

Downtown Saint Paul Parking Management Strategy



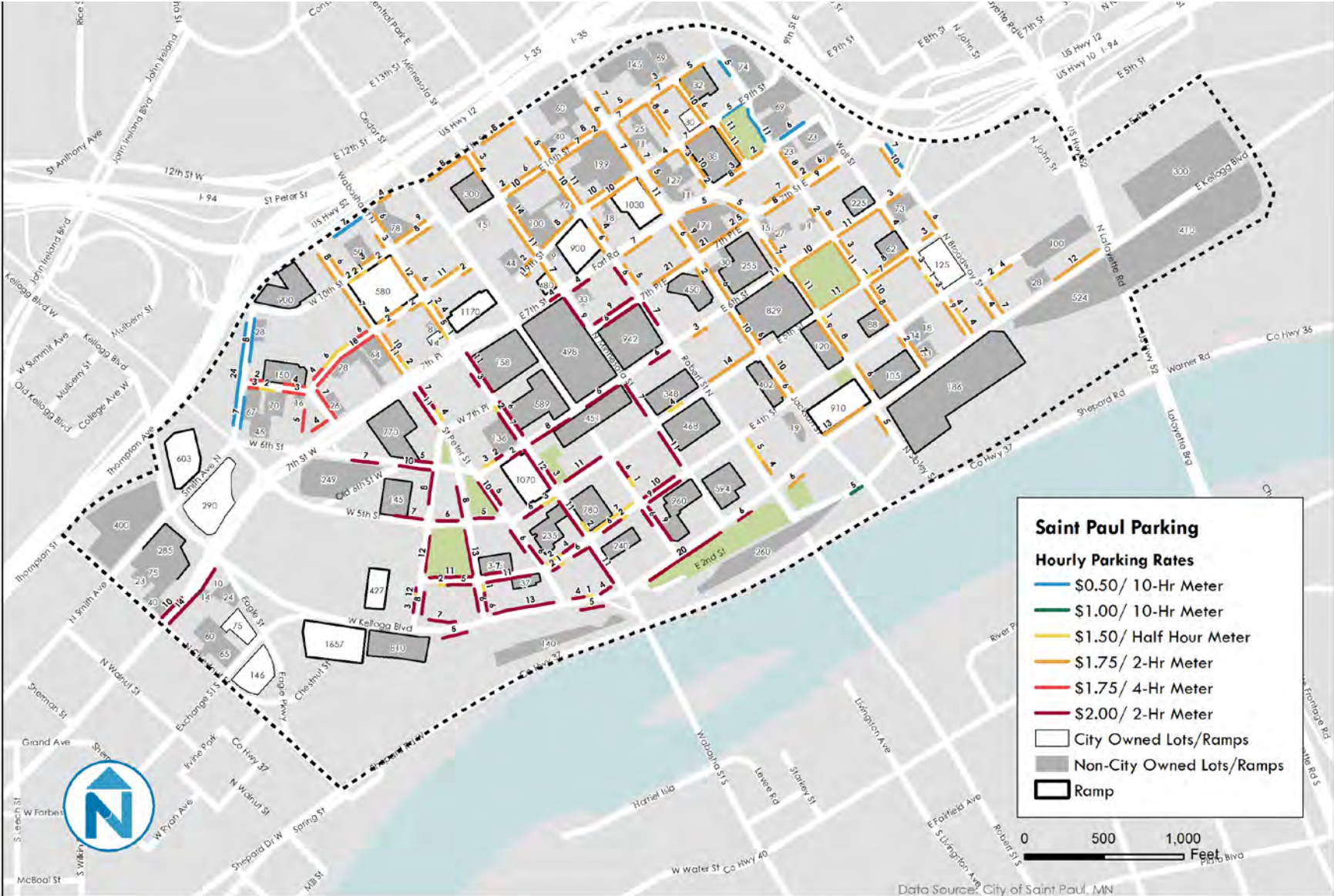
Update to the HRA
May 2015

N NELSON
NYGAARD

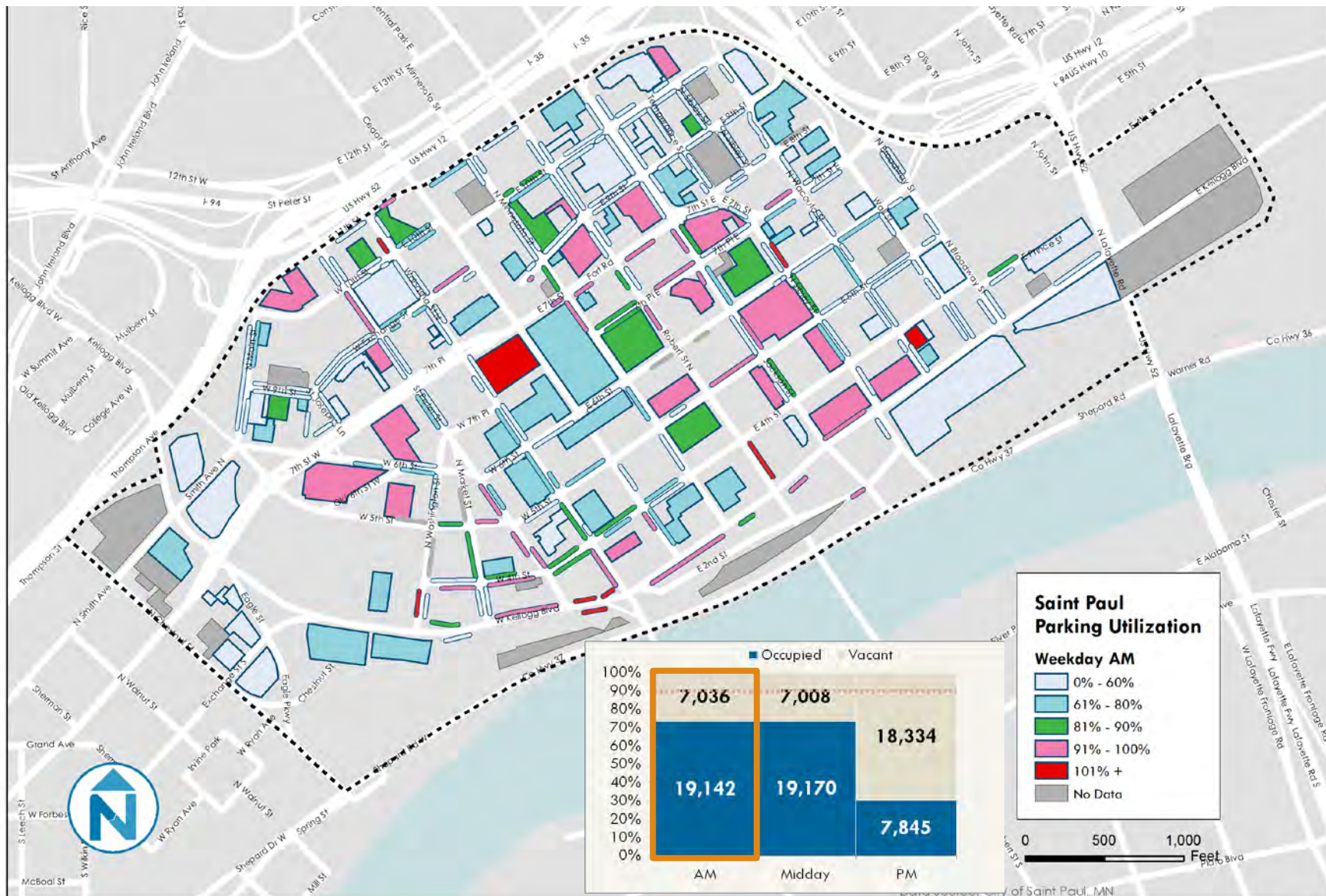
The parking strategy for Saint Paul will...

