

**City of Hastings Parking Management Plan Charette****February 2, 2021**

10:00 AM – 11:30 AM

Via teleconference/Zoom

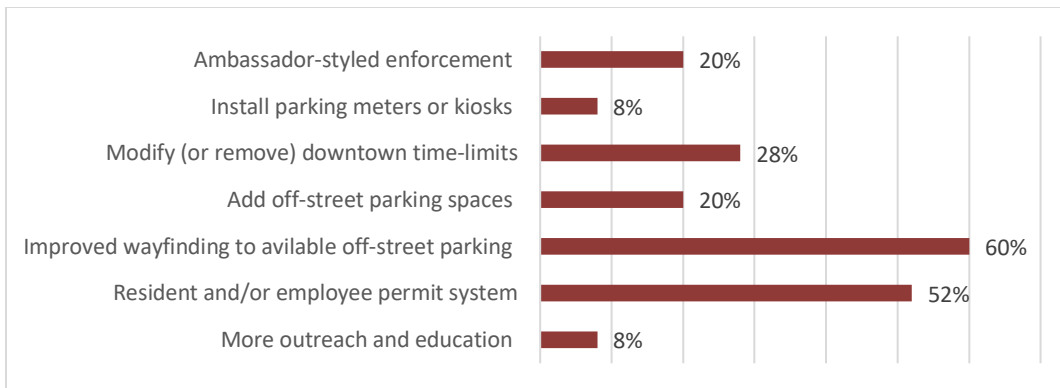
**Attendees***Adam Story, Chief of Police**Amy Hafer, Director, Hastings Public Library**Kyle McLaughlin, Kimley-Horn**Mark Evans, Building Inspector, City of Hastings**Tara Ogren, Civil Engineer, City of Hastings**Randy Chick, Business Improvement District Director**Jamey Hamburger, Odyssey Downtown**Brad Starling, Fire Chief**Tim Jacobi, President, BID Board Member**Tammy Orthmann, Downtown Center Association**Lisa Parnell-Rowe, Development Services Director, City of Hastings**Paul Hamelink**Clint Schukei, City Attorney**Steve Kostner, Street Superintendent, [skostner@cityofhastings.org](mailto:skostner@cityofhastings.org)**Dave Rippe, Queen City Development Company, [dave@queencityne.com](mailto:dave@queencityne.com)**Tracy Bell, Brique 1887, [tracy.bell@brique1887.com](mailto:tracy.bell@brique1887.com)**Jessi Hoeft, First Street Brewing**Jeff Hassenstab, Parks & Recreation Director**Mike Schmidt**Jeremiah Simpson, Kimley-Horn, [jeremiah.simpson@kimley-horn.com](mailto:jeremiah.simpson@kimley-horn.com)**Dennis Burns, Kimley-Horn, [dennis.burns@kimley-horn.com](mailto:dennis.burns@kimley-horn.com)**Corey Stutte**Roy DeMars**Robin Harrell, The Lark**Chuck Rosenberg, Hasting City Council***Meeting Notes**

The following is a summary of the discussion from the City of Hastings Parking Management Plan Charette Meeting that occurred on February 2, 2021. Jeremiah Simpson and Dennis Burns presented via PowerPoint. The PowerPoint presentation will be available following the meeting minutes.

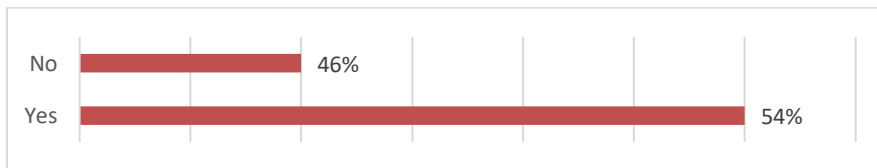
**Polling Question Results**

Polling questions were distributed throughout the presentation to gauge participants thoughts and opinions on various parking topics related to the study. The polling questions and the associated results are below. Note that the first polling question was a test question unrelated to the study.

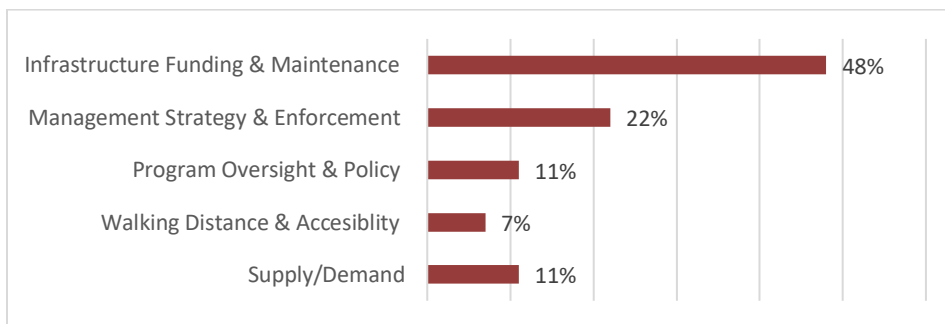
Poll Question 2 asked, “Which of the following downtown parking management strategies do you prefer?” Participants could choose up to two choices. The results are as follows:



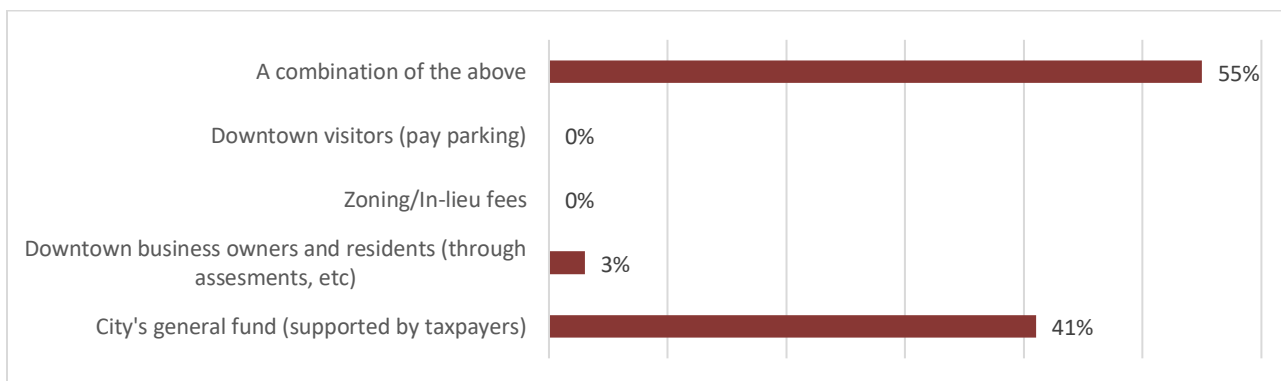
Poll Question 3 was, “In most downtowns, long-term parkers (employees) taking up short-term parking spaces that should be used for customers, is a significant problem. Do you feel this is the case in downtown Hastings?” The results were:



Poll Question 4 asked, “If we only addressed one parking issue for Downtown Hastings, what issue is most important to you?” Participants reported the following:



Poll Question 5 was, “Understanding the public parking has an inherent cost, who do you think should be primarily responsible for funding/maintaining public parking infrastructure?”. The results were:



Discussion with Participants

Following the presentation, Kimley-Horn opened for discussion with participants for feedback. The following points were shared.

Jeremiah, with Kimley-Horn, prompted a discussion question asking, “In one word, what does success look like for parking management in Hastings?”

- Dave Rippe shared that his company, Queen City Development Company, has redeveloped on 1<sup>st</sup> Street and the word that he felt was most important in parking would be flexible. He mentioned that his group has worked with mixed-use development and having a flexible parking structure that accommodates residents at night but also customers during the day is important.
  - Robin Harrell agreed that flexible is the key word that comes to mind. She shared that The Lark is on Main Street and only has a few stalls right in front of the building but because most events are on Friday and Saturday evenings and there is a good number of spaces surrounding the property, customers are able to utilize these surrounding spaces that are for other businesses that are closed during the time of events. Flexibility of parking for the Lark, the surrounding business parking, and the on-street parking has worked very well for the business.

Roy DeMars shared that the Business Improvement District has been looking at the parking issue in Hastings for more than 7 years, but the existing parking lots are in very bad shape and there is no nomenclature for any of the lots. Public parking lots did not have a logo or any wayfinding in the past, but they have been developed as well making improvements surface-wise and aesthetically. He noted that people see a reason to park in a location when there is art, nomenclature, identify, green space, sidewalk, etc. It is always a discussion of funding, so it is not something we have not addressed. In terms of a parking plan, a game plan is needed for ‘how are we going to attack these lots and continue working on this’ but also note that there has been work done on the public parking lots downtown.

- Dave Rippe shared signage implemented in public parking lots by the business improvement district. As shown in the figure below.



- Dennis Burns asked if the business improvement district is established.
  - Roy confirmed that the business improvement district has been the reason that these improvements to the public parking lots have occurred. He shared that several years ago, the city developed a 1% sales tax with the purpose of addressing improvement issues that

the city could not afford. Every time a project was proposed, a vote was put up to decide whether that tax should support the project in question. This tax has been a good source of revenue for projects like this.

- Dennis shared about a group call the International Downtown Association, a group make up of business improvement districts and downtown business authorities and focus on revitalizing downtowns. He shared that when at a conference, he was surprised that 2/3 of attendants were business improvement districts that were managing public parking. He proposed that if a parking department was not ideal, the business improvement district could manage the parking downtown, which is a growing trend for business improvement districts.
  - Roy agreed that that may be a good option. He mentioned that through the business improvement district and the community redevelopment authority, Downtown Hastings has been substantial improvements that have increased tax revenue significantly.

Chuck Rosenberg mentioned that the implementation of quiet zones downtown on north-south one-way streets may have an affect on parking. Chuck also wanted to share that striping of the current public parking lots is not the best and should be looked at in addition to signage.

- Dennis Burns agreed that restriping is a great option to maximize existing parking assets.

Dennis Burns asked participants what the groups thoughts were on enforcement.

