Parking Study Update

City of
Coeur d'Alene
IDAHO

Final Report

May, 2016

Rich & Associates, Inc.
Parking Consultants - Planners
www.richassoc.com

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PARKING ANALYSIS OVERVIEW

In 2007/08 Rich & Associates prepared a comprehensive analysis of the downtown parking system in Coeur d'Alene. That study included an analysis and projection of current and future parking demand. Since the completion of the 2008 study a number of developments have occurred that have impacted the supply and demand for parking.

Today a number of new developments are planned that will further impact the downtown parking system. This report is an update of the 2008 study, providing an analysis of current conditions and projections of future needs. The 2008 parking demand model, and the factors used to build that model, were used as the basis for updating demand projections in this report.

Scope of Work

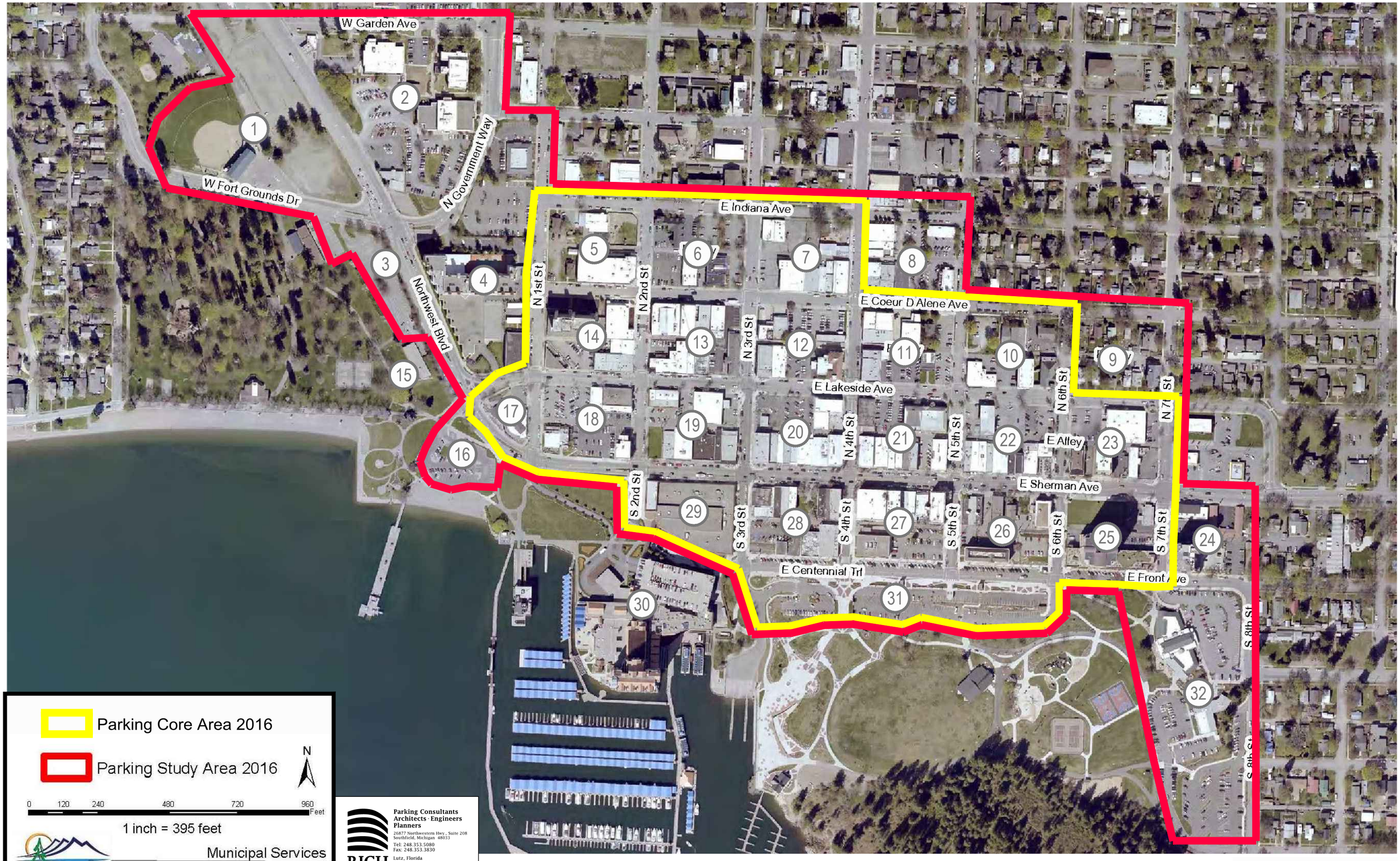
Rich & Associates spent three days in Coeur d'Alene meeting with City staff and various stakeholders to discuss recent and planned developments. During this time our staff also conducted an analysis of parking utilization of select on-street and off-street parking spaces in the study area. This information, combined with the redevelopment information provided by the City and stakeholders, was used to project current and near term parking demand.

Study Area

The area analyzed in this update is close to the same area studied in 2008, with the addition of the County Complex. For this study the block numbers were reassigned for simplicity. The study area blocks and area boundaries are highlighted on **Map 1** on the next page.

Parking Demand

Calculating current parking needs is an analysis of supply and demand. Current parking space requirements, or demand, is projected by applying parking generation ratios (per 1,000 sf of land use or dwelling unit) to each of the various land uses within the study area. This data is then compared to existing public and private parking supply. Future parking needs are projected by applying the same generation ratios to known and planned future developments, re-occupancy of existing buildings, etc. For this update, Rich & Associates used the parking generation ratios developed in the 2008 study.



Parking Core Area 2016

Parking Study Area 2016

N

0 120 240 480 720 960 Feet

1 inch = 395 feet

Municipal Services

Created by: D. Frisbie 3/11/16

City of Coeur d'Alene IDAHO

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MAP 1

ANALYSIS

Parking Inventory

Table A below, Table B on page 4 and Maps 2 and 2.1 summarize the existing parking supply in the 32 block study area. In cases where parking spaces were not marked the number of spaces was estimated. The parking supply from the 2008 parking study was updated with field work and information provided by City staff.

There are a total of 4,476 parking spaces in the study area; 1,823 (41%) categorized as City controlled and 2,653 (59%) as private. Of the 1,823 City controlled spaces, 699 (38%) are located on-street and 1,124 (62%) are located off-street.

Table A
Parking Supply Summary

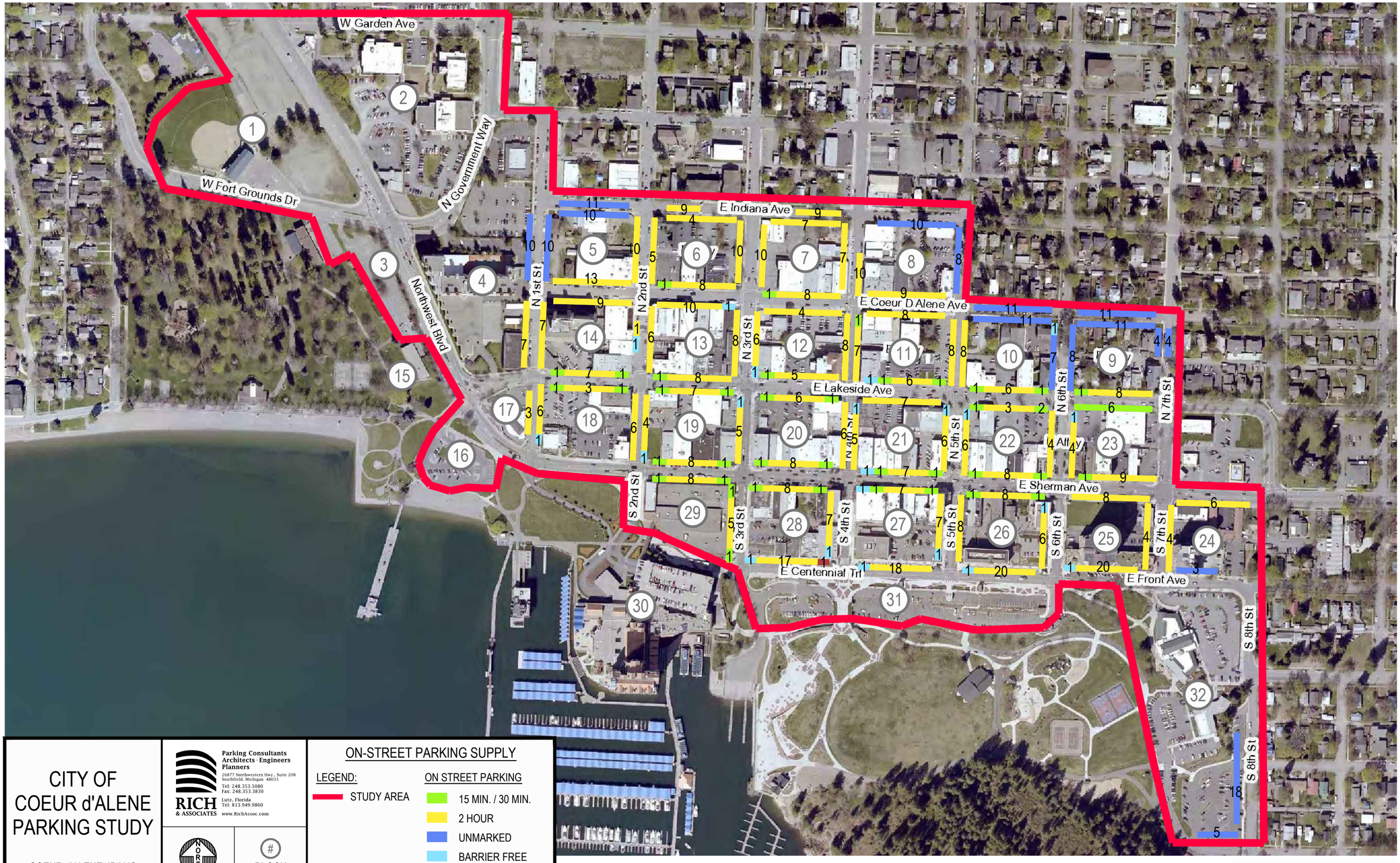
City Controlled Parking Supply			
	On-Street Totals	699	16%
	Off-Street Totals	1,124	25%
	City Controlled Parking Total	**1,823**	**41%**
Private Parking Supply			
	Private Parking Total	**2,653**	**59%**
	TOTAL PARKING SUPPLY	**4,476**	

