

Revised Strategy for Downtown Parking

December 4, 2017

Council Workshop
Presented by

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City-Owned Parking Today

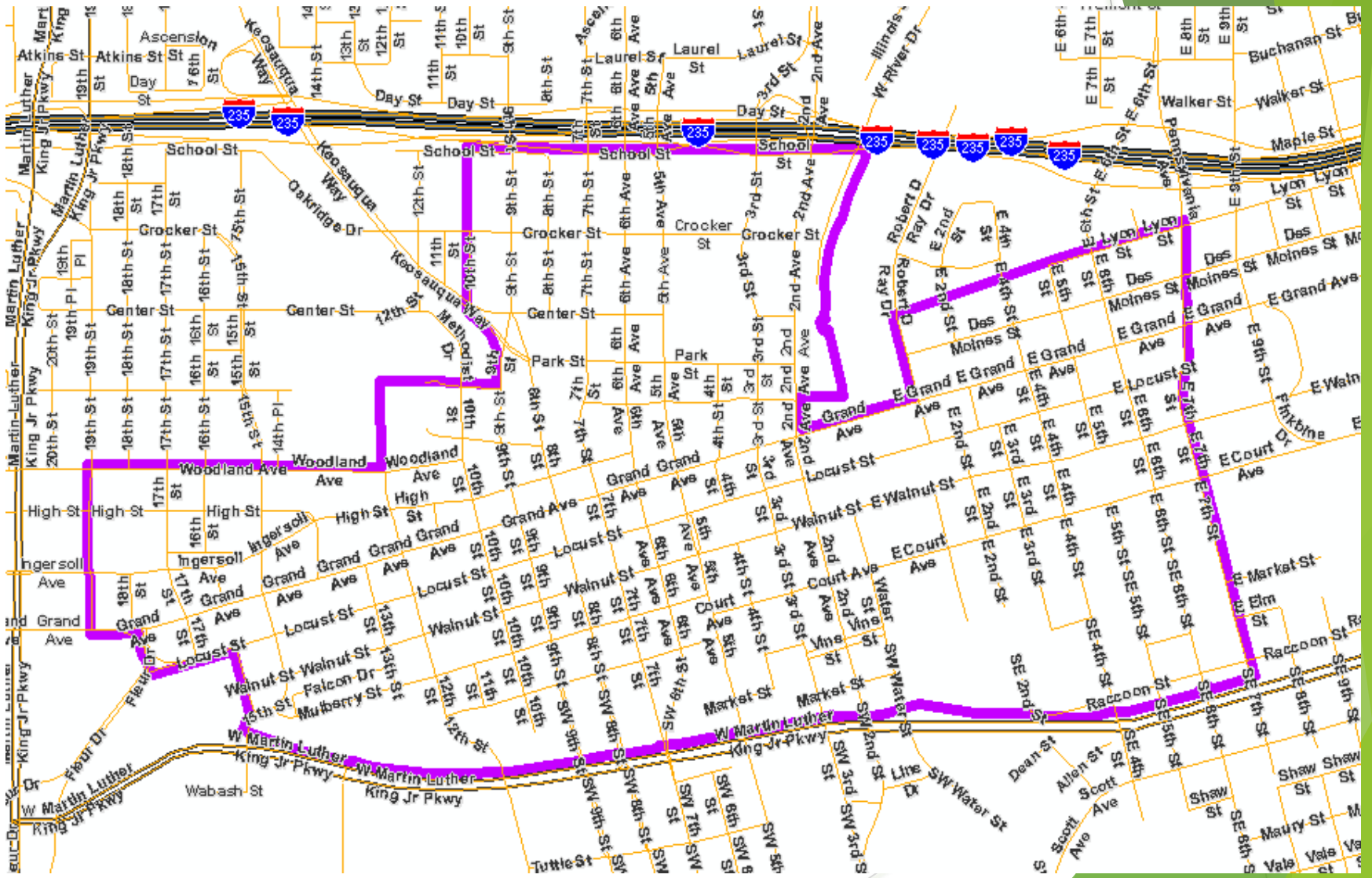
3,500 metered parking spaces

- ▶ Parking meters charge 8am to 6pm Mon-Fri
- ▶ 1/3 of our meters will take credit cards
- ▶ Have 4 Hourly Durations, 2HR, 3HR, 4HR, 10HR
- ▶ Have 4 Hourly Rates, \$0.45, \$0.60, \$0.75, \$1.25
 - ▶ Defined by zones

