

 <p style="text-align: center;">Council Communication Office of the City Manager</p>	Date:	December 4, 2017
	Agenda Item No.	47
	Roll Call No.	<u>17-2096</u>
	Communication No.	<u>17-828</u>
	Submitted by:	Pamela S. Cooksey, P.E., City Engineer

AGENDA HEADING:

Approving revised strategy for downtown parking.

SYNOPSIS:

Recommend approval of a revised strategy for downtown parking. The City proposes to launch a new campaign for parking: PARK Downtown Des Moines. This campaign centers on proposed changes to both off-street garages and on-street meters to match the ever-changing growth in downtown Des Moines.

FISCAL IMPACT:

To be determined as changes are implemented through parking ordinance amendments.

ADDITIONAL INFORMATION:

- Downtown Des Moines has changed. Big growth is happening, as 4,264 dwelling units have been constructed or are under construction with 1,130 dwelling units currently in the planning stages.
- 745 new hotel rooms have been constructed or are under construction with 755 new hotel rooms in the works, expanding options for visitors with hotels such as the Iowa Events Center Hotel, the AC Hotel, and the Staybridge Hotel in the East Village. New restaurants and retail, such as West Elm and Hy-Vee, have opened downtown, solidifying the East Village, Gateway Park, and Court Avenue as thriving mixed-use districts. Many areas in downtown are densifying with the Market District, areas around Martin Luther King Jr Parkway, and the Bridge District housing residents, providing jobs, and hosting restaurants. While downtown continues its role as the region’s employment hub with growing businesses, corporations, and over 80,000 employees, all these new activities and developments have turned our 8:00 a.m. to 5:00 p.m., Monday through Friday downtown into a thriving 24-7 downtown.
- The City’s past approach to parking was developed to support the weekday office use. The City has recently seen substantial growth of restaurants, retail, and residential, and City staff recommends taking a different approach to the management of the City’s parking system to relieve the pressure on the parking system, including changes to both off-street garages and on-street meters.
- At the Council Workshop on May 8, 2017, City staff outlined proposed changes as a result of an independent rate study that was performed in 2016 by Walter P. Moore and Associates, Inc.

(Consultant). This study recommended to consider charging for parking longer hours during the week and on Saturdays. The Consultant encouraged the City to price their parking so that short-term turnover parking would occur on the curb-side meters and long-term parking would happen in the garages or on the streets on the periphery of downtown core. The Consultant also recommended increasing the availability of credit card meters and looking at new payment technologies.

- The City's Existing Parking System is a combination of seven (7) parking ramps and 3,500 on-street metered parking spaces. Currently the parking meters charge from 8:00 a.m. to 6:00 p.m., Monday through Friday. One-third of the parking meters take credit card payment. The on-street meter hourly durations are two (2) hours, three (3) hours, four (4) hours, and 10 hours and meter rates range from \$0.45 to \$1.25 per hour. Meter rates charged are defined by three (3) distinct areas in the downtown as outlined in the Municipal Code.
- City staff has worked with downtown business owners, residents, and employees to address the concerns related to parking and had many discussions with these groups centered on developing a revised strategy when it comes to parking. Based on these discussions and the 2016 independent rate study, City staff recommends the following:

Strategy:

- Increase available parking in downtown by adding more on-street parking spaces, creating free parking areas, and changing rates and times at the parking meters and parking ramps.
- Create a system that is simple and fair for residents, businesses, owners, employees, customers, and visitors.

Goals:

- To manage parking to support area businesses and a changing 24-7 downtown with mix of retail, restaurant, and residential:
 1. Encourage parking in alternative areas for employees and long-term parkers off-street. Create cheap or free parking areas on the periphery of downtown.
 2. Add more on-street parking as it fits.
 3. Increase turnover in prime spaces. Charge Monday through Saturday, 9:00 a.m. to 9:00 p.m. on street. Change rates at meters and parking ramps to encourage long-term parking in the ramps.
 4. Improve way finding to off-street parking options.
 5. Expand technologies by continuing to upgrade meters to credit card meters to handle enhanced payment options in core areas.

Timeline:

- Plan changes are proposed to be rolled out over the next year, with anticipated completion by end of calendar year 2018.
- The Court Avenue District Area will be the first area to see these new changes, along with charging for Saturday parking in the garages, starting January 1, 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 throughout the remainder of downtown will continue through the 2018 calendar year.

PREVIOUS COUNCIL ACTION(S): NONE

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

- All ordinance revisions required for implementation.
- Purchase orders for new IPS credit card meters, signage, and marketing materials.
- Increased staff for parking enforcement to cover expanded days and hours.

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