

# **Columbia Pike Parking Strategy**

Adopted by the County Board on December 17, 2002

Updated November 2005

Introduction: The Columbia Pike Initiative (CPI) revitalization plan requires a flexible, diverse, and creative parking strategy that is accomplished using a variety of tools. The strategy must not exist in isolation, but be integrated into a comprehensive transportation plan that emphasizes walking and encourages transit and biking. Proactive public involvement is an essential element of the strategy, as it has been in other development areas including Ballston, Court House, Clarendon, and Shirlington.

## Parking Goals:

1. Enable people to park once at a convenient location and access a variety of commercial enterprises in pedestrian-friendly environments by encouraging shared parking.
2. Create a coordinated, managed approach to parking that increases the visibility and accessibility of parking and uniformity of parking information, whether the parking is provided publicly or privately.
3. Reduce diffused, inefficient, single-purpose parking.
4. Avoid adverse parking impacts on neighborhoods adjacent to redevelopment areas.
5. Maximize on-street parking.
6. Provide flexibility for redevelopment of small sites and for the preservation of historic buildings.
7. Promote early prototype projects using flexible and creative incentives.

## Parking Strategies:

1. Zoning (Form Based Code) and General Land Use Plan (GLUP).
  - a. Concentrate redevelopment in commercial nodes.
  - b. Establish minimum parking requirements for development on sites that exceed 20,000 square feet.
  - c. Provide flexibility and incentives for meeting parking needs for projects on sites less than 20,000 square feet and for historic properties.
  - d. Establish minimum requirements and incentives for shared parking.
  - e. Establish limits and disincentives for single-purpose, private, and reserved parking.
  - f. Provide flexibility to achieve parking requirements and goals on a redevelopment site or elsewhere within a redevelopment node.
2. Mitigation of impacts on residential parking.

- a. Use residential permit parking to avoid adverse impacts on residential areas.
  - b. Extend the Douglas Park pilot permit program.
  - c. Within 30 days announce the parameters of a proposed residential permit program in Columbia Forest.
  - d. Within 90 days present proposals for public review on a comprehensive residential permit parking program.
  - e. Restrict inappropriate commercial vehicle parking.
3. Leadership.
- a. Proactively participate in the exploration of opportunities to achieve parking goals from the initial discussion of all redevelopment projects.
  - b. Identify a parking coordinator to provide on-going analysis and leadership to achieve the following:
    - i. Privately developed parking that is consistent with the County's goals;
    - ii. Public-private partnerships;
    - iii. Proposals for publicly provided parking (including on-street);
    - iv. Mitigation of parking impacts on residential areas.
    - v. Develop creative parking solutions for funding generated through contributions permitted by the Form Based Code.
  - c. Provide consulting resources as necessary for the following:
    - i. Evaluation of parking impacts of each redevelopment project.
    - ii. Updating and monitoring of block by block parking supply, demand, and peaking trends.
    - iii. Development of recommendations for implementation of a phased parking management strategy as necessary in the different nodes, including investigation and testing of specific solutions to solve parking problems (e.g. leasing of particular lots and conversion to public, short term use, etc.).
4. Parking Priorities.
- a. Establish parking zones in each redevelopment node as indicated on the attached map. Designate the parking zones as priority areas for implementation of the parking goals, including public participation in the creation of shared parking.
  - b. Proactively explore opportunities for achieving goals in each redevelopment project, including either the maximization of shared parking in the project and/or the creation of parking for the project in a shared facility in its parking zone.

5. Parking Investment.
  - a. Evaluate need and effectiveness of publicly leased parking to meet needs on an interim basis.
  - b. Use economic incentive tools, including Tax Increment Public Infrastructure Fund (TIPIF), to achieve parking goals.
  - c. Evaluate requirements for public investment in parking as part of the County's biennial Capital Improvement Program.
6. Maximize on-street parking.
  - a. Subject to the recommendations of the Columbia Pike Street Space Planning Task Force, maximize on-street parking along Columbia Pike, particularly in the Town Center.
  - b. Maximize on-street parking along proposed new streets throughout the redevelopment nodes (currently estimated to result in at least 160 additional spaces).
  - c. Evaluate other on-street parking opportunities as part of the transportation analysis.
7. Visibility of parking.
  - a. Provide short-term signage to identify public parking.
  - b. Develop a comprehensive wayfinding program for Columbia Pike.
8. Public participation.
  - a. As part of the quarterly updates of the implementation of the Columbia Pike Initiative and Form Based Code, explore the status of the parking strategies.

