



To: MAYOR AND COUNCIL

Agenda Item #: VIII. E.

From: Bill Neuendorf
Economic Development Manager

Action
Discussion
Information

Date: March 4, 2014

Subject: Second Reading: Parking Permit Policy and Fees in 50th and France Commercial District, Ordinance 2014-2 and Parking Time Limits for Municipal Parking Facilities, Resolution 2014-27

Action Requested:

Approve Ordinance 2014-2, approve Resolution 2014-27, and authorize the proposed parking policy to be implemented by the City Manager.

Information / Background:

The 50th and France Parking and Wayfinding Feasibility Study recommends that adjustments be made to the City's current parking management strategy so that the existing parking stalls can be used more efficiently.

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

- Businesses and the City agree that customer parking takes priority over employee parking.
- Both property owners and business operators oppose charging customers a fee to park.
- The peak period is Monday-Friday around the lunch hour.
- The South Ramp is the most heavily used.
- The rooftops of all ramps are the least used.
- Both customers and employees prefer to park in the most convenient stalls.
- There are estimated to be 1,000 (full and part time) employees.
- There are approximately 750 employees in the maximum shift during the holiday season.
- In 2013, approximately 620 parking permits were issued to employees.
- There are currently 430 stalls designated for employee parking.
- A limited number of employees currently commute by means other than driving alone.
- Some employees avoid purchasing permits and park in areas designated for customers.
- Business owners are split in how to manage employee behavior; some businesses purchase permits for employees, other businesses leave compliance to the discretion of the employee.
- Law enforcement has difficulty identifying employee vehicles without a permit.
- Businesses prefer enforcement methods that do not deter customers.

A combination of policy changes is proposed to achieve conditions that retain and attract customers while also addressing the needs of employees. Due to the anticipated construction in Summer 2014, these changes are proposed to be rolled out slowly beginning in April 2014 with additional adjustments considered in 2015.

Hourly Limits (Resolution 2014-27)

The recent customer survey indicates that approximately 66% of customers stay for 3 hours or less. The current 5-hour time limit can make it easy for part-time employees to park in customer locations. Some of the 5-hour limits are proposed to be reduced to 2-hour and 3-hour limits. These changes will satisfy the needs of short-term and medium-term customers while encouraging long-term customers and employees to park in the more remote stalls. New signage will be installed to reflect the new requirements. The proposed changes are indicated on the attached diagrams.

Parking Permit Fees

Currently, employees of Edina businesses located at 50th and France have the opportunity to park in excess of the posted hourly limits if they purchase a parking permit for \$5.00 per month. The current fee is significantly below the monthly cost to operate & maintain the public parking facilities. In 2015, for example, \$450,000 is anticipated to be spent on maintenance and operations for 1,022 public parking stalls. This equates to \$37.50 per stall per month simply for basic operating costs, not to mention the debt service associated with \$5.7 million in capital repairs and improvements. With business owners and operators asking to improve overall conditions in the ramps, the need to increase the fee is apparent.

For 2014, the monthly fee is proposed to be raised to \$10.00. An overnight fee (\$50 monthly) for commercial vehicles is also proposed. In 2015, a tiered fee structure. This future strategy is anticipated to provide lower cost parking in the least desirable locations and will charge a higher fee in more desirable locations. Staff has met with several business operators and representatives from the 50th and France Business Association and determined that the new rates do not place too great a burden on employees.

Based on the new fee, approximately \$54,000 is estimated to be generated for the remainder of 2014. 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.

Employee Parking Locations

When new permits are issued in April 2014, most employee stalls will be shifted out of the South Ramp and moved to the Middle and North Ramps. Employees are encouraged to park in the highest levels of the ramps so that customers can enjoy the most convenient parking locations. These locations will be monitored and adjustments may be considered in 2015. The location and number of employee stalls is identified in the proposed Parking Permit Policy implemented by the City Manager and illustrated in the attached diagrams.

Employee Permit Policy

Proposed changes to the City Code will mandate that every employee who chooses to park in the City of Edina ramps must purchase a parking permit. Penalties will be assessed to those that fail to comply. Employers will be asked to help educate employees. Signs will be posted to alert employees of the new law.

Enforcement Policy

Changes are also proposed to the City Code so that it is easier to enforce the permit policy and issue tickets or tow vehicles when necessary.

