



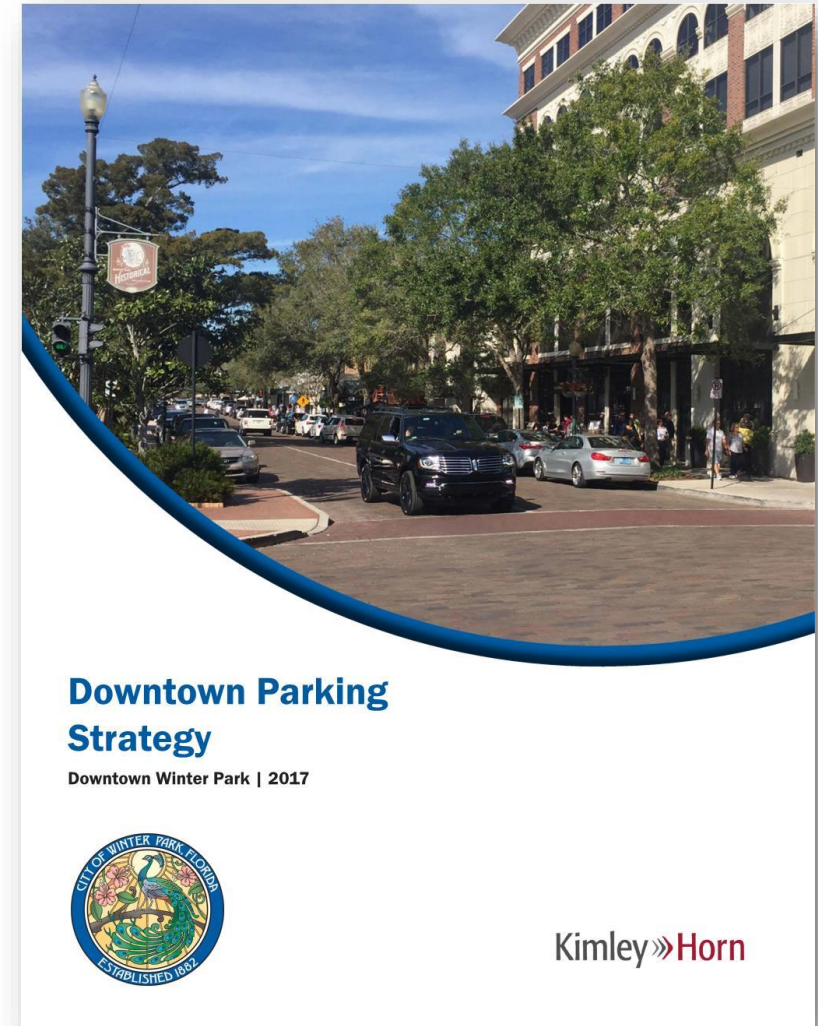
# Parking Code Modernization

Winter Park, Florida

Kimley»Horn

# Project Background

- Downtown Parking Strategy identified three key concerns:
  - Lack of prime parking turnover
  - Underutilization of existing parking resources
  - A need to modernize parking policies and practices to better align with community expectations and prepare for the future
- Recommended an immediate update to the city's parking code to a *context-sensitive approach*



# Context-Sensitive Parking

- Aligns parking requirements with community goals
- Reflects Winter Park's unique character
- Incentivizes shared parking and market-driven solutions
- Takes a data-driven approach to parking requirements
- Improves flexibility

