

## PARKING ANALYSIS + STRATEGY.

INNOVATION SQUARE.

09.16.2013.





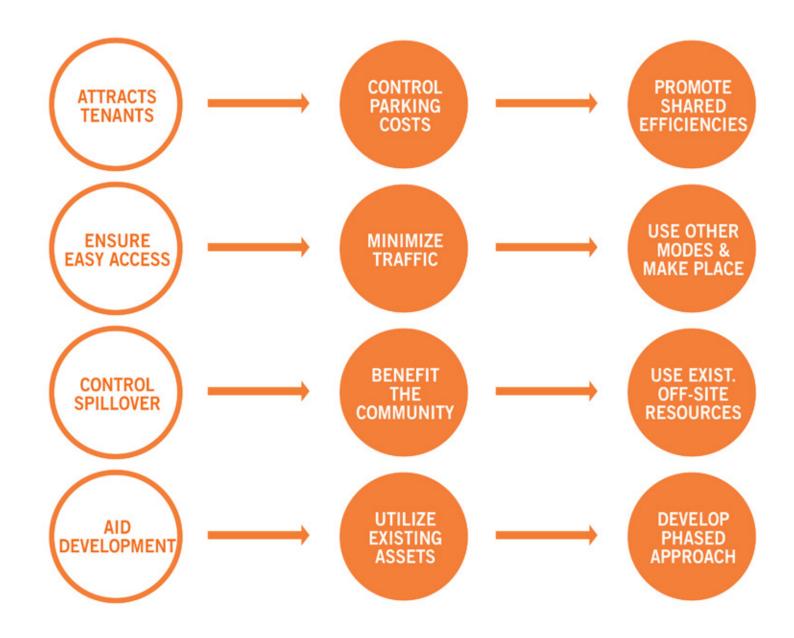


## INTRODUCTION.



A parking strategy that consolidates and manages parking capacity makes it possible to create a vibrant district that encourages walkability and promotes alternative forms of transportation.

## PARKING STRATEGY BENEFITS.



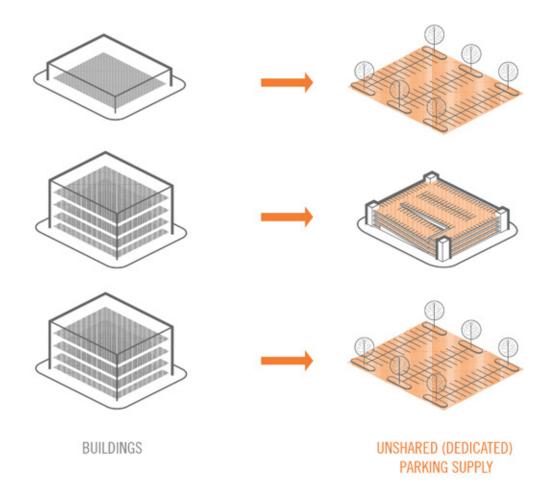
#### SCOPE.



- A. Documentation & analysis of existing parking assets
- B. Document & analysis of existing mobility facilities
- C. Short-term parking demand & needs assesment
- D. Parking ratio analysis & methodology

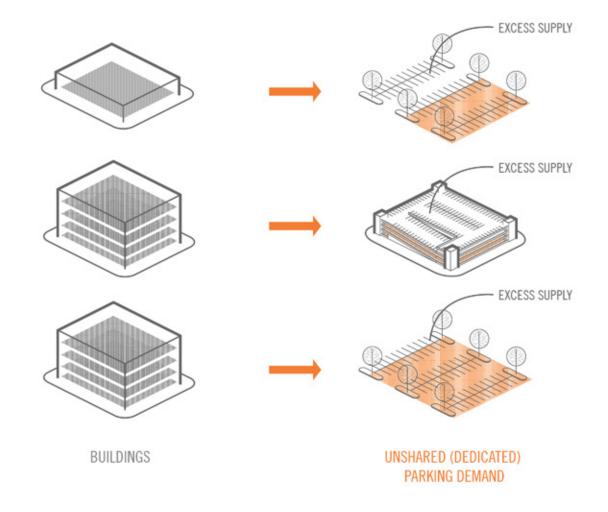
- E. Phasing plan & implementation strategy (location, size, costs by facility)
  - » examination of need & associated impacts of structured parking
  - » Phasing plan & implementation strategy for structured parking
- F. General financing options for facilities (surface & structured)
- G. General management options for parking facilities

## DEDICATED PARKING SUPPLY.



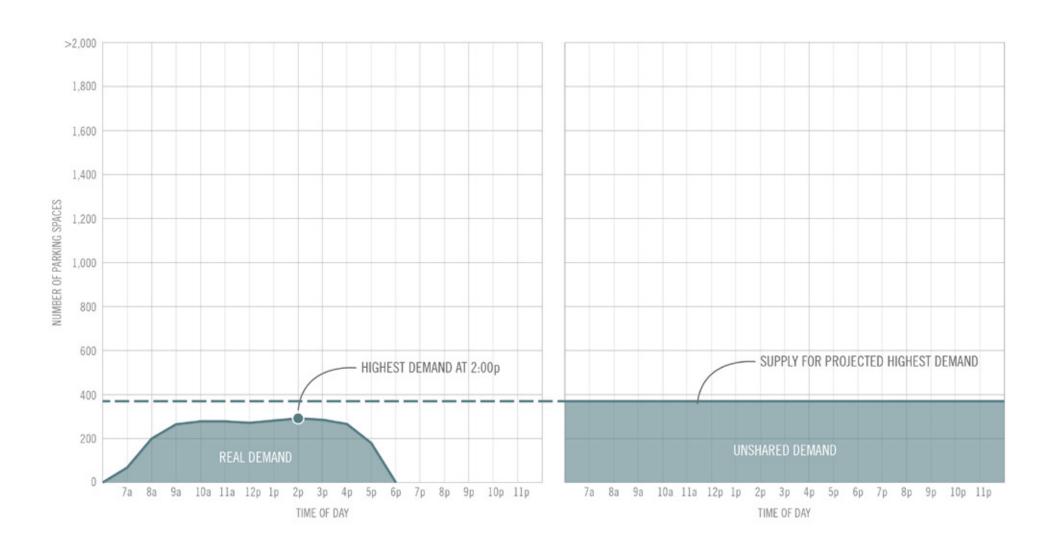
In typical development scenarios, parking is supplied with and dedicated to each individual building.

#### UNSHARED DEMAND.

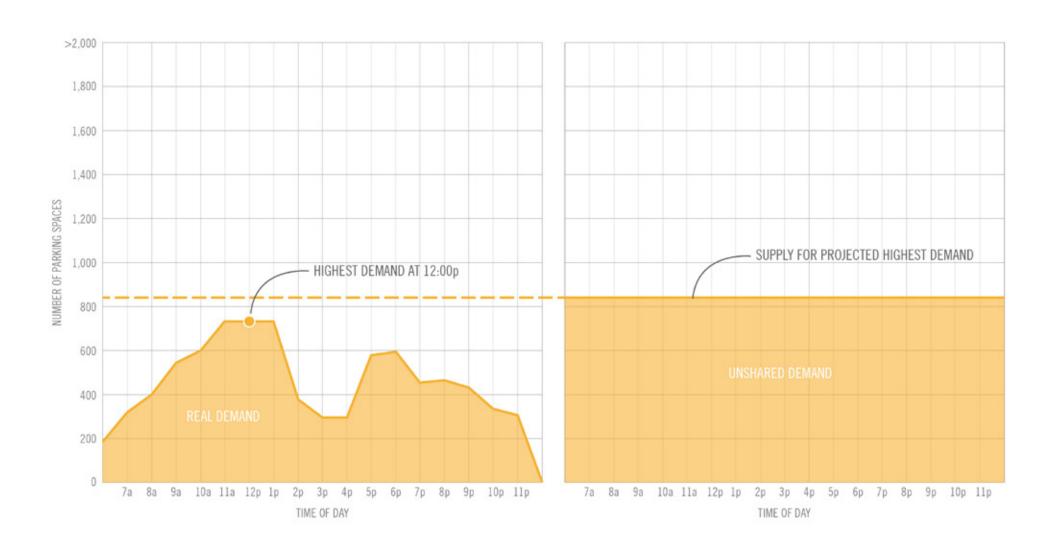


Actual demand for each building varies greatly by tenant, time of day, and many other factors. Often the result is parking that is over supplied compared to demand.

