



Downtown Specific Plan Parking Recommendations

Joint Planning Commission and Transportation & Parking Commission Meeting

November 17th 2010

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consulting associates

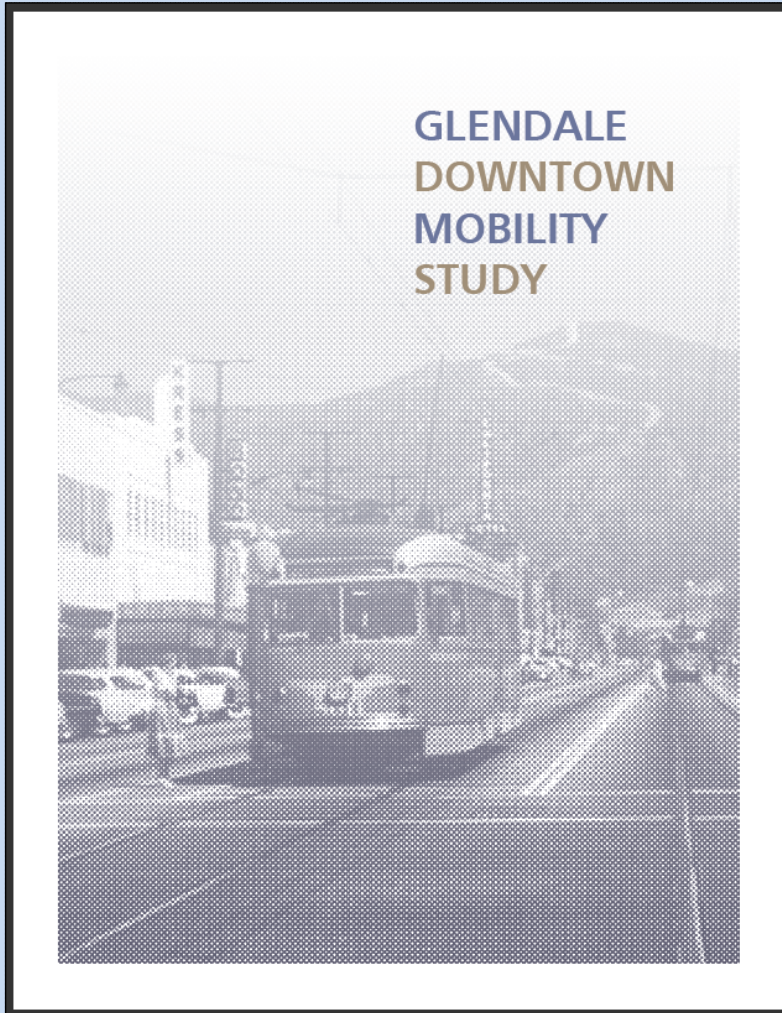
Presentation Overview

- Project Background
- Project Goals
- Proposed DSP Parking Recommendations
- Summary and Discussion



