City of Birmingham
A Walkable Community

MEMORANDUM

Engineering Dept.

DATE: **March 20, 2015**

TO: **Joseph A. Valentine, City Manager**

FROM: **Paul T. O'Meara, City Engineer**

SUBJECT: **Creation of Ad Hoc Parking Development Committee**

At the meeting of March 16, 2015, the findings of the Ad Hoc Parking Study Committee were presented to the City Commission. The following resolution was passed at that time:

To accept the findings of the Ad Hoc Parking Study Committee estimating that a deficit of 278 parking spaces is expected in the long term for the north portion of the Central Business District, and a deficit of 427 parking spaces is expected in the long term for the south portion of the Central Business District, and to direct staff to have a full topographic and boundary survey of the existing conditions of the N. Old Woodward Ave. property prepared to assist with all future plan preparation, and further, to further, to direct staff to provide for the creation of an ad hoc steering committee to:

- *Consider the parking system's overall parking demands and prioritize the projects to finalize the Parking System's expansion plan for the Central Business District.*
- *Determine the parameters of an expansion at the N. Old Woodward Ave. Parking Structure site that will provide an appropriate number of parking spaces, an extension of Bates St., provide additional development opportunities and provide interaction with the adjacent City park land to the north in accordance with the Downtown Birmingham 2016 report and the Rouge River Trail Corridor Master Plans.*

Due to the important nature of this issue, staff has moved forward on getting a proposal on the survey work. Further, it would be helpful to move forward immediately with the creation of the new steering committee that will need to convene and begin working on the task of finalizing a parking system improvement timeline and strategy.

With input from the Commission, it is suggested that the new Ad Hoc Parking Development Committee be composed of the following membership:

2 members from the City Commission
1 member from the Advisory Parking Committee
1 member from the Parks & Recreation Board
1 member from the Planning Board
1 member from the Principal Shopping District
1 resident member from the general public with expertise in financing and/or executing commercial development

As is typically done, should this new committee be authorized, a request would be sent to each active committee to request a volunteer(s) to serve in this capacity. For the financial and/or development expert, an invitation will be advertised through the City Clerk's office.

Once the committee is established, we foresee the following list of activities:

1. Review the relevant parts of all relevant past studies (2015 Parking Study, Downtown Birmingham 2016 Plan, Rouge River Corridor Master Plan).
2. Review the Request for Qualifications/Proposals and responses received to the Bates St. Site Development package issued in 2006.
3. Hire an architectural and/or land planning firm to assist in the meetings and in the preparation of drawings as needed.
4. Review the scope and timing of a project at the Pierce St. Parking Structure. Receive input from the adjacent property owners and general public.
5. Review various possibilities for Parking Lot #5 & N. Old Woodward Ave. Parking Structure, and determine the important parameters the City feels redevelopment of this site must encompass. Receive input from the adjacent property owners and the general public.
6. Consider financial and land sale issues of both properties, and finalize a suggested timeline.
7. Request approval from the City Commission for general direction of both projects and timeline.
8. Issue a new Request for Proposals/Qualifications as appropriate, review submittals, and make recommendations for future projects to the City Commission.

The following suggested resolution establishes the Ad Hoc Parking Development Committee, as well as describing its composition, purpose and goals:

SUGGESTED RESOLUTION TO CREATE THE AD HOC PARKING DEVELOPMENT COMMITTEE:

Whereas, the City's Ad Hoc Parking Study Committee (AHPSC) concluded their analysis for identifying long term parking needs for the Central Business District (CBD) and identified Lot #5/North Old Woodward Structure and the Pierce Street Structure as locations to meet projected future parking demands, and

Whereas, the City of Birmingham is desirous of utilizing the data developed by the AHPSC to develop an implementation plan for future parking needs in the Central Business District while considering the opportunity to increase parking capacity both at Lot#5 and the Pierce Street Parking Structure, and

Whereas, the City of Birmingham is desirous of pursuing improvements to Lot#5 consistent with multiple studies for this site addressing parking demands, a street extension with infill development, and a connection to the parks system; and

Whereas, the Downtown Birmingham 2016 Report contemplated the expansion of Bates Street through Lot #5 with the inclusion of residential and commercial elements along with the expansion of the North Old Woodward Parking Structure; and

Whereas, the Rouge River Trail Corridor Master Plan proposed linkages from Lot #5 to the Booth Park trail system through a combination of bridges and trail extensions; and

Whereas, the City Commission wishes to establish an Ad Hoc Parking Development Committee to provide a coordinated review of these sites while considering all of the elements and input needed to formalize a parking development plan.

Now Therefore Be It Resolved that an Ad Hoc Parking Development Committee is hereby established to develop an implementation strategy for addressing future parking demands in the Central Business District, while considering cost, capacity needs and impacts, master planning concepts, financial alternatives and timelines, as follows:

1. The Committee will be Ad Hoc. The term of the Committee will expire upon completion of a final report to the City Commission and the Committee will cease functioning unless otherwise directed by the Commission.

2. The City Commission hereby appoints to the Committee the following members. Each respective board shall recommend an appointee to the City Commission for appointment.
   a) Two City Commissioners
   b) One member from the Advisory Parking Committee
   c) One member from the Planning Board
   d) One member from the Parks and Recreation Board
   e) One member from the Principal Shopping District
   f) One resident member from the general public with a background in finance and/or commercial development. (Such member would be excluded from financial participation in the implementation of the Committee's plan.)

The City Commission also hereby appoints the City Manager as an ex officio member of the committee and the City Manager may designate respective city staff members to serve as ex officio members of the committee to assist in providing information and assistance as may be required.

3. The Committee shall formulate the development of a recommended plan on how to best proceed in addressing the future parking demands outlined in the analysis of the Ad Hoc Parking Study Committee in accordance with the following:

a. Review the parking system's overall long-term parking demands for both the north and south ends of the Central Business District and finalize the necessary elements to complete the parking system's expansion plan, while considering cost, capacity needs and impacts, master planning concepts, financing requirements and timelines.

b. Review the Ad Hoc Parking Study Committee's analysis, the Downtown Birmingham 2016 Report and the Rouge River Trail Corridor Master Plan as they relate to Lot#5 in order to achieve the best outcomes in all three areas in a coordinated fashion.

c. Review and update the Request for Qualifications/Proposals (RFQ/P) for the development of expanded parking into Lot#5 and the planned extension of Bates Street.

d. Review potential costs and financial alternatives associated with the implementation of the Committee's recommendations along with the development of a proposed timeline.

e. The Committee may request professional services as may be required in the finalization of a parking development plan.

f. The Committee is not authorized to expend funds. All recommendations made by the committee shall be in the form of a report to the City Commission.

4. All meetings of the committee shall be open to the public. Agenda and minutes for all meetings shall be prepared.

City of Birmingham
A Walkable Community

MEMORANDUM

Engineering Dept.

DATE: **March 5, 2015**

TO: **Joseph A. Valentine, City Manager**

FROM: **Paul T. O'Meara, City Engineer**

SUBJECT: **Ad Hoc Parking Study Committee (AHPSC)**
Final Report and Recommendations

INTRODUCTION

During 2013, the City experienced a surprising growth rate in demand for monthly parking permits in the five parking structures. For the first time ever, all five parking structures started maintaining waiting lists for permits. The upward trend continued into 2014.

A municipal parking structure filled to capacity can translate to a negative experience for those wishing to visit Birmingham. The City has long maintained a maximum number of permits it wishes to sell in each parking structure in an attempt to leave sufficient space open for daily customers. However, as monthly permit waiting lists grew longer, the number of people needing to come to work each day and find a space to park resulted in more cars sitting in the parking structures all day long. While this trend is good for parking system revenues, it is not good for the adjacent business community it is serving.

About the same time, interest in certain properties in the Triangle District gave rise to the idea that additional, current data is needed on the future demand for parking in that part of the City as well.

In March, 2014, the City Commission authorized the creation of an Ad Hoc Parking Study Committee to begin meeting and study:

1. The current demand for parking in both the CBD and the Triangle District.
2. Expected future demands for parking in both areas.
3. Recommendations for future projects to address shortfalls, if appropriate.

The AHPSC began meeting in June, 2014.

The remainder of this memo is separated into three parts:

1. Summary of meeting topics and accomplishments (all meeting packets are attached for reference).
2. Back up notes and data to help establish the findings portrayed in the final presentation.
3. Suggested resolutions to consider as next steps.

SUMMARY OF MEETING TOPICS AND ACCOMPLISHMENTS

June 25, 2014 - At the first meeting, the Committee discussed its purpose and goals, reviewed a similar study conducted in 2000, discussed the various steps that would be undertaken in the new study. Parking counts had already been taken by staff in May, 2014 to be used as a starting point in the discussion.

July 9, 2014 – The Committee discussed how to take parking counts at the appropriate time of day, how to adjust the numbers for seasonal variation. A map of the downtown area was reviewed, and the criteria used to determine if a property was a good candidate for expansion in the future was reviewed.

August 6, 2014 – With the status of each downtown parcel catalogued, the parking counts taken in May were applied to start developing a parking generation factor (the number of square feet in the downtown compared to parked vehicles counted). There are certain assumptions that need to be made to arrive at a final parking demand ratio. Staff took the opportunity of this meeting to discuss these assumptions and try to achieve a final ratio that could then be applied to the list of downtown properties.

The Committee was also given an overview of the Triangle District work done in 2006/07, and how the parking study numbers could be updated at this time.

August 26, 2014 - With the parking demand ratio established, future parking generation figures were calculated. The outcoming numbers did not seem reliable, however, largely due to the displacement of vehicles caused by the partial closure of the Park St. Structure at the time the counts were taken. It was decided that reliable predictions could not be achieved based on data when a large number of vehicles were not able to park where they would normally. Further study in the CBD was postponed pending the completion of the Park St. Structure restoration work in September.

With respect to the Triangle District, it was decided to ask the City Commission to authorize LSL Planning (the consultant that wrote the original district report) to conduct a new parking study and update the future parking needs figures last calculated in 2007.

September 16, 2014 – During the ongoing restoration work at the Park St. Structure, the lack of capacity in that area appeared to be negatively impacting the operation of the Peabody St. Structure as well. (During the warm summer months, it was filling to capacity several times per week.) Recent usage data of both the Pierce St. and Peabody St. Structures indicated very strong demand in the southeast section of downtown. Although the parking study was still incomplete at the time, the AHPSC considered the idea of moving ahead with a recommendation to expand the Pierce St. Parking Structure (based on current demonstrated need). However, since the recommendation would not have been backed by a complete and thorough study of the downtown, a majority of the Committee declined to support it at this time.