- 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**

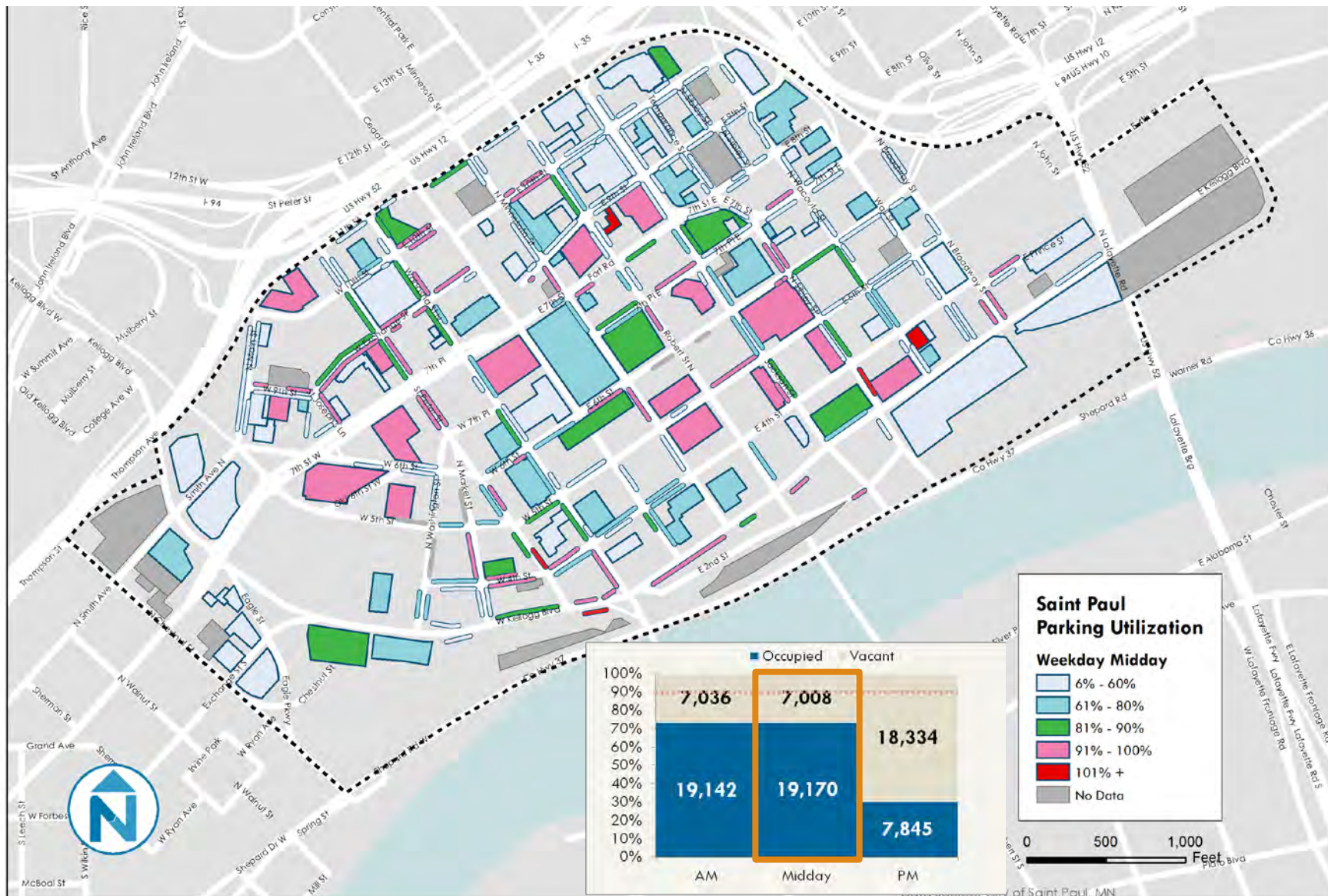
Parking Inventory and Regulations



