

# CITY OF GALENA, ILLINOIS

101 Green Street, Galena, Illinois 61036



## MEMORANDUM

TO: Honorable Mayor Renner and City Council

FROM: Mark Moran, City Administrator

DATE: August 28, 2019

RE: Downtown Parking

A handwritten signature in blue ink, appearing to read "Mark Moran", is positioned to the right of the "FROM:" line.

At the June 24 meeting, the council directed the staff to study the downtown parking situation and develop recommendations for consideration by the council. In the ensuing weeks, we prepared the attached "Developing a Holistic and Efficient Parking System" report to initiate more discussion of this important topic.

Please know that the report is based on observations and not formal studies or surveys of motorist perceptions, utilization of parking spaces, traffic counts, cost-benefit analyses. We are grateful to the Galena Downtown Business Association (GDBA) who conducted an informal door-to-door survey of businesses to assess the number of employees in the downtown and their driving/parking tendencies. The results of the survey are included in the report.

Our staff views the parking report as a first step toward implementing improvements to the downtown parking system. Some of the potential improvements could be inexpensively implemented in the short term while others would take more time with considerably more cost. We are prepared to study any of the concepts or projects in more detail for further evaluation by the council.

We look forward to your discussion. Thank you for your consideration.

# Developing a Holistic and Efficient Parking System

## I. Existing Parking System: Inventory of Spaces

### A. Downtown District (Main Street, Commerce Street, Water Street, and Bench Street from Spring to Meeker)

Public On-Street	On-Street Spaces	Percent
Bench Street	153	13%
Main Street	198	17%
Commerce Street	88	8%
Water Street	117	10%
Meeker Street	20	2%
Franklin Street	12	1%
Perry Street	5	0.4%
Washington Street	18	2%
Green Street	4	0.4%
<b>TOTAL Public On-Street Spaces</b>	<b>615</b>	<b>54%</b>

Public Parking Lots	Off-Street Spaces	Percent
Winery Lot	29	3%
City Hall Lot	21	2%
Commerce Street Lot	57	5%
Lemfco	30	3%
Rigopolous Properties	159	14%
Turner Hall	17	1%
County Courthouse	15	1%
<b>TOTAL Spaces in Public Lots</b>	<b>328</b>	<b>29%</b>

Private Off Street	Off-Street Spaces	Percent
McCoy Building	13	1%
Gateway to History	10	1%
Illinois Bank and Trust	9	1%
DeSoto Parking Ramp	95	8%
Funeral Home Lot	20	2%
Museum Lot (St. Michael's)	16	1%
Burlingame Bench Street	14	1%
Behind 300 N. Main Block	16	1%
<b>TOTAL Spaces in Private Lots</b>	<b>193</b>	<b>17%</b>

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<b>TOTAL DOWNTOWN SPACES</b>	<b>1,136</b>	<b>100%</b>
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B. Peripheral Downtown Parking (on-street and parking lots)

Public On-Street	On-Street Spaces	Percent
Park Avenue	175	23%
Johnson Street	12	2%
<b>TOTAL Public On-Street Spaces</b>	<b>187</b>	<b>24%</b>

  

Public Parking Lots	Off-Street Spaces	Percent
Spring Street Municipal Lot	25	3%
Canoe/Kayak Municipal Lot	21	3%
Depot Municipal Lot	85	11%
Depot Grass Overflow Area	450	59%
<b>TOTAL Spaces in Public Lots</b>	<b>581</b>	<b>76%</b>

  


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<b>TOTAL PERIPHERAL SPACES</b>	<b>768</b>	<b>100%</b>
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C. Other Sizable Outlying Parking Areas

Hotel Parking Lots	Off-Street Spaces	Percent
Ramada	231	11%
Country Inn & Suites	92	4%
Stoney Creek Inn	71	3%
Best Western	51	2%
Irish Cottage	236	11%
Grant Hills	29	1%
<b>TOTAL Spaces in Hotel Lots</b>	<b>710</b>	<b>33%</b>

  

Other Sizable Parking Lots	Off-Street Spaces	Percent
Galena Gazette	18	1%
Rec Park	253	12%
Walmart	496	23%
Honeywell	155	7%
Galena Square	255	12%
Galena Public Schools	296	14%
<b>TOTAL Spaces in Other Lots</b>	<b>1,473</b>	<b>67%</b>

  


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<b>TOTAL OTHER PARKING SPACES</b>	<b>2,183</b>	<b>100%</b>
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## II. Employee Parking

1. Galena Downtown Business Association (GDBA) surveyed downtown businesses in the summer of 2019 and compiled the following results:
  - a) 808 total employees in Downtown District
  - b) 679 employees work in the Downtown District on average weekend day
  - c) 105 employees walk to work in the Downtown District
  - d) 76 private parking spaces are supplied for employees by the employers
2. Based on the survey results and the inventory of public and private parking spaces in the Downtown District, approximately 50% of downtown parking spaces could be occupied by employees (574 employees who drive and park in one of 1,136 public spaces—assuming each employee drives separately)
3. Perception that many business owners and employees park on Main Street and other premium spaces during their work hours

