

Parking Strategies as a Catalyst to Economic Development

West Florida Regional Planning Council

Funded by the City of Pensacola



West Florida Regional Planning Council

The mission of the WFRPC is to provide professional planning, coordinating and advisory services to local governments, state and federal agencies and the public to preserve and enhance the quality of life in northwest Florida.

Previously

- Pensacola Central Business District (CBD) Parking Study (1995)
- Downtown Pensacola CBD Expanded Parking Study (1999)
- Pensacola Downtown Improvement Board Parking Management Analysis Phase I (2006) and Phase II (2007)
- Mayor Ashton Hayward's Urban Redevelopment Advisory Committee Final Report (2012)

Purpose of the Study

To study the current parking supply and the existing parking regulations for the downtown Pensacola study area, review best practices throughout the country, and project future parking demand in order to support current and future development and businesses.

Project Overview

- Assessment and Demand Analysis
- Regulatory Overview
- Review of Best Practices
- Recommendations and Implementation

Study Area



Existing Parking Supply by Zone

Study Area Zone	On-Street Parking		Off-Street Parking		Total
	Marked	Unmarked	Public	Private	
West End	612	551	454	3,009	4,626
Palafox Commercial Core	976	315	1,014	4,352	6,657
East Waterfront	258	0	652	1,340	2,250
Seville and Aragon	436	113	20	760	1,329
Gateway	240	912	298	4,541	5,991
Total	2,522	1,891	2,438	14,002	20,853

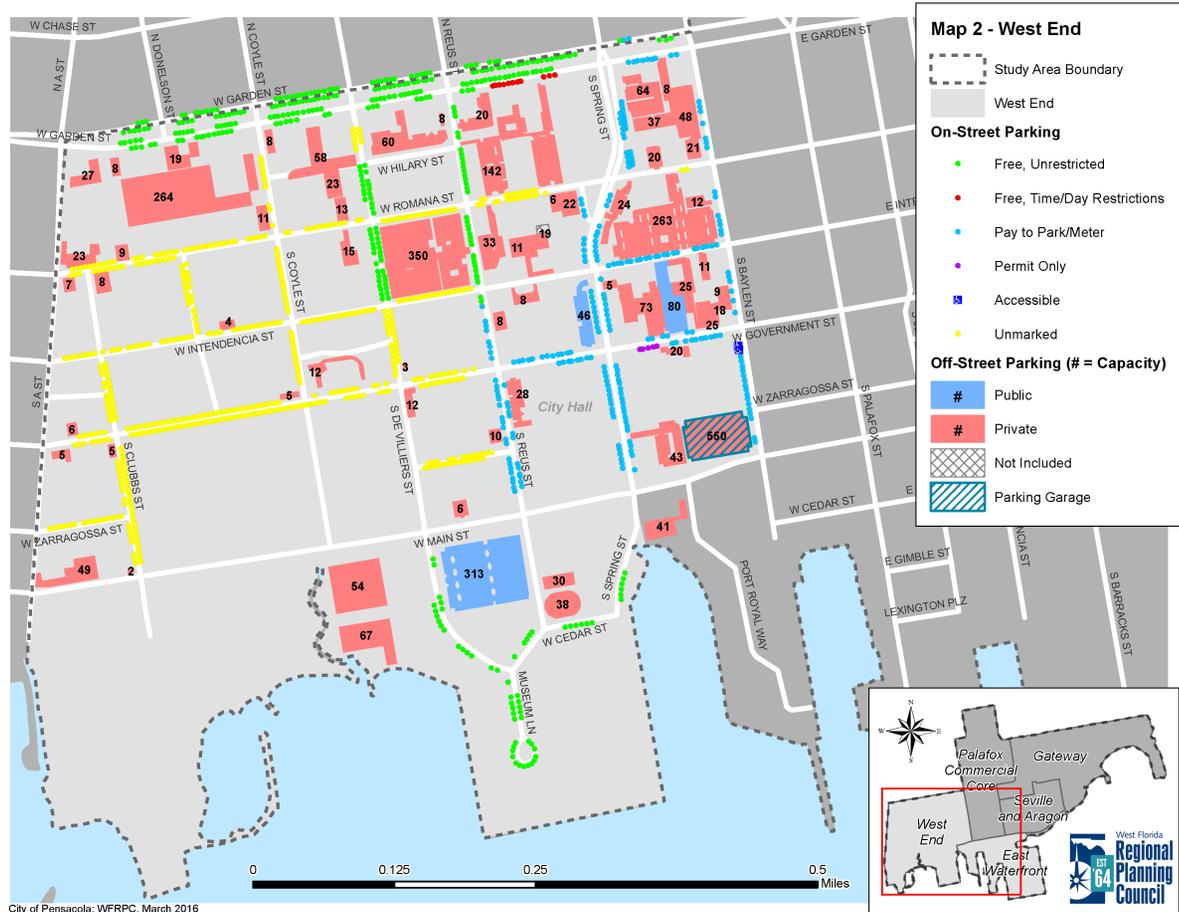
Marked On-Street Parking by Type and Zone

