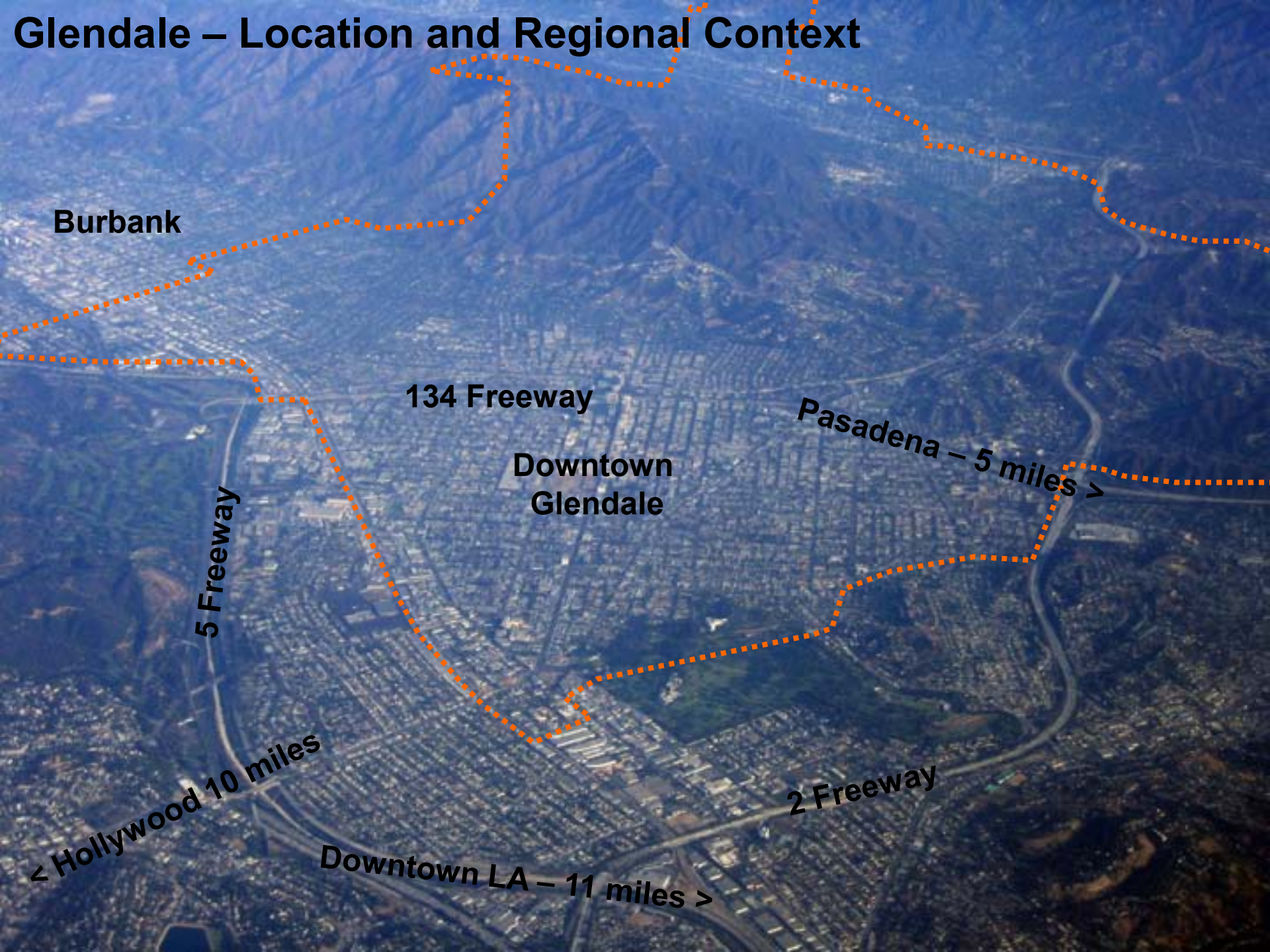


# How to get your city off its parking addiction – *Downtown Glendale's story*

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October 19, 2010**



# Glendale – Location and Regional Context



Burbank

134 Freeway

Downtown  
Glendale

Pasadena – 5 miles >

5 Freeway

< Hollywood 10 miles

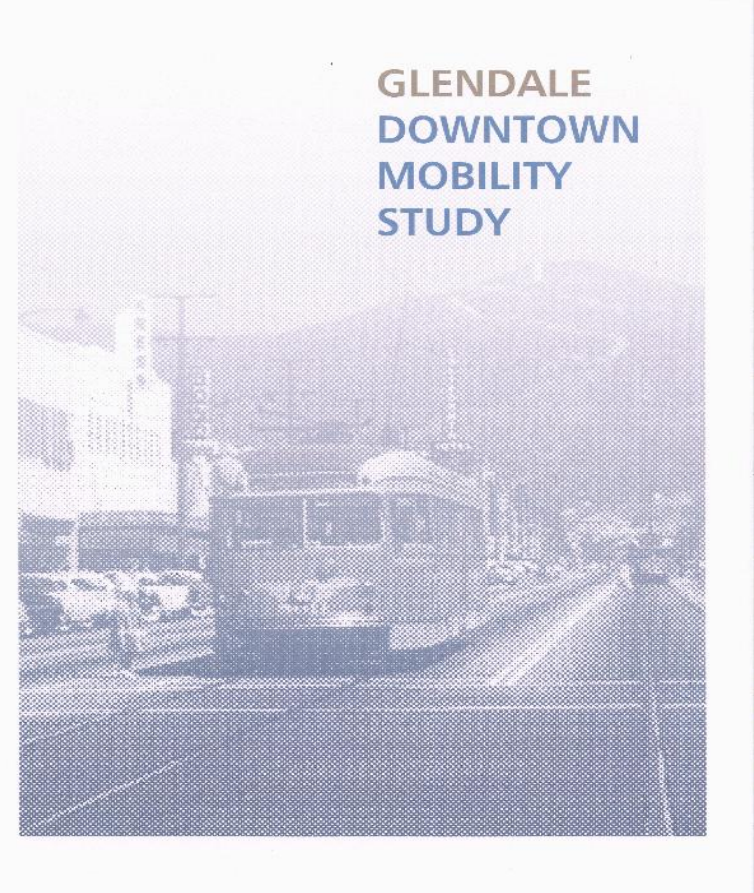