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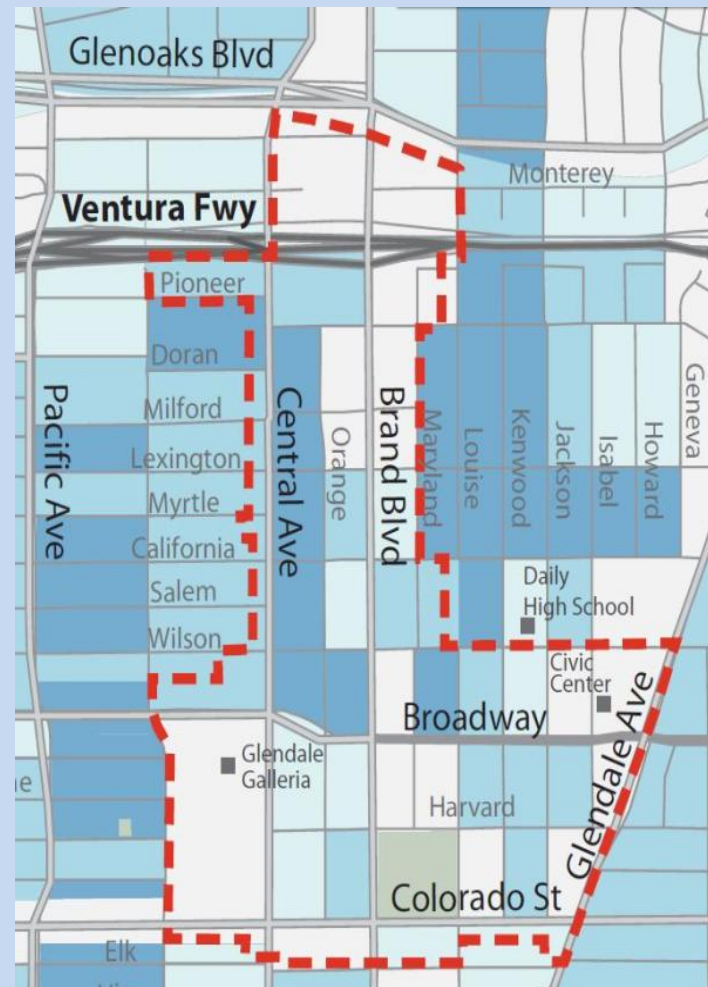
Project Background



- City of Glendale *Downtown Mobility Study* (2007)
 - Manage traffic congestion
 - Encourage use of alternative modes
 - Create a multimodal and pedestrian-oriented downtown
- Key component was parking management to remedy existing parking inefficiencies

Project Background

- Major recommendation of the *Downtown Mobility Study* was installation of pay station meters on Brand Blvd.
- Pay station meters installed in 2008, resulting in:
 - Increased availability of parking
 - Reduced “cruising”
 - Additional revenue
 - Coordinated management
- Nelson\Nygaard has studied and refined other parking recommendations



DSP Project Goals

- Manage parking facilities with a focus on **maintaining availability**, not simply increasing supply.
- **Optimize investment** in parking by making the most efficient use of all existing public and private parking facilities.
- **Improve the coordination** of Glendale's on-street and off-street parking policies.

Project Goals

- **Remove barriers to development** and adaptive reuse projects by adopting more flexible parking standards.
- **Create regulatory certainty** for developers.
- **Reduce congestion, vehicle emissions, and traffic conflicts** related to parking inefficiencies.

Parking Recommendations



- Focus is on DSP zone
- Designed to be implemented **together**
- Sensible adjustments to minimum parking requirements, **and...**
- Menu of options than can further adjust parking requirements
- Looked at numerous peer and best practice cities

#1: Minimum Requirements

- NOT proposing a complete overhaul, but **targeted** adjustments
- Still just “minimums,” not necessarily what will actually be built
- Focus on land uses where impact will be greatest
- Bring Glendale in line with peer and best practice cities

#1: Proposed Minimum Requirements

- Multifamily housing in DSP
 - 1 bedroom: **1.25 down to 1** per unit
 - 2+ bedroom: **No change** (2 per unit)
 - Guest parking: **1** per 4 units to **None** or **1** per 10 units
- Retail
 - **4 down to 3** per 1,000 sq. ft.
- Office
 - **2.7 down to 2** per 1,000 sq. ft.
- Bars/taverns
 - **10 down to 5** per 1,000 sq. ft.

#2: Change of Use Regulations

- Current code requires that any “change of use” over 2,000 sq. ft. be brought up to existing code requirements.
- Current code does also offer some exceptions:
 - Historic buildings
 - Change in use of a commercial space **under 2,000 sq. ft.**
- **Proposal:** Increase exception to commercial spaces under **5,000 sq. ft.** to encourage redevelopment and lower parking burden.

