

Downtown Dallas 360

Reforming the Approach to Parking

North Texas Parking Symposium

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City of Dallas



Downtown Dallas



Regional Job Center:

~ 114,700 Jobs

~ 7,800 Residents

Downtown Dallas 360 Plan

Expand
Transit and
Realize TOD
Potential

Create
Vibrant Streets
and Public
Spaces

Reform the
Approach to
Parking

Diversify
and Grow
Housing

Ensure
Great Urban
Design



Expand
Transit and
Realize TOD
Potential



McKinney
Avenue
Trolley to
West Village

Regional Transit Hub

Union
Station



TIGER
Streetcar
to Bishop
Arts

The Plan calls for a circulator network to extend the reach of light rail and serve short trips.

Reform the Approach to Parking

Parking Supply

- Legend
- Public Parking
 - Private Parking
 - Mixture
 - On-Street Parking
 - Rail Lines
 - Freeway/Expressway
 - Other Roadways

A third of land area devoted to parking

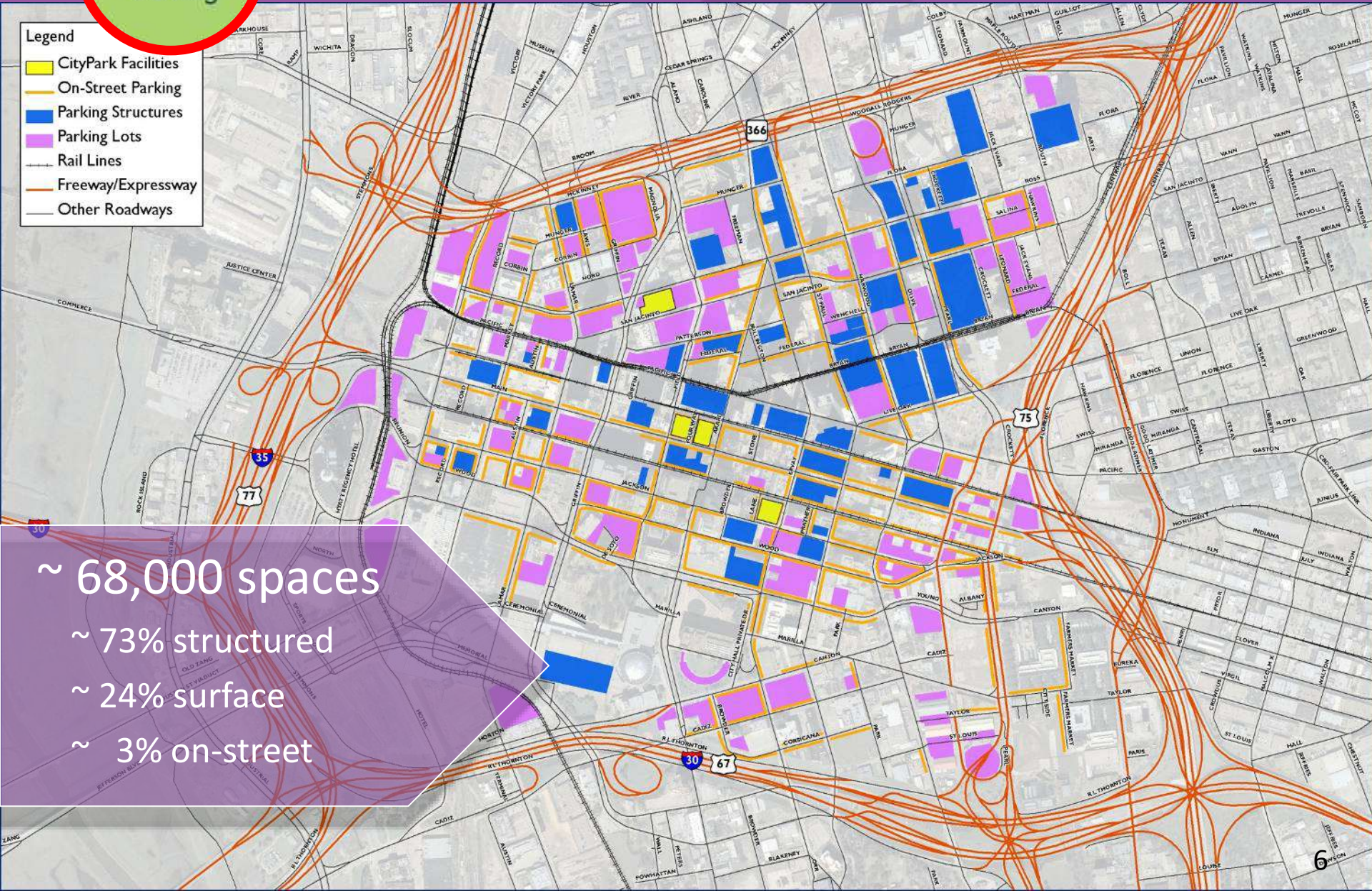
Vast majority of parking is privately owned.



