

ORDINANCE NO. 20130328-017

AN ORDINANCE ESTABLISHING A PILOT PROGRAM TO REDUCE PARKING REQUIREMENTS FOR COMMERCIAL BUSINESSES UTILIZING TRIP-REDUCTION STRATEGIES; AND WAIVING REQUIREMENTS OF CITY CODE CHAPTER 25-6.

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

PART 1. Program Adoption and Authorization.

(A) To further the growth management goals expressed in the Imagine Austin Comprehensive Plan and Ordinance No. 20120206-073, the city council adopts a Reduced Parking Incentives (“RPI”) Program consistent with the requirements of this ordinance.

(B) The city manager is authorized to take all necessary administrative actions to implement the program, including the development of application and review guidelines, participation requirements, menus of incentives, and monitoring requirements.

PART 2. Program Conditions and Restrictions.

(A) Participation in the RPI Program is limited to:

- (1) areas outside of the Central Business District (CBD) and Downtown Mixed Use (DMU) zoning districts; and
- (2) no more than five participants, each of which must consist of one or more related structures under common ownership and operation that:
 - (i) are proposed to be expanded or converted to a use that would trigger additional parking under Chapter 25-6 (*Transportation*); and
 - (ii) include uses that are conducive to access by non-motorized vehicles, are near transit facilities; and are not heavily dependent on truck deliveries.

(B) To participate in the RPI Program, an applicant must:

- (1) agree to reporting requirements and follow-up evaluations as required by the director of the Planning & Development Review Department (PDRD); and
- (2) execute an acknowledgement, on a form approved by PDRD, that the project will be required to comply with the requirements of Chapter 25-6

(Transportation) upon the expiration of this ordinance, unless the program is extended by the city council.

PART 3. RPI Plans for Participating Projects.

(A) An applicant must submit an application on a form approved by the director and provide any requested information to aid in evaluation of the application.

(B) If an applicant is approved and selected for participation in the RPI Program, the applicant must work with staff to implement an RPI Plan tailored to the conditions of the project.

(C) An RPI Plan must include clearly specified requirements, as determined by PDRD, intended to achieve the following objectives:

- (1) reduce parking demand and requirements, with no adverse effects on employees, patrons, or the public;
- (2) reduce motor vehicle miles traveled; and
- (3) test and evaluate alternative incentive methods.

(D) Examples of strategies that may be approved under Subsection (C) include, but are not limited, the following:

- (1) on-site services;
- (2) guaranteed rides home;
- (3) preferential parking;
- (4) promotional activities;
- (5) company vehicles;
- (6) ride-matching services;
- (7) car-share subsidies;
- (8) shower and locker facilities;
- (9) bike sharing;
- (10) alternative work schedules;
- (11) alternative commute incentives;
- (12) additional bike parking;
- (13) parking cash-out;

(14) transit subsidy; and

(15) un-bundled parking.

(E) An RPI Plan shall provide for a reduction in the minimum parking required by Chapter 25-6 (*Transportation*), as determined by PDRD based on the reduction in parking demand anticipated as a result of implementation of the RPI Plan.

PART 4. Follow-Up Evaluation & Report to Council.

(A) Following completion of the RPI Program established by this ordinance, PDRD shall conduct follow-up evaluations with each participant regarding the success of the program.

(B) After completing the evaluations, PDRD shall present findings to the city council prior to November 2014 regarding the following:

- (1) number of participants;
- (2) total number of employees/customers;
- (3) rate of participation in each incentive;
- (4) estimated motor vehicle trips and vehicle miles traveled eliminated;
- (5) parking spaces eliminated;
- (6) customer or public complaints to owner and to City;
- (7) baseline number of residential permit parking areas, subsequent requests for creation of residential permit parking areas, and number of requests approved; and
- (8) whether the program should be extended or adopted as an amendment to Chapter 25-6 (*Transportation*).

PART 5. Waiver. City Code Chapter 25-6 (*Transportation*) is waived to the extent of a conflict with this ordinance or an RPI Plan approved by PDRD under this ordinance.

PART 6. Expiration. This ordinance expires on November 3, 2014.

PART 7. This ordinance takes effect on April 8, 2013.

PASSED AND APPROVED

_____ March 28 _____, 2013

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Lee Leffingwell
Mayor

APPROVED: _____
Karen M. Kenard
City Attorney

ATTEST: _____
Jannette S. Goodall
City Clerk