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The Downtown Oakland Parking Management Plan



Presented by:
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January 10, 2017

N NELSON
NYGAARD

Oakland's *Parking Principles for Commercial Districts*

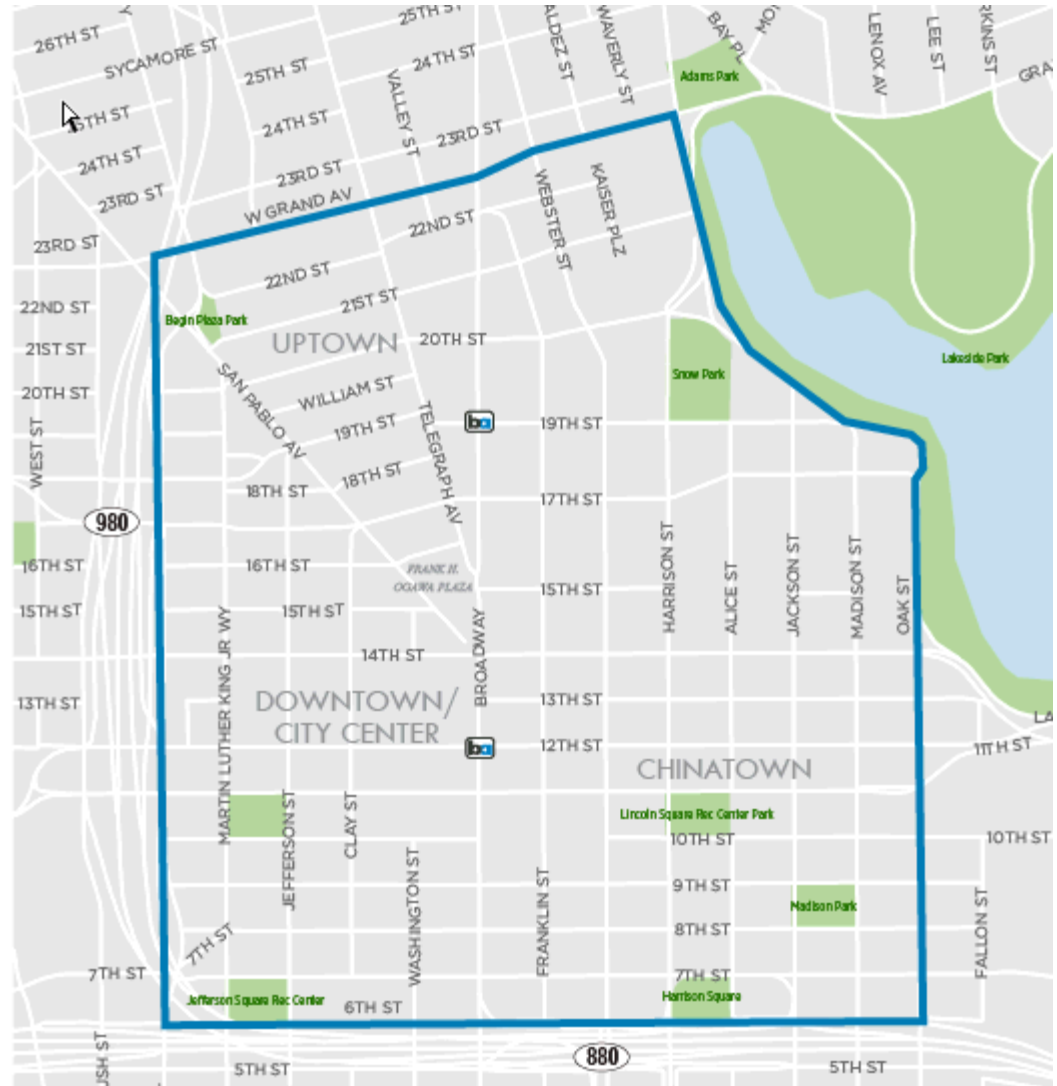


- Unanimously adopted by City Council in 2013
- Established a citywide policy framework
- Not yet fully implemented
- First implementation step: *Montclair Village flexible parking pricing project*

- *All Downtown Parking Management Plan* recommendations aim to implement these principles
- *...first in Downtown, then citywide*

The Downtown Oakland Parking Management Plan

1. Introduction
2. Existing Conditions
 - a. Public outreach results
 - b. Vehicle ownership & travel behavior
 - c. Parking inventory & occupancy
3. Managing Curb Parking
4. Managing Off-Street Parking
 - a. Managing City-owned off-street parking
 - b. Regulating Private Parking
5. Transportation Demand Management



Parking requirements, housing affordability & land value

- 1961: Oakland's first parking requirement
- One space per home for apartments
- Construction cost increased 18% per home
- Homes per acre decreased by 30%
- Land value fell 33%
- *Less housing, more expensive homes, and lower property values*

Recommendations – Curb Parking Management

Principle: “Parking is part of a multi-modal approach to developing neighborhood transportation infrastructure.”

- Users of commercial districts (shoppers, employees, visitors) have varied needs for access, via private auto, transit, bicycle and foot.
- Curbside parking must be balanced with multiple complementary and competing needs, including but not limited to delivery vehicles, taxis, car share vehicles, bus stops, bicycle parking and sidewalk widening.



