

SPUR
San Francisco/
San Jose



— FOREWORD BY DONALD C. SHOUP —

PARKING REFORM *Made Easy*

RICHARD W. WILLSON

October 9/10,
2013

A satellite view of a city street grid. A large, irregularly shaped parking lot is highlighted with a semi-transparent grey circle. The surrounding area consists of various buildings, streets, and green spaces. The text "Single site, peak use parking..." is overlaid on the top half of the image.

Single site, peak use parking...

Walkability and land use challenges...



An aerial photograph of a city street grid. The image shows a mix of residential and commercial buildings, parking lots, and streets. The text "Fine grained livability..." is overlaid on the top right. The text "Roadblocks to revitalization..." is overlaid on the bottom left. The "Google earth" logo is visible in the bottom right corner.

Fine grained livability...

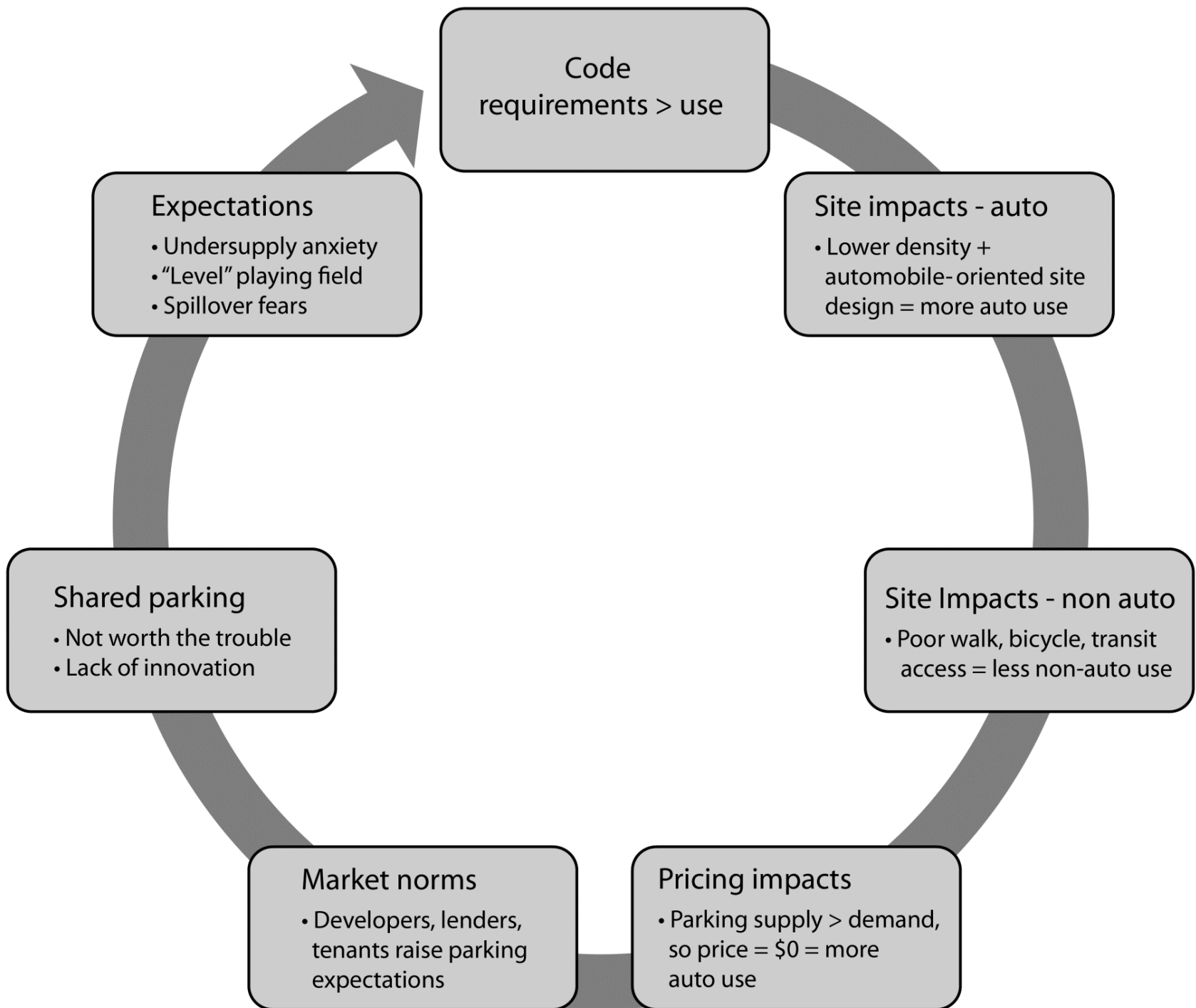
Roadblocks to revitalization...

