

South Street Ramp Parking Study

September 6, 2018

Background:

The South Street Parking Ramp is a four-story structure generally bounded by South Street to the north, Wisconsin Avenue to the south, and multi-story buildings each to the east and west. The parking garage is generally L-shaped in plan and consists of the original south section, known as the Wisconsin Avenue Ramp built circa 1966; and north addition, known as the South Street Ramp built circa 1983. The original 1966 structure is a two-bay single helix with two-way traffic that is rectangular in plan with overall dimensions of approximately 124 feet in the north-south direction by 217 feet in the east-west direction. The 1983 addition is rectangular in plan with overall dimensions of approximately 139 feet in the north-south direction by 122 feet in the east-west direction. Access to each of the three elevated levels of the 1983 addition is provided via interior ramps from the 1966 structure. Street level access to the parking garage is provided along both South Street and Wisconsin Avenue. The South Street Ramp has a total of 492 parking spaces

AdHoc Parking Committee:

In late 2017, the Mayor formed an AdHoc Parking Committee to address parking concerns in the downtown area. The committee is formed of 3 Alderman, 4 Downtown Business owners and 4 City Staff. The AdHoc committee developed the following goals:

- Move business employees/owners from on-street parking into lots or ramps.
- Encourage higher use of ramps to make citizens more familiar with the ramps.
- Unify parking restrictions
- Develop and implement a marketing strategy

The AdHoc committee, under the parameter of encouraging higher use of the ramp voted to recommend to the BPW to have the first hour of parking free in the South Street Ramp. The committee wants to encourage use of the ramp by offering short-term parkers free parking, this may encourage people to use the ramp for longer visits; they will become familiar with the ramp and therefore return for longer visits. The vote was referred to the Board of Public Works for approval on May 17, 2018. The BPW will not approve this rate change, without first, investigate the consequences of a 1-hour free parking; they directed having staff investigate the consequences and report back.

Analysis:

The investigation of the viability of a proposed 1 hour free parking rate in the South St. Ramp must include:

- a) Identification and study of businesses located within short walking distance to the South Ramp.
- b) Study the duration of Stay of the visitors to the businesses located within short walking distance to the South Ramp.
- c) Potential Adjustments to the ramp.
- d) Analysis of the Parking Access System
- e) Financial impact of proposed free parking.

From the analysis, the DPW has/will make recommendations and explain potential implementation of changes.

A. Identification and study of businesses located within short walking distance to the South Ramp.

A study of 86 downtown businesses was conducted (Table 1 in Appendix A) to gather data about the distance from the ramp and the average time a customer spends at each business. The businesses are located along Main Street, Clinton Street, Broadway, South Street and bordered by Wisconsin Ave to the south. Businesses in this core area are within reasonable walking distance from the Ramp. The South Street ramp is centrally located within the core of downtown. This study does not account for the employees of the businesses, only the visitors.

Study finding and conclusions:

- a. The 86 locations can be divided into:
 - a. Bar/Restaurant – 22
 - b. Retail – 26
 - c. Business - 38
- b. Of the 86 businesses only 1 has visitors that stay more than 4 hours on average.
- c. 88% of the customers spend under 3 hours at a business.
- d. 67% of customers spend under 2 hours at a business.
- e. 43% of customers spend under 1 hour at a business.

B. Analysis of existing use of ramp.

The South Street Ramp has a total of 492 parking spaces (61 on the first floor, xx on the second floor and xx on the third floor) The ramp receives on average 421 daily visitors. The breakdown of the daily parking is as follows:

- 135 of the 421 are reserved space users. These spots are purchased at a premium rate per month. (\$40)
 - 39 are reserved on 1st level
 - 96 on 2nd or 3rd level
- 258 of the 421 are monthly pass holders. These are sold for \$30 per month
 - 98 purchased by downtown businesses
 - 160 purchased by the general public
- 38 of the 421 are daily transient parkers (Data sheets in Appendix A)
- The Summary of Table 2, 3, 4 is as follows:
 - 136 parkers per month from 0-1 hour
 - 127 parkers per month from 1-2 hours
 - 82 parkers per month from 2-3 hours

C. Analysis of the Parking Access System.

- The Amano system is very flexible and can be programmed to meet the City's needs.

