



VILLAGE OF MOUNT HOREB

E. Main Street

Mount Horeb, WI 53572

Phone: (608) 437-6884 Fax: (608) 437-3190

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PUBLIC WORKS COMMITTEE AGENDA

Monday, April 22, 2024 at 6:00 PM

Municipal Building Board Room

138 E. Main Street

Mount Horeb, WI

- 1) Call to order
- 2) Roll Call
- 3) Agenda Items
 - a. Consider February 26, 2024 meeting minutes
 - b. Discuss and consider downtown parking study by MSA
 - c. Follow-up discussion regarding snow removal by private contractors
 - d. Public Services Director's Report
- 4) Future agenda items
- 5) Meeting adjournment.

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PUBLIC WORKS COMMITTEE AGENDA

Monday, February 26, 2024 at 6:00 PM

DRAFT MEETING MINUTES

- 1) Call to order
- 2) Roll Call

The Public Works Committee was called to order on the above date at 6:00 pm in the Board Room of the Municipal Building, 138 E. Main Street, Mount Horeb, WI. Members present were Cathy Scott, Jeff Hook, and Ben Jones. Absent members were Nate Gauger and Rob Vandomelen. Also present were Public Services Director Jeff Gorman and Utility Office Coordinator Sara Alderson.
- 3) Agenda Items
 - a. Consider January 22, 2024 meeting minutes

Motion by Scott to approve the January 22, 2024, meeting minutes. Seconded by Jones. Motion carried.
 - b. Discuss sidewalk circulation plan

Gorman gave an overview of the Sidewalk Circulation Plan. There are currently 18 streets in the Village that are on the plan to have sidewalks installed or upgraded. Most of these improvements will happen when the Village does the street upgrades.
 - c. Update on waste contractors

Gorman gave an update on the transition to Pelliterri from Waste Management. There were a few issues with the wheels falling off the Pelliterri carts but those issues were resolved quickly. Waste Management has all carts picked up from Grundahl Park except for a dumpster. Most issues and complaints throughout the switchover were just normal to a transition.
 - d. Public Services Director's Report

Gorman went through his monthly report and answered questions.
- 4) Future agenda items
 - Revisit the snow removal discussion
- 5) Meeting adjournment.

Motion by Hook, seconded by Scott to adjourn the meeting at 7:06 pm. Motion carried.

Minutes by Sara Alderson, Utility Office Coordinator



AGENDA ITEM REPORT

MEETING DATE

April 22, 2024

PREPARED BY

AGENDA ITEM # 3.b

Discuss and consider downtown parking study by MSA

BACKGROUND

RECOMMENDATION

ATTACHMENTS

1. Parking study downtown 2024



Village of Mount Horeb, WI

Parking Study

MARCH 2024





Acknowledgements

Project Steering Committee

- Nic Owen, *Village Administrator*
- Kristen Fish-Peterson, *Redevelopment Resources*
- Jay Goninen
- Lauryn Durtschi-Jones
- Barb Case
- Karen Tetzlaff
- Mary Grundahl
- Rachel Lacasse-Ford
- Matt McGowan

With assistance from **MSA Professional Services, Inc.**

- Steve Tremlett, AICP, CNU-A - Planning Team Leader
- Emma Wenman, ASLA - Landscape Designer
- Brian Wiedenfeld - Assistant Planner

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INTRODUCTION

BACKGROUND

The Village of Mount Horeb retained MSA Professional Services to conduct a downtown parking study. The work was conducted from August 2023 to March 2024, and is intended to help inform the Village of Mount Horeb's assessment of current and future parking demand to accommodate existing development and future growth.

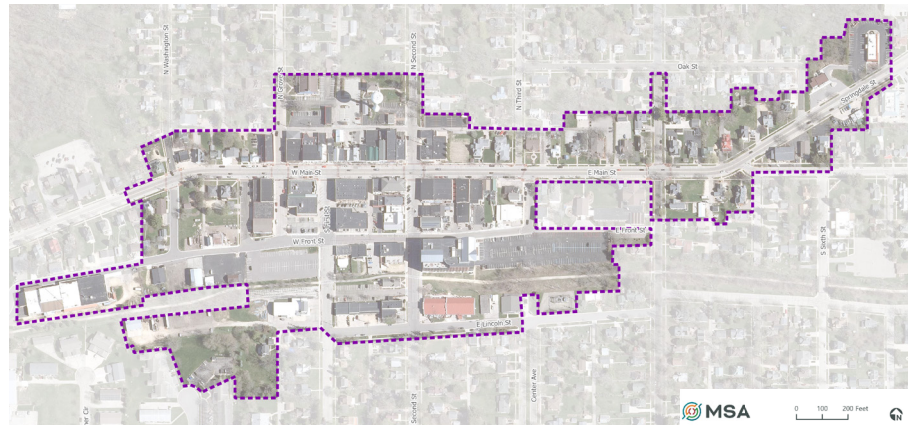
PURPOSE OF THE STUDY

Parking is one of the first experiences that people have when traveling to a destination. Convenient and affordable parking is considered a sign of welcome. Parking that is difficult to find, inadequate, or inconvenient will frustrate users and can contribute to spillover parking problems in adjacent, often residential, areas.

An excessive supply of parking can also create problems. Parking facilities are expensive to construct, imposing financial costs on developers and municipalities. In addition, facilities impose environmental costs by contradicting community objectives for more livable and walkable communities. Parking also tends to increase driving and discourage walking and bicycling.

Parking Study Area

Source: MSA Professional Services, Dane County, Dane County Aerial



Ensuring enough accessible parking, while confirming it meets ADA guidelines creates greater accessibility to the downtown. The Americans with Disabilities Act (ADA), passed in 1990, requires businesses, non-profits, and state/local governments to provide parking spaces accessible to people with disabilities.

The purpose of this report is to provide an inventory of the existing parking supply in the downtown district that features a mix of public and private surface lots and on-street parking spaces. The report provides a review

of stakeholder input that was collected, results of audit counts of on-street and off-street parking spaces, an estimate for the demand on these spaces, and discussion and recommendations for parking supply within the downtown, particularly in relation to potential additional development.

STUDY AREA

This plan's parking strategies will cover Main Street from Washington Street to Sixth Street, as far north as Oak Street, and as far south as Lincoln Street. See the map above.

PARKING RESOURCES

BACKGROUND

*The Downtown Mount Horeb parking network has **929** parking spaces available (852 excluding Front Street lot development). Of these parking spaces, 552 are public (59% of the parking network) with 323 spaces on the street and 229 spaces in off-street lots. The remaining 377 spaces (41%) are in private off-street parking lots. 34 spaces are reserved for ADA accessibility. See the summary table on the next page.*

ON-STREET PARKING

In the Downtown core (purple dash line in the Supply Map), a majority of the on-street spaces are marked with parking lines. The marked spaces vary in length from 19 feet to 23 feet, and are demonstrated in both parallel and angled parking. The unmarked spaces were assumed to be a standard length, which is typically a minimum of 22 feet long.

The areas where street parking is prohibited due to vehicular visibility and access issues (i.e., street corners, fire hydrants and driveways), space limitations and loading zones are marked by a yellow painted curb and/or by signage.

However, in some cases the buffer distance is significantly less than ideal for visibility at intersections and driveways. Efforts to improve these conditions will need to weigh parking supply loss against safety improvement in the downtown.

On most streets within the study area, parking is restricted to 2- and 4-hour parking between the hours of 8am-6pm. Additionally there are a handful of streets with no parking restrictions. Some spaces are for limited to 5- and 10-minute drop off and loading. As shown on the right, these are two examples of signs identifying these time limits. Main Street restricts van, truck, and bus parking in some stalls as well as overnight parking.

ADA reserved parking is clearly marked for on-street spaces. There are 9 total ADA reserved on-street space in the study area. This accounts for 2.8% of the total 323 on-streets spaces. A large majority of them are on Main Street.



Angled Parking on First Street



Hourly Parking Restriction Signs



ADA Reserved Parking on Main Street

Parking Inventory, Study Area

Source: MSA Professional Services

	#	%
PUBLIC	552	59%
On-Street	323	59%
Off-Street	229	41%
PRIVATE	377	41%
TOTAL SPACES	929	

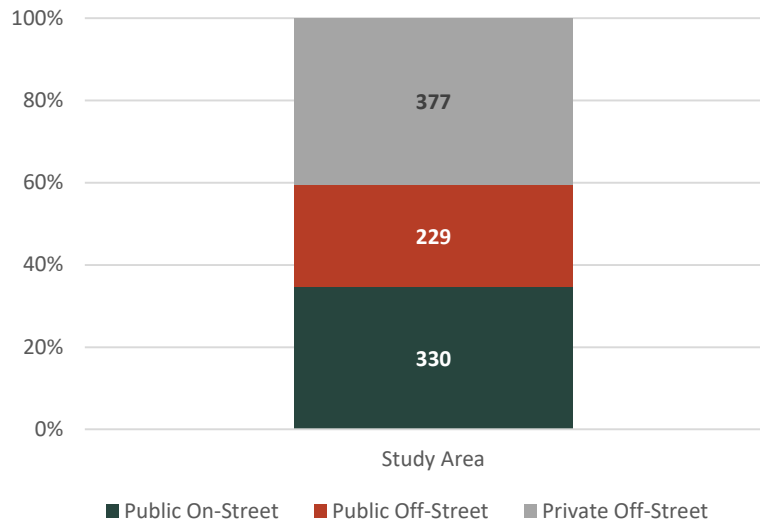
Lot Size # of Lots

10 Spaces or Less	8
10-15 Spaces	3
16-30 Spaces	5
31-60 Spaces	3
More than 60 Spaces	2

TOTAL

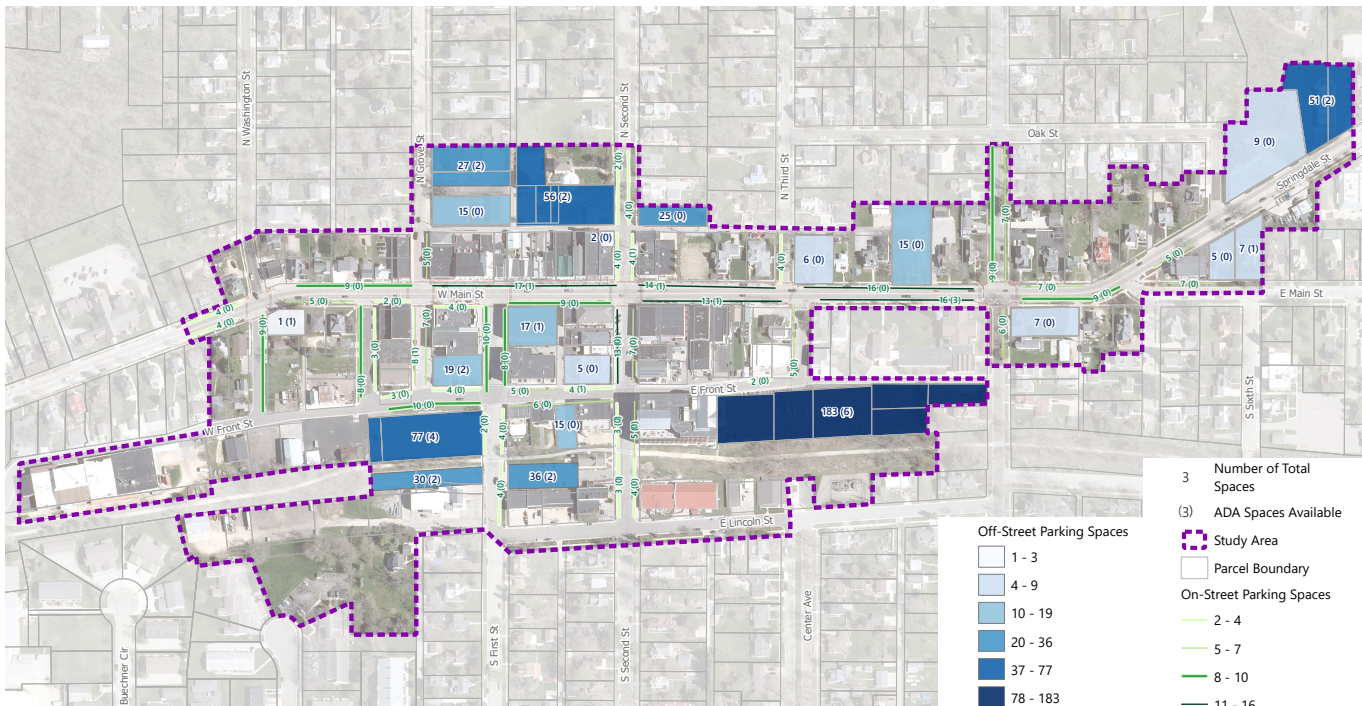
Network Supply

Source: MSA Professional Services



Parking Network - Supply Map

Source: MSA Professional Services



OFF-STREET PARKING

The majority of the downtown parking network is in parking lots (65%, or 606 spaces). These spaces are controlled by a variety of off-street regulations, including public lots with time limit(s), customers (or church members) only lots, and employee only lots. There are 25 ADA reserved parking spaces in off-street parking lots, representing 4.1% of off-street spaces. The ADA spaces are clearly indicated with signage and pavement markings. The majority of the lots are paved, with only one having an unpaved gravel surface.