## III. Public Perception of Parking in Galena

- A. Without study of actual parking usage, we can only make general observations
  1. Merchant perceptions
    - a) Need ability to access car during the day for errands
    - b) Some merchants park on Main Street, others parking remotely
    - c) Survey needed to reach firm conclusions
  2. Employee perceptions:
    - a) Parking availability depends on day of week and shift start time
    - b) Employees generally know where to find parking even when town is busy
    - c) Survey needed to reach firm conclusions
  3. Resident perceptions:
    - a) Residents understand the parking system
    - b) Some residents avoid downtown during busiest times
    - c) Residents generally know where to find parking even when town is busy
    - d) Survey needed to reach firm conclusions
  4. Visitor perceptions:
    - a) City receives very few complaints about parking
    - b) Visitors want to park lawfully and are generally willing to pay for parking—especially all-day parking
    - c) Survey needed to reach conclusions

#### IV. Parking Usage

- A. Without study of actual parking usage, we can only make general observations
  - 1. When is there clearly a surplus of downtown parking?
    - a) Annually on weekdays, Monday-Thursday
      - (1) All day and night
    - b) Seasonally on holidays, Fridays and weekends
      - (1) November-May
      - (2) Before noon
      - (3) After 7:00 p.m.
  - 2. When is there an apparent deficiency of downtown parking?
    - a) Seasonally on holidays, Fridays and weekends
      - (1) June-October
      - (2) Between noon and 7:00 p.m.
  - 3. Remote lots and second tier residential streets near downtown (Depot Park, below the Gazette, Park Avenue, Bouthillier Street, Franklin Street, Dewey Avenue) are typically full only on the busiest weekends in the fall

#### V. Possible Parking System Improvements

- A. Community Service Officer
  - 1. Fill vacant position in the Police Department
  - 2. Officer to provide information to motorists and pedestrians about parking and wayfinding
  - 3. Enforce parking regulations in the Downtown District
  - 4. Requires purchase of new hardware and software system for tracking and ticketing
- B. Marketing
  - 1. Enhanced emphasis on communicating parking system to visitors before they arrive
    - a) Improve parking maps/possibly create parking app
    - b) Added emphasis in visitor guides
    - c) Identify types of parking (paid, short term, long term, on-street, lots)
    - d) Consider tutorials for how to use machines for paid parking (print and video tutorials)
    - e) Identify pedestrian routes from parking areas and hotels/motels
  - 2. Develop informational campaign for merchants and employees to communicate parking and commuting options
    - a) Map preferred parking areas for long term daily employee parking

- b) Encourage carpooling
  - c) Encourage use of bikes and scooters for commuting
- C. **Comprehensive and coordinated wayfinding signage system**
  - a) Signage must begin on the highway on east and west
  - b) Signage should continue at key intersections off the highway
  - c) Clearly identify all public parking lots and whether the lot is free or pay
  - d) Identify lot by unique name, number or letter
  - e) Emphasize “free parking”
  - f) Possibly identify time to walk to downtown from each remote lot
- D. **Shuttle Service**
  - 1. Explore hotel funded shuttle system to promote leaving vehicles at hotel lots
  - 2. Explore public funded shuttle system if a dedicated funding source is available
    - a) Paid on-street parking could be a funding source
    - b) Possible shuttle operators:
      - (1) Private sector transportation providers
      - (2) City owned and operated
      - (3) Explore possibility of an intergovernmental agreement with Jo Daviess County to expand current transit contract with Jo Daviess County Transit
    - c) Operate during times of peak parking space deficiency in downtown
    - d) Service to Depot Park lot
    - e) Service to hotels
    - f) Service to other parking areas through partnerships (schools, Wal-Mart, etc.)
  - 3. Consider requiring event-sponsored shuttle service to utilize remote lots during large events such as Oktoberfest, Country Fair, and Corkless
- E. **Valet Parking**
  - 1. Review and modify current parking ordinances to facilitate valet service
    - a) Service to be provided, if desired, by individual or groups of businesses
    - b) May require use of parking spaces or loading zones for drop off/pick up
    - c) Allow use of City lots for valet parking (Depot, Rec Park, old Wastewater Plant)

