

50th & France Parking and
Wayfinding Improvements
Edina Improvement No. P-23

*Feasibility Study
and Report*

Prepared for:
City of Edina

January 21, 2014

January 21, 2014

Honorable Mayor and Members of the City Council
City of Edina
4801 West 50th Street
Edina, MN 55424

Attn: Bill Neuendorf
Economic Development Manager

Re: Feasibility Study and Report
50th & France Parking and Wayfinding Improvements
Edina Improvement No. P-23
City of Edina, Minnesota

Honorable Mayor and Members of the City Council:

The enclosed feasibility report has been prepared for the 50th & France Parking and Wayfinding Improvements, as authorized at the August 20, 2013 City Council meeting. The feasibility report identifies the elements of the proposed improvements developed with city staff and with input from business owners and property owners in the 50th & France District. The engineer's opinion of probable construction and design costs and a method for financing the project are also provided in the feasibility report.

Information used in the preparation of this report included previous studies, information gathered through field reviews of the project area, discussions with city staff, meetings with the property owners and business owners in the 50th & France District, and a 50th & France District customer survey.

We believe that the proposed project is feasible, that it will benefit the properties in the project area, and that it will benefit the City of Edina.

Sincerely,

KIMLEY-HORN AND ASSOCIATES, INC.

Daniel J. Coyle, P.E.
Project Manager

Enclosure
File: 160603003.3

FEASIBILITY STUDY AND REPORT

FOR

CITY OF EDINA

50th & FRANCE PARKING AND WAYFINDING IMPROVEMENTS

EDINA IMPROVEMENT NO. P-23

Kimley-Horn and Associates, Inc.
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St. Paul, MN 55114
(651) 645-4197

I hereby certify that this plan, specification
or report was prepared by me or under my
direct supervision and that I am duly
Licensed Professional Engineer under the
laws of the State of Minnesota.

Signature: _____
Daniel J. Coyle, P.E.

Date: January 21, 2014 Lic. No: 44821

**CITY OF EDINA
50th & FRANCE DISTRICT
PARKING AND WAYFINDING IMPROVEMENTS
EDINA IMPROVEMENT NO. P-23**

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**CITY OF EDINA
50th & FRANCE DISTRICT
PARKING AND WAYFINDING IMPROVEMENTS
EDINA IMPROVEMENT NO. P-23**

EXECUTIVE SUMMARY

This Feasibility Study and Report has been prepared for the 50th & France Parking and Wayfinding Improvements. The proposed project includes repair, rehabilitation and future expansion of parking, a new parking wayfinding system, and repair and rehabilitation of the landscape and streetscape elements.

The proposed scope of the improvements is generally as follows:

- Add 140 to 200 new parking stalls through a public / private partnership on the 3930 West 49 ½ Street property (formerly the Edina Realty building) and / or other sites in the 50th & France District. This goal will be pursued as a separate project.
- Perform essential parking ramp repairs and preventative maintenance to the parking ramps.
- Paint the interior of all parking ramps and the exterior of the South Ramp.
- Replace deteriorated pavers with more salt tolerant pavers and improve drainage system below pavers.
- Replace dying street trees and repair planter beds.
- Screen all garbage areas with enclosure walls (two at Middle Ramp and one at South Ramp) and implement recycling centers.
- New elevator and stair core in northeast corner of the South Ramp.
- Increase brightness of parking ramp lighting by replacing existing fixtures with motion sensing LED fixtures.
- Install a dynamic public parking wayfinding system.
- Install an automatic underground irrigation system to serve two planter areas on south side of Middle Ramp.
- Create easily identified pedestrian zones to and through parking ramps using floor paint, curbs and bollards.
- Enhanced operations and maintenance of the parking ramps including power washing all ramps once per year, improved sanitation and quarterly cleaning of all glass.
- Add hospitality signs at the entrance and exit of parking ramps.
- Designate approximately 230 additional employee parking stalls and monitor employee parking demand.
- Work with Metro Transit to add bus route and schedule signs, benches and bus shelters, and possibly real-time bus arrival information.

The estimated costs for the proposed improvements are summarized below. These costs include a 20 percent construction cost contingency and a 30 percent allowance for indirect costs such as engineering, administrative, and legal items as well as capitalized interest. Items in *italics* would be assessed under Chapter 429.

| <u>Proposed Capital Improvements</u> | <u>Estimated Cost</u> |
|---|-----------------------|
| D.1 Increase Brightness of Lighting | \$ 650,000 |
| E.1 Parking Ramp Pedestrian Access | \$ 100,000 |
| E.3 New Elevator and Stair in South Ramp | \$ 1,100,000 |
| F.3 Dynamic Public Parking Wayfinding System | \$ 350,000 |
| G.1 <i>Paint All Ramp Interior and South Ramp Exterior Surfaces</i> | \$ 1,375,000 |
| G.6 <i>Screen All Garbage Areas</i> | \$ 60,000 |
| H.1 <i>Replace Dead / Dying Trees</i> | \$ 25,000 |
| H.2 <i>Replace Broken Pavers</i> | \$ 500,000 |
| H.13 Automatic Irrigation System | \$ 175,000 |
| H.14 <i>Repair Planter Beds</i> | \$ 50,000 |
| I.1 <i>Essential Ramp Repairs</i> | \$ 650,000 |
| I.2 <i>Preventative Ramp Maintenance</i> | <u>\$ 650,000</u> |
| Total Capital Cost | \$ 5,685,000 |

| <u>Proposed Additional Annual Maintenance Improvements</u> | <u>Estimated Cost</u> |
|---|-----------------------|
| B.3 <i>Holiday Season Parking Strategies</i> | \$ 35,000 |
| E.3 <i>New Elevator and Stair in South Ramp Maintenance</i> | \$ 10,000 |
| F.3 <i>Dynamic Public Parking Wayfinding System Maintenance</i> | \$ 10,000 |
| G.3 <i>Power Washing on Annual Basis</i> | \$ 30,000 |
| G.4 <i>Improve Sanitation</i> | \$ 10,000 |
| H.13 <i>Automatic Irrigation System Maintenance</i> | \$ 5,000 |
| I.2 <i>Escrow for Future Periodic Preventative Maintenance</i> | <u>\$ 100,000</u> |
| Total Additional Annual Maintenance Cost | \$ 200,000 |

The improvements are proposed to be financed through a combination of assessments, parking permit revenues, and other city funds. The following is a summary of the estimated funding amounts from each of the proposed financing sources:

| <u>Capital Cost Financing Source</u> | <u>Amount</u> |
|--------------------------------------|---------------------|
| Assessments | \$ 3,310,000 |
| Other City Funds | <u>\$ 2,375,000</u> |
| Total | \$ 5,685,000 |

| <u>Additional Annual Maintenance Cost Financing Source</u> | <u>Amount</u> |
|--|-------------------|
| Assessments | \$ 100,000 |
| Parking Permit Revenues | <u>\$ 100,000</u> |
| Total | \$ 200,000 |

Annual operations and maintenance costs have been in the range of \$250,000 per year for the past few years. The Additional Annual Maintenance Cost of \$200,000 is in addition to the historic average cost.

Rebates for installing energy efficient light may be available from Xcel Energy to offset a portion of the cost of the lights. The amount of rebates offered by Xcel varies from time to time and would be determined at the time of design and construction.

The following is a proposed schedule for the implementation of the improvements.

| | |
|---|-----------------------|
| City Council Receive Feasibility Report, Call for Public Hearing, and Authorize Preparation of Final Plans and Specifications | January 21, 2014 |
| Public Hearing, City Council Orders Project , Approves Plans and Specifications and Authorizes Ad for Bids | February 18, 2014 |
| Bid Opening | May 22, 2014 |
| Assessment Hearing / Award Contract | June 3, 2014 |
| <i>Edina Art Fair</i> | <i>June 6-8, 2014</i> |
| Start 2014 Construction | June 16, 2014 |
| Interim Construction Completion | October 2014 |
| <i>2014 Holiday Shopping Season</i> | <i>Nov-Dec, 2014</i> |
| Start 2015 Construction | March 2015 |
| <i>Edina Art Fair</i> | <i>June 2015</i> |
| Construction Complete | October 2015 |

The focus of construction in 2014 would be the dynamic wayfinding system, lighting upgrade, pedestrian access improvements, streetscape improvements, parking structure repairs and preventative maintenance. In order to mitigate impacts to businesses during construction, construction of the new stair and elevator core for the South Ramp and interior and exterior ramp painting is assumed to occur in 2015. The resulting project construction schedule will be longer than if all work is completed concurrently.

Based upon the analysis completed as a part of this report, the proposed 50th & France Parking and Wayfinding Improvements are feasible, necessary, and cost effective and would benefit the properties and businesses in the project area and the City of Edina.

1. INTRODUCTION

On August 20, 2013 the Edina City Council authorized the preparation of a feasibility study for the 50th & France Parking and Wayfinding Improvement project, Edina Improvement No. P-23. The proposed project includes repair, rehabilitation and future expansion of parking, a new parking wayfinding system, and repair and rehabilitation of the landscape and streetscape elements.

A feasibility report was previously prepared for 50th & France Parking Ramp Expansion in April 2012. The recommendations from that report were not implemented, due to business owner and property owner concern about project cost and impacts during construction. That feasibility report was based on the shared parking analysis dated April 12, 2011 that recommends adding 140 – 200 additional parking stalls.

Currently the following public parking is provided in the Edina portion of 50th & France District:

- South Ramp: 415 total spaces 200 employee spaces
- Middle Ramp: 274 total spaces 0 employee spaces
- North Ramp: 262 total spaces 220 employee spaces
- Clancy Lot: 36 total spaces 0 employee spaces
- Lunds Lot (Public): 15 total spaces 0 employee spaces
- On-Street: 20 customer spaces 0 employee spaces

There are an additional 305 private spaces in Edina owned by Lunds, Walgreens, BMO Harris Bank , US Bank, the post office, and the 5000 France condos.



Currently the following public parking is provided in the Minneapolis portion of the 50th & France District:

- Ewing Lot: 80 total spaces 0 employee spaces
- On-Street: 20 customer spaces 0 employee spaces

There are private lots that provide an additional 165 spaces in Minneapolis. A project location map is provided as Exhibit 1 in Appendix A with parking ramp locations shown on Exhibit 2 in Appendix A.

Subsequent to the April 2012 feasibility report, a group of Edina property owners presented a parking expansion concept to the city that would add structured parking to the east and west of the North Ramp. This concept addressed the business owner and property owner concern about project cost and impacts during construction. The property owner proposal required acquisition of the property to the east of the North Ramp (former Edina Realty building) and to the west of the North Ramp (former Hooten Cleaner building). As a result of this proposal, and other considerations, the city proceeded with this feasibility study.

This feasibility report has been developed with input from the 50th & France Business and Professional Association (the “Association”) and their members. See Section 4 – Public Involvement for more information regarding stakeholder involvement. The following Guiding Principles were created to help the project development process:

In order to maintain and enhance the 50th & France district vision, to be the pre-eminent destination for the discerning consumer desiring a charming neighborhood experience, the following improvements should be made to the parking system and public areas that support the viability of the local businesses.

- *Provide **adequate number of parking stalls** to accommodate employees and customers*
- *Provide **clean, well maintained, safe, welcoming and accessible** parking structures*
- ***Optimize the use of existing parking** using appropriate parking management best practices*
- *Provide an effective communication system to **help customers navigate to available parking stalls***
- *Provide opportunities to **access the district via non-motorized means** such as Metro Transit, on foot and by bicycle*
- *Provide a streetscape that is well maintained, accessible, safe, and continues to **reinforce the unique character and identity of the district***
- *Have a **sustainable financing mechanism** for annual maintenance, periodic repairs and future replacement*
- ***Mitigate construction impacts to businesses during construction**, including no construction from October 23 through January 1 and during the Edina Art Fair.*

The proposed project recommended in this feasibility report is consistent with the Guiding Principles. The proposed scope is generally as follows:

- Add 140 to 200 new parking stalls through a public / private partnership on the 3930 West 49 ½ Street property (formerly the Edina Realty building) and / or other sites in the 50th & France District. This goal will be pursued as a separate project.

- Perform essential parking ramp repairs and preventative maintenance to the parking ramps.
- Paint the interior of all parking ramps and the exterior of the South Ramp.
- Replace deteriorated pavers with more salt tolerant pavers and improve drainage system below pavers.
- Replace dying street trees and repair planter beds.
- Screen all garbage areas with enclosure walls (two at Middle Ramp and one at South Ramp) and implement recycling centers.
- New elevator and stair core in northeast corner of the South Ramp.
- Increase brightness of parking ramp lighting by replacing existing fixtures with motion sensing LED fixtures.
- Install a dynamic public parking wayfinding system.
- Install an automatic underground irrigation system to serve two planter areas on south side of Middle Ramp.
- Create easily identified pedestrian zones to and through parking ramps using floor paint, curbs and bollards.
- Enhanced operations and maintenance of the parking ramps including power washing all ramps once per year, improved sanitation and quarterly cleaning of all glass.
- Add hospitality signs at the entrance and exit of parking ramps.
- Designate approximately 230 additional employee parking stalls and monitor employee parking demand.
- Work with Metro Transit to add bus route and schedule signs, benches and bus shelters, and possibly real-time bus arrival information.

The proposed improvements included as a part of this project are detailed in this report along with the estimated costs, a proposed financing plan, and a proposed schedule for the implementation of the project.

2. PROPOSED IMPROVEMENTS

The following is a summary of the proposed improvements included as a part of this project. Exhibits 3 through 6 in Appendix A further illustrate the proposed improvements.

A. Parking Expansion

With a goal of adding 140 to 200 new parking stalls within the district to better serve the needs of the community, the City of Edina has purchased the property at 3930 West 49 ½ Street, formerly the Edina Realty building. The city has investigated other possible expansion sites, including 3944 West 49 ½ Street (the Hooten Cleaners site) and the city's surface parking lot at Halifax and West 49 ½ Street (the Clancy Lot). At this time only the former Edina Realty building appears to be a candidate for parking expansion.

The preferred method for adding parking is to develop street level commercial space with new public parking provided above. In the future, the city may reach out to potential developers to formulate a redevelopment plan that is consistent with the vision of the 50th & France District and the goal to provide adequate public parking.

B. Customer Parking

No changes to customer parking. Customer parking will remain free.

C. Employee Parking

Designate approximately 230 additional permit parking stalls and continue to monitor employee parking demand. Designate the entire North Ramp, top two levels of the Middle Ramp, and the underground level of the South Ramp as employee permit parking. Leave all other parking as currently designated. The new employee permit areas should be designated as “5 HOUR AND PERMIT”, similar to the existing employee permit areas. Peak employee parking demand is estimated to be as great as 750 stalls, but only 430 permit parking spaces are currently provided. These figures are for businesses in the Edina portion of the district only. The peak employee parking demand in the Minneapolis portion of the district is estimated to be 180 stalls.

| 50th & FRANCE PARKING SUMMARY CITY OF EDINA PARKING | | |
|---|---|---|
| Ramp Name | Existing Parking | Proposed Parking |
| <i>South Ramp</i> | <i>415 Total Spaces</i> | <i>415 Total Spaces</i> |
| 3 rd Level | 114 – Five Hour and Permit | 114 – Five Hour and Permit |
| 2 nd Level | 90 – Two Hour 20 – Five Hour and Permit | 90 – Two Hour 20 – Five Hour and Permit |
| 1 st Level | 110 – Two Hour | 110 – Two Hour |
| Underground | 80 – Permit Only | 80 – Permit Only |
| <i>Middle Ramp</i> | <i>274 Total Spaces</i> | <i>274 Total Spaces</i> |
| 3 rd Level | 94 – Five Hour | 94 – Five Hour and Permit |
| 2 nd Level | 90 – Five Hour | 90 – Five Hour and Permit |
| 1 st Level | 90 – Two Hour | 90 – Two Hour |
| <i>North Ramp</i> | <i>262 Total Spaces</i> | <i>262 Total Spaces</i> |
| 3 rd Level | 72 – Five Hour and Permit | 72 – Five Hour and Permit |
| 2 nd Level | 72 – Five Hour and Permit | 72 – Five Hour and Permit |
| 1 st Level | 72 – Five Hour and Permit | 72 – Five Hour and Permit |
| Underground | 45 – Two Hour | 45 – Five Hour and Permit |
| <i>Clancy Lot</i> | <i>36 – One Hour (Some 15min)</i> | <i>36 – One Hour (Some 15min)</i> |
| <i>France Ave On-Street</i> | <i>20 – One Hour</i> | <i>20 – One Hour</i> |
| <i>Lunds Lot (Public)</i> | <i>15 – One Hour</i> | <i>15 – One Hour</i> |
| <i>Other Private Parking</i> | <i>305 – Varies</i> | <i>305 – Varies</i> |
| TOTALS | 305 – Private 71 – One Hour 335 – Two Hour 184 – Five Hour 350 – Five Hour and Permit 80 – Permit Only | 305 – Private 71 – One Hour 290 – Two Hour 0 – Five Hour 579 – Five Hour and Permit 80 – Permit Only |

It is recommended that the employee parking permit price be increased from \$60 per year to at least \$120 per year. Ideally the employee parking permit price would be established to incentivize alternative modes of transportation and to fund an escrow account for future periodic ramp preventative maintenance. There are approximately 1,000 employees in the Edina portion of the district. In 2013 the city issued approximately 620 parking permits. It is assumed that not all employees are obtaining parking permits.

Work with Metro Transit to understand opportunities to make transit use simpler, including adding bus route and schedule signs, benches and bus shelters, and possibly real-time bus arrival information.

D. Parking Ramp Lighting and Security

Increase brightness in the parking ramps by replacing existing lights with motion sensing LED fixtures. It is assumed that the existing conduit and wiring can be reused.

In general, the existing lights are installed in pairs in each bay of the parking ramps. New fixtures would be selected that improve the light distribution and brightness using a one for one replacement. In the lowest level of the South Ramp, more fluorescent light fixtures are located in the center and west bays than the other bays in the parking ramp. Therefore, few replacement LED fixtures would be required in these two bays than currently exist.

E. Parking Ramp Pedestrian Access

Provide easily identifiable pedestrian walkways to and through the parking ramps using floor paint, curbs and / or bollards. Primary locations for walkways are in the ground level of all three parking ramps, and especially along the north side of the South Ramp where the Lunds sidewalk enters the South Ramp and crosswalks in the South Ramp at the two stairwells.

Construct a new elevator and replacement stair core in the northeast corner of the South Ramp. The new stair/elevator core would replace the existing stair which is in fair to poor condition. The addition of the elevator will make the parking ramp easier to navigate for patrons with physical disabilities, stroller or heavy packages.

F. Parking Wayfinding

Install a dynamic public parking directional signage system throughout the district with real time parking availability. The system will consist of four decorative signs with electronic directional information, one for each of the four major approaches to the district. These decorative signs will display directional arrows next to each ramp names, to indicate the direction to turn to navigate to a ramp, or the word "FULL" indicating the driver should plan to navigate to an alternate parking ramp. Each parking ramp will have a ground mounted decorative sign with electronic message board, with a special message for patrons entering ramp. Eight decorative non-electronic parking wayfinding signs with ramp name and directional arrow will be installed. See Exhibit 3 in Appendix A for proposed sign layout.

The parking wayfinding system will have a central server that receives input from vehicle sensing traffic counters at the entrance and exit from each of the three parking ramps to determine the number of available parking stalls in each parking ramp. This information will be used to determine if any of the three ramps are nearing capacity. If any of the ramps are nearing capacity, the decorative electronic parking wayfinding signs that are located at each major roadway approach to the 50th & France District will indicate “FULL” for that ramp so that drivers can navigate to one of the other ramps that has parking availability. The system is not intended to help drivers once they are in the ramp, given the relatively simple circulation pattern and driver search methods for finding available stalls in each ramp.

During final design the parking ramps and surface lots should be given formal names for use in the wayfinding system. Public art or internal paint schemes should be considered to reinforce the parking and pedestrian wayfinding system.

G. Parking Ramp Aesthetics

Paint all interior surfaces of all ramps, exterior of the South Ramp, and trash enclosures. Proper surface cleaning is critical prior to paint application. Surface preparing will include power washing or an equivalent cleaning method. Paint colors in stairwell and elevator lobbies and the first 30 feet of vehicle entry areas should be selected to reinforce the parking ramp identity and parking level to aid in pedestrian wayfinding.

- Paint underside of concrete decks including beams and slabs
- Paint concrete columns
- Paint interior of stairwells including metal stairs, railings and walls
- Paint walls in parking ramps
- Paint deck drains

Power wash parking ramps, including stairwells, on an annual basis. In addition to helping the ramps look clean, power washing will remove salts and dirt from the surface of the parking decks which will help extend the useful life of the parking ramps.

Improve sanitation of the ramps by picking up trash in stairwells on a weekly basis.

Install additional hospitality signs in the parking ramps, to enhance and compliment the signs installed in 2013.

Screen all garbage areas with enclosure walls; two enclosure walls for the Middle Ramp, and one enclosure wall for the South Ramp. Enclosure walls will be prefabricated ABS plastic or steel panel systems with painted steel posts, gates, hardware, to look like louvers, brick or wood slats and can be a custom color. Add recycling and composting centers in the existing garbage areas, provided there is room and can be screened.

H. Streetscape

Replace approximately a third of the existing sidewalk paver areas, which have deteriorated and have a high priority need of replacement. See Exhibit 4 in Appendix A. Provide concrete under slab drainage for all areas where concrete pavers are replaced.

Replace approximately 15% of the existing street trees. Adjust the tree grates of most of the street trees by cutting the openings larger and reset them to reduce tripping hazards.

Replace all of the trees and all of the shrubs and perennials in the at-grade and raised planting beds, due to poor health or outgrowing the planting area. Provide new planting design that includes a combination of shrubs and perennial plantings, for increased seasonal color and interest.

Remove the existing cast-in-place concrete sidewalk and plantings along the north wall of the Middle Ramp, and install concrete pavers on a permeable concrete under slab. Because of limited space between the existing curb and north face of the Middle Ramp install trash receptacle and bollards, but no plantings.

Install an automatic underground irrigation system to the landscape areas south of the Middle Ramp. Directional bore under sidewalks and driveways to access irrigated areas with electric valve wires and water supply piping. It is assumed that the existing irrigation service point, controller and water supply are adequate to serve the expanded irrigated area.

I. Parking Ramp Repairs

The project will provide for the essential repairs and preventative maintenance to the three parking ramps. Limits of repairs will be based on field observations and conditions.

Structural repairs will be performed to address corrosion and deterioration that has occurred to the structure and restore the integrity of the structures. In addition to the concrete structure, other systems in the structures such as plumbing, (i.e. drains and drain piping) will be repaired. These repairs include the following:

- Caulk joint replacement
- Failed shear tab replacement (Middle Ramp only)
- Expansion joint replacement
- Concrete crack sealing
- Concrete repairs
- Drain and corroded piping replacements
- Railing repairs
- Deck sealer on concrete decks
- Traffic membrane on concrete deck
- Replace caulk joints in precast panels
- Painting of structural steel
- Replace guardrail

J. Maintenance

Ongoing maintenance will be important to maintain the investment in the parking ramps at 50th & France and also provide an inviting appearance for the customers. By performing timely repairs and maintenance of the ramps, the useful life of the structures should be realized or exceeded. With timely maintenance, the anticipated useful life of the Middle Ramp should be an additional 20 years, the South Ramp should be over 30 years (except possibly the joist system above the lowest level), and the North Ramp should be over 40 years. With the repairs being performed in 2014, a better assessment of the condition of the reinforcing steel in that portion of the structure can be made which will allow a more accurate assessment of the useful life of that portion of the structure to be made.

The following is a list of items and suggested frequency of activities:

Daily/Weekly

- Debris collection
- Sweeping of stairwells
- Washing windows in stair and elevator cores

Monthly

- Sweeping of decks

Annually

- Power washing of decks
- Inspection of decks/identification of restoration needs
- Re-lamp burned out lights*

* Frequency will depend on type of fixture. If existing fixtures are not replaced, it is recommended to relamp entire areas every two to three years and relamp outages on an annual basis. If LED fixtures are installed, replace lights on an as needed basis. LED lights should have a minimum life of ten years prior to needing replacement.

Periodically

- Repair deteriorated concrete (as needed)
- Seal cracks in concrete (as needed)
- Replace expansion joints (7 to 10 years)
- Replace caulk joints (7 to 10 years)
- Re-apply deck sealer (10 to 15 years)
- Re-apply traffic membrane (7 to 10 years)
- Repaint concrete surfaces (as needed)
- Repaint non-pedestrian steel railings (15 to 20 years)
- Repaint steel pedestrian railings (3 to 5 years)

Many of the more expensive maintenance activities occur infrequently, and need to be budgeted for to maintain a reserve fund to easily pay for these repairs. It is recommended that employee permit parking fees be increased so that \$100,000 can be kept in reserve each year for future periodic preventative maintenance.

3. CONSTRUCTION PHASING/STAGING

Significant concern has been expressed by area property owners and business owners regarding the impact that the proposed construction could have on the ability for businesses to remain open and successful while construction is underway. Based on these concerns, we have considered options to minimize business impacts during construction.

It is proposed that construction be performed while the roadways and parking ramps are open to traffic, generally taking no more than 50 parking stalls out of service at any one time during daytime hours. Some repair activities would benefit from taking a larger area out of service at a time, such as deck sealing the entire upper level of the South Ramp. As an option to performing this work in two or three phases, doing it in one phase would require the area to be closed for two days. In these cases, the options would be discussed with the business and property owners to develop a plan acceptable to them. Some short duration activities will require taking more than 50 parking stalls out of service at one time, during nighttime hours.

It is proposed that streetscape work be completed in segments to limit construction disruption at the business storefronts. Other construction activities not resulting in significant parking or storefront access disruptions would be ongoing throughout the duration of the project.

The project will include special signage for wayfinding during construction. Wayfinding during construction is complicated by drivers and pedestrians attention to construction activity. Special construction signage will be installed, and adjusted for each phase of construction, to draw special attention to access routes to parking ramps, businesses and other points of interest.

Construction will be coordinated with the annual Edina events, the Edina Art Fair and the holiday shopping season, from the last week in October through the end of December.

Successful construction staging and phasing will require frequent communication with the business owners and the customers in the 50th & France district to clearly communicate the upcoming work and directing them to available parking spaces.

4. PUBLIC INVOLVEMENT

The City of Edina directed Kimley-Horn to conduct meetings with property owners and business owners in the 50th & France District to present information about the project and to give stakeholders an opportunity to provide input on the project. A small group of property owners and business owners was selected to provide input on the project process and decisions. This Project Advisory Team met seven times during the project and was critical in developing the Guiding Principles, alternatives and financing plan. An Open House meeting was held on September 18, 2013 to raise awareness of the project and to kick-off the public involvement activities. Nine focus group meetings with business owners and property owners were conducted between October 14 and October 18, 2013. The focus group meetings introduced a parking improvement survey that was available for business owners and property

owners to take on-line. A summary of these meetings and parking improvement survey can be found in Appendix C. A customer parking survey was conducted between December 14 and December 19, 2013. The results of the customer survey can be found in Appendix C. Kimley-Horn also requested employee work schedule information from all businesses to determine the employee parking demand during the week.

Many attempts were made to contact all property owners and business owners in the 50th & France District. A Kimley-Horn representative visited each business in the district over a two-day period to make initial contact and distribute an invitation to focus group meetings. Kimley-Horn and the Association sent periodic email messages to all business owners to reinforce the need for public participation in the project development process, and asked for specific involvement in the surveys. Continued public involvement will be key during the final design process.

5. ALTERNATIVES ANALYSIS

Based on the Guiding Principles the following alternatives were developed by city staff and the Project Advisory Team. Through focus group meetings and an on-line survey, business owners and property owners ranked the alternatives. See Appendix C for the results of the business owner and property owner survey. The alternatives are grouped by category below and listed in order of business owner and property owner preference, from higher to lower preference. Alternatives in **bold** are recommended and part of the proposed improvements. All order of magnitude costs include indirect costs and a contingency. The alternatives below are taken from the Menu of Alternatives matrix found in Appendix C. The Menu of Alternatives, in Appendix C, includes information about the Project Advisory Team's preferences about which alternatives should be included in the preferred alternative.

A. Parking Ramp Expansion

A.1 Add parking on Edina Realty and Hooten Cleaner sites with commercial space at ground level. Does not include demolition or cleanup of sites. Order of magnitude cost estimate; \$12,000,000.

A.2 Add surface parking on Edina Realty and Hooten Cleaner sites with possible parking ramp construction in the future. Does not include demolition or cleanup of sites. Does not include future parking ramp costs. Assumes about 20 stalls on Hooten Cleaner site and 30 stalls on Edina Realty site. Order of magnitude cost estimate; \$350,000.

A.3 Add parking ramp on Edina Realty, Hooten Cleaner and Clancy Lot sites with commercial space at ground level. Does not include demolition or cleanup of sites. Order of magnitude cost estimate; \$16,000,000.

A.4 Add parking ramp on new sites without integrated commercial space on ground level. Does not include demolition or cleanup of sites; 3 level expansion on Hooten Cleaners and Edina Realty sites. Order of magnitude cost estimate; \$5,000,000.

Notes regarding the alternatives:

North Ramp Expansion Considerations

The expansion in each direction would allow for up to a three story expansion with the floor plates matching the elevations of the existing structure. Existing vehicle circulation within the ramps would be utilized to access the new floor plates. Pedestrian circulation for the west expansion of the existing ramp would utilize the existing stairs and elevator in the southwest corner. An additional stair would be required within the east expansion of the existing ramp to provide additional pedestrian exiting. Expansions would be constructed out of reinforced, post-tensioned concrete matching the existing ramp. Exterior materials would match the exterior of the existing North Ramp.

The North Ramp was originally constructed as a two level structure in 1991. A third level was added to the structure and also expanded to the west in the 1990's. Zoning requirements for the PCD-2 district allow height up to 48 feet or four stories through a height overlay district. However, expansion of the structure taller than three stories would likely require modifications to the foundations of the existing North Ramp. Setback requirements within the PCD-2 district require expansion to be set back twenty-five feet from the north property boundary that abuts a residential district unless a variance is attained. Expansion onto the former Edina Realty Building site matching parameters of the existing ramp was considered for this study and would require a variance. Expansion onto the Hooten Cleaners site matching the existing ramp parameters was considered for this study and would not require a variance.

Integrated Commercial / Parking Considerations

Considering the overall district, there is an expressed desire to consider the incorporation of commercial/retail space into the ground level of parking structure expansion. This mixed-use arrangement would provide additional commercial property frontage on 49 ½ Street and would minimize the impression of all parking along 49th ½ Street. The extent of commercial space considered in this study totaled 4,850 square feet on the Hooten Cleaners site and 7,500 square feet within the Edina Realty Building site. Creation of occupied spaces within the open air parking ramp requires waterproofing and insulation above the commercial space as well as fire separations, sprinklers and additional mechanical systems. In order to maximize new parking stalls, commercial space for this study was configured on the ground level only, underneath level two of the parking structures. This arrangement creates atypical commercial space requiring a sunken floor to achieve nine foot clear ceiling heights. When floors are sunk two to three feet below street level, ramps are required to create access for service and pedestrians. A more optimal configuration for retail spaces would require omitting level two in the parking structure expansion to allow clear ceiling heights approaching 15 feet.

Based on conversations with property owners in the 50th and France district, the commercial spaces, as described above, in parking ramps are not very desirable and could likely be leased in the \$15 to \$20 per square foot range. Assuming a 6 percent interest rate for the capital, the lease payments would not cover the financing cost for the commercial space.

Surface Parking Considerations

Another alternative considered is the construction of surface parking lots on either or both of the Edina Realty and Hooten Cleaners sites. This alternative would provide additional parking in the district and would provide time for the impact of parking management strategies and dynamic wayfinding to be evaluated.

Construction of the surface lots would also provide more parking spaces during construction activities to replace spaces lost due the construction work in the parking ramps.

B. Customer Parking

B.1 Free customer parking. No capital cost associated with this option.

B.2 Encourage turnover at prime customer spaces using posted time limits and / or meters. Assume meters for Edina on-street parking (40 stalls) and only signs in the ramps. Order of magnitude cost estimate; \$25,000.

B.3 Holiday season parking strategies; additional parking ambassadors and offsite employee parking. Add two ambassadors from Nov 1 through January 15 from 7:30am - 7:30pm; Offsite employee parking on weekdays only during shopping season; Employees use 125 US Bank stalls during weekends during holidays. Order of magnitude cost estimate; \$35,000 annually.

B.4 Add short term parking for customers or deliveries on south side of 49 1/2 Street. Add signs and pavement markings; Does not include street, sidewalk or curb work. Order of magnitude cost estimate; \$10,000.

B.5 Add short term parking on north side of 51st Street. Add signs and pavement markings; Does not include street, sidewalk or curb work. Order of magnitude cost estimate; \$10,000.

B.6 Valet parking. Four valet stations; Operates year round 10am - 10pm; Assume valet parking in ramps, except during holiday season. Order of magnitude cost estimate; \$250,000 annually.

B.7 Access control and paid parking in South and Middle Ramps with 2 or 3 hour free parking. Validation program for additional time at business expense. Employee parking controlled by prox card and gates. No "ticket spitters" or controls for customer parking. Order of magnitude cost estimate; \$50,000.

B.8 Add meters to on-street parking both in Edina and Minneapolis. Assume 40 on-street stalls in Edina and 40 on-street stalls in Minneapolis. Order of magnitude cost estimate; \$50,000.

Notes regarding the alternatives:

Paid Parking Considerations

Customer parking is essential to the 50th & France District, although there are small numbers of customers that travel by transit, walk, bike or take other modes of transportation that do not require a parking stall. Parking for customers is almost always available, even during the holiday shopping season, but not always in locations convenient to customers' ultimate destination. The primary cause for customer parking inconvenience is attributed to employees parking in customer parking areas.

To improve the customer parking experience, employee compliance with permit parking regulations is essential. The following two parking strategies would be very effective to help customers and employees find appropriate parking:

- Access control and paid parking in the parking ramps with 2-3 hour free parking. Validation program for longer customer parking durations at businesses expense (Alternative B7).
- Add parking meters to on-street parking on France Avenue (Alternative B8).

Through the public involvement process, see Section 4, the business owners and property owners insisted that customer parking needs to be free, and no systems should be installed that might indicate paid customer parking. Both of the alternatives listed ranked at the bottom of customer parking strategies. With a free parking approach, the requirement to enforce compliance with the parking regulations becomes very important.

