AN ORDINANCE REGULATING AND CONTROLLING SHARED PARKING IN THE CITY OF MADISON, MISSISSIPPI

March 22, 2006

Introduction

Cumulative parking requirements for mixed-use occupancies or shared facilities may be reduced where it can be determined that the peak requirements of the several occupancies occur at different times (either daily or seasonally). The submittal requirements for a parking reduction request vary according to the method used to determine the parking reduction. The reduction methods and accompanying submittal requirements are outlined in this section. In all cases, a shared parking operations plan must be prepared to the satisfaction of the Department of Community Development showing that parking spaces most conveniently serve the land uses intended, directional signage is provided if appropriate, and pedestrian links are direct and clear. On-street parking spaces wholly adjacent to the property may be included in the required minimum.

Three methods for determining a parking reduction are as follows:

A. Intermittent or Seasonal Non-conflicting Uses

(1.) When required parking reductions are predicted as a result of sharing between intermittent or seasonal uses with non-conflicting parking demands (e.g. a church and a bank), then the reduction can be considered for approval by the Planning and Zoning Commission without demand calculations or a parking study. Individual spaces identified on a site plan for shared users shall not be shared by more than one user at the same time.

(2.) If a privately owned parking facility is to serve two or more separate properties, then a "Shared Parking Agreement" shall be filed with the City of Madison for consideration by the Planning and Zoning Commission. Unless explicitly stated to the contrary, the property owner of the parking facility accepts responsibility for operating, maintaining and accepting liability for personal injury and property damage.

B. Parking Occupancy Rate Table

When the parking reduction has been shown to be feasible by using the demand calculations as determined by Table 1, Parking Occupancy Rates, the applicant shall submit a parking demand summary sheet showing the process for calculating the reduction as outlined in this section. (Note: The default rates from the Table 1, Parking Occupancy Rates are set to include a small "safety margin" of parking beyond that minimally needed to serve an average peak demand. Therefore a local study of parking demand may yield a greater reduction in parking required.)

(1.) The minimum number of parking spaces that are to be provided and maintained for each use shall be determined based on standard methods for determining minimum parking supply at a particular site.

(2.) The gross minimum number of parking spaces shall be multiplied by the "occupancy rate" as determined by a study of local conditions (or as found in Table 3), for each use for the weekday night, daytime and evening periods, and weekend night, daytime and evening periods respectively.

(3.) The gross minimum numbers of parking spaces for each of the purposes referred to for each time period shall be added to produce the aggregate gross minimum numbers of parking spaces for each time period.

(4.) The greatest of the aggregative gross minimum numbers of parking spaces for each period shall be determined.

Table 1 Parking Occupancy Rates

Uses	M-F 8am-5pm	M-F 6pm-12am	M-F 12am-6am	Sat. & Sun. 8am-5pm	Sat. & Sun. 6pm-12am	Sat. & Sun. 12am-6am
Residential	60%	100%	100%	80%	100%	100%
Office/ Warehouse /Industrial	100%	20%	5%	5%	5%	5%
Retail	90%	80%	5%	100%	70%	5%
Hotel	70%	100%	100%	70%	100%	100%
Restaurant	70%	100%	10%	70%	100%	20%
Movie Theater	40%	80%	10%	80%	100%	10%
Entertainment	40%	100%	10%	80%	100%	50%
Conference/Convention	100%	100%	5%	100%	100%	5%
Institutional (non-church)	100%	20%	5%	10%	10%	5%
Grocery	50%	100%	20%	100%	50%	20%
Institutional (church)	10%	5%	5%	100%	50%	5%

This table defines the percent of the basic minimum needed during each time period for shared parking.

C. Local Parking Study

When the parking reduction has been shown to be feasible by using a local parking demand analysis, the following three items must be submitted:

(1.) A parking demand analysis prepared by a qualified parking or traffic consultant, a licensed landscape architect, city planner, or urban planner or civil engineer, which substantiates the basis for granting a reduced number of spaces. A local parking study shall be subject to the approval of the Community Development Director and Planning and Zoning Commission. The study shall take into account the following three factors:

(a.) Existing parking surveys. Parking surveys shall determine parking occupancy rates of morning, afternoon and evening peaks on the seven different days of the week. The seven days of observation may take place over the span of two consecutive, typical weeks. In the case of new construction or addition of new uses, the surveys shall observe another circumstance with similar mixed uses. A combination of similar circumstances may be necessary to cover all the proposed land uses. The approximate square footages of the various land uses of the specimen projects shall be compared to the proposed project to allow the

ratios of uses to be rated accordingly. In the case of an enlargement, or substitution of existing uses, the surveys shall document the occupancy rates of the existing parking facility.

(b.) Proximity and convenience factors. The following factors may influence the Planning Commission's approval of the parking reduction figures:

• Distance between sharing uses and the parking facility

• Pedestrian connections among sharing uses and the parking facility

• Vehicular connections

• Whether parking will be paid

• Location--proximity to the CBD and general development density.

