



# LITTLE 5 POINTS PARKING DISTRICT

ULI CFL –  
MTAP PRESENTATION

ON BEHALF OF





LITTLE FIVE POINTS PARKING DISTRICT

## TABLE OF CONTENTS

1. The Project Overview and Goal
2. Research
3. Recommendations
4. Final Thoughts and Next Steps



PROJECT OVERVIEW AND GOALS



# PROJECT OVERVIEW AND GOALS

## Project Overview:

Developing a strategy and recommendations to promote an effective Parking Managed District for Little 5 Points that properly utilizes existing parking capacity, as well as identifies opportunities to unlock the full potential for those facilities and develop new parking assets and/or programs

## Goal:

Enhance parking availability, safety, and efficiency for businesses, visitors, and residents

Focus on creating sustainable parking solutions that balance local growth and community needs



# VIDEO

[Video Link](#)





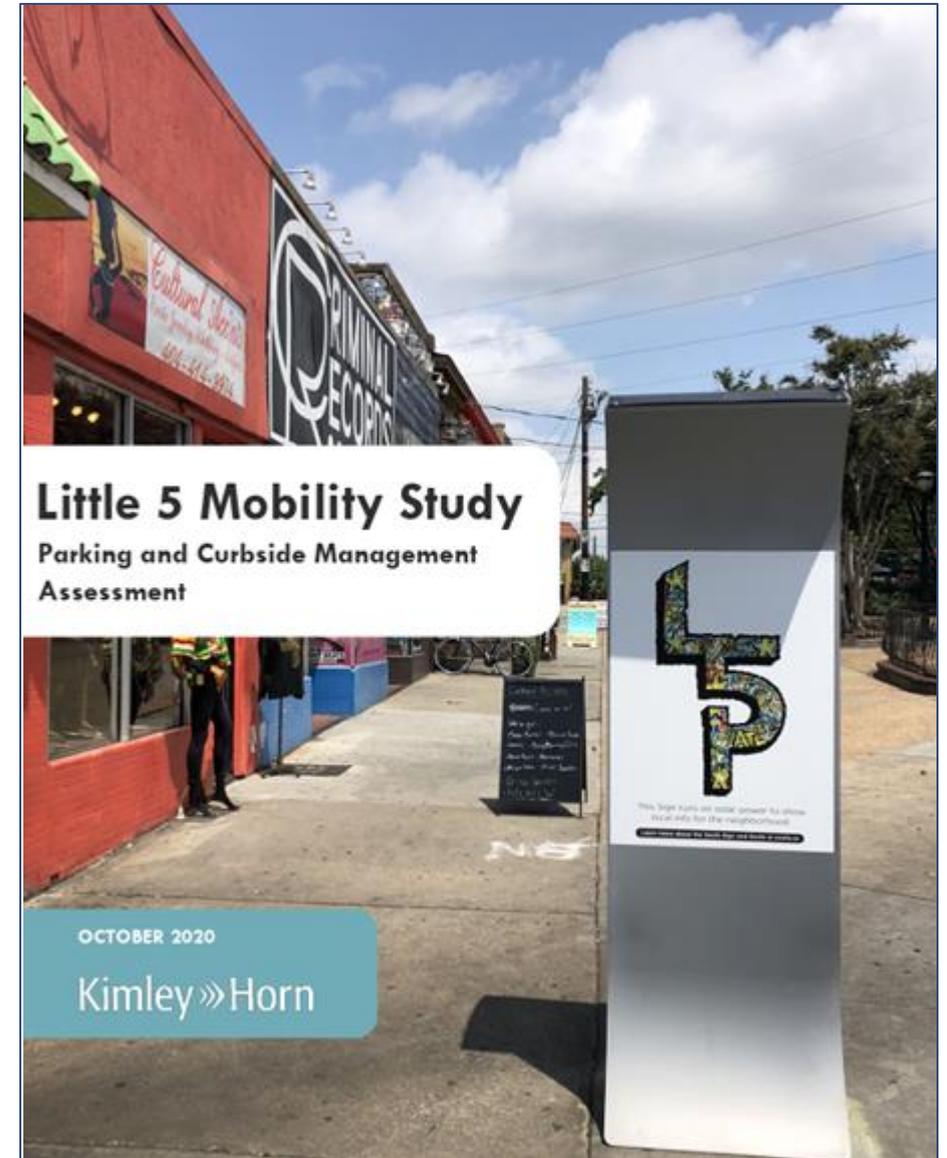
RESEARCH



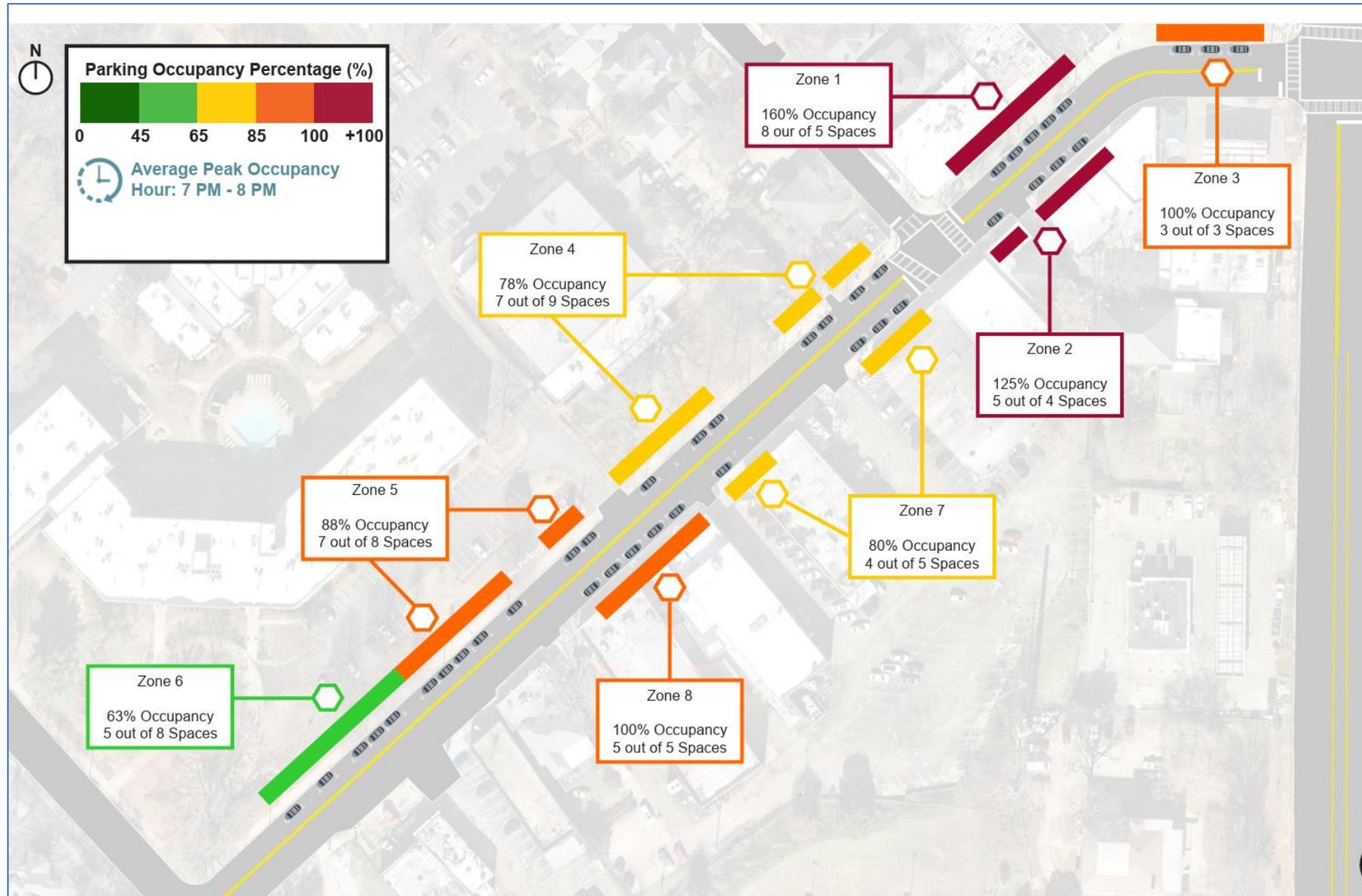
# KIMLEY-HORN REPORT – EXECUTIVE SUMMARY & FINDINGS

This study is part of the L5P Mobility Plan from June 2021.

- 246 on-street parking spaces
- 986 off-street parking in 27 facilities (paid & unpaid)
  - 19 facilities (391 spaces) free but patrons only
  - 3 facilities (230 spaces) charge Fri-Sun but operate as shared parking
  - 5 facilities (360 spaces) paid public parking
- Strategy: Develop a cohesive parking district that uses a shared parking philosophy with the goal that visitors park once.
  - Total of 1,232 spaces
  - Only 19% of which is shared parking



# KIMLEY-HORN REPORT – CURRENT SITUATION



- **Effective supply:** maximum # of spaces in use before a driver perceives the parking area as full (85%)
- 100%+ occupancy of metered spaces is from **parking turnover**. For example, the first car bought a 1-hour minimum time slot and only used 30 minutes.
- **Weekday peak parking activity occurred at 7:30 PM**, reaching 85% Wednesday, 90% Thursday, 126% Friday.
- Saturday remained above effective supply and **peaked at 6:00 PM at 136% occupancy**.
- (COA does not charge on Sundays)

# PERSONAS

There are three main different personas — **parking lot owners**, **neighborhood residents**, and **parkers** (visitors) — who have similar objectives in Little Five Points despite their different roles. These shared objectives often revolve around **safety**, **accessibility**, and **community vibrancy**.