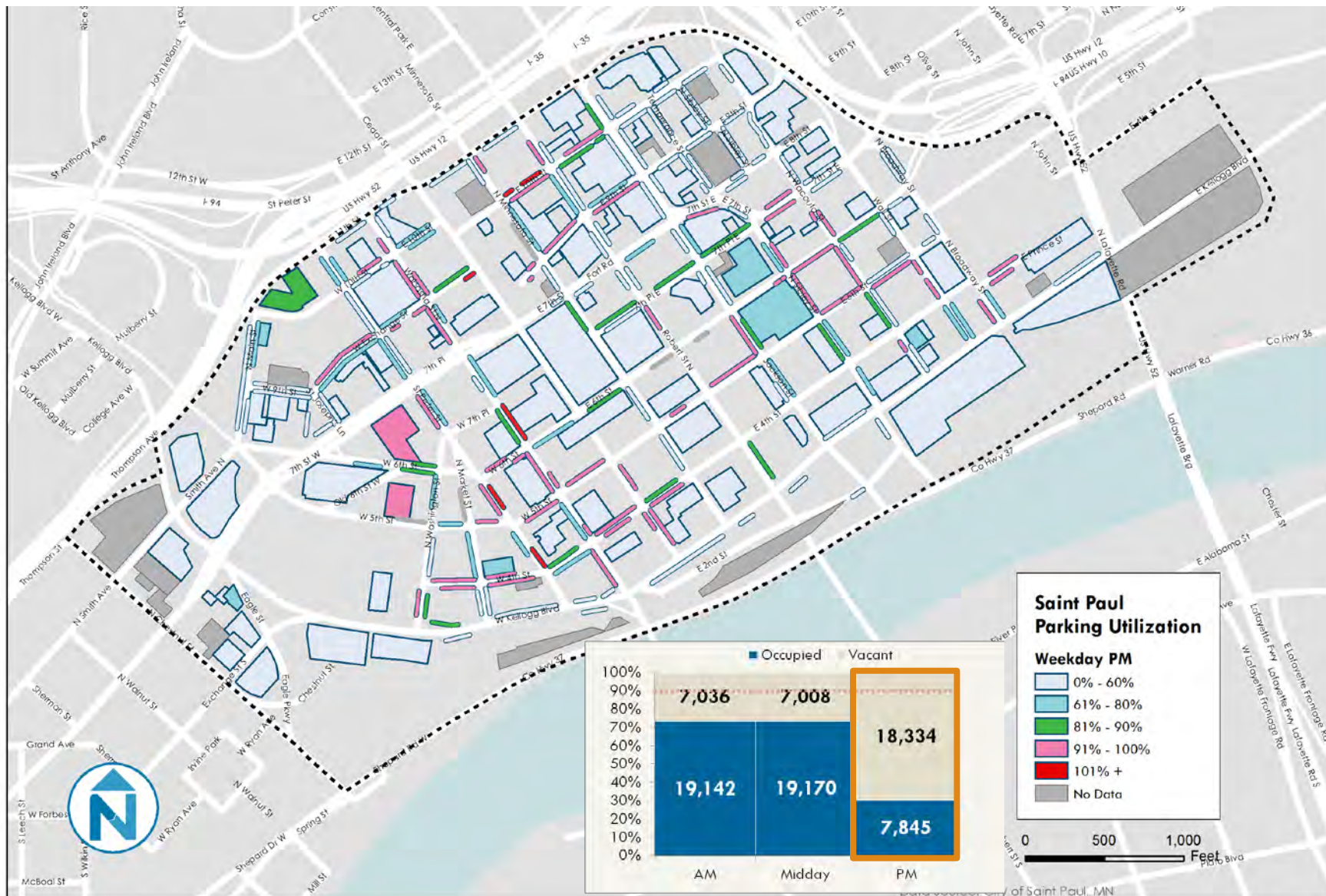
Weekday: 10am (73% full)



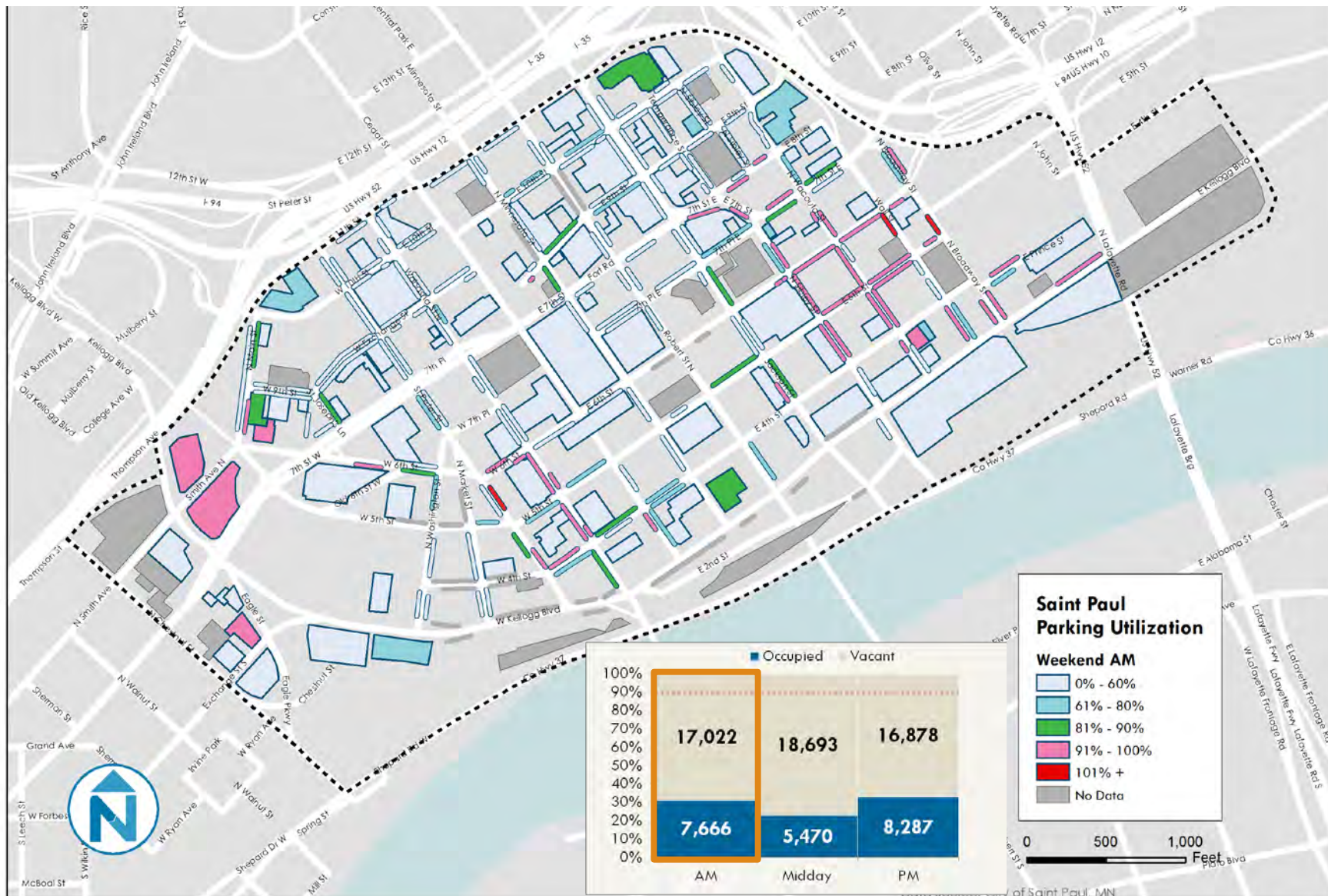
Weekday: 2pm (73% full)



