

CITY OF BURLINGTON DOWNTOWN PARKING STUDY



BACKGROUND

- What was the need for the study?
 - Perception of problem
 - Development and growth
- What are we going to study?
 - What do we have?
 - How is it used?
 - How is it managed?
 - What amenities support parking?
 - What development has happened, what is happening, and what could happen?
 - What do users think?

STUDY AREA



BACKGROUND

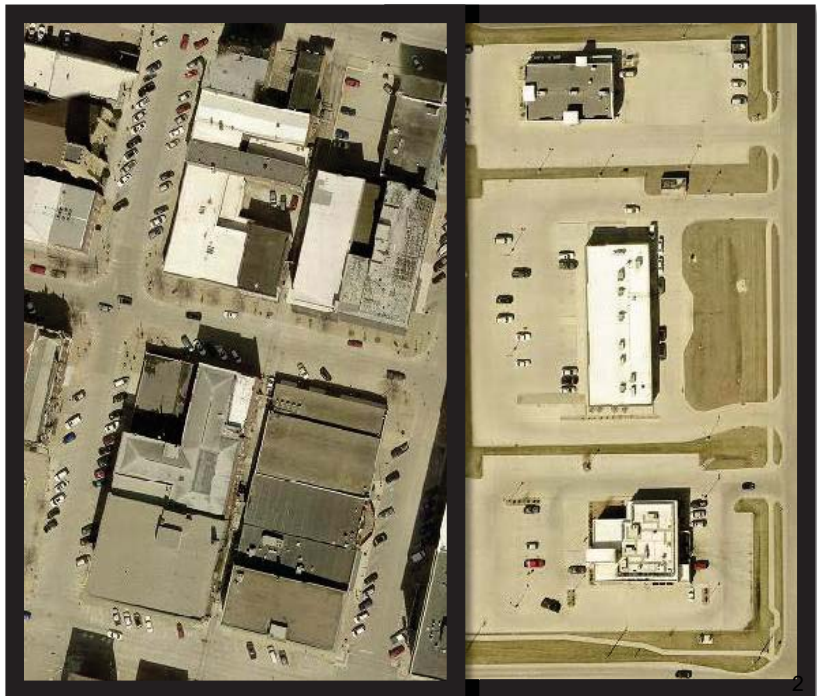
Parking in Downtown is different from parking in other areas

“The only reason people come downtown or set up business downtown at all is because *downtown packs so much into a compact space.*”

– Jane Jacobs, planning activist

“*Because downtown packs so much into a small area,* people are willing to visit even if they have to ride public transit or *pay for parking and then walk to get there.*”

– Donald Shoup, professor of urban planning, UCLA

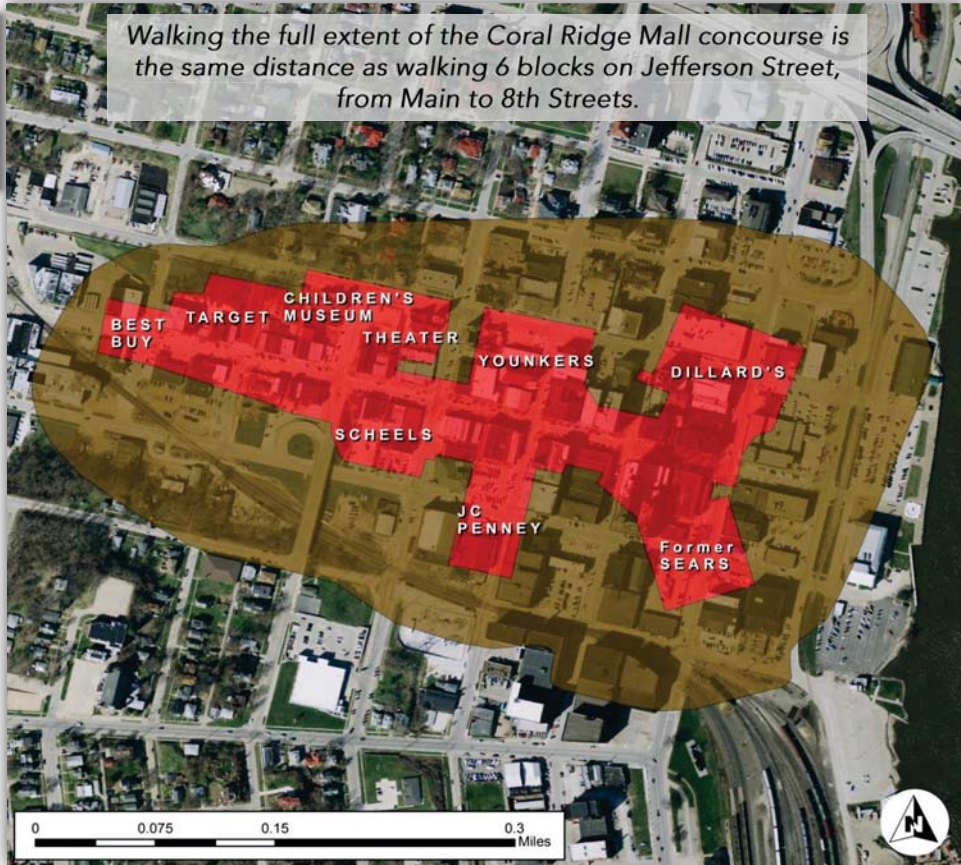


DOWNTOWN PARKING TODAY



Measured average distance to park from destination.
108 Feet

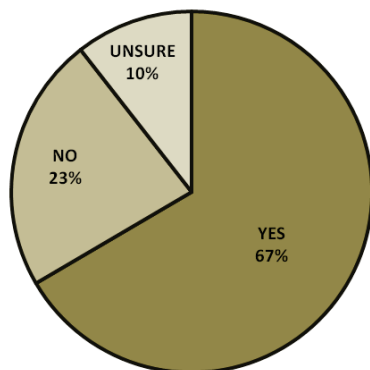
Walking the full extent of the Coral Ridge Mall concourse is the same distance as walking 6 blocks on Jefferson Street, from Main to 8th Streets.



WHAT DO USERS THINK?

- 352 Survey Responses
- Over 50 interviews with Downtown Stakeholders

Q1: In your opinion, is there a parking problem in downtown Burlington?



