



# **SILOAM SPRINGS DOWNTOWN PARKING PLAN**

**May, 2006**

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# EXECUTIVE SUMMARY

## Summary

The Parking Review of Downtown Siloam Springs, Arkansas was initiated in the Fall of 2005. A Committee of five citizens and four staff members was convened in November of 2005. The Committee was tasked with determining what parking solutions may exist for the downtown.

The Committee has met 25 times as of June 1, 2006. The following is a summary of the Committee's discussions and findings, followed by the Committee's Recommendations. The Committee will continue to meet, as needed, for oversight and implementation.

### Mission Statement:

To develop a parking management system for the downtown that meets today's and future needs of the downtown and the community.

### Purpose and Need:

The purpose of the Parking Committee is to resolve long-standing issues that surround the parking, or limitation of parking, in the downtown. This will increasingly become an issue when the downtown is fully occupied in the manner suggested by Maxfield Research, Inc.

### Goals and Objectives:

The goals and objectives of the Parking Committee are focused on resolving downtown parking issues that currently exist and may potentially exist in the future. The primary goal is to draft a plan that will manage and regulate parking in the downtown to meet all the stakeholder's needs and to meet future demands set on the downtown.

#### Goals:

- A. A defined policy that addresses each user group.
- B. Set strategies to plan for potential growth in the future.
- C. An ongoing enforcement and management plan that can be easily augmented when new changes come into play.

#### Objectives:

- A. Easy access parking for customers.
  1. Determine how to manage short-term and long-term parking users in order to allow for a continuous parking turn over rate.

- B. Determine what parking needs presently exist and what potential demands may exist in the future.
  1. Develop a parking study that indicates current supply, current need, future supply and future need.
- C. Sufficient parking resources for the future.
  1. Explore strategies to increase parking capacities in the downtown.
- D. Improve the overall image and economic viability of the downtown.
  1. Look into specific enhancements and improvements.
  2. Look into possible tax incentives.
- E. Ensure adequate funding mechanisms are in place to support the recommendations for future needs.
  1. Explore all possible funding sources and strategies that are currently in use and are successful.

### Scope:

The geographic extent of study encompasses the downtown study area set forth in an earlier committee's parking plan of 2003. This area essentially focuses on the core and periphery of the downtown business district. The scope is focused on parking needs, future development and a parking impacts analysis for the downtown environs.

### Timeframe:

Target draft date by: Spring, 2006. Plan implementation, the next five years.

### Research and Evaluations:

Committee reviewed the Maxfield Research, Inc. Study in order to determine the study's key parking plan elements. On a scale of 1 to 10, 1 being the lowest and 10 being the highest priority, the Committee evaluated the following elements.

1. Identification of pub./private parking. = 2
2. Identification of parking turnover. = 2
3. Identification of short-term parking areas. = 10
4. Identification of overflow parking areas at peak times. = 3
5. Identification of employee parking areas outside of the Core Downtown for business that lack off-street parking. = 9

6. Identification of parcel to create additional off-street parking in close proximity to the Core downtown. = 9
7. Development of a parking generation model to identify future needed based on business type. = 8.5

**Plan Elements:**

(Top priority is listed first)

These elements were established to provide the key areas of focus for the plan.

- A. Maximize existing surface areas, including re-striping, adding spots, and designating one-way traffic flow.
- B. Enforce short-term parking time limits on Broadway.
- C. Long-term apartment dwellers – designate areas.
- D. Make Improvements to the image of Downtown.
- E. Explore Funding and Improvement of Plan.

**Planning Action and Process:**

- A. Review existing plan.
- B. Determine existing and future parking needs.
- C. Review existing tools to address parking, downtown enhancements, and funding options.
- D. Formulate alternatives and phase recommendations.
- E. Draft Downtown Parking Plan document, including all elements, reconfigurations, funding options, enforcement, etc.
- F. Draft Implementation Plan.
- G. Oversight Committee management of Plan and Implementation.
- H. Enforcement Plan.

**Public Involvement:**

The following methods were used for public involvement by the Committee.

- Board of Director’s workshop and press release
- Stakeholder’s meeting and input session
- Communitywide meeting and survey distribution
- General survey distribution

The Committee was able to discern that the majority of the 33 survey respondents were in favor of the plan recommendations and agreed that there is a potential parking problem downtown.

**Study Findings:**

The parking study findings determined that after the addition of new parking, a forecast of (– 7.8) spaces remained, when factoring in the potential apartments, this number increased to (– 231.94) spaces.

**Recommendations:**

- Phase 1A — **Abandoned**  
(Adding Angled Parking on Broadway)
- Phase 1B— (Parking Lot Land Purchase)
- Phase 1C— (Adding Parking on N. Broadway)
- Phase 1D— (Parking Time Limits)  
This phase will be on a trial run of two-hour parking on both sides of Broadway. Two exception passes are allowed per business client for \$500.00. There shall be an application process for passes and passes will not be allowed for downtown residents or business owners.
- Phase 2— (Long-Term Parking Areas Designations)
- Phase 3A— (Long-Term Parking Lot Construction)
- Phase 3B— (Additional Parking Needs)
- Phase 4 — (Downtown Enhancements and Incentives)
- Phase 5 — (Parking Structure)

**Funding Options:**

The Committee established the following potential funding options:

- A. Use fee for lots.
- B. General development impact fees.
- C. TIF districts.
- D. BID or BIZ zones.
- E. CDBG (if applicable in blighted areas).
- F. Annual fees for City lots.