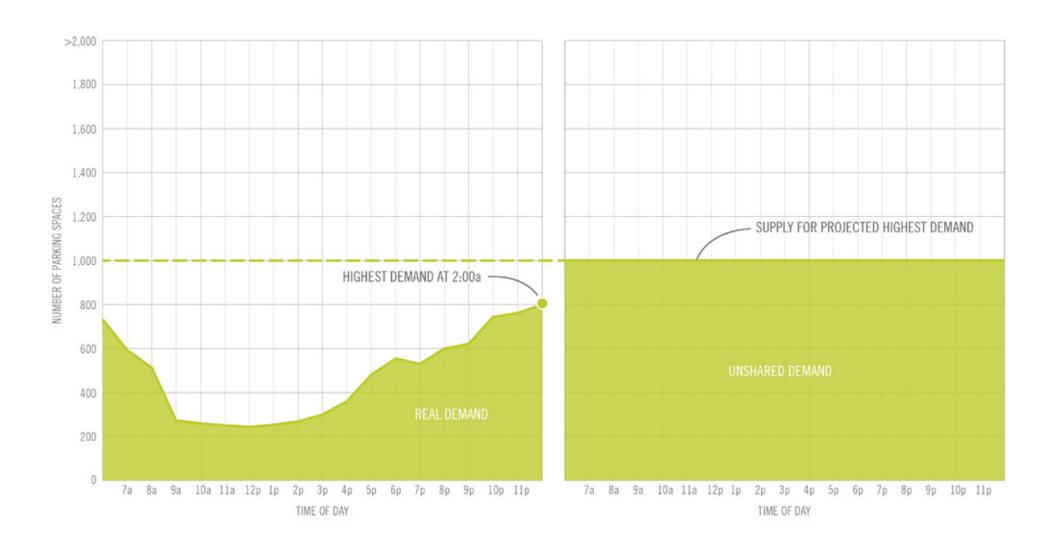
Example: Office (150,000 GSF)



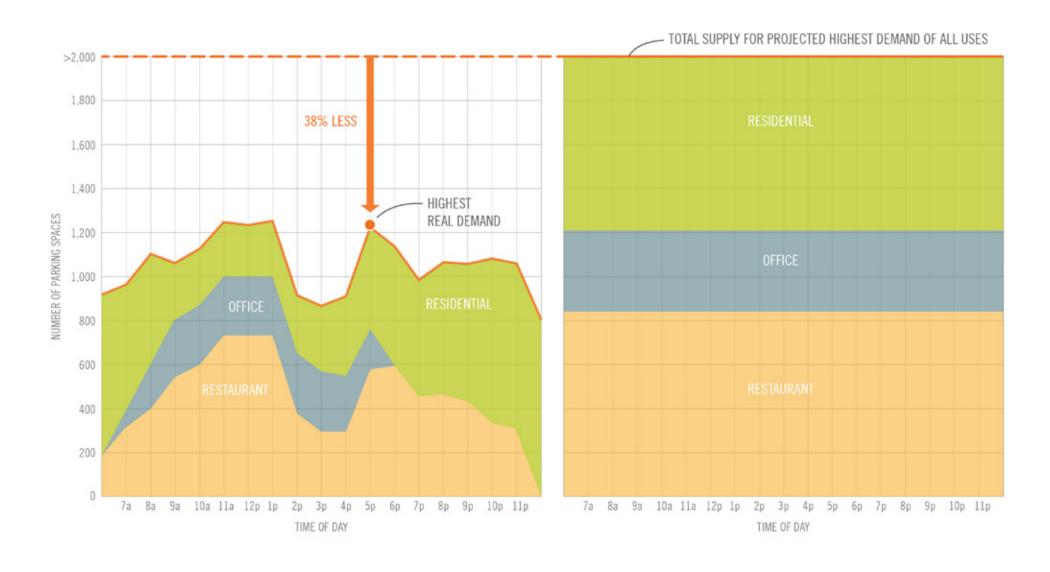
Example: Restaurant (15,000 GSF)



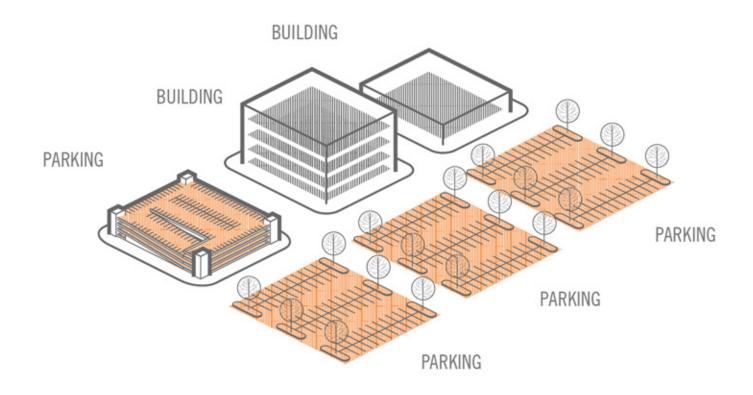
Example: Residential (1,000 units)



Example: All Uses



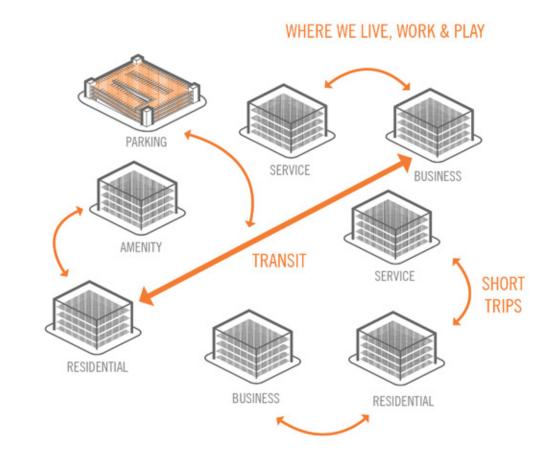
## THE RESULT.



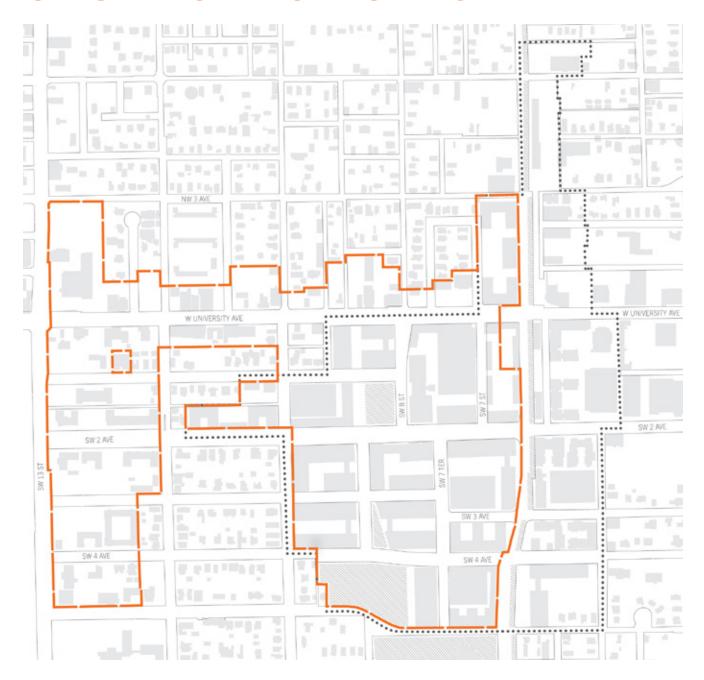
This approach ultimately results in development where land is underutilized. Land that could be otherwise developed is dedicated to parking.

#### PARKING STRATEGY.

At Innovation Square development and activities are concentrated and walkable. A parking strategy based on transit options, bicycle infrastructure, and other incentive programs creates a "park once" district where parking supply and demand are collectively managed.

