



UPTOWN PARKING STUDY

CITY OF MARION, IA

May 2024





01 INTRODUCTION	4
Project Purpose	4
Relevant Plans	6
02 PARKING TODAY	9
Existing Parking Options	9
Public Input	12
Regulatory Conditions	14
Parking Utilization Today	17
Key Issues Identified	22
Planning for Tomorrow	27
Future Need	27
03 PARKING TOOLKIT	27
General Approaches	28
Strategies	29

EXECUTIVE SUMMARY

Uptown Marion is a vibrant, bustling district, attracting people from across the region to shop, work, eat, and recreate. Increasingly, more people are choosing to make Uptown home. With more people in Uptown, there are more cars needing parking spaces. To get a better understanding of the current conditions, parking counts were conducted during weekdays and weekends at 9:00 AM, Noon, and 5:00 PM. For each of the counts, there was still an adequate parking supply across Uptown. Some of the public parking lots at the district's core reached capacity, but **in every case, parking was available within a block of the full lots.**

The district will also continue to grow, change, and fill in. The challenge then becomes how to provide enough parking to ensure people coming to Uptown are not turned away or burdened to the point that they will not return, while also maintaining the dense, walkable, main street character that differentiates Uptown from other areas in Marion and the greater Cedar Rapids area.

Parking on its own is not a productive land use. It exists to support the businesses, homes, and public places in Uptown. Parking gives people a place to store their vehicle while they shop, eat, watch a play or attend a church service. Parking lots take money to build and maintain and public parking lots do not contribute directly to the tax rolls. Nor do they contribute to the vibrancy and character of an area. But without available parking, people who would otherwise like to come to Uptown may not stop to enjoy this great place.

Parking problems often result from one of two problems:

Too few total parking spaces - in this instance, there is simply not enough supply to meet the demand for parking spaces.

Inefficient use of the existing parking spaces - in this instance, there are enough parking spaces to meet demand, but the utilization of these spaces is limited. This may be for a myriad of reasons ranging from private ownership to lack of awareness about parking options.

Marion's parking issues appear to stem more from the second scenario (inefficient use) than the first (not enough parking).

The City of Marion and the Uptown district are already starting to take smart actions to improve the parking experience. Many of the recommendations have been discussed or started.

As the district continues to develop, additional steps may be required to provide additional parking, but in the short term the focus should be on using existing parking more efficiently.

Based on the findings, the following recommendations should be considered to improve parking in Uptown:

STRATEGY	TIMING
Continue to Monitor Parking Utilization	Ongoing
Establish Parking/Trip Generation plans for existing and future businesses	Ongoing
Establish parking management strategies for events	Ongoing
Create a walkable environment, so you only have to park once	Ongoing
Consolidate parking lots through shared-parking agreements to promote a district-wide parking approach	Short Term
Identify and designate parking lots for employees	Short Term
Manage curbside parking for delivery services, rideshare programs and drop-off zones	Short Term
Establish a unified wayfinding and signage plan that directs people to underutilized lots (shift demand)	Short Term
Explore on-street parking restrictions for short-term users (one-stop-shop)	Short Term
Identify areas for EV charging stations	Short Term
Create a parking/improvement district	Mid Term
Reconfigure existing lots to add capacity	Mid Term
Consider revisions to the Zoning Code to Ensure adequate Future Parking Supply	Mid Term
Create parking enforcement laws	Mid Term
Identify need and location for district-wide parking locations and determine the size	Long Term
Implement a phased approach to paid parking, where revenue is redirected to study area for managing parking or other Uptown investments	Long Term

See page 37 for more information on this table and pages 28-35 for descriptions of strategies



INTRODUCTION

PROJECT PURPOSE

Marion is a rapidly growing community in northeast corner of the Cedar Rapids metro area. The heart of the city is the charming and historic Uptown District. Uptown is a mixed-use district that is home to restaurants, entertainment uses, religious institutions, offices, multifamily and single family homes, and civic, institutional, and park uses like the library, City Hall, City Square Park, and Vernon Middle School. Uptown lies between Fifth and Eighth Avenues and Seventh and Fifteenth Streets. The city's commercial center has historically been centered on 7th Avenue.

The Uptown Marion Parking Study addresses current and future parking demand, while recommending parking strategies that minimize major capital expenditures. The study focuses on opportunities for parking efficiencies, especially at times when parking demand is at its peak. This includes strategies that balance the parking needs of a variety of users (e.g., employees and patrons). This study occurred in the fall and winter of 2023/24 and was guided by City staff and the Uptown business community. The primary objectives for this study include:

- Document existing conditions.
- Collect and assess a sample of utilization counts to better understand existing parking demand, needs, and issues.
- Engage the business community throughout the planning process.
- Establish strategies to better manage today's existing parking supply.
- Develop a parking tool to assess redevelopment assumptions and their impacts to the study area's off-street and on-street parking supply. Consider proposed and possible redevelopment projects with varied land uses.

This study contains an evaluation of Uptown's current parking system, anticipates its future parking needs, provides short-term and long-term parking strategies that could be implemented, and offers recommendations for improving the overall parking experience in Marion's Uptown District.

GOALS

WHAT ARE WE TRYING TO ACCOMPLISH WITH THIS STUDY?

This plan identifies goals related to parking in Uptown Marion. As the City continues to implement efforts to improve parking in Uptown, they should be done with the intent of moving the parking situation closer to the goals outlined below. Strategies to achieve these goals are discussed at the end of this study.

PROVIDE THE AMOUNT OF PARKING NECESSARY TO SUPPORT A WELCOMING, ACTIVE, AND THRIVING UPTOWN DISTRICT

Parking should be sufficient to support businesses, residents, and visitors

BALANCE PARKING IN A VIBRANT, DENSE, WALKABLE MAINSTREET ENVIRONMENT

People come to Uptown because of its charm and businesses, but drivers need to find parking to enjoy all that the district has to offer.

UTILIZE EXISTING PUBLIC AND PRIVATE PARKING AS EFFICIENTLY AS POSSIBLE

Build on existing momentum and coordination between parking providers

PROVIDE A SAFE AND ENJOYABLE EXPERIENCE FROM CAR DOOR TO FRONT DOOR

“Front door” parking may not be feasible in all locations. The trip from vehicle to business should not be a burden.

ENCOURAGE AND SUPPORT ALTERNATIVE NON-PARKING APPROACHES TO GETTING PEOPLE TO THE UPTOWN DISTRICT

This includes providing bicycle parking, safe drop off locations, and effective transit

ENSURE PARKING & POLICY CONTINUE TO SUPPORT FUTURE DEVELOPMENT, ALLOWING THE DISTRICT TO GROW AND BUILD ON WHAT EXISTS TODAY

As more development occurs, parking should be able to support new and existing uses.

KEY TERMS

Utilization

The rate at which parking is being used. If a lot has 10 spaces and 7 of them are in use, the utilization is 70%.

Turnover

How often a parking space is vacated. Higher turnover spaces serve more users. Example: a parking space at a dry cleaner where vehicles typically park for a short time would experience “High Turnover” while an employee parking lot at an office would see “Low Turnover.”

ADA/Accessible/Handicap Spaces

Parking spaces that are only available to users with disability that limits mobility. Spaces are typically located as close to building entries as available.

Public Spaces

Parking spaces that are available for general parking users, and not associated with or restricted to an individual building or land use. These are often, but not always owned by the City. Some of these spaces may be restricted (time limits, ADA, etc.). These may be on or off street.

On-Street

Parking spaces adjacent to and with direct access to streets. These can be parallel, diagonal, or nose-in.

Off-Street

Parking spaces provided in a separate parking lot.

Private Spaces

Parking spaces that are only available to certain users associated with a business or home. These are typically privately owned.

Parking Generators

Land uses that will create demand for parking. The amount of demand is typically projected based on number of units (for housing) or square footage (for commercial).

Parking Structure

A building with the purpose of providing multi-level parking.

Parking Counts

Tallies of the number of vehicles using available parking at a certain time. This study performed counts at different times of day and on different days.

Shared Parking Agreements

Agreements between two or more entities (public/private or private/private) to share parking spaces. This is often done when use times do not overlap. Example: A church with an agreement to use a bank’s parking lot on Sunday mornings.

RELEVANT PLANS

There are a number of plans and studies which have been completed in recent years that are relevant to the Uptown District in Marion. This study has considered the findings, impacts, and goals of these reports and planning documents.

Cover Page of the Marion Central Corridor Districts Plan



MARION CENTRAL CORRIDOR DISTRICTS PLAN (2019)

SUMMARY

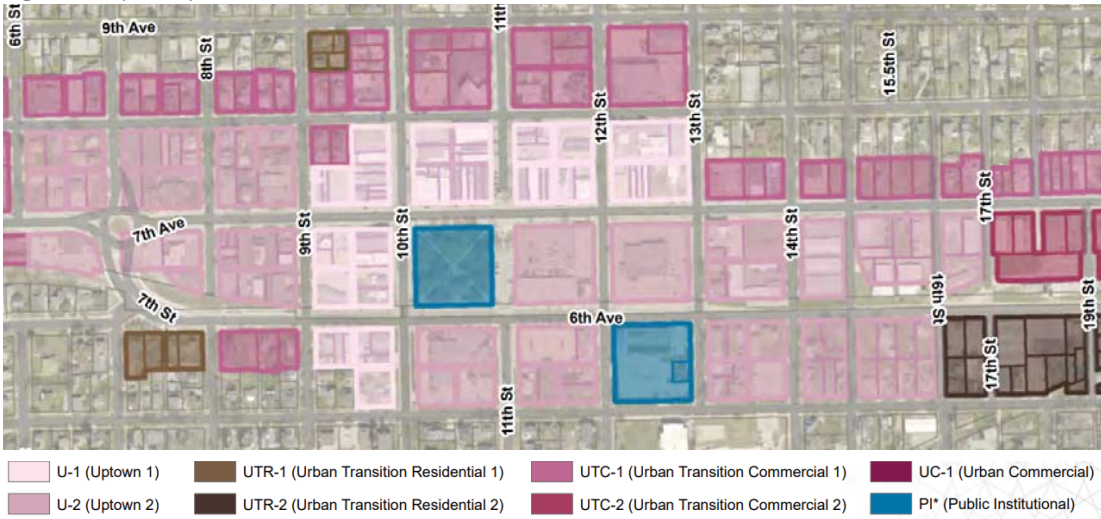
The central corridor district is located along 6th Ave starting at Marion Blvd and ending at 31st Street. Uptown is located within the central corridor district. The goal of this plan is to continue planning for business and urban housing development as the popularity of the area continues to grow and needs change.