D. Financial impact of proposed free parking

- To make short term parking at the ramp more attractive, the entire first floor should be changed to short term parking. There is a total of 61 parking spaces on the first floor with 39 of those being reserved parking. Currently there are 34 of the 39 spaces reserved. The financial impact if all 34 reserved parkers canceled, would be a revenue loss of \$16,320 / year.
 - To potentially lose less reserved parking revenue, the current parkers on the first floor could be relocated to the 2nd floor at an incentive rate of \$30 / month for the first year.
- The offer of free parking will likely create a revenue loss as the \$3.00 fee will not be collected. The expected revenue loss is as follows:
 - If the first hour was free the City would lose approximately \$4,700 per year.
 - If the First 2 hours were free the City would lose approximately \$8,700 per year.

Recommendations:

The AdHoc Committee's recommendation of a 1-hour free parking to encourage more people to come to the ramp will only attract additional people that are visiting a destination extremely close to the ramp (Social Security Office and Businesses on South St and Grand Ave). According to the Study, a majority (77%) of destinations need two hours or less to visit. Two hours of time would allow people to walk and visit businesses throughout the core of downtown from the ramp.

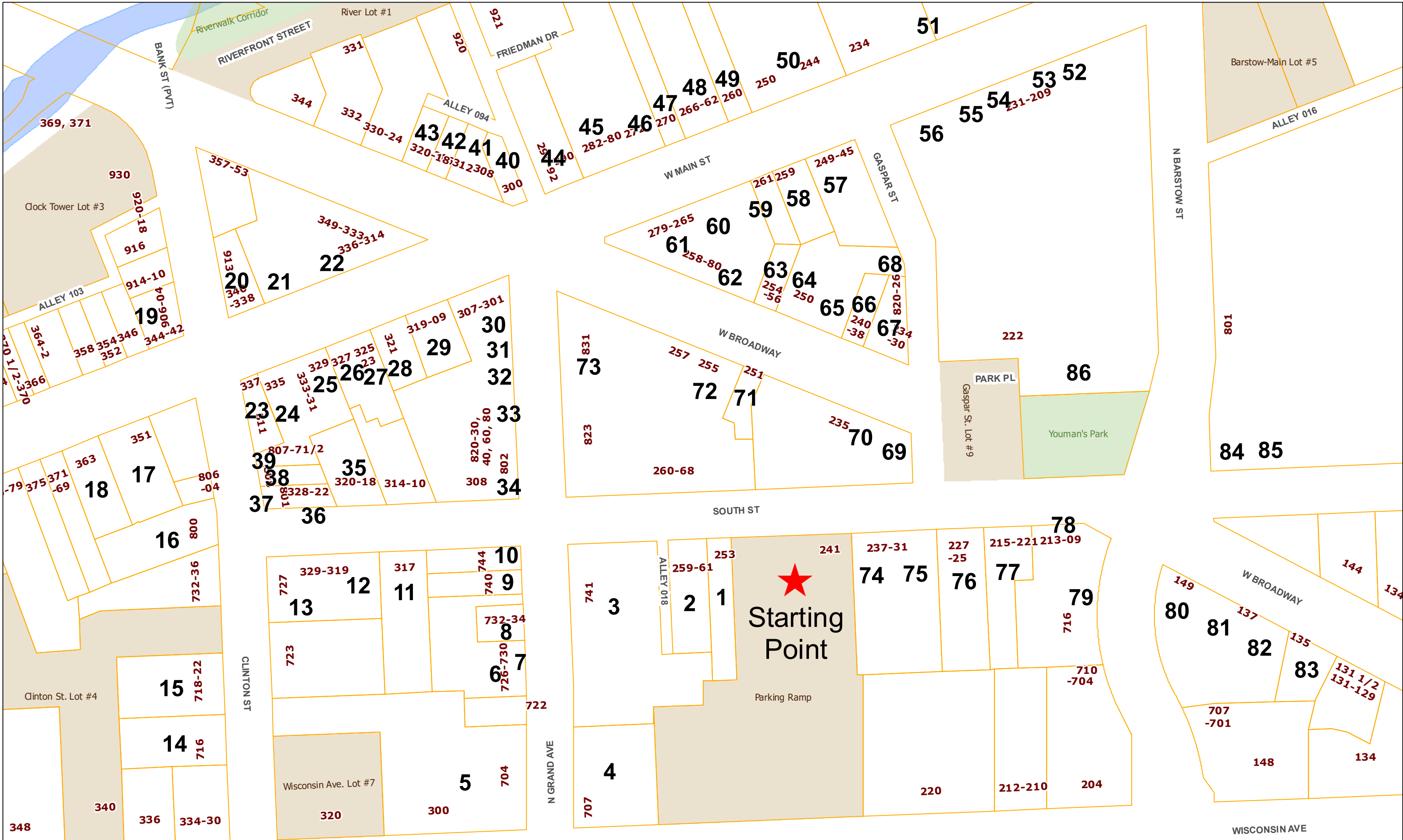
To meet the goal of attracting more visitors to the ramp, the DPW recommends an adjustment to the Rate Schedule for South Street Parking Ramp to allow 2 hours of free parking for a trial period (6 months). The proposed 2 hour free parking also creates a consistent 2 hour free parking zone near the ramp whether on-street, or in the ramp. The allowance of 2-hour free parking will result in a loss of revenue. At the end of the trial period, the data will be analyzed to see if there is additional ramp use.

