



# Park it Once

Rethink parking to amplify your town center

Julie Bjornstad, Alex Roy, Francis Lilly  
APA Utah Spring Conference  
May 10, 2024



**Julie Bjornstad**  
WFRC



**Alex Roy**  
Park City



**Francis Lilly**  
Millcreek



## **Julie Bjornstad**

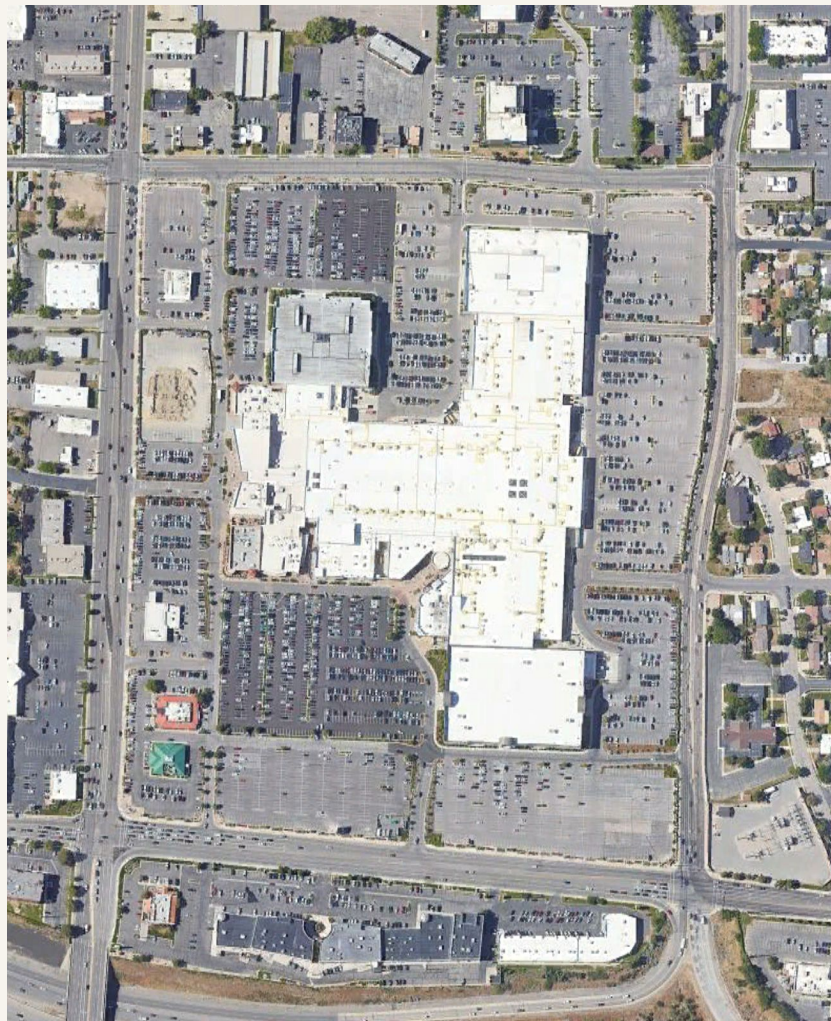
Wasatch Front Regional Council



**Um....what is a  
park-once district?**

**Well dear sir, it is but a parking strategy to encourage people to park in one place and then make stops on foot rather than driving from one destination to another within the district**





**Not designed well,  
but you get the point...**





## Conventional Thinking

**Every building must meet its own parking demand with on-site parking to prevent parking “spillover.”**



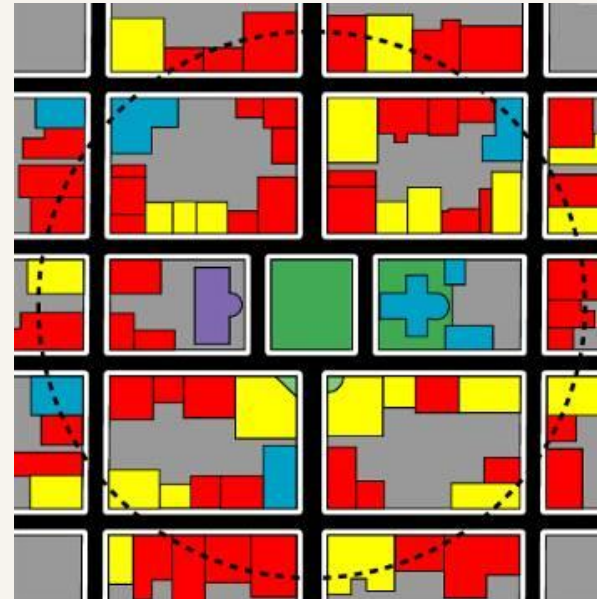
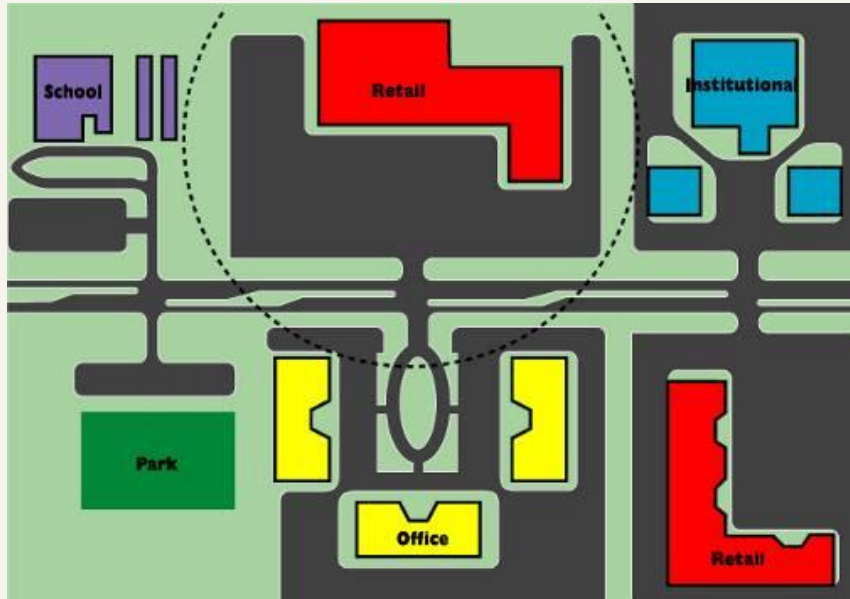
## Modern Thinking

**Each parking facility can serve the whole neighborhood, not just one site.**

**Most parking should be open to the public in “park-once” districts.**

# Virtuous Cycle

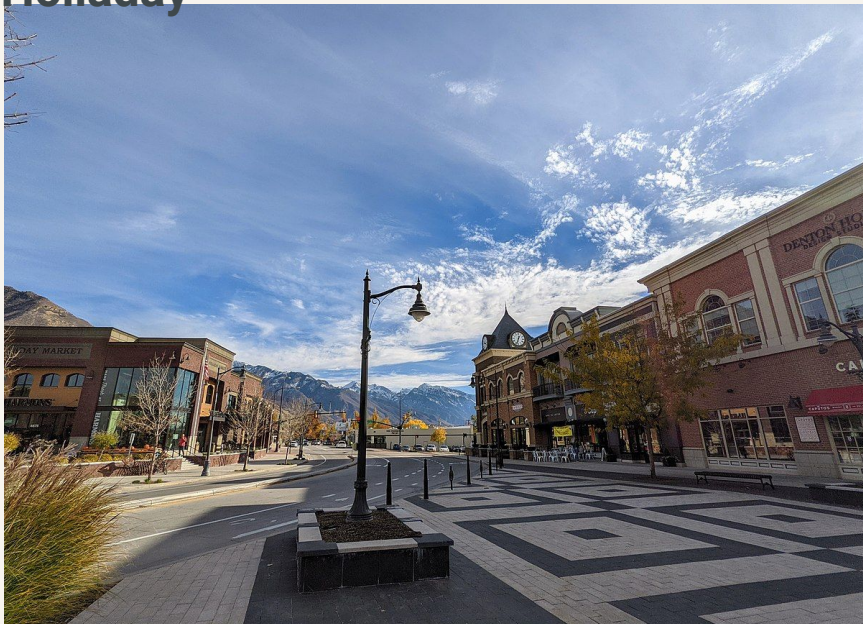
More efficient parking means  
More walking and bicycling  
Which lowers parking demand rates