#3: Toolbox to Meet Requirements



- Not *reductions* to minimums, but *tools* to allow developers to meet requirements more efficiently.
- **None of these alternatives are required.**
- Developer would utilize these tools based on the specific project and current market conditions.

#3.1: Allow for tandem/stacked as of right

- **Proposal:**

- Eliminate independently accessible requirement
- Tandem/stacked can count against minimums
- **Residential:** 100% can incorporate tandem/stacked
 - Assign to same unit
- **Non-residential:** 50% can incorporate tandem/stacked
 - Must provide valet service



#3.2: Shared parking as of right

- Shared parking works best when uses with different peak periods share spaces.
- Encourages drivers to “**park once.**”
- Current code allows shared parking but requires **additional approvals, permits, and public hearings.**

#3.2: Shared parking as of right

- To make process less onerous, City should:
 - Allow shared parking within mixed-use buildings as of right.
 - Allow shared parking among different buildings and at off-site facilities as of right, provided they are within 1,000 foot walking distance.
 - Allow shared parking to satisfy **100% of minimum parking requirements** for each use, provided they have different peak periods.
 - Charge market rates.

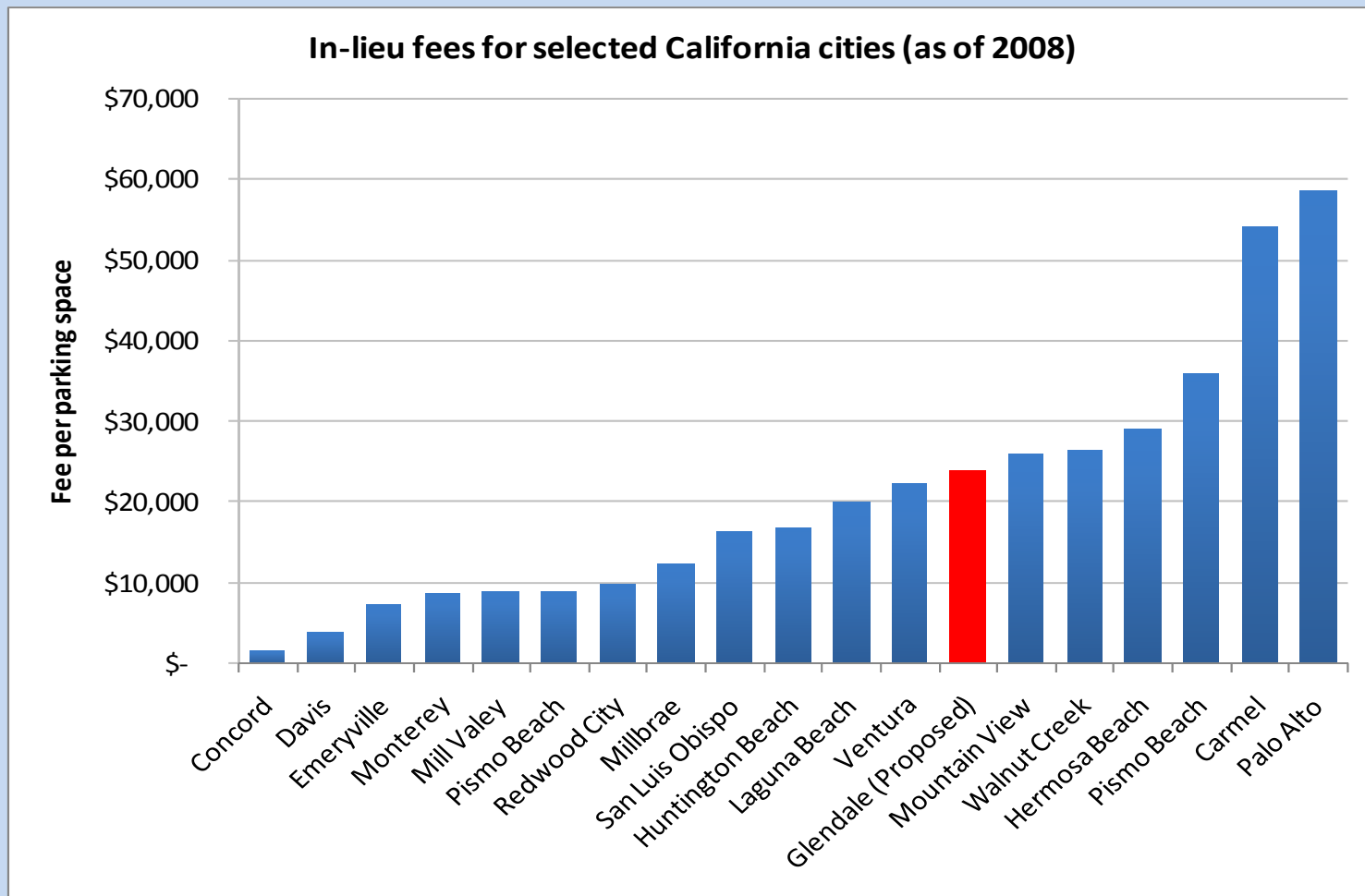
#3.3: Implement an in-lieu fee

- Gives developers an **option to pay** a fee “in-lieu” of providing some portion of minimum parking spaces.
- Provides **flexibility**.
- Allows once financially infeasible projects to now move forward.
- **Revenue** collected can be used to:
 - Build consolidated public parking
 - Manage parking supply more effectively
 - Support mobility strategies

#3.3: Implement an in-lieu fee

- Key recommendations:
 - Combination of fee types for new developments (one-time) and change of land uses (annual)
 - **One time fee:** \$24,000 per space
 - **Annual fee:** \$600 per space per year
 - Adjust fees every year according to *ENR* Construction Cost Index
 - New developments: **Up to 50% of parking requirement**
