



**To:** MAYOR AND COUNCIL

**Agenda Item #:** VIII. B.

**From:** Bill Neuendorf  
Economic Development Manager

**Action**   
**Discussion**   
**Information**

**Date:** November 3, 2014

**Subject:** Parking Permit Policy And Fees, Ordinance No. 2014-19 Amending Chapter 2 and 24 Parking Fees, 50th & France Commercial District *(First Reading: Requires offering of Ordinance only. Second Reading: Favorable rollcall vote of three Council Members to pass. Waiver of Second Reading: Affirmative rollcall vote of four Council Members to pass.)*

**Action Requested:**

Approve Ordinance 2014-19 and authorize the City Manager to implement the revised parking policy effective January 1, 2015. Request that the second reading be waived.

**Information / Background:**

In April 2014, significant changes were made to the parking regulations at the 50<sup>th</sup> and France public parking ramps with a goal of increasing their longevity and efficiency. Further refinements were anticipated after the new regulations had been tested.

After six months of experience, City staff recently held a listening session to hear comments about the impact of the new policy and suggestions to better meet the needs of employees and customers.

Employees and businesses alike are concerned with the cost of the permits. At this time, the cost of monthly parking permits is proposed to remain unchanged at \$10.00 per month. While a tiered rate structure was originally contemplated, it is not supported by the businesses at this time.

Based on feedback from employees, businesses and the business association, two changes are recommended for 2015:

- 1) Allow employees to park in a portion of the South Ramp rooftop.

While this is the most heavily used ramp, the rooftop is used less frequently. The portion of the rooftop south of the exit stair tower contains approximately 40 spaces that are proposed to be used by employees or customers on a first-come first-served basis. This is not anticipated to adversely impact customer parking in the ramp.

- 2) Issue daily parking permits to address the needs of temporary employees and customers/clients with full day appointments.

Some businesses requested that daily permits be available to accommodate unique circumstances that are routinely encountered: employees from other locations temporarily filling shifts, company-wide staff training where off-site employees spend the day at 50<sup>th</sup> and France; and clients who have

all day appointments for service. These situations occur today with vehicles often parked in violation and at risk of being ticketed.

By issuing daily permits and allowing long-term customers to park in designated areas, the more convenient stalls should be available to the short-term customer. As with the monthly and annual permits, this program is intended only for businesses located in Edina who contribute to the City's tax base of the commercial district.

These changes are supported by the 50<sup>th</sup> and France Business Association.

Staff recommends that these changes be approved in November 2014 so that they can be publicized when permits are renewed in December. These changes are anticipated to be effective January 1, 2015.

**Attachments:**

Ordinance No. 2014-19

Proposed Parking Permit Policy with diagram of designated parking locations

**ORDINANCE NO. 2014-19**

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

**THE CITY COUNCIL OF EDINA ORDAINS:**

**Section 1.** Schedule A (fees and charges) to Code Section 2-274 is amended by adding the following fee:

Article and Division	Chapter and Section	Purpose of fee or charges	Amount	Terms
Article VIII, division 5	<u>24-397</u> (f)	<u>Daily Parking permit</u>	<u>\$10.00</u>	<u>Packet of 10 permits</u>

**Section 2.** Section 24-397 of the Edina City Code is amended by moving the content of subsection (f) to subsection (g) and by adding a new subsection (f) to read as follows:

(f) Daily Parking Permit. Individuals employed and businesses located within the 50<sup>th</sup> and France Commercial Area of the city may be issued by the manager or the manager's designee a daily parking permit for the use of employees, guests or customers. An eligible applicant shall submit an application and pay the fee set forth in section 2-724 of the city code. Vehicles visibly displaying the daily permit in the rear window and complying with the provisions of this section are eligible to park in stalls designated by the city manager in excess of the posted time limits. Daily permits are valid for single-use only.

**Section 3.** This ordinance is effective January 1, 2015.

First Reading: November 3, 2014

Second Reading:

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



# 50<sup>th</sup> 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 50<sup>th</sup> 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 50<sup>th</sup> 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
		<del>South Ramp, rooftop level, south of stair tower</del>	<del>40</del>	
		Middle Ramp, 3 <sup>rd</sup> level, rooftop	94	
		Middle Ramp, 2 <sup>nd</sup> level, covered	90	
		North Ramp, 3 <sup>rd</sup> level, rooftop, lower, 1 <sup>st</sup> and 2 <sup>nd</sup> levels, covered	252	
<del>Employee or Guest</del>	<del>\$1 per day</del>	<del>Same as above</del>		<del>Not limited</del>
Overnight for business vehicle for 50 <sup>th</sup> & France (Edina) business	\$50 per month	North Ramp, 3 <sup>rd</sup> level, rooftop North Ramp, 2 <sup>nd</sup> level, covered	10	10
<b>Total =</b>			<del>526566</del>	<b>1,000</b>

\* 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

50<sup>th</sup> & France Parking Ramp Allocation – PROPOSED to be effective January 1, 2015

Surface Parking  
77 stalls

South Ramp  
414 stalls

Level 3 – 114 rooftop  
5-hour customer only (74)  
5-hour customer & employee (40)

Level 2 - 110 covered  
5-hour customer only

Level 1 - 110 covered  
2-hour customer only

Lower Level – 80 covered  
Employee only (M-F 8 to 4 PM);  
other times customer & employee

Center Ramp  
274 stalls

Level 3 - 94 rooftop  
5-hour customer & employee

Level 2 - 90 covered  
3-hour customer & employee

Level 1 - 90 covered  
3-hour customer only

North Ramp  
262 stalls

Level 3 - 72 rooftop  
5-hour customer & employee

Level 2 - 72 covered  
2-hour customer & employee

Level 1 - 72 covered  
2-hour customer & employee

Lower Level - 45 covered  
2-hour customer & employee

France Ave – 20 surface  
2-hour customer only

Clancy lot – 36 surface  
1-hour customer only

50<sup>th</sup> near Lunds – 15 surface  
1-hour customer only

51<sup>st</sup> alley way – 6 surface  
1-hour customer only

	South	Middle	North	Surface	Total	
Customer Only =	<del>334</del> <u>294</u>	90	0	77	<del>501</del> <u>461</u>	<del>49%</del> <u>45%</u>
Employee Only* =	80	0	0	0	80	8%
Customer & Employee =	<del>0</del> <u>40</u>	184	262	0	<del>446</del> <u>486</u>	<del>43%</del> <u>47%</u>
Total =	414	274	262	77	1,027	100 %

\* During peak daytime period only

Additional Background: In addition to the public parking stalls, there are an additional 305 stalls located on private property for employee & customer use. The South Ramp is the most heavily used ramp but the rooftops of all ramps are used with less frequency. There are approximately 1,000 employees in this area of the City. Approximately 750 employees are working during the busiest shift of the holiday season. Approximately 680 permits were issued in 2014.

Yellow highlights and ~~strikeout~~ / underline indicates proposed change from 2014 policy.