



**City Council
Memorandum**

To: Mayor Fasbender and Hastings City Council
From: Lindsey Duggan, Community Development Intern
Date: August 19, 2024
Item: Downtown Parking Analysis

COMMISSION ACTION REQUESTED

Staff will present an analysis of existing Downtown Parking conditions at the meeting for review and discussion.

BACKGROUND

Purpose

The parking analysis was conducted to determine the following:

- An updated inventory of available public and private parking.
- Parking usage during various time periods and days of the week.
- Areas of higher concentration of use.
- Recent development's effect on parking utilization.
- Changes in utilization and to the study area since previous downtown parking studies conducted in 2017, 2021, and 2023.

Study Area

The research area is a span of 20 blocks, with the Mississippi River to the north, the Canadian Pacific Railroad to the east, 5th Street to the south, and Eddy Street to the west, while including the relatively new Confluence Hotel parking lot.

Please see Figure 1: Study Area

Zoning

Within the Study area most commercial, residential, and mixed occupancy buildings are zoned either C-3 (Community Regional Commerce), or DC (Downtown Core). Most single-family

residential areas are zoned R-2 (Single Family Residential) while higher density residential areas are zoned R-4 (High Density Residence) and RMU (Residential Mixed Use). This area also includes a small area zoned as I-1 (Industrial).

Please see Figure 2: Zoning Districts

History

Similar parking studies have been executed in previous years. In 2017, John Hinzman the Community Development Director completed a research study, and it concluded that the downtown parking supply has not reached saturation to a point where no parking is available. Grady Timmerman and Madelyn Swanson, previous community development interns, completed two more studies in 2021 and in 2023 and their findings provided evidence that led them to the same conclusions.

Prior research revealed underutilization of parking, or that parking is frequently accessible and often open, except in very few specific locations downtown. According to the study's findings, parking seemed to be available in Downtown Hastings during both peak and regular hours. Downtown parking has not been used to its full potential. Additionally, it was determined that existing buildings can be transformed into bars, taverns, and restaurants without significantly straining the available parking spaces.

EXISTING CONDITIONS

Parking Supply

There are 1,558 parking spaces within the study area. This includes on and off-street parking as well as parking lots but excludes residential driveway spaces. The public parking supply is 1,012 spaces, and the private parking supply is 546 spaces.

Please see Figure 3: Existing Parking Supply

Since 2023 the study area has been redesigned in a few ways:

Added parking spaces to study area: (128 Spaces total)

- Caring Hands Massage – 5th & Vermillion: 7 Spaces
- 5th – Vermillion to Sibley: 14 Spaces
- Confluence – Front Lot – 2nd Street: 4 Spaces
- Artspace Parking Lot: 58 Spaces
- Lake Isabel Flats Parking: 45 Spaces

Removed Parking Spaces from study area: (Total 26)

- Alley – N of Country Nites: 7 Spaces

- West Side Vermillion – 3rd to 2nd: 8 Spaces
- 4th – Bailly to Tyler: 11 Spaces

Existing Land Use

The study area includes a variety of land uses common to a historic downtown, such as warehouse and office space, restaurants, retail, residential, and industrial. These uses are often mixed within the same buildings. Many downtown buildings rely on on-street parking and adjacent public lots to accommodate the needs of their customers, residents, and employees rather than having separate off-street parking spaces.

This area contains approximately 536,165 square feet of commercial space and 255 apartment units. The is about 870,956 Square Feet in total. Specific land uses are as follows: (Please see figure 4: Land uses and intensity in a block-by-block breakdown)

Downtown Land Uses

<i>Office & Events</i>	187,663 sq ft
<i>Retail & Service</i>	126,332 sq ft
<i>Restaurant & Bar</i>	61,195 sq ft
<i>Warehouse</i>	186,847 sq ft
<i>Apartment</i>	255 Units

Provided Parking & Requirements

The City of Hastings has certain parking requirements under the City Code Chapter 155.09- Appendix B: Required Number of Spaces. The ordinance outlines the amount of spaces needed per square feet of a certain land use. A simplified version includes:

<i>Use</i>	<i>Units/s. f. In Study Area</i>	<i>Parking Requirements</i>	<i>Required Parking</i>
<i>Residential</i>	255	2 spaces per Unit	510
<i>Retail</i>	126,332	1 space per 200 s.f.	632
<i>Office/Event</i>	187,663	1 space per 300 s.f.	626
<i>Restaurant</i>	61,195	1 space per 50 s.f.	1224
<i>Warehouse</i>	186,847	1 space per 1000 s.f.	186

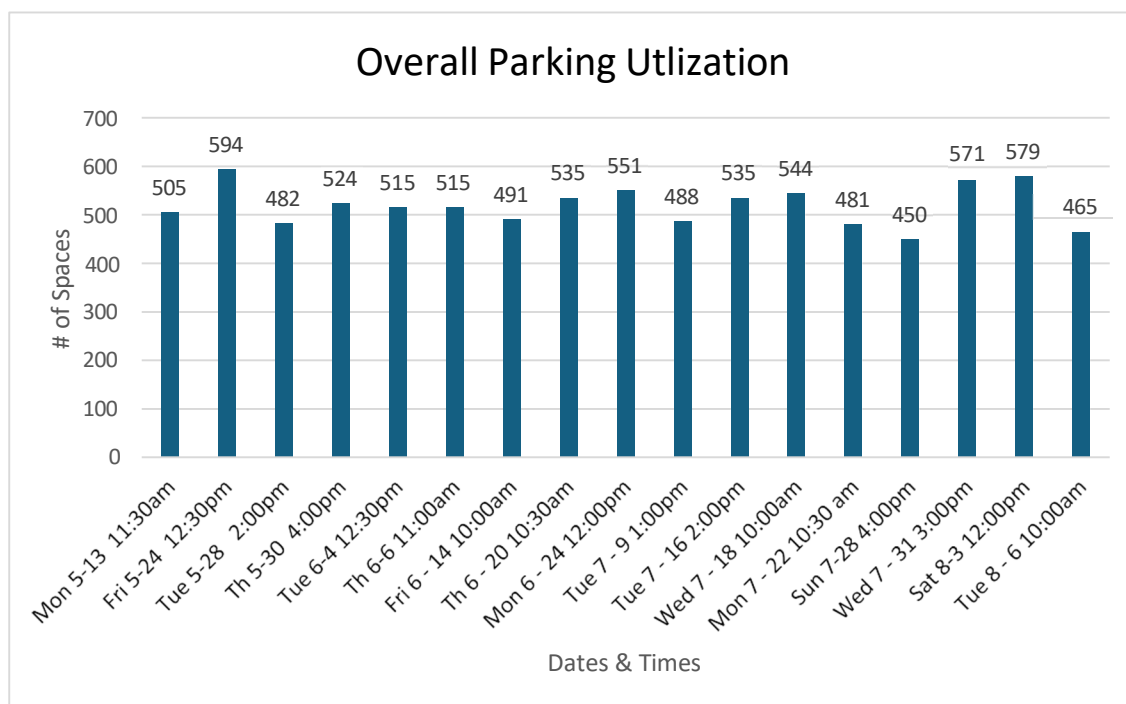
The total required parking for the study area is 3,178 parking spaces while we only provide 1,558 parking spaces. This shows that about 49% of the required parking is provided.

