RICHMOND 300
A GUIDE FOR GROWTH

RICHMOND PLANNING & DEVELOPMENT REVIEW
PDR

City Planning Commission

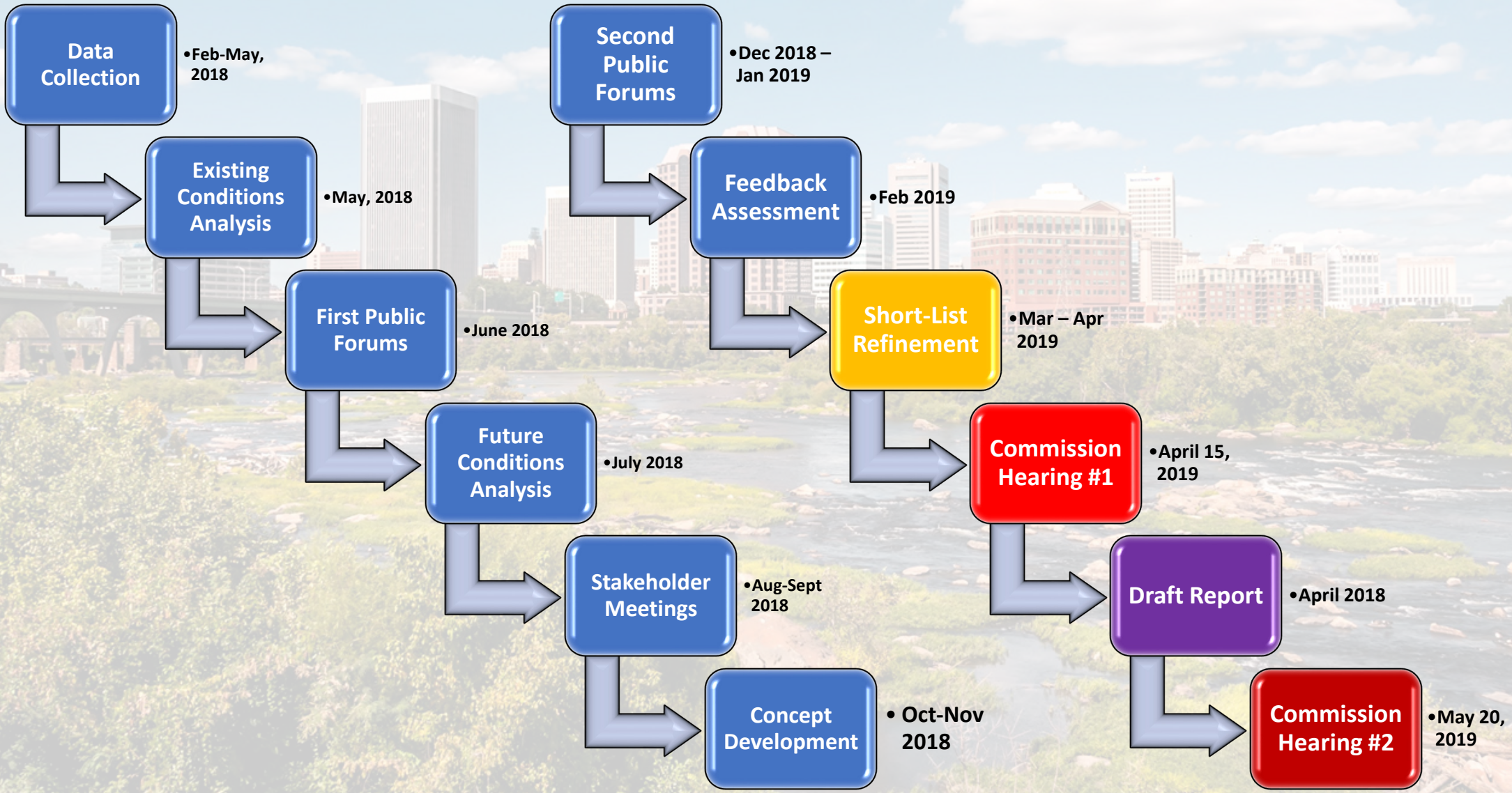
Parking Study Update

April 15, 2018

DESMAN
Design Management

vhb

Work to Date


Data Collection
•Feb-May, 2018
Existing Conditions Analysis
•May, 2018
First Public Forums
•June 2018
Future Conditions Analysis
•July 2018
Stakeholder Meetings
•Aug-Sept 2018
Concept Development
• Oct-Nov 2018
Second Public Forums
•Dec 2018 – Jan 2019
Feedback Assessment
•Feb 2019
Short-List Refinement
•Mar – Apr 2019
Commission Hearing #1
•April 15, 2019
Draft Report
•April 2018
Commission Hearing #2
•May 20, 2019

Agenda

- Review general best practices and principles
- Review general initiatives presented to the public
- Review public feedback

- May 20th meeting:
  - Review initial recommendations for each neighborhood
  - Discuss mid- and long-term recommendations

Key Challenges to Richmond 300

- Transition from ‘parking as a utility’ to ‘parking as a service’
- Moving the onus of providing parking from the public to the private sector
- Monetizing transportation decisions
- Balancing growth objectives with practical mobility needs
- Financially supporting future mobility initiatives
- Engaging a concerned populace in a constructive, collaborative dialogue
- Educating constituents on the economics of parking
- Balancing competing user rights

Critical Considerations

- Parking is an emotional, very personal topic
- In absence of other measures, proximity is the measure of quality
- An absence of regulation only benefits individuals in an abundant market
- Parking should be part of a larger overall “mobility” strategy
- Mobility is a learned behavior
- Evolution takes time
- Change must be driven by public incentives and private deterrents

Driving Principles

1. Supply is fixed, while demand is flexible, so focus on managing demand
2. Make the most of the supply that current exists first before adding more spaces
3. Safety trumps capacity every time
4. Future solutions should assist the city in transitioning to a new approach to mobility
5. The most effective change comes through choice, not prescription

Universal Initiatives

1. Standardize curbside parking to identify ‘no parking’ areas and reduce unsafe practices (e.g. parking lanes, not spaces)
2. Revise/introduce on-street permit programs which provide residents preferred parking privileges*, but allow for other users as capacity allows
3. Instead of granting waivers on parking requirements, allow developers to pay into a fund to support parking/mobility projects
4. Consider pilots into “fee for use” parking to test it as a management tool