Study Area Zone	Free, Unrestricted	Free, Time/Day Restrictions	Pay to Park/ Meter	Permit Only	Accessible	Total
West End	349	11	245	5	2	612
Palafox Commercial Core	263	400	274	4	35	976
East Waterfront	17	217	0	8	16	258
Seville and Aragon	427	0	0	0	9	436
Gateway	231	0	0	0	9	240
Total	1,287	628	519	17	71	2,522

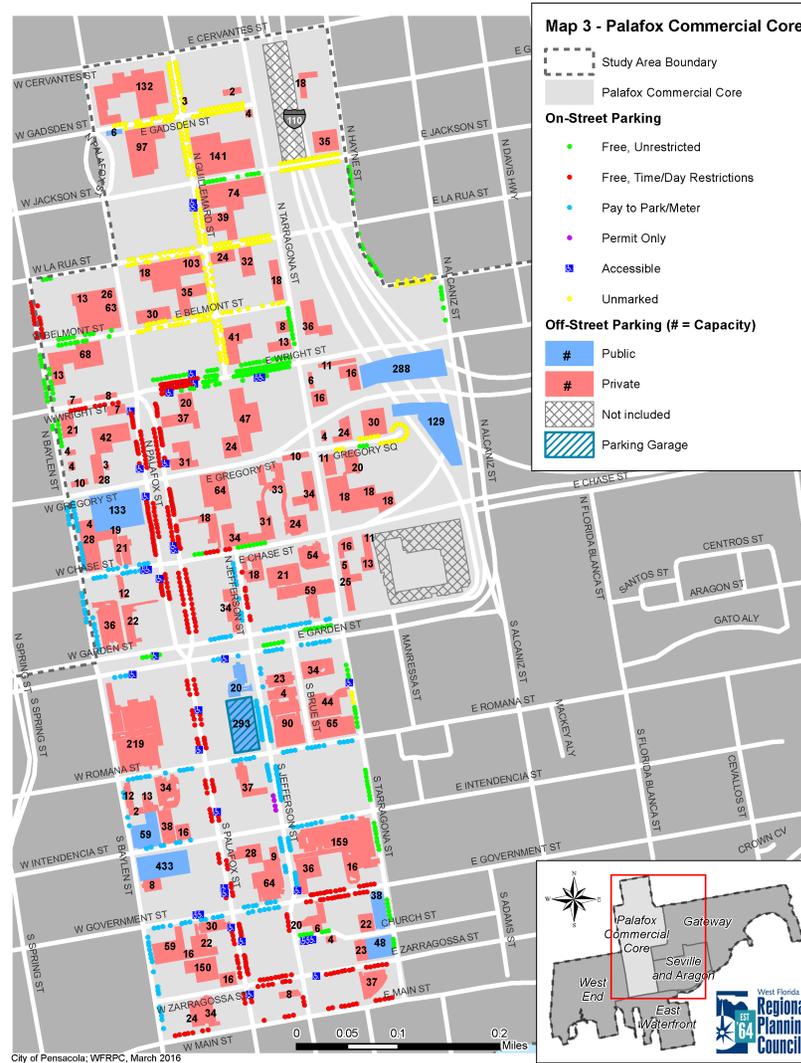
Off-Street Parking by Type and Zone

Study Area Zone	Off-Street Parking		Total
	Public	Private	
West End	454	3,009	3,463
Palafox Commercial Core	1,014	4,352	5,366
East Waterfront	652	1,340	1,992
Seville and Aragon	20	760	780
Gateway	298	4,541	4,839
Total	2,438	14,002	16,440

