

Less Traffic, Better Places *Rethinking Parking Policy*

Patrick Siegman
Nelson\Nygaard
Consulting Associates



Definition: *Minimum parking requirements* are government regulations that specify the *minimum* number of parking spaces that must be provided for every land use.

They are intended to ensure that cities have more parking spaces than they would if the matter was left up to the free market.



Great Britain: national parking policy reform

- ❖ Planning Policy Guidance 13: Transport
- ❖ Enacted March 2001
- ❖ New policy: **“Local authorities should....not require developers to provide more spaces than they themselves wish...”**
- ❖ Previously: as in the US, local minimum parking requirements were common



British National Parking Policy

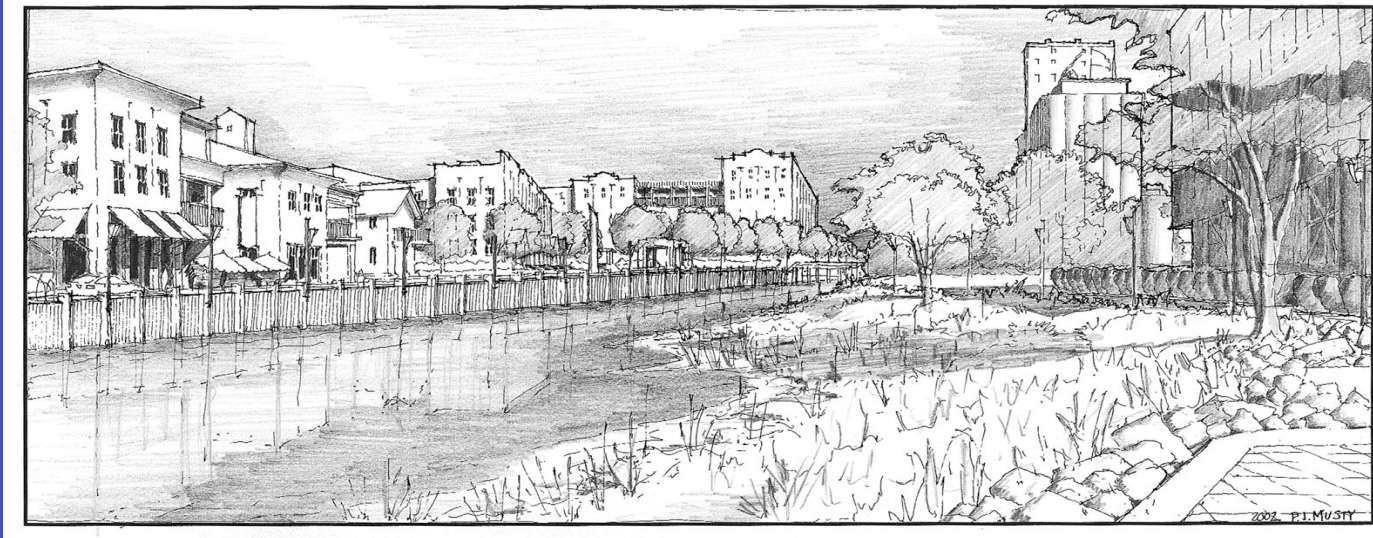
“Policies in development plans should set maximum levels of parking for broad classes of development... **There should be no minimum standards for development, other than parking for disabled people.**”

- *Planning Policy Guidance 13: Transport*

Step 1: Set Goals

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

Petaluma Smart Code - Vision



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How can their vision be realized?

...parking policies must support it.

Where do parking requirements come from?