An aerial photograph of a densely populated urban area. The image shows a grid of streets with very narrow lots. Buildings are small and packed closely together, with little open space between them. The overall appearance is one of high land use intensity. Two prominent blue circular structures are visible in the lower-left quadrant of the image.

Built out, small parcels...

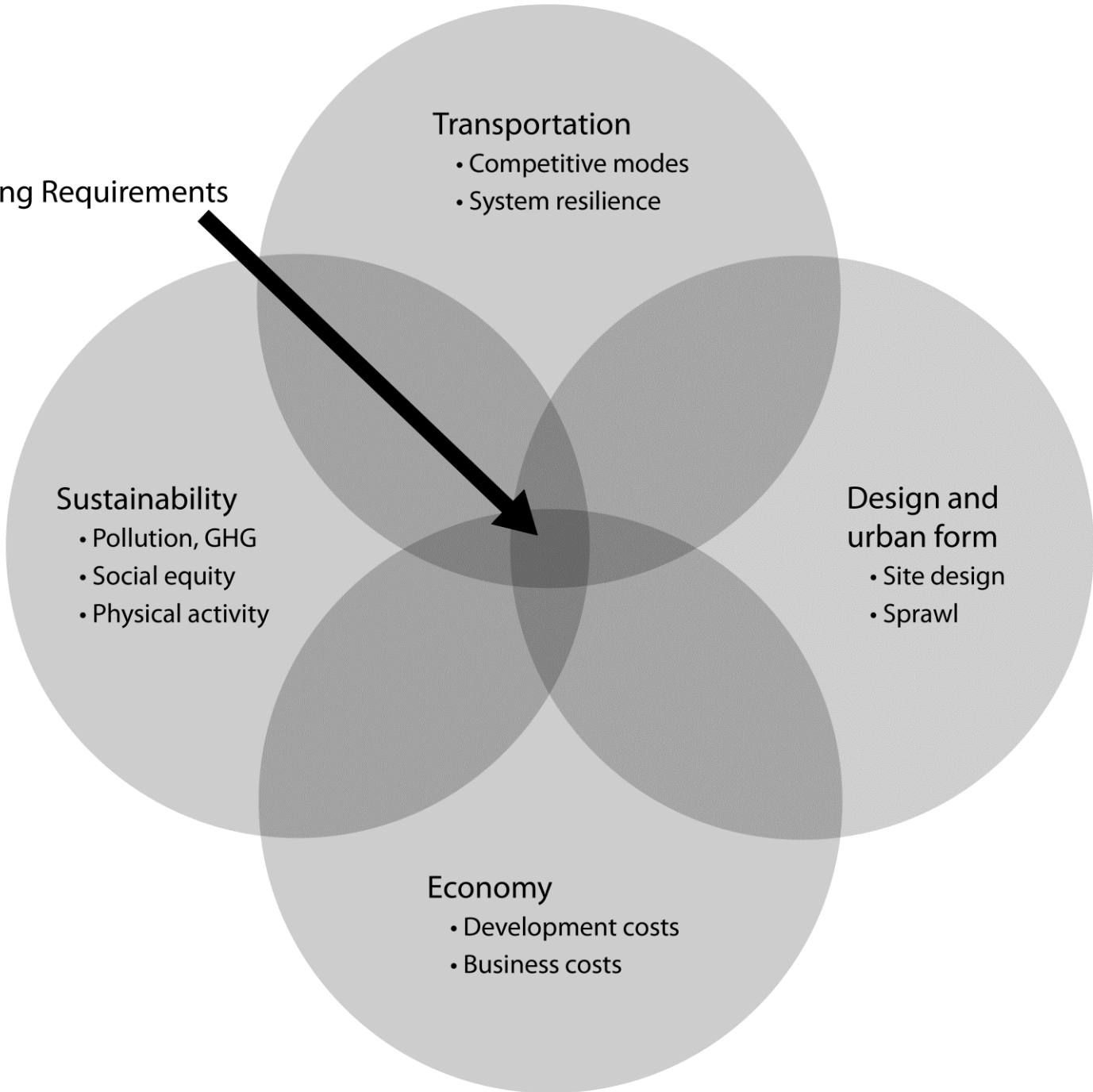
..people density = parking anxiety

The circle
of vice

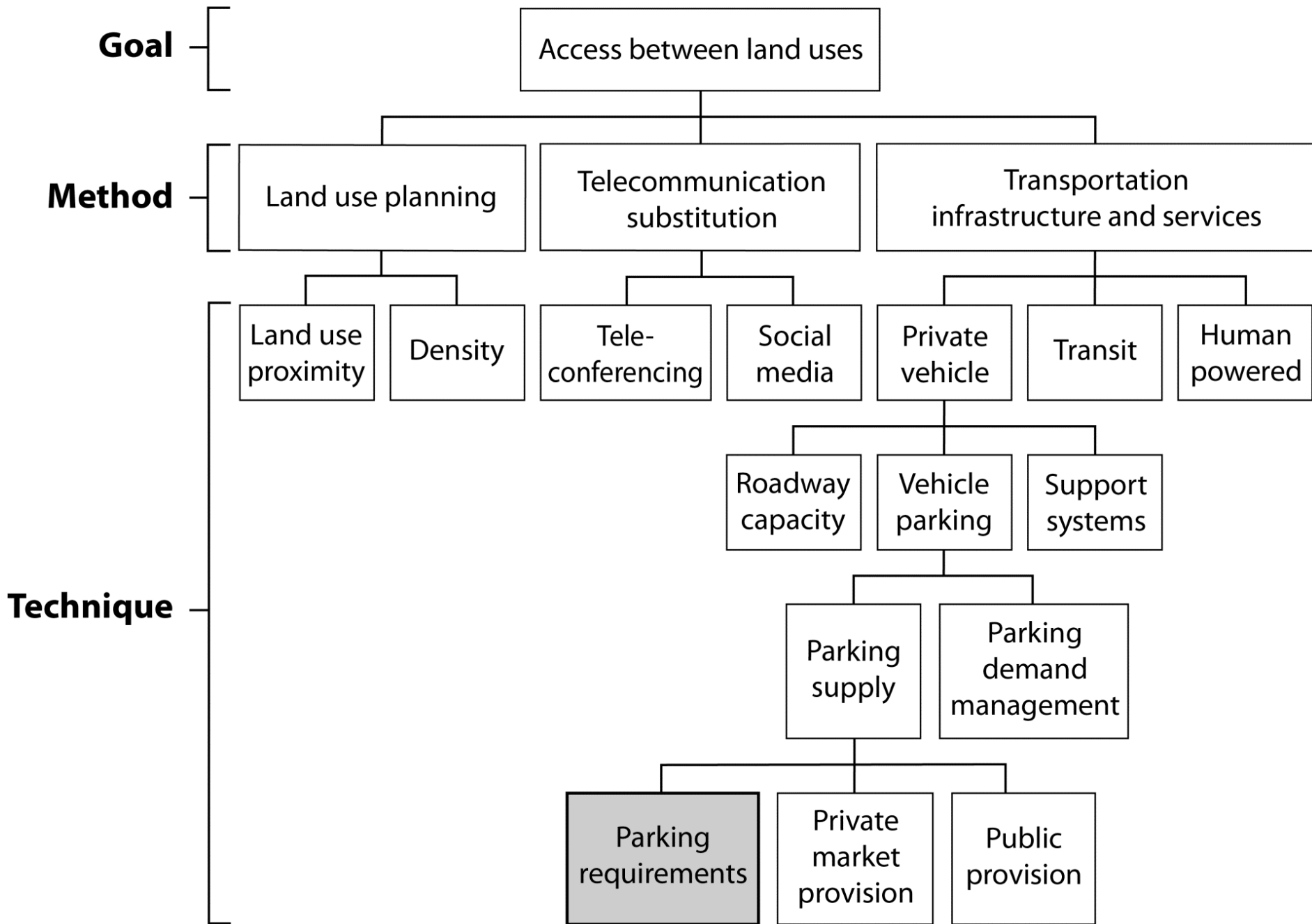


Parking *is*
policy

Parking Requirements



Putting parking
requirements
“in their place”



Habit, leverage,
addiction, or
what?

