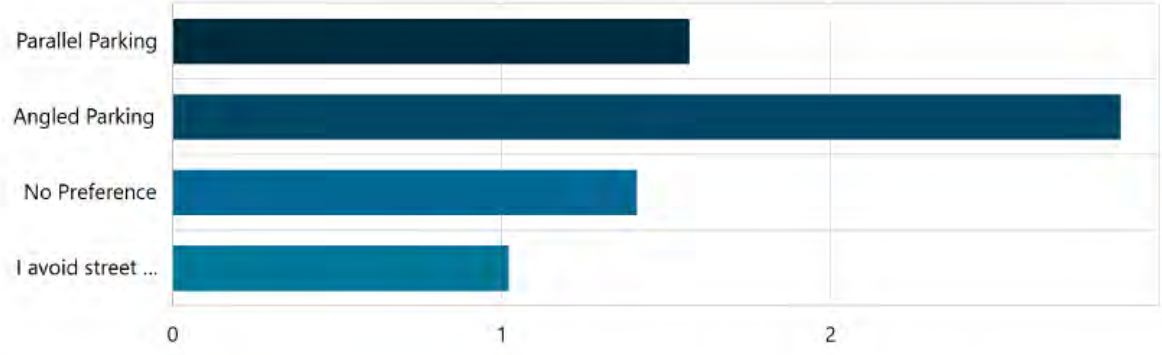
Answer choices	Percent	Count
In a public parking lot, a bit farther away but still within the downtown area.	17.90%	97
Near or in front of your business or destination.	71.77%	389
Outside downtown and walk in.	2.03%	11
No-preference.	8.30%	45
Total	**100.00%**	**542**

Question-8 Response Summary

To better understand on-street parking preferences from the respondents the team asked the contributors to rank their preferred parking type from a choice of four alternatives: Parallel parking, angled parking, avoiding street parking, and a no preference choice. Angled parking ranked first with a total of 365 contributors ranking it as their first choice. This was followed by parallel parking which comes out as an acceptable choice but not preferred. 18.46% of the total contributors ranked it as their first preference, 48% ranked it as their second choice – meaning that many accept it but do not see it as their top choice. 42.86% of the responses ranked "no preference" their first choice, this choice also sees a mixed distribution across the four ranking alternatives with many third and fourth choice placements. This group may be flexible in their options or may not park downtown entirely. A minority of contributors (24%) ranked "avoid street parking" option as their first choice.

Residents preferred angled street parking and find it easier to use, while parallel parking is tolerated but less favored, and only a minority avoids street parking entirely.

8. When it comes to street parking, What type of parking would you prefer or find easier to use in Downtown Ada? Please rank your preferred type of street parking with the first being the most preferred choice.
Ranking | Skipped: 68 | Answered: 639 (90.4%)



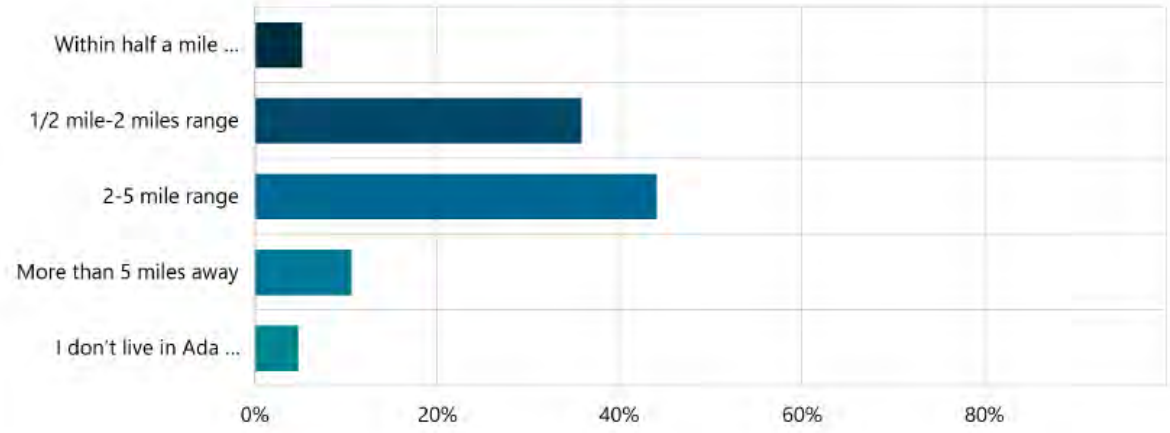
	1	2	3	4	Count	Score	Avg Rank
Parallel Parking	18.46% 67	47.66% 173	25.34% 92	8.54% 31	363	1.57	2.24
Angled Parking	72.71% 365	21.71% 109	5.18% 26	0.40% 2	502	2.88	1.33
No Preference	42.86% 141	6.99% 23	32.22% 106	17.93% 59	329	1.41	2.25
I avoid street parking altogether	24.00% 66	26.55% 73	11.64% 32	37.82% 104	275	1.02	2.63

Score - Sum of the weight of each ranked position, multiplied by the response count for the position choice, divided by the total contributions. Weights are inverse to ranked positions.
Avg Rank - Sum of the ranked position of the choice, multiplied by the response count for the position choice, divided by the total 'Count' of the choice.

Question-9 Response Summary

In this survey, 43.97% of the contributors lived within a 2- to 5-mile range of downtown Ada. While 35.74% lived in close vicinity (0.5-mile to 2-mile range). 10.50% of the contributors lived more than 5 miles away from downtown Ada and only 5.11% lived within half mile radius of downtown Ada. 4.68% of the contributors did not live in Ada Township at all.

9. How far do you live from downtown Ada ?
Select Box | Skipped: 2 | Answered: 705 (99.7%)

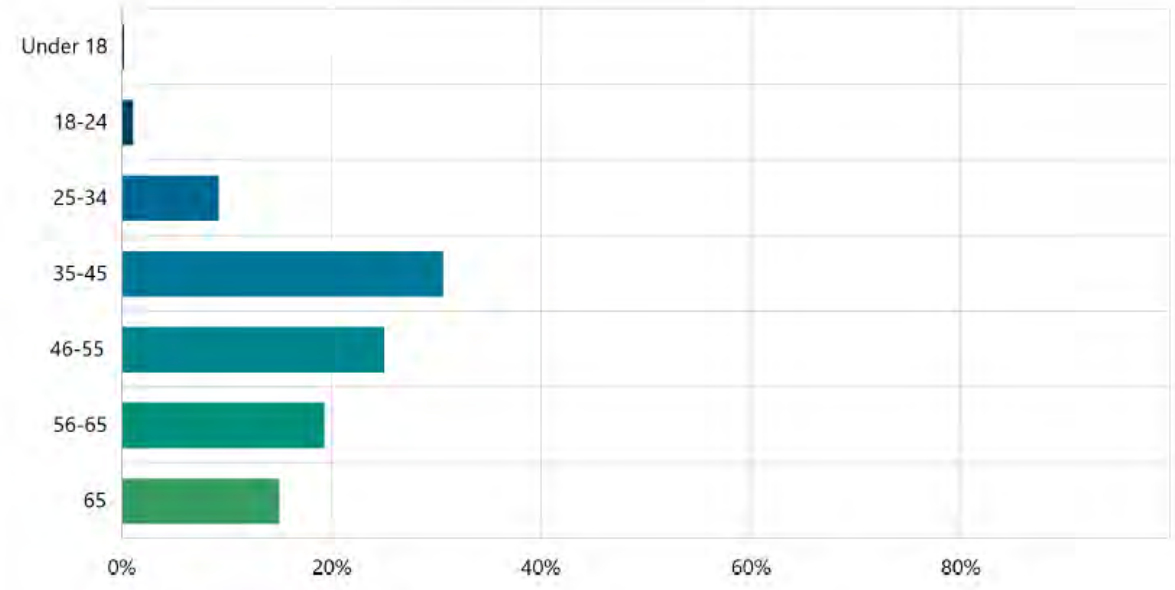


Answer choices	Percent	Count
Within half a mile radius	5.11%	36
1/2 mile-2 miles range	35.74%	252
2-5 mile range	43.97%	310
More than 5 miles away	10.50%	74
I don't live in Ada township	4.68%	33
Total	**100.00%**	**705**

Question-10 Response Summary

Majority of the contributors were in the age range of 35 to 45 years old, followed by 46 to 55 years old making up 24.96% of the overall contributors. Little participation is observed by the young population, with only 9.18% of the contributors in the age range of 25 to 34 and 1% of contributors in the age range of 18 to 24. The chart below summarizes the overall age distribution of 697 respondents who contributed to this question.

10. What age group do you belong to ?
Select Box | Skipped: 10 | Answered: 697 (98.6%)

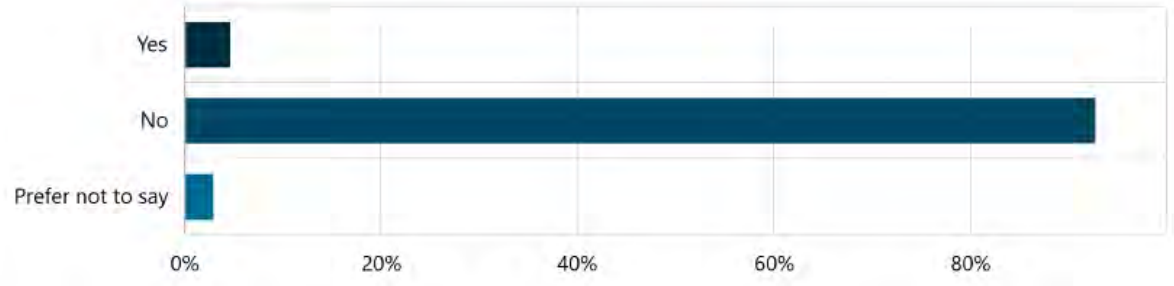


Answer choices	Percent	Count
Under 18	0.14%	1
18-24	1.00%	7
25-34	9.18%	64
35-45	30.56%	213
46-55	24.96%	174
56-65	19.23%	134
65	14.92%	104
Total	**100.00%**	**697**

Question-11 Response Summary

Lastly, 92.64% of the respondents denied that they identified as someone who uses mobility aids or has accessibility needs when visiting downtown Ada. Only 4.53% of respondents agreed to use some form of mobility aid. The rest prefer not to respond to this question altogether.

11. Do you identify as someone who uses mobility aids or has accessibility needs when visiting Downtown Ada? Required
Select Box | Skipped: 0 | Answered: 707 (100%)



Answer choices	Percent	Count
Yes	4.53%	32
No	92.64%	655
Prefer not to say	2.83%	20
Total	**100.00%**	**707**

Public Open House



To broaden public input and build awareness for the parking study, the Township and the consultant team hosted a Public Open House at the Amy VanAndel Library. This engagement event provided an opportunity for all the parties to come together at one place and share ideas and discuss the issues with each other as well as the consultant team and the community leadership. The event also provided a chance for the consultants to showcase some preliminary findings related to the parking counts and capacity. The event had four stations, each relating to specific context:

Station 1: Check-in and Survey Station

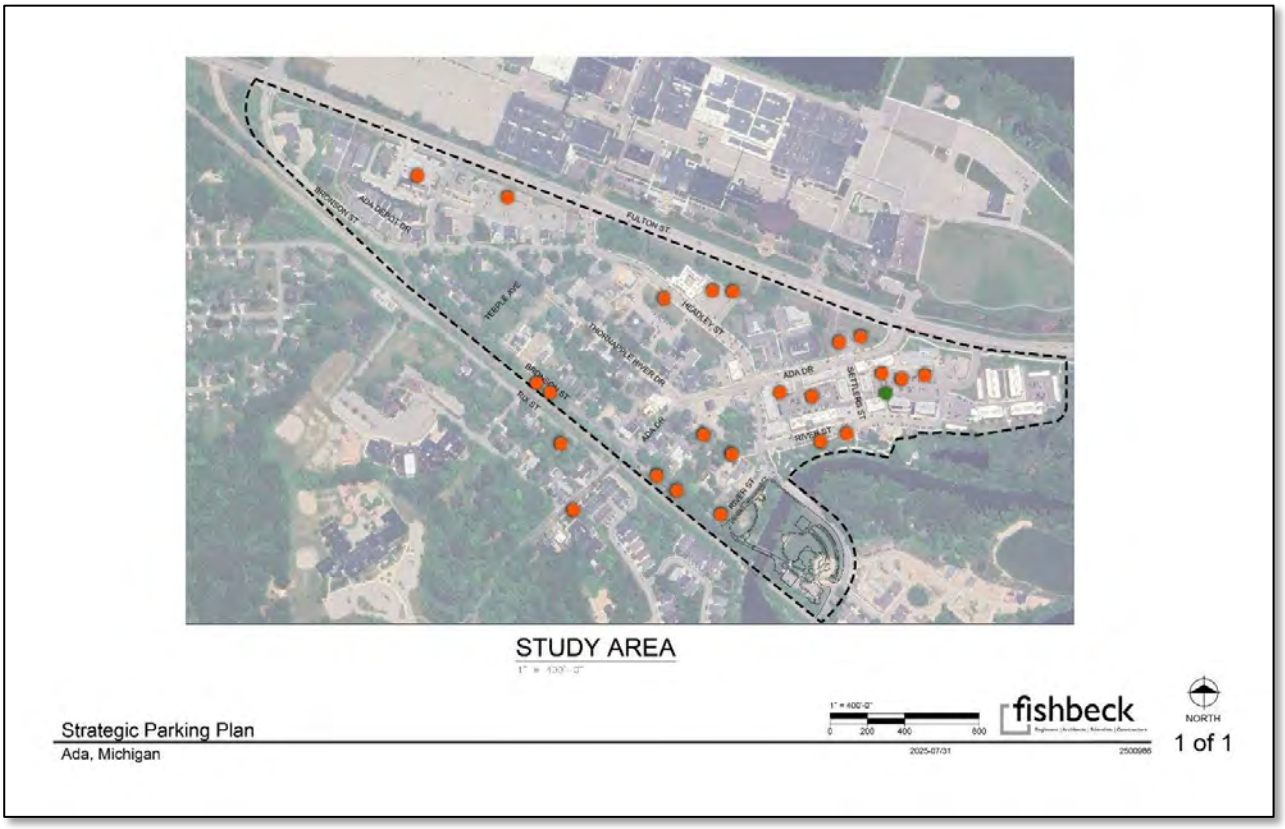
This station included a sign-in sheet to track attendance and iPads linked to the online parking survey. Participants were encouraged to complete the survey before moving to the other stations, ensuring consistent feedback across all engagement activities.

Station 2: Preliminary Findings Station

The project team presented early observations related to parking inventory and utilization, including weekday and weekend counts. Two display boards highlighted 12PM parking data from Tuesdays and Wednesdays, and 6PM data from Wednesdays and Saturdays. The team recorded attendee reactions, gathered insights on perceived parking challenges, and received comments on the study's methodology.