# Chapter 1

## INTRODUCTION/ PROBLEM

### Parking Plan's Mission

To develop a parking management system and enhancements to the downtown that meets today's and future needs of the downtown and the community.

### Plan Background and Leadership

The Parking Review of Downtown Siloam Springs, Arkansas was initiated in the Fall of 2005. The Downtown Parking Committee, hereafter referred to as the Committee, of five citizens and four staff members was convened in November of 2005 at the request of the Siloam Springs Board of Directors. It was determined at the advent of this process that the Committee was needed to help guide policy and interpret the data that has been established through the parking study. The Committee consisted of the following people:

#### Citizens

Director Carol Smiley – Siloam Spring Broad of Directors  
Chris Selby – Siloam Springs Fire Department and downtown resident

Ron Drake – DRC Investment Group, downtown property owner, Siloam Springs Planning Commission

Gary Gray – Gray Communications, situated downtown, and Siloam Springs Planning Commission

Kappi Elrod – Elrod Law Firm, situated downtown, and Siloam Springs Planning Commission

(Mrs. Elrod Resigned from the Committee in Jan. 2006)

#### Staff

Ben Rhoads, Long-Range Planner

Cassandra Olverson, Current Planner

David Williams, Community Development Director

Steve Stitt, City Attorney

The Committee has met numerous times in order to establish needs, establish a plan, and assist in implementation of the plan. The Committee has a mix of private investors and businessmen as well as Commissioners and a Director. (A summary of the Committee's meetings is included in Appendix G)

### History

In the fall of 2005, it was determined that there may be parking issues in the downtown after a request from a downtown property owner to redevelop the upper levels

of the historic Youree Hotel into multi-family dwellings. This posed a problem as the Municipal Code regulation at the time indicated that any new development, regardless of location, required a certain amount of paved off-street parking spaces. The regulation did not suit the downtown uses at all, as the historic structures do not lend themselves to allow surface lots—the density is too high and the parking requirement could not be met physically.

The Siloam Springs Board of Directors decided that it would be permissible to expunge the subject parking Code reference for the entire downtown so as to solve immediate problems, but with the understanding that the Parking Committee be convened in order to study and address the issue and return with some recommendations to the Board. The Committee is effectively a continuance of an earlier Committee that was charged with a similar task, but for various reasons their recommendations were never implemented.

### Purpose and Need

Downtown Siloam Springs has been in the middle of many debates surrounding the parking supply and the perceived shortage. The downtown is believed to be at an advent of great change as developers look into investing in the downtown for additional retail and services. This is suggested as a possibility in the Potential Market Analysis and Recommendations for Downtown Siloam Springs, conducted by Maxfield Research, Inc., hereafter referred to as the Maxfield Study. Parking issues was cited in the study as a potential need that may arise if the downtown redevelops into a retail based district. If there is a massive reinvestment and redevelopment of the downtown, parking supply will be at the forefront as a key issue. It is imperative that the City and the affected stakeholders respond by preventing parking shortages that may exist in the eventuality that the downtown reaches full occupancy and higher densities.

### Goals and Objectives

The goal of the Committee is to address these needs and issues in a cost effective manner. The Committee strives to develop a parking management system for the downtown that meets all the needs of the downtown and the community. This will be done through a short-term and long-term phase approach, in order to meet immediate and future needs. The following are the goals and objectives.

The Goals:

- A. A defined policy that addresses each user group.
- B. Set strategies to plan for potential growth in the future.
- C. An ongoing enforcement and management plan that can be easily augmented when new changes come into play.

The Objectives:

- A. Easy access parking for customers.
  - 1. Determine how to manage short-term and long-term parking users in order to allow for a continuous parking turn over rate.
- B. Determine what parking needs presently exist and what potential demands may exist in the future.
  - 1. Develop a parking study that indicates current supply and need, and future supply and need.
- C. Sufficient parking resources for the future.
  - 1. Explore strategies to increase parking capacities in the downtown.
- D. Improve the overall image and economic viability of the downtown.
  - 1. Look into specific enhancements and improvements.
- E. Ensure adequate funding mechanisms are in place to support the recommendations for future needs.
  - 1. Explore all possible funding sources

**Timeframe**

As the approach is multi-faceted, the implementation of the plan will occur over the next five to ten years. The Committee has met regularly to address the immediate and long-term needs and has drafted a plan. After the plan adoption by the Board of Directors, the Committee will continue to meet as an oversight and management body on an at need basis for progress reports and staging implementation.



*Figure 1.0 Sign for parking fees downtown Eureka Springs, AR*



*Figure 1.1 Sign for Downtown parking in Eureka Springs, AR*

## Chapter 2 AREA DEFINITION

### Downtown Parking District

The downtown boundaries encompass the same areas that were established in the 2003 Parking Study, conducted by City staff (see Appendix A). The downtown district essentially focuses on the core and periphery of the downtown business district. The Downtown's core consists of Broadway between E. Main St. to E. University St. All surrounding streets are considered the periphery. These streets are primarily: Maxwell, Mt. Olive, University, Wright, and Ashley.

## Chapter 3 SCOPE

### Parking Study

The parking study is focused on existing conditions, existing needs and the projection of potential future parking needs in the downtown. The study took into account the various businesses that are occupied and unoccupied and extrapolated a potential parking demand if all businesses downtown were fully occupied. The aim of the study was to indicate real needs and supply, and determine how much additional new supply may be warranted. (Refer to Chapter 5 for more information on the parking study).