Palo Alto, CA – parking requirements adopted in 1951



Minimum Parking Requirements



Purpose

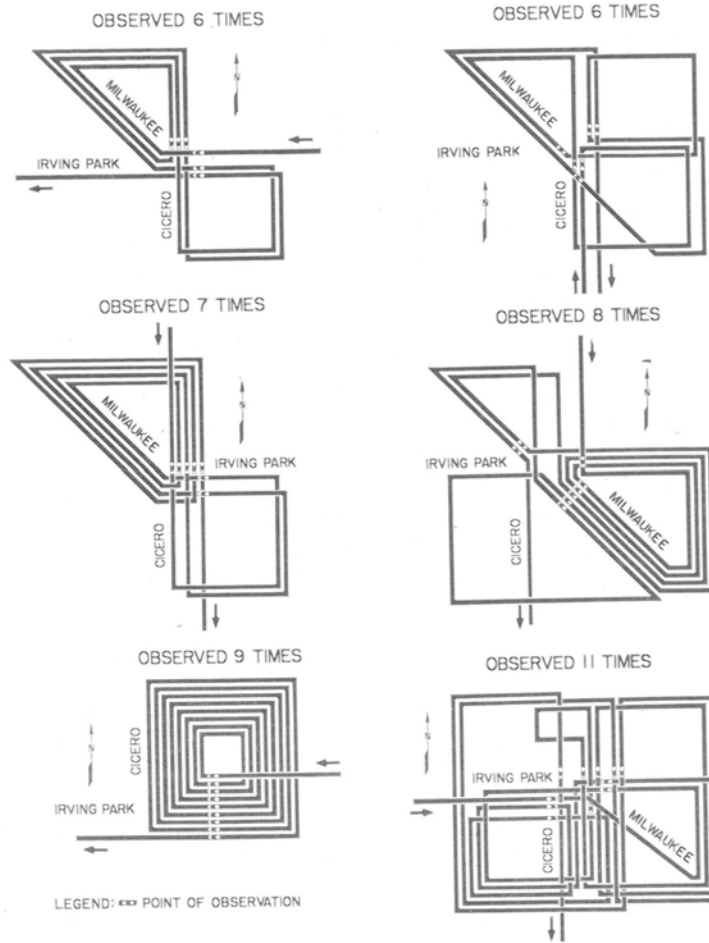
- ❖ *Palo Alto: "to alleviate traffic congestion"?*
- ❖ *San Diego: "to reduce traffic congestion and improve air quality"*
- ❖ *to prevent spill-over parking problems*

A brief history of parking requirements

- ❖ 1908 Henry Ford starts his first assembly line
- ❖ 1923 Columbus Ohio adopts first off-street parking requirement
- ❖ 1939 Fresno adopts first parking requirement for any use besides housing, adopting them for hotels and hospitals
- ❖ 1946 survey: only 17% of cities have parking requirements, 1951, 71% of these cities have parking requirements or are adopting them.

ROUTES OF CERTAIN CRUISING VEHICLES IN THE VICINITY OF
CICERO, MILWAUKEE, AND IRVING PARK CONSTRUCTED FROM
OBSERVATIONS MADE ON THE SIX APPROACHES TO THE
INTERSECTION OF THESE STREETS

7:00 P.M. TO 9:30 P.M.-THURSDAY, MARCH 30, 1939



From the Report: "A Plan to Relieve Traffic Congestion in the Portage Park Retail Shopping Center." A Survey by City of Chicago, Chicago Motor Club, Chicago Surface Lines, April 1939

FIGURE 4—Observed Routes of Cruising Vehicles

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

Typical office: 4 parking spaces per 1000 sq.ft.
1.3 sq. ft. of asphalt per sq. ft. of building area



Unintended Consequences of Parking Requirements

1. Minimum requirements set to provide excess spaces even when parking is free, even at isolated locations with no transit.
2. Parking is then provided for free at most destinations and its costs hidden.
3. Bundling the cost of parking into higher prices for everything else skews travel choices toward driving.



How do parking prices affect traffic?

Areas with little public transportation

Location	Scope of Study	Financial Incentive Per Month (in 1995 \$)	Decrease in Parking Demand
Century City District, West Los Angeles	3500 employees surveyed at 100+ firms	\$81	15%
Cornell University, Ithaca NY	9000 faculty & staff	\$34	26%
San Fernando Valley, Los Angeles	1 large employer (850 employees)	\$37	30%
Bellevue, WA	1 medium-size firm (430 employees)	\$54	39%
Costa Mesa, CA	State Farm Insurance employees	\$37	22%
<i>Average</i>		<i>\$49</i>	<i>26%</i>



















PARK

\$7.00

SALES TAX INCLUDED

2 HOUR
PARKING

7AM-7PM

↔



WING ROW
BUILDING

200





RATES

30 MINUTES	FREE
30 MIN - 1 HOUR	\$3
EACH ADDITIONAL HOUR	\$4
MAXIMUM FEE	\$15





Two mistakes in parking policy

1. Keep curb parking free or cheap.
2. Require lots of off-street parking.



A Solution: Parking Benefit Districts

Example:
Old Pasadena







Parking Problems in Old Pasadena

- ❖ Employees and shop owners parked at the curb
- ❖ Merchants opposed meters because they feared customers would stay away
- ❖ Pasadena had no money to pay for public infrastructure in Old Pasadena



Hours of Operation
Sunday - Thursday
11 AM to 8 PM
Friday - Saturday
11 AM to 12 midnight
Except Holidays



Tools: Parking Benefit Districts

- ❖ Devote meter & permit revenue to district where funds raised
- ❖ Example: **Old Pasadena**
 - Meters installed in 1993: \$1/hour
 - Garage fees
 - Revenue: \$5.4 million annually
 - Tiny in-lieu of parking fees
- ❖ Funds garages, street furniture, trees, lighting, marketing, mounted police, daily street sweeping & steam cleaning
- ❖ Focus on *availability*, not *price*



