

Ballard On-Street Parking Proposal



Ballard Chamber of Commerce Lunch
Jonathan A. Williams
September 10, 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

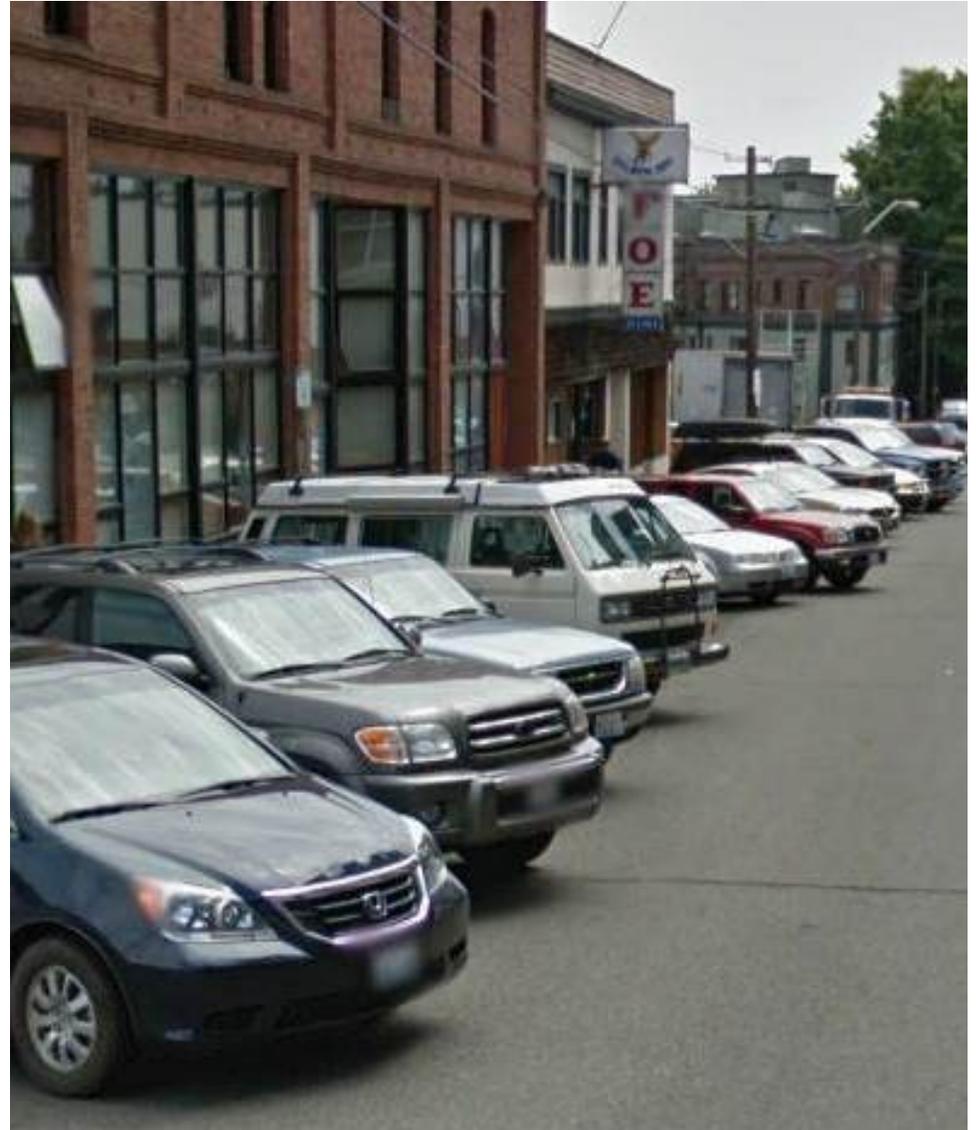


Today's presentation

- Ballard changes from citywide annual program (coming soon, very soon)

Proposal related

- Parking change proposal
- Parking and related data
- Schedule and next steps
- Discussion



Parking press

Innovative Parking Programs Across the U.S.



How Seattle Transformed Parking Without Spending a Fortune

ERIC JAFFE OCT 24, 2013 20 COMMENTS



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

Citywide paid parking management

- Keep 1 to 2 spaces open per blockface throughout the day (SMC 11.16.121)
- Collect data in all paid areas annually
- Adjust rates, time limits and hours of operation annually to meet SMC policy



Why 1 or 2 open spaces?

- Support business districts by making on-street parking available
- Maintain adequate turnover of on-street parking
- Reduce congestion caused by drivers seeking on-street parking
- Encourage parking in legal areas

