

- University of Iowa
Iowa City, Iowa

East Campus Visitor Parking Analysis

BACKGROUND

The Main or “East” Campus of the University of Iowa contains many of the institution’s undergraduate classroom buildings and residence halls, but several buildings also draw substantial numbers of visitors and tourists, including the Iowa Memorial Union, the Old Capitol, and the Main Library. Hourly parking for visitors is clustered at the northern edge of the campus in two garages, while hourly parking for students is located three blocks farther south on a large surface lot. Students also use a significant amount of public hourly parking.

Because parking demand was very high within the Main Campus and was expected to increase, and there was a growing concern that there would not be enough parking spaces available, the University requested an outside, objective analysis of two major issues:

- Do adequate public parking spaces exist to serve the Main Campus during peak periods, and;
- How should the Main Campus parking spaces be allocated?

SCOPE OF SERVICES

CMA performed the following tasks:

- met with campus stakeholders to ascertain key issues and constraints;
- examined vehicular and pedestrian circulation on the Main Campus, and identified points of difficulty;

- determined existing occupancy and utilization of spaces;
- reviewed the existing parking allocation plan and parking rates, and estimated parking demand; and
- determined present and future parking adequacy, and measures to ensure adequacy.

RESULTS

CMA submitted a written report and conducted a briefing of the Iowa Board of Regents to present the firm’s findings and recommendations. The University also developed an Action Plan based on CMA’s recommendations, which included:

- Altering the rate structure in the two Main Campus garages to allow more visitor parking, beginning with rates to discourage daytime parking in excess of three hours.
- Implementing a parking validation program for daytime visitors requiring long-term parking.
- Coordinating with the City on the use of nearby public garages for overflow parking.
- Long-term recommendations included planning for additions to the peripheral parking supply, adding metered parking, and identifying considerations for adding structured parking in a Main Campus central location.



Increasing Demand for Visitor Parking in the Main Campus

Determination of Parking Supply Sufficiency and Allocation Effectiveness

Short-Term and Long-Term Recommendation