"Additional parking garage" (80X)

"Better signage. Better explanation of rules" (23X)

DOWNTOWN BURLINGTON PARKING SURVEY



With all the new businesses opening and redevelopment of older buildings, it sure is an exciting time to be in downtown Burlington! In response to recent downtown development, the City of Burlington and the Greater Burlington Partnership has partnered with the Southeast Iowa Regional Planning Commission to conduct a parking study. This study will help to assess the current state of downtown parking, as well as plan for future growth. Your opinion plays an important role in this project!

Please complete this survey and return to one of the following sites by November 20th.

Burlington City Hall 400 Washington Street Burlington, IA 52601	Southeastern Iowa Regional Planning Commission 211 N. Gear Ave. West Burlington, IA 52685	Burlington Public Library 210 Court Street Burlington, IA 52601
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Survey also available online at the following link.

<http://bitly.com/btownparking>

1. In your opinion, is there a parking problem in downtown Burlington?

Yes No Unsure

If yes, what is the main problem with downtown parking?

Let's talk about parking.

Complete our survey at:

<http://bitly.com/btownparking>



DOWNTOWN BURLINGTON PARKING STUDY



What do you think?

Complete our survey at:

<http://bitly.com/btownparking>



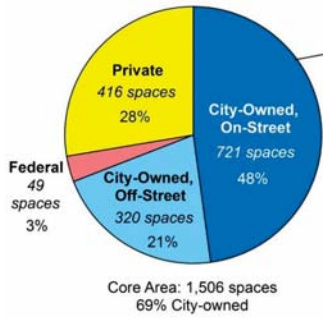
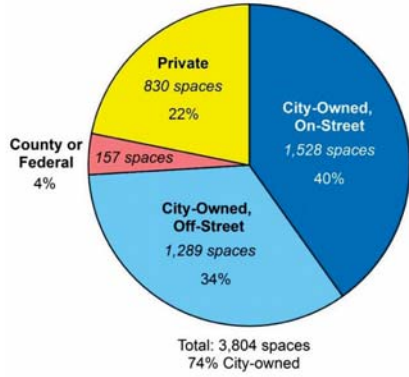
DOWNTOWN BURLINGTON PARKING STUDY

Have an opinion?
Share it!

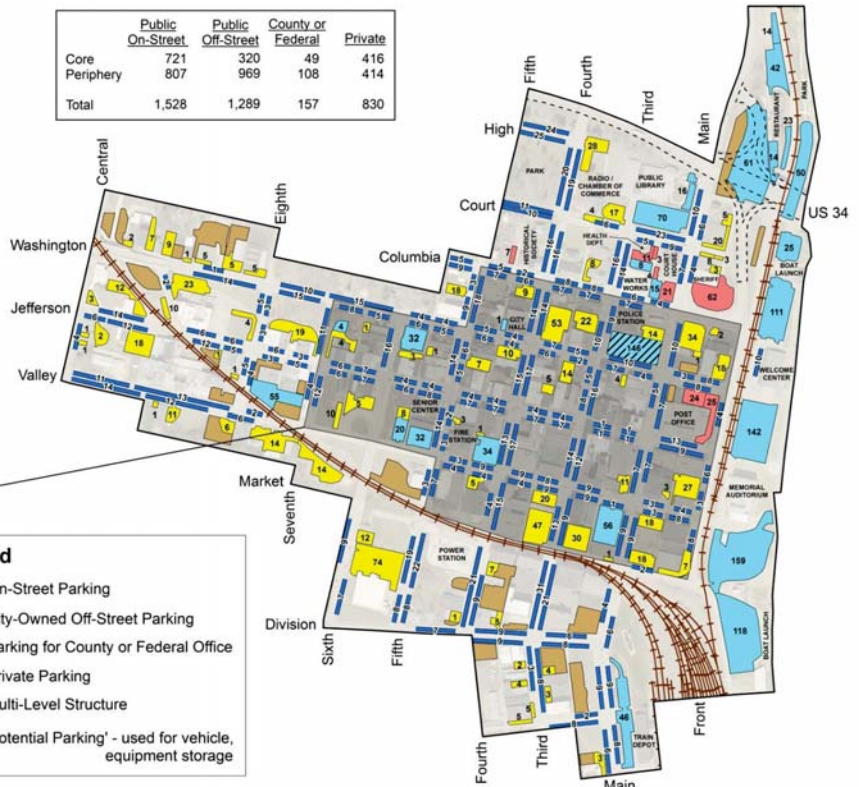
Complete our survey at:
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EXISTING SUPPLY OF PARKING



	Public On-Street	Public Off-Street	County or Federal	Private
Core	721	320	49	416
Periphery	807	969	108	414
Total	1,528	1,289	157	830