Reform the Approach to Parking

Parking Supply

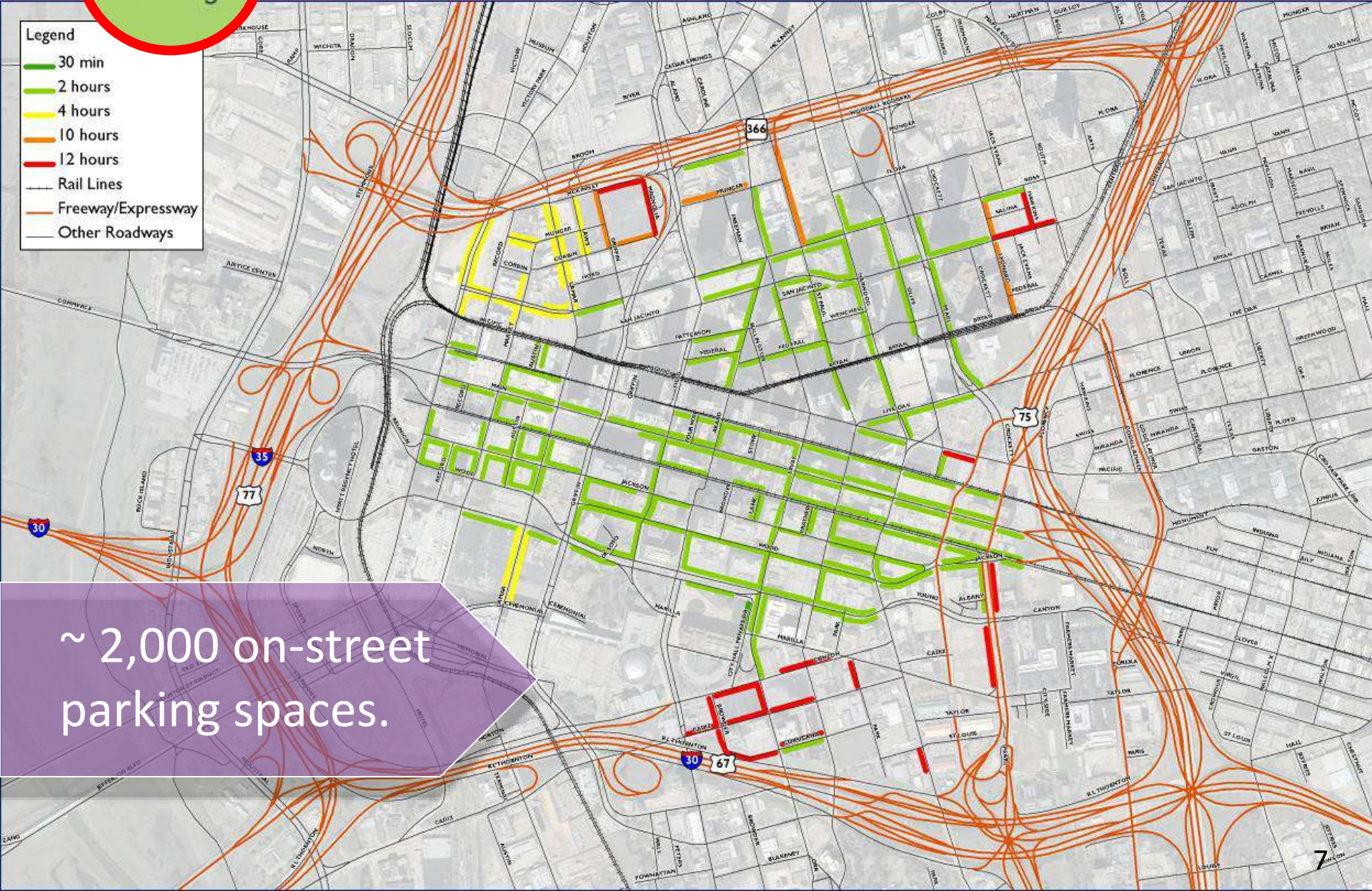
- Legend
- CityPark Facilities
 - On-Street Parking
 - Parking Structures
 - Parking Lots
 - Rail Lines
 - Freeway/Expressway
 - Other Roadways