Station 3: Preferred Parking Station

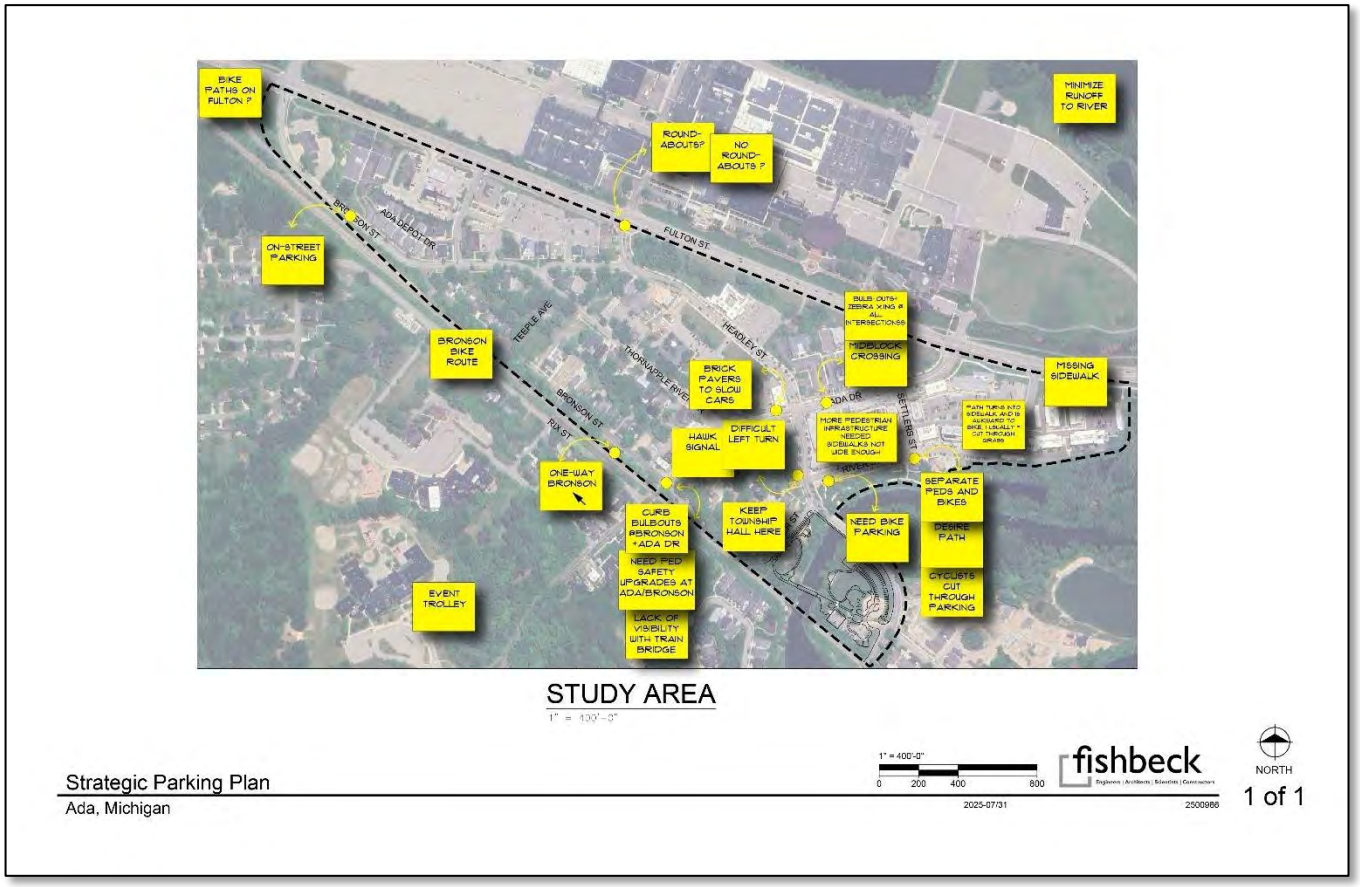
This station featured a "Where Do You Like to Park?" board with a map of the project area. Participants placed dot stickers on locations where they typically park when visiting downtown Ada, helping the team understand real-world parking preferences and patterns.



Station 3 and online survey responses demonstrate that downtown Ada visitors prefer to park directly adjacent to their destinations. Although the overall parking supply appears adequate, demand is highly concentrated within the core commercial blocks along Ada Drive and River Street. Peripheral lots are rarely used, not because of distance alone, but because visitors prioritize convenience and immediate proximity. As a result, downtown Ada's parking challenges might be spatial, driven by localized hotspots rather than a true supply shortage.

Station 4: Mobility Station

This station focused on walking and bicycling connections within downtown Ada. Using a map and sticky notes, attendees identified desired bike and pedestrian improvements, highlighted gaps in the existing network, and suggested locations where infrastructure or safety enhancements are needed.



Station 4 clearly demonstrated that the community sees mobility and safety as deeply connected issues relating to the overall parking challenges within the downtown Ada public realm experience. Contributors highlighted the need to improve some high-risk interactions, along with calls for stronger bicycle infrastructure. Some also identified missing sidewalks, crossing challenges, traffic calming measures.

McKenna

Form Results Summary

Jul 22, 2025 - Oct 25, 2025

Project: Ada Parking Studies

Form: Untitled

Tool Type: Form

Activity ID: 76

Exported: Nov 19, 2025, 04:36 PM

Exported By: apatel

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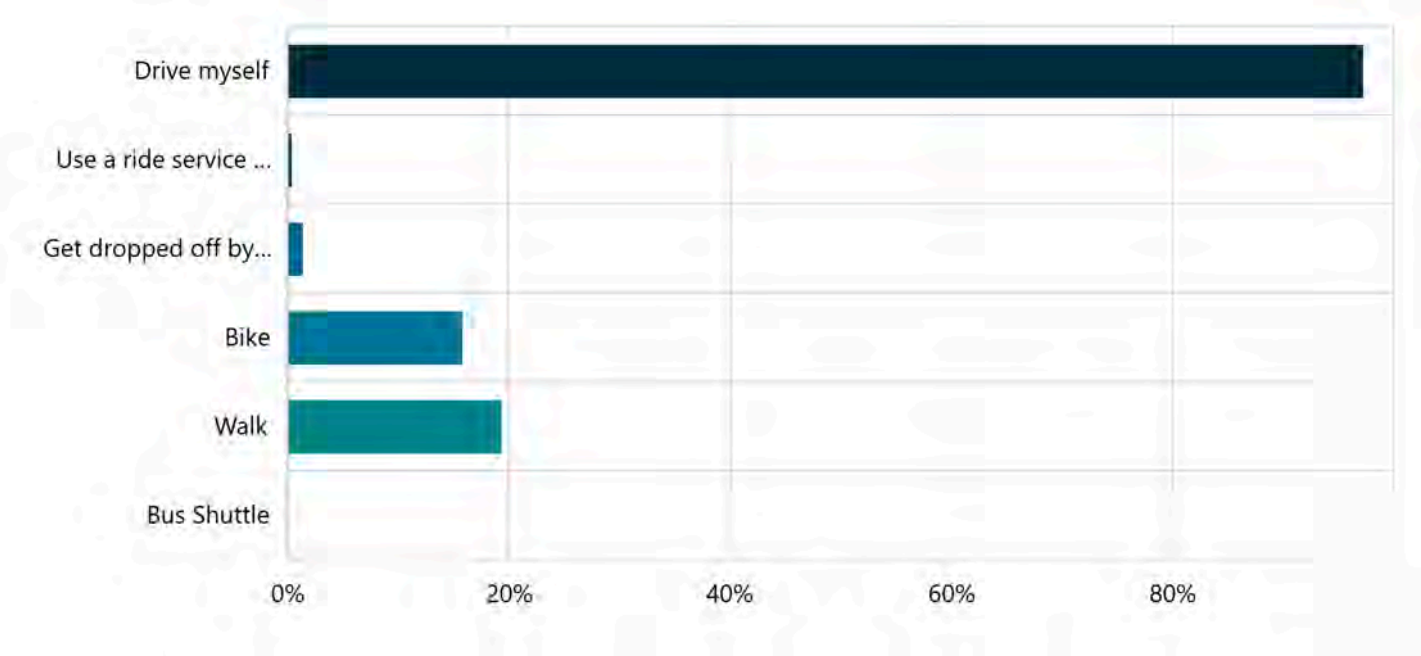
Open

Untitled
Ada Parking Studies

667	707
Contributors	Contributions

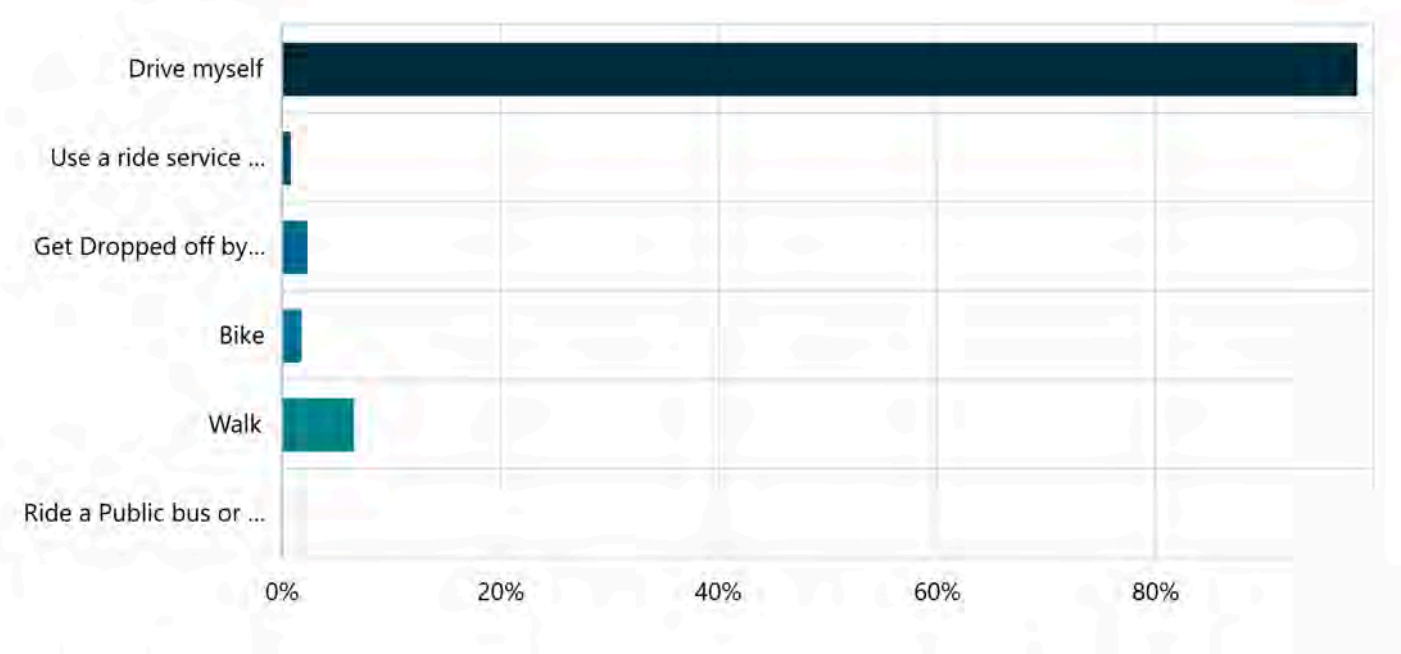
Contribution Summary

1. How do you usually get to Downtown Ada? Select all that apply. Required
Multi Choice | Skipped: 0 | Answered: 707 (100%)



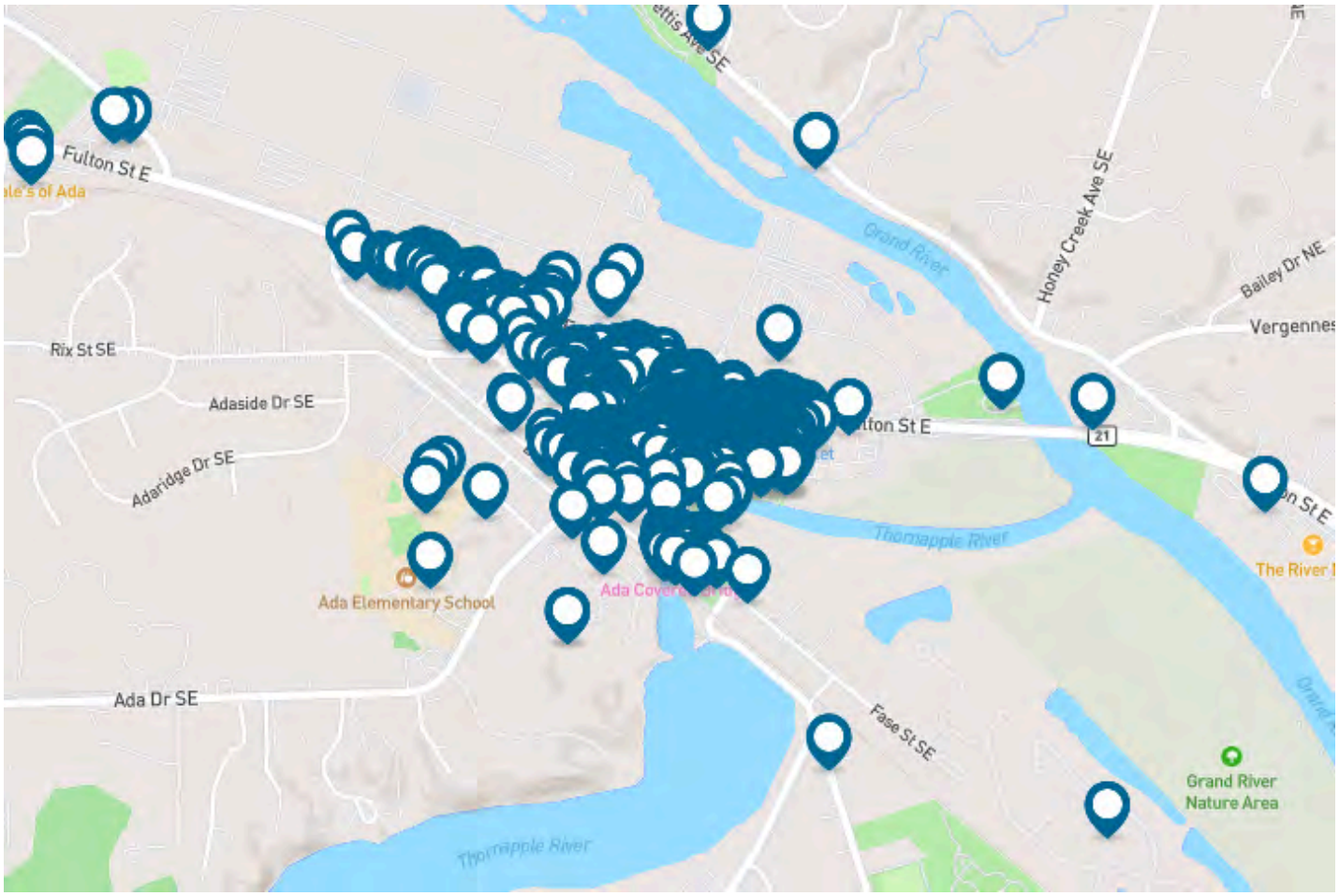
Answer choices	Percent	Count
Drive myself	97.17%	687
Use a ride service (Uber, Lyft)	0.28%	2
Get dropped off by someone	1.27%	9
Bike	15.70%	111
Walk	19.24%	136
Bus Shuttle	0%	0

2. How do you get to Downtown Ada during winters or bad weather conditions? Select all that apply. Required
Multi Choice | Skipped: 0 | Answered: 707 (100%)

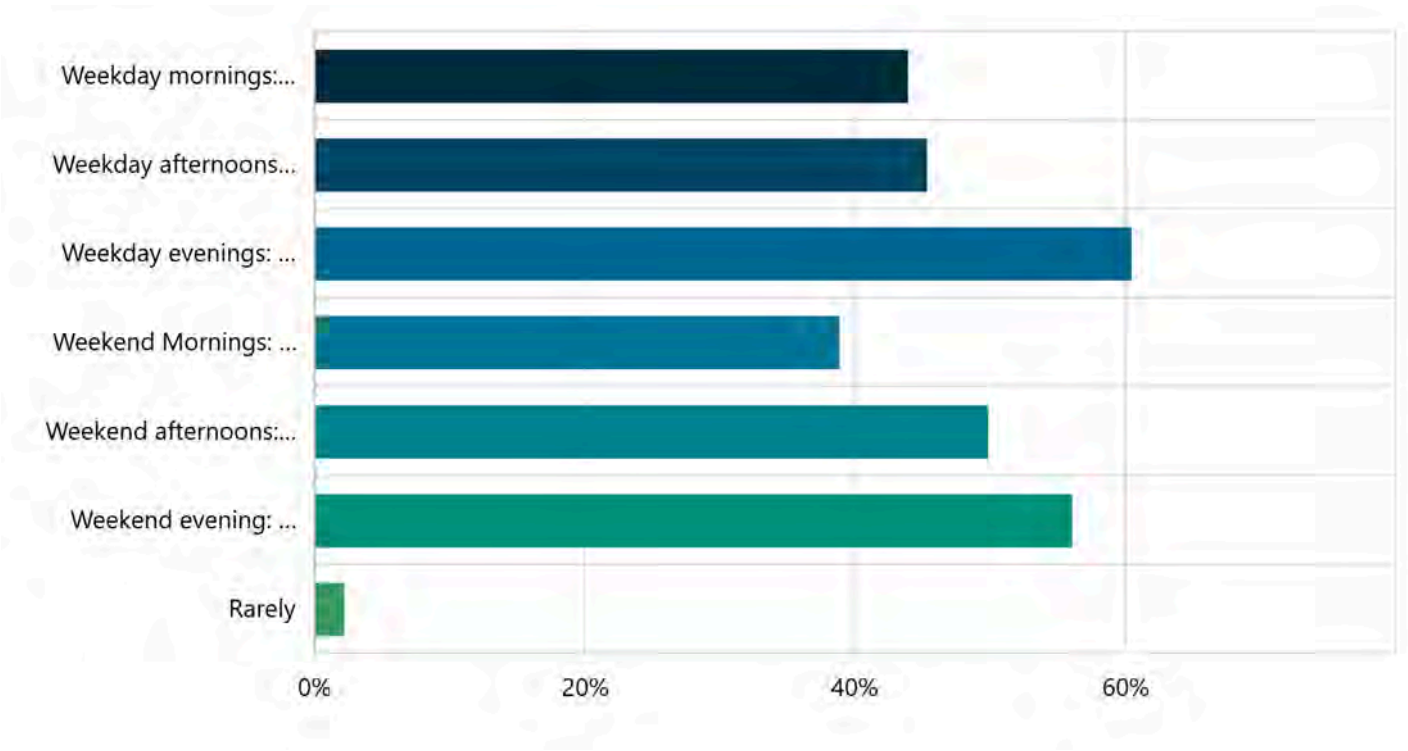


Answer choices	Percent	Count
Drive myself	98.44%	696
Use a ride service (Uber, Lyft)	0.71%	5
Get Dropped off by someone	2.26%	16
Bike	1.70%	12
Walk	6.51%	46
Ride a Public bus or shuttle	0%	0