# City & Town Centers

Holladay



Millcreek



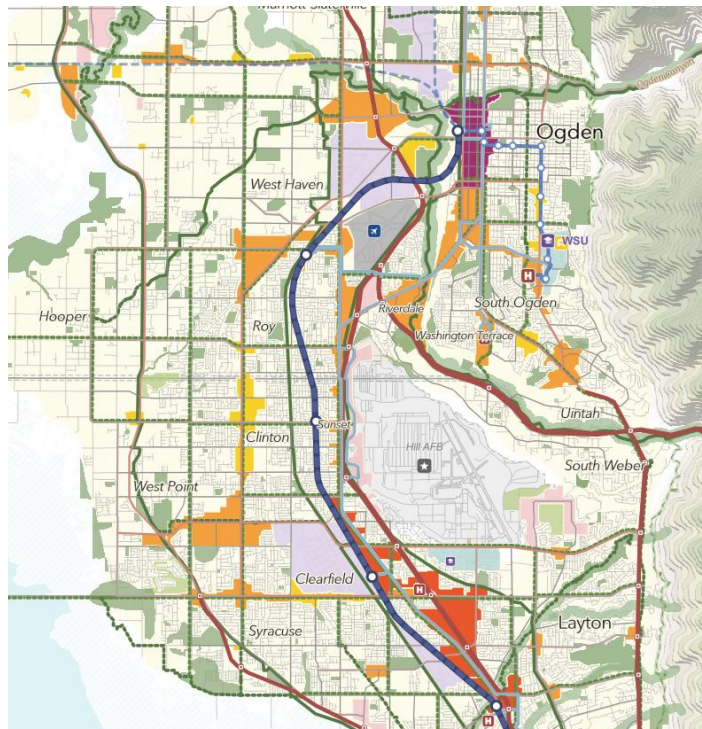
Vineyard





# WASATCH CHOICE

— VISION —



METROPOLITAN CENTERS



URBAN CENTERS



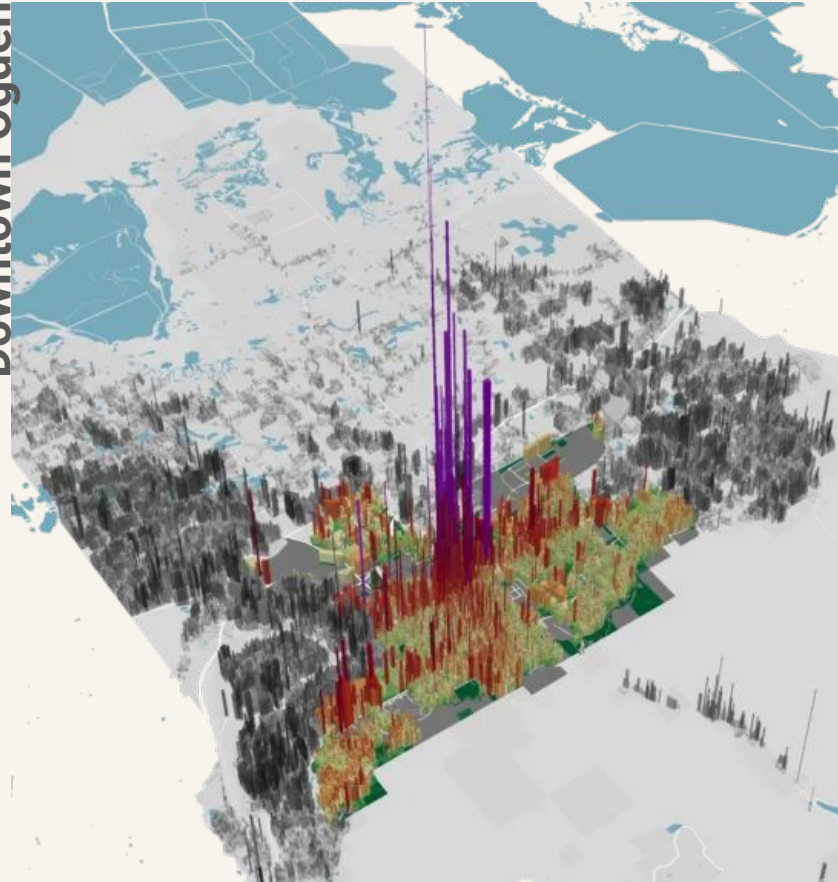
CITY CENTERS



NEIGHBORHOOD CENTERS

**Centers have very strong benefits.**

**Downtown Ogden**



Eccles Building  
\$10,609,198 per acre



Weber County, UT  
Valuation comparison

Urban3

**5.8 acres** of Eccles buildings would  
equal the **50.0 acre** Newgate Mall

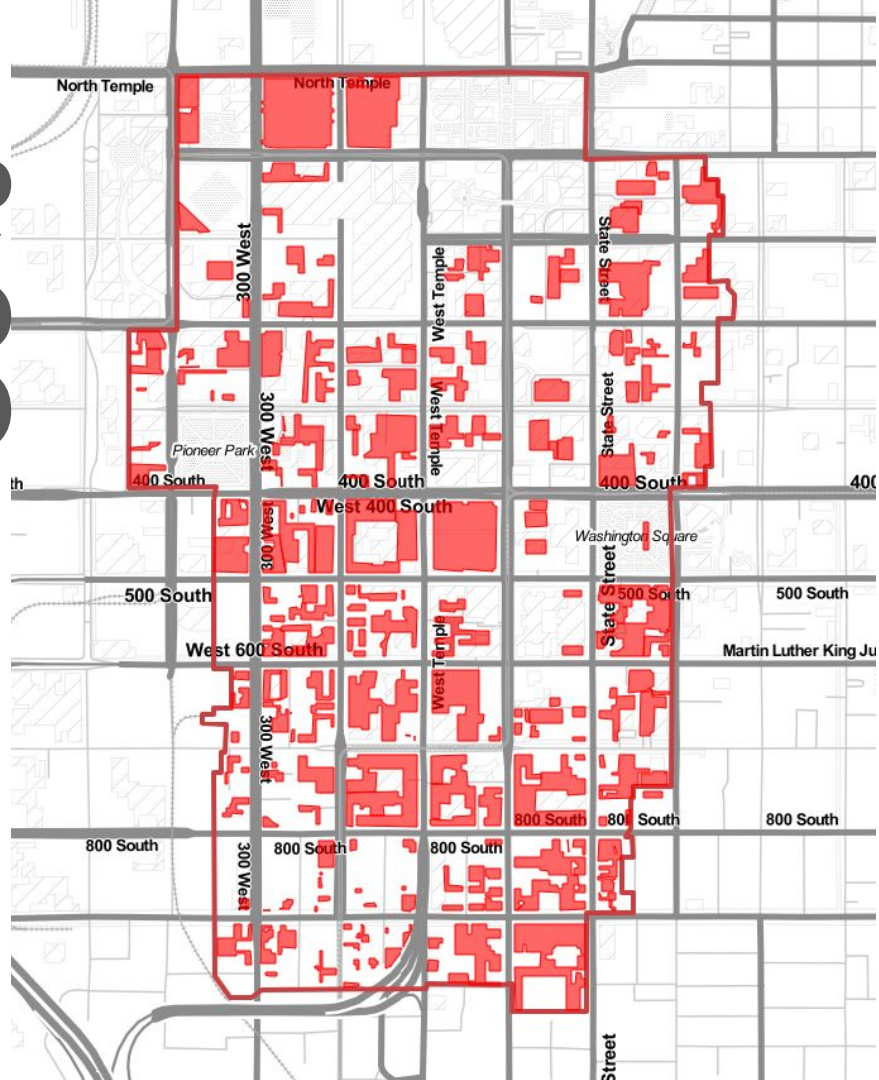
Newgate Mall  
\$1,238,402 per acre