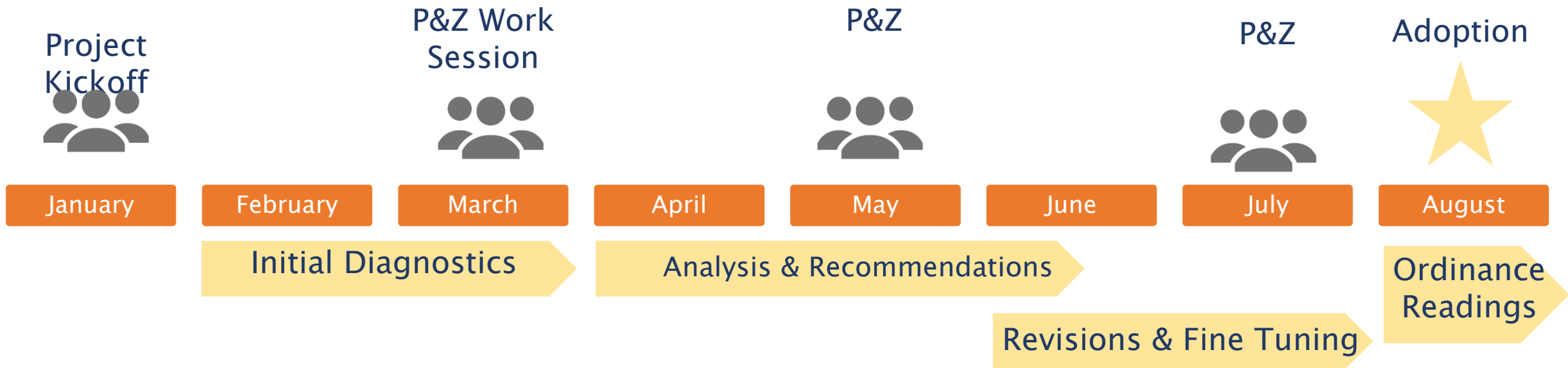


# | Context-Sensitive Parking



Parking HERE does not have to look the same as parking HERE

# The Process



# | Peer Cities Code Evaluation

## Parking Code Peer Review

- Delray Beach, FL
- St. Armands, Sarasota, FL
- Davidson, NC
- Asheville, NC
- Mt. Pleasant, SC
- Highland Park, IL



# Parking Rate Comparison

	Studio	1 bedroom	2 bedroom	3 bedroom+	General Commercial & Retail	Restaurant	General Office	Hotel	Total
<b>Winter Park</b>	2.0 per unit if building is 2 units or less; 2.50 per unit if building is 3 units or more				4 per 1000 ft <sup>2</sup>	20 per 1000 ft <sup>2</sup> of patron use Or 1 per 3-4 seats	4 per 1,000 ft <sup>2</sup> excluding some common areas	1.0 per room	<b>2,983 spaces</b>
<b>Based on this code, Park Avenue requires:</b>	496 spaces				1,102 spaces	462 spaces	895 spaces	28 spaces	
<b>Peer Cities</b>	1.29 per unit	1.4 per unit	1.6 per unit	1.75 per unit	3.8 per 1,000 ft <sup>2</sup> CBD: 2.75 per 1,000 ft <sup>2</sup>	10.12 per 1,000 ft <sup>2</sup> CBD: 5.42 per 1,000 ft <sup>2</sup>	3.16 per 1,000 ft <sup>2</sup> CBD: 2.66 per 1,000 ft <sup>2</sup>	1 per guest room	<b>1,948 spaces</b>
<b>Based on this code, Park Avenue requires...</b>	316 spaces				758 spaces	251 spaces	595 spaces	28 spaces	
<b>Difference</b>	180 spaces				344 spaces	211 spaces	300 spaces	0 spaces	<b>1,035 spaces</b>



# At A Glance.....

- Residential: 36% (1 80) more spaces required in WP when compared with peers
- Commercial: 30% (344) more spaces required in WP when compared with peers
- Restaurant: 45% (211) more spaces required in WP when compared with peers

# Reductions, Shared Parking & Exemptions

	Winter Park, FL	Davidson, NC	Delray Beach, FL	Highland Park, IL	Mt. Pleasant, SC	Asheville, NC	St. Armands, Sarasota, FL
<b>Reduction for CBD</b>	Allows reductions for restaurant parking only	May count on-street parking toward minimums	Reduction for restaurants in Atlantic Avenue area			No off-street parking required in CBD, various reductions offered in other districts throughout city	Buildings below 10,000 sq ft have no parking requirements; on-street may be counted toward parking requirement
<b>Transit proximity</b>				Reductions based on proximity to mass transit line and type of use (10-15% reduction)		Residential developments within a specified boundary to mass transit services are exempt from off-street parking.	
<b>Shared Parking</b>	Limited; may lease supply in excess of minimum	May share up to 50% of required spaces if certain		Allowed in mixed use developments based on ULI methodology;  Allowable reductions: Retail/Service	Allowed in cases as prescribed in ULI for uses with	Up to 100% of parking requirements per approval	Upon approval of Zoning Board

