

Downtown Saint Paul Parking Management Strategy



Update to Planning Commission
October 30 2015

Agenda

- Study Context
- Recap of Findings
- Recommended Parking Management Strategies

What does Saint Paul want to be?

How can parking support downtown?

Saint Paul is Changing



Parking is an Important Part of Downtown's Transportation System

Retain/Attract Office Tenants



Encourage Downtown Living



Support Activities and Nightlife



Accommodate Visitors



The parking strategy for Saint Paul will...

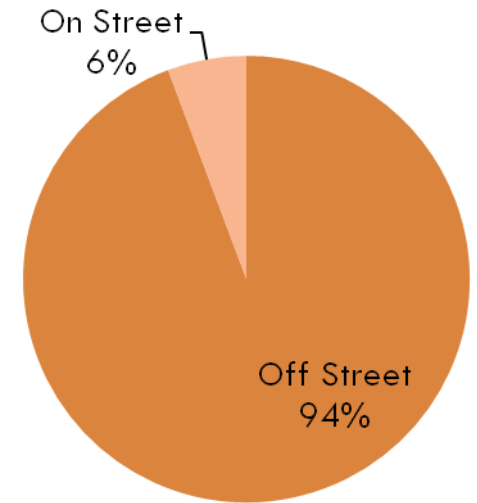
- Develop a **market-based** parking management system
- **Integrate parking** with pedestrians, light rail, busses, and inter-city rail
- Define existing parking utilization of **all downtown stakeholders**
- Quantify **anticipated future demand** for parking
- Identify **national best practices**
- Suggest ways in which the City can integrate **its parking management functions**

Advisory Group Goals

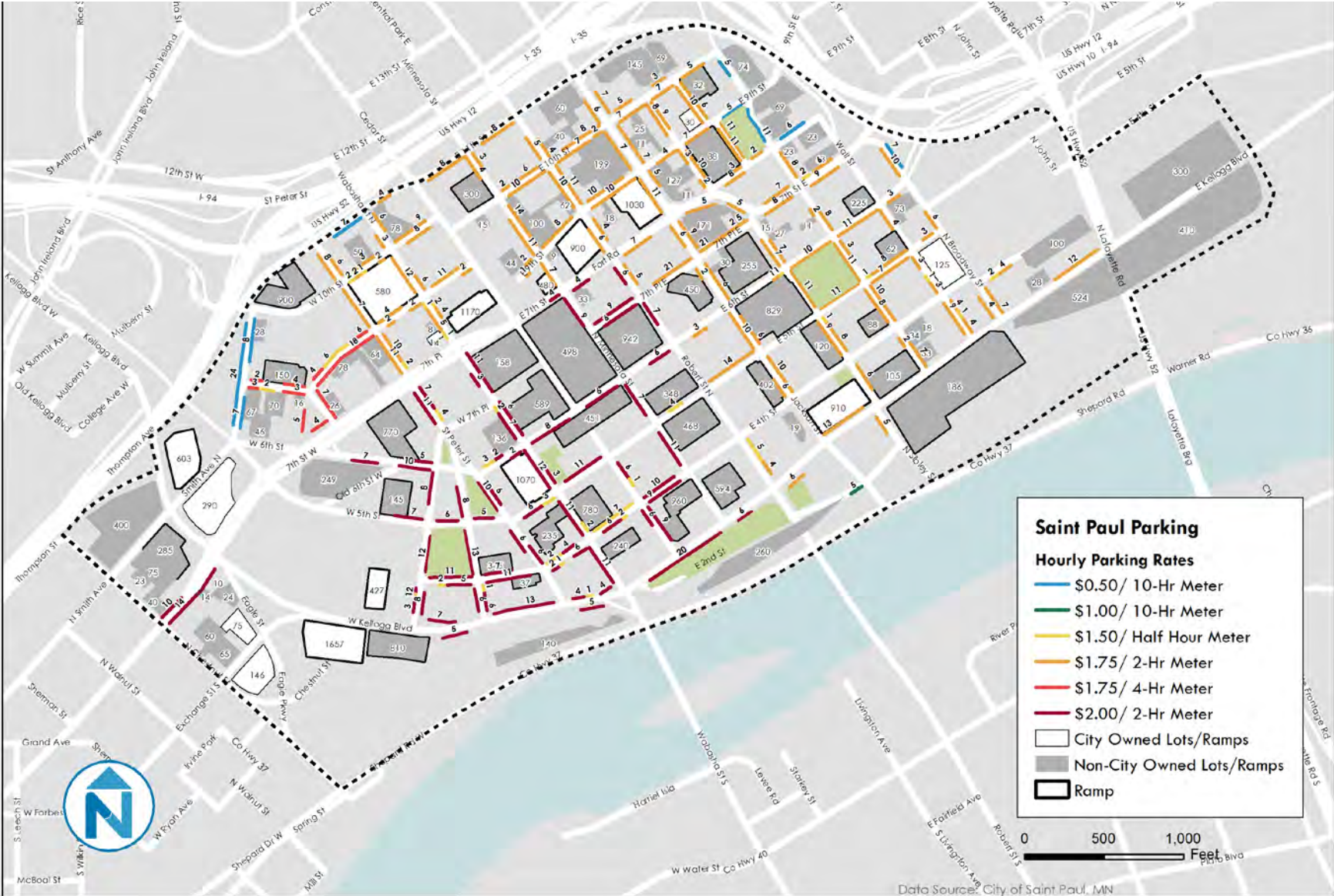
- Understand parking in the context of a multimodal system
- Plan for responsible economic development
- Establish coordination/management
 - Between facilities
 - New technology
- Continue to create vibrant street life
- Provide a customer friendly system
- Practice forward-thinking parking management

Key Findings: Parking Inventory

- ~28,700 total spaces
 - 94% off-street
 - 6% on-street
- Off-street: 60% non-City owned / 40% City owned
- Majority of spaces are privately owned
- Most of parking spaces are in ramps, concentrated in core
- On-street parking is priced AND with time limits
- On-street price and time limits vary by location
- 86% of off-street facilities have some public access