3. Where do you visit the most in Downtown Ada? Required
Map | Skipped: 284 | Answered: 423 (59.8%)

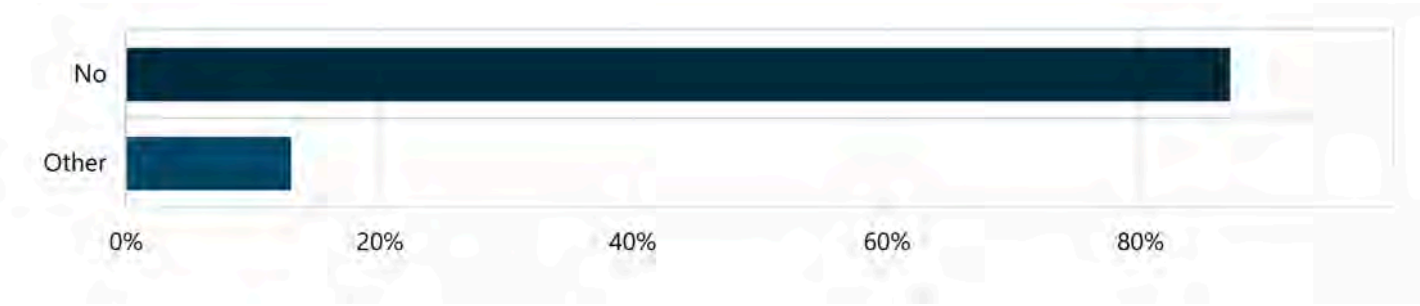


4. When do you typically visit Downtown Ada? Select all that apply. Required
Multi Choice | Skipped: 0 | Answered: 707 (100%)



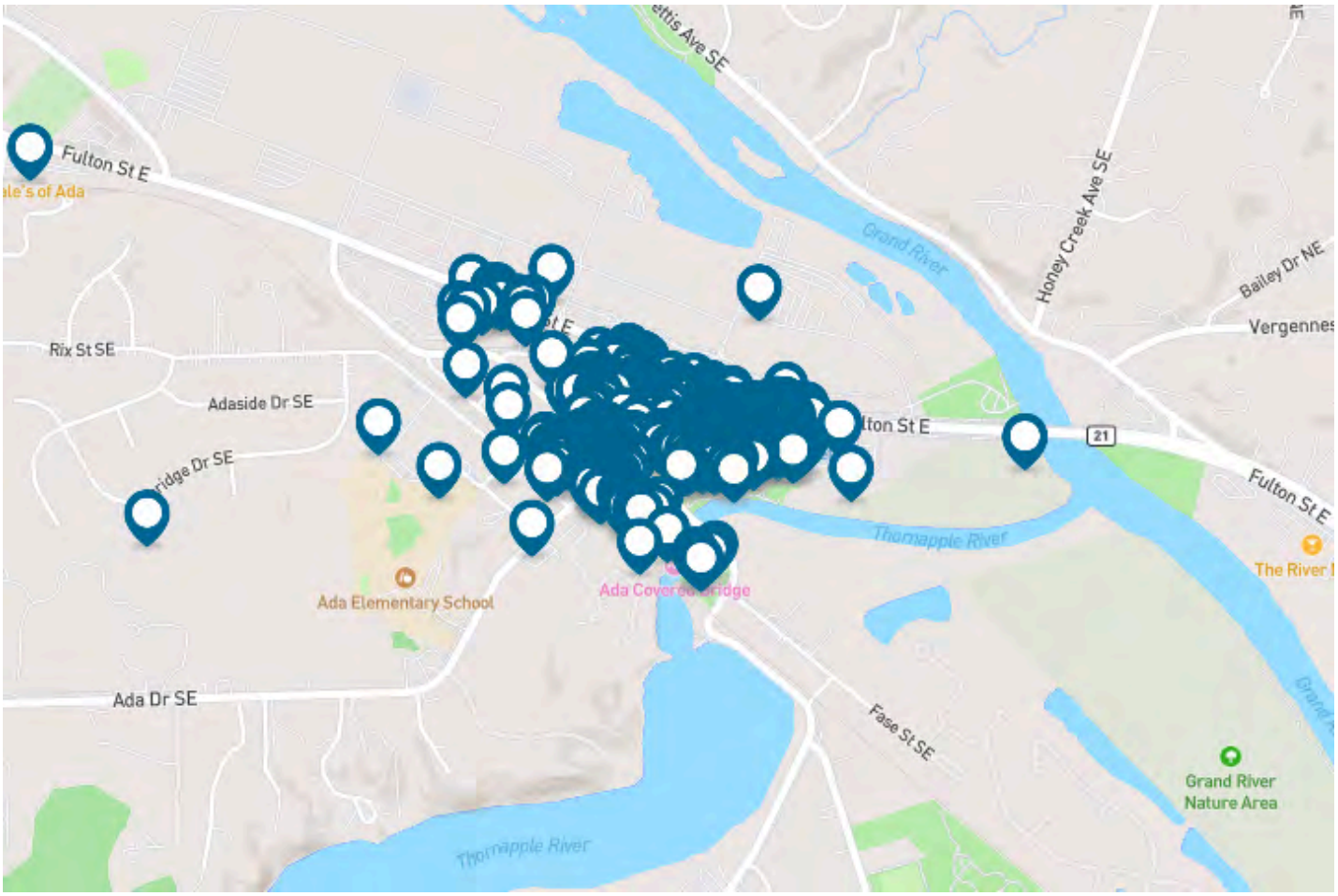
Answer choices	Percent	Count
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Weekday afternoons: Mondays - Thursday (12PM-5PM)	45.26%	320
Weekday evenings: Mondays - Thursday (5PM-10PM)	60.40%	427
Weekend Mornings: Fridays - Sundays (8AM-12PM)	38.76%	274
Weekend afternoons: Fridays - Sundays (12PM-5PM)	49.79%	352
Weekend evening: Fridays - Sundays (5PM-10PM)	56.01%	396
Rarely	2.12%	15

5. Do you or someone in your household visit Downtown Ada but cannot drive? Required
Select Box | Skipped: 120 | Answered: 587 (83%)



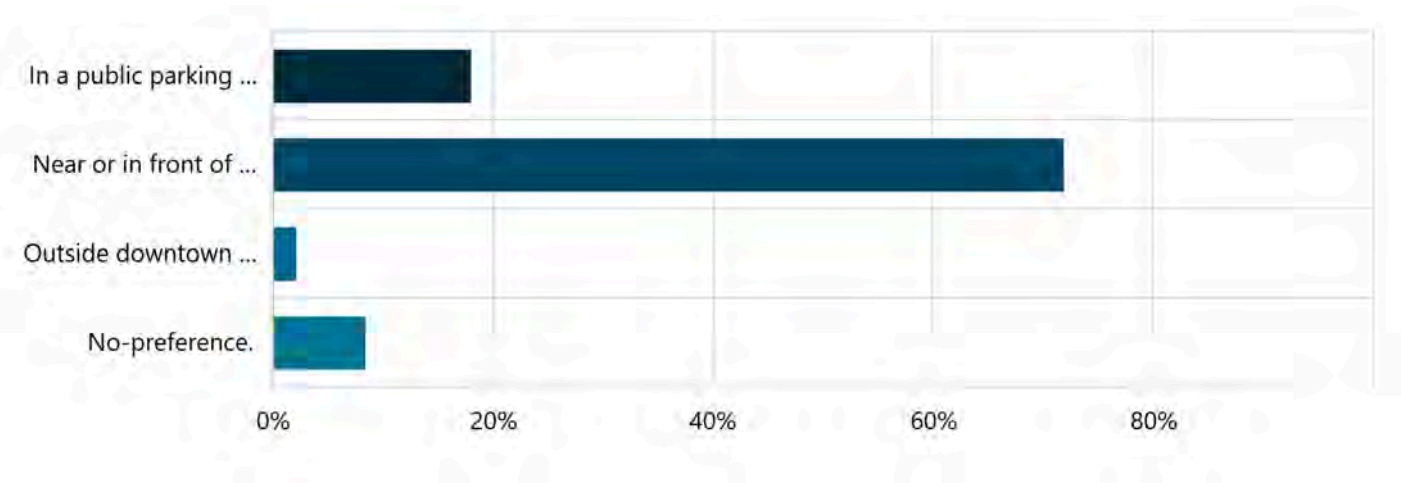
Answer choices	Percent	Count
No	87.05%	511
Other	12.95%	76
Total	**100.00%**	**587**

6. When parking in Downtown Ada, where do you usually park? Required
Map | Skipped: 344 | Answered: 363 (51.3%)



7. When parking in Downtown Ada, where would you ideally like your parking to be?

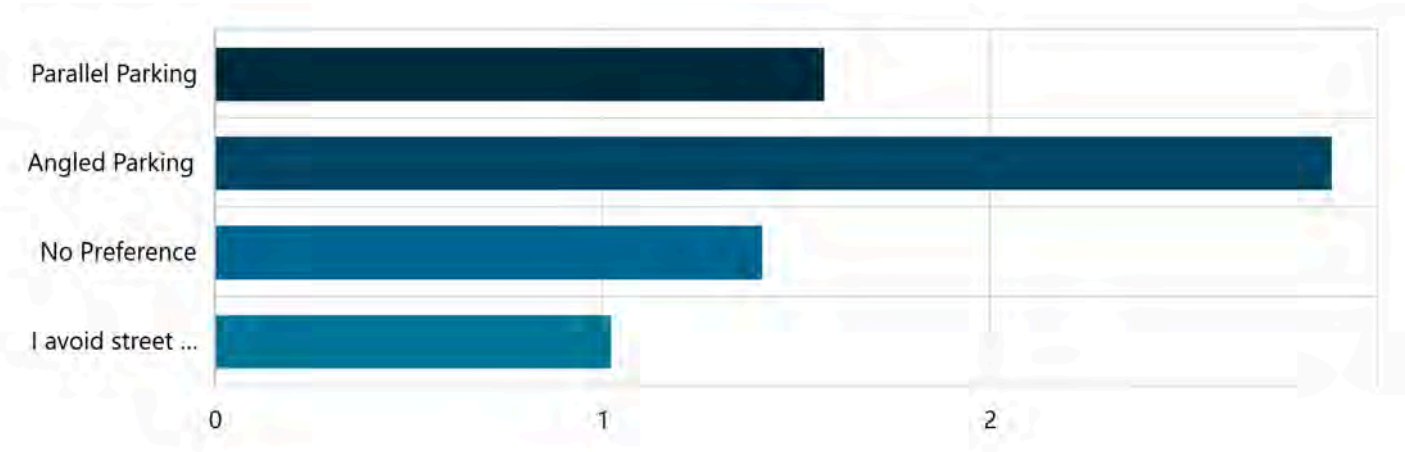
Select Box | Skipped: 165 | Answered: 542 (76.7%)



Answer choices	Percent	Count
In a public parking lot, a bit farther away but still within the downtown area.	17.90%	97
Near or in front of your business or destination.	71.77%	389
Outside downtown and walk in.	2.03%	11
No-preference.	8.30%	45
Total	**100.00%**	**542**

8. When it comes to street parking, What type of parking would you prefer or find easier to use in Downtown Ada? Please rank your preferred type of street parking with the first being the most preferred choice.

Ranking | Skipped: 68 | Answered: 639 (90.4%)

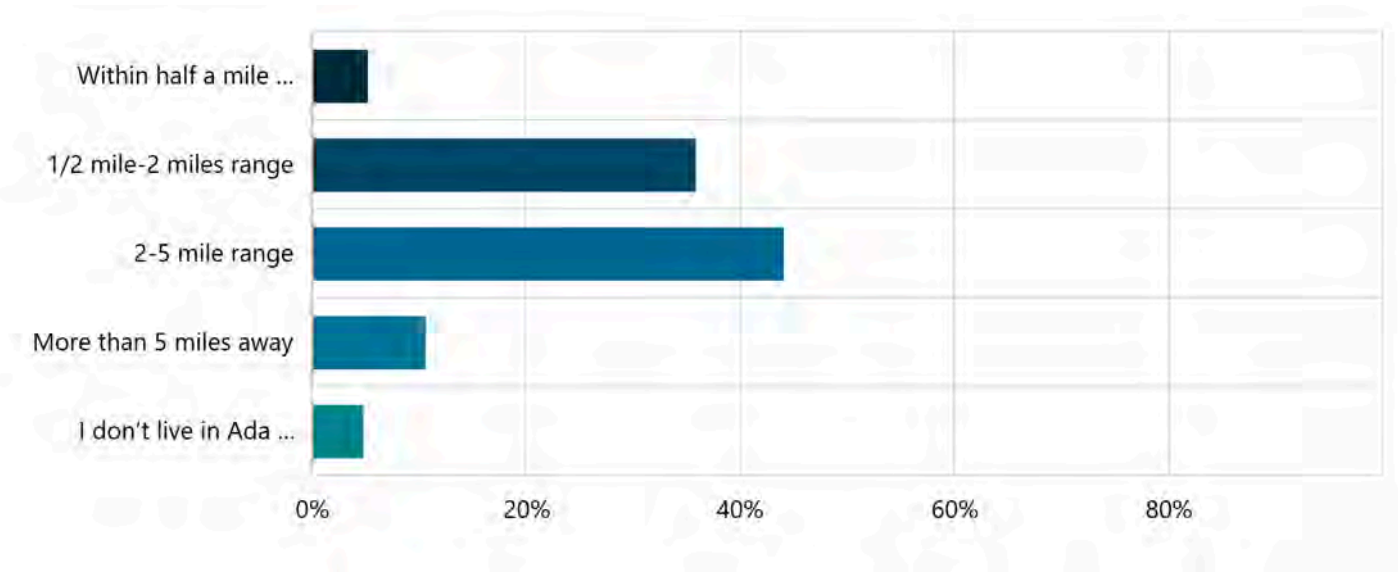


	1	2	3	4	Count	Score	Avg Rank
Parallel Parking	18.46% 67	47.66% 173	25.34% 92	8.54% 31	363	1.57	2.24
Angled Parking	72.71% 365	21.71% 109	5.18% 26	0.40% 2	502	2.88	1.33
No Preference	42.86% 141	6.99% 23	32.22% 106	17.93% 59	329	1.41	2.25
I avoid street parking altogether	24.00% 66	26.55% 73	11.64% 32	37.82% 104	275	1.02	2.63

Score - Sum of the weight of each ranked position, multiplied by the response count for the position choice, divided by the total contributions. Weights are inverse to ranked positions.
Avg Rank - Sum of the ranked position of the choice, multiplied by the response count for the position choice, divided by the total 'Count' of the choice.

