Creating a Parking District

Metro Transit TOD Forum

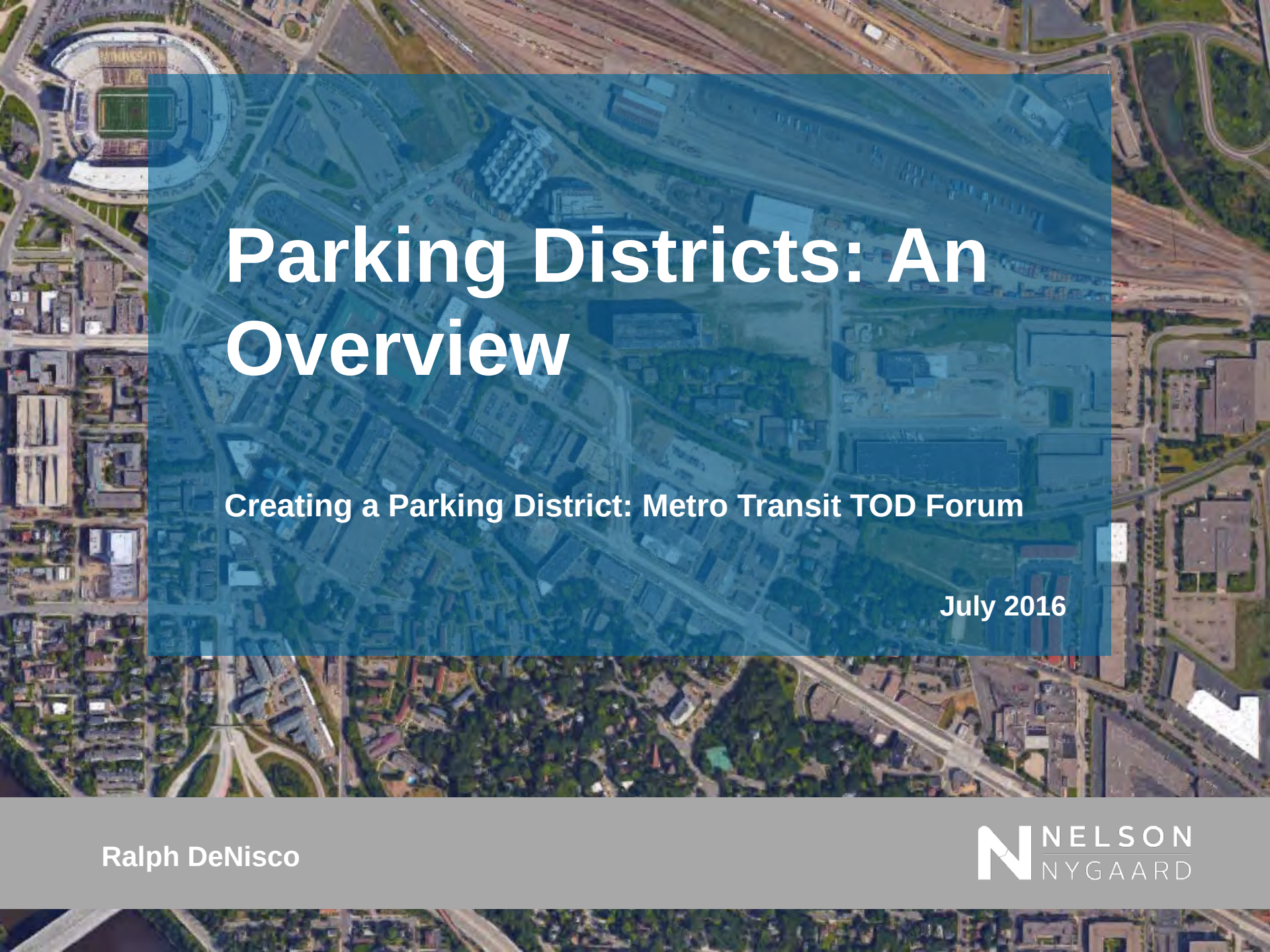
Thursday, July 21, 2016
Amherst H. Wilder Foundation

Metro Transit
a service of the Metropolitan Council

Ralph DeNisco
Nelson\Nygaard

Creating a Parking District

Metro Transit TOD Forum



Parking Districts: An Overview

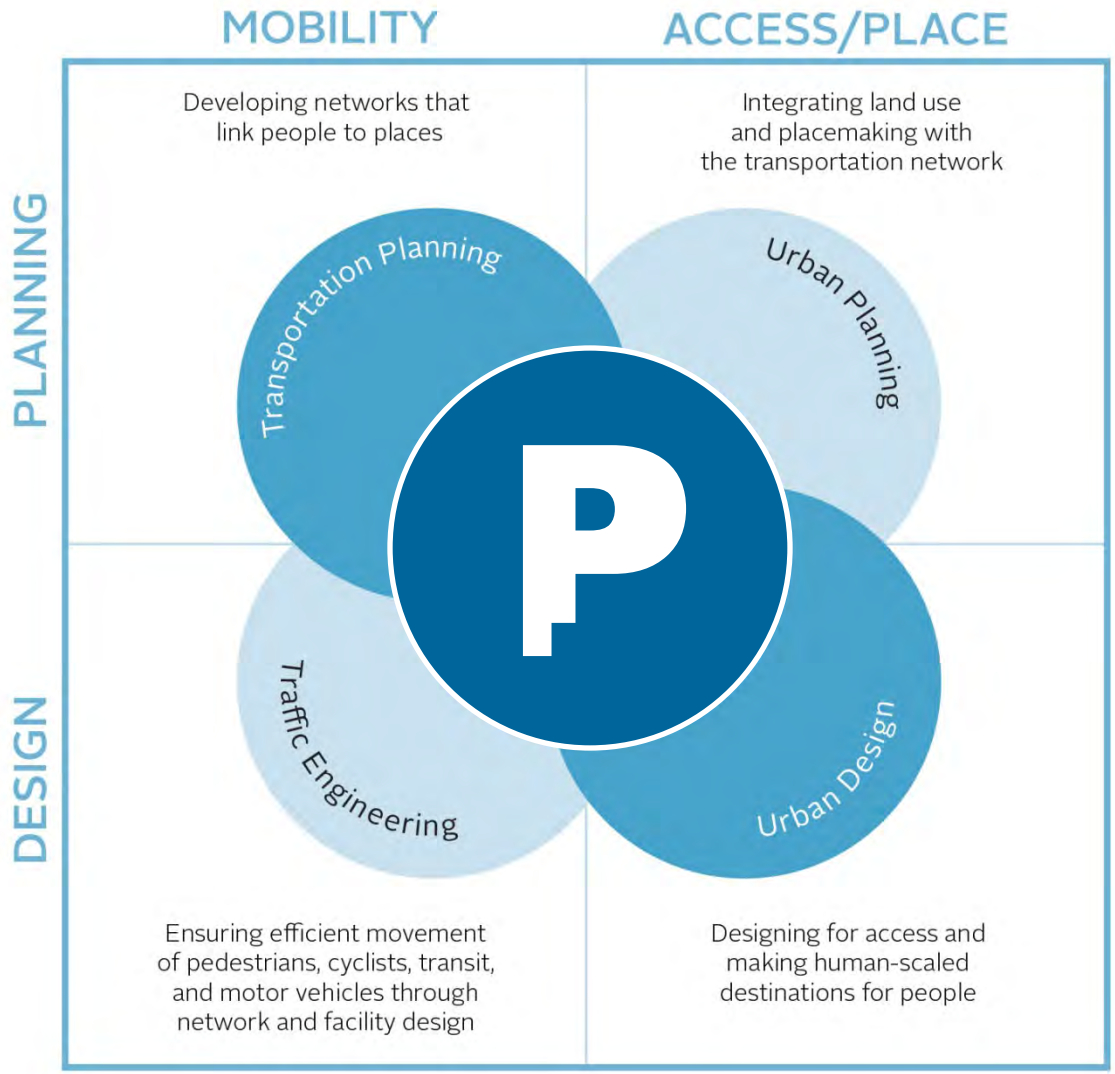
Creating a Parking District: Metro Transit TOD Forum

