

# Ballard Parking Advisory Group



Meeting #2 – Ballard Neighborhood Service Center

Jonathan A. Williams

April 2, 2014



# SDOT's mission & vision

Mission: delivering a first-rate transportation system for Seattle.



Vision: a vibrant Seattle with connected people, places, and products.

# SDOT's core principles



# Presentation overview

- Background / process
- Parking management background
- On-street data
- Off-street data
- Load zone map

Action Requested – Your feedback and ideas for next steps



# Project scope

- Employee parking survey in core
- On-street management to include load zones, off-street review, angled parking, parking controls, Sunday options, parklets, on-street bike parking
- Ongoing outreach
- Considerations for residents and industrial areas



# Schedule

- February – June, 2014: Meetings, outreach, draft plans
- Summer 2014: Open house with draft recommendations
- Fall 2014: Finalize

# Parking press

## Innovative Parking Programs Across the U.S.

*The Atlantic*  
**CITIES**  
PLACE MATTERS

CHARTS

### How Seattle Transformed Parking Without Spending a Fortune

ERIC JAFFE OCT 24, 2013 20 COMMENTS

**CBS**  
Seattle

### Seattle Is One Of The Worst Cities For Parking

March 25, 2014 3:58 PM



## 2013 Emerging Trends in Parking

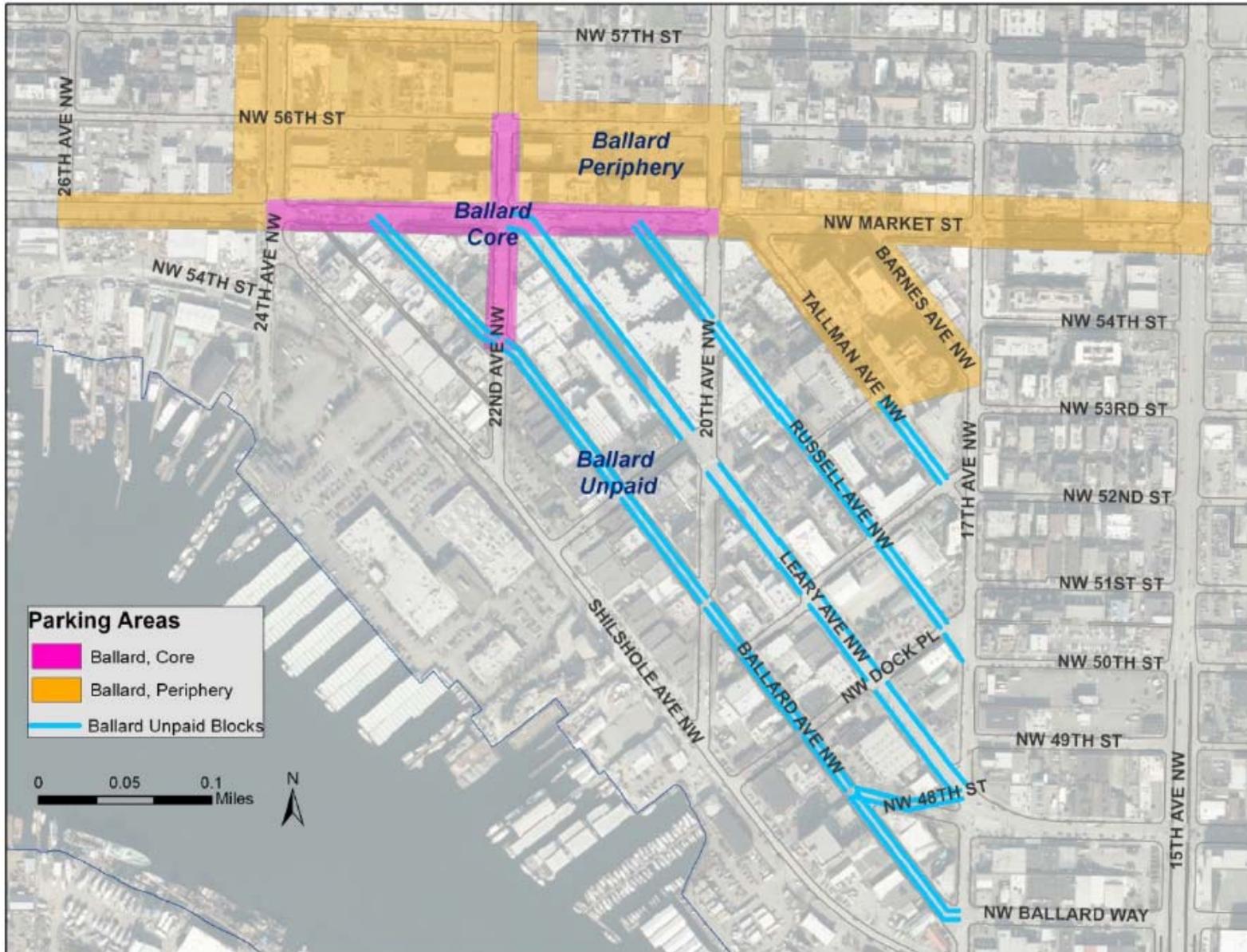
Report on a survey conducted by the International Parking Institute

# Data-driven policy since 2010

- Keep 1 to 2 spaces open per blockface throughout the day
- Collect data in all paid areas annually
- Adjust rates, time limits and hours of operation annually to meet SMC policy



