



Parking Management

SCAG Toolbox Tuesday
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Parking Attitude

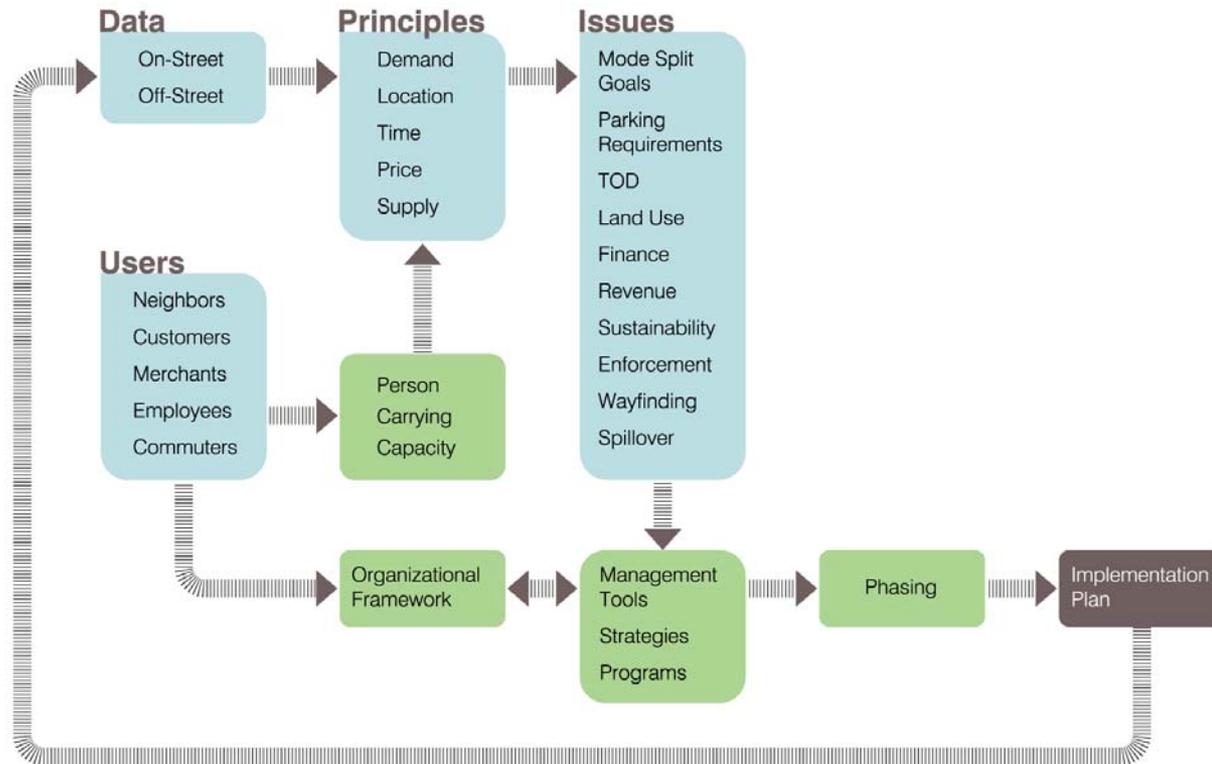


Barriers to Parking Management

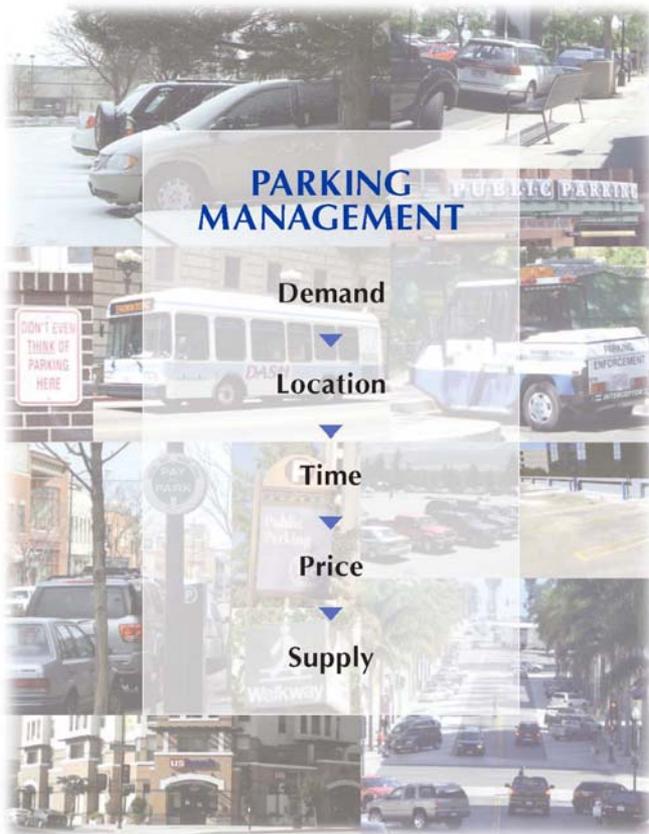


- Parking perceptions and attitudes
- Parking pricing
- Land use policies
- Work site characteristics