Old Pasadena, 1992-99:
Sales Tax Revenues
Quadruple

Three Reforms

- 1. Charge fair-market prices for curbside parking**
- 2. Spend the resulting revenue to pay for neighborhood public improvements**
- 3. Remove the requirements for off-street parking**

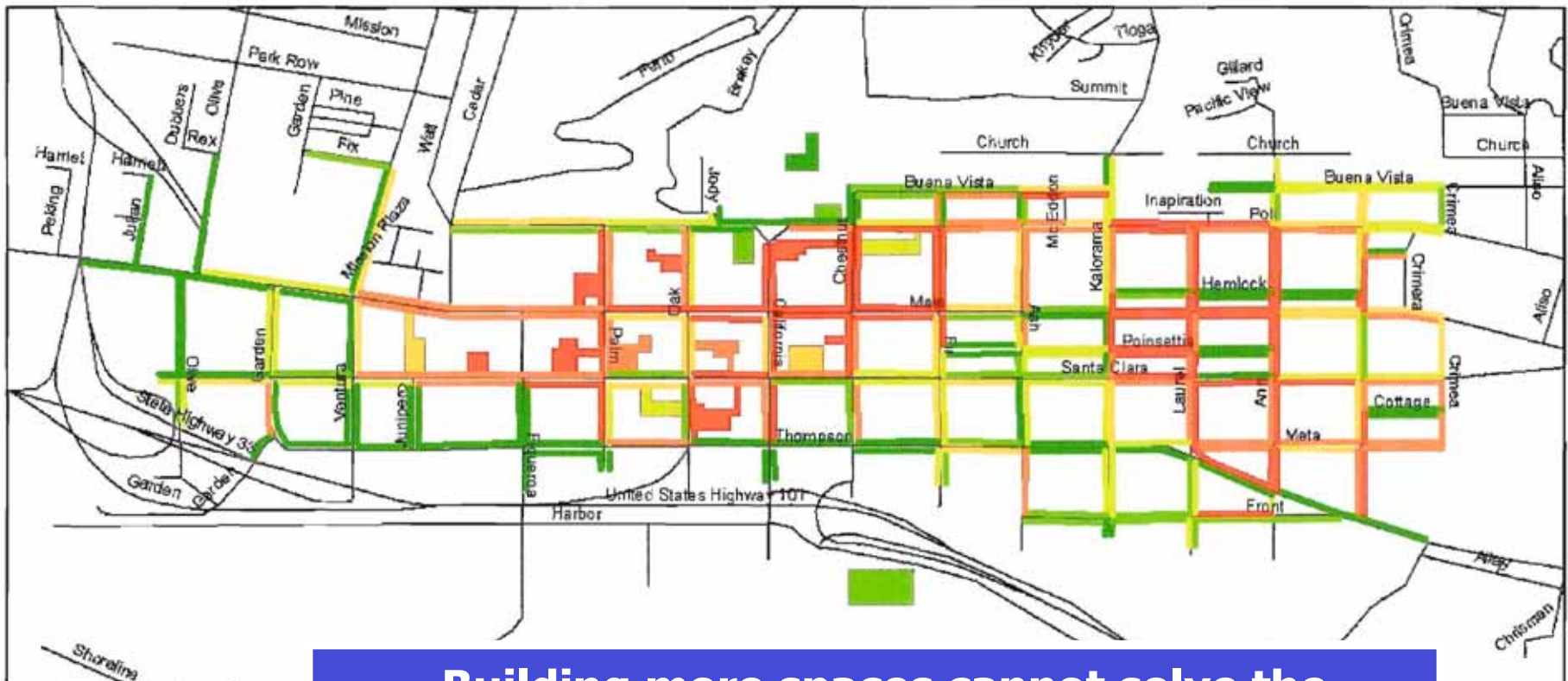
Downtown Ventura Mobility & Parking Plan