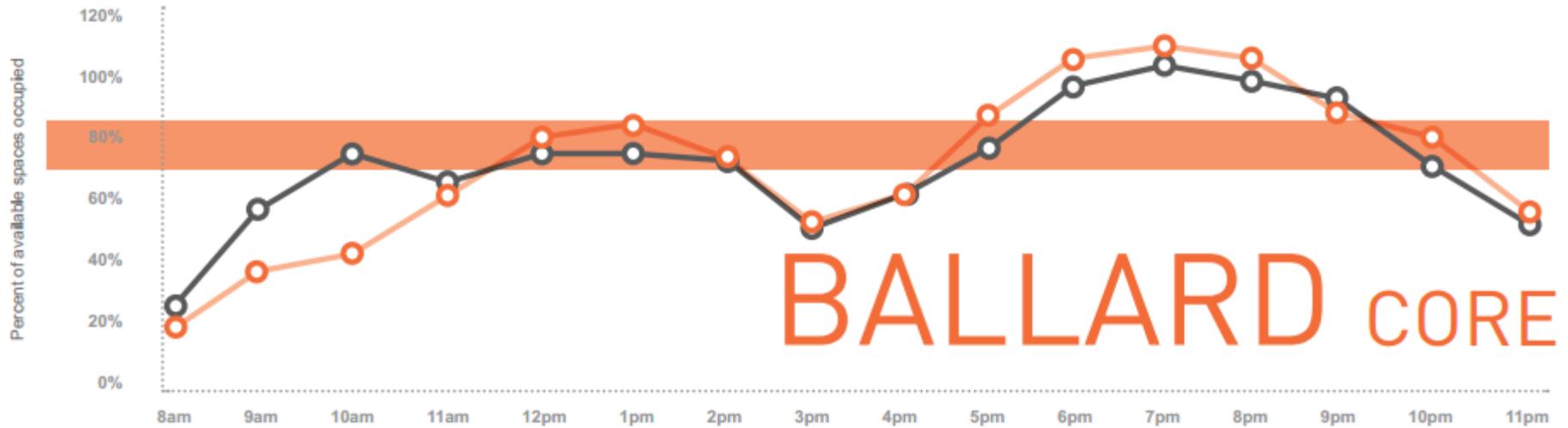


*Shoup,
2007*

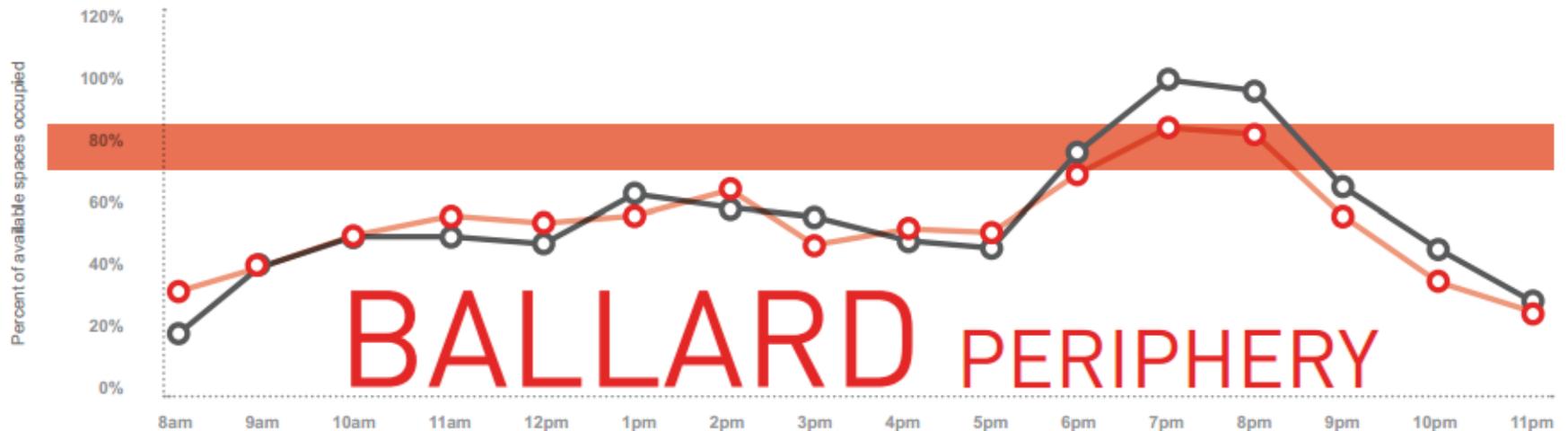


Ballard data

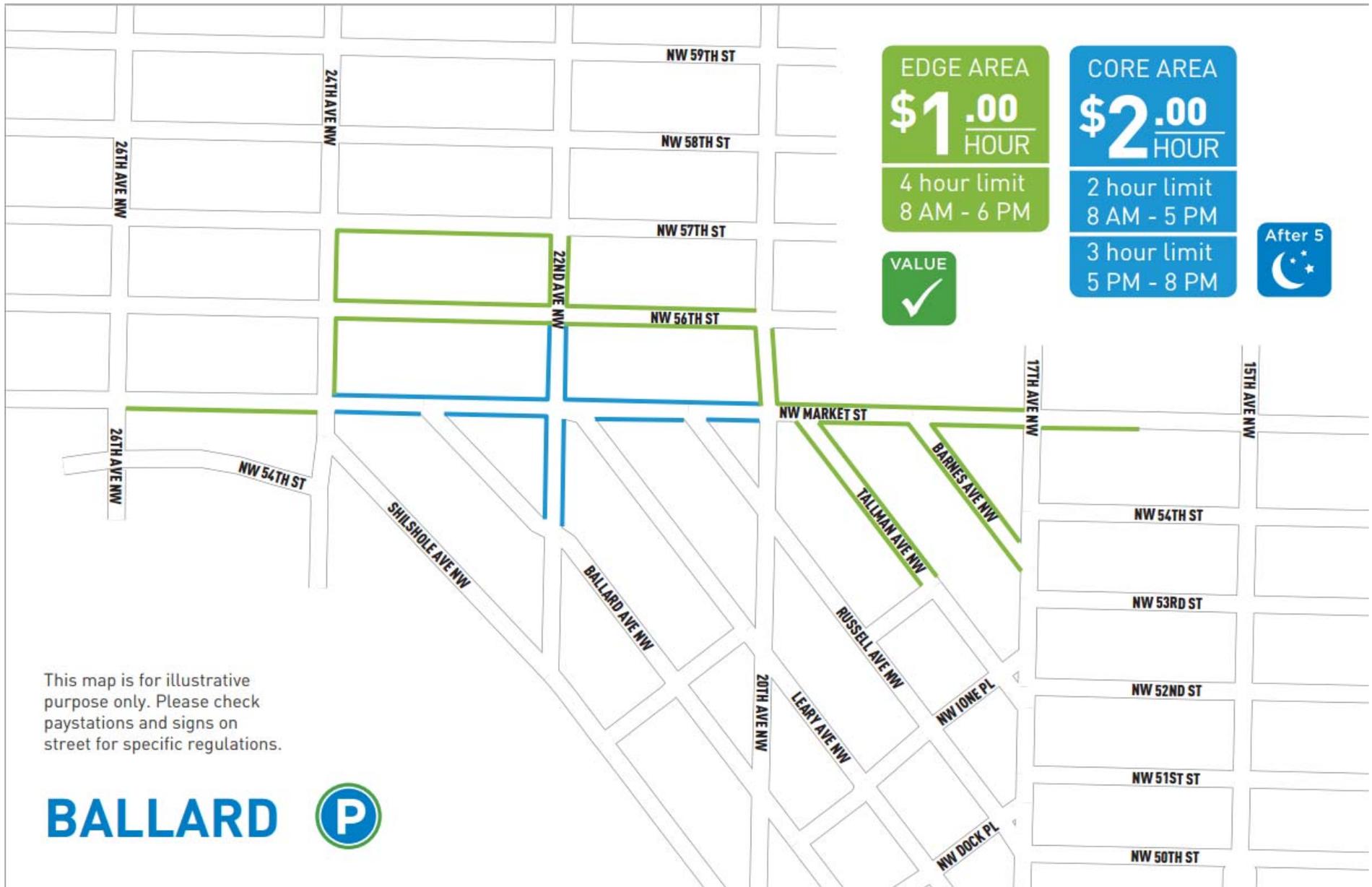
OCCUPANCY BY TIME OF DAY ○ March 2013 ○ May 2014 ■ Target Range 70%-85%



