



AGENDA
CITY OF CEDAR FALLS, IOWA
PLANNING AND ZONING COMMISSION MEETING
WEDNESDAY, FEBRUARY 09, 2022
5:30 PM AT CEDAR FALLS COMMUNITY CENTER, 528 MAIN STREET

The City is providing in-person and electronic options for this meeting and encourages in-person attendees to follow the latest CDC guidelines to reduce the risk of COVID-19 transmission.

The meeting will be accessible via video conference and the public may access/participate in the meeting in the following ways:

- a) By dialing the phone number +1 312 626 6799 or +1 929 205 6099 or +1 301 715 8592 or +1 346 248 7799 or +1 669 900 6833 or +1 253 215 8782 and when prompted, enter the meeting ID (access code) 886 2008 9534.
- b) iPhone one-tap: +13126266799,,88620089534# or +19292056099,,88620089534#
- c) Join via smartphone or computer using this link: <https://us02web.zoom.us/j/88620089534>.
- d) View the live stream on Channel 15 YouTube using this link: <https://www.youtube.com/channel/UCCzeig5nIS-dIEYisqah1uQ> (view only).
- e) Watch on Cedar Falls Cable Channel 15 (view only).

Call to Order and Roll Call

Approval of Minutes

- 1. Planning and Zoning Commission Regular Meeting Minutes of January 26, 2022

Public Comments

Old Business

- 2. **Zoning Text Amendment – Amend CD-DT to eliminate shared parking requirements (TA22-001)**
Location: Downtown Character District
Petitioner: City Council
Previous discussion: January 26, 2022
P&Z Action: *Hold the public hearing and make a recommendation to City Council*

- 3. **Zoning Text Amendment – Amend CD-DT to increase parking requirements (TA22-001)**
Location: Downtown Character District
Petitioner: City Council
Previous discussion: January 26, 2022
P&Z Action: *Hold the public hearing and make a recommendation to City Council*

New Business

Commission Updates

Adjournment

Reminders:

- * February 23 and March 9 - Planning & Zoning Commission Meetings
- * February 21 and March 7 - City Council Meetings

Cedar Falls Planning and Zoning Commission
Regular Meeting
January 26, 2022
In person and via videoconference
Cedar Falls, Iowa

MINUTES

The Cedar Falls Planning and Zoning Commission met in regular session on January 26, 2022 at 5:30 p.m. at City Hall and via videoconference due to precautions necessary to prevent the spread of the COVID-19 virus. The following Commission members were present: Crisman, Grybovych, Hartley, Holst, Larson (arrived late) Leeper, Lynch, Moser and Saul (via phone). Karen Howard, Community Services Manager was also present.

1.) Chair Leeper noted the Minutes from the December 22, 2021 regular meeting are presented. Ms. Lynch made a motion to approve the Minutes as presented. Mr. Hartley seconded the motion. The motion was approved unanimously with 8 ayes (Crisman, Grybovych, Hartley, Holst, Leeper, Lynch, Moser and Saul), and 0 nays.

2.) The first item of business was a zoning text amendment to amend CD-DT to eliminate shared parking requirements. Chair Leeper introduced the item and Ms. Howard provided background information. She explained that City Council has petitioned the Commission to consider amending the parking requirements in the Downtown Character District by deleting the requirements for shared parking and to increase the minimum parking requirement for multi-unit residential development to one space per bedroom and ensuring that there is at least one parking space per unit. She provided a summary of the Downtown Visioning and Code update project for the new Planning and Zoning Commissioners who were not on the Commission during the public review process for the project. She displayed a rendering of the boundary of the Downtown Character District and discussed the previous zoning within the boundaries. She detailed the extensive public review process that had taken place at the Planning and Zoning Commission before the Commission made their recommendation to the City Council in May of last year. Several work sessions took place regarding the code before seeking Council approval as well as a large amount of time was spent by Ferrell-Madden to study the area and results of public meetings.

Ms. Howard briefly covered the two types of parking in the Central Business District, public and private. She discussed each and explained that the current issue is whether there should be parking requirements on private property in the downtown area. She explained why cities are going away from focusing just on zoning requirements for parking and more toward public shared parking. She spoke regarding short-term and long-term parking, reasons why cities rely on public parking and the unintended consequences of high parking requirements. Ms. Howard discussed the parking study that was done in 2018 and how those results affected the zoning standards proposed in the new zoning code. She explained that the focus at the meeting is on the zoning code, and discussed the previous private parking requirements as well as the new code requirements. She also discussed the definition of shared parking. Staff recommends discussion of Council's request to eliminate shared parking requirements in the zoning Code and to increase the residential parking requirement back to one space per bedroom for new mixed-use and multi-unit buildings. It is recommended to set a public hearing date for February 9.

Mr. Larson made a motion to schedule a public hearing for February 9 for both items on the agenda. Ms. Lynch seconded the motion.

Mr. Holst asked about existing conditions for parking and how this will affect properties that are already established and previous requirements were met. Ms. Howard explained that it would only affect owners who are looking to make a change.

Mr. Larson asked for clarification on what would trigger new development as to when the shared parking requirement would be applicable. Ms. Howard stated that the only shared parking requirement is for new multi-family units, or for new upper floor commercial space that is greater than 5,000 square feet.

Mr. Larson asked how it will be decided what the portion of shared parking should be. Ms. Howard explained how the numbers are figured and how the spaces would be specified as available to the public. It was again clarified that these rules would not apply to existing properties.

Mr. Leeper asked for an example of how parking would be if requirements for one space per bedroom. Ms. Howard gave River Place as an example and presented the results from the parking study, which showed the percentage that was unused.

Ms. Grybovych asked about examples of how this has worked for other cities that have proposed lower parking requirements. Ms. Howard discussed findings from other communities and how they compare to Cedar Falls.

Ms. Crisman asked for clarification on whether private parking was just in lots or if it would include private garages. Ms. Howard stated that it would only apply to new multi-unit or mixed use buildings. Depending on how the parking is provided, it could be inside the building or be in surface lots. The owner would choose the best location for the shared parking spaces and would sign it for the hours it is available to the public.

Mr. Holst stated that he feels that going back to the way things were would cause the situation to digress and not allow for growth. It was recommended that documents and information from the studies, presentations and meetings be forwarded to the newest Commission members to give them some background on the information shared.

The motion was approved unanimously with 9 ayes (Crisman, Grybovych, Hartley, Holst, Larson, Leeper, Lynch, Moser and Saul), and 0 nays.

3.) Mr. Holst spoke on behalf of the nominating committee reporting that the committee would like to nominate Mr. Leeper as the continuing Chair and Mr. Hartley as Vice Chair.

Ms. Lynch made a motion to approve the item. Mr. Larson seconded the motion. The motion was approved unanimously with 9 ayes (Crisman, Grybovych, Hartley, Holst, Larson, Leeper, Lynch, Moser and Saul), and 0 nays.

4.) Ms. Howard updated the Commission that there will be a new meeting location for the foreseeable future. While construction is being done at City Hall, meetings will be held at the Community Center.

As there were no further comments, Ms. Lynch made a motion to adjourn. Mr. Larson seconded the motion. The motion was approved unanimously with 9 ayes (Crisman, Grybovych, Hartley, Holst, Larson, Leeper, Lynch, Moser and Saul), and 0 nays.

The meeting adjourned at 6:30 p.m.

Respectfully submitted,



Karen Howard
Community Services Manager



Joanne Goodrich
Administrative Assistant



DEPARTMENT OF COMMUNITY DEVELOPMENT

City of Cedar Falls
 220 Clay Street
 Cedar Falls, Iowa 50613
 Phone: 319-273-8606
 Fax: 319-273-8610
 www.cedarfalls.com

MEMORANDUM

Planning & Community Services Division

TO: Planning & Zoning Commission

FROM: Karen Howard, AICP, Planning & Community Services Manager

DATE: February 4, 2022

SUBJECT: Petition from City Council to Amend parking requirements in the Downtown Character District (TA22-001)

At their Work Session on Tuesday, January 18th, the City Council directed staff to forward to the Planning and Zoning Commission their request for several amendments to the recently adopted Downtown Character District code.

Background

The Downtown Character District regulations were adopted by City Council on November 1, 2021. These new zoning regulations are intended to implement the *Imagine Downtown! Vision Plan* adopted in November of 2019. The vision plan was the result of public workshops, a week-long community design charrette, and other public outreach events that took place in 2019, where community members, including downtown merchants, property owners, residents, and other stakeholders were invited to share their feedback and ideas for the future of Downtown and surrounding neighborhoods.

The second phase of the project was to draft zoning regulations to encourage future development that is consistent with the adopted Vision. The draft code was presented to the public in February, 2021. The Commission considered the new code at four special work sessions and held 3 public hearings to consider public comments and suggestions for changes to the code. The Commission discussed all proposed changes to the draft and made decisions on each one before forwarding a final draft to the City Council for consideration in May 2021. The Planning & Zoning Commission's recommended draft was reviewed at three City Council Committee of the Whole meetings and two work sessions before a public hearing was scheduled. The draft was debated at three separate readings before being adopted on November 1, 2021.

Council Petition # 1 – Eliminate shared parking requirements

Under the new code, for a new development project that contains apartments or upper floor commercial uses, a certain number of shared parking spaces must be provided. These spaces must be made available for the public to use during at least 12 hours a day. For the remaining hours these spaces may be reserved for the tenants of the building. The property owner has the flexibility to determine the hours when they are available for shared use and can sign them accordingly. For example, the spaces can be reserved for office tenants of the building during the day, but can then be made available to the public after 5:00 PM when the downtown restaurants and bars are at their busiest. Or, vice versa, at the discretion of the property owner, the shared parking spaces may be made available for public use during the day, when the need for parking for the residents is lowest. The shared parking requirement is one

tool that can be used to provide some additional parking spaces for public use to alleviate parking congestion downtown during peak times when the spaces might otherwise be sitting vacant.

However, a number of concerns have been expressed about the shared parking requirements, including concerns about requiring property owners to make their private property available for public use and about how the shared spaces will be managed and monitored over time. A majority of the City Council feel that the potential downsides outweigh the potential benefits of this requirement and request the Commission consider eliminating the shared parking requirements from the zoning code. They note that property owners would still have the option to voluntarily share their parking with the public.

Council Petition # 2 – Increase the amount of parking required for residential uses

Based on the recommendations of the parking study conducted by WGI in late 2018, along with numerous stakeholder interviews during the consultants drafting the Downtown Character District Code (Ferrell Madden), included a reduction in the parking requirements for multi-family residential units from 1 space per bedroom to 0.5 spaces per bedroom (along with 0.25 spaces per bedroom for shared parking).

A majority of the City Council expressed concerns about lowering the parking requirements for residential uses downtown and would like the Commission to consider re-establishing the previous requirement of one parking space per bedroom.

Information Requested by Planning and Zoning Commission at the January 26, 2022 Meeting

Per the Commission's request at the last meeting, a copy of the PowerPoint presentation from the last meeting and a copy of the parking study report from WGI are included in your packet. For the new Commissioners, the Commission requested a copy of the parking section of the Downtown Character District Code. These pages are included in your packet. If you would like to review the entirety of the new code or the adopted *Imagine Downtown Vision Plan*, these documents are both available for viewing or download from the City's website using this link to the Imagine Downtown webpage: <https://www.cedarfalls.com/1614/Imagine-Downtown>

Finally, as mentioned at your last meeting, there were several work sessions and committee meetings at City Council where the new code and the parking requirements in the new code were explained and discussed. The dates of those meetings are listed below. Videos of all of these meetings are available for viewing and can be accessed by clicking on the appropriate link for the meeting on this webpage: <https://www.cedarfalls.com/852/Public-Meeting-Agendas-With-Video>

- May 17, 2021, Committee of the Whole - Presentation of P&Z's recommended draft of the Downtown Character District Code
- June 7, 2021, Council Work Session on P&Z's recommended draft
- June 21, 2021, Council Work Session focused on the parking requirements in the code
- August 2, 2021, Committee of the Whole – Discussion of parking requirements, with a particular focus on shared parking
- September 7, Public Hearing
- October 4, 2021, Committee of the Whole – Discussion of parking requirements

RECOMMENDATION: Staff recommends that the Commission hold a public hearing for these petitions from the City Council and consider making a recommendation for each of the following requests:

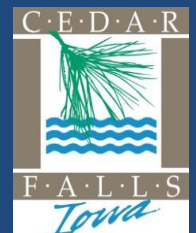
1. Eliminate all shared parking requirements within City Code Section 26-196. Character District Parking, including all references to locational standards and time of day standards for shared parking.

2. Within City Code Section 26-196. Character District Parking, increase the parking requirements for residential uses in mixed-use or multi-unit buildings to 1 space per bedroom.

Note: By separate motion, the Commission may also discuss and vote to forward any alternative proposals for changes to the parking requirements in the Downtown Character District Code to the City Council for their consideration.

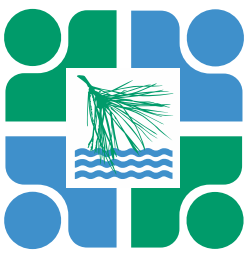
Planning & Zoning Commission

January 26, 2022



Focus of Tonight's Discussion

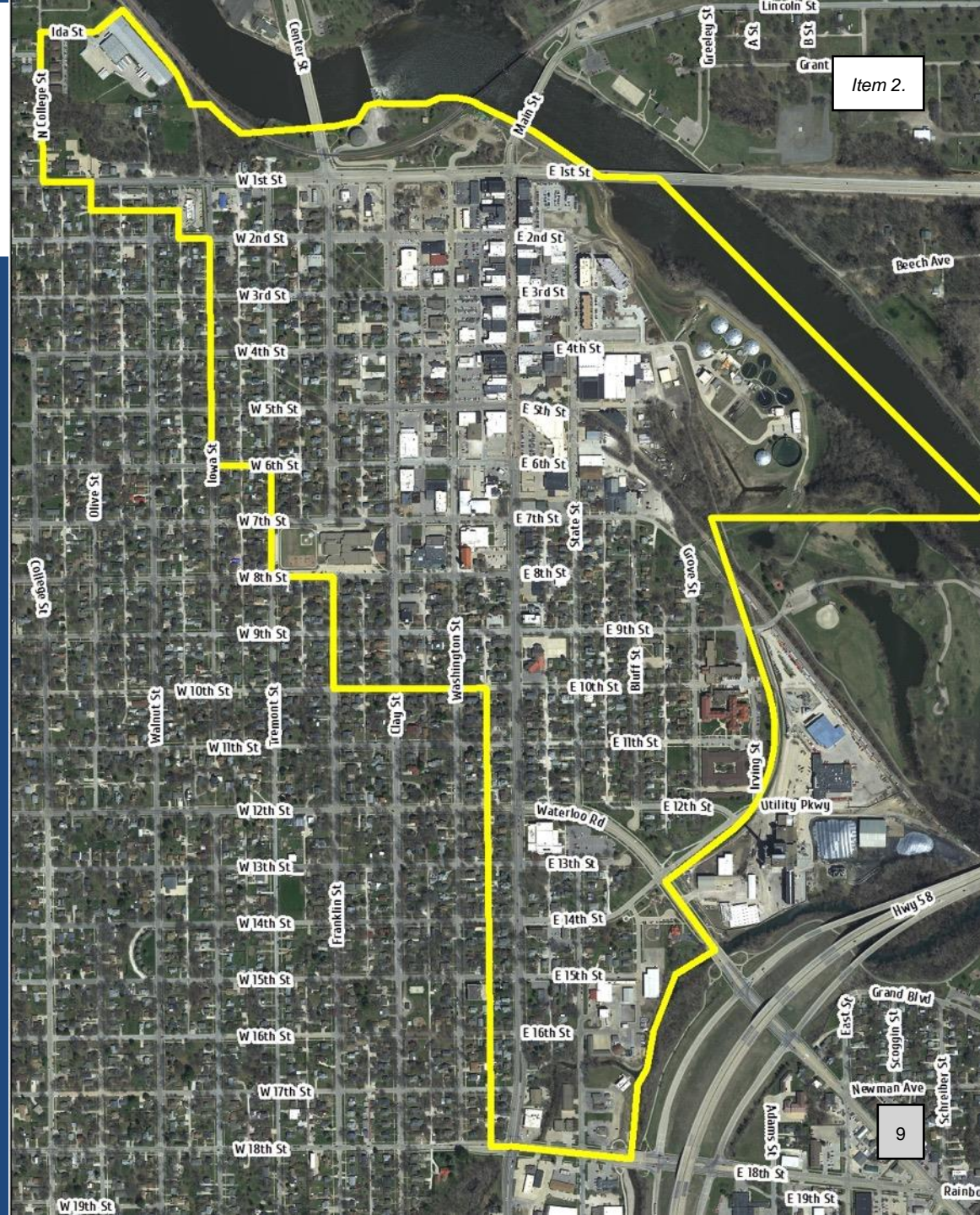
- Petition from the City Council to amend the parking requirements in the Downtown Character District
 1. Delete the requirements for shared parking
 2. Increase the minimum parking requirement for residential development to 1 space per bedroom.
 3. Ensure there is at least one parking space per unit.



OUR CEDAR FALLS

Downtown
Imagine the possibilities!

Downtown Character District



Downtown Character District

Public Review Process

Internal Review

- Imagine Downtown Vision Plan Adopted by Council – November, 2019
- Draft Code prepared by Ferrell-Madden and Community ReCode
- Internal Staff Review

Preparing for the Review and Adoption Process

- P&Z Work Session: Overview of Review and Adoption Process (November, 2020)
- Community Main Street Board – Overview of Review Process (December, 2020)
- Council Work Session: Overview of Review Process (January, 2020)

P&Z Public Review Period: February 17 – May 12, 2021

- **Feb 17: Special P&Z Meeting - Presentation of the Public Review Draft**
- Public Review Draft available on OurCedarFalls.com – promoted widely on social media, mailers, TV news features
- Three Work Sessions offered to Development Professionals (March, 2021)
- Work Session with Community Main Street (March)
- P&Z Work Sessions (Feb 24, March 3, March 10, March 17)
- P&Z Formal Public Meetings and consideration of amendments
 - March 24, April 14 & April 28
- P&Z recommendation to Council (May 12)

Downtown Character District

Public Review Process

Council Public Review Period : May 17 – November 1, 2021

- May 17 - P&Z Recommended Draft presented to Council
- June 7 - Work Session – Review of Decision Matrix and questions from Council
- June 21 - Work Session focused on proposed parking requirements
- August 2 – Committee of the Whole (COW) Meeting focusing on shared parking
- September 7 – Public hearing and first vote on new ordinance and on rezoning of all property within the study area to CD-DT
- October 4 – COW Meeting – More discussion of parking
- October 18 – Second vote on ordinance and rezoning
- November 1 – Final vote and adoption of Downtown Character District code and rezoning of property

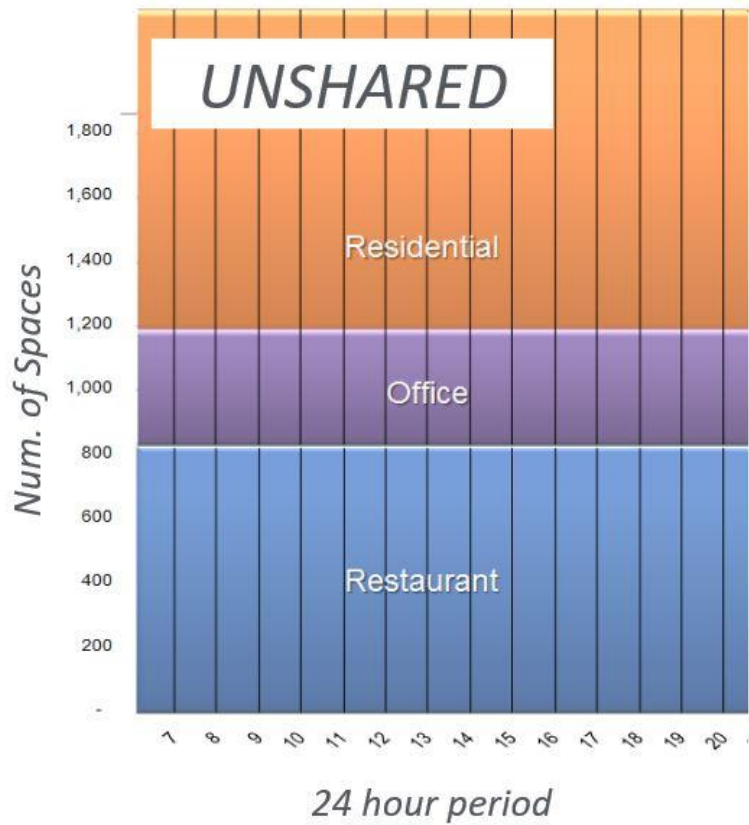
Re-Cap of Parking Policies and Regulations in Downtown

Public Parking vs. Private Parking

Two types of parking in a central business district

1. Public parking: located on public property
 - on-street spaces, public lots, public parking ramps
 - Most efficient because it can be shared by all and use fluctuates as demand changes over the course of the day.
 - Therefore less parking is needed to serve the needs of all users.
2. Private parking: located on private property
 - Property owner decides how much parking is needed to make their development/business successful
 - Cities sometimes also dictate in the zoning ordinance a minimum parking requirement for certain land uses
 - Is not generally shared with others, so sits vacant when the business is not open

SHARED PARKING



VS

SHARED



Short term vs. long term parking

- **Short-term parking needs**

- Customer parking for businesses
- Best satisfied through public parking to meet the parking demand for different uses throughout the day.
- For quick trips, on-street parking is most convenient
- For longer shopping/dining trips, public lots and parking ramps
- Same parking can be used for daytime customers and for evening customers

- **Long-term parking needs**

- Employees / owners of businesses
- Downtown residents
- Best satisfied through parking permits in public lots/ramps or on-site parking

Why cities rely on public parking rather than private parking

Downtowns are different

- Walkable main street character
- Multiple activities in one trip – park once and walk.
- Unique shops and restaurants
- Special events
- Urban living



Unintended Consequences of high parking requirements

- Stunts growth Downtown; shifts development to outlying areas where land is less costly
- Cost of parking is passed down to businesses, customers, and residents = increased commercial lease rates and higher residential rents
- Un-used parking generates no revenue and no tax base

Donald Shoup, *Parking and the City*, estimates that parking requirements increase the rent households pay for their apartments by 13 percent

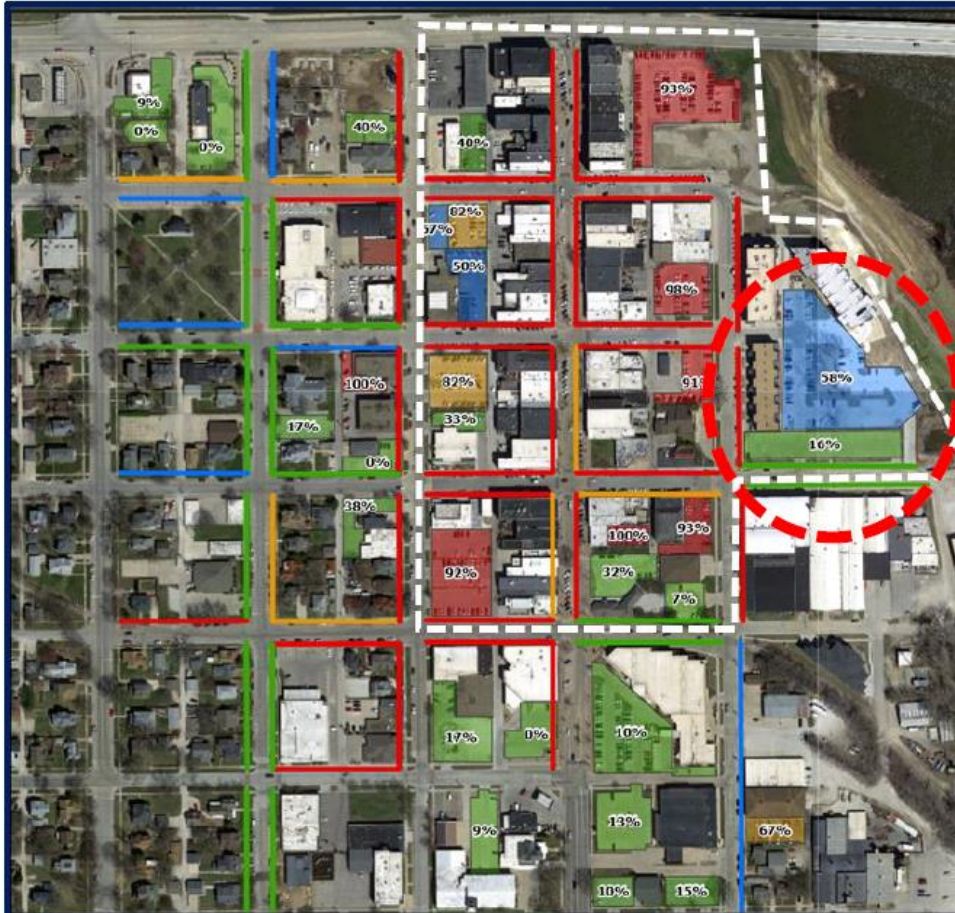


The High Cost of Free Parking

DONALD SHOUP

Parking Study – Fall of 2018

Observed Parking Occupancies, Friday Evening 7:00pm On-Street and Off-street Public Parking at Maximum Occupancy



PARKING OCCUPANCY COUNTS

FRIDAY, OCTOBER 26 – 7PM

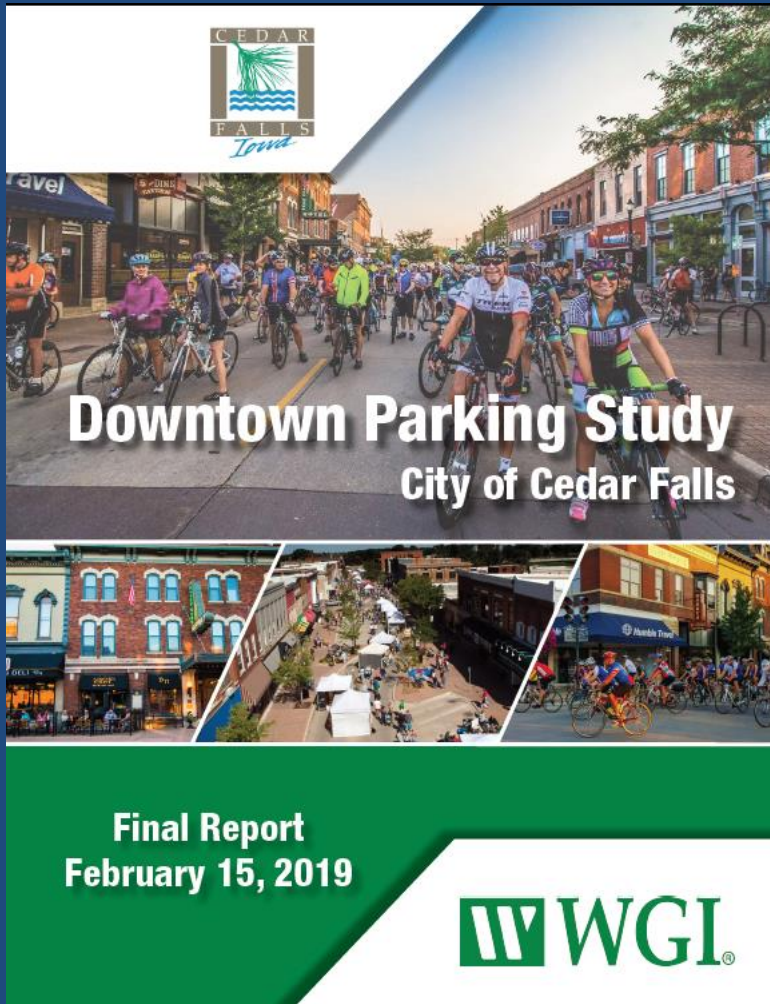
On-Street Occupancy = 90%

Public Surface Lots = 89%

Private Surface Lots = 52%
(172 open spaces)

Off-Street	On-Street
Green	Less than 40%
Blue	41% to 60%
Yellow	61% to 85%
Red	Greater than 86%





The underutilization of private of street parking in the evenings after 5:00pm has been documented in every data collection count that was conducted.

This condition underscores the fact that parking exempt districts are good public policy for downtown urban centers, and that requiring individual land uses to create their own on-site parking is bad public policy.

When individual land uses are required to create their own on-site parking based on antiquated parking ratios, the typical result is an oversupply of private parking that is not shared with other land uses.

Parking Study

- Multi-pronged approach to downtown parking
 - Improve management of public parking (on-street and in City lots)
 - Unlock existing under-utilized private parking lots during peak evening hours. Example: public-private agreement with Viking Pump. Private-private agreements also possible. Negotiated. Voluntary.
 - Right-size parking requirements in the zoning code. (Requiring too much private, off-street parking just perpetuates under-utilized private parking lots and wastes valuable downtown real estate).
 - Plan for additional public parking to support growth.