If enforcement of parking regulations is not effective in keeping customer stalls open, it is recommended that on-street meters and parking ramp access control be implemented. These are parking management best practices for parking environments like 50th & France.

C. Employee Parking

C.1 Leave employee parking as is: Top two levels of North Ramp, bottom and top level of South Ramp. No cost if parking is left as is.

C.2 Require all employees to have a parking permit. No infrastructure cost, only enterprise cost.

C.3 Employee parking in North Ramp, top of Middle Ramp and bottom level of South Ramp. Add signs and pavement markings. Order of magnitude cost estimate; \$10,000.

C.4 Add lightweight roof over top level of parking ramps to add covered employee parking. Standing seam metal roof over entire ramp footprint. Does not include structural modifications to existing structures. Order of magnitude cost estimate; \$6,700,000.

C.5 Dedicated motorcycle and bicycle parking area in all ramps. Add signs and pavement markings. Order of magnitude cost estimate; \$15,000.

C.6 Install heated bus shelters along 50th & France with real-time “Next Bus In X Minutes” signage. Assumes four 4' x 10' shelters. Order of magnitude cost estimate; \$500,000.

C.7 Graduated employee parking rates: Free in North Ramp, moderate fee for Middle Ramp, largest fee for South Ramp. Assumes no additional cost.

C.8 Incentivize public transit use by free bus passes and optimizing bus routes with MTC.

C.9 Add bike lockers and shower room to encourage bike commuting. 10 pairs of lockers per ramp - shower facility is included as tenant build out in 2,000 SF north ramp new commercial space - 2 ADA showers, 2 ADA toilets, plus retail for coffee or other limited food. Order of magnitude cost estimate; \$700,000.

Notes regarding the alternatives:

Lightweight Roof Considerations

New lightweight or fabric roofs on top of the existing North, Middle and South Ramps as a method of increasing use of the top levels by Employees was evaluated for this report. Roof materials of coated vinyl similar to the well-known Metrodome roof but supported by a steel structural framework fall into this category. For an addition of this type, one must first consider the building code and impacts on the structure.

Existing ramps are cast in place or precast concrete design of Type I or Type II construction. It is assumed that new structural members within a roof system would need to be fire rated to comply with the building code. For steel members, this would likely mean spray or trowel applied fire proofing that is visible within the ramp. Another consideration is natural ventilation. Open area on the sides of the ramps would need to be maintained if a roof structure was added to provide natural ventilation for the upper level of the ramp. This open area would need to be evenly distributed on all sides of the ramps. Roof structure and enclosure would need to account for this open area where structure meets the existing sidewall/parapet of the ramp. However, it may be possible that roof structural elements may not require fire rating if the roof is below the 50,000 square-foot area-per-tier limit for Type II-B construction per IBC 2006 table 406.3.5 and natural ventilation is provided.

In addition to building code, the zoning code must be considered. All existing ramps are within or surrounded by a zoning district that allows building height up to forty-eight feet. Current ramps adjacent to residential districts do not reach the forty-eight foot height. With the addition of roof structures on top of the existing upper levels of all ramps, it is possible that allowable building height may be met or exceeded. It is possible that adjacent property owners within residential districts could object to the additional height. Lightweight roofs would likely use fabric that is light in color – perhaps white. This color is typically chosen to allow daylight through the fabric to

supplement artificial light and to limit heat gain. The light color of lightweight roof structures could be received negatively by adjacent neighbors during the day. Lightweight roofs constructed of light or white colored fabrics will also glow when lighted at night. This condition not addressed in the zoning code but one that may need consideration in the same manner as lighting trespass.

Beyond zoning, operations and maintenance of additions to the existing ramps warrants consideration. Material used for lightweight roofs of fabric or other membrane roofs will require a level of maintenance exceeding current ramp roof maintenance. Lightweight roofs will likely channel water to locations on the ramp not currently provided with storm drains and additional drains and plumbing may be required. A lightweight roof, while possibly translucent and capable of transmitting some daylight, will require additional artificial lighting on the upper level.

Another strategy considered to provide protected employee parking on the top levels of all ramps is an open framework supporting a photovoltaic (solar) energy system. This type of system would provide some sun shading and weather protection for vehicles but would not completely block rain or snow. The system would likely be delivered in a turnkey fashion by a company that builds and operates the system and then sells energy to the Owner.

Given the relatively small size of Edina Ramps, a solar energy system project delivered and maintained by a third party would have a higher than average initial cost. Costs for renewable energy systems can be offset by state or federal grants and utility company incentives or credits.

D. Parking Ramp Lighting and Security

D.1 Increase brightness of lighting. One for one replacement of fixtures with motion sensing LED. Order of magnitude cost estimate; \$650,000.

D.2 Add video surveillance in critical areas of all ramps. License plate readers and stairwell cameras. Order of magnitude cost estimate; \$300,000.

D.3 Install “panic” stations with direct communication to police department. Two emergency phones per level of ramp totaling 20. Order of magnitude cost estimate; \$50,000.

D.4 Add video surveillance in all areas of all ramps. Full camera coverage in all ramps including license plate readers. Order of magnitude cost estimate; \$750,000.

D.5 Hire a parking ambassador. Add ambassador from 7:30am - 7:30pm. Order of magnitude cost estimate; \$60,000 annual cost.

D.6 Add video cameras in smaller alleyways and sidewalks. Add cameras to street lights, parking ramps or other public structures; Assumes conduit and wires for power and data are installed as part of sidewalk reconstruction for landscape / streetscape projects; Surface restoration costs need to be accounted for elsewhere; Assumes 20 cameras. Order of magnitude cost estimate; \$300,000.

D.7 Increase foot patrols (police, ambassadors and / or night escorts). Add one part-time night escort for entire year. Order of magnitude cost estimate; \$50,000.

D.8 Replace functional lighting with decorative or indirect lighting. One for one replacement of fixtures except first level of South Ramp which would reduce the number of fixtures. Order of magnitude cost estimate; \$400,000.

Notes regarding the alternatives:

Lighting System Considerations

Two different light types are used in the parking ramps. The western two bays of the ground level of the South Ramp systems are fluorescent lights. The remainder of the lights in the South Ramp and all lights in the Middle Ramp and the North Ramp are metal halide lights.

To increase the level of lighting in the ramps, several different alternatives can be considered. A couple of these alternatives are:

- Add additional fixtures of the same type, i.e. metal halide or fluorescent lights
- Replace existing fixtures with a different that provides a higher level of light and a different light distribution to provide better light coverage

A lighting on demand system can also be installed to reduce energy usage. This type of system incorporates sensors for pedestrians and vehicles that turns on lights when a person or vehicle is approaching. After a period of time with no activity, the lights automatically turn off. One of the drawbacks to this system is that the parking ramps would appear dark or under-lit to a person entering the ramp or driving by. This could provide a sense of the ramp not being a safe place. If this system is used, some lights should be left on at all times to provide a minimum level of lighting.

Security System Considerations

Security features in parking ramps, in addition to good lighting and an open parking structure, can include security cameras, call for assistance buttons (panic buttons), license plate readers. Active measures, like security cameras, can be mounted throughout the parking ramps or just in more pedestrian heavy areas such as the stair wells and stair/elevator cores. The stair/elevator areas are critical areas where pedestrians want and need to feel safe. Most of the stairwells and elevator lobbies in the three parking ramps are fairly open and visible. Except for the southeast or center stair and the northwest stairs in the South Ramp, the stairs and elevators have adequate glass to provide visibility.

Security measures in these areas include having security cameras, call for assistance buttons and adequate lighting. Security cameras can provide live feeds to a security monitoring office or they can function as recording devices. Security cameras that are monitored require full time staff which significantly increases the operational cost. Security cameras used to record activities in the structures in case an incident is reported provides a means to investigate the incident.

Call for assistance buttons are connected to a security monitor office, which would likely be the Edina Police Department. When activated by a user, an officer would be dispatched to the location of the alert for assistance.

From an overall ramp security system, the additional security cameras can be installed to monitor more areas. Additionally, license plate readers can be installed at the entrance and exit points to record license plates on cars using the ramps. This would provide information on who was using the ramp in the event of a reported incident. In addition to this security purpose, the devices could be part of the system to collect data for monitoring employee parking and the dynamic wayfinding system.

E. Parking Ramp Pedestrian Access

E.1 Easily identified pedestrian zone to and through parking ramps using floor paint, curbs and bollards. Assumes four locations. Order of magnitude cost estimate; \$100,000.

E.2 New elevator / stair in Middle Ramp. Assumed on south side of ramp located at midpoint in east-west direction. Order of magnitude cost estimate; \$925,000.

E.3 New elevator / stair in South Ramp. Order of magnitude cost estimate; \$1,100,000.

E.4 Designate more accessible parking stalls on first level of all parking ramps. Additional signs and pavement markings. Order of magnitude cost estimate; \$10,000.

E.5 High visibility crosswalk/lighting at SE stair exit at South Ramp. Assumed 2 lighted signs and striping. Order of magnitude cost estimate; \$15,000.

E.6 Add speed bumps or tables near pedestrian routes. Assumes removal of concrete and buildup of speed bump. Order of magnitude cost estimate; \$75,000.

E.7 Reconstruct southeast stairwell in South Ramp to be compliant with current building code. Order of magnitude cost estimate; \$450,000.

E.8 Skyway to connect Middle and North ramp buildings. Assumes skywalk supported independent of existing structures. Unheated space. Order of magnitude cost estimate; \$1,350,000.

Notes regarding the alternatives:

Elevator Considerations

At the present time, only the North Ramp has an elevator to provide handicap accessibility. Considering the mix of customers in the 50th and France district, improving the handicap accessibility in the South Ramp and the Middle Ramp is desirable.

Based on the size of the ramps, the addition of one elevator in each of the South Ramp and the Middle Ramp will meet the accessibility requirements of the current

building code. However, the current building code doesn't require that elevators need to be retrofit into the existing ramps. Elevator cabs would be sized to accommodate a wheeled stretcher or gurney.

South Ramp New Elevator / Stair in Northeast Corner

In the South Ramp, the recommended location of the elevator is in the northeast corner of the ramp. Given the condition of the existing stair in this location, the existing stair would be removed and a new stair and elevator core would be constructed in this location. The stair and elevator tower would serve each level of the parking ramp and provide access to the pedestrian walkways to France Avenue and 50th Street. With the stair/elevator located in the area of the existing northeast stair, it would provide an accessible route to the stair/elevator for the center and west bays of the ramp. With the grade of the east bay being steeper than 5 percent, an accessible route would not be provided for this area. Therefore, the accessible parking stalls on Levels 2, 3 and 4 should be located close to the stair/elevator core but in the center bay of the parking ramp.

Primary enclosure for the new elevator stair would be with glass walls to provide daylight, passive security and wayfinding.

The recommended location is in close proximity to surrounding buildings and the new structure would abut buildings to the east and west in addition to the ramp itself, adding some complexity and cost to the construction process.

Middle Ramp New Elevator / Stair Considerations

In the Middle Ramp, the recommended location of a new stair and elevator core is on the south side of the ramp. The new stair and elevator tower would be located outside the existing ramp footprint within the existing plaza and planting area. This location is considered optimal due to its adjacency to pedestrian routes behind existing 50th Street businesses and a pedestrian access leading from the Middle Ramp to 50th Street and the mid-block pedestrian crosswalk.

The new stair and elevator tower would serve all levels of the ramp and provide an accessible route from all bays of the ramp when accessible stalls are located in the flat, cross-over portions of the floor plate.

The new stair and elevator tower design would have extensive areas of glass to provide daylight, passive security and wayfinding for ramp users. Masonry cladding compatible with the adjacent commercial building context would be used on opaque wall areas.

Although a new elevator and stair for the Middle Ramp is desired by the property owners and business owners, the city does not currently have funds to construct this improvement. The decision not to fund this improvement as a part of this feasibility report is based primarily on the fact that the Middle Ramp has the shortest remaining service life of all of the ramps, and the availability of an elevator in the adjacent North Ramp.

Existing South Ramp Stair Core in Southeast Corner

The southeast stair core does not provide any visibility into the ramp for users. Additionally, the stair treads are about two inches shallower than the current code requirements (9 inch tread depth instead of 11 inch tread depth). Some of the stair pans are in fair to poor condition and are in need of replacement or strengthening. This stair well could be reconstructed to meet the current building code requirements, address structural deficiencies in the stairs and also provide glass areas to improve the visibility of the stairwell. This would require the removal and reconstruction of the west wall of the stairwell. If this option is pursued, structural analysis of the stair core would be required.

F. Wayfinding System

F.1 Static public parking directional signage throughout the district. Twelve (12) decorative non-electronic parking wayfinding signs with ramp name and directional arrow. Order of magnitude cost estimate; \$25,000.

F.2 Static pedestrian directional signing to businesses and public ramps. Twenty-four (24) decorative non-electronic pedestrian wayfinding signs with "pedestrian street," "pedestrian plaza" and ramp names and directional arrows. Order of magnitude cost estimate; \$50,000.

F.3 Dynamic public parking directional signage throughout the district with real time parking availability. Four decorative electronic parking wayfinding signs with real-time parking availability, one for each major approach roadway; three decorative signs, one at each ramp, with special message for patrons entering ramp; eight decorative non-electronic parking wayfinding signs with ramp name and directional arrow. Order of magnitude cost estimate; \$350,000.

F.4 Electronic pedestrian directional signing to businesses and public ramps. Eight decorative electronic interactive pedestrian wayfinding kiosks; 16 non-electronic pedestrian wayfinding signs with "pedestrian street," "pedestrian plaza" and ramp names and directional arrows. Order of magnitude cost estimate; \$200,000.

F.5 Create public parking and pedestrian navigation smartphone app. Full service e-commerce parking website to purchase permits, get real-time parking availability, pay fines, etc...; Smartphone app with turn-by-turn directions to parking ramp; Smartphone app to mark parking location to aid pedestrian wayfinding back to vehicle. Order of magnitude cost estimate; \$250,000.

F.6 District ambassadors direct drivers to available parking. No additional cost; Ambassador costs covered under other line items.

Notes regarding the alternatives:

District Ambassador Considerations

The 50th & France Association has considered hiring a district ambassador to increase employee parking compliance. A district ambassador would be a personable,

energetic person focused on the customer experience. Duties would include parking enforcement, providing directions to shops, identifying operations and maintenance needs, and promoting a safe and enjoyable customer experience. The Association met with two companies that provide district ambassador services to understand how to implement an ambassador program. It is not clear at this time whether an ambassador program will be implemented. In the meantime, the city will continue to have one full-time public works staff member assigned to the 50th & France district to address day-to-day maintenance issues and will add a community service officer to provide parking enforcement.

Parking Wayfinding Technology

There are many technology options for how a parking wayfinding system is implemented. There are a variety of solutions for how to count vehicles in the ramps and how to communicate parking availability information to users. There are systems that have real-time vehicle detectors in each parking stall, with an associated overhead light indicating an available space; green for available, red for occupied. This type of wayfinding system is most beneficial for very large parking ramps that have hundreds of stalls and multiple circulation routes per level. These higher end systems are also best suited for installation with new construction. The one-way vehicle circulation pattern in each of the 50th & France parking ramps forces drivers to pass every stall on each parking ramp level, making real-time presence detectors less beneficial. Given the relatively large installation cost for real-time presence detectors, and the fact that the wayfinding system is being retrofit into the existing parking ramps, it is proposed that parking ramp capacity / availability information be computed from a simple counter at the entrance and exit points to the ramps.

G. Parking Ramp Aesthetics

G.1 Paint all interior and exterior surfaces of all ramps and trash enclosures. Paint exterior on the south and east sides of the South Ramp as needed. Includes surface preparation of power washing or an equivalent method prior painting. Excludes exterior of middle and north ramps. Order of magnitude cost estimate; \$1,375,000.

G.2 Unify public parking with colors, signs, door colors, and elevator lobbies. Wall painting (images, words and / or color) unique to each parking ramp and parking level. Order of magnitude cost estimate; \$50,000.

G.3 Power washing on an annual basis. Annual cost. Includes stair wells and ramps. Basic power washing like done in 2013. Order of magnitude cost estimate; \$30,000 annual cost.

G.4 Improve sanitation. Weekly cleaning of stairwells. City currently spending \$26,000 per year. Order of magnitude cost estimate; \$10,000 additional annual cost.

G.5 Entry and exit hospitality signs. Expansion of signs in 2013. Order of magnitude cost estimate; \$25,000.

G.6 Screen all garbage areas, implement recycling centers three total enclosure walls - (2) at Middle Ramp, (1) at South Ramp - prefabricated ABS plastic or steel panel system with painted steel posts, gates, hardware - panels are patterned to look like louvers, brick or wood slats and can be custom color. Order of magnitude cost estimate; \$60,000.

G.7 Add public art, murals, plants. Public art, murals and plants within the parking structure, in addition to "unifying" colors, signs, etc... above. Order of magnitude cost estimate; \$50,000.

G.8 Unify public parking aesthetic with exterior skins. Metal mesh or metal panel skin with supporting structure covering exposed elevations of South, Middle and North Ramps with painted steel panel with (8) 4'x6' display cases integral with skin on each ramp. Add \$900,000 for stainless steel with (8) 65" LCD panels in outdoor cases on each ramp. Order of magnitude cost estimate; \$600,000.

G.9 Information items / advertising. Make exterior pedestrian facing ground level of parking ramps feel like storefronts by adding display cases for businesses to advertise - this number also included in low and high values for skin improvements. Order of magnitude cost estimate; \$75,000.

Notes regarding the alternatives:

Ramp Painting Considerations

Painting of interior surfaces has been proposed as method for improving aesthetics of existing structures. Painting can improve light levels if light colors are used, which can improve contrast for security cameras. Colors and patterns can also be utilized for way finding and branding.

In order to repaint exterior surfaces at the South Ramp, surfaces would be cleaned and all loose material removed. Accomplishing this work while the ramp is occupied would require temporary enclosure of work areas or other methods of protecting adjacent surfaces and property from paint. This protection may temporarily impact stalls available within the ramp.

Garbage Screening Considerations

Existing waste collection areas within the district are located inside and outside the Middle Ramp and adjacent to the South Ramp. In many cases, dumpsters and other trash containers are exposed to view adjacent to major pedestrian circulation routes and business entries. It is a routine occurrence for some debris and an occasional oil spill to be on the ground in the waste area. This condition negatively affects perceptions of the district and also poses a liability as potential slip hazards. Renovation of existing screening as well as the addition of new screening and enclosures is proposed to create a consistent appearance throughout the district and improve waste management.

Enclosures created from modular, prefabricated wall, gate and post components made from low maintenance, durable materials are recommended at three locations. Screen

walls can be constructed from multiple types of plastic composite in a variety of patterns compatible with the district aesthetics. Within the ground level of the Middle Ramp, a three sided enclosure with multiple gates would be constructed on the existing floor slab. On the east side of the Middle Ramp, the existing southeast waste area would be expanded to screen the existing room and provide space for additional containers and recycling. On the northeast corner of the South Ramp, existing waste containers, compactors and utility boxes would be screened with an enclosure along the existing service drive. An additional enclosure location could be considered by business owners at the southeast corner of the South Ramp based on comments indicating a waste problem in that area.

These areas could be impacted by a pilot program of separating compostable materials from other waste. This program is anticipated to be implemented in 2014.

H. Streetscape

H.1 Replace dead / dying trees. 15 trees @ \$500 and fix all tree grates. Order of magnitude cost estimate; \$25,000.

H.2 Replace broken pavers. 30,000 SF (40% of total paver area) paver installation plus thru-drainage tubes and pea-rock in under slabs. Order of magnitude cost estimate; \$500,000.

H.3 Add sidewalk to south side of 49 1/2 Street. 200 LF x 8 FT: 1600 SF of concrete pavers to match existing. Order of magnitude cost estimate; \$50,000.

H.4 Beautify entrance to South Ramp with landscaping pots or seating plaza. 500 SF integrally colored, textured concrete plaza with 3 benches and tables, trash receptacles, bicycle loops, screen walls and overstory trees, Order of magnitude cost estimate; \$80,000.

H.5 Reconsider use of concrete pavers and replace with product with greater longevity and lower maintenance cost. Integrally colored, textured concrete as replacement for all pavers. Order of magnitude cost estimate; \$1,500,000.

H.6 Add growing vegetation with colorful flower walls on South Ramp southern exposure. Approximately 6400 SF. of Green Screen mounted to face of ramp, ivy planting. Order of magnitude cost estimate; \$250,000.

H.7 Add outdoor music in select plazas and “quiet” alleys. Cost estimate based on May 2009 estimate. Assumes directional boring cost share with irrigation work. Order of magnitude cost estimate; \$120,000.

H.8 Convert loading alley between Spalon Montage and Middle Ramp to a decorative plaza that accommodates larger vehicles. Open paver plaza with landscaped edges and decorative lighting. Order of magnitude cost estimate; \$300,000.

H.9 Create pedestrian plaza near West 51st Street entrance to South Ramp. 500 SF integrally colored, textured concrete plaza with three benches and tables, trash

receptacles, bicycle loops, screen walls and overstory trees. Order of magnitude cost estimate; \$80,000.

H.10 Add small fountain with seating area near Clancy Lot. Order of magnitude cost estimate; \$80,000.

H.11 Add planted median, where possible, along West 49th ½ Street. Assumes 12 foot wide raised median and 400 linear feet of street reconstruction, planter soil, trees and perennials. Order of magnitude cost estimate; \$375,000.

H.12 Traffic calming at intersection of West 51st Street and Halifax Avenue. Assumes 100 linear feet of curb extensions on each side of West 51st Street at Halifax Avenue. No change to existing crosswalk sign and lights. Order of magnitude cost estimate; \$100,000.

Note that alternatives H.13 and H.14 were added after the business owner and property owner survey was completed. Although alternatives H.13 and H.14 are at the end of the list of alternatives, it does not mean they are the lowest ranking alternatives.

H.13 Automatic irrigation system. Order of magnitude cost estimate; \$175,000.

H.14 Repair planter beds. Order of magnitude cost estimate; \$50,000.

Notes regarding the alternatives:

Previous Landscape Feasibility Report

The City of Edina initiated a 50th & France District Streetscape Improvements Feasibility Study. Through a process that involved the district's business and property owner group representatives and city staff members, a draft report was prepared and issued on April 11, 2012. This report identified issues, proposed improvements, costs and phasing for the district's streetscape and pedestrian facilities, with improvements to include; concrete paver repairs, street tree replacements, other landscape plantings, irrigation system, audio systems, and seasonal lighting. The April 11, 2012 50th & France District Streetscape Improvements Feasibility Study has been provided for reference in Appendix C.

This Parking and Wayfinding Improvements Feasibility Study includes many of the same elements included within the previous study. However, based on recent input from the business and property owner group representatives and city staff, some of the improvement elements and priorities established have been modified. Also, based on a combination of on-going replacement efforts and deterioration of some of these elements, the streetscape recommendations for replacements and repair have been updated in this study. It should be noted that one project has been initiated and completed as a part of the 2012 report. This included the replacement of trees and perennials, and the installation of an irrigation system within the raised planters along West 50th Street. This work was completed in 2012.

Existing Conditions

Many of the district's streetscape and pedestrian access improvements were either reconstructed or newly installed in 1990. These elements include street and pedestrian lighting, bollards and bollard lighting, specialty entrance monuments and wayfinding signage, raised planters, movable planters, a fountain, raised planters with trees and shrubs, at-grade foundation plantings of trees and shrubs, street trees planted in pits with tree grates, benches, trash receptacles, bicycle racks, newspaper corrals, concrete paver sidewalks, decorative handrails and fencing systems.

A majority of these improvements can generally be described as being in good condition. As addressed within this report, the following items fall under the category of needing repair or replacement:

1. Concrete Paver Sidewalks: Approximately one third of the total sidewalk area is in need of replacement as soon as possible for both safety and general appearance reasons. Pavers in these areas are in varying stages of failure, but in general present an unsafe surface for pedestrians. The failure is most likely attributed to an underlying drainage issue. The existing pavement section includes concrete pavers on 1" of leveling sand and a 6"+/- concrete under slab. There are no drains or means to remove water that accumulates on top of this concrete under slab. Therefore, deicing salt in combination with standing water has resulted in paver decomposition, from the bottom of the paver up. Over the past few years, city staff has either replaced pavers or patched the voids with asphalt at the removed pavers.
2. Street Trees: For the purposes of this report, street trees are identified as trees located within the street boulevard or within the pedestrian alleys, and planted in pits with tree grates. These trees are watered primarily by rainfall, but sometimes watered manually by city staff during drought conditions. The district does not have an automatic irrigation system for these trees or any other plantings within the public rights of way. There are approximately 80 street trees within the project. A majority of the trees are in reasonable condition, but approximately 15 to 20% require replacement due to damage from vehicles and vandalism, disease, sun scald, insects, lack of moisture and air, and a combination of all of these factors. Some street trees have reached the capacity of their tree grates ring openings, others have split trunks or large areas of bark removed, deformed, in general decline, or damaged in some way. Other trees are growing irregular and leaning towards buildings.
3. Other Landscaping: Other plantings exist within the district beyond street trees, and for this report are identified as those in raised planters or at-grade (building foundation) planting beds. The plants in these areas, like street trees, are only watered by rainfall and the occasional manual watering by city staff. Many of the trees in these planting areas are in reasonable condition. However, approximately a quarter require replacement because they have either outgrown their location and usefulness in their location, are leaning toward a building or pedestrian area, or have damage in some way. A majority of the ground plane plantings are shrubs, with some perennial plantings. While most are in reasonable condition, they have either outgrown their location or been damaged, in decline, and therefore need replacement. It is estimated that all shrubs and perennials will require replacement.

Audio System Considerations

To provide for a future audio system, wires could be included within the same directionally-bored conduits installed for the irrigation system. No speakers or electronic equipment would need to be installed with this project. This work is not included in the proposed improvements.

South Ramp Public Plaza Considerations

An approximate 500 SF public open space for district visitors and employees was contemplated within an existing open landscape area south of South Ramp. Possible plaza elements include concrete pavers on a permeable concrete under slab, benches, trash receptacle, screen wall, decorative planters and overstory trees. This work is not included in the proposed improvements.

I. Parking Ramp Repairs

I.1 Make necessary improvements to structural and functional elements of the parking ramps. Concrete repairs, joints, drain replacement, etc. Order of magnitude cost estimate; \$650,000.

I.2 Make preventative maintenance repairs to prolong service life of parking ramps. Traffic membrane, deck sealer, etc. Order of magnitude cost estimate; \$650,000.

I.3 Make necessary repairs to aesthetic elements of parking ramps. Order of magnitude cost estimate; \$20,000.

6. ESTIMATED COST

The estimated costs for the 50th & France Parking and Wayfinding Project are detailed below. The estimated project costs include a 20 percent construction cost contingency and a 30 percent allowance for indirect costs such as engineering, administrative, and legal items as well as capitalized interest. Items in italics would be assessed under Chapter 429.

| <u>Proposed Capital Improvements</u> | <u>Estimated Cost</u> |
|---|-----------------------|
| D.1 Increase Brightness of Lighting | \$ 650,000 |
| E.1 Parking Ramp Pedestrian Access | \$ 100,000 |
| E.3 New Elevator and Stair in South Ramp | \$ 1,100,000 |
| F.3 Dynamic Public Parking Wayfinding System | \$ 350,000 |
| <i>G.1 Paint All Ramp Interior and South Ramp Exterior Surfaces</i> | <i>\$ 1,375,000</i> |
| <i>G.6 Screen All Garbage Areas</i> | <i>\$ 60,000</i> |
| <i>H.1 Replace Dead / Dying Trees</i> | <i>\$ 25,000</i> |
| <i>H.2 Replace Broken Pavers</i> | <i>\$ 500,000</i> |
| H.13 Automatic Irrigation System | \$ 175,000 |
| <i>H.14 Repair Planter Beds</i> | <i>\$ 50,000</i> |
| <i>I.1 Essential Ramp Repairs</i> | <i>\$ 650,000</i> |
| <i>I.2 Preventative Ramp Maintenance</i> | <i>\$ 650,000</i> |
| Total Capital Cost | \$ 5,685,000 |

| <u>Proposed Additional Annual Maintenance Improvements</u> | <u>Estimated Cost</u> |
|---|-----------------------|
| <i>B.3 Holiday Season Parking Strategies</i> | \$ 35,000 |
| <i>E.3 New Elevator and Stair in South Ramp Maintenance</i> | \$ 10,000 |
| <i>F.3 Dynamic Public Parking Wayfinding System Maintenance</i> | \$ 10,000 |
| <i>G.3 Power Washing on Annual Basis</i> | \$ 30,000 |
| <i>G.4 Improve Sanitation</i> | \$ 10,000 |
| <i>H.13 Automatic Irrigation System Maintenance</i> | \$ 5,000 |
| <i>I.2 Escrow for Future Periodic Preventative Maintenance</i> | \$ 100,000 |
| Total Additional Annual Maintenance Cost | \$ 200,000 |

7. METHOD OF FINANCING

The estimated costs for the 50th & France Parking and Wayfinding Project proposed to be financed through a combination of assessments, parking permit revenues, and other city funds. The following is a summary of the estimated funding amounts from each of the proposed financing sources:

| <u>Capital Cost Financing Source</u> | <u>Amount</u> |
|--------------------------------------|---------------------|
| Assessments | \$ 3,310,000 |
| Other City Funds | \$ 2,375,000 |
| Total | \$ 5,685,000 |

| <u>Additional Annual Maintenance Cost Financing Source</u> | <u>Amount</u> |
|--|-------------------|
| Assessments | \$ 100,000 |
| Parking Permit Revenues | \$ 100,000 |
| Total | \$ 200,000 |

Annual operations and maintenance costs have been in the range of \$250,000 per year for the past few years. The Additional Annual Maintenance Cost of \$200,000 is in addition to the historic average cost. Parking permit revenues are the best funding source for future periodic preventative maintenance, not annual operations and maintenance which are assessed, since periodic preventative maintenance can be a significant spike in the annual assessed maintenance costs.

Rebates for installing energy efficient light may be available from Xcel Energy to offset a portion of the cost of the lights. The amount of rebates offered by Xcel vary from time to time and would be determined at the time of design and construction.

The property owners' share of the capital and maintenance costs will be funded by assessments in accordance with Minnesota Statutes Chapter 429. A preliminary assessment roll is attached in Appendix E.

8. PROJECT SCHEDULE

If the City Council chooses to accept this report and proceed with the improvements, we recommend that the following project schedule be followed:

| | |
|---|-----------------------|
| City Council Receive Feasibility Report, Call for Public Hearing, and Authorize Preparation of Final Plans and Specifications | January 21, 2014 |
| Public Hearing, City Council Orders Project , Approves Plans and Specifications and Authorizes Ad for Bids | February 18, 2014 |
| Bid Opening | May 22, 2014 |
| Assessment Hearing / Award Contract | June 3, 2014 |
| <i>Edina Art Fair</i> | <i>June 6-8, 2014</i> |
| Start 2014 Construction | June 16, 2014 |
| Interim Construction Completion | October 2014 |
| <i>2014 Holiday Shopping Season</i> | <i>Nov-Dec, 2014</i> |
| Start 2015 Construction | March 2015 |
| <i>Edina Art Fair</i> | <i>June 2015</i> |
| Construction Complete | October 2015 |

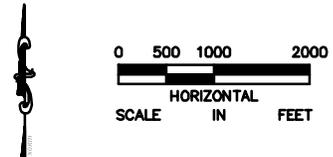
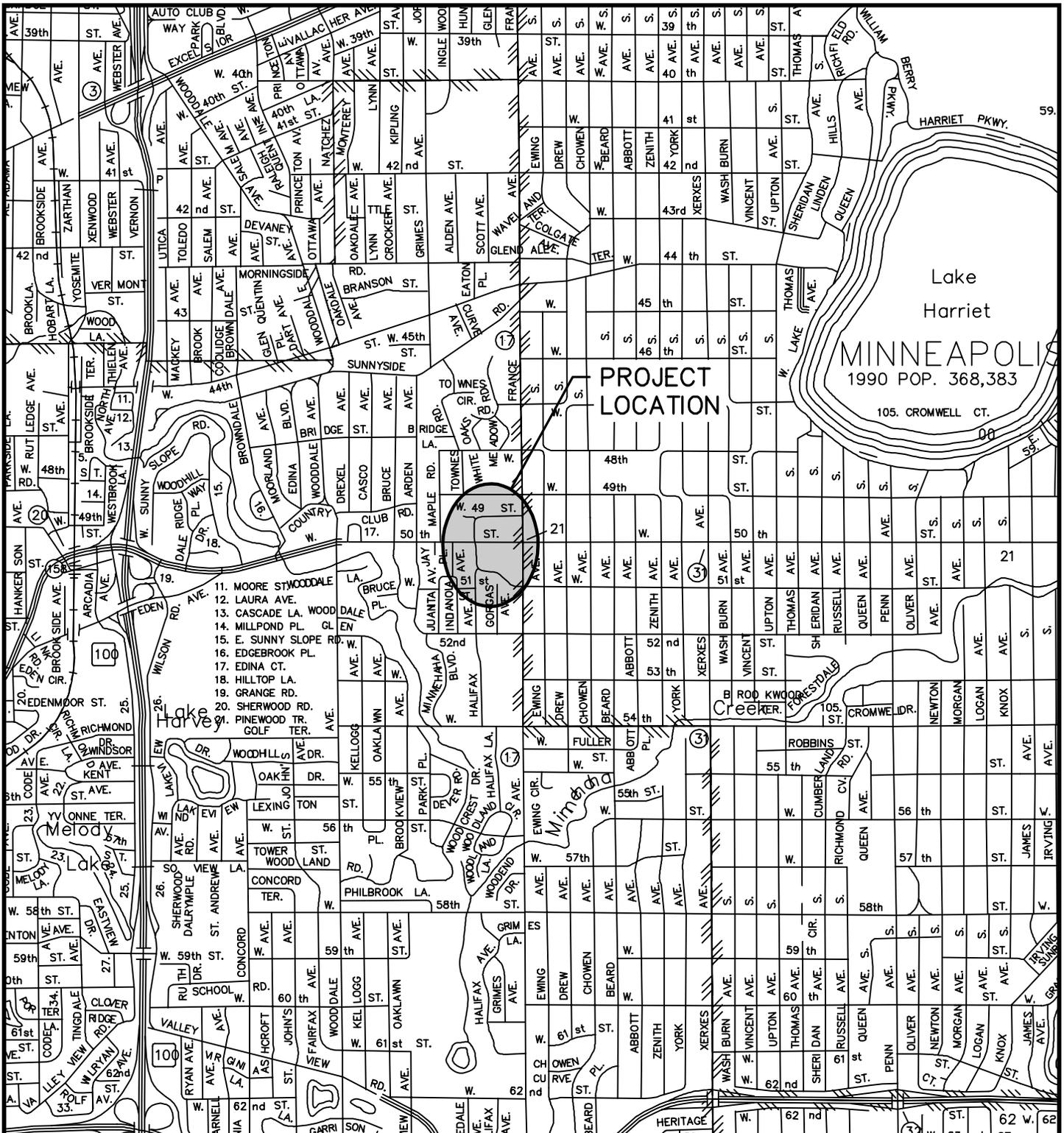
The focus of construction in 2014 would be the dynamic wayfinding system, lighting upgrade, pedestrian access improvements, streetscape improvements, parking structure repairs and preventative maintenance. In order to mitigate impacts to businesses during construction, construction of the new stair and elevator core for the South Ramp and interior and exterior ramp painting is assumed to occur in 2015. The resulting project construction schedule will be longer than if all work is completed concurrently.

