

# Parking Study Recommendations

City Planning Commission  
August 19, 2019



# Key Challenges to Richmond 300

- Transition from ‘parking as a utility’ to ‘parking as a service’
- Moving the onus of providing parking from the public to the private sector
- Monetizing transportation decisions
- Balancing growth objectives with practical mobility needs
- Financially supporting future mobility initiatives
- Engaging a concerned populace in a constructive, collaborative dialogue
- Educating constituents on the economics of parking
- Balancing competing user rights

# Critical Considerations

- Parking is an emotional, very personal topic
- In absence of other measures, proximity is the measure of quality
- An absence of regulation only benefits individuals in an abundant market
- Parking should be part of a larger overall “mobility” strategy
- Mobility is a learned behavior
- Evolution takes time
- Change must be driven by public incentives and private deterrents

# Driving Principles

1. Supply is fixed, while demand is flexible, so focus on managing demand
2. Make the most of the supply that current exists first before adding more spaces
3. Safety trumps capacity every time
4. Future solutions should assist the city in transitioning to a new approach to mobility
5. The most effective change comes through choice, not prescription

# 3 Goals and 11 Initiatives

Improve life safety and access for all constituents

- A. Standardize curbside parking markings
- B. Implement universal enforcement
- C. Adopt an ADA designation process for curbside parking along commercial streets

Make better or more efficient use of existing parking supply

- D. Promote shared parking
- E. Revise on-street parking permit programs
- F. Assess curbside time limits periodically

Position the City to support multi-modal mobility

- G. Create Parking Benefit Districts
- H. Revise the Zoning Ordinance as it applies to parking requirements
- I. Execute fee-for-use pilots
- J. Invest in pedestrian improvements
- K. Develop parking assets for strategic development purposes

# A. Standardize curbside parking markings

- Life-safety and access initiative
- Most commonly heard complaint across all neighborhoods
- Principle: Effective enforcement is predicated on clear definition
- City has clear regulations regarding set backs
- Requires: paint, labor, signage, political will, alternative locations for displaced parkers
- Liabilities: Could displace 100's of vehicles in the Fan and Scott's Addition
- Benefits: Will reduce collisions, improve sightlines for drivers/ bicyclists/ pedestrians, allow for effective enforcement



# A. Standardize curbside parking markings





## B. Implement universal enforcement

- Life-safety and access initiative
- Second most commonly heard complaint across all neighborhoods
- Principle: Policy is only as effective as the ability to ensure compliance
- In many cases, enforcement was discontinued at the request of constituents
- Requires: labor, clear definition of regulations, political will, clear listing of alternatives
- Liabilities: Will initially challenge some users and constituents
- Benefits: Will improve curbside availability for discretionary parkers, impose a universal sense of impartial order, improve safety perceptions, creates a new revenue stream



