Less Traffic, Better Places

A Step-by-Step Guide to Reforming Parking Requirements

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Three Reforms

1. Charge fair-market prices for curb parking

2. Spend the resulting revenue to pay for neighborhood public improvements

3. Remove the requirements for off-street parking

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Where can these principles apply?

Successful precedents: reviving neighborhoods by abolishing minimum parking requirements:

- Coral Gables, FL
- Eugene, OR
- Fort Myers, FL
- Fort Pierce, FL
- Great Britain (entire nation)
- Los Angeles, CA

- Milwaukee, WI
- Olympia, WA
- Portland, OR
- San Francisco, CA
- Stuart, FL
- Seattle, WA
- Spokane, WA
- Ventura, CA

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Agenda: A step-by-step guide

1. Set goals
2. Assess the status quo
3. Offer alternatives
4. Build a consensus

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Step 1: Set Goals

What is the goal of your community's parking requirements?

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Petaluma Smart Code - Key Issues

- ❖ Want new life downtown, economic success
- ❖ Perceived parking shortage
- ❖ Vacant buildings – couldn't meet parking requirements
- ❖ Fear of spill-over parking
- ❖ Fear of traffic
- ❖ Worsening housing crisis
- ❖ Budget crunch

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Petaluma Smart Code - Vision
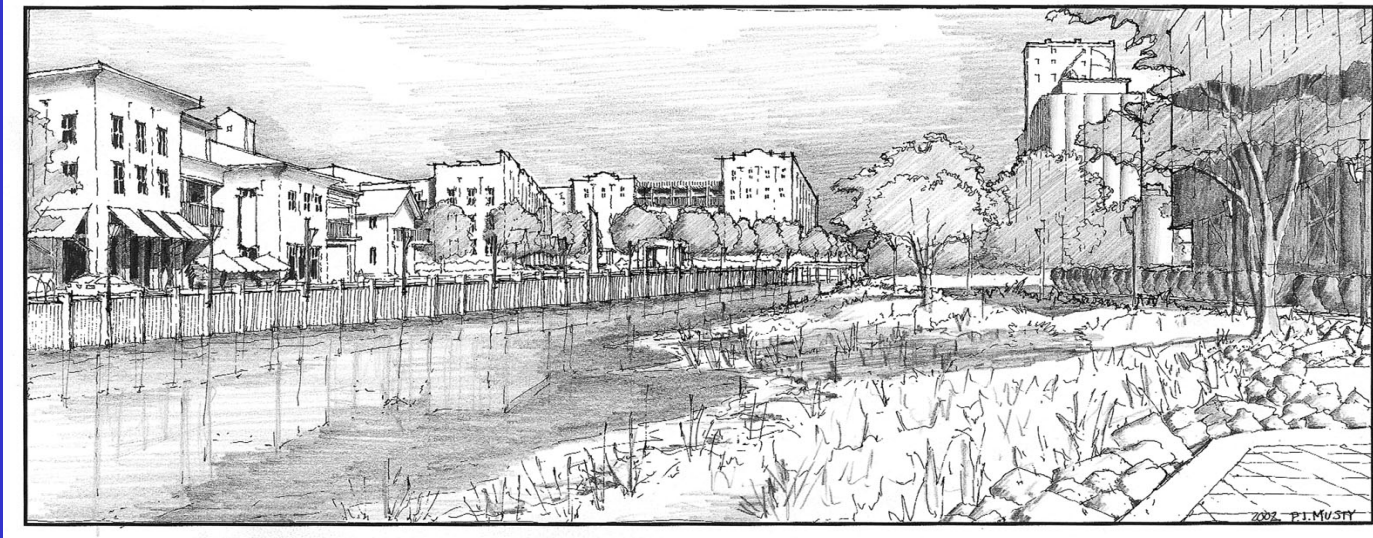
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How can their vision be realized?

...parking policies must support it.

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What is the goal of parking requirements?

- ❖ ...To create ample parking?
- ❖ Transportation is a means of achieving larger community goals, not an end in itself
- ❖ Always set parking policies as part of a larger vision

Central Petaluma Smart Code
Central Petaluma Specific Plan - Chapter 11
Petaluma, California

January 27, 2003

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Petaluma, CA: Smart Code Results

Key Policies

1. 'Park Once' Environment
2. Manage On-Street Parking
3. Parking requirements drastically reduced, then abolished

   - Nov '02: Project start
   - June '03: Code adopted
   - **July '03: $75 million project (theater, retail, apartments, office) approved**
   - Today: Theater District open

Central Petaluma Smart Code
Central Petaluma Specific Plan - Chapter 11
Petaluma, California

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Step 2: Assess the Status Quo

1. What is the stated purpose of current parking requirements?

2. Are they achieving that purpose?

3. Where did they come from?

4. What are the physical consequences?

5. Would they allow you to build people's favorite places?

6. Assess parking supply and parking occupancy.

   - What are the real problems?

   - Can more spaces solve the problem?

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Palo Alto, CA – parking requirements adopted in 1951

Minimum Parking Requirements

Purpose

- ❖ *Palo Alto: "to alleviate traffic congestion"?*

- ❖ *San Diego: "to reduce traffic congestion and improve air quality"*

- ❖ *to prevent spill-over parking problems*

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Minimum Parking Requirements - Source

Example: Office Parks

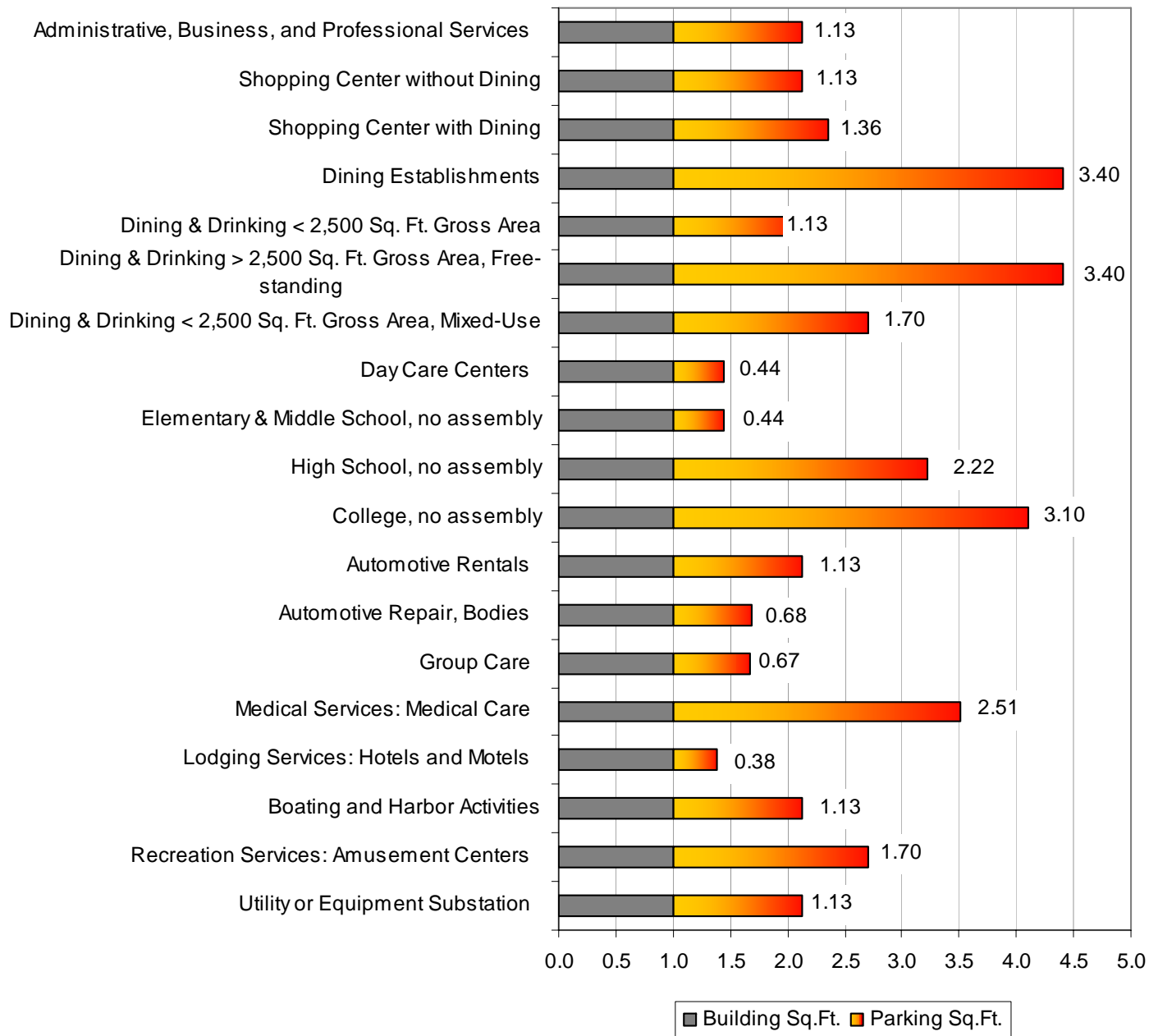Peak Occupancy Rates, in spaces per 1000 sf of building area:

Lowest:	0.94 spaces
Average:	2.52 spaces
Highest:	4.25 spaces

Typical requirement:

4.0 spaces/1000 sf

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Typical office: 4 parking spaces per 1000 sq.ft.

