



Parking Management Workshop

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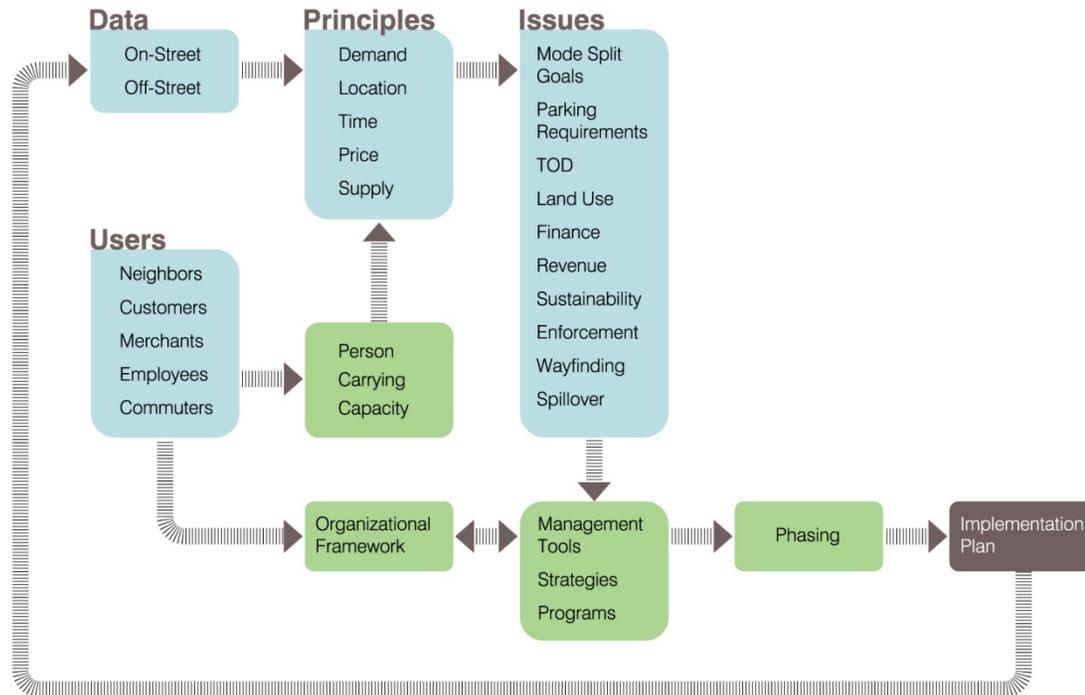


Balancing Regional and Local Transportation Issues

- Regional transportation
- Air quality
- Urban design
- Economic development
- Residents
- Business
- Project mitigation
- Traffic circulation
- Person carrying capacity