Reform the Approach to Parking

On-Street Parking

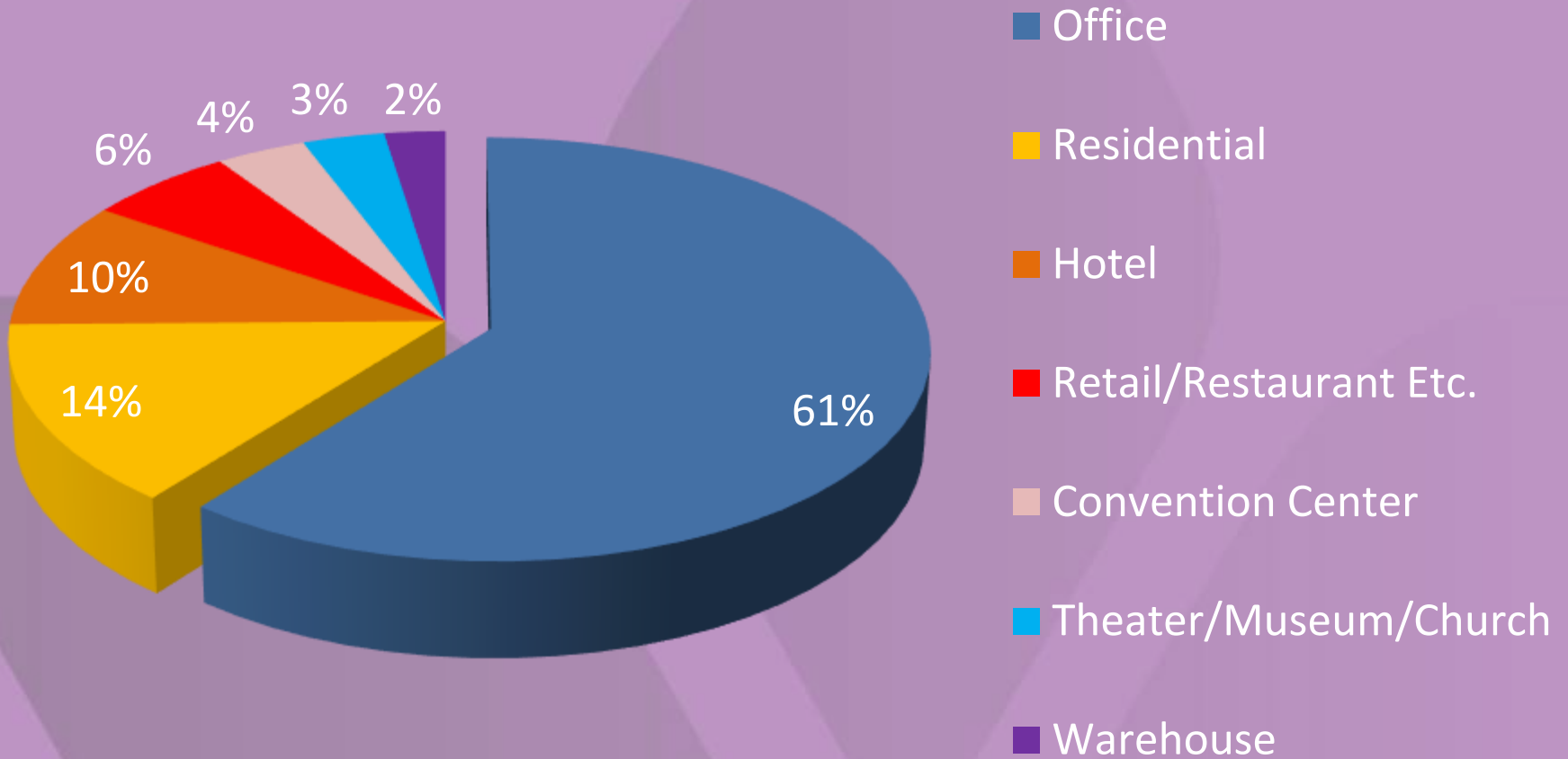
- 30 min
- 2 hours
- 4 hours
- 10 hours
- 12 hours
- Rail Lines
- Freeway/Expressway
- Other Roadways



~ 2,000 on-street parking spaces.