1.3 sq. ft. of asphalt per sq. ft. of building area

Ventura's minimum parking requirements...

...often require more parking than building

Chart data (Building Sq.Ft. / Parking Sq.Ft.):

Category	Value
Administrative, Business, and Professional Services	1.13
Shopping Center without Dining	1.13
Shopping Center with Dining	1.36
Dining Establishments	3.40
Dining & Drinking < 2,500 Sq. Ft. Gross Area	1.13
Dining & Drinking > 2,500 Sq. Ft. Gross Area, Free-standing	3.40
Dining & Drinking < 2,500 Sq. Ft. Gross Area, Mixed-Use	1.70
Day Care Centers	0.44
Elementary & Middle School, no assembly	0.44
High School, no assembly	2.22
College, no assembly	3.10
Automotive Rentals	1.13
Automotive Repair, Bodies	0.68
Group Care	0.67
Medical Services: Medical Care	2.51
Lodging Services: Hotels and Motels	0.38
Boating and Harbor Activities	1.13
Recreation Services: Amusement Centers	1.70
Utility or Equipment Substation	1.13

Legend: ■ Building Sq.Ft. ■ Parking Sq.Ft.

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Glendale Minimum Commercial Parking Requirements

Category	Value
Banks	1.4
Auto Service Stations	1.4
Car Washes	0.5
Gyms and Health Clubs	3.4
Medical and Dental Offices (not adjacent to hospital)	1.7
Offices	0.9
Fast Food Restaurants	4.3
Restaurants	3.4
Retail	1.4
Hotels and Motels	0.4
Taverns	3.4
Auditoriums/Assembly Halls	9.7
Churches, Synagogues, Temples	9.7
Private Schools (Kindergarten-9th grade)	0.9
Private Schools (10th grade+)	9.7
Theaters	9.7
Industrial (Warehouse)	0.3
Industrial (Research and Development)	0.9

Legend: ■ 1 Sq. Foot of Building ■ "x" Sq. Feet Parking

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Would they allow you to build people's favorite places?

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Standard Parking Generation Rates Are Derived From Isolated, Single-Use Developments
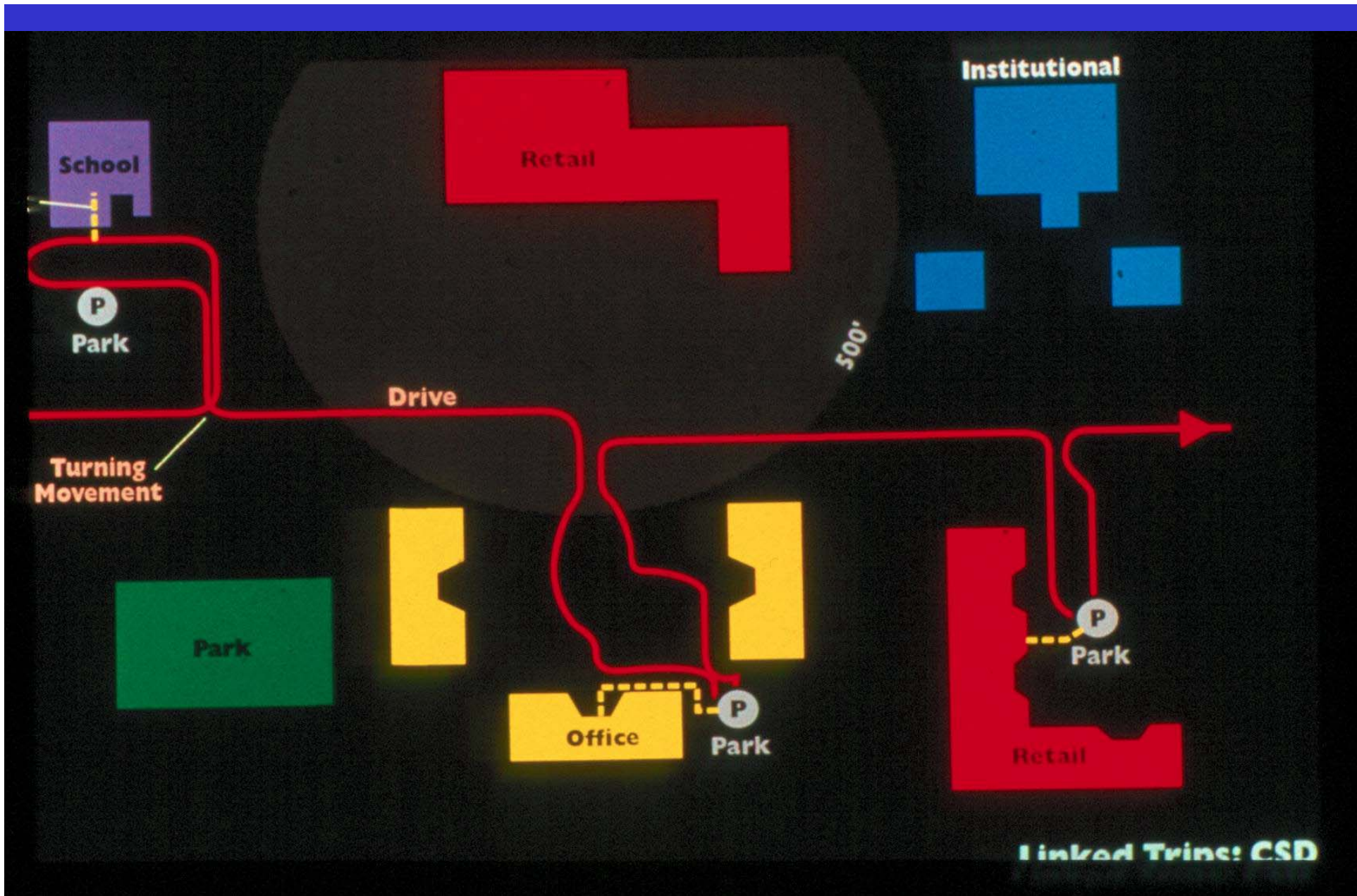
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Mixed-Use Zones Act as a "Park Once" District

