



RIGHT SIZE PARKING

Multi-family Parking Strategies Toolkit

JANUARY 2015



Introduction

This guide presents a set of tools that developers and property managers can use to better manage parking supply in multifamily buildings. Some of these tools can reduce the amount of parking needed to serve residential demand, resulting in a significant positive impact on project bottom line in terms of both construction costs and rent. Others can increase parking utilization and create new revenue streams.

By encouraging alternatives to driving, these parking strategies can help facilitate transit-oriented development, protect the environment, reduce congestion, and support local businesses. Reduced parking can also earn points in green building ratings systems such as LEED.

The tools in this guide address pricing, transportation demand management, design, and parking management. They can be applied to new developments or existing buildings, and many work best when combined in a multi-pronged approach. A case study that employed some of the recommended tools is included at the end of the document.

This “toolkit” is intended only as an overview of the best tools. Further details on implementation can be obtained from widely available publications or from a parking or transportation demand management expert.

Additional *Right Size Parking* resources can be found at:

Right Size Parking Project

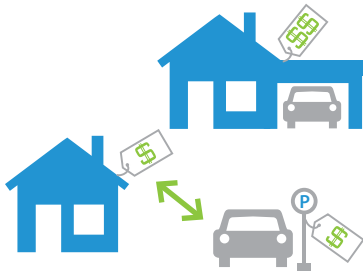
metro.kingcounty.gov/up/projects/right-size-parking/

King County Multi-Family Residential Parking Calculator

www.rightsizeparking.org



1. Pricing



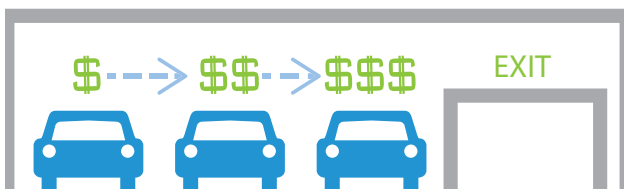
a. Unbundling

Housing and parking are often combined in rents, concealing the cost of parking. To “unbundle” parking is to charge separately for parking spaces from

rent or purchase price, allowing residents who do not own a car to avoid paying for a parking space they will not use. Residents who need parking still have the option of buying it, while unused spaces can be leased to non-residents, creating new revenue streams.

b. Market Pricing

Rents typically charged for parking don't cover the costs of building and providing that parking. Charging parking prices that reflect the full costs of construction, operation, and maintenance results in a more efficient allocation of parking resources by helping residents understand the true cost of car ownership.



c. Flexible Pricing

The value of parking spaces varies. The most convenient parking, such as a reserved stall or a space near an exit, can command higher prices than spaces that are less convenient. Applying flexible, market-based pricing can help improve utilization of all stalls and increase revenue.



d. Public Parking

Excess parking capacity can be a source of new revenue if the facility is opened up to external, public customers. Depending on the availability of the excess capacity, payment could range from long-term monthly, to short-term hourly.

e. Transportation Demand Management Fund

Revenue from priced parking can be pooled to support transportation demand management strategies, such as transit passes,



information, car sharing memberships, or bicycle storage or maintenance facilities (see next section). Supporting transportation alternatives can attract tenants who wish to forgo car ownership and direct more of their income to rent.

2. Transportation Demand Management



a. Car Share

Convenient car sharing enables car-lite lifestyles and increases parking efficiency because multiple car-share users effectively share the same parking spot. Owners can promote car sharing by setting aside dedicated spaces for providers such as Zipcar and Car2Go, and by offering free or subsidized car share memberships to residents.



b. Peer-to-Peer Car Share

New web-based services such as RelayRides allow individuals to rent their personal car directly to others. Property managers can facilitate this type of sharing among their residents through education, incentives, or even by supplying their own fleet on site, which could be a source of new revenue.

New web-based services such as RelayRides allow individuals to rent their personal car directly

c. Bike Share

Bike shares such as Seattle's Pronto provide a fleet of bicycles located throughout the city. Property managers can offer memberships to residents at discounted rate. There also may be opportunities to partner with bike share operators to place share bikes on site. In locations where bike share is not available, the building could provide a small fleet of share bicycles for residents.



d. Transit Passes

The provision of subsidized transit passes, like Metro's Multifamily ORCA Passport Program, can help introduce new residents to the transit system, potentially reducing car ownership and demand for parking, which frees up space in the garage for other customers. A car-lite lifestyle can also help residents afford more housing, enlarging the market for rentals.

