

# Berkley Parking Plan

City Council Presentation  
August 14, 2023



MCKENNA



Engineers | Architects | Scientists | Constructors

# Goals of the Study

- A parking system that supports livability in the neighborhoods and development in downtown and along the commercial corridors.
- A realistic plan for effective use and management of downtown parking.
- Provide recommendations for updating the zoning ordinance regarding parking requirements.



# Parking Strategic Plan Process

- **Multi-Day Site Visit**
  - Observations and document current conditions
  - Stakeholder interviews
    - Business owners / residents
    - City staff
  - Kick-off meeting with Steering Committee
    - Elected and appointed officials
    - Residents
    - DDA
- **Public Open House at Berkley High School**
  - Online public input
- **50% Workshop with Steering Committee**
- **95% Review with Steering Committee**
- **Recommendations**
  - Policy
  - Zoning requirements



# Context

- Berkley residents drive where they go - per the 2020 Census and City Master Plan:
  - Drive alone – 91%
  - Walked – 1.9%
  - Public transportation – 0.2%
- Much of the “public” parking supply is “privately” owned
- Corridor health is vital
  - Business attraction and retention is priority #1 in Master Plan
- Corridors create difficulty in creating shared parking assets
  - Long pedestrian routes to multiple businesses



# Issues Identified

- Residents
  - *On-street overnight parking prohibition*
  - *Encroachment of parkers from corridors into residential areas*
  - Consistency of enforcement
  - Drivers finding the available parking behind buildings
  - Improving pedestrian movement across corridors
- Property Owners
  - Site plan approval and parking requirements
  - Shared parking opportunities



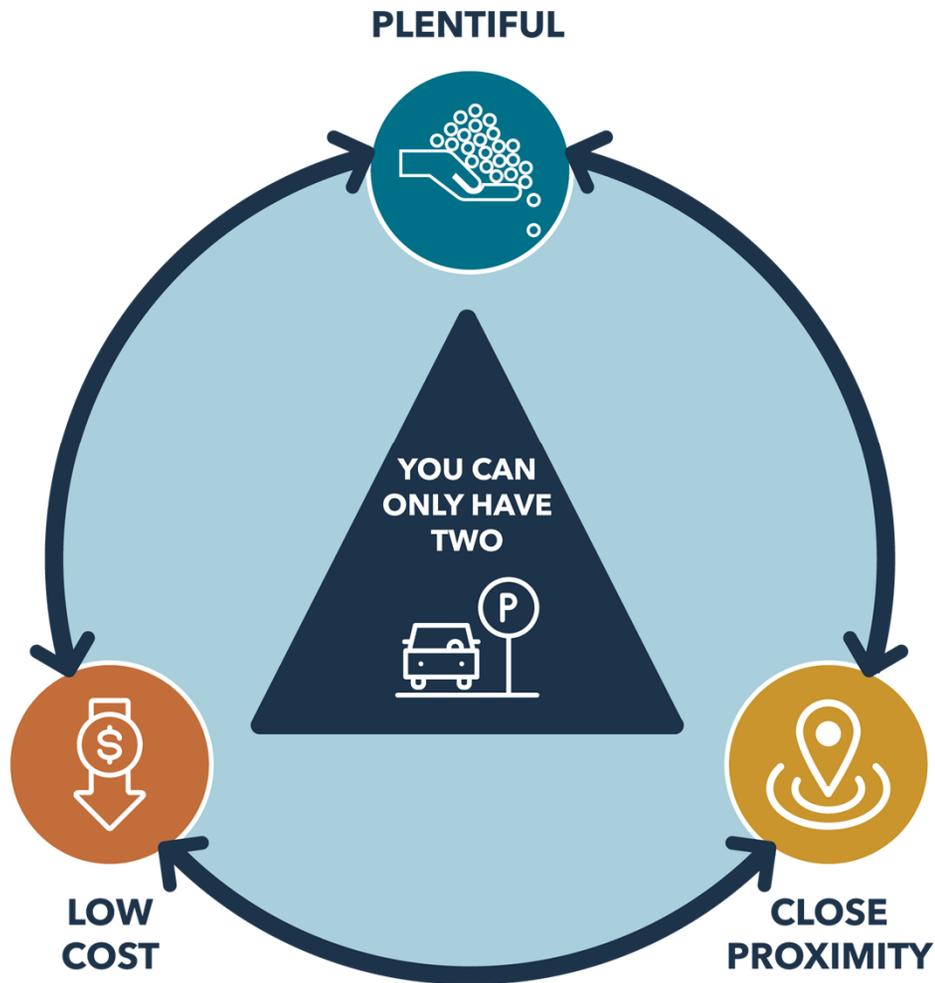


# The Cost of Free Parking

- No such thing as Free Parking – someone is paying
  - Construction costs
  - Maintenance
    - Lights
    - Snow plowing
    - Asphalt repair / striping
  - Insurance, liability
  - Traffic, congestion, reduced walkability
- Berkley City Budget
  - \$14 Million - \$9 Million from taxes
  - New lot (\$900,000) – 10% of Annual Tax Budget



## THE PARKING PARADIGM



What are the Highest Priorities or Harshes Realities?