PARKING UTILIZATION

Methodology

Parking occupancy was surveyed 17 times between May 13th and August 6th to determine utilization. Surveys were conducted during various time periods and days of the week as follows:

<i>Time Period</i>	<i># of Surveys</i>	<i>Average Parking</i>	<i>%</i>
<i>Weekdays (M-F) BEFORE 12pm</i>	7	505.2	32%
<i>Weekdays (M-F) AFTER 12pm</i>	8	532.5	34%
<i>Weekends</i>	2	514.5	33%



Overall Parking Utilization

Figure 5 identifies the average parking utilization during all surveys conducted. Overall parking utilization provides a basis for determining instances of higher demand of certain parking areas. Areas where parking utilization was 50% or above were concentrated along 2nd Street and the adjoining parking streets and parking lots within one block of 2nd Street and include:

- 4th – Verm to Sibley
- 2nd – Eddy to Verm
- Parking Lot Under the Bridge

- American Legion South
- Block 3 – Levee Park Main
- Sibley – North of 2nd
- 2nd – Verm to Sibley
- 2nd – Sibley to Ramsey
- Ramsey – North of 2nd
- Tyler – 2nd to 1st
- Ramsey – 2nd to 3rd
- Olivers Grove South
- Sibley – 2nd to 3rd
- City Hall Parking Lot

Parking Utilization on Weekdays (M-F) Before 12pm

Figure 6 shows the average parking utilization on weekdays before 12pm. Higher concentrations of parking (50% and above) were found in the following areas:

- Parking Lot Under the Bridge
- Block 3 – Levee Park Main
- Sibley – North of 2nd
- Ramsey – North of 2nd
- Ramsey – 2nd to 3rd
- Olivers Grove South
- Sibley – 2nd to 3rd
- 3rd – Sibley to Ramsey
- City Hall Parking Lot
- Mississippi Terrace

Parking Utilization on Weekdays (M-F) After 12pm

Figure 7 identifies the average parking utilization on weekdays after 12pm. Higher concentrations of parking (50% and above) were found in the following areas:

- 4th – Verm to Sibley
- 2nd – Eddy to Verm
- Parking Lot Under the Bridge
- American Legion South
- Block 3 – Levee Park Main
- Sibley – North of 2nd
- 2nd – Verm to Sibley
- 2nd – Sibley to Ramsey
- Ramsey – 2nd to 3rd

- Olivers Grove South
- Sibley – 2nd to 3rd
- City Hall Parking Lot

Parking Utilization on Weekends

Overall parking utilization on the weekends is most comparable to weekdays after 12pm. The weekend utilization has an average of 33% of spaces being full while weekdays after 12pm have a 34% average. Weekends appear to have some similar places with higher concentrations, but there are also some distinct areas with higher and lower concentrations, including: (Please see figure 8: Weekend Utilization)

Areas With Higher Weekend Utilization

- 4th – Verm to Sibley
- Downtown Tire and Auto
- Confluence – Lower Deck
- 2nd – Eddy to Verm
- Parking Lot Under Bridge
- Block 3 – Levee Park Main
- Block 3 Alley
- Sibley – North of 2nd
- 2nd – Verm to Sibley
- Sibley – 2nd to 3rd
- East Side Verm – 2nd to 3rd

Areas With Lower Weekend Utilization

- 4th – Verm to Eddy
- EDS Dental (Former Wells Fargo) 4th & Verm
- 5th – Verm to Eddy
- Eddy – 5th to 4th
- EDS (Former Wells Fargo) – Eddy
- Parking Lots – NE 4th & Eddy
- Health Solutions Center
- 3rd Street – Tyler to Ramsey
- 220 Ramsey St
- Police & Building Parking Lot
- Century Link
- Carlson Financial

Utilization of Popular Downtown Parking Areas

Parking utilization of the top 10 most popular downtown parking areas are as follows:

	PARKING AREA	SPACES	MAX. USAGE	AVERAGE BEFORE 12PM	AVERAGE AFTER 12PM	AVERAGE WEEKEND	OVERALL %
#1	<i>Sibley Street North of 2nd</i>	7	8	5.6	5.4	6.5	80%
#2	<i>Parking Lot Under TH 61 Bridge</i>	43	41	30.6	33.5	36	72%
#3	<i>City Hall Parking Lot</i>	62	55	46.9	47	29.5	75%
#4	<i>Block 3- Levee Park Main</i>	108	86	73.9	75.9	73	69%
#5	<i>4th – Vermillion to Sibley</i>	15	15	9.9	9.5	11.5	66%
#6	<i>Sibley Street – 2nd to 3rd</i>	17	17	11	10.8	15.5	64%
#7	<i>2nd – Vermillion to Sibley</i>	20	20	12	15	14.5	60%
#8	<i>2nd – Eddy to vermillion</i>	18	17	10.5	11.8	12	59%
#9	<i>Confluence Ramp – Lower Deck</i>	34	20	9.5	10.2	19	32%
#10	<i>Red Rock Parking Lot</i>	100	43	32.6	30.9	20	30%

Please see figure 9: Popular Downtown Parking Areas

ANALYSIS

2023 Versus 2024

From 2023 to 2024, the existing parking supply increased from 1,456 to 1,558 parking spaces. Out of the new parking space total 1,012 of those parking spaces are public and 546 are private. The cause for this increase in parking supply is due to new developments and areas studied. In 2024, the overall average parking utilization was 32%, roughly equivalent to 519 parking spaces. This is comparable to the 32.95% utilization reported in 2023, indicating that the average number of utilized spaces has remained relatively stable. Additionally, the data reveals an increase in downtown parking, with several lots showing utilization rates of 50% or more. The

increase in available spaces over the past year has facilitated downtown parking growth while keeping the overall average utilization consistent. In 2024, the category with the highest utilization shifted from weekdays between 8 AM and 2 PM to weekdays (Monday through Friday) after 12 PM. Overall, it is evident that many areas of the downtown parking supply remain underutilized.

