

Midtown Parking Study

Final Report



Submitted by



RICH & ASSOCIATES
PARKING CONSULTANTS
www.richassoc.com

September, 2018

Table of Contents

EXECUTIVE SUMMARY

INTRODUCTION

Study Area.....	1
Map 1 – Study Area.....	2

ANALYSIS..... 3

Parking Inventory..... 3

Table A – Summary Parking Supply.....	4
Table B – Parking Supply.....	4
Map 2 – Parking Supply.....	5

Turnover and Occupancy Analysis..... 6

Turnover.....	6
Table C – Parking Turnover Summary.....	7
Map 3 – Locations of Vehicles Staying Beyond 2 Hours.....	8
Occupancy.....	9
Graph 1 – Occupancy Counts Total.....	9
Graph 2 – Occupancy Counts Public vs. Private Wednesday June 13, 2018.....	10
Table D – Occupancy Count Summary Wednesday June 13.....	10
Table E – Wednesday June 13, 2018 Occupancy Results.....	11
Map 4 – Wednesday June 13 2018 Parking Occupancy 9AM-11AM.....	12
Map 4.1 – Wednesday June 13 2018 Parking Occupancy 11AM-1PM.....	13
Map 4.2 – Wednesday June 13 2018 Parking Occupancy 1PM- 3PM.....	14
Map 4.3 – Wednesday June 13 2018 Parking Occupancy 3PM-5PM.....	15
Map 4.4 – Wednesday June 13 2018 Parking Occupancy 5PM-7PM.....	16
Map 4.5 – Wednesday June 13 2018 Parking Occupancy 7PM-9PM.....	17
Graph 3 – Occupancy Totals Thursday June 14, 2018.....	18
Graph 4 – Occupancy Public vs. Private Thursday June 14, 2018.....	18
Table F – Occupancy Count Summary Thursday June 14, 2018.....	19
Table G - Thursday June 14, 2018 Occupancy Results.....	20
Map 5 – Thursday June 14, 2018 Parking Occupancy 5PM.....	21

Map 5.1 – Thursday June 14, 2018 Parking Occupancy 6PM.....	22
Map 5.3 – Thursday June 14, 2018 Parking Occupancy 7PM.....	23
Occupancy Summary.....	24
PARKING DEMAND CALCULATION.....	24
Parking Need.....	26
Table H – Demand Matrix.....	28
Table I – Core Area Demand Matrix.....	28
Map 6 - Current Surplus Deficit.....	29
Map 6.1 – Core Current Surplus Deficit.....	30
Future.....	31
Map 6.2 - Future 5 Year Surplus Deficit.....	32
Map 6.3 – Core Future 5 Year Surplus Deficit.....	33
Map 6.4 - Future 10 Year Surplus Deficit.....	34
Map 6.5 – Core Future 10 Year Surplus Deficit.....	35
Public Input.....	36
POLICY AND MANAGEMENT RECOMMENDATIONS.....	38
Discourage the Development of Any New Private Parking Lots in the Downtown.....	39
Work with Private Parking Lot Owners in the Downtown to Create Additional Shared Use Parking.....	40
Marketing.....	40
Bicycle Racks.....	42
Parking Signs.....	42
Parking Duration & Allocation.....	44
Walking Considerations for Shared-Use Parking.....	46
Table J – Tolerance For Walking.....	47
Map 7 – Walking Distances.....	48
Pedestrian Enhancements & Activity.....	49
Parking Enforcement.....	51
Parking Fines.....	52

EXECUTIVE SUMMARY

This Midtown Parking Study was conducted and prepared for ignite cda and the City of Coeur d'Alene by Rich & Associates in order to address the current and future parking need in the Midtown district. This study provides detailed tables and maps with locations of parking supply (both public and private), parking utilization and current and future parking demand. The study was conducted in response to the continued interest for development in the Midtown area. The study area included nine blocks along 4th Street between Harrison Avenue and Foster Avenue, with the core area of focus on sections of four blocks along 4th Street between Boise Avenue and E. Reid Avenue.

The following is a summary of the findings:

- Parking Supply for the study area is 948 spaces, with 332 (35%) of these public and 619 (65%) private.
- The majority of the parking within the study area is found in private lots with only one public lot.
- The highest utilization of parking is found along 4th Street between Montana and E. Reid Avenue.
- The peak occupancy occurred from 11:00AM – 1:00PM at 36% occupancy.
- The overall daytime parking surplus for the study area is 435 spaces.
- The overall daytime parking surplus for the core area is 88 spaces.

The recommendations in the parking study are intended to enhance the existing supply of parking. These recommendations are intended to be used as a set of tools that staff can use to manage and develop the parking system in the Midtown area. These recommendations are focused on making the parking in Midtown easier to use.

Recommendations topics include

1. Discourage the development of any new private parking lots in the Midtown District.
2. Work with private parking lot owners in the Midtown to create additional shared-use parking.
3. Marketing
4. Bicycle racks
5. Parking signs
6. Parking duration and allocation changes (on-street and off-street)
7. Walking considerations for shared-use parking

INTRODUCTION

This Parking Analysis prepared for ignite cda and the City of Coeur d'Alene area is an overall comprehensive study of parking and its function in the Midtown district. The study was undertaken to analyze the parking needs unique to Midtown and the dynamics that have created those needs. This study will provide recommendations for the current parking situation as well as help prepare the Midtown district for future parking needs. This analysis is intended to provide a "tool box" of recommendations for future changes regarding parking.

STUDY AREA

The study area determined by the ignite cda and the City is comprised of nine blocks covering the majority of the Midtown district. Rich & Associates evaluated the parking conditions, supply and activity in the study area along with blocks just outside the study boundaries to determine potential impacts and parking supply opportunities. **Map 1** details the boundaries of the study area and can be found on **page 2**.



MIDTOWN PARKING STUDY

Coeur d'Alene, ID

RICH & ASSOCIATES
PARKING CONSULTANTS

2677 Northwestern Hwy. Suite 218
Southfield, Michigan 48033

Southfield, MI Lutz, FL
248.353.5269 813.349.9866

ARCHITECTS • ENGINEERS • PLANNERS



06-26-18.sar

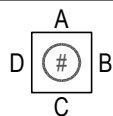


BLOCK
NUMBER

LEGEND:

— STUDY AREA

BLOCK FACE KEY PLAN:



Sheet Title:

STUDY AREA

MAP Number:

MAP 1

Pg. 2

ANALYSIS

This Analysis provides an assessment of how the existing parking system is operating, the current conditions that affect the parking and how potential new developments may affect the parking in the future. Rich & Associates compiled and reviewed turnover and occupancy data, parking inventories and building inventories to develop a working demand model. The analysis was further refined based on our previous experience.

The process consisted of a two-part analysis. The first part of the analysis included a determination of the current parking demand by block based on the building inventory provided by City staff and parking generation factors calculated per 1,000 square feet of gross floor area. The demand was compared to the available supply and the resulting surplus or deficit determined on a block-by-block basis.

The second part of the analysis involved comparing the parking surplus and deficit patterns to the observed conditions as determined by the turnover and occupancy data. This comparison offered a benchmark for calibration of the surplus and deficit data.

Parking Inventory

Field work for this study entailed a review of the parking supply within the study area. There are a total of 948 parking spaces in the study area. The spaces include on-street, off-street, public and private parking. Residential on-street parking is also included in the supply. Table A is a summary of the parking supply, while Table B details the number of spaces by type by block.

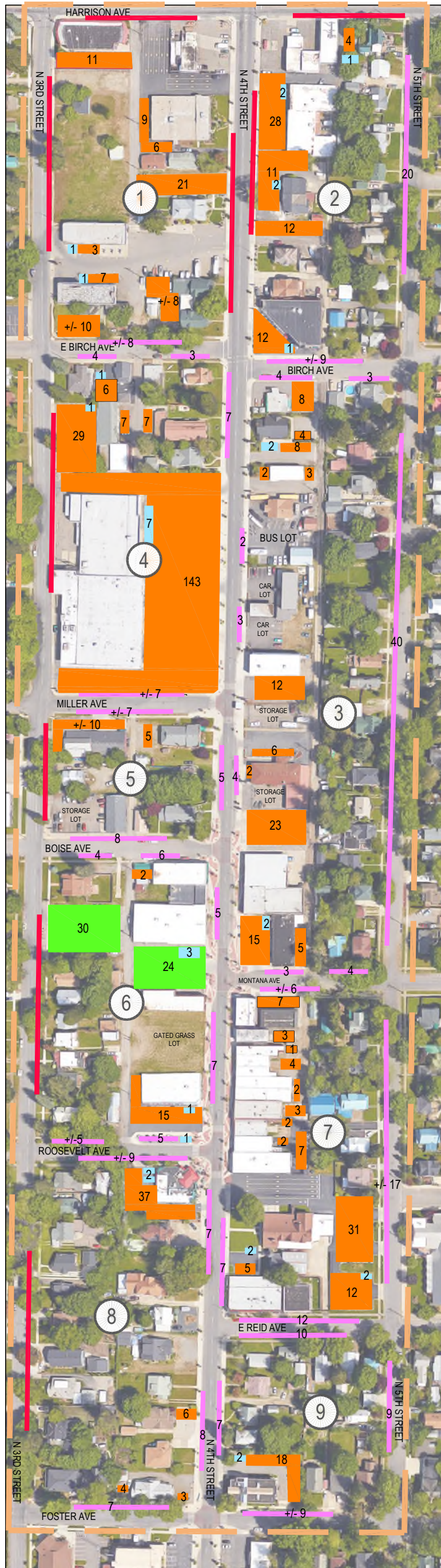
Table A summarizes the existing parking supply. More importantly, this table breaks down the public and private percentages. The Midtown area has a public parking ratio of 35%. Based on Rich & Associates experience and best practices, we have found that to successfully manage municipal parking, it is desirable for the municipality to have control of at least 50% of the supply. This allows the municipality to effectively manage the parking in terms of allocation, changing demand, market pricing, and allows the parking to be enforced with greater efficiency.

Table A

Public Parking Supply			
	On-Street Totals	275	29%
	Off-Street Totals	57	6%
	Public Parking Total	332	35%
Private Parking Supply			
	Private Parking Total	616	65%
TOTAL PARKING SUPPLY		948	

Table B

Parking Supply										
Block >	1	2	3	4	5	6	7	8	9	TOTALS
Public On-Street										
Unrestricted	8	29	56	16	22	34	43	30	36	274
Barrier Free	0	0	0	0	0	1	0	0	0	1
										275
Public Off-Street										
Public	0	0	0	0	0	54	0	0	0	54
Barrier Free	0	0	0	0	0	3	0	0	0	3
										57
Private										
Off-Street	77	67	77	192	10	17	79	50	18	587
Barrier Free	2	5	4	9	0	1	4	2	2	29
										616
Summary	87	101	137	217	32	110	126	82	56	948
Source: Rich and Associates Summer 2018										



**MIDTOWN
PARKING STUDY**

Coeur d'Alene, ID

**RICH & ASSOCIATES
PARKING CONSULTANTS**

3167 Northwoodem Hwy, Suite 206
Southfield, Michigan 48033

Southfield, MI Livestock, FL
248.253.0280 813.949.9868

ARCHITECTS • ENGINEERS • PLANNERS

**NO
RTH**

09-10-18 sar

BLOCK
NUMBER

LEGEND:

- STUDY AREA
- PRIVATE / RESERVED
- PUBLIC
- UNMARKED
- NO PARKING
- BARRIER FREE

BLOCK FACE KEY PLAN:

Sheet Title:

**PARKING
SUPPLY**

MAP Number:

MAP 2

Pg. 5

Turnover & Occupancy Analysis

Rich & Associates conducted a turnover and occupancy analysis in the study area. This study involved an examination of the on-street and off-street parking supply. Additionally, we observed vehicle movements throughout the day from morning until evening. Observations occurred in both public and private parking areas in order to understand how the system was working. The goal of the analysis is to observe a large portion of the overall parking system, not necessarily the entire supply.

The occupancy study occurred on Wednesday, June 13, 2018 between the hours of 9:00AM and 9:00PM. A second set of occupancy counts were conducted on Thursday evening with one at 5:00PM, 6:00PM and 7:00PM.

Turnover

The turnover portion of the analysis, where license plate numbers were recorded, applied to portions of the on-street spaces in the Midtown district and were observed during each two-hour circuit. This is done to determine how long specific vehicles were parked in the short-term customer spaces and to see if anyone was parked for long periods of time in these spaces. At the same time, the turnover information also yields occupancy results for the parking area, and therefore, for each circuit a composite occupancy can be derived.

Turnover is an indicator of how often a parking stall is being used by different vehicles throughout the course of the day. Turnover is most relevant to the short-term customer trying to find parking for a quick errand. If this customer is unable to find a convenient space, they might not stop to patronize the business. **Table C** on the following page summarizes the results of the turnover findings. **Map 3** represents the locations where vehicles stayed beyond two hours. There were 238 on-street parking spaces observed for turnover from the hours of 9:00AM to 9:00PM.

Turnover can be low for two reasons: 1) when vehicles are parking for extended periods in the same space, or 2) the overall on-street occupancy is low. Although 62 vehicles stayed beyond two hours, there are not any signs posting a time limit and thus there is not a reason for vehicles to move. The turnover for this day was just over 1. Rich is of the opinion that this number is low due to a low overall occupancy of the combined observed spaces. There were areas with higher occupancy, though the overall occupancy for 238 observed spaces was not high.

There were a total of 62 vehicles parked beyond two hours. Twenty-six (26) vehicles stayed between two and four hours, 10 vehicles were observed in the same space between four and six hours and 26 additional vehicles were observed parked in the same space for over six hours. This means that during the course of the day approximately 20% of the 313 vehicles observed in on-street spaces stayed beyond two hours.

