



PARKING MANAGEMENT

A Powerful Tool to Meet Community Goals

The Costs of Mismatched Parking

Storing cars is an expensive challenge

Lost Business

Customers want to get to businesses. If parking is poorly managed, and all the spots are taken, customers may choose to shop elsewhere. Too much parking can also harm businesses by degrading the pedestrian environment in local business districts. Setting time limits or pricing centrally-located parking can help ensure spots turn over and are available for more people who want to buy products, supporting the local economy. Business customers, visitors, employees, and residents appreciate clear systems that simplify decision-making and make their visit effortless and efficient. When the parking system lacks order, people can get frustrated and may decide not to return.

Space Costs

Using space for parking consumes land that could support more productive business activities. Constructing surface parking lots can cost \$1,500 to \$5,500 per space, and parking garages can cost \$18,000 to

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Managed Parking Benefits

Improving parking rules can boost business revenues, decrease household costs, improve health, and lead to cleaner air and water

Financial Benefits

Well-managed business district parking means higher customer turnover and more revenue for retail businesses. Decreased parking requirements can cut costs for new development and building renovation, making housing and commercial rents more affordable. Right-sized and priced parking can mean people drive less, freeing up money spent on transportation for other uses. Finally, revenue from priced parking can be used for local area improvements like street trees, signage, improved sidewalks, or other priorities.

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Cities Taking Action

In **Tigard**, businesses and citizens agreed short-term visitors should get priority for on-street parking, so the City implemented on-street time limits.

Springfield stakeholders agreed on-street employee parking should be moved from the downtown core to its periphery.

Hillsboro studied demand and supply in 2010, adjusting parking requirements in transit-supported areas.

Eugene, Hood River, McMinnville, Portland and Salem have all established parking benefit districts.

In the San Francisco Bay area a nonprofit developed a database of various developments and their use of parking, allowing future developers to right-size built parking. See database.greentrip.org

King County, Washington initiated a right-sizing parking project and is working with cities to set locally credible and context sensitive standards.



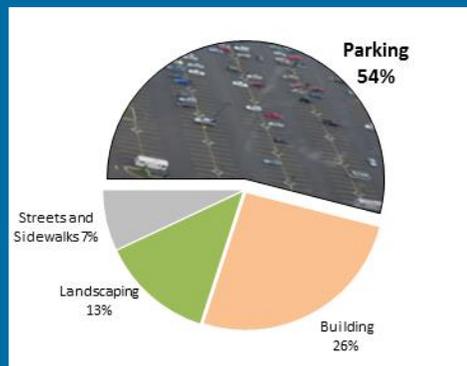
Right Sizing Parking Requirements

For cities interested in optimizing parking, there are two major issues: parking requirements in zoning codes and management of existing on and off-street parking

To improve parking management, a good place to start is a review of the zoning code for outdated or inappropriate parking standards. For example: requiring off-street parking makes housing more expensive; areas near transit lines and good walking districts use less parking and should have lower parking requirements; and zoning codes should have parking maximums to foster an environment friendly to walking.

The best parking policies are based on local conditions and data and avoid two common practices: reliance on parking standards used by other communities without regard to unique local conditions; or adoption of generic parking standards from the Institute of Transportation Engineers, which are based on peak counts in auto-dependent environments. For more on the problems of how parking standards are commonly set, see vtpi.org/shoup.pdf

Please see *Right Sizing* on page 3



A typical commercial development uses 54% of its land area for parking – a significant cost.

Data source: City of Olympia, WA and Washington Department of Ecology

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\$45,000 per space in construction costs alone. Add in the costs of permits, design, land and maintenance, and the bill adds up. Laws requiring millions of dollars to be spent providing parking mean significantly higher residential and commercial rents, and therefore higher prices. Up to a third of an apartment's rental cost can be attributed to parking. Free parking is anything but free.

Increased Stress and Anxiety

Searching for a parking space is just no fun. Some studies estimate on average 30% of congested downtown traffic is people circling the block looking for parking – slowing traffic and adding anxiety for everyone trying to get around.

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Finding the Tools to Fit Your Community

Improving parking management can be a big task. Parking reform is often controversial with stakeholders having many different perceptions and needs.

An effective parking management program typically grows out of a consensus-building process through which the major interests affected – business owners, developers, residents, employees and officials of local institutions – help shape the community’s parking policies. Many communities create local advisory committees and bring in outside experts to explore the pros and cons of various strategies. Such a process can help build a local consensus around specific policies and strategies. Business and neighborhood associations can also play a part in implementing the locally developed program.