Parking Management



Parking Management



Parking Issues



Parking Is More Than Parking



Parking Data



- Inventory
- Occupancy
- Turnover
- Pricing



Parking Requirements



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

- Parking development cost
- Parking price (market)
- Parking value



Retail Parking



- Prioritize on-street parking for customers.
- Encourage turnover of prime parking spaces.
- Discourage use of on-street parking and prime parking spaces by employees.
- Park once.
- Combine parking and transportation alternatives.

Retail Parking: Cost of free employee parking

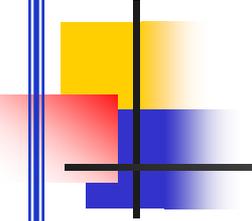
- Employee parking (2 hour shuffle) = 1 hour free per day or **\$6,000** per year in lost employee time (\$20/hr)
- Assume turnover: 10 sales per space & \$50 profit per sale = \$500/per day
- 300 days of sales = **\$150,000/per year**



Enforcement

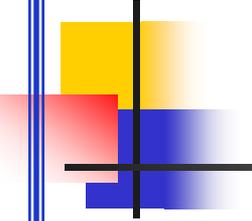
- No one likes enforcement
- No enforcement – no rules





Examples: Parking I

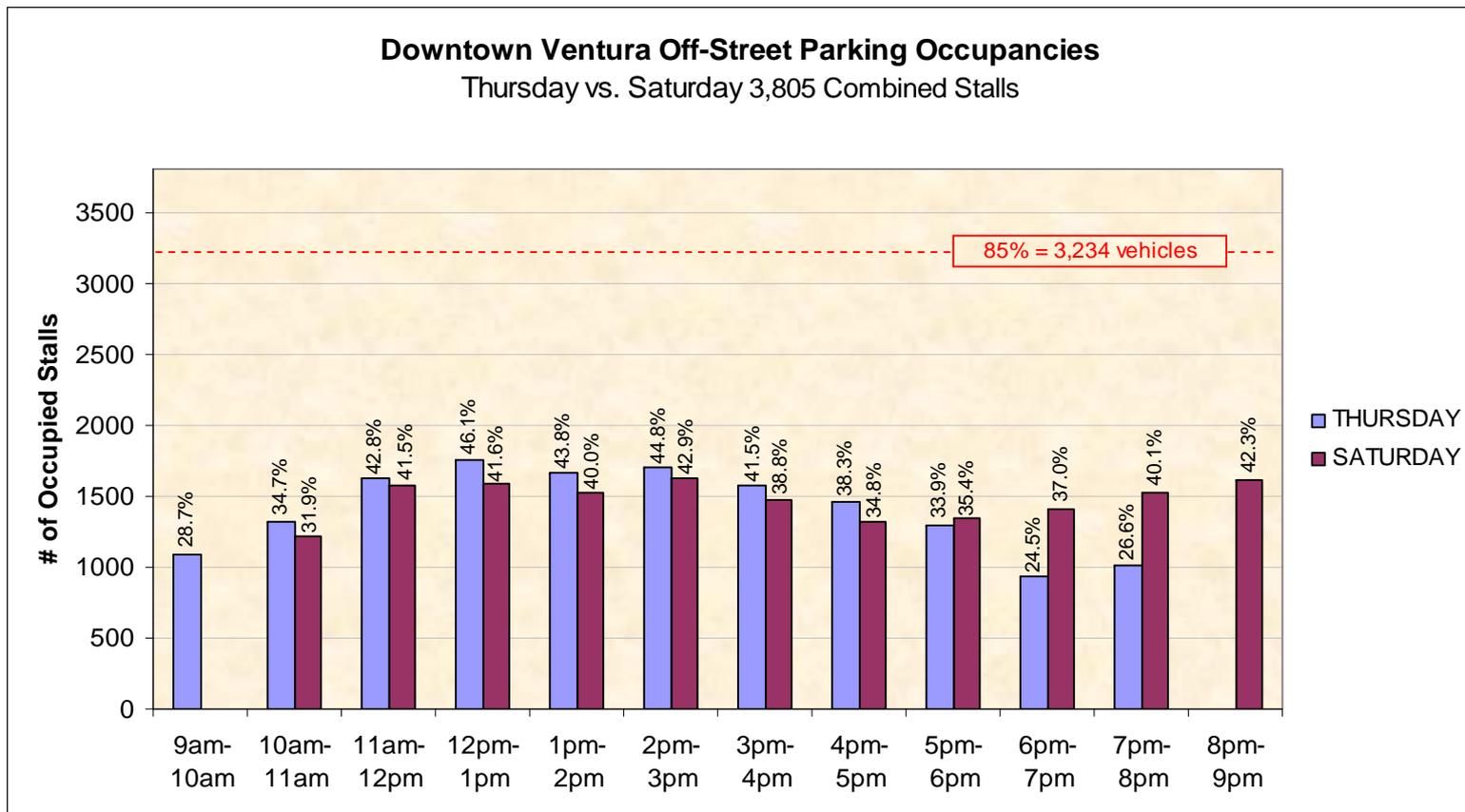
- ✓ Demand (Redwood City/Ventura)
- ✓ Parking credit & trade program (Pasadena/San Diego)
- ✓ Historic preservation parking rights (Portland)
- ✓ Adaptive reuse (Los Angeles)
- ✓ Demand based parking requirements (Riverhead/Culver City)