Effects of Recent Developments

Since the 2023 study, the area has undergone several revisions and redesigns, including the construction of new developments such as the Lake Isabelle Flats. These changes have influenced the supply, demand, and utilization of downtown parking. For instance, the updated mapping eliminated parking spaces on 4th Street (Bailly to Tyler), West Side Vermillion (3rd to 2nd Street), and the Alley north of Country Nites, resulting in a loss of 26 spots.

In contrast, new parking areas were added, including Caring Hands Massage on 5th Street and Vermillion, 5th Street (Vermillion to Sibley), the front lot at The Confluence on 2nd Street, the recently constructed Artspace Parking Lot, the gravel lot just north of Artspace, and the parking lot at the Lake Isabelle Flats.

In 2023, the number of parking spaces was reduced from 1,500 to 1,465 due to residential and commercial expansion. Despite this reduction, the parking data remains close to the 2021 figures, indicating continued underutilization. The revised route introduced 128 new parking spaces, 114 of which are private and 14 are public, bringing the total to 1,558 spaces in 2024. Currently, about 68% of these spaces are still underutilized.

The newly constructed Lake Isabelle Flat's impact on downtown's parking demand and utilization was analyzed and was found to have a minimal effect on the surrounding area as it provided on-site parking for its tenants. This compares to the data collected in 2021 with the newly constructed Artspace Lofts and its impact back then. The Artspace Loft's only utilized 42% of its spaces in 2021 and it has decreased to a 36% utilization in 2024. The Lake Isabel Flats have similarly underutilized its parking with only a 12% use in average. Nonetheless, future development projects that are presently being considered within the study region may benefit from the data from these two significant developments. This is a crucial finding for developers trying to navigate around the Downtown Core's mandate that each dwelling unit must have two parking spaces.

2021 Versus 2023

From 2021 to 2023, the existing parking supply decreased from 1,500 to 1,456 spaces. This can be contributed to new developments and redevelopments, like Lake Isabel Flats and Spiral Pizza, removing parking spaces to contribute to residential and commercial expansion. These goals align with the 2040 Comprehensive Plan to provide more high-density housing and expanding

opportunities for businesses. 1,007 of those parking spaces are public and 420 are private. That is a decrease of 62 public parking spaces and 11 private parking spaces. Average parking utilization for all times and days of the week surveyed in 2021 was 31.3% or 469.5 spaces. Compare that to 2023, which saw an average utilization rate of 32.95% and 470 spaces. The highest utilized category switched from weekdays after 5pm in 2021 to weekdays from 8am-2pm in 2023. Since the study conducted in 2021, the Confluence has built a private parking lot, Spiral Pizza has removed its Vermillion Street parking in favor of outdoor dining space and Lake Isabel Flats removed the public parking spots from the former UBC lots. All of which have had an impact on downtown's parking supply, demand, and utilization. (Madelyn Swanson, 2023)

2017 Versus 2021

From 2017 to 2021, the existing parking supply increased from 1,378 to 1,500 available parking spaces. 1,069 of those parking spaces are public and 431 are private. That is an increase of 84 public parking spaces and 38 private parking spaces. Average parking utilization for all times and days of the week surveyed in 2021 was 31.3% or 469.5 spaces. Compare that to 2017 which saw an average utilization rate of 28.9% and 398.6 spaces. That equates to about a 17.8% increase during that 4-year time period. The data also found an increase in the number of areas that exceeded the 75% utilization threshold. This is especially true in the 4-block area bounded to the west by Highway 61, to the south by 3rd Street, to the east by Ramsey Street, and to the north by Levee Park. With as many as five locations within that area surpassing the threshold compared to only one in 2017. The highest utilized category also switched from weekdays 9am to 5pm in 2017 to weekdays after 5pm in 2021. Since the study conducted in 2017, a parking ramp has been constructed, parklets have been installed, Artspace Lofts was completed, Levee Park improvements were made, and Confluence continued its redevelopment of Hudson Manufacturing. All of which have had an impact on downtown's parking supply, demand, and utilization. (Grady Timmerman, 2021)

PROXIMITY OF PARKING TO STOREFRONTS

Downtown Vs. Wal-Mart

Figure 10 overlays Wal-Mart Hastings and its related parking onto the downtown area to show the proximity of parking to storefronts. The distance between Wal-Mart parking and areas within the store are comparable to a one or two block walk within the downtown area. Most individuals tolerate the Wal-Mart distance to parking without question.