July 2016

Ralph DeNisco

NELSON NYGAARD

Parking is at the center of everything



Parking is expensive, and space is at a premium

Surface Parking:
$5,000

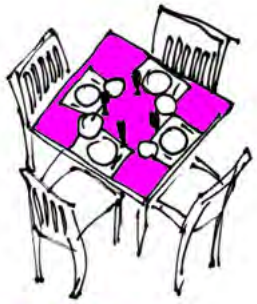
Above Ground Structure:
$20,000 - $25,000

Underground Structure:
$35,000

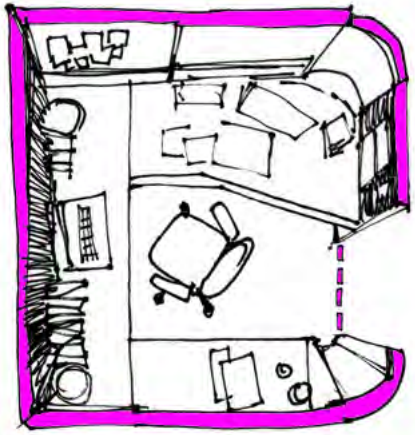
Average costs vary by location

What is a Space Worth?

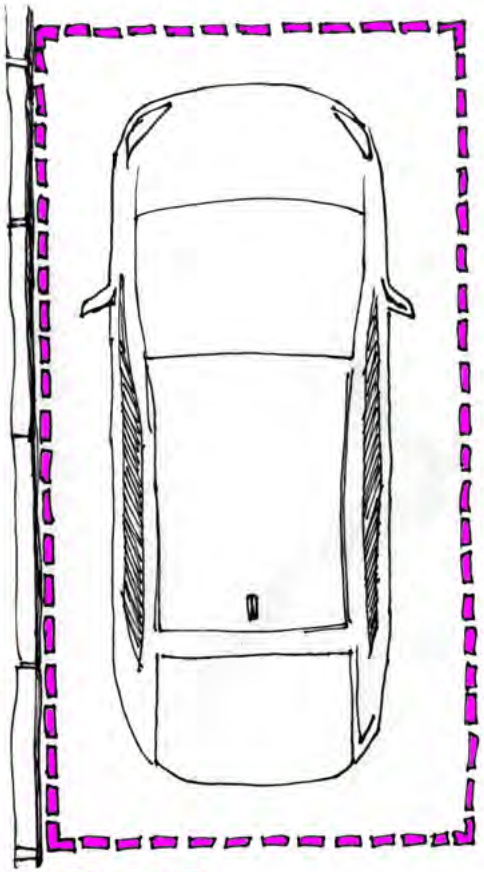
Parking Space vs. Other Uses



25
square feet



72
square feet



200
square feet

Monthly Cost Per Parking Space (Structured)

Assume:

- Construction cost: $24,000 per space
- 6.0% interest
- 40 year lifespan

Approximate Results:

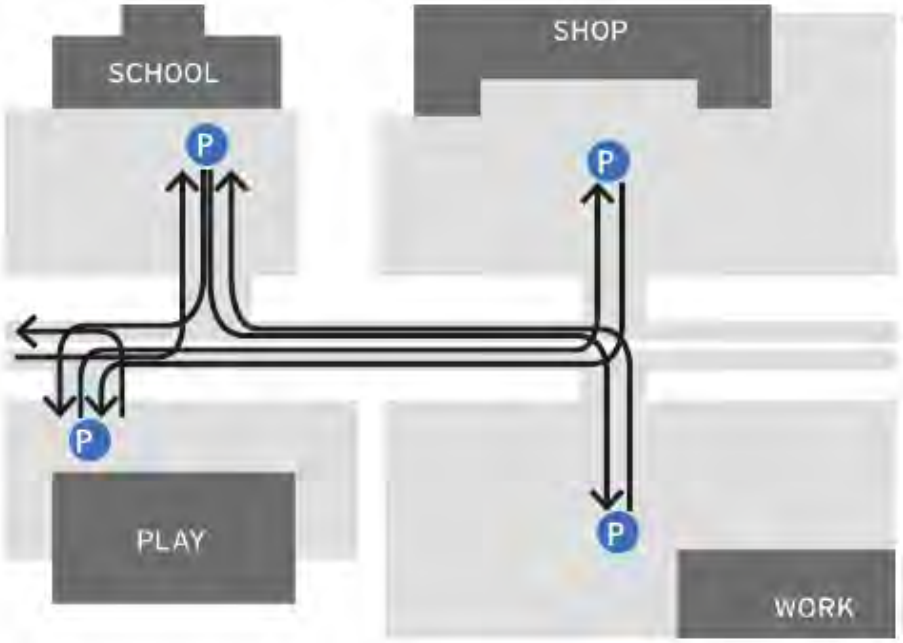
- $130 per space per month

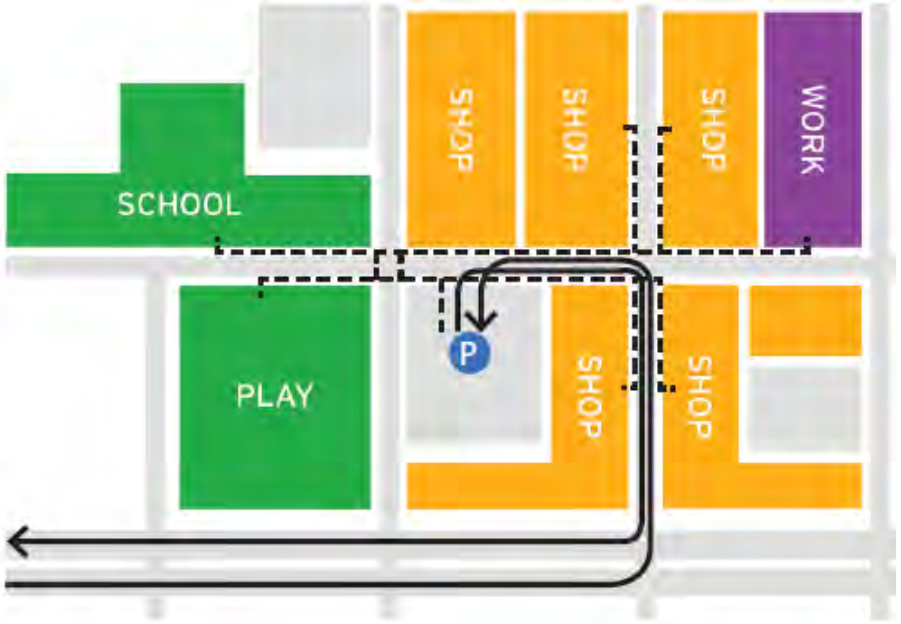
+ Operating Cost $32/month

$162/month breakeven

Or $7+ per day

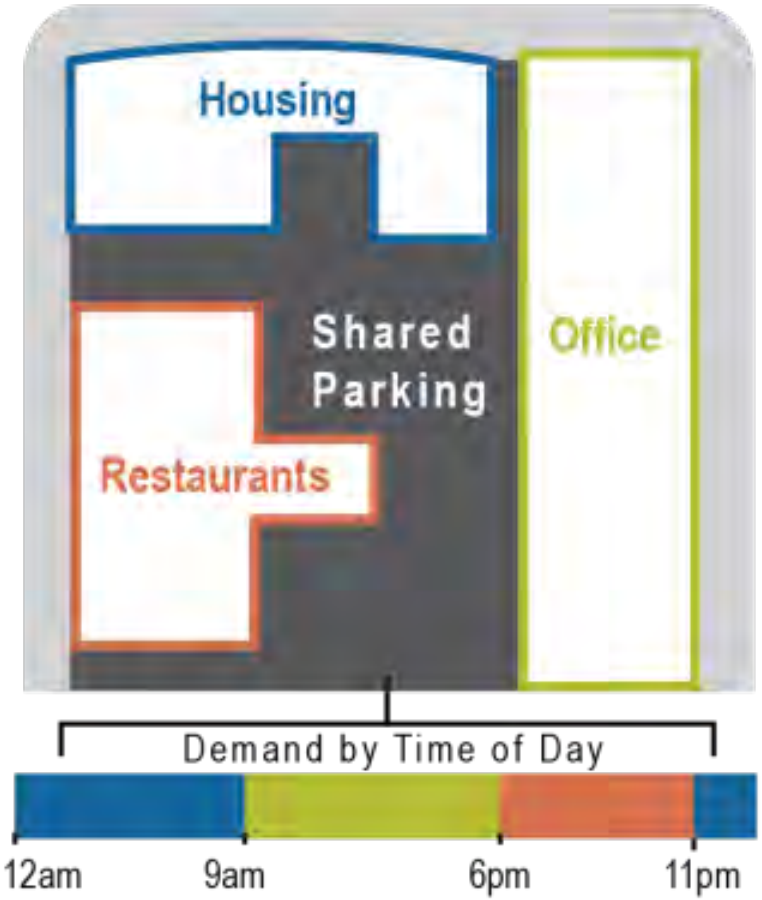
Use parking more efficiently





Site Layout/Design Factors

- Parking demand varies by time of day



- Efficient Parking Design
  - Parking to be shared between complimentary uses
  - Locate facilities to minimize vehicular impacts; create a “Park Once” environment

- Efficient Land Use
  - Maximize internal trip opportunities
  - Provide balance of land uses

Benefits of Shared Parking Districts

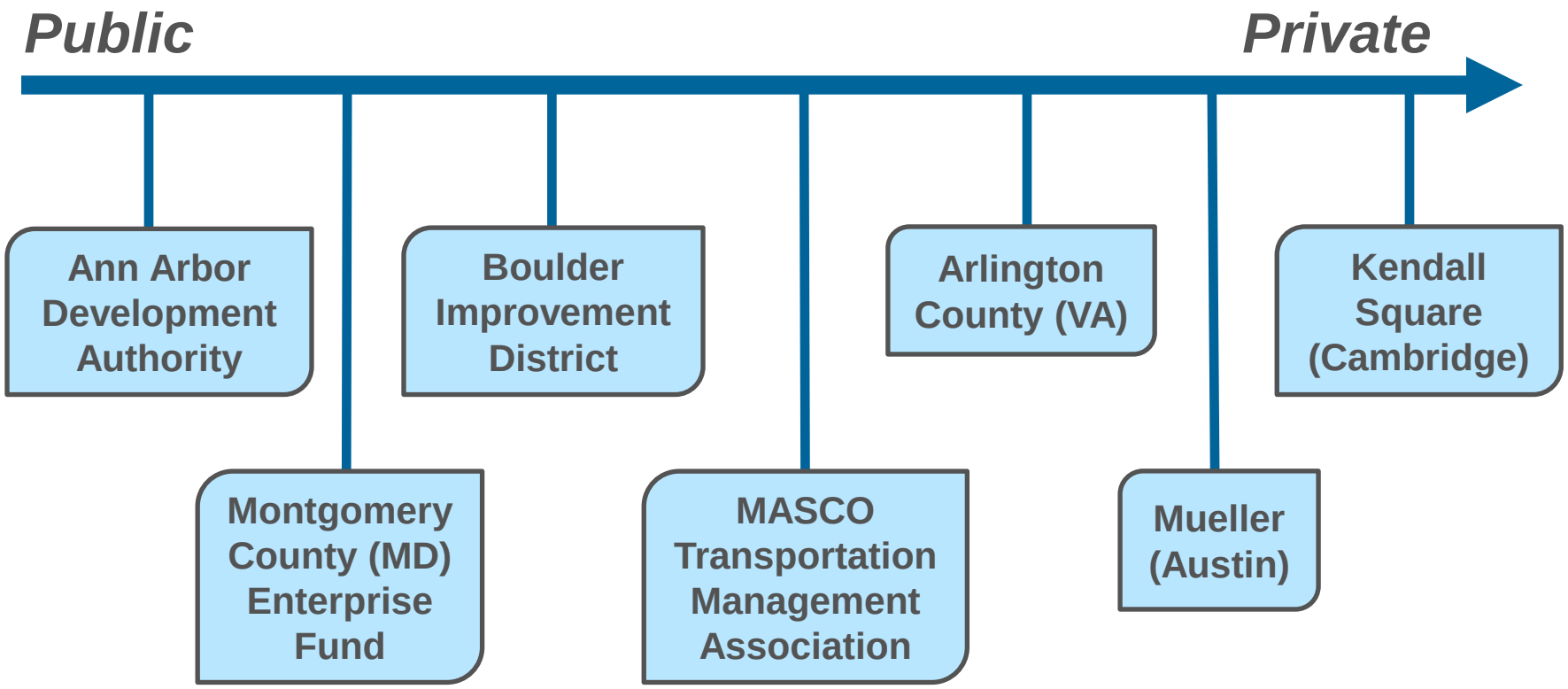
Attract tenants	Control parking costs	Promote shared efficiencies
Ensure easy access	Minimize traffic	Use other modes & make a place
Control spillover	Benefit the community	Use existing off-site resources

Parking District Principles

- **Parking districts can be managed by one or several partners, such as:**
  - Municipalities, development authority, business improvement district, master developer, district-area transportation management organization

- **Parking districts may include the following elements:**
  - Coordination/management of neighborhood transportation programs (with residents, tenants, owners and neighbors)
  - Construction, operations, and maintenance of parking
  - Monitoring and enforcement of on-street and off-street parking
  - Administration and communication of transit program information and benefits
  - Coordination with bike share and car share systems
  - Coordination and monitoring of other recommended tools, including valet parking, interim construction parking, and wayfinding systems

Parking District Spectrum



Development Authority: Ann Arbor, MI

Promote physical and economic development growth in key business districts, typically in downtown areas.

Public Sector

- **Overview:** Authority promotes multimodal transportation and controls on- and most off-street downtown parking
- **Parking Inventory:** ~7,100 spaces
- **Primary Builders/Owners:** City of Ann Arbor; Downtown Development Authority (DDA)
- **Financing:** Tax Increment Financing (TIF); Parking fees; ~1/3 of tax revenues generated within District
- **Transit Access and TDM Programming:**
  - 27 bus routes and Park and Ride lots
  - Universal Transit Pass program; getDowntown program; Zipcar sponsorship with UM

Improvement District: Boulder, CO

Improvement districts are often responsible for maintaining parking operations and services in designated districts. These districts are often partnerships between municipal departments, local organizations, private developers, and private businesses.

