

Town of Vienna Parking Study

Town Council Conference Session

April 15th, 2024

N NELSON
NYGAARD





Agenda

- 1 Study Overview
- 2 Existing Conditions
- 3 Challenges & Opportunities
- 4 Recommendations & Strategies
- 5 Discussion



1

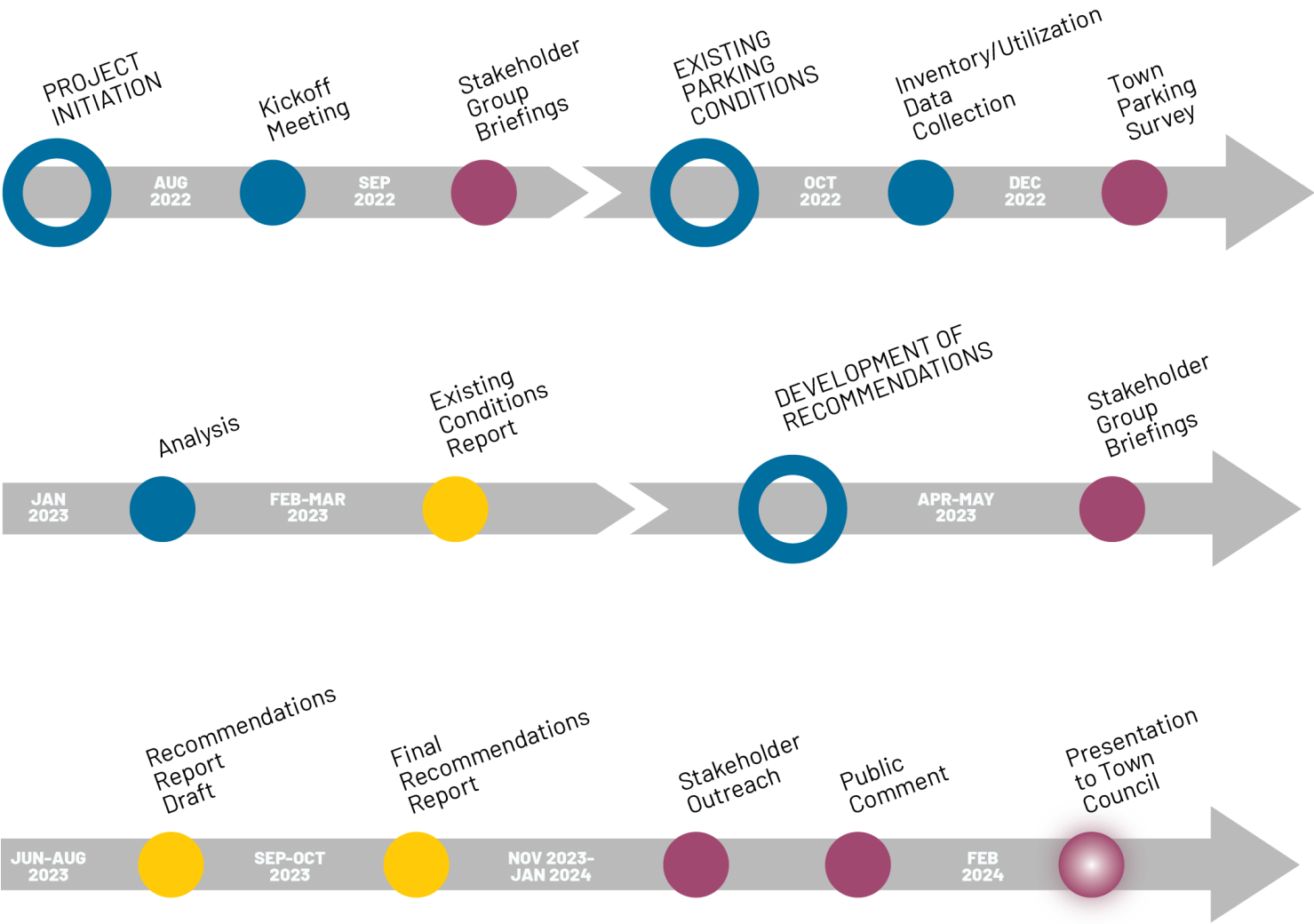
Study Overview

How did this project come about?