Establishing district standards is included as part of this plan to create continuity across the district, and to delineate clearly where the central corridor begins and ends. This corridor is primarily vehicle oriented and accommodating parking for various uses in the district is an important part of this plan. These parking standards are further reflected in the zoning code.

RECOMMENDATIONS

- Regulations will direct parking areas to be located at the rear of the lot, behind, or to the side of buildings.
- Commercial district encourages buildings to be closer to the street with parking located to the side or rear of the lot.

Figure 1.1 Uptown portion of the Central Corridor District



UPTOWN MASTER PLAN UPDATE (2021)

SUMMARY

Building upon the goals of the comprehensive plan, the Uptown Master Plan focuses on improving the Uptown core. This includes a condition analysis, stakeholder engagement, and recommendations for the area. Focusing on local identity and culture is important to the Uptown area and in order to maintain that character and culture, controlling parking is important. This parking study is a recommendation of the Uptown Master Plan Update.

RECOMMENDATIONS

The following are recommendations and priorities set forth by this plan that have an impact on parking:

- Multi-Modal Transportation: Create a strong multi-modal transit system (including complete streets) including connecting Uptown to the existing and planned bike facility network.
- Parking Strategic Plan: Create this plan to include: current parking conditions, customer behaviors, and forecast future parking demands.
- Public Realm- Parking Recommendations: "This plan recommends commissioning a full Parking Strategic Plan once the pandemic's influence on customer behavior subsides." This plan should include: a supply demand analysis, parking management and enforcement. Management options could include time restrictions and curb lane management, permits, introduction of paid parking, and developing additional parking.
- Private Realm- Parking Opportunities: Ideal areas for parking are identified based on: interest in redevelopment, opportunity to improve character of Uptown, vacant/ underutilized properties, land under city ownership.

MARION WAYFINDING STUDY (UNDERWAY)

The Marion Wayfinding Study is currently underway. This study will result in a wayfinding system designed to guide residents and guests to key destinations throughout the community using vehicular and pedestrian signage. This study intends to create a unified sign system, establish a cohesive aesthetic across the city and craft a system that is responsive to the needs of tourist and residents.

COMPREHENSIVE PLAN UPDATE (UNDERWAY)

The Marion Comprehensive Plan is in the process of being updated. The current plan was adopted July 2010. The Comprehensive Plan is the City of Marion's official policy guide for physical improvement and development. The Plan considers not only the current needs and issues within the community, but also presents a plan for guiding new improvements and developments for the next 15 to 20 years.

Redevelopment concepts from the Uptown Master Plan Update



UPTOWN OBSERVATION REPORT (2018)

SUMMARY

This report reviews the feasibility of the construction of an approximately 416 space parking structure in Uptown Marion in order to provide support for economic activity and developmental growth within the city. This report included context considerations, revenue projections, a parking study, peer community comparisons, technology that could be employed, safety considerations, and other potential features.

RECOMMENDATIONS

This study concluded that a parking facility would be a financially feasible and self-sustaining project in the future, but the feasibility requires certain assumptions including:

- Current and expanded amenities in Uptown
- The development of entertainment venue(s) in Uptown
- The addition of 150 residential units and 200-250 jobs
- Parking supply loss in critical core areas
- Parking Policy improvements and parking industry best practice implementation

To date, parking in Uptown Marion has not reached a point where a structured parking option is necessary. Currently, locations that could accommodate a structure as discussed in the study are surrounded by underutilized parking spaces. A driver would have to pass open surface spaces before getting to the parking structure.

Potential site for an Uptown Parking Structure





PARKING TODAY

EXISTING PARKING OPTIONS

People are attracted to Uptown Marion for its events, shopping, restaurants, and services. People are also attracted to Uptown for its charm and urban design that creates a unique, identifiable district. These are some of the reasons that make the area vibrant and successful. The availability of convenient, affordable parking may be a factor in part of this success, but not the primary factor. Too much emphasis on parking can negatively impact the unique qualities (e.g., walkability and architectural interest) Uptown has to offer, resulting in a less desirable place to visit. Past plans (e.g., the Uptown Master Plan Update) have emphasized the importance of maintaining Uptown as a desirable place to visit and work through enhancing design and emphasizing the unique character of the area.

Balancing the parking needs for a vibrant neighborhood also requires a district-wide parking approach. A district-wide parking approach uses a combination of strategies to maximize the existing parking supply, while reducing the demand to build additional spaces. This approach is commonly applied in downtown or commercial district settings to encourage walkability, foster economic growth, and strengthen the urban form. Uptown Marion provides a total of **1,362 parking spaces** that are owned/operated by the City and businesses/property owners.



Parking lot sign in Uptown

DESTINATIONS

BUSINESSES

Within the Uptown district, there are many commercial businesses, especially focused on food and beverages, services such as salons, barbers, and tax preparation. There are also single family homes, and mixed use buildings within this district.

PARKS AND PUBLIC SPACES

There are a number of key public destinations within the Uptown area:

- » City Square Park
- » Marion Public Library
- » Marion City Hall
- » Uptown Artway

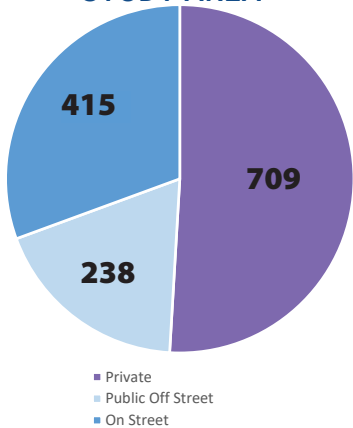
PRIVATE VS. PUBLIC PARKING

Private lots are those which are reserved for specific users, either at all times or during specific times of the day/week. While private lots may not be available to all Uptown users, they provide a significant release valve on public parking. Every private parking space with a car in it is a public space that's not being used. Private lots provide roughly half of the parking spaces in Uptown Marion. These lots see a lower utilization count than both public off street and public on street spaces.

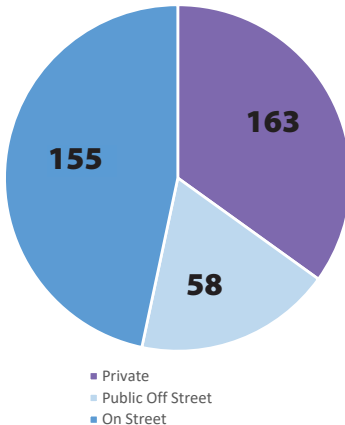
Based on the zoning district in which a new project is being built in Uptown, providing private parking may or may not be a requirement of the developer. Ideally a district parking approach can help provide flexibility to ensure that new development does not need to prioritize parking at the expense of Uptown's character or good urban design. A district approach ensures adequate parking is provided, but is not necessarily all tied to a specific project. This allows for parking to be sited in appropriate locations, and for more efficient use of spaces through shared parking.

The City would like projects that create substantial increases in demand to be able to "park themselves" but understand that a district approach can help mitigate the negative impacts of scattered parking.

STUDY AREA



CORE AREA



Mix of existing parking spaces in Uptown



Last Updated: 10/25/2023



Uptown Parking Study

Existing Parking Supply

- Public Parking Lot (# of spaces)
- Private Parking Lot (# of spaces)
- On Street Parking (# of spaces)



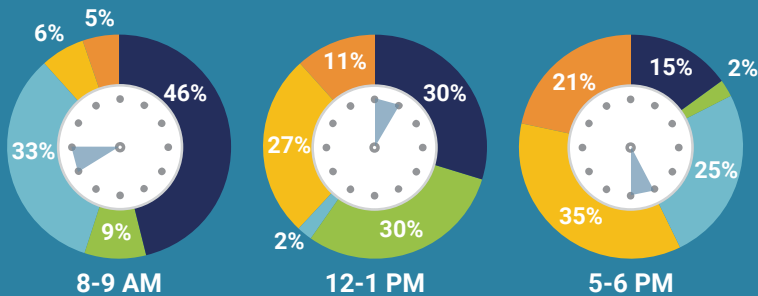
Polco Survey

An online survey was used to gather additional information about parking in Uptown Marion. The findings are below:

Weekdays

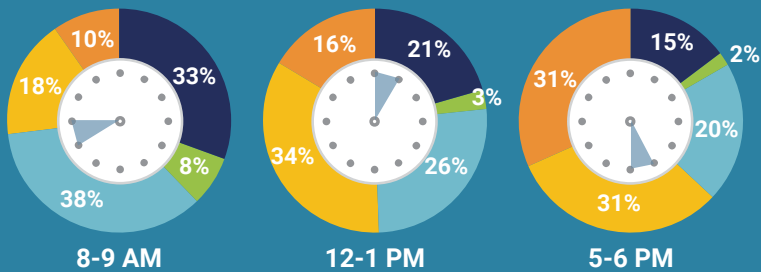
● Not Applicable ● Very Easy ● Easy ● Difficult ● Very Difficult

The charts below represent respondent's experience parking in Uptown Marion during weekdays (**Monday-Thursday**) during different parts of the day:

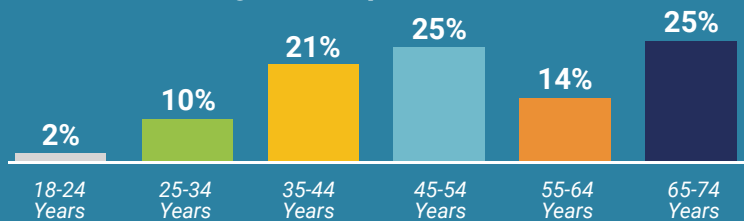


Weekends

(**Friday-Sunday**) during different parts of the day:



Age of Respondents



PUBLIC INPUT

WHAT WE'VE HEARD

A tool called Social Pinpoint was used to collect comments on where people park and where people struggle to find parking in Uptown Marion. Social Pinpoint allows respondents to place a response to different prompts directly onto a map to associate their answer with a specific location. 142 comments from 36 individuals were collected from this tool over the course of the public engagement period. Based on the zip codes of respondents most were from Cedar Rapids and Marion. There were also comments left by people with zip codes in Chicago, Iowa City, Minneapolis, and Wilton, not everyone chose to include their zip code. The prompts people were asked to respond to regarding parking were:

- Places where I park in Uptown
- Places where parking is hard to find

A similar process was completed in person with people in Uptown providing feedback on where they wanted to park, where they wound up parking, and giving input on what they'd like to see for parking in the district.