One space serves several destinations
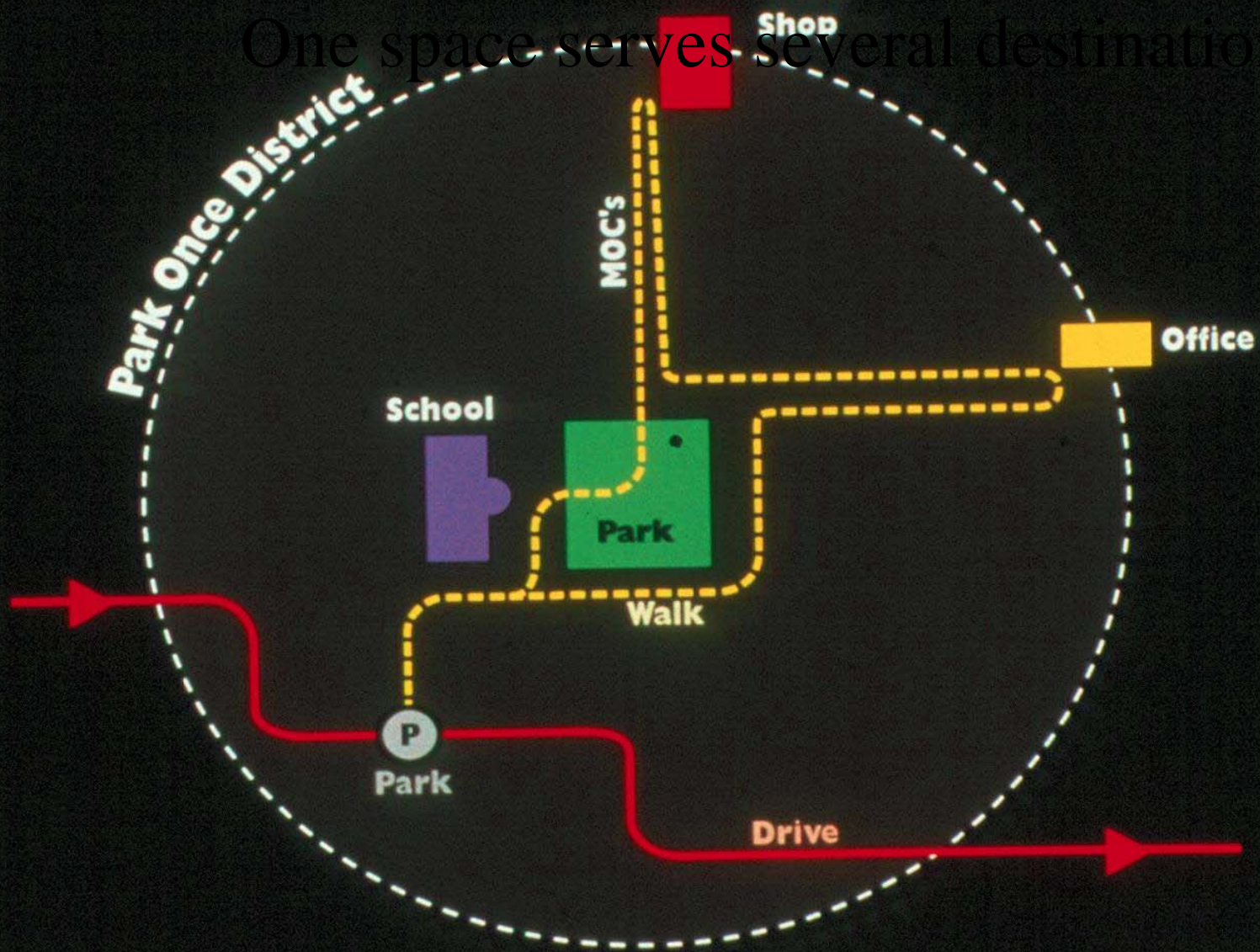
Demand vs. Requirement: Downtown Palo Alto
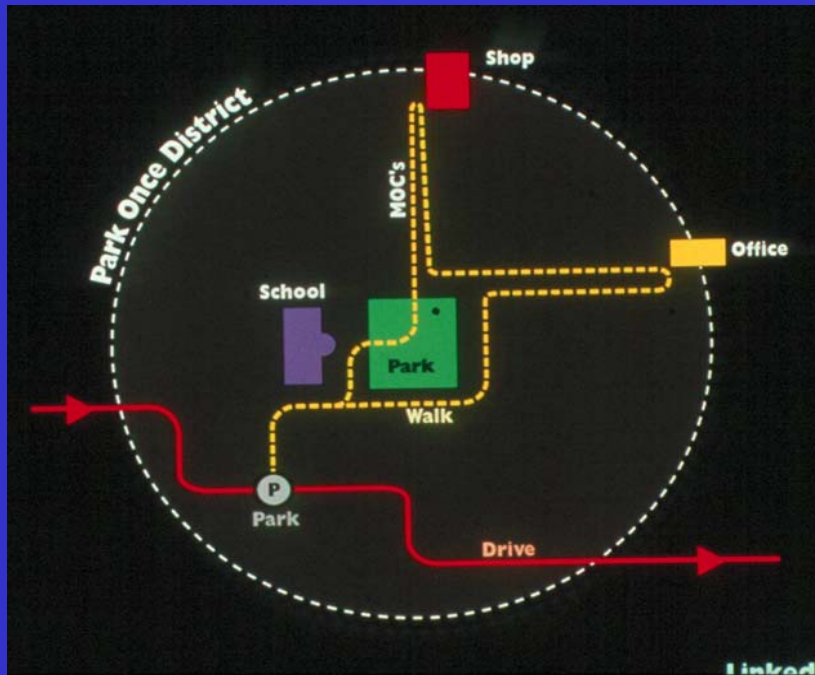
Observed peak occupancy:

➤ 1.91 spaces per 1,000 s.f.

Peak occupancy w/ 10% vacancy:

➤ 2.1 spaces per 1,000 s.f.

Existing Requirement:

➤ 4 spaces per 1,000 s.f.

➤ Would require 5,210 more spaces than observed demand to bring downtown to 4 spaces per 1,000 sf requirement

➤ At $51K/space = $298 million

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Step 2: Assessing the Status Quo

Assess parking supply and occupancy

What are the real problems?

Can more spaces solve them?

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Downtown Ventura
Mobility & Parking Plan

Peak demand, Downtown public parking: 8 p.m. Saturday

All Downtown: Combined Weekend Parking Occupancy (On- & Off-Street)

55%

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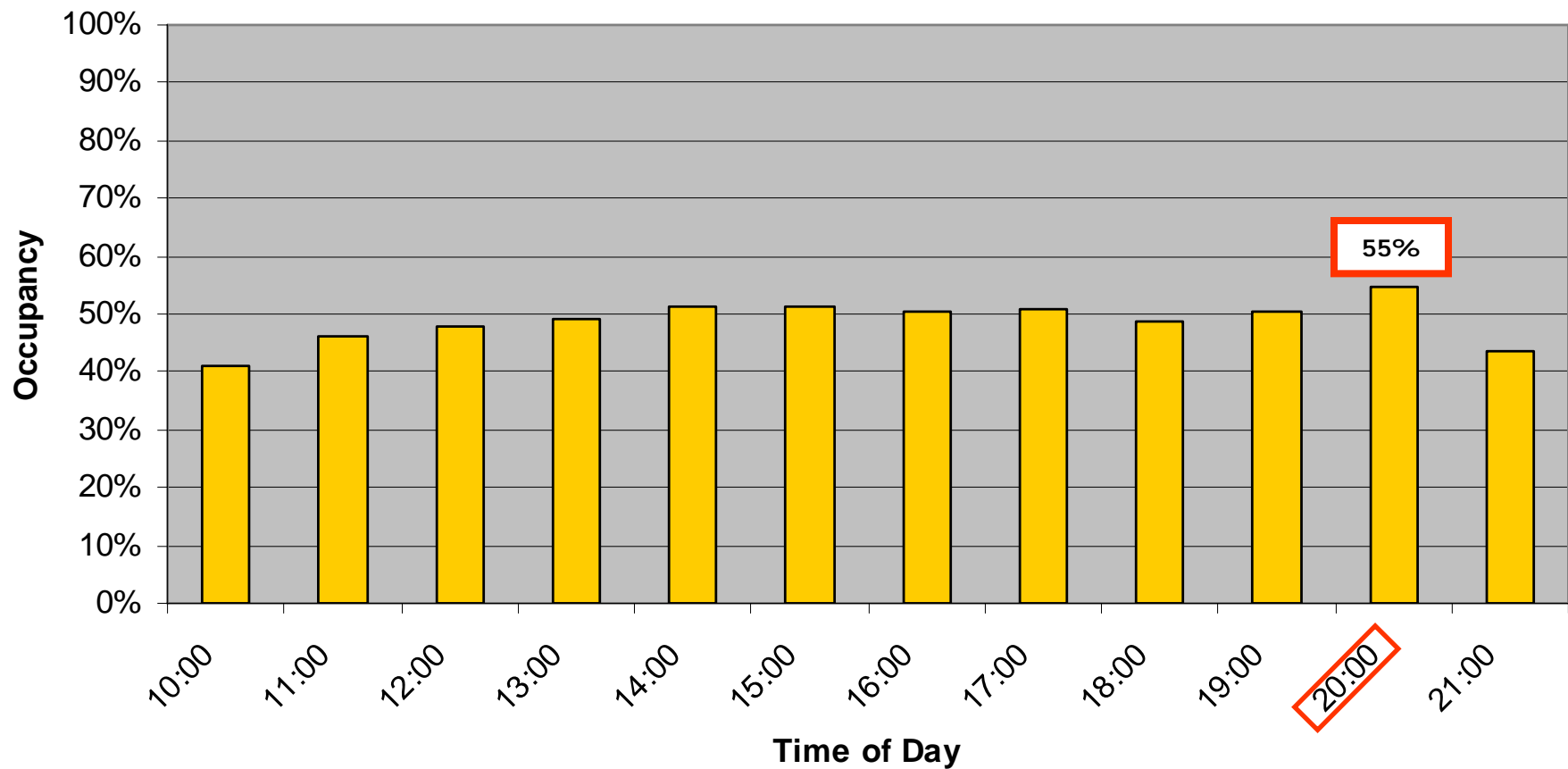
Ventura - Busiest hour (8 p.m. Saturday)