Public/Private Sector

- **Overview:** Responsible for parking operations and downtown-related services.
- **Parking Inventory:** ~7,000 spaces
- **Primary Builders/Owners:** City of Boulder; private developers
- **Financing:**
  - Downtown parking revenue and property and other taxes paid by property owners; shared public parking facilities are constructed and operated by CAGID's general obligation bonds
- **Transit Access and TDM Programming:**
  - Local and regional bus services
  - Eco-pass, Guaranteed-Ride-Home program; neighborhood permit parking initiatives.

Enterprise Fund: Montgomery County, MD

Enterprise funds generally mandate that developers in a certain district pay fees in lieu of fulfilling municipal parking minimum requirements to a dedicated financing program.

Public Sector

- **Overview:** Developers pay in-lieu of building spaces to the Parking Lot District (PLD) program. PLD operates more than half of the parking in three major areas.
- **Parking Inventory:** ~20,000 spaces
- **Primary Builders/Owners:** Montgomery County DOT
- **Financing:** Each District's PLD is funded by the Ad Valorem tax (~25%), parking services (~60%), and parking fines (~15%)
- **Transit Access and TDM Programming:**
  - Three of the four PLDs are located within a half-mile of a Metrorail station
  - Contributes revenue to County's Mass Transit Fund and Transportation Management Districts

Transportation Management Association: MASCO, Boston, MA

TMAs generally operated by member institutions or businesses, and are designed to mitigate local congestion, manage parking, and operate travel demand programs in a specific area.

- **Overview:** Non-profit that serves medical area with variety of services, including transportation
- **Parking Inventory:** ~2,000 off-site and 750 on-site parking spaces
- **Primary Builders/Owners:** MASCO
- **Financing:** Parking and transportation revenues, rent, telecommunications center fees, purchasing/contracting, investments
- **Transit Access and TDM Programming:**
  - Heavy rail, bus, and commuter rail; walk/bike incentives, ERH, CommuteSwap, rideshare, Carpool/Vanpool

Public Sector or Non-Profit

Public-Private Partnership: Mueller, Austin, TX

The 700-acre Mueller site in Austin, Texas, is owned and managed by the master developer, Catellus; on-street parking is controlled by the City of Austin.

- **Overview:** Master developer and City partnership of former airport site
- **Parking Inventory:** 1,300 – 1,500 spaces (Phase 1)
- **Primary Builders/Owners:** Catellus and City with some private support
- **Financing:** Common area charges, developer payments, Catellus/Austin; O&M from tenants and users
- **Transit Access and TDM Programming:**
  - Local bus service; future commuter rail station proposed
  - Coordination of shared parking, wayfinding and signage, bike share programs, electric vehicle charging stations, employer trip reduction program

Public/Private Sector

Public-Private Partnership: Arlington County, VA

The private sector provides most of the publicly available off-street parking in Arlington. County planning staff is reluctant to develop stand-alone public parking facilities, in part, as a response to decades of minimum parking requirements that have created a consistent surplus of parking in most of its transit and mixed-use, commercial corridors.

- **Overview:** County uses market opportunities, zoning code, and incentives to rely on privately-owned parking supply in-lieu of public supply
- **Parking Inventory:** 60+ private garages
- **Primary Builders/Owners:** Private developers
- **Financing:** Private developers; user fees; in-lieu fees
- **Transit Access and TDM Programming:**
  - Metrorail lines, Metrobus, Arlington Transit
  - Limit the amount of parking spaces reserved for individual users to no more than 20% of the total parking supply

Public/Private Sector

Public-Private Partnership: Kendall Square, MA

Kendall Center's parking facilities are owned and operated by Boston Properties, a real estate investment trust. The goal is to provide centralized parking facilities for Kendall Square employees and visitors.

Public/Private Sector

- **Overview:** Three shared garages in larger district owned/operated by real estate investment trust
- **Parking Inventory:** 2,748 spaces
- **Primary Builders/Owners:** Boston Properties
- **Financing:** Private development; land purchased from Cambridge Redevelopment Authority under Urban Renewal Program
- **Transit Access and TDM Programming:**
  - Red Line heavy rail; buses; TMA funded buses; private shuttles
  - TMA membership; carshare/ bikeshare; on-site daycare; on-site showers and lockers; parking cash out

Supporting Strategies

People First: Safe transportation for everyone.

Connectivity: Improve access by adding key connections.

Bicycle Friendly: Support regional bicycle travel.

Transit Accessible: Accommodate growth through efficient transit.

Networked District: Link the district using technology and placemaking.

Zoning: Encourage mix of uses, minimize parking requirements, require shared parking

Supporting Strategies

Roadway Strategies: Balance the need for all modes, and provide safe and reliable auto access.

Parking: Balance demand with existing supply.

Transportation Demand Management: Improve non-driving mobility for residents and commuters.

New Development: Leverage new development for opportunities to improve multimodal travel.

Mobility as Placemaking: Strengthen a sense of place through safe multimodal access.

Thank You!

Ralph DeNisco

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Lance Bernard
SRF Consulting

