

## **Future Parking Policy Desire Discussion**

2021-02-15

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."