Persona	Primary Goals	Shared Objectives
<b>Parking Lot Owner</b>	<ul style="list-style-type: none"> <li>- <b>Generate revenue</b> from parking</li> <li>- Keep lots <b>safe and clean</b></li> <li>- <b>Support businesses</b> nearby</li> </ul>	<ul style="list-style-type: none"> <li>- Promote <b>safety</b></li> <li>- <b>Accessible and immediate</b> parking</li> <li>- Encourage <b>foot traffic to local businesses</b></li> </ul>
<b>Neighborhood Resident</b>	<ul style="list-style-type: none"> <li>- Protect <b>neighborhood quality of life</b></li> <li>- <b>Ensure traffic</b> and parking regulations</li> <li>- Maintain <b>safety</b></li> </ul>	<ul style="list-style-type: none"> <li>- Prevent illegal or unsafe parking</li> <li>- <b>Support local</b> commerce</li> </ul>
<b>Parker/Visitor</b>	<ul style="list-style-type: none"> <li>- Find convenient and <b>affordable parking</b></li> <li>- <b>Alternative Parking</b> - MARTA</li> <li>- <b>Stay safe</b> while walking</li> <li>- Enjoy a <b>vibrant environment</b></li> </ul>	<ul style="list-style-type: none"> <li>- Access <b>safe</b>, legal parking with clear signage</li> <li>- <b>Enjoy walkable</b>, welcoming streets</li> </ul>

## Common Objectives for All:

- **Safety:** Well-lit, secure areas benefit everyone.
- **Accessibility:** Clear signage and designated parking reduce conflict.
- **Community Vibrancy:** A lively, clean district supports business, tourism, and resident pride.



RECOMMENDATIONS

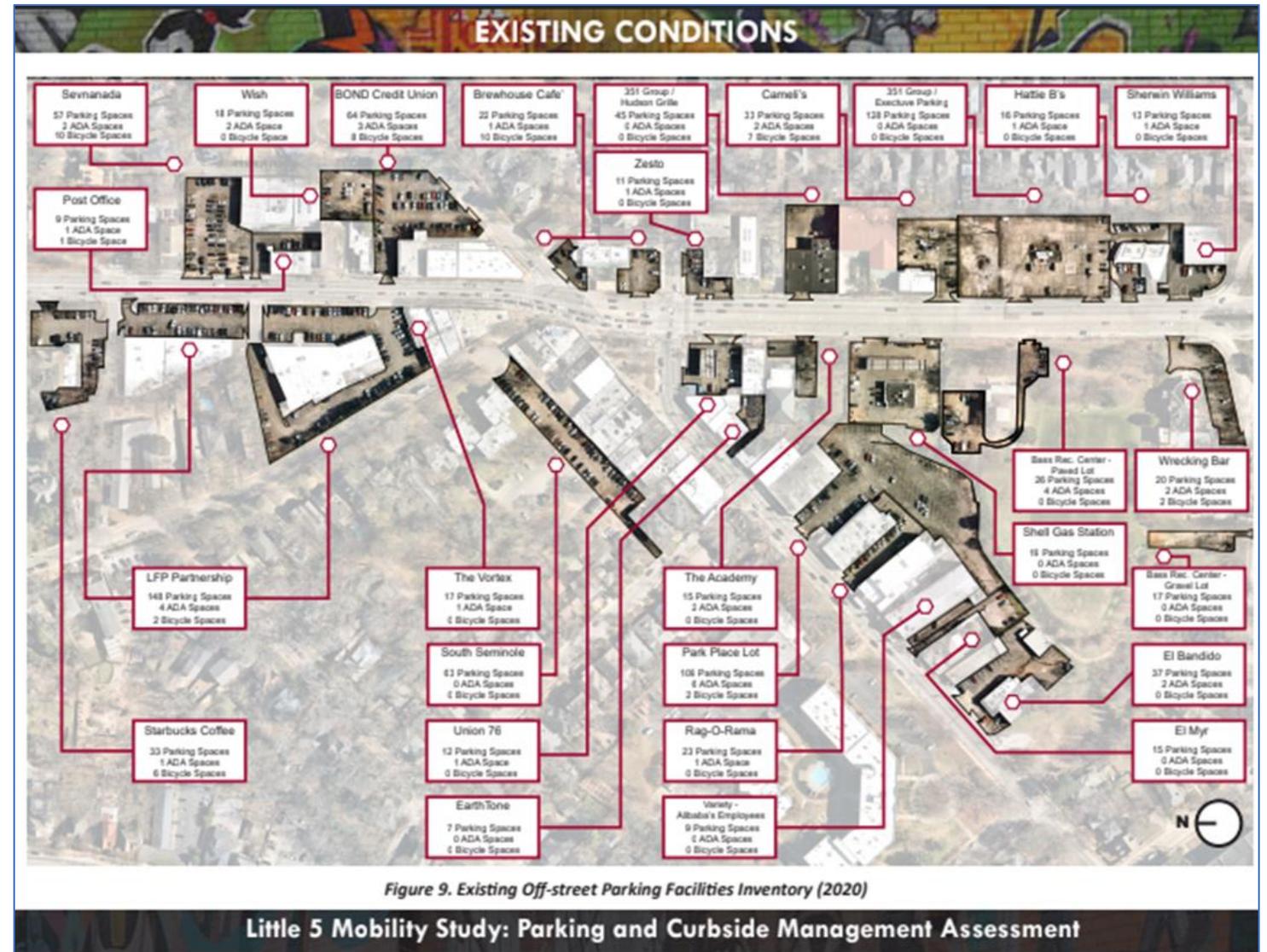


# SOLUTIONS TO OPTIMIZING THE CURRENT EXISTING PARKING

The district does not necessarily lack parking options, but is missing a comprehensive, intuitive parking experience for those visiting the neighborhood and businesses.