In the Triangle District, it was observed that the Kroger grocery store was completely closed for remodeling, which meant that normal parking patterns in this area were not going to be

observed. Staff and the Committee agreed that the parking counts needed for this area must be postponed until Kroger was again open for business. The re-opening was scheduled for mid-November.

November 20, 2014 – The restoration work at the Park St. Structure was finished in mid-September. However, it took several weeks to sell about 130 parking permits in the facility, and allow time for people to begin using it in a more normal fashion. In late October and early November, two weeks of parking counts were again conducted in the entire downtown. Using the assumptions discussed with the Committee previously, the new counts determined a parking demand ratio of 1 parking space needed for every 514 sq.ft. of gross building space for the design peak hour. With all numbers in place, final surplus/deficit parking figures were presented for the existing situations, for the future short term (when existing building projects are finished), and the future long term (if and when every parcel deemed viable for redevelopment is in fact redeveloped to its maximum potential).

At this meeting, the Committee expressed concern that it did not have enough information about the possible expansion projects at either Pierce St. or N. Old Woodward Ave. Parking Structures. Staff agreed to hire an outside architect to provide renderings of the Pierce St. Structure, and a planning firm/parking consultant to provide basic layouts depicting how the N. Old Woodward Ave. Parking Structure could be expanded.

The Committee was also notified that the Kroger renovation was taking longer than planned, and the opening was now scheduled for approximately December 15. Due to the unique traffic patterns present at the end of December, it was decided that the parking counts in the Triangle District would now have to wait until January.

January 26, 2015 – LSL Planning team members attended the meeting to present their findings for the Triangle District, after conducting parking counts for the area earlier in January. The numbers were based on projections of expected redevelopment in the future. Based on the configuration of the district, it is appropriate to think in terms of a facility being built to serve the north part of the district (with approximately 400 public spaces) and a second facility being built to serve the south part of the district (with approximately 600 to 700 public spaces). The parking demand predictions by block also indicated that it would be wise to bring the commercial properties on the north side of E. Maple Rd. into a future parking district, even if they are not a part of the Corridor Improvement Authority. The AHPSC passed recommendations to this effect.

For the CBD, architectural photos of the Pierce St. Structure and conceptual plans of the N. Old Woodward Ave. Structure were presented to the Committee. After discussion, recommendations were passed supporting the expansion of both facilities, with the N. Old Woodward Ave. facility taking priority.

February 24, 2015 - Staff put together a draft presentation for the City Commission. The Committee convened to review the draft, and to provide constructive criticism. To avoid confusion, the draft presentation is not a part of the attachments.

FINAL PRESENTATION NOTES

The following is considered important background information that will be convenient to have as a reference with respect to certain slides found in the final AHPSC presentation:

Slides 6 & 7 - Parking counts taken for this study were collected at the end of October and the beginning of November. Like most businesses, the parking system has seasonal fluctuations in its demand. There is no practical way to measure seasonal fluctuations of parking demand throughout the whole system, as this would involve large amounts of time. A simpler approach is to gather data readily available, such as the total transactions in the five parking structures. Slide 6 depicts the number of transactions by month for the three years 2012 through 2014. The heavy blue line represents the monthly average, while the dashed red line represents the average of all three years.

As an aside, a glance at the data depicts what may appear to be a disturbing trend in that there is a decline in almost every monthly period from 2012 through 2014. The majority of the decline can be attributed to the decline in night time activity in Birmingham during this period. During 2014, most of the Palladium building has been unoccupied. Other night time businesses that were attracting large numbers in 2012 have also closed.

On Slide 7, just the monthly average line has been left on the graph and the annualized red dash, which calculates to one parking space needed for every 564 square feet of gross building space. Since we are referring to a peak hour that is happening three times per week, building to this number of parking spaces indicates that there would be several peak months (May, June and December) when the system would not be able to keep up. If the parking stock was increased by 10 percent, the solid green line is achieved. If parking stock was built to this level the system would only fail during the peak hour in May. Since it is impractical to meet system needs every day of the year, the Committee agreed that this level was a logical goal. The average plus 10 percent figure calculates to one parking space for every 514 square feet, which is what all the subsequent figures are based on.

It is also important to note that the monthly average line is crossing the red dashed line at the end of October and beginning of November. That means, by coincidence, that the time that counts were taken is a period where seasonally the system is picking up from a slightly below average demand to an above average demand. Since the two lines crossed here, no seasonal adjustment was necessary.

Slide 8 - This map depicts the parking assessment district split into six zones. The divisions are based on which parking structure occupants of each building would like to use if they were able to park at their first preference.

The three blue marked properties denote the three downtown projects currently underway:

1. Palladium Building renovation (200-250 N. Old Woodward Ave.)
2. Balmoral Building construction (33901 Woodward Ave.)
3. Forefront Building construction (400 S. Old Woodward Ave.)

The proposed square footages and increased parking capacity planned for these three projects has been added into existing numbers to determine the short term capacity needs in subsequent slides. The yellow marked properties are those that have a high probability of being developed into their full potential if economic and parking conditions are right. Adding in the potential square footage of these properties redeveloped has been used to arrive at the long term capacity needs shown on subsequent slides. Since multi-use buildings tend to have some on site parking often made available to residents only, no additional public parking spaces have been figured into the long term capacity numbers. Likewise, no residential square footages have been considered for any of the time periods studied.

Slide 9 - Just as 1:514 represents the parking demand ratio for the entire district, each parking structure zone can have its own ratio, if each zone functioned as its own independent business district. Those with a "high" ratio (such as 1:645) indicates that there is a lot of square footage in the zone creating a lot of demand, but not that many cars are actually parking in the zone. In other words, many people that want to park in this zone cannot due to a lack of capacity and they must park somewhere else instead. Those with a "low" ratio (such as 1:235) indicates that there are a lot of parking spaces, compared to the amount of square footage nearby. In this case, the Chester Street zone is supplying needed parking capacity to its busier neighboring zones.

Slides 10-12 - Using the 1:514 ratio, the surplus or deficit parking spaces is depicted for the peak hour. The model shows a 15 percent surplus currently, (with a deficit already showing in the Peabody Street zone), which will drop to an 11 percent surplus once the current short term building is done, with the Park Street zone going into deficit. Someday, well into the future if all highlighted properties are redeveloped to their full potential, the model predicts an 11 percent deficit would be realized. Likely, private development would slow or cease long before this situation would occur.

Slides 13-15 - As discussed with the Committee, when deciding where best to prioritize future construction, it can be helpful to consider current parking behaviors. Because of their proximity to each other the CBD tends to have north and south halves. Many people can and do park in either the North Old Woodward Ave. or Park Street facilities if their destination is north of Maple Road. Likewise many people can park in either the Pierce Street or Peabody Street facilities, if their destination is south of Maple Road. Due to the ongoing shortage of parking spaces south of Maple, relative to demand, we currently find that about 80 percent of the excess parking capacity in the Chester Street zone is used by those south of Maple Road, while the remainder by those north of Maple Rd. These slides attempt to demonstrate the surplus-deficit situations for existing, short-term and long-term scenarios, where two of the north zones and two of the south zones are combined respectively. Slide 13 notes that both the north and south halves are

operating but the south half will fall into deficit mode once the current planned building is completed. Both the north and south halves will fall into deficit over the long term.

Slides 16-22 - Saroki Architects prepared modified photos of the Pierce Street Parking Structure with two floors added on top. No effort was made to be creative with the design. The images help the public understand how the building would fit into its surroundings if expanded as discussed.

Slides 23 & 24 - The pictures shown represent the N. Old Woodward Ave. Parking Structure and lot (Parking Lot #5), and the suggested improvements for the property from the Downtown 2016 Master Plan. This property represents the main opportunity for potential growth of parking spaces in the north half of the Central Business District.

Slide 28 - Since the Triangle District does not currently function as a downtown dependent on a municipal public parking system, the parking generation factor method had to be modified. Nationally recognized parking demand factors as listed were used. The ratios are lower, meaning that more parking spaces would be generated per square foot, similar to a suburban model where all businesses own and operate their own parking. Downtown environments do not need as much parking, as the same parking space can be used through the course of a day by several people visiting various buildings. To counteract the conservative number that these suburban ratios result in, only those properties that were most likely to be redeveloped were assumed for expansion.

Slide 29 - The map of the Triangle area as produced by LSL Planning contains additional blocks studied to the north and east of the official district. All of these blocks are outside of the Corridor Improvement Authority district, and there was no consideration to go to the trouble to expand this district at this time. However, for the three blocks north of Maple Road there is already a demonstrated shortage of parking capacity based on the use of the existing buildings. Even with some expansion being assumed in the middle block (22), adding the lower number of all three blocks results in a net positive; meaning that adding these three blocks to the future Triangle District parking system assessment district would both help fund future construction as well help the individual properties with their parking needs. As a result, the Committee is recommending that these three blocks be added to any future Triangle District assessment district.

The four blocks east of Adams Road were counted just to gauge current demand and to help verify if there were many people parking in the lots east of Adams, but having destinations in the Triangle District. The observations were that there is not a reliance currently on these lots, and in fact there is a large surplus of spaces east of Adams Road. There is no intent to alter the current parking status of these blocks.

Slide 32 - The resolution for the Triangle District provides a range of suggested spaces for the south part of the district. The range is a function of not having any inclination of what site the future public parking would be located. Depending on the site, the scope of the municipal parking need will be impacted and any private building installed on the same site would also be impacted based on how much space is available in total. A range of suggested parking spaces appears wise given the premature nature of this decision.

RECOMMENDATIONS AND RESOLUTIONS:

A. CENTRAL BUSINESS DISTRICT

Following are the two recommendations passed by the Ad Hoc Parking Study Committee pertaining to the Central Business District:

Motion by JC Cataldo, Seconded by Susan Peabody, to:
Accept the report of the Ad Hoc Parking Study Committee estimating that a long term deficit of 278 parking spaces is expected in the long term for the north portion of the Central Business District. Further, to direct staff to conduct further planning studies for the N. Old Woodward Avenue Parking Structure and Lot that will maximize the creation of parking spaces while adhering to the original concepts presented in the Downtown Birmingham 2016 Plan.