Focus tonight is on the zoning code

Council has requested that P&Z consider:

- eliminating the shared parking requirements in the new code
 - They have heard concerns about requiring private property owners to share their parking with the public.
 - Some believe that any sharing should be voluntary, not required.
- Increasing the parking requirements back to 1 space per bedroom.
- If P&Z does not recommend increasing the parking requirements, then ensure that there is at least one parking space per unit

Previous Private Parking Requirements:

CBD Overlay Parking:

- No parking required for commercial uses
- Residential Uses: as approved by P&Z and Council.
- In practice: 1 space per bedroom. On-street parking counted toward visitor parking requirement.

Dwellings – Outside the CBD:

- Owner-occupied, single-unit – 2 spaces per unit.
- Renter-occupied, single-unit – 2 per unit + 1 space for each bedroom in excess of 2 bedrooms.
- 2 or more units – 2 spaces per unit + 1 space for each bedroom in each unit in excess of 2 bedrooms.
- Visitor Parking: 1 additional space for every 5 units.

Private Parking Requirements: New Code

Item 2.

New Development in General Urban, General Urban 2, and Storefront Frontages:

No Minimum Parking Requirement for the following:

- Existing Parkade buildings (fronting Main Street between 1st Street and 6th Street) regardless of use; (allows for adaptive re-use)
- Ground floor commercial space; (No change from existing)
- The re-use or renovation of an existing structure, in which there is no gross floor area expansion and the use is non-residential. (keeps existing properties the same as current regulations).
- Note: Council has not suggested any changes to these exemptions

Private Parking Requirements: Residential

Item 2.

New Development in General Urban, General Urban 2, and Storefront Frontages:

- Residential in mixed-use or multi-unit buildings
 - ✓ .50/bedroom
 - ✓ .25 space/bedroom must be made available for public parking for at least 12 hours per day (i.e. shared parking)
- Residential in single-unit, 2-unit (duplex), or rowhouse
 - ✓ 1 per unit (owner-occupied)
 - ✓ 1 per unit + 1 per bedroom for each bedroom beyond 2
 - ✓ No shared parking required

New Development in General Urban, General Urban 2, and Storefront Frontages:

- Shared Parking for Commercial uses on upper floors
 - ✓ Uses with less than 5000 sf – No parking required
 - ✓ Uses with 5000+ sf - 1.25 spaces/1000 sf (must be made available for public parking for at least 12 hours per day (i.e. shared parking))

To provide more flexibility, particularly for small sites:

- On-street parking abutting the lot may count toward shared parking requirement
- Shared parking may also be located on a separate lot within 600 feet, subject to an easement agreement

Private Parking Requirements: New Code

Item 2.

New Development in Neighborhood Frontages

Minimum Reserved Parking

- Residential in multi-unit buildings
 - ✓ .75/bedroom
- Residential in single-unit, 2-unit, rowhouse, or cottage court
 - ✓ 1 per unit (owner-occupied)
 - ✓ 1 per unit + 1 per bedroom for each bedroom beyond 2
- 1 per 300sf for non-residential uses

Minimum Shared Parking

- Residential in multi-unit buildings
 - ✓ .25/bedroom

What is shared parking?

Item 2.

- Automobile parking that is accessible to the public at least 12 hours/day and designated by appropriate signage and markings; on-site or within 600-ft walking distance
- The shared parking requirement would not obligate owners to “give up” any percentage of their parking; the goal is to maximize the usage of any new parking by making a small percentage of it available for some portion of the day, most typically when it is not needed by property owners, their tenants, or employees.

What is shared parking?

Item 2.

- Automobile parking that is accessible to the public at least 12 hours/day and designated by appropriate signage and markings; on-site or within 600-ft walking distance
- The shared parking requirement would not obligate owners to “give up” any percentage of their parking; the goal is to maximize the usage of any new parking by making a small percentage of it available for some portion of the day, most typically when it is not needed by property owners, their tenants, or employees.

What is shared parking?

For example:

- Parking for an office might be fully used from 8 AM to 6 PM, on Monday to Friday, but would sit empty on most evenings and weekends.
- The goal is to make some portion of that parking available to other users during those night and weekend hours.
- Similarly, the parking for an apartment or condominium building may be occupied by residents most evenings and weekends, but sit primarily empty during weekdays.
- A portion of that parking would be made available during those hours.
- In either scenario, the owners can maintain a percentage of their parking as “reserved” at all times.

Things to Keep in Mind:

- Parking requirements proposed in the Downtown Zoning Code are for new development.
- No change is required for existing development
- Existing properties do not have to share their parking
- City-owned, public parking lots are not affected by the new code. There is separate effort to increase the amount of public parking downtown, e.g. building a parking ramp
- Shared parking requirements will add to the available parking during peak times.
- Some have expressed a concern about requiring private property owners to share their parking with the public. They note that it can still be voluntarily shared.
- Developers/property owners of new development do not have to “give up” their property for shared parking – it only has to be made available when they are not using it.
- Parking requirements in the Code are minimums. Developers/property owners are free to provide more parking to meet the market demand for their development.

Staff Recommendation

- Discuss Council's request to eliminate the shared parking requirements in the zoning code. Set a public hearing date for February 9th.
- Discuss Council's request to increase the residential parking requirement back to one space per bedroom for new mixed-use and multi-unit buildings. Set a public hearing date for February 9th.

Downtown Study Area Existing Zoning

Commercial

- C-1, C-2, C-3

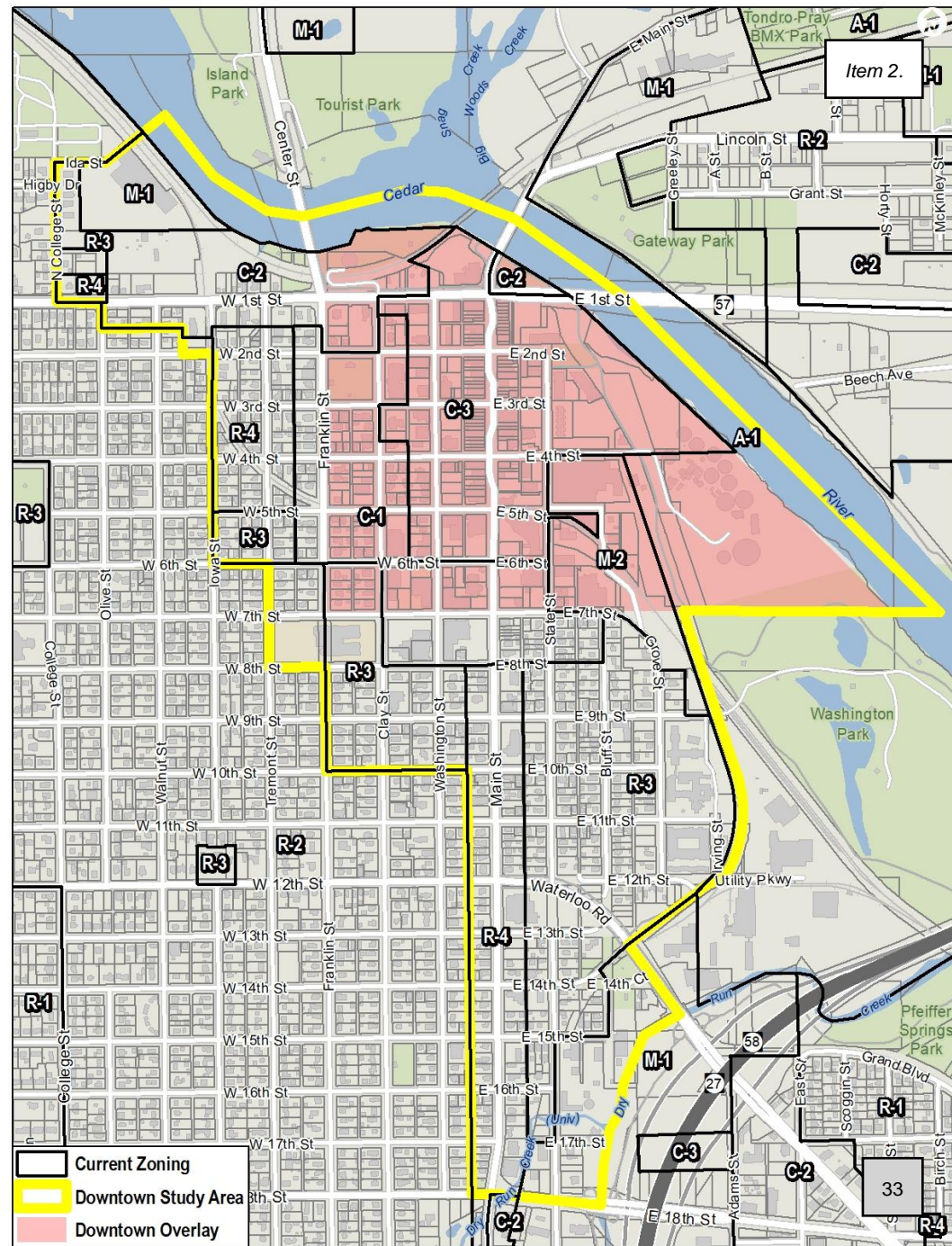
Industrial

- M1, M2

Residential

- R-2, R-3, R-4

CBD - Central Business District Overlay



26-196. Character District Parking and Loading

A. Intent

1. Promote a “park once” environment within each Character District that will enable people to conveniently park and access a variety of commercial, residential, and civic enterprises in pedestrian friendly environments by encouraging SHARED PARKING.
2. Reduce fragmented, uncoordinated, inefficient, reserved single-purpose parking.
3. Avoid adverse parking impacts on neighborhoods adjacent to Character District mixed-use areas.
4. Utilize on-street parking.
5. Provide flexibility for redevelopment of small sites and for the preservation or reuse of historic buildings.
6. Increase visibility and accessibility of publicly available parking.
7. Support and encourage a multi-modal, bicycle and pedestrian-friendly environment.

B. Other Applicable Regulations

Pervious surfaces approved by the City Engineer are encouraged for surface parking lots.

C. General Urban, General Urban 2, and Storefront Frontages – Minimum Parking Requirements

1. Existing buildings fronting Main Street between 1st Street and 6th Street at the time of the Downtown Character District adoption are exempt from these minimum parking requirements, regardless of use.
2. There is no minimum parking requirement for:
 - a. ground floor commercial space;
 - b. the re-use or renovation of an existing structure, in addition to those on Main Street identified in Item C. 1. above, in which there is no gross floor area expansion and the use [is/remains] non-residential.
3. Minimum Reserved Parking
Reserved parking includes all parking that is not SHARED PARKING.
 - a. Commercial/civic uses: There is no minimum requirement for reserved parking.
 - b. Residential uses in mixed-use or multi-unit buildings—minimum reserved parking spaces per dwelling unit:

(i) Efficiency/1-bedroom	0.5 spaces/unit
(ii) 2 or more bedroom units	additional .5 spaces per bedroom

Note: In calculating the total number of minimum reserved spaces per building, any partial spaces .5 or above are rounded to the next whole number.
 - c. Residential uses in single-unit attached and detached, multi-unit ROWHOUSE, and two-unit configurations—minimum reserved parking spaces per dwelling unit:

(i) Owner-occupied	1 space/unit
(ii) Renter-occupied	1 space/unit + one space/per bedroom for each bedroom above 2
4. Minimum SHARED PARKING:
 - a. Commercial UPPER STORIES
 - (i) Under 5,000 square feet non-residential Gross Floor Area (GFA) has no minimum SHARED PARKING requirements.
 - (ii) 5,000 square feet or greater, non-residential GFA shall provide a minimum of 1.25 spaces per 1,000 square feet as SHARED PARKING.
 - b. Residential uses—dwellings in mixed-use or multi-unit buildings

Character District Sections: 26-191 to 26-197

- 191. Introduction & Definitions
- 192. Regulating Plans
- 193. Building Form Standards
- 194. Architectural Standards
- 195. Public Realm Standards
- 196. Parking & Loading**
- 197. Building Functions

A minimum of .25 parking space per bedroom shall be provided as SHARED PARKING.

- c. SHARED PARKING shall be accessible to the public and designated by appropriate signage and markings as determined by the Zoning Administrator in consultation with the ZRC.

5. Achieving parking requirements:

- a. Parking shall be located and configured in compliance with the PARKING SETBACK LINE or other regulations for the site on which it is located, as indicated on the applicable Character District REGULATING PLAN and/or BUILDING FORM STANDARD. (See Section 26-193.)
- b. Required reserved parking spaces for General Urban, General Urban 2, and Storefront frontages shall only be permitted on-site or as an accessory use on an adjacent parcel or a parcel directly across an ALLEY from the development it is serving, if that parcel is also designated as a General Urban, General Urban 2, or Storefront frontage. Such reserved parking shall be subject to a long-term agreement acceptable to the City. Any such off-site surface spaces shall be located and configured as per Item a. above.
- c. Minimum SHARED PARKING requirements may be met either on-site or within a 600-foot walking distance of the development.
- d. Any time or hour of the day restrictions on SHARED PARKING shall be subject to approval by the Zoning Administrator in consultation with the ZRC. The Administrator may give approval based on a finding that:
- (i) the parking is visibly designated and accessible to the public;
 - (ii) at least 12 hours of public parking are provided in any 24-hour period; and
 - (iii) that at least 8 of those hours are provided during either business or nighttime hours depending on whether the Administrator determines that the primary use will be for COMMERCIAL or RESIDENTIAL uses.

6. Bicycle Parking:

- a. For COMMERCIAL, the developer must provide 1 employee bicycle parking rack (2-bike capacity) per 5,000 square feet of commercial floor area and 1 visitor/customer bicycle parking rack (2-bike capacity) per 10,000 square feet of commercial floor area. The employee and visitor racks may be co-located.
- b. For RESIDENTIAL, the developer must provide 1 tenant bicycle parking rack (2-bike capacity) per 5 units and 1 visitor bicycle parking rack (2-bike capacity) per 10 units. Projects under 5 units shall have no requirement. Required minimum tenant parking may be located within the building (but not within individual units) or in an otherwise secure location on-site.
- c. Bicycle parking facilities shall be visible to, or clearly identified for, intended users. The bicycle parking facilities shall not encroach on the CLEAR WALKWAY nor shall they encroach on any required fire egress.
- d. Bicycle parking spaces within the public right-of-way (typically along the street tree alignment line) may be counted toward the minimum visitor bicycle parking requirement. (For areas with constrained STREET-SPACE, an optional approach is to consolidate public bicycle parking in a single dedicated on-street parking space per BLOCK FACE. See Figure 26-196. A.)

7. Permissive parking and loading facilities. Nothing in this ordinance shall be deemed to prevent the voluntary



Figure 26-196. A. Consolidated public bicycle parking

establishment of off-street parking or loading facilities to serve any existing use of land or buildings, in accordance with all regulations herein governing the location, design, and operation of such facilities.

D. Neighborhood Frontages – Minimum Parking Requirements

1. Minimum Reserved Parking:

Reserved parking includes all parking that is not SHARED PARKING.

a. Minimum reserved parking spaces for multi-unit residential buildings:

- (i) Efficiency/1-bedroom units 0.75 spaces/unit
- (ii) 2 or more bedroom units additional .75 spaces per bedroom

Note: In calculating the total number of minimum reserved spaces per building, any partial spaces .5 or above are rounded to the next whole number.

b. Minimum reserved parking spaces per dwelling unit in single-unit attached and detached, multi-unit ROWHOUSE, two-unit, and COTTAGE COURT configurations:

- (i) Owner-occupied 1 space/unit
- (ii) Renter-occupied 1 space/unit + one space/per bedroom for each bedroom above 2

c. Minimum reserved parking spaces for non-residential uses is 1 space per 300 square feet.

2. Minimum SHARED PARKING for multi-unit residential buildings is .25 per unit.

3. Off-site parking is not permitted for any required reserved parking in Neighborhood frontages.

E. Special Parking Standards

1. On-Street Parking in all Character Districts

- a. A parking space located on a public street may be included in the calculation of SHARED PARKING requirements if it is adjacent to the building site (where more than 50% of the space is located within the street fronting the development parcel).
- b. Each on-street parking space may only be counted once.

F. Parking Lot Plantings for New Development

1. For any surface parking lot not separated from the STREET-SPACE by a building, the space between the REQUIRED BUILDING LINE and the PARKING SETBACK LINE shall be planted with canopy shade trees from the Tree Lists in *Section 26-195. Public Realm Standards*. Trees shall be planted at an average distance not to exceed 30 feet on center and aligned parallel 3 to 7 feet behind the REQUIRED BUILDING LINE/STREET WALL.
2. The edge of any General Urban or Storefront frontage surface parking lot adjacent to a Neighborhood frontage lot shall be screened according to the standards in *Section 26-193.1.F. Neighborhood Manners*.

G. Loading Facilities

1. No loading facilities are required.
2. Where loading facilities are provided, they shall be located to, and accessed from, the rear and/or ALLEY side of buildings.



Downtown Parking Study

City of Cedar Falls



Final Report
February 15, 2019



TABLE OF CONTENTS



EXECUTIVE SUMMARY

I. INTRODUCTION & METHODOLOGY

II. SUMMARY OF PUBLIC OUTREACH

- Stakeholder Interviews
- Online Survey Results

III. EXISTING CONDITIONS ANALYSIS

- Parking Inventory
- Parking Occupancy & Utilization
- Special Event Observations
- Revenue & Expense Analysis
- Parking Enforcement Program
- Current Policies and Regulations

IV. PARKING IMPACT ANALYSES

- Hampton Hotel Project
- 200 West 1st Street
- River Place Analysis

V. COMPARABLE CITIES ANALYSIS

VI. FINDINGS AND RECOMMENDATIONS

VII. IMPLEMENTATION PLAN PHASING

APPENDIX A – Summary of Online Survey Results

APPENDIX B – Parking Inventory Maps

APPENDIX C – Shared Demand Models

EXECUTIVE SUMMARY

One of the restaurant owners we interviewed made the statement: *“some level of a parking problem is actually a good thing”*. While not intending to be too tongue in cheek, we agree with this statement. It is certainly better to have some level of a “parking problem” than the alternative of having oceans of non-tax producing, half vacant surface parking lots that drain energy from downtown. Cedar Falls has done a great job of protecting its historic Main Street over the years and in attracting high quality urban development more recently. The level of new residential development in particular is attracting a demographic that is breathing new 24/7 life into downtown.

As positive as these recent developments are for the tax base and the overall energy of downtown, these recent developments have also raised concerns by downtown businesses, employees and stakeholders about the impact on parking. The misperception that these projects were allowed to proceed “without any parking” is simply not true. The Hampton Inn, River Place and 200 West 1st Street projects were all required to provide parking for residential uses at ratios that are actually more stringent than recommended parking ratios published by the Institute of Transportation Engineers (ITE) and the Urban Land Institute (ULI).

It is true that the projects were not required to provide parking for commercial land uses in mixed-use projects located in the C-3 zoning district. Parking exempt policies in downtown urban districts are good policies because they encourage density that increases the City’s tax base. Parking exempt policies also help to protect historic buildings from demolition, prevent sprawl, and encourage walkability. Requiring each land use to create its own on-site parking is bad urban policy because it results in inefficient auto-dominated sprawl. Minimum parking requirements are also wasteful because they discourage shared parking opportunities.

While we can build a strong argument that parking exempt districts are good urban policy, it must be acknowledged that this policy in turn makes it incumbent on the City to ensure that sufficient public parking infrastructure is in place to support both existing businesses and new development. It also places responsibility on the City to develop additional public parking capacity, when needed, in a planned and logical manner that best serves all of downtown. With all the recent development activity downtown, the reality is that the City is relying on the same amount of public parking infrastructure that has been in place for decades.

The results of our field observations and parking utilization data collection indicate that public parking assets are sufficient during normal weekday activity, but that public parking facilities are operating at or above capacity during the busiest dining periods, particularly weekend evenings. However, we also observed large areas of private surface parking that is well located to serve Main Street, but which remains unused because signs threaten towing. Whether these private businesses actually tow or not is irrelevant – the signs clearly send the message that if you park here, you could get towed.

Considering the increased pressure and activity from recent developments, the proper management of existing public parking assets is vital to a healthy, well-functioning downtown. Proper management of street parking is especially important because it represents the largest amount of public parking available in the downtown district, and it is the most preferred parking for visitors and customers (and, unfortunately employees). One of the greatest challenges for a downtown like Cedar Falls is how to effectively manage employee parking while also ensuring that sufficient parking remains available for customers and bar/restaurant patrons.

If structured parking is needed (which we believe will be needed if the current pace of development continues), the City should not build a stand-alone public parking structure. Instead, we believe a better and more sustainable solution will be for the City to work with future developers in creating Public/Private Partnerships (P3) to create additional parking that is open to the public on a project-by-project basis. This approach will provide the long-term benefit of ensuring that adequate parking infrastructure and capacity will follow development as it occurs, but in a shared and efficient manner. In building or financing structured parking, the public needs to understand that parking fees and rates charged will never be sufficient to cover debt service, and that other forms of financing will be needed in the form of Tax Increment Financing (TIF), an increase in the SSMID or other sources of public financing.

As we discovered in our comparable city analysis, downtown Cedar Falls is unique in that we were not able to identify any other downtown quite like it in Iowa. Considering this, our recommendations are specific to the conditions we observed in Cedar Falls and we believe they will result in positive outcomes. Moving forward, we believe the recommendations contained in our final report document will improve conditions in the short and mid-term until additional parking capacity can be developed. However, our short-term solutions cannot happen without the cooperation of private sector businesses and property owners who own and control private parking facilities.

Cedar Falls is a high quality of life community with a beautiful and successful downtown. It is apparent that downtown has benefitted by having good leadership and a high level of cooperation over the years between the City and Community Main Street. We hope and trust that this high level of cooperation continues as the City and CMS work together to transform the downtown parking program into a model program that is balanced and which offers choices and options for downtown patrons, employees and residents.



SECTION I – INTRODUCTION & METHODOLOGY

Downtown Cedar Falls has experienced a level of revitalization activity in recent years that is quite remarkable for a city of its size. While most would agree that some level of a “parking problem” is actually a good thing for downtown, the amount and location of recent development projects have caused concerns from downtown stakeholders that there may be a lack of parking to support continued growth and development. In response to concerns raised by downtown businesses and property owners, the City of Cedar Falls conducted a Request for Proposals (RFP) in the fall of 2018 to solicit proposals from qualified consulting firms to conduct a comprehensive parking study for the downtown area. As a result of this RFP process, Wantman Group, Inc. (WGI) was selected to perform the requested consulting services.

Our work effort included significant stakeholder outreach in the form of an online survey, interviews with downtown business and property owners, and two public workshops. Our data collection efforts included electronic Geographic Information System (GIS) mapping to inventory all parking in the study area; to include on-street and off-street, and both public and private parking facilities. Once the parking inventory was mapped and documented, WGI technicians conducted field observations to document parking occupancies on multiple data collection days. Our data collection included typical weekday counts; lunchtime counts; weekend/evening counts, and specific field observations for the “Jingle and Mingle on Main” special event on December 6, 2018.

Other areas of focus for the parking study included a parking system revenue and expense financial analysis; a review of parking policies and regulations; a review of the parking enforcement program and technologies used; a comparable cities analysis; and parking impact analyses for the Hampton Inn project, the 200 West 1st development, and the River Place development at full buildout. The results of our analysis and public outreach efforts and a summary of our findings and recommendations are included in this final report document.

Downtown Parking Study Area



SECTION II – SUMMARY OF PUBLIC OUTREACH

Stakeholder Interviews/Public Workshops

As we stressed in our initial RFP submittal, **WGI** believes strongly in meaningful Stakeholder outreach and public involvement for a downtown parking study of this nature. This high level of public outreach helps to ensure that the recommended solutions that are developed as part of the analysis receive buy-in from the community in general; and from downtown businesses, property owners, employees and visitors more specifically.

We used a number of methods to engage downtown stakeholders and the public, which included small group round-table discussions, one-on-one interviews, an online survey, and two public workshops. Both of the public workshops were well attended. The first public workshop was held on December 5, 2018 and it focused primarily on the results of the online parking survey (the survey results are summarized below). The second public workshop was held on January 15, 2019 and it focused on the primary findings and recommendations of our analysis.

A recap of the primary issues that came up during our stakeholder interview sessions is summarized below:

Restaurants Interviewed

Pump Haus; Barmuda; Wilbo's; Montage.

- All restaurant owners said they tell employees not to park on-street close to the businesses where they work, but they also admit there is no way to ensure that employees are parking farther out.
- Restaurant owners on Main Street indicated that, when any one restaurant has a special event or promotional event or party, all other restaurants are negatively impacted due to the lack of parking.
- Concerns were raised about the Wells Fargo development project and the fact that it will take away free, unrestricted parking that is currently being used by employees.
- One established restaurant owner said that 2016 was their best year; but that 2017/2018 business is down; and he attributed the drop to new restaurants opening in the past two years.
- None of the owners interviewed were opposed to the concept of paid parking/street meters if paid parking would help to better manage downtown public parking.

- Dimly lit side streets and late-night security concerns were mentioned by bar and restaurant owners as a reason employees do not feel comfortable walking farther than one block.

Daytime/Retail Businesses Interviewed

Cup of Joe; Vintage Iron; CFCCU; Scratch Cupcakery; Bike Tech.

- One of the retailers made the statement that the City's parking codes "favor new development over existing buildings".
- Many owners said they miss the "gravel lot" that previously allowed free, unrestricted 24/7 parking east of the former Lot D that was displaced by the River Place development.
- One retailer mentioned the need for more "grab and go" short-term parking spaces for customers who are only trying to pick up or drop off items (this was also mentioned by a restaurant owner for take-out food orders).
- One long-time downtown retailer believes the entire downtown "renaissance" occurred as a result of parking meters being removed from downtown in 2001.
- CFCCU allows open parking after 5:00pm, but they discussed problems with non-CFCCU customers parking at the bank during banking hours, particularly at lunchtime.

Developers/Property Owners Interviewed

Dahlstrom; Eagle View Partners; Bill Bradford; Bob Smith.

- All developers made it clear that the City required each of the recent development projects to create on-site parking, but the downtown community doesn't seem to acknowledge this fact.
- There was a general consensus that there is not a real "parking problem", just a perception problem.
- Everyone interviewed felt that the real problem is restaurant and bar employees parking close in at prime on-street areas, requiring customers to walk farther.
- There was a consensus that office and other non-restaurant/retail daytime employment businesses are not considering downtown as a location because of the perceived parking shortage.
- Quoting one developer verbatim: "In downtown Cedar Falls you can park free all day, you just have to walk two blocks".

Summary of Online Survey Results

The results of the online parking survey were impressive in terms of participation rate, and very informative in terms of fleshing out perceptions and attitudes of the community regarding the current parking situation downtown. The survey was open for four weeks, from October 29, 2018 to November 18, 2019. A total of 2,678 completed surveys responses were received, which is a tremendous response rate for a city the size of Cedar Falls. Of the total responses, the following breakdown shows the number of completed responses by user group:

<u>Response Category</u>	<u>Raw Number</u>	<u>Percent of Total Responses</u>
Customer	2,162	81%
Employee	253	9.5%
Business/Property Owner	91	3%
Live Downtown	66	2.5%
Other	106	4%

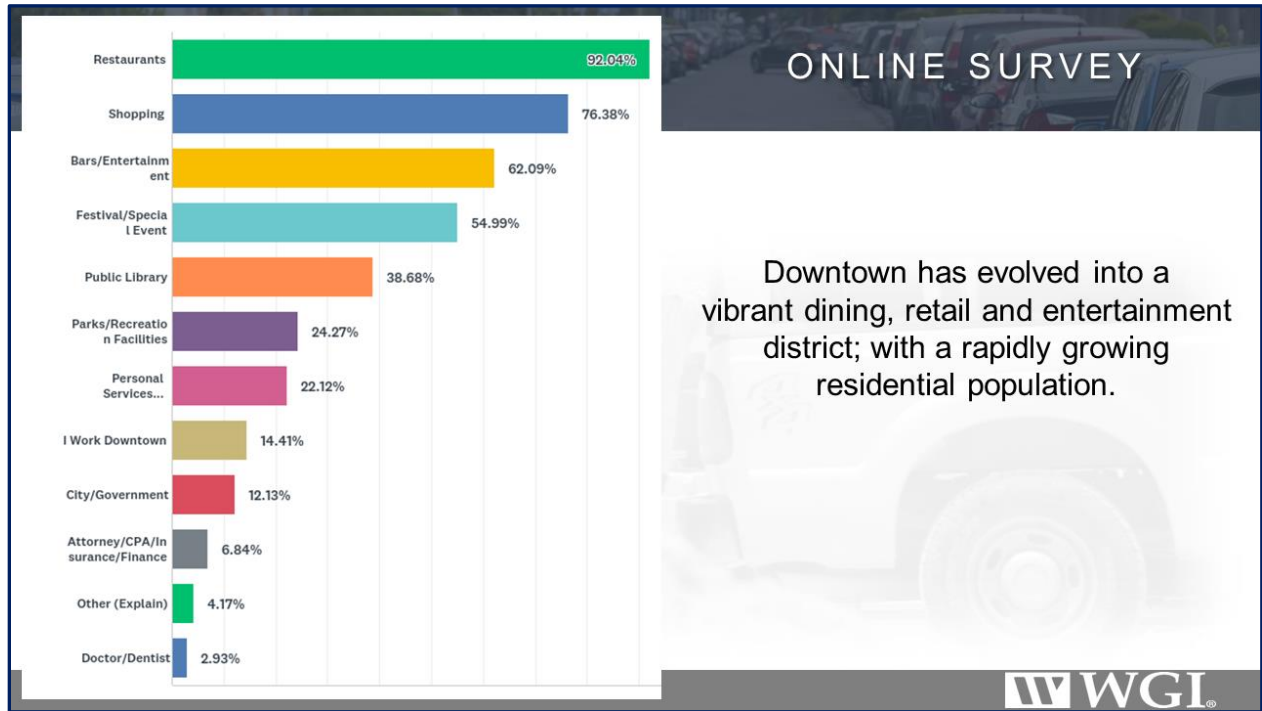
As demonstrated above, the overwhelming number of survey respondents identified themselves as "Customer/Visitor". The majority of "Other" responses identified themselves as both "Live and work downtown"; or indicated that they work downtown but are also customers.