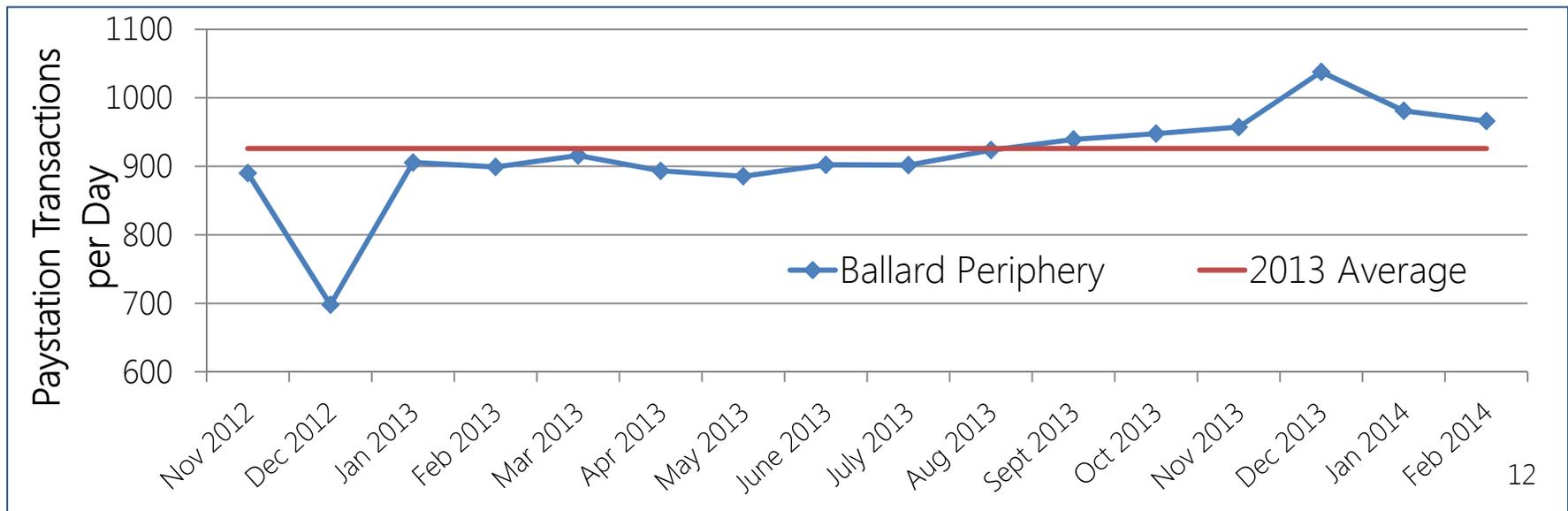
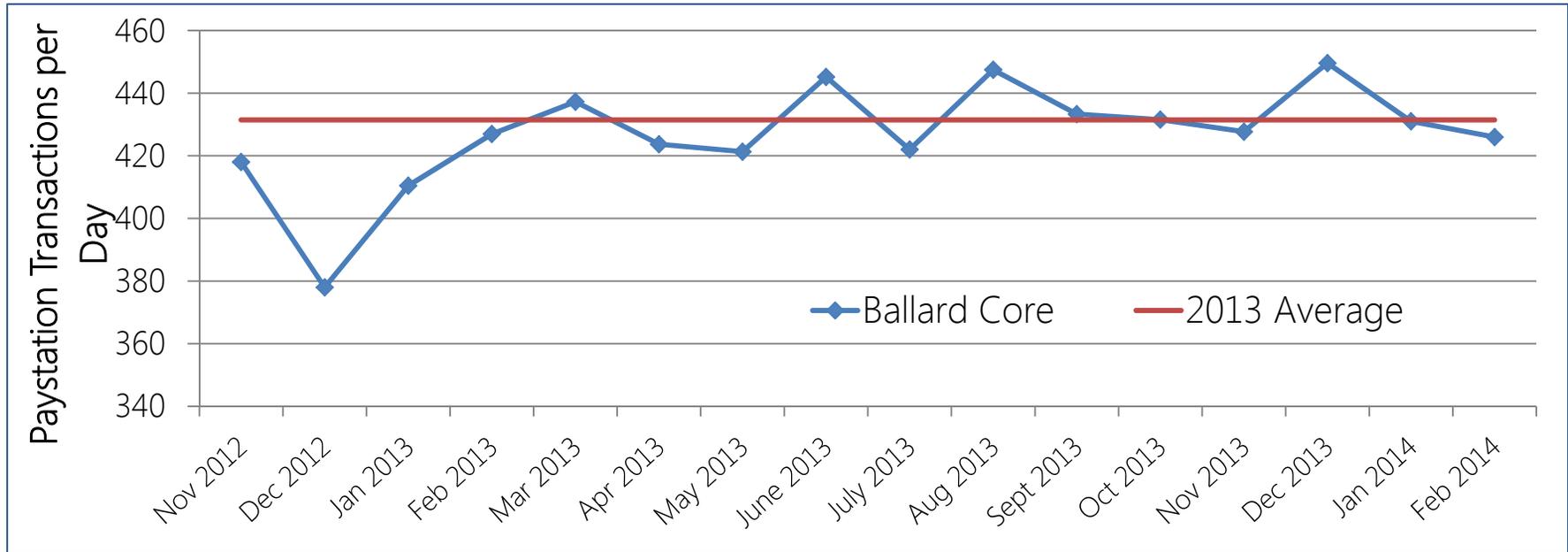
# Ballard data areas