FINDINGS

Many of the comments regarding areas where parking is difficult to find centered around a few central blocks. Many comments noted that the parking issues they experienced were often associated with larger events in the area. Several comments also mention issues finding handicap parking within a reasonable proximity to businesses they need to access. The map graphic on the following



page represent the public input (not parking counts), and should be interpreted as how the parking users in Uptown Marion perceive the current conditions.

Online place-based surveys and a public open house were utilized to understand the parking issues in Uptown

SOCIAL PINPOINT MAP SUMMARY



Places that you visit the most



Places where I park in Uptown



Areas where respondents like to park in Uptown



Places that are hard to find by foot or bike



Places where parking is hard to find



Areas where respondents have a hard time finding parking

377
Total Site Visits

142
Total Map Comments



Comment locations in Social Pinpoint

The findings from the draft study were also shown to members of the business community in a dedicated meeting and shared with the public in an open house. Attendees were given the opportunity to discuss the study's analysis and proposed strategies. Staff and the consultant were on hand to answer questions and explain next steps.



Two Hour Parking sign in Uptown



Uptown Artway (Source: City of Marion website)

REGULATORY CONDITIONS

PARKING

SUPPLY

Parking Type	Study Area		Core Area	
	Number of Spaces	Percent of Supply	Number of Spaces	Percent of Supply
Private	709	52%	163	43%
Public Off Street	238	17%	58	15%
On Street	415	31%	155	41%
Total	1,362		376	

PARKING LIMITS

A few areas in Uptown pose limits on parking based either on how long you can park, or requiring a permit to park. Within some of the most popular parking areas there are two hour limits from 8am-5pm. These can be found along 10th and 11th street near the commercial areas. There are also some areas of parking that have a four hour parking limit from 8am-5pm found along 12th St. These limits to how long a car can be parked can help to reduce the number of cars parked for the duration of the workday. Feedback has been mixed on the effectiveness of the time limits given the lack of enforcement. There are also a number of handicap parking spots generally located at the ends of streets and closer to storefronts. Seventh Avenue which has been noted for its especially heavy parking utilization and which is located in the center of Uptown does not have any timing related parking restrictions since being reconstructed. Additionally, Marion City Code imposes a 48 hour limit for continuous parking on public property except in cases where it is otherwise marked.

Snow emergencies and winter storm emergencies also come with some specific rules regarding parking. Several streets in Uptown are also designated as Snow Routes, including 8th Ave. The snow routes only impose a restriction on parking when a snow emergency is announced. When a snow emergency is declared no parking is allowed along these streets until the area has been cleared or the snow emergency has been terminated. In the event that a Winter Storm Emergency is declared parking is banned on all city streets.

PARKING RATES

Currently there is no charge for parking Uptown at any public locations.

ENFORCEMENT

Parking restrictions are not actively enforced. Violations can be enforced on a case by case basis if people are reporting issues.

OPERATIONS AND MANAGEMENT

The City of Marion and Uptown Marion Main Street District (a subsidiary of Marion Chamber of Commerce) have taken a collaborative approach to providing parking in the district. While this has not been further defined as an official district partnership, efforts have included coordinating with business owners and private lot owners to start sharing lots, developing signage, and promoting parking efforts.

ZONING CODE

The City of Marion is continually updating their zoning code. This code contains important parameters for development and its associated parking requirements. Uptown is designated in the code as the Uptown Marion Subdistrict and is exempt from many of the parking regulations that are required under the rest of the zoning code.

DISTRICTS

UPTOWN 1 (U-1)

The U-1 Uptown District is the Central Business District, which includes the Central Business Historic District. The intent of the U-1 District is to preserve and promote the quality of life and historic business district including encouraging pedestrian traffic and enhancing community gathering spaces.

UPTOWN 2 (U-2)

The U-2 District is intended to be a more intensive use district than the U-1 District and allows for full block buildout and higher densities. The District encourages a residential, service and retail uses to develop in a mixed-use environment that supports uptown living, shopping and working.

URBAN TRANSITION COMMERCIAL 1 (UTC-1)

The District provides a buffer to residential areas north of the traditional Central Business District. The intent of the district is to promote commercial development which respects the relationship to adjacent residential neighborhoods. Development will be encouraged to orient entrances to the primary street frontage and be compatible with adjacent residential uses.

PLANNED UNIT DEVELOPMENTS (PUDs)

Some projects can be developed through a PUD process. The intent of this approach is to permit greater flexibility than conventional zoning. Standards regarding elements like loading and parking are approved during the review process rather than prescribed in the code.

SHARED PARKING FACTOR				
Function	Residential	Lodging	Commercial/ Office	Retail
Residential	1	1.1	1.4	1.2
Lodging	1.1	1	1.7	1.3
Commercial/ Office	1.4	1.7	1	1.2
Retail	1.2	1.3	1.2	1

REQUIREMENTS

- Off Street Parking Requirements Uptown District exemption. For the purpose of minimizing disruptive curb cuts and driveways and to encourage the use of centralized parking lots, accessory off-street parking is not required in the U-1 or U-2 District.
- Mixed Use Parking Requirements: For mixed-use buildings located within the UTR-1, UTR-2, UTC-1, UTC-2 or UC-1 District, parking requirements can be reduced by the shared parking factor as shown to the left.
- **U-1 standards**
 - » Off-street parking is not required but may be provided within 300' or as shared parking.
 - » Parking is not allowed between the building and curb.
 - » On corner lots, primary parking drive shall not be located on primary street.
- **U-2 standards**
 - » Off-street parking is not required but may be provided within 300' in parking lots.
 - » Parking is not allowed between the building and curb.
 - » On corner lots, primary parking drive shall not be located on primary street.
- **UTC-1 standards**
 - » On corner lots, primary parking drive shall not be located on primary street.
 - » Parking not allowed between primary building and curb.
 - » Parking only allowed to the back or side of building or in parking garage located on the back or side of the building.
- **PUDs**
 - » Standards are determined through the review and approvals process.



Existing Trails

- Sidepath
- Bike Boulevard
- Bike Lane
- Shared Lane Markings
- Paved Multi-Use Trail
- Pave Existing Trail
- Unpaved Multi-Use Trail

Proposed Trails and On-Street Bikeways

- Sidepath
- Bike Boulevard
- Bike Lane
- Shared Lane Markings
- Paved Multi-use Trail
- Unpaved Multi-Use Trail
- Shoulder Bikeway

Marion Trails Master Plan

ACTIVE TRANSPORTATION

EXISTING AND PLANNED WALKING AND BIKING FACILITIES

With a few short segment exceptions, most of the Uptown area has sidewalks. A sidepath is located on 6th Avenue and a bike lane comes in from the east on 8th Avenue. 12th Street is a bike boulevard with shared street markings. 10th Street will have a sidepath and shared markings.

PARKING UTILIZATION TODAY

Parking utilization counts were collected to help better understand today's current parking demand. Utilization counts serve as a quantitative measure in documenting existing parking conditions (e.g., parking demand), while verifying issues and concerns. The study focused on three time periods (9:00 a.m., 12:00 p.m., and 5:00 p.m.), which mirror industry standards in capturing peak parking demand. The days chosen to capture the utilization counts occurred during a typical summer day (Thursday, Friday and Saturday) with small events occurring (e.g., Farmers Market) and activities. The standards used to determine if a parking location is at capacity is defined below:

UP TO 75% UTILIZATION - UNDERUTILIZED

Below 75% utilization there is plenty of parking to be had. At the low end of this number, the district may feel unpopular and vacant.

75% - 85% UTILIZATION - DESIRED

75 to 85 percent utilization is the "sweet spot" for parking. The district feels busy/vibrant, but parking is still readily available within site of your destination. One out of every 4 to 6 spaces is available.

85% - 93% UTILIZATION - APPROACHING CAPACITY

Over 85% utilization may cause increased circling and searching for a spot. Drivers will find a spot eventually, but it probably won't be "front door." This can result in elevated stress/diminished experience.

> 93% UTILIZATION - AT CAPACITY

Over 93% utilization leads to increased circling, and potentially leaving without reaching the destination. Drivers may or may not find a space.

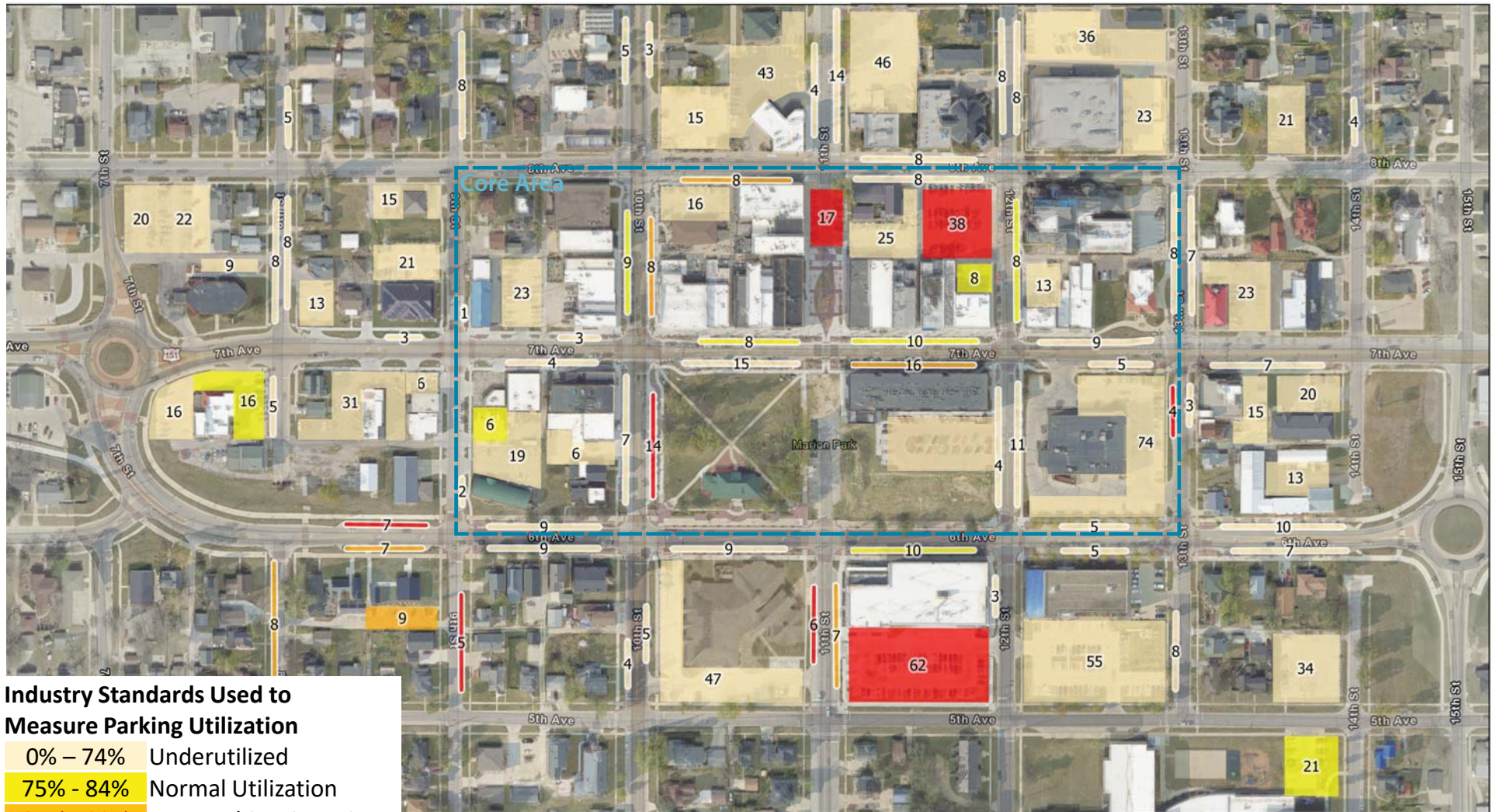
The utilization counts are summarized in the following maps based on the highest parking count observed over four days in each location at the specified time of day.

