Hall of Fame Village
Parking and Transportation Study



HALL OF FAME VILLAGE

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STARK COUNTY
REGIONAL PLANNING
COMMISSION

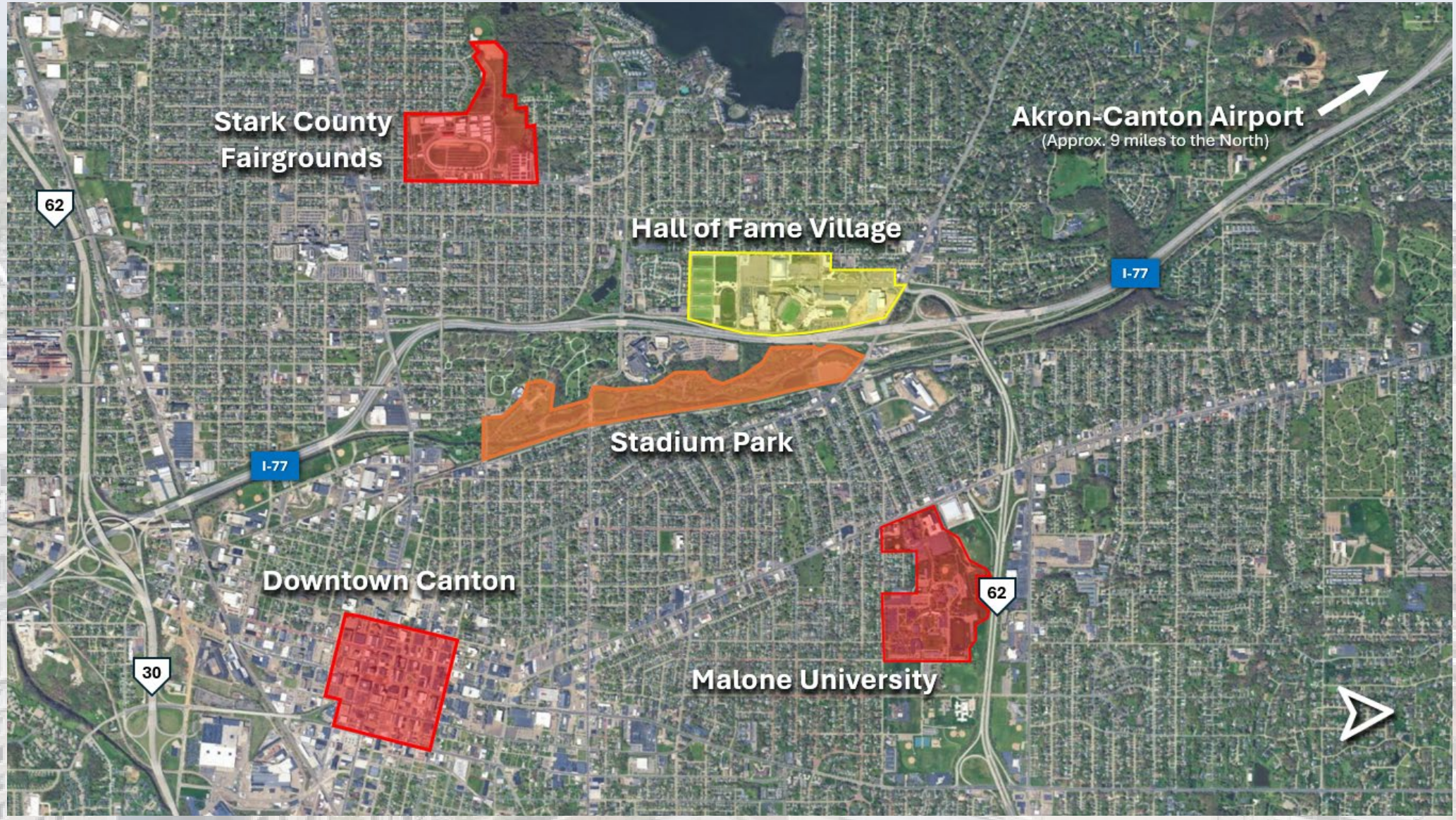
STUDY GOALS & OBJECTIVES

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"To examine and quantify the evolving parking needs and challenges of the HoFV in light of prevailing event programming trends and the development of a new hotel and waterpark attraction at the site, and to assess the viability of the venue's options, and alternatives when the need for remote off-site parking accommodations arise."

EXISTING AND POTENTIAL REMOTE PARK-N-RIDE SITES UNDER STUDY

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OUTREACH TO STAKEHOLDER ENTITIES

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Impacted On-Site Stakeholder Entities:

Hall of Fame Village (HoFV)
Carol Smith, Senior Vice President
Eric Hess, Vice President of Finance
Seth Cooper, Vice President of Operations

NFL Hall of Fame Museum (HoFM)
Kevin Shiplett, Vice President, Oper. & Fac.

McKinley High School (Canton School District)
Jason Dixon, Assistant Superintendent
Sean Stranger, Principal
Mel Bieyl, Safety & Security Laison

Zimmerman Symphony Hall
Rachel Hagenmeier, President & CEO

Harris Blitzer Sports & Entertainment
David Blitzer, Principal
Joss Harris, Principal

Impacted Community Stakeholder Entities:

Stark County Regional Planning Commission
Don Slicker, Technical Director
Karl Lucas, Senior Planner

City of Canton
William Sherer, Mayor
Don Angus, Director, City Planning Director
Doug Foltz, Director, Parks & Recreation