### Parking Plan

The Parking Plan aims to address specific needs that were identified in the parking study. In addition, the plan seeks to solve other long standing issues that have been identified in the downtown. Some of these are: long-term parking verses short-term parking, customer verses employee parking, and apartment parking. These issues were broken into some key elements that are areas identified to address:

- A. Maximize existing surface areas, including re-striping, adding spots, and increasing on-street parking supply.
- B. Enforce short-term parking time limits on Broadway.
- C. Designate parking areas for long-term apartment dwellers.
- D. Make Improvements to the image of down-

town.

- E. Explore funding and improvement options.
- F. Funds to purchase property for surface lots.

The Parking Plan is designed to address downtown parking needs at an occupancy basis rather than a five or ten year plan. This was opted because the needs of downtown are very volatile and are based solely on demand and the speculation of future redevelopment. Demand and use of downtown will increase, but the timing of this is unknown. The plan seeks to address what needs to be achieved currently in order to be prepared for the eventualities of the future.

The Parking Committee has also identified that there needs to be some attention put into the actual development of downtown and the future vision of downtown. The community has a very unique downtown that is the chief jewel of Siloam Springs. This special asset needs to be protected but also enhanced in order to bring out the development that fits into the Committee's vision for downtown. The majority of the enhancements are focused on landscaping and new street trees. In addition, the Committee would encourage the City to pursue different incentives that may draw destination based redevelopment and revitalization for the downtown. (For more information on this, see the Vision Section in chapter 6).

The Committee identified the following as areas needed for further investigation:

- Establishment of a Certified Local Government
  - Architectural Design/Control Committee
- Main Street Organization Coordination
- City's Role.
  - Implement Uniform Signage
  - Improve Street Markings/Crosswalks
  - Uniform Lighting for Street Lamps
  - Add Additional Lighting in Alleys
  - Replace Problem Street Trees



Figure 1.2 Alternative transportation in Little Rock , AR

## Chapter 4

# EXISTING CONDITIONS

### (Parking Study)

#### Parking Supply

According to a windshield survey of the parking areas within the study area for downtown, there are approximately 459 parking spaces in the downtown. This is further broken out into approximately 121 private parking spaces and 338 public parking spaces. See Appendix C for a spreadsheet analysis of current and estimated parking needs for the downtown. Additional parking spaces exist on unpaved gravel lots, which may add approximately 50 to 100 parking spaces. These lots are mostly privately owned and maintained. Furthermore, the original study for the downtown calculated 392 spaces, some of which were outside of the study area. These areas include S. Maxwell St., south of Main and western parts of E. Main St.



*Figure 1.3 The River Market District in Little Rock, AR. Note the compact use of the parking in the downtown area.*

#### Parking Usage

Currently the downtown parking demand at peak times does not out-pace supply. A parking Committee member canvassed the downtown merchants and determined how many employees each business has and the estimated maximum number of customers that patronize their establishments. This need was tallied at the block level in order to obtain an overall or combined impact for any given block. For example, the 100 block of N. Broadway houses 14 active users or businesses. Based off of the survey, staff was able to determine that the 14 users require approximately 78

parking spaces.

Staff took the amount of private spaces found in the area and deducted that number from the total impact. So looking at the earlier example, there were six private spaces counted, so the overall maximum impact on public parking for the 100 block of Broadway would be 72. ( $78 - 6 = 72$ ).

When factoring in the private spaces and assuming that downtown users and merchants will use private spaces before the use of public spaces, the impact on the public supply at peak times is approximately 316, which is an average surplus of 22 unused spaces. Please note the following, not all private spaces are operational; stalls may be used for storage, waste disposal, etc. Also note that not every business owner uses their private spaces all the time, even if they are available. Both of these issues are addressed Chapter 8.

#### Parking Conditions

As discussed in the last section, not every parking space is equal in the downtown in terms of accessibility, paving and operational efficiency. Staff believes that as less choice parking spaces are vacated, the easy access parking along Broadway is typically filled first. This can give the casual observer a sense that the downtown parking use is at a critical mass. Staff and other planning experts believe that this sense of limited parking is largely a perception issue (see Appendix B, which shows an overlay of the Wal-Mart parking area onto the downtown and the average distances that patrons must walk to shop at Wal-Mart). Typically users want to see where they are going, or the point of entry to a business. If that view corridor is blocked, by trees or buildings (as is seen in the downtown) users are often unsure where to park and try to park at limited easy access parking spaces situated at the point of entry of the business. There are many factors that can overcome this challenge.

The following is an excerpt from the Maxfield Research, Inc. Study on the Siloam Springs downtown, which discusses this condition:

“We acknowledge that Downtown business owners, employees and residents all prefer to park in close proximity to their businesses, place of work or home. Retail consumers have long considered the availability of close parking as critical to their patronage of most

retail shops. Modern retail formats (Large surface parking lots) have firmly fixed in the consumer's mind the perception that parking is located close to the retail outlet. It has also been documented that parking at a large shopping mall and walking to one of the stores is often a greater distance than parking one block away from a shop in a Downtown on a Main Street. Nevertheless, the consumer often perceives otherwise. As consumers, we are conditioned to believe that 'if you can see it, it is closer to you.'



*Figure 1.4 North Broadway, Siloam Springs. Showing the parking trends currently used.*

## Chapter 5 FUTURE NEEDS ASSESSMENT

### Downtown Development

The Maxfield Study analyzed the potential market development for downtown. Any downtown of a community represents the heart of the community, and as a community changes so does its heart. The downtown of Siloam Springs has had a remarkably varied past from being the regional retail hub in the middle of the last century to the largely service based district it is today.