9AM STUDY AREA



	Study Area			Core Area		
	Total	Used	% Used	Total	Used	% Used
Private	709	218	30.7%	163	54	33.1%
Public Off Street	238	106	44.5%	58	42	72.4%
On Street	415	152	36.6%	155	73	47.1%
<i>Public Combined</i>	<i>653</i>	<i>258</i>	<i>39.5%</i>	<i>213</i>	<i>115</i>	<i>54.0%</i>
Total	1362	476	34.9%	376	169	44.9%

12PM STUDY AREA

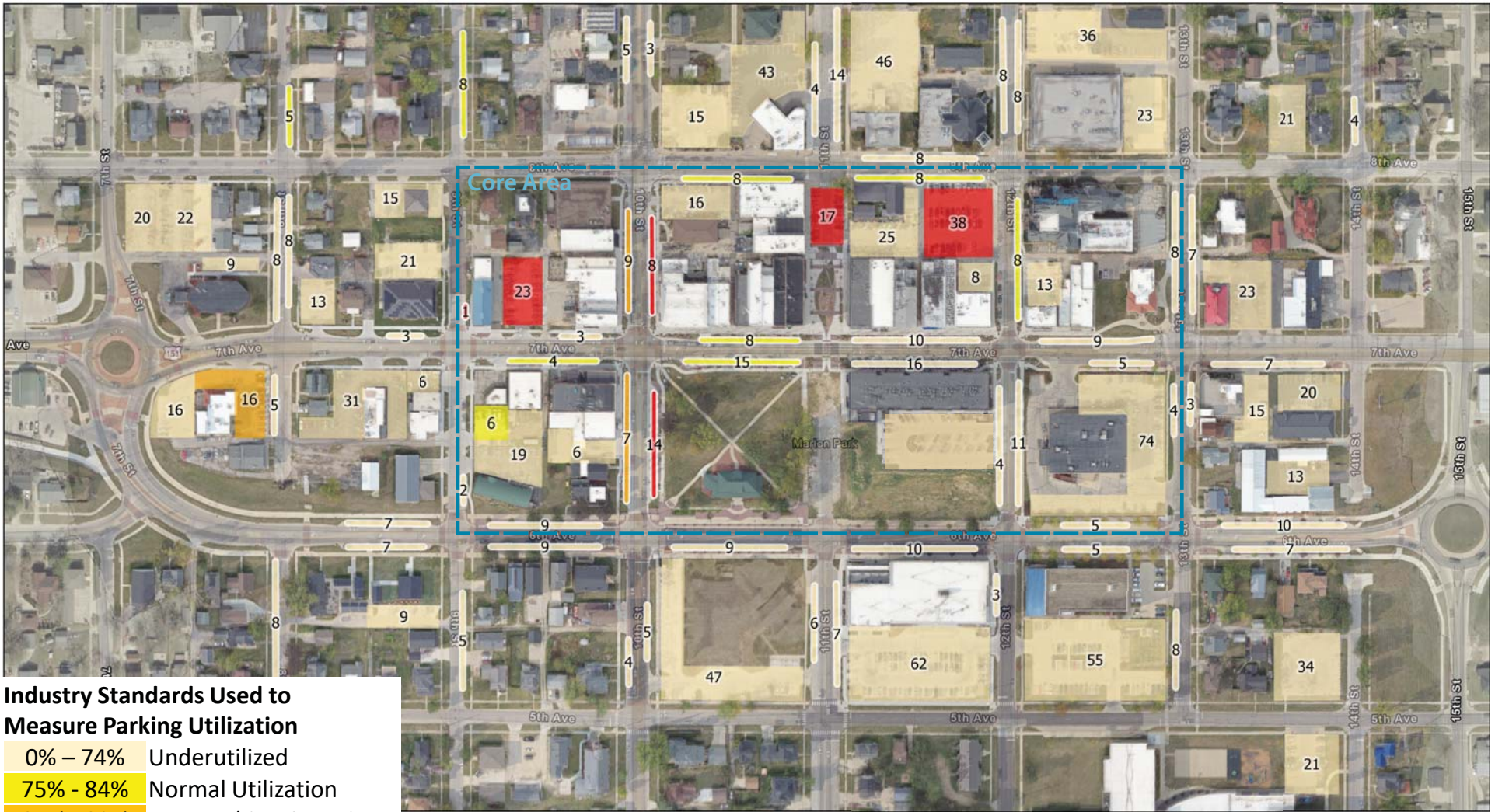


Industry Standards Used to Measure Parking Utilization

- 0% – 74% Underutilized
- 75% - 84% Normal Utilization
- 85% - 92% Approaching Capacity
- 93% - 100% At Capacity

	Study Area			Core Area		
	Total	Used	% Used	Total	Used	% Used
Private	709	268	37.8%	163	82	50.3%
Public Off Street	238	165	69.3%	58	56	96.6%
On Street	415	231	55.7%	155	106	68.4%
<i>Public Combined</i>	<i>653</i>	<i>396</i>	<i>60.6%</i>	<i>213</i>	<i>162</i>	<i>76.1%</i>
Total	1362	664	48.8%	376	244	64.9%

5PM STUDY AREA

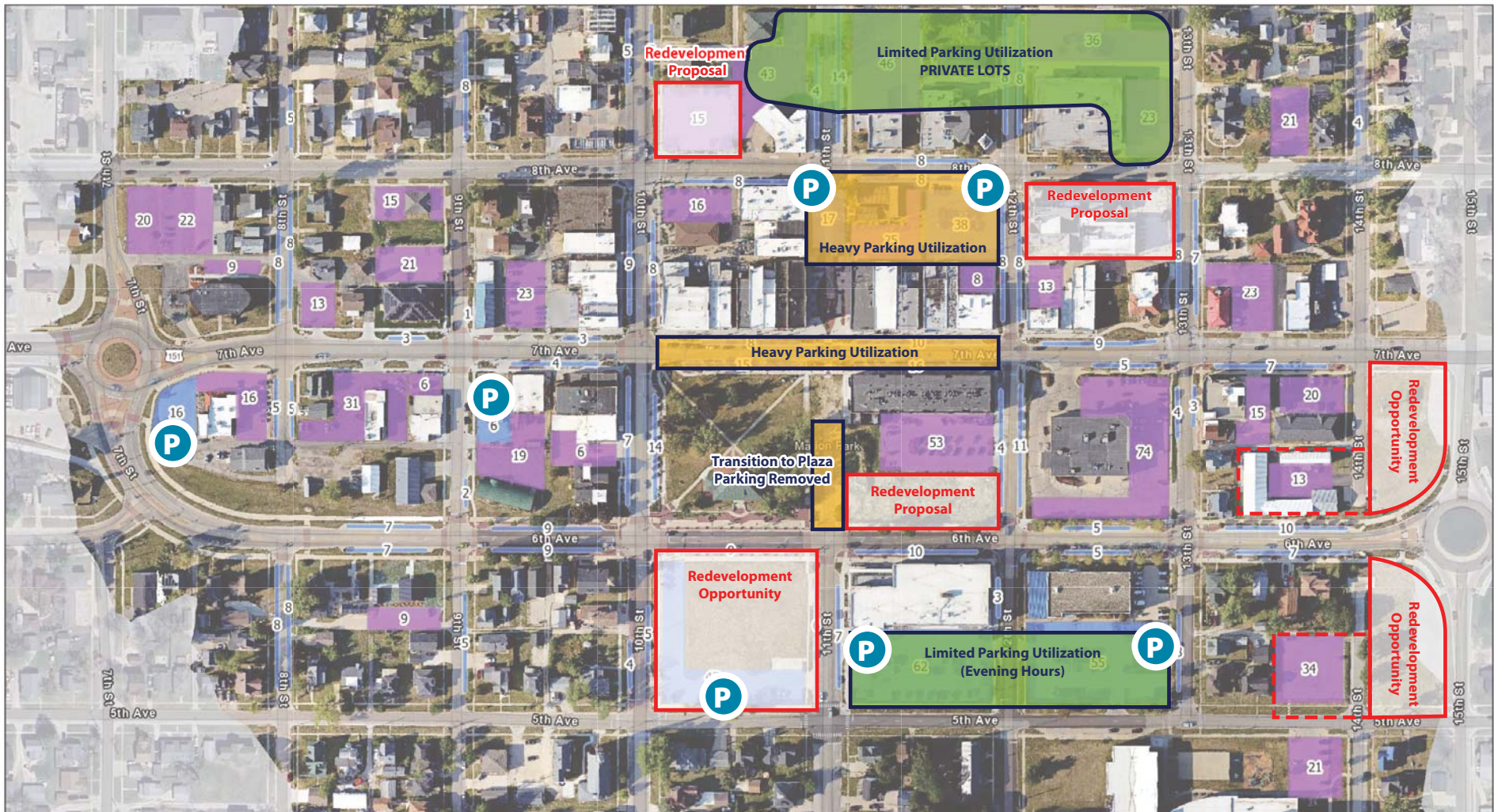


Industry Standards Used to Measure Parking Utilization

- 0% – 74% Underutilized
- 75% - 84% Normal Utilization
- 85% - 92% Approaching Capacity
- 93% - 100% At Capacity

