



## Memorandum

SRF No. 14587.00

**To:** Emily Goellner, AICP, LEED Green Associate  
Community Development Director  
City of Wayzata

**From:** Tom Sachi, PE, Associate

**Date:** November 8, 2021

**Subject:** Wayzata Downtown Parking Study Update

### Introduction

SRF has completed a parking study update for the Downtown district of the City of Wayzata (see Figure 1: Parking Zones). Previously in 2019 SRF completed a parking study for the eastern end of Downtown focused around the Mill Street Ramp. Included within that study was parking utilization surveys and a business owner survey regarding parking behaviors. This study will serve as an update to those efforts but expanded throughout the entirety of Downtown now with the completion of the Panoway Phase 1 project and updates to Lake Street. The project area is generally bounded by Ferndale Road to the west, Wayzata Boulevard to the north, Circle A Drive to the east, and Lake Minnetonka to the south. The main objectives of this study are to review the existing parking utilization within the project area, document any supply issues that exist, and plan for potential future parking opportunities. The following assumptions, analysis, and study conclusions are offered for your consideration.

### Existing Conditions

The existing conditions were reviewed to establish a baseline to identify any existing supply issues facing this area of downtown for both the parking lots and on-street parking locations shown in Figure 1. The evaluation of existing conditions includes parking utilization surveys collected during different time periods.

### Parking Utilization Survey

Parking utilization surveys were collected during the week of June 14, 2021 and the weekend of July 10, 2021. Parking data was collected during several time periods to help identify the fluctuation in parking utilization within the lots. The time periods were based on previously collected peak periods completed as part of other Downtown Wayzata parking studies. The study time periods included:

- Tuesday, June 15, 2021 – 2:00 p.m.
- Wednesday, June 16, 2021 – 10:00 a.m.
- Thursday, June 17, 2021 – 6:00 p.m.
- Friday, June 18, 2021 – 12:00 p.m.
- Saturday, July 10, 2021 – 1:00 p.m.
- Saturday, July 10, 2021 – 6:00 p.m.
- Sunday, July 11, 2021 – 11:00 a.m.

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## Parking Study Zones/Boundaries

Downtown Wayzata Parking Study  
City of Wayzata

02114273  
January 2021

Figure 1

Note that the parking data collection occurred on warmer, sunny days when both commercial and recreation activity was taking place. This was done to ensure that the data did not misrepresent the recreation peaking that often occurs near Lake Minnetonka. However, based on observations of the office land uses, there was expected to be a portion of those office related vehicles that are not present due to employees working from home as a result of COVID-19.

Results of the parking utilization surveys are detailed within Table 1 for the highest peak periods. The full dataset is included within Appendix A. The data was collected within 37 zones, however, it should be noted that the areas of zones 1 through 9 have been combined into one (1) zone for purposes of this study. Zones 1 through 9 comprise the Promenade Area. Note, two (2) blocks with the Widsten Townhomes and Wayzata Place Condominiums were not counted as part of this study.

As shown in Table 1, the **peak parking periods** are generally identified as the **weekday and Saturday middays and evenings** with peak utilization approximately between 40 and 50 percent. These time periods are consistent with historical surveys and have traditionally been the peak parking periods. A parking utilization graphic, depicted by zone is provided in the Appendix for each time period collected. A few other key observations during the peak weekday and Saturday middays and evenings include:

- On-street parking along Lake Street is generally near capacity, with minimal spaces available during the peak periods. During these peak survey periods, some restaurants are allowed to block two (2) to three (3) on-street parking spaces to operate a valet parking system, which further reduces supply within the highly utilized stretch of Lake Street.
- Zones 1-9 within the Promenade Center were 30 to 45 percent occupied during peak times.
- Zone 10, which includes the Municipal Grill and Mill Street parking ramp was 80 to 93 percent occupied during the peak times
- The parking ramp between Broadway Avenue and Walker Avenue was 53 to 72 percent occupied during peak times. Note, this ramp is recently become privately owned.
- The portion of Downtown west of Walker Avenue was generally 30 to 40 percent occupied during peak times whereas portion east of Walker Avenue was 50 to 55 percent occupied.
- Zone 25, which includes the Boatworks/6Smith building, was 70 to 80 percent utilized during the peak times.
  - The dedicated trail parking was 80 to 100 percent occupied during these peak times.
  - The permit parking areas were generally fully occupied during the weekend periods, but open during the weekday time periods. This is consistent with the expected recreation times of the docks and beach area.
- In general, office parking was minimal given that employees are likely working from home.
- There were some on-street parking closures on the western portion of Downtown as a result of construction efforts for proposed developments.
- The 153 space Lake and Berry public parking lot was not open during the time of the parking survey.

