



The High Cost of Free Parking

DONALD SHOUP



Zoning has three basic elements

1. Permitted uses, such as residential, commercial and industrial zones
2. Permitted bulk—regulated by floor-area ratios, height limits, setbacks, and open-space requirements
3. Off-street parking requirements



Parking in Silicon Valley

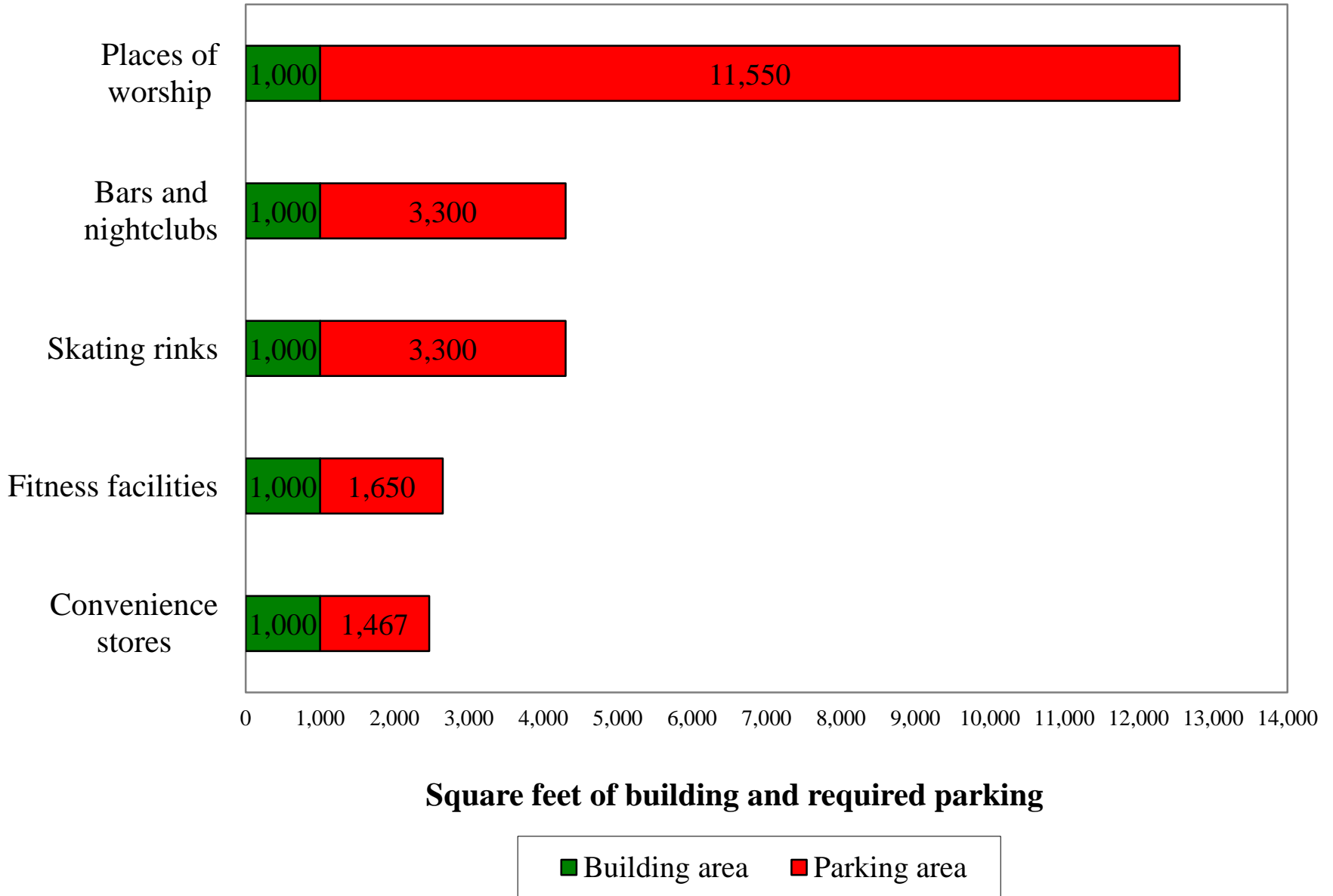


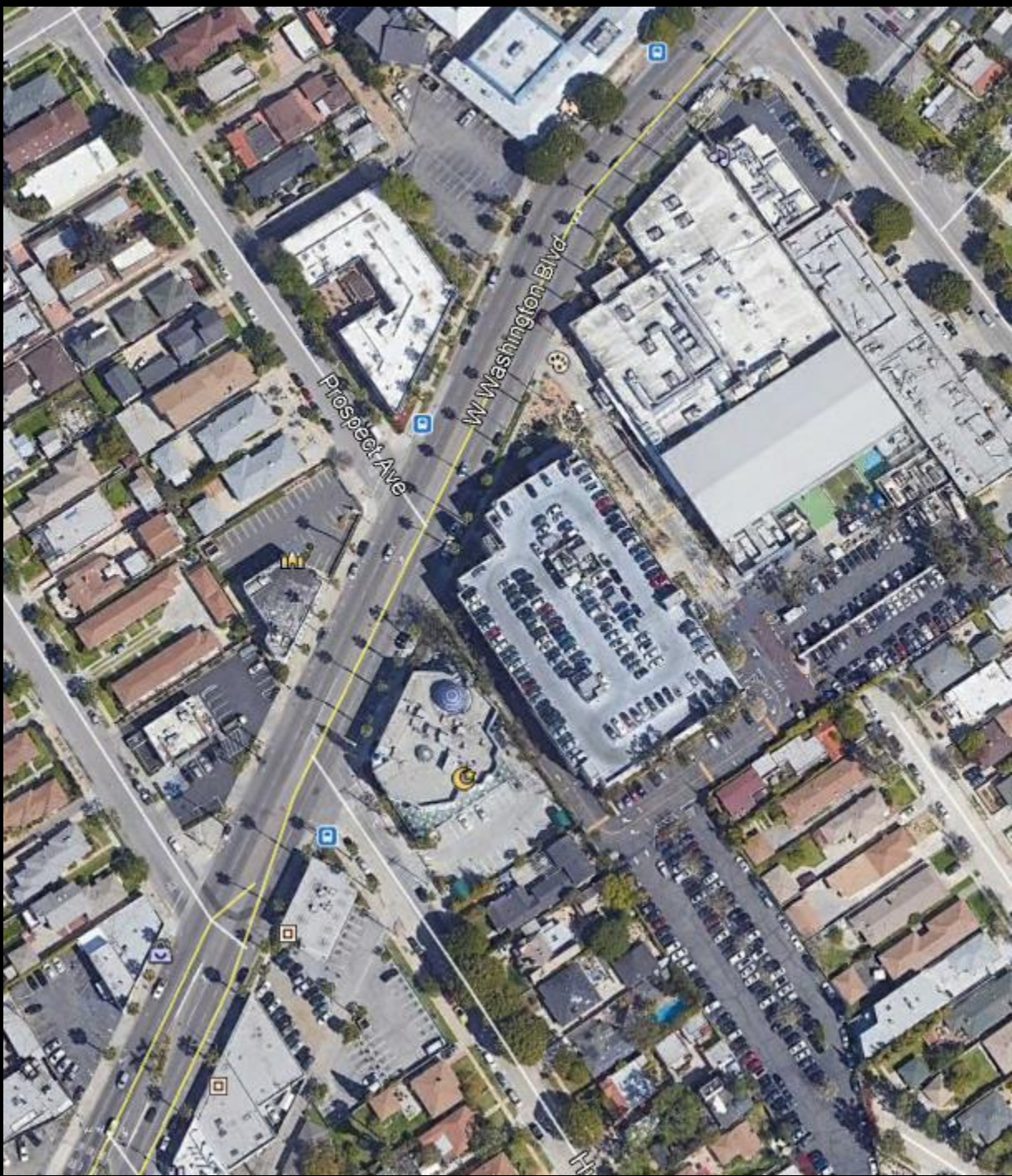
Ample free parking increases the demand for driving.