	Study Area			Core Area		
	Total	Used	% Used	Total	Used	% Used
Private	709	226	31.9%	163	95	58.3%
Public Off Street	238	118	49.6%	58	56	96.6%
On Street	415	182	43.9%	155	110	71.0%
<i>Public Combined</i>	<i>653</i>	<i>300</i>	<i>45.9%</i>	<i>213</i>	<i>166</i>	<i>77.9%</i>
Total	1362	526	38.6%	376	261	69.4%

FINDINGS OVERVIEW AND POTENTIAL NEW DEMAND GENERATORS

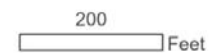


Last Updated: 10/25/2023



Uptown Parking Study

- P Public Parking Lot (# of spaces)
- Private Parking Lot (# of spaces)
- On Street Parking (# of spaces)
- Potential Redevelopment
- Area of Concern
- Potential Opportunities



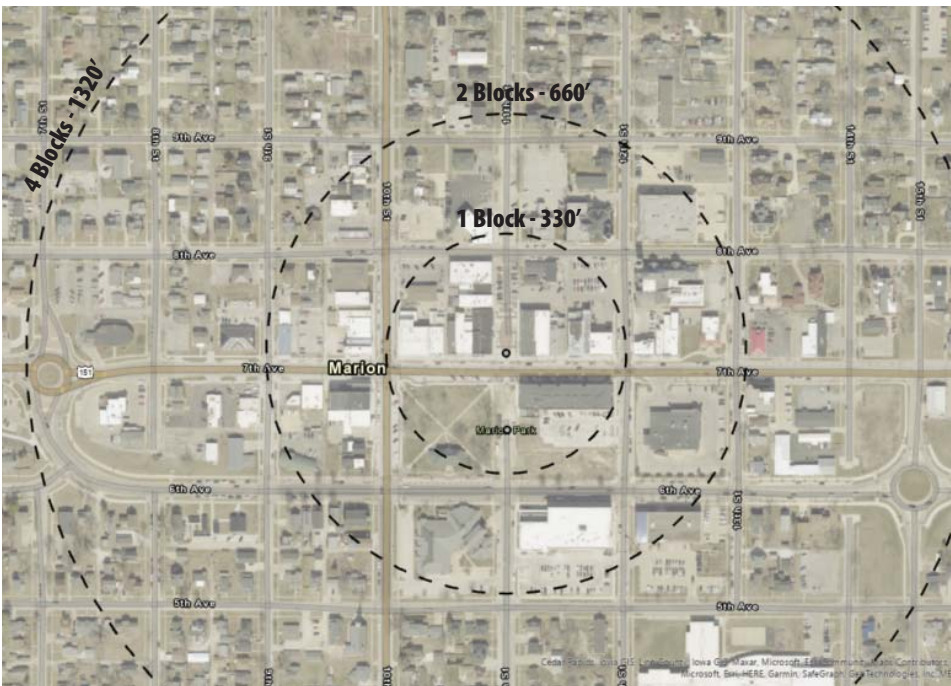
KEY ISSUES IDENTIFIED

On the whole, parking in the Uptown area of Marion is typically available and convenient. None of the current issues identified are major and can be addressed through strategies identified in the following chapter.

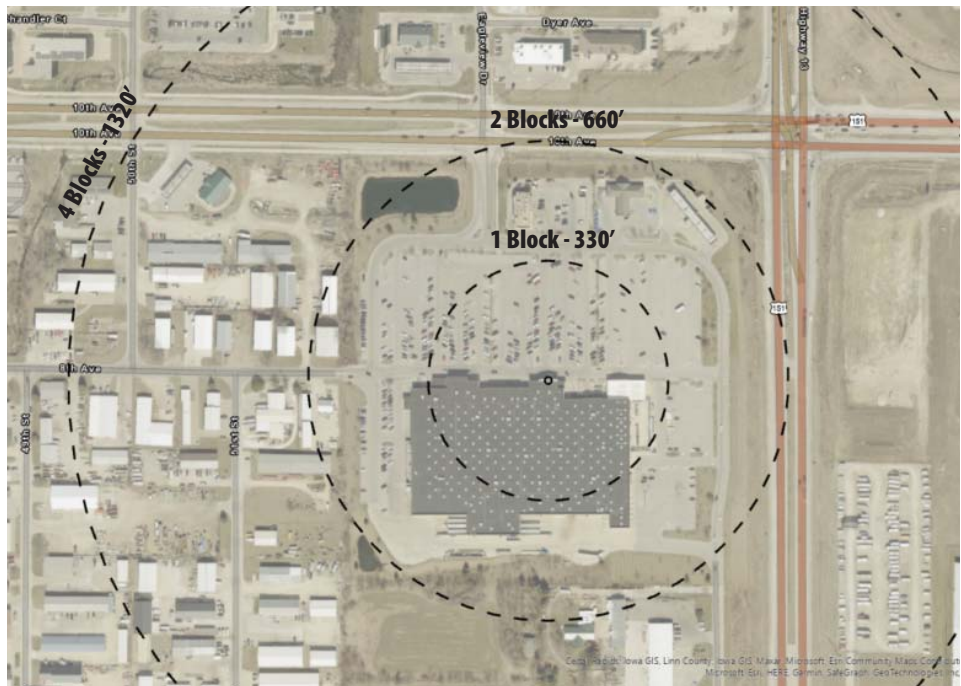
PERCEPTIONS OF PARKING AND “FRONT DOOR” DEMAND

One of the issues that keeps parking users from utilizing the available spaces is the disconnect between parking availability at the front of a business and parking availability within a block or two of their destination. While someone may not think twice about parking a few hundred feet from the front door of a big-box store, the perceived distance feels longer if someone has to park around a corner, or if they cannot immediately locate an available space and need to search.

With that in mind, it is worth noting that not everyone is able to make a 1-2 block walk to their destination. For those with mobility issues, that distance may not be feasible and there will need to be special accommodations like handicap parking stalls.



Walk Radius around Uptown



Walk Radius around WalMart in Marion

WALKABILITY FROM AVAILABLE PARKING TO DESTINATIONS

It's worth remembering that everyone is a pedestrian once they've parked and gotten out of their vehicle. For the most part, Marion has done an exemplary job improving the experience and safety for pedestrians in the Uptown area. Examples of what make the district better to navigate on foot include:

- Enhanced streetscapes, varied materials, bumpouts, and protective elements like bollards and planters
- Human scale development, creating an interesting environment for walking
- Short block lengths
- Managing traffic in the district (including trucks)

While not typically too problematic in Uptown, a few potential issues that can create challenges for pedestrians are:

- Traffic volumes on 6th and 7th Avenue
- Temporary blockages of sidewalks caused by construction
- Drive-thrus (banks and pharmacy) with:
 - » Higher traffic volumes
 - » Wider drive aprons (longer crossings for pedestrians)
 - » Potentially distracted drivers

It is worth noting that drive-thrus in new developments are not permitted in U-1 and are considered conditional accessory in U-2



While both options are safe, consider the pedestrian's experience walking along 7th Avenue (left) as compared to 8th Avenue (right) one block north.



This private lot owned by

is available for
PUBLIC PARKING
during non-business hours
 _____ - _____

NOTICE OF CONTRACTUAL AGREEMENT

Parking by agreement only. Your parking on this private property shall constitute your agreement to the following terms and conditions:

- 1) You will park according to the posted regulations and time restrictions
- 2) If you do not adhere to the posted regulations, your vehicle may be towed at your expense. If towed call Darrah's Towing 319-363-7900

NOTICE OF LIMITED LIABILITY

The owners and operator of this parking facility hereby specifically disclaim any responsibility, express or implied, to protect against the loss of or damage to your vehicle or its contents. Parking in this facility shall constitute an acknowledgement and acceptance of this condition on your right to use this parking facility.

Partners In Parking draft signage to help identify publicly available parking on private lots. Uptown Marion Main Street is still working to finalize and formalize this program.

LACK OF CLARITY ON ALLOWED PARKING

A number of parking lots in Uptown Marion are owned by private entities. There are a mix of cross access agreements that exist formally and informally.

This leads to questions and concerns related to:

- Availability - Can the public park here?
- Timing - When is this lot available to the public?
- Maintenance - Who is responsible for upkeep of the parking lots?
- Liability - Who is liable if issues happen in the lots?
- Future Use - If the City is relying on private lots, does that impact the owner's ability to redevelop the lot?
- Access - On blocks where there are multiple lots/ownership, how does the access work?
- Zoning and Land Use - What spaces can be counted to meet zoning and land use parking requirements?
- Enforcement - Who is responsible for those in violation of parking rules?

The City and Uptown Marion Main Street have started efforts to clarify and address some of these concerns through the Partners in Parking program, but these have not yet been formalized.



Lots identified in purple are private lots. Some are available for public use, but even those that are not do help relieve pressure on public lots by providing space for vehicles that would otherwise use public parking.

MIXING OF PARKING USERS

Uptown Marion includes a wide variety of land uses, and with that comes a diverse set of demands for parking. An office user may need 8 or more hours of parking, while a restaurant may drive many more trips, including sit down diners that need a parking space for an hour or delivery drivers that may only need a few minutes. Churches may require a large number of available spaces, but only for a few specific times a week.

This can cause issues that are exacerbated when long term users take a “prime” spot like one in front of a restaurant. A space that might otherwise have turned over a dozen times (and served a dozen guests) is instead going to one user who could have just as easily parked a block away or at the back of a building.

The number of very short term parking or “Limited Users” has seen a large increase with the increased popularity of online retail, 3rd party food delivery, and ride share apps. These users are often looking for spaces for less than 5 minutes. If there are not available spaces at convenient locations, they often leave their vehicle in traffic lanes for a short period of time which can cause traffic flow and safety issues.

