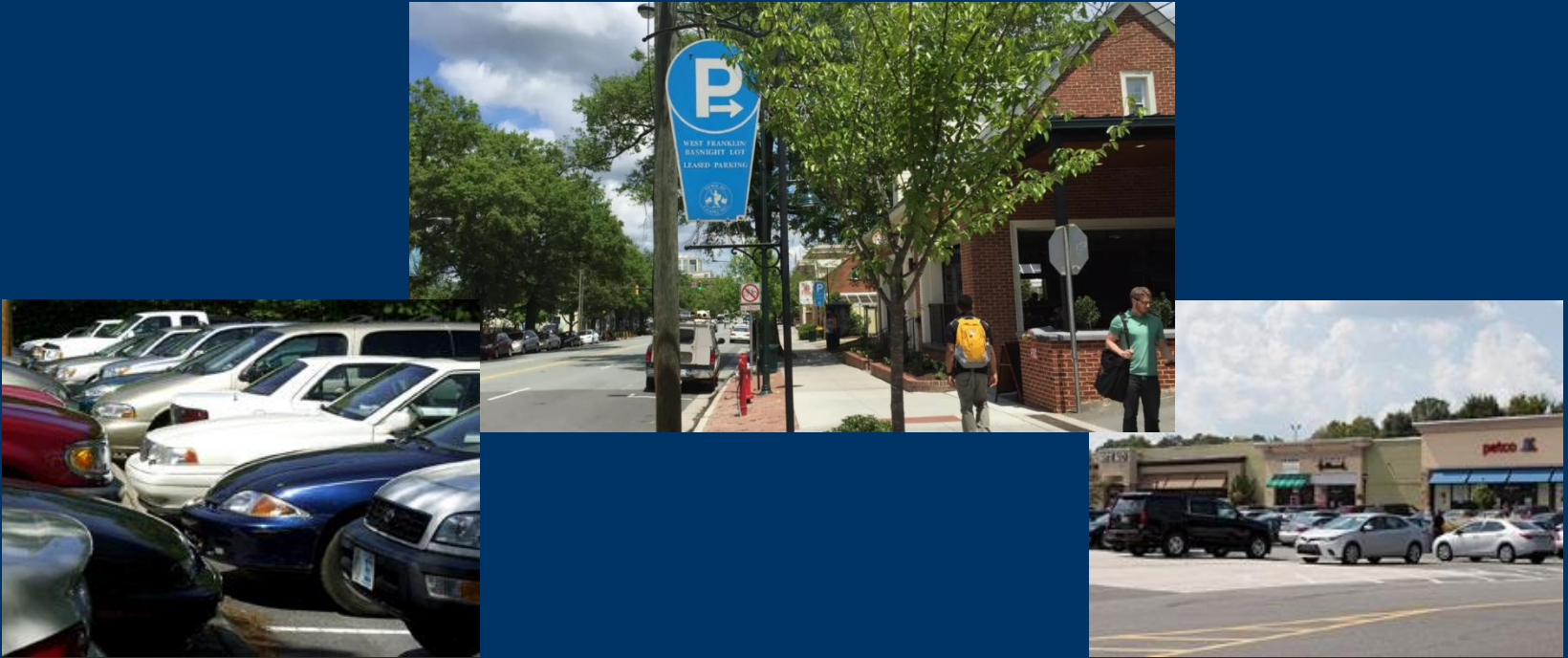


# Parking Update



## Town Council Presentation

**Ben Hitchings, AICP, CZO**

**Director of Planning & Development Services**

**January 31, 2018**



**TOWN OF CHAPEL HILL**

# Introduction

- **Presentation is follow-up to Council work session in April 2017**
- **Number of parking studies in recent years**
- **Exploring how new development can contribute to parking demand it creates**
- **Town has commissioned new parking study**
- **This presentation will provide background, options, next steps for parking best practices**



# 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



TOWN OF CHAPEL HILL

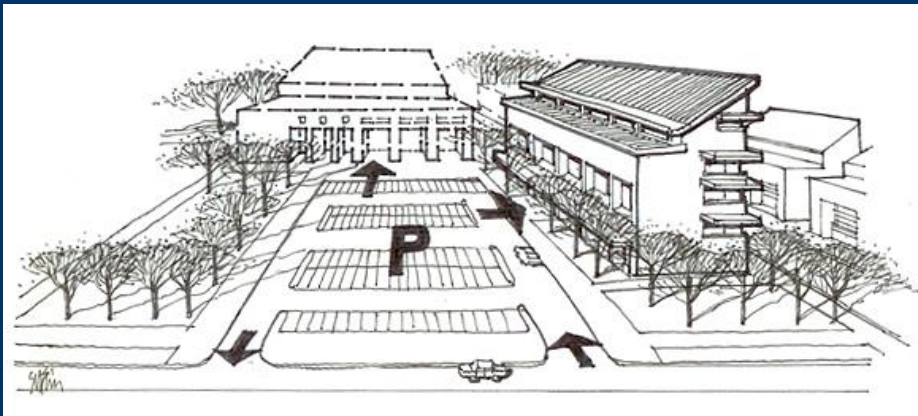
# Introduction

- **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 downtown



# Best Practices

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



# 1) Parking Payment In-Lieu

## Benefits:

- 1) Framework already established
- 2) Provides developers with alternative to building parking
- 3) Allows for shared use
- 4) Town can decide parking location
- 5) Can buy increments of public parking in private projects

## Challenges:

- 1) Uncertainty in resource generation
- 2) Town Center zoning districts currently don't require parking minimum

(Source: Donald Shoup, “Instead of Free Parking”, 1996)



TOWN OF CHAPEL HILL

## 2) Unbundling Parking and Leasing

### Benefits:

- 1) Lower rent for tenants
- 2) Can allow developer to provide less parking if not needed
- 3) Unused spaces can be sold off as public parking

### Challenges:

- 1) Mainly a residential solution
- 2) “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:

- 1) Potential for reduced car ownership and cars on road
- 2) Takes advantage of convenient mobile technologies (i.e., Zipcar)

## Challenges:

- 1) Decreases availability of parking for car owners
- 2) Best suited for cores of large cities
- 3) Less visibility if located in off-street parking lots



TOWN OF CHAPEL HILL

# 4) Integrated Approach

## Benefits:

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

## Challenges:

- 1) May require greater coordination and planning
- 2) 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)**



# Nelson\Nygaard Downtown Parking Study

- **Estimating current parking demand**
- **Projecting future parking demand**
- **Reviewing and analyzing Parking Payment In Lieu option**



# Next Steps

- **Complete installation of new parking meter system**
- **Present data and analysis from Nelson\Nygaard study**
- **Also have presentation with preliminary analysis of parking in Blue Hill district, if interested**
- **What other information would be helpful?**



# Question & Answer



TOWN OF CHAPEL HILL