There are a few lots that are lacking clearly marked parking spaces. Lack of or non-efficient markings reduces the capacity of parking

Parking Lot Summary Table

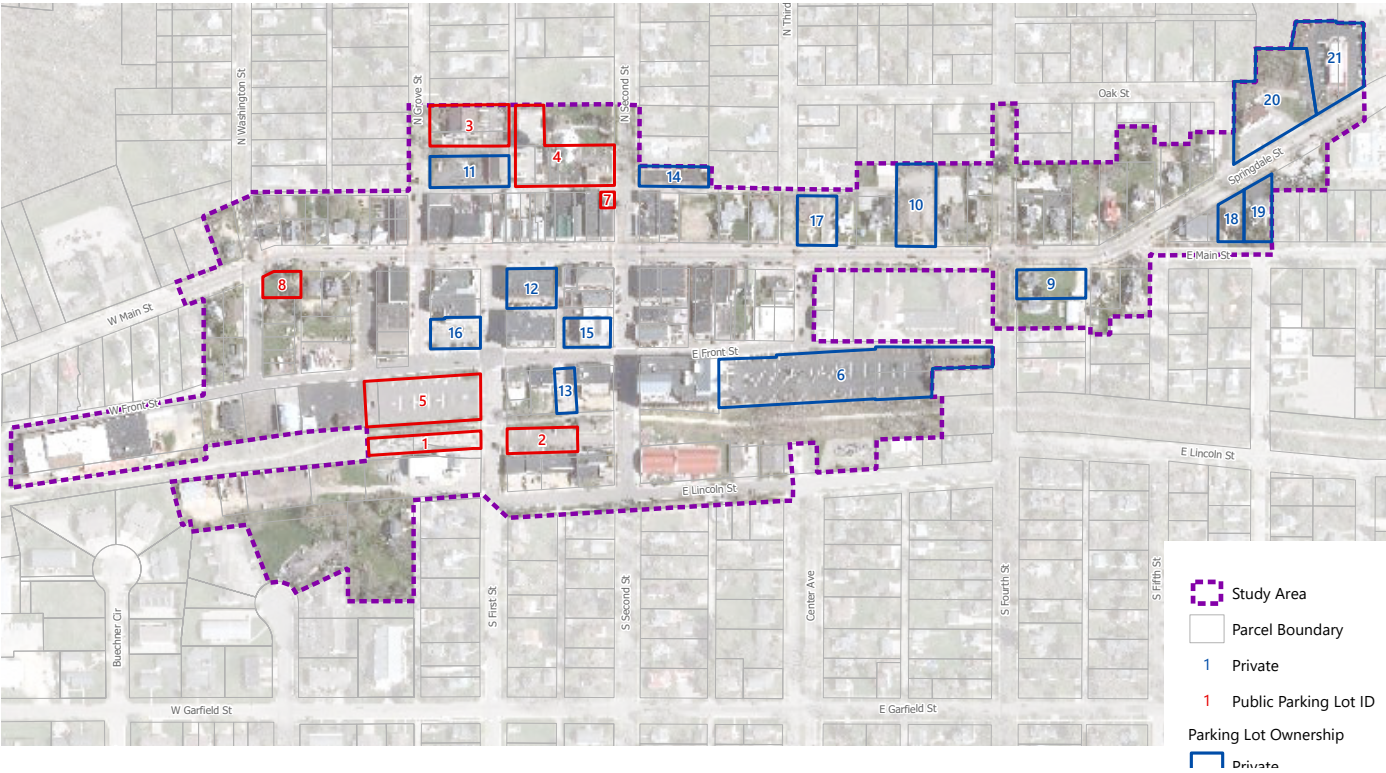
Source: MSA Professional Services

ID	Lot Name	Total Spaces	ADA Spaces	Marked
1	DNR Trail Lot	30	2	Y
2	Depot Lot	36	2	Y
3	Senior Center Lot	27	2	Y
4	Old School House Lot	56	2	Y
5	Front Street Lot	77	4	Y
6	Duluth/Church Lot *	183	6	Y
7	Village Hall Lot	2	0	Y
8	Foster Park Lot	1	1	Y
9	Alley Lot	7	0	N
10	Chiropractor Lot	15	0	N
11	Duluth Retail Lot	15	0	Y
12	Hoff Apartments Lot 1	17	1	Y
13	Hoff Apartments Lot 2	15	0	Y
14	MHTC Lot	25	0	Y
15	Museum Lot	5	0	Y
16	Post Office Lot	19	2	Partial
17	Village Chamber Lot	6	0	Y
18	One Event Parking	5	0	Y
19	Badger Bros Lot	7	1	Y
20	Milo's Lot	9	0	Y
21	Spring Garden Lot	51	2	Y

* Weekdays 7am - 5pm lot is reserved for Duluth Trading Company/Evangelical Luther on evenings and weekends, but private for the sake of the whole study.

Parking Lot Ownership Map

Source: MSA Professional Services



lots. Gravel lots can also be less safe for pedestrians due to the lack of pavement markings. For these reasons, Village Ordinances require all off-street parking lots to be paved with a hard, all-weather surface (to the satisfaction of the Director of Public Works) and, if having four or more spaces, those spaces must be marked. Improving private or public lot layouts, will increased parking capacity, without adding additional surface lots.

The map below identifies parking lot locations, ownership (public/private) and their current restrictions.

Public Lots

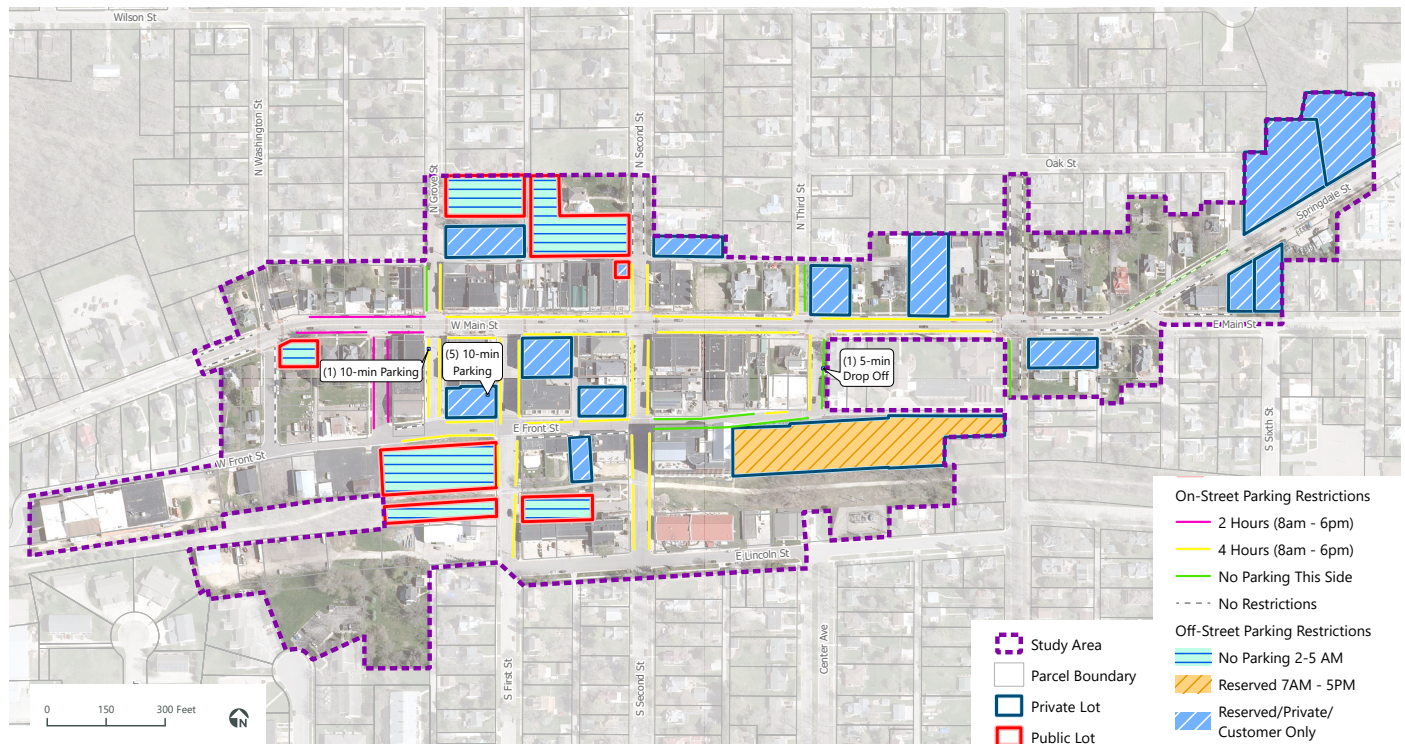
There are seven public lots, providing 229 parking spaces (25% of the parking network). Parking limits vary by location and, in some cases, by parking rows within a particular lot (see table and the map on the previous page). All lots are restricted between the hours of 2am-5am. The smallest public lot located at the Municipal Building is 60% reserved for Village staff.

Private Lots

There are fourteen private lots in the study area, making up 41% of the off-street parking network (377 spaces). The majority of these lots are not signed with hour restrictions, but it is assumed that parking usage extends only to business hours and reserved to customers or employees only. The largest parking lot in the Village (183 spaces) is reserved during business hours (7am-5pm) providing parking for Evangelical Lutheran Church and employees of Duluth Trading Company and, but open to the public during nights and weekends.

Parking Restrictions Map

Source: MSA Professional Services



PARKING SIGNAGE

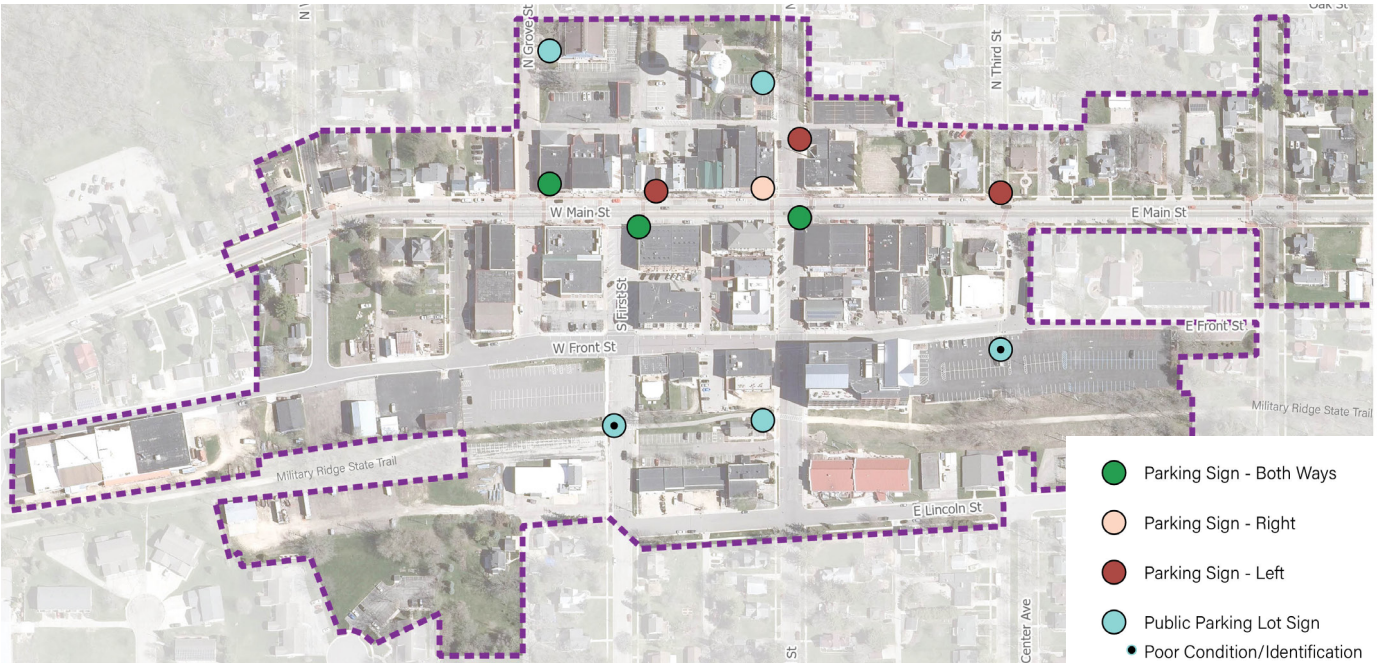
The Village has a parking signage system in place that displays restrictions and hourly parking limits. This network is well-represented for on-street spaces and at most parking lot entry points. ADA spaces are clearly indicated with pavement marking or signage with the universally accepted symbol for accessibility.

There is also public parking signage incorporated into the Village’s way-finding system. These signs are located at nearly every intersection along Main Street in the downtown. The level of parking signage may hover on over-signage, resulting in a lack of clarity on the best locations to park for visitors unfamiliar with the area.

Existing Street Signage



Existing Parking Signage



ZONING REQUIREMENTS

The Village Zoning Code sets parking minimums for specific land uses in the Village as well as direction for ADA parking. However, both the Main Street Business and Central Business zoning districts do not require any off-street parking, unless identified as a requirement for a conditional use permit or planned development.

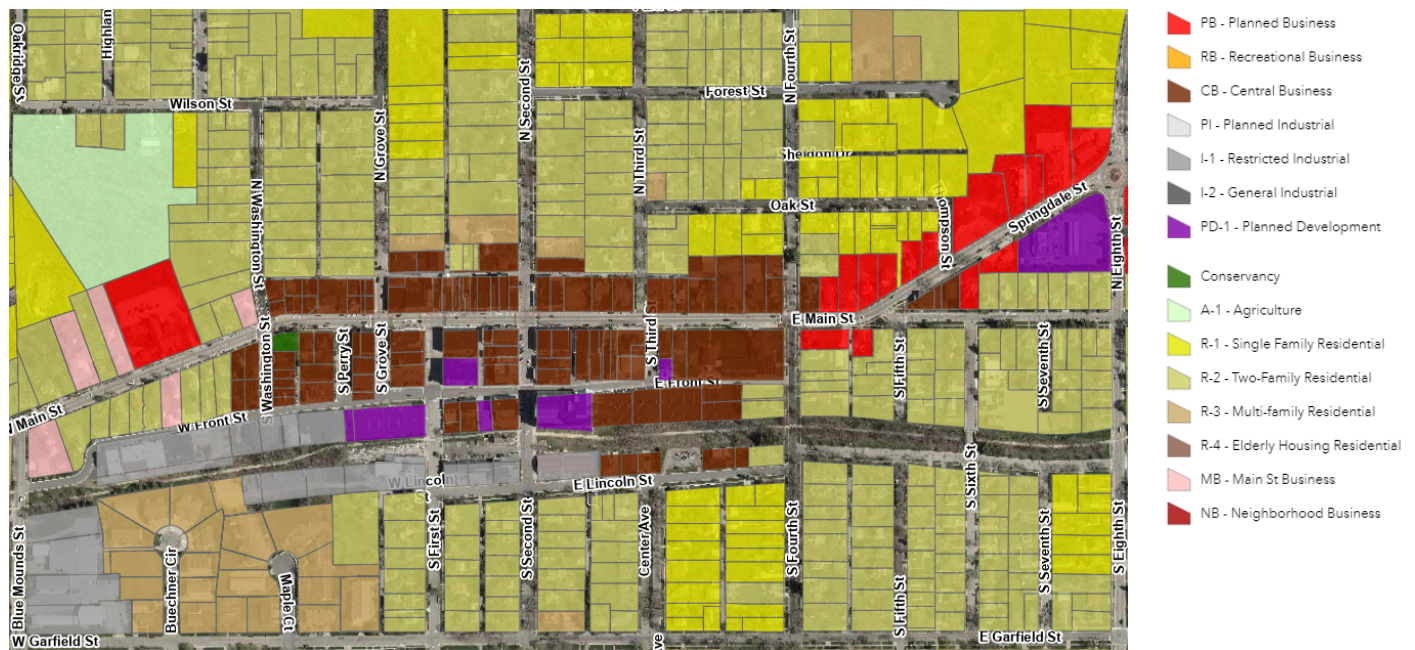
Planned Business districts require off-street parking according to the schedule of minimum spaces in Article XII of the code.

The Zoning Code requires handicap accessible (ADA compliant) spaces and appropriate signage for public spaces and places of employment that require more than 25 parking spaces as follows:

- (a) At least one space for a facility offering 26 to 49 spaces;
- (b) At least 2% of all spaces for a facility offering 50 to 1,000 spaces;
- (c) At least an additional 1% for each 1,000 spaces over the first 1,000.

Village Zoning Map

Source: Village of Mount Horeb



ENGAGEMENT SUMMARIES

PUBLIC FEEDBACK

Engagement with Village residents took place throughout the parking study. Each engagement opportunity was tailored to reach the various schedules and preferences of downtown business/property owners and their employees. Types of engagement included a community survey, pop-up booth at Village Farmers Market, focus groups, open house, and stakeholder interviews facilitated by MSA, Village Economic Development Consultant, and the Mount Horeb Chamber of Commerce.

COMMUNITY SURVEY

In coordination with Village staff, a survey was created and sent out to Village residents garnering 664 responses on the existing and future parking needs of the downtown.

The majority of survey responses came from persons 30-64 year old who have lived in the Village for at least six years. Most of the participants (88%) drive downtown with roughly 60% typically parking on the street and 36% use a public parking lot. The majority of respondents walk no more than 1 block from their destination.

Major parking challenges perceived by survey respondents were the limited availability of parking spaces (84%), the inconvenient distance from their parking spot to their destination (75%), and the time needed to park (73%).

Roughly 70% of respondents felt safe parking during the day, while 58% felt safe at night parking in the downtown.