Survey results show that people are passionate about downtown and want to see it prosper; but there is also concern about the level of new apartment developments and the impact on existing businesses. The majority of respondents indicated a willingness to walk "One to Two" blocks from their parking spot to their destination. Customers indicate a greater willingness to walk farther from their parking spot than employees or owners. Customers also indicate that two hours is not long enough for a typical visit to downtown.

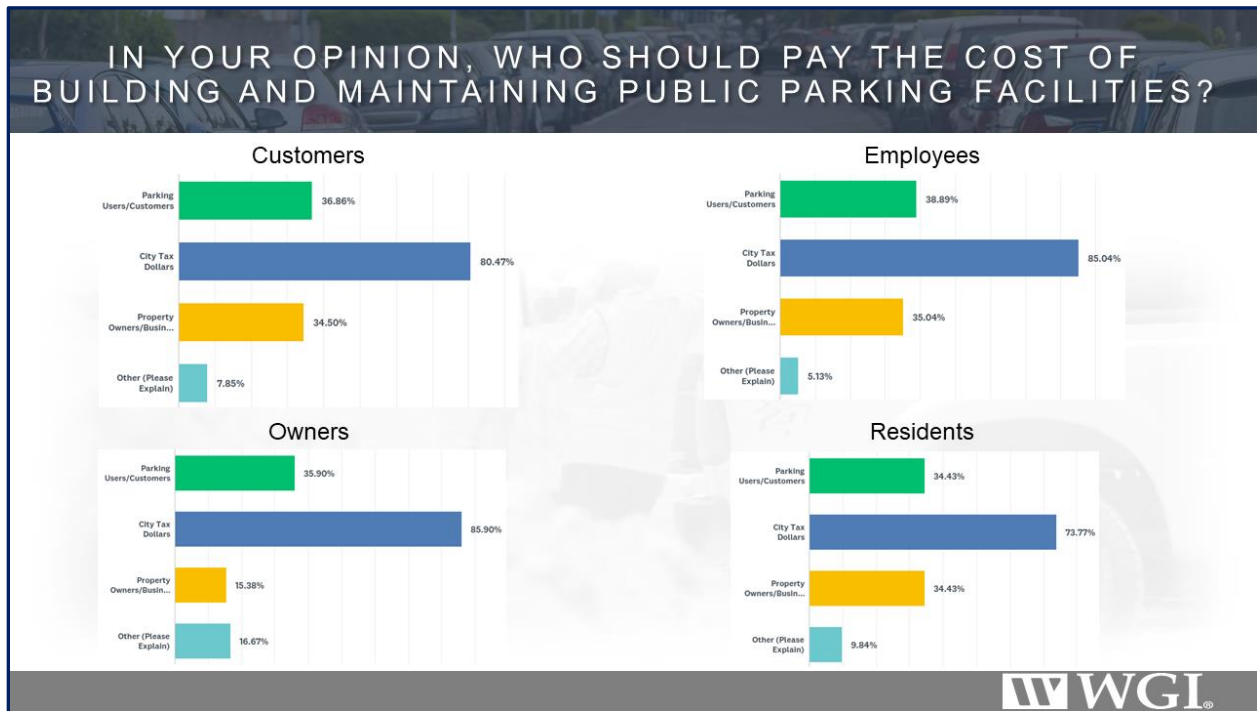
The survey results show that customers are not as aware of the free, unrestricted on-street parking west of Washington Street and east of State Street compared to employees and owners. When asked the question: "Who should pay the cost of building and maintaining public parking facilities?", the majority of all respondent groups indicated "City tax dollars". However, each group also expressed acceptance of paid parking, and indicated that customers, business owners and the City should all share in the cost of public parking facilities.

The final question of the survey was open-ended that simply asked for suggestions for improving the parking in downtown Cedar Falls. A total of 917 individual responses were received. Of these total responses, 51% stated that downtown needs more parking and/or that the "City needs to build a ramp". Other themes that emerged include concerns about the City ticketing for overnight parking for people who "do the right thing" by not driving home after drinking. The graphs on the following pages provide additional summary information on the survey results. **Appendix A** includes additional survey information from the first public workshop; with summary reports in electronic format included in the final report deliverables to the City.

Reason for Visiting Downtown




Who Should Pay for Public Parking?



Final Open-ended Question Responses

FINAL OPEN-ENDED QUESTION: "PLEASE PROVIDE ANY SUGGESTIONS YOU MAY HAVE TO IMPROVE PARKING IN DOWNTOWN CEDAR FALLS."

#1. Build a parking ramp:	34%	
#2. Too many apartments:	18%	
#3. Need more parking:	17%	
#4. Want free parking/don't charge:	7%	Prime Takeaway: 51% of total responses indicated a belief that the downtown needs for more parking!
#5. OK with paid parking:	4%	
#6. Existing parking not that bad:	4%	
#7. Do not like time limits:	3.4%	
#8. Overnight parking ban:	3%	
#9. Willing to walk:	2.8%	
#10. Too far to walk:	1.8%	



Sample Open-ended Question Responses

LEGITIMATE & REASONABLE CONCERNS EXPRESSED


"Something needs to be done soon or it's going to impact the businesses."

"Thank you for doing this survey – no easy answers, but it doesn't help to ignore a real problem."

"Additional analysis of parking trends could better inform the parking discussion. All interested/affected parties should be part of the conversation. Parking decisions from the City should be transparent."

"I believe employees who work downtown utilize much of the close-in parking, especially in the evenings, resulting in customers having to park farther out."

"It's exciting to see the area grow. I just hope it doesn't lose the small town, user friendly feeling."



SECTION III – EXISTING CONDITIONS ANALYSIS

Parking Inventory

The first element of our work plan was to inventory all parking in the downtown study area. WGI field technicians recorded parking inventory in electronic GIS format. Data collected included on-street parking and off-street parking, to include both public and private parking facilities. Based on our field data, we produced a number of different GIS maps to show the types of on-street parking (parallel, angled, 90 degree). We also recorded time limits and other regulations as they currently exist - such as time limits, ADA parking space, 15-minute spaces, etc.

The results of our data collection show the following breakdown of existing parking in the downtown study area:

<u>On-street Parking</u>	<u>Off-street Parking</u>	<u>Total Parking</u>	
652 Spaces	1,299 Spaces	1,951 Spaces	
<u>On-street Public</u>	<u>Off-street Public</u>	<u>Off-street Private</u>	<u>Total Parking</u>
652 (33.5%)	372 (19%)	927 (47.5%)	1,951

As shown above, off-street public parking represents only 19% of the total downtown parking supply. There is almost three times the amount of private off-street parking (927 spaces) than public off-street parking (372 spaces). Unfortunately, a significant portion of the private off-street parking does not allow public parking during the evenings/weekends. Even though we have heard anecdotally that most private lots do not actually tow, existing signage threatens evening customers with being towed in no uncertain terms. This results in significant amounts of parking that is conveniently located, but which is off limits to customers and visitors during the evening dining and entertainment period when the parking demand is the greatest.

The breakdown of on-street parking by type is as follows:

<u>Parallel</u>	<u>Angled</u>	<u>90 Degree</u>	<u>Total</u>
361	206	85	652

The breakdown of on-street by regulation is as follows:

<u>24-Hour</u>	<u>2-Hour</u>	<u>1-Hour</u>	<u>30 Minutes</u>	<u>15 Minutes</u>	<u>12 Minute</u>	<u>Total</u>
320	296	3	25	4	4	652

Detailed GIS mapping can be found in **Appendix B**. At the completion of the study effort, all GIS electronic files and maps will be provided as a final deliverable to the City.

Parking Occupancy and Utilization

Once the parking inventory was completed WGI field technicians performed parking occupancy counts on multiple data collection days during peak lunchtime and evening demand periods. We collected lunchtime car count data on four (4) data collection days that were performed on Thursday October 25th, 2018; Wednesday December 5th; Thursday December 6th; and on Friday December 7th, 2018. We performed evening counts at 7:00pm Thursday, October 25th and 26th and on Wednesday, December 5th, 2018. Finally, we were specifically in town to observe the “Mingle and Jingle on Main” special event that was held on December 6th, 2018.

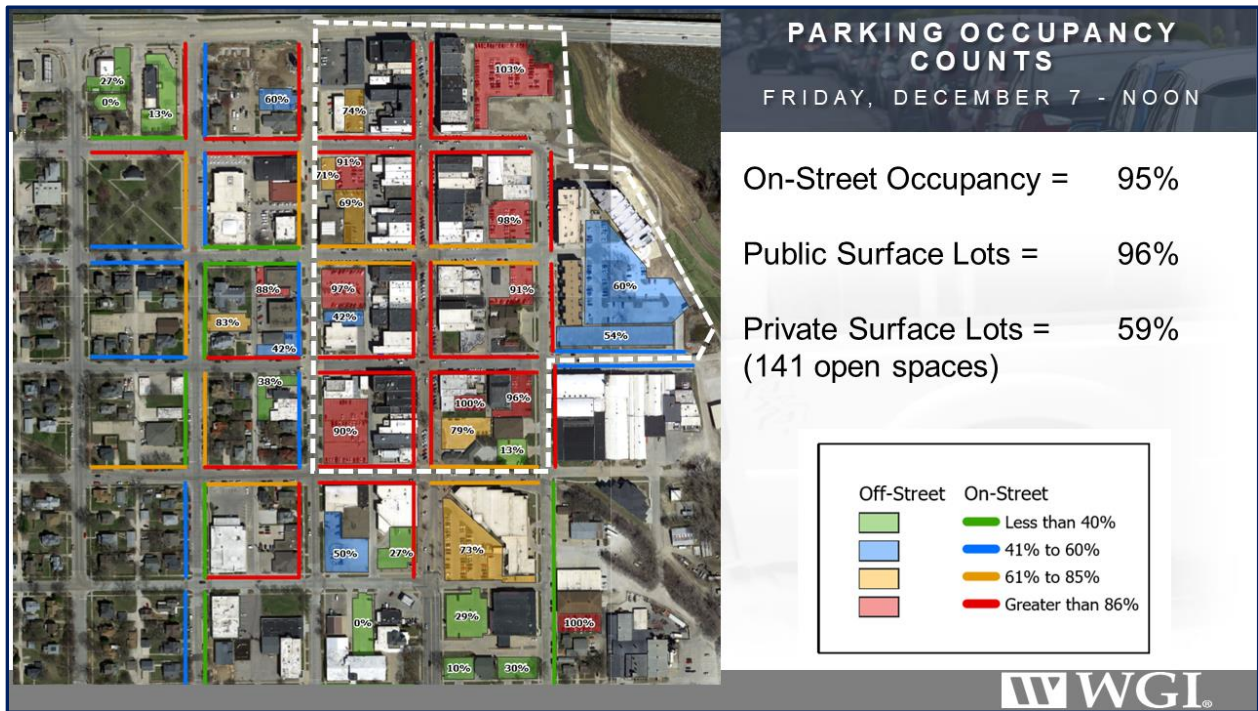
It is worth noting that the month of December is the busiest month of the year in terms of parking demand, according to the Urban Land Institute’s (ULI) Shared Parking publication. Considering this, we believe the conditions we observed and documented in December represent seasonal “peak” downtown parking demand. It is also worth noting that parking facilities are considered to be operating at maximum efficiency when parking utilization reaches 85% of supply. At 85% occupancy, patrons can typically find a parking space within the 15% “cushion” of available supply. However, once a parking facility reaches 90% utilization (or greater) it is considered to be effectively full. With utilization levels above 90%, parkers become frustrated trying to find a parking space within the limited number of available spaces that remain open.

The results of our parking utilization counts and field observations show that the area in the northeast quadrant of downtown, north of 5th Street and east of Washington Street, as the high demand area of downtown (area inside white dashed line). Other than the Cedar Falls Public Library and Community Center parking lot, which is busy during daytime periods, parking demand south of 5th Street and west of Washington Street drops off significantly. Other than the “Jingle and Mingle on Main” special event where we observed high demand everywhere within the study area, we documented ample parking supply within a two block walk west of Main and south of 5th Street. (*Special event parking observations are discussed in a following section of this report*).

Weekday lunchtime occupancy counts show average on-street occupancies of 84%; average off-street public parking utilization at 85%; and an average private off-street parking occupancy of 56% within the high demand northeast quadrant. The 56% available parking in off-street private lots equals an average of 155 open parking spaces during peak lunch demand periods. The busiest lunchtime we recorded was Friday, December 7th which was the day after the Jingle and Mingle event. Peak occupancies reached 95% on-street; 96% for off-street public lots; and 59% average utilization in private off-street lots. On this peak lunch day, we recorded a combined 141 open parking spaces that were unused on 4th Street and in the Viking Pump and River Place private parking lots.

When we add unused on-street parking west of Washington Street (67 spaces) and parking available to the public south of 5th Street (50 spaces), we recorded a total of 117 additional unused parking spaces within a two to three block walking distance from Main Street.

Peak Lunchtime Occupancy in Northeast Quad Showing Private Lot Occupancy



Peak Lunchtime Occupancy in Northeast Quad Showing Available Parking Within Two to Three Blocks of Main Street



Evening Parking Demand

The land use mix downtown is dominated by restaurants and bars, which creates higher evening parking demand than daytime demand. This evening parking demand is compounded by residential parking demand from upper-story apartments in existing, historic Main Street buildings who are also searching for parking in the evenings (not the new apartments who have their own parking on site). The general activity patterns we observed show that parking demand starts to decrease by mid-afternoon, but then picks up again between 4:00pm and 5:00pm. Peak evening demand typically occurs between 7:00pm and 8:00pm. After 9:00pm, overall activity starts to decrease and parking demand drops rather significantly.

The results of our evening car counts show an average on-street occupancy of 86% at the 7:00pm peak demand period; an average occupancy of 87% for public off-street lots; and private lot occupancies within the core area at 56% average occupancy. This represents an average of 159 unused parking spaces available in the private lots during typical peak evening demand periods. The highest parking demand evening was observed on Friday, October 26th, 2018 which showed an on-street occupancy of 90%; off-street public lots occupied at 89%; and private lots within the core area showing 52% occupancy. At 90% on-street and 89% off-street occupancies, public parking was effectively full.

While on-street and off-street public parking was effectively full at peak demand on Friday October 26 at 7:00pm, private lots and parking on 4th Street showed significant availability. A total of 167 open parking spaces were observed within the combined parking areas of 4th Street, the Viking Pump lot and the River Place back lot. Specifically, 4th Street east of State showed an occupancy of only 17%, representing 46 open parking spaces; the River Place back lot was at 48% total occupancy, representing 60 open parking spaces; and the Viking Pump lot was operating at 12% occupancy, representing 61 open parking spaces.

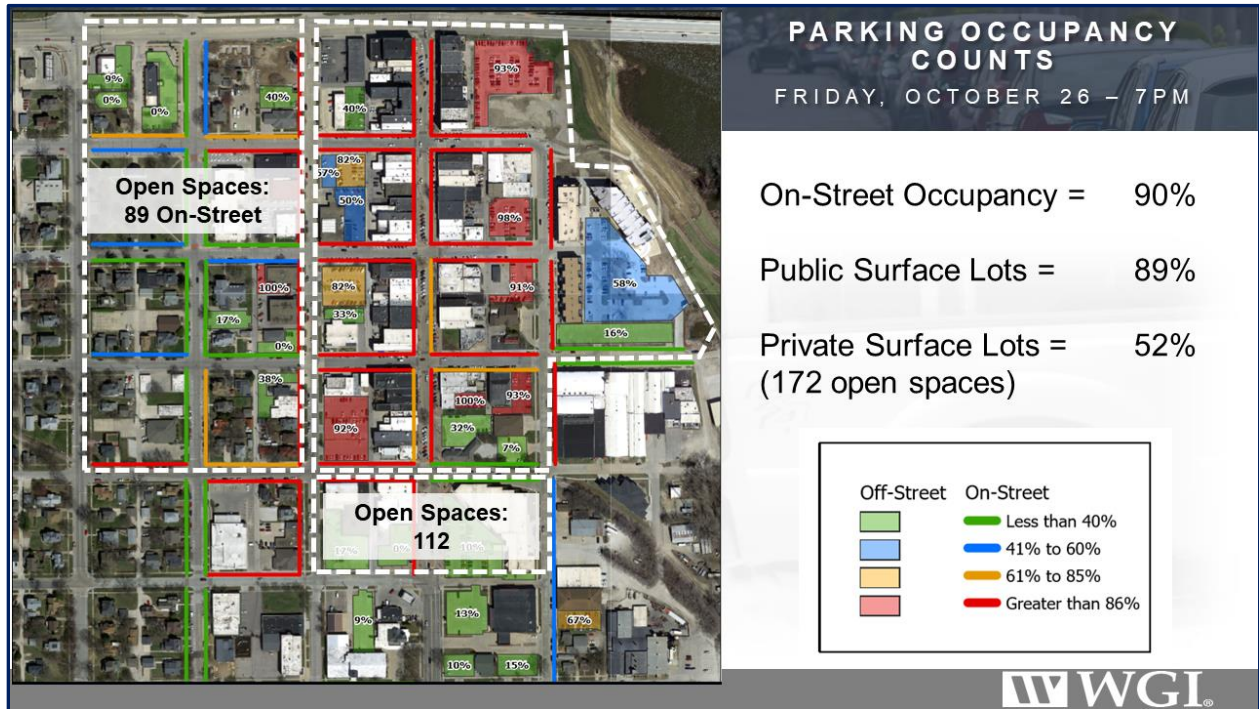
The underutilization of private off-street parking in the evenings after 5:00pm has been documented in every data collection count that was conducted. This condition underscores the fact that parking exempt districts are good public policy for downtown urban centers, and that requiring individual land uses to create their own on-site parking is bad public policy. When individual land uses are required to create their own on-site parking based on antiquated parking ratios, the typical result is an oversupply of private parking that is not shared with other land uses.

Our data collection and field observations verified that public parking supply within the core area of Main Street is operating at maximum efficiency during typical evenings, but it reached full capacity on a Friday evening in late October. This was Halloween weekend, so it is assumed that this particular Friday was busier than a "typical" Friday evening. As we discuss in our findings and recommendations, the ability to convince private parking lots to allow public parking in the evenings after normal business hours is of prime importance, and this alone can greatly alleviate any perceived or actual parking shortage in the core downtown area.

**Observed Parking Occupancies, Friday Evening 7:00pm
On-Street and Off-street Public Parking at Maximum Occupancy**



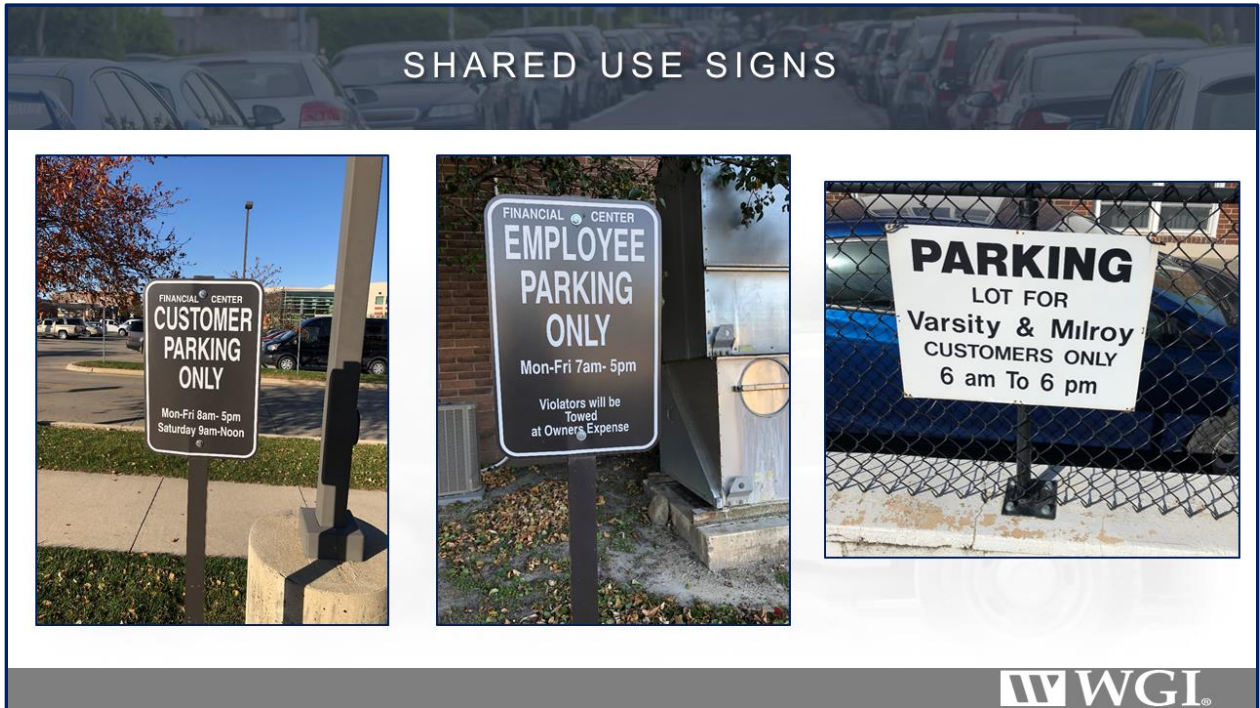
**Observed Parking Occupancies, Friday Evening 7:00pm
Showing Available Parking Within Two to Three Blocks of Main Street**



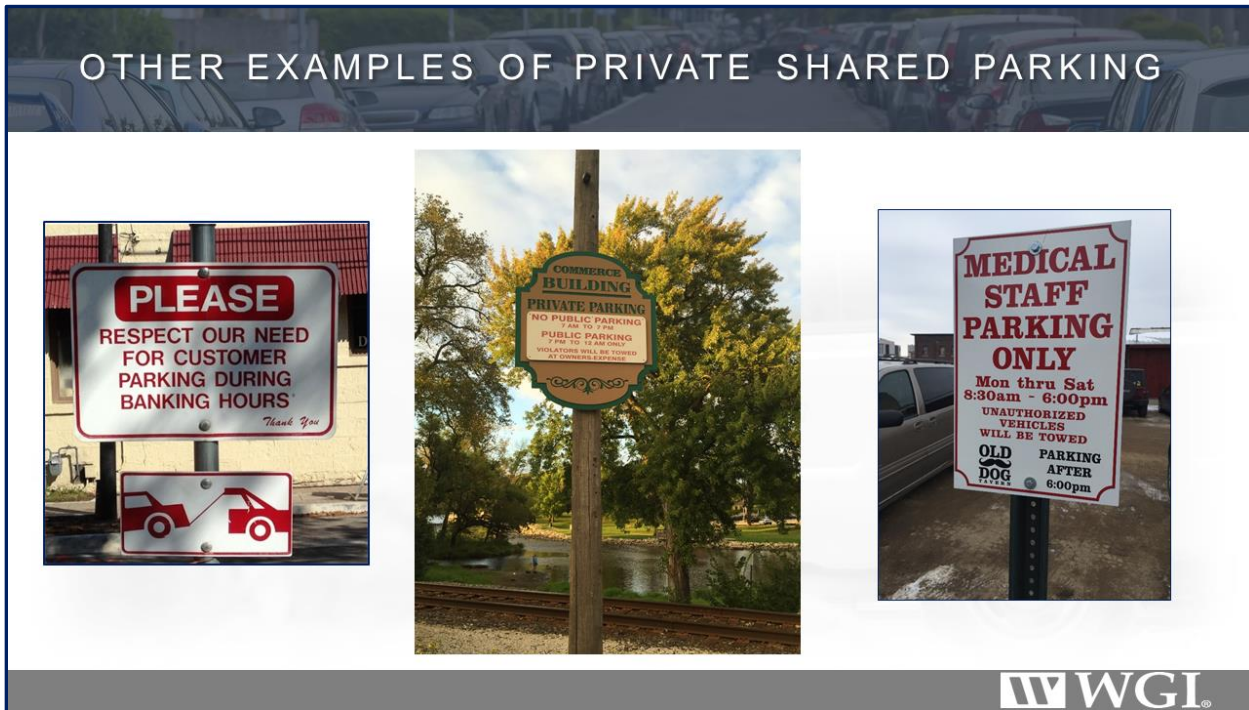
Cedar Falls Signs That Threaten Towing



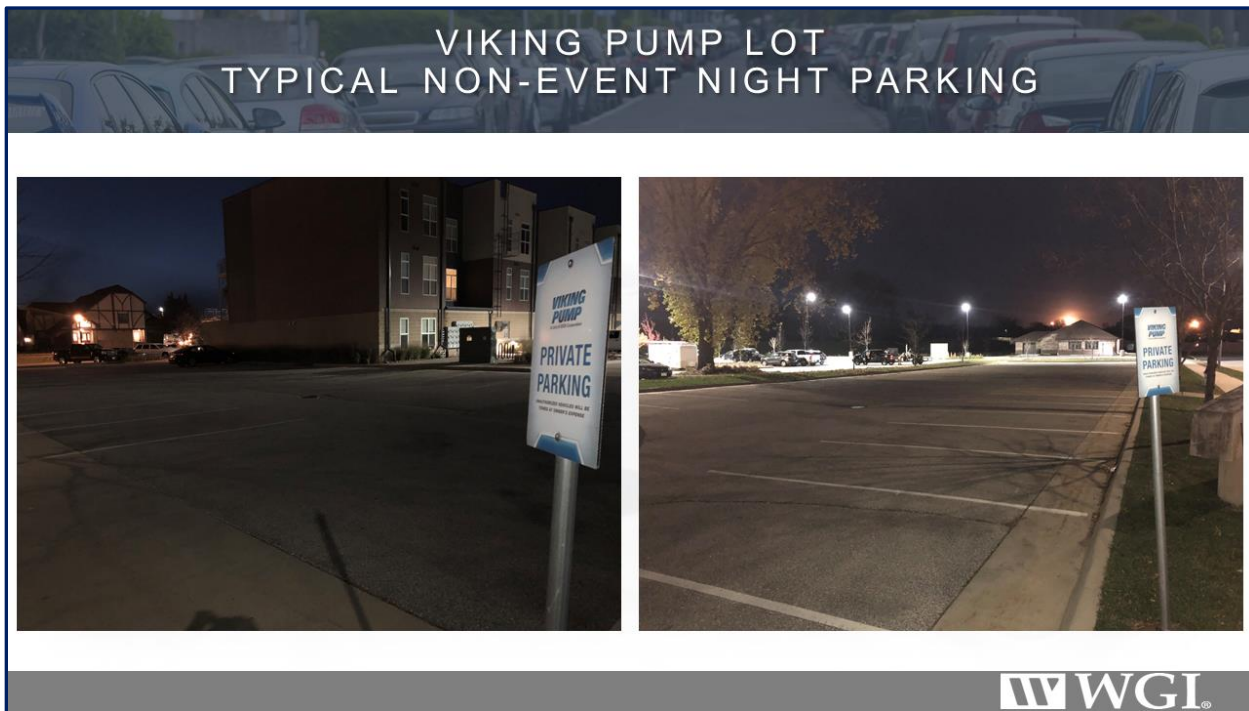
Cedar Falls Signs That Allow Public Parking



Example of Shared Parking Signs from Other Cities



Typical Viking Pump Lot Evening Condition



Special Event Observations

We were in Cedar Falls on December 6th to specifically observe the holiday special event “Jingle and Mingle on Main”. In speaking with the CMS Director, we understand this popular event is considered to be a typical, if not small-scale event for downtown; and that other events in the summer are larger in size and longer in duration.