• Proximity to major transit corridors or stations.

• Special trip reduction programs, such as subsidized vanpooling, transit, shuttle or telecommuting

• Need for any reserved parking spaces. (Parking spaces to be shared cannot be reserved for specific uses or individuals except during off-peak hours.)

(c.) Captive market parking requirements. Parking requirements for retail, restaurant, hotel, convention and conference uses may be reduced where it can be determined that some portion of the patronage of these businesses comes from other uses (e.g., employees of area offices patronizing restaurants) located within a maximum walking distance of 500 feet. Parking requirements may be reduced up to 90 percent as appropriate. Whenever practical, such a reduction should be supported by surveys at similar establishments.

(2.) A covenant must be executed guaranteeing that the owner will provide the additional spaces directly or by payment of in-lieu fees if the City, upon thorough investigation of the actual use of parking spaces at the building within two years of initial occupancy, recommends to the Planning and Zoning Commission that the approved reduction be modified or revoked. Said covenant shall meet the same requirements for covenants set forth in other sections of this document. The City must document insufficient parking supply by showing occupancy rates over 98 percent for a least two consecutive hours on at least three separate days within a single month.

(3.) Fee of guarantee. The owner shall pay a fee which will be applied towards the cost of a parking study of actual parking accumulation to be carried out within one to two years of occupancy.

(4.) Exception: The covenant guaranteeing either additional spaces or payment of in-lieu fees (2. above) and the fee for follow-up parking study (3. above) may be waived when the Planning and Zoning Commission will certify that previous experience of similar shared parking projects indicates it is unlikely a serious deficiency would result.

D. Covenants

When a covenant between parties is required by this Ordinance, the following standards shall apply:

(1.) Be executed by the owner of said lot or parcel of land the parties having beneficial use thereof.

(2.) Be enforceable by either of the parties having beneficial use thereof, or both.

(3.) Be enforceable against the owner, the parties having beneficial use and their heirs, successors and assigns, or both.

(4.) Be first duly recorded in the Office of the_____.

E. Parking Lot Location Standards

The location of all required and non-required parking lots with five or more spaces shall meet the location requirements below. All conditional uses hereunder shall be granted by the Planning and Zoning Commission in accordance with Chapter regulations governing applications of conditional uses; procedures.

1. Permitted Locations by Right. Parking lots shall be located within the same zoning district as the use they serve. Required parking lots for uses allowed by right within a zoning district are allowed as a use by right in the same zoning district.

2. Permitted Locations as a Conditional Use. Remains the same.

3. Off-Site Locations. If off-street parking cannot be provided on the same lot as the principal use due to existing buildings or the shape of the parcel, parking lots may be located on other property not more than 600 feet distant from the principal use, subject to conditional use approval by the Planning Commission. Parking spaces serving residential units must be located within 300 feet of the dwelling unit entrances they will serve whether they are off or on the site. Clear, safe pedestrian connections must be provided, requiring no crossing of an arterial street except at a signalized intersection along the pedestrian pathway.

When Parking Requirements Must be Met

Parking requirements shall be met at the time any building or structure is erected, enlarged, or increased in capacity, changed in use, or an applicable outdoor use is established or enlarged. In mixed-use developments, or developments affected by co-operative agreements between different uses on neighboring properties, changes in use will require a parking demand analysis using Table 1 or a Local Parking Study to demonstrate the change in parking demand patterns. A forecast deficiency greater than 10% must be met by the construction of additional parking spaces, payment of in-lieu fees, or support of shuttle service or other trip reduction program satisfactory to the city. If a parking study results in a forecast deficiency of less that 10%, no covenant or guarantee payment is required.

Maximum Number Allowed

Parking lots may contain up to 20% more spaces than the required minimum. Any additional spaces above 20% shall be allowed only as a conditional use and shall be granted in accordance with City zoning governing applications of conditional uses; procedures, and upon the finding that additional spaces are needed.

END OF SECTION

SUPPLEMENTAL INFORMATION

Travel Impacts

Shared Parking does not directly reduce vehicle travel if it substitutes for increased parking supply. To the degree that it increases the available supply of parking and reduces parking prices it can encourage automobile travel. To the degree that Shared Parking allows more Clustered Development it can encourage use of alternative modes.

Table 2 Travel Impact Summary

Travel Impact	Rating	Comments
Reduces total traffic.	0	Depends on parking cost and land use impacts.
Reduces peak period traffic.	0	"
Shifts peak to off-peak periods.	0	"
Shifts automobile travel to alternative modes.	0	"
Improves access, reduces the need for travel.	0	"
Increased ridesharing.	0	"
Increased public transit.	0	"
Increased cycling.	0	"
Increased walking.	0	"
Increased Telework.	0	"
Reduced freight traffic.	0	"

Rating from 3 (very beneficial) to –3 (very harmful). A 0 indicates no impact or mixed impacts.

