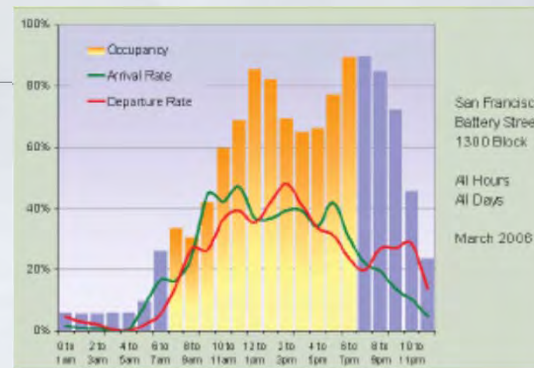


Technologies

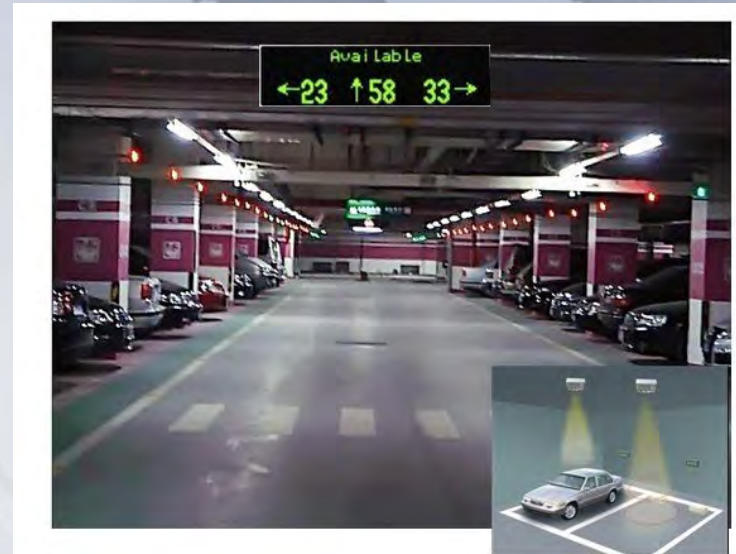
- Pay by Cell-phone
- In-car Meters
- Space Sensors
- Self-Enforcing
- Demand-Based Pricing



Maximizing Parking

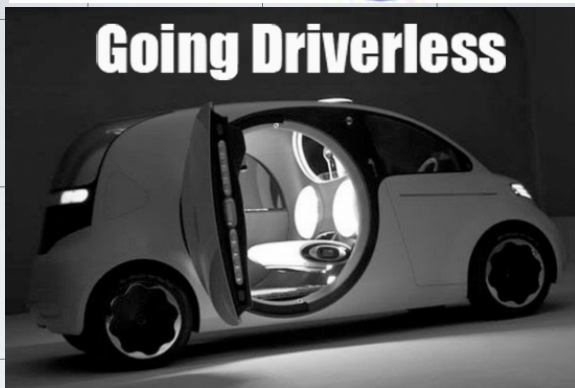
Technologies

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

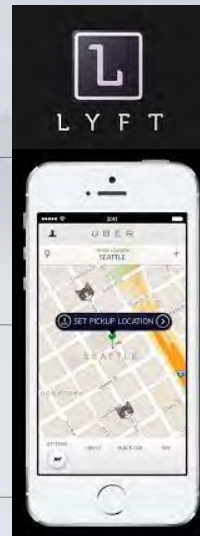


Maximizing Parking

The new "sharing economy" Something to Think About....



+



LYFT
EVERYONE'S PRIVATE DRIVER™



=



...and how soon?



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*



Community Strategy

Boulder's Approach: Access

- Provide for all modes – *walking, biking, transit and automobile*
- Provide for all ages and stages of life



Community Strategy

NAIOP
COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION
COLORADO CHAPTER

Boulder's Approach: Urban Design

- Integration with the physical and cultural context:
 - Vertically: mixed use
 - Horizontally: on the ground



Community Strategy

NAIOP
COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION
COLORADO CHAPTER

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

Community Strategy

Boulder's Approach: Depot Square

- TOD

- Vertically: mixed use

- RTD BRT Station
- Affordable Housing
- Hyatt Hotel
- Shared Garage
- Relocated historic depot

- Horizontally: on the ground

- Public plaza and complete street



Community Strategy

Bellevue 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

Questions and Discussion



Conclusion