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

Weekend Parking Trends



Building more spaces cannot solve the perceived parking shortage

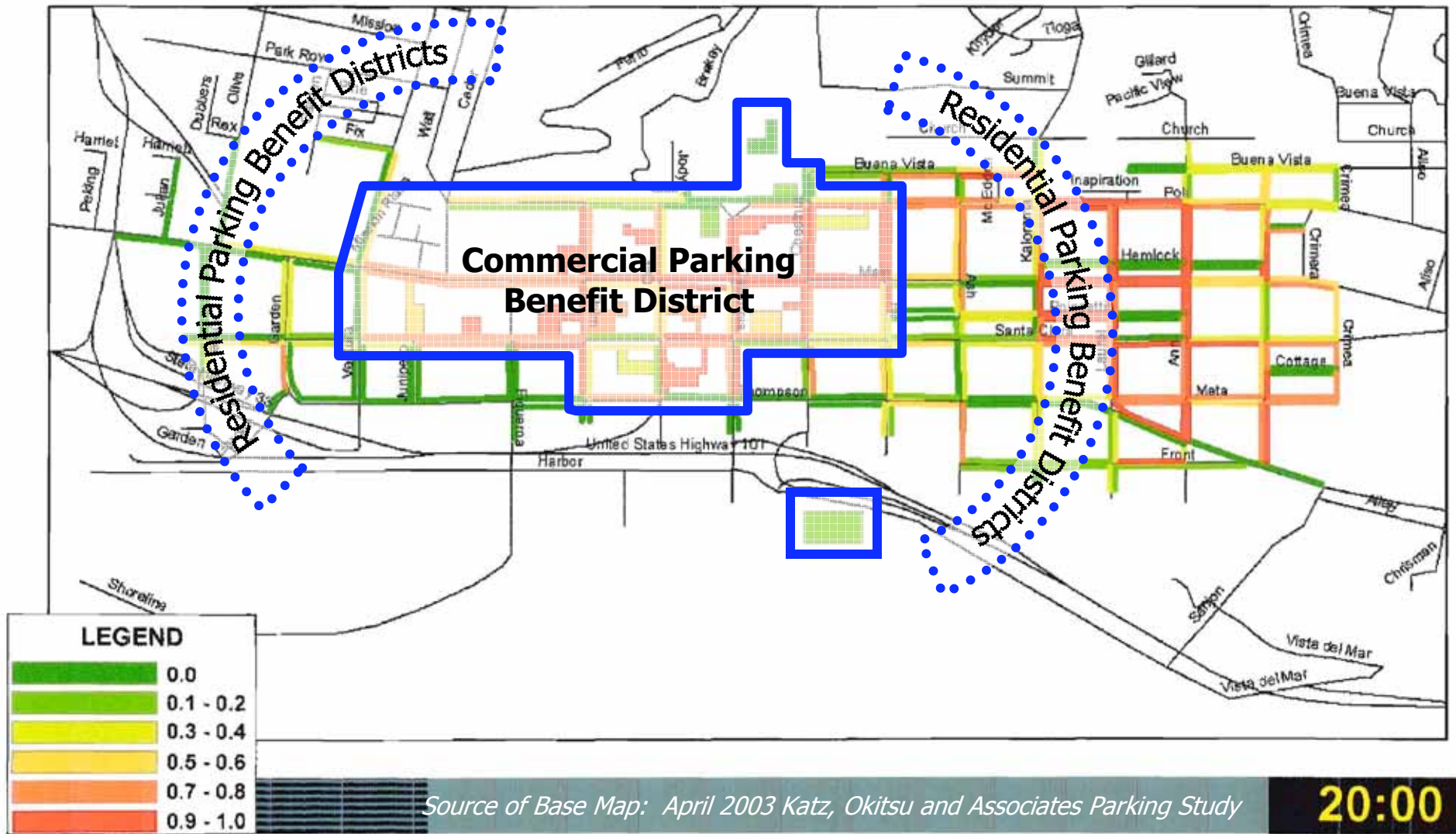
Source of Base Map: April 2003 Katz, Okitsu and Associates Parking Study

