

The background of the slide is a composite image. The top half shows a dramatic sunset with orange and red clouds over a range of mountains. The bottom half is an aerial photograph of the City of Loveland, CO, showing the downtown area with its buildings, streets, and surrounding greenery.

City of Loveland, CO

Downtown Parking Management Plan

January 20, 2020





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Executive Summary

The City of Loveland spends roughly \$875,000 per year on parking and mobility. That money is spent over eight departments and governmental bodies, with an estimated 15 staff members involved or tangentially involved in parking management, policy, funding, and operations.

Despite the significant recurring expense, the parking system is not functioning optimally. Based on extensive data collection and analysis, public and stakeholder engagement, and best practices comparison conducted between August 2018 and August 2019, Walker Consultants (Walker) has concluded that while there is enough supply to accommodate demand well into the future in aggregate, there are clear and detrimental problems with the system, including:

- **Demand distribution:** Perception of insufficient parking.
- **Balance and equity:** Limited parking for certain user groups.
- **Confusion and frustration:** Lack of knowledge about how and where to park.
- **Looming expenses:** Pressure to add expensive new inventory.
- **Administrative challenges:** A lack of prioritization and attention to parking and mobility needs.
- **Policy challenges:** Off-street parking requirements misaligned with demand-based needs.

Should Loveland continue in this vein, we project that the City will spend over \$11,200,000 in accrued costs over the next ten years just in general upkeep of the parking and mobility system, plus an additional \$2,000,000 to \$4,000,000 in capital expenditures related to adding new inventory in the downtown core in response to

community pressures. Additionally, in Walker's opinion, supported by feedback from staff and the community, adding more inventory alone is unlikely to alleviate the challenges outlined above. This line of thinking is validated through observation of The Foundry garage, which added 300 spaces to the public parking system but did little to mitigate the perception that parking is overutilized and undermanaged.

This report outlines our recommendations for action in key areas, including short-term parking management, long-term parking management, and code and policy. This executive summary includes a high-level overview of our recommendations, separated by category (short-term parking management, long-term parking management, and code and policy) and time frame (immediate-term, near-term, and mid- to long-term). Following is a brief discussion of the guiding data and principles used to inform these recommendations.

Recommendations

Short-Term Parking Management

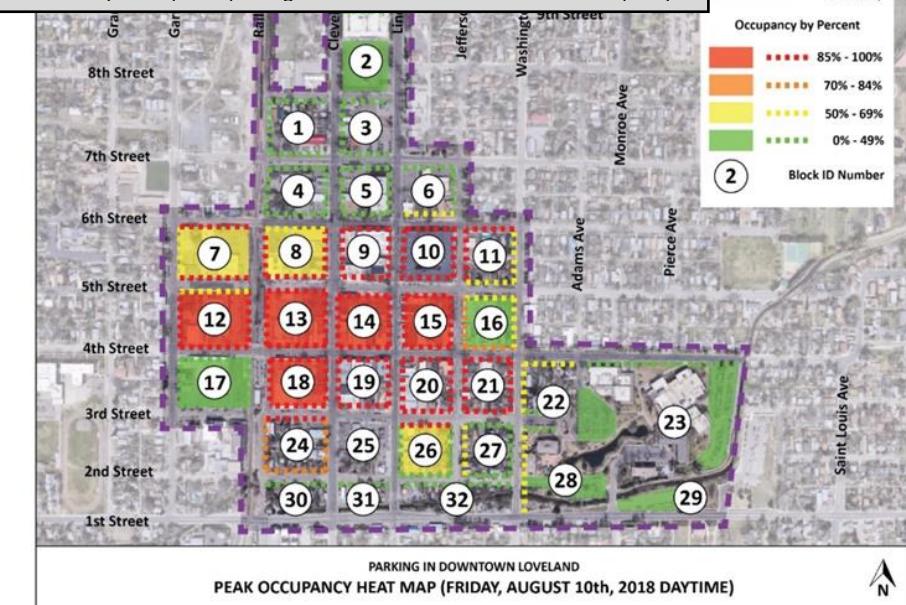
Short-term parking management can help with improved customer access, maximizing efficiency of the parking system, and distributing demand to parking resources beyond the strapped on-street spaces along 4th and 5th streets.

In the **immediate-term (the next 6-18 months)**, Walker recommends leveraging existing resources through the Community Resource Unit (CRU) to encourage turnover in high-demand areas where time limits already exist, and maximize the public's ability to use parking resources shared by private entities (namely the new Foundry parking garage). This would entail sporadic but targeted



CITY OF LOVELAND DOWNTOWN PARKING MANAGEMENT PLAN: EXECUTIVE SUMMARY

Walker's inventory and occupancy analysis found that on-street spaces along 4th and 5th streets **frequently approached or exceeded effective capacity**, while many other public parking resources were at or below 50% occupancy.



sweeps of The Foundry and certain areas in the downtown core during peak hours. Note that there are no licensure or certification requirements for a person tasked with performing parking enforcement. As such, CRU staff, or other designated staff, could perform this task without any prerequisite.

In the **near-term (the next 2-3 years)**, Walker recommends enacting and enforcing uniform 2-hour time limits throughout the downtown core and using technology-based enforcement to do so. Full-scale enforcement is a significant investment, and given the limitations and expense of conducting enforcement with City staff, Walker would recommend contracting with a third-party operator. For full enforcement of the downtown core with an ambassador program focused on customer service over penalties, Walker anticipates an

annual cost of between \$200,000 to \$215,000 per annum, inclusive of regular maintenance and monitoring of downtown parking facilities.

In the **mid- to long- term**, Walker recommends a continuation of enforced time-limited parking throughout the downtown core. In addition, Walker recommends considering a paid parking strategy in the highest-demand areas. Based on preferences expressed by the Loveland community and best practices implemented across the state, Walker would recommend a multi-space meter strategy. It is worth noting that initial capital costs for the meters—estimated between \$100,000 and \$120,000 in 2019 dollars—can generally be covered by the vendors with little to no cost to the municipality, which can pay back the vendors over time using paid parking revenues.

Long-Term Parking Management

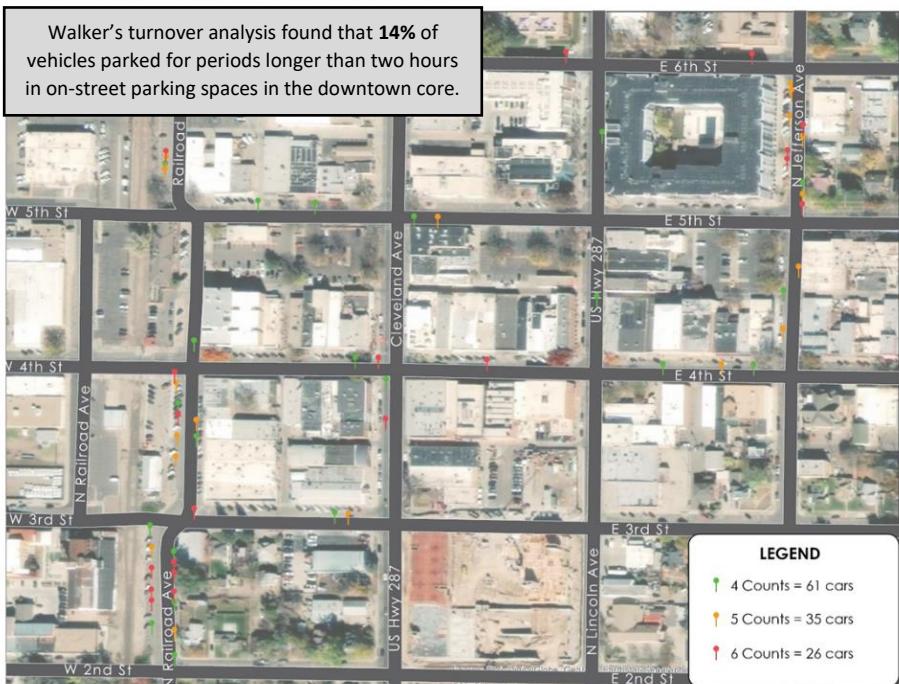
Long-term parking management can help clearly designate and communicate parking options appropriate for long-term parkers, distribute demand, and delineate the right-of-way as a public space.

In the **immediate-term (the next 6-18 months)**, Walker recommends focusing on increasing utilization of The Foundry garage by designating this resource as an option for longer-term parkers, such as downtown employees and residents. In addition, Walker recommends identifying possible areas appropriate for overnight parking—a major concern identified by downtown community members.

In the **near-term (the next 2-3 years)**, Walker recommends creating an application-based off-street parking permit system for downtown employees and residents.



In the **mid- to long- term**, Walker recommends creating an application-based on-street parking permit system for select residential neighborhoods abutting the downtown core.



Code and Policy

Code and policy changes generally refer to updates to off-street parking requirements dictating how new or expanded development provides parking for its users. Changes recommended by Walker can ensure these requirements align with actual market demand for parking, encourage long-term sustainability of the overall parking system, and simplify options for developers.

In the **immediate-term (the next 6-18 months)**, Walker recommends continuing exploration of the City's ability to amend General Improvement District regulations, specifically those pertaining to exemptions from off-street parking requirements. In addition, Walker recommends some updates to base off-street parking requirements and reduction opportunities to better align regulations with market demand.

In the **near-term (the next 2-3 years)**, when and if the General Improvement District regulations can be amended, Walker recommends eliminating the off-street parking requirement exemption for residential uses, even if such uses are part of a mixed-use development.

In the **mid- to long- term**, Walker recommends creating an ongoing funding source for the downtown parking system in the form of a parking in-lieu fee.

Impacts and Best Practices for Mobility-Impaired Community Members

Managed and enforced parking is essential to ensuring proper usage of ADA parking spaces, communicating ADA options to those with ADA placards, and alleviating strain on the most close-in and convenient spaces so they may be used with more frequency by those with mobility challenges.

The ADA provides rights-of-way accessibility guidelines only regarding on-street parking, found within the *Proposed Accessibility Guidelines for Pedestrian Facilities in the Public Right-of-Way*, publication, dated July 26, 2011. While these guidelines have not been amended into law, municipalities are strongly encouraged to follow them to the best of their ability. The guidelines indicate



required accessible on-street parking spaces be provided whenever parking is marked; therefore, within a majority of Downtown Fayetteville, the ADA guidelines should be followed. The following table is adapted from the referenced document showing the number of spaces per block to be provided. Based on Loveland's on-street inventory, this would generally require one to two accessible space per blockface.

Required Accessible On-Street Parking

Total Number of Marked or Metered Parking Spaces on Block Perimeter	Minimum Required Number of Accessible Parking Spaces
1 to 25	1
26 to 50	2
51 to 75	3
76 to 100	4
101 to 150	5
151 to 200	6
201 and over	4% of total

Source: Proposed Accessibility Guidelines for Pedestrian Facilities in the Public Right-of-Way, Table R216

Walker recommends that those conducting parking enforcement not only enforce time limits, but also enforce proper usage of ADA spaces.

In some cases, the City of Loveland has only one accessible space per block, rather than per blockface; in some areas (e.g. largely residential areas abutting downtown with no parking management or time limits) there are no designated ADA spaces at all. As the City begins to formally manage its parking, Walker recommends following these guidelines.

However, inventory is only one of many guidelines for ADA spaces; others include van accessibility, slope, pedestrian path, and signage. Walker recommends that the City pursue an ADA audit every 5-7 years—particularly if ADA inventory is changed—to ensure that the provided accessibility options are in line with the current guidelines and requirements.

Guiding Data and Principles

This report is informed by quantitative and qualitative data collected over a 12-month period, from August 2018 to August 2019. This section summarizes that data and discusses a series of guiding principles used to influence parking management recommendations related to customer and visitor parking, resident and employee parking, and parking code and policy.

Guiding Data

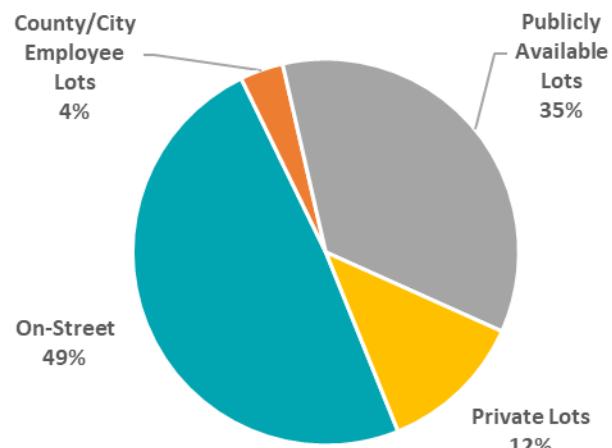
Existing Conditions

Existing conditions were evaluated in August 2018, prior to completion and opening of The Foundry garage, which added 300



public parking spaces to the downtown parking system. At the time of data collection, Downtown Loveland had 2,342 publicly-available spaces in its downtown. Nearly half of the total inventory is on-street spaces, while 35% comprises publicly-available lots, and 12% comprises privately-owned lots open to the public.

Total Inventory Distribution



Observed occupancies peaked on Friday afternoon with nearly 67% of the public parking supply occupied. Peak observed occupancy indicates that parking supply is sufficient to meet demand on an aggregate basis; however, there are local parking shortages in "hot spot" areas along 4th and 5th streets. Nine blocks had greater than 85% on-street occupancy along all four block sides.

Future Conditions

Walker has projected future parking demand in the downtown study area based on development scenarios provided by the City.

While no one has a crystal ball, we can say with reasonable confidence that barring significant changes to development pace and patterns, the City's public parking resources will continue to serve parking demand for the next 5-8 years. Assuming little to no new parking is constructed alongside projected new development, parking demand will exceed existing supply in the 8-10 year range. In this time frame, Walker projects a need for between 150-200 spaces (this accounts for the reduction in on-street space inventory as a result of the HIP Streets Master Plan).

Public Engagement

As part of this process, Walker conducted multiple Technical Advisory and Steering Committee (downtown business owner/stakeholder meetings), two City Council work sessions, as well as two meetings with downtown neighbors and the general public.

Overall, conversations suggested:

- A perception of a lack of available public parking—likely due to a lack of available parking in very high-demand areas along 4th and 5th streets despite plenty of available parking on an aggregate basis.
- Confusion about locations and availability of public parking facilities, such as off-street lots.
- Frustration about a lack of management of parking resources, and a lack of time to get things done related to parking and transportation.
- Excitement about permit programs, stricter enforcement, and marketing of available parking resources through various means.



- Concern that enforcement/parking management would erode Loveland's reputation as a welcoming and friendly place.
- Emphasis on financial conservatism—not spending money where it is unnecessary.
- Concern about too many changes happening too quickly—Loveland is not a big city like Denver.

Guiding Principles

Based on the existing and projected conditions of Loveland's parking system and conversations with community members, staff, and decision-makers, Walker developed the following guiding principles to inform recommendations for parking management and policy.

Principle 1: Downtown Loveland requires a user-friendly system evoking Loveland's welcoming and kind character.

Principle 2: Downtown Loveland requires a transitional system where changes happen gradually and with sensitivity.

Principle 3: Downtown Loveland requires a fiscally-conscious system with the ability to be effective even without large capital and recurring expenditures.

01 Short-Term Parking Management



Short-Term Parking Management

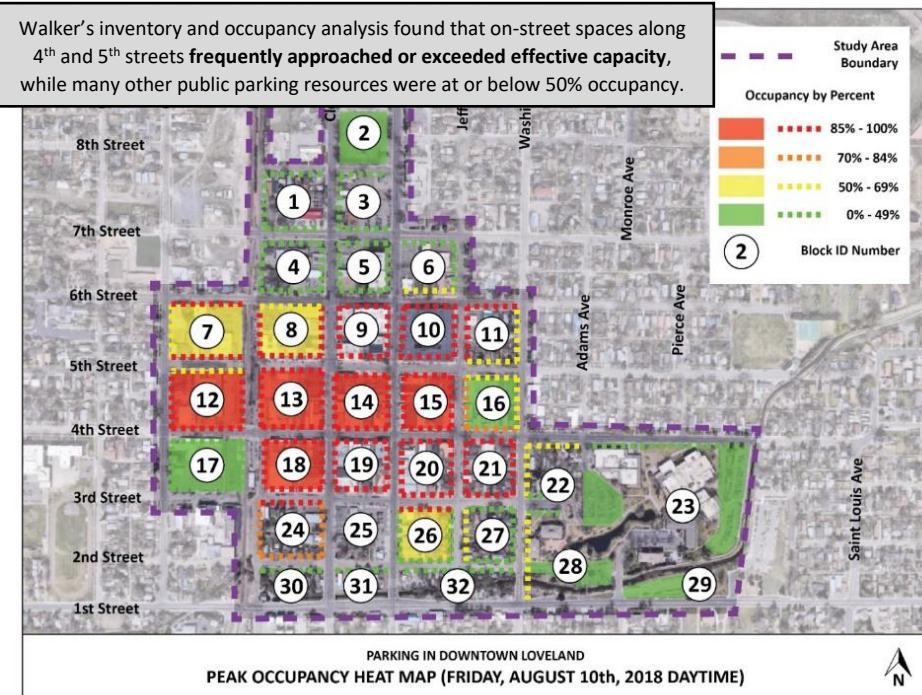
While the inventory of Downtown Loveland's public parking system as a whole is sufficient to accommodate demand well into the future, tightness in the highest demand areas will present increasing challenges without intervention. This section discusses recommendations to manage short-term (primarily customer and visitor) parking in the downtown core in order to alleviate demand crunches and improve level of service for this user group.

In Downtown Loveland, retail and restaurants are primarily concentrated along 4th and 5th streets—as well as Cleveland and Lincoln between 4th and 5th, to a lesser extent. In keeping with typical parking behaviors, retail and restaurant patrons in Downtown Loveland tend to navigate to their final destination and attempt to park their vehicle in an on-street space nearby. Additionally, retail and restaurant patrons, and other visitors of the downtown, generally have fairly high level of service expectations for their parking experience. As such, a general best practice is to maintain the most convenient parking spaces in a downtown—for example, those angled parking spaces along 4th and 5th streets—for customers of and visitors to the downtown.

However, in a system where there are no parking restrictions or where parking restrictions are not enforced (such as downtown Loveland), customers and visitors are competing for the same coveted, convenient spaces as long-term parkers like employees and local residents. Instead of managing existing parking, many communities opt to simply add more parking to the system to accommodate all user types—however, as demonstrated by the addition of 300 public spaces in The Foundry parking structure to the downtown parking system, this method does not alleviate competition for the most convenient spaces. As such, Walker is

recommending short-term parking management as a solution. Short-term parking management can achieve:

- **Improved Customer Access:** Managing short-term parking spaces (e.g. a parking session lasting 2 hours or less) will enhance customers' ability to access these parking resources, as they will be freed up for their intended use.
- **Turnover:** Managing short-term parking increases turnover—the rate at which spaces are made available for a new vehicle—thereby increasing the efficiency of the system by maximizing the number of people it can serve within a certain time period. For example, with no management, a space might turn over every four hours, serving 3 vehicles in a 12-hour period. Conversely, with





active management, a space might turn over every two hours, serving 6 vehicles in a 12-hour period.

- **Demand Distribution:** Currently, there is significant pressure on a relatively small number of spaces in the downtown core to accommodate parking demand. Management focused on these spaces will distribute demand to other parking areas by encouraging those needing a longer parking session to find an alternative resource.

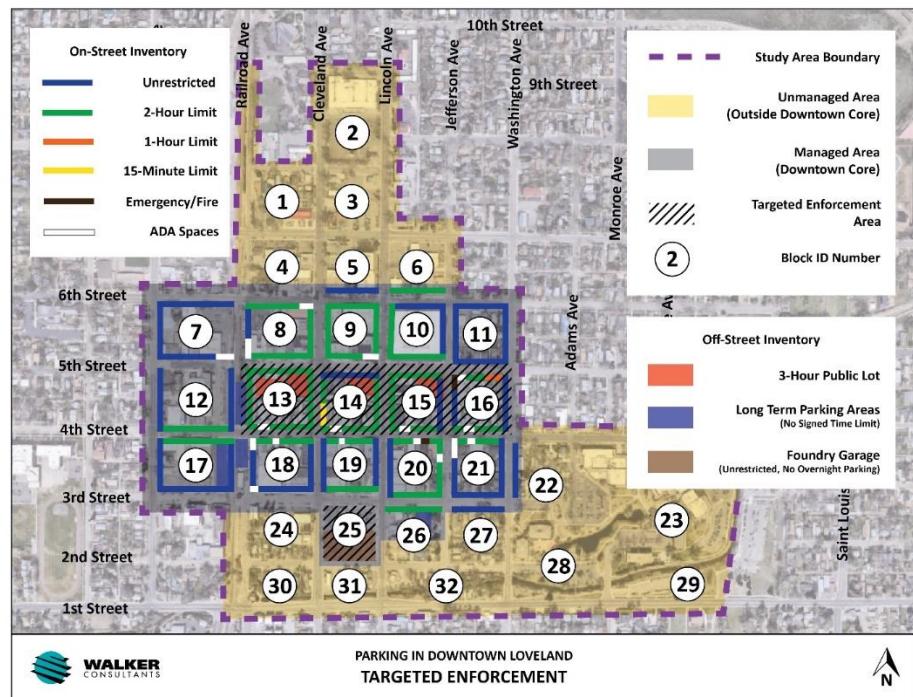
Immediate-Term Recommendations

In the next 6-18 months, Walker recommends focusing on leveraging existing resources to encourage turnover in high-demand areas where time limits already exist, and maximize the public's ability to use parking resources shared by private entities (primarily at The Foundry parking garage).

Who Can Conduct Enforcement: As expressed by members of City Council, as well as staff and stakeholders, the City has a Community Resource Unit (CRU) through which officers can be dedicated to various community building and safety tasks, including sporadic parking enforcement. We recommend that officers within the CRU be assigned to this duty on a rotational basis for the next 12 months, with reconsideration by City Council at the 12-month mark.

Where Should Enforcement Be Conducted: In the immediate term, we recommend that enforcement be focused on The Foundry and in on-street parking along 4th and 5th streets between Washington and Railroad avenues. The following map (Figure 1-1) depicts the recommended areas for targeted enforcement (hatched areas).

Figure 1-1: Immediate-Term Recommended Enforcement Map



When and How Should Enforcement Be Conducted: We recommend that enforcement at The Foundry be conducted one night per week between the hours of 2:00 AM and 5:00 AM on basis wherein the night of the week when enforcement is conducted is unpredictable to the user (for example, conducting enforcement on Monday of one week and Wednesday of the next week). We recommend that on-street enforcement be conducted on a similarly unpredictable basis one day per week between the hours of 11:00 AM and 2:00 PM. Warnings should be provided uniformly for all violators for the first 60 days of enforcement, with fines levied after the first 60 days.



How Much Should We Budget: Given that this recommendation solely entails utilizing existing employees to perform a new task, we do not anticipate additional cost associated with implementation. However, it may be prudent to consider incentivizing officers to take parking enforcement shifts with overtime pay, projected at \$40-50 per hour or time and a half, for the first 60 days.

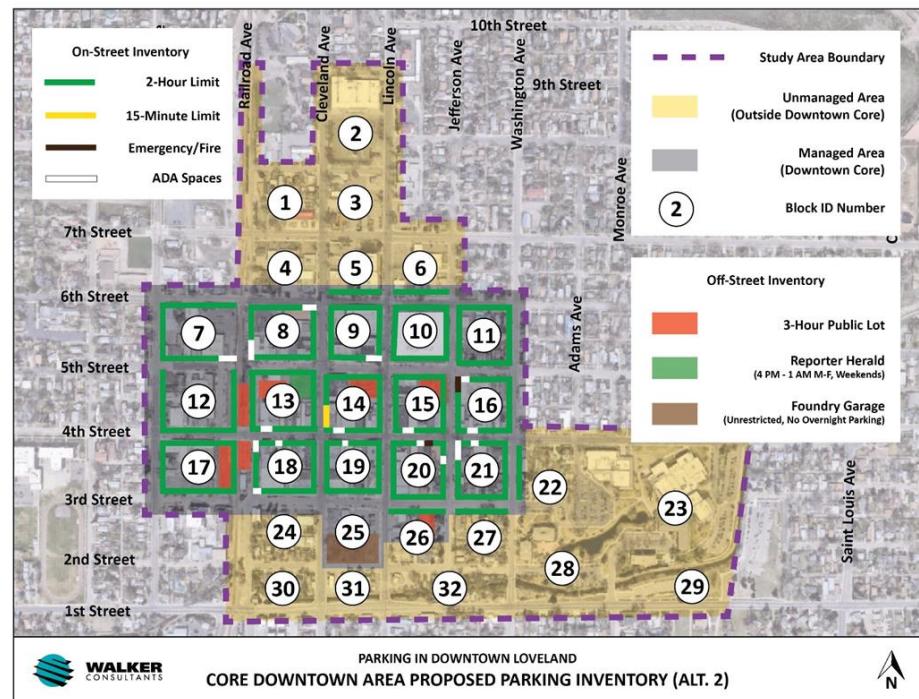
Near-Term Recommendations

In the next 2-3 years, Walker recommends enacting uniform 2-hour time limits throughout the downtown core.

Who Can Conduct Enforcement: With regular enforcement of 2-hour time limits throughout the downtown core, labor needs will increase significantly; as such, it is Walker's recommendation that the City pursue a third-party operator contract upon implementation of this enforcement strategy to perform enforcement, selected through a competitive Request for Proposal (RFP) process, with contract management conducted by a City employee (preferably a parking manager).

Where Should Enforcement Be Conducted: The following map (Figure 1-2) depicts the recommended enforcement strategy for the immediate term.

Figure 1-2: Near-Term Recommended Enforcement Map



When and How Should Enforcement Be Provided: We recommend that enforcement be conducted on an unpredictable but regular schedule throughout the study area. Further, we recommend an "ambassador" philosophy, wherein first-time violators (easily recognizable with digital enforcement technology) are provided with a warning and a parking brochure or map, with graduated fines increasing with each violation. This will ensure that enforcement is recognized as a tool for improved parking service, rather than a "revenue grab" by the City and its partners.

How Much Should We Budget: Full-scale enforcement is a significant investment, though not significantly out of line with what

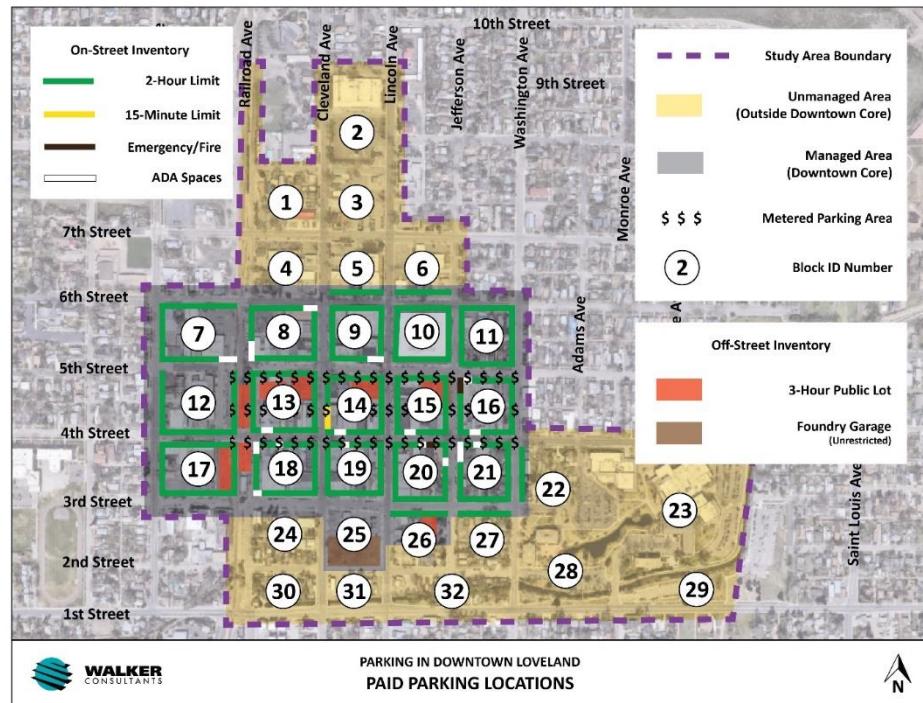


the City is already spending directly and indirectly on parking management, operations, and maintenance. A partnership with a third-party operator that would also be inclusive of regular maintenance and monitoring of parking facilities would entail a roughly \$200,000 to \$215,000 investment per annum, assuming payment of the selected operator through labor and expense unit costs, plus a one-time cost of roughly \$1,000 to \$1,500 in labor costs for the internal RFP development and execution process.