Reform the Approach to Parking

Building Use



Parking Requirements

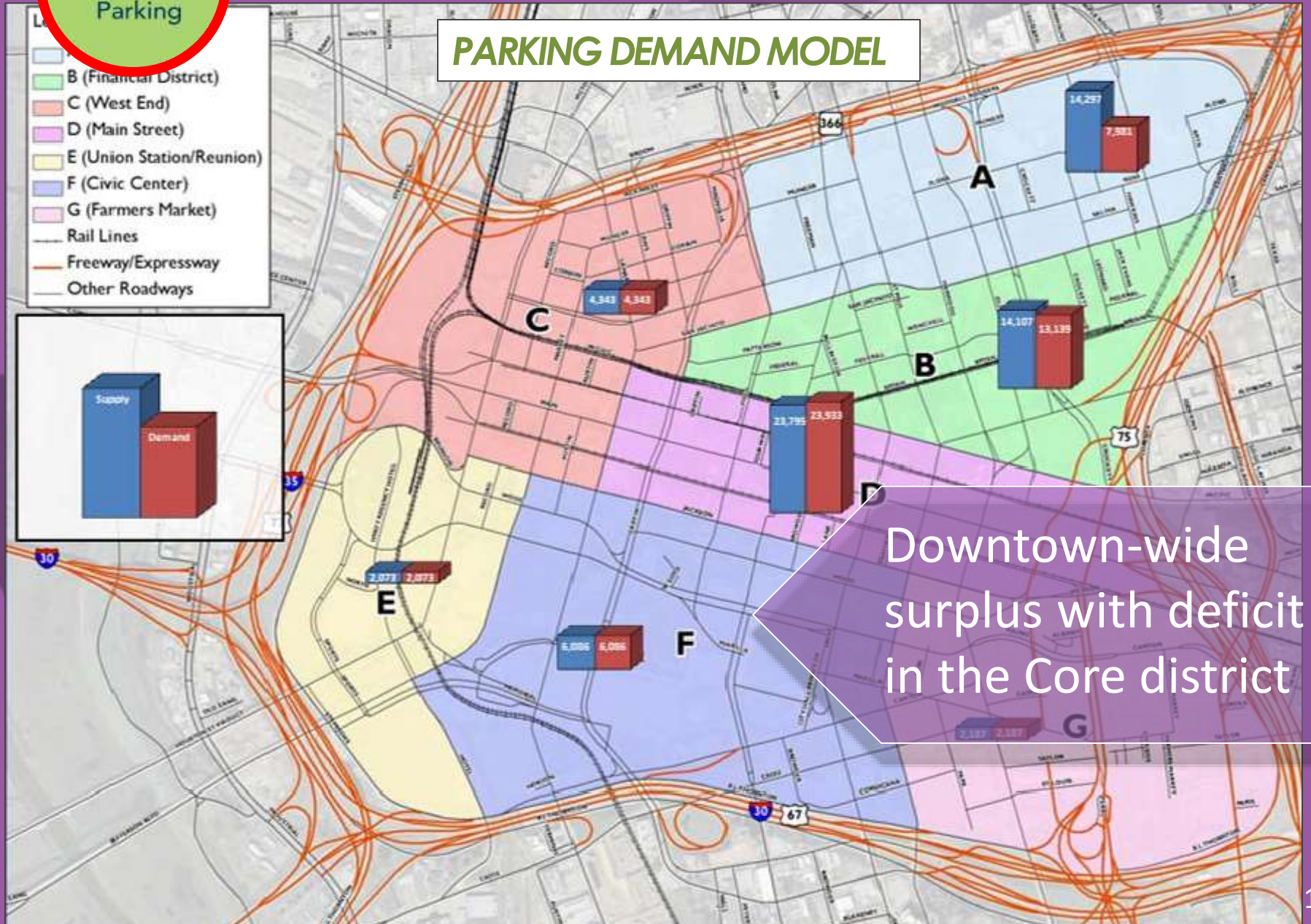
- ❑ Downtown has very low parking requirements:
 - Parking only required for buildings built after 1967 or additions to existing buildings
 - 1 space per 2,000 sq. ft. for all uses (except single family and duplex)
 - No parking required for ground floor retail (except bars and commercial amusement)
 - No parking required for the first 500 sq. ft. of ground floor restaurants without drive-through
- ❑ Bike parking is now required