The downtown is still changing and evolving into a place that meets a unique niche in the retail and service based commercial market. The Maxfield Study identified that the downtown could potentially capture as much as 8 percent of the overall retail space demanded in the primary market area. Assuming the study's data points have not significantly changed, the demand for new space downtown in 2010 could be up to 14,132 sq. ft. This is significant as this is additional square footage beyond what is currently used. According to the survey, the downtown is at approximately 87 percent occupancy.

It is anticipated that the downtown will follow many of the redevelopment trends seen elsewhere with the proper degree of promotion and incentives provided for businesses to locate there. The Committee envisions the downtown as a destination district that would provide its own draw with the right mix of specialty shops, service industries, residential and neighborhood commercial. It is the aim of the Committee to not only cast this vision of a thriving/active downtown, but also to look into the parking constrictions that have prevented other businesses from being attracted to the district.

### Future Parking Demand

The parking study took a conservative view in estimating the future parking demand. This task was challenging as there are many factors that affect future demand; many of these factors are estimated and are not quantifiable. However, the Committee has taken the approach to review what can be quantified in order to determine a potential parking impact at the point of 100 percent occupancy in the downtown.

The future impact analysis did not take into account the potential for the addition of new space, as estimated in the Maxfield Study. The Study avoided this for two reasons: One, it is only natural to suppose that due to the relatively low lease rates of vacant spaces, that before any additional construction is to occur, these vacancies will be filled first. Second, due to the nature of downtown and the historic context of many of the structures, the reality of razing an historic building in order to increase square footage will not likely occur until there is an aggressive demand for space and a sufficient consumer base.

The parking study calculated future parking needs based on the vacancy of existing addresses. If the address was not occupied by an active business or user, an average parking usage figure was assigned to that address. The average was taken from the total current need divided by the total users, or 5.05 spaces per user or address. For example, the 100 block of N. Broadway has 14 active addresses and 4 inactive (Vacant) addresses. The 4 inactive users were multiplied by 5.05 to get a projected need of 20.2 spaces ( $4 \times 5.05 = 20.2$ ). By doing this across the downtown, a total projected need was calculated as 61.8.

Later on in the process, the study wanted to factor in the potential impact for apartment development when fully occupied. Staff determined active and inactive apartment users in much of a similar method used previously for businesses. The formula factored in an average square footage rather than actual dwelling units, for calculation efficiency. The formula used 1,000 sq. ft. as the average space used for one apartment, this number factors in hallways and other spaces needed to connect apartments together. The results indicated that there are approximately 21.95 active apartments in the downtown and a potential of 72.32 additional apartments, if every upstairs space was converted for dwellings.

The Municipal Code standard of two parking spaces for every unit was applied. When using this standard, there is a current need for 43.9 spaces for existing apartments ( $21.95 \times 2 = 43.9$ ). Likewise the same was calculated for all potential apartments. This was 146.64. When combining these needs with the existing businesses needs, approximately 702.94 parking spaces are potentially needed upon 100 percent occupancy for all business and dwellings.

$$(409 + 61.80 + 43.9 + 146.64 = 702.94).$$

When factoring in the current supply plus the future demand approximately 231.94 spaces are needed. The Committee has addressed this in Chapter 7.

### No Plan Impact

It appears from all the data and information that has been analyzed, that the downtown will provide more retail, services and especially residential in the coming years. With a static supply and an increase of demand, parking availability will become increasingly scarce. If the City does not act soon, the City will likely miss the opportunities that exist in the downtown to not only provide additional parking, but also to help attract additional businesses and activity to the downtown. The future will come whether it is planned or not.



*Figure 1.5 Carriage rides offered as alternative transportation in Little Rock, AR.*

## Chapter 6 RECOMMENDATION

### Introduction

After much deliberation by the Committee, the recommendations have been broken out into five core phases in order to phase in changes at a cost effective rate. The initial phases are intended to fix immediate problems and issues, while later phases will deal specifically with longer-term problems. Each phase has an associated timeframe for completion, which is further addressed in Chapter 8.

The Committee had worked extensively on developing Phase 1A of this recommendation. However, upon further investigation, it became clear that this phase was not a viable option in terms of implementation. The Committee would, however, like to include what this phase was in order to indicate what was reviewed



*Figure 1.6 Parking Kiosk in Eureka Springs, AR.*

and why the phase was ultimately abandoned.

### Phase 1A (NOT RECOMMENDED)

Additional Parking Supply:

#### PURPOSE:

The original purpose of this phase was to add on-street parking to the current supply to meet anticipated future needs.

#### STRATEGY:

- Change the direction of Broadway from two-way to one-way northbound from Alpine to Tahlequah St.
- Switch the direction of Maxwell St. from University St. to the intersection of Alpine and Broadway from one-way northbound to one-way southbound.
- Switch the direction of University St. between Broadway and Maxwell St. in order to facilitate circular flow.
- Reconfigure all parking in affected area by determining the optimal angle degree in order to create more parking.

#### DESIRED IMPACT:

The Committee had hoped to increase parking by at least 30 percent or more by adding more angled parking on Broadway. The intent was to offer cost effective short-term parking for all existing and future retail and service uses by opening easy access parking for customers.

#### PHASE INVESTIGATION AND IMPACTS:

The phase primarily relied on changing the direction of Broadway from Alpine to Tahlequah from a two-way street to a one-way street in order to open more paved surface for parking. In the initial design/concept phase the Committee hoped that reducing the travel lane

width to one-way would be sufficient to accomplish this.