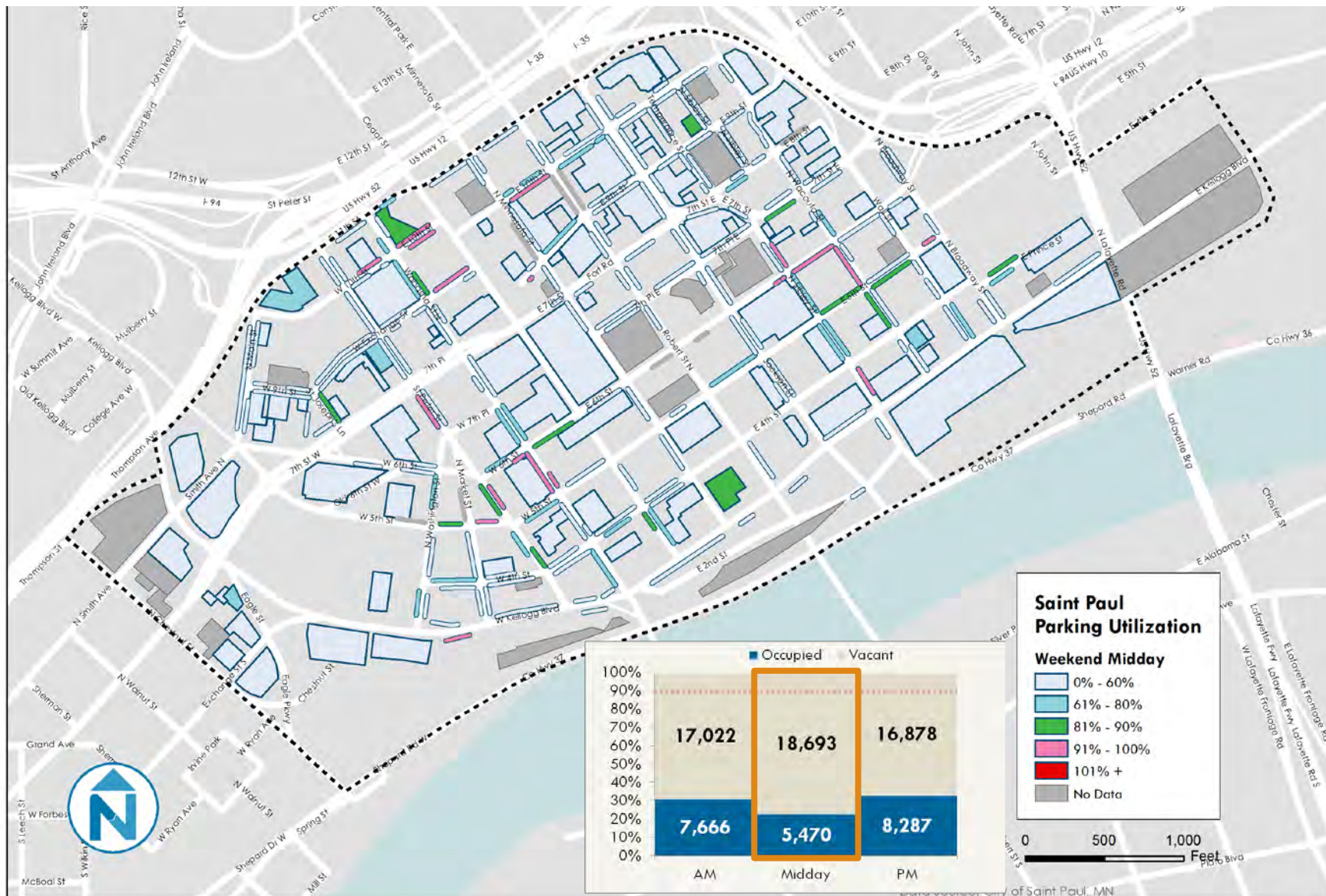
Weekday: 6pm (30% full)



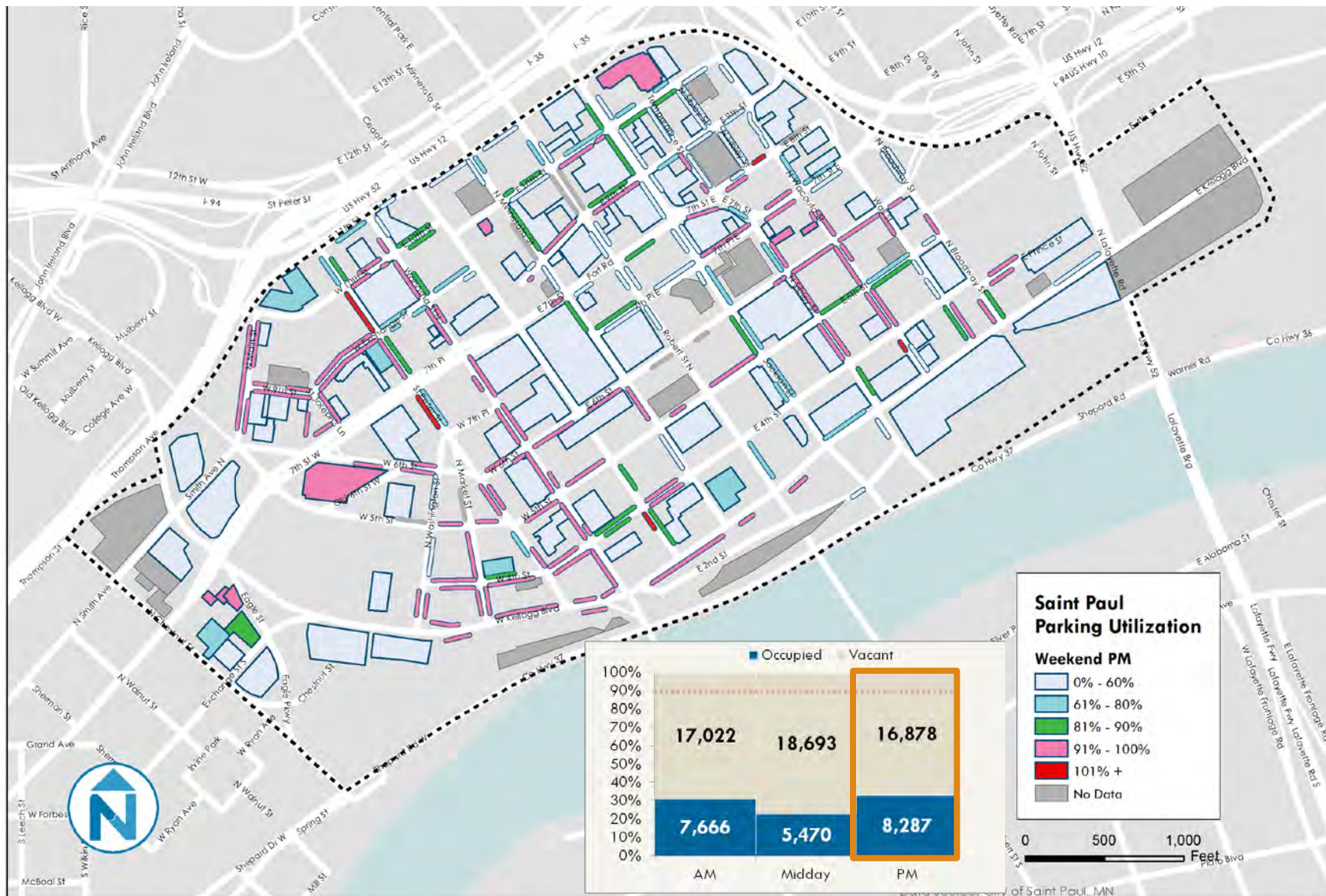
Weekend: 10am (31% full)



