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PRESS RELEASE

Parking Management for Smart Growth

By Richard W. Willson

Washington, DC (June 16, 2015) — The average parking space requires approximately 300 square feet of asphalt. That’s the size of a studio apartment in New York and enough room to hold 10 bicycles. Thus, space devoted to parking in growing urban and suburban areas is highly contested—not only from other uses from housing to parklets, but between drivers who feel entitled to easy access.

In Richard W. Willson’s new book Parking Management for Smart Growth the planning professor and parking expert provides a path forward for strategic parking management in a new era of tighter parking supplies.

He asserts that without parking management, parking has become a free-for-all—a competitive sport—with arbitrary winners and losers. Historically drivers have been the overall winners in having free or low-cost parking, while an oversupply of parking has created a hostile environment for pedestrians.

In the last 50 years, parking management has grown from a minor aspect of local policy and regulation to a central position in the provision of transportation access. The higher densities, tight land supplies, mixed land uses, environmental and social concerns, and alternative transportation modes of smart growth demand a different approach—actively managed parking.

With Parking Management for Smart Growth, Willson offers a set of tools and a method for strategic parking management so that communities can better use parking resources and avoid overbuilding parking. It explores new opportunities for making the most from every parking space in a sharing economy and taking advantage of new digital parking tools to
increase user interaction and satisfaction. Examples are provided of successful approaches for parking management—from Pasadena to London.

Richard W. Willson, Ph.D., FAICP, is Professor and Chair in the Department of Urban and Regional Planning at California State Polytechnic University, Pomona. He is the author of Parking Reform Made Easy.

**Parking Management for Smart Growth**

By Richard W. Willson

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