# Parking Supply

- Anything more than plentiful, free, lightly regulated parking requires planning and operational attention
  - Administrative time and organization
  - Effective enforcement
  - Planning, evaluation and adjustment
  - Avoid overbuilding the parking supply
- Parking supply is most efficient at 80% - 90% occupancy of ALL parking supply
  - Below 80% undervalues the land use
  - Too little parking availability (>95% occupancy) may diminish economic activity
  - It takes diligence to maintain 80%-90%



# There are No Easy Solutions

- Build enough parking so that it is not a concern
  - Demolishing buildings to create parking (\$\$millions)
  - Less buildings, more pavement
- Convince private parking owners to share their parking
  - Difficult to build and hold this coalition (time / possible failure)
- Keep things the way they are
  - Limits growth on corridors (impact - quality of life / tax base)
- Regardless of policies - Not everyone will be happy
  - Big picture solutions can impact individual circumstances in different ways



# Recommendations



# Purposeful Action

- Things are going to change – Manage the Change
- Strong policy focused on meeting stated objectives can shape Berkley in the direction desired
- Being true to Berkley and the goals established in the Master Plan
- Operational consistency assures residents and visitors the City has a plan
  - Large impact on the perception of Royal Oak...not being able to consistently predict where to park in downtown (and avoid a ticket!)
- **MONEY ALWAYS MATTERS – PRIORITIES AND BUDGETS WILL DETERMINE OUTCOMES**



# Zoning Code: Overall Recommendations

- Rework the purpose (intent) section to clearly express Berkley's goals
- Create more Administrative / Planning Commission flexibility
  - Count on-street parking
  - Increase waiver thresholds
- Modernize parking requirements to reflect Berkley today
  - Driving habits change
  - Berkley changes



# Zoning Code: Parking Use Table

- Adjustments needed for many uses to update for current conditions

	<u>Current</u>	<u>Proposed</u>
• <u>Multiple-family</u> :	2 per unit	.85 per bedroom
• <u>Restaurant (sit down)</u> :	1 per 60 UFA	2 per 100 UFA, plus 1 per employee
• <u>Retail sales</u> :	1 per 225 UFA	1 per 500 UFA, plus 1 per employee
• <u>Professional office</u> :	1 per 225 UFA	1 per 300 UFA
• <u>Manufacturing facility</u> :	1 per 250 UFA + company vehicles	1 per 750 UFA
• <u>Nursery/Garden Center</u> :	1 per 300 UFA + 1 per 300 outdoor	1 per 800 UFA, + 1 per employee



# Overnight Parking Prohibition

- Recommendations
  - Continue with prohibition
  - Enforce regularly – not every vehicle, every night, but often enough that the rule is respected
  - Make getting an overnight permit significantly easier for residents
    - Online application approved immediately (someone decides to stay that day)
    - Individual properties or vehicles allowed 20 nights per year (assess over time to determine an amount that best supports the residents)
    - No commercial properties
  - Have discussion again in 2026 to see if conditions have changed
  - Allow overnight parking in Municipal Lots



# Corridor Parking on Neighborhood Streets

- Recommendations

- Continue to allow parking on public streets
- Encourage organizations to park employees on-site to reduce 8+hour parking on-street
- No valet storage on-street
- Clearly explain benefits and urge dialogue among City staff, residents and corridor business/organizations
- Measure on-street occupancy quarterly to measure impact on neighborhoods
- No need for daytime or evening residential permit program (not including overnight permits for residents)
- Review every three years to see if policy is still meeting goals



