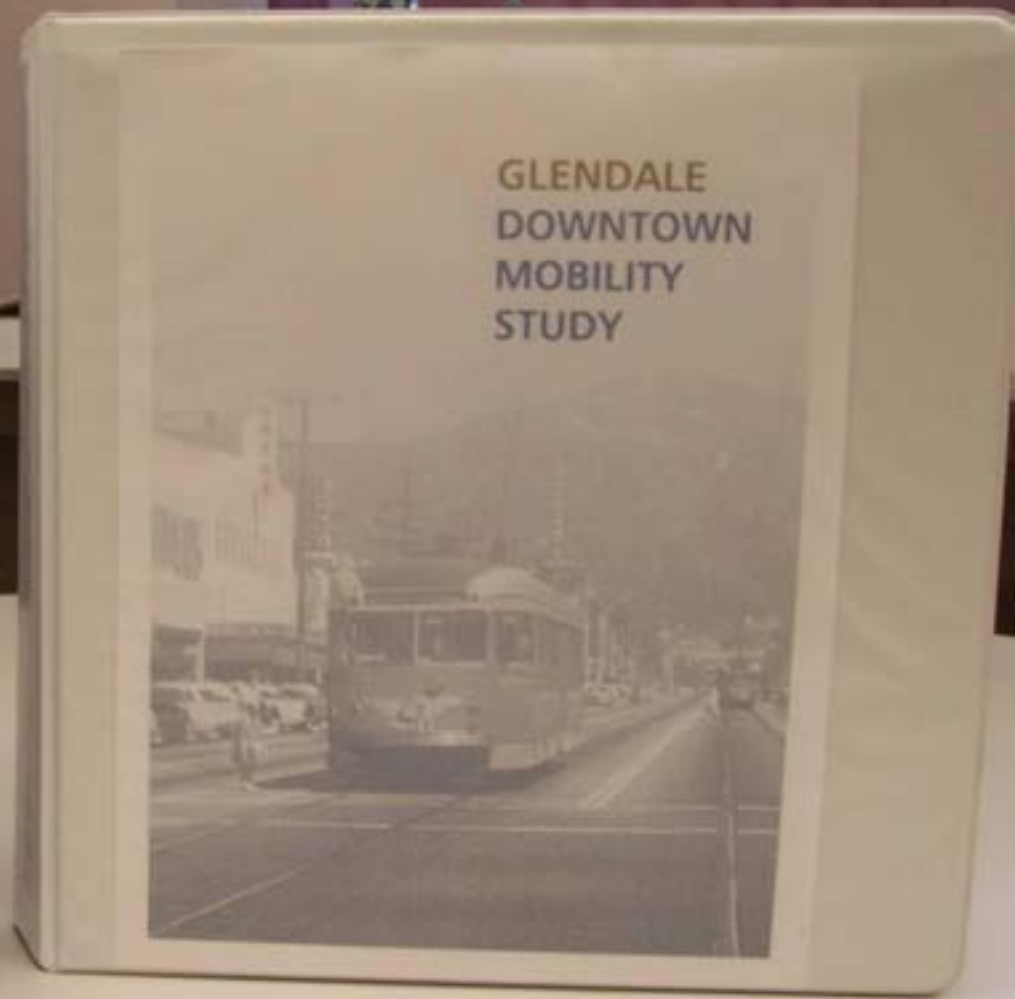