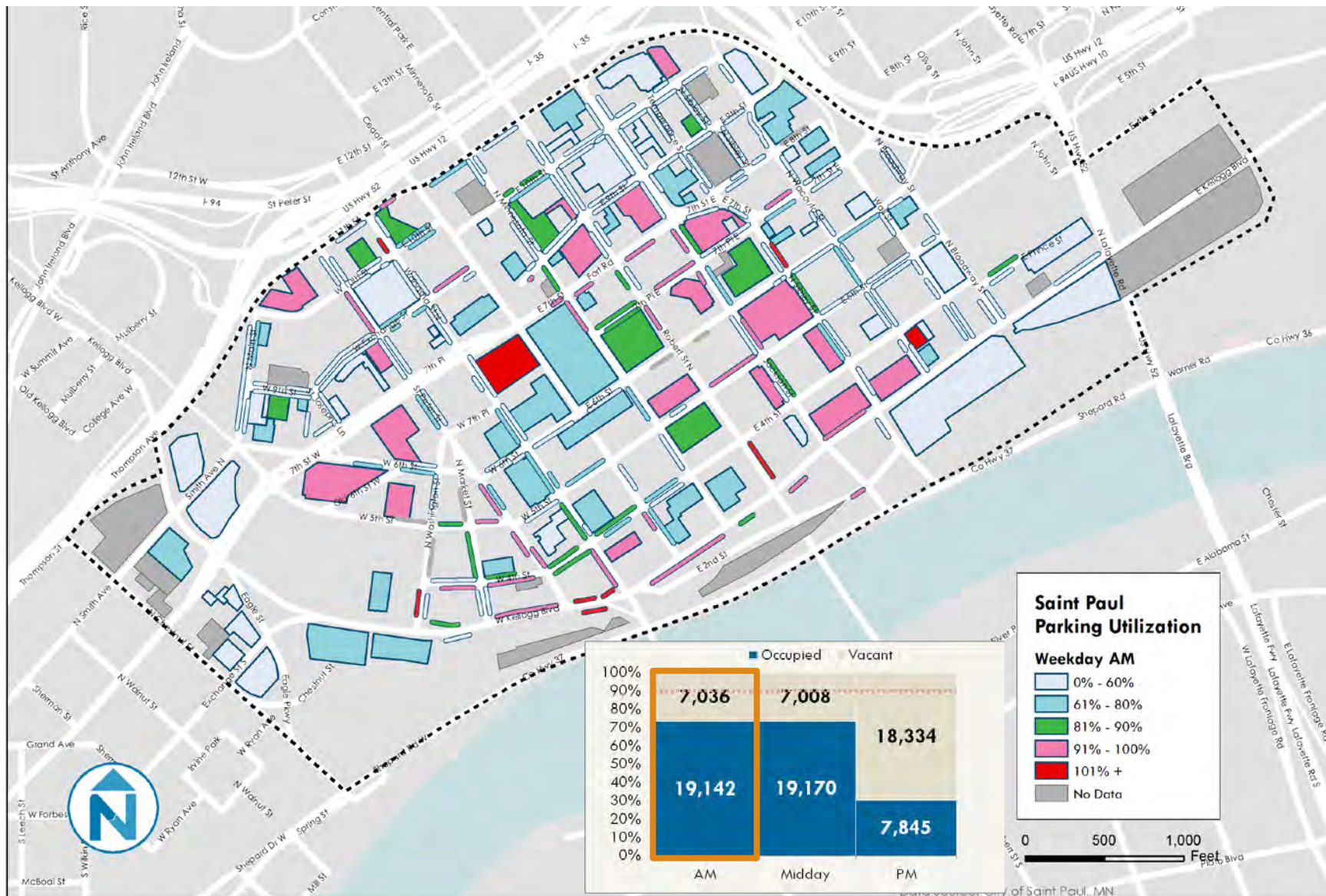
Parking Inventory and Regulations



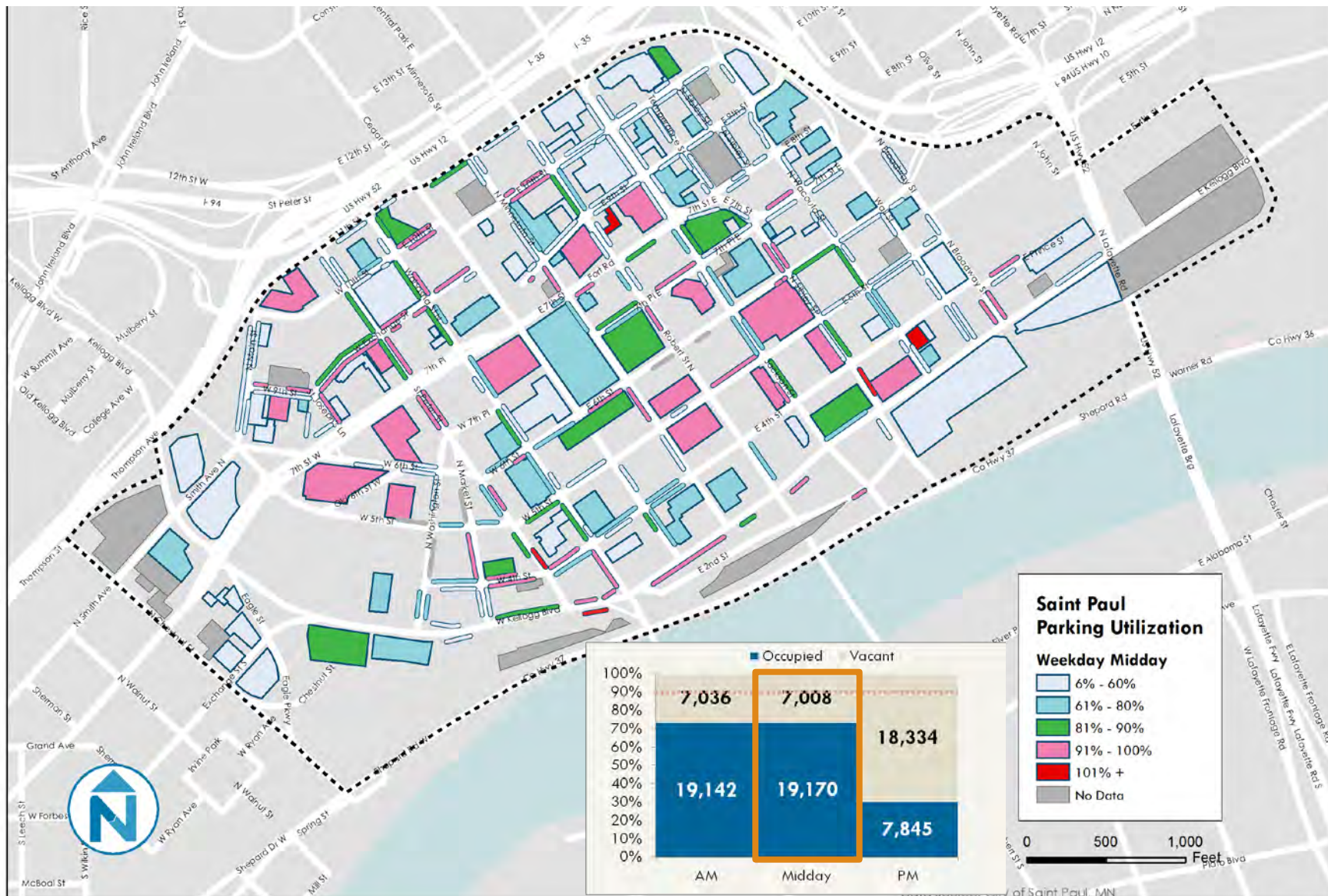
Key Findings: Parking Utilization

- Data collection in Oct, Nov 2014 (weekday, weekend)
- Weekdays busier than weekends
- Office dominant parking demand (M-F 9-5)
- City-owned ramps full weekday days
- On-street busier than off-street in PM
- Monthly vs. transient competition

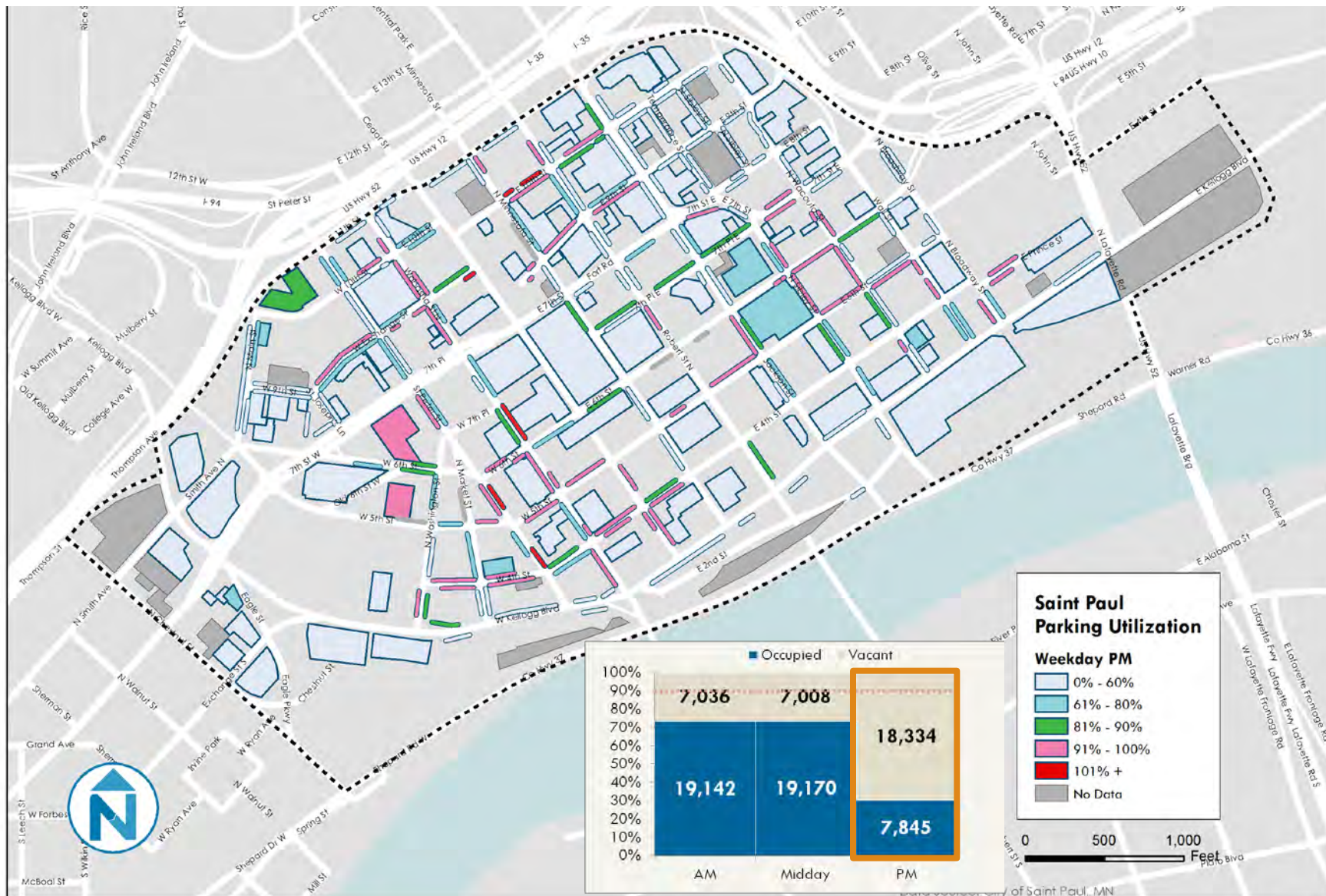
Weekday: 10am (73% full)