San José's minimum parking requirements



Culver City's minimum parking requirements







Parking Standards

Edited by
Michael Davidson and Fay Dolnick

APA

American Planning Association

PAS

Planning Advisory Service
Report Number 510/511

Survey of parking requirements for 660 land uses

a

abattoir (*see* slaughterhouse)
accessory dwelling unit
administrative office (*see* office uses)
adult use
adult use, adult arcade
adult use, adult cabaret
adult use, adult motion picture theater
adult use, adult theater
adult use, book store
adult use, entertainment facility
adult use, massage parlor (*see also* massage establishment)
adult use, sex novelty shop
advertising agency (*see also* office use)
agricultural use, unless otherwise specified (*see also* farm uses)
agricultural processing plant (*see also* industrial uses)
agricultural-related industry (*see also* agricultural use, unless otherwise specified)
agricultural sales and service use (*see also* farm supply store; feed store)
aircraft charter service
airport (*see also* airport terminal)
airport hangar
airport, local/private use
airport terminal (*see also* airport; transportation terminal)
ambulance service
amphitheater (*see also* stadium)
amusement enterprise (*see also* recreation facility uses)
amusement enterprise, indoor
amusement enterprise, outdoor
amusement park
amusement park, children's
amusement park, water
ancillary use (*see* accessory use)
animal boarding facility
animal breeder establishment
animal grooming salon
animal hospital
animal sales establishment (*see* pet shop)
animal shelter
animal training facility
antique shop (*see also* second-hand store)
apartment (*see* dwelling, apartment uses)
apartment hotel (*see* extended-stay hotel)
apparel store (*see* clothing store)
appliance and equipment repair establishment (*see also* equipment uses)

ALL USES

appliance sales establishment
aquaculture use
aquarium
arboretum (*see also* botanical gardens; community garden)
arcade, amusement (*see also* amusement enterprise uses)
archery range (*see also* rifle range; shooting range)
arena (*see* stadium)
armory
art gallery (*see also* cultural uses)
art school (*see* educational facilities, school for the arts)
art supplies store
artisan workshop (*see also* live-work studio)
artist studio (*see also* artisan workshop; live-work studio)
asphalt manufacturing facility (*see also* industrial use, heavy)
assembly hall (*see also* auditorium; civic center)
assisted living (*see* elderly housing, assisted living)
asylum (*see* mental health facility)
athletic field (*see also* ball field; grandstands; recreation facility uses)
auction, automobile
auction house
auditorium (*see also* assembly hall; civic center)
automated teller machine (ATM)
automated teller machine (ATM), exterior, on bank property
automobile convenience store (*see* gas station, mini-mart)
automobile dealership (*see also* motor vehicle sales establishment)
automobile graveyard (*see* automobile salvage yard; junk yard)
automobile impound facility (*see also* towing service)
automobile laundry (*see* car wash uses)
automobile maintenance, quick service establishment (*see also* automobile repair service establishment)
automobile mall (*see* automobile dealership uses)
automobile parts store
automobile rental establishment (*see also* motor vehicle rental establishment)
automobile repair service establishment (*see also* gas station; motor vehicle repair service establishment; tire store and

service establishment)
automobile salvage yard (*see also* junk yard)
automobile service station (*see also* gas station)

b

bait shop (*see also* retail use, unless otherwise specified)
bakery
bakery, wholesale
ball field (*see also* athletic field; grandstands; recreation facility uses)
ballroom (*see also* banquet hall; dance hall)
bank (*see also* accessory banking; automated teller machine (ATM); credit union)
bank, drive-thru only (*see also* drive-thru use, unless otherwise specified)
bank with drive-thru (*see also* drive-thru use, unless otherwise specified)
bank, without drive-thru
banquet hall (*see also* ballroom; dining room; meeting hall)
bar (*see also* beer garden; bottle club; brew pub; night club)
barber shop (*see also* beauty shop; personal services establishment)
baseball field (*see* ballfield)
basketball court
batch plant (*see* concrete production plant)
bathhouse (*see also* health spa; sauna bath)
batting cage facility
beach, commercial
beach, community
beauty shop (*see also* barber shop; personal services establishment)
beauty school (*see also* educational facility; trade school)
bed and breakfast home
bed and breakfast inn (*see also* tourist home)
beer garden (*see also* outdoor seating area)
bicycle rental and repair shop
bicycle repair shop
bicycle sales shop
billiard hall (*see* pool hall)
big box retail establishment (*see also* department store; shopping center uses)
bingo hall
blood donor center
blueprinting shop (*see also* copy shop; printing and publishing facility)
boarding house (*see also* lodging house; rooming house)

a

abattoir (see *slaughterhouse*)

accessory dwelling unit

- 1 additional space, on the same zone lot (*Greensboro, N.C., pop. 223,891*)
- ✓ 1 per attached accessory dwelling unit, in addition to other required spaces (*Washoe County, Nev., pop. 339,486*)
- 1 per bedroom (*Reno, Nev., pop. 180,480*)
- 1 space (*Encinitas, Calif., pop. 58,014*)
- 1 space per unit (*Palo Alto, Calif., pop. 58,598*)
- 2 spaces per unit; such space must have convenient access to a street (*Smithfield, Va., pop. 6,324*)



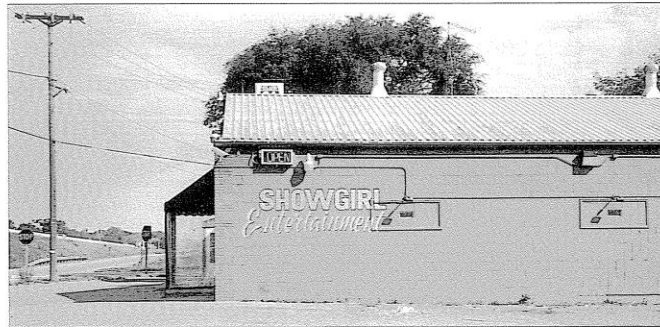
Bicycle Parking Standard: 0.5 per 1,000; 1 per 20 seats (*Tigard, Ore., pop. 41,223*)

adult use adult arcade

- 1 parking space shall be provided for every 2 occupants per the allowable occupant load as established by the city's building official or fire marshal, whichever standard is greater. In addition, 1 parking space shall be provided for each employee or independent contractor on the maximum shift. (*Santa Clarita, Calif., pop. 151,088*)

adult use, adult cabaret

- 1 parking space shall be provided for every 2 occupants per the allowable occupant load as established by the city's building official or fire marshal, whichever standard is greater. In addition, 1 parking space shall be provided for each employee or independent contractor on the maximum shift. (*Santa Clarita, Calif., pop. 151,088*)
- 1 space per 25 square feet of gross floor area (*Garden Grove, Calif., pop. 165,196*)



adult use

administrative office (see *office uses*)

adult use

- 0.3 per seat, plus 3.3 per 1,000 square feet of gross floor area (*Tampa, Fla., pop. 303,447*)
- 1 per 60 square feet (*Henderson, Nev., 175,381*)
- 10 per 1,000 square feet (*Hickory, N.C., pop. 37,222*)
- 12 per 1,000 square feet (*St. Mary's County, Md., pop. 86,211*)
- Minimum: 1 per 500 square feet above first 2,400 square feet
- Maximum: 1 per 150 square feet (*Pittsburgh, Pa., pop. 334,563*)
- Minimum: 1 per 250 square feet of gross floor area
- Maximum: 1 per 200 square feet of gross floor area (*Glennville, N.Y., pop. 28,183*)