The Committee was unclear about exactly how many spaces may be added, so an engineer was hired to review the plan. The engineer and related staff members informed the Committee of the following issues relating to the proposal:

- The paved surface of Broadway is approximately 51 ft. from curb to curb. In order to maintain a 20 ft. travel lane, required by the Fire Department, the surface area needs to be at least 54 ft., ideally 60 ft.
- The parking spaces added would be minimal. It was estimated that there would be approximately three to five spaces added per block, with a maximum possible increase of about 15 spaces. This was not the increase that the Committee was anticipating.
- Turning radiuses at all corners would also eliminate spaces as with fire suppression apparatuses would require a larger turning radius if the travel lanes were less than 20 ft.
- The Police Department heavily uses Broadway southbound as the primary eastern egress, via E. Main St. This egress would be compromised if Broadway was switched to northbound only.
- Staff received indication from some of the downtown owners that switching Broadway's direction was not supported.

Taking all of these issues into consideration led the Committee to pursue other alternatives and therefore abandon this phase.

### **(ALL ADDITIONAL PHASES ARE RECOMMENDED)**

#### **Phase 1B**

Parking Lot Land Purchase/Long-Term Lease:

#### **PURPOSE:**

Purchase land for the development of new surface parking lots in order to alleviate future demands.

#### **STRATEGY:**

It is important to purchase land as soon as possible. It is the Committee's recommendation to purchase the land within the year, but wait until funds are available for the construction of the parking facility. The Committee has identified the following reasons as to why it is essential that this phase is acted upon in the near future:

- Land availability may be limited as development

progresses downtown. The City should secure the land now and wait to build later.

- Land costs in the downtown are on a steady increase. The longer the City may delay, the more the City will have to spend.
- Purchasing land today will send a strong message to the development and investment community that the City is committed to the improvement of downtown.

#### **IMPLEMENTATION:**

- Present needs to the Board of Directors for consideration.
- Purchase/trade land from property owners in 2006-2007.
- Impact fee potentially assessed to downtown property owners.

#### **DESIRED IMPACT:**

- It is the Committee's hope that any future issues that may arise out of a lack of parking availability can be dealt with at this phase. If additional demands are put on the downtown, this phase will be a required component of the overall downtown plan and strategy. That exact number of spaces increased is expected to be twentyto thirty, but engineering is required

#### **ESTIMATED COSTS:**

Land Purchase: \$75,000

ESTIMATED COMPLETION DATE: 2006-2007

#### **Phase 1C**

Additional Parking Supply:

#### **PURPOSE:**

To add on-street parking to the current supply and to enhance the current supply in order to meet anticipated needs. This will alleviate problems in the core downtown by eliminating potential overflow parking in the core associated with the Courts and the Police Station.

#### **STRATEGY:**

- Add angled on-street parking on Broadway between Benton and Tahlequah St.
- Widen Broadway in places, especially near the Police Station, in order to accommodate the increase of angled parking.
- Reconfigure the existing parking spaces from paral-

led to angled to optimize and increase parking spaces along Broadway.

**IMPLEMENTATION:**

- Coordinate with City Departments
- Coordinate Engineering
- Public Awareness Press Release

**DESIRED IMPACT:**

The Committee aims to add parking in this area in order to alleviate some of the overflow parking that occurs on court days at the Police Station. Parking will primarily be added on the west side of the street in front of the Police Department and at City Hall.

**ESTIMATED COSTS:**

\$2000 or less (with no widening).

**ESTIMATED COMPLETION DATE:**

Fall/Winter of 2006

**Phase 1D**

Parking Area Time Limits:

**PURPOSE:**

The purpose is to promote the continued turn over of parking in the downtown in order to facilitate easy access parking for customers and to promote the retail/service use of the downtown. The need for this phase arises out of the City's encouragement of downtown apartment utilization, by lifting off-street parking restrictions.

**STRATEGY:** Option A

- Initially implement on a trial basis of six months. If results are deemed acceptable, then permanently implement.
- Parking along **both** sides of **Broadway**, between E. Main St. to University St., converted to **two-hour** parking from **Monday-Friday 8-5** except for all Public Holidays.
- Parking along **both** sides of **University St.**, between Mt. Olive St. to the bridge, converted to **two-hour** parking from **Monday-Friday 8-5** except for all Public Holidays.
- Exception passes granted to each business for long-term customers, if so desired.
- Up to two passes may be issued to each business' clients at a permit fee of \$500, annually.
  - Strict application process for exception

passes. Passes will only be eligible for downtown customers. These passes are not intended for downtown residents, business owners, or their employees.

- ADA Spaces will not be eliminated, more may be added if needed

**IMPLEMENTATION:**

- Coordinate with City Departments.
- Coordinate with Street Departments on signage both temporary and permanent.
- Public Awareness and Education Campaign.
  - Place "courtesy" cards on vehicles parked in two hour slots to inform motorists of the new parking rules.

**DESIRED IMPACT:**

By implementing Phase 1D, the Committee is hoping to bring about the needed turn over rates for all businesses downtown. It was identified in the Maxfield Study, as well as in the Committee's discussion, that there is a consistent problem with employees and residents using the spaces in front of neighboring businesses. Many businesses are impacted as customers have an increasingly difficult time locating easy access parking. This assertion was also supported during field research, as some of the downtown merchants desire parking time limits.

This phase will not impact customers, but will impact long-term apartment users as well as downtown employees. Long-Term parking is addressed in additional phases in these recommendations.

**ESTIMATED COSTS:**

\$2,000 to \$3,000

**ESTIMATED COMPLETION DATE:**

Spring 2007



*Figure 1.7 Two-Hour Parking in Springdale, AR*

## **Phase 2**

### Long-Term Parking Area Designations:

#### **PURPOSE:**

To establish parking areas specifically designated for long-term users (longer than two hours).