OCCUPANCY BY TIME OF DAY ○ March 2013 ○ May 2014 ■ Target Range 70%-85%

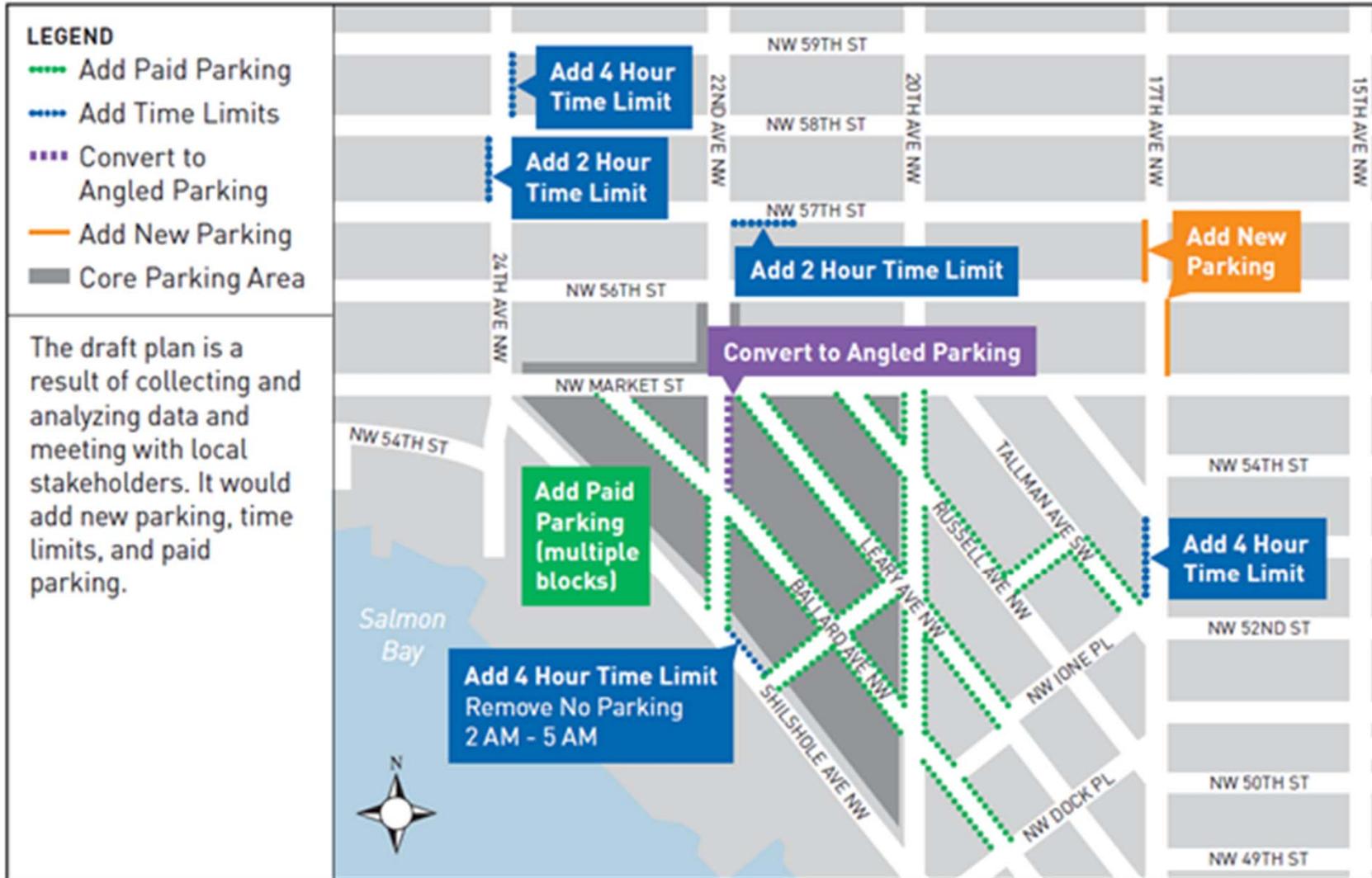


Ballard rate changes (Sept 2014)