6 existing parking garages, 1 park and ride (24 Hours/day)

- ▶ Council is considering ordinance change to charge on Saturday in all garages.
 - ▶ Sundays to remain FREE

Current Parking Meter District

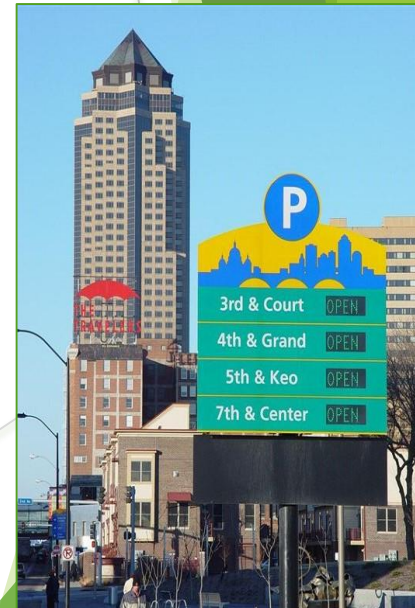


Downtown has Changed

- ▶ Big Growth
 - ▶ 4,364 new residential units since 2011 with 1,130 planned
 - ▶ New restaurants and retail
 - ▶ West Elm and Hy-Vee
 - ▶ Solidifying the East Village, Gateway Park, and Court Avenue as thriving mixed-use districts
- ▶ New Hotels
 - ▶ 755 rooms since 2011 with 745 planned
- ▶ Downtown Areas Densifying
 - ▶ Market District
 - ▶ Bridge District

Time for Parking to Change

- ▶ 8:00 a.m. to 5:00 p.m., Mon-Fri Downtown turned into a thriving 24-7 Downtown
- ▶ Past approach to parking developed to support the weekday office use.
- ▶ City staff recommends a different approach to relieve the pressure on the parking
 - ▶ includes changes to both off-street garages and on-street meters.



Parking Ideas Presented

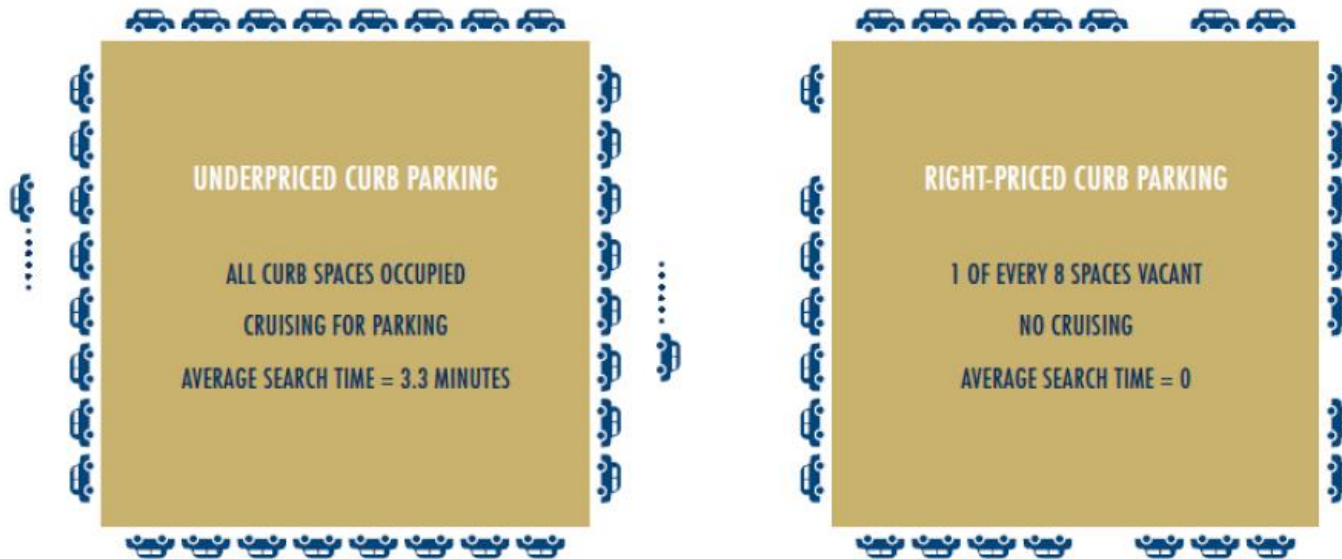
- ▶ Council Workshop on May 8, 2017
- ▶ Outlined proposed changes as result of rate study performed by Walter P. Moore
- ▶ Recommended:
 - ▶ Charging for parking longer hours and on Saturdays
 - ▶ pricing parking so short-term turnover parking at the curbside meters and long-term parking in the garages
 - ▶ Increasing the availability of credit card meters and new payment technologies