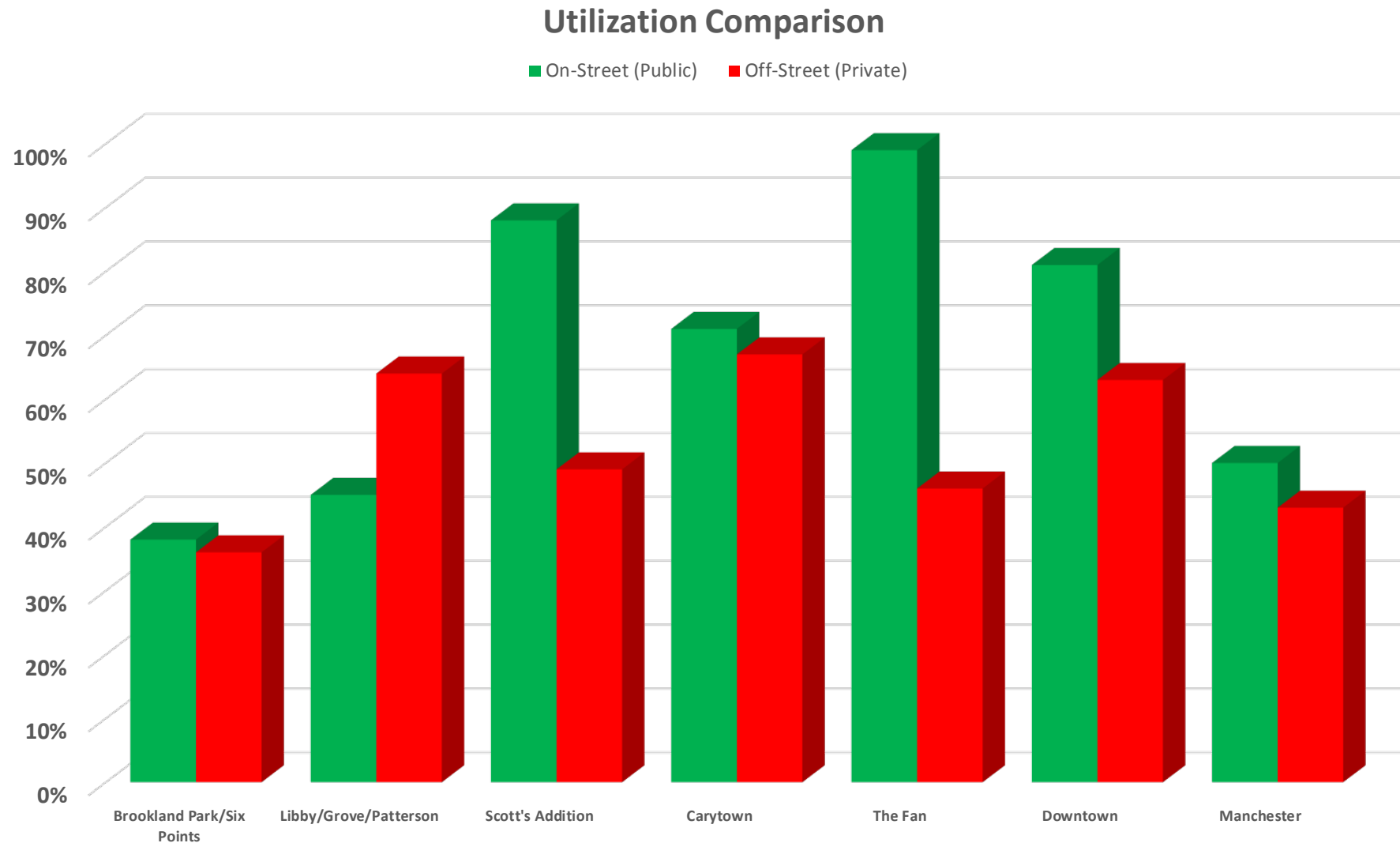
## C. Adopt an ADA designation process for curbside parking along commercial streets

- Life-safety and access initiative
- Heard during public and/or stakeholder meetings in developing neighborhoods or those with high density
- Principle: Provide universal access to public assets
- Current law is silent on this issue, but Richmond has a policy in place for residential streets
- Requires: clearly defined qualifications and process, publicity, paint/labor/signage, political will
- Liabilities: May displace some existing general use curbside parking spaces
- Benefits: Will improve accessibility for those with ambulatory issues

## D. Promote shared parking

- Make better or more efficient use of existing assets
- Focus is on peer-to-peer contracts for use, not permitting allowances
- Based on the observation that private assets in virtually every neighborhood had available capacity, even when public facilities were full
- Principle: Make the most of existing assets already in place
- Current zoning does not appear to forbid this practice [[Sec. 30-710.4\(5\)](#)]
- Requires: a champion/ facilitator, training and templates, incentives for participation
- Liabilities: May only address existing issues, not future needs
- Benefits: Can be implemented quickly and at low cost, addresses immediate local issues and provides alternatives for long-term parkers

# D. Promote shared parking



## E. Revise on-street parking permit programs

- Make better or more efficient use of existing assets
- Proposes City impose permit program across residential sections of each neighborhood that:
  - Allows a limited number of residential parking permits which grant first rights
  - Allows a limited number of daytime permits as capacity allows
  - Sets a blanket time limit of 2-3 hours for transient parkers
- Principle: “Tragedy of the Commons”
- Requires: increased City coordination/management, political will, potential curb markings (paint) and signage
- Liabilities: Will require overhaul of existing Residential Parking Permit program, limitation of permits be prescription or pricing, zoning revisions
- Benefits: Can be implemented quickly and at low cost, addresses immediate local issues and provides alternatives for long-term parkers