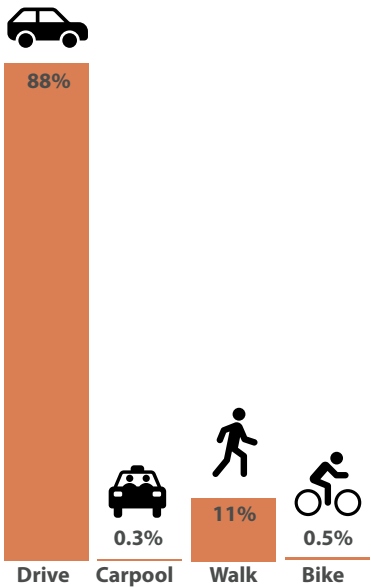
As part of the survey, several applications were suggested to mitigate parking concern. Improvements that received positive response included: dedicated employee parking in surface lots (74%), buying land and constructing new surface parking (65%), and improving parking signage and installing downtown kiosks that identify parking and amenities (64%). 70% percent of respondents would not be willing to pay a fee to park near their destination.

General comments made by respondents offered support for bike and pedestrian infrastructure, concern in providing sufficient parking for downtown visitors,

opposition to parking fees, and suggestions of constructing multi-level parking structures, repurposing underutilized lots, and better usage of parking signage and time limits.

Survey results was provided to the Village.

Getting Downtown



POP-UP EVENT

A community engagement pop-up booth was held at the Mount Horeb Farmers Market on October 12th. This was also the same evening as the Witches Night Out event and the third parking audit. Results from the first two parking audits, as well as existing parking capacity were on display. Promotion of the community survey and open house were also posted at the booth.

Comments included concern for decreased visibility at intersections due to parked vehicles, desire for increased bike parking, support for EV charging stations in the downtown, and a need for increased parking as development occurs. Many residents who visited the pop-up booth lived close to downtown and did not see parking as an issue.



OPEN HOUSE

An open house was held at the Village Hall on October 23rd, 2023. Approximately 50 residents, business and property owners, and employees attended the open house. The open house featured a presentation followed by public engagement activities. Participants wrote comments on a white board and marked spatial comments on a map of downtown. Information from the audit results and current parking conditions were also on display.

Major comments related to the audit results, including concern for the sampling times and weather conditions, inclusion of the First Street lot, and inclusion of private parking lots.

Map comments were directed at safety and lighting along Main Street and the visibility of pedestrians who are crossing the street during high traffic days like the Farmers Market.



STAKEHOLDER INTERVIEWS

MSA, with assistance from the Chamber of Commerce and the Village economic development specialist, facilitated conversations with downtown stakeholders. These groups consisted of representative(s) from the following businesses/properties:

- The Mount Horeb Mail
- Sift & Winnow
- Duluth Trading Company (Retail and Corporate)
- Buck and Honeys (owner and manager)
- McFee's on Main
- Gallina Companies
- Olson's Floral
- Silk & Steel
- The Innovation Center
- Firefly Events
- Gemplers
- Kella
- Berge Jewelers
- Issacs and Jangle
- The Feedmill
- Wyser Engineering

During these conversations the groups/individuals were asked baseline questions that guided the conversation into dialogue about parking concerns and possible solutions.

There were some common themes that emerged from these conversations.

- Most representatives were not concerned about parking as a current issue, but they are aware of the development of the Steve Brown Apartment complex, and the effect that will have on public parking availability.
- Availability for out-of-town visitors to park larger vehicles or trailered vehicles, especially during the summer months, and signage to parking lots were items that need to be considered or improved with this study.
- There was a consensus that street parking along Main Street could be reduced to restrict parking to 2-hours, while side streets should remain at 4-hours. This will assist in parking turn over and help prevent employees from parking in front of small businesses.
- Business representatives had more concerns relating to opportunity for Mount Horeb business growth as it directly relates to parking availability, and employee safety and parking availability. The biggest concern that these discussions produced is the perceived availability of parking for residents and visitors alike. If someone is not able to find parking at their first pass through Mount Horeb, they

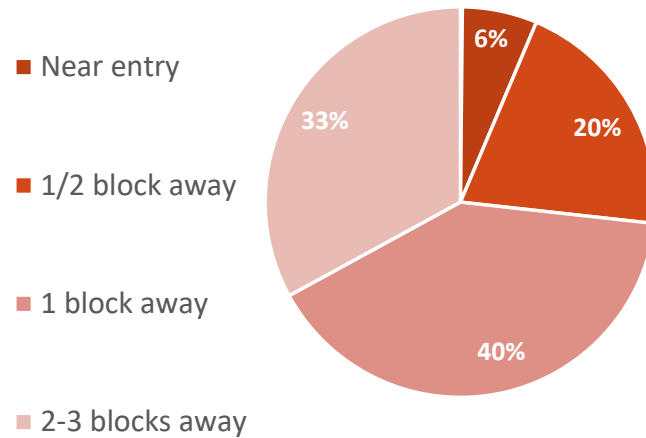
might not stop, or come back again. In addition to that point, many businesses do not have dedicated employee lots in Downtown Mount Horeb. Those that do are approaching capacity, or sharing spaces that complicates availability. Businesses would like to see dedicated employee or patron parking lots that consider safety for their employees and consumers through the different seasons (i.e., snow removal, lighting).

- Overall, stakeholders did not have any major concerns with pedestrian safety in the downtown core, unless a new central parking location was added and became a hub for pedestrian activity.
- More bike parking was an important need along Main Street.
- The number of ADA stalls seem to satisfy the need for downtown, however accessibility in the winter leaves room for improvement.
- Groups of stakeholders discussed the Fire Department's route through downtown, who's response time is increased when activities and events are being held along the Main Street. In the past few years, due to highway construction, the Chamber of Commerce has moved events off Main Street and this has been a good change in many stakeholder's opinions.

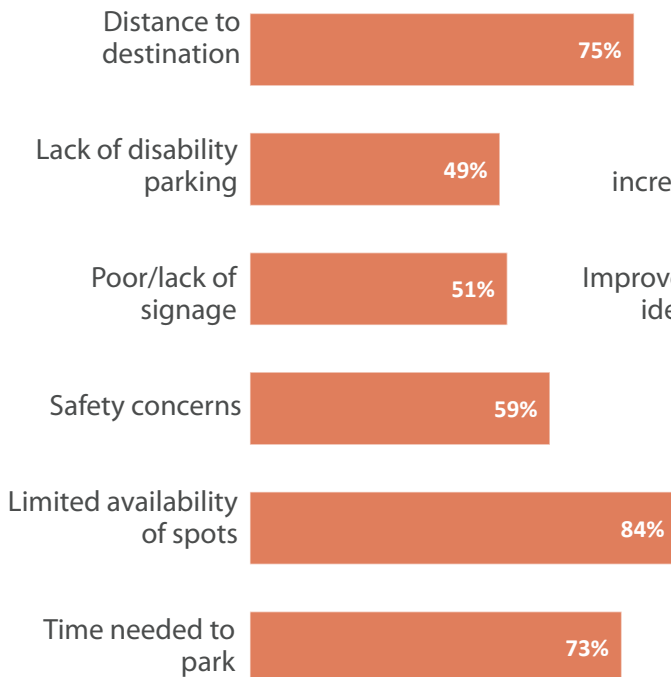
Parking Location Relative to Destination

In Summary...

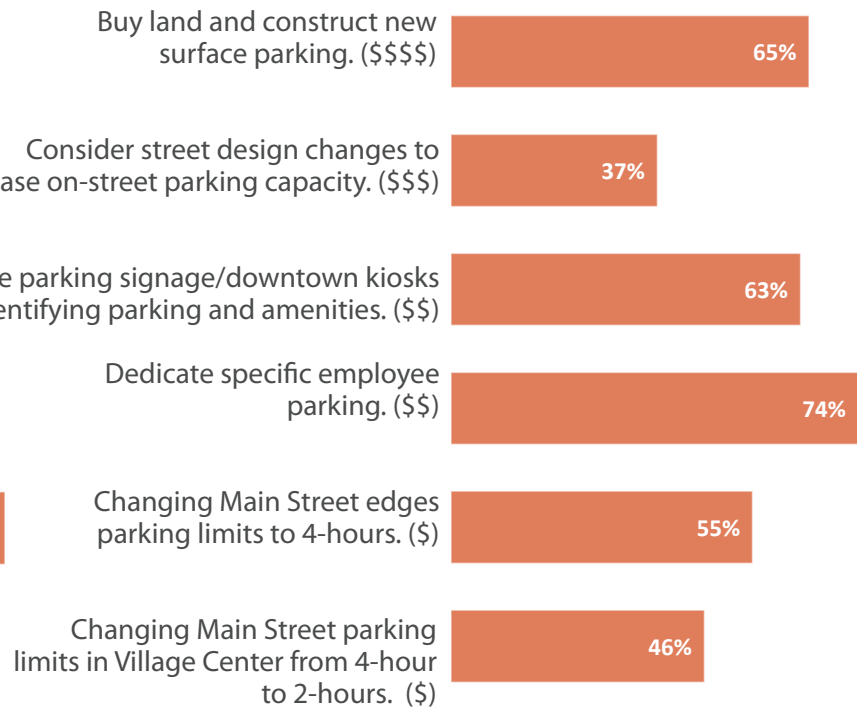
Overall, parking availability for employees and consumers for the future of downtown Mount Horeb is a hot button topic. Many businesses are concerned about potential growth and new opportunities with parking being a limiting factor. The businesses and property owners that were involved in this process made it clear that parking in Mount Horeb needs to remain accessible to visitors and residents alike. Parking restrictions, signage and efficiency can all be evaluated to improve the current conditions and maintain parking access.



Parking Challenges



Support for Parking Solutions



METHODOLOGY

PARKING UTILIZATION

There are two steps in evaluating a parking network: 1) inventory the parking network, and, 2) document the demand for parking. MSA conducted field surveys to collect this information, as discussed below.

PARKING INVENTORY

Parking inventories are intended to gather information on existing parking supply and its use (occupancy). The inventories include observations on the number of parking spaces, including those that are ADA accessible, their location, any parking restrictions, and their use during a peak period of observation.

The number of on-street parking spaces within the study area were determined by observation of marked spaces or, in the case of unmarked spaces, identifying the potential spaces by measuring the curb distance and excluding curb areas that are/should be restricted due to close proximity to intersections, driveways, and fire hydrants. Off-street parking spaces were counted on-site.

PARKING OCCUPANCY FIELD SURVEYS

The occupancy of parking spaces was documented by observing the number and proportion of occupied parking spaces during what is considered peak periods of demand within the study area.

For the purposes of this project, the parking audits cover the study boundary (see the Study Area Map on page 1), inclusive of all public parking (on-street and off-street lots), as private lots of five or more spaces (and excludes garages).

The peak periods were determined through conversation with Village staff and the steering committee. Per this feedback, MSA conducted four parking occupancy field survey visits measuring in the morning, midday, and afternoon or evening for each: 1) summer tourism day; 2) ordinary weekday; 3) Village event day; and, 4) ordinary weekend.

"EFFECTIVE" PARKING CAPACITY

Parking occupancy refers to the accumulation of parking over the course of the day. Occupancy during peak periods is the primary measure of parking usage and the need for additional parking.

Occupancy rates at or close to 100 percent are generally considered undesirable because motorists must hunt for available parking and/or may be tempted to park illegally or not stop at all. Thus, when evaluating parking the **"effective"** supply is preferred to full supply.

The **effective supply** is the maximum number of parking spaces that can realistically be used within a given district. An effective supply "cushion" (or reserve) can help to protect against the inevitable loss of spaces resulting from temporary disturbances such as construction, mis-parked cars, etc. Parking supply is considered "effective" when approximately 85% of the parking spaces are occupied. This amounts to having at least one on-street space available per block at all times.

Peak Parking Demand

Weekday	Evening	Weekend
Banks and public services	Auditoriums	Religious institutions
Professional offices	Bars and meeting halls	Parks
Park and ride facilities	Hotels	Shops and malls
Schools, daycare centers	Restaurants	
Factories/distribution centers	Theaters	

Source: Victorian Transport Policy Institute 2007: *Parking Management Strategies, Evaluation and Planning*

Demand for parking will vary block by block, because different uses have varying peak demand periods (see the table on the next page). For example, a block with a popular bar may experience a peak parking period during Friday or Saturday evenings, when the rest of the planning area has relatively low occupancy rates. This results in different facilities (e.g., on-street parking segments, off-street lot) being more active during varying times in the day. Yet, the primary concern of this study is to provide enough parking within a reasonable distance to all uses within a downtown “shared parking” environment.

The “reasonable distance” can vary depending on the use; however, in general, parking should be within one to two blocks from the user’s destination(s). Overflow parking can be a bit further, but no more than three to four blocks.

DEFINITIONS OF TERMS

A key to understanding the parking methodology is the definition of terms and assumptions inherent in the use of those terms.

Parking ratio is the number of parking spaces that should be provided per unit of land use, if parking serves only that land use. The ratios recommended herein are based on the expected peak accumulation of vehicles at the peak hour on a design day.

Parking accumulation is the number of parked vehicles observed at a site.

Parking supply is the total number of spaces available to serve a destination.

Parking facility is a series of contiguous spaces dedicated to parking vehicles (e.g., on-street parking along a block, off-street parking lot).

Effective parking supply is the number of occupied spaces at optimum operating efficiency. A parking facility will be perceived as full at somewhat less than its actual capacity, generally in the range of 85-95 percent occupancy.

A **design day or design hour** is one that recurs frequently enough to justify providing space for the level of parking activity. One does not build for an average day, nor is it appropriate to design for the peak accumulation of vehicles ever observed at any site with that land use. Generally, the 85th percentile of observed traffic volumes during peak hours on average days is used for design.

PARKING AUDIT RESULTS

PARKING UTILIZATION

To determine availability of parking in downtown Mount Horeb, MSA conducted four parking occupancy audits in August 2023 through November 2023. On each visit counts were made during the morning, midday, and afternoon or evening. All counts started along the western edge of the downtown core and proceeded eastward. Each audit took roughly forty-five minutes to complete.

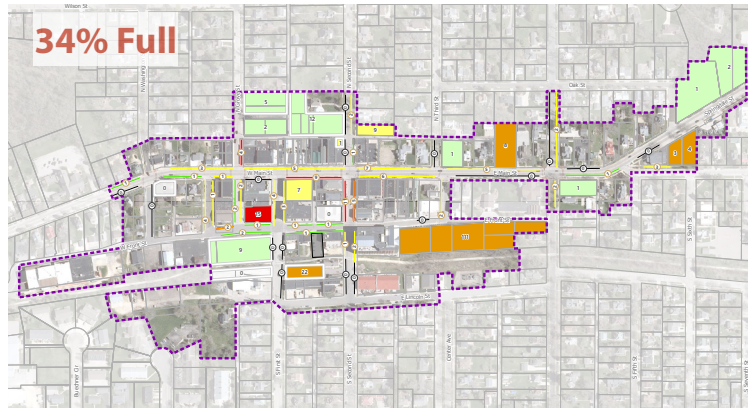
To account for various parking demand days, audits were taken on a peak summer tourism day, a typical day, a Village event day, and the weekend. The Village event day coincided with the Farmers Market and the Witches Night Out. The weekend count took place during the Mount Horeb Winter Market (hosted at the ELC Church) and on opening weekend for the deer gun season.