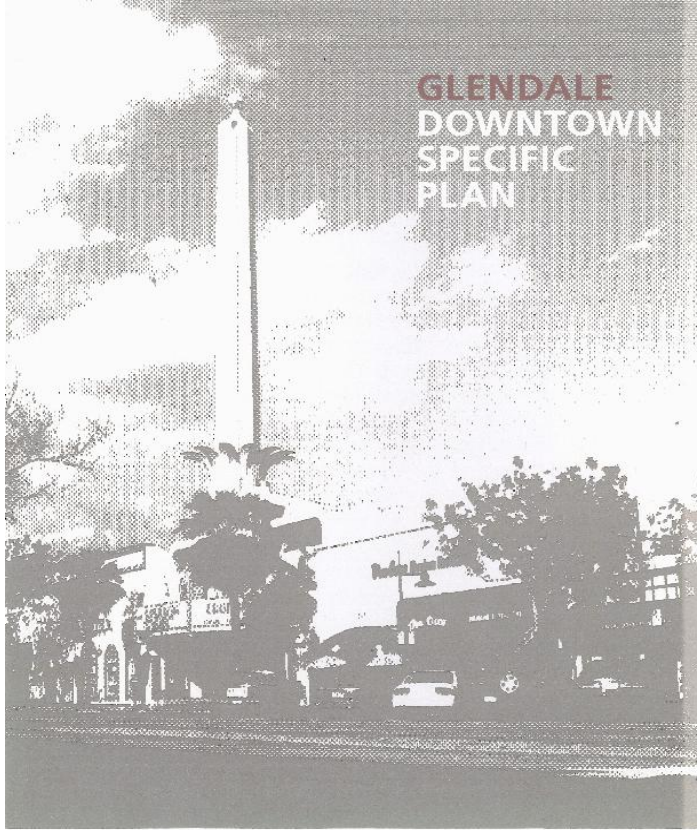
Downtown LA – 11 miles >

2 Freeway

# Downtown Glendale in Context

- Third largest retail center in the County, with over 1 million sq. ft.
- Relatively little residential development directly in downtown
- Well served by local and regional buses, 1 mile away from commuter rail
- No significant investment in transit infrastructure in the near future