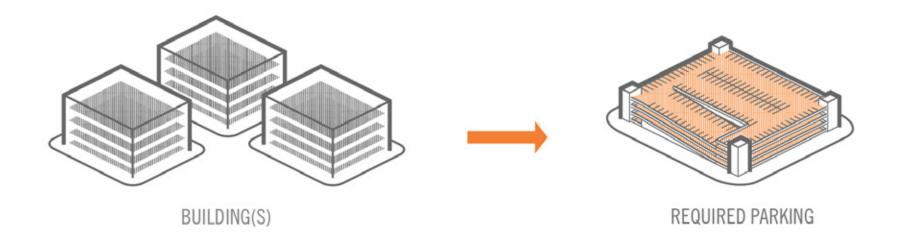


#### UMU-2 ZONING DISTRICT.



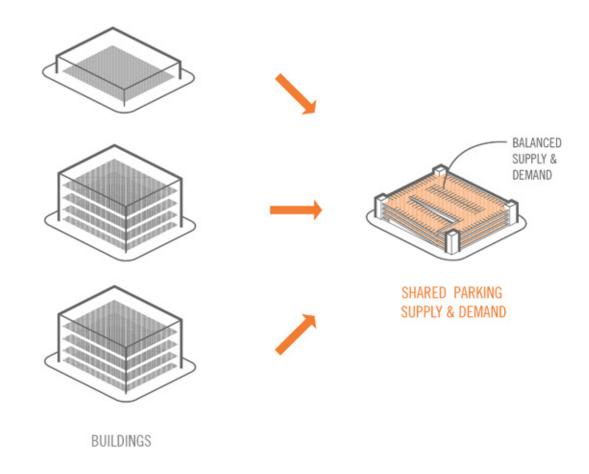
To enable this strategy, the UMU-2 zoning district has been implemented. This zoning district eliminates minimum parking requirements and requires all new permanent parking to be structured.

## STRUCTURED PARKING.



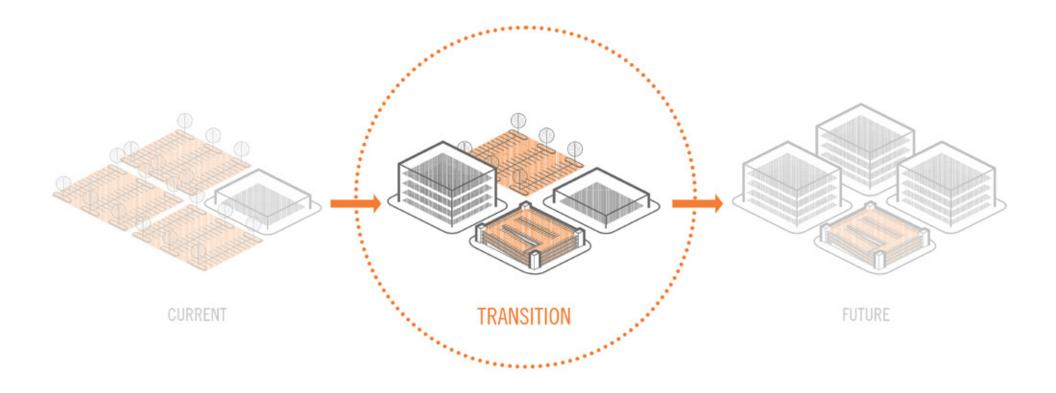
In this scenario, shared parking decks are developed independently from buildings as overall development reaches critical mass.

#### SHARED PARKING.



Shared parking provided by the district allows capacity to be controlled and not result in too little or too much parking.

## TRANSITIONAL STRATEGY.



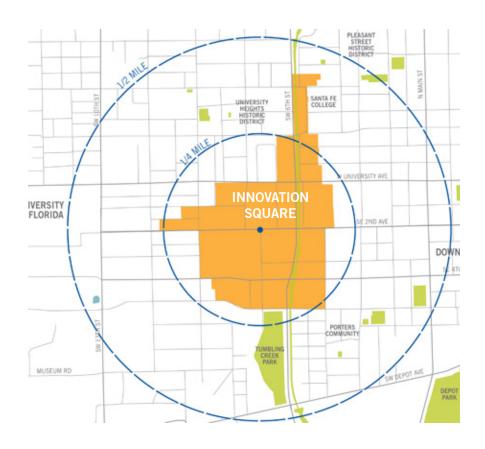
This change will not happen over night. Development and the construction of parking decks will happen gradually over time. Existing and temporary surface lots serve district parking needs until decks are necessary.

PARKING ANALYSIS & STRATEGY.

ANALYSIS.



## ACCESS TO ASSETS.





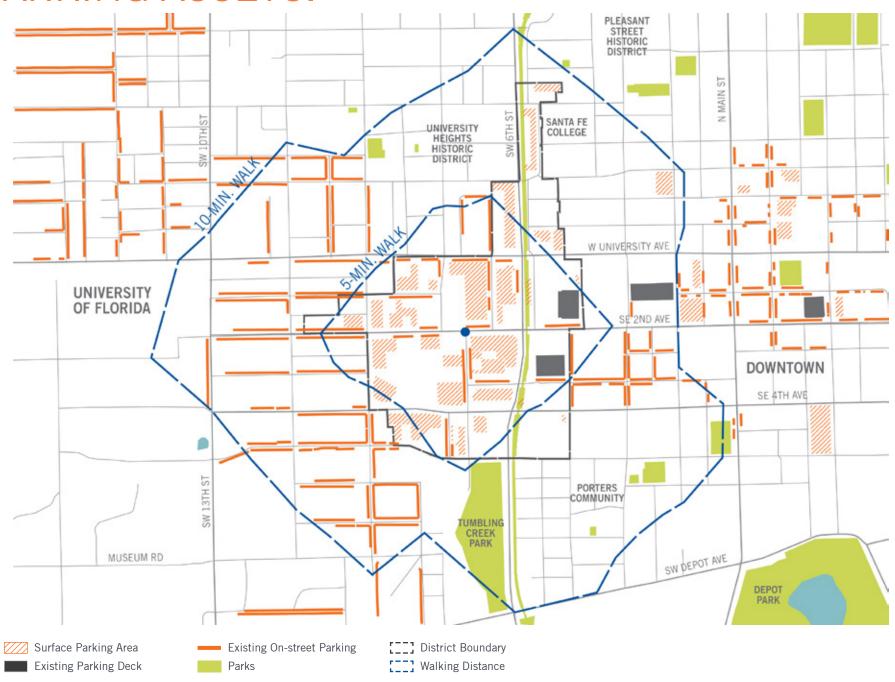
Distance Based.

Time Based.

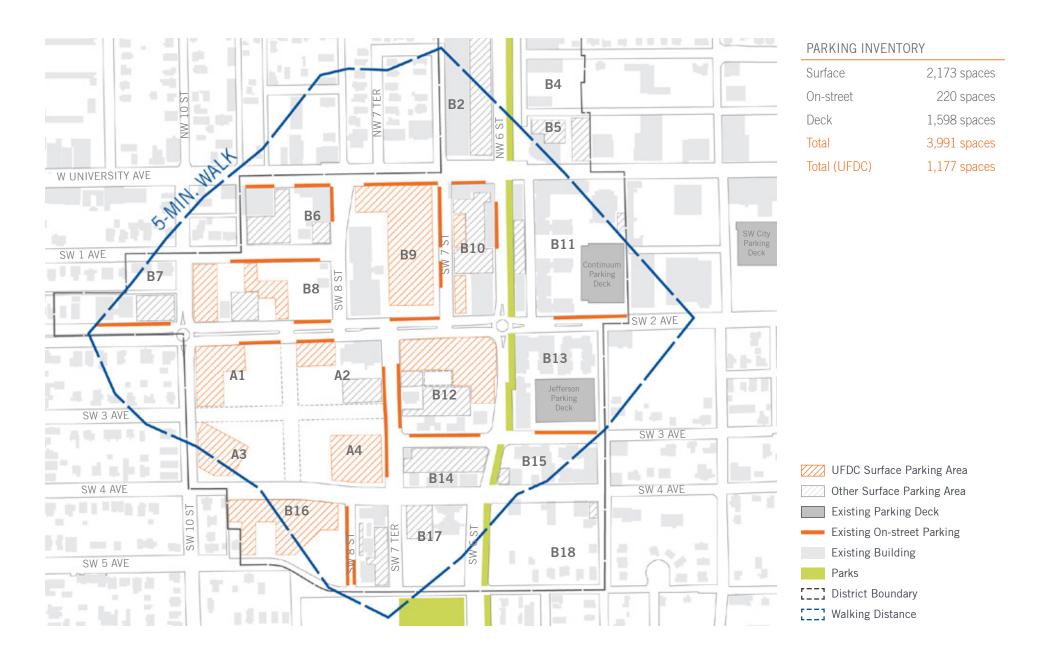
## WALKING DISTANCES.