Parking Management

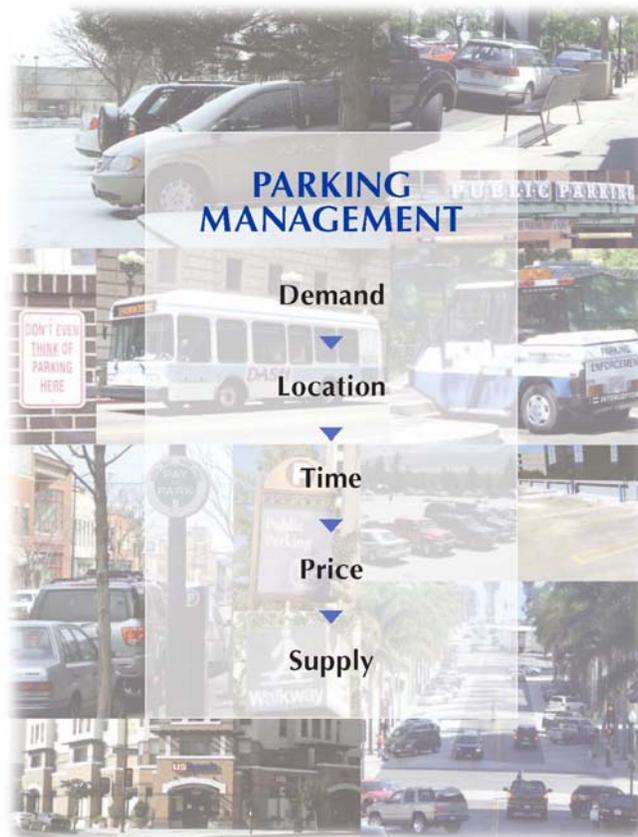


Definition of Parking Management

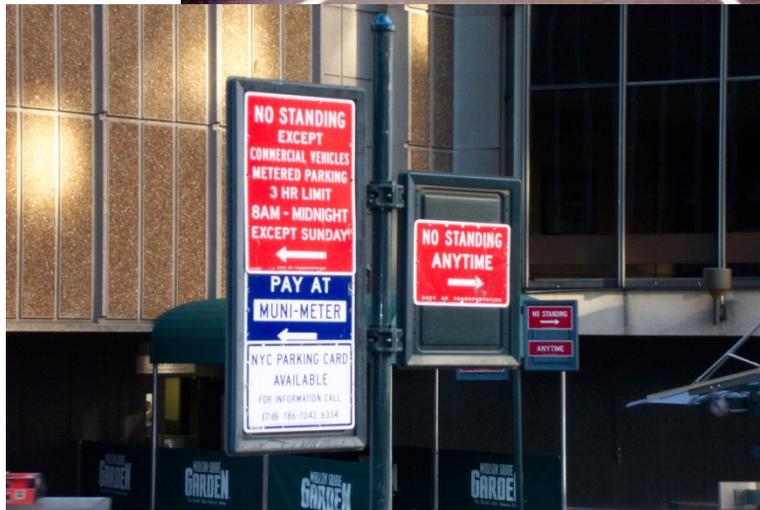
- ① Location, cost, time, supply & demand
- ① Demand based strategies combine parking and transportation alternatives
- ① Priority target markets



Parking Management



Barriers to Parking Management



- Ⓟ Parking perceptions and attitudes
- Ⓟ Parking pricing
- Ⓟ Land use policies
- Ⓟ Work site characteristics (lease arrangements)
- Ⓟ Transportation alternatives

Parking Attitude



Parking Management - I

- Parking inventory and utilization
- Parking requirements
- Comprehensive on-street and off-street parking system
- Location issues – best use of parking resources
- Transit, bicycle and pedestrian alternatives – mobility management



Parking Management - II



- Financial incentives
- Preferential parking
- Time restrictions
- Shared use - parking trade programs
- In-lieu fees
- Transit supportive development
- Unbundled parking and parking pricing
- Parking supply

Parking Requirements

- Parking supply to compete with other cities
- Prevent spillover
- Plan for future uses
- Minimum parking requirements



Too Much Parking

- ❑ Market price
- ❑ Commuters park free
- ❑ More auto use
- ❑ Lower site density
- ❑ Higher land consumption
- ❑ Lower land value
- ❑ Auto-oriented site design
- ❑ Less use of alternative modes

Source: Kodama, Willson & Francis, MSRC 1997



Parking Economics

- ① Parking Development Cost
- ① Parking Pricing
- ① Market Value of Parking



Retail Parking: Cost of free employee parking

- Employee parking (2 hour shuffle) = 1 hour free per day or **\$6,000** per year in lost employee time (\$20/hr)
- Assume turnover: 10 sales per space & \$50 profit per sale = \$500/per day
- 300 days of sales = **\$150,000/per year**

