



City of Red Wing
**Parking Study and
Strategic Plan**

DRAFT May 2024



WALKER
CONSULTANTS



May 19, 2024

Mr. Kyle Klatt
Community Development Director
Community Development Department
City of Red Wing, Minnesota
419 Bush Street
Red Wing, MN 55066

Re: City of Red Wing Parking Study and Strategic Plan
Red Wing, Minnesota
Walker Project No. 21-005048.00

Dear Mr. Klatt:

The City of Red Wing, Minnesota, hired Walker Consultants to complete a parking study focused on downtown Red Wing and the West End District. The following report represents the outcome of that work: a parking study and strategic plan meant to guide parking operations and management in Red Wing for years to come.

We appreciate the opportunity to serve you on this project. If you have any questions or comments, please do not hesitate to call.

Sincerely,

WALKER CONSULTANTS

A handwritten signature in black ink, appearing to read "K.T. White".

Kevin T. White, AICP, CAPP
Parking and Mobility Consultant

A handwritten signature in black ink, appearing to read "Maxwell Holperin".

Maxwell Holperin
Parking and Mobility Consultant



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1 Introduction and Background

Introduction

Along the banks of the Mississippi River, Red Wing, Minnesota (the city), is a historic river city of over 16,000 people less than one hour from the Twin Cities. The heart of Red Wing is its walkable downtown, with the core centered at 3rd Street and Bush Street and a vibrant collection of commercial, office, residential, dining, and boutique retail land uses. The West End District west of downtown represents another cluster of unique small businesses drawing in locals and out-of-towners alike. Beyond its residents, Red Wing is a popular destination for visitors throughout the region. Known as the birthplace and home of the famed Red Wing Shoe Company, the City of Red Wing continues to grow and evolve, building on its unique and historic urban core and diverse collection of small businesses.

Like many vibrant and changing communities, access and parking are often challenging, particularly during events and peak demand. Overall, though the parking system has enough capacity, the system lacks consistent enforcement and a coordinated approach to operations. Despite overall capacity, customers, employees, and residents vie for convenient on-street spaces while many off-street spaces sit empty, and turnover of on-street spaces is not ideal. Ongoing downtown master planning, development projects, and investments are poised to alter the downtown landscape and bring additional visitors and residents, creating the need to consider future parking needs. A thoughtful and deliberate approach to parking policy, management, and operations is needed to continue to cultivate vibrancy in Red Wing. This plan represents a pivotal step in that direction.

Project Catalyst and Objectives

Ongoing city engagement with community organizations, businesses, and stakeholders indicates that parking supply and management are critical issues in Red Wing. With new development projects forthcoming, the City of Red Wing desired an updated study of downtown parking conditions, needs, and opportunities. Additionally, to ensure public parking is managed and used efficiently, the city desired to evaluate current policies, operations, and management practices and develop a strategic work plan for parking planning and operations.

In response to this, Walker Consultants began the work of the parking study and strategic plan in the summer of 2022 with the following objectives:

- **Assess current** parking conditions, needs, policies, operations, and management;
- **Consider future development** and project/assess future parking needs and adequacy;
- **Engage the public and diverse stakeholders** (business owners, community leaders, etc.) throughout the process;
- Identify potential parking infrastructure **improvements and efficiencies; and**
- Identify strategies to improve parking operations and management for **businesses, customers, employees, visitors, and residents.**

The city recognizes the need for progressive, consolidated, and best practice-based parking operations and management to maintain a vibrant community and a high-quality experience for residents, business owners, and visitors.

Project Process and Study Area

This report includes a detailed summary of the parking study and strategic plan's process, methodology, findings, key conclusions, considerations, and recommendations. The work included a review of existing conditions and operations, data collection, a peer review, stakeholder engagement, a parking needs analysis, and the development of recommendations and an implementation action plan. The project began in the summer of 2022 and concluded in the fall of 2023.

The project study area includes downtown Red Wing from Dakota Street on the west to Bluff Street on the east and from the Mississippi River on the north to East 6th Street on the south. It also includes the West End District, approximately Clay Street on the west to Jackson Street on the east and West Main Street on the north to US Highway 61 on the south. Figure 1 below depicts the project study area.



LaGrange Ramp in Red Wing.

Source: Walker Consultants, 2023

Figure 1: Downtown Red Wing and West End District Project Study Area



Source:

Walker Consultants, 2023



2 Existing Conditions Assessment

Existing Parking Supply

This study focused on parking conditions in downtown Red Wing and the West End District (along Old Main West Street). The City of Red Wing manages a variety of public on-street and off-street parking facilities, including three parking ramps and several surface parking lots. Walker inventoried the current publicly available on-street and off-street parking supply within the study area in the fall of 2022. The study area had a total of $\pm 2,248$ spaces, including $\pm 1,403$ on-street spaces and ± 877 off-street spaces.

Most study area on-street spaces do not have time limits and can be used for longer parking sessions. Vehicles may not be parked on the street for more than 20 consecutive hours in areas without specific time restrictions. The other study area on-street spaces have time restrictions, which include 15-minute, 30-minute, 1-hour, 2-hour, 3-hour, or 4-hour time limits. Two-hour parking limits are the norm for the core downtown streets. Designated 15-minute short-term spaces are dispersed throughout the on-street parking system.

Public off-street parking includes three (3) parking ramps and seven (7) surface lots. Several off-street facilities comingle short- and long-term parkers by sectioning off and designating (via signage) spaces with different time limits. Seventy-six percent of parking spaces in ramps are for long-term stays (time limits of 9 hours or more). Only three of the off-street surface lots have time limits. All spaces in the 3rd St/Plum St Lot are designated for short-term parkers with a 3-hour time limit. The 4th St/Potter St Lot and 3rd St/Bluff St Lot consist of primarily 20-hour limit spaces. Figure 2 depicts the study area's on-street and off-street public parking system.



Top floor of the Studebaker Ramp in Red Wing.

Source: Walker Consultants, 2023

Figure 2: City of Red Wing Public Parking Facilities



Source: Walker Consultants, 2023

Figure 3 below depicts an inventory summary of public off-street parking spaces by time limit.

Figure 3: City of Red Wing Public Off-Street Parking Facilities

Facility	30 Min	1 Hour	2 Hour	3 Hour	4 Hour	9 Hour	20 Hour	No Time Limit	Total
LaGrange Ramp	0	0	0	37	0	70	206	0	313
Plaza Ramp	0	0	0	56	23	0	106	0	185
Studebaker Ramp	3	3	0	35	0	44	80	0	165
3rd St / Plum St Lot	0	0	0	53	0	0	0	0	53
4th St / Potter St Lot	0	0	5	0	0	0	45	0	50
West End District Lot	0	0	0	0	0	0	0	30	30
3rd St / Potter St Lot	0	0	0	0	0	0	0	24	24
Levee Park Lot	0	0	0	0	0	0	0	24	24
Goodhue Co Lot*	0	0	0	0	0	0	0	23	23
3rd St / Bluff St Lot	0	0	0	0	0	0	10	0	10
Total	3	3	5	181	23	114	447	101	877

Source: Walker Consultants, 2023

*The City of Red Wing does not control the Goodhue County Lot but is available during daytime hours for parking as needed.

Parking Demand

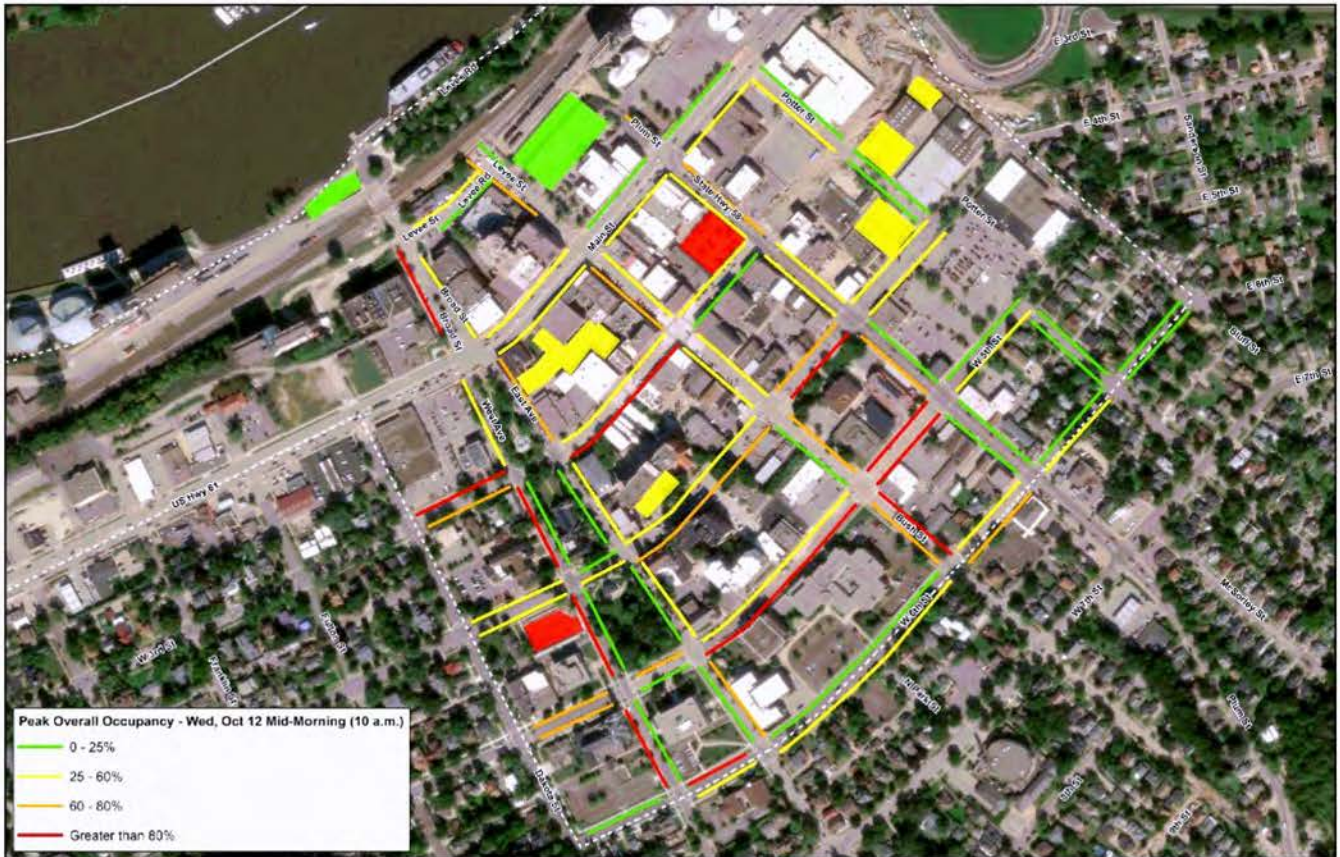
Walker conducted parking demand counts in all publicly accessible parking facilities within the study area on a **typical weekday and weekend day at 10 a.m., 1 p.m., and 5 p.m.** The dates of **Wednesday, October 12, 2022,** and **Saturday, October 15, 2022,** were chosen in collaboration with the City of Red Wing to correspond with typical operating conditions. Walker recognizes that various circumstances and conditions affect parking demand, including weather, events, and other factors. Parking demand is represented by an occupancy percentage, which is calculated by dividing the observed number of parked vehicles by the total number of spaces available in a given facility.

The parking demand data collection aimed to establish a “snapshot” of typical current parking conditions, a baseline to identify needs, issues, and opportunities. Parking is expensive to build, operate, and maintain. It is customary best practice to plan, design, and manage a public parking system not to accommodate the absolute peak demand but rather, typical operating conditions.

Overall, the 10:00 a.m. weekday parking count demonstrated the highest demand of the six counts undertaken. **At this peak, 42% of all on-street spaces within the study area and 44% of all off-street spaces were occupied by parked vehicles.** At this time, the highest off-street parking demand occurred in the Goodhue County Lot and the 3rd St/Plum St Lot, and the highest on-street parking demand occurred in downtown Red Wing, from West 3rd

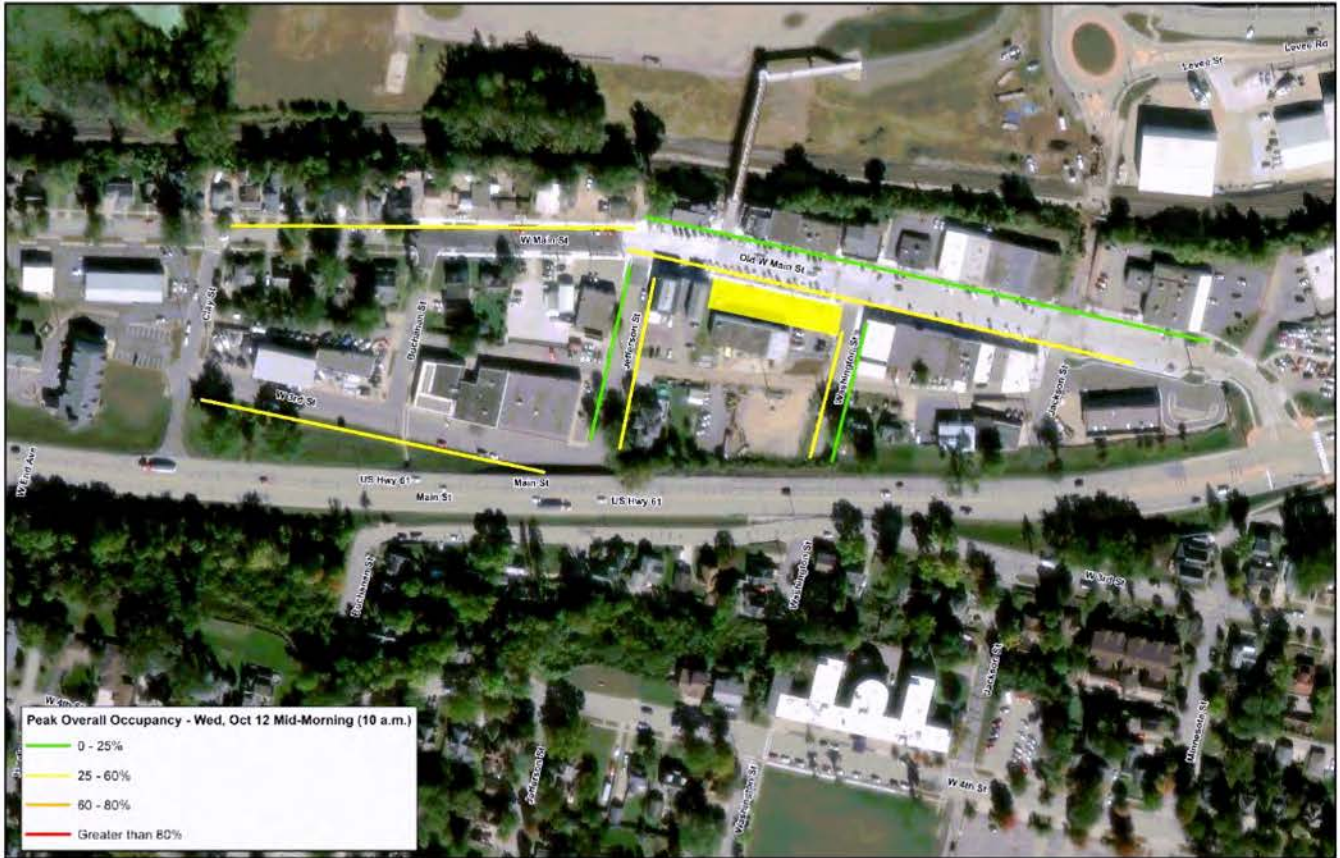
Street on the north to West 5th Street on the south, and from West Avenue on the west to Plum Street on the east. Figures 4 and 5 below depict on-street and off-street parking demand at overall peak utilization, determined to be 10:00 a.m. on Wednesday, October 22, 2022.

Figure 4: Parking Occupancy at 10:00 a.m. Wednesday (Peak Parking Demand) Downtown



Source: Walker Consultants, 2023

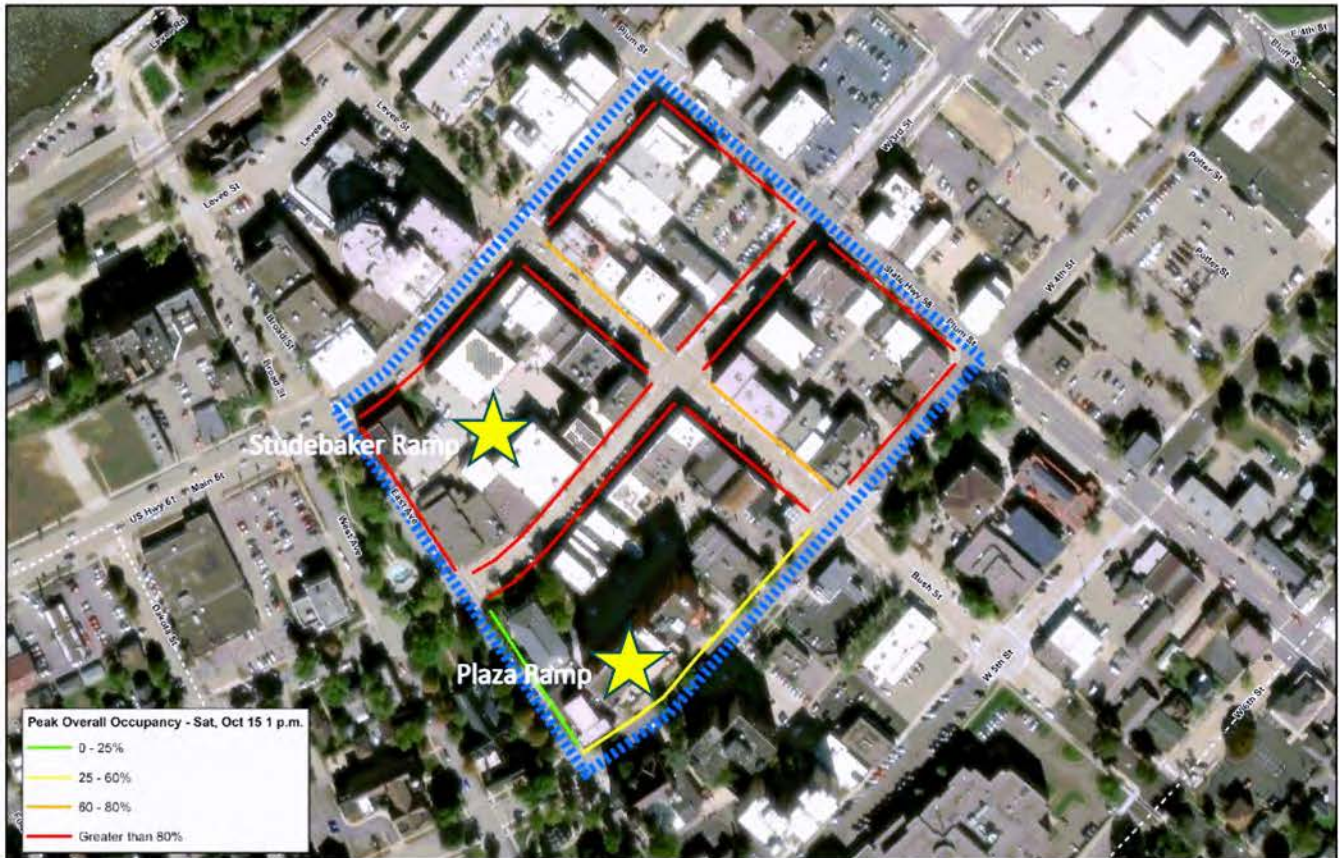
Figure 5: Parking Occupancy at 10:00 a.m. Wednesday (Peak Parking Demand) West End District



Source: Walker Consultants, 2023

On-street parking in the four-block downtown core surrounding the intersection of West 3rd Street and Bush Street peaked on Saturday afternoon when **86%** of spaces were occupied. At the same time, the two ramps within this four-block area had much lower occupancy rates. The Studebaker Ramp was 53% occupied, and the Plaza Ramp was 32% occupied. Figure 6 below depicts the peak weekend on-street parking demand in this downtown area.

Figure 6: On-Street Parking Demand in Core Area on Saturday at 1:00 p.m.



Source: Walker Consultants, 2023

In downtown, streets and parking facilities north of State Hwy 58/ Hiawatha Pioneer Trail had more availability than those south. The LaGrange Ramp was underutilized during all counts, peaking at **28%** full on Saturday afternoon. The 3rd Street/Plum Street Lot was consistently busy on weekdays and weekends, peaking at **98%** occupancy on Saturday morning.

While Walker did not observe high on-street parking occupancies during our counts in the West End District, we understand that there is a real and perceived parking shortage during peak times in the warmer months, particularly near Kelly's Tap House Bar and Grill (1530 Old West Main Street) and the pedestrian bridge. Many visitors are unaware of the surplus parking across the railroad tracks and along Levee Road, or they are aware of it but unwilling or unable to walk to and from this area.

Figure 7 shows total occupancies for all off-street facilities during the weekday and weekend counts. Facility occupancies are color-coded as follows: less than 25% green, between 25% and 60% yellow, between 60% and 80% orange, and greater than 80% red.

Figure 7: Off-Street Parking Occupancy During All Parking Counts

Facility	Wed Oct 12 10 a.m.	Wed Oct 12 1 p.m.	Wed Oct 12 5 p.m.	Sat Oct 15 10 a.m.	Sat Oct 15 1 p.m.	Sat Oct 15 5 p.m.
LaGrange Ramp	24%	24%	11%	20%	28%	20%
Plaza Ramp	56%	49%	36%	50%	32%	34%
Studebaker Ramp	55%	52%	30%	35%	53%	25%
Levee Park Lot	21%	0%	0%	21%	58%	29%
Goodhue County Lot	80%	64%	40%	32%	32%	32%
3rd St/Plum St Lot	83%	77%	94%	98%	98%	74%
4th St/Potter St Lot	26%	42%	36%	30%	82%	58%
3rd St/Potter St Lot	50%	67%	0%	38%	21%	0%
3rd St/Bluff St Lot	40%	20%	10%	0%	0%	0%
West End District Lot	57%	73%	53%	3%	63%	53%

Source: Walker Consultants, 2023

Parking Policies and Ordinances Review

Several sections of the City of Red Wing Code of Ordinances detail policies related to on and off-street parking. These are described below:

- **Section 60-020:** Developments in the (B-3) Central Business District and the (CI) Civic District are exempt from providing off-street parking. These generally cover the Downtown study area, between Dakota St (west), Levee Street (north), Bluff Street (east), and W 6th and 7th Streets (south). If a development chooses to add parking, it cannot be located between a building and any street.
- **Section 9-05** discusses areas where parking is not permitted on the street, including sidewalks, on or within 30 feet of an intersection, within 10 feet of a fire hydrant, adjacent to a yellow-painted curb, in an alley, or in any place where there is signage restricting parking.
- **Section 9-06:** Discusses recreational camping vehicle restrictions. Recreational vehicles may not be parked on any street for longer than six hours.
- **Section 9-08:** Discusses parking time restrictions, including overnight parking limitations, parking signage, and winter parking rules. Posted time limitations in the downtown area apply during the business hours of 8:00 a.m. to 8:00 p.m. Overnight parking is not allowed in the downtown and other business districts between 2:00 a.m. and 6:00 a.m. Temporary parking signage must be posted at least twenty-four (24) hours in advance.
- **Section 9-10:** Expressed that in City-owned lots, the City Council may limit sizes and types of motor vehicles permitted, the hours of parking, and other restrictions. Unless otherwise posted or authorized by special permit, vehicles may not be stored in City parking lots or ramps for more than 72 hours.

- **Section 9-18:** Red Wing's code states that the City Council may designate residential-parking-only zones to preserve parking for owners and/or residents of property located within the zone. The city does not currently have any active residential-only parking areas.

Parking Operations and Management

The City of Red Wing parking system is funded through the city's tax-supported general fund and is operated and managed by a variety of city departments, including the Department of Community Development, providing strategic planning support; the Department of Engineering, providing planning; design, and right-of-way management support, and the Department of Public Works providing programming, planning, and construction oversight over streets and all on-street and off-street parking facilities.

Additionally, the City of Red Wing Police Department enforces city parking rules and regulations. The Police Department uses Community Service Officers and Patrol Officers to enforce parking rules. The city does not currently have set hours for parking enforcement. Since Red Wing does not directly charge users for parking, efforts are targeted at enforcing time limits and other restrictions like overnight parking and oversized vehicle parking. Overstaying a time limit or other parking violation is subject to a parking citation and associated fee. Fines are payable at a drop box at the City Hall Annex or mailed to the city. There is no online payment processing system.

Overnight parking is not allowed in the downtown area, and a portion of the West End District is allowed between 2:00 a.m. and 6:00 a.m. These restrictions are posted on signs. Parking in the downtown and some of the West End District is restricted to 20 consecutive hours. The city website instructs those who plan to park and ride Amtrak or a riverboat for multiple days to obtain a permit to park on the lowest level of the LaGrange Ramp. Free permits can be obtained in advance by completing an online form or acquired in person at the City Hall during business hours or the Police Department after business hours. Remaining parked on the same block beyond the time limit is a parking violation.

Recreational camping vehicles are restricted to a six-hour parking limit. Vehicles must be moved to a different block for a new parking session. Commercial vehicles larger than three-quarters of a ton may not park in any parking space longer than 20 minutes unless the alley or street is designated truck parking.

Conclusion

Significant on-street parking was available throughout downtown during typical operating hours, with limited high-demand areas around the county government complex during weekdays and 3rd Street and Bush Street on weekends. Additionally, feedback suggests that special events pressure the downtown parking system, and parking is strained in the West End District during evenings and weekends in warmer months. Off-street parking is concentrated in a few highly visible surface lots, with significant availability in nearby less-visible ramps and lots. For example, the 3rd Street and Plum Lot are highly visible and popular. In contrast, the Studebaker Ramp, LaGrange Ramp, Goodhue County Lot, and 3rd Street and Bluff Lots are less popular as they are less visible and not well known among visitors and are further away from core downtown destinations.

The City of Red Wing is a walkable community with attractive, comfortable streetscapes and clean, approachable parking facilities. Time limits are varied. There are opportunities for infill of underutilized surface parking around



the perimeter of downtown, which the city is pursuing. Off-street parking lot identification, signage, and a consistent brand would assist in pedestrian/vehicular wayfinding and enhance downtown identity.



3 Peer Review

Introduction

One way to measure the success and efficiency of a parking program is to evaluate it compared to similar communities. The peer city parking review seeks opportunities to implement best management practices and strategies that have worked in other communities.