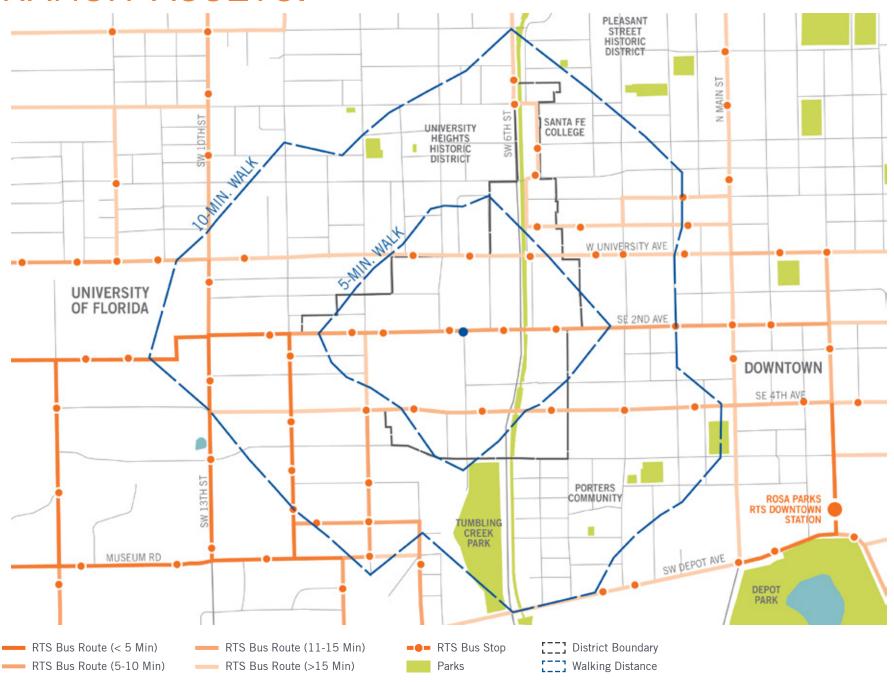
## PARKING ASSETS.



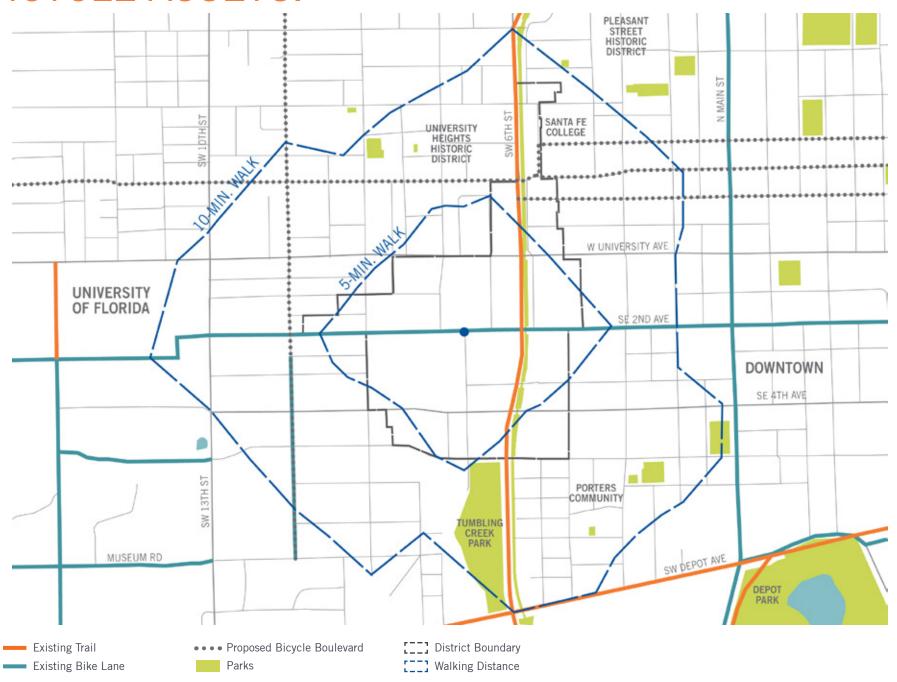
#### DISTRICT PARKING ASSETS.



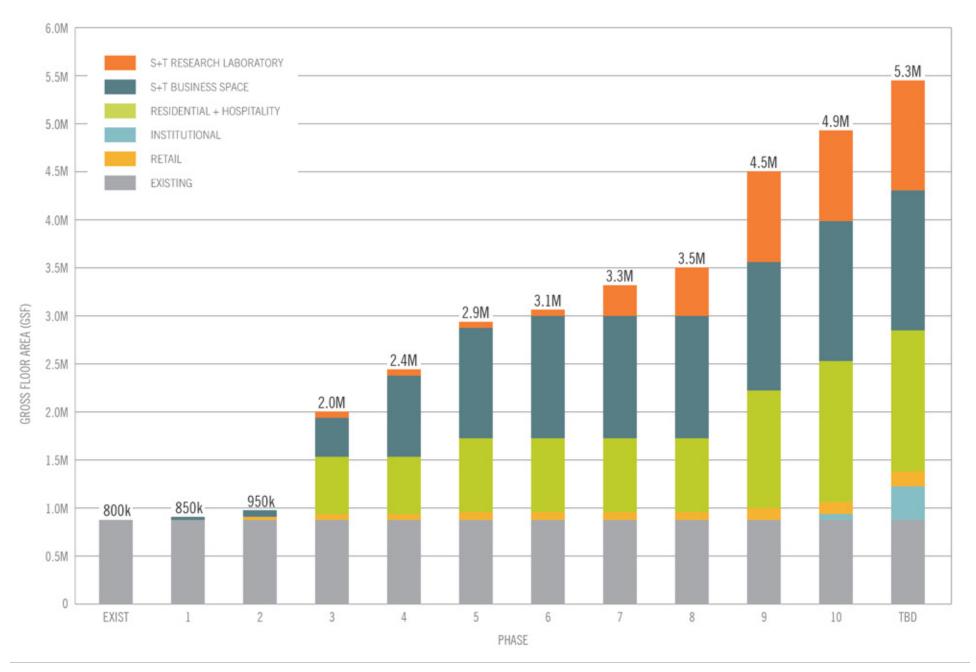
## TRANSIT ASSETS.



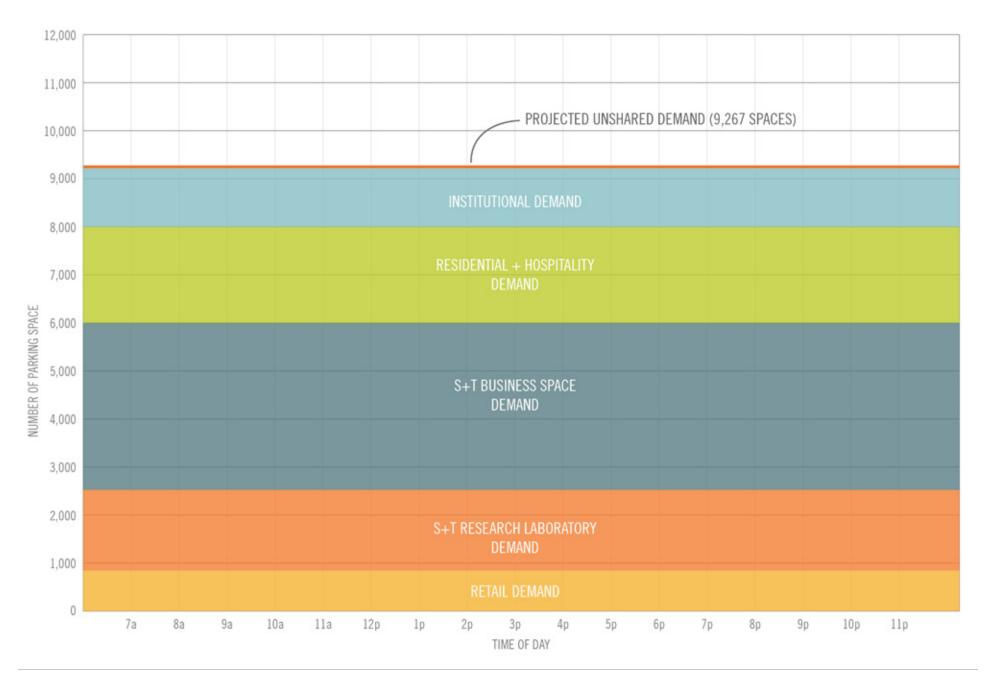
## BICYCLE ASSETS.