**One size misfits all**



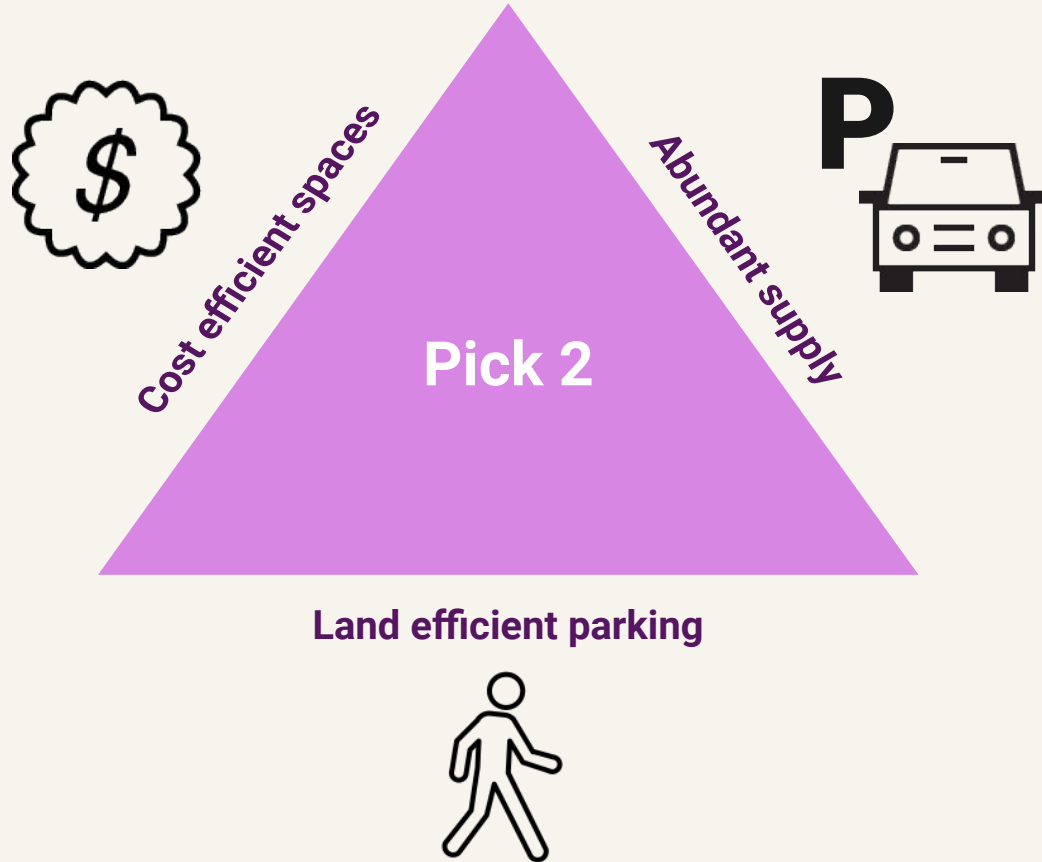
30%



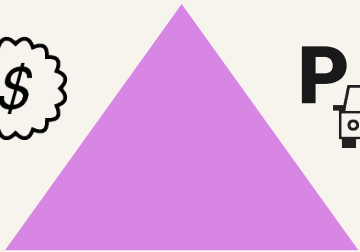
	<b>Provo Town Center</b>	<b>Lehi Thanksgiving Point</b>	<b>Farmington Station Area</b>
<b>Total Area</b>	150.2 acres	146.9 acres	107.7 acres
<b>High-Quality Transit</b>	No	FrontRunner	FrontRunner
<b>Buildings</b>	22%	9%	43%
<b>Other</b>	31%	42%	9%
<b>Parking</b>	48%	49%	48%

# The *\*Almost\** Impossible Trinity

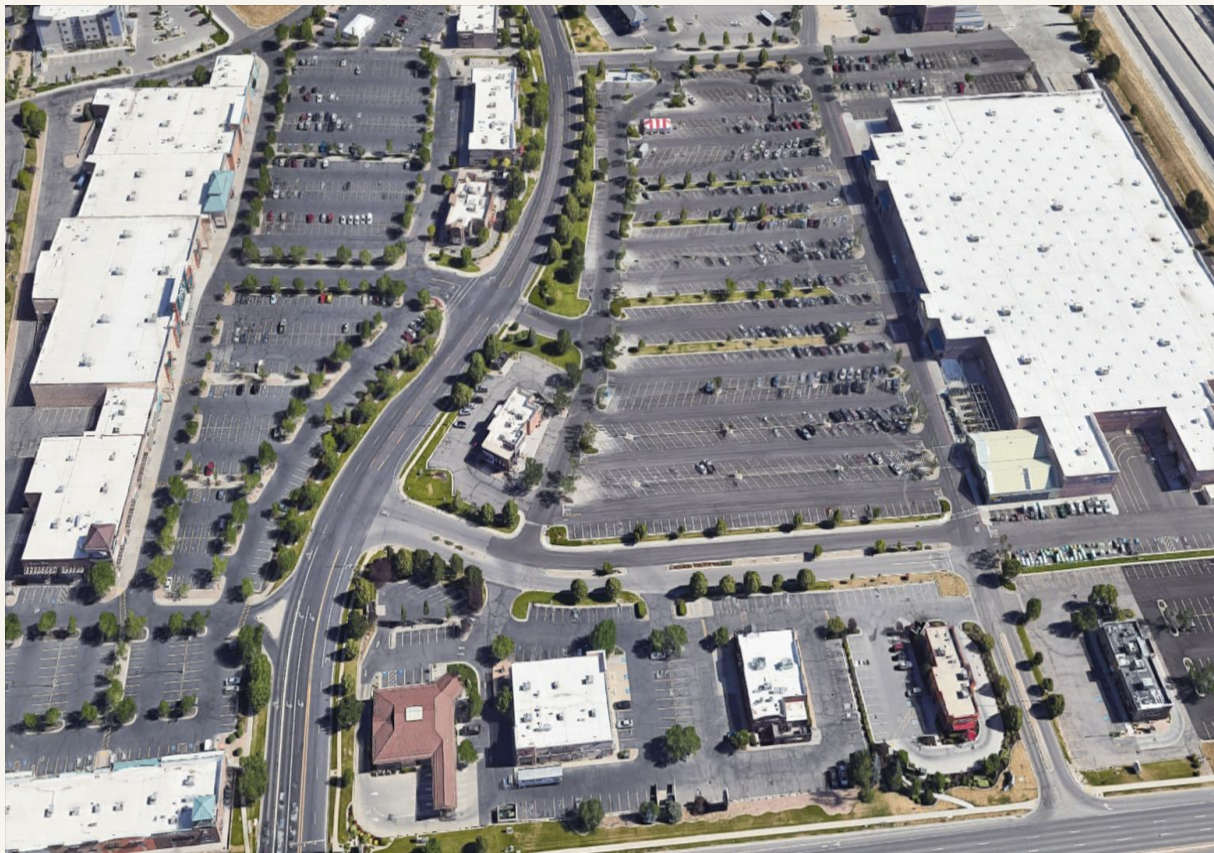
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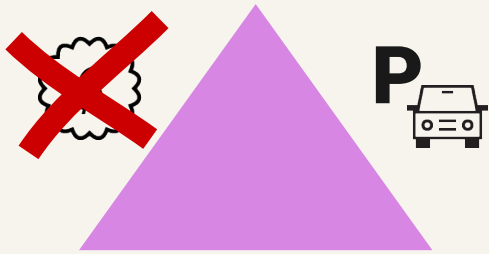