“Users...have varied needs for access”

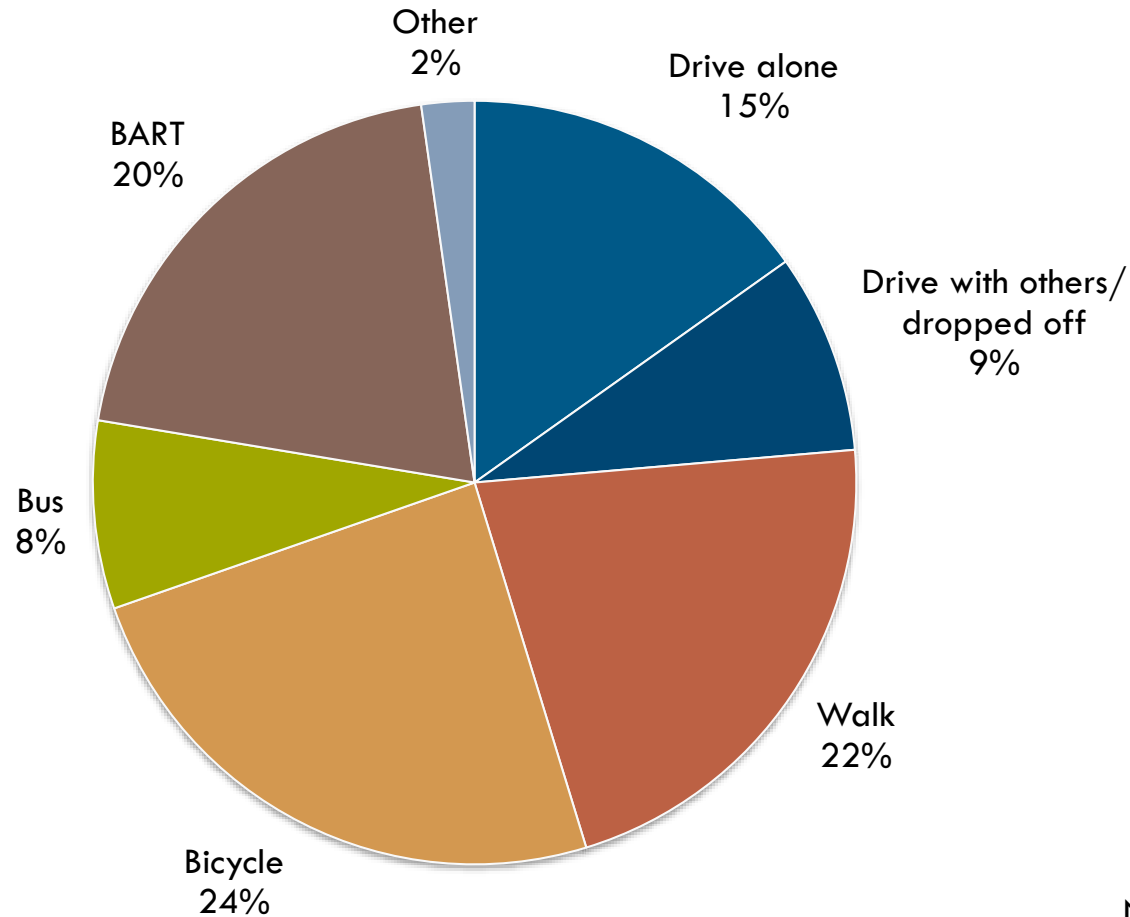
Household vehicle ownership in downtown Oakland

	Owner Occupied	Renter Occupied
No Vehicles	25%	57%
1 Vehicle	56%	35%
2 Vehicles	18%	7%
3 or more Vehicles	1%	9%

- 57% of downtown renters & 25% of owners live car free

76% of downtown shoppers walk, bike or take transit

When asked: How did you travel here today? Is this how you usually travel to the neighborhood?

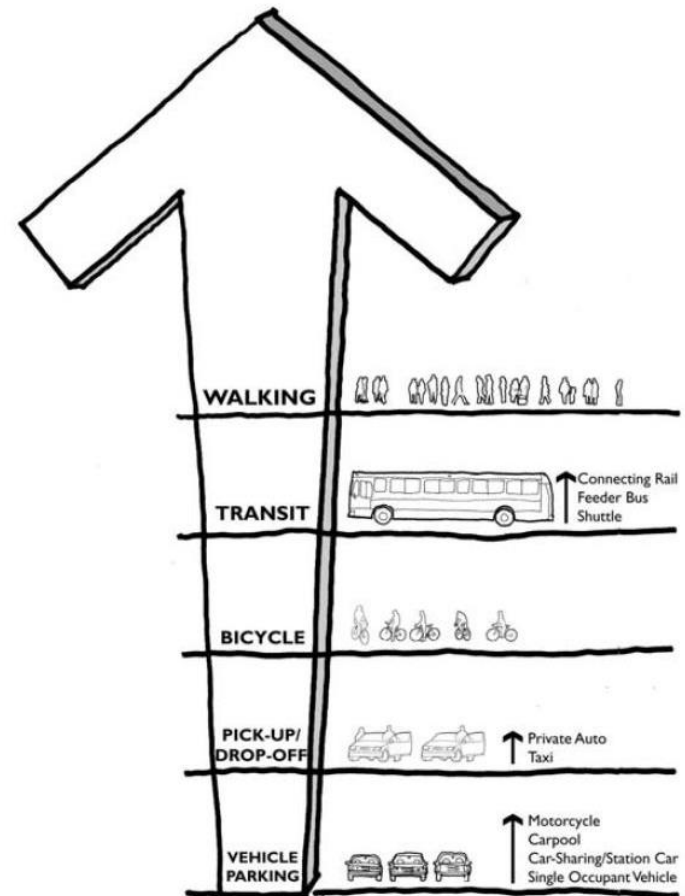


N=402

Adopt a clear hierarchy for the use of scarce curb space

Prioritize (in order from highest to lowest)

1. Bicyclists, pedestrians, and transit
2. Active freight and passenger loading, including taxi stands
3. Places to linger, such as parklets and sidewalk dining
4. Short-term & long-term parking (i.e., automobile storage)



Example: BART Station Access Hierarchy

Principle: “Parking should be easy for customers.”