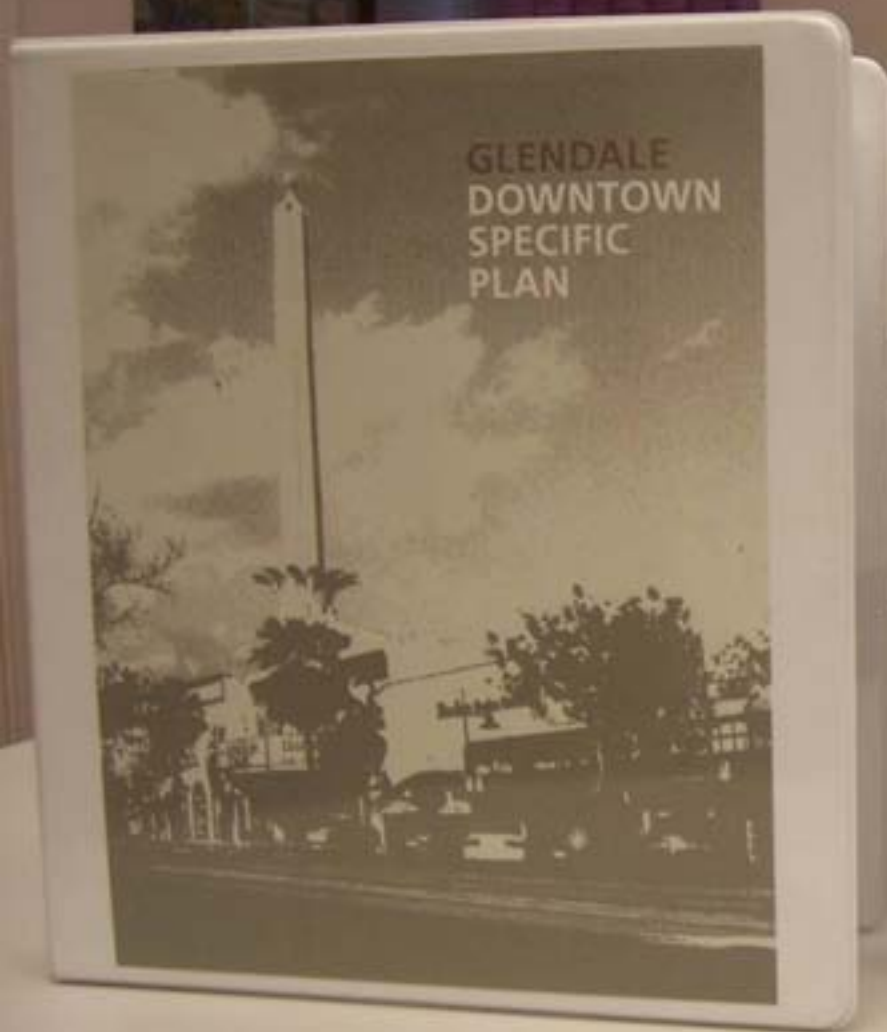