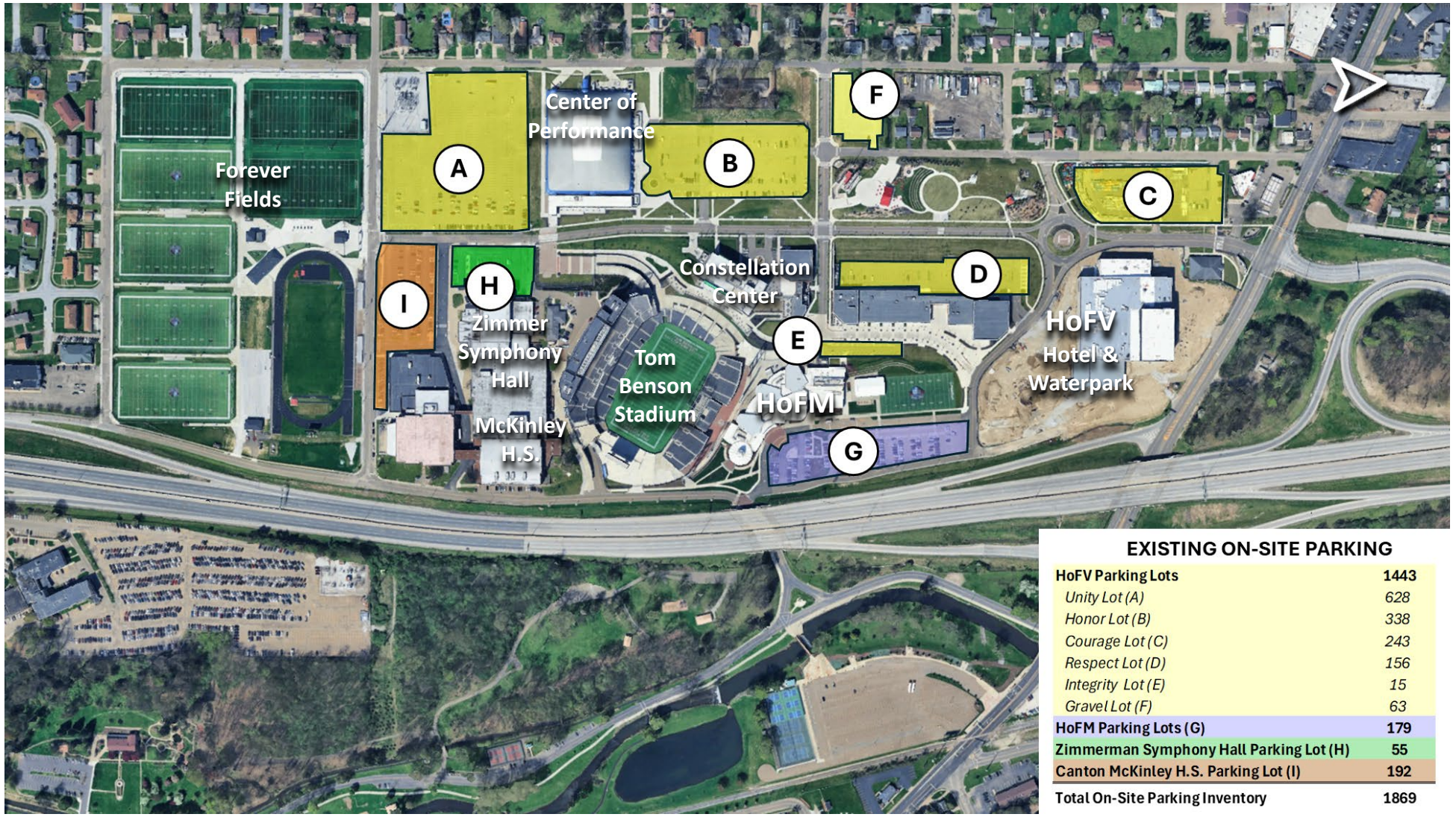
Stark County Fairgrounds
Ron Chambers, Parking Superintendent

Stark Area Regional Transit Authority (SARTA)
Kirt Conrad, CEO, Executive Director

Akron-Canton Airport
Renato Camacho, President & CEO
Daune Dunn, Vice President, Landside Planning

EXISTING CONDITIONS: PARKING FACILITIES, SITES, AND SPACES

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ON-SITE PARKING: HoFV "Village" Campus

Controlled by 4 Entities:

1. HoFV – 1443 Spaces
2. HoFM – 179 Spaces
3. McKinley H.S. – 192 Spaces
4. Zimmerman Hall – 55 Spaces

EXISTING ON-SITE PARKING

HoFV Parking Lots	**1443**
Unity Lot (A)	*628*
Honor Lot (B)	*338*
Courage Lot (C)	*243*
Respect Lot (D)	*156*
Integrity Lot (E)	*15*
Gravel Lot (F)	*63*
HoFM Parking Lots (G)	**179**
Zimmerman Symphony Hall Parking Lot (H)	**55**
Canton McKinley H.S. Parking Lot (I)	**192**
Total On-Site Parking Inventory	**1869**

EXISTING CONDITIONS: PARKING FACILITIES, SITES, AND SPACES

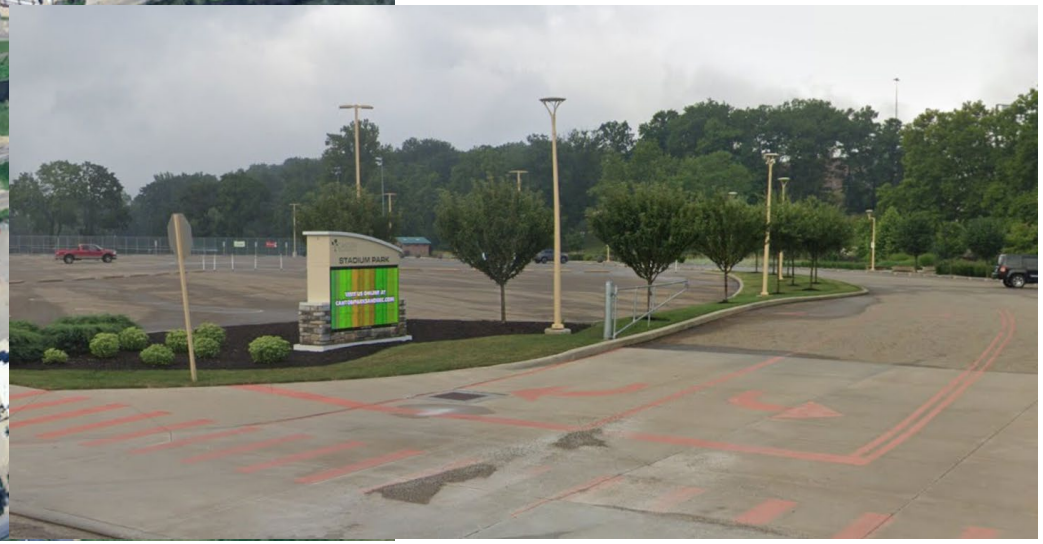
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NEARBY PARKING:
Stadium Park Parking Lot

