



Our Mission

To protect and conserve Georgia's natural resources through advocacy, engagement and collaboration.

Katherine Moore - VP of Programs and Director of Sustainable Growth

Nick Johnson - Senior Planner

WHAT WE DO

The Georgia Conservancy's five programmatic areas work throughout the state to advance our mission and conserve Georgia's land and water.



ADVOCACY



LAND
CONSERVATION



SUSTAINABLE
GROWTH



COASTAL
GEORGIA



STEWARDSHIP
TRIPS

WHERE WE WORK

THE SUSTAINABLE GROWTH IMPACT IN GEORGIA

SERVICES PROVIDED:

(TA) = Technical Assistance

(EA) = Education/Awareness

LOCATION: Issue (type of service)

● **DALLAS:** Outdoor Recreation Economy (TA)
Connecting to the Silver Comet Trail

● **COVINGTON:** Housing Choice (TA) Work with the
Covington Housing Authority

● **HARLEM:** School Location Choice (EA; TA) Elem
& Middle School re-locations

● **HOGANSVILLE:** Small Towns (TA)
Downtown Master Planning

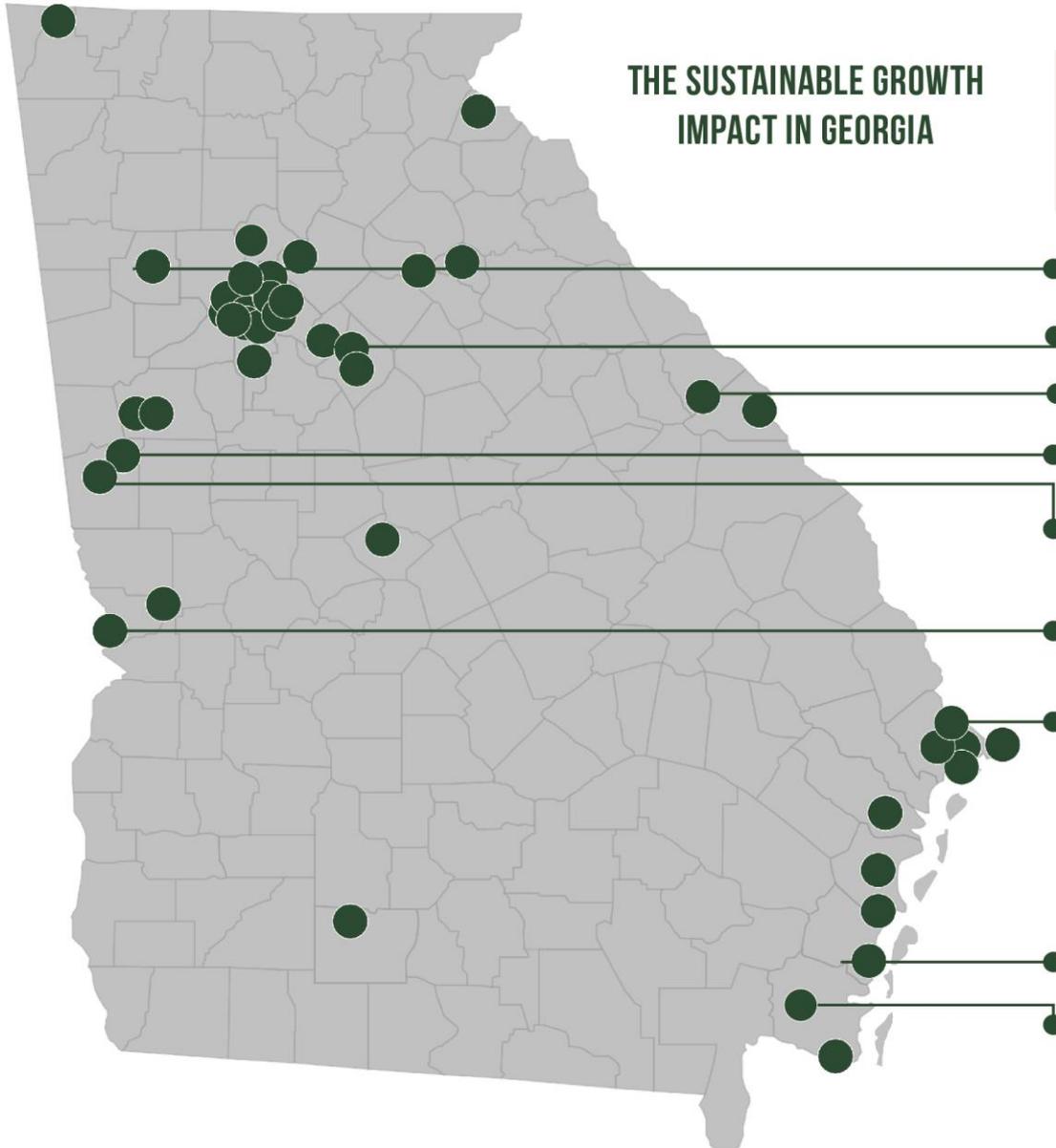
● **CALUMET VILLAGE:** Small Towns (TA)
Neighborhood Master Planning

● **COLUMBUS:** Good Urbanism (EA) Hosted several
101 and 201 level classes

● **SAVANNAH:** Stormwater and Urban Design (EA)
Exploring neighborhood master planning for
sea level rise

● **BRUNSWICK:** Historic Corridor Revitalization (TA)
Master planning for Norwich Street

● **CAMDEN CO:** Outdoor Recreation Economy (TA)
Planning multi-use trail at Gum Branch as part
of Georgia Coastal Greenway effort



A GROWING PROBLEM

Projections indicate Georgia will grow by 4 million people by 2030.