- 1 per 200 square feet (*Fort Wayne, Ind., pop. 205,727*)
- 10 per 1,000 square feet, but not less than 15 (*Clark County, Nev., pop. 1,375,365*)

adult use, adult motion picture theater

- 1 off-street parking space for each 10 seats or equivalent (*San Bruno, Calif., pop. 40,165*)
- 1 parking space shall be provided for every 2 occupants per the allowable occupant load as established by the city's building official or fire marshal, whichever standard is greater. In addition, 1 parking space shall be provided for each employee or independent contractor on the maximum shift. (*Santa Clarita, Calif., pop. 151,088*)
- 1 space for each 8 fixed seats or 1 space for each 100 square feet of spectator assembly area not containing fixed seats (*Seattle, Wash., pop. 563,374*)

A parking requirement sampler

Barber shop	2 spaces per barber
Beauty shop	3 spaces per beautician
Nunnery	1 space per 10 nuns
Rectory	3 spaces per 4 clergymen
Sex novelty shop	3 spaces per 1,000 square feet
Gas station	1.5 spaces per fuel nozzle
Swimming pool	1 space per 2,500 gallons
Mausoleum	10 spaces per maximum number of interments in a one-hour period

PERIODIC TABLE OF THE ELEMENTS

<http://www.ktf-split.hr/periodni/en/>

GROUP	1	2	RELATIVE ATOMIC MASS (1)										13	14	15	16	17	18		
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	1	2	SYMBOL										B	C	N	O	F	Ne		
	1	2	ELEMENT NAME										BORON	CARBON	NITROGEN	OXYGEN	FLUORINE	NEON		
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2	3 6.941 Li LITHIUM	4 9.0122 Be BERYLLIUM											13 26.982 Al ALUMINIUM	6 12.011 C CARBON	7 14.007 N NITROGEN	8 15.999 O OXYGEN	9 18.998 F FLUORINE	10 20.180 Ne NEON		
3	11 22.990 Na SODIUM	12 24.305 Mg MAGNESIUM											13 26.982 Al ALUMINIUM	14 28.086 Si SILICON	15 30.974 P PHOSPHORUS	16 32.065 S SULPHUR	17 35.453 Cl CHLORINE	18 39.948 Ar ARGON		
4	19 39.098 K POTASSIUM	20 40.078 Ca CALCIUM	21 44.956 Sc SCANDIUM	22 47.867 Ti TITANIUM	23 50.942 V VANADIUM	24 51.996 Cr CHROMIUM	25 54.938 Mn MANGANESE	26 55.845 Fe IRON	27 58.933 Co COBALT	28 58.693 Ni NICKEL	29 63.546 Cu COPPER	30 65.39 Zn ZINC	31 69.723 Ga GALLIUM	32 72.64 Ge GERMANIUM	33 74.922 As ARSENIC	34 78.96 Se SELENIUM	35 79.904 Br BROMINE	36 83.80 Kr KRYPTON		
5	37 85.468 Rb RUBIDIUM	38 87.62 Sr STRONTIUM	39 88.906 Y YTRIUM	40 91.224 Zr ZIRCONIUM	41 92.906 Nb NIOBIUM	42 95.94 Mo MOLYBDENUM	43 (98) Tc TECHNETIUM	44 101.07 Ru RUTHENIUM	45 102.91 Rh RHODIUM	46 106.42 Pd PALLADIUM	47 107.87 Ag SILVER	48 112.41 Cd CADMIUM	49 114.82 In INDIUM	50 118.71 Sn TIN	51 121.76 Sb ANTIMONY	52 127.60 Te TELLURIUM	53 126.90 I IODINE	54 131.29 Xe XENON		
6	55 132.91 Cs CAESIUM	56 137.33 Ba BARIUM	57-71 La-Lu Lanthanide	72 178.49 Hf HAFNIUM	73 180.95 Ta TANTALUM	74 183.84 W TUNGSTEN	75 186.21 Re RHENIUM	76 190.23 Os OSMIUM	77 192.22 Ir IRIDIUM	78 195.08 Pt PLATINUM	79 196.97 Au GOLD	80 200.59 Hg MERCURY	81 204.38 Tl THALLIUM	82 207.2 Pb LEAD	83 208.98 Bi BISMUTH	84 (209) Po POLONIUM	85 (210) At ASTATINE	86 (222) Rn RADON		
7	87 (223) Fr FRANCIUM	88 (226) Ra RADIUM	89-103 Ac-Lr Actinide	104 (261) Rf RUTHERFORDIUM	105 (262) Db DUBNIUM	106 (266) Sg SEABORGIUM	107 (264) Bh BOHRMIUM	108 (277) Hs HASSIUM	109 (268) Mt MEITNERIUM	110 (281) Uun UNUNNIUM	111 (272) Uuu UNUNUNIUM	112 (285) Uub UNUNBIUM								

LANTHANIDE

57 138.91 La LANTHANUM	58 140.12 Ce CERIUM	59 140.91 Pr PRASEODYMIUM	60 144.24 Nd NEODYMIUM	61 (145) Pm PROMETHIUM	62 150.36 Sm SAMARIUM	63 151.96 Eu EUROPIUM	64 157.25 Gd GADOLINIUM	65 158.93 Tb TERBIUM	66 162.50 Dy DYSPROSIUM	67 164.93 Ho HOLMIUM	68 167.26 Er ERBIUM	69 168.93 Tm THULIUM	70 173.04 Yb YTTERIUM	71 174.97 Lu LUTETIUM
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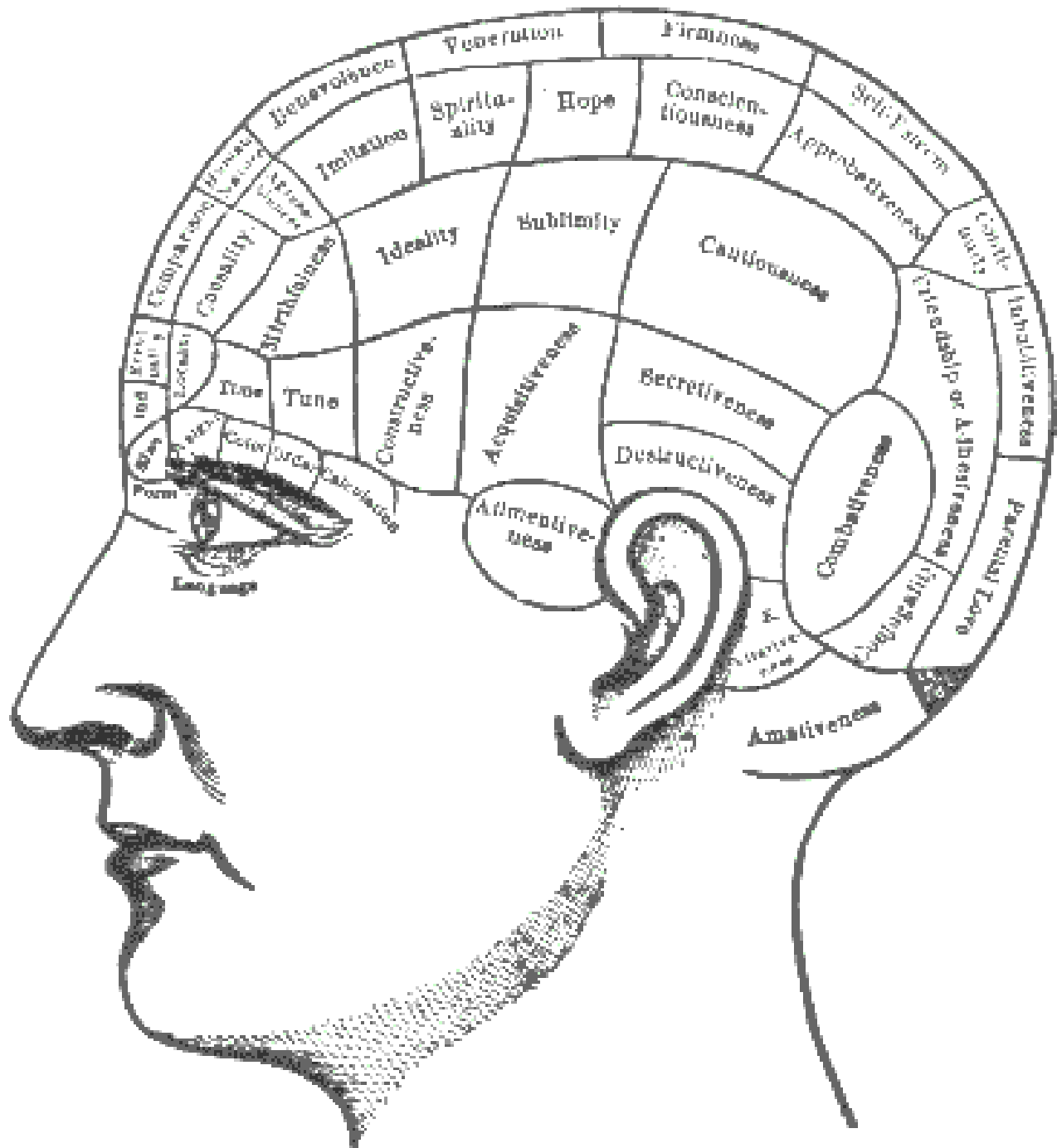
ACTINIDE