 - Change of use: **Up to 100% of parking requirement**
 - Fee remains with land, not the property owner

#3.3: Implement an in-lieu fee



#4: Provide Toolbox to Reduce Requirements

- Provide additional design flexibility.
- Improve financial feasibility.
- Leverage City investments in transit and a multimodal downtown.
- **None of these alternatives are required.**
- Developer would utilize these tools based on the specific project and current market conditions.



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#4.1: Proximity to transit



Source: LA Metro

- **Proposal:** Grant parking reductions for projects located close to transit.
- Encourages use of alternatives, proven to reduce driving, and leverages transit investments.
- 1/8th of a mile to “major transit facility” – **10% parking reduction**
- 1/4th of a mile to “major transit facility” – **5% parking reduction**

#4.2: Transportation Demand Management

- Proven to be very successful in **reducing drive-alone trips**, and, therefore, the need for parking.
- TDM programs typically fall into 1 of 6 categories:
 - Pricing of parking (e.g. market rate pricing)
 - Commuter financial incentives (e.g. free transit pass)
 - Vehicle trip consolidation (e.g. van pool)
 - Scheduling (e.g. telecommuting)
 - Promotion of services (e.g. TDM coordinator)
 - New multimodal infrastructure (e.g. car sharing pods)
- Glendale currently has a TDM ordinance, but it only applies to **non-residential development and is very limited**.

#4.2: Transportation Demand Management

- **Proposal**: Grant developers a parking reduction based on “breadth and depth” of their TDM program
- **Point-based system**, with highest points awarded to financial incentives
- **3 tiers** of parking reductions (10%, 20%, and 30%)
- Require **annual reporting**
- Require **TMA membership**
- Tenant **leasing requirement**

#4.2: Transportation Demand Management

- City is not giving away a parking reduction for “free.”
- To obtain a significant parking reduction, a developer would have to develop and implement a **robust and well-balanced TDM program**.