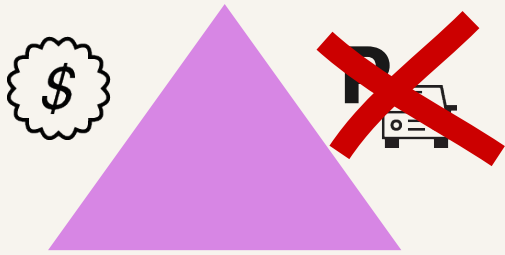




P









**What about  
SPILLOVER  
parking?!?**

Handle spillover by **managing on-street and public parking spaces**

Park once is one of these strategies and it's super efficient



ON-STREET



PUBLIC



SHARED



PRIVATE

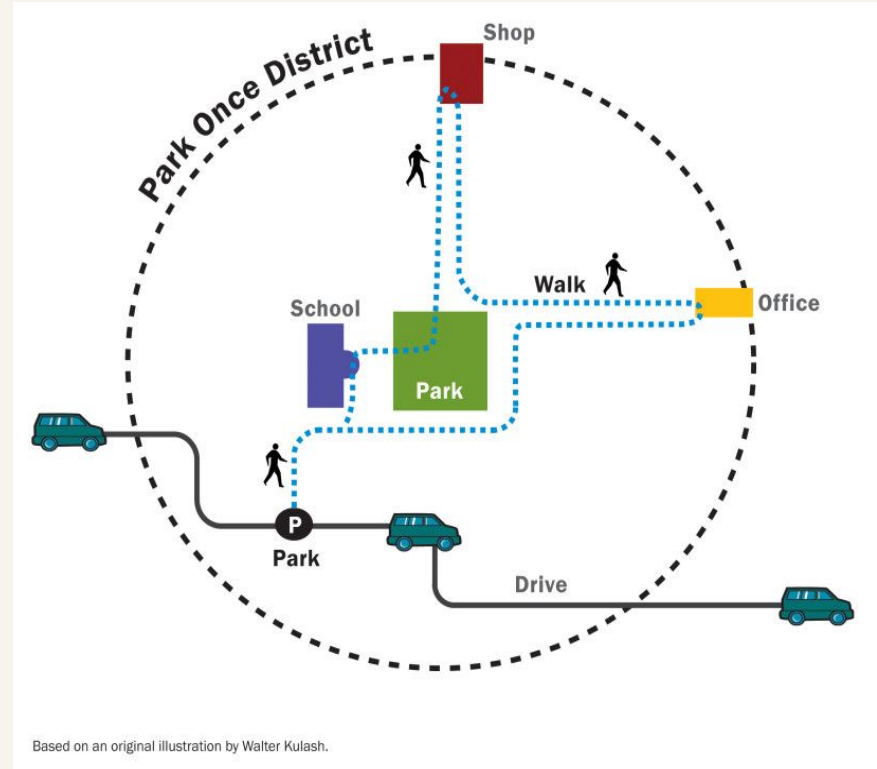
**High  
Efficiency**



**Low  
Efficiency**

# Park-Once District Steps

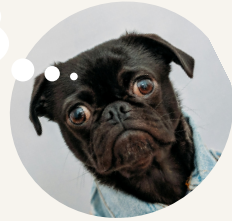
- P** Reduce requirements well below observed peak demand
  - Let the private sector determine private supply
- P** Provide public parking
- P** Manage the public supply (time limits, pricing if need be) to keep 15% spaces vacant
- P** Protect nearby residential areas through parking permit programs



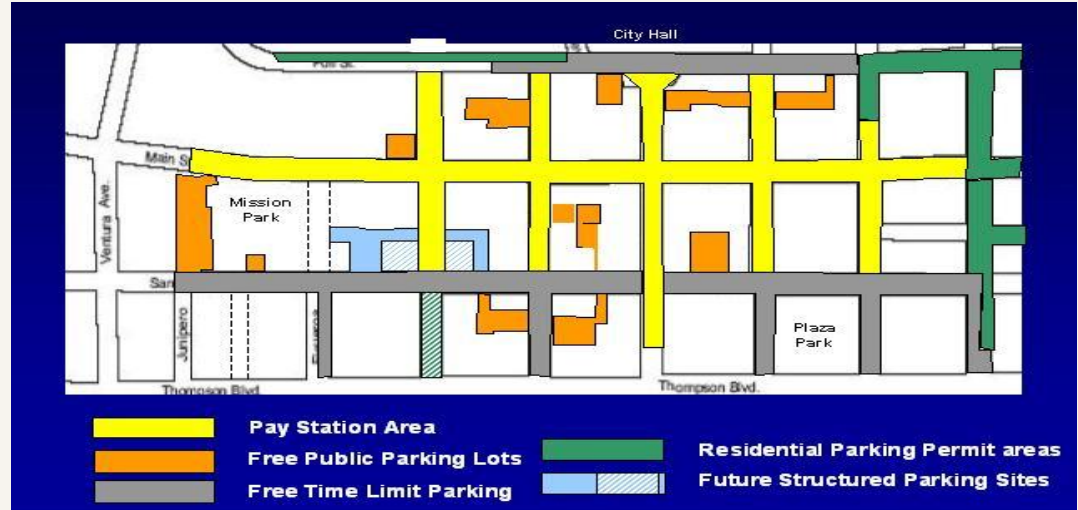


**Has this worked before?**

CALIFORNIA?!

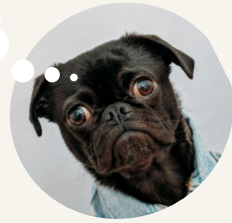


# Ventura, California





CALIFORNIA?!



# LaFayette, California



**Calm down, dear sir,  
it is also working  
right here in Utah.**





**Alex Roy**

Park City

# Park City Forward: Long-Range Transportation Plan

## Guiding Principles

Develop a **Park Once** community

- Collaborate with regional partners on long-range transportation solutions
- Identify, manage, and mitigate traffic during peak conditions
- Expand our world class biking and walking infrastructure
- Proactively review and analyze disruptive transportation and transit ideas and innovation
- Continue to develop and improve the internal Park City Transit system

### GETTING TO PARK CITY



### GETTING AROUND PARK CITY



# China Bridge Parking Garage

Size: **610 stalls**

Built in **1982**

Remodeled in **2006**

One block off historic Main Street in Park City

Managed by the Park City Parking Division



# China Bridge History

Barred from lucrative work and hounded by local residents, it took years of discrimination against Chinese workers to erase their contributions to Park City.

All that remains of Park City's once-thriving Chinatown is a name on a parking garage: China Bridge.