The project team offers four communities as peer communities for evaluation: Hastings, Minnesota; Northfield, Minnesota; Stevens Point, Wisconsin; and Marquette, Michigan. The objective was to evaluate cities with a midwestern climate (snow/cold), comparable population sizes ($\pm 15,000 - 20,000$), frequent seasonal events, and interface with bodies of water. The following sections describe each peer city, including community characteristics and an overview of their respective parking programs.

Peer City Summaries

Hastings, Minnesota

The City of Hastings is in south central Minnesota, 35 miles from Minneapolis-St. Paul and 25 miles northwest of Red Wing.

Community Characteristics:

- **Population:**
21,925
- **Popular Events:**
Makers Market (summer), Make Music Day (June), and others
- **Rivers/Bodies of Water:**
Mississippi River
- **Top Employers:**
Dakota County, Allina Health, School District

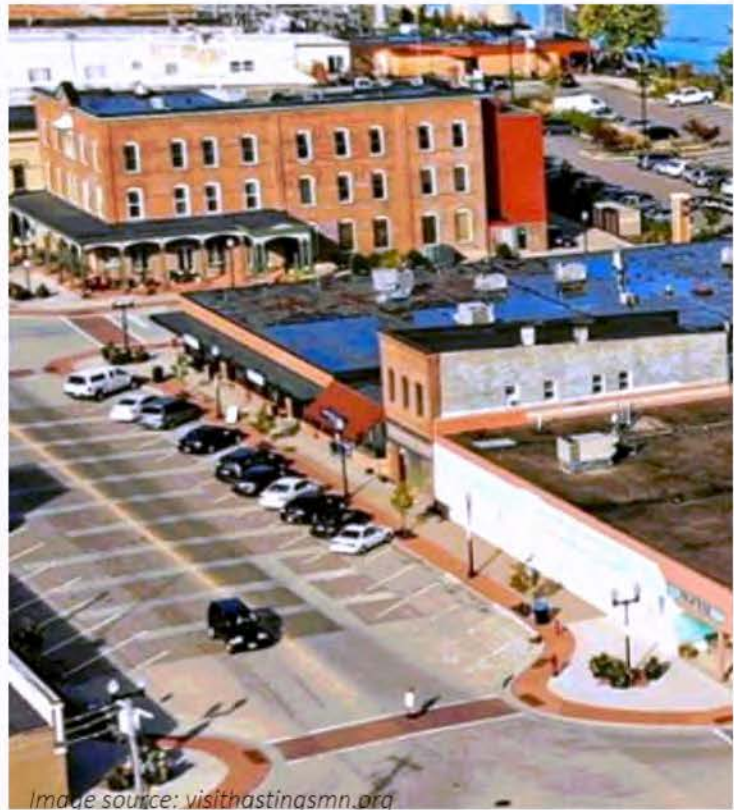
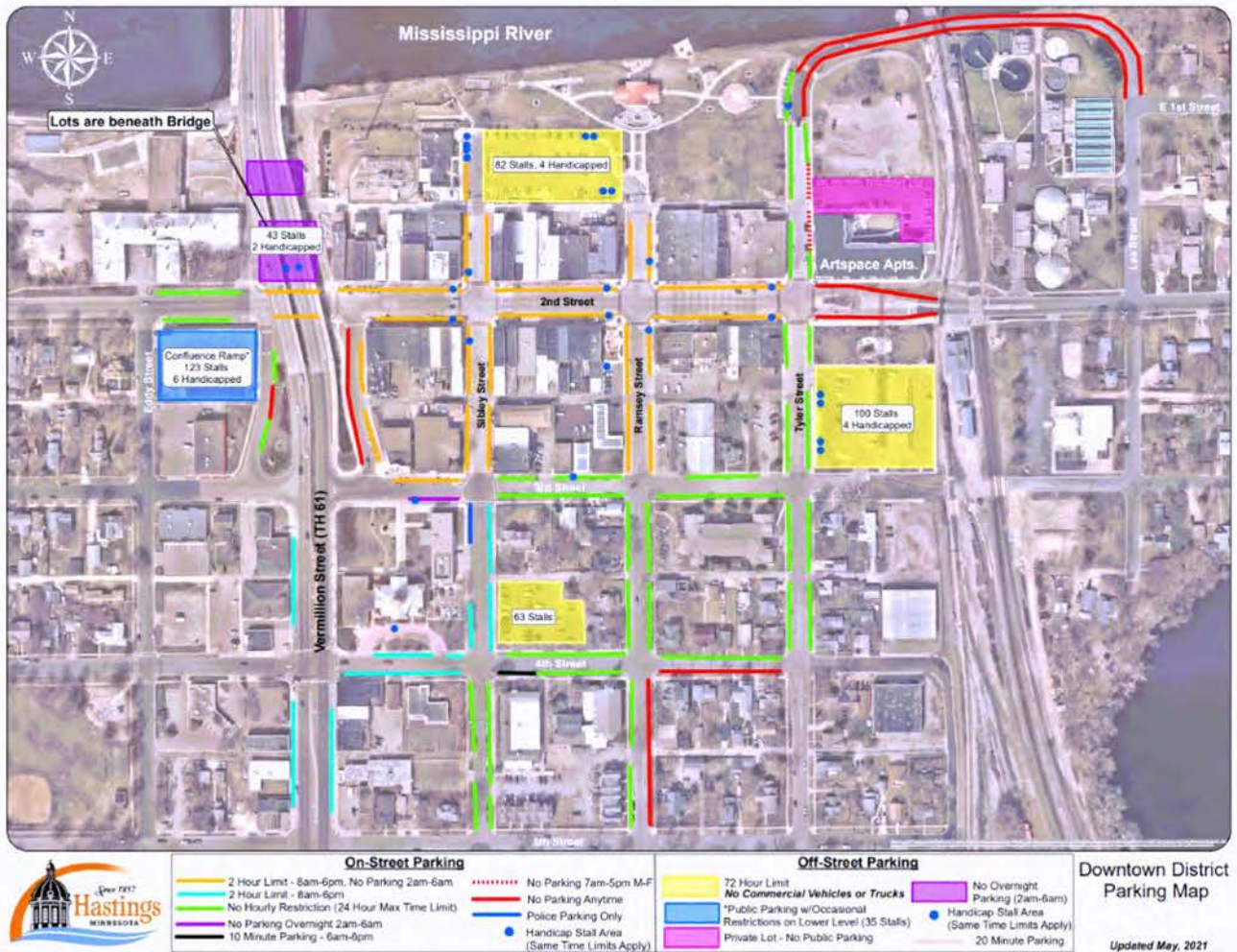


Image source: visithastingsmn.org

Figure 8 below depicts the city's public parking system. There are 368 public off-street parking spaces.

Figure 8: Hastings, Minnesota Public Parking System



Source: City of Hastings, 2023

Parking Regulations

All on-street parking in Hastings is free, but specific time restrictions exist. The city has restricted parking downtown and select streets to 2-hour parking, enforced 8:00 a.m. – 6:00 p.m. The core city on-street areas do not allow overnight parking, while 2-hour parking areas further out do. On-street parking south of the core of downtown does not have time restrictions. In addition to free on-street parking, the city does not charge for off-street parking but does apply a 72-hour limit to select off-street parking facilities.

Parking Management and Operations

City staff operate and manage the on-street facilities, five (5) publicly accessible off-street parking lots, and one public parking ramp. The city police department enforces public on- and off-street parking facilities.

Northfield, Minnesota

The City of Northfield is in south central Minnesota, 35 miles from Minneapolis-St. Paul and 30 miles west of Red Wing.

Community Characteristics:

- **Population:**
20,217
- **Popular Events:**
Riverwalk Market Fair (Saturdays in summer and fall), Defeat of Jesse James Days (September), Winter Walk (December)
- **Rivers/Bodies of Water:**
Cannon River
- **Top Employers:**
St Olaf College, Carleton College, Post Consumer Brands, Target, Aldi, Menards

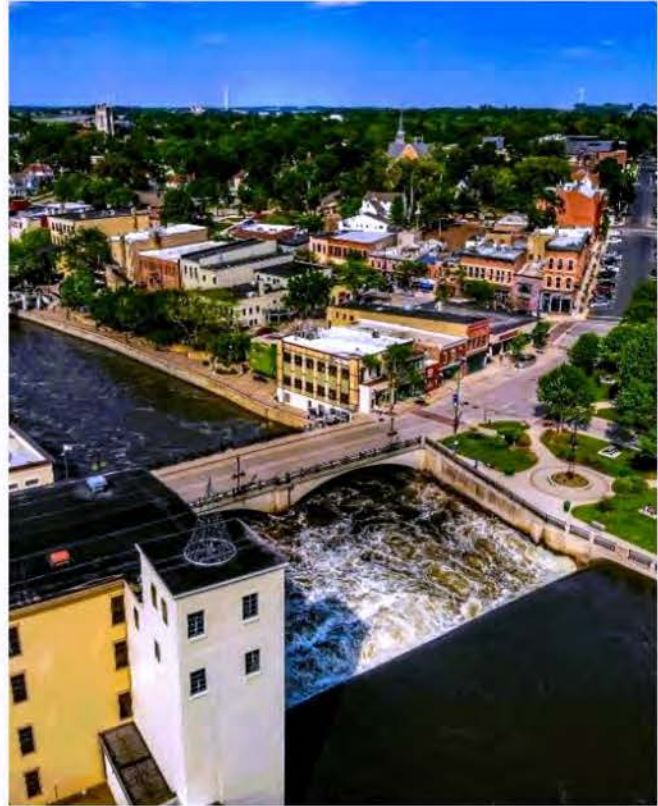


Image source: <https://www.ci.northfield.mn.us/>

Figure 9 provides details of the city's parking system.

Figure 9: Publicly Accessible Parking Spaces within Downtown Northfield

Parking Type	Inventory	Red Wing Inventory
Off-Street Parking Facilities	9 lots	7 lots, 3 ramps
Off-Street Spaces	207	879
On-Street Spaces	340	1,403
On-Street Spaces with Time Restrictions	309	545
Total Number of Publicly Accessible Spaces within Downtown	856	2,248

Source: Walker Consultants, 2023

Parking Regulations

All on-street parking in Northfield is free with specific time restrictions. The city has restricted parking in downtown and select streets near Carleton College and St. Olaf College to 2-hour parking, with 20-minute parking spaces in high-turnover uses (dry cleaners, etc.). In addition to free on-street parking, the city does not charge for off-street parking.

Parking Management and Operations

City staff operate and manage the on-street and nine (9) publicly accessible off-street parking facilities. The city Police Department enforces public on- and off-street parking facilities.

Parking Development Standards

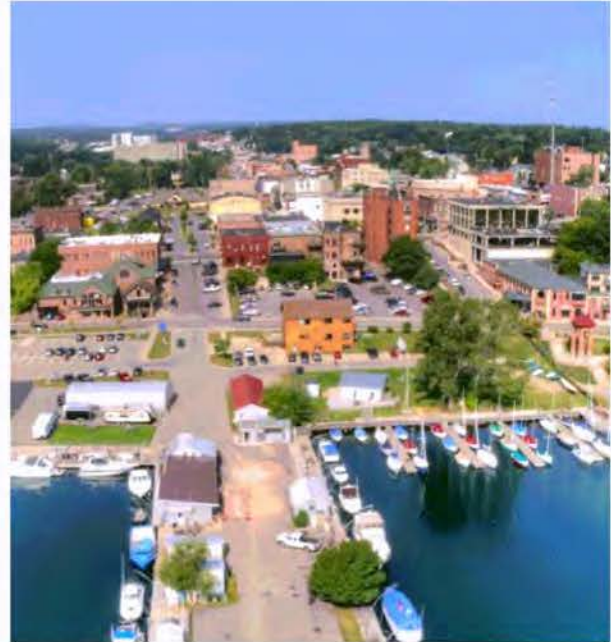
Parking standards have been waived within the downtown district to encourage growth and development.

Marquette, Michigan

Marquette is the largest city in Michigan's Upper Peninsula, approximately 175 miles north of Green Bay, WI, and 220 miles east of Duluth.

Community Characteristics:

- **Population:**
20,932
- **Popular Events:**
Festival of the Angry Bear (April), Blueberry Festival (July), Hiawatha Music Festival (July)
- **Rivers/Bodies of Water:**
Lake Superior
- **Top Employers:**
UP Health System, Northern Michigan University, Cliffs Natural Resources, Michigan Operations, Upper Peninsula Medical Center



Source: [Jacob Boomsma / shutterstock.com](https://www.shutterstock.com)

Figure 10 provides details of the city's parking system.

Figure 10: Publicly Accessible Parking Spaces within Downtown Marquette

Parking Type	Inventory	Red Wing Inventory
Off-Street Parking Facilities	8 lots, 1 ramp	7 lots, 3 ramps
Off-Street Spaces	755	879
On-Street Spaces	636	1,403
On-Street Spaces with Time Restrictions	365	545
Total Number of Publicly Accessible Spaces within Downtown	1,391	2,248

Source: Walker Consultants, 2023

Parking Regulations

On-street parking within downtown Marquette is metered with an hourly rate of \$0.50. The city restricts meters to 1-hour, 3-hour, and 10-hour time limits. The hourly rates for surface lots are free for 2 hours, with a permit program set up for long-term parkers at designated lots and the Bluff Street Ramp. The permit program is set up as follows:

- \$30 per month for a daytime permit – businesses/employees can park beyond time limits
- \$40 monthly for a 24-hour permit – residents, landlords, AirBnBs, etc.
- \$5 single-use daily permit

Parking is managed with virtual permitting and LPR-based enforcement.

Parking Management and Operations

The city does have a Traffic-Parking Advisory Committee. The Committee advises the City Commission on parking, traffic flows, patterns, and Complete Streets.

The city has contracted with the Downtown Development Authority (DDA) to operate public parking lots downtown. Parking lot maintenance is a shared responsibility of the city and the DDA, but the DDA coordinates it.

The city's police department enforces parking regulations Monday through Friday from 9 a.m. to 6 p.m.. It provides free parking on Saturdays, Sundays, and weekdays after 6 p.m. Overnight parking in rental lots is by permit only.

Parking Development Standards

Parking space requirements for principal uses within the CBD apply only to residential uses, and all other principal uses in the CBD are exempt from parking space requirements (UDO Section 54.902 Parking Regulations).

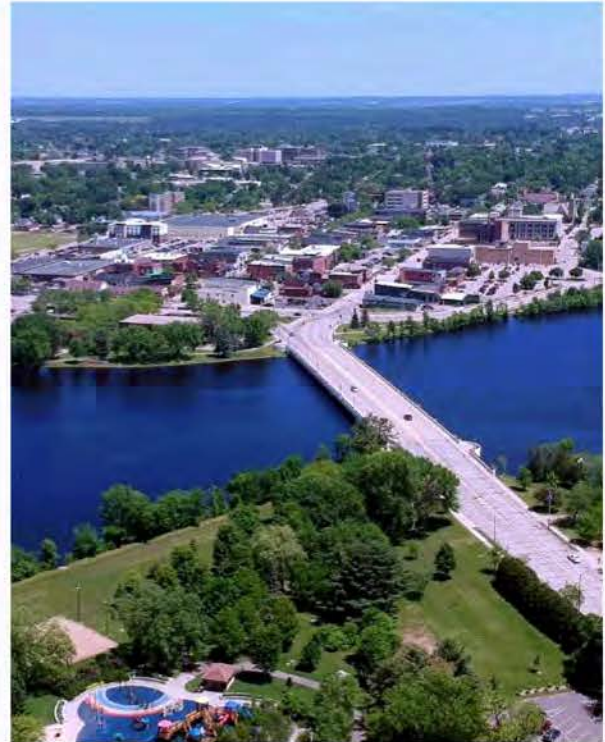
The city has implemented a Parking Reduction Formula as a zoning code exemption for uses other than residential in specific zoning districts. The formula is a percent reduction in the total number of parking spaces required for the project.

Stevens Point, Wisconsin

The City of Stevens Point is in central Wisconsin, on the Wisconsin River, roughly 150 miles east of Red Wing.

Community Characteristics:

- **Population:**
26,717
- **Popular Events**
 - + World’s Largest Trivia Contest (April)
 - + Sustainable Living Fair (June)
 - + Riverfront Jazz Festival (September)
- **Rivers/Bodies of Water:**
Wisconsin River, McDill Pond
- **Top Employers:**
Sentry Insurance, University of Wisconsin – Stevens Point, Canadian National Railway, AIG, Associated Bank



Source: <https://www.stevenspoint.com/>

Figure 11 provides details of the city’s parking system.

Figure 11: Publicly Accessible Parking Spaces within Downtown Stevens Point

Parking Type	Inventory	Red Wing Inventory
Off-street parking facilities	13 lots	7 lots, 3 ramps
Off-Street Spaces	1,420	879
On-Street Spaces	697	1,403
Total Number of Publicly Accessible Spaces within Downtown	2,117	2,248

Source: Walker Consultants, 2023

Parking Regulations

On-street parking within downtown Stevens Point is metered at an hourly rate of \$0.75. The city restricts meters to 15-minute, 1-hour, 2-hour, 3-hour, 4-hour, and 10-hour limits. There is also metered parking on the streets within the University Area. In addition to the metered parking, the city has implemented a residential parking permit program within three separate zones, all near or surrounding the UW-Stevens Point campus.

The city has also implemented alternate side parking for overnight parking. This is for the entire year, every day of the week, throughout the city—except for the downtown business district. Alternate side parking is in effect from 2:30 a.m. to 6:00 a.m. on any city street differentiated between odd and even days.

The city has a mix of pay-by-plate pay station kiosks and single-space meters for on-street parking payments.

Off-street parking within downtown is free 2-hours, with a long-term and overnight parking permit program available at designated lots. The permit program is set up as follows:

- \$25 per month for 24/7 long-term access
- Reserve specific spaces for long-term parking

The city leverages virtual permitting and LPR-based enforcement to manage the program.

Parking Management and Operations

There is no formal parking system, and the city's Public Works and Police Department maintains all on-street meters, multi-space kiosks, and off-street facilities within the downtown and university area. The city Police Department enforces public on- and off-street parking facilities using license plate recognition (LPR) technology.

Parking Development Standards

The city does not require parking in the designated downtown area, with parking reductions in place for the following standards:

- Bus Transit Availability
- Provision of Structured Parking
- Access to Car-Sharing Program
- Tree Preservation

The city has also created a University Facilities Zoning District for the UW-Stevens Point campus area to accommodate primarily developed University-owned land, buildings, and facilities.

Conclusion

Marquette, Michigan, and Stevens Point, Wisconsin, provide examples of smaller communities offering parking permit options for those wishing to park for long periods. Additionally, both communities operate virtual permitting and LPR-based parking enforcement to monitor and manage this permit program. The use of new technology allows these cities to take advantage of the streamlined back-end enforcement and management software for both permitting and License Plate Recognition (LPR) based enforcement. Stevens Point and Northfield lack centralized parking management, while the City of Marquette, Michigan, leverages the DDA to manage downtown off-street parking resources. The centralized oversight provided by the DDA helps promote cohesive parking system branding, messaging, and communications.



4 Stakeholder Engagement

Introduction

Public and community collaboration was essential to understanding the parking challenges within downtown and the West End District. Engagement was critical to informing the public about the project process, garnering support, and receiving input to help shape and guide the recommendations provided in this study.

Walker worked with City of Red Wing staff to administer a multi-faceted stakeholder engagement process, which included:

- Ongoing discussion and engagement with critical city staff;
- Two roundtables with business owners and other community members (one in-person and one virtual) in spring 2023 regarding downtown and in the West End District and
- An online public survey conducted in summer 2023.

The following summarizes the key results and takeaways from stakeholder engagement.

Staff Engagement

Engagement with city staff occurred at three primary points through the project process: a kick-off meeting in October 2022, a coordination meeting in December 2022, and a collaborative work session to consider draft recommendations in October 2023. The group engaged included the following core members:

- Lynn Nardinger, Director of Public Services,
- Travis Bray, City of Red Wing Police Captain;
- Shawn Blaney, Public Works Director
- Leanne Knott, GIS System Specialist,
- Patrick Ramaker, Deputy Director of Buildings and Grounds
- Kyle Klatt, Community Development Director,
- Gordan Rohr, Chief of Police,
- Nick Sather, Assistant Chief of Police,
- Jay Owens, City Engineer,
- Megan Tsui, Downtown Main Street, and
- Steve Kohn, Planning Manager

In the kickoff meeting, the group discussed what was working well, what this project needed to address, and what a successful parking system would look like. Some of the critical items brought up include:

- Inconsistent enforcement and signage;
- Perception/education/information problem;
- Identifying impacts of new development and whether there is enough existing supply;
- Promote walking and biking;
- Leverage private parking assets; and
- Set expectations for parties involved in parking.

The group's input and feedback were critical in identifying the needs, issues, and opportunities outlined in Chapter 5 and developing the recommendations in Chapter 6.

Stakeholder Roundtables

During the two stakeholder roundtables held in April 2023, participants discussed what is and is not working well and the opportunities to improve parking and access in Red Wing. A summary of the topics brought up in the roundtables is included below. Items only applicable to Downtown are colored in teal, items only relevant to the West End are colored in orange, and items applicable to both are black.

What works well:

- Free parking
- Proximity to destination with consistently available parking within a block or two walk
- Consistent availability
- Beautification efforts with clean sidewalks, murals, street trees, and public artwork
- 15-minute library parking

What does not work well:

- Time limits not enforced
- Signage is hard to read and not in the best locations
- Lack of awareness of parking options
- Pedestrian signage and wayfinding
- People confusing public and private parking facilities
- Snow removal process
- Ramp safety perceptions
- No turnover in West End
- Lack of employee parking options in the West End
- Need handicap spaces and awareness of locations in the West End

Opportunities for improvement:

- Make enforcement consistent and customer-experience focused
- Education through the Chamber and other groups
- Unique branding and marketing campaign
- Online presence and partner with tourism websites like Visit Red Wing and West End Association website
- Expand 15-minute spaces on 3rd Street
- Overnight parking permit and communication
- Downtown streetscape, sidewalk, and bike lane improvements
- Expand capacity in West End
- Improve signage and communication about parking below the pedestrian bridge

Online Public Survey

Walker routinely utilizes public surveys to gauge opinion and garner input from the community relating to challenges and possible areas of improvement regarding the public parking system. Online surveys are an effective medium for holding this type of forum. The survey for this project was used to gather input and opinion from a cross-section of the various groups who live, work, shop, dine, and visit downtown Red Wing. The online

survey consisted of multiple choice and open-ended questions that sought input on various aspects of public parking downtown, including availability, ease of use of the system, most common parking locations, downtown access, typical parking behaviors, and policies.

The city advertised the survey through city information/communication and media channels, and the project team dropped off flyers at downtown Red Wing and West End District businesses and destinations. After being open for six weeks, the survey was completed by 644 respondents, who offered descriptive responses and priority rankings that helped produce critical findings and recommendations regarding parking downtown. **Of the 644 unique respondents, 76% were visitors, 11% employees, 8% employees, 5% business owners, 2% property owners, and 7% others.**

Key Survey Findings

Most (83%) of respondents visited Red Wing at least a few times per week. Visitors to Red Wing primarily park on the street (83%). Most employees, business owners, and property owners typically use public parking, with 28% parking in public ramps, 22% in public surface lots, and 23% on the street. Only 20% of this user group parks in private lots, so there is heavy reliance on the city's parking assets.

More than two-thirds of respondents said they could find parking at their preferred location "usually" (58%) or "all the time" (14%). While most people can usually find available, convenient parking, there are a few times throughout the year when there are perceived parking shortages since fewer people respond "all the time." The strenuousness of using Red Wing's parking system is comparable with similar-sized cities, with only 29% of respondents saying that it is more difficult to park in Red Wing than other communities and 18% saying it is easier.

Asked about the top priorities when parking, the number one response was "finding an available space that is close to my destination," followed by "finding an available space quickly," and "free parking." Employees, business owners, and property owners place a higher emphasis on "free parking" and "feeling safe at the parking facility and traveling safely from parking to my final destination" than other respondents did, but still placed "finding an available space that is close to my destination" as their number one priority.

Open-ended questions allowed us the opportunity to hear comments that might not have come up otherwise. By reviewing more than 400 comments answering the question "What else needs improvement?", we learned that people have difficulty parking on the street because spaces are too narrow, especially when driving a truck or when parked next to a car. This makes it difficult to get in/out of vehicles and hinders people's ability to see when backing out of the space. In response, some commented about banning trucks and large vehicles from angled spaces or widening stall sizes to better accommodate large vehicles. Others commented that longer vehicles stick out into traffic, hindering vehicle flow and leading to safety concerns.

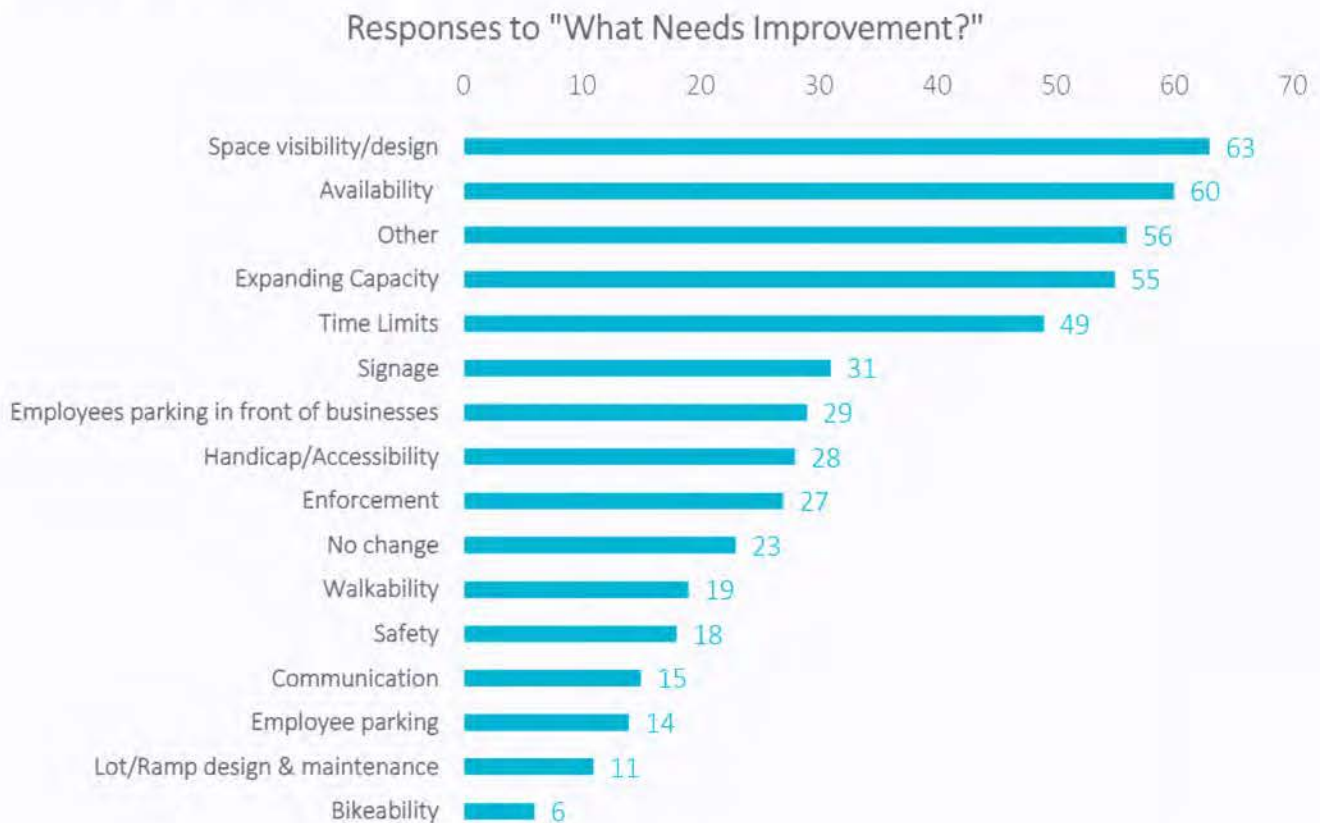
There were mixed responses about parking availability. Some commented about the challenge of short-term parkers finding a space to park, possibly because long-term parkers, like employees, are using up on-street stalls in front of businesses. However, others stated that *there is* plenty of proximate and available parking and that adding more parking would be too expensive or make using other modes of transportation more difficult. We had several comments about pedestrian accessibility, touching on the need for intersection safety improvements, more frequent sidewalk maintenance and snow removal, more street trees for shade, and re-orienting Red Wing around people by removing downtown street parking and pedestrianizing spaces.