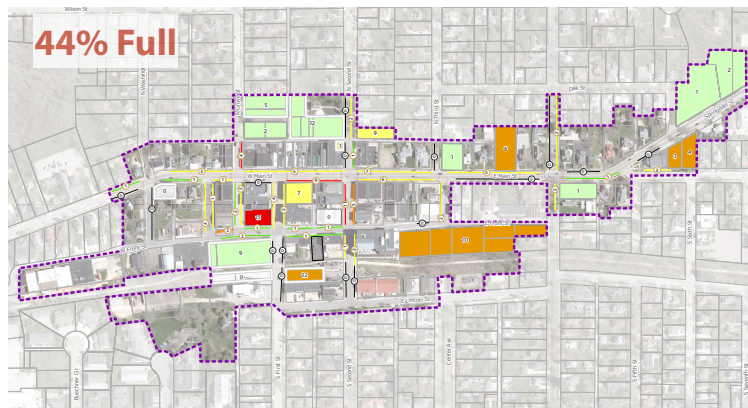
OCCUPANCY AUDIT #1 - Weekday Summer Tourism (Thursday, August 31)

Source: MSA Professional Services

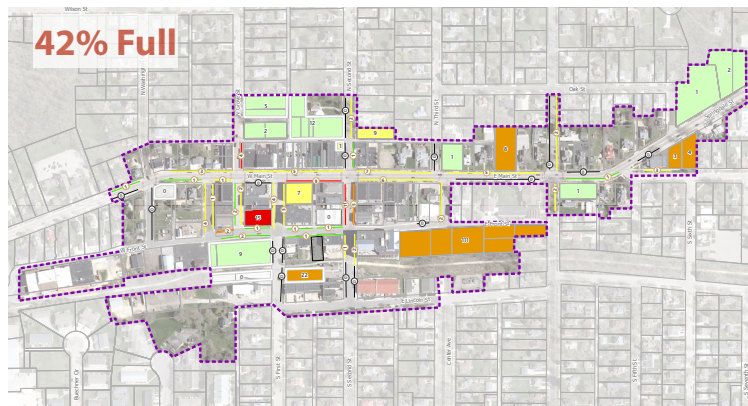
Morning Audit: 8:15-9:45AM



Midday Audit: 11:30AM-12:00PM



Evening Audit: 2:30-3:15PM



*These audits do not include private lot for tenants of Hoff Apartments near Buck & Honey's.

This audit was conducted in the late summer, the Thursday before Labor Day weekend, when Mount Horeb sees its peak tourism. Visitors from across Wisconsin come to Mount Horeb to experience its unique downtown filled with shops and restaurants and the trolls that line Main Street. The weather conditions were fair with sunshine and warm temperatures.

Counts were taken at 8:15am, 11:30am, and at 2:30pm. Full results can be seen on the maps to the left. The private lot for tenants of Hoff Mall apartments near Buck & Honey's was not accounted for in this audit and the 15 spaces in this lot are omitted.

The parking accumulation hit its peak during the midday audit when 44% of total parking supply was occupied (402 occupied). 46% of on-street spaces were filled (147 of 323), while 43% of off-street lot spaces were filled (255 of 591).

Elevated on-street parking demand occurred on Second Street at the intersections of Main Street and Front Street where many of the popular restaurants and shops are located. With occupancy reaching 50-75%+ for these streets, effective parking supply was close to being reached. The off-street lots are underutilized in this area as well as outside of the elevated demand intersection with parking accumulation at rates of 25-50% or less.

Study Area

Parcel Boundary

Number of Spaces Full

Parking Lot Ownership

Public Lot

On-Street Parking Availability

All Spaces Empty

< 25% Full

25 - 50%

50 - 75%

75 - 100% Full

Off-Street Parking Availability

Lot Empty

< 25% Full

25 - 50%

50 - 75%

> 75% Full

OCCUPANCY AUDIT #2 - Typical Weekday (Tuesday, September 26)

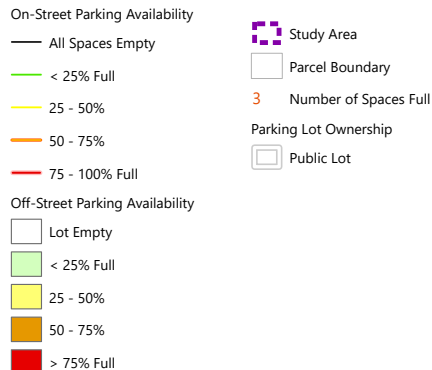
Source: MSA Professional Services

This audit was conducted during the early fall to measure the demand for parking on a typical weekday. Due to this time of week, much of the parking activity took place during the day with low demand for parking supply in the morning and evening hours. Weather conditions were fair.

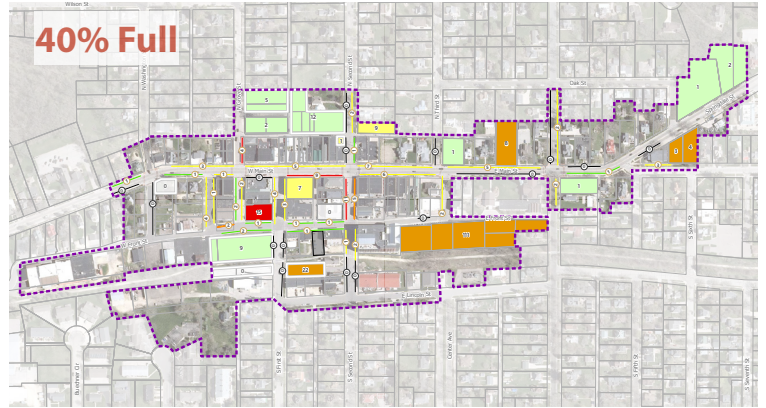
Counts were taken at 8:45am, 12:00pm, and at 5:15pm. Again, the private lot for tenants of Hoff Mall apartments near Buck & Honey's was not accounted for in this audit and the 15 spaces in this lot are omitted.

As shown in the maps on the right, parking accumulation was most significant during the midday audit. **In total, 47% of the spaces were occupied in the downtown (434 occupied).** 41% (133 of 323) of the available on-street parking spaces were occupied, while 51% (301 of 591) off-street parking lot spaces were filled.

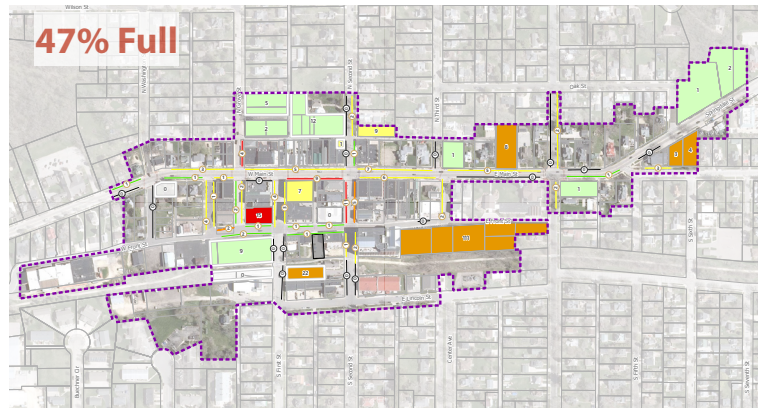
This larger differential between on-street and off-streets spaces is indicative of off-street lots seeing higher parking demand near employment locations, including at the Duluth Trading Company office building. At the Duluth/Church lot, 183 spots are split amongst the company, adjacent church, and shared use area between the two. In both the morning and midday counts, this lot was over 80% filled, reaching effective parking supply. By the evening, this lot was 11% full.



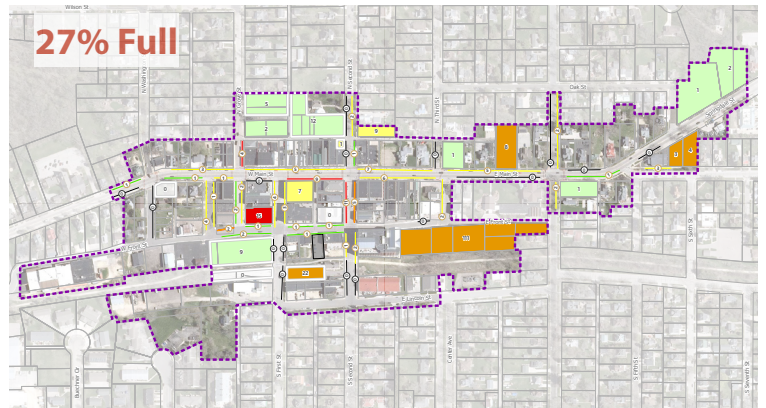
Morning Audit: 8:45-9:15AM



Midday Audit: 12:00-12:30PM



Evening Audit: 5:15-5:45PM

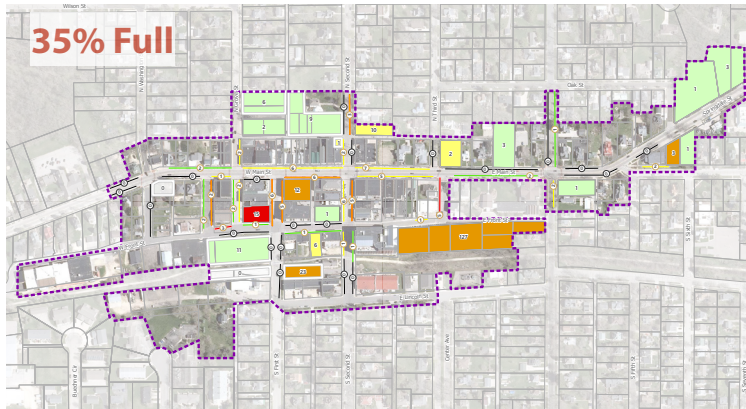


*These audits do not include private lot for tenants of Hoff Apartments near Buck & Honey's.

OCCUPANCY AUDIT #3 - Village Event Day (Thursday, October 12)

Source: MSA Professional Services

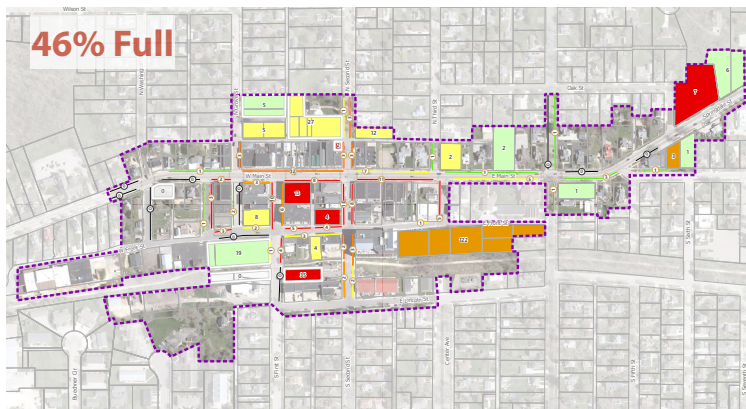
Morning Audit: 8:45-9:15AM



This audit was conducted during a special event day in Downtown Mount Horeb. Both the Mount Horeb Farmers Market and annual Witches Night Out were held on this day leading to increased pedestrian and parking activity through the afternoon and evening. Demand was high in this audit even with poor weather conditions.

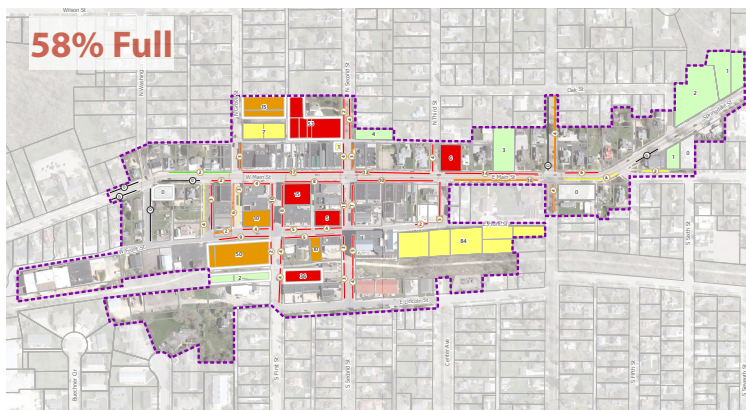
Parking audits took place at 8:45am, 12:15pm, and 5:15pm. Full results can be seen on the maps to the left. For this audit, the private lot of tenant parking for Hoff Apartments was accounted for and is included in the total parking supply.

Midday Audit: 12:15-12:45PM



For this audit, the greatest parking accumulation took place in the evening at the peak of Village event. **In total, 58% of the spaces were occupied in the downtown (540 occupied).** A significant amount of parking occupancy was observed in the on-street supply with **73% (or 235 of 323) of the available on-street parking spaces occupied, while only 50% (305 of 606) of off-street parking lot spaces being filled.**

Evening Audit: 5:15-6:00PM



On-Street Parking Availability

- All Spaces Empty
- < 25% Full
- 25 - 50%
- 50 - 75%
- 75 - 100% Full

Off-Street Parking Availability

- Lot Empty
- < 25% Full
- 25 - 50%
- 50 - 75%
- > 75% Full

- Study Area
- Parcel Boundary
- 3 Number of Spaces Full
- Parking Lot Ownership
- Public Lot

OCCUPANCY AUDIT #4 - Weekend (Friday, November 17 and Saturday, November 18)

Source: MSA Professional Services

This audit was conducted during the weekend in the late fall. Weather conditions were mild with sun but lower temperatures.

Counts were taken at 5:15pm on Friday, November 17th and 9:00am and 12:00pm on Saturday, November 18th. The private lot of tenant parking for Hoff Apartments was accounted for and is included in the total parking supply audit.

This audit revealed a majority of off-street parking lots being underutilized with many lots having less than 25% of available parking filled throughout the weekend. As shown in the maps on the right, parking accumulation was most significant during the midday audit. **In total, 36% of the spaces were occupied in the downtown (334 occupied).** 54% (133 of 323) of the available on-street parking spaces were occupied, while 26% (301 of 606) off-street parking lot spaces were filled. Utilizing Placer.ai with the Chamber of Commerce we confirmed that this weekend had approximately 3.5 thousand people visiting downtown, while a regular weekend in August had 3.7 thousand.

Of the four occupancy surveys, the weekend audits showed the lowest parking demand across the board. It indicates that the higher parking demand from other audits may be attributed to employee parking during the week. This is confirmed by the Duluth/Church parking lot supply being only 21% filled at peak demand on Saturday midday, when it is at least 66% filled in the weekday audits at midday.