- In response to the 2019 Strategic Plan, Multimodal Transportation and Land Use Study (2019), the Economic Development Strategy and Zoning Code update process (Code Create Vienna), the time is right to evaluate:
 - the effectiveness of the existing parking program.
 - Is there too much, too little?
 - Does the Zoning Code need to be amended?
 - identify opportunities to better manage current and future demand.
 - What are the challenges and potential solutions?
- The study area focused on the Commercial Corridors of Maple Avenue and adjacent areas of Mill Street, Dominion Road and Church Street.



Schedule





2

Existing Conditions

Parking Inventory

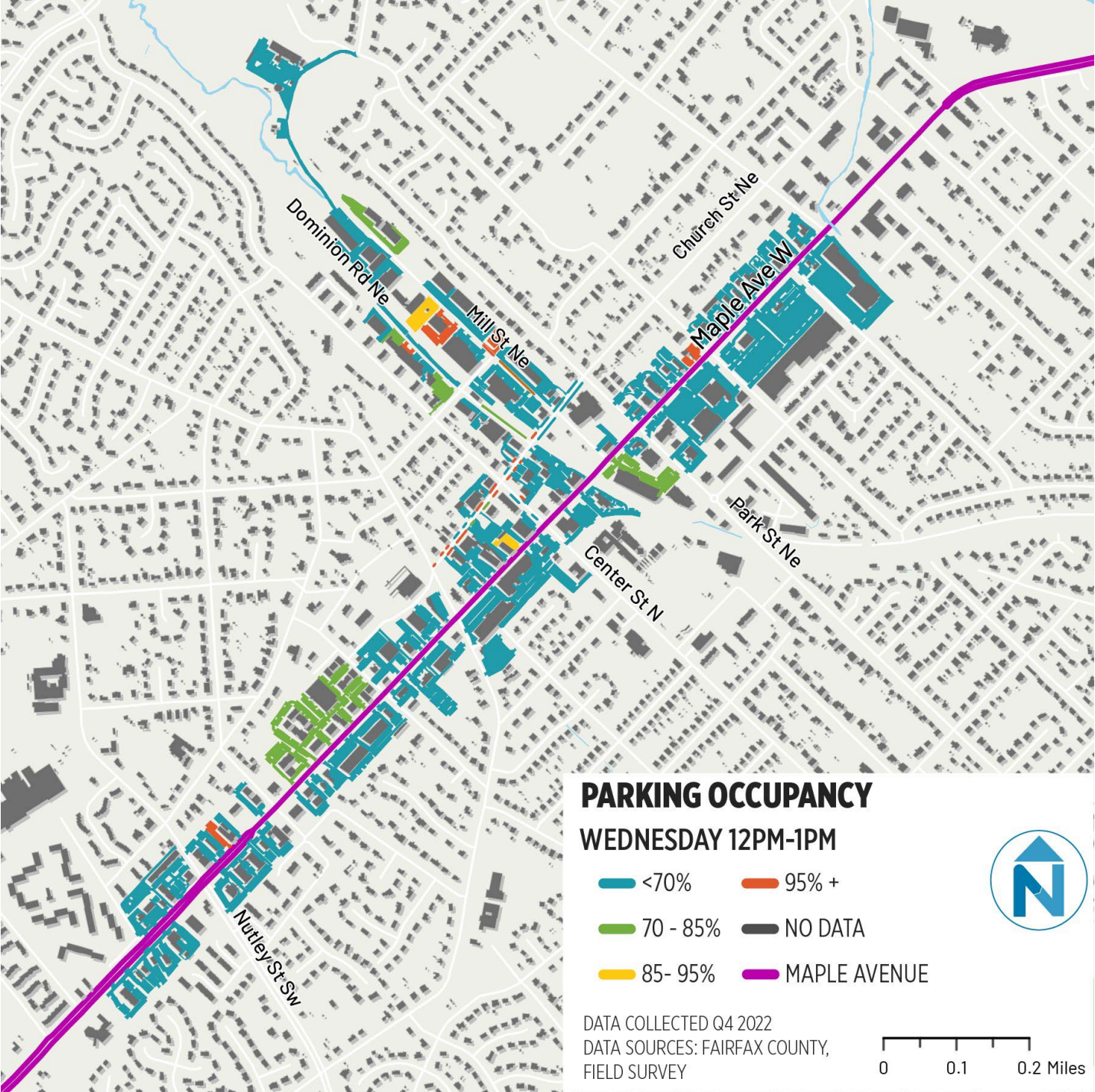
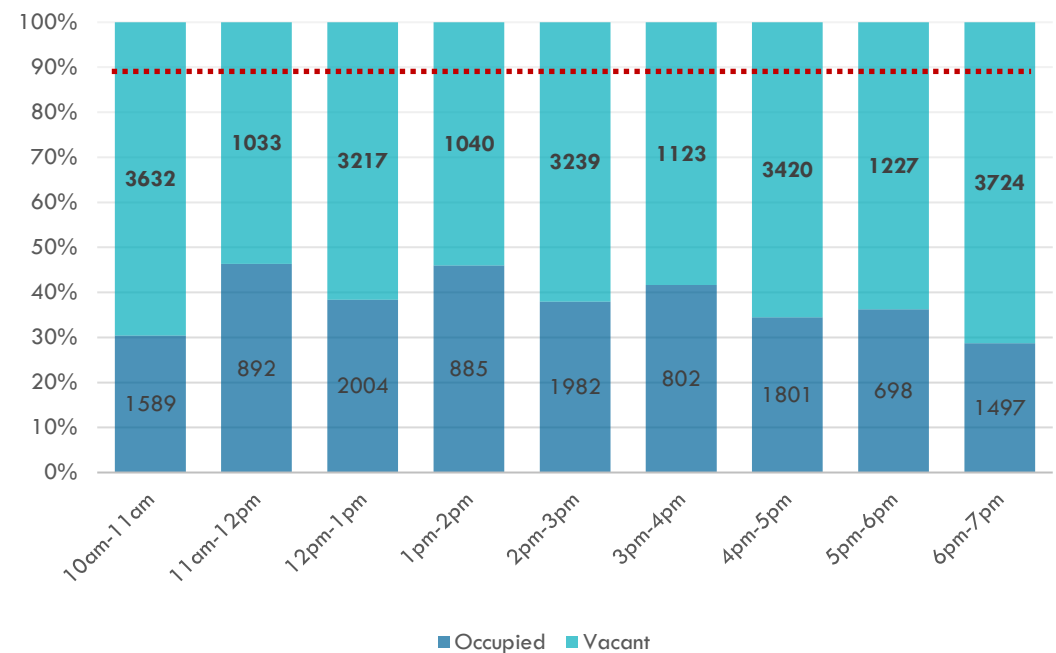
- 5,221 spaces in the study area
 - 5,127 off-street spaces
 - 5,033 privately-owned spaces
 - 60 publicly-owned spaces
 - 47 ADA spaces
 - 94 on-street spaces
 - All publicly-owned