89 (227) Ac ACTINIUM	90 232.04 Th THORIUM	91 231.04 Pa PROTACTINIUM	92 238.03 U URANIUM	93 (237) Np NEPTUNIUM	94 (244) Pu PLUTONIUM	95 (243) Am AMERICIUM	96 (247) Cm CURIUM	97 (247) Bk BERKELIUM	98 (251) Cf CALIFORNIUM	99 (252) Es EINSTEINIUM	100 (257) Fm FERMIUM	101 (258) Md MENDELEVIUM	102 (259) No NOBELIUM	103 (262) Lr LAWRENCIUM
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(1) Pure Appl. Chem., 73, No. 4, 667-683 (2001)
Relative atomic mass is shown with five significant figures. For elements having no stable nuclides, the value enclosed in brackets indicates the mass number of the longest-lived isotope of the element.

However three such elements (Th, Pa, and U) do have a characteristic terrestrial isotopic composition, and for these an atomic weight is tabulated.

Phrenology



Parking Requirements

Every space is sacred.

Every space is great.

If a space is wasted,

God gets quite irate.

Every space is wanted.

Every space is good.

Every space is needed

In your neighborhood.

Adapted from Monty Python's *The Meaning of Life*

Planners who set minimum parking requirements:

Don't know how much the required parking spaces cost.

Don't know how much the parking requirements increase the cost of housing and everything else.

Don't know how the parking requirements affect urban design.

Don't know how the parking requirements affect congestion.

Don't know how the parking requirements affect air pollution.

Don't know how the parking requirements affect fuel consumption and CO₂ emissions.

Have no training in how to set a parking requirement.

Are politicizing what should be business decisions.

Are governmentalizing what should be market choices.

Timeline Photos



Joint Meeting of the
Parks, Recreation & Community
Services Commission and the
Committee on Homelessness



The Past, Present and Future of Housing in Culver City

April 23, 2019

7:00 PM - 9:00 PM

Veterans Memorial Building, Rotunda Rm
4117 Overland Ave., Culver City 90230



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Comment



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Send in Messenger

Email: PRCS.Department@CulverCity.org

Parking versus Housing

The United States has at least 1,300 square feet of parking space per car.

The United States has about 720 square feet of housing space per person.

Cars have more space for parking than humans have for housing.

Most parking is free for cars, and most housing is expensive for people.

Free parking encourages us to buy cars, consume energy, congest traffic, and pollute the air.

Expensive housing burdens everyone and makes some people homeless.

We have our priorities for parking and housing the wrong way around.

Cities that want more housing and less traffic should stop requiring off-street parking for all housing.

Converting garages into apartments



Street-facing garage apartments



Will garage apartments push cars onto the street?



Garages can be much more valuable for people than for cars. By legalizing garage apartments, cities can take advantage of a housing opportunity that is hiding in plain sight. We can reduce the homeless problem one garage at a time.



Buffalo's new parking requirements

8.3 VEHICLE ACCESS & PARKING

8.3.1 General

- A.** Off-Street Parking Not Required. The provision of off-street vehicle parking is not required. Where provided, off-street vehicle parking must comply with the standards of this section.

Hartford Eliminates Parking Minimums Citywide

By Angie Schmitt | Dec 13, 2017 |  46



This building was converted to apartments in downtown Hartford after parking mandates were eliminated. Photo: Google Maps

Minneapolis Moves to Eliminate Mandatory Parking

By Angie Schmitt | Dec 12, 2018 | 18



Photo: Minneapolis 2040



The Minneapolis City Council has approved a [bold plan](#) that would dramatically increase walkability and other hallmarks of urban living by eliminating mandatory parking that has encouraged car ownership for years.

"In a win for housing affordability and walkability, San Francisco's Board of Supervisors voted last week to eliminate the city's minimum parking requirements." Next, San Francisco should charge market prices for curbside parking and use the revenue to put the overhead wires underground.



USA.STREETSBLOG.ORG

San Francisco Eliminates Parking Minimums

San Francisco is the latest city to eliminate minimum parking requirements...

In downtown, a maximum of one parking stall will be allowed per residential unit, with the added restriction that parking must be built below ground if it is built at all.



ARCHPAPER.COM

San Diego eliminates parking requirements for transit-adjacent projects



Why are cities removing minimum parking requirements?

“to promote the creation of downtown apartments”
(Greenfield, Massachusetts)

“to see more affordable housing” (Miami)

“to meet the needs of smaller businesses” (Muskegon,
Michigan)

“to give business owners more flexibility while
creating a vibrant downtown” (Sandpoint, Idaho)

“to prevent ugly, auto-oriented townhouses” (Seattle).

What will happen if cities remove parking requirements?













ONE WAY

Grand



9th St

ONE WAY

ONE WAY

01/01/2011

The solution is in the site.



Effects of removing parking requirements and building job-adjacent housing on former parking lots

Create jobs

Increase the housing supply

Reduce time spent commuting

Reduce spending on cars and fuel

Reduce traffic congestion and air pollution

Increase the demand for smart parking technology

Slow climate change

Three Reforms in Parking Policy

1. Charge the right price for curb parking.
The lowest price that will leave one or two vacant spaces on each block—performance-based pricing
2. Establish Parking Benefit Districts to spend the meter revenue in the neighborhoods that generate it.
Revenue return will make performance-based prices for curb parking politically popular.
3. Reduce or remove off-street parking requirements. Do not require additional parking when a building's use changes.
Freedom from parking requirements will allow higher density and new uses for old buildings.

1. Demand-based Parking Prices

Demand-based prices adjust over time to maintain a few vacant spaces.

The goal is to keep about 85 percent of the parking spaces occupied all the time.

The lowest price a city can charge and still leave one or two open spaces on every block.

If one curb space are open on each side of each block, everyone will see that convenient parking is available everywhere.

The only thing worse than paying for parking is having no parking.