Implementations:

1. To make this successful the short-term parking the users need to feel the spaces are convenient and easy to use. They also need to feel safe using the parking ramp. The following changes would be made:
 - a. Move reserved spaces from the first floor to the 2nd or 3rd floor.
 - i. The current reserved parking spaces, being purchased at \$40 per month, are all located on the first level of the structure. By relocating these spaces to the 2nd or 3rd floor more spaces will be available for short term parking. In a survey of the reserved parkers it has been reported that they will only pay the premium rate if the reserved spaces are on the first floor.
 - b. Restrict all 61 parking spaces on the first floor to 2 hours or less. This will require the installation of signage on first level and has an estimated cost of \$. 1,000.
 - c. Add exterior signage that advertises the free short term parking. The estimated cost for signage is \$500
 - d. Offer the current 34 reserved space clients a discount for one year to relocate to the 2nd or 3rd floor in an effort to lose less reserved parking revenue.
 - e. Replace the first floor of the ramp with LED fixtures. Improving the lighting in the areas of short term parking and at the entrances will attract parkers.
 - f. Advertise
 - i. Spread the word to local businesses by working with Community Development.
 - ii. Create a flyer to be distributed at the ramp and local businesses.
 - iii. Have an article in DPW newsletter
 - iv. Place a column on the City Website
 - v. Utilize Downtown construction email list
2. The staff recommends these changes be made by December 3, 2018. After 6 months, analyze the financial impact of the change and report back to the Board.

Appendix A

Survey of Downtown Businesses



Destination Study of Downtown Waukesha Businesses (Table 1)

See Map

<u>Map #</u>	<u>Business Name</u>	<u>Distance from Ramp</u>		<u>Length of Visit</u>		<u>Map #</u>	<u>Business Name</u>	<u>Distance from Ramp FT</u>		<u>Length of Visit</u>	
		<u>FT</u>	<u>Hours</u>	<u>Hours</u>	<u>Hours</u>			<u>FT</u>	<u>Hours</u>	<u>Hours</u>	<u>Hours</u>
1	Shiny Side Solutions	60		0-1		44	Meli Bar	740		1-3	
2	Thrive Architecture	80		0-1		45	Crepe Restaurant	750		0-1	
3	ARC	200		1-2		46	Burlap and lace	760		0-1	
4	Social Security	200		1-2		47	Little Swiss Clock Shop	800		0-1	
5	Associated Bank	250		0-1		48	Civic Theater	790		1-3	
6	iCombat	340		2+		49	Bosco's Social Club	780		1-3	
7	Roberts Group (Attorney)	330		1-2		50	Adams Toy and Collectibles	770		0-1	
8	CPI Interiors	325		1-2		51	Allo Chocolate	840		0-1	
9	Alterations Unlimited	300		0-1		52	Subway	730		0-1	
10	AmFam Ins	325		0-1		53	Plowshare	720		0-1	
11	Masonic Temple	350		2+		54	Travel Agent	710		1-2	
12	Outpost Music	450		1+		55	Divino Gelato	700		0-1	
13	Harlows Off Main (Salon)	490		2-3		56	Martha Merrell's Book Store	600		0-2	
14	bar	745		2+		57	Lares Fashion	620		0-1	
15	Lawfirm	730		1-2		58	Antiques	640		0-1	
16	Mia's Restaurant	600		2-3		59	Joke Shop	650		0-1	
17	Bernies tap	850		2+		60	Performance Academy	640		1-2	
18	Roots	875		1-2		61	Five Points Brew and Sweets	425		0-2	
19	Almont Gallery	850		0-1		62	Work Hub Digital Marketing	360		1-2	
20	Steaming Cup	750		0-2		63	Guitar Repair	360		0-1	
21	Spring City Wine	740		1-3		64	Popcorn Store	350		0-1	
22	Clark Hotel	730		2+		65	Daddy O's	350		2+	
23	Taylor's Peoples Park	700		2-3		66	Various stores	350		1-2	
24	TNS - Vap Shop	690		0-1		67	Salon	300		1-2	
25	Treasure Trove	680		0-1		68	Chill Bar	400		1-2	
26	Nice Ash	675		1-3		69	Rotunda	100		4+	
27	Black Dragon Tattoo	650		1-3		70	Berg Management	100		0-2	
28	Art and Framing	640		0-1		71	Chamber of Commerce	160		0-2	
29	Milwaukee Pizza	620		0-1		72	Vacant Restaurant	240		2+	
30	Fish Store	600		0-1		73	Sky High Marketing	550		1-2	
31	Resale Shop	550		0-1		74	La Solucion LLC	50		0-1	
32	Scotts Jewelry	500		0-1		75	Colque Law	50		1-2	
33	Yoga	450		1-2		76	ICS Computer	100		0-1	
34	Vacant					77	Chef Jack	150		1-2	
35	WCAP	590		0-1		78	Kara Reese Photography	150		1-3	
36	Phone Repair	600		0-1		79	Bird Center	180		0-1	
37	Record Store/Computer	600		0-1		80	Lena's Tailoring	285		0-1	
38	Structwrite	610		1-2		81	North America Computer	330		0-2	
39	Barber Shop	620		0-1		82	Rochester Deli	350		1-2	
40	Waukesha Wireless	645		0-1		83	Periwinkles Bakery	400		0-1	
41	Resale Shop	650		0-1		84	Staffing Consultants	450		1-2	
42	Ottos Art Academy	655		1-3		85	The Freeman	450		4+	
43	Dave's Restaurant	665		1-2		86	Avalon Manor	375		1-2	