Coordination with Stakeholders

- ▶ Since May, City Staff has worked with downtown business owners, residents, and employees to address their parking concerns
- ▶ Including Court District Association, Historic East Village, Downtown Chamber, DCA
- ▶ Discussions with these groups centered on developing a revised parking strategy

Coordination with Stakeholders

“We don’t get complaints about the cost of parking meters, we get complaints about the inability to “find” an open parking meter”



Source: “*Cruising for Parking*”, Shoup. Access No. 30. Spring 2007.

Revised Parking Strategy - PARK Downtown Des Moines



Revised Parking Strategy - PARK Downtown Des Moines



- ▶ Encourage parking for employees and long-term parkers off-street.
- ▶ Create FREE or discounted parking areas.
- ▶ Add more on-street parking.
- ▶ Increase turn-over in prime spaces.
- ▶ Change rates at meters and parking ramps to encourage long-term parking in the ramps.
- ▶ Improve wayfinding to off-street parking options.
- ▶ Expand credit card meters in core areas

PARK Downtown Des Moines- Summary of Changes



- ▶ Create FREE or discounted parking areas
 - ▶ Work with private lot owners to allow FREE parking on nights and weekends
 - ▶ Add FREE on-street parking areas on the periphery
- ▶ Add more on-street parking
- ▶ Remove peak hour parking restrictions in key areas
 - ▶ Coordinate with Connect Downtown

PARK Downtown Des Moines- Summary of Changes



- ▶ Change meters to charge Mon- Sat
9:00 AM to 9:00 PM
- ▶ Change rates at meters and parking ramps to encourage long-term parking in the ramps.
 - ▶ Daily Rates in meters will range from \$0.25 per hour to \$1.25 per hour.
 - ▶ Prime areas will charge more after 5pm, up to \$1.75 per hour
 - ▶ Garages will reduce hourly rates to \$1 per hour (\$10 daily max)

PARK Downtown Des Moines- Summary of Changes

- ▶ Improve wayfinding to off-street parking options.



- ▶ Expand technologies by continuing to upgrade meters to credit card Smart Meters in core areas



PARK Downtown Des Moines- Summary of Revenues

- ▶ Revenue projections with these changes
- ▶ Projecting additional \$1.14 Million in new meter revenue
- ▶ Anticipate a \$540,000 reduction in garage revenue with changes to hourly rates
- ▶ Total new revenue estimated = \$604,000
 - ▶ New revenue will be used to pay for plan elements such as wayfinding signage, new credit card meters, marketing materials, and increased staffing.

PARK Downtown Des Moines Implementation

- ▶ Asking Council's support for this revised strategy
- ▶ If supported, staff will move forward with changes and bring forward the following future actions for Council:
 - ▶ All ordinance revisions required for implementation.
 - ▶ Purchase orders for new IPS credit card meters, signage, and marketing materials.
 - ▶ Increased staff such as parking enforcement or meter collection to cover expanded days and hours.