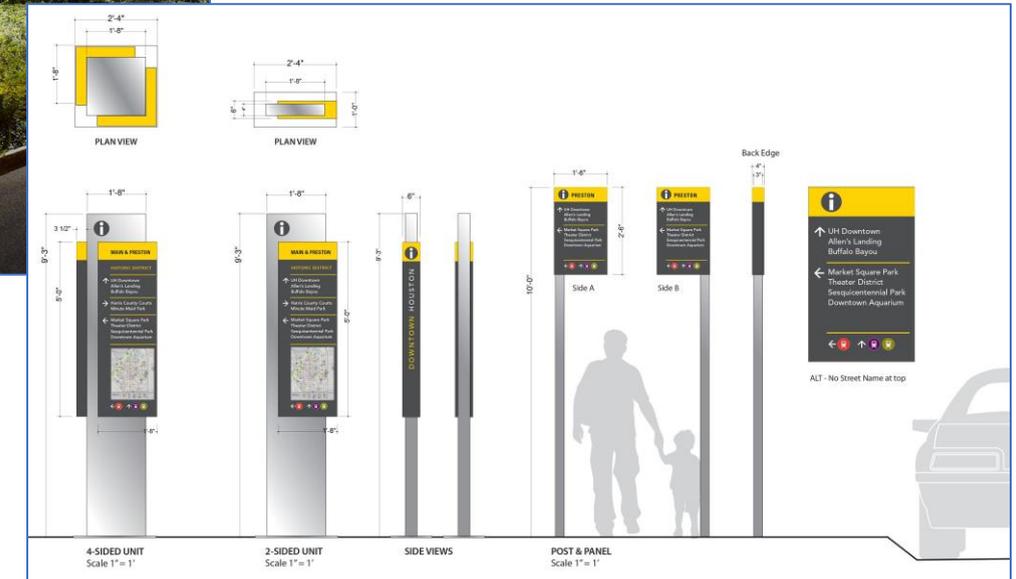
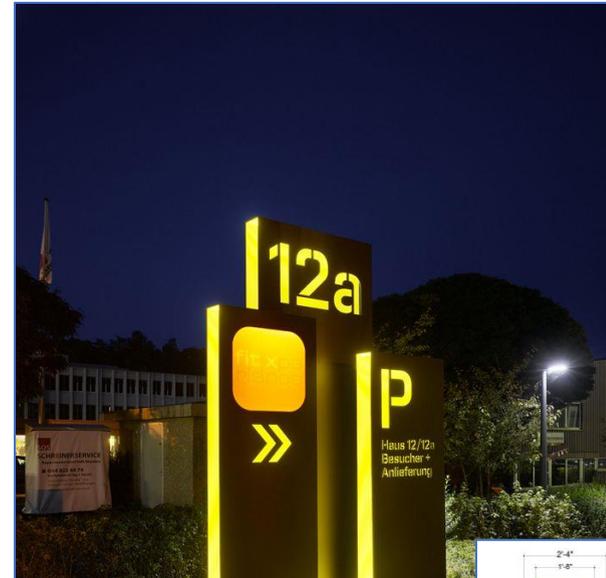
We have explored the following solutions:

- Better signage
- Parking Benefit District
- Parking Management District
- Additional Parking



# IMPLEMENT NEW SIGNAGE AND WAY FINDINGS

- Consistent feedback across multiple channels is that highly visible and intuitive wayfinding and signage is lacking for parking across the district
- This category of investment, along with consistent payment prompts developed with an operator, could help alleviate the confusion around parking in the area
- Presents an opportunity to not only provide FUNCTIONAL information, but also is a canvas to represent the creative CULTURE of the district



# PARKING BENEFIT DISTRICTS

Donald Shoup, 1938-2025

Donald Shoup was a Distinguished Research Professor in the Department of Urban Planning at UCLA. His research has focused on land economics, public finance, transportation, and parking.



“When Old Pasadena was almost a skid row, they were the first city in California to dedicate all the meter revenue to public services on the metered streets.... The merchants thought they would chase people away. When the city said all the revenue would go to pay for services, instantly people said, "Let's run the meters on Sunday, late at night...."”