Stakeholder

Reason for the Status Quo

Individuals

Maintain free parking privileges, cross-subsidy from those who do not drive

Local planners

Leverage to negotiate other public benefits, e.g., affordable housing.
Concern about nexus for access based fees instead of parking
Relationship to fees (in lieu, parking credits, etc.)

Public works/police

Reduce the need to implement and enforce on-street parking management

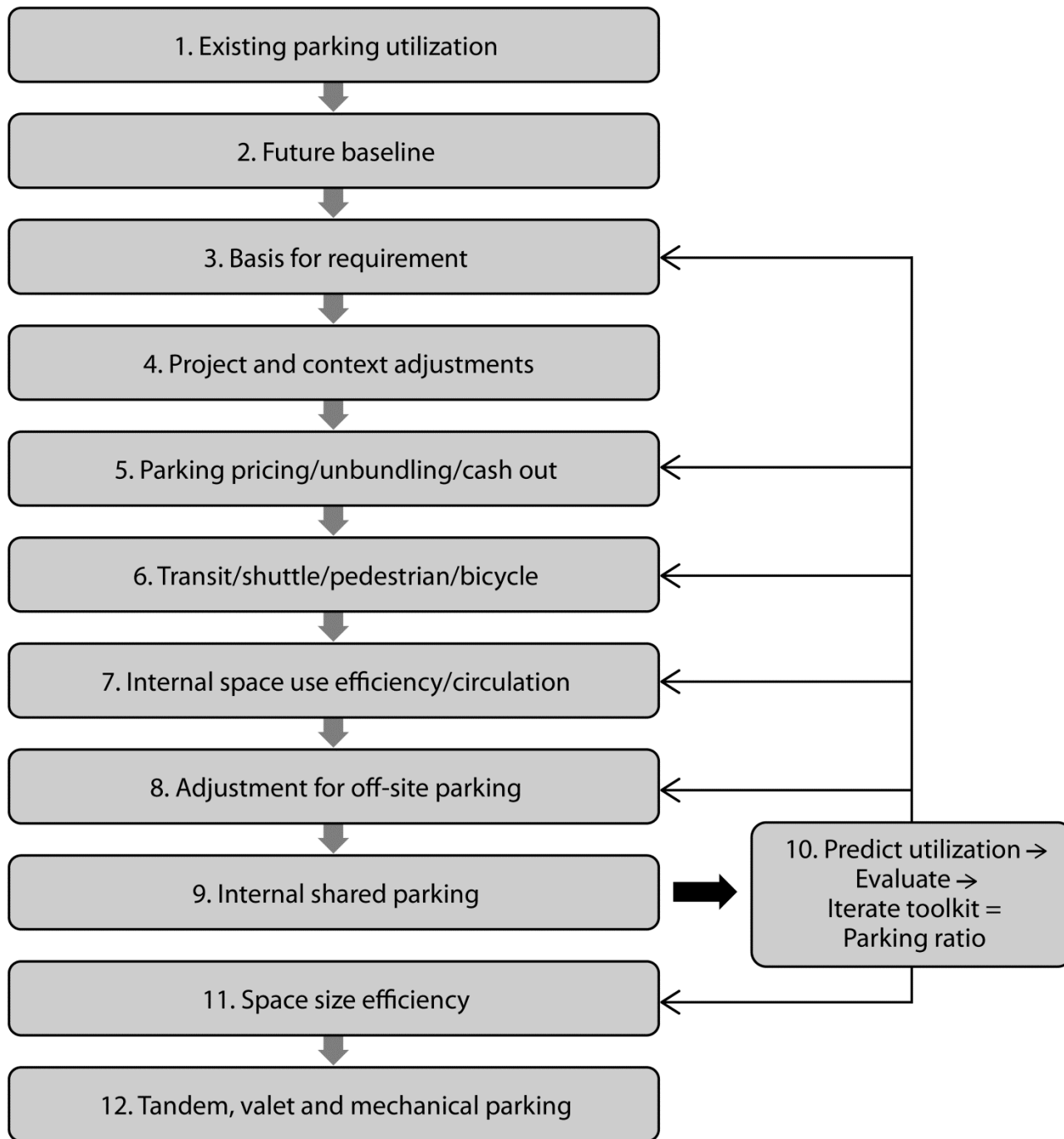
Developers

Reduce perceived risk that competitor will build less parking
Avoid figuring out market demand for parking

NIMBY groups

Undermine development economics, limit density, EIR challenges