The City of Coeur d'Alene controls and manages 41% of the entire parking supply within the study area. Based on Rich & Associates' experience and best practices, we have found that it is desirable for the municipality to have control of at least 50% of the parking supply. This allows for an effective management of parking in terms of allocation, changing demand and market pricing. Coeur d'Alene does not meet this benchmark.

Table B

Parking Supply

New Block >	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15/16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	
City Controlled																																
On-Street																																
Barrier Free										1	1	1	1	1				2		3	1	1		1	2	3	2					20
15 Minute						1	1		1	2	3	1	1	2				4	4	2	5	7			2	2	2	4				44
2 Hour				7	23	27	32	19	8	14	29	23	32	24		3	15	24	20	25	21	13	10	32	42	32	32	13				520
Unmarked				10	20			18	23	18													3								23	115
																																699
City Controlled																																
Off-Street																																
First 2 hr. Free	150		107									53			89															411	105	915
Free																															125	125
Boat trailer																														14	26	40
Private lot open to public																										44						44
																																1124
Private																																
Private/Reserved		205		457	10	114	77	93	93	58	90	45	35	81		7	106	41	39	52	79	52	71	256	66		26		500			**2653**
Summary	150	205	107	474	53	142	110	130	125	93	123	123	69	108	89	10	121	71	63	82	106	73	84	289	112	81	62	17	500	425	279	**4,476**



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NORTH

04/16

(#) BLOCK NUMBER

ON-STREET PARKING SUPPLY

LEGEND:

STUDY AREA

ON STREET PARKING

- 15 MIN. / 30 MIN.
- 2 HOUR
- UNMARKED
- BARRIER FREE
- LOADING ZONE

MAP 2

CITY OF COEUR d'ALENE PARKING STUDY

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NORTH

04/16

(#) BLOCK NUMBER

OFF-STREET PARKING SUPPLY

LEGEND:

- STUDY AREA

OFF STREET PARKING

- PRIVATE
- CITY CONTROLLED
- BARRIER FREE

MAP 2.1 pg. 6

Parking Demand Calculation

After updating the parking supply the next step in the study was to project the current and future parking space requirements of the study area. Rich & Associates reviewed plans for proposed developments presented by stakeholders and City staff, and analyzed the corresponding parking space requirements. This analysis included developments that have occurred since the 2008 study and those currently under way.

The gross square footage of individual buildings was collected and then categorized by land use. To derive the parking needed on each block, the square footage for each type of land use is generally multiplied by the unique parking generation factor (per 1,000 sf) for that land use. The resulting number of parking spaces demanded from the block is then deducted from the available parking supply on the block providing a surplus or deficit for each block. A summary of the daytime peak parking demand is located in Table C on page 8.

Current Parking Demand

The demand analysis shows, using the parking generation ratios developed for the 2008 study, a peak daytime parking surplus of 462 spaces in the entire study area. Map 3 on page 9, spatially represents the parking Surplus/Deficit projections from Table C - Parking Demand Matrix. Some blocks have significant parking surpluses while others have significant deficits. This is not uncommon as the parking intended for a particular use may be on adjacent blocks. It is important to first view each block as an island and then look at the entire study area and the parking as a system intended to benefit all land uses in the downtown.

Future Parking Demand

Parking demand projections for the future consists of the current parking demand, the space requirements projected for the near term future developments, and estimated re-occupancy of existing vacant building space (40% re-occupancy in 5 years and 80% re-occupancy in 10 years) within the study area. The demand analysis shows a projected five (5) year surplus of 388 spaces in the study area. This is spatially represented on Map 3.1. For the 10 year scenario the demand analysis shows a projected surplus of 313 spaces, detailed on Map 3.2.