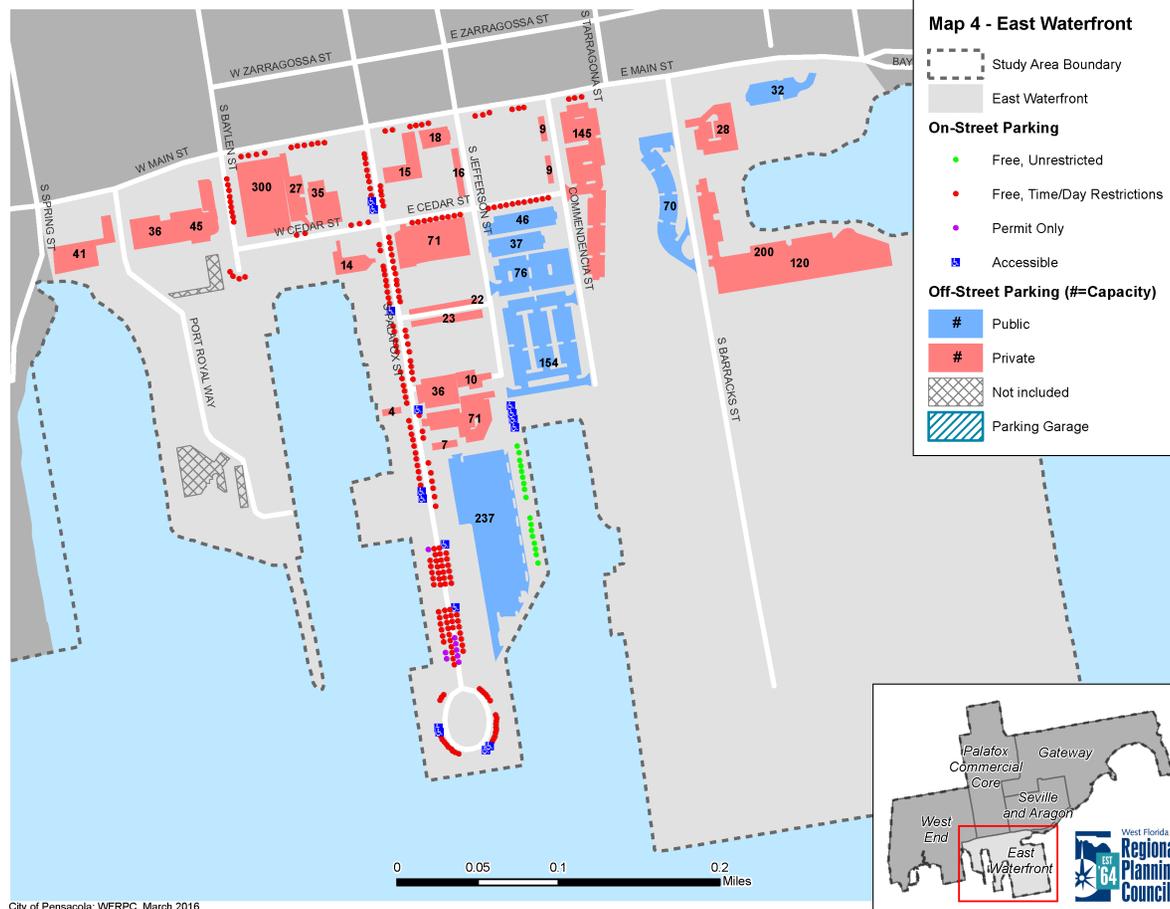
West End



Palafox Commercial Core



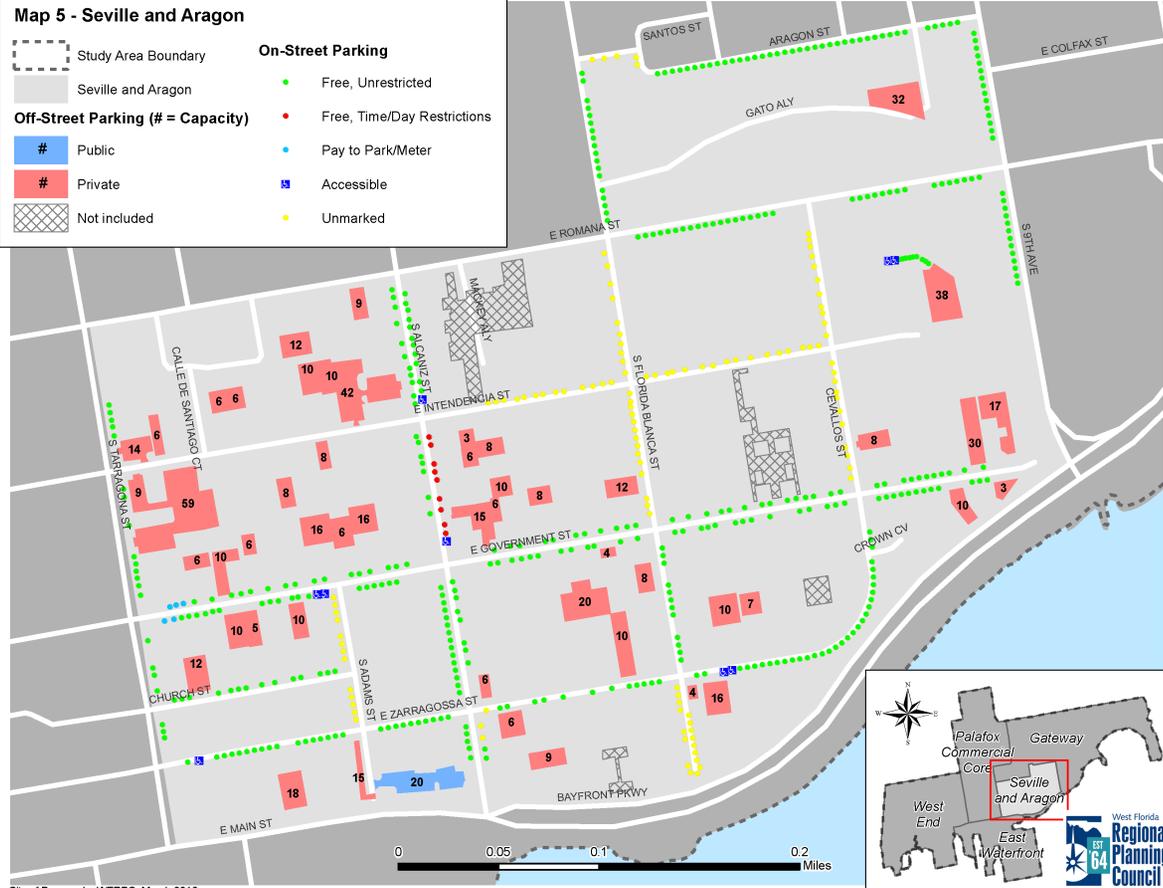
East Waterfront



Seville and Aragon

Map 5 - Seville and Aragon

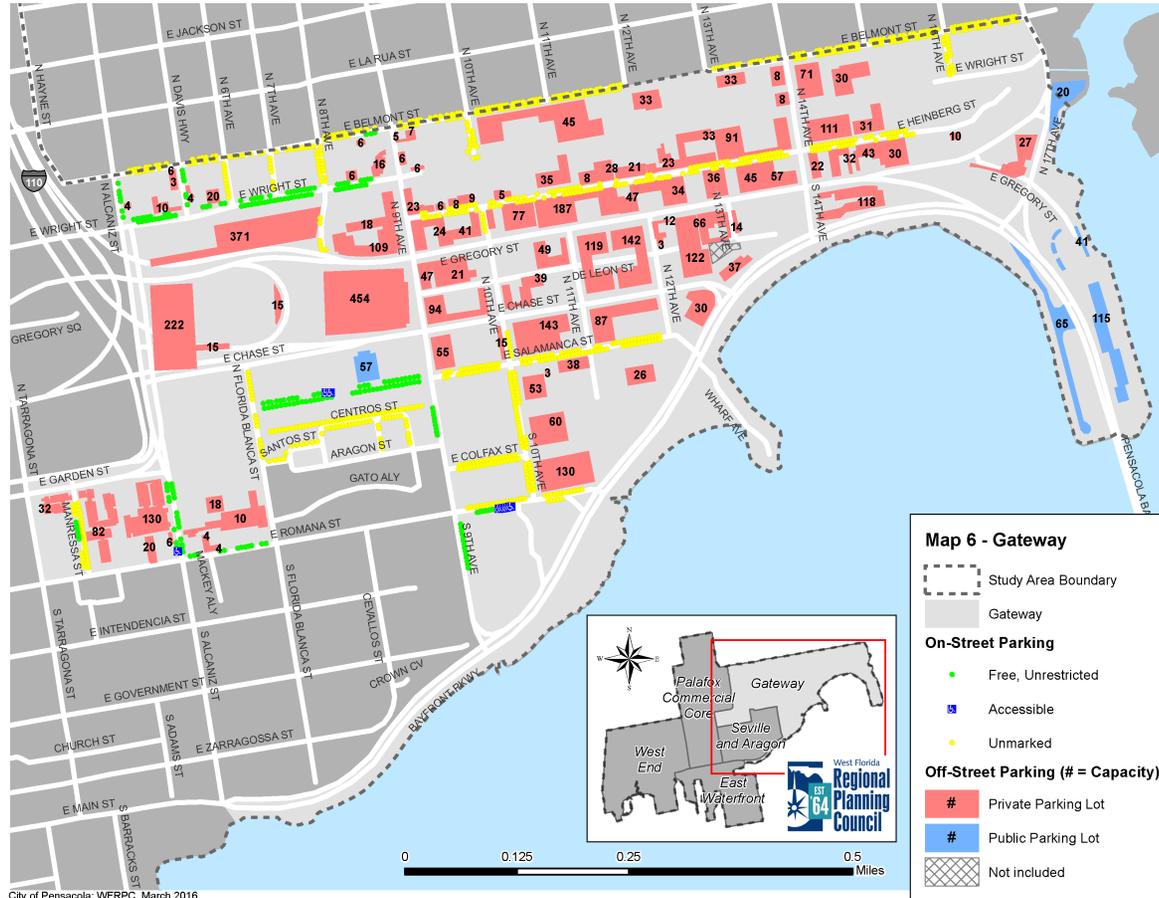
	Study Area Boundary	On-Street Parking	
	Seville and Aragon		Free, Unrestricted
Off-Street Parking (# = Capacity)			Free, Time/Day Restrictions
	# Public		Pay to Park/Meter
	# Private		Accessible
	Not included		Unmarked



City of Pensacola; WFRPC, March 2016



Gateway



Interactive GIS Map of Existing Parking Supply

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Legend

Marked On-Street Parking

- Free, Unrestricted, On-Street Parking
- Free, Time/Day Restrictions
- Pay to Park/Meter
- Permit Only
- Accessible