# | Demand Analysis

# Park Avenue Demand Analysis

Land Uses Within Park Avenue	Intensity	Unit of Measure	Winter Park Current Minimum Parking Standards	Observed Demand per 2013 Study			
				Weekday Daytime	Weekday Evening	Weekend Daytime	Weekend Evening
Retail	275,569	square feet	1102	847	877	828	829
Restaurant – Fine Dining*	34,705	square feet	347	446	554	371	588
Restaurant – Family**	8,449	square feet	84	75	67	102	86
Restaurant – Casual**	3,077	square feet	31	46	40	43	37
Office***	223,848	square feet	895	632	171	59	4
Condos****	89	dwelling units	223	Not included			
Apartments****	109	dwelling units	273	Not included			
Residential Visitors	198	dwelling units	0	4	13	4	13
Hotel*****	28	rooms	28	4	1	3	2
Total Parking Spaces			2983	2054	1723	1410	1559
Percent of current required spaces			100%	69%	58%	47%	52%

# Park Avenue Demand Analysis

Land Uses Within Park Avenue	Intensity	Unit of Measure	Winter Park Current Minimum Parking Standards	ULI Shared Use		Peer Communities – CBD/Downtown Districts						Peer Average	Peer CBD Average
				Weekday	Weekend	Davidson, NC Minimum	Davidson, NC Average	Delray Beach, FL	Highland Park, IL	Mt. Pleasant, SC	St. Armand's (Sarasota), FL		
Retail	275,569	square feet	1102	992	838	551	964	551	689	918	1102	1047	758
Restaurant – Fine Dining	34,705	square feet	347	535	826	69	95	416	87	347	231	351	188
Restaurant – Family	8,449	square feet	84			17	23	101	21	84	56	86	46
Restaurant – Casual	3,077	square feet	31	42	35	6	8	37	8	31	21	31	17
Office	223,848	square feet	895	850	0	448	616	817	560	745	889	707	595
Condos	89	dwelling units	223	109	159	89	134	156	178	134	89	142	142
Apartments	109	dwelling units	273	115	159	109	164	191	218	164	109	174	174
Residential Visitors	198	dwelling units	0	3	16	0	0	99	50	297	0	0	0
Hotel	28	rooms	28	16	15	56	77	20	22	28	28	28	28
Total Parking Spaces			2983	2662	2048	1345	2081	2388	1833	2748	2525	2566	1948
Percent of current required spaces			100%	89%	69%	45%	70%	80%	61%	92%	85%	86%	65%

| What did we learn?

# What did we learn?

- Keep the requirements simple and predictable.
- Update parking requirements to reflect modern demand rates based on location, proximity to transit, ability to share parking resources and walkability.
- Rely on national best practices and peer cities to ensure Winter Park remains competitive and in-line with the current market trends.
- Plan for the future and allow for flexibility through innovative mobility solutions.