## **Policy Direction**

Downtown Specific Plan (2006) – Focuses future commercial and residential growth into downtown

Downtown Mobility Study (2007) – Makes development in downtown possible without increasing traffic congestion or impacting quality of life. Comprehensive set of best practices, with a focus on parking management

*Brand Blvd. – 2006*



*Orange St. Garage - 2006*



## **Parking in Downtown Glendale prior to implementation of Demand-Based Pricing**

- Brand Boulevard - 95% occupied. Free with no time limits.
- 3 city-owned parking structures - Seldom more than 50% full, \$1.50/hour with a \$6 daily maximum
- Result – Parking congestion in downtown Glendale. Drivers cruising for a “free” spot, perception of a lack of parking in downtown Glendale.



<b>Prior to Implementation of Demand-Based Pricing</b>				
<b>Downtown On-Street Parking</b>			<b>Downtown Off-Street Parking</b>	
	<i>Brand Boulevard</i>	<i>Non-Brand Boulevard</i>	<i>Short-Term Lots</i>	<i>Garages</i>
<b>Free Parking</b>	24 hrs, 7 days/wk	None	None	None
<b>Price</b>	None	\$0.60/hr	\$0.40/hr - \$0.50/hr	\$1.50/hr, \$6 daily max.
<b>Hours of Operation</b>	None	9am-6pm Mon-Sat	9am-6pm Mon-Sat	9am-6pm Mon-Sat
<b>Time Limits</b>	None	30 min, 1hr, 2hrs	4 hrs	None

<b>After Implementation of Demand-Based Pricing</b>				
<b>Downtown On-Street Parking</b>			<b>Downtown Off-Street Parking</b>	
	<i>Brand Boulevard</i>	<i>Non-Brand Boulevard</i>	<i>Short-Term Lots</i>	<i>Garages</i>
<b>Free Parking</b>	None	None	None	First 90 Min.
<b>Price</b>	\$1/hr	\$1/hr	\$0.75/hr	\$1.50-\$2/hr, \$6 daily max.
<b>Hours of Operation</b>	6am-10pm Mon-Sun	6am-10pm Mon-Sat	6am-10pm Mon-Sat	6am-10pm Mon-Sat
<b>Time Limits</b>	2 hrs	30min, 1hr, 2hrs	3-4 hrs	None

**Brand Blvd. - 2006**



***Prior to Adoption of Demand-Based Pricing in downtown Glendale***

***After Adoption of Demand-Based Pricing in downtown Glendale***



**Brand Blvd. - 2010**

**Orange St. Garage - 2006**



**Orange St. Garage - 2010**



# Existing Parking Code

- Designed for a single-use suburban land use setting
- Many buildings in downtown never contained parking
- Most new businesses and developments request exceptions to the parking code – and the City Council usually grants them
- Result – code is out of touch with market realities, heavy administrative burden, long approval process