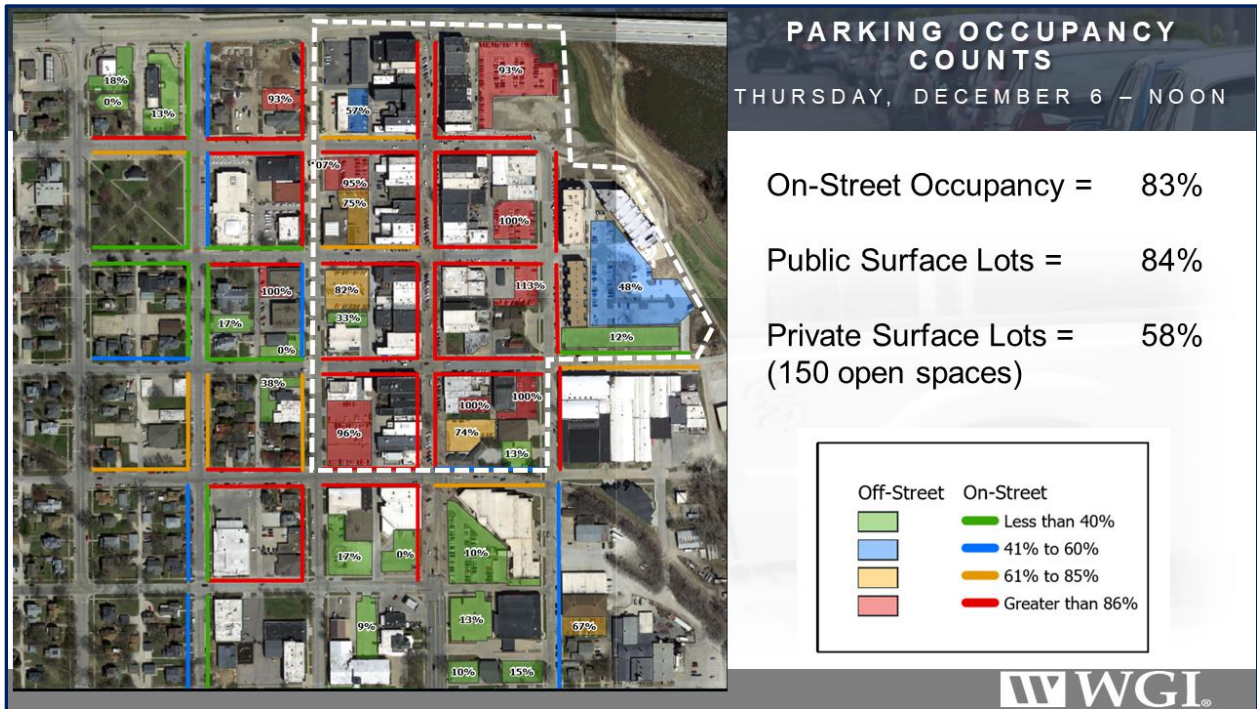
WGI staff performed car counts at Noon; 4:00pm; and 6:00pm on the day of the event. We did not perform any additional car counts after 6:00pm because virtually every parking spot in the entire study area was fully parked. In fact, we observed many instances where cars were parked illegally. In some instances, illegally parked cars were parked at intersections and blocking driveways and alleys. We also observed considerable traffic in the form of cars circling the streets looking for a parking space.

Based on our observations, we believe better special event parking and traffic management could help to reduce traffic congestion during special events. Listed below are some initial ideas that we believe could help to reduce traffic and better guide event attendees to available parking assets for future special events.

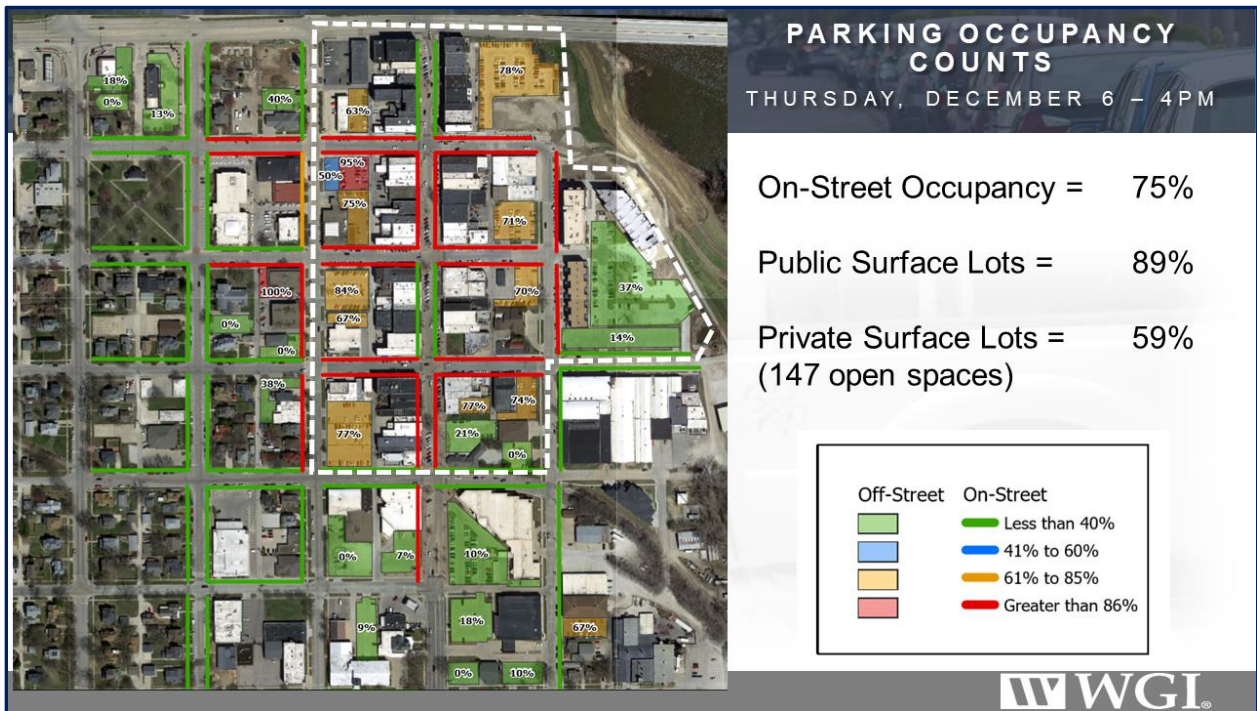
- Develop a more formalized agreement between private lot owners and CMS to use private lots during special events, the Library lot (after normal hours), the large private lots south of 5th Street, the Viking Pump lot, and the River Place back lot.
- Once agreements are in place, better manage parking and traffic by specifically advertising and directing parkers to these outlying lots through communications, maps, event webpage, etc. as part of the pre-event messaging.
- During larger events, have volunteer flaggers direct traffic to these designated special event parking areas.
- For larger events, consider offering shuttle service that connects outlying parking areas with the event venue.



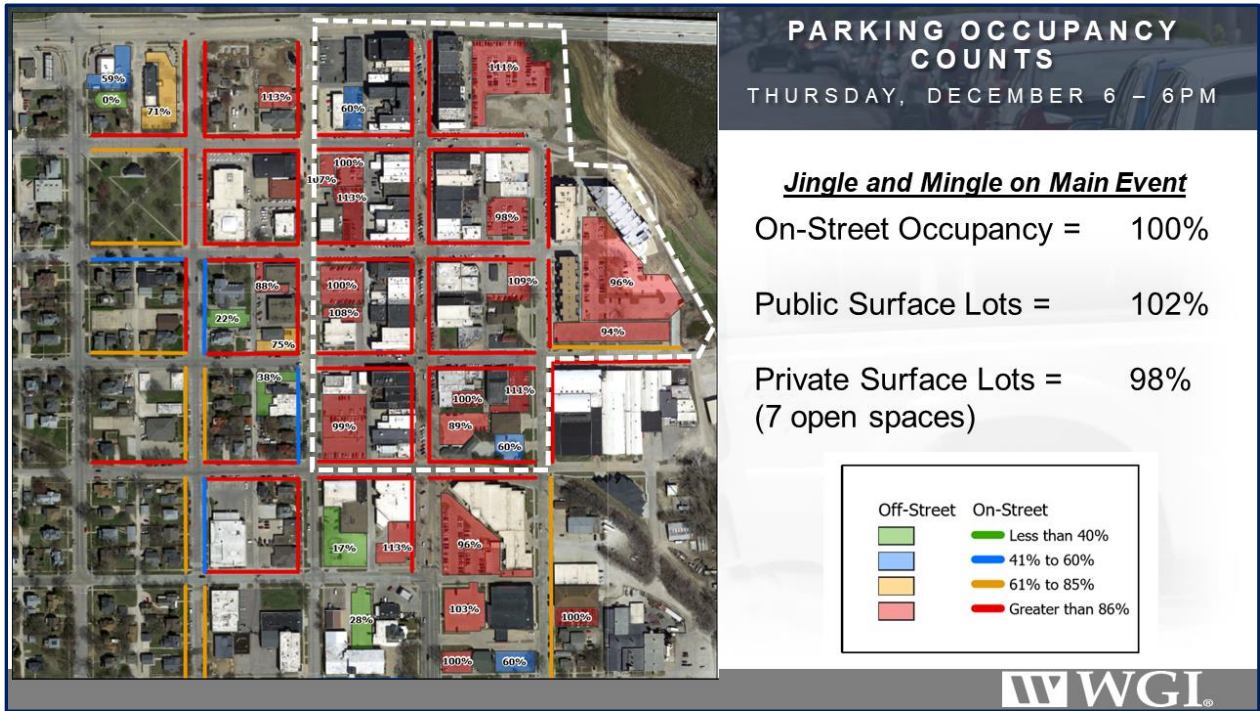
Heat Map of Jingle and Mingle on Main Special Event December 6 – Noon



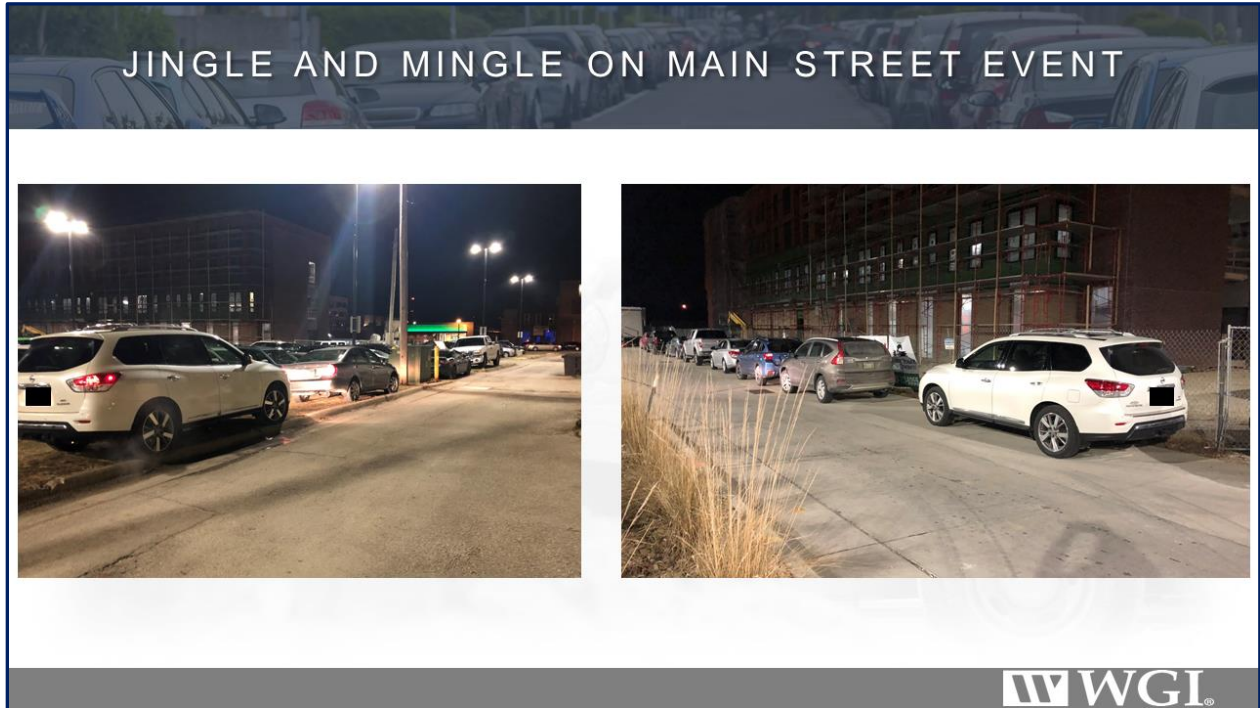
Heat Map of Jingle and Mingle on Main Special Event December 6 – 4:00pm



Heat Map of Jingle and Mingle on Main Special Event December 6 – 6:00pm



Illegally Parked Cars During Special Event



Parking Revenue & Expense Analysis

For our financial analysis, we obtained actual year-end revenue and expense reports for fiscal years FY2012 through FY 2018. (The City’s fiscal year runs from July 1st to June 30th). We were also able to obtain revenue information from previous years prior to street meters being removed from the downtown area in 2001. Street meters were removed from the College Hill area in 2005. As illustrated in the bar charts that follow, the City’s parking revenues for the fast five years is significantly lower than previous years when street meters were still in use.

Total parking revenues have remained somewhat constant over the past five years however, averaging \$180,240 annually. This compares to total revenues of \$336,000 in FY 2003 prior to the street meters being removed. On the expense side, the City has managed operating expenses well and has been able to hold expenses to an average of \$145,396 over the past four years. Revenue from parking violations has declined over the past five years, which is due in part to reduced staffing hours for parking enforcement in an effort to reduce operating costs. Cedar Falls retains all fine revenues in the Parking Fund, which is good fiscal policy for the public parking system.

By holding the line on operating expenses, the parking system has generated net income of about \$34,000 on average over the past four years. These net revenues after expenses have been deposited into the parking fund at the end of each year and retained for future capital improvements. At the end of FY2018, the parking fund had a balance of \$907,702.

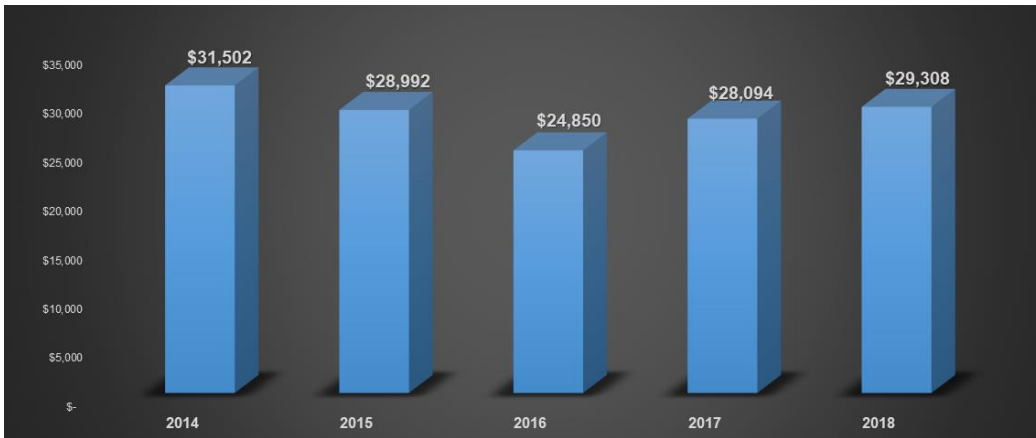
Total Parking System Operating Revenues



Parking Meter Revenue History



Monthly Permit Revenue History



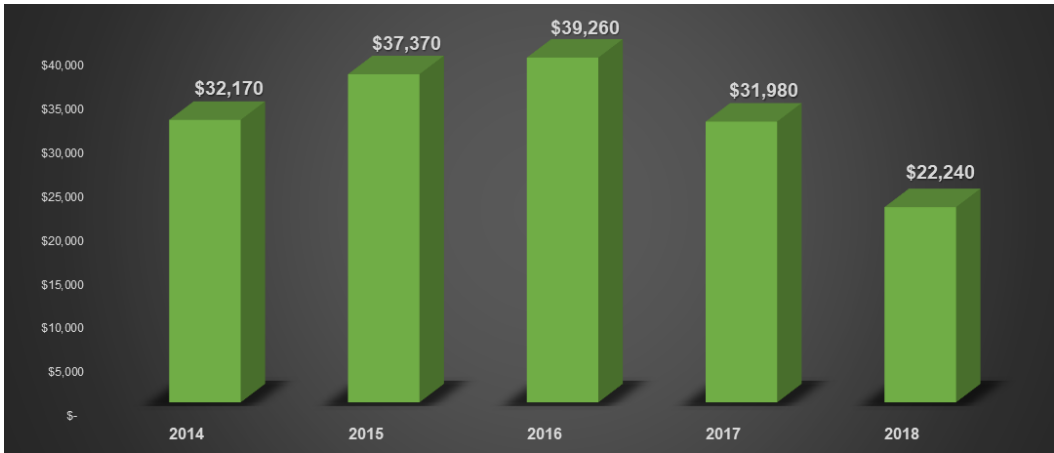
Net Operating Income



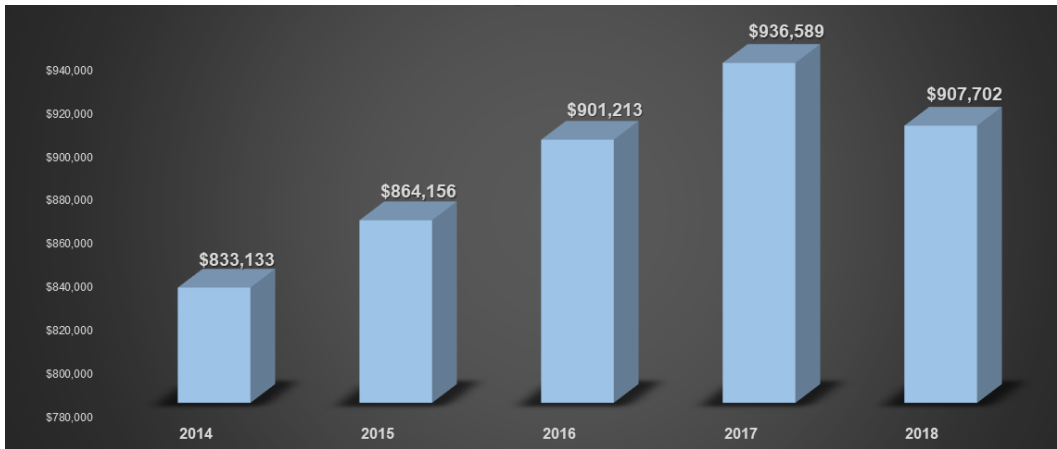
Total Parking System Violations Revenue



Downtown Violations Revenue



Parking Fund Year-end Balances



Parking Enforcement Program

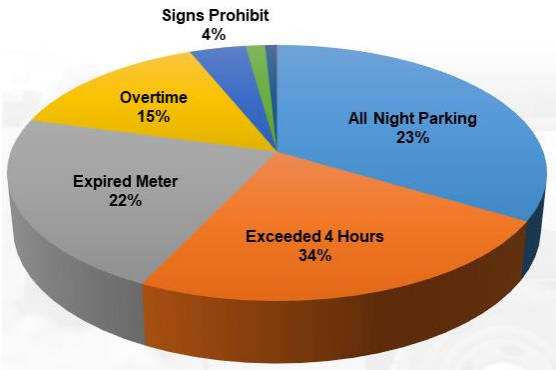
The Cedar Falls parking enforcement program is under the direction of the City Clerk, but it was formerly under the Police Department. The majority of enforcement is performed by non-police enforcement personnel, however, all sworn Police Officers can issue parking tickets. Parking enforcement activity is split between the College Hill area and downtown and is currently being performed by two (2) parking enforcement part-time personnel. In the past, the City had four (4) part-time enforcement personnel, but staffing was reduced in an effort to contain operating costs.

The results of scaled back parking enforcement over the past few years has resulted in a reduction in the number of parking tickets written. Based on interviews with enforcement personnel, we understand that more tickets are written in the College Hill area than downtown. Daily enforcement activity is prioritized to enforce overnight calendar parking violations on College Hill first; then shifting to downtown 4-hour lots; then shifting to downtown on-street enforcement in in that order. The two enforcement personnel coordinate their patrols and mix their routes from day to day. One employee strictly performs enforcement, while the other employee performs parking enforcement and meter collections & maintenance.

In 2017, the City purchased new state-of-the-art hand-held computerized ticket writers. Back-end ticket processing and tracking is performed by a third-party vendor under a service agreement that extends to 2022. The hand-held ticket writers currently in use represent some of the latest parking enforcement technology currently on the market and they offer flexibility on back-end processing. The City is planning to upgrade the ticket writers in 2019 to full 24/7 wireless capabilities.

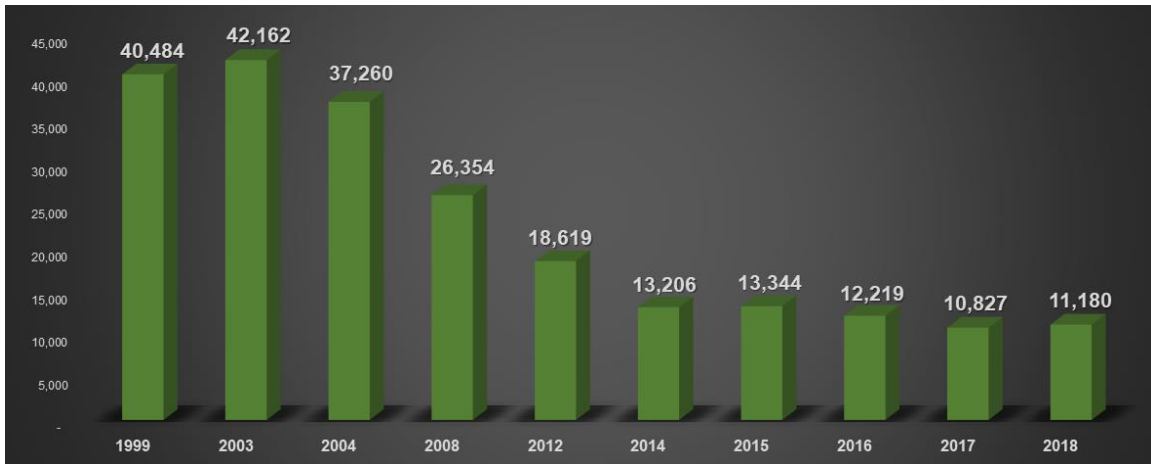
Looking at downtown parking tickets only, the breakdown of tickets issued in 2018 is as follows:

<u>Violation Type</u>	<u>Number</u>	<u>% of Total</u>
Exceeded 4 Hours	686	34%
All Night Parking	481	24%
Expired Meter	453	22%
Overtime	298	15%
Signs Prohibit	81	4%
Warning Ticket	16	1%
ADA Violation	1	N/A
Total	2,016	



All overnight violation tickets are written by Cedar Falls Police officers. Based on comments from stakeholders interviewed, the online survey, and the initial public workshop, this overnight parking ban is not popular. People feel that bar and restaurant patrons are being punished for “doing the right thing” and not driving home after drinking. This policy issue is discussed further in later sections of this report.

History of Total Parking Tickets Issued City-Wide



History of Downtown Tickets Issued

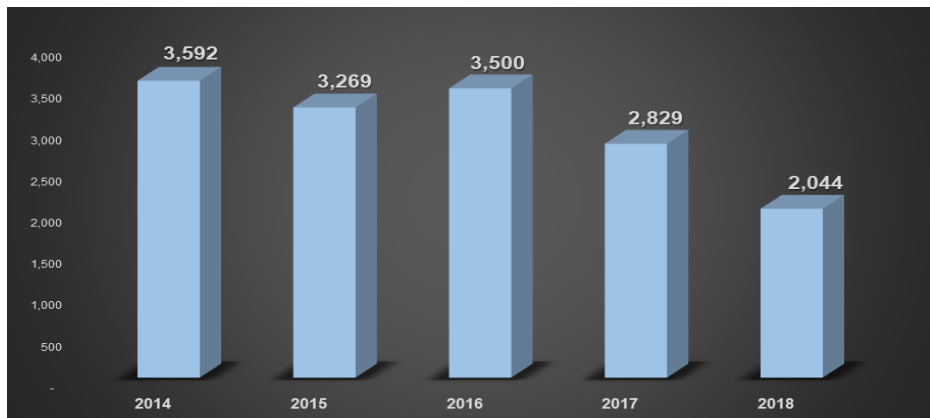


Image of New Hand-Held Electronic Ticket Writer



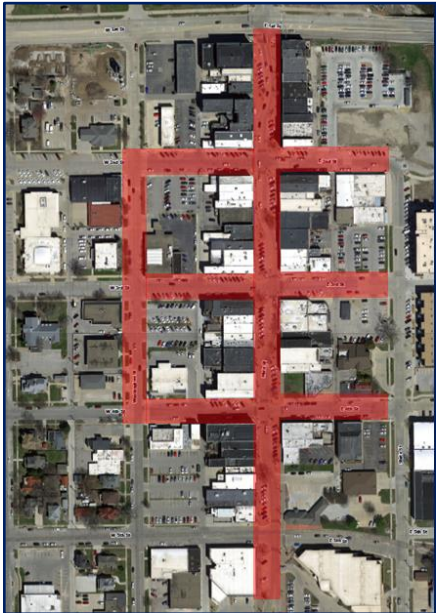
Current Policies and Regulations

The majority of public parking in the downtown area is free, time limited parking that is enforced Monday through Friday from 9:00am to 5:00pm. Parking in the City lots is limited to four hours. The City sells monthly permits at a cost of \$20 per month. The City also offers deeply discounted senior parking permits at a cost of \$10 for the year. Parking permits are universal in that the permit holder can park in any lot on College Hill or downtown, including at metered spaces. The only exception is a small area in Lot H where signs prohibit permit parking. Approximately 70 permits are issued per month on average downtown. The City also offers construction permits at a cost of \$20 per month or \$2.00 per day.

Each downtown City lot has a small number of parking meters that allow for 10-hour paid parking. In total, there are 38 metered spaces in the downtown lots. The meters are old Duncan brand mechanical meters that are not programmable and which only accept coins. The existing meters are so old that replacement parts are no longer available and must be scavenged from other meters no longer in use. In summary, these existing meters are obsolete and beyond their useful lifespan.

On-street parking is free with a two-hour time limit on Main Street, State Street, and on the side streets just off of Main. Street parking west of Washington Street and east of State Street is primarily free, no time limit parking. There is also a handful of 15-minute spaces (4), and a total of 25 thirty-minute spaces that are located near City Hall and the Post Office. Current policy allows cars to move within the two-hour areas throughout the day. As mentioned earlier, overnight parking is prohibited on Main Street and other close-in streets just off of Main. Overnight parking is allowed on State Street between 2nd Street and 4th Street.

Streets Where Overnight Parking Prohibited



SECTION V – PARKING IMPACT ANALYSES

Background & Discussion

Under current planning and zoning codes, new construction projects in the downtown C-3 Zone are not required to provide on-site parking for commercial uses. However, on-site parking is required for new residential construction in the C-3 zone at a ratio of one (1) space per bedroom, plus one (1) stall for every five (5) units in excess of five (5) units for visitor parking. Parking is also required for hotels at a ratio of one (1) stall per guestroom, plus one (1) stall for every two employees. The Hampton Inn, the 200 West 1st Street development, and the River Place developments all created on-site parking as required by zoning.

The C-3 residential parking requirement under the Cedar Falls Planning and Zoning Code is actually more stringent than the widely accepted parking ratios published by the Institute of Transportation Engineers (ITE) and the Urban Land Institute (ULI). For example, the ITE and ULI ratios recommend 1.5 space per rental unit apartment regardless of number of bedrooms, plus .15 spaces per unit for visitor parking. For hotels, the ITE/ULI ratio is slightly different from the Cedar Falls required parking with a recommended ratio of .9 stalls per guestroom, plus .25 spaces per employee.

In its publication “Shared Parking” the ULI recognized that different land uses consume parking at different times of the day and that urban mixed-use developments can “share” the same parking. For example, a hotel consumes parking overnight compared to office uses that consume parking during the day. In practice, both land uses can share the same parking facility. If ITE/ULI parking ratios are applied in the aggregate for each land use in a mixed-use urban development, the result is over prescribed parking requirements.

Additional factors such as “captive market reductions”, “market synergies” and the availability of public transit can all combine to reduce actual parking demand in urban mixed-use projects. Captive market reductions account for customers and patrons that are either already parked (such as office workers staying after work and walking to a bar/restaurant; or residents who are parked at their apartment complexes and walk to their dining venues). Market synergies account for the “park once” concept of mixed-use downtowns. For example, someone staying after a salon appointment and walking to a dining or drinking establishment afterward while parked at the same spot.


Based on the ULI Shared Parking publication, parking reduction factors of 15% to 40% or greater can be realized by a combination of shared demand reductions, captive market reductions, and market synergies. For our parking impact analyses, we used the ULI shared parking model and we applied a captive market reduction factor of 25%. In other words, we are assuming that 25% of customers and patrons are not driving alone to downtown but are already parked. Considering the lack of public transit in Black Hawk County, we are not factoring for public transit reductions. The results of our analysis for each development project are summarized on the following pages.

