



Getting Parking Right

15 Steps to Make your City Healthier and more Vibrant

Presented by Jeffrey Tumlin

1. Address Spillover Fear – Even if Irrational

- Implement residential permits if necessary, though anti-market and anti-democratic
- Deed restrict new buildings from participating.
- Switch to market pricing when permit becomes a “hunting license.”



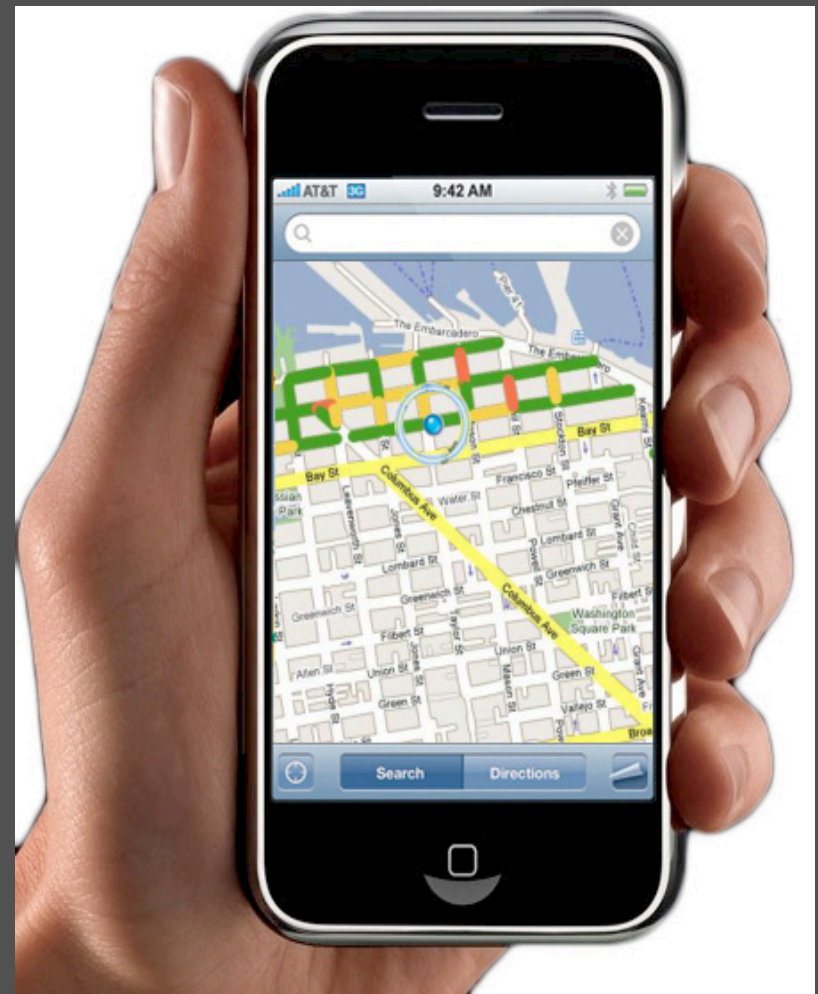
Source: theexpiredmeter.com

2. Smart Meters

- Meters must:
 - Accept all common forms of payment
 - Call you up to ask if you want more time
 - Provide data on usage
 - Allow easy adjustment
- Put your customers first.



3. Smart Technology



Downtown Parking Map

4. Right Price



LEGEND

- Free every evening and all day Saturday and Sunday
(See signs at these facilities for details)
- First 1.5 hours Free or
First 4 hours Free with a validation from Century Theatres
(See signs at these facilities for details)
- 25¢ per hour, Monday - Friday, 10am to 6pm
(FREE after 6:00pm and all day Saturday and Sunday)
- 25¢ per hour, Monday - Saturday, 10am to 6pm
(FREE after 6:00pm and all day Sunday)
- 50¢ per hour, Monday - Saturday, 10am to 6pm
(FREE after 6:00pm and all day Sunday)

(ALL RATES AND HOURS SUBJECT TO CHANGE)