Mid-Term to Long-Term Recommendations

In the mid- to long-term, Walker recommends continuing to enforce time-limited parking throughout the downtown core, and also considering a paid-parking strategy in the highest-demand areas as shown in the figure below (Figure 1-3). Based on discussion with staff, stakeholders, and the general public about paid parking preferences, Walker recommends using multi-space meter technology with a possible validation option for very short-term parking (e.g. 30 minutes to 1 hour free of charge).

Figure 1-3: Mid-Term to Long-Term Recommended Paid Parking Locations



How Much Should We Budget: In the mid- to long-term, we recommend that the City continue to budget roughly \$200,000 – 215,000 (with some annual increases due to inflation) per annum. In addition, paid parking will require an initial capital investment of roughly \$114,000 for multi-space meters covering 155 spaces in on-street inventory (assuming 8 spaces covered per meter and 20 meters purchased). It is worth noting that most multi-space meter vendors will allow for municipalities to procure meters with little to no down payment and repay for the initial cost over time; while



individual agreements and terms may vary, many cities can repay fully in 5-7 years.

Revenue Impacts

While the City of Loveland does not specifically break out fines collected per annum from parking tickets in its budget materials, Walker expects that only nominal revenue (likely under \$10,000) is currently collected from parking fines. This is because the City does

not perform active parking enforcement and, as such, is not actively issuing tickets that would generate such fines.

Cities of comparable size and public parking inventory, such as Greeley, Arvada, and Longmont, that do conduct active parking enforcement generate between \$100,000 to \$150,000 annually in parking fines. This revenue would at least partially offset costs associated with ramping up parking enforcement using additional employee hours and new technology. To track this revenue, Walker

Table 1-1: Summary of Regional Enforcement Practices

Community	LPR	Graduated Fines	Service Provider
Arvada, CO	✓		Third-Party Operator
Golden, CO	✓		Police Dept.
Longmont, CO	✓		Community Services Dept.
Castle Rock, CO			Police Dept.
Broomfield, CO			Police Dept.
Greeley, CO	✓	✓	Code Compliance Dept.
Boulder, CO	✓		Access & Parking Services
Fort Collins, CO	✓	✓	Parking Services
Missoula, MT	✓	✓	Missoula Parking Commission
Carlsbad, CA			Police Dept.

Source: Compiled from each municipality's municipal code, parking information websites, and interviews with City staff



would recommend creating a separate downtown parking fund, which would house both the revenues and expenses associated with parking.

In the future, if and when the City chooses to implement paid parking, a new revenue stream (parking user fees) will be created. Based on data from cities of comparable size and public parking inventory with paid parking, this could increase revenue by between \$75,000 to \$100,000 annually. For the first 5 years or so, this revenue would likely be used to pay back the capital cost of parking meters.

Enforcement Best Practices

To accomplish the desired effects of the parking management program, a robust enforcement program is a critical component. This section provides a summary of items to consider in developing a parking enforcement program, and discusses how other communities in the region have implemented their own programs with similar tenets to those recommended for downtown Loveland.

Enforcement Technology

As shown in Table 1-1, license plate recognition (LPR) in some form is quickly growing in popularity among municipal parking programs. While LPR allows enforcement officers to essentially apply a digital chalk mark to each vehicle, it is a significant investment. Handhelds units for officers on foot generally run \$5,000-6,000 per unit, whereas a vehicle mounted unit starts around \$25,000 per vehicle (exclusive of the vehicle). However, the efficiencies that LPR provide quickly make up for the initial investment. LPR allows

parking enforcement officers to capture an image of each vehicle plate that is tagged with the date, time, GPS coordinates, and often also takes photo of the vehicle showing its location relative to the surrounding area. Not only does this provide enforcement in a manner in which to demonstrate that a vehicle has not moved from a specified location without physically touching the vehicle, but this equipment can also be configured to communicate with the system's parking access and revenue control systems (PARCS) and police systems. For instance, in a community with paid parking using pay-by-license plate kiosks, the kiosks communicate expired plates with the mobile LPR software to alert officers to vehicles that have overstayed their paid time. In areas with neighborhood parking permit programs, the LPR equipment can enable enforcement staff to drive or walk the zone without need to see inside a vehicle to locate a placard or sticker. Additionally, vehicles reported stolen or as having an excessive number of outstanding violations may be located during routine enforcement routes for police response.

License plate-based enforcement technologies decreases staff hours over traditional foot patrols. These technologies not only save payroll costs by expanding the coverage area or frequency of patrols possible per person, but can also increase revenues in citations through those same gains in efficiencies. A mobile LPR setup can patrol more than 1,500 parking spaces per hour.¹

Zone-Based Enforcement

Another consideration in enforcing time limits and paid parking is how far a vehicle must move upon reaching the limit of the parking regulations. In Golden, a vehicle may leave and return to the same space. If the LPR hits on a vehicle but the context image

¹ License Plate Recognition ROI, Operations Commander, accessed September 24, 2019.



appears to show the tire has changed position, no matter how slightly, no citation is issued. Boulder, on the other hand, limits the time one can park at a meter over the course of a full day. If the meter still has paid time on it, for instance if the driver added time to the meter, but the vehicle has exceeded the maximum time limit for that space they will receive an overtime parking citation regardless of the remaining balance on the meter.

Parking Violation Fees

A common concern of business owners and of City decision-makers, such as City Council, is that active enforcement will not represent Loveland as a welcoming and friendly community. To address these concerns, support a customer service-focused parking program, and provide adequate incentive for true parking scofflaws to comply with regulations, many communities are moving toward a graduated fine structure. As shown in the Table 1-2, Greeley, Fort Collins, and Missoula all utilize a graduated fine structure. Greeley and Longmont in particular are strong comparisons for Loveland in terms of acceptability of parking fines, given similar median incomes and other economic metrics.



Table 1-2: Summary of Peer and Neighboring Community Fines for Common Violations

Community	Overtime Parking	Improper Parking ¹	ADA Violation
Arvada, CO	\$25	\$25	\$25
Golden, CO	\$30	\$30	\$75
Longmont, CO ²	\$20	\$25	\$100
Greeley, CO	1 st Citation: warning 2 nd Citation: \$15 3 rd Citation \$30 4 th Citation or More: \$45 each		\$100
Boulder, CO	\$15	\$50	\$112
Fort Collins, CO	1 st Citation: warning 2 nd Citation: \$10 3 rd Citation: \$25 4 th Citation or More: \$50 each	\$25	\$100
Missoula, MT	1 st Citation: warning 2 nd Citation: \$5 3 rd Citation: \$10 4 th Citation: \$15 5 th Citation or More: \$20 each	\$20	\$100

¹ Improper parking is a generalized term intended to represent not parking in a valid space, parking over the line, or similar violation

² Longmont, Colorado is exploring implementation of a graduated fine structure as a result of recent surveys of downtown parking behaviors

Source: Compiled from each municipality's municipal code, parking information websites, and interviews with City staff



Implementing a graduated fine schedule does require use of technology-based enforcement (such as LPR), as enforcement officers must be notified of previous violations so that the correct fee can be applied to each citation issued.

Warning Citations

A common practice among communities that prioritize a welcoming and friendly atmosphere is to provide a warning citation. This allows the first violation to automatically be issued as a warning to educate the driver of the parking policies and avoid a potentially negative last impression on a visitor or customer. Like graduated fine structures, providing a warning as the first citation requires the use of technology-based enforcement as well, in order to track or communicate with a database of vehicle and license plate information.

Ambassador Approach to Enforcement

The perception of parking enforcement is often negative—often because it is presented as a punitive exercise. To combat this perception, Walker recommends the “Ambassador Approach” model for the Downtown Loveland, as used successfully in other Colorado communities like Louisville and Estes Park, given the City’s commitment to a welcoming atmosphere defined by kindness and friendliness.

The mission of the Ambassador Program is to provide hospitality, tourism, and public safety services to local citizens, businesses and visitors, in addition to enforcing parking regulations. Ambassadors are required to complete a multi-faceted training in hospitality and customer service, emergency response and first aid, as well as public transportation and City services.

The primary goals of an Ambassador program are to promote the area, resolve concerns, deter criminal activity, and help make the downtown area a better, safer and friendlier place to live, visit, shop and conduct business. Ambassadors should initiate personal contacts with the parking public (known as “touches”), issue more warnings and slightly fewer citations, and interact with visitors and citizens in a positive manner. The vision of the program is to help promote a progressive, dynamic, customer service-focused downtown experience. Ambassadors may accomplish these goals while providing parking management by monitoring public safety, extending a helping hand in emergency situations, and sharing information about the community. Beyond enforcing parking regulations, the following are examples of appropriate behaviors of Ambassadors:

- To greet visitors and offer customer service
- To be a friendly face in response to what is many people’s initial or final interaction with the City
- To give accurate directions to visitors
- To provide information and explain local traffic and parking regulations to seek voluntary compliance
- To distribute City brochures and maps
- To deter criminal activity by their presence

As shown in the table below, parking regulations are generally enforced 9 to 11 hours per day. Because most core districts, including Downtown Loveland, experience typical peak parking demand midday on a weekday, they generally base their enforcement resources around this time. Based on the characteristics and types of land uses within the district, enforcement may begin earlier in the day or extend into the evening as needed. In areas with a higher concentration of evening activities, such as breweries and restaurants, resources are



extended to cover later hours. The intent is not only to manage peak parking demands, but to also have Parking Ambassadors available to the public when they are most frequently needed.

Table 1-3: Summary of Regional Community Enforcement Hours

Hours of Enforcement	Arvada, CO	Golden, CO	Longmont, CO	Castle Rock, CO	Broomfield, CO	Greeley, CO	Boulder, CO	Fort Collins, CO	Missoula, MT	Eugene, OR	Carlsbad, CA
12:00am – 5:00am											
6:00am											
7:00am		■									
8:00am	■	■		■							
9:00am	■	■	■	■							
10:00am	■	■	■	■							
11:00am	■	■	■	■							
12:00pm	■	■	■	■							
1:00pm	■	■	■	■							
2:00pm											
3:00pm	■	■	■	■							
4:00pm	■	■	■	■							
5:00pm	■		■								
6:00pm	■										
7:00pm											
8:00pm											
9:00pm											
10:00pm											
11:00pm											
Days of Week	M-Sa	M-F	M-F	M-F		M-F	M-Sa	M-Sa	M-F	M-Sa	



Paid Parking Best Practices

While paid parking in high demand areas is a long-term consideration for Downtown Loveland, this section provides high-level considerations for implementation, rate setting, validation options, and paid parking technologies.

Paid parking is a highly effective tool in managing parking demands. Parking utilizes space otherwise available for other land uses such as expanding existing commercial establishments to provide increased floor space for retail sales, or development of new residential properties. In short, parking has not only a direct cost in terms of the land it occupies, and the maintenance and operations associated with enforcing and striping, but an opportunity cost as well. Parking is never provided without cost—someone is always paying for it. In a municipal setting, that cost can be passed along directly to those utilizing the resource, covered by all residents through taxation and funding through the General Fund, to area shoppers through a special tax, perhaps by property owners in the district through a business improvement district, who then pass that cost on through their goods and services, or some combination of these sources.

Pricing parking enables the user to choose an option that best meets their unique needs. They may elect to pay more for a convenient space close to their destination, opt for a cheaper or free space a little further away, or use an alternative mode of transportation. Providing parking options aids in redistributing parking demands for a more balanced parking system that more effectively meets the needs of all users. In addition, paid parking can reduce vehicle miles traveled (VMT) and encourage use of alternative modes, like walking and biking.

Laying the Groundwork

Prior to implementation of paid parking, it is recommended that the City develop ordinance language that not only provide authority for the City to collect revenues from the provision of parking on publicly controlled lands but establish the parameters for the program.

In drafting the ordinance, language used should allow enough flexibility for the City to make decisions related to the paid parking program based on data upon implementation, and to establish program goals to guide future decisions. For instance, many programs establish occupancy targets related to effective capacity, or at 85 percent, to consider when setting time limits and rates. They also provide a range in which rates may be set by the program's managing authority. This range provide greater flexibility in market reaction to maintain program goals without the need to rewrite the ordinance.

Ordinance language should be cautious not to limit the means by which parking revenues are charged and collected. For instance, language specifically referencing meters limits the ability to utilize mobile phone

How Have Other Communities Established Paid Parking Ordinances?

Bridgeport, Connecticut utilizes the definitions section of their ordinance to update what may be considered a "parking meter" throughout their ordinance by update the definition: *"Parking device" or "parking meter", as the context requires, means a single or multi-space meter, kiosk, pay station, pay-by-space, pay-by-plate, pay-by-card or other future payment system or methodology for the parking of vehicles.*

In Manitou Springs, parking fees are established by resolution of the city council, providing the city pricing decision making control over their private operator, as well as providing for payment "by any method allowed by the city." The full language concerning parking fees reads, *Parking fees shall be set by resolution of the city council, and all required fees shall be paid by any method allowed by the city, which may include bills, coins, credit cards, smart cards, or other technology methods such as pay by cell phone, online prepaid parking, and validations.*



applications. Rather than referencing a “parking meter” consider “parking payment device” or “approved payment method.” Given how quickly the parking and mobility industry is changing, it is important to use inclusive language that does not limit future options.

On-Street Parking

In the context of Downtown Loveland, the goal is to price on-street parking to promote turnover and encourage long-term users to use off-street facilities. Not only does this provide appropriate value for the most in demand parking supply, but it frees up the more convenient curbside spaces for customers, which in turn leads to increased sales revenues for area businesses in many communities. Adding time limits and prohibiting re-parking within a given area further discourages long-term parkers from “feeding the meter.”

A common concern among business owners in areas during initial implementation of paid parking, is that customers will stop patronizing the area in favor of businesses that provide “free” parking by including the cost of providing and maintaining parking within the cost of their goods and services. Conversely, studies have shown a generally positive correlation between paid parking and economic productivity in a certain area. However, to alleviate concerns around a drop-off in business activity following the implementation of paid parking, The City may opt to provide an initial period of free parking and/or a validation program for businesses to subsidize customer parking.

In considering a validation program, the City should consider capping each validation for on-street facilities in order to ensure that the paid parking system is still encouraging turnover. It is

recommended that a cap of 30 minutes to 1 hour be considered for the Downtown Loveland parking system for parking validations.

Communities Providing Time-Limited Free Parking with Pay-to-Stay

Several communities throughout the region utilizing paid parking to manage on-street parking demands also employ a period of free time limited parking. Table 1-4 provides a summary of several communities providing time limited free parking with the option to pay to stay an extended period. Where applicable, the table also notes where time limits are utilized to limit the total duration of stay.

How Have Other Communities Set Up Validation Programs for Paid Parking?

Downtown Ann Arbor uses a tracked monthly validation program to provide relief for paying customers while ensuring that overall parking revenue is not reduced. Using a revenue management system, validation tickets are recorded as a negative amount when collected. At the end of each 30-day period, the parking accounts receivable information system generates an invoice of all validation charges that have occurred throughout the month based on tickets collected. Once the invoice has been paid by participating businesses it is recorded as positive revenue in the system and applied to the correct account.

Businesses participating in the Ann Arbor parking system validation program are responsible for completing a validation account application before using this service. Validations may take the form of a pre-printed ‘chaser ticket’ assigned to the validation account number or the form of a pre-paid parking coupon (stamps). Patrons may purchase both types of parking validations through the Maynard garage office. The pre-printed chaser tickets have no monetary value until utilized at the garage exit station. The pre-paid coupons however have immediate value as books of 100 stamps merely require affixing a stamp to the front of the parking ticket.



Table 1-4: Sample of Regional Communities Using Time Limited Parking in Conjunction with Pay-to-Stay

Community	Duration of Free Parking
Breckenridge, CO	15 minutes
Greeley, Co	2 hours
Manitou Springs, CO	30 minutes
Boise, ID	20 minutes

Source: Walker Consultants, 2019

Technology

This Plan recommends that in any area where paid parking is implemented, the City use multi-space meters with multiple payment capabilities (cash, credit card, and debit card) and offer a Pay-by-Phone option. Additionally, the City could offer a validation system for retailers in the form of a code (given to customers) that could be integrated into the meter system. Note that the validation system would not excuse payment entirely—rather, it would allow merchants to pay for parking, or a portion thereof, on behalf of their customers.

A growing trend for municipalities is to move away from the use of traditional parking meters and replace them with multi-space meters. There are three main types of multi-space meters: Pay and Display, Pay by Space, and Pay by Plate—differentiated by how the user shows enforcement officers that they have paid. Numerous companies manufacture variations of multi-space meters; however, most of the kiosks are solar powered, equipped with wireless software to allow for real-time monitoring and integration between

several kiosks, and accept coins, dollars, credit cards and smart cards.

Multi-Space meters have numerous advantages over traditional parking meters including:

- Increased revenue (between 20-40%) without increasing parking rates
- When paying with a credit card, customers often pay for the maximum amount of time
- Systems where the customer pays for an amount of time and displays a receipt in his or her dash do not allow for another car to take advantage of pre-paid time as can occur with meters
- Can easily accommodate a variable rate structure thereby improving turnaround by encouraging short stays and reducing the number of all-day parkers
- Provides instructions in multiple languages
- Use of Pay and Display and Pay by Plate multi-space meters does not require individually marked spaces; therefore, a standard city block can generally accommodate at least one extra car when compared to Pay by Space and individually metered spaces
- Integrated software that allows for real-time monitoring, communication of data between kiosks and a central command station which allows for enhanced enforcement, collection, auditing and maintenance while greatly reducing operating costs
- Increases ticketing accuracy, resulting in fewer traffic court challenges



- Improves aesthetics of city streets because there are far fewer kiosks compared to single space meters
- Lower installation fee because less kiosks are required, and they are a self-sufficient unit not requiring wiring or concrete
- By being wireless, each kiosk can be installed in one hour by a single person
- Online credit card authorization allows the operator to accept payment only from valid credit cards, drastically reducing fraud that results from bad, or expired credit cards
- Manufacturers can tailor kiosks to meet municipalities' individual needs
- Easily upgradeable, eliminating the need to replace the kiosks when new technology becomes available
- Various flexible financing options exist, and in some cases tax-exempt leases are available

website includes a FlashPlayer Slideshow showing how to use the meters.

- Oklahoma City, Oklahoma – The city installed six multi-space meters at various downtown sites for a three-month trial period. The trial period will allow for the evaluation of a large-scale replacement of the city's 1,400 aging meters. The pay stations have capabilities that allow patrons to pay by their cell phone, receive additional payments from cell phones and place a warning call to the parker when time is nearing expiration.
- Cedar Rapids, Iowa – ParkCR created a series of informational and entertaining videos to introduce the community to LUKE multi-space meters that replaced single space, coin only meters. Videos demonstrated how to operate the kiosks and provided advantages of the new system, such as no longer needing to carry change.

Disadvantages of multi-space meters include:

- Higher initial cost to purchase each kiosk
- Some users find the kiosks difficult or confusing to use
- Cities that have not properly educated and informed the public about the transition to multi-space meters have experienced a high rate of failure in terms of patrons accepting the systems. In some cities, the multi-space meters were removed in response to customer complaints.

The following are a few "Best Of" examples of U.S. cities currently using multi-space meters.

- Columbia, Missouri – The City created a website with detailed instructions for using the multi-space meters. The



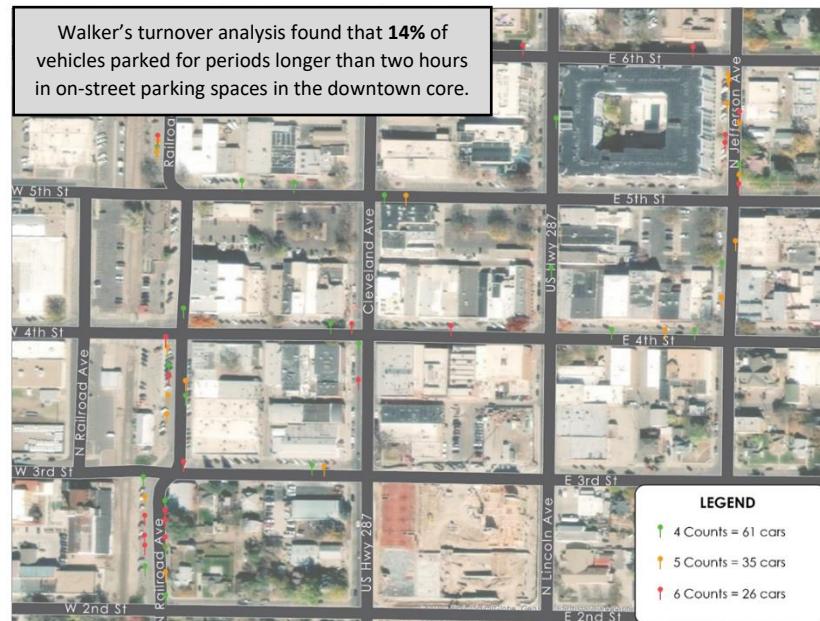
02 Long-Term Parking Management



Long-Term Parking Management

Throughout the community engagement process, respondents emphasized the need for long-term parking options for residents and downtown employees unable to adhere to the two-hour time limits throughout the downtown. As these time limits are expanded and uniformly enforced in the downtown core, there will be an increasing desire for such long-term parking options to ensure an appropriate service level for users needing to stay in the downtown for larger portions of the day.

As noted in the Short-Term Parking Management Section, residents and downtown employees are currently competing for the same spaces as customers. While the previous section focused on managing short-term on-street spaces to prioritize customers and visitors in the most convenient downtown parking areas, this



section discusses how to ensure appropriate and sustainable parking options for those requiring longer parking sessions.

Long-term parking management generally entails designation of specific areas for employee and resident parking—particularly in areas slightly farther out from the core area (e.g. 4th and 5th streets and Cleveland and Lincoln Streets). Designation of these areas through long-term parking management strategies, such as clear signage and communication and permit options, can achieve:

- **Clearly Communicated Options:** At present, there is no clearly designated option for long-term parkers in the Downtown Loveland system. These initiatives would direct this parker type to parking resources appropriate for them, thereby reducing competition for on-street parking spaces.
- **Demand Distribution:** Through allocation of alternative parking resources and effective communication, parking demand will be more equitably distributed throughout the parking system, mitigating demand crunches in high-activity areas.
- **Right-of-Way Delineation:** A permit system for long-term—particularly the on-street residential parking permit system—will create opportunities for the City to clearly delineate the right-of-way and establish public ownership of the right-of-way. This is a feature encouraged by many residents who expressed frustration with an existing lack of right-of-way enforcement and appropriate curb markings and signage.

Immediate-Term Recommendations

In the next 6-18 months, Walker recommends focusing on increasing utilization of The Foundry garage—the City's new public

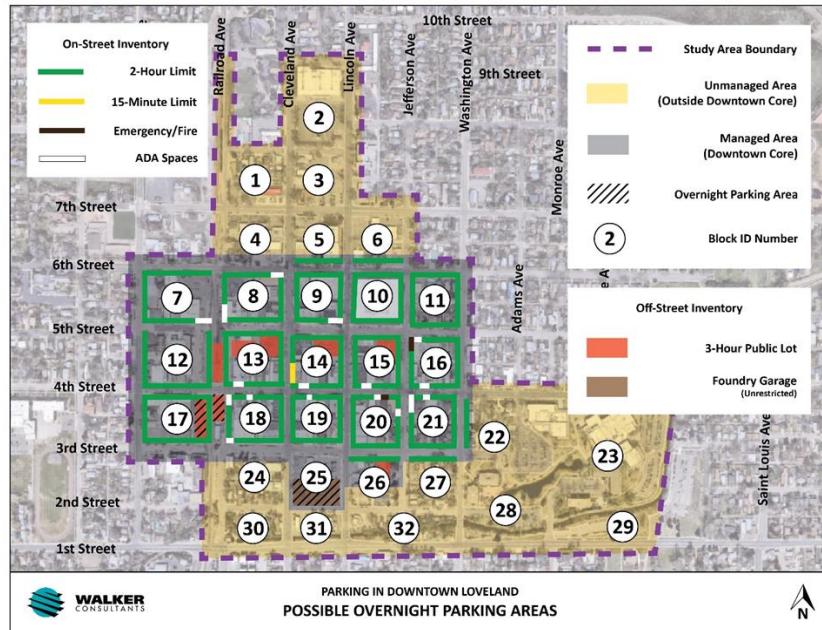


parking asset—and selecting areas appropriate for overnight parking, a need identified by many downtown stakeholders.

Spread the Word about The Foundry: Officially identify The Foundry parking garage as a long-term parking option primarily suited for downtown employees, with downtown residents with no other parking option (e.g. tenants of the Lovelander) as a secondary user group. Work with the Downtown Development Authority to advertise this parking option.

Identify Possible Overnight Parking Areas: Identify possible off-street parking areas appropriate for designated overnight parking. Walker's recommendations are summarized in the map below (Figure 2-1).

Figure 2-1: Recommended Overnight Parking Areas



How Much Should We Budget: Aside from some cursory costs associated with marketing The Foundry parking garage (less than \$500 per year), Walker does not anticipate any significant recurring or capital investment to implement these recommendations, meaning that no impacts to the City's current expense budget are expected.

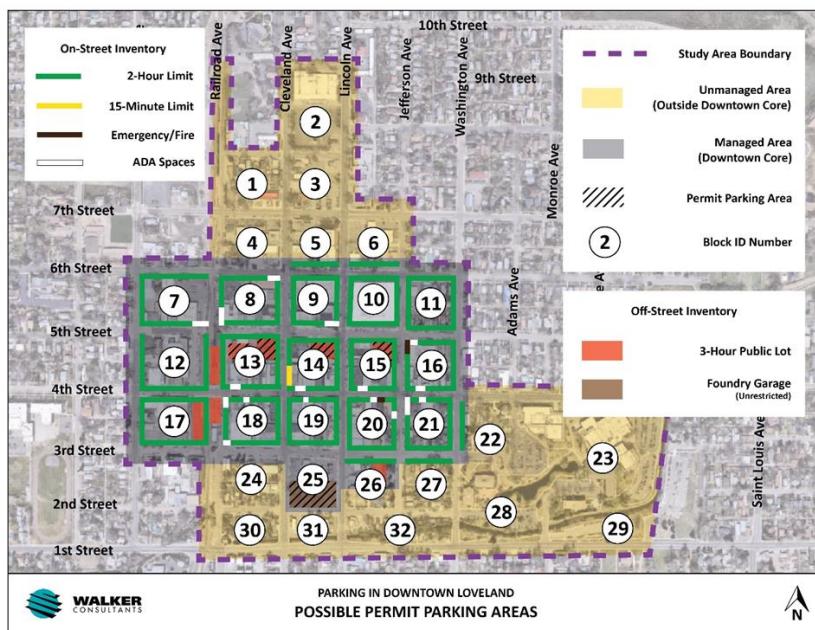
Near-Term Recommendations

In the next 2-3 years, Walker recommends creating clear and deliberate parking opportunities for downtown employees and some downtown residents, while recouping a portion of operations and maintenance costs associated with off-street parking areas.



Create an Off-Street Downtown Permit Parking System: Implement a permit parking system for downtown employees and residents. This permit system would allow these users types to procure monthly parking for The Foundry parking garage and other select off-street public parking areas. This permit should be available on an application-only basis and should require proof of employment within the downtown core, or proof of residence with no other available parking within the downtown core for a resident applicant. The following figure (Figure 2-2) summarizes Walker's recommendations for public parking areas available for permit parking.

Figure 2-2: Recommended Permit Parking Areas



How Much Should We Budget: Given the scale of these duties, in addition to other duties associated with short-term parking management recommendations, Walker recommends the hiring of a full-time parking manager, reporting to the Public Works Director. We project a \$90,000 to \$105,000 annual cost for this new position, including salary and benefits, plus a one-time cumulative hiring cost of \$3,000 to \$5,000. Walker recommends a \$20 to \$30 monthly charge for the permit to recoup some costs associated with management of the facilities eligible for permit parking. This charge is well below market rate for similarly-maintained facilities. We do recommend some outreach to local business owners through the Downtown Development Authority to evaluate cost acceptance.