Figure 1: Study Area

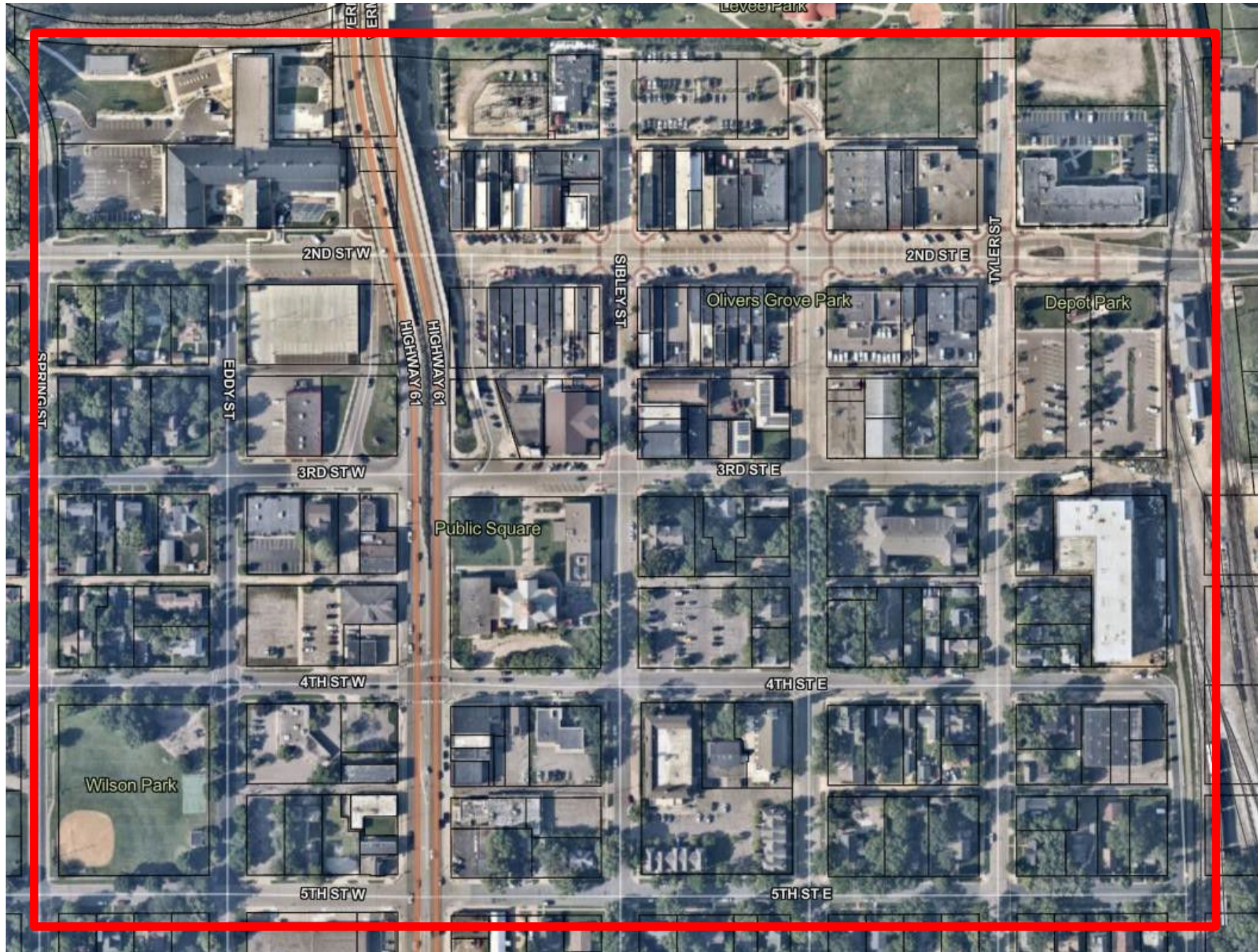
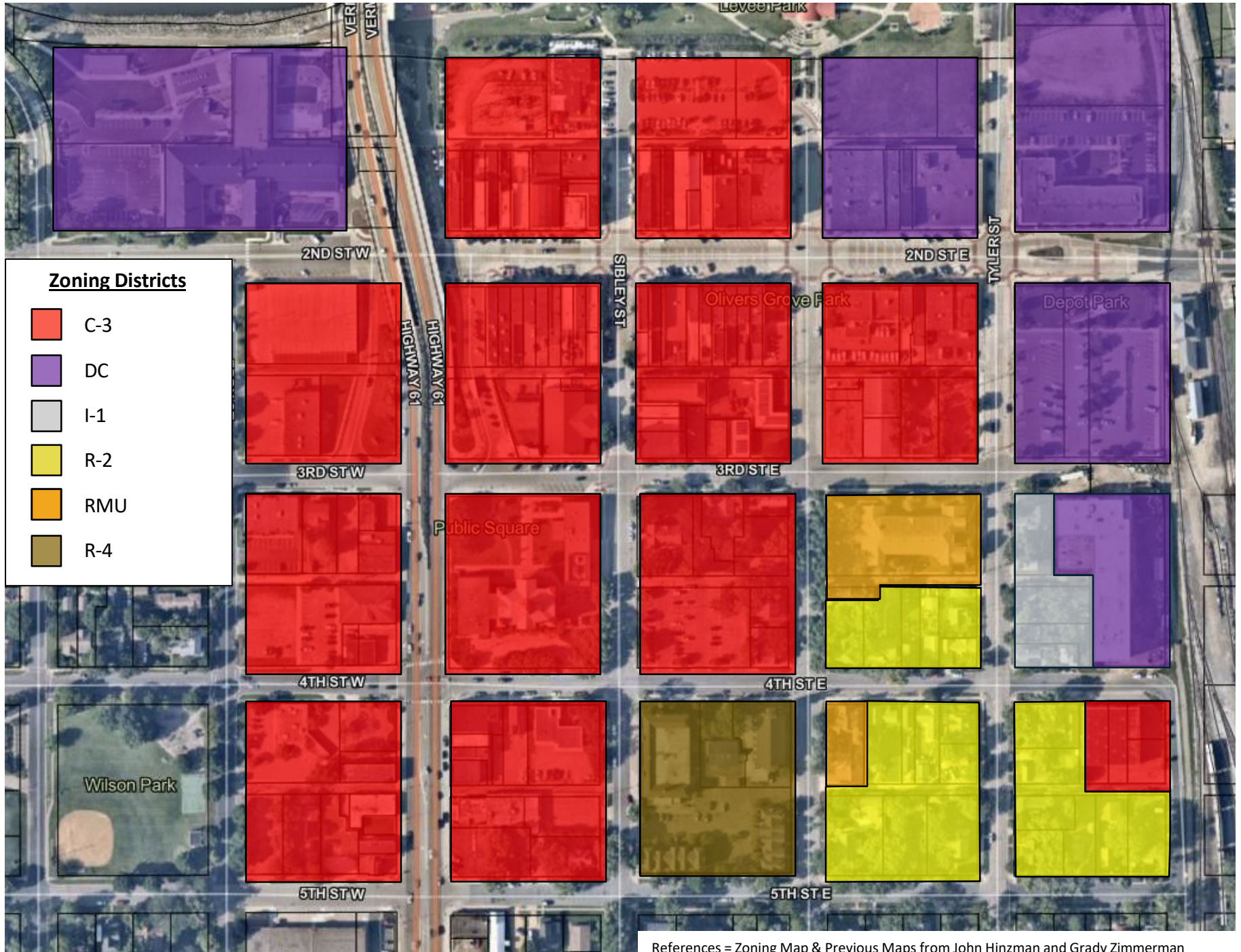
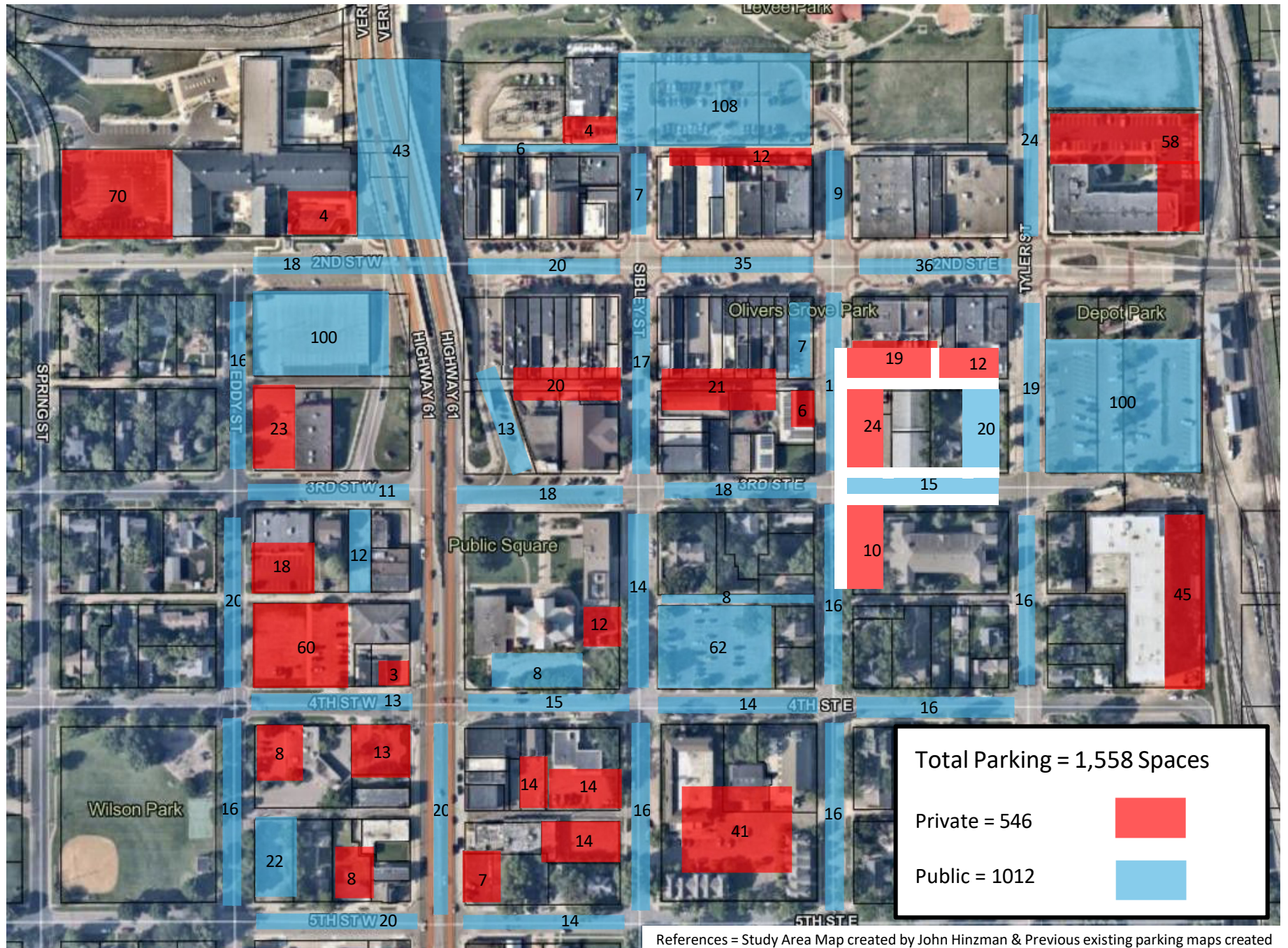