10+M → **14+M**
2018 2030

USES

Jobs/employment

Housing

Utilities & infrastructure

Ecological services

Outdoor recreation

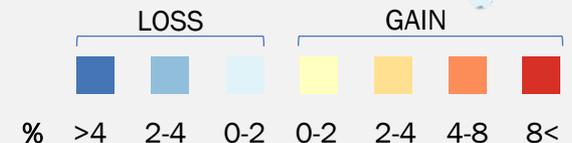
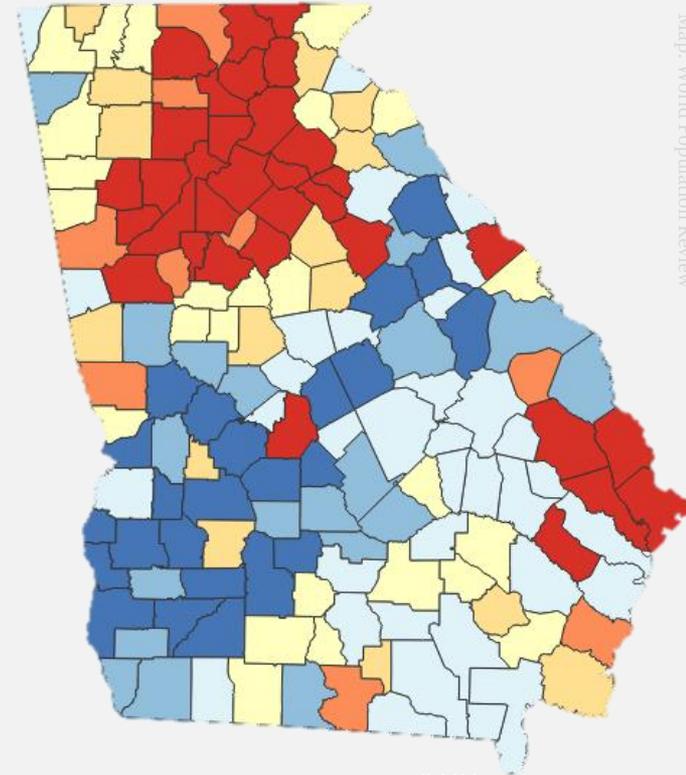
Transportation

BIG QUESTION

How do we conserve land & ecological services but also allow for economic development, a robust tax base, and all of the above uses?

INTENTIONAL AND THOUGHTFUL DEVELOPMENT DECISIONS PUT OUR COMMUNITIES IN GREATEST CONTROL OF THEIR FUTURE RESILIENCE.

Georgia Population Growth Rate by County



Laying a Foundation for Downtown Development: Planning & Zoning Dos & Don'ts

We do want:

Community

Walkability

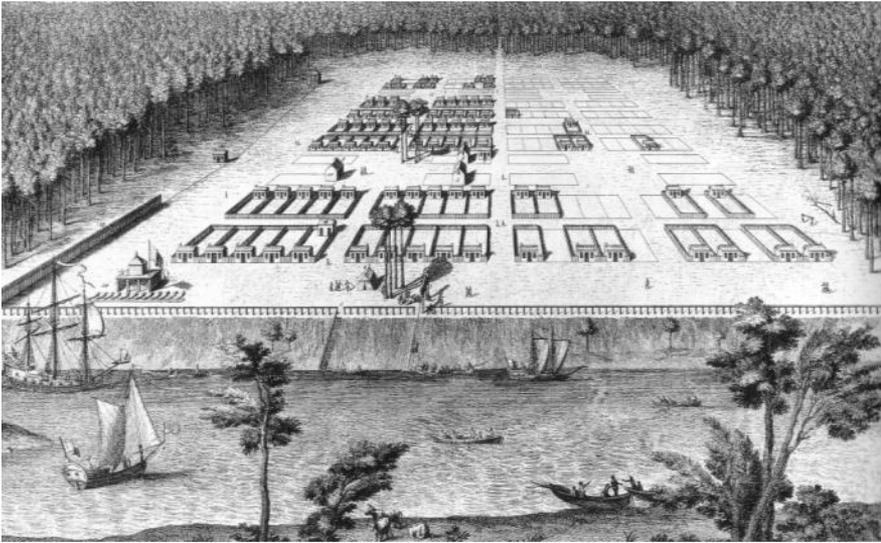
Activity

Vibrancy

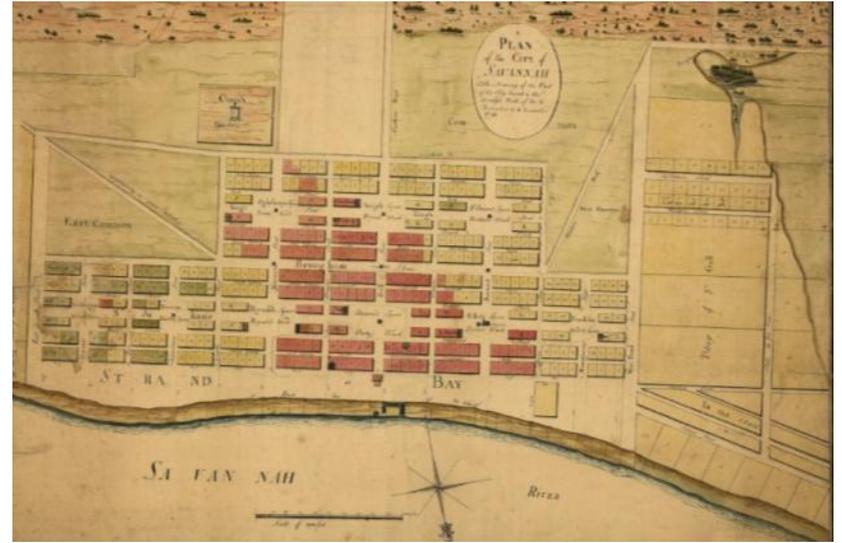
High Quality of Life

How do we encourage what we want?

- 0: Begin with what you have.
- 1: Subdivide first; buildings and land uses come later.
- 2: Design streets as if they are the most important public space, because they are.
- 3: Design places knowing that places are made, not designed.
- 4: Make boundaries to bind a community's parts, not buffers that separate them.
- 5: Design in small increments, even when building in big chunks.
- 6: Think type, not style, as the framework for building design.
- 7: Pay close attention to fronts and backs.
- 8: Make architecture as landscape, make landscape as architecture.
- 9: Mix uses side-by-side, not just up and down.
- 10: Invent with vigor, after recognizing Lessons 1 through 9.



Savannah 1734



Savannah 1796



Savannah 1837



Savannah 1950s

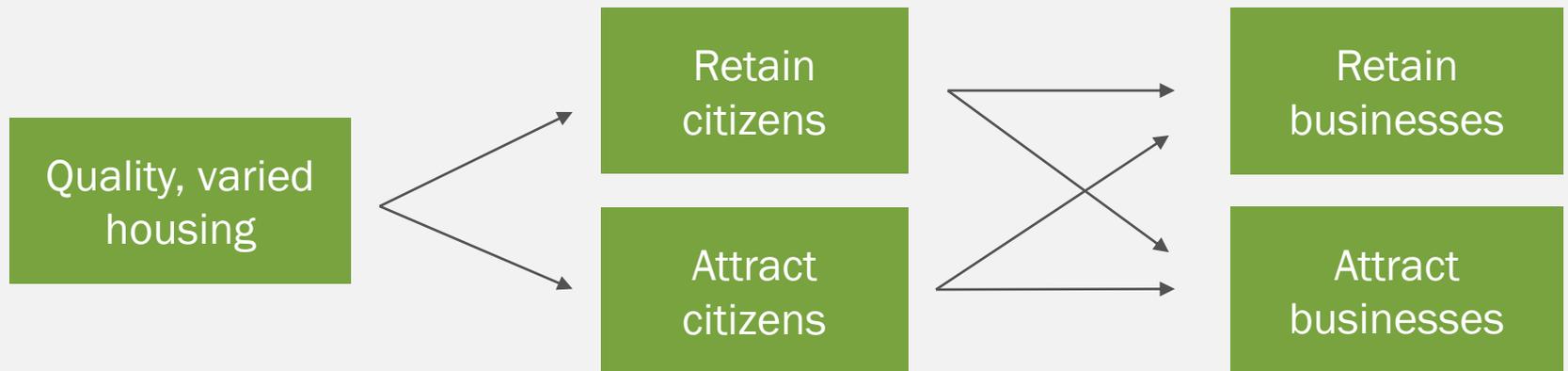
Laying a Foundation for Downtown Development: Planning & Zoning Dos & Don'ts

Why housing?