9. SUMMARY AND RECOMMENDATIONS

Based upon the analysis completed as a part of this feasibility report, the 50th & France Parking and Wayfinding Improvements are feasible, necessary, and cost effective. We recommend the following:

- A. The Edina City Council accept this feasibility study and report on January 21, 2014.
- B. After receiving the appropriate staff reports, the Council must decide whether to proceed with the project and on the final scope of the proposed improvements.
- C. If a decision is made to proceed with the project, the Council must authorize the preparation of final plans and specifications for the improvements.

APPENDIX A - EXHIBITS



**Kimley-Horn
and Associates, Inc.**

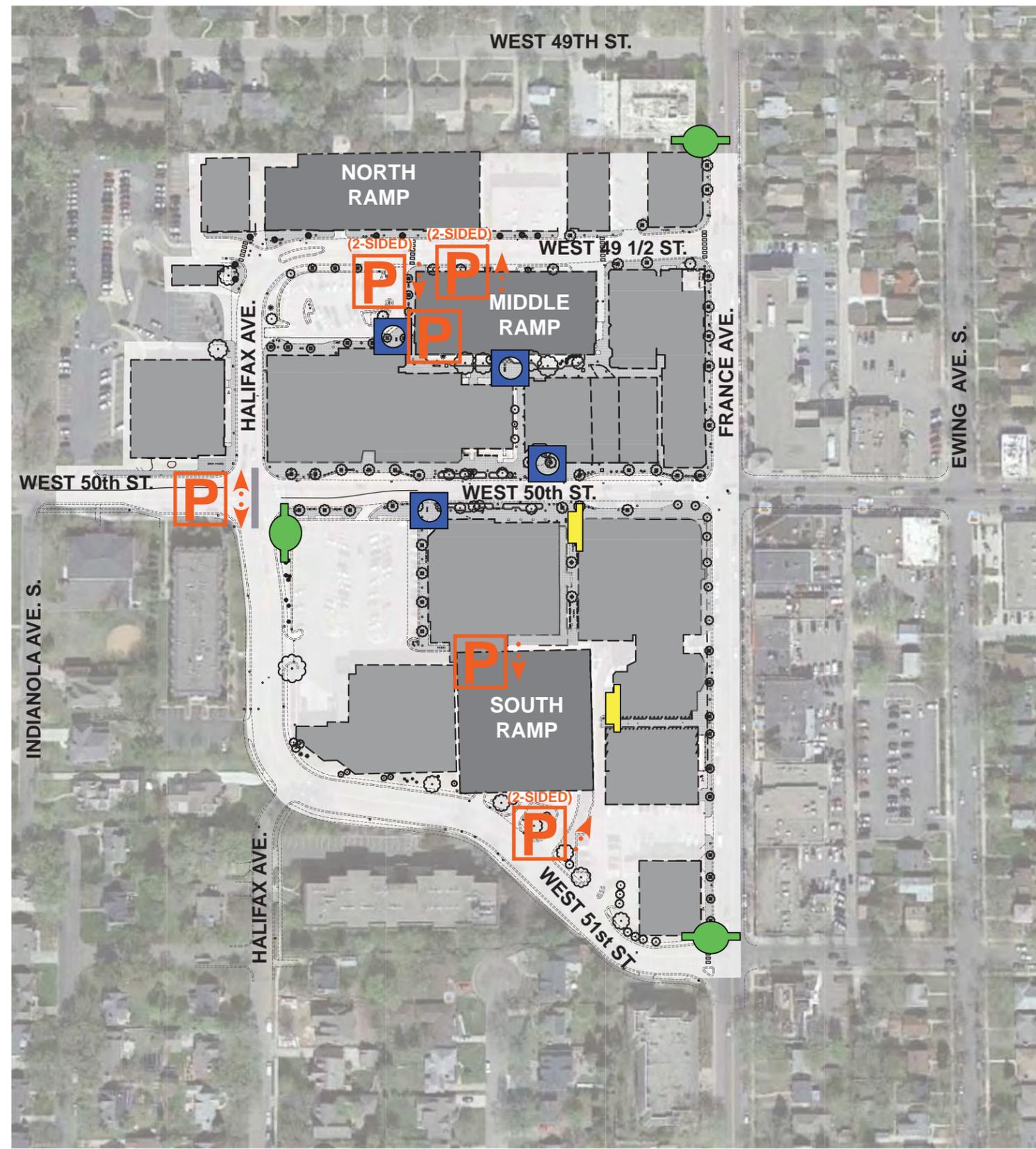
2550 UNIVERSITY AVE. WEST, SUITE 2308
ST. PAUL, MINNESOTA 55114

TEL NO. (651) 645-4197
FAX NO. (651) 645-5116

**50th
& FRANCE**
EDINA



LOCATION MAP
50TH & FRANCE DISTRICT
PARKING AND WAYFINDING STUDY
EXHIBIT 1



INVENTORY OF EXISTING SIGNS



P → PARKING - DIRECTIONAL



P PARKING - IDENTITY



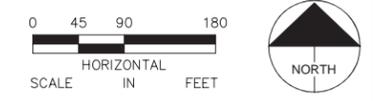
□ PEDESTRIAN - KIOSK



▭ PEDESTRIAN - WALL MOUNT



○ DISTRICT MARKER (WITH NO REFERENCE TO PARKING)



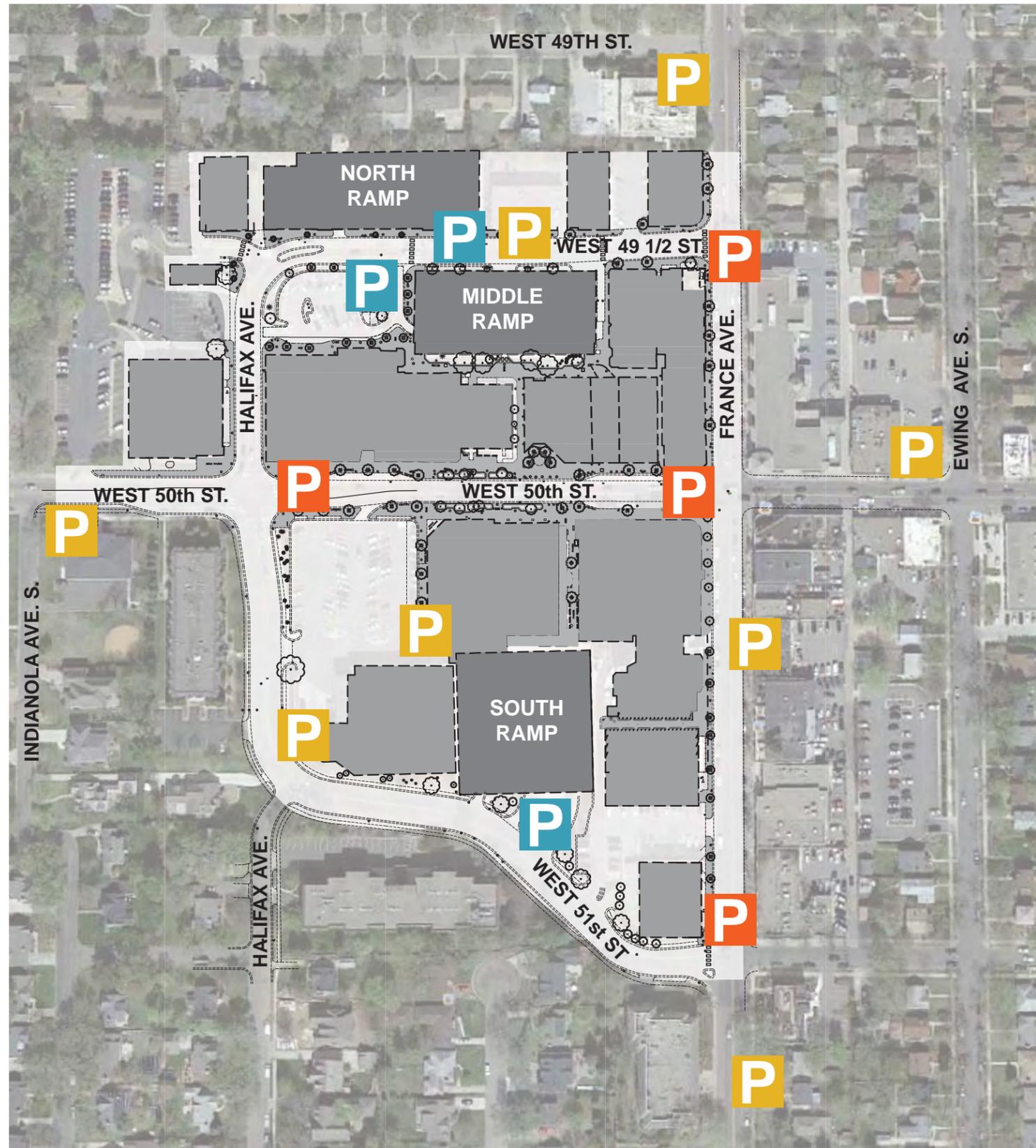
Kimley-Horn and Associates, Inc.

50th & FRANCE EDINA



EXISTING PUBLIC PARKING PLAN
50TH & FRANCE DISTRICT
PARKING AND WAYFINDING STUDY
EXHIBIT 2

01/03/14



PROPOSED PARKING SIGNS

-  DYNAMIC PUBLIC PARKING DIRECTIONAL SIGN (QTY - 4)
WITH REAL-TIME PARKING AVAILABILITY
-  DYNAMIC PUBLIC PARKING RAMP ENTRY SIGN (QTY - 3)
WITH SPECIAL MESSAGE FOR PATRONS ENTERING RAMP
-  STATIC PUBLIC PARKING WAYFINDING SIGN (QTY - 8)
WITH RAMP NAME AND DIRECTIONAL ARROW



Kimley-Horn
and Associates, Inc.

50th
& FRANCE
EDINA



PROPOSED PUBLIC PARKING SIGNS
50TH & FRANCE DISTRICT
PARKING AND WAYFINDING STUDY
EXHIBIT 3

01/03/14



RECENT PLANTER IMPROVEMENTS



PLANTING BEDS DECLINING / OUTGROWN



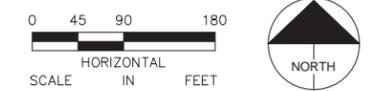
DETERIORATING CONCRETE PAVERS

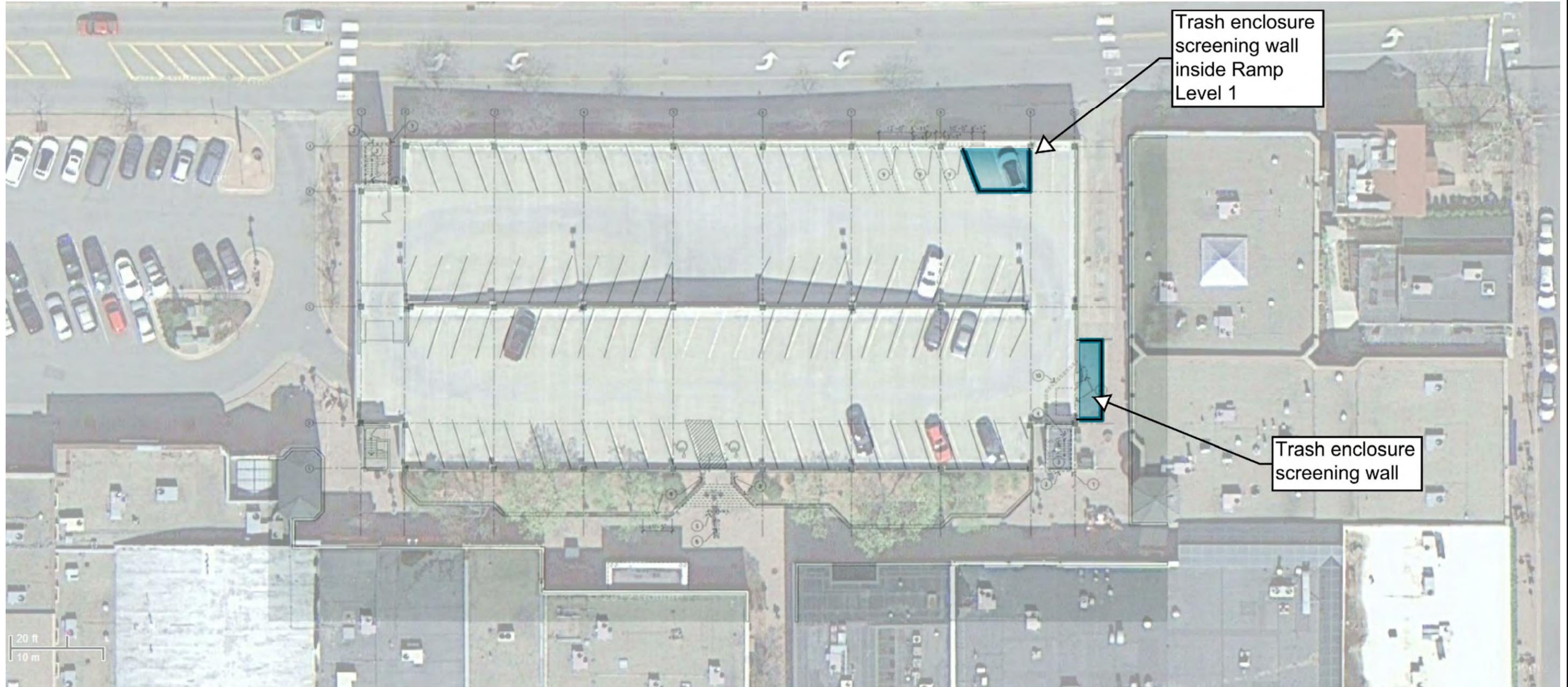


DAMAGED / DECLINING STREET TREES

LEGEND

- EXISTING CONCRETE PAVERS IN FAIR TO GOOD CONDITION APPROX. 14,000 SF
- EXISTING CONCRETE PAVER SIDEWALK AREA W/ LOW TO MODERATE PRIORITY REPLACEMENT APPROX. 36,500 SF
- EXISTING CONCRETE PAVER SIDEWALK AREA W/ HIGH PRIORITY REPLACEMENT APPROX. 23,300 SF
- PEDESTRIAN AREAS WITH IMMEDIATE SAFETY AND/OR ACCESSIBILITY ISSUES (AREA INCLUDED IN SF OF HIGH PRIORITY REPLACEMENT)
- PUBLIC PLAZA SPACE APPROX. +/- 500 SF
- PLANTING BED (INCLUDES 100% OF SHRUBS & PERENNIALS REPLACED AND 25% OF TREES REPLACED)
- TREE IN TREE GRATE (INCLUDES A TOTAL OF 15 TREES REPLACED & ADJUSTING ALL TREE GRATES)
- LIMITS OF PROPOSED IRRIGATION SYSTEM (INCLUDES WIRES IN SHARED CONDUIT PROVIDED FOR FUTURE AUDIO SYSTEM)

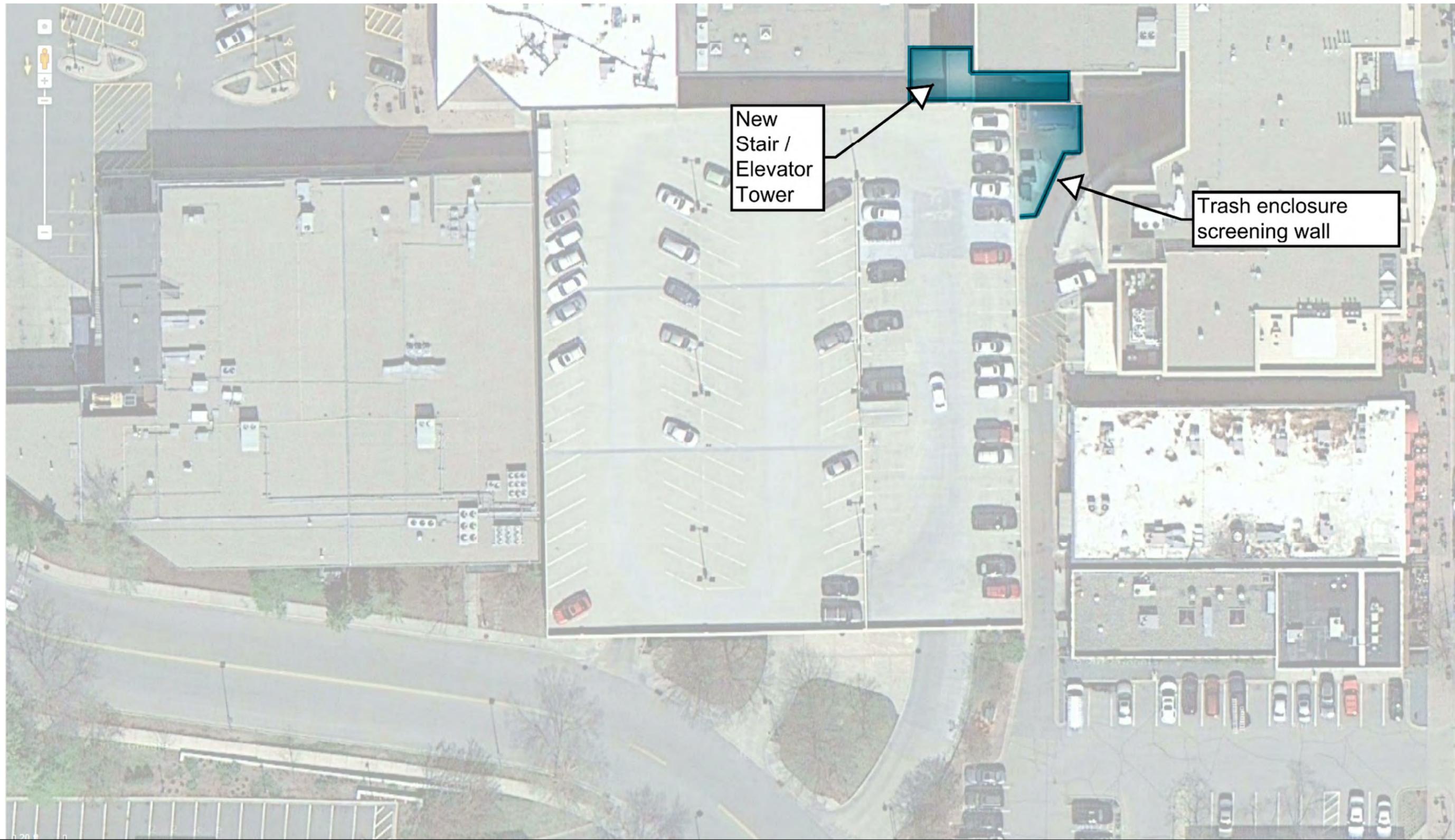




Trash enclosure screening wall inside Ramp Level 1

Trash enclosure screening wall

20 ft
10 m

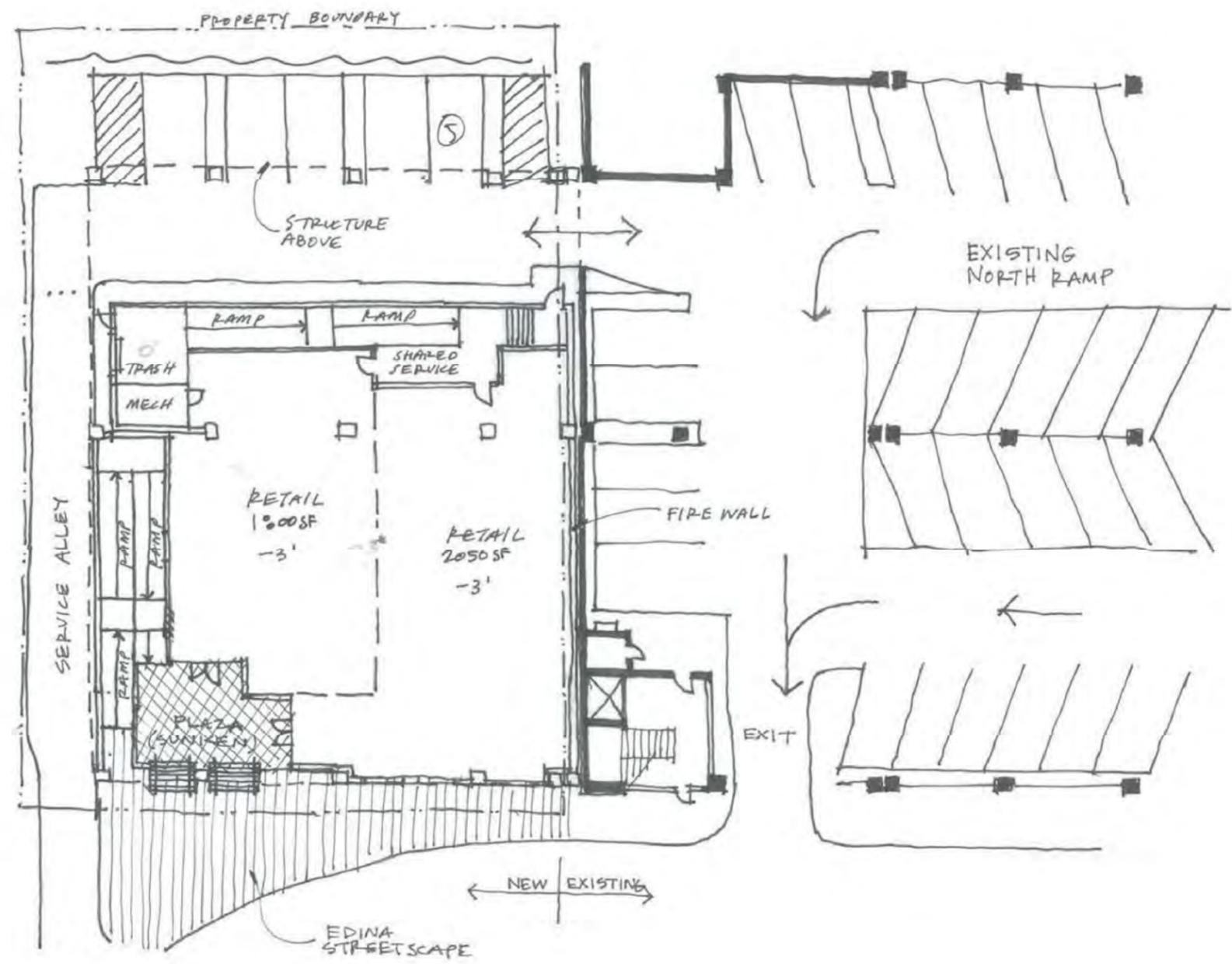


New Stair / Elevator Tower

Trash enclosure screening wall

- +/- 4850 SF RETAIL SHELL
- FLOOR -3' BELOW GRADE
- SERVICE ALLEY AT WEST
- 5 STALLS AT NORTH
- EXTERIOR ADA RAMP UNDER COVER OF STRUCTURE ABOVE
- WINDOWS TO SOUTH AND WEST

CONCEPT B
 2-LEVEL PARKING ADDITION ABOVE RETAIL
 GROUND LEVEL PLAN
 1/16" = 1'-0"
 10.1.13



3

APPENDIX B – RAMP ASSESSMENT PHOTOS

Photo No. 1: Concrete Deterioration on Deck Surface



Photo No. 2: Crack in Concrete Beam



Photo No. 3: Traffic Membrane Failure



Photo No. 4: Concrete Spall and Corroded Reinforcement



Photo No. 5: Concrete Spall and Rust Staining



Photo No. 6: Drain Piping Failure



APPENDIX C – ADDITIONAL INFORMATION

- 2012 Streetscape Feasibility Report
- Summary of Property Owner and Business Owner Group Meetings
- Parking Improvement Idea Survey (Business Owners and Property Owners)
- Menu of Alternatives
- Parking and Transportation Survey (Customers)



Feasibility Study - _____

Engineering Department City of Edina

50th and France District Streetscape Improvements

Draft: April 9, 2012

A. Project Limits:

The limits of this Feasibility Study are generally described as the 2-block area of the 50th and France commercial and residential district. It is defined by the public streets of Halifax Avenue to the West and France Avenue to the east; West 49-1/2 Street to the north and W. 51st Street to the south. The limits of improvements are generally contained within the street rights-of-way, but are also proposed for the shared public access ways and pedestrian alleys within the district. (See Figure 1)

B. Initiation & Issues:

The 50th and France District Streetscape Improvement project was initiated by the Engineering Department following conversations with the districts' business owner group, who identified two general categories of work; **1) repair existing streetscape elements**, and **2) install new streetscape elements**. The overall purpose of the request and this project is to make the necessary improvements to help maintain this unique, high-quality commercial and residential community asset. The specific purpose of the **repairs** is to address both safety and aesthetic concerns, and the specific purposes of the **new** elements is to reduce maintenance time and costs, enhance customer and resident experience, and improve aesthetics.



Figure 1: Project Area and Improvement Delineation

The following are issues related to the existing streetscape and pedestrian alleys which have been identified in determining the feasibility of this project, and are addressed within this report:

- Deterioration of the existing concrete paver sidewalk pavers
- Continued care and long term viability of plant materials
- Replacement of plant materials due to condition and appropriateness
- Consideration for upgraded facilities that enhances customer experience

C. Existing Conditions:

Many of the district's streetscape and pedestrian access way improvements were either reconstructed or newly installed in 1990, making them nearly 20 years old. These elements include street and pedestrian lighting, bollards and bollard lighting, specialty entrance monuments and wayfinding signage, raised planters, movable planters, a fountain, raised planters with trees and shrubs, at-grade foundation plantings of trees and shrubs, street trees planted in pits with tree grates, benches, trash receptacles, bicycle racks, newspaper corrals, concrete paver sidewalks, decorative handrails and fencing systems. A majority of these improvements can generally be described as being in good condition. As addressed within this report, the following items fall under category **1) repair existing streetscape elements**:

1. Concrete Paver Sidewalks: Approximately 35% of the current total sidewalk area is in need of replacement for primarily safety reasons. Pavers in these areas are in varying stages of failure, but in general present an unsafe surface for pedestrians. The failure is most likely attributed to an underlying drainage issue. The existing pavement section includes concrete pavers on 1" of leveling sand and a 6"+/- concrete underslab. There are no drains or means to remove water that accumulates on top of this concrete underslab. Therefore, deicing salt in combination with standing water has resulted in paver decomposition, from the bottom of the paver up. Over the last few years, Edina staff has either replaced pavers or temporarily patched the voids with asphalt at the removed pavers. (See Figures 2 and 3).



Figures 2 and 3: Typical Concrete Paver Sidewalk Areas in Need of Repair

2. Street Trees: For the purposes of this report, street trees are identified as trees located within the street boulevard or within the pedestrian alleys, and planted in pits with tree

grates. These trees are watered primarily by rainfall, but sometimes watered manually by city staff during drought conditions. The district does not have an automatic irrigation system for these trees or any other plantings within the public rights of way. There are approximately 80 street trees within the project. A majority of the trees are in reasonable condition, but approximately 15% require replacement due to damage from vehicles and vandalism, disease, sun scald, insects, lack of moisture and air, and a combination of all of these factors. Some street trees have reached the capacity of their tree grates ring openings, others have split trunks or large areas of bark removed, deformed, in general decline, or damaged in some way. Other trees are growing irregular and leaning towards buildings. (See Figures 4, 5 and 6)



Figure 4: Damage at Trunk



Figure 5: Damaged Leader



Figure 6: In Decline

3. Other Landscaping: Other plantings exist within the district beyond street trees, and for this report are identified as those in raised planters or at-grade (building foundation) planting beds. The plants in these areas, like street trees, are only watered by rainfall and the occasional manual watering by city staff. Many of the trees in these planting areas are in reasonable condition. However, approximately 25% require replacement because they have either outgrown their location and usefulness in their location, are leaning toward a building or pedestrian area, or have damage in some way. A majority of the ground plane plantings are shrubs, with some perennial plantings. While most are in reasonable condition, they have either outgrown their location or been damaged and need replacement. It is estimated that all shrubs and perennials will require replacement. (See Figures 7, 8 and 9).



D. Business Owner and Community Involvement:

Edina staff has met with the 50th and France district business owner group a number of times to review these issues and opportunities for improvements. Also, a neighborhood meeting was held on March 22, 2012, where the project was also reviewed by adjacent residents.

E. Proposed Improvements:

Two streetscape improvement design options were explored. The primary difference between the options center around the provisions of an automatic irrigation system in lieu of manually watering plantings. The first option included the installation of conduits through directional boring methods, where irrigation lines and potential future system audio wires are routed. The second option provided the audio system through a less protected wire-routing system and irrigation that required manual watering at multiple times during the growing season. Because of long term maintenance and overall cost effectiveness, the first option (automatic irrigation system) was the preferred option by both city staff and representatives of the 50th and France business owner group and is therefore included within this feasibility report.

Based on a draft Feasibility Study dated August 25, 2009, the first project for landscape improvements was implemented in 2010. The four raised planters along 50th Street were replanted with shrubs and perennials, and a few of the existing trees were replaced. Drip irrigation tubing was installed within the beds along with temporary irrigation plumbing connections provided. This project has established the landscape design character for future work within the district. (See figures 10, 11 and 12).



Figure 10: Irrigation Provisions



Figure 11: Planting Operations



Figure 12: 50th Street Planters

Considering parking ramp reconstruction timing issues, the landscape improvement project may need to be installed in multiple phases, in multiple years. It is anticipated that the next phase could be installed in spring/summer of 2013. This would primarily include the landscaping surrounding the middle parking ramp.

The following describes the improvements, by categories of work, in the areas as shown on the project master plan:

Repair Existing Streetscape Elements

- Paver Sidewalks: Replace approximately 35% of the existing sidewalk paver areas which have a high priority need of replacement, per the master plan. It should be noted that this feasibility report only considers the replacement of the pavers within the high priority replacement areas, as shown within the master plan.
- Paver Sidewalks: Provide concrete underslab drainage for all concrete paver areas (see attached detail)
- Street Trees: Replace approximately 15% of the existing street trees (see attached plant material list)
- Other Landscaping: Replace approximately 25% of the existing trees and all of the shrubs and perennials in the planting beds. Provide new planting design that includes a combination of shrubs and perennial plantings, for increased seasonal color and interest. (See attached plant material list).

Install New Streetscape Elements

- Irrigation System: Install an automatic underground irrigation system to all landscape areas within the district. This will require directional boring under sidewalks and driveways to access irrigated areas with electric valve wires and water supply piping. (see attached detail)
- Seasonal Lighting: Install lighting assemblies for seasonal and possibly year-round interest. Three different design options were explored: 1) pole mounted fixtures, 2) garland and light strings between light poles, and 3) string lights between buildings. The preferred option is a combination of three above, which includes installing new dedicated poles on opposing sides of the street on 75 foot centers, on which strings of lights would be mounted spanning the roadway. The current proposed location is at West 50th Street only, which includes nine pairs of poles and light strings.
- Miscellaneous: The existing granite-clad raised planters on the south side of the middle ramp will require removal, salvage and reinstallation due to ramp reconstruction work. It is anticipated that this work will be included within the ramp reconstruction project. Landscape and irrigation renovations are included within this feasibility study, however.

F. Project Costs:

The preliminary opinion of probable costs for the total project is \$844,815.40, which includes a combined 30% contingency and soft cost factor. Funding for the project will be through special assessments, with a 20 year pay-back period currently identified.

G. Assessments:

An approximate special assessment of \$ _____ per assessable square foot of each business located within the 50th and France District is proposed. The justification for assessment is attributed to the District's request for improvements and the properties receiving benefit of the improvements, and is established in accordance with the City of Edina Special Assessment Policy dated August 16, 2005.

H. Project Schedule:

The following schedule has been identified for this project:

Receive Feasibility Report
Public Hearing
Bid Opening
Award Contract
Begin Construction
Complete Construction

I. Feasibility:

Staff believes that the implementation of this project is necessary, cost effective, feasible and necessary to maintain the investments put into the 50th and France district.