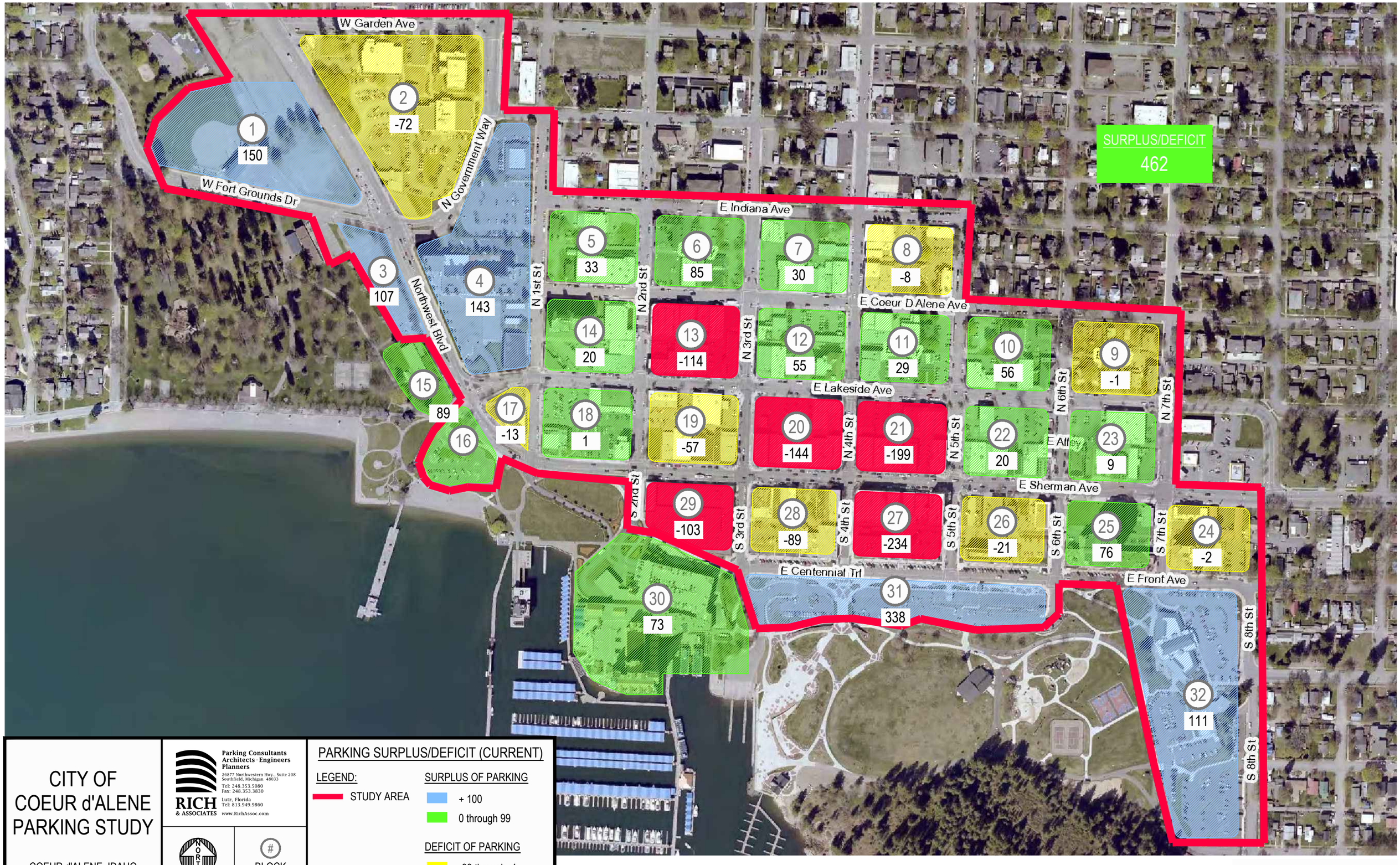
Table C
Parking Demand Matrix

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Block	Office	Retail	Mixed	Service	Medical Office	Restaurant	Club	Residential	Gov.	Community	Hotel	Marina	Church	Commercial	Vacant	Demand	Parking	Surplus/	Surplus/	Surplus/
								per unit			per room	per slip				Peak	Supply	Deficit	Deficit	Deficit
Daytime	2.85	2.00	2.35	2.75	4.00	5.08	2.00	1.40	2.50	0.63	0.95	0.27	0.30	0.40	2.86	current	current	current	5 years	10 years
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	150	150	150	150
2	0	3,702	0	0	0	0	0	0	107,828	0	0	0	0	0	0	277	205	-72	-72	-72
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	107	107	107	107
4	69,450	0	0	0	0	0	0	95	0	0	0	0	0	0	0	331	474	143	143	143
5	0	0	0	625	0	0	0	2	0	10,850	0	0	0	21,000	0	20	53	33	33	33
6	10,472	0	11,433	0	0	0	0	0	0	0	0	0	0	0	0	57	142	85	85	85
7	17,264	0	0	9,884	0	0	0	1	0	0	0	0	6,816	0	14,681	80	110	30	13	-3
8	44,100	0	0	0	0	2,500	0	0	0	0	0	0	0	0	4,050	138	130	-8	-13	-18
9	2,841	0	0	0	0	0	0	18	0	0	0	0	0	0	0	33	125	92	92	92
10	6,962	0	0	0	1,750	0	0	0	0	9,000	0	0	15,000	0	0	37	93	56	56	56
11	11,100	26,300	3,375	0	0	0	0	1	0	0	0	0	0	0	5,500	94	123	29	23	17
12 (1)	2,500	5,000	6,900	1,150	0	5,175	0	4	0	0	0	0	0	0	25,375	68	123	55	55	55
13	4,436	5,500	3,888	23,773	0	14,520	5,500	0	0	0	0	0	0	0	0	183	69	-114	-114	-114
14	7,195	0	0	0	0	0	0	41	0	0	0	0	0	24,500	0	88	108	20	20	20
15/16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	89	89	89	89
17	8,125	0	0	0	0	0	0	0	0	0	0	0	0	0	0	23	10	-13	-13	-13
18	0	1,125	16,975	0	0	15,300	0	0	0	0	0	0	0	0	0	120	121	1	1	1
19	17,000	15,000	0	0	0	9,150	0	0	0	4,200	0	0	0	0	0	128	71	-57	-57	-57
20	28,350	18,430	16,250	0	0	10,000	0	0	0	0	0	0	0	0	15,000	207	63	-144	-161	-178
21	0	5,996	19,621	0	0	43,790	0	0	0	0	0	0	0	0	25,920	281	82	-199	-228	-258
22	0	16,908	5,250	5,500	0	4,903	0	0	0	0	0	0	0	0	0	86	106	20	20	20
23	8,534	0	0	0	0	0	0	10	0	14,850	17	0	0	0	0	64	73	9	9	9
24	15,000	0	0	0	0	0	0	22	0	0	13	0	0	0	0	86	84	-2	-2	-2
25	41,792	10,000	0	0	0	0	0	53	0	0	0	0	0	0	0	213	289	76	76	76
26	24,900	4,000	15,675	6,250	0	0	0	0	0	0	0	0	0	0	0	133	112	-21	-21	-21
27	20,004	11,628	99,948	0	0	0	0	0	0	0	0	0	0	0	0	315	81	-234	-234	-234
28	13,000	29,739	0	0	0	9,075	0	6	0	0	0	0	0	0	0	151	62	-89	-89	-89
29	4,200	54,200	0	0	0	0	0	0	0	0	0	0	0	0	0	120	17	-103	-103	-103
30(2)	0	0	0	0	0	0	0	0	0	0	338	392	0	0	0	427	500	73	73	73
31(3)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	87	425	338	338	338
32(3)	0	0	0	0	0	0	0	0	22,890	38,000	0	0	0	0	0	168	279	111	111	111
TOTALS	357,225	207,528	199,315	47,182	1,750	114,413	5,500	253	130,718	76,900	368	392	21,816	45,500	90,526	4,014	4,476	462	388	313
																spaces	spaces	spaces	spaces	spaces

(1) Block 12 is the potential site for a parking structure. The Vacant land on this block is not assumed re-occupied in future scenarios.

(2) Block 30 is Coeur d'Alene Resort and Marina, this is just outside the study area though it effects the parking in the study area

(3) Blocks 31&32 has Tubs Hill parking need (174 total split betw een each block) included in Demand (numbers from Coeur d'Alene Parks Director)



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NORTH

04/16

(#) BLOCK NUMBER

PARKING SURPLUS/DEFICIT (CURRENT)

LEGEND:

STUDY AREA

SURPLUS OF PARKING

+ 100

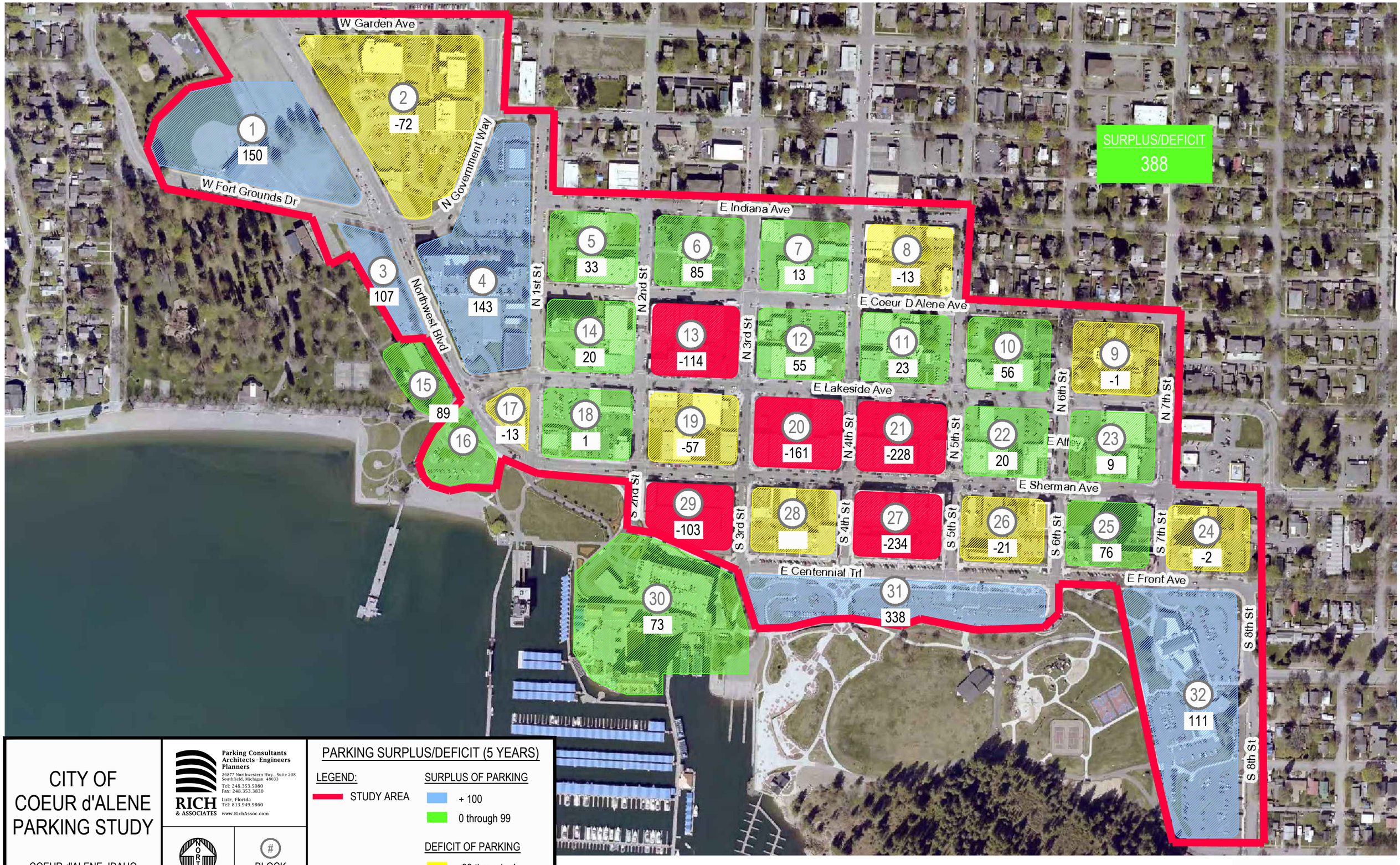
0 through 99

DEFICIT OF PARKING

-99 through -1

-100 +

MAP 3



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NORTH

04/16

BLOCK NUMBER

PARKING SURPLUS/DEFICIT (5 YEARS)

LEGEND:

STUDY AREA

SURPLUS OF PARKING

+ 100

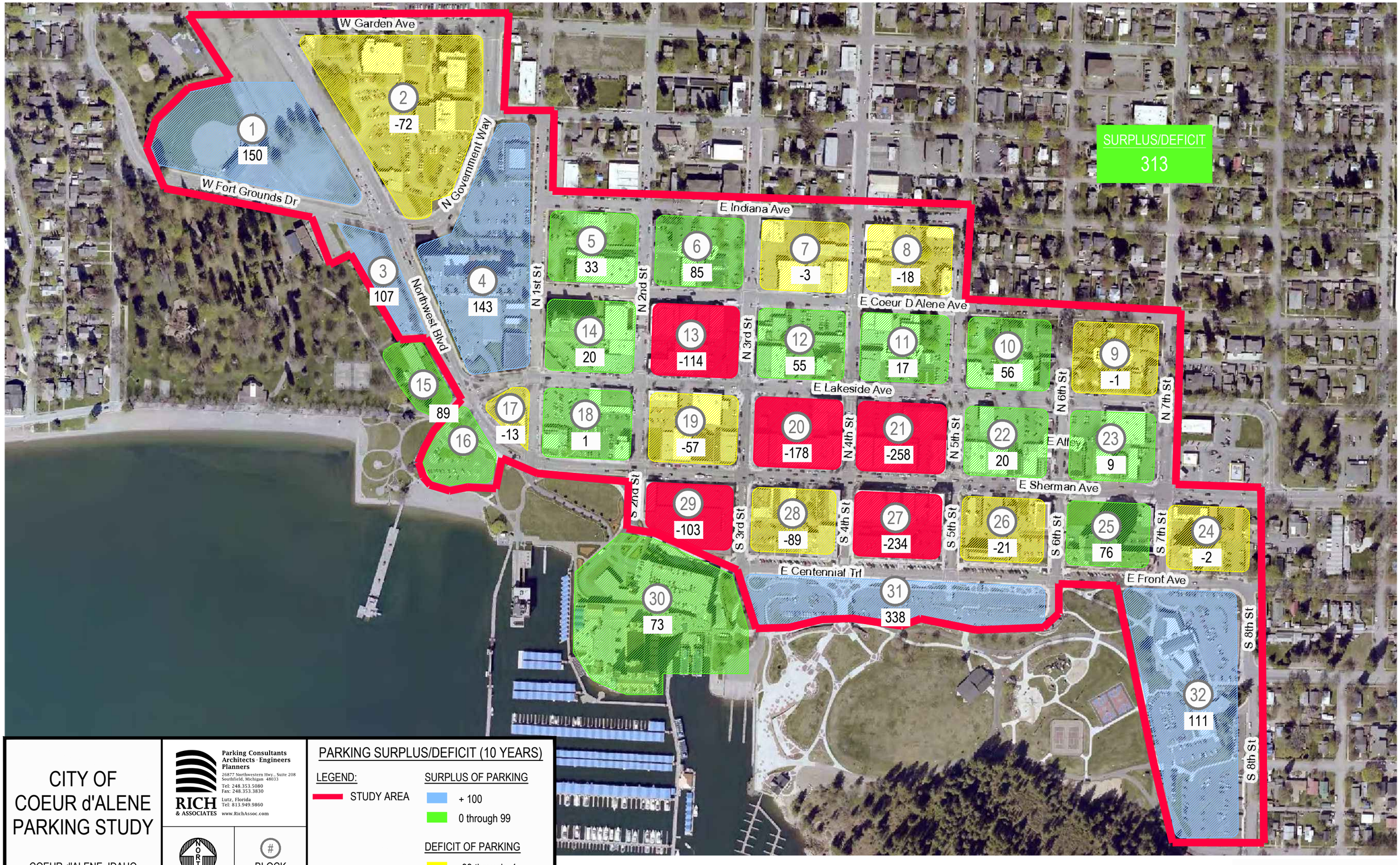
0 through 99

DEFICIT OF PARKING

-99 through -1

-100 +

MAP 3.1 pg. 10



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04/16

(#) BLOCK NUMBER

PARKING SURPLUS/DEFICIT (10 YEARS)

LEGEND:

STUDY AREA

SURPLUS OF PARKING

+ 100

0 through 99

DEFICIT OF PARKING

-99 through -1

-100 +

Current Parking Demand – Core Area

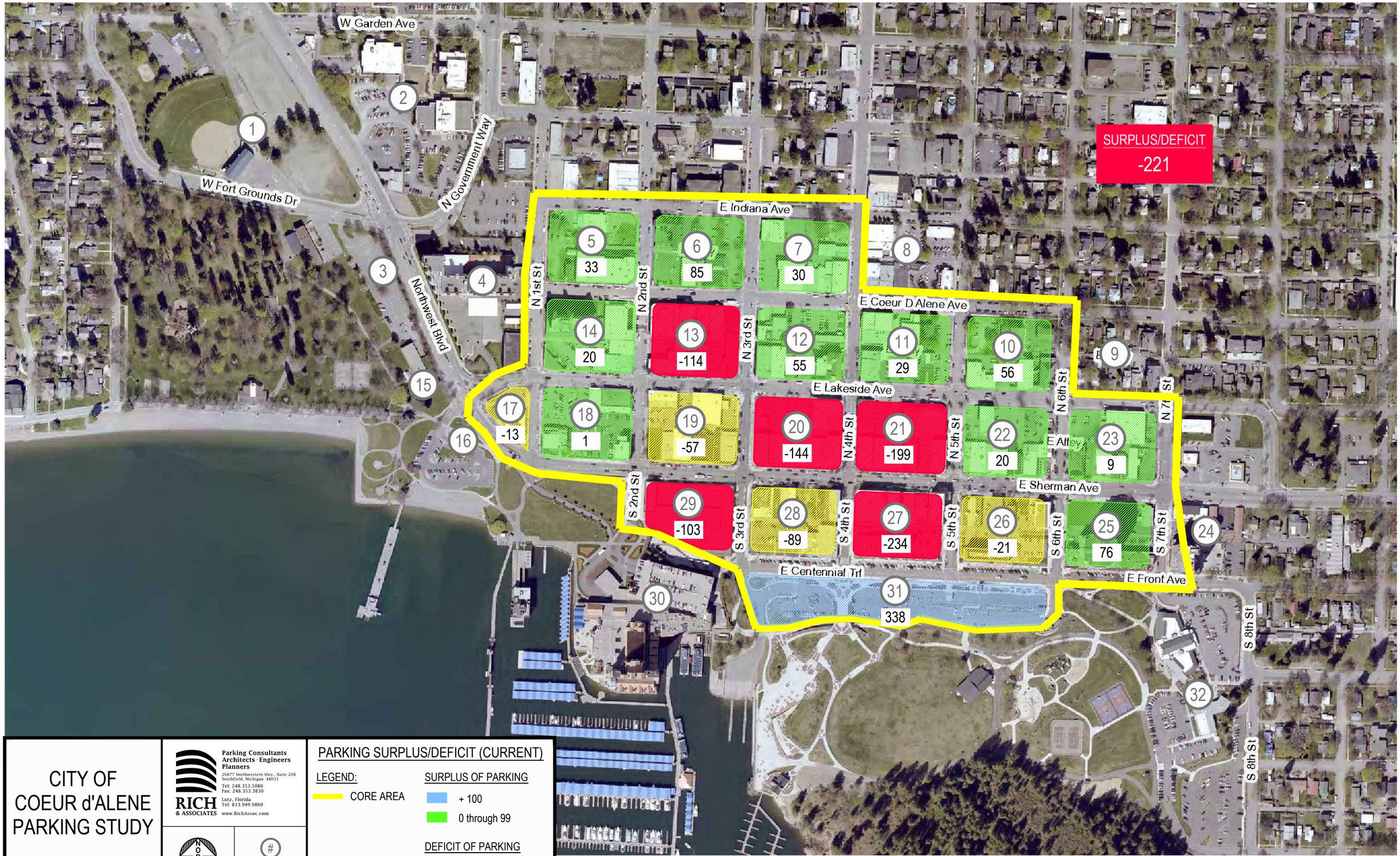
Rich & Associates with the help of Coeur d'Alene staff determined a Core Area within the study area. This area is the dense core of the downtown where the majority of the commercial activity takes place. This is a more realistic way to view the current parking conditions that impact the downtown. When examining the parking situation in the core area there is a deficit of -221 spaces during peak times. Though some visitors and employees may park outside this core area, the majority will try and find parking within this boundary. This is spatially represented on Map 3.3.

