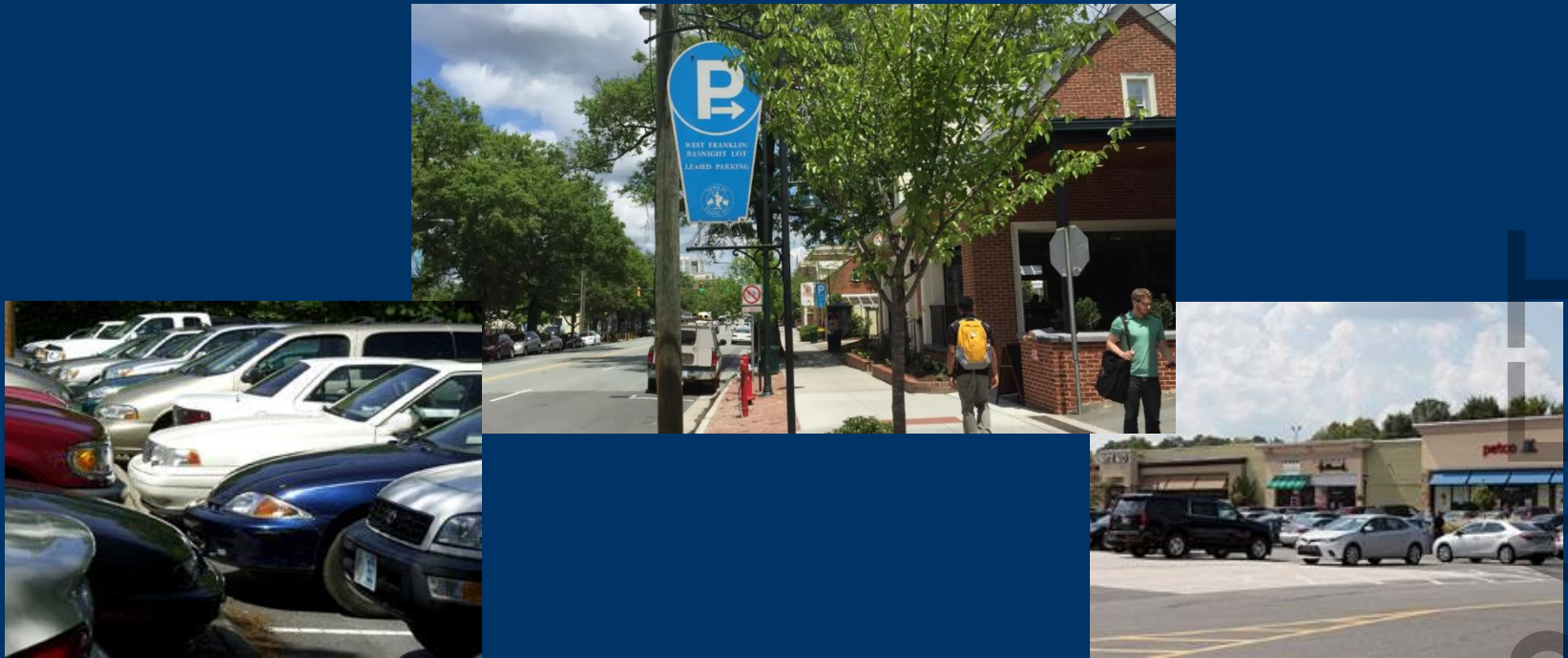


Parking Update



Town Council Presentation

Ben Hitchings, AICP, CZO

Director of Planning & Development Services

January 31, 2018



TOWN OF CHAPEL HILL

Presentation Outline

- 1) Introduction
- 2) Review parking best practices
- 3) Receive Council direction on follow-up



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Introduction

- **Follow-up to Council Work Session in April 2017**
- **Council direction to explore options for how new development can contribute to parking demand it creates**