- Dave Rippe shared that from the user perspective, the soft hand approach the city currently has is very appreciated. He mentioned that with the number of employees, customers, residents, etc. traffic is encouraged.
- Dennis mentioned that there is a methodology he often promotes that aims to not penalized one-time offenders but have a progressive enforcement system for repeat offenders. Ticket amounts will increase as a user acquires more infractions. He inquired if participants felt that this may be a similar problem regarding repeat offenders in Hastings.
- Adam Story shared that under existing conditions, on-street parking enforcement can be done without any ticketing or towing but off-street parking is often harder because these spots are often used as long-term storage by users. Additionally, the two-hour parking does not always fit in the activities people are doing, for example getting your hair done or seeing a movie. He mentioned that there are new city codes to address these ideas. The current 12-hours in a public parking lot for business and residents and 2-hour on-street parking is not always realistic. He shared that currently there is very little enforcement with more of an emphasis of talking with people. He mentioned it does put the police in a hard situation at times because there is a law and people will complain.
  - Dennis asked if there is a code that is difficult to enforce or even 15-minute parking zones for businesses like coffee shops. He asked if there is a need to look at the downtown time limits and that require modification?
    - Adam responded that he believes valet parking is important for some businesses while 15- minute parking and 2-hour parking is also important. He shared that amongst the on-street parking spaces, there are often several stalls open. Appropriate parking and associated parking laws are important so that it does not cause confusion between residents, business owners, customers, etc.

Roy DeMars informed that the City of Hastings has used the Colorado Streets Planning Guide as a helpful resource. He felt that Colorado has done a nice job of beautifying their streets and making them user-friendly.

- Dennis Burns mentioned that no matter where parking management lives, Kimley-Horn will provide a Parking Management Tool Kit which will provide more resources on a variety of parking tools to help manage the parking system.

Roger Kaufman shared that businesses are utilizing stalls with business equipment. He inquired how this should be handed.

- Dennis Burns shared that a similar study regarding this topic was done in Jackson, Wyoming. These items should not be in public parking areas but a location that is more remote for these vehicles and larger items can be stored. Another approach to this would be overcharging for spaces that will be used to hold business equipment.
- Paul Racher informed that many trailers that seem to get used have business names on them. Some of these businesses have used the lot by the City Council but he agrees with that statement. He mentioned that when the City is contracted to do gutter or curb work, a portion of the plaza lot was used for that equipment but does take parking away, especially with events. When this happens, it creates a problem with on-street parking. The two-hour parking is not enforced so the problem may not be mitigated. The county also has several parking lots by the Courthouse and he felt more signage and enforcement is needed. He noted that he is aware it puts Hastings PD in a difficult situation but if we don't enforce what we already have these issues won't be fixed.
  - Adam Story agreed that it is a balancing act and hopefully moving forward we will find ways to improve this.

Jeremiah Simpson asked participants the following, "What is the one thing you have seen in other cities you would like to bring to Hastings?"

- Dave Rippe noticed that public parking can be used to enhance economic development, like what Fort Collins has done. Investments into city lots here in Hastings have been encouraging and seeing more of that in a targeted way is something he would like to more of.
  - Dennis Burns shared that paid parking is the biggest tool that can be used. It is affective in producing turnover but can also provide a revenue source to provide funds. He mentioned that parking benefit districts are also an opportunity which can split meter funds to the City as well as the business improvement district. Is this of interest to the City of Hastings?
    - Dave responded that there are not very high levels of street parking to have that be an issue. Off street parking or a paid covered parking amenity may be an asset, but he is unsure if demand is consistent enough for on-street parking to make that an issue.
    - Dennis agreed that if there is no demand present then it would not be recommended but as the city grows, it may be an effective tool down the road.

Mark Evans shared that downtown parking is more complex than the regulations currently in place. To address the complexity of the issue, the code needs to be more robust. Perhaps designating various parking lots or areas with different time limits is more realistic.

- Amy Hafer informed that she feels parking ties with accessibility and walkability. People have the perception that they don't want to use the parking lots, especially with longer limits, because it is so treacherous to walk to the business they want. She thinks that can be addressed with the focus on infrastructure and maintenance, but we do need to also think about those with disabilities as infrastructure is redone.

Lisa mentioned that if anyone has comments they would like to share following the meeting, please email her or Kimley-Horn to share.



# Parking Management Charette

February 2, 2021

HASTINGS



**TRANSPORTATION  
AND PARKING**  
MASTER PLAN

# Introductions

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# Presentation Overview



- Presentation Goals
- Guiding Principles
- An Introduction to Downtown Parking Management Issues
- Examples of Successful Parking Management Strategies
- Hastings Specific Issues and Opportunities
- Group Discussion
- Next Steps





# Presentation Goals & Objectives

- Provide an overview of successful downtown parking & mobility programs.
- Explore the link between parking and economic development.
- Challenge you to think a little differently about parking.
- Share your ideas about parking in Hastings!