By 1893, about 400 Chinese residents lived in Park City, roughly 10% of the population. A local mine company even funded a bridge built over Chinatown so that people walking east from Main Street to Rossie Hill need not pass through the Chinese neighborhood. This bridge is where today's parking garage gets its name.

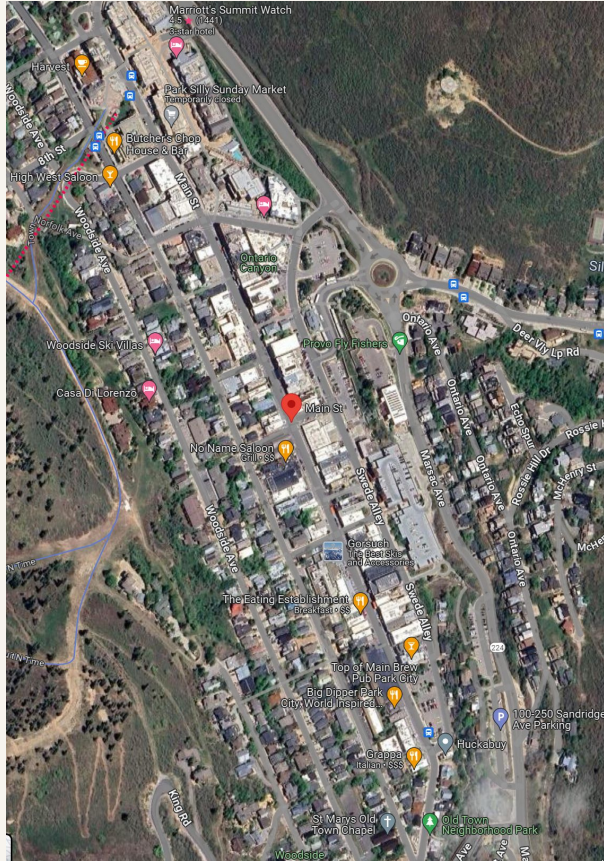
By the 1920s, only three Chinese families remained in Park City, one operating a laundry and the other two running restaurants. After World War II, even these families left. And what little physical evidence of Chinatown that remained has since been completely demolished.

[www.utahhumanities.org](http://www.utahhumanities.org)



Park City, c. 1890s. Courtesy of Park City Historical Society and Museum, Himes-Buck Digital Collection

# China Bridge and Old Town parking locations

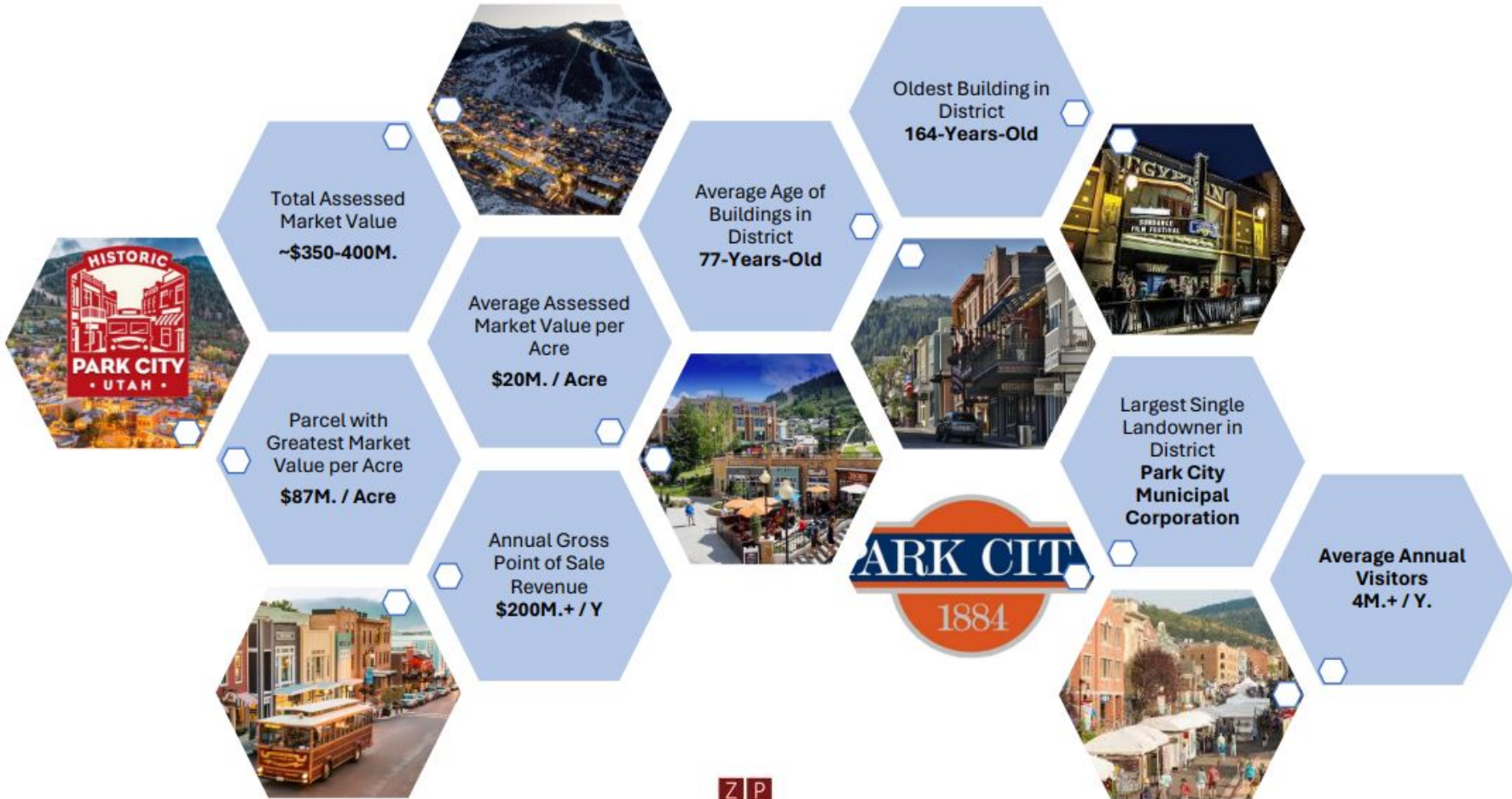


# Main Street Businesses

- 200 unique businesses
- 100 independent boutiques
- 50 restaurants / nightlife
- Art Galleries
- The Egyptian Theater







Source: Zions Public Finance, Park City Municipal Corporation, Summit County Assessor. As of April 2024.