**Table 1. Parking Utilization Survey**

Zone	Supply	Thursday, 6/17 6:00 PM		Friday, 6/18 12:00 PM		Saturday, 7/10 1:00 PM		Saturday, 7/10 6:00 PM	
		Total	Demand	Percent	Demand	Percent	Demand	Percent	Demand
1-9	787	255	32%	350	44%	311	40%	225	29%
10	511	<b>462</b>	<b>90%</b>	<b>477</b>	<b>93%</b>	<b>407</b>	<b>80%</b>	<b>473</b>	<b>93%</b>
11	191	<b>164</b>	<b>86%</b>	<b>128</b>	<b>67%</b>	95	50%	<b>148</b>	<b>77%</b>
12	62	25	40%	23	37%	28	45%	19	31%
13	24	6	25%	<b>18</b>	<b>75%</b>	<b>22</b>	<b>92%</b>	8	33%
14	78	<b>66</b>	<b>85%</b>	<b>63</b>	<b>81%</b>	<b>64</b>	<b>82%</b>	<b>62</b>	<b>79%</b>
15	38	<b>34</b>	<b>89%</b>	<b>30</b>	<b>79%</b>	<b>35</b>	<b>92%</b>	<b>35</b>	<b>92%</b>
16	342	<b>256</b>	<b>75%</b>	205	60%	152	44%	200	58%
17	167	37	22%	37	22%	45	27%	49	29%
18	146	11	8%	19	13%	22	15%	<b>120</b>	<b>82%</b>
19	46	7	15%	19	41%	7	15%	5	11%
20	56	27	48%	13	23%	24	43%	28	50%
21	20	4	20%	1	5%	1	5%	3	15%
22	32	15	47%	17	53%	15	47%	22	69%
23	155	10	6%	20	13%	7	5%	2	1%
24	80	3	4%	33	41%	3	4%	8	10%
25	275	<b>188</b>	<b>68%</b>	<b>221</b>	<b>80%</b>	<b>190</b>	<b>69%</b>	<b>207</b>	<b>75%</b>
26	0	0	0%	0	0%	0	0%	0	0%
27	132	37	28%	47	36%	24	18%	28	21%
28	181	19	10%	57	31%	18	10%	2	1%
29	79	9	11%	19	24%	9	11%	4	5%
30	20	8	40%	9	45%	10	50%	6	30%
31	86	14	16%	28	33%	23	27%	24	28%
32	63	16	25%	21	33%	9	14%	10	16%
33	41	16	39%	10	24%	9	22%	11	27%
34	32	11	34%	25	78%	15	47%	11	34%
35	11	0	0%	0	0%	0	0%	0	0%
36	131	34	26%	20	15%	1	1%	1	1%
37	11	0	0%	0	0%	1	9%	1	9%
Total Parking Demand	3797	1734	46%	1910	50%	1547	41%	1712	45%

## Parking Mitigation

Although parking overall throughout Downtown is between 40 to 50 percent utilized during the peak periods, the majority of the public parking facilities are heavily utilized, excluding the Promenade parking. Based on these findings, it is recommended to develop a wayfinding and communications plan to help bring awareness to the available public spaces within the new 153 stall surface lot constructed with access off Barry Avenue just north of Lake Street and the Promenade area. Note, while parking within Promenade is not public parking, due to the high vacancy there is opportunity to partner with owners to encourage Downtown employees to park in empty portions of the lots.

## Wayfinding/Communication

In order to promote the available public parking spaces, a wayfinding and communications plan should be developed to bring awareness to both residents and visitors. Potential wayfinding opportunities include:

- Installing signs, similar to those used to promote the parking access at Lake Street and Walker Street or at the entrance to the Mill Street Ramp, with directions to the entrance of the parking facilities. The signs could be installed at the Lake Street and Barry Avenue intersection and Superior Street intersections with Promenade Avenue and Mill Street.
  - The current public parking wayfinding signing near the Promenade may be too small for drivers to detect. The larger signs, which can denote Public Parking can help promote the availability of the parking.