Some commenters asked for changes to time limits, with some desiring more proximate long-term spaces for employees, extending the time limits to three or four-hour limits to allow for more shopping or dining time, or adding more short-term stalls for quick in-and-out pick-ups. There were calls for better signage and communication around the public ramps and more visible and available handicapped parking. A few mentioned feeling unsafe in the ramps (especially the lower level of Studebaker) and needing more lighting and maintenance.

Finally, respondents were concerned about a potential parking shortage resulting from new downtown residential development and mentioned the potential for instating parking requirements or adding more parking capacity. Some existing residents want an overnight or designated residential parking permit to park in the street or at public facilities overnight. Still, most comments about this asked the city to prepare a parking plan for these developments.

Figures 12 and 13 below indicate the importance and relevance of various parking and access-related topics to Red Wing Parking Users. Results indicate a strong desire for additional parking availability, better visibility of parking facilities, improved enforcement, better signage, and better calibration of parking time limits to better meet system and user needs.

Figure 12: Survey Response Summary: What Needs Improvement?



Source: Walker Consultants, 2023

Figure 13: Survey Response Summary: Other Comments or Ideas about Parking in Red Wing?



Source: Walker Consultants, 2023

The appendix of this report includes additional details on stakeholder engagement and the results of the online public survey.



5 Parking Needs, Issues, and Opportunities

Introduction

Walker and the city project team performed various tasks throughout this parking study to review, assess, and evaluate current parking conditions and operations. This included system review and observation, review of policy, field data collection, stakeholder interviews, a public survey, and peer review.

The primary objective of these diagnostic activities is to identify the critical needs, issues, and opportunities with access and parking in Red Wing. These needs, issues, and opportunities answer the question, “What are we solving for?” These items must be addressed with new strategies, projects, and initiatives described in more detail in Chapter 6, Strategic Parking System Recommendations.

Identified needs, issues, and opportunities can be divided into one of three primary categories:

- Communications, wayfinding, and marketing
- Policy, parking operations, and management
- Personnel, organization, and community engagement

These categories are helpful for grouping strategies and action items when considering implementation and are used throughout the remainder of this report.

Communications, Wayfinding, and Marketing

This category involves creating brand identity and trust among parking users, communicating parking availability, rules, and regulations thoughtfully, comprehensively, and consistently, and guiding users around the parking system and the city. The goal is to develop and operate a parking system that supports the vibrancy and economic development of the City of Red Wing. Specifically, this category includes the following topic areas:

- Brand Identity and Recognition
- Communications and Information Sharing
- Comprehension and Compliance
- Wayfinding and Signage
- Leveraging Parking for Economic Development

Needs, issues, and opportunities relative to the City of Red Wing are described below.



On-street and off-street parking time limits in Red Wing are varied, confusing, and not well-enforced.

Source: Walker Consultants, 2023

Brand Identity and Recognition

Currently, there is no central identity or “brand” for parking customers to look for when finding a place to park in Red Wing. Access and parking in Red Wing should be promoted as part of a coordinated signage, wayfinding, communications, and marketing campaign with a clear, simple, and recognizable brand. The brand should identify the City of Red Wing’s public parking options. Such a campaign should promote consistent and comfortable brand recognition and trust among parking users in all phases of the trip-making and parking journey (i.e., before/trip planning, during, after parking, and when departing).

Communications and Information Sharing

Observation and stakeholder engagement suggest a fundamental need for more significant and more effective information sharing about parking locations, options, regulations, and resources to visitors and parking users in Red Wing. Parking users lack information before they make their trip and information in real-time while they search for and finalize their parking choices. Stakeholder sessions indicate that parkers struggle to access information on parking options. A public parking map is available, but it isn't easy to find online outside of a direct web search. Physical maps are not widely available downtown or in the West End District.

In some cases, it is unclear to users whether the City of Red Wing facilities are open and available to the public. Discussions with stakeholders indicate that some public members do not know which parking facilities are public and that some public facilities even exist. Furthermore, the terminology used for city parking facilities (e.g., LaGrange Ramp and Studebaker Ramp, etc.) is not widely known to the public, especially visitors; there is a need for a consistent, recognizable parking facility nomenclature. There is a need to increase the profile and familiarity of parking in Red Wing and conduct a deliberate and widespread promotion and information distribution effort among visitors, businesses, and residents. This includes all appropriate communication strategies beyond traditional static options like signage and the city’s website.

Comprehension and Compliance

In addition to a deficiency in knowledge and information among parking users (i.e., receiving information), parking users struggle to understand where they are allowed to park, for how long, and the parking rules and regulations. Observations and engagement indicate confusion among users about parking options and rules in both on-street and off-street parking areas.

Users are struggling to understand posted signage, the rules for who may park where, and the process or rationale behind parking regulations (e.g., there are several different posted parking time limits across the city, seemingly erratic in terms of the posted time limit and placement of the time limit). Engagement indicates that some feel parking enforcement is inconsistently applied and even arbitrary, and in some cases, not applied at all. The city needs to pivot toward promoting customer understanding and compliance with parking rules and regulations. Emphasis should be placed on compliance rather than punitive measures. A



Public parking signage marking the Studebaker Ramp in Red Wing needs to be enhanced and expanded to all city public parking facilities to create recognizable brand identify for parking customers.

Source: Walker Consultants, 2023

need and opportunity exist to reconfigure parking management and communications to promote simplicity and consistency and improve clarity and understanding of parking regulations to drive compliance.

Strategies to better manage the variety of parking users, improve signage and wayfinding, and clarify existing regulations will help boost customer service and compliance. This approach will allow the city to spend more time and resources on promoting parking and leveraging it for economic development purposes than on parking enforcement, answering questions, and addressing complaints.

Wayfinding and Signage

Clear, prominent, consistent, and recognizable wayfinding and signage are critical to any parking operator's messaging and communications and essential to the parking user experience. Well-designed signage and wayfinding for vehicles and pedestrians improve customer service and the efficiency of existing parking resources. Confusing, inadequate, and absent wayfinding was noted throughout the existing conditions assessment phase as a critical need and opportunity for the City of Red Wing. Comprehensive wayfinding and signage improvements are needed.

Leveraging Parking for Economic Development

In addition to increasing information sharing, improving comprehension, and driving compliance among parking users in Red Wing, there is an opportunity to leverage parking as a central component and asset of economic development in Red Wing. Clear, well-managed parking promotes customer activity and parking turnover to support businesses and enhances customer service and quality of life for residents, business owners, employees, and visitors. Parking is often visitors' first and last impression when visiting a place like Red Wing. Well-managed parking can attract and enable new development and new users. There is an opportunity for the City of Red Wing to work internally and with partners to promote deliberate and efficient parking management as a critical piece of the city's economic development and quality of life.

Policy, Parking Operations, and Management

This category involves developing parking policies and managing and operating a parking system that is sensible, efficient, and accommodates a diverse range of users. It includes employing the right mix of proactive policy, program, and infrastructure strategies to efficiently use parking resources and balance the needs of short- and long-term parking users. Specifically, this category includes the following topic areas:

- Parking Supply and Adequacy
- Walkability and Walking Tolerance
- Parking Time Limits
- Parking Enforcement
- Business and Resident Parking Options
- Data-Driven Parking Management

Specific needs, issues, and opportunities relative to the City of Red Wing are described below.

Parking Supply and Adequacy

According to data collection, the current public parking system has excess parking (beyond current peak parking needs), with hundreds of parking spaces empty at peak demand. Enough supply exists to meet current conditions, but future development (without additional supply) could strain parking resources.

As with many communities, although there is a sufficient parking supply overall, parking is not always available when and where users want it. Strategies must be employed to promote, encourage, and compel the efficient and balanced use of available public parking resources.

Walkability and Walking Tolerance

Observation and stakeholder coordination indicate that those visiting and parking in Red Wing have a relatively low tolerance for walking from parking facilities to destinations, and walking can be uncomfortable in certain parts of the city. This is common in many communities, particularly in parts of the country that have grown accustomed to automobile reliance and abundant, available, and hyper-convenient parking. However, much of this issue is perception rather than reality (e.g., customers gladly walk across big box store parking lots but sometimes complain about having to walk similar distances in downtown environments).

There needs to be a focus on creating an inviting, welcoming, and comfortable walking environment and experience throughout Red Wing to ensure parking facilities are used efficiently. This includes ensuring that sidewalks and walking routes are well-marked, visually appealing, well-maintained, well-lit, and have visible and comfortable places to cross at intersections. As stated, walking tolerance is, in many ways, a factor of cultural norms, market reality, and weather. Walking tolerance is likely to increase as facilities are managed in a more coordinated manner and the walking experience is enhanced.



The LaGrange Ramp sees consistently low occupancy levels on typical days, due in part to the fact that the ramp is away from the core of downtown Red Wing and the West End District.

Source: Walker Consultants, 2023

Parking Time Limits

The City of Red Wing has seven different off-street parking time limits (30-minute, 1-hour, 2-hour, 3-hour, 4-hour, 9-hour, and 20-hour) and six different on-street time limits (15-minute, 30-minute, 1-hour, 2-hour, 3-hour, and 4-hour). City staff indicates that time limits have been created and applied ad hoc throughout the years by different staff in response to localized issues and specific constituent requests without regard to overall system consistency or strategic vision. The result is that time limits are a hodgepodge, unnecessarily complex, and seemingly arbitrary in terms of the posted time limit and placement of the time limit. This creates confusion and frustration for parking users and increases the difficulty of parking enforcement. Consolidation and simplification of on-street parking and off-street parking time limits is needed.

Parking Enforcement

Without consistent and deliberate (but fair) enforcement, parking rules and regulations become toothless and are ignored, making desired parking outcomes challenging. Reliable parking enforcement is especially critical in an unpaid parking system that relies solely on posted time limits to create the desired parking turnover and efficiency (paid parking systems have the benefit of leveraging, in addition to posted time limits, market-based parking rates charged directly to parking users to incentivize turnover of parking spaces).

Project work and stakeholder engagement indicate that many of those who regularly visit and park in Red Wing know that parking regulations are not consistently enforced, and users take advantage. For example, evidence suggests that some customers and employees park in time-limited on-street parking areas for several hours, and sometimes all day, well beyond posted time limits (most of the core of downtown Red Wing consists of 2-hour time-limited on-street parking). The City of Red Wing needs a consistent and sustainable approach to parking enforcement, with dedicated staff presence and prioritization among city leadership.

Business and Resident Parking Options

Well-suited to accommodate the parking needs of customers and visitors who typically park (at most) for a few hours at a time, there is a growing need for reliable parking options for employees and residents. Employees and residents park for longer stretches, often all day and sometimes overnight. These longer-term parkers have a different demand profile and should utilize off-street parking resources, saving valuable on-street parking areas for short-term parkers to access. The need for employee and resident parking options will continue to increase as Red Wing sees growth in small businesses and residential development.

Data-Driven Parking Management

Data is a powerful tool in monitoring and tracking, performance management, and strategic decision-making. The City of Red Wing lacks data and information about using its parking system to assist with parking management and operations. Beyond a detailed parking inventory, the city does not have or collect regular parking occupancy data, for example. Such data, especially knowing the demand for long-term parking vs. short-term parking, would help the city monitor and reallocate short-term and long-term parking supply as needed and demand shifts. Consistent data collection and a modern data-driven parking management approach are needed.

Personnel, Organization, and Community Engagement

This category involves engaging with stakeholders and the public on parking matters, ensuring internal processes, personnel, resources, and equipment are in place to properly manage on-street and off-street parking facilities, implement changes, and provide strategic direction.

Specifically, this category includes the following topic areas:

- Foundation for Parking Management
- Staffing and Leadership
- Stakeholder Engagement

Specific needs, issues, and opportunities relative to the City of Red Wing are described below.

Foundation for Parking Management

There is an inherent foundation for robust and comprehensive parking management in Red Wing. The city has good public infrastructure, unique and appealing destinations, attractive streetscapes, involved and engaged stakeholders, and a thriving business and development community. The city has high-quality and detailed data on existing parking resources on which to build. Additionally, staff are competent and dedicated, and there are existing channels that can be leveraged, including an existing staff working group focused on parking and transportation issues and organizations like the Red Wing Area Chamber of Commerce, West End District business group, and Red Wing Downtown Main Street.

Staffing and Leadership

To ensure coordinated parking management and implementation of new strategic initiatives, there is a need for ongoing strategic leadership and consolidated management and leadership of parking policy, planning, and operations. Consolidated parking management would unite parking enforcement (currently residing within the Police Department), technology, customer service, day-to-day operations, and strategic initiatives under unified leadership. Daily operations require dedicated resources and attention and involve keeping the parking system running efficiently and meeting customers' needs. Beyond daily operations, strategic leadership involves seeking and capitalizing on partnerships and opportunities, evaluating redevelopment opportunities, aligning internal resources, garnering support, communicating new initiatives, and ensuring successful implementation.

This could take the form of city departmental/staff realignment with existing staff, hiring additional staff, and creating a distinct parking department within the city's governance structure (see the recommendations of this plan below for specific guidance on this matter). A core objective moving forward will be implementing the recommendations and work plan included in this strategic parking plan over the next several years. This will take dedicated time and commitment over several years.



It is difficult for parkers to know that the Plaza Ramp is a publicly accessible facility, particularly those that are first-time or infrequent visitors to Red Wing.

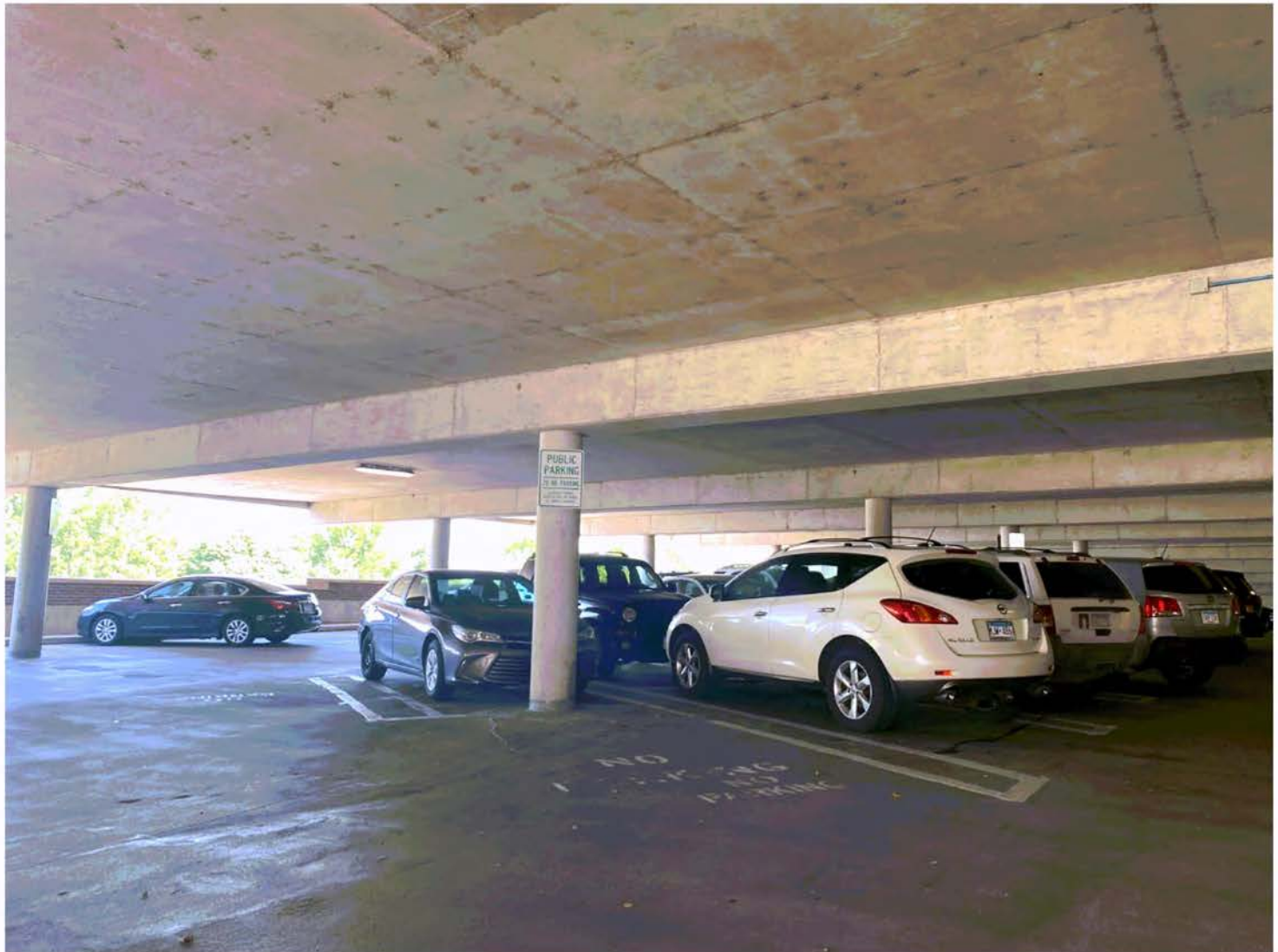
Source: Walker Consultants, 2023

Stakeholder Engagement

Observations and feedback indicate a need and opportunity for enhanced engagement with the community and public on access, transportation, and parking topics. An opportunity exists for the city to partner with community and business organizations to create a feedback loop, establish trust, and provide information on ongoing access and parking changes and initiatives. This is particularly important with any new parking operations and management changes, marketing campaigns, or new strategies that may be implemented because of this plan.

Once engaged, businesses can relay information to employees and customers. A feedback loop needs to be established between the city and its stakeholders. Stakeholder engagement should make it clear to the business community and public that the City of Red Wing is an ally regarding access and parking needs.

Chapter 6 that follows provides strategic recommendations to address known parking needs, issues, and opportunities in the City of Red Wing.



6 Strategic Parking System Recommendations

Introduction

This chapter provides detailed parking operations and management recommendations. Municipalities and parking operators can employ various policy, program, and infrastructure strategies. Care was taken to present a tailored list of customized strategies most relevant to the City of Red Wing's resources and needs and designed to provide the most benefit for the city.

Parking Operations and Management Considerations

Before detailing recommendations, providing context on parking operations and management best practices is essential. The following are critical considerations when operating and managing an on-street and off-street parking system.

Basic Parking System Operations Tasks

Various functional tasks are necessary in operating an on-street and off-street parking operation. These include developing and implementing policy, payment, controlling access to certain facilities, managing contracts and permits for use on-street and off-street, encouraging compliance and conducting enforcement, maintaining and caring for physical assets, and collecting regular data to inform operational decisions and policies (the City of Red Wing does not currently take payment or restrict/control access into any specific parking facilities).

On-Street vs. Off-Street Parking: Serving Customer Needs

From a demand management perspective, on-street parking spaces should serve high-turnover and short-duration-of-stay patrons due to their visibility, convenience, and proximity to core destinations. On-street parking users include the following:

- Short-term parking (customers and visitors);
- Resident parking (in managed residential parking areas); and
- Passenger and goods pick-up/drop-off/loading/unloading.

Off-street facilities (surface lots and ramps) should be managed to meet various short-term and long-term parking needs depending on their location and the land use activity they serve. Off-street parking users include the following:

- (Monthly) contract/permit parkers: Reserved and unreserved (e.g., employees and residents);
- Hourly and daily transient (non-contract) parking;
- Hotel parking; and
- Event parking.

Given the limited supply of on-street parking and its convenience for short-term parking, cities should employ strategies to discourage long-term parking on-street and promote the attractiveness of off-street facilities for long-term parkers. Those wishing to park for more than 2 – 3 hours in core urban and mixed-use areas should park in off-street facilities.

Strategic Recommendations

Recommendations herein address the specific needs, issues, and opportunities identified through the evaluation process. Recommendations are provided below according to the following categories:

- Policy, Parking Operations, and Management
- Communications, Wayfinding, and Marketing
- Personnel, Organization, and Community Engagement

Policy, operations, and management recommendations are presented first. Chapter 7, which follows, summarizes recommendations in an Implementation Action Plan and assigns relative priority to each recommendation.

Policy, Parking Operations, and Management Recommendations

The following recommendations address how the City of Red Wing sets parking rules and regulations and conducts parking operations and management activities.

Recommendation 1: Implement a Universal 3-hour On-Street Time Limit in Downtown Red Wing and the West End District

One of the most common strategies to manage parking utilization is the implementation of time restrictions. Time restrictions ensure long-term parkers are directed to off-street facilities while short-term parkers use the more convenient on-street spaces. Regulating how long a vehicle can remain parked in a space is also one way to increase parking capacity. Time limits encourage turnover of the space, which allows for more patrons to use the same space. This means the same number of spaces can serve more users, improving access to essential services and amenities and promoting more foot traffic in stores, hopefully equating to more significant economic activity.

This plan recommends the city implement a uniform three-hour on-street time limit across the downtown and West End District, replacing all current time-limited on-street spaces in downtown Red Wing and all (currently no time limit) spaces in the West End District with spaces designated with a 3-hour time limit (see recommendation about short-term parking spaces below). In Walker's experience, 3-hour time limits represent the sweet spot for most mixed-use on-street parking areas, the time limit that best accommodates the range of users.

To be effective, parking rules and regulations must be communicated to parking customers, and fair but consistent enforcement must be conducted. Under this approach, on-street parking spaces are managed for short-term parkers. Those seeking long-term parking options should be parking in off-street parking facilities. Enforcement hours of Monday – Saturday, 9:00 a.m. – 6:00 p.m. are recommended May – October, and Monday – Friday, 9:00 a.m. – 6:00 p.m. during the rest of the year. Note that on-street time limit signage (which reads 2-Hour Parking 8:00 a.m. – 8:00 p.m.) will need to be replaced.

Recommendation 2: Adopt a New Policy Regarding Short-Term On-Street Spaces

Currently, the city has several designated 15-minute and 30-minute parking spaces across downtown and the West End District, which provide short-term spaces for pick-up and drop-off activities. This plan recommends retaining all existing 15-minute spaces in their current locations (these existing spaces will be grandfathered in and can remain as-is even under the new policies to be adopted, described herein) and removing all existing 30-minute spaces. Where appropriate, existing 30-minute spaces should be considered for modifying to 15-minute spaces.

Additionally, any business-specific on-street parking signage in the public right-of-way should be removed (public on-street spaces should not be reserved for specific private businesses). These initial steps should be taken only after meeting with the business community, educating stakeholders, explaining the rationale, and working to understand businesses' holistic curbside needs.

Moving forward, the city should adopt a policy whereby, upon request, short-term parking spaces can be placed on-street, with no more than two designated 15-minute spaces on each block face. All short-term spaces placed should be 15-minute spaces with signs that read "15-Minute Parking Enforced Monday – Saturday 9:00 a.m. – 6:00 p.m." (As stated in Recommendation 1 above, enforcement on Saturdays is not recommended in the colder months; however, we are not recommending this level of detail be placed on these short-term parking space signs). Additionally, the city should prioritize replacing all current 15-minute parking signage in locations grandfathered in with signage consistent with the recommendations herein.

The city should collaborate with stakeholders about the appropriate placement of any new short-term spaces, but the city should make the ultimate decision on placement location. The decision on placement should account for the specific context of adjacent businesses that most need short-term accommodations, as well as factors such as mid-block crosswalks, fire protection, and placement of ADA space(s). As downtown business tenancy turns over, the city should work with stakeholders to reevaluate the placement of short-term spaces.

It is difficult for parking enforcement officers to enforce such a small increment of time; therefore, the City of Red Wing should invite businesses to self-monitor these spaces to supplement city parking enforcement. The city should provide contact information where companies can report observed time-limit violations.

Recommendation 3: Administer a Modified Approach to Off-Street Parking Management: Parking Facility Time Limits and Permit Program

A new approach to managing short and long-term parking needs is recommended for implementation across all public off-street parking facilities in Red Wing. This approach will depart from current conditions but address identified needs and issues and improve user satisfaction. The city should implement a deliberate communications and marketing campaign in advance of program changes and in accordance with the recommendations below. Clear signage should be in place before widespread system implementation. Three types of off-street parking facilities are recommended, described below. The recommended changes give parking permit holders long-term parking privileges.

All current off-street parking facilities are recommended for transitioning to one of the following:

Parking Facility Type 1: Short-Term Parking, 3-Hour Time Limit, No Permit Parking, No Overnight Parking

Levee Park Lot and the 3rd Street/Plum Street Lot in downtown Red Wing are recommended to be designated and operated as 3-hour time-limited parking facilities. These facilities are proximate and convenient, with other available off-street supply in the system (for those wishing to park for more than 3 hours, or all day, for example), and are thus being recommended as having the same time limits as what is recommended for on-street parking.

Vehicles may park in these lots for up to three hours. No long-term or permit parking will be allowed in these facilities, and no permits will be sold or allowed to be used for these facilities. Parking in these facilities will be first-come, first-served. If parkers cannot find a space in a specific lot, they can find another short-term 3-hour marked lot, and the same rules apply.