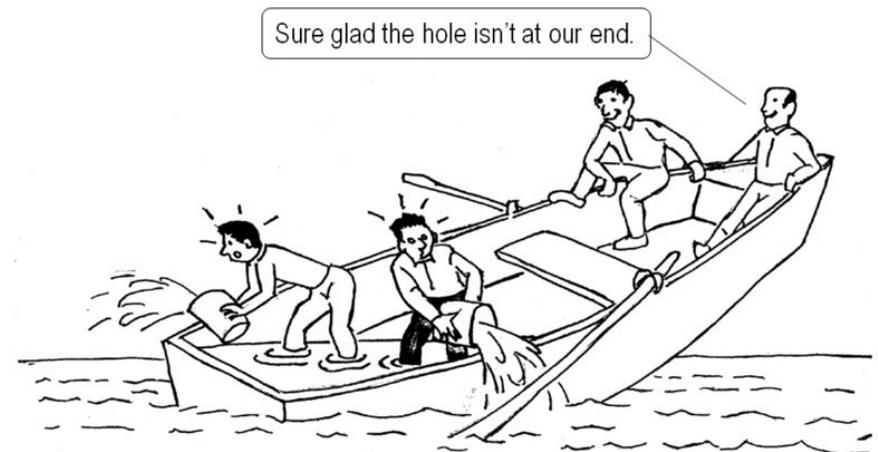
# Free Parking

- Recommendations
  - Maintain free parking in municipal lots and on-street
  - Review policy over time to determine if / when it is time to change – every three years
  - Encourage owners of private parking to rent spaces to other businesses / organizations at reasonable costs
  - Add EV charging stations (patron paid) in Municipal Lots



# Who Owns Parking?

- Complaints – City Manager
- Supply – Community Development
- Enforcement – Police
- Maintenance – DPW
- Economic development – DDA
- Policy – City Council



# Leadership

- Recommendations
  - One department leads parking administration effort
  - City Council provides direction on goals and guiding principles
  - Chosen department has staff to support effort (10 hours week)
  - Assign contact points in other departments
    - Meet regularly (monthly or quarterly)
  - Develop metrics to measure success
  - Communicate with residents and businesses
  - Test new opportunities
    - Parklets
    - Shared parking arrangements
    - New technology
    - Adding parking supply



# Funding

- Recommendation – start a parking fund for future needs and maintenance
- Sources
  - TIF (Tax Increment Financing) contributions
  - Special assessments - annually
    - Property owners who are short of zoning requirements
  - General fund budgeting
  - Grants from State or Federal sources
  - ALL OF THE ABOVE



# Recommendations Summary

- Update zoning code
  - Streamline approval process
- Define responsibility for Parking and Mobility planning, policy and operations
  - Assign and authorize staff
- Conduct parking occupancy counts to understand use and demand patterns (monthly or quarterly)
  - Municipal lots
  - Private lots
  - On-street near corridors



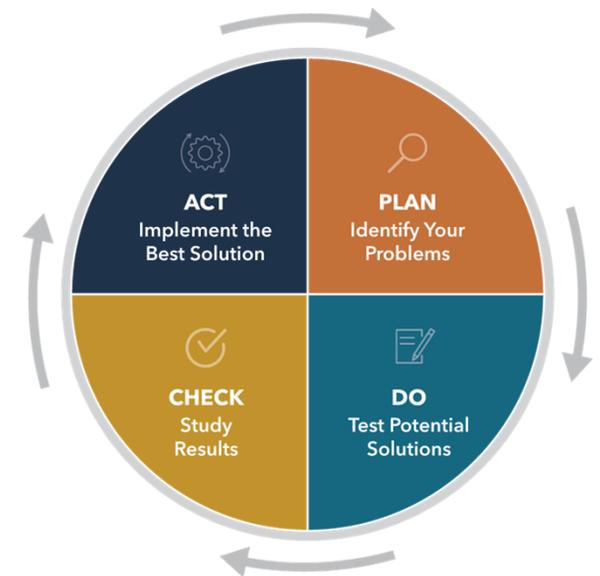
# Recommendations Summary - Continued

- **Add Public Parking Supply Where Needed**
  - Identify existing private parking lots for purchase by the City
  - Include private parking lots as municipal brand to share use
  - Add new parking lots as needed to fill gaps in supply
- **Implement Operational Changes**
  - Allow overnight parking in lots (with 48 hour max stay)
  - Brand public parking
  - Consistent enforcement
- Review policies regularly to determine if/when changes are necessary
- Communicate with the community regularly through a Parking Committee and updated webpage
- Update alternative transportation plan



# Keep It Going

- Administrating parking is an ongoing process. The city will need to regularly assess the results and adjust as needed
  - Travel modes
  - Mix of businesses along corridors
  - Patron desires
  - City leadership and direction
  - Business environment
  - Resident satisfaction
- Only plentiful parking (<80% occupancy everywhere) avoids the need to actively manage the parking supply



# Thank You

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