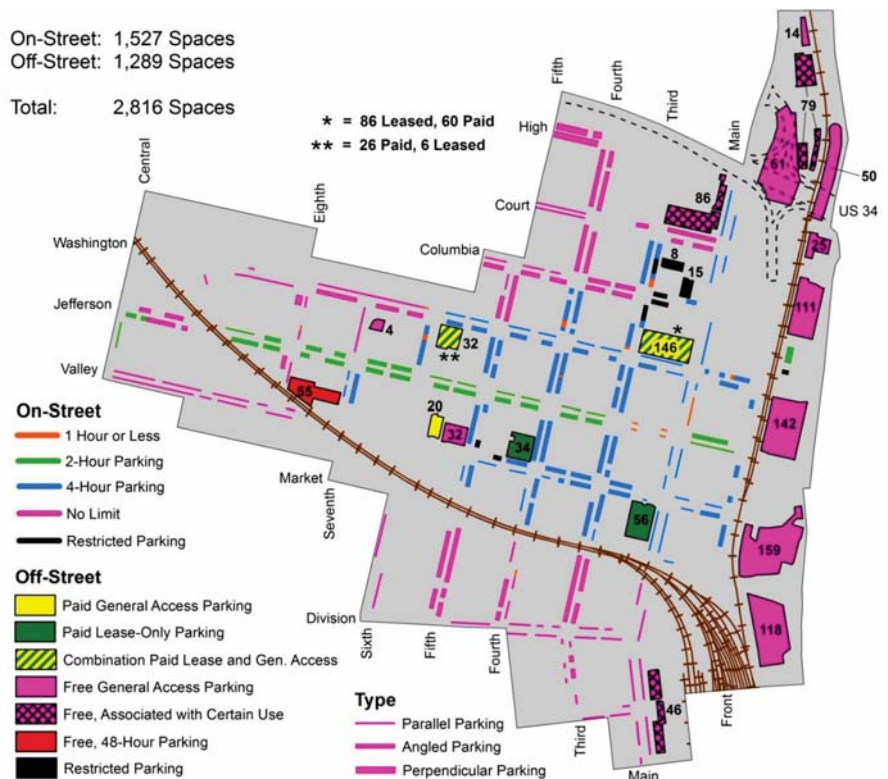


PUBLIC PARKING - ENFORCEMENT

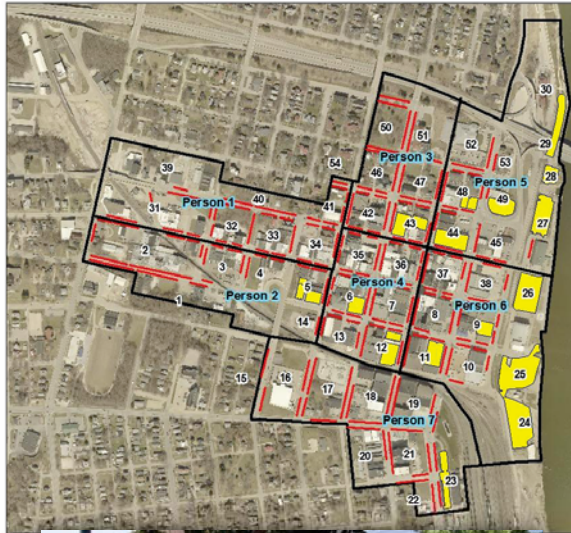


On-Street: 1,527 Spaces
 Off-Street: 1,289 Spaces
 Total: 2,816 Spaces

* = 86 Leased, 60 Paid
 ** = 26 Paid, 6 Leased



OCCUPANCY, DURATION, AND TURNOVER ANALYSIS



BLOCK 4 West Face		8:30	9:00	9:30	10:00	10:30
Jefferson Street						
7th Street	1	343	X	X		
	2					
	3		272	X	189	
	4					
	5					
	6					
	7					
	8					
	9					
	10					
	11					
	12					
	13					
Valley Street						
AVAILABLE						
INS						
OUTS						
OCCUPIED						
VACANT						

OCCUPANCY, DURATION, AND TURNOVER ANALYSIS

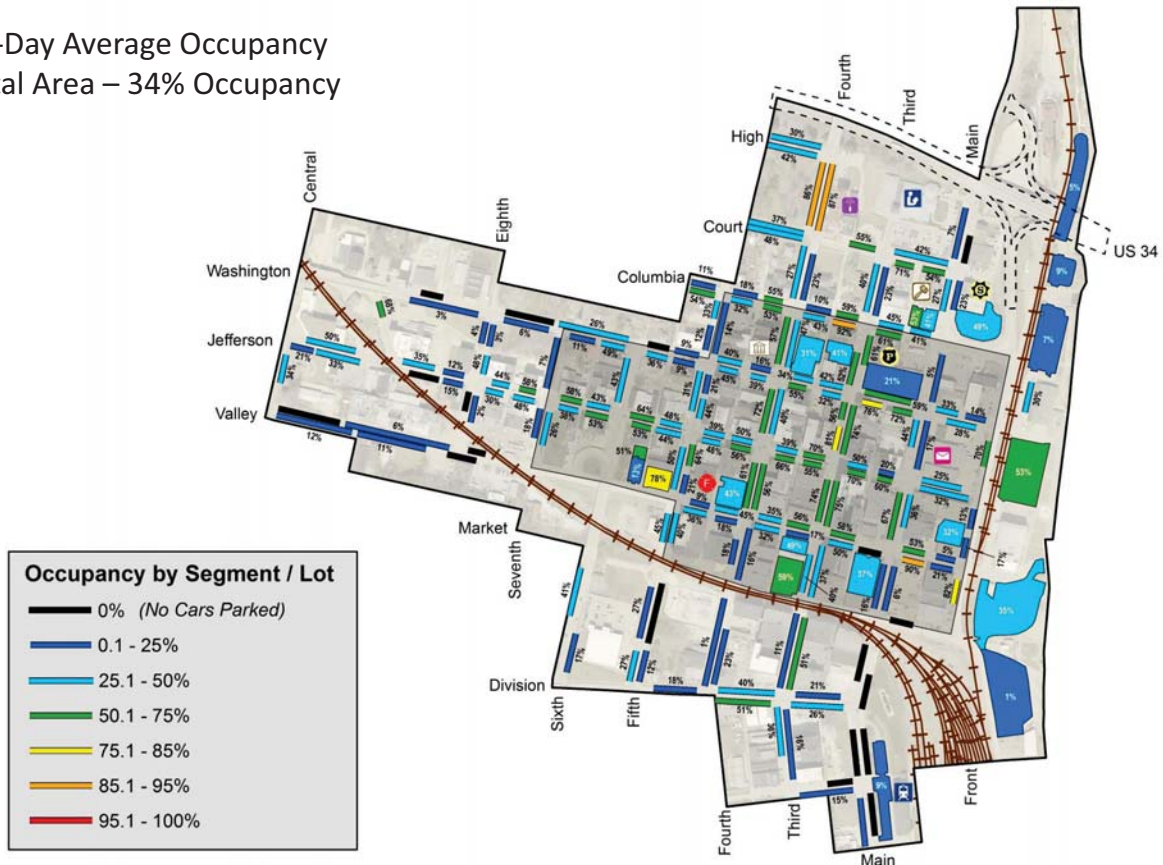
OBJECTID	Face	Block	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	Space_Hours	Total_Cars
589	B19_W	19	IA,271	IA,271	IA,271	IA,271	IA,271	IA,271	IA,271	IA,271	IA,271	IA,271	IA,271	11	1
590	B19_W	19	IA,888	IA,888	IA,888	IA,888								4	1
591	B19_W	19											IA,DBW	1	1
592	B19_W	19												0	0
593	B19_W	19												0	0
594	B19_W	19	IA,CXS	IA,CXS	IA,CXS	IA,CXS	IA,CXS	IA,CXS	IA,CXS	IA,CXS	IA,CXS			9	1
595	B19_W	19		IA,BXT										1	1
596	B19_W	19									OC,DFS			1	1
597	B19_W	19	IA,454	IA,454	IA,AZS									3	2