On-Street Parking Availability

- All Spaces Empty
- < 25% Full
- 25 - 50%
- 50 - 75%
- 75 - 100% Full

Off-Street Parking Availability

- Lot Empty
- < 25% Full
- 25 - 50%
- 50 - 75%
- > 75% Full

Study Area

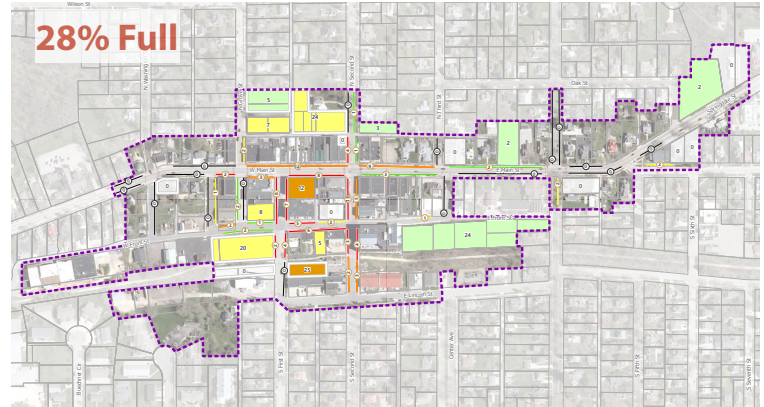
Parcel Boundary

3 Number of Spaces Full

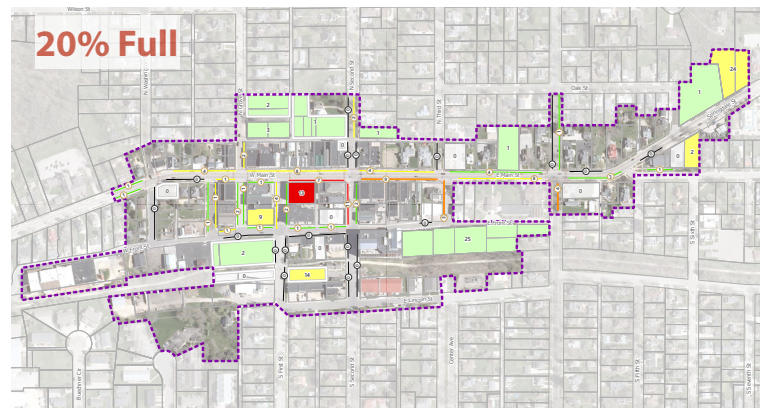
Parking Lot Ownership

Public Lot

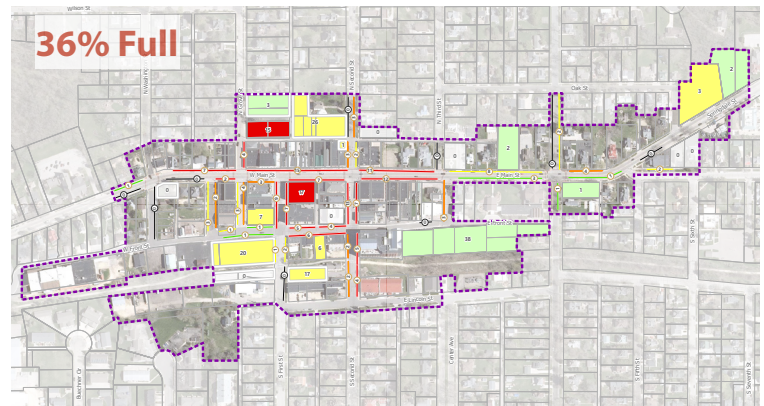
Evening Audit: 5:15-5:45PM



Morning Audit: 9:00-9:30AM



Midday Audit: 12:00-12:30PM



Occupancy Summary Table

	Field Survey #1		Field Survey #2		Field Survey #3		Field Survey #4	
	#	%	#	%	#	%	#	%
Morning	312	34%	369	40%	317	34%	189	20%
On-Street	99	31%	102	32%	86	27%	91	28%
Off-Street Lot	213	36%	267	45%	231	38%	98	16%
Midday	402	44%	434	47%	423	46%	334	36%
On-Street	147	46%	133	41%	149	46%	176	54%
Off-Street Lot	255	43%	301	51%	274	45%	158	26%
Afternoon/Evening	384	42%	244	27%	540	58%	261	28%
On-Street	121	37%	109	34%	235	73%	124	38%
Off-Street Lot	263	45%	135	23%	305	50%	137	23%

Public Lot Field Survey Table

ID	Lot Name	Total Spaces	ADA Spaces	Field Survey #1 Peak Demand %	Field Survey #2 Peak Demand %	Field Survey #3 Peak Demand %	Field Survey #4 Peak Demand %
ZONE A							
3	Senior Center Lot	27	2	26%	30%	56%	11%
4	Old School House Lot	56	2	36%	30%	95%	46%
7	Village Hall Lot +	2	0	50%	0%	50%	50%
ZONE B							
1	DNR Trail Lot	30	2	7%	7%	7%	0%
2	Depot Lot	36	2	94%	97%	100%	47%
5	Front Street Lot	77	4	36%	40%	65%	26%
8	Foster Park Lot **	1	1	0%	0%	0%	0%
ZONE D							
6	Duluth/Church Lot *	183	6	69%	N/A	N/A	21%

+ Reserved for Village staff

* Weekdays 7am - 5pm lot is reserved for Duluth Trading Company/Evangelical Lutheran Church. It is considered public on evenings and weekends, but private for the sake of the whole study.

** Front Street Lot is included as public lot, but planned development will remove the 77 public spots.

AUDIT SUMMARY

The greatest demand for parking in the downtown came in the third field survey on a Thursday Village event day evening. Despite the not so favorable weather conditions, residents and visitors came out for the Village Farmers Market and Witches Night Out event. According to the Mount Horeb Chamber of Commerce, even with the rainy weather conditions, attendance had grown for this event compared to previous

years. During the Thursday event day field survey, the parking network was 58% filled, leaving 389 parking spaces available. If you factor in the 15% cushion (or 139 space reserve) and remove the 77 spaces from the Front Street lot which will be developed for the Front Street Station apartments, the current network still has a surplus of 173 spaces in the downtown area. Should the density of development increase, this effective supply would be reduced (see the next section for more details).

The noted healthy downtown parking surplus (based on the current demand) is evident when looking at the occupancy of the public parking lots. As the table on the next page illustrates, most public lots hovered around or below 50% filled in nearly all surveys. The DNR Trail Lot (ID #1), Senior Center Lot (ID #3), Duluth Lot (ID #6), and Fire Station Lot (ID #5) are the most underutilized. Compared to the on street spaces, most of the lots see lower demand.

NEW DEMAND ANALYSIS

PARKING UTILIZATION

Mount Horeb Rehabilitation and Development Opportunities

Source: Mount Horeb Downtown Redevelopment Plan (Vandewalle & Associates)



The Village's 2017 Mount Horeb Downtown Redevelopment Plan established several guiding principles for revitalizing the downtown, including recruiting new businesses that complement existing businesses, adding upscale residential apartments as part of the housing mix, and pursuing infrastructure improvements, (e.g., parking, lighting, and signage.) These

principles coupled with long-term and short-term redevelopment targets will lead to additional density within the downtown. This will directly impact parking demand while enhancing private investment and the visitor experience..

This section looks at the potential redevelopment sites per the *Mount Horeb Downtown Redevelopment*

Plan to determine future impacts on downtown parking supply. Unless specifically noted, this analysis assumes 80% of the lot can be built on with the remaining 20% supporting residential parking (if any), outdoor mechanical/service areas and walkways/patios/landscaping areas. Parking demand for these potential (re)development areas assumes 1 space per

300 square feet of commercial and 1.5 spaces per dwelling unit. For this analysis, parking space demand for commercial is supported in the public parking network, while the renter parking is provided within the development to meet renter's preferences and market demand.

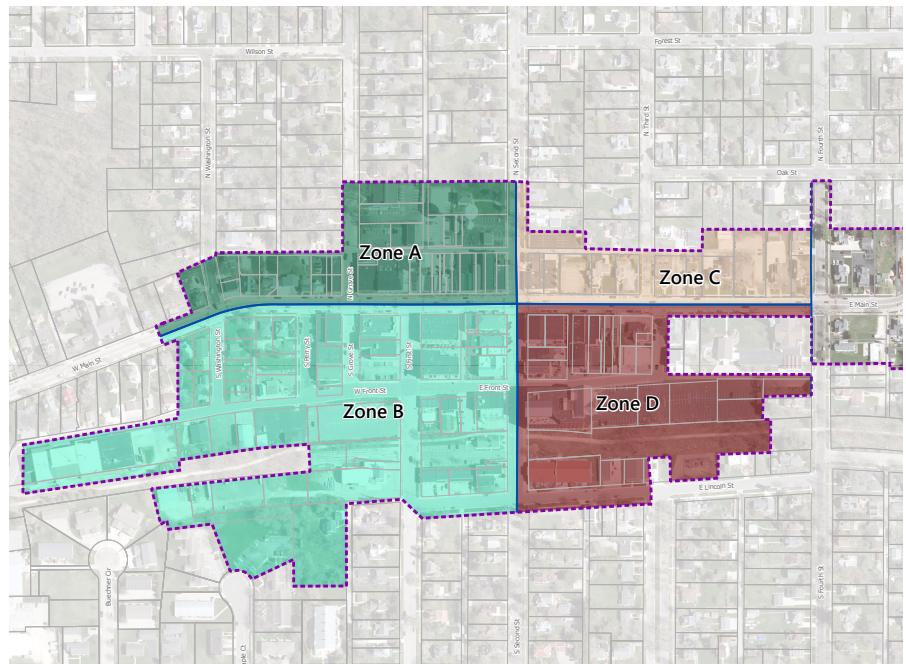
For this analysis, the study's observed parking surplus establishes the baseline for projecting capacity needs into the future. While the greatest parking demand observed in this study was during a special event, this analysis is based on the typical (non-event) day peak demand (i.e., midday audit on September 26th). It is generally understood that visitors are willing to park further away during an event day, understanding these events are drawing from the entire Village and beyond. As shown in the table below, this analysis also takes into account a 15% cushion for illegal or mis-parked vehicles, and the demand for parking **with the removal of the Front Street lot supply**.

For the purpose of this analysis, the downtown was broken into quadrants using Main Street and Second Street as the dividing lines. To enhance focus on downtown demand, the Zone borders terminate at Fourth Street.

Note: Specific redevelopment projects represented in this study are based on the Mount Horeb Downtown Plan Rehab and Development Opportunities Map, and are not based on property owner's or potential developer's interest. Future redevelopment of similar size will likely have similar parking demand needs as represented in this study, but each development should be reviewed based on the merits of the submittal, balancing community benefits and development impacts to the downtown.

Parking Zones

Source: MSA Professional Services, ESRI (aerial)



Public Parking Surplus, By Zone

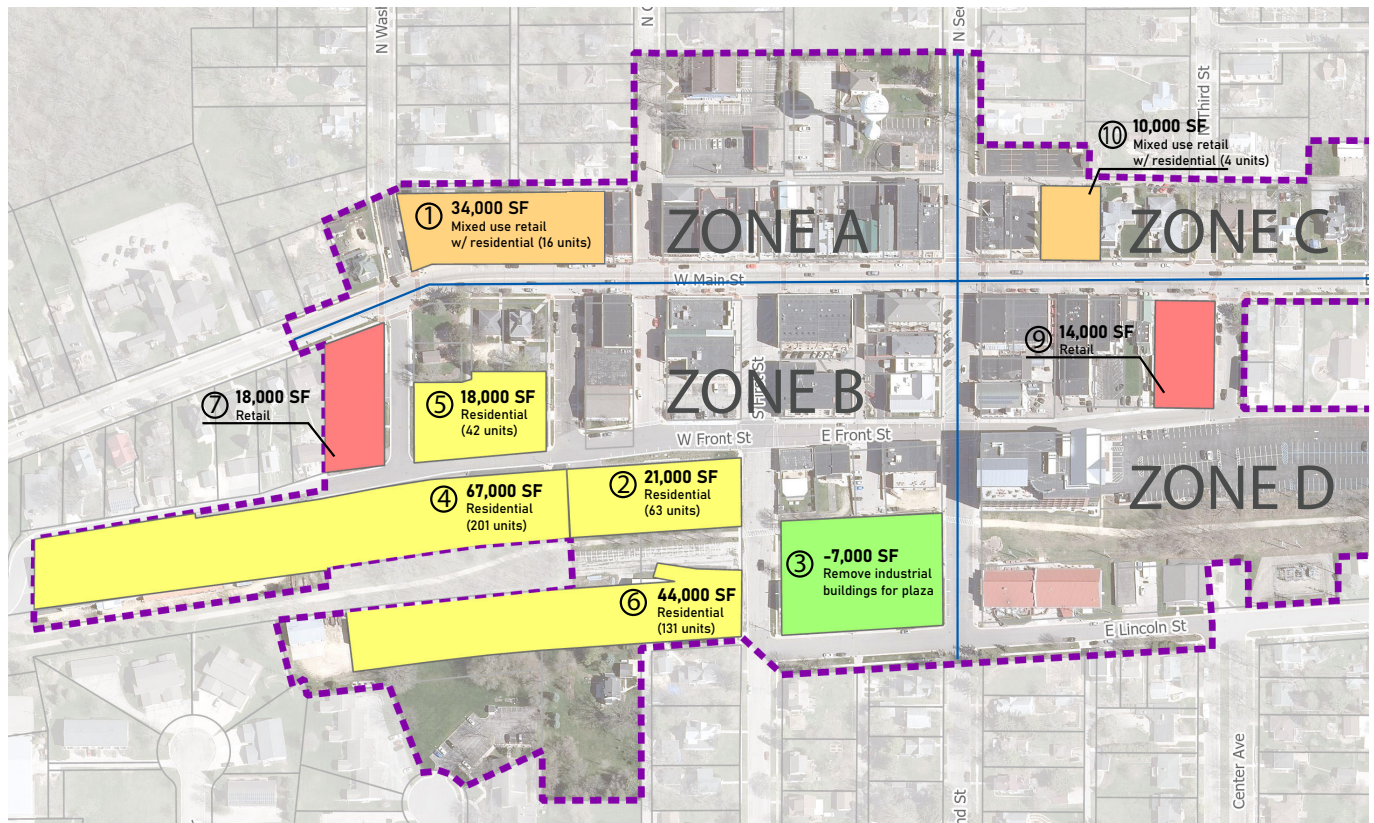
Source: MSA Professional Services

	Zone A	Zone B*	Zone C	Zone D
Total Spaces	141	261	88	235
On-Street	41	138	42	52
Off-Street Lot	100	123	46	183
Peak Demand	56	157	26	174
On-Street	25	66	12	26
Off-Street Lot	31	91	14	148
Reserve (15%)	21	39	13	35
On-Street	6	21	6	8
Off-Street Lot	15	18	7	27
Existing Surplus	64	65	49	26
On-Street	10	51	24	18
Off-Street Lot	54	14	25	8
Future Development	113	61	33	48
New Surplus (+)/Deficit (-)	-49	4	16	-22

*Front Street Lot spaces are removed from total supply but demand count is still included.

Potential Redevelopment Sites

Source: MSA Professional Services (based on Mount Horeb Downtown Plan - redevelopment opportunities)



FOCUS ZONE "A"

North of Main / West of Second

Currently there are 100 off-street spaces in this zone with 31% of the spaces filled (31 spaces) at the peak period. Nearly all off-street parking is public with only 15 private spaces. There are 41 on-street spaces that were 61% filled (25 spaces) during the peak period. Accounting for a 15% reserve of available spaces, there is a surplus of **64 available spaces in Zone A during the non-event peak period.**

Most of this area is zoned as Central Business district. The *Mount Horeb Downtown Plan* describes these spaces as best

suited for 2-/3-story retail, restaurants and service buildings with some residential and office uses on upper floors. The *Mount Horeb Downtown Redevelopment Plan* identifies two areas as long-term redevelopment opportunities within this zone.

1. 206-216 W Main Street (includes 7 structures) is illustrated as a three-story mixed use building with 34,000 square feet of commercial space with 16 residential units in the upper stories.

With this speculative redevelopment, Zone A would have a deficit of 49 spaces. See the parking recommendation section to understand strategies to mitigate this shortfall.

FOCUS ZONE “B”

South of Main / West of Second

There are 123 off-street parking spaces in Zone B (**excluding Front Street public lot**). Sixty-seven of the spaces are public, while fifty-six of them are private. During the non-event day peak period, these lots were 74% filled (91 spaces). There are 138 on-street parking spaces in Zone B, with 48% of them filled during this period (66 spaces). Accounting for the 15% cushion reserve, **there are currently 65 surplus spaces**.

Note: To account for the removal of the Front Street public lot, the 77 spaces are not included in the parking supply, but the cars that were parked within this lot are included in the parking demand.

