



## ***PARKING STRATEGIES FOR COMPREHENSIVE PLANS***

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Allocating the appropriate amount of parking to meet land use needs can be challenging. Providing too much parking can result in underutilized lots, while not enough parking can negatively impact the vitality of an area (e.g., downtowns, business parks, and mixed-use districts). More importantly, parking needs to be balanced with new development that supports active modes of transportation (e.g., walking, biking, transit, and carpooling), integrates a complete streets approach, and values a high-quality public realm. While not a required plan element, the comprehensive plan can help achieve this balance by recognizing various parking strategies and approaches.

- **District Wide Parking:** A parking district defines an area to be managed holistically from a parking and transportation perspective. A district-wide parking approach allows all users (vehicles) within a geographical area to utilize parking reservoirs, while taking into consideration a reduction in parking to support active modes of transportation. Overall, this approach to parking helps reduce the need to build parking facilities for each individual development.
- **Travel Demand Management (TDM) Strategies:** Research has shown that TDM strategies are a useful technique in helping alleviate parking demands. TDM strategies are applied to help reduce the number of single-occupancy vehicles traveling and parking in a certain area. Travel Demand Management Plans (TDMPs) are often required by cities and used by developers (for commercial, residential, and other development types) to promote alternative modes of transportation.
- **Shared Parking:** Shared parking is the simple concept of utilizing parking facilities jointly among different buildings or businesses in an area to take advantage of different peak parking characteristics. This can be addressed as part of your land use controls.
- **Parking Requirements:** Cities should consider zoning code updates to support smart parking strategies to reduce parking demands. Site plan review requirements may include maximum parking requirements (forgoing minimum requirements), flexibility in providing parking off-site, and incentives for shared parking.
- **Adjust Parking Prices:** A good way to control demand is through proper pricing. However, it can be difficult to determine a precise shift in demand for change in price. For example, there are many factors that can affect elasticity including the user's income, distance from home to location, availability, convenience, and cost of other transportation alternatives.
- **Parking Technologies:** Integrating the use of new technologies is an effective strategy to manage parking. The demand for these services has grown to meet the needs of the customer, who now typically pay by phone or credit/debit card. Innovative technologies are now addressing autonomous vehicles.
- **Wayfinding:** Wayfinding systems serve an important role well beyond responding to the need for basic navigating, identification, and information. From a parking perspective, wayfinding elements can help direct people to underutilized parking facilities and enhance their experience.

Smart parking strategies can have a positive impact on our communities, by reducing single-occupancy vehicle trips, while supporting active modes of transportation.

Additional resources to consider: [National Parking Association](#), [International Parking Institute](#), [Victoria Transportation Institute](#), and also, the Metropolitan Council's [TOD Guide](#).