Figure 2: Zoning Districts



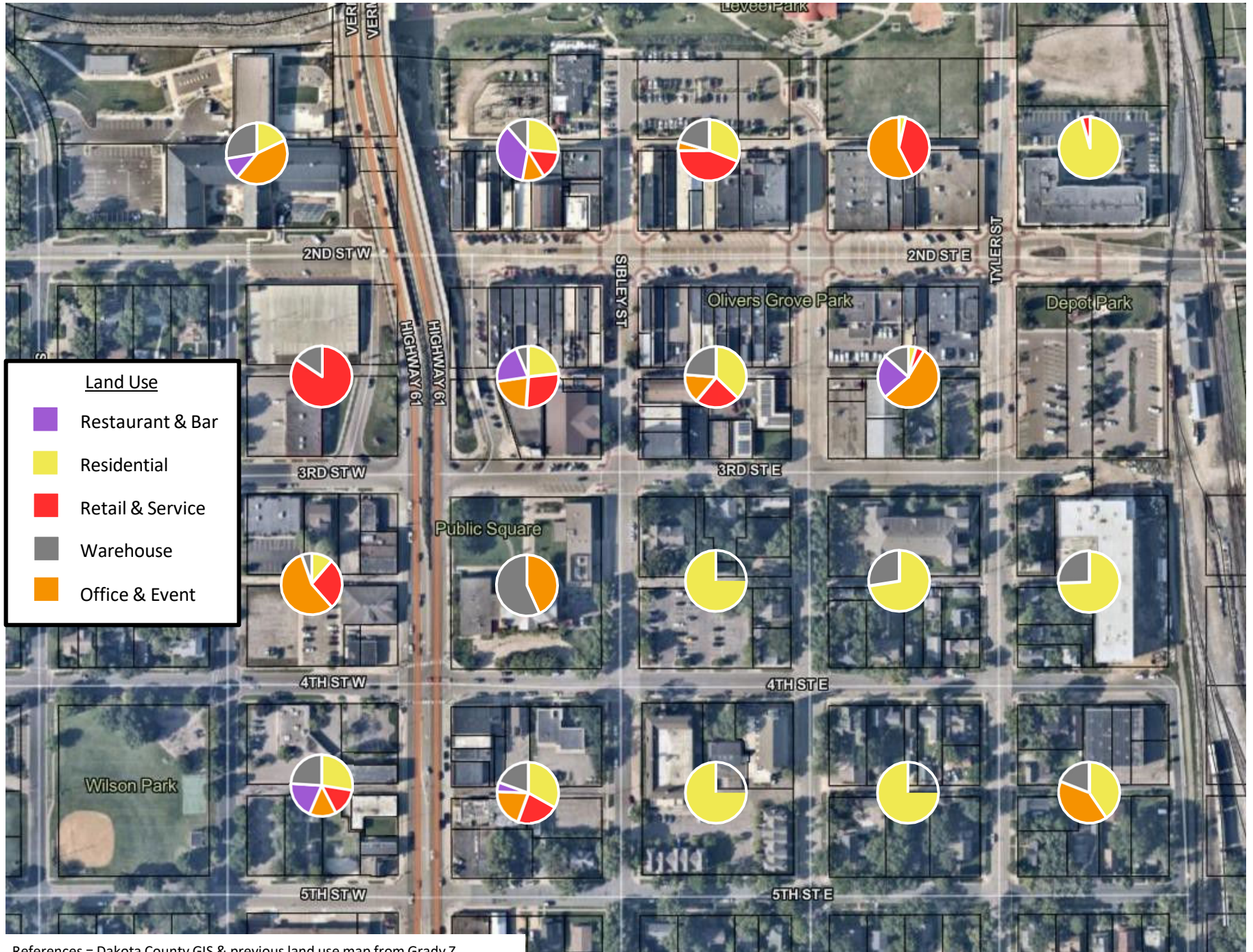
References = Zoning Map & Previous Maps from John Hinzman and Grady Zimmerman