# Polling Question #1

**Q: What is your favorite summertime activity in Nebraska?**

- A. Boating or camping
- B. Hang out with family or friends
- C. Hunting or fishing
- D. Shopping
- E. Road trip



# Parking Program Guiding Principles

- Balanced Access
- Customer Service
- Maintenance
- Fiscal Responsibility
- Responsiveness
- Enforcement
- Education
- Urban Design
- Economic Vitality



# Parking Management

## Twenty Characteristics of Effective Parking Programs

- 
- 20 CHARACTERISTICS**  
of Effective Parking Programs
1. Vision and Mission
  2. Parking Philosophy/Guiding Principles
  3. Parking Planning
  4. Community Involvement
  5. Appropriate Organization
  6. Staff Development and Training
  7. Safety, Security, and Risk Management
  8. Effective Communications
  9. Consolidated Parking Program

- 
10. Financial Reporting and Planning
  11. Strategic Parking Management
  12. Operational Efficiency
  13. Facilities Maintenance Programs
  14. Effective Use of Technology
  15. Parking System Marketing / Promotion
  16. Positive Customer Service Programs
  17. Special Events Parking Programs
  18. Parking Enforcement
  19. Transportation Demand Management
  20. Competitive Environment

# Downtown Parking Management

## An Introduction to Downtown Parking Management

### Issue Categories

### Examples of Successful Strategies

#### Parking Program Organization

Task One:  
Deciding to make an investment in a Public Parking Program



Task Two:  
Form and Organizational Placement



Essential Element #1:  
Vertical Integration of On-Street, Off-Street, Enforcement and Planning



Essential Element #2:  
Hiring the right leaders & parking professionals



#### Parking's Role in Economic Development

Public parking investment as a catalyst for other investment



Parking Structures Role in Urban Redevelopment

- Better Use of Land
- Supports Urban Densities
- Mixed Use Developments



Invest in public parking as a mechanism to incentivize economic development



Adopt a "5 to 1 parking ROI strategy"

#### Parking Supply Availability/Location

Conduct periodic supply/demand studies to track changes in supply and utilization.



Utilize "Shared Parking" principles to limit potential overbuilding of parking resources.

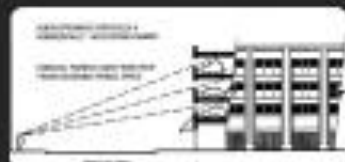


#### New Parking Supply Planning

Identify specific locations where additional public parking supply would create the greatest value



Develop new parking facility design guidelines



Understand the impact of facility design efficiency



#### Promote Good Urban Design Criteria

Urban design needs to be understood as the "product output" (not just a beautification filter) in order to ensure "value" is simultaneously understood and weighed with "cost"



Consider a "flexible" parking design approach. Surface lot to "Lid" to Garage.



# Downtown Parking Management

## An Introduction to Downtown Parking Management

### Issue Categories

### Examples of Successful Strategies

#### Parking Perception Problems – Lack of Parking

Once actual supply/demand data has been verified, promote a "Know the Numbers" campaign



Utilize technology to promote available parking



#### Promote Operational Efficiency

Exterior bay and roof lights should be on separate circuit = 20%-30% utility cost savings annually



New "smart lighting technologies" can provide "greener" operations and save up to 50% on utility costs



#### Downtown Safety and Security

Consider offering a security escort program



Educate patrons on "How to Park Safely"



Adopt parking security design & CPTED best practices



Establish parking facility lighting standards that meet or exceed IES minimums

#### Finding Parking – Signage and Wayfinding

Public parking signage: Simple, Clean, Visible & Memorable



Distribute parking availability info on mobile devices



Utilize variable message parking signage



#### Valet Parking

Adopt consistent valet parking standards



Evaluate the feasibility of a centralized valet parking program



Develop a valet parking ordinance



Evaluate the latest valet parking technologies



# Downtown Parking Management

## An Introduction to Downtown Parking Management

### Issue Categories

### Examples of Successful Strategies

#### Improve/Expand Short-Term & Retail Parking

Create a specific "Retail Parking Strategy"



Consider a "First Hour Free" program in public off-street facilities



Create "Shopper Zones" on the lower levels of public garages



#### Develop Residential Parking Support Programs

Develop a special DT Resident's Parking Permit Program



Reassess on-street time limits to better support DT residents



Consider automated parking to support residential needs



Evaluate the need for Residential Parking Permit Programs

#### Adopt a "Park Once - Pedestrian First Approach"

Coordinate bus stops with parking facilities



Consider linking "DT Walking Tours" to parking facilities



Provide specific "Area Guides" to be distributed by parking ambassadors and at transit stations



#### Make Parking More "Visitor Friendly"

Provide good, easy to understand parking information on-line



Adopt the "Parking Ambassador Model" to create a friendlier "on-street personality"



Add customer amenities to parking facilities



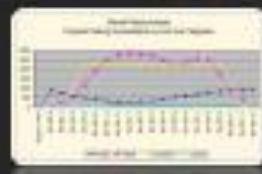
Implement a "Parking Angels" program

#### Integrate Parking Planning into larger DT & Trans. Planning

Understand the needs and concerns of local businesses



Promote multi-modal mobility solutions



Track on-street & off-street parking availability by focus area



# Downtown Parking Management

## An Introduction to Downtown Parking Management

### Issue Categories

### Examples of Successful Strategies

Brand the Parking Program – Enhance Marketing & Comm.