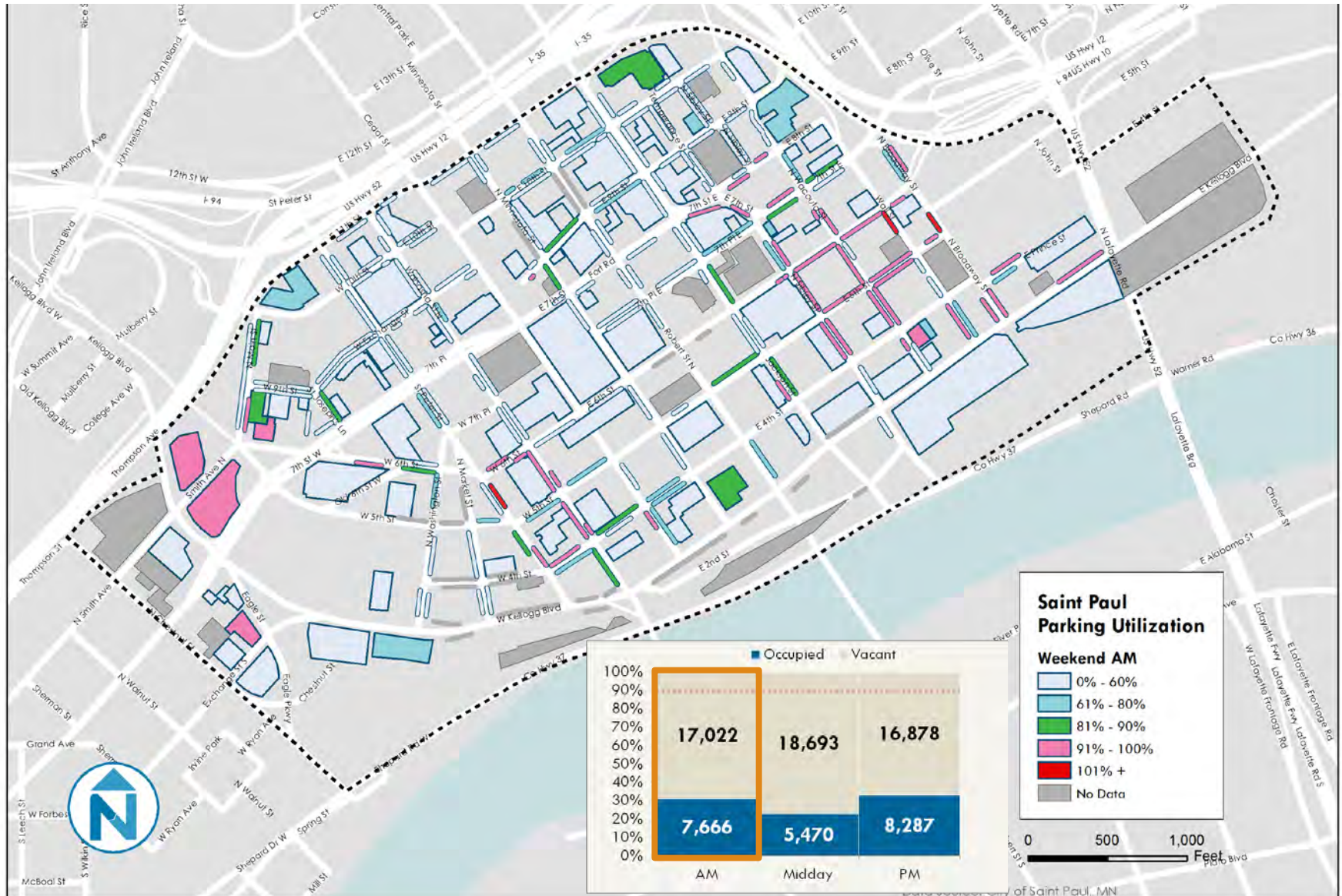
Weekday: 2pm (73% full)



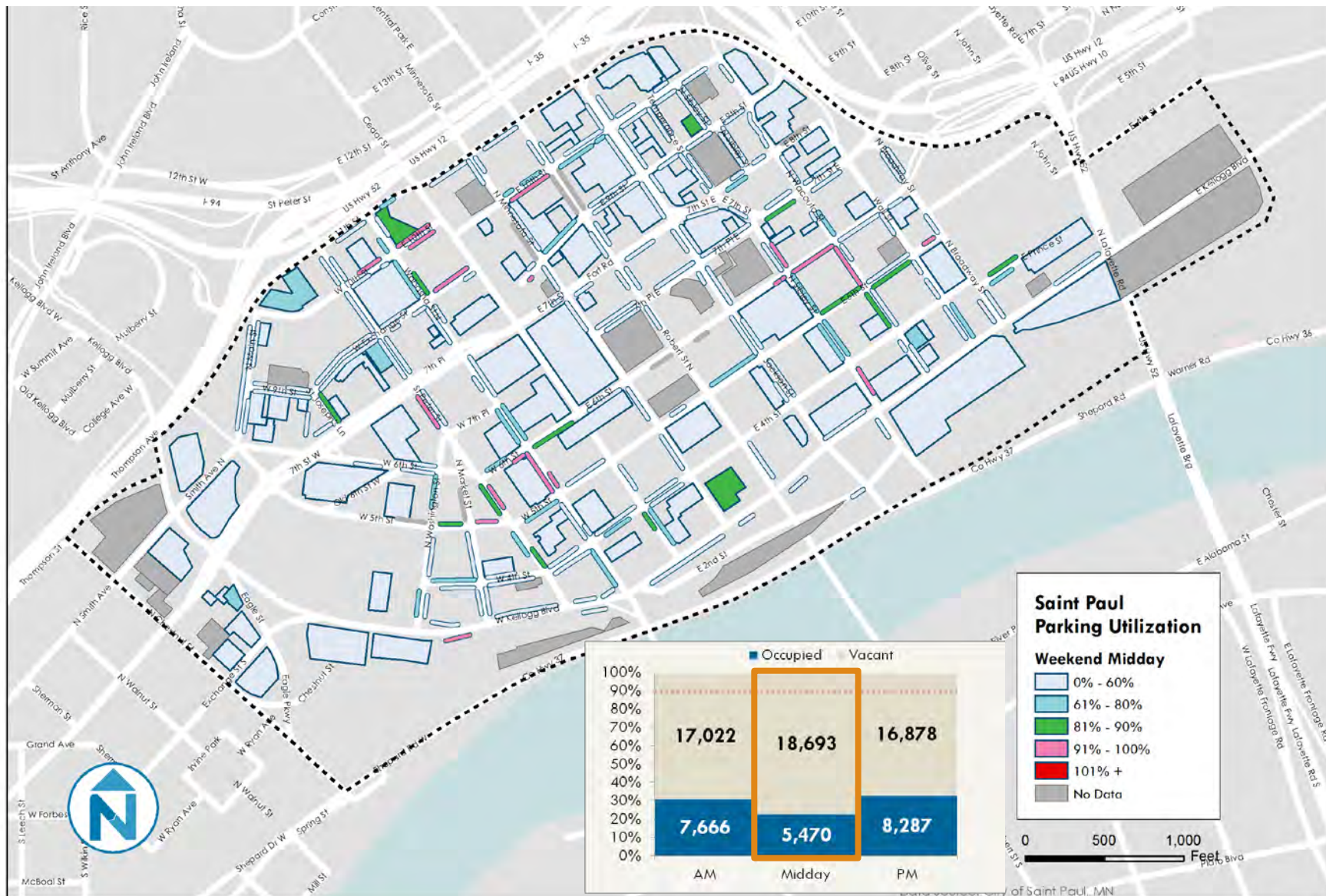
Weekday: 6pm (30% full)