Controlled by the City:

1. Stadium Park Lot – 377 Spaces



EXISTING CONDITIONS: PARKING FACILITIES, SITES, AND SPACES

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NEARBY PARKING:
Harrison Professional Bldg. Lot

Controlled by the Cleveland Clinic:

1. Harrison Bldg. Lot – 210 Spaces



EXISTING CONDITIONS: PARKING FACILITIES, SITES, AND SPACES

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NEARBY PARKING:
Northwest Canton Neighborhood

Controlled by Private Residents & Businesses:

Scattered Sites – ±2100 Spaces

EXISTING CONDITIONS: PARKING FACILITIES, SITES, AND SPACES

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REMOTE PARKING:
Stark County Fairgrounds

Controlled by Stark County:

1. Open Field Parking Area - ±4,700 Spaces



EXISTING CONDITIONS: PARKING FACILITIES, SITES, AND SPACES

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REMOTE PARKING: Other Stadium Park Lots

Controlled by the City:

1. Pickleball Court Lot – 47 Spaces
2. Garden Center Lot – 78 Spaces
3. Gatehouse Lot – 37 Spaces

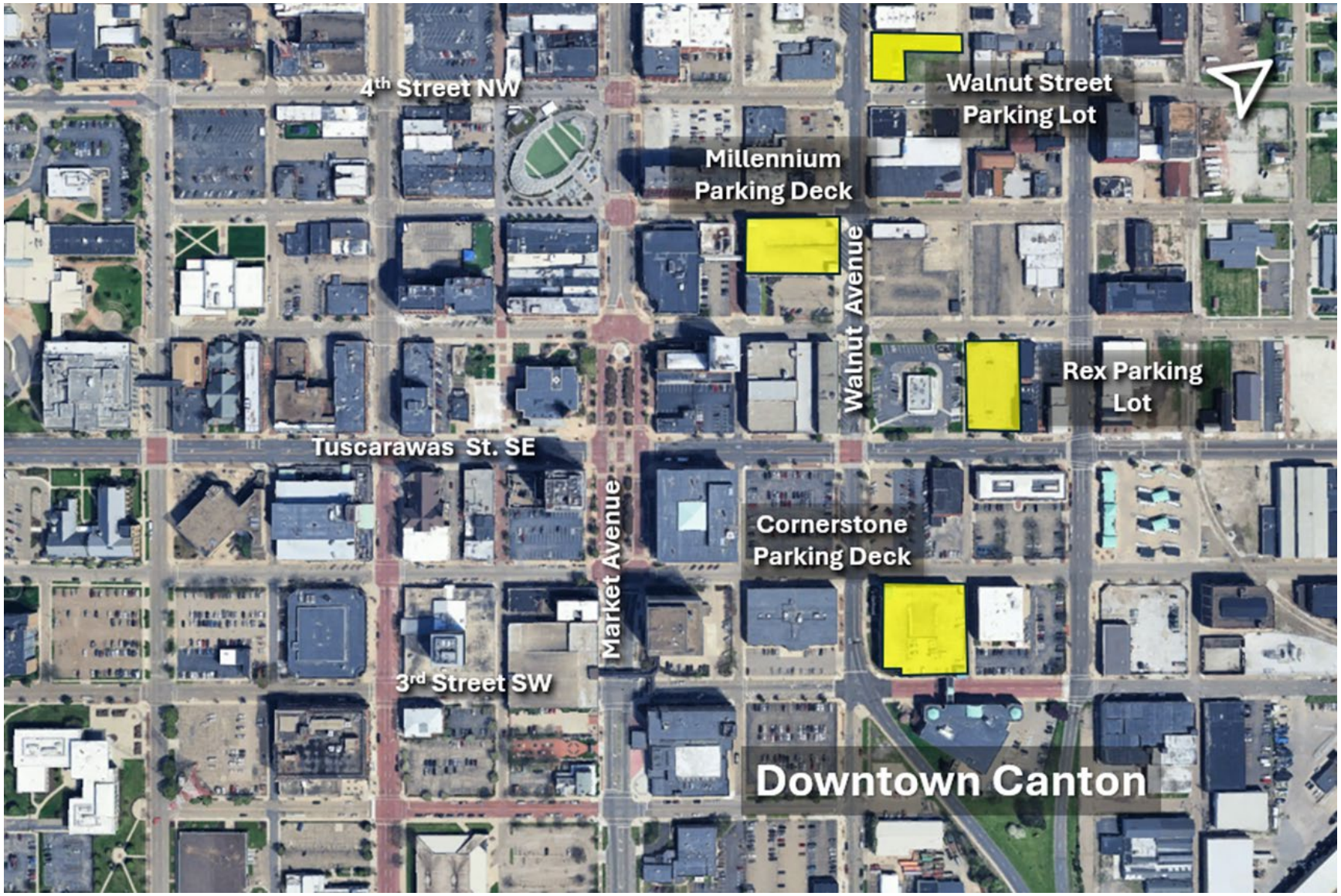
McKinley Monument & Library Lots

Controlled by the Stark County Historical Society:

1. Monument Lot – 30 Spaces
2. Library Lot – 203 Spaces

EXISTING CONDITIONS: PARKING FACILITIES, SITES, AND SPACES

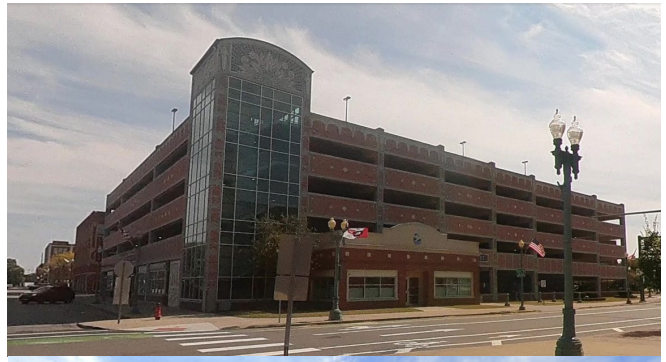
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REMOTE PARKING:
Downtown Parking

Controlled by the City of Canton:

1. Cornerstone Parking Deck – 615 Spaces
2. Millennium Parking Deck – 390 Spaces
3. Rex Parking Lot – 42 Spaces
4. Walnut Parking Lot – 29 Spaces





EXISTING CONDITIONS: PARKING FACILITIES, SITES, AND SPACES

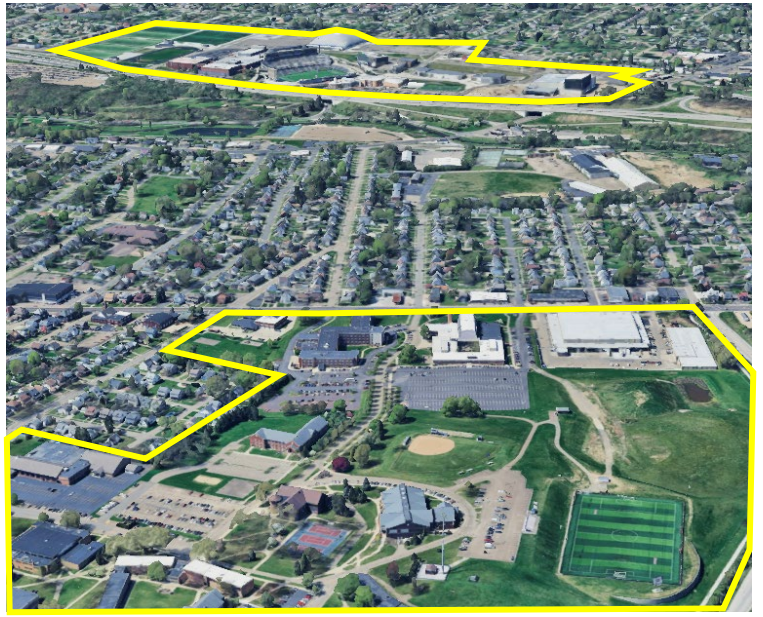
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REMOTE PARKING:
Malone University

Controlled by Stark County:

1. Johnson Center Parking Lot – 445 Spaces



EXISTING & FUTURE PARKING SUPPLY

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EXISTING PUBLIC PARKING SITES AVAILABLE TO THE HoFV	Distance from HoFV	Existing Spaces	Future Spaces
HoFV Parking Lots	***On-Site***	**1,443**	**2018**
Unity Lot (A)		*628*	628
Honor Lot (B)		*338*	338
Courage Lot (C)		*243*	-----
New Parking Garage - Proposed at Courage Lot (C)		-----	818
Respect Lot (D)		*156*	156
Integrity Lot (E)		*15*	15
Gravel Lot (F)		*63*	63
HoFM Parking Lots (G)	***On-Site***	**179**	**179**
Zimmermann Symphony Center Parking Lot (H)	***On-Site***	**55**	**55**
Canton McKinley H.S. Parking Lot (I)	***On-Site***	**192**	**192**
Subtotal On-Site Parking Spaces		**1,869**	**2,444**
City Stadium Park Parking Lot (J)	***5 min. walk***	**383**	**383**
Mercy - Harrison Professional MOB Lot (K)	***7 min. walk***	**210**	**210**
Northwest Neighborhood - Private Property Parking	***10-15 min. walk***	**1,600**	**1600**
Subtotal Nearby Parking Spaces		**2,193**	**2,193**
Stark County Fairgrounds Parking	***15-20 Shuttle***	**4,700**	**4700**
Shuttle Parking Lot		*3,500*	*3500*
RV Parking Lot		*1,200*	*1200*
Other Stadium Park Lots & Wm. Mckinley Site Parking Areas	***15-20 Shuttle***	**395**	**395**
Malone University Johnson Center Lot	***15-20 Shuttle***	**445**	**445**
City of Canton Downtown Parking	***25-30 Shuttle***	**1,005**	**1005**
Cornerstone Parking Deck		*615*	*615*
Millenium Parking Deck		*390*	*390*
Subtotal Remote Off-Site Parking Spaces		**6,545**	**6,545**
TOTAL POTENTIALLY AVAILABLE PARKING SPACES		**10,607**	**11,182**

HoFV Campus Parking Availability

ON-SITE PARKING: 1869 SPACES

- HoFV Controlled Spaces - 1443
- HoFV Shared Spaces – 247
- HoFM Controlled Spaces – 179

NEARBY PARKING: 2193 SPACES

- Stadium Park Lot Spaces – 383
- Harrison Professional Bldg. Spaces – 210
- Northwest Neighborhood Spaces – ±1600

REMOTE PARKING SITES: 395 – 4700 SPACES

EXISTING & FUTURE PARKING SUPPLY

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2023 HoFV Campus Major Event Categories	No. of Events Occasions	Total Parked Cars by Event Category	Avg. Car Count Per No. of Event Occasions
Concert/Comedy Show	4	**4,336**	1,084
High School Football	8	**2,277**	285
HoFM Event	3	**1,578**	526 *
LaCrosse	11	**5,223**	475
OHSAA Championship	3	**3,152**	1,051
Soccer Related	6	**2,940**	490
USFL	11	**5,222**	475
Other	7	**1,772**	253
Totals/Average	**53**	**26,500**	**580**

HoFV 2023 Event Parking Data

Income-producing parking volumes recorded by the HOFV in 2023.