# | Recommendations



# Context Areas



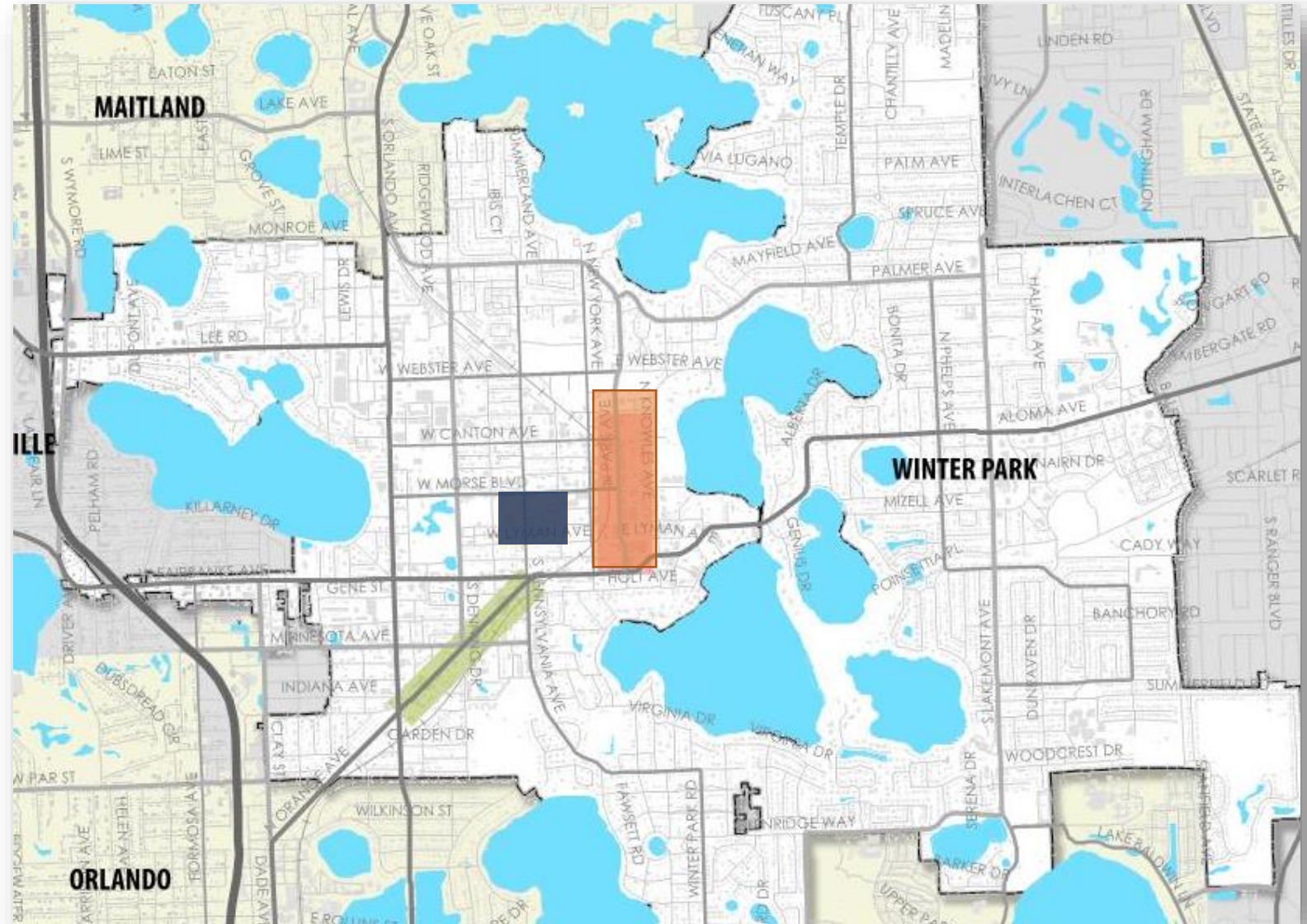
Park Avenue



Hannibal Square



Orange Avenue



# Recommendations

	Code Element	Park Avenue	Hannibal Square	Orange Avenue
Short-Term Recommendations	Modification of the Retail-to-Restaurant Conversion Variance	✓	✓	
	Fee-in-Lieu of Parking	✓	✓	✓
	Modernized Shared Parking Guidance	✓	✓	✓
	Updated Minimum Parking Requirements	✓		✓
	Captive Demand Reductions			✓
	Adaptive Reuse Incentives			✓

# Updated Minimum Parking Requirements

📍 PA – HS –  
OA

Revises the outdated minimum parking requirements outlined in the current code, which were established decades ago, to reflect modern travel patterns.