Develop a new parking brand



Link new brand to facility signage other media



Work to Create a More Friendly "On-Street Personality"

Integrate a "Parking Ambassador" program along with parking enforcement



Provide up-to-date downtown information with on-street kiosks



Provide bright, distinctive uniforms for on-street staff – Utilize "attention getting" tactics



Reassess On-Street Parking Policies & Regulations

Reassess on-street parking time limits



Reassess on-street parking fine structures

Category	Current	Proposed	Rate
Hourly	\$10	\$10	\$10
15 min	\$5	\$5	\$5
30 min	\$10	\$10	\$10
1 hr	\$20	\$20	\$20
2 hr	\$30	\$30	\$30
3 hr	\$40	\$40	\$40
4 hr	\$50	\$50	\$50
5 hr	\$60	\$60	\$60
6 hr	\$70	\$70	\$70
7 hr	\$80	\$80	\$80
8 hr	\$90	\$90	\$90
9 hr	\$100	\$100	\$100
10 hr	\$110	\$110	\$110
11 hr	\$120	\$120	\$120
12 hr	\$130	\$130	\$130
13 hr	\$140	\$140	\$140
14 hr	\$150	\$150	\$150
15 hr	\$160	\$160	\$160
16 hr	\$170	\$170	\$170
17 hr	\$180	\$180	\$180
18 hr	\$190	\$190	\$190
19 hr	\$200	\$200	\$200
20 hr	\$210	\$210	\$210
21 hr	\$220	\$220	\$220
22 hr	\$230	\$230	\$230
23 hr	\$240	\$240	\$240
24 hr	\$250	\$250	\$250

Reassess booting, towing & multiple ticketing policies



Support Special Events Downtown

Develop a Special Event Parking Policy

Early coordination is a key to a successful event



Promote Sustainable Transportation Options



Support a downtown car share programs



Support a variety of TDM programs



Support a downtown bike share programs



Recruit "Pedicabs" and other creative transportation alternatives





# Polling Question #2

**Q: Which of the following downtown parking management strategies do you prefer?**

- A. More outreach and education
- B. Resident and/or employee permit system
- C. Improved wayfinding to available off-street parking
- D. Add off-street parking spaces
- E. Modify (or remove) downtown time-limits
- F. Install parking meters or kiosks
- G. Ambassador-styled enforcement



# Polling Question #3

**Q: In most downtowns, long-term parkers (employees) taking up short-term parking spaces that should be used for customers, is a significant problem. Do you feel this is the case in downtown Hastings?**

- A. Yes
- B. No



# Issues and Opportunities



# Polling Question #4

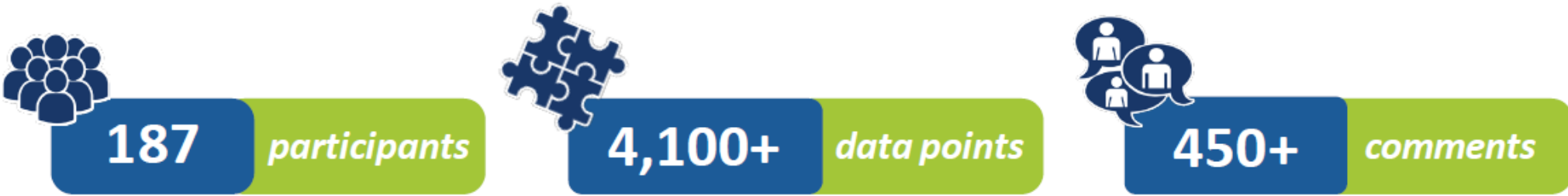
**Q: If we only addressed one parking issue for Downtown Hastings, what issue is most important to you?**

- A. Supply / Demand
- B. Walking Distance & Accessibility
- C. Program Oversight & Policy
- D. Management Strategy & Enforcement
- E. Infrastructure Funding and Maintenance



# Feedback Received

- Meetings with City staff (Development Services, Public Works, Engineering, & Police)
- Online engagement site designed to educate the public and collect feedback
  - Active: September 15 to October 12, 2020



# Survey



The Survey Screen asked participants to respond to questions pertaining to various topics. Topics included Trails, Traffic Flow, Sidewalks, Parking, and Transit.

**3 Survey**

**SURVEY**

- Trails
- Traffic Flow
- Sidewalks
- Parking**
- Transit

**Parking**

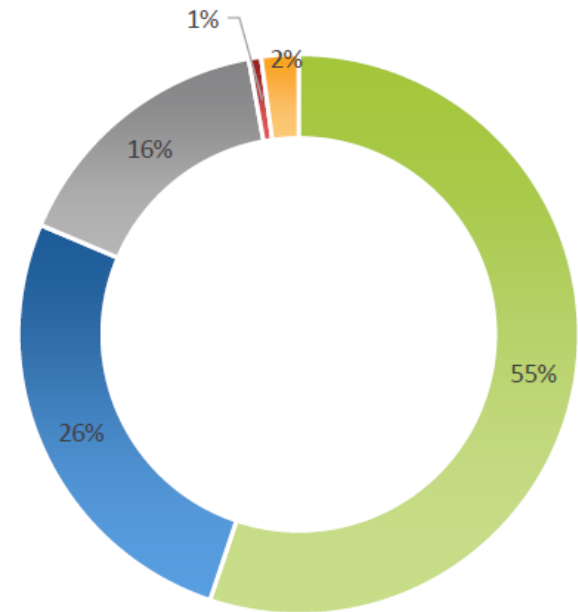
Why do you visit downtown Hastings? (select all that apply)