- USFL Events were discontinued in 2024
- Special restrictions and requirements of the HoFM Event curtailed the amount of Income producing parking spaces available to the HOFV.



2023 SPILLOVER PARKING DEMAND

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HoFV 2023 NFL Game Day: Spillover Parking Demand

In 2023, an estimated 1,700 vehicles were parked at the Stark County Fairgrounds.

Note: This 2023 Aerial image provided by the NFL Hall of Fame Museum

HoFV Campus Event Locations	Maximum Venue Seating	Approx. Avg. Event Attendance	Estimated Parkers Per Event	Event Calendar Dates No.	Event Calendar Dates Month(s)	Typical Event: Start Times-Timeframes-Durations
Tom Benson Hall of Fame Stadium	**23000**					
Woman's Football Alliance		2000	1000	2	Jul.	5:30p- 10:00p, 12:30p - 9:00p
Royal Hanneford Circus		1400	700	3	Jul.	5:00p -10:0p0, 10:00a - 10:00p, 10:00a - 8:00p
Cruisin & Groovin Festival		1400	700	2	Jul.	5:00p - 11:00p, 11:00a - 11:00p
Bert Kreischner Comedy Festival		1000	500	1	Jun.	4:00p - 10:00p
HoFM - Hall of Fame Game *		**18000**	**9000**	**1**	**Aug.**	**8:00 - 11:00p**
HoFM Enshrinement Ceremony *		**13000**	**6500**	**1**	**Aug.**	**8:00a - 11:00p**
HoFM Concert Weekend - Carrie Underwood		1500	750	1	Aug.	12:00p - 11:00p
Black College Football Game Classic		1800	900	1	Aug.	10:00a - 8:00p
Tacos & Tequila Music Festival *		**6000**	**3000**	**1**	**Sept.**	**11:00a - 11:00p**
OHSAA Championship Div. II *		**5000**	**2250**	**1**	**Dec.**	**7:00p**
OHSAA Championship Div. I, III & VII *		**5500**	**2475**	**3**	**Dec.**	**12:00p, 3:00p, 9:00p**
OHSAA Championship Div. IV, V & VI *		**4800**	**2160**	**3**	**Dec.**	**12:00p, 3:00p, 7:00p**
Forever Lawn Sport Complex	**2000**					
CAU Soccer Practice (Assuming all Fields in use)		350 - 1400	700	89	Feb. -June	6:00p - 7:30p, 8:00p or 9:00p
McKinley Track Practice/Meets		50	25	44	Apr. - May	3:00p - 5:30p M-F
Other Activities		100 - 150	75	4	Apr. - May	9:00a - 12:00p, 1:00p - 5:00p, 12:00p - 12:00p
McKinley Band Practice		100	50	12	May - Jul.	5:00p - 8:00p, 9:00a - 2:00p
McKinley Football Practice		100, 150	75	60	Jun. - Nov.	8:00a - 1:00p Wknd, Summer
Ohio Lacrosse Showcase (Assuming all Fields in use)		1750	875	2	Jul.	8:00a - 5:00p
H.S. Soccer Related		50 - 150	75	28	Aug.- Oct.	3:00p - 5:00p or 7:30p
McKinley Football Practice		100 - 150	75	55	Aug. - Nov.	3:00p - 5:30p M-F
Center for Perfromance	**1600**					
Canton Akron United Force Soccer Practice		150	75	5	Mar.	6:00p - 8:00p
Junior Achievement		2000	1000	1	Mar.	9:00a - 4:00p
Kickin' Cover Bands Weekend		1500	750	2	Mar.	5:00p - 10:00p
Meet Master Gymnastics		400 - 600	300	2	Mar.	8:00a - 5:00p, 10:00p
Déco Crete Expo		1000	500	1	Mar.	12:00p - 11:00p
Canton Akron Ultimate Association (Frisbee)		100	50	4	Mar. - Apr.	7:00p - 9:00p
Home & Garden Show		3000	1500	6	Apr.	12:00p - 11:00p
VAC Basketball Tournament		500 - 600	300	2	Apr.	8:00a - 7:00p, 9:00p
Under Armour National Camp		250	125	2	Apr.	8:00a - 3:00p Sa- Su
Nick Zingale Indoor Soccer Field Rental		75	37.5	41	Apr. - Dec.	8:00a - 9:00a Sundays
HOFV Wellness EXPO		1500	750	1	Oct.	10:00a - 6:00p
Vino at the Village		500	250	1	Nov.	1:00p - 5:00p
Zimmermann Symphony Hall	**1600**					
CSO Concert and CYO Concert		1200 -1500	750	11	Mar. - May	2:00p - 9:00p, 3:00p - 7:00p, and 7:00p - 9:00p
Masters Works & POPS Concerts		750 -1400	700	5	Apr. - Jun.	7:30p - 9:30p
CSO and CYO Rehearsals		50 - 200	100	34	Mar. - Jun.	7:00a - 5:00p, 2:00p - 9:00p, 4:00p - 11:00p
Canton Symphony Orchestra Board Meeting		25	13	10	Mar. - Dec.	12:00p - 1:00p
Canton McKinley High School	**2400**					
OHSAA Swim/Dive Champ - Natatorium		1000	500	4	Feb.	8:00a - 9:00p

* ***Denotes the only HoFV Events held in 2024 that theoretically produced parking needs that exceeded the existing supply of parking spaces on the HoFV Campus.***

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HoFV 2024 Campus Parking Demand

In 2024, only 6 HoFV event dates produced parking demand levels that statistically exceeded the ± 4,000 parking spaces at, and nearby, the HoFV Campus.