- 1. Where and how we choose to live affects where we go, how we get there, and what we do once we arrive.**
- 2. What we build and where we build it affects how our communities feel, both physically and psychologically.**
- 3. People want different things.**

Laying a Foundation for Downtown Development: Planning & Zoning Dos & Don'ts

Why housing?



Community | Walkability | Activity | Vibrancy | High Quality of Life

TOOLS TO EXPAND HOUSING OPTIONS

1. Smaller Minimum Lot Sizes
2. Historic Character
3. Accessory Dwelling Units (Attached & Detached)
4. Cottage Housing



TOOLS TO EXPAND HOUSING OPTIONS

5. Allowing Residential in Commercial Districts
6. Treating Missing Middle as **Single-Family Construction**, not Multi-Family or Commercial Construction

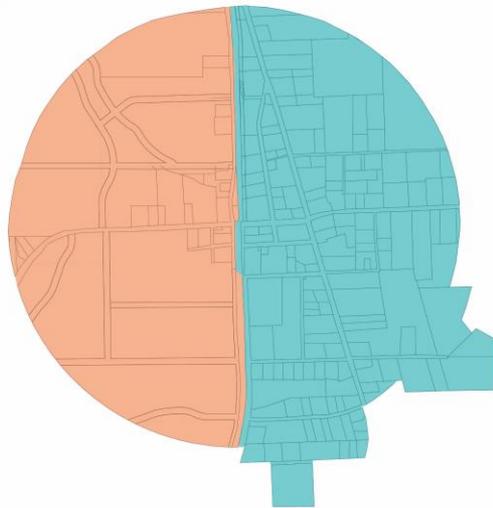


1. SMALLER MINIMUM LOT SIZES

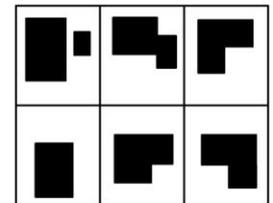
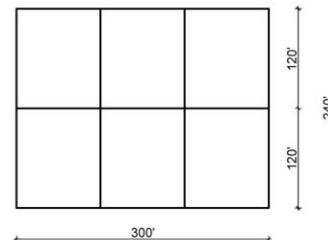
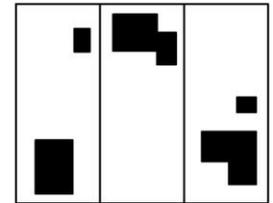
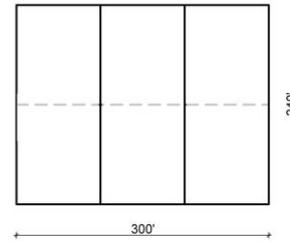
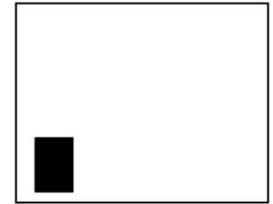
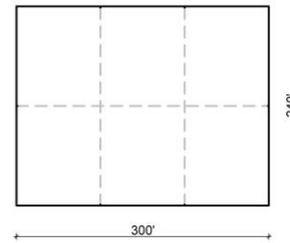


1. SMALLER MINIMUM LOT SIZES

TOWN OF MORELAND



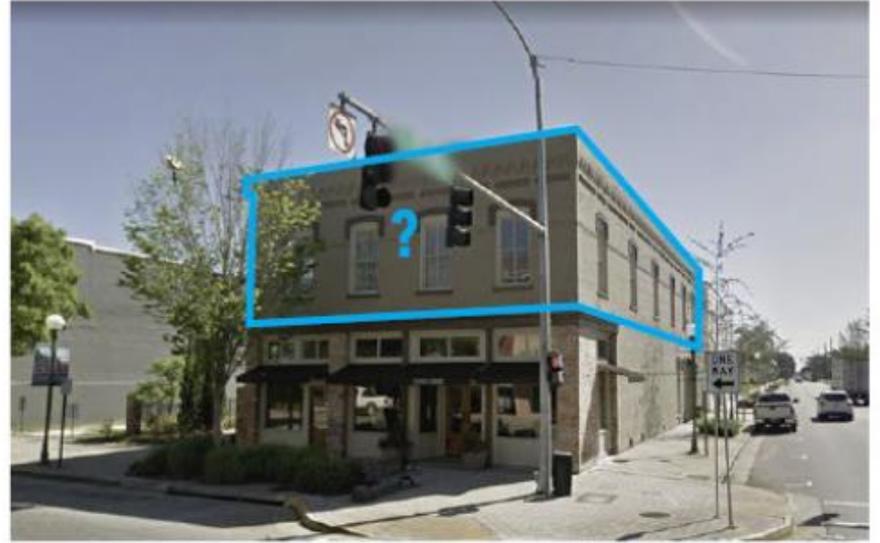
- DISTRICT A
- DISTRICT B



2. HISTORIC CHARACTER



EXAMPLE: VALDOSTA, GEORGIA



Detached dwelling, 3 blocks from Patterson St.



Duplex, 4 blocks from Central Ave.