** Within reasonable limits*

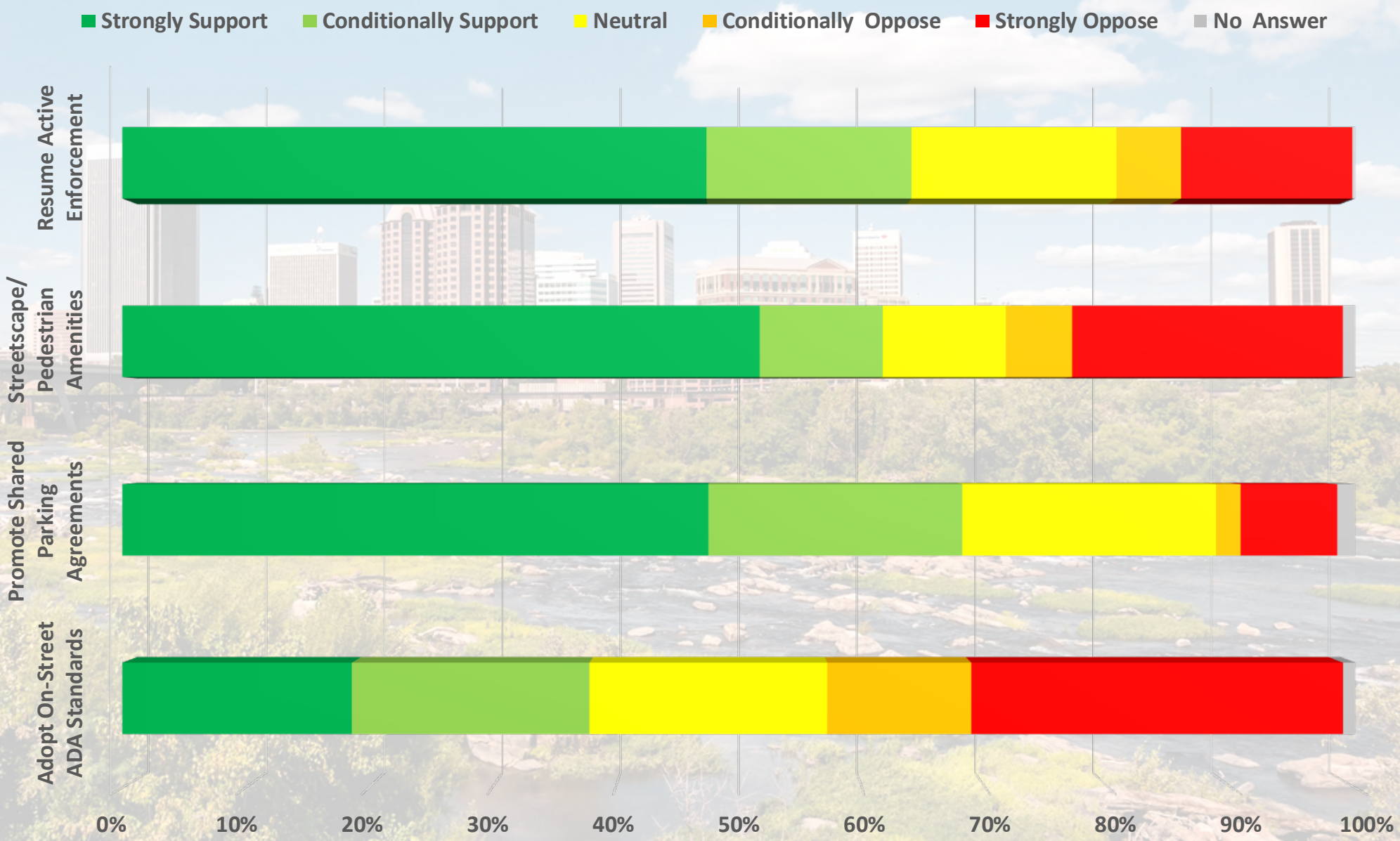
Universal Initiatives

Large Scale Initiatives

1. Resume/introduce parking enforcement in areas where regulation is needed to compel safe practices and turnover
2. Create a mechanism* to promote shared parking agreements between parties where available capacity currently exists
3. Develop a policy/ methodology for assigning curbside ADA spaces in commercial districts
4. Increase spending on improvements which support other modes of transportation, especially walking