Benefits And Costs

Shared Parking can reduce parking facility costs (including aesthetic and environmental impacts), allows greater flexibility in facility location and site design, and encourage more efficient land use. Costs include reduced motorist convenience and prestige, and increased automobile travel if it increases total parking supply. For more information see Parking Policy Evaluation.

Table 3 Benefit Summary

Objective	Rating	Comments
Congestion Reduction	0	Depends on parking cost and land use impacts.
Road & Parking Savings	3	Can provide significant parking facility savings.
Consumer Savings	2	Can provide savings to consumers.
Transport Choice	0	Depends on parking cost and land use impacts.
Road Safety	0	Depends on parking cost and land use impacts.
Environmental Protection	2	Reduces paved area.
Efficient Land Use	2	Allows more clustered land use.
Community Livability	2	Allows more clustered land use.

Rating from 3 (very beneficial) to –3 (very harmful). A 0 indicates no impact or mixed impacts.

Equity Impacts

The Equity impacts of Shared Parking depend on how it is implemented and what is assumed to be the alternative. If Shared Parking reduces total parking costs it can increase horizontal equity by reducing cross subsidies from non-drivers to drivers. If it provides savings that are passed on to lower-income people it can be progressive. If it

helps create more Accessible land use it can benefit people who are transportation disadvantaged and improve basic mobility.

On the other hand, zoning codes may be considered most equitable if they are applied consistently. Flexible standards, which are required for Shared Parking, may be considered unfair to competitors, and may create spillover problems if they fail (for example, if employees parking on residential streets rather than using a parking lot several blocks away as arranged by their employer).

Table 4 Equity Summary

Criteria	Rating	Comments
Treats everybody equally.	0	Varies depending on circumstances.
Individuals bear the costs they impose.	0	"
Progressive with respect to income.	0	"
Benefits transportation disadvantaged.	0	"
Improves basic mobility.	0	"

Rating from 3 (very beneficial) to –3 (very harmful). A 0 indicates no impact or mixed impacts.

Applications

Shared Parking can be applied in many situations (Evaluating Parking). It is particularly appropriate where:

- A specific parking problem exists.
- Land values and parking facility costs are high.
- Clustered development is desired.
- Traffic congestion or vehicle pollution are significant problems.
- Excessive pavement is undesirable.

Table 5 Application Summary

Geographic	Rating	Organization	Rating
Large urban region.	3	Federal government.	0
High-density, urban.	3	State/provincial government.	1
Medium-density, urban/suburban.	3	Regional government.	2
Town.	3	Municipal/local government.	3
Low-density, rural.	2	Business Associations/TMA.	3
Commercial center.	3	Individual business.	3
Residential neighborhood.	3	Developer.	3
Resort/recreation area.	3	Neighborhood association.	3
		Campus	3

Ratings range from 0 (not appropriate) to 3 (very appropriate).

Category

Land Use Management

Relationships With Other TDM Strategies

Shared Parking is a type of Parking Management and a Parking Solution. It is often implemented as part of TDM, Commute Trip Reduction, Transportation Management Associations and Campus Trip Reduction programs. It supports and is supported by Pedestrian and Cycling Improvements, Transit Improvements, Smart Growth, New Urbanism, Clustering and Transportation Pricing Reforms. It is important for Location Efficient Development.

Stakeholders

Shared Parking is primarily implemented by local government policies and agencies, and by individual developers and businesses. Implementation often involves changing current planning, enforcement and design practices, sometimes with the support of professional organizations. Transportation Management Associations can provide parking facility brokerage services (for example, maintaining a system to match businesses that can share parking facilities).

Barriers to Implementation

Shared Parking require overcoming the traditional assumption that society benefits from a maximum supply of free or low-priced parking, and the resistance from land use and transportation planning institutions that are accustomed to inflexible minimum parking standards. Some public officials consider Shared Parking difficult to administrate (since it requires flexible parking standards, verification and enforcement), unfair (since some developers benefit more than others), and risky (since they could create spillover problems. Users accustomed to assigned spaces may object to this practice. There may be inadequate capacity during unusual peak demand periods.

Best Practices

Best practices for Shared Parking are described in various reports listed below. They include:

- • Establish standard procedures for implementing Shared Parking which specify how to calculate minimum parking requirements for different combinations of land uses, acceptable walking distances, requirements for sharing agreements, verification and enforcement.
- • Educate planning officials and developers as the potential for Shared Parking and procedures for implementing it.
- • Provide a maximum amount of on-street parking, and public off-street parking as a substitute for private off-street parking. Encourage use of in lieu fees to substitute for private off-street parking.
- • Use Transportation Management Associations or local planning agencies to provide Shared Parking matching and brokerage services.

- • Insure that there is good pedestrian access and appropriate signage for users concerning Shared Parking.

- • Perform regular parking studies and feedback from users to identify problems with Shared Parking.

- • Anticipate potential spillover problems, and respond with appropriate regulations and enforcement programs.