Parking Inventory

- Weekday peak period (on-street and off-street) is 12pm – 2pm
 - Off-street parking is 45% full
 - On-street parking is 65% full

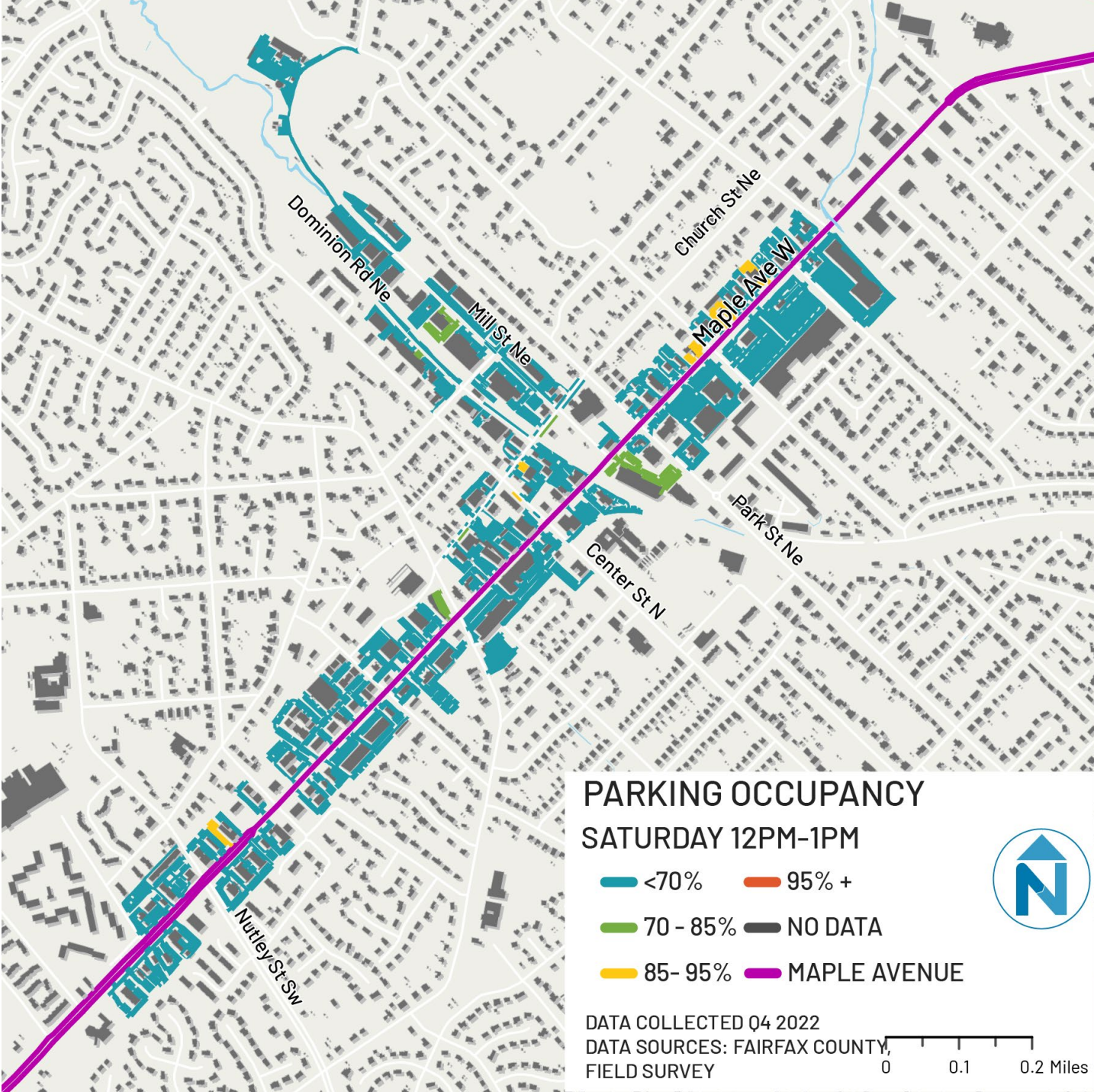
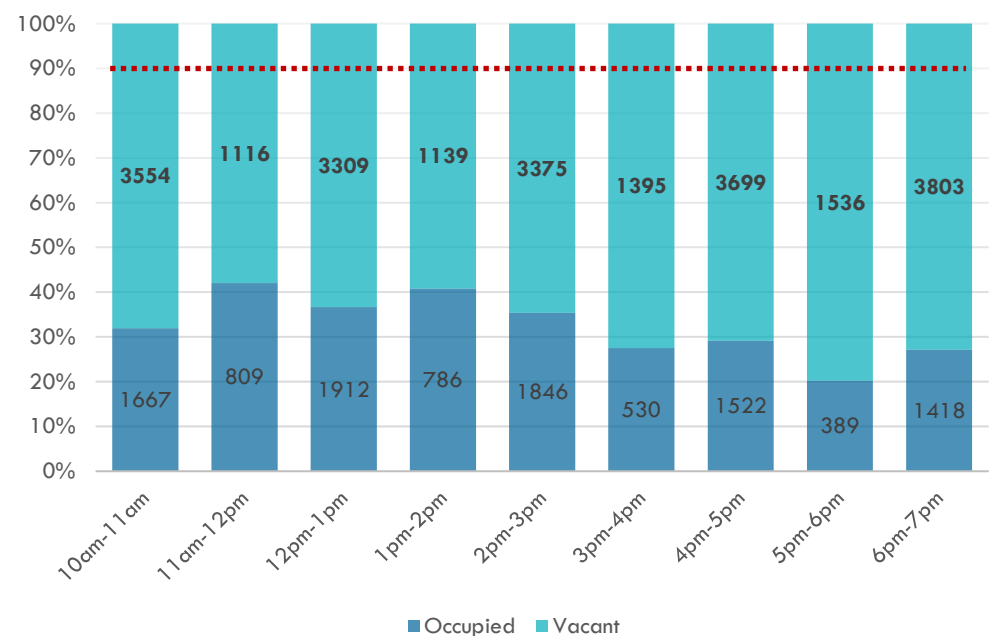
OVERALL WEEKDAY UTILIZATION



