



To: MAYOR AND COUNCIL

Agenda Item #: VII. D.

From: Bill Neuendorf
Economic Development Manager

Action
Discussion
Information

Date: November 18, 2014

Subject: Second Reading Ordinance 2014-19, Amending Chapters 2 and 24 Concerning Permits for Municipal Parking Facilities

Action Requested:

Approve Ordinance 2014-19 and authorize the City Manager to implement the revised parking policy effective January 1, 2015.

Information / Background:

In April 2014, significant changes were made to the parking regulations at the 50th 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.

Based on feedback from employees, businesses and the business association and at the direction of the City Council, three changes are proposed for 2015:

- 1) Offer premium parking permits at \$25 per month to allow employees to park in the Lower Level of the South Ramp.

The lower level is conveniently located for both customers and employees, but navigating through the area can be confusing for customers. During weekday working hours (8:00 to 4:00 PM), this level is dedicated for employees, a policy that continues to work well. A total of 80 'premium permits' will be issued, one for each marked space. Vehicles with a 'premium' permit would also be allowed to park in any of the other employee spaces in the South, Center or North Ramps.

- 2) 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 and may open up more customer spaces in the Center Ramp.

- 3) Offer 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 50th 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 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 fees:

Article and Division	Chapter and Section	Purpose of fee or charges	Amount	Terms
Article VIII, division 5	<u>24-397</u> <u>(b)</u>	Employee Parking permit, <u>Regular</u>	<u>\$10.00</u>	<u>Per month</u>
		Employee Parking permit, <u>Premium</u>	<u>\$25.00</u>	<u>Per month</u>
		Overnight business vehicle permit	<u>\$50.00</u>	<u>Per month</u>
	<u>24-397</u> <u>(f)</u>	<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 50th 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: November 18, 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



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, <u>Regular</u>	\$10 per month	South Ramp, lower level, covered	80	<u>990 910</u>
		South Ramp, rooftop level, south of stair tower	40	
		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	
<u>Employee or Guest</u>	<u>\$1 per day</u>	<u>Same as Regular Employee locations above</u>		<u>Not limited</u>
<u>Employee, Premium</u>	<u>\$25 per month</u>	<u>South Ramp, lower level, covered</u>	<u>80</u>	<u>80</u>
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 =			<u>526 566</u>	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

50th & 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,
Premium, 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

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

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

	South	Middle	North	Surface	Total	
Customer Only =	334 <u>294</u>	90	0	77	501 <u>461</u>	49% <u>45%</u>
Employee Only* =	80	0	0	0	80	8%
Customer & Employee =	0 <u>40</u>	184	262	0	446 <u>486</u>	43% <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.

November 18, 2014