A twelve-step
reform
method...



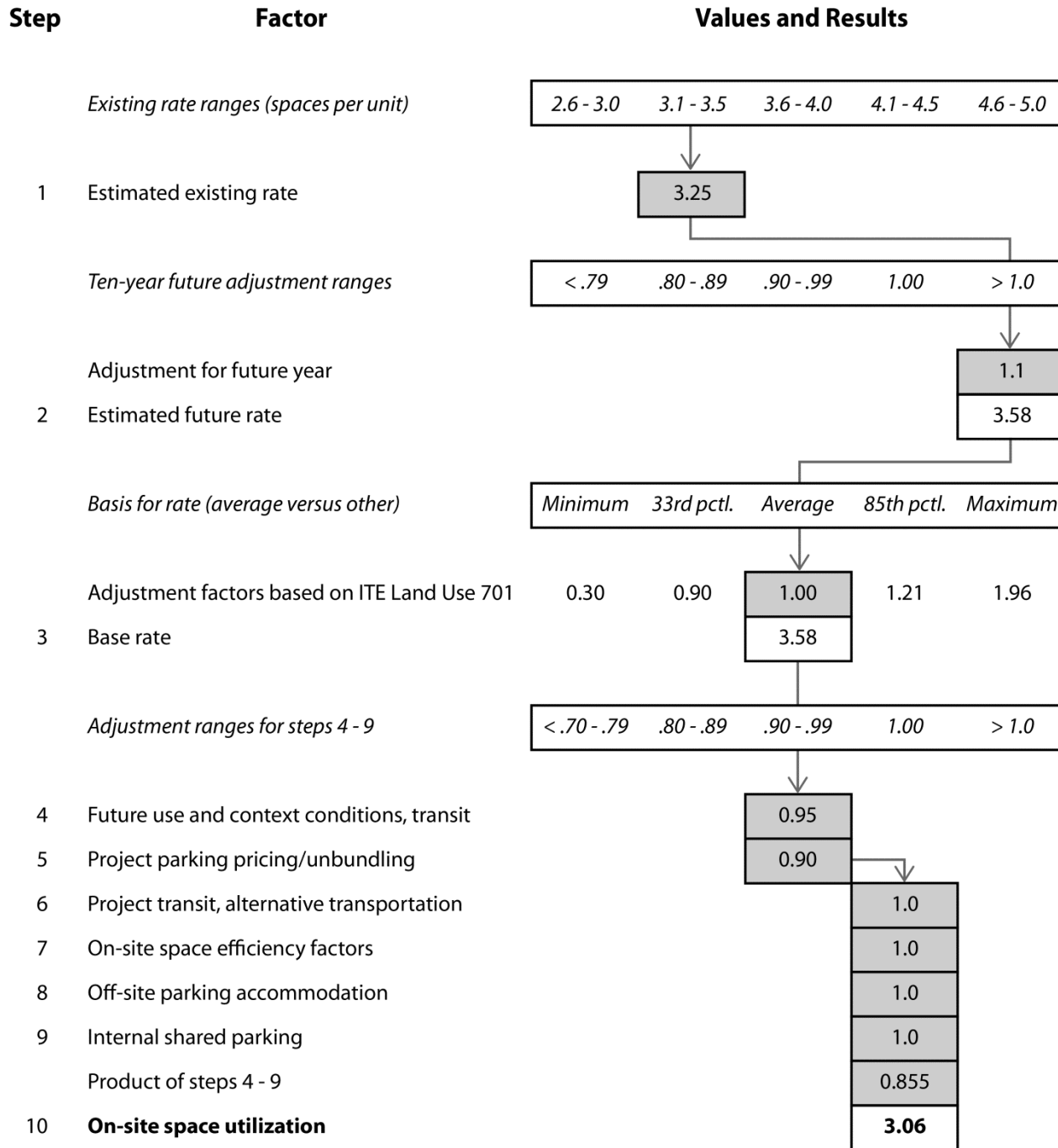
Step	Method	Comments
1 – Existing utilization	Measure local utilization using counts, air photo interpretation, census data	Existing rates may reflect past practice of free parking, separated land uses
2 – Future baseline	Identify 20 year trends in demographics, economics, culture	Most trends suggest declining parking utilization rates
3- Basis for the rate	Should requirements be based on average or percentile rates?	Shared parking reduces the risk of using the average rate; using higher percentile such as 85 th percentile is wasteful