Reform the Approach to Parking

Normal Weekday Scenario

PARKING DEMAND MODEL

- A (Downtown Core)
- B (Financial District)
- C (West End)
- D (Main Street)
- E (Union Station/Reunion)
- F (Civic Center)
- G (Farmers Market)
- Rail Lines
- Freeway/Expressway
- Other Roadways

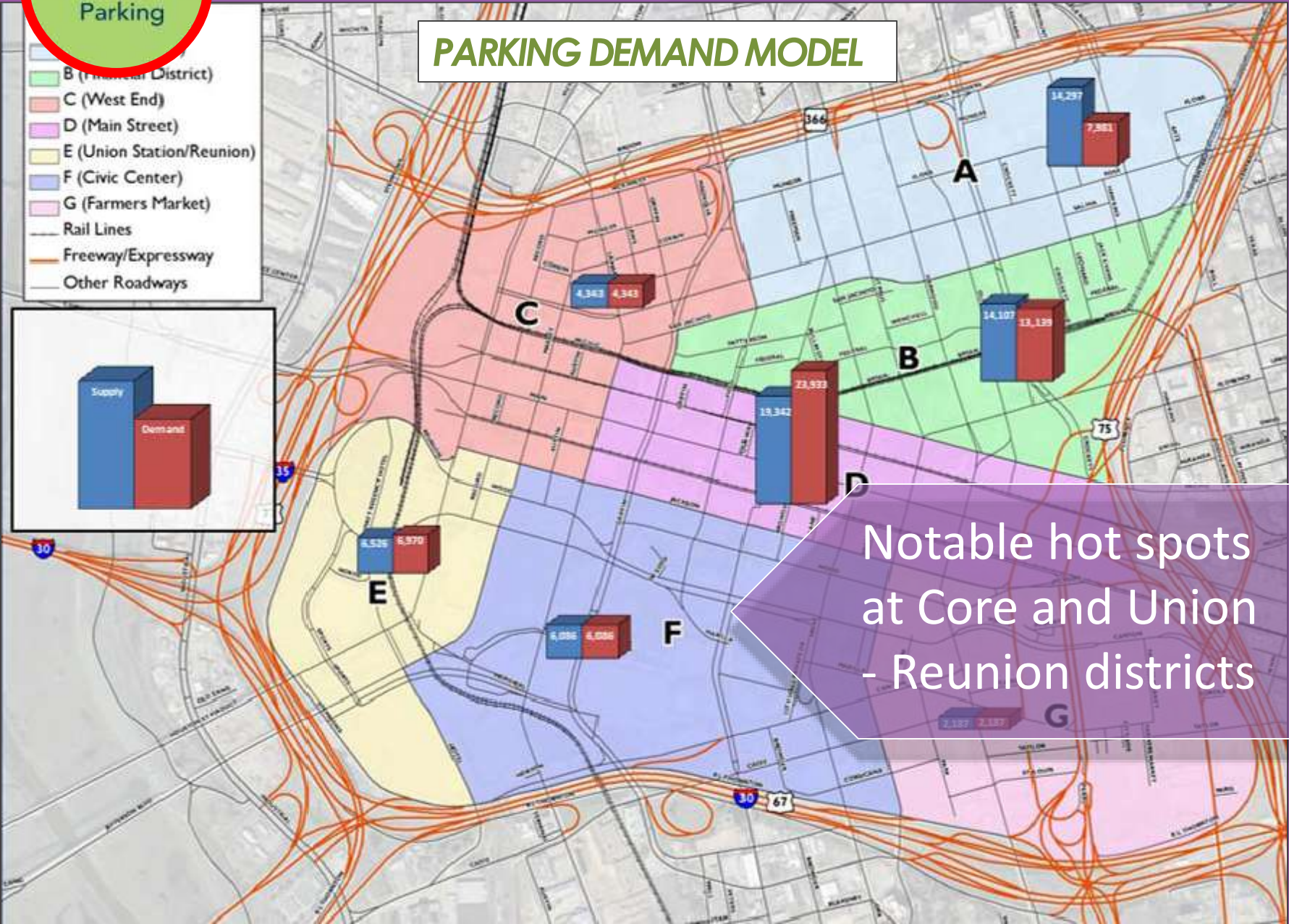


Downtown-wide surplus with deficit in the Core district

Major Convention Scenario

Reform the Approach to Parking