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Introduction



Community context

- College town with sizable travel demand
- University invests heavily in transit to reduce parking demand on campus
- Transit system also reduces traffic, demand on Town infrastructure, and impact on neighborhoods



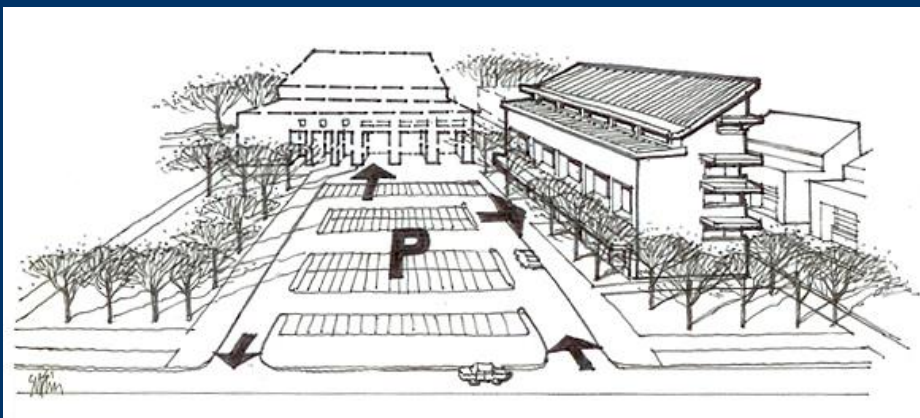
Introduction

- **Parking is critical in supporting Town's economic development and community vitality goals**
- **Want to make sure we have sufficient parking where we need it, now and in years ahead**
- **Looking at best practices and appropriate strategies in Downtown and Blue Hill District**
- **Have core retail and developed areas where Town has public interest in providing parking**



Parking Demand

- Shared parking has long been core consideration in Downtown
- Now examining potential in Blue Hill District
- Assessing current parking demand
- If we have a deficit, how do we address it?



Best Practices

- 1) **Parking Payment in Lieu**
- 2) **Unbundling Parking and Leasing**
- 3) **Dedicated Spaces for Rideshare**
- 4) **Integrated Approach**

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1) Parking Payment In-Lieu

CITY	IN-LIEU PARKING FEE (\$/space)	PARKING REQUIREMENT (spaces /1,000 sq ft)	PARKING IMPACT FEE (\$/sq ft)
Palo Alto, CA	\$17,848	4.0	\$71
Beverly Hills, CA	20,180	2.9	59
Walnut Creek, CA	16,373	3.3	55
Kingston upon Thames, UK	20,800	2.3	48
Carmel, CA	27,520	1.7	46
Mountain View, CA	13,000	3.0	39
Sutton, UK	13,360	2.7	36
Harrow, UK	14,352	2.3	33
Hamburg, Germany	20,705	1.5	32
Lake Forest, IL	9,000	3.5	32
Mill Valley, CA	6,751	4.4	30
Palm Springs, CA	9,250	3.1	28
Reykjavik, Iceland	13,000	2.2	28
Claremont, CA	9,000	2.9	26
Concord, CA	8,500	2.9	24
Davis, CA	8,000	2.5	20
Orlando, FL	9,883	2.0	20
Kitchener, Ontario	14,599	1.3	19
Chapel Hill, NC	7,200	2.5	18
Kirkland, WA	6,000	2.9	17
Hermosa Beach, CA	6,000	2.6	16
Berkeley, CA	10,000	1.5	15
Burnaby, British Columbia	7,299	2.0	15
Vancouver, British Columbia	9,708	1.0	10
State College, PA	5,850	1.3	8
Ottawa, Ontario	10,043	0.7	7
Calgary, Alberta	9,781	0.7	7
Port Elizabeth, South Africa	1,846	2.3	4
Waltham Forest, UK	2,000	0.9	2
MEAN	\$11,305	2.3	\$26
MEDIAN	\$ 9,781	2.3	\$24