Proposal

PROPOSAL



Parking puzzle

Existing parking

Customer access

Parking conditions

Evening parking

Employee access

Off-street parking



Parking conditions

Parking conditions



Balancing supply and demand

Parking conditions

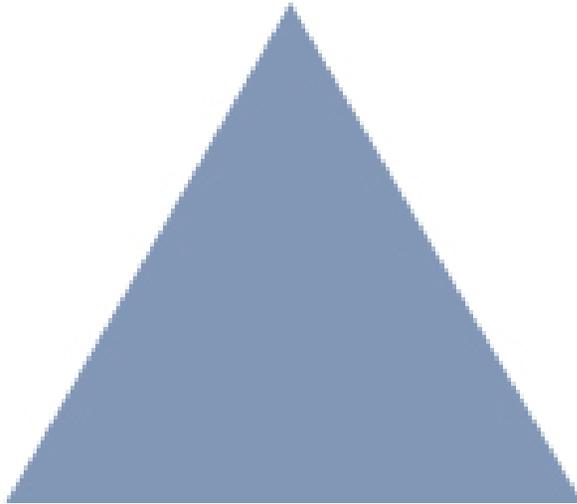
INEXPENSIVE



Park on Ballard Avenue



Park on South End of Shilshole

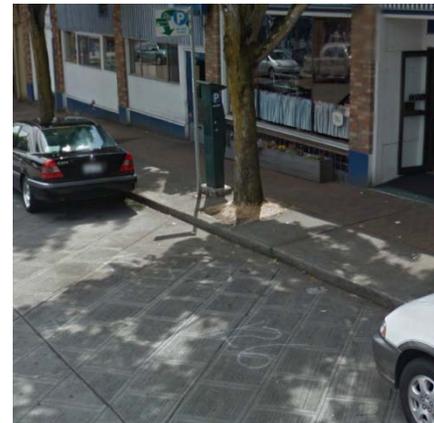


CONVENIENT



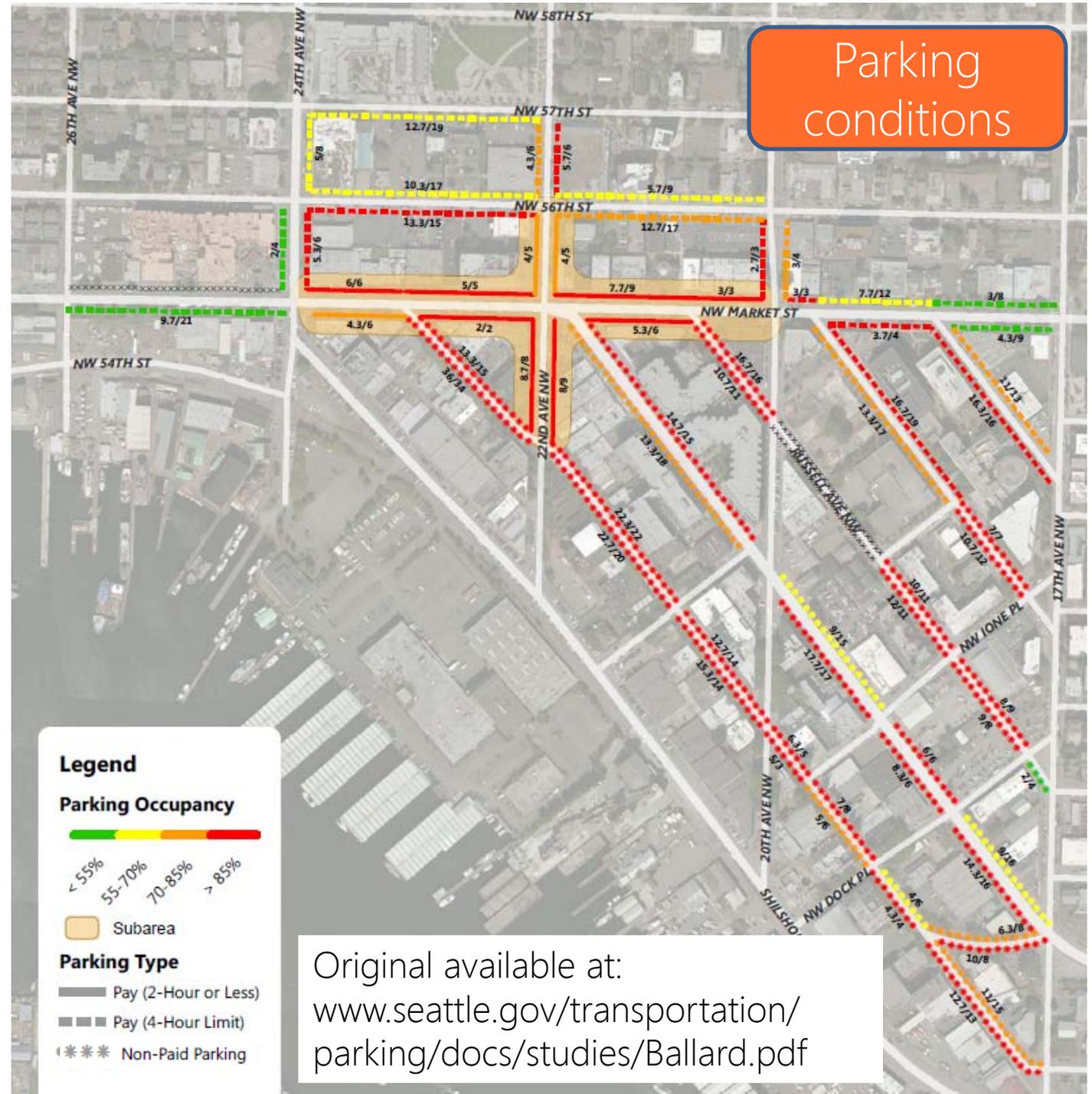
Park in Ballard Landmark Garage or in paid area

SUFFICIENT



Existing Conditions

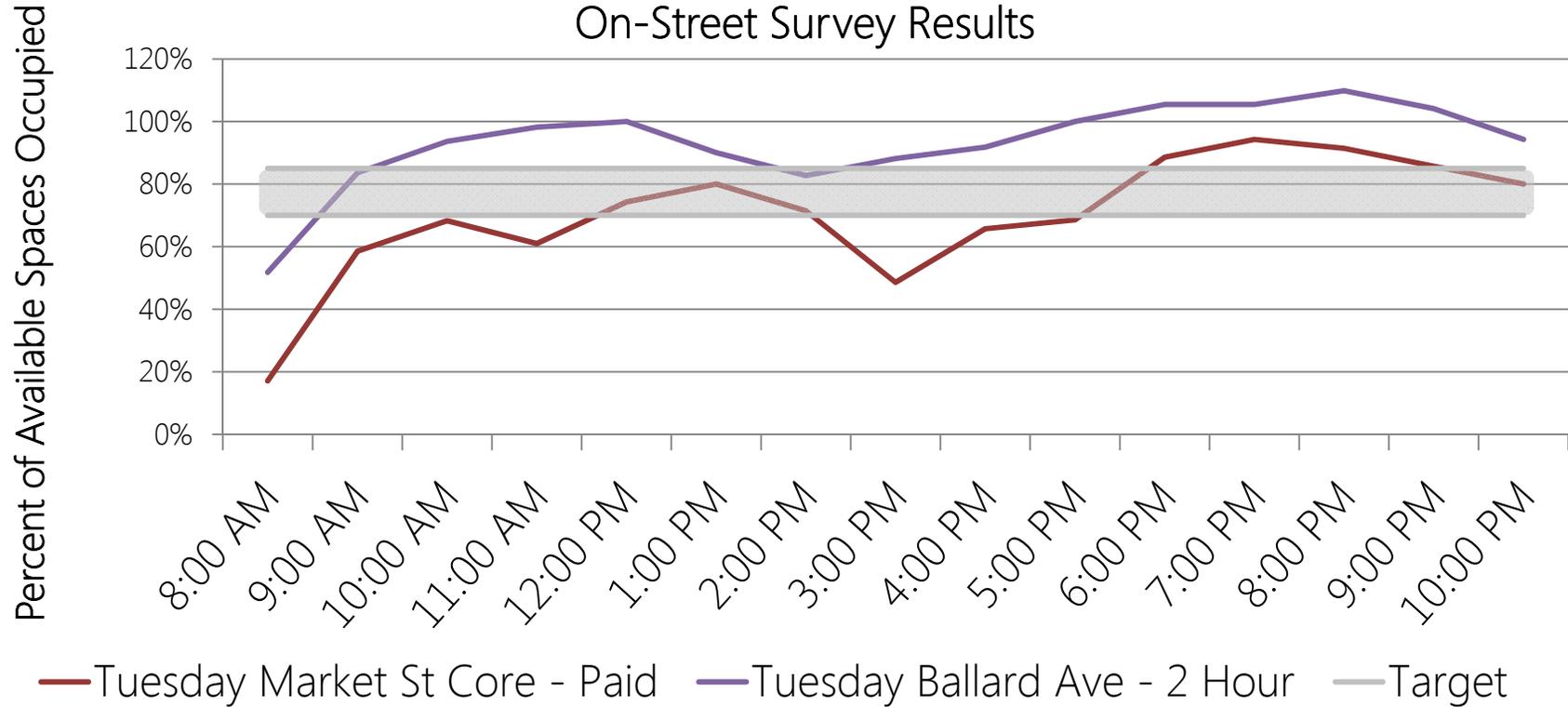
May 2014
Daytime 3-Hour Peak, 8 AM to 5 PM



What about time limits?