Table C

TURNOVER SUMMARY, JUNE 13, 2018		
A SAMPLE OF ON-STREET SPACES		
VEHICLES REMAINING LESS THAN 2 HOURS	251	80%
VEHICLES REMAINING BETWEEN 2 AND 4 HRS	26	8%
VEHICLES REMAINING BETWEEN 4 AND 6 HRS	10	3%
VEHICLES REMAINING BETWEEN 6 AND 8 HRS	18	6%
VEHICLES REMAINING BETWEEN 8 AND 10 HRS	8	3%
TOTAL NUMBER OF VEHICLES OBSERVED	313	
TOTAL NUMBER OF STALLS OBSERVED FOR TURNOVER	238	

Source: Rich & Associates Field Observations



**MIDTOWN
PARKING STUDY**

Coeur d'Alene, ID

RICH & ASSOCIATES
PARKING CONSULTANTS

20677 Northwest Hwy, Suite 206
Southfield, Michigan 48033

Southfield, MI Lutz, FL
248.352.5282 913.549.9666

ARCHITECTS • ENGINEERS • PLANNERS

09-10-18 sar

BLOCK NUMBER

LEGEND:

STUDY AREA

BLOCK FACE KEY PLAN:

A
D B
C

#
Number of vehicles observed
parked beyond 2 hours
by block face

Sheet Title:

**VEHICLES PARKED
OVER 2-HR**

MAP Number:

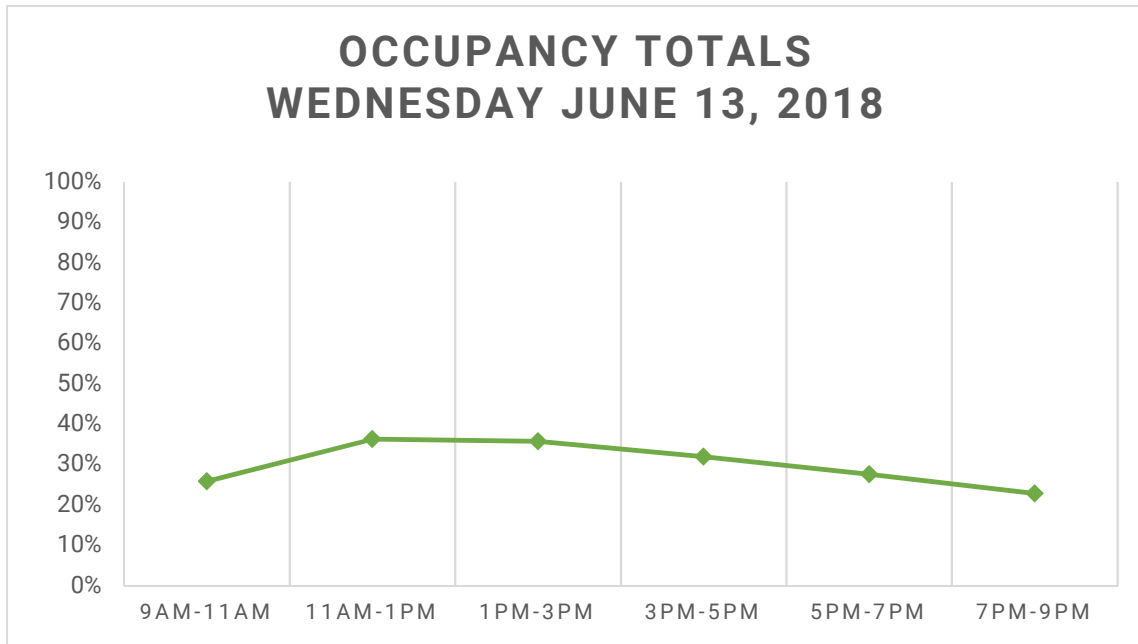
MAP 3

Pg. 8

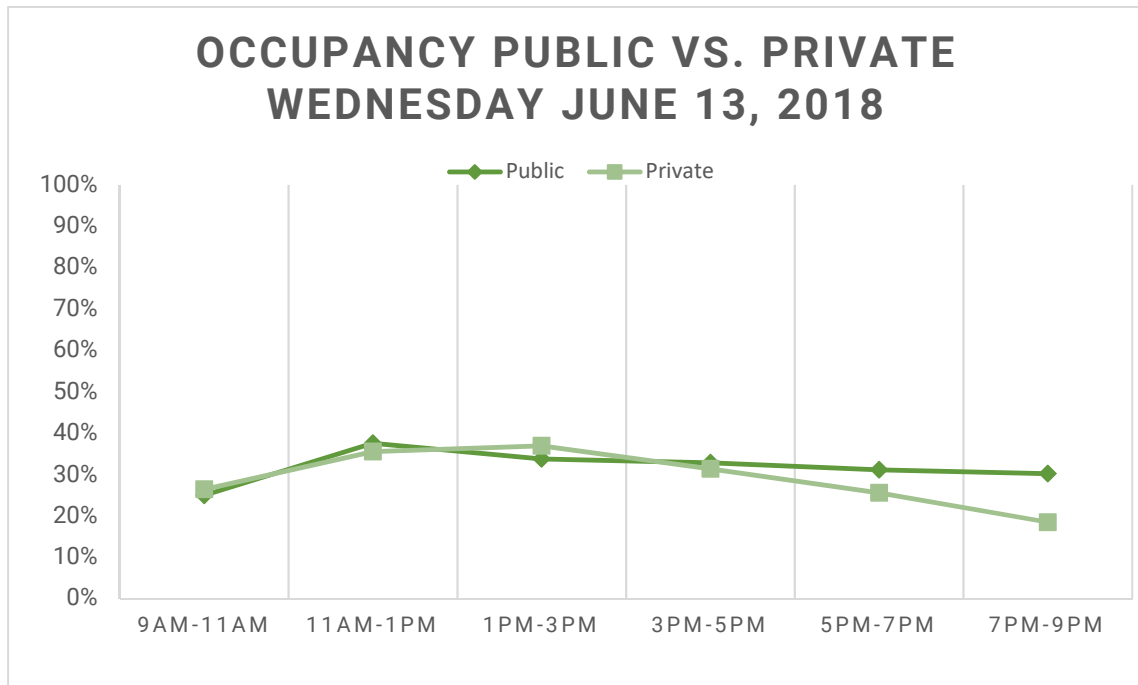
Occupancy

Occupancy is an important aspect of parking because it helps us to understand the dynamic of how demand fluctuates throughout the day. Overall, the occupancy data is used by Rich & Associates to calibrate the parking demand model. **Graph 1 and 2, Table D and Maps 4-4.5** are the summary results of Rich & Associates occupancy findings for Wednesday. The full occupancy counts for Wednesday can be found on **page 11**. **Graph 3, Table F and Maps 5-5.2** are the summary results of the Thursday night occupancy counts. The full occupancy counts for Thursday can be found on **page 20**.

Graph 1



Graph 2



**Table D
Occupancy Count Summary
Wednesday June, 13**

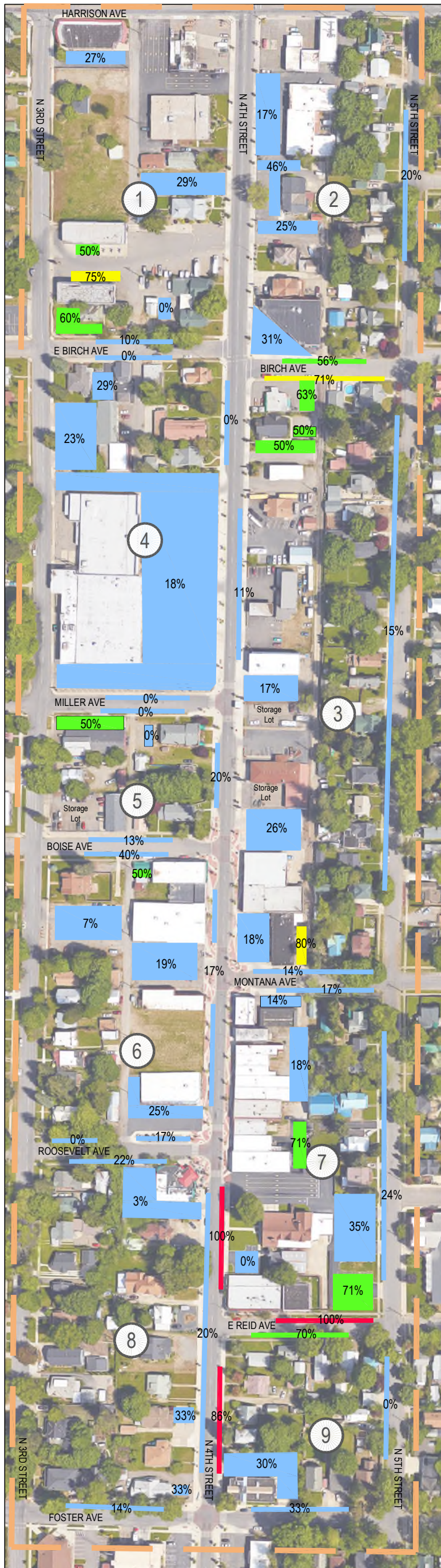
	# of Spaces	9:00am-11:00am	Occ %	11:00AM-1:00PM	Occ %	1:00PM-3:00PM	Occ %	3:00PM-5:00PM	Occ %	5:00PM-7:00PM	Occ %	7:00PM-9:00PM	Occ %
Public	341	85	25%	128	38%	115	34%	112	33%	106	31%	103	30%
Private	580	153	26%	206	36%	214	37%	182	31%	148	26%	107	18%
Totals	921	238	26%	334	36%	329	36%	294	32%	254	28%	210	23%

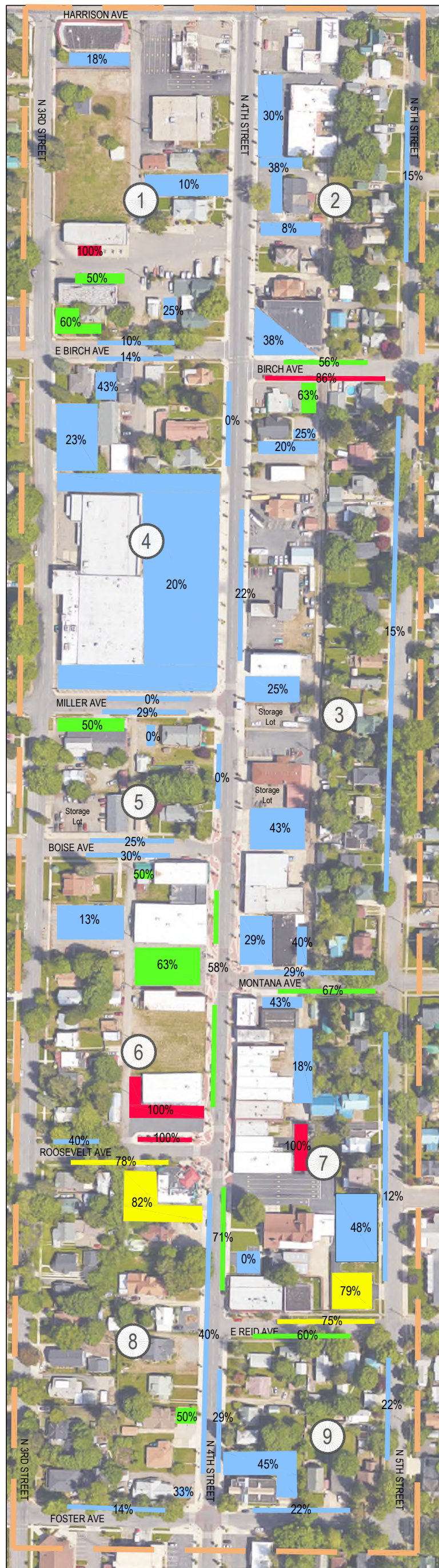
Key observations from the occupancy counts:

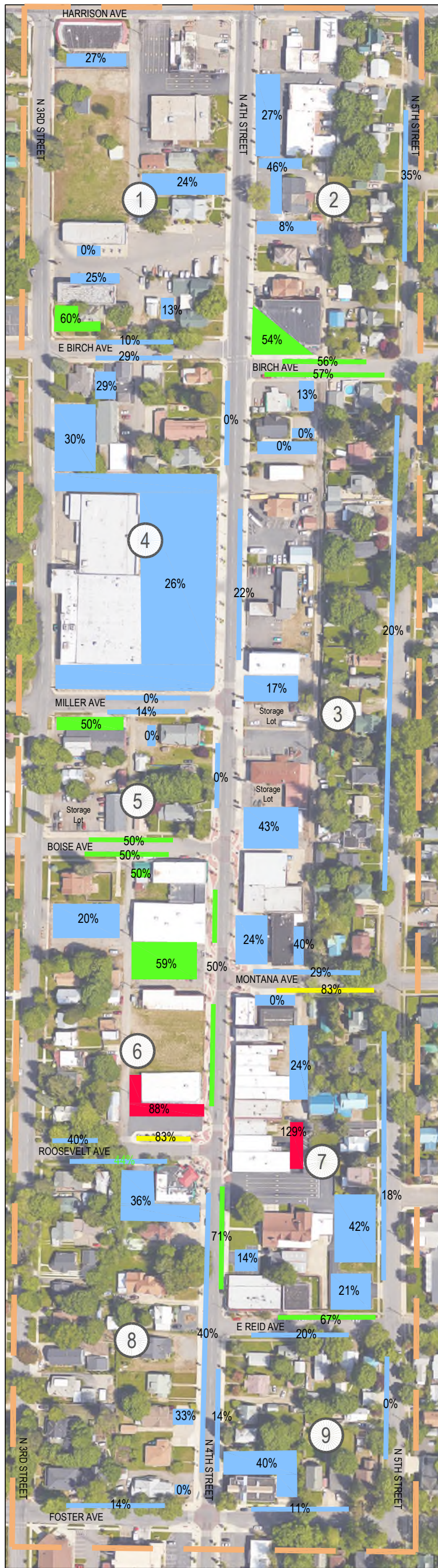
- The peak occupancy occurred during the 11:00AM to 1:00PM circuit at 36% occupancy, and held steady during the 1:00PM to 3:00PM at 36% (with five fewer cars). The occupancy slowly declined throughout the evening.
- The public and private occupancies remained fairly similar until the last circuit where the public was at 30% occupancy when the off-street occupancy dropped down to 15%.
- Though there are a couple of parking areas with high occupancies, the overall occupancy is low.