20:00

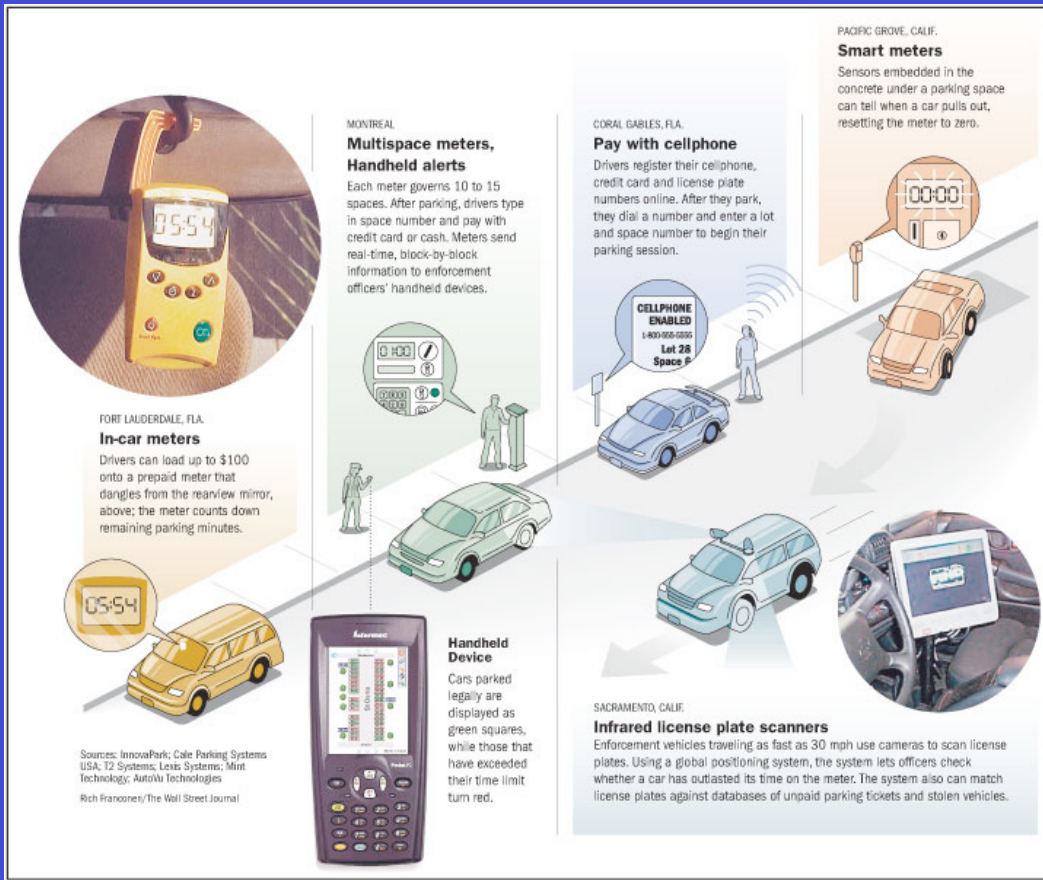
Creating Parking Benefit Districts in Ventura

*Charge fair-market rates
for on-street parking*

Ventura Parking Benefit District Boundaries



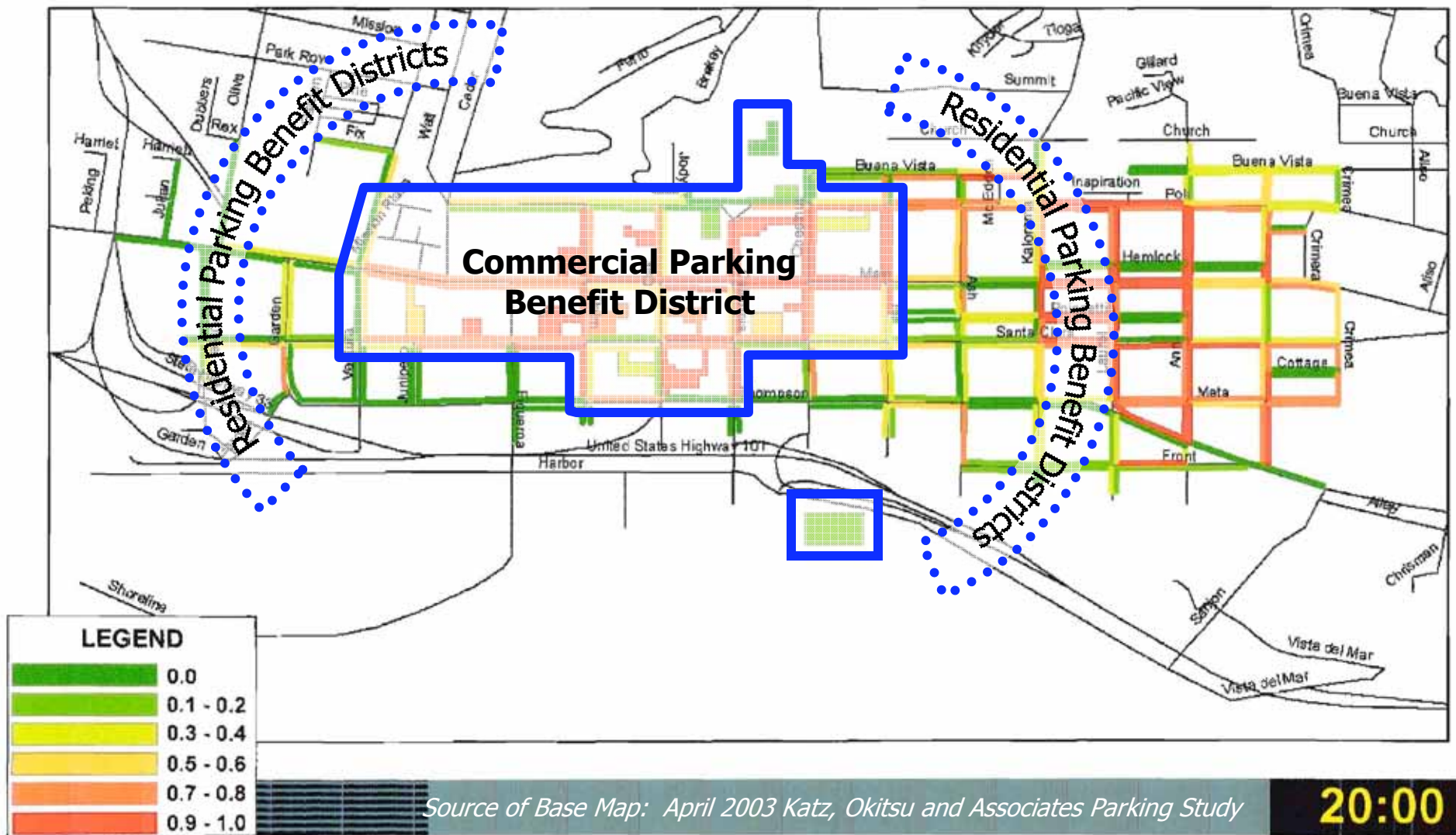
What is the "Right" Price?