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TOWERSIDE

THE MSP INNOVATION DISTRICT

Parking District Framework

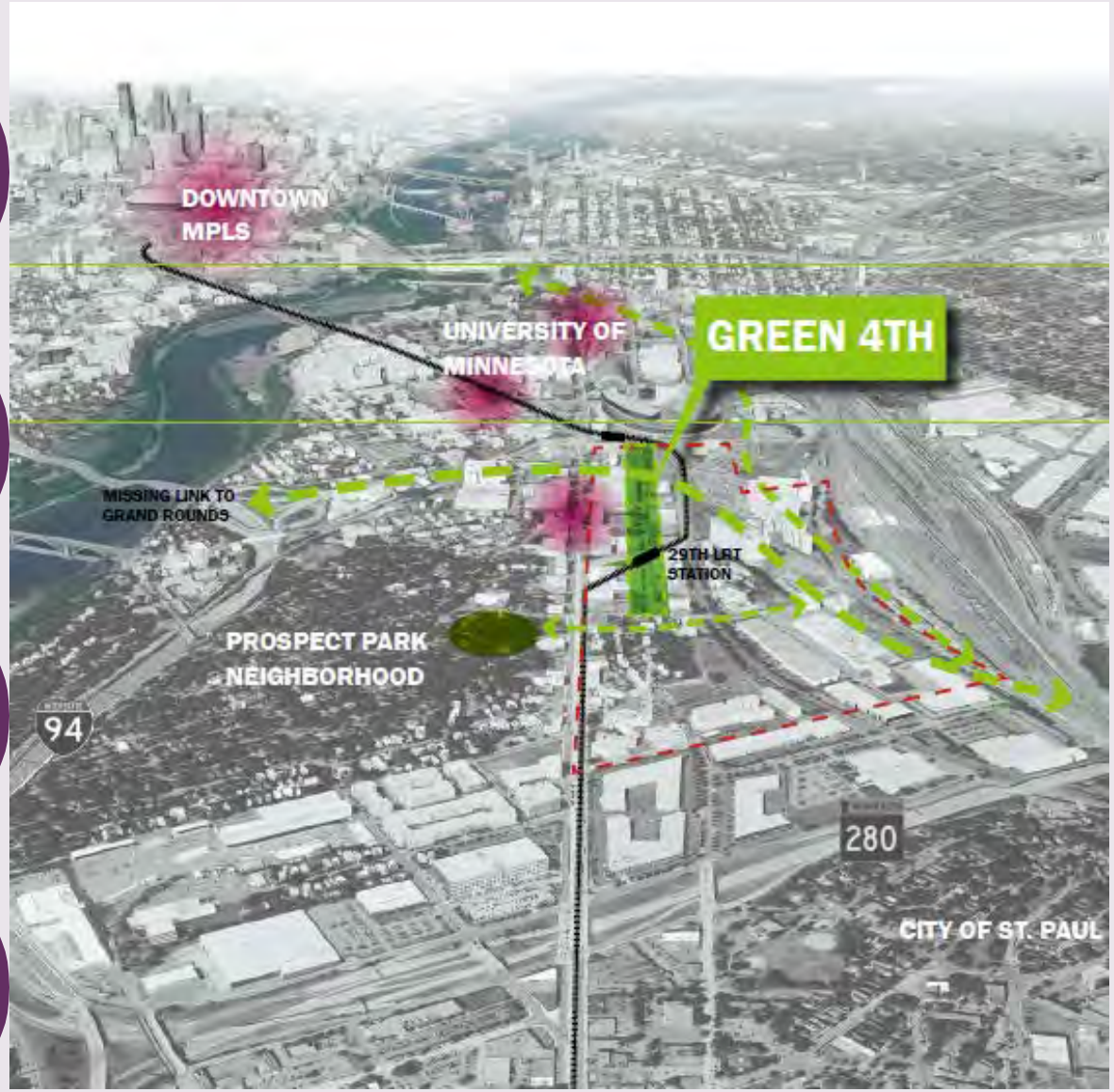
TOWERSIDE

THE MSP INNOVATION DISTRICT

THE DISTRICT

STUDY AREA

THE DISTRICT'S VISION



STUDY PARTNERS

- Metro Transit
- Prospect North Partnership
- City of Minneapolis
- City of Saint Paul
- Community Stakeholders

- SRF Consulting Group, Inc.
- Nelson\Nygaard

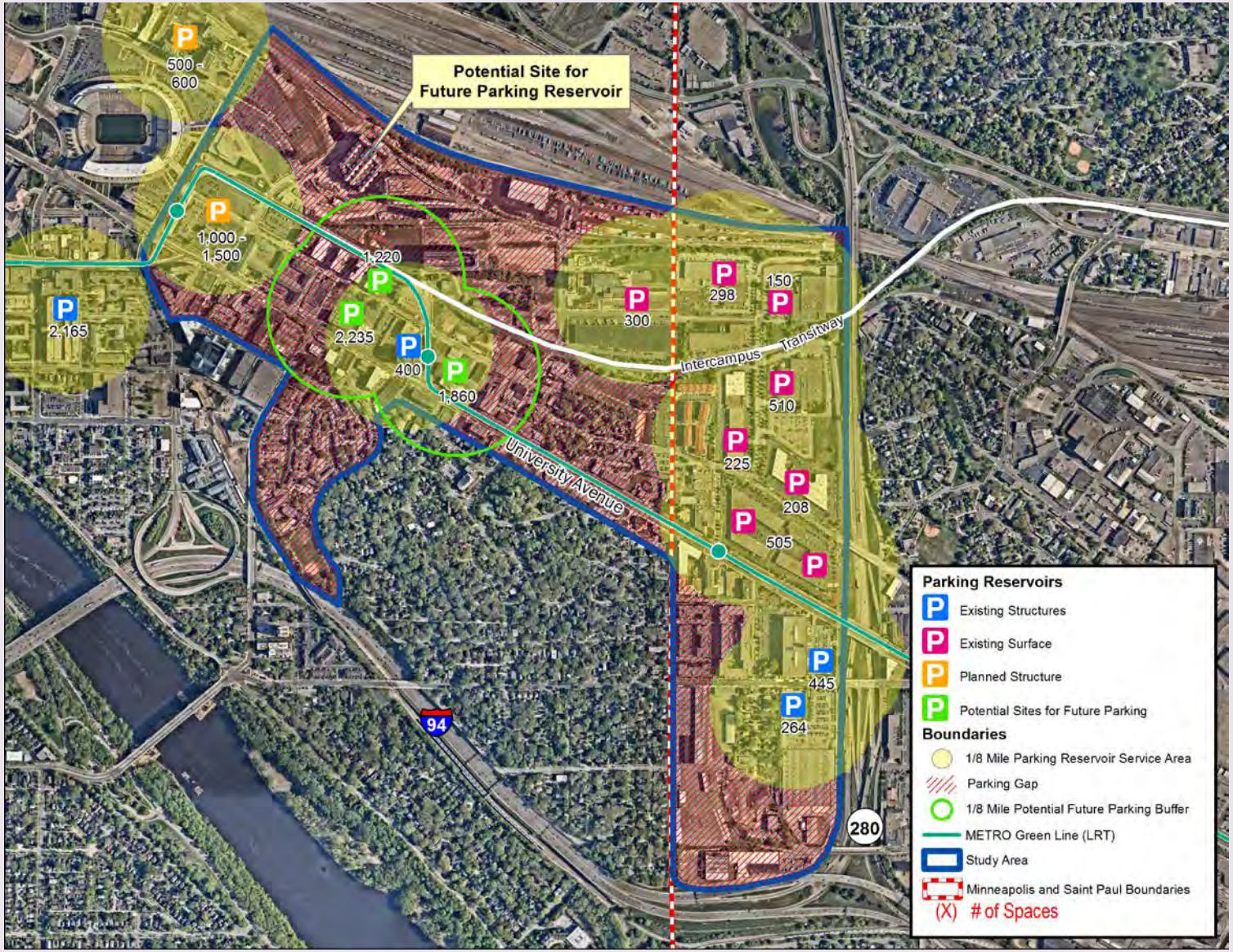
TOWERSIDE

THE MSP INNOVATION DISTRICT

THE CHALLENGES

THE BIG QUESTIONS

- When is the development coming?
- How much parking do we need and where?
- How do we embrace a district-wide parking approach?
- Who is going to own, maintain and operate district parking facilities?



TOWERSIDE

THE MSP INNOVATION DISTRICT

THE FINDINGS

DATA DRIVEN PROCESS

Utilization Counts

Customized Parking Generation Rates

Mode Split Goals

District-Wide Parking Model

PARKING NEEDS

Land Use	Min Reg.	Max Reg.
Multifamily	0.50 spaces per 1 unit	
Office	1 space per 1,000 sf	3.39 spaces per 1,000 sf
Commercial and Mixed Use	1 space per 1,000 sf	1.52 spaces per 1,000 sf
Makerspace	0 to 1 space per 1,000 sf	