J. Attachments:

1. Preliminary Opinion of Probable Costs
2. Landscape Materials List
3. Preliminary Design Details:
 - Pavement Drains
 - Street Tree Irrigation
4. District Streetscape Improvements Master Plan

50th and France District Feasibility Study Streetscape Improvements

April 11, 2012

Preliminary Opinion of Probable Costs

City of Edina



| No | ITEM | UNIT | QTY | PRICE | TOTAL |
|---|--|------|----------|--------------------------------|----------------------|
| DIRECTIONAL BORING / CONDUITS | | | | | |
| 1 | 4" - 4 1/2" diameter bore, pulled conduits: (1) 1-1/2" dia. PVC for irrigation piping; (2) 3/4" dia. Poly - (1) for Audio cable; (1) for Irrigation wire | LF | 5,000.00 | \$ 30.00 | \$ 150,000.00 |
| | | | | Subtotal | \$ 150,000.00 |
| IRRIGATION SYSTEM | | | | | |
| 2 | Drip irrigation system, plumbing and electrical connections, and controller for irrigating all street trees, at grade and raised planters | LS | 1 | \$ 75,000.00 | \$ 75,000.00 |
| | | | | Subtotal | \$ 75,000.00 |
| LANDSCAPE | | | | | |
| 3 | 50th Street Raised Planters (already constructed) | LS | 1 | \$ 25,783.00 | \$ 25,783.00 |
| 4 | Street Trees (assumes 15% of existing require replacement) | EA | 10 | \$ 500.00 | \$ 5,000.00 |
| 5 | Trees in Planters (assumes 25% of existing require replacement) | EA | 8 | \$ 500.00 | \$ 4,000.00 |
| 6 | * Shrubs | EA | 300 | \$ 35.00 | \$ 10,500.00 |
| 7 | * Perennials | EA | 650 | \$ 15.00 | \$ 9,750.00 |
| 8 | * Groundcover | EA | 575 | \$ 15.00 | \$ 8,625.00 |
| 9 | Miscellaneous Removals, Mulch | LS | 1 | \$ 5,000.00 | \$ 5,000.00 |
| | | | | Subtotal | \$ 68,658.00 |
| PAVERS & PAVER SLAB THROUGH-DRAINAGE | | | | | |
| 10 | 4"X8" Concrete Paver, High Priority Replacement Area | SF | 21,900 | \$ 8.00 | \$ 175,200.00 |
| 11 | 2" PCV, 2-3' long, filled with pea rock, @ 2' OC in paver areas (5,300' length / 2' interval = 2650) | EA | 2,650 | \$ 40.00 | \$ 106,000.00 |
| | | | | Subtotal | \$ 281,200.00 |
| SEASONAL LIGHTING | | | | | |
| 12 | Seasonal Light Poles (50th Street only): pair on roadway at 75' OC = 9 pairs | EA | 18 | \$ 2,500.00 | \$ 45,000.00 |
| 13 | Seasonal Light Strings (9 crossings) | LS | 1 | \$ 30,000.00 | \$ 30,000.00 |
| | | | | Subtotal | \$ 75,000.00 |
| | | | | SUB TOTAL | \$ 649,858.00 |
| | | | | 30% Soft Costs and Contingency | \$ 194,957.40 |
| | | | | TOTAL | \$ 844,815.40 |

* Assumes all planters (except 50th St. raised planters) shown on plan are replanted. Total area = 4,850 SF

50th and France Streetscape Improvements Landscape Materials List

Trees

- Skyline Honeylocust
- Discovery Elm
- Common Hackberry
- Ivory Silk Lilac

Shrubs

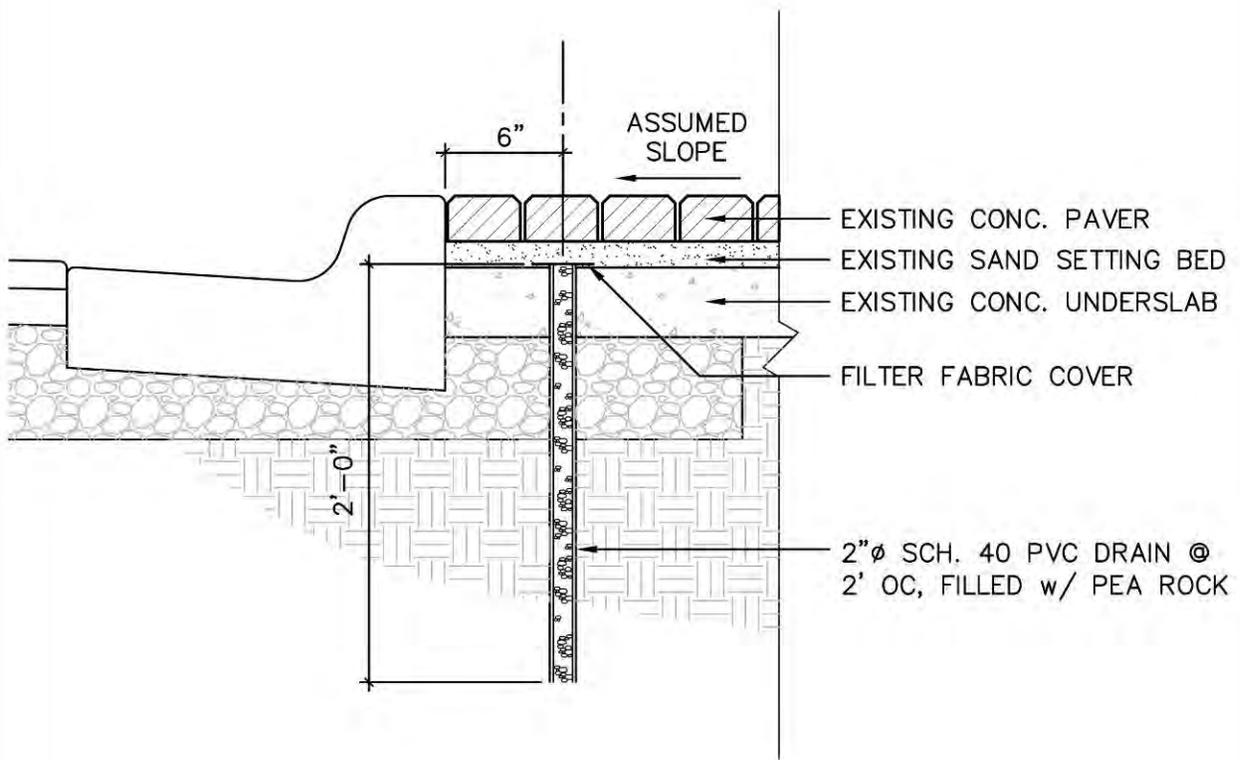
- Dwarf Korean Lilac
- Viburnum
- Yew
- Rose
- Fragrant Sumac
- Spirea

Perennials and Ornamental Grasses

- Daylily (mix) : Baja, Stella de Oro
- Black-Eyed Susan
- Purple Coneflower
- Aster
- Sedum
- Yarrow
- Lavender
- Feather Reed Grass
- Little Blue Stem
- Pachysandra
- Jolly Bee Geranium
- Hosta
- Little Bluestem
- Prairie Dropseed

Miscellaneous Landscape Materials

- Mulch – shredded hardwood
- Planter soil – Mn/DOT select topsoil borrow with amendments (compost and fertilizer)
- Weed control – Preen or equivalent pre-emergent (in lieu of weed barrier fabric)

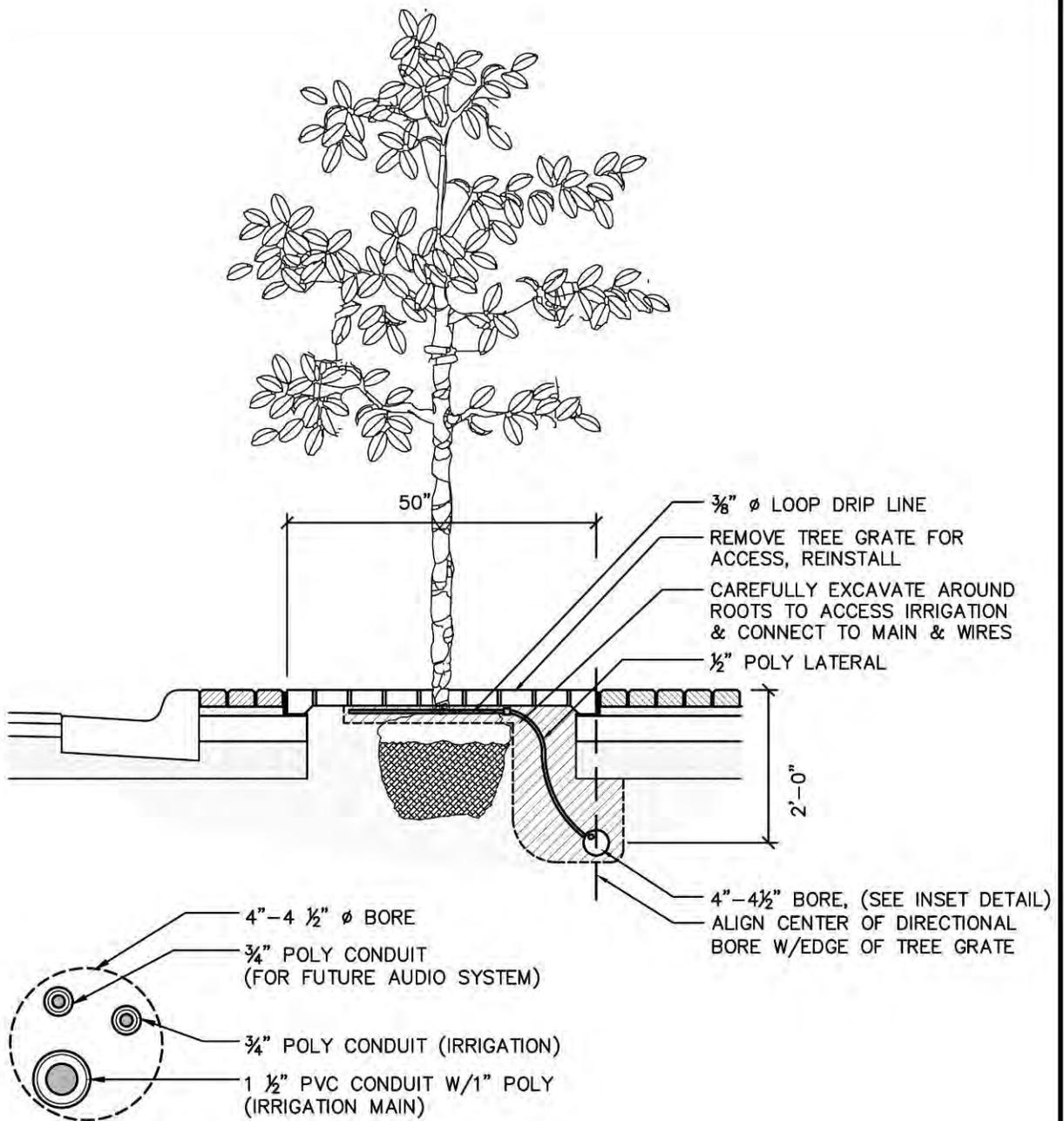


PAVEMENT DRAINS

(To Resolve Existing Concrete Underslab Drainage)

City of Edina
 50th and France District Improvements
 April 11, 2012





DIRECTIONAL BORING/CONDUIT
(INSET DETAIL)

○ **STREET TREE IRRIGATION DETAIL**
(At Existing Trees in Tree Grates)

City of Edina
50th and France District Improvements
April 11, 2012



50TH/FRANCE PARKING AND WAYFINDING PROJECT
PROPERTY OWNER/BUSINESS OWNER GROUP MEETINGS
SUMMARY

Kimley-Horn and Associates Inc. conducted meetings with property owners and tenants in the 50th/France District, to present information about the 50th/France Parking and Wayfinding project and to give property owners and business owners an opportunity to provide input on the project. Nine small group meetings were conducted between October 14 and October 17, 2013.

Edina property owners were contacted by phone to coordinate a plan for reaching out to their tenants. Tenants were invited by their landlords, by the 50th & France Association, in person by Kimley-Horn staff and via email. Minneapolis tenants were invited by the 50th & France Association, in person by Kimley-Horn staff and via email.

Meetings were established in groups of about a dozen property owner and tenants from the same geographic area in the district. Meeting times were selected based on accommodating a majority of respondents preferred meeting times. An alternative meeting date was offered the week of October 21, 2013 for those that didn't or couldn't make one of the meetings the week of October 14, 2013, but no property owners or business owners took this option.

Each meeting followed the same format and agenda. Meeting attendees signed in, picked up a handout (attached) and a meeting agenda (attached). Kimley-Horn led the meeting, starting with introductions and an overview of the project development process. The majority of the meeting time was spent reviewing the menu of alternatives being considered for the project, which were presented in the format of an optional survey that each attendee could take on-line after the meeting. Note that the survey was also given to all of the business owners and property owners in the 50th & France district via email, regardless of whether they attended one of these meetings. All of the meetings were held at the Lunds Community Room. Meetings generally ran at least one hour and most took the full hour and a half.

The following summarizes the property owner and business owner meetings, including meeting attendees and key meeting comments, and includes the comments that were received as part of the on-line survey.

Meeting #1 – Monday October 14, 2013, 8:00 AM

Dee Drazenka
Barb Janisch

Abram & Dee Tailors
Janisch Studio

Comments:

- Additional signage should be provided to direct clients to 2nd floor businesses.
- The existing pedestrian wayfinding signage is effective but could be improved.
- Use color scheme naming convention for the ramps (blue ramp, orange ramp, etc.). Coordinate the ramp color naming convention with nearby buildings for simplicity (red building, blue building, etc.) Would provide businesses an easy way to direct clients to nearby parking. A colored ticket could be provided at exit points from parking ramps to help users remember what ramp and what level their car is parked on.
- Wayfinding could use icons and symbols as well as color (murals, sculptures, etc.)
- Commercial redevelopments sites present opportunity for art gallery which will help Edina become an “art destination.”
- If revenue control is proposed, excited about the new technologies available. (e.g. parking apps for phones, credit card operated)
- Has the District considered any bike rental stations?
- Tenants have been asked why there aren't elevators in all the ramps.
- Should consider skyways connecting ramps. These make it easy for people to understand where they are going.
- Covering the alleyways and routes from businesses to ramps would improve winter and rainy day environment.
- Idea to make employee parking only on the top ramp levels and cover them was well received.
- 49 ½ St should look more like 50th Street.
- Could open areas be used for live performers? (music, dance, art, etc.)
- Security systems should be implemented in the ramps.

Meeting #2 – Monday October 14, 2013, 9:30 AM

Tony Johannes
Rachel Thelemann

49.5, LLC
50th & France Association

Comments:

- Parking for businesses along 49 ½ Street is not a problem.
- Commercial redevelopment of the properties acquired by the city would improve the district and the feel of 49 ½ Street.

- Edina Realty employees are parking in north ramp, since their permits are valid through April, even though their office moved to the northeast corner of 50th and France.
- Concerned that assessments will drive tenants away.
- Why isn't the City of Edina contributing to the ramp costs?
- Valet parking could be an option for the district.
- The idea of adding light weight covers to the top levels of parking ramps, and designating these stalls for employees, was well received.
- Added security would be a good idea for nighttime employee safety (lights, cameras, etc.)
- Avoid ramp expansions, add surface parking and wayfinding and then see if ramp expansion is actually needed.
- What is best solution for smoking areas? Bespoke parking lot has been used by other 50th & France businesses as the area for their smokers.
- Ramp upgrades need to happen. Spend what is needed, don't just "bandaid" the problem. This is a high end shopping district.
- It's not fair for the Minneapolis property owners and tenants to not have to pay for the ramp improvements.
- Create 50th Street feeling on 49 ½ Street.
- Elevator is essential to have in all ramps.

Meeting #3 – Tuesday October 15, 2013, 8:00 AM

| | |
|----------------|------------------------------------|
| Kit Avery | Dana's |
| Linda Engler | Engler Studio Interior Design |
| Kris Waggoner | Heidi Brandenburg DDS |
| Michael Frey | Edina Art Gallery |
| Steve Anderson | Rice Paper |
| John Novachis | J. Novachis – The Men's Collection |

Comments:

- Construction is likely to occur in 2014 and 2015.
- Tenants recommended using simple wayfinding signage. A "5-year old" should be able to read and understand the system.
- Wayfinding signs should not be overly crowded with words to keep things simple.
- A tenant requested the opportunity to meet with designers. The tenant commented that if the tenant is paying for the improvements, the tenant should get more say in the design.
- Is the potential for Lunds to move locations being considered for this project? Are we wasting money doing this now, or should we wait for Lunds to move?
- The color ramp naming convention was discussed and liked.
- Tenants requested adequate time to review the preliminary assessment roll to evaluate their budgets and understand if they assessments are okay.

- An ADA section should be added to the survey.
- Current district layout does not lend itself to elderly pedestrian traffic (stairs, no elevators, 2nd floors not easily accessible)
- Can we increase the width of stalls? Complaints about stall width has been a concern.
- Building a parking ramp over the Clancy Lot will negatively affect businesses south of the parking lot (Dana's, etc.)
- Need Edina and Minneapolis to come to an agreement regarding the assessments on property owners.

Meeting #4 – Tuesday October 15, 2013, 9:30 AM

Monica Stangler
Bryce Baker

Haugland Company
Edina Travel Leaders

Comments:

- Will there be multiple parking ambassadors for the holiday season?
- Middle ramp bottom level is full before any businesses open. This indicates an employee parking compliance problem.
- It's a common complaint to hear that customers cannot find anywhere to park.
- Smart phone technology and parking apps will not be used much by the elderly customers. This may be a wasted investment.
- Elderly customers need better access throughout district.
- City should do a better job with ramp maintenance.
- Drainage piping in middle ramp needs repairs (safety issue)
- If parking is not easy and free, shoppers will go Southdale instead.
- There needs to be a solution to parking ticketing. People come to spend the day in the area and have an experience. They need to be able to park in locations for longer periods of time. The current enforcement is too stringent.

Meeting #5 – Wednesday October 16, 2013, 8:00 AM

Eric Pellinen
Merrily Smith
Rachel Thelemann

Edina Liquor
Lunds
50th & France Association

Comments:

- Delivery tunnel to the municipal liquor store is no longer used
- How is project evaluating the potential relocation of Walgreens or Lunds?
- During the holidays, employee parking is a major problem.

- 1 hour parking near liquor store is not working. People are parking as long as they please.
- Some people believe that the south ramp is owned by Lunds and can only park in it if shopping at Lunds.
- People assume ramp parking is not free and do not even bother entering the ramps. Consider adding free parking signs to the exterior of ramps.
- Some employee only parking areas (lower level of South ramp, US Bank lot) are available for customer parking during weekends and at night. This needs to be communicated better.
- People believe parking is illegal on surrounding neighborhood streets. People think they will be towed if they park in front of people's houses. This creates more parking problems in the ramps.
- Heated bus shelter by Lunds would promote bus commuting.
- Employ an off-site parking lot with shuttle for employees to use.
- Increased lighting and security cameras were recommended.
- More police monitoring is requested. The ramps are a common spot for teenagers to hangout.
- Adding elevators to the South and Middle ramps were discussed. There were complaints of slippery stairs.
- The ramps need to be kept up better. The condition of the ramps was called "embarrassing."
- The idea of music along the pathways throughout the District was well received.
- The idea of murals within the ramp were well received.

Meeting #6 – Wednesday October 16, 2013, 9:30 AM

| | |
|------------|--------------------------|
| Tony Smith | Rep. For Hooten Cleaners |
| Soon Park | Hooten Cleaners |
| Jenny Park | Hooten Cleaners |

Comments:

- The perception is that Lunds bought and still owns the Clancy lot.
- Additional parking of 140 – 200 stalls is the goal for the project. The City taking a property when there is still debate on parking need is unfair.
- Are there options being considered that do not use the Hooten Cleaners property?
- There is a lack of compassion by the City to take the Hooten Cleaner property if they only plan to build a surface parking lot.
- Is the Lunds move being considered in the parking analysis?
- The Park's have signed leases for two tenants to move into the Hooten Cleaners site. How can the City take the property when businesses are going to open?
- South ramp is always full.
- Why is there no sidewalk along the south side of 49 ½ Street?

- The ground level of the middle ramps is always full in the morning. The spots are not open for customers.

Meeting #7 – Thursday October 17, 2013, 12:00 PM

| | |
|--------------------|---------------------------------------|
| Stan Sadoris | Knapp Properties (Walgreens) |
| David Miller | R.F. Moeller Jewelers |
| Monica Stangler | Haugland Company |
| Barbara La Valleur | Edina Art Committee |
| Rachel Thelemann | 50 th & France Association |
| Julie Boehm | 50 th & France Association |
| Tyler Lineburg | Cocina Del Barrio |
| Julie Boosalis | Cos Bar |
| Alan Ackerberg | Salut, Mozzi Mia |
| Stephanie Shimp | Edina Grill |

Comments:

- The majority of the current permit costs for employee parking fund the yearly ramp maintenance.
- Walgreens has similar private parking problems with Lunds. More ramp/public parking is needed help businesses with private lots.
- Previous bad experiences with parking have caused customers to not return for future shopping trips.
- The parking policy should accommodate an all-day trip to the district and understand that multiple trips to different stores are common.
- Minneapolis employees cannot purchase permits to park in the Edina ramps.
- Employees are taking advantage of the lack/difficulty of parking enforcement and parking where they please.
- Would employee parking off-site, with shuttle service, during the art fair and holiday seasons be effective?
- There is not a need for more parking ramps. This area has much better parking than the majority of other Twin Cities urban shopping areas (St. Paul, uptown, etc.)
- Is the shopping in the District “destination” or “casual” shopping? Understanding this question should guide the parking solution.
- There have not been conversations about creating an art gallery or making 50th & France an art destination directly.
- Pavers are not a good idea in this climate due to potential for heaving during frost.
- The idea of convertible spaces was introduced. How can we create areas in the district that can be used for parking and also be converted to parks, event areas, market areas and others?
- Can we close 50th Street from Halifax to France Avenue and make it an urban park (pop-up park)? This type of idea is used widely across the United States.
- The ramps do not need to be expanded. We need a “fundamental cultural change” in the way employee parking is managed.

Meeting #8 – Thursday October 17, 2013, 1:30 PM

| | |
|------------------|---------------------------------------|
| Laura Steffes | Upper Midwest Management |
| Mary Koppes | OSKA |
| Nancy Heidman | n’etc |
| Rachel Thelemann | 50 th & France Association |
| Julie Boehm | 50 th & France Association |

Comments:

- The Minneapolis property owners will fight strongly against paying for any part of this project.
- Is the Lunds move being evaluated as a part of the parking study? This move will have major impact to parking in the district.
- Employees in the Pinehurst building are not fully utilizing the underground employee parking in the Pinehurst building.
- The Pinehurst building property has an agreement with the church north of the district for employee parking.
- Even when parking permits for the Ewing Lot are offered, employees decline. Offering Minneapolis employees permits to park in the Edina ramps will likely receive the same response from employees.
- Has connecting the north and middle ramps with an overpass over 49 ½ Street been considered?
- Better pedestrian safety is needed inside the ramps. The stairwell door in the South Ramp creates major safety issues. People are almost hit by cars frequently. Better signage for cars to drive slowly and keep watch for pedestrians is needed.
- People do not know about the Ewing Lot and it is underutilized by customers.
- As winter comes and it gets dark earlier, better ramp security lighting could be needed.

Meeting #9 – Thursday October 17, 2013, 3:00 PM

| | |
|-----------|-------------------|
| Bob Sykes | Kalysbro Co. Inc. |
|-----------|-------------------|

Comments:

- Employee parking in the District has been a problem since the 1960s.
- North and Middle ramps kill sidewalk shopping on 49 ½ Street.
- There is a shortage of office space in the district. Expansion of north ramp should include some office space instead of retail.
- How is the Lunds move being studied for parking impacts?
- The lighting levels and lighting color should be evaluated to increase safety.
- Decorative lighting does not provide added safety benefits.

- Improve the pedestrian entrances and exits to the ramps to make them more aesthetically pleasing. Once inside the ramp, people are less focused on aesthetics and more focused on finding a parking spot.
- The exterior stairs on the south side of the Middle ramp should be designed with landings and with longer treads.
- No clocks or benches should be added to the District. These features deter shopping.
- Treat sidewalks, alleys and pedestrian routes as “pedestrian streets.” Name “pedestrian streets” and allow businesses to have secondary addresses on the “pedestrian streets.” Work with Google maps to recognize the “pedestrian streets.”
- Create a plaza south of the middle ramp.
- Pedestrian plazas should have all landscape, art and other features around the perimeter, not in the center. Do not block pedestrian areas.
- Add commercial display windows on the ground floor of the parking ramps.
- Plant the median along the Halifax/49 ½ Street curve.
- The City of Edina public works staff should not be performing repairs to specialty items in the area (e.g. pavers). There should be an on-call contract with a contractor to repair these items. Patching broken paver areas with asphalt is not acceptable.
- Irrigation is needed in the area.
- On-street parking along 51st and Halifax will slow traffic effectively to increase roadway safety.

Comments Received Via On-Line Survey – October 14 – 27, 2013

Parking Ramp Expansion Comments:

- Optimize existing parking through use of state of the art real-time way finding signage, reducing employee parking and increasing use of public transit. The Edina Realty and Hooten sites should be redeveloped as retail/commercial, not parking
- I think that the South Parking ramp needs attention. The majority of traffic that moves through the area are people who shop at Lund's and use the medical offices and retail stores (i.e. Starbucks, Breadsmith, The Optical) in the 50th and France building. There should definitely be a plan for the expansion of the south ramp.
- More substantial rework of all properties in the E - W line from Walgreen's through the Post Office. Include commercial space, condos, and parking ramp.
- First try to solve parking issues by maximizing current options & better handling employee parking.
- Forget 2,3,and 4 for now

Customer Parking Comments:

- Valet only for restaurants No paid parking
- Add sidewalk along south side of 49-1/2 Street if on-street parking provided there, as well as cross-walks similar to those on W. 50th St.

- Encourage retail businesses to offer online ordering with in-store pick-up (and purchase) to speed up customer parking turnaround.
- Have dynamic signage upon entry to area directing to best possible scenario for an individual's needs.
- No paid parking or off site employee parking Oct 18, 2013 12:23 PM
- The north ramp is rarely if ever full. I don't see parking as being at full capacity although the 50th and France shopping district IS at full capacity. Parking won't get worse from here. Add the ramp by Hootens Dry Cleaners to add 100 or 200 more parking stalls and we should have plenty of parking for the next 10 - 20 years

Employee Parking Comments:

- Our employee cannot get to work on the bus, and they live too far to bike
- Bicycle parking should be an integral part of the public spaces, not in the parking ramps. Work with MTC to improve ridership
- Include some bicycle parking closer to destinations outside of ramps. Idea is to bicycles preferential convenience over cars. Good bike racks critical - none that require slots for wheels (bent wheels a common problem with these), Upsidedown "U" shaped pipe set in concrete best.
- Incentivize biking or bus rides for employees. Find off site shuttle service.
- Don't designate the north ramp as the only ramp for employee parking. All employees would then park in that ramp and businesses near the north ramp would suffer from lack of customer parking
- How can we get Business Owners to enforce employee parking rules?

Parking Ramp Lighting and Security Comments:

- Add decorative and indirect lighting to the functional lighting
- I never feel unsafe in Edina ramps, not sure if these steps are really necessary.
- Do not replace functional lighting with decorative or indirect lighting. Instead, put such lighting at pedestrian entry/exit locations. Festoon lighting at car and ped entry and exit locations.

Parking Ramp Pedestrian Access Comments:

- Make pedestrian access points to ramps more human scale and less "clinically functional". Need visual richness (detail - perhaps even retail display cases) at right angle to lines of sight to accomplish this. Warmer white lights. Human scale architectural detail to frame entry openings. Note: If you add elevators, accessible parking can be spread through the ramps. This is better than having large numbers of empty accessible spaces on the first levels at non-peak hours, which is needlessly annoying to able-bodied parking users. Downtown Minneapolis can handle skyways because of the intensity of pedestrian traffic. We aren't Minneapolis CBD. Skyways dilute pedestrian traffic and dampen shopping by spreading traffic thinly rather than concentrating it past ground level display windows. Focus on snow free paths and canopies at pedestrian entries (for opening umbrellas).

- Decrease handicapped stalls in north ramp as they NEVER get used- also, should only have handicapped stalls on first level of ALL ramps as the other floors NEVER get used

Parking Wayfinding Comments:

- "Ambassadors" should be much more than just providing directions to parking
- Need to name pedestrian ways and name wider gathering areas as "squares" with signage similar to street name signage. Encourage businesses to use the pedestrian way names as their street address. Work with Postal Service to make that happen. Contact Google Maps to get them to put pedestrian streets in their database.
- Current signage is adequate
- Have parking ramps be a canvas for creativity both outside and inside not only using color coding for different floors; also implementing artistic signage; using wall art to reflect Edina history/culture/interests
- Like the idea of giving the ramps "color coded" names for easy identification and giving of directions.
- Like the idea of color identifying the ramps with increased signage

Parking Ramp Aesthetics Comments:

- Fix central stair to first level of central ramp to have outdoor riser-tread ratio. Stair is too steep for outdoor comfort. Use switch-back if necessary.
- Maintenance needs to be on-going rather than just every few years

Streetscape Comments:

- Latest retail area design thinking is to NOT use unit pavers. Tripping hazard draws shopping attention away from display windows. Also, maintenance always seems to be awful when units pop out or break. Use lightly patterned, colored concrete instead. Less seating outdoors away from shopping windows (need to keep people moving past windows) – don't really need another fountain. Maybe just sculpture instead, at the edge of the plaza, not the middle.
- Close 50th St during summer to create a plaza w/stage, events & farmer's market etc...
- Have artistic benches, seating areas, bus stops, sidewalk poetry, public place making that puts a smile on people's faces and makes them happy; happy people spend more \$\$

Parking Ramp Repair Comments:

- All repair options are equally important. Do all repairs.
- Please don't close a ramp until another is built. Closing an entire ramp would cause significant revenue loss to businesses

City of Edina - 50th & France Parking and Wayfinding Project Survey to Rank SurveyMonkey Parking Improvement Ideas

1. Please rank the following PARKING RAMP EXPANSION ideas from 1=Most Important to 4=Least Important

| | 1 | 2 | 3 | 4 | Rating Average | Rating Count |
|--|------------------|-------------------|------------------|-------------------|--------------------------|--------------|
| Add surface parking on Edina Realty and Hooten Cleaner sites with possible parking ramp construction in the future | 31.0% (9) | 17.2% (5) | 31.0% (9) | 20.7% (6) | 2.41 | 29 |
| Add parking ramp on Edina Realty and Hooten Cleaner sites with commercial space at ground level | 27.6% (8) | 34.5% (10) | 27.6% (8) | 10.3% (3) | 2.21 | 29 |
| Add parking ramp on Edina Realty, Hooten Cleaner and Clancy Lot sites with commercial space at ground level | 24.1% (7) | 27.6% (8) | 27.6% (8) | 20.7% (6) | 2.45 | 29 |
| Add parking ramp on new sites without integrated commercial space on ground level | 17.2% (5) | 20.7% (6) | 13.8% (4) | 48.3% (14) | 2.93 | 29 |
| | | | | | answered question | 29 |
| | | | | | skipped question | 4 |

2. If you feel the list of PARKING RAMP EXPANSION ideas above does not include an important idea for the City to consider, please enter it here:

| | Response Count |
|--------------------------|---------------------------|
| | 5 |
| answered question | 5 |
| skipped question | 28 |

3. Please rank the following CUSTOMER PARKING ideas from 1=Most Important to 8=Least Important

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | Rating Average | Rating Count |
|--|-------------------|-------------------|------------------|------------------|-------------------|------------------|------------------|-------------------|--------------------------|--------------|
| Free customer parking | 89.3% (25) | 7.1% (2) | 3.6% (1) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 1.14 | 28 |
| Encourage turnover at prime customer spaces using posted time limits and / or meters | 3.6% (1) | 42.9% (12) | 17.9% (5) | 10.7% (3) | 10.7% (3) | 7.1% (2) | 7.1% (2) | 0.0% (0) | 3.32 | 28 |
| Holiday season parking strategies; additional parking ambassadors and offsite employee parking | 7.1% (2) | 21.4% (6) | 32.1% (9) | 14.3% (4) | 0.0% (0) | 7.1% (2) | 10.7% (3) | 7.1% (2) | 3.79 | 28 |
| Valet parking | 0.0% (0) | 3.6% (1) | 3.6% (1) | 32.1% (9) | 7.1% (2) | 17.9% (5) | 21.4% (6) | 14.3% (4) | 5.54 | 28 |
| Access control and paid parking in South and Middle Ramps with 2 or 3-hour free parking. Validation program for additional time at business expense. | 0.0% (0) | 0.0% (0) | 7.1% (2) | 7.1% (2) | 25.0% (7) | 21.4% (6) | 17.9% (5) | 21.4% (6) | 6.00 | 28 |
| Add short term parking for customers or deliveries on south side of 49-1/2 Street | 0.0% (0) | 14.3% (4) | 17.9% (5) | 14.3% (4) | 35.7% (10) | 14.3% (4) | 3.6% (1) | 0.0% (0) | 4.29 | 28 |
| Add short term parking on north side of 51st Street | 0.0% (0) | 7.1% (2) | 17.9% (5) | 14.3% (4) | 10.7% (3) | 21.4% (6) | 21.4% (6) | 7.1% (2) | 5.14 | 28 |
| Add meters to on-street parking both in Edina and Minneapolis | 0.0% (0) | 3.6% (1) | 0.0% (0) | 7.1% (2) | 10.7% (3) | 10.7% (3) | 17.9% (5) | 50.0% (14) | 6.79 | 28 |
| | | | | | | | | | answered question | 28 |
| | | | | | | | | | skipped question | 5 |

4. If you feel the list of CUSTOMER PARKING ideas above does not include an important idea for the City to consider, please enter it here:

| | Response Count |
|--------------------------|---------------------------|
| | 6 |
| answered question | 6 |
| skipped question | 27 |

5. Please rank the following EMPLOYEE PARKING ideas from 1=Most Important to 9=Least Important

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Rating Average | Rating Count |
|--|-------------------|------------------|-----------|------------------|------------------|------------------|-------------------|------------------|------------------|----------------|--------------|
| Leave employee parking as-is; Top two levels of North Ramp, bottom and top level of South Ramp | 46.2% (12) | 19.2% (5) | 7.7% (2) | 0.0% (0) | 0.0% (0) | 7.7% (2) | 7.7% (2) | 3.8% (1) | 7.7% (2) | 3.08 | 26 |
| Employee parking in North Ramp, top of Middle Ramp and bottom level of South Ramp | 11.5% (3) | 26.9% (7) | 15.4% (4) | 19.2% (5) | 0.0% (0) | 7.7% (2) | 11.5% (3) | 7.7% (2) | 0.0% (0) | 3.77 | 26 |
| Require all employees to have a parking permit | 26.9% (7) | 19.2% (5) | 23.1% (6) | 11.5% (3) | 3.8% (1) | 3.8% (1) | 0.0% (0) | 3.8% (1) | 7.7% (2) | 3.23 | 26 |
| Graduated employee parking rates: Free in North Ramp, moderate fee for Middle Ramp, largest fee for South Ramp | 0.0% (0) | 0.0% (0) | 15.4% (4) | 15.4% (4) | 23.1% (6) | 3.8% (1) | 7.7% (2) | 0.0% (0) | 34.6% (9) | 6.12 | 26 |
| Add light-weight roof over top level of parking ramps to add covered employee parking | 7.7% (2) | 15.4% (4) | 11.5% (3) | 11.5% (3) | 26.9% (7) | 11.5% (3) | 0.0% (0) | 7.7% (2) | 7.7% (2) | 4.54 | 26 |
| Dedicated motorcycle and bicycle parking area in all ramps | 0.0% (0) | 7.7% (2) | 11.5% (3) | 26.9% (7) | 19.2% (5) | 26.9% (7) | 3.8% (1) | 3.8% (1) | 0.0% (0) | 4.73 | 26 |
| Add bike lockers and shower room to encourage bike commuting | 3.8% (1) | 0.0% (0) | 0.0% (0) | 3.8% (1) | 11.5% (3) | 19.2% (5) | 19.2% (5) | 15.4% (4) | 26.9% (7) | 6.92 | 26 |
| Add car-sharing program to encourage biking, walking and transit | 0.0% (0) | 3.8% (1) | 7.7% (2) | 0.0% (0) | 3.8% (1) | 11.5% (3) | 38.5% (10) | 34.6% (9) | 0.0% (0) | 6.65 | 26 |
| Install heated bus shelters along 50th & France with real-time "Next | 3.8% (1) | 7.7% (2) | 7.7% (2) | 11.5% (3) | 11.5% (3) | 7.7% (2) | 11.5% (3) | 23.1% (6) | 15.4% (4) | 5.96 | 26 |

