

**Attachment A – Proposed Approach to Parking in the Draft Transportation Element
CAC Transportation Subcommittee Meeting
March 23, 2016**

During the last CAC meeting, there was a wide divergence in opinions on parking and disagreements on the latest draft. At its most fundamental, there appear to be two lines of thought:

1. New projects (particularly non-residential projects) should provide adequate parking for all of their employees (be “self-parked”) and expand opportunities for parking for residents.
2. Decrease the amount of parking available to employees, and create and/or expand opportunities to charge for parking.

There are areas of burgeoning consensus (although none of these are of a universal nature), including interest in:

1. Exploring expanded shuttle options.
2. Permitting a single pilot project in an area well-served by transit that would not be self-parked and monitor modal choice to test for impacts.
3. Finding ways to mitigate the existing traffic caused by parking issues.

Short-term/Long-term Strategy

At the January 26th meeting, staff suggested using the Transportation Element as a tool to bridge the two differing opinions on traffic with a phased approach –work on existing parking needs now, but provide mechanisms to phase out parking requirements and space over time.

Potential ways to do this include -

Short-term: explore short-term options to mitigate existing parking shortages by continuing to require non-residential projects to be self-parked, potentially expand the RPP program to protect residential neighborhoods from employee parking.

Long-term: allow for demonstration projects near transit that do not have parking to show validity of parking reduction concepts; introduce charging mechanism for existing parking; expand GO Pass and other transit programs; decouple parking from FAR and other zoning requirements.

If such a strategy is broadly agreed upon, one potential way to restructure Goal 4 would be to:

1. Craft narrative that supports and describes the short-term/long term strategy to introduce the policies and programs
2. List policies and programs around consensus issues – neighborhood protection from non-residential parking, a desire to embrace strategies that support moving away from the single occupancy vehicle, development of a more robust shuttle, expansion of the Go Pass program,etc..

3. Create a sub-heading called “Short-Term Parking Strategies” and either using the appropriate policies and programs currently drafted to achieve that goal and/or adding new programs that describe short-term initiatives to address parking shortages and ensuring that parking can be found easily by those who need it
4. Create a sub-heading that describes and supports demonstration projects that can show innovation zoning solutions that show whether or not they reduce parking need
5. Create a sub-heading called “Long-Term Parking Strategies” that builds off of demonstration projects that embrace zoning changes that work to reduce parking need

Relevant Draft Policies and Programs:

Below are all of the relevant policies in programs from the draft Transportation (redlines and other changes not yet approved by the CAC were accepted into this draft for the sake of simplicity and do not intend to indicate their approval). Yellow highlighted items are related to alternative parking strategies, TDM or other tools to reduce parking; blue are those policies and programs and encourage more parking.

Policy T-1.1 Provide sufficient motor vehicle and bicycle parking in the University Avenue/Downtown and California Avenue business districts and other centers to support vibrant economic activity. [(PTC Policy T4.1) (Previous Policy T-45) (Edited)] [T123]

Program T1.1.1 Provide adequate parking for customers and employees within each business district to avoid impacts on adjacent residential neighborhoods. [(PTC Program T4.1.2) (Edited)] [T124]

Program T1.1.2 Manage parking supplies to encourage the use of alternative modes by employees within each business district. [(PTC Program T4.1.6) (Edited)] [T125]

Program T1.1.3 Monitor the effectiveness of the Valet Assist Parking Program and regularly evaluate opportunities to improve or expand. [NEW PROGRAM] [T126]

Program T1.1.4 Ensure that the City’s comprehensive parking strategy includes technology and transportation demand management solutions. [NEW PROGRAM] [T127]

Policy T-1.2 New office, commercial, and multi-family residential development projects should not rely on the use of on-street parking to fulfill minimum parking requirements, and should comply with parking regulations in the Municipal Code. [PTC Policy T4.6] [T128]

Program T1.2.1 Study the feasibility of reduced parking requirements for office, commercial, and multi-family residential developments that are well-served by transit and demonstrated walking and biking connections, including senior housing developments. [NEW PROGRAM to be added if PTC Policy T-1.9 & T1.12 are not sufficient] [T129]