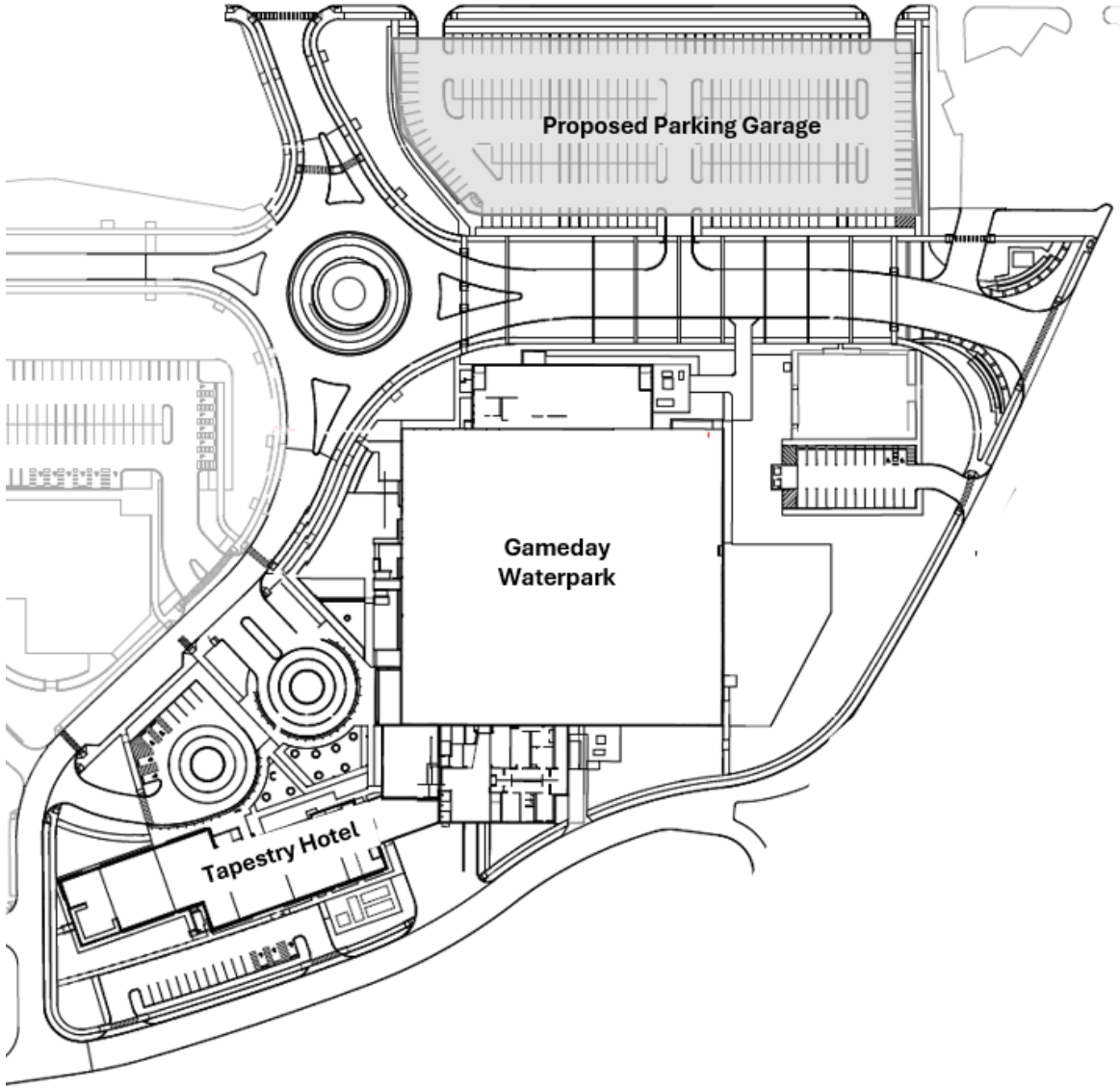
- HoFM NFL Game
- HoFM Enshrinement Ceremony
- Tacos & Tequila Music Festival
- OHSAA Champion Football Games



TAPASTRY HOTEL & "GAMEDAY" WATERPARK PROJECT

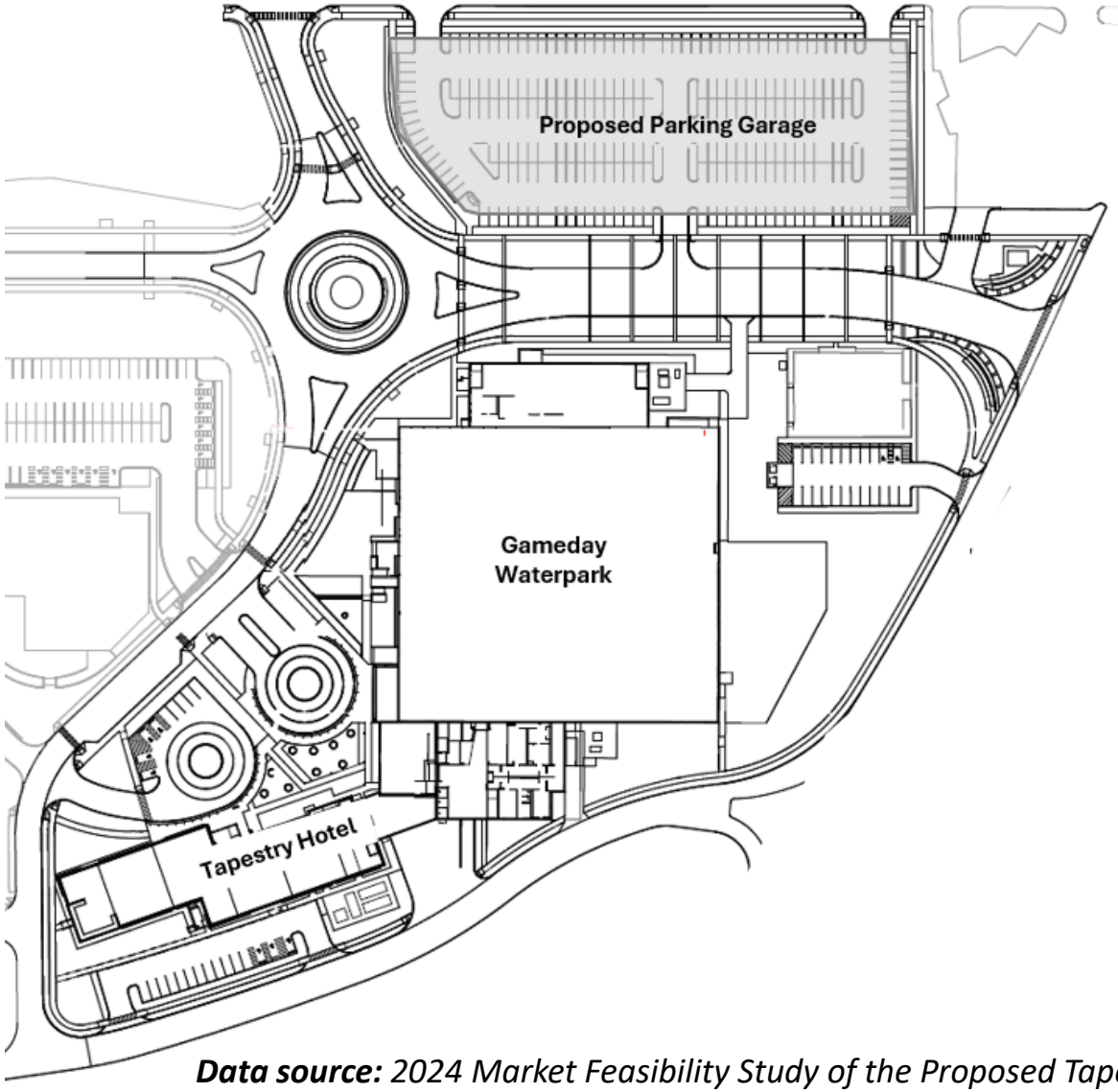
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TAPASTRY HOTEL & "GAMEDAY" WATERPARK PROJECT SCOPE