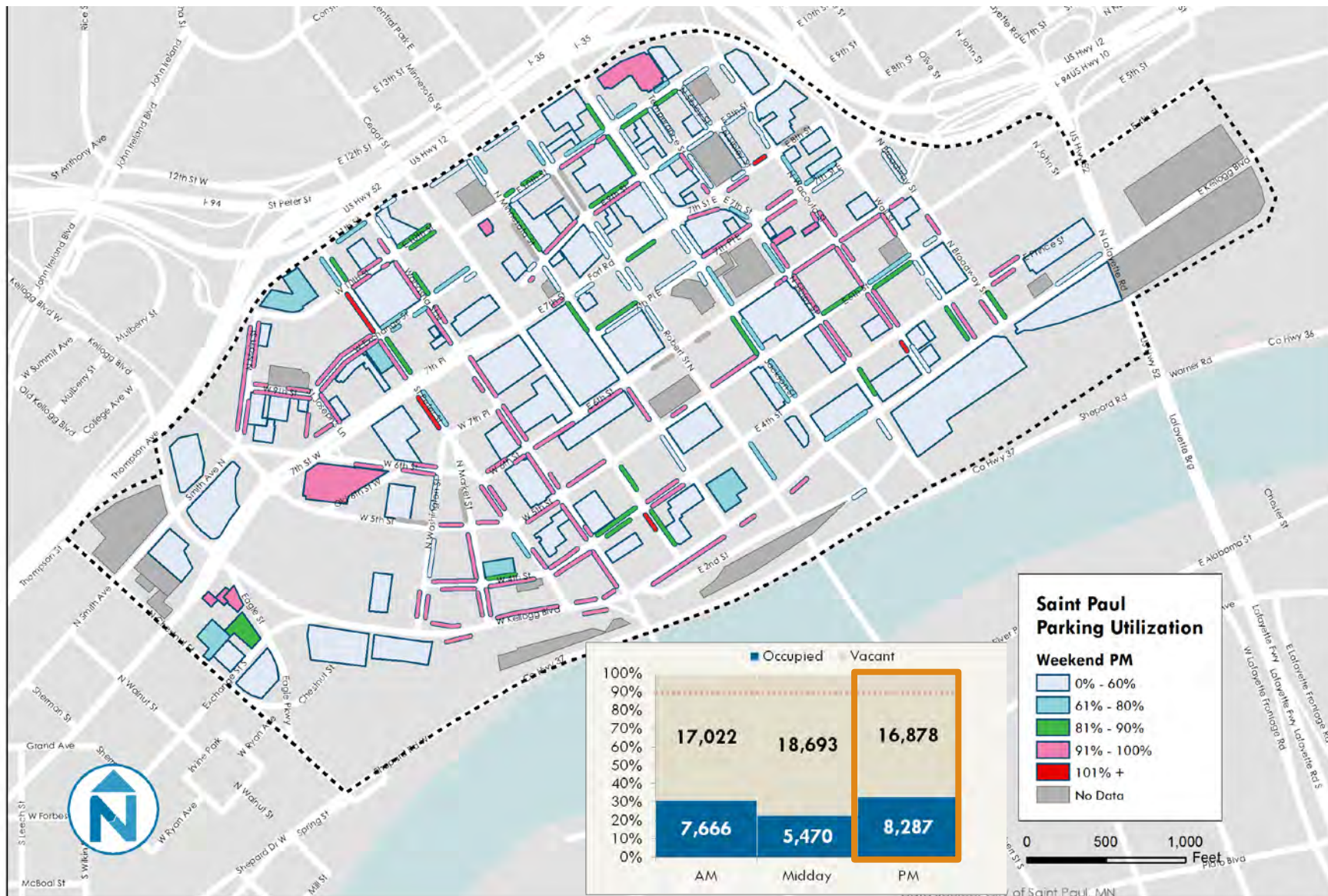
Weekend: 10am (31% full)



Weekend: 2pm (23% full)



Weekend: 6pm (33% full)



Key Findings: Management

- On-street meter zones show little impact on utilization
- Advertised ramp rates are not necessarily paid rate
- Availability of monthly permits is a barrier to leasing office space
- Balance of monthly contracts vs. transient parkers?
- Use of City employee placards
- Evening rates and event rates do not match demand

If Saint Paul has 1,000's of unused spaces at the busiest times of day, why is there a parking problem?

Attracting Tenants is Challenging



Office for Lease - Lawson Commons

Saint Paul, Minnesota

~Class A office space, 799 - 63,348 square feet available (space can be subdivided) ~On-site property management ~ENERGY STAR rating from the...

Status: Active
No. Spaces: 5
Rental Rate: \$14.00
Space Available: 799 - 63,348 SF
Bldg. Size: 436,000 SF
Primary Type: Office
Sub-Type: Office Building



Office for Lease - 1533 University

Saint Paul, Minnesota

Second floor offices in a quiet building.

Every office has at least one window.

Status: Active
No. Spaces: 8
Rental Rate: \$14.10 - \$400.00
Space Available: 121 - 502 SF
Bldg. Size: 10,040 SF
Primary Type: Office
Sub-Type: Office Building



Office for Lease - 1437 Marshall Ave

Saint Paul, Minnesota

2 story office building with lower level. Easy access to HWY 94 and minutes to downtown St Paul or Minneapolis via Hamline Ave or Snelling Ave.

Status: Active
No. Spaces: 4
Rental Rate: \$11.45 - \$24.55
Space Available: 220 - 597 SF
Bldg. Size: 7,000 SF
Primary Type: Office
Sub-Type: Office Building



Office for Lease - Saint Paul, Minnesota

Two story office building. Unit takes up the entire second floor. Windows in all offices. Carpeting throughout entire suite and tiled kitchen.

Status: Active
No. Spaces: 1
Rental Rate: \$14.77
Space Available: 1,300 SF
Bldg. Size: 4,800 SF
Primary Type: Office
Sub-Type: Office Building



Office for Lease - The Edison

Saint Paul, Minnesota

Multi-level Industrial property comprising of 5 floors. Tremendous power available for manufacturing. 9-24 clear and abundant docks allow for...

Status: Active
No. Spaces: 9
Rental Rate: \$.01 - \$3.25
Space Available: 4,620 - 59,071 SF
Bldg. Size: 294,000 SF
Primary Type: Industrial
Sub-Type: Warehouse



Office for Lease - The Northwestern Building

Saint Paul, Minnesota

The Northwestern Building is on the National Register of Historic Places, having been built in 1917. Suites boast high ceilings with huge windows...

Status: Active
No. Spaces: 12
Rental Rate: \$11.60 - \$13.01
Space Available: 241 - 1,822 SF
Bldg. Size: 81,087 SF
Primary Type: Office
Sub-Type: Office Building