Examples: Parking II

- ✓ Community/Business Parking Program (Denver)
- ✓ TOD: Origin/Destination & Parking/mode split goals (Aurora)
- ✓ Reinvest parking revenues (Pasadena/Ventura)
- ✓ Comprehensive on-street/off-street system (Glendale/Pasadena)

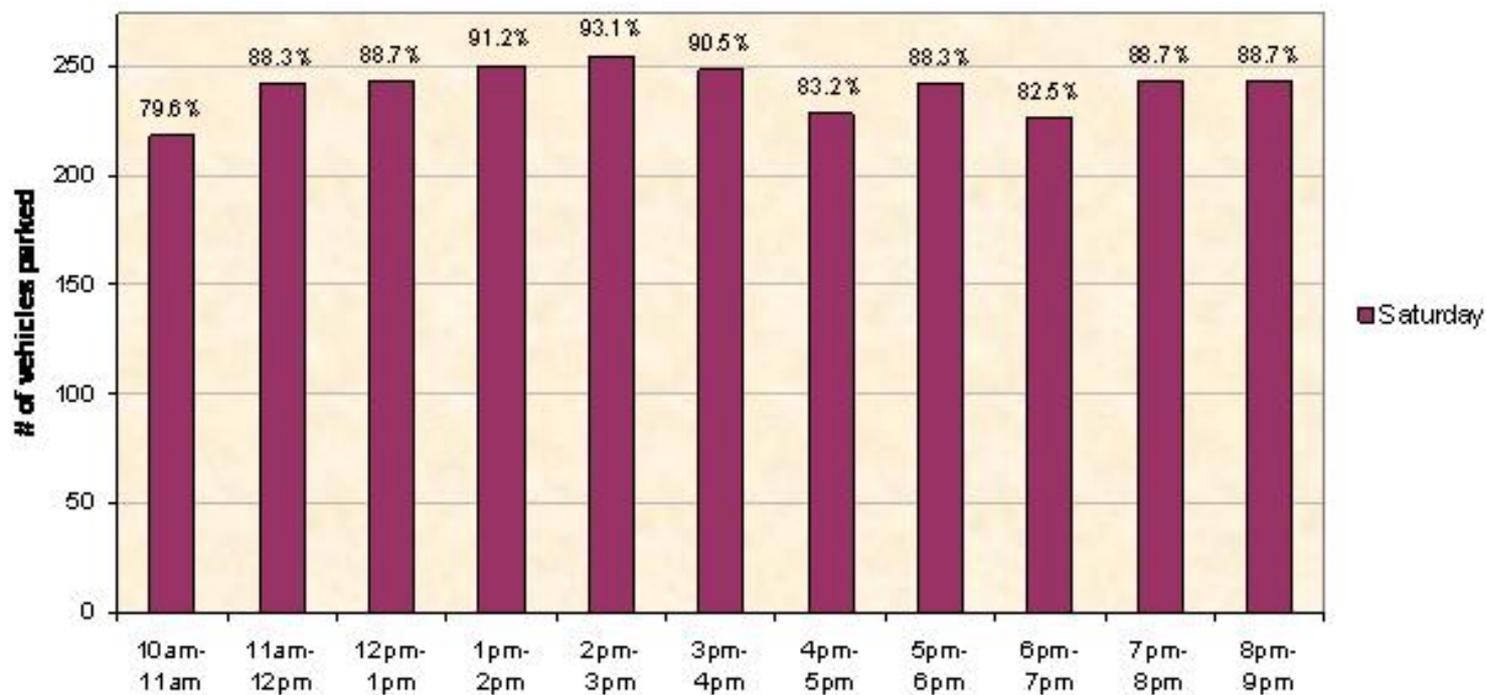
Ventura: Off-street Parking Utilization



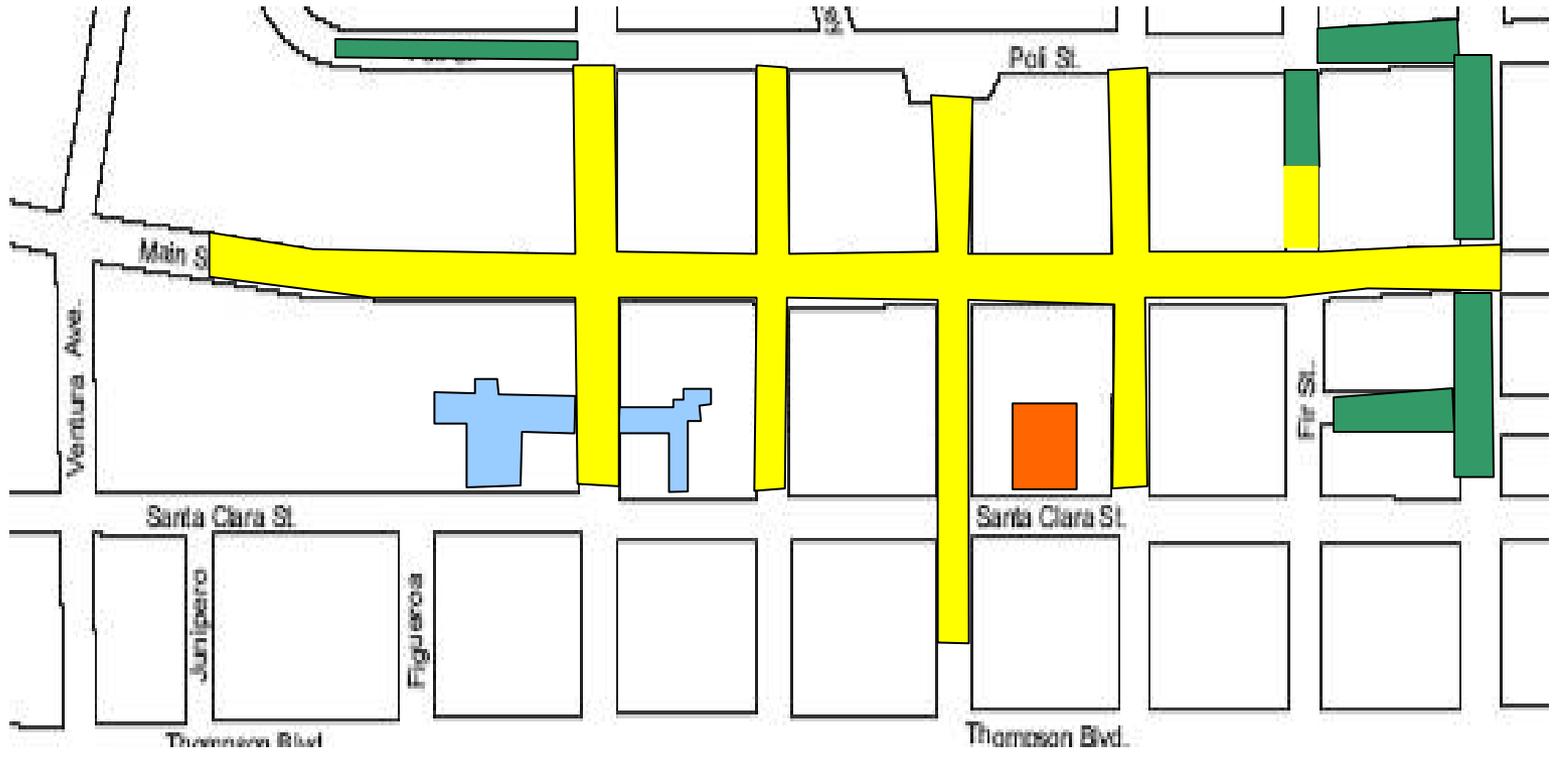
Ventura: High Occupancy "Node"

Downtown Ventura On-Street Parking Occupancies -- Main Street Node

Ventura Avenue to Chesnut Street including adjacent side streets (274 stalls)



Potential Parking Structure, Meter Zone & Residential Parking Permit Locations



- | | | | |
|---|---------------------------|--|---|
|  | Meter zone |  | Residential Parking Permit areas |
|  | Existing structure |  | Potential structure |

Parking Management System Approach

- Identify priority parking user.
- Parking inventory and occupancy
- Balance parking for customers, employees and residents.
- Link parking and walkability concepts.
- Use transit/TDM to expand walkability.



Parking Management Conclusion



- Create customized program to meet specific needs
- Maximize economic incentives
- Create win-win projects