Weekend: 2pm (23% full)

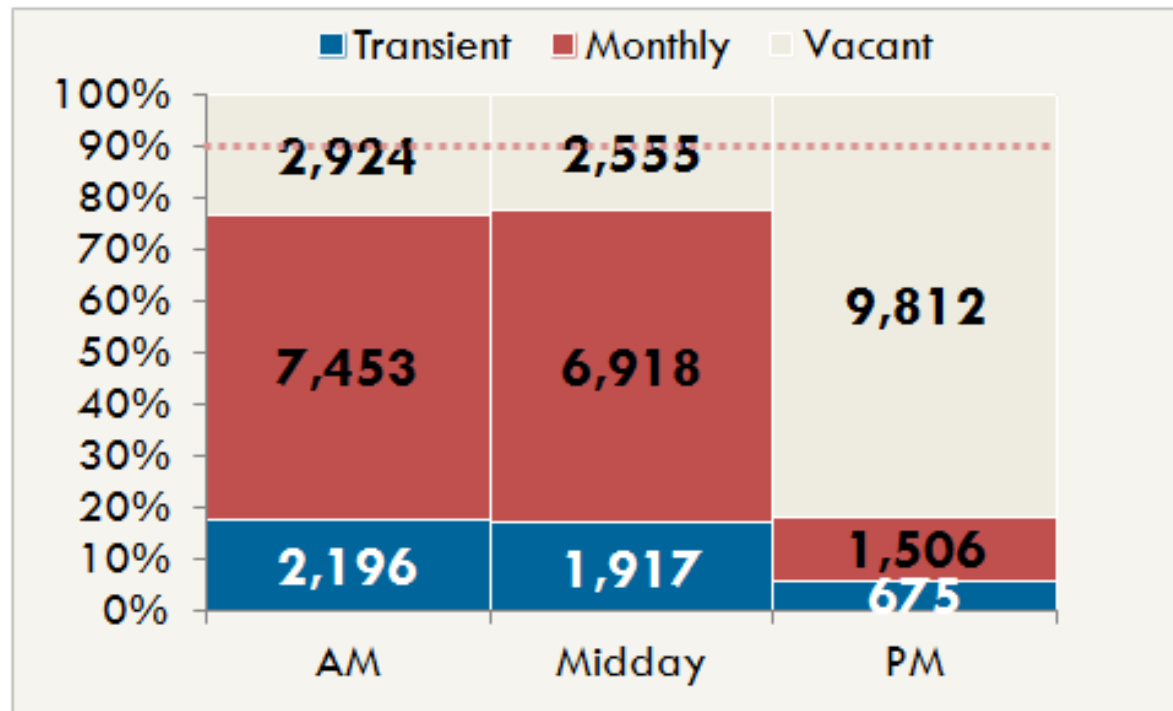


Weekend: 6pm (33% full)



Weekday Parking Utilization: Ramp Sample (20)

Transient vs. Monthly Parkers
59% full with monthlies



Data from October 2014

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



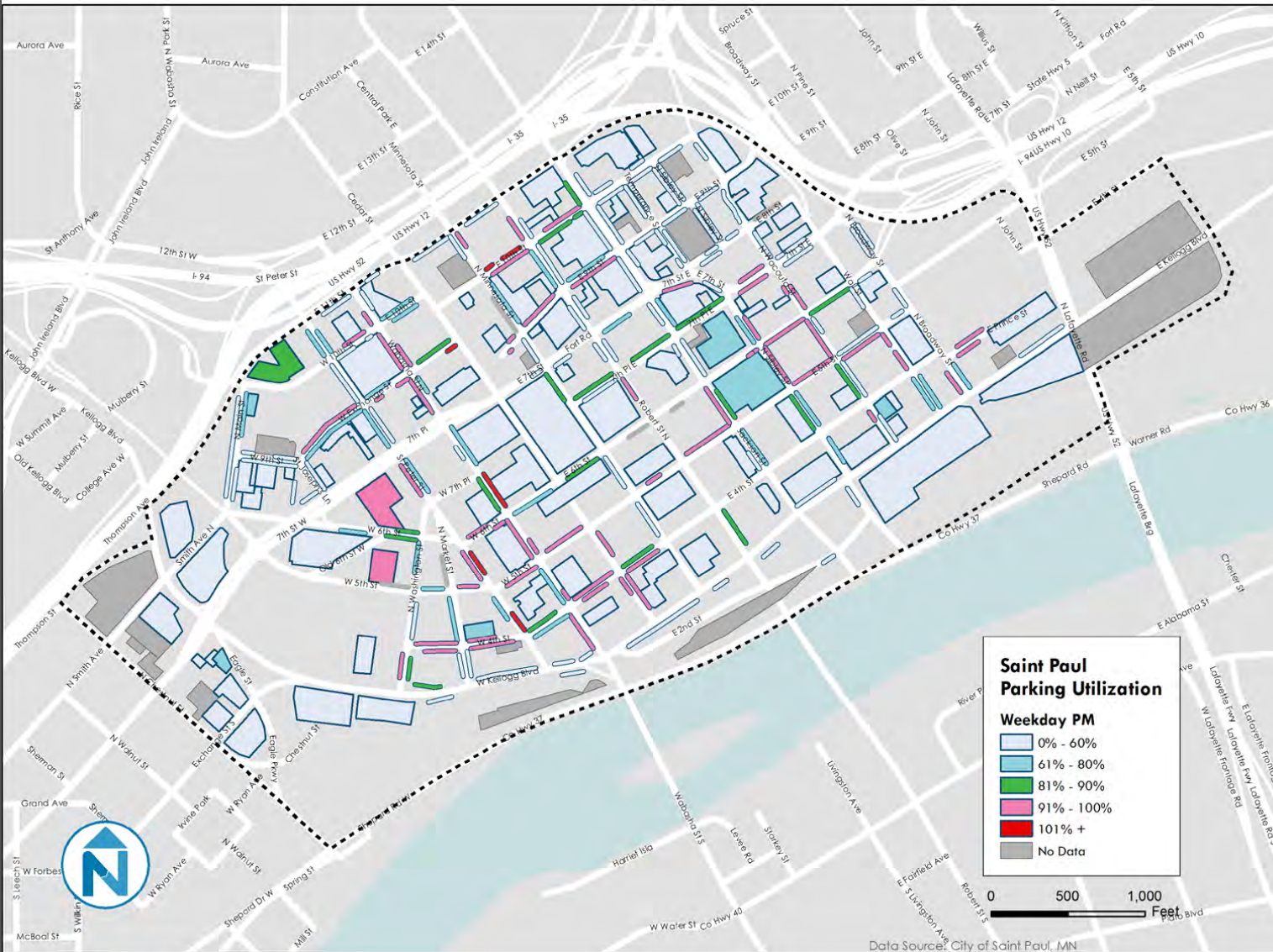
Existing Residents are Crowded Out from Parking Spaces