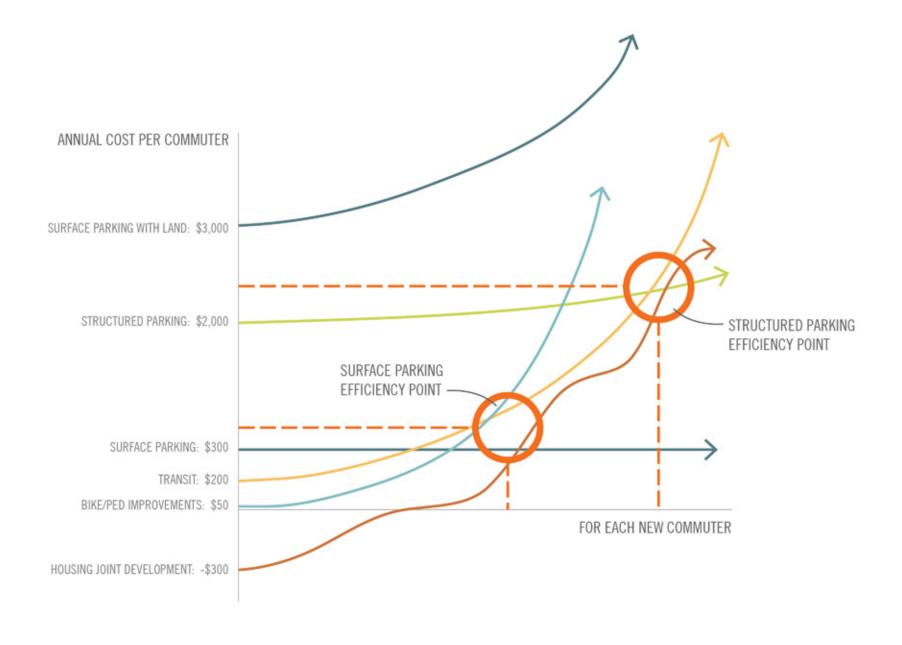
## DEVELOPMENT PROGRAM.



## UNSHARED PARKING DEMAND.



## COST COMPARISON BY ALL MODES.



## PARKING STRATEGY + IMPACT.

	BASE	NATURAL	TRADITIONAL	
TOPIC	CONDITION	SHARING	TDM	FULL TDM
POTENTIAL SUPPLY	•••	•••	••	•
VEHICLE TRIPS	•••	•••	••	•
SHARING STRATEGIES	•	• •	•••	•••
MANAGEMENT STRATEGIES	•	• •	•••	•••
ZONING STRATEGIES	•	• •	•••	•••

PARKING ANALYSIS & STRATEGY.

# RECOMMENDATIONS.

#### TDM PROGRAMS: DISTRICT AMENITIES.









- » Promote a "Park Once" Environment
- » Manage a Commercial Benefit District
- » Provide Subsidized Short-term Parking for Customers
- » Charge for Parking Separately from the Cost of Residential Space
- » Separate the Cost of Leasing Employee Parking from the Cost of Commercial Space
- » Incentivize Parking Cash Out
- » Establish a Residential Parking Benefit District
- » Provide Universal Transit Passes
- » Dedicated Shuttle Service
- » Carpool & Vanpool Incentives
- » Bicycle & Pedestrian Facilities
- » Transportation Resource Center
- » On-site Car Sharing Program

#### PROMOTE "PARK ONCE" ENVIRONMENT.

STRATEGY

PHASE 1

PHASE 2

PHASE 3

PHASE 4

PHASE 5

PHASE 6

PHASE 7

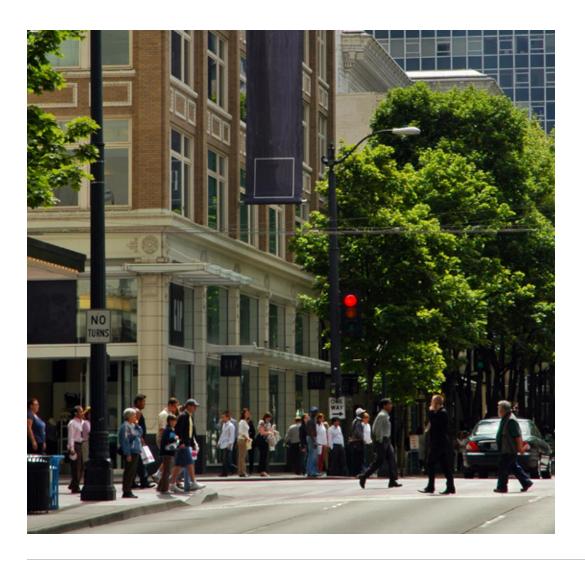
PHASE 8

PHASE 9

PHASE 10

PROMOTE "PARK ONCE" ENVIRONMENT

(est. rate of participation by lease tier)



Innovation Square makes efficient use of the parking supply by including as many spaces as possible in a common pool of shared, publicly available spaces. The parking supply for all users is shared, with the exception of tenants, residents, and employees who are willing to pay a premium for dedicated spaces. This "Park Once" strategy is implemented through the following lease program:

Tier 1 Standard Lease Rate

Tier 2 Reduced Lease Rate

Tier 3 Discount Lease Rate

## COMMERCIAL PARKING BENEFIT DISTRICT.

STRATEGY PHASE 1 PHASE 2 PHASE 3 PHASE 5 PHASE 6 PHASE 7 PHASE 8 PHASE 9 PHASE 10

COMMERCIAL PARKING BENEFIT DISTRICT (est. average price & gross revenue)



To create vacancies and turnover of the most convenient "front door" curb parking spaces for customers and visitors, multi-space parking meters are installed on 2nd Avenue and the nearby portions of cross streets.

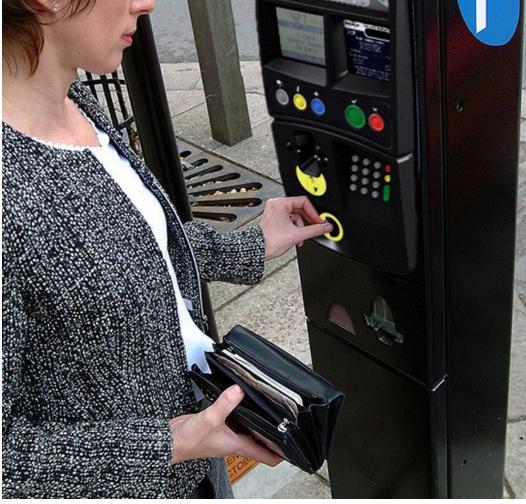
All resulting meter revenue will support streetscape maintenance and improvements plus other amenities in Innovation Square.

## SUBSIZE SHORT-TERM PARKING.

STRATEGY PHASE 1 PHASE 2 PHASE 3 PHASE 5 PHASE 6 PHASE 7 PHASE 8 PHASE 9 PHASE 10

SUBSIDIZE SHORT-TERM PARKING (est. subsidy to customer parking)





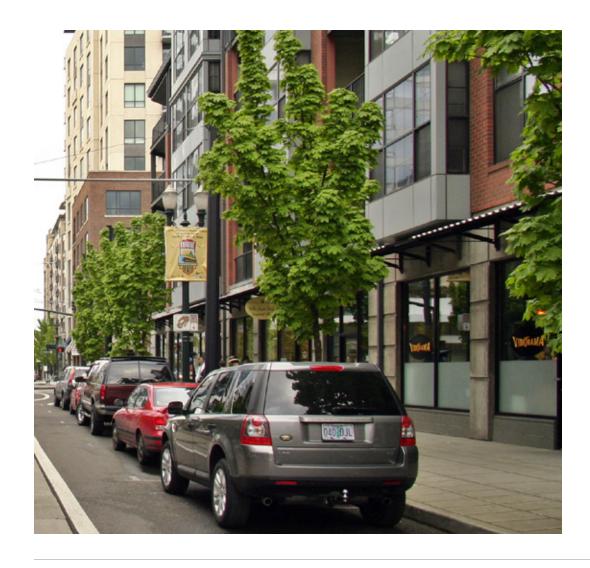
In the first years of the project, retailers at Innovation Square may need every possible advantage to thrive. Initially, therefore, short-term parking rates in Innovation Square's shared parking facilities will provide 90 minutes of free parking, with a fee thereafter to keep long-term parkers from occupying customer spaces all day.

