

ORDINANCE NO.

AN ORDINANCE INITIATING AMENDMENTS TO CITY CODE CHAPTER 25-6 TO ESTABLISH A PILOT PROGRAM TO REDUCE PARKING REQUIREMENTS FOR COMMERCIAL BUSINESSES UTILIZING TRIP-REDUCTION STRATEGIES; AND WAIVING CITY CODE SECTION 25-1-502.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

PART 1. The city council makes the following findings:

- A. The Imagine Austin comprehensive plan lays out a vision for a compact and connected city.
- B. As Austin becomes increasingly compact and connected, a growing number of Austinites are using forms of transportation other than automobiles to travel to destinations across the city.
- C. Provision of parking spaces in excess of what a particular use needs is counter to walkability and multi-modalism, as contemplated in the Imagine Austin plan.
- D. Buildings that are not able to provide the required number of parking spaces on-site are currently able to participate in an off-site parking agreement as outlined in Chapter 25-6-502 of the city's Land Development Code to fulfill their parking requirement.
- E. Allowing some flexibility with how businesses meet the transportation needs of their customers is likely to allow more adaptive re-use of existing buildings built before parking minimums were in place.
- F. City Code Chapter 25, Subchapter E, Section 2.4.2 of the city's Land Development Code allows a reduction in the number of required parking spaces in exchange for transportation impact-reducing elements such as car share spaces or shower and locker facilities.
- G. Many businesses are responding to and encouraging citywide trends toward alternative forms of transportation by incentivizing their patrons to use alternate means of transportation through a variety of individualized programs; and
- H. According to the Victoria Transport Policy Institute, parking management programs can reduce parking needs by 20-40%.

PART 2. The city council initiates amendments to City Code Chapter 25-6 (*Transportation*) and directs the City Manager to prepare a draft ordinance establishing a pilot program to authorize reductions in the minimum number of parking spaces required for a commercial businesses, subject to implementation of parking reduction strategies.

PART 3. The proposal required under Part 2 of this ordinance must be limited to a one-year period and to five participating businesses, with a requirement for a report to council on the success of the pilot program and any needed improvement at the end of the one-year period.

PART 4. The proposal required under Part 2 of this ordinance must include selection criteria for participating businesses and require implementation of strategies with demonstrated success in reducing parking demand, including but not limited to:

- A. Location near transit or bicycle routes;
- B. Advertisement and encouragement of public transit options for travel to that location;
- C. Price discounts for those patrons who can show that they have arrived without using a car;
- D. Provision of carshare or transit passes to employees;
- E. Employee parking demand management programs, like cashouts; and
- F. Provision of valet or delivery service.

PART 5. The city manager is directed to present the proposal required by Part 2 of this ordinance to council no later than March 1, 2013, after providing a staff briefing to the Planning Commission. The city council waives the requirement of City Code Section 25-1-502 (*Amendment; Review*) for review and recommendation by the Planning Commission prior to considering adoption of the proposed pilot program.

PART 6. This ordinance takes effect on _____, 2012.

PASSED AND APPROVED

_____, 2012 §
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 § _____

Lee Leffingwell
Mayor

APPROVED: _____
Karen M. Kennard
City Attorney

ATTEST: _____
Shirley A. Gentry
City Clerk

Draft