Updated on 6/19/05

5. Right Time

Hours of Operation

Sunday - Thursday

11 AM to 8 PM

Friday - Saturday

11 AM to 12 midnight

Except Holidays

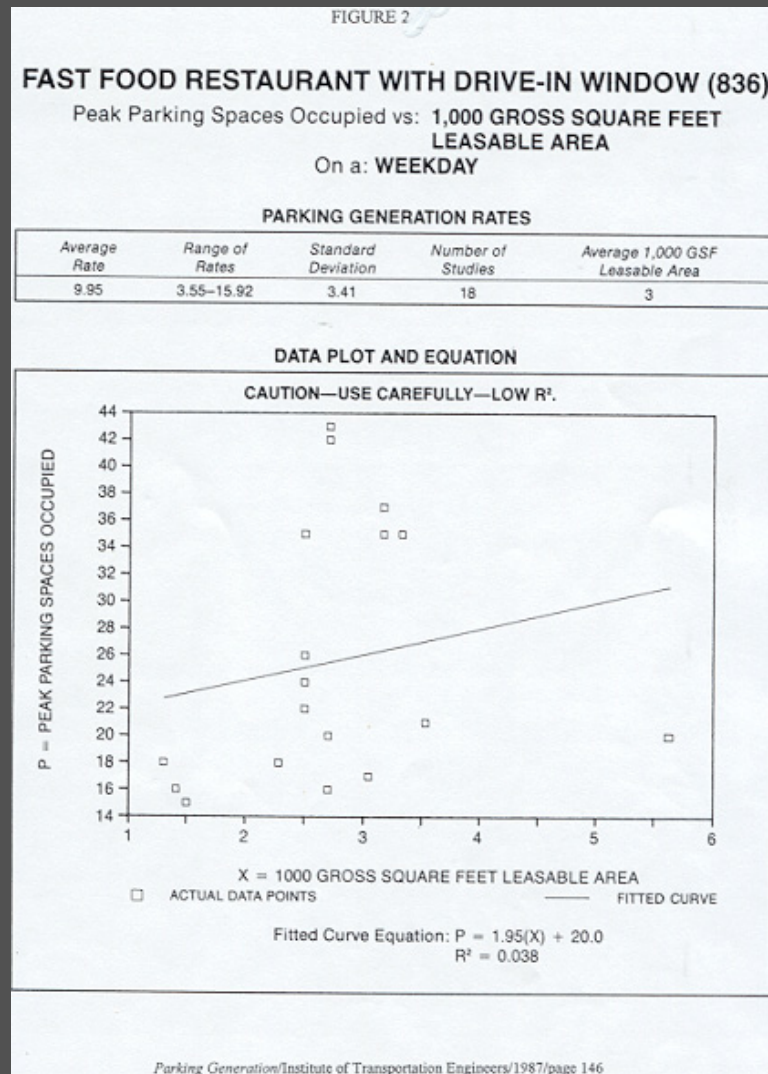
6. Invest Revenue



7. Flex your Parking



8. Eliminate/Reduce Minimum Parking Requirements

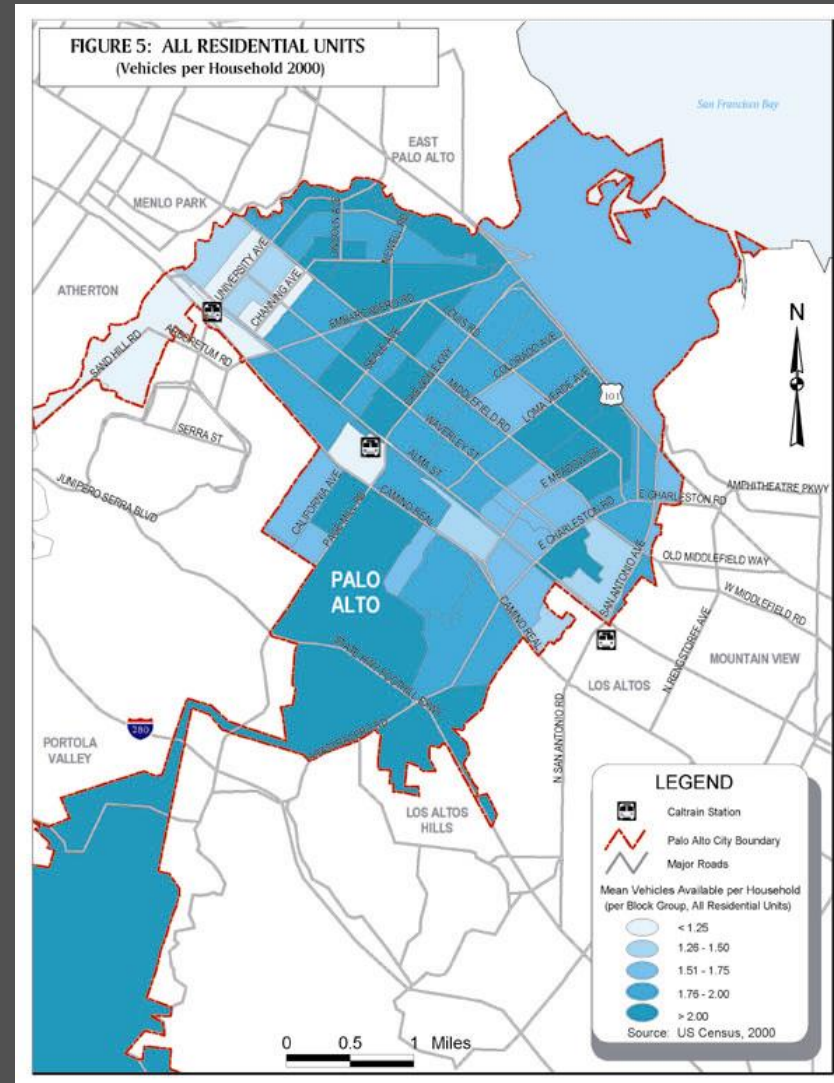


Adam Millard-Ball, Nelson\Nygaard

- If you manage public parking well, why force developers to build more parking than they need?
- Minimum requirements eliminated in towns throughout US, and illegal throughout UK.

9. Establish Parking Maximums

- Why allow more parking than you've got street capacity to get to that parking?
- Excellent congestion management tool.
- Count parking toward FAR