## SEPARATE RESIDENTIAL PARKING CHARGE.

STRATEGY PHASE 1 PHASE 2 PHASE 3 PHASE 5 PHASE 6 PHASE 7 PHASE 8 PHASE 9 PHASE 10

SEPARATE RESIDENTIAL PARKING CHARGE (est. rates of residents' purchase by lease tier)





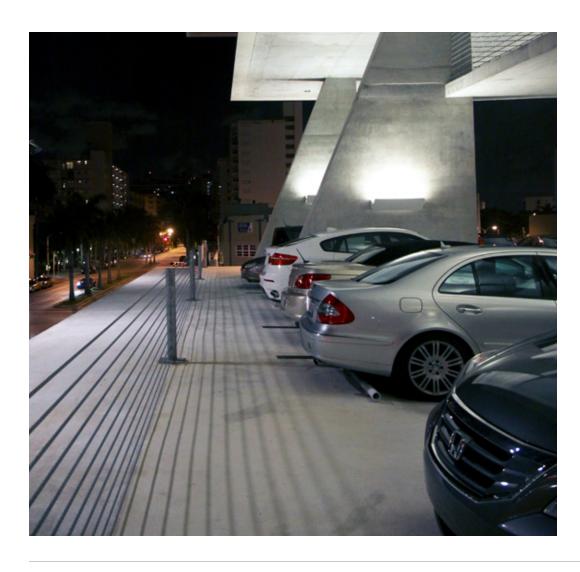
For all residential units, the full cost of providing parking will be "unbundled" from the cost of the housing itself, by offering all residential parking at hourly rates or the above leased rate tiers. Unbundling parking construction and maintenance costs from development and leasing costs will change parking in Innovation Square from a required purchase to an optional amenity, so that residents can freely choose how many spaces they wish to lease.

#### SEPARATE EMPLOYEE PARKING CHARGE.

STRATEGY PHASE 1 PHASE 2 PHASE 3 PHASE 5 PHASE 6 PHASE 7 PHASE 8 PHASE 9 PHASE 10

SEPARATE EMPLOYEE PARKING CHARGE (est. rates of employees' purchase by tier/hourly)



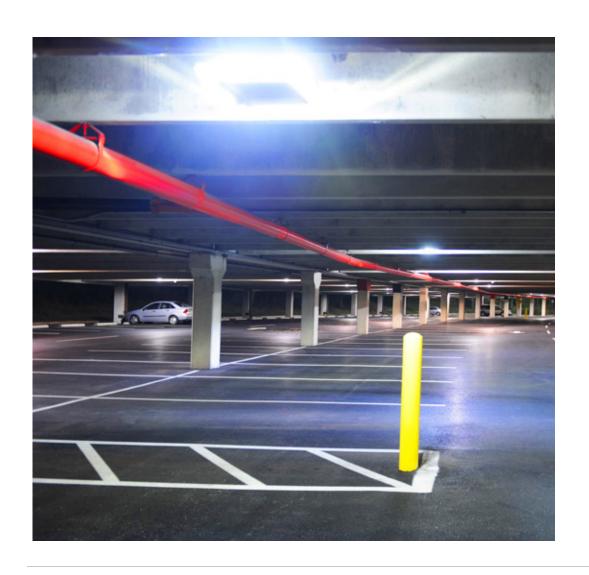


Retail tenants will need employee parking spaces. As with parking for residential units, the full cost of providing these employee spaces should be unbundled from the cost of leasing commercial space sub-leases, providing employers with a strong financial incentive to participate in transportation amenities and programs that will reduce employee parking demand.

#### INCENTIVIZE PARKING CASH OUT.

STRATEGY PHASE 1 PHASE 2 PHASE 3 PHASE 5 PHASE 6 PHASE 7 PHASE 8 PHASE 9 PHASE 10

INCENTIVIZE PARKING CASH OUT (est. rate of cash out by employees)



Many employers are likely to wish to provide free parking for their employees as a fringe benefit. Employers should be allowed to do so, but those who also offer at least half of the cash value of the per-space parking lease rate to any employee who declines a parking pass will receive discounted or free transportation amenities, while the associated property lease receives the discounted lease rate. Such "parking cash out" programs provide an equal transportation subsidy to employees who ride transit, carpool, walk or bicycle to work.

## RESIDENTIAL PARKING BENEFIT DISTRICT.

STRATEGY PHASE 1 PHASE 2 PHASE 3 PHASE 5 PHASE 6 PHASE 7 PHASE 8 PHASE 9 PHASE 10

RESIDENTIAL PARKING BENEFIT DISTRICT (est. rate of residential streets utilized & gross annual benefit to neighborhood)



To prevent unwanted spillover parking into the neighborhoods adjacent to Innovation Square, the City will implement a residential parking benefit district for these neighborhoods. This utilizes existing residential permit districts, but also offers a limited number of commuters to pay to use any surplus on-street parking spaces in the neighborhood. The resulting revenue is returned to the neighborhood to fund public improvements.

## PROVIDE UNIVERSAL TRANSIT PASSES.

STRATEGY PHASE 1 PHASE 2 PHASE 3 PHASE 5 PHASE 6 PHASE 7 PHASE 8 PHASE 9 PHASE 10

PROVIDE UNIVERSAL TRANSIT PASSES (est. transit mode share in peak hour)



A universal transit pass program provides all residents and employees of Innovation Square with unlimited rides on RTS buses through the Employee Bus Pass Program. Annual passes are purchased at a deeply discounted bulk rate for all employees and residents of properties leased at the Tier 2 discounted and Tier 3 reduced lease rates. The savings is passes on to Tier 2 discounted lease rate tenants, while passes are provided for free to Tier 3 reduced lease rate tenants.

## DEDICATED SHUTTLE SERVICE.

STRATEGY PHASE 1 PHASE 2 PHASE 3 PHASE 5 PHASE 6 PHASE 7 PHASE 8 PHASE 9 PHASE 10

DEDICATED SHUTTLE SERVICE (est. annual shuttle operating cost)



For Tier 2 discounted and Tier 3 reduced lease rate individual or groups of tenants or sub-developers, dedicated employee shuttle services will be offered at bulk or significantly reduced rates below cost. Scheduled service to residential communities in nearby neighborhoods and the University will offer onboard wifi and position-tracking and notification to mobile devices.

## CARPOOL & VANPOOL INCENTIVES.

STRATEGY PHASE 1 PHASE 2 PHASE 3 PHASE 5 PHASE 6 PHASE 7 PHASE 8 PHASE 9 PHASE 10

CARPOOL & VANPOOL INCENTIVES (est. carpool/vanpool participation rate)



The parking district will provide ride-sharing services, including carpool and vanpool incentives, customized ride-matching services, a transportation information package for new employees and residents, a Guaranteed Ride Home program (offering a limited number of emergency taxi rides home per employee), and an active marketing program to advertise the services to employees and residents.

## BICYCLE & PEDESTRIAN FACILITIES.

STRATEGY PHASE 1 PHASE 2 PHASE 3 PHASE 5 PHASE 6 PHASE 7 PHASE 8 PHASE 9 PHASE 10

BICYCLE & PEDESTRIAN FACILITIES (est. bike mode share in peak hour)

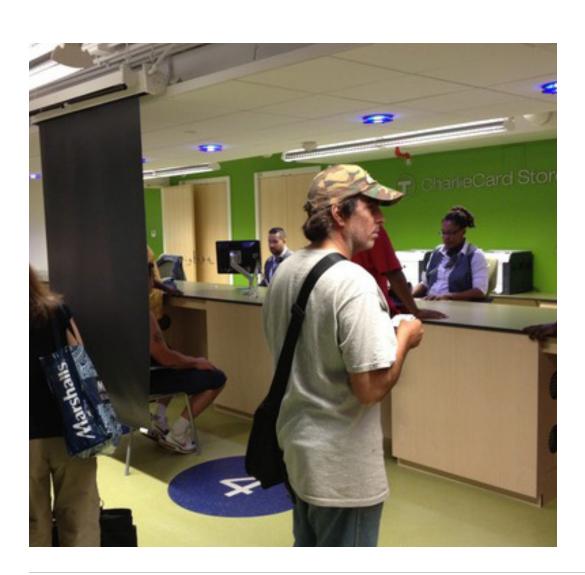


Bicycle facilities, including clothes lockers, secure bike parking, and shower facilities, will be located throughout Innovation Square and within tenant spaces.