	% Reduction	Point Thresholds	Annual Monitoring	TMA Membership
Tier 1	10% reduction	6-9	Required	Required
Tier 2	20% reduction	10-14 (from 3 categories)	Required	Required
Tier 3	30% reduction	15+ (from 4 categories, including at least 1 parking or financial incentive)	Required	Required

#4.2: Transportation Demand Management

For example...

Potential TDM Measures Eligible for Parking Reductions	Summary of TDM Measure	Proposed Point Values
Pricing Parking		
Pricing parking	Pricing parking for commuters.	6
Financial Incentives		
Subsidized Transit	Provide free or highly reduced transit passes.	5
Vehicle Trip Consolidation		
Shuttle services	Shuttle service to/from location and public transit facilities.	4
Multi-modal Infrastructure		
Car sharing	Provide access and/or reduced fees for car sharing facilities.	4

19 points = 30% reduction

#5: Require TMA membership



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- Require new development of certain size to become dues paying members of a Transportation Management Association (TMA)
- Would generate revenue to enable City to implement its various downtown mobility strategies

#6: Adopt a bicycle parking ordinance



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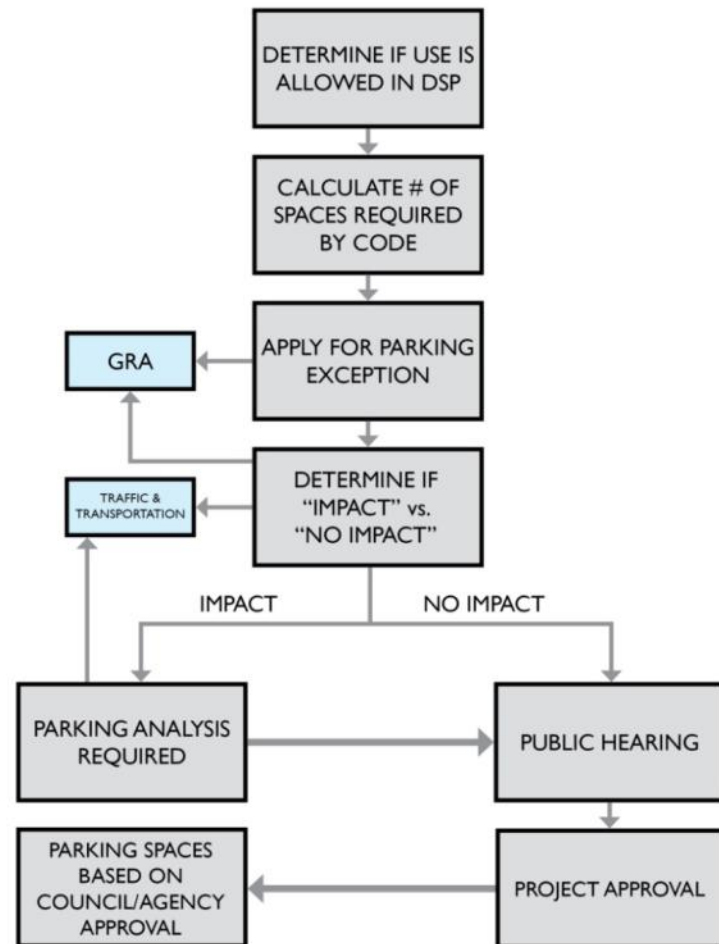
- City currently has limited requirements for bicycle parking in non-residential buildings
- **Proposal:** Adopt a comprehensive bicycle parking ordinance that applies to all land uses
- Similar to standard parking ordinances
- Allow bicycle parking to substitute for **up to 10% of required parking**

#7: Allow reductions/alternatives as of right

- Currently, City offers 2 methods to obtain a parking reduction:
 - Limited administrative exceptions
 - City Council discretionary process
- Current process has drawbacks.
- By implementing revisions to minimums and offering alternative strategies as of right, **City can greatly reduce need for discretionary processes.**