Mid-Term to Long-Term Recommendations

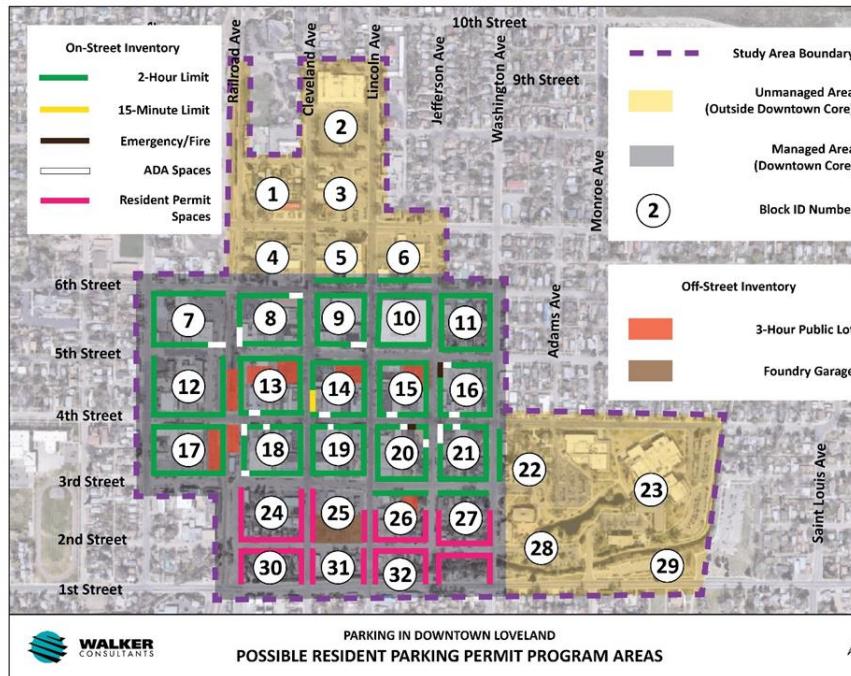
In the mid- to long-term, Walker recommends expanding permitted parking to include on-street parking in select residential neighborhoods abutting the downtown core. This will ensure continued protection from any spillover resulting from increased development, density, and activity downtown.

Create an On-Street Resident Permit Parking System: Designate on-street residential permit parking areas on select streets. The permit system should be application-based and should require proof of residence and a demonstration of a lack of private space to park personal vehicles. In addition, we recommend that up to two vehicles per household be allowed free of charge, with a nominal annual per vehicle cost as the number per household increases (e.g. \$25 per additional vehicle per year). The following figure (Figure 2-3) summarizes Walker's initial recommendations for possible on-street residential parking permit areas; however, the City should



carefully reconsider these areas upon future implementation as development patterns may shift spillover potential.

Figure 2-3: Mid-Term to Long-Term Possible On-Street RPP Areas



How Much Should We Budget: Walker does not project any increases to the City's existing expense budget associated with this recommendation.

Long-Term Parking Permit Program Best Practices

Though managed parking is a feature of many downtowns and other high-density areas and towns across Colorado, there are a

limited number of municipalities in Colorado with permit programs. This section provides a summary of how various municipalities with matured, robust permit parking implemented their programs, and considerations for the City of Loveland to evaluate when creating its own.

These cities are the following:

- Boulder, CO
- Fort Collins, CO
- Aspen, CO
- Denver, CO
- Golden, CO
- Eugene, OR

It should be noted it is possible that costs, fees, and other characteristics of the parking permit systems in these cities may have changed since this research was conducted; the information contained herein is current as of December 2019.



Permit Program Types

Table 2-1: Permit Program Types by Municipality

City	Boulder, CO	Fort Collins, CO	Aspen, CO	Denver, CO	Golden, CO	Eugene, OR
Resident Parking Permit	No	Yes	Yes	Yes	Yes	Yes
Neighborhood/Area Parking Permit	Yes	No	No	Yes	No	No
High-Occupancy Vehicle Parking Permit	No	No	Yes	No	No	No
Downtown Parking Permit Only	No	No	No	No	Yes	No
Business/Employee Parking Permit	No	Yes	Yes	No	No	No
Commuter Parking Permit	No	Yes	No	No	No	No

Out of the six cities examined, all but one had a permit program specifically for residents. One city modelled its permit program on a neighborhood-by-neighborhood basis, with the same type of permit being available to residents, guests, and employees/business owners. Aspen had separate permit program strictly for high-occupancy vehicles, a program that has recently been expanded to include electric vehicles. Denver's parking program for residents isn't delineated by zone per se; with the exception of two formally-designated areas, resident permit holder can park anywhere within a certain designated radius of their home address where there are posted time restrictions. The two formally-designated areas had their own permit programs in place. Golden has a downtown permit zone with a universal permit available to residents, guests, and employees, in addition to its resident-specific permit program for other zones.

Table 2-1 compares permit program types for the municipalities studied.

Time Limits

Every city studied except Denver primarily or exclusively had two-hour time limits imposed on its restricted public on-street parking. Parking for the first two hours was generally free in all resident areas for any user group, with Golden enabling paid parking beyond two hours within the downtown zones. The one special zone in Boulder had no time limit, and Boulder featured five zones that had three-hour limits.

Table 2-2: Time Limits by Municipality for Non-Permit Parkers

2-Hour Limit	Variable Limit
Fort Collins	Boulder
Aspen	Denver
Golden	
Eugene (OR)	



Fort Collins, CO Permit System

Fort Collins, Loveland's immediate neighbor to the north, has a mature parking permit system in place that spans many areas and zones. The city, in addition to its resident permit program, also issues guest permits, work permits, business permits, and commuter permits.

Through its permit ordinance, Fort Collins established a process by which citizens can expand the boundaries of existing permitted areas or create new ones. The process is never initiated by the city; only members of a neighborhood can initiate. The process begins with neighborhood members collecting at least 10 signatures on a petition of neighbors in favor of a new zone. After the minimum number of signatures has been gathered, a formal neighborhood meeting is held where members of the neighborhood can weigh the pros and cons. If sentiment is favorable, then the City will commission a parking occupancy study to be conducted by an external party that specializes in transportation and parking planning. If peak occupancy can be demonstrated to be at or above 70%, and remain there for extended periods of time, then the issue will go to a formal vote.

It is the goal of city staff to keep costs and fees reasonable, and according to city staff, the revenue collected does not completely pay for the program. Staff has expressed that it wishes to keep parking affordable so that it remains close and convenient.

In each zone, households have different numbers of permits they can get. Households in the highest-demand areas with the most constrained parking supply can receive three permits and in the lowest-demand areas they can receive five permits.

Enforcement of Permit Zones

All cities observed had enforcement periods during business hours on weekdays, though the start and end times varied by up to two hours. Boulder had one residential neighborhood that featured evening enforcement during weekends. Golden and Fort Collins did not enforce during summer months for zones within their

respective college campus areas. Fort Collins has some areas with Saturday enforcement.

Data on enforcement methods was not available for all cities. Boulder currently has 10 full-time parking enforcement officers that oversee parking enforcement city-wide in all zones there. Fort Collins's enforcement is conducted by its Parking Services department using license plate reader (LPR) technology, with enforcement runs conducted every two hours during the enforcement period. Denver and Aspen also uses LPR technology for their enforcement process.

Cost to Park without Permit

In most permit zones across the cities studied, there was no method to allow for payment for additional parking past two hours if a driver does not possess a valid permit. In Boulder's one special zone, unpermitted vehicles are charged \$2.50 per hour to park with no limit. In Golden's downtown zone, unpermitted vehicles are charged \$2 an hour, up to an \$8 maximum.

Cost of Violation

Costs of violations for the cities studied varied between either graduated fine structures or a flat fine structure, with or without late penalties. As of two years ago, five of the six cities had a flat fine structure, with only Fort Collins having a graduated one.

Late fees ranged from \$10 in Aspen, assessed after 10 days, to \$30 in Golden, also assessed after 10 days. Fort Collins considers payments to be late if not received within 180 days of the first violation.



Who Can Possess a Permit?

All cities studied allowed for multiple resident permits per household, ranging from two in Boulder to unlimited in Eugene. Two of the cities allowed five permits per household. In Golden, there is a universal permit available to all residents, tenants, property owners, and businesses located anywhere within the downtown, and permit holders may also freely park within their specified resident zone. In Denver, anyone can obtain a permit as long as they link the permit to a specific address; the license plate itself serves as the permit. The number of visitor passes available to each household ranged from two in Boulder to three in Eugene. Other types of users, such as commuters and high-occupancy vehicles in Aspen, were allowed one permit per commuter and vehicle respectively.

vehicles free and \$40 for each vehicle thereafter. The highest-density permit zone, however, is \$150 per vehicle per quarter, or \$600 per year.

Cost to Park with Permit

Costs and cost structures to purchase permits varied widely. Boulder employed a flat fee per permit for all user types, but limits residential permits to two per household. All permit types are free upon proof of residency, tenancy, employment, or business ownership in Golden and Denver. Fort Collins uses a graduated cost scale for all residents and business permit holders, with commuter permit holders paying a flat \$40 per month. Aspen has a graduated scale for residents, with up to 4 permits allowed per household. Aspen charges businesses \$600 every six months for a permit (that covers all vehicles and employees per business) and \$8 for day passes (HOV vehicles qualify for a free HOV Vehicle day pass).

Eugene uniquely employs a market demand-based model for its permits, where cost varies by density and centrality to the city center. The lowest-density permit zone allows for up to two

03 Code and Policy



Conclusion



Code and Policy

The City of Loveland uses standard use-based off-street parking requirements for new development—consistent with many municipalities across the state and the country—with nuanced opportunities for parking reductions. Within the General Improvement District boundary, no new off-street parking is required for any commercial or mixed-use development, even if that development includes a residential component. This section discusses recommended adjustments to this and other policies impacting how off-street parking is provided and managed by private entities, with a brief discussion of how Loveland's requirements compare to those of other municipalities in the region.

Beyond simple use-by-use requirements, many municipalities use their off-street parking codes to incentivize—and even disincentivize—certain kinds of development, or development in certain parts of the community. For example, the City of Loveland allows parking reductions for uses with a clear community benefit, such as affordable or age-restricted housing. While Walker recommends maintaining some of these reductions, we also push communities toward aligning opportunities to reduce off-street parking with a clear and demonstrated reduction in market demand.

The recommendations included in this section are intended to encourage:

- **Alignment with Market Demand:** Use-based off-street parking requirements should align with industry standards, as developed by Walker, the Urban Land Institute, the

Institute of Transportation Engineers, and other experts in this area of study.

- **Sustainability:** While a certain level of incentivization for desirable development types or areas is acceptable, efforts to incentivize must not disrupt the community's ability to accommodate parking demand. Reductions in parking should be granted to those developments demonstrating parking demands less than those projected by use-based off-street parking requirements in the code, whether through incorporation of alternative modes of travel, shared parking, alternative parking ratios for certain uses, or other means.
- **Simplification:** Like other code sections, off-street parking requirements should be simple and straightforward, to the benefit of both the development community and City staff and officials.

Immediate-Term Recommendations

In the next 6-18 months, Walker recommends continuing exploration of the City's ability to amend General Improvement District regulations, and the legislative path for doing so. In addition, Walker recommends pursuing straightforward changes to off-street parking requirements Citywide.

Identify and Develop Procedure to Amend General Improvement District Regulations: The City is currently undergoing exploration of the procedure necessary to change General Improvement District regulations to reflect current needs, including development requirements, financial assessments for properties within the GID, and other issues. In the immediate term, Walker recommends continuing this exploration and identifying the legislative procedure through which changes to the GID could be made.



Adjust off-street parking requirements to simplify and reflect market demand: We recommend amending base off-street parking requirements pursuant to the recommendations shown in Table 3-1, as well as the following changes:

- **Section 18.05.03.06- Parking Credits and Reductions:**

Walker recommends maintaining Reduction (D) for Qualified Affordable Housing Development and Reduction for Age-Restricted Multifamily Residential Development, and eliminating all other administrative options for reductions without the provision of a parking study for the specific development. This change is not expected to significantly increase administrative workload for City planners given the existing burden of reviewing projects applying for current reduction opportunities. This change will also ensure that future projects receive parking reductions commensurate with actual parking demand.

Table 3-1: Recommended Off-Street Parking Requirement Changes (Section 18.05.03.03)

Use Categories/Specific Use	Ratio	Suggested Ratio
<i>Residential</i>		
Duplex or Townhouse (all types)	2 spaces per dwelling unit	1.75 spaces per dwelling unit
Infill Multifamily	1 space per studio 2 spaces/2+ BR	1 space per studio 1.75 spaces/2 BR

		2 spaces/3+BR
Downtown Multifamily	1 space per studio 2 spaces/2+ BR	1 space per studio 1.75 spaces/2 BR 2 spaces/3+BR
Cottage	1.5 spaces/dwelling unit	1.1 spaces/dwelling unit
Residential Amenity Area	1 space per 750 sf	No parking requirement
<i>Special Residential</i>		
Live-Work Unit	3 spaces per dwelling unit	1.2 spaces per dwelling unit
Rooming House (Small/Large)	1 space per bedroom	0.75/bedroom
Group Home	1 space/3-person design capacity	0.33/bed
Protective Care	1 space/2 beds	0.33 / bed
Shelter for Victims of Domestic Violence	2 spaces + 1 space/2 employees	0.33/bed
Assisted Living or Congregate Care	1 space/3 beds + 1 space/employee	0.33/bed



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Senior living facility, assisted or nursing	1 spaces/3 beds + 1 space/2 employees	0.33 / bed
<i>Hospitality, Recreation, and Entertainment</i>		
Bar, Tavern, or Nightclub (Small/Large)	1 space per 100 sf	1 space per 200 sf
Bed and Breakfast	2 spaces + 1 space/BR	0.8 spaces per key/unit
Brew Pub, Distillery Pub, or Limited Winery	1 space/100 sf customer service area + 1 space/1,000 sf other floor area	1 space per 200 sf
Commercial Lodging, Business or Tourist	1.1 spaces per guest room + 50% of parking that would be required for accessory uses + 1 space/300 sf meeting space	0.9 spaces per key/unit
Commercial Lodging, Convention	1.1 spaces per guest room + 50% of parking that would be required for accessory uses + 1 space/300 sf meeting space	0.9 spaces per key/unit plus 1 per 300 sf meeting space

Restaurant	Greatest among: 1 space/3 seats or 1 space/200 sf (including outdoor seating areas) or 5 spaces	1 space per 150 sf
Restaurant, Fast Food	Greatest among: 1 space/3 seats or 1 space/200 sf (including outdoor seating areas) or 5 spaces	1 space per 150 sf
<i>Commercial</i>		
Farmers Market	3 spaces/booth	No parking requirement
Retail Sales and Services	1 space/300 sf	1 space per 250 sf
<i>Community, Civic, Educational, and Institutional</i>		
Hospital	2 spaces/bed + 1 space/300 sf outpatient clinics/service areas + medical office parking for areas used as medical office	Require Parking Study

How Much Should We Budget: Walker does not anticipate any recurring or capital costs directly associated with this recommendation.



Near-Term Recommendations

In the next 2-3 years, Walker recommends focusing on amending the General Improvement District regulations in order to eliminate off-street parking exemptions for mixed-use development including residential uses. This regulation as currently written presents challenges to the downtown parking system, and downtown residents with no off-street parking options are forced into public parking resources—primarily on-street parking.

What is a Parking In-Lieu Fee?

A parking in-lieu fee program creates an opportunity for developers to pay into a fund for downtown-wide parking amenities instead of providing on-site parking. In-lieu fee programs work best when:

1. They are consistently utilized.
2. The City is prepared to manage, or already manages, all or most public parking resources.
3. There is enough public parking to accommodate demand, even if more development occurs.

The fees paid by a developer in an in-lieu fee program is typically tied to the “replacement cost” of a parking space in the downtown—meaning the actual labor and material cost to construct. However, setting an in-lieu fee does require consideration of other factors, such as how much the City wants to subsidize the replacement cost, where in the community the in-lieu fee should be applicable, and what the in-lieu fee should pay for.

Eliminate Some Off-Street Parking Requirement Exemptions:

Eliminate exemption for all residential developments in the GID, even if they are part of a mixed-use development. For example, if a new development proposal included 30,000 square feet of office space and 50 residential units, standard use-based parking requirements included elsewhere in the code would be required for the residential units.

How Much Should We Budget: Walker does not anticipate any recurring or capital costs directly associated with this recommendation.

Mid-Term to Long-Term Recommendations

In the mid- to long-term, Walker recommends creating an ongoing funding source for the downtown parking system in the form of an in-lieu fee. While the present scale and pace of development in Downtown Loveland is not conducive to a parking in-lieu fee program, future development in the City may yield the critical mass needed to make such a program viable.

Consider an In-Lieu Fee Program in the Downtown Zone District:

Consider implementing an in-lieu fee program, wherein developers would pay a set per-space fee to the City in lieu of providing off-street parking, to fund operations, maintenance, and future capital expenses for the downtown public parking system.

Current Downtown Zoning

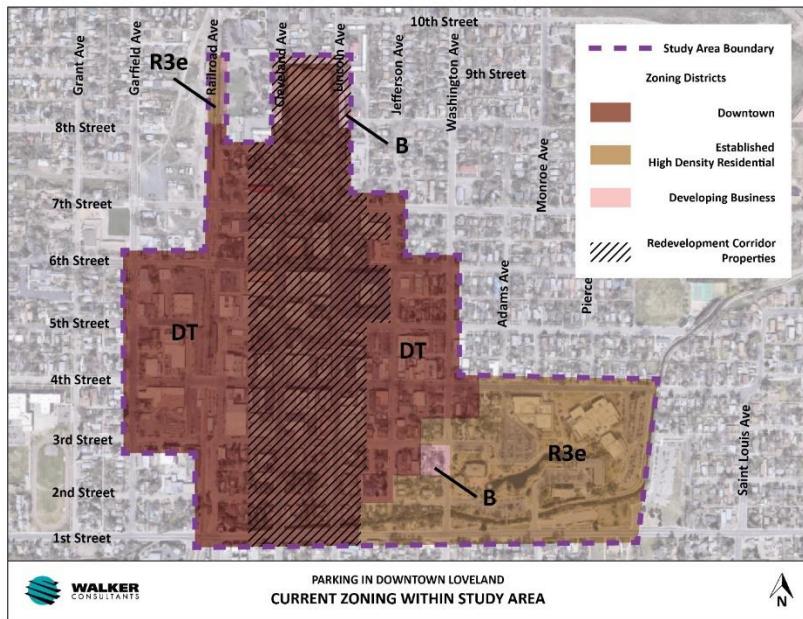
Loveland’s city zoning map, as of January 2019, depicts three different types of zoning within the downtown study area. These zones are Downtown (DT), Established High Density Residential



CITY OF LOVELAND DOWNTOWN PARKING MANAGEMENT PLAN: CODE AND POLICY

(R3e), and Developing Business (B). Overlaid on the zoning is a designated redevelopment corridor, which consists of all properties of any zoning type that possess frontage along the Cleveland Ave./Lincoln Ave. couplet of US Highway 287 that runs through the study area. Current zoning within the study area boundary is identified in Figure 3-1.

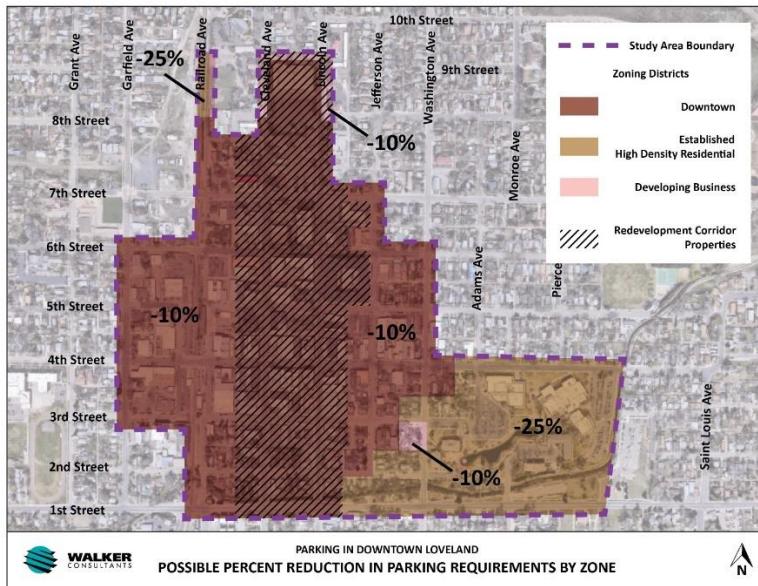
Figure 3-1: Current Zoning within Study Area Boundary



Source: Walker Consultants, City of Loveland

Figure 3-2 graphically depicts the reductions possible by code for each zone within the study area.

Figure 3-2: Parking Reduction Opportunities by Zone



Source: Walker Consultants, City of Loveland

Overall, Loveland's parking space requirements for the land use types discussed in this report, before possible reductions are taken into account, are at or slightly below both the average and median rates for most land use types discussed in this report when compared to other Front Range municipalities, including Arvada, Fort Collins, Golden, and Longmont, among others. Loveland also offers considerably greater opportunities for administrative reductions from off-street parking requirements when compared with other Front Range municipalities. Both of these factors can be considered attractive to developers weighing the various benefits of building in Loveland or another Front Range locality.



Conclusion

The City of Loveland spends considerable funds each year on parking-related operations, maintenance, security, enforcement, and planning. Despite this spending, the City faces significant challenges related to parking and mobility, including confusion about the system and a general perception that there is a lack of parking in the downtown core. The purpose of this plan is to realign those expenditures to maximize the benefit to the City and its residents.

Through over 12 months of data collection and analysis, conversations with City staff, decision-makers, stakeholders, and the public, and evaluation of industry standards and best practices, Walker has prioritized the following initiatives.

- **Short-Term Parking Management:** Use a transitional approach to incite turnover in high-demand areas, beginning with light-touch time-limit enforcement with existing resources, and strengthening over time to include the entirety of the downtown core. In the mid- to long-term, consider a multi-space meter paid parking strategy in the highest demand areas.
- **Long-Term Parking Management:** Use an employee and resident permit system and clear communication to create sustainable, designated, and appropriate parking options for long-term parkers. Start small—with incentives for long-term parkers to park in the under-utilized Foundry parking structure—and scale up with an off-street permit program and on-street resident permit program in select neighborhoods abutting the downtown.
- **Code and Policy:** Take the appropriate steps to amend the General Improvement District regulations in order to

eliminate exemptions from off-street parking requirements for residential development. Amend other pieces of the off-street parking requirements included in the Unified Development Code to better align with market demand for parking and Loveland's own parking conditions to ensure a sustainable parking system.

Appendix I: Exploration of Inventory Addition Potential



Appendix I: Exploration of Inventory Addition Potential

While Walker does not recommend inventory expansion in the near future, we have explored some opportunities for moderate inventory expansion in the immediate downtown core in keeping with the City's desire to maximize parking proximal to retail and restaurant corridors. Based on feedback from City staff, and given the lack of vacant land in this area and the challenges associated with procuring new (and comparatively expensive) land in Downtown Loveland, we have explored the opportunity to add supported levels to existing publicly-owned parking lots.

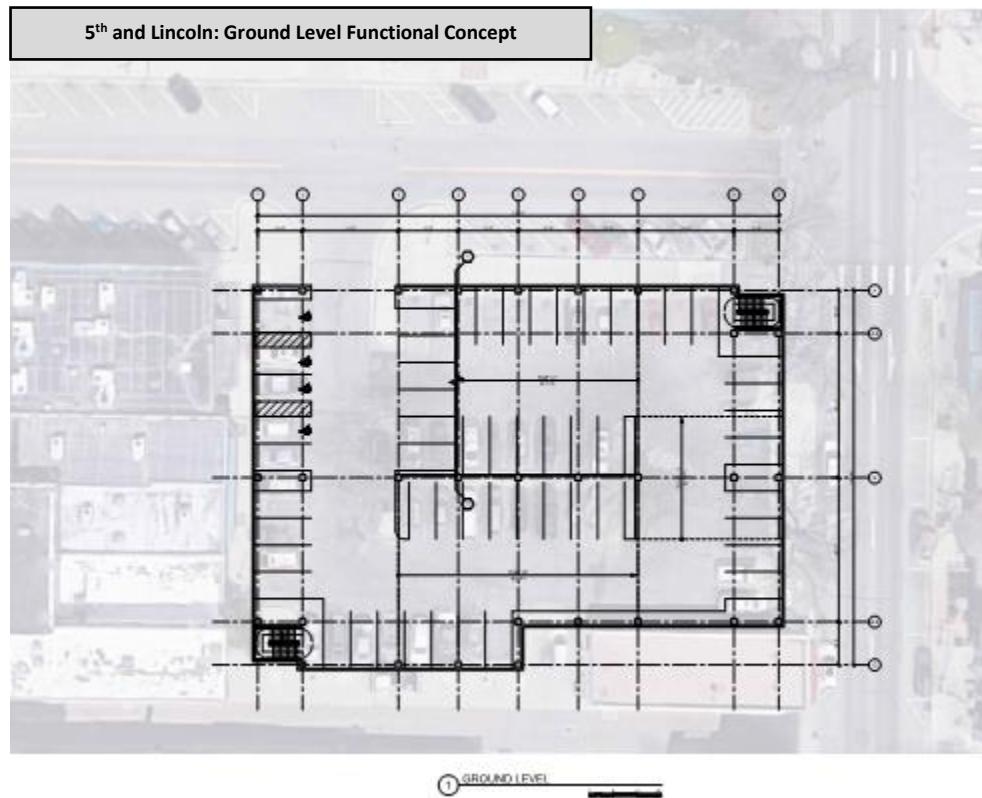
The sketches contained in this appendix are intended to represent concept-level functional designs for potential single supported level structures. While functional design and standard building code requirements were followed, these designs do not adhere to the Downtown zoning requirement for ground level retail along street frontage, as the space loss from including a retail wrap would negate any substantial inventory gain. If either concept is pursued, we recommend landscaping, façade treatments, and architectural screening to create the aesthetic of a continuous, pedestrian-focused street frontage.

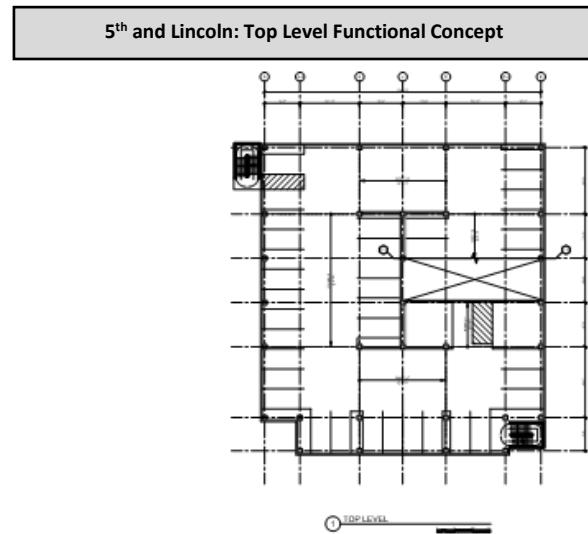
Also note that provided costs are not inclusive of land acquisition or preparation costs. The costs shown are significantly less expensive than a traditional above-grade structure because of the low construction costs of single supported level structures. Costs may increase with architectural accoutrements and other visual features.

5th and Lincoln Parking Lot

The following figures depict a possible ground- and top-level configuration for a parking structure on the existing public parking lot located at 5th and Lincoln.

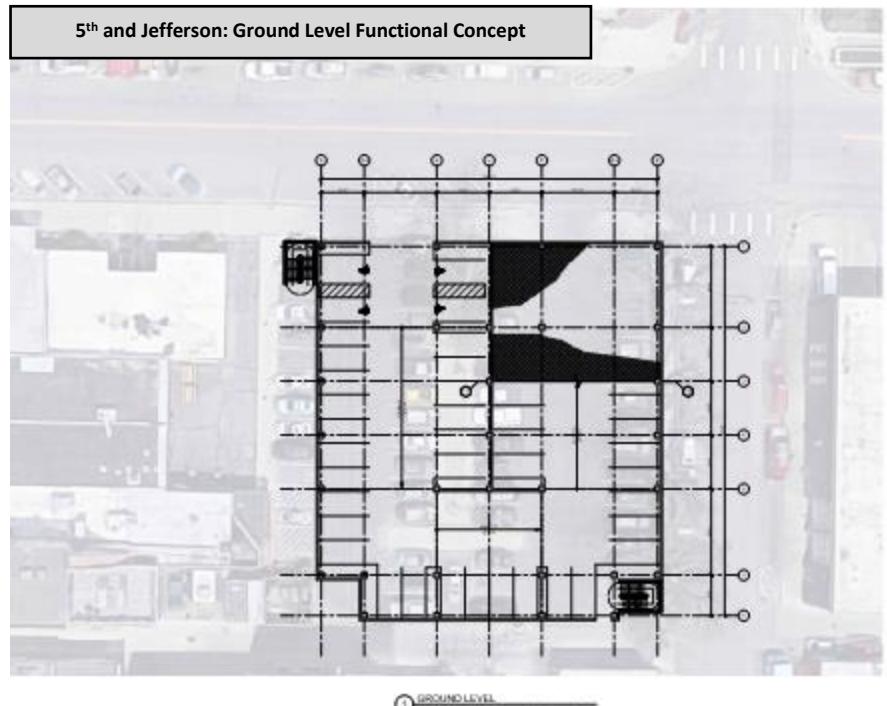
5th and Lincoln: Ground Level Functional Concept





The following table provides an overview of the inventory added by this conceptual structure and other features.