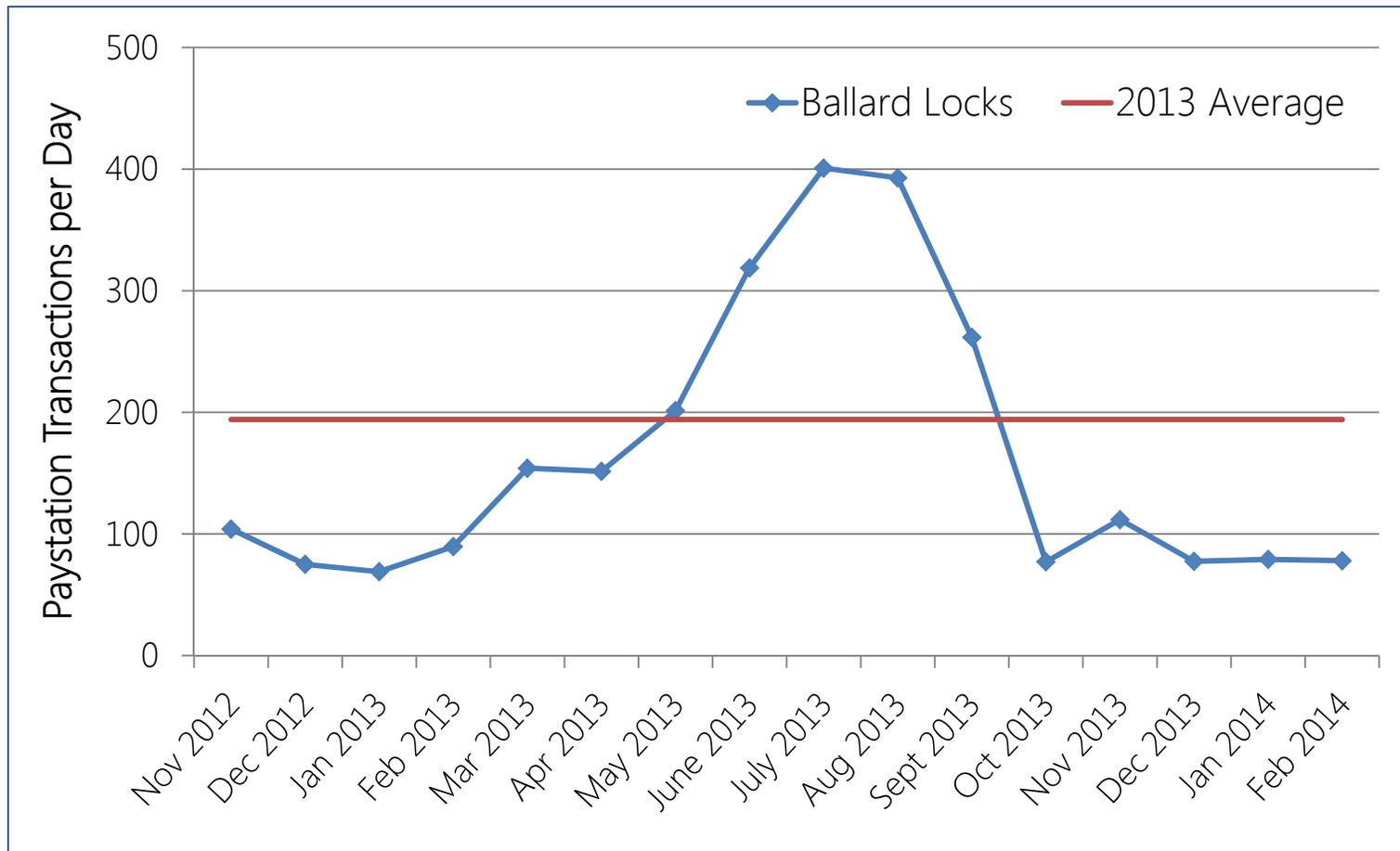
# Ballard history

Year	Action taken	Annual Paid Parking Study Results
2010	All paid parking started @ \$2/hour	Entire area @ 61% and below target
2011	Dropped all paid parking rate to \$1.50/hour because below target	After study, Core too high @ 88%
		Periphery too low @ 38%
2012	Raised Core rate to \$2/hour	After study, within Target @ 72%
	Changed Periphery time limit to 4 hours/ Best Value signs	Closer to Target @ 50%
2013	No changes made in 2013	Core within target; Periphery below @ 59%; Both areas high evening occupancy @ 96% and 103%

