Getting Parking Right

Presented by Lisa Jacobson
Rail~Volution | Seattle | October 2013
Parking Wastes Money

Thank you, Don Shoup!
Parking Space
10’ x 20’ = 200 ft²

Bedroom
9’ x 11’ = 99 ft²

Office Cubicle
8’ x 9’ = 72 ft²

Restaurant Table
5’ x 5’ = 25 ft²

Tensions
Parking Wastes Land

- If you require more than 3 spaces per 1,000 sq ft, you’re requiring more parking than land use.
Parking Worsens Housing Affordability

- For each parking space required in a residential unit:
  - Price of unit increases 15-30%
  - Number of units that can be built on typical parcel decreases 15-25%
- Fannie Mae: Getting rid of a car = extra $100,000 in mortgage
- At >300 sq ft, each parking space consumes more space than an efficiency apartment

Parking Produces Traffic Congestion

- Poorly managed parking results in motorists circling for a parking space, from 8 to 74% of traffic in many downtowns.
- Eliminating just 10% of vehicles from any congested location makes traffic free flowing.
- Why provide more parking than you have traffic capacity to access that parking?
Parking will Drive you Crazy
So what do we do?

15 Key Principles for Smarter Parking
1. Focus on Availability

Methodological approach:
- Not turnover. Turnover $\neq$ Availability
The Key to Reform: Focus on Availability

Methodological approach:
- Not turnover. Turnover $\neq$ Availability
- Let customers stay for ice cream
- Match policy to behavior
- Use carrots not sticks (parking tickets!)
2. Smart Meters

Put your customers first.
2. Smart Meters

- Meters must:
  - Accept all common forms of payment
  - Call you up to ask if you want more time
  - Provide data on usage
  - Allow easy adjustment
3. Smart Technology
4. Right Price

Harbor Garage: $1.50/hr.

On-Street: $0.50/hr.
5. Right Time

Hours of Operation

Sunday - Thursday
11 AM to 8 PM

Friday - Saturday
11 AM to 12 midnight

Except Holidays
6. Invest Revenue

A NEW OLD PASADENA COMING SOON

STREET AND ALLEY WAY IMPROVEMENTS:
- Lighting
- Repaving
- Trash receptacles
- Signs and benches
- Directory maps
- Trees and crates
- Newsracks
- Maintenance
- Safety

YOUR METER MONEY IS MAKING A DIFFERENCE

THE OLD PASADENA RENAISSANCE CONTINUES

CITY OF PASADENA
7. Flex your Parking
8. Eliminate Minimum Parking Requirements

- Most cities levy minimum parking requirements
- Key aim: avoid spillover
- Usually based on standards in neighboring cities, or derived from ITE Parking Generation

Adam Millard-Ball, Nelson Nygaard
ITE Rates

- Based on locations with no transit accessibility, no adjacent land uses
- $R^2$ of 0.038 means that variation in floor area explains only 3.8 percent of variation in peak parking demand.
- Parking generation rate is reported as precisely 9.95 spaces per 1,000 square feet, not 10 but 9.95.
Tailor Parking Requirements?

- Parking demand varies with geographic factors:
  - Density
  - Transit Access
  - Income
  - Household size

- Cities can tailor parking requirements to meet demand, based on these factors

- Does not seek to constrain demand
9. Replace Minimums with Maximums

These cities have abolished minimum parking requirements, citywide or in districts:

- Coral Gables, FL
- Eugene, OR
- Fort Myers, FL
- Fort Pierce, FL
- Los Angeles, CA
- Milwaukee, WI
- Olympia, WA
- Portland, OR
- San Francisco, CA
- Stuart, FL
- Seattle, WA
- Spokane, WA
- United Kingdom
  (illegal in entire nation)
10. Unbundle

- Separate the price of parking from the price of rental and multifamily housing.
- Separate parking from commercial space leases – and require parking cash-out
11. Design Well

- Design parking garages to look like buildings, with active ground floor uses.
- Encourage below grade.
- Require at- and above-grade parking to be wrapped in landscape or active uses.
12. Create Great Places to Walk
Medford, MA
Medford Garage | Existing Site

Source: Utile, Inc.