9. How far do you live from downtown Ada ?

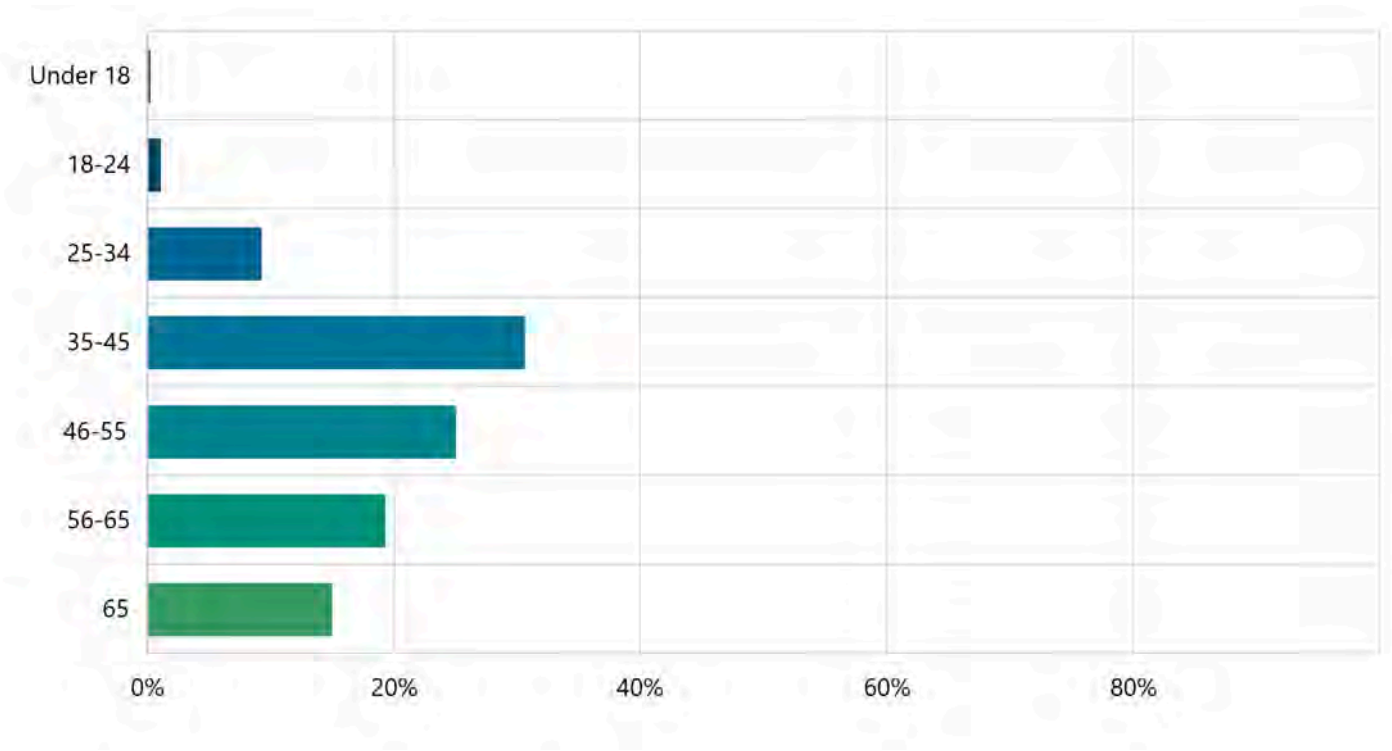
Select Box | Skipped: 2 | Answered: 705 (99.7%)



Answer choices	Percent	Count
Within half a mile radius	5.11%	36
1/2 mile-2 miles range	35.74%	252
2-5 mile range	43.97%	310
More than 5 miles away	10.50%	74
I don't live in Ada township	4.68%	33
Total	**100.00%**	**705**

10. What age group do you belong to ?

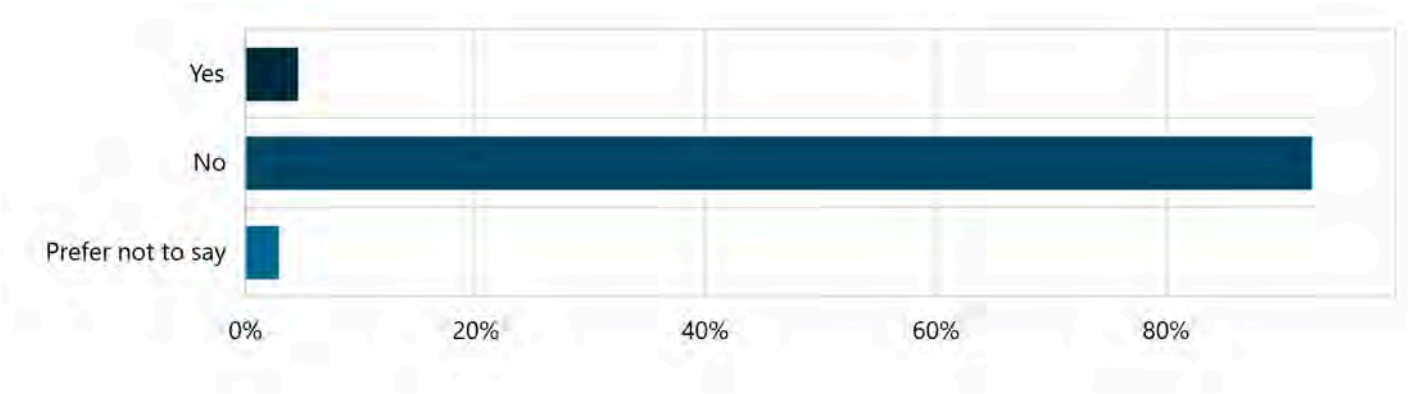
Select Box | Skipped: 10 | Answered: 697 (98.6%)



Answer choices	Percent	Count
Under 18	0.14%	1
18-24	1.00%	7
25-34	9.18%	64
35-45	30.56%	213
46-55	24.96%	174
56-65	19.23%	134
65	14.92%	104
Total	**100.00%**	**697**

11. Do you identify as someone who uses mobility aids or has accessibility needs when visiting Downtown Ada? Required

Select Box | Skipped: 0 | Answered: 707 (100%)

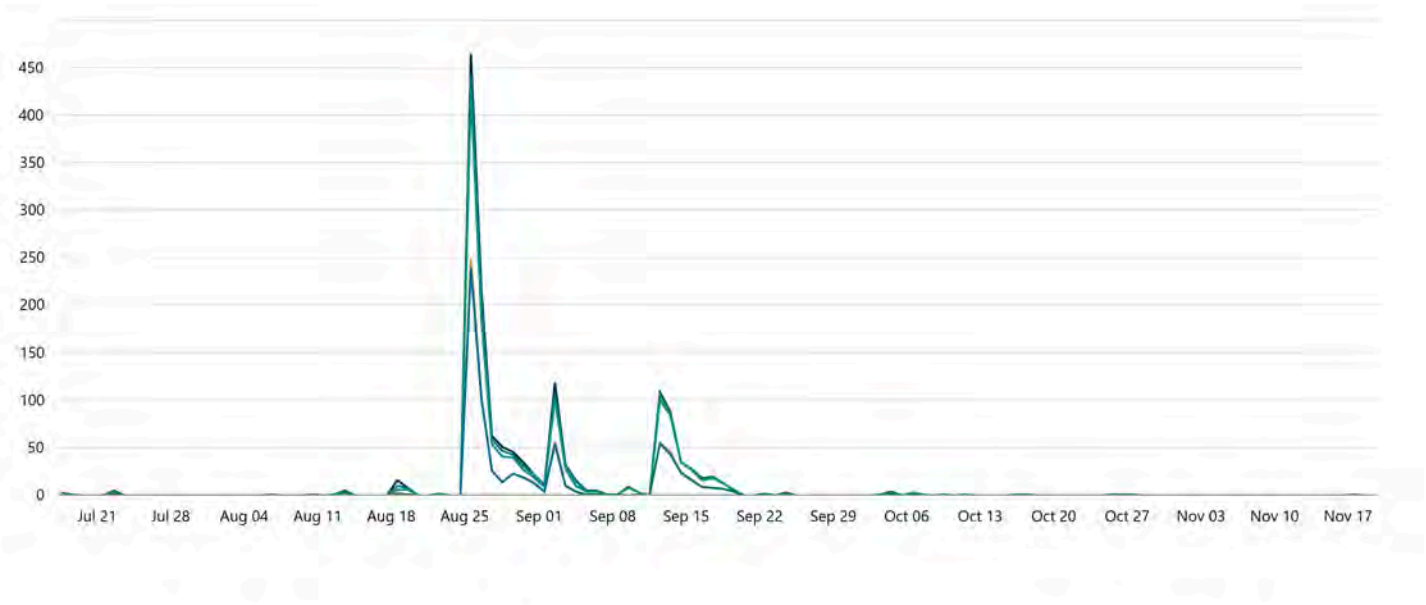


Answer choices	Percent	Count
Yes	4.53%	32
No	92.64%	655
Prefer not to say	2.83%	20
Total	**100.00%**	**707**

McKenna

Report Type: Project
Project Name: Ada Parking Studies
Date Range: 17-07-2025 - 19-11-2025
Exported: 19-11-2025 16:38:13

Performance Summary
Information regarding key visitation and utilisation metrics for your Site or projects.



1,482 Views	1,395 Visits	1,211 Visitors	707 Contributions	667 Contributors	0 Followers

Views - The number of times a Visitor views any page on a Site.
Visits - The number of end-user sessions associated with a single Visitor.
Visitors - The number of unique public or end-users to a Site. A Visitor is only counted once, even if they visit a Site several times in one day.
Contributions - The total number of responses or feedback collected through the participation tools.
Contributors - The unique number of Visitors who have left feedback or Contributions on a Site through the participation tools.
Followers - The number of Visitors who have 'subscribed' to a project using the 'Follow' button.

Conversions

Information regarding how well your engagement websites converted Visitors to perform defined key actions.

Feedback



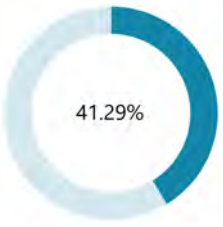
Percentage of visits where at least **1 contribution** was made.

Attention



Percentage of visits that lasted at least **1 active minute**.

Actions



Percentage of visits where at least **2 actions** were performed.

Participation

Information regarding how people have participated in your projects and activities.

Contributions by Activity
Contributions by Activity is a breakdown of contributions across each tool

	Activity	Contributions	%
	Form	707	100%

Top Activities
Top Activities is the top 5 tools that received the highest contributions

	Activity	Page Name	Contributions	Contributors
	Form	Ada Parking Studies	707	667

Projects

The current number of published projects on your site

Engagement Time

3	3	3
Days	Hours	Minutes

Aug 25th 2025	Monday
Peak Visitation Date	Peak Visitation Day

Top Visited Pages
Summary information for the top five most visited Pages.

Page Name	Visitation %	Visits	Visitors
Ada Parking Studies	100%	1,376	1,196

People

Information regarding who has participated in your projects and activities.

Follower Activity
Information regarding the activity of registered Members who have 'followed' or subscribed to one or more projects.



0	0	0	0
Total Followers	New Followers	Total Follows	New Follows

Total Followers - The number of unique Members who have 'followed' at least one project.
New Followers - The number of new unique Members who have 'followed' at least one project within the specified reporting date range.
Total Follows - The number of total 'follows' performed by all Followers across all projects. Each Follower may record multiple Follows.
New Follows - The number of new total 'follows' performed by all Members across all projects within the specified reporting date range.

Visit Profile
Visit Profile compares new visits and returning visits over the selected period.

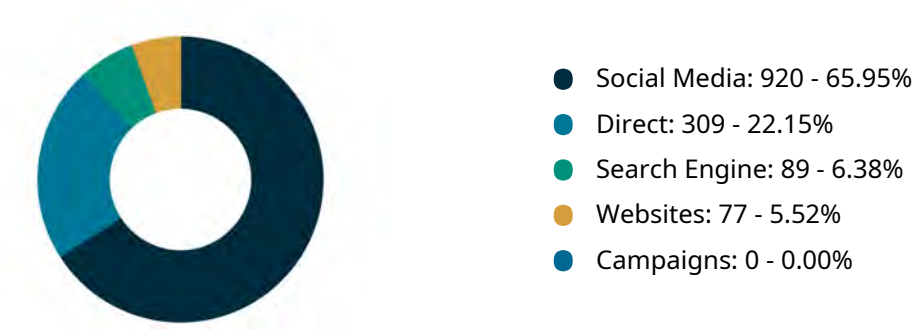


First Time - The number of Visits that are visiting a Site for the first time within the reporting date range.
Returning - The number of Visits that have made more than one Visit to a Site within the reporting date range.

Acquisition

Information regarding the method by which Visitors arrived to your Site or projects.

Referral Types
Referral traffic is the segment of traffic that arrives on your website through another source, like through a link on another domain.



Direct - Visits from Visitors who enter the exact URL or click an untracked link (e.g., from emails without UTM parameters).
Search Engine - Visits from search results on engines like Google or Bing.
Websites - Visits from links on external sites, excluding search engines and social media.
Social Media - Visits from links on platforms like Facebook, LinkedIn, or X.
Campaigns - Visits from tracked marketing efforts using UTM parameters, such as email campaigns or paid ads.

Downloads

Information regarding your downloads, the total set of unique documents downloaded, total downloads of all files, and your top downloads.



0
Total Downloads

No Data Available

Email Campaigns

Information regarding your email campaigns, your total campaigns, the total number of recipients, and your top campaigns by click-through rate (clicks as a percentage of total recipients).



0
Email Campaigns Sent



0
Total Recipients



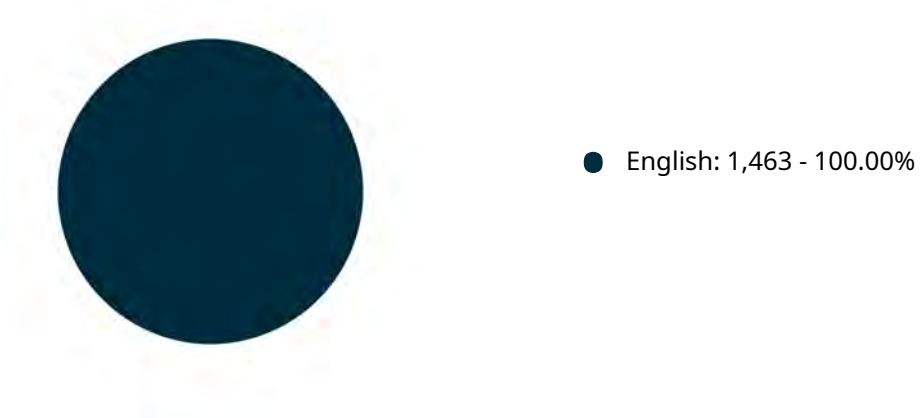
0%
Click-through Rate

No Data Available

Translation

Information regarding the languages used by visitors to your site or projects.

Languages
Top 5 most used languages.



