

A Better Broadway:

Accommodating People and Managing
Cars in the Broadway-Valdez Plan Area



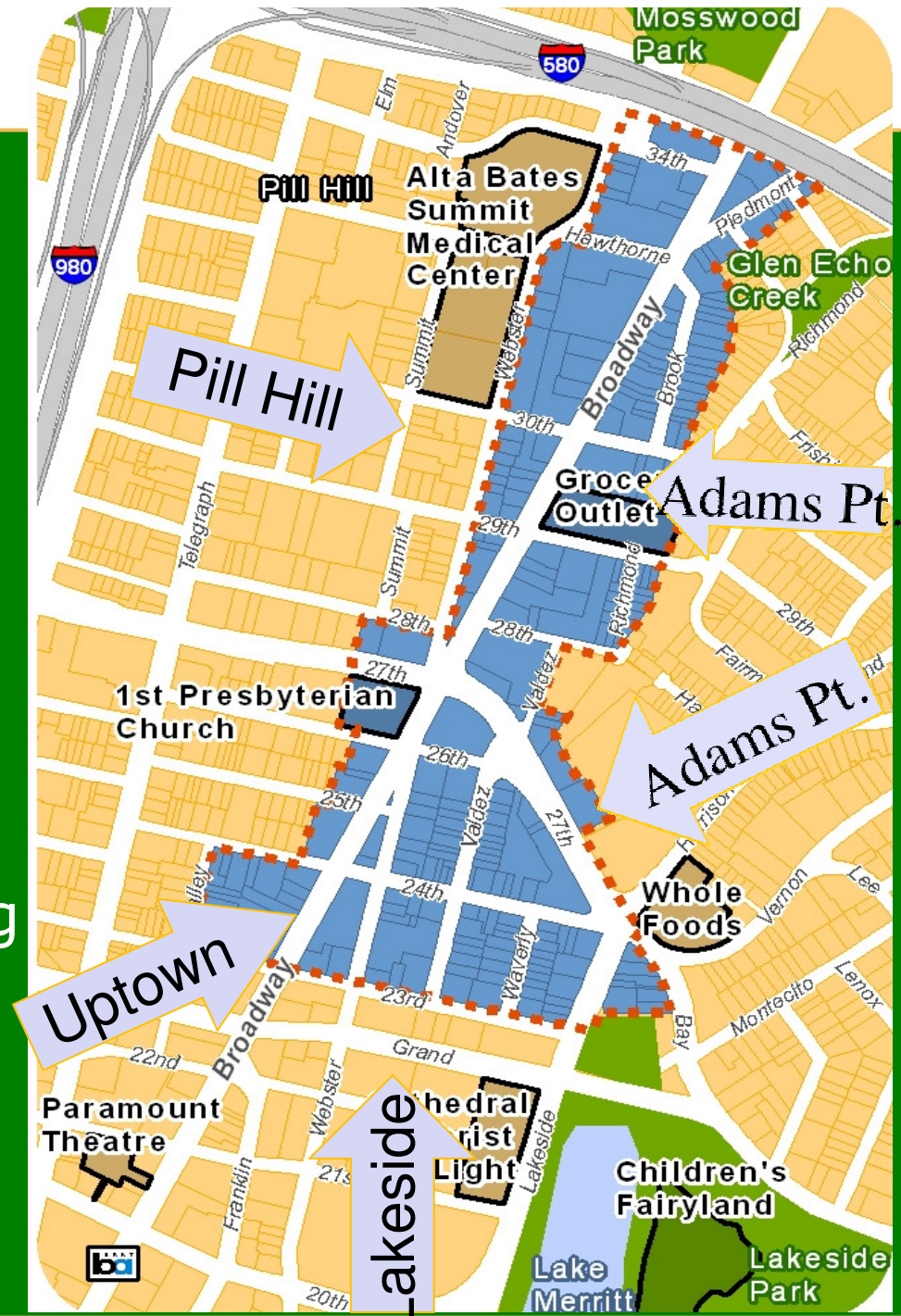
www.greenbelt.org
www.growsmartbayarea.org