# Modification of Retail-to- Restaurant Variance

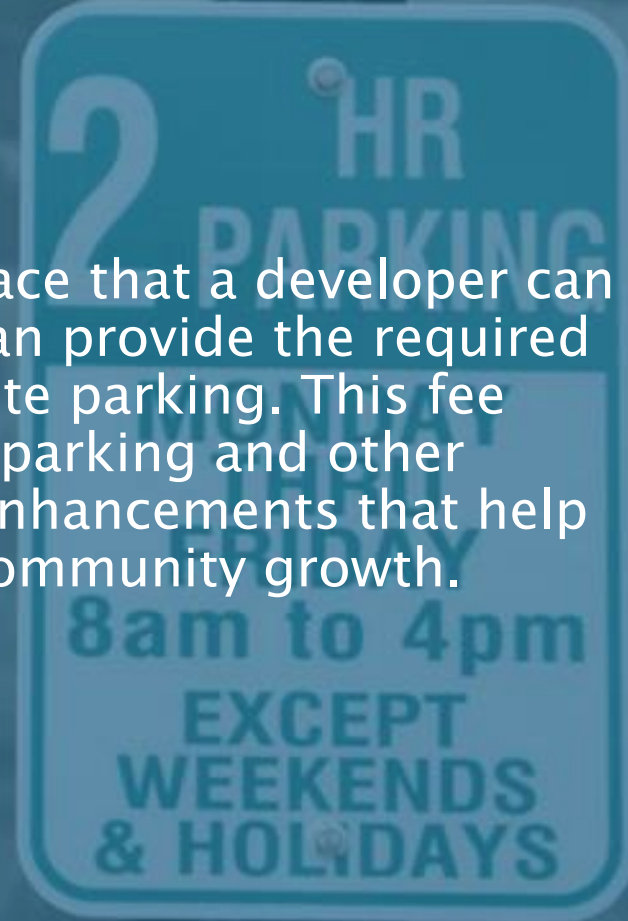


Modifies the existing variance in the current city code that waives the parking requirements when a retail space is converted to restaurant use.

# Fee-in-Lieu of Parking

📍 PA – HS –  
OA

A set fee per space that a developer can opt to pay rather than provide the required amount of on-site parking. This fee supports future parking and other transportation enhancements that help accommodate community growth.



# Modernized Shared Parking Guidance

PA – HS –  
OA

Updates the criteria for implementing, operating, and managing shared parking agreements, including public and private sector assets. There is currently little to no shared parking within the Park Avenue area including realistic walking thresholds.

EMPLOYEE PARKING  
AUTHORIZED VEHICLES ONLY  
VIOLATORS WILL BE TOWED

# Captive Demand Reductions

📍 OA

Allows complimentary uses to share parking as some of the demand is generated by other uses. Reducing the minimum parking requirement for the secondary use by up to 10% will account for this captive demand.

# Adaptive Reuse Incentives



Provides a total or partial exemption from the minimum parking requirement to developments that make use of existing structures.



# Long-Term Considerations

## Captive Demand Reduction

*Think internal trip/parking capture in mixed-used development.*

## Employer TDM Programs

*Efforts to reduce the peak employment parking demand through formal incentives, staggered work hours, mode shift, telecommuting.*