Figure 3: Existing Parking Supply



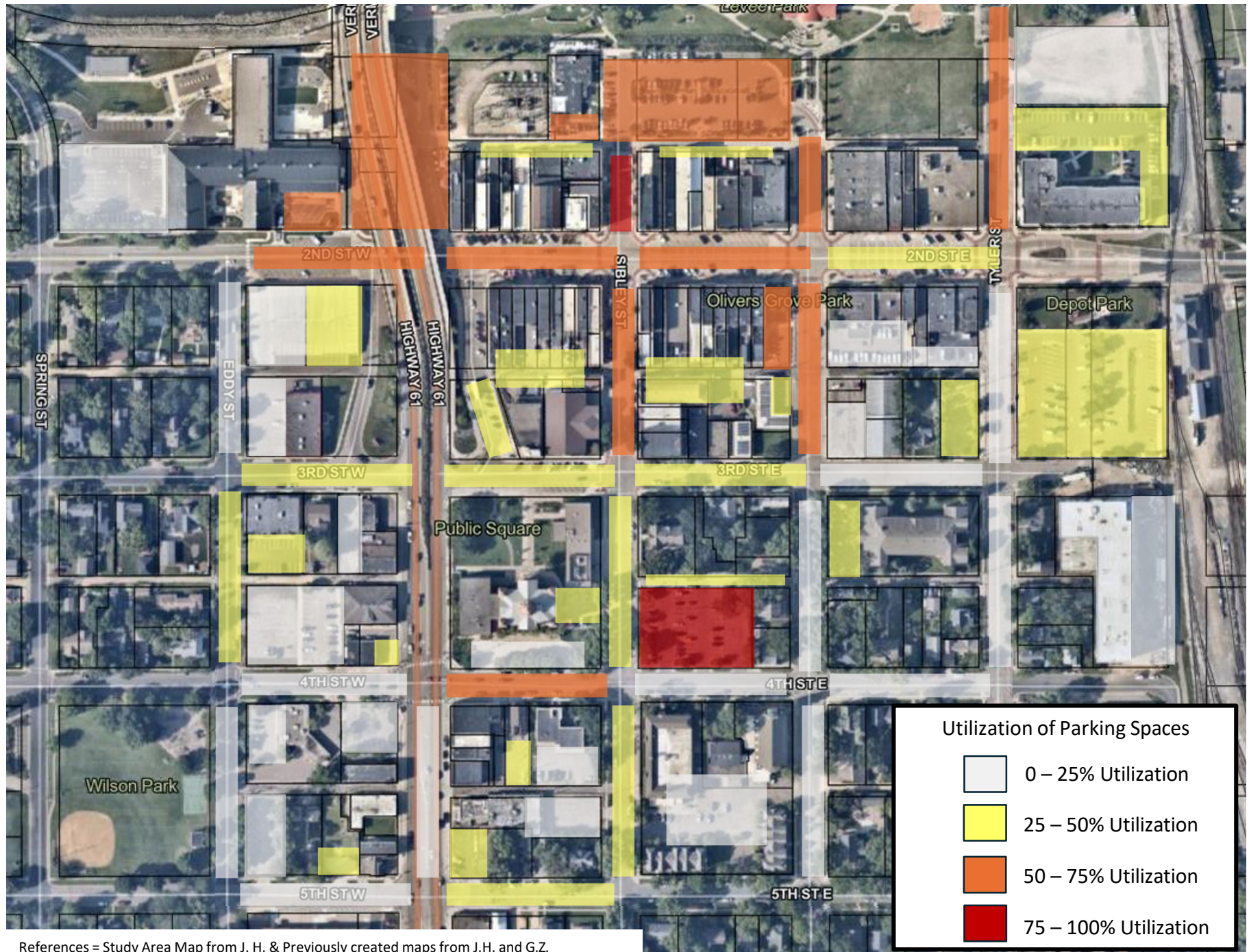
References = Study Area Map created by John Hinzman & Previous existing parking maps created

Figure 4: Land Use & Intensity



References = Dakota County GIS & previous land use map from Grady Z.

Figure 5: Existing Overall Parking Utilization



References = Study Area Map from J. H. & Previously created maps from J.H. and G.Z.

