Downtown Dallas 360

Reforming the Approach to Parking

North Texas Parking Symposium
Peer Chacko, AICP
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
The Plan calls for a circulator network to extend the reach of light rail and serve short trips.
Parking Supply

A third of land area devoted to parking

Vast majority of parking is privately owned.
Parking Supply

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

~ 68,000 spaces
~ 73% structured
~ 24% surface
~ 3% on-street
Reform the Approach to Parking

On-Street Parking

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

~ 2,000 on-street parking spaces.
Building Use

- Office: 61%
- Residential: 14%
- Hotel: 10%
- Retail/Restaurant Etc.: 6%
- Convention Center: 4%
- Theater/Museum/Church: 3%
- Warehouse: 2%
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
Normal Weekday Scenario

PARKING DEMAND MODEL

Downtown-wide surplus with deficit in the Core district
Major Convention Scenario

Notable hot spots at Core and Union - Reunion districts
Theater Performance Scenario

Large surplus due to unused office parking.
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
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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