Identified Challenges

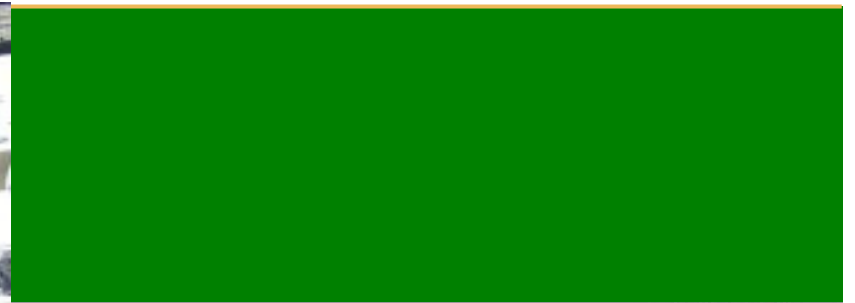
- Public safety
- Land values
- Broadway and 27th serve as community separators
- Lifestyle retail constraints

Opportunities

- Front Porch of Surrounding Communities
- Transit First
- Mixed-Income



Recommendation for Housing



- 1,800 housing units
- Appropriate high-density housing in reflection of the surrounding neighborhoods
- Ground-floor retail on 27th & Broadway

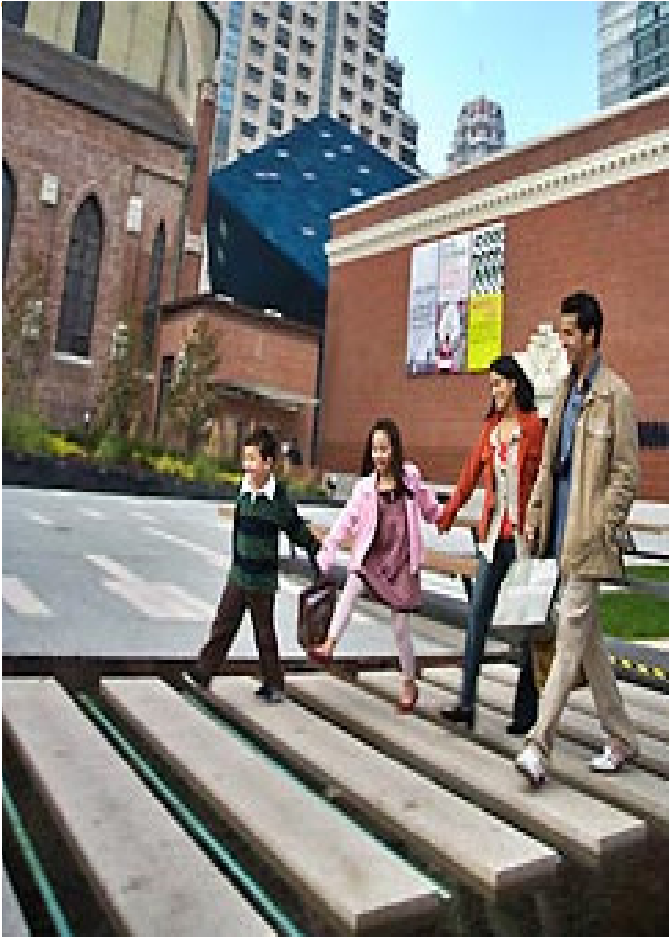


COURTESY: PORTLANDNEIGHBORHOOD.COM

Mixed-income Housing Complements Retail



Economic Benefits of Housing Here



- 1 Housing Unit = \$18,000 in retail sales
- \$32 Million in Annual Sales

** State Board of Equalization, 2009 Per Capita Sales in California, Estimated Average Household Size: 2.2*

Flexible Zoning for Swift Revitalization

- Consider externalities, not necessarily use
- Do not dictate minimum commercial square feet but address needs/concerns
- Heavy minimum parking standards can kill projects



Economic Development: Office



Parking in the Broadway-Valdez District

- Reduce retail parking supply to reflect realistic demand: replace minimum requirements with maximums
- Ensure parking availability by charging the right price
- Parking Benefits District
- Ramp down parking over phases of development



Applicable Parking Management Strategies

Can be mandated or incentivized



- Strategies to reduce parking demand:
 - Pricing
 - Unbundling
 - Car-Sharing
 - Other demand management (e.g. AC Transit EasyPass)
- Strategies to reduce parking impacts:
 - Shared parking
 - Stacked parking/parking lifts
 - Design requirements (e.g. wrap parking in active uses)