## E. Revise on-street parking permit programs

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You are here: Home > Your Government > Departments > Parking Commission > Permits & Programs

## Permits & Programs

### Classifications

- Commercial Permit** - The commercial permit allows a vehicle to park at a meter without putting money into the meter for up to two hours.
- Special Service Permit** - The special service permit allows a utility company's vehicle to park at a meter without putting money into the meter for four hours.
- Handicap Permit** - The [Handicap Permit](#) allows a vehicle to park in a handicap space for the time limit of that space. Temporary handicap permits are available at the MPC office. Applications for permanent handicap permits from the state are available at the MPC office.
- Loading Zone Permit** - The loading zone permit allows a vehicle to park in a loading zone for 20 minutes.
- Meter Bag Rental** - A meter bag allows an authorized vehicle to park at a meter longer than the time limit without putting money into the meter. This is mainly used for construction, maintenance, and moving.
- Residential Parking Permit** - Parking permits for the Residential Parking Permit district are available at the office of the Missoula Parking Commission located at 128 W. Main from 8:00 a.m. to 5:00 p.m., excluding Federal holidays. ([see map of U of M Residential Parking area](#))

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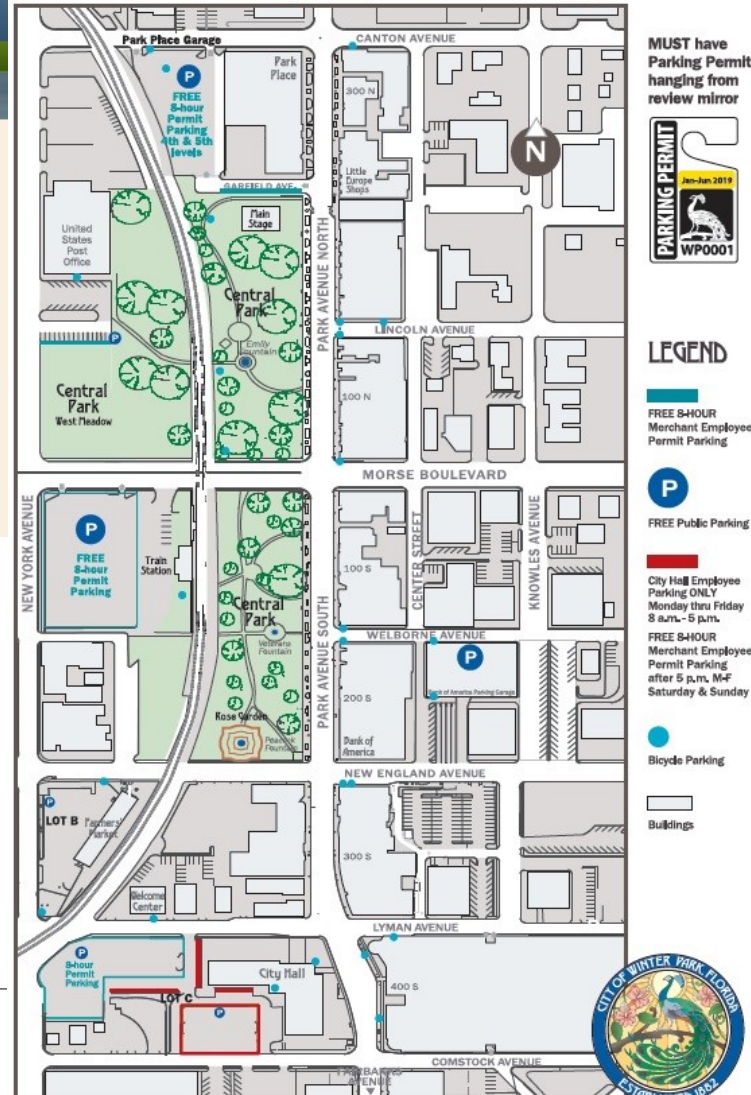
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## Merchant Employee Parking Guide