Performance-based Pricing

- Charge the *lowest* price that will leave one or two vacant spaces on each block
- Eliminate the traffic congestion caused by drivers cruising for parking

Potential Revenue: > \$1 Million Annually



Downtown Opportunities – Landscape Greening



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Downtown Opportunities – Trash Collection



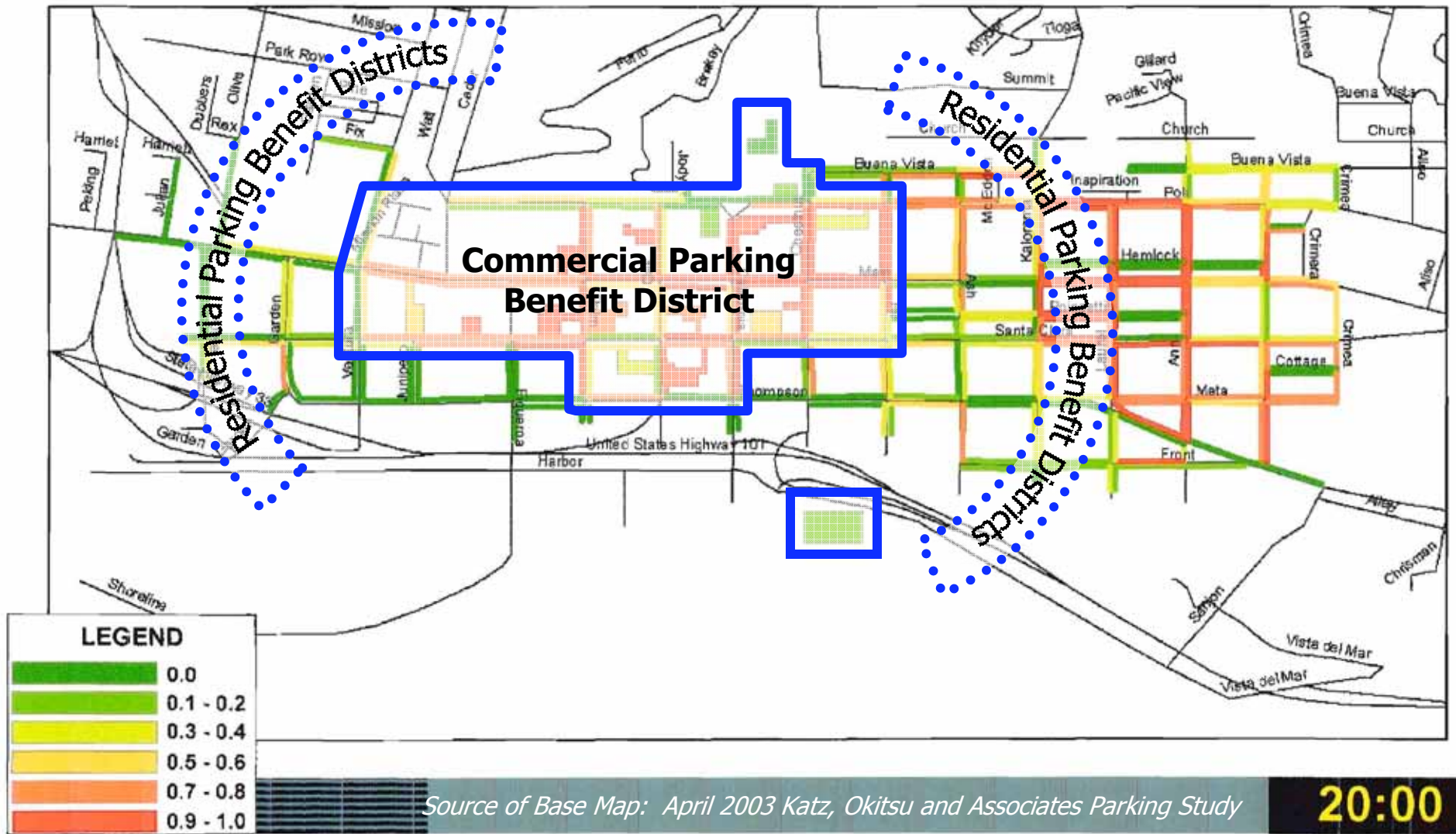
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Create *Residential* Parking Benefit Districts

