

Parking Strategy

The City's Perspective



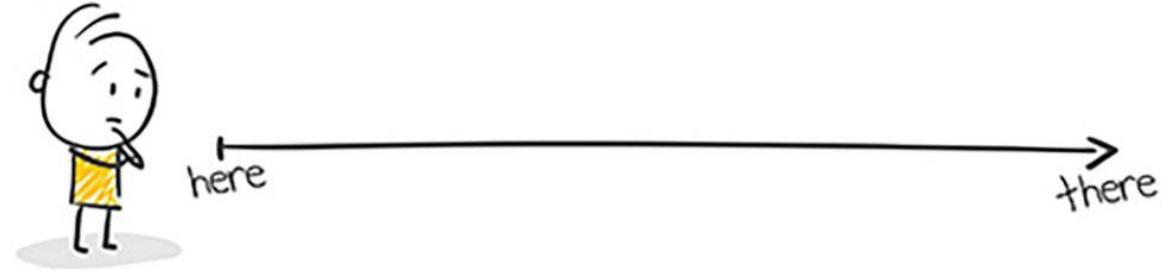
Here they come!



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What's a City to Do? So Many Questions...



- What really is the problem?
- Is parking a deliberate part of the land use planning process?
- Is the purpose to align parking strategy and techniques to the community's mobility goals?

**Efficient
Parking
Management**

**Flexible
Parking
Planning**

**Transit-
supportive
Development**



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Strategy: Efficient Parking Management



Three Key Tools

- Agreements
- Code Incentives
- Off-site Parking

Supporting Methods

- Cooperative insurance and maintenance programs
- Flexibility and scalability to incentivize innovative solutions
- Fewer, more manageable, centrally-located, and better-serviced parking

Shared Parking

What Is it?

Public-accessible parking shared among different uses whose peak parking demands occur at different times

Requires fewer spaces to meet combined peak demands



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Strategy: Flexible Parking Planning

Three Key Tools

- Special Districts
- Flexibility in Parking
- Curb Management



<http://swamplot.com/more-on-valuable-parking/>

Multi-Functional Curb Space

Supporting Methods

- TIRZ-like district ideal organization to develop contextual solutions
- Opportunity zone for parklets, sidewalk cafes, and other uses
- Accommodating reasonable car traffic while encouraging other modes

Net Positive Parking Supply



Legend
■ Parking Surplus
■ Parking Deficiency



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Strategy: Transit-supportive Development

Multimodal Incentives:

- Mobility Options
- Density Bonuses
- Public-Private Development

Supporting Methods

- Promote and support non-single occupancy vehicle modes
- Consolidate development to economize services and grow tax base and returns
- Marketing and consistent communication



**Building Up
with Mixed Use**



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- What is your community's main development goal?
- How can right-sized parking serve that goal?

- Great toolboxes to refer to for ways to do this:

<https://www.parkingtoolboxntx.org/ptdm-tools-content>

<https://www.kingcounty.gov/depts/transportation/metro/programs-projects/transit-corridors-parking-and-facilities/right-size-parking.aspx>

<https://www.citytech.org/curbside-management>

<https://www.vtpi.org/tdm/tdm89.htm>

<http://mitod.org/home.php>

- Search out communities who have had success:

<https://www.houstontx.gov/parking/washingtonavenue/pbd-flyer.pdf>

https://www.sandag.org/uploads/publicationid/publicationid_1910_18614.pdf

<https://www.leandertx.gov/tod>

<https://www.wellsandassociates.com/case-studies/university-circle-cleveland/>



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