The mission of the WFRPC is to provide professional planning, coordinating and advisory services to local governments, state and federal agencies and the public to preserve and enhance the quality of life in northwest Florida.
Previously

- Pensacola Central Business District (CBD) Parking Study (1995)
- Downtown Pensacola CBD Expanded Parking Study (1999)
- Pensacola Downtown Improvement Board Parking Management Analysis Phase I (2006) and Phase II (2007)
- Mayor Ashton Hayward’s Urban Redevelopment Advisory Committee Final Report (2012)
Purpose of the Study

To study the current parking supply and the existing parking regulations for the downtown Pensacola study area, review best practices throughout the country, and project future parking demand in order to support current and future development and businesses.
Project Overview

- Assessment and Demand Analysis
- Regulatory Overview
- Review of Best Practices
- Recommendations and Implementation
Study Area

Map 1 - Study Area
Study Area with Districts
City of Pensacola

Palafox Commercial Core
Gateway
Seville and Aragon
West End
East Waterfront

City of Pensacola; USFPC, March 2016
## Existing Parking Supply by Zone

<table>
<thead>
<tr>
<th>Study Area Zone</th>
<th>On-Street Parking</th>
<th>Off-Street Parking</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Marked</td>
<td>Unmarked</td>
<td>Public</td>
</tr>
<tr>
<td>West End</td>
<td>612</td>
<td>551</td>
<td>454</td>
</tr>
<tr>
<td>Palafox Commercial Core</td>
<td>976</td>
<td>315</td>
<td>1,014</td>
</tr>
<tr>
<td>East Waterfront</td>
<td>258</td>
<td>0</td>
<td>652</td>
</tr>
<tr>
<td>Seville and Aragon</td>
<td>436</td>
<td>113</td>
<td>20</td>
</tr>
<tr>
<td>Gateway</td>
<td>240</td>
<td>912</td>
<td>298</td>
</tr>
<tr>
<td>Total</td>
<td>2,522</td>
<td>1,891</td>
<td>2,438</td>
</tr>
</tbody>
</table>
# Marked On-Street Parking by Type and Zone

<table>
<thead>
<tr>
<th>Study Area Zone</th>
<th>Free, Unrestricted</th>
<th>Free, Time/Day Restrictions</th>
<th>Pay to Park/Meter</th>
<th>Permit Only</th>
<th>Accessible</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>West End</td>
<td>349</td>
<td>11</td>
<td>245</td>
<td>5</td>
<td>2</td>
<td>612</td>
</tr>
<tr>
<td>Palafox Commercial Core</td>
<td>263</td>
<td>400</td>
<td>274</td>
<td>4</td>
<td>35</td>
<td>976</td>
</tr>
<tr>
<td>East Waterfront</td>
<td>17</td>
<td>217</td>
<td>0</td>
<td>8</td>
<td>16</td>
<td>258</td>
</tr>
<tr>
<td>Seville and Aragon</td>
<td>427</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>9</td>
<td>436</td>
</tr>
<tr>
<td>Gateway</td>
<td>231</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>9</td>
<td>240</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,287</strong></td>
<td><strong>628</strong></td>
<td><strong>519</strong></td>
<td><strong>17</strong></td>
<td><strong>71</strong></td>
<td><strong>2,522</strong></td>
</tr>
</tbody>
</table>
Off-Street Parking by Type and Zone

<table>
<thead>
<tr>
<th>Study Area Zone</th>
<th>Off-Street Parking</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Public</td>
<td>Private</td>
</tr>
<tr>
<td>West End</td>
<td>454</td>
<td>3,009</td>
</tr>
<tr>
<td>Palafox Commercial Core</td>
<td>1,014</td>
<td>4,352</td>
</tr>
<tr>
<td>East Waterfront</td>
<td>652</td>
<td>1,340</td>
</tr>
<tr>
<td>Seville and Aragon</td>
<td>20</td>
<td>760</td>
</tr>
<tr>
<td>Gateway</td>
<td>298</td>
<td>4,541</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,438</td>
<td>14,002</td>
</tr>
</tbody>
</table>
West End
Palafox Commercial Core
Map 4 - East Waterfront

Study Area Boundary
East Waterfront

On-Street Parking
- Free, Unrestricted
- Free, Time/Day Restrictions
- Permit Only
- Accessible

Off-Street Parking (#=Capacity)

City of Pensacola, WTRPC, March 2016
Seville and Aragon
Interactive GIS Map of Existing Parking Supply
# Existing Parking Demand by Zone