Top Languages
Top 5 languages with the number of page views

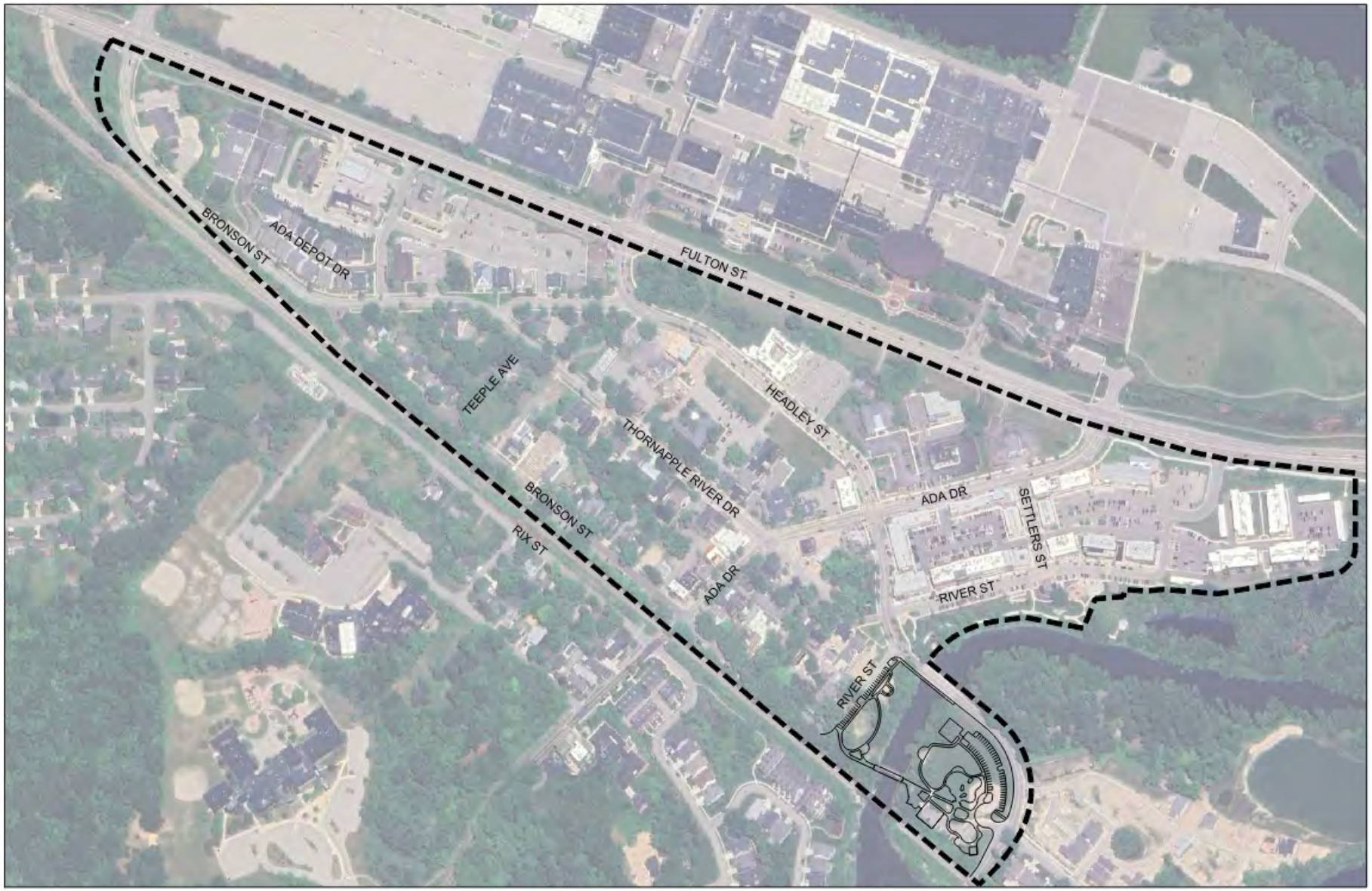
Language	Page Views
English	1,463

Ada Village Parking Study
DDA Workshop

August 7, 2025

fishbeck

Engineers | Architects | Scientists | Constructors


BRONSON ST
ADA DEPOT DR
FULTON ST
TEEPLE AVE
HEADLEY ST
THORNAPPLE RIVER DR
BRONSON ST
RIX ST
ADA DR
ADA DR
SETTLERS ST
RIVER ST
RIVER ST

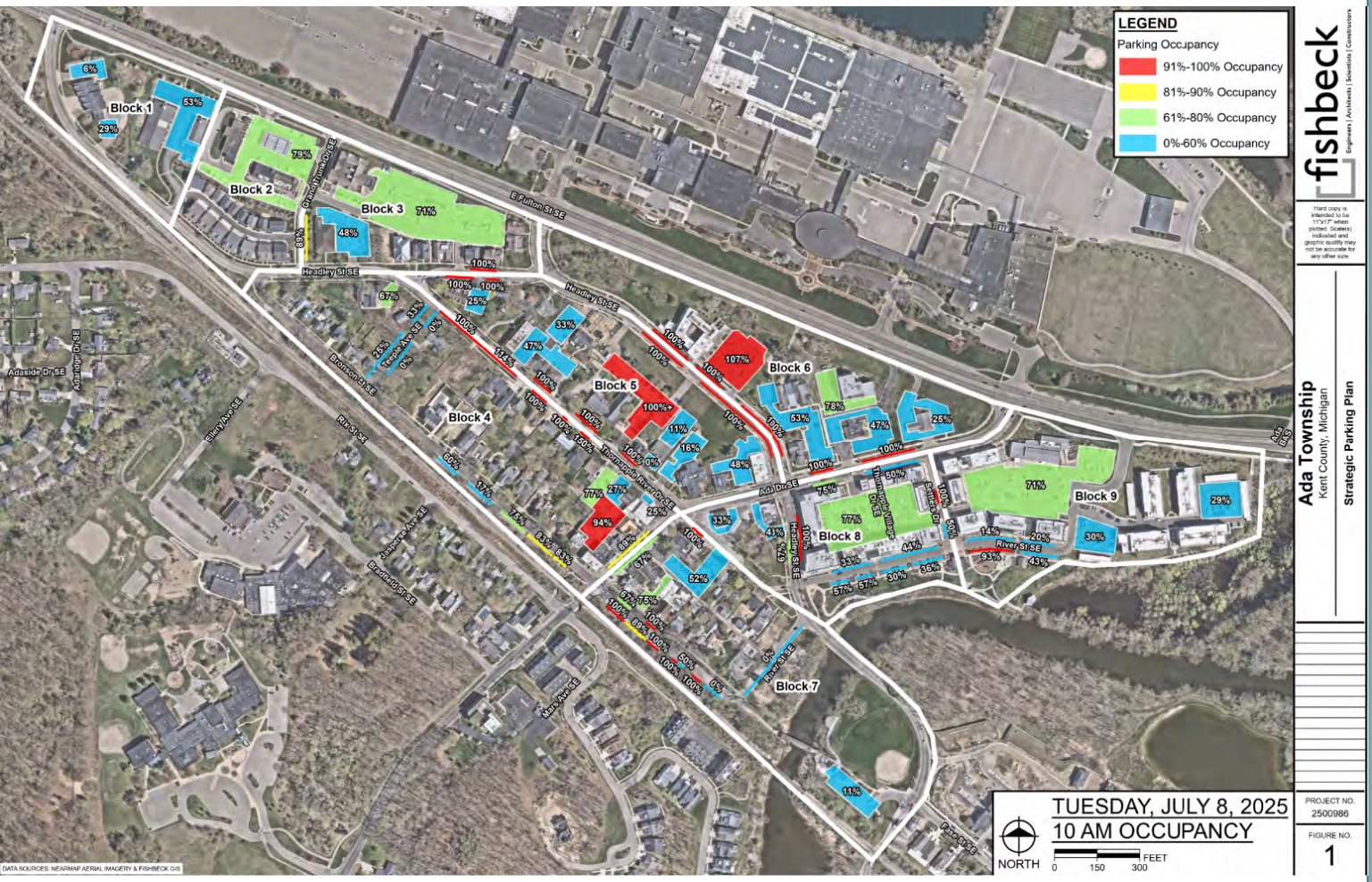
Study Process

- Parking inventory complete
- Parking occupancy counts
  - Farmers Market – July 8
  - Weekend Day – Saturday, July 19
    - 10 am – 8 pm
  - Weekday / Evening event – Wednesday, July 23
    - 10 am – 8 pm
- Stakeholder interviews – conducted Monday
  - Business owners, Library, elected officials, staff



Upcoming Work

- DDA parking study workshop
- Occupancy analysis
- Zoning review
- Public meeting – Tuesday, September 2
- Develop recommendations
- Finalize recommendations and present



Parking Usage / Occupancy

Farmer's Market

Current Policy Implications



- Most parking is privately owned…although considered publicly available by patrons.
- Risks
  - Private parking owners decide not to share any longer
  - Individual site developments leading to fractured street frontage and building continuity
  - Reduced parking for max events
- Possible outcomes
  - Overbuilt and underutilized pavement throughout the Village
  - Lack of parking for busy typical days (non-event days)
  - Private parking market may emerge

DDA and Parking

- What parking issues end up at the DDA Board?
    - How does event parking impact the DDA?
- What outcomes does the Board need from the Parking Study?
- What information should be communicated to the community?

DDA Role in Future Parking Administration

- Is the DDA willing / authorized to lead on parking policy?
- How does the DDA facilitate / support long-term land use planning?
- Consideration of DDA operated public parking?
- Thoughts on a parking structure.

Thank You

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Ada Village Parking Study
Public Open House

September 2, 2025

TOWNSHIP

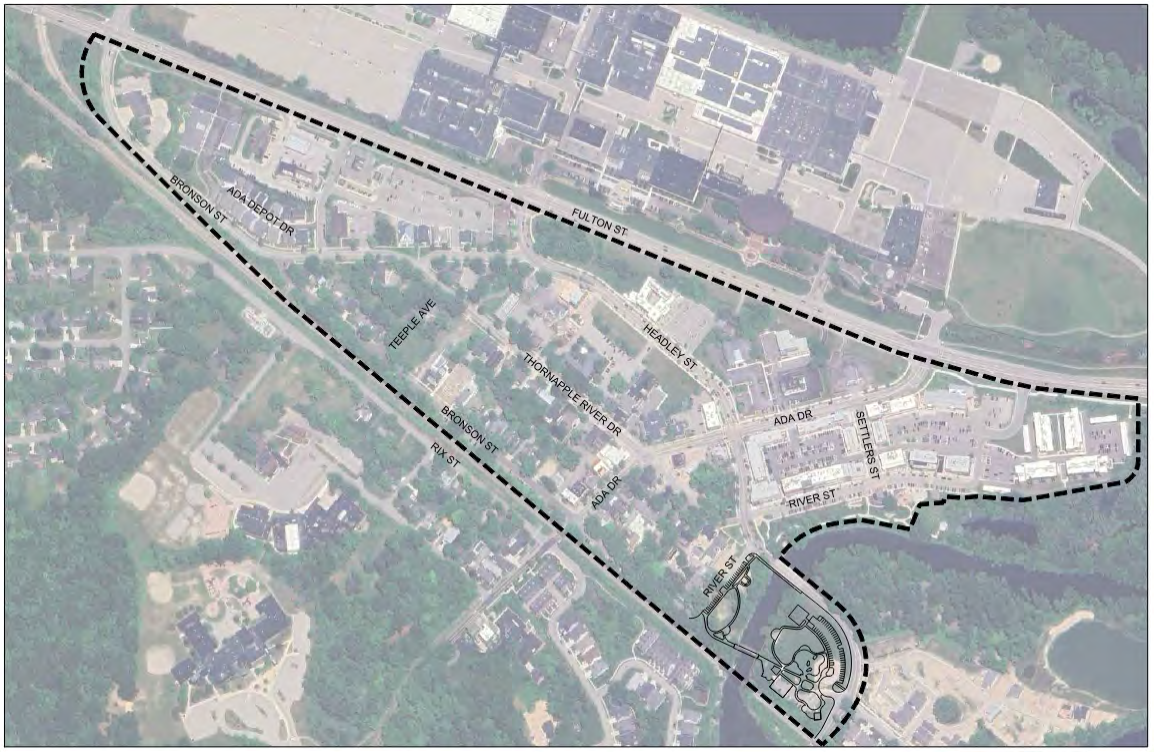
TOWNSHIP DDA

MCKENNA

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Study Area


BRONSON ST
ADA DEPOT DR
FULTON ST
TEEPLE AVE
HEADLEY ST
THORNAPPLE RIVER DR
ADA DR
SETTLERS ST
BRONSON ST
RIX ST
ADA DR
RIVER ST
RIVER ST

Project Status

- Parking inventory complete
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  - Business owners, Library, elected officials, staff
- DDA Workshop

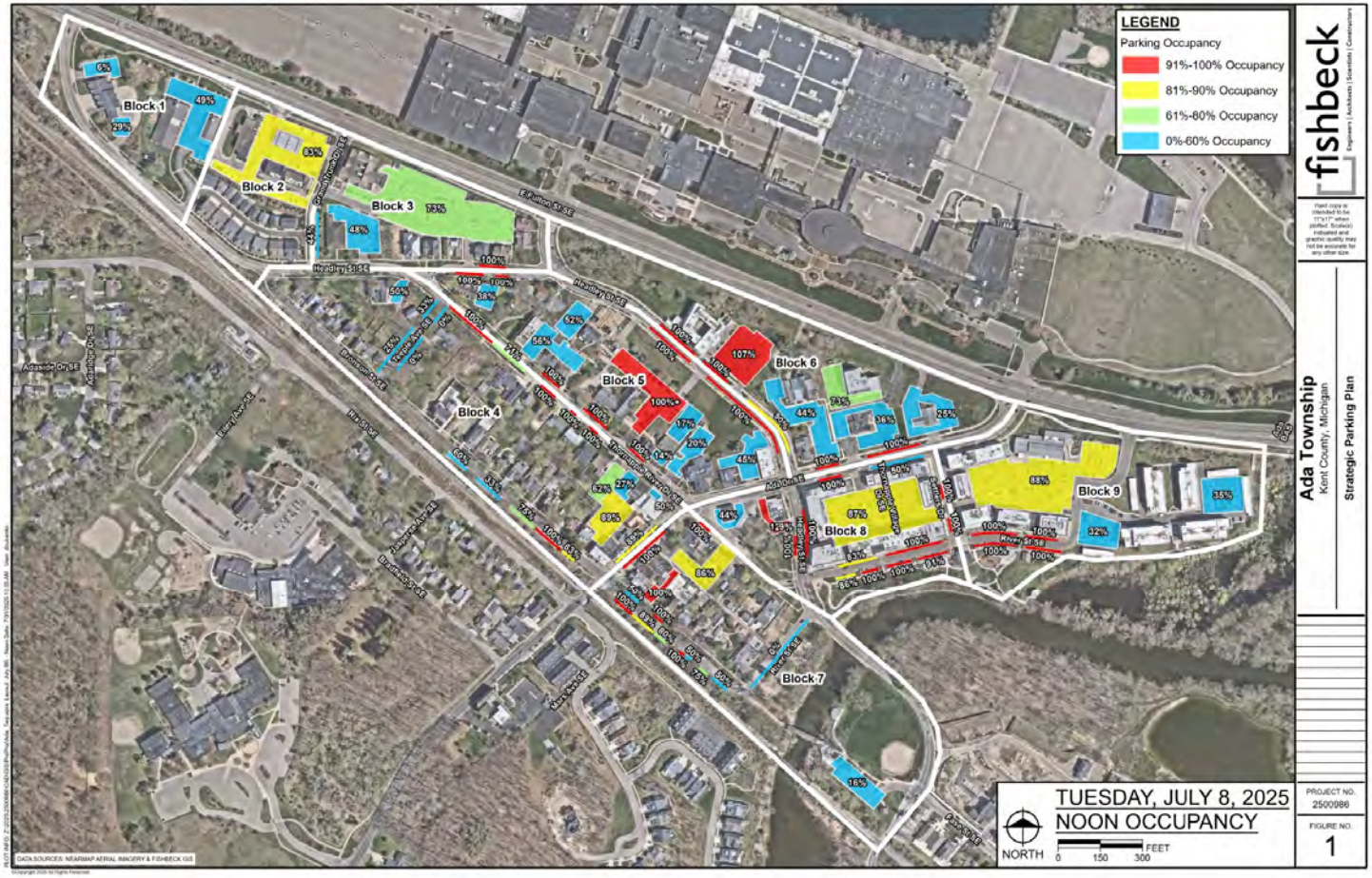


Upcoming Work

- Social pinpoint survey response review
- Occupancy analysis
- Zoning review
- Develop recommendations
- Finalize recommendations and present