73 spaces
238 spaces
LOCATION BASED PARKING OCCUPANCY

- Red: West Square
- Purple: East Square
- Dotted: Proposed Garage Site
- #: Existing Parking Spaces

Legend:
- 0-50%
- 50-75%
- 75-85%
- 85-100%
- 100%
West Square
570 Parking Spaces

East Square
750 Parking Spaces
Medford, MA
Medford MA

Barrier to Utilization of Eastern Spaces
PEDESTRIAN LEVEL-OF-SERVICE

AVERAGE Pedestrian Delay

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<th>Likelihood of Noncompliance</th>
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PEDESTRIAN LEVEL-OF-SERVICE

MAXIMUM Pedestrian Delay

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Medford MA

**SQUARE REDESIGN**

Transform to a Four Leg Intersection?

*Image: MassGIS, Commonwealth of Massachusetts ESFA*
PROPOSED DESIGN
NEW DELAY
5-MINUTE WALKING AREA

Proposed Delay, accomplished with conceptual intersection improvements shown on previous pages
Medford, MA

5 MINUTE WALKING WITH IMPROVED DELAY

Reserve 15% = 121

85% = 689

Effectively Available = 87
$7.5\ M\ for\ 165\ spaces\ or\ $1.5\ M\ for\ 90\ spaces\ and\ improved\ public\ space
13. Simplify the Signs
Before:

NO STANDING EXCEPT COMMERCIAL VEHICLES
METERED PARKING 3 HOUR LIMIT
7AM - 6PM MON THRU FRI
6PM - MIDNIGHT MON THRU FRI
METERED PARKING 6 HOUR LIMIT
8AM - MIDNIGHT SATURDAY
METERED PARKING 6 HOUR LIMIT

Pay at Muni-Meter
NYC Parking Card Available
For information visit www.nyc.gov/dot or call 311

After:

3 hour metered parking
COMMERCIAL VEHICLES ONLY
OTHERS NO STANDING
Monday - Friday
7am - 6pm

6 hour metered parking
Monday - Friday
6pm - Midnight
Saturday
8am - Midnight
14. Share
Hoboken’s Corner Car and “Surrender your Permit” Programs

- Problem:

- 9,000 on-street parking spaces
- 17,536 Residential Parking Permits
A shared car within 3 minutes of 90% of residents
Surrender your Permit

- 2 year Corner Car membership and $100 credit
- 6 month bus pass
- Rental car discounts
- >$500 in total benefits

- Each shared vehicle reduces demand for 17.6 on-street spaces

Thanks: Ian Sacs, Transportation and Parking Director!
15. Park Once
Mixed Use, Park Once District

Results:
- <½ the parking
- <½ the land area
- ¼ the arterial trips
- 1/6th the arterial turning movements
- <¼ the vehicle miles traveled
Real Parking Demand Profile

Spaces Used

Time of Day
Office (150k SF):

Real Demand

Unshared Supply

2pm
Restaurant (150k SF):

Real Demand

Unshared Supply

12pm
Residential (150k SF/1000 units):

Real Demand

Unshared Supply

2 am
Shared Uses:

Real Demand

Unshared Supply

31% Less
Lexington, MA - Weekday Parking Utilization

Thursday, All Spaces (1,467)
Lexington, MA - ULI Shared Parking Calculation

- 500
- 1,000
- 1,500
- 2,000
- 2,500

- Medical/Dental Office
- Office
- High Turnover Restaurant
- Quality Restaurant
- Shopping Center
Needham, MA: Shared Parking Pilot

Parking Management Regulations

- 2 Hour Meter
- 2 Hour Parking
- Buddy
- Commuter Permit
- Customer
- Employee
- Newton Wellesley Primary Care
- No Parking
- No Parking 7am-4pm
- Private
- Senior Center
- Tenant
- Walgreens
- Walgreens (with 8 Reserved)
Needham, MA: Shared Parking Pilot
CHANGE?! NO WAY!