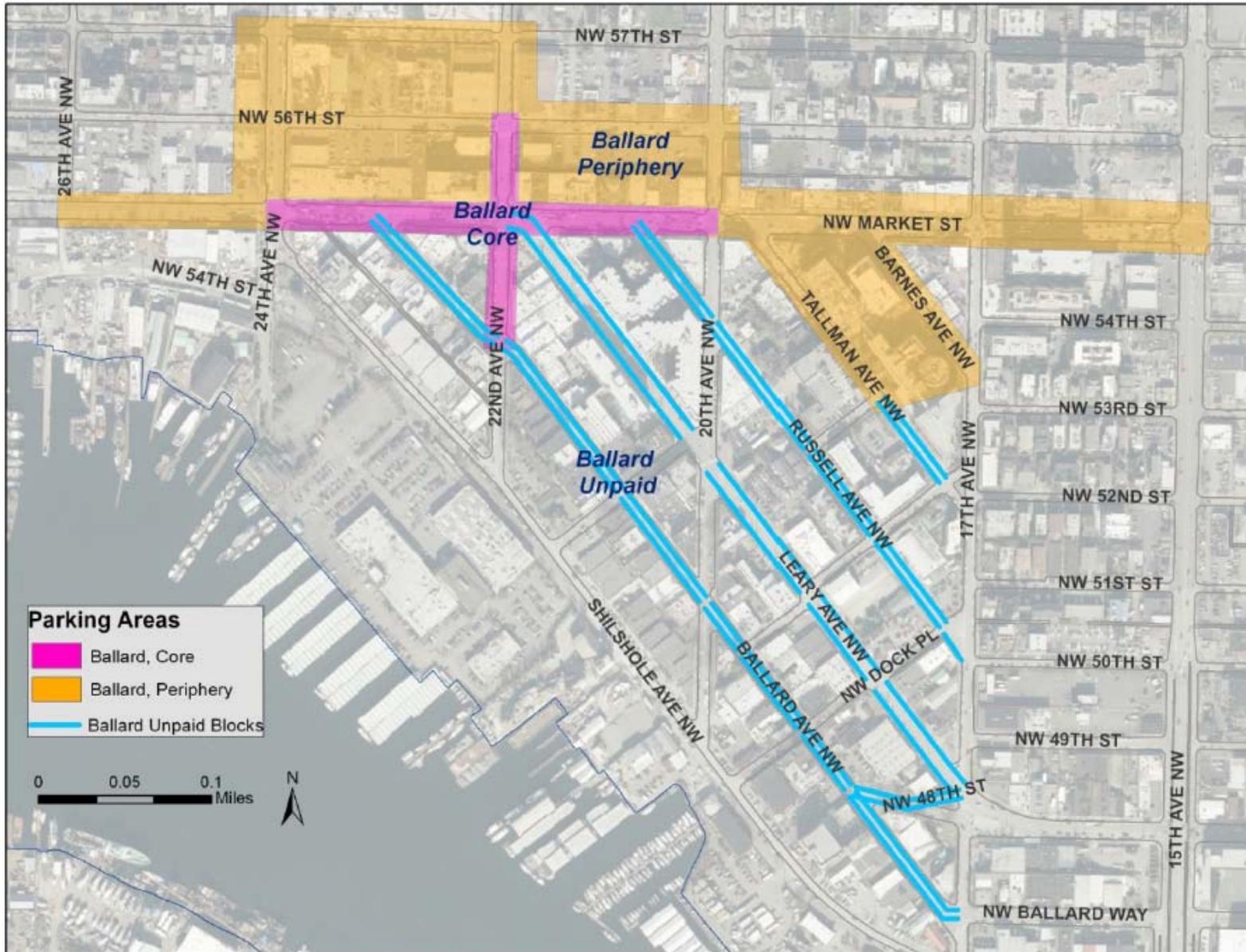
# On-street transaction data



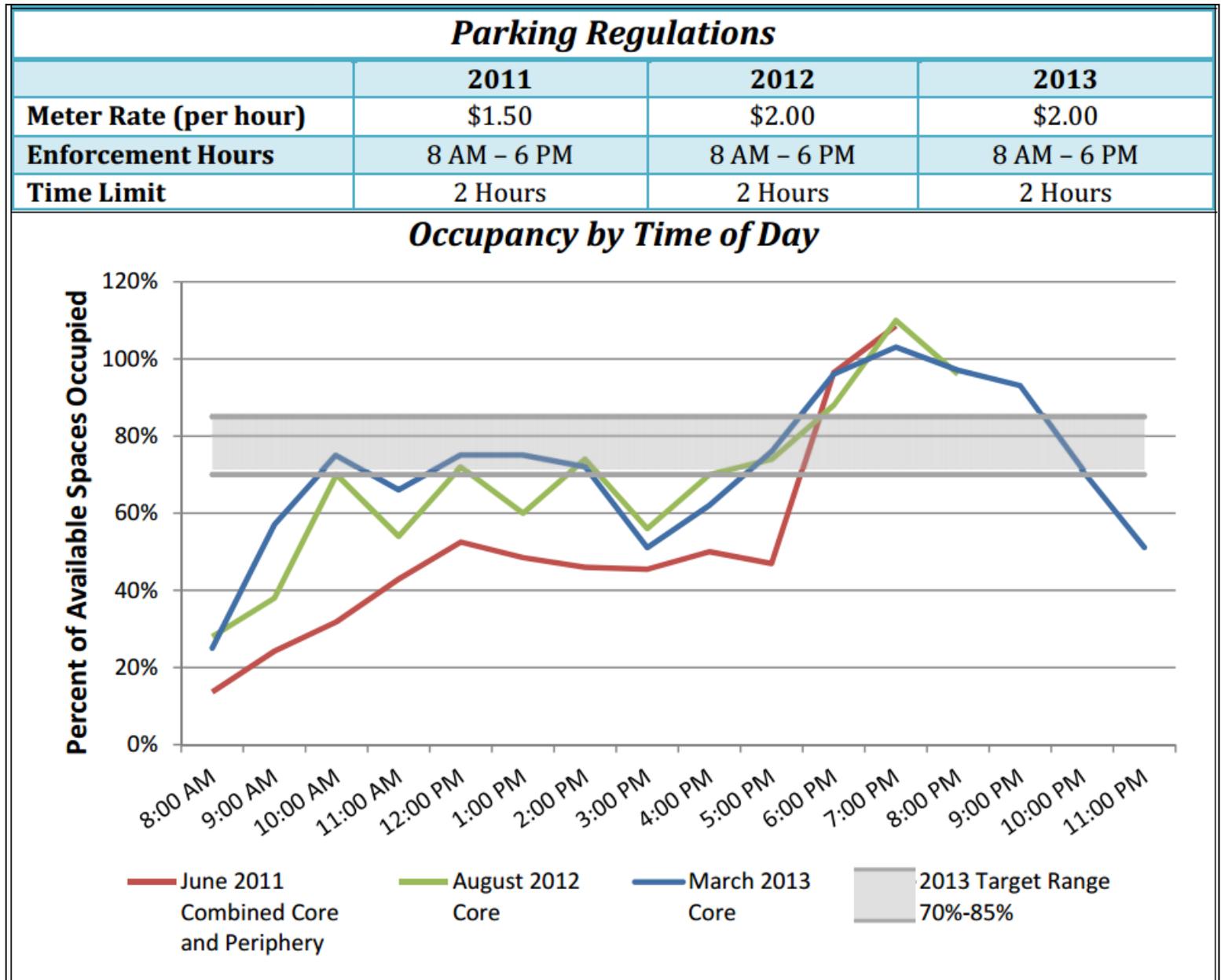
