



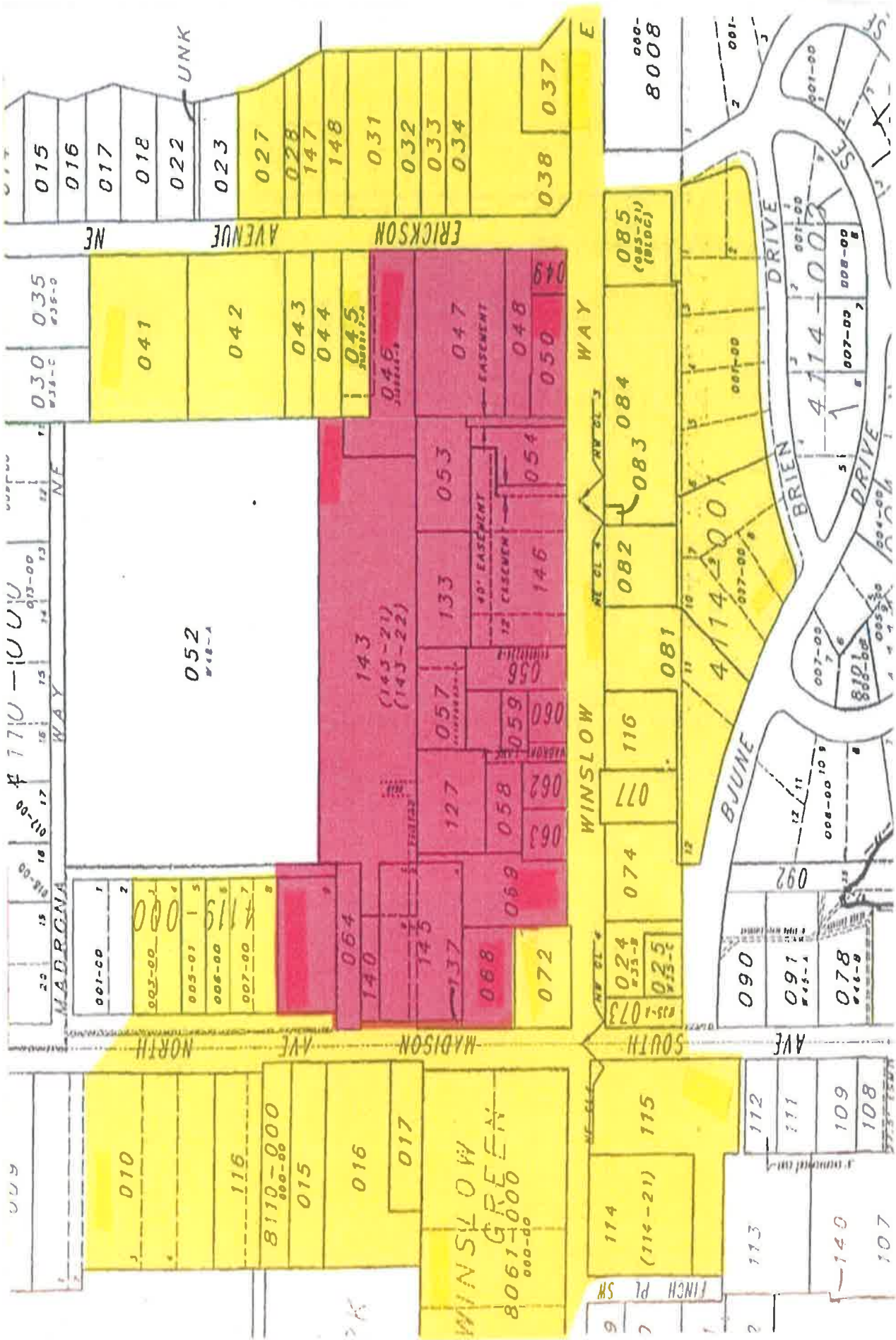
# **Winslow Parking Study**

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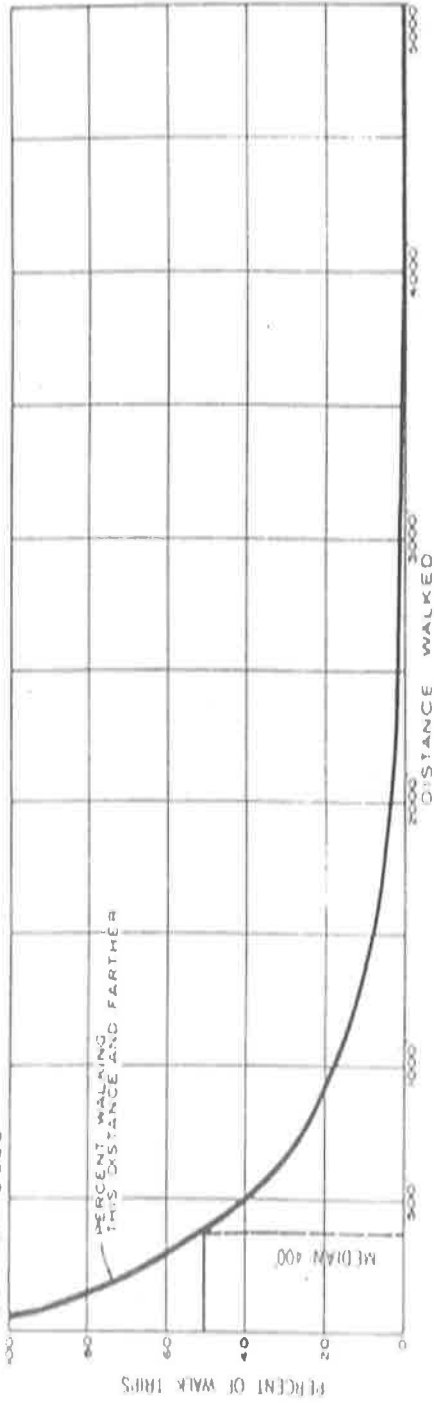
# Main Conclusions

- The primarily special benefit boundary lies within 400' of the garage, and largely includes the Winslow Core. This is termed the red zone. At least 50% of the overall demand for the garage will come directly from users in this zone
- An area of secondary benefit termed the yellow zone lies 400-800' of the garage. 25% of the overall demand for the garage will come directly from users in this zone.
- Within the surveyed area, there are a total of approximately 1,322 stalls of private parking, and an additional 182 stalls of public parking. The private parking total includes 26 stalls of Chamber Parking on the subject site.



**AREA ZONES  
PARKING LID FEASIBILITY STUDY**

DISTANCE OF WALK TRIPS TO OR FROM PARKING FACILITIES  
ALL PURPOSES



September 1970

Participants:

Arthur D. Little, Inc.  
Skidmore, Owings & Merrill  
Real Estate Research Corporation  
Wilbur Smith and Associates