Table E Wednesday June 13, 2018 Occupancy Results

Block #	Face	Description	Type	# of Spaces	9:00AM-11:00AM	Occ %	11:00AM-1:00PM	Occ %	1:00PM-3:00PM	Occ %	3:00PM-5:00PM	Occ %	5:00PM-7:00PM	Occ %	7:00PM-9:00PM	Occ %
1	C	ON-ST	PUB	10	1	10%	2	20%	1	10%	1	10%	0	0%	1	10%
1		DENTURE LOT	PVT	21	6	29%	8	38%	2	10%	5	24%	0	0%	0	0%
1		THE WAY BACK LOT	PVT	8	0	0%	2	25%	2	25%	1	13%	0	0%	0	0%
1		ACTION PRINTERS LOT	PVT	11	3	27%	3	27%	2	18%	3	27%	1	9%	0	0%
1		LETT'S LOT	PVT	8	4	50%	3	38%	4	50%	2	25%	1	13%	1	13%
1		CAR WASH	PVT	4	3	75%	2	50%	4	100%	0	0%	0	0%	0	0%
1		LETT'S GRAVEL LOT	PVT	10	6	60%	6	60%	6	60%	6	60%	2	20%	2	20%
2	B	ON-ST	PUB	20	4	20%	3	15%	3	15%	7	35%	6	30%	7	35%
2	C	ON-ST	PUB	9	5	56%	6	67%	5	56%	5	56%	3	33%	0	0%
2		TRECK 107	PVT	13	4	31%	6	46%	5	38%	7	54%	4	31%	1	8%
2		FISH	PVT	12	3	25%	3	25%	1	8%	1	8%	1	8%	0	0%
2		ANIMAL CLINIC	PVT	13	6	46%	8	62%	5	38%	6	46%	2	15%	1	8%
2		BLESSED/ CLEANERS	PVT	30	5	17%	12	40%	9	30%	8	27%	7	23%	4	13%
3	A	ON-ST	PUB	7	5	71%	6	86%	6	86%	4	57%	3	43%	2	29%
3	B	ON-ST	PUB	40	6	15%	6	15%	6	15%	8	20%	9	23%	9	23%
3	C	ON-ST	PUB	7	1	14%	4	57%	2	29%	2	29%	5	71%	5	71%
3	D	ON-ST	PUB	9	1	11%	5	56%	2	22%	2	22%	2	22%	4	44%
3		ALLEY	PVT	5	4	80%	2	40%	2	40%	2	40%	3	60%	4	80%
3		SUNFLOWER LOT	PVT	17	3	18%	4	24%	5	29%	4	24%	9	53%	9	53%
3		MEXICAN FOOD FACTORY LOT	PVT	8	5	63%	8	100%	5	63%	1	13%	4	50%	2	25%
3		SAFE PASSAGE LOT	PVT	23	6	26%	10	43%	10	43%	10	43%	10	43%	1	4%
3		PYRMID LOT	PVT	12	2	17%	3	25%	3	25%	2	17%	2	17%	2	17%
3		DENTURE	PVT	10	5	50%	1	10%	2	20%	0	0%	0	0%	0	0%
3		BACK LOT	PVT	4	2	50%	0	0%	1	25%	0	0%	0	0%	0	0%
4	A	ON-ST	PUB	7	0	0%	1	14%	1	14%	2	29%	1	14%	1	14%
4	B	ON-ST	PUB	7	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
4	C	ON-ST	PUB	7	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
4		SAFEWAY LOT	PVT	150	27	18%	43	29%	30	20%	39	26%	38	25%	38	25%
4		WALSH LAW LOT	PVT	7	2	29%	2	29%	3	43%	2	29%	2	29%	1	14%
4		1034 LOT	PVT	30	7	23%	12	40%	7	23%	9	30%	8	27%	2	7%
5	A	ON-ST	PUB	7	0	0%	1	14%	2	29%	1	14%	0	0%	5	71%
5	B	ON-ST	PUB	5	1	20%	1	20%	0	0%	0	0%	0	0%	2	40%
5	C	ON-ST	PUB	8	1	13%	3	38%	2	25%	4	50%	3	38%	1	13%
5		HUMANE SOCIETY	PVT	10	5	50%	5	50%	5	50%	5	50%	1	10%	5	50%
5		CHURCH GRAVEL	PVT	5	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
6	A	ON-ST	PUB	10	4	40%	3	30%	3	30%	5	50%	2	20%	0	0%
6	B	ON-ST	PUB	12	2	17%	8	67%	7	58%	6	50%	8	67%	9	75%
6	C	ON-ST (angled)	PUB	6	1	17%	5	83%	6	100%	5	83%	5	83%	5	83%
6	C	ON-ST (parallel)	PUB	5	0	0%	0	0%	2	40%	2	40%	4	80%	4	80%
6		JUNK LOT	PVT	16	4	25%	14	88%	16	100%	14	88%	12	75%	7	44%
6		CDA IGNITE LOT	PUB	27	5	19%	17	63%	17	63%	16	59%	15	56%	10	37%
6		CDA Ignite BACK LOT	PUB	30	2	7%	6	20%	4	13%	6	20%	8	27%	8	27%
6		ALLEY 1ST LOT	PVT	2	1	50%	1	50%	1	50%	1	50%	1	50%	1	50%
7	A	ON-ST	PUB	6	1	17%	3	50%	4	67%	5	83%	7	117%	4	67%
7	B	ON-ST	PUB	17	4	24%	3	18%	2	12%	3	18%	3	18%	3	18%
7	C	ON-ST	PUB	12	12	100%	10	83%	9	75%	8	67%	6	50%	4	33%
7	D	ON-ST	PUB	7	7	100%	7	100%	5	71%	5	71%	2	29%	4	57%
7		FUNERAL LOT	PVT	7	0	0%	0	0%	0	0%	1	14%	0	0%	0	0%
7		408 LOT	PVT	7	1	14%	2	29%	3	43%	0	0%	1	14%	0	0%
7		ALLEY GRAVEL	PVT	17	3	18%	3	18%	3	18%	4	24%	5	29%	2	12%
7		ALLEY PAVED	PVT	7	5	71%	8	114%	7	100%	9	129%	4	57%	3	43%
7		1ST LOT	PVT	31	11	35%	11	35%	15	48%	13	42%	7	23%	4	13%
7		LOT ON CORNER	PVT	14	10	71%	7	50%	11	79%	3	21%	2	14%	0	0%
8	A	ON-ST	PUB	9	2	22%	5	56%	7	78%	4	44%	7	78%	7	78%
8	B	ON-ST	PUB	15	3	20%	9	60%	6	40%	6	40%	3	20%	3	20%
8	C	ON-ST	PUB	7	1	14%	1	14%	1	14%	1	14%	0	0%	1	14%
8		ALERT MICRO SYSTEMS	PVT	3	1	33%	1	33%	1	33%	0	0%	0	0%	0	0%
8		WELLNESS	PVT	6	2	33%	2	33%	3	50%	2	33%	4	67%	0	0%
8		CAPONES LOT	PVT	39	1	3%	6	15%	32	82%	14	36%	17	44%	17	44%
9	A	ON-ST	PUB	10	7	70%	5	50%	6	60%	2	20%	3	30%	2	20%
9	B	ON-ST	PUB	9	0	0%	0	0%	2	22%	0	0%	0	0%	0	0%
9	C	ON-ST	PUB	9	3	33%	2	22%	2	22%	1	11%	1	11%	2	22%
9	D	ON-ST	PUB	7	6	86%	6	86%	2	29%	1	14%	0	0%	0	0%
9		AD & B LOT	PVT	20	6	30%	8	40%	9	45%	8	40%	0	0%	0	0%
Totals				921	238	26%	334	36%	329	36%	294	32%	254	28%	210	23%







**MIDTOWN
PARKING STUDY**

Coeur d'Alene, ID

RICH & ASSOCIATES
PARKING CONSULTANTS

25877 Northwestern Hwy, Suite 200
Southfield, Michigan 48033

Southfield, MI Lutz, FL
248.253.5180 913.949.9893

ARCHITECTS • ENGINEERS • PLANNERS

CRTH

09-10-18 sar

BLOCK
NUMBER

LEGEND:

STUDY AREA

BLOCK FACE KEY PLAN:

A
D # B
C

PARKING OCCUPANCY

- 85% through 100%
- 75% through 84%
- 50% through 74%
- 0 through 49%

Sheet Title:

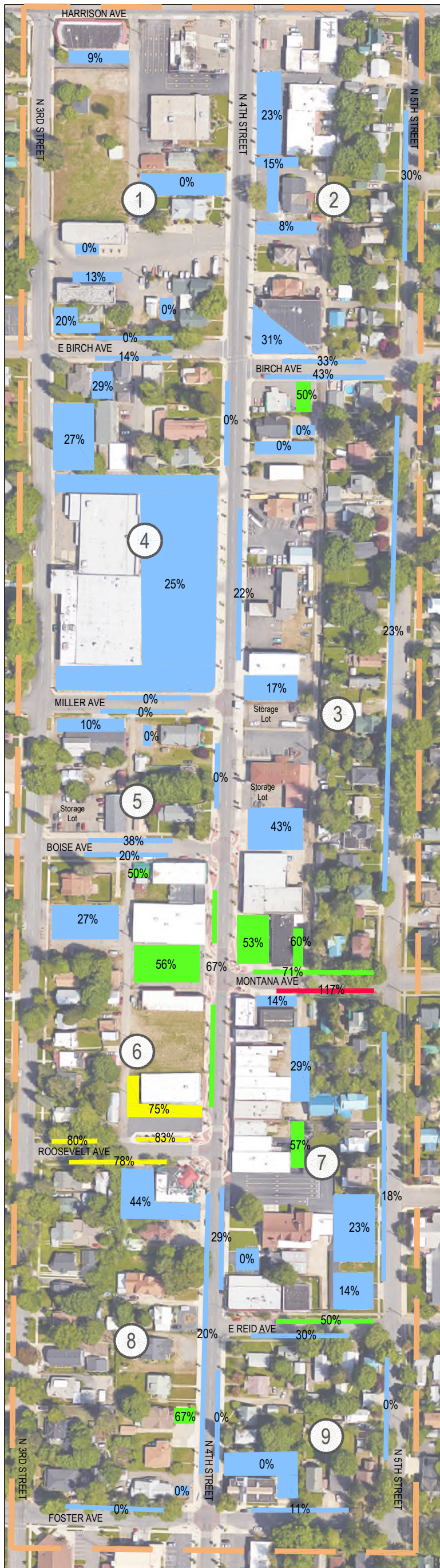
OCCUPANCY

Wednesday June 13, 2018
3 PM - 5 PM

MAP Number:

MAP 4.3

Pg. 15



MIDTOWN PARKING STUDY

Coeur d'Alene, ID

RICH & ASSOCIATES
PARKING CONSULTANTS

21807 Northwestern Hwy, Suite 208
Southfield, Michigan 48033

Southfield, MI 248.353.5080
Lutz, FL 813.949.9658

ARCHITECTS • ENGINEERS • PLANNERS



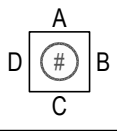
09-10-18 sar

BLOCK NUMBER

LEGEND:

STUDY AREA

BLOCK FACE KEY PLAN:



PARKING OCCUPANCY

- 85% through 100%
- 75% through 84%
- 50% through 74%
- 0 through 49%

Sheet Title:

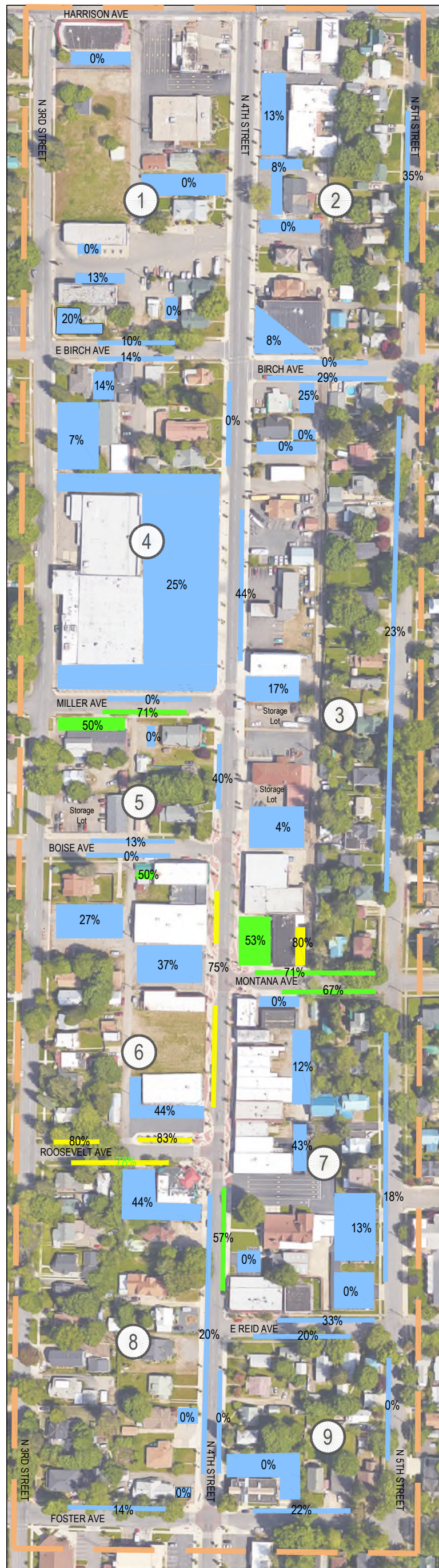
OCCUPANCY

Wednesday June 13, 2018
5 PM - 7 PM

MAP Number:

MAP 4.4

Pg. 16



MIDTOWN PARKING STUDY

Coeur d'Alene, ID

RICH & ASSOCIATES PARKING CONSULTANTS

25677 Northwestern Hwy, Suite 208
Southfield, MI 48033

Southfield, MI 48033
Lutz, FL 33549
248.353.5580 813.949.9868

ARCHITECTS • ENGINEERS • PLANNERS



09-10-18 sar

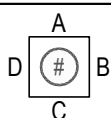


BLOCK NUMBER

LEGEND:

STUDY AREA

BLOCK FACE KEY PLAN:



PARKING OCCUPANCY

- 85% through 100%
- 75% through 84%
- 50% through 74%
- 0 through 49%

Sheet Title:

OCCUPANCY

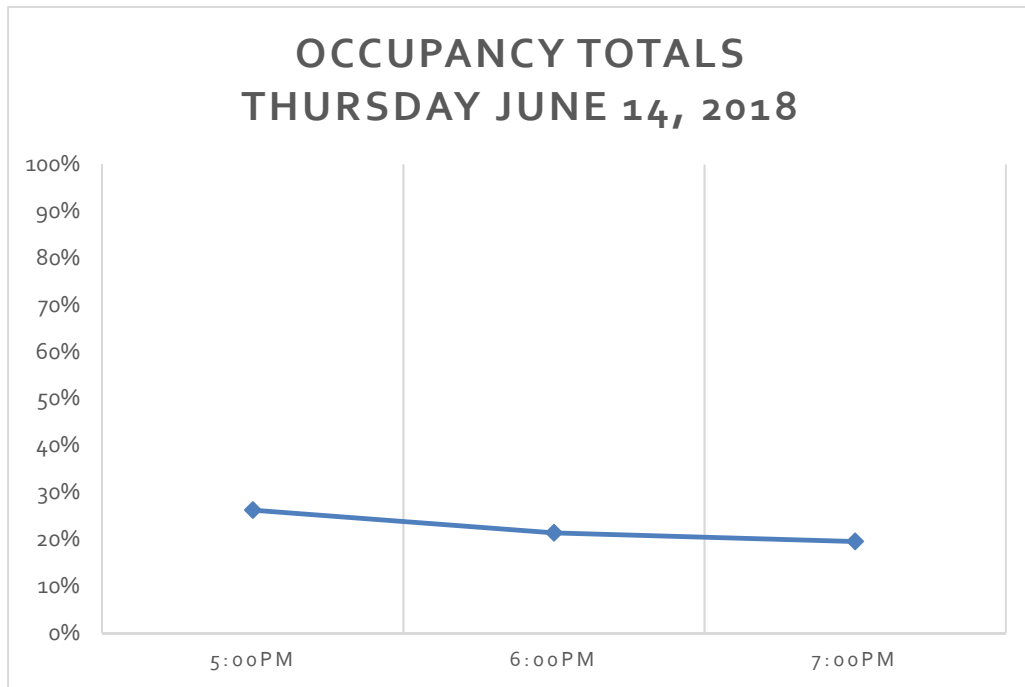
Wednesday June 13, 2018
7 PM - 9 PM

MAP Number:

MAP 4.5

Pg. 17

Graph 3



Graph 4

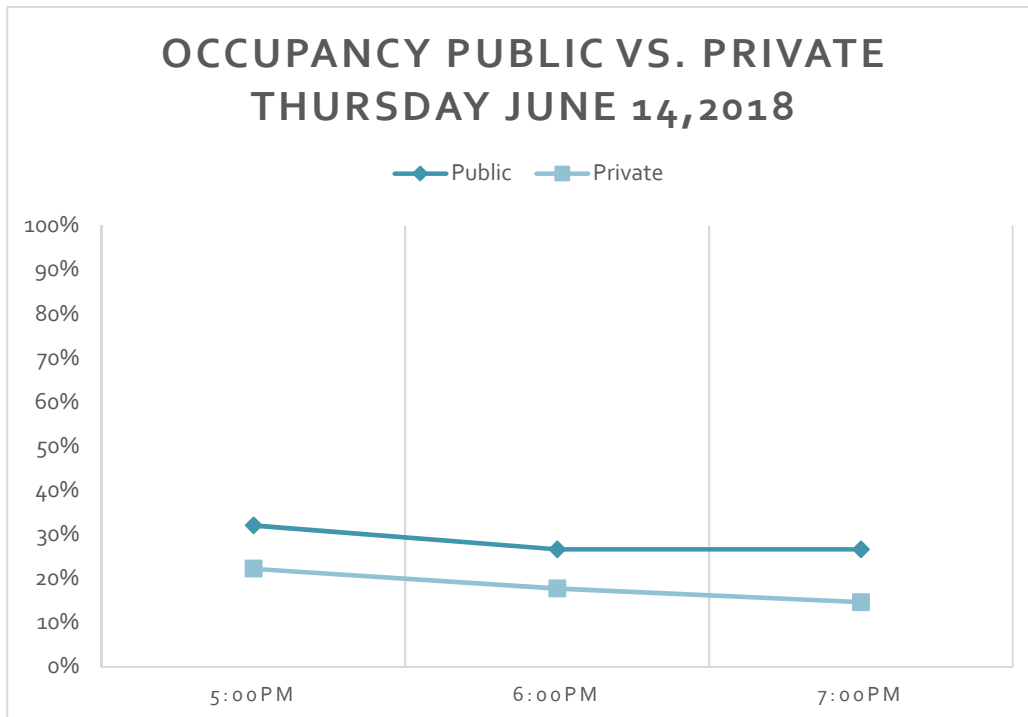


Table F
Occupancy Count Summary
Thursday June, 14 2018

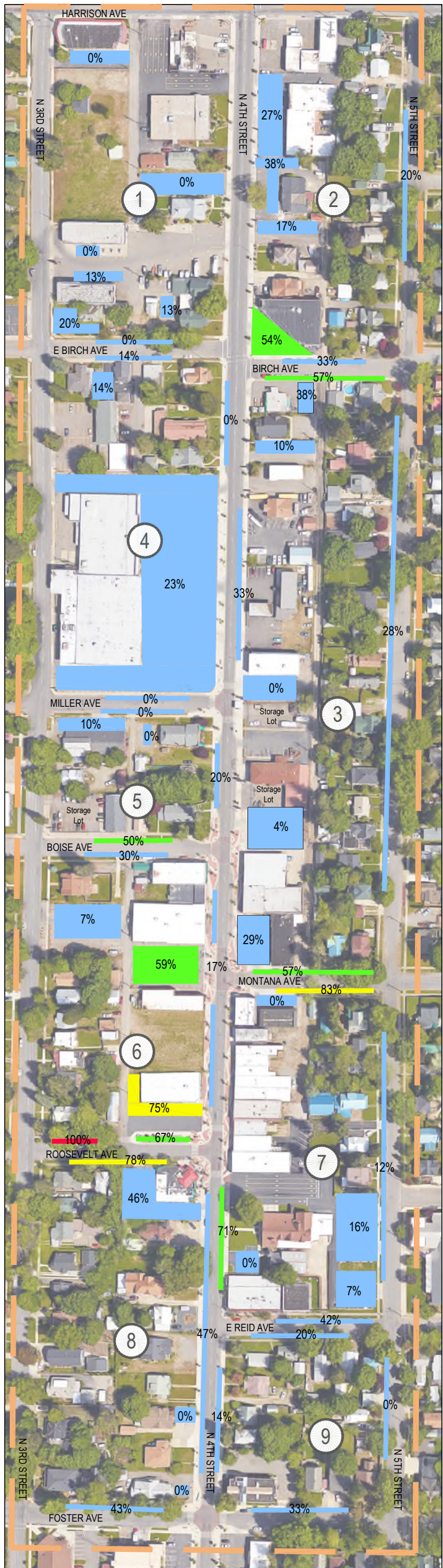
	# of Spaces	5:00PM	Occ %	6:00PM	Occ %	7:00PM	Occ %
Public	334	107	32%	89	27%	89	27%
Private	490	109	22%	87	18%	72	15%
Totals	824	216	26%	176	21%	161	20%

Key observations from the occupancy counts:

- The 5:00PM count had the highest occupancy of the three counts with 26% occupancy.
- The public parking had the highest occupancy for all three counts.
- The Thursday night counts are slightly lower than the Wednesday night counts.

Table G Thursday June 14, 2018 Occupancy results

Block #	Face	Description	Type	# of Spaces	5:00PM	Occ %	6:00PM	Occ %	7:00PM	Occ %
1	C	ON-ST	PUB	10	0	0%	0	0%	0	0%
1		DENTURE LOT	PVT	21	0	0%	0	0%	0	0%
1		THE WAY BACK LOT	PVT	8	1	13%	0	0%	0	0%
1		ACTION PRINTERS LOT	PVT	11	0	0%	0	0%	0	0%
1		LETT'S LOT	PVT	8	1	13%	1	13%	1	13%
1		CAR WASH	PVT	4	0	0%	0	0%	0	0%
1		LETT'S GRAVEL LOT	PVT	10	2	20%	2	20%	2	20%
2	B	ON-ST	PUB	20	4	20%	0	0%	1	5%
2	C	ON-ST	PUB	9	3	33%	0	0%	0	0%
2		TRECK 107	PVT	13	7	54%	3	23%	1	8%
2		FISH	PVT	12	2	17%	1	8%	1	8%
2		ANIMAL CLINIC	PVT	13	5	38%	0	0%	0	0%
2		BLESSED/ CLEANERS	PVT	30	8	27%	4	13%	4	13%
3	A	ON-ST	PUB	7	4	57%	2	29%	1	14%
3	B	ON-ST	PUB	40	11	28%	9	23%	12	30%
3	C	ON-ST	PUB	7	4	57%	2	29%	3	43%
3	D	ON-ST	PUB	9	3	33%	3	33%	4	44%
3		SUNFLOWER LOT	PVT	17	5	29%	10	59%	3	18%
3		MEXICAN FOOD FACTORY LOT	PVT	8	3	38%	5	63%	1	13%
3		SAFE PASSAGE LOT	PVT	23	1	4%	1	4%	0	0%
3		PYRMID LOT	PVT	12	0	0%	0	0%	0	0%
3		DENTURE	PVT	10	1	10%	0	0%	0	0%
4	A	ON-ST	PUB	7	1	14%	0	0%	0	0%
4	B	ON-ST	PUB	7	0	0%	0	0%	0	0%
4		SAFeway LOT	PVT	150	35	23%	16	11%	17	11%
4		WALSH LAW LOT	PVT	7	1	14%	0	0%	0	0%
5	A	ON-ST	PUB	7	0	0%	0	0%	0	0%
5	B	ON-ST	PUB	5	1	20%	1	20%	1	20%
5	C	ON-ST	PUB	8	4	50%	1	13%	0	0%
5		HUMANE SOCIETY	PVT	10	1	10%	1	10%	1	10%
6	A	ON-ST	PUB	10	3	30%	2	20%	1	10%
6	B	ON-ST	PUB	12	2	17%	0	0%	0	0%
6	C	ON-ST (angled)	PUB	6	4	67%	4	67%	4	67%
6	C	ON-ST (parallel)	PUB	5	5	100%	6	120%	5	100%
6		JUNK LOT	PVT	16	12	75%	11	69%	9	56%
6		CDA IGNITE LOT	PUB	27	16	59%	14	52%	15	56%
6		CDA Ignite BACK LOT	PUB	30	2	7%	5	17%	2	7%
7	A	ON-ST	PUB	6	5	83%	5	83%	3	50%
7	B	ON-ST	PUB	17	2	12%	4	24%	3	18%
7	C	ON-ST	PUB	12	5	42%	5	42%	5	42%
7	D	ON-ST	PUB	7	5	71%	3	43%	4	57%
7		FUNERAL LOT	PVT	7	0	0%	0	0%	0	0%
7		408 LOT	PVT	7	0	0%	0	0%	0	0%
7		1ST LOT	PVT	31	5	16%	3	10%	3	10%
7		LOT ON CORNER	PVT	14	1	7%	0	0%	0	0%
8	A	ON-ST	PUB	9	7	78%	6	67%	8	89%
8	B	ON-ST	PUB	15	7	47%	7	47%	6	40%
8	C	ON-ST	PUB	7	3	43%	2	29%	2	29%
8		ALERT MICRO SYSTEMS	PVT	3	0	0%	0	0%	0	0%
8		WELLNESS	PVT	6	0	0%	0	0%	0	0%
8		CAPONES LOT	PVT	39	18	46%	29	74%	29	74%
9	A	ON-ST	PUB	10	2	20%	3	30%	3	30%
9	B	ON-ST	PUB	9	0	0%	0	0%	0	0%
9	C	ON-ST	PUB	9	3	33%	3	33%	3	33%
9	D	ON-ST	PUB	7	1	14%	2	29%	3	43%
Totals				824	216	26%	176	21%	161	20%



**MIDTOWN
PARKING STUDY**

Coeur d'Alene, ID

RICH & ASSOCIATES
PARKING CONSULTANTS

21677 Northwoodway Hwy, Suite 208
Spokane, WA 99216
Southfield, MI Lutz, FL
248.353.5080 913.349.9850

ARCHITECTS • ENGINEERS • PLANNERS

NORTH

BLOCK
NUMBER

09-10-18 sar

LEGEND:

STUDY AREA

BLOCK FACE KEY PLAN:

A
D # B
C

PARKING OCCUPANCY

- 85% through 100%
- 75% through 84%
- 50% through 74%
- 0 through 49%

Sheet Title:

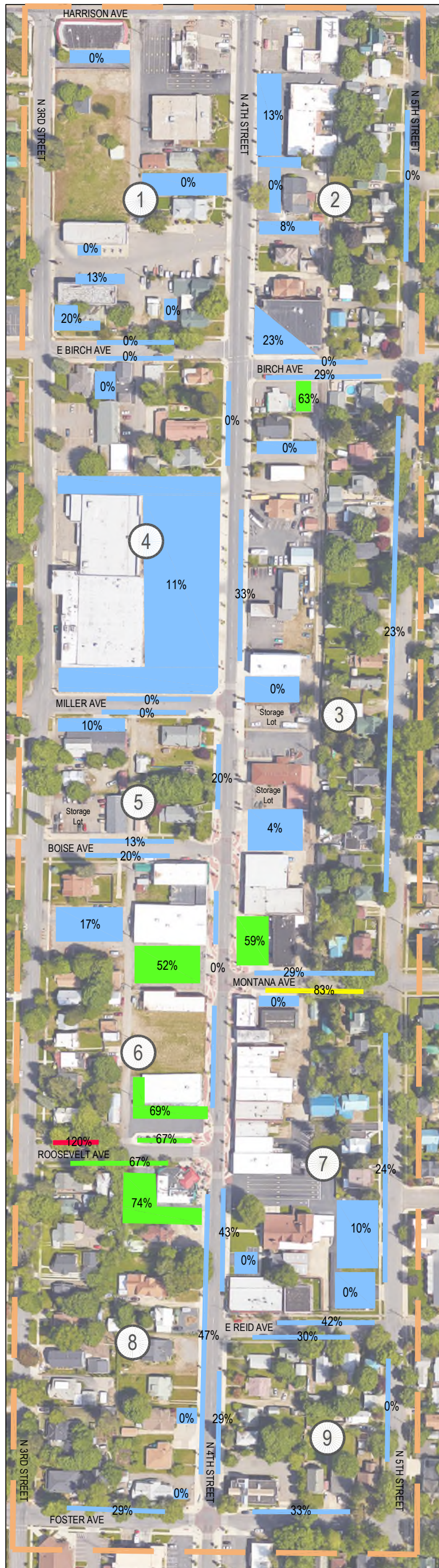
OCCUPANCY

Thursday June 14, 2018
5 PM

MAP Number:

MAP 5

Pg. 21



**MIDTOWN
PARKING STUDY**

Coeur d'Alene, ID

RICH & ASSOCIATES
PARKING CONSULTANTS

25877 Northwestern Hwy, Suite 200
Southfield, MI 48033

Southfield, MI 248 253 5080 | Lutz, FL 913 949 9660

ARCHITECTS • ENGINEERS • PLANNERS

NORTH

BLOCK NUMBER

09-10-18 sar

LEGEND:

STUDY AREA

BLOCK FACE KEY PLAN:

A
D # B
C

PARKING OCCUPANCY

- 85% through 100%
- 75% through 84%
- 50% through 74%
- 0 through 49%

Sheet Title:

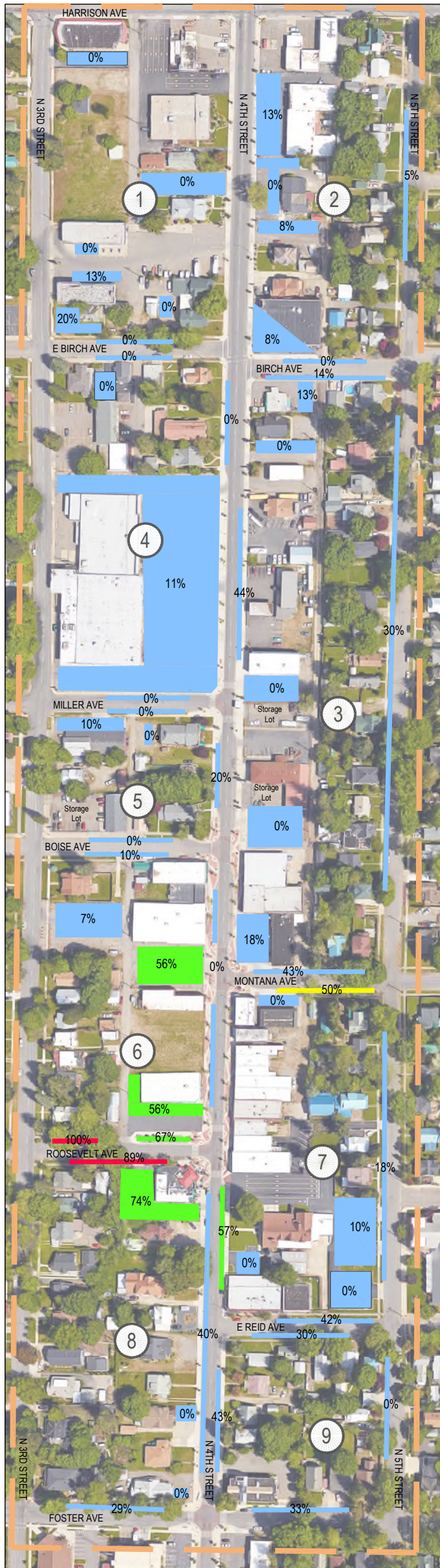
OCCUPANCY

Thursday June 14, 2018
6 PM

MAP Number:

MAP 5.1

Pg. 22



MIDTOWN PARKING STUDY

Coeur d'Alene, ID

RICH & ASSOCIATES
PARKING CONSULTANTS

23677 Northwinds Hwy, Suite 200
Southfield, Michigan 48033
Southfield, MI 48033 248.253.5282
Lutz, FL 813.949.9656



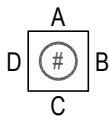
09-10-18 sar

BLOCK NUMBER

LEGEND:

STUDY AREA

BLOCK FACE KEY PLAN:



PARKING OCCUPANCY

- 85% through 100%
- 75% through 84%
- 50% through 74%
- 0 through 49%

Sheet Title:

OCCUPANCY

Thursday June 14, 2018
7 PM

MAP Number:

MAP 5.2

Pg. 23

Occupancy Summary

The occupancy numbers in Midtown are relatively low. When the demand is higher, best practices are to manage the parking so that, between 85% and 90% of the parking is occupied. When looking at the map, the majority of the parking areas shaded in blue, represent an occupancy percentage between 0% and 49%.

The peak overall occupancy was 36% with 329 of the 921 spaces occupied. When we analyzed the results for the core area we see that the peak overall occupancy increases to 41%, 167-168 spaces occupied during two circuits from 11:00AM to 3:00PM. This tells us that there is enough parking in the Midtown area that is available during peak hours though all parking may not be available for all users and it may not be located as the most convenient space.

CORE AREA WEDNESDAY JUNE 13, 2018													
	# of Spaces	9:00AM-11:00AM	Occ %	11:00AM-1:00PM	Occ %	1:00PM-3:00PM	Occ %	3:00PM-5:00PM	Occ %	5:00PM-7:00PM	Occ %	7:00PM-9:00PM	Occ %
Totals	353	110	31%	158	45%	160	45%	140	40%	131	37%	107	30%

CORE AREA THURSDAY JUNE 14, 2018							
	# of Spaces	5:00PM	Occ %	6:00PM	Occ %	7:00PM	Occ %
Totals	313	92	29%	84	27%	65	21%

PARKING DEMAND CALCULATION

Analyses were performed to determine the current and future parking demands and needs for the study area. The data collected and compiled by Rich & Associates to calculate the parking demand included:

- An inventory of the study area on-street and off-street parking supplies.
- Turnover and occupancy studies for public and private on-street and off-street parking areas.
- Block-by-block analysis of square footage and type of land use in the study area. (Building inventory was provided by City staff)
- This demand analysis contains two levels of parking analyses to determine the number of parking spaces needed. First is a mathematical or hypothetical model of parking demand based on the building gross square footage. The mathematical model multiplies a parking generation ratio (PGR) by the gross area of specific land uses to derive the number of

spaces needed. The second is a method of using field observations to calibrate the mathematical model and help to establish projected spaces needed.

- The demand model is based on a weekday peak.

A point to consider regarding the parking supply and demand is that motorists in general perceive off-street spaces with occupancies greater than 85% to be at capacity. The greater the capacity of the parking area, the less this perception is valid. When this occurs, motorists will begin to re-circulate to seek more parking, adding to traffic congestion and the drivers' perception that there is no parking available in the Midtown.

The PGR's were established from Rich & Associates field work and previous experience with work in similar communities. The demand factor for each land use type includes an estimate for employees and patrons to that particular land use and reflect a daytime peak. Once parking demand has been calculated for both current and future conditions, a comparison with the existing supply of parking is made. The resulting figures are parking surplus or deficit figures for each block.

The PGR's are used in conjunction with information from the Institute of Transportation Engineers (ITE) and the Urban Land Institute (ULI). These two sources are the generally accepted standards for parking generation. Rich & Associates uses experience along with these sources to modify or customize the parking generation ratios specifically to the study area.

Once a parking demand model is developed that illustrates the surpluses and deficits numerically and graphically, we then compare the model with the actual field observations, specifically the turnover and occupancy counts. The comparison serves as a test of the demand model and allows Rich & Associates staff to make further revisions or adjustments where necessary, thus ensuring accuracy to the overall parking dynamic in the Midtown area. It is important to note that the demand calculations are slightly higher than the observed observations due to changes in land use, intensity in demand and allowance for some growth of current businesses.

The assumptions used in developing the PGR's and the parking demand calculations are:

- Assumption 1:** It was assumed that parking demand per block was dependent on the floor area contained in the block. Demand computed for one block was not affected by the amount of gross floor area available on surrounding blocks. Therefore, a block with surplus parking supply is not used to offset calculated shortfalls on adjacent blocks.
- Assumption 2:** The projected parking demand for the future was derived under the assumption that currently occupied properties would remain occupied at existing or higher than existing levels into the future.

Parking Need

Once we have determined the base parking demand calculation we then modified the parking generation factors to demonstrate the actual parking need for the Midtown. Rich & Associates factors in the reality of parking to the demand such as walking distances to public parking locations, conditions of parking lots and the conditions of the path to and from the lots. Parking need will fluctuate based on several factors such as use changes and intensity of land use. A restaurant or retail spaces could become a destination in the region increasing the overall demand for that specific land use or an office space could go from selling insurance to a call center which requires a much larger staff and will have an evening shift. The following are issues that are considered when developing the number of parking spaces needed:

- Building size, purpose and special use conditions.
- Alternative modes of transportation, including availability, level of use, attractiveness and policy impacts.
- Proportion of the Midtown trips that are multiple-use or linked (available shared use parking).
- Vehicle traffic.
- Cost of parking.
- The intensity of developments in the Midtown.
 - The overall number of businesses in Midtown drawing customers.

The gross square footage of the sorted land use categories by block was provided by Coeur d'Alene City staff. The different land uses for each block are in general multiplied by a parking generation ratio (PGR) of spaces required per 1,000 square feet. The resulting demand number is deducted from the available parking supply on each block to determine a surplus or deficit condition for each block.

Table H on page 28 is the Parking Demand Matrix, followed by a summary of the parking demand represented spatially in **Map 6**. This model is intended to be used as a tool to determine the current parking demand and help project the future parking demand. The parking generation ratios are not for zoning purposes, they are to be used along with the demand matrix as a tool to determine the parking impact of existing and new development coming into the study area. The results from the parking demand matrix are compared to the turnover and occupancy results to make sure that there is a correlation with the observed needs of the Midtown.

To allow for occupancy fluctuations in intensity we use 10% to increase the demand, the overall parking system would still peak at 50% occupancy. Therefore, the demand model was adjusted to demonstrate an increased peak time. Additionally, the demand model does not include the residential land uses or parking along 5th Street, because this parking is not intended to meet the commercial parking demand. It should also be noted that the model is not designed around an

overall peak event in the Midtown, but instead it is designed to reflect accommodating parking for the average weekday peak.

In our opinion, one of the biggest reasons that people perceive a parking shortage in the Midtown is because some employees and business owners are parking on-street, taking prime customer and visitor spaces. When an employee parks on-street due to greater convenience when their business has a private parking space available for their use, the employee is actually taking two spaces out of the parking supply. This is because the space is not a shared parking space, instead it is reserved only for the business, whereas the public on-street spaces are intended to be available for anyone visiting the Midtown to visit multiple destinations. Shared use is an important component of parking that allows municipalities to develop less parking for each land use due to the ability to park once and visit multiple locations.

The current parking situation is calculated showing an overall surplus of 435 spaces. When we focus in on the core area (blocks 3, 6, 7 and 8) the parking surplus decreases to 88. A second analysis was run to look at the Midtown core separately from the surrounding blocks that have ample parking and less density. The core area is outlined in black on **Maps 6.1, 6.3, and 6.5**. **Table I** on **page 28** is the core area demand matrix detailing the current and future parking demand specifically.

Along with the surplus of parking in the core blocks, there is the ignite cda parking lot. This lot is located directly across the street from the one block (block 7) with a shortage of parking. As development continues to change and additional businesses come to Midtown, there is a potential for an overall increase in the intensity (number of people visiting each land use) for the current land use. It is important to constantly monitor the parking system and update the demand model with any changes to the parking system or land use changes. The updated model should then be compared to occupancy counts from the parking system.

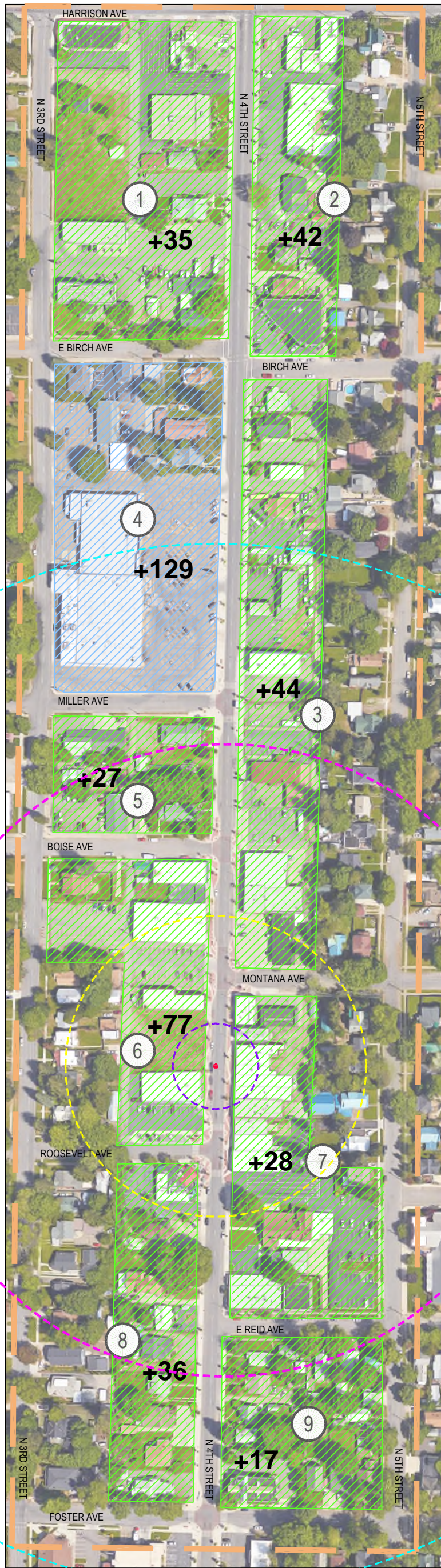
Table H Demand Matrix

Daytime Parking Demand Matrix															
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Block	Office	Medical Office	Retail	Service	Mixed Use	Restaurant/Bar	Residential	Community	Warehouse	Vacant	Demand	Parking	Surplus/	Projected Surplus/	Projected Surplus/
							(per unit)				(current)	Supply	Deficit	Deficit	Deficit
Current	2.30	2.75	1.69	1.75	2.00	5.00	1.50	0.25	0.45	2.25			(current)	5 YEAR (40%)	10 YEAR (80%)
1	1,965	2,084	3,186	19,514	-	307	-	-	1,759	-	52	87	35	35	35
2	-	2,689	10,106	8,032	-	-	-	-	1,566	2,496	39	81	42	40	38
3	3,240	1,729	6,541	5,240	-	3,448	-	-	7,235	-	53	97	44	44	44
4	3,306	-	25,005	-	7,456	-	6	-	-	20,431	74	203	129	111	102
5	-	-	2,135	-	-	-	-	2,640	2,040	-	5	32	27	27	27
6	-	-	13,472	-	-	-	4	-	9,520	3,606	33	110	77	74	72
7	2,991	-	2,442	11,879	10,685	5,056	2	-	-	5,551	81	109	28	23	20
8	6,354	-	-	-	-	6,229	-	-	-	-	46	82	36	36	36
9	7,630	-	-	-	-	-	8	-	-	-	30	47	17	17	17
Totals	25,486	6,502	62,887	44,665	18,141	15,040	20	2,640	22,120	32,084	413	848	435	406	392
											(stalls)	(stalls)	(stalls)	(stalls)	(stalls)

*Residential land use and parking along 5th Street has been removed from the parking supply for the demand

Table I Core Area Demand Matrix

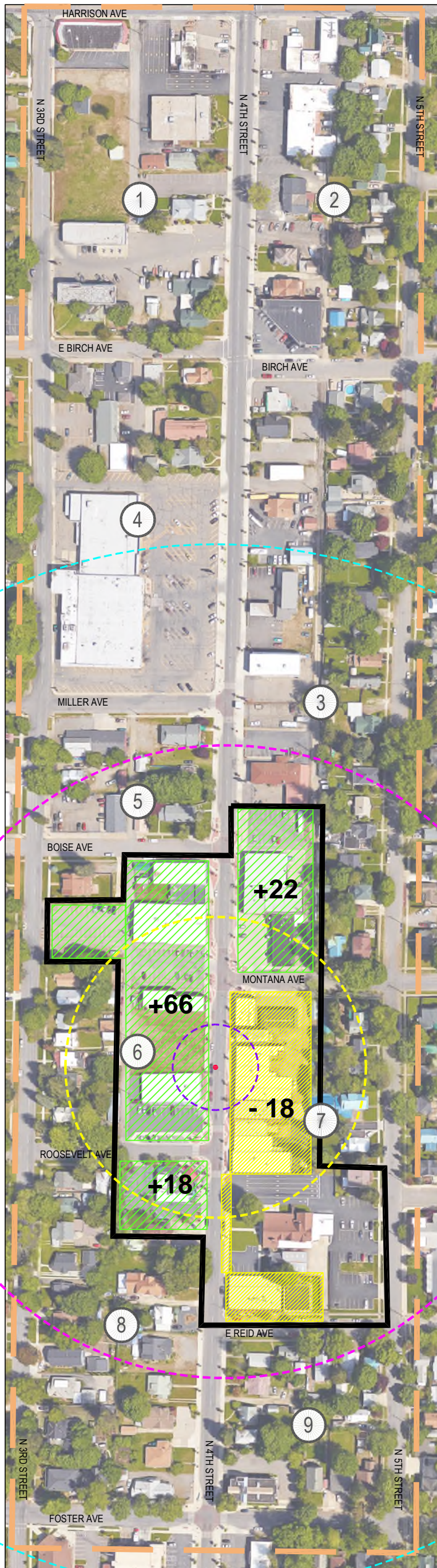
Daytime Parking Demand Matrix															
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Block	Office	Medical Office	Retail	Service	Mixed Use	Restaurant/Bar	Residential	Community	Warehouse	Vacant	Demand	Parking	Surplus/	Projected Surplus/	Projected Surplus/
							(per unit)				(current)	Supply	Deficit	Deficit	Deficit
Current	2.30	2.75	1.69	1.75	2.00	5.00	1.50	0.25	0.45	2.25			(current)	5 YEAR (40%)	10 YEAR (80%)
3	3,240	-	3,556	-	-	2,432	-	-	-	-	26	48	22	22	22
6	-	-	13,472	-	-	-	4	-	9,520	3,606	33	99	66	63	61
7	2,991	-	2,442	5,200	10,685	5,056	2	-	-	5,551	70	52	-18	-23	-25
8	-	-	-	-	-	6,229	-	-	-	-	31	49	18	18	18
Totals	6,231	-	19,470	5,200	10,685	13,717	6	-	9,520	9,157	160	248	88	80	76
											(stalls)	(stalls)	(stalls)	(stalls)	(stalls)



TOTAL
SURPLUS/DEFICIT
+435 *

* Residential land use and parking on 5th Street not included.