## TRANSPORTATION RESOURCE CENTER.

STRATEGY PHASE 1 PHASE 2 PHASE 3 PHASE 5 PHASE 6 PHASE 7 PHASE 8 PHASE 9 PHASE 10

TRANSPORTATION RESOURCE CENTER (est. full-time equivalent staff needed)



A storefront office that provides personalized information on transit routes and schedules, carpool and vanpool programs, bicycle routes and facilities and other transportation options will be provided on the main square. The Center will be responsible for administering and actively marketing all transportation amenities and programs.

## ON-SITE CAR SHARING PROGRAM.

STRATEGY PHASE 1 PHASE 2 PHASE 3 PHASE 5 PHASE 6 PHASE 7 PHASE 8 PHASE 9 PHASE 10

ON-SITE CAR SHARING PROGRAM (est. car share vehicle demand)

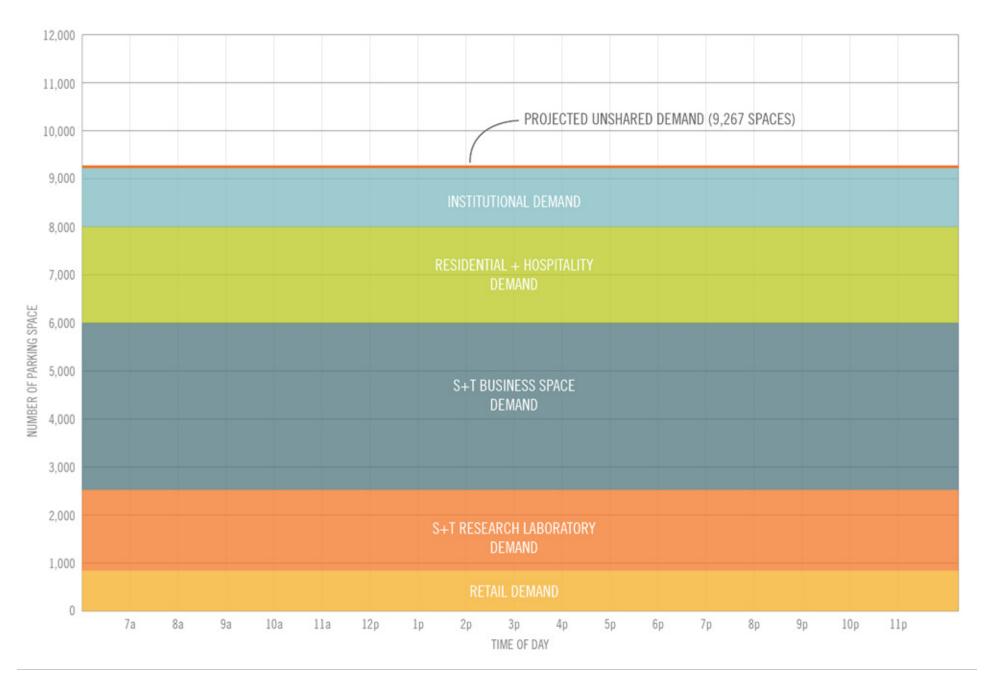


Innovation Square will contract with a local car sharing provider to provide one or more car sharing pods in Innovation Square. Car sharing makes a common fleet of vehicles available to members for rental by the hour or by the day, with costs subsidized or eliminated for Tier 2 discounted and Tier 3 reduced lease rate tenants.

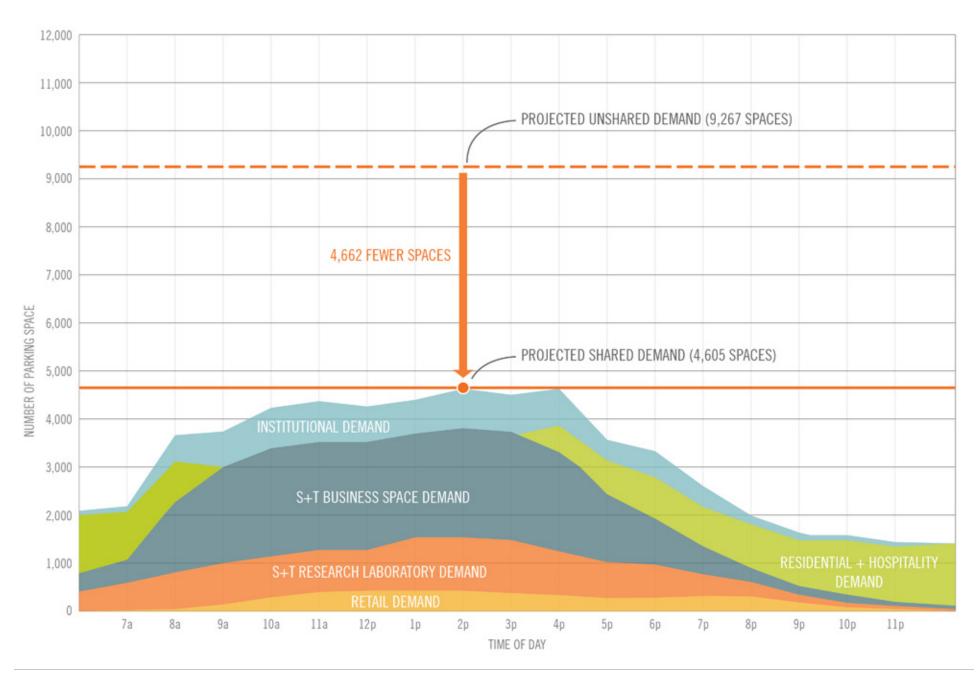
## ALL PROGRAMS + INCENTIVES.

STRATEGY	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	PHASE 6	PHASE 7	PHASE 8	PHASE 9	PHASE 10
PROMOTE "PARK ONCE" ENVIRONMENT (est. rate of participation by lease tier)	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••
COMMERCIAL PARKING BENEFIT DISTRICT (est. average price & gross revenue)	-	-	•	•	• •	• •	••	•••	•••	•••
SUBSIDIZE SHORT-TERM PARKING (est. subsidy to customer parking)	••	• •	••	•	-	-	-	-	-	-
SEPARATE RESIDENTIAL PARKING CHARGE (est. rates of residents' purchase by lease tier)	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••
SEPARATE EMPLOYEE PARKING CHARGE (est. rates of employees' purchase by tier/hourly)	•••	•••	•••	•••	•••	•••	•••	•••	•••	•••
INCENTIVIZE PARKING CASH OUT (est. rate of cash out by employees)	•	•	••	• •	••	• •	•••	•••	•••	•••
RESIDENTIAL PARKING BENEFIT DISTRICT (est. rate of residential streets utilized & gross annual benefit to neighborhood)	•	•	•	••	••	••	••	•••	•••	•••
PROVIDE UNIVERSAL TRANSIT PASSES (est. transit mode share in peak hour)	•	•	•	• •	• •	• •	• •	• •	•••	•••
DEDICATED SHUTTLE SERVICE (est. annual shuttle operating cost)	-	-	-	-	•	• •	••	•••	•••	•••
CARPOOL & VANPOOL INCENTIVES (est. carpool/vanpool participation rate)	-	•	•	•	•	•	••	• •	• •	• •
BICYCLE & PEDESTRIAN FACILITIES (est. bike mode share in peak hour)	•	•	••	••	••	• •	••	•••	•••	•••
TRANSPORTATION RESOURCE CENTER (est. full-time equivalent staff needed)	•	•	•	•	••	• •	•••	•••	•••	•••
ON-SITE CAR SHARING PROGRAM (est. car share vehicle demand)	•	•	•	••	••	••	•••	•••	•••	•••
EST. ANNUAL COST SAVINGS	TBD									