# Existing Spaces	# New Spaces	Net Add	Per Space Cost (Est.)
58	95	37	\$15,500 - \$18,000

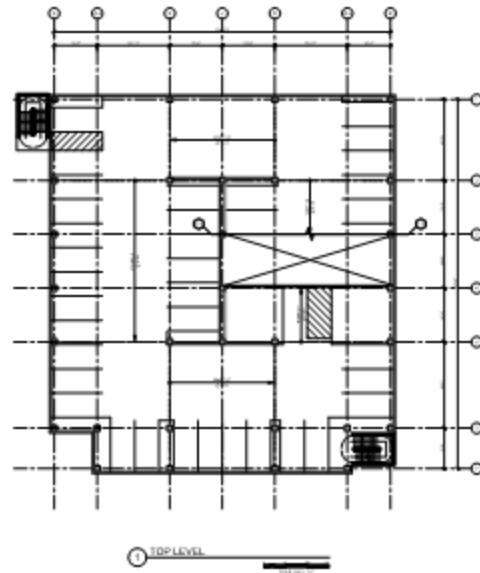


5th and Jefferson Parking Lot

The following figures depict a possible ground- and top-level configuration for a parking structure on the existing public parking lot located at 5th and Jefferson.



5th and Jefferson: Top Level Functional Concept



The following table provides an overview of the inventory added by this conceptual structure.

# Existing Spaces	# New Spaces	Net Add	Per Space Cost (Est.)
54	77	33	\$15,500 - \$18,000



Downtown Parking Study and Strategic Plan—Phase I Parking in Downtown Loveland

January 8, 2018

**PARKING IN DOWNTOWN LOVELAND
PHASE 1 REPORT**

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APPENDICES

Section 1 Appendix: Inventory and Occupancy Counts

Section 3 Appendix: Narrative Survey Responses

PARKING IN DOWNTOWN LOVELAND PHASE 1 REPORT

EXECUTIVE SUMMARY

This report is a summary of methodology and findings from Phase I of the Loveland Downtown Parking Study and Strategic Plan, comprising an assessment of existing conditions within the downtown public parking system, as well as an evaluation of the parking system's ability to accommodate increasing demand over time—over two-year, five-year, and ten-year periods. In addition, included in this report is a brief overview of initial feedback from community members (via a digital survey yielding over 1,000 responses) and from downtown businesses and institutions regarding their perception of the parking system and their support of various parking management, technology, and operational interventions.

Our core findings, as discussed in detail in this report, are that while the public parking system has, on an aggregate basis, sufficient parking to accommodate demand well into the future, supply shortages in high-demand areas are a current issue that will continue to exacerbate over time, causing frustration among parkers, without parking management interventions. Such parking management interventions may initially include expansion and enforcement of existing two-hour limits throughout the study area, designated parking for employees, residents, and other long-term parkers, updates to off-street parking requirements in the downtown, and updates to the signage and wayfinding system. All of these interventions have significant support from the community based on the limited public outreach conducted in Phase I. In the future, as downtown Loveland continues to develop, paid parking in certain areas of the downtown may also be an option to alleviate parking shortages and balance demand.

Phase II of the Loveland Downtown Parking Study and Strategic Plan, beginning in January 2019, will further examine parking management solutions and implementation strategies through additional data collection, expanded public and stakeholder outreach, study of Loveland's existing policies and practices related to parking and mobility, and analysis of best practice solutions to parking issues that users experience in downtown Loveland. This will result in a comprehensive series of recommended parking management solutions and implementation strategies (including funding options) for Loveland's key decision-makers.

EXISTING CONDITIONS

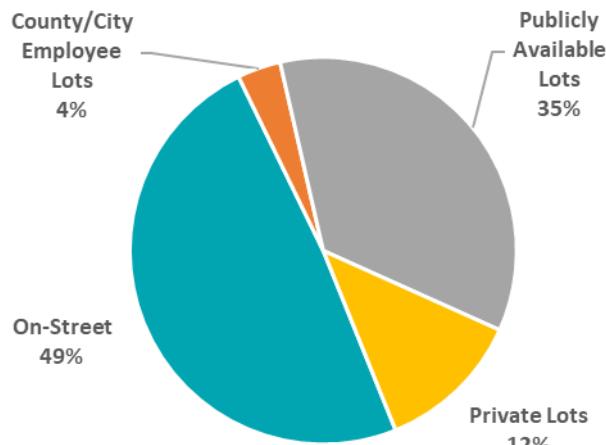
This section addresses the following questions:

1. What were the boundaries of the **area studied?**
2. **How many** publicly-available parking spaces are there in the study area?
3. **How full** are these parking spaces typically, on a representative weekday, weekend, and event day?
4. **How long** are people parking in on-street spaces intended for short-term use?

PARKING IN DOWNTOWN LOVELAND

Existing Conditions: Key Takeaways

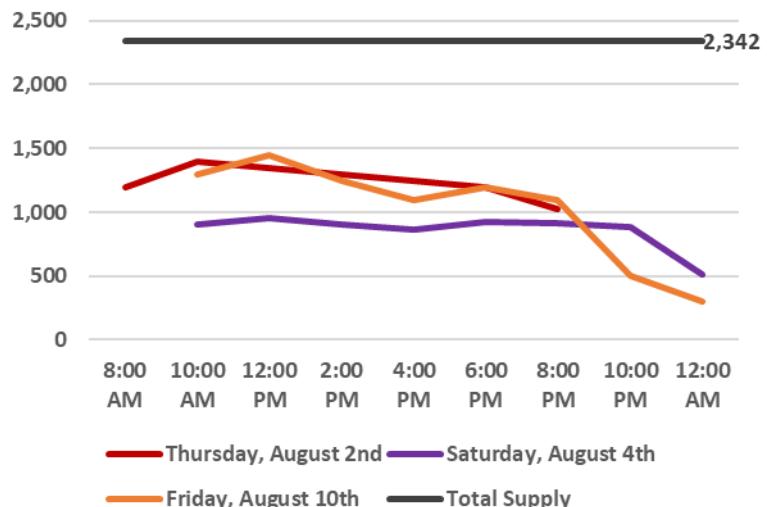
Total Inventory Distribution



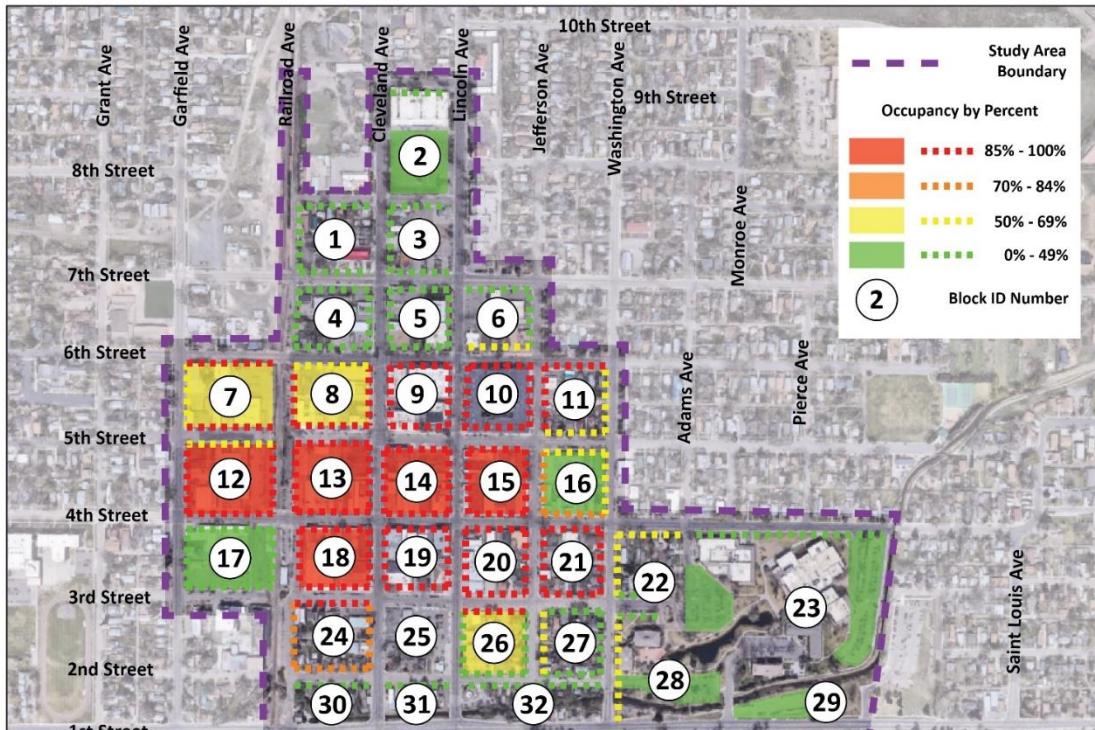
Total publicly-available inventory in the study area is **2,342** spaces. Nearly half the total inventory is on-street spaces while 35% is publicly available lots and 12% is private lots.

Total Parking Demand Distribution

Summary



Observed occupancies peaked on Friday, August 10th, at 12:00 PM, with nearly **67%** of the public parking supply occupied.



PARKING IN DOWNTOWN LOVELAND
PEAK OCCUPANCY HEAT MAP (FRIDAY, AUGUST 10th, 2018 DAYTIME)



Observed peak occupancy indicates that parking supply is sufficient to meet demand on an aggregate basis; however, there are local parking shortages in "hot spot" areas along the 4th and 5th Street corridors. Nine blocks had greater than 85% on-street occupancy along all four block sides and five blocks had >85% off-street occupancy.

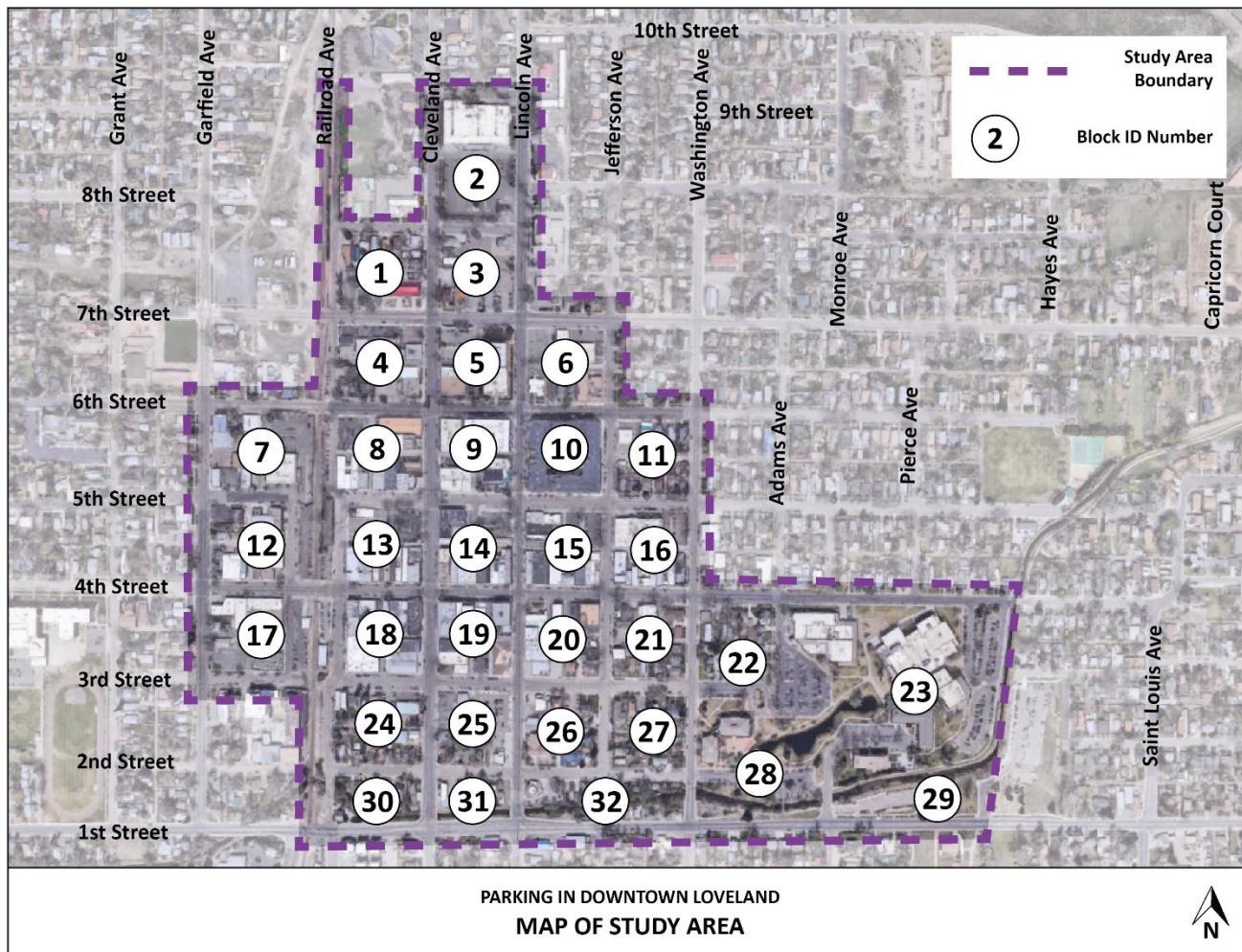
PARKING IN DOWNTOWN LOVELAND PHASE 1 REPORT

STUDY AREA

Downtown Loveland (“Downtown”) is the cultural and historic center of the city and is host to a wide-range of restaurants, retailers, and arts galleries. In addition to the many modern cultural amenities, the historic nature of the downtown, reenergized by recent preservation efforts, has made it an attractive place for tourists and visitors alike and has served as an anchor for future community reinvestment.

Walker surveyed a 32-block area, approximately a quarter of a square mile, which forms the basis of Downtown. The parking study area, as established by the City, is comprised of the historic West 4th Street corridor from Railroad Avenue to Washington Avenue, added to the registry of Historic Places in 2015, as well the surrounding blocks near downtown which includes office, residential, and civic uses. The Study Area, as Walker understands, is bounded by E. 9th Street to the north, East 1st Street to the south, Garfield and N. Railroad Avenues to the west, and Washington Avenue and the creek to the east. Figure 1-1 displays the Study Area boundaries and includes block numbers used throughout this document.

Figure 1-1: Study Area



Source: Walker Consultants, 2018

PARKING IN DOWNTOWN LOVELAND PHASE 1 REPORT

PARKING INVENTORY

Walker collected inventory in the Downtown on August 1, 2018 for both on-street spaces and off-street, publicly-available surface lots greater than five spaces. Walker identified spaces by lot and street identification, capacity, any time-hour and user restrictions, as well as by ADA space availability. A total supply of \pm 2,342 spaces were identified within the Study Area. Figure 1-2 and Table 1-1 display the distribution of the inventory by space type.

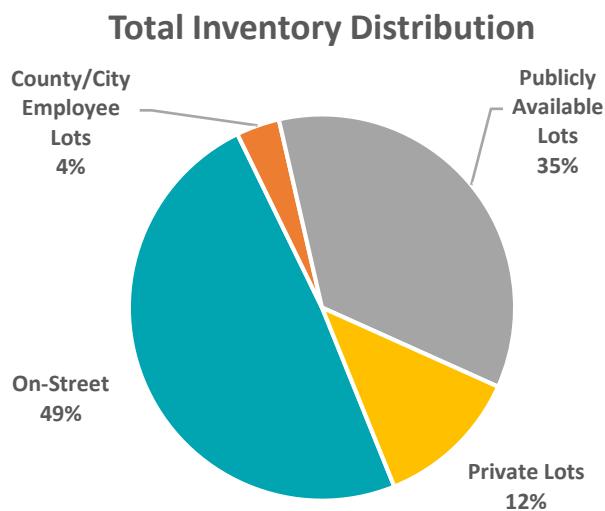
The number of unstriped or non-formally-delineated spaces within the study area was estimated using measurements for typical parking stall dimensions.

Table 1-1: Total Inventory Distribution

Type of Parking	Number of Spaces	% of Inventory Total
On-Street	1,145	49%
County/City Employee Lots	85	4%
Publicly Available Lots	827	35%
Private Lots	285	12%
Total	2,342	100%

Source: Walker Consultants, 2018

Figure 1-2: Chart of Total Inventory Distribution



Source: Walker Consultants, 2018

Of the \pm 2,342 total spaces identified, more than 95 percent of spaces have some degree of public access availability. Only \pm 4 percent of the inventory is restricted from public use (fleet vehicle storage, employee only lots, etc.).

PARKING IN DOWNTOWN LOVELAND PHASE 1 REPORT

On-street spaces comprise nearly 49 percent of the surveyed inventory, with publicly available surface lot spaces comprising 35 percent of the total inventory, or 827 spaces. This includes signed municipal lots and civic-use facilities i.e. library lot, civic center lot, recreation center lot, etc. The remaining ±16 percent of the inventory is comprised of government employee/vehicle storage lots and large private lots with de facto public availability, such as the Safeway parking lot. Small private lots clearly reserved for other parties were not included in the count.

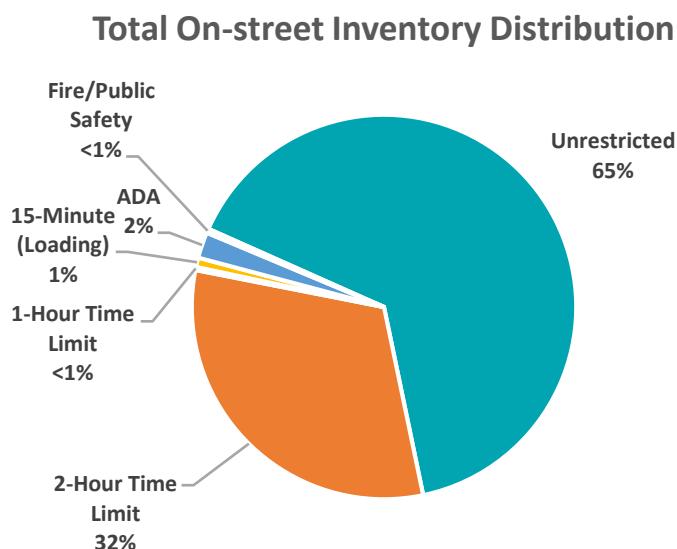
Figure 1-3 and Table 1-2 detail the segmentation of the on-street inventory by posted restrictions observed and recorded in the field.

Table 1-2: On-Street Inventory Distribution

Type of On-street Parking	Number of On-street Spaces	% of On-street Inventory Total
Unrestricted	745	65%
2-Hour Time Limit	359	31%
1-Hour Time Limit	3	0.3%
15-Minute (Loading)	9	1%
ADA	25	2%
Fire/Public Safety	4	0.3%
Total	1,145	100%

Source: Walker Consultants, 2018

Figure 1-3: Chart of On-Street Inventory Distribution



Source: Walker Consultants, 2018

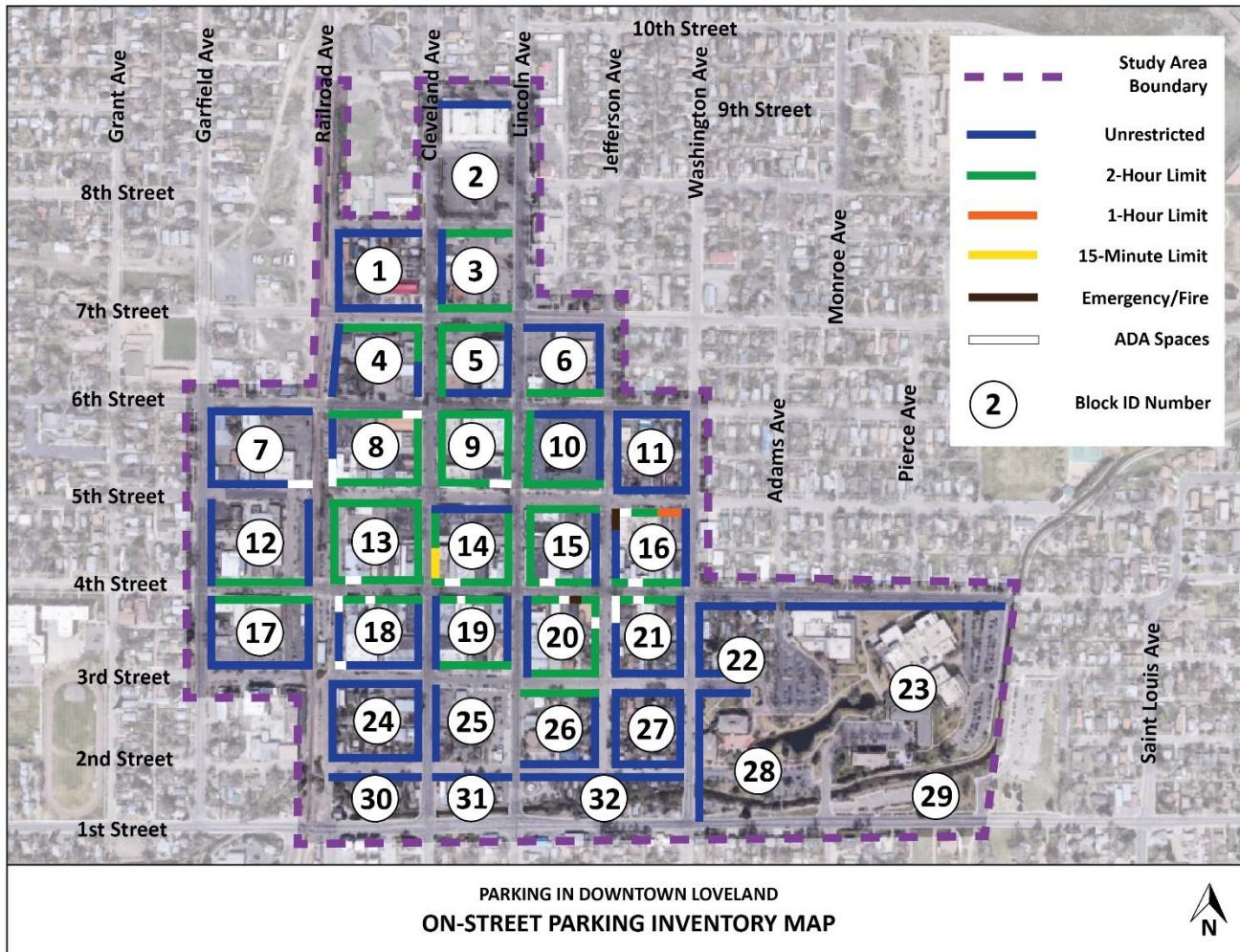
Nearly 65 percent of the on-street inventory surveyed within the Study Area is unrestricted, meaning no time limit is enforced. 2-Hour time limits comprise 32 percent of the available on-street space inventory (enforced

PARKING IN DOWNTOWN LOVELAND PHASE 1 REPORT

Monday- Friday; 8 am to 6 pm). Many of these spaces are found in the Downtown Core along W. 4th Street and perpendicular side streets. ADA spaces make up 2 percent of the total on-street inventory.

Figure 1-4 displays the geographic distribution of the on-street inventory by time allowance.

Figure 1-4: On-Street Parking Inventory Map



Source: Walker Consultants, 2018

Figure 1-5 and Table 1-3 display the distribution of the off-street inventory. In total, Walker surveyed \pm 827 spaces for public use. While the share of on-street public inventory exceeds off-street, the City manages several strategically positioned surface lots available for public use.

PARKING IN DOWNTOWN LOVELAND PHASE 1 REPORT

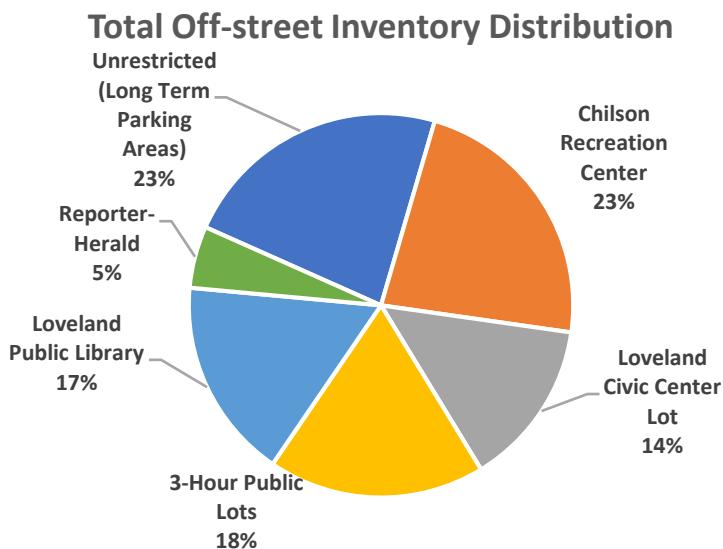
Table 1-3: Off-Street Inventory Distribution

Type of Off-street Parking	Number of Off-street Spaces	% of Off-street Inventory Total
Unrestricted (Long Term Parking Areas)	189	17%
Chilson Recreation Center	188	16%
Loveland Civic Center Lot	116	10%
3-Hour Public Lots	151	13%
Loveland Public Library	140	12%
Reporter-Herald	43	4%
Total	827	100%

Source: Walker Consultants, 2018

Note: the first number displays the lot inventory, while the second number displays the percentage allocation of the total number of off-street spaces that the lot represents.

Figure 1-5: Chart of Off-Street Inventory Distribution

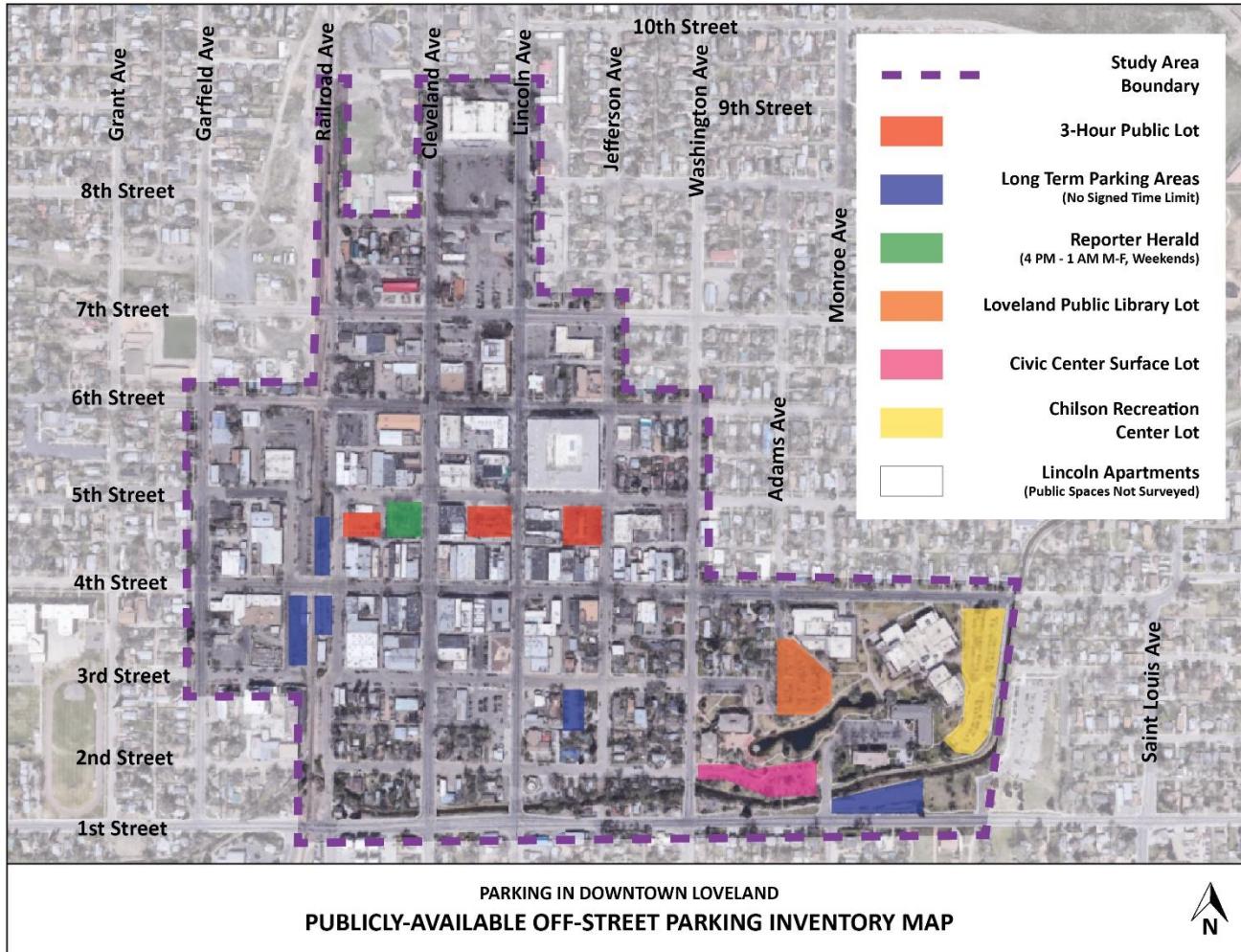


Source: Walker Consultants, 2018

The publicly-available off-street supply is evenly divided between unrestricted long-term parking areas (aside from overnight parking restrictions in some areas), and 3-Hour public lots. Civic facilities—e.g. the library, recreation center, and civic center lots, comprise nearly ± 54 percent of the publicly-available off-street inventory. Figure 1-6 depicts the geographic location of these lots across the Study Area.