Implementing Innovative Parking Management Policies in the Average American City

Michael Nilsson, AICP
Mobility Planner – City of Glendale
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City Policy Direction

- Downtown Specific Plan adopted in 2006
- Downtown Mobility Study adopted in 2007
- Blueprint for future growth in the City of Glendale



Purpose of Downtown Specific Plan & Mobility Study

- Preserve existing single-family neighborhoods
- Channel future growth into Downtown and Commercial Corridors
- Support multi-modal transportation options versus widening roads
- Manage existing parking supply versus constructing additional parking



Demand-Based Pricing of On-Street Parking (2008)

- Prior to 2008 – perception that downtown had a parking problem
- It was determined it was not the supply of parking that was the problem, it was how the parking was managed and priced
- Free parking on-street 100% occupied, empty paid structures
- Policy change – parking rates and hours adjusted downtown
- Result – 85% occupancy on-street, occupancy up in structures
- Glendale may expand pricing strategy to other parts of the City

South Brand Corridor Study

- Came out of an initial concern addressed to Council regarding parking issues in Multi-Family neighborhoods Citywide
- Recent preferential permit approvals – conflicts between businesses and residents
- Council approved funds to study parking solutions comprehensively
- Application of parking management policies in the Mobility Study outside of Downtown





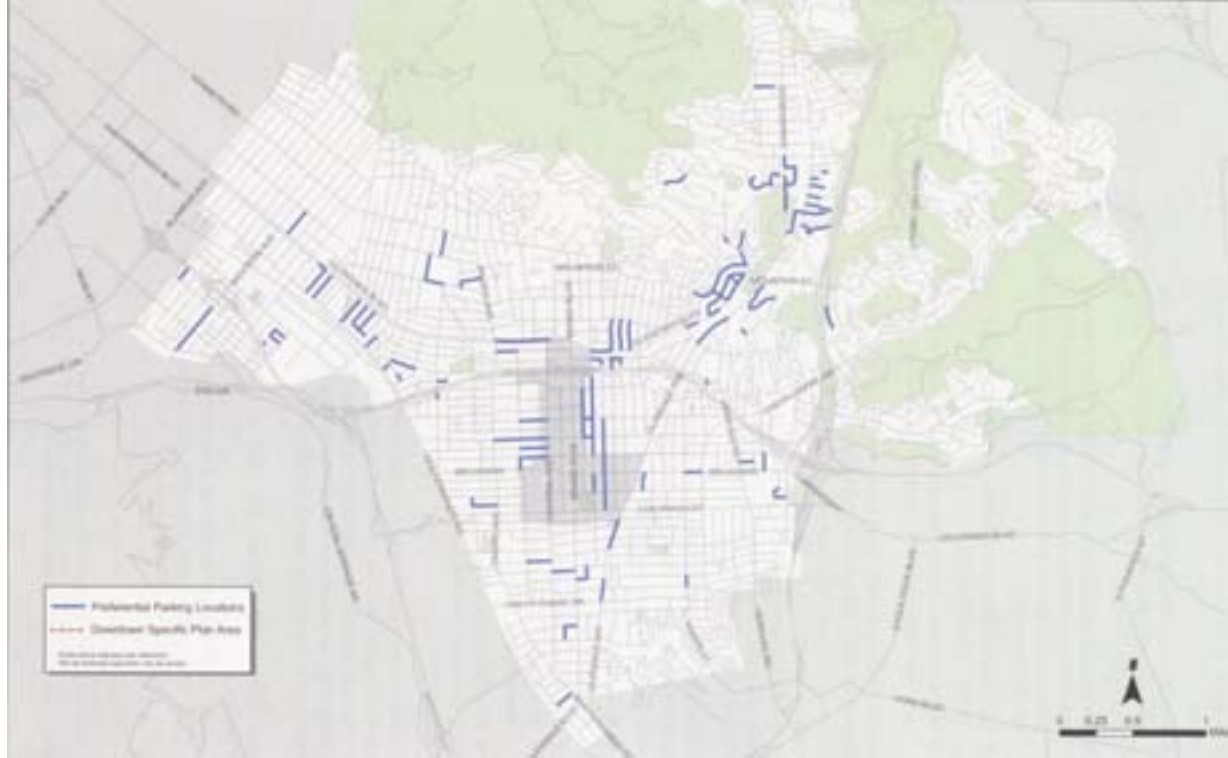
Background on the South Brand Boulevard Corridor

- Just south of Downtown Glendale
- Known as the City's auto row, one of the oldest in the LA region
- However, there are a mix of uses, including Glendale Memorial Hospital, 200+ small businesses and residential neighborhoods



Residential & Commercial Trends – South Brand

- Aging structures, many with little or no onsite parking
- New developments are often denser than what was there before
- Drive alone rates are lower and transit use is higher than average versus Citywide, however demand is up due to increased # of jobs as well as increased car ownership
- Result – parking issues in the South Brand Corridor



Analysis of Glendale's preferential parking program

- Permits approved on street-by-street basis
- Districts formed through resident petition (75% min.)
- No minimum size required
- No limit to # of permits (\$6 each) given per household
- Result – problems are shifted to surrounding streets, difficult to enforce, City cannot recover costs to administrate the program