Hampton Inn Hotel Project

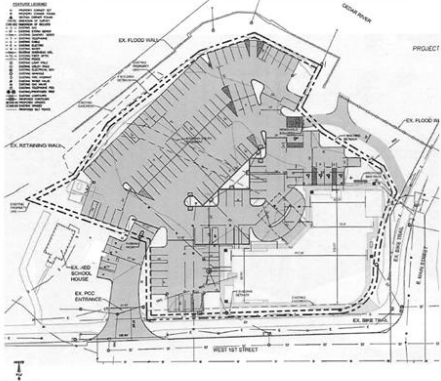
The Hampton Inn under construction on the north side of 1st Street will include 127 hotel rooms and an estimated ten (10) daytime employees. Because this is a stand-alone hotel and not a mixed-use development, there is no shared demand reductions to attempt to model. Based on the City’s parking requirement of one (1) space per guestroom, plus one (1) stall for every two (2) employees, the project was required to provide 132 total on-site parking spaces, which the developer met based on the site plan submitted. Based on the ULI recommended parking ratio, this project would potentially generate a total parking demand of 138 spaces at maximum occupancy.

Keeping in mind that the ULI parking demand estimate assumes maximum peak demand at full occupancy, it is our opinion that the Hampton Inn project has enough parking on-site that it will not negatively impact Main Street businesses. In fact, because the hotel’s parking demand will occur in the evenings and overnight, the on-site hotel parking could potentially be available to Main Street customers and employees during the day. Moving forward, we recommend that the City/CMS engage ownership of the hotel to try to encourage them to allow parking for non-hotel business during the daytime when hotel activity is at its lowest.

HAMPTON INN DEVELOPMENT



Hotel rooms = 127
On-site parking = 132
(ULI parking model = 138)



WGI

200 West 1st Development

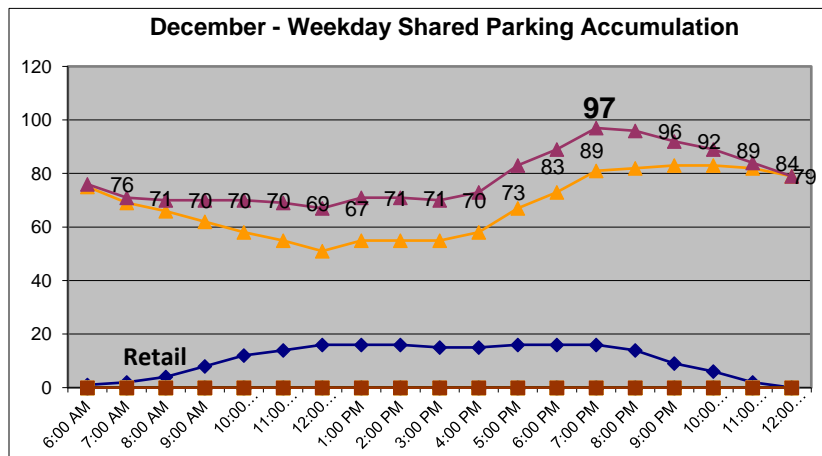
The 200 West 1st development includes 50 residential units and a total of 6,800 SF of retail. The retail is subdivided into four (4) individual retail spaces which we understand are pre-leased. Under C-3 zoning there is no parking requirement for the retail/commercial area, but residential parking is required at a ratio of one (1) space per studio, two (2) stalls for each standard two-bedroom apartment, plus one (1) visitor stall for every five (5) units in excess of five (5) units. Applying these local zoning requirements results in a total of 63 on-site parking spaces. The site plan approved includes a total of 64 on-site parking spaces.

When we input the mix of residential units and retail area through the shared parking demand model (based on ULI recommended parking ratios), the result is an estimated parking demand of 97 cars at full occupancy. To reiterate, the ULI shared demand model estimates the maximum parking demand on the busiest days of the year – a condition which may only occur a few days out of the year. While the 200 West 1st development is only creating 64 spaces on-site, there are currently 24 on-street spaces on the surrounding block face where the project is located. Adding these 24 on-street spaces increases the available parking supply to 88 total spaces.

Considering its specific location and the amount of unused on-street parking in this part of the downtown district, we believe the combination of on-site and nearby street parking is sufficient to support this development project without negatively impacting existing Main Street businesses.



Residential Units =	50
First Floor Retail =	6,800 SF
Parking On-site =	64 Spaces
<u>Street Parking =</u>	<u>24 Spaces</u>
Available Parking =	88 Spaces

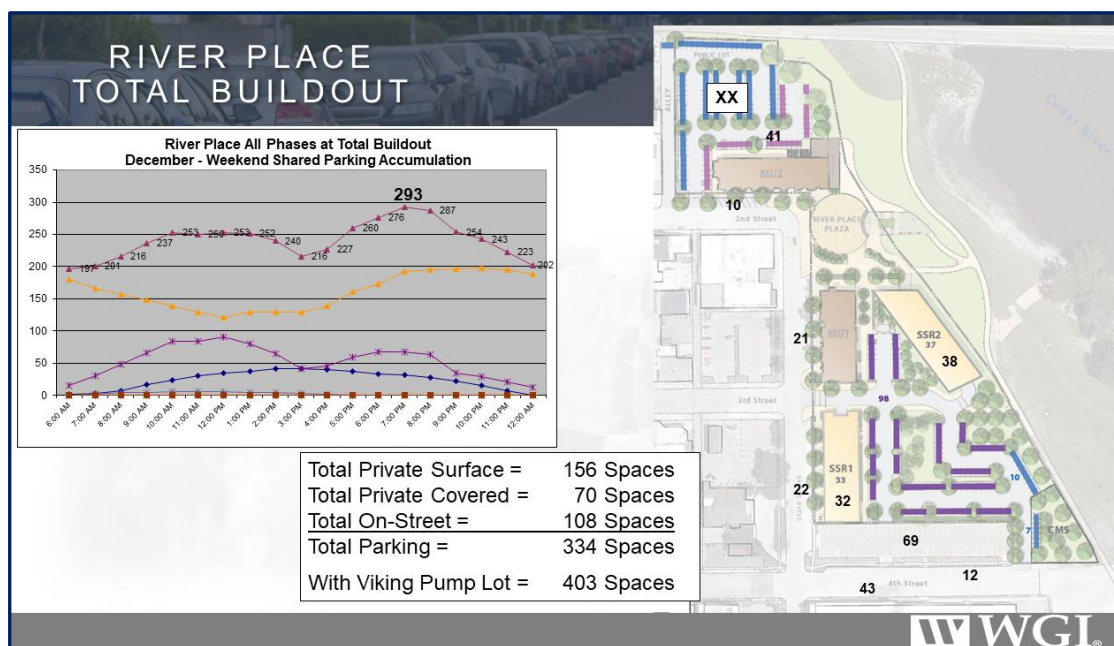


River Place at Full Buildout

The River Place development has been constructed in phases over time. The “MU2” building currently under construction is the final building of this development. Based on the latest information we received from the City and the developer, the project includes the following breakdown of land uses: 120 total residential units; 20,000SF of office; 6,000SF of restaurant; and 16,000SF of retail space. As part of the development agreement between the developer and the City, the developer was required to reconstruct the former Lot D and to provide a minimum of 91 public parking spaces. In actuality, the developer is providing 94 public parking spaces in the former Lot D, plus 41 private surface spaces adjacent to the MU2 mixed-use building that are to be used by tenants of MU2.

The C-3 zoning district does not require on-site parking for commercial uses but does require residential parking at a ratio of one (1) stall per bedroom, plus one (1) stall for every five (5) units over five (5) units for visitor parking. Based on this residential parking requirement, the project includes a total of 156 surface parking spaces, plus 70 covered spaces for a total of 226 on-site parking spaces. These 226 parking spaces do NOT include the 94 public spaces provided by the developer in the reconstructed Lot D.

The results of our shared parking demand modeling indicate a peak parking demand of 293 parking spaces, with an estimated peak demand day on a weekend in December. To reiterate, the ULI shared demand modeling estimates the busiest days of the year at full occupancies of all buildings, which in reality will only occur a few days per year. As the illustration below demonstrates, our analysis of parking adequacy for the River Place development at full buildout did not include the 94 public spaces in the former Lot D. However, our analysis did include nearby on-street parking in our final calculations.



River Place at Full Buildout (Cont.)

Our analysis shows there is sufficient parking between on-site parking and nearby street parking to support the River Place development at full buildout. Our opinion of parking adequacy is based in part on the field data we collected that consistently showed parking availability in the River Place back lot and on 4th Street. If the Viking Pump lot can be brought into the mix for evening parking, the total parking supply is increased to 403 spaces for a project that is estimated to generate a parking demand of 293 spaces.

The primary challenge will be protecting the 94 spaces in Lot D for public use in support of Main Street businesses who rely heavily on this parking lot. We believe that introducing paid parking will be the best way to protect public parking in Lot D from being consumed by River Place tenants and residents. This combined with more robust on-street parking enforcement should result in a better managed parking situation than what currently exists.



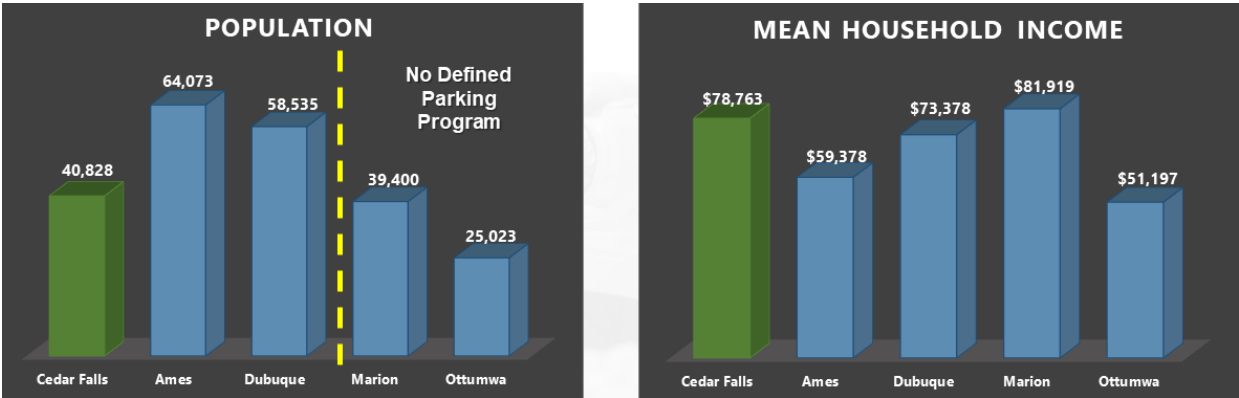
SECTION V – COMPARABLE CITY ANALYSIS

Whenever we perform a downtown parking study like the one in Cedar Falls, we like to include a comparable city analysis as part of our work effort. By analyzing other similar cities, we can get an understanding of parking rates that are charged, the technologies used, how other downtowns treat parking enforcement, and how other cities pay for operations and debt service. Initially, our analysis included the Iowa cities of Ames, Dubuque, Iowa City and Waterloo based on early recommendations from the parking study committee. However, after our first public workshop we received a number of comments from people who felt that Waterloo and Iowa City were not valid comparisons for Cedar Falls.

Based on this feedback, our comparable city analysis was changed to remove Iowa City and Waterloo and replace them with the cities of Marion and Ottumwa, which are closer in population size to Cedar Falls. However, after researching Marion and Ottumwa we learned that neither city has a defined parking program, so no further research was performed on these two cities other than general population and mode split comparisons. In addition to the two cities of Ames and Dubuque that are included in our in-depth analysis, we also collected parking rate information from other Iowa cities that charge for parking.

The main take away of the comparable city analysis is that Cedar Falls is quite unique and there does not appear to be another city in Iowa that has a downtown quite like Cedar Falls. It also underscores the challenges faced by downtown Cedar Falls in trying to maintain a small town feel in a downtown district that is becoming more densely urbanized with new development.

Population and Mean Household Income Comparisons

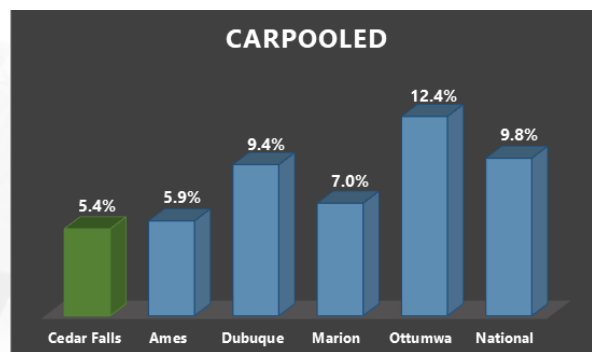
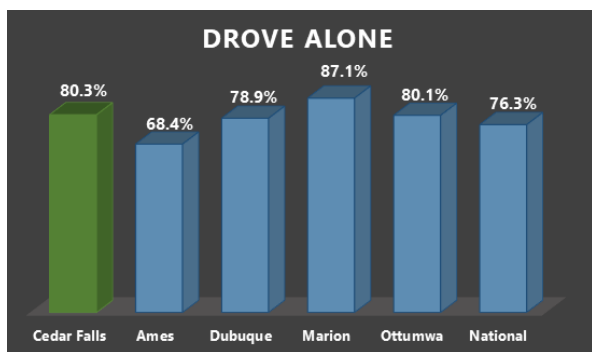


(Source: US Census 2017 American Community Survey).

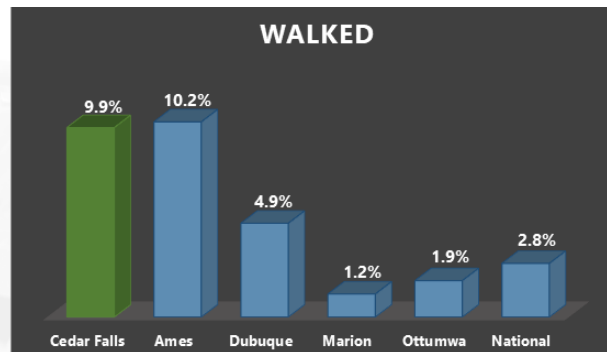
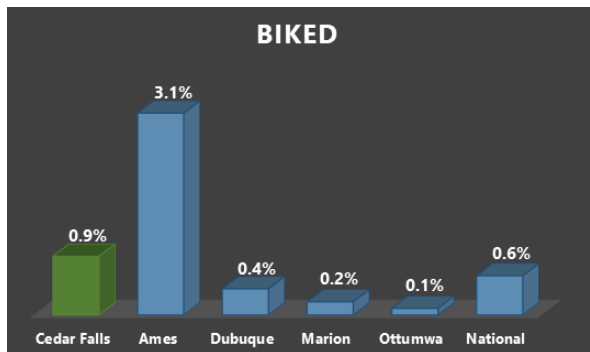
Travel to Work Mode Splits

As the travel to work modal split graphs demonstrate, Iowa is a region of the country that relies heavily on single occupancy vehicles and does not offer much in terms of public transit options. Other than Ames (which has a higher rate of public transit ridership and a lower drove alone rate than the national average), all of the Iowa cities in our analysis showed “Drove Alone” modal splits that are above the national average. We were encouraged to see that Cedar Falls has a higher bike commute mode split and walk to work mode split than the national averages in both categories. (Source: US Census 2017 American Community Survey).

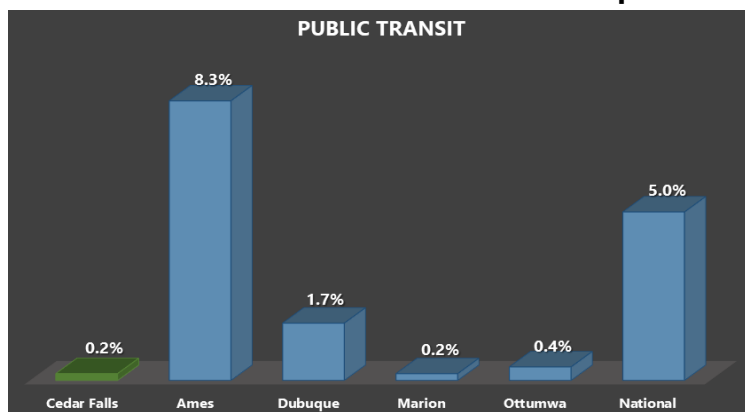
Travel to Work Drove Alone / Carpooled Mode Splits



Travel to Work Biked / Walked Mode Splits



Travel to Work Public Transit Mode Split



Downtown Ames, Iowa

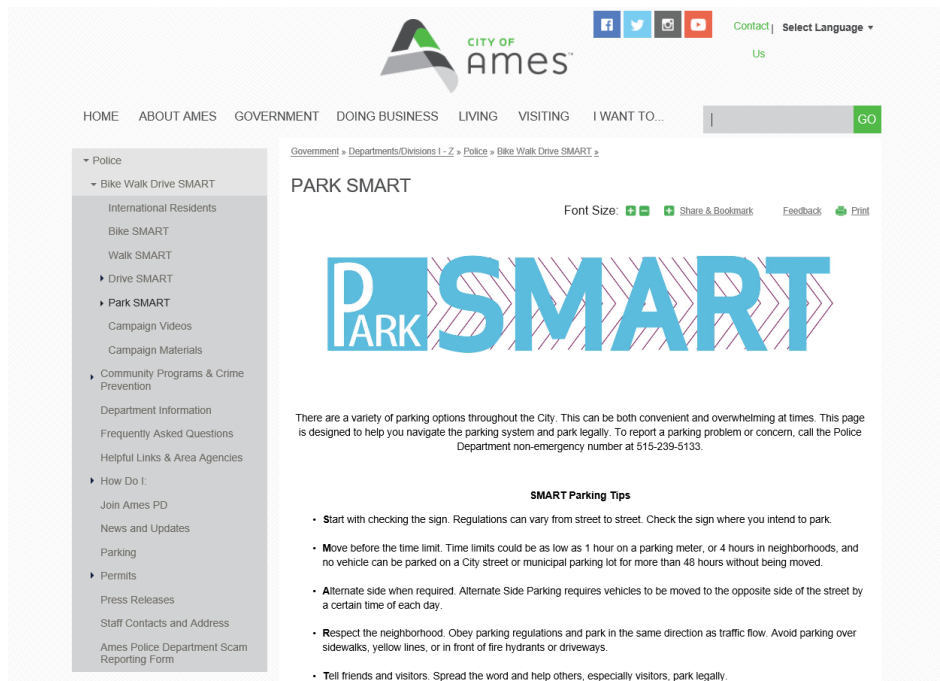
Ames is the largest city with a population of 64,073. It is home to Iowa State University. The city offers on-street and off-street surface parking in a total of ten (10) public parking lots, but no structured parking downtown. The City manages a total of approximately 1,720 public parking spaces under the Police Department’s Parking Division. Enforcement is staffed by one full time and 11 part time, non-sworn Community Safety Officers. Overtime/expired meter fines are \$5 and increase to \$10 after seven days if unpaid.



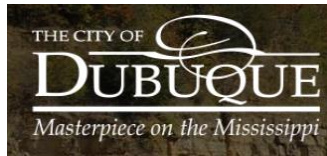
The City issues approximately 11,000 parking tickets per year in the downtown district. Total city-wide fine revenues average about \$375,000 per year. All fine revenues go to the City’s Parking Fund and these revenues are retained for capital repairs and improvements. Parking meters are older version “POM” meters that accept coins and pre-paid “Smart Cards”. The meters do not accept credit cards, but the City does offer “ParkMobile” for electronic payments. Ames uses Duncan “Autocite” for back-end electronic ticket processing, the same vendor as Cedar Falls.

Downtown Ames does not have a parking exempt area or zone, so all new development and major changes in use require on-site parking. There is no parking board or committee, but the City coordinates with the Downtown Ames District for special events and special requests. Total annual revenues from fines and fees was \$521,203 in the past fiscal year. The Ames parking system is branded as “Park Smart”. Meter rates were recently raised to \$1.00 per hour in two-hour stalls; and \$.75 per hour in four-hour stalls, which has resulted in negative reactions from downtown businesses.

Ames “Park Smart” Webpage



Downtown Dubuque, Iowa

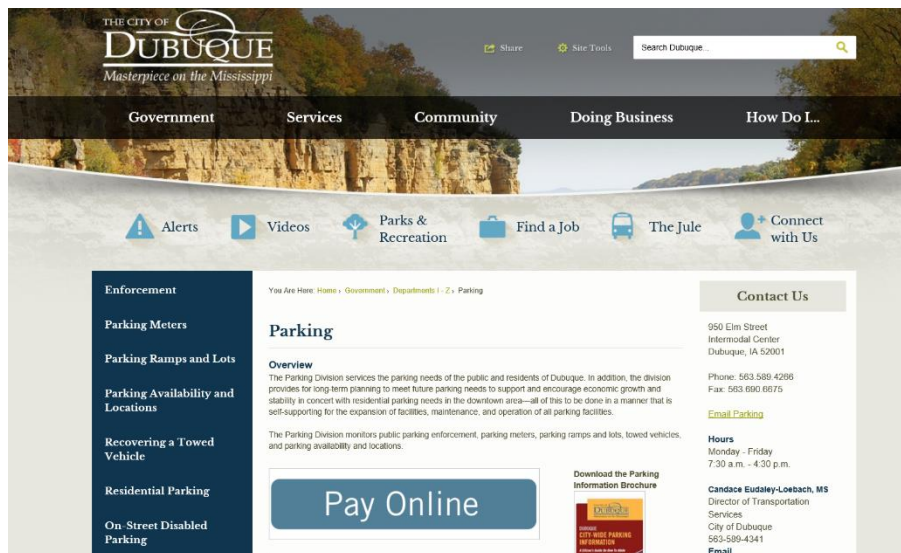


Dubuque is not the largest city included in our analysis, but it does have the largest municipal parking operation. The city owns and operates six (6) parking structures, fourteen (14) surface lots, and 1,800 on-street parking meters, representing a total of 5,091 public parking spaces. The parking system generates \$5.3 million in annual revenue, with annual fine revenues of \$315,000. All parking revenues go to the parking fund, including fines. Parking meters are enforced Monday – Saturday from 8:00am to 5:00pm. The overtime/expired meter base fine is \$10 which increases to \$15 if not paid after seven days.

The City currently has Duncan “Eagle” single-space electronic meters deployed. These early generation electronic meters were an improvement over mechanical meters, but they do not accept credit cards and they are time consuming to re-program compared to current meter technology. Even though the older meters do not accept credit cards, customers can pay at the meter using the Passport Parking mobile app. The City is planning to replace its current meter fleet with “smart meters” and has recently completed a pilot program testing smart meter technology from Municipal Parking Solutions (MPS).

The municipal parking operation is managed under the Department of Transportation services, with a Director of Transportation; one Operations Supervisor and fourteen (14) maintenance and operations staff. Parking enforcement is conducted by 7 part time non-police enforcement personnel. The City generates approximately 32,000 parking violations per year. The City uses “AIMS” for its back-end ticket processing and they are very happy with this vendor. There is no formal parking board or committee, and the City does not have a parking exempt district. The Dubuque parking system relies on parking revenues, TIF revenues and a minimum assessment from the Diamond Jo Casino to pay for operations and debt service. Once existing debt service is paid off in 2021, the City is hopeful that TIF support will no longer be needed.

City of Dubuque Parking Webpage



Parking Fees and Rates Charged by Other Iowa Cities

The cities of Ames, Des Moines, Dubuque and Urbandale all have meter enforcement hours that include Saturdays. The lowest on-street meter rate is charged in Davenport at \$.50 cents per hour. Des Moines and Urbandale charge the highest rate at \$1.25 per hour. The average on-street prime rate is \$1.00 per hour. The average low monthly permit rate is \$58; with an average high monthly permit rate of \$80 per month.

City	Prime Meter Rate/Hour	Structured Parking Monthly Rates	Enforcement Times
Ames	\$1.00	\$20 - \$50	Mon-Sat 9am-6pm
Des Moines	\$1.25	\$63 - \$75	Mon-Sat 9am-9pm
Dubuque	\$0.75	\$42 - \$65	Mon-Sat 8am-5pm
Cedar Rapids	\$1.00	\$55 - \$85	Mon-Fri 9am-6pm
Davenport	\$0.50	\$65 - \$105	Mon-Fri 7am-5pm
Sioux City	\$0.75	\$45	Mon-Fri 8am-6pm
Council Bluffs	\$1.00	\$50 - \$65	Mon-Fri 8am-5pm
Urbandale	\$1.25	\$63 - \$75	Mon-Sat 9am-9pm

SECTION VI – FINDINGS AND RECOMMENDATIONS

Our primary recommendations are listed below in the form of “Big Picture” policy goals, followed by specific elements that we believe need to be included in a new Parking Management Plan.

RECOMMENDED PARKING MANAGEMENT PLAN BIG PICTURE

- Identify and empower parking management leadership:
 - Develop from within (Finance/Planning/Economic Development?)
 - Create new position
 - Partner with CMS
- Negotiate with private lot owners and develop more formalized program that allows for public parking during evenings and special events
- Need to develop Parking Master Plan that includes College Hill area under unified management and operations plan
- Create or re-establish a parking committee or advisory board for policy making and oversight
- Invest in new payment technologies for paid City lots (meters/pay-by-mobile)

RECOMMENDED PARKING MANAGEMENT PLAN

- Until a public/private parking ramp project can be identified, keep on-street parking free but better regulated and enforced
- Revise enforcement hours to Monday through Saturday, 9:00am to 8:00pm
- Revise on-street time zones as follows (no more re-parking in same zone):
 - Keep Main Street two hour and revise signs to read “**2-Hour Visitor and Customer Parking Only**”;
 - Add 8 to 10 short-term 15-minute “Pick Up/Drop Off” spaces on side streets immediately adjacent to Main;
 - Change side streets one block off of Main, Washington between 1st and 5th and State Street between 2nd and 4th to three-hour parking with signs that read “**3-Hour Visitor and Customer Parking Only**”;
 - Change all remaining on-street parking more than one block from Main to free, unlimited parking.
- Invest in new electronic permitting technology and beef up on-street time limit enforcement
- Create graduated fine structure that provides relief for first time offenders; but stiffer fines for subsequent violations

RECOMMENDED PARKING MANAGEMENT PLAN

- Monetize all City surface lots based on the following policies:
 - Eliminate time limits in all lots
 - Install license plate based multi-space pay stations that accept credit cards
 - Adopt pay-by-mobile application
 - Charge \$0.50 per hour/\$3.00 max until 5:00pm
 - Eliminate universal permits and sell monthly permits based on specific lots
 - Ease into permit allocation per lot (20% at first)
 - After 5:00pm charge flat rate of \$3.00
 - Continuously monitor and adjust rates/allocations as needed
- Maintain overnight parking ban on Main Street, but allow overnight parking on the side streets
- Add new on-street parking wherever it is feasible, especially State Street
- Create on-street angled parking wherever feasible as streets are reconstructed

Proposed On-Street Parking Management Plan



Proposed Off-Street Parking Management Plan



RECOMMENDED PARKING MANAGEMENT PLAN

Proposed New Off-Street Parking Plan

Monetize All Public Lots – No Time Limits

Propose:	\$0.50 per hour
Daily Max:	\$3.00 till 5:00pm
Flat Rate:	\$3.00 after 5:00pm
Permit Rates:	\$30 - \$40 per month



Monthly permit allocation per lot: 20%
Permits are lot specific, not universal
**Recommend no monthly permits for Lot B*



Recommended Technology for Paid Off-street Lots

MULTI-SPACE METER WITH TOUCH SCREEN

- Latest touch screen technology
- Solar powered with battery backup
- Seven (7) total pay stations for the lots:
 - 2 for Lot A
 - 2 for Lot D
 - 1 each for Lots, B, C, H
- Installed cost of \$8,000 to \$10,000 per pay station
- Total budget \$56,000 to \$70,000



SECTION VII – IMPLEMENTATION PLAN PHASING

Implementation phasing will depend on internal City procedural processes in terms of policy and code changes and procurement requirements for the purchase of equipment. However, we have identified the following priorities that we recommend in the following order of phasing:

IMPLEMENTATION PLAN – IMMEDIATE ACTION (THREE MONTHS TO ONE YEAR)

- Remove existing meters from lots – operating costs higher than revenue generated
- Eliminate 4-hour time limit in public lots and increase enforcement manpower, particularly for on-street enforcement
- Perform detailed analysis to add additional on-street parking wherever feasible in the downtown district – up to 50+ additional parking spaces possible
- Revise City code to change on-street time limits, revise enforcement schedule to evenings and Saturday, and changes to overnight parking ban (graduated fine structure?)
- Develop communication plan to update print media, web pages and parking brochure/map to communicate policy changes
- Purchase and install multi-space pay stations in City lots (6 to 12 Months)
- Initiate planned streetscape improvements (100 block alley in 2019)
- Adopt pay-by-mobile capability concurrently with purchase of pay stations – no capital outlay
- WGI recommends pay stations with coin, credit card and pay-by-mobile capabilities (no bill acceptors), configured as pay-by-plate
- Target September 1, 2019 as “Go Live” date for paid parking in public lots
- Continue to monitor occupancy and utilization levels on a routine basis
- Upgrade existing handhelds to full wireless, press existing vendor for better service and response times



IMPLEMENTATION PLAN – MID-TERM ACTION 1 TO 2 YEARS

- Continuously monitor parking utilization through monthly/quarterly occupancy counts
- Perform parking impact analyses for all future development project submittals (not just based on current zoning requirements)
- Complete process for downtown visioning and zoning, including a reevaluation of downtown residential parking requirements
- Continue phased streetscape, lighting, pedestrian and walkability physical improvements; and eliminate curb cuts wherever possible!
- Consider more formalized relationship with CMS for ongoing downtown parking management
- Brand the public parking system and develop continuous marketing and communications plan
 - Web based maps and posted regulations
 - Information on special event parking
 - Updated wayfinding and identification signage

LONG-TERM/ONGOING PLAN

- Downtown streets may need to be monetized as part of long-term plan to provide adequate public parking infrastructure
- Need to monitor proposed river project to determine impact on downtown parking and access
- Moving forward, work with developers under public/private partnerships to create additional public parking as developments occur
- Create additional public parking capacity to attract daytime office uses to diversify the downtown land use mix
- Continue to pursue formal shared parking opportunities to open up private parking for public use in the evenings and weekends

APPENDIX – A

Summary Report From Online Survey

ONLINE SURVEY

Item 2.



