Parking Management

Since people began driving cars, parking has been a concern for drivers and businesses. Most communities have incorporated parking standards developed by the Institute of Transportation Engineers (ITE) into their zoning codes. These standards require a minimum number of parking spaces for various land uses.

The ITE guidelines are generic and don't take into account that different local contexts may require different amounts of parking. As a result, many communities are developing strategies to better match the supply of parking with actual demand.

Awareness and Innovation

Communities now recognize that excess parking can lead to asphalt wastelands of empty parking spaces in what should be bustling commercial districts. Excess parking requirements can also drive up the cost of multi-family housing, making it too expensive for lower-income buyers or renters.

Parking also influences how a site can be designed and how vital it can become. More and more communities across the country are requiring parking at the rear or sides of buildings, so pedestrians don't have to walk across parking lots to get to stores. On-street parking, once frowned upon, is getting a second look as both a traffic calming strategy and an economic strategy. On-street parking can help lower car speeds by reducing narrowing street widths and thus encouraging safer driving. Studies find that

the combination of on-street parking, sidewalks, mixed-use development, and higher density development can result in up to five times more pedestrians walking in a downtown area than in areas without these characteristics.

> Traditional requirements that provide a parking space for a peak number of vehicles at each site come with a public cost

As well as becoming more conscious of not requiring too much parking, communities are making sure that onsite parking areas are well-landscaped and that parking garages are designed to support the values of the communities they serve.

Other Parking Management Strategies

Installation of Bicycle and Pedestrian Facilities: Providing sidewalks, trails, bike lanes, and safe bicycle parking are inexpensive ways to reduce the demand for driving and parking by making alternative modes more attractive.

Reduced Parking Requirements: Parking often can be reduced from ITE standards for certain uses, such as low-income and senior housing, and for certain locations, such as near a bus stop or mixed-use development, where residents own fewer cars.

Parking Management

Parking Maximums: Many communities reverse the traditional practice of establishing minimum parking requirements by setting parking maximums, especially in commercial areas, and are devising parking standards that fit the specific context of the individual neighborhood.

Shared Parking: Agreements between, for example, a business that is open only days and an adjacent restaurant that is open only evenings can reduce the need for parking spaces while accommodating peak periods.

Reserve Parking: Instead of asphalting areas for peak parking or future demand, areas can be landscaped with grassy pavers to provide additional parking during busy times.

Not an Option

Parking comes with public costs, which makes parking management an imperative rather than an option for any community that hopes to thrive. The benefits of matching parking supply with demand include:

- Lower construction and maintenance costs for municipalities and developers

- More options for pedestrian-friendly design for sites and buildings

- More land available for more productive uses

- Reduced impervious surface and storm water runoff
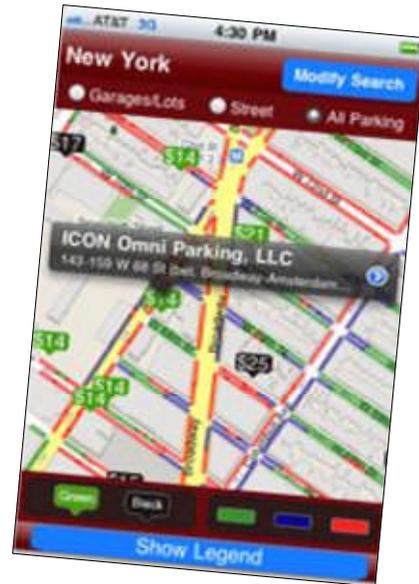
Sometimes the best parking management strategy is to give people more information. Mobile applications can now tell motorists the availability and price of parking.

Resources

Statistical Analyses of Parking by Land Use, Monroe County Department of Planning and Development, 2007, examines which levels of parking can be justified for various types of development (www2.monroecounty.gov/files/planning/MonroeCounty_Parking.web.pdf)

Parking Management Strategies, Evaluation and Planning, Victoria Transport Policy Institute, 2012 (http://www.vtpi.org/park_man.pdf)

- Genesee Transportation Council, October 2012

Genesee Transportation Council · 50 West Main Street · Suite 8112 · Rochester, New York 14614
Phone: 585-232-6240 · Fax: 585-262-3106 · Website: www.gtcmpo.org

2

Parking Management

FACT SHEET FACT SHEET FACT SHEET FACT SHEET FACT SHEET

Back to the Future

The Village of Brockport uses time-tested methods to manage parking.

Clear signage on parking availability

The most convenient parking is priced

More distant parking is free

Streetscapes matter: people are more willing to park farther away if the walk to their destinations is safe and pleasant

Most parking in rear of destinations

On-street "convenience" parking

Genesee Transportation Council · 50 West Main Street · Suite 8112 · Rochester, New York 14614
Phone: 585-232-6240 · Fax: 585-262-3106 · Website: www.gtcmpo.org

3