- **Benefits:**
 - Framework already established
 - Provides developers with alternative to parking minimum
 - Allows for shared use
 - Town can dictate parking location
 - Small increments of public parking can be bought with private projects
- **Challenges:**
 - Uncertainty in resource generation
 - Town Center zoning districts currently do not have a parking minimum

Source: Donald Shoup, "Instead of Free Parking", 1996



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2) Unbundling Parking and Leasing

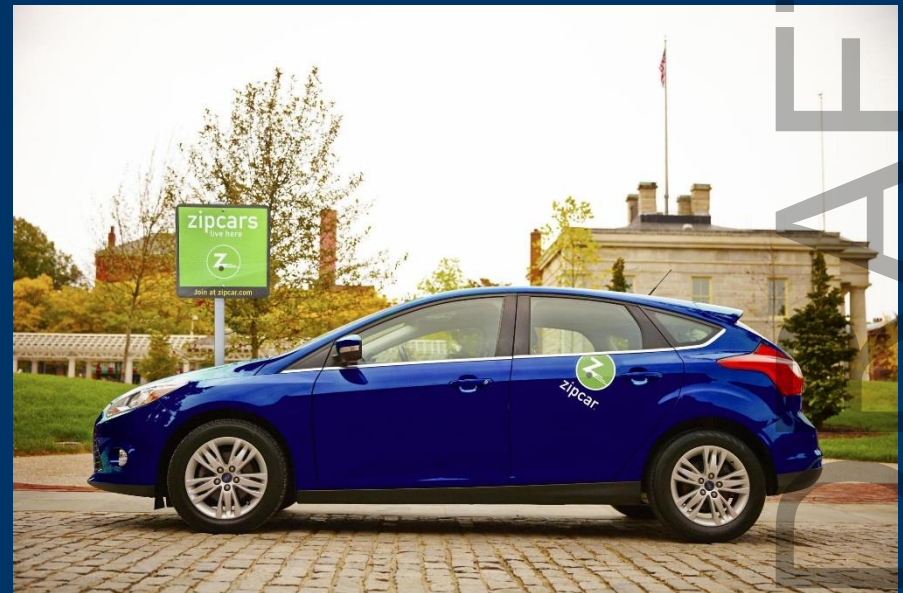
- **Benefits:**
 - Lower rent for tenants
 - Can allow developer to provide less parking
 - Unused spaces can be sold off as public parking
- **Challenges:**
 - Mainly a residential solution
 - “Spillover effect” (unauthorized street parking, trespassing, etc.)

Unit Type	Bundled Rent	Unbundled Rent
1 bedroom	Apt + 1 parking space = \$740	Apt = \$700 + 1 parking space @ \$40 = \$740
2 bedroom	Apt + 2 parking spaces = \$1130	Apt = \$1050 + 1 parking space @ \$40 = \$1090



3) Dedicated Spaces for Rideshare

- **Benefits:**
 - Potential for reduced car ownership
 - Takes advantage of convenient mobile technologies (i.e., Zipcar)
- **Challenges:**
 - Decreases availability of parking for car owners
 - Best suited towards large urban cores
 - Less visibility if located in off-street parking lots



4) Integrated Approach

- **Benefits:**

- Combines multiple best practices to increase the effectiveness of each
- Does not bet everything on a single solution
- Allows for “trial and error” approach

- **Challenges:**

- May require greater coordination and planning
- Funding sources for each tool may be different



Potential AV Impact on Parking

- **AV = Autonomous Vehicles**
- **A lot of uncertainty about pace of deployment**
- **Autonomous Vehicles are projected to represent half the cars on the road by the 2050s**

(Source: Victoria Transport Policy Institute)



Guidance and Next Steps

- **Next up: More data and analysis from Nelson\Nygaard**
- **Preliminary analysis of parking in Blue Hill district?**
- **What other information would be helpful?**

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Question & Answer



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