



MONTGOMERY COUNTY PLANNING DEPARTMENT
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

MCPB
Roundtable Discussion
03/05/09

February 26, 2009

MEMORANDUM

TO: Montgomery County Planning Board

VIA: Rollin Stanley, Director *RS*

FROM: Dan Hardy, Transportation Planning Chief *DKH*
Lois Villemaire, Project Manager, Zoning Code Rewrite *llv*

SUBJECT: OLO Report 2009-6 Follow-Up
Parking Policy Consultant Draft Work Scope

The County Council PHED and T&E Committees reviewed OLO Report 2009-6, "Transportation Demand Management: Implementation, Funding, and Governance" at a joint worksession on February 2. This memorandum describes the follow-up actions from that worksession.

The Committees requested that the Planning Department and the Department of Transportation coordinate on short-term, medium-term, and long-term actions that would begin to implement the recommendations in OLO Report 2009-6.

The Planning Department's immediate action items are, for the most part, incorporated within our work program elements, including:

- **Master Plans**, where we are recommending land uses and densities that promote non-auto travel, as well as staging plans that include the achievement of progressive increases in non-auto mode shares as staging prerequisites in Germantown, Gaithersburg West, and White Flint. All three plans are scheduled for delivery to the County Council during the second half of FY 09.
- **The Growth Policy**, where we will identify recommended changes to transportation adequacy procedures that further incentivize trip reduction and non-auto facilities as preferred solutions to address the impacts of new development on the transportation system. The Staff Draft of the Growth Policy will be completed by June 15.

- **The Zoning Code Rewrite**, where we are pursuing reduced parking requirements and pedestrian-oriented design as we streamline the zoning code.

The reduction of the numeric parking space requirements in Section 59-E of the Code is challenging, particularly for non-residential uses, for the following reasons:

- From a technical perspective, the relationship between land use and parking demand is complex, particularly concerning:
 - the variety and mix of both commercial and residential uses,
 - the management of short-term and long-term parking supply,
 - the pricing or subsidy of parking by both property owners and public policy
 - the availability of alternative travel modes (notably transit and walking).
- From a consensus-building perspective, stakeholder concerns are equally complex, relating primarily to:
 - customer convenience,
 - project financing, and
 - spillover concerns in adjacent communities

Both the Planning Department and the Executive branch recognize the need for an analytic framework on which to develop a new parking policy for Montgomery County. This recommendation was included in the Planning Board's 2007 Growth Policy, the 2009 Climate Protection Plan, and OLO Report 2009-6.

Therefore, we are working with the County Council staff and the Department of Transportation to develop a focused parking policy study scope as a mid-term action for OLO Report 2009-6. The draft scope is included in Attachment A, and will be discussed at a joint PHED / T&E Committee worksession on March 16. This parking study would focus resources on identifying a model by which the County can identify appropriate parking space ratios in consideration of relevant independent variables.

Our proposed study will build upon lessons being learned in other jurisdictions, including the two studies noted below that were completed in 2008.

TCRP Report 128: Effects of TOD on Housing, Parking, and Travel
http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp_rpt_128.pdf

This report evaluates on-the-ground characteristics of Transit Oriented Development sites across the country (including sites in Montgomery County). TCRP 128 considers both physical site layout and operational characteristics of primarily residential developments and concludes:

- The ITE trip generation and parking generation rates overestimate automobile trip rates for TOD housing (a conclusion already reflected in our LATR review processes).
- The vehicular trip generation and parking rates for TOD housing are 50% less than rates shown on the ITE trip generation/parking rates.
- Lowering residential parking rates by 50% for TODs in station areas can result in:
 - Increase between 20% to 33% in the potential density of a residential TOD
 - Savings from 5% to 36% on residential parking costs after accounting for increase in the number of units, and
- Potentially greater developer profits and/or increased housing affordability from achieving higher densities and lower capital costs for parking

Washington DC Review of Zoning Requirements for Parking
<http://www.dczoningupdate.org/parking.asp?area=pkg>

This analysis is part of the Washington DC Office of Planning comprehensive zoning ordinance update and recommends:

- Establishing a framework for establishing a new schedule of parking standards that focus more on existing transportation opportunities and constraints and less on preventing impacts on nearby streets. The objectives in the recommended framework include:
 - Removing minimum parking requirements,
 - Setting maximum parking requirements,
 - Establishing flexibility and supportive strategies for case-specific issues including economic development initiatives including unbundling parking, TDM programs incentivizing non-auto travel, and payment-in-lieu strategies.
- Applying design and operational tools, such as attended parking and stacked parking, to maximize parking efficiency opportunities.
- Using on-street management tools such as pricing and residential permit parking as preferable for addressing “spillover” impacts. Relying upon these tools rather than minimum requirements would allow zoning to focus on enhancing the unique strengths, and avoiding the most chronic constraints, of the District’s existing transportation and development market.

These studies provide useful background, but neither provides the causative relationship between parking demand and site land use and design we believe is needed to establish not just an ad-hoc recommendation for parking strategy, but rather a model that can be used comprehensively for setting parking standards as our land use and zoning recommendations evolve.

We look forward to discussing this information with you at the March 5 roundtable.

Attachment A.

Parking management study for urban commercial and mixed-use zones

Work Scope

DRAFT 2/27/09

Mission: Develop a model to define required parking space minimums and/or maximums to inform a Zoning Text Amendment for Section 59-E regarding parking space requirements for commercial and mixed-use zones in the County's urbanized areas. The study will identify a recommended process for setting the following quantitative elements of ZTAs:

- Expected parking demand per square foot for different commercial land uses
- A possible differentiation between long term and short term parking requirements
- Possible shared parking reductions
- Reductions for proximity to transit alternatives
- Possible implementation of reductions for achievement of master planned non-driver mode share goals

The study must consider the following elements:

- The proximity to heavy rail, light-rail, and varieties of bus transit
- Differing short-term and long-term parking space needs
- The definition and utility of shared parking
- Guidance regarding the advantages/disadvantages of publicly owned parking in the balance between the encouragement of economic development and transportation demand management
- The utility of the Parking Lot District as a parking management tool and/or the proposal of alternative parking management system(s)
- The accommodation of non-auto facilities such as offsite sidewalks, flex-car services, or similar approaches and the corresponding reduction in parking demand.

The study must consider existing and proposed commercial and mixed-use zones in the County's Metro Station Policy Areas, the Germantown Town Center Policy Area, and the proposed Life Sciences Center Policy Area.

The study must consider available parking utilization and commuter survey data for locations in Montgomery County and similar jurisdictions elsewhere in the USA.

The study must be completed within four months of Notice to Proceed, anticipated in October 2009.