Bus in X minutes signage

answered question 26

skipped question 7

6. If you feel the list of EMPLOYEE PARKING ideas above does not include an important idea for the City to consider, please enter it here:

Response
Count

6

answered question 6

skipped question 27

7. Please rank the following PARKING RAMP LIGHTING AND SECURITY ideas from 1=Most Important to 8=Least Important

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | Rating Average | Rating Count |
|---|-------------------|-----------|-------------------|-----------|------------------|------------------|------------------|------------------|--------------------------|--------------|
| Increase brightness of lighting | 64.0% (16) | 20.0% (5) | 4.0% (1) | 12.0% (3) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 1.64 | 25 |
| Hire a parking ambassador | 8.0% (2) | 20.0% (5) | 4.0% (1) | 12.0% (3) | 8.0% (2) | 8.0% (2) | 12.0% (3) | 28.0% (7) | 5.04 | 25 |
| Add video surveillance in critical areas of all ramps | 4.0% (1) | 28.0% (7) | 40.0% (10) | 16.0% (4) | 12.0% (3) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 3.04 | 25 |
| Install "panic" stations with direct communication to police department | 4.0% (1) | 12.0% (3) | 20.0% (5) | 8.0% (2) | 16.0% (4) | 20.0% (5) | 8.0% (2) | 12.0% (3) | 4.72 | 25 |
| Replace functional lighting with decorative or indirect lighting | 0.0% (0) | 4.0% (1) | 4.0% (1) | 16.0% (4) | 12.0% (3) | 16.0% (4) | 24.0% (6) | 24.0% (6) | 6.00 | 25 |
| Add video surveillance in all areas of all ramps | 16.0% (4) | 4.0% (1) | 8.0% (2) | 8.0% (2) | 24.0% (6) | 8.0% (2) | 20.0% (5) | 12.0% (3) | 4.84 | 25 |
| Add video cameras in smaller alleyways and sidewalks | 0.0% (0) | 4.0% (1) | 16.0% (4) | 16.0% (4) | 12.0% (3) | 28.0% (7) | 12.0% (3) | 12.0% (3) | 5.28 | 25 |
| Increase foot patrols (police, ambassadors and / or night escorts) | 4.0% (1) | 8.0% (2) | 4.0% (1) | 12.0% (3) | 16.0% (4) | 20.0% (5) | 24.0% (6) | 12.0% (3) | 5.44 | 25 |
| | | | | | | | | | answered question | 25 |
| | | | | | | | | | skipped question | 8 |

8. If you feel the list of PARKING RAMP LIGHTING AND SECURITY ideas above does not include an important idea for the City to consider, please enter it here:

| | Response Count |
|-------------------|----------------|
| | 3 |
| answered question | 3 |
| skipped question | 30 |

9. Please rank the following PARKING RAMP PEDESTRIAN ACCESS ideas from 1=Most Important to 8=Least Important

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | Rating Average | Rating Count |
|--|------------------|------------------|-----------|------------------|------------------|------------------|-----------|-------------------|--------------------------|--------------|
| Designate more accessible parking stalls on first level of all parking ramps | 13.6% (3) | 27.3% (6) | 9.1% (2) | 13.6% (3) | 13.6% (3) | 9.1% (2) | 13.6% (3) | 0.0% (0) | 3.68 | 22 |
| Easily identified pedestrian zone to and through parking ramps using floor paint, curbs and bollards | 27.3% (6) | 18.2% (4) | 18.2% (4) | 18.2% (4) | 13.6% (3) | 4.5% (1) | 0.0% (0) | 0.0% (0) | 2.86 | 22 |
| New elevator / stair in Middle Ramp | 13.6% (3) | 18.2% (4) | 22.7% (5) | 27.3% (6) | 4.5% (1) | 4.5% (1) | 9.1% (2) | 0.0% (0) | 3.41 | 22 |
| New elevator / stair in South Ramp | 18.2% (4) | 13.6% (3) | 18.2% (4) | 13.6% (3) | 22.7% (5) | 4.5% (1) | 4.5% (1) | 4.5% (1) | 3.64 | 22 |
| High visibility crosswalk/lighting at SE stair exit at South Ramp | 0.0% (0) | 18.2% (4) | 18.2% (4) | 22.7% (5) | 9.1% (2) | 27.3% (6) | 4.5% (1) | 0.0% (0) | 4.23 | 22 |
| Add speed bumps or tables near pedestrian routes | 4.5% (1) | 4.5% (1) | 4.5% (1) | 0.0% (0) | 13.6% (3) | 36.4% (8) | 31.8% (7) | 4.5% (1) | 5.73 | 22 |
| Skyway to connect Middle and North ramp buildings | 13.6% (3) | 0.0% (0) | 4.5% (1) | 0.0% (0) | 0.0% (0) | 4.5% (1) | 13.6% (3) | 63.6% (14) | 6.59 | 22 |
| Reconstruct stairwells in South Ramp to be compliant with current building code | 9.1% (2) | 0.0% (0) | 4.5% (1) | 4.5% (1) | 22.7% (5) | 9.1% (2) | 22.7% (5) | 27.3% (6) | 5.86 | 22 |
| | | | | | | | | | answered question | 22 |
| | | | | | | | | | skipped question | 11 |

10. If you feel the list of PARKING RAMP PEDESTRIAN ACCESS ideas above does not include an important idea for the City to consider, please enter it here:

| | Response Count |
|--------------------------|---------------------------|
| | 2 |
| answered question | 2 |
| skipped question | 31 |

11. Please rank the following PARKING WAYFINDING ideas from 1=Most Important to 6=Least Important

| | 1 | 2 | 3 | 4 | 5 | 6 | Rating Average | Rating Count |
|--|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------------|--------------|
| Static public parking directional signage throughout the district | 43.5% (10) | 30.4% (7) | 17.4% (4) | 0.0% (0) | 8.7% (2) | 0.0% (0) | 2.00 | 23 |
| Static pedestrian directional signing to businesses and public ramps | 17.4% (4) | 52.2% (12) | 13.0% (3) | 8.7% (2) | 4.3% (1) | 4.3% (1) | 2.43 | 23 |
| Dynamic public parking directional signage throughout the district with real time parking availability | 26.1% (6) | 8.7% (2) | 43.5% (10) | 17.4% (4) | 4.3% (1) | 0.0% (0) | 2.65 | 23 |
| Electronic pedestrian directional signing to businesses and public ramps | 8.7% (2) | 4.3% (1) | 13.0% (3) | 52.2% (12) | 8.7% (2) | 13.0% (3) | 3.87 | 23 |
| Create public parking and pedestrian navigation smartphone app | 4.3% (1) | 4.3% (1) | 4.3% (1) | 17.4% (4) | 56.5% (13) | 13.0% (3) | 4.57 | 23 |
| District ambassadors direct drivers to available parking | 0.0% (0) | 0.0% (0) | 8.7% (2) | 4.3% (1) | 17.4% (4) | 69.6% (16) | 5.48 | 23 |
| | | | | | | | answered question | 23 |
| | | | | | | | skipped question | 10 |

12. If you feel the list of PARKING WAYFINDING ideas above does not include an important idea for the City to consider, please enter it here:

| | Response Count |
|--------------------------|---------------------------|
| | 6 |
| answered question | 6 |
| skipped question | 27 |

13. Please rank the following PARKING RAMP AESTHETICS ideas from 1=Most Important to 9=Least Important

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Rating Average | Rating Count |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|-------------------|----------------|--------------|
| Paint all interior & exterior surfaces of all ramps and trash enclosures | 36.4% (8) | 18.2% (4) | 18.2% (4) | 18.2% (4) | 4.5% (1) | 4.5% (1) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 2.50 | 22 |
| Entry and exit hospitality signs | 9.1% (2) | 18.2% (4) | 18.2% (4) | 4.5% (1) | 9.1% (2) | 13.6% (3) | 18.2% (4) | 4.5% (1) | 4.5% (1) | 4.50 | 22 |
| Power washing on a quarterly basis | 9.1% (2) | 13.6% (3) | 18.2% (4) | 13.6% (3) | 31.8% (7) | 0.0% (0) | 4.5% (1) | 9.1% (2) | 0.0% (0) | 4.09 | 22 |
| Improve sanitation | 13.6% (3) | 13.6% (3) | 9.1% (2) | 9.1% (2) | 13.6% (3) | 27.3% (6) | 4.5% (1) | 4.5% (1) | 4.5% (1) | 4.45 | 22 |
| Unify public parking with colors, signs, door colors, elevator lobbies | 22.7% (5) | 4.5% (1) | 4.5% (1) | 22.7% (5) | 22.7% (5) | 13.6% (3) | 9.1% (2) | 0.0% (0) | 0.0% (0) | 3.95 | 22 |
| Add public art, murals, plants | 9.1% (2) | 4.5% (1) | 9.1% (2) | 4.5% (1) | 0.0% (0) | 22.7% (5) | 22.7% (5) | 9.1% (2) | 18.2% (4) | 5.95 | 22 |
| Information items / advertising | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 4.5% (1) | 9.1% (2) | 27.3% (6) | 45.5% (10) | 13.6% (3) | 7.55 | 22 |
| Screen all garbage areas, implement recycling centers | 0.0% (0) | 22.7% (5) | 9.1% (2) | 27.3% (6) | 4.5% (1) | 4.5% (1) | 4.5% (1) | 18.2% (4) | 9.1% (2) | 4.91 | 22 |
| Unify public parking aesthetic with exterior skins | 0.0% (0) | 4.5% (1) | 13.6% (3) | 0.0% (0) | 9.1% (2) | 4.5% (1) | 9.1% (2) | 9.1% (2) | 50.0% (11) | 7.09 | 22 |
| answered question | | | | | | | | | | 22 | |
| skipped question | | | | | | | | | | | 11 |

14. If you feel the list of PARKING RAMP AESTHETICS ideas above does not include an important idea for the City to consider, please enter it here:

| | Response Count |
|-------------------|----------------|
| | 2 |
| answered question | 2 |
| skipped question | 31 |

15. Please rank the following STREETSCAPE ideas from 1=Most Important to 12=Least Important

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | Rating Average | Rating Count |
|--|---------------------|---------------------|---------------------|---------------------|--------------|---------------------|---------------------|---------------------|---------------------|--------------|-------------|--------------|----------------|--------------|
| Replace dead / dying trees | 34.8% (8) | 26.1% (6) | 8.7% (2) | 13.0% (3) | 8.7% (2) | 0.0% (0) | 8.7% (2) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 2.70 | 23 |
| Replace broken pavers | 17.4% (4) | 34.8% (8) | 13.0% (3) | 13.0% (3) | 8.7% (2) | 0.0% (0) | 4.3% (1) | 4.3% (1) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 4.3% (1) | 3.39 | 23 |
| Add sidewalk to south side of 49-1/2 Street | 8.7% (2) | 8.7% (2) | 17.4% (4) | 21.7% (5) | 0.0% (0) | 4.3% (1) | 17.4% (4) | 4.3% (1) | 8.7% (2) | 8.7% (2) | 0.0% (0) | 0.0% (0) | 5.13 | 23 |
| Beautify entrance to South ramp with landscaping pots or seating plaza | 13.0% (3) | 0.0% (0) | 21.7% (5) | 8.7% (2) | 13.0% (3) | 8.7% (2) | 13.0% (3) | 4.3% (1) | 8.7% (2) | 0.0% (0) | 8.7% (2) | 0.0% (0) | 5.30 | 23 |
| Add growing vegetation with colorful flowers walls on South Ramp southern exposure | 0.0% (0) | 4.3% (1) | 0.0% (0) | 13.0% (3) | 17.4% (4) | 26.1% (6) | 4.3% (1) | 21.7% (5) | 4.3% (1) | 0.0% (0) | 8.7% (2) | 0.0% (0) | 6.43 | 23 |
| Reconsider use of brick pavers and replace with product with greater longevity and lower maintenance cost | 17.4% (4) | 4.3% (1) | 8.7% (2) | 8.7% (2) | 13.0% (3) | 17.4% (4) | 4.3% (1) | 0.0% (0) | 8.7% (2) | 0.0% (0) | 8.7% (2) | 8.7% (2) | 5.65 | 23 |
| Convert loading alley between Spalon and Middle Ramp to a decorative plaza that accommodates larger vehicles | 0.0% (0) | 4.3% (1) | 4.3% (1) | 8.7% (2) | 13.0% (3) | 4.3% (1) | 17.4% (4) | 8.7% (2) | 4.3% (1) | 13.0% (3) | 8.7% (2) | 13.0% (3) | 7.61 | 23 |
| Add outdoor music in select plazas and "quiet" alleys | 0.0% (0) | 8.7% (2) | 8.7% (2) | 4.3% (1) | 0.0% (0) | 13.0% (3) | 8.7% (2) | 30.4% (7) | 13.0% (3) | 4.3% (1) | 0.0% (0) | 8.7% (2) | 7.09 | 23 |
| Create pedestrian plaza near 51st St. entrance to South Ramp | 4.3% (1) | 0.0% (0) | 4.3% (1) | 0.0% (0) | 8.7% (2) | 17.4% (4) | 8.7% (2) | 4.3% (1) | 26.1% (6) | 13.0% (3) | 8.7% (2) | 4.3% (1) | 7.74 | 23 |

17. Please rank the following PARKING RAMP REPAIR ideas from 1=Most Important to 3=Least Important

| | 1 | 2 | 3 | Rating Average | Rating Count |
|--|------------|-----------|------------|-------------------|--------------|
| Make necessary improvements to structural and functional elements of the parking ramps | 66.7% (14) | 33.3% (7) | 0.0% (0) | 1.33 | 21 |
| Make necessary repairs to to aesthetic elements of parking ramps | 9.5% (2) | 38.1% (8) | 52.4% (11) | 2.43 | 21 |
| Make preventative maintenance repairs to prolong service life of parking ramps | 23.8% (5) | 28.6% (6) | 47.6% (10) | 2.24 | 21 |
| | | | | answered question | 21 |
| | | | | skipped question | 12 |

18. If you feel the list of PARKING RAMP REPAIR ideas above does not include an important idea for the City to consider, please enter it here:

| | Response Count |
|-------------------|----------------|
| | 2 |
| answered question | 2 |
| skipped question | 31 |

19. Your contact information:

| | | Response Percent | Response Count |
|----------------|--|-------------------|----------------|
| Name: | | 100.0% | 22 |
| Company: | | 100.0% | 22 |
| Email Address: | | 100.0% | 22 |
| Phone Number: | | 90.9% | 20 |
| | | answered question | 22 |
| | | skipped question | 11 |

20. Any additional comments?

| | | Response Count |
|--|--|-------------------|
| | | 7 |
| | | answered question |
| | | 7 |
| | | skipped question |
| | | 26 |

MENU OF ALTERNATIVES - ORDER OF MAGNITUDE COSTS

| PAT Member #1 | PAT Member #2 | PAT Member #3 | PAT Member #4 | PAT Member #5 | PAT Member #6 | PAT Member #7 | PAT Member #7B | PAT Member #7C | Alternative #2 | Alternative #1 | Base Alternative | SURVEY RANK | MENU OF ALTERNATIVES | ORDER OF MAGNITUDE COST ESTIMATE | | NOTES / ASSUMPTIONS |
|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|----------------|----------------|----------------|------------------|-------------|---|----------------------------------|-----------|--|
| | | | | | | | | | | | | | CAPITAL | ANNUAL | | |
| | | | | | | | | | | | | A | PARKING RAMP EXPANSION | | | |
| Y | Y | | | | | Y | Y | | Y | | | A.1 | Add parking ramp on Edina Realty and Hooten Cleaner sites with commercial space at ground level | \$ 12,000,000 | | Does not include demolition or cleanup of sites; Includes escalation to 2015 |
| | | | Y | Y | | | | | | Y | | A.2 | Add surface parking on Edina Realty and Hooten Cleaner sites with possible parking ramp construction in the future | \$ 350,000 | | Does not include demolition or cleanup of sites; Does not include future parking ramp cost; Assumes about 20 stalls on Hooten and 30 stalls on former Edina Realty |
| | | | | | | | | | | | | A.3 | Add parking ramp on Edina Realty, Hooten Cleaner and Clancy Lot sites with commercial space at ground level | \$ 16,000,000 | | Does not include demolition or cleanup of sites; Includes escalation to 2015 |
| | | Y | | | | | | Y | | | | A.4 | Add parking ramp on new sites without integrated commercial space on ground level | \$ 5,000,000 | | Does not include demolition or cleanup of sites; 3 level expansion on Hooten Cleaners and Edina Realty sites |
| | | | | | | | | | | | | B | CUSTOMER PARKING | | | |
| Y | Y | Y | Y | Y | | | | | Y | Y | Y | B.1 | Free customer parking | \$ - | | No cost associated with this option |
| | Y | | | | | Y | Y | | Y | | | B.2 | Encourage turnover at prime customer spaces using posted time limits and / or meters | \$ 25,000 | | Assume meters for Edina on-street parking (40 stalls) and only signs in the ramps |
| Y | Y | Y | Y | Y | | | | | Y | Y | Y | B.3 | Holiday season parking strategies; additional parking ambassadors and offsite employee parking | | \$ 35,000 | Add two ambassadors from Nov 1 through January 15 from 7:30am - 7:30pm; Offsite employee parking on weekdays only during shopping season; Employees use 125 US Bank stalls during weekends during holidays |
| | | | Y | | | | | | | | | B.4 | Add short term parking for customers or deliveries on south side of 49 1/2 Street | \$ 10,000 | | Add signs and pavement markings; Does not include street, sidewalk or curb work |
| | | | Y | | Y | Y | Y | | Y | | | B.5 | Add short term parking on north side of 51st Street | \$ 10,000 | | Add signs and pavement markings; Does not include street, sidewalk or curb work |
| Y | | | | | | | | | | | | B.6 | Valet parking | \$ 250,000 | | Four valet stations; Operates year round 10am - 10pm; Assume valet parking in ramps, except during holiday season. |
| | | | | | | | Y | | | | | B.7 | Access control and paid parking in South and Middle Ramps with 2 or 3 hour free parking. Validation program for additional time at business expense | \$ 50,000 | | Employee parking controlled by prox card and gates. No "ticket spitters" or controls for customer parking. |
| | | | | | | | | | | | | B.8 | Add meters to onstreet parking both in Edina and Minneapolis | \$ 50,000 | | Assume 40 on-street stalls in Edina and 40 on-street stalls in Minneapolis |
| | | | | | | | | | | | | C | EMPLOYEE PARKING | | | |
| Y | | | | Y | | | | | Y | Y | | C.1 | Leave employee parking as is: Top two levels of North Ramp, bottom and top level of South Ramp | \$ - | | No cost if parking is left as is |
| | | | | Y | Y | Y | Y | | | | | C.2 | Require all employees to have a parking permit | \$ - | | No infrastructure cost, only enterprise cost |
| | Y | Y | Y | | | | | | | | | C.3 | Employee parking in North Ramp, top of Middle Ramp and bottom level of South Ramp | \$ 10,000 | | Add signs and pavement markings |
| | | | | | | Y | | | Y | | | C.4 | Add lightweight roof over top level of parking ramps to add covered employee parking. | \$ 6,700,000 | | Standing seam metal roof over entire ramp footprint. Does not include structural modifications to existing structures. |
| | | | | | Y | Y | Y | | Y | | | C.5 | Dedicated motorcycle and bicycle parking area in all ramps | \$ 15,000 | | Add signs and pavement markings |
| Y | | | | | Y | Y | | | Y | | | C.6 | Install heated bus shelters along 50th & France with realtime Next Bus in X Minutes signage | \$ 500,000 | | Assumes four 4' x 10' shelters |
| | | Y | | | Y | Y | Y | | | | | C.7 | Graduated employee parking rates: Free in North Ramp, moderate fee for Middle Ramp, largest fee for South Ramp | \$ - | | Assumes no additional cost |
| Y | | | | | | | | | Y | | | C.8 | Incentivize public transit use by free bus passes and optimizing bus routes with MTC | \$ - | | |
| | | | | | | | | | | | | C.9 | Add bike lockers and shower room to encourage bike commuting | \$ 700,000 | | 10 pairs of lockers per ramp - shower facility is included as tenant build out in 2,000 SF north ramp new commercial space - 2 ADA showers, 2 ADA toilets, plus retail for coffee or other limited food |

MENU OF ALTERNATIVES - ORDER OF MAGNITUDE COSTS

| PAT Member #1 | PAT Member #2 | PAT Member #3 | PAT Member #4 | PAT Member #5 | PAT Member #6 | PAT Member #7 | PAT Member #7B | PAT Member #7C | Alternative #2 | Alternative #1 | Base Alternative | SURVEY RANK | MENU OF ALTERNATIVES | ORDER OF MAGNITUDE COST ESTIMATE | NOTES / ASSUMPTIONS |
|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|----------------|----------------|----------------|------------------|-------------|--|----------------------------------|--|
| | | | | | | | | | | | | D | PARKING RAMP LIGHTING AND SECURITY | | |
| Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | D.1 | Increase brightness of lighting | \$ 650,000 | One for one replacement of fixtures with motion sensing LED |
| Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | D.2 | Add video surveillance in critical areas of all ramps | \$ 300,000 | License plate readers and stairwell cameras |
| Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | D.3 | Install "panic" stations with direct communication to police department | \$ 50,000 | Two emergency phones per level of ramp totaling 20 |
| | | | | | | | | | | | | D.4 | Add video surveillance in all areas of all ramps | \$ 750,000 | Full camera coverage in all ramps including license plate readers |
| | | | Y | | | | | | | | | D.5 | Hire a parking ambassador | \$ 60,000 | Add ambassador from 7:30am - 7:30pm |
| | | | | | | | | | | | | D.6 | Add video cameras in smaller alleyways and sidewalks | \$ 300,000 | Add cameras to street lights, parking ramps or other public structures; Assumes conduit and wires for power and data are installed as part of sidewalk reconstruction for landscape / streetscape projects; Surface restoration costs need to be accounted for elsewhere; Assumes 20 cameras |
| | | | | Y | Y | | | | | | | D.7 | Increase foot patrols (police, ambassadors and / or night escorts) | \$ 50,000 | Add one part-time night escort for entire year. |
| | | | | | | | | | | | | D.8 | Replace functional lighting with decorative or indirect lighting | \$ 400,000 | One for one replacement of fixtures except first level of South Ramp which would reduce the number of fixtures. |
| | | | | | | | | | | | | E | PARKING RAMP PEDESTRIAN ACCESS | | |
| Y | | | Y | Y | Y | Y | Y | Y | Y | Y | Y | E.1 | Easily identified pedestrian zone to and through parking ramps using floor paint, curbs and bollards | \$ 100,000 | Assumes four locations |
| Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | E.2 | New elevator / stair in Middle Ramp | \$ 925,000 | Assumed on south side of ramp located at midpoint in east-west direction. |
| Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | E.3 | New elevator / stair in South Ramp | \$ 1,100,000 | |
| Y | | | | Y | Y | Y | Y | Y | Y | Y | Y | E.4 | Designate more accessible parking stalls on first level of all parking ramps | \$ 10,000 | Additional signs and pavement markings |
| Y | | | | Y | Y | Y | Y | Y | Y | Y | Y | E.5 | High visibility crosswalk/lighting at SE stair exit at South Ramp | \$ 15,000 | Assumed 2 lighted signs and striping |
| | | | | Y | | | | | | | | E.6 | Add speed bumps or tables near pedestrian routes | \$ 75,000 | Assumes removal of concrete and build up of speed bump |
| | | Y | Y | Y | Y | | | | | | | E.7 | Reconstruct stairwells in South Ramp to be compliant with current building code | \$ 450,000 | Includes the SE (center) stairs |
| | | | | | | | | | | | | E.8 | Skyway to connect Middle and North ramp buildings | \$ 1,350,000 | Assumes skywalk supported independent of existing structures. Unheated space. |
| | | | | | | | | | | | | F | PARKING WAYFINDING | | |
| | | | | | Y | | | | | | | F.1 | Static public parking directional signage throughout the district | \$ 25,000 | 12 decorative non-electronic parking wayfinding signs with ramp name and directional arrow |
| | | | Y | | Y | Y | Y | Y | Y | Y | Y | F.2 | Static pedestrian directional signing to businesses and public ramps | \$ 50,000 | 24 decorative non-electronic pedestrian wayfinding signs with "pedestrian street," "pedestrian plaza" and ramp names and directional arrows |
| Y | Y | Y | | Y | Y | Y | Y | Y | Y | Y | Y | F.3 | Dynamic public parking directional signage throughout the district with real time parking availability | \$ 350,000 | 4 decorative electronic parking wayfinding signs with real-time parking availability, one for each major approach roadway; 3 decorative signs, one at each ramp, with special message for patrons entering ramp; 8 decorative non-electronic parking wayfinding signs with ramp name and directional arrow |
| | | | | | | | | | | | | F.4 | Electronic pedestrian directional signing to businesses and public ramps | \$ 200,000 | 8 decorative electronic interactive pedestrian wayfinding kiosks; 16 non-electronic pedestrian wayfinding signs with "pedestrian street," "pedestrian plaza" and ramp names and directional arrows |
| | Y | | | | Y | | | | | | | F.5 | Create public parking and pedestrian navigation smartphone app | \$ 250,000 | Full service e-commerce parking website to purchase permits, get real-time parking availability, pay fines, etc...; Smartphone app with turn-by-turn directions to parking ramp; Smartphone app to mark parking location to aid pedestrian wayfinding back to vehicle |
| | | | | Y | Y | | | | | | | F.6 | District ambassadors direct drivers to available parking | \$ - | No additional cost; Ambassador costs covered under other line items |

MENU OF ALTERNATIVES - ORDER OF MAGNITUDE COSTS

| PAT Member #1 | PAT Member #2 | PAT Member #3 | PAT Member #4 | PAT Member #5 | PAT Member #6 | PAT Member #7 | PAT Member #7B | PAT Member #7C | Alternative #2 | Alternative #1 | Base Alternative | SURVEY RANK | MENU OF ALTERNATIVES | ORDER OF MAGNITUDE COST ESTIMATE | NOTES / ASSUMPTIONS |
|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|----------------|----------------|----------------|------------------|-------------|--|----------------------------------|--|
| | | | | | | | | | | | | G | PARKING RAMP AESTHETICS | | |
| Y | Y | Y | Y | | Y | Y | Y | Y | Y | Y | Y | G.1 | Paint all interior & exterior surfaces of all ramps and trash enclosures | \$ 1,375,000 | Includes power washing prior painting, two coats of paint. Excludes exterior of middle and north ramps. |
| | | Y | | Y | Y | Y | Y | Y | Y | Y | | G.2 | Unify public parking with colors, signs, door colors, elevator lobbies | \$ 50,000 | Wall painting (images, words and / or color) unique to each parking ramp and parking level |
| | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | G.3 | Power washing on a quarterly basis | \$ 100,000 | Annual cost. Includes stair wells and ramps. Basic power washing like done in 2013. |
| Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | G.4 | Improve sanitation | \$ 10,000 | Annual cost. Weekly cleaning of stairwells. City currently spending \$6,000 per year. |
| | | Y | Y | Y | Y | Y | Y | Y | Y | Y | | G.5 | Entry and exit hospitality signs | \$ 25,000 | Expansion of signs in 2013 |
| | Y | | Y | Y | | Y | Y | Y | Y | Y | Y | G.6 | Screen all garbage areas, implement recycling centers | \$ 60,000 | three total enclosure walls - (2) at Middle Ramp, (1) at South Ramp - prefabricated abs plastic or steel panel system with painted steel posts, gates, hardware - panels are patterned to look like louvers, brick or wood slats and can be custom color |
| | | | | | Y | | | | | | | G.7 | Add public art, murals, plants | \$ 50,000 | Public art, murals and plants within the parking structure, in addition to "unifying" colors, signs, etc... above |
| Y | | | | | Y | | | | | | | G.8 | Unify public parking aesthetic with exterior skins | \$ 600,000 | Metal mesh or metal panel skin with supporting structure covering exposed elevations of South, Middle and North Ramps with painted steel panel with (8) 4'x6' display cases integral with skin on each ramp. Add \$900,000 for stainless steel with (8) 65" LCD panels in outdoor cases on each ramp |
| Y | | | | | | | | | | | | G.9 | Information items / advertising | \$ 75,000 | Make exteior pedestrian facing ground level of parking ramps feel like storefronts by adding display cases for businesses to advertise - this number also included in low and high values for skin improvements |

50h & France Parking and Wayfinding - Customer Surveys-Field Collected / KHA Input



1. Which one of the following applies to you?

| | | Response Percent | Response Count |
|---|--|--------------------------|----------------|
| Occasional 50th & France customer | | 37.2% | 35 |
| Regular 50th & France customer | | 30.9% | 29 |
| Employee of 50th & France | | 26.6% | 25 |
| Business owner or property owner of 50th & France | | 5.3% | 5 |
| | | answered question | 94 |
| | | skipped question | 1 |

2. How familiar are you with 50th & France?

| | | Response Percent | Response Count |
|---------------------|--|--------------------------|-------------------|
| Very familiar |  | 61.7% | 58 |
| Somewhat familiar |  | 26.6% | 25 |
| Somewhat unfamiliar |  | 6.4% | 6 |
| Not familiar at all |  | 5.3% | 5 |
| | | answered question | 94 |
| | | skipped question | 1 |

3. How often do you come to 50th & France?

| | | Response Percent | Response Count |
|---------------------------|---|--------------------------|----------------|
| 1 time per month |  | 17.8% | 16 |
| 2 times per month |  | 15.6% | 14 |
| Once a week |  | 13.3% | 12 |
| Twice a week |  | 8.9% | 8 |
| Three times a week |  | 23.3% | 21 |
| Every weekday |  | 21.1% | 19 |
| | | answered question | 90 |
| | | skipped question | 5 |

4. What transportation do you typically use to get to your destination at 50th & France?

| | | Response Percent | Response Count |
|----------|--|--------------------------|----------------|
| Drive | | 90.5% | 86 |
| Carpool | | 2.1% | 2 |
| Bus | | 3.2% | 3 |
| Walk | | 4.2% | 4 |
| Cab/taxi | | 0.0% | 0 |
| Other | | 0.0% | 0 |
| | | answered question | 95 |
| | | skipped question | 0 |

5. If you occasionally use an alternative to driving, which mode(s) have you used in the past year?

| | | Response Percent | Response Count |
|------------------------|--|--------------------------|----------------|
| N/A |  | 54.8% | 51 |
| Carpool |  | 11.8% | 11 |
| Bus |  | 9.7% | 9 |
| Walk |  | 14.0% | 13 |
| Cab/taxi | | 0.0% | 0 |
| Other (please specify) |  | 9.7% | 9 |
| | | answered question | 93 |
| | | skipped question | 2 |

6. How many passengers are typically in your vehicle when you visit 50th & France?

| | | Response Percent | Response Count |
|-------------|--|--------------------------|----------------|
| 1 |  | 54.7% | 41 |
| 2 |  | 38.7% | 29 |
| 3 |  | 2.7% | 2 |
| 4 |  | 4.0% | 3 |
| 5 | | 0.0% | 0 |
| 6 | | 0.0% | 0 |
| 7 | | 0.0% | 0 |
| 8 | | 0.0% | 0 |
| 9 | | 0.0% | 0 |
| More than 9 | | 0.0% | 0 |
| | | answered question | 75 |
| | | skipped question | 20 |

7. If you drive, do you typically park in the same location?

| | | Response Percent | Response Count |
|-------------------|--|---------------------|-------------------|
| Yes |  | 81.3% | 74 |
| No |  | 18.7% | 17 |
| answered question | | | 91 |
| skipped question | | | 4 |

8. If yes, where do you typically park?

| | | Response Percent | Response Count |
|--|--|------------------|----------------|
| South ramp (Public ramp next to Lunds) |  | 42.3% | 30 |
| Middle ramp (Public ramp next to Spalon Montage and Mozza Mia) |  | 31.0% | 22 |
| North ramp (Public ramp next to Edina Realty and Hooten Cleaners) |  | 12.7% | 9 |
| Clancy lot (Public lot next to Talbots) |  | 5.6% | 4 |
| Ewing lot (Public lot behind Arthur Murray Dance Studio) |  | 1.4% | 1 |
| On-street | | 0.0% | 0 |
| Private lot (Lunds, Walgreens, US Bank, BMO Harris, Pinehurst, etc...) |  | 7.0% | 5 |
| answered question | | | 71 |
| skipped question | | | 24 |

9. How long is your typical stay?

| | | Response Percent | Response Count |
|----------------------|---|--------------------------|----------------|
| Less than 1 hour |  | 11.0% | 10 |
| 1-2 hours |  | 35.2% | 32 |
| 2-3 hours |  | 20.9% | 19 |
| Greater than 3 hours |  | 33.0% | 30 |
| | | answered question | 91 |
| | | skipped question | 4 |

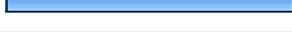
10. What is your home zip code?

| | | Response Percent | Response Count |
|------|--|--------------------------|----------------|
| ZIP: |  | 100.0% | 82 |
| | | answered question | 82 |
| | | skipped question | 13 |

11. How long did it take you to find an available parking space and park your car?

| | Response Count |
|--------------------------|---------------------------|
| | 89 |
| answered question | 89 |
| skipped question | 6 |

12. How would you rate the convenience of the parking stall you used today on a scale of 1 (inconvenient) to 10 (convenient)?