Office for Lease - Bandana Square

Saint Paul, Minnesota

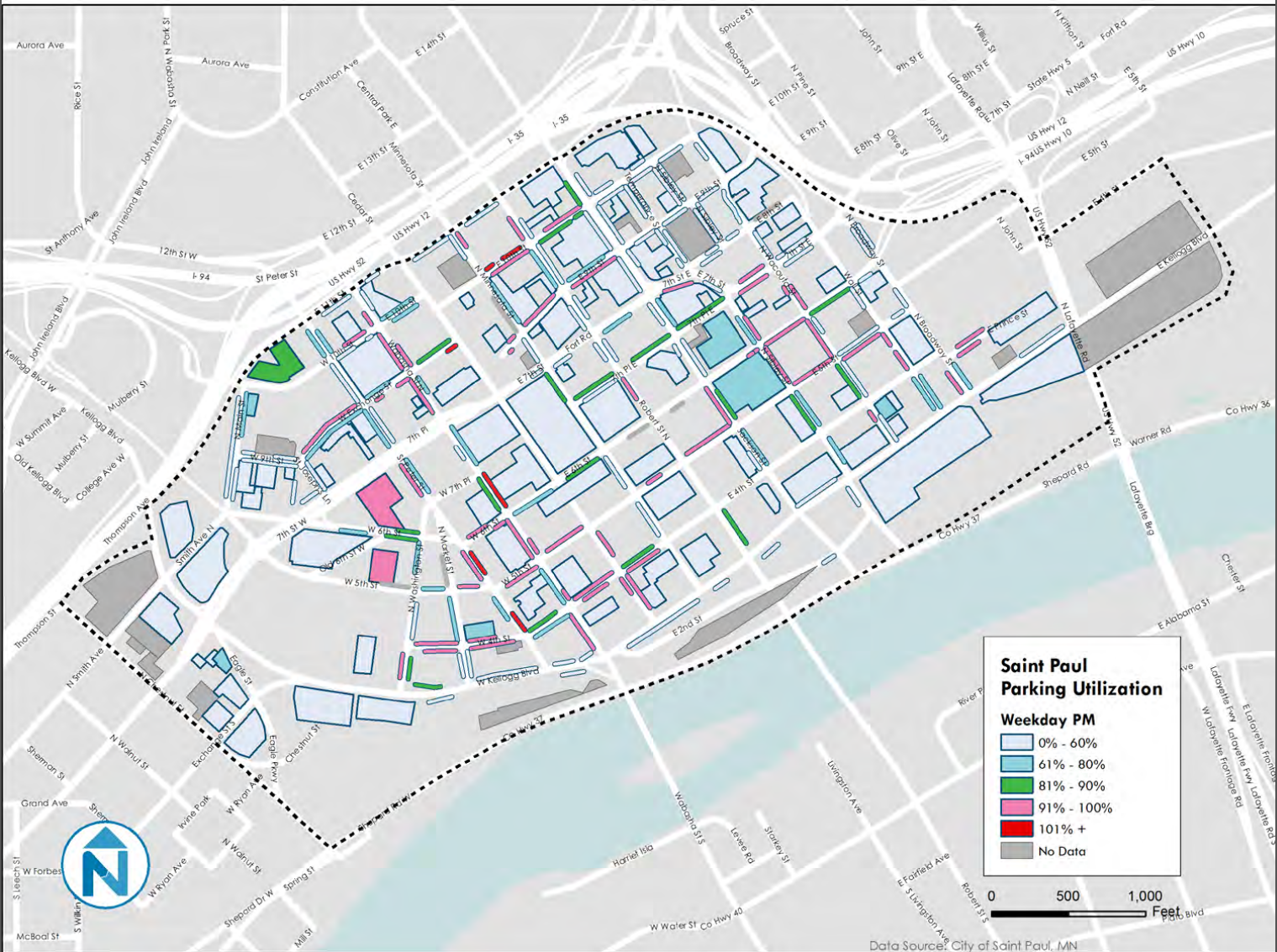
Bandana Square, located in the heart of St. Paul's Energy Park, was originally

Status: Active
No. Spaces: 2
Rental Rate: \$11.00
Space Available: 399 - 2,930 SF

Developers Reluctant to Build due to Neighborhood Pressure



People Go To On-Street Parking First (it's cheaper and easier to access)

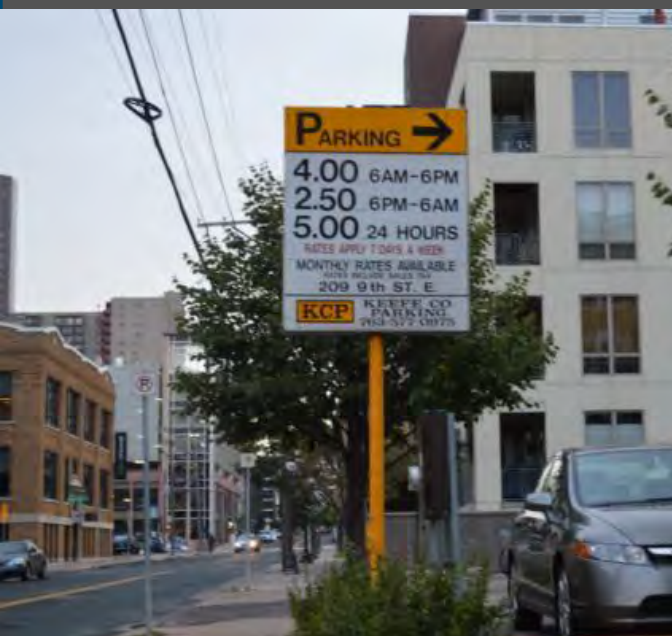
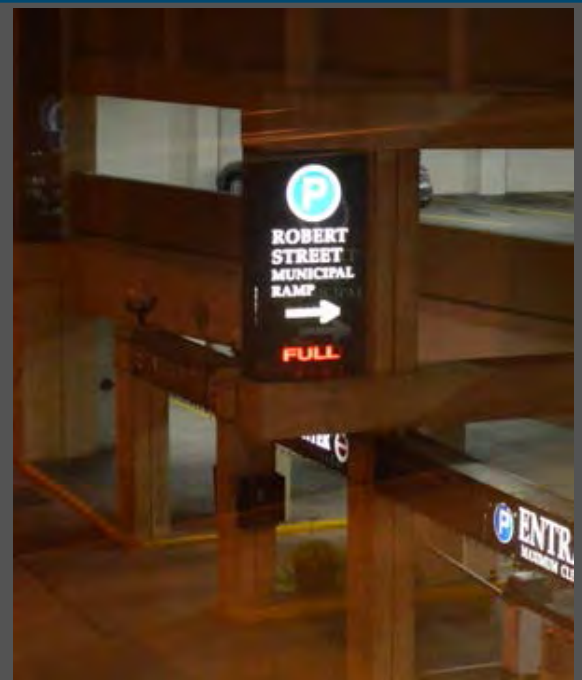




Existing Residents Face Competition for Parking Spaces



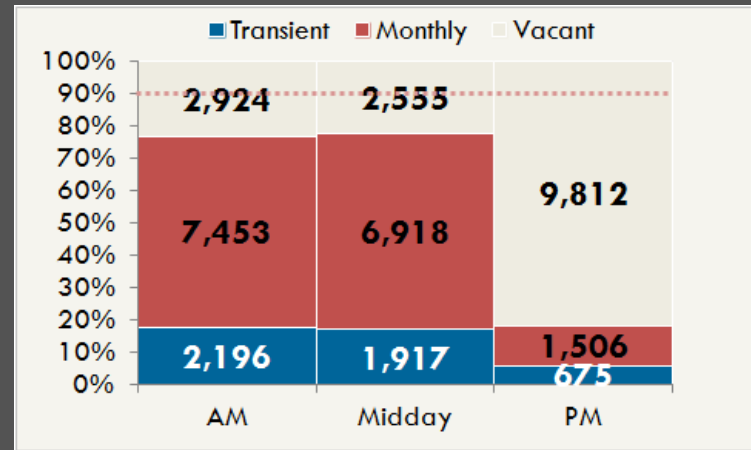
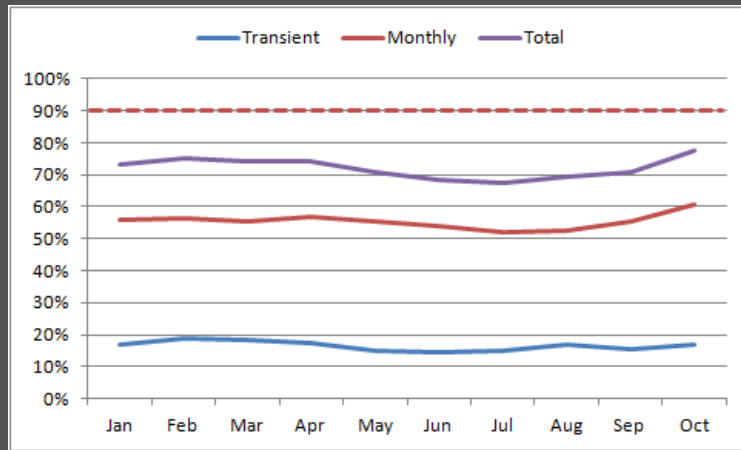
It is Hard to Understand Where to Park (and Not Park)



Parking isn't Managed as a Comprehensive System



Frustration When Parking is “Full”



More than 20% of parking spaces are unoccupied on a typical weekday (sample of 20 ramps)



