

Washington Corridor Parking Benefit District Pilot Program



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City of Houston



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Regulatory Affairs



Parking
Management

Washington Corridor Facts



- ▶ A popular night-time destination populated by restaurants, bars and clubs.
- ▶ About 160 entities in a 46 block area.
- ▶ Visitors need parking all day, but primarily from 6 pm to 2 am.
- ▶ On-street parking is free.
- ▶ Off-street parking available with a mix of free and paid private lots.



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What's the Problem?



- ▶ Employees arrive first and take the free on-street parking.
- ▶ Valet operators use the free on-street parking.
- ▶ Customers park in neighborhoods leaving little or no on-street parking for residents/occupants.
- ▶ Customers 'cruise' for free on-street parking to avoid paid parking. Cruising results:
 - Traffic congestion
 - Negatively impacts air quality
- ▶ Dangerous for pedestrians.
- ▶ Complaints about a parking shortage.
- ▶ 32% increase in non-violent crime from 2010 to 2011.



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How did we get here?



- ▶ Rapid increase in entertainment venues and visitors to the Corridor.
- ▶ Minimal management of curb space resulting in stress on available parking.
- ▶ Residential Permit Parking program is the only available tool.



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What is a Parking Benefit District?



- ▶ Parking plan includes meters and permit parking
- ▶ Net revenues shared with the district.
- ▶ District portion of net revenue is dedicated to:
 - Landscaping
 - Sidewalk repair or construction
 - Lighting
 - Security
 - Future parking structures
 - Marketing

*This is a step in the right direction
and contributes to improving the
urban community.*

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Advantages of a Parking Benefit District Program



- ▶ Encourage and sustain economic growth.
- ▶ Provide managed on-street parking for residents and business customers.
- ▶ Pre-qualify customers
- ▶ Funding source for public safety and improvement projects.

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Case Studies



- ▶ 100 spaces – Daytime Shopping
- ▶ Mon–Fri, 8 am to 6 pm
- ▶ \$1 per hour
- ▶ \$249,000 for projects in first year
- ▶ 10% increase in sales tax receipts in first year
- ▶ 16% increase in mixed beverage tax receipts
- ▶ Three new areas under review.

AUSTIN, TX

- ▶ 690 spaces – Daytime Shopping
- ▶ Mon–Sun, 11 am to Midnight
- ▶ \$1.25 per hour
- ▶ \$1.1 million for projects in first year.
- ▶ 100% increase in sales tax receipts in first year
- ▶ Revenue dedicated to
 - Security
 - Lighting
 - Sidewalks

OLD PASADENA, CA

Case Studies



▶ 100 spaces – Daytime Shopping

▶ 690 spaces – Daytime Shopping

- ▶ Monday
- ▶ \$1 per hour
- ▶ \$24 per day
- ▶ first 15 minutes free
- ▶ 10% discount for residents
- ▶ 16% discount for businesses
- ▶ Three new areas under review.

Other Parking Benefit Districts:

- Boulder, CO
- Redwood, CA
- San Diego, CA
- Seattle, WA
- Washington DC

- Lighting
- Sidewalks

AUSTIN, TX

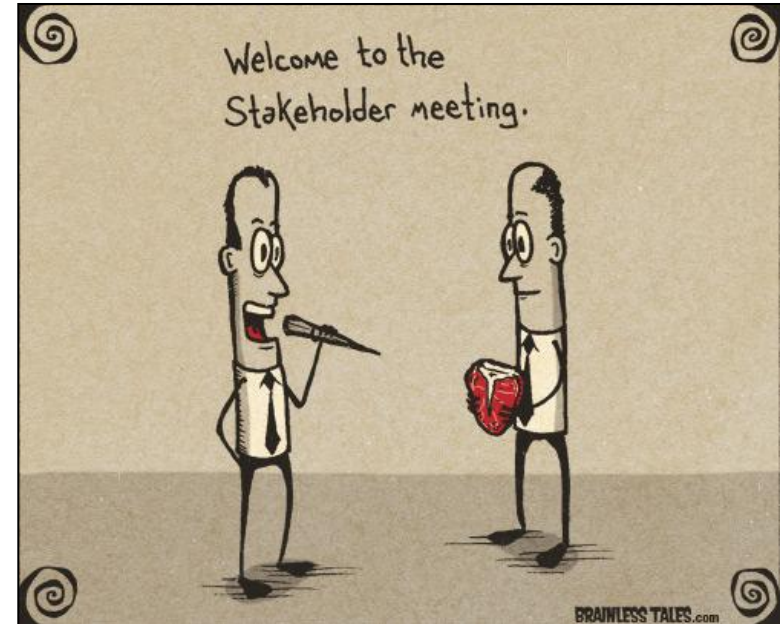
OLD PASADENA, CA

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The Process



- ▶ Feasibility studies – complete
- ▶ Stakeholder feedback – complete
- ▶ City Council approval
- ▶ Notice to occupants
- ▶ Advisory Committee established
- ▶ Permits sold
- ▶ Meters installed
- ▶ Project list developed



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Washington Avenue Corridor Parking Benefit District Pilot Program



- ▶ Designation is for 1.5 years.
- ▶ After 1.5 years, it may be modified, continue as is or terminate per a recommendation to City Council.
- ▶ The revenue split may be reconsidered at the end of 1.5 years.
- ▶ To initiate projects – the pilot must generate at least \$250K in net revenues.