# On-street transaction data comparison



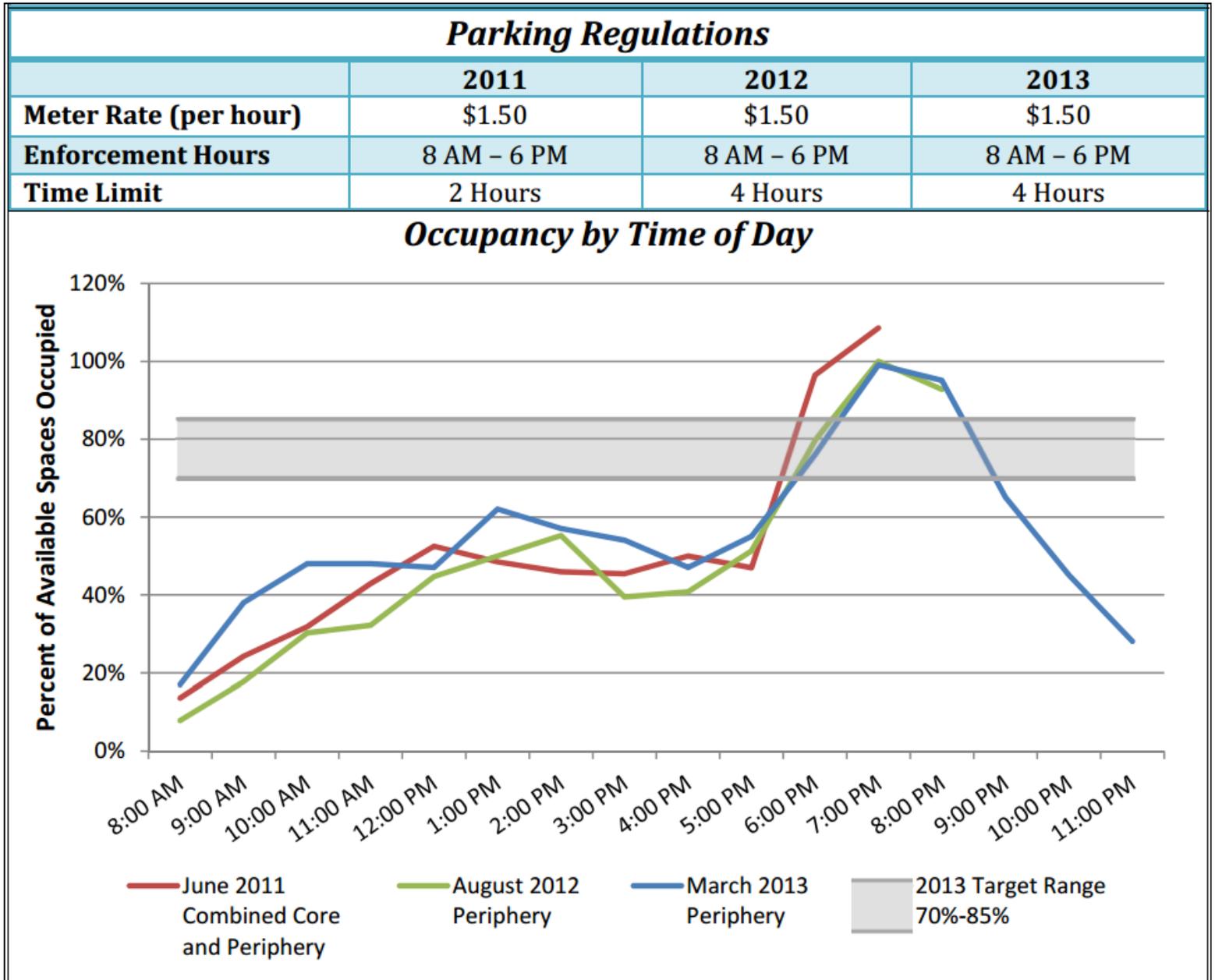
# Ballard data areas (reminder)