Parking conditions

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



	Market Street	Ballard Avenue
Average Duration	45 minutes	1.5 – 2 hours

2014 parking survey summary

Parking
conditions

	Ballard core paid area	Ballard edge paid area	Area proposed for paid parking
Daytime 3-hour peak (weekday)	83%	58%	91%
7 PM occupancy (weekday)	109%	84%	100%

Employee transportation and parking survey

Employee
access

TAKE A SURVEY BY MAY 31ST

HOW DO YOU GET TO WORK?

Please complete a short online survey by May 31, 2014 at www.surveymonkey.com/s/ballard_survey

PROJECT INFORMATION & CONTACT
www.seattle.gov/transportation/parking/cp_ballard.htm
Email jonathan.williams2@seattle.gov or call (206) 733-9026

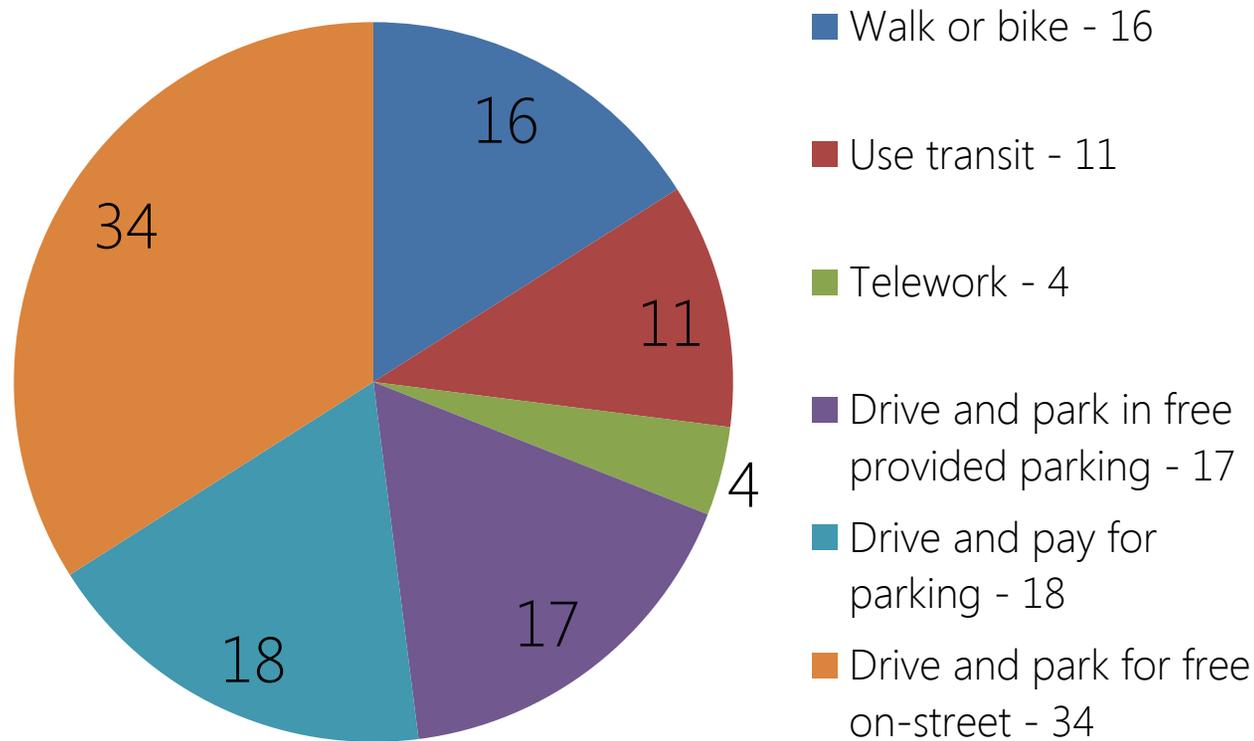
SDOT
Seattle Department of Transportation

- 535 local employee responses, 135 responses from other interested individuals

Employee survey summary

Employee
access

- From responses, for 100 employees....



- On-street parking is most common among restaurant workers
- Main on-street parking location is along Shilshole and south end of Ballard Ave NW

Mode by home zip

Employee
access

Zip	% of respondents	% drive alone
98107 – Ballard / Frelard	24%	40%
98117 – Loyal Heights / Crown Hill	18%	64%
98103 – Wallingford / Fremont / Licton Springs	6%	65%
98133 – NW Seattle / Shoreline	5%	67%
98199 – Magnolia	4%	44%
98155 – NE Seattle	3%	86%
Other (2% or less)	39%	76%

