

# **Madison Ordinance Analysis of Parking Strategies**

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**July 18, 2019 Focus Group Meeting  
Summary**

**August 5, 2019**

# Two Focus Groups

## Representation Centrally Located

- McGrath Properties
- Gebhardt Development
- Mullins Group
- Alder persons
- DMI
- Urban Land Institute
- UW Madison
- Brink
- State Smart Transportation Initiative

## Representation Peripherally Located

- UW Research Park
- UW Health
- Gialamas Company
- Alder persons
- State Smart Transportation Initiative

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# Focus Group Discussion – Residential Perspective

- Pre-WW2 neighborhoods have limited off-street parking. Residents feel entitled to on-street parking
- New construction in these areas may have insufficient off-street parking, or new residents may opt out of off-street parking rental and occupy on-street spaces that existing residents had used.
- New entertainment venues can generate irregular demand for parking, making it difficult for residents to find parking.
- RP3 has limited enforcement periods and restrictions to eligibility. The cost of the permit may be viewed as unfair, as residents who live outside these areas do not have a need to purchase a permit to park on the street.

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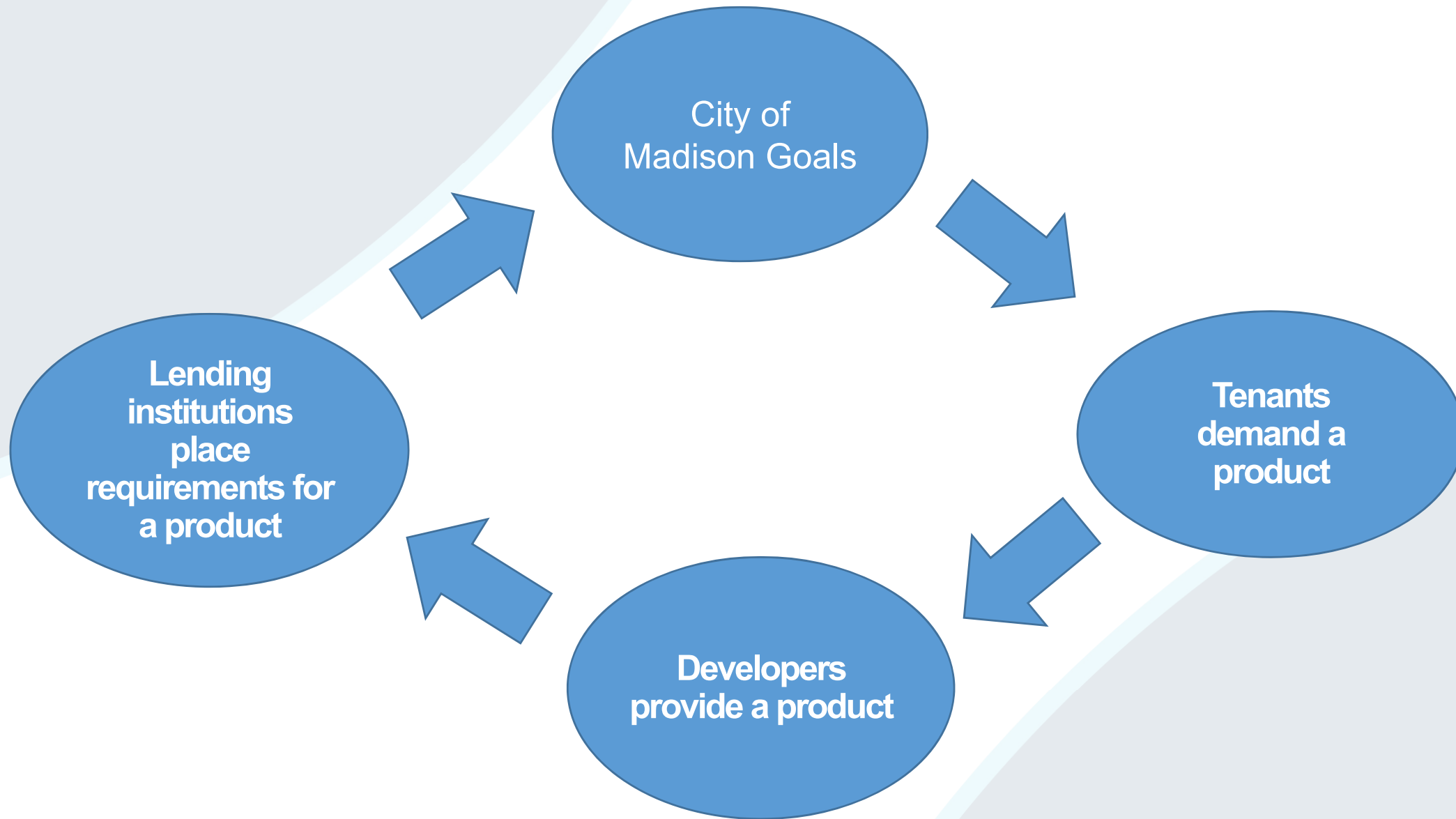
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# Focus Group Discussion – Developer Perspective

- Many employer driven RFPs to developers have minimum number of parking spaces they will accept
- Developers are required to provide parking by lending institutions. Lending institutions want to protect the loan they are underwriting.
- Offices are becoming more densely populated, creating a higher demand for parking. Used to be 3 spaces per 1000 sf. Now its 4-5 spaces per 1000 sf.
- Madison is in competition with adjacent communities for investment – parking regulations are a factor.
- Mixed use/multiple use parking is efficient.

# Focus Group Discussion – Policy Perspective

- Studies show that increasing parking increases automobile use.
  - Increase of 0.1 to 0.5 parking spaces can result in 30% more VMT.
- Travel Demand Strategies can reduce parking demand and vehicle miles traveled. Cambridge MA. Arlington VA.
- Anecdotal review of new development parking occupancy suggests required parking was not needed. (discussion)
- Access to downtown is important. Can that access be provided by other modes?



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# Thought provoking statements

- **Can the cost be equalized between the modes by removing the hidden subsidy auto's receive?**
  - Market driven solution
- **Who owns, or should own, the street?**
- **The city needs to take the lead in providing non-auto access to downtown.**
  - Seed investment
- **Over regulation by only Madison may decrease competitiveness**
  - Regional partnerships

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# Summary

Can a cost-based model be used to promote behavior change?

Mixed use developments and public parking facilities that serve multiple uses can use parking spaces more efficiently.

A robust transit system would help residents, tenants, and employees feel confident about alternative transportation modes.