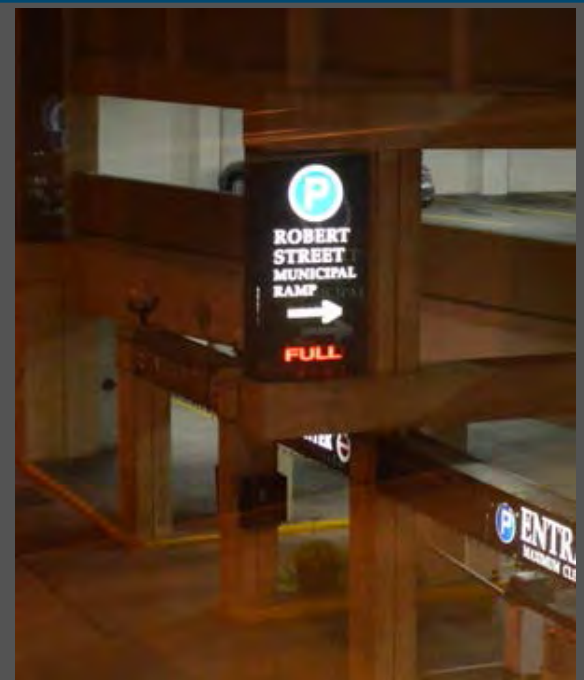
Developers are Reluctant to Build due to Neighborhood Pressure



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



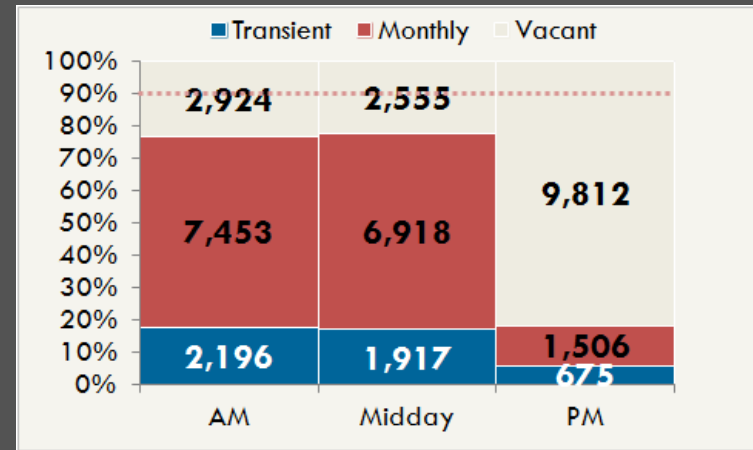
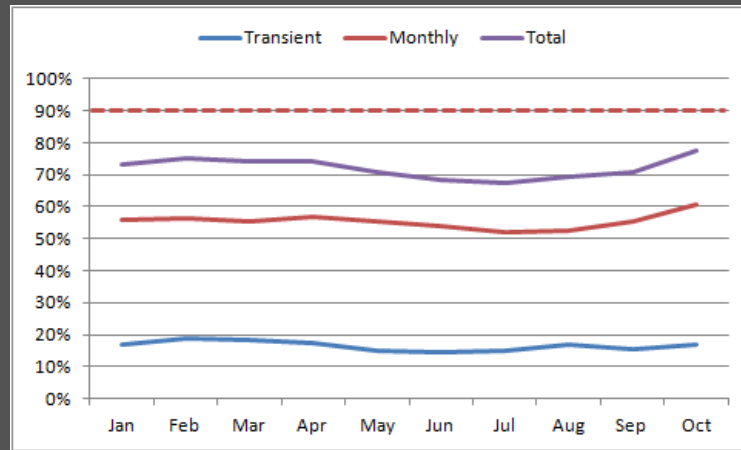
It is Hard to Understand Where to Park (and Not Park)



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



Saint Paul's Parking Strategy:

- Assesses parking supply and demand
- Evaluates City management
- Plans for ongoing and future growth
- Integrates parking in context of multimodal system



Parking to Support Downtown

No City Has “Solved” Their Parking Problem*

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

Parking in St. John 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 suburban parking and travel expectations
- Poor walking conditions reduce reasonable parking supply
- Disconnected parking management