#### **STRATEGY:**

- Promote the maximum use of all side streets.
- The Uniform re-stripping/optimization of existing parking spaces, as needed.
- Promote the expansion, paving and optimization of all private off street lots.
- Require 100 percent use of all private lots before users are allowed to use on-street parking.
- Establish plans to expand parking facilities for long-term use, i.e. purchase land for a new parking lot (See Phase 3).
- Introduce signage that indicates long-term parking areas and include adequate way-finding to and from these places, i.e. from Maxwell St. to Broadway. Make it clear that short-term users must use Broadway in order to conserve long-term spaces.
- Coordinate with the Street Dept.

#### **IMPLEMENTATION:**

- Establish a program to assign long-term users to locate specific off-street parking spaces, preferably private, for long-term use.
- If no private spaces are available, side streets and public lots need to be identified as long-term users' preferred parking areas. Determine if private parking sharing agreements can be arranged for a fee in cases where there are no private or public parking spaces available for long-term use.
- Meet with all downtown long-term users.

#### **DESIRED IMPACT:**

The Committee aims to ensure that the implementation of Phase 1D does not cause massive parking shortages and problems. The concept behind this phase is to encourage private property owners to maximize the use of their private lots and to share with other businesses who are in need. It is also the Committee's aim to work with individuals who request assistance in locating long-term parking, by assigning them a preferred parking area. This will especially be needed for apartment dwellers that do not intend to leave during a regular business day. Lastly, the Committee wants to stress that long-term

parking must be for more than two hours, even on side streets and encourage all short-term users to park on Broadway. This will conserve parking in the long-term areas, which is anticipated to be a tighter fit.

#### **ESTIMATED COSTS:**

\$3,000 to \$5,000

#### **ESTIMATED COMPLETION DATE:**

Within 90 days after Broadway's and University's conversion to two-hour parking.

## **Phase 3A**

### Long-Term Parking Lot Construction:

#### **PURPOSE:**

Construction of a new surface parking lot.

#### **STRATEGY:**

When funds are available, construct a paved surface parking lot on land purchase in Phase 1B.

#### **IMPLEMENTATION:**

- Present needs to the Board of Directors for consideration.
- Construct lot when funds are available.

#### **DESIRED IMPACT:**

See Phase 1C

#### **ESTIMATED COSTS:**

\$50,000 to \$100,000

#### **ESTIMATED COMPLETION DATE:** 2007-2008

## **Phase 3B**

### Additional Parking Needs:

#### **PURPOSE:**

Purchase additional lands for another surface parking lot for either long-term or short-term users, depending on need.

#### **STRATEGY:** See 3A

#### **IMPLEMENTATION:**

- Present needs to the Board of Directors for consideration.
- Locate area for purchase.
- Purchase land from property owners.

#### **DESIRED IMPACT:** See 3A

**ESTIMATED COSTS:**

Land: Unknown

Improvements: \$50,000 to \$100,000

**ESTIMATED COMPLETION DATE:** 2008-2010

**Phase 4**

Downtown Enhancements and Incentives:

**PURPOSE:**

To beautify and enhance the existing downtown in order to improve the experiential quality and to attract new businesses.

**STRATEGY:**

- Implement a landscaping ordinance to require a certain percentage of green space.
- Replant and prune street trees.
- Invest in additional welcoming signage and street furniture.
- Encourage and foster the display of public art and other landmarks.
- Repair Twin Springs Park fountain.
- Improved and added alleyway lighting.

**IMPLEMENTATION:**

- Look into tax incentives to attract businesses and residents to the downtown.
- Look into enhancement grant availability.

**DESIRED IMPACT:**

See purpose.

**ESTIMATED COSTS:**

\$10,000 (less if grants are available)

**ESTIMATED COMPLETION DATE:**

2007-2008

**Phase 5**

Construction of Parking Structure:

**PURPOSE:**

This phase will occur on the surface lots developed in phases 3A and 3B and would be required only at the point when there is sufficient demand and a dedicated revenue source is secured. The Committee recommends an independent study on a parking structure feasibility indicating net gains and impacts.

**ESTIMATED COSTS:**

\$1,000,000 = 40 spaces, increase by approximately \$25,000 per additional added space.

**ESTIMATED COMPLETION DATE:**

2011 or later

## **Chapter 7 IMPLEMENTATION PLAN**

**The Downtown Parking Oversight Committee:**

It is the intention that in order to implement the plan an oversight committee must be formed to ensure that the approved plan is implemented properly. It is necessary in order to maintain plan flexibility that the oversight committee take into account all factors that govern the utility of each recommendation at the time of implementation. The Committee will be given the authority to implement these phases at the most appropriate time with the full authority to adjust the timetable set forth in this plan, as deemed needed.

The Oversight Committee will consist of the same members of the Parking Committee and will meet monthly or bi-monthly to review the plan implementation process, make adjustment and to coordinate with staff on implementation.

**Phase Implementation**

**PHASE 1A:**

1. There is no recommended implementation of this phase.

**PHASE 1B:**

1. Coordinate with Finance Department.
2. Enter into negotiations with seller.
3. Purchase land.

**PHASE 1C:**

**Inter-Departmental Coordination:**

1. Brief Police, Fire, Streets, City Administration, on the phase.
2. Procure all necessary engineering required.
3. Set a date to implement construction.
4. Secure funding for re-striping and street work.
5. Newspaper Ad.
6. Public announcements.