**Summary of Transient Parkers
Duration of Stay Report
from July 1 2017 to July 1, 2018
Table 2**

<u>Duration</u>		<u>No. of Parkers</u>	<u>Total Collected</u>	<u>Free 1 hour</u>	
0 hr -	0 hr 30 mn	626	\$1,797	per year	per month
0 hr 30 mn -	1 hr	1,007	\$2,934	\$4,731	\$394
1 hr -	1 hr 30 mn	894	\$2,391	<u>Free 2 hour</u>	
1 hr 30 mn -	2 hr	633	\$1,593	per year	per month
2 hr -	2 hr 30 mn	487	\$1,170	\$8,715	\$726
2 hr 30 mn -	3 hr	506	\$1,065	<u>Free 3 Hour</u>	
3 hr -	4 hr	873	\$2,019	per year	per month
4 hr -	5 hr	961	\$2,181	\$10,950	\$912.50
5 hr -	6 hr	841	\$1,878		
6 hr -	7 hr	666	\$1,635		
7 hr -	8 hr	601	\$1,278		
8 hr -	9 hr	1,106	\$1,617		
9 hr -	10 hr	613	\$1,353		
10 hr -	11 hr	448	\$1,152		
11 hr -	12 hr	336	\$927		
12 hr -	13 hr	321	\$918		
13 hr -	14 hr	276	\$801		
14 hr -	15 hr	232	\$666		
15 hr -	16 hr	199	\$576		
16 hr -	24 hr	753	\$2,199		
24 hr -	36 hr	137	\$804		
36 hr -	48 hr	136	\$813		
48 hr -	60 hr	27	\$243		
60 hr -	72 hr	37	\$321		
72 hr -	99,999 hr	56	\$1,059		
		12,772	\$33,390.00		

Transient Parkers - Duration of Stay Report

South Street Parking Ramp

07/01/2017 to 12/31/2017

(Table 3)