## F. Paid Parking

1. Continue paid parking in municipal lots: Winery, Commerce Street, City Hall
  - a) Consider increasing all-day rate to match privately owned lots
2. Consider paid parking on Main Street, Commerce Street, and connecting side streets
  - a) Electronic pay kiosk/station on each block
  - b) Pay at kiosk or by using cell phone app (ex. Passport Parking App)
  - c) 365 days a year, 10:00 a.m. – 8:00 p.m. (possible hours)
  - d) Hourly rates (possibly adjusted seasonally) with potential to park all day
  - e) Graduated fines (each subsequent fine is more costly) to discourage violations
  - f) Requires seven-day-a-week police enforcement
    - (1) Pros
      - (a) Discourages merchant/employee parking in premium spaces
      - (b) Potentially creates revenue stream for other services/amenities
      - (c) Paid parking is accepted and common in small tourist communities
        - (i) Wisconsin Dells, Wisconsin
        - (ii) Lake Geneva, Wisconsin
        - (iii) Breckenridge, Colorado
        - (iv) Eureka Springs, Arkansas
        - (v) Sedona, Arizona
    - (2) Cons
      - (a) Likely to be some confusion/complaints from residents and visitors, at least initially
      - (b) Requires construction, administration, enforcement, and maintenance
      - (c) Could deter Galena residents from visiting downtown
3. Dynamically priced parking
  - a) Sensors monitor parking/demand
  - b) Pricing automatically adjusted to meet parking space occupancy targets
  - c) Relatively new technology that could be a future option

## G. Free Parking

1. Continue to offer free parking in remote areas, including:
  - a) Side streets east of Commerce Street
  - b) Water Street
  - c) Depot Park lot and overflow areas
  - d) Other remote lots

## H. Explore Opportunities for Expanding Surface Parking

1. East Side: former site of gas tanks/Davis storage buildings
  - a) Will be all city-owned in January 2020
  - b) 60-space potential
  - c) Free parking during busiest weekends
  - d) Parking on grass engineered for vehicles
  - e) Access to downtown via Meeker Street or Grant Park pedestrian routes
  - f) Add to shuttle route as needed
2. West Side: Reconstruct municipal lot between Commerce Street and Water Street
  - a) Incorporate Washington Street into the lot
  - b) Improve configuration to add spaces
  - c) Consider motorcycle parking spaces
  - d) Improvements to filter and detain storm water, landscaping
3. West Side: Old Wastewater Plant
  - a) 25-space potential
  - b) Free parking
  - c) Could be opened on busiest weekends
  - d) Minimal cost to make operational
4. West Side: Explore opportunities with Bench Street funeral home, Westwick Foundry and Lemfco Foundry to fully utilize existing surface parking—potentially through lease arrangements
  - a) Westwick owns most of gravel lot across Claude Street from the foundry. Explore possibility of paving, striping and signing this lot for public parking
  - b) Explore possibility of marking and signing Lemfco property on Water Street side for public parking
  - c) Communicate interest in working with these properties for long-term parking enhancements
5. Consider compact car parking areas to gain parking spaces



- I. Designated Off-Street Motorcycle Parking
  - 1. Conveys that motorcyclists are welcome
  - 2. Encourages most efficient use of parking space
  - 3. Utilize areas that are too small for vehicle parking (Water Street has such areas that are underutilized)
  - 4. Designate spaces in municipal lots seasonally for use by motorcycles
  - 5. Include motorcycle parking on maps
  
- J. Improve Pedestrian Connectivity
  - 1. Assess pedestrian routes from parking areas to downtown
  - 2. Identify improvements needed to existing routes
  - 3. Identify new routes that could improve use of remote parking
  - 4. Consider opportunities to improve signage and maps/apps for pedestrian wayfinding
  
- K. New Parking Structure(s)
  - 1. Would have an immediate benefit during peak demand parking times
  - 2. Limited space to construct
  - 3. Very expensive to construct
  - 4. Requires administration/operation and maintenance
  - 5. Would likely be underutilized most of the time
  - 6. Parking fees would not likely cover debt service, maintenance and administration
  - 7. May require new funding source such as special property tax assessment or special service area tax for downtown businesses

## VI. Other Parking and Circulation Improvements

### A. Ride Share and Taxi

1. Review and modify current ordinances to facilitate ride sharing services like Uber and Lyft in addition to traditional taxi services and charter services
  - a) License operators as permitted by law to enhance public safety
  - b) Seek acceptance of Galena by Uber as a service location
  - c) Lyft may already be operating in Galena

### B. Alternate Forms of Transportation—Passenger Rail

1. Continue to lobby for and support the expansion of passenger rail with service to Galena
2. Visitors arriving by rail would not require parking
3. Depot and Depot parking areas would be used as hub

### C. Alternative Forms of Transportation—Bikes and Electric Bikes

1. Encourage the use of bikes to travel to the downtown
2. Provide more places for storing/locking bikes
3. Designate bike routes and bike storage areas on visitor maps

## VII. Research and Monitor Technology

### A. Monitor trends in technology that could affect or improve parking system

1. Autonomous vehicles that self-park, possibly remotely, and using less ground space than driver-parked vehicles
2. Automated parking garages that utilize robotic elevators to park more vehicles in less space
3. Utilization of sensors to monitor parking with communication to motorists about location of available parking

### B. Continue to monitor Downtown District parking

1. Attempt to assess impact of vacation rental parking as the industry continues to build-out
2. Evaluate possibility of vacation rental parking impact fee for properties that do not provide off-street parking
3. Evaluate reducing hours/days of alternate side parking if demand for overnight parking increases