- In addition to larger “Public Parking” signing, consider installing wayfinding signing at the corners of intersections with pedestrian level signing or a kiosk with estimated walk times to key destinations.

- These types of signs can help encourage visitors familiarize themselves with Downtown and park in one (1) location and walk between sites and also promote the short walking distance to the available parking with the Promenade and the new parking lot.
- In addition to wayfinding opportunities communications can be sent out to both residents and area businesses/chamber of commerce promoting the use of the available parking facilities. While not all visitors to Wayzata are residents of the City, these communications can provide helpful information to a portion of the Downtown users.
- With the knowledge of the parking opportunities available to the general public, business owners can help provide guests alternative parking areas if the guests have concerns over parking availability.
- Another round of business owner surveys should be completed in the future for the entirety of downtown to understand current communications plans, employee parking behaviors, and opinion on the changes in work habits.

Lastly, under the current parking conditions, there is a potential that current office tenants may have a surplus of available parking due to work at home conditions. While these spots may not be available during all times of the day, the key parking times during the evening and weekends provide an opportunity to shared parking through agreements rather than constructing additional parking facilities. With the high cost of structured parking, considerations should be made for business owners to share parking when possible.

### **Other Considerations**

The following details items that do not need to be explicitly considered based on the existing parking conditions, however, they should remain as relevant potential options as the future of Downtown unfolds.

### **Future Ramp Locations/Modifications**

Although not currently indicated as a need, the City can consider the plan for a potential future ramp on the western side of Downtown as redevelopment occurs. Although shared parking opportunities with office land uses should be explored first, if potential redevelopment eliminated these opportunities, a future ramp could be considered to help alleviate any parking issues. Previous planning efforts have noted a potential ramp location north of Lake Street and east of Edgewood Avenue behind the Coldwell building. Additionally, the Metro Transit Park and Ride lot along Wayzata Boulevard is a potential site that the City could work on a development plan that includes public parking options. Note, future unknown redevelopment throughout the Downtown area also offers an opportunity to locate public parking options as well.

Also included in potential ramps or modifications to existing ramps would be the ability for signing to identify the number of available parking spaces prior to entering or utilizing a LED light system to indicate open spaces, similar to the Mall Of America.

Lastly, there is potential the City could consider reconfiguring the municipal parking lot adjacent to the Municipal Grill to include more parking spaces.

### **Parking Meters**

Parking meters have not been specifically requested by users or business owners of Downtown, but they are a potential future option. Note, parking meters are intended to increase turnover of parking if it is determined that on-street spaces are being utilized for long periods of times. Note, previous business owner surveys did not provide any indication or desire for meters. For reference, current parking time limits within the majority of on-street parking in Downtown is a three (3) hour limit between 6:00 a.m. and 6:00 p.m. and no parking between 2:00 a.m. and 5:30 a.m.

### **Potential/Planned Redevelopment**

#### **Boatworks/6Smith**

It is expected that a future restaurant development will replace the previous Wayzata Brew Works within Boatworks. Due to an increased parking need as a result of this use, the current lot is expected to be 30 stalls short of City code requirements. This is despite the current effects of the COVID-19 pandemic. However, the potential deficit may be able to be accommodated through relaxed restrictions on site after 5:00pm and potential to utilize the City's Fee In Lieu of Parking Policy in the Lake and Berry parking lot.

Future redevelopment opportunities (including the TCF site) should be reviewed to determine any parking deficits that may need to utilize the public parking facility.

#### **Panoway Phase 2**

The Panoway Phase 2 Boardwalk construction is slated for year 2022 or 2023. While it is expected that the boardwalk will become a feature attraction for Downtown, there is not currently any programming planned for the space. While there is potential the boardwalk will encourage people visit Downtown, it is expected the majority of users will already be visiting Downtown and utilizing another use (i.e. restaurant, office, or retail) and that the length of stay for visitors will increase rather than the number of visitors. The impact on parking is difficult to predict and will need to be reviewed under future utilization surveys. If additional programming that would be expected to bring in additional guests to Downtown is expected, a further review of that potential parking impact can be completed at a later date.

## Next Steps

As Downtown emerges out of the COVID-19 pandemic and both commercial and office uses return to standard operations, a broader, Downtown wide parking survey is recommended to be completed to understand the full parking situation within Downtown Wayzata. Once again, a business owners survey should be completed, but to a broader audience, to identify if parking challenges exist throughout the entirety of Downtown. This additional survey can identify areas with low utilization that may be able to be used for employee parking, in turn helping customer/client parking needs. The timing of any future study will be discussed with City staff to ensure accurate results.