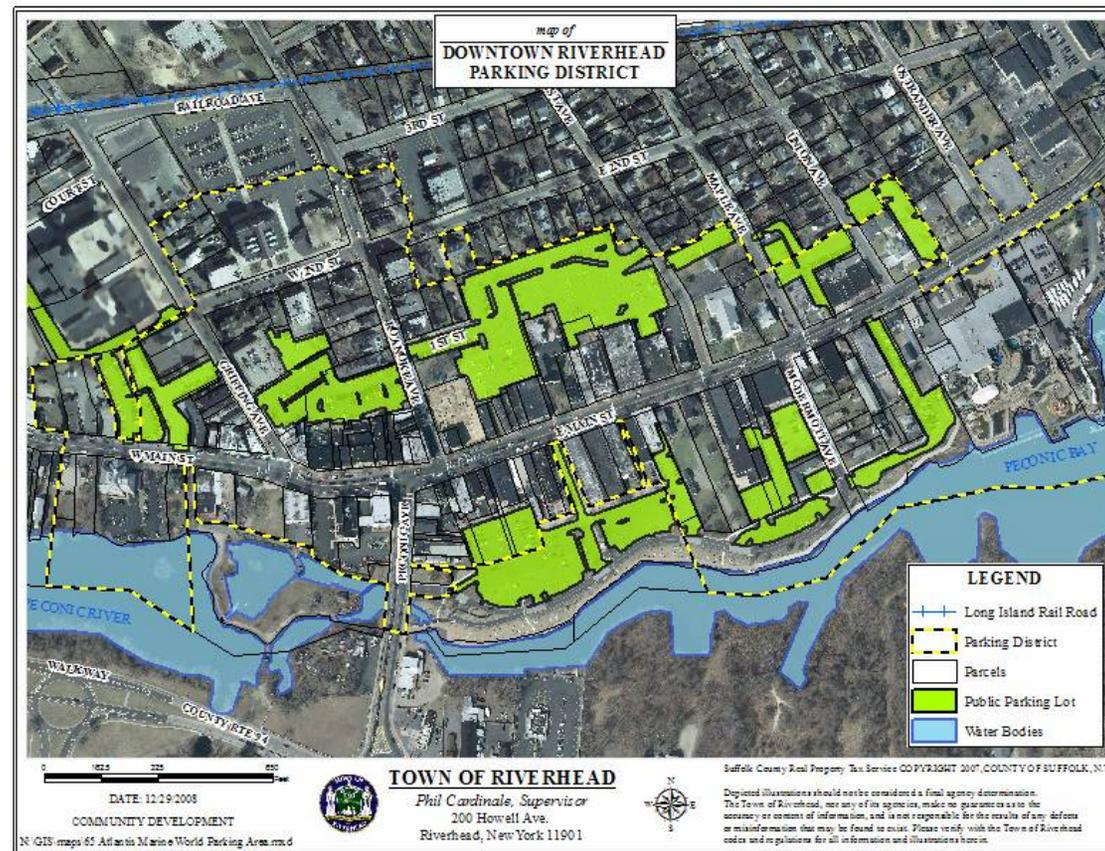


Approach

- Create win-win projects
- Create customized program
- Maximize economic incentives
- Identify priority and secondary target markets
- Creative employee parking programs
- Utilize viable commute options
- On-street and off-street systematic approach to parking



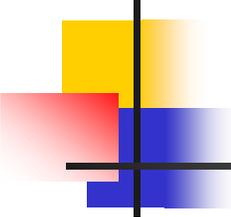
Downtown Riverhead



Downtown Riverhead Parking

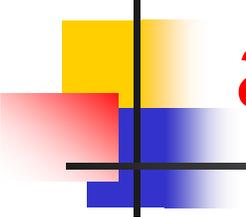
- 715 spaces plus 141 spaces
- 41% weekday utilization
- 38% Saturday utilization
- 1.5 spaces per 1,000 square feet
- Proposal for new development
- Proposal for new parking facilities
- Historic preservation
- Incorporate riverfront





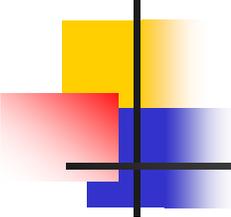
Key Stakeholders

- Local jurisdiction
- Elected officials
- Residents
- Developers/Land owners
- Regional agencies
- Management
- Employees
- Legal
- Accounting



Parking Management Analysis and Feasibility Issues

- Economic and Financial Feasibility
- Site Characteristics/Neighborhood
- Location Features and Compatibility with Surrounding Uses
- Parking (demand, supply, requirements, attitude)
- Market Issues
- Regional Issues



Parking Management

- Guiding principles
- Goals
- Study Area
- Current scenario/Existing Conditions
- Land Use
- Key Issues – Stakeholders
- Opportunities and challenges
- Proposed Solutions
- Implementation Process

Guiding Principles



- Increase economic vitality
- Reduce traffic impact of economic opportunities
- Revitalize Main Street
- Incorporate Riverfront

Goals

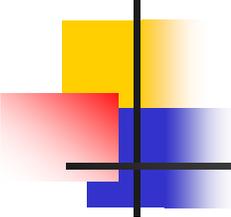
- Develop parking management framework
- Determine capacity and utilization of parking system
- Better use parking resources



Objectives

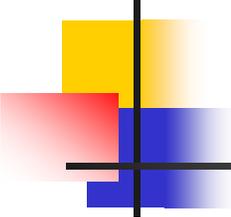
- Identify priority parking user.
- Identify parking areas for customers, employees and residents.
- Create parking management program.
- Link parking and walkability concepts.





