

Introduction

In August 2007, the Main Street Cultural District's Business Improvement Committee formed a Task Force to examine parking issues in the district. This was initially in response to ongoing complaints from both customers and employees about parking tickets. After a year of investigation and discussion with area business owners, employees, MSCD members, and City Staff, the Parking Task Force has come up with a series of recommendations. These recommendations will be rolled out to the City Council in a series of packets, based on the timeframe for implementation (immediate, short-term, long-term) and necessary supporting documentation.

During the process, the Task Force identified the following issues:

- Employees working in the district (particularly those working 8-5) must move their cars every 2-4 hours to avoid parking tickets
- Reserved parking spaces in the CBD lots (X,Y,Z) are under-utilized and often empty in the evenings, however because of the "reserved" designation, visitors may not park there
- Restaurants do not always have enough parking for customers in the evening, especially when there are events in the District
- Customers do not know where the public parking lots are located
- Parking time limits are inconsistent and confusing
- Not enough parking
- Business owners would like free parking for customers on the weekends

Subsequently, the Task Force set the following goals:

1. Simplify existing parking structure to better serve the needs of customers, reduce confusion among visitors and make parking enforcement easier for the City of Ames
2. Meet District employee parking needs, especially for those who work 8+ hour business days
3. Improve parking *availability* for customers of retail and restaurants.
4. Increase the number of public parking spaces available

The recommendations are intended to address these goals by better utilizing the existing parking, and proposing parking additions as part of other longer-term projects. Throughout the process, we have tried to keep the interests of the whole district in mind, both present and future: business owners, employees, customers, and visitors.

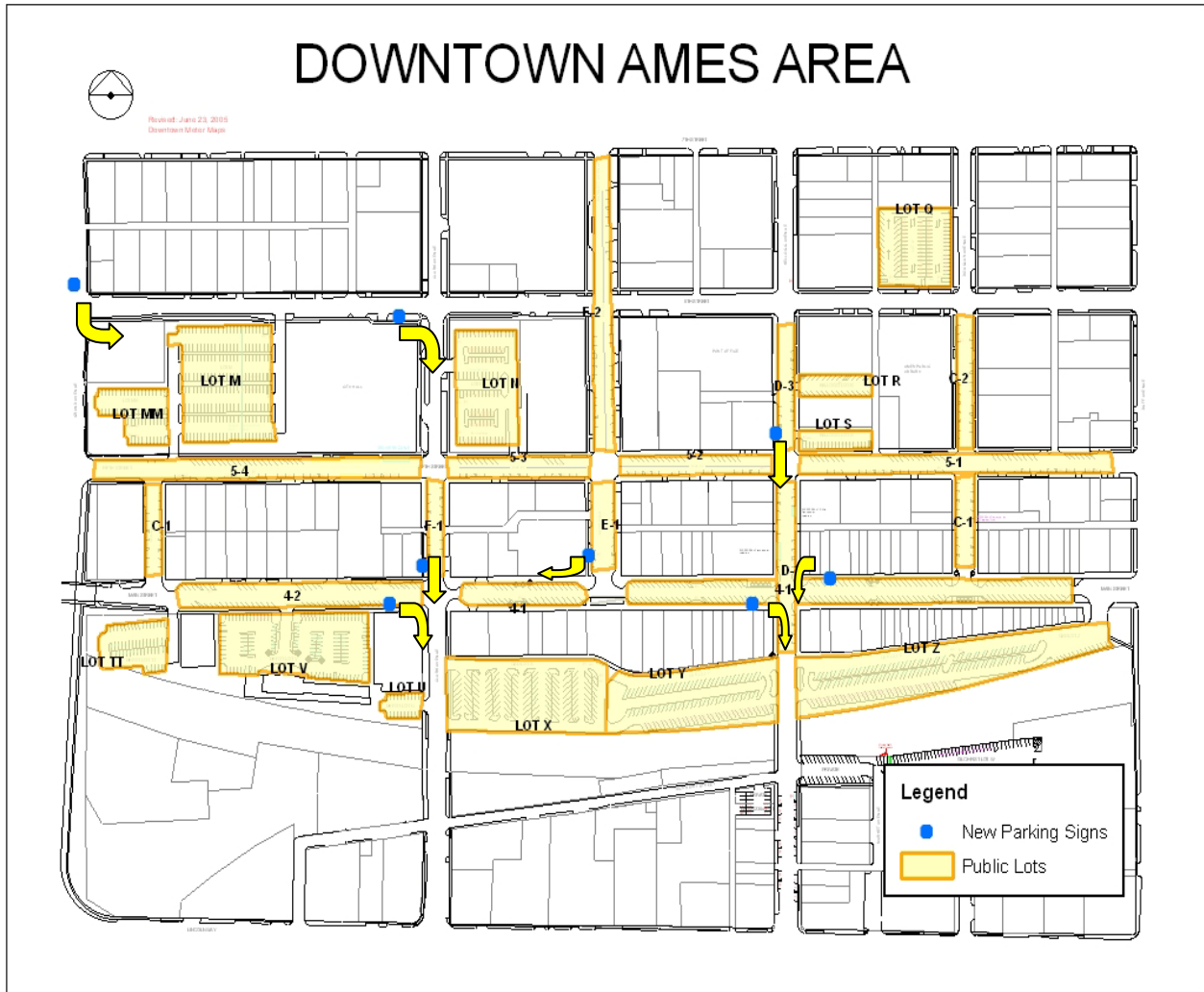
Thank you for your consideration.