Before SFpark



Block A - Central Business District Location - 0 Open Spots



Block B - Nearby Location - 3 Open Spots

After SFpark



Block A - Central Business District Location - 1 Open Spot



Block B - Nearby Location - 2 Open Spots





SFpark:

Putting Theory Into Practice

Post-launch implementation summary and lessons learned



Average meter prices *declined* with SFpark

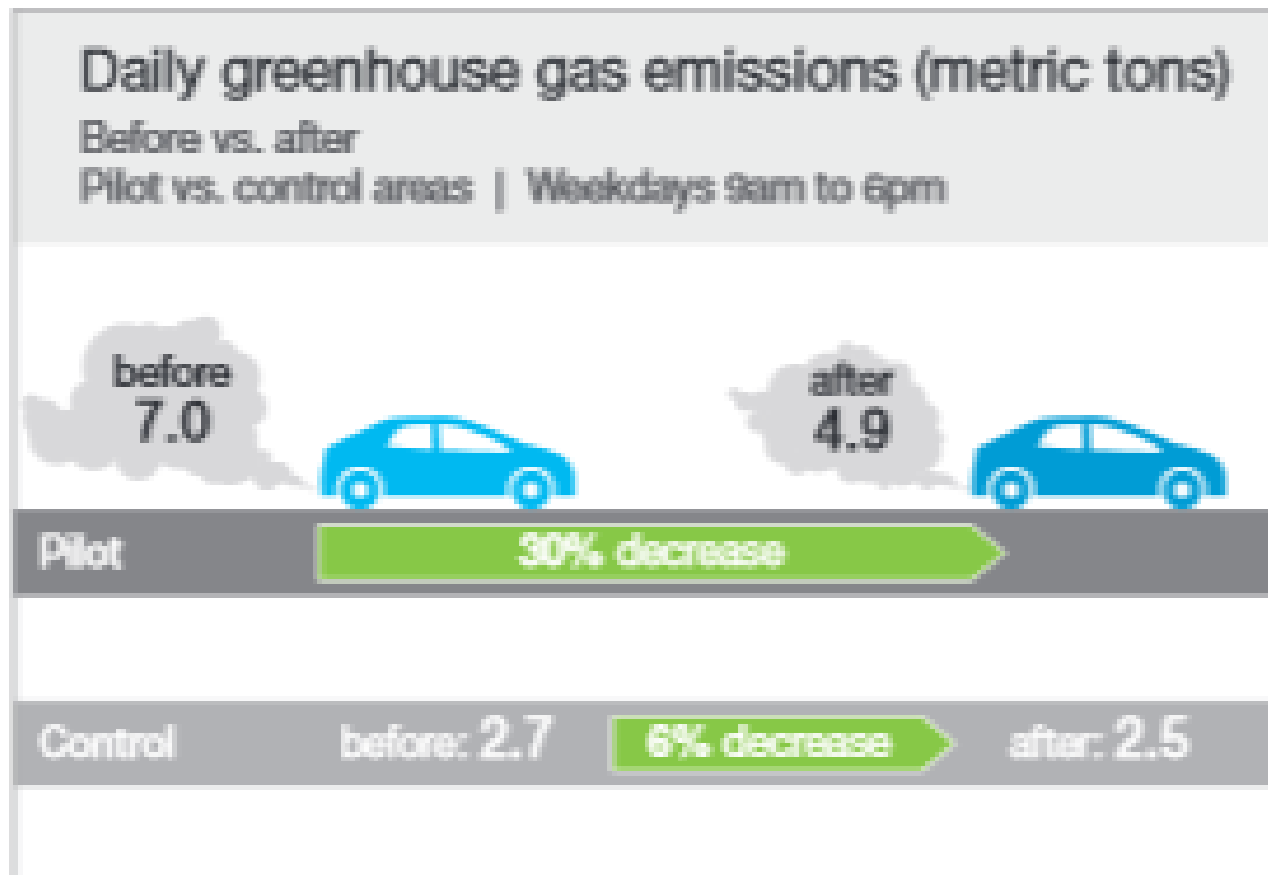
After the 10th rate change in April 2013, only 9 blocks had reached the \$6 per hour cap, and 179 had fallen to the \$0.25 per hour minimum.

Many blocks had been overpriced in the morning.

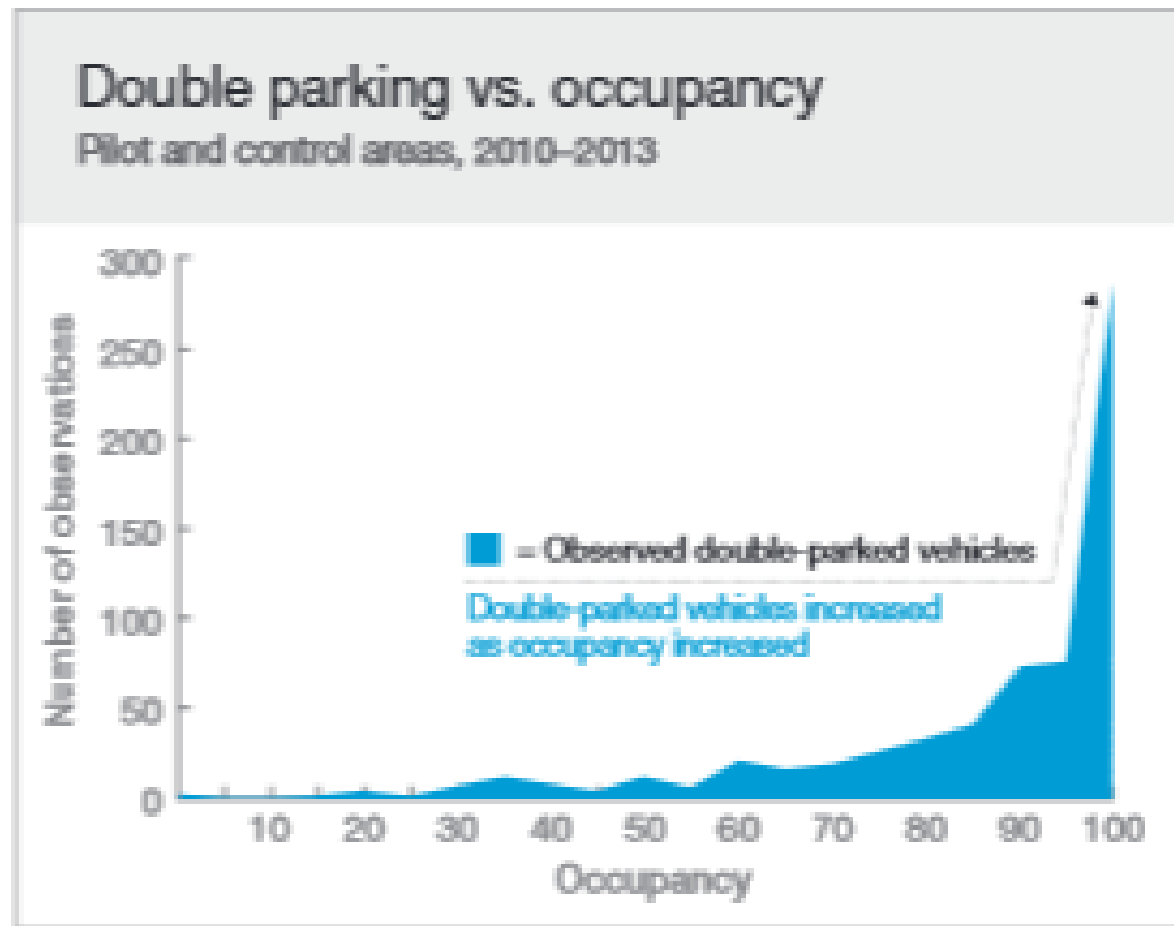
Parking should be free if many spaces remain empty at the zero price.

Performance pricing leads to higher prices only if prices are so low that no spaces are open.

