



Parking Program Recommendations

August 03, 2026

Council was told that to facilitate the Parking contract, it would require revenue increases.

Goal 4: Financially sound City providing exemplary City services.

Staff recommend increasing special event rate for Hay Deck to \$10.

Staff recommend increasing citations based on peer review.

Staff recommend converting Bow & Ann Lot to paid parking.

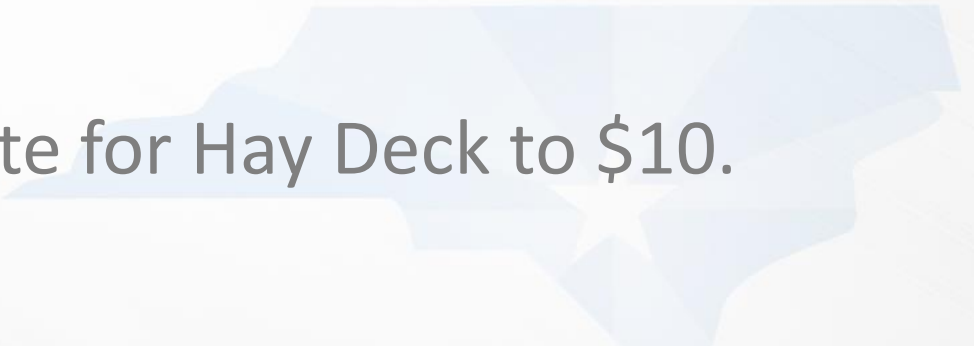
Special Event Rate

Staff met with the Downtown Alliance in February 2025 and April 2026.

From those meetings, general support was heard for the special event rate to increase to \$10 for only the Hay Deck.

Belief is that the price conscious will park farther away, walk by storefronts, and become eventual shoppers.

Staff recommend increasing special event rate for Hay Deck to \$10.



Peer review shows the City has below average citation penalties.

<u>Violation</u>	<u>Fayetteville</u>	<u>Charlotte</u>	<u>Raleigh</u>	<u>Greensboro</u>	<u>Durham</u>	<u>Winston-Salem</u>	<u>Cary</u>	<u>Wilmington</u>	<u>Concord</u>	<u>Asheville</u>
Backed to Curb Violation	\$ 10.00	\$ 25.00	-	\$ 20.00	\$ 30.00	\$ 30.00	\$ 50.00	\$ 20.00	\$ 10.00	\$ 20.00
Curb to Sidewalk Violation	\$ 25.00	\$ 25.00	\$ 35.00	\$ 20.00	\$ 30.00	\$ 30.00	\$ 50.00	\$ 20.00	\$ 10.00	\$ 20.00
Fire Hydrant Violation	\$ 25.00	\$ 100.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 100.00	\$ 10.00	\$ 50.00
Fire Lane Violation	\$ 100.00	\$ 100.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 100.00	\$ 50.00
Handicapped Violation	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00
Judgement Fees	\$ 50.00	-	-	-	-	-	-	-	-	-
Left to Curb Violation	\$ 25.00	\$ 25.00	-	\$ 20.00	\$ 30.00	\$ 30.00	\$ 50.00	\$ 20.00	\$ 10.00	\$ 20.00
Loading Zone Violation	\$ 25.00	\$ 100.00	\$ 30.00	\$ 20.00	\$ 30.00	\$ 50.00	\$ 50.00	\$ 20.00	\$ 10.00	\$ 30.00
No Parking Zone Violation	\$ 25.00	\$ 25.00	\$ 35.00	\$ 20.00	\$ 30.00	\$ 30.00	\$ 50.00	\$ 25.00	\$ 10.00	\$ 20.00
Overtime Violation (Lots)	\$ 15.00	\$ 25.00	\$ 20.00	\$ 20.00	\$ 30.00	\$ 30.00	\$ 50.00	\$ 25.00	\$ 10.00	\$ 20.00
Overtime Violation (Street)	\$ 15.00	\$ 25.00	\$ 20.00	\$ 20.00	\$ 30.00	\$ 30.00	\$ 50.00	\$ 20.00	\$ 10.00	\$ 20.00
Prohibited Parking Violation	\$ 25.00	\$ 100.00	\$ 30.00	\$ 20.00	\$ 30.00	\$ 30.00	\$ 50.00	\$ 40.00	\$ 10.00	\$ 20.00
Repeat Overtime Violation	\$ 10.00	-	-	\$ 20.00	-		-	-	\$ 40.00	\$ 40.00
Traffic Obstruction Violation	\$ 25.00	\$ 100.00	-	\$ 20.00	\$ 30.00	\$ 30.00	\$ 50.00	\$ 20.00	\$ 10.00	\$ 20.00
Within Lines Violation	\$ 15.00	\$ 25.00	\$ 30.00	\$ 20.00	\$ 30.00	\$ 30.00	\$ 50.00	\$ 20.00	\$ 10.00	\$ 20.00
Electric Vehicle Only Violation	\$ 50.00	\$ 100.00	\$ 50.00	\$ 20.00	\$ 50.00	\$ 30.00	\$ 50.00	\$ 20.00	\$ 10.00	\$ 20.00
Unattended vehicle	-	\$ 25.00	-	\$ 50.00	\$ 25.00	\$ 30.00	\$ 50.00	\$ 20.00	\$ 10.00	\$ 20.00
Late Payment - First Penalty	\$ 25.00	\$ 25.00	\$ 20.00	\$ 25.00	\$ 10.00	\$ 25.00	\$ 50.00	\$ 15.00	\$ 10.00	\$ 10.00
Late Payment - Second Penalty	-	-	\$ 10.00	\$ 10.00	\$ 25.00	-	-	-	\$ 15.00	\$ 30.00

