

Parking Management

Parking management is intended to address parking supply and demand in a comprehensive fashion, particularly in areas with high demand for parking. Historically, communities have addressed parking issues by increasing supply. Increasing the parking supply is expensive and has added social and environmental costs, such as encouraging driving and increasing fuel consumption, congestion and emissions. Furthermore, surface parking lots can be aesthetically unpleasant, decrease the walkability of an area and detract from the appearance of local businesses.

Often parking issues do not stem from a shortage of supply but rather an inefficient use of the current supply. Better management of existing parking supply is more cost-effective than increasing parking supply and eliminates the negative impacts associated with expanded parking.

Shared Parking

Shared parking is a parking management strategy appropriate for small downtowns and commercial areas. In this strategy, parking is shared among different uses to take advantage of different peak parking demand periods which may vary by time of day, day of week or season. For example, shops and offices need more spaces during the day while restaurants and recreation centers may need more spaces in the evening and on weekends.

Local zoning ordinances often prohibit shared parking, requiring instead a set number of spaces for each individual land use. Since most parking spaces are only used part time, this policy often leads to the underutilization of parking facilities, and can prevent businesses from opening or expanding. By allowing for and encouraging shared parking, local jurisdictions can decrease the total number of spaces required for each business. This can help reduce the amount of land devoted to parking, use existing parking more effectively, and create opportunities for creative site planning, landscaping and other public amenities.

Blueprint Principle	Element Supported by Parking Management
1. Environment	<ul style="list-style-type: none"> • Avoid development of open space and critical environmental areas, including wildlife habitat and wetlands
2. Growth and Development	<ul style="list-style-type: none"> • Focus growth and development within existing communities, using policies of infill and mixed use development • Strengthen downtown and historic areas and develop town squares • Create walkable and bikeable neighborhoods
3. Economy	<ul style="list-style-type: none"> • Encourage small businesses that serve local needs, such as grocery stores, other retail and services • Support job opportunities within the County

Potential Implementation Actions:

- Review current parking ordinances and policies.
- Gather and analyze data on existing parking supply and demand to determine areas where issues exist. Include qualitative data about perceived parking issues.
- Identify potential areas for shared parking arrangements.
- Incorporate language in ordinances to permit and encourage shared parking and revise zoning code if necessary to enable shared parking. Reduce or eliminate minimum parking requirements or, at a minimum, allow shared parking to meet minimum parking requirements for uses located within the same parcel or building.
- Facilitate shared parking arrangements between adjacent properties and uses. In some cases, shared parking can be a formal or informal agreement among different peak users on different days and may include renting parking spaces from adjacent businesses.
- Educate the public on any changes to the parking system and its benefits.

Examples and Case Studies:

[Gualala, California Downtown Parking Plan](http://www.mendocinocog.org/pdf/Gualala/) (<http://www.mendocinocog.org/pdf/Gualala/>) discusses the existing parking conditions and issues, and options and implications of potential parking solutions. The Downtown Parking Plan concludes with recommendations for resolving the parking issues.

[Oak Bluffs, Massachusetts Smart Parking Case Study](http://www.mass.gov/envir/smart_growth_toolkit/pages/CS-sp-oakbluffs.html) (http://www.mass.gov/envir/smart_growth_toolkit/pages/CS-sp-oakbluffs.html) provides a succinct overview of the City’s smart parking program, which includes shared parking and, in one district, the use of developer payments in lieu of meeting on-site parking requirements.

[Gig Harbor, Washington Shared Parking Requirements.](#)

(<http://www.codepublishing.com/WA/GigHarbor/GigHarbor17/GigHarbor1772.html#17.72.060>)

This section of the City's zoning ordinance provides potential model code language for communities interested in creating and implementing shared parking requirements.

Additional Resources:

[Reforming Parking Policies to Support Smart Growth: Parking Best Practices & Strategies for Supporting Transit-Oriented Development in the San Francisco Bay Area](#), Metropolitan Transportation Commission (2007).

http://www.mtc.ca.gov/planning/smart_growth/parking/parking_seminar/Toolbox-Handbook.pdf

[The Parking Handbook for Small Communities](#), Institute for Transportation Engineers (1994).

http://www.downtowndevelopment.com/parking_handbook.php

[San Diego Area, Parking Strategies for Smart Growth](#), SANDAG.

http://www.sandag.org/uploads/publicationid/publicationid_1499_11603.pdf

[Shared Parking Among Multiple Users](#), Victoria Transport Policy Institute.

<http://www.vtpi.org/tdm/tdm89.htm>

[Smart Growth Parking Requirements Review](#), ITE Journal (December 2010).

<http://www.ite.org/membersonly/itejournal/pdf/2010/JB10LA36.pdf>

[Shared Parking, Second Edition](#), Urban Land Institute (2005) (available for purchase).

[Parking Management Best Practices](#), American Planners Association (available for purchase).