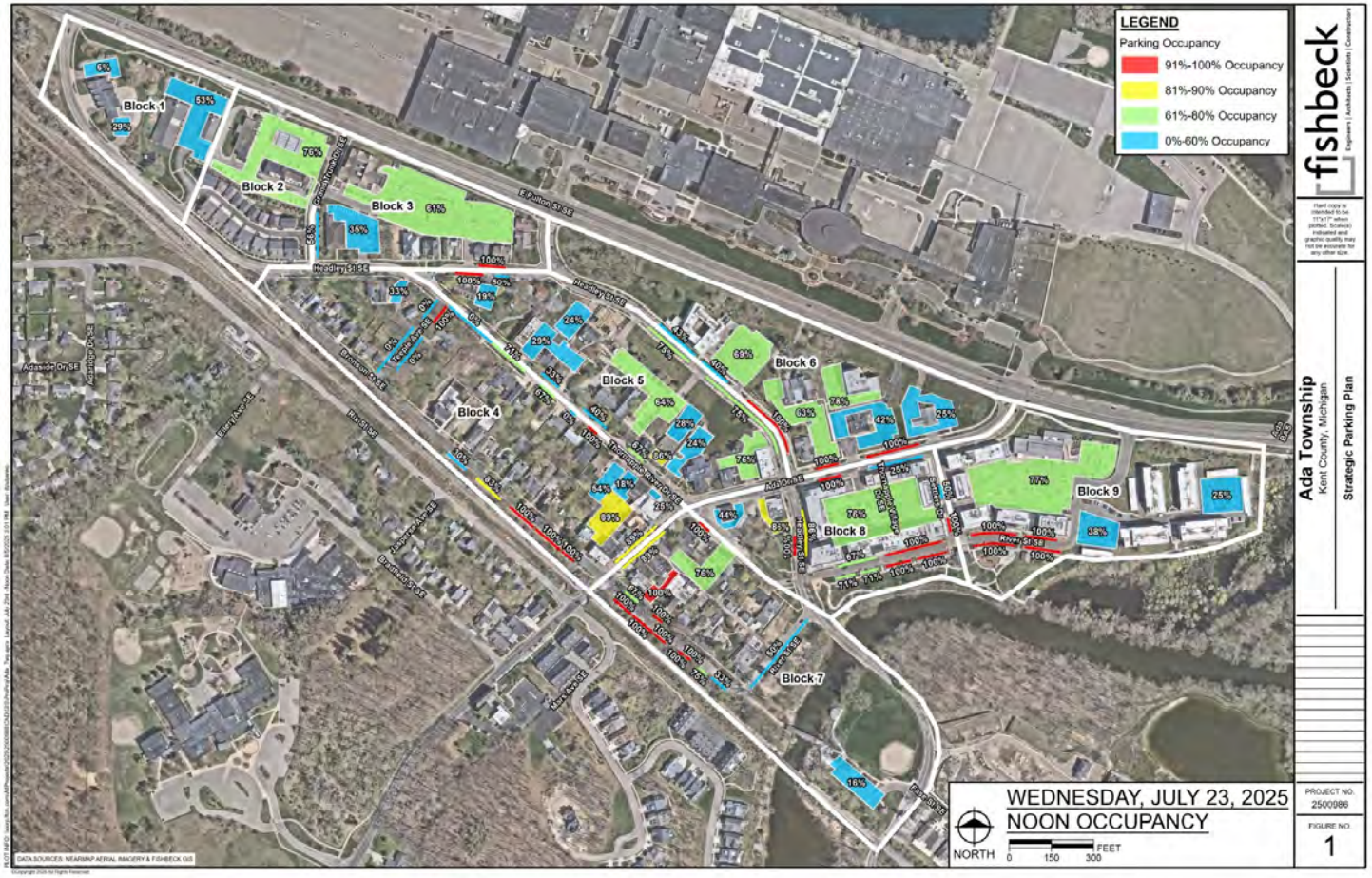
Whether or not you attend the open house, you can still share your input!

The Public Parking Survey is open through September 20, 2025.
Don't miss your chance to have your voice heard.



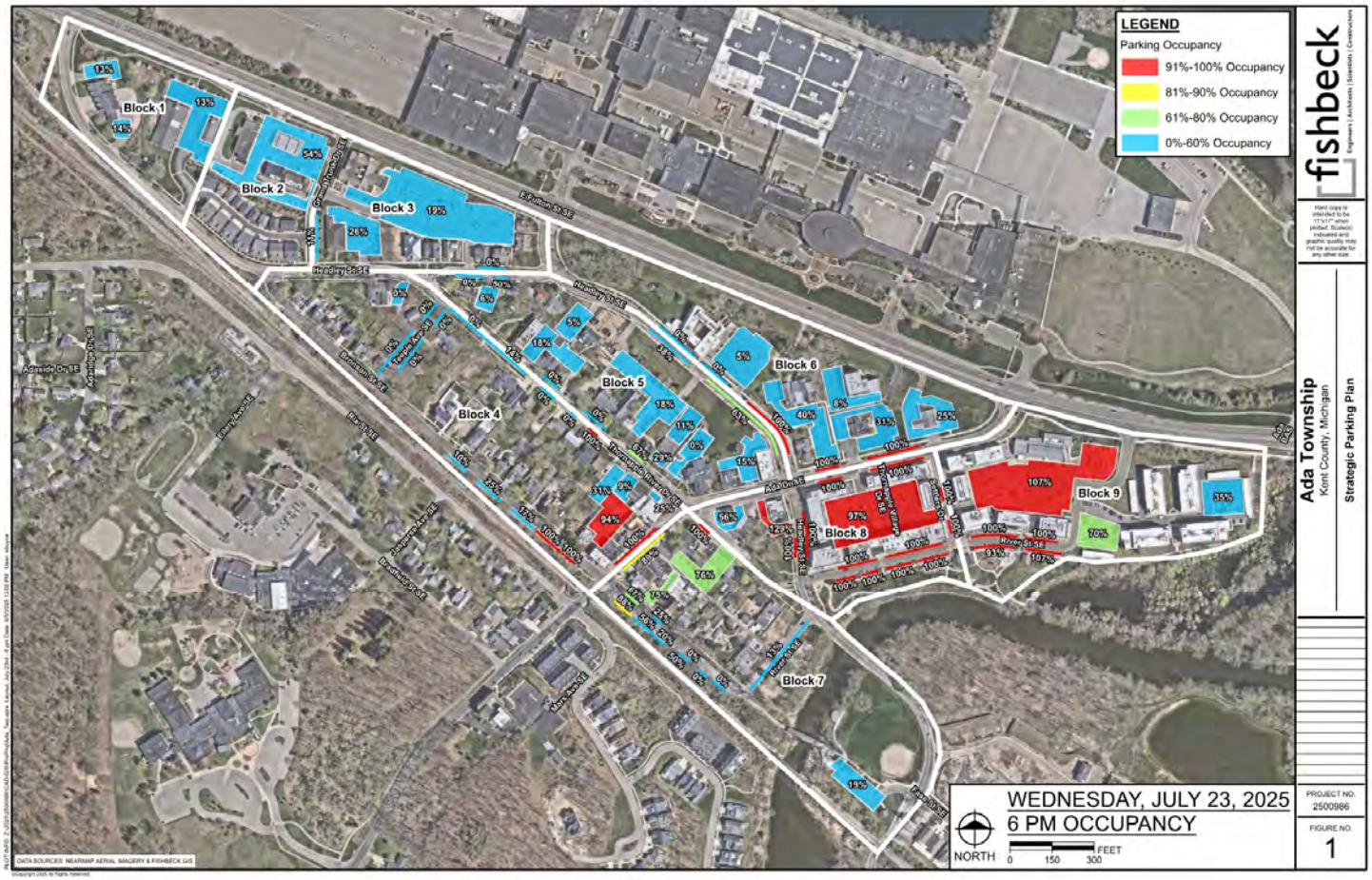
Parking Usage / Occupancy

Farmer's Market



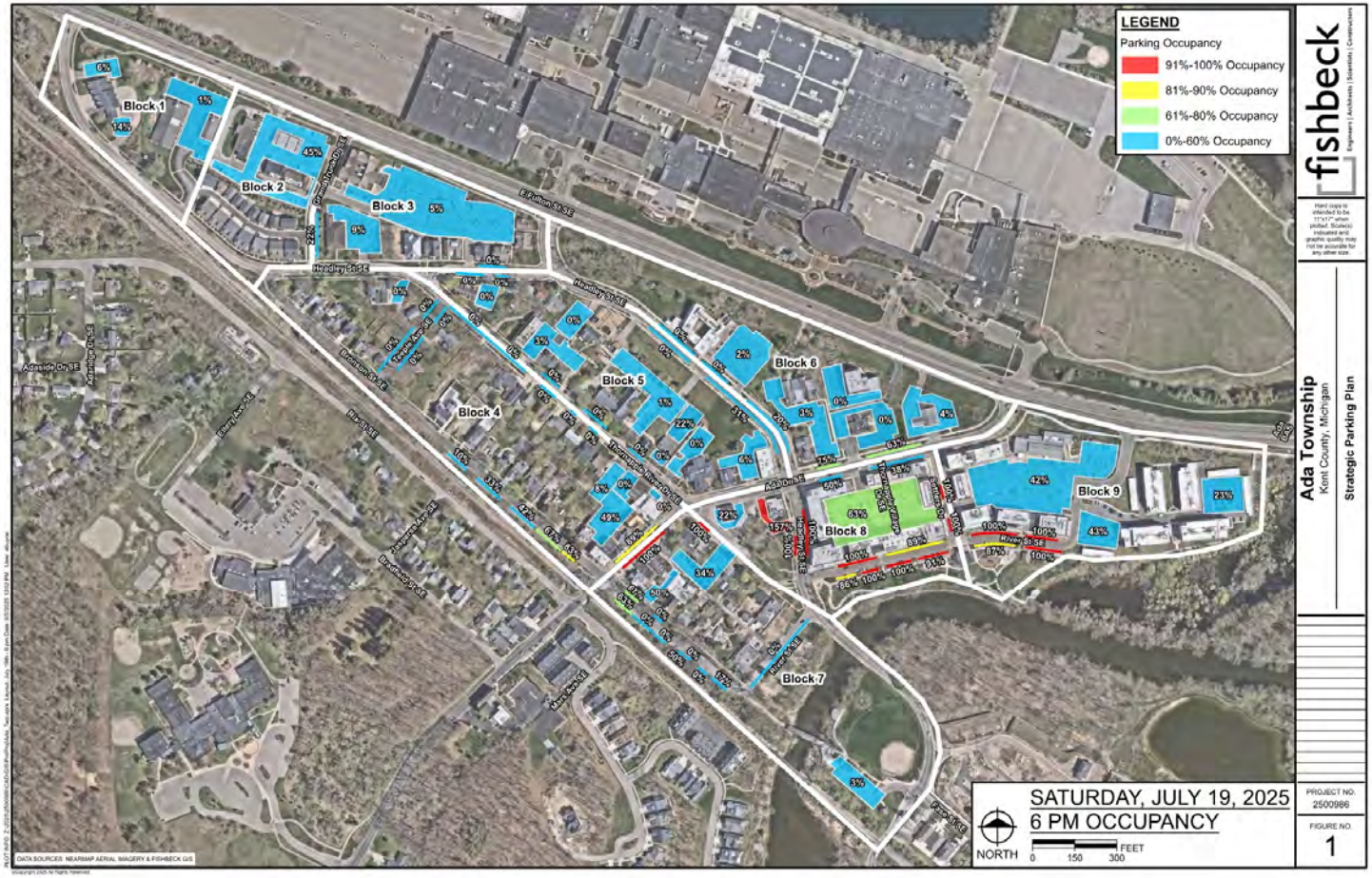
Parking Usage / Occupancy

Weekday Lunch



Parking Usage / Occupancy

Summer Concert



Parking Usage / Occupancy

Saturday Night



Upcoming Event Programming

Other events:

Cars and Coffee: August 9th @ 10am-1pm, Ada Hotel Parking Lot

Beers at the Bridge: August 15th @ 6pm-9pm, Legacy Park

Tent Sale/Sidewalk Sale: August 22rd & 23th @ 10am-6pm, Ada Village

Fall Women's Night: September 11th @ 6pm-9pm, Ada Village

Community Campout: September 14th, Ada Park

Community Pickleball Tournament: October 5th, Ada Park

Pumpkin Prowl: October 24th @ 5pm-8pm, Ada Village

Trick or Treat Trail: October 30th

Ada History Center Wreath Sale: TBD, Ada History Center
Or until sold out

ABA Festival of Trees: December 1st - 31st, Legacy Park

Window Competition: December 1st - December 31st, Ada Village

Winter Lights Walking Trail: December 1st - January 31st

Tinsel, Treats and Trolleys: December 5th @ 5:30pm - 8:30pm, Ada Village

Santa Parade: December 6th @ 10am, Ada Village

Holiday Women's Night: December 11th @ 5pm-8pm, Ada Village

Biking and Walking in the Village





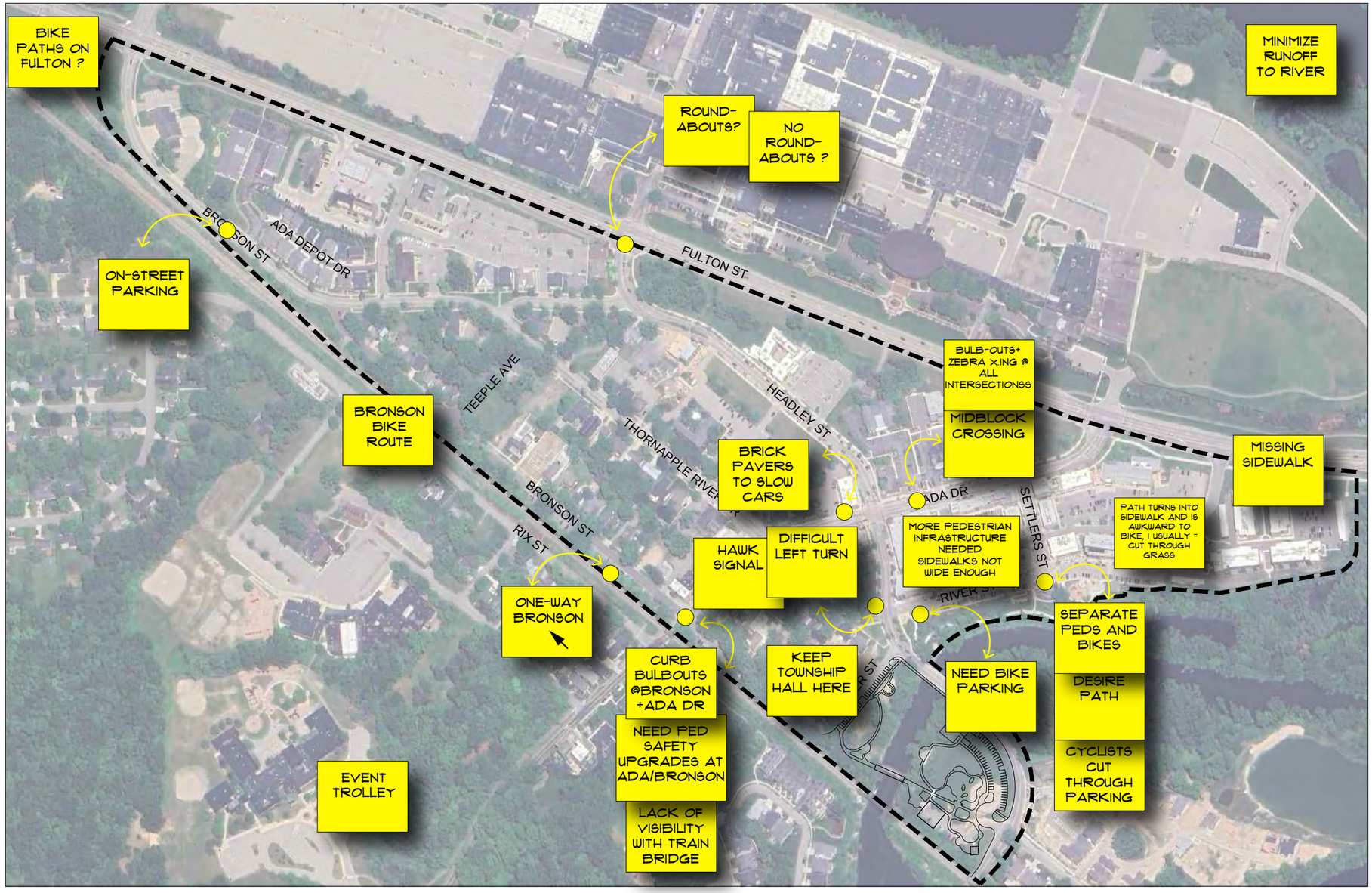




Thank You

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STUDY AREA

1" = 400'-0"

Strategic Parking Plan

Ada, Michigan

1" = 400'-0"

0 200 400 800

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2025-07/31

2500986

NORTH

fishbeck

Appendix

C

MCKENNA

Memorandum

TO:	Jon Forster Jennifer Kasper
FROM:	Chris Khorey, AICP, Vice President Aayush Patel, Associate Planner
SUBJECT:	**Zoning Ordinance Analysis**
DATE:	December 19, 2025

The purpose of this memorandum is to provide an overview and analysis of Ada Township's Zoning Ordinance provisions related to parking, with particular attention to standards that apply within the Downtown area. The Township's ordinance establishes baseline requirements for off-street parking, design standards, and compliance with accessibility (ADA) guidelines. This review highlights how the ordinance functions township-wide, and how unique modifications within the Village's Planned Village Mixed Use (PVM) Overlay District support overall goals of the district.