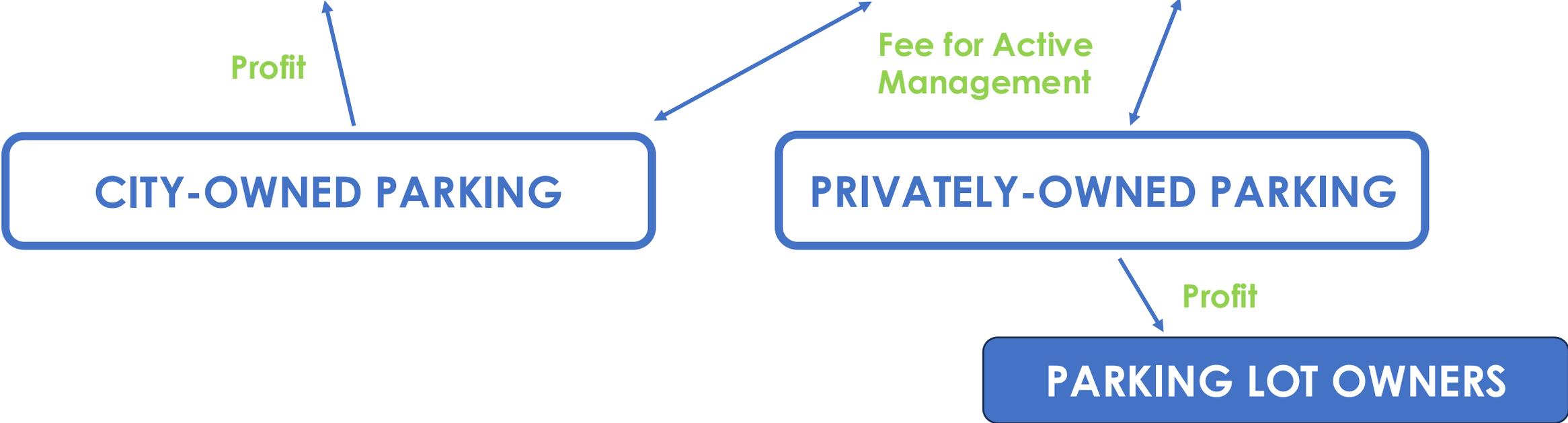
In Pasadena, you see the meter money at work. In Los Angeles, who knows where it goes? If L.A. did what Pasadena did with parking, it'd be a much better place.

“...remove all parking requirements for private businesses. Cities shouldn't require developers to give birth to unwanted parking spaces.”

# TWO COMPLIMENTARY STRATEGIES:

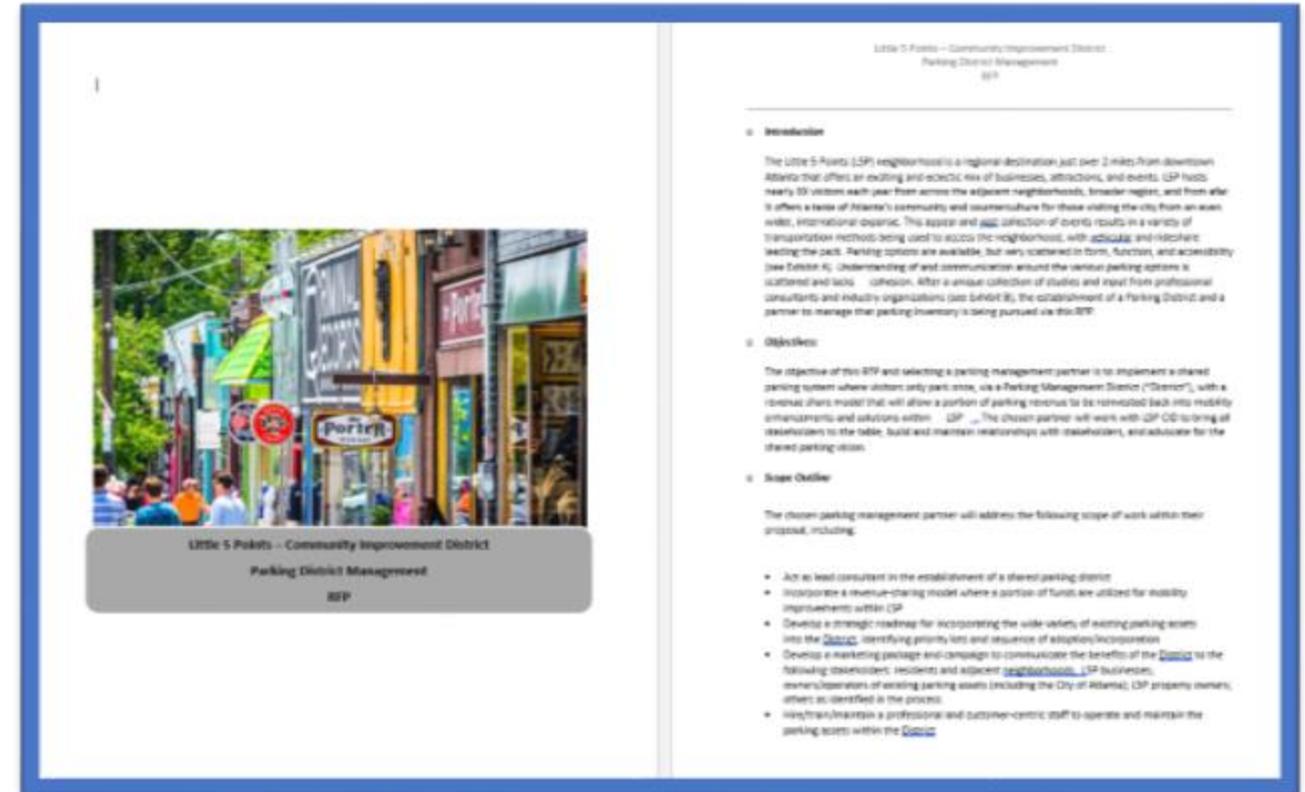
**PARKING BENEFIT DISTRICT**  
Pools revenue collected from city-owned street parking to be used for capital improvements within the district.