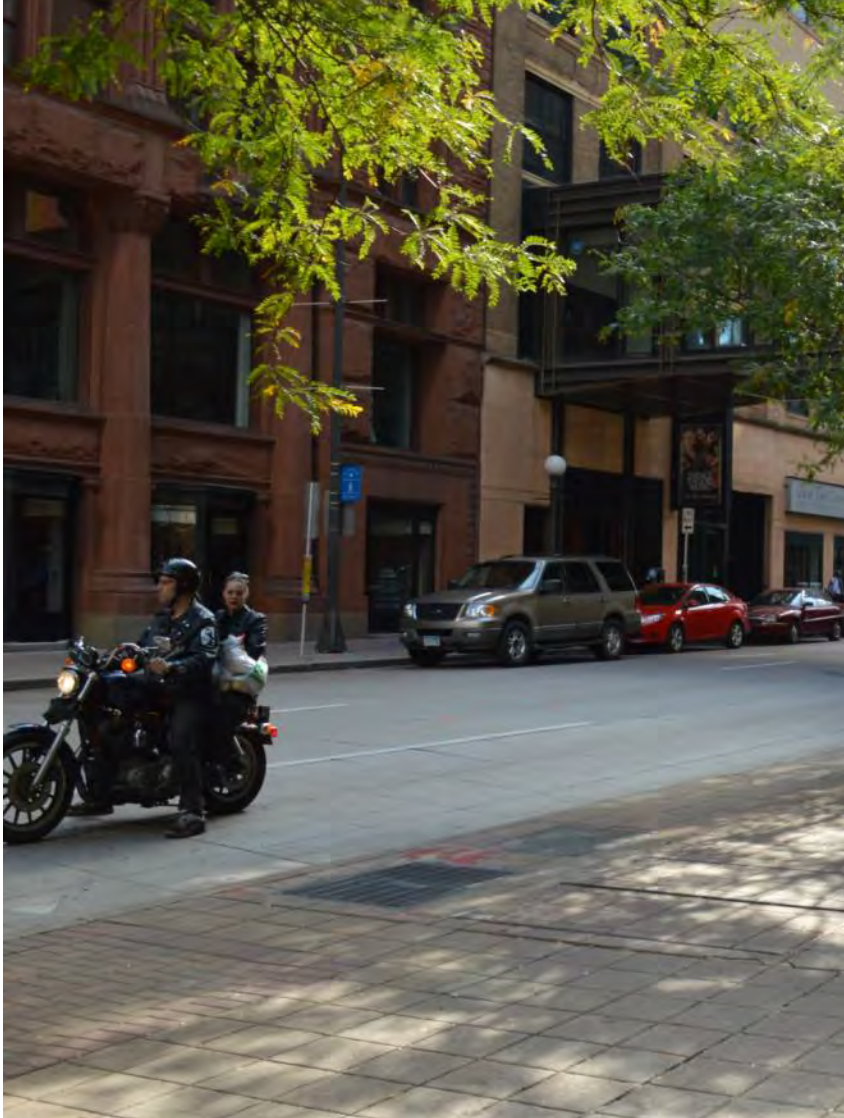
Improving Conditions

- In Minneapolis we would 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





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



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



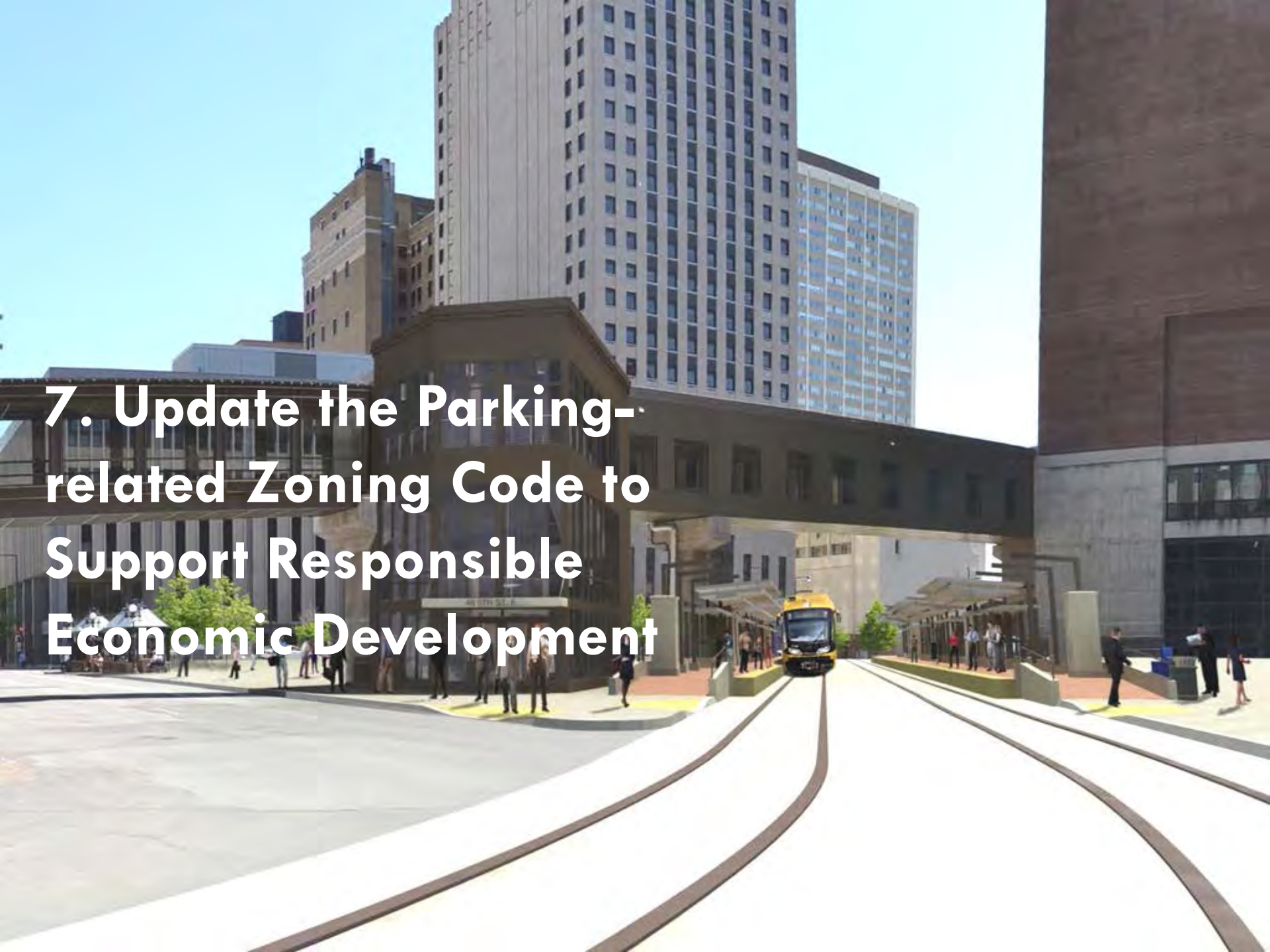
4. Create Off-Street Parking Policies in the Context of a Multimodal System