And, as a secondary priority, to accept the report of the Ad Hoc Parking Study Committee estimating that a long term deficit of 427 parking spaces is expected in the long term for the south portion of the Central Business District. Further, to endorse the expansion of the Pierce Street Parking Structure by two levels, thereby creating an additional 280 public parking spaces in the Parking System.
Motion passed 4-0.

The Committee appeared to favor the focus on the N. Old Woodward Ave. site in part because of its available land and its wide array of possible development schemes. This site represents the best opportunity the City has to correct deficiencies in the parking system's capacity. It is our recommendation that a new Committee be formed to study future parking expansion in the CBD at both sites where expansion is possible. A suggested roster for the Committee could be as follows:

3 representatives from the City Commission
1 representative from the Advisory Parking Committee
1 representative from the Parks & Recreation Board
1 representative from the Planning Board
1 representative from the Principal Shopping District

Together, this new committee could meet and further explore the parameters of what a project could be at the N. Old Woodward Ave. site. Parameters may include, but not be limited to:

- Number of parking spaces required
- Scope of Bates St. extension
- Additional development opportunities
- Method of interaction with the park land to the north

Once the parameters are decided, developer/architect teams could then present their own conceptual drawings (with financial backing) to have the opportunity to redevelop this property. Staff is looking for initial input on the idea of this new committee, and it can be finalized and discussed further at a future meeting.

While staff agrees that this site offers the most exciting potential to create a positive development for the CBD, a counterpoint should be considered. The goal of this study was to create a plan to address the future needs of the parking system. This study, similar to the one conducted in 2000, indicates that the current shortage, as well as potential for additional private growth, is primarily on the south side of the district. The new study has calculated a deficit of 427 parking spaces in the long term. However, the only clear opportunity for new parking spaces at this time (the Pierce St. Parking Structure) will only result in a maximum net gain of 280 parking spaces. Even if the City moves forward with a full expansion of the Pierce St. Structure, the model predicts that there will be a shortage in the long term. To that end, it may be difficult for this new Committee to define the goal of needed parking spaces on the N. Old Woodward site until a decision has been made about moving forward at the Pierce St. Structure. A suggested resolution has been structured below considering these several factors.

SUGGESTED RESOLUTION A (CENTRAL BUSINESS DISTRICT):

To accept the findings of the Ad Hoc Parking Study Committee estimating that a deficit of 278 parking spaces is expected in the long term for the north portion of the Central Business District, and a deficit of 427 parking spaces is expected in the long term for the south portion of the Central Business District, and to direct staff to have a full topographic and boundary survey of the existing conditions of the N. Old Woodward Ave. property prepared to assist with all future plan preparation, and further, to further, to direct staff to provide for the creation of an ad hoc steering committee to:

- Consider the parking system's overall parking demands and prioritize the projects to finalize the Parking System's expansion plan for the Central Business District.
- Determine the parameters of an expansion at the N. Old Woodward Ave. Parking Structure site that will provide an appropriate number of parking spaces, an extension of Bates St., provide additional development opportunities and provide interaction with the adjacent City park land to the north in accordance with the Downtown Birmingham 2016 report and the Rouge River Trail Corridor Master Plans.

A. TRIANGLE DISTRICT

Following are the two recommendations passed by the Ad Hoc Parking Study Committee pertaining to the Triangle District:

Motion by JC Cataldo, Seconded by Gillian Lazar, to
Recommend that the City Commission endorse the concept of constructing a public parking facility to serve the north portion of the Triangle District. Further, as opportunities arise, if space is available to construct approximately 400 public parking spaces, the Committee recommends that the parking district boundaries be expanded to include the commercial properties north of Maple Road from Woodward Avenue to Adams Road.

Recommend that the City Commission endorse the concept of constructing a public parking facility providing 600 to 700 spaces to serve the south portion of the Triangle District, and to work with property owners to move in that direction, as development opportunities arise.
Motion passed 4-0.

Based on the findings of the study, and the above resolution, a suggested resolution follows:

SUGGESTED RESOLUTION B (TRIANGLE DISTRICT):

To accept the findings of the Ad Hoc Parking Study Committee that a parking facility of approximately 400 parking spaces in the long term is recommended to serve the north portion of the Triangle District, and a parking facility of approximately 600 to 700 parking spaces in the long term is recommended to serve the south portion of the Triangle District, and to direct staff to pursue opportunities in the district for consideration, and further to endorse the recommendation that the parking assessment district for the Triangle District, once created, be extended north of Maple Rd. to include all commercial properties from Woodward Ave. to Adams Rd.

Development of Public Parking

Planning for Future Public Parking Needs

March 16, 2015

SUMMER, 2013 Parking demand exceeded capacity.

SUMMER, 2014 City Commission authorizes Parking Study

AD HOC PARKING STUDY COMMITTEE

MEMBERS:

RICHARD ASTREIN – PRINCIPAL SHOPPING DISTRICT
JC CATALDO – CORRIDOR IMPROVEMENT AUTHORITY
GILIAN LAZAR – PLANNING BOARD
SUSAN PEABODY – ADVISORY PARKING COMMITTEE
JOHANNA SLANGA – MULTI-MODAL TRANSPORTATION BOARD

STAFF LIASIONS:

JANA ECKER, PLANNING DIRECTOR
PAUL O'MEARA, CITY ENGINEER

AD HOC PARKING STUDY COMMITTEE

MISSION:

STUDY THE CURRENT AND FUTURE PARKING ENVIRONMENTS FOR THE CENTRAL BUSINESS DISTRICT AND THE TRIANGLE DISTRICT, AND MAKE RECOMMENDATIONS FOR FUTURE PARKING IMPROVEMENTS, IF NEEDED.

AD HOC PARKING STUDY COMMITTEE

METHOD:

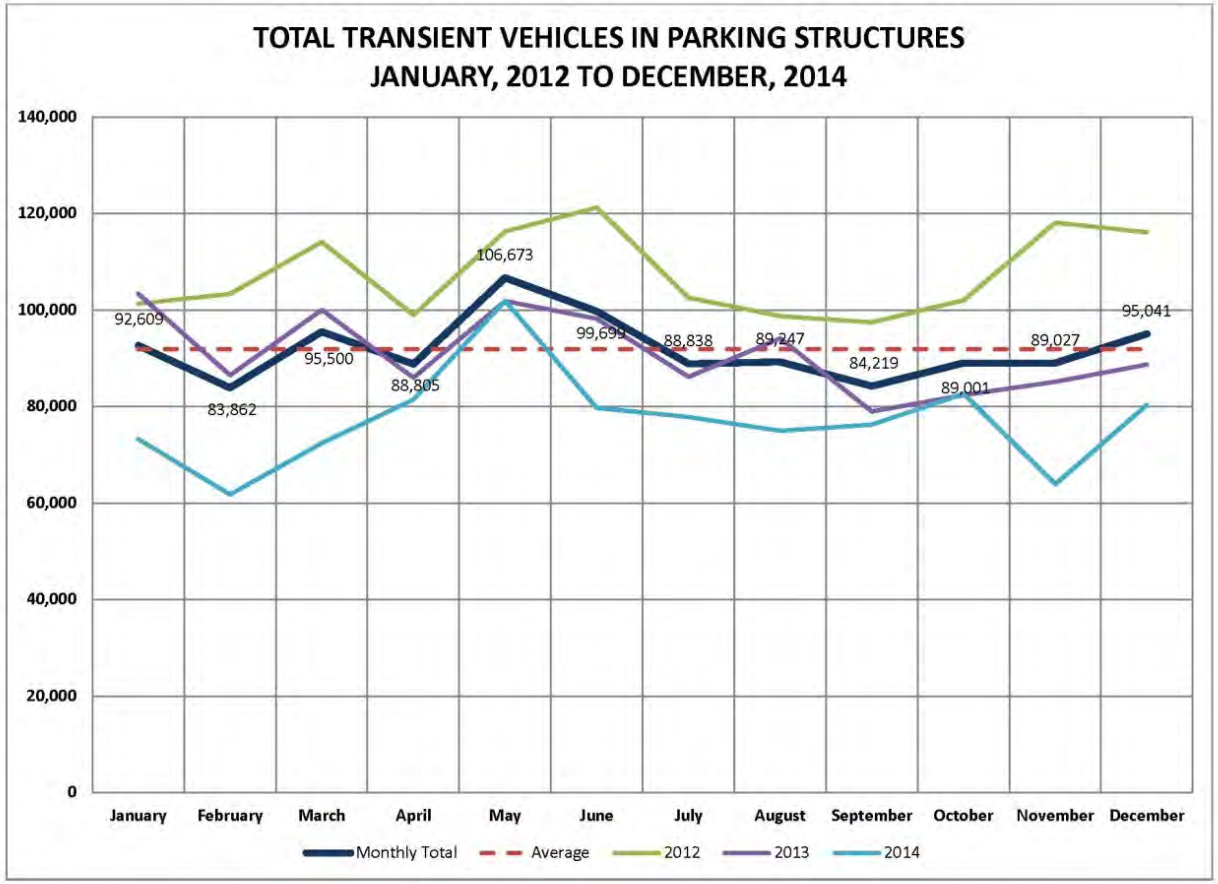
1.A. GATHER DATA
B. DETERMINE PARKING GENERATION FACTOR
C. CALCULATE SHORT AND LONG TERM NEEDS