*Prevent spillover parking into
neighborhoods*

Example: Ventura

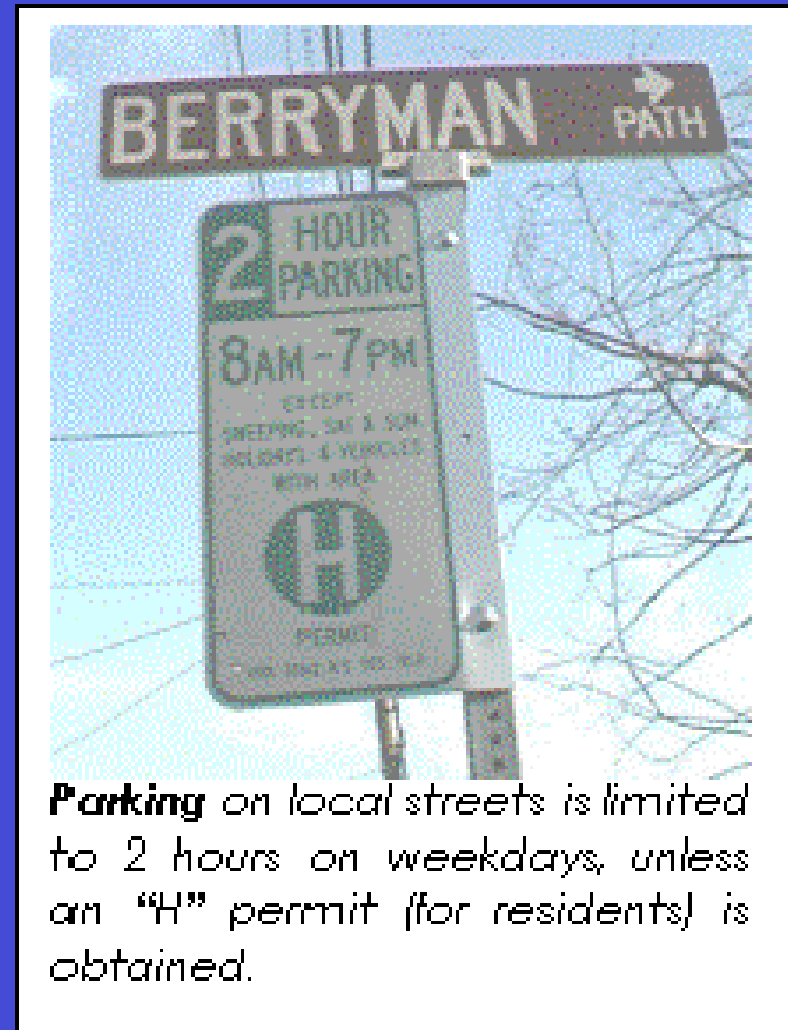
Residential Parking Benefit District Areas



Prevent 'spill-over' parking - 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*



Residential Parking Benefit Districts

- ❖ Implement in areas next to downtown meter zones, as needed
- ❖ Residents park free or cheaply
 - Limit permits issued to available curb space
- ❖ Sell excess space to nonresidents
 - *Payment method:* In-vehicle meters
 - Residents decide how to spend revenue





Patrick Siegman: Rethinking Parking Requirements

Source: Above image  Nelson Aagaard Consulting

Austin's Residential Parking Benefit District

- ❖ Residents get residential parking permits
- ❖ University of Texas commuters pay at meters
- ❖ Revenues returned to neighborhood fund
- ❖ EPA provided start-up grant

Three reforms

3. Remove the requirements for off-street parking.

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

Main Street – Requirements Removed

- 7 new restaurants opened up within months
- Allowed new 10-screen movie theater