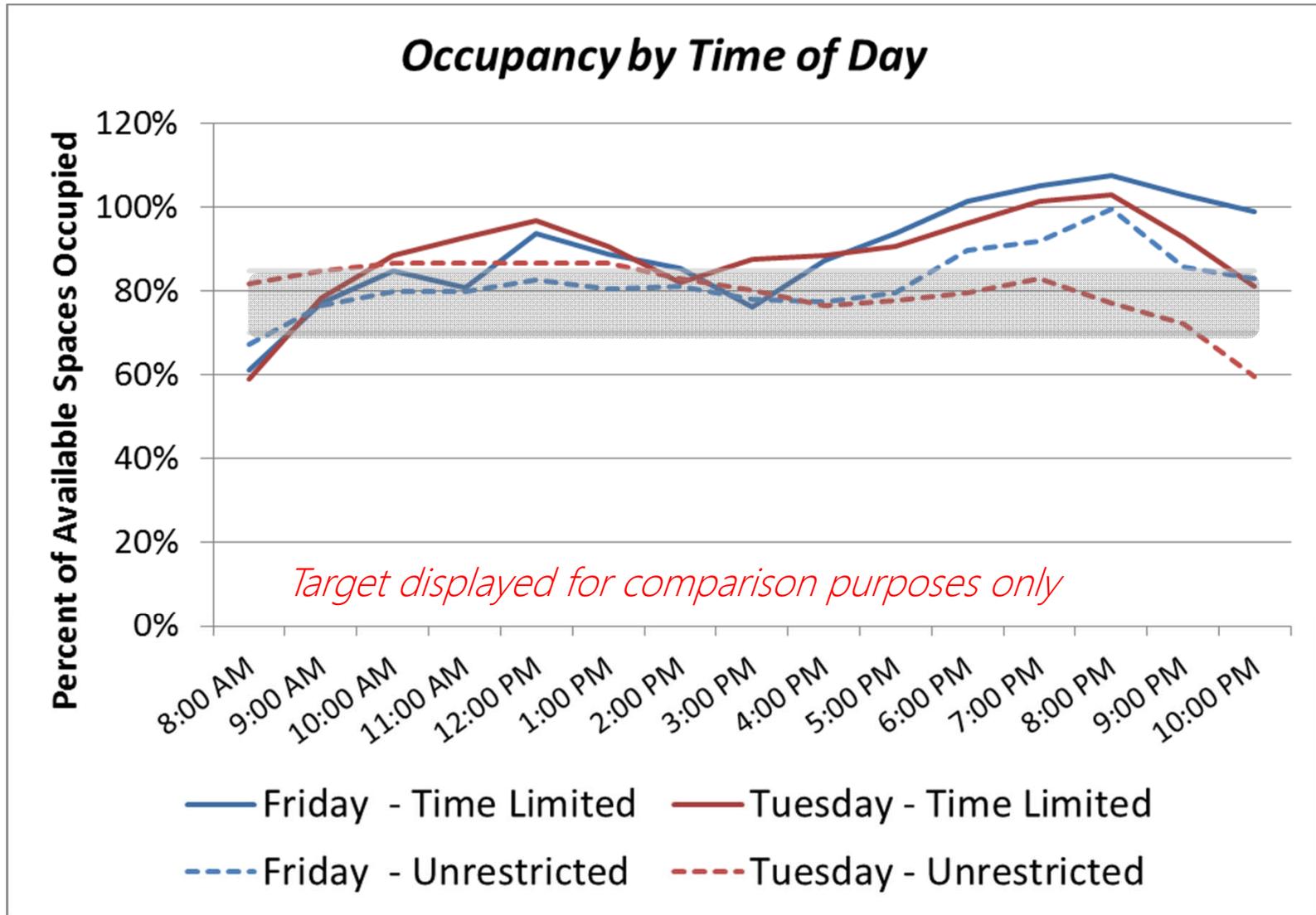
# Core occupancy



# Periphery occupancy



# Unpaid occupancy – spring 2013



# Occupancy map – daytime peak

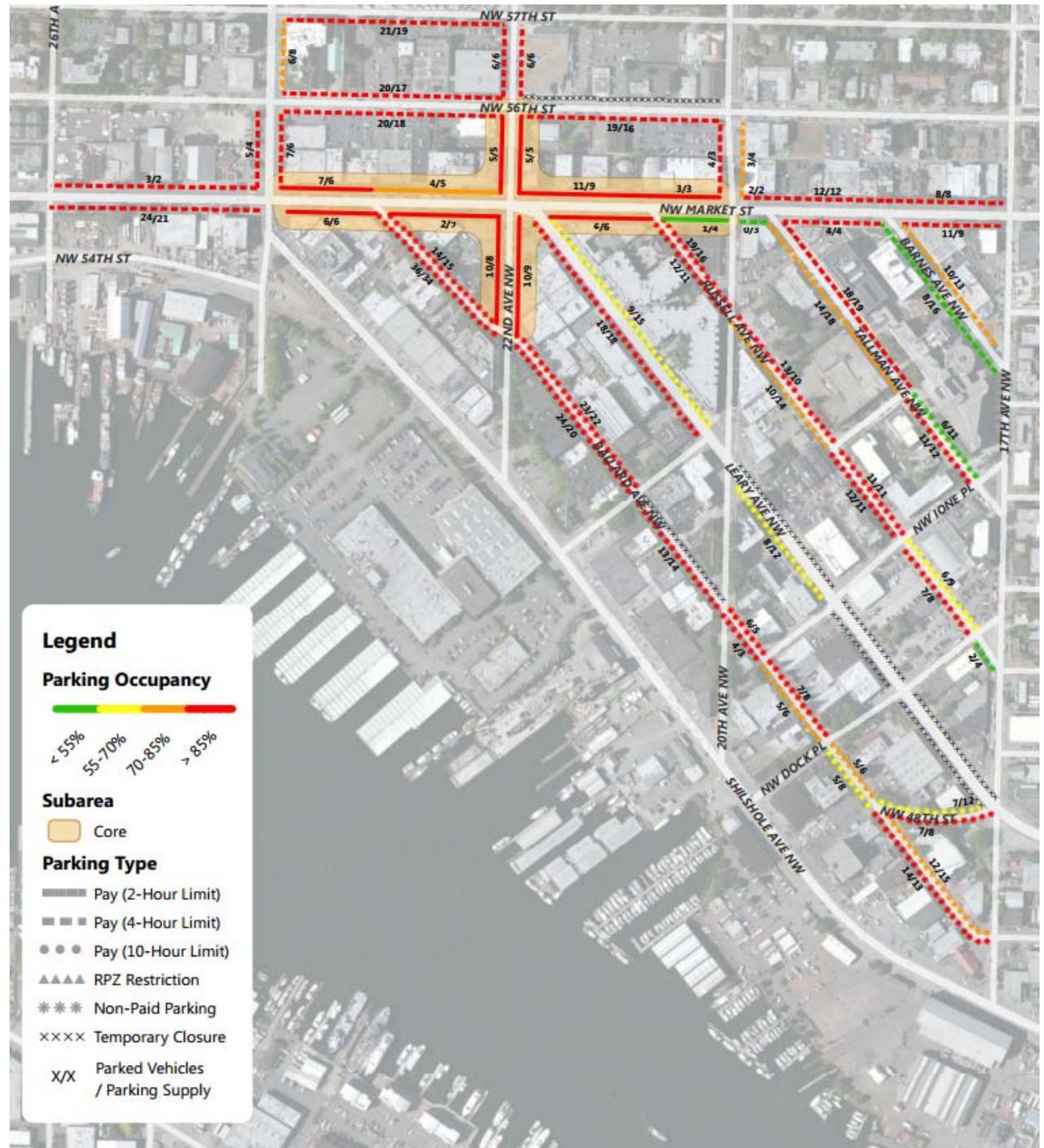
- March 2013 data



Original available at  
<http://www.seattle.gov/transportation/parking/docs/studies/Ballard.pdf>