The *Mount Horeb Downtown Plan* identifies multiple redevelopment targets for Zone B. Several of the identified redevelopment sites have been built on, including the Buck & Honey's restaurant, Driftless Historium, Brix Cider building, and Hoff Mall apartments. The Front Street Station apartments are part of on-going development.

Beyond the listed projects above, the *Mount Horeb Downtown Plan* identifies three additional areas for potential redevelopment, as described below.

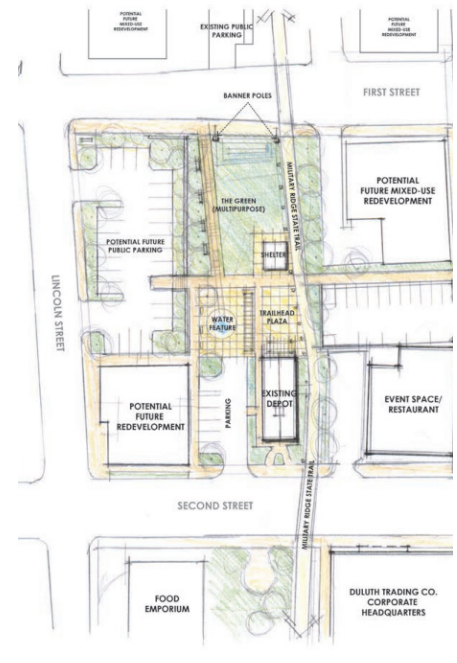
1. Properties along the Military Ridge State Trail were identified as potential mixed use or residential redevelopment sites. This includes the approved Front Street Station

Apartments, which will provide 63 residential units with 97 private tenant parking (i.e., 1.5 spaces per unit). In line with the Front Street Station Apartments, parking demand is extrapolated for the potential residential developments along the Military Ridge Trail and near Grandma Foster Park. This would result in approximately 380 new residential units with 574 spaces provided on-site through surface and under the building parking. These spaces will be supplied as private tenant parking and do not impact the parking demand analysis.

2. A 16,000 square foot commercial space is illustrated west of Grandma Foster Park on Washington Street. This development would generate a need for 61 additional public parking spaces.
3. A plaza for and new parking lot is illustrated along Military Ridge Trail utilizing the old train depot (as shown above). This is currently a 36-space parking lot on this plaza site. The plan proposes this lot be reduced in size to make way for the new park space with a new public parking lot south of the plaza where there are existing industrial buildings. This public plaza is not anticipated to generate new parking demand pressure assuming most programmed activities will be on the weekend and in the evening (i.e., not conflicting with the peak parking weekday demand).

Proposed Vision for the Depot Plaza

Source: Mount Horeb Downtown Redevelopment Plan (Vandewalle & Assoc)



When factoring in the net change in parking proposed in this vision concept, the parking network in Zone B would still have a surplus of four (4) parking spaces.

FOCUS ZONE “C”

North of Main / East of Second

There are 46 off-street spaces in this zone with 30% of the spaces filled (14 spaces) at the non-event day peak period. There are 42 on-street spaces that were 29% filled (12 spaces) during this period. **If you reserve 15% of the available spaces, this leaves a surplus of 49 spaces.** The existing surplus includes 25 spots in off-street lots and 24 spots in on-street spaces.

The *Mount Horeb Downtown Plan* identifies redevelopment and rehabilitation opportunities along E Main Street. The vacant lot at 208/210 E Main Street has the opportunity for a mixed-use development with 10,000 square feet commercial ground floor space and four residential units on the second floor, inclusive of 6 parking spaces for tenants. An additional 33 public parking spaces would be required to meet the new demand.

Factoring in the new development opportunity for Zone C, the parking network for this zone would still have a surplus of 16 spaces during the non-event peak period.

FOCUS ZONE “D”

South of Main / East of Second

This zone has 183 off-street spaces that were 81% filled during the non-event peak demand audit (148 spaces). These spaces are all within the shared Duluth Trading Company office and Evangelical Lutheran Church lot. While serving as reserved parking for these institutions during weekday business hours (7am-5pm), this lot is considered public parking during evenings and weekends. There are 52 on-street parking spaces in this zone. At the non-event peak period, these spaces were 50% filled (26 spaces). **Accounting for the 15% reserve of available spaces, there is an existing surplus of 26 spaces.**

The *2017 Mount Horeb Downtown Plan* identifies two redevelopment targets in this zone, the Wyser Engineering building has since been constructed on one of these sites. The other site sits on E Main Street and suggests a commercial use is most appropriate given the Central Business district zoning designation. The future development rests upon the School District and American Legion finding new homes. The potential for 14,000 square feet of commercial space would generate the need

for 48 additional public parking spaces not provided by the property owner.

If this development were to occur, the parking network in Zone D would have a deficit of 22 spaces when the Duluth/Church Lot is private (7am-5pm). Evening or weekend use by a commercial development (such as a restaurant) could easily use the Duluth/Church lot when the lot is available to the general public. *Additional strategies are outlined in the Recommendation section.*

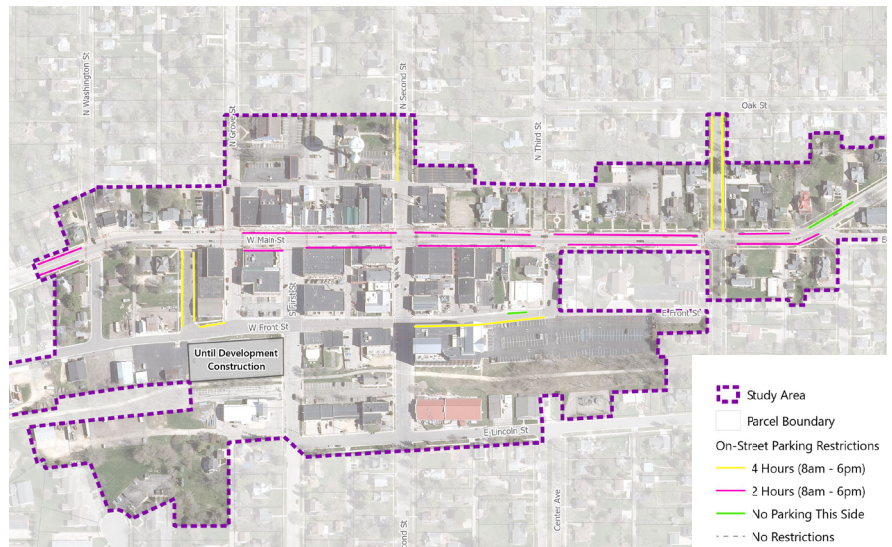
PARKING STRATEGIES

RECOMMENDATIONS

At present there are no off-street parking requirements in the Central Business District, the zoning district that encompasses most of the downtown area. Some downtown property owners have opted to provide off-street parking for customers and residents in the interest of convenience and to be on a level playing field with competitors that are required to provide off-street parking. But for many downtown uses the responsibility to meet and manage parking demand falls to the Village. This section features strategies the Village should consider to manage downtown parking demand.

Proposed Parking Limit Changes

Source: MSA Professional Services, ESRI (aerial)



LOW COST STRATEGIES

Strategy 1.1:

Review and Update Time Limits

To promote turnover along Main Street, the on-street 4-hour parking limit should be reduced to 2-hour parking and all side streets should be maintained or increased to 4-hour parking limits. See the map above for specific changes.

The Village currently does not have any time restrictions in the off-street public lots other than

no overnight parking (2-5am). Employees and visitors staying for longer periods of time can park on in these unrestricted public lots.

Should the business and resident density increase (e.g., redevelopment, reuse of upper floors), parking limits should be evaluated on for public parking lots in high demand areas. At a minimum, this review should happen every other year.

Strategy 1.2:

Provide Short-Term Parking

The Main Street area could include a few short-term parking stalls (e.g. 15-minute limit), preferably near corners. Coffee shops, florists, and restaurants all have customers that want to get in and out quickly, but this change should be made only in consultation with business owners to confirm interest.

Strategy 1.3:

Ongoing Employee Education

Downtown employees should refrain from parking in front of businesses open to the public, especially along Main Street. Employee turnover necessitates an educational effort on a regular schedule (semi-annual preferred) to identify the most appropriate places for employees to park. It is also the businesses responsibility to clear snow during winter weather events from the building to the curb. This includes the curb ramps. Education to business owners and employees will increase accessibility during the winter.

Strategy 1.4:

Develop Parking Literature

Add additional information on the Downtown parking page on the Village's website. The site should be comprehensive in nature, inform potential visitors where and how to park in downtown, including hours of operation, rates (if any), and how to purchase a monthly parking pass (should a system be created). This site should be linked to other sites that need to promote parking to visitors, such as the Chamber of Commerce website.

This information should be promoted in the following media locations.

1. A "Downtown Parking" page on the Village website.
2. A quarterly newsletter for the downtown parking community with news of developments in parking, (re)development and road construction projects, and upcoming downtown events.

3. Newspaper items or articles and media releases i.e. Good Morning Mount Horeb.
4. Brochures and maps, both distributed and posted.
5. Direct mailings when needed.

Strategy 1.5:

Downtown Ambassador Initiative

On event days it may be beneficial to setup "Downtown Ambassadors" that perform frequent "tours" of the high-demand parking areas, be visible and friendly, and offer direction to nearby parking areas for long-term parking. This is in direct response to the event day audit, which found several public lots on the edges of the downtown (as well as the DNR lot off 1st Street) were extremely underutilized during the event.

The goal of this initiative is to improve the overall visitor experience by helping to effectively park the downtown and reduce circling vehicles. This strategy assumes volunteer "Downtown Ambassadors", so there is no assumed direct cost, but it will involve staff time for coordination and communication.

Strategy 1.6:

New Development Required Parking and/or Fee-In-Lieu

At present there are no off-street parking requirements in the Central Business District. The Village should consider codifying that new development is required to provide off-street parking, potentially at a lower standard than in other zoning districts. The best scenario is a limited amount of on-site parking, possibly including an underground garage, and

payment of a fee in lieu of on-site parking for the balance of the projected parking demand. The Village can then use those fees to cover the capital costs of new lots or ramps to accommodate the new demand. This arrangement is better than requiring all development to meet all projected demand on-site, because shared lots can meet the shifting parking needs of multiple sites more efficiently.

Strategy 1.7:

Annual Data Collection

This study prepared materials for a field data collection of parking lot occupancy for three (3) periods within a typical day. Annual audits are suggested to establish a baseline trend. These data points are important for separating fact from opinion, and may be used to justify future parking management changes to businesses and the public.

Online survey instruments, such as the one completed for this study, are an effective measure of public opinions relating to parking, especially as they change over time. The Village currently conducts a rolling survey for visitors that includes some questions on parking, but consideration of an annual survey should be conducted to gather public opinion about parking from residents and business owners. The field counts described above represent actual parking utilization, while a public survey measures the perception of parking and whether any previous management adjustments are having a desired impact. Such parking behavior surveys should be brief and repeatable so that many data points may be collect-

ed over time (no more than twice a year). The overall cost of an online survey could range from \$500 to \$3,000 per year depending upon marketing and promotion of the survey, format (digital or hard copies), and analysis of data.

Minor changes to the parking management system must be supported by data, not opinion. Data may include the online survey or parking utilization counts. The Village should post results of the survey to a Village/Chamber website for education of the public and evaluation of the parking program.

MODERATE COST STRATEGIES

Strategy 2.1: Improved Parking Signage

The current parking signage is included in the downtown way-

finding signage system. To better differentiate parking from destinations, it recommended to use the nationally recognized blue and white "P" signs should be posted along Main Street, 2nd Street and Front Street to guide visitors to the public lots.

The downtown parking lots use a unique sign with "Velkommen". This theme could continue, but new signage that is bolder, increases the size of the "Parking" identification, inclusive of lot numbers, hours of availability, etc. should be clearly articulated. Work with DNR to also incorporate this type of signage on lots that are under their ownership.

Another item to be addresses is the Duluth/ELC shared parking lot. Increasing signage to this lot is recommended. There is no existing signage displaying this parking

Parking Sign



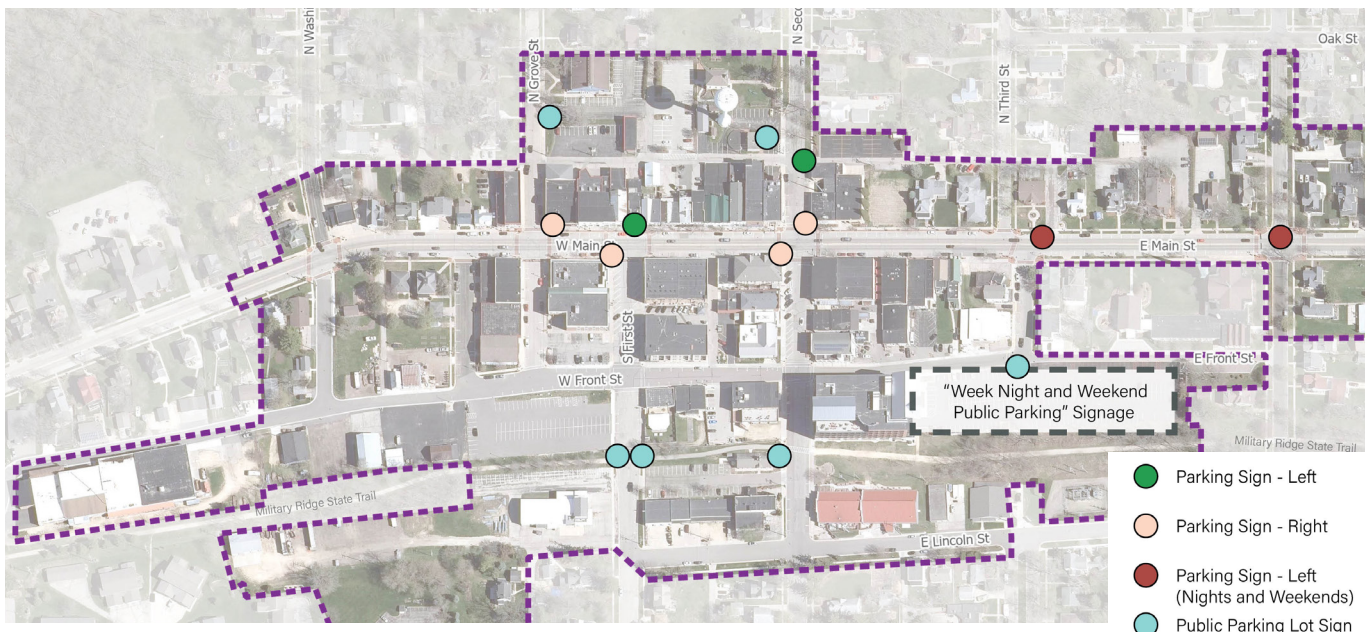
Directional Parking Signage



Public Parking Lot Signage

Proposed Parking Signage Changes

Source: MSA Professional Services, ESRI (aerial)



lot as public parking weeknights or weekends, and it therefore has untapped capacity. The existing restrictions for this lot includes no public parking prior to 5pm on weekdays. Recommendations are to discuss with Duluth and the ELC Church to provide signage for public parking after 4pm on weekdays. Duluth has a work from home schedule that could be further explored for weekday parking availability if desired.

Strategy 2.2: Encourage Alternative Transportation Options

The Village and property owners can mitigate car parking demand by encouraging biking and walking. This is a great opportunity with the existing resource of the Military Ridge Bike Trail.