TOWERSIDE

THE MSP INNOVATION DISTRICT

THE FRAMEWORK

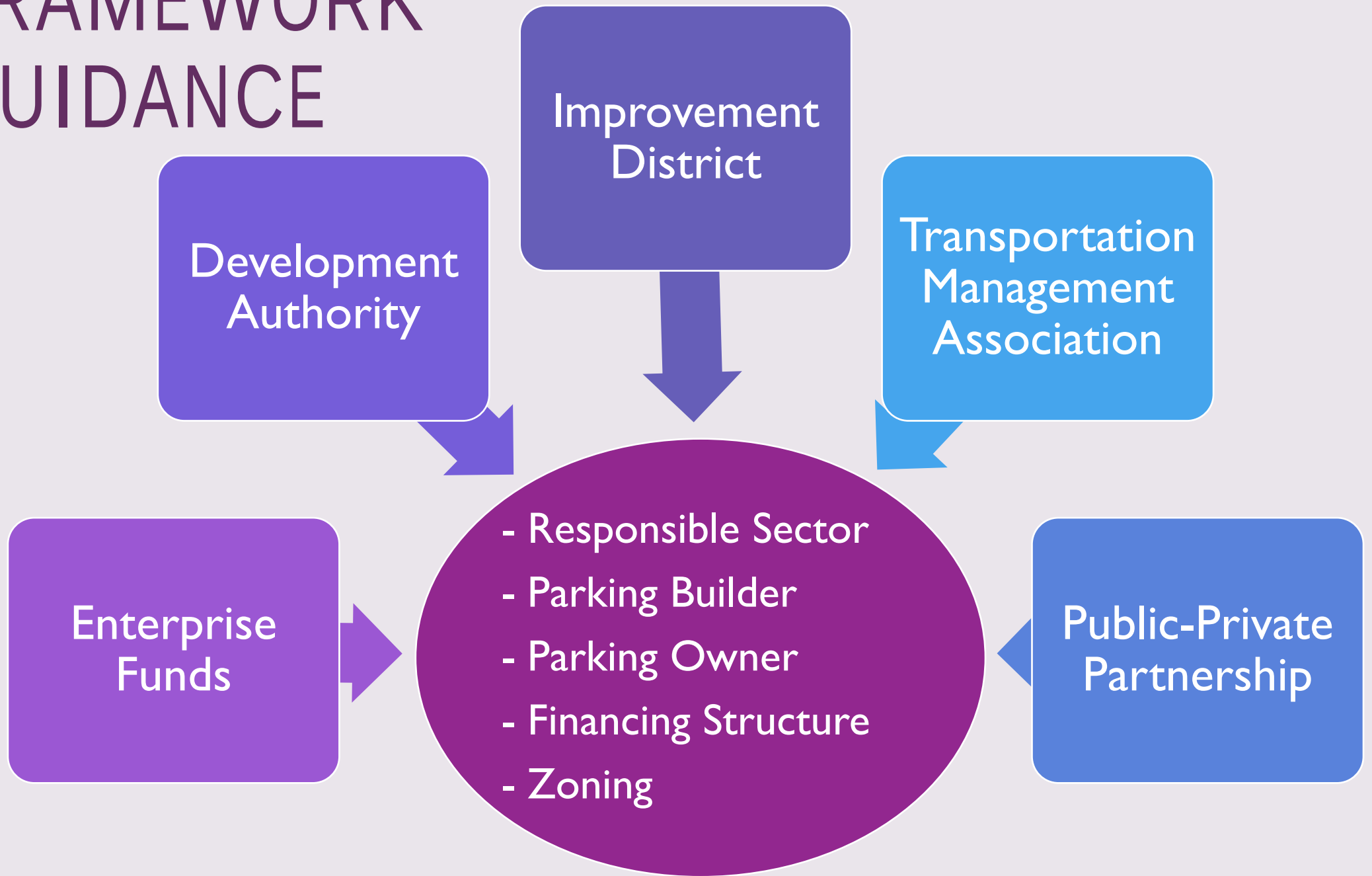
DISTRICT WIDE PARKING APPROACH

- Enterprise Funds
- Development Authorities
- Improvement Districts
- Transportation Management Associations
- Public-Private Partnerships

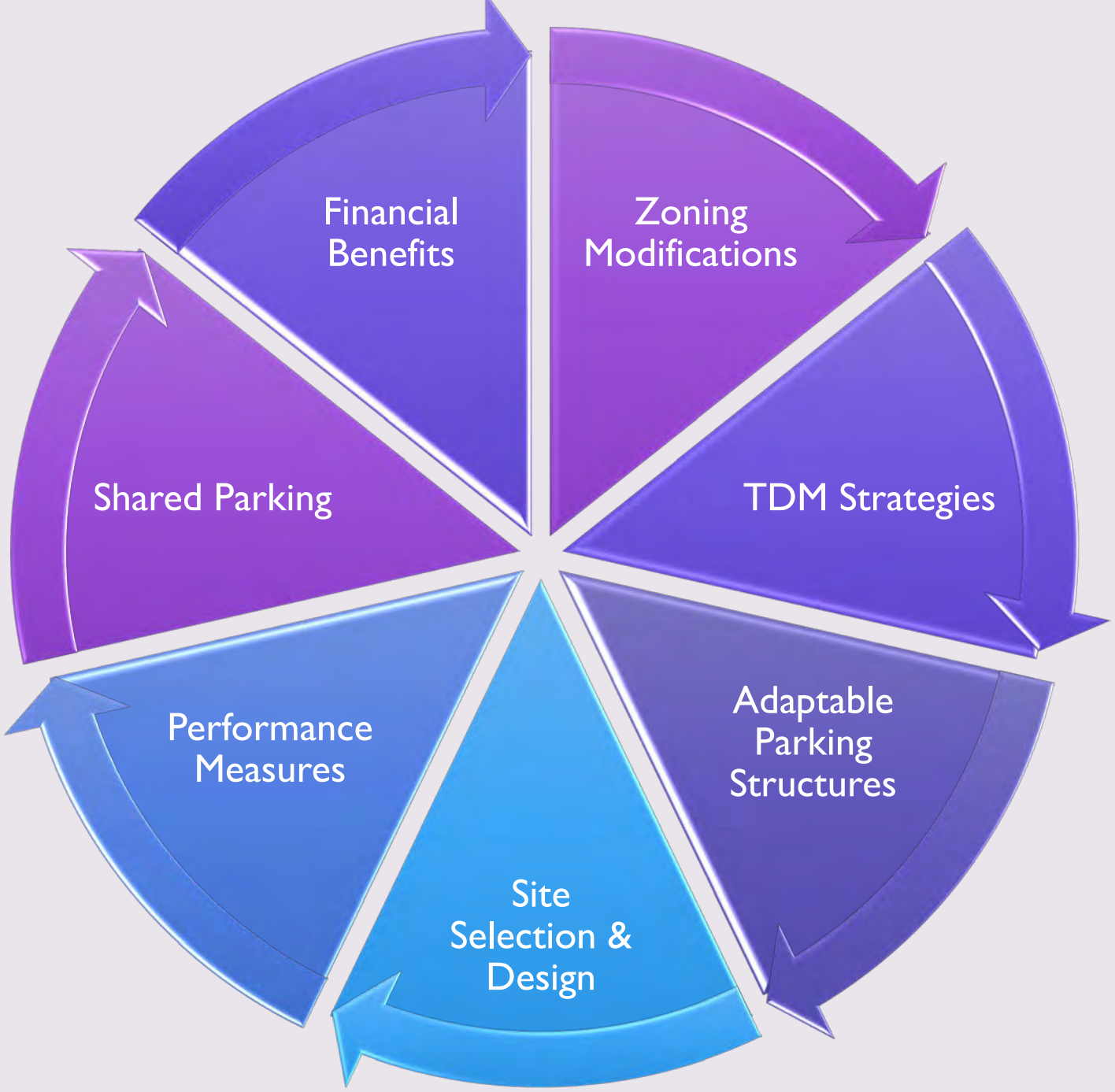
TOWERSIDE

THE MSP INNOVATION DISTRICT

FRAMEWORK GUIDANCE



FRAMEWORK TOOLS FOR ALL



TOWERSIDE
THE MSP INNOVATION DISTRICT

THANK YOU

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Kersten Elverum
City of Hopkins