Some street parking in Marion does have daytime (8AM-5PM) differentiated time restrictions (such as portions of 10th and 12th Street). Prior to reconstruction of 7th Avenue, Marion had 2 hour parking restrictions during the day, and no overnight parking allowed, this has been removed.

Parking User	Typical Turn-Over	Type of User
Limited User	0 – 30 minutes	<ul style="list-style-type: none"> » Parcel/Business Delivery » Pickup/Drop-off (Uber, Lyft, Childcare, School) » Banking » Convenience Store/Pharmacy » Take-Away Food/Coffee » EV Charging (fast charging)*
Short Term User	1 – 2 hours	<ul style="list-style-type: none"> » 1 Stop Shopping » Fast/Casual Food (eat in) » Professional Services » Sit down restaurant/bar/brewery » Church attendees » EV Charging (Level 2 - Partial Charge)
Long Term Use	2 – 4 hours	<ul style="list-style-type: none"> » Multi-Stop/Window shoppers/Restaurant goers » Event attendees » Residential Guest » EV Charging (Level 2)
Daily User	4 – 8+ hours	<ul style="list-style-type: none"> » Employees » Residents » Hotel Guests » Vehicle Storage » Overnight EV Charging

EV Chargers come in 3 levels:

Level 1 is a traditional 120V plug (5 miles of range/hour of charge)

Level 2 (25 miles of range /hour of charge) - often found in public settings (shopping centers, restaurants, etc.) for “top off” or destinations like workday

Level 3 (up to 250 miles of range/hour of charge and 80% of range in under :30) - meant for highway/road trip/key route uses



Sharrows on 11th Street heading towards Uptown



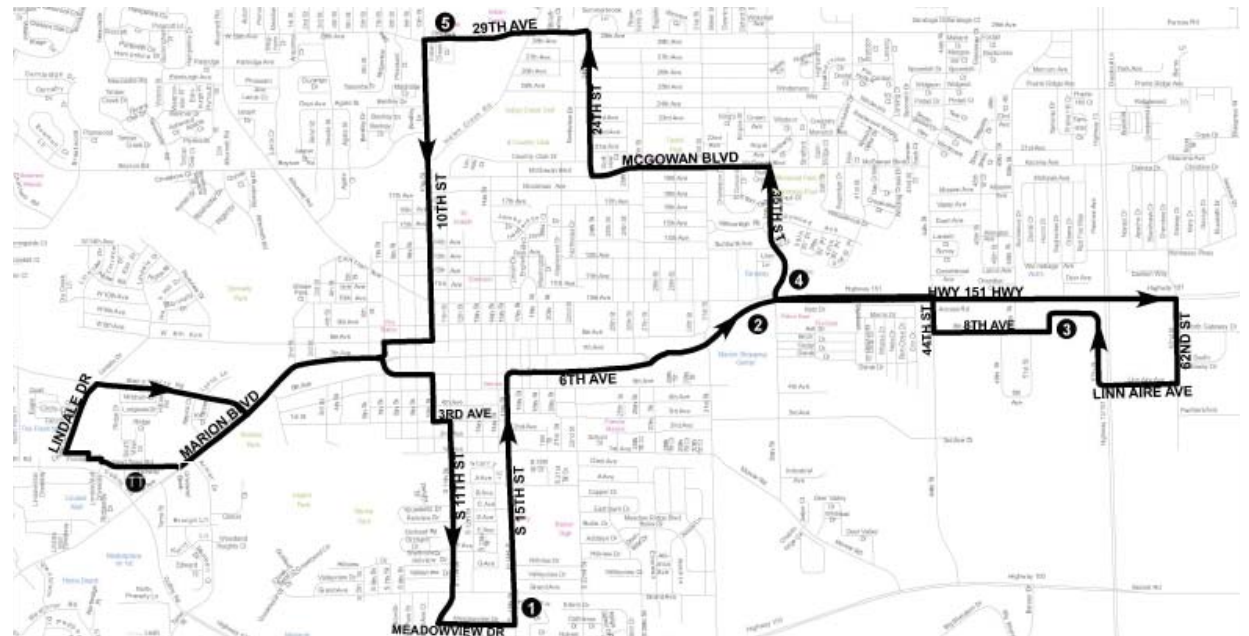
Bicycle parking is centralized at 7th Avenue and 11th Street, but is lacking next to many of the businesses in Uptown

AVAILABILITY AND UTILIZATION OF TRANSPORTATION ALTERNATIVES

One way to help mitigate parking demand is to provide convenient transportation alternatives. Someone who arrives on public transportation, via ride share, or on foot or bicycle is someone who is not taking up a parking space in order to be in Uptown. Marion has started building out transit, pedestrian, and bicycle infrastructure.

The route 20 bus provides hourly circulator service around Marion, including to 6th Avenue and 10th Street, and 7th Avenue and 9th Street. The circulator is not responsible for a large percentage of the trips to Uptown, but does provide a non-parking alternative. If future fixed route transit locations are amended, Uptown should remain as a continued connection to the rest of the fixed-route network.

For the most part, the Uptown District is served by sidewalks. For cyclists, there are sharrows on 11th and 15th Streets, sidepaths on 6th Avenue, and a bike lane on a portion of 8th Avenue. Visibility and awareness of these routes could be elevated to further encourage cycling as an alternative way of getting into Uptown. Furthermore, many buildings do not have convenient or visible bicycle parking.



Route 20 - Marion Circulator bus route



PARKING TOOLKIT

PLANNING FOR TOMORROW

While Uptown Marion currently has adequate parking, the area will continue to grow and develop. This will come with additional parking demand. The City intends to provide parking for Uptown with a centralized, district approach. As additional parking is demanded new strategies will be required to ensure sufficient supply of parking. These are discussed below, but identified as longer term initiatives.

FUTURE NEED

If the City of Marion does not implement strategies to address parking, new development may put more pressure on the core of the Uptown area. At a district scale, there is still significant supply of public parking. The table below shows how many more public spaces would need to be demanded to hit certain utilization thresholds, both at a district and core scale. Most new development projects provide at least some private parking, and this table illustrates what would need to be generated beyond the private parking provided.

Utilization Threshold	Description	District			Core		
		9AM	Noon	5PM	9AM	Noon	5PM
Percentage	Description	How many new vehicles could be added before hitting key utilization thresholds for public parking?					
75%	Minimum Desired Utilization	+223	+92	+182	+42	Already at 75%	Already at 75%
85%	Approaching Capacity	+286	+155	+245	+62	+18	+13
93%	At Capacity	+337	+206	+296	+79	+35	+30

This table shows that new developments or additional businesses may stress the core of Uptown somewhat. The good news is that there are strategies to help open up existing parking and to shift parking demand. If implemented well, **these strategies can more than mitigate the impacts of new development without having to build new parking.** There is also a significant amount of parking available at a district level, and the most effective solutions will need to take a district-wide approach.

GENERAL APPROACHES

There are different ways to ensure parking is available. Each comes with its own benefits and challenges.

INCREASING SUPPLY

Increasing parking supply is just that, building parking where there had not been parking before. This is typically the most expensive option. Building a new surface lot may cost \$3,000-\$6,000 per stall plus land prices. A parking structure may cost \$25,000-\$50,000+ per space.

When a district is consistently filling up the available parking spaces, adding supply is the primary strategy. Until that point, an area may be better served by working to utilize existing parking more efficiently.

IMPROVING EFFICIENCY

In a case like Marion's where there are existing parking space available at all times of the day, a more affordable alternative to increasing supply is to improve efficiency. This approach is based on better utilizing the existing parking spaces available in the district. Examples of ways to increase efficiency include:

- Opening private lots to public use
- Wayfinding to help people find public lots or open spaces
- Sorting parking users by time restrictions or designated lots

REDUCING DEMAND

Reducing demand is an effort to reduce the number of vehicles that need a parking space. This can be done in positive ways, like encouraging alternative modes of transportation (bike, walk, bus, ride-share) that do not require nearby vehicle storage.

Some districts choose to reduce demand by reducing the overall number of people visiting the district. Examples include tearing down buildings, limiting the number of liquor licenses, or restricting the operating hours of certain businesses. **This is not recommended as it greatly risks decreasing the economics, vibrancy, and vitality of the district.**

ENHANCING OPERATIONS

There are also actions to support the overall functioning of parking. They may not fall into one of the above categories, but they do help decision makers better understand the state of parking, provide a better parking experience, and set the stage for the other approaches.

STRATEGIES

CONSOLIDATE PARKING LOTS THROUGH SHARED-PARKING AGREEMENTS TO PROMOTE A DISTRICT-WIDE PARKING APPROACH

Currently half of the parking spaces in Uptown are private. Across the district, these spaces have been observed to have a 38% utilization rate at the peak. Even in the highest demand locations in the center of the district, private lots were not observed to be reaching capacity.

Some members of the business community and owners of private lots have signaled a willingness to open their parking spaces to public use at certain times. With regards to parking, the highest priority for the Uptown Marion Main Street District and the City should be sorting out the issues that have been identified (liability, sign code, enforcement, etc.).

What kind of impact would this have? The table below shows that if only 25% of the observed unused (not all) private parking spaces shown were made available to the public it would drop the utilization number in the core of Uptown from 79% at 5:00 down to 63%.



Lot	Total Stalls	Unused Stalls		
		9AM	Noon	5PM
20	43	28	29	34
23	16	13	10	5
28	46	34	39	43
31	25	19	8	11
33	8	3	2	6
36	13	12	11	5
39	36	15	23	30
40	23	17	18	21
52	74	64	58	54
Total	284	205	198	209
Public Core	213	98	51	47

If __% of unused (not total) private stalls were open to the public, how would that change public utilization in the core?				
		Utilization (% full)		
		9AM	Noon	5PM
0% (existing)		54%	76%	78%
25%		44%	61%	63%
50%		36%	51%	52%
75%		31%	44%	45%
100%		27%	39%	39%

*Lots 19 and 57 are part of redevelopment plans and excluded from this calculation, although both were observed to have at least 50% of stalls open on their highest utilization counts

ESTABLISH A UNIFIED WAYFINDING AND SIGNAGE PLAN THAT DIRECTS PEOPLE TO UNDERUTILIZED LOTS (SHIFT DEMAND)

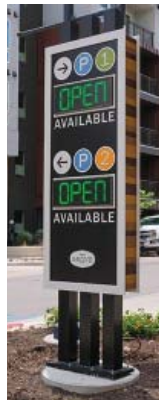
The lack of signage for parking lots in Marion makes it unclear where the public is permitted to park. Temporary signage is in place at the entries to public lots, but will need to be updated and improved.