<p>MIDTOWN PARKING STUDY</p> <p>Coeur d'Alene, ID</p>	<p>RICH & ASSOCIATES PARKING CONSULTANTS</p> <p>23877 Northwestern Hwy, Suite 238 Southfield, Michigan 48033</p> <p>Southfield, MI 248.253.5280 Lutz, FL 813.949.9866</p> <p>ARCHITECTS • ENGINEERS • PLANNERS</p>	<p>LEGEND:</p> <p>STUDY AREA</p>	<p>SURPLUS OF PARKING</p> <p>+100 (Blue)</p> <p>0 through 99 (Green)</p>	<p>WALKING DISTANCE</p> <p>100 feet (Purple)</p> <p>300 feet (Yellow)</p> <p>600 feet (Pink)</p> <p>1,000 feet (Cyan)</p>	<p>Sheet Title:</p> <p>SURPLUS/DEFICIT</p> <p>CURRENT</p>	<p>MAP Number:</p> <p>MAP 6</p>
	<p>09-13-18 sar</p>	<p>BLOCK FACE KEY PLAN:</p> <p>A</p> <p>D # B</p> <p>C</p>	<p>DEFICIT OF PARKING</p> <p>-99 through -1 (Yellow)</p> <p>-100 + (Red)</p>	<p>MAP Number:</p> <p>Pg. 29</p>		



TOTAL CORE
SURPLUS/DEFICIT
+88 *

* Funeral Home and associated parking lots have been removed from core demand

MIDTOWN
PARKING STUDY

Coeur d'Alene, ID

RICH & ASSOCIATES
PARKING CONSULTANTS

25077 Northwestern Hwy, Suite 205
Southfield, Michigan 48033
Lutz, FL
248 233 9080 813 949 9860

ARCHITECTS • ENGINEERS • PLANNERS



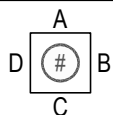
09-13-18 sar

BLOCK
NUMBER

LEGEND:

- STUDY AREA
- CORE AREA

BLOCK FACE KEY PLAN:



SURPLUS OF PARKING

- +100
- 0 through 99

DEFICIT OF PARKING

- 99 through -1
- 100 +

WALKING DISTANCE

- 100 feet
- 300 feet
- 600 feet
- 1,000 feet

Sheet Title:

**CORE
SURPLUS/DEFICIT**
CURRENT

MAP Number:

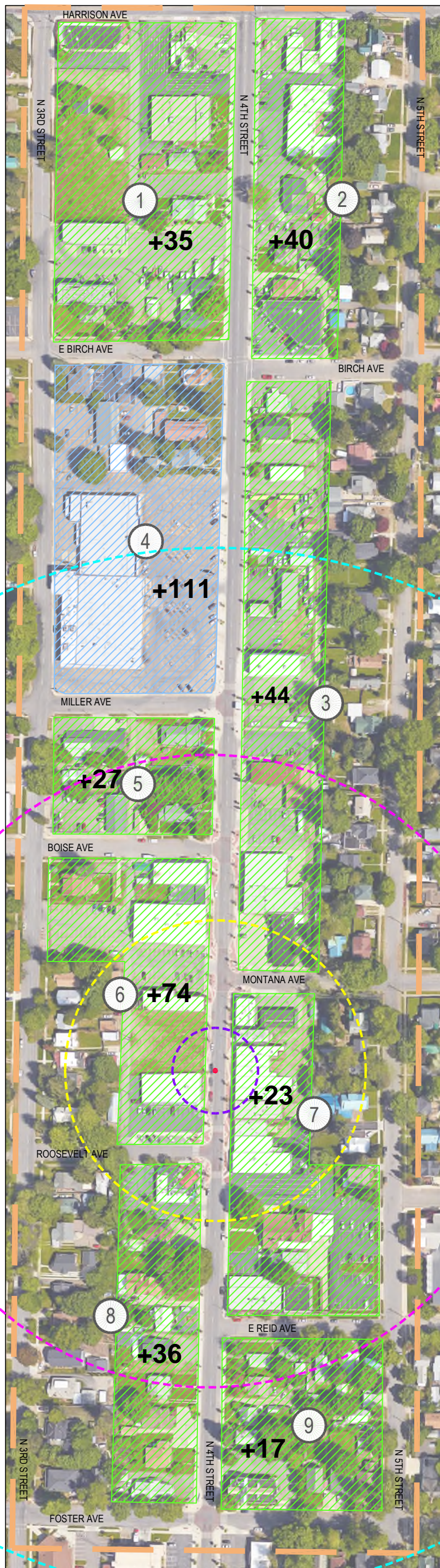
MAP 6.1

Pg. 30

Future

When projecting the future demand scenarios, we used a rate of 40% re-occupancy of vacant space in the five-year projections and 80% in the 10-year projections. A mixed-use parking generation ratio of 2.25 parking spaces per 1,000 square feet of gross floor area was used to project the parking need of the existing 32,084 GSF of vacant space in the Midtown district.

The 5-year projection is a surplus of 406 spaces (80 spaces in the core area). The 10-year projection is a surplus to 392 spaces (76 spaces in the core area). It should be noted that all potential projects at this point, are speculative at best, so Rich & Associates is only factoring for the re-occupancy of vacant space at this time. The demand matrix can be used by staff when new projects are proposed to determine the overall change to parking.



**TOTAL
SURPLUS/DEFICIT
+406 ***

*** Residential land use and parking on 5th Street not included.**

**MIDTOWN
PARKING STUDY**

Coeur d'Alene, ID

RICH & ASSOCIATES
PARKING CONSULTANTS

26277 Northwooden Hwy. Suite 206
Southfield, MI 48034
248.255.5090 Fax: 248.255.5090

ARCHITECTS - ENGINEERS - PLANNERS



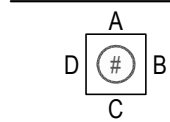
09-13-18 sar

BLOCK
NUMBER

LEGEND:

STUDY AREA

BLOCK FACE KEY PLAN:



SURPLUS OF PARKING

- +100
- 0 through 99

DEFICIT OF PARKING

- 99 through -1
- 100 +

WALKING DISTANCE

- 100 feet
- 300 feet
- 600 feet
- 1,000 feet

Sheet Title:

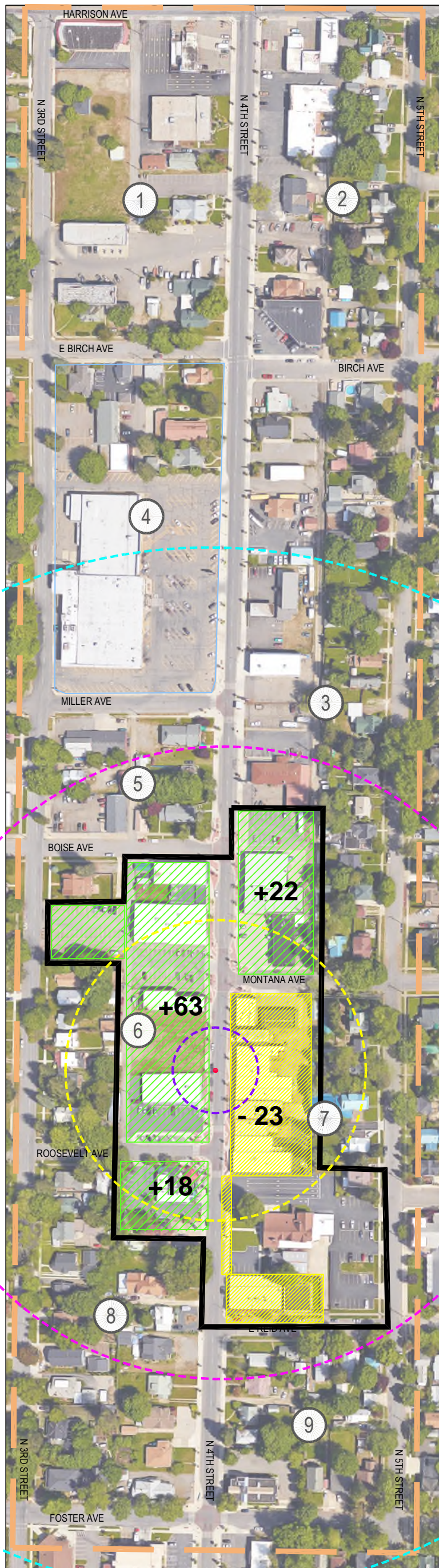
**SURPLUS/
DEFICIT**

FUTURE 5 YEARS

MAP Number:

MAP 6.2

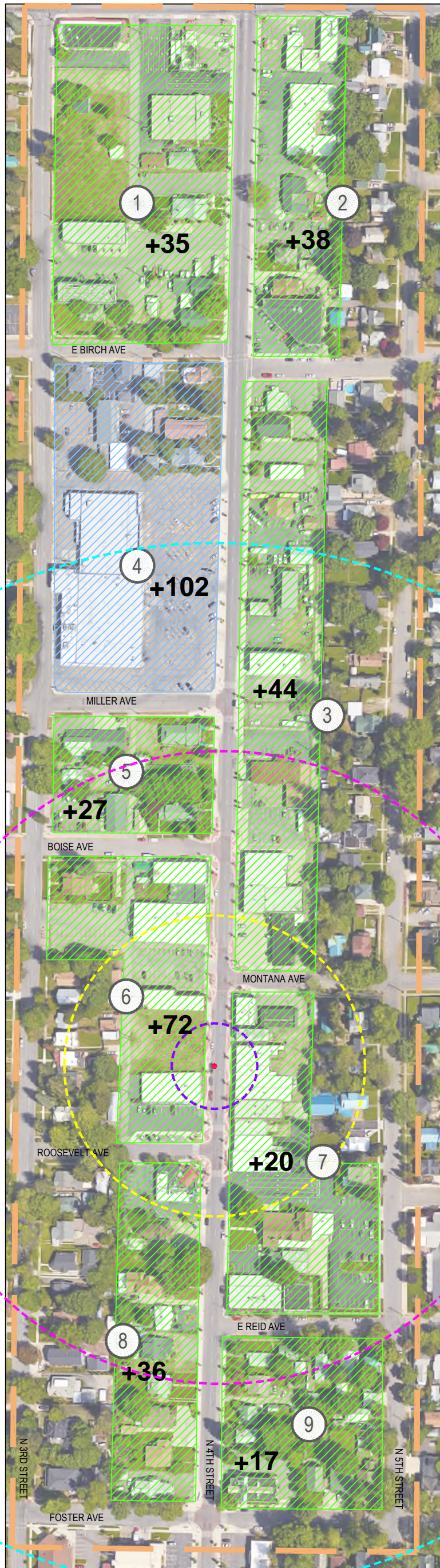
Pg. 32



TOTAL CORE SURPLUS/DEFICIT +80 *

* Funeral Home and associated parking lots have been removed from core demand

<p>MIDTOWN PARKING STUDY</p> <p>Coeur d'Alene, ID</p>	<p>RICH & ASSOCIATES PARKING CONSULTANTS</p> <p>29877 Northwest Valley Suite 200 Southfield, MI 48033 Lutz, FL 34453-5080 813-949-9956</p> <p>ARCHITECTS - ENGINEERS - PLANNERS</p>	<p>LEGEND:</p> <p>STUDY AREA (orange dashed line)</p> <p>CORE AREA (black outline)</p> <p>BLOCK FACE KEY PLAN: A D # B C</p>	<p>SURPLUS OF PARKING</p> <p>+100 (blue)</p> <p>0 through 99 (green)</p> <p>DEFICIT OF PARKING</p> <p>-99 through -1 (yellow)</p> <p>-100+ (red)</p>	<p>WALKING DISTANCE</p> <p>100 feet (purple dashed)</p> <p>300 feet (yellow dashed)</p> <p>600 feet (magenta dashed)</p> <p>1,000 feet (cyan dashed)</p>	<p>Sheet Title:</p> <p>CORE SURPLUS/DEFICIT</p> <p>FUTURE 5 YEARS</p>	<p>MAP Number:</p> <p>MAP 6.3</p>
	<p>09-13-18 sar</p>	<p>#</p> <p>BLOCK NUMBER</p>				<p>Pg. 33</p>



TOTAL
SURPLUS/DEFICIT
+392 *

* Residential land use and parking on 5th Street not included.