Table D
Core Area Parking Demand Matrix

Block	Demand	Parking	Surplus/	Surplus/	Surplus/
	Peak	Supply	Deficit	Deficit	Deficit
Daytime	current	current	current	5 years	10 years
5	20	53	33	33	33
6	57	142	85	85	85
7	80	110	30	13	-3
10	37	93	56	56	56
11	94	123	29	23	17
12 (1)	68	123	55	55	55
13	183	69	-114	-114	-114
14	88	108	20	20	20
17	23	10	-13	-13	-13
18	120	121	1	1	1
19	128	71	-57	-57	-57
20	207	63	-144	-161	-178
21	281	82	-199	-228	-258
22	86	106	20	20	20
23	64	73	9	9	9
25	213	289	76	76	76
26	133	112	-21	-21	-21
27	315	81	-234	-234	-234
28	151	62	-89	-89	-89
29	120	17	-103	-103	-103
31(2)	87	425	338	338	338
TOTALS	2,554	2,333	-221	-290	-360
	spaces	spaces	spaces	spaces	spaces

(1) Block 12 is the potential site for a parking structure. The Vacant land on this block is not assumed re-occupied in future scenarios.

(2) Block 31 has 1/2 Tubs Hill parking need (87 total) included in Demand (numbers from Coeur d'Alene Parks Director)



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NORTH

04/16

BLOCK NUMBER

PARKING SURPLUS/DEFICIT (CURRENT)

LEGEND:

CORE AREA

SURPLUS OF PARKING

+ 100

0 through 99

DEFICIT OF PARKING

-99 through -1

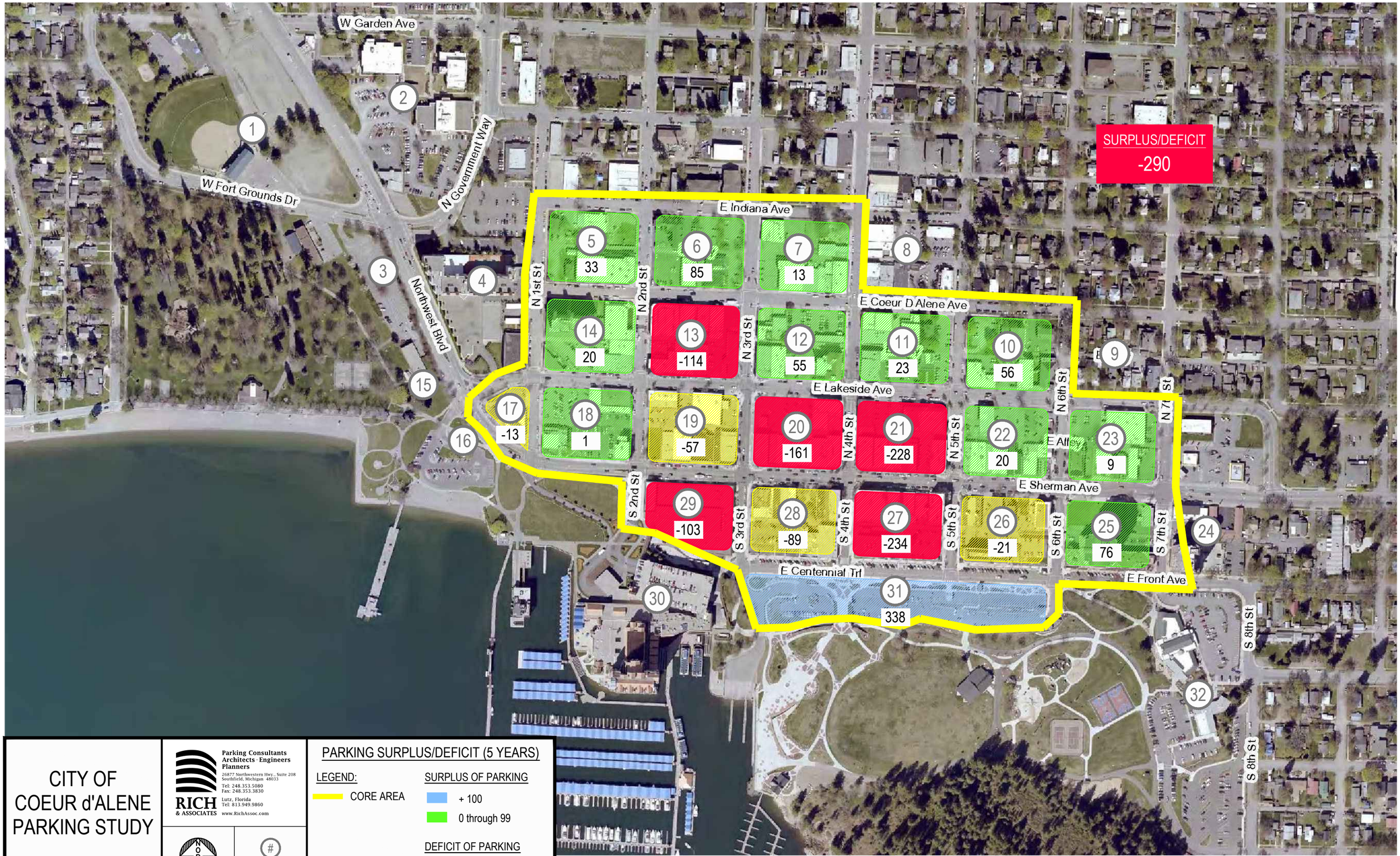
-100 +

Future Parking Demand – Core Area

When examining the future scenarios in the Core Area, there is a projected deficit of -290 spaces in the 5 year scenario, detailed on Map 3.4. For the the10 year scenario the projected deficit is increased to -360 spaces, detailed on Map 3.5.

Parking Demand Summary

The overall study area has a surplus of parking, though there are several blocks in the study area that have a deficit of parking. When looking at the Core Area parking demand there is a deficit of -221 spaces. While there is parking available outside of the Core Area, it is difficult to get people to park and walk beyond this area to find parking other than times of special events. When meeting with stakeholders of the downtown it was stated that it is difficult to bring new developments into the downtown Core Area because of the lack of available parking, which is shown in the demand analysis. At this time it appears necessary to look at providing additional parking within the Core Area in order to support new development.



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NORTH

04/16

BLOCK NUMBER

PARKING SURPLUS/DEFICIT (5 YEARS)

LEGEND:

CORE AREA

SURPLUS OF PARKING

+ 100

0 through 99

DEFICIT OF PARKING

-99 through -1

-100 +

MAP 3.4 pg. 15

SURPLUS/DEFICIT
-360

W Garden Ave
W Fort Grounds Dr
N Government Way
Northwest Blvd
E Indiana Ave
E Coeur D Alene Ave
E Lakeside Ave
E Sherman Ave
E Centennial Trl
E Front Ave
E Alley
N 1st St
N 2nd St
N 3rd St
N 4th St
N 5th St
N 6th St
N 7th St
S 2nd St
S 3rd St
S 4th St
S 5th St
S 6th St
S 7th St
S 8th St

1 2 3 4 5 33 6 85 7 -3 8 9 10 56 11 17 12 55 13 -114 14 20 15 16 17 -13 18 1 19 -57 20 -178 21 -258 22 20 23 9 24 25 76 26 -21 27 -234 28 -89 29 -103 30 31 338 32 S 8th St

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NORTH
04/16

BLOCK NUMBER

PARKING SURPLUS/DEFICIT (10 YEARS)

LEGEND:
- CORE AREA

SURPLUS OF PARKING
- + 100
- 0 through 99

DEFICIT OF PARKING
- -99 through -1
- -100 +

Parking Recommendations

Introduction

The recommendations presented here are intended to enhance the existing supply of parking through operational and management changes. While aimed primarily at increasing the efficiency of the parking system, the recommendations are comprehensive and provide a holistic approach to improving parking in the downtown today as well as provide a plan for accommodating future growth of the downtown study area.

The recommendations in this section are a set of tools that Coeur d'Alene can use to manage the parking system. A parking system is not just about parking vehicles, it also involves the walkability of a downtown, signage, enforcement, lighting as well as marketing parking to business owners, employees and customers/visitors. The utilization of individual lots can depend on any or all of these factors, as well as the overall condition of the lot. Fundamentally, these issues can impact a parking system and therefore downtown economics in general.

All recommendations within this section, whether used individually or as a package of system wide improvements will aid Coeur d'Alene in creating a parking system. With a unified approach, Coeur d'Alene will be best prepared to address parking related issues and handle new development now and in the future.

Some of these recommendations can be implemented easily and quickly with little or no cost to the City, while others may require significant budgeting and time to complete. The Recommendations in this section of the report focuses on policy and actions to the current parking system and changes with the proposed new development. Some of these recommendations were in the previous 2008 Parking Study and still need to be addressed.

1. Marketing

Marketing is a key aspect of a successful parking system. Marketing should be done every time there is a change to the parking system and should be directed towards downtown employees, business owners, residents, customers and visitors of the downtown. It is important to help encourage downtown employees to park in the long term parking areas, leaving the most valuable on-street parking for customers and visitors. Additionally, an individuals' perception of Coeur d'Alene is greatly enhanced if they know ahead of time where they can park and what, if any, restrictions on parking duration apply.