Parking Task Force:

Tim Coble – Temptations on Main
John Doyle – Main Street Property Owner
Amber Kobler – ISU Graduate Student
Tony Thrush – Innova

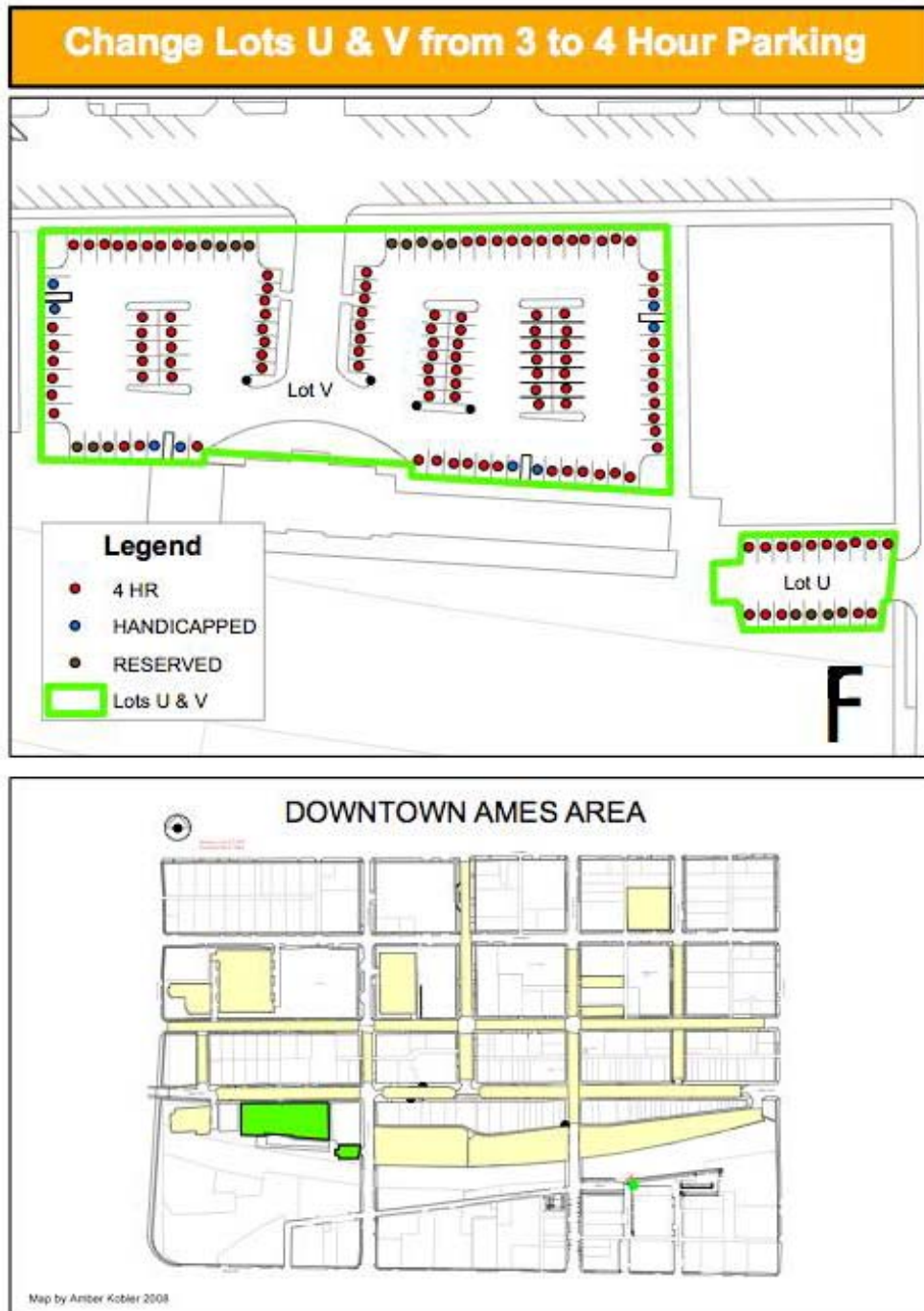
Mike Gilger – Gilger Designs
Megan Backman / Jennifer Schill – Main Street
Cultural District

Recommendation 1: Improve signage directing visitors to public parking lots



The map above shows *potential* locations for signs directing people to public parking lots. Currently, the only signs for public parking are at the entrances to the lots themselves, and are often not very visible.

Recommendation 2: Change time limits in Depot Lots



Here, we recommend changing the time limit in the Depot Lots U & V from the current 3 hours to 4 hours in order to be consistent with the other CBD Parking lots south of Main Street.