## F. Assess curbside time limits periodically

- Make better or more efficient use of existing assets
- Proposes City implement policies/procedures that:
  - Requires periodic study of occupancy, actual length of stay, and turnover
  - Define conditions under which existing time limits may be subject to revision
  - Define conditions under which a community may request review
- Principle: Revising policy to reflect neighborhood evolution
- Requires: increased City coordination/management, political will, community outreach/communication
- Liabilities: May trigger changes in constituent behaviors, triggering the need to identify alternatives
- Benefits: Sets policy appropriate for neighborhood dynamics, assures reasonable turnover and availability (assuming enforcement)

## G. Create Parking Benefit Districts

- Position the City to support multi-modal mobility
- Proposes City establish a revenue district which retains a percentage of all parking revenues in a discretionary fund for use in local improvements
- Principle: Provides benefits to those directly impacted by policy
- Requires: political will, appointment and maintenance of a supervisory body, clear definition of allowable expenditures
- Liabilities: Will fail if mismanaged, benefits may lag after policy impact, will cut into Parking Enterprise Fund income
- Benefits: Can be used to fund parking/ transportation/ mobility improvements or other priorities to the community, can help offset impacts of other proposed initiatives

## H. Revise the Zoning Ordinance as it applies to parking requirements

- Position the City to support multi-modal mobility
- Proposes City replace waivers with 'in lieu' fee options, also recommends cessation of on-street parking credits
- Principle: Balancing growth objectives with practical mobility needs
- Requires: political will, quantification and establishment of fees, formation of special fund, assistance identifying alternatives
- Liabilities: Will fail if mismanaged, benefits may lag after policy impact, may stifle some development bids
- Benefits: Can be used to fund parking/ transportation/ mobility improvements or other priorities to the community, can help offset impacts of other proposed initiatives



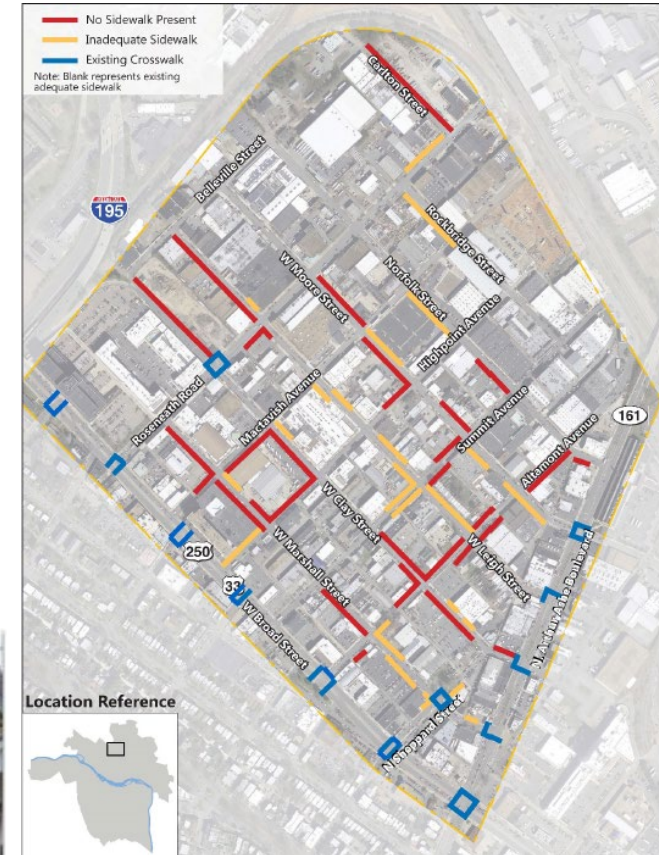
# I. Execute of fee-for-use pilots

- Position the City to support multi-modal mobility
- Proposes pilots to test impact of ceasing 'free' parking
- Principle: Monetizing transportation decisions
- Requires: political will, clear program definition, pro-active implementation of alternatives, aggressive communication/ public engagement, payment mechanisms, community buy-in
- Liabilities: Public uproar, loss in business trade, some business or residents may leave
- Benefits: Can be used to fund parking/ transportation/ mobility improvements or other priorities to the community, helps promote other modes of travel, may create opportunities for new businesses or residents