Additionally, a future parking utilization survey can be completed to help identify the impact of the new public parking lot on the west side of Downtown and help update the previously completed parking model developed for the City. Note, the parking model was not updated during this study as a result of COVID-19 impacts. Both the survey and utilization counts will help provide an understanding of the new “normal” presented after COVID-19 and help plan for any future redevelopment and parking needs.



## **APPENDIX A: Parking Utilization**



**Parking Utilization - Tuesday 2:00 PM**

Downtown Wayzata Parking Study  
 City of Wayzata

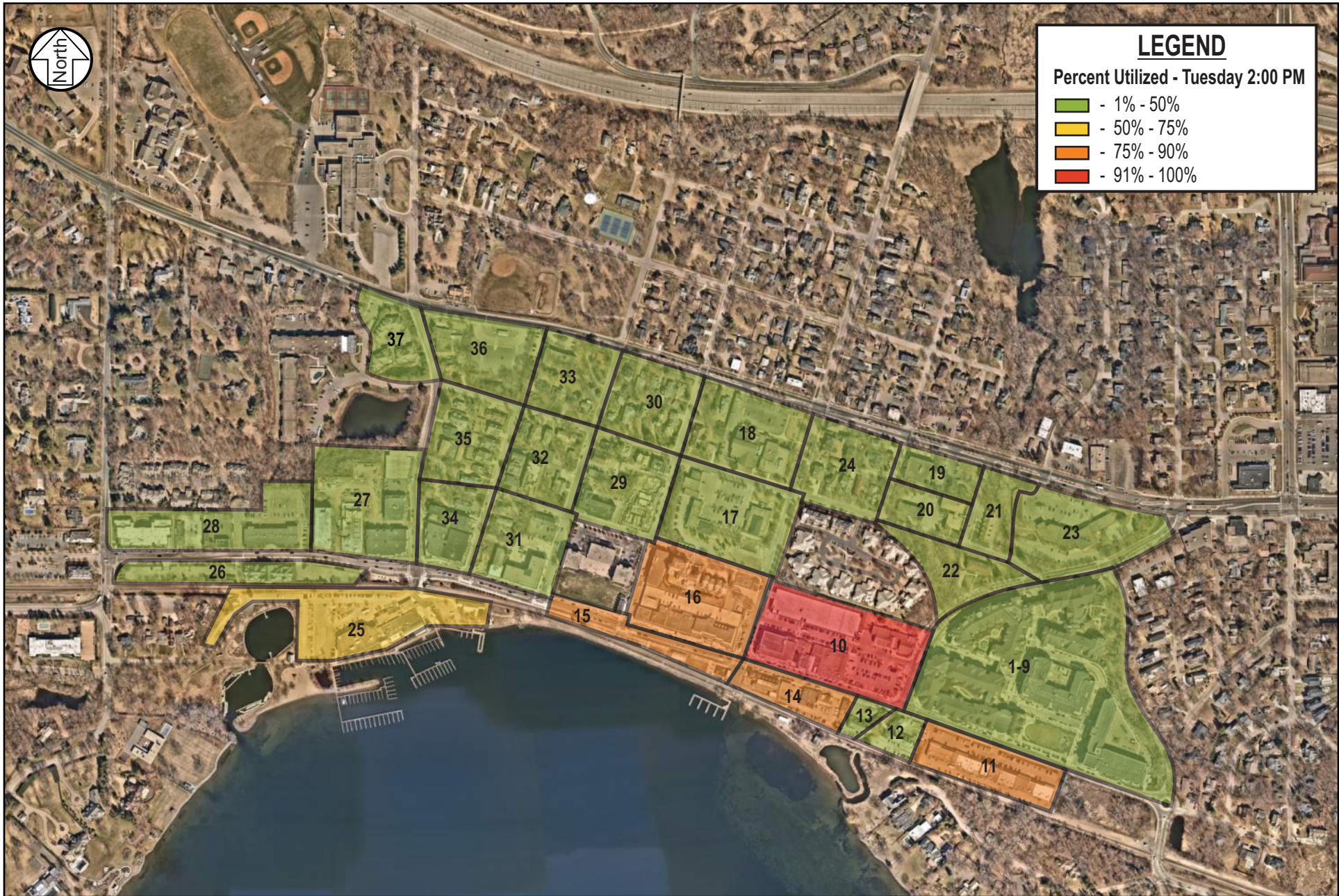
**Figure X**



**Parking Utilization - Wednesday 10:00 AM**

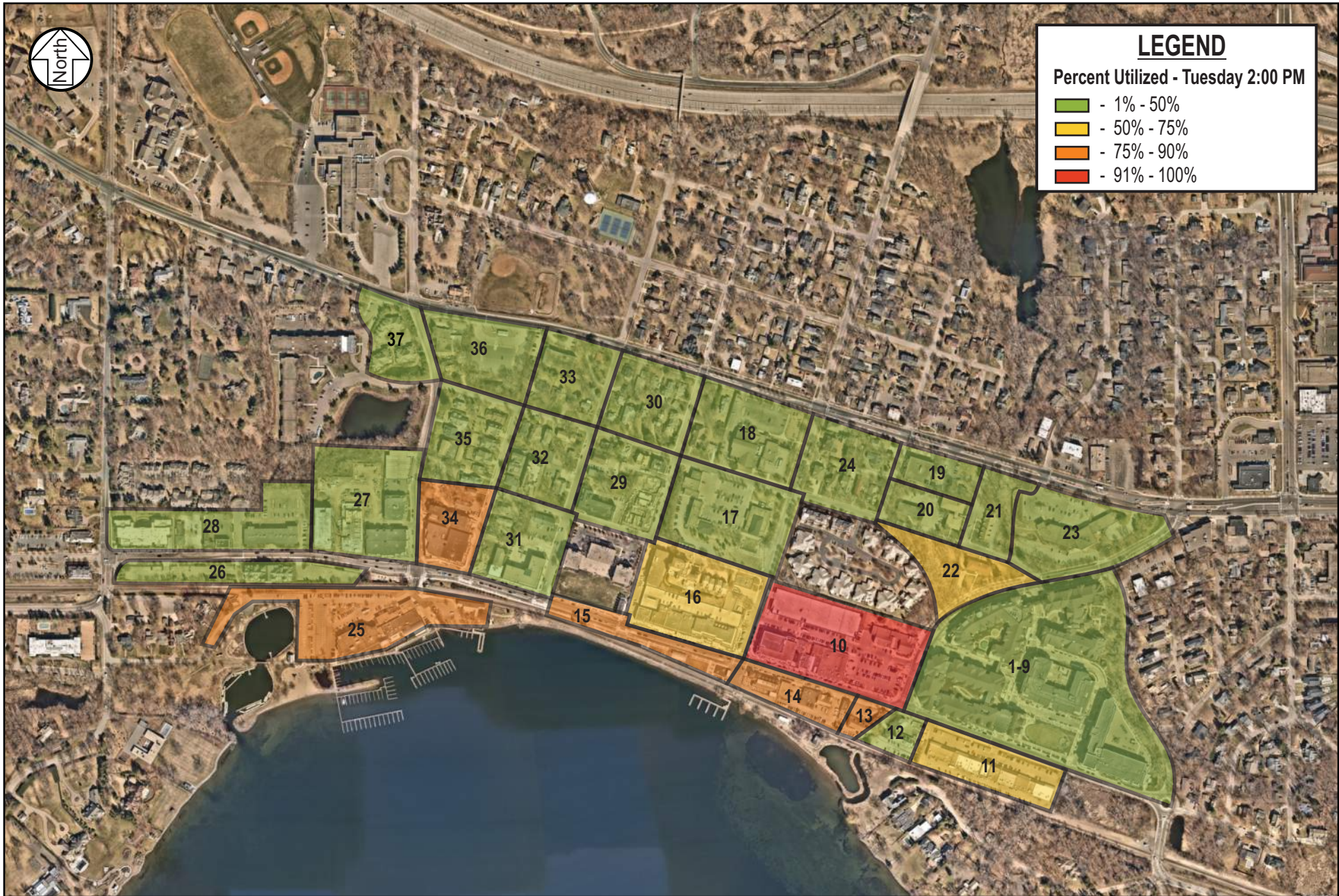
Downtown Wayzata Parking Study  
 City of Wayzata

