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The average parking space requires approximately 300 square feet of asphalt. That's the size of a studio apartment in New York or enough room to hold 10 bicycles. 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. Without parking management, parking is 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.

This book 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. At its essence, the book provides a path forward for strategic parking management in a new era of tighter parking supplies