Weekend Parking Trends

LEGEND

■	0.0
■	0.1 - 0.2
■	0.3 - 0.4
■	0.5 - 0.6
■	0.7 - 0.8
■	0.9 - 1.0
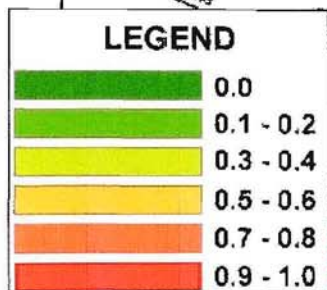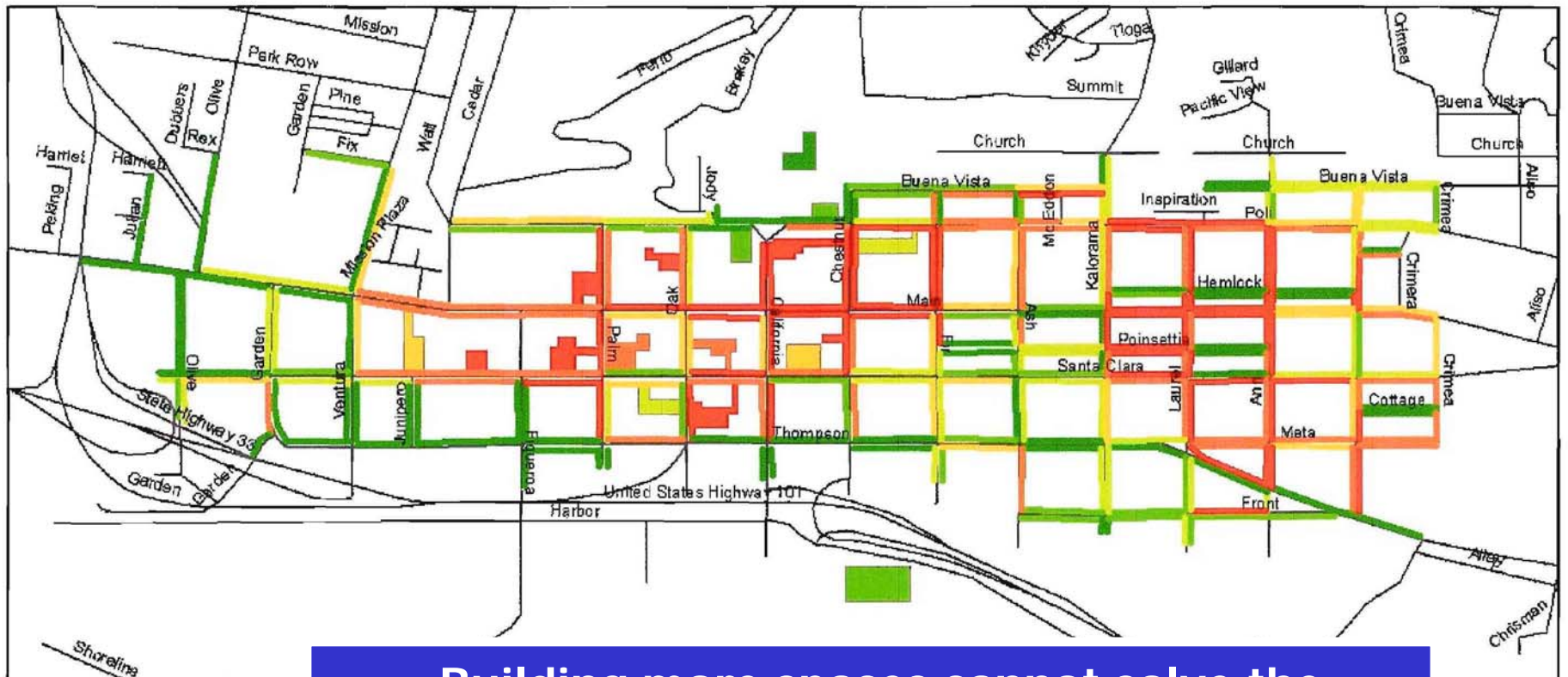
Building more spaces cannot solve the perceived parking shortage

Source of Base Map: April 2003 Katz, Okitsu and Associates Parking Study

20:00
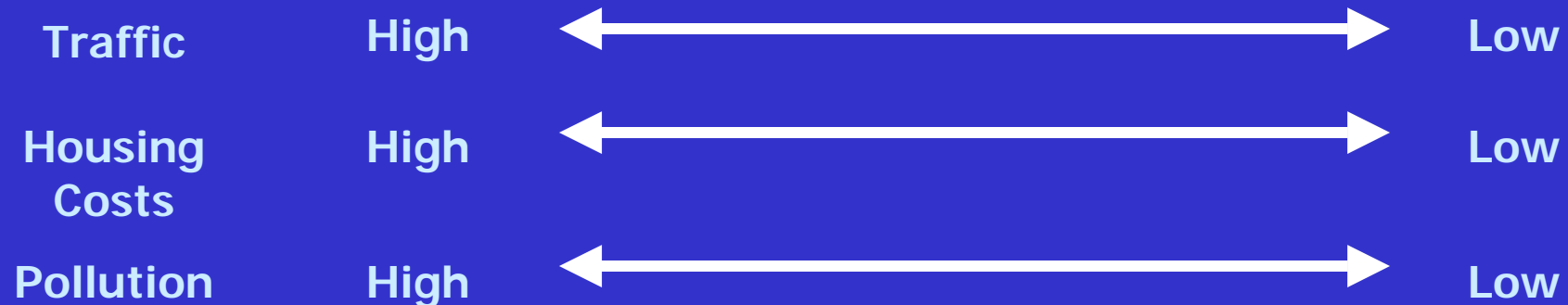
Ventura Parking Benefit District Boundaries
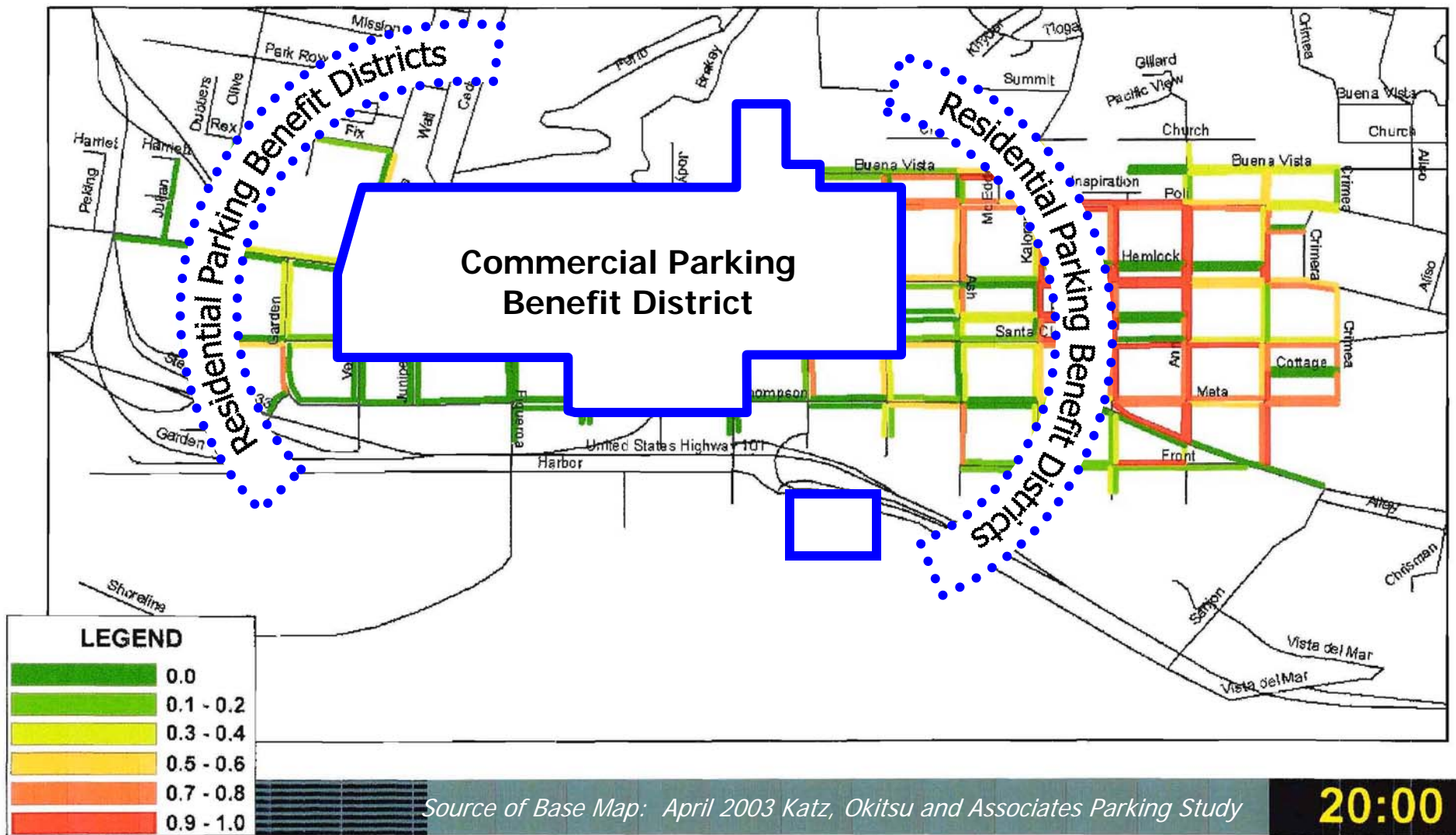
Step 3: Offer Alternatives

