



To: MAYOR AND COUNCIL

Agenda Item #: VIII. G.

From: Bill Neuendorf
Economic Development Manager

Action
Discussion
Information

Date: February 18, 2014

Subject: Parking Permit Policy and Fees in 50th and France Commercial District;
Ordinance 2014-2

Action Requested:

Approve Ordinance 2014-2, waiving of the Second Reading is requested.

Information / Background:

The 50th and France Parking and Wayfinding Feasibility Study recommends that the permit parking fees be increased to better reflect the cost of providing public parking facilities.

Currently, employees of Edina businesses located at 50th and France have the opportunity to park in excess of the posted limits if they purchase a parking permit for \$5.00 per month. In 2013, approximately 620 parking permits were issued. Approximately 430 stalls are currently designated for 5-hour or employee parking.

The current fee is significantly below the monthly cost to operate & maintain the public parking facilities. In 2013, for example, \$250,000 was spent on minimal maintenance and year-round operations for 1,022 public parking stalls. This comes to \$21 per stall per month simply for basic operating costs, not to mention the \$5.7 million in needed repairs and improvements. With the owners and operators asking to improve overall conditions in the ramps, the need to increase the fee becomes apparent.

During the several months of data gathering leading up to the Feasibility Study, several concerns were identified which influence the proposed change in the fee structure and employee parking policy:

- There are more employees in the maximum shift (approximately 750) than employee-designated parking stalls (430)
- Some employees park on the lower levels in areas designated for customers
- Difficulty in knowing if there are available stalls in lower level of South Ramp
- Preference by both employees and customers to park in the most convenient stalls (South and Middle Ramps)
- Need for enforcement in a manner that does not deter customers
- Both property owners and business operators oppose charging customers a fee to park.
- Desire to have reserve funds available to proactively maintain ramps in state of good condition

Staff has met with several business operators and representatives from the 50th and France Business Association to identify new rates that do not place too great a burden on employees.

As a result, the monthly parking fees are proposed to be raised to generate additional revenue to maintain the public ramps. A multi-tiered structure is proposed to provide low-cost parking for part-time employees and to accommodate other employees that prefer a dedicated stall or a covered stall.

The new fee structure is anticipated to be effective when the current permits expire on March 30, 2014. Based on the new fees, approximately \$125,000 is estimated to be generated annually. These funds will be available for public improvements in the 50th and France Commercial Area and will reduce the annual operating and maintenance costs that are accessed to each property.

An Ordinance is required to modify the fee schedule in Section 2-274. The proposed fees are attached. Time is of the essence so that new permit materials can be prepared in advance of the expiration date. The second reading is requested to be waived so that implementation of the new policy can occur with minimal disruption.

The City Manager is authorized by Section 24-397 to designate locations where vehicles with valid permits may be parked. The proposed policy is also attached.

Attachments:

Ordinance No. 2014-2, Amending Code Section 2-274
Parking Permit Policy

ORDINANCE NO. 2014-2

THE CITY COUNCIL OF THE CITY OF EDINA ORDAINS:

Section 1. The following described fees of Schedule A (fees and charges) to Code Section 2-274 are amended to read as follows:

Article and Division	Chapter and Section	Purpose of fee or charges	Amount	Terms
Article VIII, division 5	24-397 (b)	Parking permit	\$5.00	Per month prorated
		Refund parking permit, sticker must be returned	\$5.00	Per month prorated
		Parking permit, Zone A	\$10.00	Per month prorated
		Parking permit, Zone B	\$20.00	Per month prorated
		Parking permit, Zone C	\$40.00	Per month prorated
		Parking permit, Zone D	\$50.00	Per month prorated

Section 2. The effective date of this Ordinance shall be April 1, 2014.

First Reading: February 18, 2014

Second Reading:

Published:

Attest: _____
Debra Mangen, City Clerk

_____ James B. Hovland, Mayor



50th and France Commercial Area Employee Permit Parking Policy

Background

The Edina City Code (Section 24-397) allows the City to issue parking permits to employees at 50th and France. The City Manager is authorized to designate specific locations of the employee parking. The employee parking locations “shall be those that are least convenient for patrons of the businesses located in the 50th and France Commercial Area.”

The January 21, 2014 Parking and Wayfinding Feasibility Study identifies several concerns with current employee parking practices and includes several recommendations to better manage parking in the public facilities.

Employee Permit Parking Zones

The existing parking ramps will be identified with four zones where employees with valid permits will be allowed to park in excess of the posted 5-hour limits. Overnight parking is not allowed unless the vehicle displays the proper permit and is located in designated stalls.

Issuance of a Zone A, B, or D permit is no guarantee that a parking stall will be available to the permit holder at any specific time or in any specific ramp. Zones A and B will also be available for 5-hour customer parking.

Issuance of a Zone C permit is valid only during the posted hours. During off-peak hours, the South Ramp lower level will be available for public parking.

Zone	Anticipated Fee	Location	No. of Stalls available to Permit Holders	Maximum No. Permits**
A	\$10 per month	South Ramp, 3 rd level, rooftop	114	550
		Middle Ramp, 3 rd level, rooftop	94	
		North Ramp, 3 rd level, rooftop	72	
		North Ramp, lower, 1 st and 2 nd levels, covered	190	
B	\$20 per month	Zone A location, and	--	115
		South Ramp, 2 nd level, covered	20	
		Middle Ramp, 2 nd level, covered	90	
C	\$40 per month	Zone A or B locations, and	--	80
		South Ramp, lower level, covered	80	
D	\$50 per month	Overnight parking for business vehicle only: North Ramp, 3 rd level, rooftop and North Ramp, 2 nd level, covered	--	10
Total =			660	745*

* excludes overnight permits

** The maximum number of permits issued may be adjusted based on actual usage.

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