



WASHINGTON AVENUE CORRIDOR PARKING BENEFIT DISTRICT

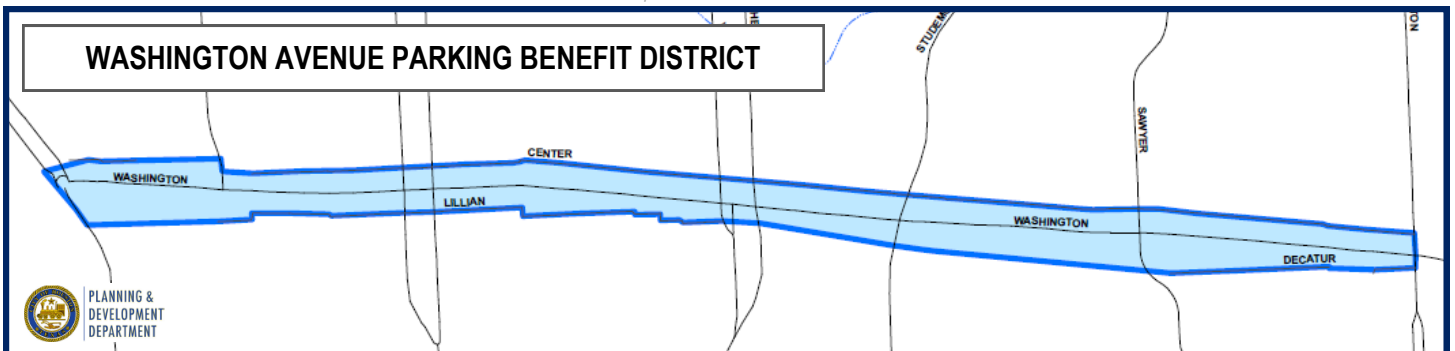
HOUSTON, TX



Photo taken from Houston.CultureMap.com

WHAT IS IT?

Parking Benefits Districts (PBDs) are defined geographic areas, typically in downtown areas or along commercial corridors in which a majority of the revenue generated from on-street parking facilities within the district is returned to the district to finance neighborhood improvements.



WHY WILL IT HELP?

Drivers sometimes feel their money is lost in a dark hole when they pay a parking meter. However, the majority of revenues gained through PBDs are reinvested into the community to enhance mobility, pedestrian safety, and create an entertainment destination that respects all stakeholders.

The primary goal of a PBD is to effectively manage an area's parking supply and demand so that parking is convenient and easy for motorists. PBDs typically employ a number of parking management techniques to manage parking supply and demand. By implementing a PBD, the parking will be managed more effectively and a majority of the revenue is reinvested back into projects determined by the community.

WHERE WILL IT BE?

The area included in the Washington Avenue Corridor Parking Benefit District Pilot is bounded by Houston Avenue, Center Blvd., Lillian Street/Decatur Street and Westcott Street.



Scan this code with your smart phone to learn more.



Parking Management

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HOW WILL IT WORK?

A successful PBD in the Washington Avenue Corridor will incorporate a number of key elements:

1. Adoption of a city ordinance creating the Washington Avenue PBD, stipulating that 60% of the net parking revenue generated within the PBD be used to fund designated neighborhood improvements.
2. Creation of an advisory committee, appointed by the Mayor and approved by City Council, comprised of representatives from the business and residential community and non-voting city department directors. The committee is charged with developing a project list based on feedback received from public meetings.
3. Deployment of parking meters, pay by phone and parking permits.
4. Adoption of a defined list of PBD revenue expenditures.
5. Development of a coordinated public relations plan, which would use wayfinding, signage, and public outreach to explain the role of paid parking and articulate how parking revenue is being utilized to benefit the Washington Avenue Corridor.
6. Formal City Council review of the PBD 18 months after implementation, adjusting the revenue split and other variables as necessary.
7. Ongoing evaluation of the PBD performance and policies.

SUCCESS STORIES

Boulder, Colorado - 1970

Boulder experienced a 12% increase in carpooling, reducing parking demand by 850 spaces. Funded projects for their district include transit passes for employees, a WiFi network and improvements to the Pearl Street Mall.

Old Pasadena, California – 1993

Old Pasadena borrowed against future meter revenues and funded substantial streetscape, parking, maintenance and safety projects. These investments reversed the decline in the district and an increase in sales tax revenue has created a cycle of reinvestment, making Old Pasadena a popular destination. The first year of the PBD resulted in a 100% increase in sales tax revenues.

San Diego, California - 1997

Funds from the PBD in San Diego were used for the revitalization of their historic district through infrastructure improvements. Improvements include directional signs, landscaping and pedestrian improvements.

Washington, D.C. - 2008

In their PBD, Washington D.C. established an 85% occupancy rate with their demand-based pricing model. Community improvements include bike racks, lighting, street furniture and trash compactors.

Austin, Texas - 2011

The Austin PBD experienced a 10% growth in sales tax and 16% growth in mixed beverage receipts. Projects include sidewalk and streetscape improvements.

POTENTIAL PBD PROJECTS FOR WASHINGTON AVENUE CORRIDOR:

- Sidewalk and Pedestrian Improvements
- Lighting
- Improvements that promote walking, cycling and use of public transit
- Marketing Materials
- Parking Studies
- Public Safety
- Street Maintenance
- Landscaping
- Parking Structure

Parking Management is
a Division of:

City of Houston



Administration &
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Questions or Feedback on this PBD?

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