1. Which alternative fits your town's larger goals?

2. With each alternative, who gains and who loses?
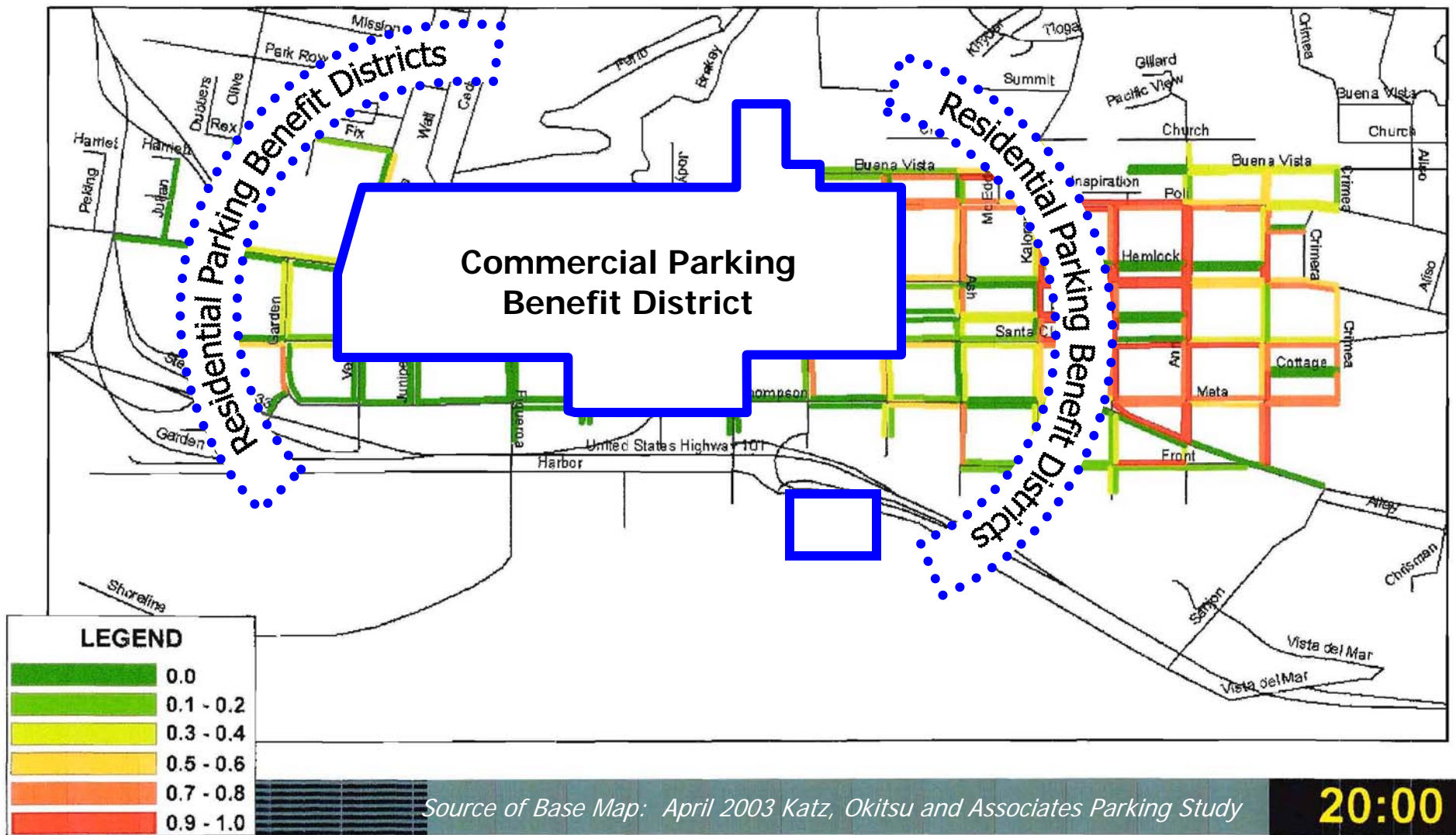
3. How many council members will vote for this?

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Parking: High & Low Traffic Strategies

	Typical Minimum Requirements	'Tailored' Minimum Requirements	Abolish Minimum Requirements	Set Maximum Requirements
Typical Tools	❖ Requirement > Average Demand ❖ Hide all parking costs	Adjust for: ❖ Density ❖ Transit ❖ Mixed Use ❖ 'Park Once' District ❖ On-street spaces ❖ …etc.	❖ Market decides ❖ Garages funded by parking revenues ❖ Manage on-street parking ❖ Residential pkg permits allowed by vote	❖ Limit parking to road capacity ❖ Manage on-street parking ❖ Market rate fees encouraged/ required

|			
Traffic	**High**	◄──────►	**Low**
Housing Costs	**High**	◄──────►	**Low**
Pollution	**High**	◄──────►	**Low**

Step 4: Building a Consensus

1. Focus on the revenue.
   - ❖ Who receives it? They will be the supporters.
   - ❖ How do they want it spent?

2. How can you minimize the number of losers?
   - ❖ Who can we grandfather in, so they don't lose their free parking?

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Ventura Parking Benefit District Boundaries

Source of Base Map: April 2003 Katz, Okitsu and Associates Parking Study

Potential Revenue: $1.8–3.5 Million Annually

Period	Total
Daily (Weekday)	$5,356
Daily (Saturday)	$7,626
Weekly	$34,404
Monthly	$308,443
Annual	$3,701,321
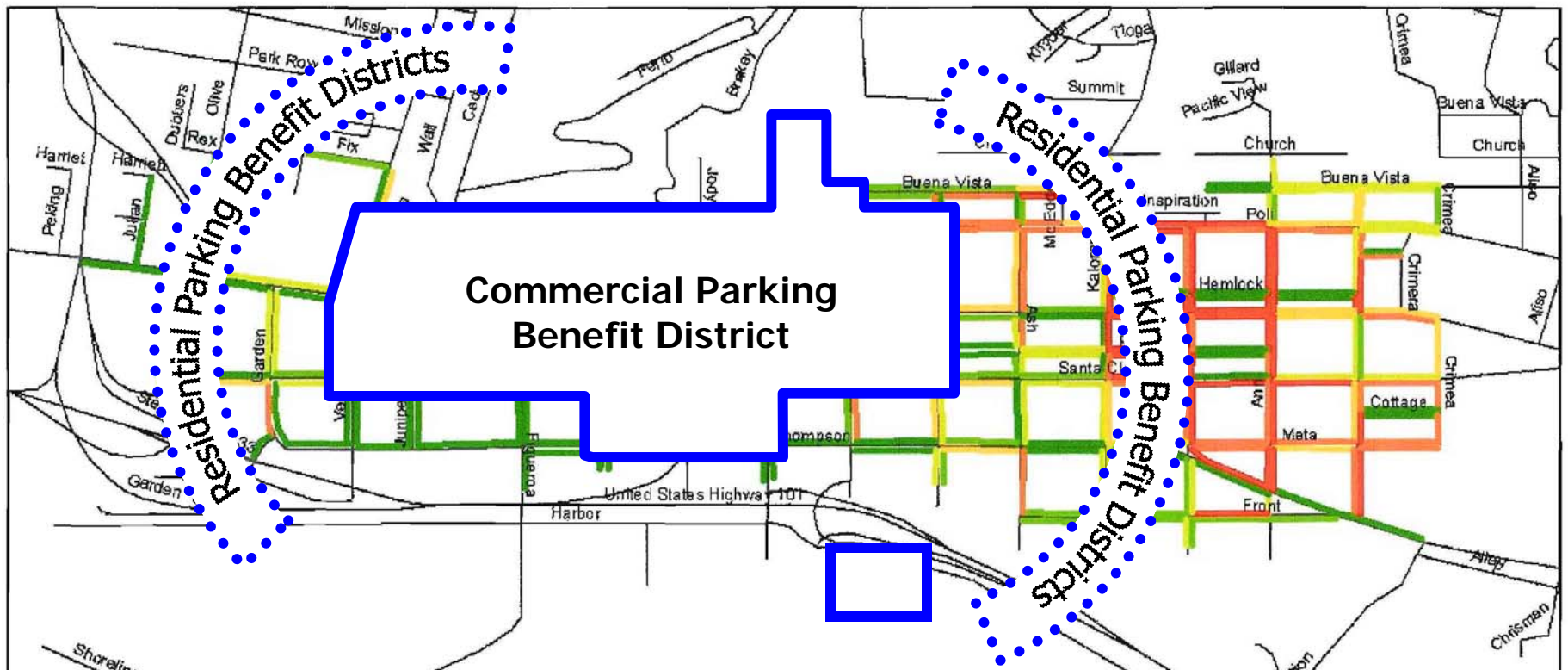
Downtown Opportunities – Landscape Greening