| | | Response Percent | Response Count |
|------------------|---|--------------------------|----------------|
| 1 - Inconvenient |  | 1.1% | 1 |
| 2 |  | 2.3% | 2 |
| 3 |  | 4.5% | 4 |
| 4 |  | 1.1% | 1 |
| 5 |  | 8.0% | 7 |
| 6 |  | 6.8% | 6 |
| 7 |  | 11.4% | 10 |
| 8 |  | 26.1% | 23 |
| 9 |  | 13.6% | 12 |
| 10 - Convenient |  | 25.0% | 22 |
| | | answered question | 88 |
| | | skipped question | 7 |

13. Did you know that there are three parking ramps and two surface parking lots available for public parking?

| | | Response Percent | Response Count |
|-----|--|--------------------------|----------------|
| Yes |  | 69.0% | 60 |
| No |  | 31.0% | 27 |
| | | answered question | 87 |
| | | skipped question | 8 |

14. Once you are parked, how easy is it to find and walk to your destination?

| | | Response Percent | Response Count |
|------------------------------|---|--------------------------|----------------|
| Easy |  | 85.7% | 72 |
| Same as other shopping areas |  | 13.1% | 11 |
| Difficult |  | 1.2% | 1 |
| | | answered question | 84 |
| | | skipped question | 11 |

15. I feel safe when I park at 50th & France

| | | Response Percent | Response Count |
|-----|--|--------------------------|----------------|
| Yes |  | 97.7% | 85 |
| No |  | 2.3% | 2 |
| | | answered question | 87 |
| | | skipped question | 8 |

16. In one word, how would you describe parking at 50th & France?

| | | Response Count |
|--|--|--------------------------|
| | | 87 |
| | | answered question |
| | | 87 |
| | | skipped question |
| | | 8 |

17. If you could change one thing about 50th & France parking, what would it be?

| | | Response Count |
|-------------------|--|-------------------|
| | | 75 |
| answered question | | 75 |
| skipped question | | 20 |

18. Do you feel that more parking stalls need to be added to the 50th & France district?

| | | Response Percent | Response Count |
|-------------------|--|---------------------|-------------------|
| Yes |  | 62.6% | 57 |
| No |  | 37.4% | 34 |
| answered question | | | 91 |
| skipped question | | | 4 |

19. Would addition of paid parking meters to promote turn-over of prime customer parking spaces be helpful?

| | | Response Percent | Response Count |
|-------------------|--|---------------------|-------------------|
| Yes |  | 26.7% | 24 |
| No |  | 73.3% | 66 |
| answered question | | | 90 |
| skipped question | | | 5 |

20. If valet parking were offered, is this a service you would use?

| | | Response Percent | Response Count |
|-------------------|--|---------------------|-------------------|
| Yes |  | 20.7% | 18 |
| No |  | 79.3% | 69 |
| answered question | | | 87 |
| skipped question | | | 8 |

21. If there were a mobile application that provided parking data for the 50th & France district, would you use it?

| | | Response Percent | Response Count |
|-----|--|--------------------------|-------------------|
| Yes |  | 41.1% | 37 |
| No |  | 58.9% | 53 |
| | | answered question | 90 |
| | | skipped question | 5 |

22. How much of the real cost of parking would you be willing to pay? All public parking in the 50th & France district is currently free parking. The property owners and business owners in the 50th & France district pay approximately \$1,000 per year per stall to provide free parking (initial construction plus annual maintenance).

| | | Response Percent | Response Count |
|---------------|--|--------------------------|----------------|
| \$0 / hour |  | 51.1% | 45 |
| \$0.25 / hour |  | 8.0% | 7 |
| \$0.50 / hour |  | 9.1% | 8 |
| \$1 / hour |  | 25.0% | 22 |
| \$2 / hour |  | 4.5% | 4 |
| \$4 / hour |  | 2.3% | 2 |
| | | answered question | 88 |
| | | skipped question | 7 |

23. Would you consider using alternative modes of transportation (bus, bike, walk, etc...) when visiting 50th & France?

| | | Response Percent | Response Count |
|-----|--|--------------------------|----------------|
| Yes |  | 37.5% | 33 |
| No |  | 62.5% | 55 |
| | | answered question | 88 |
| | | skipped question | 7 |

24. Any additional comments?

| | | Response Count |
|--|--|--------------------------|
| | | 88 |
| | | answered question |
| | | 88 |
| | | skipped question |
| | | 7 |

Page 2, Q5. If you occasionally use an alternative to driving, which mode(s) have you used in the past year?

| | | |
|---|-----------------|----------------------|
| 1 | Bike | Dec 27, 2013 8:50 AM |
| 2 | Bike | Dec 27, 2013 8:38 AM |
| 3 | Bike | Dec 27, 2013 7:37 AM |
| 4 | Bike | Dec 27, 2013 7:05 AM |
| 5 | Bus, Bike, Walk | Dec 26, 2013 2:13 PM |
| 6 | Bike | Dec 26, 2013 1:12 PM |
| 7 | Bike | Dec 26, 2013 1:07 PM |
| 8 | Drive | Dec 23, 2013 2:11 PM |
| 9 | Walk and Bike | Dec 23, 2013 2:00 PM |

Page 2, Q10. What is your home zip code?

| | | |
|------|-------|----------------------|
| | 1 | |
| ZIP: | 55408 | Dec 27, 2013 8:58 AM |
| | 2 | |
| ZIP: | 55112 | Dec 27, 2013 8:56 AM |
| | 3 | |
| ZIP: | 55422 | Dec 27, 2013 8:52 AM |
| | 4 | |
| ZIP: | 55406 | Dec 27, 2013 8:50 AM |
| | 5 | |
| ZIP: | 55426 | Dec 27, 2013 8:48 AM |
| | 6 | |
| ZIP: | 55410 | Dec 27, 2013 8:46 AM |
| | 7 | |
| ZIP: | 55424 | Dec 27, 2013 8:44 AM |
| | 8 | |
| ZIP: | 55317 | Dec 27, 2013 8:38 AM |
| | 9 | |
| ZIP: | 55414 | Dec 27, 2013 8:33 AM |
| | 10 | |
| ZIP: | 55436 | Dec 27, 2013 7:59 AM |

Page 2, Q10. What is your home zip code?

11

ZIP: 55424 Dec 27, 2013 7:57 AM

12

ZIP: 55123 Dec 27, 2013 7:37 AM

13

ZIP: 55337 Dec 27, 2013 7:35 AM

14

ZIP: 55436 Dec 27, 2013 7:30 AM

15

ZIP: 55410 Dec 27, 2013 7:27 AM

16

ZIP: 55364 Dec 27, 2013 7:25 AM

17

ZIP: 55447 Dec 27, 2013 7:20 AM

18

ZIP: 55416 Dec 27, 2013 7:16 AM

19

ZIP: 55424 Dec 27, 2013 7:13 AM

20

ZIP: 55423 Dec 27, 2013 7:09 AM

Page 2, Q10. What is your home zip code?

21

ZIP: 55436 Dec 27, 2013 7:05 AM

22

ZIP: 55418 Dec 27, 2013 7:03 AM

23

ZIP: 55419 Dec 27, 2013 7:02 AM

24

ZIP: 55345 Dec 27, 2013 6:52 AM

25

ZIP: 55405 Dec 26, 2013 2:34 PM

26

ZIP: 55347 Dec 26, 2013 2:28 PM

27

ZIP: 55337 Dec 26, 2013 2:23 PM

28

ZIP: 55410 Dec 26, 2013 2:21 PM

29

ZIP: 55337 Dec 26, 2013 2:17 PM

30

ZIP: 55391 Dec 26, 2013 2:15 PM

Page 2, Q10. What is your home zip code?

31

ZIP: 55391 Dec 26, 2013 2:13 PM

32

ZIP: 55369 Dec 26, 2013 2:08 PM

33

ZIP: 54016 Dec 26, 2013 2:07 PM

34

ZIP: 54016 Dec 26, 2013 2:02 PM

35

ZIP: 55318 Dec 26, 2013 2:01 PM

36

ZIP: 55430 Dec 26, 2013 1:58 PM

37

ZIP: 55436 Dec 26, 2013 1:56 PM

38

ZIP: 55403 Dec 26, 2013 1:55 PM

39

ZIP: 55406 Dec 26, 2013 1:48 PM

40

ZIP: 55303 Dec 26, 2013 1:22 PM

Page 2, Q10. What is your home zip code?

41

ZIP: 55438

Dec 26, 2013 1:20 PM

42

ZIP: 55410

Dec 26, 2013 1:18 PM

43

ZIP: 55424

Dec 26, 2013 1:14 PM

44

ZIP: 55419

Dec 26, 2013 1:12 PM

45

ZIP: 55416

Dec 26, 2013 1:09 PM

46

ZIP: 55410

Dec 26, 2013 1:07 PM

47

ZIP: 55343

Dec 26, 2013 1:05 PM

48

ZIP: 55419

Dec 26, 2013 1:03 PM

49

ZIP: 55442

Dec 26, 2013 12:41 PM

50

ZIP: 55410

Dec 26, 2013 12:40 PM

Page 2, Q10. What is your home zip code?

51

ZIP: 55316

Dec 26, 2013 12:33 PM

52

ZIP: 55316

Dec 26, 2013 12:31 PM

53

ZIP: 56001

Dec 26, 2013 12:30 PM

54

ZIP: 55376

Dec 26, 2013 12:28 PM

55

ZIP: 55416

Dec 26, 2013 12:24 PM

56

ZIP: 55419

Dec 26, 2013 12:23 PM

57

ZIP: 55125

Dec 26, 2013 12:21 PM

58

ZIP: 55423

Dec 26, 2013 12:18 PM

59

ZIP: 55417

Dec 26, 2013 12:16 PM

60

ZIP: 55410

Dec 26, 2013 12:13 PM

Page 2, Q10. What is your home zip code?

61

ZIP: 55410 Dec 26, 2013 12:11 PM

62

ZIP: 55410 Dec 26, 2013 12:09 PM

63

ZIP: 55410 Dec 26, 2013 12:07 PM

64

ZIP: 55410 Dec 26, 2013 12:01 PM

65

ZIP: 55403 Dec 26, 2013 11:59 AM

66

ZIP: 55419 Dec 26, 2013 11:56 AM

67

ZIP: 55374 Dec 26, 2013 11:55 AM

68

ZIP: 55430 Dec 26, 2013 11:53 AM

69

ZIP: 55436 Dec 26, 2013 11:41 AM

70

ZIP: 55311 Dec 26, 2013 11:38 AM

Page 2, Q10. What is your home zip code?

71

ZIP: 54981 Dec 26, 2013 11:36 AM

72

ZIP: 55424 Dec 23, 2013 2:11 PM

73

ZIP: 55416 Dec 23, 2013 2:08 PM

74

ZIP: 55435 Dec 23, 2013 2:03 PM

75

ZIP: RZM 0J6 Dec 23, 2013 1:57 PM

76

ZIP: 55436 Dec 23, 2013 1:55 PM

77

ZIP: 55431 Dec 23, 2013 1:51 PM

78

ZIP: 55416 Dec 23, 2013 1:48 PM

79

ZIP: 55410 Dec 23, 2013 1:43 PM

80

ZIP: 55318 Dec 23, 2013 1:29 PM

Page 2, Q10. What is your home zip code?

81

ZIP: 55318

Dec 20, 2013 7:01 AM

82

ZIP: 55438

Dec 19, 2013 7:21 AM

Page 3, Q11. How long did it take you to find an available parking space and park your car?

| | | |
|----|--|----------------------|
| 1 | 5 minutes | Dec 27, 2013 8:58 AM |
| 2 | 2 minutes | Dec 27, 2013 8:56 AM |
| 3 | 1 minute | Dec 27, 2013 8:54 AM |
| 4 | 5 minutes | Dec 27, 2013 8:52 AM |
| 5 | 2 minutes | Dec 27, 2013 8:51 AM |
| 6 | 1 minute | Dec 27, 2013 8:49 AM |
| 7 | 5-10 minutes | Dec 27, 2013 8:46 AM |
| 8 | 5 minutes | Dec 27, 2013 8:44 AM |
| 9 | 0 minutes | Dec 27, 2013 8:39 AM |
| 10 | 0 minutes | Dec 27, 2013 8:37 AM |
| 11 | 5 minutes | Dec 27, 2013 8:00 AM |
| 12 | 1 minute | Dec 27, 2013 7:58 AM |
| 13 | Usually find one the first try in a covered spot. Not always though. | Dec 27, 2013 7:38 AM |
| 14 | 5 minutes | Dec 27, 2013 7:35 AM |
| 15 | 5 minutes | Dec 27, 2013 7:31 AM |
| 16 | 20 minutes | Dec 27, 2013 7:28 AM |
| 17 | 10 minutes | Dec 27, 2013 7:26 AM |
| 18 | typically 10 minutes | Dec 27, 2013 7:21 AM |
| 19 | I have never had a problem | Dec 27, 2013 7:18 AM |

Page 3, Q11. How long did it take you to find an available parking space and park your car?

| | | |
|----|----------------|----------------------|
| 20 | 5 minutes | Dec 27, 2013 7:15 AM |
| 21 | 2 minutes | Dec 27, 2013 7:12 AM |
| 22 | 5 minutes | Dec 27, 2013 7:09 AM |
| 23 | 3 minutes | Dec 27, 2013 7:07 AM |
| 24 | 5 minutes | Dec 27, 2013 7:04 AM |
| 25 | 5 minutes | Dec 27, 2013 7:02 AM |
| 26 | 15 minutes | Dec 27, 2013 6:52 AM |
| 27 | 30 seconds | Dec 26, 2013 2:34 PM |
| 28 | Too long | Dec 26, 2013 2:30 PM |
| 29 | 0 minutes | Dec 26, 2013 2:28 PM |
| 30 | 0 minutes | Dec 26, 2013 2:26 PM |
| 31 | 2 minutes | Dec 26, 2013 2:25 PM |
| 32 | seconds | Dec 26, 2013 2:23 PM |
| 33 | 1 minute | Dec 26, 2013 2:21 PM |
| 34 | 10 minutes | Dec 26, 2013 2:19 PM |
| 35 | 1 minute | Dec 26, 2013 2:17 PM |
| 36 | 1 minute | Dec 26, 2013 2:15 PM |
| 37 | 1 or 2 minutes | Dec 26, 2013 2:13 PM |
| 38 | instant | Dec 26, 2013 2:09 PM |

Page 3, Q11. How long did it take you to find an available parking space and park your car?

| | | |
|----|--------------|-----------------------|
| 39 | 5 minutes | Dec 26, 2013 2:07 PM |
| 40 | 1 second | Dec 26, 2013 2:05 PM |
| 41 | 5 minutes | Dec 26, 2013 2:03 PM |
| 42 | 20 minutes | Dec 26, 2013 1:59 PM |
| 43 | 3 minutes | Dec 26, 2013 1:57 PM |
| 44 | 5 minutes | Dec 26, 2013 1:52 PM |
| 45 | 1 minute | Dec 26, 2013 1:23 PM |
| 46 | 20 minutes | Dec 26, 2013 1:20 PM |
| 47 | 1 minute | Dec 26, 2013 1:18 PM |
| 48 | < 1 minute | Dec 26, 2013 1:15 PM |
| 49 | < 5 minutes | Dec 26, 2013 1:13 PM |
| 50 | < 1 minute | Dec 26, 2013 1:11 PM |
| 51 | 3 minutes | Dec 26, 2013 1:07 PM |
| 52 | 1 minute | Dec 26, 2013 1:05 PM |
| 53 | < 1 minute | Dec 26, 2013 1:04 PM |
| 54 | 5 minutes | Dec 26, 2013 12:42 PM |
| 55 | N/A | Dec 26, 2013 12:40 PM |
| 56 | N/A | Dec 26, 2013 12:38 PM |
| 57 | 5-10 minutes | Dec 26, 2013 12:34 PM |

Page 3, Q11. How long did it take you to find an available parking space and park your car?

| | | |
|----|------------------------------|-----------------------|
| 58 | 5 minutes | Dec 26, 2013 12:32 PM |
| 59 | 5 minutes | Dec 26, 2013 12:31 PM |
| 60 | 20 minutes | Dec 26, 2013 12:29 PM |
| 61 | < 1 minute (but not typical) | Dec 26, 2013 12:26 PM |
| 62 | 5 minutes | Dec 26, 2013 12:23 PM |
| 63 | 10 minutes | Dec 26, 2013 12:22 PM |
| 64 | 5+ minutes | Dec 26, 2013 12:20 PM |
| 65 | 15 minutes | Dec 26, 2013 12:17 PM |
| 66 | 4 minutes | Dec 26, 2013 12:15 PM |
| 67 | 15 minutes | Dec 26, 2013 12:11 PM |
| 68 | couple minutes | Dec 26, 2013 12:10 PM |
| 69 | 1 minute | Dec 26, 2013 12:08 PM |
| 70 | 5 minutes | Dec 26, 2013 12:01 PM |
| 71 | 1 minute | Dec 26, 2013 11:59 AM |
| 72 | 1 minute | Dec 26, 2013 11:57 AM |
| 73 | 1 minute | Dec 26, 2013 11:55 AM |
| 74 | 1 Minute | Dec 26, 2013 11:53 AM |
| 75 | 0 minutes | Dec 26, 2013 11:41 AM |
| 76 | 10 minutes | Dec 26, 2013 11:39 AM |

Page 3, Q11. How long did it take you to find an available parking space and park your car?

| | | |
|----|-----------------------|-----------------------|
| 77 | 1 minute | Dec 26, 2013 11:37 AM |
| 78 | 0 Minutes | Dec 23, 2013 2:09 PM |
| 79 | 2 Minutes | Dec 23, 2013 2:07 PM |
| 80 | 5 Minutes. | Dec 23, 2013 2:04 PM |
| 81 | not long (30 seconds) | Dec 23, 2013 2:01 PM |
| 82 | 5 Minutes | Dec 23, 2013 1:58 PM |
| 83 | 5 Minutes | Dec 23, 2013 1:56 PM |
| 84 | Same day | Dec 23, 2013 1:52 PM |
| 85 | 0 Minutes | Dec 23, 2013 1:49 PM |
| 86 | 2 Minutes | Dec 23, 2013 1:43 PM |
| 87 | 5 Minutes | Dec 23, 2013 1:30 PM |
| 88 | 5 minutes | Dec 20, 2013 7:02 AM |
| 89 | 20 minutes | Dec 19, 2013 7:28 AM |

Page 3, Q16. In one word, how would you describe parking at 50th & France?

| | | |
|----|-------------------------------------|----------------------|
| 1 | Perfect! | Dec 27, 2013 8:58 AM |
| 2 | Unpredictable | Dec 27, 2013 8:56 AM |
| 3 | Decent | Dec 27, 2013 8:54 AM |
| 4 | Good, free | Dec 27, 2013 8:52 AM |
| 5 | Inconsistent | Dec 27, 2013 8:51 AM |
| 6 | I have a permit so its not too bad. | Dec 27, 2013 8:49 AM |
| 7 | nit or miss | Dec 27, 2013 8:46 AM |
| 8 | Sufficient | Dec 27, 2013 8:44 AM |
| 9 | Great | Dec 27, 2013 8:39 AM |
| 10 | Available | Dec 27, 2013 8:37 AM |
| 11 | Challenging | Dec 27, 2013 8:00 AM |
| 12 | Sufficient | Dec 27, 2013 7:58 AM |
| 13 | Busy | Dec 27, 2013 7:38 AM |
| 14 | Easy | Dec 27, 2013 7:35 AM |
| 15 | OK | Dec 27, 2013 7:31 AM |
| 16 | Spread out | Dec 27, 2013 7:28 AM |
| 17 |fine | Dec 27, 2013 7:26 AM |
| 18 | Awful | Dec 27, 2013 7:21 AM |
| 19 | Perfect | Dec 27, 2013 7:18 AM |

Page 3, Q16. In one word, how would you describe parking at 50th & France?

| | | |
|----|-------------------------|----------------------|
| 20 | Frustrating | Dec 27, 2013 7:15 AM |
| 21 | Good | Dec 27, 2013 7:09 AM |
| 22 | Busy | Dec 27, 2013 7:07 AM |
| 23 | Excellent | Dec 27, 2013 7:04 AM |
| 24 | Limited | Dec 27, 2013 7:02 AM |
| 25 | hit-n-miss | Dec 27, 2013 6:52 AM |
| 26 | Great | Dec 26, 2013 2:34 PM |
| 27 | Cold and always rooftop | Dec 26, 2013 2:30 PM |
| 28 | Confusing | Dec 26, 2013 2:28 PM |
| 29 | Messy | Dec 26, 2013 2:26 PM |
| 30 | Fine | Dec 26, 2013 2:25 PM |
| 31 | Convenient | Dec 26, 2013 2:23 PM |
| 32 | Available | Dec 26, 2013 2:21 PM |
| 33 | Chaotic | Dec 26, 2013 2:19 PM |
| 34 | OK | Dec 26, 2013 2:17 PM |
| 35 | Easy | Dec 26, 2013 2:15 PM |
| 36 | Fine | Dec 26, 2013 2:13 PM |
| 37 | Good | Dec 26, 2013 2:09 PM |
| 38 | Fine | Dec 26, 2013 2:07 PM |

Page 3, Q16. In one word, how would you describe parking at 50th & France?

| | | |
|----|--------------------------|-----------------------|
| 39 | Easy | Dec 26, 2013 2:05 PM |
| 40 | Fine | Dec 26, 2013 2:03 PM |
| 41 | Moderate | Dec 26, 2013 1:59 PM |
| 42 | Easy/Free | Dec 26, 2013 1:57 PM |
| 43 | Crowdy/Love free parking | Dec 26, 2013 1:52 PM |
| 44 | Efficient | Dec 26, 2013 1:23 PM |
| 45 | Convenient | Dec 26, 2013 1:20 PM |
| 46 | Challenging | Dec 26, 2013 1:18 PM |
| 47 | Diff. | Dec 26, 2013 1:15 PM |
| 48 | Unique | Dec 26, 2013 1:13 PM |
| 49 | Adequate | Dec 26, 2013 1:11 PM |
| 50 | Challenge | Dec 26, 2013 1:07 PM |
| 51 | Easy | Dec 26, 2013 1:05 PM |
| 52 | Congested | Dec 26, 2013 1:04 PM |
| 53 | Fine | Dec 26, 2013 12:42 PM |
| 54 | OK | Dec 26, 2013 12:40 PM |
| 55 | Good | Dec 26, 2013 12:38 PM |
| 56 | Plentiful | Dec 26, 2013 12:34 PM |
| 57 | Over-stimulating | Dec 26, 2013 12:31 PM |

Page 3, Q16. In one word, how would you describe parking at 50th & France?

| | | |
|----|-----------------|-----------------------|
| 58 | Full | Dec 26, 2013 12:29 PM |
| 59 | Inadequate | Dec 26, 2013 12:26 PM |
| 60 | Challenging | Dec 26, 2013 12:23 PM |
| 61 | fine - terrible | Dec 26, 2013 12:22 PM |
| 62 | Great | Dec 26, 2013 12:20 PM |
| 63 | Atrocious | Dec 26, 2013 12:17 PM |
| 64 | Adequate | Dec 26, 2013 12:15 PM |
| 65 | Awful | Dec 26, 2013 12:11 PM |
| 66 | OK | Dec 26, 2013 12:10 PM |
| 67 | Accessible | Dec 26, 2013 12:08 PM |
| 68 | Good | Dec 26, 2013 12:01 PM |
| 69 | Convenient | Dec 26, 2013 11:59 AM |
| 70 | Convenient | Dec 26, 2013 11:57 AM |
| 71 | Okay | Dec 26, 2013 11:55 AM |
| 72 | Complex | Dec 26, 2013 11:53 AM |
| 73 | Adequate | Dec 26, 2013 11:41 AM |
| 74 | fair | Dec 26, 2013 11:39 AM |
| 75 | Convenient | Dec 26, 2013 11:37 AM |
| 76 | Messed up. | Dec 23, 2013 2:12 PM |

Page 3, Q16. In one word, how would you describe parking at 50th & France?

| | | |
|----|------------|----------------------|
| 77 | O.K. | Dec 23, 2013 2:09 PM |
| 78 | Good | Dec 23, 2013 2:07 PM |
| 79 | Mediocre | Dec 23, 2013 2:04 PM |
| 80 | Great | Dec 23, 2013 1:58 PM |
| 81 | Fair | Dec 23, 2013 1:56 PM |
| 82 | Convenient | Dec 23, 2013 1:52 PM |
| 83 | Convenient | Dec 23, 2013 1:49 PM |
| 84 | Easy | Dec 23, 2013 1:43 PM |
| 85 | Ackward | Dec 23, 2013 1:30 PM |
| 86 | Awkward | Dec 20, 2013 7:02 AM |
| 87 | Convenient | Dec 19, 2013 7:28 AM |

Page 3, Q17. If you could change one thing about 50th & France parking, what would it be?

| | | |
|----|--|----------------------|
| 1 | Nothing | Dec 27, 2013 8:58 AM |
| 2 | Nothing | Dec 27, 2013 8:54 AM |
| 3 | N/A | Dec 27, 2013 8:52 AM |
| 4 | Possibly more signage promoting ramps | Dec 27, 2013 8:51 AM |
| 5 | Add a couple of levels to the ram and an elevator. | Dec 27, 2013 8:49 AM |
| 6 | more spaces | Dec 27, 2013 8:46 AM |
| 7 | Nothing | Dec 27, 2013 8:44 AM |
| 8 | Increase time limit | Dec 27, 2013 8:37 AM |
| 9 | Parking ramp circulation | Dec 27, 2013 8:00 AM |
| 10 | Educate users about available parking | Dec 27, 2013 7:58 AM |
| 11 | More ramps, higher ramps | Dec 27, 2013 7:38 AM |
| 12 | Change one way in to Lunds. More parking by Starbucks. | Dec 27, 2013 7:31 AM |
| 13 | More employee spots | Dec 27, 2013 7:28 AM |
| 14 | MORE SNOW PLOWING | Dec 27, 2013 7:26 AM |
| 15 | More parking spaces available | Dec 27, 2013 7:21 AM |
| 16 | expand spots | Dec 27, 2013 7:15 AM |
| 17 | Traffic | Dec 27, 2013 7:09 AM |
| 18 | Lunds lot is very hard to find space. | Dec 27, 2013 7:07 AM |
| 19 | Nothing | Dec 27, 2013 7:04 AM |

Page 3, Q17. If you could change one thing about 50th & France parking, what would it be?

| | | |
|----|-----------------------------------|----------------------|
| 20 | No ice in winter | Dec 27, 2013 7:02 AM |
| 21 | More roofed parking | Dec 26, 2013 2:30 PM |
| 22 | Make crosswalks better | Dec 26, 2013 2:28 PM |
| 23 | Crosswalks | Dec 26, 2013 2:26 PM |
| 24 | Nothing | Dec 26, 2013 2:23 PM |
| 25 | N/A | Dec 26, 2013 2:21 PM |
| 26 | more parking | Dec 26, 2013 2:19 PM |
| 27 | Bigger ramp | Dec 26, 2013 2:17 PM |
| 28 | More of it | Dec 26, 2013 2:15 PM |
| 29 | None at the moment | Dec 26, 2013 2:13 PM |
| 30 | None | Dec 26, 2013 2:05 PM |
| 31 | Nothing, 1st time I've been here. | Dec 26, 2013 2:03 PM |
| 32 | Bigger ramp | Dec 26, 2013 1:59 PM |
| 33 | Increased capacity | Dec 26, 2013 1:57 PM |
| 34 | N/A | Dec 26, 2013 1:52 PM |
| 35 | Nothing | Dec 26, 2013 1:23 PM |
| 36 | Bigger ramp | Dec 26, 2013 1:20 PM |
| 37 | On-Street parking | Dec 26, 2013 1:18 PM |
| 38 | More parking.... | Dec 26, 2013 1:15 PM |

Page 3, Q17. If you could change one thing about 50th & France parking, what would it be?

| | | |
|----|---|-----------------------|
| 39 | N/A | Dec 26, 2013 1:13 PM |
| 40 | Permitting Enf. - Permit but ticketed like a customer (part time) | Dec 26, 2013 1:11 PM |
| 41 | Nicollet Mall no cars | Dec 26, 2013 1:07 PM |
| 42 | Events/Holiday Times | Dec 26, 2013 1:05 PM |
| 43 | More parking | Dec 26, 2013 1:04 PM |
| 44 | Elevators | Dec 26, 2013 12:42 PM |
| 45 | More parking | Dec 26, 2013 12:40 PM |
| 46 | No | Dec 26, 2013 12:38 PM |
| 47 | N/A | Dec 26, 2013 12:34 PM |
| 48 | more signs for ramps | Dec 26, 2013 12:32 PM |
| 49 | N/A | Dec 26, 2013 12:31 PM |
| 50 | Full/Empty Sign | Dec 26, 2013 12:29 PM |
| 51 | Increase ramps | Dec 26, 2013 12:26 PM |
| 52 | more spaces | Dec 26, 2013 12:22 PM |
| 53 | intress/express conflict | Dec 26, 2013 12:20 PM |
| 54 | clean and patrol ramps | Dec 26, 2013 12:17 PM |
| 55 | More | Dec 26, 2013 12:11 PM |
| 56 | Nothing | Dec 26, 2013 12:08 PM |
| 57 | strickter enforcement | Dec 26, 2013 11:59 AM |

Page 3, Q17. If you could change one thing about 50th & France parking, what would it be?

| | | |
|----|--|-----------------------|
| 58 | more parking | Dec 26, 2013 11:57 AM |
| 59 | More | Dec 26, 2013 11:53 AM |
| 60 | More | Dec 26, 2013 11:41 AM |
| 61 | More signs | Dec 26, 2013 11:39 AM |
| 62 | Sinage/info | Dec 26, 2013 11:37 AM |
| 63 | Make Lunds general like before. | Dec 23, 2013 2:12 PM |
| 64 | Longer periods to park. | Dec 23, 2013 2:09 PM |
| 65 | Move anybody parking in Lunds lot. | Dec 23, 2013 2:07 PM |
| 66 | Expand | Dec 23, 2013 2:04 PM |
| 67 | Would like more slots in the Clancy lot. | Dec 23, 2013 2:01 PM |
| 68 | Nothing. Vacancy Sign. | Dec 23, 2013 1:58 PM |
| 69 | More parking (free). | Dec 23, 2013 1:56 PM |
| 70 | Security at night. | Dec 23, 2013 1:52 PM |
| 71 | South Ramp entrance and exits are too congested. | Dec 23, 2013 1:49 PM |
| 72 | none | Dec 23, 2013 1:43 PM |
| 73 | Big truck & small spaces need to be bigger. | Dec 23, 2013 1:30 PM |
| 74 | Need larger parking spaces for bigger trucks | Dec 20, 2013 7:02 AM |
| 75 | bigger ramp | Dec 19, 2013 7:28 AM |

Page 5, Q24. Any additional comments?

| | | |
|----|---|----------------------|
| 1 | Female, 26-35 | Dec 27, 2013 8:58 AM |
| 2 | Female, 26-35 | Dec 27, 2013 8:57 AM |
| 3 | Male, 56 or older | Dec 27, 2013 8:55 AM |
| 4 | Male, 36-45 | Dec 27, 2013 8:53 AM |
| 5 | Male, 19-25 | Dec 27, 2013 8:51 AM |
| 6 | Male, 26-35 | Dec 27, 2013 8:49 AM |
| 7 | Female, 19-25 | Dec 27, 2013 8:47 AM |
| 8 | Male, 36-45 | Dec 27, 2013 8:45 AM |
| 9 | Male, 46-55 | Dec 27, 2013 8:39 AM |
| 10 | Male, 36-45 | Dec 27, 2013 8:38 AM |
| 11 | Female, 56 or older | Dec 27, 2013 8:01 AM |
| 12 | Female, 46-55 | Dec 27, 2013 7:58 AM |
| 13 | 12. Roof, far from stairs. 22. I don't make enough for that. Female, 19-25 | Dec 27, 2013 7:39 AM |
| 14 | Female, 46-55 | Dec 27, 2013 7:36 AM |
| 15 | Female, 56 or older | Dec 27, 2013 7:32 AM |
| 16 | 19. This would deter business. 22. Want to see cost analysis. Female, 26-35 | Dec 27, 2013 7:29 AM |
| 17 | Female, 19-25 | Dec 27, 2013 7:26 AM |
| 18 | General: I do not like to park in another because I get off at 10PM. Cannot afford to pay for parking when I make \$10/per hour. 23. Because I drive from Plymouth and work in Edina. | Dec 27, 2013 7:24 AM |
| 19 | Female, 36-45 | Dec 27, 2013 7:19 AM |

Page 5, Q24. Any additional comments?

| | | |
|----|---------------------|----------------------|
| 20 | Female, 56 or older | Dec 27, 2013 7:15 AM |
| 21 | Female, 26-35 | Dec 27, 2013 7:13 AM |
| 22 | Female, 46-55 | Dec 27, 2013 7:10 AM |
| 23 | Female, 56 or older | Dec 27, 2013 7:08 AM |
| 24 | Female, 56 or older | Dec 27, 2013 7:04 AM |
| 25 | Female, 56 or older | Dec 27, 2013 7:03 AM |
| 26 | Female, 46-55 | Dec 27, 2013 6:53 AM |
| 27 | Female, | Dec 26, 2013 2:35 PM |
| 28 | Male, 19-25 | Dec 26, 2013 2:31 PM |
| 29 | Female, 46-55 | Dec 26, 2013 2:29 PM |
| 30 | Male, 36-45 | Dec 26, 2013 2:27 PM |
| 31 | Female, 46-55 | Dec 26, 2013 2:25 PM |
| 32 | Male, 19-25 | Dec 26, 2013 2:24 PM |
| 33 | Female, 56 or older | Dec 26, 2013 2:22 PM |
| 34 | Male, 19-25 | Dec 26, 2013 2:20 PM |
| 35 | Female, 46-55 | Dec 26, 2013 2:18 PM |
| 36 | Male, 46-55 | Dec 26, 2013 2:16 PM |
| 37 | Male, 18 or younger | Dec 26, 2013 2:14 PM |
| 38 | Female, 36-45 | Dec 26, 2013 2:10 PM |

Page 5, Q24. Any additional comments?

| | | |
|----|---------------------|-----------------------|
| 39 | Female, 36-45 | Dec 26, 2013 2:08 PM |
| 40 | Female, 46-55 | Dec 26, 2013 2:05 PM |
| 41 | Female, 36-45 | Dec 26, 2013 2:03 PM |
| 42 | Female, 56 or older | Dec 26, 2013 2:02 PM |
| 43 | Male, 36-45 | Dec 26, 2013 1:59 PM |
| 44 | Female, 56 or older | Dec 26, 2013 1:57 PM |
| 45 | Female, 46-55 | Dec 26, 2013 1:55 PM |
| 46 | Female, 56 or older | Dec 26, 2013 1:53 PM |
| 47 | Male, 26-35 | Dec 26, 2013 1:45 PM |
| 48 | Male, 19-25 | Dec 26, 2013 1:21 PM |
| 49 | Male, 46-55 | Dec 26, 2013 1:19 PM |
| 50 | Female, 36-45 | Dec 26, 2013 1:15 PM |
| 51 | Male, 36-45 | Dec 26, 2013 1:13 PM |
| 52 | Female, 56 or older | Dec 26, 2013 1:11 PM |
| 53 | Female, 46-55 | Dec 26, 2013 1:08 PM |
| 54 | Female, 19-25 | Dec 26, 2013 1:06 PM |
| 55 | Female, 36-45 | Dec 26, 2013 1:04 PM |
| 56 | Male, 56 or older | Dec 26, 2013 12:42 PM |
| 57 | Female, 56 or older | Dec 26, 2013 12:41 PM |

Page 5, Q24. Any additional comments?

| | | |
|----|---------------------|-----------------------|
| 58 | Male, 56 or older | Dec 26, 2013 12:38 PM |
| 59 | Female, 46-55 | Dec 26, 2013 12:34 PM |
| 60 | Male, 19-25 | Dec 26, 2013 12:33 PM |
| 61 | Male, 36-45 | Dec 26, 2013 12:29 PM |
| 62 | Male, 56 or older | Dec 26, 2013 12:26 PM |
| 63 | Female, 56 or older | Dec 26, 2013 12:24 PM |
| 64 | Male, 46-55 | Dec 26, 2013 12:22 PM |
| 65 | Female, 56 or older | Dec 26, 2013 12:20 PM |
| 66 | Female, 56 or older | Dec 26, 2013 12:18 PM |
| 67 | Female, 36-45 | Dec 26, 2013 12:12 PM |
| 68 | Female, 56 or older | Dec 26, 2013 12:10 PM |
| 69 | Female, 56 or older | Dec 26, 2013 12:08 PM |
| 70 | Male, 56 or older | Dec 26, 2013 12:02 PM |
| 71 | Male, 56 or older | Dec 26, 2013 12:00 PM |
| 72 | Female, 46-55 | Dec 26, 2013 11:57 AM |
| 73 | Female, 56 or older | Dec 26, 2013 11:56 AM |
| 74 | Female, 56 or older | Dec 26, 2013 11:54 AM |
| 75 | male, 56 or older | Dec 26, 2013 11:42 AM |
| 76 | Female, 56 or older | Dec 26, 2013 11:40 AM |

Page 5, Q24. Any additional comments?

| | | |
|----|----------------------|-----------------------|
| 77 | Female, 56 or older | Dec 26, 2013 11:37 AM |
| 78 | Male. 56 or older. | Dec 23, 2013 2:12 PM |
| 79 | Female. 56 or older. | Dec 23, 2013 2:09 PM |
| 80 | Female. 56 or older. | Dec 23, 2013 2:07 PM |
| 81 | Female. 26-35. | Dec 23, 2013 2:04 PM |
| 82 | Female. 46-55. | Dec 23, 2013 2:01 PM |
| 83 | Male. 46-55. | Dec 23, 2013 1:59 PM |
| 84 | 56 or older. | Dec 23, 2013 1:52 PM |
| 85 | Female, 56 or older | Dec 23, 2013 1:50 PM |
| 86 | Female, 56 or older. | Dec 23, 2013 1:44 PM |
| 87 | Female, 56 or older. | Dec 23, 2013 1:41 PM |
| 88 | Male/19-25 yrs. old | Dec 19, 2013 7:29 AM |

**APPENDIX D – PARKING OPERATIONS,
MANAGEMENT, AND FINANCING**

City of Edina
50th & France District
Parking and Wayfinding Project

**Parking
Operations, Management and Financing**

Prepared by:



Kimley-Horn
and Associates, Inc.