598	B19_W	19	IA,782	IA,782	IA,782	IA,782	IA,782	IA,782	IA,782	IA,782	IA,782	IA,782		10	1
599	B19_W	19	IL,Y83	IL,Y84	IL,Y85	IL,Y86	IL,Y87		IL,Y83	IL,Y83	IL,Y83			8	2
600	B19_W	19	IA,BZE	IA,BZE	IA,BZE	IA,BZE	IA,BZE	IA,BZE	IA,BZE	IA,BZE	IA,BZE	IA,BZE		10	1
601	B19_W	19			IA,CVU	IA,CVU	IA,GDW		IA,CVU	IA,CVU	IA,CVU			6	3
602	B19_W	19												0	0
603	B19_W	19	IA,530	IA,530	IA,530	IA,530	IA,530	IA,530	IA,530	IA,530	IA,530			9	1
604	B19_W	19												0	0
605	B19_W	19	IA,BGG	IA,BGG	IA,BGG	IA,BGG	IA,BGG	IA,BGG	IA,BGG	IA,BGG	IA,BGG			9	1
606	B19_W	19	IA,132	IA,132	IA,132	IA,132	IA,132	IA,132	IA,132	IA,132	IA,132			9	1
1637	B20_N	20	IA,387	IA,387	IA,387	IA,387	IA,387	IA,387	IA,387	IA,387	IA,387	IA,387	IA,387	11	1
1636	B20_N	20	IA,DBW			IA,834	IA,834	IA,834	IA,BXS	IA,BXS	IA,BXS	IA,BXS		8	3
1639	B20_N	20	NP	NP	NP	NP	NP	NP	NP	NP	NP			9	1
1638	B20_N	20			IL,L84		OC,917	OC,917	OC,917	OC,917	OC,917			6	2
1644	B20_N	20	BOAT	BOAT	BOAT	BOAT	BOAT	BOAT	BOAT	BOAT	BOAT	BOAT	BOAT	11	1
1643	B20_N	20							BOAT	BOAT	BOAT	BOAT	BOAT	5	1
1642	B20_N	20												0	0
1641	B20_N	20												0	0
1640	B20_N	20												0	0
1615	B20_E	20												0	0
1616	B20_E	20	IA,MKF	IA,MKF			IA,MKF	IA,MKF	IA,MKF	IA,MKF	IA,MKF	IA,MKF	IA,MKF	9	2
1534	B20_E	20												0	0