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Tapestry Hotel:

- 183 – Rooms
- Three Restaurants (seating for 160)
- 7,100 SF Conference Center
- 5,000 SF Ballroom
- 2,100 Configurable Meeting Space

Gameday Waterpark:

- 85,000 SF Useable Patron Space
- 2,311 – Max. Public Occupancy Limit

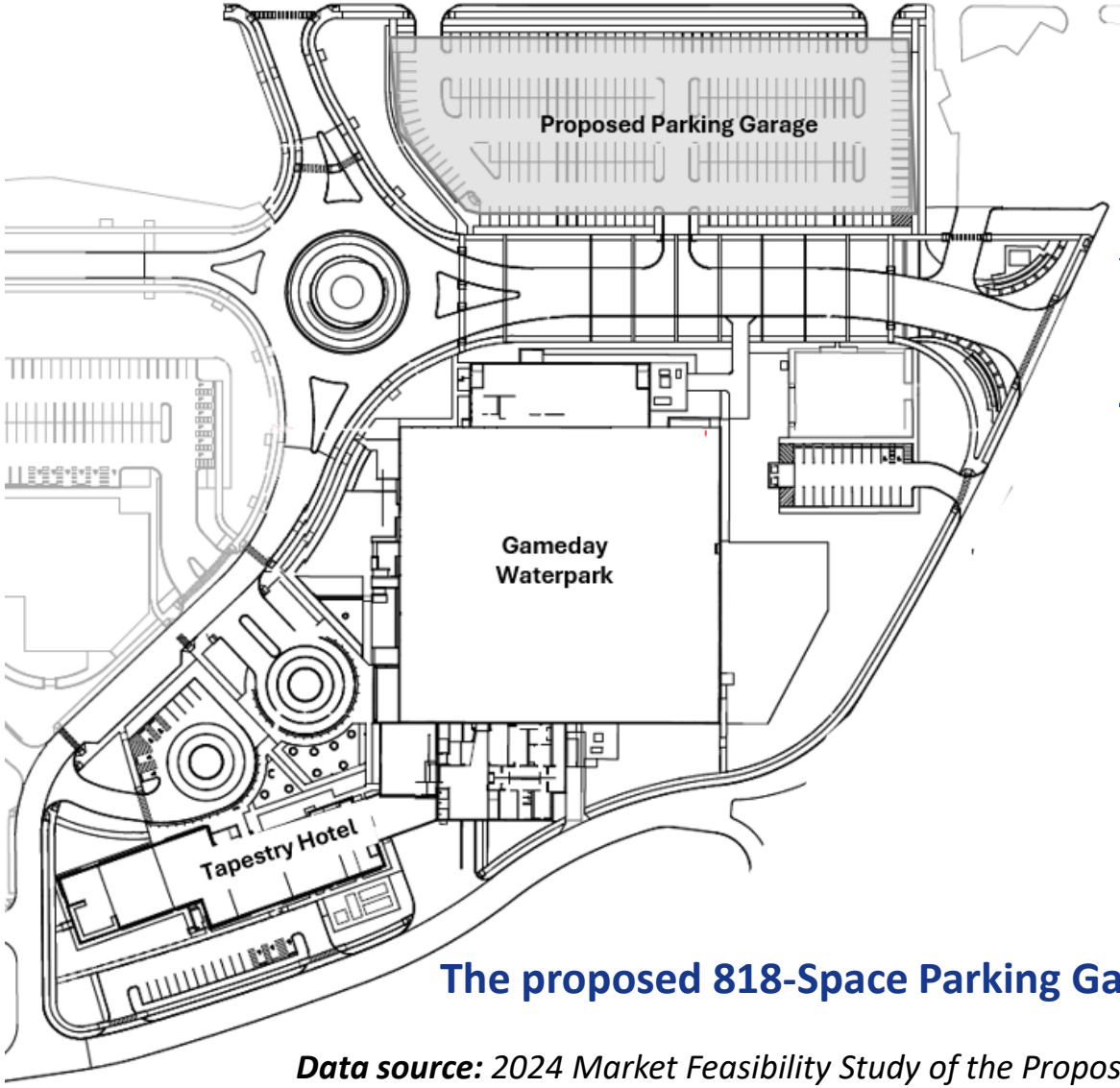
Proposed New Parking Garage

- 818 – Parking Space Capacity

Data source: *2024 Market Feasibility Study of the Proposed Tapestry Hotel and HoFV Indoor Water Park produced by Hotel & Leisure Advisors*