Rideshare



Telework



Bike & Walk



Transit



Parking



Parking

Online Information is not Intuitive

Downtown St. Paul Parking Rates

US Bank Center
Operated by Standard Parking
E 5th St & N Minnesota St [Street View](#)
612-371-0938 Hours: 6am - 9pm

Rates
First Hour: \$5 Monthly Carpool: n/a
Daily: \$17 Event: n/a

Ramp / Lot name

- 1) Event Lot
- 2) Holiday Inn Ramp
- 3) Ace Lot
- 4) Wax Lot
- 5) Ryan Lot
- 6) History Center Lot
- 7) Smith Ave. Transit Center
- 8) Seven Corners
- 9) RiverCenter Ramp
- 10) Science Museum
- 11) Capital Parking Garage
- 12) #34 Lot
- 13) Drain Lot
- 14) Event Lot
- 15) Kellogg Municipal Ramp
- 16) St. Peter Lot
- 17) Landmark Towers Ramp
- 18) 7A Municipal Ramp

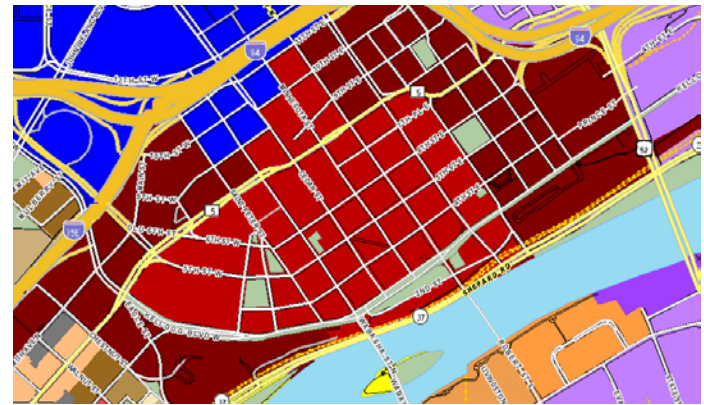


Current Zoning Requirements Don't Support a Livable Downtown



Findings: Zoning Code

- No off-street minimum or maximum requirements in downtown
- Code requires TDM and bicycle parking requirements but tied to vehicular parking spaces
- No requirements for unbundling the cost of parking from housing in downtown
- No carshare or bikeshare requirements
- No shared parking incentives
- No regulations on single-use structures or surface lots



No City Has “Solved” Their Parking Problem*

*** But Great Places are Parked
Differently from Ordinary
Places**

Parking in Saint Paul – Addressing Problems while Respecting the Context

Parking in Saint Paul



We get a lot right.

- Priced on-street parking
- Nearly all parking is open to the public
- Dispersed parking supply
- High opportunity for transit, pedestrian, and bicycle mobility

However...

Parking Challenges



- Heavy M-F / 9-5pm parking demand
- Many users bring single use parking and travel expectations
- Poor walking conditions reduce reasonable parking supply
- Disconnected parking management

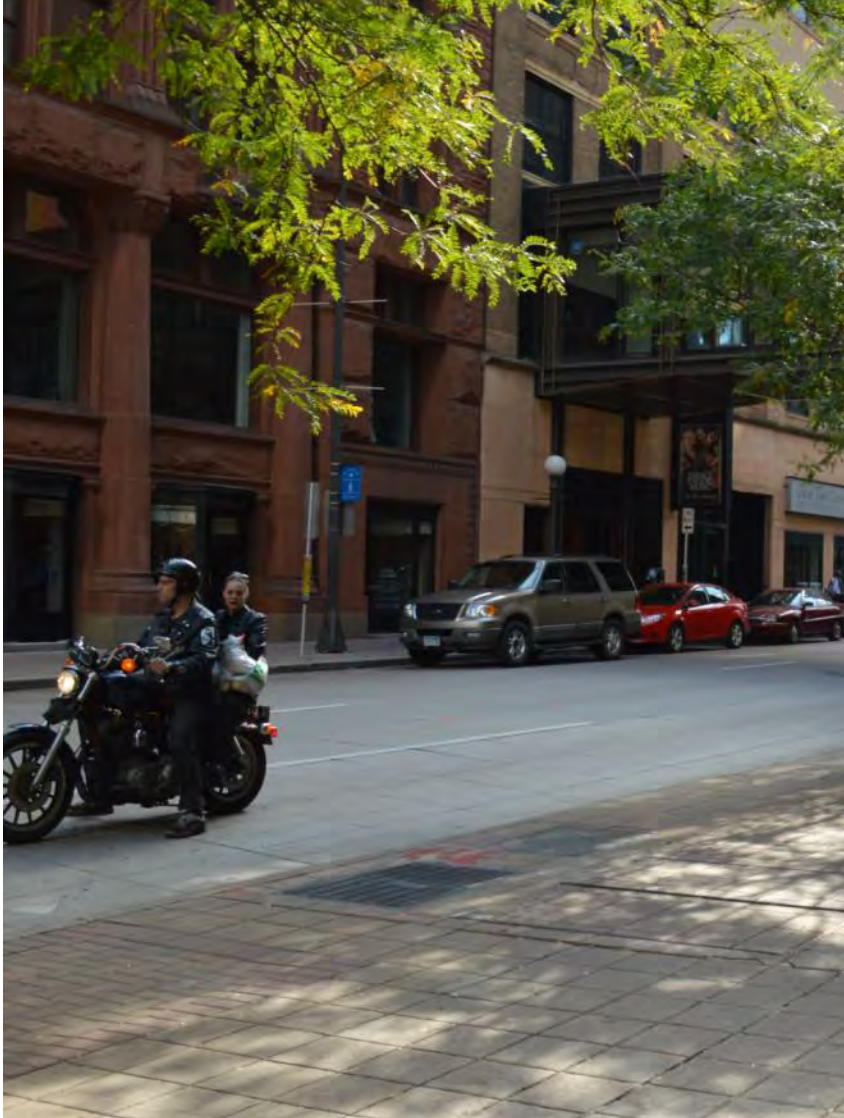
Improving Conditions

- In the past, we would have tried to build our way out of these problems.
- However, in Saint Paul:
 - Every space in every facility counts.
 - Downtown real estate is limited.
 - Pressure from current and potential tenants to have dedicated, proximate parking.
 - Little capacity during office workday, but thousands of spaces unused at night and on weekends.
- So...

Parking Management as Place-Making Tool

- To keep and make Saint Paul great, **emphasize management of existing resources** before constructing significant new resources.
- Successful parking management will help make downtown livable, accessible, walkable, and bike-friendly.

Key Strategies



1. Information and technology
2. Coordination
3. On-street management
4. Off-street management
5. Access and TDM
6. Placemaking
7. Zoning code

1. Use Information and Technology to Create Smart Policies and Effectively Manage Parking



1. Use Information and Technology

- Centralized website and app
- Pay-by-cell for on- and off-street (public and private)
- Real-time information
- Upgrade coin-operated meters
- Branded wayfinding signage
- Remote event parking
- Standardized parking information
- Skyway signage
- Enforcement technology consistency
- MnPass for payment



The parking lots adjacent to this building are primarily for tenants of this building. All spaces are reserved 24 hours per day, 7 days per week. Violators will be charged and towed. 651 228-1446 Management

ALL SEAS
QUALITIES-CUSHIONS
PETS-BUG-SCREENS
CITY DESK

NO PARKING
COMMERCIAL VEH.
5 AM-10 PM
DAILY

2. Coordinate and Integrate City Parking Management to Become a Stronger Downtown

THREE Sisters

UPS

2. Coordinate and Integrate Parking Management

- Mobility Authority
- Utilization reporting
- City authority to change rates
- Develop parking management goals
- Management meetings
- Enforcement as ambassadors
- Informational citations



**3. Manage On-Street
Parking Using a Market-
Based Approach to Better
Utilize Parking Supply**

3. Manage On-Street Parking Using Market-Based Approach

- Smart cards in-lieu of placards / phase out placards
- Tie on-street to off-street pricing
- Create availability goal
- Adjust rates to achieve optimum occupancy
- On-street event rates
- Curbside management policy
- Explore valet
- Monitor data
- Progressive pricing
- Restrict placards in some areas
- Update disabled parking laws