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Parking Forecast

- 45 Pay stations – 350 spaces
- Meter hours of operation: 7 am to 2 am, Monday–Sunday
- No parking from 6 am to 9 am and 3 pm to 6 pm, Monday – Friday for mobility purposes
- City lots – 1,100 spaces available
- Pay by phone available for customers



Revenue Forecast



Occupancy	Hourly Rate Till 6 pm	Flat Evening Rate	Hourly Rate after 6 pm	18 Month Net Revenue (after City expenses)
50%	\$1	\$7	\$2	\$256,350
60%	\$1	\$7	\$2	\$390,120
70%	\$1	\$7	\$2	\$523,890
80%	\$1	\$7	\$2	\$657,660

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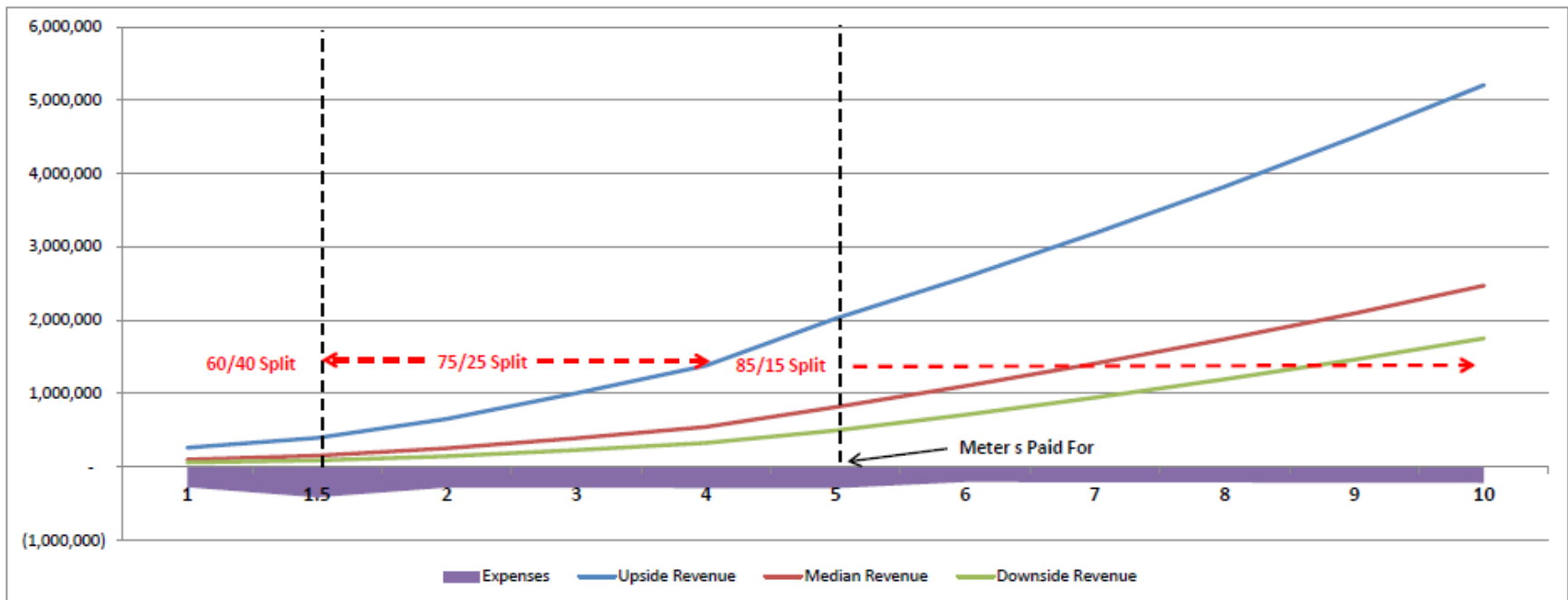
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Cumulative Net Revenue Split



	1	1.5	2	3	4	5	6	7	8	9	10
Upside Revenue	263,064	394,596	654,510	1,004,781	1,380,937	2,022,252	2,586,740	3,185,431	3,820,113	4,492,668	5,205,072
Median Revenue	102,540	153,810	253,200	392,783	547,718	814,682	1,102,753	1,411,206	1,741,138	2,093,706	2,470,123
Downside Revenue	60,358	90,536	147,744	231,963	328,765	497,357	712,792	944,976	1,194,826	1,463,308	1,751,435
Expenses	(275,000)	(412,500)	(279,200)	(282,084)	(285,026)	(288,026)	(203,087)	(206,208)	(209,393)	(212,640)	(215,953)



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Next Steps



Action Item	Completion Date
Community Engagement	Fall 2012
Town Hall Meeting	Fall 2012
City Council Committee	Fall 2012
City Council Agenda	Fall 2012
Notice to Occupants	Winter 2012
Meter Deployment	Spring 2013
Warning Period	Spring 2013

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Questions

Parking Management Division

Parking Management Links

- About Parking Management Division
- Division Responsibilities
- Frequently Asked Questions
- Parking Meters Info
- Accessible Parking
- Resolve a Citation
- Pay a Citation
- News / Press
- 4 Permits
 - Permits Overview
 - Commercial Loading Zone (.pdf)
 - Residential Permit Parking
 - Meter Bagging
 - Valet Permits
 - Newsrack Permits
 - Violation Codes
 - Volunteer Parking Enforcement Program
 - Contact Us / More Info
 - parking@houstontx.gov

Washington Avenue Parking Solution

On September 14, 2011, Mayor Annise Parker and various City departments met with Washington Avenue stakeholders to discuss parking solutions. View the presentation and map and then take time to give us your feedback on each of the plans. Thank you!

- Washington Avenue Stakeholders Meeting Minutes (09.14.2011, .pdf)
- Washington Avenue Parking Zone Configuration and Zone Locations (.pdf)
- Washington Avenue Corridor Parking Benefit District (.pdf)
- Boundary Map - Right (.pdf)
- Boundary Map - Left (.pdf)

We Welcome Your Feedback Below

Feedback about ...

Your feedback ...

Visit:

<http://www.houstontx.gov/parking/washingtonavenue.html>

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