**CENTER CITY  
TRANSPORTATION  
PROJECT**

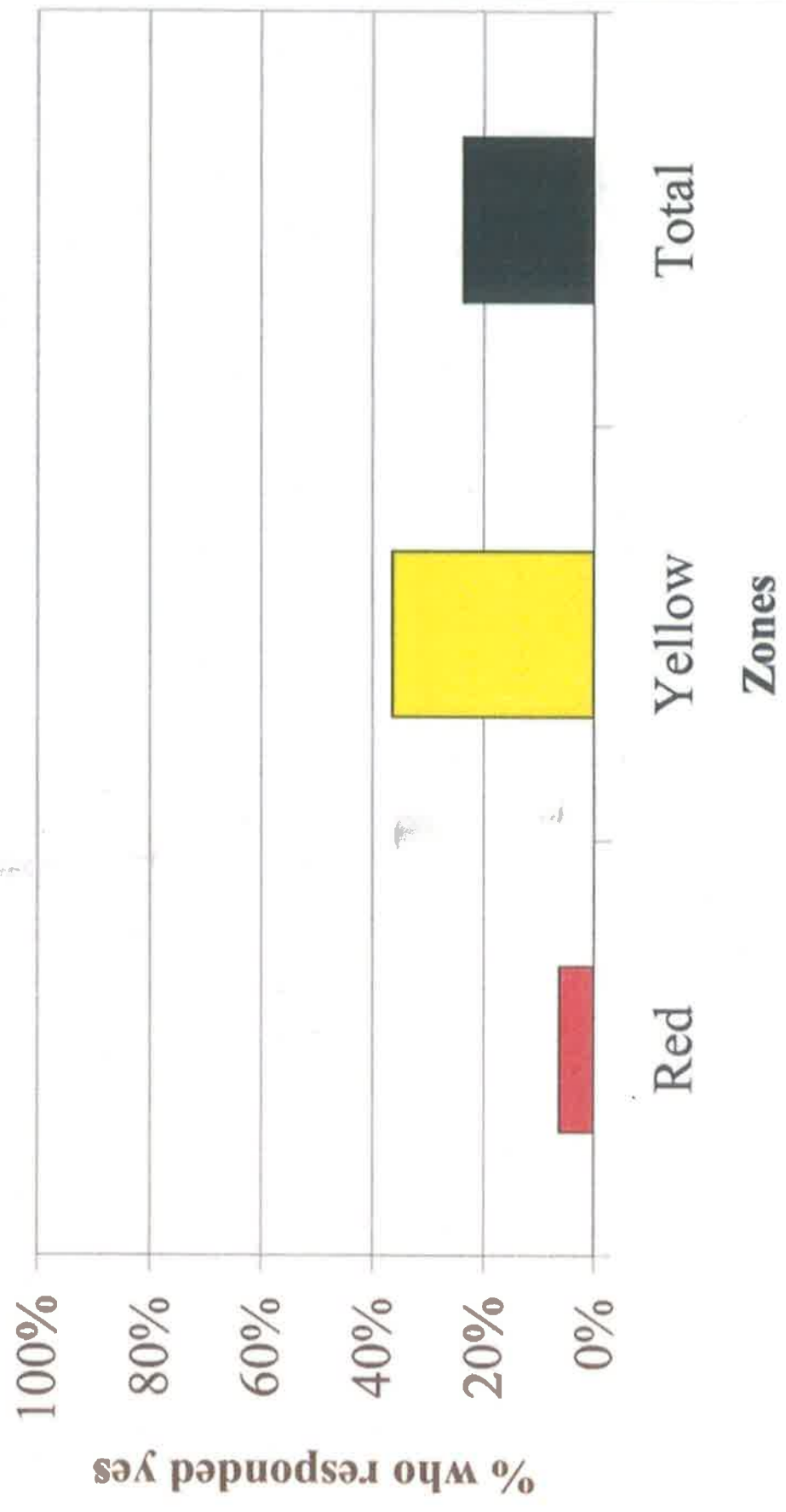
## Survey Results

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- Only 6% of businesses in the Red Zone think parking is adequate. 25% would be willing to subsidize employee parking and 31% would subsidize customer parking.
- Only 36% of businesses in the Yellow Zone think parking is adequate. 23% would be willing to subsidize employee parking and 36% would subsidize customer parking.