Access survey

Customer
access



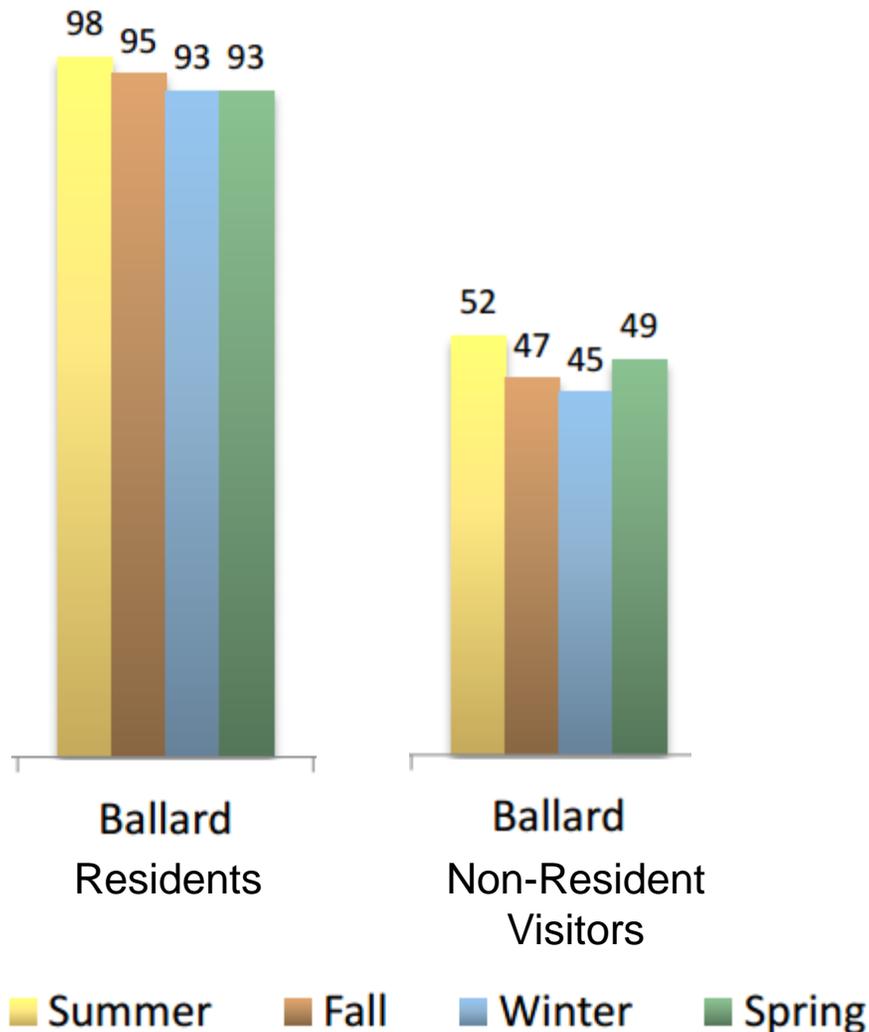
**Neighborhood Business District
Access Survey**
Intercept survey of
Seattle neighborhood visitors
February 2012

http://www.seattle.gov/transportation/intercept_survey.htm

Visit frequency

Customer
access

Q2. How often do you come to [NBD]?
(% 'Visit weekly' by season)

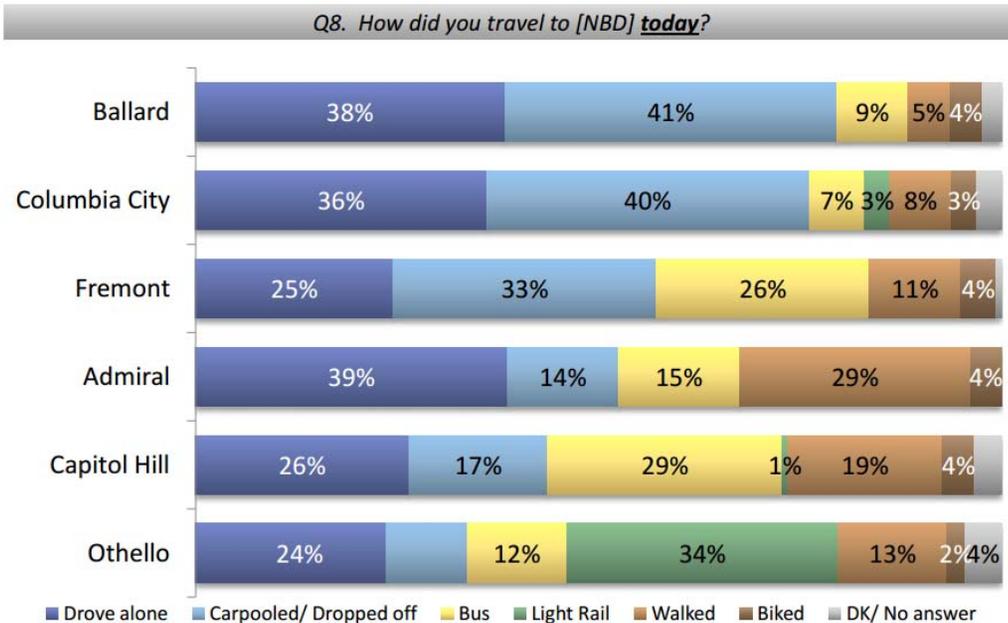
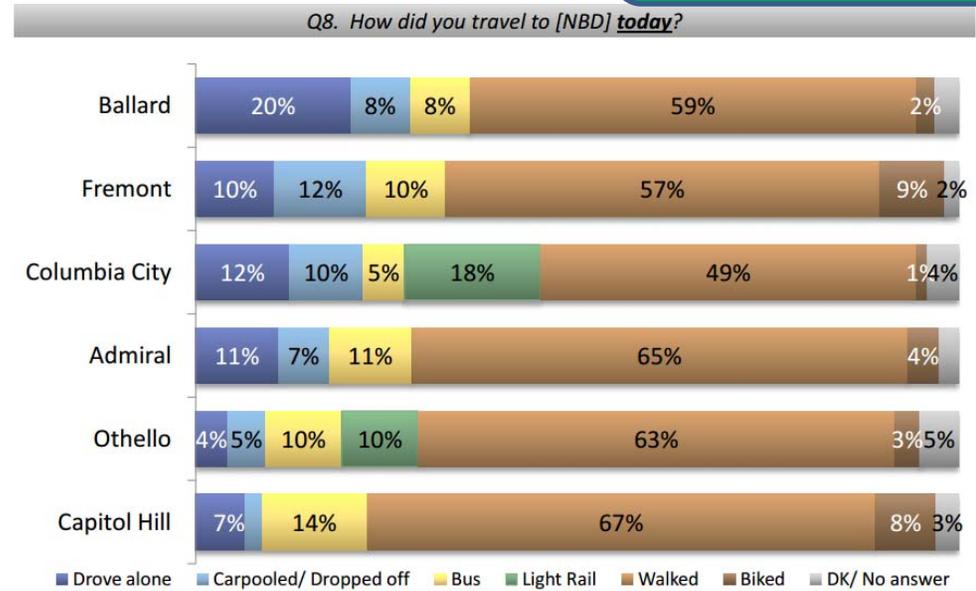


Visit Length:
Non-resident visitors were evenly split on visit length between those spending 0-2 hours and those spending more than 2 hours in Ballard.

Access mode

Customer access

Residents



Non-Residents

Who is parking at night?