# J. Invest in pedestrian improvements

- Position the City to support multi-modal mobility
- Proposes to invest in measures to support better pedestrian connections
- Principle: Supporting mobility, making the greatest use of existing assets
- Requires: traffic impact analysis, materials and labor, community consent, easements
- Liabilities: May reduce traffic flow rates on some roadways, could divert funds from other projects, may reduce on-street capacity
- Benefits: Will reduce barriers to accessing public transit, may connect parking assets to popular destinations, will promote alternatives

# J. Invest in pedestrian improvements



# K. Develop parking assets for strategic development purposes

- Position the City to support multi-modal mobility
- Proposes the development of parking facilities to support strategic initiatives
  - Land banking and redevelopment in ‘emerging neighborhoods’
  - Public/private redevelopment efforts
  - Creation of intermodal centers
- Principle: Parking should be part of a larger overall “mobility” strategy
- Requires: Funding for land acquisition and/or asset development
- Liabilities: Development of additional parking assets could encourage greater use of single-occupancy vehicles, limited applications
- Benefits: Will support and direct redevelopment of some areas, could be tied into larger transit initiatives



# Short-Term Implementation Path

## 1. Standardize curbside parking markings (Initiative A)

*Define clearly the rules and regulations for use of popular public assets*

## 2. Revise on-street permit parking programs (Initiative E)

*Provide long term parkers who have been on-street an alternative option*

## 3. Launch shared parking promotions (Initiative D)

*Provide long term parkers who have been on-street an alternative option*

## 4. Create Parking Benefit Districts (Initiative G)

*Structure changes in policy to deliver benefits back to the community impacted*

## 5. Commence universal enforcement (Initiative B)

*Once rules are clearly defined, alternatives established, and benefit program is in place*

# Mid-Term Implementation Path

## 6. Adopt ADA designation process for commercial streets (Initiative C)

*Once impacts from standardization and enforcement have stabilized*

## 7. Revise Zoning Ordinances (Initiative H)

*To create a funding mechanism for strategic parking asset development*

## 8. Implement pedestrian improvements (Initiative J)

*Connect unused parking assets to areas of need, support use of alternatives*

## 9. Review/revise curbside time limits (Initiative F)

*Ensure policy is reflective of the most current needs of each neighborhood*

## 10. Execute fee-for-use pilots (Initiative I)

*If/when stronger incentives are needed for turnover, alternatives use*

# Develop Strategic Parking Assets (Initiative K)

- Not applicable to all neighborhoods – assumes ability to acquire land
- Will be a long-term initiative, with some short-term action steps
  - Land acquisition
  - Surface parking or vertical segment
  - Conversion to structured parking or lateral expansion of existing structure
  - Public/private venture with ‘wrapped’ structure
- Best done in concert with transit initiatives (e.g. intermodal center)
- Assumes some form of revenue stream for funding (i.e. parking benefit district, TIF district, etc.)

# Brookland Park/Six Points Implementation

1. Assess curbside time limits *to respond to changing land uses*
2. Adopt an ADA designation process for curbside parking *as curbside utilization allows*
3. Standardize curbside parking markings *to define rules, increase life-safety*
4. Create an on-street parking permit program *to provide alternatives to long-term parkers*
5. Promote shared parking *to provide alternatives to businesses, property owners*
6. Create a Parking Benefit district *to capture revenues, offset enforcement impacts*
7. Implement universal enforcement *to enforce appropriately set policies (see 1-4)*
8. Revise the Zoning Ordinance *to provide developers with options, fund with revenues*
9. Acquire and hold land for parking asset development *while it's still available*
10. Invest in pedestrian improvements *as density, utilization increases*
11. Execute fee-for-use pilots *as needed to compel turnover, availability, alternatives*
12. Develop parking assets for strategic development purposes *as needed on banked land*

# Carytown Implementation

1. Standardize curbside parking markings *along unmarked (residential) streets*
2. Adopt an ADA designation process for curbside parking *in tandem with #1*
3. Create an on-street parking permit program *to provide alternatives to long-term parkers*
4. Promote shared parking *to provide alternatives to businesses, property owners*
5. Create a Parking Benefit district *to capture revenues, offset enforcement impacts*
6. Implement universal enforcement *enforce appropriately set policies*
7. Invest in pedestrian improvements *to improve connections to transit, parking*
8. Execute fee-for-use pilots *along commercial streets, as needed*
9. Assess curbside time limits *to respond to changing land uses*
10. Revise the Zoning Ordinance *to provide developers with options, fund with revenues*



