

Managing Parking to Promote Livability: Conflict or Balance?

The Contrarian Real Estate and Economic Development Perspective

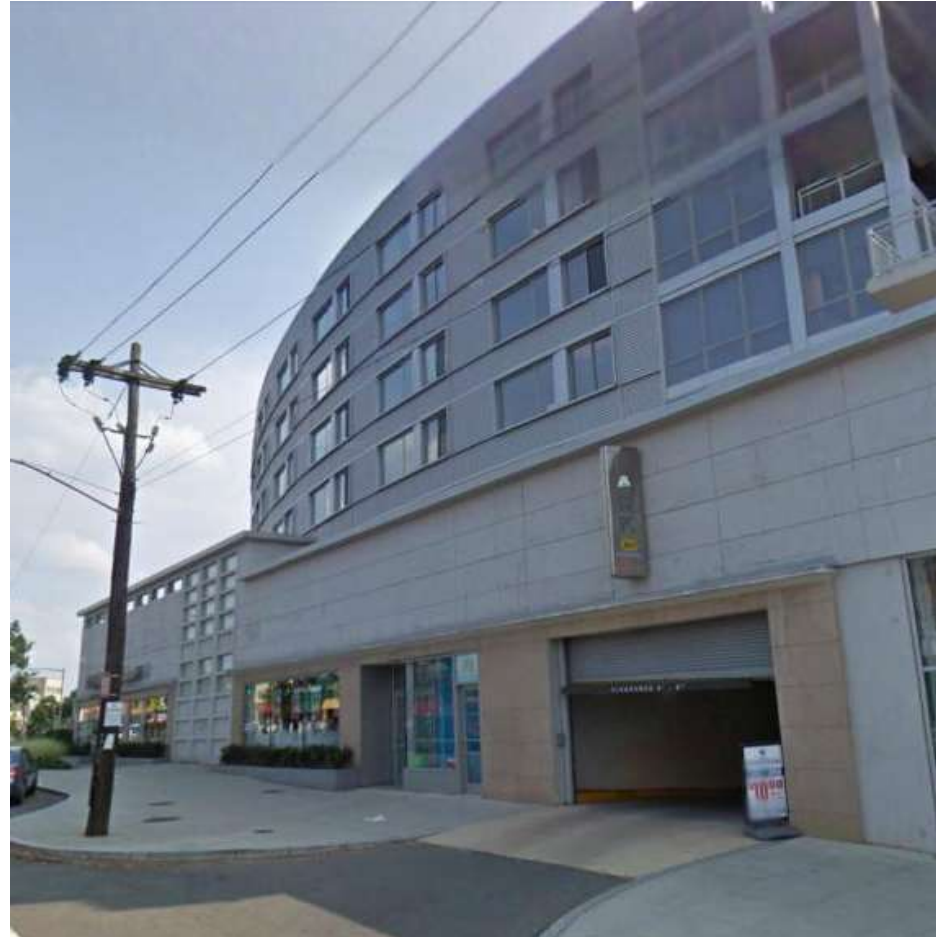
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- Provide the Maximum Parking Possible
- Attracts More Transit Supportive Development
- Attracts More Transit Ridership
 - Development
 - Commuter

Key Factors

- More Parking Supports More Intensive Transit Supportive Development and Hence More Ridership
- Attract Uses with High Transit Mode Share and Low SOV Share Generates More Ridership
- Policies and Designs to Optimize Transit Mode Share
- But You Still Need Parking – Everyone Does Not Take the Train



Key Factors (cont'd)

- Optimize Shared Parking Opportunities to Support More Transit Supportive Development and Provide Parking for Rail Commuters
- The Mega Church – Sunday and Maybe Wednesday Night Parkers
- The MultiPlex – Saturday, Sunday and Evening Parkers
- Dave & Busters, Restaurants and Entertainment Weekend/Evening Parkers All Make Spaces Available for Week Day Commuter Parking
- Proper Mix of Residential, Office, Hotel, Retail, Etc. Creates Additional Shared Parking Opportunities Supports More TOD and Generates More Riders



Key Factors (cont'd)

- Proper Design, TDM Mechanisms, Parking Pricing Can Optimize Parking Efficiency and Optimize Transit Ridership
- Unbundle Parking Costs from Rents/Condo Sales to Discourage Parking/Encourage Transit Use
- Provide Transit Use Incentives (Free/Reduced Transit Costs) and Parking Price Penalties to Encourage Ridership/Use Parking More Efficiently
- Parking Location/Price Preferences for Car/Van Pools
- Enhance Pedestrian, Bike, Flex Car Availability, Real Time Parking Information
- Maximum Parking Limits, Adjusting Parking Pricing



The Outer Limits

- Market Realities
- Changing Market Conditions
- Roadway Capacity to the TOD
- Peak Hour/Event Transit Capacity
- We are in the Transit Not the Parking Business “You’re Building All Those Parking Spaces in the CBD at our Busiest Transit Station – Are you Crazy?”
 - Like a Fox