MIDTOWN
PARKING STUDY

Coeur d'Alene, ID

RICH & ASSOCIATES
PARKING CONSULTANTS

26877 Northwestern Hwy, Suite 206
Southfield, Michigan 48033
Southfield, MI 248.333.5080
Lutz, FL 813.949.9868

ARCHITECTS • ENGINEERS • PLANNERS



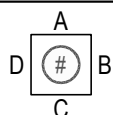
09-13-18 sar

BLOCK
NUMBER

LEGEND:

STUDY AREA

BLOCK FACE KEY PLAN:



SURPLUS OF PARKING

+100

0 through 99

DEFICIT OF PARKING

-99 through -1

-100 +

WALKING DISTANCE

100 feet

300 feet

600 feet

1,000 feet

Sheet Title:

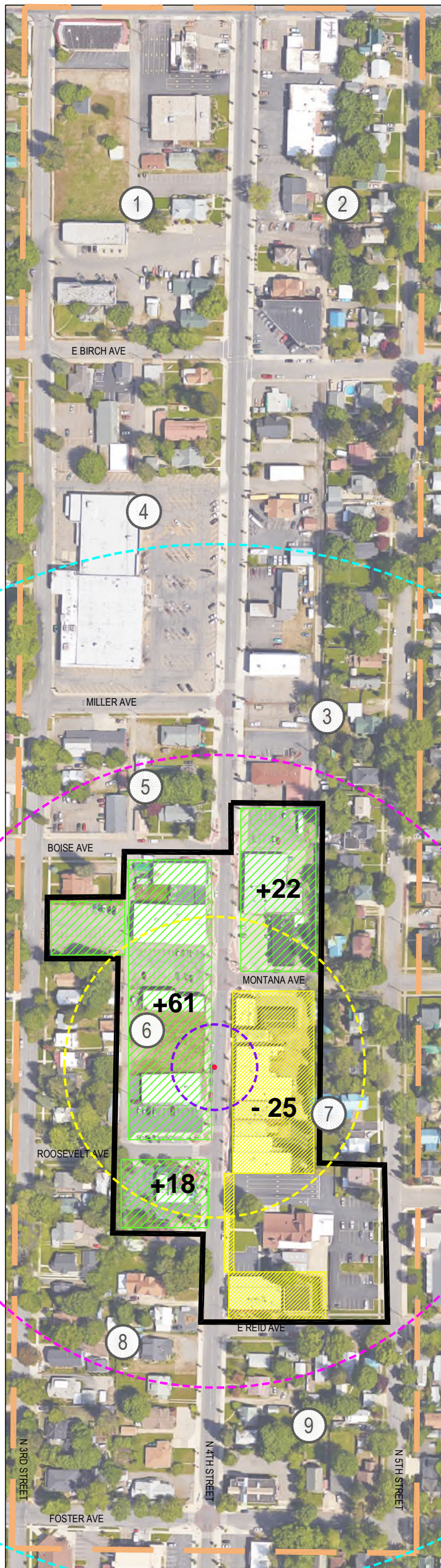
SURPLUS/
DEFICIT

FUTURE 10 YEARS

MAP Number:

MAP 6.4

Pg. 34



TOTAL CORE SURPLUS/DEFICIT +76 *

* Funeral Home and associated parking lots have been removed from core demand

<p>MIDTOWN PARKING STUDY</p> <p>Coeur d'Alene, ID</p>	<p>RICH & ASSOCIATES PARKING CONSULTANTS</p> <p>28877 Northwestern Hwy. Suite 258 Southfield, Michigan 48033</p> <p>Southfield, MI 248.353.5050 Lutz, FL 813.949.5866</p> <p>ARCHITECTS • ENGINEERS • PLANNERS</p>	<p>LEGEND:</p> <p>STUDY AREA (orange dashed line)</p> <p>CORE AREA (black outline)</p> <p>BLOCK FACE KEY PLAN:</p> <p>A (top), B (right), C (bottom), D (left) around block #</p>	<p>SURPLUS OF PARKING</p> <p>+100 (blue)</p> <p>0 through 99 (green)</p> <p>DEFICIT OF PARKING</p> <p>-99 through -1 (yellow)</p> <p>-100 + (red)</p>	<p>WALKING DISTANCE</p> <p>100 feet (purple dashed circle)</p> <p>300 feet (yellow dashed circle)</p> <p>600 feet (pink dashed circle)</p> <p>1,000 feet (cyan dashed circle)</p>	<p>Sheet Title:</p> <p>CORE SURPLUS/DEFICIT</p> <p>FUTURE 10 YEARS</p>	<p>MAP Number:</p> <p>MAP 6.5</p>
	<p>09-13-18 sar</p> <p>BLOCK NUMBER</p>					<p>Pg. 35</p>

PUBLIC INPUT

Public was invited to provide their input to the study, in the form of a public meeting held on June 12, 2018 from 6:00PM - 7:00PM. There was a brief discussion regarding the parking study and then the meeting was opened up for attendees to discuss parking issues, ideas on how to address the parking problems and general comments regarding parking. Discussions included questions specific to where they work, live or had encounters with parking in the Midtown area.

Parking comments and concerns:

Resident

- Reid Street just off 4th – Businesses open without parking – people block driveway, residential spaces do not provide enough parking.

Zoning does not require property to build parking.

- City may need to build more parking
- Speed is an issue

There is a need for residential parking only

- 5th and Birch
- employees parking taking all the spaces on Birch creating problems for snow clearing (cars are never gone) so it does not get plowed.
 - RV and boat parking on-street (code enforcement issue)

5th Street – major thoroughfare

- Midtown is dark
- Paris Thrift and Sunflower lots both sit empty
- Signage of public lots is not clear / public lots not used / need better lighting in lots / employees need to park there
- People cut through the public lots from 3rd street to 4th street at a high rate of speed to get over to Montana.

4th and Montana – they do not enforce the area

- Noise is an issue

Loading Zone -

- Alleys are not plowed in winter / Alley power lines get in way and some trucks cannot fit.
- Need Loading Zones – maybe timed

Snow removal policy.

Permits for overnight parking in lots for residents.

4th and Boise – can you fit angled parking long street?

- Police will tow when vehicles are parked in front of drive and or mail box.
- Site lines at corners are an issue need yellow paint where cars cannot park.
- Semi-trucks should not park on residential streets between 4th and 5th

Alley:

- Conditions are not good.
- People park in alley.
- Who is responsible for the alley?
- Years since City can put money into alley but working on a creative proposal for money.

- Could ignite cda put together a package for upgrades to lighting / sidewalks / signs?
- FSA Trucks park on residential streets
- Site lines are an issue
- Garbage cans are an issue – allow for trash cans to be on-street if they are HC
- Church allows people to park after hours.
- Lighting is an issue in lots going into residential areas – need lighting but frustrated by light in bedrooms.
- What will the impact be if green space is developed and or left as parking?
- Busses stored in lots along 4th creating blight.
- Many people think public lot is private, need ideas for a fun sign.
- One restaurant requires all employees to park in residential areas and the employees create noise disturbing residents when coming and going to vehicles.
- Just no place for residents to park.

POLICY AND MANAGEMENT RECOMMENDATIONS

Introduction

The recommendations presented here are intended to enhance the existing supply of parking through operational and management changes. Most recommendations provided in the Parking plan for the City of Coeur d'Alene are relevant in the Midtown area and the overall philosophy of parking should remain the same for managing parking.

The recommendations in this section are a set of tools that ignite cda and Coeur d'Alene staff can use to manage and develop a parking system in the Midtown district. They will also be given the Demand Matrix chart (**Table H**) to use as a tool to manage land use and parking in the Midtown district. This chart can be updated with new development, vacancy or in-fill data, along with any changes to the parking inventory. The chart allows staff to understand the impacts of potential development and will assist in meeting the future parking needs of the district.

Managing a parking system is not just about parking vehicles, it also involves the walkability of an area. Elements such as signage, enforcement, lighting and marketing parking to business owners, employees and customers/visitors effect the overall usage of the parking system. 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 the Midtown economics in general.

Rich & Associates believes that it is most important to first provide recommendations on how to better manage the current parking supply in the Midtown. There are several recommendations that will make the parking in Midtown easier to use. Some of these recommendations can be implemented easily and quickly with little or no cost while others may require significant budgeting and time to complete. The Recommendations section of the report focuses on policy and actions to the current parking condition.

1. Discourage the Development of Any New Private Parking Lots in the Midtown District

A parking system works best when the parking can be shared and the municipality is in control of 50% or more of the available parking in the Midtown. This is an important benchmark because it allows shared use parking. Maximizing the percentage of the parking supply that is shared among different users and recognizing that different types of use will peak at different times of the day, allows the parking needs of the City to be met with fewer spaces, thereby requiring less investment. The City's control of 29% of the parking does not meet the 50% benchmark. At higher percentages of public 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 Midtown, many may often go unused during parts of the day. While the current parking demand analysis showed that there is an overall sufficient parking supply, the availability of shared use public parking is vital for Midtown businesses to succeed. When there is a lack of available public parking because the parking is reserved for specific uses, this makes it difficult for a customer/visitor of the Midtown to visit more than one location. This also makes it difficult to provide a sufficient amount of employee parking off-street for those businesses without their own lots.

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 communities 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 of providing enough parking to support economic activity for all developments (other than residential) within the district. Like Coeur d'Alene, many downtowns do not require parking in all business districts. The reasoning behind this move is that a dense and walkable area can be created without an excess of parking or driveways. The parking that is built, is intended to be shared among all businesses increasing the efficient use of the spaces and encourages walking, thus encouraging customers to visit multiple locations. Additionally, this allows the City to keep development where they want, parking in locations that benefit the whole district and a develop a more pedestrian friendly area.

Under this scenario, the majority of the parking need is provided by the City. The City can then consider charging an in-lieu of fee for new development or create an assessment district to fund new parking projects. Excepting parking requirements for development in business districts encourages density, mixed land use and development in the district. Most communities do require residential developments to provide parking in a 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, especially in an area that does not have multiple forms of public transportation.

Actions, Time Frame and Cost:

- 1.1 Action - The City should discourage the development of any new private parking lots in the Midtown that are not for residential use or public parking.

Time Frame - Immediately

Cost – To be determined

2. *Work with Private Parking Lot Owners in the Midtown to Create Additional Shared Use Parking*

Public and private partnerships are another key factor in providing additional shared use parking. It is recommended that the City work with lot owners that have underutilized lots to bring these spaces into the public parking system, through a lease or an agreement to clean, light, sweep and enforce. Where possible it will benefit the City to seek out additional public/private partnerships with parking to increase the amount of publicly available parking. Even though there is enough parking in the study area it would be beneficial for agreements to be developed to share parking lots.

Actions, Time Frame and Cost:

- 2.1 Action - The City should work with owners of private lots to allow for public shared use of the private parking areas where possible.

Time Frame – 0-3 years

Cost – Potentially would require cleaning, lighting, sweeping and enforcement of lots and agreement.

3. *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 Midtown employees, business owners, residents and customers and visitors of the Midtown. It is important to help encourage Midtown employees to park in the long term parking areas, leaving the most valuable on-street parking for customers and visitors. Additionally, an individual's perception of Midtown 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.

Flyers that list the Midtown businesses included with a map showing parking areas and key attractions work well to market both the businesses and the parking system. The flyer is even more beneficial if it includes the durations of parking both on-street and off-street. Marketing will be vital to a successful transition of adding time limited durations and parking enforcement to the Midtown.

Develop a flyer that explains parking rules for the Midtown district. The flyer should be available on the City website and in businesses. This is intended to be marketed toward customers and visitors of Midtown as well as employees. There should be clear distinctions of where employees should park and where customers wanting to spend more than two hours Midtown can park. Below is an example of a parking flyer that was recommended for downtown Coeur d'Alene.

3.1 Action – Develop a parking flyer for the Midtown area that explains the parking rules and regulations and distribute them to businesses.

Time Frame - 0-3 years

Cost – \$100-\$300

OFF-STREET PARKING

- PUBLIC LOTS**
 - 417 & 430 E. Main - open with special on-street
 - 3100 N. 4th
 - South of 4th Ave. to 4th
 - Overnight (limited) \$10
- ON-STREET PARKING**
 - 1 HOUR (30 MIN)
 - 2 HOUR
 - UNMARKED
 - MARKED
 - LOADING/UNLOADING

FINE
Overtime: \$10

MONTHLY PARKING
Call: 208-418-2162 | www.coeurdaleneidaho.gov

McEwen	\$35.00
417 & CDA Ave.	\$20.00
430 E. Front	\$40.00
501 Lakeside	\$27.00
522 Lakeside	\$17.00
501 Lakeside	\$17.00
301 Third St.	\$20.00
417 Sherman Ave.	\$24.00

Event Parking
*to be determined by the public post bids.

\$7.00 Parking
Carpools - 4 hrs
Bicycles - 2 hrs & 15 min
Street Use - August
Lighting Ceremony Parade - November

\$18.00 Parking
4 hr. limit

How do I start?

- 1. Open the meter and insert the correct amount of cash.
- 2. Press the button for the amount of time you want to park.
- 3. Press the button for the amount of time you want to park.
- 4. Press the button for the amount of time you want to park.
- 5. Press the button for the amount of time you want to park.

How do I add time?

- 1. Press the button for the amount of time you want to park.
- 2. Press the button for the amount of time you want to park.
- 3. Press the button for the amount of time you want to park.
- 4. Press the button for the amount of time you want to park.
- 5. Press the button for the amount of time you want to park.

How do I extend by phone?
After paying for parking using a credit card

- 1. You will receive a text message with a link to the website.
- 2. You will receive a text message with a link to the website.
- 3. You will receive a text message with a link to the website.
- 4. You will receive a text message with a link to the website.
- 5. You will receive a text message with a link to the website.

Parking Ticket Information
 Parking violations can be paid online at www.coeurdaleneidaho.gov
 or by mail to:
Parking Ticket Office
 429 Columbia Street
 Coeur d'Alene, ID 83814

City of Coeur d'Alene
 710 E. Main Ave.
 Coeur d'Alene, ID 83814
 Phone: 208-769-3350

8:00am - 5:00pm
 Monday - Friday

City of Coeur d'Alene
 IDAHO

4. **Bicycle Racks**

The City should consider providing additional and useable bicycle parking which in turn cuts down on the number of motor vehicle spaces needed.

Guidelines on Bicycle Racks:

- Racks should allow bike frame to make contact at two points.
- Should allow for more than one bike per rack.
- Needs to allow for popular “U” shape lock.
- Racks should be placed where they will not impede upon pedestrian traffic, though need to be readily identifiable.
- Should be clearly signed with a bicycle parking sign or pavement markings.



These are examples of on-street bike facilities, that meet the guidelines for bicycle racks. Both are a version of the popular U-rack. The pictures show an on-street parking space turned into 14 to 12 parking spaces for bicycles.

Actions, Time Frame and Cost:

4.1 Action - Add bicycle racks to Midtown following the guidelines provided.

Time Frame - 0-3 years

Cost - \$100 - \$300/rack, depending on size and number of racks

5. **Parking Signs**

Parking areas can be difficult to find if they are located behind buildings, particularly if someone is not familiar with the Midtown. There should be more directional/location signs in the Midtown, especially to lead parkers to public parking lots. The parking lots need identification signs to inform a visitor of the Midtown that the specific parking area is not only for public use, but also at no charge (free). 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 Midtown. The names should reflect the lot locations by using street names.