** Would include revisions to existing zoning*

Large Scale Initiatives

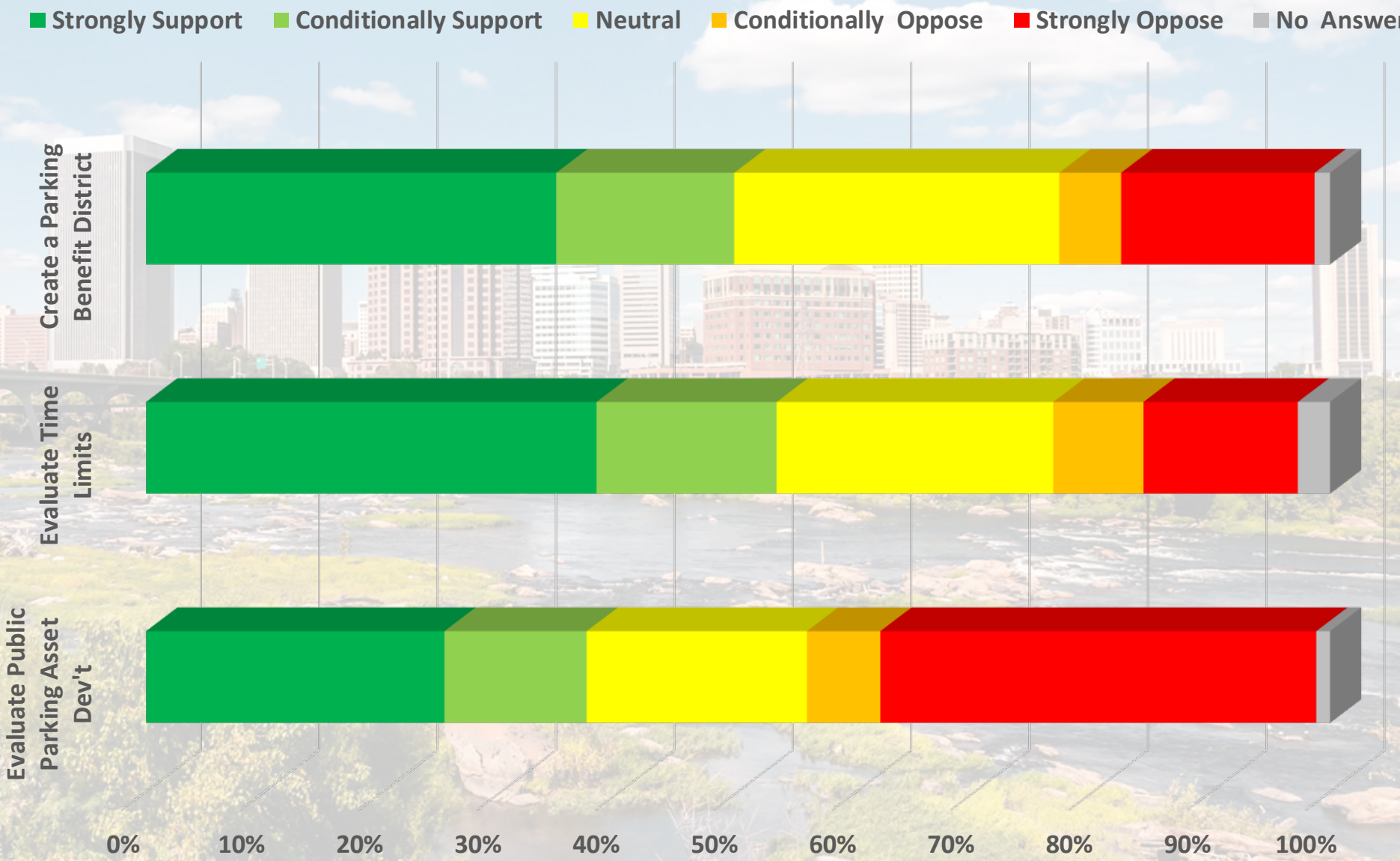


Limited Initiatives

1. In select areas where turnover is currently an issue, develop a methodology/ policy for reviewing and revising time limits to reflect the changing nature of the neighborhood
2. Where ‘fee for use’ is adopted as a management technique, allocate a portion* of parking revenues back to the community in various projects and improvements
3. In areas still undergoing development and expansion –and as density allows – look for strategic opportunities to acquire land with the intent of developing structured parking in the future

** To be determined relative to Parking Enterprise Fund obligations*

Limited Initiatives



Questions?

- Formal draft report in development, to be delivered prior to the May 20th Commission Hearing
- May 20th Hearing will focus on short-term specifics for each neighborhood and describe mid- and long-term initiatives
- Final report to be issued in early June
- DESMAN in discussions with the City to determine process after this