Marketing materials can include direct mailings, brochures, maps, kiosks, on-line web pages and articles in magazines and newspapers. Information contained in the marketing materials should include location, up-coming changes, regulations, fine payment options and any other information relating to the parking system.

1.1 Develop a flyer that explains parking rules for public distribution that can be carried by the Parking Enforcement Officers. The flyer should be available on the Coeur d'Alene website and in businesses. This flyer is intended to be marketed toward customers and visitors of the downtown as well as employees. There should be clear distinctions of where employees should park without the risk of a ticket. Rich & Associates is including an example of a tri-fold parking flyer following these recommendations. This flyer is intended to be specific to parking in the downtown including locations of bicycle racks. Selling advertising space to businesses on the flyer will help cut the costs of printing.

Responsibility: City/Ignite CDA/Diamond Parking

Recommendation: Develop a flyer that can be distributed to businesses and develop a marketing program to promote downtown parking areas.

Action Time: Flyers 0-1year

2. Special Event Parking

Rich and Associates recommend that a plan be developed for parking during special events. This plan should include a remote lot location (public school, church or county owned lot) and if necessary an agreement with the lot owner, as well as some form of shuttle service possibly arranged with the local transit service, or schools. The need for adequate and quality event parking will enhance visitors' overall downtown experience.

Purchase sandwich boards and flyers to be used during special events. The flyers can be handed out to businesses and used in marketing the event on the Coeur d'Alene and Ignite CDA website. The sandwich boards are used as temporary wayfinding signs during special events leading parkers to the temporary lots.

Responsibility: Coeur d'Alene, Ignite CDA, Diamond Parking

Recommendation: Develop a flyer that can be distributed to businesses and purchase sandwich boards to be used as temporary wayfinding signs during special events.

Action Time: 0-3 years.

3. Parking Signs

Parking areas can be difficult to find if they are located behind buildings, particularly if someone is not familiar with the downtown. There should be more directional/location signs in the downtown, especially to lead parkers to public parking lots. The parking lots need identification signs that let a visitor of the downtown know where parking is public and the fees. It is helpful to name the lots so that a customer can remember where they parked. Naming the lots can also help with giving directions to businesses in the downtown. The names should reflect the lot locations by using street names.

Pedestrian wayfinding is critical once a person parks and transitions to walking. Being able to find wayfinding maps or signs to aid pedestrians in locating key destinations and then the way back to where they parked are important elements in tourist/customer/visitor oriented downtowns.

Rich and Associates has developed a parking signage best practices package that is detailed on the following page. The information is provided to show how the signs work together and provide a comprehensive wayfinding system.

Best Practice Sign types include

As a best practice the following three types of parking signs that increases drivers' wayfinding experience are strongly recommended. The use of pedestrian wayfinding in conjunction with the three types of parking signs is also strongly recommended. Communities often miss the important role that signs play in making visitors comfortable with their surroundings and the effect that signs can have on vehicular travel, pedestrian travel and parking use efficiency. Descriptions of each sign type are given and then followed by pictures of each sign type.

Directional/Location: Directional-parking signage is distinct in color, size and logo and directs drivers to off-street parking areas. Parking location signs complement the directional parking signage. The signs can have arrows pointing to the off-street lots. The signs are mounted on poles at standard heights, on the streets.

Identification: Identification signage is placed at all entry points of each parking lot. The name of the parking area should be the most prominent text on this sign followed by the types of public parking available. Hours of lot operation and enforcement is listed on the sign. It is appropriate to place the parking fees on this sign as well. The identification signage is distinctive in color and size, and it is located on a pole at a lower height.

Vehicular Wayfinding: Vehicular wayfinding signs are placed at points in the downtown leading drivers to places of interest and parking locations. The signs also point out the various landmarks or attractions that can be found. These types of signs are placed along primary driving routes and are intended to help a driver orient themselves to the downtown area. These signs use arrows to direct a vehicle to a desired location, although this type of sign should avoid the use of arrows pointing downward to avoid confusion.

Pedestrian Wayfinding: Pedestrian wayfinding signs or kiosks are placed at the points of pedestrian entry/exit to parking lots. Typically a map illustrating the downtown area that points out the various shops or attractions. These types of signs are placed at locations frequented by a pedestrian and are intended to help that person orient themselves to the downtown area, to locate their destination and then be able to return to where they parked.

Signs for Pay Station Lots: This sign directs a customer from their vehicle to the pay station location and provides brief reminders. This sign has limited text, such as remember your license plate number to use in paying for parking. It can also have directional arrows leading to the closest pay station. This type of sign is not intended to have detailed directions on how to use the pay stations, they are intended to direct a customer to the pay stations.

Additionally it is a good practice to have a tall illuminated sign above the pay station leading pedestrians to the machine once they have parked their vehicle. A Pay Here sign will aid in payment compliance.

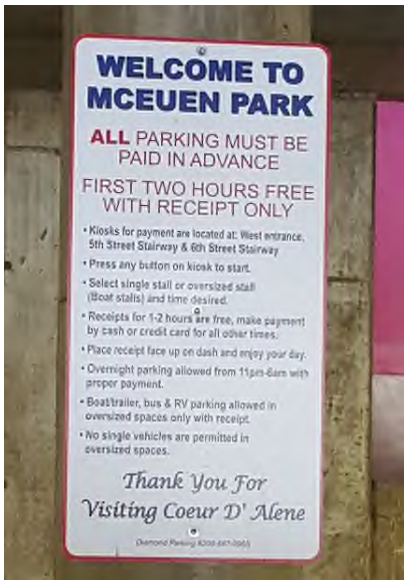
Direction/Locatio

Introduction

Wayfinding

Pedestrian Wayfinding

Pay Station Signs



Keep the directions for the pay station at the pay station.

There are too many signs on this pole. Post the rates on the Introduction sign.

This sign is not readable from a vehicle and is not near a pay station.

3.1 Name all public lots to aid in marketing of the lots. There are currently multiple names in marketing materials.

3.1 Rich & Associates recommends the addition of a family of parking wayfinding in the downtown.

3.2 All of the parking signs should use the same text size and color scheme. The text should remain consistent for parking signs both on-street and off-street.

3.3 There needs to be consistency in the lot signs for pay station use. Currently the signs have too much information and are confusing. When designing signs they need to be simple and to the point. There is directional information on the use of the pay stations at the machine, a person driving is not able to read the signs describing how to use the pay stations.

Responsibility: City/Ignite CDA/Diamond Parking

Recommendation:

- Name all lots.
- Add of a family of parking wayfinding in the downtown using a standard color and text.
- Re-design the pay station signs with less text to fit into the overall parking wayfinding signs.

Action Time: Introduction signs as soon as possible. Complete wayfinding package 0-3 years, with continued maintenance. Lot signs for pay stations as soon as possible.

4. Pay Stations

There are currently not enough pay stations in the McEuen lot and it is decreasing the amount of compliance for paid parking. T2, the company who makes the Luke II pay stations recommends that each pay station can typically serve 50 spaces. This number can go down slightly if there is a high ratio of pay by phone and permit parking occurring in a lot. Table D details the number of recommended pay stations per lot for City lot locations.

Table D

Lot	# of Spaces	# of Luke II	# of Luke II recommended
McEuen	425	3	8 to 9
Independence Point	89	1	2
4th & CDA	53	0	1 to 2 (heavily permit)
Library	105	0	2
Museum Parking Lot	107	0	2
Memorial Field	150	0	3

The meters range $10,000-$15,000 per unit depending on the number of units and the contract. Estimates are that it will take around $62,500 to install the needed pay stations to make the McEuen lot more effective and user friendly. When converting additional lots to pay stations we recommend that the City wait to convert the lots until the budget allows conversion with the recommended number of pay stations.

If the City changed the current meters to allow pay by license plate, customers would not have to return to their vehicle to place the receipt on the dash. A further benefit is that with this system customers would have the convenience of adding time to the meter by cell phone when paying with a credit card. Enforcement of the lot would need to be conducted with a handheld device that could communicate real-time with the Luke II and the pay by phone application. An added benefit to pay by plate is that payment compliance tends to increase with this method of payment. The change from pay and display to pay by plate only requires a software change that would be minimal to no cost to the City.

As the system grows the City could plan to convert all parking enforcement to License Plate Recognition (LPR), which uses a set of cameras attached to a vehicle to conduct on-street and off-street parking enforcement. The system electronically chalks tires with photos along with a record of the license plate which cuts down on the number of contested tickets. With this system the City could use electronic permitting systems where the customer purchases permits on line using a license plate pay. This would be extremely beneficial to both customers wanting a five or seven day permit as well as employees needing monthly permits. This system is extremely effective and is the direction parking enforcement is going. A system as described with all necessary software and hardware would cost between $68,500 and $88,500 depending on options and extended warranty.

Responsibility: Coeur d'Alene/Diamond Parking

Recommendation:

- Add at least five additional pay stations to the McEuen lot and one to Independence Point.
- Consider converting the pay stations to pay by plate to increase compliance and convenience for customers.

Action Time: As budget allows.