2. REVIEW OPPORTUNITIES FOR PARKING EXPANSION AND PRIORITIZE

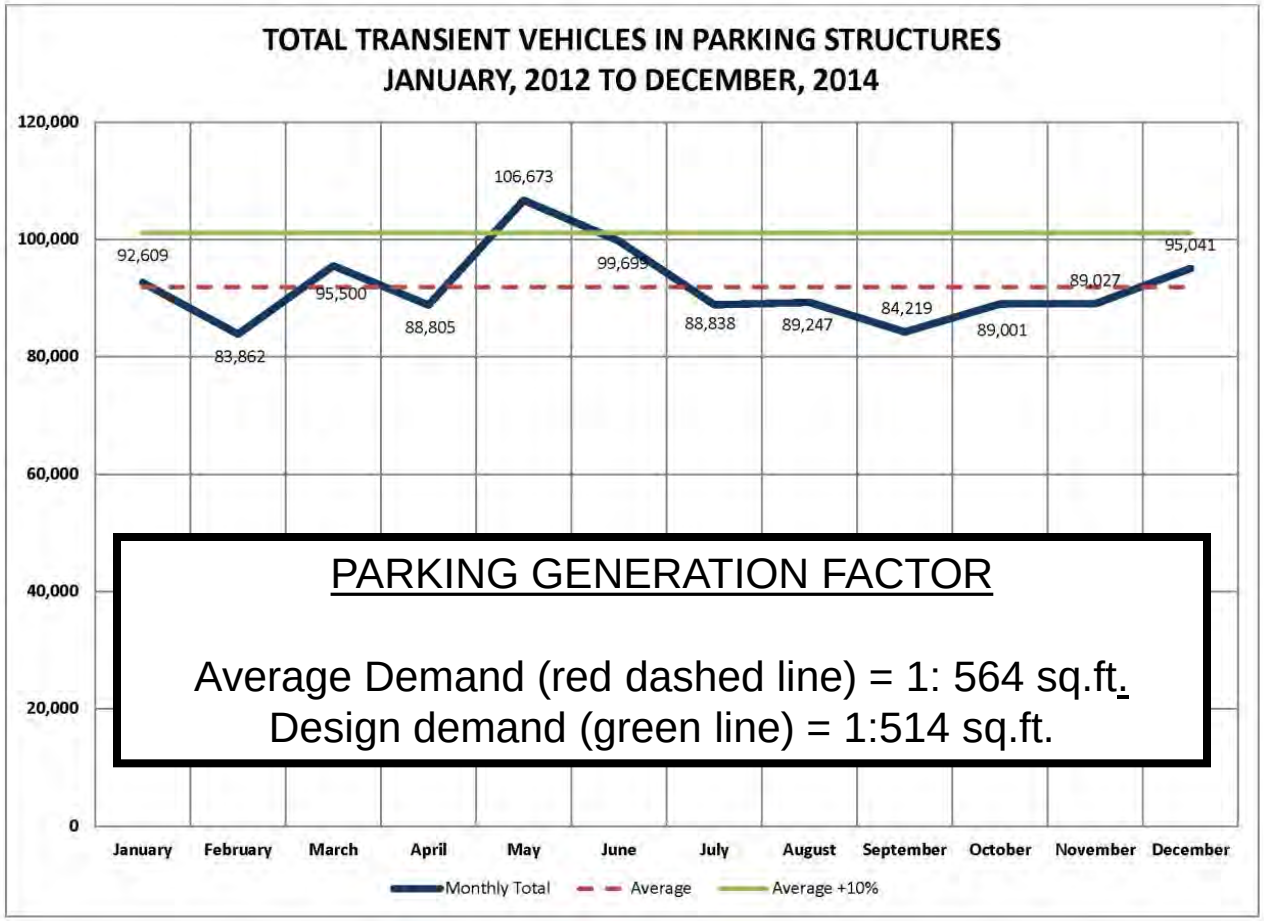
CENTRAL BUSINESS DISTRICT

- Counts taken in late May, early June.
- Park St. Parking Structure under construction closed up to 200 parking spaces – results were skewed.
- New counts taken in late October, early November to observe more “normal” operation.
- Counts focused on peak hours of the week – T, W, Th between noon and 2 PM.
- Based on usage data, seasonal adjustment not needed.

AD HOC PARKING STUDY COMMITTEE



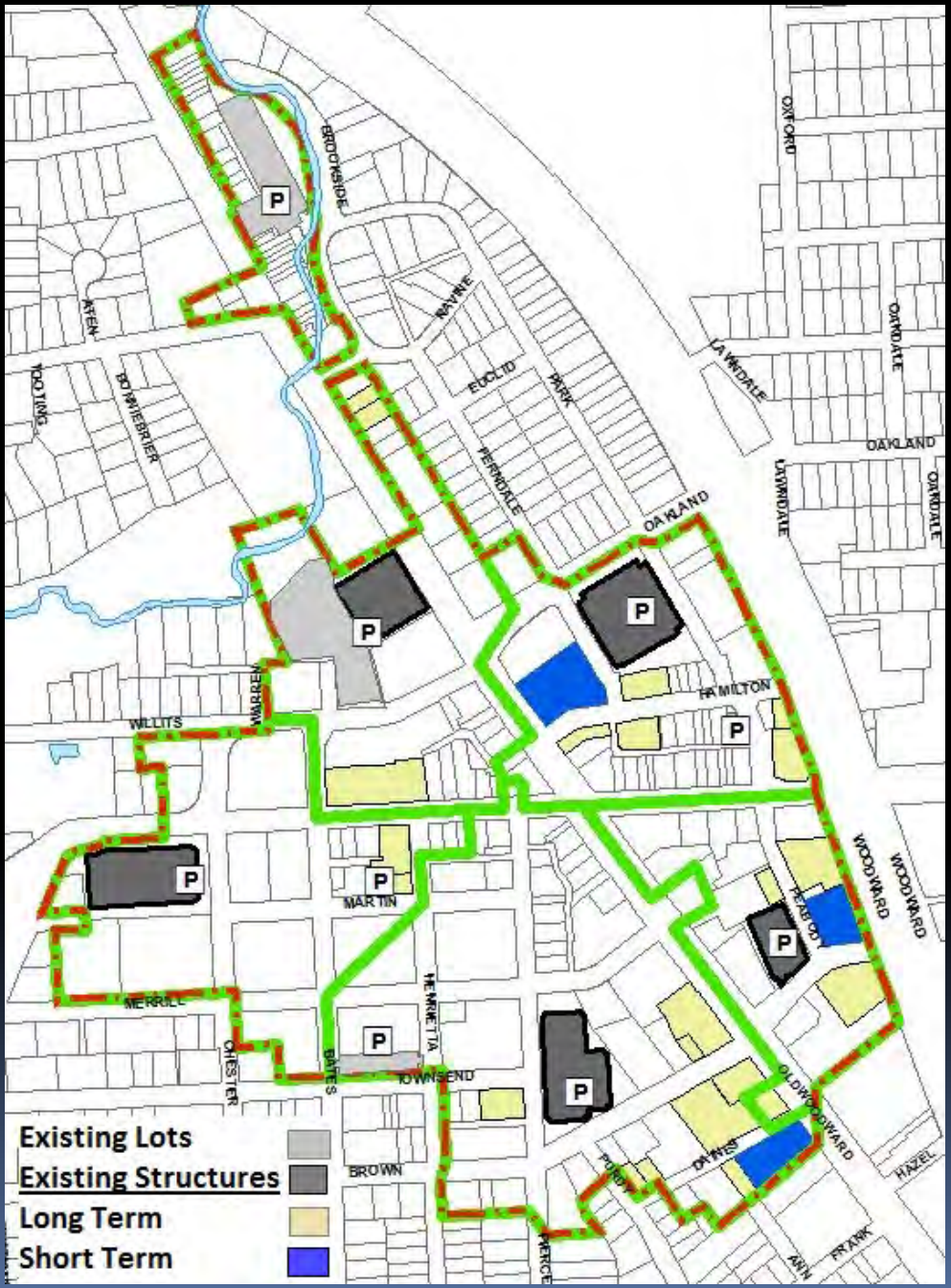
AD HOC PARKING STUDY COMMITTEE



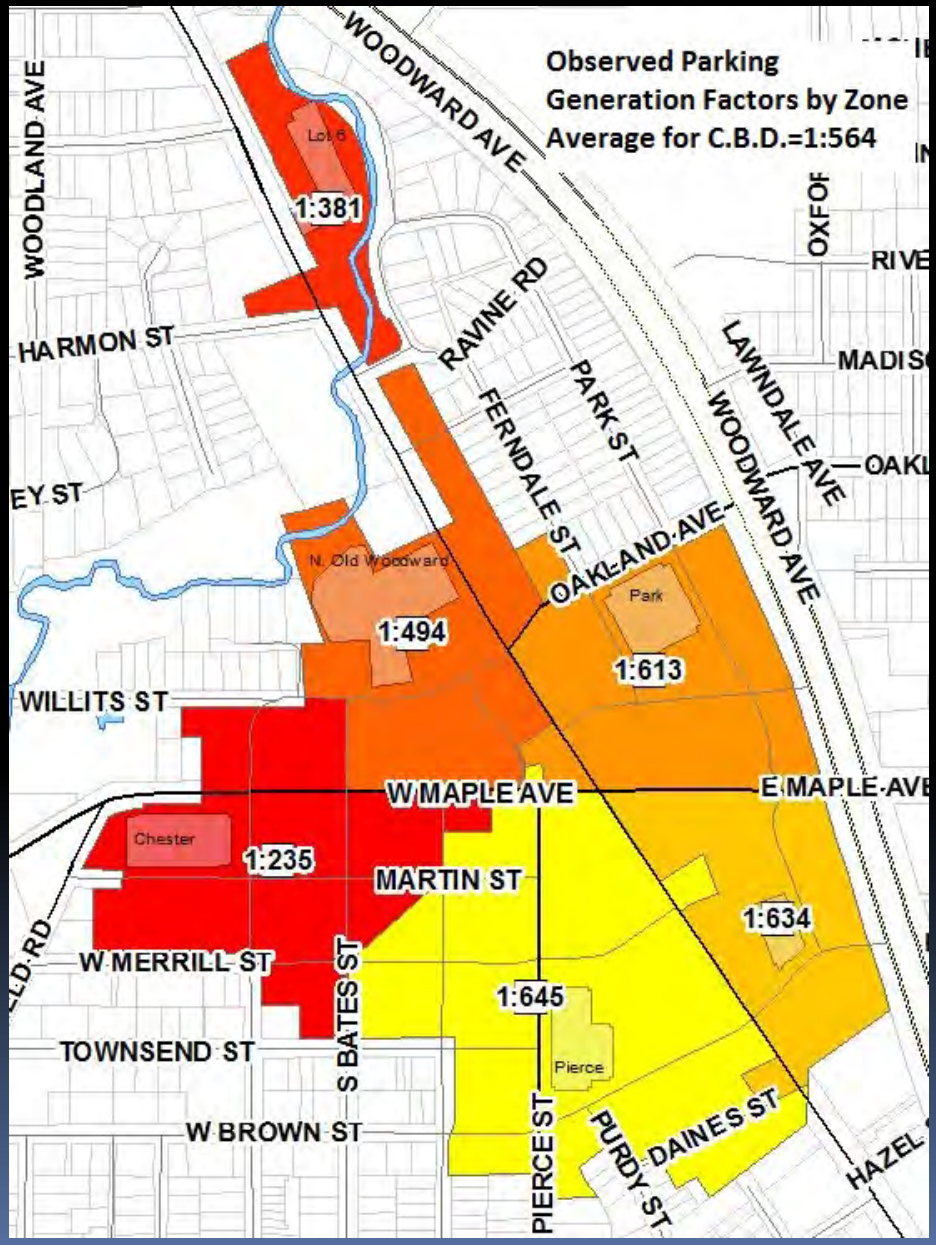
PARKING GENERATION FACTOR

Average Demand (red dashed line) = 1: 564 sq.ft.
Design demand (green line) = 1:514 sq.ft.