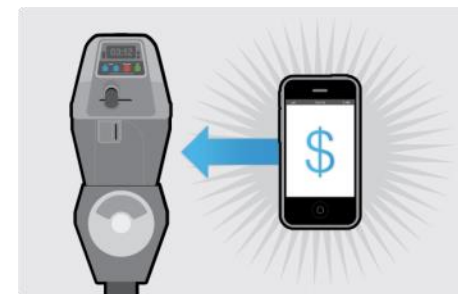
- Costs, rules and penalties should be easily comprehensible.
- Fees should be payable by a variety of fare media (prepaid cards, credit cards, cash and cell phones).
- The role of tickets should be minimized in generating parking revenue; it should be easier to pay parking fees, which may lower the incidence of tickets.
- *Implementation already underway*

Smart parking meter upgrade project



Coin &
Card
("Smart")
meters

Pay-by-
phone



Smart parking meter upgrade conversion project

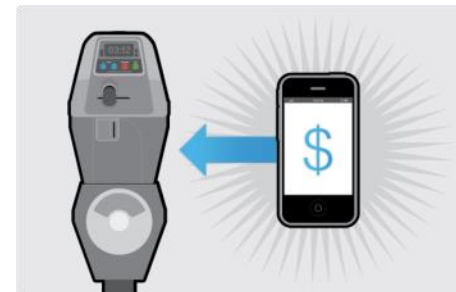
- Completed July 2014
- Replaced all remaining coin-only meters citywide
- New meters solar-powered, wirelessly networked
- Accept payment by coins, credit/debit cards and phones
- Backlit displays communicate prices and rules
- Can adjust rates, hours, etc. remotely
- Provides real-time payment data

Smart parking meter upgrade project



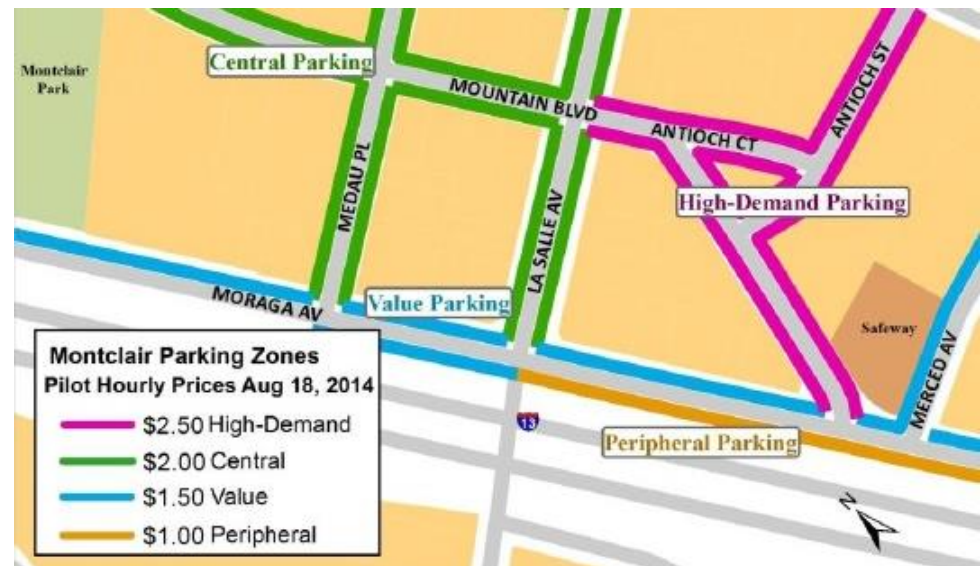
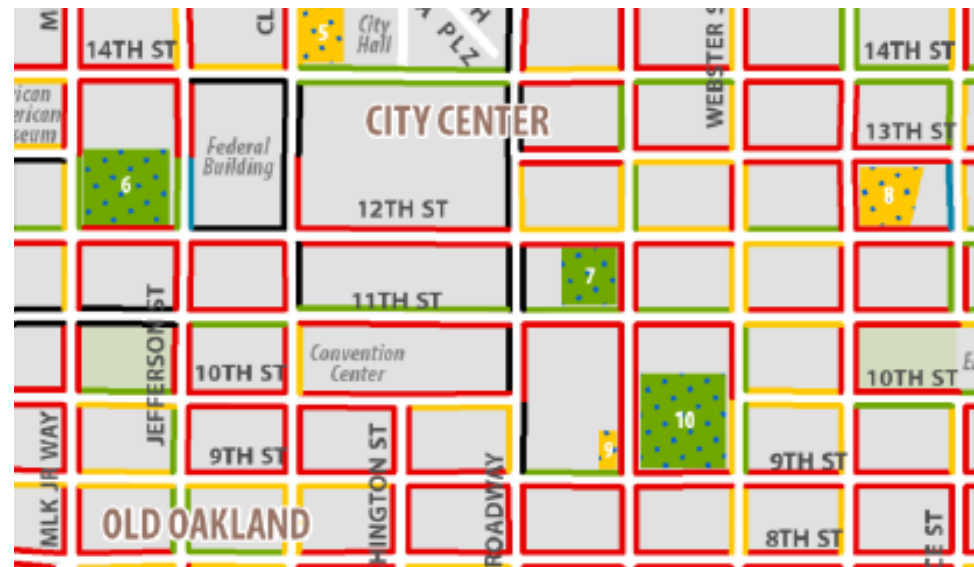
Coin &
Card
("Smart")
meters