OCCUPANCY, DURATION, AND TURNOVER ANALYSIS

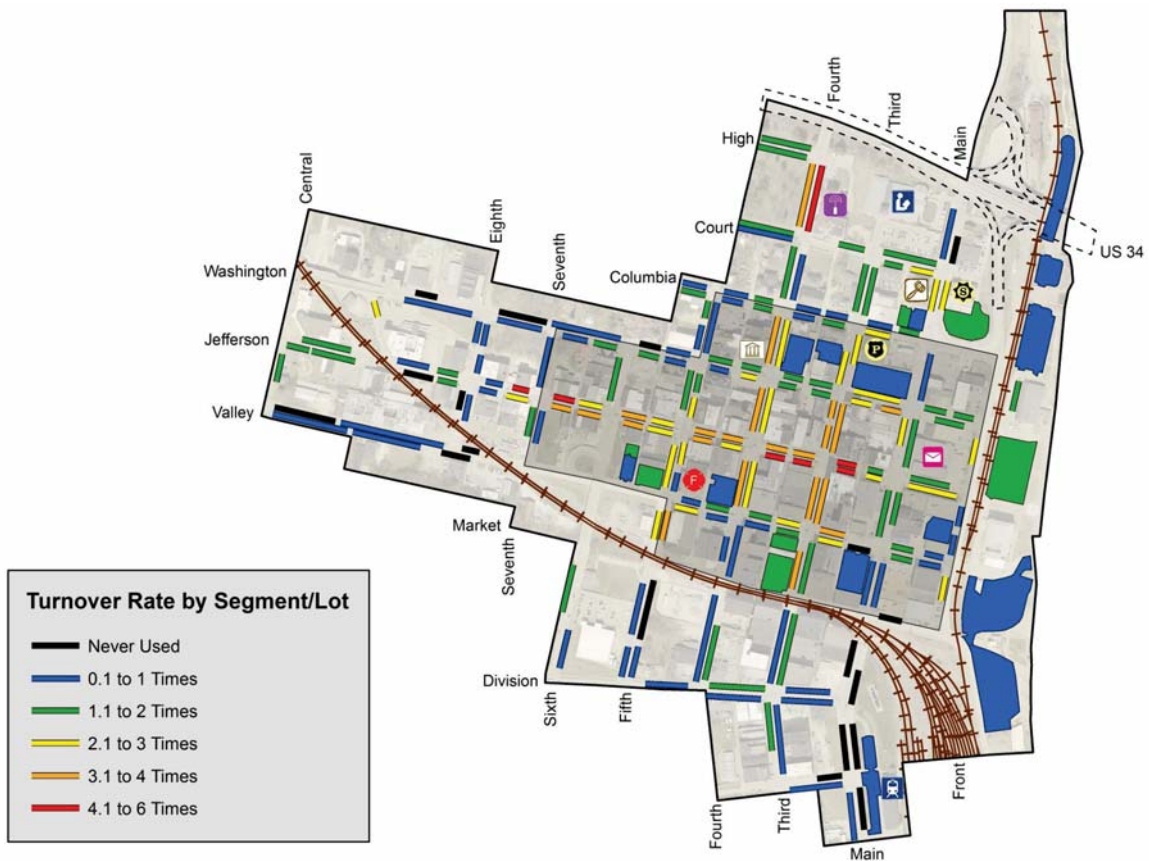
Name	space_hours	cars_parked	available_spaces	Total Occupancy	Turnover	Duration	8AM	9AM	10AM	11A	12PM
B4_N1	25	19	6	38%	3.2	1.3	0%	0%	17%	17%	33%
B4_N2	41	27	7	53%	3.9	1.5	14%	14%	43%	86%	57%
B4_W	34	9	12	26%	0.8	3.8	0%	8%	25%	42%	42%
B40_S1	0	0	10	0%	0.0	0.0	0%	0%	0%	0%	0%
B40_S2	43	13	15	26%	0.9	3.3	20%	27%	20%	33%	20%
B41_E1	12	6	9	12%	0.7	2.0	22%	22%	22%	22%	11%
B41_E2	11	4	3	33%	1.3	2.8	67%	67%	33%	33%	33%
B41_N1	53	13	9	54%	1.4	4.1	44%	33%	44%	67%	67%
B41_N2	6	2	5	11%	0.4	3.0	20%	0%	0%	0%	0%
B41_S1	0	0	4	0%	0.0	0.0	0%	0%	0%	0%	0%
B41_S2	4	1	4	9%	0.3	4.0	25%	25%	25%	25%	0%
B42_E	88	54	14	57%	3.9	1.6	86%	79%	50%	43%	64%
B42_N1	35	9	6	53%	1.5	3.9	100%	100%	83%	83%	33%
B42_N2	25	7	7	32%	1.0	3.6	43%	57%	43%	43%	29%
B42_S1	22	9	5	40%	1.8	2.4	60%	60%	60%	40%	40%
B42_S2	7	6	4	16%	1.5	1.2	0%	25%	50%	0%	50%
B42_W	28	5	18	14%	0.3	5.6	6%	28%	28%	28%	17%
B43_E	57	25	10	52%	2.5	2.3	50%	80%	80%	60%	50%
B43_N1	71	8	7	92%	1.1	8.9	100%	100%	100%	100%	100%
B43_N2	33	4	7	43%	0.6	8.3	43%	43%	43%	43%	43%
B43_S1	15	7	4	34%	1.8	2.1	0%	50%	50%	50%	50%
B43_S2	23	10	5	42%	2.0	2.3	20%	40%	80%	60%	40%
B43_W	72	31	14	47%	2.2	2.3	50%	71%	50%	50%	43%
B44_N	47	15	7	61%	2.1	3.1	57%	71%	86%	71%	43%
B44_S	65	25	10	59%	2.5	2.6	0%	40%	90%	90%	70%
B44_W	60	22	9	61%	2.4	2.7	44%	67%	78%	56%	33%