# Occupancy map – 7PM

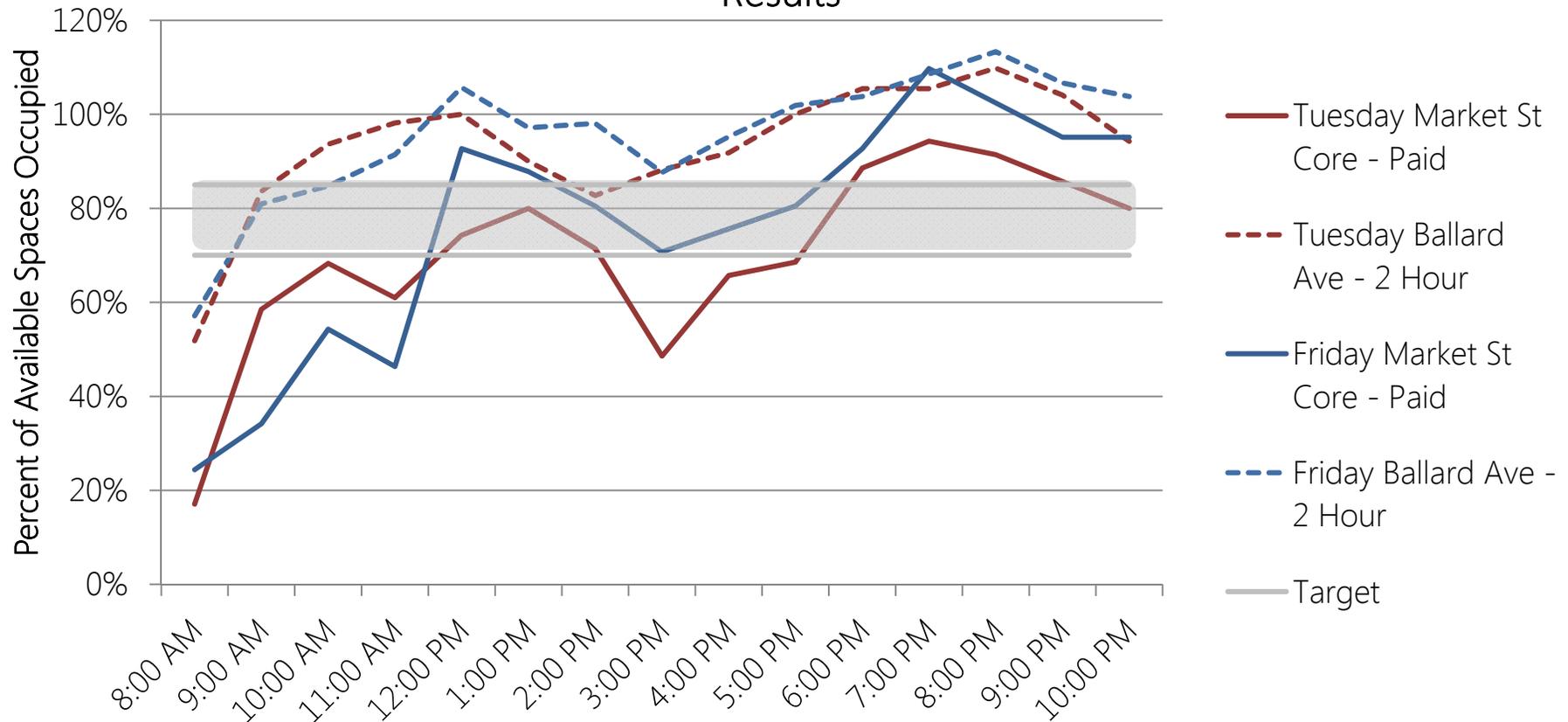
- March 2013 data



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# Market Street / Ballard Avenue

Ballard Avenue and Market Street Core March 2013 On-Street Survey Results



Average Parking Duration, March 2013

Market Street – Core Blocks (paid time)	44 minutes
Ballard Avenue – 2 Hour Time Limit Blocks (observed)	90 minutes