## TOD Reductions

*Parking discounts offered due to proximity to transit.*

## Parking Maximums

*Capping the amount of parking to ensure*

### *Locations*



PA – HS – OA



PA – OA



PA – HS – OA



OA

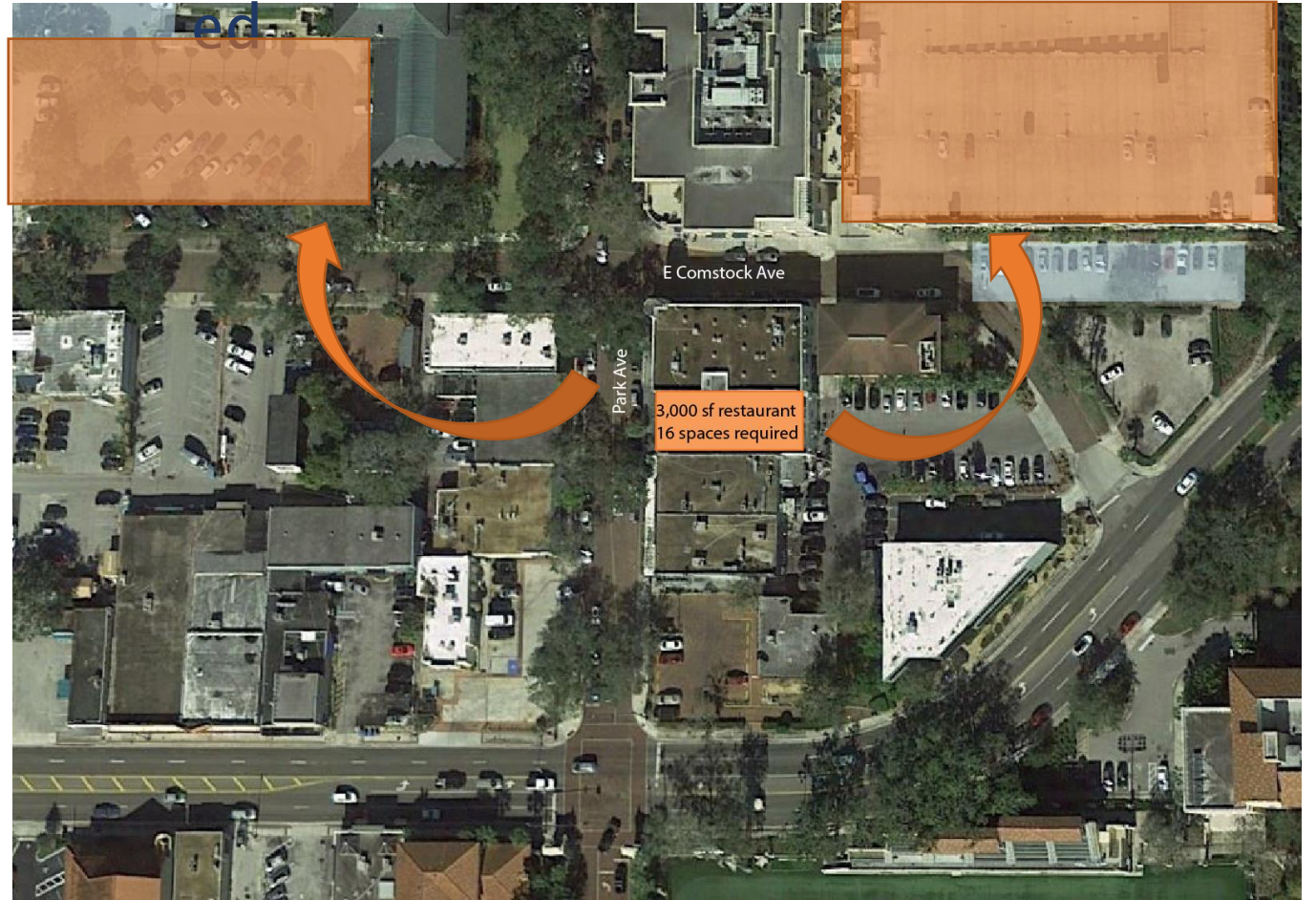