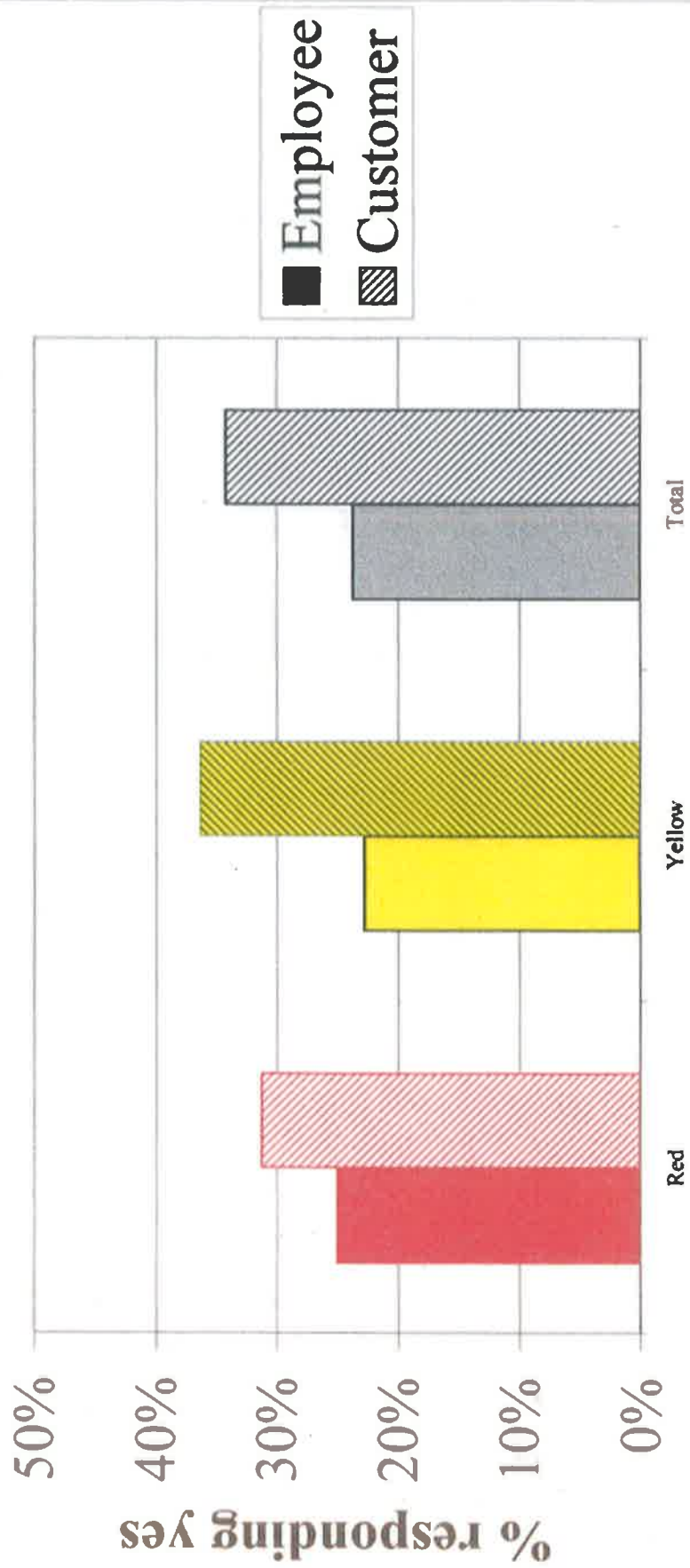
# Exhibit J

## % who feel parking is adequate



# Exhibit K

## Willing to Subsidize Parking



## Survey Results, cont'd

- 69% of businesses in the Red Zone subscribe to the Chamber Parking program, while only 32% uses this service in the Yellow Zone. The Chamber Parking Program provides for a very effective utilization of the available parking resource.
- The business community and property owners presently show little interest in acquiring stalls in the garage for permanent long-term use. Typically such interest is only stimulated when the parking is actually available, and firm pricing options are proposed.



## Survey Results cont'd

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- On average parking is close to capacity in the Red Zone (65% average occupancy) and more tolerable in the Yellow Zone (57%).
- More importantly, short-term parking occupancy is likely above capacity. Winslow Way Street parking is over-subscribed in both the Red Zone (85%) and Yellow Zone (Winslow Way, 88%).