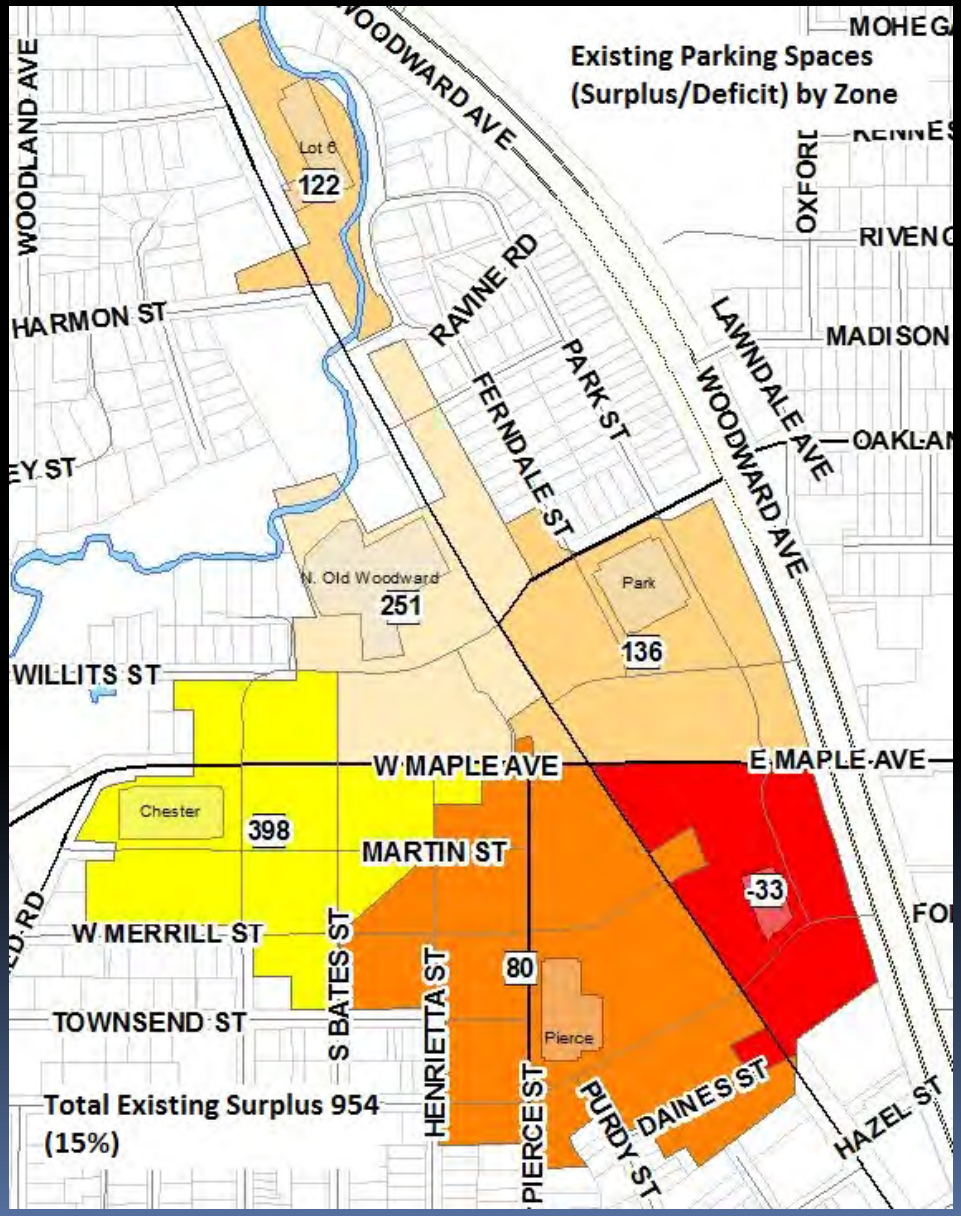
SHORT TERM & LONG TERM DEVELOPMENT PROJECTIONS



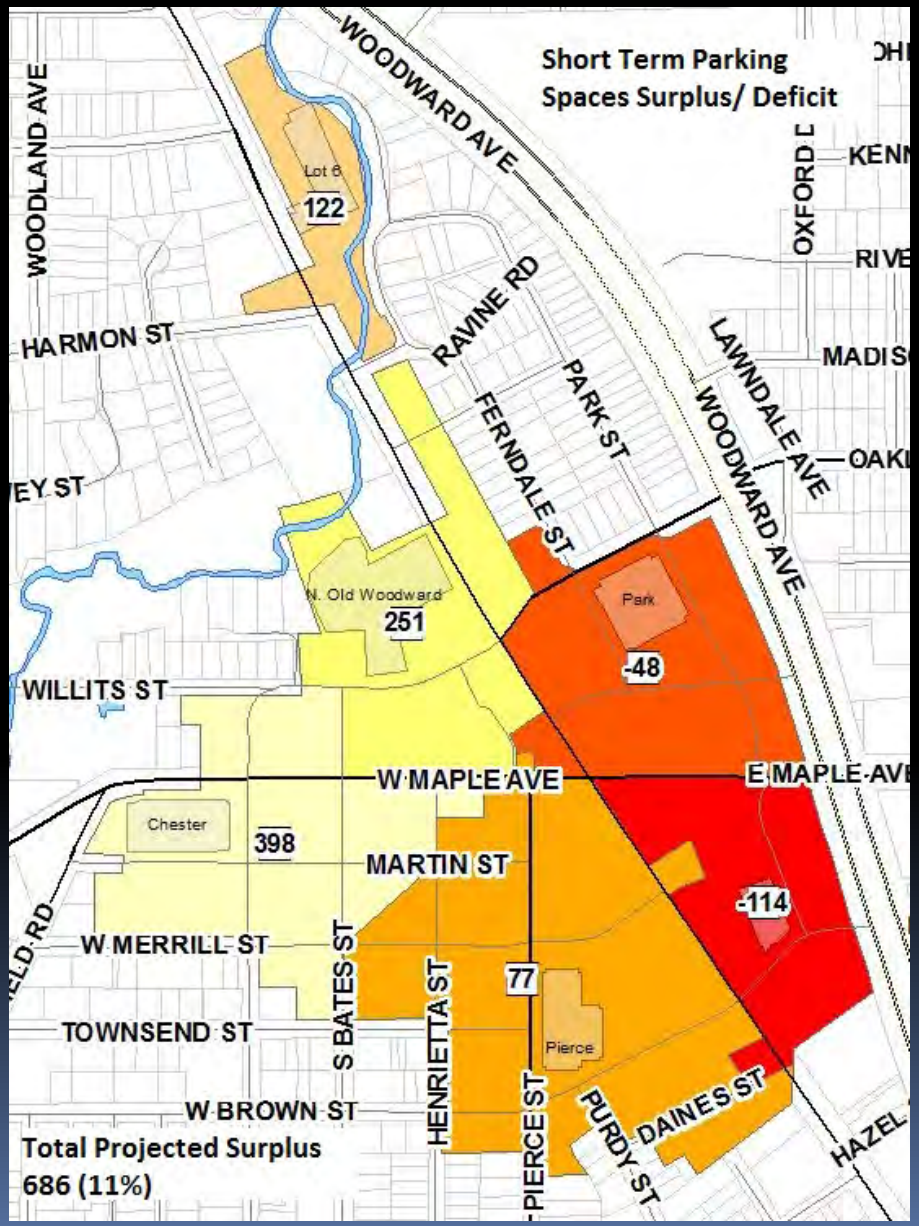
OBSERVED PARKING GENERATION FACTORS BY ZONE
AVERAGE FOR ENTIRE DISTRICT = 1 VEHICLE PER 564 GROSS SQ.FT.



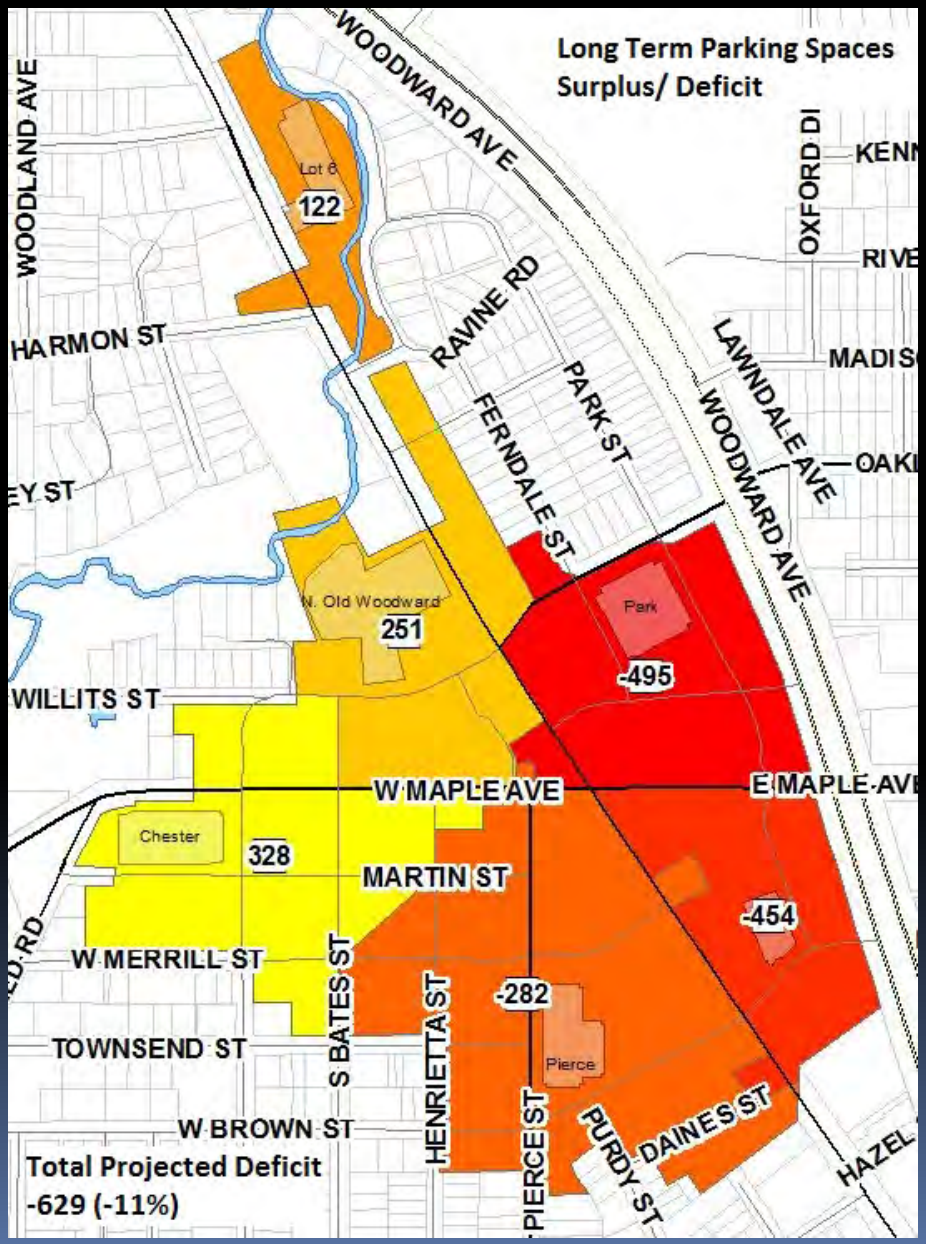
EXISTING PARKING SPACES SURPLUS/DEFICIT BY ZONE