Furthermore, most of the traffic passing through Uptown is traveling via 6th or 7th Avenues. While these roads have some prime parking spaces, success will hinge on getting drivers off these roads and to alternative lots to the north or south.

Marion is undergoing a Citywide wayfinding and signage project at the same time as this parking study. To improve drivers' awareness of available parking, this project should include:

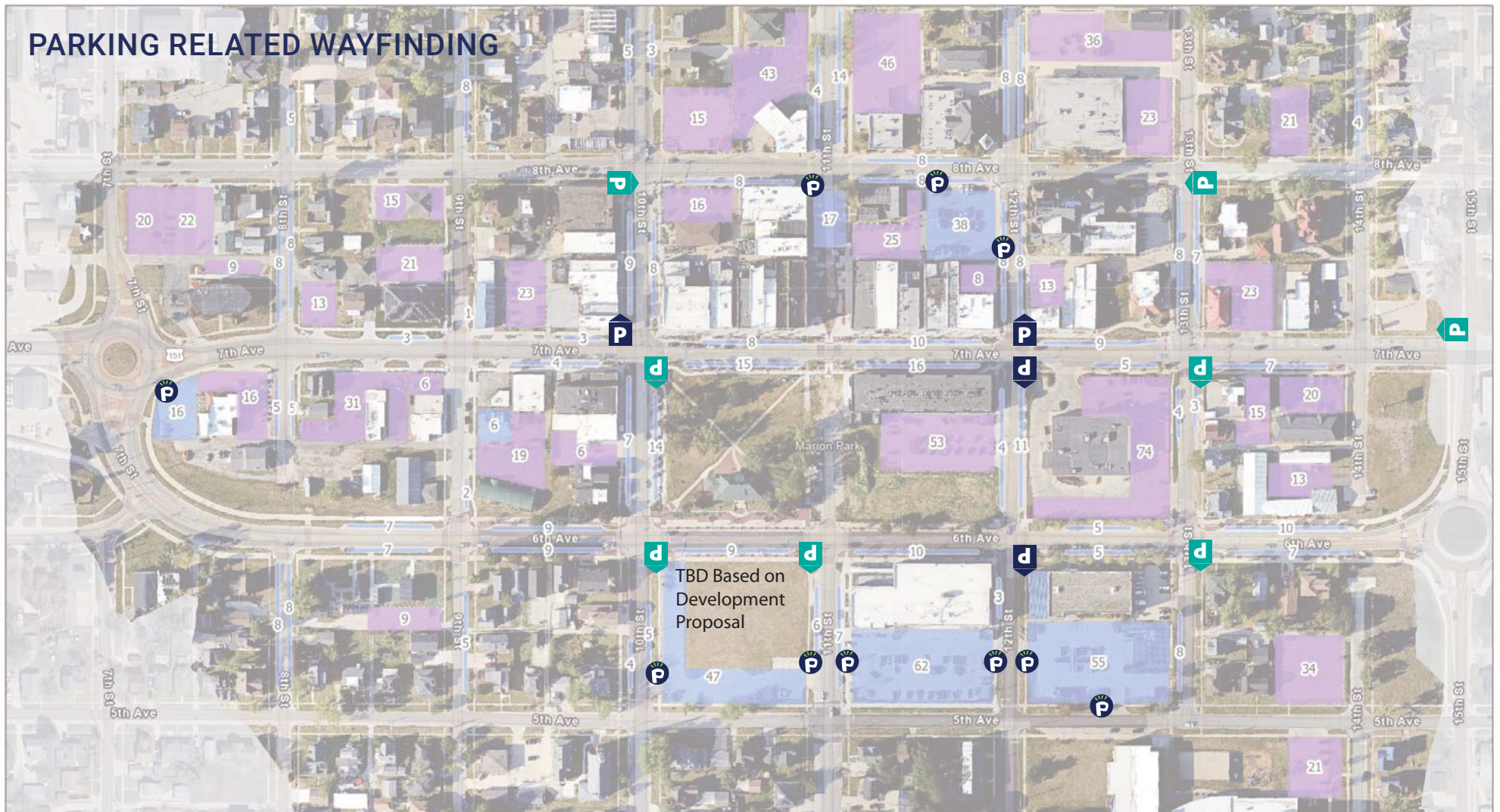
- Clear identification of public and private "Partners in Parking" lots
- Directional signage to parking lots from 6th and 7th Avenues
- Signage could include digital "Spaces Available" counters

There are also opportunities to continue to expand parking information in digital/online formats. (Mobile Applications, City/District/Business websites, Google Maps)



Existing public parking signage and examples of other digital wayfinding and signage

PARKING RELATED WAYFINDING

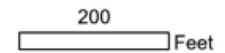


Last Updated: 10/25/2023



Uptown Parking Study Existing Parking Supply

- Public Parking Lot (# of spaces)
- Private Parking Lot (# of spaces)
- On Street Parking (# of spaces)



- Parking Directional Signage (Dynamic)
- Parking Directional Signage (Standard)
- Public Parking Lot Identification



Unless otherwise signed (loading, ADA, EV) parking in this zone is a good candidate for a 2 hour limit

EXPLORE ON-STREET PARKING RESTRICTIONS TO ENCOURAGE HIGHER TURNOVER FOR SHORT-TERM USERS

In areas where there should be high turnover, primarily along 7th Avenue and 11th Street, consider re-implementing parking time restrictions. This likely includes 2 hour maximum parking restrictions and identified very short term (5 to 15 minute) pickup/takeout spaces to better accommodate delivery, drop-off, and take-out parking. These restrictions should help move more long term (office, residential) parking outside of the prime parking spaces.

Without enforcement some users may learn to disregard the time limit. Although the City does not anticipate dedicating resources to regular parking enforcement, even occasional enforcement would help shift behaviors.

CONTINUE TO MONITOR PARKING UTILIZATION

As land uses change and the Uptown Area develops further, the City should continue to monitor parking utilization in the district. This will help the City determine when different parking strategies need to be implemented.

Counts should be collected on the same time basis (9:00 AM, Noon, 5:00 PM) to maintain consistent data collection for comparisons. This can happen throughout the year and on days that are anticipated to experience heavy utilization, but not during special events. The study's parking tool can continue to be used to collect this ongoing information.

IDENTIFY AND DESIGNATE PARKING LOTS FOR EMPLOYEES

There is concern that some of the prime parking spaces are being used for longer term parking such as retail employees, office workers, or residents. For example, 1 space could serve one barista for the day, or a few dozen coffee buying customers. Prime spaces should be considered a resource for Uptown. For the highest demand spaces in the core of the district, there should be time restrictions to encourage turnover.

At the same time, lots should be identified that can accommodate longer term parking for employees. Successful implementation of this approach may require public enforcement as well as businesses making sure their employees are parking in designated areas.

This could also be done using incentives for employees who park in designated areas, leaving prime spaces available for customers.

ESTABLISH PARKING/TRIP GENERATION PLANS FOR EXISTING AND FUTURE BUSINESSES

As businesses turn over within existing buildings, understand how those changes will impact trip generation and parking demand. An office building may have fewer visitors, but long turnover times with primary use during the day. If that building is repurposed into a supper club, there will likely be more visitors, shorter turnover time, primary demand in the evening, and takeout/food delivery. This change may not be reviewed at a zoning level, and the City may have fewer tools to ensure additional parking demand is handled on-site. There will still likely be building permits and inspections that would make the City aware of changes. Continuing to monitor changes in parking demand over time will help the City and the Uptown Marion District

For full redevelopment, the City would like to ensure that redevelopment can generally “park itself” through the provision of on site parking, but this is not currently required in the U-1 and U-2 zoning districts. Therefore it becomes more important to understand what kind of parking demand will be generated as new development occurs.

ESTABLISH PARKING MANAGEMENT STRATEGIES FOR EVENTS

A few days a year, Uptown hosts events drawing crowds that quickly outpace the supply of available parking. For example the Marion Arts Festival can draw 10,000 people to Uptown on a single day. These events sometimes take over some of the existing parking, further reducing available spaces.

In these cases, many people expect to walk further to get to the festival and are more likely to park further into the neighborhoods. Additional off-site parking can also be provided at community sites (schools, churches) and a shuttle can be used to get people to and from their cars.

These events are rare, and the City should not be trying to accommodate all event parking on site.



CREATE A PARKING/IMPROVEMENT DISTRICT

Uptown Marion Main Street has started the process of coordinating public and private lots. It may make sense for either this group or the City to be the official entity responsible for addressing parking in the Uptown area.

At this point, a parking structure is not needed in the Uptown Marion district, but in the long term, it may be justified. If this is the case, a parking/improvement district should be the operator of the structure.

Different approaches have been used to facilitate a district approach to parking. These include:

DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

A typical downtown development authority oversees infrastructure projects, including parking facilities, roadway projects and physical buildings. Their overall purpose is to also increase the quality of life for residents and businesses through economic and physical revitalization of the downtown.

ENTERPRISE FUNDS

An Enterprise Fund is primarily a self-supporting program that requires developers to pay a fee in lieu to fulfill their parking requirements. Collected funds go back into maintaining and operating the City's parking supply and other infrastructure projects.

PUBLIC-PRIVATE PARTNERSHIPS

The configuration and management of public-private parking partnerships varies by the specific parking needs and demands within the district, along with the adjacent land uses. These partnerships are created to maximize the sharing of parking spaces by various users. Financing for public-private partnerships is provided through developer payments, user fees, common area maintenance charges, and the payment of a fee in lieu of providing parking spaces required by a zoning ordinance.

PARKING BENEFIT DISTRICT

A parking benefits district is a designated area in which the parking revenues raised are then reinvested back into the district for a wide range of improvements. The funds may be used to purchase smart parking meters, walking and biking infrastructure, or to pay for improvements to the public realm, such as street trees, benches, and lighting.

IMPROVEMENT DISTRICTS

Improvement districts are often responsible for maintaining parking operations and services in designated districts. These districts are often partnerships between municipal departments, local organizations, private developers, and private businesses. Improvement districts are financed through parking revenue, property taxes paid by property owners, or member fees.