Parking Demand in Comparable Retail Districts

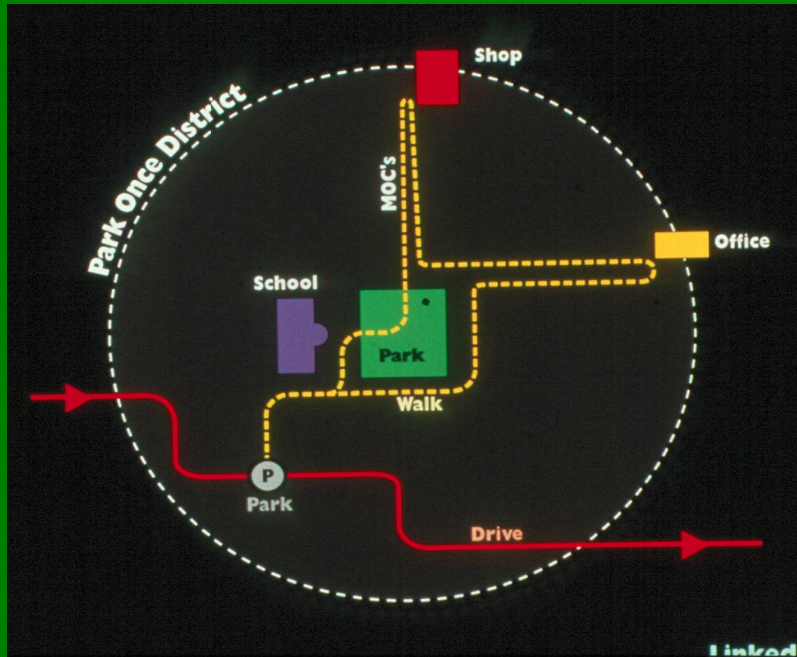
City	City Pop.	Mode Split (Employee Commuting)							Occupied Parking Spaces per 1,000 sf (non-res)
		<i>Drove Alone</i>	<i>2 or More Person Carpool</i>	<i>Transit</i>	<i>Bicycle</i>	<i>Walked</i>	<i>Other Means</i>	<i>Worked at Home</i>	
Chico	59,900	61%	12%	1%	11%	13%	1%	1%	1.7
Palo Alto	58,600	80%	9%	4%	3%	3%	1%	0%	1.9
Santa Monica	84,100	74%	11%	11%	1%	2%	1%	0%	1.8
Kirkland, WA	45,600	77%	12%	4%	0%	2%	1%	4%	1.6

Market-based Parking Pricing



- Performance-based prices adjust over time to maintain a few vacant spaces
- The goal is to keep about 85% of the parking spaces occupied all the time, and 15% vacant
- About one curb space is vacant on each side of each block so that everyone can see that convenient parking is available everywhere

Demand vs. Requirement: Downtown Palo Alto



Observed peak occupancy:

- 1.91 spaces per 1,000 s.f.

Peak occupancy w/ 10% vacancy:

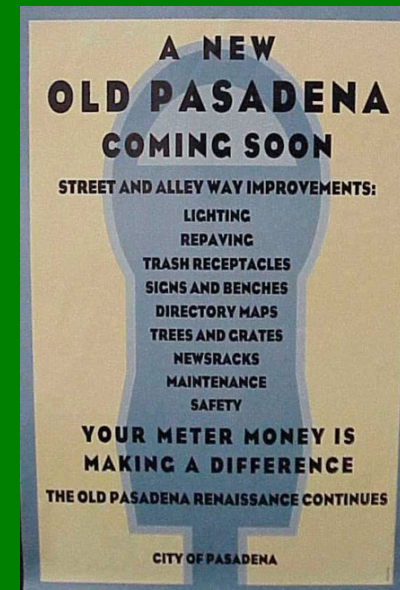
- 2.1 spaces per 1,000 s.f.