**PARKING MANAGEMENT DISTRICT**  
Unifies fee collection, enforcement, signage, safety patrol, etc. under one management structure.



# RFP AND IMPLEMENTATION PROCESS

- We have developed an RFP draft for the CID's use in going to market for a Parking Management Partner
- RFP includes:
  - Objectives
  - Scope Outline
  - Qualifications
  - Schedule
  - Selection Criteria
  - Exhibits
- Intended to serve as a WORKING DRAFT for the CID's use before officially going to market with a short-list of candidates



Link to DRAFT RFP for CID's use:  
[Little 5 Points Parking District Management RFP](#)

# SURVEY TO PARKING LOT OWNERS

Survey was sent to the 7 largest parking owners, with 4 responding

	Respondent #1	Respondent #2	Respondent #3	Respondent #4
Would your lot benefit from consistent <b>parking signage</b> to help customers find it?	<i>No, customers do not have any issues finding my lot</i>	<i>No, customers do not have any issues finding my lot</i>	<i>No, customers do not have any issues finding my lot</i>	[This owner requested to meet in-person, and shared the following feedback (paraphrased)]
Would your lot benefit from L5P district-wide patrol to <b>check for parking violations</b> ?	No	No	Possibly	<i>Street parking is inconsistent and poorly enforced. All street parking should be metered and available to L5P visitors.</i>
Would your lot benefit from L5P district-wide <b>security patrol</b> ?	Yes	No	Yes	<i>There are two types of parking lot owners in L5P: 1) owners that charge for parking and allow people to go to any business, and 2) owners that offer free parking for their business only and boot/tow cars whose owners patronize other businesses. Some of the second group receive kickbacks from towing companies as part of a predatory scam.</i>
Would you consider <b>paying</b> a portion of your parking proceeds into a <b>district-wide parking fund</b> ?	Possibly	No	Possibly	
If yes to the previous question, what ideas do you have for uses of these pooled resources?	<i>Patrolling officers throughout the area. Building public bathrooms in the area.</i>		<i>Human monitored security at peak times.</i>	
Do you have any <b>additional recommendations</b> for how parking lot owners should work together to improve L5P parking?		<i>Not a great idea other than directional signage</i>	<i>We just need consistency in rates and access. Moving your car to go next door is asinine.</i>	<i>A Parking Management District is "not workable" because there are too many competing interests between parking owners.</i>

# NEW PARKING OPTIONS – STRUCTURED PARKING

## Cost

- Construction costs for new structured parking average around \$25,000 per parking space (1).
- Land costs plus soft costs such as design fees could bring this figure to **\$40,000 or more per space.**

## Demand

- District parking decks are typically utilized as a secondary option, when closer on-street parking is not available.
- Demand for parallel spaces on Euclid Ave are only at or above effective supply 18.25 hours of the week (2).

**Conclusion:** A parking deck dedicated solely to L5P district use is questionable, because existing demand does not justify the high expense of additional capacity.

1. Cost estimate for a basic naturally ventilated precast deck without screening, according to an Atlanta-based cost estimator with Brasfield & Gorrie
2. Based on “Little 5 Mobility Study: Parking and Curbside Management Assessment,” data collected from meters in 2019 during peak usage month of August