OCCUPANCY ANALYSIS

All-Day Average Occupancy
Total Area – 34% Occupancy



TURNOVER ANALYSIS

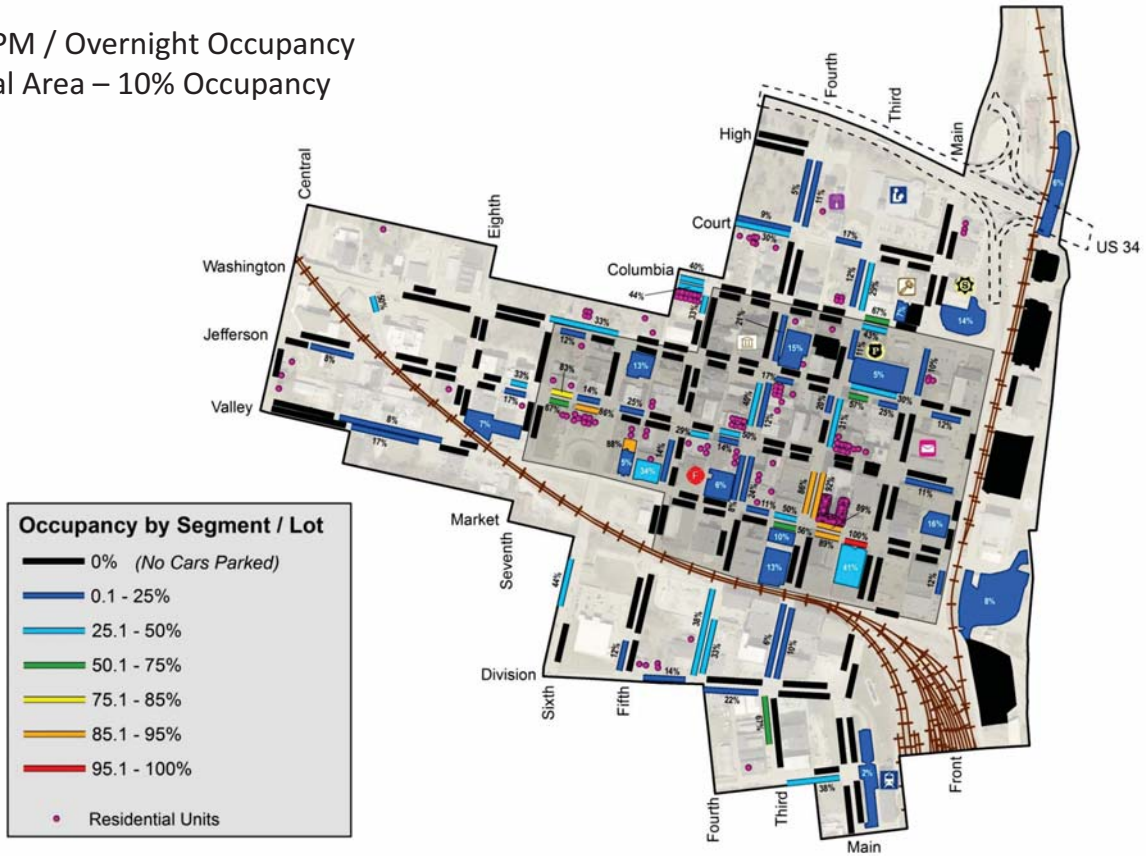


DURATION ANALYSIS



OVERNIGHT OCCUPANCY ANALYSIS

10 PM / Overnight Occupancy
 Total Area – 10% Occupancy



SUNDAY OCCUPANCY ANALYSIS

Sunday Morning Parking Occupancy: 9:30 AM

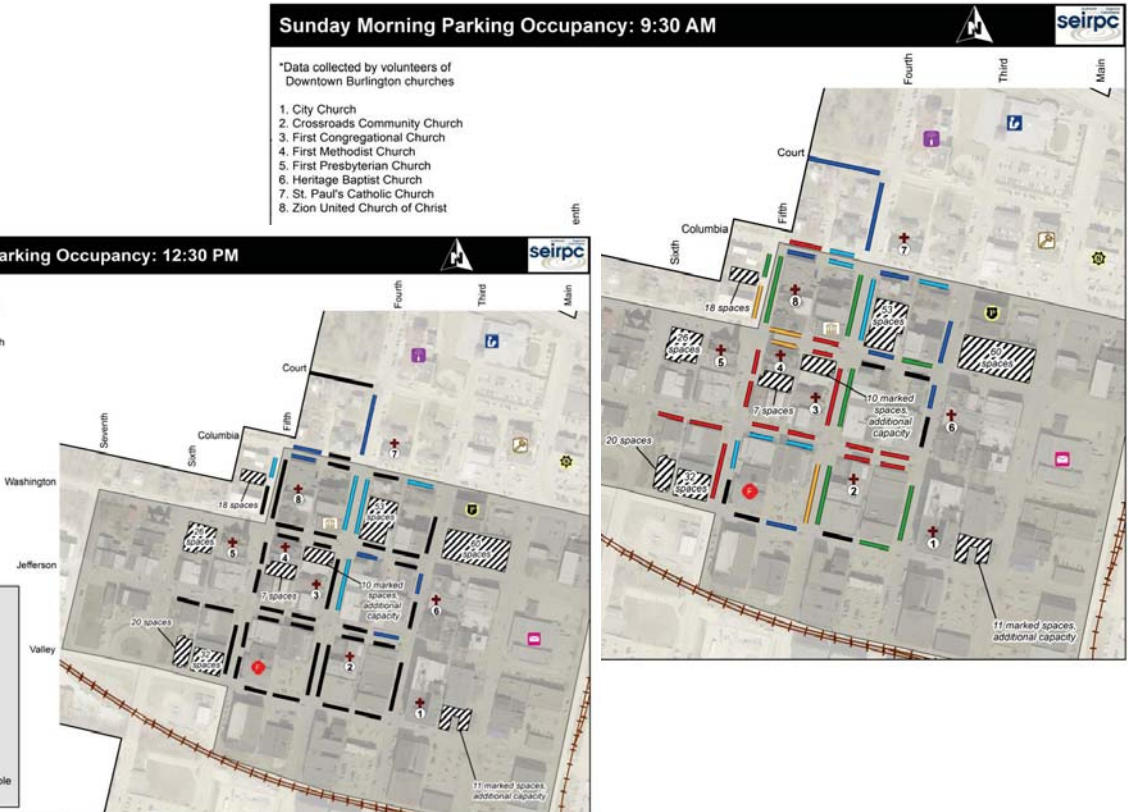
*Data collected by volunteers of Downtown Burlington churches

1. City Church
2. Crossroads Community Church
3. First Congregational Church
4. First Methodist Church
5. First Presbyterian Church
6. Heritage Baptist Church
7. St. Paul's Catholic Church
8. Zion United Church of Christ

Sunday Morning Parking Occupancy: 12:30 PM

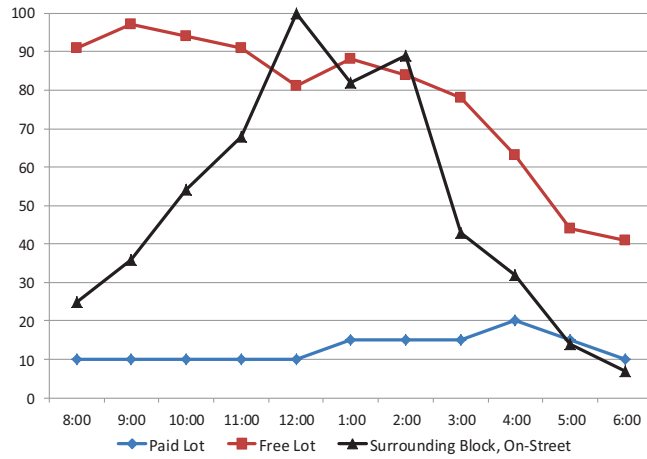
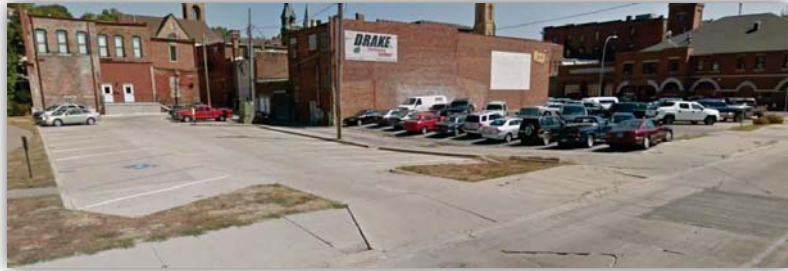
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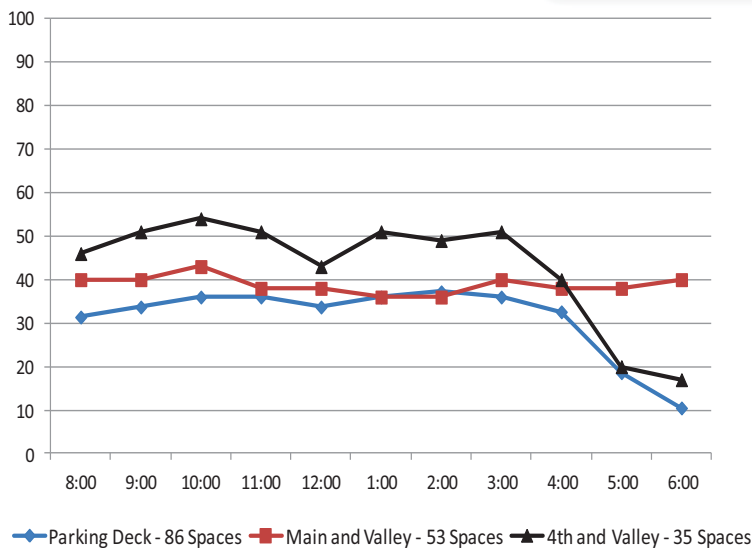
OCCUPANCY ANALYSIS