Evening
parking



- Friday, June 21, 2013 from 7:00 PM to 8:30 PM
- Covered approximately 100 vehicles, often chose every 3rd vehicle to record

Vehicle registration

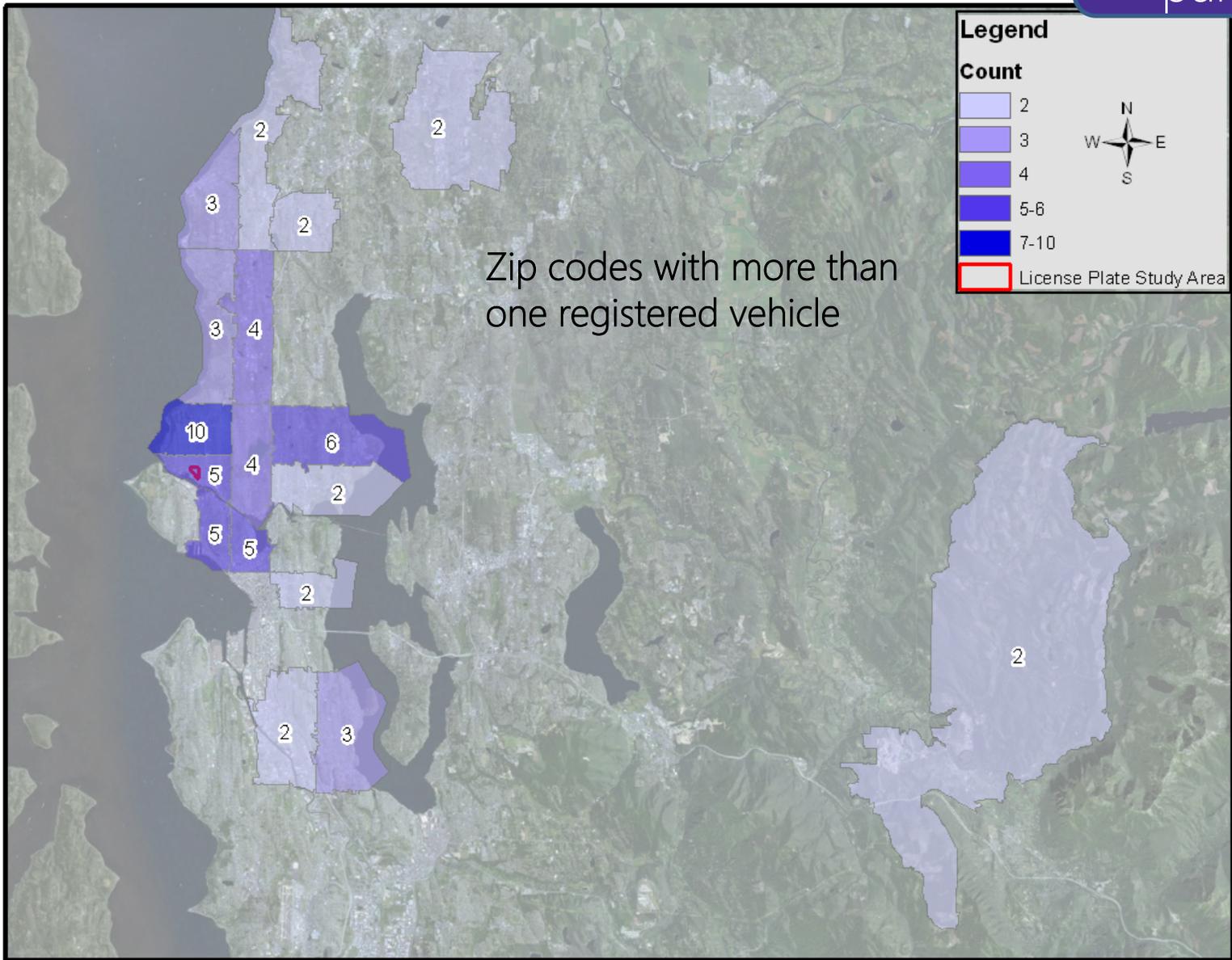
Cities/States With More than 1 Vehicle	
City/State	Percent of Observations
Seattle, WA	61%
Edmonds, WA	5%
California	3%
Snoqualmie, WA	2%
Tacoma, WA	2%
Woodinville, WA	2%
Mountlake Terrace, WA	2%
Illinois	2%

Evening parking

Cities/States With 1 Vehicle	
WA Cities	Other States
Goldendale, WA	Colorado
Mercer Island, WA	Idaho
Lynnwood, WA	Alaska
Port Angeles, WA	Oregon
Kenmore, WA	Virginia
Redmond, WA	New Mexico
Bothell, WA	
Yakima, WA	
Olympia, WA	
Tukwila, WA	
Vancouver, WA	
Bothell, WA	
Sunnyside, WA	
Shoreline, WA	
Pullman, WA	