CEDAR FALLS CUSTOMER SURVEY QUESTIONS

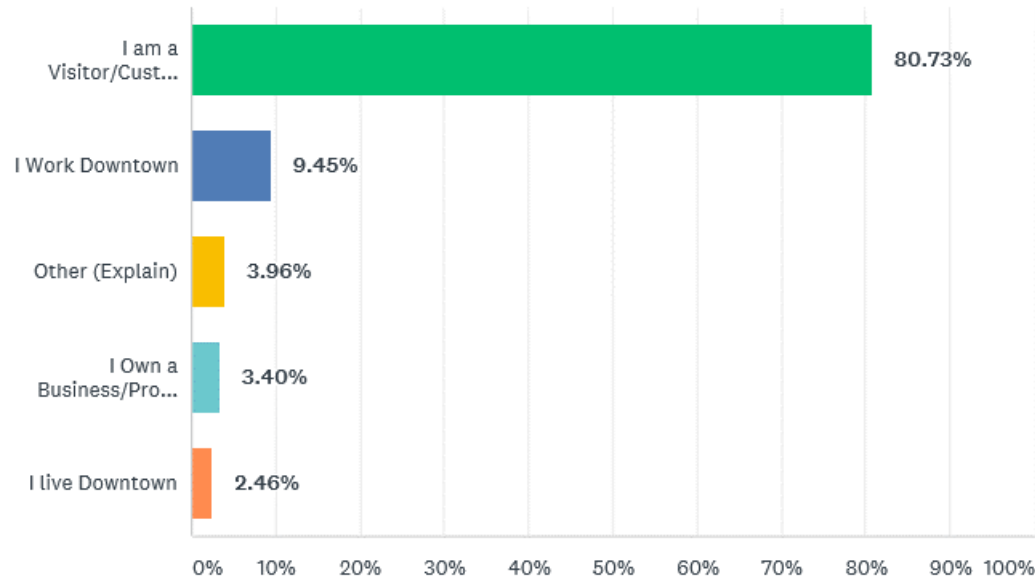
1. Please indicate your postal zip code:

2. Please check the category below that best describes your interest in downtown Cedar Falls?

- I am a Visitor/Customer
- I live Downtown
- I Own a Business/Property
- I Work Downtown
- Other (Explain)

ONLINE SURVEY – 2,678 TOTAL RESPONSES!

Item 2.



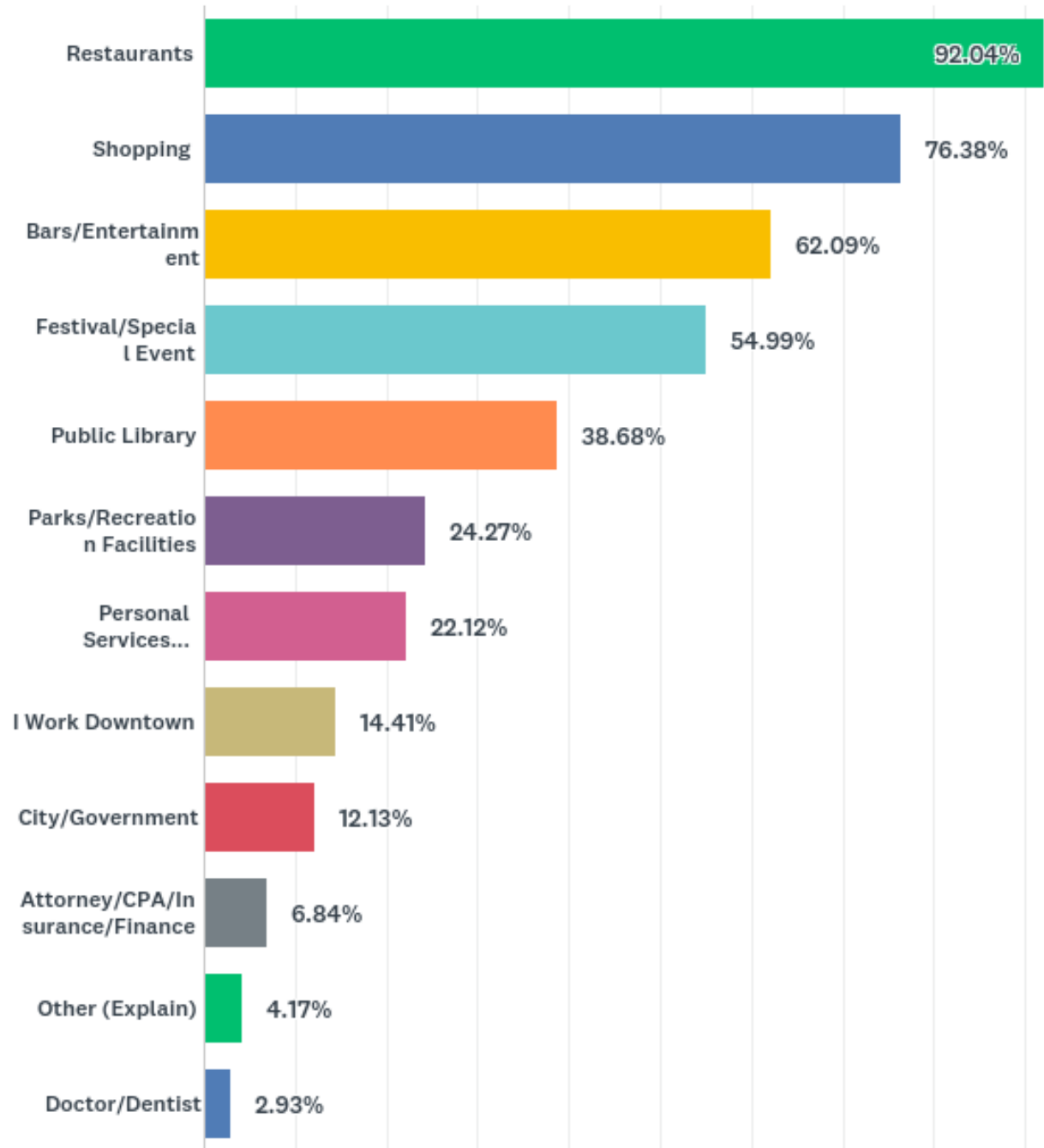
“I work downtown, but I am also a frequent visitor/customer.”

“I work downtown AND I am a visitor and customer. I think it is important to remember that they overlap.”

ANSWER CHOICES	RESPONSES	
▼ I am a Visitor/Customer	80.73%	2,162
▼ I Work Downtown	9.45%	253
▼ Other (Explain)	Responses 3.96%	106
▼ I Own a Business/Property	3.40%	91
▼ I live Downtown	2.46%	66
TOTAL		2,678

ONLINE SURVEY

Item 2.

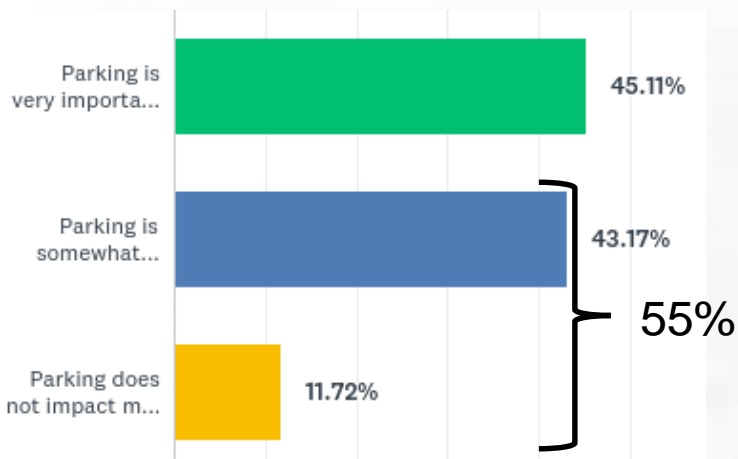


Downtown has evolved into a vibrant dining, retail and entertainment district; with a rapidly growing residential population.

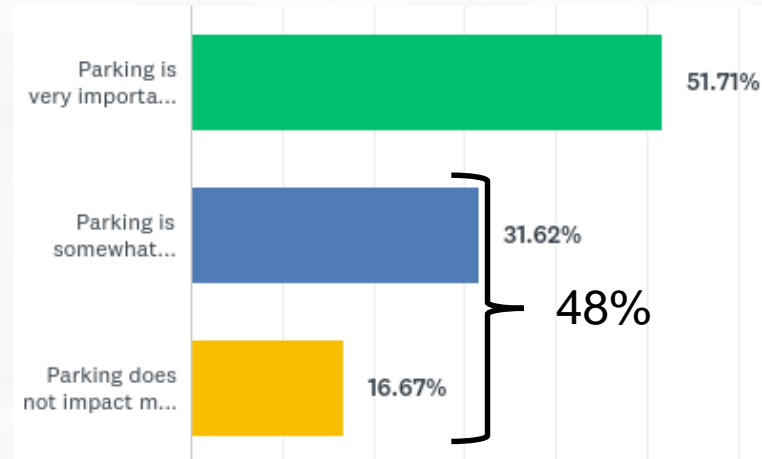
HOW IMPORTANT IS PARKING AS IT RELATES TO YOUR DECISION TO VISIT DOWNTOWN CEDAR FALLS?

Item 2.

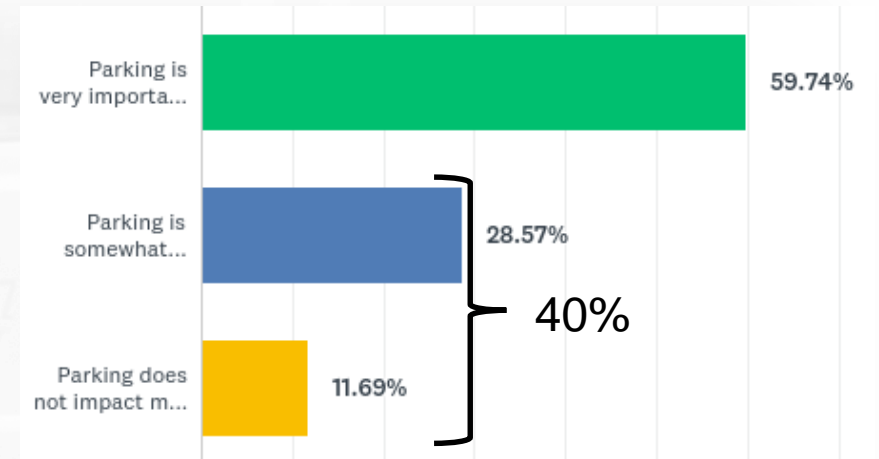
Customers



Employees



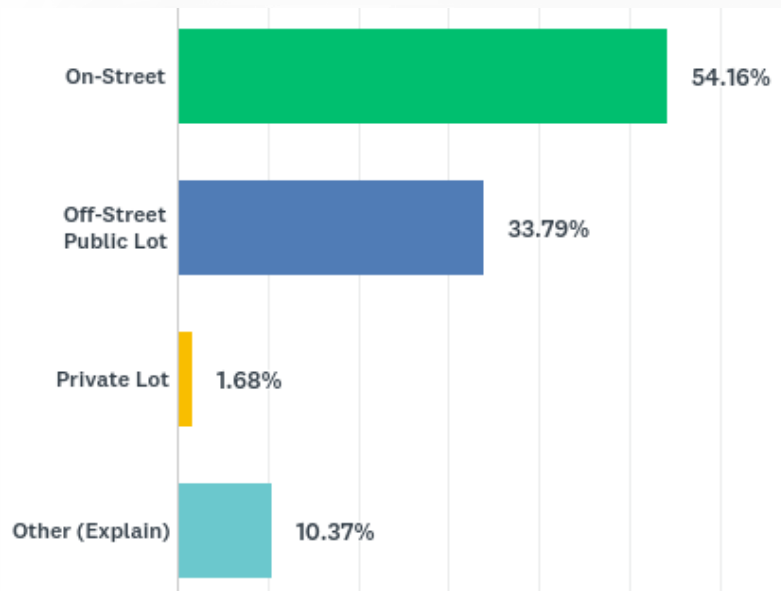
Owners



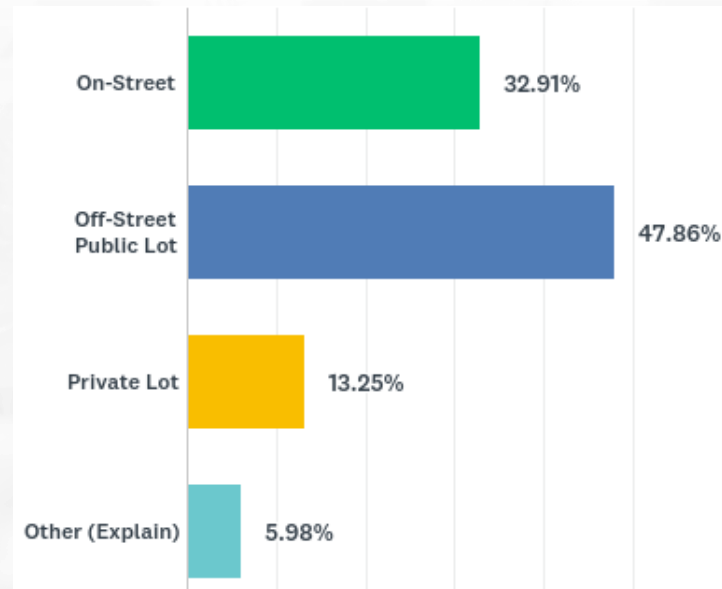
IF YOU DRIVE A CAR TO VISIT DOWNTOWN, WHERE DO YOU TYPICALLY PARK?

Item 2.

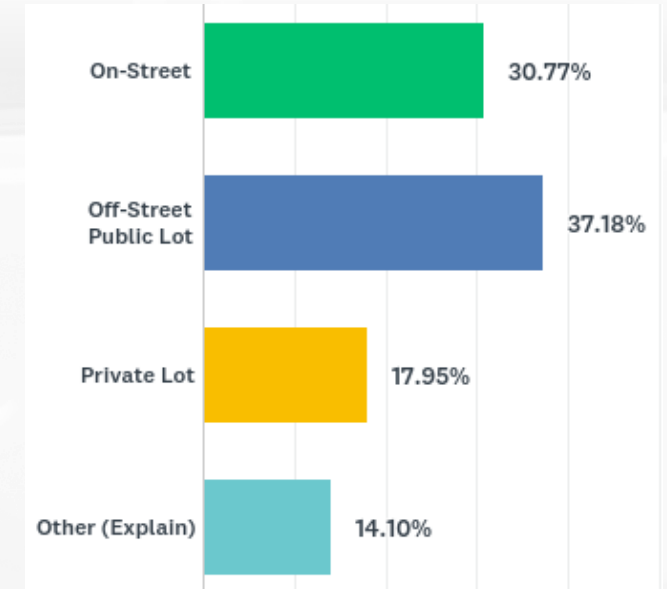
Customers



Employees



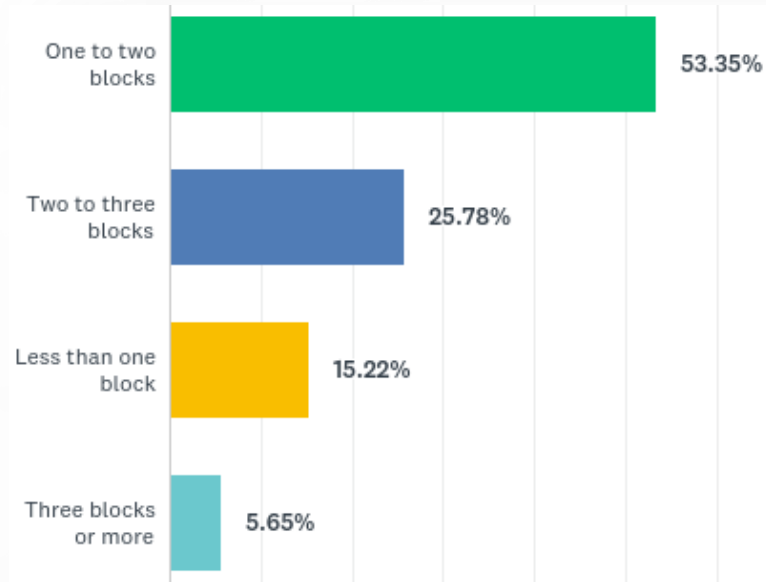
Owners



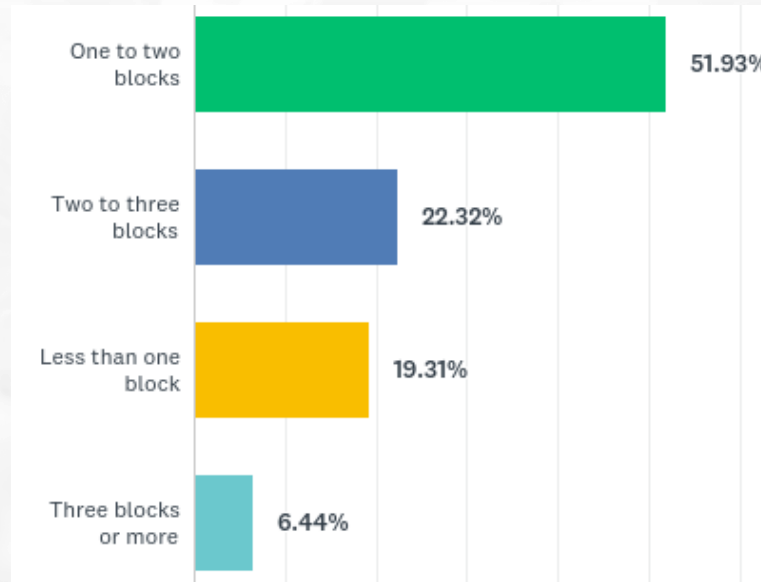
WHAT IS AN ACCEPTABLE WALKING DISTANCE TO WALK FROM YOUR PARKING SPACE TO YOUR DESTINATION?

Item 2.

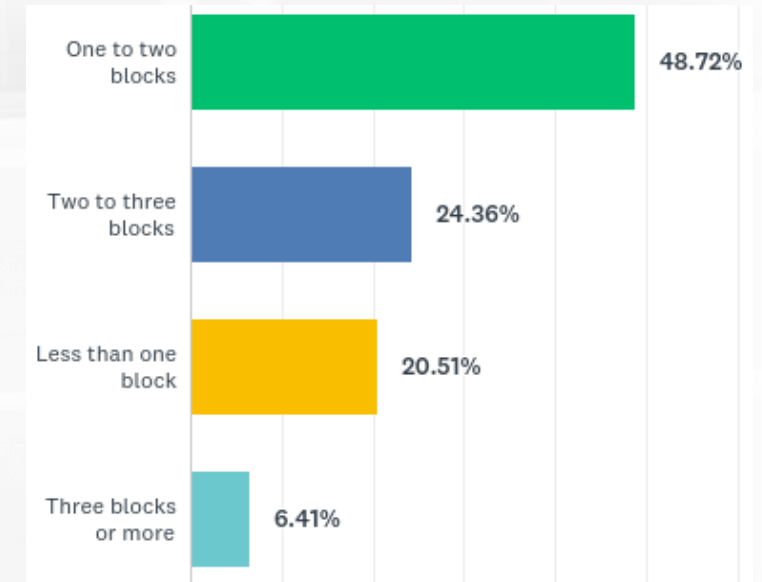
Customers



Employees



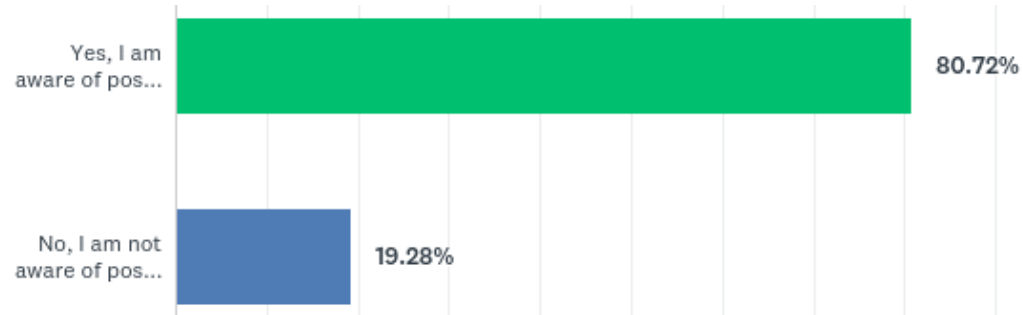
Owners



ARE YOU AWARE THAT THERE ARE POSTED TWO-HOUR TIME LIMITS FOR ON-STREET PARKING IN THE CORE DOWNTOWN AREA?

Item 2.

Customers



Employees



Owners



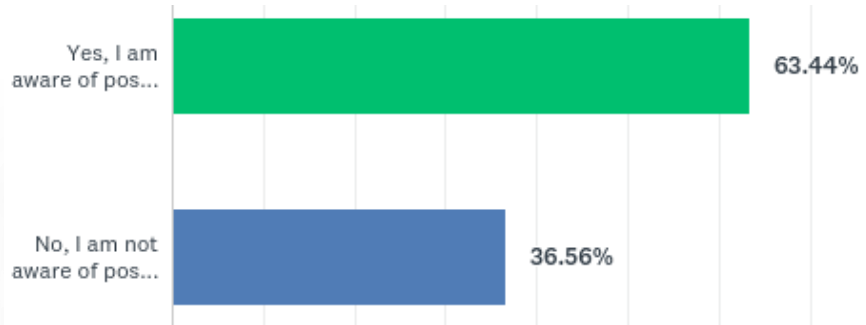
Residents



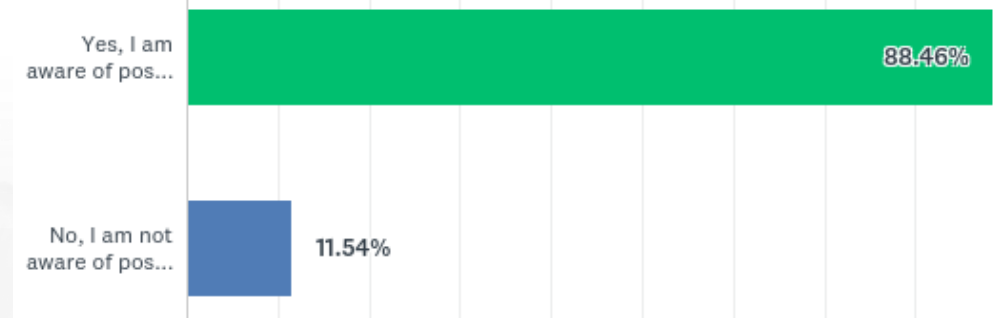
ARE YOU AWARE THAT THERE ARE POSTED FOUR-HOUR TIME LIMITS FOR PUBLIC OFF-STREET PARKING IN THE CORE DOWNTOWN AREA?

Item 2.

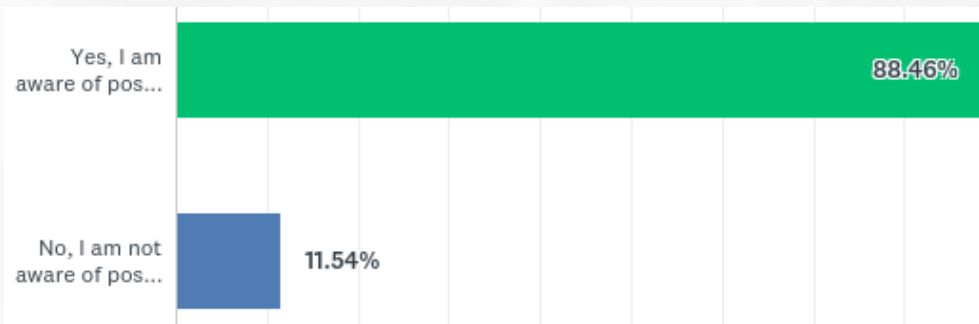
Customers



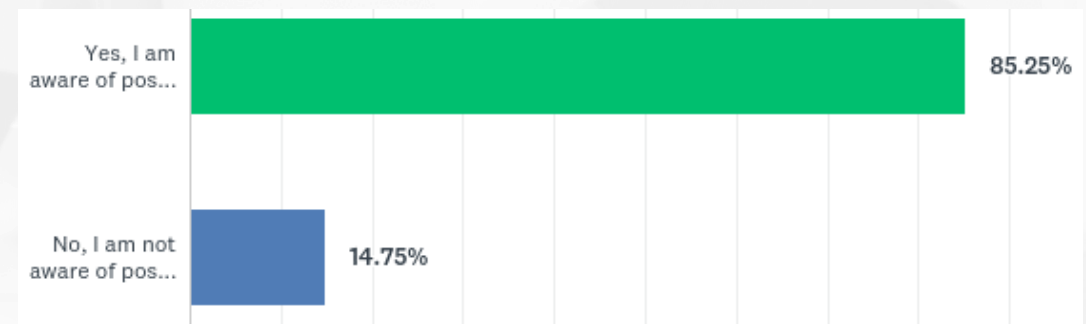
Employees



Owners



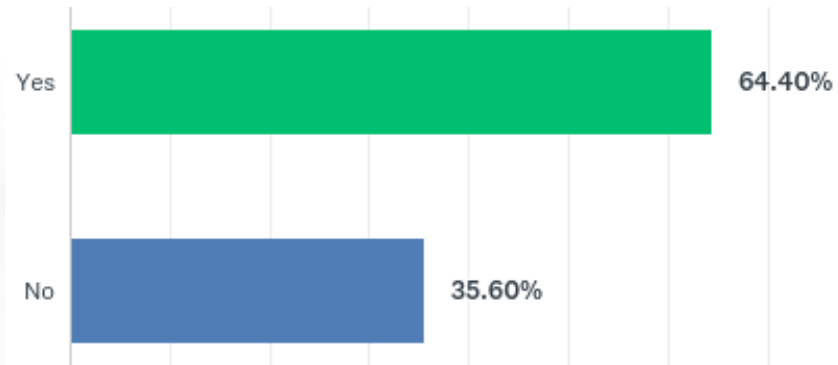
Residents



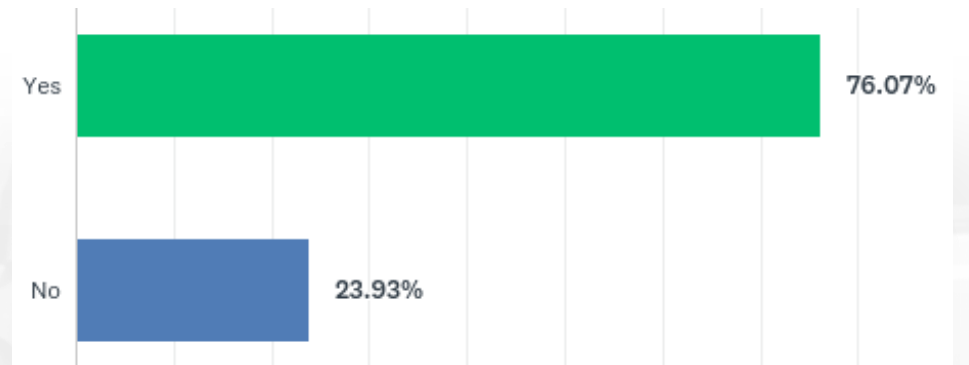
ARE YOU AWARE THAT THERE IS FREE, UNRESTRICTED PARKING AVAILABLE WEST OF WASHINGTON STREET AND EAST OF STATE STREET IN THE DOWNTOWN AREA?

Item 2.