Free Lot vs. Paid Lot – Usage Comparison



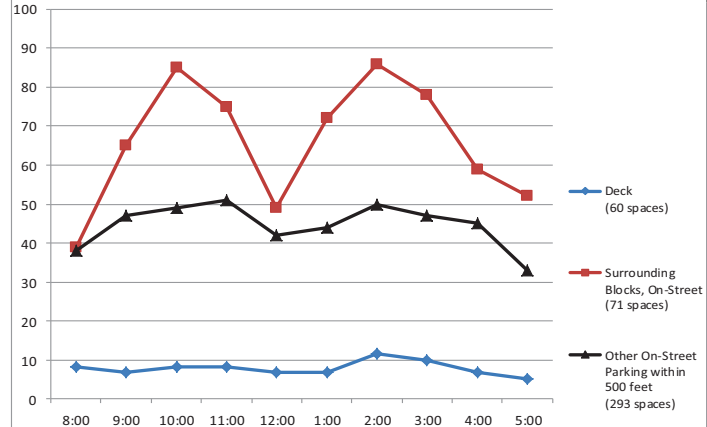
OCCUPANCY ANALYSIS

Leased Spaces – Usage Comparison



OCCUPANCY ANALYSIS

Parking Deck and Surrounding Blocks – Usage Comparison



OCCUPANCY COMPARISON

3rd and Washington Street – Upper Level Parking Ramp

Daytime



Evening



OCCUPANCY COMPARISON

Washington and 4th Street – Private Parking Lot

Daytime



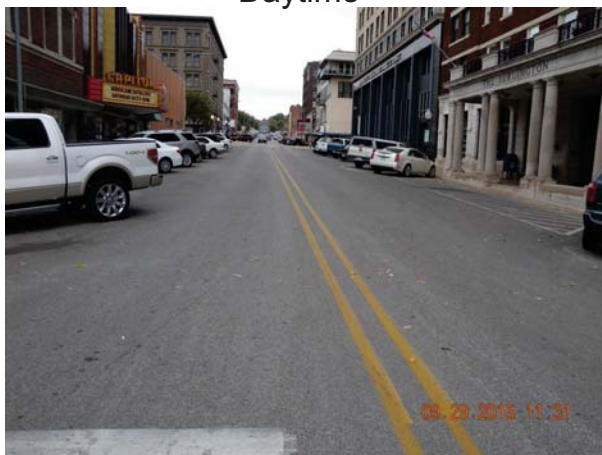
Evening



OCCUPANCY COMPARISON

3rd Street – F and M Bank, Capitol Theater, Burlington Apartments

Daytime



Evening



OCCUPANCY COMPARISON

4th Street – City Parking Lot, McConnell Lofts



OCCUPANCY COMPARISON

City Parking Lot – Riverfront between Memorial Auditorium and Port Building

Daytime



Evening



OCCUPANCY COMPARISON

City Parking Lot – Riverfront south of Memorial Auditorium

Daytime



Evening

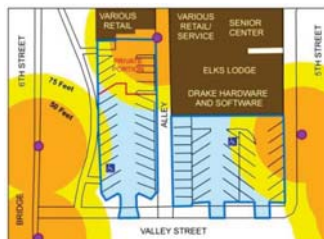


OTHER COMPONENTS STUDIED



Signage

Pedestrian, ADA Issues



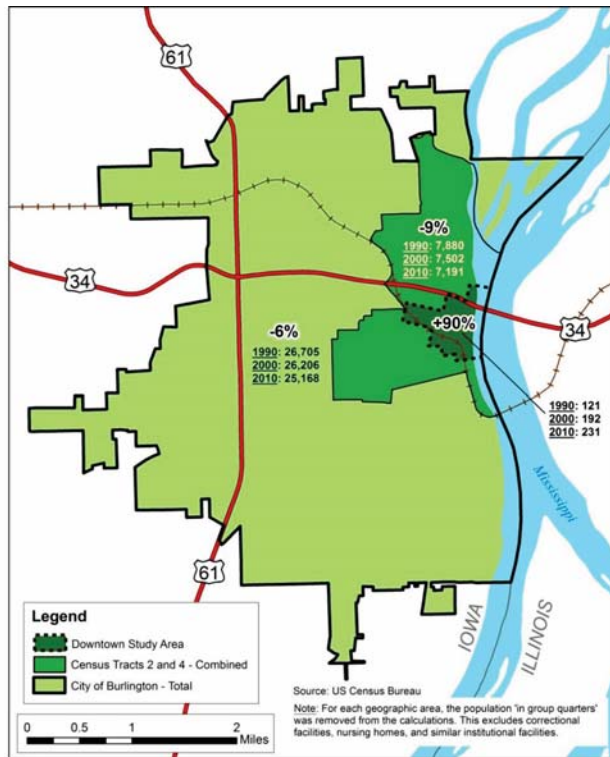
Lighting



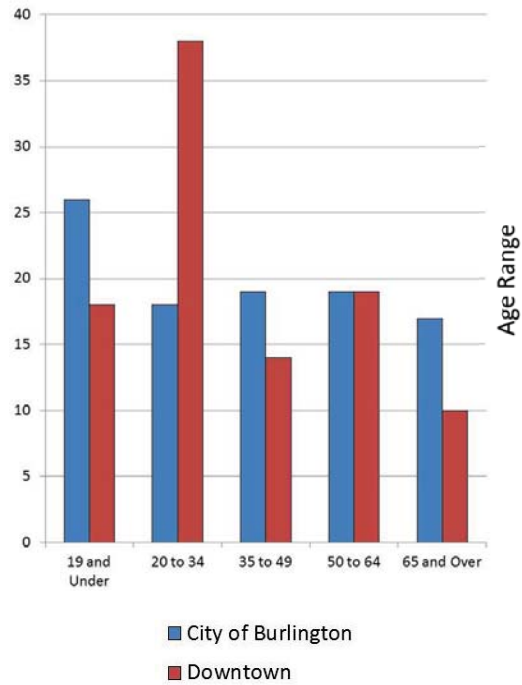
Bike Infrastructure

DOWNTOWN POPULATION TRENDS

Downtown Population Change, 1990-2010



Age Breakdown Comparison, 2010 Census



ONGOING AND FUTURE DEVELOPMENTS

- Frank Millard & Company
- McConnell Lofts
- Schramms Corner / Kozlowski Law Office
- Tama Building
- JC Penney Building
- 801 Jefferson residence
- Burlington Depot
- Hopefully Yours
- Salvation Army
- Beckman Dry Cleaners
- The Lawyers' Office
- Roberts-Kirkman Law office
- Police Department
- Napoli Pizza
- Churchill Apartments
- Typewriter Shop
- Stylique
- Beckman Law Office
- Ivy/Original Cyns/Bookend Buildings
- Stiefel property - residence
- Berthel Fisher/Hedge Block
- RiverPark Place
- Moose Lodge
- Former Tom's Market
- Former Bistro 322
- Expert Tire
- Lamont warehouse
- Millard warehouse
- Five Flags building
- Zager office building
- Dr. Hendricks former office
- Heritage Hill Clinic
- Bangert parking garage
- Riverfront common space
- Dial Corp factory
- Former Baptist Church
- Historic homes
- Sickel's laundry
- Former Ayerco gas station
- Billups automotive
- Wever Storage
- Former Catholic School site
- Residential site
- Millard lot by Depot
- City lot by Depot
- Residential sites
- Midwest Real Estate
- Washington and 8th
- BNSF site
- Old Market Street ROW

LEGEND

Current Projects (1 - 2 years)

- New Development or Building Reuse
- Building Becomes Vacant

Future Projects (2 - 5 years)

- New Development or Building Reuse
- Building Becomes Vacant

Additional Possibilities (5+ years)

- Other Vacant Buildings/Land
- Includes a Residential Component
- Includes a Restaurant and/or Bar



SUMMARY OF FINDINGS

Under normal circumstances, the current supply of Downtown parking is sufficient to meet the current demand.

BUT...

1. Persistent lack of awareness of the City's existing Downtown parking facilities
2. Lack of cooperation between various stakeholder groups
3. Concept of 24-hour parking ownership inhibits full utilization of spaces
4. Misperception about walking distances Downtown
5. Strategic avoidance of paying for parking
6. Solo driving dominates – low rates of carpooling, biking, etc.