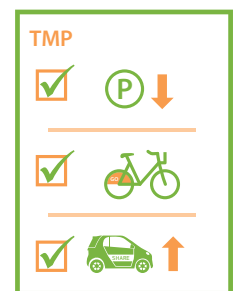


e. Transportation Information

Transportation in a complex urban environment can be confusing. Simply providing information to residents can help them find the best option to suit their needs, especially for those new to an area. For example, real-time transit information displays can be integrated into building lobbies.

f. Transportation Management Plan (TMP)

TMPs provide a coordinated set of strategies to increase transportation options and efficiency, and they can play an important role in optimizing parking resources. Property managers can set goals and establish a plan to ensure funding is available to improve residents' mobility choices. A robust TMP could support a parking reduction or mitigation required by a city.



3. Design



a. Safety

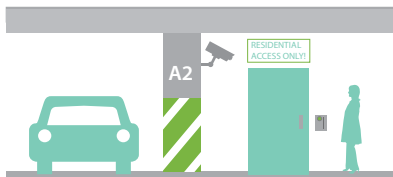
The potential for crime and injury can be reduced through design features such as good lighting,

restricted access, clear border definitions, safe pedestrian paths inside and outside the garage, and vehicle speed controls. A safe parking garage will attract a wider customer base in addition to reducing injury risk.

b. Resident Security

Residents may have security concerns when their parking facility is shared with

non-residents. Where possible, residential entrances should be separated from parking entrances with access controls such as key cards. Additional measures include surveillance cameras and on-site staff.



c. Aesthetics & Cleanliness

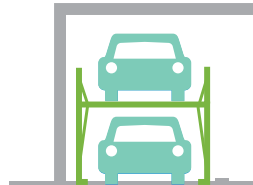
To ensure the best user experience parking facilities should be clean, well lit, and properly maintained. Both residents and external users are likely to be more receptive to paying for parking when the facility is pleasant to visit.



d. Varying Stall Sizes

Garage efficiency can be optimized by

allocating a mix of spaces for different size vehicles and motorcycles. Stalls for compact cars consume about 20% less space than full size stalls, and may fit in otherwise unusable spaces. With the increasing popularity of ultra-compact cars such as Smart Cars, “micro” parking stalls, which consume 25% less space than typical compact stalls, may also be an option. Motorcycle users can be allowed or incentivized to share spaces.



e. Tandem Stalls & Lifts

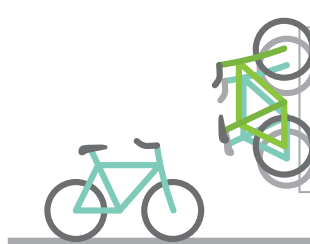
The space used per parked car can be reduced with tandem spaces that park two cars end-

to-end, or with mechanical lifts that stack cars vertically. These arrangements work well for owners of two cars, or for two people who can coordinate; residents can self-operate the lifts. Reduced prices or other incentives can offset the inconvenience of tandem stalls and lifts.

f. Adaptive Reuse

A parking facility with flexibility for different future uses creates the

most long-term value for the owner. Garages can be designed to anticipate change — for example, by adding provisions to enable the replacement of car parking with bike parking, storage, or work space.



g. Bike Facilities

Safe and convenient bicycle storage is a must for residents who use a bicycle. Options include bike rooms, lockers, racks,

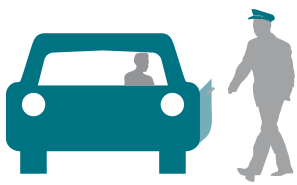
and maintenance areas. These facilities often qualify for points in green building rating systems.

h. Car Share & Bike Share



Projects can be designed to accommodate car share vehicles or a bike share station in the garage or elsewhere on the site where it's convenient to both internal and external users. These amenities can be marketed to residents who want to live a car-lite lifestyle.