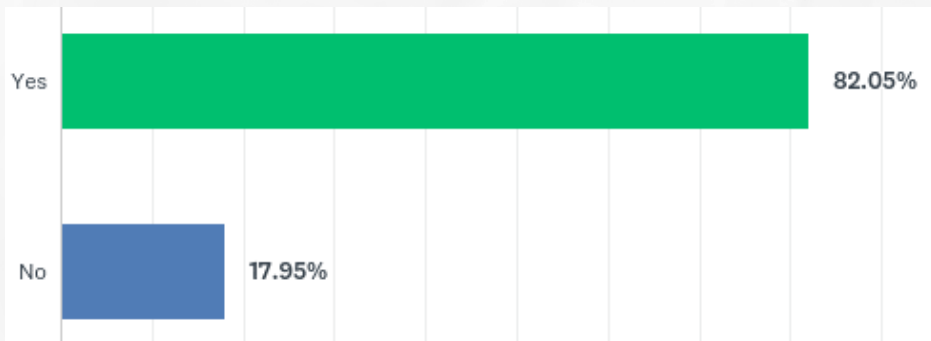
Customers



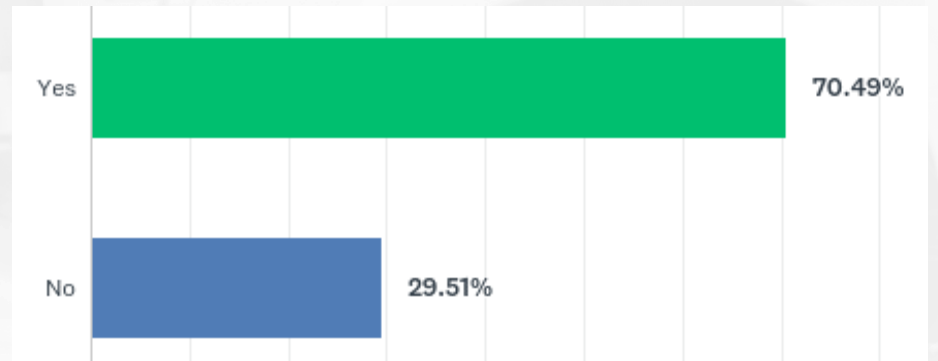
Employees



Owners



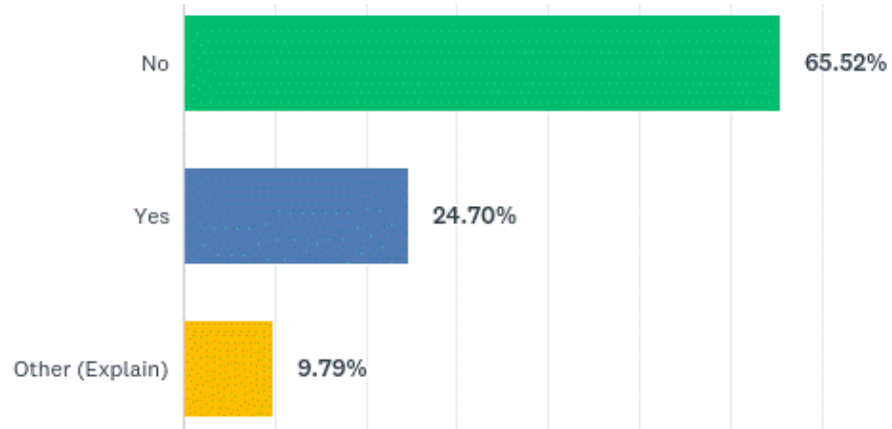
Residents



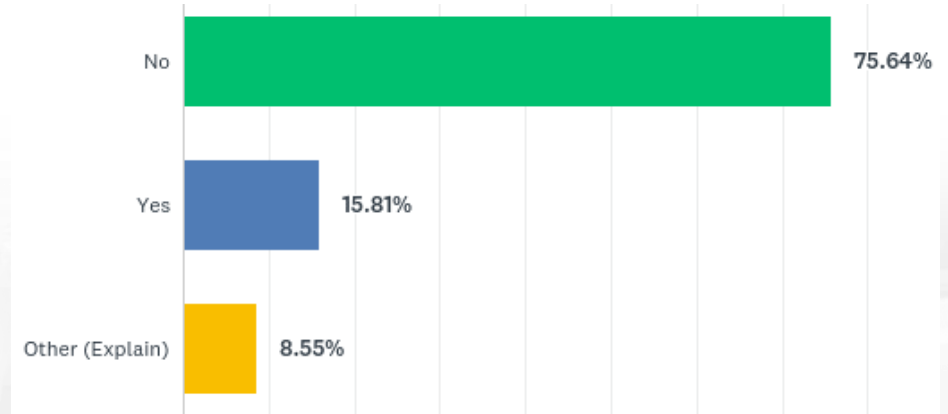
DO YOU BELIEVE THAT PARKING TIME LIMITS SHOULD BE ENFORCED MORE STRICTLY?

Item 2.

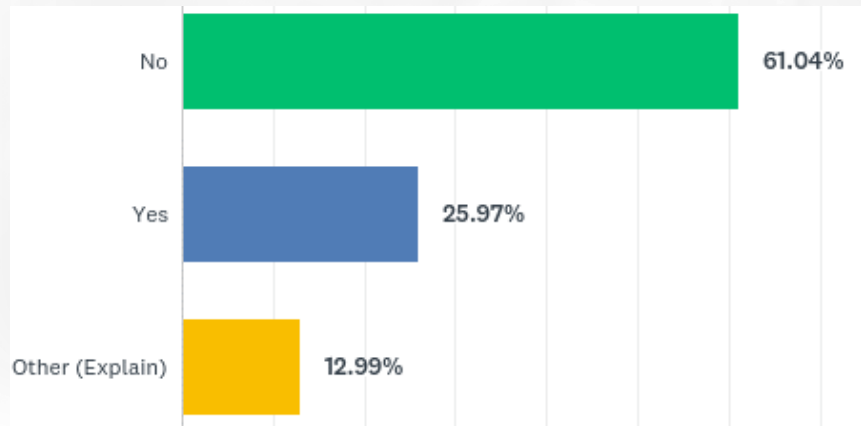
Customers



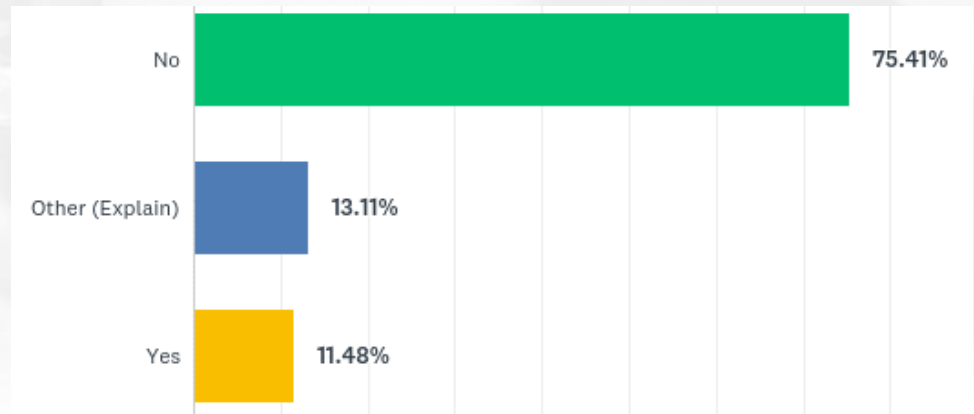
Employees



Owners



Residents



DO YOU BELIEVE THAT PARKING TIME LIMITS SHOULD BE ENFORCED MORE STRICTLY?

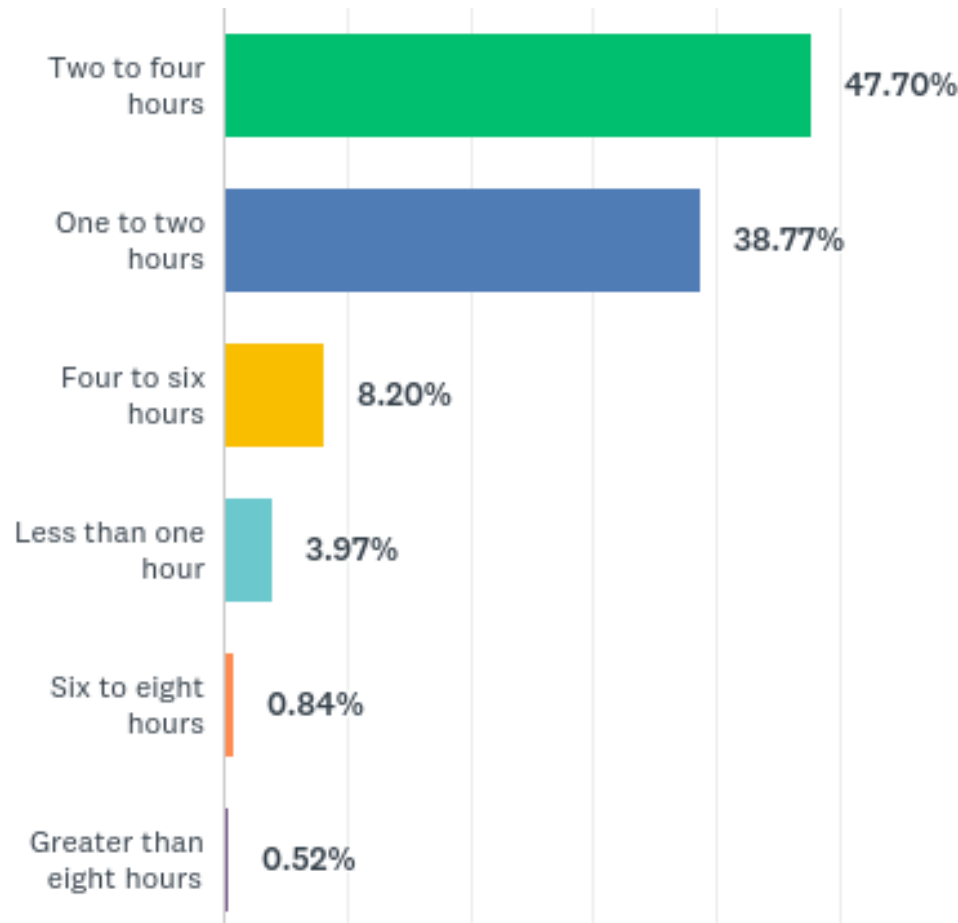
Item 2.

Don't Know		25.49%	65	View all	Edit	Delete
Employee Parking		4.31%	11	View all	Edit	Delete
Well Enforced		13.33%	34	View all	Edit	Delete
Need More Parking		17.65%	45	View all	Edit	Delete
No		13.33%	34	View all	Edit	Delete
Overnight/Bars		3.92%	10	View all	Edit	Delete
Two Hours Not Enough		12.16%	31	View all	Edit	Delete
Yes		15.29%	39	View all	Edit	Delete
Untagged		4.71%	12	View all		

WHAT IS THE LENGTH OF STAY DURING YOUR TYPICAL VISIT TO DOWNTOWN?

Item 2.

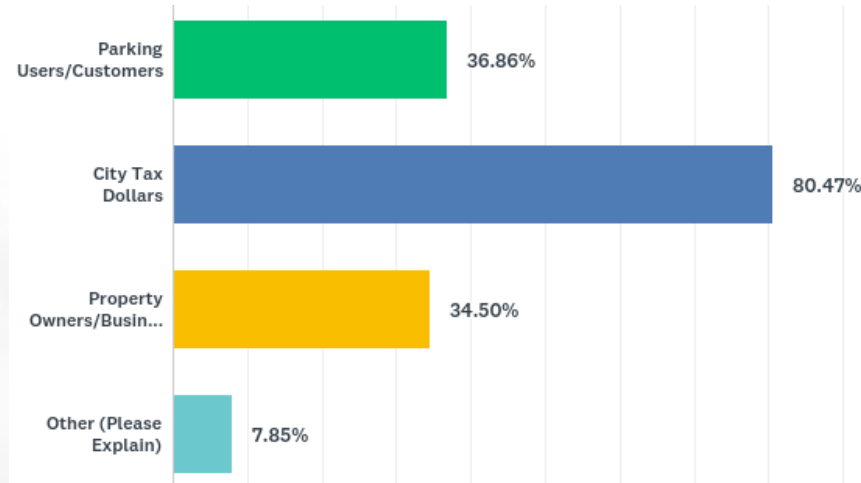
Customers



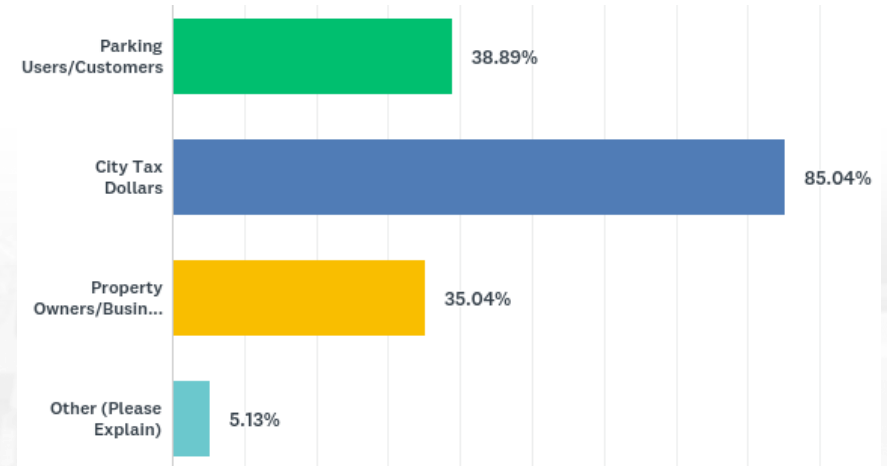
IN YOUR OPINION, WHO SHOULD PAY THE COST OF BUILDING AND MAINTAINING PUBLIC PARKING FACILITIES?

Item 2.

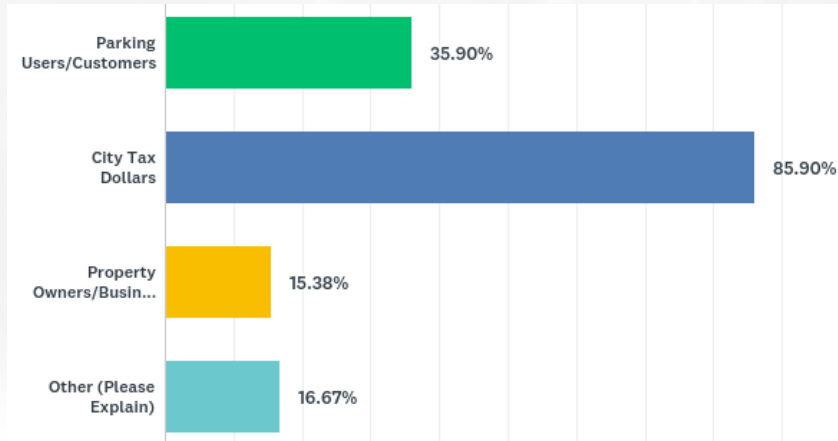
Customers



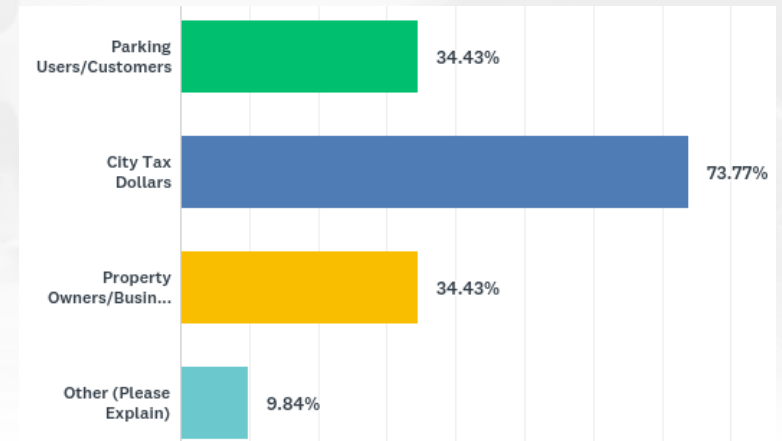
Employees



Owners



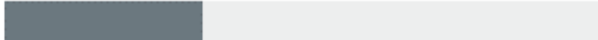


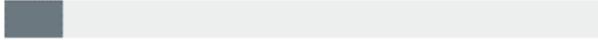
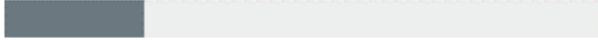
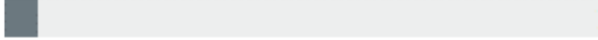
Residents



IN YOUR OPINION, WHO SHOULD PAY THE COST OF BUILDING AND MAINTAINING PUBLIC PARKING FACILITIES?

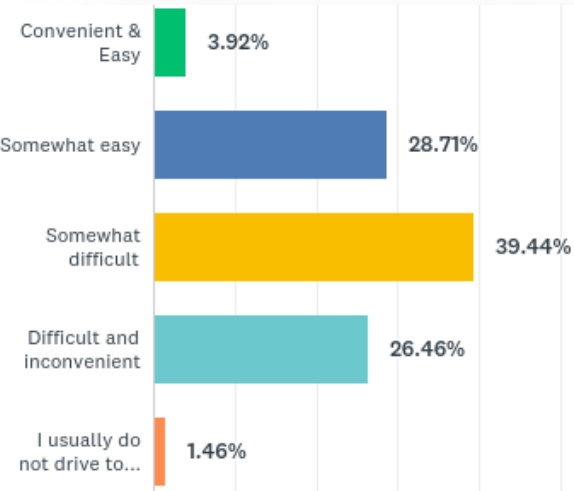
Item 2.

“If everyone who uses parking downtown shared the cost, it would help us all. With all the good things happening downtown, there needs to be MUCH more parking available, such as a parking ramp.”

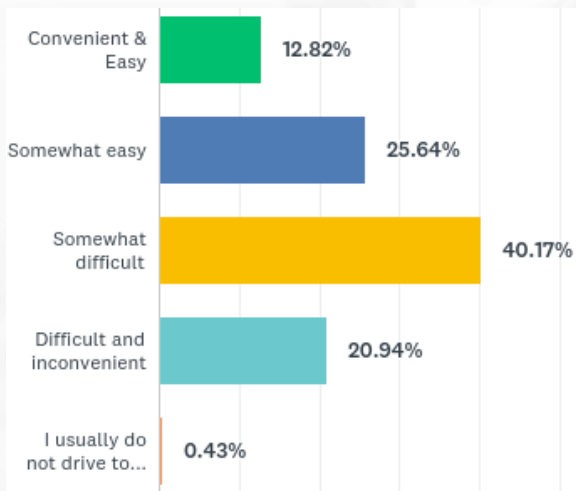
All of the Above		33.18%	70	View all	Edit	Delete
Build Ramp		3.79%	8	View all	Edit	Delete
Business		1.90%	4	View all	Edit	Delete
City Officials/City		9.95%	21	View all	Edit	Delete
Developers/Builders		23.70%	50	View all	Edit	Delete
Don't Know		5.69%	12	View all	Edit	Delete

HOW WOULD YOU CHARACTERIZE YOUR ABILITY TO FIND PARKING SPOT ON A TYPICAL WEEKDAY/WORKDAY? Item 2.

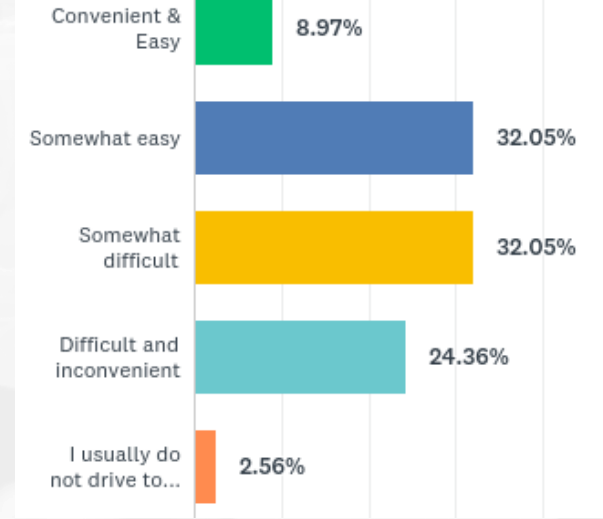
Customers



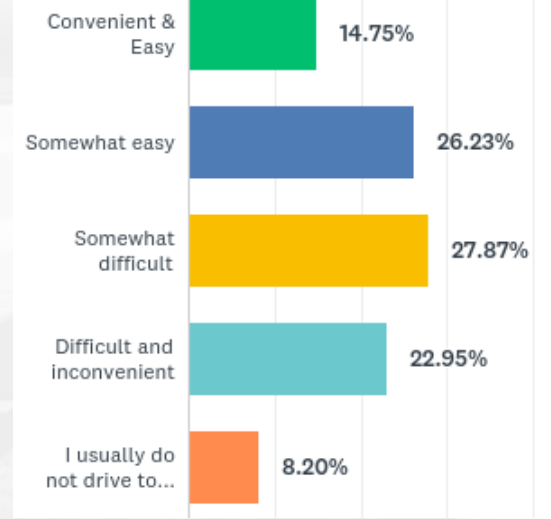
Employees



Owners

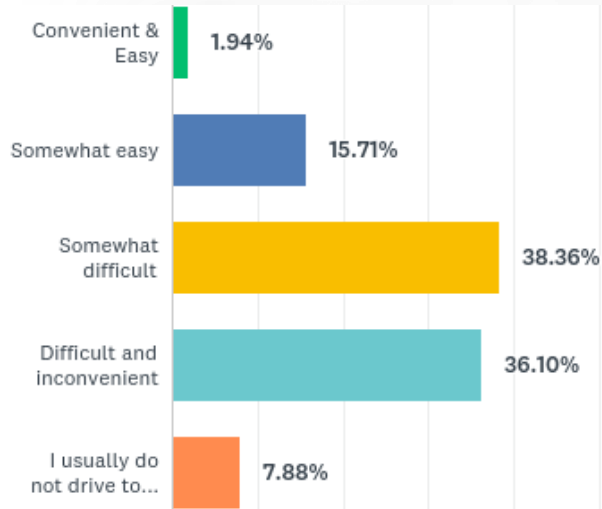


Residents

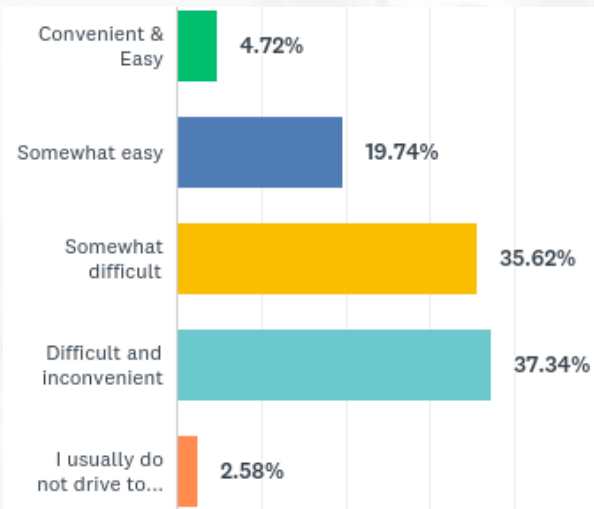


HOW WOULD YOU CHARACTERIZE YOUR ABILITY TO FIND PARKING SPOT ON A TYPICAL LUNCHTIME? Item 2.

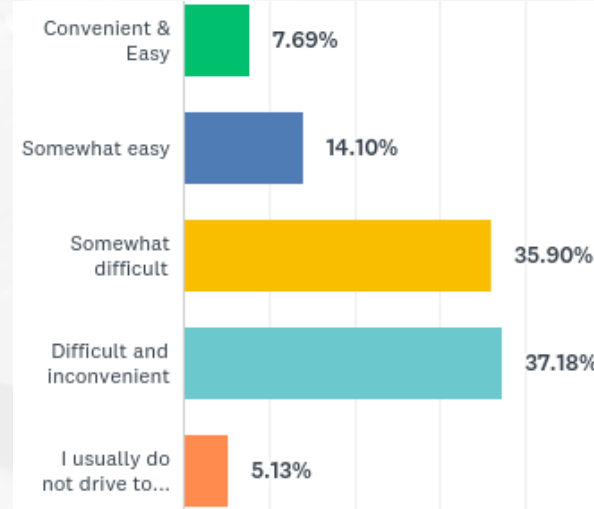
Customers



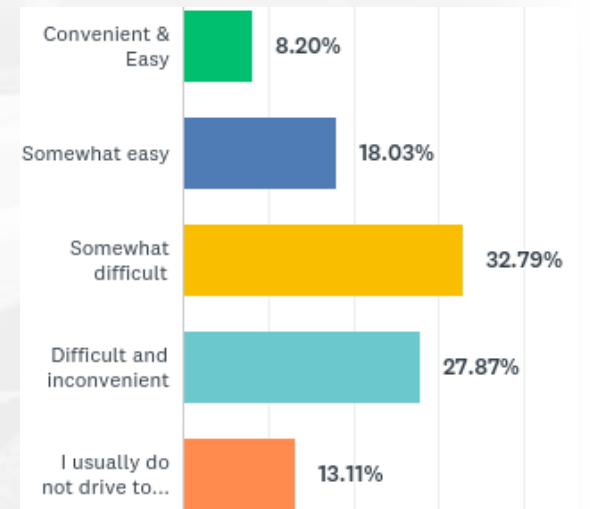
Employees



Owners

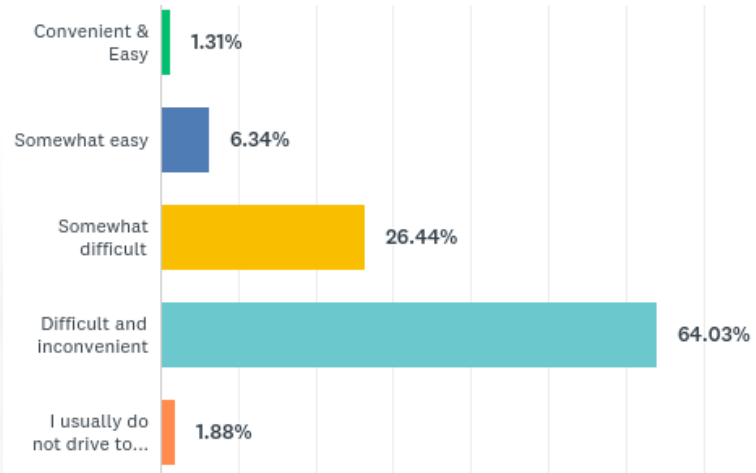


Residents

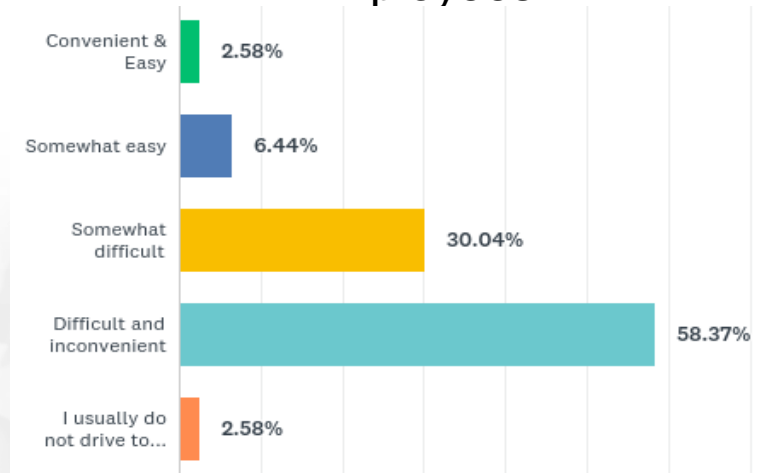


HOW WOULD YOU CHARACTERIZE YOUR ABILITY TO FIND PARKING SPOT ON A TYPICAL EVENING/WEEKEND? Item 2.

