

Parking Recommendations, Walker 2020

Highlighted strategies are include in in the proposed DSP update

Timeframe	Strategy	Implementation	Goals
Near-Term (1 to 5 years)	Increase parking availability and utilization	Improve parking availability in high-demand locations and increase utilization of empty spaces through parking management (timed parking) and improved wayfinding.	Distribute parking demand throughout downtown; use existing spaces more efficiently.
	Reduce parking minimums	Reduce minimum parking requirements in the DSP and eliminate the on-site parking requirements.	Right-size parking for new development in downtown; ensure parking is not oversupplied; utilize available public parking to meet demand
	Unbundle parking	Require commercial and residential developers and property owners to unbundle parking costs.	Reduce parking demand; attach a monetary value to parking spaces to provide an understanding of the true cost of parking
	Shared Parking and reductions	Define the Shared Parking definition and reduction in the zoning code; provide clarification in the code	Increase the use of shared parking by developers for new mixed-use development
	Public-Private Partnerships	Sharing parking with private facilities before building new parking	Reduce the need to construct new parking facilities by making available existing private supplies; more efficiently use existing parking in downtown

Timeframe	Strategy	Implementation	Goals
Near-Term (1 to 5 years) Continued	Restructure permit parking	Reform parking permit program - move employee permit parking to garages (PD-1 & PD-2)	Open more of the most prime spaces in downtown (existing public surface lots) for customer/visitor parking
		Charge fees to employees or employers for parking permits	Attach a monetary value to parking spaces; encourage use of non-driving modes to get to downtown
	Enforcement	Increase enforcement efforts	Reduce number of long-term parkers parked in short-term spaces; open more prime spaces for customer/short-term parking; reduce the number of employees using customer/visitor spaces
	Reform on-street regulations	Eliminate unrestricted on-street parking	Encourage turnover; reduce confusion for customers and visitors; provide consistency in regulations for all on-street regulations
		Change the time restriction on most streets from three and four- hours to two-hour parking	Increase turnover of prime spaces; provide more spaces for short-term parking closer to downtown core; encourage long-term parkers to park in garages
	Wayfinding	Consistent branding and identification of parking facilities	Help downtown visitors quickly and easily find parking; have a unifying theme for downtown signage
		Connect downtown parking garages with the downtown	Increase utilization of downtown garages by guiding users to these facilities; improve connection to downtown core
Shared mobility	Create a curb management plan and regulations for TNCs and dockless vehicles	Provide orderly access at the curb for these uses; reduce conflicts on the street or at the curb among user groups (e.g. pedestrian access blocked by scooters or TNCs double parking)	

Timeframe	Strategy	Implementation	Goals	
Mid-term (5 to 10 years)	Paid parking	Implement a paid parking pilot in surface lots	Increase turnover and availability of most high-demand spaces; balance parking utilization throughout downtown; generate revenue for on-going maintenance and improvements of downtown parking	
	Parking Staff	Establish dedicated parking staff	Eliminate existing fragmented management of parking in downtown; have a single source responsible for management/planning of parking in downtown	
	Downtown TDM Program	Expand the Transportation Demand Management program to downtown		Encourage downtown employees to use non-driving modes; capitalize on existing transit, bike, and pedestrian facilities in downtown to reduce trips
		Create a Downtown Transportation Management Association		Provide commuters transportation options that reduce the need to drive alone and park
Long-term (10 to 20 years)	Parking in-lieu fees	Create a parking in-lieu fee	Provides developers with flexibility in parking requirements; reduces amount of land devoted to unnecessary parking; gives city on-going funding to help making parking operate more efficiently	
	Assessment Rates	Increase PMAD assessment rates	Cover actual cost of expenses to manage and maintain downtown parking; steady the reserve fund by setting aside revenue each year	
	Expand PMAD	Expand PMAD to redevelopment of existing uses and new parcels	Allow properties that redevelop and increase their density to utilize more spaces within the district to accommodate their parking deficit; allow for more redevelopment and new development; incentivize desirable development that maximizes land uses other than parking as well as make the system more efficient by using the built capacity	
	PMAD Methodology & Zoning Code	Align the PMAD methodology for calculating a site's parking deficit to the Zoning Code requirements	Bring assessment calculations in alignment with requirements outlined in the zoning code	

Source: Walker Consultants, 2020