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

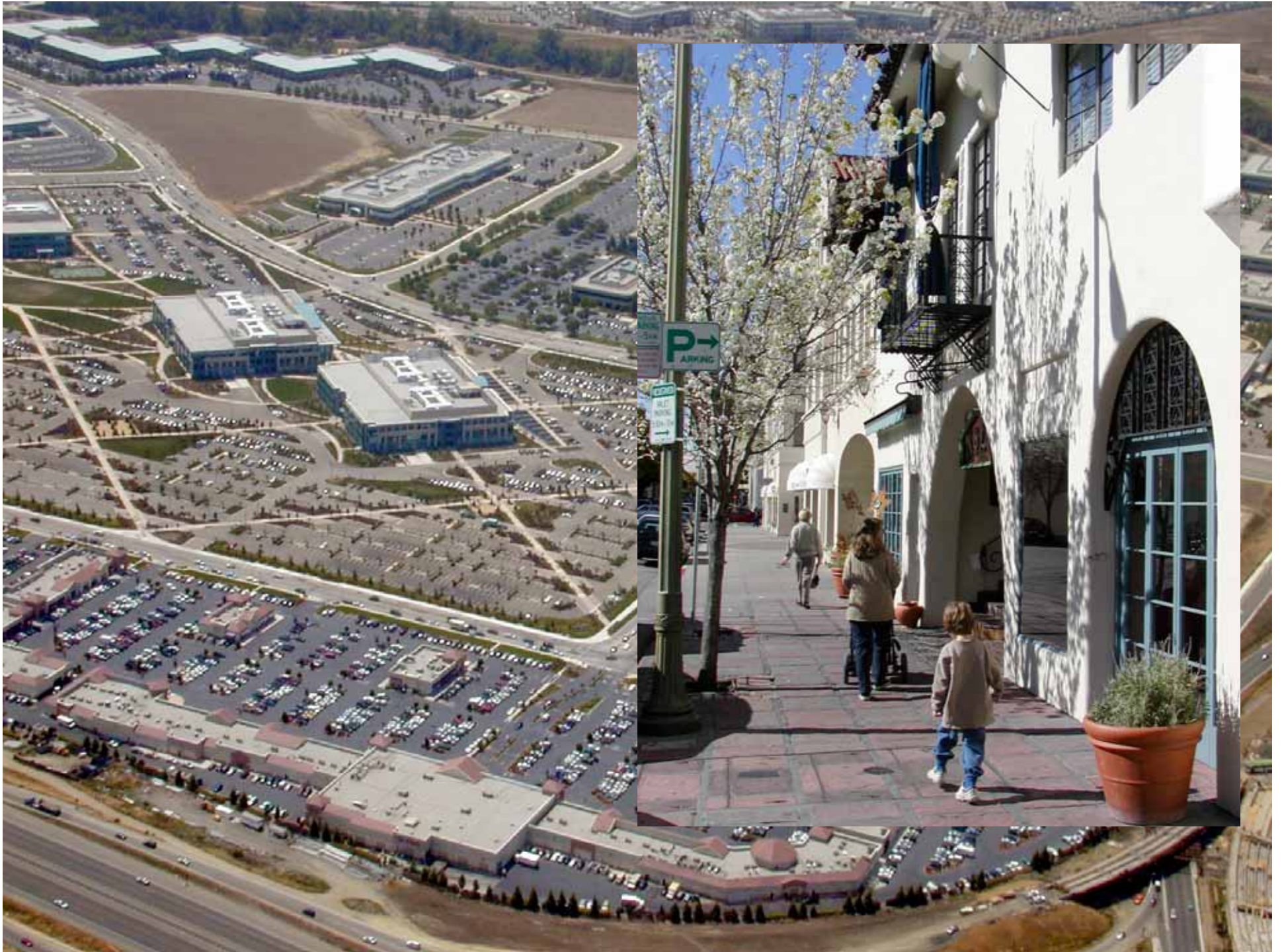
January 27, 2003



Parking: High & Low Traffic Strategies

	<u>Typical Minimum Requirements</u>	<u>'Tailored' Minimum Requirements</u>	<u>Abolish Minimum Requirements</u>	<u>Set Maximum Requirements</u>
Typical Tools	<ul style="list-style-type: none"> ❖ Requirement > Average Demand ❖ Hide all parking costs 	Adjust for: <ul style="list-style-type: none"> ❖ Density ❖ Transit ❖ Mixed Use ❖ 'Park Once' District ❖ On-street spaces ❖ ...etc. 	<ul style="list-style-type: none"> ❖ Market decides ❖ Garages funded by parking revenues ❖ Manage on-street parking ❖ Residential pkg permits allowed by vote 	<ul style="list-style-type: none"> ❖ Limit parking to road capacity ❖ Manage on-street parking ❖ Market rate fees encouraged/required







For more information

Patrick Siegman

Nelson\Nygaard Consulting

(415) 284-1544

www.nelsonnygaard.com

PSiegman@nelsonnygaard.com