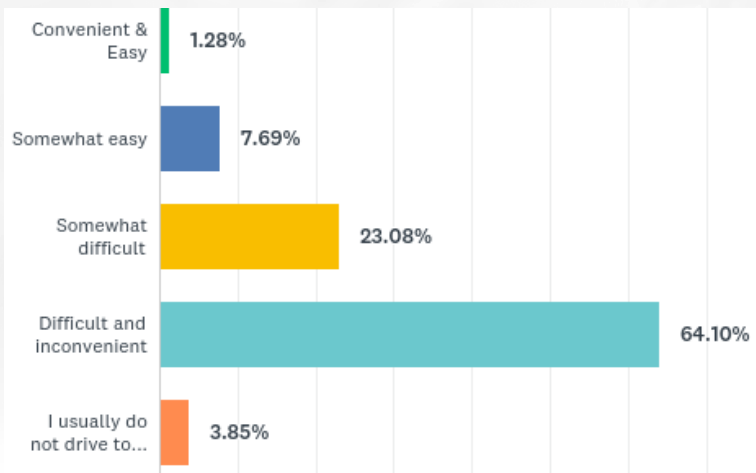
Customers



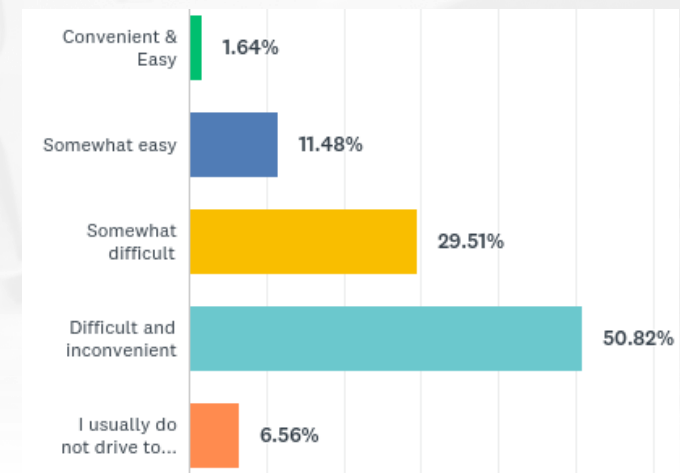
Employees



Owners



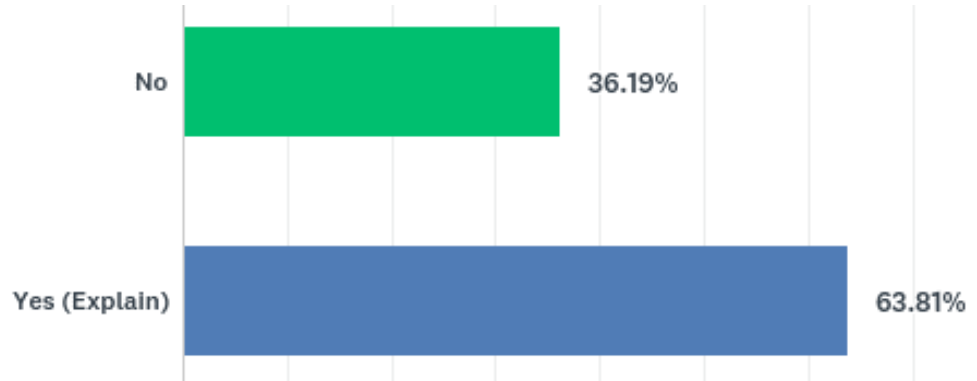
Residents



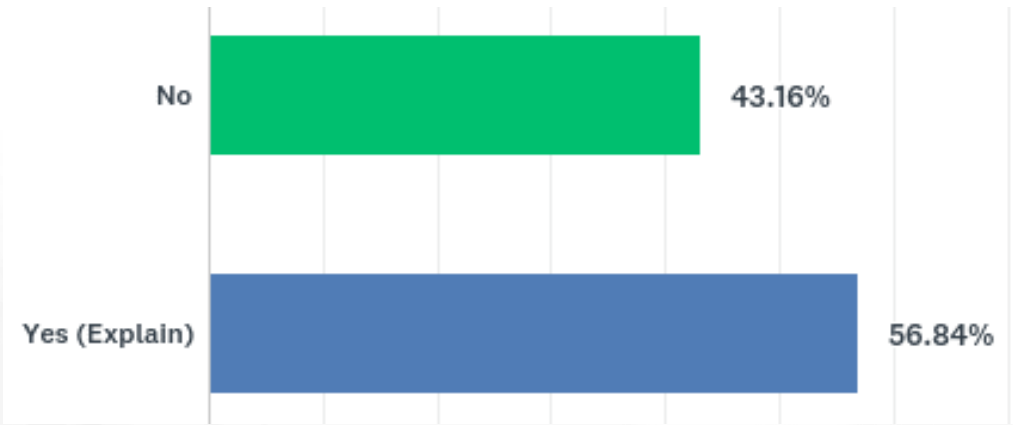
DOES THE AVAILABILITY OF PARKING INFLUENCE YOUR DECISION TO VISIT DOWNTOWN CEDAR FALLS?

Item 2.

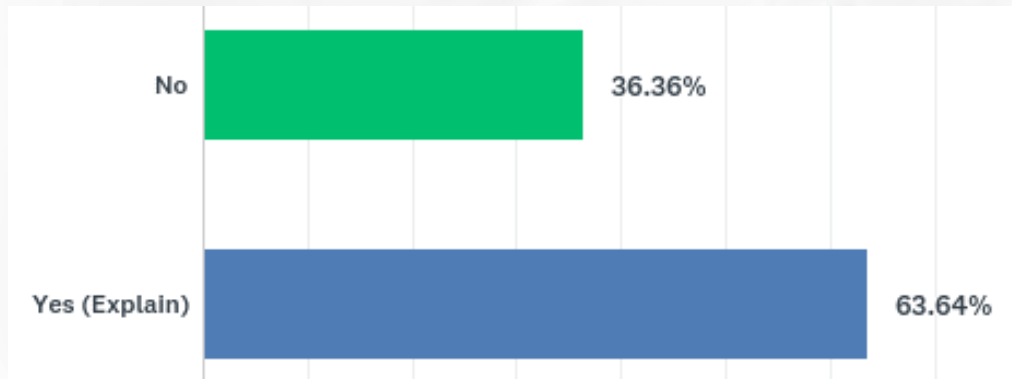
Customers



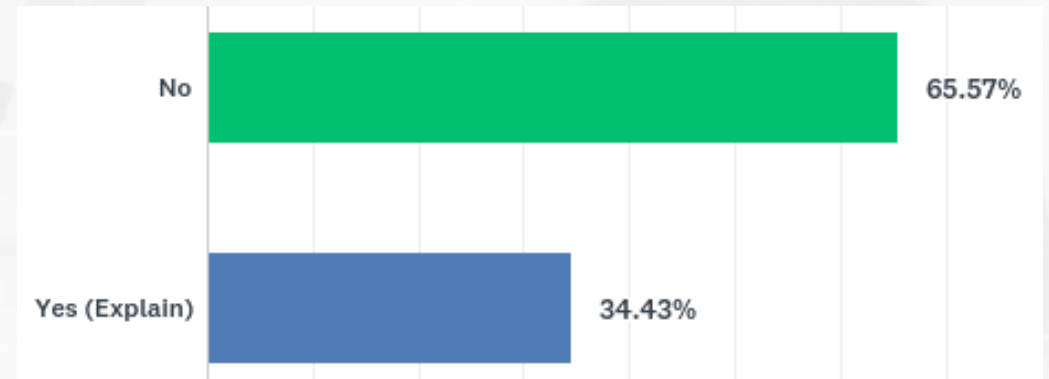
Employees



Owners



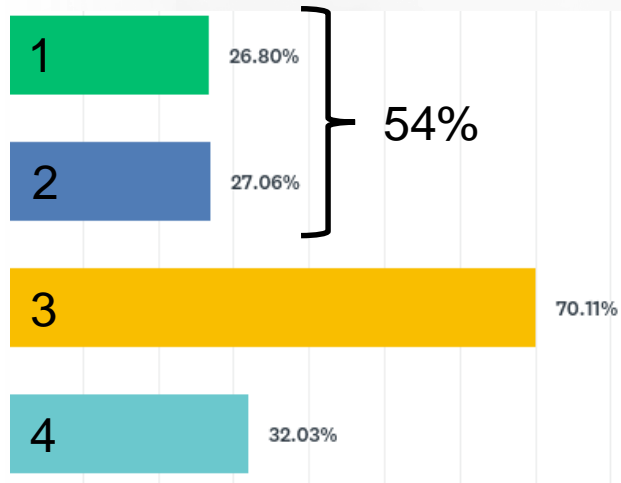
Residents



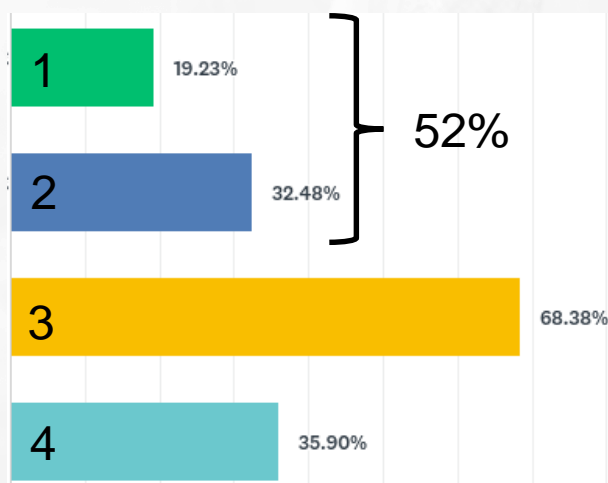
WHEN I VISIT DOWNTOWN CEDAR FALLS (CHECK ALL THAT APPLY):

1. I am willing to pay to park short term on-street close to my destination.
2. I am willing to pay to park longer term in a lot close to my destination.
3. I am willing to walk a block or two if I can park for free.
4. I am not willing to pay to park.

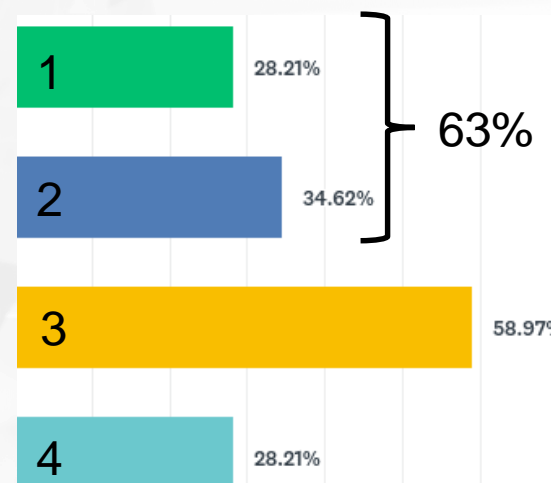
Customers



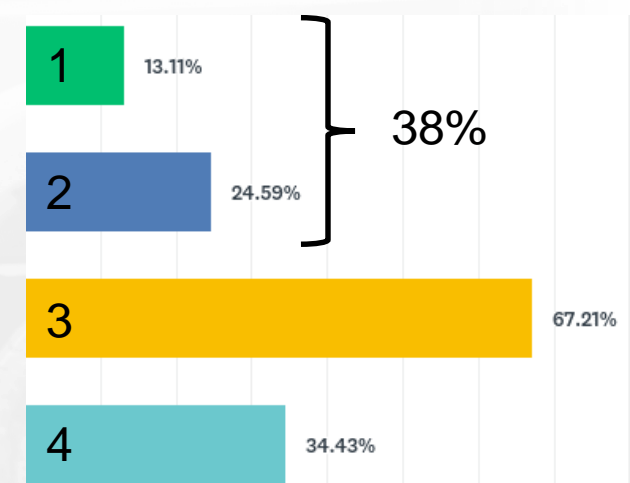
Employees



Owners



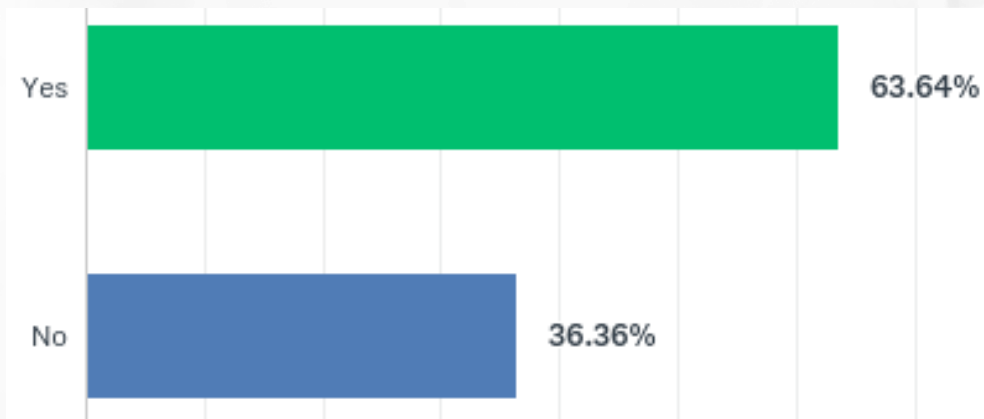
Residents



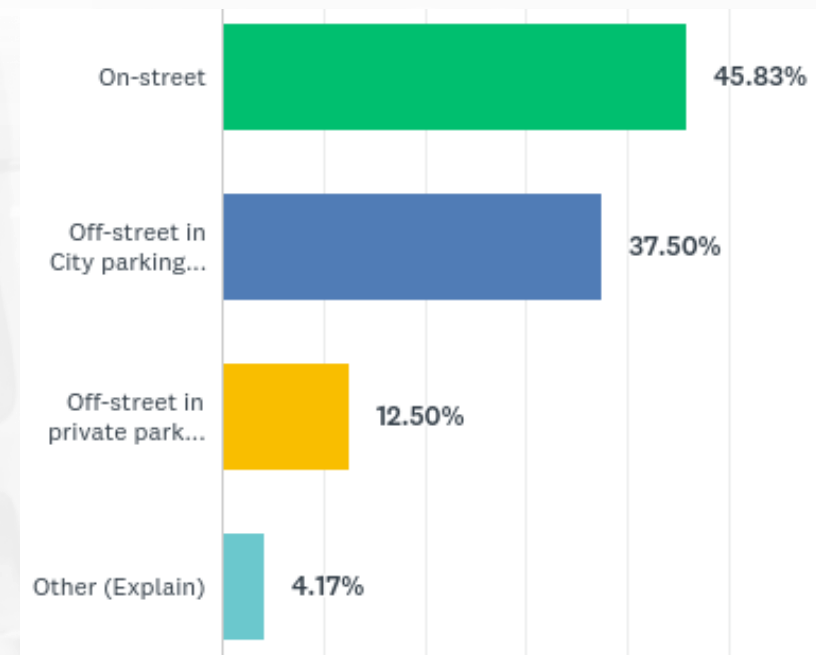
RESIDENT-ONLY QUESTIONS:

Item 2.

“Do you have dedicated parking for your residence?”



“If no, where do you park?”



FINAL OPEN-ENDED QUESTION: "PLEASE PROVIDE ANY SUGGESTIONS YOU MAY HAVE TO IMPROVE PARKING IN DOWNTOWN CEDAR FALLS."

Item 2.

#1. Build a parking ramp:	34%
#2. Too many apartments:	18%
#3. Need more parking:	17%
#4. Want free parking/don't charge:	7%
#5. OK with paid parking:	4%
#6. Existing parking not that bad:	4%
#7. Do not like time limits:	3.4%
#8. Overnight parking ban:	3%
#9. Willing to walk:	2.8%
#10. Too far to walk:	1.8%

Prime Takeaway: 51% of total responses indicated a belief that the downtown needs for more parking!

LEGITIMATE & REASONABLE CONCERNS EXPRESSED

Item 2.

“Something needs to be done soon or it’s going to impact the businesses.”

“Thank you for doing this survey – no easy answers, but it doesn’t help to ignore a real problem.”

“Additional analysis of parking trends could better inform the parking discussion. All interested/affected parties should be part of the conversation. Parking decisions from the City should be transparent.”

“I believe employees who work downtown utilize much of the close-in parking, especially in the evenings, resulting in customers having to park farther out.”

“It’s exciting to see the area grow. I just hope it doesn’t lose the small town, user friendly feeling.”

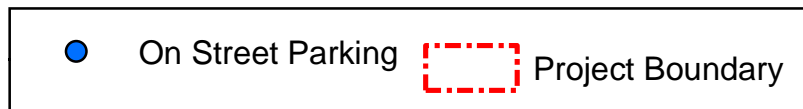
APPENDIX – B

Parking Inventory Maps



Downtown Parking Analysis | Cedar Falls, IA

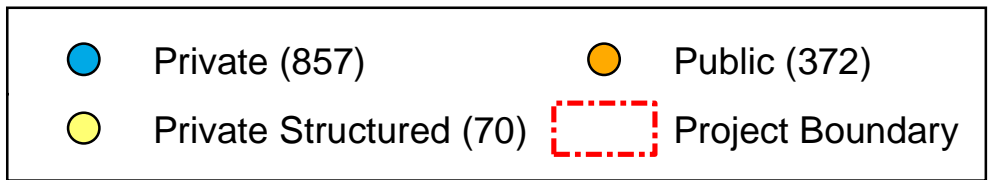
On-Street Parking Inventory
652 Total Spaces





Downtown Parking Analysis | Cedar Falls, IA

Off-Street Parking Inventory
1299 Total Spaces





Downtown Parking Analysis | Cedar Falls, IA

On-Street Parking Inventory by Space Type

● 1 Hr (3)	● 15 Mins (4)	● 24 Hrs (320)
● 12 Mins Loading Zone (4)	● 2 Hrs (296)	● 30 Mins (25)
		 Project Boundary



Downtown Parking Analysis | Cedar Falls, IA

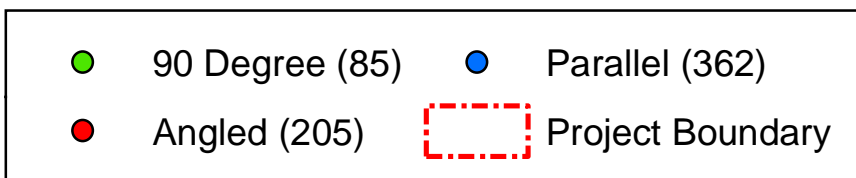
ADA On-Street Parking Inventory

- ADA Spaces (19)
- Project Boundary



Downtown Parking Analysis | Cedar Falls, IA

On-Street Parking Inventory by Space Orientation





Downtown Parking Analysis | Cedar Falls, IA

ADA Public Off-Street Parking Inventory

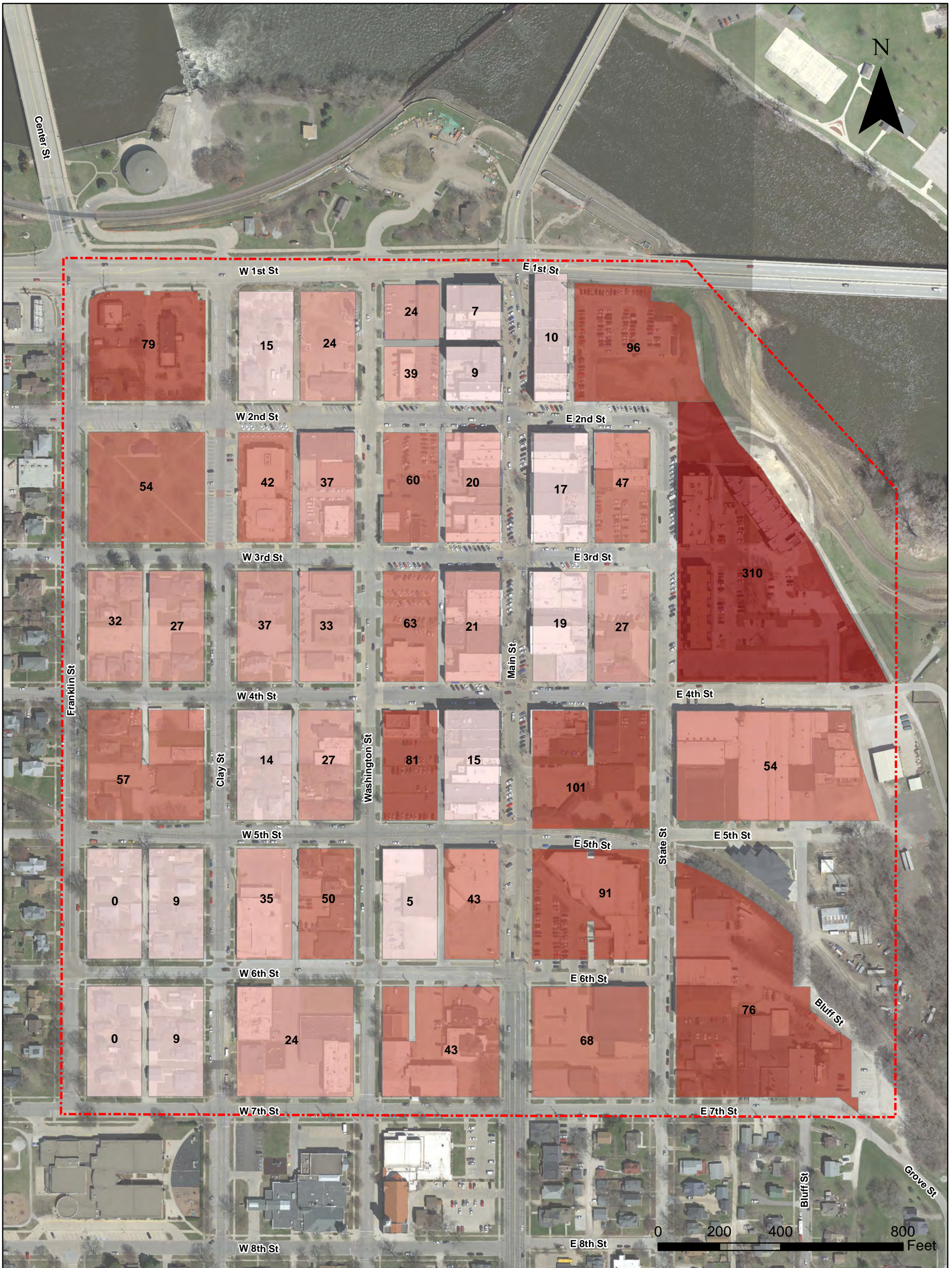
- ADA Spots (39)
- Project Boundary



Downtown Parking Analysis | Cedar Falls, IA

Metered Off-Street Parking Inventory

- Metered Off-Street (38)
- Project Boundary

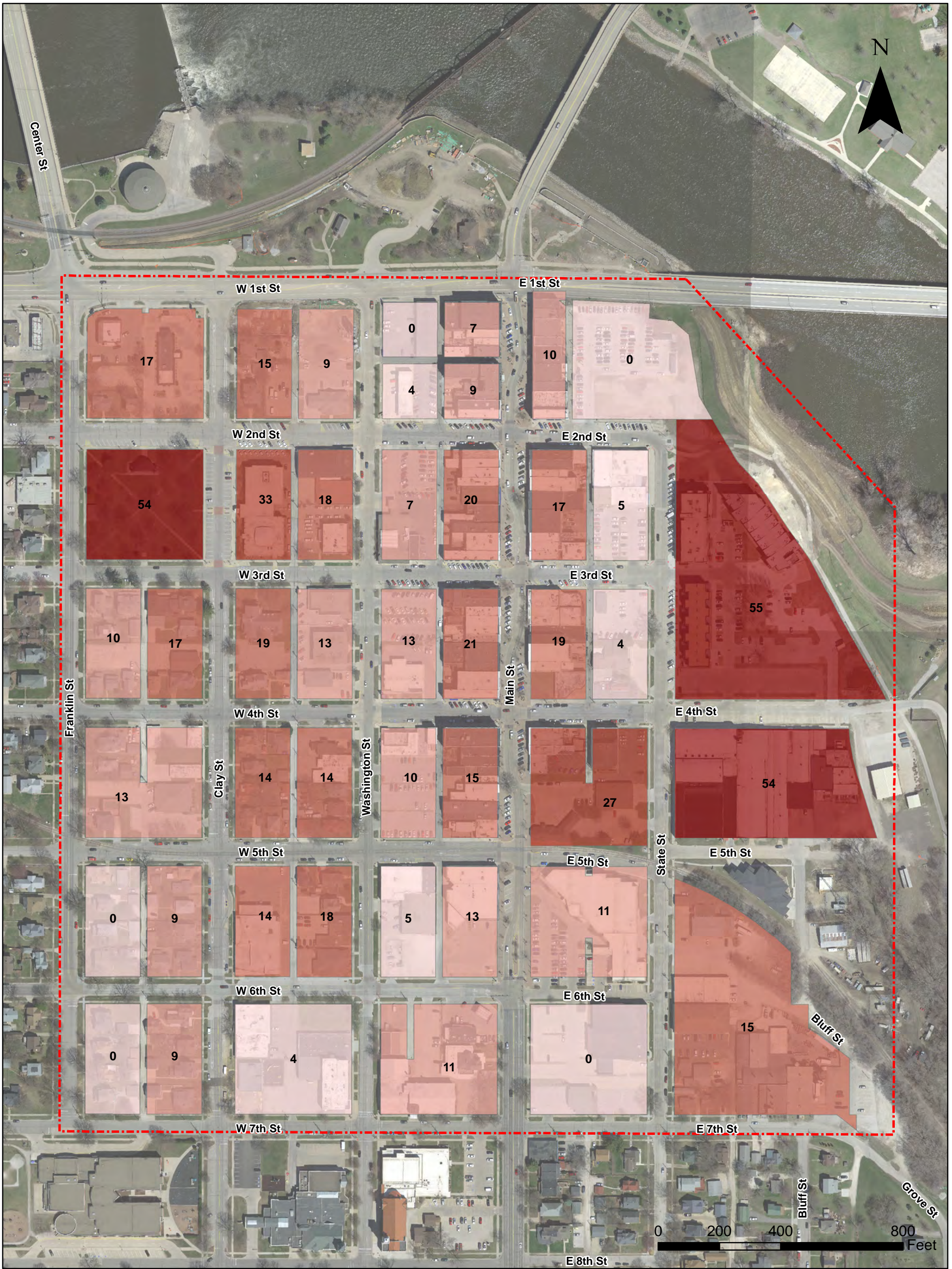


Downtown Parking Analysis | Cedar Falls, IA

Parking Availability by Block
(On-Street Parking and Off-Street Parking)

1951 Total Spaces

 Project Boundary

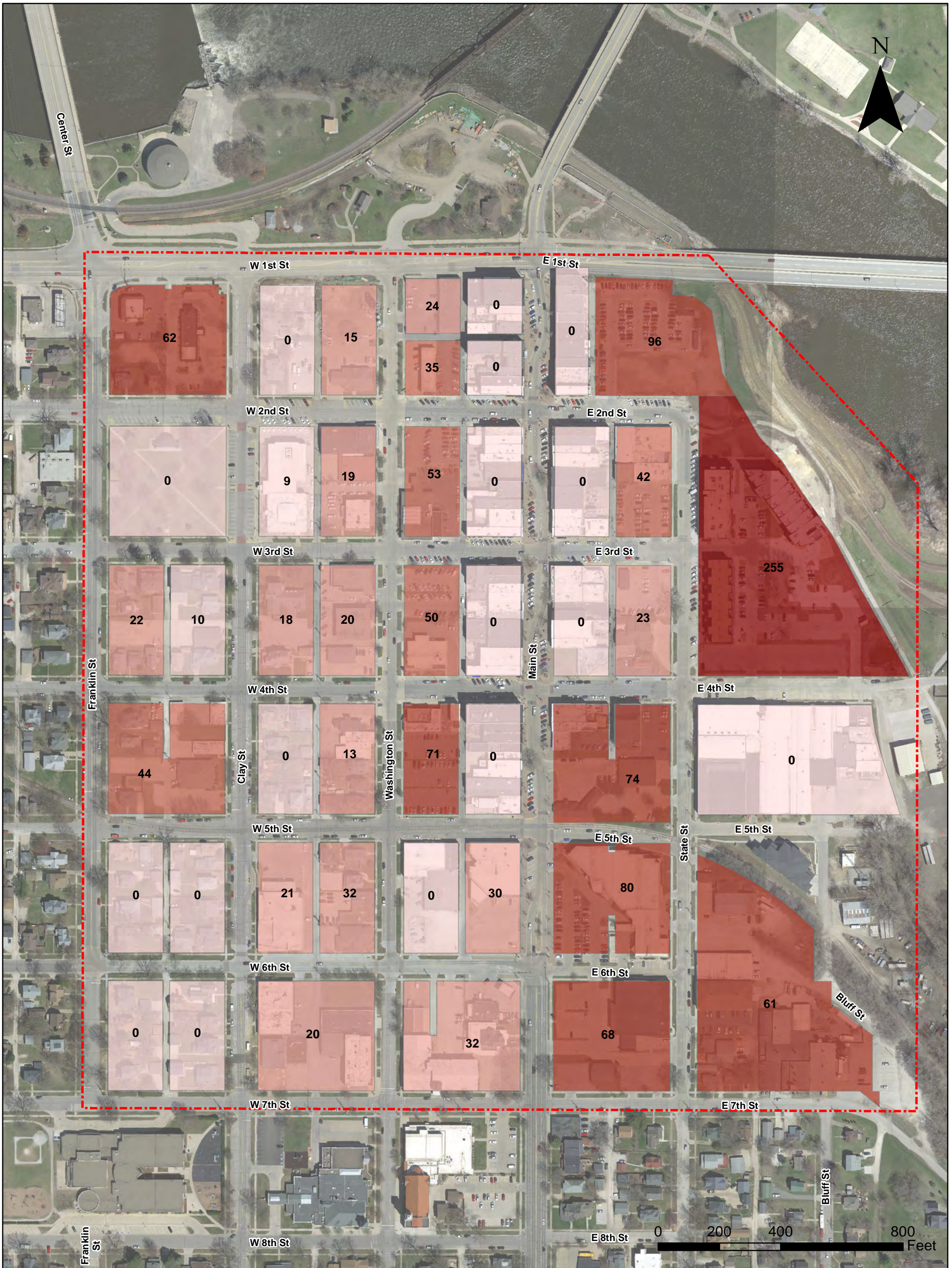


Downtown Parking Analysis | Cedar Falls, IA

Parking Availability by Block
(On-Street Parking)

652 Total Spaces

 Project Boundary



Downtown Parking Analysis | Cedar Falls, IA

Parking Availability by Block
(Off-Street Parking)

1299 Total Spaces

 Project Boundary



Downtown Parking Analysis | Cedar Falls, IA

On-Street Parking & Off-Street Parking Inventory

1951 Total Spaces