January 2014

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Prepared for:



The CITY of
EDINA

...For living, learning, raising families & doing business

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50th and France Parking Operations and Management

Kimley-Horn has worked extensively with business districts around the country. Through our affiliation with the International Downtown Association, we were asked to create a framework for developing successful approaches for the management of parking for business districts.

The result of this work on district parking management best practices was a paper entitled “The 20 Characteristics of Effective Parking Programs”.

Characteristics of Effective Parking Programs

Based on evaluating numerous parking systems of various sizes and complexity, Kimley-Horn has identified a set of twenty characteristics, that when combined into an integrated programmatic approach can provide the basis for a sound and well managed parking system. The twenty characteristics include:

1. Clear Vision and Mission
2. Parking Philosophy
3. Strong Planning
4. Community Involvement
5. Organization
6. Staff Development
7. Safety, Security and Risk Management
8. Effective Communications
9. Consolidated Parking Programs
10. Strong Financial Planning
11. Creative, Flexible and Accountable Parking Management
12. Operational Efficiency
13. Comprehensive Facilities Maintenance Programs
14. Effective Use of Technology
15. Parking System Marketing and Promotion
16. Positive Customer Service Programs
17. Special Events Parking Programs
18. Effective Enforcement
19. Parking and Transportation Demand Management
20. Awareness of Competitive Environment

A parking system that has all twenty of these characteristics is well on its way to being in a class apart from the majority of parking systems. The ultimate goals are a system that provides professional management, understands the role it plays in contributing to the larger objectives of the downtown or shopping district and is responsive to the community to which it serves.

Organization

One area that needs to be addressed between the City of Edina and the 50th and France District is the issue of parking program organization. There is a tendency, especially within municipal governments, for parking functions to evolve over time into organizational structures that we have termed “horizontally integrated”. This means that various parking system components are spread among multiple departments or entities. The following example illustrates how many municipal parking programs evolved and also reflects the “fragmentation” that this approach can engender.

- *There was a need to establish a parking function. The initial need was to manage on-street parking assets. Because Public Works already managed the streets, this function was located under the Public Works department.*
- *When the need for an enforcement function achieved critical mass, this was logically assigned to the Police Department.*
- *Over time, off-street lots and parking structures were added. The management of these resources was placed under the Facilities Management Division, because they manage the City's real estate assets and facilities.*
- *Soon there was enough revenue being generated that an audit/accounting function was established to ensure accountability over the revenues and expenses. This function was placed under the Finance Division.*

Fast forward to today. Your community is embarking on a district master planning process. You would expect this process to be focused on issues such as urban design standards, place making and economic development, but all people want to talk about is parking! Stakeholder comments include: “All these issues are important, but nothing works without parking.” “Parking is impacting everything we are trying to achieve as a community!” “If parking is this important, are we sure that the parking system is organized to be as efficient and effective as possible?” “How is our parking system organized anyway?” - Enter the need for a Parking System Organizational Analysis.

Effective Parking System Organizational Models

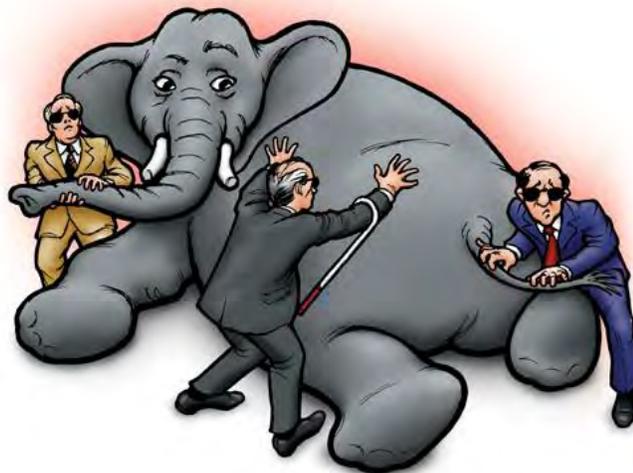
There are in fact several very effective parking system organizational models, each with its own strengths and weakness depending on several factors such as your parking system’s size, programs offered, political landscape, etc. The four primary successful organizational models are:

- A Consolidated (“vertically integrated”) City Department model
- The Parking Authority model
- The “Contract” or Downtown Association model
- The Parking District model

There are of course several variations and hybrids of these models, but these are the four primary alternatives. We don’t have room here to go into depth on the specifics of these models, but they do all have one common factor that contributes to their success: They all address the major problem associated with the “horizontally integrated model” described above – we call this “The Elephant Problem”.

You may remember the old story about a group of blindfolded men being led into a room that contained an elephant. Each man was directed to a different part of the elephant and asked to describe it. One said it seemed most like a tree trunk. Another said it seemed more like a snake. Another said it was more like a fire hose. You get the idea.

In a parking program where each department only manages one aspect of the parking system, such on-street parking, or enforcement or parking structures – often times no one has responsibility, or the perspective to manage all these interrelated components as a system. In one study where different departments each had a small amount of parking to manage (for example a couple decks and surface lots) along with responsibilities for several other areas, the observation was made that “parking was



everyone's part-time job, but no one's full-time job".

When Kimley-Horn evaluates which organizational option might work best in your community we often use the following technique with various stakeholder groups. First we explain how each model typically works and describe in detail its defining characteristics. We then ask the stakeholders to envision each model as it might develop in their community. Then we have them rank each organizational option by the following criteria –

Which organizational option:

- Best supports economic development
- Is most efficient/cost effective
- Is most customer-friendly
- Is most politically feasible
- Is most focused on the vision
- Is easiest to achieve
- Is most responsive to businesses and stakeholders
- Is most financially viable
- Provides the most effective coordination

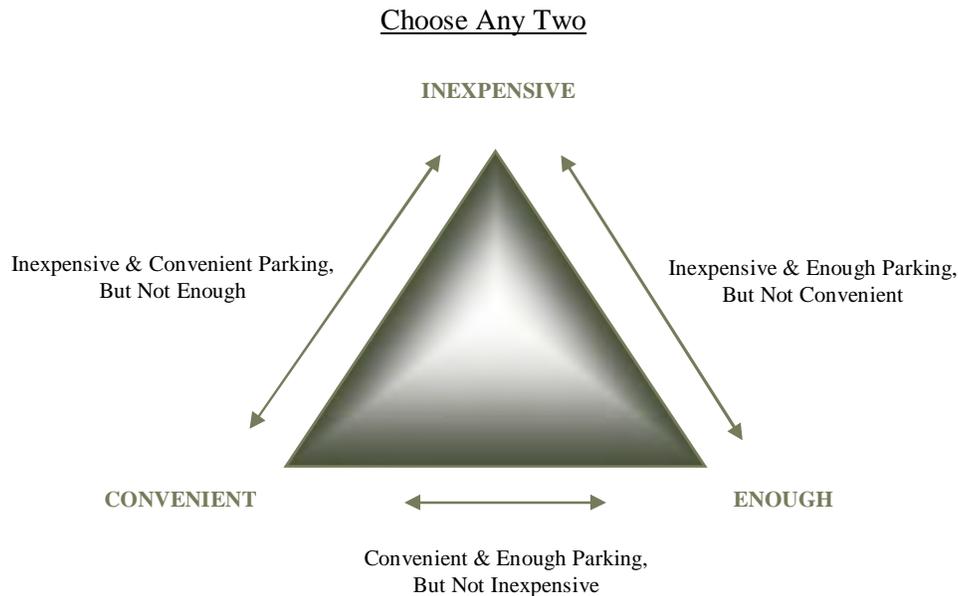
The process is very effective in helping communities evaluate the organizational options and begin the process of revolutionizing and reinventing their parking system. An effectively organized parking program can be a significant contributor and partner in helping communities achieve their larger strategic goals and objectives.

In the case of 50th and France, the primary issue is consolidating the responsibility and authority for parking in one area. One entity needs to take ownership of parking issues and be the central point for all coordination, complaints and services.

Parking 101 - Choose Any Two

As a national parking practice builder for Kimley-Horn and Associates, I have had the opportunity evaluate many municipal and business district parking operations in great depth. There is one element common to every study and every downtown - parking is always a source of frustration and contention. It is amazing how emotional an issue parking can be. I believe this is because it affects people so directly. Think about it – how many other areas involve issues of personal safety/security, finance, convenience, wayfinding, accessibility and customer service? Because parking creates the first and last impression of your district, one question we will address is: How can that “parking experience” best be managed? We'll get back to that question shortly.

An interesting truism about parking is illustrated in the graphic below.



Everyone wants three things when it comes to parking: 1.) They want there to be plenty of it 2.) They want it to be very convenient and 3.) They want it to be inexpensive (and preferably free). Unfortunately, you can have any two, but not all three. This ushers in the need for a policy decision.

- If you choose to have inexpensive and convenient parking you will likely not have enough. This option may be acceptable if you want to use the lack of spaces as part of a demand management strategy to encourage the use of transportation alternatives.
- If you choose to have inexpensive and enough parking it will not be very convenient. With this choice you may be adopting a strategy that utilizes less expensive remote parking supported with shuttle operations (at least for employees).
- If you choose to have convenient and enough parking, it will not be cheap. This often preferred approach typically means you have chosen to develop structured parking. The average cost to construct a surface lot parking ranges from \$2,500 to \$3,000 per space. Above grade parking structures average between \$15,000 - \$20,000 per space. Below grade parking can range between 1.5 to 2 times the cost of above grade structures. Another consideration that is often overlooked is that operating, utility, maintenance and security costs are significantly higher with structured parking.

In urban environments the choice is most often made to have “convenient and enough” parking. This strategic decision and the significant capital investment it requires, creates the need to assure that these investments are well managed and responsive to the communities they serve.

Characteristic # 1

Clear Vision and Mission

Truly effective parking systems have a clear vision and well-defined mission for the parking system. The development or periodic reassessment of the parking system vision/mission statements should be undertaken as an open and inclusive process involving a wide range of downtown stakeholders. Typically, it is recommended that the following groups be included in the public input process:

- City Officials (including elected officials, planning staff, transit agencies, etc.)
- Downtown Development Agencies
- Downtown/District Business Associations
- Downtown/District Property Owners
- Downtown/District Merchants
- Downtown/District Employees
- Downtown/District Customers

The development of a parking system's vision and mission statements should have one overriding goal; to see that the parking system's purpose and direction are tied to and supportive of the larger district's strategic development plan. There are a variety of ways that parking can support the health, vitality and sustainability of a downtown or business district. Having a professionally managed parking program that presents clean, safe, attractive and well-maintained facilities is perhaps the most visible dimension. Other attributes include providing an adequate supply of parking overall and the appropriate allocation and management of those resources to best support the various businesses that depend on these resources for their success. Successfully meeting these goals promotes downtown business retention and attraction.

The parking system administrator should play a key role in providing educational support to community leaders about the importance of parking and the role(s) parking can play (and cannot play) in meeting community objectives. Staying abreast of the latest technological developments related to parking systems can broaden the options available to improve parking system management effectiveness and efficiency. Common problems for downtowns, such as promoting turnover of short-term on-street spaces without being perceived as "unfriendly or heavy-handed", or providing more convenient customer payment options are good examples. The use of new technology to support the mission and vision can have a profound impact on the perception of the parking system and how it contributes to achieving the goals of the downtown it serves.

In effective systems, Parking's financial responsibilities are well defined and understood. This is a critical component of the vision/mission, as it directly impacts the perception of whether the parking system is meeting its financial obligations and expectations. Part of this important discussion relates to whether the parking system is expected to be subsidized by the City's General Fund, or other revenue sources such as Tax Increment Financing, contributions from Business Improvement Districts, Special Assessment Districts, etc. or whether parking is expected to cover its own operating and maintenance costs, but not debt service. Or, is parking expected to cover all costs and generate additional revenue. Which of these options is feasible for your community depends on a number of variables.

Characteristic # 2

Parking Philosophy

A succinct statement or statements reflecting your philosophical approach to parking can provide valuable tools for communicating to your patrons, stakeholders and staff. Some examples of “parking philosophy” are noted below along with a brief commentary.

1. Parking Isn’t About Cars . . . It’s About People

This statement reflects an understanding that parking is not simply the act of temporarily storing cars, but it is in fact more about addressing “people” needs at the transition from the vehicular to the pedestrian experience. Under this philosophy, issues such as facility cleanliness, safety, lighting, wayfinding and customer service move to the forefront. Functional design elements that directly impact user comfort such as stall widths, turn radii, walking distances, etc. also take on special importance.

2. People Don’t Come Downtown To Park

This concept reinforces the reality that parking, while an important support function and critical infrastructure element, is not the reason people visit your downtown. For the downtown to be successful there must be good restaurants, interesting retail and other special attractions. Even the best run parking system with well-designed facilities will not “attract” people to come downtown, however, poorly run operations or dysfunctional facilities can definitely be excuses for people NOT to come downtown. The fundamental principle behind this philosophy is three-fold: 1.) The role of parking is to support other downtown activities. 2.) Eliminate parking as a “reason not to come downtown” and 3.) Recognize what parking is not, i.e., an attraction.

3. Parking Should Be A Positive Experience

For years a parking consulting firm had a slogan: “Parking should be a non-event”. This notion has undergone a qualitative evolution to make parking not just a “non-event”, but actually a “positive experience”. In their book “The Experience Economy”, Joseph Pine and James Gilmore address the concept that, especially in America, what customers are actually purchasing are “positive experiences”. One expression of this transition can be seen in the healthcare arena. Have you noticed that the lobbies of newer health care facilities have taken on the feel of grand hotel lobbies? At the hospital where I used to work, we extended the look and feel of the new bed tower lobby (marble, glass, air conditioning, etc.) into the parking structure elevator lobbies to extend that welcoming experience out into the parking environment. Similarly, the more extensive customer service training provided for hospital reception desk staff was also required for parking attendant and valet parking staff.

4. Parking Is The First And Last Experience

Building on the concept above is an appreciation of the fact that most of our customer’s first and last impressions of any venue really begins and ends with their parking experience. You might enjoy the best meal followed by a fabulous evening of entertainment, while downtown, but if you have to circle and circle to find a parking space or are accosted walking from your car to your destination, this will taint your whole experience. Follow this up by an encounter with a surly, gum-chewing attendant upon exiting the parking facility and guess what you

will be talking about the next day (It probably won't be the delicious meal you had at Gino's.)

5. Parking Should Be Friendly, Not Free.

There is no such thing as “free parking”. One of the ongoing challenges that downtown's face when it comes to parking is cost. Because of land values, densities and walking distance issues, parking structures are here to stay in the downtown environment and with them is the need to charge for parking in one form or fashion. The perception that parking at the mall is “free” doesn't help (even though it is not true). Even if you promote “free parking” as a marketing concept, someone is paying for that parking. Either through increased taxes or an increased cost of goods or services, the cost of providing parking is still there. This philosophy recognizes this reality and focuses instead on providing a friendly, well managed parking experience.

6. Parking Is A Component Of The Larger Transportation System.

It is surprising how often parking gets divorced in people's minds from being a component of the larger transportation system. Structured parking, because of its cost, is often the reason that development projects “don't pencil” to use developer lingo. By considering parking in the larger context of a broad range of transit and transportation alternatives, demand management strategies (including shared parking policies) can be developed that help reduce the amount of parking required, especially in urban areas where good bus transit, light rail, taxi service and increasingly in-town residential developments can be found. Developing programs that integrate complementary parking and transportation strategies is a hallmark of this philosophy.

Characteristic # 3 Strong Planning

One consistent characteristic of well-managed and forward thinking parking programs is strong planning. The first step in developing a well-managed parking planning function is to have a solid understanding of existing parking resources. Documenting the basics is fundamental. Below are some basic planning tenants that should be considered:

- Parking inventory is complete and up-to-date (includes both public and private parking).
- Parking inventories are sub-divided by type and use of space.
- Parking utilization, by type of spaces is known and trends tracked.
- Changes in supply are documented.
- Changes in utilization are tracked and understood.
- Periodic Parking Supply-Demand Studies are completed.
- Quality parking maps are available and up-to-date.

One of the key planning tools that parking departments often overlook or don't understand is land-use data. Successful parking systems develop relationships with city or regional planning agencies so that valuable land-use data, information on proposed developments, downtown planning maps, etc. can be obtained and used in crafting parking planning strategies. When reviewing a strategic parking plan I look for the following items:

- Is land use data readily available and up-to-date?

- Is historical parking development well documented?
- Is planning for the next parking development “on-the-drawing board”?
- Is Parking represented and participating in other types of community studies e.g., downtown strategic plans, marketing studies, retail studies, economic development studies, transportation studies, traffic studies, etc.?
- Have strategically located potential parking development sites been identified?
- Are future parking development sites “land banked”?
- Are potential sites assembled to achieve an adequate footprint size to develop efficient parking structures (300-325 sq. ft. per stall)?
- Have parking lot and structure design guidelines been developed?

Characteristic # 4 Community Involvement

One common problem I often find with struggling parking programs is that they are operated only to satisfy a narrowly defined set of internal objectives (typically focused on revenue generation). Successful parking programs understand that their larger purpose is to support the downtown and the businesses that create and sustain downtown vitality. Parking systems should develop close and cooperative working relationships with other community groups such as economic development agencies and downtown business associations.

This does not mean that the parking system exists simply as a tool to be manipulated by these organizations. The parking operation has its own goals and objectives. For example, if the parking system is operating under a mandate to be self-supporting, it may not be able to subsidize a downtown validation program, even though the local downtown business associations might desire this. However, acting as partners, a mutually beneficial solution can be devised to meet the overall objectives of both organizations whereby costs are shared or alternative funding sources are obtained.

Another significant area of potential partnership is downtown and parking system marketing. In the many successful downtowns, Parking co-sponsors or shares in downtown marketing and promotional initiatives. The Downtown Business Association, the Chamber of Commerce and other groups promoting the downtown should include parking information in their publications and parking publications should promote the current programs of the other agencies. This cooperative relationship creates an impression of a well-managed downtown and positively advances the image of the downtown.

Successful parking operations actively solicit public input from a variety of sources including: promotion of public forums, use of parking task force groups, development of a group of “parking advisors” – people who have demonstrated an interest in parking issues (sometimes characterized as “complainers”) and who are recruited to provide input on an occasional basis. The key to success is to listen to the concerns of your customers, act promptly to resolve the issues (or engage and educate them on the “real issues”) and then follow-up to make sure their issue has been satisfactorily resolved. By doing this, you short-circuit that stream of negativity, which too often circulates among downtown customer groups, and you can begin to build a network of parking system supporters.

Characteristic # 5 Organization

Whether a City department, a quasi-independent parking authority, an arm of an urban renewal agency or the responsibility of a Downtown Business Association, an important question is whether the parking organization is structured and staffed to best achieve its stated goals?

Some basic questions to ask related to the issue of organizational structure include:

- Are all parking operations to be managed through a centralized operation or can other departments or agencies get involved in limited parking operations?
- Is parking to be managed in-house?
- Should certain functions be out-sourced?
- Are there advantages to a hybrid approach?
- Does the current organization / staffing plan provide the right mix of skills, talents and abilities?
- Is staffing as efficient as possible? Are there tools in place to evaluate staffing adequacy? Efficiency? Program effectiveness?

When evaluating which organizational option is most appropriate for your particular downtown, consider the following criteria to evaluate the relative advantages and disadvantages of each model.

- Best supports economic development
- Is most efficient
- Is the most customer-friendly
- Is most politically feasible
- Is most focused on the vision
- Is easiest to achieve
- Is most responsive to business and stakeholders
- Is most financially viable
- Provides the most effective coordination

Another component of the evaluation process is to identify the program elements for which the parking system will be responsible. The table below provides a list of potential program elements.

| Possible Scope of Operations | |
|--|---|
| Overall Leadership and Management | ADA Compliance |
| Program Definition and Development | Parking Facility Maintenance Programs |
| Parking System Revenue Control and Accounting | Develop Consolidated Financial Reporting System |
| Manage Parking Facilities | Special Events Parking Management |
| Contract Management | Parking Resource Allocation |
| Marketing/Promotion/Information | Rate Setting |
| Parking Planning and Coordination | Residential Parking Permit Programs |
| Parking Facility Development and Construction | Special Program Development |
| Community Outreach & Education | Service and Information Center (Parking Hotline) |
| Equipment and Technology Specifications | Wayfinding and Signage |
| Equipment and Technology Maintenance | Customer Service Programs |
| Parking Enforcement | Validation Programs |
| On-Street Parking Management | Valet Parking Programs |
| Meter Collections and Maintenance | Parking and Transportation Demand Management |
| Employee Parking | Facility Safety / Security / Risk Management |

Characteristic # 6 Staff Development

Another interesting thing about parking is that, unlike property management, public administration, etc., there are no formal educational programs for parking management. You cannot go out and hire someone from the latest crop of college parking graduates. However, this is beginning to change. The International Parking Institute (IPI) has a highly regarded and reputable educational/certification program called the Certified Public Parking Administrator (CAPP) program that is administered by the University of Virginia. The National Parking Association offers the Certified Parking Facility Manager (CPFM) certification program. For the most part, parking professionals still are learning as they go and bringing with them numerous skills and perspectives imported from a variety of previous work experiences.

One characteristic of the most successful parking programs is recognition of the unique knowledge, complexity and broad skill sets required to be successful in parking. These programs invest in the parking specific training and educational opportunities to develop their staff into parking professionals. The following is a list of options to consider to actively promote parking staff development within your parking operation:

- Support participation in the International Parking Institute and National Parking Association’s certification programs.
- Support participation in local, state, regional and national parking associations to create networking and peer-to-peer communications. These associations also provide the best access to parking specific training opportunities for various staff levels from front-line to administrative.
- A recommended best practice is to have an “Operational Peer Review” performed on your operation. An “Operational Peer Review” involves having a representative from a similar municipal program visit and critique your downtown parking program with a “fresh set of eyes”. Typically this service is reciprocated. This is generally a low cost initiative that can be set up directly or through the national, regional or local parking association and is an effective way to gain and share parking knowledge.
- Build a parking resource library – The following is a basic bibliography of good parking texts that can increase your staff’s knowledge of the parking industry:
 - i. Parking 101, A Parking Primer – International Parking Institute Fredericksburg, VA, 2002
 - ii. Parking - Robert A. Weant and Herbert S. Levinson, Copyright - Eno Foundation for Transportation, Washington, DC, 1990
 - iii. Parking Structures, Planning Design, Construction, Maintenance and Repair – Anthony Chrest, Mary S. Smith, Sam Bhuyan, Kluwer Academic Publishers, Third Edition, Boston, MA, 2001
 - iv. The Dimensions of Parking - Various Authors, Copyright – The Urban Land Institute and National Parking Association, Fourth Edition, Washington, DC, 2000
 - v. Parking Generation – Institute of Transportation Engineers, ITE Publ. No. IR-034A, 2nd Edition, Washington, DC, 1987
 - vi. Shared Parking – Study coordinated by the ULI in association with Barton-Aschman Assoc., Inc, Copyright – The Urban Land Institute, Washington, DC, 1983 (Currently being updated)
 - vii. Lighting for Parking Facilities – Illuminating Engineering Society of North America (IESNA) Publ. No. RP-20-98, 2nd Edition, New York, NY, 1998

Characteristic # 7

Safety, Security and Risk Management

The importance of providing a safe environment in your parking facilities cannot be over estimated. The actual and perceived security within your facilities impacts the success, not only of the parking operation, but also the businesses supported by those facilities.

Planning for security in your parking facilities should begin during the design of new facilities. If you are inheriting existing facilities, a security audit of all facilities is highly recommended.

The concept of “Crime Prevention Through Environmental Design” (CPTED) provides useful tenets for architects, facility planners, designers, and law enforcement/security and parking professionals. Utilizing CPTED concepts helps create a climate of safety in a parking facility, on a campus or throughout a downtown, by designing a physical environment that positively influences human behavior. These concepts can also be used to retrofit environments to address specific security issues as they develop or to address emerging concerns as conditions change.

CPTED builds on four key strategies: territoriality, natural surveillance, activity support, and access control.

- Territoriality: People protect territory that they feel is their own and have a certain respect for the territory of others. Fences, pavement treatments, art, signs, good maintenance, and landscaping are some physical ways to express ownership. Identifying intruders is much easier in a well-defined space.
- Natural Surveillance: Criminals don't want to be seen. Placing physical features, activities, and people in ways that maximize the ability to see what's going on discourages crime. Barriers, such as low ceilings, solid walls, or shadows, make it difficult to observe activity. Landscaping and lighting can be planned to promote natural surveillance from inside a building and from the outside by neighbors or people passing by. Maximizing the natural surveillance capability of such "gatekeepers" as parking lot attendants, maintenance personnel, etc. is also important.
- Activity support: Encouraging legitimate activity in public spaces helps discourage crime.
- Access control: Properly located entrances, exits, fencing, landscaping, and lighting can direct both foot and automobile traffic in ways that discourage crime.

These principles can be blended in the planning or remodeling of parking facilities and other public areas. In parking environments, the following specific strategies are recommended:

- Incorporate the following features into the design of new parking facilities:
 - Higher floor-to-floor heights to improve openness.
 - Glass backed elevators and glass enclosed or open elevator lobbies.
 - Glass enclosed stairwells, perhaps open to the interior.
 - “Blue Light” security phones.
 - Security screening on the ground level.
 - Limit access at the parking facility perimeter to locations where patrons pass by the office or cashier booths.
 - Eliminate potential hiding places (for example under stairs, within storage areas, etc.)
 - Maintain low level landscaping.
- Insure that all your facilities are well lit and meet or exceed the recommended minimums for parking facility lighting as established by the Illuminating Engineering Society of North America (IESNA). Develop facility lighting standards. Provide consistent lighting levels in all facilities.

- Integrate security offices, parking offices, retail shops, etc. into parking facilities to provide increased activity levels.
- Consider CCTV, alarms, motion detectors and security patrols.
- Integrate parking attendants, cleaning and maintenance staff, shuttle drivers, etc. into your parking security program.
- Incorporate safety and risk management issues into a weekly facility walk-through checklist.

Characteristic # 8

Effective Communications

Best in Class parking operations actively engage other community groups to help define how the parking system can best support the objectives of the businesses and the community at large that depend on a “parking system that works”. As an outside consultant coming into a downtown to evaluate some aspect of a downtown parking program, it is not uncommon to find the parking system at odds with the downtown association. Although there may be as many reasons for this “disconnect” as there are personalities involved, there appears to be at least two primary underlying reasons:

- Downtown associations are driven by efforts to revitalize downtown areas and see parking costs as one element that places them at a competitive disadvantage (compared to the perception of “free parking” at the malls/suburbs). At the same time parking system managers are being pushed, usually by municipal governments, to generate revenues. The bottom line is they lack a shared vision and therefore are pulling in opposite directions.
- The second major issue typically has to do with service level expectations. Downtown associations tend to have higher expectations in the areas of customer service, facility cleanliness, security, etc. It is not that the parking system administrators do not value these same qualities, but there is a cost associated with providing these programs and limited budgets to support them. The irony is that revenues are often reduced by not providing these higher levels of service.

The first step towards resolving this problem is improved communications and the definition of a shared vision/mission. A clear understanding of the issues and potential solutions is the kick-off point for developing the needed mutually beneficial approach. Developing a set of “Guiding Principles” for the parking system is good starting point for crafting a successful collaborative relationship.

Successful programs also have well-defined relationships between various departments, especially other support departments such as: Maintenance, Enforcement, Security/Police, Communications, Facilities Management, Planning, etc.

Finally, successful parking programs are in touch with their customers and actively solicit input through meetings with major downtown employers, customer surveys, websites, parking “hot-lines” and public forums.

Characteristic # 9

Consolidated Parking Programs

Taking a systems approach to parking is an important dimension to creating a comprehensive and effective parking program. Having control of all or most aspects of parking can contribute to a more effective operation, because of the interactive nature of parking as a system.

For example – having control of off-street, but not on-street parking can lead to problems if the rates for the various types of parking are not kept in the proper balance or relationship. Or, not having control over

parking enforcement practices can hamper efforts to promote or improve turnover to support downtown retail or to support special downtown events.

Ideally, the parking system should control off-street, on-street and parking enforcement operations. All parking related revenues should first go to fund parking programs, including preventative maintenance, maintenance reserves, parking system/downtown marketing, planning and new parking resource development. If additional revenues, in excess of operational needs are available, they should be banked as reserve funds for future parking development projects or returned to the general fund for discretionary spending.

Characteristic # 10 Strong Financial Planning

The Parking System's financial expectations should be well-defined and understood. For example, is the parking system expected to be:

- A self-supporting entity?
- A profit/revenue center?
- A support service sustained by other primary revenue sources?

With the exception of airports, some university systems and some very large municipalities, parking programs are rarely capable of being totally self-supporting. Many factors including market rates for parking, parking mix (percentage of transient vs. monthly parkers), availability of on-street parking revenues, availability of parking enforcement revenues, politics, economic development policies, etc. have an impact on whether parking can be self-supporting. For systems that cannot achieve true financial self-sufficiency, a common goal is for the parking system to cover all operational costs, but not debt service costs. Debt service costs are typically subsidized by the general fund, tax increment financing revenues, in-lieu parking fees, or other sources.

An important principal in developing a successful parking program is that parking system revenues should be tied to the larger vision and mission of the downtown it is intended to serve. Development of a downtown strategic plan which incorporates not only market and land-use strategies, but also critical support infrastructure such as parking, transit, pedestrian access, freight mobility, loading and unloading, etc. is an excellent means for defining the relationships of all these components and establishing clear goals and direction. Once the vision and mission have been set, investigation of other possible sources of parking revenues may be desired. Alternative parking revenue sources might include:

- On-street pay parking (if that does not already exist)
- Parking Enforcement
- Tax Increment Financing Districts
- In-lieu-of Parking fees
- Special Parking Assessment Districts
- Etc.

Other important financial planning elements that are recommended for all parking systems include:

- Having a consolidated parking financial statement that tracks all sources of parking revenues and expenses.
- Parking's revenues and expenses are well managed and its books are regularly audited.
- Annual operating statements are published in an annual report and available for public review. (For an excellent example of this, check out the annual parking report posted on-line by the

Calgary Parking Authority. A simple Internet search for Calgary Parking Authority should get you to the annual report link.)

- If a private parking operator is contracted to manage day-to-day operations, an annual parking operations and financial audit is recommended.

Characteristic # 11

Creative, Flexible and Accountable Parking Management

This section encompasses so many potential topics it could easily be a whole book in itself. Therefore, we will only attempt to touch on some key issues and principles.