- I attend events downtown
- I am a patron of downtown restaurants, bars, and/or entertainment
- I shop downtown
- I go to public spaces (ie. Courthouse, library, city hall, etc.)
- I have regular business or meetings downtown
- I work downtown
- I live downtown
- Other

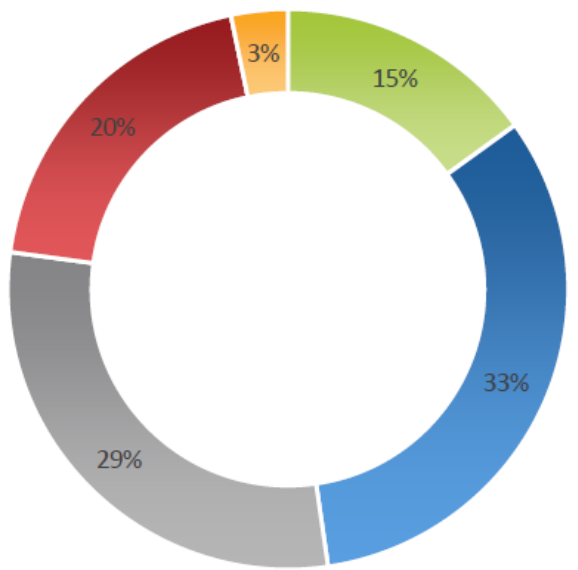
How would you describe your experience accessing downtown parking?