Pay-by-
phone

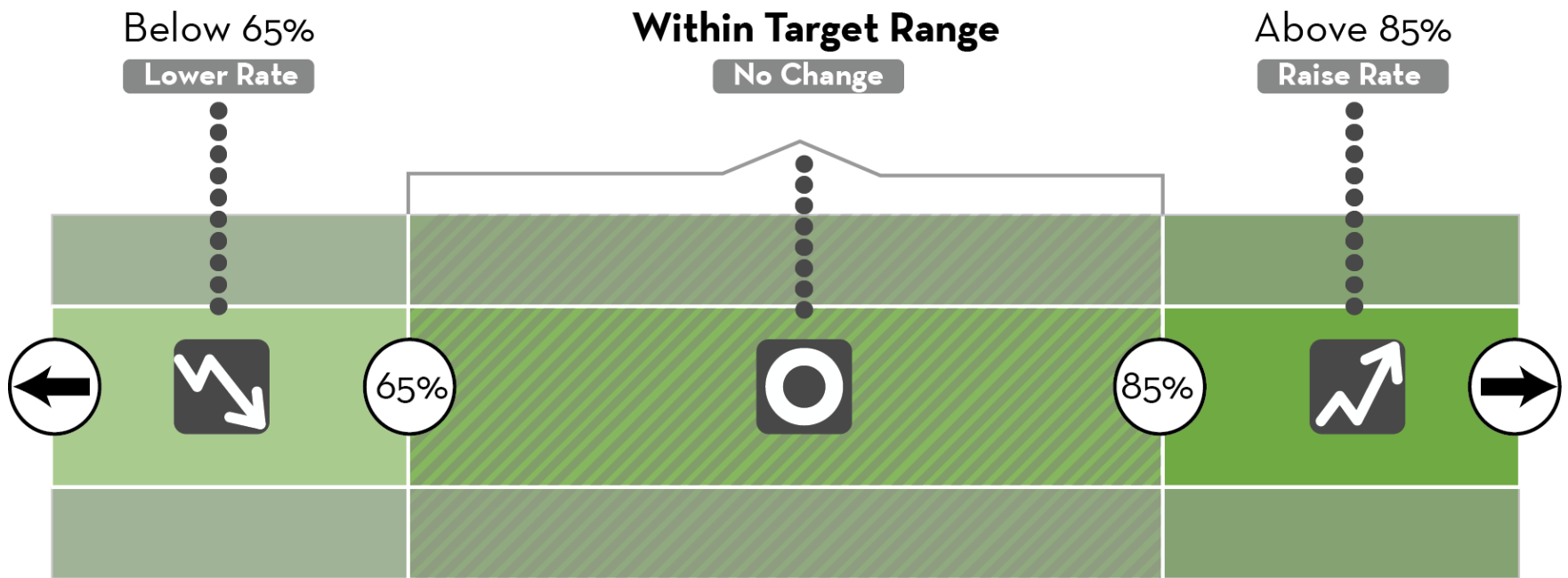


Principle: "Parking should be actively managed to maximize efficient use of a public resource."

- Parking should be managed to achieve an approximate 85% maximum occupancy per block so that there will always be some parking available to shoppers and visitors.
- Parking should be priced to achieve usage goals ("market pricing"); market prices may vary by area; by time of day and may be adjusted occasionally to reflect current use.
- Pricing and policies should encourage use of off-street parking lots where they are available.