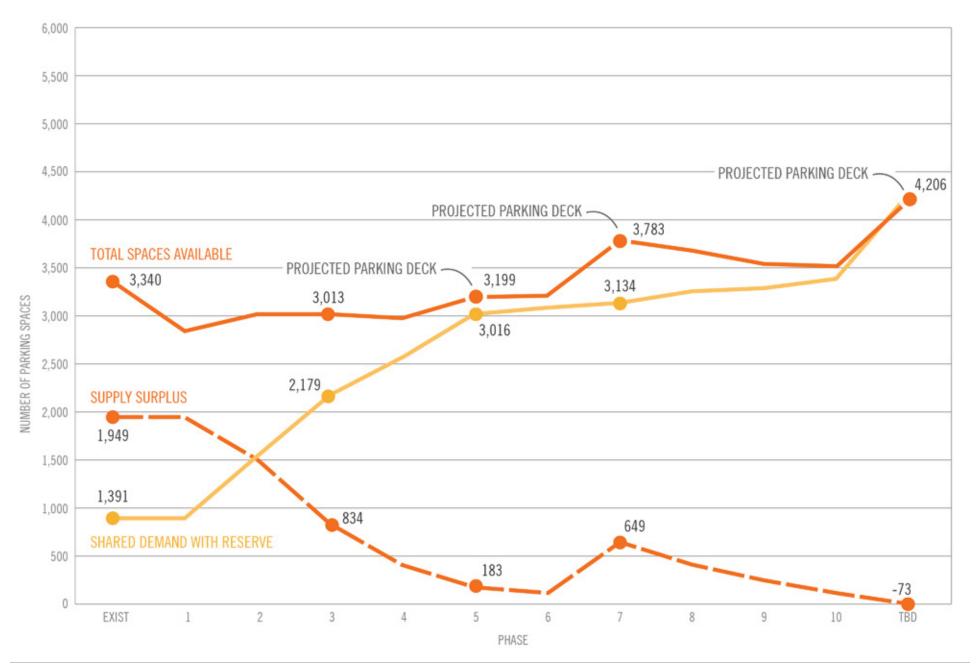
## UNSHARED PARKING DEMAND.



## SHARED PARKING DEMAND + TDM.



## SHARED PARKING SUPPLY & DEMAND.



## PHASE 1 (TODAY).



#### PHASE 2.



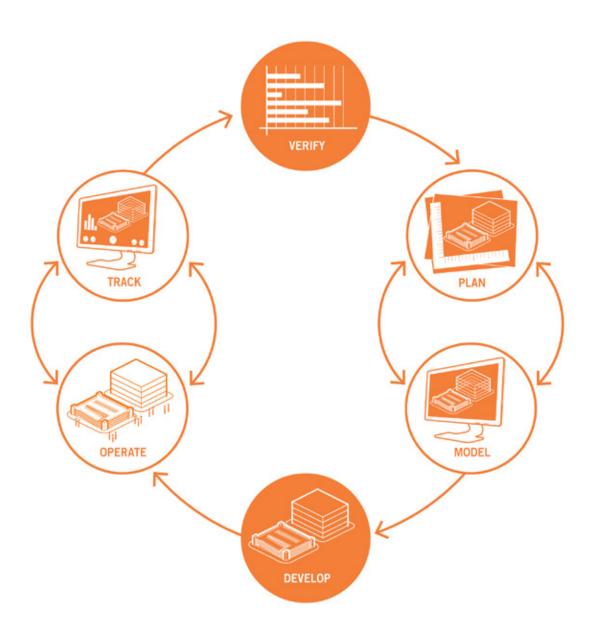
#### PHASE 3.



## THE VISION.



# MONITORING.



## MONITORING.

#### INNOVATION SQUARE - BUSINESS IMPROVEMENT DISTRICT (BID) DEVELOPMENT POTENTIAL

					NEW DEVELOPMENT											
					Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Phase 6	Phase 7	Phase 8	Phase 9	Phase 10	180	
	********	AREA	Buildings	BLOCK ID	2011	2012-	2013-	2014-	2015-	2016-	2017-	2018-	2019-	2020-	2021-	1
LOCK ID	ZONING	(acres)	maintained	BLOCK ID	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
A1	UMU2	2.34	0	A1	0	0	0	200,000	200,000	0	0	0	0	0	0	
A2	UMU2	2.33	0	A2	48,000	158,000	146,000	0	0	0	0	0	0	0	0	1
A3	UMU2	2.32	0	A3	0	0	0	0	0	0	200,000	200,000	0	0	0	1
A4	UMU2	2.46	0	A4	0	0	0	160,000	0	160,000	0	0	0	0	0	1
B1	CD	1.53	17,200	81	0	0	0	0	0	0	0	0	0	0	0	DIST
82	UMU2	3.08	0	82	0	0	0	0	0	0	0	0	0	0	295,500	
B3	MU1, RC	0.79	16,920	83	0	0	0	0	0	0	0	0	0	0	0	EXST
84	cco	1.10	12,600	84	0	0	0	0	0	0	0	0	0	0	0	EXST
85	CCD	1.29	12,330	85	0	0	0	0	0	0	0	0	0	0	0	EXST
86	UMU2	2.23	0	86	0	0	175,000	0	175,000	0	0	0	0	0	0	
87	UMU2	1.95	9,836	87	0	0	0	0	0	0	0	0	153,600	0	0	1
88	UMU2	3.44	0	88	0	0	310,800	0	0	0	0	0	0	0	0	1
89	UMU2	5.23	0	89	0	0	325,270	0	100,000	0	0	0	0	0	0	1
810	UMU2, PO	2.65	38,770	810	0	0	0	0	0	0	0	0	152,800	0	0	1
811	cco	5.85	279,970	811	0	0	0	0	0	0	0	0	0	0	0	DIST
812	UMU2	4.05	0	812	0	0	0	0	0	0	0	0	463,600	0	0	
813	cco	3.08	255,200	813	0	0	0	0	0	0	0	0	0	0	0	EXST
814	UMU2	1.59	0	814	0	0	0	0	0	0	0	0	182,000	0	0	
815	CCD	1.60	146,780	815	0	0	0	0	0	0	0	0	0	0	0	EXST
816	UMU2	4.41	0	816	0	0	99,300	0	0	0	0	0	0	280,000	0	
817	UMU2	2.27	0	817	0	0	0	0	0	0	0	0	0	120,000	0	1
818	MU1, RMF5, OF	3.04	4,590	818	0	0	0	0	0	0	0	0	0	0	277,600	1
				NEW GSF (per phase)	48,000	158,000	1,060,000	360,000	475,000	160,000	200,000	200,000	952,000	400,000	573,000	
				NEW GSF (cumulative)	48,000	206,000	1,260,000	1,620,000	2,100,000	2,260,000	2,460,000	2,660,000	3,610,000	4,010,000	4,580,000	new develop
				CORE, NEW GSF (per phase)	48,000	158,000	146,000	360,000	200,000	160,000	200,000	0	0	0	0	
				CORE, NEW GSF (cumulative)	48,000	206,000	352,000	712,000	912,000	1,070,000	1,270,000	1,270,000	1,270,000	1,270,000	1,270,000	
				AVAILABLE PKNG	3,991	3,893	3,545	3,989	3,902	3,857	4,345	4,237	4,031	4,558	4,385	
				PARKING NEEDED	1,996	6,736	8,105	8,465	8,933	9,093	9,293	9,493	10,445	10,805	11,378	
				PARKING NEEDED	1,995	-2,843	-4,560	-4,476	-5,031	-5,236	-4,948	-5,256	-6,414	-6,247	-6,993	
					Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Phase 6	Phase 7	Phase 8	Phase 9	Phase 10	TBD	

#### NEXT STEPS.

#### PHASE 2

- E. Phasing plan & implementation strategy (location, size, costs by facility)
  - » examination of need & associated impacts of structured parking
  - » Phasing plan & implementation strategy for structured parking
- F. General financing options for facilities (surface & structured)
- G. General management options for parking facilities

#### **ACTIVITIES**

- » Incorporate feedback from CRA Board, City Staff, and Stakeholders
- » Refine strategy recommendations
- » Complete DRAFT report