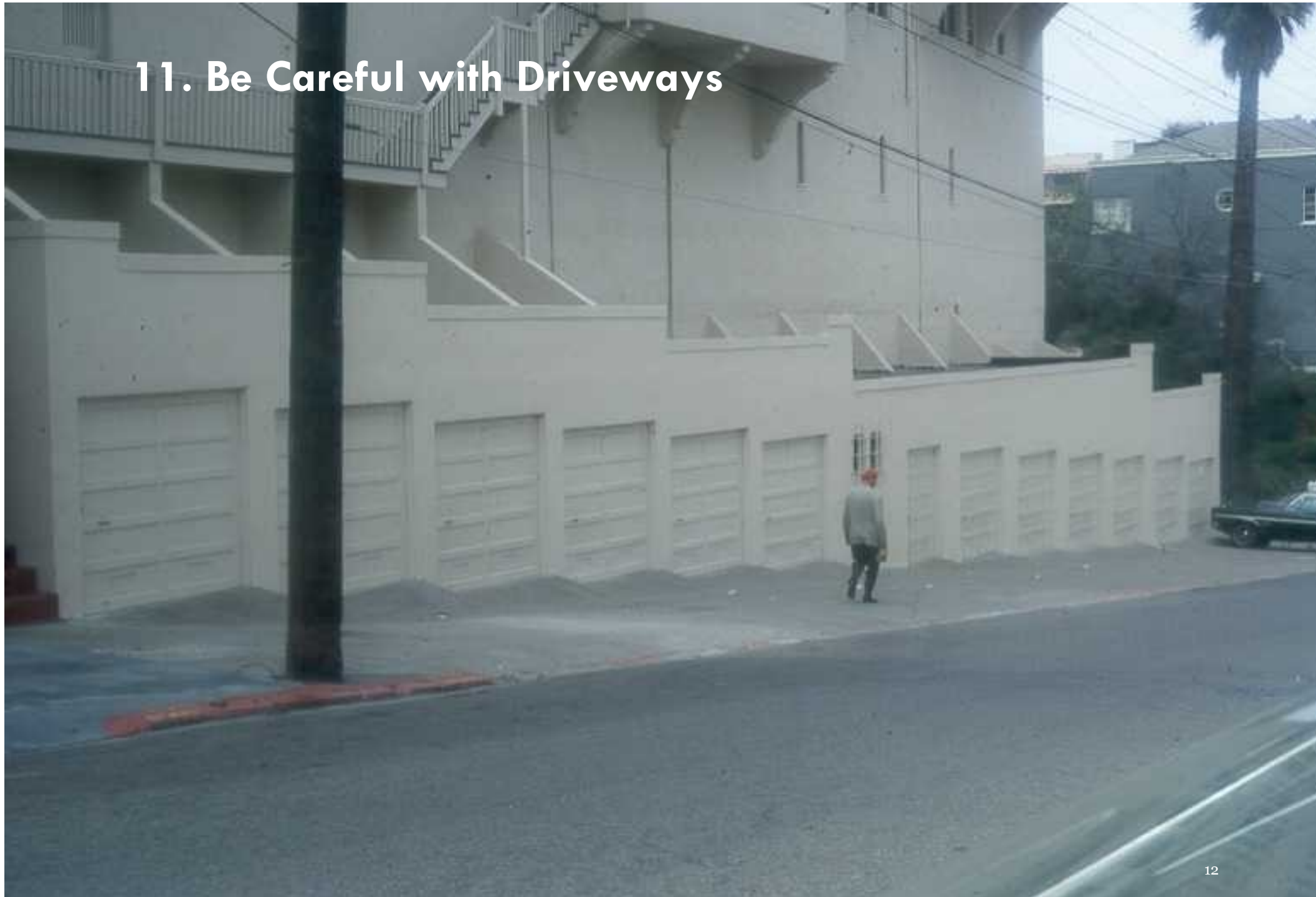


10. Design Well



- Design parking garages to look like buildings, with active ground floor uses.
- Encourage below grade.
- Require at- and above-grade parking to be wrapped in landscape or active uses.

11. Be Careful with Driveways



12. Unbundle



- Separate the price of parking from the price of rental and multifamily housing.
- Separate parking from commercial space leases – and require parking cash-out