3. ACCESSORY DWELLING UNITS (DETACHED)



3. ACCESSORY DWELLING UNITS (ATTACHED)



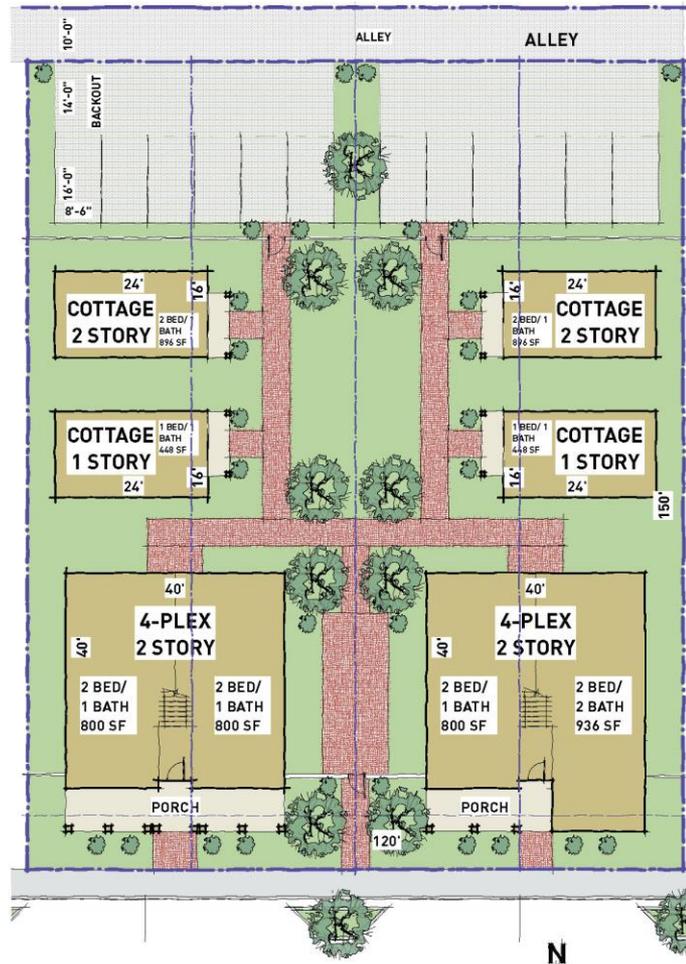
3. OTHER ATTACHED PRODUCT



4. COTTAGE HOUSING



EXAMPLE: BRUNSWICK, GEORGIA



LOT SIZE: 18,000 SF
TOTAL COND SF: 9,400 SF
UNITS: 12
FAR: 0.522
LOT SF/UNIT: 1,500
PARKING PROV'D: 12
 (+4 ON STREET)
LOT COVERAGE: 60%
ALL SURFACES IMPERVIOUS
4-PLEX IBC
COTTAGES IRC

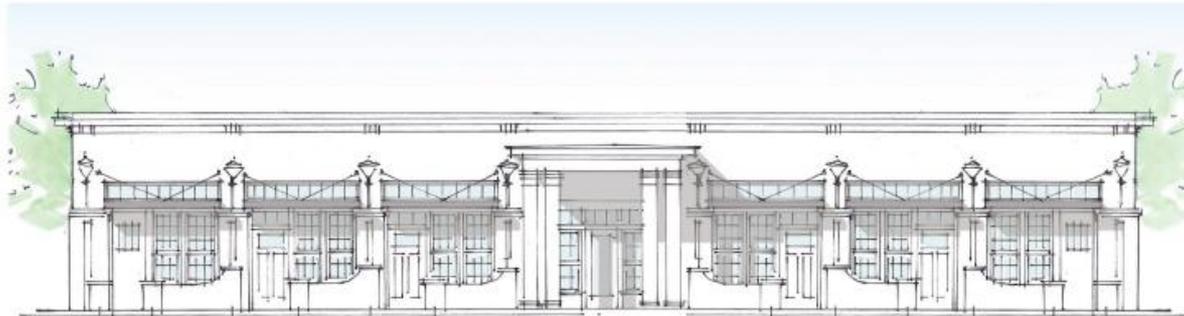
5. RESIDENTIAL IN COMMERCIAL DISTRICTS



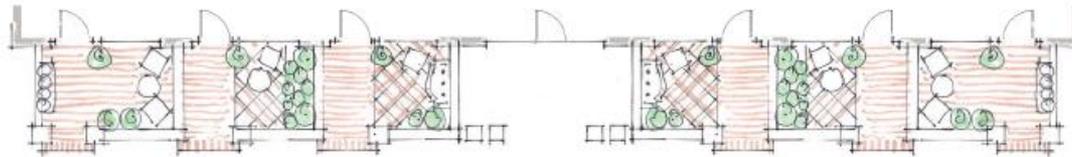
5. COMMERCIAL REUSE



EXISTING ELEVATION



CONCEPTUAL ELEVATION



CONCEPTUAL STOOP PLAN



6. TREAT MISSING MIDDLE AS SINGLE-FAMILY



(NOT Multi-Family or
Commercial
Construction)