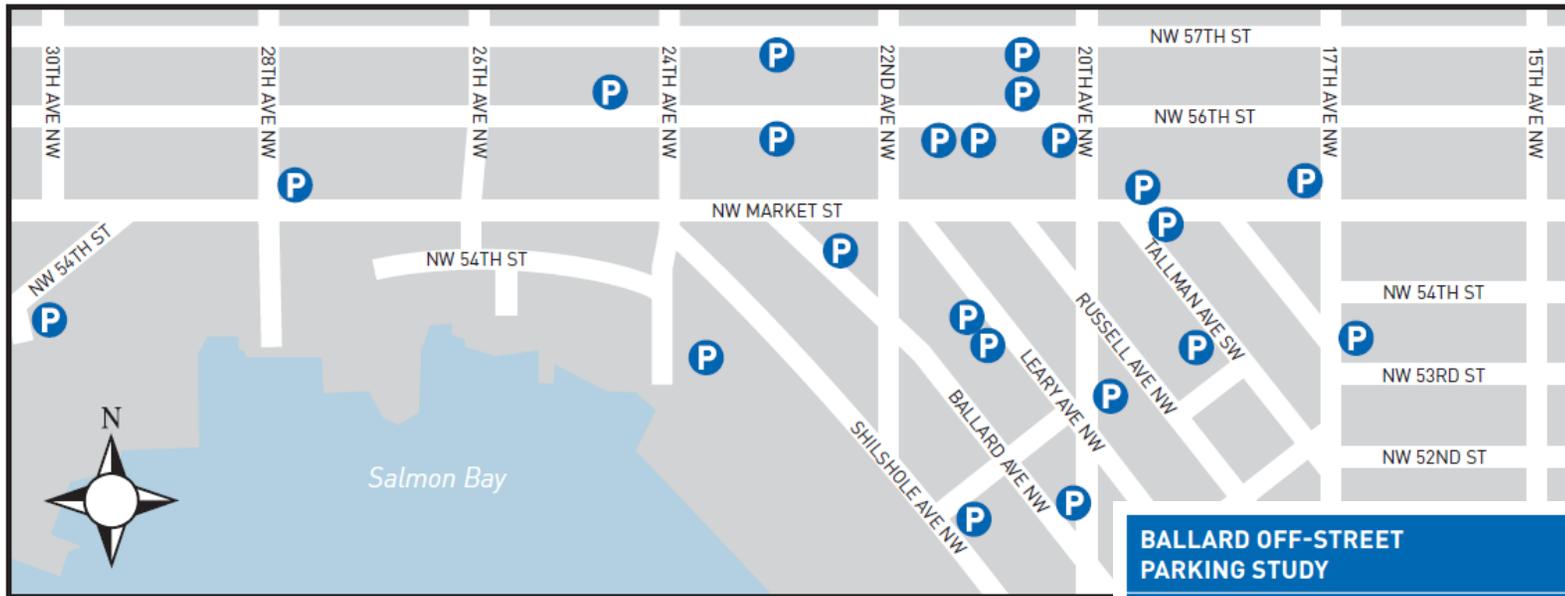
Location summary

Evening parking



Off-street study

Off-street
parking



BALLARD OFF-STREET
PARKING STUDY

July 2014



- Studied in May 2014
- Full report available on www.seattle.gov/transportation/parking/cp_ballard.htm



Off-street survey summary

Off-street
parking

	Weekday midday	Friday evening
Public spaces	945	1,133
Occupancy %	62%	31%

- Day rates are generally \$1 to \$4 per hour, or \$55 - \$150 / month
- Evening rates are generally flat \$3 to \$5 fee
- Most common payment form is cashbox

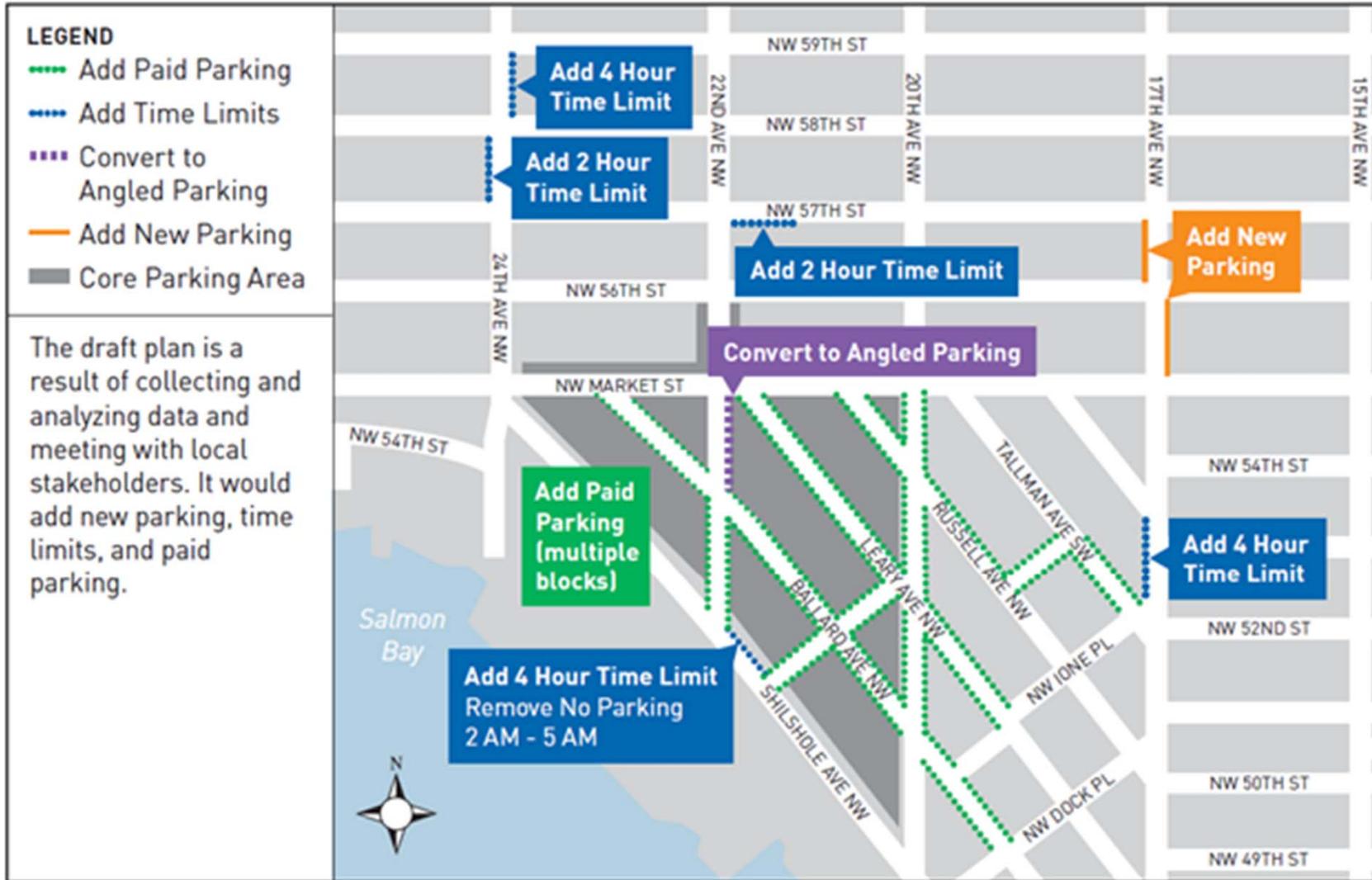


Summary

- On-street parking types are a mix from paid to time limited to unrestricted / 3-day parking
- Street parking is available throughout day on Market and to the north, very limited south of Market
- A third of employees drive and park on-street. Many employees live close.
- Many frequent customers and visitors in Ballard do not come by car, but Ballard has regional draw
- Off-street parking study found parking available, especially in evening

Proposal

PROPOSAL



Next steps

- September 2014: Survey, meetings, outreach
- October-November 2014: Respond to comments, refine to plan
- December 2014: Develop final plan and notify community
- 2015: Implementation

Questions?

Jonathan.williams2@seattle.gov | (206) 733-9026

http://www.seattle.gov/transportation/parking/cp_ballard.htm

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

