# Football Hall of Fame Projects Tourism Explosion



The Pro Football Hall of Fame projected that visitorship would jump from 300,000 annually to three million. To plan properly, the Canton-area MPO relied on StreetLight Data for facts about traffic and parking.

### **EXECUTIVE SUMMARY**

- Hall of Fame projected 10x tourism growth.
- Stark County planners wanted facts about the impact on visitors and area residents.
- The study revealed traffic priorities and parking options.
- Results collected in minutes, at a low cost.

#### Mission: Plan for 10x Visitor Increase

The Hall of Fame Village's projected 10x boost in tourism could have major impacts on everything from parking to hotel occupancy to traffic patterns. To better understand the possible ramifications for area residents, and inform potential solutions, the Stark County Regional Planning Commission (SCRPC) contracted for a land use and transportation study.

SCRPC wasn't sure if statistics from the Hall of Fame's developer or speculation from the public could be backed up by facts. They wanted data to inform a plan that would help them improve the quality of life for nearby residents, boost economic development, and support a multimodal mindset in the area.

"We would not have had critical O-D data without StreetLight, the study would have taken too long and would have been too expensive."

BRYAN NEWELL Gannett Fleming



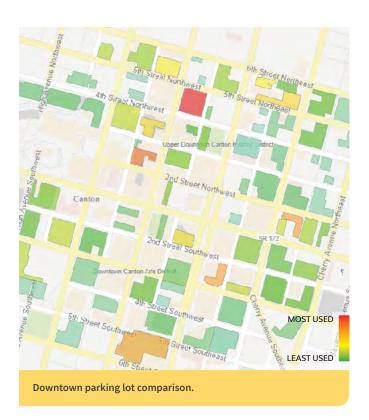
## **Analysis: Clear Facts About Traffic and Parking**

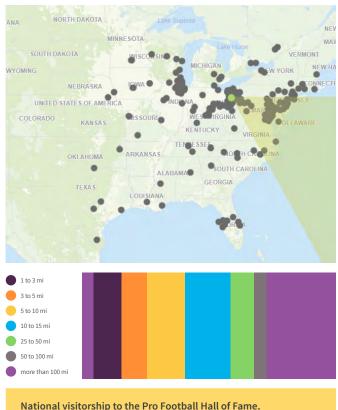
SCRPC worked with engineering and architectural firm Gannett Fleming to study visitorship, parking, and traffic issues.

Using StreetLight InSight®, engineers first ran a Zone Activity analysis with Work and Home Locations. The surprising finding was that although the Hall is considered a national attraction, over 50% of visitors originated from within 25 miles of the site, and 70% were within 100 miles during Enshrinement Week 2018.

For parking, Gannett Fleming analyzed peak and off-peak parking using a Zone Activity analysis with pass-through zones. Gannett Fleming then analyzed individual parking lots for the frequency of use by specific dates, and discovered that most downtown lots were not heavily used during the Hall's Enshrinement Week.

To study existing traffic patterns, planners ran an Origin-Destination analysis, with the destination as downtown Canton. Results showed that Fulton Road was the most-traveled roadway for inbound traffic, compared to the other key corridors, Broad Avenue and I-77.





## Results: Quick Analysis, Low-Cost **Takeaways**

The study provided several key takeaways to address public concerns about parking and traffic. For the Hall's Enshrinement Week, planners learned they could utilize downtown parking lots instead of building new structures.

Additionally, the Hall could support multimodal transportation by encouraging visitors to park downtown, then use shuttles, transportation network company services, or pedestrian walkways to reach the Hall.

Knowing that Fulton Road was the key corridor between downtown and the Hall guided planners to focus on improving that route. This became one of the study's main recommendations.

What would have taken days and thousands of dollars to complete through a formal study was finished in approximately two hours, at a cost included in the Ohio Department of Transportation's StreetLight InSight annual subscription fee for unlimited studies.