Commuting Options

The City and 50th and France Business Association continue to work cooperatively with Commuter Services and Metro Transit to encourage employees to travel by bus or bicycle and avoid parking in the ramps. Current efforts include:

- Promotion of Metro Pass program to large employers (spring 2014)
- Promotion of ridesharing/carpooling program to all employees (spring 2014)
- Promotion of Bike to Work Week (June 16-20, 2014)

- Addition of new bicycle and pedestrian facilities as part of the Ramp and Streetscape reconstruction
- Improvements to Metro Transit facilities as part of the Ramp and Streetscape reconstruction
- Consideration of bus routes and schedules, based on the needs of local businesses

In addition to the changes in City Code, authorization is also requested to implement a new parking policy that guides locations where employees may and may not park. This request is based on Section 24-397 which delegates parking management authority to the City Manager. The proposed policy is also attached.

Attachments:

Ordinance No. 2014-2

Resolution 2014-27

Diagrams of existing and proposed conditions

Proposed Parking Permit Policy

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ORDINANCE NO. 2014-2

**AN ORDINANCE AMENDING CHAPTERS 2 AND 24 OF THE EDINA CITY CODE
CONCERNING PERMITS FOR MUNICIPAL PARKING FACILITIES**

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
		<u>Employee Parking permit</u>	<u>\$10.00</u>	<u>Per month</u>
		<u>Overnight business vehicle permit</u>	<u>\$50.00</u>	<u>Per month</u>

Section 2. Section 24-395 of the Edina City Code is amended to add the following definition:

Overnight Parking means parking a vehicle in a municipal parking facility during the hours of 1:00 a.m. and 6:00 a.m.

Section 3. Section 24-396 of the Edina City Code is amended to read as follows:

- (a) No person shall park any vehicle in any municipal parking facility ~~during business hours:~~
 - (1) For a period in excess of the designated time limits; ~~or~~
 - (2) In a location designated as “~~contract~~permit parking only,” unless the vehicle displays a parking ~~sticker~~permit issued pursuant to this article;

- (3) In violation of the parking restrictions provided under Section 24-397; or
- (4) Outside of the marked boundaries for each individual parking stall.
- (b) Except as otherwise provided, Ppersons may park in any municipal parking facility for any length of time during non-business hours, except for such times as parking may be prohibited for snow removal, repairs and like purposes., or by order of the manager. Provided, however, Nno overnight parking shall be allowed unless the vehicle displays a temporary or overnight parking permit issued pursuant to Ssections 24-397(d) or (e) and is parked in the designated temporary or overnight parking location.

Section 4. Section 24-397(b) of the Edina City Code is amended to read as follows:

- (b) ~~Issuance of Permits. Permit stickers shall be issued by such city department or city staff as the manager shall designate, and shall be issued only to individuals employed in that portion of the 50th and France Commercial Area located in the city. The maximum number of permit stickers issued in a calendar year for the 50th and France Commercial Area shall be set by resolution of the council. Persons desiring a permit sticker shall apply on forms provided by the manager. Before receiving a permit sticker, the recipient shall pay a fee as set forth in section 2-724 and furnish the name of the recipient's place of employment and a description of the make, year, body style, color and license number of the vehicle to which it is to be fastened. Permit stickers shall be numbered consecutively and shall be valid only for the calendar year in which issued. The city shall keep a record of the permit sticker number and the description of the vehicle. The permit sticker shall be fastened to the left rear bumper of the vehicle and shall be visible at all times when the vehicle is parked in such designated municipal parking facilities. When the vehicle is sold or traded and another vehicle is acquired, the city, upon application for a new permit sticker for the remainder of the calendar year, accompanied by a description of the new vehicle and its license number, shall issue such new permit sticker, without charge, and show the old permit stocker as having been canceled. When a person to whom a permit sticker has been issued ceases to be regularly employed upon the premises where such person was employed when the permit sticker was issued, the employer shall notify the city of the fact, and the city shall cancel the person's permit sticker.~~

Employee Parking Permits.

- (1) Requirement. Individuals employed in that portion of the 50th and France Commercial Area located in the city must obtain a parking permit to park within the municipal parking facility during the employee's work hours and must park within the areas of the

municipal parking facility designated for employee parking by resolution of the city council or by the manager.