Figure 6: Existing Parking Utilization – Weekdays before 12pm

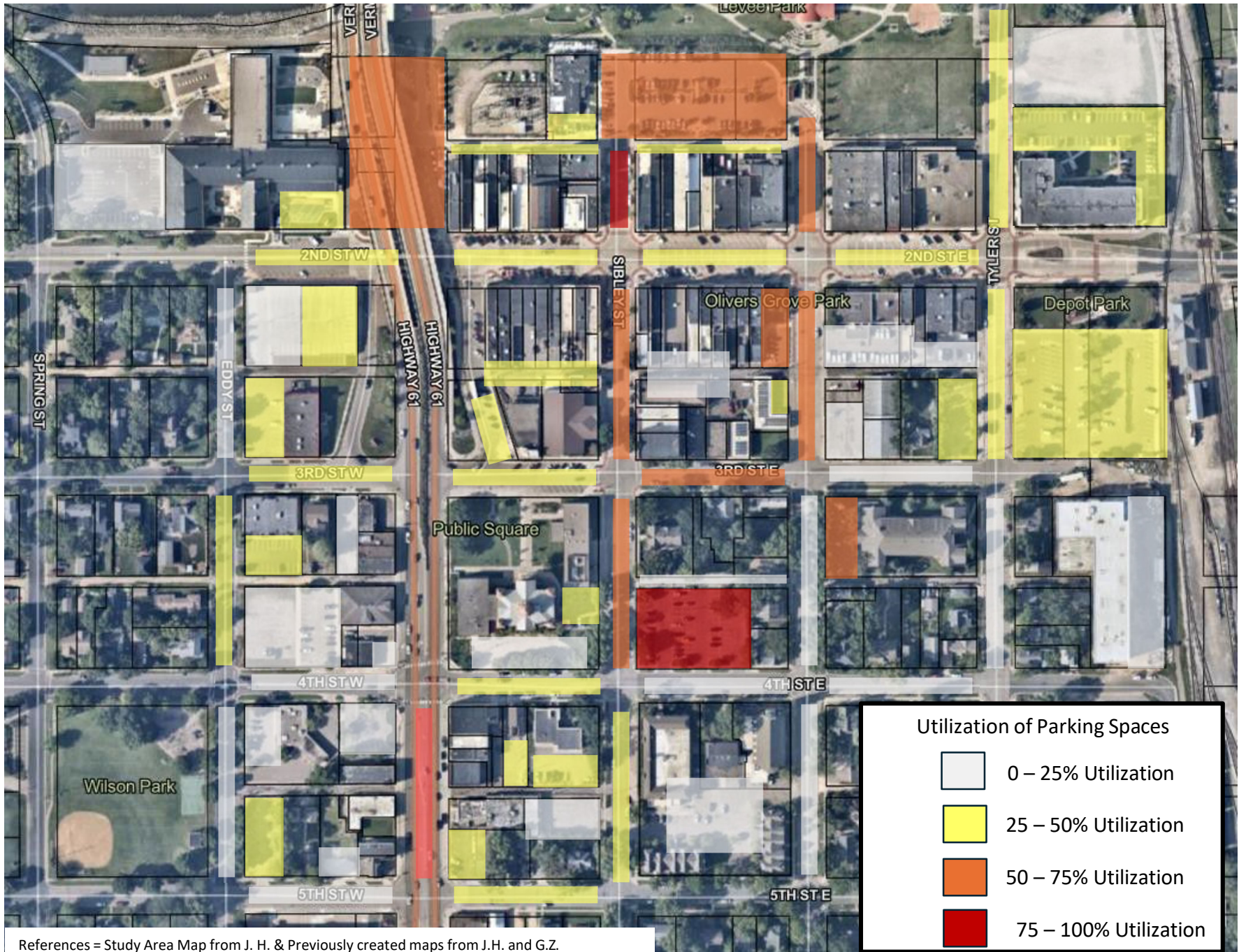
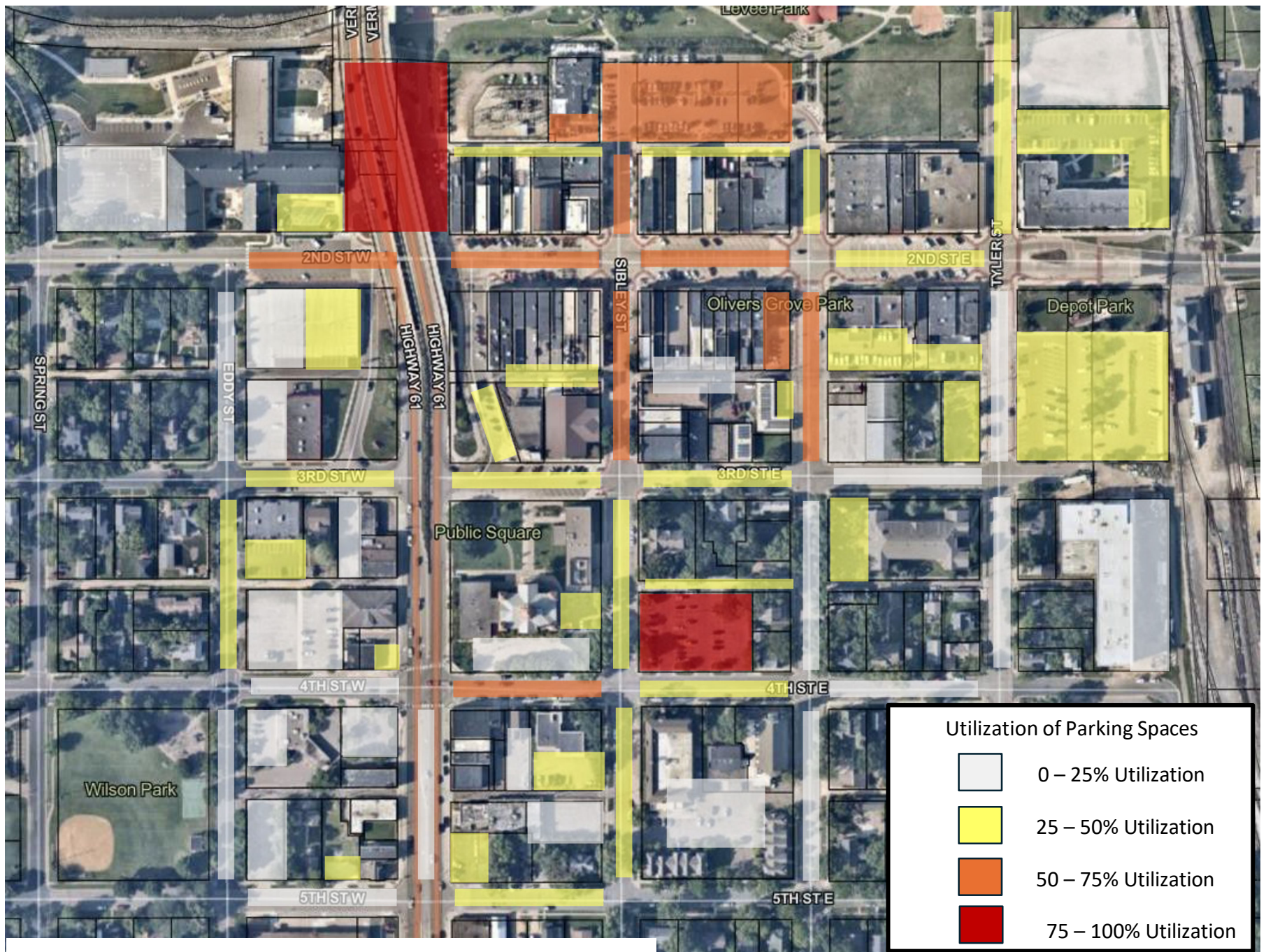
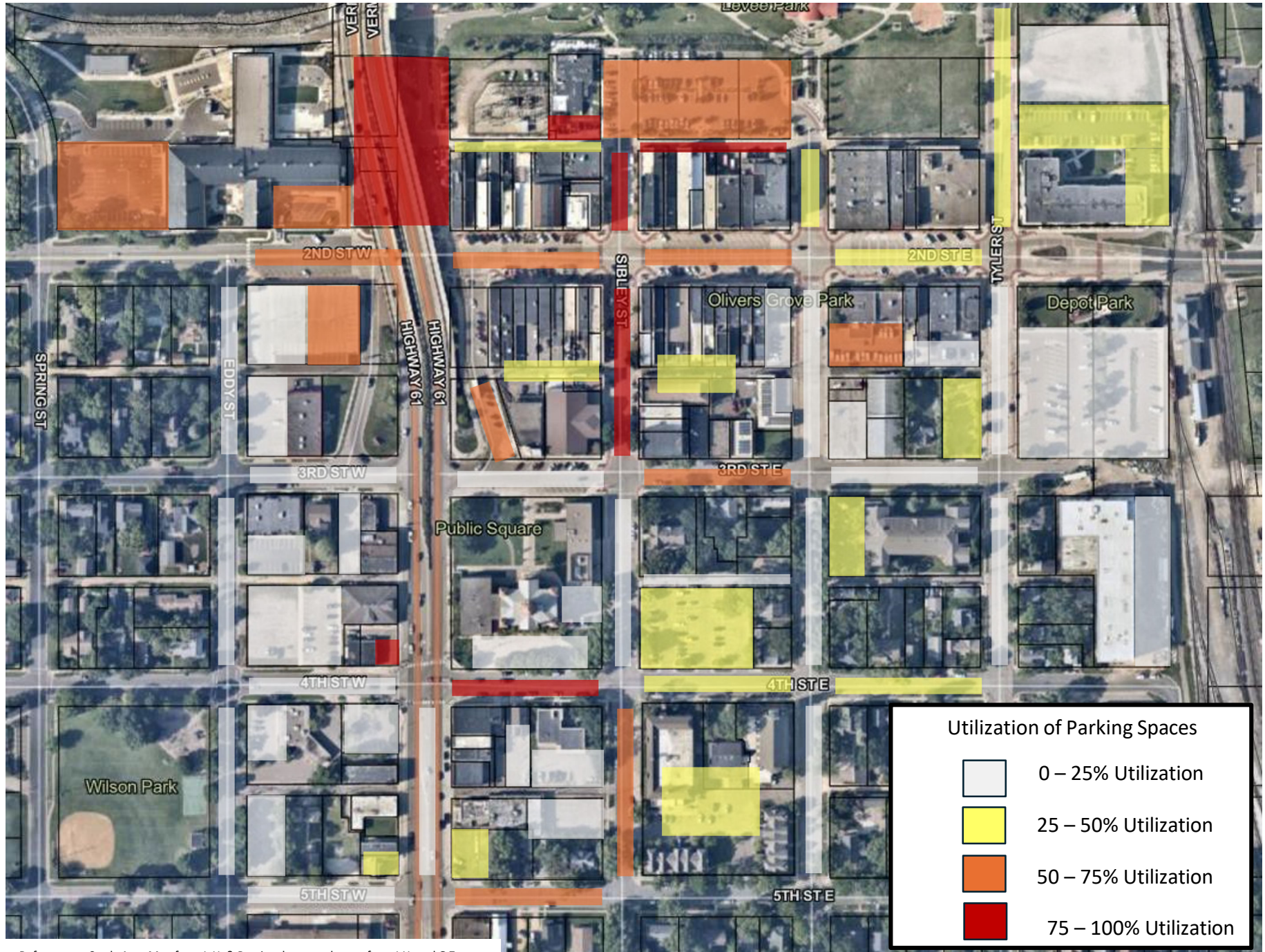