# Main Street Events



# Other parking considerations....



**Enforcement /  
Wayfinding**



**Peak Day /  
Intercept Lots**

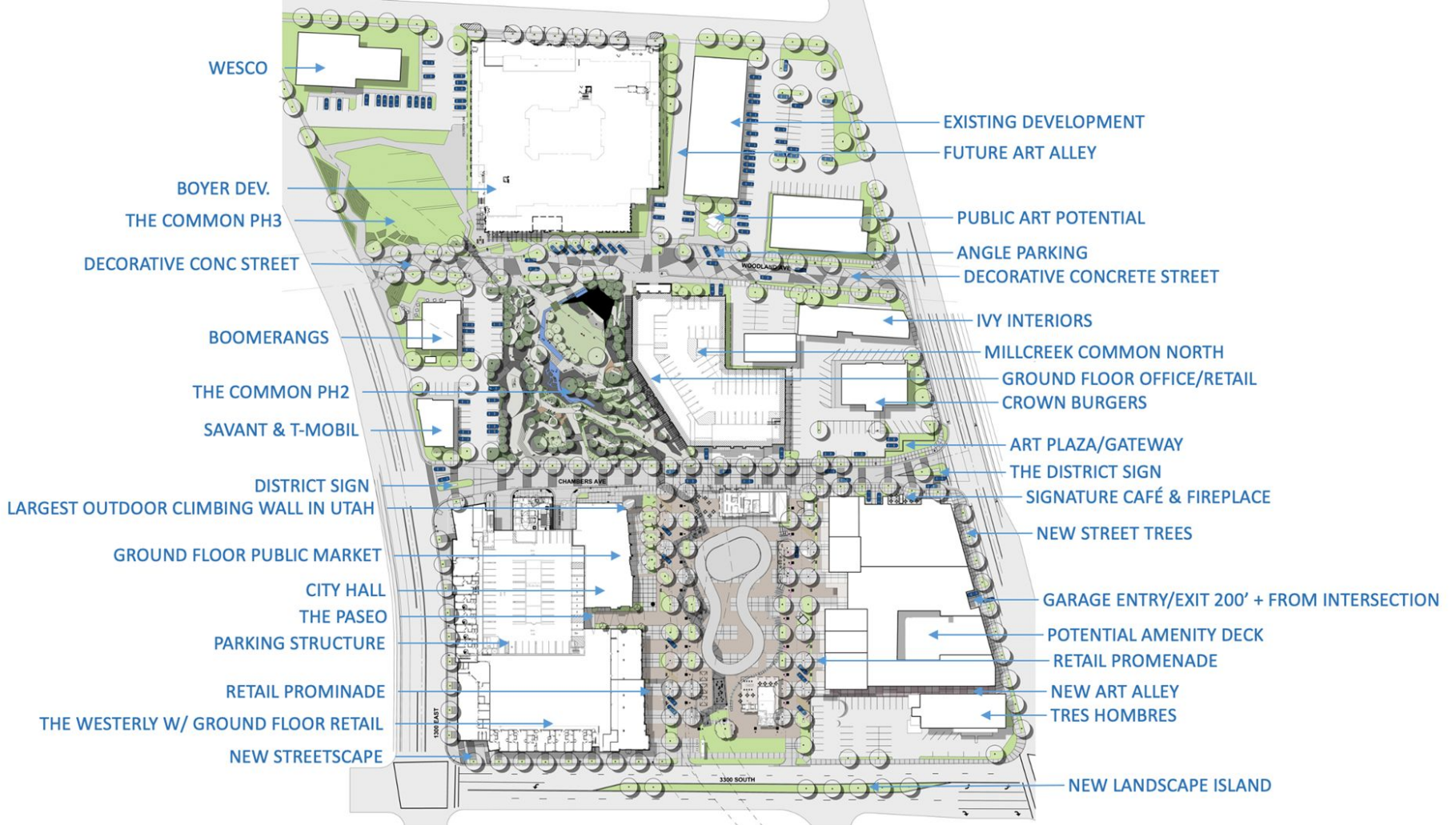


**Accessibility and working  
with the Business  
Community**



**Francis Lilly**

Millcreek



MILLCREEK COMMON PRELIMINARY MASTER PLAN

# Rethinking Parking for a City Center

*“A City can be friendly to people or it can be friendly to cars, but it cannot be both.”*

*- Enrique Peñalosa, Former Mayor of Bogotá, Colombia*

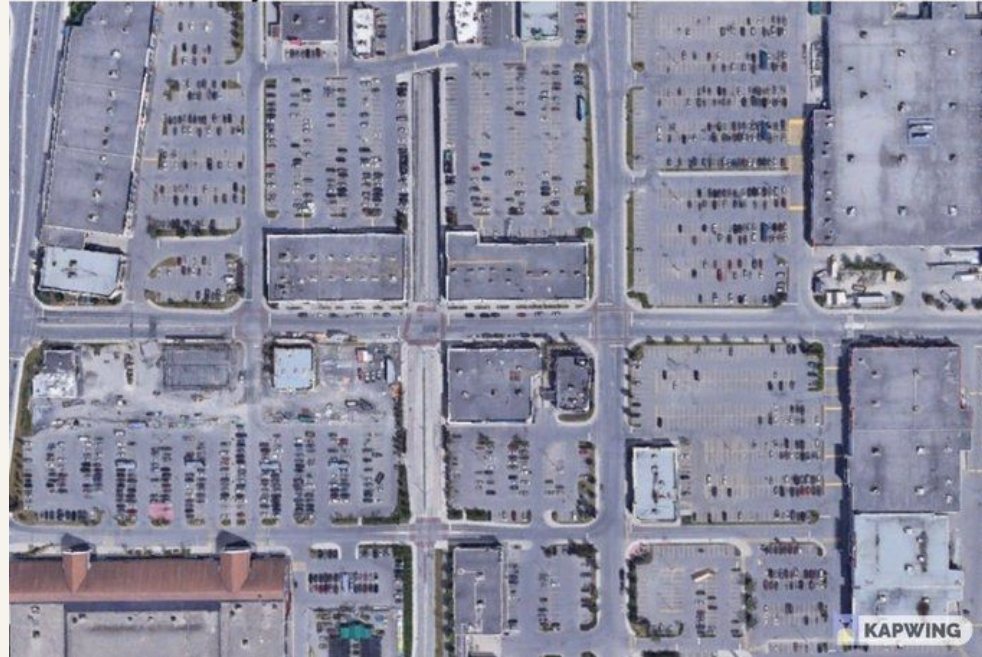


# Rethinking Parking for a City Center

*“A City can be friendly to people or it can be friendly to cars, but it cannot be both.”*

*- Enrique Peñalosa, Former Mayor of Bogotá, Colombia*

Parents: Why don't kids go outside anymore?  
The outside they built:

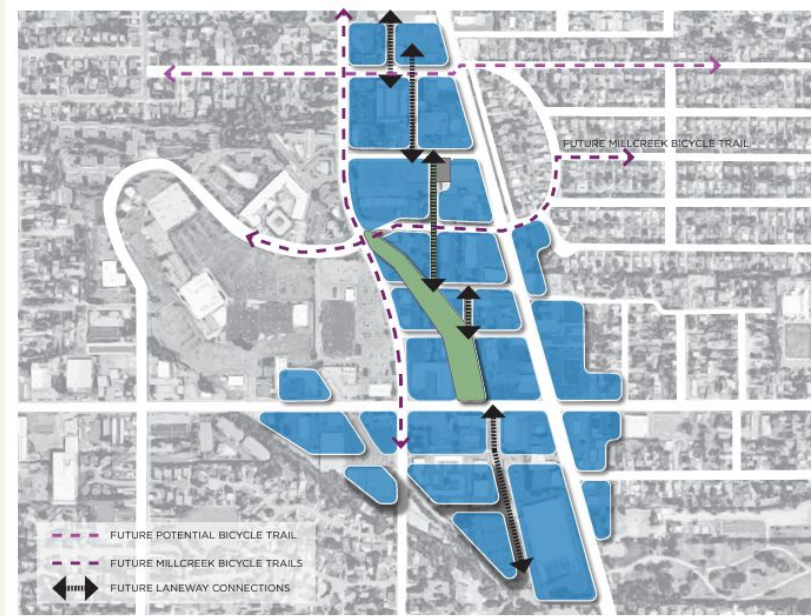






# Rethinking Parking for a City Center

## Strategy 2: Ensure Good Pedestrian Connections For Your “Park Once” Place



# Rethinking Parking for a City Center

## *Strategy 3: Use the Right Tools to Analyze Your Parking Need*

**TABLE 1: MILLCREEK CITY CENTER DEVELOPMENT LAND USES**

Component	Land Use	Units
Cottonwood Residential	Residential Units - Studio	28 units
	Residential Units - 1 Bedroom	126 units
	Residential Units - 2 Bedrooms	44 units
	Restaurant	4,712 SF
	Retail	7,992 SF
	Office	3,525 SF
City Hall	Office – Public Shared Space	29,000 SF
	Office – Government Office	35,000 SF
	Retail	8,068 SF
Millcreek Common	Ice Ribbon	15,846 SF