These lots should be marked with signs that read “3-Hour Parking Only. Enforced Monday – Saturday, 9:00 a.m. – 5:00 p.m.” Enforcement of short-term parking facilities should be done consistent with enforcement of on-street parking facilities. No overnight parking (11:00 p.m. to 6:00 a.m.) is recommended to be allowed in the near term; however, there is the potential that these facilities could warrant allowing for future overnight parking as downtown residential parking demand increases.

Parking Facility Type 2: Short-Term Parking, 3-Hour Time Limit, Except with a Valid Permit, No Overnight Parking

The West End District Lot is recommended for eventual designation and operation as a 3-hour time-limited parking facility, with long-term parking privileges granted to permitholders. This facility is convenient to the district, and the area has limited off-street parking. Therefore, long-term parking is recommended to be allowed for permitholders. Implementation of permit parking in this facility should be at the time this facility is expanded to include additional parking spaces than its current 30 parking spaces. Plans call for expanding public parking in this area and redeveloping the former Bauer Built building. The city should work to ensure that public parking is available in the redeveloped area and implement 3-hour time-limited public parking with available permit parking, as described herein.

Once created, transient (non-permitted) vehicles may park in this facility for up to three hours. Permitholders may park beyond posted time limits. Parking in these facilities will be first-come, first-served. These lots should be marked with signs that read “3-Hour Parking Only. Enforced Monday – Saturday, 9:00 a.m. – 5:00 p.m., Except Vehicles with Valid Parking Permit.” Enforcement of short-term parking facilities should be done consistent with enforcement of on-street parking facilities. No overnight parking (11:00 p.m. to 6:00 a.m.) is recommended to be allowed in this facility.

Parking Facility Type 3: Long-Term Parking, No Time Limit, No Overnight Parking Except with a Valid Permit

The following parking facilities in downtown Red Wing are recommended to be designated and operated as facilities with no time limit: Goodhue County Lot, 4th Street/Potter Street Lot, 3rd Street/Potter Street Lot, 3rd Street/Bluff Street Lot, LaGrange Ramp, Studebaker Ramp, and Plaza Ramp. Certain select facilities from this list (e.g., Goodhue County Lot, as the city does not control this lot) may not be appropriate for overnight parking. Note that if and when land uses that attract short-term parking users get built up in the east part of downtown Red Wing, the 4th Street/Potter Street Lot, 3rd Street/Potter Street Lot, and 3rd Street/Bluff Street Lot may need to become 3-hour time limited facilities.

Vehicles may park in these lots for as long as they wish, and no parking permit is required during daytime hours. However, no overnight parking (11:00 p.m. to 6:00 a.m.) will be allowed other than vehicles possessing a valid resident or resident guest parking permit, as discussed in more detail below.

To support the recommended three parking facility types, the following types of permits should be offered:

- **Business/employee:** Businesses should be allowed to purchase a limited number of parking permits for ongoing use by business owners and employees (the city may wish to increase the limit over time if supply and demand warrant) to park in the West End District lot (see below for recommendations related to how to calibrate permit parking numbers). These parking permits provide an exemption to posted time limits for employees and business operators who wish to park in this facility.

As described, these parking permits do not provide overnight parking privileges. Business/employee parking permits would allow for unlimited use on an ongoing basis as long as the business/employee maintains a valid, paid account. Business/employee permits should not grant reserved parking privileges. That is, permits do not guarantee residents access to a specific parking facility or a specific space but rather grant permitholders access to park in any space in any designated short-term parking facility. Business operators and employees who do not wish to purchase a parking permit may park in long-term parking facilities during the day.

- **Resident, which includes overnight parking privileges:** These permits allow long-term (including overnight) parking privileges in long-term parking facilities, with full exemption to all posted time limits. Resident permits should not grant reserved parking privileges. That is, resident permits do not guarantee residents access to a specific parking facility or a specific space but rather grant permitholders access to park in any space in any designated long-term parking facility. The city may wish to price overnight residential permits variably, with facilities that are less popular and uncovered (e.g., the surface lots or the LaGrange Ramp that is further from the core of downtown and the new residential redevelopment) lower than proximate ramp facilities, like the Studebaker Ramp.

If the city desires, resident parking permit holders could be issued small retroreflective bumper stickers so that enforcement and city personnel can quickly identify their vehicles as being allowed to park overnight. Resident parking permits would allow unlimited use on an ongoing basis so long as the resident maintains a valid, paid account.

- **Resident guest parking, which includes overnight parking privileges:** Residents should be allowed to request access to 24-hour guest parking permits. The parking permits provide an exemption to posted time limits and allow for overnight parking in any designated long-term parking facility.

Recommendation 4: Implement an Integrated Virtual Parking Permit and Mobile License Plate Based Enforcement System

An integrated virtual parking permit and license plate-based enforcement system is recommended to manage off-street parking and the new parking permit system. The virtual parking permit system would provide for online customer application and registration for the various types of long-term parking permits. The platform would handle payments and account administration for all long-term permit holders. The system uses parking permit holder license plates as the parking credential.

The system should provide backend program administration access to ongoing data analytics and fully integrate with a mobile LPR for enforcement. The parking permit system should be set to require regular renewal of parking permits to avoid extraneous permits from users who no longer need them. The virtual system should offer online user application features, billing, the ability to manage user accounts, vehicles, and plate numbers, and allow for auto-renewal.

In addition to a virtual parking permit system, mobile license plate recognition is essential to operating the off-street management approach recommended herein. The license plate is the credential in this system. The city should purchase and deploy one mobile LPR unit (if appropriate technology is unavailable) affixed to a city fleet vehicle.

Vehicles should make regular enforcement runs through all time-limited on-street and off-street parking facilities. Enforcement activity throughout the week should be varied to avoid creating predictable patterns for parkers. Depending on user patterns, downtown events, and occupancy levels, the city may wish to increase or decrease enforcement at certain times.

An illustration of how enforcement would work is as follows: During each enforcement run, the LPR would read each license plate and cross-check each with the virtual parking permit database to confirm whether the vehicle is a parker with a valid parking permit or a transient/hourly parker. If a license plate is identified as a transient/hourly parker, the first instance this license plate is read represents the effective start of that vehicle's transient/hourly parking session. If the next time the enforcement vehicle drives through the lots, the same transient license plate is still parked, the vehicle is identified as violating the posted time limit, and the LPR reads a "hit." A citation could then be issued.

Paper citation tickets can be written during enforcement, and e-citations are also possible. Mobile LPR units can enforce other surface lots and on-street parking as needed. As with any parking enforcement, the city must determine its goals regarding the rigor of parking enforcement and compliance relative to delivering a satisfactory level of parking availability and the desired level of customer service.

The most straightforward approach is for the city to procure a comprehensive and integrated LPR and virtual solution from a vendor simultaneously. Typically, LPR units are purchased as part of an enforcement package, which includes:

- Vehicle-mounted LPR unit (that can be installed on an existing city fleet vehicle);
- Virtual parking permit system integrated with the mobile LPR;
- Handheld device for issuing citations;
- In-vehicle printer;
- Backend city user administrative account for monitoring and performance management; and
- Customer-facing portal for parking permit requests and account management.

Once purchased, the city would retain physical ownership of the equipment and need to pay to replace it outside the warranty period and at the end of its useful lifespan. Some ongoing equipment fees are necessary. Beyond capital and ongoing costs for LPR and the virtual parking permit/enforcement platform, existing staff and resources can be reallocated to operate the recommended off-street parking approach.

Recommendation 5: Calibrate Parking Permit Numbers and Parking Permit Rates for Effective Ongoing Parking Management

It is difficult to ascertain how many parking permits will be in demand in Red Wing. The amount is expected to change as the downtown grows and new residents, businesses, parking demand generators, and parking supply are added. The number of active, long-term permits relative to overall peak parking demand and the total number of off-street spaces should be continuously monitored to ensure enough parking is available for both short and long-term users. As an initial target, the number of active long-term parking permits should not exceed 25% of the total number of off-street public parking spaces available to permit parkers (25% of 770 off-street spaces where permit parking is allowed [LaGrange Ramp, Plaza Ramp, Studebaker Ramp, 4th Street/Potter Street Lot, 3rd Street/Potter Street Lot, Goodhue County Lot, and 3rd Street/Bluff Lot] equals a maximum of 192 active parking permits).

The city should conduct regular occupancy counts of short and long-term parkers in all public parking facilities, documenting the number of parked vehicles with permits, without permits, and total vehicles. Parking occupancies in off-street parking lots should not regularly exceed 90%. Exceeding this level, facilities are effectively full, and parking becomes exceedingly difficult and frustrating for users, particularly transient users.

The City of Red Wing must navigate any negative feedback against instituted fees for long-term parking permits. The city should undertake a deliberate and comprehensive public communication and education process well before implementation. Implementation should be considered via a phased approach. Such a campaign should focus on the benefits of an easier, more convenient, and more equitable parking system focused on compliance instead of punitive enforcement. Communication should stress that parking permit fees are used only to manage the new parking program and enhance convenience and access for long-term parkers. Parking permits are not required to park within the posted time limits.

Beyond capital and ongoing costs for LPR and the virtual parking permit/enforcement platform, existing staff and resources could be allocated to operate the recommended off-street parking approach. Ongoing program administration costs like staffing, equipment fees, and materials are expected, and the city will need to determine whether the program will need to be cost-neutral. Since it will take the program some time to be implemented and the public to get accustomed to parking permits, the city may not be able to recover program expenses with parking permit sale revenue, especially initially due to upfront technology investments needed. Other funds may need to be allocated to make initial capital investments.

An initial rate of \$5 per month per business/employee parking permit and \$15 per month per resident parking permit is recommended for consideration (Stevens Point charges \$25/month for long-term parking permits). To mitigate the impact, the city could start rates lower than this and increase gradually over time. Resident parking permits are more expensive because they allow for overnight parking privileges. Resident guest overnight permits could be sold for \$3 as a start. For example, selling 50 business/employee permits and 100 resident permits at the \$5/month and \$15/month rates would yield \$21,000 in annual revenue, compared to approximately \$20,000 in ongoing yearly costs.

Recommendation 6: Improve the Parking Experience Along Levee Road and Pedestrian Connections to the West End District

The West End District faces acute parking pressures, particularly on the nights and weekends in warmer months. There is existing space for parking along Levee Road across the tracks and below the West End District. This area



Overflow parking along Levee Road north of the West End District.

Source: Walker Consultants, 2023

is connected to the West End District via an ADA-accessible pedestrian bridge and ramp. To provide surplus/overflow parking for the West End District, the city should work with partners to enhance the pedestrian experience connecting the West End District with this parking area. This includes proper lighting, a high-quality crushed gravel or paved surface in the lot, adequate signage and wayfinding, trash receptacles, benches, and other amenities, and taking all appropriate safety measures. Additionally, it includes ensuring that all pedestrian walkways are paved and maintained. The goal is to inform users of this overflow parking resource and provide comfortable and convenient access to the parking area to promote and encourage use.

Recommendation 7: Launch and Maintain a Formal City-Led Shared Parking Program

Beyond public parking facilities, there are several **private** off-street parking facilities in downtown Red Wing and the West End District. These private facilities represent the potential for shared parking opportunities when specific land uses do not need the parking, especially during peak event periods.

To facilitate shared parking partnerships, the City of Red Wing should implement a district-level shared parking strategy in downtown Red Wing, including maintaining an informational database that is regularly updated, containing information about the supply and location of private parking facilities. The City of Red Wing could serve as a parking “clearinghouse,” promoting shared parking arrangements and connecting employers, landlords, developers, and others with shared parking resources. Moreover, the city should create and share a standard shared parking/joint use template for private parties to use and review with their legal counsel in brokering shared parking agreements.

Recommendation 8: Implement Best Practices for Event Parking Management

Red Wing hosts several events downtown, which include seasonal events such as the Farmer’s Market and River City Days. Increased levels of congestion not only affect traffic and parking operations but also increase the conflicts between vehicles, bicycles, and pedestrians. Recommendations for event parking best practices include:

- Leverage shared parking agreements for peak parking needs during events.
- Locate and establish flexible curb zones to handle event pick-up and drop-off.
- Develop a parking communication and event signage plan for special events.
- Add parking ambassadors during special events.
- Evaluate the potential to add bike parking in existing off-street public parking facilities and in strategically placed on-street areas throughout the city.
- The city should develop a specific event parking management plan for downtown events to reduce congestion, avoid conflicts, and efficiently move people and vehicles.

Recommendation 9: Strategically Add Electric Vehicle Chargers and Require Chargers for New Developments

There is a growing need for electric vehicle (EV) chargers with increased adoption of EVs, federal tax credits and incentives, and continued investment in the technology in the form of dedicated federal infrastructure funding. There are a variety of approaches to paying for the installation of the charging infrastructure and the power itself, depending on how much the city wants to spend and how much cost it wants to pass on to the customer; the city has control over the costs it incurs versus those customers would incur.

Some EV charging companies offer a “hardware-as-a-service” model where the charger is installed and maintained for an ongoing fee that the city would pay the company. If costs are passed on to customers, those

wishing to charge their vehicles would pay a charge fee via a mobile application. The cost of the power can be absorbed by the city and recouped through use/charge fees passed on to customers.

This plan recommends the city continue to assess and monitor demand for EVs in Red Wing. An initial investment in two to three publicly accessible chargers may be warranted in the near future, but only if and when the city's existing public chargers in the 3rd Street and Plum Street Lot are decommissioned. In addition to installing EV chargers in existing facilities, a policy should be considered to require EV chargers as part of new developments. Industry standards indicate that 2-4% of spaces in new parking garages should be EV chargers, or at least EV charger "ready" (with proper power and accommodations).

Recommendation 10: Require a Parking Study with New Downtown Development

The city should require parking studies with all new downtown development as part of the formal city approval and TIF assistance processes. Studies should identify projected parking needs and develop plans for accommodating and managing transportation and parking demand.

The city should work to ensure that long-term parking needs with new development are accommodated to the extent reasonable; new residents and business owners/employees should be eligible for access to long-term parking permits under the city's new parking management program. Short-term parkers should be provided with off-street parking resources and encouraged and incentivized to use proximate on-street parking.

Recommendation 11: Monitor Parking Demand to Continually Assess Parking Needs

On and off-street parking demands should be monitored on an ongoing basis. It is recommended that on-street and off-street inventory and occupancy data be collected annually, and strategies included in this parking study should be revisited accordingly, considering the data collected. Particular attention should be paid to whether the proper balance has been achieved in accommodating short-term (customer and visitor) and long-term (employee and resident) parking needs and whether policies or operations need to be adjusted.

Recommendation 12: Seek Public-Private Partnerships to Strategically Add Parking Supply

With all downtown development, the city should seek public-private partnerships that could add off-street public parking supply, particularly covered parking in core areas, which provides a premium experience for parkers.

The city may be able to share, lease, or take over the management of off-street parking facilities built with new development to unlock more parking for public access. Assuming management responsibility over these facilities ensures they are managed consistently with the rest of the public parking system.

Recommendation 13: Implement Proper Parking Planning Measures with New Development

One of the primary challenges of new development is that it is typically built on off-street parking lots, which displaces available off-street parking supply. Any off-street parking loss will impact future parking supply and the ability to accommodate ongoing parking needs.

A planning-level assessment of future parking needs was done as part of this parking study. Based on the composition and timing of proposed developments within the city, analysis suggests the following:

- **In the area west of Broad Street and north of U.S. Highway 61 (redevelopment sites 120 Broad Street, 630 Main Street, 610 Main Street, 108 Broad Street):** As many as 168 additional parking spaces will be

needed within a 5-year timeframe and 484 additional parking spaces will be required at full build-out and occupancy (15 years).

- **In the downtown (redevelopment sites 222 Bush Street, 301 Main Street, 314 West 4th Street, 325 Plum Street, 413 Main Street, 204 West 4th Street, and 313 3rd Street):** As many as 246 additional parking spaces will be needed within a 5-year timeframe, and 254 additional parking spaces will be required at full build-out and occupancy (15 years).
- **420 Main Street redevelopment site:** Based on a proposed dining use, a modest 28 net new spaces are estimated to be needed at this site.
- **727 Main Street redevelopment site:** A modest 13 net new spaces are estimated to be needed at this site.

All new developments should be required to conduct a site parking study (Recommendation 10). Moreover, as development proposals are refined, the city should work to identify the loss of existing parking and which users are expected to park in these spaces. The city should work with development partners to identify and document the number of off-street parking spaces being lost or displaced with all new developments, and typical current off-street parking demand conditions in those facilities. Plans should be taken to accommodate displaced parkers whose parking demand will remain. The city should look to available public parking resources to accommodate projected parking needs, where possible. Additionally, the city should pursue public-private partnerships in new development, where possible (recommendation 12).

Communications, Wayfinding, and Marketing Recommendations

The customer experience is a critical component of any parking system. How information on parking facility locations, space availability, time restrictions, and other aspects of the system are communicated to the public greatly influences customer experience. Parking information can be delivered through various means, and the most effective method involves a uniform wayfinding system and easy-to-locate online resources. A recognizable brand and a uniform parking wayfinding system guide visitors and patients to all publicly available parking within an area. This not only improves the overall efficiency of the parking system but also reduces the time spent circulating for parking, creating a safer environment for drivers and pedestrians. Additionally, providing easily accessible and transparent parking information online can significantly reduce the stress experienced by first-time or infrequent visitors.

All communications, wayfinding, and marketing recommendations should be coordinated and integrated with City of Red Wing wayfinding and signage, planning, and other efforts.

Recommendation 14: Create a Recognizable City of Red Wing Parking Brand

This plan recommends developing a clear and recognizable brand for public parking in Red Wing. The brand will help create user recognition and trust and should be extended throughout all city signage and communications.



Left: Prominent, branded signage indicating parking facilities is recommended. Sign branding should correspond to branding all parking communications. Source: [Platteville.org](https://platteville.org); [Guidestudio.com](https://guidestudio.com)

Right: An example of parking branding and leveraging parking as an economic development tool. Source: <https://allieawaymarketing.com/>

Recommendation 15: Conduct an Inventory of Existing Signs and Take Appropriate Action

Various signs and sign types are used throughout downtown Red Wing, including parking-related signage. Too many signs can add visual clutter to an area and confuse visitors. Signs should provide simplified information with consistent messaging. After time limits are modified and a new managed off-street parking program is rolled out, the signage system across the city will need to be overhauled.

The city should document and inventory all non-regulatory signage to create an organized, comprehensive approach to signage and wayfinding. It should address outdated and inconsistent signage, remove defunct business signs, and remove extraneous poles and supports. The goal is to remove sign clutter and visual “noise.”

Recommendation 16: Apply Unified City of Red Wing Brand to All Downtown Parking System Signage

The current signage is inconsistent with the iconic City of Red Wing brand identity. Signs need to be designed and integrated to establish one unified and consistent parking system that is recognizable and provides a sense of place. This can be done by incorporating the city logo and parking brand elements into each sign within the sign system. This same branding should be used throughout all signs, print, and digital materials that the City of Red Wing distributes related to its parking system. This creates brand recognition and trust among customers.

Recommendation 17: Update Parking-Related Signage at Key Locations

A unified wayfinding parking signage system should be implemented across Red Wing. The primary objective of wayfinding signage is to assist in the navigation of different users and provide a sense of shared identity through various environments.

Most wayfinding signs can be grouped into one of four types: identification, directional, informational, and regulatory signs. Leveraging the different types is critical to developing a unified and efficient sign system.

- **Identification Signs** – Let you know that “you are here,” such as a gateway sign into a downtown
- **Directional Signs** – Tell you which way to go and are usually shown with arrows or distances/times
- **Informational Signs** – Provide you with additional information, such as a map with different destinations
- **Regulatory Signs** – Tell you different rules and regulations

All new signage should address the following design elements: colors, fonts, messaging, identity, placement, consistency, and continuity. Below are examples of the different sign types. These examples embrace the recommended design elements and consist of unified branding.



Identification



Directional



Informational



Regulatory



Recommendation 18: Design and Install Identification Signs for All Public Parking Facilities

To help visitors identify where they have parked for improved downtown wayfinding, the city should design and install identification signage for all public parking facilities. Each sign should have the same consistent look for each parking facility, including the name of the facility, and communicate “public parking” or the commonly known “P” (typically a white “P” on top of a contrasted colored circle background) to help identify parking. Examples of appropriate parking identification signs are included below.



Recommendation 19: Install Pedestrian Directional and Informational Signage at Key Locations

Everyone is a pedestrian at some point in their journey, particularly in a place like Red Wing, which is so walkable and relatively compact. The city should identify locations near exits to public parking facilities, hotels, and trolley stops along important pedestrian routes. The city should provide “you are here” maps and wayfinding tools to help guide visitors to various destinations downtown. Include public parking facility names on all pedestrian directional signs and maps. All signage should be consistent with the city’s messaging and brand. Physical maps should be consistent with maps used online across all platforms. Critical locations for consideration may include Levee Park, Old West Main Street, Bush Street, and LaGrange Park. Examples of effective pedestrian directional and informational signage and a parking map are included below. The City of Portland, Oregon, provides parking locations with names, addresses, and public restroom locations on physical maps oriented to downtown pedestrians.





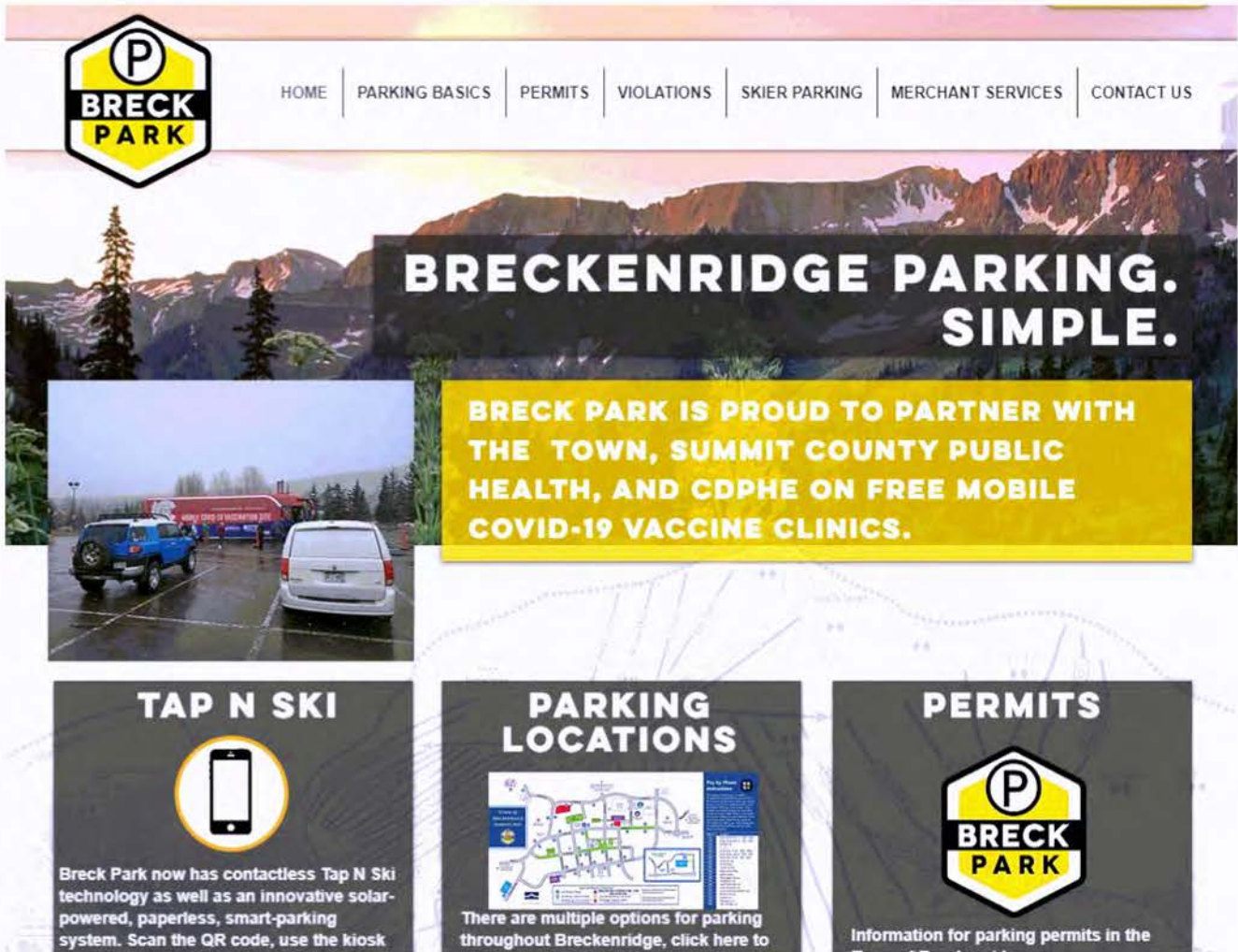
An example of a downtown “You are Here” map is in Nashville, Tennessee.

Recommendation 20: Update the City Website Related to Parking and Transportation

In addition to consulting web and app-based sources for restaurant recommendations and points of interest, people visiting a city for the first time often look to similar resources for parking information. Providing easily accessible and transparent parking information can significantly reduce the stress experienced by first-time or infrequent visitors to a city.

The City of Red Wing website should provide a clear and branded parking map showing where public parking is available and information on rates, rules, and regulations (the current parking map is difficult to find outside of a direct Google search and does not include time-limit information). Breckenridge, Colorado, is a community with

seasonal traffic that provides excellent web-based parking resources incorporating the city’s parking brand, “Breck Park.”



Source: BreckPark

The following map from Noblesville, Indiana, is clear and easy to navigate.



A clear, color-coded parking map showing specific rules and regulations should be developed and incorporated into the city's branding and communications campaign. Source: <https://allieverymarketing.com/>

Recommendation 21: Develop and Launch an Ongoing Parking-Related Communications and Marketing Campaign

Many of the frustrations and challenges around parking stem from users not knowing where to park or what the rules and regulations are. Users often cannot discern public parking resources from private or reserved parking resources. These issues are particularly pronounced for first-time or infrequent visitors to a particular community.

Building off the recommendations of this plan, the City of Red Wing should leverage internal communications personnel to develop and release an education and promotion campaign around where to park and what rules and regulations exist. Communications should come in the form of flyers, social media, the website, advertisements, and videos. The city should work with key stakeholders to distribute information to prospective visitors and those booking trips to Red Wing. The primary goal should be that visitors, *before* coming to Red Wing, understand the parking system constraints, particularly during events, and know where parking is located and what their options are.