Experts can help communities tailor their parking solutions for success.

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Preserved Historic Buildings, Cleaner Air and Water

Historic building owners often have a hard time meeting minimum parking requirements, and may have to raze adjacent structures to meet standards. Well-designed parking rules can mean less damage to historic buildings and preservation of cohesive main streets.

Managing parking well can mean less land paved over with impermeable asphalt, less toxic runoff in rivers and streams where it may pollute drinking water, less air pollution, and more trees.

Quality of Life Benefits and Healthier People

Areas less dominated by huge parking lots are more walkable, attractive, and healthful. Better designed communities can mean shorter, walkable distances between destinations, and less need to drive and sit in traffic. Less parking means fewer heat islands caused by acres of heat-absorbing asphalt. And less public space for parking can mean more trees, which beautify communities, provide shade, and make sidewalks more comfortable. Well-designed parking programs decrease time wasted searching for parking.

Household Savings and Improved Consumer Choice

Like the price of gas, the price and availability of parking can influence our travel decisions. But unlike gas prices or bus fares, parking costs are usually hidden for users. Instead, they are embedded in housing costs and merchandise prices. That means people consume more parking than they would if asked to cover its cost separately – and people can’t pay less for parking by using less of it.

Bundling the cost of parking into other items skews travel choices toward solo driving and away from transit, walking, and bicycling. Unbundled parking, where the consumer pays for the parking he or she uses, makes the cost of parking – and the savings achieved by using non-auto modes – more transparent and fair.



Being a pedestrian for part of every trip has multiple benefits.

To help reach daily recommended activity levels, the US Centers for Disease Control and Prevention recommends: “Park farther away and walk”

Resources: We're Here to Help!

The Transportation and Growth Management team is here to help you amend zoning codes for parking. We also offer planning grants, parking study workshops, and a *Model Development Code for Small Cities*. For more guidance on common challenges from parking minimums to parking design, see our 82-page publication, *Parking Management Made Easy*. If you're ready to do more, contact our Education and Outreach team to request a free parking management workshop in your community. Call (503) 373-0050 or visit www.oregon.gov/LCD/TGM/pages/contact_us_directory.aspx

To learn more about specific strategies, start with our in-depth guide – *Parking Made Easy*.

Parking Made Easy: A Guide to Managing Parking in Your Community by Rick Williams Consulting (Oregon Transportation & Growth Management Program, 2013). A guide to parking management with advice on how to evaluate local parking supply and demand.

Oregon Sustainable Transportation Initiative Toolkit. Two-page fact sheets on parking management and parking pricing, including thoughts on effectiveness.

Oregon Transportation and Growth Management Program. Free workshops on parking management for local governments. www.oregon.gov/LCD/TGM/Pages/outreach.aspx

The High Cost of Free Parking by Donald Shoup (Planners Press, 2011). The comprehensive, oft-cited treatise on the hidden costs of free parking and the benefits of well-calibrated parking standards and policies. Provides advice on ways to improve local parking policies.

Oregon Bicycle and Pedestrian Design Guide. People on bikes need parking, too! ODOT's design guide includes guidance on how to provide it.

Parking Management: Strategies, Evaluation and Planning by Todd Litman (Victoria Transport Policy Institute, 2013). A review of best practices and how reducing requirements has significant benefits.

Parking Spaces/Community Places: Finding the Balance through Smart Growth Solutions (U.S. Environmental Protection Agency, 2006). A 70-page report on innovative parking management techniques and case studies.

Parking Reform Made Easy by Richard Willson (Island Press, 2013). A guide for practitioners on how to reform parking requirements, with case studies and discussion on working with stakeholders to succeed.

Sustainable Transportation Planning: Tools for Creating Vibrant, Healthy, and Resilient Communities by Jeffrey Tumlin et al. (Wiley & Sons, 2012). Includes a chapter on parking describing the "top ten" parking management strategies.

Walkable City: How Downtown Can Save America, One Step at a Time by Jeff Speck (Farrar, Straus and Giroux, 2012). This book includes a chapter on parking.



For on-line links to the above resources, visit
www.oregon.gov/LCD/TGM/Pages/parking.aspx

The Oregon Transportation and Growth Management Program is a partnership between the Oregon Department of Land Conservation and Development and the Oregon Department of Transportation

June 2015