Unmarked On-Street Parking

-

Off-Street Parking

- Public
- Private

Parking Garage

- Parking Garage

Study Area Boundary

-

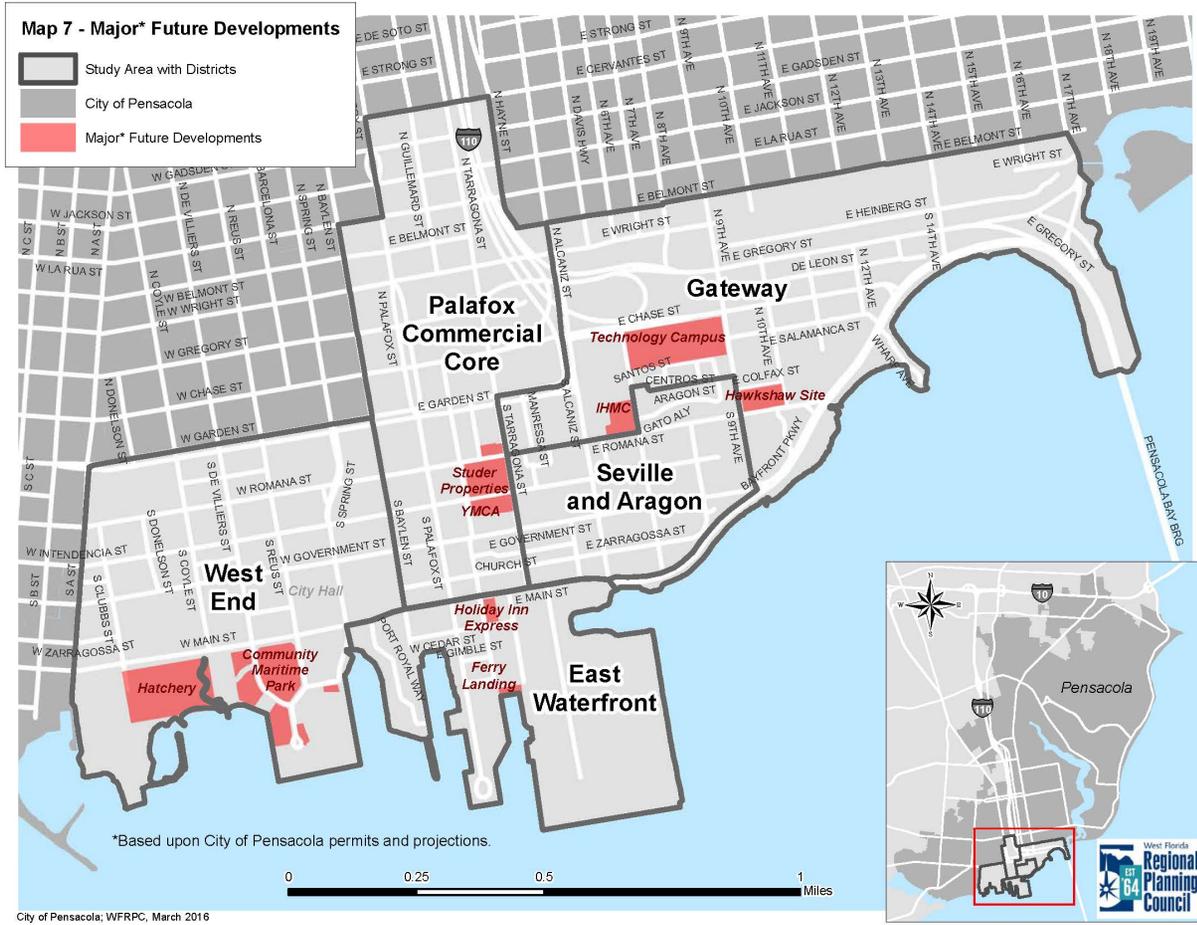
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Existing Parking Demand by Zone