1. Walking can be encouraged with a continued commitment to safe sidewalks and crosswalks. A good example of pedestrian-friendly street design is a minimum of 4 feet of clear path (no obstructions) on side streets, and a minimum of 6 feet on Main Street. The common obstructions are fire hydrants, light/electric poles, benches, etc., which should be in designated zones close the building or the curb.
2. Biking can be encouraged with better designation of bike routes and lanes, and with designated bike parking at apartments and businesses. At present there are no bike lanes anywhere in the downtown. There is little room to add bike-only lanes, however

the Village should consider marking and signing shared lanes that indicate to bikers and drivers that bikes have the right to ride in the street.

3. The Village should also consider installing a limited number of bike racks along Main Street. Placing these parallel to the street will allow for proper space along the sidewalk. Monitoring and evaluating their use during the summer months will determine need. If frequently full, or if bikes are also locked to other features, more bike racks should be added.
4. Setup a Bicycle-Friendly Business program. Benefits of such a designation may include free promotion and recognition through a plaque to display in the store/shop. One initiative of the program would be to offer discounts to patrons that bring their bike helmet into the business.

Strategy 2.3: Use Parking Areas Efficiently

Adding parking spaces can be achieved through improving the layout or design in existing parking areas. There are several ways that can be achieved, as identified here.

1. The Village has existing signage for "No truck, van or bus parking in this stall". A more positive spin is to identify these spots as "compact car" signage. We also recommend the Village codify this language so violators can be fined if they continue to

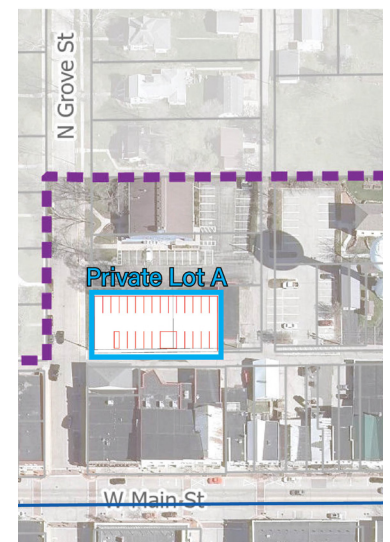


park illegally in these spaces. As fuel efficiency has become a priority, many people are driving cars less than 16 feet in length. Look for opportunities to gain additional

spaces by designating spaces for compact cars only. These spaces are also appropriate for most electric vehicles. The provision of public charging stations (or utilities to accommodate future installation) should be considered when building new parking lots or structures. This element can be retrofitted to a particular parking space.

2. The lack of markings generally reduces the efficiency of parking, as vehicles do not park in straight rows or follow traditional drive aisles. Work with the property owner of 103

103 N. Grove St Lot



N. Grove parking lot to stripe parking along the alley. **As shown in the image below, there's an opportunity to mark 10 spaces around the overhead power pole and transformer.**

3. Street profiles can be reviewed to maximize on-street parking totals. Parking widths, drive lane widths, and curb cuts can all impact how many spaces are possible in each block. After evaluating the downtown streets, a few blocks could see greater efficiency in supplying on-street parking, as noted below. The Village should consider the addition of one ADA accessible parking stall per block, located nearest to the intersection/curb ramp.

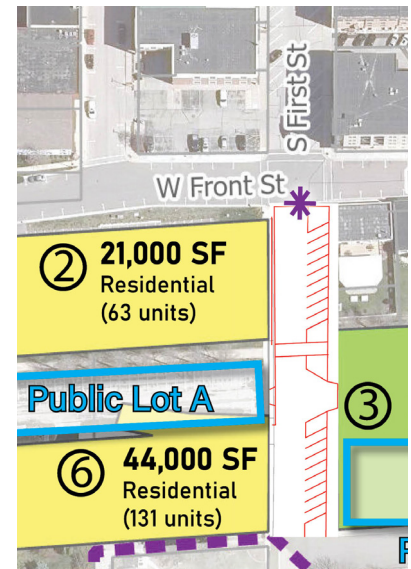
A. S. 1st Street (100 Block): Eight spaces are gained by reducing the terraces south of the bike trail to match the design to the north of the trail. Angled parking on the east side is preferred with only one curb cut to work-around. An added benefit is the eastern curb could bumpout at the trail crossing, offering a safer trail crossing (i.e., reduced crossing distance and narrowing roadway impacting potential speeding). **This design has net gain of 8 parking spaces.**

B. S. 2nd Street (100 Block): The east side of the street has no curb cuts and would allow for the greatest number of angled

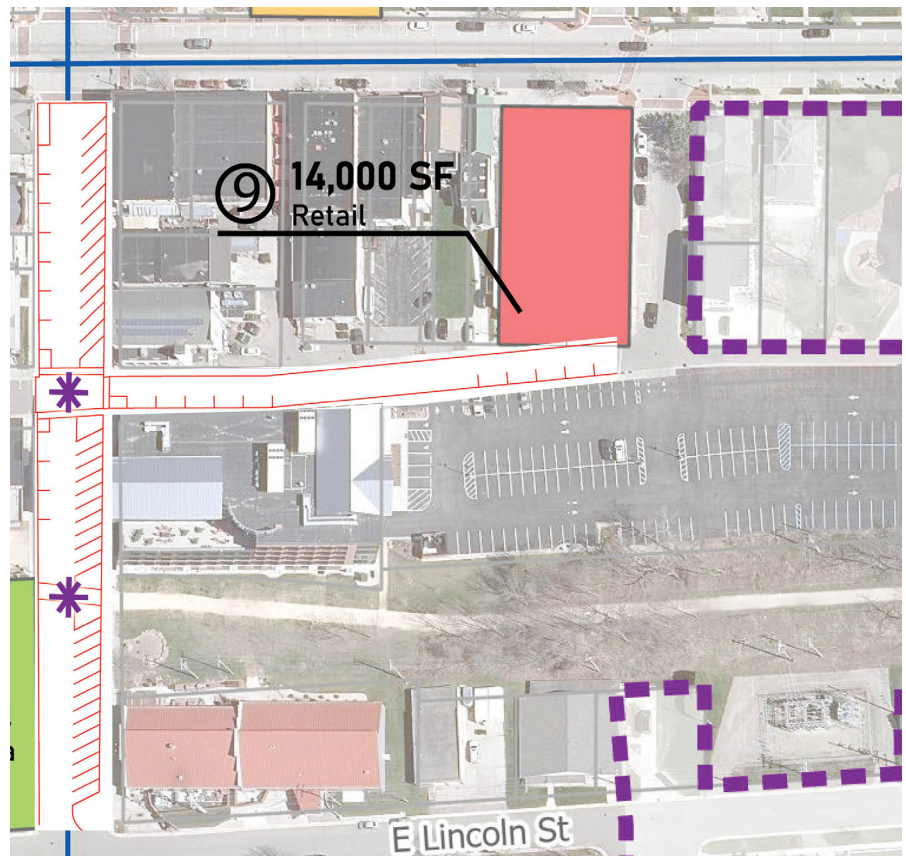
parking spaces. This flips the angled/parallel parking design between Front Street and Main Street. To allow for greater flexibility to park vehicles coming from Main, consider 60-degree angled parking south of Front Street, as shown on the right. **This design has net gain of 9 parking spaces.**

C. Front Street (conversion to one-way): This street is one-way east of 3rd Street. If the two-way portion between 3rd and 2nd Street

S. 1st Street (100 Block)



S. 2nd Street (100 Block)



were converted to one-way, new parallel spaces could be added. While not a short-term solution, this design could be considered in the future if parking becomes an issue in this area. **This design has a net gain of 7 parking spaces.**

Strategy 2.4:

Charge for (some) Parking

All parking has a cost, including the value of the land required, the opportunity cost of not using that land for development, and the paving and maintenance of each parking space. In a dense urban environment these costs are high, and drivers should be expected to cover at least a portion of these costs. However, in most communities like Mount Horeb (and many larger more urban cities), the Village and merchants are doing everything possible to attract customers and visitors to the downtown area and are reluctant to charge for parking.

HIGH COST STRATEGIES

Strategy 3.1:

Ensure Nighttime Safety

All downtown users should feel safe walking to or from their cars after dark. Adequate lighting should be provided along pedestrian routes, especially near parking lots. New lighting should be full cut-off, dark-sky compliant, to eliminate unnecessary glare.

Strategy 3.2:

Improve Walkability

When walking from parked location to destination, pedestrians should feel safe from vehicles. Implementing pedestrian bump-outs, Pedestrian Hybrid Beacons (PHBs), and differentiating crosswalks from the road surface are all options for improving pedestrian visibility. It is more costly to retrofit some of these options, but beneficial for safety and aesthetic improvements.

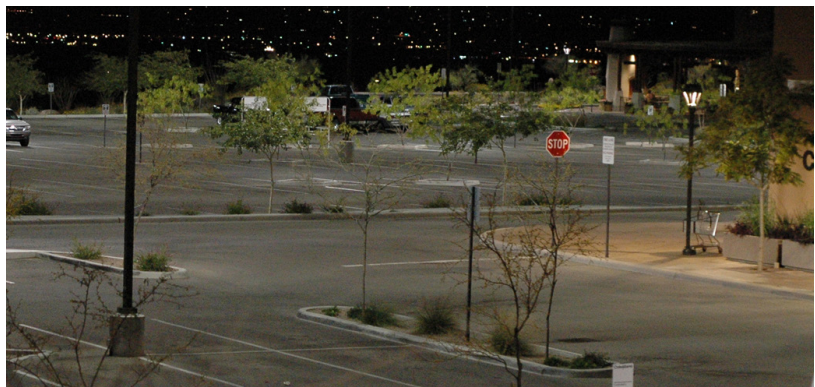
Strategy 3.3:

Create More Parking

One answer to a parking shortage (real or perceived) is to create more parking. Removing taxable

development to add low-density surface parking is undesirable - it reduces revenues and damages the urban character of the downtown area. The alternative is to concentrate parking in multi-story structures.

Structured parking is a costly solution that should be pursued only if there is also a revenue stream from permits and meters to offset (in part, at least) the borrowing and maintenance costs for such facilities. However, that revenue does not necessarily need to be generated in the parking structure itself. The Village should charge for convenience and offer less convenient parking at less cost. All downtown public parking is part of a system,



and the costs and revenues should be distributed however necessary to optimize performance.

A review of recent parking structure costs and studies reveals an average capital cost of about \$40,000 per parking space, including about \$35,000-40,000 per space construction cost and 30-40% soft costs (planning, design, permitting, financing). Annual operating costs average \$100 per space for enforcement and \$500 per space for lighting and maintenance.

Mount Horeb is unlikely to cover parking structure costs with user fees – there will need to be some sort of subsidy, certainly for the capital costs and possibly for the operating costs. It may still not be the right time for public structured parking, though private structured parking as part of redevelopment projects may be both feasible and necessary to the viability of those projects.

There are several variables and options to consider when selecting the type of structure, including the desired traffic flow (one way or two way), additional use within the structure (such as retail on the bottom level), the Level of Service (LOS), and height restrictions. The minimum parking structure dimensions may be useful when considering sites for adding a parking structure. We recommend building a structure with at least 300 spaces in order to hold down the overall cost per added space. Smaller garages result in fewer spaces per square foot and higher construction costs per space. The ideal size is 120 feet by 284 feet, which provides 132 parking spaces per floor.

Surface Lots

As an interim step until structured public parking becomes feasible, it may be necessary to create more off-street surface parking. The ideal properties to consider for low-value surface lots are properties adjacent to existing lots that can efficiently expand the parking supply, especially those that are blighted. Blighted properties detract from an area, and they generally have lower overall value (reducing the cost to implement the project).

There are no recommended areas for a surface parking areas at this time since the current parking demand does not warrant additional parking, especially if some of the other strategies noted in this plan are implemented. Should future parking audits and/or new development result in parking issues, consider nearby properties that could efficiently serve the development and surrounding businesses.

ACTION PLAN

IMPLEMENTATION

The most important opportunity for this plan to manage the Village's downtown parking system is through the annual budgeting and capital planning processes. These existing annual efforts determine what projects will and will not be pursued by the Village, and so it is very important to integrate this plan into those processes every year.

STRATEGY MATRIX (ACTION PLAN)

The compilation of strategies/ actions on the next page is a resource to support decisions about how and where to invest the Village's limited resources toward downtown parking initiatives.

The strategy matrix presents the parking strategies by magnitude of cost. Each strategy includes "targeted" timeframe for implementation, and the responsible party for leading the effort. This list can be used to help select strategies to pursue and track implementation efforts. It should be reviewed annually or when addressing parking related decision making.

"Target Completion" Timeframe

The deadlines identified to achieve these actions are not firm - rather they are indications of when the Village may choose to pursue an action based on its importance or difficulty. The general timelines identified are:

- » Short-Term (2024-2026)
- » Mid-Term (2027-2033)
- » Long-Term (2034+)
- » On-going (or repeating activity)

Lead Agencies

Most of these actions require leadership and effort by multiple people and organizations. These tables indicate the lead agency (or agencies) necessary to initiate and sponsor the action. Other Village departments, Village officials and (in some cases) external organizations/ agencies will likely be involved in implementing each action.

STRATEGY MATRIX (ACTION PLAN)

Many of the strategies identified in this plan presume the use of existing Village ordinances and programs.

The Village's key implementation tools include:

Operational Tools

- » Annual Budget Process
- » Capital Improvement Program

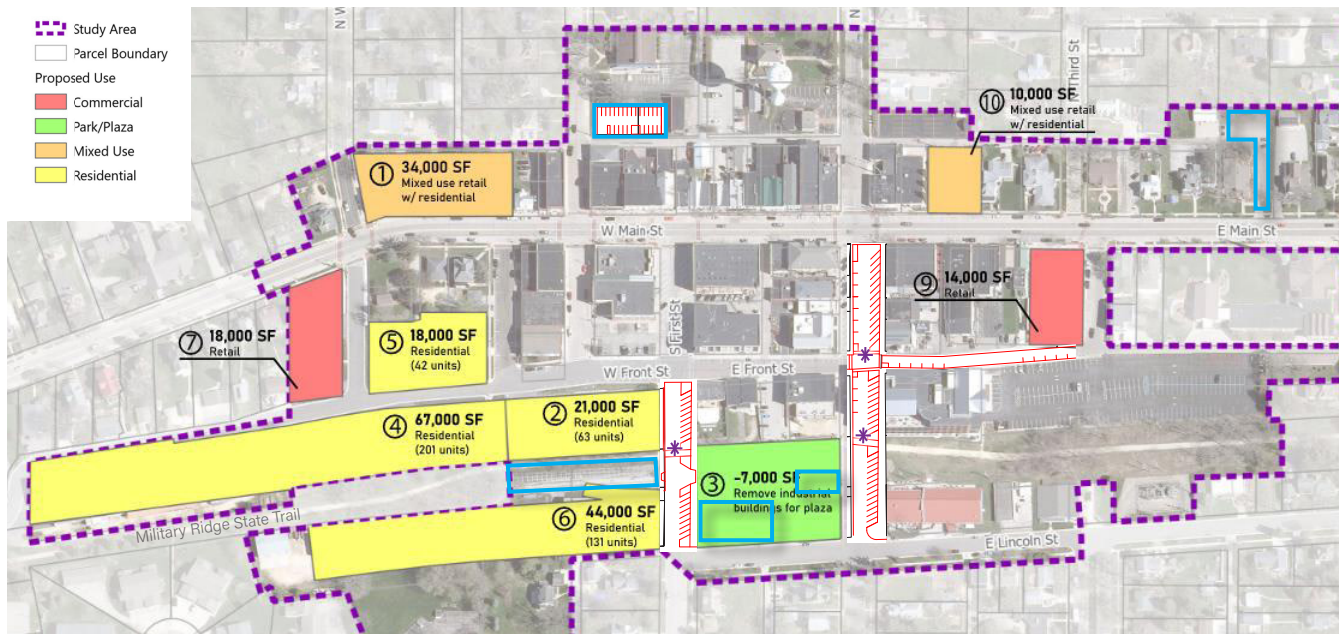
Regulatory Tools

- » Zoning & Subdivision of Land Ordinances
- » Site Plan Requirements
- » Building and Housing Codes
- » Official Map

Funding tools

Pages 34-35 provide funding opportunities dependent on the type of improvement and qualification requirements.