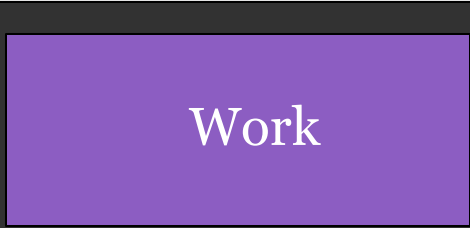
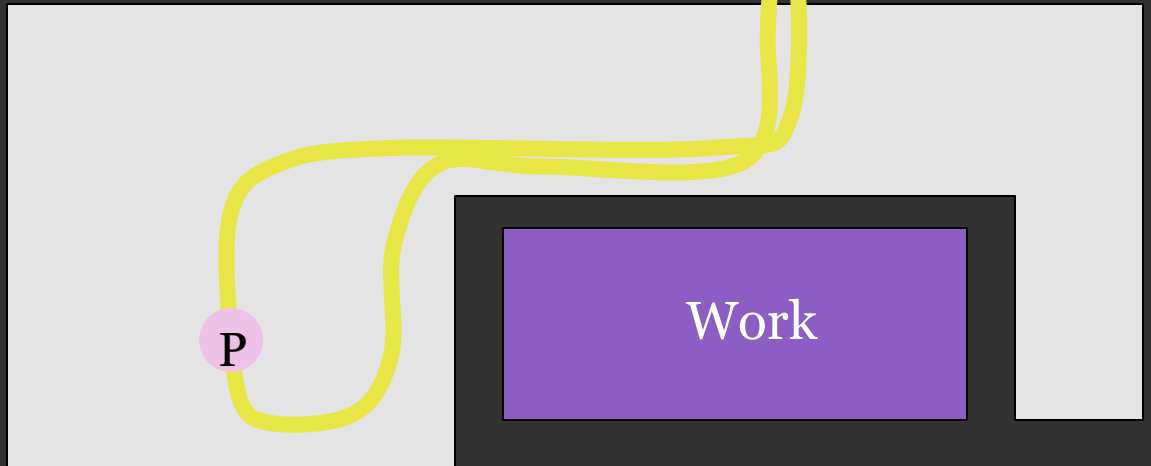
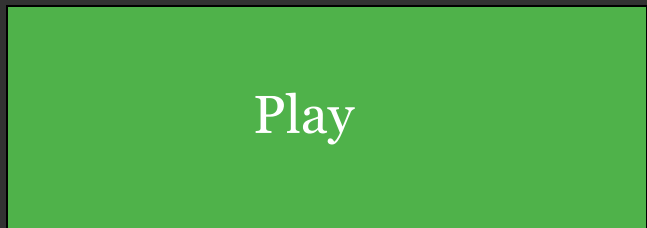
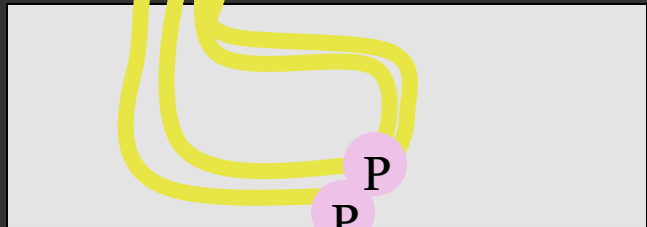
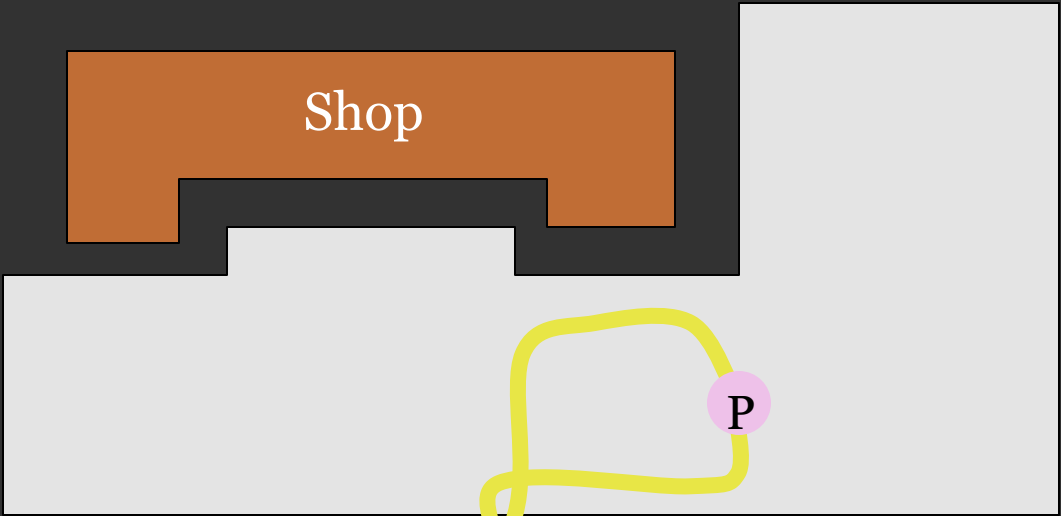
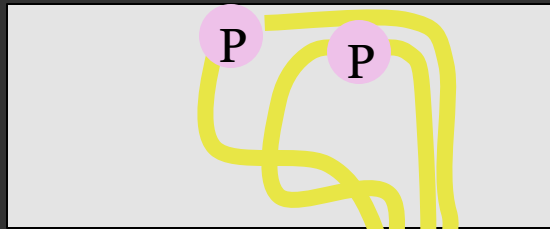
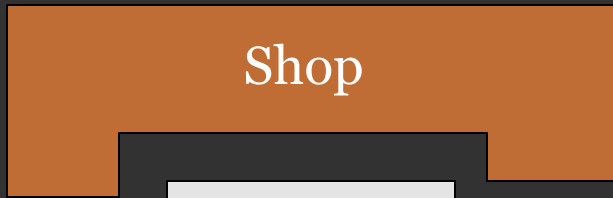
13. Encourage Tandem/Stack/Valet