- (2) Issuance of Parking Permits. Permit stickers shall be issued by the manager or manager's designee and shall be issued only to current employees of the 50th and France Commercial Area located in the City. Eligible employees who choose to park in the municipal parking facility shall submit a completed permit application form. Before receiving a parking permit, the applicant shall pay a fee as set forth in section 2-724 and furnish an acknowledgement of employment by a business located within the 50th and France Commercial Area within the City, together with proof of ownership and a description of the permitted vehicle. Parking permits shall be valid only for the calendar year in which issued. Parking permit stickers shall be fastened in the location designated by the manager and shall be visible at all times when the vehicle is parked in the designated municipal parking facility.
- (3) Replacement Permits. Permittees may obtain a replacement permit for an alternate vehicle upon completing the appropriate application form accompanied by the requisite vehicle and ownership information. Upon issuance, the original parking permit shall be cancelled. The replacement permit shall be valid for the remaining portion of the calendar year at no additional fee. Permittees may obtain a permit for one additional household vehicle used by the permittee upon completing the appropriate application form accompanied by the requisite vehicle and ownership information.
- (4) Parking Permit Cancellation. A permittee who ceases to be employed by a business in the 50th and France Commercial Area of the City shall notify the city upon termination of employment and the parking permit shall be cancelled. The city may cancel a parking permit for any violation of this section or a policy adopted by the city concerning the use of the municipal parking facility.
- (5) Regulations.
- (a) The issuance of a parking permit will not guarantee the availability of parking space at any specific location or time. The unavailability of a parking space within a designated permit area will not entitle a permittee to any reimbursement or ability to use any non-permitted parking stall.
 - (b) Permittees under this section must park the vehicle front-end forward into any parking stall within the municipal parking facility.
 - (c) Parking in a municipal parking facility in violation of the provisions of this section by failing to obtain a permit or park in the

designated permit location is a violation of this section and will be punishable pursuant to subsection (f).

Section 5. Section 24-397 of the Edina City Code is amended to add new subsections (e) and (f) to read as follows:

(e) *Business Overnight Parking Permit.* Businesses within the 50th and France Commercial Area of the city may be issued by the manager or the manager's designee an overnight parking permit for a business vehicle. An eligible business shall submit an application for an overnight parking permit accompanied by the fee set forth in section 2-724 of the city code together with a description of the vehicle. The permitted vehicle may park in excess of the time limits during business hours and may park between the hours of 1:00 a.m. and 6:00 a.m., but only in locations in the municipal parking facility designated by the manager. The overnight vehicle parking permit shall be displayed in a manner prescribed by the manager.

(f) *Violations.* It is unlawful to park a motor vehicle contrary to the provisions of this section. A violation of this section is a petty misdemeanor. Vehicles parked in violation of these requirements for a minimum of 4 hours may be towed in accordance with Minn. Stat. § 168B.035 and .04. Altering or falsifying a parking permit shall be considered a violation of this section. Police officers, community service officers, and parking monitors shall be responsible for enforcing the parking requirements and regulations of this section pursuant to the provisions of Section 26-167.

Section 6. Section 24-398 of the Edina City Code is amended to read as follows:

The manager shall post in all municipal parking facilities the time limits and employee parking areas established by this article. the time limits and designated permit parking areas established by this article in all municipal parking facilities.

Section 7. This ordinance is effective April 1, 2014.

First Reading: February 18, 2014

Second Reading: March 4, 2014

Published:

ATTEST:

Debra A. Mangen, City Clerk

James B. Hovland, Mayor

Please publish in the Edina Sun Current on:

Send two affidavits of publication

Bill to Edina City Clerk

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RESOLUTION NO. 2014-27

ESTABLISHING PARKING TIME LIMITS FOR MUNICIPAL PARKING FACILITIES

WHEREAS, Division 5, Article VIII of Chapter 24 of the Edina City Code regulates municipal parking facilities;

WHEREAS, Section 24-395 of the City Code provides that time limits for parking within municipal parking facilities are established by resolution of the city council;

WHEREAS, the City desires to establish time limits for parking within municipal parking facilities;

NOW, THEREFORE, BE IT HEREBY RESOLVED BY THE CITY COUNCIL OF THE CITY OF EDINA, MINNESOTA, that the following time limits for municipal parking facilities are hereby adopted:

Municipal Parking Facility		No. Stalls (approximate)	Hourly Time Limits During Business Hours
South Ramp	Lower Level	80	2-hours
	First Level	110	2-hours (typical)
			15-minute (1 stall)
	Second Level	110	5-hours
Third Level	114	5-hours	
51 st Street Alley	Surface	6	1-hour
Middle Ramp	First Level	90	3-hours (typical)
			15-minute (2 stalls)
	Second Level	90	3-hours
Third Level	94	5-hours	
W. 49-1/2 St. (Clancy) Lot	Surface	36	1-hour (typical)
			15-minute (3 stalls)

Municipal Parking Facility		No. Stalls (approximate)	Hourly Time Limits During Business Hours
North Ramp	Lower Level	45	2-hours
	First Level	72	2-hours
	Second Level	72	2-hours
	Third Level	72	5-hours
3943 W. 50 th St. Lot	Surface	15	1-hour (typical)
			10-minute (2 stalls)

ADOPTED by the Edina City Council this 4th day of March, 2014.

Attest: _____
Debra A. Mangan, City Clerk

James B. Hovland, Mayor

STATE OF MINNESOTA)
 (ss.
COUNTY OF HENNEPIN)

The undersigned, being the duly qualified and appointed City Clerk of the City of Edina, Minnesota, certifies that I compared the foregoing resolution adopted at a meeting of the Edina City Council on March 4, 2014, with the original thereof on file in my office, and the same is a correct transcription thereof.