Performance-Based Pricing at Work



Technologies for measuring occupancy & adjusting rates

Meters provide real-time payment data

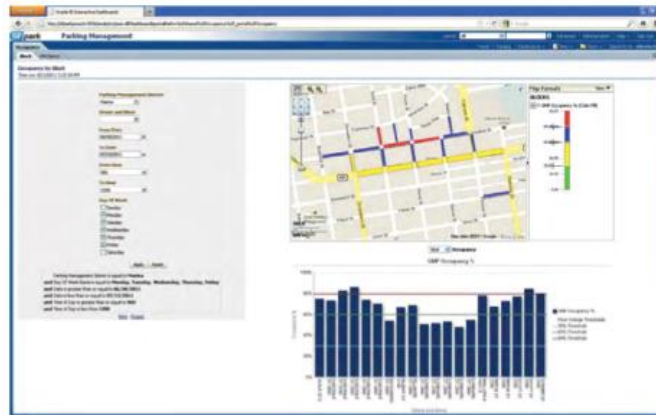


Coin &
Card
("Smart")
meters

License plate readers measure occupancy



\$1.3 million MTC grant provides the needed funding



*Data
warehouse/
business
intelligence tool*

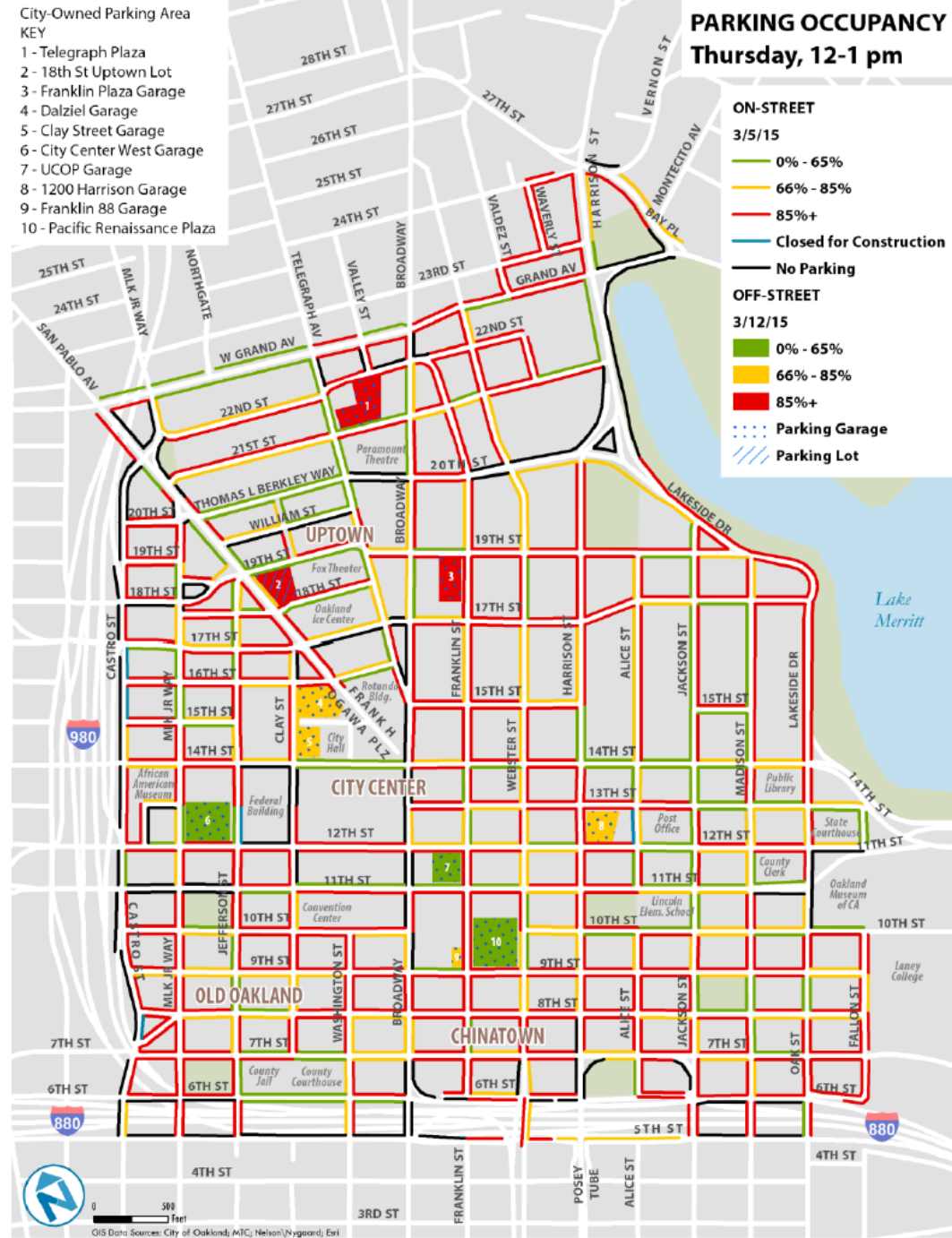
Curb parking management recommendations

- Set rates that vary by time of day, day of week and by block
- Use performance-based pricing

If occupancy on a block is:

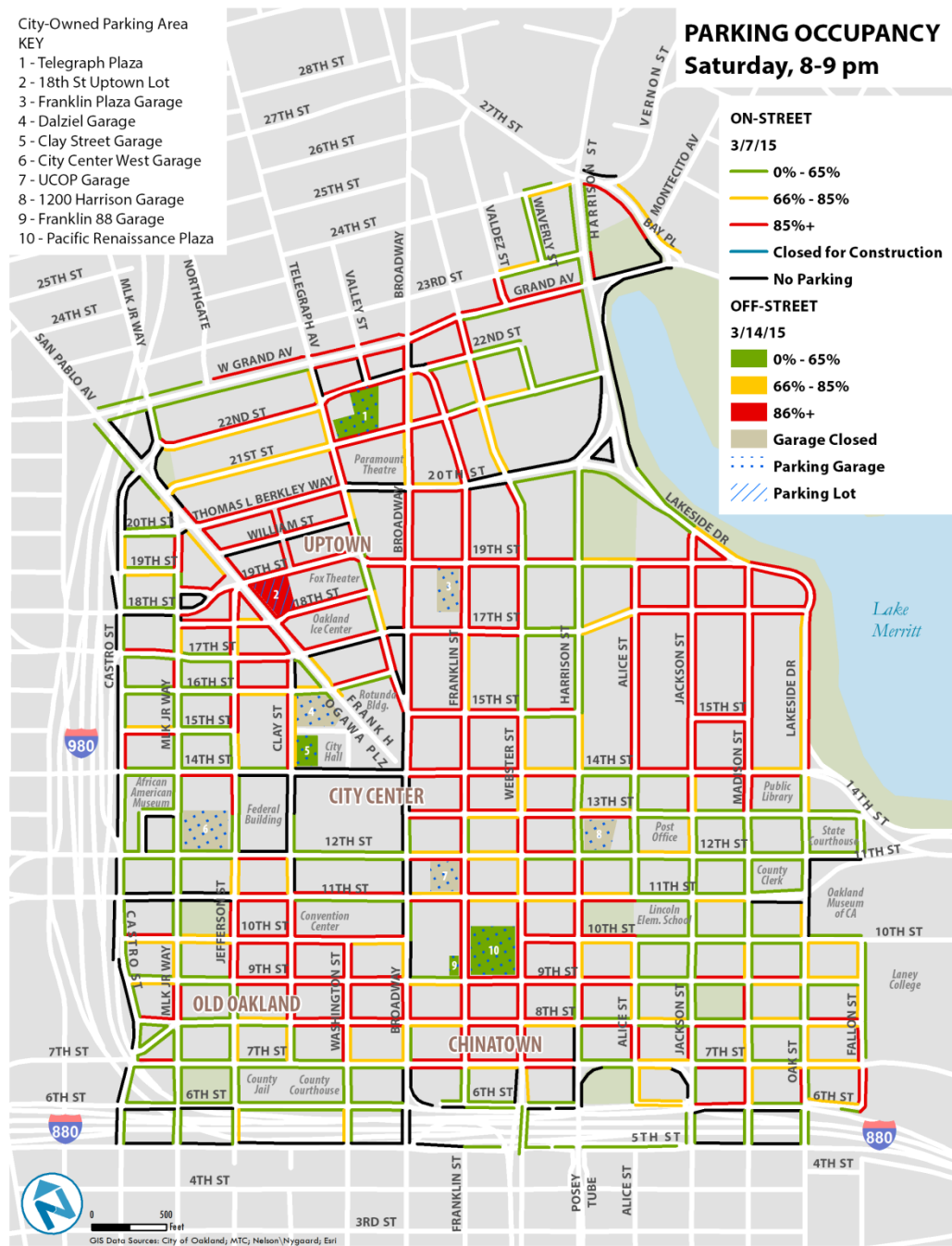
85% +	Increase by \$.25
66% – 85%	No Change
0% – 65%	Lower by \$.25

- Use 4 “time bands” per day
- Adjust rates no more often than monthly

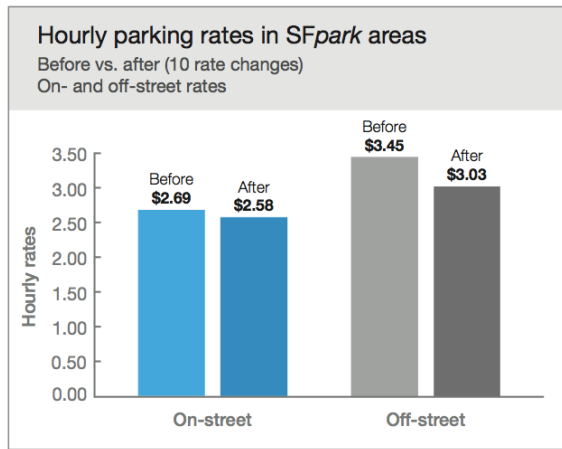


Curb parking management recommendations

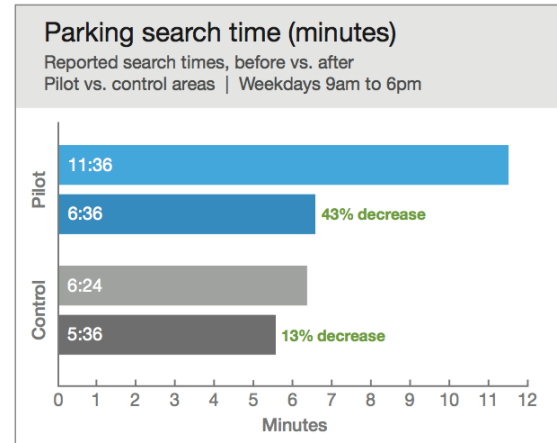
- On each block, charge for parking whenever necessary – including evenings and weekends, if necessary – to achieve 85% maximum occupancy



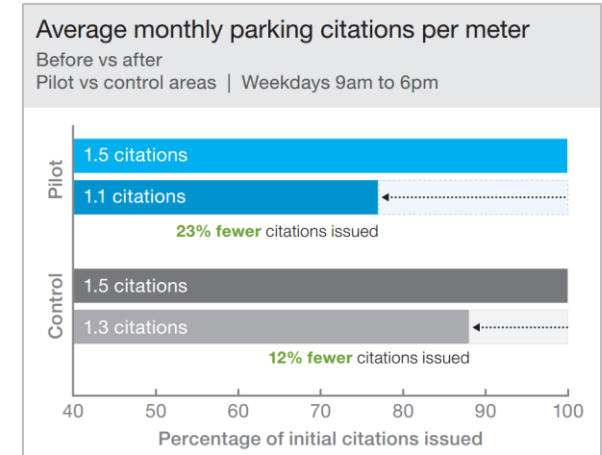
Performance-Based Pricing at Work



Cheaper



Easier



Fewer Tickets

Curb parking management recommendations

- Recommendation: Use prices rather than time limits to achieve curb parking availability
- Examples
 - Redwood City
 - Riverside
 - Ventura
- Results
 - Increased parking availability
 - More customer convenience



“Parking policy and regulations should help the City meet other transportation, land use and environmental goals.”