Parking Inventory

- Weekend off-street peak period is 12pm – 2pm (39% full)
- Weekend on-street peak period is 2pm – 3pm (78% full)

OVERALL WEEKEND UTILIZATION



Public Survey – Responses

- Between January 31, 2023 and March 1, 2023 747 responses were received from the survey.
- Respondents included employees, visitors, business/property owners & residents.
- The most common destinations were Maple Avenue & Church Street.
- 90% of respondents visited at least once per week with 50% at least four days/week.
- Most respondents drove alone and parked within the same block as their destination or on-site.
- Respondents like the ample free parking and the availability close to their destination.
- Many businesses have parking lots that customers can use, and these typically have spots open
- Respondents shared that there is plenty of parking if people are willing to walk a bit to their destination.

What Does This Mean?

- During existing peak demand, **many parking spaces are available in most locations.**
- This is not a parking supply problem – it's a **parking management problem.**





3

Challenges & Opportunities

Key Opportunities

- Underutilized parking
- Shared parking
- Wayfinding, signage, and education
- Parking regulations



Key Challenges

- Private ownership of parking
- Low amount of public parking
- Localized hotspots
- Knowledge of existing public parking





4

Recommendations & Strategies

High Priority Strategies

- Update zoning ordinance to allow for reduced parking
- Update zoning ordinance to allow adjustments to site parking
- Incentivize shared parking
- Improve wayfinding and branding
- Strategically invest in public parking supply in key locations
- Coordinate parking and event management

Update zoning ordinance to right size retail and service-based land-uses

- Address underutilized and oversupplied parking by reducing minimum parking requirements
- Right-size retail and services-based land-uses
- Incorporation of a new Shopping Center off-street parking requirement
- Parking reductions through shared parking calculations



Zoning Recommendations

- The following uses with currently 1 space per 200 sq. ft. requirements can be amended to 4 spaces per 1,000 sq. ft.
 - Financial Institution, Services (General and Personal), Animal Care Facility, and other like services
 - Office
 - Retail (General)
 - Grocery (to be consistent with retail)
- The following uses with currently 1 space per 300 sq. ft. could be amended to 3 spaces per 1,000 sq. ft.
 - Club or Service Organization
 - Cultural Facility or Museum
- Government parking is also currently required to provide 1 space per 300 square feet of gross floor area, and the recommendation would be to allow the Zoning Administrator to determine the requirement.

Zoning Recommendations

Incorporation of a new Shopping Center off-street parking requirement

- In line with the Zoning Code definition of a “Shopping Center”, a separate off-street parking requirement should be established to accommodate the current conditions within the Town and as recognized in peer jurisdictions.