Select... ▾

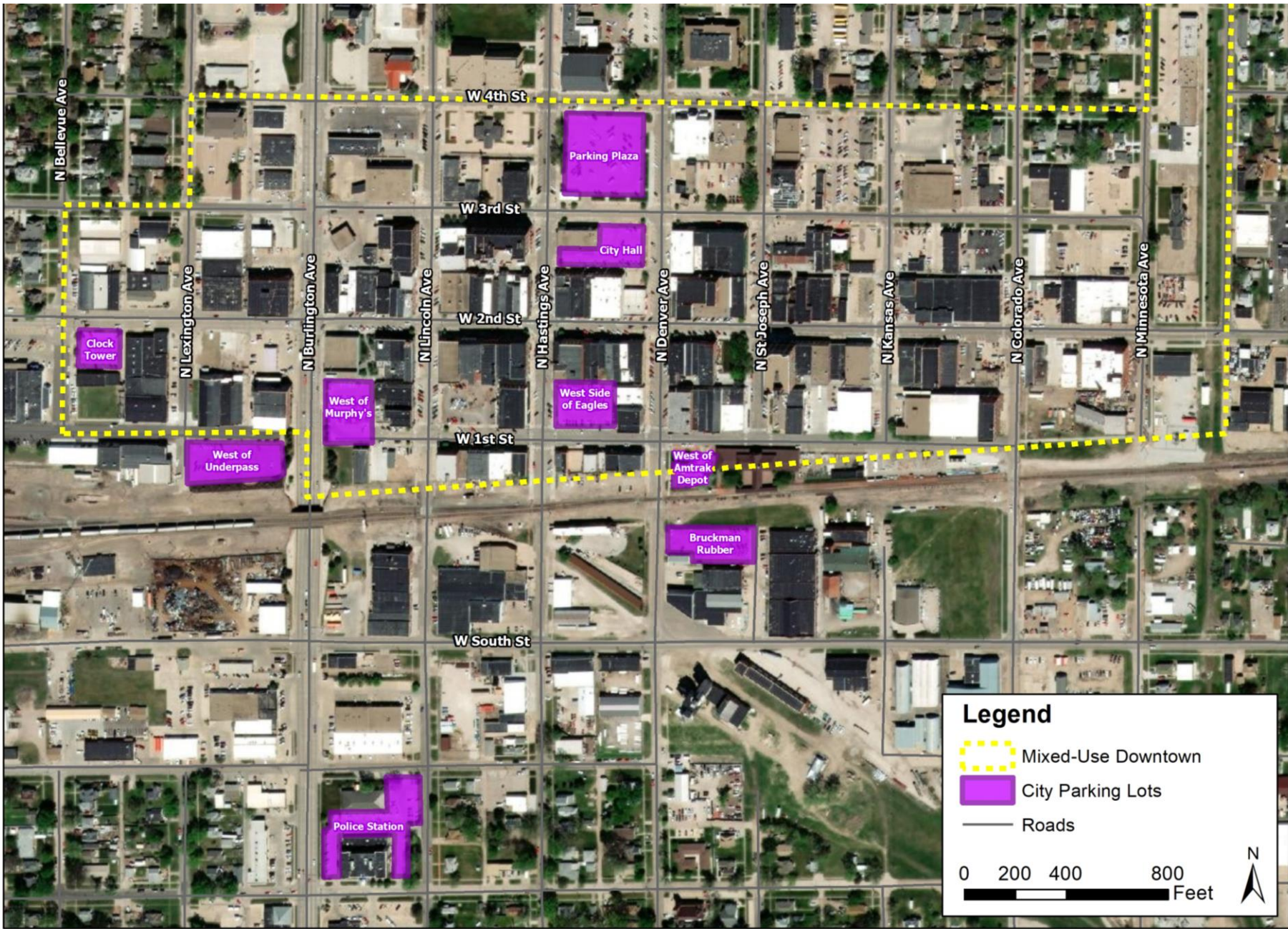
**Next**



- Entertainment
- Shopping
- Work
- Live
- Other



- Very Positive
- Somewhat Positive
- Neutral
- Somewhat Negative
- Very Negative



**Public Parking (managed by City):**

- Fire Station Lots (2)
- Police Station
- Parking Plaza (North of City Hall)
- City Hall Lot
- 2<sup>ND</sup> str. & Bellevue Ave. (Clock Tower)
- 1<sup>st</sup> str. & Hastings Ave. (West side of Eagles)
- 100 blk So. Denver Ave. (Bruckman rubber)
- 800 blk West 1<sup>st</sup> str. (West of Murphy's)
- 1<sup>st</sup> str. & Lexington Ave. (West of underpass)
- 1<sup>st</sup> str. & Denver Ave. (West of Amtrak Depot)



**Parking Plaza (Library / City Hall)**

Imagery Date: 8/27/2017 40°35'09.17" N 98°23'18.78" W elev. 192



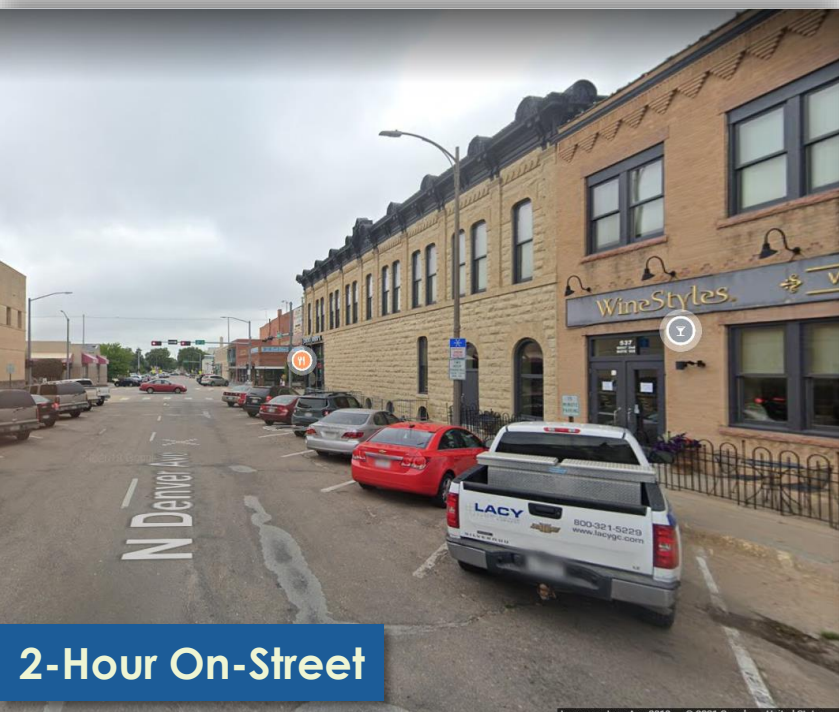
**Bruckman Rubber**

Image capture: Aug 2019 © 2021 Google United States



**First and Hastings**

Imagery Date: 8/2019 40°35'04.46" N 98°23'23.70" W elev. 193 ft



**2-Hour On-Street**

Image capture: Aug 2019 © 2021 Google United States



**Parking Plaza (Library / City Hall)**

Imagery Date: 5/2012 40°35'12.68" N 98°23'19.34"



**First and Hastings**

Imagery Date: 8/27/2017 40°35'03.54" N 98°23'25.61" W elev. 193 ft



# Polling Question #5

**Q: Understanding that public parking has an inherent cost, who do you think should be primarily responsible for funding / maintaining public parking infrastructure?**

- A. City's general fund (supported by taxpayers)
- B. Downtown business owners and residents (through assessments, etc.)
- C. Zoning / in-lieu fees
- D. Downtown visitors (pay parking)
- E. A combination of the above

# Key Questions to Address

## 1. How does the City develop and maintain public parking long-term?

- Land uses within the Downtown Central Business District (C-2 zoning) are exempt from providing parking.
  - Good strategy to allow for development/redevelopment within a Central Business District
  - More of the burden falls to City-managed parking resources to meet the needs of downtown uses.



# Key Questions to Address

## 2. Should parking management be more centralized under one department or entity?

- Currently no formalized process for overnight or residential permit parking within City-owned facilities
- Likewise, no process for requests for curb-management zones, valet parking requests, parking for oversized vehicles or food trucks, and other needs are generally not addressed in the code
- Parking lot snow removal, repaving and some maintenance items are handled through Public/Works Streets
- Other management responsibilities including signage, permit management, and administration generally fall to Development Services but are not clearly defined by the City ordinances.