PARKING IN DOWNTOWN LOVELAND PHASE 1 REPORT

Figure 1-6: Publicly-Available Off-Street Parking Inventory Map



Source: Walker Consultants, 2018

Walker observed a total of three 3-HR public parking lots along W. 5th Street which serve both daytime and evening uses. The Reporter Herald lot (shown in green above), is restricted for daytime employee parking but offers parking to the general public after 4 pm and on weekends. Walker observed high weekend utilization at this facility with food and beverage establishments nearby. Walker inventoried five long-term parking areas (shown above in blue), three of which are located near the rail tracks between Garfield and N. Railroad Avenues. Three of these lots are signed and designated as long-term public parking. Additionally, the Chilson/Civic Center lot across the creek is unrestricted.

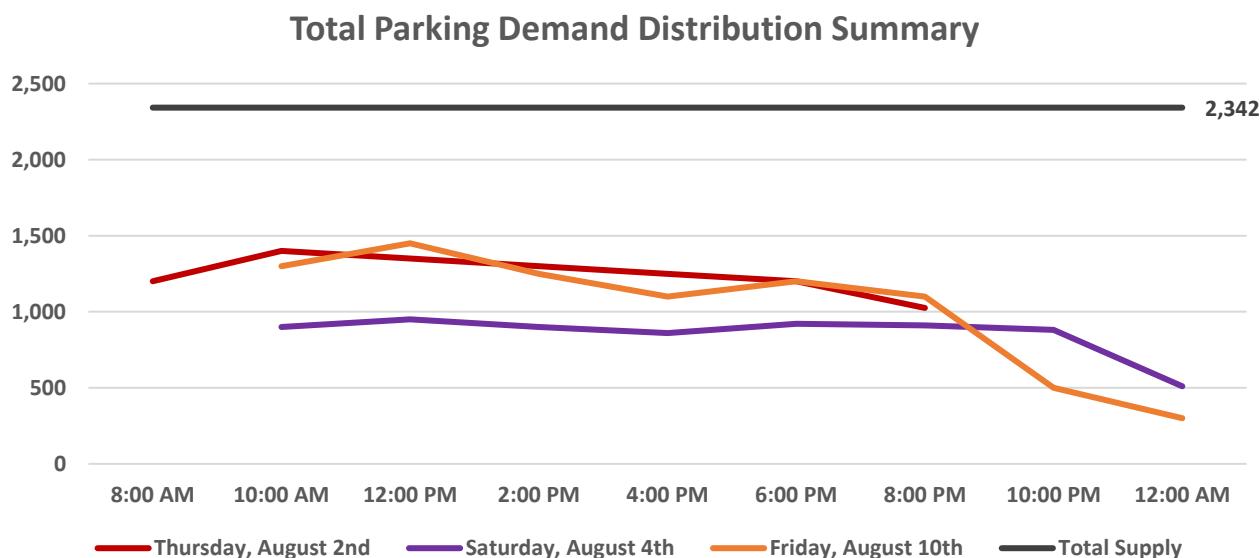
PARKING IN DOWNTOWN LOVELAND PHASE 1 REPORT

PARKING OCCUPANCY

Walker performed field occupancy counts for three (3) total days in August 2018 to document space utilization across a typical weekday, weekend, and special event design day. Thursday August 2, 2018 and Saturday August 4, 2018 were selected with the intention of representing typical weekday and weekend conditions with Friday August 10, 2018 serving as a typical special event observed, during which the monthly Friday Night on the Town was held from 5 pm to 9 pm. Counts were performed between the hours of 8 am to 8 pm Thursday August 2nd, 10 am to midnight Saturday August 04th, and 10 am to midnight Friday August 10th, and were performed every two hours.

The following chart, Figure 1-7, summarizes Walker's field occupancy findings. A detailed table of all field occupancy results recorded can be found in the Section 1 Appendix.

Figure 1-7: Total Parking Demand Distribution Summary



Source: Walker Consultants, 2018

For a typical weekday (shown in red), observed parking occupancy peaked at noon with 1,350 spaces, or 58 percent of the available supply occupied. Weekend occupancy (shown in purple) peaked at noon with 949 spaces, or 41 percent of the available supply occupied. For the special event day (shown in orange), a daytime peak occurred at noon with 1,427 spaces, or 61 percent of the available supply occupied followed by a secondary evening peak of 1,194 spaces or 51 percent at 6 pm.

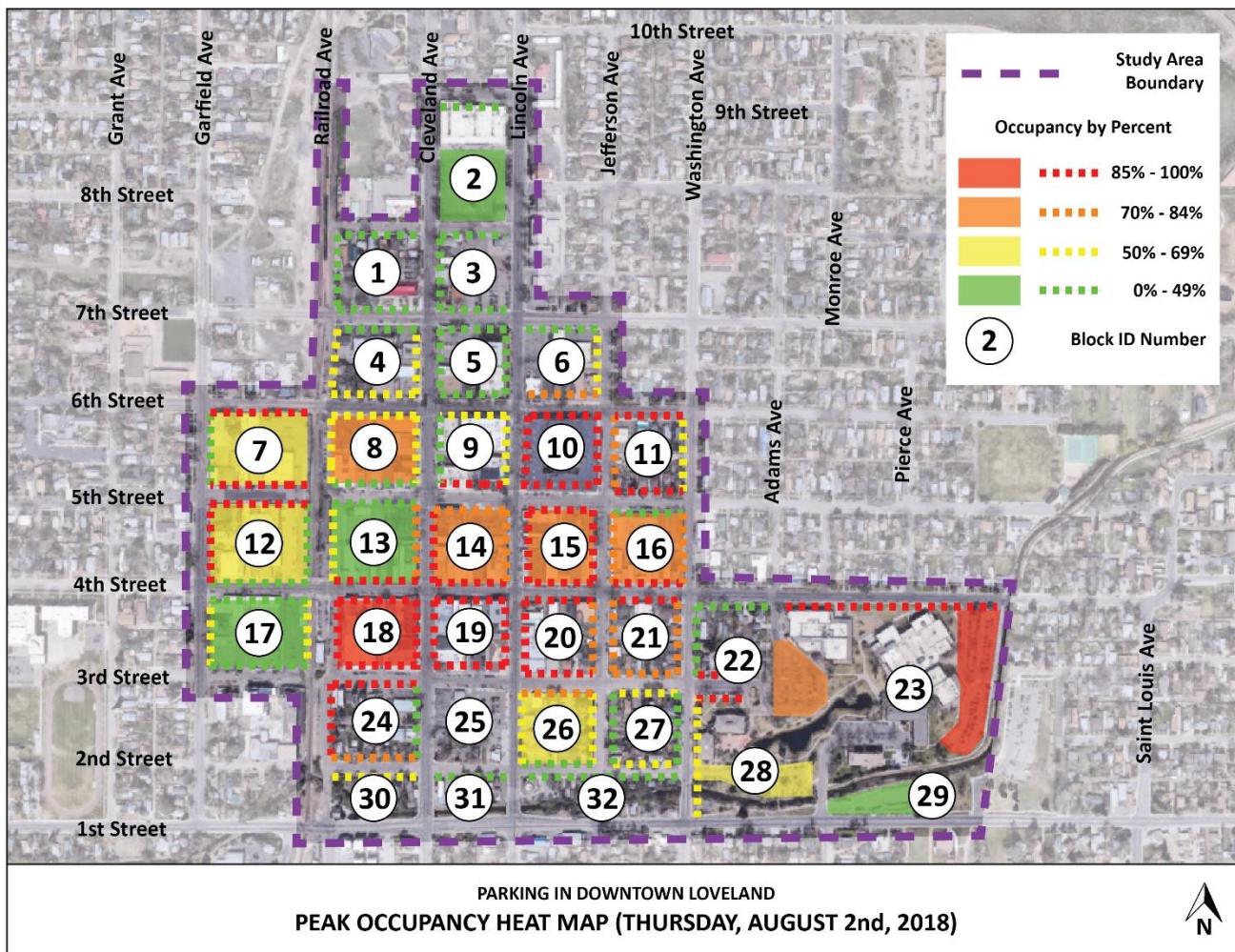
While an overall adequacy of spaces exists within the Study Area, "hot spot" areas were observed, in which recorded parking demand exceeded 85 percent, across several block faces. The following heat maps display parking demand at the peak hour for both August 02nd, August 04th, and August 10th.

THURSDAY, AUGUST 2ND, 2018 OCCUPANCY

Figure 1-8 displays the peak occupancy observed for Thursday, August 02nd. At noon, peak hour total utilization reached 58 percent with "hot-spots" observed across several block faces.

PARKING IN DOWNTOWN LOVELAND PHASE 1 REPORT

Figure 1-8: Peak Occupancy Heat Map – Thursday, August 02, 2018



Source: Walker Consultants, 2018

At the peak hour, the following “hot-spots” were observed, with an occupancy rate of 85 percent and higher:

- W. 4th Street (Blocks 12-21)
- Blocks 18 and 19 perimeters, including the public surface lot on block 18
- The north face of block 12
- Blocks 10 and 15 perimeters
- 3rd Street between blocks 22 and 28 just west of the library

SATURDAY, AUGUST 4TH, 2018 OCCUPANCY

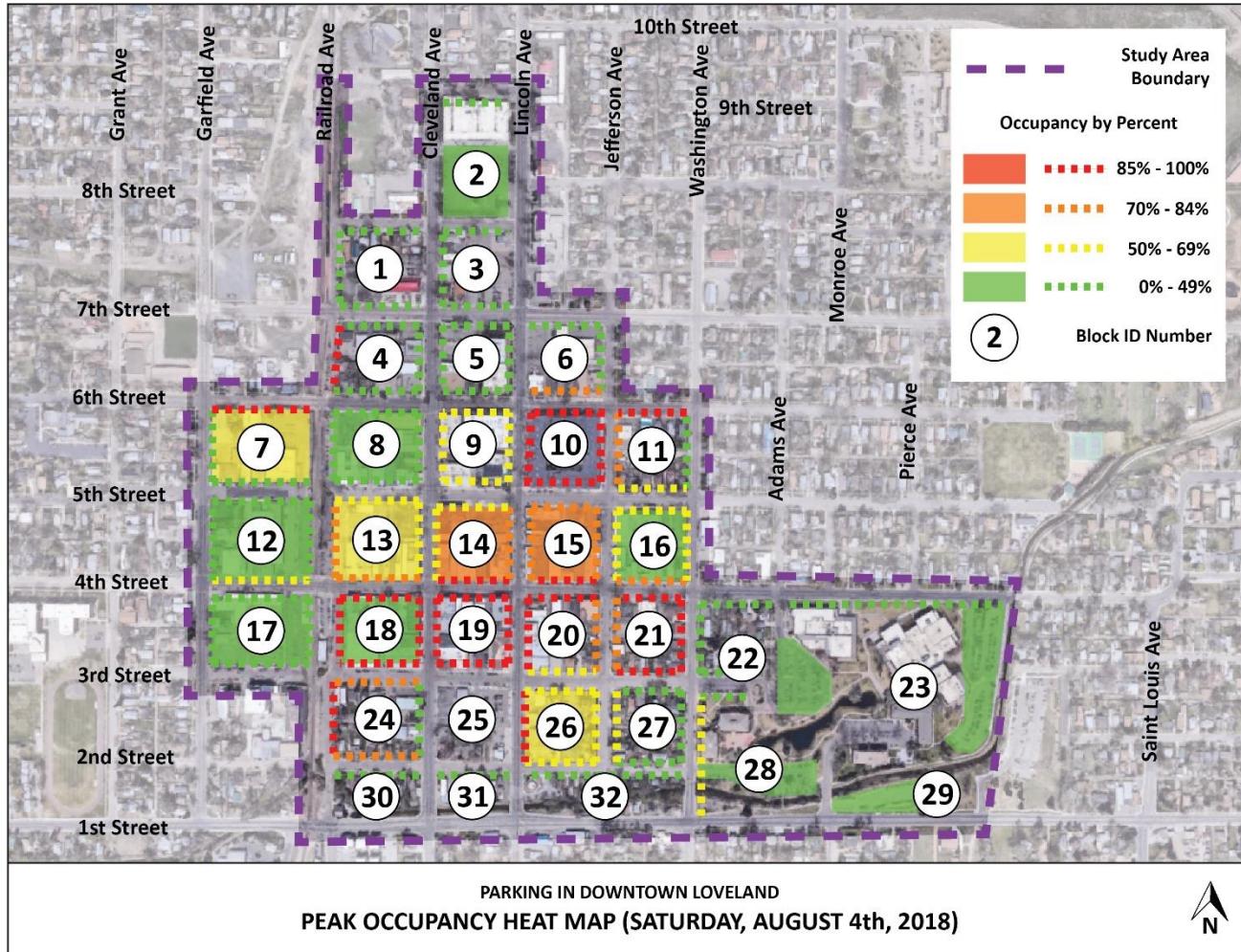
Figure 1-9 displays the peak occupancy for Saturday, August 4th, where total utilization reached 41 percent with “hot-spots” observed across several block faces. Walker noted lower demand compared to the weekday utilization patterns observed on August 2nd and August 10th.

The angled 2-hour on street spaces on W. 4th Street (see blocks 14 south face, 15 south face, 19 north face, 20 north face) yielded occupancies exceeding 85 percent. In addition, all block faces along blocks 10, 18, and 19 had

PARKING IN DOWNTOWN LOVELAND PHASE 1 REPORT

occupancies exceeding 85 percent. Other surface lots and on street block faces saw lighter occupancies at the peak hour.

Figure 1-9: Peak Occupancy Heat Map – Saturday, August 04, 2018



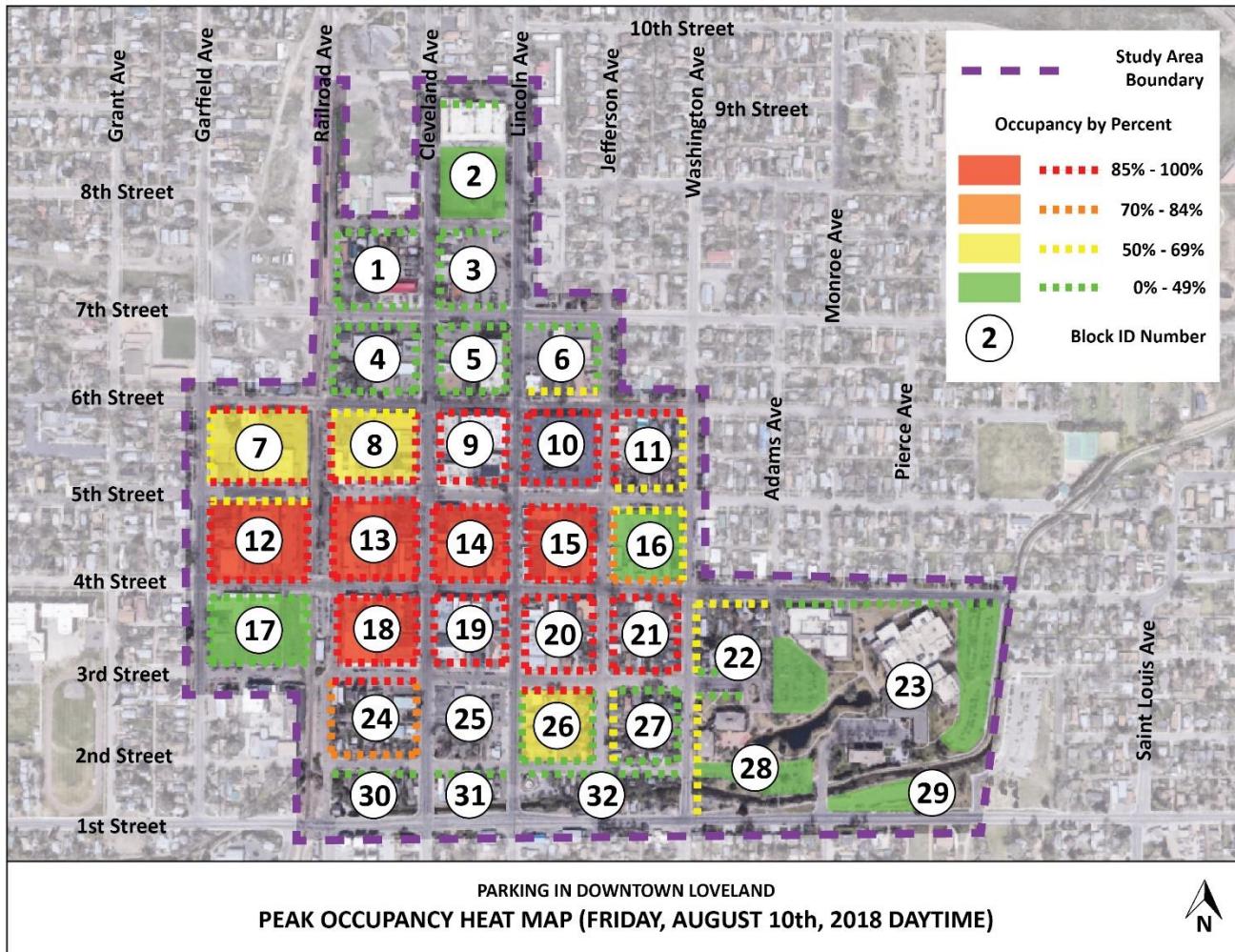
Source: Walker Consultants, 2018

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FRIDAY, AUGUST 10TH, 2018 OCCUPANCY

Figures 1-10 and 1-11 display daytime and evening peak hour occupancy for the special event day observed. At the noon hour occupancy reached a peak of 56 percent, or 1,315 spaces. Across the evening hours, the peak observed was 51 percent, or 1,194 spaces which occurred at the 6 pm hour.

Figure 1-10: Peak Occupancy Heat Map – Friday, August 10, 2018 (Daytime Peak)

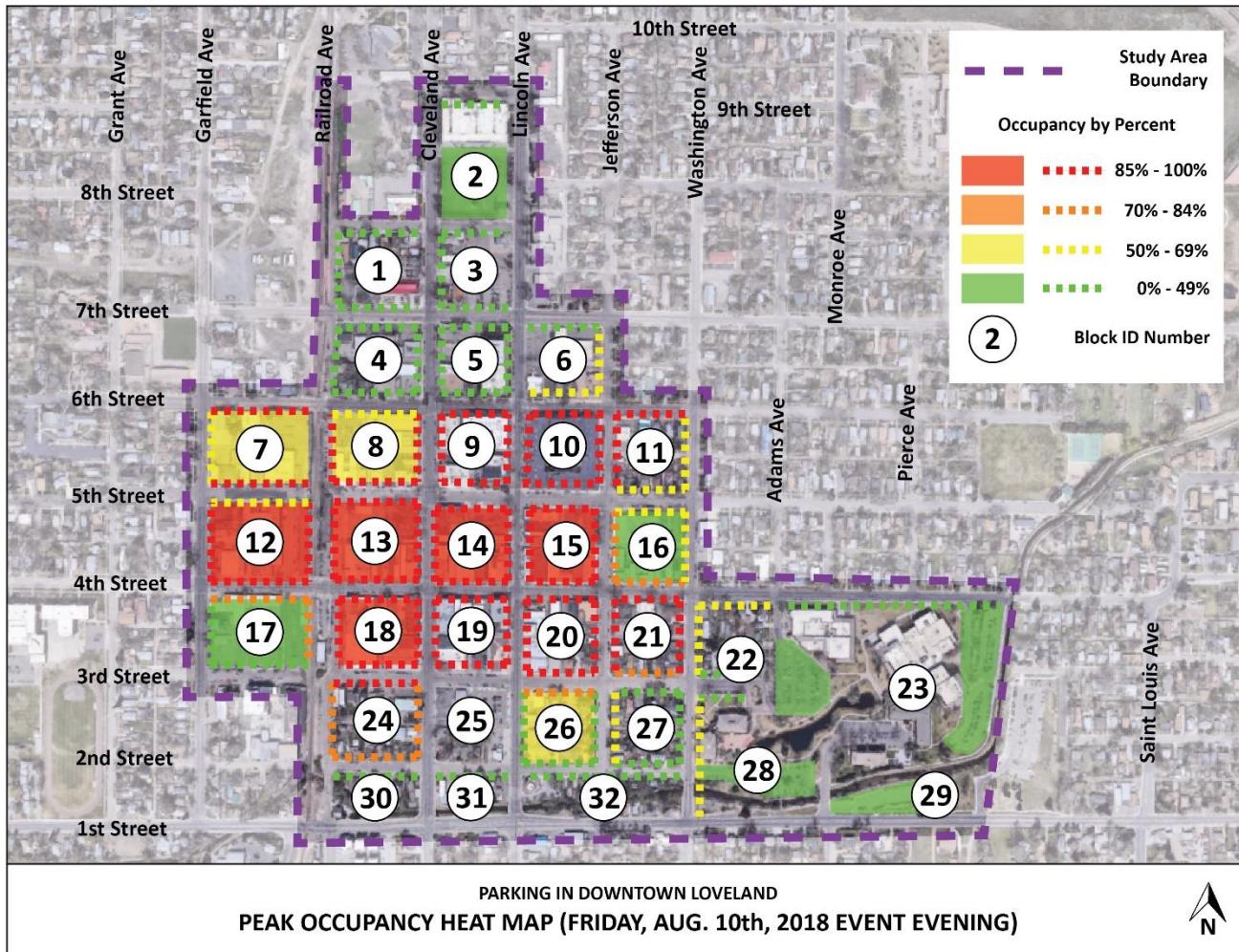


Source: Walker Consultants, 2018

Blocks 14, 15, and 18 all saw occupancies of 85 percent or higher at the peak noon hour. Similarly, the on-street angled spaces along W. 4th Street were occupied at the 85 percent and above rate (block faces 13, 14, 15, 18, 19 and 20 with 4th Street access). High on-street utilization was also observed for blocks 9, 10, and 21.

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Figure 1-11: Peak Occupancy Heat Map – Friday, August 10, 2018 Event Evening



Source: Walker Consultants, 2018

Blocks 9, 10, 13, 14, and 15 yielded occupancies of 85 percent or greater at 6 pm for the special event evening on Friday, August 10th. Likewise, all of the on-street angled spaces along W. 4th Street between Garfield Avenue to Jefferson Avenue saw utilization of 85 percent or greater. Block 18 also saw high-demand with the on-street spaces and surface lot near N. Railroad Avenue near capacity. Similarly, Block 12 surface parking was near full capacity.

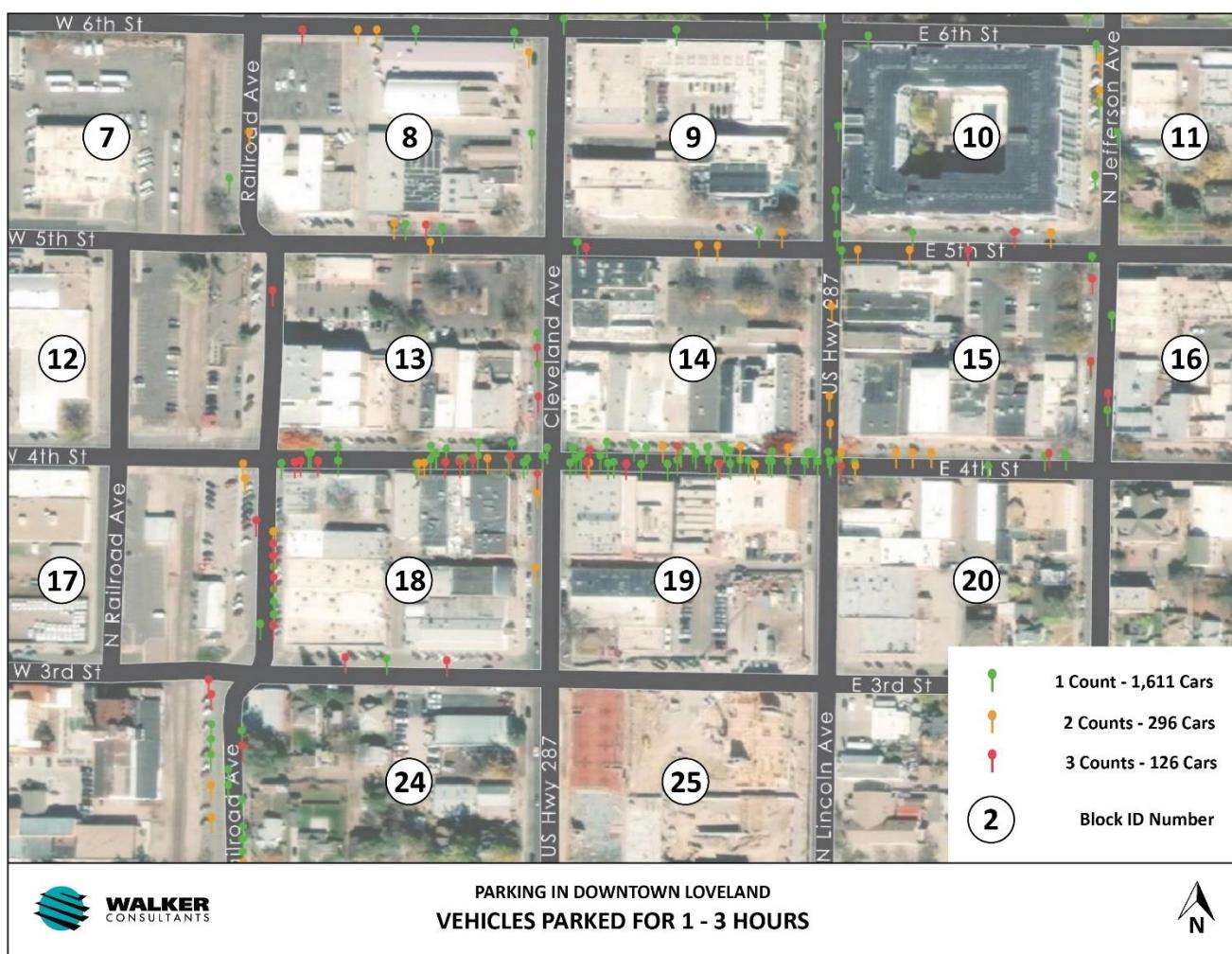
PARKING IN DOWNTOWN LOVELAND PHASE 1 REPORT

PARKING TURNOVER AND DURATION

Walker performed a full turnover and duration study, for posted weekday daytime hours of enforcement, to document parking behaviors occurring on street—in particular, the tendency of parkers in the Downtown Core to exceed posted time limits. This data is collected to help evaluate enforcement policies and practices which are in place to ensure parking space availability through regular space turnover. Inadequate space turnover can create greater parking stresses in certain “hot-spot” areas, particularly those intended for short-term parkers like customers and visitors, and create the perception of parking availability issues even when there is an adequacy of supply.