Proposed Strategies I

- Examine on-street and off-street parking supply, demand, location and price and issues.
- Prioritize on-street parking for short term use by customers - 85% on-street rule.
- Develop demand based parking requirements based upon 85% to 90% capacity.
- Examine potential for pricing on-street parking to better use resources and provide revenue source for downtown TDM program.

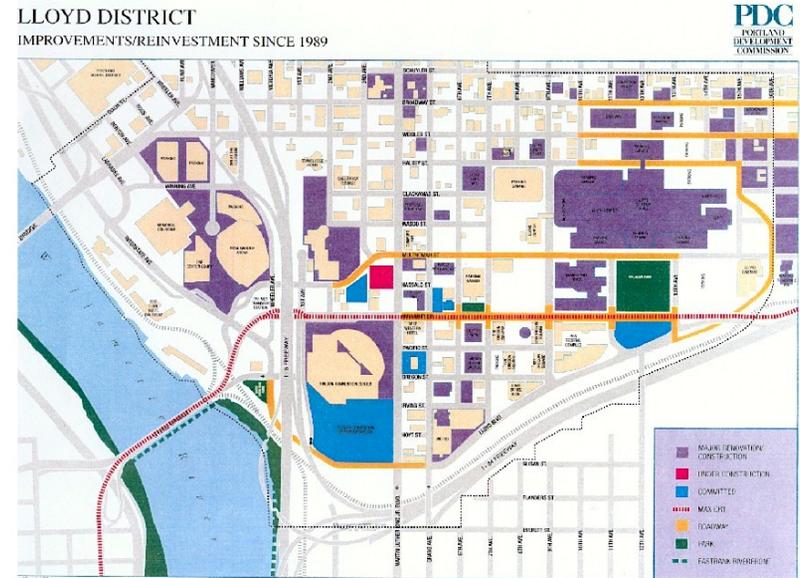


Proposed Strategies II

- Link parking and walkability.
- Develop wayfinding, signage and pedestrian improvements to link parking resources with destinations.
- Create flexibility and incentives for new development to best use parking resources.
- Maximize use of alternative modes for peak parking demand.

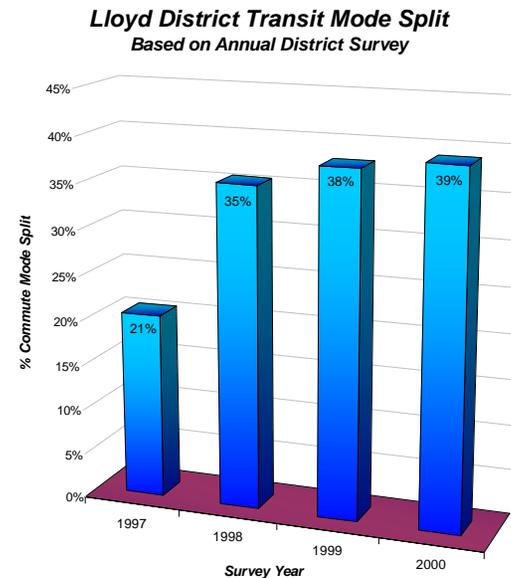


- Established 1994; over 650 businesses with 13,000 workers and regional mall
- Office, retail, and service
- Tourists and special events
- Bikeways and on-street parking program for carpoolers; reduction in free parking.
- Transit: LRT with 4 district stops and 15 bus lines



Lloyd District Results

- 3.9 million annual VMT reduction since 1997 = 1 lane of peak hour road capacity 7 miles long.
- Reduction in SOV from 72% to 45%.
- Transit mode split up from 8% in 1996 to **41% in 2005**.
- Bicycles up from 1% to 5%.
- 1,433 vehicles removed from peak hour commute; reduction in parking spaces = **\$35 million in parking development costs**
- Standard parking lease down from 3.5/1,000 SF (1994) to 1.95/1,000 SF (2005).



Claremont Intermodal Regional Transportation Project



- Private/Public Partnership
- Multi-Modal Transportation System
- New Jobs & New Housing Opportunities
- New City Revenue Streams
- Private Development (\$75 million); Claremont (\$15.5 million); Regional Transportation Investment (\$500 million)

Source: Miller, Busch & Kodama, City of Claremont, 2004

Claremont Village Expansion

- Pedestrians
- Village Expansion
Parking Project
- Mass Transit
- Alternative Modes
(Carpools/Bikes/
Pedestrians)
- Customer and Employee
Parking Spaces
- Live-Work Loft **Parking**
Spaces