Recommendation 22: Change Off-Street Parking Naming Structure

A new off-street parking nomenclature is recommended to facilitate messaging and communication, ease confusion, and create an understanding among parkers. It is not clear that names like "LaGrange Ramp," "Studebaker Ramp," and "Goodhue County Lot" are widely known. This naming convention should be consistent with the off-street parking management recommendations provided herein.

Personnel, Organization, and Community Engagement Recommendations

Recommendation 23: Create a Single City Parking Entity and Designate City Parking Oversight

Parking management is currently spread across several city units, including Police, Public Works, and Development Services. Centralization of parking program operations, enforcement, and management oversight is recommended under the leadership of a single staff person, ideally a parking manager, under a distinct parking division within the city's Department of Public Works. Current parking management duties in Red Wing may not support a full-time employee; therefore, this plan recommends an existing staff person be assigned these duties and this title and that their existing job responsibilities and compensation are adjusted accordingly to ensure they can effectively perform job duties.

The division should oversee all aspects of the parking system's strategic planning and day-to-day operations: system management, budgeting, policy development and planning, space and parking permit allocation/sales/distribution, enforcement, communications, and customer service. The division would have authority and autonomy for strategic and daily parking system operations and management. It would coordinate with other city entities, particularly police on enforcement, or engineering or public works on maintenance.

At this stage, the division should be able to collect user fees (e.g., parking permit fees) but should be tied to the city general fund (rather than be a separate self-sustaining parking authority, utility, or enterprise). Continued support from the general fund is anticipated to be needed to cover parking division expenses as on-street parking is unpaid, and ongoing revenues collected are expected to be relatively modest. The city should continue to evaluate the extent to which full parking management cost recovery could occur (i.e., with user revenue collected paying for all expenses incurred) versus receiving support from the general fund. It is unlikely that this will be the case anytime soon due to Red Wing having several parking assets it needs to operate and maintain and not being a paid parking environment.

Beyond system operations, the parking division would be responsible for strategic planning and leadership, including implementing this parking study, seeking partnerships and opportunities, being involved in planning and economic development projects, identifying and mobilizing internal resources and funding, garnering feedback from parking customers, guiding communications, marketing, and messaging, and establishing trust and communications.

Recommendation 24: Develop a Mission Statement that is Supported Across City Departments

Critically important is creating a parking mission statement that frames goals and objectives and serves as a guidepost for ongoing work. Parking policies, duties, and programs should be consistent with the mission statement, and the mission statement should be supported across all city agencies. This mission statement should be adopted at the outset of plan implementation and should be central to public relations and communications campaigns focused on implementing this strategic plan and implementing programs and initiatives. The inclusion of objectives like managing parking efficiently to promote customer service, quality of life, and economic development is recommended in the mission statement.

Recommendation 25: Engage with Community Organizations on Branding and Communications

One prominent partnership opportunity is partnering with community and business organizations to promote parking in Red Wing, communicate changes, and market the revamped Red Wing parking brand. These organizations have contact lists and established trust with community and business leaders and should be leveraged.

Recommendation 26: Implement a Citizens Parking Committee

The City of Red Wing should implement a citizen's parking committee of appointed residents and business leaders. This committee would meet several times throughout the year, receive updates about parking initiatives, and provide critical feedback. This is particularly important as the recommendations of this parking study are implemented.

Chapter 7, which follows, includes the recommended Implementation Action Plan.



7 Implementation Action Plan

Implementation Action Plan

The implementation action plan in Figure 14 below includes all strategic recommendations presented herein. Recommendations are organized based on Immediate (0-2 years), medium-term (2-3 years), and long-term (3+ years). Relative cost for each recommendation is provided. The recommendation numbers correspond to the numbers included in Chapter 6.

This implementation action plan should serve as the City of Red Wing's parking work plan for the coming years and a critical internal discussion and coordination tool.

Figure 14: Parking System Implementation Action Plan

*(Items are listed in no particular order within each timeframe)

Number	Action Item	Recommendation Type	Relative Cost
Immediate Action Items (0-2 years)			
1	Implement a Universal 3-hour On-Street Time Limit in the Downtown Red Wing and the West End District.	Policy, Parking Operations, and Management	\$\$\$
2	Adopt a New Policy Regarding Short-Term On-Street Spaces	Policy, Parking Operations, and Management	\$\$\$
14	Create a Recognizable City of Red Wing Parking Brand	Communications, Wayfinding, and Marketing	\$
20	Update City Website Related to Parking and Transportation	Communications, Wayfinding, and Marketing	\$
21	Develop and Launch an Ongoing Parking-Related Communications and Marketing Campaign	Communications, Wayfinding, and Marketing	\$\$
22	Change Off-Street Parking Naming Structure	Communications, Wayfinding, and Marketing	\$\$
23	Create a Single City Parking Entity and Designate City Parking Oversight	Personnel, Organization, and Community Engagement	\$
24	Develop a Mission Statement that is Supported Across City Departments	Personnel, Organization, and Community Engagement	\$
Medium-Term Action Items (Begin 2-3 years in, and ongoing)			
3	Administer a Modified Approach to Off-Street Parking Management: Parking Facility Time Limits and Permit Program	Policy, Parking Operations, and Management	\$\$
4	Implement an Integrated Virtual Parking Permit and Mobile License Plate Based Enforcement System	Policy, Parking Operations, and Management	\$\$\$
5	Calibrate Parking Permit Numbers and Parking Permit Rates for Effective Ongoing Parking Management	Policy, Parking Operations, and Management	\$
6	Improve the Parking Experience Along Levee Road and Pedestrian Connections to the West End District	Policy, Parking Operations, and Management	\$\$\$
15	Conduct an Inventory of Existing Signs and Take Appropriate Action	Communications, Wayfinding, and Marketing	\$\$\$
16	Apply Unified City of Red Wing Brand to All Downtown Parking System Signage	Communications, Wayfinding, and Marketing	\$\$
17	Update Parking-Related Signage at Key Locations	Communications, Wayfinding, and Marketing	\$\$\$
18	Design and Install Identification Signs for All Public Parking Facilities	Communications, Wayfinding, and Marketing	\$\$\$
19	Install Pedestrian Directional and Informational Signage at Key Locations	Communications, Wayfinding, and Marketing	\$\$\$
26	Implement a Citizens Parking Committee	Personnel, Organization, and Community Engagement	\$

Implementation Action Plan, continued

Number	Action Item	Recommendation Type	Relative Cost
Long-Term Action Items (Begin 3+ years in and ongoing)			
7	Launch and Maintain a Formal City-Led Shared Parking Program	Policy, Parking Operations, and Management	\$
8	Implement Best Practices for Event Parking Management	Policy, Parking Operations, and Management	\$\$
9	Strategically Add Electric Vehicle Chargers and Require Chargers for New Developments	Policy, Parking Operations, and Management	\$\$
10	Require Parking Study with New Downtown Development	Policy, Parking Operations, and Management	\$
11	Monitor Parking Demand to Continually Assess Parking Needs	Policy, Parking Operations, and Management	\$
12	Seek Public-Private Partnerships to Strategically Add Parking Supply	Policy, Parking Operations, and Management	\$
13	Implement Proper Parking Planning Measures with New Development	Policy, Parking Operations, and Management	\$
25	Engage with Community Organizations on Branding and Communications	Personnel, Organization, and Community Engagement	\$

Source: Walker Consultants, 2024



A Appendix

Model - Shared Use Agreement for Parking Facilities

This Shared Use Agreement for Parking Facilities, entered into this ____ day of _____, _____, between _____, hereinafter called lessor and _____, hereinafter called lessee. In consideration of the covenants herein, lessor agrees to share with lessee certain parking facilities, as is situated in the City of _____, County of _____ and State of _____, hereinafter called the facilities, described as: [Include legal description of location and spaces to be shared here, and as shown on attachment 1.]

The facilities shall be shared commencing with the ____ day of _____, _____, and ending at 11:59 PM on the ____ day of _____, _____, for [insert negotiated compensation figures, as appropriate]. [The lessee agrees to pay at [insert payment address] to lessor by the ____ day of each month [or other payment arrangements].] Lessor hereby represents that it holds legal title to the facilities

The parties agree:

1. USE OF FACILITIES

This section should describe the nature of the shared use (exclusive, joint sections, time(s) and day(s) of week of usage.

-SAMPLE CLAUSE-*[Lessee shall have exclusive use of the facilities. The use shall only be between the hours of 5:30 PM Friday through 5:30 AM Monday and between the hours of 5:30 PM and 5:30 AM Monday through Thursday.]*

2. MAINTENANCE

This section should describe responsibility for aspects of maintenance of the facilities. This could include cleaning, striping, seal coating, asphalt repair and more.

-SAMPLE CLAUSE-*[Lessor shall provide, as reasonably necessary asphalt repair work. Lessee and Lessor agree to share striping, seal coating and lot sweeping at a 50%/50% split based upon mutually accepted maintenance contracts with outside vendors. Lessor shall maintain lot and landscaping at or above the current condition, at no additional cost to the lessee.]*

3. UTILITIES and TAXES

This section should describe responsibility for utilities and taxes. This could include electrical, water, sewage, and more.

-SAMPLE CLAUSE-*[Lessor shall pay all taxes and utilities associated with the facilities, including maintenance of existing facility lighting as directed by standard safety practices.]*

4. SIGNAGE

This section should describe signage allowances and restrictions.

-SAMPLE CLAUSE-*[Lessee may provide signage, meeting with the written approval of lessor, designating usage allowances.]*

5. ENFORCEMENT

This section should describe any facility usage enforcement methods.

-SAMPLE CLAUSE-*[Lessee may provide a surveillance officer(s) for parking safety and usage only for the period of its exclusive use. Lessee and lessor reserve the right to tow, at owners expense, vehicles improperly parked or abandoned. All towing shall be with the approval of the lessor.]*

6. COOPERATION

This section should describe communication relationship.

-SAMPLE CLAUSE-*[Lessor and lessee agree to cooperate to the best of their abilities to mutually use the facilities without disrupting the other party. The parties agree to meet on occasion to work out any problems that may arise to the shared use.]*

7. INSURANCE

This section should describe insurance requirements for the facilities.

-SAMPLE CLAUSE-*[At their own expense, lessor and lessee agree to maintain liability insurance for the facilities as is standard for their own business usage.]*

8. INDEMNIFICATION

This section should describe indemnification as applicable and negotiated. This is a very technical section and legal counsel should be consulted for appropriate language to each and every agreement.

-NO SAMPLE CLAUSE PROVIDED-

9. TERMINATION

This section should describe how to or if this agreement can be terminated and post termination responsibilities.

-SAMPLE CLAUSE-*[If lessor transfers ownership, or if part of all of the facilities are condemned, or access to the facilities is changed or limited, lessee may, in its sole discretion terminate this agreement without further liability by giving Lessor not less than 60 days prior written notice. Upon termination of this agreement, Lessee agrees to remove all signage and repair damage due to excessive use or abuse. Lessor agrees to give lessee the right of first refusal on subsequent renewal of this agreement.]*

10. SUPPLEMENTAL COVENANTS

This section should contain any additional covenants, rights, responsibilities and/or agreements.

-NO SAMPLE CLAUSE PROVIDED-

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date Set forth at the outset hereof.

[Signature and notarization as appropriate to a legal document and as appropriate to recording process negotiated between parties.]

Please return to: Administrative Staff, Cary Planning Department, P.O. Box 2008, Cary, NC 27512-8005

**STATE OF NORTH CAROLINA
COUNTY OF WAKE**

**SAMPLE
Shared Parking Agreement**

This Shared Parking Agreement ('Agreement') entered into this _____ day of _____, 200__ by and between _____, whose address is _____, and Parcel Identification Number (PIN) is _____ ('Lessor') and _____, whose address is _____, and Parcel Identification Number (PIN) is _____ ('Lessee').

1. To relieve traffic congestion in the streets, to minimize any detrimental effects of off-street parking areas on adjacent properties, and to ensure the proper and uniform development of parking areas throughout the Town, the Town of Cary Land Development Ordinance ('LDO') establishes minimum number of off-street parking and loading spaces necessary for the various land uses in the Town of Cary; and
2. Lessee owns property at _____, Cary, N.C. ('Lessee Property') which property does not have the number of off-street parking spaces required under the LDO for the use to which Lessee Property is put; and
3. Lessor owns property at _____, Cary, N.C. ('Lessor Property') which is zoned with the same or more intensive zoning classification than Lessee Property and which is put to a use with different operating hours or different peak business periods than the use on Lessee Property; and
4. Lessee desires to use some of the off-street parking spaces on Lessor Property to satisfy Lessee Property off-street parking requirements, such shared parking being permitted by the Town of Cary LDO, Section 7.8.3; and
5. Town LDO requires that such shared use of parking spaces be done by written agreement.

NOW THEREFORE, in consideration of the premises and the information stated above, the parties agree as follows:

1. SHARED USE OF OFF STREET PARKING FACILITIES

Per Section 7.8.2, Town of Cary Land Development Ordinance (Off-Street Parking Space Requirements), Lessor is required _____ off-street parking spaces and has _____ existing off-street parking spaces, which results in an excess of _____ off-street parking spaces. Lessee is required _____ off-street parking spaces and has _____ existing off-street parking spaces.

Lessor hereby agrees to share with Lessee a maximum of _____ off-street parking spaces associated with Lessor's Property, which is described in more detail on Attachment 1, attached hereto and incorporated herein by reference ('Shared Spaces').

Lessee's interest in such parking spaces is non-exclusive. The Lessee's shared use of parking shall be subject to the following:

[describe the time, days etc of the use and the nature of the shared use, limits on time vehicles may be parked, etc.]

2. TERM

This Agreement shall be effective upon execution by both parties and shall be accepted by the Planning Director and shall not be amended and/or terminated without written consent of both parties and the Cary Planning Director, or his/her designee.

3. SIGNAGE

Directional signage in accordance with Chapter 9, Town of Cary Land Development Ordinance and the written approval of Lessor may be added to direct the public to the shared parking spaces.

4. COOPERATION

The parties agree to cooperate and work together in good faith to effectuate the purpose of this Agreement.

5. SUPPLEMENTAL COVENANTS

No private agreement shall be entered into that overrides this agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date Set forth at the outset hereof.

(Lessor)

(Date)

(Lessee)

(Date)

(Planning Director)

(Date)

_____ COUNTY, NORTH CAROLINA

SWORN TO AND SUBSCRIBED before me this _____ day of _____, 20_____

(Official Seal)

Signature of Notary Public

My Commission Expires

_____ COUNTY, NORTH CAROLINA

SWORN TO AND SUBSCRIBED before me this _____ day of _____, 20_____

(Official Seal)

Signature of Notary Public

My Commission Expires



THE CITY OF SAN DIEGO

RECORDING REQUESTED BY:
THE CITY OF SAN DIEGO
AND WHEN RECORDED MAIL TO:

Blank lines for recording information

(THIS SPACE IS FOR RECORDER'S USE ONLY)

SHARED PARKING AGREEMENT

This SHARED PARKING AGREEMENT ("Agreement") is entered into and effective ____, 20__, by and between ____, and the City of San Diego.

RECITALS

WHEREAS, pursuant to sections 142.0535 and 142.0545 of the Land Development Code, the City of San Diego specifies criteria which must be met in order to utilize off-site shared parking agreements to satisfy on-site parking requirements.

NOW, THEREFORE, in consideration of the recitals and mutual obligations of the parties as herein expressed, ____, and the City of San Diego agree as follows:

1. ____ the owner of the property located at ____, agrees to provide ____ the owner of the property located at ____ with the right to the use of (____) parking spaces ____ from ____ as shown on Exhibit A to this Agreement on property located at ____.

1.1 Applicant: ____ Co-Applicant: ____
Assessor Parcel No: ____ Assessor Parcel No: ____
Legal Description: ____ Legal Description: ____

- 2. The parking spaces referred to in this Agreement have been determined to conform to current City of San Diego standards for parking spaces, and the parties agree to maintain the parking spaces to meet those standards.
3. The Parties understand and agree that if for any reason the off-site parking spaces are no longer available for use by ____, will be in violation of the City of San Diego Land Development Code requirements. If the off-site parking spaces are no longer available, Applicant will be required to reduce or cease operation and use of the property at Applicant's address to an intensity approved by the City in order to bring the property into conformance with the Land Development Code requirements for required change for required parking. Applicant agrees to waive any right to contest enforcement of the City's Land Development Code in this manner should this circumstance arise.

Although the Applicant may have recourse against the Party supplying off-site parking spaces for breach of this Agreement, in no circumstance shall the City be obligated by this agreement to remedy such breach. The Parties acknowledge that the sole recourse for the City if this Agreement is breached is against the Applicant in a manner as specified in this paragraph, and the City may invoke any remedy provided for in the Land Development Code to enforce such violation against the Applicant.

Continued on Page 2

- 4. The provisions and conditions of this Agreement shall run with the land for those properties referenced in paragraph 1 of this document and be enforceable against successors in interest and assigns of the signing parties.
- 5. Title to and the right to use the lots upon which the parking is to be provided will be subservient to the title to the property where the primary use it serves is situated.
- 6. The property or portion thereof on which the parking spaces are located will not be made subject to any other covenant or contract for use which interferes with the parking use, without prior written consent of the City.
- 7. This Agreement is in perpetuity and can only be terminated if replacement parking has been approved by the City's Director of the Development Services Department and written notice of termination of this agreement has been provided to the other party at least sixty (60) days prior to the termination date.
- 8. This Agreement shall be kept on file in the Development Services Department of the City of San Diego in Project Tracking System (PTS) Project Number: _____ and shall be recorded on the titles of those properties referenced in paragraph 1 of this document.

In Witness whereof, the undersigned have executed this Agreement.

Applicant

Date: _____

Deputy Director

Business and Process Management, Development Services

Date: _____

Party/Parties Supplying Spaces

Date: _____

Shared Parking Agreement

'160.117(E)(4): A Shared parking. Formal agreements which share parking between intermittent uses with non-conflicting parking demands (eg. a church and a bank) are encouraged as a means to reduce the amount of parking required. Such agreements are subject to the approval of the Planning Commission. Individual spaces identified on a site plan for shared users shall not be shared by more than one user at a time.@

As owner(s) of the property located at _____, I (we) hereby agree to share _____ parking spaces (as shown on attached site plan) during the following times and days:

The following restrictions apply:

Required parking

My (our) property requires _____ parking spaces based upon the City's parking lot ordinance. The use of my (our) property is _____ and it contains _____ square feet.

The applicant's property requires _____ parking spaces based upon the City's parking lot ordinance. The use of the applicant's property is _____ and it contains _____ square feet.

Site Plan

Attach a diagram of the entire parking lot. Enumerate spaces to be shared per this agreement. Also indicate any spaces within this lot which are shared with other entities.

Owner Signature: _____ Date: _____

Owner Signature: _____ Date: _____

Applicant Signature: _____ Date: _____

PARKING LOT LEASE AGREEMENT

This PARKING LOT LEASE AGREEMENT (“Agreement”) is made and entered into as of this ____ day of _____, 200__, by and between the [PLEASE PROVIDE EXACT NAME OF TRUST AND NAMES OF (CO)-TRUSTEES] (“Owner”), and the CITY OF ARCADIA, a California municipal corporation (“City”). Owner and City are hereinafter sometimes referred to collectively as “parties” and individually as a “party.”

R E C I T A L S

A. Owner is the owner in fee of that certain real property located at [ADDRESS], Assessor’s Parcel Numbers (“APN”) [APN NUMBER] located in the downtown area of the City of Arcadia, County of Los Angeles, State of California (the “Property”).

B. City has requested to lease, and Owner is willing to lease, those portions of the Property more particularly depicted in Exhibit “A”, attached hereto and incorporated by this reference (the “Premises”), for the purpose of providing public parking according to the terms and conditions of this Agreement.

C O V E N A N T S

Based upon the foregoing Recitals, which are incorporated into this Agreement by reference, and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by both parties, Owner and City hereby agree as follows:

1. Grant of Lease. Owner hereby leases to City, and City hereby leases from Owner, the Premises and all landscaping, improvements, and structures that will be used for the Permitted Uses (defined below) according to the terms and conditions of this Agreement.

2. Term.

2.1 Initial Term. The lease of the Premises shall be for an initial term of five (5) years (the “Initial Term”), commencing upon the date that the City Council approves in accordance with law this fully executed Agreement (the “Commencement Date”) and expiring on the date that is the fifth (5th) anniversary of the Commencement Date.

2.2 Automatic Renewal. Upon the expiration of the Initial Term, the lease of the Premises shall be divided into one (1) year renewable terms, wherein each one (1) year term is hereinafter referred to as a “Renewable Term.” The first Renewable Term shall automatically commence upon the date that is the day immediately after the expiration of the Initial Term, and each subsequent Renewable Term shall automatically commence on the date that is the day immediately after the expiration of the previous Renewable Term. The lease of the Premises for any time after the expiration of the Initial Term (i.e., for any time during any and all Renewable Terms) is hereinafter referred to as the “Extended Term.” The Initial Term and Extended Term are collectively referred to in this Agreement as the “Term.”

2.3 Termination of Lease. Either party, in its sole and absolute discretion, may terminate the lease of the Premises either: (i) at the expiration of the Initial Term, or (ii) at any time during the Extended Term. The party seeking to terminate the lease shall deliver to the other party written notice thereof no later than sixty (60) days prior to the date of termination.

3. Rent and Security Deposit.

3.1 Rent. City shall pay to Owner as rent for the Premises [AMOUNT] per month (the "Rent"). The first payment of Rent shall be prorated pursuant to Section 3.4 below (if applicable) and shall be delivered to Owner no later than the date that is three (3) weeks after the Commencement Date. Each and every subsequent payment of Rent shall be delivered to Owner no later than the tenth (10th) day of the month for which the Rent is due.

3.2 Security Deposit. City shall deliver to Owner, no later than the date that is three (3) weeks after the Commencement Date, a security deposit in the amount of [AMOUNT] (the "Security Deposit"). The Security Deposit shall be held by Owner as security for the performance by City of the terms and conditions of this Agreement to be kept and performed by City. Prior to the use of the Security Deposit for any obligation to be performed by City pursuant to this Agreement, Owner shall deliver written notice to City of the reason for the use, and Owner shall provide City with an opportunity to cure any failure to perform said obligation prior to the use of the Security Deposit pursuant to the cure provisions set forth in Section 10 below. If City fully performs every obligation of this Agreement to be performed by it, the Security Deposit or any balance thereof shall be returned to City upon termination of this Agreement.

3.3 Delivery. All payments and charges due under this Agreement shall be paid by City in lawful money of the United States of America, which shall be legal tender at the time of payment, at:

Attn: _____

or to such other person or at such other place as Owner may from time to time designate in writing. Owner shall promptly deliver to City any change in address or person responsible for receiving payment of Rent. City shall not be in default of this Agreement if Owner fails to receive any payment of Rent when Owner fails to promptly deliver any change in address or person responsible for receiving payment.

3.4 Prorated Amounts. Any Rent due under this Agreement for any fractional part of a calendar month shall be prorated based on the ratio that the number of days in that month during the Term bears to the total number of days in that month.

4. Permitted Uses. For the duration of the Term, the Premises shall be used for parking by the general public and incidental uses relating thereto (the "Permitted Uses"), and for no other purpose, subject to the following conditions: (i) no overnight parking shall be permitted; (ii) parking for each vehicle used by a member of the general public shall be limited

to four (4) hours for any twenty-four (24) hour period, provided, however, that the time limits may be adjusted by mutual consent of the parties; (iii) any vehicle used by a current employee of [NAME] may park all day on the Premises, but only if such vehicle has a parking permit or sticker for such all day use clearly posted on the vehicle's bumper or windshield; and (iv) any other rules and regulations that City may impose on the general public for the use of the Premises. With respect to the condition concerning the ability of [NAME] employees to park on the Premises pursuant to clause (iii) above, the parties agree that this parking condition shall remain in effect only so long as [NAME] remains in business at its location as of the Commencement Date, and that in the event [NAME] no longer continues its business operations at such location, City shall have no obligation to comply with the parking condition set forth in clause (iii) above.

5. Improvement and Maintenance of Premises. City, at its own cost and expense, shall be responsible for the improvement and maintenance, as needed, of the Premises for use as a public parking lot, including but not limited to: (i) surfacing the parking lot; (ii) striping parking lot spaces; and (iii) providing signage, as needed. Signage shall indicate, where City determines is appropriate, that the parking lot is open for use by the general public.

6. Insurance.

6.1 General Liability. City shall obtain and keep in force and effect for the entire Term a commercial general liability insurance policy which names Owner as an additional insured, protecting against claims of bodily injury, personal injury and property damage based upon, involving, or arising out of the use or maintenance of the Premises by City. Such insurance shall be on an occurrence basis providing single limit coverage in an amount not less than One Million Dollars (\$1,000,000.00) per occurrence.

6.2 Certificates. City shall provide to Owner a certificate of insurance evidencing insurance coverage as provided herein no later than the date that is three (3) weeks after the Commencement Date, and thereafter as requested by Owner until the termination of this Agreement.

6.3 Self-Insurance. In lieu of the obligations set forth in Section 6.1 and 6.2 above, City may satisfy its obligation to provide general liability insurance for the Premises through a self-insurance program, but only if City remains self-insured for no less than One Million Dollars (\$1,000,000.00) in liability claims. In the event that City is self-insured, City shall deliver to Owner, no later than the date that is three (3) weeks after the Commencement Date, a statement, certificate, or other proof of financial responsibility, duly acknowledged by City's authorized representative, for One Million Dollar (\$1,000,000.00) in self-insurance.

7. Indemnity. City shall indemnify, defend, and hold harmless Owner and its officers, officials, employees, agents, or representatives (collectively the "Indemnitees") against any and all claims, demands, causes of action, damages, costs, expenses, losses and liabilities, at law or in equity arising out of or relating to (i) any activity or work done, permitted, or suffered on the Premises; (ii) use of the Premises by City and its officers, officials, employees, agents, representatives, invitees, patrons, or sub-lessees; or (iii) the acts or omissions of City or its officers, officials, employees, agents, or representatives acting in an official capacity. This

indemnity shall specifically include the right to indemnification for any claims, demands, causes of action, damages, costs, expenses, losses and liabilities, at law or in equity arising from the acts or omissions, whether negligent, reckless, willful or otherwise, of any member of the public (as that term is defined below) while that member of the public is or was on or about the Premises. Notwithstanding the forgoing sentences in this Section 7, City shall have no obligation to indemnify, defend, and hold harmless the Indemnitees for any claim, demand, cause of action, damages, costs, expenses, losses and liabilities arising from or relating to (i) a pre-existing environmental condition concerning hazardous substances on or under the Premises; or (ii) any negligent, reckless, or willful act or omission of Indemnitee(s) while on or about the Premises.