Greenhouse gas emissions declined

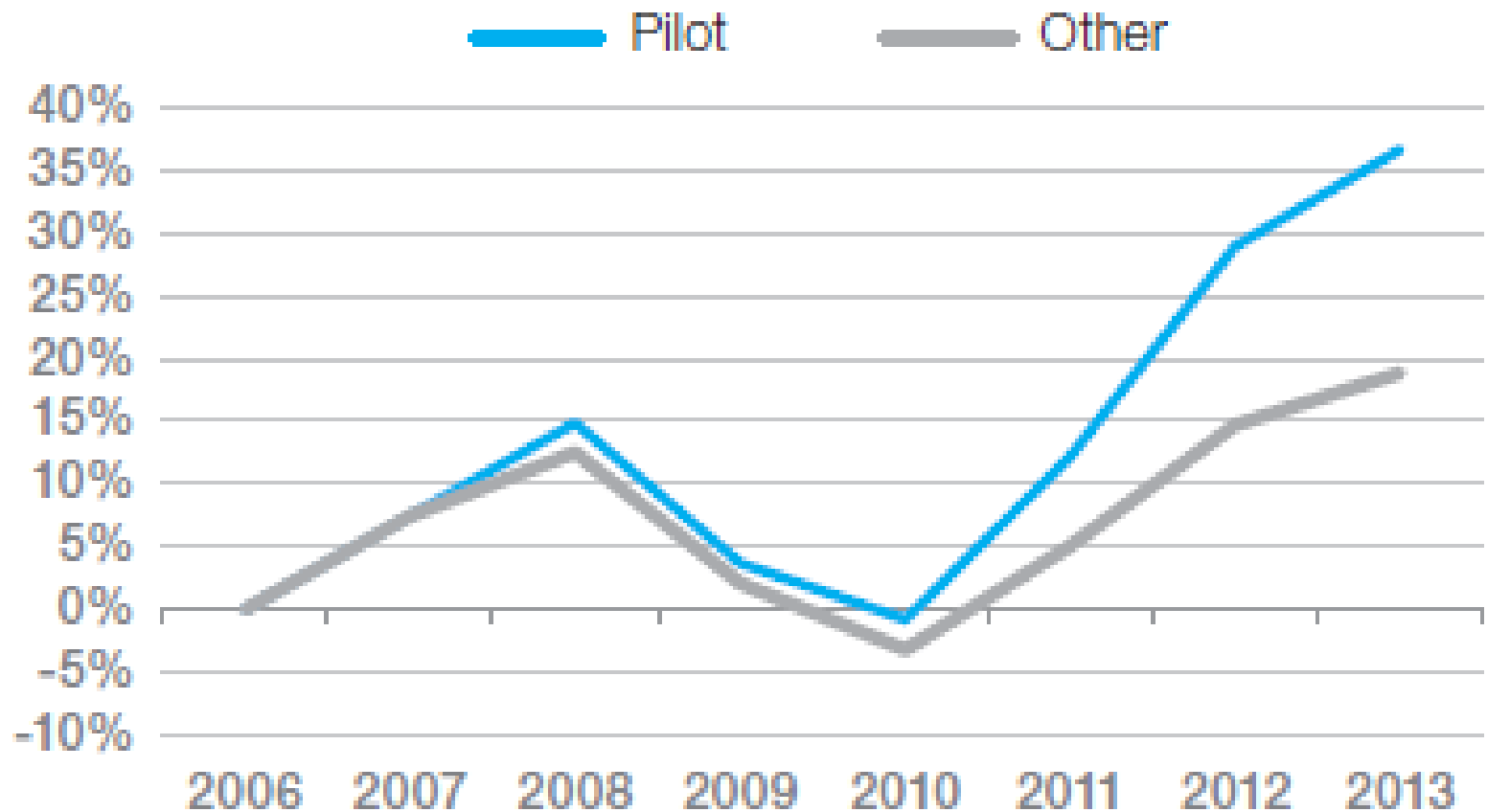


Double parking declined



Change in sales tax revenue, FY2006–2013

Food product, general retail and miscellaneous;
chain stores excluded







PAY · BY · SPACE

PAY BY:
CREDIT CARD

CASH
EXACT BILLS REQUIRED \$1, \$5 ONLY

REMEMBER
NO IN AND OUT PRIVILEGES
NOT TRANSFERABLE
PAY STATION TICKETS ARE ONLY VALID
IN DESIGNATED PAY STATION AREAS
MUST DISPLAY PAY STATION PASS ON
DASHBOARD AT ALL TIMES
VIOLATORS ARE SUBJECT TO CITATION
21113A CVC



Stall: 05769

Press Number on Keypad to Select Options:

- 1) 2 Hours \$7.00
- 2) 1 Hr 30 Min \$5.00
- 3) 1 Hour \$3.00
- 4) 40 Minutes \$2.00
- 5) 20 Minutes \$1.00





























The right price

Should the price be higher?

Should the price be lower?

The Goldilocks principle of parking prices.

“I know it when I see it.”

Can anyone think of a better way to set the price of curbside parking?

Information wants to be free.

Parking wants to be paid for.

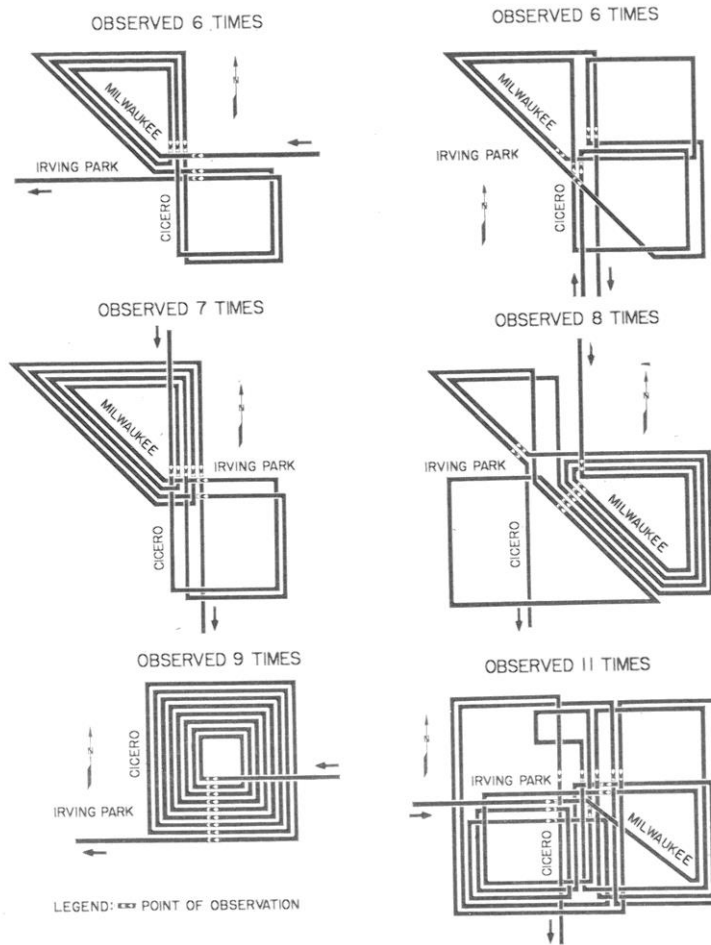
Cruising for Parking

TABLE 11-5
CRUISING FOR PARKING

Year	City	Share of traffic cruising (percent)	Average search time (minutes)
1927	Detroit	19%	
1927	Detroit	34%	
1934	Washington		8.0
1962	New Haven	17%	
1965	London		6.1
1966	London		3.5
1966	London		3.6
1977	Freiburg	74%	6.0
1984	Jerusalem		9.0
1985	Cambridge	30%	11.5
1993	Cape Town		12.2
1993	New York	8%	7.9
1993	New York		10.2
1993	New York		13.9
1997	San Francisco		6.5
2001	Sydney		6.5
2005	Los Angeles	68%	3.3
2007	New York	28%	
2007	New York	45%	
2008	New York		3.8
2011	Barcelona	18%	
Average		34%	7.5