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Duration of Stay		Parkers	% of the day	Cost		
0 hr -	0 hr 30 mn	335	5.06%	\$972.00	5.58%	\$2.90
0 hr 30 mn -	1 hr	438	6.61%	\$1,278.00	7.33%	\$2.92
1 hr -	1 hr 30 mn	431	6.50%	\$1,194.00	6.85%	\$2.77
1 hr 30 mn -	2 hr	334	5.04%	\$894.00	5.13%	\$2.68
2 hr -	2 hr 30 mn	259	3.91%	\$666.00	3.82%	\$2.57
2 hr 30 mn -	3 hr	274	4.14%	\$624.00	3.58%	\$2.28
3 hr -	4 hr	496	7.49%	\$1,155.00	6.63%	\$2.33
4 hr -	5 hr	526	7.94%	\$1,167.00	6.70%	\$2.22
5 hr -	6 hr	461	6.96%	\$1,095.00	6.28%	\$2.38
6 hr -	7 hr	374	5.64%	\$912.00	5.23%	\$2.44
7 hr -	8 hr	317	4.78%	\$672.00	3.86%	\$2.12
8 hr -	9 hr	590	8.90%	\$837.00	4.80%	\$1.42
9 hr -	10 hr	322	4.86%	\$693.00	3.98%	\$2.15
10 hr -	11 hr	199	3.00%	\$525.00	3.01%	\$2.64
11 hr -	12 hr	190	2.87%	\$510.00	2.93%	\$2.68
12 hr -	13 hr	154	2.32%	\$435.00	2.50%	\$2.82
13 hr -	14 hr	150	2.26%	\$441.00	2.53%	\$2.94
14 hr -	15 hr	104	1.57%	\$297.00	1.70%	\$2.86
15 hr -	16 hr	88	1.33%	\$255.00	1.46%	\$2.90
16 hr -	24 hr	374	5.64%	\$1,089.00	6.25%	\$2.91
24 hr -	36 hr	70	1.06%	\$417.00	2.39%	\$5.96
36 hr -	48 hr	78	1.18%	\$468.00	2.69%	\$6.00
48 hr -	60 hr	15	0.23%	\$135.00	0.77%	\$9.00
60 hr -	72 hr	19	0.29%	\$168.00	0.96%	\$8.84
72 hr -	99,999 hr	28	0.42%	\$525.00	3.01%	\$18.75
Totals		6,626	100.00%	\$17,424.00	100.00%	\$2.63

Transient Parkers - Duration of Stay Report
South Street Parking Ramp
Jan 1, 2018 to July 1, 2018

Table 4

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0 hr -	0 hr 30 mn	291	4.73%	\$825.00	5.17%	\$2.84
0 hr 30 mn -	1 hr	569	9.26%	\$1,656.00	10.37%	\$2.91
1 hr -	1 hr 30 mn	463	7.53%	\$1,197.00	7.50%	\$2.59
1 hr 30 mn -	2 hr	299	4.86%	\$699.00	4.38%	\$2.34
2 hr -	2 hr 30 mn	228	3.71%	\$504.00	3.16%	\$2.21
2 hr 30 mn -	3 hr	232	3.77%	\$441.00	2.76%	\$1.90
3 hr -	4 hr	377	6.13%	\$864.00	5.41%	\$2.29
4 hr -	5 hr	435	7.08%	\$1,014.00	6.35%	\$2.33
5 hr -	6 hr	380	6.18%	\$783.00	4.90%	\$2.06
6 hr -	7 hr	292	4.75%	\$723.00	4.53%	\$2.48
7 hr -	8 hr	284	4.62%	\$606.00	3.80%	\$2.13
8 hr -	9 hr	516	8.40%	\$780.00	4.89%	\$1.51
9 hr -	10 hr	291	4.73%	\$660.00	4.13%	\$2.27
10 hr -	11 hr	249	4.05%	\$627.00	3.93%	\$2.52
11 hr -	12 hr	146	2.38%	\$417.00	2.61%	\$2.86
12 hr -	13 hr	167	2.72%	\$483.00	3.03%	\$2.89
13 hr -	14 hr	126	2.05%	\$360.00	2.25%	\$2.86
14 hr -	15 hr	128	2.08%	\$369.00	2.31%	\$2.88
15 hr -	16 hr	111	1.81%	\$321.00	2.01%	\$2.89
16 hr -	24 hr	379	6.17%	\$1,110.00	6.95%	\$2.93
24 hr -	36 hr	67	1.09%	\$387.00	2.42%	\$5.78
36 hr -	48 hr	58	0.94%	\$345.00	2.16%	\$5.95
48 hr -	60 hr	12	0.20%	\$108.00	0.68%	\$9.00
60 hr -	72 hr	18	0.29%	\$153.00	0.96%	\$8.50
72 hr -	99,999 hr	28	0.46%	\$534.00	3.34%	\$19.07
Totals		6,146	100.00%	\$15,966.00	100.00%	\$2.60