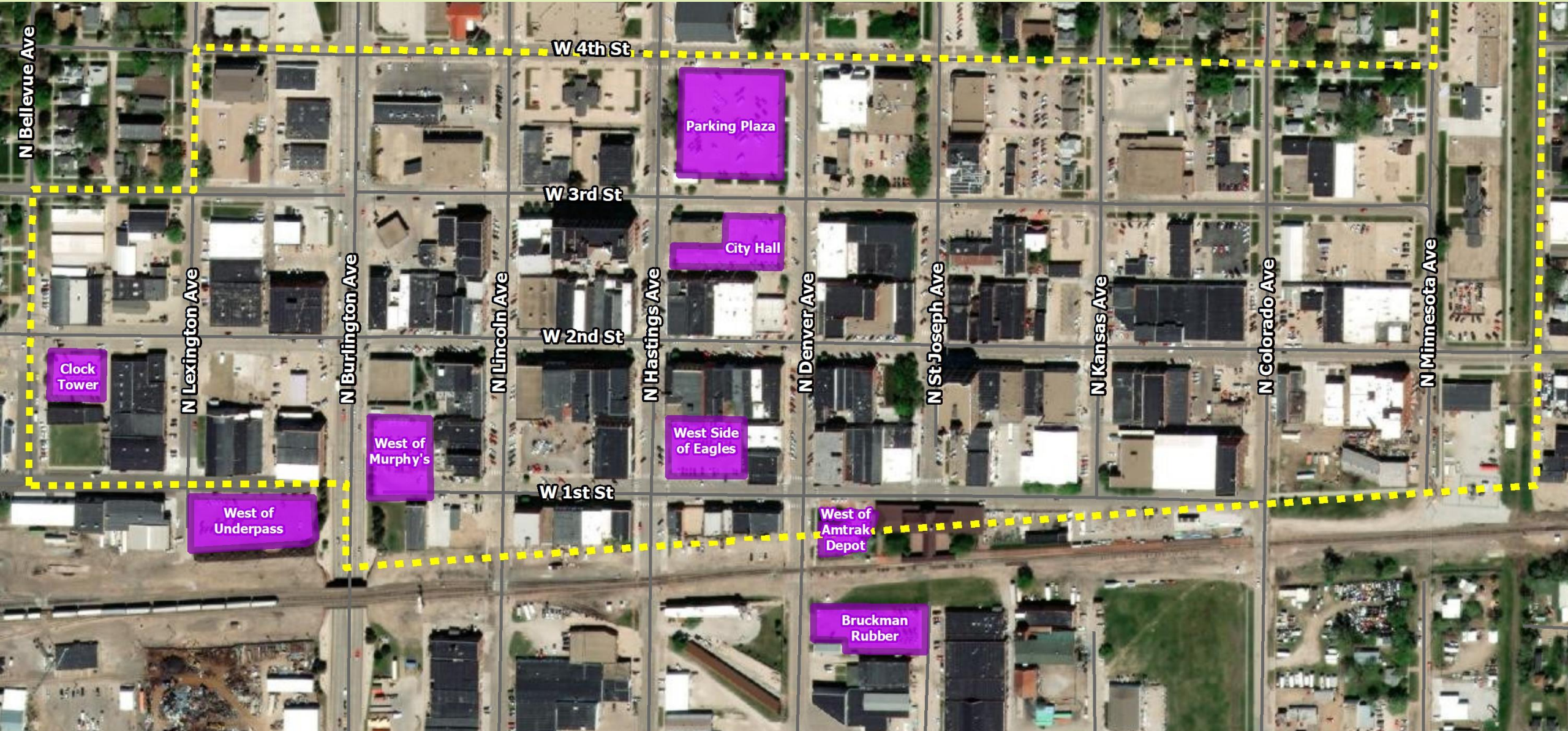
# Key Questions to Address

## 3. Do the current restrictions and enforcement strategies align w/ downtown goals?

- Parking within City lots is restricted to 72 hours, meaning that these lots are not intended for long-term vehicle storage, though this is an issue in several locations
- Downtown on-street parking is time limited and posted for 2-hour or 3-hour parking
- Community Service Officers (CSO's) are tasked with enforcing these regulations; though much enforcement is currently in response to complaints, with less pro-active enforcement than prior years



# Questions and Discussion



# Discussion Questions

- A. In one word, what does success look like for parking management in Hastings?
- B. Did anything surprise you about today's presentation / discussion?
- C. What is one thing you have seen in another downtown that you wish Hastings would do (or do more of)?

**Thank you so much for attending!!!**



# Log-In Information

Join Zoom Meeting:

<https://kimley-horn.zoom.us/j/92628126400?pwd=UmdSRjhzN1RlL1RaVEFHTzNsZ2lydz09>

Meeting ID: 926 2812 6400

Passcode: 874136

Dial-in Only:

833 548 0276 US Toll-free

833 548 0282 US Toll-free

877 853 5257 US Toll-free

888 475 4499 US Toll-free