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Downtown Opportunities – Trash Collection

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Boulder's Transportation Improvement District

- ❖ No nonresidential parking requirements in CAGID area
- ❖ Public garages – 84% funded by parking fees, 16% by taxes
- ❖ Parking benefit district: $1 million per year in meter revenue kept
- ❖ Employee benefits: free universal transit pass(Eco-Pass); Guaranteed Ride Home; ride-matching services; bicycle parking, etc.
- ❖ $325,000/year TDM budget
- ❖ Carpooling: 35% in 1993 to 47% in 1997
- ❖ Eco-pass: reduces commuter parking demand by 850 spaces

Step 4: Building a Consensus

Implementing Residential Parking Benefit Districts

Protecting neighborhoods from spill-over parking

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Errors to avoid

Boston's Beacon Hill neighborhood

➢ 3,933 resident permits issued - free

➢ 983 curb spaces available

➢ Lesson: *limit # of permits issued to spaces available*

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Glendale, California, Residential Parking Permit Districts

Allow two hours free parking for anyone

- *Visitors* park to avoid meter and garage fees
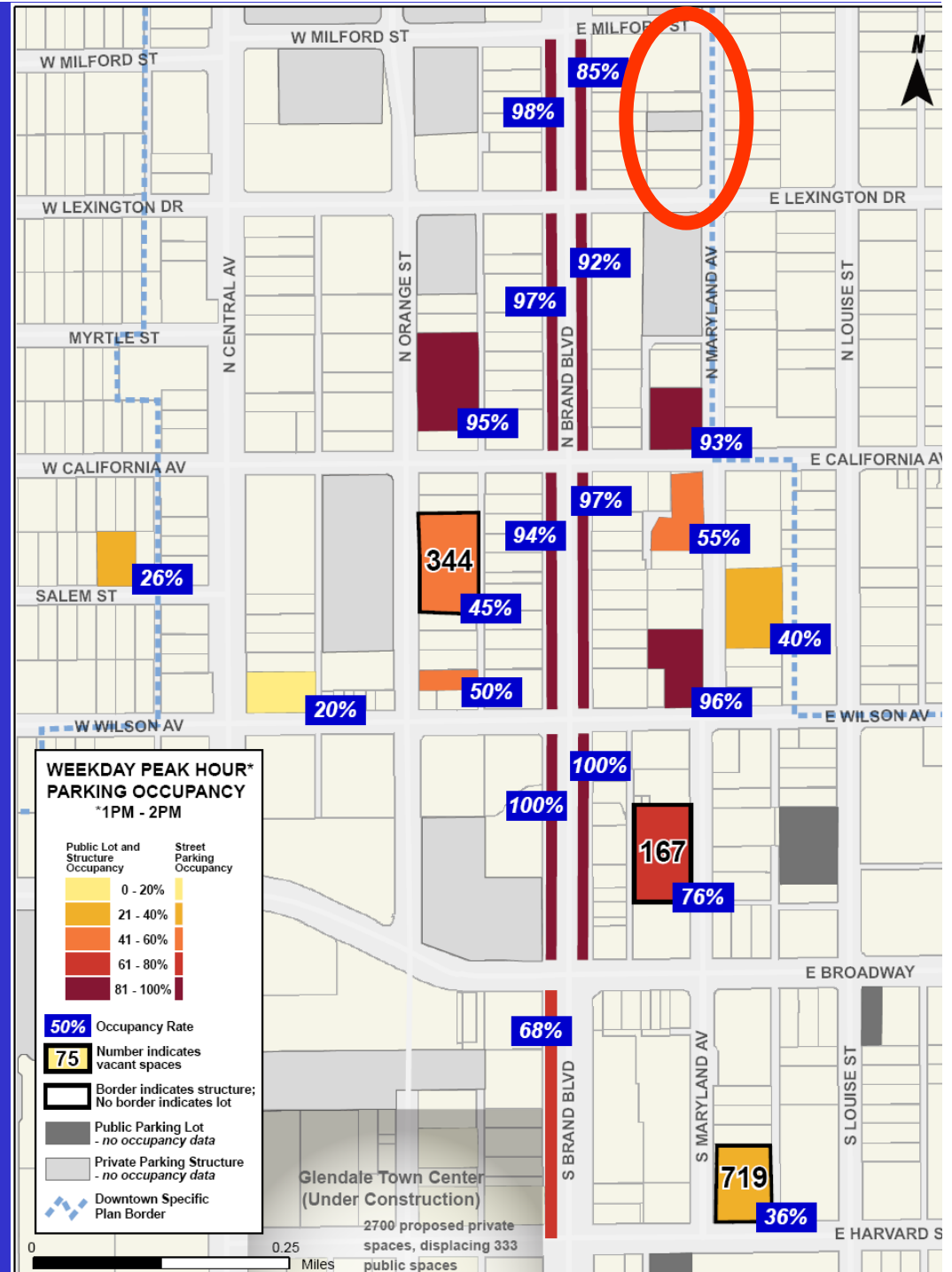- *Employees* do the "2- hour shuffle"
- Expensive garages sit half-empty
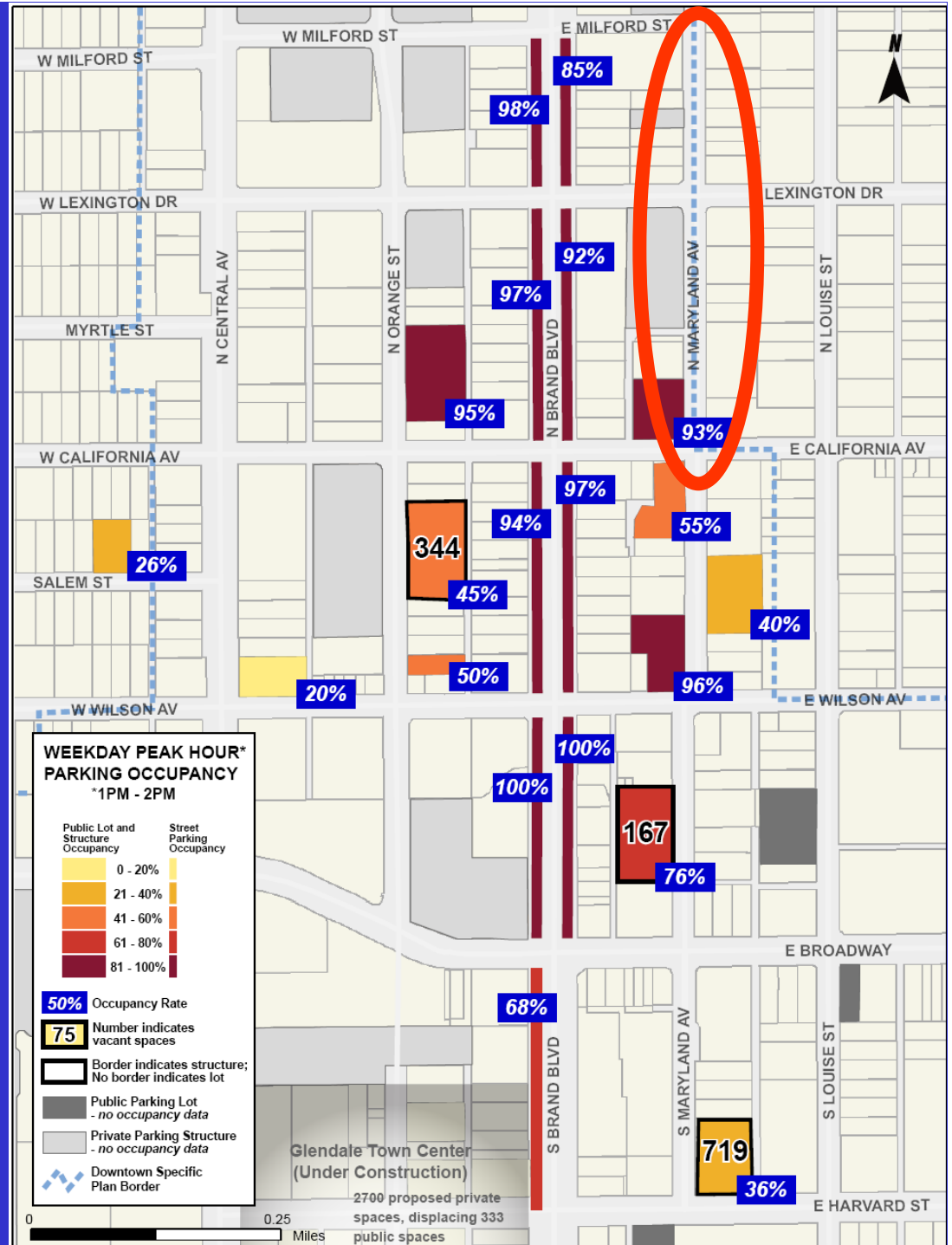
Glendale – Proposed Residential parking benefit district