OVERVIEW AND REGULATORY FRAMEWORK

Ada's parking regulations are established under Michigan Zoning Enabling Act (Public Act 110 of 2006) and implemented through the local zoning ordinance. These regulations apply to all new developments, substantial renovations, and changes in land use that may alter parking demand.

Township's zoning ordinance establishes clear, prescriptive dimensions for every off-street parking stall, aisle, and driveway after the ordinance's effective date under its Article XXVII- *Off-Street Parking and Loading Spaces*. While designers may exceed these measurements, they may not drop below them without a formally approved variance. Ada Townships' default parking stalls measure:

- 9ft x 18ft for most perpendicular or angled stalls.
- 9ft x 23ft for parallel stalls.

Driver aisles must be at least 26ft wide for two-way 90-degree parking, 24ft for one-way parallel parking, and 12-15ft for common one-way layouts. Accessible-parking geometry follows federal ADA standards; car spaces must be 8ft wide with a 5ft aisle, and van spaces must be 11ft wide with an 8ft aisle or 8 ft wide with an 8ft aisle, where signed "Van Accessible".

The Article contains fundamental parking requirements applicable to all districts township wide and establishes measurement standards and calculation methods as well as defines general location and design requirements. Under this, each zoning district includes specific parking standards, special provisions for mixed use and planned developments and describes flexibility measures for unique circumstances. The parking regulations derive their authority from the police power to protect public health, safety and welfare, regulate land use intensity, manage traffic, control circulation.

TOWNSHIP WIDE- STANDARD OFF-STREET PARKING REQUIREMENT

Article XXVII-Section 78-788 of the Ada Township Zoning Ordinance highlights off-street minimum parking requirements based on land uses. Below is the current requirement for key uses prominent in the area.

Use Category	Minimum Parking Requirement
Single-Family Residential	2 spaces per dwelling unit
Two-Family & Multi-Family Residential	1.5 spaces per dwelling unit
Office	1 space per 300 sq ft of gross floor area
Retail sales (General)	1 space per 200 sq ft of floor area
Restaurant (Sit-down)	1 space per 3 seats
Industrial & Warehousing	1 space per 1,000 sq ft of floor area
Institutional (Schools, churches)	1 per 3 seats or 6 feet of seating length for churches, 1.5 per classroom plus auditorium and gymnasium settings for elementary and middle schools. 1 per 4 students plus 1.5 per classroom plus auditorium and gymnasium seatings.
Healthcare (Clinic, medical office)	6 per physician plus 1 parking per employee.

Table 1: Standard Off-Street Parking Requirement Summary Table

Overall, the township-wide requirements align with conventional suburban standards, ensuring adequate off-street supply for individual sites but offering limited flexibility for shared or context-specific solutions. The Article XVII also sets standard procedural requirements (Planning Commission approval) for provision of excess parking, which may not be more than 25 percent of the minimum standards.

Parking for Residential Districts

In the R-1 Low Density Residential District, parking requirements mandate that each single-family dwelling unit provide two (2) off-street parking spaces per unit. All required parking must be located on the same premises as the dwelling it serves. To preserve neighborhood character and minimize visual clutter, front yard parking is limited to one space per 20 feet of lot frontage. Acceptable parking areas include driveways, garages, and designated parking bays, provided they comply with applicable design and placement standards

Parking for Mixed Use facilities in Ada Township.

The Zoning Ordinance requires all buildings and uses in Ada Township to provide a minimum amount of off-street parking based on their specific category (retail, office, residential, etc. as mentioned in the table above). For mixed-use facilities, such as developments with a combination of residential and commercial uses in one building or lot or parking lots serving multiple businesses, there are special rules for calculating how many spaces are needed. When one building or parcel includes different uses or if multiple businesses share a parking lot, the required number of parking spaces is not simply the sum for each use itself. Instead, parking may be combined and calculated using shared peak demand methods. This means the Township allows reductions if uses have different busy periods (for example: stores busy daytime, apartments busy at night). If mixed-uses result in parking being shared, the developer must show that the total supply of spaces is enough to handle the highest expected demand at one time. Additionally, the parking spaces themselves need to align with the standard design rules (stall sizes, aisle width, and ADA accessibility).

PLANNING CONTEXT- VILLAGE AREA

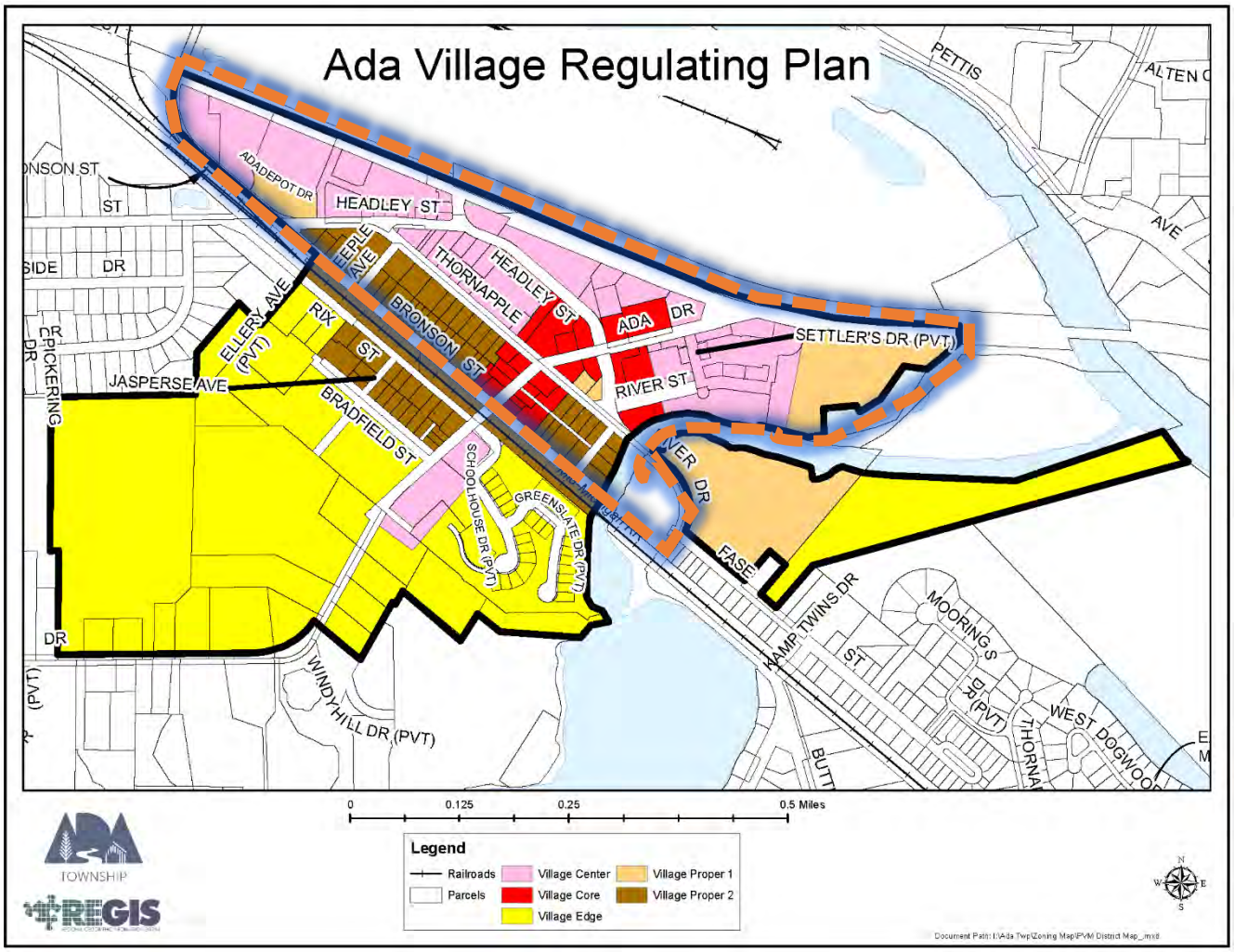


Figure 1: Ada Village Regulating Plan. Source: Ada Township Zoning Ordinance

The Downtown Ada study area sits within the Planned Village Mixed-Use Overlay or “PVM District”. Within the PVM District, The Ada Village Regulating Plan further establishes 5 transect zones: Village Core, Village Center, Village Proper 1, Village Proper 2 and Village Edge.

This Parking Study Project area encompasses the entirety of the Village Core, Village Center and parts of Village Proper and Village Proper 2. The PVM district permits reduced parking requirements, down to 40 percent of the normal minimum, reflecting its pedestrian-oriented, mixed-use character.

All other zoning districts in Ada Township follow the standard off-street parking ratios under Article XXVII of the Zoning Ordinance with no such reductions.

PVM OVERALY DISTRICT PARKING MODIFICATIONS

Within the PVM Overlay District, which encompasses Ada Village (the downtown mixed-use core), the following special provisions apply:

1. **Reduced Minimum Parking**
   a) Required off-street parking may be **reduced to 60%** of the standard minimum for mixed-use developments.
2. **Shared Parking Encouraged**
   a) Different uses with offsetting peak demands (e.g. retail daytime vs residential nighttime) may share parking spaces.
3. **Administrative Departures**
   a) The Planning Commission may grant departures for minor adjustments to stall, aisle or lot-layout dimensions if consistent with the village character.
4. **Urban Design considerations:** *Section 78-478-Off Street Parking* promotes rear lot or structed parking supply, pedestrian connections, and landscaping that reinforces a walkable environment. The standard calls for restrictions on parking locations in the street yard in front of the buildings. The section further enhances standards to ensure that parking in the Village Core and Village Center transect zones can be overflown (with appropriate parking aisle standards) into rear lanes and alleys with a clear preference for rear lanes to be used as access to the on-site rear/side parking, hence opening-up the front of the building for pedestrian friendly activities with little to no curb-cuts for vehicles.

Zoning District	Standard Ratio Reduction	Shared Parking	Admin Departures
PVM Overlay	60 percent of standard	Permitted	Permitted
All other districts (R-1, C-1, I etc)	-	Only by Planning Commission Approval	Only by Planning Commission OR Zoning Admin Approval

Table 2: Comparison of PVM Overlay Parking vs Other Districts

KEY TAKEAWAYS AND RECOMMENDATIONS

Key Takeaway 1: Right-Size Parking Requirements for the Realities of a Village

While Ada's current parking policies generally align with the Township's Master Plan, particularly promoting a walkable, pedestrian-oriented environment within the village core through the PVM Overlay District and by allowing up to a 60-percent reduction in off-street parking and encouraging shared parking.

The ordinance still lacks a clear, standardized methodology for calculating shared parking requirements for mixed-used developments. As a result, determining the appropriate amount of shared parking is left to the discretion of the Planning Commission, creating potential bottlenecks in application/approval process and interpretation. Developing a calculation framework for shared parking based on the business/service type, size and residential units would not only help developers and the township streamline approval and review process but also help both the parties regulate, manage parking in the long term, ensuring efficiency, flexibility and alignment with the township's broader mobility goals.

Furthermore, the framework could serve as a foundational component within the Zoning Ordinance, providing a clear and adaptable structure for future updates. As land uses evolve and parking demand patterns shift over time, the Township could readily adjust the standards using the established calculation methodology, ensuring that parking requirements remain responsive, data-driven, and aligned with contemporary development trends.

RECOMMENDATION:

1. *Develop, test, and adopt Shared Parking Calculation methodology for Mixed-Use developments within the Downtown area.*

Shared parking calculations do not need to be complex. In many communities, simply adding the parking requirements together, then reducing them by a set amount, is sufficient to easily calculate a parking requirement for a mixed-use development. For example, the City of Holland adds all minimum requirements together for the proposed uses, then subtracts 20%. The Village of Oxford, Michigan, features shared parking minimums and standardized methodology to calculate shared parking for multiple land-uses and public parking bonus mechanisms. Below is an example of the shared marking calculation methodology implanted by the Village of Oxford:

1. Multiply minimum parking required for each individual use, as set forth in the shared parking factor table below (Table 3), by the appropriate percentage indicated in the following table for each of the six designated time periods.
2. Add the resulting sums for each of the six columns.
3. The minimum parking requirement shall be the highest sum among the six columns resulting from the above calculations.
4. If any or all land uses proposing to make use of the shared parking facilities do not conform to the general land use classifications in the shared parking factor table. The applicant shall submit sufficient data to indicate the principal operating hours of the uses. Based on this information, the Planning Commission shall determine the appropriate shared parking requirements.

Land Use	Weekdays			Weekends		
	1am- 7am	7am-7pm	7pm-1am	1am-7am	7am-7pm	7pm-1am
Residential	95%	25%	95%	95%	75%	95%
Commercial/Retail	0	95	75%	0	90%	75%
Office/Service	5%	95%	5%	0	10%	0

Table 3 : Example Shared Parking Factor Table. Source: Village of Oxford Zoning Ordinance.

If a similar shared parking model were adopted for Downtown Ada, the parking demand factors should be adjusted to reflect the area's observed peak parking patterns and activity mix, as summarized in Table 4. Compared to Oxford's shared parking framework, the weekday and weekend evening demand percentages have been adjusted to better account for the strong presence of destination-oriented uses such as restaurants, cafés, businesses/offices, and riverfront recreational activities that drive higher parking demand during work and evening hours.

Land Use	Weekdays			Weekends		
	1am- 7am	7am-7pm	7pm-1am	1am-7am	7am-7pm	7pm-1am
Residential	95%	25%	75%	95%	75%	75%
Commercial/Retail	0	95	75%	0	90%	75%
Office/Service	5%	95%	5%	0	10%	0

Table 4: Shared Parking Factor Table Adjusted for Downtown Ada

RECOMMENDATION:

2. *Ensure that individual uses have parking standards that are:*
    a. *Simple*
    b. *Easy to Calculate*
    c. *Directly Related to the Parking Demand of Use*
    d. *Based on an inherent characteristic of the building that cannot be easily changed without notice to the Township. Examples include the square footage of the use, or the Fire Marshall capacity limit.*

Specific uses that should have their parking requirements altered include personal services businesses (such as hair salons), which could be switched to a square footage standard, potentially brought into parity office space (or retail if the Township determines more parking is necessary. Another use that would benefit from an amended requirement is religious institutions, which could switch from being based on the seating capacity to being based on the Fire Marshall capacity limit.

Medical offices are another example. The minimum should not be based on staffing levels. They can be treated the same as non-medical office space or given a slight bump (110 or 120% of conventional office space) to account for patient parking needs.

Uses can also be consolidated. The Township will never be able to respond to every nuance of a given business' parking demand. The popularity of a business cannot reliably be predicted in advance. Therefore, the parking requirements in the Zoning Ordinance should be simple and uses should be consolidated whenever possible. For example, there is no need to distinguish between types of sit-down and counter-service restaurants, at least in a downtown setting. Nor is there a need for a wide variety of requirements for different types of retail.