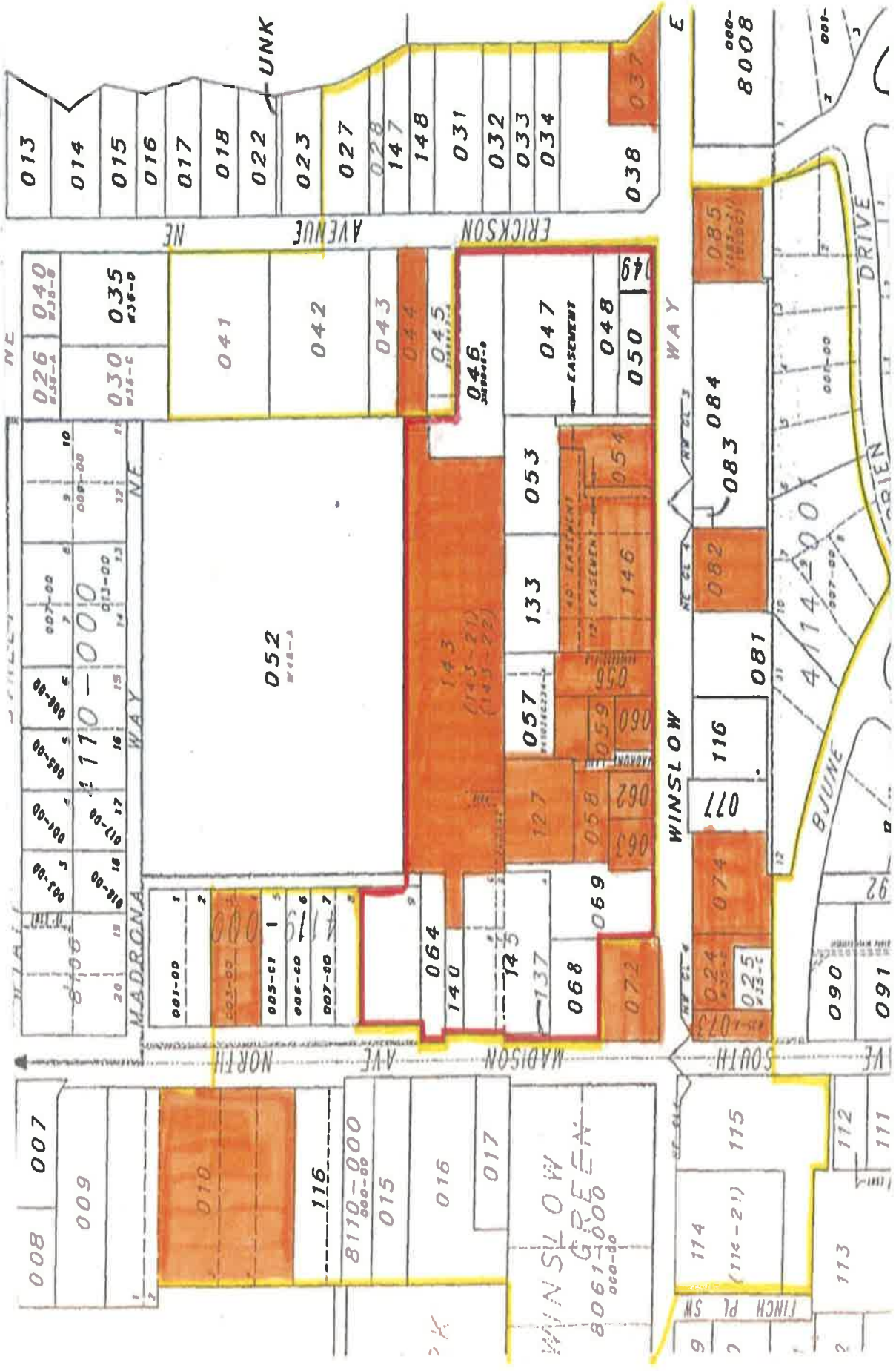
## Survey Results, cont'd

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- Short-term convenience parking users in Winslow show an extremely low tolerance for walking to and from parking particularly for non line-of-site parking; and for paid parking. This is illustrated by the low demand for parking in the Doogals lot (when it was available), which had less than 2% occupancy even during times of peak demand.

## Parking level & deficit

- The Red Zone shows 7 ownerships with a total parking deficit of 140 stalls, while the Yellow Zone has 10 properties with a total parking deficit of 251 stalls.
- The parking deficit in the Red Zone is generally concentrated amongst Winslow Way businesses.
- The Yellow Zone's parking deficit is concentrated at the Pavilion, which represents 75% of the deficit in the zone. However the Pavilion peak parking demand is often complimentary with the weekday and daytime parking demands of neighboring businesses.



**AREAS OF DEFICIT PARKING**

## Parking level & deficit

- Town & Country essentially “lends” parking to the shopping district and trespassing ferry computers.
- Clearly most merchants want more parking, but they are fairly specific about where they want it. Some recognize the inherent difficulty of actually increasing parking where the need is greatest (along the street).

# Findings

- Financing of the Parking Garage through an LID is probably not practical. Alternative funding sources (municipal bonds, parking penalties, parking fees, metered parking, parking mitigation) should be explored.
- The LID proposal would work better if the new parking resource could be better distributed around the core.
- Probably the largest impediment to the LID would be getting the approval of property owners representing 60% of the total assessment.

## Findings

- The parking deficit noted is significant and is properly termed a parking problem.
- There are obvious **General Benefits** associated with the development of the garage, as additional parking is needed within the study area. However **General Benefits** are by definition shared by the entire neighborhood, and thus need to be excluded from a special benefit calculation.

# Funding sources/solutions

- Graduated time limits for existing parking stalls in areas proximate to the 100% CBD location, as well as other strategic locations (for example 10 or 15 minute zones)
- Prospective revenue from the installation of a metered parking system, or parking permits.
- Parking penalties.
- Parking Tax – or expansion of parking allowance in ferry terminal district.
- Pay parking at the garage (a quarter to a third of all Team Winslow Businesses have indicated a willingness to provide some parking subsidy).