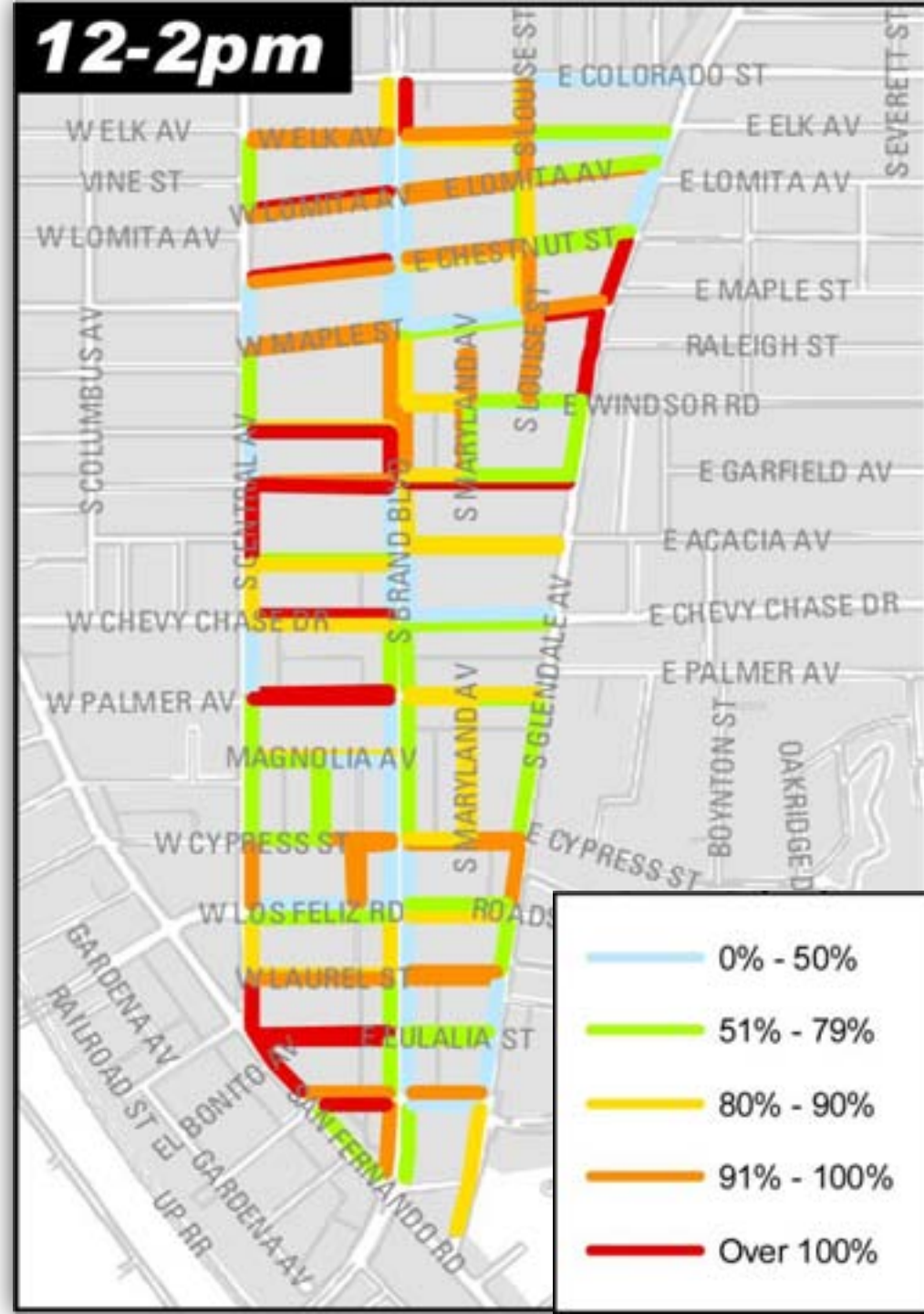


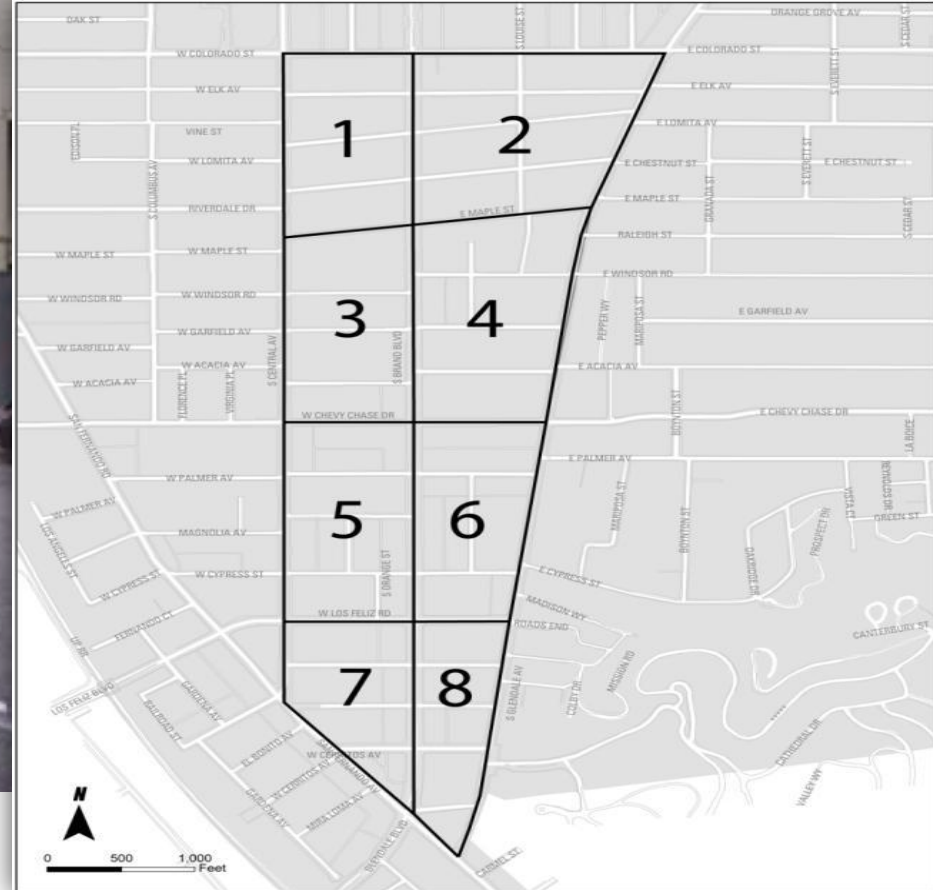
Findings from Regulation and Inventory Data

- There are 4 time restricted zones, 4 types of preferential permit zones, and 3 types of street sweeping zones within the study area
- Not unusual to have different regulations from one side of the street to another

Parking Occupancy Analysis

- Parking counts were conducted on each block
- Results of counts similar to those conducted in downtown
- Not a supply problem – peak occupancy is at 73%
- However, parking is not properly managed and priced
- Parking spillover came from a variety of businesses
- Overall, parking occupancies are high on streets with few or no restrictions, with ample parking available elsewhere





Recommendations

- Limit the # of permits per household
- Establish a minimum size for permit districts
- Lower the petition threshold to favor all housing types
- Raise parking fees to cover administrative costs
- Allow non-residents to park in districts
- Place meters on South Brand Boulevard
- Simplify and streamline parking regulations



Findings from Outreach

- Concerns with parking AND land use – commercial businesses cannot expand due to cumbersome land use regulations
- Parking requirements place an additional burden, affecting the amount of square footage used for business expansion
- Many businesses in the area have requested parking exemptions
- Result – The South Brand Specific Plan will be updated at the same time as the parking recommendations for the area



Lessons Learned

- Scrutinize existing codes and policies
- Collect accurate data on inventory, occupancy and regulations
- Get support from local businesses, residents, politicians, and city staff
- Link parking requirements and parking management policies to land use policies and urban design



Mobility Study Document –

www.ci.glendale.ca.us/planning/mobility.asp

Implementation of Mobility Study Policies –

www.ci.glendale.ca.us/planning/mobilitystudyimplementation.asp

Michael Nilsson, AICP

Mobility Planner – City of Glendale

mnilsson@ci.glendale.ca.us – E-mail, (818) 548-2140 – Phone