5. Discourage the Development of Any New Private Parking Lots in the Downtown

A parking system works best when the parking can be shared and the municipality is in control of 50 percent or more of the available parking in the downtown. This is important because it allows shared use parking. Maximizing the percentage of the parking supply that is shared use allows the parking needs of Coeur d'Alene to be met with fewer spaces, thereby requiring less investment allocated to parking and less consumption of land for parking purposes. At just 41% of the parking, publicly provided and controlled, the City does not meet this benchmark. At higher percentages of publicly provide parking, even more flexibility is available.

When parking spaces are reserved for specific businesses or uses and are not available for multiple businesses in the downtown they often go unused for the majority of the day. This is even more of a problem when an employee parks on-street due to convenience when their business has a private parking space available for their use, now the employee is actually taking two spaces out of the parking supply. While the current parking demand analysis showed that there is an overall sufficient parking supply, the availability of shared use parking is vital for downtown businesses to succeed. When there is a lack of available shared use parking because the parking is reserved for specific uses, this makes it difficult for a customer/visitor of the downtown to visit more than one location. This also makes it difficult to provide a sufficient amount of employee parking off-street.

Density combined with a mixture of land use types encourages activity in an urban setting. Privately developed surface parking lots can be discouraged through zoning ordinances. Some municipalities' outright ban parking development by private developers, while others implement parking maximums that limit the amount of on-site parking that can be built with development.

When a community chooses to discourage private parking within a specific business district, the Municipality takes on the task and responsibility of providing enough parking to support economic activity for all developments (other than residential) within the district. Most successful downtowns do not require parking in Central Business Districts. The reasoning behind this is that a dense downtown with enhanced activity can be created without an excess of parking or driveways. Rather, parking that is built is shared use and encourages walking thus encouraging customers to visit multiple locations. Additionally, this allows the City to keep development where it is most beneficial, parking in locations that benefit the whole district and a more pedestrian friendly downtown. Under this scenario, all of the new parking need is provided by the City.

Many communities do not require parking for development in Downtown Business Districts. This is to encourage density, mixed land use and development in the district. Most communities do require and new residential developments to provide adequate parking in a Downtown Business District. Residential parking can sometimes work as shared use parking though it is difficult to rent or sell units when there is not a dedicated parking space provided for each dwelling unit especially in an area that does not have multiple forms of public transportation.

Public and private partnerships are another key factor in providing additional publicly available parking. The City, working with churches or banks where possible to seek out additional public/private partnerships for public parking to increase the amount of publicly available parking will benefit the downtown. Churches can add to the public supply during the week days while banks and offices may be able to add to the public supply on evenings and weekends. There are many private lots in the downtown that are currently used for public parking, though since these lots are not controlled by the city they could be developed at any point limiting public supply. Public/Private partnership are a good way to add additional public parking in the downtown though it is not always a long term solution.

5.1 The City currently controls 41% of the available parking in the downtown. This number should be closer to 50% or higher to help facilitate the re-occupancy of vacant space along with the ability to pro-actively reallocate parking for new developments.

5.2 The City should continue to work with owners of private lots to better market the availability to the public for shared use of the private parking areas where possible. Diamond Parking owns and or manages lots that are classified private though available for public parking. This is a good example of ways in which additional parking can be put into the parking system. The only issue with these lots is that they could be sold for development, leaving communication a key factor in understanding the long term plans for any public/private agreement.

Responsibility: Coeur d'Alene/Diamond Parking/Parking Lot Owners

Recommendation: Discourage the development of private surface lot parking within the Downtown and increase the amount of publicly owned parking in the Downtown.

Action Time: Spring.

6. Parking Enforcement

Parking enforcement is a critical component of a parking system. Differentiating the time limits of parking between off and on-street parking, helps to ensure that customers and visitors have adequate and convenient parking by encouraging employees to leave these spaces available. However, it is necessary to enforce the parking time limits in order for the allocation to work.

Enforcement of time restrictions and other regulations should follow the posted enforcement time in the entire downtown. Within reason, the enforcement staff cannot choose who gets a

ticket. Everyone in violation is treated equally. Parking regulations are necessary and implemented to increase the efficiency of the parking system by allocating certain parking areas to specific users. When the regulations are not followed the system efficiency is degraded.

Parking Enforcement Officers (PEOs') staffing levels will need to be adequate to ensure that parking is routinely monitored per the applicable regulations. Specifically, one PEO can monitor a route consisting of between 600 and 800 parking spaces. This ratio assumes the use of handheld ticket writers and includes the PEO covering a mixture of long and short term parking. If an individual is in a vehicle, a specified route of 600 to 800 parking stalls can be monitored up to four times during a standard shift.

Guidelines to efficient and effective parking enforcement:

1. Routing of officers so that a complete circuit is followed every two hours in the downtown area.
2. Officers should use handheld parking ticket writers that track license plate numbers.
3. Every parking stall, whether occupied or not, is then entered into the handheld.
4. The handhelds should be programmed to issue tickets for overtime parking and vehicle shuffling (moving vehicle to a different on-street or off-street stall every 2 hours throughout the day to avoid a ticket).
5. Staffing should be at a level adequate to assign one officer to monitor between 600-800 parking stalls per shift.
6. Parking enforcement officers should be dedicated to parking duties, only being reassigned during emergencies or special circumstances that arise.
7. Street signs should clearly indicate the hours that parking is enforced.

Currently there is one PEO conducing enforcement in a vehicle chalking tires. Recommended enforcement with 1,805 public parking spaces would be conducted by two to three part time PEO's during the summer and two part time PEO's off season. Scheduling the PEO's on alternate days, each set to follow specified routes using handheld ticket writers. The officers should work varying schedules between 9:00am – 5:00pm Monday - Friday.

If parking enforcement is done consistently there is no need to have full time PEO's or to cover every space for every hour of the enforcement time. It is important to maintain a level of staffing to cover the entire parking supply though this can be done randomly. The use of two part time PEO's (three in peak season) covers sick days, vacations and allows a better coverage of the area. If the City converts to a LPR system there will still be a need for two part time enforcement officers to ensure coverage of the entire parking system.

Handheld units can also store data concerning warrants, previous offenders, shuffling of vehicles and unpaid tickets. If a vehicle needs to be booted or towed due to multiple unpaid tickets, the information will come up on the handheld unit. The units can also take pictures of the vehicle in violation. Courtesy tickets, graduated fine schedules and booting for habitual offenders cannot realistically be accomplished without the use of handheld parking ticket writers.

Currently Diamond Parking has handheld units that are not being used to their full capacity. They are only used to write the physical ticket. They need to use the units to their full capacity or purchase new updated handheld units. Software needs to be purchased that would operate the handheld system along with process and file citations. There are several options of specific ticket writing units, though the majority of software written for enforcement can be used with tablets or smart phones with a portable ticket writer. Using a tablet or smart phone allows for an easier upgrade or change in device as well as ticket software.

An estimate for 2 portable printers, software for two tablets or smart phones that would merge with the current Luke II pay stations and the phone payment app is approximately $37,423.00 for the first year, $4,460.40 the second year and $4,683.42 the third year. This cost does not include the handheld unit or the yearly fee for a service provider, it does cover the handheld software, two printers, fixes, patches and updates to the software and support services along with maintenance. This system allows the PEO to carry one handheld device that will provide real-time communication with the Luke II system and the pay by phone app in the lots. The back office software provides operational performance, detailed reports with routes and locations of tickets.

6.1 Staffing for parking enforcement should be at a level adequate to assign one officer to monitor between approximately 600-800 parking spaces per shift. There should be multiple routes with varied times so that patterns are not developed allowing patrons to know when and where to park to avoid a citation.

6.2 PEO's should use handheld parking ticket writers that track license plate numbers.

Responsibility: Coeur d'Alene/Ignite CDA/Diamond Parking

Recommendation:

- recommended that enforcement be conducted by two part time PEO's in the off-season and two-three part time PEO's in the summer.
- PEO's should use handheld parking ticket writers that track license plate numbers and print tickets.

Action Time: As soon as possible.

7. Parking Fines

Work with the City Attorney and Council to create an ordinance on collecting parking fines, how to handle habitual offenders and what to do when tickets are not paid on time. Currently it is difficult to collect fines because there is not a consequence for not paying a parking ticket or late payments. Until this is corrected, enforcement will not be fully effective.

7.1 Work with the City Attorney and Council to write policy to determine fine schedule.

7.2 Rich & Associates recommends keeping the parking violation at $10.00 until handheld ticket writers are used or purchased. When handheld ticket writers are purchased it is recommended that the City move to a graduated fine system and the first ticket would be a courtesy ticket and the second ticket would be $15.00 with each ticket after increasing in price. By offering a courtesy ticket first, the parker has clearly been warned of the parking time durations and with free long term parking available there are the appropriate parking options that are free of charge.