- “Whenever possible, a portion of parking revenue should be reinvested directly back to neighborhood commercial district improvements, potentially through a mechanism such as a parking benefit district.”
- Recommendations
 - Form commercial & residential parking benefit districts in downtown
 - Return 50% of any net increase in curb parking revenues to the district where it was collected
 - Local associations get advisory role in deciding how to spend revenues



Recommendations – Off-Street Parking Management

What does it cost to increase
parking supply?



\$40,000

\$40,000

\$40,000

\$40,000

\$40,000

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\$40,000

How much revenue is needed to break even on the cost of building and operating a \$40,000 parking space?



\$275/month

\$275/month

\$275/month

\$275/month

\$275/month

\$275/month

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\$275/month

Anything a community can do to *reduce* parking demand for less than \$275/month/space is a bargain

City-Owned vs. Privately Owned Off-Street Parking Prices

City-Owned

Facility Name	Hourly Rate	Monthly Rate
Telegraph Plaza	\$3	\$125
18th St Uptown Lot	\$3	\$125
Franklin Plaza Garage	\$3	\$200
Dalziel Garage	\$4	\$180
Clay Street Garage	\$4	\$180
City Center West Garage	\$4	\$250
UCOP Garage	\$3	\$145
1200 Harrison Garage	\$3	\$140
Franklin 88 Garage	\$3	\$175
Pacific Renaissance Plaza	\$2	\$170
<i>Curb parking</i>	\$0 to \$2	NA
Range of Rates	\$2 - \$4	\$125 - \$250

Privately Owned

Facility Name	Hourly Rate	Monthly Rate
1111 Broadway	n/a	\$255
Rotunda Garage (1630 San Pablo Ave)	\$6	n/a
Trans-Pacific Centre (1000 Broadway)	\$4	\$180
17B Lot (17 th St and Broadway)	\$8	n/a
555 12 St. Garage	\$6	\$210
1427 Franklin St	n/a	\$195
Range of Rates	\$4 - \$8	\$180 - \$255

Off-Street City-Owned Parking – Moratorium



- Moratorium on any new facilities until:
 1. The Downtown Specific Plan is completed
 2. Parking maximums are established
 3. A “highest and best use” analysis is completed

Establish Off-Street Parking Enterprise Operation



- Operate City-owned off-street parking as an *Enterprise Operation*
- Solely supported by lot and garage user fees
- Do not support with curb parking revenues or tax dollars
- Raise (or lower) rates to eliminate wait lists & lot full signs
- Performance-based pricing by time of day/day of week
- Adjust hours of operations as necessary

Maximum Parking Requirements - Examples

- San Francisco 1968-1984:
 - 250,000 new jobs
 - Little or no private parking
 - 11,000 spaces in City-owned garages
 - Prices set to discourage commuter parking
 - No increase in congestion
- Downtown Los Angeles: 0.6 spaces/1000 sf max
- Portland: parking cap with tradable rights





Update of Oakland's Off-Street Parking and Loading Requirements

SPUR Presentation

1-10-17



Importance of Parking

Traffic, Air Pollution, and Transit Use



Why Update Parking Requirements

Since 1965...

- Policies have changed
- Transit has changed
- Oakland has changed

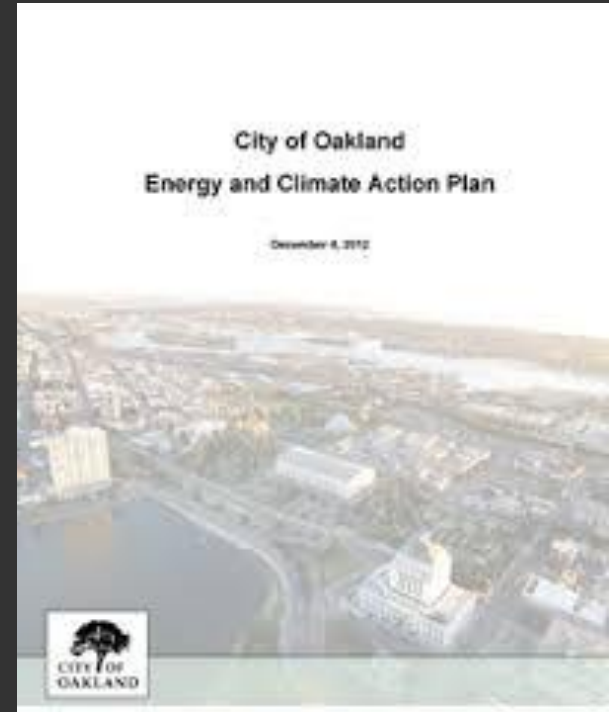
Oakland's parking regulations have not kept up!