*Where do we locate these housing types?
How do we bring them online?*

LOCATION: ONE COMMUNITY, MANY TYPES



SHOTGUN



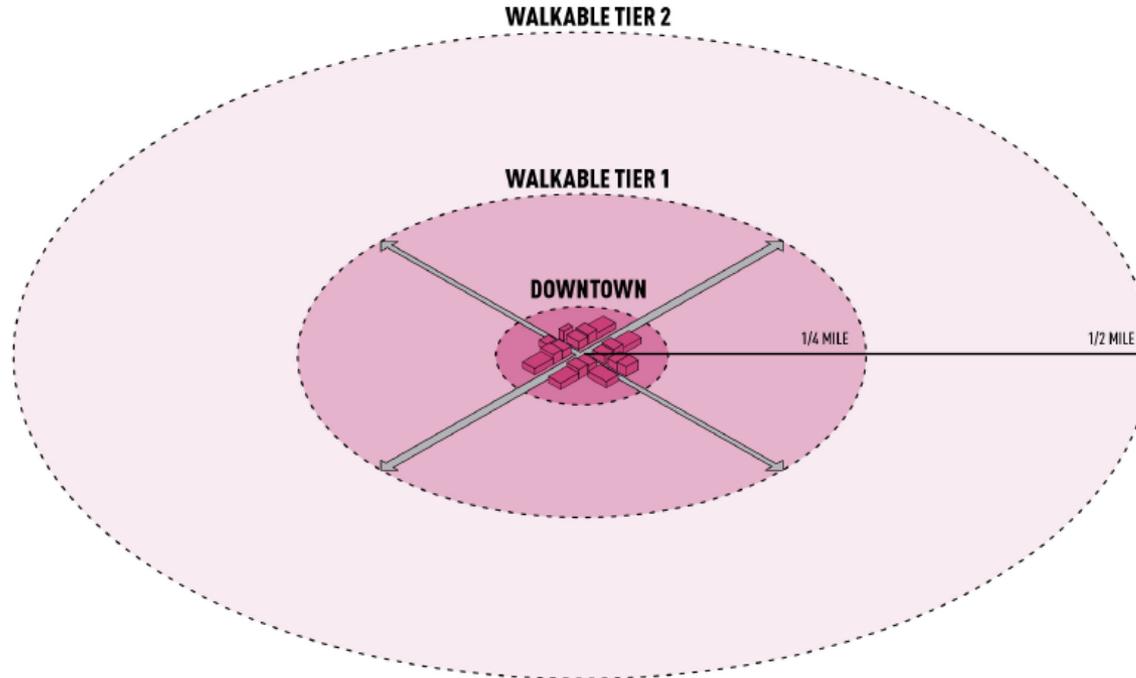
DUPLEX



MANSION

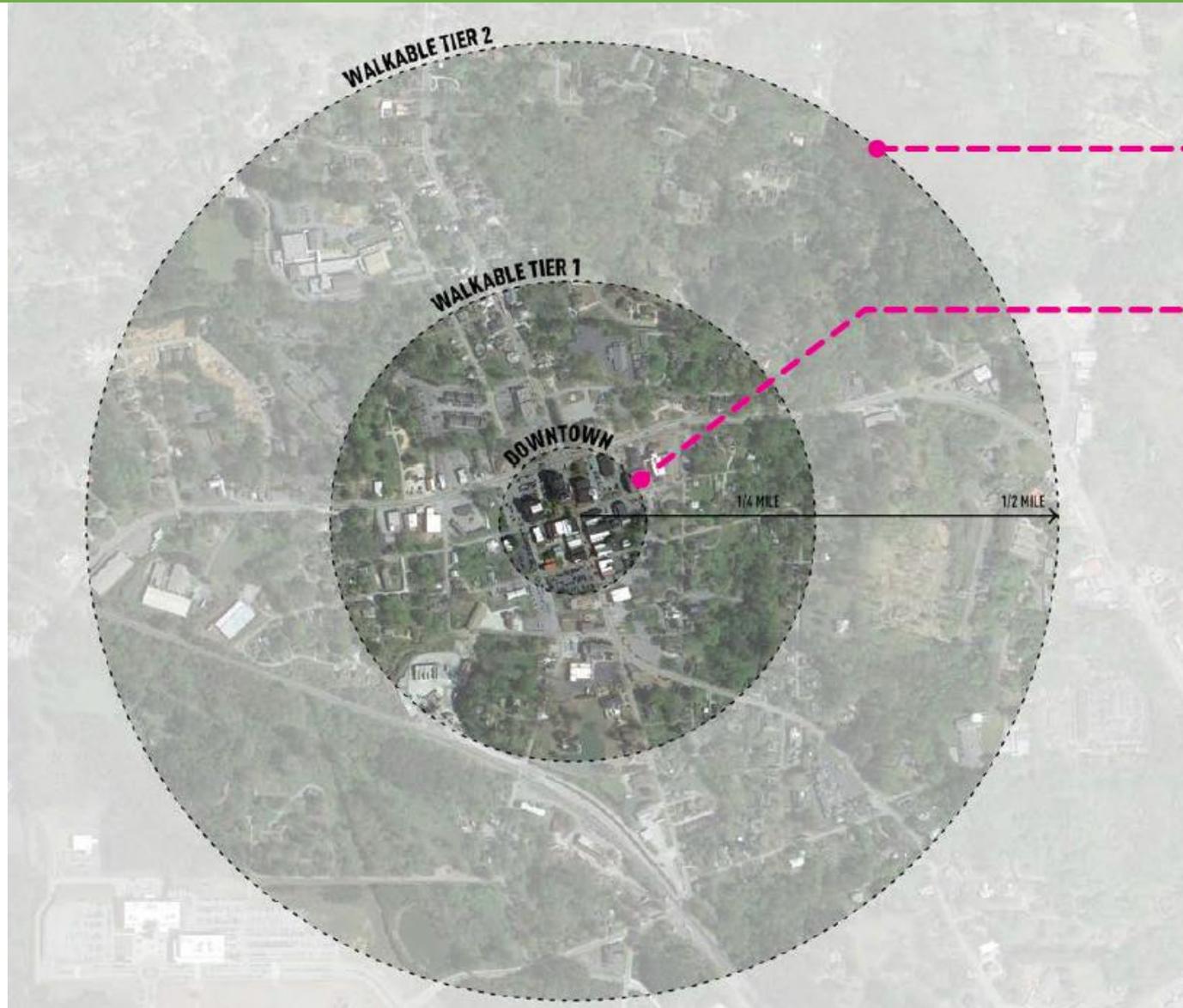
BRUNSWICK, GA

LOCATION: WALKABILITY SUPPORTS YOUR CORE



- **Most people will walk 5 -10 minutes for daily goods and services**
- **Providing housing choice near your downtown helps support your downtown**

LOCATION: MORE HOUSEHOLDS PER ACRE



1/2 MILE =
500 ACRES
LESS 30% PUBLIC SPACE=
350 ACRES

TYPICAL COMMERCIAL NODE =
30,000 SF

2,000 HOUSEHOLDS NEEDED
TO SUPPORT 30,000 SF

2,000 / 350 ACRES =

5.7 HOUSEHOLDS / ACRE
NEEDED WITHIN A
1/2 MILE WALK OF
DOWNTOWN

DALLAS TODAY:
1.5 HOUSEHOLDS / ACRE

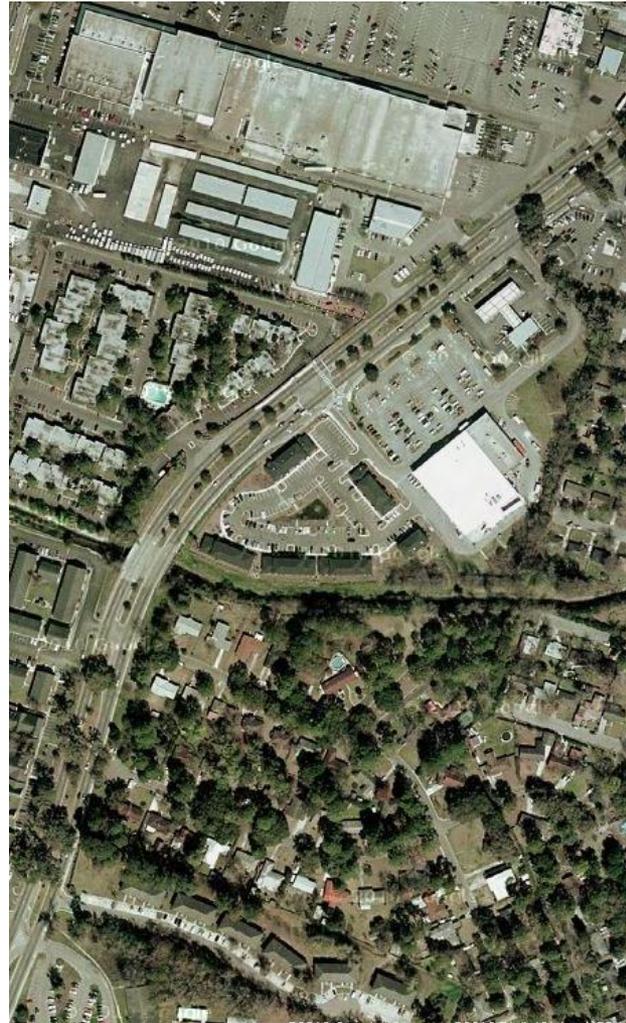
Question: What is the difference between these two districts in Savannah?

Both have the same uses: single family residences, multi-family residences, retail, offices, etc.