### **Other Related Strategies**

1. Enhance Pedestrian Amenities. Making the Columbia Pike corridor a safer and more pleasant place for pedestrians will encourage people to walk instead of drive from nearby neighborhoods. It will lead to an environment where parking at a central location and walking to business, shopping and entertainment destinations is the norm. It will promote more efficient use of parking spaces by letting patrons park once and visit several destinations, rather than driving from place to place along the Pike.

The Form Based Code requires new developments in the Columbia Pike Special Revitalization District to provide better pedestrian amenities, including adequate sidewalks, street trees, lighting and attractive streetscape. On-street parking will provide a buffer to the traffic, further encouraging walking. The placement of buildings behind the sidewalk

with retail uses on the ground floor will lead to a more urban ambiance that makes people more willing to walk.

In addition, the Columbia Pike Initiative includes a number of pedestrian improvements which County staff has recently completed or on which it is currently working<sup>1</sup>:

- a. A streetscape project on South Garfield Street and 9<sup>th</sup> Road has been completed; another along Columbia Pike between Garfield Street and Glebe Road is currently under construction; and preliminary design work has been finished for a project between South Wakefield Street and South Four Mile Run Drive.
  - b. A median project between South Columbus and South Frederick Streets was completed, and another is planned for South Scott Street.
  - c. Five signals on Columbia Pike were upgraded with black mast arm poles, LED signals and countdown pedestrian signals during the last fiscal year: Glebe Road, Monroe Street, Quincy Street, George Mason Drive, Thomas/Taylor Streets. Highland Street has not been upgraded yet, as it is currently going through a realignment study.
  - d. On Frederick Street, pedestrian activated flashing beacons mounted on poles were installed on both directions in advance and also at the mid-block location to warn the motorists to stop for pedestrians in the crosswalk.
  - e. The south leg of Scott Street at Columbia Pike will be signalized and crosswalks and pedestrian signals will be added to Columbia Pike. Construction will start in the spring of 2006.
2. Improve Transit Options. Planned transit improvements in the Columbia Pike corridor will result in greater frequency, connectivity and reliability of transit services which will increase ridership and reduce demand for automobile parking. Proposed transit improvements for Columbia Pike include:
- a. The restructuring of current Metrobus bus services.

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<sup>1</sup> This section was updated as of November 2005.

- b. New Arlington-centered routes providing connections between Columbia Pike and Pentagon City Metrorail Station with Metrorail-like services.
  - c. The use of small Arlington Transit (ART) buses connecting neighborhoods with activity centers along Columbia Pike.
  - d. Amenities to increase the comfort and convenience of transit for passengers, including transfer stations, new shelters with heating and lighting, improved access to bus stops, and better passenger information, including bus arrival time displays.
3. Enhance Bicycle Parking. Providing more bicycle parking in the Columbia Pike corridor will encourage people traveling to the corridor to consider using a bicycle. Increasing bicycle usage in the corridor will help to reduce demand for the limited vehicle parking currently available. The Form Based Code requires that new developments provide bicycle parking for residents and employees of new buildings and that new public bike parking be provided as part of the its streetscape requirements.

Efforts to increase bicycle parking along Columbia Pike are already underway. The County and the Virginia Department of Transportation have installed bicycle racks within public rights-of-way along Columbia Pike over the past few years. Additional racks are available and suitable locations for installation of new racks will be identified and implemented. Additionally, bicycle parking will be incorporated into any new public parking lots or structures that are constructed within the corridor.

**In addition, the following strategies are recommended for further consideration:**

- 4. Development of convenient shared-use parking capacity along these new bus routes in Arlington and Fairfax Counties to serve transit riders who park and ride (less than 1% of riders) to avoid overflow parking in adjacent neighborhoods.
- 5. Requiring and/or encouraging building developers/owners/businesses to offer occupants transit, ridesharing, bicycling, and walking subsidies such as those offered by County and other large employers to their employees to reduce demand for automobile use and hence parking.
- 6. Exploring use of County contracted shared automobile programs within a defined area of Columbia Pike.