Parking Management and Pricing in the United States

Moving Forward with Parking Policy Innovation

September 22, 2011
Pasadena’s Parking Strategies

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- Past (We know how it’s working)
  - Old Pasadena and other Parking Meter Districts
  - Zoning Parking Credits

- Present (We’re watching carefully)
  - Temporary Overnight Parking Exemption
  - New Parking Meter Districts
  - New Off-Street Public Parking
  - Parking Maximums in Transit Oriented Districts
About Pasadena

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- Population of 144,000
- Employment of 117,000
- Area: 22.5 Square Miles
- Population density: 2,396 persons/square km
- Traversed by 2 major freeways
- 1,350 parking metered spaces
- 6,000 City owned off-street parking spaces

- Six Metro Gold Line light rail stations
- 12 regional and local bus lines
Past Parking Problems

- Employees and shop owners parked at the curb – customers circulated looking for space
- Merchants opposed meters because they feared customers would stay away
- Pasadena had no money to pay for public infrastructure in Old Pasadena
• The City and Old Pasadena’s Business Improvement District jointly agreed on the boundaries of the Old Pasadena Parking Meter Zone

• Old Pasadena Parking Meter Zone Advisory Board established
Benefits of Parking Meters

- Created turnover and vacancies for customers
- City borrowed $5 million to pay for street furniture, trees, tree grates, historic lighting fixtures, alley improvements
- After debt service, Old Pasadena has $1,000,000 a year to pay for added public services
Lessons Learned

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• Dedicate parking meter revenue to the districts that produce it

• Merchants may hesitate to charge market prices for curb parking

• Meter revenues can greatly improve the public infrastructure of older areas
Meter Funded Improvements
• 11 On-street valet stations throughout Old Pasadena
• Drop Off and Pick Up at different location
• Merchants provide discount validations with purchase
Growth was focused into the Central District by the 1994 General Plan

- Largely a response to slow/no growth demands

Pedestrian-scale urban form was defined through the Historic Preservation and Revitalization of Old Pasadena

- Parking Zoning Credits and City parking garages enabled preservation
- Parking Meters paid for the pedestrian scale public realm (Streets and Alleyways Plan)
Problem: Pasadena’s minimum parking requirements kept Old Pasadena’s buildings from changing uses and led to the loss of historic structures as adaptive reuse was ruled out.

Examples:
- Pawnshop: 2.5 spaces/1,000 sf
- Restaurant: 20 spaces/1,000 sf
Solution: Parking Zoning Credits

- Parking requirements reduced by 25%
- “Parking Credit Program”: Pay in-lieu fee of only $150 per year per space (2010)
- Merchants and employees must still purchase monthly parking ($50 to $75)
- City constructed three parking garages
  - Uses 90-minute free period to balance on-street demand
- Allowed the reuse of historic buildings
Parking Requirements

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Parking Requirements

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Challenges

- **Balance On and Off Street Parking**
  > Matching on/off street rates and hours of operation

- **Zoning Parking Credits**
  > Credit pool is limited
  > Administration streamlining
  > Adding private spaces to pool
  > Long term restrictions

- **Making it Work in Other Areas**
Parking’s Role in Economic Development

- Meter funds support streetscape improvements and maintenance
- Can assist in developing solutions with new projects knowing the existing parking challenges of an area
- Unique parking solutions for neighborhood commercial areas
Providing Public Parking

• How has it been provided

• Role of new development in the process

• Why accessory parking is not the equivalent of public parking
Policy Options

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• Build more off-street parking
  > In Old Pasadena
  > Other Commercial Districts

• City to serve as a shared parking clearinghouse/facilitator

• Reduced parking requirements for the reuse of historic buildings
Expanding the Concept

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Applying the Old Pasadena Model to other Districts

- New Meter Districts in the South Lake and Playhouse
- Modified hours in Civic Center
- Use Multi-Space Meters/Free period off-street
- Has increased turnover on prime spaces on Lake Street
Problem:
Increasing demand to park overnight on-street

Solution:
Temporary Overnight Parking Exemption
• Used to be free
• Now $3 night
• Five Pay Stations
• On-Line $1 fee
• $30,000 per month
Transit Oriented Development

- Created through the 2004 General Plan – To encourage the use of light rail and achieve traffic reductions
- Decreases parking by 10% for new commercial and industrial developments
- Decreases parking by 25% for new office development
- Creates parking maximums
Not all TOD areas currently have the same level of transit service.

Developers cite competitive disadvantage in securing tenants due to lack of office parking.

Land Owners in East Pasadena would like TOD parking rates removed or increased.
Mobility Element Update

- Existing Mobility Element
  > Are the Policies Effective?

- Changes Since the Last Update
  > Local Goals
  > State Legislation

- Parking Policies as New Tools for Improving Accessibility and Mobility
Innovative Parking Strategies

Future Parking Options:

• Charging the Right Price for Meter Parking
• Residential Parking Benefit Districts
• Parking Cash Out
• Unbundling of Parking Cost
• Parking Maximums Citywide
• Mixed-Use Parking Policies
Pasadena Accessibility Score

PacScore: 1/4 Mile Walk to Work/Play/Shop/Learn

What’s “PacScore”?

Measure of 1/4 Mile Walk to Places for Work, Play, Shop, and Learn, such as Grocery stores, Restaurants, Parks, Schools, Shopping, Coffee Shops, Bookshops, Banks and Entertainment venues.

- **Very High** (100): All or most destination types are within a quarter-mile walk from all parcels with very high PacScore.
- **High** (80): Many destination types are within a quarter-mile walk from all parcels with high PacScore.
- **Medium** (57): A variety of destination types are within a quarter-mile walk from all parcels with medium PacScore.
- **Low** (31): A few destination types are within a quarter-mile walk from all parcels with low PacScore.
- **Very Low** (6): One or no destination type is within a quarter-mile walk from all parcels with very low PacScore.

Sources: Google Earth Pro, Los Angeles County GIS Portal, WalkScore.com

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Lessons Learned:

• Outreach to Businesses and Residents
• No Stand Alone Strategies
• Choose Your Peers Carefully
• Explain the Benefits of the Programs
• Alternatives to Driving Must Exist for Parking Policies to be Effective
Mark Yamarone  
Transportation Administrator  
626 744-7474  
myamarone@cityofpasadena.net

Charles Kindred  
Parking Manager  
626 744-7463  
ckindred@cityofpasadena.net

www.cityofpasadena.net/trans