The table below gives examples of how the parking requirements could be re-aligned:

Use Category	Current Minimum Parking Requirement	Proposed Minimum Parking Requirement	Parking Requirement in PVM Overlay (60%)
Single-Family Residential	2 spaces per dwelling unit	*No Change Recommended*	1.2 spaces per dwelling unit
Two-Family & Multi-Family Residential	1.5 spaces per dwelling unit	*No Change Recommended*	0.9 spaces per unit
Office	1 space per 300 sq ft of gross floor area	*No Change Recommended*	1 space per 300 sq ft of gross floor area
Retail Sales (General)	1 space per 200 sq ft of gross floor area	*No Change Recommended*	1 space per 333 sq ft of gross floor area
Restaurant (Sit-down)	1 space per 3 seats	1 space per 200 sq. ft. of gross floor area *This should apply to all restaurant types.*	1 space per 333 sq ft of gross floor area
Industrial & Warehousing	1 space per 1,000 sq ft of gross floor area	*No Change Recommended*	1 space per 1,666 sq ft of gross floor area
Institutional (Schools, churches)	1 per 3 seats or 6 feet of seating length for churches, 1.5 per classroom plus auditorium and gymnasium settings for elementary and middle schools. 1 per 4 students plus 1.5 per classroom plus auditorium and gymnasium seatings.	1 space for every three persons in the maximum capacity of the largest gathering space, as determined by the Fire Marshall + 1.5 spaces per classroom or similar space.	1 space for every five persons in the maximum capacity of the largest gathering space, as determined by the Fire Marshall + 0.9 spaces per classroom or similar space.
Healthcare (Clinic, medical office)	6 per physician plus 1 parking per employee.	1 space per 270 sq. ft. of gross floor area *Approximately 110% of the minimum for conventional office space.*	1 space per 450 sq. ft. of gross floor area

Table 5: Recommended revisions to minimum parking requirements based on land uses.

Key Takeaway 2: Use Time and Mode Shift as Inputs to Parking Requirements

Building upon the township's goals of creating a pedestrian-friendly environment within the downtown area, the current Zoning Ordinance lacks a dedicated set of standards within its broader regulatory framework to address modern mobility and access services such as curbside pick-up, rideshare (Uber, Lyft) and other short term loading areas. While there are existing provisions related to required on-site parking and shuttle services, the township should consider developing targeted parking policies that integrate these emerging needs.

This can be achieved through a combination of off-street and on-street parking standards for commercial and mixed-use developments. This approach would enhance flexibility, improve traffic flow and better align parking management with contemporary mobility behaviors. The Township should also consider developing a bicycle parking requirement and evaluate creating a system where provision of a certain amount of on-site bike parking facilities would account for an automatic reduction in the automobile parking ratio for that particular use (commercial/retail/residential etc.).

This would not only promote a non-motorized dependency for the downtown specific-village area but also reduce overall asphalting of valuable developable land in the long-term (as well as the maintenance associated with asphalted lots like stormwater management, curb management, and snow removal during winter months).

RECOMMENDATIONS:

1. *Evaluate the need for standardized requirements (based on number of restaurants and the nature businesses, both new and upcoming) of short-term parking.*

2. *Develop and incentivize a bike parking through vehicular parking reduction mechanism against on-site bike parking provisions.*

Key Takeaway 3: Use Zoning as One Component of a More Unified Management System for Parking Downtown-Wide

Lastly, to strengthen the parking management and support the township's vision of a vibrant downtown core, the Zoning Ordinance should establish clear and coordinated policies addressing non-conforming lots, shared parking and public access.

- First, clear rules and guidance should be developed for existing built-out non-conforming lots that lack sufficient on-site parking, providing a fair and flexible framework for redevelopment or adaptive reuse.

- Second, the township should incentivize the granting of easements to the DDA over private parking lots, ensuring long-term public access and coordinated management of newly created or shared parking areas.

- Finally, the DDA should serve as the central management entity for shared parking and public parking within the downtown area, empowered by the Zoning Ordinance to reduce on-site parking requirements through mechanisms such as off-site parking agreements and strategic reallocation of parking demand across nearby parking lots.

RECOMMENDATIONS:

1. *Create a management system with the DDA as the central authority to manage shared parking through traditional land-use tools like easements, and off-site parking agreements.*

2. *Develop incentives for new developments to encourage shared parking or dedicating certain amount of additional parking to public parking. For example: The Village of Oxford, Michigan, allows public parking bonus mechanisms for lots within Form Based Code boundaries, under which lots open to the public shall be permitted to a 10% reduction of the minimum parking requirement.*

Together, these measures would enhance flexibility, encourage manageable redevelopment and optimize parking availability while reinforcing the overall goals of the PVM Overly district and the Township's Master Plan Goals.

MCKENNA

Memorandum

TO:	Jon Forster Jennifer Kasper
FROM:	Chris Khorey, AICP, Vice President Aayush Patel, Associate Planner
SUBJECT:	**Master Plan Analysis and Draft Recommendations**
DATE:	December 19, 2025

The purpose of this memorandum is to provide an overview and analysis of Ada Township's Master Plan provisions related to parking, with particular attention to sections that apply within the Downtown Village area.

OVERVIEW

Ada Township's current master plan was adopted in 2023 which serves as the guiding document for the community's zoning ordinance, new developments and the overall vision for Ada's future growth. The master plan has been laid out in a manner consistent with the surrounding communities of similar size, although focus on mixed use & preservation (open spaces and agriculture) is evident informing how proud the community feels about it's wooded areas and small-town character. This is also affirmed in the master plans' community engagement section which summarizes the results from the community survey, meetings, focus group sessions as well as takeaways from pop-up events. Other topics which came out of the Master Plan process were need for more housing supply and multi-mobility options, both of which play a central role in this parking study.

The 2023 Master Plan describes the township through "Character Area", like Duany's Transect Planning theories which divides various urban environments into six zones. In Ada, the "character areas" are categorized into 4 distinct areas:

- **Rural Preserve**: characterized by natural undeveloped landscapes with large lot single family detached housing type.
- **Corridor**: Describes as areas with some scattered residential, large office and industrial buildings. Streets are rather auto oriented highspeed with little or no pedestrian amenities.
- **Village**: The most relevant character area for the purpose of this parking study. This area is characterized by mixed use housing types along with a mix of single-family, multi-unit and duplexes. Streets are designed for low-speed traffic with enhanced pedestrian safety measures.
- **Neighborhood:** Traditional single family suburban developments with sidewalks, cul-de-sacs, low speed residential streets.

From a planning context and the general nature of the township, parking in the "Rural Preserve" is not a very big challenge since the area itself is sparsely developed. The "Corridors" character area defined by Cascade Road and Fulton Street (both regional arterials) abuts majorly sole office and industrial uses with some access to large lot homes, screened by dense vegetation. Like many communities, the parking on these industrial and offices uses are directly accessible through these "Corridors" with buildings placed with a larger set-back beyond the road frontage. To the relevance of this project, this character area is still not as dense with the master plan describing Cascade road with a five-lane cross section with no center medians with access to residential and office uses, and Fulton St being a four-lane highway with a wide grass median with a semi-natural aesthetic.

The Master plan *Chapter 6: Neighborhoods* describes the area as traditional single family residential houses with front yards, and front-loaded car garages and driveways arranged in a uniform pattern. Commercial and Office uses are located along major streets with large setbacks from the road with parking in front of the buildings and easily accessible through the streets.

	Rural Preserve	Corridors	Neighborhood	Village
				
Character of Natural Space	Abundant natural landscapes and undeveloped natural spaces	Natural screening from highway corridor	Front yards with trees and landscape screening	Focused in central parks, squares, and public plazas
Housing Typology	Single-detached residential unit on large, wooded lot	Some scattered residential, but not a dominant form	Nearly entirely single-detached units	Mixed housing types with single-detached and attached, multi-unit, duplexes
Business Typology	Few non-conforming businesses	Large office and industrial buildings	Few non-conforming businesses	Close-knit mixed use buildings with first-floor retail, office, and restaurant
Street Pattern	Private drives, cul-de-sacs, occasionally unpaved	High-speed highway corridor, shared access driveways	Winding suburban streets, cul-de-sacs, some connectivity, big blocks	low-speed streets oriented in a grid pattern with small blocks
Walkability	Currently no sidewalks, limited non-motorized trails	Currently no sidewalks, limited non-motorized trails	Currently limited sidewalks, limited non-motorized trails	Abundant sidewalks, sidewalk dining and retail
Social Opportunities	Low, isolated	Low to moderate, in places of business	Moderate to high, depending on area	High, gathering place and event programming

Figure 1: Summary of Character Areas. Source: Ada Township 2023 Master Plan

THE VILLAGE'S GROWTH STORY: HISTORIC DOWNTOWN TO A NEW DOWNTOWN

The village area- the heart of community represents the downtown core of the township and the most relevant and the target area for the purpose of this parking study project. The area is characterized by traditional small-town mixed-use buildings lining up the main street with boutique style retail, small restaurants and storefronts. The area consists of the township's public facilities like the community library and township offices.

Since 2013, the township has made massive planning efforts in the overall development and redevelopment of the downtown. The Envision Ada 2013 Plan was the comprehensive redevelopment strategy focused on transforming the Ada Downtown area into a vibrant, walkable community Hub. The Plan aimed to replace a 1970s-era strip mall with mixed use developments, reconnect the main streets to the Thornapple River which flows through the village area and expand the water-front community amenities. Walkable urbanism, mixed-use developments, riverfront activation, improved connectivity, architectural harmony and improved connectivity were some of the key themes and concepts identified in the plan. The 2013 plan proposed three alternatives:

- **Plan A:** assumed that the old shopping center (Thornapple Shopping Center) would remain but sought to enhance the existing parking while creating nodes of connections to the Thornapple river.

- **Plan B:** This plan assumed that the shopping center would be demolished making way for new developments and new street connections, orientations and a new street running parallel to the river. Buildings would be facing the streets with parking behind the buildings.
- **Plan C:** This plan envisioned a green space connecting the river to Fulton St, with the village oriented towards this public space. A forested green space with art integration was also proposed at the confluence of Thornapple River and Grand River.

These options were presented to the community, and the implementation can be seen today. The township has created a new River Street, a linear green space along Thornapple River and creation of an Amphitheater on the riverfront.

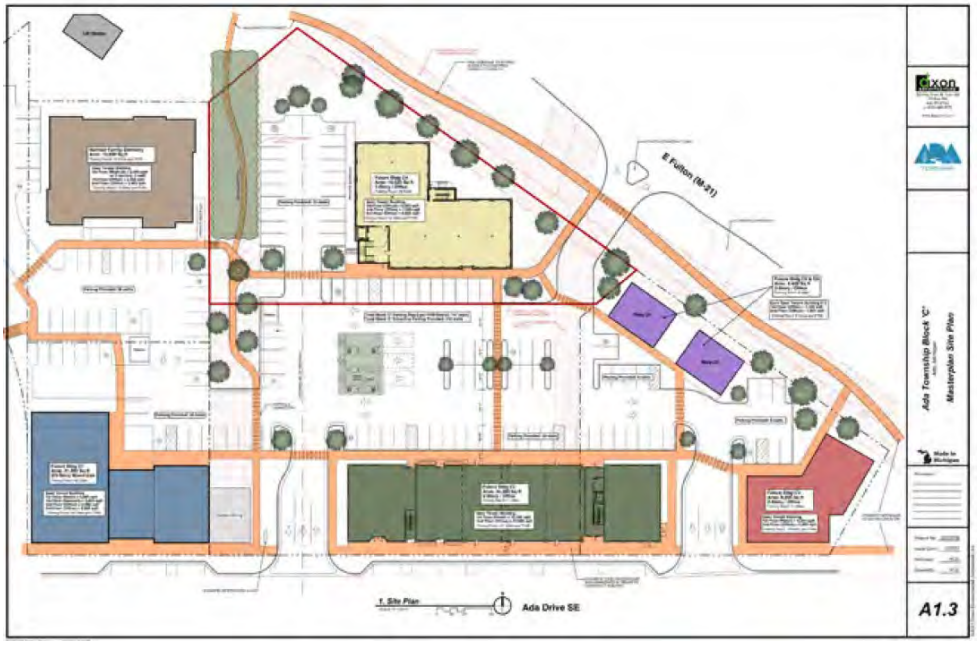


Figure 2: Block C Plan. Source: Ada Township 2023 Master Plan

In 2021, the Block C Plan, a conceptual vision for the north side of Ada Drive, was adopted, representing another major step forward in the Village's ongoing transformation that began with the 2013 plan. The area currently includes two drive-through bank facilities, an animal clinic, and a dentist's office. A key theme of the Block C Plan is the placement of parking within the interior of the site, supported by a shared parking arrangement that promotes a more cohesive, walkable development pattern.

The 2023 Master Plan re-affirms a lot of the goals and the vision from the 2013 plan for the "Village Area" and expands upon to add focus on transit-oriented and pedestrian friendly private realm. It re-affirms the role of shared parking and placement of parking behind the buildings in creating a pedestrian friendly built environment. It also adds focus on considerations for all modes of transportation including cyclists and transit riders. Highlighted within the 2023 Master plan, the unusual swift pace of the redevelopment efforts can only be considered a precedent for any community, but some concern was also observed towards maintaining the "small town" feel intact.

KEY TAKE AWAYS AND RECOMMENDATIONS

Key Take Away 1: Clearly Defining Shared Parking
While the Master plan generally does a great job at prescribing shared parking and parking incentivization as a principal for their 2021 Block C Plan. With the current reality and the nature of new developments within the village area, there might be a need to re-visit the plan to include more language and concepts for the overall shared parking system.

RECOMMENDATIONS:

1. *Re-evaluate the 2021 Block-C plan in the light of new developments since 2021, proposed and upcoming developments in and around the Block-C plan and review it with a focus to consolidate the existing and new private parking lots, parking access for public, especially after peak working hours.*
2. *Adopt Master Plan Language for Chapter 7-"Village" that would address clear shared parking policies and would provide basis for enhanced zoning standards, particularly for the shared/public parking provisions.*

Key Takeaway 2: Planning long-term parking solutions
Overall, the Township currently controls very little parking within the Village area, which limits its ability to manage demand, support growth, and address conflicts. Establishing a more balanced mix of public and private parking is essential for a growing community, as it helps prevent future disagreements or competing interests among property owners, businesses, and visitors. Expanding the Township's share of public parking options would not only help reduce issues such as illegal parking and property encroachment but also increase access and flexibility without upsetting private parking owners. This shift would strengthen long-term parking management and support a more functional Village center.

RECOMMENDATIONS:

3. *Incorporate Master plan language to support evaluating public parking expansion, identify potential sites for future public parking lots, and begin the process of acquiring them, or otherwise reserving them for public parking.*
4. *Evaluate expansion of available on-street public parking.*

Key Takeaway 3: Future Mobility and long-term Growth
The Master Plan highlights the importance of expanding mobility options for pedestrians, cyclists, and transit riders. Feedback gathered through the parking study further highlights the community's desire for safer crossings and improved multimodal access, particularly to the new riverfront amphitheater alongside existing parking needs. Strengthening pedestrian networks, enhancing bicycle infrastructure, and expanding transit options would not only reduce long-term demand for additional vehicular parking in the Village area, but also reinforce the core principles that define the district: a walkable, pedestrian-friendly environment. The community engagement feedback for this parking study also highlighted the township's ideas to expand the current township hall into a new location, potentially around the existing public library. The township should evaluate the option and clarify the intent through master plan language and explore how the older building could be used to expand parking provisions within the village area.

A unique challenge in achieving these goals is Fulton Street (M-21), a high-speed corridor that currently acts as a barrier to the Village's physical expansion to the north, where the Amway campus is located. To support future growth and better integrate both sides of the corridor, the Township should explore viable long-term infrastructure solutions, such as enhanced crossings, grade-separated connections, or corridor-calming strategies, that would enable safe and seamless multimodal movement across Fulton Street.

RECOMMENDATIONS:

5. *Evaluate a range of public transportation options including an event shuttle, an Ada-based boutique transit service, potential Rapid transit service connections to Ada Village, and long-term possibilities such as light rail links to Grand Rapids and Lowell. The Township should assess the feasibility, cost, ridership potential, and community impact of each alternative, and then identify a preferred option. The selected approach should be formally integrated into the Master Plan to guide future investment, land use decisions, and multimodal mobility improvements.*
6. *Develop a preferred alternative for the design of Fulton Street/M-21, potentially including a road diet, non-motorized infrastructure, a median, crossing improvements, beautification, wayfinding and/or roundabouts, and adopt it into the Master Plan as an advocacy document for future discussions with MDOT*
7. *Evaluate whether a non-motorized bridge or tunnel across Fulton Street is desirable and practical, and incorporate those findings into the Master Plan*
8. *Work with Amway to integrate their campus vision more seamlessly into the Village plan, with a focus on how any excess land on the Amway campus can be used to support the Village, including remote parking, park/preserve land, and walking/biking trails*
9. *Determine the need for the new township hall and update the master plan to reflect that and other planned development*
10. *Determine the future use and design of the current Township Hall site*

The above set of recommendations to be applied to the master plan will not only support Ada's short-term growth but also support long-term goals of the community.