Step	Method	Comments
4 – Project and context	Adjust for special characteristics of the land use and the subarea	May lead to differentiated rates in land use categories; affordable housing a prime example
5 – Pricing/unbundling/cashout	Adjust for impact of pricing policies	Studies of price elasticity show that parking demand is responsive to price
6- Transit/pedestrian/bicycle/carshare	Adjust for alternative access	Affects travel mode choice for all land uses; affects household vehicle ownership for housing

Step	Method	Comments
7 – Space use efficiency	Adjust for assigned versus pooled spaces, circulation factor	Real-time parking information and guidance systems reduce need for circulation factor
8- Off-site parking	Reduce on-site requirement to account for portion of off-site parking	Districts may be oversupplied with parking
9 – Internal shared parking	For multi-use sites, reduce overall rate to account for different peak use periods	Land uses can be strategically selected to maximize shared parking potential

Step	Method	Comments
10 – Evaluate and iterate	Does the prospective rate support community goals?	Consider transportation, urban form, economic development, sustainability, and regulatory practicality
11 – Space size	Decide on minimum size, compact spaces	Average vehicle size is declining
12- Tandem, valet, mechanical	Increase the yield of cars parked per square foot of land or building area	Potential varies by land use, district context, and market

Example for office uses in a suburban area



Requirement
options...and
developer
responses

Approach

Requirement

Developer response

Traditional

Minimum > utilization
maximum

No

Rarely build more than requirement

Moderate reform

Minimum = utilization
No maximum

Assess market for project, may exceed minimum

Big city approach

Minimum = % of utilization
Maximum = ratio or % of minimum

Market decision whether to supply minimum or build to maximum

Partial deregulation

No minimum
Maximum = ratio or % of minimum

Market decision whether to supply parking or build to maximum

Deregulation

No minimum or maximum;
Performance measures, e.g., traffic impacts

Market decision on whether/how much

Bells and
whistles...

“Taming” Parking

- Driveway regulations
- Prohibit surface
- Ground floor retail
- Height restrictions
- % of block facades for garage doors
- Discretionary design review
- Shading
- Permeable pavement
- Solar
- Real-time information
- Guidance systems



Supply Regulations

- Eliminate minimums
- Maximums
- Discretionary determination
- Tandem
- Re-use projects
- Overlays zones
- On-street credit
- Performance-based
- In lieu/access fees
- Carsharing
- Off-site parking
- Pricing, unbundling, cash-out
- TDM
- Bike parking
- Electric vehicle parking

Politics and participation



Approach

Strategy

Link reform to community goals and plans

Parking reform as a way of achieving urban design, economic development, transportation, or environmental goals

Educate

Costs of status quo – wasted land
Practice in successful, admired places

Appeal to self interest

Owners of existing parking
Parking operators
Revenue return to district or neighborhood
Developers/property owners

Attract allies

Transit operators, infill developers, small business, historic preservationists,

If Joni Mitchell
and Bob Dylan
wrote a song
together...

...it would be
entitled...

*Paved
Paradise
Revisited*

It's time to reform parking requirements!

Questions
and
comments?