For purposes this Agreement, the term “hazardous substance” shall mean any substance or material defined or designated as hazardous or toxic waste, hazardous or toxic material, a hazardous or toxic substance, or other similar term by any federal, state, or local environmental statute, regulation, or ordinance. For purposes of this Section 7, the term “member of the public” shall mean any person other the officers, officials, employees, agents, or representatives, acting in an official capacity, of Owner or City.

8. Peaceable Possession. Owner hereby warrants and represents that it has the authority to lease the Premises and to execute this Agreement. Owner further covenants and agrees that City, upon performing and quietly observing the terms and conditions of this Agreement, shall have the right to hold, occupy, and enjoy the Premises for the Permitted Uses during the Term without any interruption or hindrance from Owner, its successors or assigns, or any person or entity lawfully claiming by or through it.

9. Assignment and Subletting. Upon Owner’s approval, which shall not be Unreasonably withheld, conditioned, or delayed, City shall have the right to assign or transfer this Agreement or any interest in this Agreement, and shall have the right to sublet the Premises or any part thereof, for the purpose of operating and maintaining the Premises for the Permitted Uses.

10. Default. The occurrence of any one or more of the following events shall constitute a material default (“default”): (i) the vacating or abandonment of the Premises by City; (ii) the failure by City to pay Rent when due pursuant to this Agreement, and such failure continues for a period of ten (10) days after delivery of written notice from Owner to City of said failure; and (iii) the failure by either party to observe or perform any of the obligations of this Agreement to be observed or performed by the responsible party (other than the obligation described in clause (ii) above), where such failure either: (A) continues for a period of thirty (30) days after delivery of written notice thereof from the party seeking performance, or (B) if performance cannot be completed with thirty (30) days, cure of such failure has not commenced within thirty (30) days after delivery of written notice thereof and diligently prosecuted until completion within sixty (60) days of the expiration of the thirty (30) day period (for a total of ninety (90) days). Upon an event of default and after the expiration of the applicable cure period, this Agreement and City’s right to lease the Premises shall terminate upon the date that is one day after the date of expiration of the applicable cure period unless the party in default cures the default within the applicable cure period.

11. Miscellaneous.

11.1 Binding on Heirs. This Agreement shall be binding upon the parties hereto and inure to their respective representatives, transferees, successors, and assigns.

11.2 Litigation Expenses. If either party to this Agreement commences an action against the other party to this Agreement arising out of or in connection with this Agreement, the prevailing party shall be entitled to recover reasonable attorneys' fees, expert witness fees, costs of investigation, and costs of suit from the losing party.

11.3 Notices. All notices required to be delivered under this Agreement to another party must be in writing and shall be effective: (i) when personally delivered by the other party or messenger or courier thereof; (ii) three (3) business days after deposit in the United States mail, registered or certified; (iii) one (1) business day after deposit before the daily deadline time with a reputable overnight courier or service; or (iv) upon receipt of a telecopy or fax transmission, provided a hard copy of such transmission shall be thereafter delivered in one of the methods described in the foregoing (i) through (iii); in each case postage fully prepaid and addressed to the respective parties as set forth below or to such other address and to such other persons as the parties may hereafter designate by written notice to the other parties hereto:

To City: City of Arcadia

Copy to:

To Owner: _____

Attn: _____

Copy to: _____

Attn: _____

11.4 Entire Agreement, Waivers, and Amendments. This Agreement incorporates all of the terms and conditions mentioned herein, or incidental hereto, and

supersedes all negotiations and previous agreements between the parties with respect to all or part of the subject matter hereof. All waivers of the provisions of this Agreement must be in writing and signed by the appropriate authorities of the party to be charged. A waiver of the breach of the covenants, conditions or obligations under this Agreement by either party shall not be construed as a waiver of any succeeding breach of the same or other covenants, conditions or obligations of this Agreement. Any amendment or modification to this Agreement must be in writing and executed by the appropriate authorities of City and Owner.

11.5 Interpretation; Governing Law. This Agreement shall be construed according to its fair meaning and as if prepared by all of the parties hereto. This Agreement shall be construed in accordance with the internal laws of the State of California without regard to any conflict of law principles in effect at the time of the execution of this Agreement.

11.6 Severability. If any provision of this Agreement is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remaining provisions will nevertheless continue in full force without being impaired or invalidated in any way.

11.7 Force Majeure. In the event that either party is delayed, hindered, or prevented from performing any act required hereunder by reason of strikes, lockouts, or other labor troubles, inability to procure or shortage of materials or supplies, failure of power, energy shortages, restrictive governmental laws or regulations, inclement weather, fire, explosion, earthquake or other casualty, riots, insurrection, war, act of God, or other causes that are without the fault and beyond the reasonable control of such Party, then the performance of the party obligated to perform under this Agreement shall be excused for and extended by the period of such delay.

11.8 Headings. Section and Subsection headings in this Agreement have been inserted solely for the convenience of the parties, and such captions, headings, and titles shall in no way define or limit the scope, intent, or application of any provision of this Agreement.

11.9 Time is of the Essence. Time is of the essence with respect to every provision of this Agreement.

11.10 Computation of Time. Unless otherwise specified in this Agreement, use of the word "days" shall mean calendar days, and any provision requiring the computation of time shall be based upon a standard calendar of three hundred sixty five and one-quarter (365 ¼) days.

11.11 Execution in Counterpart. This Agreement may be executed in several counterparts, and all so executed shall constitute one agreement binding on all parties hereto, notwithstanding that all parties are not signatories to the original or the same counterpart.

[signatures on next page]

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date first set forth above.

“CITY”

CITY OF ARCADIA,
a California municipal corporation

By: _____
Mayor

ATTEST:

City Clerk

APPROVED AS TO FORM:

City Attorney

“OWNER”

By: _____
Its: _____

By: _____
Its: _____

PARKING LOT USE AGREEMENT

THIS PARKING LOT USE AGREEMENT (this "Agreement") is effective as March 1, 2017, ("Effective Date"), and is entered into by and between Port San Luis Harbor District, ("District") and Avila Beach Civic Association ("Association").

RECITALS

A. District is the owner of the Parking Lot as identified by San Luis Obispo County Assessor's office as assessment number 076-215-012, located in Avila Beach, California ("Parking Lot"). The Parking Lot is located adjacent to Avila Beach Post Office.

B. District has made the Parking Lot available for use by the Association, for parking of vehicles only, under the terms and conditions set forth below.

AGREEMENT

NOW THEREFORE, in consideration of the foregoing Recitals, which are incorporated herein as though set forth in full, and in consideration of the mutual promises and covenants set forth in this Agreement, the parties agree as follows:

1. Grant of Use. District hereby grants a non-exclusive right, privilege and permission, subject to the terms and provisions of this Agreement, to possess and occupy the Parking Lot for the sole purpose as defined and set forth below.

2. Term of Agreement. The term of this Agreement shall commence on March 1, 2017 the Effective Date and end on February 28, 2022 ("Term"), unless terminated sooner in accordance with paragraph 3 of this Agreement.

2.1 Option to Extend Initial Term. Upon the mutual written agreement of the parties, the Term may be extended for a maximum of (1) one additional period of five (5) years. Neither party shall be under any obligation to agree to an extension of the Term. In the event the parties mutually agree to an extension under this Subsection 2.2, the Term shall be deemed to end on the date as agreed amount the parties. "Term" shall include the initial term and any extension thereof.

3. Early Termination. The District shall have the right to terminate this Agreement at any time, with or without cause, upon ninety (90) days written notice to Association as provided in paragraph 15 herein.

4. Limitations to Agreement. Association's use of the Parking Lot shall not be exclusive. District shall also have the right to use the Parking Lot for its own purposes, which shall take priority over Association's right of use. District use will be allowed with advance notice to Association of at least one week. In the case of an emergency, as determined by the District in its sole discretion, the one week notice requirement shall be waived allowing for immediate use and access by the District. There is no limit on such use. With the exception of

the current rental and use by the United States Post Office, Association, Avila Beach Community Center, nor any of their tenants, rental patrons, etc., may sell, rent, lease, or charge for the use of the Parking Lot. The Association shall use the Parking Lot solely for its own business related services, which includes the occasional rental of the Community Center building to no more than six (6) days per month for special events.

5. Agreement Fee. It is mutually understood and agreed that the agreed upon fee for use of the Parking Lot ("Agreement Fee") was determined based upon an estimate of the cost of surface care and parking space striping of the Parking Lot. The initial Agreement Fee of \$1,008 will be due upon March 1, 2017. All subsequent Agreement Fees will be due on the anniversary date of the term and subject to CPI increases as set forth in Section 5(a) below..

- a) Consumer Price Index. The Agreement Fee will be increased annually by Consumer Price Index (CPI) as defined below. The CPI to be used for purposes of this subparagraph shall be the Index of the Bureau of Labor Statistics of the U.S. Department of Labor for CPI U (All Urban Consumers), for L.A./Riverside/Orange County, All Items (1982-1984=100) ("Index"), published by the United States Department of Labor, Bureau of Labor Statistics, for the average of the twelve month period preceding the Adjustment Date; herein the "Index". In the event that CPI decreases in any given year, the Agreement Fee shall remain the same. In the event the compilation and/or publication of the Index shall be transferred to any other governmental department or bureau or agency or shall be discontinued, then the index most nearly the same as the Index shall be used to make such calculation
- b) United States Post Office. When and if the United States Post Office no longer operates out of the Associations' building, the annual Agreement Fee will increase to \$1,224 and also increase based upon CPI as set forth below.
- c) Sponsorship. As a material part of the consideration provided in this Agreement, the Association and the Avila Beach Community Center will recognize the District as a community sponsor on their respective websites.

6. Compliance with Laws. Association shall, at all times during the Term, comply (and shall cause its members, employees, agents, visitors, and licensee, to comply) with all laws, codes, statues, ordinances and regulations applicable to this Agreement and Association's use of the Parking Lot. In conjunction therewith, Association shall obtain, at its sole cost and expense, any other approvals and permits necessary to use the Parking Lot if applicable.

7. Maintenance and Notice of Necessary Repairs. The Association is responsible for Parking Lot maintenance as it relates to trash clean-up, weed abatement, parking enforcement, parking violators/violations, fencing, and signage. The District will be responsible for the Parking Lot surface care and parking space striping.

8. Signage, Alterations and Modifications. The District will review and inspect signage posted at the Parking Lot. Existing signage installed at the Parking Lot is approved as provided in the attached photos, but with the deletion of references to private property. If the District identifies signage that is in need of repair or in poor condition, the Association will replace and/or repair the signage identified by the District. Association shall not, without prior written consent from District, place any signage on, or otherwise alter, modify, improve or change the Parking Lot. The Association shall have the right to place temporary signs to reserve parking for special events at the Community Center (without charging for said parking), limited as provided above in Paragraph 4. Any request from Association to place signage on, or otherwise alter, modify, improve or change the Parking Lot must include drawings or a detailed written proposal of any such requested changes. Any and all such District approved signage, alterations, modifications, improvements or changes shall be at the sole cost and expense of Association.

9. Indemnification. Association agrees to defend, indemnify and hold harmless the District, its members, employees, agents, officers and officials from and against liabilities, losses, penalties, damages and expenses, including costs and attorney fees, arising out of all claims, liens, damages, obligations, actions, suits, judgments or settlements, or causes of action, of every kind, nature and character arising or alleged to arise out of the negligent or willful acts or omissions of Association, its officials, agents and employees and subcontractors in the performance of this Agreement. Association shall, at its sole cost and expense, appear, defend and pay all attorney fees and, other costs and expenses arising hereunder. In addition, if any judgment shall be rendered against District in any such action, Association shall, at its sole cost and expense, satisfy and discharge such obligation of the District. District shall have the right, at its own expense, to participate in the defense of any suit, without relieving Association of any of its obligations hereunder. District retains final approval of any and all settlements or legal strategies which involve the interest of District. The indemnities set forth herein shall survive the expiration or termination of this Agreement.

10. Assumption of Risk. Association acknowledges and agrees that by use of the Parking Lot, Association assumes all risk of loss or damage to property, including, without limitation, property damage, and all risk of personal injury, including but not limited to death, attributable to any cause other than the gross negligence or unlawful conduct of District. Association further agrees that it is familiar with the condition of the Parking Lot and the suitability of the Parking Lot for its intended use and accepts the Parking Lot on an "AS-IS" "WHERE-IS" basis. Association forever releases District, its agents, manager, affiliates and employees from and against any and all of Association's claims, causes of action, liabilities and expenses arising out of or relating to any such loss, damage, or injury. District, its agents, manager, affiliates and employees shall not be responsible or liable for loss or damages by reason of fire, theft, collision or any other cause to parked vehicles or their contents, provided no unlawful act of District or its employees resulted in the loss or damages.

11. Security. Association acknowledges that as of the Effective Date and at all times during the Term, it shall maintain security measures appropriate to reasonably protect the Parking Lot and any and all Association employees, guests, visitors, and/or licensees.

12. Insurance Requirements. The procuring of required policies of insurance shall not be construed to limit Licensee's liability thereunder, nor to fulfill the indemnification provisions and requirements of this License. Notwithstanding said policies of insurance, Licensee shall be obligated for the full and total amount of any damage, injury, or loss caused by negligence or neglect connected with this License or with Licensee's use or occupancy of any portion of the Premises.

The Licensee shall purchase, maintain and keep in force during the term of this License at Licensee's sole cost and expense the following insurance:

- A. CERTIFICATE OF WORKERS' COMPENSATION INSURANCE as required by the statutory laws of the State of California Labor Code.
- B. CERTIFICATE OF GENERAL LIABILITY INSURANCE AND AUTO LIABILITY INSURANCE with accompanying "Additional Insured" endorsement documents. All endorsements shall clearly state policy number.

Commercial General Liability and Auto Liability policies shall include endorsements naming Port San Luis Harbor District, Its Officers, Agents, Volunteers and Employees as additional insured. Endorsements for General Liability and Auto Liability shall state that the Licensee's insurance is "primary" and Port San Luis Harbor District is "non-contributory," or copies of the complete policy which state the equivalent may be submitted in their entirety.

Minimum Insurance Requirements – General Liability Insurance:

One million dollars (\$1,000,000) each occurrence (combined single limit)

One million dollars (\$1,000,000) for personal injury liability

Two million dollars (\$2,000,000) in the aggregate

Minimum Insurance Requirements – Auto Liability Insurance:

One million dollars (\$1,000,000) per occurrence for bodily injury and/or property damage

Policy shall cover any auto

The Auto Liability Insurance requirement may be waived if a licensee and licensee employees will not be use any vehicle for business purposes on District property. This waiver will only be effective if the Licensee signs and delivers to the Licensor a waiver form for non-auto use.

13. Association Events of Default. Events of default ("Events of Default") include, but are not limited to, the following:

A. Any material misrepresentation by Association in the inducement of this Agreement or the use of the Parking Lot;

B. Breach of any agreement, representation or warranty made by Association in this Agreement;

C. Failure of Association to perform in accordance with or comply with the terms and conditions of this Agreement, including, but not limited to the following:

- i) Action or failure to act which affects the safety and/or welfare of individuals on or around the Parking Lot;
- ii) Failure to perform in accordance with terms and conditions of this Agreement;
- iii) Failure to operate and maintain the Parking Lot in a manner satisfactory to District, or inability to operate and maintain the Parking Lot satisfactorily as a result of insolvency, filing for bankruptcy or assignment for the benefit of creditors;
- iv) Abandonment of the Parking Lot for reasons not beyond Association's reasonable control;
- v) Failure to comply with any term of this Agreement, including but not limited to, the provisions concerning insurance and nondiscrimination, and any other acts specifically and expressly stated in this Agreement constituting an Event of Default;
- vi) Default by Association under any other agreement Association may have with District.
- vii) District has the option to terminate Agreement based upon events that cannot be predicted by the District.

14. Assignment and Successor and Assigns. The interest of Association under this Agreement is personal to Association and may not be assigned or transferred to any other individual or entity without District's prior written consent.

15. Notices. All notices required hereunder shall be in writing and shall be deemed properly served if delivered in person or if sent by registered or certified mail, with postage prepaid and return receipt requested, to the following addresses (or to such other address as either party may subsequently designate):

If to District: Port San Luis Harbor District
P.O Box 249
Avila Beach, CA 93424
Attn: Harbor Manager

With a copy to: Adamski Moroski Madden Cumberland & Green LLP
P.O. Box 3835
San Luis Obispo, CA 93403-3835
Attn: Jeffrey A. Minnery

If to Association: Avila Beach Civic Association
P.O. Box 154
Avila Beach, CA 93424

All notices required hereunder shall be deemed received on the date of delivery, or attempted delivery if delivered in person, or if mail, on the date which is two (2) days after the date such notice is deposited in the U.S. mail.

16. Severability. In the event that any provision(s) of this Agreement is (are) determined to be legally invalid, the parties hereto agree that that particular provision shall be null and void, but that the remainder of this Agreement shall remain in full force and effect.

17. No Third Party Beneficiary. This Agreement is not intended and shall not be construed so as to grant, provide or confer any benefits, rights, privileges, claims, causes of action or remedies to any person or entity as a third party beneficiary under any statutes, laws, codes, ordinances or otherwise.

18. No Waiver. No waiver of any default under this Agreement shall constitute or operate as a waiver of any subsequent default hereunder, and no delay, failure or omission in exercising or enforcing any right, privilege or option under this Agreement shall constitute a waiver, abandonment or relinquishment thereof.

19. Entire Agreement and Amendment. The Agreement, including all exhibits and referenced documents, constitutes the entire Agreement of the parties with respect to the matters contained herein. No modification of or amendment to the Agreement shall be effective unless such modification or amendment is in writing and signed by both parties hereto. Any prior agreements or representations, either written or oral, relating to the subject matter of the Agreement, are of no force or effect.

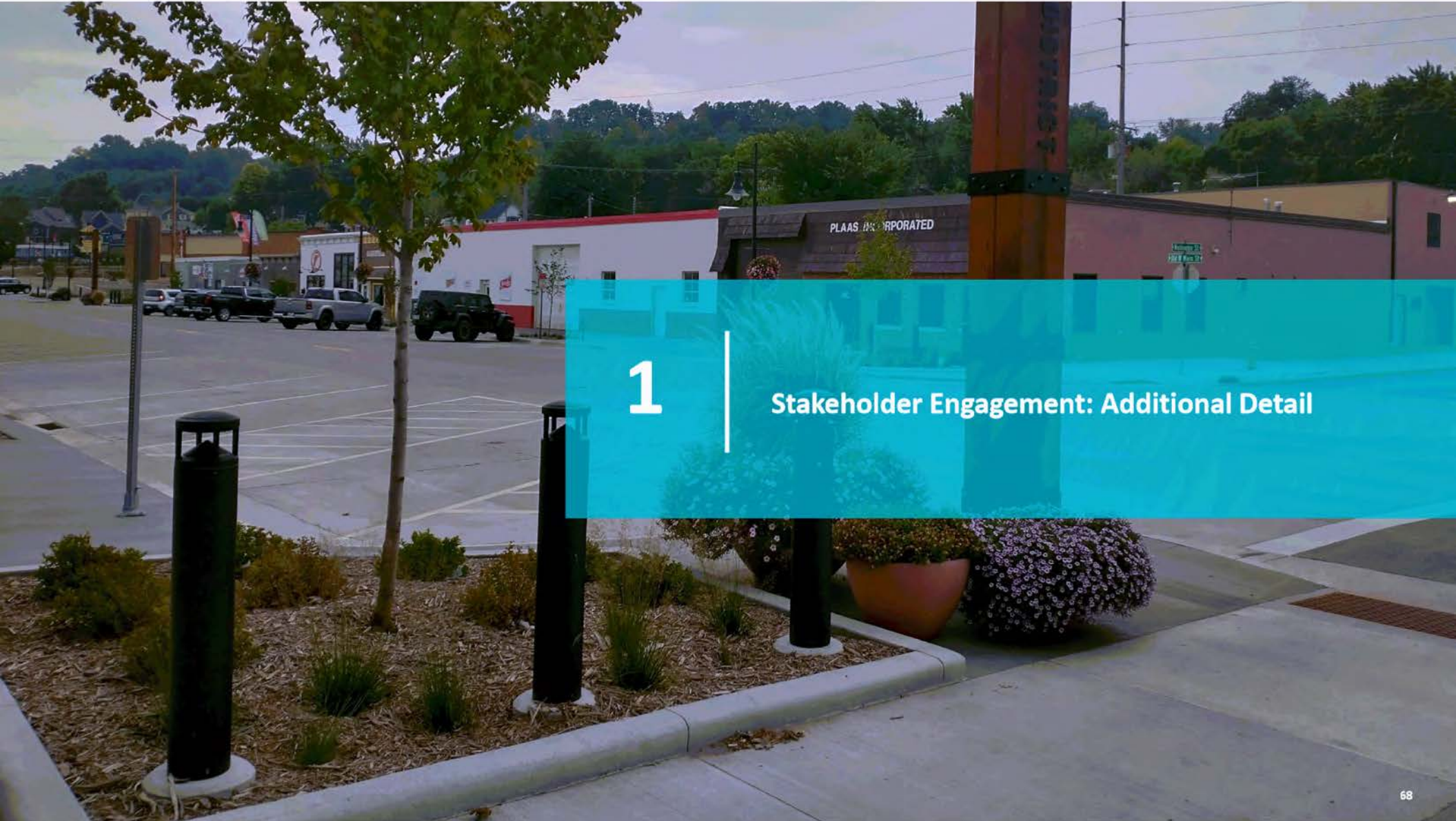
IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the Effective Date.

DISTRICT:
Port San Luis Harbor District

ASSOCIATION:
Avila Beach Civic Association

By: _____

By: _____



1

Stakeholder Engagement: Additional Detail

KICK-OFF MEETING: KEY FINDINGS

- Inconsistent enforcement and signage
- Perception/education/information problem
- Impacts of new development
- Set expectations for parties involved in parking
- Leverage private parking assets
- Promote walking and biking



LISTENING SESSIONS: KEY FINDINGS

STRENGTHS	WEAKNESSES	OPPORTUNITIES
<ul style="list-style-type: none">• Free parking• Proximity• Consistent availability• Walkability• Beautification efforts• 15-minute library parking	<ul style="list-style-type: none">• Time limits not enforced• No turnover in West End• Need handicap spaces on Old Main West• Ramp safety perceptions• Street signage is hard to read• Lack of awareness of options	<ul style="list-style-type: none">• Expand capacity in West End• Education through Chamber and other groups• Online presence• Downtown streetscape and walkability improvements• Expand 15-minute spaces• Improve signage

DOWNTOWN TARGETED LISTENING SESSIONS: KEY FINDINGS

- Expand 15-minute spaces on 3rd
- Older population in RW apprehensive about walking further
- Popular belief that enforcement won't ticket you
- Need policies about snow removal
- Some desire for replacing downtown on-street parking to expand biking and walking
- Establish RW as a tourist destination

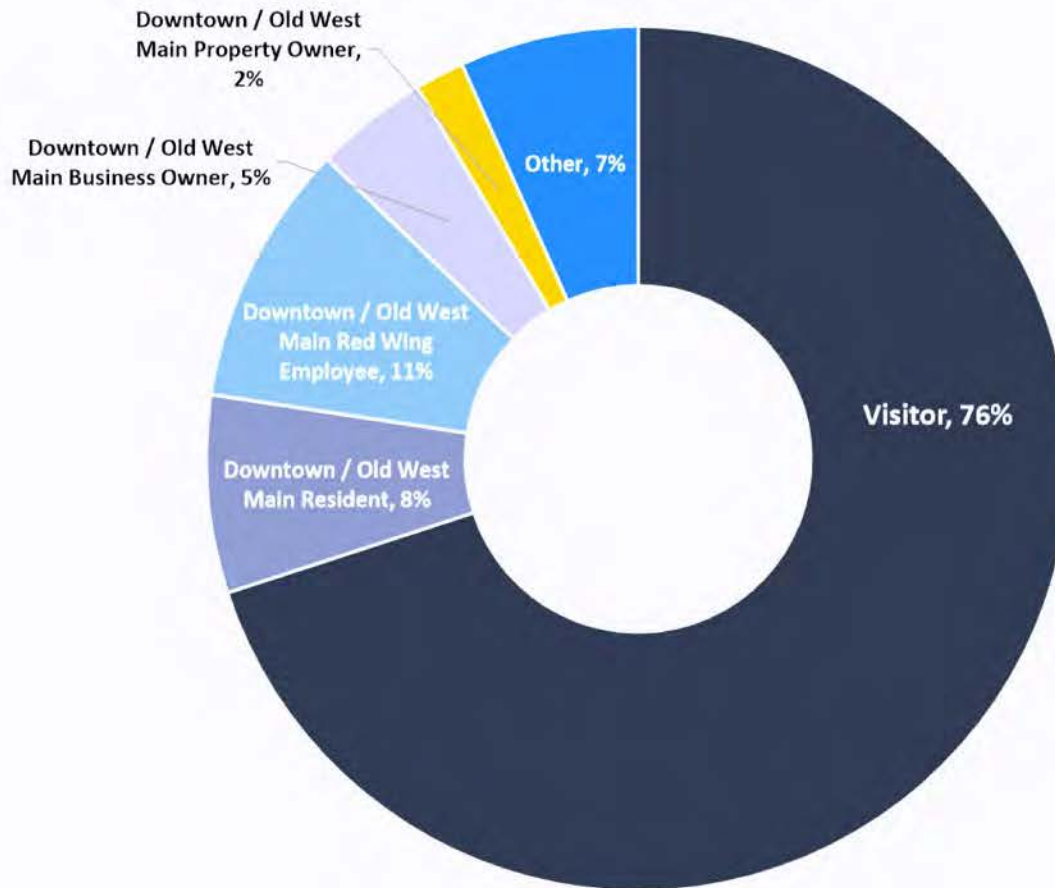


WEST END TARGETED LISTENING SESSION: KEY FINDINGS

- Busy area, especially in summer
- Abuse of short-term parking spaces
- Development is halted due to parking concerns
- People are not parking below and using bridge
- Need awareness of availability
- Consider expanding off-street capacity



Q1- TOTAL SURVEY RESPONDENT MIX



Response Summary
636 responses (English)
2 responses (Spanish)
6 written responses
644 total responses

