

SHARED PARKING DISTRICT



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WHAT IS IT?

Shared parking is one of the most effective tools in parking management. Because many different land uses (a bank and a bar or restaurant, for example) have different periods of parking demand, they can easily share a common parking facility, thereby limiting the need to provide additional parking.

Shared parking policies do not treat the parking supply as individual units specific to particular businesses or uses, but rather emphasize the efficient use of the parking supply by including as many spaces as possible in a common pool of shared, publicly available spaces.

WHERE SHOULD IT BE APPLIED?

Specific shared parking policies should be applied to all areas within Balboa Village. Specific parking facilities would include all municipal parking facilities, as well as underutilized private lots.



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WHY IMPLEMENT IT?

The typical suburban pattern of isolated, single use buildings, each surrounded by parking lots, requires two vehicular movements and a parking space to be dedicated for each visit to a shop, office, or civic institution. Similarly, to accomplish three errands in this type of environment requires six movements in three parking spaces for three tasks.

By contrast, shared parking policies facilitate “park once” districts, in which motorists can park just once and complete multiple daily tasks on foot before returning to their vehicle.

Overall, the benefits of fully implementing a “park once” strategy include:

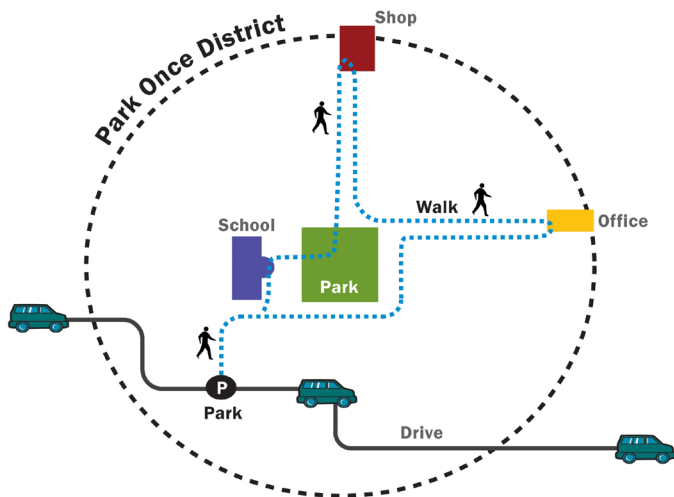
- Reduced vehicle trips and required parking spaces because spaces can be efficiently shared between uses with differing peak hours, peak days, and peak seasons of parking demand
- More welcoming environment for customers and visitors because they do not have to worry about getting towed for parking at one business while visiting another
- Allows for fewer, but more strategically placed lots and structures, resulting in better urban design and greater redevelopment opportunities
- By transforming motorists into pedestrians, who walk instead of drive to different destinations, shared parking can immediately activate public life on the streets and generate additional patrons of street-friendly retail businesses.

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HOW WILL IT WORK?

Outlined below are specific policy recommendations designed to facilitate shared parking and the creation of a “park once” district in Balboa Village:

- Maximize use of the existing parking supply by improving wayfinding and parking information (see Strategy Sheet on “Wayfinding”)
- Work with property owners and businesses to ensure that private parking is made available to the public when not needed for its primary commercial use
- Work with property owners and businesses to develop mutually-agreeable operating and liability arrangements for public use of private parking facilities
- Require as a condition of approval that all newly constructed private parking in any Balboa Village development or adaptive reuse project be made available to the public
- Allow parking to be shared among different uses within a single mixed-use building by right
- If new public parking supply is needed, first purchase or lease existing private parking lots or structures from willing sellers, and add this parking to the shared public supply before building expensive, new lots/garages



Based on an original illustration by Walter Kulash.

KEY QUESTIONS TO CONSIDER FURTHER

- How can the existing parking supply in Balboa Village be optimized for public use? Are there specific improvements that can be made to encourage people to park in existing off-street facilities, such as the beach lot?
- What private parking facilities are ideal for new shared parking arrangements?
- If determined to be needed, where could Balboa Village increase its public supply of parking? What opportunity sites exist?

SUCCESSFUL EXAMPLES

Santa Monica, CA: Santa Monica recently updated the Land Use and Circulation Element (LUCE) of its General Plan, which articulates several specific goals related to shared parking in its Downtown core. These include:

- Goal D11: Address parking needs comprehensively, identifying shared parking opportunities.
 - Policy D11.4: Pursue opportunities for shared use agreements with private parking facilities.

These policies seek to reinforce and support an existing shared parking district in Downtown Santa Monica. Within the Downtown District, there are more than ten public parking garages that serve as the parking supply for the vast majority of the retail and commercial businesses along the popular Third Street Promenade and surrounding retail streets. As a result of its shared parking pool, many new businesses or infill projects have been able to limit their parking obligations.

Downtown Ventura, CA: Shared on-site parking between land uses with different periods of peak parking demand is allowed for all uses. Shared on-site parking is allowed to satisfy 100 percent of the minimum parking requirement for each use.