	West End	Palafox Commercial Core	East Waterfront	Seville and Aragon	Gateway	Total
Current Supply	4,626	6,657	2,250	1,329	5,991	20,853
Current Demand	4,161	8,656	1,486	1,178	5,212	20,693
Difference	465	-1,999	764	151	779	160

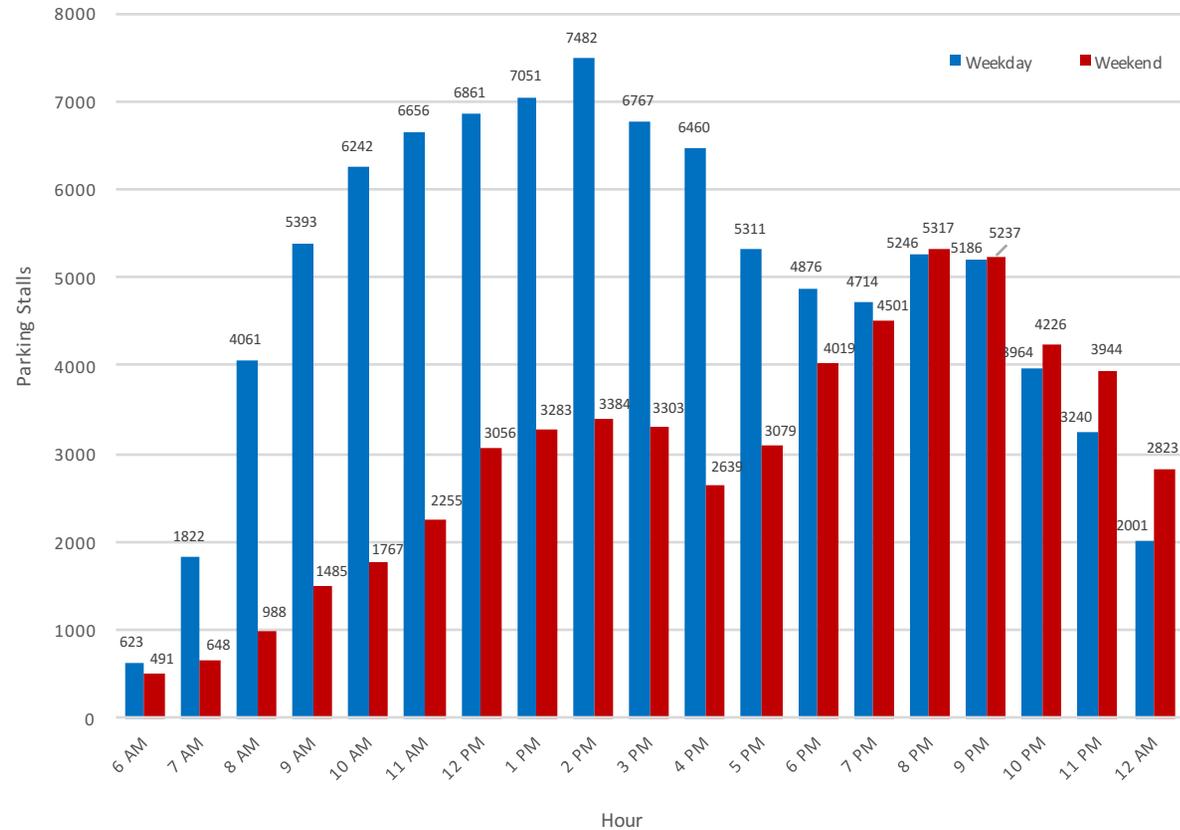
Future Developments Used to Calculate Future Parking Demand