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



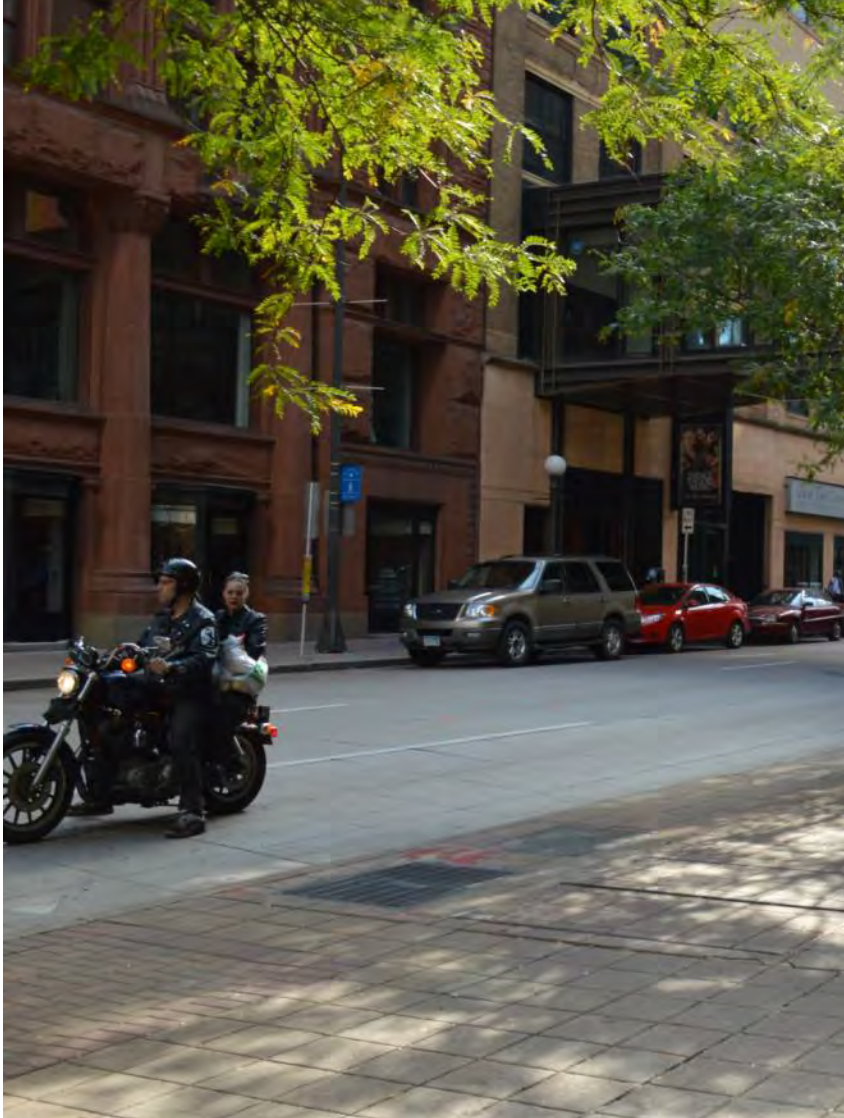


6. Invest in Placemaking to Support Growth



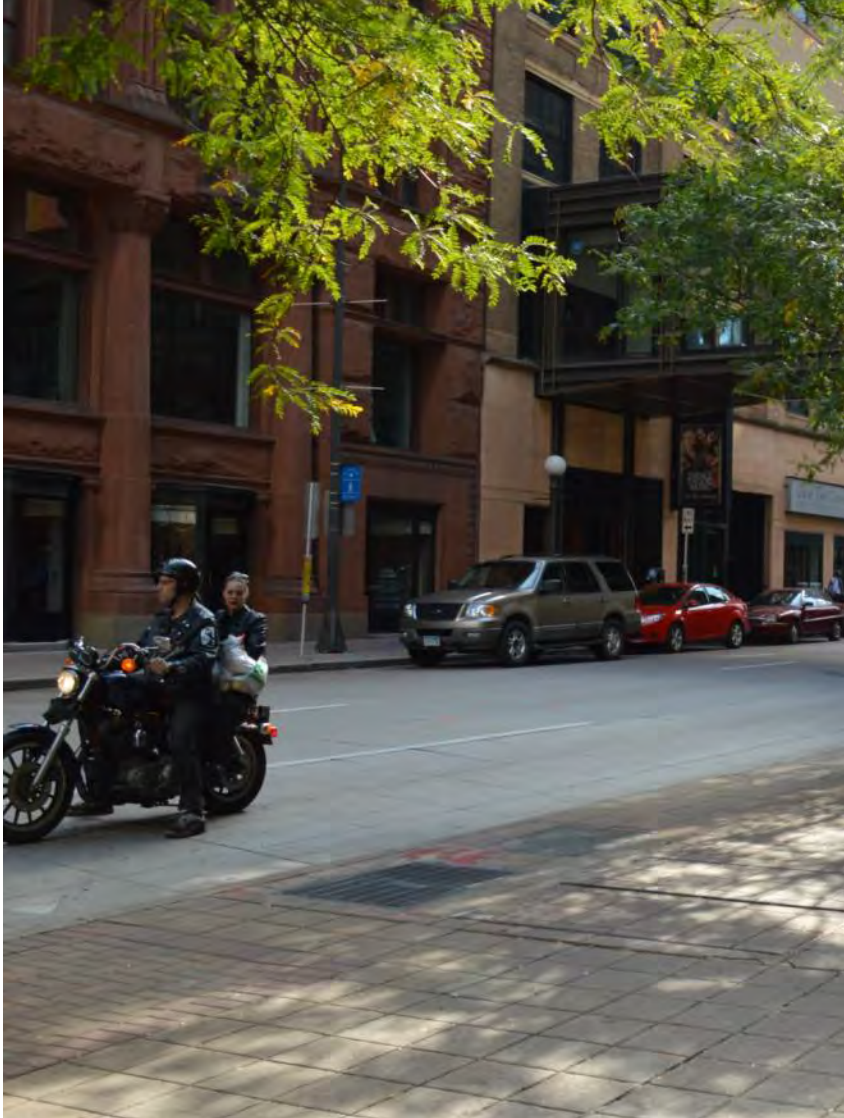
7. Update the Parking-related Zoning Code to Support Responsible Economic Development

Short-term, High-impact Strategies



- 1.1 Have a centralized and integrated transportation website and app.
- 1.2 Coordinate and contract with a single vendor for pay-by-cell for on- and off-street public parking.
- 1.3 Incentivize private ramps/lots to also use the same pay-by-cell vendor.
- 2.2 Require utilization reporting for City, HRA, and private lots and ramps.
- 2.4 Agree on and document a single set of parking goals.
- 3.1 Phase out city placards.
- 3.3 Create City “optimum occupancy” or availability goal for on-street parking.

Short-term, High-impact Strategies



3.4 Adjust parking meter rates, time limits, and spans to achieve optimum occupancy.

3.7 Establish event rates for on-street parking.

4.3 Create City “optimum occupancy” or availability goal for on-street parking.

6.1 Encourage an 18/7 downtown by incentivizing a mix of daytime and evening uses.

6.3 Prioritize investment at street-level along key corridors.

7.2 Prohibit new free-standing single-use parking structures. (Ramps must be wrapped with active uses and/or have active ground floor uses.)