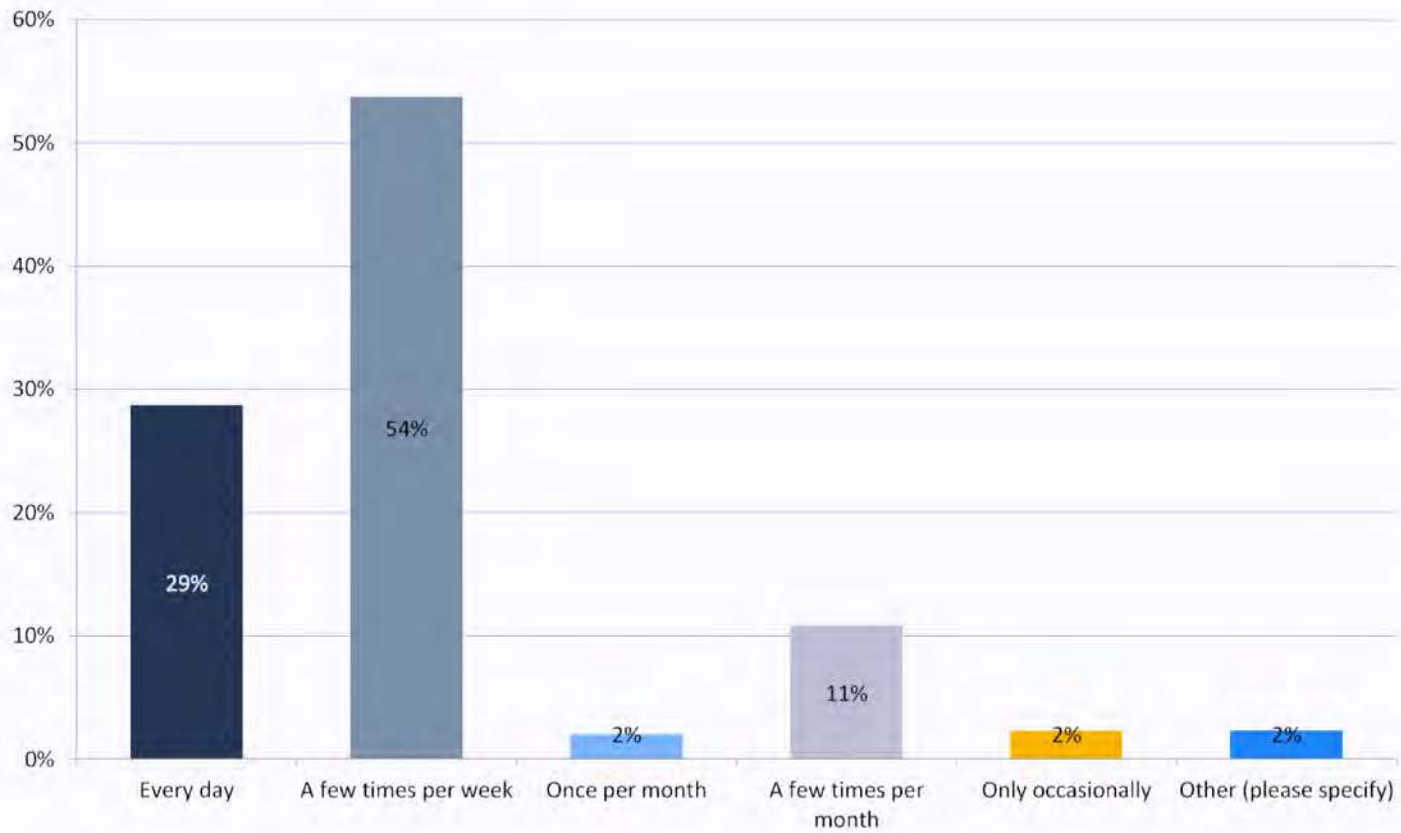
Q1- "OTHER" RESPONSES

Howill
IN need of ADA Parking
Putnam Ave
Old Fairgrounds resident
I live in upper Burnside.
Red Wing resident
Resident
Red Wing resident upper Burnside
City of Red Wing homeowner.
I don't live downtown but live on top of the hill going down town.
Floreance Township
On outskirts of Red Wing
I do not live in downtown Red Wing or Old West Main, but I work fulltime in downtown Red Wing.
A business owner on W. 5th st.
Resident who supports local businesses
Visitor 6 to 10 times a year
Resident of Red Wing
Wish to move downtown
Restaurant visitor
I live in Red Wing and am a frequent visitor to old west main
Live in Frontenac. own several properties in Red Wing
Resident
Lives in Red Wing
South end resident
live in Old Fairgrounds and frequent downtown

West End Old Fairgrounds Resident
Red Wing resident
Live in red wing
visiting friends and church
I live in town 3 block from downtown
Snowbird...live in RW from late May until mid Oct.
I live on Bevans Circle
I have lived here for 69 years. I have been a business owner in downtown
.
Retired Downtown Business Owner
I want to develop in downtown and want more parking before we spend money.
Just retired old west main employee
Red Wing Resident
Red Wing resident
West End District store owner
Shopper
Live and work in Red Wing never anywhere to park after 3 pm at either areas
I live NEAR downtown, on Central Ave.
Burnside
I live 8 blocks from 3rd St.
6th Street/East Avenue resident (near downtown)
I do live in RW however.
I support downtown businesses when I can find a place to park

Q2- HOW OFTEN DO YOU VISIT DOWNTOWN

644 responses



Public survey summary

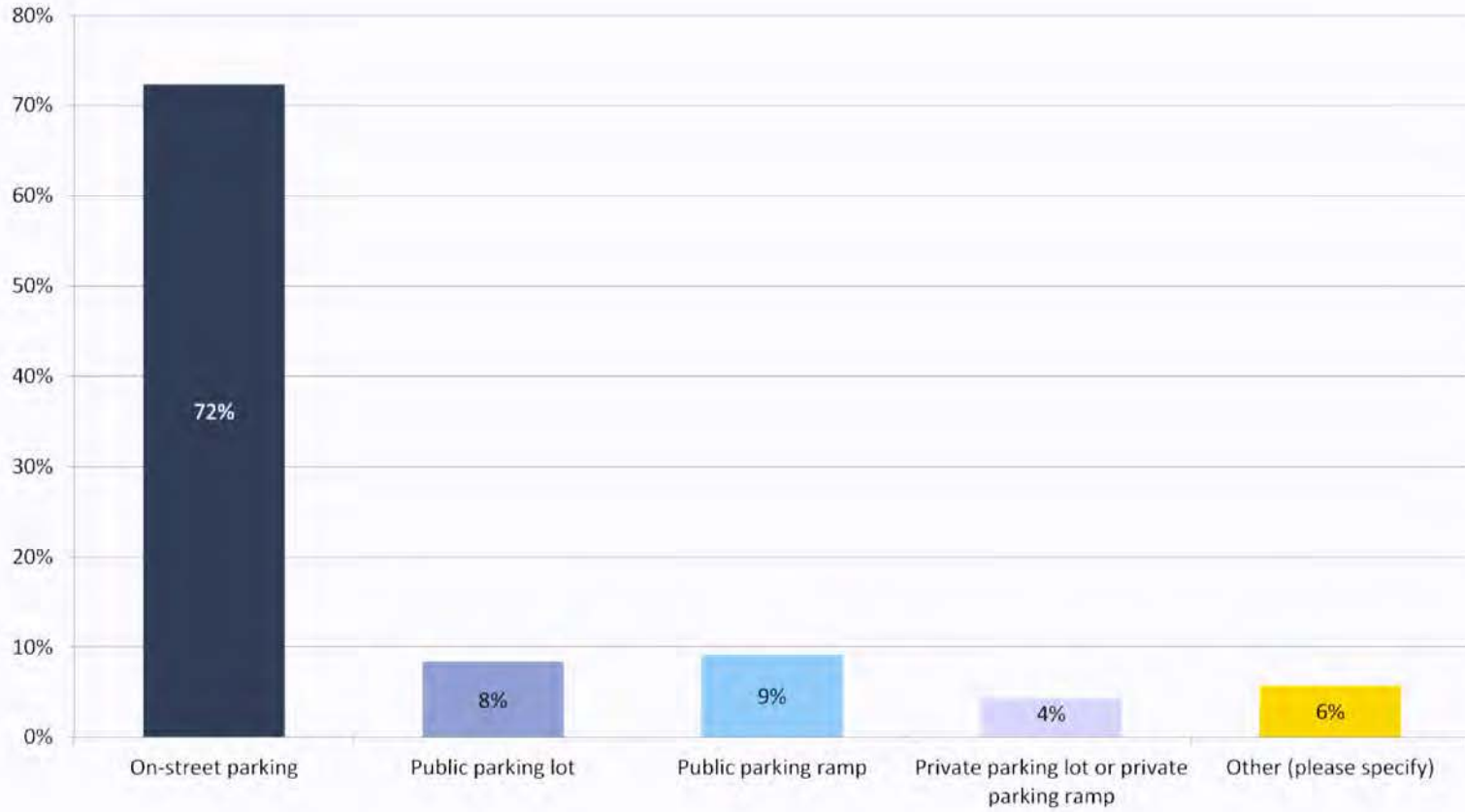
Q2- "OTHER" RESPONSES

perhaps the business employees can find off street parking by parts store on old west main
Would definitely frequent restaurants and stores if there was a better parking
5 days a week
I live in downtown Red Wing
Mostly the library x12 a month
5-7 times per week.
Every time I come to town, I visit the downtown or old west main daily.
4-5 times per week
3 to 4 days/week
As needed depending on opportunity
twice a week
Several times a month
West End District, we prefer that over Old West
4 or 5 days a week.
It depends on if I can find a parking spot!

Q3- WHERE DO YOU TYPICALLY PARK

644 responses

All Respondents

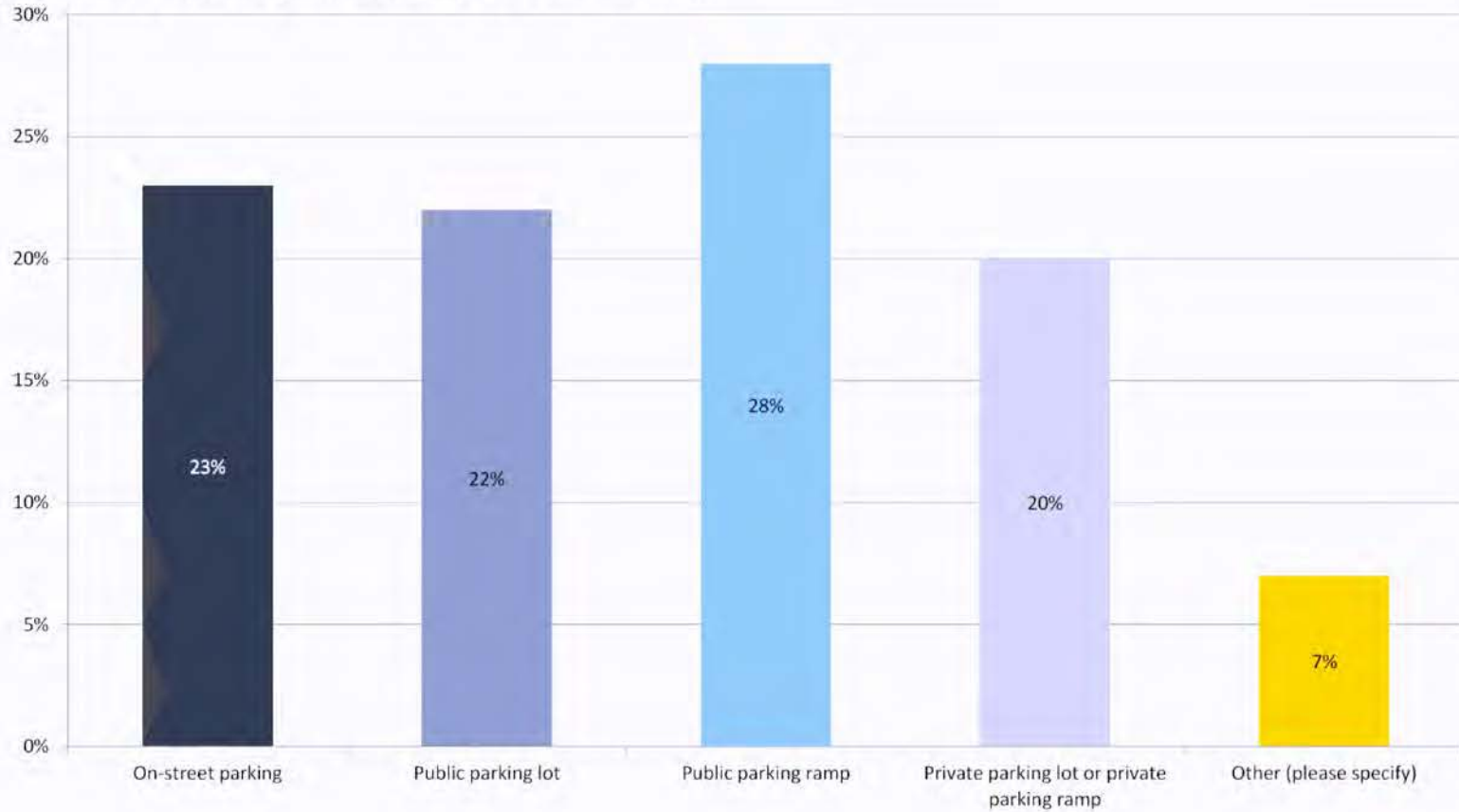


Public survey summary

Q3- WHERE DO YOU TYPICALLY PARK

100 responses

Employees, Business Owners, and Property Owners Only



Public survey summary

Q3- WHERE DO YOU TYPICALLY PARK

492 responses

Visitors Only

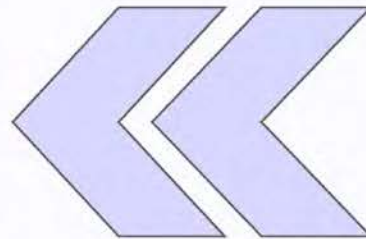


Public survey summary

Q3- WHERE DO YOU TYPICALLY PARK

Takeaways

- Most *employee* respondents rely on parking in publicly provided parking spaces, rather than private spaces.
- 23 employees identified that they park on-street. Yet in later survey questions, many visitors expressed their frustration about employees *parking on the street in front of businesses*.
- Very few visitors claim to park in public ramps or lots. This may be due to a lack of *signage* identifying that there is available parking, what the time limits are, and that they are free to park in.



FREE PARKING
HERE

Public survey summary

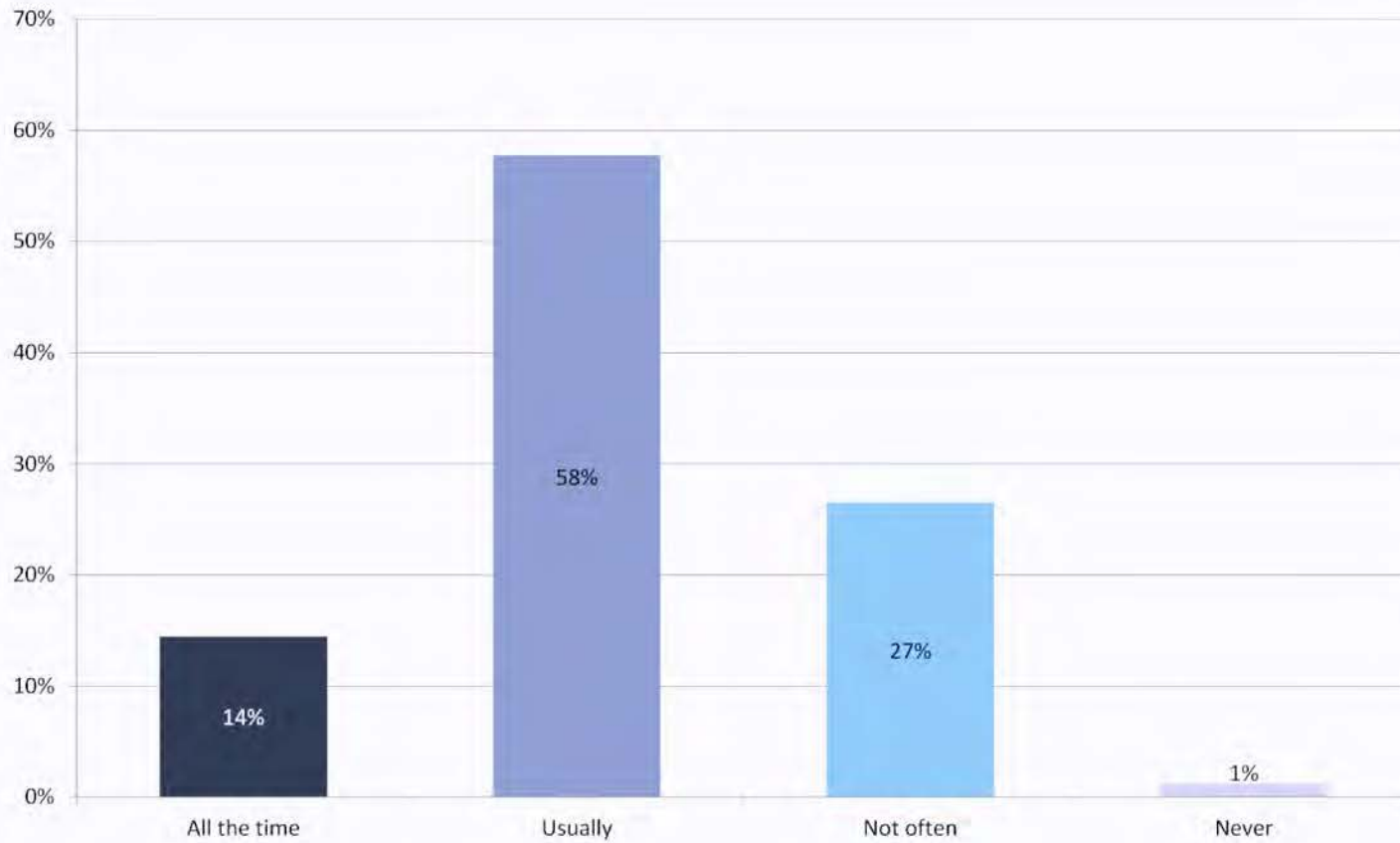
Q3- "OTHER" RESPONSES

On-street and paid residential parking	Where ever I can find a spot
All of the above	I often walk, since we live just a few blocks from one end of downtown. In bad weather/if I'm going farther, I generally park on the street.
On street and bike parking	I use all of the first 3 listed
Where I can find a spot to park	Walk
where do all the staff who work in these areas park, and where are the people going to park in the new remodeled bank building for apartments	Depends on what's available
I walk or ride my bike usually	Where ever I can
I use all of the above depending on what's available	West End District
I'm usually there on off peak hours.	Usually on street but when need ramp or parking lot there alot empty spaces
On street or public parking lot	Where ever the closest to venue is available. If nothing is available, I won't go to that destination(s).
side of building owned by my landlord	On street preferred then public lot then ramp
Old west main- on the street or parking lot. If downtown- where every I can find one.	On-street downtown and private on Old West Main
I try to find on street parking but it is hard	Work parking lot
Far enough away from store but close enough to feel safe	Disabled Parking
On street when I can, but I often have a bike rack on the back of my truck. That can make parking difficult. It also make it tougher to park in a cramped parking ramp.	On street or public lot, depending on availability.
I would say I have a mix of parking. I shoot for on street, but also use the public lots too. I don't mind walking a little bit.	I walk
Wherever I can because it is all free and convenient	I'm 73 years old without a HC permit. Parking near the retailers helps.
Parking lot across from Libertys	
Parking ramp am, on-street pm	
Handicap parking spot	
we mainly walk or ride bike	
Anywhere I can find - most of the street parking is full and ramps/lots can be far from my destination.	

Public survey summary

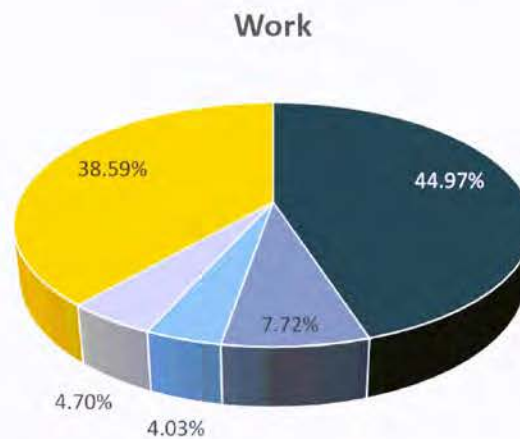
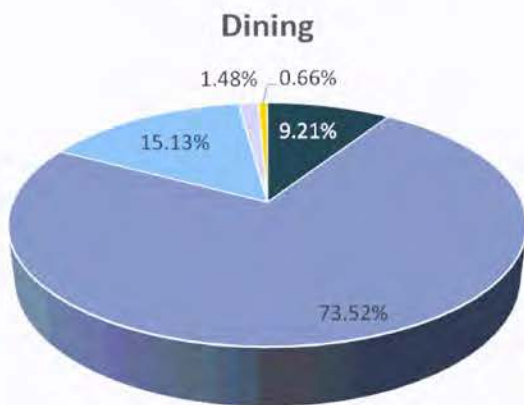
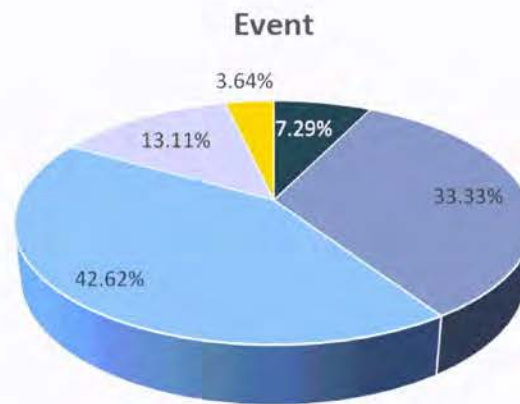
Q4- FREQUENCY OF FINDING PREFERRED PARKING

644 responses



Q5- AVERAGE LENGTH OF VISIT

644 responses



Common Response Themes

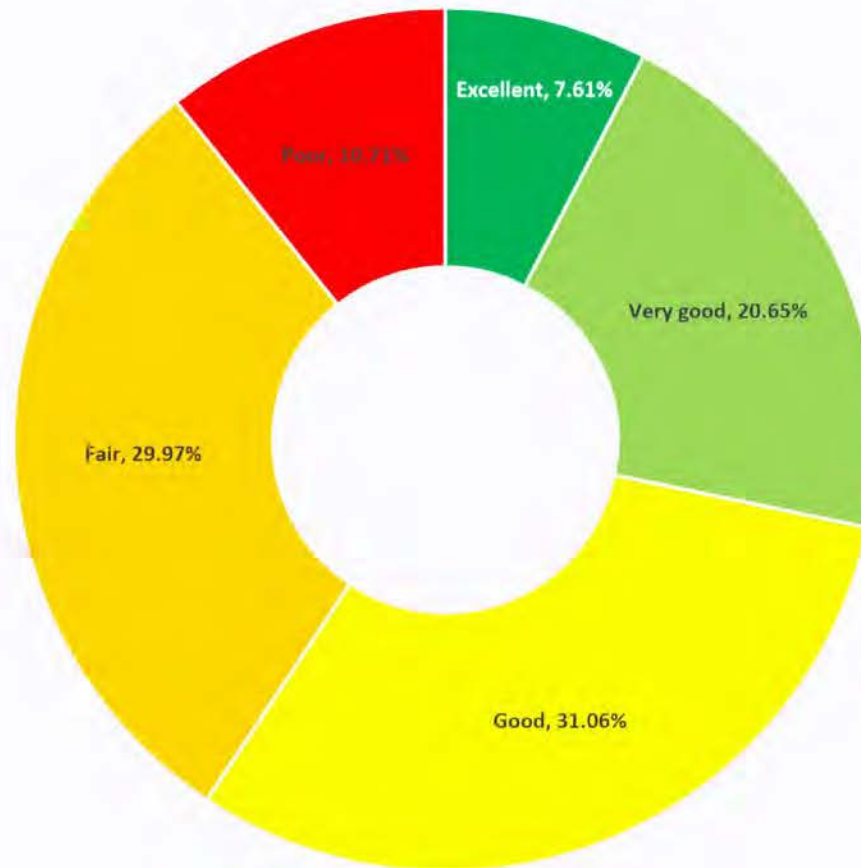
- 19 people identified themselves as retired
- 14 people identified that they do not work downtown
- Other reasons people come downtown include:
 - Library
 - Parks
 - YMCA
 - Church
 - Sports or classes

Legend

- Less than 1 hour
- 1-2 hours
- 2-3 hours
- 3-4 hours
- More than 4 hours

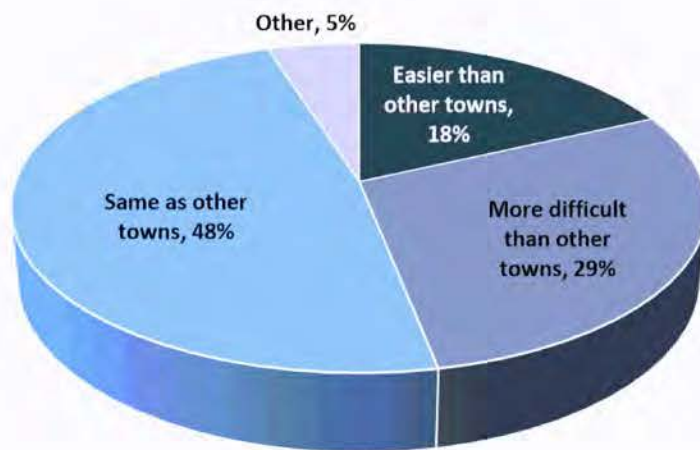
Q6- RATE YOUR PARKING EXPERIENCE

644 responses



Q7- DIFFICULTY OF PARKING COMPARED TO SIMILAR-SIZED CITIES

644 responses



Common Response Themes

- Finding available parking is more challenging on weekends and lunchtime
- Challenge to safely back out of angled parking
- Difficult to park overnight
- Easier to park because of recent parking enforcement efforts
- Challenge when time limited parking isn't enforced
- Signage confusing for visitors