WITNESS my hand officially as such City Clerk and the corporate seal of the City this _____ day of _____, 2014.

CITY CLERK

50th & France Parking Ramp Allocation – EXISTING CONDITIONS

South Ramp
414 stalls

Middle Ramp
274 stalls

North Ramp
262 stalls

Surface Parking
77 stalls

Level 3 – 114 rooftop
5-hr customer & employee

Level 2 - 110 covered
90: 2-hr customer only
20: 5-hr customer & employee

Level 1 - 110 covered
2-hr customer only

Level 3 - 94 rooftop
5-hr customer only

Level 2 - 90 covered
5-hr customer only

Level 1 - 90 covered
2-hr customer only

Level 3 - 72 rooftop
5-hr customer & employee

Level 2 - 72 covered
5-hr customer & employee

Level 1 - 72 covered
5-hr customer & employee

France Ave – 20 surface
2-hour customer only

Clancy lot – 36 surface
1-hour customer only

50th near Lunds – 15 surface
1-hour customer only

51st alley way – 6 surface
1-hour customer only

Lower Level – 80 covered
Employee only (Mon-Sat 8 AM to 6 PM); other times customers

Lower Level - 45 covered
2-hr customer only

	South	Middle	North	Surface	Total**		Fee Structure \$60 for Employee Permit, valid April to March; pro-rated at \$5 per month
Customer Only =	200	274	45	77	596	58 %	
Employee Only* =	80	0	0	0	80	8 %	
Customer & Employee =	134	0	217	0	351	34 %	
Total =	414	274	262	77	1,027	100 %	
* During peak period only		** Does not include 305 parking stalls on private property					

50th & France Parking Ramp Allocation – PROPOSED April to December 2014

South Ramp
414 stalls

Middle Ramp
274 stalls

North Ramp
262 stalls

Surface Parking
77 stalls

Level 3 – 114 rooftop
5-hour customer only

Level 3 - 94 rooftop
5-hour customer & employee

Level 3 - 72 rooftop
5-hour customer & employee

France Ave – 20 surface
2-hour customer only

Level 2 - 110 covered
5-hour customer only

Level 2 - 90 covered
3-hour customer & employee

Level 2 - 72 covered
2-hour customer & employee

Clancy lot – 36 surface
1-hour customer only

Level 1 - 110 covered
2-hour customer only

Level 1 - 90 covered
3-hour customer only

Level 1 - 72 covered
2-hour customer & employee

50th near Lunds – 15 surface
1-hour customer only

51st alley way – 6 surface
1-hour customer only

Lower Level – 80 covered
Employee only (M-F 8 AM to 4 PM); other times customers

Lower Level - 45 covered
2-hour customer & employee

	South	Middle	North	Surface	Total**		Fee Structure
Customer Only =	334	90	0	77	501	49 %	
Employee Only* =	80	0	0	0	80	8 %	
Customer & Employee =	0	184	262	0	446	43 %	
Total =	414	274	262	77	1,027	100 %	
* During peak period only		** Does not include 305 parking stalls on private property					

Yellow highlights indicates change from 2013 practice.

February 26, 2014



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 of businesses located at 50th and France in Edina. The City Manager is authorized to designate specific locations for 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

Employee vehicles that display a valid permit will be allowed to park in designated areas of the public parking ramps in excess of the posted time limits. Parking is available on a first come-first served basis. Issuance of a permit is no guarantee that a parking stall will be available at any specific time or in any specific ramp.

Employee vehicles without a permit will be ticketed. Employee vehicles not parked in the designated locations will be ticketed. Overnight parking is not allowed unless the vehicle displays the proper permit and is located in designated stalls.

The lowest level of the South Ramp will be posted “employee only” Monday through Friday from 8:00 AM to 4:00 PM. This area is available for both employee and customer parking at all other times.

Permit Type	Anticipated Fee	Location	No. of Stalls Available	Maximum No. Permits*
Employee	\$10 per month	South Ramp, lower level, covered	80	990
		Middle Ramp, 3 rd level, rooftop	94	
		Middle Ramp, 2 nd level, covered	90	
		North Ramp, 3 rd level, rooftop, lower, 1 st and 2 nd levels, covered	252	
Overnight for business vehicle for 50 th & France (Edina) business	\$50 per month	North Ramp, 3 rd level, rooftop North Ramp, 2 nd level, covered	10	10
Total =			526	1,000

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

In the future, a multi-tiered fee structure may be considered based on the preferences of the employees, customer demand and actual usage.

DRAFT