Figure 5-9 Glendale's Existing Commercial Minimum Parking Requirements

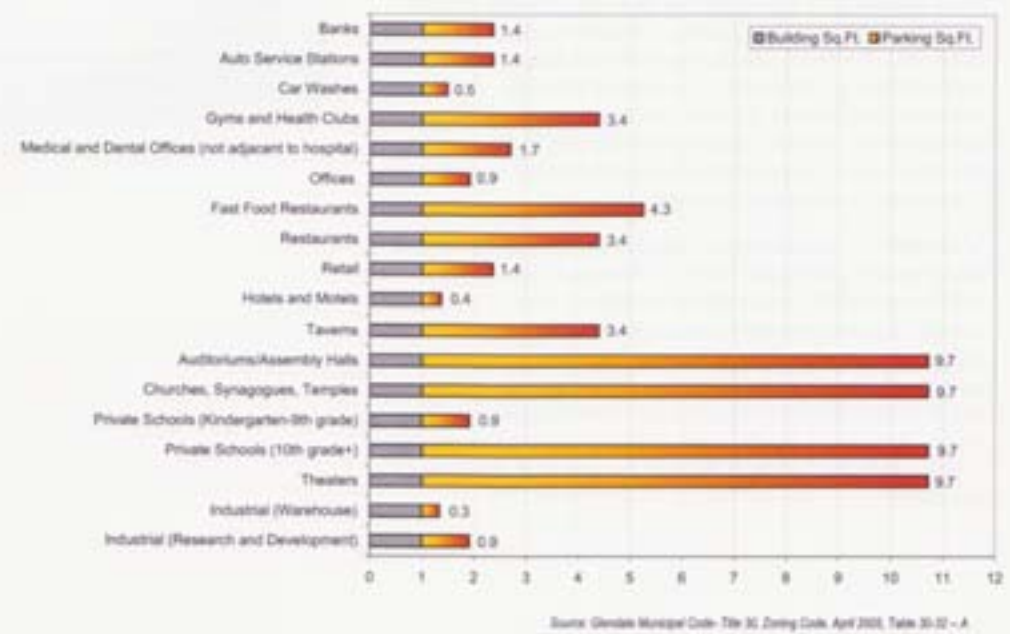
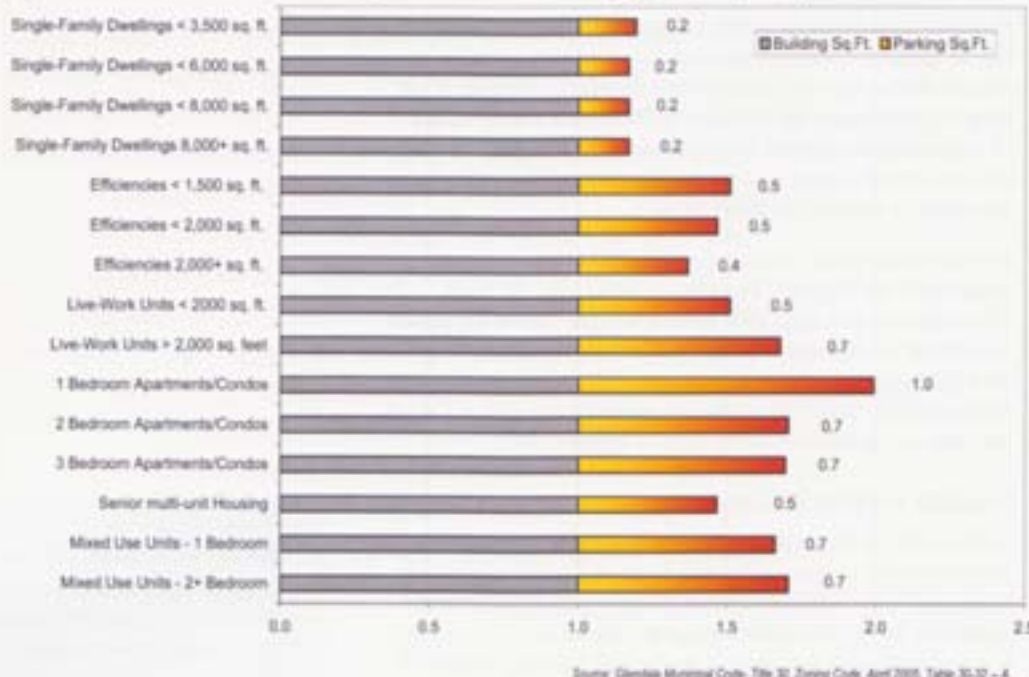