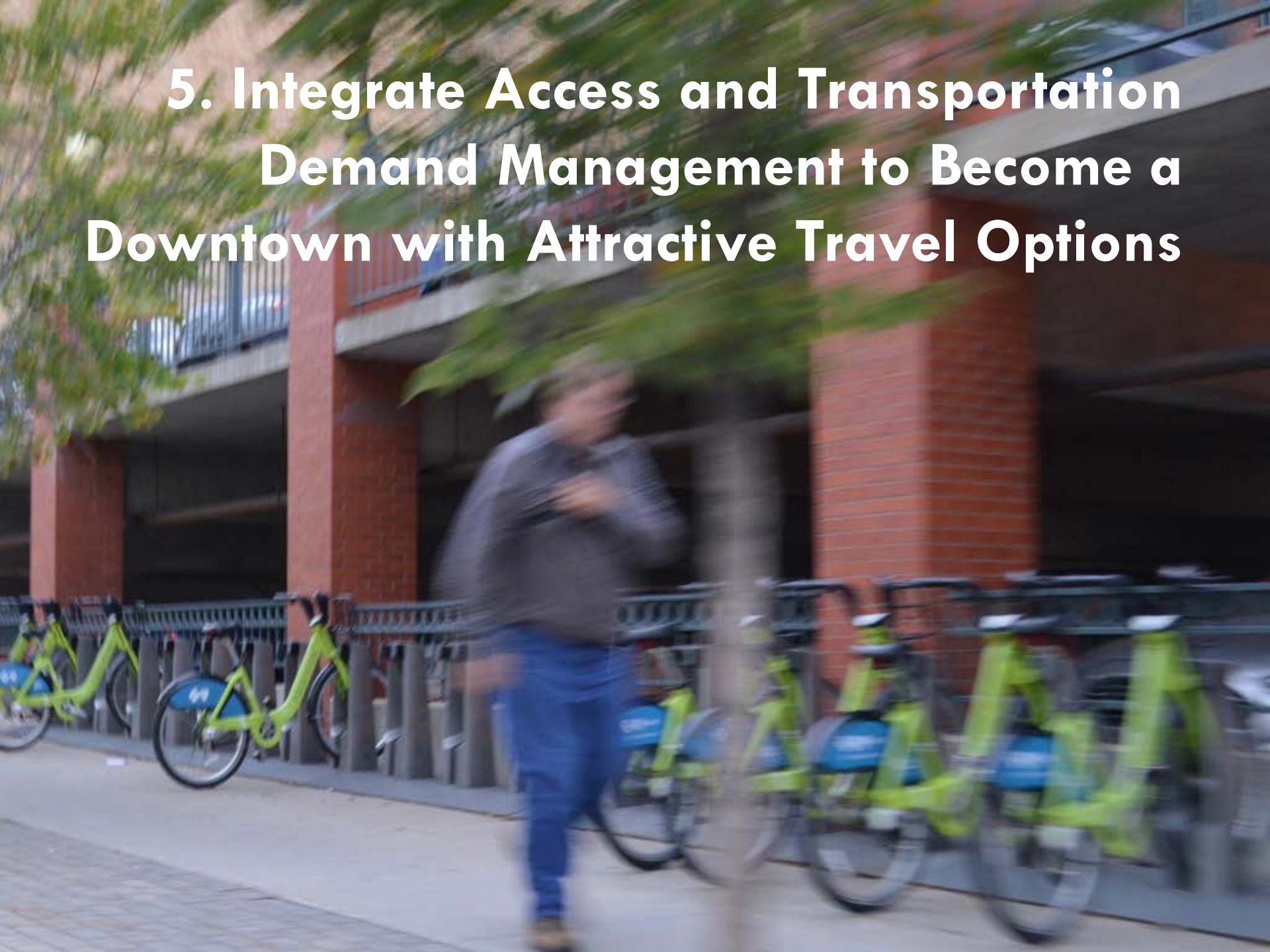
A street-level view of a city street with tram tracks. The street is flanked by multi-story brick buildings. On the left, a green street sign is visible. On the right, there is a transit shelter with a green roof. The sky is overcast. The text "4. Create Off-Street Parking Policies in the Context of a Multimodal System" is overlaid in white on the bottom right of the image.

**4. Create Off-Street
Parking Policies in the
Context of a Multimodal
System**

4. Create Off-Street Parking within Multimodal System

- Monthly rates closer to daily and hourly rates
- Phase out monthly permits
- Create availability goal
- Increase availability in key areas
- Adjust rates to achieve optimum occupancy
- Set rate structures
- Disclose all lease rates
- Short-term parking on ground/skyway floors
- Ramp rating system

**5. Integrate Access and Transportation
Demand Management to Become a
Downtown with Attractive Travel Options**



5. Integrate Access and TDM

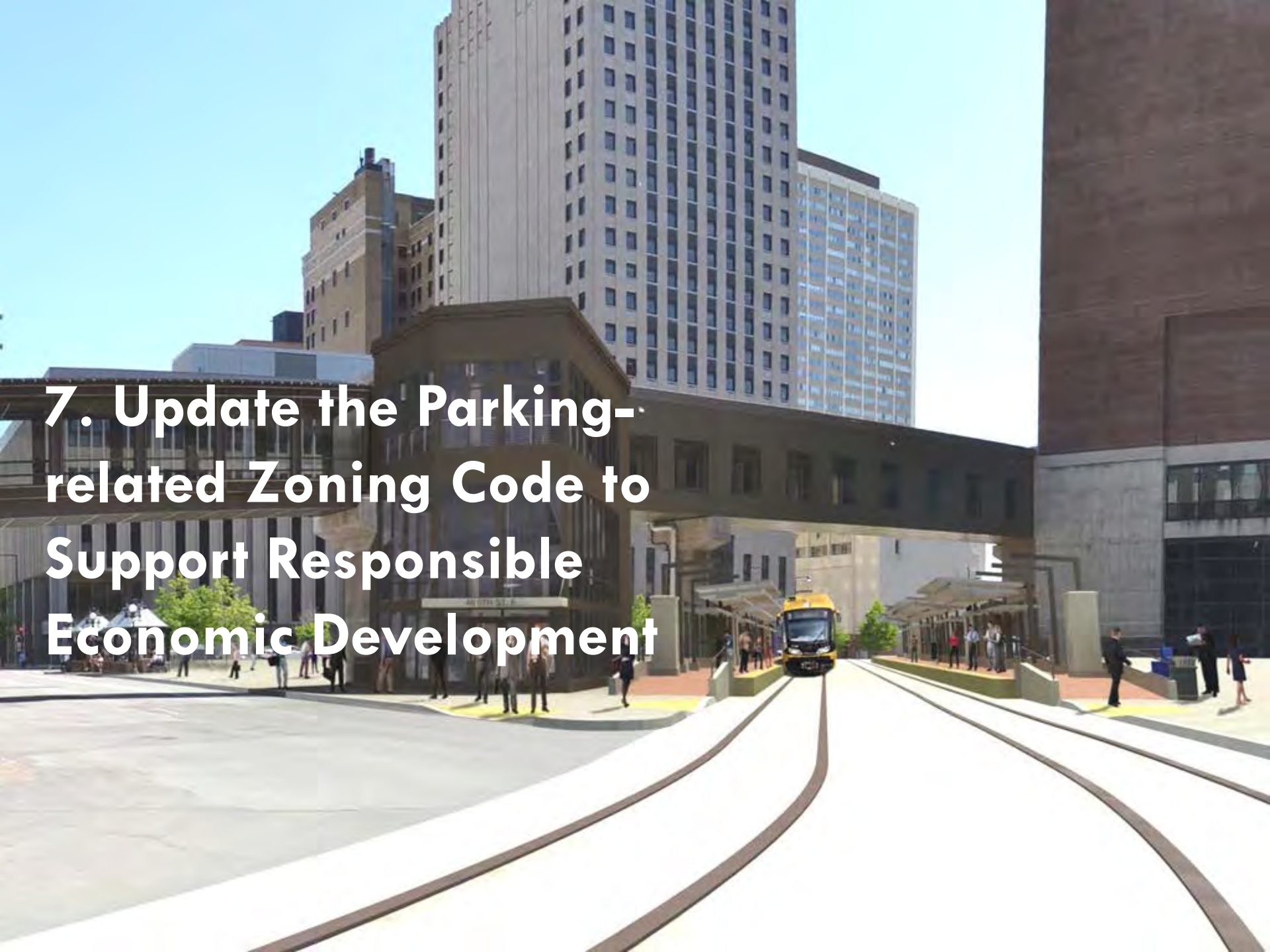
- Commute management benefit
- One-way to two-way streets
- Parking cash out
- Skyway access off-peak
- Remote parking
- Short trips via transit
- Mobility Hubs
- Real-time transit info
- Bike stations



