LAND USE POLICIES AND PARQUÍMETROS

Planning for parking in Mexico City and Los Angeles

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Land use policies

Pricing
LAND USE POLICIES
MINIMUM PARKING REQUIREMENTS

- Provide enough spaces everywhere for people to park their cars
- Harmful impacts
  - Contribute to sprawl
  - Limit development
  - Increase rent
  - Encourage driving
# Examples of Minimum Parking Requirements

<table>
<thead>
<tr>
<th></th>
<th>Mexico City</th>
<th>Los Angeles</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Housing</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>up to 65m²</td>
<td>1 space</td>
<td>&lt;3 rooms 1 space</td>
</tr>
<tr>
<td>65-120 m²</td>
<td>1.5 spaces</td>
<td>3 rooms 1.5 spaces</td>
</tr>
<tr>
<td>120-250 m²</td>
<td>2.5 spaces</td>
<td>&gt;3 rooms 2 spaces</td>
</tr>
<tr>
<td><strong>Commercial</strong></td>
<td>1 space per 430 ft²</td>
<td>1 space per 250 ft²</td>
</tr>
<tr>
<td><strong>Office</strong></td>
<td>1 space per 322 ft²</td>
<td>1 space per 400 ft²</td>
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SEDUVI proposed MPR reductions for office and commercial developments in certain zones/corridors for a fee
### MPR Reductions in DF

#### Reductions in Parking Requirements by Zone

<table>
<thead>
<tr>
<th>Zone/Corridor</th>
<th>Base</th>
<th>CETRAM (Modal transfer station)</th>
<th>TREN Suburbano (commuter rail)</th>
<th>STC Metro</th>
<th>Metrobus (BRT)</th>
<th>Eco-buses</th>
<th>Ecobici</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historic areas</td>
<td>100%</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>100%</td>
</tr>
<tr>
<td>Paseo de la Reforma</td>
<td>20%</td>
<td>--</td>
<td>--</td>
<td>30%</td>
<td>--</td>
<td>5%</td>
<td>2%</td>
<td>57%</td>
</tr>
<tr>
<td>Insurgentes</td>
<td>20%</td>
<td>--</td>
<td>30%</td>
<td>--</td>
<td>10%</td>
<td>--</td>
<td>2%</td>
<td>62%</td>
</tr>
<tr>
<td>Vallejo - Cuauhtemoc</td>
<td>20%</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>10%</td>
<td>--</td>
<td>--</td>
<td>30%</td>
</tr>
</tbody>
</table>
Reform MPR in transit-intensive areas

- 1 space per dwelling unit
- 2 spaces per 1,000 square feet of commercial space

Transit-intensive districts: areas within a quarter-mile of transit lines that run every 15 minutes or better.

Opponents said it took away local control
LA’S PIECEMEAL APPROACH

- Adaptive Reuse Ordinance 1999
  - Redevelopment of historic buildings without building additional parking
- Zoning Parking Credit Pilots
  - Atwater Village
  - Eagle Rock
WHAT’S NEXT FOR BOTH CITIES?

- In DF, SEDUVI currently attempting to create parking maximums
  - Linked to affordable housing
- In LA, Modified Parking Districts approved in 2012
  - 7 options for parking requirement modifications
PRICING
ECOPARQ

- Started in 2007
- Operated by Bicentenario Parking Operator (OEB)
- Visitors to the area must use pay stations
- Residents in the area without a garage can get a residential permit
SUCCESS STORY IN POLANCO

- Before program: 130% occupancy rate
- One year after:
  - Peak demand occupancy fell to 80%
  - Cruising time dropped from 13 to 3 minutes
  - Reduced congestion
  - Over $13 million local return
Each month, part of the revenue goes to the Public Space Authority for neighborhood reinvestment

Ex: Condesa is receiving about $150,000 per month

30% of the revenue is returned
OEB is a brand new parking management company that won the contract
- 20% goes Secretariat of Public Safety for enforcement
- Criticism that the government is somehow profiting from the arrangement

BUT 70% OF REVENUE NOT RETURNED
INTERVIEWS IN COYOACÁN

•Reduce cruising time from 14 to 4 minutes
•Reduce congestion, wasted time, and emissions

•Historic area
•30% return too low
•Not enough spaces for residents

•Bad for business, people will stop coming
•Parking garage is better

•Franelero for 25 years
•Parking meters are bad for everyone
LA EXPRESS PARK

- Performance-based pricing program
  - Based on observed occupancy
  - Changes throughout the day to match demand
- Goal is to have 70-90% occupancy on each block
Average rates have decreased by 11% throughout the area
Signs of reduced congestion
Occupancy targets have been reached on all blocks
Slight increase in revenue
Currently expanding to Westwood Village
BUT LOW AWARENESS OF EXPRESS PARK

44% were aware that prices varied by block...

...but only 25% percent had heard of Express Park
CONCLUSIONS

- MPR reform is impossible very difficult.
  - Perhaps incremental change is best
- Don’t get trapped in a planning bubble
  - Disconnect between planners and the people
- Revenue return is important, and so is transparency
- Los Angeles should lead as an example...
  - ...but don’t forget to look abroad
RESOURCES

THANKS!