Figure X



**SRF** Parking Utilization - Thursday 6:00 PM  
 Downtown Wayzata Parking Study  
 City of Wayzata

Figure X



**Parking Utilization - Friday 12:00 PM**

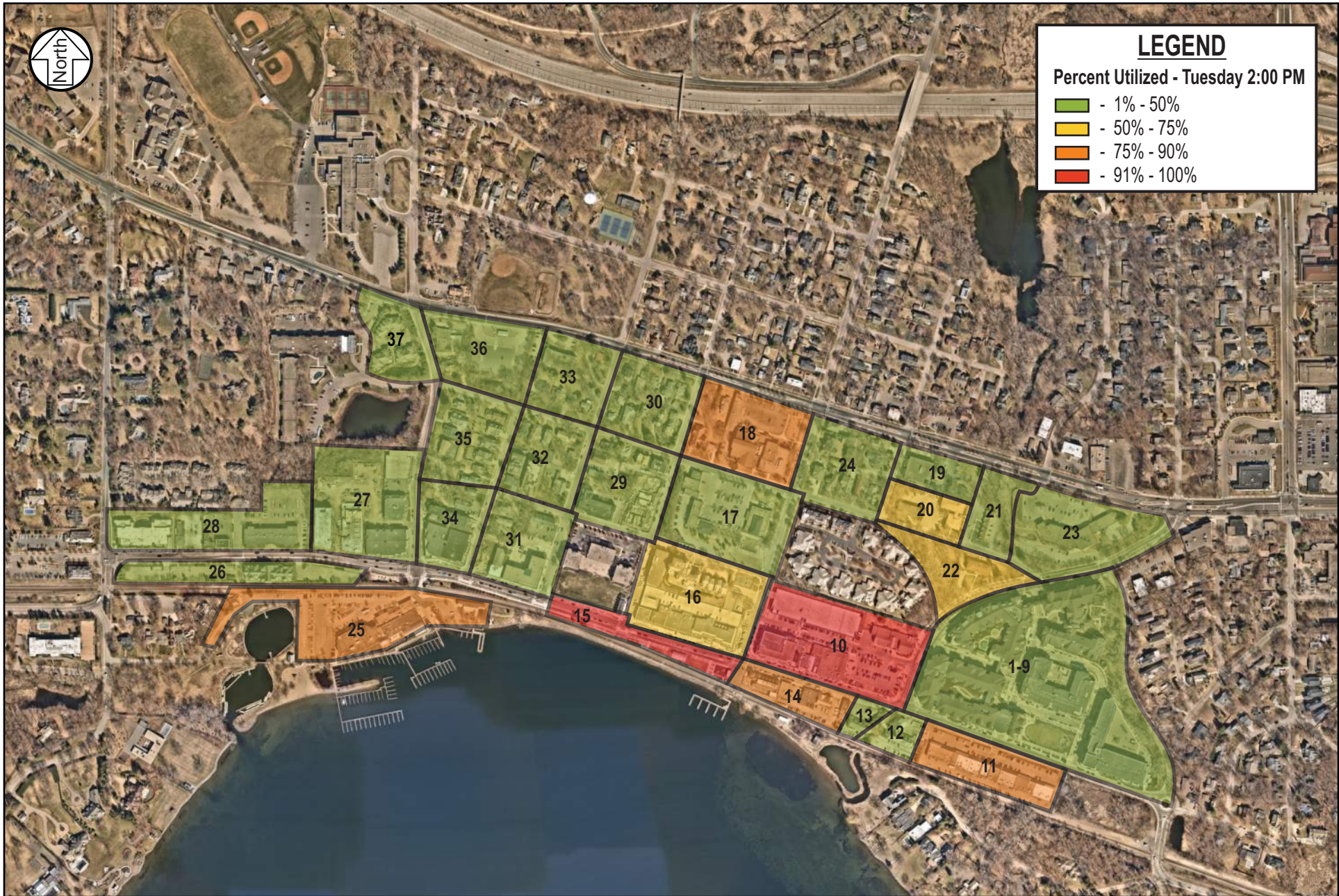
Downtown Wayzata Parking Study  
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**Figure X**



**SRF** Parking Utilization - Saturday 1:00 PM  
 Downtown Wayzata Parking Study  
 City of Wayzata

Figure X



**SRF** Parking Utilization - Saturday 6:00 PM  
 Downtown Wayzata Parking Study  
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Figure X



**Parking Utilization - Sunday 11:00 AM**

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**Figure X**