Q7- "OTHER" RESPONSES

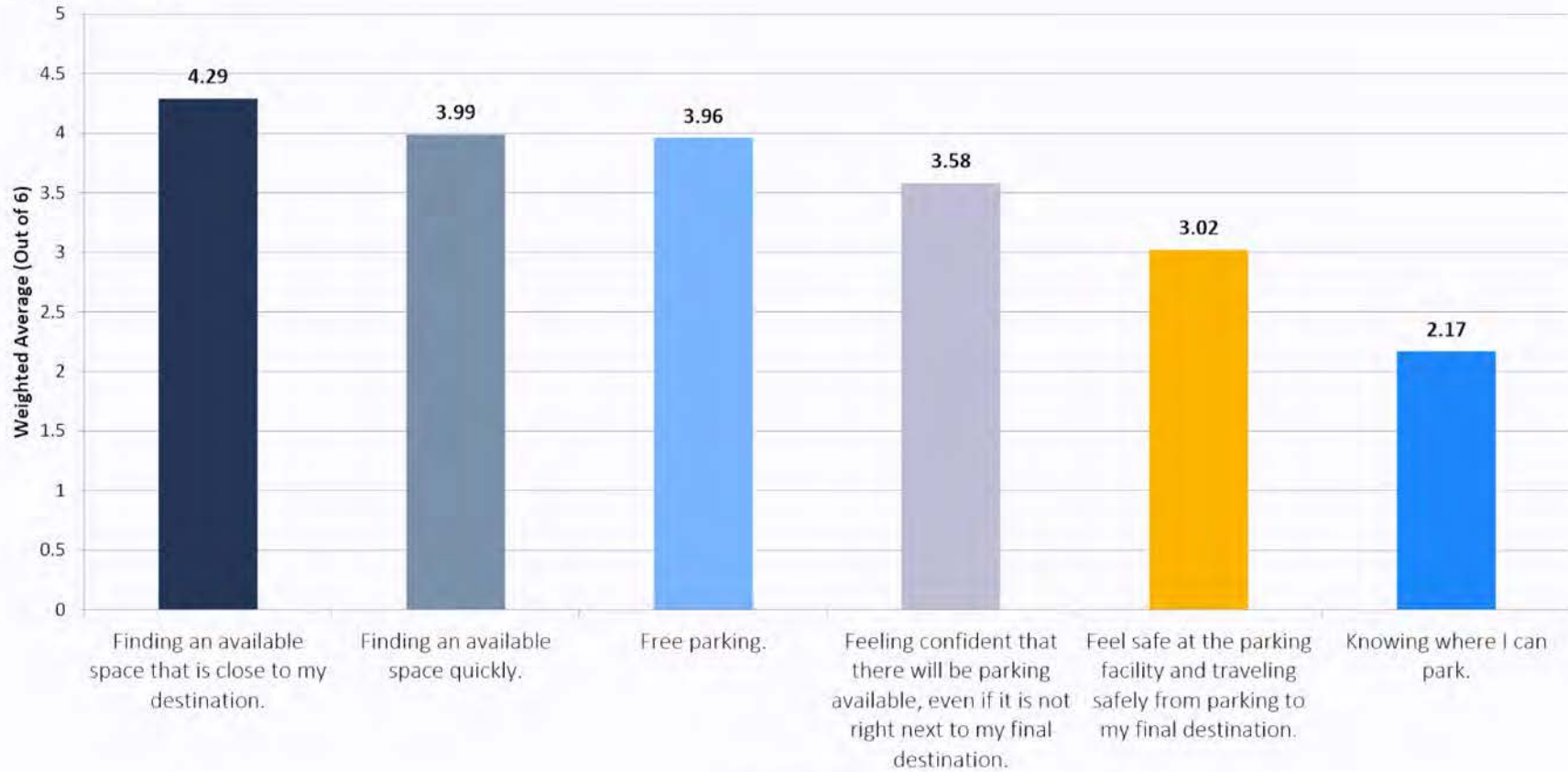
Stillwater
I don't really have experience with parking in other communities this size.
Weekends and during a busy day, the parking is worse than others our size. On a slow day, parking is about the same
moving their cars every couple hours. Parking is hard to find and if I don't leave my house for a couple days I shouldn't have to worry about my car being told. Plus in general parking is difficult more so than
I think Red Wing has many parking lots, ramps, on and off street parking. But these bump out are terrible. They consume many spots for parking.
not enough experience
WATCH how you back up----never exceed 4 mph
most of the time I use Handicap parking if available
spaces / ramps.
and mid day are shit for parking. While early mornings and evenings are less busy unless there is an event going on.
parking, it's dangerous backing out. Those double cab trucks should not park in angled parking spots.
Weekend is hard to find a spot, gt's really hard to back out of a spot (low visibility) and in front of police on w. 5th is occupied by police cars, spots on 6th st is always open so I wish police would park there instead
Depends on the day and also events at The Sheldon
Hi
Not sure
The lack of availability to park overnight is a barrier
I don't go to other communities much.
The public lots are convenient, depending on where I need to go. If I am not near a lot then it can be difficult

Too few spots to park if towing a trailer/boat/RV
it is easier than parking than similar-sized communities. Please keep enforcing parking!
It's gotten better since employees are using other alternatives to park when leaving. Vision is obscured.
I can't really compare
I seldom park anywhere out of town in recent years
hard to find parking downtown. HRA workers take up most of the parking spots by tower 2 Monday thru Friday. They never park in the garage parking. Nurses, cleaning services, etc. have a very hard time finding parking to serve their clients and we end up having to park far away and walking to the towers to serve our clients. The signs state 3 hours of
It's about being safe. The ramps are not safe
businesses, ask
Some towns are better and some are worse.
signed for out of town visitors.
I don't know
the weekends because of all the visitors. I want them to enjoy our town and I stay home.
The restaurant customers stay for hours and hours. There are so few parking spaces to begin with, so it's just frustrating.

Q8- PARKING PRIORITY

644 responses

All Respondents



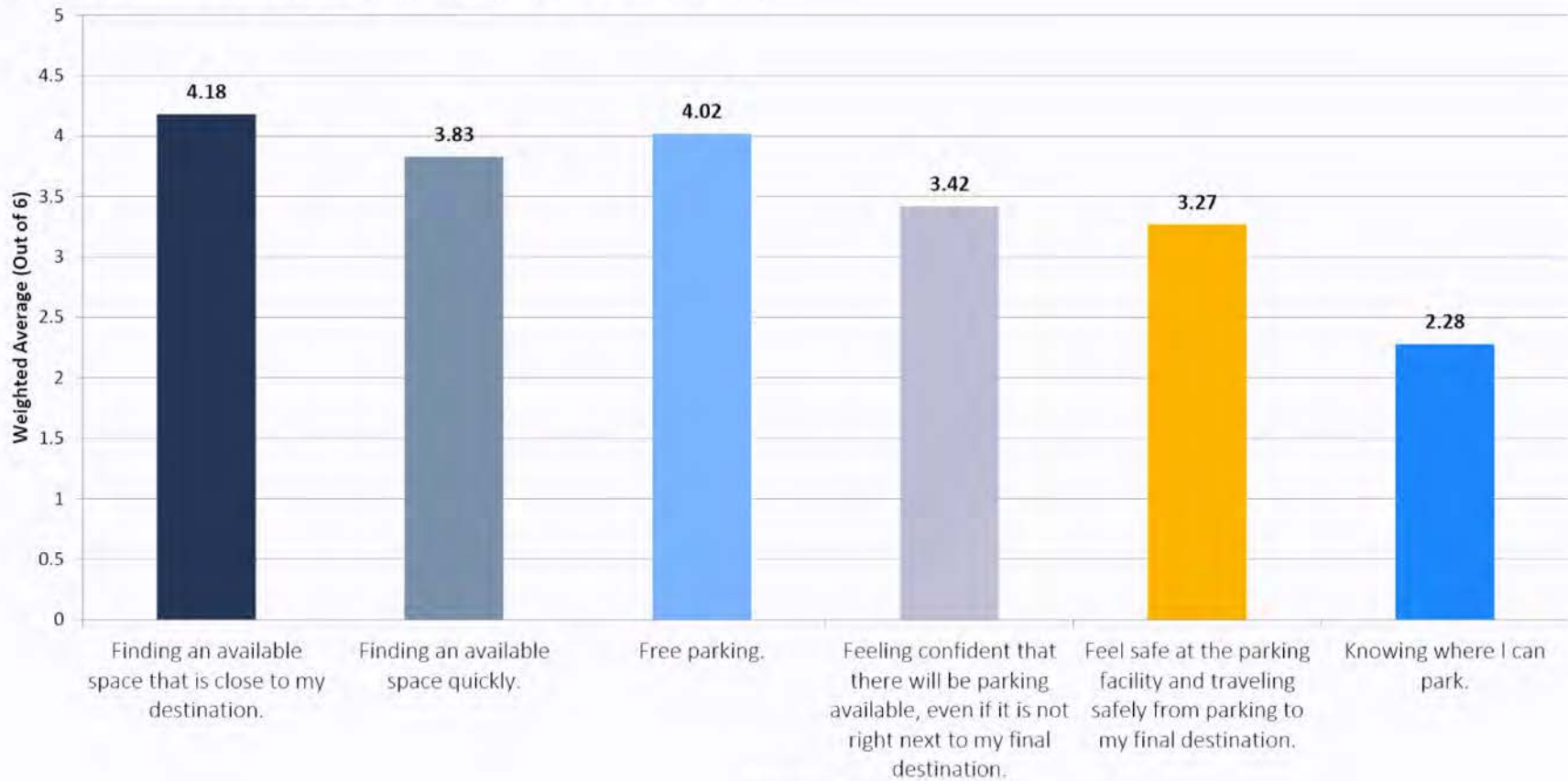
Comparative Categories

Public survey summary

Q8- PARKING PRIORITY

100 responses

Employees, Business Owners, and Property Owners Only

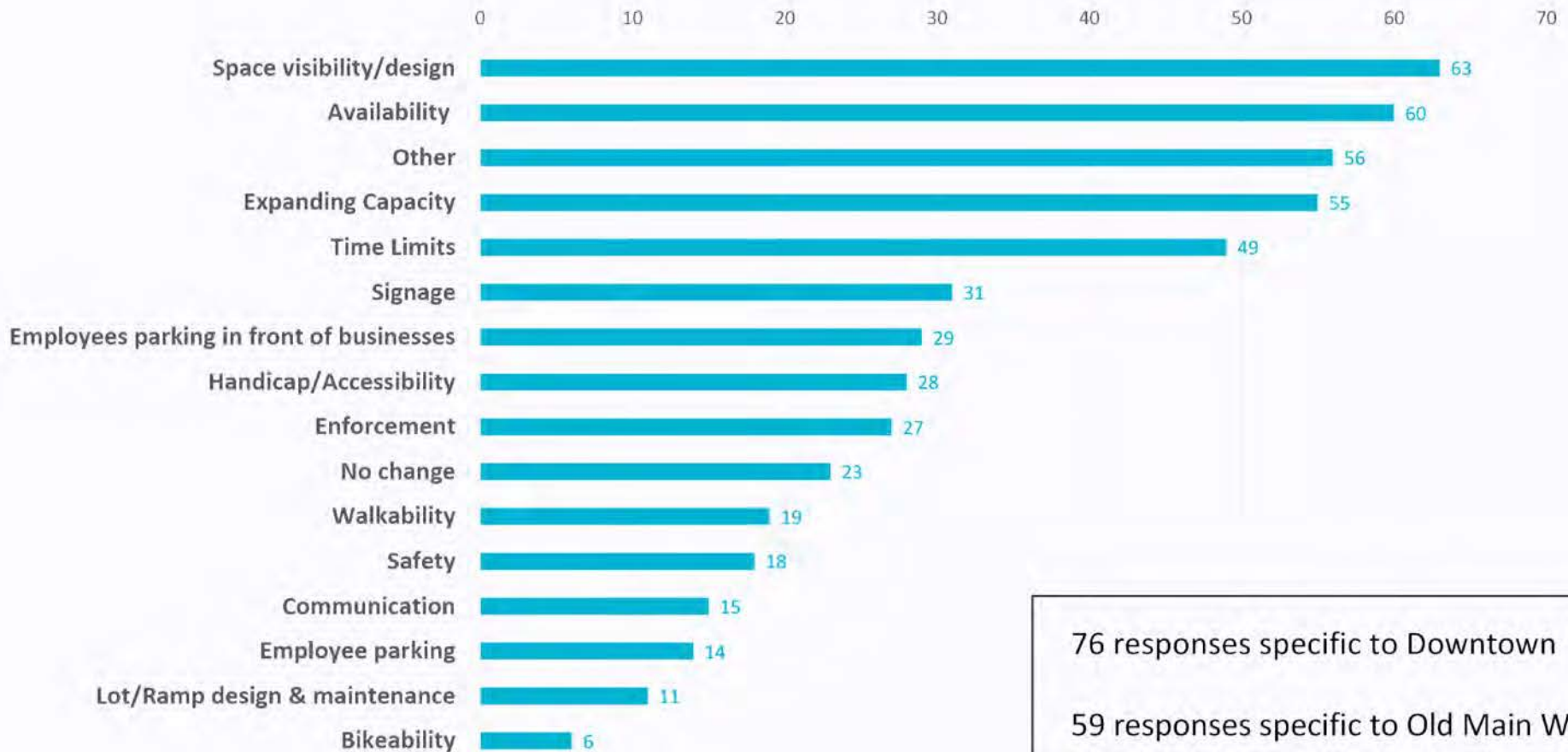


Comparative Categories

Public survey summary

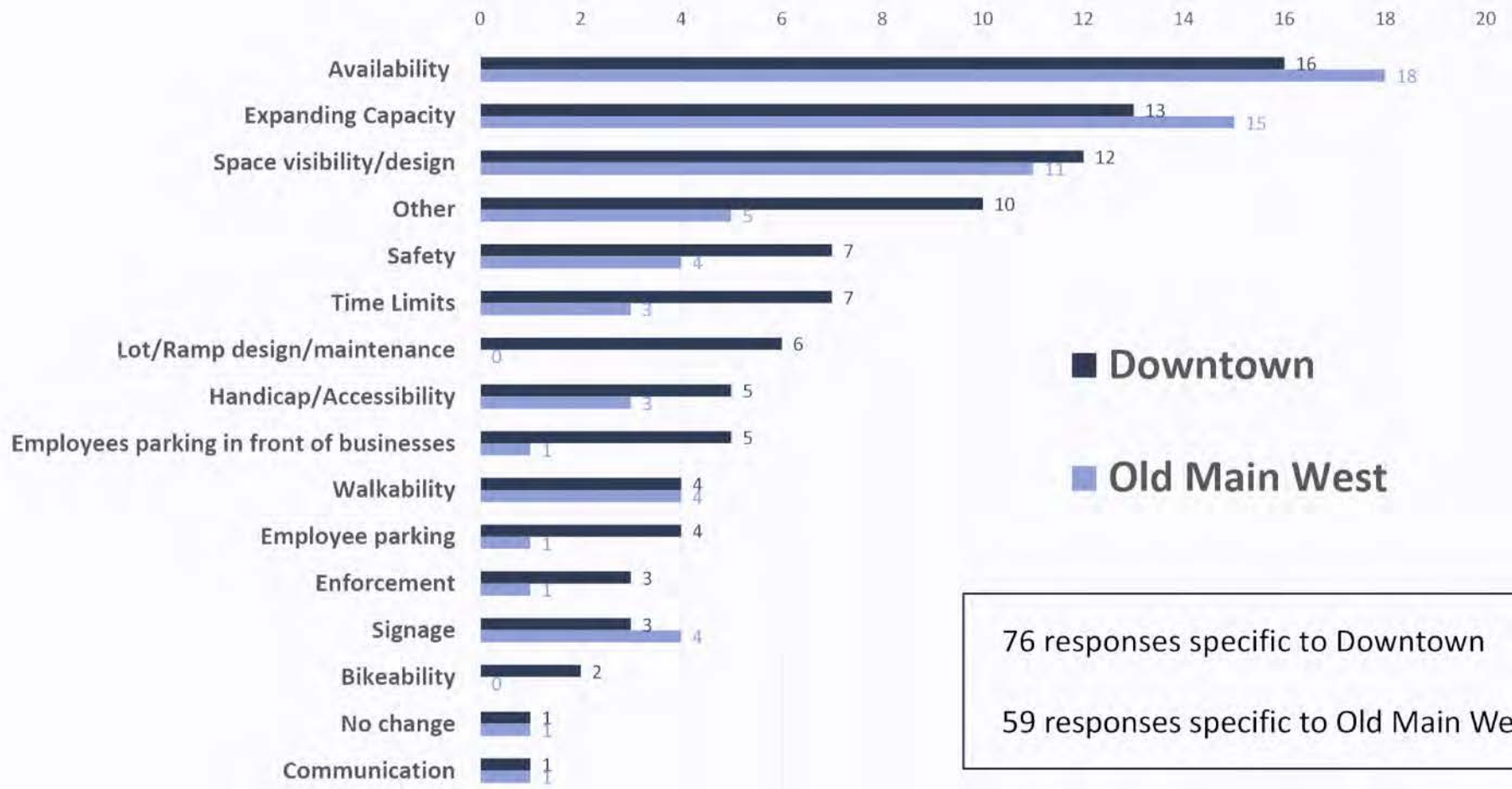
Q9- WHAT NEEDS IMPROVEMENT

425 responses



Q9- WHAT NEEDS IMPROVEMENT

425 responses



Q9- WHAT NEEDS IMPROVEMENT

425 responses

Takeaways

- **On-street spaces** are designed so that it is difficult for trucks and large vehicles to fit within a space. This makes it challenging for people to get in/out of neighboring vehicles and being able to see behind the trucks when backing out of angled spaces.
 - Some want to ban trucks and large vehicles from angled spaces, others want to expand stall sizes to accommodate trucks.
 - A few mentioned that trucks were so much longer than stall length, trucks were sticking out into traffic.
- People have trouble finding an **available space**, especially for shorter visits, because of long-term parkers (often employees and business owners) using up on-street parking.
- **Time limits:** People asking for either more long-term parking for employees, 3-4 hour parking for shoppers and visitors, and short-term parking for shoppers.
- There is a concern that **new residential developments** will not self-contain their parking need and it will increase demand for public parking spaces.
- **Employees** want more convenient parking, especially if they are walking to ramps at night. A few desire reserved spaces, others want an employee pass, others think designated employee lots are ideal.
- Some existing **residents** want overnight parking or residential parking pass.
- Calls for better **signage and communication** that public ramps are available, especially for visitors.
- Several identified a need for more **handicap parking**.

Public survey summary

Q9- "OTHER" RESPONSES

425 responses

General comments

Downtown residential parking	7
New residential development	6
Overnight parking	6
Speed limits	6
Eliminate curb bump-outs	5
More snow removal	3
Too much EV parking	3
No parking availability during events	3
Add meters	2
Downtown residential parking permit	2
More EV charging	2
Add solar panels covering lots	1
Business owners	1
Downtown residential parking permit	1
Employee parking permit	1
Event parking traffic management	1
Marina parking	1
Motorcycle parking	1
Parking at Y too congested	1
Parking should not be free	1
Reserved employee lots	1
Reserved employee parking	1
Reserved parking for business owners	1
Reserved residential lots	1
Reserved spaces for business owners	1
Simplify parking system	1
Traffic congestion	1

Downtown- specific

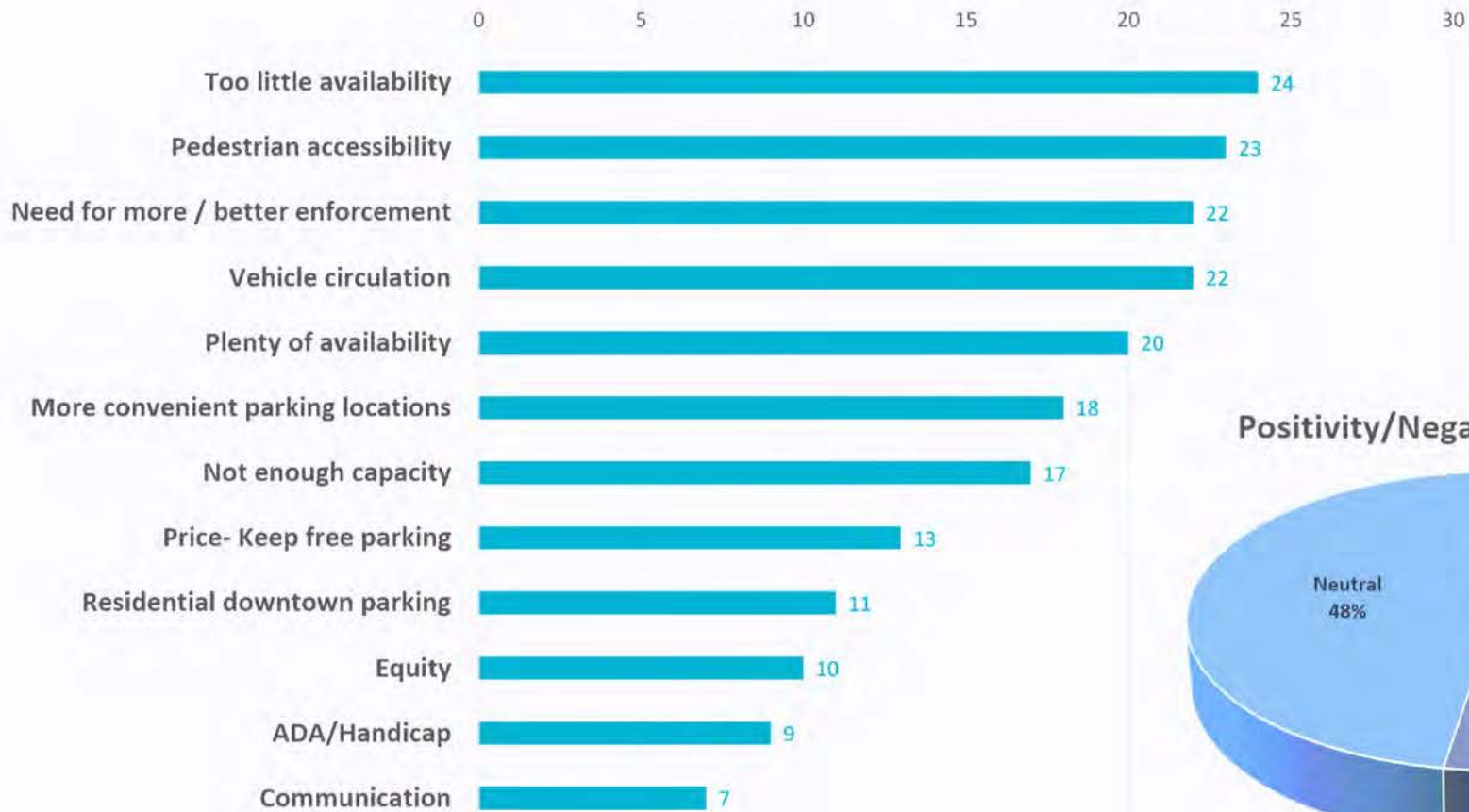
Downtown residential parking	3
New residential development	2
Overnight parking	2
Add meters	1
Downtown residential parking permit	1
Eliminate curb bump-outs	1
Employee parking permit	1
Event parking	1
More snow removal	1
Too much EV parking	1

Old Main West- specific

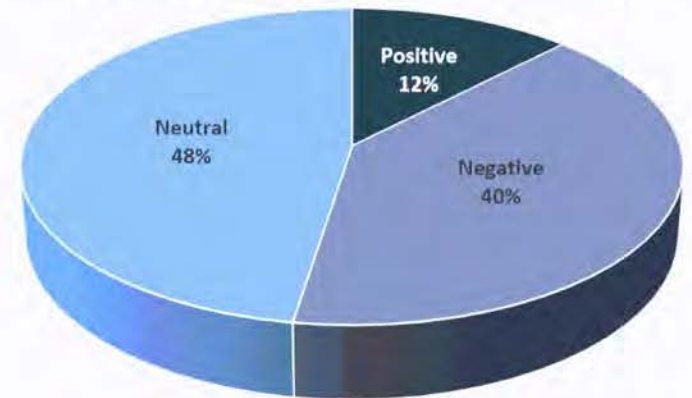
Speed limits	3
Eliminate curb bump outs	2

Q10- WHAT PEOPLE COMMENTED ABOUT

264 responses



Positivity/Negativity of Comments



Q10- OPEN ENDED RESPONSES

Takeaways

- While 24 people commented that there is a **lack of available parking** in Red Wing, many noted they were one-time events. Meanwhile, 20 respondents specifically identified that THERE IS plenty of available parking where they need it. Most comments about lack of availability refer to parking deficiency in Old Main West.
- Many respondents are worried that new **downtown residential development** will cause a parking shortage.
- 13 people expressed the importance of keeping **free parking**. Meanwhile, 4 people mentioned they would be willing to pay for parking.
- 23 respondents commented about **pedestrian accessibility** to a varying degree. Some referenced need for safety improvements, especially after a recent pedestrian fatality, while others mentioned that they wish more people were willing to walk a couple blocks from where they parked. 7 people specifically stated that downtown needs to be redesigned towards walking rather than vehicle circulation and storage.
- **Concern about equity**, especially that the system is not designed for elderly or disabled individuals.
- 6 people **didn't feel safe in ramps**, especially the underground ramp. Other commented on a need for improved lighting and maintenance in the ramps.
- 4 people indicated a desire to **make it safer to bike** downtown, with two people desiring more bike racks.

Q10- "OTHER" RESPONSES

Residential downtown parking	11
Employees should park away from front of business	10
ADA/Handicap	9
Downtown for walking, not car storage	7
Backing out of on-street space	4
Biking safety	4
Reserved employee spaces	4
Supports paid parking	4
Bump outs take too much space	3
Need to accommodate unusual vehicle sizes	3
EV Charging	3
Illegal U-turns	3
Maintenance	3
Safety in downtown ramp	3
Safety in underground ramp	3
Snowbanks in front of businesses	3
Delivery parking causes congestion	2
Old Main West and Downtown should have separate surveys	2
Want employee permit	2
Bike racks	2
Event shuttle	2
Better lighting	2
Jaywalkers	2
Library Book Drop	1
15 minute parking near library is good	1
15 minute parking near library isn't long enough	1
15-minute signage too low for visibility	1
Bigger signs	1
Business zoning	1
Businesses should pay cost of providing parking	1

Contract ramp parking cost	1
Dedicated business/employee lot	1
Desire an overflow parking lot	1
Desires reserved visitor parking lot	1
Desires residential parking permit	1
Doesn't want parking ramp to cover up murals	1
Motorcycle parking	1
Eliminate reserved customer parking spaces	1
Eliminate time limits	1
Call it "West End District"	1
Extend time limits in ramps	1
Faded signs	1
Hard to see pedestrians over planters	1
Traffic congestion	1
Improved vehicle warnings for ramp exits	1
Inconvenient to park during snow emergencies	1
Want resident permit program	1
Wants short term parking	1
No parking at Bay Point Park	1
Prefers building lot, not ramp	1
Public participation in planning	1
Purchase Bauer lot in Old Main West	1
Remove ramp time limits	1
Replace on-street with lots in Old Main West	1
Reserved customer parking	1
Sidewalk maintenance	1
Studebaker Ramp blocked during events	1
Traffic calming Old Main West	1
Trailer/boat parking spaces	1
Uses overnight parking near Amtrak	1



WALKER
CONSULTANTS