Existing problem:
- ❖ West side of street: garage @ $2.25/hour
- ❖ East side: 2 hours free in residential permit zone

Solution:
- ❖ East side: same price, except with residential permit
- ❖ Return all revenues to the neighborhood

Glendale's residential parking permit districts

➢ City currently issues *unlimited* number of permits for *limited* number of spaces

Residential permit fee: $6/year

Public structure fee: $540 – 660/year

Cost of new structure: $2000+/space/year

Cost of 10′x 20′ storage space: $2700 – 3300/year

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Residential Parking Benefit District – Glendale Proposal

Existing residents

➢ Grandfather in existing permit holders at existing price

➢ Allow resale to other residents

Future residents

➢ Limit permits issued to spaces available

➢ Set goal: 85% occupancy

➢ Sell permits at market rate

➢ Use proceeds to benefit neighborhood

Parking Benefit District Results

➢ No more on-street parking shortage

➢ New revenues for public improvements

➢ Only small change in demand (~15%) is needed

➢ Garages will be used to park cars – not junk

➢ Renters with many cars will choose apartments with ample off-street parking

➢ Drivers will rent excess spaces in underused nearby garages

Residential parking benefit districts – Ventura

Proposal

❖ Residents park free

- Limit permits issued to available curb space
- Property owners receive one permit per 20 feet of available curb space along the frontage of their lot
- Permits may be sold or transferred

❖ Sell excess space to nonresidents

- *Payment method:* In-vehicle meters
- Residents decide how to spend revenue

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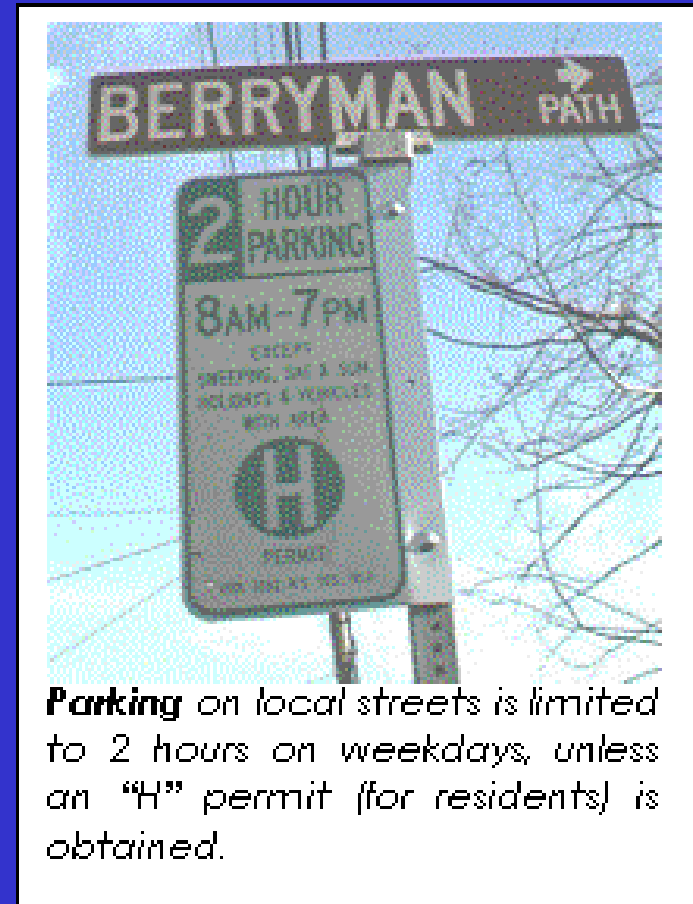
Step 4: Building a Consensus

Transforming the suburbs:
A Silicon Valley example

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Example: NASA Research Park
Military Base Re-Use
Sunnyvale, California