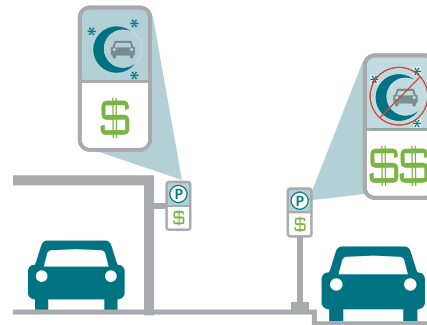
4. Parking Management



a. Valet Parking

The use of an attendant to park and retrieve cars can increase parking capacity by 20-40% on-site and is especially suitable

for handling peak loads during busy periods or special events. Parking management companies can provide valet services as needed.



d. Spillover Management

The threat of spillover parking in the surrounding neighborhood can derail the development process. Proactive strategies to ensure that residents will use parking on-site can help keep neighbors happy while increasing parking utilization.

b. On-site Shared Parking

Multiple uses sharing spaces at complementary times can typically

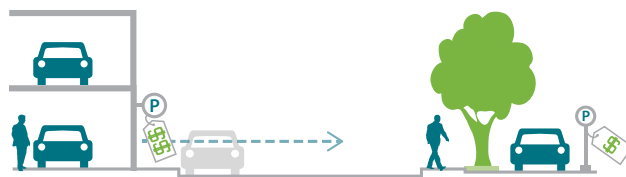


accommodate 20-40% more users in the same amount of space. When parking can be shared in garages that serve both residential and commercial uses, it reduces the required size of the garage.



e. Real time information

Information on price and availability of stalls updated in real time can greatly enhance the parking user experience. Internet and mobile phone apps can actively manage demand and prices, fed by data from sensors installed at entry and exit gates or at each space.



c. Off-site Shared Parking

Parking can also be shared with off-site facilities, reducing the need for on-site parking. Existing underutilized parking located nearby can be offered to residents for a discounted rate, an option that may be especially attractive to residents who only use their cars on the weekend.

Case Study: Tudor Manor, Redmond, WA



Tudor Manor in Redmond, WA. (Image credit: Hotpads.com)

Completed in 2011, Tudor Manor is a LEED Platinum apartment building consisting of 61 “mini-suite” units that are less than 350 square feet in area and have shared kitchens and commons spaces. With the goal of promoting environmental sustainability and housing affordability, the developer, Natural & Built Environments (N&BE), wished to minimize parking.

Redmond’s zoning code allows for parking reductions below required minimums with an approved Transportation Management Program (TMP). N&BE worked with the City to develop a TMP intended to test the following strategies for reducing single-occupancy vehicle (SOV) use and associated parking demand. TMP strategies include:

1. Designate a transportation coordinator
2. Conduct an annual occupant survey
3. Provide an alternative transportation information center
4. Make ride-matching services available
5. Give preferential parking to high occupancy vehicles
6. Provide ample bicycle parking
7. Provide incentives including subsidized transit passes and bicycle purchases
8. Increase resident awareness of the TMP

The agreement included contingencies to reduce parking demand by combining units and/or by renting only to tenants without vehicles if TMP targets were not met.

The project was built with 34 parking spaces, including 15 tandem stalls and four compact stalls. Parking was unbundled from unit rent and priced at \$60 per month. Non-car-owning tenants were provided a public transit credit of \$25 per month.

Since Tudor Manor’s 2011 opening, the building has exceeded the TMP goals. A 2012 study indicated trip generation rates 82% lower than the national standard for a similar development. A 2013 resident survey found that 40% of respondents commuted by public transit, 27% commuted by single occupant vehicles, 19% biked or walked, and the remaining 14% commuted by carpool. Four car parking spaces were converted to bike parking and storage due to a lack of tenant demand for parking.

Several unique factors contributed to the success of the TMP at Tudor Manor, including small unit and household sizes, a location within walking distance of public transportation, a demographic that was less likely to be car-dependent, and a large number of tenants employed at nearby businesses. This case study illustrates how a TMP can be tailored to fit the unique characteristics of a project to support the goals of both the developer and the community.