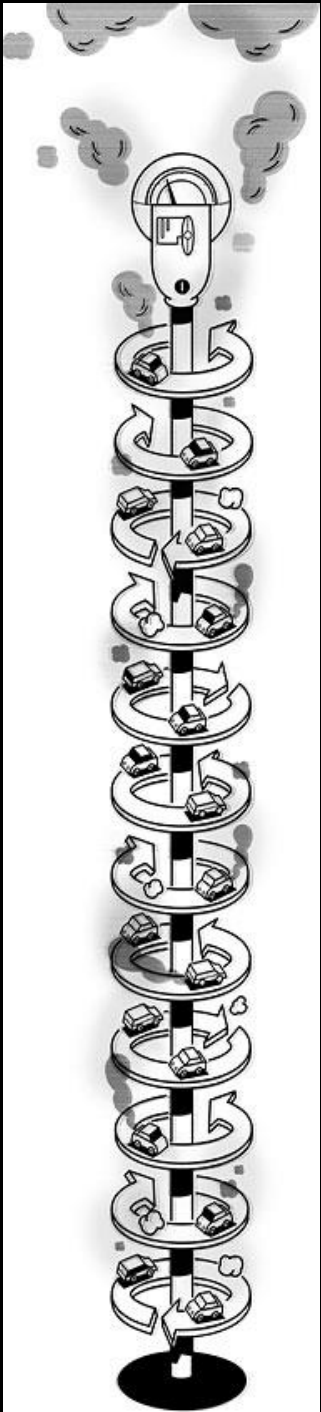
ROUTES OF CERTAIN CRUISING VEHICLES IN THE VICINITY OF
CICERO, MILWAUKEE, AND IRVING PARK CONSTRUCTED FROM
OBSERVATIONS MADE ON THE SIX APPROACHES TO THE
INTERSECTION OF THESE STREETS

7:00 P.M. TO 9:30 P.M.-THURSDAY, MARCH 30, 1939

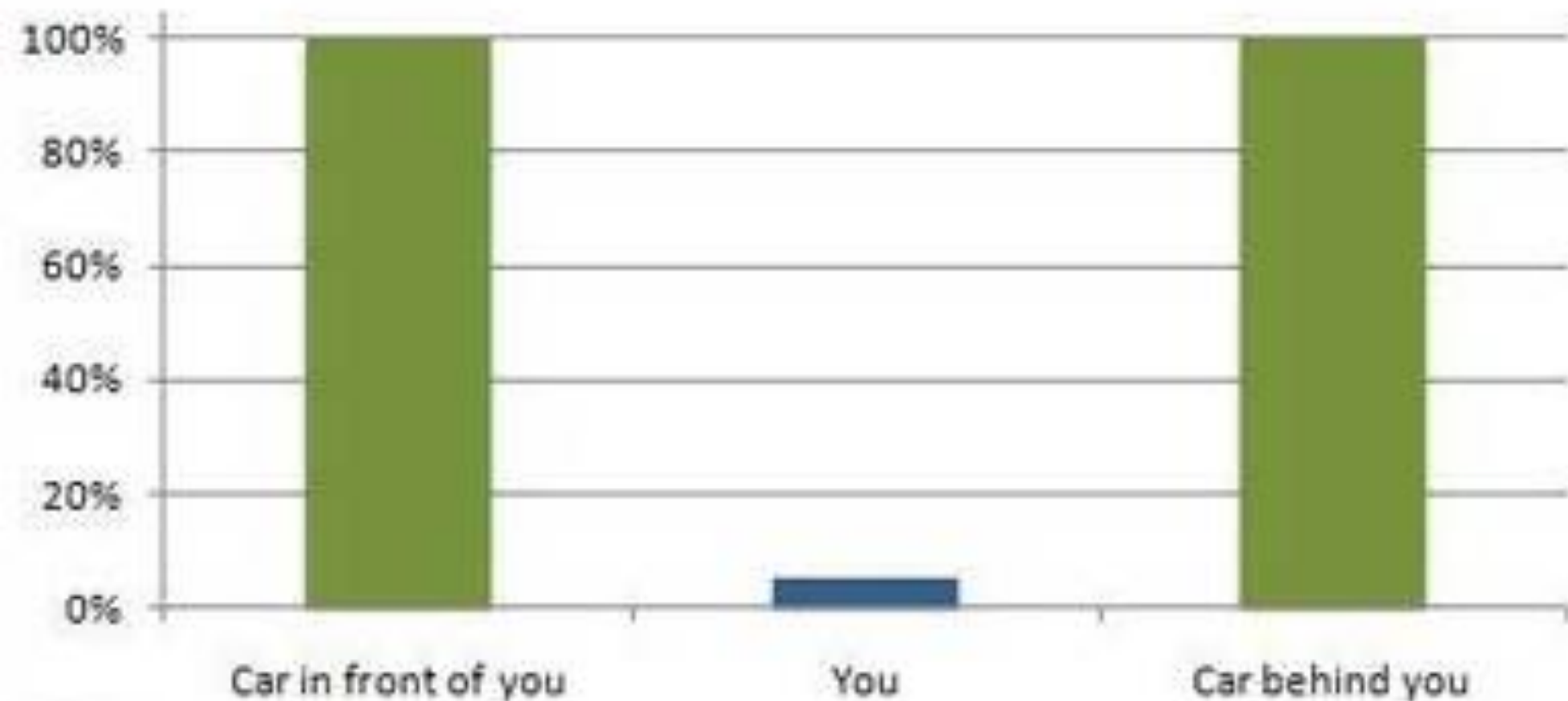


From the Report: "A Plan to Relieve Traffic Congestion in the Portage Park Retail Shopping Center." A Survey by City of Chicago, Chicago Motor Club, Chicago Surface Lines, April 1939

FIGURE 4—Observed Routes of Cruising Vehicles



Probability of finding parking space





Competing uses for the curb

Parking

Loading zones

Bus stops

No stopping

Bike lanes

Bike stations

Outdoor restaurants

Sidewalk cafés
in curb parking
lanes



Bike stations in curb parking lanes



Converting free
private parking
into paid public
parking

Monday - Friday
7am - 5pm
**PERMIT PARKING
ONLY**

**Paid Parking
All Other Times
Violators Will Be Ticketed
/ Booted or Towed**



P Customer Parking

CALIFORNIA BANK TRUST

During Business Hours

Mon - Thu 9 am - 5 pm
Fri 9 am - 6 pm
Sat 9 am - 1 pm

Building Tenant Spaces Reserved At All Times

Public Parking
In Effect After Business Hours

Rates

0-1 Hours = \$2.00
0-8 Hours = \$3.00

Cash or Credit Cards 

Payment Instructions

- 1. Pay Here In Advance
- 2. No Change Given
- 3. No In & Out Privileges
- 4. Non-Transferable
- 5. Place Ticket Face Up On Dash
- 6. No Oversized Vehicles
- 7. Pay Machine Only
- 8. Vehicles Must Exit By 6AM



Lot Checked by Parking Company of America
For Information Call 619-234-4222

NOTICE OF CONTRACTUAL AGREEMENT
PRIVATE PROPERTY

Parking by agreement only. Your parking on this private property shall constitute your agreement to the following terms and conditions.

You agree to park according to the posted regulations and/or time restrictions. You agree that if you do not adhere to the posted time regulations or in the event that you do not pay the posted fee in advance during those hours as have been designated for payment before walking away from your vehicle, that you will be charged a \$25.00 parking fee which will increase to \$50.00 if not paid within 14 days. Additionally, pursuant to California Vehicle Code section 22658, YOUR FAILURE TO COMPLY WITH THIS AGREEMENT MAY RESULT IN THE TOWING OF YOUR VEHICLE AT THE VEHICLE OWNER'S EXPENSE. This is a license to park only, no bailment is created. Please lock your car and take your keys.