# Rethinking Parking for a City Center

## Strategy 3: Use the Right Tools to Analyze Your Parking Need

**TABLE 5: MILLCREEK CODE SHARED PARKING SUMMARY –CITY HALL/COTTONWOOD RESIDENTIAL BUILDING & COMMON SPACE**

Tenant	Land Use (Millcreek Parking Code)	Category	Units	Quantity	Requirement Ratio (Stalls/Unit)	Weekday			Weekend		
						12 <sup>AM</sup> - 7 <sup>AM</sup>	7 <sup>AM</sup> - 6 <sup>PM</sup>	6 <sup>PM</sup> - 12 <sup>AM</sup>	12 <sup>AM</sup> - 7 <sup>AM</sup>	7 <sup>AM</sup> - 6 <sup>PM</sup>	6 <sup>PM</sup> - 12 <sup>AM</sup>
Cottonwood Residential	Studio	Residential	Dwelling unit	28	1	28	14	23	28	21	21
	1 Bedroom	Residential	Dwelling unit	126	1.5	189	95	152	189	142	142
	2 Bedroom	Residential	Dwelling unit	44	1.5	66	33	53	66	50	50
	Guest	Residential Guest	Dwelling unit	198	0.33	7	33	53	7	50	50
	Retail (Less Intensive)	Retail	1,000 SF	7.992	3	2	24	20	2	24	15
	Restaurant	Restaurant	1,000 SF	4.712	3	8	10	15	10	8	15
	Office (Cottonwood)	Office & Industrial	1,000 SF	3.525	3	1	11	1	0	1	0
City Hall	Office (Public - Shared Space)	Office & Industrial	1,000 SF	29.000	3	5	87	5	0	5	0
	Office (Government Office)	Office & Industrial	1,000 SF	35.000	3	6	105	6	0	6	0
	Retail (Less Intensive)	Retail	1,000 SF	8.068	3	2	25	20	2	25	15
Millcreek Common	Sports Complexes (Ice ribbon)	Theater/entertainment	1,000 SF	15.846	5	4	16	80	4	40	80
<b>Totals</b>						<b>318</b>	<b>453</b>	<b>428</b>	<b>308</b>	<b>372</b>	<b>388</b>

Base parking requirements based on City Center Overlay Zone requirements - Amended 12 March 2018

Shared parking reductions based on Millcreek Code Chapter 19.80.080: *Shared Parking*

# Rethinking Parking for a City Center

## Strategy 3: Use the Right Tools to Analyze Your Parking Need

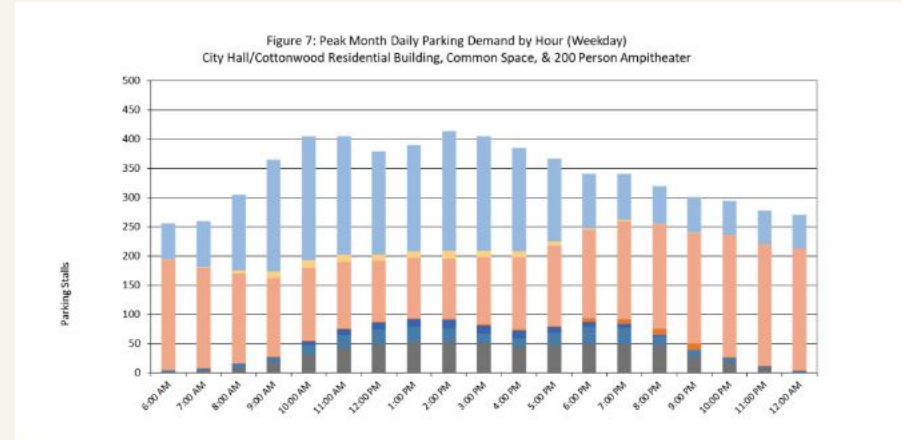
**TABLE 9: ULI SHARED PARKING SUMMARY – CITY HALL/COTTONWOOD RESIDENTIAL BUILDING, COMMON SPACE, & 200 PERSON AMPHITHEATER**

Shared Parking Demand Summary																		
Peak Month: DECEMBER -- Peak Period: 2 PM, WEEKDAY																		
Land Use	Project Data		Weekday					Weekend					Weekday			Weekend		
			Base Ratio	Driving Adj	Non-Captive Ratio	Project Ratio	Unit For Ratio	Base Ratio	Driving Adj	Non-Captive Ratio	Project Ratio	Unit For Ratio	Peak Hr Adj	Peak Mo Adj	Estimated Parking Demand	Peak Hr Adj	Peak Mo Adj	Estimated Parking Demand
	Quantity	Unit										2 PM	December		1 PM	June		
<b>Retail</b>																		
Retail (<400 ksf) Employee	16,060	sf GLA	2.90	95%	95%	2.61	ksf GLA	3.20	95%	97%	2.94	ksf GLA	100%	100%	42	100%	72%	22
			0.70	95%	97%	0.64		0.80	95%	97%	0.73		100%	100%	11	100%	82%	7
<b>Food and Beverage</b>																		
Fast Casual/Fast Food Employee	4,712	sf GLA	12.40	95%	29%	3.40	ksf GLA	12.70	95%	57%	6.85	ksf GLA	90%	96%	14	100%	98%	17
			2.00	95%	97%	1.83		2.00	95%	97%	1.83		95%	100%	9	100%	100%	6
<b>Entertainment and Institutions</b>																		
Family Entertainment Employee	15,846	sf GLA	1.80	95%	91%	1.54	ksf GLA	2.50	95%	96%	2.26	ksf GLA	100%	48%	12	90%	70%	23
			0.20	95%	97%	0.18		0.25	95%	97%	0.23		100%	58%	2	100%	80%	3
Outdoor Amphitheater Employee	200	seats	0.30	95%	91%	0.26	seat	0.33	95%	96%	0.30	seat	1%	10%	-	17%	100%	59
			0.07	95%	97%	0.06		0.07	95%	97%	0.06		30%	50%	2	100%	100%	13
<b>Hotel and Residential</b>																		
Residential, Urban																		
Studio Efficiency	28	units	0.85	95%	100%	0.80	unit	0.85	95%	100%	0.80	unit	50%	100%	11	0%	100%	15
1 Bedroom	126	units	0.90	95%	100%	0.85	unit	0.90	95%	100%	0.85	unit	50%	100%	54	67%	100%	70
2 Bedrooms	44	units	1.65	95%	100%	1.56	unit	1.65	95%	100%	1.56	unit	50%	100%	35	67%	100%	45
3+ Bedrooms		units	2.50	95%	100%	2.37	unit	2.50	95%	100%	2.37	unit	50%	100%	-	67%	100%	-
Reserved		res spaces	0.00	95%	100%	0.00	unit	0.00	95%	100%	0.00	unit	100%	100%	-	100%	100%	-
Visitor	198	units	0.10	95%	100%	0.09	unit	0.15	95%	100%	0.14	unit	20%	100%	4	20%	100%	28
<b>Office</b>																		
Office <25 ksf Reserved Employee	3,525	sf GFA empl	0.30 0.00 3.50	95% 95% 95%	100% 100% 96%	0.28 0.00 3.17	ksf GFA	0.03 0.00 0.35	95% 95% 95%	100% 100% 96%	0.03 0.00 0.32	ksf GFA	95% 100% 95%	100% 100% 100%	2 - 11	80% 100% 80%	100% 100% 100%	- - -
Office 25 to 100 ksf Reserved Employee	64,000	sf GFA 29% emp	0.27 0.95 2.37	95% 95% 95%	100% 100% 96%	0.26 0.89 2.15	ksf GFA	0.03 0.95 0.00	95% 95% 95%	100% 100% 96%	0.03 0.89 0.00	ksf GFA	95% 100% 95%	100% 100% 100%	16 58 131	80% 100% 80%	100% 100% 100%	- 58 -
<b>Additional Land Uses</b>																		
													Customer/Visitor	90	Customer	150		
													Employee/Resident	265	Employee/Resident	158		
													Reserved	58	Reserved	58		
													Total	413	Total	366		