Shopping Center Size (GFA)	Minimum Required Off-Street Parking Spaces
<100,000 gfa	4 spaces per 1,000 sq. ft.
>100,000 gfa	3 spaces per 1,000 sq. ft.

- The shopping center land-use designation enables the development to meet the off-street parking requirements at build-out and all subsequent change of individual tenants do not have to show parking adequacy since the development as a whole is already in compliance.

Zoning Recommendations

Parking reductions through shared parking calculations

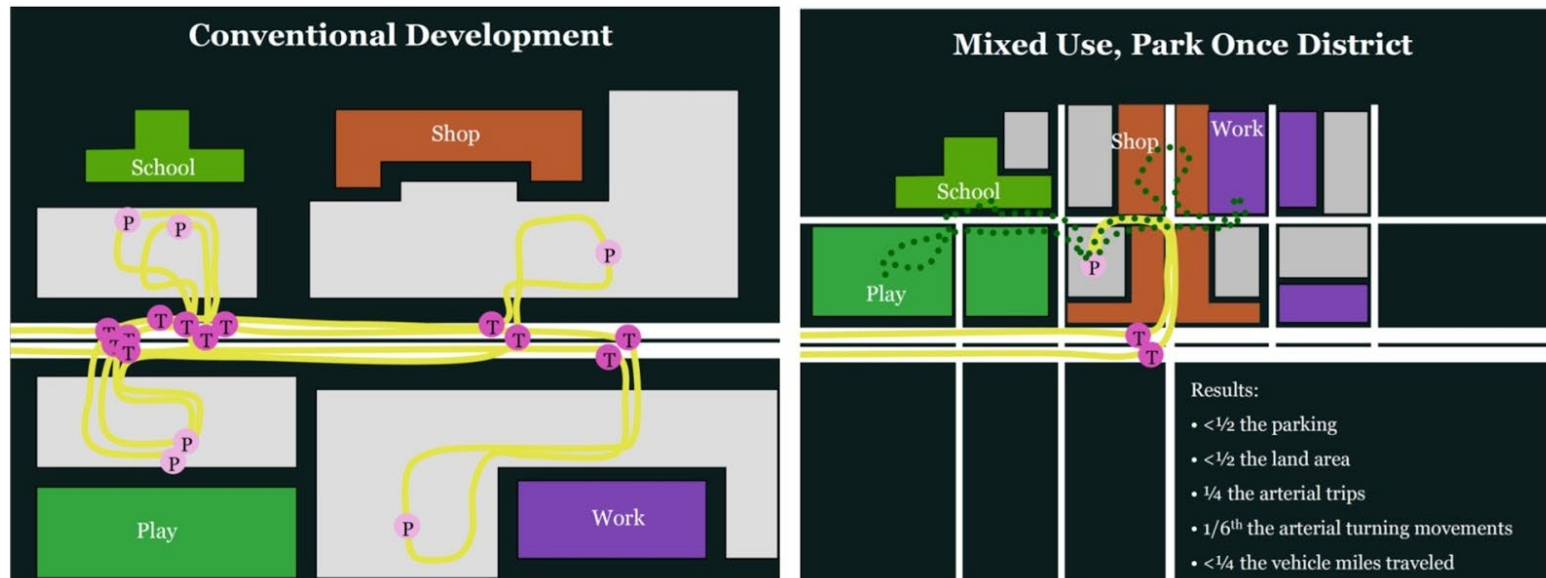
- Recognizing that providing parking can be a significant burden to redevelopment consistent with Town goals, the Town can allow shared parking on one site or for two or more properties to meet parking requirements.
- Approve a reduction in the number of required spaces provided on-site up to 66% for two uses that share the same parking area, whether on the same lot or abutting lots.
- Approval could be subject to conditions.

Use	Weekday 8am – 6pm	Weekday 6pm - Midnight	Weekday Midnight – 8 am	Weekend 6am – 6pm	Weekend 6pm - Midnight
Residential	60%	100%	100%	80%	100%
Office/Industrial	100%	10%	5%	5%	5%
Commercial/Retail	90%	80%	5%	100%	60%
Restaurant	70%	100%	70%	80%	100%
Entertainment	30%	100%	5%	80%	100%
Institutional (non-religious)	100%	40%	5%	10%	10%
Religious Institution	20%	40%	5%	100%	50%

Zoning Recommendations

Adopt design standards for parking facilities to achieve a vibrant streetscape and attractive walking conditions.