6. Invest in Placemaking to Support Growth

6. Invest in Placemaking

- More evening uses; 18-hour City
- Invest in walking environment
- Invest in street-level corridors
- Pilot programs
- Introduce parklets
- Invest in ground-level use

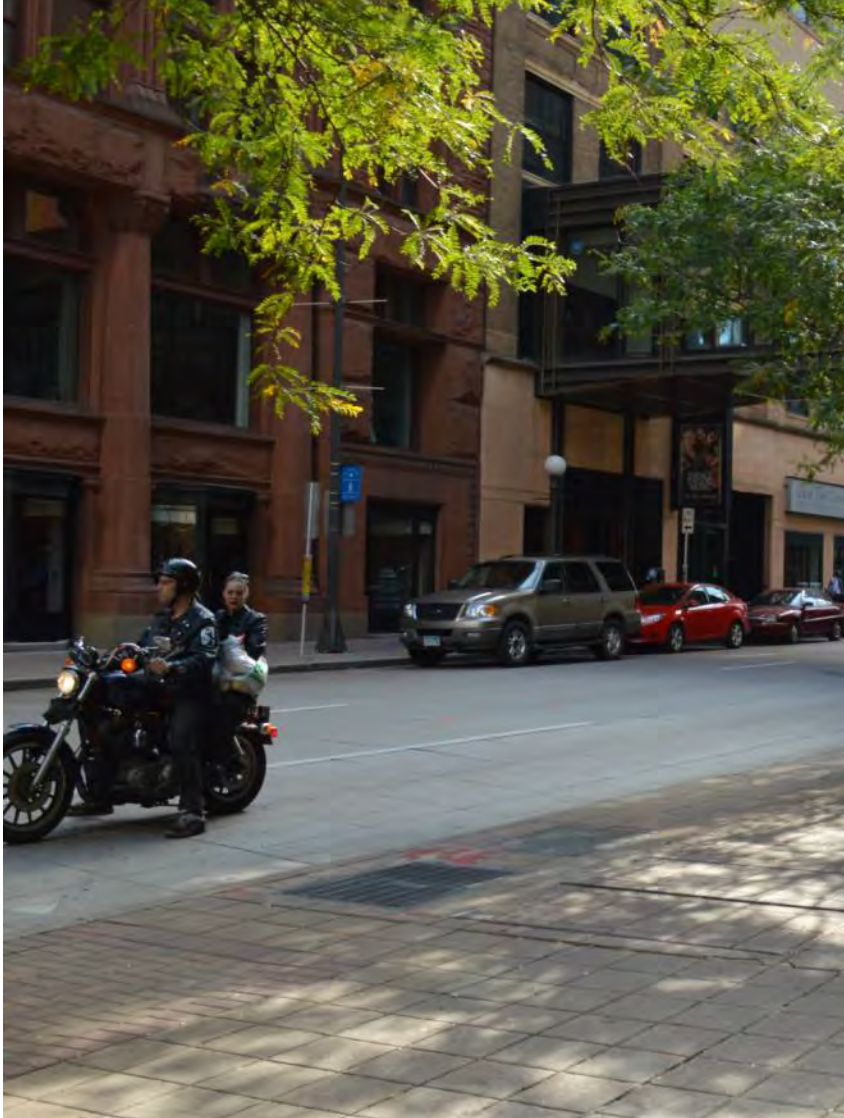
A photograph of a city street scene. In the foreground, a yellow bus is driving on a road with a white lane and a brown curb. Pedestrians are walking on the sidewalks. In the background, there are several tall buildings, including a prominent white skyscraper with many windows. The sky is clear and blue.

7. Update the Parking-related Zoning Code to Support Responsible Economic Development

7. Parking Zoning Code

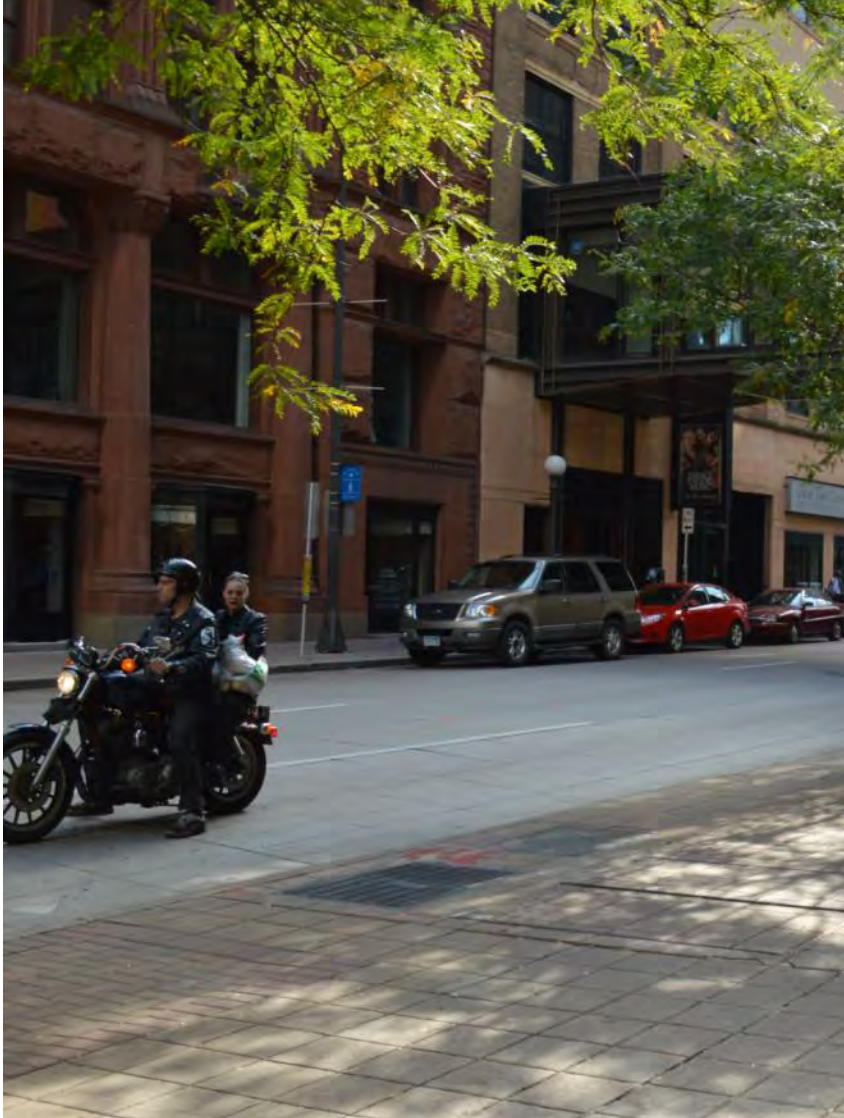
- Strengthen TDM ordinance
- Wrapped ramps
- Prohibit or fee for surface lots
- Progressive in-lieu fee
- Parking maximums
- Unbundle residential parking
- Require shared parking
- Design standards
- Parking impacts of new developments
- Carshare and bike share
- Bicycle parking

Short-term, High-impact Strategies



- Have a centralized and integrated transportation website and app.
- Coordinate and contract with a single vendor for pay-by-cell for on- and off-street parking.
- Work with private facility managers to use same vendor.
- Coordinate real-time info for off-street facilities.
- Work with facility managers on utilization reporting.
- Coordinate and contract with a single vendor for pay-by-cell for on- and off-street parking.
- Support City parking management staff to manage rates and times administratively.
- Agree on and document single set of parking goals.

Short-term, High-impact Strategies



- Reassess City employee placard use.
- Coordinate 1st hour on-street to off-street parking.
- Create "optimum occupancy" goal on- and off-street
- Adjust parking meter rates, time limits, and spans to achieve optimum occupancy.
- Establish event rates for on-street parking.
- Create City "optimum occupancy" or availability goal for on-street parking.
- Encourage an 18/7 downtown by incentivizing a mix of daytime and evening uses.
- Prioritize investment at street-level along key corridors.
- Prohibit new free-standing single-use parking structures.
- Strengthen Travel Demand Management ordinance.

Questions?

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