# Rethinking Parking for a City Center

## *Strategy 3: Use the Right Tools to Analyze Your Parking Need*

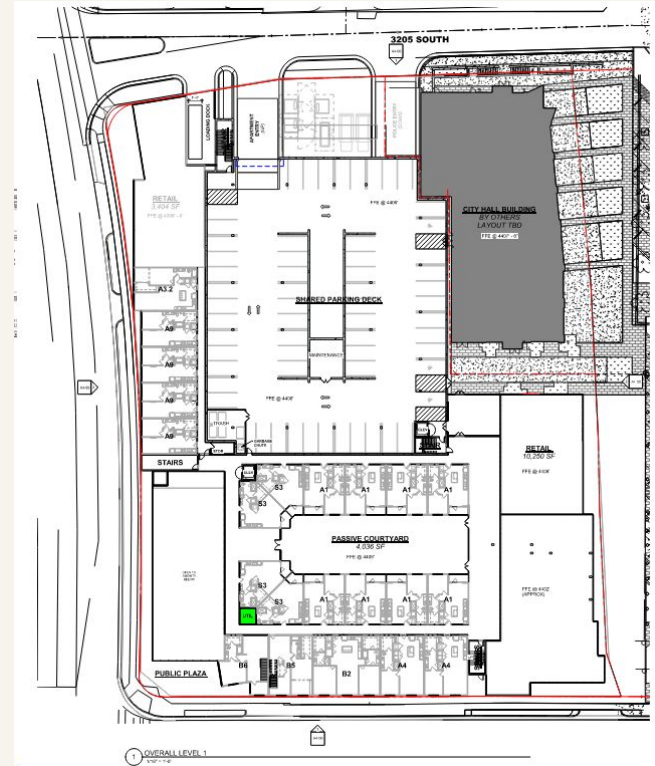
- Know your likely uses!
- Use the right shared parking factors!
  - Traditional suburban shared parking model did not work for the City Center. The closest analogue was a retail power center with housing.
  - Seasonality drove the demand in our case. Who knew?
- Get a third-party consultant to validate (or correct) your assumptions!



# Rethinking Parking for a City Center

## *Strategy 4: Consider the Right Parking Solution for You*

- Like Park City, Millcreek decided on a shared parking structure.
- Millcreek joint-ventured with a developer to share the cost burden.
- Cost-sharing was calculated by the Parking Demand Study.
- Easements, agreements, joint ventures, valet parking.



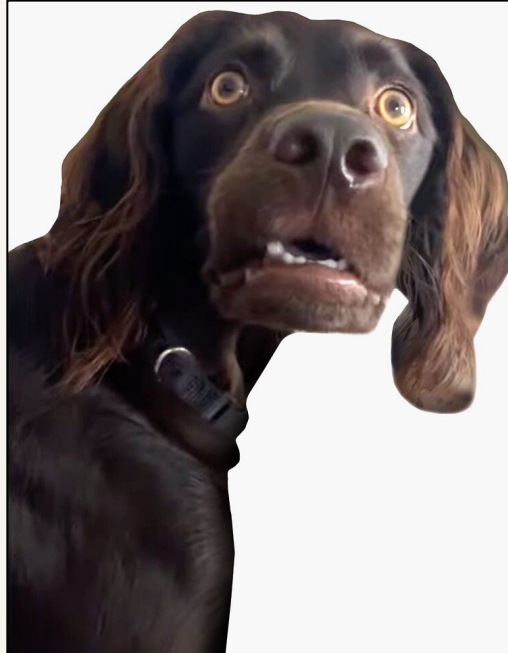
# Rethinking Parking for a City Center

## Strategy 4: Consider the Right Parking Solution for You

I could do an entire presentation on how to write a “Easement Agreement and Parking Declaration” but it would bore you to death, so just call/email me instead:

[flilly@millcreekut.gov](mailto:flilly@millcreekut.gov)

801-214-2752



DATED effective the date first-above written.

**DEVELOPER:**  
BLOCK C SPE, LLC, a Delaware limited liability company  
By: CW Block C, LLC, a Delaware limited liability company, its Sole Member  
By: *Gregg Christensen*  
Name: Gregg Christensen  
Inc. Chief Legal Officer

UTAH )  
OF SALT LAKE ) ss.  
his 24<sup>th</sup> day of February 2023, personally appeared before me **Gregg Christensen**,  
knowledge to me that he signed the foregoing agreement as the Chief Legal Officer  
Member of Block C SPE, LLC, a Delaware limited liability company.

**AMN Y WOOD**  
BY PUBLIC - STATE OF UTAH  
Comm. Exp. 07/29/2025  
Notarization # 714630  
*Amn Y Wood*  
Notary Public

**CITY:**  
MILLCREEK, a Utah municipality  
By: *Jeff Silvestri*  
Jeff Silvestri, Mayor

UTAH )  
OF SALT LAKE ) ss.  
his 28<sup>th</sup> day of February 2023, personally appeared before me **Jeff Silvestri** and **Eliza**  
to duly acknowledge to me that they signed the foregoing agreement as the mayor  
and, respectively, of Millcreek, a Utah municipality.

**JANE STRATTON**  
Notary Public - State of Utah  
Comm. Ex. 10/15/23  
My Commission Expires on 10/15/24  
*Jane Stratton*  
Notary Public

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MILLCREEK WEST  
"MILLCREEK"

24

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# Rethinking Parking for a City Center

*Strategy 5: Plan For Intuitive Connections From Your Parking to the Pedestrian Amenities.*





# Rethinking Parking for a City Center

*Strategy 5: Plan For Intuitive Connections From Your Parking to the Pedestrian Amenities.*



# Rethinking Parking for a City Center

*Strategy 6: Use Parking Management Tools for Major Events.*



# Rethinking Parking for a City Center

## *Strategy 6: Use Parking Management Tools for Major Events.*

- Your permanent parking should consider typical, seasonal demand. You don't need to build permanent parking just for your biggest event. If you did, you wouldn't have a city center.
- Consider temporary leases for parking.
- Make use of temporary spaces for parking, if they're available.
- Be flexible and adaptable. Demand changes! Plans change!



# Rethinking Parking for a City Center

## Strategy 7: Adapt to Changing Circumstances

1

Free Parking When There's Adequate Supply

2

Time Limited Parking to Benefit Retail and Ensure Efficiency. Permit and Limit Supply.

3

Charge for Parking to Maximize Efficiency When Demand is High.

4

Shoupian Exaltation

- What you need now is different than what you will need in the future.
- Consider a five-to-ten year plan that adapts to changing needs.