Both have the basics of public infrastructure: streets, storm and sanitary sewer, public spaces, public buildings, and so on.

And, both were precisely designed:

- One by General James Oglethorpe and his colleagues in London, laid out in 1733.
- The other by design and planning conventions, established in the 1920s and 1930s and adapted into conventional subdivision regulations and zoning.



OAKHURST



HISTORIC DISTRICT

Four Measures of Good Urbanism

Four simple questions to ask of every proposal, every project, every neighborhood, every city.

- 1. Does the project/initiative create a framework that enables accessibility and mobility?**
Not just in cars and transit and bicycles and sidewalks. Accessibility binds residents to neighborhoods, neighborhoods to jobs. Mobility is not just the freedom to move. It also includes upward mobility.
- 2. Does the project/initiative create a framework that enables diversity?**
Not just as in mixed-uses or diversity of building sizes and ages, but also the diversity of people, the diversity of opportunity, the diversity of spaces and places.
- 3. Does the project/initiative create a framework to bind ecological processes to neighborhoods and cities?**
Not just with a scattering of rain gardens and bioswales, but the weaving of ecological processes of watersheds with green and grey infrastructure, and the design of public space and amenities.
- 4. Does the project/initiative create a physical framework that will enable changes over time?**
Not just change for change's sake or just any change, but resiliency that continues to enable accessibility, mobility, diversity and ecological processes.

TOOLKIT 4: POLICIES & ORDINANCES

RECOMMENDATIONS FOR COMPLETE NEIGHBORHOODS

UPDATE SUBDIVISION ORDINANCES

- Allow exemptions from minimum lot size if additional housing units are being provided.
- Modify lot subdivision requirements (minimum width and minimum frontage) to allow for smaller cottage lots, flag lots and lots with no frontage with easements to provide more diverse for-sale housing options.
- Allow lot-line subdivision for corner lots.

AMEND SINGLE FAMILY RESIDENTIAL ZONING

- Amend Single Family Zoning categories to allow:
 - Attached and detached ADUs (eliminate requirements for owners to live on-site)
 - Duplexes, triplexes, and quadplexes
- Allow existing houses to be converted into duplexes or co-housing in single-family zoning categories if it maintains form and character
- Create limited Form-Based Codes for single-family neighborhoods (require porches, limit garage doors facing streets, etc.)
- Allow single-family service commercial (corner stores, small offices) in SF land use
- Allow setback reductions on historic lots to be as-of-right, or consider changing setbacks to match historic lot patterns.

AMEND PARKING REQUIREMENTS

In addition to the parking strategies outlined previously, and if not eliminating all minimum parking requirements:

- Don't require parking for ADUs
- Limit parking requirements for MMH (0.5 per unit max)
- Eliminate requirements for single-family service commercial
- Eliminate parking requirements for units of a certain size or affordability, particularly near transit or a commercial node
- Don't allow new parking between buildings and streets

INCENTIVIZE MISSING MIDDLE HOUSING (MMH)

- Create a MMH zoning category that is compatible with Single Family neighborhoods (minimize setbacks, buffers, heights, open space, parking - cap number of units but not density)
- Treat permitting for MMH (under +/- 4,000 sf) as the same permit process as single-family.
- Work with your city's permitting office to formulate pre-approved housing plans.
- Allow the same stormwater requirements as single-family for MMH (under +/- 4,000 sf).
- Remove any units/acre limitations
- Revise Tree Protection Ordinances to be context-sensitive (to encourage infill development near transit or commercial cores)

IMPLEMENT FINANCIAL INCENTIVES

- Impact fees: eliminate per unit requirements to encourage more units (base it on square footage)
- Provide tax incentives to single-family properties that add units (including ADUs)
- Create revolving loan finance options for ADUs
- Create a fund for streetscape improvements (trees, sidewalks, bike lanes, crosswalks, furniture, etc)
- Consider a Life Safety Grant program to subsidize sprinkler systems for affordable units
- Consider allowing alternate compliance options (two-hour separation in lieu of sprinklers) for small existing apartment buildings



Big idea: Go small.

Small scale, incremental development and pilot projects go a long way.



We believe the most sustainable communities are the ones already built.

www.georgiaconservancy.org

Recommendations for each place type are organized into topics for ease of use.



Streetscape

Streetscapes are designed according to the intensity of land use through which the street passes. In downtowns and main streets, streetscape design should focus on the success of businesses as much as it might focus on vehicular movement. In neighborhoods, streetscape design should focus on the safety and comfort of residents ahead of vehicular movement.



Form

Regulations that control the form of buildings, including setbacks, height, lot size, lot coverage, and similar restrictions. In many places regulations designed for suburban setbacks and buffers have been applied to downtowns, main streets, and adjacent neighborhoods, reducing the value of existing buildings and properties.



Use

Restrictions on the use of buildings and properties, and the ability to combine multiple uses, both on the parcel and within a single building.



Frontage

The design of building facades and yards that face the sidewalk. Frontage quality affects the likelihood that people will walk along a street. This is independent of architectural style. Most issues relating to frontage are regulated to increase vibrancy, which is reflected in the amount of pedestrian activity.



Parking

The amount and location of parking. The effects of parking requirements are often underestimated in their ability to improve or detract from the success of downtowns and main streets.

Streetscape

Streets provide the public space for any main street or downtown. Simple changes to the zoning code and street design standards can help transform streets from being primarily places for cars to being places for people. Some of the following recommendations require coordination with additional agencies and are likely difficult to achieve if attempted on state funded roadways. Changes on locally controlled roadways are a good first step.

Stage 1: Short-term fixes

1. Maintain existing streets and alleys.



Small blocks with separate service access via alleys are integral to the success of downtowns and main streets. Abandoning streets and alleys reduces walkability and a district's future potential for success. In most instances, abandonment is at the request of large users. In some rare cases alley or street

abandonment may be justifiable, but the process should not be easy or used frequently.

2. Permit encroachments into public rights-of-way.

Many downtown and main street businesses rely on awnings and signage that project into the public right-of-way and use of



the sidewalk for seating. In some locations, encroachments have been disallowed or subject to a revocable permit. The ability to encroach and the guarantee of a reasonable permit duration are important to the success of urban businesses.

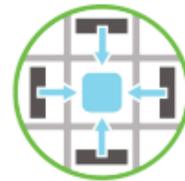
3. Establish on-street parking.