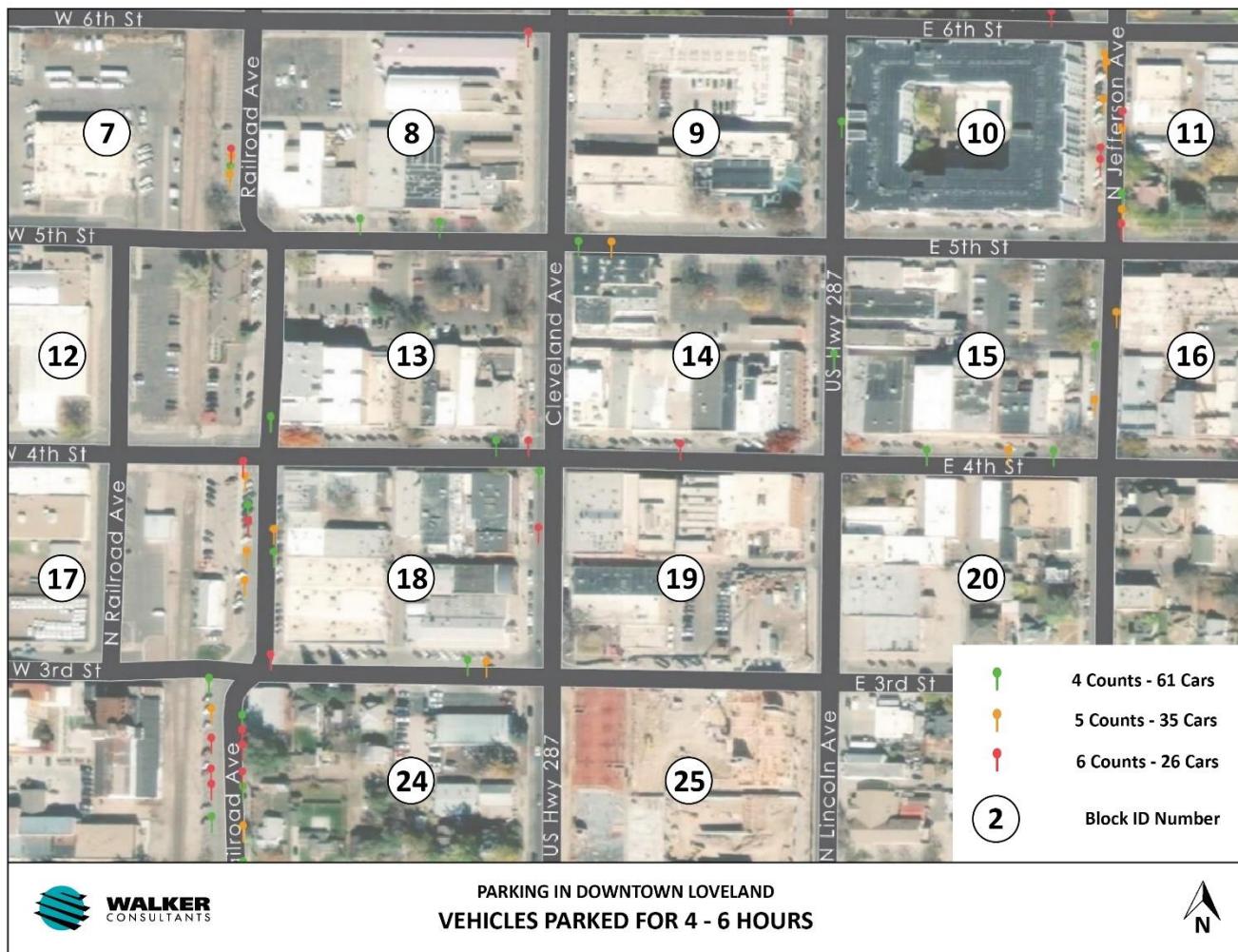
Walker employed a license plate recognition (LPR) camera-based system to observe on street activity collecting hourly data between 8 am to 6 pm Wednesday August 01, 2018. The following figures connote the length of time each vehicle surveyed was parked in its space—each “count” is representative of one hour. Note that while some of the streets surveyed do not have the two-hour time limit (though most do), the area surveyed represents the core of the downtown study area where parking facilities are in high demand and turnover is essential in ensuring that those parking facilities can serve as many parkers as possible.

Figure 1-12: Vehicles Parked for 1-3 Hours



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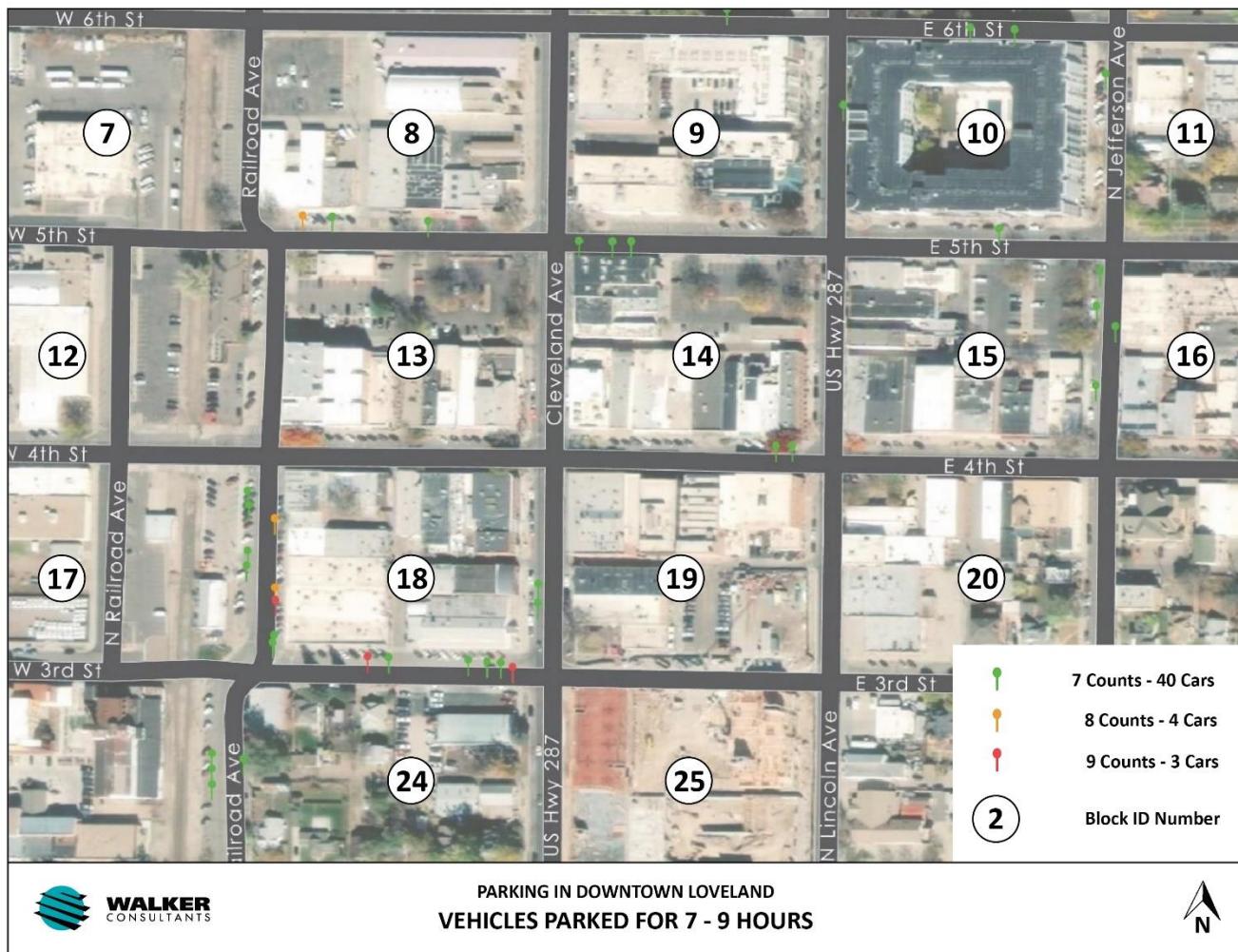
Figure 1-13: Vehicles Parked for 4-6 Hours



Source: Walker Consultants, 2018

**PARKING IN DOWNTOWN LOVELAND
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Figure 1-14: Vehicles Parked for 7-9 Hours



Source: Walker Consultants, 2018

Nearly 87 percent of cars surveyed in on-street spaces are staying for 2 hours or less—an indication that most vehicles are adhering to the posted time requirements and that parkers are using on-street spaces for short-term stays (2 hours or less). The remaining 13 percent are both long-term parkers (3 hours or more) parking in unregulated on-street spaces as well as some overtime violators (16 violators parked over the 2-hr limit on 4th Street were detected).

It is important that enforcement be conducted on a routine and consistent basis to ensure an adequate space turnover of prime spaces which are often the most visible and desirable spaces with closer proximity to business door fronts. It is from this supply of spaces that motorists often perceive there to be a lack of or an abundance of parking available. Therefore, parking management is an essential tool to balance supply and demand.

For occupancies observed on Friday August 10th, the on-street angled spaces along W. 4th Street were occupied at the 85 percent and above rate (block faces 13, 14, 15, 18, 19 and 20 with 4th Street access). These highly visible angled spaces communicate to motorists the overall parking space availability system-wide often when

PARKING IN DOWNTOWN LOVELAND PHASE 1 REPORT

there is available surface inventory nearby. Therefore, it is important that these spaces be promoted for short-term customer and visitor use with employee parking promoted across available peripheral public long-term parking areas and that on-street spaces, because of their proximity and high-visibility, turnover on a routine and consistent basis.

CONCLUSION

Based upon our analysis of the collected data, Walker can offer the following summary findings and recommendations:

- Walker identified a total supply of \pm 2,342 spaces of which 95+ percent are available for public use;
- Nearly half of the available public parking inventory is on-street spaces with 65 percent comprising unregulated time space with another 32 percent comprising 2-hour time limit spaces;
- A total of \pm 827 off-street spaces were identified across the Study Area offering a mix of 3-hour and long-term parking;
- Parking occupancies consistently peak at the noon hour with the greater occupancy occurring on observed weekdays;
- Overall, occupancy peaked at the noon hour with 1,350 spaces, or 57 percent of total spaces occupied on Thursday August 02nd;
- An August 10th special event peak occupancy of 51 percent, or 1,194 was recorded at 6 pm;
- Overall, there is an adequacy of public parking, however, “hot-spots” were consistently observed across several key blocks;
- Angled, 2-hour spaces along W. 4th street consistently saw occupancies of 85 percent or higher indicating full utilization across high-demand hours of the day;
- The downtown core area blocks 8, 9, 10, 13, 14, and 15 saw healthy utilization across weekday and weekend peak hours;
- Approximately 87 percent of vehicles parked in on street spaces are staying for two hours or less;
- Enforcing 2-hour time zoned spaces can promote greater turnover and space availability across key “hot-spot” areas and encourage greater space availability for visitor and customer use.

FUTURE CONDITIONS

This section addresses the following questions:

1. Based on what we know so far, **how many publicly-available parking spaces will there be** in the two-year, five-year, and ten-year time frames?
2. Based on what we know so far, **how will parking demand be accommodated** by parking supply in the two-year, five-year, and ten-year time frames?

PARKING IN DOWNTOWN LOVELAND

Future Conditions: Key Takeaways

YOU
ARE
HERE

2018

2020

2023

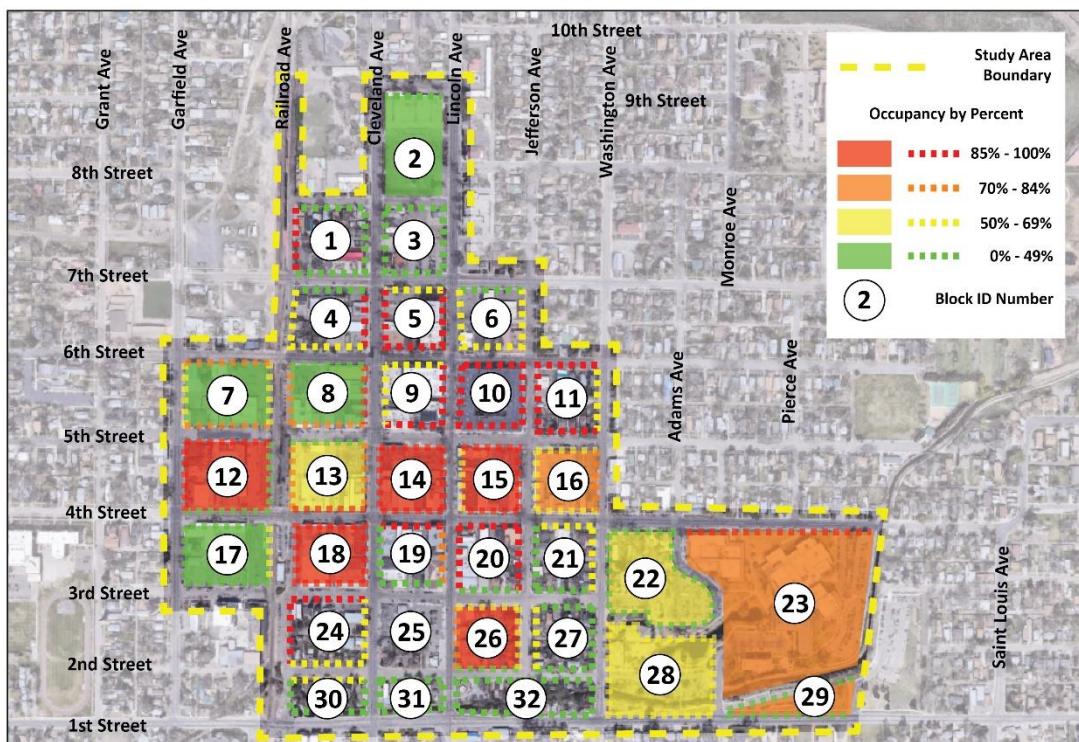
2028

Public parking supply will continue to meet projected demand on an aggregate basis, with some crunches in high-demand areas.

Public parking supply will continue to meet projected demand on an aggregate basis, with some crunches in high-demand areas.

Projected parking demand may exceed publicly-available supply, assuming little to no new parking is constructed alongside new development.

The parking supply is anticipated to decrease from the current supply.



Although public parking supply can meet demand on an aggregate basis well into the future, as shown in the 2020 heat map to the left, existing supply crunches in the downtown core, particularly along 4th and 5th streets, will be exacerbated without parking management interventions, such as the expansion and enforcement of 2-hour time limits.

METHODOLOGY AND KEY FINDINGS SUMMARY

The purpose of this section is to provide an assessment of how future growth in Downtown Loveland is likely to impact parking demand, and the adequacy of public parking supply, in the near-term, mid-term, and long-term.

First, it should be noted that projecting future parking demand is not an exact science. Presently unknown development projects, dramatic shifts in population, and transportation infrastructure decisions, in addition to many other factors, can impact parking demand. To estimate future public parking supply and demand for downtown Loveland in near-term (1-2 year), mid-term (5-year), and long-term (10-year) time frames, Walker performed the following tasks:

1. Near Term- Future of Public Parking in the Next 1-2 Years

- a. **Supply:** Since data collection was conducted in August 2018, the Foundry parking garage was opened to the public, adding 300 publicly-available parking spaces to the downtown inventory. In the next two years, more surface spaces will be added from lot and right-of-way reconfiguration near N. Railroad and 6th Street.
- b. **Demand:** In the near-term, Walker was able to use known development projects, such as the Foundry, to project likely impacts to parking demand over the next one to two years.

2. Mid-Term- Future of Public Parking in the Next 5 Years

- a. **Supply:** In the next five years, downtown Loveland's public parking supply will start to be impacted by implementation of the HIP Streets Plan, resulting in some elimination of on-street spaces.
- b. **Demand:** In the five-year timeframe, development scenarios are not as well-known. As such, Walker took a conservative approach, assuming that parking demand will grow commensurate with expected population growth in the downtown core—an average of 3% per year.

3. Long-Term- Future of Public Parking in the Next 10 Years

- a. **Supply:** Over the next ten years, downtown Loveland's public parking supply will continue to be impacted by implementation of the HIP Streets Plan, resulting in additional elimination of on-street spaces.
- b. **Demand:** As with the five-year timeframe, development scenarios are virtually unknown. In the ten-year timeframe, Walker continued to assume a 3% annual growth in parking demand based on expected population growth downtown.

In summary, Walker's analysis found that public parking supply will continue to accommodate demand for the next five years under the assumptions discussed above. In the five-to-ten year timeframe, projected demand is expected to exceed total supply by a margin of 14 spaces, and exceed effective supply (85% of total supply, with a 15% cushion to prevent long searches for parking spaces) by a margin of nearly 500 spaces. However, this analysis has not assumed any inventory added as a result of new development, which is unlikely to be the case; if even a small number of developers build their own parking to accommodate the demand they add to the system, parking supply shortages would be alleviated. In addition, parking management interventions, such as time limit enforcement in high-demand areas, as well as transportation demand management and general encouragement of alternative modes of transportation, would create a more effective and efficient parking system for all users long into the future.

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KEY FINDINGS

Based on the methodology and assumptions described above, Walker's analysis found that parking supply will accommodate projected demand well into the future, through the near- and mid-terms. However, at the 10-year mark, typical event days, such as Nights on the Town, will be likely to generate parking demand that exceeds supply. Also, it should be noted that despite the sufficiency of supply on an aggregate basis in the 2-year and 5-year time frames, localized parking shortages are still likely to occur, and be exacerbated over time without parking management interventions.

As noted above, this future demand analysis assumes that growth in the downtown core will generally follow historical growth patterns over the next ten years, which may not be the case. The City of Loveland should make adjustments in its decision-making about parking infrastructure based on the pace and location of new development as it occurs.

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THE FUTURE OF PUBLIC PARKING: IN THE NEXT TWO YEARS

The following section discusses the following:

- How is parking demand expected to grow or change in the next two years?
- How is public parking supply expected to change in the next two years?
- Will parking demand be accommodated by public parking supply in the next two years, and to what degree?

HOW IS PARKING DEMAND EXPECTED TO GROW OR CHANGE IN THE NEXT TWO YEARS?

Walker projected parking demand for known developments, such as The Foundry, and assessed the ability of that demand to be accommodated in near-term public parking supply. The following figure (Figure 2-1) summarizes these known developments.

Table 2-1: Development Project Summary

Development Project	Proposed Use	Size/Area of Development	Units of Measurement	Parking Added? (Y/N)	Proposed Spaces		
Heartland Café Redevelopment	Residential	47	DU	Y	21 onsite total (14 acquired from City)		
	Retail	5,700					
323 N. Railroad Ave.	Retail	900	Sq. Ft.	TBD	TBD		
4th & Garfield Mixed-Use	Restaurant	12,000					
	Retail	7,000					
The Foundry	Residential	155	DU	Y	466 total spaces (300 for public use)		
	Cinema	625	Seats				
	Hotel	95	Rooms				
Total	Hotel	95	Rooms		487		
	Residential	202	DU				
	Restaurant	12,000	Sq. Ft.				
	Retail	6,600					
	Cinema	625	Seats				

* Walker assumed a retail/restaurant division of the unclassified mixed-use space totaling 19,000 sf, as well as roughly 60 percent restaurant and 40 percent retail use based on programming characteristics of similar developments.

Source: City of Loveland, 2018

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Because the downtown public parking supply in Loveland is, by nature, a shared resource, Walker used its proprietary Shared Parking Model, which projects parking demand among uses sharing parking rather than using their own reserved parking. The Shared Parking Model takes into account the following factors:

- Base parking ratios for each individual use (the number of parking spaces generally needed for each unit of density—for example 1 parking space per 1,000 square feet of floor area)
- Differences among uses in monthly parking demand distribution
- Differences among uses in daily and hourly parking demand distribution
- The expected percentage of people already downtown or nearby the site
- The expected percentage of people who drive to the site rather than using another mode of transportation, such as transit, biking, or Transportation Network Companies (e.g. Uber or Lyft).

Based on these factors, Walker projects a total parking need of 769 spaces for these uses, above and beyond the parking provided by the developments themselves.

HOW IS PUBLIC PARKING SUPPLY EXPECTED TO CHANGE IN THE NEXT TWO YEARS?

On the supply side, Walker noted all proposed and planned changes to the parking inventory within a two-year timeframe. Included in the near-term future inventory is the addition of the following spaces:

- Approximately 466 garage spaces in the Foundry (300 of which are anticipated available to the public)
- An estimated ±190 surface and on-street spaces from lot and ROW reconfiguration near N. Railroad and 6th Street, assuming a typical striping plan

The following figure (Figure 2-2) summarizes projected on-street and off-street supply in the next two years (2020).

Table 2-2: Projected Public Parking Inventory

Supply Type	Existing (As of August 2018)	In Two Years (2020)
Public On-street	1,145	1,145
Public Off-street	1,197	1,687
Total	2,342	2,832

Source: Walker Consultants, 2018

WILL PARKING DEMAND BE MET BY PUBLIC PARKING SUPPLY IN THE NEXT TWO YEARS, AND TO WHAT DEGREE?

Based on the new demand projected as a result of known developments, as summarized in Table 2-1, Walker projects that peak demand will reach 2,119 vehicles (Figure 2-3).

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Table 2-3: Projected Public Parking Supply Sufficiency

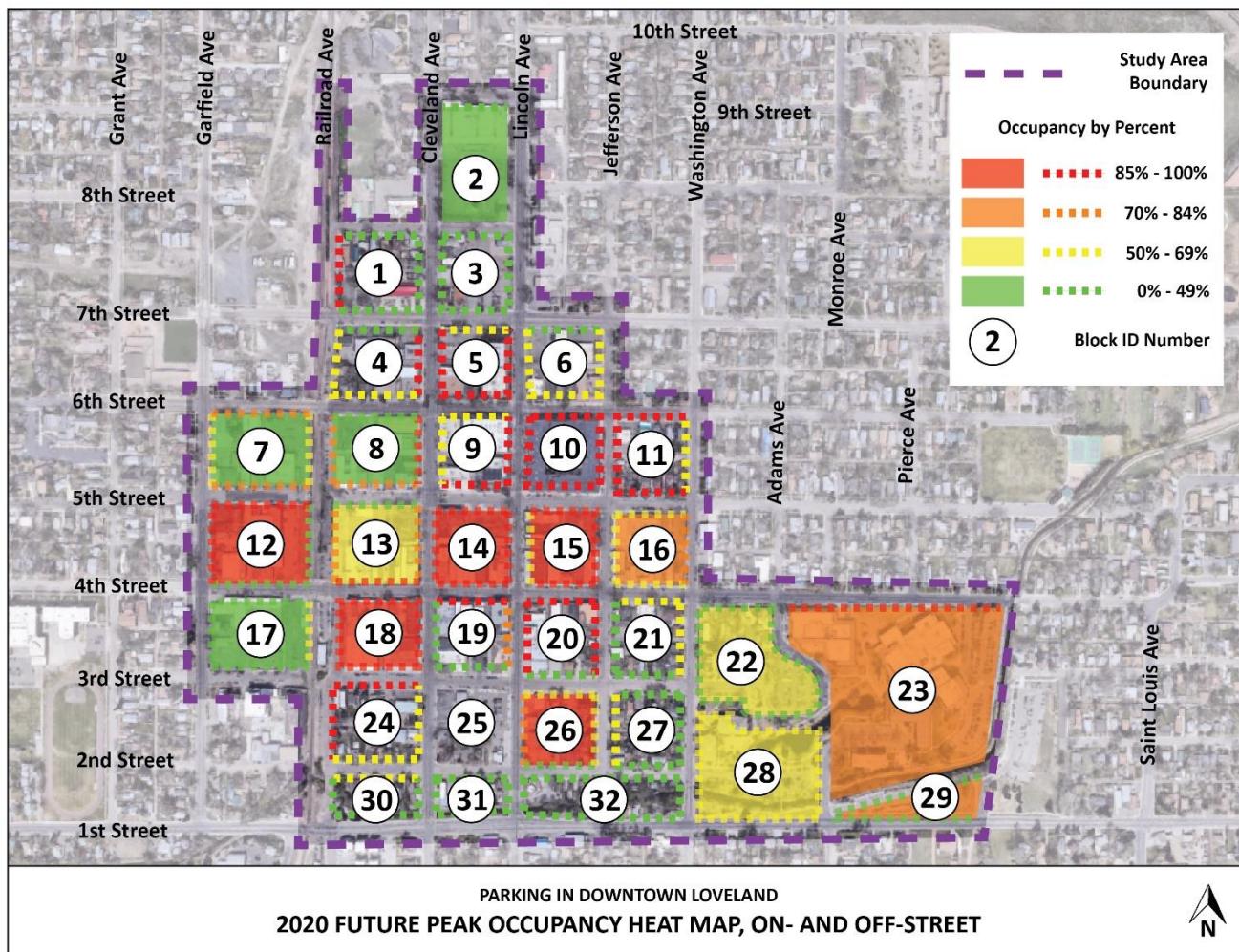
Existing Typical Peak Demand	Existing Public Parking Supply	% Occupied	2020 Projected Typical Peak Demand	2020 Public Parking Supply	% Occupied
1,350	2,342	61%	2,119	2,832	75%

(1) Based on observed typical peak parking demand on a weekday (Thursday) in August 2018

Source: Walker Consultants, 2018

As shown, projected parking supply is expected to accommodate demand in the two-year timeframe on an aggregate basis. However, as shown in the following figure (Figure 2-4), existing demand supply crunches are expected to increase in downtown “hot spots” as demand increase on an aggregate basis. These supply crunches could be alleviated through various parking management interventions, such as enforcement of time limits.

Figure 2-1: 2020 Projected Future Peak Occupancy Heat Map (Conceptual)



Source: Walker Consultants, 2018

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THE FUTURE OF PUBLIC PARKING: IN THE NEXT FIVE YEARS

The following section discusses the following:

- How is parking demand expected to grow or change in the next five years?
- How is public parking supply expected to change in the next five years?
- Will parking demand be accommodated by public parking supply in the next five years, and to what degree?

HOW IS PARKING DEMAND EXPECTED TO GROW OR CHANGE IN THE NEXT FIVE YEARS?

Once outside the near-term timeframe, it is difficult to predict how downtown Loveland will develop. As such, Walker has used a conservative approach, assuming that development will occur at a pace commensurate with typical annual population growth—or a margin of 3% per year.

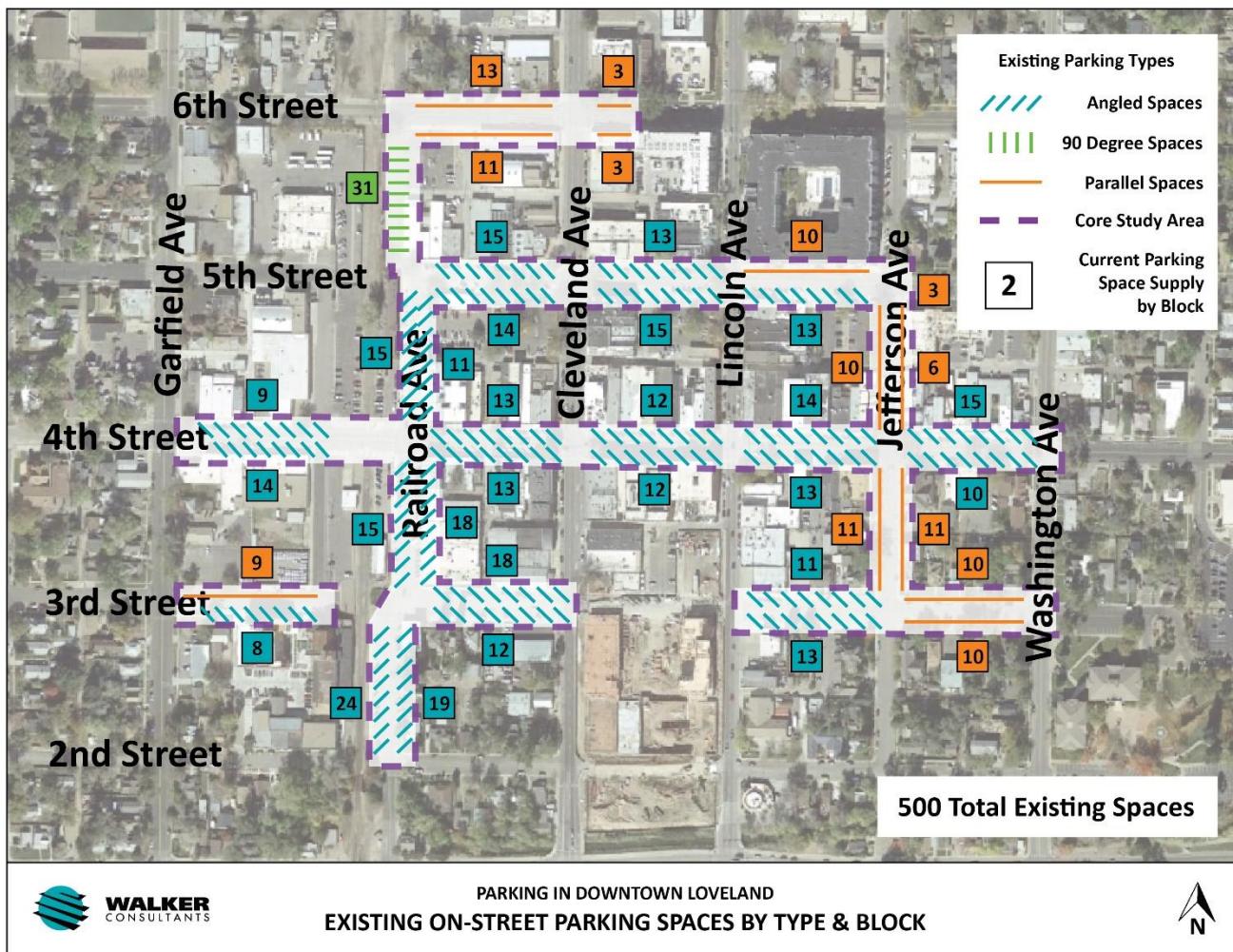
Based on this rate of growth, Walker projects a total demand for 2,315 spaces in the five-year timeframe (by 2023).