Why Update Parking Requirements

Policy Framework

- General Plan
- “Transit First” Policy
- Energy and Climate Action Plan
- Mayor’s Housing Cabinet report

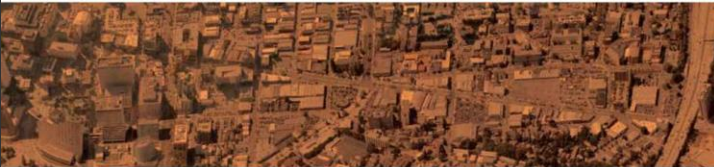


Why Update Parking Requirements

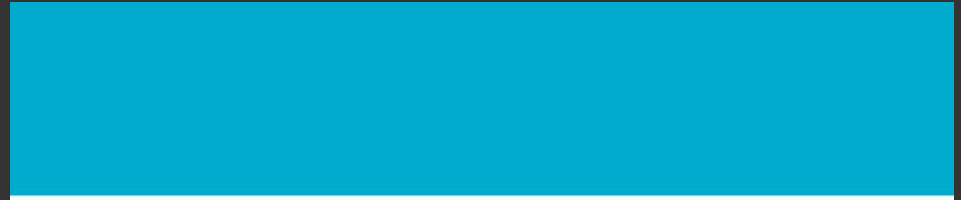


BROADWAY VALDEZ DISTRICT SPECIFIC PLAN

June 2014



CITY OF OAKLAND



Lake Merritt Station Area Plan

A Specific Plan for the Area Around the Lake Merritt BART Station

December 2014



Goals of the Parking Update

- Achieve “just right” parking for developments
- Increase housing supply and affordability
- Maintain consistency with sustainability goals
- Encourage efficient use of land
- Support the vitality of commercial districts



New Requirements



PARKING REQUIREMENTS FOR MULTIFAMILY HOUSING



- No parking required in Downtown
- Parking maximum in downtown and near BART Stations
- Unbundled parking
- Transit passes
- Car share spaces



AFFORDABLE HOUSING

- 0.5 parking space/unit if within one-half mile of a “major transit stop”
- .75 parking space/unit otherwise
- Parking can be further reduced by providing transit passes or car share.



COMMERCIAL PARKING REQUIREMENT DEPENDS ON FLOOR OF NEW BUILDINGS



Upper stories: one parking space per 1,000 sf of floor area

Ground Floor: One parking space per 600 sf of floor area





ADDITIONAL PARKING NOT REQUIRED FOR EXPANSIONS TO HISTORIC BUILDINGS

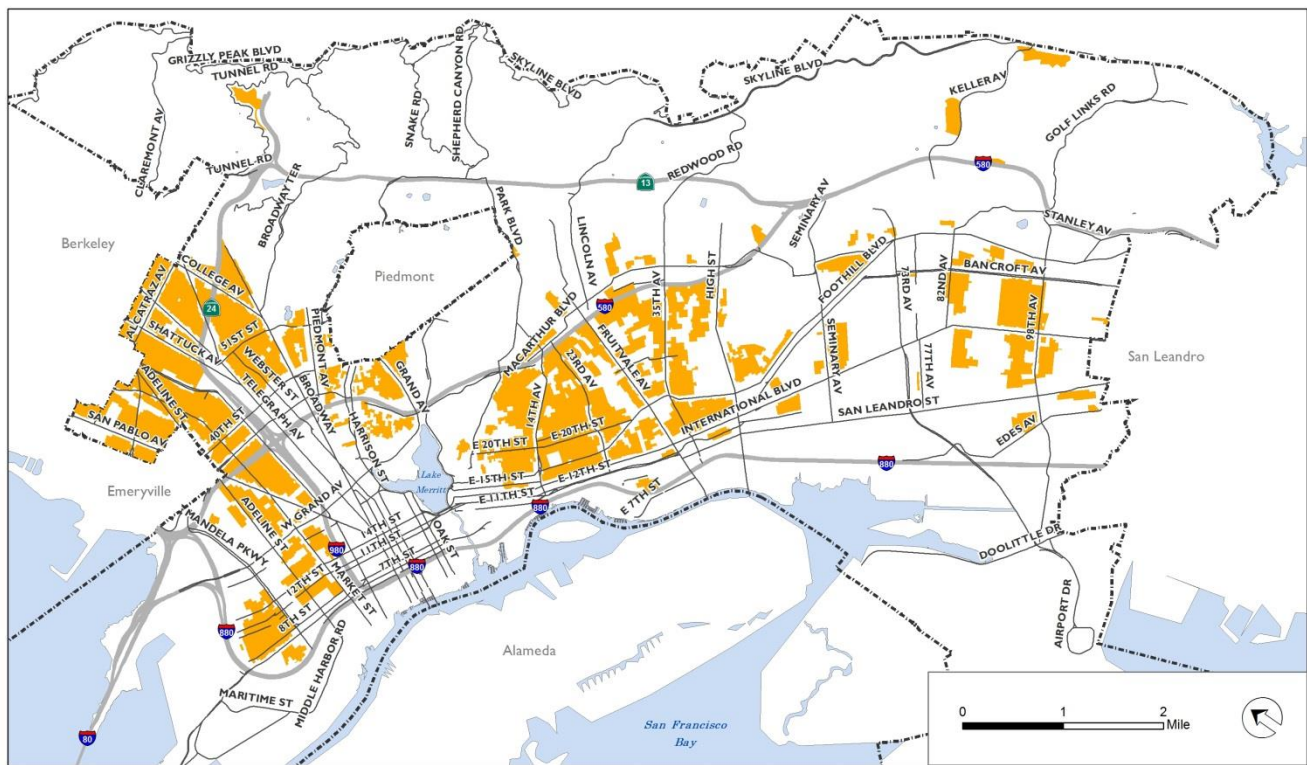




PARKING REQUIREMENT ON NARROW LOTS IN COMMERCIAL ZONES



RM-1 & RM-2 RESIDENTIAL ZONES



RM-1 and RM-2 Zoning

Planning and Building Department
October 2015