On-street parking supports businesses and provides a layer of safety to pedestrians. On-street parking spaces represent significant revenue as well as cost savings for businesses. Rather than building off-street parking at additional cost, on-street spaces are public, easily accessed, and conveniently located. Existing on-street parking has historically been removed for additional travel lanes or to accommodate



Stage 2: Mid-term fixes

1. Provide off-site stormwater options.



Stormwater is an outlier in the streetscape category, but streets play a significant role in stormwater management. When downtowns and main streets were first established, stormwater was not regulated. It is a reasonable expectation that buildings will cover the vast majority of these properties. As

private investment attempts to revitalize these areas, stormwater management cannot easily be added on site, and where it can be added it comes at a significant cost, in the form of underground storage. To allow for revitalization, off-site stormwater options should be made available within downtowns and main streets. Ideally, stormwater is managed collectively over a larger area. Where this is not the case, fee in lieu options may be added, which may fund streetscape retrofits to add storage and address water quality or fund area-wide facilities.

2. Develop public realm standards.



The quality of sidewalks, lighting, furnishing, and plants in streets and open space impacts the success and vibrancy of downtowns and main streets. Districts should have a relatively unified look and feel, supporting a comfortable pedestrian environment. Where standards are missing, each new development

might miss the mark or create a character that detracts from a cohesive environment. Careful attention should be paid to creating a pleasant environment, however excesses should be avoided. Keep standards minimal and reasonable. Business improvement districts and DDAs may assist with improvement standards. Policies should include minimum sidewalk width,

MAIN STREETS AND DOWNTOWNS

Stage 2: Mid-term fixes (cont.)



3. Return 1-way streets to 2-way.

In many downtowns the street network consists of pairs of one-way streets. Often these streets were 2-way streets, converted in the past to increase vehicular movement capacity throughout the downtown area.

Along with increased capacity, 1-way streets tend to increase vehicle speed, making them more dangerous to pedestrians. From a business perspective, one-way streets significantly reduce business-related traffic where they benefit from either the morning or evening commuter movement, but not both. In most places, paired 1-way streets are not necessary for traffic movement and many cities have converted their 1-way streets to 2-way streets, increasing the success of downtown businesses.



4. Implement complete streets policy.

Pedestrian and cyclist safety and comfort impacts business success in downtowns and main streets. A comfortable environment produces more traffic, which correlates with increases in customers. While many

communities have adopted complete street policies to support pedestrians and cyclists, few have made meaningful headway in implementation. Downtowns and main streets are the perfect environment to begin implementing complete streets; they benefit greatly from complete street projects and are places where drivers are already expected to proceed cautiously.

5. Reduce travel lane width.



Retail streets and neighborhood streets both benefit from slow moving vehicles. From a safety standpoint, slowing cars is critical to saving lives. From a business standpoint, slowing cars increases business visibility and makes the sidewalk a safer and more pleasant place for customers to walk. While

posting a lower speed limit is important, driver speed is more directly influenced by the width and number of lanes. Travel lanes should be right-sized to 10 feet in business districts, with exceptions where bus routes require additional width.

6. Right-size the number of travel lanes.



For the same reasons discussed in item 5, the number of travel lanes should be right-sized. The most vibrant main streets consist of 2 travel lanes moving in opposite directions, which is easily and speedily crossed by pedestrians. Vibrant districts may also

survive 3-lane sections where a turn lane is necessary. Each additional travel lane reduces the potential success of downtown districts and main streets.

Form

Buildings shape the public spaces of main streets and downtowns, and that contribution should not be underestimated. Minor text amendments can go a long way toward ensuring desirable building forms are located in appropriate contexts.

Stage 1: Short-term fixes

1. Permit 100% lot coverage.



Most main street and downtown buildings occupy most if not all of their lots. This is especially true with small historic properties. Lot coverage restrictions are not appropriate in these districts. Most technical considerations are addressed in building and life safety codes. Impervious surface may be

an additional consideration, however stormwater management in these areas is better handled on a district basis, not a per-property basis as is common in residential areas. To address this issue, remove maximum lot coverage within downtowns and main streets.

2. Eliminate buffer requirements.



Buffers required between different uses reduce main street and downtown vibrancy by separating businesses. Adjacency of buildings and businesses creates vibrancy and pedestrian comfort. Buffers, particularly vegetative buffers, are incompatible with the goals of these districts. Uses and buildings

should not be required to be buffered on main streets or in downtowns.

3. Eliminate architectural treatment requirements.



Many communities adopt requirements aimed at creating architectural interest in new development but outcomes are typically unsuccessful and costly. These requirements

4. Minimum facade height.



Street enclosure – the framing of a street by building facades – significantly impacts the success and comfort of downtowns and main streets. Comfortable streets feel like outdoor rooms, where the height of buildings is at least half the width of the street. While this is not easily achievable, particularly

on larger streets, enclosure of the sidewalk space can be more easily addressed. Along sidewalks, ensure that building facades are no less than 24 feet high. A common misstep is to require a minimum number of stories, but this can cause development stagnation. A minimum facade height achieves the goals of enclosure and avoids the economic pitfall of minimum story requirements.

Stage 2: Mid-term fixes

1. Eliminate density / FAR and unit size restrictions.



Per-property density or floor area ratio restrictions are unnecessary in main street and downtown districts where intensive activity and vibrancy are goals. Height and setback requirements address issues of building bulk. The building code and fire code address issues of residential unit

size and life safety. Additionally, parking requirements often restrict development intensity. Density and FAR (Floor Area Ratio) requirements typically restrain the business and housing market as they are often set unreasonably low and with a limited product type in mind that may not fit market demand.

2. Adjacency requirements.

MAIN STREETS AND DOWNTOWNS

Use

Zoning's purpose has historically been to separate incompatible uses. Regulations cleaning up industry and manufacturing in the last century this has become almost irrelevant, particularly in the main street or downtown context. To encourage economic development and a robust local economy, uses should be able to change within a single building without the barriers of a change of use permit. The short-term fixes below can enable that to happen.

Stage 1: Short-term fixes

1. Permit mixed-use.



Main streets and downtowns include a mix of uses within the district and often within the same property or building. Mixed-use must be permitted within the district, and should be permitted within the property and building, but not required. The building code addresses issues of use separation and

compatibility; additional regulations concerning the mix of uses are not necessary, and could stifle development if the market shifts.

Ground floor commercial requirements are a common pitfall when establishing mixed-use districts. Non-residential ground floor uses may be required along the primary retail corridor, typically no longer than $\frac{1}{4}$ mile, but should not be required throughout the district. In the greater downtown area, permitting residential as a single use should be allowed, which provides population support for area businesses.

2. Simplify uses.

In main street and downtown areas, a very broad collection of uses is necessary to ensure a vibrant business and pedestrian environment. These uses change frequently over time. When businesses change tenants or ownership, they should not be subject to new zoning requirements. Ideally, uses are regulated by category, such as commercial, office, lodging, residential, civic, institutional, and industrial, and not specifically, such as



coffee shop, ice cream parlor, and barber shop. Where there are specific uses that need to be restricted, list only those uses specifically disallowed or restricted rather than attempting to

Stage 2: Mid-term fixes

1. Permit temporary uses.



Activating and maintaining a vibrant main street or downtown requires experimentation from time to time as public preferences change. Allowing temporary uses and structures lowers the barrier to business success in adaptation. Temporary uses permit short term, unplanned uses and does not

trigger parking requirements and other use-specific conditions. Temporary structures should permit small, non-permanent structures to test business ideas or activate underutilized spaces without the cost of site and building development. Temporary uses and structures should be permitted for at least 2 years with the option to renew.