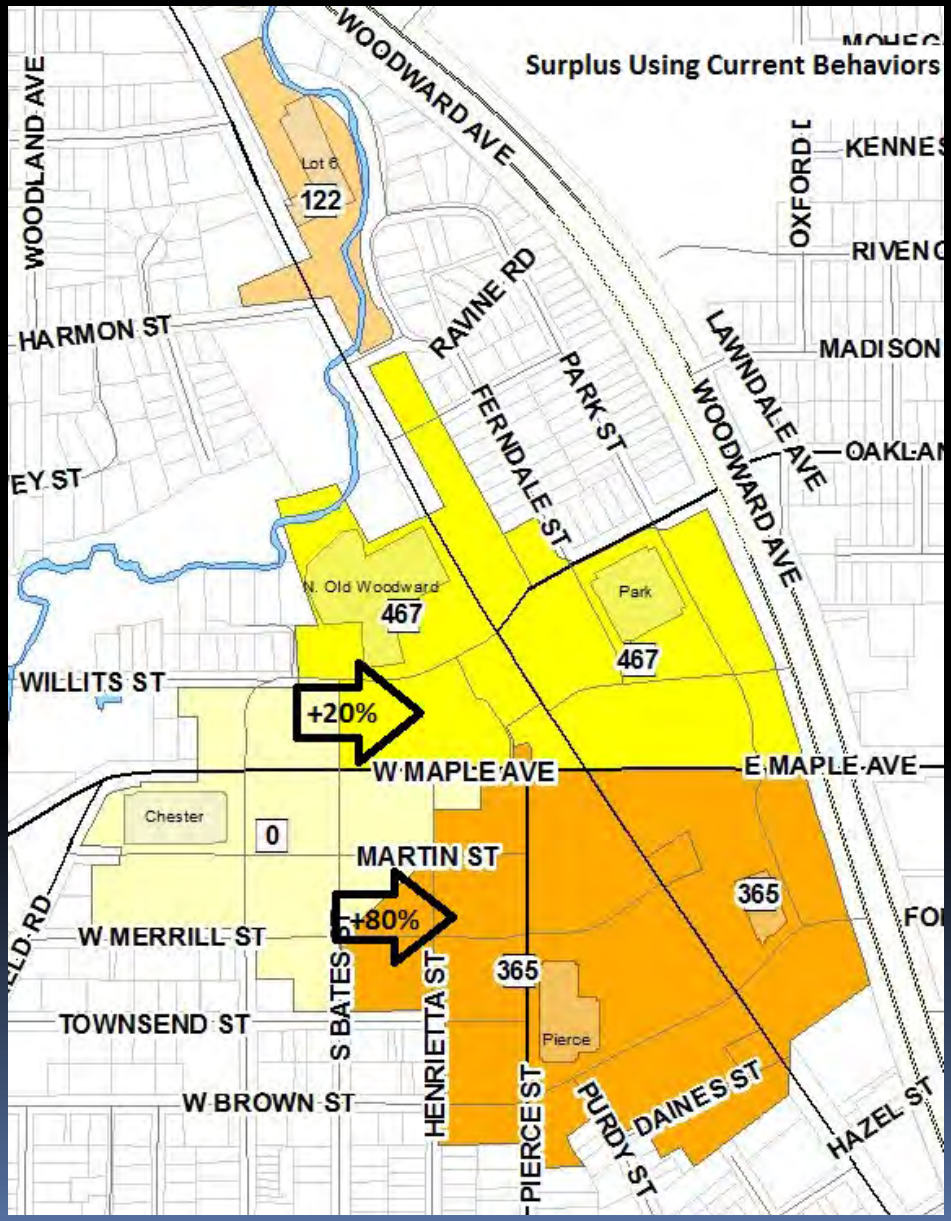
FUTURE PARKING SPACES (SHORT TERM) SURPLUS/DEFICIT



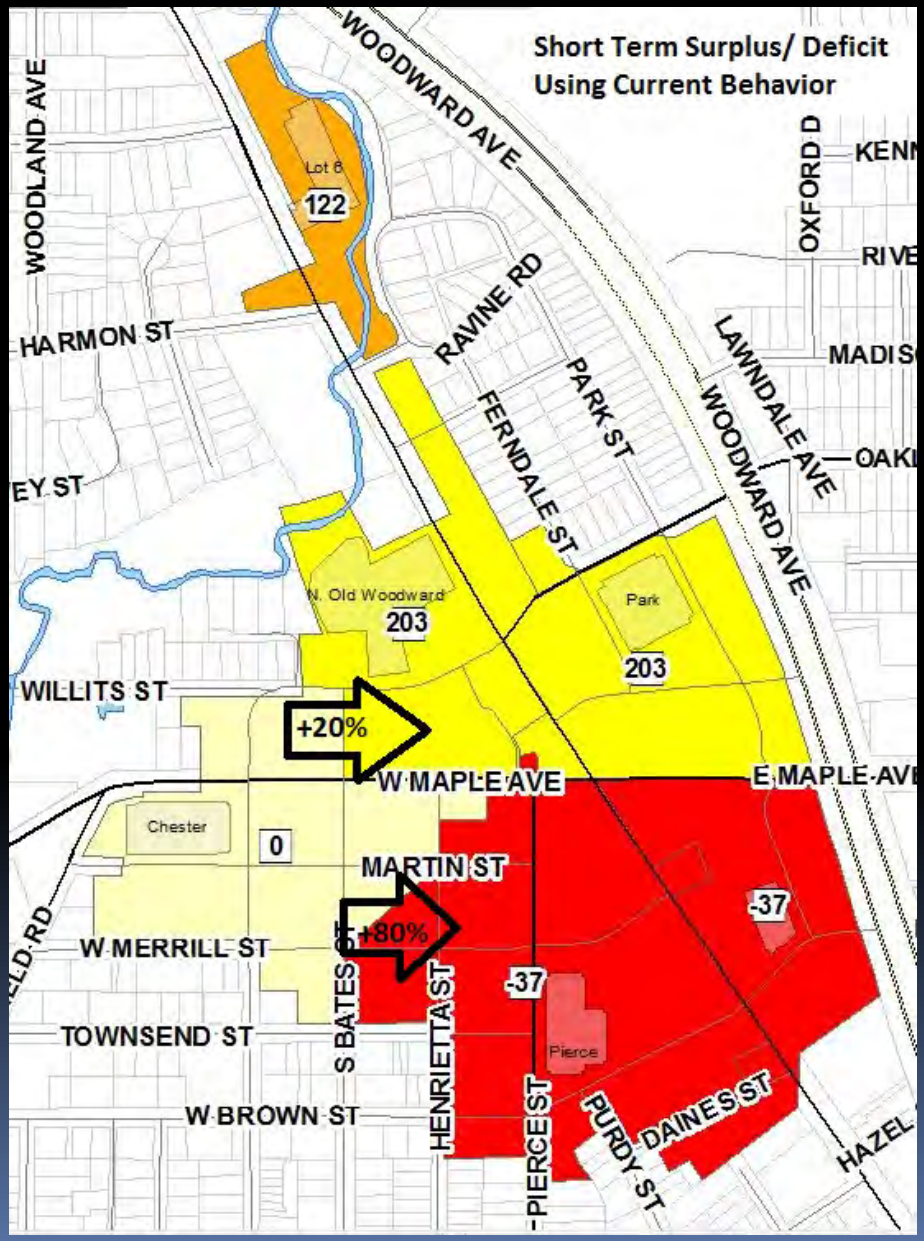
FUTURE PARKING SPACES (LONG TERM) SURPLUS/DEFICIT