- To achieve a vibrant streetscape with safe and attractive walking conditions, Vienna should consider adopting code provisions that directly address the design of parking facilities.
- At a minimum, Vienna should adopt language that ensures connectivity between parking lots and minimizes future curb-cuts and driveway connections directly from parking lots onto Maple Avenue.



Zoning Recommendations

Update zoning ordinance to allow adjustments to site parking

- Allows the Town to address adverse off-site impacts from parking adjustments.



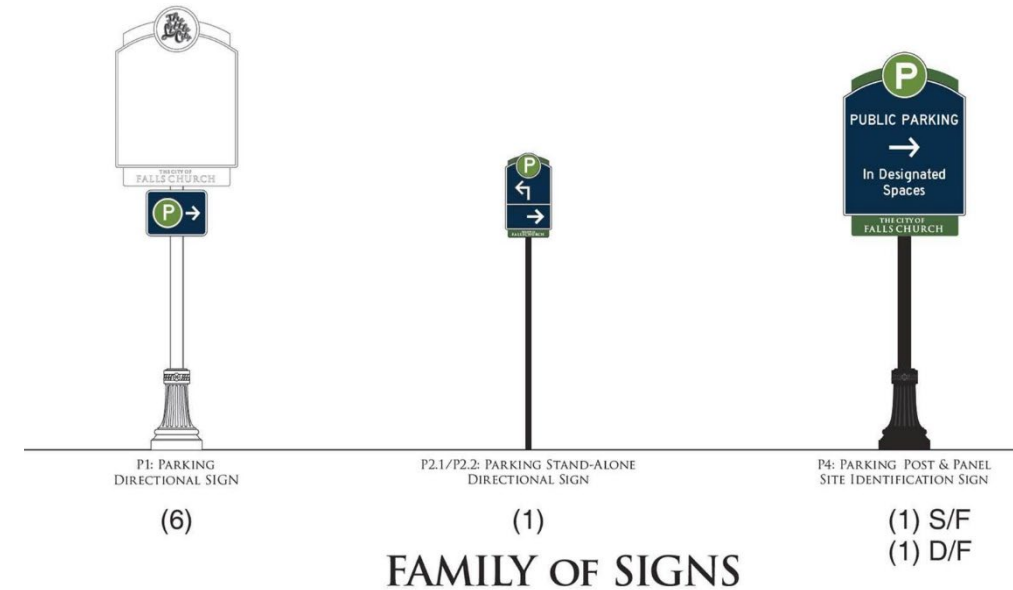
Shared Parking

- Assist businesses in creating business-to-business shared parking agreements
- Public-private shared parking
 - Town enters into shared parking agreements with owners of empty parking lots