PARKING DEMAND MODEL



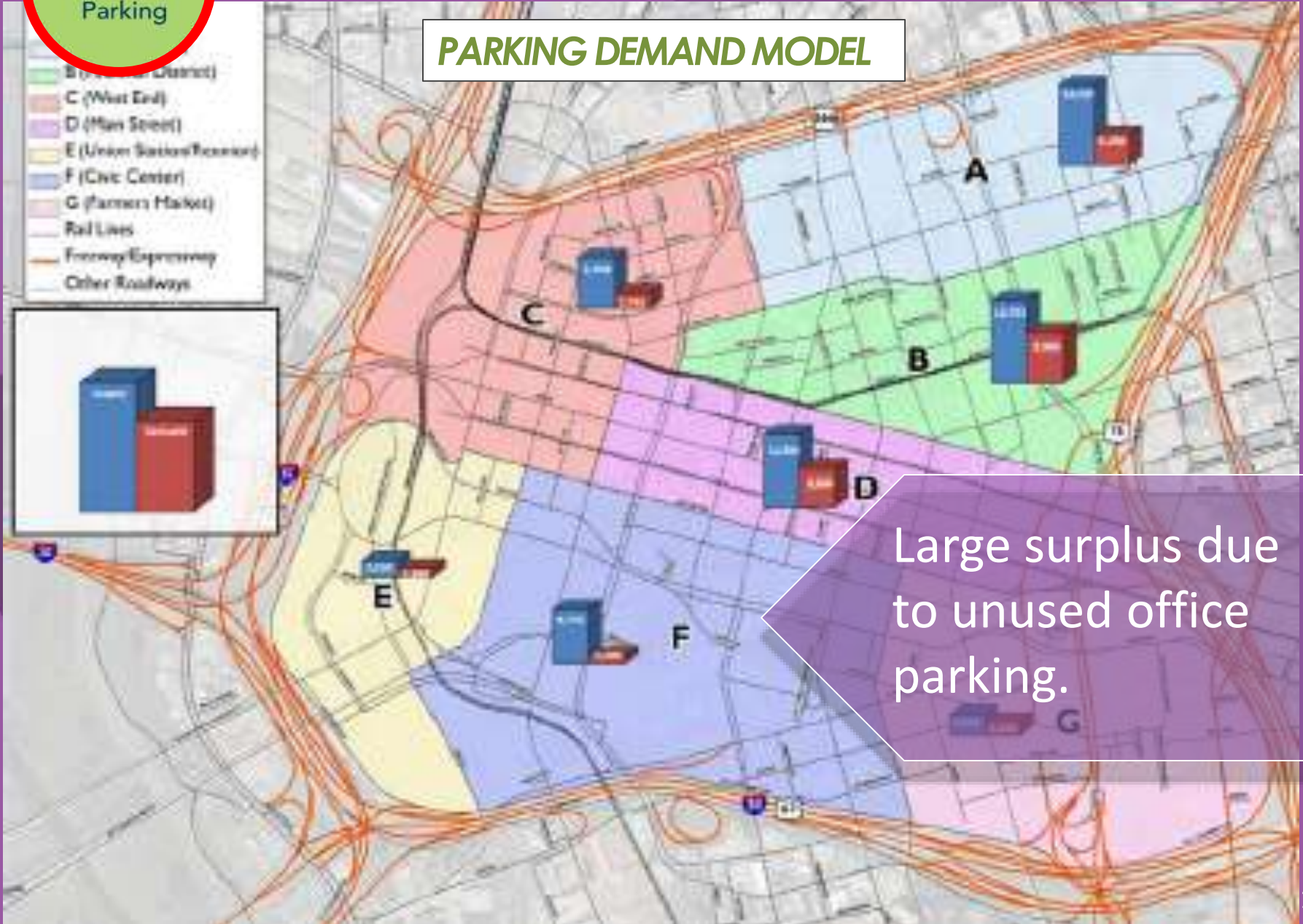
Notable hot spots at Core and Union - Reunion districts

Reform the Approach to Parking

Theater Performance Scenario

PARKING DEMAND MODEL

- B (East District)
- C (West End)
- D (Main Street)
- E (Union Station/Federal)
- F (Civic Center)
- G (Farmers Market)
- Rail Lines
- Freeway/Expressway
- Other Roadways



Large surplus due to unused office parking.



