

Future Parking Policy Desire Discussion

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The purpose of Madison's residential permit on-street parking program is to manage on-street parking to support Madison's transportation objectives while providing adjacent residential, commercial, and institutional land use parking according to need.

- Business uses access on-street parking according to need.
 - *(Under-parked businesses in older developed areas would have priority to on-street parking.)*
- Residential uses access on-street parking according to need.
 - *(Residential properties with limited off-street parking would be given priority.)*
- Access to transit system is accommodated.
 - *(Commuter parking is not fully prohibited)*
- Transportation Demand Measures are supported.
 - *(Paid/limited off-street parking is not undercut by free on-street parking.)*
- Promotes sustainable development, such as infill development, to meet the City's Green and Resilient goals.

Issues/Concerns as expressed from 7/18/2019 stakeholder workshop

Residential Perspective

Dependence

- Some residents feel entitled to on-street parking. One participant shared, "Traditional [*i.e. in-residence homeowners*] neighborhoods and neighborhoods constructed prior to WWII rely on on-street parking."

Shortages

- New developments that are "under parked" or allow residents to opt-out of off-street parking rental, are allowing new residents to take on-street spaces from existing residents. People have a strong aversion to priced parking when there are free alternatives.
- Entertainment venues generate irregular demand for parking and make it difficult for residents to find parking.
- The majority of downtown Madison was developed prior to WWII, so residential buildings often do not have off-street parking. As a result, off-street parking opportunities are rare.

Concerns with Existing Policies

- RP3 is seen as an ineffective measure. Participants said the shoulder of enforcement periods do not adequately prevent non-permit holders from taking up space from permit holders.
- Residents living in larger developments are frustrated they are ineligible for RP3. Residents feel penalized for living downtown.
- Residents are unhappy with there not being a parking permit for visitors or service workers (*i.e. babysitter, caretakers, etc.*).
- Some say the fees associated with RP3 are not fair. Residents outside of RP3 parking areas are not charged any fee for street parking.

Employer & Developer Perspective

Employer Demands

- Participants shared an understanding that there is currently more demand for parking, particularly with new office developments. Offices are becoming more densely populated, with more employees per 1000 sq. ft.
- Some employees simply do not want to take the bus. So long as parking is available, driving to work is seen as time-saving and convenient, which tends to outweigh the perceived costs of alternative transport modes.

Interests of Developers

- Mixed-use properties can be cost-saving. Employers/renters that offer synergistic peak hours (e.g. offices operate during the day, restaurants/retail are popular in the evening, and residents park overnight), can allow a single centralized parking structure to meet the development's needs. However, as one participant shared, the demand for parking within multi-use properties is difficult to predict.
- Madison is in competition with other communities, so it is a priority for developers to satisfy the needs and expectations of their employers. If a developer is unwilling to provide the parking a client asks for, the client has the option to take their property out of downtown to peripheral communities.
- Recent RFPs by major employers listed minimum parking requirements. This makes it difficult for downtown developers to respond to these RFPs when there is a limited parking supply.
- Developers are motivated to provide "right size" parking, however see it as difficult to get it right (i.e. building uses change over time, needs assessments are imperfect).
- Property owners do not need to require renting of spaces from tenants, because there is enough demand for the space and they can rent those spaces to others.

Challenges for Parking Regulation

- Banks require adequate parking to finance a project. If the development fails, the lenders want assurance they can re-sell the property to other owners.
- Developers perceive a property without parking as "hard-to-sell."