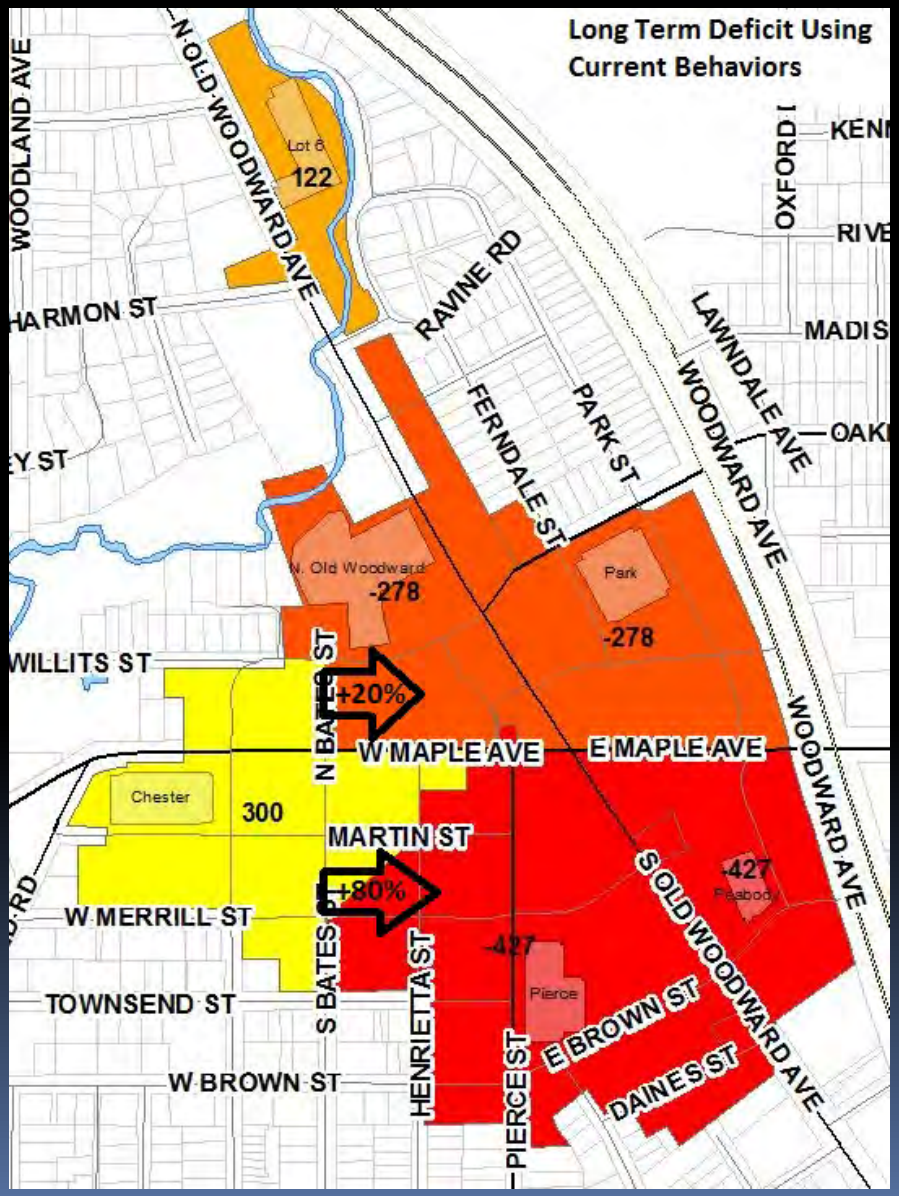
EXISTING PARKING SPACE SURPLUS USING CURRENT BEHAVIORS



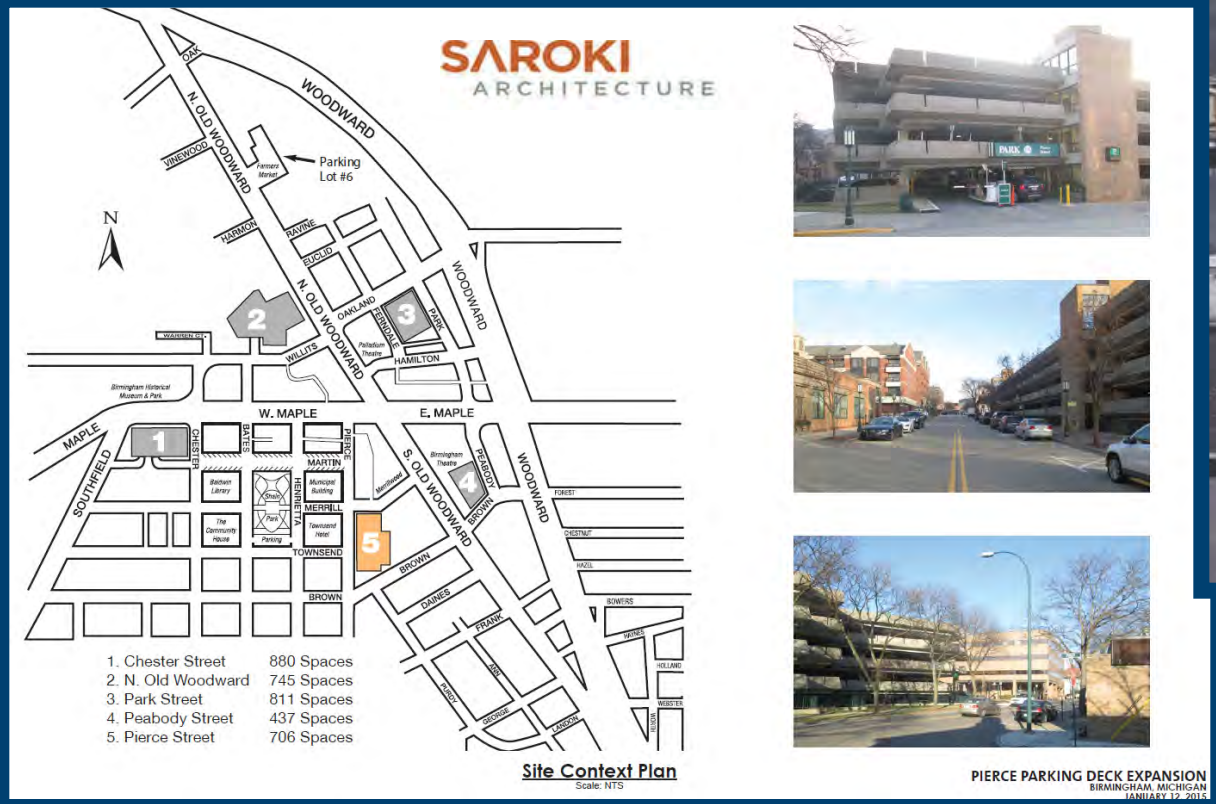
FUTURE PARKING SPACES SURPLUS/DEFICIT (SHORT TERM) USING CURRENT BEHAVIORS

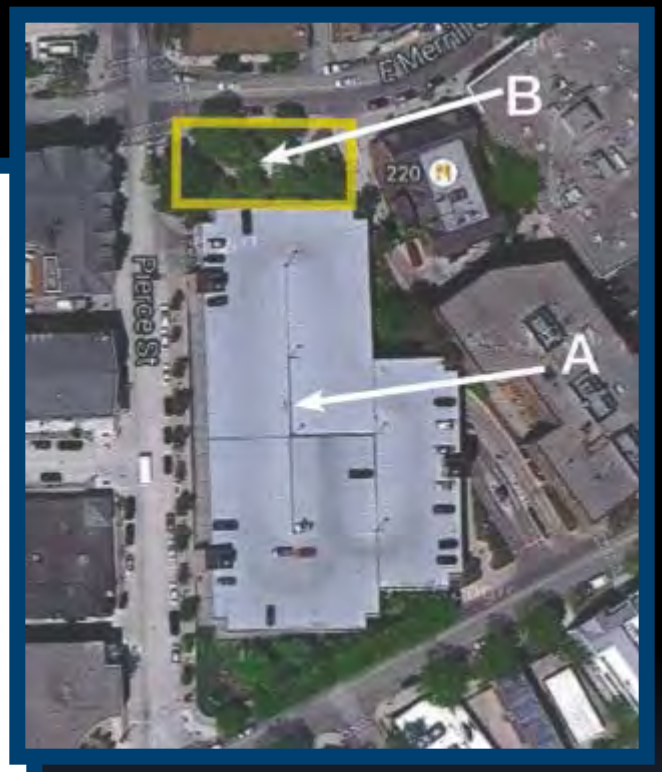


FUTURE PARKING SPACES SURPLUS/DEFICIT (LONG TERM) USING CURRENT BEHAVIORS



Option: Expand Pierce Street Structure





DPZ 2014

View at Pierce and Brown

Existing View

Proposed 2 Story Addition

SAROKI ARCHITECTURE

View from Townsend Street

Existing View

Proposed 2 Story Addition

SAROKI
ARCHITECTURE

View at Pierce and Merrill

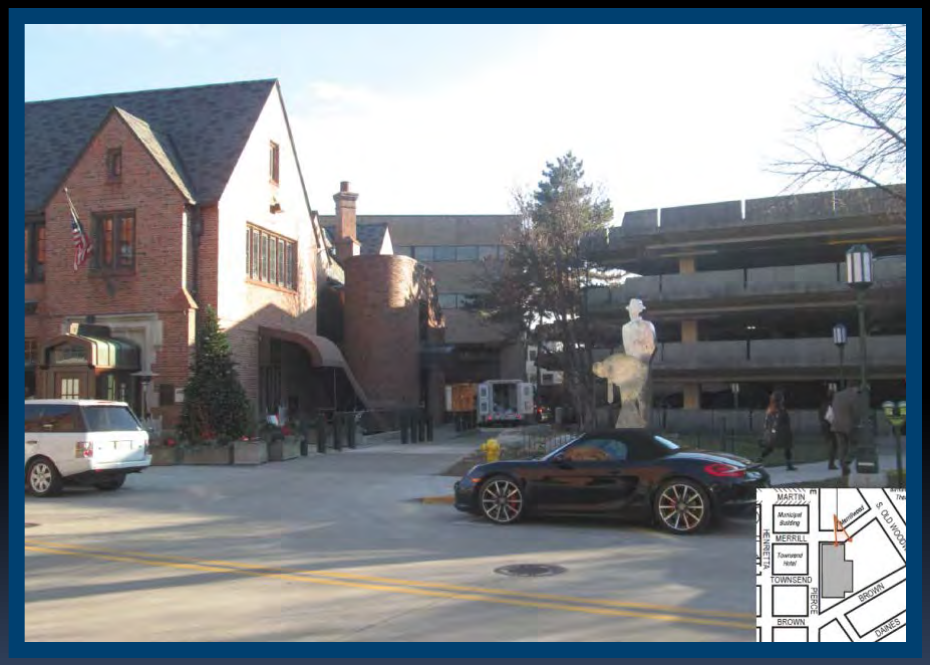
Existing View

Proposed 2 Story Addition

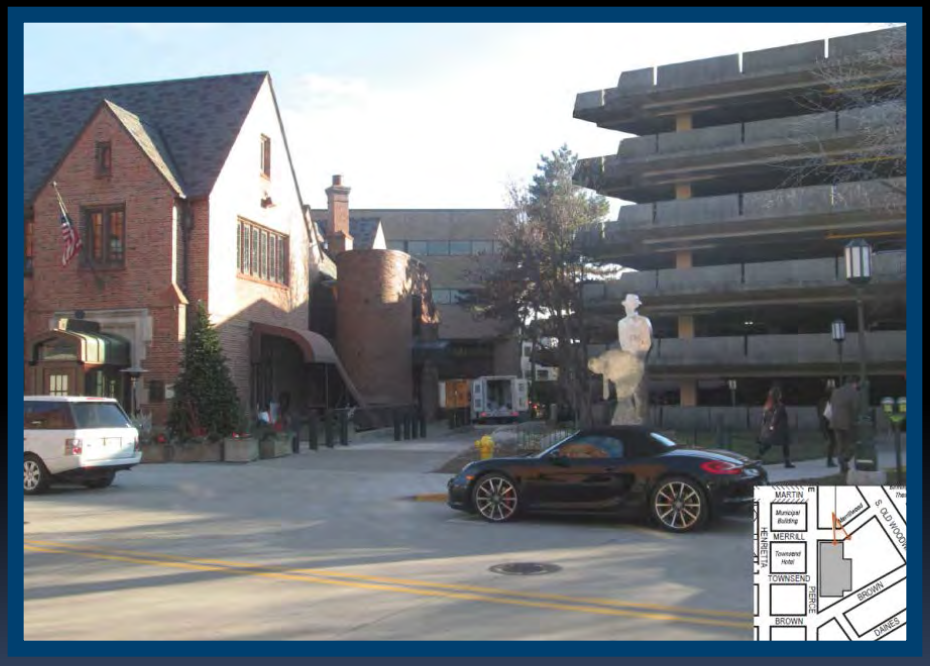
SAROKI ARCHITECTURE

View from Merrill Street

Existing View



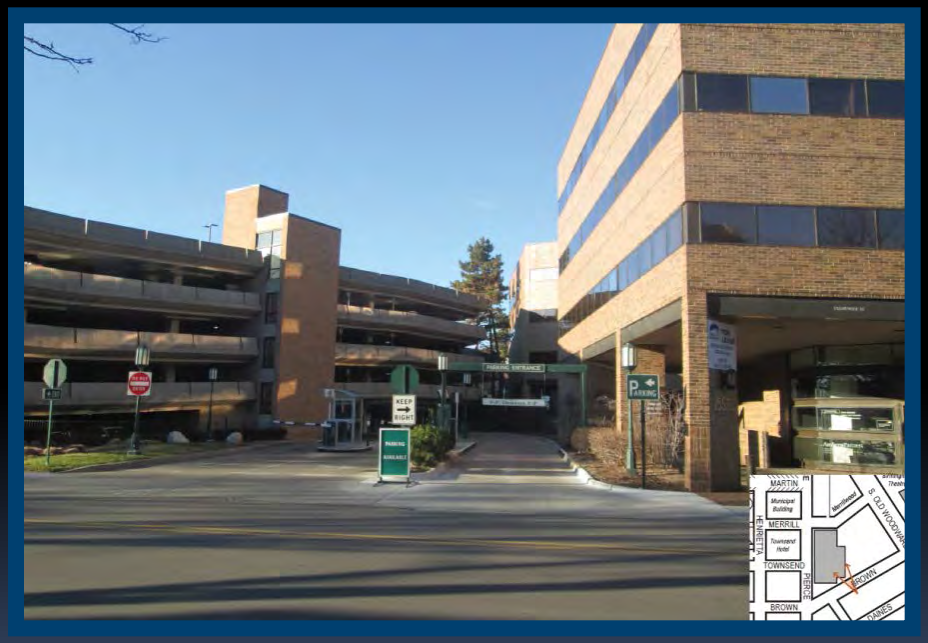
Proposed 2 Story Addition



SAROKI ARCHITECTURE

View from Brown Street

Existing View



Proposed 2 Story Addition

SAROKI ARCHITECTURE

Aerial View

City of Birmingham
A Walkable Community
City of Birmingham
Pierce St. Parking Structure
Pierce Street Parking Structure
N
Miles
0 0.005 0.01 0.02 0.03 0.04

Option: Parking Lot #5
N. Old Woodward Ave. Structure

SPECIFIC PROJECT 6:
THE WILLITS BLOCK

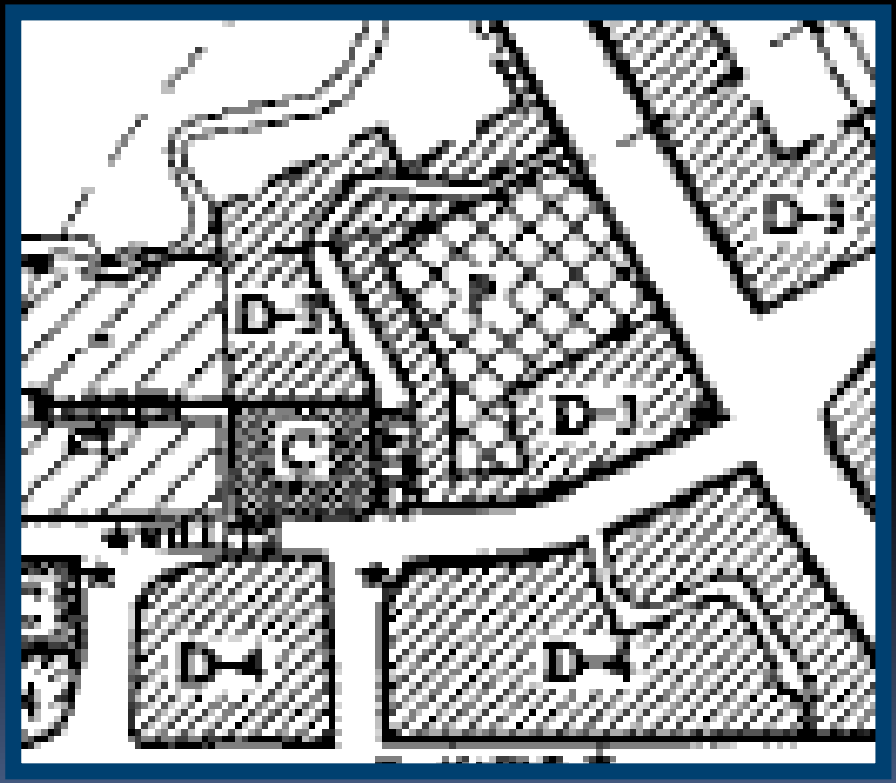
Finding: The superblock behind the North Woodward Garage has development potential.

Discussion: Behind the North Woodward Garage is a large site overlooking the Rouge River Park that is now used as a surface parking lot. It has the potential for expanding the existing parking deck by a contiguous addition (avoiding the need for additional ramps). But it is too beautiful a site, facing the park as it does, to reserve entirely for parking.