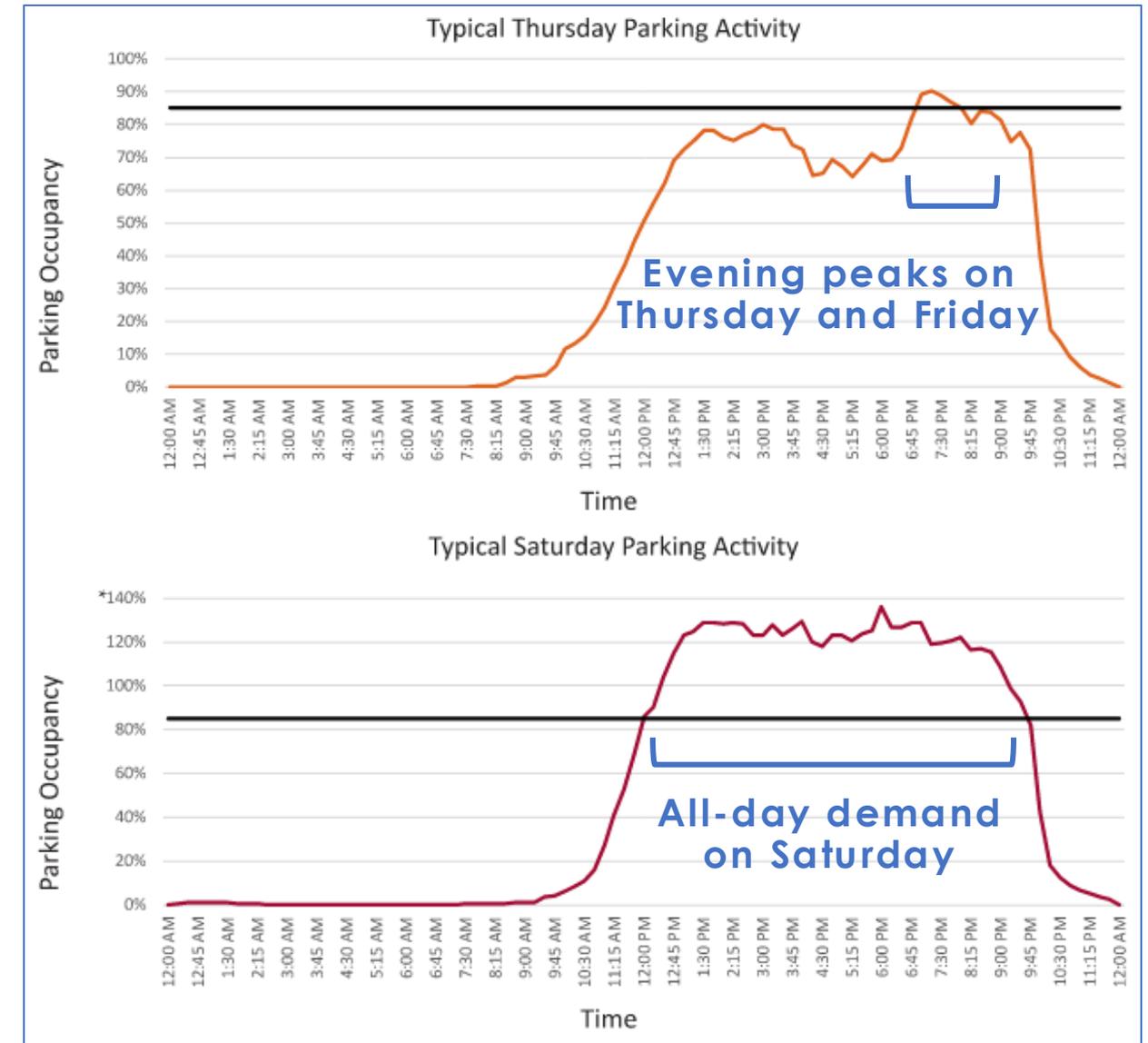


**Example of a precast parking deck without architectural screening**

# NEW PARKING SOLUTIONS – STRUCTURED PARKING

- Additional parking for district use may be most viable through a **Shared Parking** model.
- Shared parking is feasible when multiple uses with peak demands at different times share the same parking spaces.
- L5P parking demand peaks Thursday and Friday evenings and all day Saturday (1).
- Residential uses would be less-than-ideal candidate for shared parking with L5P, because peak demand times are too closely aligned.
- Office uses would be an excellent candidate for shared parking because it exhibits low usage during peak demand times for L5P.