<table>
<thead>
<tr>
<th></th>
<th>West End</th>
<th>Palafox Commercial Core</th>
<th>East Waterfront</th>
<th>Seville and Aragon</th>
<th>Gateway</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Supply</strong></td>
<td>4,626</td>
<td>6,657</td>
<td>2,250</td>
<td>1,329</td>
<td>5,991</td>
<td>20,853</td>
</tr>
<tr>
<td><strong>Current Demand</strong></td>
<td>4,161</td>
<td>8,656</td>
<td>1,486</td>
<td>1,178</td>
<td>5,212</td>
<td>20,693</td>
</tr>
<tr>
<td><strong>Difference</strong></td>
<td>465</td>
<td>-1,999</td>
<td>764</td>
<td>151</td>
<td>779</td>
<td>160</td>
</tr>
</tbody>
</table>
## Future Parking Demand by Zone

<table>
<thead>
<tr>
<th></th>
<th>West End</th>
<th>Palafox Commercial Core</th>
<th>East Waterfront</th>
<th>Seville and Aragon</th>
<th>Gateway</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Supply</strong></td>
<td>4,626</td>
<td>6,657</td>
<td>2,250</td>
<td>1,329</td>
<td>5,991</td>
<td>20,853</td>
</tr>
<tr>
<td><strong>Current Demand</strong></td>
<td>4,161</td>
<td>8,656</td>
<td>1,486</td>
<td>1,178</td>
<td>5,212</td>
<td>20,693</td>
</tr>
<tr>
<td><strong>Future Supply</strong></td>
<td>0</td>
<td>551</td>
<td>0</td>
<td>0</td>
<td>1,268</td>
<td>1,819</td>
</tr>
<tr>
<td><strong>Future Demand</strong></td>
<td>2,022</td>
<td>541</td>
<td>522</td>
<td>7</td>
<td>1,155</td>
<td>4,247</td>
</tr>
<tr>
<td><strong>Total Supply</strong></td>
<td>4,626</td>
<td>7,208</td>
<td>2,250</td>
<td>1,329</td>
<td>7,259</td>
<td>22,672</td>
</tr>
<tr>
<td><strong>Total Demand</strong></td>
<td>6,183</td>
<td>9,197</td>
<td>2,008</td>
<td>1,185</td>
<td>6,367</td>
<td>24,940</td>
</tr>
<tr>
<td><strong>Total Difference</strong></td>
<td>-1,557</td>
<td>-1,989</td>
<td>242</td>
<td>144</td>
<td>892</td>
<td>-2,268</td>
</tr>
</tbody>
</table>
Shared Parking Analysis for the Palafox Commercial Core
Development-application review process in the City’s Land Development Code

Different factors are considered to determine parking requirements:

- District
- On-street parking
- Age of the building
- Adjacent and shared parking
- Design standards for parking garages
### July 1, 2014 City Population Estimates

<table>
<thead>
<tr>
<th>City</th>
<th>July 1, 2014 City Population Estimates</th>
<th>July 1, 2014 Metropolitan or Micropolitan Statistical Area Population Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boulder, Colorado</td>
<td>105,112</td>
<td>313,333</td>
</tr>
<tr>
<td>Charleston, South Carolina</td>
<td>130,113</td>
<td>727,689</td>
</tr>
<tr>
<td>Pensacola, Florida</td>
<td>53,068</td>
<td>474,081</td>
</tr>
<tr>
<td>Traverse City, Michigan</td>
<td>15,042</td>
<td>147,610</td>
</tr>
</tbody>
</table>

Source: US Census Bureau
Review of Best Practices

Boulder, Colorado

- Eco-Pass Program
- Repayment of Pearl Street Mall improvement bond
- Funding to improvement district
- Parking structure debt service obligations
- Funding toward economic development initiatives
Review of Best Practices
Charleston, South Carolina

Tourism Management Advisory Committee identified goals to solve parking and congestion issues:

- Reducing and managing congestion
- Identifying parking assets to encourage pedestrian traffic
- Increasing alternative transportation modes including public transit
- Increasing pedestrian safety in a multi-modal transportation network
- Providing a variety of parking options for residents and visitors
- Developing park and ride lots
Review of Best Practices

*Traverse City, Michigan*

- Tax Increment Financing is used to pay off two bonds for recently-constructed parking garages
- The City’s Parking System is managed by the Downtown Development Authority
- Parking System contributes funds to the City’s General Fund each year
- Parking System Strategies:
  - Meter rates and time zones
  - Payment options
  - Bicycle Parking
Recommendations
and Implementation

Decrease Demand
- Transit
- Bicycling and Walking

Increase Supply
- Add more parking
Recommendations and Implementation
Recommendations and Implementation

How Should Future Parking be Financed?

- Privately-Owned Parking
  - Reduce parking requirements
  - Real estate abatements
- Publicly-Owned Parking
  - Revenue bonds
  - General obligation bonds
  - Special assessment bonds
  - Double-barreled bonds
  - Tax increment finance bonds
- Public-Private Partnerships
- Lease Purchase Financing
Recommendations and Implementation

Other Recommendations

- Parking Utilization
- Marketing Campaign
- Mobile Parking Apps
The need for parking in the future should be seen as an opportunity for economic development.
Questions or Comments?

jill.lavender@wfrpc.org