Figure 5-8 Glendale's Existing Residential Minimum Parking Requirements



# Analysis of Parking Code and Peer Review

Land Use	Existing Standard	Proposed Standard	Peer/Best Practice City Standards
Multifamily in DSP			
1 bedroom	1.25 spaces	1 space	Culver City: 1 space; Petaluma: 1 space
2+ bedrooms	2 spaces	2 spaces	Long Beach: 2 spaces; Pasadena: 2 spaces
Guest parking	.25 spaces per unit (w/ more than 4 units)	None or 1 per 10 units	Pasadena: 1 per 10 units; Denver: none
Retail	4 per 1,000 sq. ft.	3 per 1,000 sq. ft.	Pasadena: 3 per 1,000 sq. ft.; Culver City: 2.86 per 1,000 sq. ft.; W. Hollywood: 3.5 per 1,000 sq. ft.
Office	2.7 per 1,000 sq. ft.	2 per 1,000 sq. ft.	Denver: 2 per 1,000 sq. ft.; Sacramento: 1.7 per 1,000 sq. ft.; Hercules: 2 per 1,000 sq.ft.; Downtown Ventura: 2 per 1,000 sq. ft.
Medical/Dental Offices	5 per 1,000 sq. ft.	4 per 1,000 sq. ft.	Pasadena: 4 per 1,000 sq. ft.; Culver City: 2.86 per 1,000 sq.ft.
Bars/Taverns	10 per 1,000 sq. ft.	5 per 1,000 sq. ft.	Culver City, Pasadena, San Diego: 5 per 1,000 sq. ft.; Long Beach: 4 per 1,000 sq. ft.; Sacramento: 3.3 per 1,000 sq. ft.
Nightclubs	28.6 per 1,000 sq. ft. or 1 per each 5 fixed seats	20 per 1,000 sq. ft.	Sacramento: 10 per 1,000 sq.ft.; San Jose: 25 per 1,000 sq. ft.
Fast food restaurants	12.5 per 1,000 sq. ft.	5 per 1,000 sq. ft.	Denver: 5 per 1,000 sq. ft.; Long Beach: 5 per 1,000 sq. ft. plus 1 per 3 seats; Petaluma: 3.3 per 1,000 sq. ft.
Restaurants	10 per 1,000 sq. ft.	5 per 1,000 sq. ft.	Denver: 5 per 1,000 sq. ft.; San Diego: 2.5 per 1,000 sq. ft.

- Compared Glendale to nearby communities and cities with innovative parking standards
- Peer cities researched often require less parking, especially for residential uses

# Proposed revisions - Parking Code

- 3 components to the revised standards:
- (1) Reduce parking minimums
- (2) Raise maximum standard of parking exemptions
- (3) Further reduce parking requirements through a set of TDM incentives and paying a fee In-Lieu of providing required parking

Recommendation	Key Elements	Potential Impacts
1. Targeted reductions to minimum requirements.	Lower parking minimums for key land uses in DSP: multifamily residential, office, retail, etc.	Reduced parking burden; Improved project feasibility
2. Amend change of use exceptions.	Allow for parking exceptions for commercial spaces smaller than 5,000 square feet	Improved project feasibility
3. Provide a menu of alternatives to meet parking requirements.	1. Allow tandem/stacked to count towards minimum.	Residential: 100% of minimum (same unit) Non-residential: 50% of minimum (w/ valet services)
	2. Allow shared parking among uses in a mixed-use building.	100% of minimum
	Allow shared parking among different uses or an off-site parking facility by right upon staff approval, provided that the two uses are within the DSP boundaries and within a 1,000 foot walking shed of each other.	
	3. In-lieu fees: Combination of fee types	Change of use: 100% of minimum New development: 50% of minimum
	Fee remains with land use, not property owner	
	\$24,000 per space (one-time)	
\$600 per space (annual)		
Adjusted annually		
4. Provide additional methods to further reduce parking requirements.	1. Proximity to transit.	1/4 mile: 5% reduction 1/8 mile: 10% reduction
	2. Implement a "point-based" TDM program.	Tier I: 10% reduction Tier II: 20% reduction Tier III: 30% reduction
	3 "tiers" of parking reduction.	
	Required annual reporting and TMA membership.	
TDM leasing requirement.		
5. Require mandatory TMA membership	Require all new development in DSP (commercial development great than 30,000 sq. ft; residential developments with 8 or more units) to join the Glendale TMA.	Additional revenue for mobility programs.
6. Allow for parking alternatives and reductions as of right	Reduce the need for administrative exceptions by providing a well-defined path for meeting and/or reducing minimum requirements.	Reduced administrative burden; Additional revenue; Consistent regulatory framework
7. Adopt a bicycle parking ordinance.	Require all new development in DSP to provide bicycle parking. Allow additional vehicle parking reductions for bicycle parking built in excess of minimum standards.	Formalize bicycle parking as a key mobility strategy. Up to 10% reduction.

# Lessons learned –

- You can have a mixed-use, walkable downtown without major capital investments in transit
- Effective data collection and periodic updates will provide evidence that a program is working
- Parking code should reflect market realities
- End result – more economic growth, quality development without strain on infrastructure and congestion





Mobility Study Document –

[www.ci.glendale.ca.us/planning/mobility.asp](http://www.ci.glendale.ca.us/planning/mobility.asp)

Implementation of Mobility Study Policies –

[www.ci.glendale.ca.us/planning/mobilitystudyimplementation.asp](http://www.ci.glendale.ca.us/planning/mobilitystudyimplementation.asp)

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