Existing Parking Exception Process

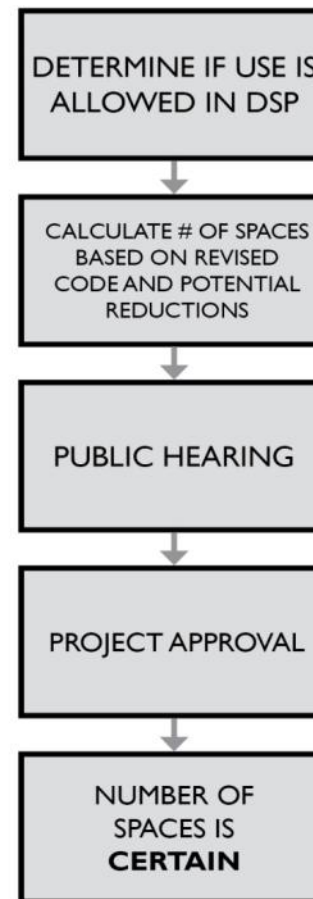
- 6-8 step process
- Involves at least 2 City agencies and City Council
- Number of parking spaces is always **uncertain**
- Significant administrative burden
- Process takes anywhere from **2-6 months**



2-3 MONTHS (NO IMPACT) OR 4-6 MONTHS (IMPACT)

Proposed Process (over 5,000 sq. ft.)

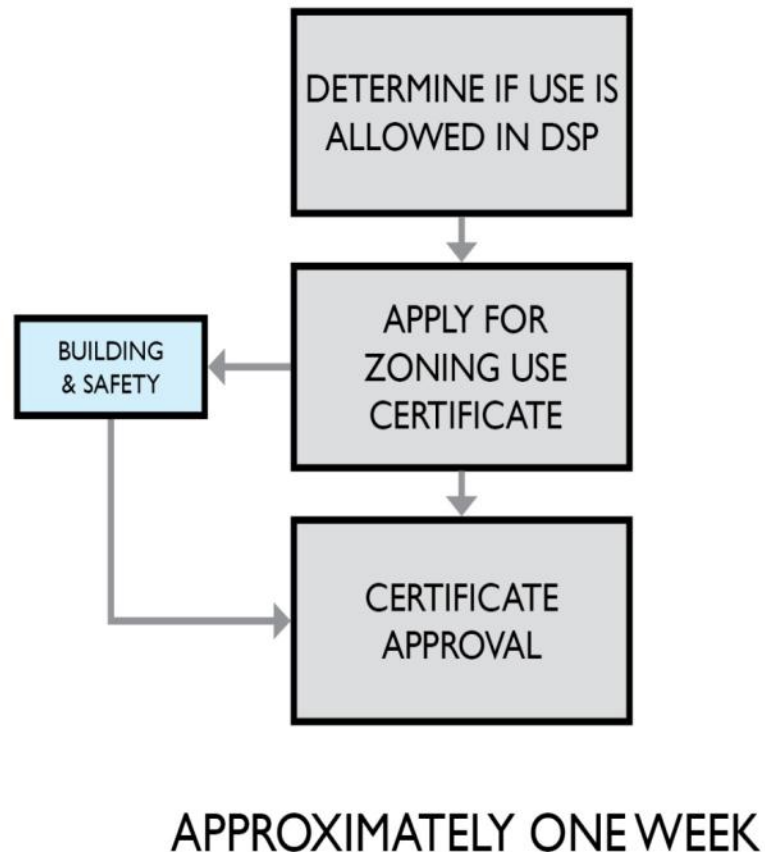
- 4 step process
- Number of parking spaces is **certain**
- Reduced administrative burden
- Process takes **6-8 weeks**



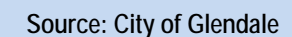
APPROXIMATELY 6-8 WEEKS

Proposed Process (under 5,000 sq. ft.)

