

ITEM #: 58
DATE: 05-14-24
DEPT: PD

COUNCIL ACTION FORM

SUBJECT: AMENDMENT TO CHAPTER 18.7A, SPECIAL PENALTY FOR GAME DAY PARKING, TO ADD EVENTS PARKING

BACKGROUND:

Municipal Code, Section 18.7A, (Special Penalty for Game Day Parking) currently authorizes an increased penalty only for illegally parked vehicles occurring on the date of Iowa State University home football games from the hours of 6:00 a.m. to midnight. The special penalty applies to all parking violations within the Game Day Parking Area except for violations of Section 18.18(1) (persons with disabilities parking).

Staff has met with Iowa State about other special events coming to the Ames area, such as the planned large stadium concert occurring later this May. Staff anticipates this concert to attract attendance much like a football game in terms of parking, tailgating, etc. Staff also anticipates an increase in special events in the stadium and new CYTown areas as time goes on.

Given the upcoming large concert and potential for additional similar events, staff is requesting that the Council add language to the existing ordinance to apply the Special Penalty to other special events as designated by resolution of the City Council. The following changes would amend Chapter 18.7A:

18.7A. SPECIAL PENALTY FOR GAME DAY AND SPECIAL EVENTS PARKING

- (1) This special penalty applies in the “Game Day and Special Events Parking Area” as designated by a Resolution adopted by the City Council.
- (2) Notwithstanding the fine amounts stated in Section 18.7 (parking violations), a special penalty of forty dollars (\$40.00) shall be applied to violations occurring on the date of Iowa State University home football games from the hours of 6:00 a.m. to midnight and during other special events as designated by council resolution. However, if the fine is paid within the first seven (7) days of the date of violation, five dollars (\$5.00) of the fine amount will be waived. Any fines that remain unpaid after thirty (30) days from the date of the violation will be deemed contested and may be prosecuted.
- (3) This special penalty applies to all parking violations within the Game Day and Special Events Parking Area except for violations of Section 18.18(1) (persons with disabilities parking).

The existing signage regarding the increased Game Day parking fines is specific to football games, and would need to be modified to be more generic. Rather than replacing all these signs, staff is proposing modifying the existing signs by applying traffic-sign-quality decals. The decals cost approximately \$10 each (\$4,660 for the 466 signs in service). Funding for this expense will come from the Parking Fund. As the signs are replaced over time, permanent sign materials will be used.

The decals would be ordered and applied over the summer. An example is attached, although it should be noted that it may not reflect the final language.

ALTERNATIVES:

1. Approve first reading of an ordinance to amend Chapter 18.7A, Special Penalty for Game Day Parking, to add Special Events Parking as designated by City Council Resolution.
2. Do not modify the Special Penalty for Game Day Parking.

CITY MANAGER'S RECOMMENDED ACTION:

The special events that will be coming to Ames in the future, including stadium concerts and events anticipated as the CYTown area develops, are expected to impact the residential areas around the stadium in the same way home ISU football games do. The increase of illegal parking around these events puts the public at risk by making it difficult for emergency vehicles to respond to medical calls, fire calls, and law enforcement calls for service. In addition, it impacts the residents of the area making it more difficult for them to travel the streets around their homes.

The current ordinance has shown some success in reducing illegal parking during home ISU football games. It is anticipated this strategy will have a similar effect during other large special events by mitigating illegal parking. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as noted above.

ATTACHMENT(S):

[Football and Events Sticker.jpg](#)

[Amendment to Game Day Parking Ordinance.pdf](#)