Program T1.2.2 Consider changes to the zoning ordinance to count partly or fully enclosed private garages dedicated to individual housing units as floor area in mixed use and multifamily residential developments. [PTC Program T4.6.2] [T130]

Program T1.2.3 Consider updating parking standards for non-residential uses to better reflect occupancy and employee density. [(PTC Program T4.6.3) (Edited)] [T131]

Policy T-1.3 To encourage the use of alternatives to the private automobile and reflect the true cost of providing parking, the City shall eliminate free or subsidized parking in new office, commercial and residential development (i.e. require employees and residents to pay for parking). The City should also eliminate minimum parking requirements in transit-served areas. [EIR Mitigation Measure Trans-1b] [T132]

Policy T-1.4 Continue to implement a comprehensive program of parking supply and demand management strategies for Downtown Palo Alto. [(Previous Program T-49) (Moved to Policy)] [T133]

Program T1.4.1 Continue working with merchants, the Chamber of Commerce, neighbors, and a parking consultant to explore options for constructing new parking facilities or using existing parking more efficiently. [Previous Program T-50] [T134]

Program T1.4.2 Work with merchants to designate dedicated employee parking areas. [Previously Program T-51] [T135]

Program T1.4.3 Conduct a paid parking study for the Downtown area to collect data on parking occupancy and turnover and to recommend pricing and management policies to prioritize short-term parking spaces closest to the commercial core for customers, garage parking for employees, and neighborhood parking for residents. [NEW PROGRAM] [T136]

Program T1.4.4 Develop and implement a parking wayfinding strategy for the Downtown commercial core with the capability for changeable message signs indicating where parking is available. [NEW PROGRAM] [T137]

Policy T-1.5 Encourage the use of Transportation Demand Management (TDM) strategies to minimize the need for all-day employee parking facilities in the University Avenue/Downtown and California Avenue business districts and encourage the use of available spots for short-term customer parking. [(Previous Policy T-46) (Edited)] [T138]

Policy T-1.6 Continue to encourage shared parking in order to reduce the overall number of new parking spaces that must be provided on site for new office, commercial, and residential development, while still being completely self-parked. [PTC Policy T4.7] [T139]

Policy T-1.7 Design vehicle parking areas to reduce stormwater runoff, increase compatibility with street trees, and add visual interest to streets and other public locations. Encourage covered parking in parking lots or on top of parking structures through the use of tree canopies or photovoltaic panel canopies, consistent with the Urban Forest Master Plan. [PTC Policy T4.9] [T140]

Policy T-1.8 Strongly encourage the use of below-grade or structured parking instead of surface parking for new developments of all types where feasible. [PTC Policy T4.10] [T141]

Policy T-1.9 Encourage the use of adaptive design strategies in new parking facilities in order to facilitate reuse in the future if and when conditions warrant.

Policy T-1.10 Parking regulation enforcement should focus on ensuring parking availability, rather than revenue generation. [PTC Policy T4.11] [T142]

Program T1.10.1 Use technology to help identify parking availability and make it easy to pay any parking fees. Clearly provide information about regulations, reducing the likelihood that tickets will need to be issued. [PTC Program T4.11.1] [T143]

Policy T-1.11 Protect residential areas from the parking impacts of nearby business districts. [Previous Policy T-47] [T144]

Program T1.11.1 Evaluate options to ensure maximum use of the City parking structures in the University Avenue/Downtown and California Avenue areas. [Previous Program T-52] [T145]

Program T1.11.2 Discourage parking facilities that would intrude into adjacent residential neighborhoods. [Previous Program T-53] [T146]

Program T1.11.3 Coordinate with neighborhood associations and residents' groups to monitor the availability of parking in residential neighborhoods and gauge the need for a residential parking permit program in areas outside Downtown Palo Alto. [NEW PROGRAM] [T147]

Policy T-1.12 Encourage employee parking strategies at the Stanford Medical Center area that maximize the efficient use of existing parking and encourage the use of alternatives to single-occupant vehicles. [(PTC Policy T4.12) (Edited) (Previous Policy T-48)] [T148]