Technologies

- Pay by Cell-phone
- In-car Meters
- Space Sensors
- Self-Enforcing
- Demand-Based Pricing

Maximizing Parking
Technologies

- Space Sensor Technology
- Real-Time Occupancy Data
- Parking Guidance Systems
- Automated Parking

Maximizing Parking
The new “sharing economy”
Something to Think About….

Google
Going Driverless

+  

UBER
EVERYONE’S PRIVATE DRIVER™

=  

...and how soon?

NAIOP
COMMERCIAL REAL ESTATE DEVELOPMENT ASSOCIATION
COLORADO CHAPTER
Boulder’s Approach

• Access
• Urban Design
• SUMP Principles

Community Strategy
Boulder’s Approach: Access

• Access: first and foremost – no one goes anywhere just to park

• Pedestrians at the core – walking is a part of every trip
Boulder’s Approach: Access

• Provide for all modes – walking, biking, transit and automobile

• Provide for all ages and stages of life
Boulder’s Approach: Urban Design

• Integration with the physical and cultural context:
  – Vertically: mixed use
  – Horizontally: on the ground
Boulder’s Approach: SUMP

- SUMP Principles:
  - Shared
  - Unbundled
  - Managed, and
  - Paid

Community Strategy
Boulder’s Approach: SUMP

- Better for the environment – nudges multi modal transportation
- Better for a healthy community – encourages walking and biking
- Better for quality of life – enhances neighborhood livability

Community Strategy
Boulder’s Approach: SUMP

- Better for commerce – encourages turn over for retail uses
- Better for the bottom line
  - $35,000 per space to build; $600/yr to operate

Versus
- $125/yr for an EcoPass
**Boulder’s Approach: Depot Square**

<table>
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<th>TO D</th>
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<tbody>
<tr>
<td>- Vertically: mixed use</td>
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<tr>
<td>- RTD BRT Station</td>
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<tr>
<td>- Affordable Housing</td>
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<tr>
<td>- Hyatt Hotel</td>
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<td>- Shared Garage</td>
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<td>- Relocated historic depot</td>
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<td>- Horizontally: on the ground</td>
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<td>- Public plaza and complete street</td>
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*Community Strategy*
Belleview Station Approach
Urban Design

- Dense Vertical Mixed Use.
  - Density of at least 2.3 FAR over minimum 30 acres
    - Critical Mass of Retail 250,000 – 300,000 SF
    - 1500 LF Walkable “Main Street”
  - Place-making within ¼ Mile of LRT Station
    - Transit Oriented: Make Walking amusing
  - 3 M SF of balanced Mix Use (parking SF NIC)
  - Most Efficient Ratio 1:3:6 suburban
  - 1SF Retail = 3SF Office = 6 Residential Units (avg. 1000sf)
    - Yield: 300,000 SF Retail, 900,000 SF Office, 1,800 Residential Units = 3 M SF / 2.3 FAR
    - Balanced for Parking. 9:1000 Retail, 3:1000 Office, 1.5: Unit Residential.
    - 100% utilization, only 2,700 Parking places.

Community Strategy
Belleview Station Approach Summary

• Market Realities
  - Suburban patterns defined by car
  - Suburban TOD’s, because of density and absorption, cannot be constructed all at once.
  - Until synergies are achieved, the development will function as suburban or worse if park-n-ride.

• SUMMARY Principles
  - A percentage of parking is **Shared** / public
    - 100% Retail, 30% Residential, 30% Office, 50% Hotel
    - **Unbundled** with some residential flexibility
    - **Managed** – a PIC has been established to manage public / shared parking and potentially on - street. **Time** is the commodity price.
    - Public Parking is **Free until** the market will accept Paid.

Community Strategy