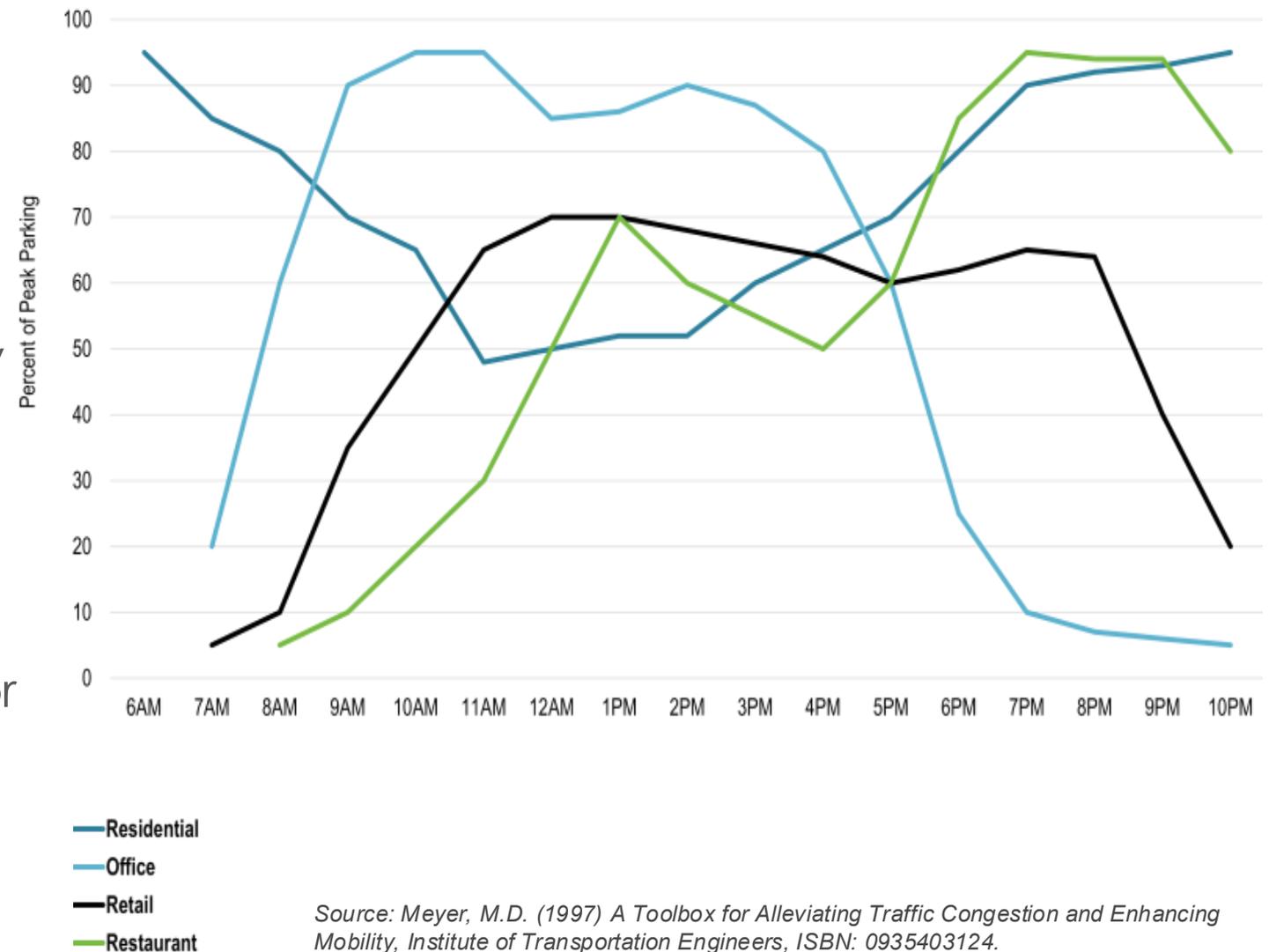
1. Based on “Little 5 Mobility Study: Parking and Curbside Management Assessment,” data collected from meters in 2019 during peak usage month of August



# NEW PARKING SOLUTIONS – STRUCTURED PARKING

- Additional parking for district use may be most viable through a **Shared Parking** model.
- Shared parking is feasible when multiple uses with peak demands at different times share the same parking spaces.
- L5P parking demand peaks Thursday and Friday evenings and all day Saturday (1).
- Residential uses would be less-than-ideal candidate for shared parking with L5P, because peak demand times are too closely aligned.
- Office uses would be an excellent candidate for shared parking because it exhibits low usage during peak demand times for L5P.

1. Based on “Little 5 Mobility Study: Parking and Curbside Management Assessment,” data collected from meters in 2019 during peak usage month of August



Source: Meyer, M.D. (1997) *A Toolbox for Alleviating Traffic Congestion and Enhancing Mobility*, Institute of Transportation Engineers, ISBN: 0935403124.

# NEW PARKING SOLUTIONS – STRUCTURED PARKING

Test-fit of **120' x 180'** parking deck footprint (minimum viable size for an efficient layout):

## Option 1

- Central Location
- Privately-owned Land
- Highly Constrained Site

## Option 2

- Publicly-owned Land (APS)
- Large Ideal Site

## Option 3

- Privately-owned Land
- Remote Location
- Need Liner of Active-use Program Along Memorial





FINAL THOUGHTS AND NEXT STEPS



# FINAL THOUGHTS AND NEXT STEPS

## Final Thoughts

Establishing a comprehensive parking strategy is critical to improving safety, accessibility, and economic vitality in the district. By pursuing a structured approach that balances management, reinvestment, and infrastructure improvements, we can transform parking from a challenge into a long-term community asset. Collaboration with both public and private stakeholders will be essential to the success of these efforts.

## Next Steps

### Step 1: Management

Partner with a parking management company to establish a Parking Management District. This will enhance consistency in operations, improve safety, and increase the commercial viability of current parking assets.

### Step 2: Benefits

Collaborate with the city to designate the area as a Parking Benefit District. This designation will allow parking revenues to be reinvested directly into local improvements, creating a sustainable funding source for the area.

### Step 3: Improvements

Leverage pooled revenues and resources to upgrade infrastructure and develop incentives that support the creation of new parking through public-private development partnerships.





APPENDIX



## KEY RESOURCES FOR L5P

*The High Cost of Free Parking*, Donald Shoup; Chapter 16 in particular

<https://www.dropbox.com/scl/fi/7x1sfywr4cq4cbx0aqno0/APA-FreePark-Chap16.pdf?rlkey=cf4qmrqujb5lvao1enjke1b3v&e=1&dl=0>

Parking Reform Network:

<https://parkingreform.org/>

Parking Benefit Districts guide:

<https://parkingreform.org/playbook/pbd/>

Articles and excerpts of Donald Shoup's work:

<https://www.shoupdogg.com/reforms/>

SUNNY ANDERSON  
JONATHAN APRATI  
CHARLES FORDE  
CHRIS HOLDSWORTH  
EMILY SHELTON