TAPASTRY HOTEL & "GAMEDAY" WATERPARK PARKING DEMAND

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Projected WEEKEND Parking Demand

All Waterpark User Groups	Waterpark Occupant Percentages[1]	Waterpark Day Capacity[1]	Waterpark Wknd Usage %	Wknd Waterpark Occupants	Waterpark Patrons Per Vehicle	Peak Period Garage Parkers
Tapestry Hotel Guests	*28.8%*	*612*	*93%*	*566*	*3.2*	*177*
Doubletree Hotel Guests	*14.4%*	*306*	*93%*	*283*	*3.2*	*88*
Quarterly Pass Holders	*12.4%*	*264*	*93%*	*244*	*3.2*	*76*
Local Residents/Event Visitors	*44.4%*	*944*	*93%*	*873*	*3.2*	*273*
All Waterpark Users	**100.0%**	**2125**	**93%**	**1966**	**3.2**	**614**

Projected WEEKDAY Parking Demand

All Waterpark User Groups	Waterpark Occupant Percentages[1]	Waterpark Day Capacity[1]	Waterpark Wkdy Usage %	Wkdy Waterpark Occupants	Waterpark Patrons Per Vehicle	Peak Period Garage Parkers
Tapestry Hotel Guests	*28.8%*	*612*	*72%*	*442*	*3.2*	*138*
Doubletree Hotel Guests	*14.4%*	*306*	*72%*	*221*	*3.2*	*69*
Quarterly Pass Holders	*12.4%*	*264*	*72%*	*190*	*3.2*	*59*
Local Residents/Event Visitors	*44.4%*	*944*	*72%*	*681*	*3.2*	*213*
All Waterpark Users	**100.0%**	**2125**	**72%**	**1534**	**3.2**	**479**

The proposed 818-Space Parking Garage is essential to the success of the Hotel & Waterpark Project.

Data source: *2024 Market Feasibility Study of the Proposed Tapestry Hotel and HoFV Indoor Water Park produced by Hotel & Leisure Advisors.*

PARK-N-RIDE SHUTTLE PROGRAM COSTS

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SARTA Sponsored Shuttle Program augmented by the Petermann Transportation Company

- Day-long Service only provided for HoFM NFL Game and Enshrinement Ceremony
- SARTA provided standard 45-passenger buses
- Petermnann provided 83-passenger school buses
- Service 2 hours before and after event
- Total of 50 vehicles in service during peak period - the last 2 hours of the event day.
- Round Trip Route Less than 2 miles *(Roundtrip run time 10 minutes, but +20 minutes when passenger loading and unloading is factored in)*
- HoFM (NFL) spent approx. $16,000 per day for Petermann Service
- SARTA has provided service without charge.

FAIRGROUNDS PARK-N-RIDE SHUTTLE PROGRAM COSTS

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PER EVENT DAY SHUTTLE SERVICE COST:

Estimate of a Typical Big Event Shuttle Service Expenditure

3000	Vehicles Parked Off-Site
2.5	Person Per Vehicle
7500	**Passengers (Each Way)**
2	Hours of Services before an Event
3.5	Hours Per Event
1	Hours after Event
1	Reporting Time (30-minutes Before & After Event)
7.5	**Hours of Service**
45	Bus Passenger Capacity
4	Bus Round Trip Per Hour (15-minute Headway)
42	**Buses Required to Clear Passenger in One Hour**
3	Spare Buses (5% Spare Ratio)
45	**Total Buses Required**
338	**Sevice Hours Required**
$25,350	**Operating Expenses at $75.00 Per Service Hour**

Estimate of a Typical Small Event Shuttle Service Expenditure

1800	Vehicles Parked Off-Site
2.5	Person Per Vehicle
4500	**Passengers (Each Way)**
2	Hours of Services before an Event
3.5	Hours Per Event
1	Hours after Event
1	Reporting Time (30-minutes Before & After Event)
7.5	**Hours of Service**
45	Bus Passenger Capacity
4	Bus Round Trip Per Hour (15-minute Headway)
25	**Buses Required to Clear Passenger in One Hour**
2	Spare Buses (5% Spare Ratio)
27	**Total Buses Required**
203	**Sevice Hours Required**
$15,225	**Operating Expenses at $75.00 Per Service Hour**

STUDY CONCLUSIONS:

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PARK-N-RIDE SITES:

Stadium Park Parking Lot: The HoFV will have continuing periodic need to utilization the City-owned parking asset.

Other Stadium Park Lots & McKinley Monument Lots: Required shuttle bus service would be inefficient and the amount of park the site collectively offer limited. There is potential to utilization parking capacity for special user groups *(i.e., Media attendees, HoFV Staff, etc. that would not require continuous shuttle service.)*

City's Downtown Parking Facilities: The City-owned lots are too small and the available parking capacity at the two parking garages will vary day and time, required shuttle bus service to would be inefficient relative to customer service, operations, and costs.

Malone University: Similar to the Fairgrounds, the Malone University campus has a substantial amount of surface parking, and a significant share of parking is often underutilized particularly during evenings and weekends. Johnson The 455-space paved and striped Johnson Center for Worship Lot at the perimeter of campus might service be possible Park-n-Ride options if, and when event scheduling conflicts, and/or environmental conditions, happen to render the Stark County Fairgrounds site unusable.

Stark County Fairgrounds: No other site, or collection of sites, can come close to accommodating the amount of parking available at the fairgrounds, and while it would be beneficial to add more site lighting, and make the drive aisles and open field parking more operationally sustainable for year-round use, the cost to undertake such improvements clearly could not be justified given the fact that the foreseeable future the site only needed for the HoFM NFL Game and Enshrinement Ceremony.

Hall of Fame Village
Parking and Transportation Study

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QUESTIONS