# | Case Studies

# Park Avenue

Current



Proposed

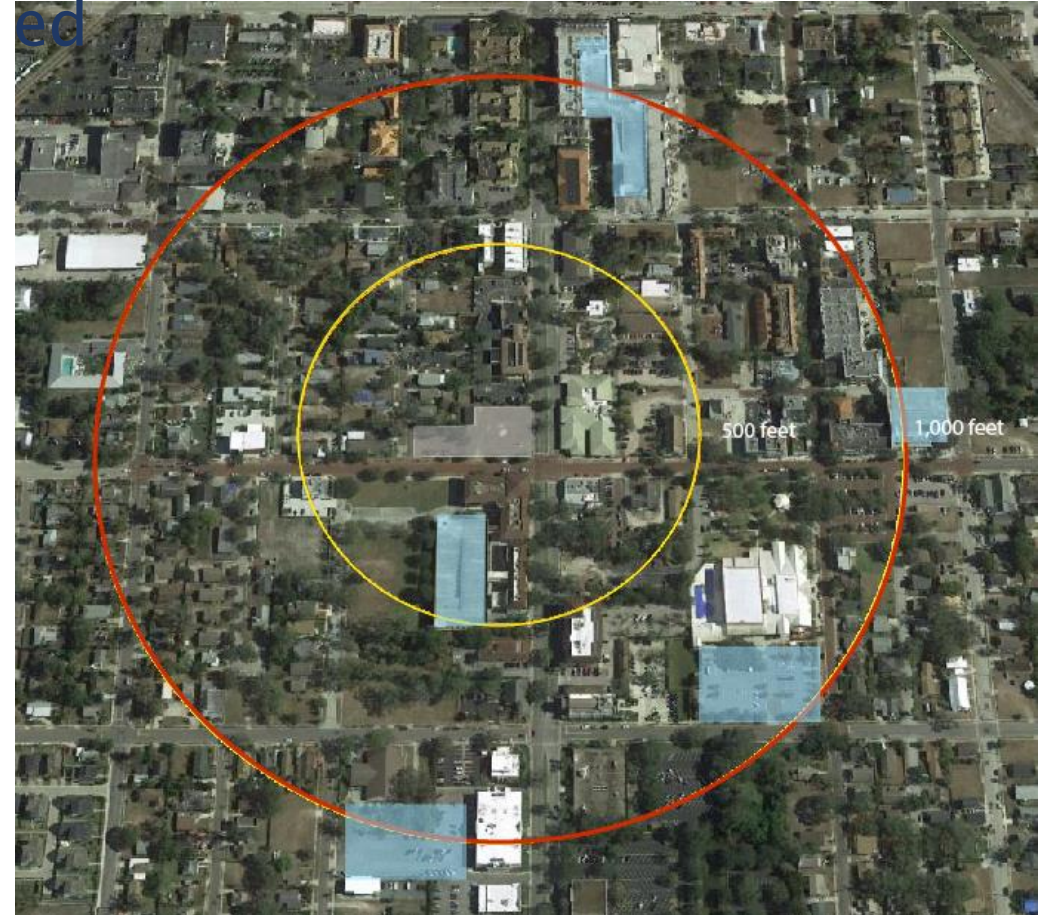


# Hannibal Square

Current



Proposed

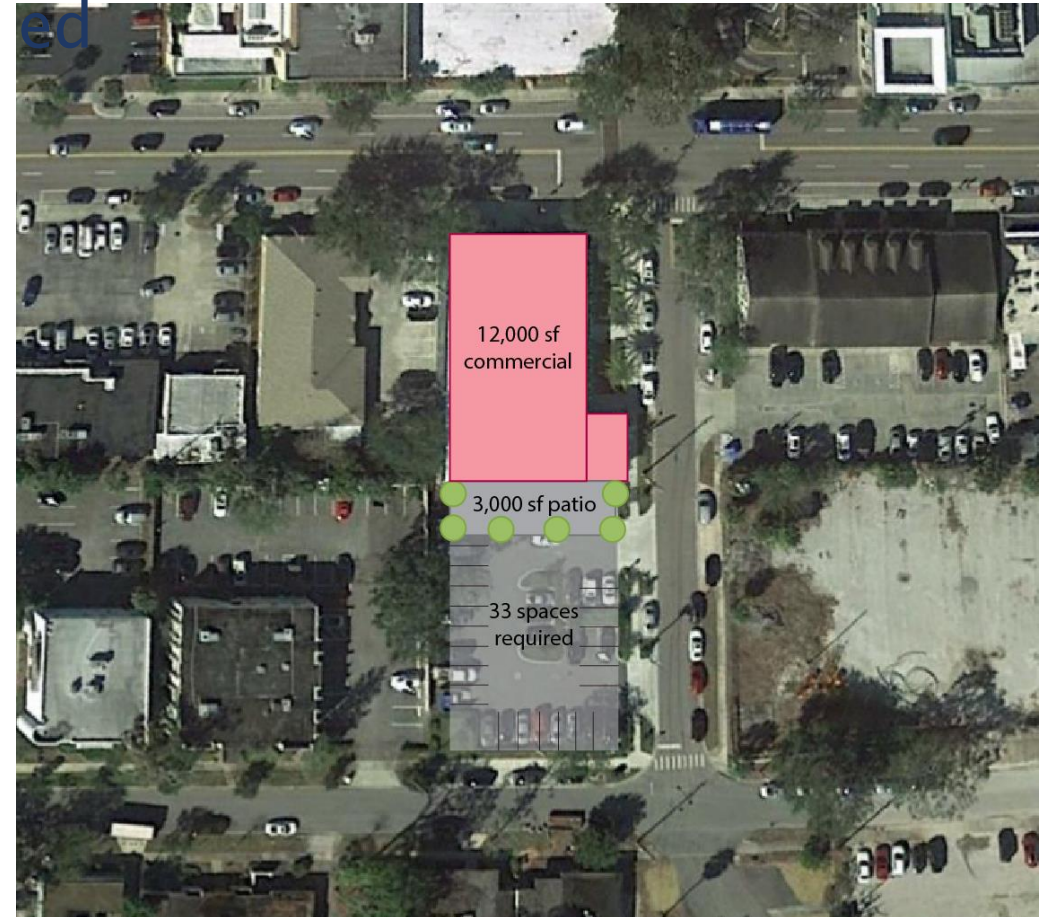


# Orange Avenue

## Current



## Proposed



# Discussion

Next Steps