The following two types of parking signs are strongly recommended in the Midtown area to help drivers locate the public parking lot. Communities often miss the important role that signs play in making visitors comfortable with their surroundings and the effect that signs can have on vehicle travel and parking use efficiency. There is currently a sandwich board type sign at both entrances of the public lot but not all drivers are noticing the sign. It is recommended that you add the following two types of parking signs to the lot.

Directional/Location: Directional-parking signage is distinct in color, size and logo and directs drivers to off-street parking areas. Parking location signage complements 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 directing parkers to off-street lots.



Identification: Identification signage is placed at the entry of each parking lot. The name of the parking area is identified and the type of parking available as well as hours of enforcement and the hours of lot operation are listed on the signage. The identification signage is distinctive in color and size, and it is located on a pole at a lower height with the text large enough to read while driving.



Action, Time Frame and Cost:

- 5.1** Action - Name the public lot and add introduction signs at the entrances. This will aid in marketing and wayfinding.
Time Frame – As soon as possible
Cost – See **5.2**.
- 5.2** Action - Rich & Associates recommends the addition of the two sign types recommended in Midtown.
Time Frame – 0-3 years
Cost – \$50,000-\$150,000 for a package of signs.
- 5.3** Action - 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. The lot introductions signs should be placed at the entrances of the lot and the text should be large enough to read while driving. Currently there are not any time restrictions on parking.
Time Frame – 0-3 years.
Cost - Included in sign package cost.
- 5.4** Action – Purchase and install 2 hour parking signs along 4th street and the side streets in locations not in front of residents. Areas along the side streets that are located in front of residents should read 2hr or residential permit. Further discussed in Recommendation 6 Parking Duration & Allocation.
Time Frame – 0-3 years.
Cost - Included in sign package cost.

6. *Parking Duration & Allocation*

On-Street

Two-hour parking should be the predominant duration for on-street parking as it suits the needs of the majority of customers and visitors. Based on parking Best Practices, it is generally agreed that on-street parking should be reserved for customers and visitors. Individuals requiring more than two hours should be directed to off-street parking areas. The other duration that should be found on-street is 15 or 30 minute parking for use as pick-up and drop off and loading spaces. The 15 or 30 minute spaces (loading zones) should be located as either the first or last space on the block face where needed. These spaces do not belong to a specific use, rather the space is for anyone who has a short-term errand or quick pick up.

There is an issue that has been brought up by residents in Midtown regarding unrestricted on-street parking. Some residents in this area have stated that employees are parking in residential on-street areas and creating issues with noise, blocking driveways and taking all the residential parking spaces. We believe that this is mostly occurring on the side streets off of 4th Street between 3rd and 5th Street.

Off-Street

The majority of the off-street parking should be long term for customers and visitors who plan on spending longer periods of time in district. Public off-street parking is where most employees of businesses that do not have their own parking should park. It is important that long term parking be differentiated from the short-term parking with signs that are easy to understand.

Currently there are no restrictions on parking either on-street or off-street. It would be beneficial to businesses in the Midtown to have parking on 4th Street become two hour parking to encourage turnover of these spaces. These on-street spaces are extremely vital to Midtown businesses. Along with the signs, it will be important to enforce the parking durations.

There is also a need for long term parking for customers/visitors of Midtown who want to stay in the area longer than two hours. This would be parking for the customer who plans on visiting several businesses and does not want to have to move their vehicle. Long term customer spaces should be the most convenient spaces in parking lots, closest to building access. New introduction signs will help customers know that they can park for two hours or longer in the public lot.

Loading and unloading on-street was an issue that was brought up in the public meeting. There were complaints about trucks not using the alleys and blocking vehicles in parking spaces and blocking traffic on the road. Some people thought that the trucks were not using the alleys because they do not fit and power lines are too low. As shown in the picture below, it is clear that a large delivery semi can fit through the alleys and not hit the power lines. Not all alleys are continuous through the block though most are. It would be beneficial to develop an ordinance stating that deliveries should be occurring in the alleys whenever possible.



Action, Time Frame and Cost:

- 6.1 Action- The on-street parking along 4th Street should be two hour to encourage turnover. Signs will need to be installed and enforcement will need to be conducted to make sure that the vehicles are not parked beyond posted time limits.

Time Frame – 0-3 years

Cost – Minimal (signs), enforcement cost to be determined.



- 6.2 Action- Consider residential parking permits on the side streets off 4th street, between 3rd and 5th Street in the core blocks 3, 6, 7 and 8. The residential permits could start after the alleys where residences face the street.

Time Frame – 0-3 years

Cost – Minimal (signs), enforcement to be determined.

- 6.3 Action- Develop an ordinance that states whenever possible deliveries should occur in the alleys as to not block traffic or block vehicles in parking spaces.

Time Frame – 0-3 years

Cost – Minimal (signs)

7. *Walking Considerations for Shared-Use Parking*

Customer and visitor parking should remain close and convenient, while it is generally expected that employees walk farther in downtown settings. Educating business owners, managers and employees on appropriate parking behaviors is important. There should be a clear understanding with business owners and employees that leaving on-street parking and the close, convenient off-street spaces for customers is vital to the success of businesses in the Midtown.

The intent of a parking in a downtown setting, is to provide an equitable parking system that works for all businesses in the area. As discussed earlier, education and marketing are a key component to a successful parking system.

The following chart details people's tolerance for walking depending on the environment. We understand that every community is different and that individual's tolerance for walking will vary depending on the vibrancy, density and age of the downtown. Following the chart is **Map 7** detailing the walking distances from the center of the study area.

The cda ignite lot is less than a 300 foot walk from almost all businesses in the core area. This is a short walk, and with upgraded lighting to the lot, this will be a good location for employee parking.

Table J
To Illustrate Individual's Tolerance for Walking

	Minutes	Feet
In a highly attractive, completely weather protected and artificially acclimatized environment	20	5,000
In a highly attractive environment in which sidewalks are protected from sunshine and rain	10	2,500
In an attractive but not weather-protected area during periods of inclement weather	5	1,250
In an unattractive environment (parking lot, garage, traffic-congested streets)	2	600

Gruen, Victor, *The Heart of Our Cities. The Urban Crisis: Diagnosis and Cure.* Simon and Schuster 1964, New York, p. 250:

“An average walk is at a speed of 2.5 miles per hour. This converts to 13,200 feet per hour or 220 feet per minute. On this basis, a 5-minute walk would be 1,100 feet and a 10- minute walk would be at 2,200 feet.”

Pushkarev and Zupan. *Public Transportation and Land Use Policy.* Indiana University Press from a study by *Regional Plan Association of New York (RPA).*

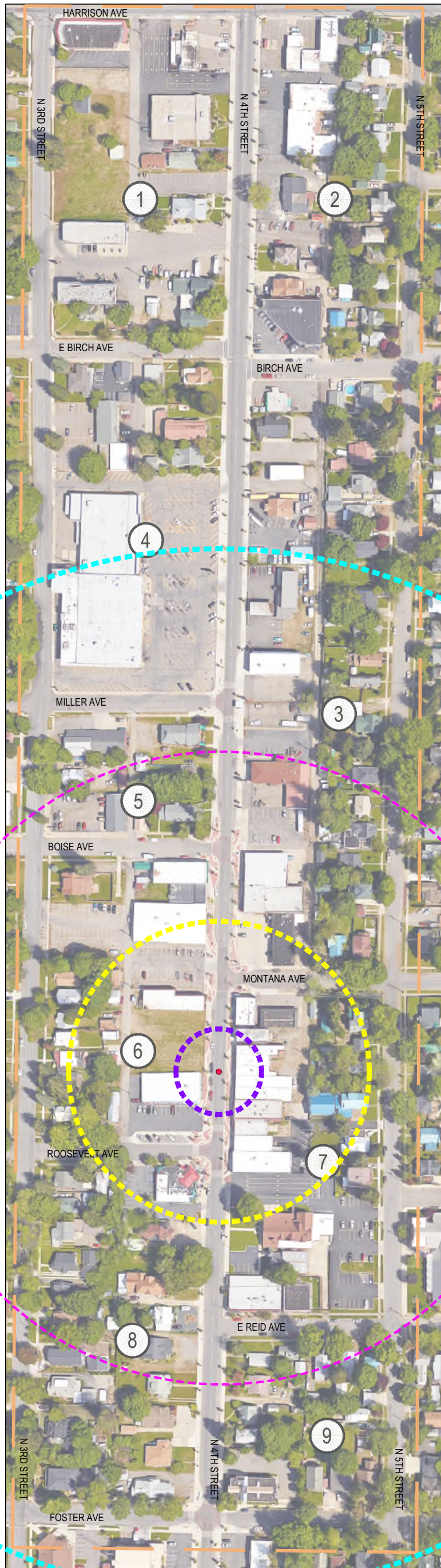
During the turnover and occupancy surveys, 20% of the vehicles observed were staying beyond two hours in the on-street spaces in front of and near retail businesses. It is difficult for a retail business to survive in an area when there is not convenient on-street parking available. If a customer wanting to visit a retail store to run a specific errand cannot find convenient parking they may go elsewhere. If a customer is planning on visiting more than one retail location they will be willing to park a bit further away and if a customer is planning on spending longer periods of time in a downtown they may be more willing to park off-street and even further away. It is important to move the employees to further away on-street spaces where turnover is not needed and or into the off-street parking.

Action, Time Frame and Cost:

7.1 Action- Encourage employees to walk to the appropriate parking areas so they are not taking the most convenient customer spaces.

Time Frame – As soon as possible.

Cost – Is included Marketing and enforcement.



**MIDTOWN
PARKING STUDY**

Coeur d'Alene, ID

RICH & ASSOCIATES
PARKING CONSULTANTS

26077 Northwest Hwy, Suite 200
Scottsdale, Arizona 85253

Southfield, MI Lubiz, FL
248.253.5030 813.949.9860

ARCHITECTS • ENGINEERS • PLANNERS

NORTH

BLOCK
NUMBER

09-13-18 sar

LEGEND:

STUDY AREA

BLOCK FACE KEY PLAN:

A
D # B
C

WALKING DISTANCE

- 100 feet
- 300 feet
- 600 feet
- 1,000 feet

Sheet Title:

**WALKING
DISTANCE**

MAP Number:

MAP 7

Pg. 48

8. *Pedestrian Enhancements & Activity*

Pedestrian movement is an important aspect of parking. It is extremely difficult to get people to park beyond the front door of their destination if there is any concern regarding safety or if the experience is not pleasant. Lighting and landscaping can greatly change a perception of safety in lots and along sidewalks. Conduct a lighting study along the sidewalks, alleys and in the public lot. There were some complaints about the lack of lighting in the public meeting. When adding lighting to this area make sure to shield the lighting away from the residents.

All pedestrian walkways should be barrier free and easy to navigate. Minimize pedestrian and vehicular interaction by creating a clear distinction between the street and sidewalk. This can be done by using texture, colors, trees, or planters between the sidewalks and streets. It is also important to provide handicap accessibility at all intersections. Creating a more pedestrian friendly downtown encourages people to park once while visiting Midtown, helping cut down on congestion.

Minimize surface lots and large breaks between buildings to promote walking in Midtown. This is easier for a community to accomplish when the City takes on the responsibility of providing parking and does not allow private lots in the core Midtown area. People tend to walk further without complaint if the walk is pleasant enjoyable and engaging. Landscaping, murals, art and decorated store windows tend to create an experience worth walking.

Examples of well lit alley ways with murals:



Consider working with building owners in public and private alleys, to make the alleys more pedestrian friendly with additional lighting, protected walkways and possibly murals. Some of the alleys are pedestrian connections between the parking lots and the businesses. Where possible develop a more uniform approach to parking and unloading in alleys.

The cda ignite lot needs additional lighting to encourage employee use for the end off of 3rd Street. The lighting fixtures should include shielding to prevent the lights from shining directly into houses and apartments near the lot. This lot is less than a 300 foot walk for most businesses located in the core area and should become the preferred employee parking location with education and better lighting.

Dumpsters are also an issue in some of the alleys and parking lots. Consider trying a combined dumpster service and limiting the number of dumpsters allowed with the use of a shared dumpster plan. This would provide more ascetically pleasing alleys. It also creates a safer area because it eliminates places for people to hide.



8.1 Action – Conduct a lighting study along sidewalks and in all public lots.

Time Frame – 0-3 years

Cost – \$9,000-\$15,000

8.2 Action - Consider working with building owners in public and private alleys and to make the alleys more pedestrian friendly with additional lighting, protected walkways and possibly murals.

Time Frame – 0-3 years

Cost: To Be Determined

8.3 Action – Add residential sensitive lighting to the cda ignite lot to make this lot feel more safe for employees to park.

Time Frame – As soon as possible

Cost: To Be Determined

8.4 Action - Consider shared dumpsters in lots that have several businesses surrounding the lot.

Time Frame – 0-3 years

Cost: To Be Determined

9. Parking Enforcement

Parking enforcement is an important component of a parking system. By differentiating the time limits of parking between off and on-street parking, with shorter limits for convenient on-street spaces to encourage turnover. Enforcement helps to ensure that customers and visitors always have adequate and convenient parking. 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 along 4th Street and side streets in the Midtown district. Within reason, the enforcement staff cannot choose who gets a ticket. Enforcement must be fair and consistent. 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. It is recommended that parking enforcement be conducted on a regular basis in the Midtown district to encourage turnover of the on-street spaces and to regulate the residential spaces. Use the same policy and regulations that are currently used in downtown Coeur d'Alene to enforce parking in the Midtown district.

There is a problem in the Midtown area with patrons of the businesses parking in such a way that driveways are blocked. This issue cannot be handled by the parking enforcement staff, though they should notify the Police department when this occurs, so the issue will be addressed through the proper channels.

Action, Time Frame and Cost:

9.1 Action- Begin conducting enforcement of parking when changing on-street parking along 4th Street to two hours.

Time Frame – As soon as possible

Cost – To be determined.

9.2 Action- Parking Enforcement Officer's should be dedicated to parking duties as an ambassador of the Midtown district as they are in the downtown area.

Time Frame – As soon as possible

Cost – To be determined.

- 9.3** Action- Parking Enforcement Officers should notify police whenever a vehicle is spotted blocking a driveway so that it can be dealt with appropriately.

Time Frame – Once enforcement begins.

Cost – N/A

10. Parking Fines

Offer courtesy tickets during the first few weeks of enforcement. After the first few weeks, adopt the same fine schedule in Midtown that is found in the downtown area and only offer a courtesy ticket when a parker has not received a ticket in six months (or whatever time frame is chosen).

Action, Time Frame and Cost:

- 10.1** Action- Use the current fine schedule found in the downtown along with courtesy tickets.

Time Frame – After the first few weeks of enforcement

Cost – Minimal