Existing Requirement:

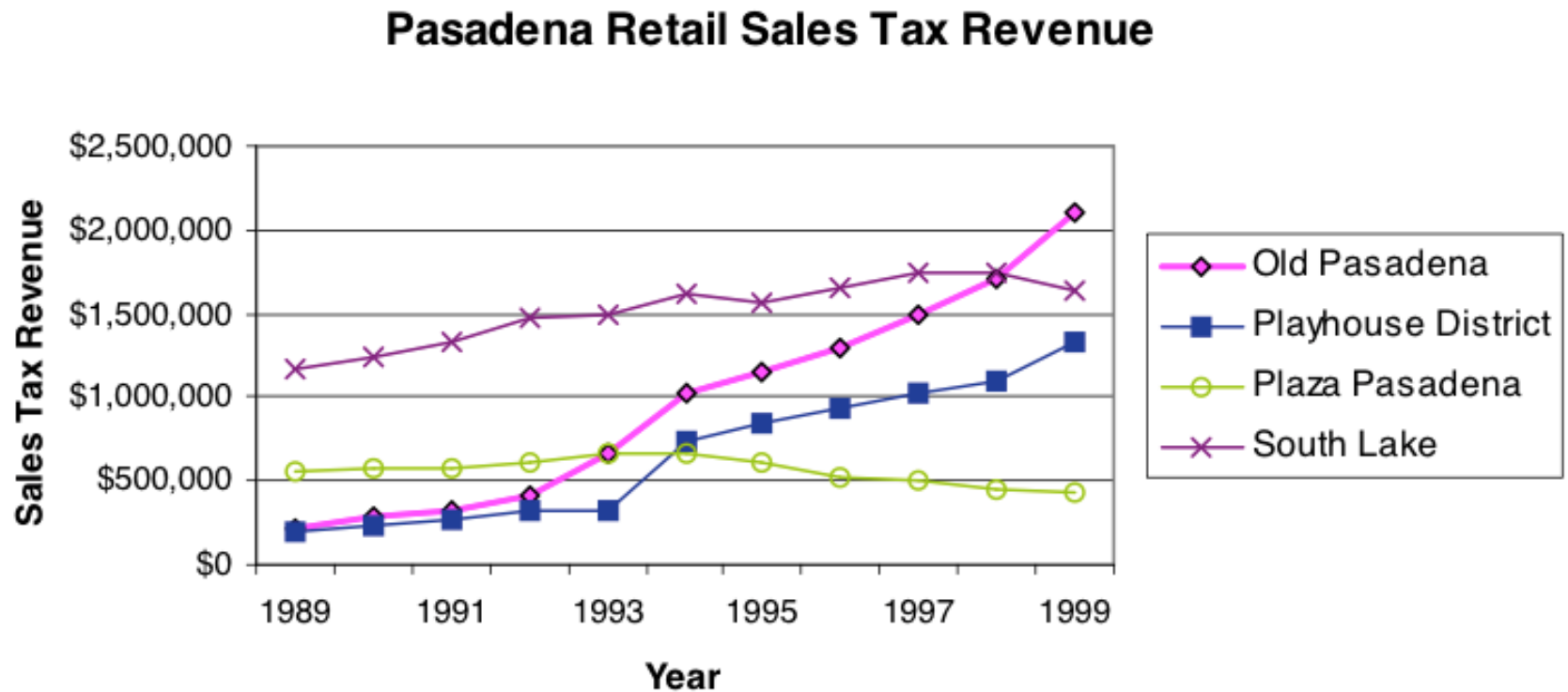
- 4 spaces per 1,000 s.f.
- Would require 5,210 more spaces than observed demand to bring downtown to 4 spaces per 1,000 sf requirement
- At \$51K/space = \$298 million

Parking Benefit Districts

1. Performance-based prices will improve curb parking
2. The parking revenue will pay for neighborhood public improvement
3. The neighborhood public improvements increase the desire to charge for curb parking



Sales Tax Revenues in Old Pasadena



Boulder's Transportation Improvement District

- No nonresidential parking requirements in the area
- Public garages – 84% funded by parking fees, 16% by taxes
- Parking benefit district: \$1 million per year in meter revenue kept
- Employee benefits: free universal transit pass (Eco-Pass); Guaranteed Ride Home; ride-matching services; bicycle parking, etc.
- \$325,000/year TDM budget
- Carpooling: 35% in 1993 to 47% in 1997
- Eco-pass: reduces commuter parking demand by 850 spaces



Phased/"Front-Loaded" Approach to Parking

- Recommendation: initial retail parking standards of no more than 3 spaces per 1,000 sq. ft.
- Set an upper limit on total parking supply at full retail build-out that doesn't exceed 2 spaces per 1,000 sq. ft.
- Retail parking ratio goes down over each phase of development
 - Examples:
 - Westfield Mall/5th and Mission Garage, SF
 - Emeryville Marketplace, TMG Partners
 - City of San Leandro's 2007 Transit-Oriented Development Strategy