HOW IS PUBLIC PARKING SUPPLY EXPECTED TO CHANGE IN THE NEXT FIVE YEARS?

The HIP Streets Modernization Plan (2017) calls for the redesign of the public-right-of-way and for infrastructure improvements to be implemented in the downtown in the future. With regards to parking, the plan noted that, “angled and straight-in parking spaces create challenges for pedestrians in that parked cars overhang into the sidewalk, impeding the flow of the sidewalk.” The plan calls for the removal of 162 total on-street spaces, with removal to be implemented in phases over a ten-year time period, to make way for bicycle, pedestrian, and infrastructure improvements. Figures 2-5 and 2-6 on the following page depict existing on-street spaces and the proposed reconfiguration of on-street spaces. Walker has taken the proposed reconfiguration and reduction of on-street parking into account in our projections.

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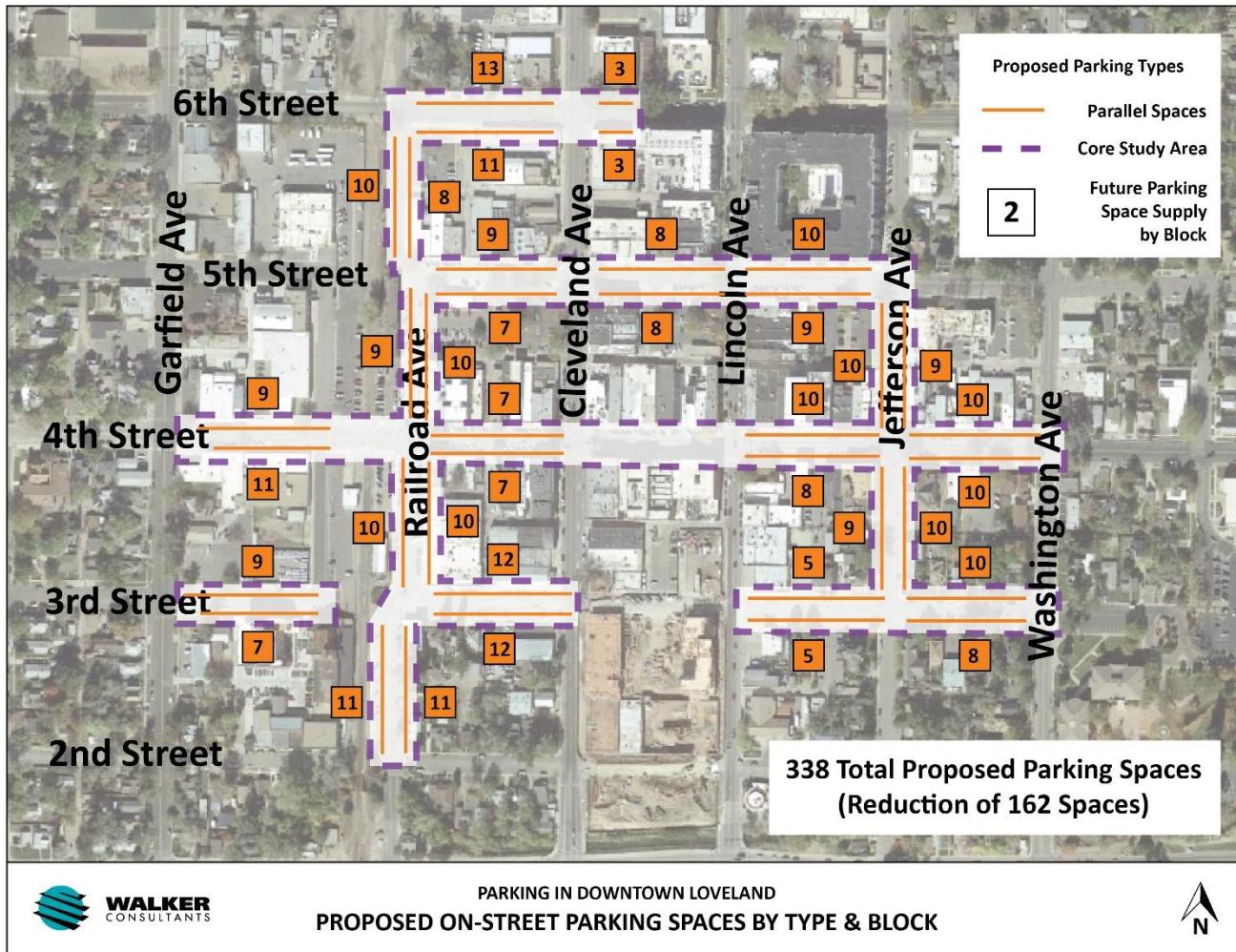
Figure 2-2: HIP Streets Modernization Plan – Existing On-Street Configuration



Source: Walker Consultants, 2018

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Figure 2-3: HIP Streets Modernization Plan - Proposed On-Street Space Reconfiguration (2017)



Source: City of Loveland, Stanley Consultants, 2017

Based on feedback from the City of Loveland regarding implementation of the HIP Streets Plan, Walker assumed that 35% of on-street spaces slated for removal would be eliminated within the five-year timeframe. No other inventory changes are expected between the two-year and five-year timeframes.

The following table (Table 2-4) summarizes projected on-street and off-street supply in five years (2023).

Table 2-4: Projected Public Parking Inventory

Supply Type	Existing (As of August 2018)	In Two Years (2020)	In Five Years (2023)
Public On-street	1,145	1,145	1,088
Public Off-street	1,197	1,687	1,687
Total	2,342	2,832	2,775

Source: Walker Consultants, 2018

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WILL PARKING DEMAND BE MET BY PUBLIC PARKING SUPPLY IN THE NEXT FIVE YEARS, AND TO WHAT DEGREE?

The following table (Table 2-5) provides an overview of how supply will accommodate projected demand in the five-year timeframe (2023), as compared to its ability to accommodate projected demand in the two-year timeframe (2020).

Table 2-5: Projected Public Parking Supply Sufficiency

2020 Projected Typical Peak Demand	2020 Public Parking Supply	% Occupied	2023 Projected Typical Peak Demand	2023 Public Parking Supply	% Occupied
2,119	2,832	75%	2,315	2,775	83%

Source: Walker Consultants, 2018

As shown, projected parking supply is expected to accommodate demand in the five-year timeframe on an aggregate basis. However, at the five-year mark (2023), it is likely that demand will approach what Walker considers to be its maximum point in a mixed-use, downtown environment where many users are visitors and unfamiliar with the parking system. This maximum point, also referred to as “effective supply”, is 85%--this 15% cushion ensures that there are enough spaces available at peak periods to prevent excessive circulation. In addition, existing demand supply crunches are expected to continue to increase in downtown “hot spots” as demand increase on an aggregate basis. These supply crunches could be alleviated through various parking management interventions, such as enforcement of time limits.

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THE FUTURE OF PUBLIC PARKING: IN THE NEXT TEN YEARS

The following section discusses the following:

- How is parking demand expected to grow or change in the next ten years?
- How is public parking supply expected to change in the next ten years?
- Will parking demand be accommodated by public parking supply in the next ten years, and to what degree?

HOW IS PARKING DEMAND EXPECTED TO GROW OR CHANGE IN THE NEXT TEN YEARS?

As discussed previously, once outside the near-term timeframe, it is difficult to predict how downtown Loveland will develop. As such, Walker has used a conservative approach, assuming that development will occur at a pace commensurate with typical annual population growth—or a margin of 3% per year.

Based on this rate of growth, Walker projects a total demand for 2,684 spaces in the ten-year timeframe (by 2028).

HOW IS PUBLIC PARKING SUPPLY EXPECTED TO CHANGE IN THE NEXT TEN YEARS?

The HIP Streets Modernization Plan will continue to impact on-street parking inventory in Loveland's downtown core over the 10 year period. Based on feedback from the City of Loveland regarding implementation of the Plan, Walker assumed that 100% of on-street spaces slated for removal would be eliminated within the ten-year timeframe. No other inventory changes are expected between the five-year and ten-year timeframes.

The following table (Table 2-6) summarizes projected on-street and off-street supply in ten years (2028).

Table 2-6: Projected Public Parking Inventory

Supply Type	Existing (As of August 2018)	In Two Years (2020)	In Five Years (2023)	In Ten Years (2028)
Public On-street	1,145	1,145	1,088	983
Public Off-street	1,197	1,687	1,687	1,687
Total	2,342	2,832	2,775	2,670

Source: Walker Consultants, 2018

WILL PARKING DEMAND BE MET BY PUBLIC PARKING SUPPLY IN THE NEXT TEN YEARS, AND TO WHAT DEGREE?

The following table (Table 2-7) provides an overview of how supply will accommodate projected demand in the ten-year timeframe (2028), as compared to its ability to accommodate projected demand in the five-year timeframe (2023).

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Table 2-7: Projected Public Parking Supply Sufficiency

2023 Projected Typical Peak Demand	2023 Public Parking Supply	% Occupied	2025 Projected Typical Peak Demand	2025 Public Parking Supply	% Occupied
2,315	2,775	83%	2,684	2,670	101%

Source: Walker Consultants, 2018

As shown, at the ten-year mark, projected parking demand is expected to exceed available public parking supply on an aggregate basis, by a margin of 14 spaces. To achieve Walker's recommended effective supply cushion of 15% would necessitate an additional 488 spaces. However, a number of other measures could slow the growth of parking demand, including transportation demand management through increases in public transit service and scope, improvements to the downtown bicycle and pedestrian infrastructure, incentives to use methods of arrival outside the single-occupancy vehicle—and even cultural and demographic shifts over time. Additionally, it should be noted that this analysis assumes that the public parking supply will be the chief (and really, sole) parking option to accommodate projected parking demand; if even a portion of new development occurring within the downtown study area provides its own parking, it is likely that total supply will accommodate projected demand.

PUBLIC ENGAGEMENT

This section addresses the following questions:

1. **How** did members of the community participate in this study?
2. What topics were discussed, and what **initial feedback** was received?

PUBLIC ENGAGEMENT OVERVIEW

Because this phase of the Downtown Parking Study and Strategic Plan process focused on quantitative analysis—namely assessing existing conditions in the parking system and the system’s availability to accommodate demand into the future—public engagement efforts were limited. The second phase of the planning process, scheduled for 2019, will include a more robust public engagement process, including a number of public open houses and presentations.

However, several efforts were made to introduce the study to stakeholders, form a steering committee, and gauge the Loveland community’s opinions about downtown parking and mobility. These included:

- A community-wide survey netting over 1,215 responses
- Outreach and information-sharing at the Loveland Corn Roast Festival in August 2018
- The formation of a Steering Committee, comprising downtown business owners and organizational leaders
- A meeting of the Steering Committee in October 2018 to introduce the study objective and discuss key findings and next steps

COMMUNITY SURVEY

The study’s community survey, launched in late August 2018, focused on user’s experience with the parking system and interest in various parking management and technology strategies. The following section provides an overview of respondents’ answers to the survey’s questions.

Overall, user responses indicate that there is a fairly widely-held perception of a lack of available public parking—likely due to a lack of available parking in very high-demand areas along 4th and 5th streets despite plenty of available parking on an aggregate basis. There is also some indication that users are unaware of the locations of public parking facilities (such as off-street surface lots).

Users were most excited about signage and wayfinding programs, residential permit programs, and employee permit programs. There was also some support for stricter enforcement of existing time limits.

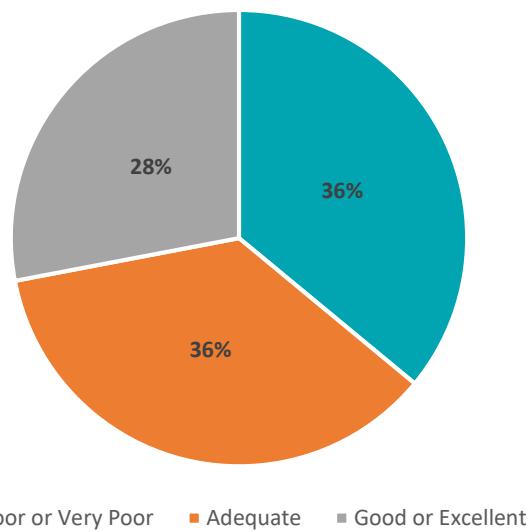
The survey also offered an opportunity to provide narrative responses. These responses focused on three major categories—parking management concerns and interests, mobility management concerns and interests, and future wants and needs—and are included as an attachment in Appendix C. Many respondents expressed a need for overnight parking options, more close-in options for disabled and mobility-challenged parkers, and a desire to improve the pedestrian environment and general safety and security in the downtown core.

The following section provides an overview of respondents’ answers to the survey’s questions.

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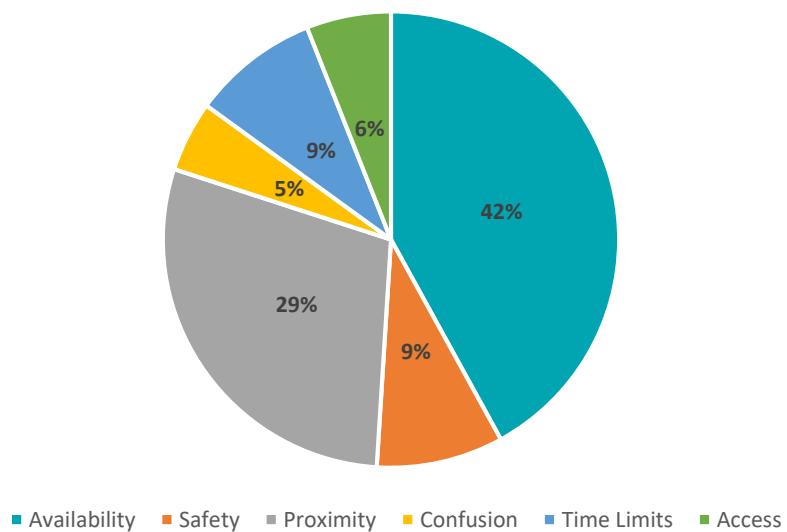
QUESTION: HOW DO USERS RATE PARKING IN DOWNTOWN LOVELAND?

Figure 3-1: Rating Results Summary (Parking)



QUESTION: WHAT IS THE PRIMARY FACTOR INFLUENCING A RATING LOWER THAN GOOD OR EXCELLENT?

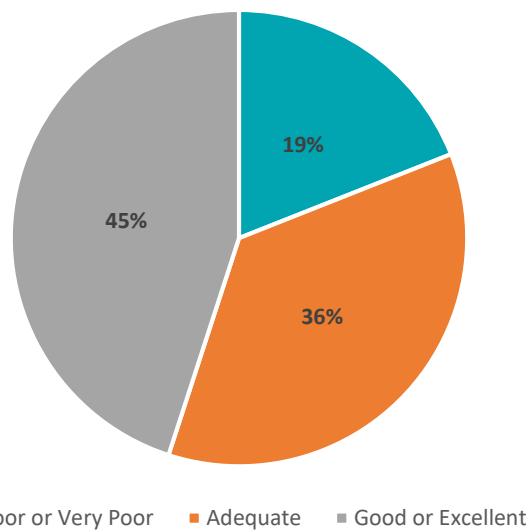
Figure 3-2: Primary Rating Factor Results Summary (Parking)



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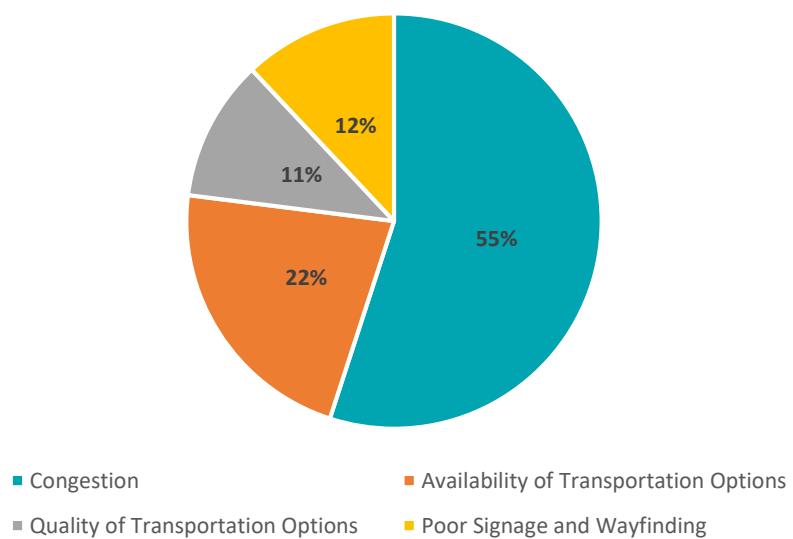
QUESTION: HOW DO USERS RATE MOBILITY IN DOWNTOWN LOVELAND?

Figure 3-3: Rating Results Summary (Mobility)



QUESTION: HOW DO USERS RATE MOBILITY IN DOWNTOWN LOVELAND?

Figure 3-4: Primary Rating Factor Results Summary (Mobility)



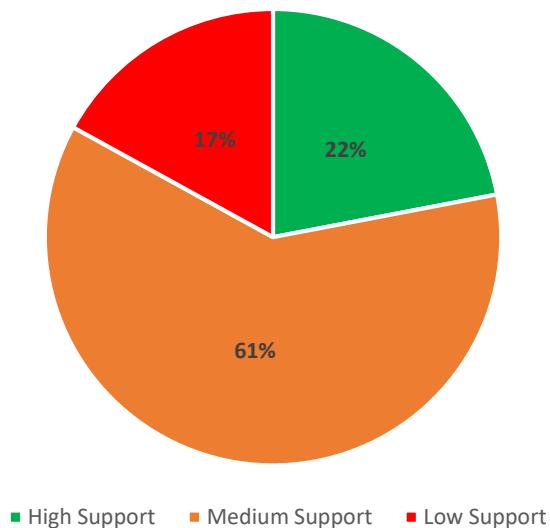
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HOW SUPPORTIVE ARE YOU OF THESE PARKING MANAGEMENT AND TECHNOLOGY STRATEGIES?

For the following questions, participants were asked to rate their level of support for each strategy. In each of the following figures, the green represents high support, orange represents medium support, and red represents low support.

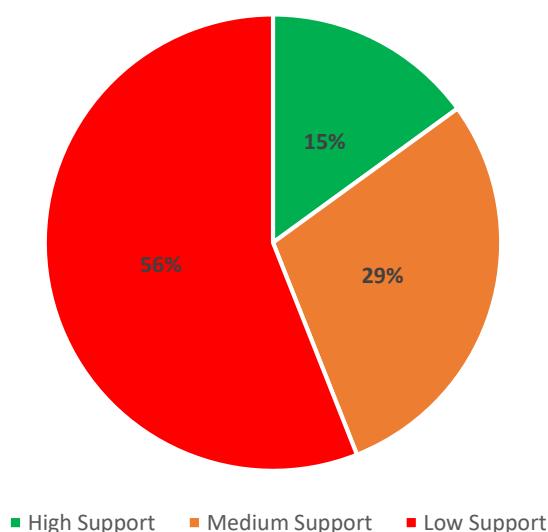
ON-STREET TIME LIMITS

Figure 3-5: Level of Support Summary (On-Street Time Limits)



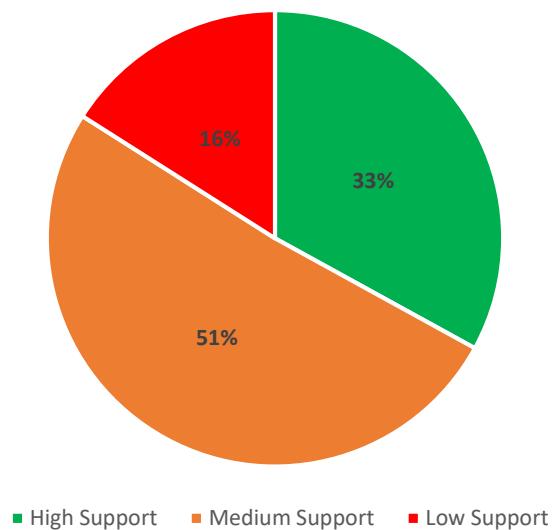
PAYING FOR CONVENIENT PARKING

Figure 3-6: Level of Support Summary (Paying for Convenience)



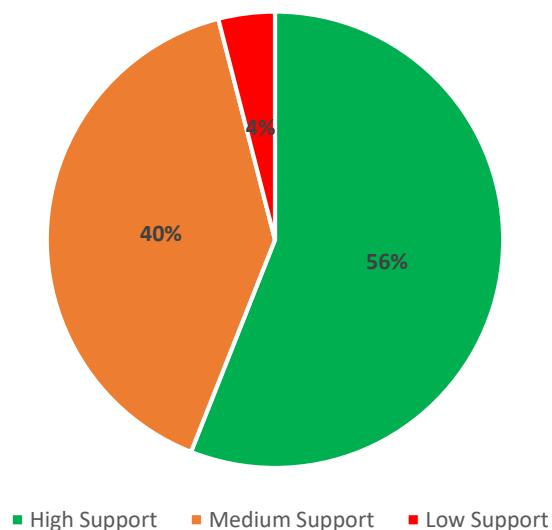
STRICT ENFORCEMENT OF PARKING REGULATIONS

Figure 3-7: Level of Support Summary (Strict Enforcement)



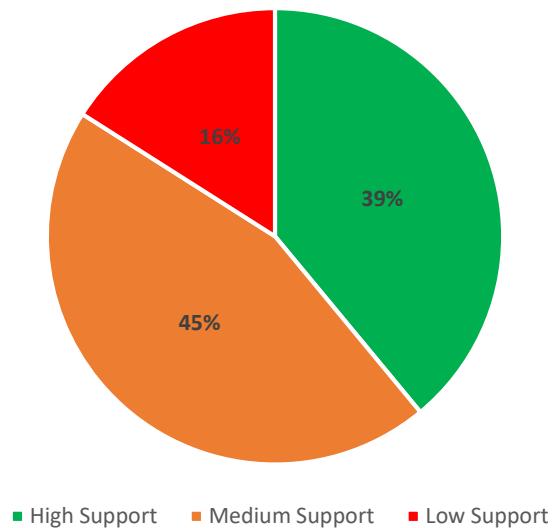
SIGNAGE AND WAYFINDING

Figure 3-8: Level of Support Summary (Signage and Wayfinding)



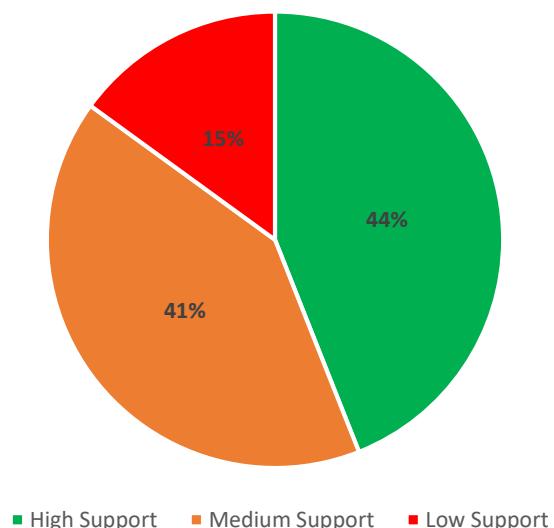
RESIDENTIAL PERMIT PROGRAM

Figure 3-9: Level of Support Summary (Residential Permit Program)



EMPLOYEE PERMIT PROGRAM

Figure 3-10: Level of Support Summary (Employee Permit Program)



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STEERING COMMITTEE MEETING

At present, the steering committee includes representatives from downtown businesses and organizations and the Downtown Development Authority, as well as several City staff members. This committee will continue to be shaped throughout the second phase of the study, where several additional meetings of this group are planned to discuss findings and recommendations and plan for implementation.

The first phase of this study included an introductory meeting with this group, held on October 26, 2018 at the Downtown Development Authority offices. Topics discussed included:

- Enforcement of existing two-hour time limits
- Improvements to pedestrian environment
- Establishing user-appropriate parking facilities, such as long-term and short-term parking areas, resident and employee parking permits, etc.
- Identifying funding sources for parking management and operations and future infrastructure
- Management and operations of the new partially-public parking garage at The Foundry
- Culture change and community education as it relates to parking
- Loading areas and pick-up/drop-off areas for Uber, Lyft, and other Transportation Network Companies

SECTION 1 APPENDIX

Inventory and Occupancy Counts

August 2, 2018 Occupancy Count

Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1:	Count 2:	Count 3:	Count 4:	Count 5:	Count 6:	Count 7:	Count 8:
1	North		12	1	1	1	1	2	1	2	
	East		9	0	0	0	0	0	0	0	
	South		0	0	3	1	0	0	0	0	
	West		12	0	0	0	0	1	0	0	
TOTAL			33	1	4	2	1	3	1	2	
% occupancy				3%	12%	6%	3%	9%	3%	6%	
on-street				1	4	2	1	3	1	2	
% occupancy				3%	12%	6%	3%	9%	3%	6%	
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1:	Count 2:	Count 3:	Count 4:	Count 5:	Count 6:	Count 7:	Count 8:
2	North	E. 9th Street	10	0	0	0	0	0	0	0	
	East		0	0	0	0	0	0	0	0	
	South		0	0	0	0	0	0	0	0	
	West		0	0	0	0	0	0	0	0	
A	Private Lot (Safeway Grocery)		170	29	32	42	34	38	28	13	
TOTAL			180	29	32	42	34	38	28	13	
% occupancy				16%	18%	23%	19%	21%	16%	7%	
on-street				10	0	0	0	0	0	0	
% occupancy				0%	0%	0%	0%	0%	0%	0%	
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1:	Count 2:	Count 3:	Count 4:	Count 5:	Count 6:	Count 7:	Count 8:
3	North		10	0	0	1	0	1	0	0	
	East		0	0	0	0	0	0	0	0	
	South		5	0	1	0	0	0	0	0	
	West		12	0	1	3	0	0	0	0	
TOTAL			27	0	2	4	0	1	0	0	
% occupancy				0%	7%	15%	0%	4%	0%	0%	
on-street				27	0	2	4	0	1	0	
% occupancy				0%	7%	15%	0%	4%	0%	0%	
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1:	Count 2:	Count 3:	Count 4:	Count 5:	Count 6:	Count 7:	Count 8:
4	North		8	0	1	1	2	0	1	0	
	East		8	3	2	5	2	3	0	0	
	South		12	3	6	7	4	7	3	1	
	West		14								
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1:	Count 2:	Count 3:	Count 4:	Count 5:	Count 6:	Count 7:	Count 8:
5	North		9	0	2	0	0	0	0	0	0
	East		12	1	1	1	2	3	1	1	1
	South		12	3	3	2	2	2	5	2	1
	West		8	3	5	3	3	2	2	2	1
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1:	Count 2:	Count 3:	Count 4:	Count 5:	Count 6:	Count 7:	Count 8:
6	North	parallel parking spaces (unsigned time limits)	9	0	4	3	3	4	6	4	
	East	parallel parking spaces (unsigned time limits)	12	4	8	7	7	6	4	4	
	South	parallel parking spaces (2-HR time limit)	12	6	8	9	5	3	7	7	