The recommend graduated parking fine schedule for overtime parking tickets:

1st – Courtesy ticket
2nd – $15.00
3rd – $20.00
4th – $25.00
5th – $40.00

HERE'S HOW YOU CAN
AVOID HIGHER FINES
If you receive multiple citations within 180 days, the amount of the fine increases
1st Overtime = $0.00
2nd Overtime = $10.00
3rd Overtime = $25.00
4th Overtime = $50.00
YOU MAY RECEIVE UP TO 3 CITATIONS A DAY
TWO WAYS OVERTIME CITATIONS MAY BE ISSUED
1. You may not park longer than the posted time limit. There is no grace period.
2. When you leave a timed parking space, you may not return and park in the same block-face* or parking lot for at least four hours from the time you left.
IF YOU HAVE ANY QUESTIONS, PLEASE CALL 221-6617
Parking Services
215 N. Mason Street
Fort Collins, CO 80524
*Additional information on reverse side
*A BLOCK-FACE is defined as the portion of a street between two intersections, including all on-street parking, both sides and center (where applicable).
LONG-TERM PARKING: If you need to park longer than the posted time limit, try one of the two parking structures or a surface lot, or on-street around the periphery of Downtown where all-day parking is allowed. (See Map).
If you need help with parking
PLEASE CALL 221-6617
Long-Term Surface Parking
Parking Structure
Thank you for visiting Downtown Fort Collins. Parking regulations help make parking spaces available for everyone. If you would like to provide comments or get more information, please call (970) 221-6617 or ask Professor Parker at

An example of a map and explanation of graduated fines, attached to parking tickets (including courtesy tickets) in Fort Collins.

7.3 From a public relations standpoint, it would be preferable to issue a Courtesy ticket alerting the parker of their violation and then explaining the rules for parking in the downtown including a map of labeled parking areas.

7.4 All fines should go to a parking fund and should be used to cover parking operating expenses and any net revenue go back into the downtown area (parking fund) for things such as parking enforcement, sidewalk cleaning, signs, lighting, banners etc. Parking revenue is then helping to pay for the upkeep of the downtown.

Responsibility: Coeur d'Alene

Recommendation:

- Adopt the recommended fine schedule
- Offer courtesy tickets along with a graduated fine schedule when ticket issues are addressed and then offer a courtesy ticket for first time offenders.
- It is recommended that all fines revenue go into the parking fund.

Action Time: Set the ticket guidelines as soon as possible and have handhelds ready to begin enforcement as soon as the guidelines are set.

8. Maintenance of Parking Spaces On-street and Off-street

There needs to be a clear policy that defines when streets and lots will be cleaned (sweeping and snow), how the sidewalks should be cleared and where the snow should go.

8.1 Develop a maintenance schedule for the lots to keep up with maintenance needs and help budget yearly costs. This should include trash removal, sweeping, striping, lighting (lens cleaning, bulb replacement), signs, landscaping and tree trimming. A rotating schedule should be developed with daily, weekly, monthly and annual tasks to assure proper maintenance is completed.

Responsibility: Coeur d'Alene/Ignite CDA

Recommendation: Develop cleaning policy for streets, on-street parking, sidewalks, and lots; work with business owners to educate. Then develop a maintenance schedule for the lots to keep up with maintenance needs and help budget yearly costs.

Action Time: Immediate Action.

9. Create a Sinking Fund for Maintenance and Upgrades to the Parking System

9.1 Create a sinking fund for maintenance and upgrades to the parking system. We recommend putting aside $25.00 per parking space per year. This money would go into a parking fund and should be allocated for long term maintenance and upgrades.

9.2 Further, it is suggested that the revenue from parking tickets and permits should be used to cover parking operating expenses and any net revenue go back into the area (parking fund) for things such as parking enforcement, sidewalk cleaning, signs, lighting, banners etc. Parking revenue is then helping to pay for the upkeep of the downtown area.

Responsibility: Coeur d'Alene/Ignite CDA

Recommendation:

- Develop snow removal policy for streets, on-street parking, sidewalks, and lots; work with business owners to educate.
- Then develop a maintenance schedule for the lots to keep up with maintenance needs and help budget yearly costs.

Action Time: Immediate Action.

New Parking

Timing for Additional Parking Development

Parking Development in the City will need to be coordinated with increases in parking demand to ensure that as new development occurs, Coeur d'Alene will have the ability to determine when to consider new parking. Deciding when to initiate new parking and whether to build surface or structured parking will depend first and foremost on financial constraints. Deciding when the new demands warrant, a parking structure is a relatively straightforward calculation. At this point any large development in the **Core Area** will put Coeur d'Alene in a further parking deficit in peak season. There is a current **Core Area** deficit of -221 parking spaces.

Table E is a calculation worksheet the City can use as part of a decision making process to determine when additional parking is needed. The model works using building gross floor area (existing and proposed) as the variable in a decision making flow chart that will assist with determining when new parking demand justifies new parking.

For the purposes of Table E, when a proposed new development's parking demand, along with the existing parking demand, exceed the available parking (on-street and off-street) then the target capacity for new parking is approximately 85 percent of that total. The numbers provided in the New Parking Threshold Calculation Worksheet are an **example** of how the model works. If the Minimum New Parking Needed is equal to or greater than the **optimal capacity** for a parking structure (typically 300 spaces for efficiency in cost and layout) than consider providing structure parking. If the Minimum New Parking Needed is less than the optimal capacity for a parking structure, consider providing surface parking and land banking for a future parking structure when needed. Parking structures are often built smaller than 300 spaces due to land and financial constraints. These structures can still be efficient.

It is in the City's best interest to have a well thought out plan to address parking so it does not hinder development in the downtown. Having a plan that the City can show property owners, stakeholder and potential developers is important to promote growth and maintain stability within the downtown. There is a current concern of not being able to develop properties due to a lack of parking. It was stated in stakeholder meetings that developers would not take on certain vacant properties because of a lack of parking in the northern portion of the downtown. In a situation like this the City/Ignite CDA would be using the structure as an economic development tool and incentive to secure developments in the downtown. This is not a "build it and they will come" approach, there is a clear need for additional parking due to developer's needs.

Additionally, the ability to provide parking without major disruptions to the City's existing parking system can also be achieved if there is enough parking supply to accommodate the temporary loss of parking. This is especially important if the potential parking structure site contains an existing surface parking lot, which would be closed during the construction period.

Ignite CDA is currently looking at a site to develop a parking structure to help with the current parking situation and to help spur development on Block 12. This site was studied in the 2008 study and was determined to be a good location for a structure. This site still remains a good location for a parking structure.

Table E
New Parking Threshold Calculation Worksheet

Part A: Determining Floor Area

Total Built Gross Floor Area for Core Downtown: 1,187,126 sf

(+) Proposed New Gross Floor Area: 100,000 sf (example)

(--) Gross Floor Area to be removed as part of redevelopment: 0 sf

(=) Total Existing and Proposed New Gross Floor Area: 1,287,126 sf

Part B: Determining Parking Need

Total Existing and Proposed New Gross Floor Area: 1,287,876 sf

(X) 3.03 Parking Stalls Per 1,000 Square Feet: 3,903 spaces

(=) Total Parking Stalls Demanded: 3,903 spaces

(-) Existing On-Off-Street Parking (core area): 3,425 spaces

(=) New Parking Demanded: 3,903 – 3,425 = -478 spaces

Part C: Decision Guide

New Parking Demanded: -478 spaces

(X) 85%: 407 spaces

(=) Minimum New Parking Needed: 407 spaces

Funding Options for the Parking system, Operational Improvements and Additional Parking:

There are no magic answers for the financing of a parking structure or of any parking improvements for that matter. Where there is a charge for on and off-street parking, revenues can be used to pay for improvements. In general this requires the pooling of revenues from all parking areas and fines if possible. At this time we are not recommending to charge for on-street parking. As the downtown continues to grow and the parking demand continues to increase a fully paid parking system may need to be considered. A best practice for parking systems is that they are self-sufficient, where the money coming into a parking system is used to maintain, enforce and make improvements to the system.

A parking fund should be created and the revenue from parking fines and the long-term maintenance sinking fund should go directly to the parking fund. In the case of Coeur d'Alene there is **currently** only off-street parking areas to collect parking revenue. This generally leaves funding the improvements or the creation of additional parking coming from the City's general fund; local, State or Federal grants; private developers, public/private partnerships or special assessment districts.

Municipalities have also used a combination of general fund, fee-in-lieu payments, TIF and special assessment districts to pay for improvements to the parking system. In some communities the parking system operating expenses are paid for by an assessment district and the general fund.

In-Lieu-of
The in-lieu-of-fees are usually based on a percentage of the cost of providing one parking stall in a new parking structure. Coeur d'Alene has not had a developer use the current in-Lieu-of-fees ordinance to develop a property.

Special Assessment District
Many communities use special assessment districts to help pay for parking improvements. This works by charging each business or building owner a fee based on the gross square foot and land use type.

Tax Increment Finance District (TIF)
In regards to parking is usually used to leverage money for large projects within the district.