TRANSPORTATION MANAGEMENT ASSOCIATION (TMA)

A TMA is an organization that carefully applies selected approaches to facilitate the movement of people and goods within an area. Also called Transportation Management Organizations (TMOs) and other names, they vary widely in size, organization, membership, and services offered. TMAs allow businesses to pool their resources to support commuter transportation strategies (for example, carpool incentives, bike/ped facilities, rideshare matching, marketing, etc.) and can act in an advocacy role with local government on behalf of its membership.

MANAGE CURBSIDE PARKING FOR DELIVERY SERVICES, RIDESHARE PROGRAMS AND DROP-OFF ZONES

As discussed above, the district should consider identifying locations for quick, high turnover users like drop-offs (schools, Uber, Lyft), takeout/3rd party delivery (Uber Eats, GrubHub, DoorDash), and parcel delivery (Amazon, UPS, FedEx, USPS). Large drop-offs like food services, merchandise loading, and other truck based distribution should be focused on non-peak hours and to the extent possible, directed to alleys/rear loading.

CREATE A WALKABLE ENVIRONMENT, SO YOU ONLY HAVE TO PARK ONCE

Continuing to focus on making Marion a safe, interesting, and walkable environment will help make peripheral parking spaces more attractive and can relieve pressure on the 4 blocks centered around 7th Avenue and 11th Street.

While this strategy is helpful for able bodied individuals, there are members of the community who are not able to walk multiple blocks to reach a destination. Standards recommend providing one handicap space for every 25 spaces of parking. This roughly works out to a space for every two block faces. These stalls should be located near corners to provide access to as many areas as possible.

RECONFIGURE EXISTING LOTS TO ADD CAPACITY

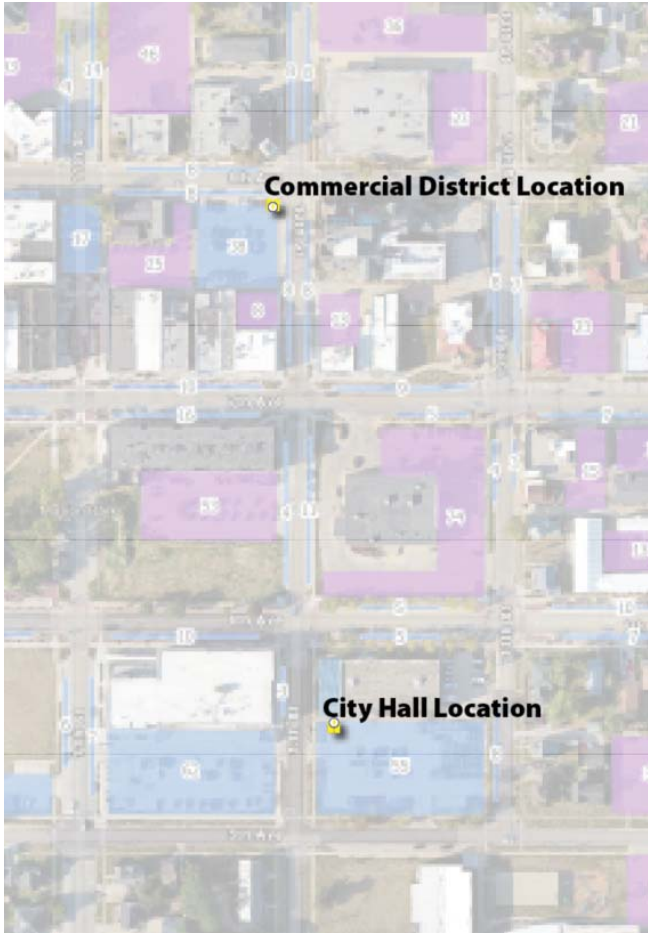
As the City moves towards a shared parking agreement/district parking approach, consider lot redesigns to change the configuration of existing parking lots and striping. There may be opportunities to improve and add spaces if circulation can cross parcel lines.

Reconfiguring lots may also allow for the consolidation of access points and the elimination of drive aprons. This has the effect of creating additional on-street parking spaces.



■ Loading zone spaces

When feasible, drop/loading zones should be located within parking lots. In areas like the historic core, they should be located near building access points. Signage should point delivery/rideshare drivers to these locations, although they are welcome to use standard parking spaces as well if available.



Potential locations of the City's two EV charging stations.

IDENTIFY AREAS FOR EV CHARGING STATIONS

Currently there are no publicly available charging stations for electric vehicles in Uptown. Electric vehicles represent a growing segment of the automobile market. Although they make up a small share of overall vehicles on the road, they represented about 8% of the vehicles sold nationally by the end of 2023. As this trend grows, it will be important to identify locations for EV charging stations in Uptown.

Some communities have installed electric vehicle charging as an economic development measure. Because charging a vehicle, even on a DC Fast Charger, takes some time, drivers are more likely to find locations where they can stop for food, shopping, or recreation while their vehicle charges up. Furthermore, the addition of electric vehicle charging stations can attract residents or businesses that care about sustainability or new and advanced technologies.

The City can be the ones to lead with regards to the development of EV charging by locating stations on public property. Marion Public Library or City Hall would be good spots for EV charging at civic locations. They are proximate to the main commercial district, but would not displace the prime parking spaces with restricted parking (most EV spaces only allow EVs while charging to keep them open for those that need charging).

FUTURE STRATEGIES TO CONSIDER AS CONDITIONS MERIT

Currently, Uptown Marion is able to accommodate parking demand with the existing, available parking. The strategies outlined in previous pages should create additional capacity to help mitigate the impacts of future development.

There may come a time when new developments and infill create a scenario where more intensive strategies are needed. Strategies discussed below are included in the City's "parking toolbox" but are not anticipated to be implemented in the short to medium term.

CONSIDER REVISIONS TO THE ZONING CODE TO ENSURE ADEQUATE FUTURE PARKING SUPPLY

The U-1 and U-2 Districts do not have parking minimums. The purpose of this is to encourage efficient provision of parking in centralized areas and to minimize the negative impacts of parking by discouraging additional curb cuts to maintain the character of the main-street, walkable district. Continue to monitor the efficacy of this approach, and consider the zoning classifications of specific parcels that may redevelop.

IMPLEMENT A PHASED APPROACH TO PAID PARKING, WHERE REVENUE IS REDIRECTED TO STUDY AREA FOR MANAGING PARKING OR OTHER UPTOWN INVESTMENTS

Similar to the discussions regarding the parking structure, at this point free parking is providing an adequate solution. As the City continues to monitor parking demand, it may be necessary to implement areas with paid parking. This can help shift some demand further from the prime areas as people seek out free parking.

Revenues from paid parking can be directed back into parking management programs like enforcement, maintenance, pedestrian safety upgrades, or financing for new parking.

CREATE PARKING ENFORCEMENT LAWS

If the City is going to implement time restrictions and paid parking, there should be some level of enforcement. It does not take regular parking users very long to start ignoring the rules when they figure out that the rules are not being enforced. Enforcement may be on an active basis (dedicated enforcement) or on a reported basis where existing public safety officers respond to complaints of improper/extended parking.

IDENTIFY NEED AND LOCATION FOR PARKING LOT(S) OR STRUCTURE AND DETERMINE THE SIZE

Currently, parking counts and utilization do not merit developing a new public parking structure. This is expected to be the case for at least the short and mid term timelines in Uptown Marion. Depending on design, structured parking can cost twenty to fifty thousand dollars per stall. Most of the public parking lots are small enough that the geometries of a parking lot and the slopes required to create multi-level parking would pose significant challenges.

Furthermore, many of the locations that could accommodate a parking structure would be a few blocks removed from the highest use areas centered on 7th Avenue and 11th Street. These locations are already underutilized for parking and building additional parking in areas where surplus supply already exists is not necessary or helpful to solving the parking problems.

As discussed in the Relevant Plans section of this study, the 2018 Observational Report analyzing demand and feasibility for a parking structure found that it could be feasible, given a number of assumptions. These included significant growth in use, driven by 200-250 new jobs, 150 new residential units, development of entertainment venue(s), and expanded amenities in Uptown. Assumptions also included the loss of parking in key areas.

In the long term, it may make sense to develop a parking structure that can accommodate additional vehicles. Further study would be needed, but the most logical location would be the south side of 8th Avenue between 11th and 12th Streets. In order to get the slopes and geometries to work, it would require the acquisition of private lots and buildings.

STRATEGY	APPROACH	COST	IMPACT	TIMING	STATUS
Implement Now: These strategies are a higher priority, relatively easy to accomplish, and will have a significant impact on parking experience or operations.					
Consolidate parking lots through shared-parking agreements to promote a district-wide parking approach	Improve Efficiency	Low/ Medium	High	Short Term	Started
Establish a unified wayfinding and signage plan that directs people to underutilized lots (shift demand)	Improve Efficiency	Low/ Medium	High	Short Term	Started
Explore on-street parking restrictions to encourage higher turnover	Enhanced Operations	Low	High	Short Term	
Continue to Monitor Parking Utilization	Enhanced Operations	Low	Medium	Ongoing	Active
Identify and designate parking lots for employees	Improve Efficiency	Low	Medium	Short Term	
Establish Parking/Trip Generation plans for existing and future businesses	Enhanced Operations	Low	Medium	Ongoing	
Establish parking management strategies for events	Enhanced Operations	Low	Medium	Ongoing	Active
Implement as Able: These strategies will improve the parking experience and the functioning of the parking. They may have a smaller or more specific impact than the strategies above, but would still benefit the district.					
Create a parking/improvement district	Enhanced Operations	Medium	Medium	Mid Term	
Designate curbside parking for delivery services, rideshare programs and drop-off zones	Enhanced Operations	Low	Low	Short Term	
Create a walkable environment, so you only have to park once	Improve Efficiency	Medium	Low	Ongoing	Active
Reconfigure existing lots to add capacity	Increase Supply	Medium	Low	Mid Term	
Identify areas for EV charging stations	Enhanced Operations	Medium	Low	Short Term	
Implement as Conditions Merit: These strategies are not currently needed, but are discussed as long term strategies if conditions change and merit stronger measures to address parking. These may require additional study and community engagement before implementation.					
Consider revisions to the Zoning Code to Ensure adequate Future Parking Supply	Increase Supply	Low	Medium	Mid Term	
Implement a phased approach to paid parking, where revenue is redirected to study area for managing parking or other Uptown investments	Enhanced Operations	High	Medium	Long Term	
Create parking enforcement laws	Enhanced Operations	High	Medium	Mid Term	
Identify need and location for district-wide parking lot(s) or structure and determine the size	Increase Supply	High	High	Long Term	