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Metro Transit TOD Forum

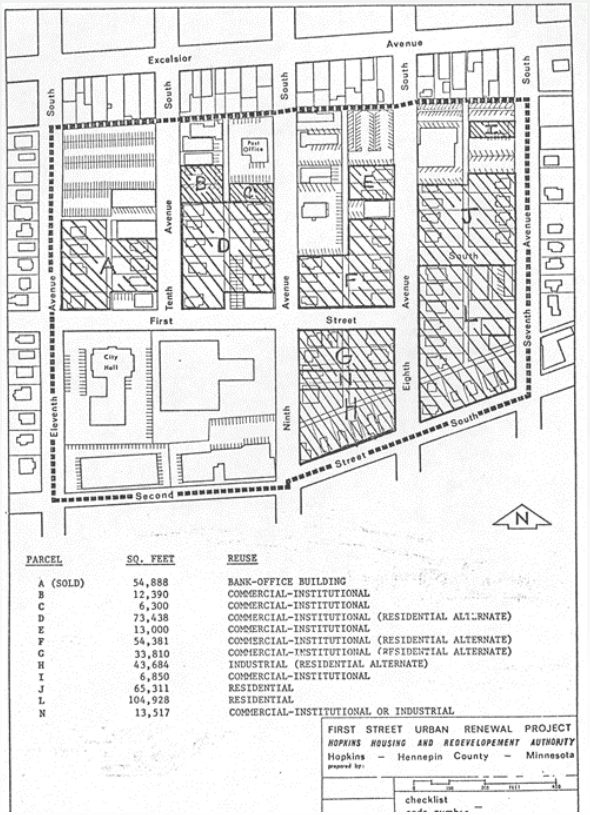
District Parking as an Economic Development Tool

Kersten Elverum
City of Hopkins

HOD (Horse-Oriented District)

OPERA HALL
Golden Grain Belt Beers
GROCETERI
LUNCH ROOM
GO'S BEERS
ROYAL
BILLIARDS
6401, EXCELSIOR AVE. HOPKINS, MINN.,
P188.2

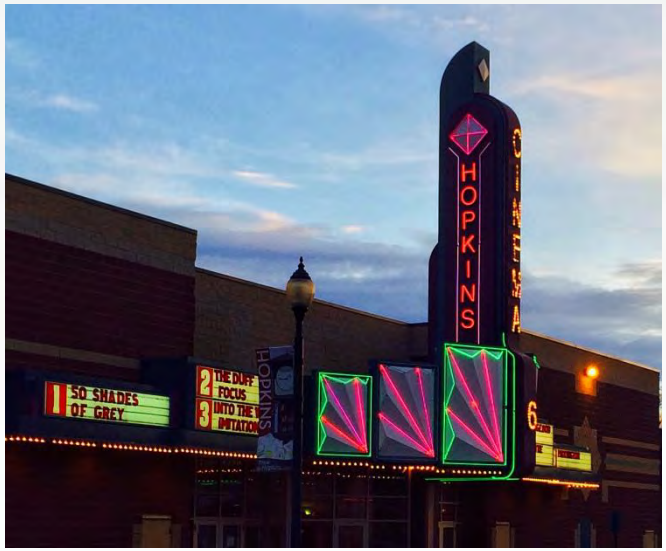
Urban Renewal Created District Parking Opportunity



PARCEL	SQ. FEET	REUSE
A (SOLD)	54,888	BANK-OFFICE BUILDING
B	12,390	COMMERCIAL-INSTITUTIONAL
C	6,300	COMMERCIAL-INSTITUTIONAL
D	73,438	COMMERCIAL-INSTITUTIONAL (RESIDENTIAL ALTERNATE)
E	13,000	COMMERCIAL-INSTITUTIONAL
F	54,381	COMMERCIAL-INSTITUTIONAL (RESIDENTIAL ALTERNATE)
G	33,810	COMMERCIAL-INSTITUTIONAL (RESIDENTIAL ALTERNATE)
H	43,684	INDUSTRIAL (RESIDENTIAL ALTERNATE)
I	6,850	COMMERCIAL-INSTITUTIONAL
J	65,311	RESIDENTIAL
L	104,928	RESIDENTIAL
N	13,517	COMMERCIAL-INSTITUTIONAL OR INDUSTRIAL

FIRST STREET URBAN RENEWAL PROJECT
HOPKINS HOUSING AND REDEVELOPMENT AUTHORITY
Hopkins – Hennepin County – Minnesota

Structured Parking to Support Future Redevelopment

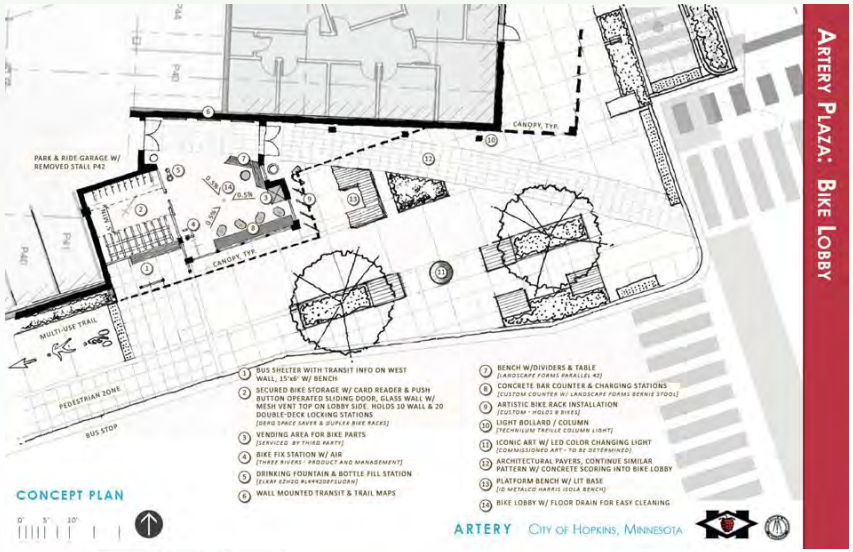

HOPKINS
1 50 SHADES OF GREY
2 THE DUFF
FOCUS
3 INTO THE
IMITATION
HOPKINS

Benefits of District Parking

- City ownership provides opportunities for other uses
- Financial incentive for start-ups and small business
- Maximizes the use of space

Mainstreet is Being Reclaimed for People

Bike & Pedestrian Infrastructure



Tweaking the System

Recommendations

- Don’t plan for maximum demand – handle that off-site
- Diagram use of space for buildings, cars & people
- Put in place zoning that requires efficient parking

Questions?

Bill Neuendorf

City of Edina

Creating a Parking District

Metro Transit TOD Forum

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EDINA

The CITY of EDINA

Municipal Parking

Time Tested Strategy for Economic Stability and Growth

City of Edina, MN
Bill Neuendorf, Economic Development Manager

July 21, 2016

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The CITY of EDINA

- 500,000 SF commercial space
- 100+ businesses
- Condominiums
- 1,020 public parking stalls
- Private parking & Mpls lot too