Parking Improvements + Potential Redevelopment Areas (per 2017 Downtown Plan)



Strategy Matrix (Action Plan)

#	Strategy	Timeframe
LOW COST STRATEGIES (under \$5,000)		
1.1	Review and Update Time Limits	Short Term
1.2	Provide Short-Term Parking	Review Semi-Annual
1.3	Ongoing Employee Education	Short Term
1.4	Develop Parking Literature	Short Term
1.5	Downtown Ambassador Initiative	Short Term
1.6	New Development Required Parking and/or Fee-In-Lieu	Mid Term
1.7	Annual Data Collection	Annual
MODERATE COST STRATEGIES (\$5,000 - \$50,000)		
2.1	Improved Parking Signage	Short Term
	Remove parking on Wayfinding Signs + Install "P" signs	Short Term
	Replace Lot Signs	Short Term
2.2	Encourage Alternative Transportation Options	Mid Term
2.3	Use Parking Areas Efficiently	Short Term
	Compact car space only identification and codification	Short Term
	Stripe additional spaces off 103 N Grove St Lot	Short Term
	S. First Street Parking Improvements (3A)	Mid Term
	S. Second Street Parking Improvements (3B)	Mid Term
	Front Street Parking Improvements (3C)	Long Term
2.4	Charge for (some) Parking	Long Term
HIGH COST STRATEGIES (\$100,000+)		
3.1	Ensure Nighttime Safety	Mid Term
3.2	Improve Walkability	Mid Term
3.3	Create More Parking	Review Semi-Annual

Village of Mount Horeb

Tax Incremental Financing

- Utilize incremental value of TID #5 to finance street improvements, wayfinding, lighting, and parking efficiency treatments.

Parking Fee-in-Lieu

- Requires financial contributions from developers as a condition of approval. Typically this a \$\$ / space not provided by the development.

Downtown Businesses

Business Improvement Districts (BIDs)

- BID can be used as a tool a municipality can implement that creates a geographic area within the municipality to be specially assessed, and the additional tax revenue proceeds go to fund an operational plan. This operational plan is a set of activities developed by members of the Business Improvement District. Activities could include wayfinding signage, lighting, streetscaping, and bicycle and pedestrian improvements.

Wisconsin Economic Development Corporation

Community Development Investment Grant

- The CDI Grant Program will support urban, small city, and rural community (re)development efforts by providing financial incentives for catalytic shovel-ready projects with emphasis on, but not limited to, community-driven commercial corridor efforts.
- Eligible Activities Applicable: Infrastructure efforts providing substantial benefits to downtown residents/property owners including:
 - New construction
 - Street improvements
- Amount: Maximum of \$250,000. Grant recipient must provide a minimum of 3:1 matching project investments.

Vibrant Spaces Pilot Program

- As an arm of the CDI grant, this program provides small scale funding to community projects that make improvements to public spaces.
- Eligible Activities Applicable:
 - Public Space Enhancements (including, but not limited to alleys, programmable park spaces)
 - Public Signage (limited to: wayfinding, interpretative signage, kiosks)
 - Seasonal equipment with the intent to use annually (such as tables, chairs, bike racks, etc.)
- Amount: Maximum of \$25,000 - \$50,000. Grant recipient must provide a minimum of 1:1 matching project investments.

Dane County

Community Development Block Grant (CDBG)

- The CDBG program administered by Housing and Urban Development (HUD) provides annual grants on a formula basis to entitled cities and counties to develop viable urban communities by providing decent housing and a suitable living environment, and by expanding economic opportunities, principally for low- and moderate-income persons. Dane County administers approximately \$1 million in CDBGs annually for the county. Each CDBG project must meet one of the national objectives of the program:
 - Benefiting low-and-moderate-income persons,
 - Preventing or eliminating slums or blight, or
 - Meeting other community development needs having a particular urgency because existing conditions pose a serious and immediate threat to the health or welfare of the community and other financial resources are not available to meet such needs.
- Eligible Activities Applicable: On top of the above criteria, funded projects must
 - Relocation and demolition
 - Construction of public facilities and improvements, such as water and sewer facilities, streets, neighborhood centers.

Amount: 70% of grant dollars must be used for activities benefiting low-and-moderate income persons

Wisconsin Department of Transportation

Transportation Alternatives Program

- TAP encompasses a variety of smaller scale transportation projects such as pedestrian and bicycle facilities, recreational trails, safe routes to school projects, and community improvements such as historic preservation.
- Eligible Activities Applicable: Project must be related to surface transportation including:
 - Construction, planning, and design of on-road and off-road trail facilities for pedestrians, bicyclists, and other non-motorized forms of transportation.
 - Construction, planning, and design of infrastructure-related projects and systems that will provide safe routes for non-drivers.
- Amount: Eligible projects will be reimbursed up to 80% of approved project costs.

Safe Streets and Roads for All

- Safe Streets and Roads for All (SS4A) grants support regional, local, and Tribal efforts to prevent roadway fatalities and serious injuries. The purpose is to enhance safety for all roadway users, including pedestrians, bicyclists, public transportation users, motorists, personal conveyance, micro-mobility users, and commercial vehicle operators.

• Eligible Activities Applicable:

- Planning and Demonstration Grants: Develop an Action Plan; conduct supplemental safety planning to enhance an Action Plan; and carry out demonstration activities to inform the development of, or an update to, an Action Plan.
- Implementation Grants: In addition to the above eligible activities under Planning and Demonstration grants, Implementation grants must be used to execute projects and strategies identified in an Action Plan.
- Amount: Planning Demonstration Grants range from \$100,000 to \$10,000,000. Implementation Grants range from \$2,500,000 to \$25,000,000. The match requirement is expected to be 20% of the total project costs.

AARP Community Challenge

- The AARP Community Challenge program provides small grants to fund quick-action projects that can help communities become more livable for people of all ages. Projects will be assessed on their impact, execution, ability to address disparities, and their innovation.
- Eligible Activities Applicable: Permanent physical improvements in the community including:
 - Creating vibrant Public Places that improve open spaces, parks and access to other amenities.
 - Delivering a range of Transportation and Mobility Options that increase connectivity, walkability, bikeability and access to public and private transit.
- Amount: Maximum of \$50,000



MAPS

■ APPENDIX





AGENDA ITEM REPORT

MEETING DATE

April 22, 2024

PREPARED BY

Jeff Gorman, Public Services
Director

AGENDA ITEM # 3.c

Follow-up discussion regarding snow removal by private contractors

BACKGROUND

At our January 22, 2024 meeting, we discussed the issue of private snow removal contractors depositing snow from private property(businesses) onto public streets. I was asked to check how other communities were handling similar situations. I contacted several communities in south central Wisconsin relatively close in size. I heard back from Cottage Grove, Oregon, Stoughton and DeForest. The only community that was fairly strict about enforcing "private" snow deposited in the street was DeForest. Other communities like Verona, Stoughton and Oregon realize some businesses put snow in the street but haul it away anyway because "it has always been done that way" or due to an effort to help the businesses.

RECOMMENDATION

I told Nic that I am torn about trying to enforce a policy/ordinance about snow from businesses ending up in the street. If you enforce it for one, you have to enforce it for all. I just don't know if the Village is willing to tackle that issue.

ATTACHMENTS

None



AGENDA ITEM REPORT

MEETING DATE

April 22, 2024

PREPARED BY

AGENDA ITEM # 3.d

Public Services Director's Report

BACKGROUND

RECOMMENDATION

ATTACHMENTS

1. pw comm report 4.22.24
2. snow costs 2023-24



Village of Mount Horeb

Public Services Department

138 E Main St
Mount Horeb, WI 53572
Phone (608) 437-3351/Fax (608) 437-3190
www.mounthorebwi.info

Public Works Committee

April 22, 2024

Public Services Director's Report

1. The bulk item trash and electronics recycling events are scheduled for Saturday, April 27 from 8am to noon.
2. Rule Construction started the 2024 street projects on April 15. Their anticipated completion date is the end of June.
3. Crack Filling Service started crack filling Springdale St. between Perimeter Rd. and Lillehammer Ln. and Ridgeview Rd. on April 16. This includes four roundabouts and the entrances to the roundabout from intersecting streets. They anticipate finishing on April 19. This area that they are working on is the same area that will be chip sealed later this spring or summer.
4. Scott Construction was the low bidder for this year's chip sealing – Springdale St. and Ridgeview Rd. to the Village limits. Scott will be double-sealing the roundabouts in an effort to get the treatment to last longer considering the wear by turning vehicles. Brickline, Inc. will be re-striping the roads with epoxy paint following the chip sealing. The cost for chip sealing is \$109,711 and the cost of the striping is \$87,250.
5. Our crew installed rectangular rapid flashing beacons in mid-March at the Military Ridge Bike Trail crossing on S. Eighth St. Total cost for the system was \$6120 which was donated.
6. The State DOT upgraded all signage along Hwy. 92 this spring. We were forced to install new sign posts/brackets for our street name signs at Alaska, E. Main, Lincoln, Garfield, Jefferson, Musket Ridge and Stonefield.
7. Rob Wright and I met virtually with Dane Co Hwy Dept and Dane Co Parks to discuss the stormwater improvements along Hwy. JG between the Village and Stewart Park. The County is planning to reconstruct the highway in 2025 and they want to address the stormwater running onto the highway and/or entering Stewart Lake. The Village has an existing sediment basin that collects stormwater coming off Lake St. but we may need to build a second detention basin and re-route the water to the east. Another meeting is

scheduled for May 21. The Village has budgeted \$50,000 in 2024 for any expenses related to this and we are eligible for a 60% cost sharing grant through the County.

8. While maps and residential addresses refer to Hickory Dr. as Hickory Dr., for some reason, existing street name signs either say Hickory Rd. or Hickory St. We will be installing five new Hickory Dr. street name signs to avoid confusion.
9. Our crew participated in our annual safety training program on March 20, had MSHA training on April 10 and we had our audiograms on April 17.
10. I have attached a cost summary for this season's snow removal costs which were down a little bit from last year. We received our last delivery of salt on April 10 to fulfill our contractual obligations with our DOT contract. We received 190 tons which leaves us a little over 400 tons in our salt shed for next winter.

**Public Services Dept.
Snow and Ice Log
2023-2024**

DATE	NOTES		REG HRS.	COST	OT HRS.	COST	TOTAL
11/25/2023	Get trucks ready				2.5	\$171	\$171
11/26/2023	Village crews - plowing and salting				17	\$839	\$839
11/27/2023	Village crews - salting and sidewalks		3	\$87	1.5	\$103	\$277
11/30/2023	Village crew - salting for water main break				1.5	\$103	\$103
11/30/2023	Dependable - sidewalks						\$670
11/30/2023	Dependable - plow alleys, parking lots						\$850
12/3/2023	Village crews - plowing and salting				22.5	\$1,091	\$1,091
12/18/23	Village crews - salting		3.5	\$101	3.75	\$187	\$389
12/28/23	Village crews - salting		20	\$579	3.75	\$193	\$772
12/29/23	Village crews - plowing and salting		25	\$743	4	\$174	\$917
12/31/23	Village crews - salting				15.25	\$725	\$725
12/31/23	Dependable - sidewalks						\$3,441
12/31/23	Dependable - plow alleys, parking lots						\$1,913
1/2/24	Village crews - salting		4	\$175			\$175
1/3/24	Village crews - salting		12	\$419	1.5	\$108	\$527
1/5/24	Apply brine		8	\$244			\$244
1/6/24	Village crews - salting				11.5	\$601	\$601
1/9/24	Village crews - plowing		56	\$1,806	37.25	\$1,897	\$3,703
1/10/24	Village crews - plowing		53	\$1,669	21.75	\$1,089	\$2,758
1/11/24	Village crews - plowing		52	\$1,697	24.25	\$1,247	\$2,944
1/11/24	Salt delivery. 115 tons @ \$89.93						\$10,342
1/12/24	Village crews - plowing		56	\$1,571	19.25	\$1,014	\$2,585
1/13/24	Village crews - plowing				51.75	\$2,690	\$2,690
1/14/24	Village crews - haul snow				52	\$2,600	\$2,600
1/16/24	Village crews - haul snow		33	\$1,099	1	\$72	\$1,171
1/17/24	Village crews - haul snow		43	\$1,405			\$1,405
1/18/24	Village crews - haul snow		34	\$907	2	\$144	\$1,051
1/19/24	Village crews - plowing		46	\$1,282	4	\$261	\$1,543
1/22/24	Village crews - haul snow		44.5	\$1,487			\$1,487
1/23/24	Village crews - plowing		46.5	\$1,479	23	\$1,197	\$2,676
1/23/24	Salt delivery. 89.56 tons @ \$89.93						\$8,054
1/24/24	Salt delivery. 105 tons @ \$89.93						\$9,449
1/24/24	Village crews - haul snow		44.5	\$1,427	21	\$1,145	\$2,572
1/25/24	Village crews - haul snow		31	\$987			\$987
1/26/2024	Village crews - haul snow		18	566			\$566
1/28/2024	Village crews - salting				6	326	\$326
1/29/24	Village crews - haul snow		29	\$888			\$888
1/30/24	Village crews - haul snow		3	\$90			\$90
1/31/23	Dependable - sidewalks						\$7,649
1/31/23	Dependable - plow alleys, parking lots						\$7,650
2/15/24	Village crews - plowing		37	\$1,067	18.5	\$966	\$2,033
2/16/24	Village crews - haul snow		18	\$549			\$549
2/29/24	Dependable - sidewalks						\$1,539

**Public Services Dept.
Snow and Ice Log
2023-2024**

2/29/24	Dependable - plow alleys, parking lots						\$850
3/22/2024	Village crews - plowing		26	\$767	13	\$665	\$2,199
3/31/24	Dependable - sidewalks						\$395
3/31/24	Dependable - plow alleys, parking lots						\$850
4/2/24	Village crews - plowing		16	\$484	22.5	\$1,162	\$1,646
4/3/24	Village crews - plowing/hauling		49.5	\$1,547	26.5	\$1,343	\$2,890
4/4/24	Village crews - haul snow		9	\$276	10	\$514	\$790
4/30/24	Dependable - sidewalks						\$1,481
4/30/24	Dependable - plow alleys, parking lots						\$3,188
4/10/24	Salt delivery. 189.75 tons @ \$89.93						\$17,064
							\$0
							\$0
	TOTALS		720	\$25,398	438.5	\$22,627	\$124,365
	Village crews - regular time		\$25,398				
	Village crews - overtime		\$22,627				
	Dependable Landscape - alleys/parking lots		\$15,301				
	Dependable Landscape - sidewalks		\$15,175				
	Finks - Haul snow		\$0				
	Salt		\$44,909				
	Salt brine						
	Misc. materials						
	TOTAL		\$123,410				
	Revenue: Sale of salt to schools		54 tons				\$5,396.00
	Revenue: Salting of Public Safety Building						\$195.00