2. Publicly accessible parking.



Surface parking lots and parking garages that are not lined with active uses are detrimental to the vibrancy of main street and downtown districts. However, in many cases parking demand necessitates parking as a primary use to service the district. To discourage underutilized parking facilities and provide parking

for the district, require private parking lots and structures to provide publicly accessible parking. This encourages shared parking and park-once function for the district.

3. Permit multi-family.



Housing within walking distance of downtowns and main streets is vital to success, especially outside of peak hours. However many commercial districts exclude

Frontages

The single most important regulation in the heart of a city or village may be how the building meets the street. Issues listed below, like minimum transparency requirements and functional entries, should be at the top of the list for downtown or main street revitalization, as they are critical to commercial success while creating a more vibrant environment.

Stage 1: Short-term fixes

1. Establish a maximum front setback.



Buildings must be located adjacent to sidewalks in main streets and downtowns. When buildings are set back too far from the sidewalk, streetscape enclosure is eroded and vibrancy suffers. In these districts, a maximum front setback is necessary, rather than a minimum front setback. A maximum front setback is different than a build-to line, allowing for flexibility while ensuring streetscape enclosure. A 10 foot maximum front setback works for most main streets and downtowns.

2. Require functional sidewalk facing entries.



Buildings that are located along sidewalks must have functioning entries facing onto sidewalks. While this seems obvious, often buildings are built close to sidewalks but are only accessed from parking areas. Businesses and property managers pay the most attention to areas around entries. When there are no entries from the sidewalk, maintenance suffers. To achieve sidewalk-adjacent entries, require that at a minimum, the main building entry is from a sidewalk. Entries from parking may be provided as secondary entries. Buildings that are greater than 100 feet wide may be required to provide additional entries, such as one for every 70 feet of building facade along the sidewalk.

3. Restrict blank walls.



Blank walls - expanses of wall without clear windows or doors - are simply boring. When areas of blank wall are located along sidewalks, people are less likely to walk along them and the areas may become unsafe. While some existing blank walls can be mitigated

4. Require minimum transparency.



In downtowns and main streets, buildings with very few windows and doors reduce vibrancy. Similar to blank walls, walking along these buildings is boring and can be dangerous if there are very few openings. Require a minimum 50% ground floor facade transparency (clear glass windows and doors at the street level measured between the bulkhead - about 2ft above grade - and the sign band - about 10 feet above grade) within the downtown and main street area. This percentage is calculated across the full building facade facing onto the sidewalk. Along the main street (including within downtowns), a minimum 60% ground floor transparency may be required to further enhance vibrancy. In addition to percentages of transparency, mirrored and heavily tinted glass should be prohibited at the ground floor. Pedestrians need to see inside buildings at the ground floor to keep their interest and feel safe. Tinted and fake windows, and displays with walls behind are not sufficient. Where shading is a concern, awnings or galleries can be used to shade the glass while also protecting pedestrians.

Stage 2: Mid-term fixes

1. Require minimum frontage occupation.



Missing teeth, or gaps in a continuous line of buildings along a sidewalk, reduce vibrancy in downtowns and main streets. As with issues of glazing and blank walls, gaps between buildings where parking, service, or storage areas are exposed are uninteresting to pedestrians. If the gap is large enough, it will encourage people to turn around. To address this issue, require that new buildings and existing building additions along the main street fill a minimum percentage of the lot width along the sidewalk, typically 70%.

Parking

Balancing parking supply and demand and controlling parking location is essential for creating main streets and downtowns where people from ages 8 to 80 feel comfortable walking to and from places. A few simple fixes in the code can make an enormous difference, lessening the impact of off-street parking on sidewalks and removing barriers to changes of use and redevelopment.

Stage 1: Short-term fixes

1. Require parking to be located behind buildings.



In pedestrian-oriented main streets and downtowns, parking should always be located behind buildings, in structures, or on-street. When parking lots are located between buildings and the sidewalk, it is unpleasant to walk along the sidewalk, curb cuts interrupt the sidewalk, trees are typically reduced, and there is the added danger of vehicles pulling in and out. To address this condition, require that all off-street parking be located behind buildings relative to the sidewalk. Along side streets, it may be acceptable to locate parking adjacent to the sidewalk if it is not at the corner and is accessed via driveway.

2. Reduce minimum parking requirements.



Most minimum parking requirements are determined politically rather than through study of actual need. In nearly every example, the supply of parking currently available is greater than the demand for parking. Mismatch is particularly important where buildings are older and properties are small, and it is difficult or impossible to add new parking. In these conditions many businesses, especially food & beverage businesses, are denied permits or are required to make costly renovations or secure off-site parking. To alleviate this condition, reduce minimum required parking ratios within downtown districts and main street corridors.

3. Limit new curb cuts.



Properties with multiple curb cuts along the sidewalk interrupt pedestrian flow and reduce vibrancy. In most cases, properties can provide access along a side street or from an alley. Where separated ingress and egress are required, one or both may be provided along a side street or from an alley. To address

Stage 2: Mid-term fixes

1. Permit shared parking.



Where eliminating minimum parking is not feasible, multiple users should be allowed to share parking spaces to protect against excessive parking. Shared parking has been tested in numerous developments and further studied by the Urban Land Institute (ULI), who recommends that shared parking reductions be determined by analyzing the overlapping usage patterns for different business types. For instance, multi-family housing and professional office have very little overlap in peak usage and can significantly reduce the total number of parking spaces needed when they share a parking lot. Similarly lodging, restaurant, retail, governmental, and religious users each have independent patterns of demand that can help optimize parking. To address this issue, adopt the ULI's shared parking model and permit parking reductions where lots are shared between multiple users. Shared parking promotes a park-once situation where customers are more likely to find and frequent new businesses near their original destination and trip-chain to accomplish more tasks at once.

2. Eliminate minimum parking.



As discussed in the short-term recommendations, minimum parking requirements are not determined by actual usage. Parking usage studies, including those from the Institute of Transportation Engineers (ITE), have been focused on suburban retail centers which generate about 40% or more parking demand than main streets and downtowns. In recent years, municipalities have begun to accept that parking minimums have not been an effective tool, neither in accurately predicting parking need nor in successfully producing great places. In most cases, lenders and tenants will demand a minimum number of parking spaces. Municipalities should be focused on where that parking is located, not how much parking there is. To address this, within downtown districts and main