Key Parking Analysis Findings

- The primary parking problem is of accessibility, not availability:
 - Lack of consistently managed “publicly available” parking to promote ease of use
 - Lack of way-finding to available parking
 - Least “publicly available” parking in areas of highest demand
 - Lack of a convenient circulator system to promote sharing of parking between areas of surplus and areas of deficit

Key Challenges

- ❑ Prevailing perceptions/attitudes:
 - There is a severe shortage of parking
 - Parking should be free
 - Parking should be available directly on site
 - Convenient valet parking is a priority

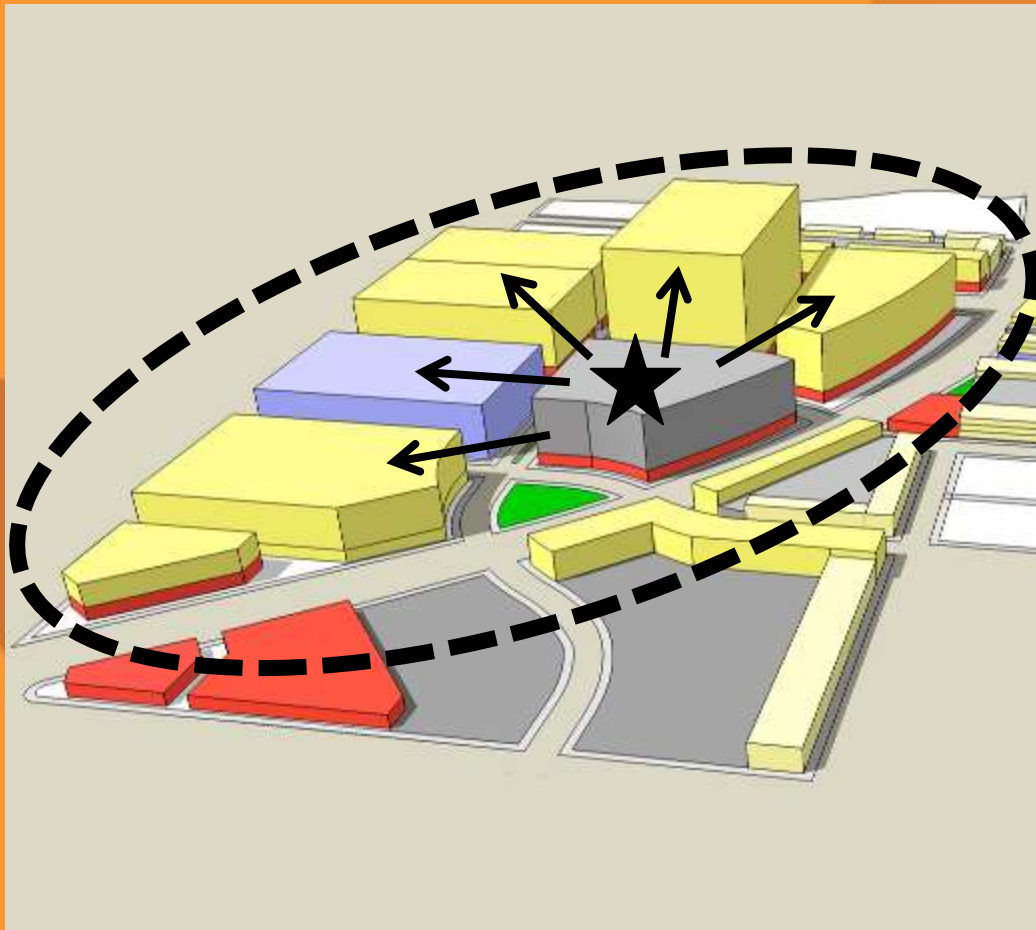
- ❑ No appetite for additional regulations

Primary Strategies

- ❑ Create a vertically integrated parking management organization
- ❑ Develop a new parking brand and communications program
- ❑ Leverage technology to enhance operational efficiency, way-finding, and accessibility
- ❑ Improve the customer experience
- ❑ Reassess on-street parking policies and regulations
- ❑ Improve short-term and retail parking
- ❑ Develop a data-driven parking rate evaluation and adjustment strategy
- ❑ Use parking as an economic development strategy

Reform the
Approach to
Parking

Parking Management District Overlay



- Allows a parking management entity flexibility to manage district-wide demand and supply based on a parking management plan
- Treats multiple sites as one site to facilitate parking as a shared resource.

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