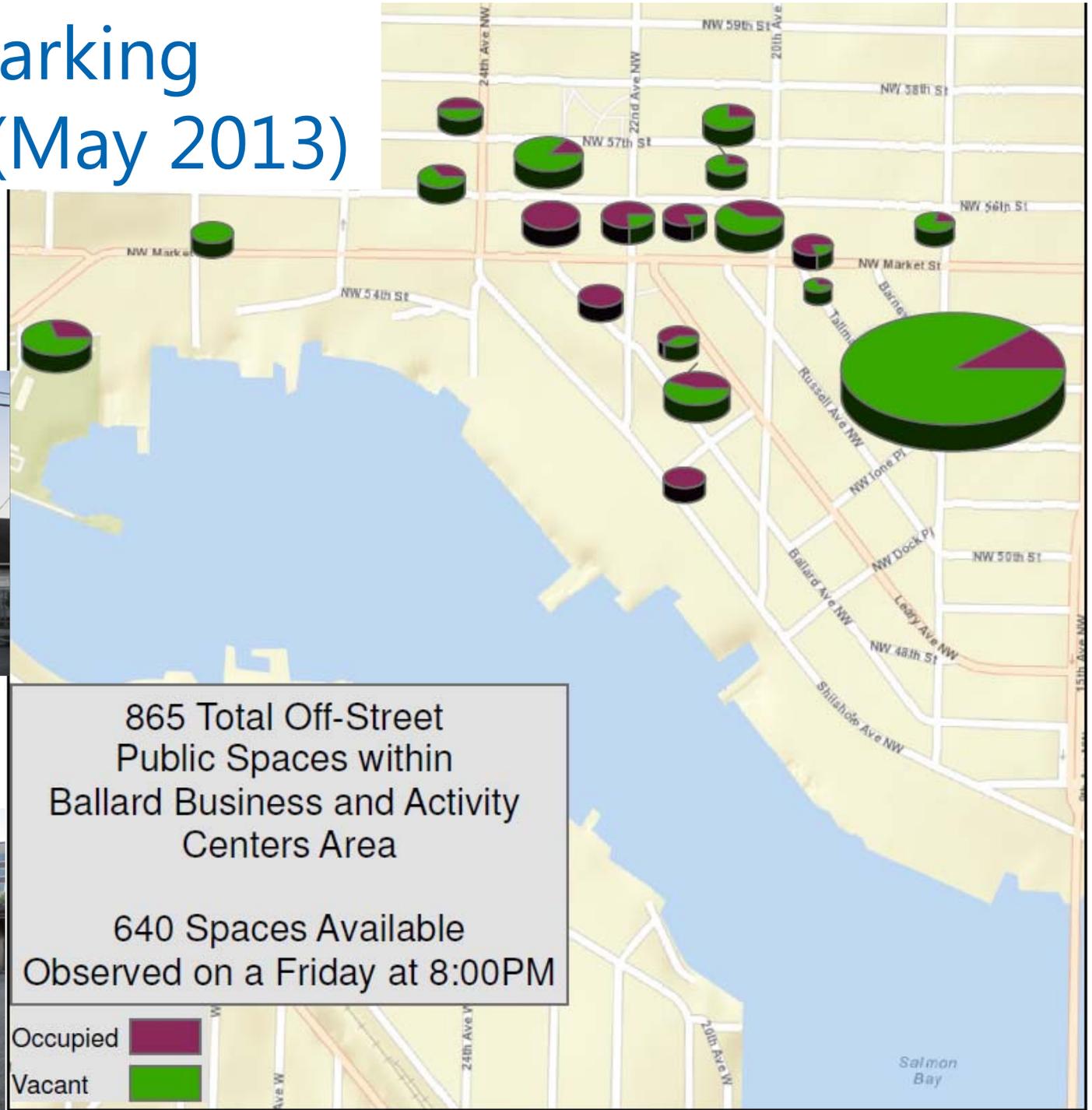
# On-street data recap

- Mix of parking types
- Seasonality is minimal
- Paid parking available until ~5:30 PM
- Limited free parking after 10:00 AM
- Limited on-street parking available at 7:00 PM
- Durations higher in unpaid areas; in 4-hour paid, duration is around 75 minutes on average





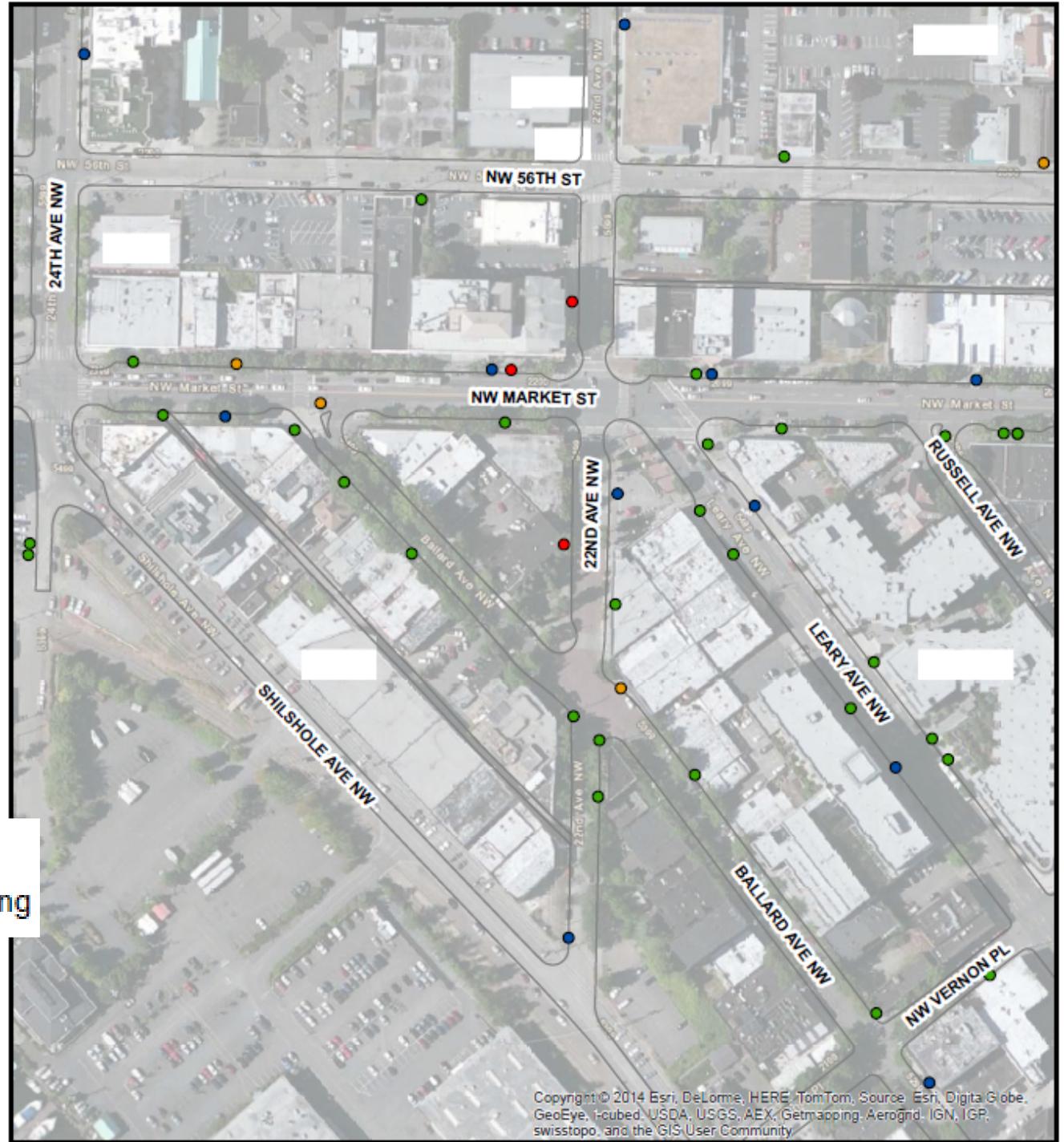
# Off-street parking occupancy (May 2013)



# Load zones

## Load Zones

- Commercial Vehicle
- 15 or 30 Min Loading
- 3 Min Pass Loading
- 15 or 30 Min Truck Loading



# Ideas / discussion

# Questions?

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[https://www.seattle.gov/transportation/parking/cp\\_ballard.htm](https://www.seattle.gov/transportation/parking/cp_ballard.htm)

<http://www.seattle.gov/transportation>