West	no parking spaces	0	0	0	0	0	0	0			
TOTAL		33	10	20	19	15	13	17	15		
% occupancy			30%	61%	58%	45%	39%	52%	45%		
on-street			10	20	19	15	13	17	15		
%occupancy			30%	61%	58%	45%	39%	52%	45%		
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1: _	Count 2: _	Count 3: _	Count 4: _	Count 5: _	Count 6: _	Count 7: _	Count 8: _
7	North	W 6th Street	6	8	7	8	7	6	4	4	
	East	Rail Road Tracks	0	0	0	0	0	0	0	0	
	South	W. 5th Street	5	4	4	5	3	3	3	0	
	West	N. Garfield Avenue	11	0	1	2	2	2	4	0	
	A	Facilities Mgmt. Lot	36	17	20	22	20	20	20	20	
	B	Public Works Dept. Lot	5	2	2	3	2	3	3	3	
		ADA spaces	1	0	0	0	0	0	0	0	
TOTAL			64	31	34	40	34	34	34	27	
% occupancy				48%	53%	63%	53%	53%	53%	42%	
on-street				12	12	15	12	11	11	4	
%occupancy				55%	55%	68%	55%	50%	50%	18%	
off-street				19	22	25	22	23	23	23	
%occupancy				45%	52%	60%	52%	55%	55%	55%	
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1: _	Count 2: _	Count 3: _	Count 4: _	Count 5: _	Count 6: _	Count 7: _	Count 8: _
8	North	parallel parking spaces (2-HR time limit)	8	7	7	5	5	6	0	0	
		ADA spaces	1	0	0	0	0	0	0	0	
	East	parallel parking spaces (2-HR time limit)	7	2	3	4	4	2	7	4	
	South	angled parking (2-HR time limit)	18	3	3	4	9	10	14	10	
	West	perpendicular parking nearest tracks	28	12	19	19	19	17	9	5	
		ADA spaces	2	0	0	0	1	1	0	0	
	A	Larimer County Employee Lot	40	26	28	32	25	24	14	10	
TOTAL			104	50	60	64	63	60	44	29	
%occupancy				48%	58%	62%	61%	58%	42%	28%	
on-street				24	32	32	38	36	30	19	
%occupancy				38%	50%	50%	59%	56%	47%	30%	
off-street				26	28	32	25	24	14	10	
%occupancy				65%	70%	80%	63%	60%	35%	25%	
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1: _	Count 2: _	Count 3: _	Count 4: _	Count 5: _	Count 6: _	Count 7: _	Count 8: _
9	North	parallel parking spaces (2-HR)	9	2	3	6	6	4	7	6	
	East	parallel parking spaces (2-HR)	8	6	5	4	4	3	7	3	
		loading zone spaces	1	0	1	0	1	0	0	1	
	South	angled parking spaces (2-HR time limit)	11	1	0	10	9	4	7	6	
		ADA spaces	2	0	0	0	0	0	1	0	
	West	parallel parking spaces (2 HR time limit)	10	1	0	3	5	9	8	2	
TOTAL			41	10	9	23	25	20	30	18	
%occupancy				24%	22%	56%	61%	49%	73%	44%	
on-street				10	9	23	25	20	30	18	
%occupancy				24%	22%	56%	61%	49%	73%	44%	

Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1: _	Count 2: _	Count 3: _	Count 4: _	Count 5: _	Count 6: _	Count 7: _	Count 8: _	
10	North	parallel parking spaces	7	7	7	7	7	4	8	8		
	East	angled spaces	14	12	11	14	14	12	14	8		
	South	parallel parking spaces	10	6	9	7	6	7	10	6		
	West	parallel parking spaces (2-HR time limit)	8	7	7	8	3	4	8	7		
		15 min. time zone	1	1	1	0		0	1	0		
			40	33	35	36	30	27	41	29		
						83%	88%	75%	68%	103%	73%	
						33	35	36	30	27	29	
TOTAL												
%occupancy												
on-street												
%occupancy												
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1: _	Count 2: _	Count 3: _	Count 4: _	Count 5: _	Count 6: _	Count 7: _	Count 8: _	
11	North	6th parallel parking, unrestricted	8	3	8	7	8	7	10	7		
	East	Washington, parallel parking spaces	8	4	5	5	3	7	2	3		
	South	parallel parking spaces	9	7	8	8	8	6	6	7		
	West	parallel parking spaces	9	7	7	7	7	6	7	8		
		ADA spaces	1	0	0	0	0	0	0	0		
			35	21	28	27	26	26	25	25		
						60%	80%	77%	74%	74%	71%	
						21	28	27	26	26	25	
TOTAL												
%occupancy												
on-street												
%occupancy												
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1: _	Count 2: _	Count 3: _	Count 4: _	Count 5: _	Count 6: _	Count 7: _	Count 8: _	
12	North	angled parking spaces	8	7	8	7	4	2	2	1		
	East	angled, perpendicular, and parallel spaces	28	10	14	13	19	20	10	3		
	South	angled parking spaces (2-HR time limit)	9	0	1	3	5	9	9	9		
	West	N Garfield, parallel parking spaces	3	2	2	2	1	0	4	0		
	A	Public Surface Lot (long-term parking)	48	21	30	34	32	32	36	19		
		ADA spaces	2	0	0	0	0	0	0	0		
			98	40	55	59	61	63	61	32		
						41%	56%	60%	62%	64%	62%	
TOTAL						19	25	25	29	31	13	
%occupancy												
on-street												
%occupancy												
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1: _	Count 2: _	Count 3: _	Count 4: _	Count 5: _	Count 6: _	Count 7: _	Count 8: _	
13	North	angled parking spaces	14	0	1	4	8	9	8	5		
	East	parallel parking spaces	9	2	6	7	6	8	7	5		
	South	angled parking spaces	12	5	9	11	11	10	14	11		
		ADA spaces	1	0	0	0	1	0	2	1		
	West	angled parking spaces (2-HR time limit)	24	2	6	16	17	15	23	23		
		ADA spaces	1	0	0	0	0	0	1	0		
	A	3-HR Public Parking Lot	39	6	11	13	9	16	35	25		
	B	Reporter Heard Lot (publically available select reserved spaces (Patina residents)	43	19	20	31	33	43	40	31		
			15									
TOTAL				158	34	53	82	85	101	130	101	
%occupancy												
on-street												
				61	9	22	38	43	42	55	45	

%occupancy off-street		97	15%	36%	62%	70%	69%	90%	74%		
			25	31	44	42	59	75	56		
			26%	32%	45%	43%	61%	77%	58%		
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1: _	Count 2: _	Count 3: _	Count 4: _	Count 5: _	Count 6: _	Count 7: _	Count 8: _
14	North	angled parking spaces	14	10	9	10	11	8	8	5	
		ADA spaces	1	0	0	0	0	0	0	0	
	East	parallel parking spaces	9	4	6	7	7	6	1	1	
		loading zone spaces	1	0	0	0	0	0	0	0	
	South	angled parking spaces	9	7	10	10	9	10	13	9	
		ADA spaces	2	0	1	1	1	2	0	0	
	West	parallel parking spaces	10	7	7	9	5	8	8	5	
		15 min. time zone	3	0	0	1	0	0	1	1	
	A	3-HR Public Parking Lot	58	28	42	46	48	47	48	38	
	TOTAL		107	56	75	84	81	81	79	59	
	%occupancy on-street			52%	70%	79%	76%	76%	74%	55%	
			49	28	33	38	33	34	31	21	
	%occupancy off-street		58	28	42	46	48	47	48	38	
	%occupancy			48%	72%	79%	83%	81%	83%	66%	
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1: _	Count 2: _	Count 3: _	Count 4: _	Count 5: _	Count 6: _	Count 7: _	Count 8: _
15	North	angled parking spaces (2-HR time limit)	14	11	14	12	7	9	10	3	
	East	parallel parking spaces	9	9	8	9	6	2	1	1	
	South	angled parking spaces (2-HR time limit)	13	5	4	12	11	10	12	10	
		ADA spaces	1	0	0	0	0	0	0	0	
	West	parallel parking spaces	10	6	3	7	7	8	7	6	
	A	3-HR Public Parking Lot	51	39	46	40	47	38	36	41	
		ADA spaces	3	1	1	3	0	0	0	0	
	TOTAL		101	71	76	83	78	67	66	61	
	%occupancy on-street			70%	75%	82%	77%	66%	65%	60%	
			47	31	29	40	31	29	30	20	
	%occupancy			66%	62%	85%	66%	62%	64%	43%	
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1: _	Count 2: _	Count 3: _	Count 4: _	Count 5: _	Count 6: _	Count 7: _	Count 8: _
16	North	1-HR time limit spaces	3	2	1	0	3	1	0	0	
		2-HR time limit spaces	5	5	2	2	2	1	3	2	
		ADA spaces	1	0	0	1	0	0	0	0	
	East	parallel parking spaces	6	6	5	5	5	4	2	2	
	South	angled parking spaces	13	13	13	12	12	6	10	7	
		ADA spaces	2	1	1	1	1	0	0	0	
	West	parallel parking spaces	6	3	4		3	2	2	2	
		Fire Department zone	3	3	3		2	2	4	4	
	A	City Employee Lot	45	45	44	38	42	17	7	7	
	TOTAL		84	78	73	59	70	33	28	24	
	%occupancy on-street			93%	87%	70%	83%	39%	33%	29%	
			39	33	29	21	28	16	21	17	

%occupancy	85%	74%	54%	72%	41%	54%	44%
off-street	45	44	38	42	17	7	7
%occupancy	100%	98%	84%	93%	38%	16%	16%

Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1:__	Count 2:__	Count 3:__	Count 4:__	Count 5:__	Count 6:__	Count 7:__	Count 8:__
17	North	angled parking spaces	14	0	1	2	5	12	9	9	
	East	parallel parking spaces	8	4	7	5	3	3	1	1	
	South	parallel parking spaces	9	2	2	2	2	1	1	0	
	West	parallel parking spaces	9	0	4	5	4	4	4	4	
	A	Rail Road Track Lot (public/private?)	33	2	2	3	9	9	4	5	
		ADA spaces	2	0	0	0	0	0	0	0	
	TOTAL		75	8	16	17	23	29	19	19	
	%occupancy			11%	21%	23%	31%	39%	25%	25%	
	on-street		40	6	14	14	14	20	15	14	
	%occupancy			15%	35%	35%	35%	50%	38%	35%	

Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1:__	Count 2:__	Count 3:__	Count 4:__	Count 5:__	Count 6:__	Count 7:__	Count 8:__
18	North	angled parking spaces (2-HR time limits)	13	6	13	13	13	12	12	13	12
		ADA spaces	1	0	1	0	1	1	0	1	
	East	angled parking spaces (unsigned time limits)	9	8	9	9	8	9	10	8	
	South	angled parking spaces (unsigned time limits)	16	14	18	16	17	15	16	22	
		ADA spaces	2	1	1	0	1	1	0	0	
	West	angled parking spaces (unsigned time limits)	26	26	26	26	26	20	20	20	
		ADA spaces	1	1	1	0	1	1	0	0	
	A	Long-Term Public Parking Area	23	21	21	20	21	21	20	16	
	TOTAL		91	77	90	84	88	80	78	80	
	%occupancy			85%	99%		97%	88%	86%	88%	
	on-street		68	56	69	64	67	59	58	64	
	%occupancy			82%	101%	94%	99%	87%	85%	94%	

Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1:__	Count 2:__	Count 3:__	Count 4:__	Count 5:__	Count 6:__	Count 7:__	Count 8:__
19	North	angled parking spaces (2-HR time limit)	12	11	11	12	11	11	11	12	
		ADA spaces	1	0	0	1	0	0	0	1	
	East	parallel parking spaces	4	1	3	4	2	4	4	3	
	South	angled parking spaces (2-HR time limit)	0	0	0	0	0	0	0	0	
	West	parallel parking spaces	5	4	5	5	5	5	5	5	
		loading zone spaces	4	0	4	1	2	2	4	4	
	TOTAL		26	16	23	23	20	22	24	25	
	%occupancy			62%	88%	88%	77%	85%	92%	96%	

Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1:__	Count 2:__	Count 3:__	Count 4:__	Count 5:__	Count 6:__	Count 7:__	Count 8:__
20	North	angled parking spaces (2-HR time limit)	11	3	4	11	11	10	11	11	
		Fire Department spaces	1	0	0	0	0	0	1	0	
		ADA spaces	1	0	1	0	0	0	0	0	
	East	parallel parking spaces (2-HR time limit)	10	6	7	8	10	3	4	6	
		ADA spaces	1	0	0	0	0	0	0	0	
	South	angled parking spaces (2-HR time limit)	12	3	4	11	8	9	7	7	
	West	parallel parking spaces (2-HR time limit)	9	4	5	8	9	4	9	9	

%occupancy				65%	90%	85%	76%	65%	33%	36%	68%
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1: _	Count 2: _	Count 3: _	Count 4: _	Count 5: _	Count 6: _	Count 7: _	Count 8: _
25	North		0	0	0	0	0	0	0	0	0
	East		5	0	0	0	0	0	0	0	0
	South		0	0	0	0	0	0	0	0	0
	West		0	0	0	0	0	0	0	0	0
	TOTAL		5	0	0	0	0	0	0	0	0
%occupancy				0%	0%	0%	0%	0%	0%	0%	0%
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1: _	Count 2: _	Count 3: _	Count 4: _	Count 5: _	Count 6: _	Count 7: _	Count 8: _
26	North	angled parking spaces (2-HR time limit)	13	8	7	10	13	7	11	8	4
	East	parallel parking spaces (unsigned time limits)	12	6	7	8	7	6	7	6	6
	South	parallel parking spaces (unsigned time limits)	8	3	4	3	4	2	0	2	2
	West	no parking spaces	8	3							
	A	Public Parking Surface Lot	30	30	29	24	28	28	18	15	15
	TOTAL		71	50	47	45	52	43	36	31	27
%occupancy				70%	66%	63%	73%	61%	51%	44%	38%
on-street				41	20	18	21	24	15	18	16
%occupancy					49%	44%	51%	59%	37%	44%	39%
off-street				71	50	47	45	52	43	36	31
											63%
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1: _	Count 2: _	Count 3: _	Count 4: _	Count 5: _	Count 6: _	Count 7: _	Count 8: _
27	North	parallel parking spaces (unsigned time limits)	12	3	6	7	6	4	3	3	1
	East	parallel parking spaces (unsigned time limits)	8	3	5	2	4	4	3	2	1
	South	parallel parking spaces (unsigned time limits)	15	3	3	1	2	2	2	3	4
	West	parallel parking spaces (unsigned time limits)	11	6	6	6	6	5	3	5	3
	TOTAL		46	15	20	16	18	15	11	13	9
%occupancy					33%	43%	35%	39%	33%	24%	28%
on-street											20%
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1: _	Count 2: _	Count 3: _	Count 4: _	Count 5: _	Count 6: _	Count 7: _	Count 8: _
28	North	perpendicular parking spaces (unsigned time li	16	16	16	15	12	13	12	9	9
	East	no parking spaces	0	0	0	0	0	0	0	0	0
	South	no parking spaces	0	0	0	0	0	0	0	0	0
	West	parallel parking spaces (unsigned time limits)	7	6	6	2	3	0	0	0	0
	A	Civic Center Surface Parking Lot	116	64	70	59	3	67	55	21	13
	TOTAL		139	86	92	76	18	80	67	30	22
%occupancy					62%	66%	55%	13%	58%	48%	22%
on-street											16%
off-street											9
%occupancy											9
											13
											11%
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1: _	Count 2: _	Count 3: _	Count 4: _	Count 5: _	Count 6: _	Count 7: _	Count 8: _
29	North	no parking spaces	0	0	0	0	0	0	0	0	0
	East	no parking spaces	0	0	0	0	0	0	0	0	0
	South	no parking spaces	0	0	0	0	0	0	0	0	0
	West	no parking spaces	0	0	0	0	0	0	0	0	0
	A	Public Surface Lot (near creek)	51	9	7	7	26	23	29	42	43

off-street		51	9	7	7	26	23	29	42	43	
%occupancy			18%	14%	14%	51%	45%	57%	82%	84%	
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1:	Count 2:	Count 3:	Count 4:	Count 5:	Count 6:	Count 7:	Count 8:
30	North	parallel parking spaces (unsigned time limits)	12	8	8	7	7	8	5	4	6
	East	no parking spaces	0	0	0	0	0	0	0	0	0
	South	no parking spaces	0	0	0	0	0	0	0	0	0
	West	no parking spaces	0	0	0	0	0	0	0	0	0
	TOTAL		12	8	8	7	7	8	5	4	6
%occupancy				67%	67%	58%	88%	67%	42%	33%	50%
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1:	Count 2:	Count 3:	Count 4:	Count 5:	Count 6:	Count 7:	Count 8:
31	North	parallel parking spaces (unsigned time limits)	8	0	0	0	0	0	0	0	0
	East	no parking spaces	0	0	0	0	0	0	0	0	0
	South	no parking spaces	0	0	0	0	0	0	0	0	0
	West	no parking spaces	0	0	0	0	0	0	0	0	0
	TOTAL		8	0	0	0	0	0	0	0	0
%occupancy				0	0	0	0	0	0	0	0
Block	Lot ID/ Block Face	Lot Name/ Street Name	Inventory	Count 1:	Count 2:	Count 3:	Count 4:	Count 5:	Count 6:	Count 7:	Count 8:
32	North	combined with block 33	32	9	9	3	9	9	8	7	5
	East	no parking spaces	9	0	0	0	0	0	0	0	0
	South	no parking spaces	0	0	0	0	0	0	0	0	0
	West	no parking spaces	0	0	0	0	0	0	0	0	0
	TOTAL		41	9	9	3	9	9	8	7	5
%occupancy				22%	22%	7%	22%	22%	20%	17%	12%
TOTAL			2342	1113	1343	1350	1302	1226	1185	1024	432
TOTAL % OCCUPANCY				48%	57%	58%	56%	52%	51%	44%	18%

SECTION 3 APPENDIX

Narrative Survey Responses

Loveland Parking Study: Narrative Survey Responses

Parking Management Concerns and Interests	Mobility Management Concerns and Interests	Future Wants/Needs/Ideas
Improve/better plan for parking issues during construction	Improve/better plan for congestion issues during construction	Downtown trolley or other internal circulator
ADA parking is insufficient and in disrepair; need to cater to seniors/people with mobility issues	Improve sidewalk conditions	More/free EV charging stations in the downtown core
Safety/access concerns in new parking garage	Improve lighting for pedestrians	Focus on customer- time limits, strict enforcement, real-time availability signage
Downtown residents/employees should have better long-term parking options separate from short-term parkers	Better communication/traffic control during special events	More designated loading zones for delivery trucks/moving trucks
Overnight parking should be an option	Improve rec trail crossing at 1st and Washington	Some interest in shared parking options for new development
Confusion about time limits/appropriate places to park and when	Improve pedestrian connections from new parking garage	Improve bike infrastructure- designated lanes, bike racks, etc.
Parking enforcement is non-existent/weak	Make alternative transportation modes more accessible for all people	Need to balance long-term parking options with customer needs
2-hour time limit is too short		Some interest in paid parking options with 1 hour free/validation options
Concern about converting angled parking to parallel parking		Off-site parking for events
Confusion about where the public can parking aside from on-street parking spaces		Employee parking permits provided by/purchased by their employers
Lots of excitement about new parking garage		Some interest in downtown businesses contributing financially to parking solutions
Special events are the only issue impacting parking		Investment in alternative modes of transportation/limiting Internal vehicle circulation/park once
Walking problem not a parking problem		Parking maps would be helpful - show options, create opportunities for trip planning
Employee shuffle is a problem		Protect spillover into neighborhoods with time limits/paid parking downtown
		Graduated fines for repeat offenders, warnings for visitors
		Parking fees especially for parking garage
		Need flexibility in parking designations to ensure strong utilization
		Need transitional options contextual with Loveland's small town feel
		Advanced parking reservations/trip planning
		Better signage and wayfinding
		Paid parking that is simple, easy to understand, and hassle-free
		Private businesses should have the option to open up/share their underutilized lots
		People mentioned Fort Collins, Boulder, and Cherry Creek as good examples
		Parking space pop-up parks
		Single entity managing parking

APPENDIX 2

Phase 2 Public and Stakeholder Engagement Materials

CITY OF LOVELAND DOWNTOWN PARKING STUDY

PUBLIC OPEN HOUSE- PHASE 2

AUGUST 15, 2019

MATERIALS NEEDED

Walker-Team provided:

Markers/pens
Boards (see detail below)
Sign-in sheets
Comment Cards
Post-it Notes
Stickers

City/DDA-provided/facilitated:

1 rectangular table (sign-in table) with 2 chairs
1 rectangular table (comment table) with 4-5 chairs
Easels

SET-UP

Furniture/Seating:

Sign-in table near/outside room entry. Comment table with 2-3 chairs. Easels for board stations set up around the room.

Materials:

8 Boards (described in detail below)

STATION DESCRIPTIONS

Project Overview Station: Scope of Work and Schedule Board (1), Your Role Tonight Board (2)

Turnover Station: Best Practices Board (3), Turnover “Would You Rather” game (4)

Best Practices Board: Overview of how other communities incite turnover in their short-term parking areas.

“Would you Rather” Game: Participants will be asked to choose between a series of “A or B” options regarding turnover, such as “would you rather pay a fee to park as long as you might need, or park for free for a limited time (e.g. two hours).

Neighborhood Parking Station: Best Practices Board (5), Neighborhood Parking Game (6)

Best Practices Board: Overview of how other communities handle neighborhood parking permits.

Neighborhood Parking Game: Participants will be asked to mark locations where neighborhood parking permits should be applicable, and answer a series of scenario-based questions to evaluate eligibility.

Additional Inventory Station: Parking Costs Board (7), Additional Inventory Map (8)

Parking Costs Board: Overview of costs to build and maintain parking (surface and structured).

Additional Inventory Map: Participants will be asked to mark on a map where they think added inventory would be most useful.

CITY OF LOVELAND DOWNTOWN PARKING STUDY

PUBLIC OPEN HOUSE- PHASE 2

AUGUST 15, 2019

AGENDA

- **Total Meeting Time:** 120 minutes (2 hours)
- **5:15 PM—6:00 PM:** Room set-up and meeting prep
- **6:00 PM—8:00 PM:** Open House. Participants will be invited to circulate stations discussed above.



DOWNTOWN LOVELAND PARKING STUDY MANAGEMENT INTO THE FUTURE

HOW DO OTHER COMMUNITIES MANAGE THEIR SHORT-TERM/CUSTOMER PARKING ON-STREET?



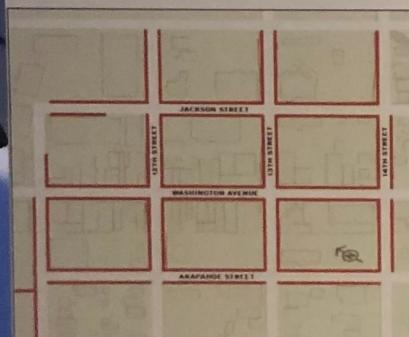
IDAHO SPRINGS, CO: MULTI-SPACE METERS

Graduated pricing with no time limit



ARVADA, CO: TIME LIMITS

2-hour and 4-hour time limits digitally enforced



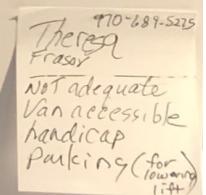
GOLDEN, CO: TIME-LIMITED/PAID COMBO
Short-term (under 2 hours) free; long-term paid

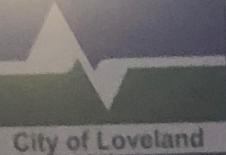


GREELEY, CO: FREE TWO-HOUR
First two hours free with mobile payment option



FORT COLLINS, CO: TIME LIMITS





DOWNTOWN LOVELAND PARKING STUDY MANAGEMENT INTO THE FUTURE

WHAT WOULD YOU RATHER DO AS
LOVELAND'S PARKING MANAGER? PLACE A
RED STICKER BELOW YOUR PREFERRED
OPTION. USE A STICKY NOTE TO ELABORATE
ON YOUR OPTION IF YOU'D LIKE.

INCREASING "TURNOVER", OR THE RATE AT WHICH VEHICLES MOVE OUT OF INDIVIDUAL PARKING SPACES, IS IMPORTANT BECAUSE IT ALLOWS HIGH-DEMAND SPACES TO SERVE MORE PARKERS. HOW WOULD YOU MANAGE TURNOVER?

AN HOURLY FEE TO PARK AS LONG AS YOU LIKE



FREE BUT TIME-LIMITED PARKING



PARKING ENFORCEMENT IS AN IMPORTANT PART OF A PARKING MANAGEMENT SYSTEM BECAUSE IT ENSURES RULES ARE REGULARLY FOLLOWED. HOW WOULD YOU MANAGE ENFORCEMENT?

FOCUS PARKING ENFORCEMENT ON REPEAT VIOLATORS



ISSUE A TICKET TO ANYONE WHO VIOLATES A PARKING RULE, EVEN FIRST-TIME OFFENDERS

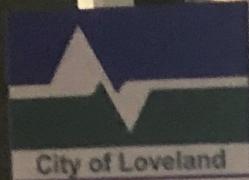


SOME COMMUNITIES CHOOSE TO FOCUS PARKING MANAGEMENT EFFORTS ON THE HIGHEST-DEMAND AREAS, WHILE OTHERS MANAGE AND ENFORCE ENTIRE DOWNTOWN NEIGHBORHOODS. WHERE WOULD YOU FOCUS PARKING MANAGEMENT?

FOCUS PARKING MANAGEMENT ON HIGH-DEMAND CUSTOMER PARKING AREAS



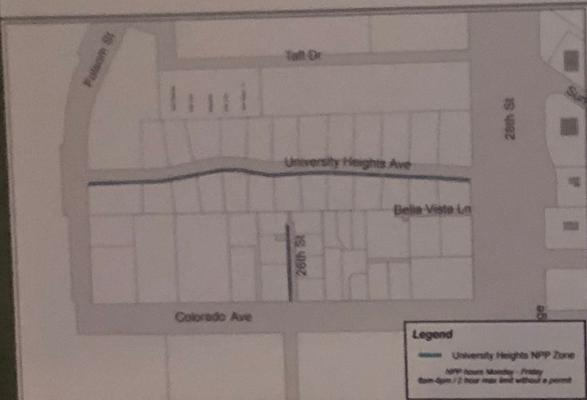
USE A "ONE SIZE FITS ALL" PARKING MANAGEMENT APPROACH TO THE ENTIRE DOWNTOWN AREA



DOWNTOWN LOVELAND PARKING STUDY

MANAGEMENT INTO THE FUTURE

HOW DO OTHER COMMUNITIES MANAGE
PARKING FOR PEOPLE WHO REGULARLY
NEED TO PARK FOR LONG PERIODS OF TIME?



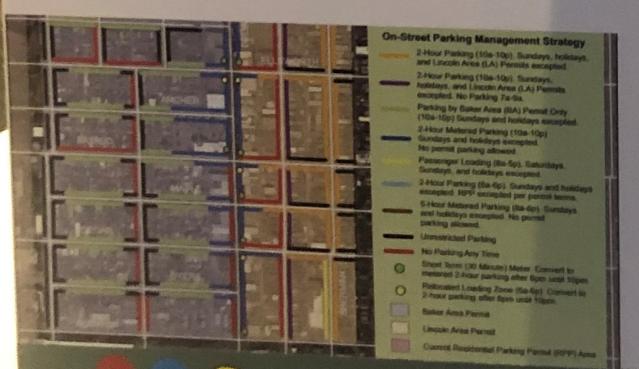
BOULDER, CO

Flat annual fee for all residents and downtown employees (2 vehicle limit)



GOLDEN, CO

Flat annual fee for residents and downtown employees to park in permit-only parking zones



DENVER, CO

Flat annual fee for residents and businesses to park with no time limit in time-limited areas



FORT COLLINS, CO

Annual fee for residents and downtown employees—
number of vehicles allowed dependent on location



ASPEN, CO

Flat fee for first vehicle, graduated fees for additional vehicles, higher fee for businesses



DOWNTOWN LOVELAND PARKING STUDY MANAGEMENT INTO THE FUTURE

WHAT WOULD YOU RATHER DO AS
LOVELAND'S PARKING MANAGER? PLACE A
RED STICKER BELOW YOUR PREFERRED
OPTION. USE A STICKY NOTE TO ELABORATE
ON YOUR OPTION IF YOU'D LIKE.

WHILE SOME COMMUNITIES HAVE PERMANENT, ESTABLISHED ZONES FOR PERMIT
PARKING, OTHERS ALLOW COMMUNITY MEMBERS TO PETITION TO CREATE NEW
PERMIT ZONES UNDER CERTAIN CRITERIA. WHAT WOULD YOU DO?

ESTABLISH PERMIT ZONES FOR
AREAS IN AND AROUND THE
DOWNTOWN AREA

ALLOW COMMUNITY MEMBERS
TO CREATE NEW PERMIT ZONES
AS PARKING NEEDS CHANGE



CERTAIN COMMUNITIES HAVE A STATIC NUMBER OF PERMITS AVAILABLE PER
HOUSEHOLD, OTHERS ALLOW A VARIABLE NUMBER DEPENDING ON WHERE THE
PERMIT IS REQUESTED. WHAT WOULD YOU DO?

ALLOW THE SAME NUMBER OF
PERMITS TO EVERY
HOUSEHOLD, REGARDLESS OF
LOCATION



OFFER A VARIABLE NUMBER OF
PERMITS PER HOUSEHOLD
DEPENDING ON LOCATION



MANY CITIES WITH A HEAVY COMMUTER OR DOWNTOWN EMPLOYEE POPULATION
OFFER PERMITS TO THOSE POPULATIONS IN ADDITION TO RESIDENTS. WHAT
WOULD YOU DO?

OFFER PERMITS
ONLY TO RESIDENTS

OFFER PERMITS TO
RESIDENTS AND
DOWNTOWN EMPLOYEES,
BUT IN DIFFERENT
LOCATIONS



OFFER THE SAME PERMIT
OPTIONS TO BOTH
RESIDENTS AND
EMPLOYEES