PHASE 1D:

(Within 90 days of 1C Implementation)

1. Draft application and review process for exception permits.
2. Prepare Long-term Parking Assignment Program (See Phase 2 for more details).

Inter-Departmental Coordination:

3. Brief Police, Fire, Streets, City Administration, and Finance Departments on the phase.
4. Set up dedicated officers for enforcements and training.
5. Secure funding and purchase order for all temporary signs.
6. Newspaper Ad.
7. Letters to all downtown property owners.
7. Flyers to all downtown businesses and residents.
8. Public announcements at the first three months of public meetings.

Funding Options

1. Assess various funding options.
  - a. Impact Fees
  - b. Violation Fees added into dedicated account.
  - c. Encourage a Business Improvement District (Self Imposed Tax)

**Off-Street Parking Assignment Program (Phase 2)**

1. Determine how many users will be affected.
2. Mail out invitation to visit City Hall for parking assistance (staff to help people find private parking spaces).
3. Establish set preferred areas for private parking.
4. City to assist all users in the long-term use of private parking areas and facilitate negotiations with private lot owners and the users.
5. Encourage the use of all side streets, not assigned (first come first serve).
6. Assistance to all special needs, i.e. ADA accessible parking.

General Needs

1. Implement an ordinance requiring and 100 percent use of parking in all private lots, (i.e. no storage). This can be phased over 90 days.
2. City will assist in the implementation of Phase 2 by providing dumpsters to all parties clearing all exterior debris from their lots.
3. Withhold business license issuance until all parties are complying with # 1.
4. Establish all long-term surface parking areas, (anything publicly owned or currently used for parking in the district).

5. Purchase signage that will indicate long –term parking areas for both surface lots as well as all side streets.
6. Flyers to all downtown businesses and residents with information on the program and the promotion of parking on side streets.



*Figure 1.8 View of Broadway to the north.*

PHASE 3A:

1. Coordinate with Finance Department.
2. Secure engineering and design of the lot.
3. Send out bids for the construction of the lot.
4. Establish use fees assessed for the use of the lot.
5. Purchase all signage necessary for lot.

Funding Options

1. Assess various funding options.
  - a. Impact Fees.
  - b. Violation Fees a into Dedicated Account.
  - c. Encourage a Business Improvement District (Self Imposed Tax).

PHASE 3B:

Same Implementation as Phase 1C and 3A combined.

PHASE 4:

1. Determine what grants and other similar programs exist in order to secure any supplemental funding for these enhancements.
2. Implement a tax relief program or a utility discount program to create an incentive to redevelop in the downtown. This may also include public/private development partnerships.
3. Implement a landscaping ordinance (perhaps part of a larger citywide ordinance) to mandate landscaping in the downtown.

4. Purchase new public landscaping and trees.
5. Purchase additional street furniture, i.e. street benches, tree guards, etc. to improve the downtown.
6. Purchase welcoming signage and tourist information kiosks.
7. Establish areas for display of public art, coordinate with the Sager Creek Arts Center. (i.e. rear half of Public Parking lot at E. Main terminus).
8. Support the Twin Springs Park fountain repair and restoration.

#### PHASE 5

1. See 3A.
2. Secure dedicated funding source.

#### General Funding Options

- A. Use fee for lots.
- C. General development impact fees.
  - Downtown Building Owners are assessed a fee
  - Fee can be associated with the electric bill
  - Fee can be based off of a usage scenario
- D. TIF districts.
- E. BID or BIZ zones.
- F. CDBG (if applicable in blighted areas).
- G. Annual fees for City lots.