One key principle is that different land uses, environments and user-groups require different parking management approaches. A one-size-fits-all approach does not work. A variety of parking management strategies should be employed to address different needs, such as:

- Visitor Parking
- Employee Parking
- On-Street Parking
- Reserved Parking
- Residential Parking
- Special Use Permits
- Event Parking
- Accessible Parking (ADA)
- Shared Parking
- Parking Allocation Plans
- Loading/Unloading Zone Parking

Another key management principal is the need for strong and accountable parking revenue control systems. This begins with the purchase and installation of a parking access and revenue control system specified to meet your system's needs.

It is important to understand all the components of the parking access and revenue control system and utilize them to their full potential. Many parking systems purchase expensive systems and use less than 10% of the system's capabilities. Using standard parking access and revenue control system reports and creating customized reports can provide enhanced management information, improved understanding of operational dynamics and ultimately increased system utilization and efficiency.

Another characteristic of effective parking programs is that they have mapped out audit trails and developed processes to provide acceptable levels of control and accountability. Because of the large revenues generated, revenue control and accountability are key parking management issues.

Developing policies and procedures for anticipating and managing losses of parking supply (both temporary and long term) is another basic parking management responsibility. Some key elements in this area include:

- Planning for and communicating losses of parking supply
- Insuring adequate capacity to handle short-term parking supply losses
- Having effective plans to manage routine maintenance projects, including customer communications and contingency plans
- Having a full understanding of the financial impacts of these projects on revenue streams
- Having defined parking replacement cost policies is another recommended best practice.

Development of an “Annual Parking Report” can have a number of positive impacts for a parking system. It identifies key departmental issues and challenges, promotes departmental achievements, documents the “state of parking” to the stakeholders, creates a record of “system history”, and builds credibility and confidence in the department.

Other parking management elements include:

- Well defined parking policies and procedures
- Development and maintenance of parking facility operations manuals
- Well defined and implemented facility maintenance programs
- Parking system marketing programs
- Effective parking and wayfinding signage programs.

Characteristic # 12

Operational Efficiency

Another area I like to investigate when assessing a parking program is the overall efficiency of the parking operation. Parking system efficiency has several dimensions, depending on how the system is managed. The first area to be scrutinized is the management responsibilities of the system, i.e, what programs is the department or organization responsible for implementing. Once this has been defined, organizational structure and staffing plans are analyzed.

Development of some form of benchmarking or comparative analysis to measure costs and performance to similar operations is highly recommended. Understanding that benchmarking can be a tricky business – making sure you are comparing apples to apples, there are some basic benchmarks that make sense for downtown parking operations. For illustrative purposes, a few basic benchmarks include:

- Parking revenue per space
- Total operating cost per space
- Administrative cost per space
- Maintenance cost per space
- Citations issued per enforcement staff (FTE)
- Parking citation collection ratio

Other operational areas can also yield significant savings in terms of reducing costs. Take, for example, facility lighting. Utility costs are integral budget elements in managing a parking structure, but by placing the exterior bay and roof top lights on separate circuits with photo-cells, 25 – 35% of the facility’s lights can be turned off during the day, saving significant amounts of electricity.

Another area worthy of investigation is staffing costs in the late evening hours when the income generated is less than the staffing costs incurred. In these situations, the use of “Auto-Cashier Units” can be an effective alternative.

Characteristic # 13

Comprehensive Facilities Maintenance Programs

Few things make a greater impression on first time visitors than the cleanliness and maintenance of your parking facilities. Beyond first impressions, however, few areas provide a greater potential return on investment than a comprehensive parking system maintenance program.

A few best practices related to parking facility appearance and maintenance are noted below.

- Paint interior surfaces white to enhance the perception of cleanliness and safety and improve lighting levels.
- Develop a comprehensive preventative maintenance program for all essential systems.
 - Parking Access and Revenue Control System
 - Elevators
 - Lighting and Energy Management Systems
- Organize and track parking facility warranties in a binder. Schedule warranty inspections six months prior to warranty expiration. Document inspections with digital photos (ideally with time/date stamps) and written reports.
- Regularly schedule facility condition appraisals by an experienced parking consultant and develop a prioritized program of facility maintenance repairs.
- Set aside adequate maintenance reserve funds based on a prioritized facility maintenance action plan

There are four general categories of parking facility maintenance:

- 1.) Housekeeping – This work is typically conducted by in-house staff and consists of basic cleaning, sweeping, slab wash downs, etc. “Housekeeping” includes items such as:
 - Sweeping of the stairs, elevator lobbies and floors on a regular basis.
 - Trash collection on a periodic basis.
 - Slab wash downs on a semi-annual basis.
 - Floor drain cleanout (including sediment basket cleanout)
 - Cleaning of stair enclosures (stair, elevator, and storefront glass)
 - Cleaning of doors, doorframes and glass on a periodic basis.
 - Cleaning of signage, light fixture lenses, elevator floors, doors, walls, parking equipment, etc. on a periodic basis.
 - Cleaning of restrooms, cashiers booths, offices, etc on a regular basis.
 - Daily walkthrough of the facilities by operator to confirm that housekeeping is being performed.
- 2.) System Maintenance – This includes tasks necessary to ensure proper operations of systems and components. “System Maintenance” includes items such as:
 - Landscaping
 - Maintenance – leaves, lawn, trees.
 - Plantings (annual)
 - Fencing – posts, chains, etc
 - Planters
 - Irrigation Systems

- Painting – spot or seasonal painting.
- Parking Equipment Maintenance
 - Spitters, card readers, computers, booths, gates, etc
 - Annual maintenance contract with equipment supplier.
 - It is anticipated that parking equipment will be replaced every 7 to 10 years.
- Fire Protection
 - Maintenance Contract is anticipated
 - Drain periodically
 - Testing (twice per year)
- Lighting – It is anticipated that the lamps should be replaced every 2 to 3 years.
 - Fixture repair and isolated replacement included in operations
 - Fixture replacement every 20 years (included in Capital Expenditures)
 - Lens Replacement every 6 years (with lamps, included in operations)
 - Lamp replacement on an as need basis – Operator should schedule lamp replacement by level to maximize light effectiveness, and to maintain economy (Note: Lamp intensity depreciates significantly, well before burnout)
- Elevators - Elevator service contract and maintenance / repairs are generally provided by an outside maintenance firm.
 - Periodic cleaning of equipment will be reviewed.
 - Important to provide maintenance to reduce breakdowns.
- Electrical / Mechanical / Plumbing Maintenance
 - Offices / Restrooms / Cashiers Booths
 - HVAC
 - Exhaust Fans
 - Plumbing fixtures
 - Hot water heaters
 - Lighting
- Electrical Equipment - General and emergency cleaning / maintenance.
- HVAC Equipment – General and emergency cleaning / maintenance
 - Mechanical ventilation
 - Elevator tower ventilation system
- Emergency Power / Lighting Testing and Maintenance Contract.
 - Generator: Maintenance contract.
 - UPS System: Maintenance Contract
- Plumbing - General cleanout
- Domestic Water Maintenance
 - Drain wash down lines annually
 - Sump pump inspection
- Doors and Hardware – Periodic inspection and lubrication (Malfunction, sticking, etc).
- Signage
 - Illuminated Signs – Replace lamps
 - Replace damaged signage periodically as required.
- Snow Removal / Deicing

3.) Annual General Maintenance and Repairs – Annual general maintenance would usually be performed by outside contractors, although in some cases the operator’s staff may perform the work. This work is not typically included in a capital cost budget, and may be combined with the System Maintenance category. “General Maintenance” would include items such as:

- Concrete Repairs - Isolated concrete slab, beam, joist, tee, topping, etc repairs. In some cases, periodic concrete repairs (every 5 years) are included; however, isolated repairs between this interval should be anticipated.
- Masonry Repair – Isolated masonry repair should be anticipated (spot tuck pointing, damaged masonry unit replacement, resetting cap stone, etc).
- Sealants/Expansion Joint – Repair/replacement of isolated sealant (floor and façade) or expansion joint failure (not included under 5 year warranty). Leaking at slab cracks may also require sealant installation. Leaking joints should be repaired as soon as possible after discovery, and evidence of leaking should be removed.
- Deck Coating - Isolated deck coating repairs (not included under the 5 year warranty). Wear of the topcoat should be repaired prior to damage to the underlying base membrane.
- Painting – Painting touchup (spot / seasonal painting) should generally be performed as damage is observed. It is anticipated that repainting of exposed steel and concrete surfaces would be performed every 10 to 15 years, and parking stripes reapplied every 2 to 3 years.
- Graffiti Removal – Graffiti removal should be completed as soon as possible after the application.
- General Electrical Repairs & Maintenance - Isolated corrosion damage, switchgear maintenance, panel maintenance.
- Light Fixture Repair / Replacement – Individual light fixture repair or replacement will require immediate attention.
- HVAC – Office, Restroom & Elevator HVAC repairs.
- Plumbing – Isolated replacement of drain lines and floor drain grates; Isolated cleanout of drains / lines; Periodic sump pump repairs.

4.) Periodic Repairs, Protection, and Improvements (Capital Expenditures) This work is generally performed by outside contractors under the direction of parking consultants experienced in restoration and will consist of replacing/repairing damage to waterproofing or structural elements.

Annual Maintenance Costs by Category

Housekeeping, Operations & Operator Maintenance, will vary based on specific operations requirements, but will approximate \$350 to \$450 per space per year.

Annual General Maintenance and Repairs costs will approximate \$0.10 to \$.15/sf per year (\$35 to \$50 per space per year), depending on condition and type of structural system.

Periodic Repairs, Protection, and Improvements (Capital Expenditures) - The maintenance reserve fund can likely be lower during the first 10 years of life, and increased to accommodate improvement planning budgets. For a new structure, this item may range from \$75 to \$100 per space per year for the first 10 years.

Characteristic # 14

Effective Use of Technology

Best in Class parking operations almost always have a comprehensive, and integrated parking access and revenue control system that offers the following benefits:

- Consistent operations and features for customers
- Simplified/consistent training for staff and auditors
- Similar equipment and models provides for simplified maintenance and less costly parts stocking
- Consolidated system-wide reporting and management information

Staying informed of new technologies can help provide the parking department with the best tools available to achieve its goals. New technologies can help you, and your staff, work smarter, not harder. Customer service levels can be enhanced through the use of Automatic Vehicle Identification (AVI) systems, web-based permit renewal programs, pay-on-foot payment stations, etc.

Other benefits of incorporating new technologies are improved overall efficiency and effectiveness, reductions in operating expenses, improved management controls and the ability to implement seamless, customer friendly payment system options such as Internet payment options.

Characteristic # 15

Parking System Marketing and Promotion

This is one of the most over looked aspects of parking system management. An effective parking system marketing and promotions program is one way to quickly set your parking operation apart from the ordinary. The following is a list of action items that can help launch a new or enhance an existing program.

- Develop a consistent Parking System Brand
 - The brand should promote the image you want people to have of the system
 - It should reinforce the positive aspects of the system – “Free and Easy Parking”, “Visit Downtown and Parking Is On Us”, etc.
- Use consistent signage to “tie the system together”
- Have a parking tie-in to all downtown promotional materials.
- Expand and improve parking system website
- Develop new employee/tenant parking brochures or info packets
- Develop parking “E-Bulletins”
- Designate a parking spokesperson
- Regular personal contact with customers
- Develop parking deck floor identification (Themed graphics, music, etc. could be considered an extension of a local public arts program)
- Develop cooperative relationships between public and private parking operations to promote efficient use of resources for large public events.
- Develop a parking information database
- Use billing system to distribute system info and promotional materials
- Utilize “Guerilla Marketing” (creative/low cost concepts) techniques.

Characteristic # 16

Positive Customer Service Programs

Downtown businesses depend on a parking system that works and contributes to a positive experience of the downtown. Because parking is the first and last impression customers visiting the downtown will have, providing a high level of customer service is critical. When weighing the importance of customer service, consider these statistics:

- An average business never hears from 96% of its unsatisfied customers.
- On average, for every complaint received there are 26 customers with problems.
- The average unsatisfied customer tells 9-10 people about their problem.
- Customers who have had the problems solved tell, on average, 5 people.

A strong customer service program can provide the following benefits:

- Helps create a more “friendly” atmosphere
- Improves the image of the Parking Department and the Downtown
- Contributes to increased facility utilization (and therefore revenue)
- Contributes to increased acceptance of, and adherence to, parking regulations

What are some characteristics of bad customer service?

- Indifference
- Unfriendliness
- Runaround
- “Joe Rule-Book”
- Not listening
- Getting the Brush-off
- Just going through the motions
- No follow-up

What are characteristics of good customer service?

- Always be friendly and respectful
- Allow customers to fully explain their situation, without interruption (let them vent)
- “Actively listen” to what your customers say
- Ask questions seeking clarification
- Maintain eye contact
- If the customer is making a complaint, always apologize for the situation (and mean it!)
- Explain what you can do for the customer, not what you can’t
- Always remember that tone of voice and physical movements convey meaning
- Walk through the service process with the customer, explain the options
- Help the customer understand the options and achieve a level of buy-in
- Make sure they know you are there to help
- Always conclude a service opportunity with a thank you
- If possible, follow-up with the customer to see if the solution worked and if they are satisfied

Other recommended strategies to improve customer service include:

- Focus on employee training and good hiring practices
 - Hire friendly, attentive, outgoing knowledgeable attendants
- Increase personal contact between the parking system manager, stake holders and customers
- Institute performance measurements and utilize for company and employee incentives
- Create and implement a parking services program (battery jumps, lock-outs, flat-tires, escorts, audio book check-out, etc.)
- Implement a “Parking Hot Line” – (immediate response, centralized, easy to remember [555-PARK], follow-up)
- Improve website and links (use as a customer service tool, pay fines, order info, such as downloadable maps, rate schedules, special event info, etc.)
- Measure program effectiveness (customer surveys, etc.)
- Implement a secret shopper program to evaluate customer service
- Implement customer friendly systems such as AVI
- Develop a “New Employee Parking Brochure/Information Packet” to make it easier for larger organizations to get their employees into the system.

Characteristic # 17

Special Events Parking Programs

Coordinating parking for special events, almost more than any other parking management activity, requires a coordinated and cooperative effort with the larger community. Some of the keys to success in this area include the development of a well-defined special events policy and detailed system for coordination of special events.

Another important dimension is the development of strong relationships with the key stakeholder groups that are active in the downtown. Providing practical incentives for other groups to communicate with and include the Parking Department in their planning processes early on is critical. Examples of the incentives parking can provide includes special services such as: coordination services, parking validations, waiving of parking enforcement, etc. for those who participate in the special event planning process.

Finally, be consistent in providing those that work with the parking system a high level of service. Conversely, provide disincentives for those that ignore the special events parking policy or chose to not include parking in their planning.

Characteristic # 18

Effective Enforcement

Having an effective parking management program requires that the rules and regulations be enforced. The key to an effective parking enforcement program is attitude, consistency and fairness. Best in Class operations have adopted the philosophy of being customer focused not revenue or violator focused.

The following are enforcement program elements that help assure that your program avoids some common pitfalls.

- Define who is responsible for day-to-day parking enforcement. Have a central number that everyone knows to call for info regarding parking enforcement (eliminate the run around).
- Assure that parking rules, regulations and consequences are clearly posted.
- Assure that if towing or booting is a possibility, that the number to call for towed/booted vehicles is clearly posted.
- Define how enforcement revenues are to be collected and used.
- Define who sets enforcement policies.
- Have a clearly stated process for adjudicating parking citations.
- Define who has the authority for towing, booting or other enforcement practices.
- Make paying for parking citations as easy as possible.
- Provide incentives for early citation payment and disincentives for late or non-payment.

Characteristic # 19

Parking and Transportation Demand Management

Because the cost of providing parking can be so high, strategies to manage parking demand is an important consideration in parking system planning. Incorporating parking and transportation demand management also ties into environmental goals and objectives such as the desire to reduce pollution, decrease traffic congestion, reduce reliance on single occupant vehicles, etc.

When evaluating options to reduce parking demand, integrate transportation demand management strategies into your parking program philosophy. A few best practices include:

- Use parking rates as a tool to promote desired behaviors
- Take advantage of employer-paid and employee-paid pre-tax benefit options
- Promote carpool/vanpool programs
- Provide preferred parking for carpools/vanpools
- Subsidize transit passes for downtown employees
- Provide a “Guaranteed Ride Home” program for those who participate in transportation alternative programs.
- Integrate bicycle racks and storage lockers in parking facilities.
- Show transit stops on parking maps
- Provide remote parking options and promote park and ride options on the parking web site

Characteristic # 20

Awareness of Competitive Environment

Another characteristic of effective parking programs is that they are keenly aware of their competitive environment. They actively monitor private sector parking operators for changes in rates, new services offered, new technologies being used, etc. One of the most fundamental practices that all parking programs should engage in is a formalized process for evaluating parking market rates. It is recommended that parking market rate surveys be conducted bi-annually to help maintain an awareness of the competitive climate. This information can also be valuable during annual budget planning.

Another dimension to staying competitive is being aware of what parking systems in other municipalities are doing. What has been tried? What has worked? What hasn't? Participating in national, regional and state parking associations, sending key staff to parking conferences and implementing the peer-review process discussed under the Staff Development section earlier are good ways of developing a network of contacts to help you stay up-to-date on the latest technologies and management practices.

In Summary...

The importance of Parking as one of the most visible and often controversial elements of a downtown's infrastructure is often underestimated. Parking, when well-managed, can be a key component in attracting and supporting new development and is essential to sustaining healthy and vibrant downtowns.

50th and France Parking Financing

One of the more concerning areas of our review of parking issues at 50th and France is the sustainability of the funding model for future parking capacity expansion in the District. It is our understanding that parking ramp additions or expansions have historically been paid for by tax increment financing (TIF). Property assessments have primarily been used for annual operations and maintenance costs. The city no longer has authority for TIF, so capital project funding is problematic going forward. If the city were to assess 100% of public improvement costs identified in this study, it is likely that this would be too expensive to be feasible to the property owners.

Many parking programs generate significant revenues by implementing a range of paid parking strategies. Implementing paid parking for customers is an idea that has been met with little enthusiasm in the 50th and France District. While keeping parking “free” is seen as goal, it is important to acknowledge the reality that parking is never truly “free”. The capital, operating and maintenance costs are being borne by someone. In addition, the subsidization of parking (for example free parking for employees) masks the true cost of providing parking and encourages the use of single occupant vehicles and increases parking demand.

Pricing is one of the most effective management tools available to parking/facility managers. If paid parking for customers is a non-starter, there are other pricing strategies that might be considered. Examples include paid parking for employees, offering paid valet parking for customers or implementing on-street meters. Let’s briefly explore each of these strategies:

- Paid Parking for Employees
 - Let’s use a rough estimate of 1,000 for the number of employees working within the 50th and France District
 - If a very modest parking fee of \$15/month were established for all employees, the potential revenue generated would be:
 - $1,000 \times 15 = \$15,000/\text{month}$
 - $\$15,000 \times 12 \text{ months} = \$180,000/\text{year}$
 - Over time, this could build up to a sizable reserve to fund facility repairs or even debt service coverage for a small garage expansion.
 - It would also provide some disincentive to single occupant vehicle usage.
 - A waiving of this fee could also be used to incentivize the use of transportation alternatives
- Valet Parking for Customers
 - I understand from discussions with 50th and France staff that there is a bit of an anti-valet parking mind set in Minnesota. However, given the high-end brand of the 50th and France District, it seems that offering a combination of free customer parking and an option for valet parking (especially during the holidays) might be worth considering.
 - The valet parking option could be paid or free.
 - The free option could give customers an inducement to shop at 50th and France as opposed to other options. Think of it as a competitive advantage strategy, especially if parking is getting tight and threatening to become a competitive disadvantage.
 - Valet parking can be a labor and liability intensive endeavor. Charging a modest fee for this service could help off-set these expenses. It is not likely to a strong revenue stream generally speaking.
- On-Street Paid Parking

- Generally speaking, on-street parking should be managed as a short-term parking resource. The primary goal related to on-street parking is to promote effective turnover. Pricing and time limits combined with enforcement are the primary tools to accomplish this. When there is paid parking in both on-street and off-street environments, the on-street parking should ideally be more expensive than the off-street alternatives.
- If the City of Edina (possibly working collaboratively with the City of Minneapolis as they already have an effective meter program in place) were to implement paid on-street parking and on-street enforcement, this could generate a significant revenue stream going forward.
- Kimley-Horn has a simple model to estimate potential on-street parking revenues. The key input variables include:
 - # of spaces
 - Hours of enforcement per day
 - # of days per week
 - Hourly rate in \$/hr
 - Estimated utilization factor
- Below is an example of the potential revenue that could be generated based on 100 meters:

50th and France
 Preliminary On-Street Meter Revenue Projection Model
 Option 1 (Recommended) \$1.00 per Hour Rate



| | | |
|--------------------------------------|---------|---|
| Enter number of metered spaces: | 100 | |
| Enter # of hrs/day | 9 | Assumes meters enforced 9am to 6 pm. Change to fit enforcement hours/day. |
| Enter # of days per week | 8 | Assumes Monday through Friday. Saturday is usually a separate calculation since utilization is different. |
| # of weeks per year meters paid : | 50 | Allows up to 12 holidays that meters are not enforced per year. |
| Enter the hourly rate in \$ per Hr.: | \$ 1.00 | The amount charged per hour in dollars or decimal portion thereof. |
| Utilization factor | 0.75 | A decimal portion between 0 and 1 that indicates the usage of the aggregate meter spaces. High levels of usage will be 0.85 to 1.0, low levels would be 0.10 to 0.35. |

Projected Annual Meter Revenue: \$ 202,500

- The number above is for meter revenue only and does not factor in enforcement revenues which could be higher than the meter revenue. Of course, in this case, a revenue sharing agreement with the City of Minneapolis, initial capital equipment costs and operations expenses would have to be factored in before a true revenue projection could be determined.

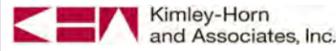
The real point of this discussion is that it begins to show that by layering several modest paid parking strategies together, significant revenue streams could be generated to supplement the current district assessment model or be used to being building a more sustainable financial framework going forward.

**APPENDIX E – PRELIMINARY ASSESSMENT
ROLL AND ASSESSMENT AREA MAP**

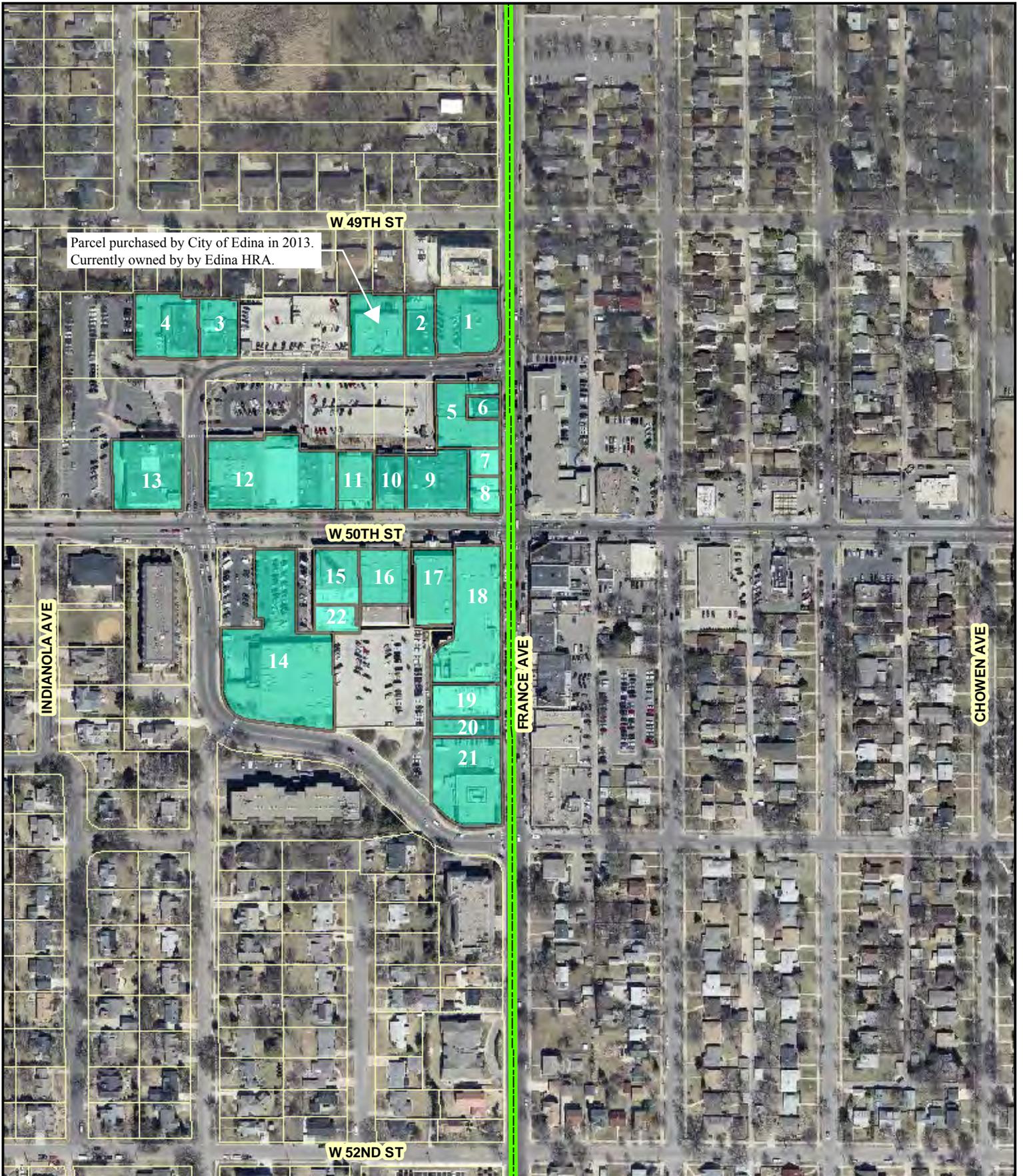


**50th
& FRANCE**
EDINA

**CITY OF EDINA
50th & FRANCE PARKING AND WAYFINDING IMPROVEMENTS
APPENDIX E - PRELIMINARY ASSESSMENT ROLL
1/21/2014**



| Map ID # | PID | Owner Name 1 | Owner Name 2 | Property Address | | | | Owner Mailing Address | | | | Gross Building Area - Sq Ft | Assessable Area - Sq Ft | Percent Assessable | Annual Operations and Maintenance Cost Assessment | 2014 Capital Construction Cost Assessment | Percent |
|---------------|---------------|-------------------------------|--|-------------------|-------|-------|-------|----------------------------------|-----------------|-------|-------|-----------------------------|-------------------------|--------------------|---|---|----------------|
| | | | | Address | City | State | ZIP | Address | City | State | ZIP | | | | | | |
| 1 | 1802824140016 | William C Knapp | William C Knapp Attn: Acctng | 4916 France Ave S | Edina | MN | 55410 | 5000 Westown Parkway Suite 400 | West Des Moines | IA | 50266 | 11105 | 4,809.00 | 43.30% | \$ 4,794.91 | \$ 45,346.11 | 1.37% |
| 2 | 1802824140024 | 49.5 LLC | 49.5 LLC C/O John D Gross | 3918 49 1/2 St W | Edina | MN | 55424 | 4520 Arden Avenue | Edina | MN | 55424 | 5307 | 3,707.00 | 69.85% | \$ 3,696.14 | \$ 34,954.88 | 1.06% |
| 3 | 1802824140035 | Soon Yong Park/Jung Ja Park | Soon Yong Park/Jung Ja Park | 3944 49 1/2 St W | Edina | MN | 55424 | 5275 Grandview Square Suite 3308 | Edina | MN | 55436 | 5061 | 1,855.40 | 36.66% | \$ 1,849.96 | \$ 17,495.36 | 0.53% |
| 4 | 1802824140108 | LB 49th 1/2 Street LLC | Edina Properties Inc. Attn: Jennfier Kent | 3948 49 1/2 St W | Edina | MN | 55424 | 4100 50th Street W Suite 2100 | Edina | MN | 55424 | 12084 | 2,450.40 | 20.28% | \$ 2,443.22 | \$ 23,105.86 | 0.70% |
| 5 | 1802824140129 | Frank Holdings LLC | Frank Holdings LLC | 4936 France Ave S | Edina | MN | 55424 | 5223 Edina Industrial Boulevard | Edina | MN | 55439 | 18557 | 18,557.00 | 100.00% | \$ 18,502.61 | \$ 174,981.85 | 5.29% |
| 6 | 1802824140118 | OMG Properties LLC | OMG Properties LLC | 4930 France Ave S | Edina | MN | 55410 | 4930 France Avenue S | Edina | MN | 55410 | 4199 | 3,274.20 | 77.98% | \$ 3,264.60 | \$ 30,873.83 | 0.93% |
| 7 | 1802824140020 | France Avenue Partnership | France Avenue Partnership C/O K.C.S. Property Management Co. | 4948 France Ave S | Edina | MN | 55410 | 8100 12th Avenue S Suite 200 | Bloomington | MN | 55425 | 8280 | 4,968.00 | 60.00% | \$ 4,953.44 | \$ 46,845.39 | 1.42% |
| 8 | 1802824140021 | France Avenue Partnership | France Avenue Partnership C/O K.C.S. Property Management Co. | 3902 50th St W | Edina | MN | 55424 | 8100 12th Avenue S Suite 200 | Bloomington | MN | 55425 | 13614 | 13,614.00 | 100.00% | \$ 13,574.10 | \$ 128,372.20 | 3.88% |
| 9 | 1802824140022 | Edina Properties Inc. | Edina Properties Inc. | 3906 50th St W | Edina | MN | 55424 | 4100 50th Street W Suite 2100 | Edina | MN | 55424 | 31680 | 28,480.00 | 89.90% | \$ 28,396.53 | \$ 268,550.04 | 8.11% |
| 10 | 1802824140122 | Property Administration Co | Property Administration Co | 3922 50th St W | Edina | MN | 55424 | 3922 50th Street W | Edina | MN | 55424 | 12862 | 12,862.00 | 100.00% | \$ 12,824.30 | \$ 121,281.27 | 3.66% |
| 11 | 1802824140121 | JSG Company LLP | JSG Company LLP | 3924 50th St W | Edina | MN | 55424 | 5850 Opus Parkway Suite 108 | Minnetonka | MN | 55343 | 12960 | 12,960.00 | 100.00% | \$ 12,922.02 | \$ 122,205.36 | 3.69% |
| 12 | 1802824140126 | L A Real Estate Group, Et Al | L A Real Estate Group | 3930 50th St W | Edina | MN | 55424 | 4100 50th Street W Suite 2100 | Edina | MN | 55424 | 80330 | 59,526.80 | 74.10% | \$ 59,352.34 | \$ 561,303.54 | 16.96% |
| 13 | 1802824140046 | First Building Corporation | First Building Corporation C/O US Bank N.A. | 4100 50th St W | Edina | MN | 55424 | 2800 E Lake Street | Minneapolis | MN | 55406 | 44776 | 19,176.00 | 42.83% | \$ 19,119.80 | \$ 180,818.67 | 5.46% |
| 14 | 1802824410178 | Lund Real Estate Holdings LLC | Lund Real Estate Holdings LLC | 3945 50th St W | Edina | MN | 55424 | 4100 50th Street W Suite 2100 | Edina | MN | 55424 | 28026 | 14,226.00 | 50.76% | \$ 14,184.31 | \$ 134,143.01 | 4.05% |
| 15 | 1802824410182 | A K Larson Family LLC | A K Larson Family LLC | 3939 50th St W | Edina | MN | 55424 | 3939 50th Street W Suite 200 | Edina | MN | 55424 | 39242 | 29,997.20 | 76.44% | \$ 29,909.28 | \$ 282,856.37 | 8.55% |
| 16 | 1802824410049 | Edina Properties Inc. | Edina Properties Inc. | 3917 50th St W | Edina | MN | 55424 | 4100 50th Street W Suite 2100 | Edina | MN | 55424 | 42822 | 31,400.00 | 73.33% | \$ 31,307.97 | \$ 296,083.97 | 8.95% |
| 17 | 1802824410052 | JSG Company LLP | JSG Company LLP | 3911 50th St W | Edina | MN | 55424 | 5850 Opus Parkway Suite 108 | Minnetonka | MN | 55343 | 27290 | 27,290.00 | 100.00% | \$ 27,210.02 | \$ 257,329.03 | 7.77% |
| 18 | 1802824410383 | 5000 France Company | 5000 France Company | 3907 50th St W | Edina | MN | 55424 | 5850 Opus Parkway Suite 108 | Minnetonka | MN | 55343 | 24130 | 24,130.00 | 100.00% | \$ 24,059.28 | \$ 227,532.04 | 6.87% |
| 19 | 1802824410055 | France at 50th LLC | France at 50th LLC | 5034 France Ave S | Edina | MN | 55410 | 7800 Metro Parkway Suite 300 | Bloomington | MN | 55425 | 16368 | 13,168.00 | 80.45% | \$ 13,129.41 | \$ 124,166.68 | 3.75% |
| 20 | 1802824410066 | 5036 France Property LLC | 5036 France Property LLC | 5036 France Ave S | Edina | MN | 55410 | 5036 France Avenue S | Edina | MN | 55410 | 6835 | 6,835.00 | 100.00% | \$ 6,814.97 | \$ 64,450.12 | 1.95% |
| 21 | 1802824410237 | Americana Bank of Edina | Excel Bank of Edina | 5050 France Ave S | Edina | MN | 55410 | P.O. Box 1509 | Minneapolis | MN | 55480 | 19102 | 12,599.60 | 65.96% | \$ 12,562.67 | \$ 118,806.99 | 3.59% |
| 22 | 1802824410181 | City of Edina | City of Edina | 3943 50th St W | Edina | MN | 55424 | 4801 50th Street W | Edina | MN | 55424 | 8572 | 5,143.20 | 60.00% | \$ 5,128.13 | \$ 48,497.42 | 1.47% |
| Totals | | | | | | | | | | | | 473,202 | 351,028.80 | | \$ 350,000.00 | \$ 3,310,000.00 | 100.00% |



Parcel purchased by City of Edina in 2013.
Currently owned by Edina HRA.

W 49TH ST

W 50TH ST

W 52ND ST

INDIANOLA AVE

FRANCE AVE

CHOWEN AVE

City of Edina 50th & France



City Limits

50th & France Assessments



Engineering Dept
November, 2012