- 3 step process
- Number of parking spaces is **certain**
- Very limited administrative burden
- Process takes about **1 week**



- Example project:
 - Multifamily residential project
 - 100 units
 - 50 1-bedroom units
 - 50 2+ bedroom units
 - Located in DSP zone
 - 1/8th of a mile from transit



One “Hypothetical” Example

	Existing Requirement	With Proposed Recommendations
50 1 bedroom units	62.5	50
50 2+ bedroom units	100	100
Guest Parking	25	0
Baseline Requirement	187.5	150
Potential Reductions Using Proposed "Reduction Toolbox"		
1/8 of a mile to major transit facility (-10%)	n/a	15 space reduction
15-point TDM program (-30%)	n/a	45 space reduction
Bicycle parking beyond minimum (-10%)	n/a	15 space reduction
Baseline Requirement w/ Maximum Reductions	n/a	75
Additional Methods to Meet Baseline Requirement		
Use of tandem/stacked	n/a	Up to 100%
Use of shared parking, if applicable	n/a	Up to 100%
Use of an in-lieu fee	n/a	Up to 50%

One “Real World” Example

- **300 N. Central Avenue**
 - 172 spaces required by existing code
 - 165 spaces approved by Council
 - 138 spaces would be required under recommendations
- Could be met/reduced by additional methods

Type of Project	Project Size	Spaces Required by Existing Code	Parking Submitted / Approved by Council	Spaces Required Based on Recommendations
Mixed-use residential	72 residential units	172 spaces	165 spaces (58 tandem)	Residential: 108 spaces
	8 live-work units			Live/Work: 24 spaces
	1,238 sq. ft. restaurant			Restaurant: 6 spaces
				Total: 138 spaces

DISCUSSION...

Additional Project Illustrations

- **Project Two**

- 471 spaces required by existing code
- 471 spaces provided
- 338 spaces would be required under recommendations

- Could be met/reduced by additional methods

Type of Project	Project Size	Spaces Required by Existing Code	Parking Submitted / Approved by Council	Spaces Required Based on Recommendations
Mixed-use residential	251 residential units	471 spaces	471 spaces	Residential: 293 spaces
	15,000 sq. ft. retail			Retail: 45 spaces
				Total: 338 spaces

Additional Project Illustrations

- **Project Three**

- 79 spaces required by existing code
- 89 spaces proposed + 14 additional tandem spaces (no credit given)
- 50 spaces would be required under recommendations

- Could be met/reduced by additional methods

Type of Project	Project Size	Spaces Required by Existing Code	Parking Submitted / Approved by Council	Spaces Required Based on Recommendations
Mixed-use	1,217 sq. ft. coffee shop	79 spaces	89 spaces + 14 additional tandem spaces (no credit)	Coffee shop: 6 spaces
	5,691 sq. ft. retail			Retail: 17 spaces
	13,505 sq. ft. office			Office: 27 spaces
				Total: 50 spaces

Summary of Recommendations (1-3)

Recommendation	Key Elements	Potential Impacts
1. Targeted reductions to minimum requirements.	Lower parking minimums for key land uses in DSP: multifamily residential, office, retail, etc.	Reduced parking burden; Improved project feasibility
2. Amend change of use exceptions.	Allow for parking exceptions for commercial spaces smaller than 5,000 square feet.	Improved project feasibility
3. Provide a menu of alternatives to meet parking requirements.	1. Allow tandem/stacked to count towards minimum.	Residential: 100% of minimum (same unit) Non-residential: 50% of minimum (w/ valet services)
	2. Allow shared parking among uses in a mixed-use building.	100% of minimum
	Allow shared parking among different uses or an off-site parking facility by right upon staff approval, provided that the two uses are within the DSP boundaries and within a 1,000 foot walking shed of each other.	
	3. In-lieu fees: Combination of fee types	Change of use: 100% of minimum New development: 50% of minimum
	Fee remains with land use, not property owner	
	\$24,000 per space (one-time)	
	\$600 per space (annual)	
	Adjusted annually	

Summary of Recommendations (4-7)