The site could be edged with apartments or townhouses facing the park, facing the Baptist Church, and facing Willits Street, masking the parking deck in the process. This housing could be built before the parking expansion, because the Woodward Garage is under-utilized.

The street formed by the new housing would be an extension of Bates Street and would continue on to Old Woodward by occupying the deck's north-side service road. The sale of these edge parcels for housing would create a one-time fund for the City (perhaps to be used for the Shain Park and Martin Street Specific Projects.)

Recommendation: Sell the edges of the Willits site, perhaps no deeper than 30 feet, to a housing developer, and retain the rest for the parking deck expansion. When sold for development, this special project has the potential of



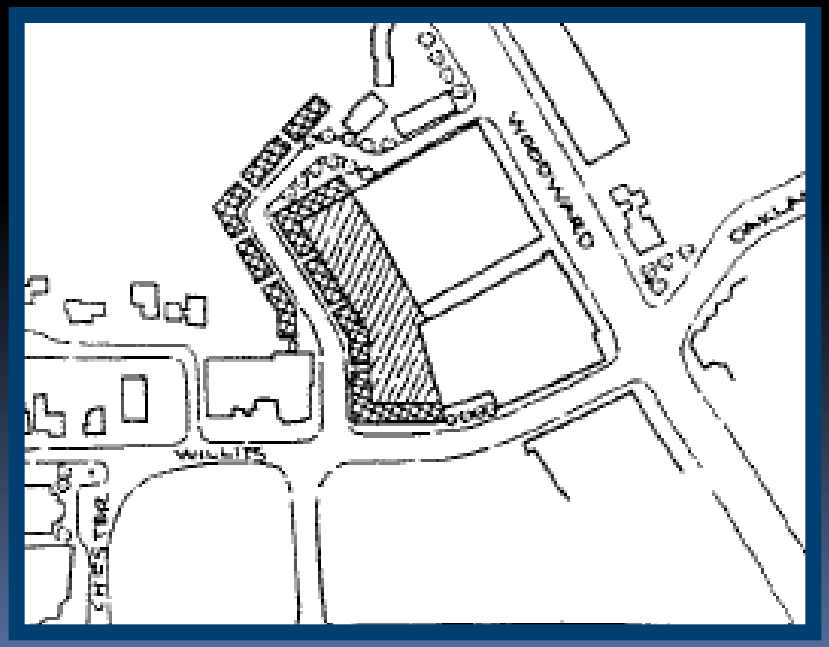
DPZ 2014

Option: Parking Lot #5
N. Old Woodward Ave. Structure

New Parking Structure

New Mixed Use Building

New Residential Units



AD HOC PARKING STUDY RECOMMENDATIONS
CENTRAL BUSINESS DISTRICT

TO ACCEPT THE REPORT OF THE AD HOC PARKING STUDY COMMITTEE ESTIMATING THAT A LONG TERM DEFICIT OF 278 PARKING SPACES IS EXPECTED IN THE LONG TERM FOR THE NORTH PORTION OF THE CENTRAL BUSINESS DISTRICT. FURTHER, TO DIRECT STAFF TO CONDUCT FURTHER PLANNING STUDIES FOR THE N. OLD WOODWARD AVENUE PARKING STRUCTURE AND LOT THAT WILL MAXIMIZE THE CREATION OF PARKING SPACES WHILE ADHERING TO THE ORIGINAL CONCEPTS PRESENTED IN THE DOWNTOWN BIRMINGHAM 2016 PLAN.

AND, AS A SECONDARY PRIORITY, TO ACCEPT THE REPORT OF THE AD HOC PARKING STUDY COMMITTEE ESTIMATING THAT A LONG TERM DEFICIT OF 427 PARKING SPACES IS EXPECTED IN THE LONG TERM FOR THE SOUTH PORTION OF THE CENTRAL BUSINESS DISTRICT. FURTHER, TO ENDORSE THE EXPANSION OF THE PIERCE STREET PARKING STRUCTURE BY TWO LEVELS, THEREBY CREATING AN ADDITIONAL 280 PUBLIC PARKING SPACES IN THE PARKING SYSTEM.

MOTION PASSED 4-0.