Future Parking Demand by Zone

	West End	Palafox Commercial Core	East Waterfront	Seville and Aragon	Gateway	Total
Current Supply	4,626	6,657	2,250	1,329	5,991	20,853
Current Demand	4,161	8,656	1,486	1,178	5,212	20,693
Future Supply*	0	551	0	0	1,268	1,819
Future Demand	2,022	541	522	7	1,155	4,247
Total Supply	4,626	7,208	2,250	1,329	7,259	22,672
Total Demand	6,183	9,197	2,008	1,185	6,367	24,940
Total Difference	-1,557	-1,989	242	144	892	-2,268

Shared Parking Analysis for the Palafox Commercial Core



Regulatory Overview

Development-application review process in the City's Land Development Code

Different factors are considered to determine parking requirements:

- District
- On-street parking
- Age of the building
- Adjacent and shared parking
- Design standards for parking garages

Review of Best Practices

	July 1, 2014 City Population Estimates	July 1, 2014 Metropolitan or Micropolitan Statistical Area Population Estimates
Boulder, Colorado	105,112	313,333
Charleston, South Carolina	130,113	727,689
Pensacola, Florida	53,068	474,081
Traverse City, Michigan	15,042	147,610

Source: US Census Bureau

Review of Best Practices

Boulder, Colorado



- Eco-Pass Program
- Repayment of Pearl Street Mall improvement bond
- Funding to improvement district
- Parking structure debt service obligations
- Funding toward economic development initiatives

Review of Best Practices *Charleston, South Carolina*

Tourism Management Advisory Committee identified goals to solve parking and congestion issues:

- Reducing and managing congestion
- Identifying parking assets to encourage pedestrian traffic
- Increasing alternative transportation modes including public transit
- Increasing pedestrian safety in a multi-modal transportation network
- Providing a variety of parking options for residents and visitors
- Developing park and ride lots

Review of Best Practices *Traverse City, Michigan*

- Tax Increment Financing is used to pay off two bonds for recently-constructed parking garages
- The City's Parking System is managed by the Downtown Development Authority
- Parking System contributes funds to the City's General Fund each year
- Parking System Strategies:
 - Meter rates and time zones
 - Payment options
 - Bicycle Parking

Recommendations and Implementation

Decrease Demand

- Transit
- Bicycling and Walking

Increase Supply

- Add more parking

Recommendations and Implementation



Recommendations and Implementation

How Should Future Parking be Financed?

- Privately-Owned Parking
 - Reduce parking requirements
 - Real estate abatements
- Publicly-Owned Parking
 - Revenue bonds
 - General obligation bonds
 - Special assessment bonds
 - Double-barreled bonds
 - Tax increment finance bonds
- Public-Private Partnerships
- Lease Purchase Financing

Recommendations and Implementation

Other Recommendations

- Parking Utilization
- Marketing Campaign
- Mobile Parking Apps

Conclusion

The need for parking in the future should be seen as an opportunity for economic development.

Questions or Comments?

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