PARK Downtown Des Moines Implementation

- ▶ If approved, Garages will start charging for parking on January 1, 2018
- ▶ The Court Avenue District Area will be the first area to see the other changes in January 2018
- ▶ The Court Avenue District Area is defined as Walnut Street to Vine Street, 5th Avenue to 2nd Avenue.
- ▶ Changes in the East Village will follow in Spring 2018
- ▶ Changes through the remainder of downtown will continue throughout 2018

PARK Downtown Des Moines Implementation

- ▶ As meters are changed over, they will be marked with a unique sticker and signage



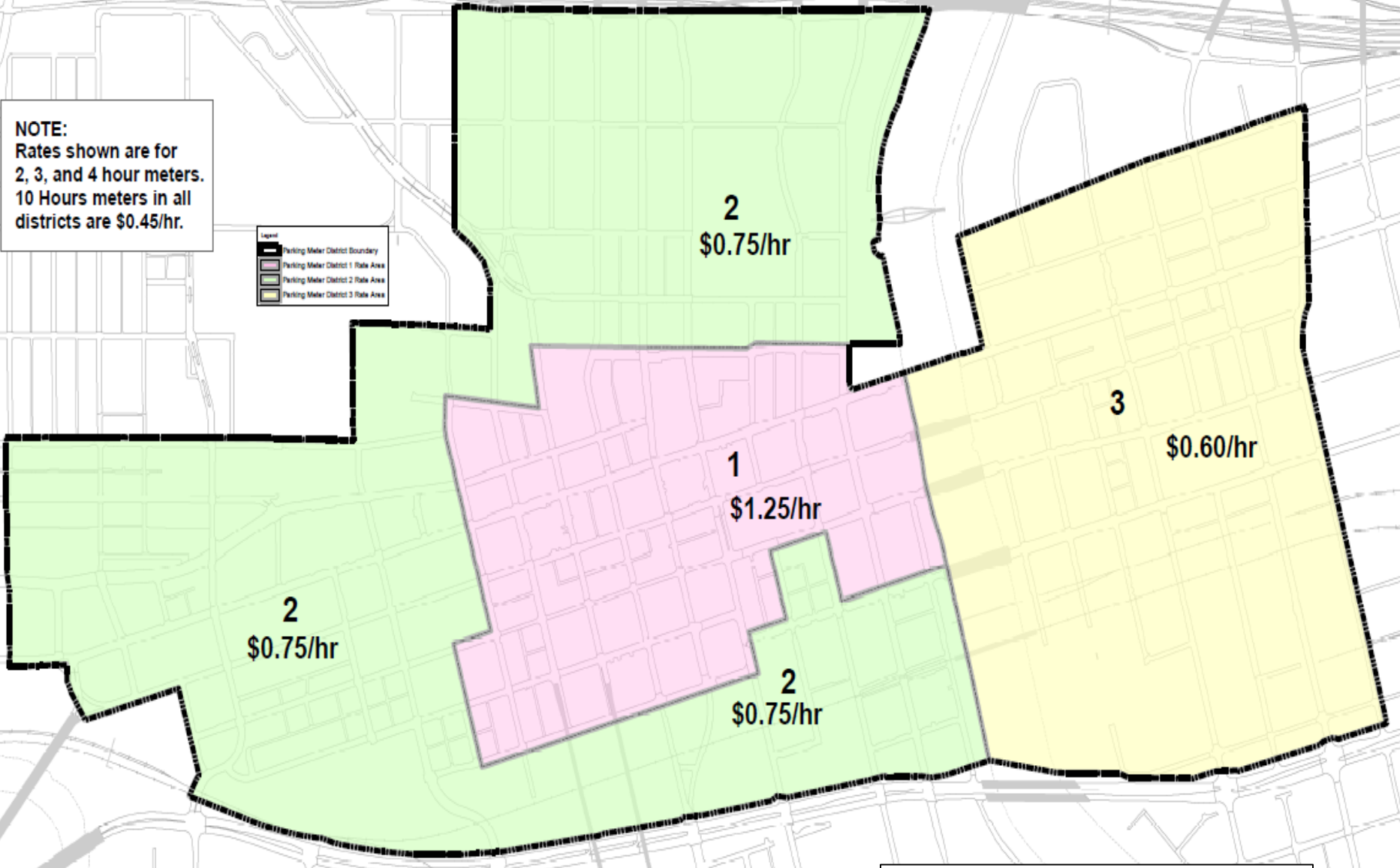
- ▶ Posters and marketing materials explaining the changes are being prepared
- ▶ A website is also being set up to inform parkers of the changes as they are rolled out