Example: NASA Research Park

NASA Research Park, Santa Clara County, CA

❖ Former military base

❖ 300 acre development site

❖ 3.7 million square feet of office, research & development space

❖ 7,000 employees

❖ 3,000 students,

❖ 1,120 apartments for 3,300 residents,

❖ 810 dormitory-style units for 1,560 students
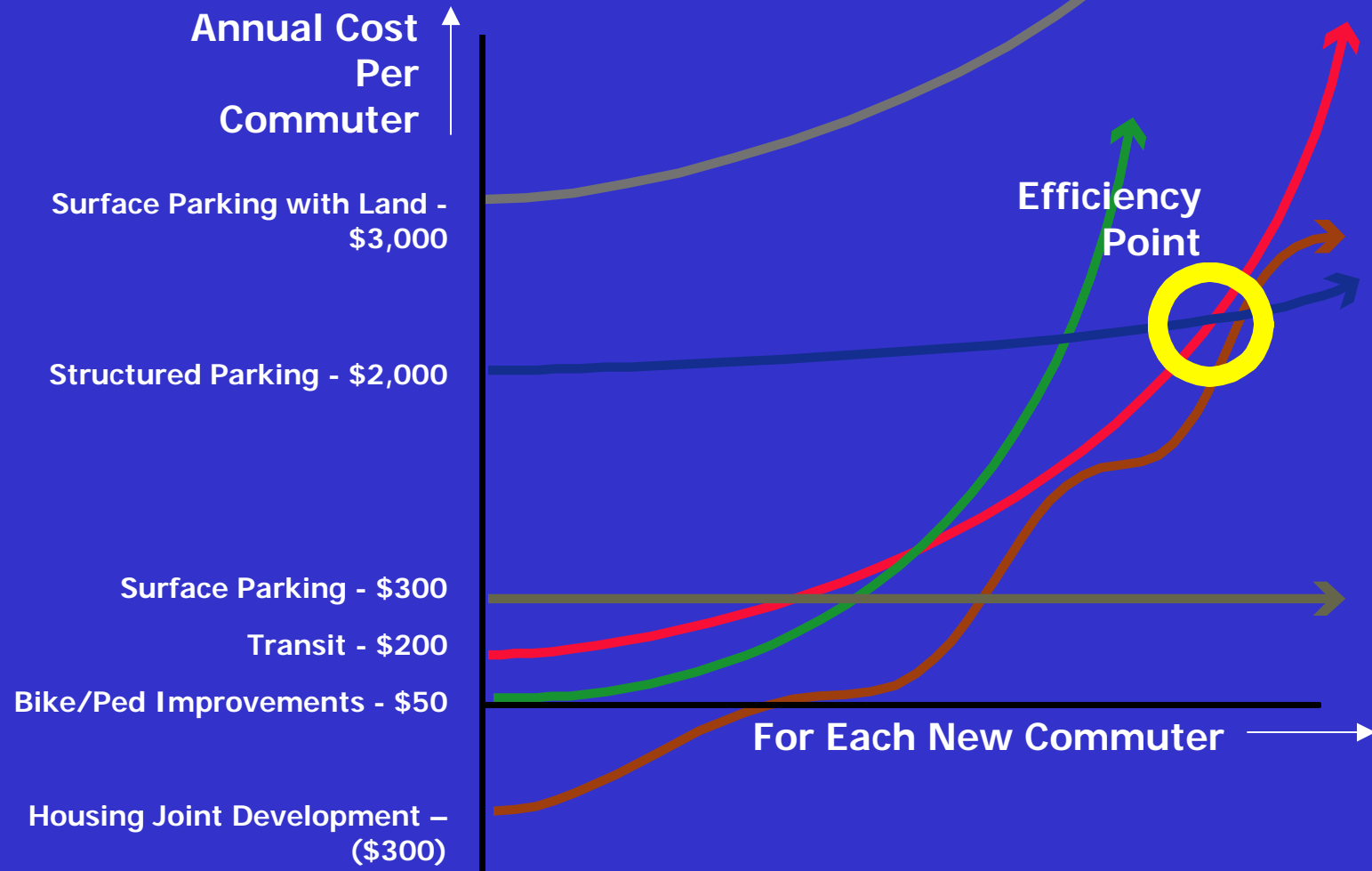
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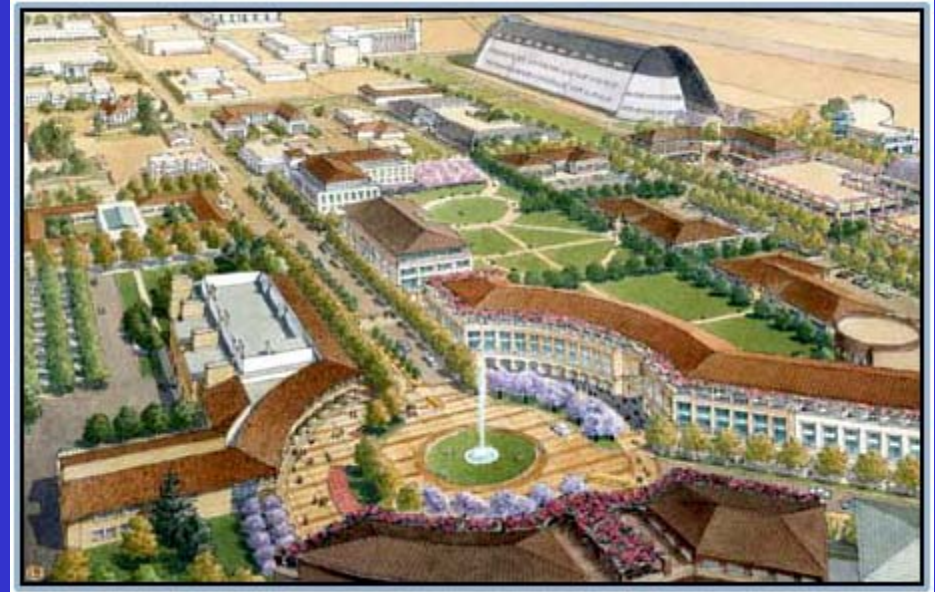
NASA Research Park Transportation Plan
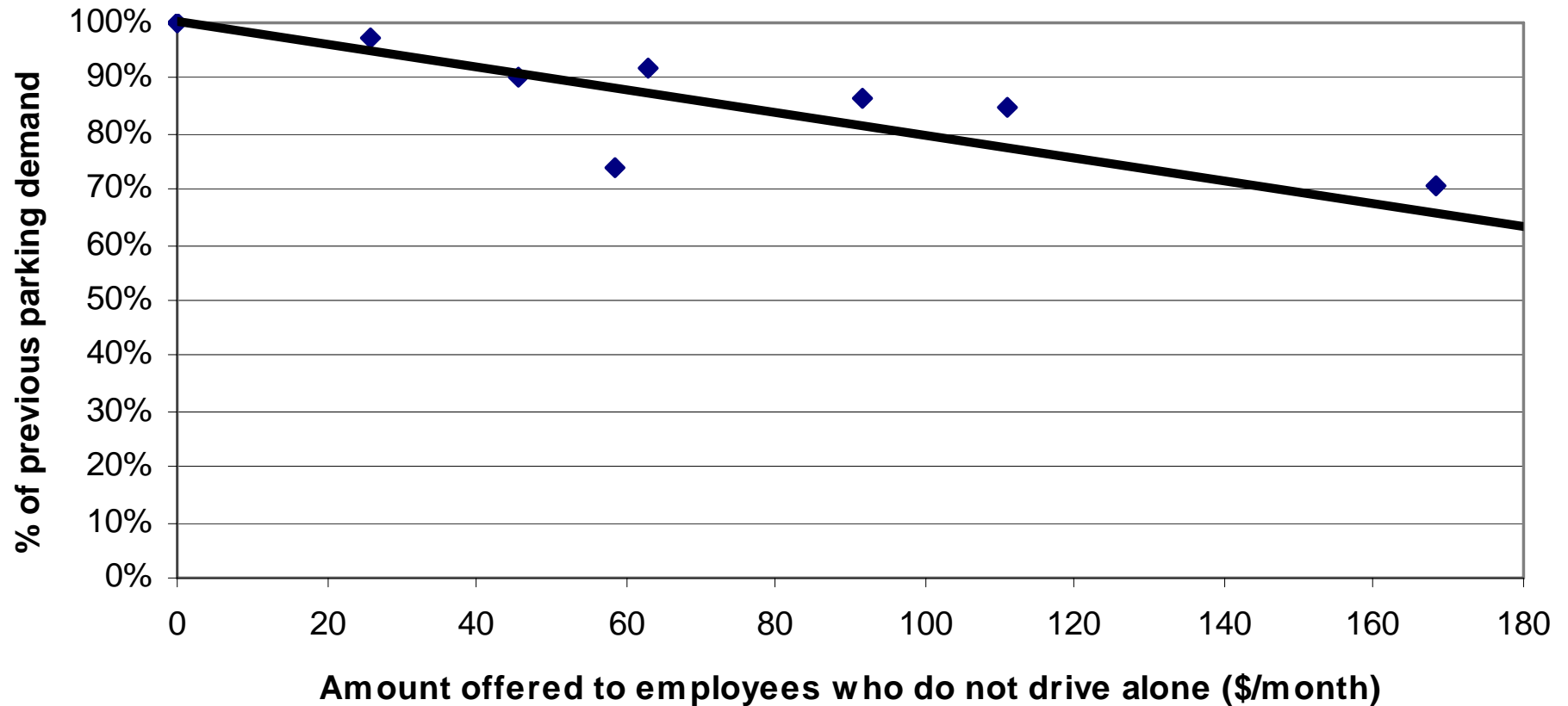
❖ What is the best investment mix for NASA Research Park?

❖ What is the cost per commuter served?

❖ Key Considerations: attracting tenants, traffic impacts, effect on urban design

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Improve Access By All Modes

Annual Cost Per Commuter

Surface Parking with Land – $3,000

Structured Parking - $2,000

Efficiency Point

Surface Parking - $300

Transit - $200

Bike/Ped Improvements - $50

For Each New Commuter

Housing Joint Development – ($300)

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Parking Cash Out Reduces Demand for Parking

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NASA Research Park Transportation Plan

- ❖ Tenants must make cost of parking visible to employees
  - Full-cost parking fees, or
  - Full parking cash-out
- ❖ No monthly or annual permits
  - These are "bulk discounts" for parking
  - They encourage driving every day to "get money's worth"
  - Switch to hourly parking instead
- ❖ Free transit passes, menu of rideshare, bike/ped programs
- ❖ Will reduce peak-hour vehicle trips by 40% below normal

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Tools: Establish Parking Maximums

- ❖ Aside from congestion pricing, parking management is the ONLY useful tool for eliminating congestion

- ❖ San Francisco 1968-1984:

  - • 250,000 new jobs

  - • Little or no private parking

  - • 11,000 spaces in City-owned garages

  - • Prices set to discourage commuter parking

  - • No increase in congestion

- ❖ Downtown Los Angeles: 0.6 spaces/1000 sf max

- ❖ Portland uses same approach

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Traffic   High ←———→ Low

Housing Costs   High ←———→ Low

Pollution   High ←———→

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