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EDINA

The CITY of EDINA

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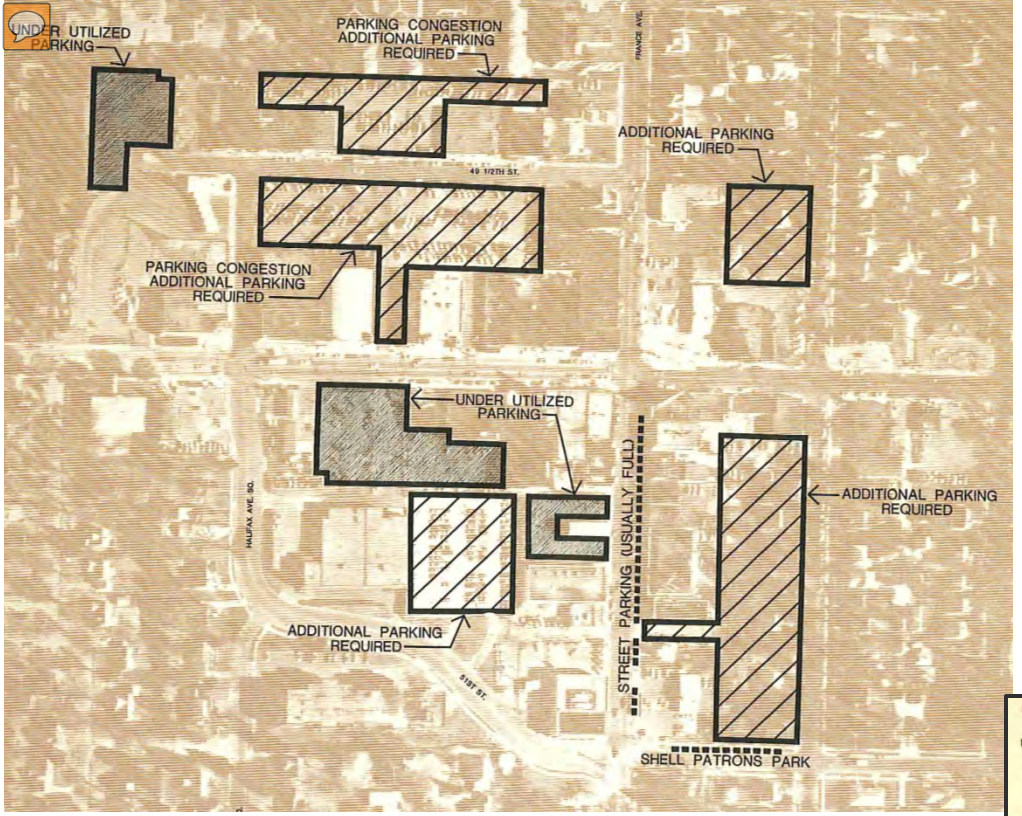

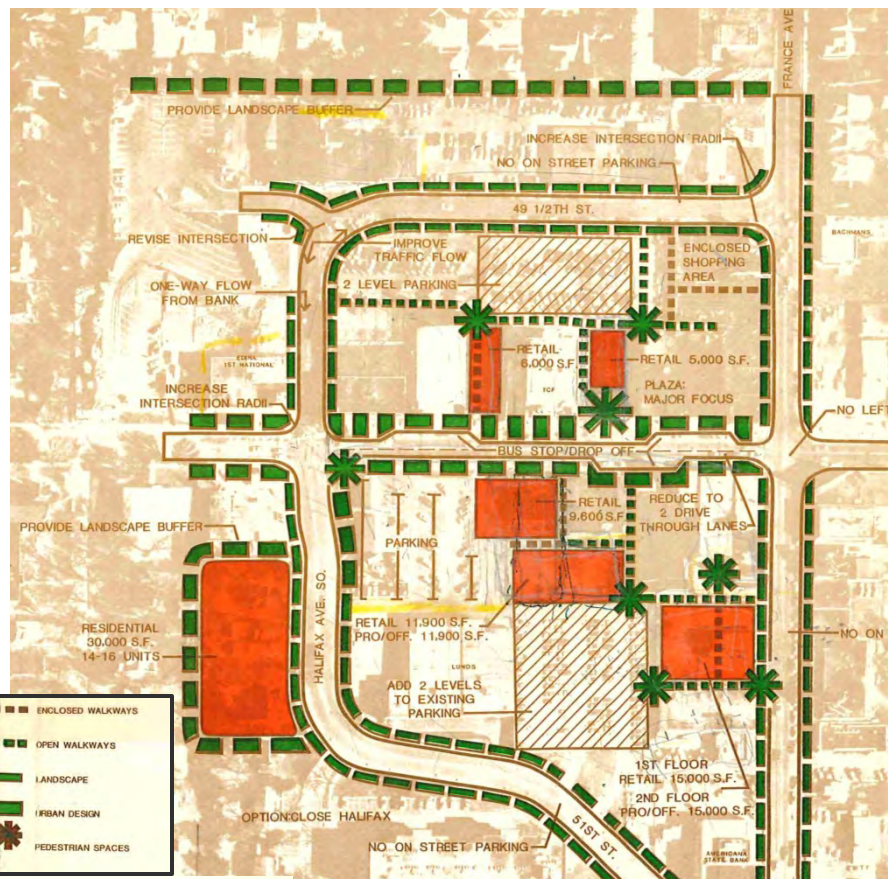

1974 Redevelopment Study

50th & FRANCE

COMMERCIAL AREA PLAN FOR THE CITY OF EDINA

STREET PARKING
ADDITIONAL PARKING REQUIRED
UNDER UTILIZED PARKING

PARKING SUMMARY

BRW

1968

The CITY of
EDINA

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EDINA

The CITY of EDINA

1976

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1991

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2014-2015 Campaign to address Customer Expectations

1) Customer experience and perception
    1) Safety
    2) Attractiveness
    3) Convenience
2) New & returning customers
3) Find balance for tenants
    1) CAM & Taxes
    2) Revenue & Profit

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The CITY of EDINA

Lessons learned

1) Parking is NOT free; capital investment, maintenance & operations require commitment from City officials, property owners & tenants.

2) Customers and business owners have been conditioned to demand FREE parking – retailers not ready to risk change.

$4.2 million restoration
Completed in 2014-15

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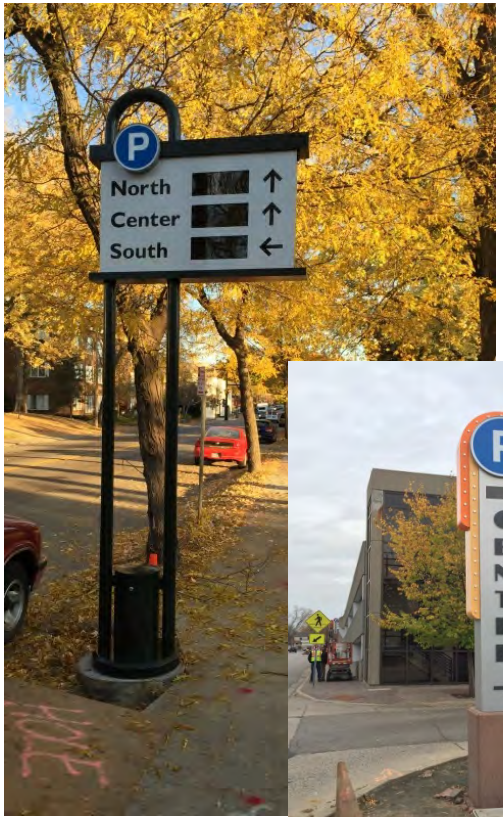
The CITY of EDINA

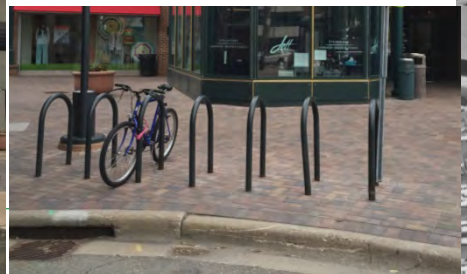
Lessons learned

3) District parking is difficult but is more efficient and more cost effective than private/individual parking.

4) Better managed parking and convenient alternatives are less expensive than expansion.

5) Don’t forget fundamentals and be prepared to change.





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EDINA

The CITY of
EDINA

Thank You

Thank You!

Please enjoy a quick break before the Interactive Parking District Design Exercise begins at 9:45

Metro Transit

Thank You

SRF Consulting
Nelson\Nygaard
Metropolitan Council
Towerside Innovation District
University of Minnesota

City of Edina
City of Hopkins
City of Minneapolis
City of Saint Paul

In Partnership With:

Twin Cities LISC
AEON
Kage Imagery
Center for Policy, Planning, and Performance