4. Provide additional methods to further reduce parking requirements.	1. Proximity to transit.	1/4 mile: 5% reduction 1/8 mile: 10% reduction
	2. Implement a "point-based" TDM program.	Tier I: 10% reduction Tier II: 20% reduction Tier III: 30% reduction
	3 "tiers" of parking reduction.	
	Required annual reporting and TMA membership.	
	TDM leasing requirement.	
5. Allow for parking alternatives and reductions as of right.	Reduce the need for administrative exceptions by providing a well-defined path for meeting and/or reducing minimum requirements.	Reduced administrative burden; Additional revenue; Consistent regulatory framework
6. Require mandatory TMA membership	Require all new development in DSP (commercial development greater than 30,000 sq. ft; residential developments with 8 or more units) to join the Glendale TMA.	Additional revenue for mobility programs.
7. Adopt a bicycle parking ordinance.	Require all new development in DSP to provide bicycle parking. Allow additional vehicle parking reductions for bicycle parking built in excess of minimum standards.	Formalize bicycle parking as a key mobility strategy. Up to 10% reduction.

Land Use	Existing Standard	Proposed Standard
Multifamily in DSP		
1 bedroom	1.25 spaces	1 space
2+ bedrooms	2 spaces	2 spaces
Guest parking	.25 spaces per unit (w/ more than 4 units)	None or 1 per 10 units
Retail	4 per 1,000 sq. ft.	3 per 1,000 sq. ft.
Office	2.7 per 1,000 sq. ft.	2 per 1,000 sq. ft.
Medical/Dental Offices	5 per 1,000 sq. ft.	4 per 1,000 sq. ft.
Bars/Taverns	10 per 1,000 sq. ft.	5 per 1,000 sq. ft.
Nightclubs	28.6 per 1,000 sq. ft. or 1 per each 5 fixed seats	20 per 1,000 sq. ft.
Fast food restaurants	12.5 per 1,000 sq. ft.	5 per 1,000 sq. ft.
Restaurants	10 per 1,000 sq. ft.	5 per 1,000 sq. ft.

Example: 30% Reduction (4 categories, 15+ points)

Potential TDM Measures Eligible for Parking Reductions	Summary of TDM Measure	Proposed Point Values
Pricing Parking		
Pricing parking	Pricing parking for commuters.	6
Financial Incentives		
Subsidized Transit	Provide free or highly reduced transit passes.	5
Parking Cash-out	Employees who do not drive to work are offered a cash value equal to parking subsidies.	5
Commuter benefit programs	Use tax-free dollars to pay for commuting expenses.	4
Free HOV/Carpool Parking	Free parking for HOV or carpools.	1
Vehicle Trip Consolidation		
Carpool/Vanpool Programs	Shared use of private vehicle or rented/purchased vans.	2
Rideshare Matching Services	Help commuters find travel partners and share costs.	3
Guaranteed Ride Home	Provide occasional subsidized rides to commuters to help deal with unexpected conditions.	3
Shuttle services	Shuttle service to/from location and public transit facilities.	4
Scheduling		
Telecommute	Use of telecommunications to substitute for physical travel.	2
Flextime	Employees are allowed some flexibility in their daily work schedules.	2
Compressed work week	Employees work fewer but longer days.	1
Staggered shifts	Shifts are staggered to reduce the number of employees arriving and leaving at one time.	1
Promotion		
Marketing/Outreach	Determining consumer needs/preferences, creating appropriate products, and promoting use.	1
Travel Training	Provide individualized training/materials on transit, ridesharing, car sharing, and bicycle systems.	2
Transportation Coordinator	Professionals who implement and monitor TDM programs.	3
Multi-modal Infrastructure		
Car sharing	Provide access and/or reduced fees for car sharing facilities.	4
Bike sharing	Provide access and/or reduced fees for bike sharing facilities.	3
On-site amenities	Includes showers/lockers, secure bicycle parking, child care services, etc.	2