Figure 7: Existing Parking Utilization – Weekdays after 12pm



References = Study Area Map from J. H. & Previously created maps from J.H. and G.Z.

Figure 8: Existing Parking Utilization - Weekends



References = Study Area Map from J. H. & Previously created maps from J.H. and G.Z.

Figure 9: Popular Downtown Parking Areas

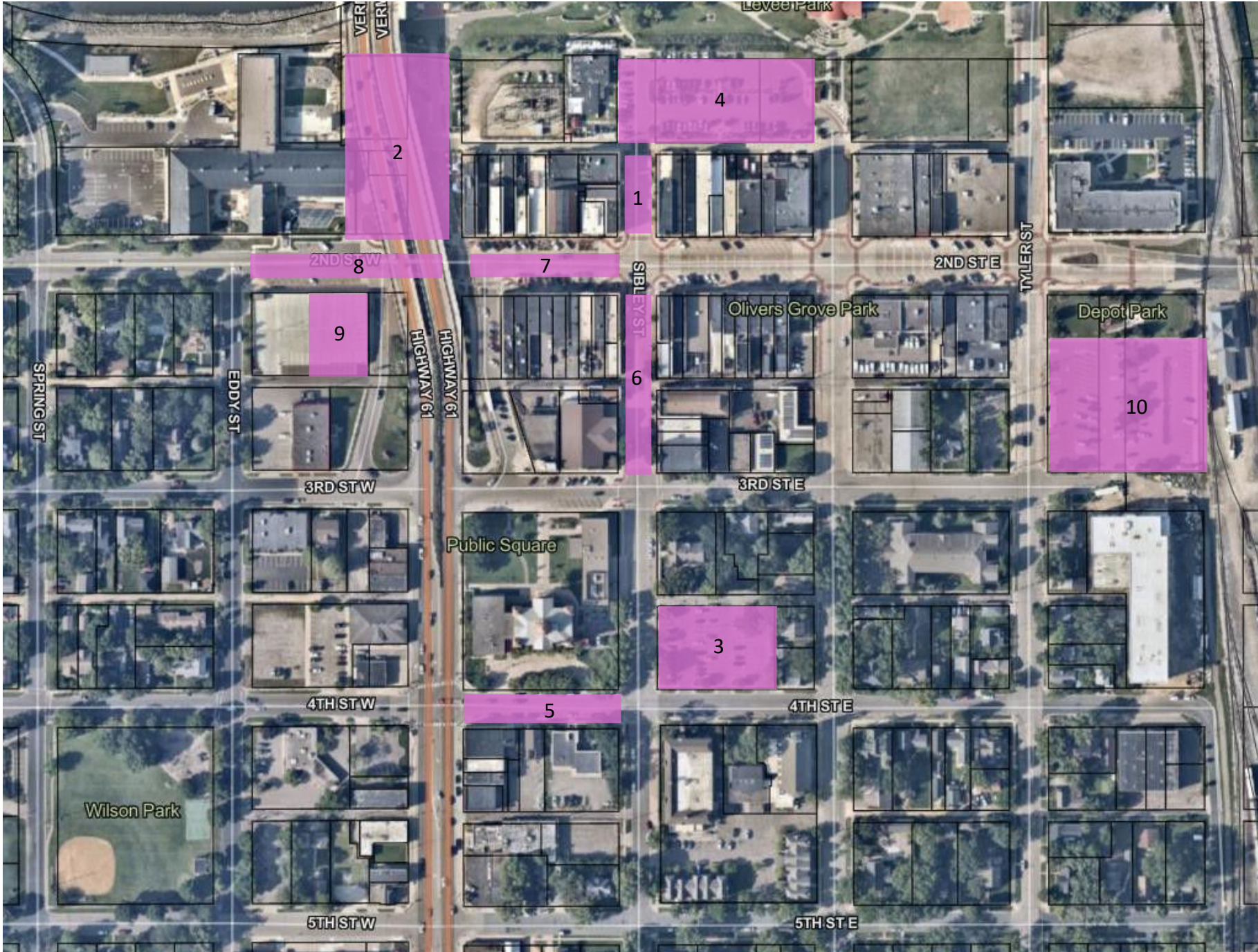


Figure 10: Proximity to Parking – Downtown VS. Wal-Mart