7. Inherent pedestrian access and safety issues – highway/rail barriers, topography, etc.
8. Major events (i.e. Steamboat Days) can be a hassle for regular Downtown occupants

SUMMARY OF FINDINGS

AND...

Changing conditions and future projects can impact future demand.

1. Downtown has a lot of development going on today, with more big future plans
2. New residential projects could have an especially significant impact

SO...

There needs to be a broader, long-term vision for Downtown parking.

1. Be proactive, rather than *reactive*
2. Address matters comprehensively, not just a *case-by-case* basis.
3. Utilize the strategies of this Study as a guide in annual goal-setting.
4. Reach out to multiple stakeholders prior to making a policy decision.

SPECIFIC SOLUTIONS

Timeframe

NEAR TERM

Implement (or at least *consider*) within 1 year.

INTERMEDIATE

Consider and/or implement between 1 and 5 years from now.

LONG TERM

Dependent on future changes in demand, 5 years or more

SPECIFIC PLACE BASED

Relate to a specific lot or area, to be implemented in phases

Strategy Type

'Management' Better management and enforcement of existing parking supply

'Supply' Increase the supply of parking provided

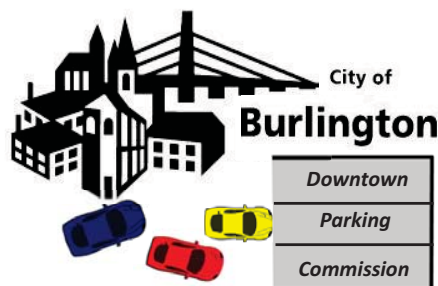
'Place Based' Enhance the overall experience of parking Downtown

'Demand' Aimed to reduce demand for parking, through various alternatives

'Price and Time' Adjust restrictions or fees to encourage better turnover

NEAR TERM SOLUTIONS

Establish a Downtown Parking Commission to Guide Implementation



Step 1

Group reviews solutions and develops a work plan to implement projects



Step 2

Group presents solutions and potential work plan to City Council



Step 3

City Council may choose specific items to accomplish or not pursue



Step 4

City Staff begins work to accomplish selected solutions

NEAR TERM SOLUTIONS

Efforts to Increase Awareness of Existing Parking

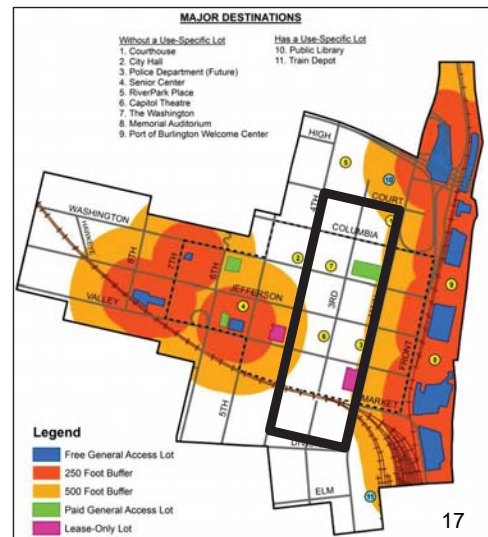
- On-Site Improvements
 - Clear, consistent signage
 - Personalize the lots – naming system
 - Wayfinding/directional signage
 - Informational kiosks
 - Paint spaces different colors to distinguish public from permit
- Marketing Materials (Hard Copy and Digital)
 - Parking Map
 - Explanation of Enforcement Policy



NEAR TERM SOLUTIONS

Changes to Supply and Distribution of Parking

- Supply
 - Change parallel to diagonal, whenever possible
 - Have 'leased' spaces restricted by time (i.e. 8-5 workday)
 - Eliminate unnecessary '10-minute' spaces
- Distribution
 - No more entirely 'permit-only' lots – have a mixture for each



NEAR TERM SOLUTIONS

Upgrades to Enforcement Technology

- Payment Method
 - 'Honor System' is unreliable, creates confusion, and not enforceable
 - Option 1: Electronic pay station
 - Option 2: Parking Meters
- Ticketing
 - Option 1: Digital handheld unit, from private company
 - Option 2: In-house technology (i.e. tablet, smartphone)



QUESTIONS AND CONTACT

- QUESTIONS ?
- DOWNLOAD THE FULL STUDY:
<http://bit.ly/2cmLEJa>
- CONTACT INFORMATION
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 - zjames@seirpc.com