Staff recommend increasing citations based on peer review.

<u>Violation</u>	<u>Existing</u>	<u>Recommended</u>
Backed to Curb Violation	\$ 10.00	\$ 30.00
Curb to Sidewalk Violation	\$ 25.00	\$ 30.00
Fire Hydrant Violation	\$ 25.00	\$ 50.00
Fire Lane Violation	\$ 100.00	\$ 100.00
Handicapped Violation	\$ 250.00	\$ 250.00
Judgement Fees	\$ 50.00	Remove
Left to Curb Violation	\$ 25.00	\$ 30.00
Loading Zone Violation	\$ 25.00	\$ 30.00
No Parking Zone Violation	\$ 25.00	\$ 30.00
Overtime Violation (Lots)	\$ 15.00	\$ 25.00
Overtime Violation (Street)	\$ 15.00	\$ 25.00
Prohibited Parking Violation	\$ 25.00	\$ 30.00
Repeat Overtime Violation	\$ 10.00	Remove
Traffic Obstruction Violation	\$ 25.00	\$ 30.00
Within Lines Violation	\$ 15.00	\$ 25.00
Electric Vehicle Only Violation	\$ 50.00	\$ 50.00
Unattended vehicle	-	\$ 30.00
Late Payment - First Penalty	\$ 25.00	\$ 25.00
Late Payment - Second Penalty	-	\$ 10.00

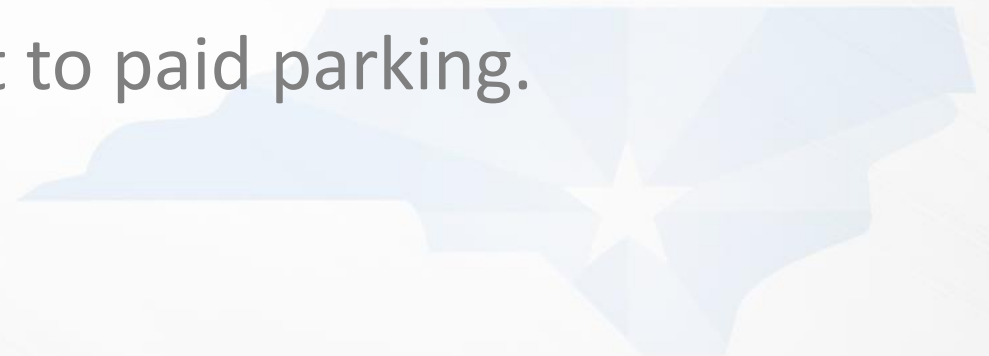
Parking Lots Reviewed

Five parking lots reviewed due to no/low revenue.

Of the five, only one can feasibly change at this time.

Bow & Ann Lot is a permit-only lot, whose permits are associated with a currently vacant building.

Staff recommend converting Bow & Ann Lot to paid parking.



September 14 – Staff intend to bring a Parking contract to Council at the regular session for consent

October 1 – Parking enforcement under new contract

December 7 [or] January 4 – Additional parking program recommendations from Contractor are presented to Council at a work session for discussion



Staff intend to bring these recommendations to Council for adoption on August 24.

Require Contractor to review and recommend cost reductions and revenue improvements.





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