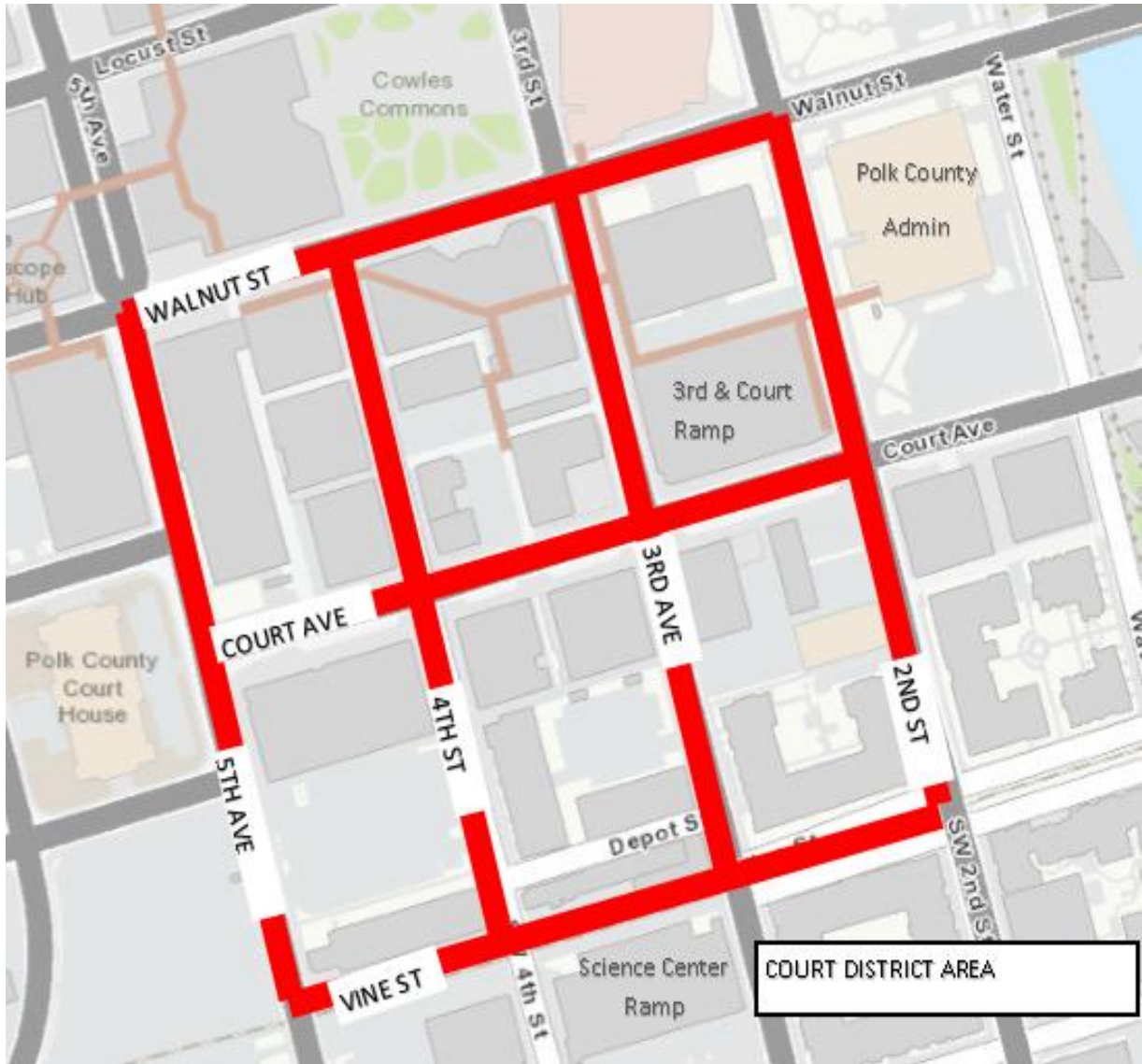
Questions?

NOTE:
Rates shown are for
2, 3, and 4 hour meters.
10 Hours meters in all
districts are \$0.45/hr.

- Legend**
- Parking Meter District Boundary
 - Parking Meter District 1 Rate Area
 - Parking Meter District 2 Rate Area
 - Parking Meter District 3 Rate Area



EXISTING RATES BY ZONE



COURT DISTRICT AREA