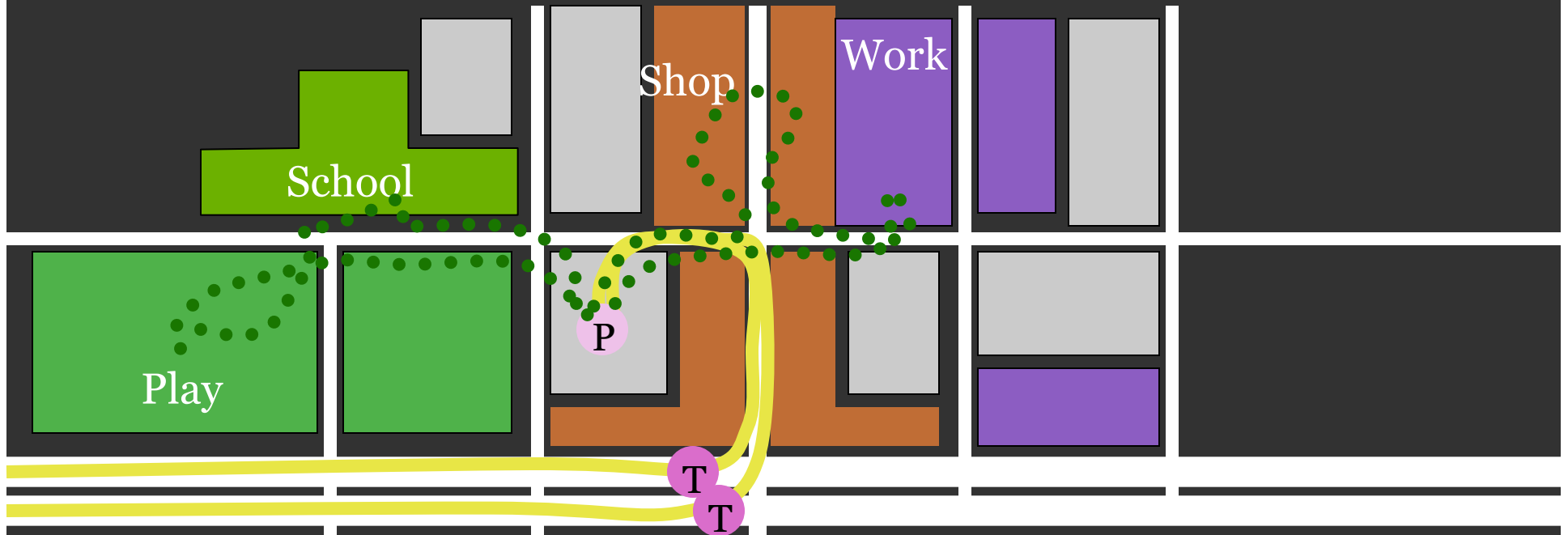
14. Share



15. Park Once

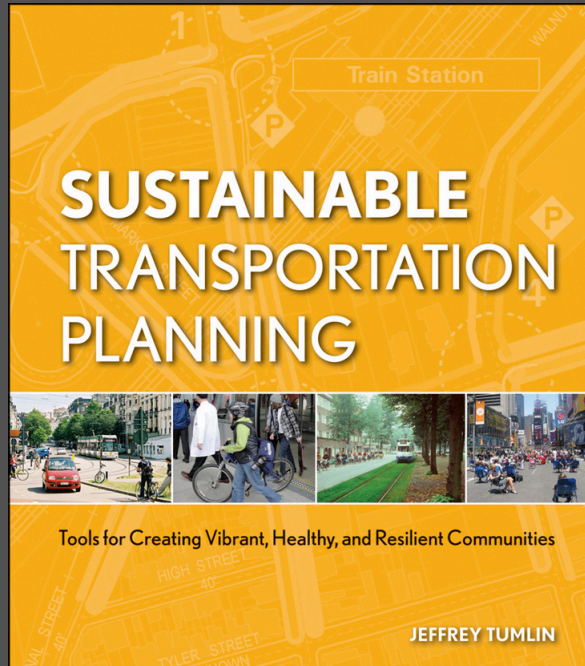


Mixed Use, Park Once District



Results:

- $<1/2$ the parking
- $<1/2$ the land area
- $1/4$ the arterial trips
- $1/6^{\text{th}}$ the arterial turning movements
- $<1/4$ the vehicle miles traveled



Jeffrey Tumlin
116 New Montgomery St, Suite 500
San Francisco CA 94105
(415) 284-1544
jtumlin@nelsonnygaard.com