# Downtown Implementation

1. Pursue opportunities for public/private parking asset development *as available*
2. Standardize curbside parking markings *primarily in residential areas*
3. Create an on-street parking permit program *primarily in residential/mixed-use areas*
4. Revise the Zoning Ordinance *to provide developers with options, fund with capital*
5. Promote shared parking *to provide alternatives to businesses, property owners*
6. Create a Parking Benefit district *in residential/mixed-use areas*
7. Implement universal enforcement *as needed in residential/mixed-use areas*
8. Invest in pedestrian improvements *to create connections in residential/mixed-use areas*
9. Assess curbside time limits *to respond to changing land uses in evolving areas*
10. Execute fee-for-use pilots *as needed in residential/mixed-use areas*
11. Adopt an ADA designation process for curbside parking *for mixed-use/residential areas*

# The Fan Implementation

1. Standardize curbside parking markings *to increase life-safety*
2. Revise the on-street parking permit program *to provide alternatives to long-term parkers*
3. Promote shared parking *to provide alternatives to businesses, property owners*
4. Invest in pedestrian improvements *to create connections to transit, parking*
5. Adopt an ADA designation process for curbside parking *to improve accessibility*
6. Create a Parking Benefit district *to capture revenues, offset enforcement impacts*
7. Implement universal enforcement *to compel safe practices, turnover, availability*
8. Execute fee-for-use pilots *as needed along commercial roadways*
9. Revise the Zoning Ordinance *to provide developers with options, fund with revenues*
10. Develop parking assets for strategic development purposes *as available through public/private ventures*
11. Assess curbside time limits *to respond to changing land uses*

# Libby/Grove/Patterson

1. Standardize curbside parking markings *to increase life-safety, define allowable parking*
2. Revise the on-street parking permit program *to provide alternatives to long-term parkers*
3. Promote shared parking *to provide alternatives to businesses, property owners*
4. Create a Parking Benefit district *to capture revenues, offset enforcement impacts*
5. Implement universal enforcement *to compel safe practices, turnover, availability*
6. Invest in pedestrian improvements *to create connections to transit, parking*
7. Execute fee-for-use pilots *as needed along commercial roadways*
8. Revise the Zoning Ordinance *to provide developers with options, fund with revenues*
9. Assess curbside time limits *to respond to changing land uses*
10. Adopt an ADA designation process for curbside parking *to improve accessibility*
11. Develop parking assets for strategic development purposes *as available through public/private ventures*

# Manchester Implementation

1. Acquire and hold land for parking asset development *while it's still available*
2. Standardize curbside parking markings *to increase life-safety*
3. Assess curbside time limits *to respond to changing land uses*
4. Create an on-street parking permit program *to provide alternatives to long-term parkers*
5. Promote shared parking *to provide alternatives to businesses, property owners*
6. Revise the Zoning Ordinance *to provide developers with options, fund with revenues*
7. Create a Parking Benefit district *to capture revenues, offset enforcement impacts*
8. Implement universal enforcement *to enforce appropriately set policies*
9. Develop parking assets for strategic development purposes *as needed on banked land*
10. Adopt an ADA designation process for curbside parking *as curbside utilization allows*
11. Invest in pedestrian improvements *as density, utilization increases*
12. Execute fee-for-use pilots *as needed to compel turnover, availability, alternatives*

# Scott's Addition Implementation

1. Pursue opportunities for public/private parking asset development *as available*
2. Invest in pedestrian improvements *especially where they do not currently exist*
3. Revise the Zoning Ordinance *to provide developers with options, fund with revenues*
4. Adopt an ADA designation process for curbside parking *as needed*
5. Standardize curbside parking markings *to increase life-safety*
6. Assess curbside time limits *to respond to changing land uses*
7. Create an on-street parking permit program *to provide alternatives to long-term parkers*
8. Promote shared parking *to provide alternatives to businesses, property owners*
9. Create a Parking Benefit district *to capture revenues, offset enforcement impacts*
10. Implement universal enforcement *to enforce appropriately set policies*
11. Execute fee-for-use pilots *as needed to compel turnover, availability, alternatives*