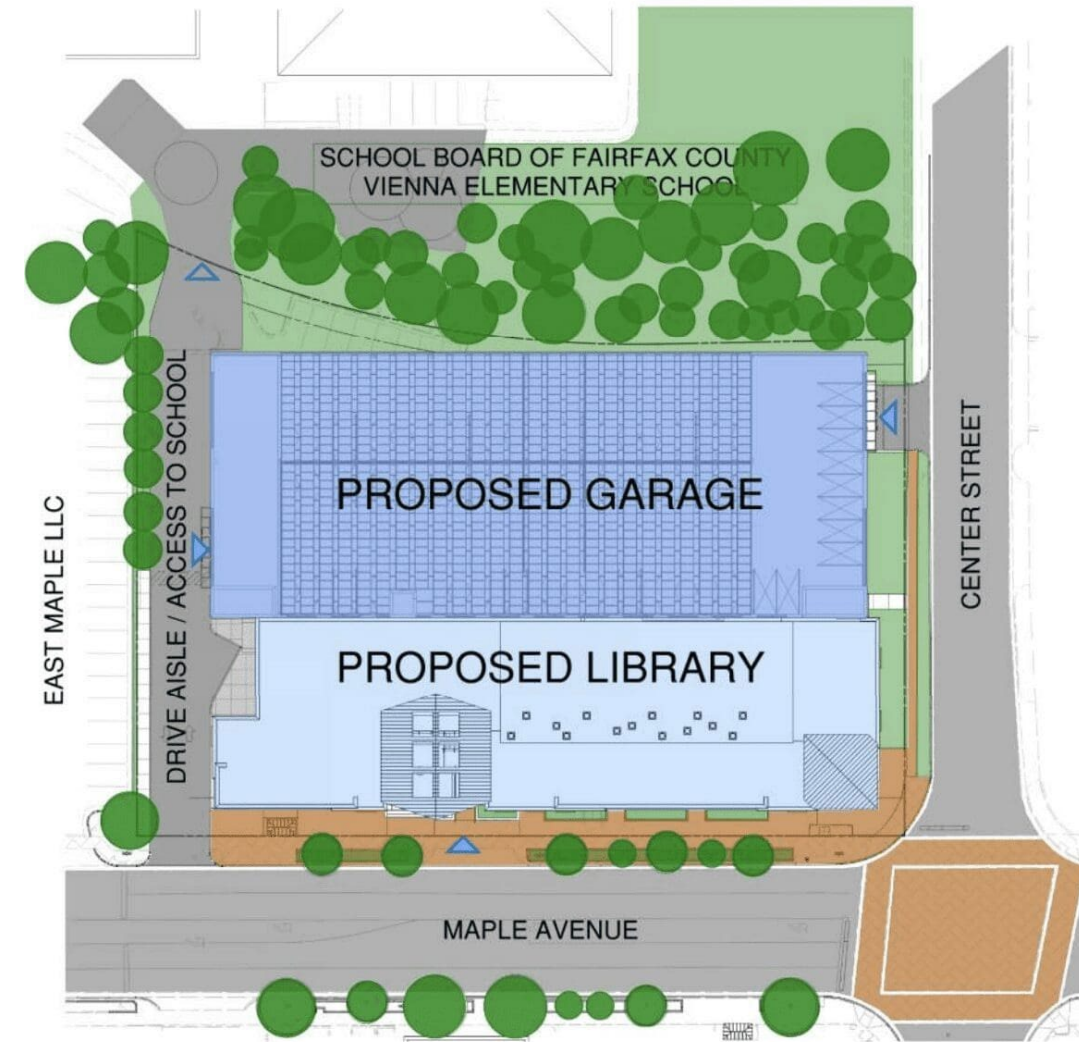
Improve and Coordinate Wayfinding and Branding

- Improve wayfinding options
 - Signs for off-street/on-street public parking
 - Make it easy for drivers/visitors to find public parking
- Accentuate branding and marketing for parking
 - Create a clearly identifiable set of public parking facilities



Strategically Invest in Public Parking Supply in Key Locations

- Parking management problem, not a parking supply problem
- Parking is expensive!
- Investing in public parking in key locations as new development occurs
 - As long as it makes economic sense
- Example: new Patrick Henry Library garage



Coordinate Programs and Event Management

- Physical signage, marketing, and a strong web-based information program
- Website updates
- Coordinate parking for event management between the Town and private event managers/organizers
- Consider valet parking for event management



Long-Term Strategies

- Create a “park-once” district
- Augment shared parking with microtransit
- Better manage delivery and drop-off activity
- Provide adequate and accessible ADA parking
- Incentivize use of public transit
- Improve and expand bicycle parking and repair facilities
- Prioritize pedestrian crossing safety
- Create a transportation demand management program
- Plan for long-term mobility and parking trends
- Estimate parking demand from all new developments based on a surveying and monitoring program
- Identify and allocate an on-going funding and/or revenue stream to support transportation and mobility investments throughout the Commercial Corridors



5

Discussion

THANK YOU!



Iain Banks, PTP

Sophia Constantine

202.454.3178

ibanks@nelsonnygaard.com