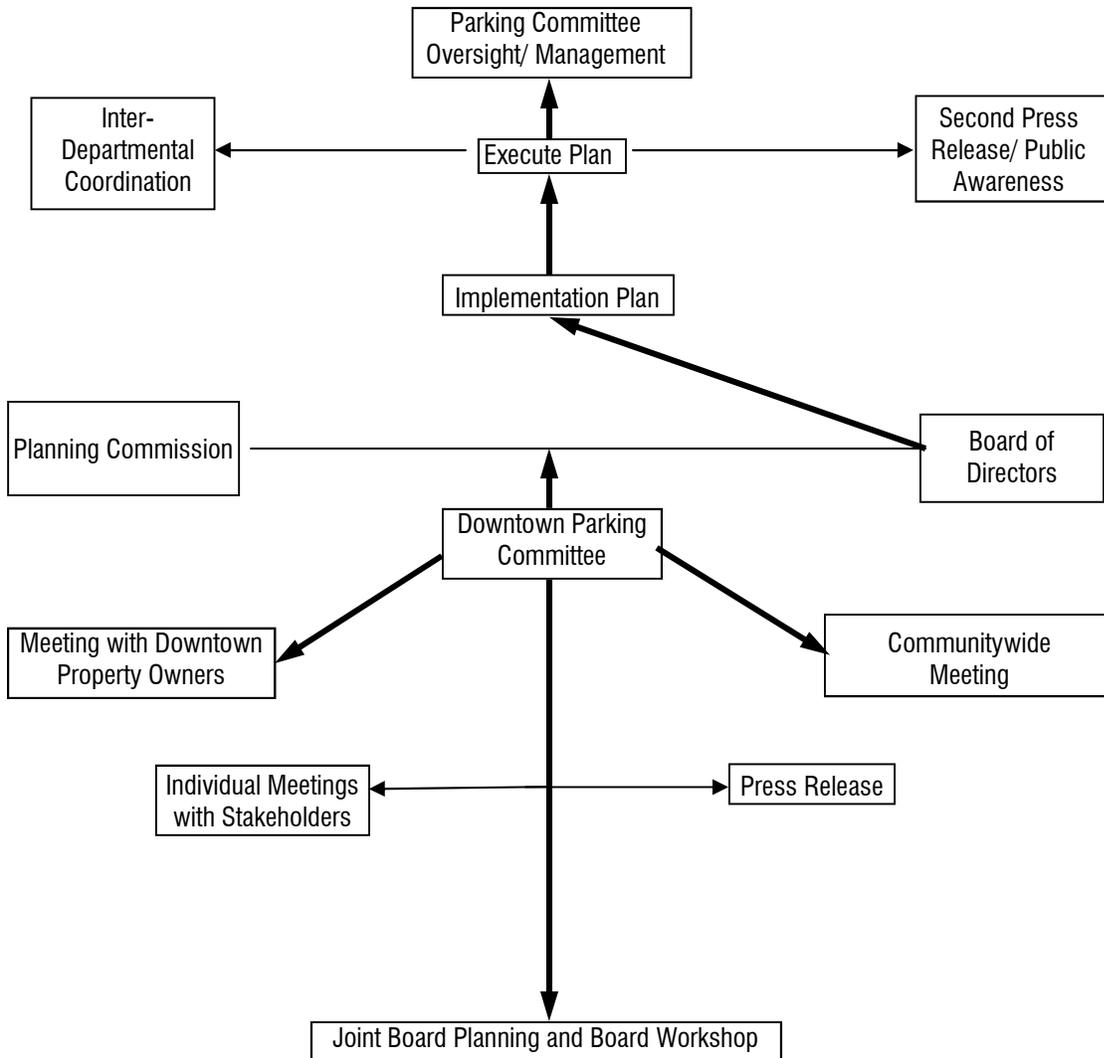


*Figure 1.9 View of the Rear of the Post Office; an area for potential private parking*

## Chapter 8 PUBLIC INVOLVEMENT

### Public Involvement Process

The Committee has agreed to implement the following process for final review, approval and implementation. The Committee used several mediums to solicit public involvement. There were individual meetings, a Board of Director's work session, a stakeholders meeting, and a general communitywide meeting.



*Figure 2.0 Organization Chart*

### Board of Director's Work Session

The Siloam Springs Board of Directors had a work session meeting on February 28, 2006 to discuss and review the initial findings of the Committee. These findings were the first formal presentation of the alternative concepts. The Board of Directors generally were in favor of all concepts and were in support of moving forward with the plan recommendations. This meeting transpired after the decision was made to abandon phase 1A due to the constraints discussed elsewhere in this document.

### **Stakeholder's Meeting**

The stakeholder/ downtown property owners meeting involved inviting various land owners in the downtown to view the concepts before they were introduced to the general public. The meeting was held at City Hall on February 23, 2006. The meeting was attended by three individuals. Attendees were guided through an open house format with several displays detailing the plan study and initial draft recommendations. The general sentiment was positive from all attendees.

### **Communitywide Meeting**

The community meeting was held on April 10, 2006 at the Community Building in downtown Siloam Springs. The meeting was open to the public and was attended by 25 members of the public. The meeting consisted of multiple exhibits that were viewed in an open house format. The exhibits' aim was to inform the public as to the initial problem, the process involved with determining a solution and the general recommendations. Various members of the Committee were stationed throughout the meeting room to offer explanation and to guide attendees through the exhibits.

Upon the completion of viewing, attendees were offered an opportunity to complete and return surveys. Of the 25 attendees, 21 total surveys were returned, a completion rate of approximately 84 percent. 86 percent of the respondents either lived or worked downtown. Of the 86 percent, 94 percent worked downtown, 17 percent lived downtown and 11 percent both lived and worked downtown.

### **Public Meeting Survey Results**

A copy of the survey and fact sheet is included in Appendix E. Generally two-thirds of the respondent attendees were in favor of the two hour parking alternative (discussed in chapter 7). The majority did not park on Broadway or University, but either on private lots or on side streets. Nearly 60 percent also believed that there was a parking problem in the downtown. Most of the attendees preferred to walk 2 to 4 blocks in a revitalized downtown.

### **General Survey Distribution and Results**

The same survey, slightly modified with the addition of the respondent's address, was distributed throughout the downtown for the purposes of reaching more people and obtaining a wider view point. Surveys were distributed on April 19, 2006 and were retrieved on May 15,

2006, for a 26 day response period. Survey boxes were placed at six key locations within the downtown. The survey drop locations included: The Siloam Springs Library, Dr. Hoffmann's Clinic, Inner City Salon, Siloam Springs Printing, Houston Accounting, and Occasions Gift Store. The survey responses were not as diversified as hoped. There were 12 surveys returned with a significant responses shared from two locations (see chart on page 3 of Appendix F in the appendix). This is significant as these surveys were completed by many of the employees of the same businesses, which may have allowed for a narrower scope of utility and experience in the downtown.

Respondents generally weighed heavily on issues that maintained the current status quo conditions in the downtown. Most also thought that there was no parking problem or significant issues in the downtown. As a result, the overall pool of surveys, a total of 33, were weighted very evenly on both sides of the issue, as the two-thirds majority in favor of two hour parking, expressed at the public meeting, was eroded. The final survey results are as follows:

- Live Downtown, 15.15 %
- Work Downtown, 81.8 %
- Parked on University or Broadway for more than two hours, 42.4 %
- Support two hour parking on Broadway and University, 51.5 %
- Believed that there is a parking problem in the downtown, 51.5 %