SAN DIEGO POLICE 619-531-2000
WESTERN TOWING 619-277-8697



CALIFORN

Progressive Parking Prices in Albany

<u>Parking Time</u>	<u>Price per Hour</u>	<u>Total Price</u>
First hour	\$1.25	\$1.25
Second hour	\$1.25	\$2.50
Third hour	\$1.50	\$4.00
Fourth hour	\$1.75	\$5.75
Fifth hour	\$2.00	\$7.75
Sixth hour	\$2.25	\$10.00
Seventh hour	\$2.50	\$12.50
Eighth hour	\$2.75	\$15.25
Ninth hour	\$3.00	\$18.25
Tenth hour	\$3.25	\$21.50

Progressive parking fines

First violation in a year	Warning
Second violation	\$10
Third violation	\$20
Fourth violation	\$40
Fifth violation	\$80
Further violations	\$100

Parking Discounts for Residents

In Miami Beach, nonresidents pay \$4/hour at parking meters, but residents pay only \$1/hour.

In Monterey, the first two hours of parking in city garages are free for residents.

Calgary gives parking discounts for smaller cars.

Madrid gives parking discounts for low-pollution cars.

2. Parking Benefit Districts





SE



"Take away a few more parking spaces."



1978 Plan for Old Pasadena

“The area’s been going downhill for years.”

“It’s a bunch of dirty old buildings.”

“It’s filthy.”

“It’s Pasadena’s sick child.”

“The area is unsafe.”

Old Pasadena Now



Parking meters with revenue return

- City of Pasadena offered to return all parking meter revenue to Old Pasadena
- Merchants and property owners immediately agreed to install meters
- 690 meters operate until midnight, and on Sunday
- Meters yield \$1.2 million a year for Old Pasadena's 15 blocks, about \$80,000 per block.

Old Pasadena. We've come a long way. This might seem silly to some people, but if not for our parking meters, its hard to imagine that we'd have the kind of success we're enjoying. They've made a huge difference. At first it was a struggle to get people to agree with the meters. But when we figured out that the money would stay here, that the money would be used to improve the amenities, it was an easy sell.”

Marilyn Buchanan, Chair,
Old Pasadena Parking Meter Zone Advisory Board

Turning Small Change into Big Changes









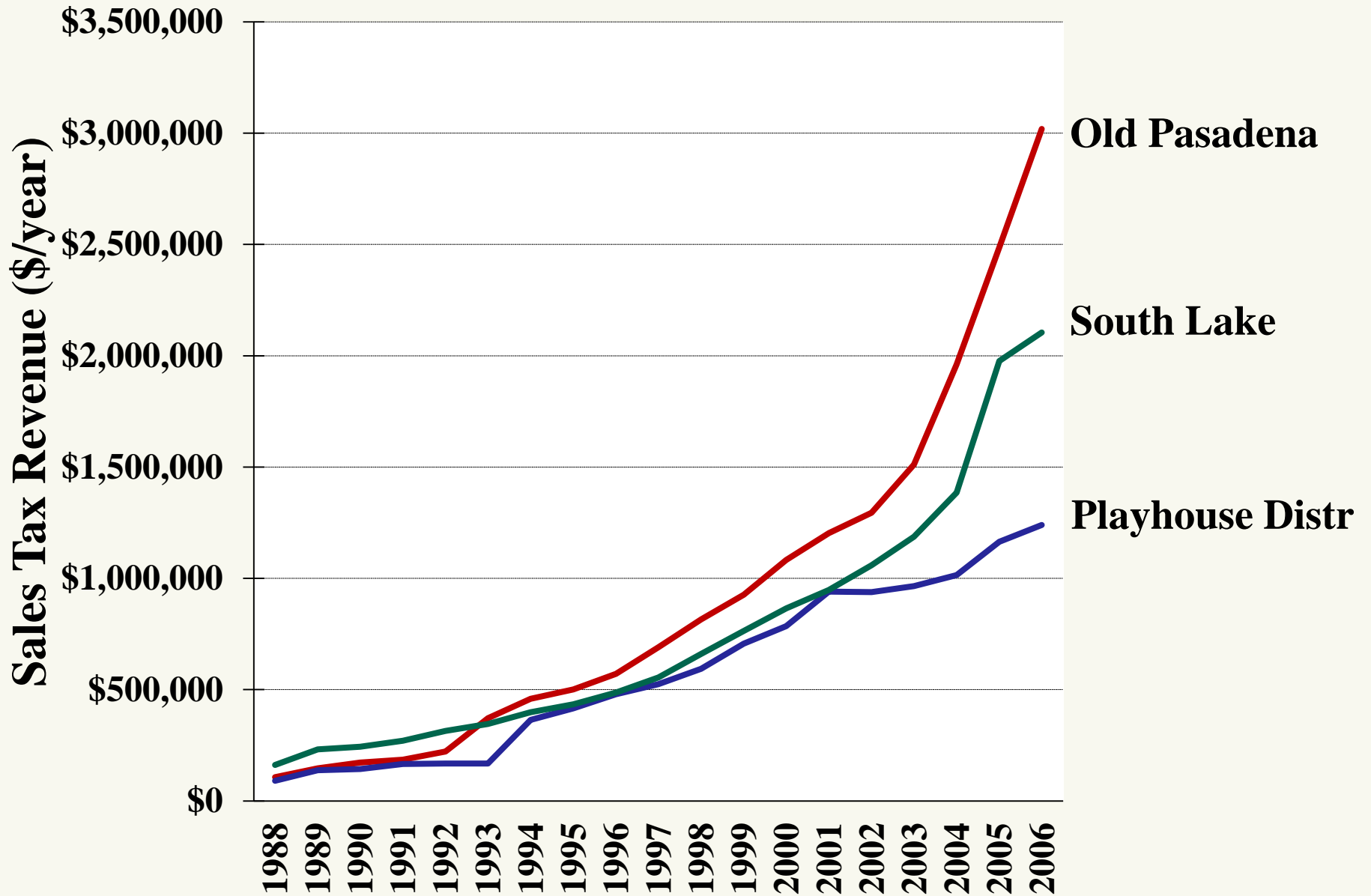


FOOTWEAR

GAP

ARMANI EXCHANGE

Pasadena Sales Tax Revenue



Parking Benefit Districts

Transportation management tool.

Reduces traffic congestion, air pollution, and fuel consumption.

Economic development tool.

Makes curb parking available, increases sales and property tax revenue, and employs people.

Effects of removing parking requirements and building job-adjacent housing on former parking lots

Create jobs

Increase the housing supply

Reduce time spent commuting

Reduce spending on cars and fuel

Reduce traffic congestion and air pollution

Increase the demand for smart parking technology

Slow climate change

Pan-Ideological Support for Market-Priced Curb Parking



**BEAR
LEFT**



**KEEP
RIGHT**

Political support for market-priced curb parking, parking benefit districts, and no off-street parking requirements

Liberals will see that it increases public spending.

Conservatives will see that it relies on markets and reduces government regulation.

Environmentalists will see that it reduces energy consumption, air pollution, and carbon emissions.

Businesses will see that it unburdens enterprise.

New Urbanists will see that it improves urban design and enables people to live at high density without being overrun by cars.

Libertarians will see that it increases the opportunities for individual choice.

Property-rights advocates will see that it reduces regulations on land use.

Developers will see that it reduces building costs.

Residents will see that it pays for neighborhood public improvements.

Affordable housing advocates will see that it reduces the cost of building new housing.

Neighborhood activists will see that it devolves public decisions to the local level.

Local elected officials will see that it reduces traffic congestion, encourages infill redevelopment, and pays for local public services without raising taxes.







All of us, if we are reasonably comfortable, healthy and safe, owe immense debts to the past.

There is no way, of course, to repay the past. We can only repay those debts by making gifts to the future.

Jane Jacobs

We--you and I, and our government--
must avoid the impulse to live only for
today, plundering, for our own ease and
convenience, the precious resources of
tomorrow.

Dwight Eisenhower

As our case is new, so must we think anew,
and act anew.

Abraham Lincoln

Smart Parking

Reform depends
on leadership
from all of you.



The High Cost of Free Parking

DONALD SHOUP