



WALKER
CONSULTANTS

CITY OF FAYETTEVILLE DOWNTOWN PARKING STUDY

October 1, 2018

Presented by: Jon Martens, AICP, CAPP



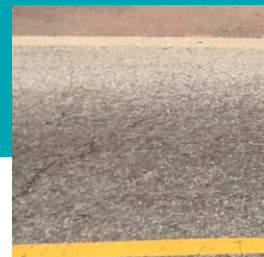
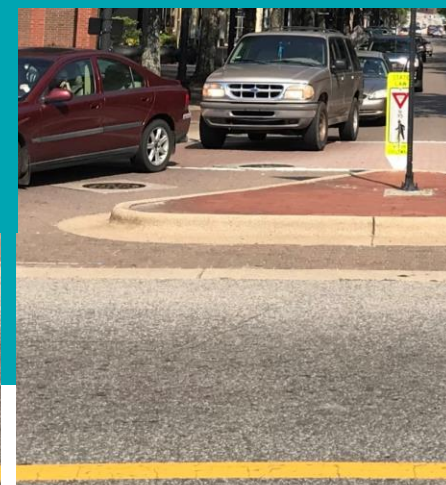
BUILDING ENVELOPE

CONSULTING

FORENSIC RESTORATION

PARKING DESIGN

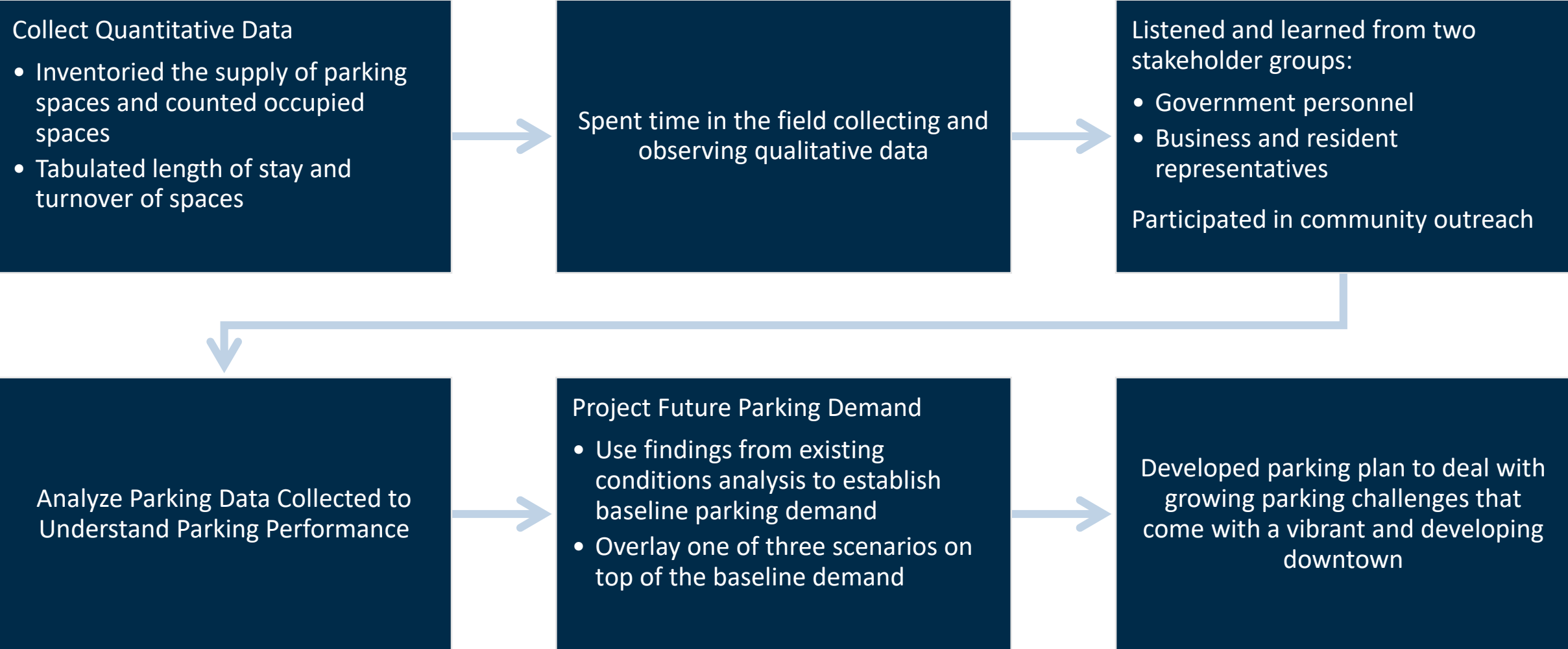
PLANNING



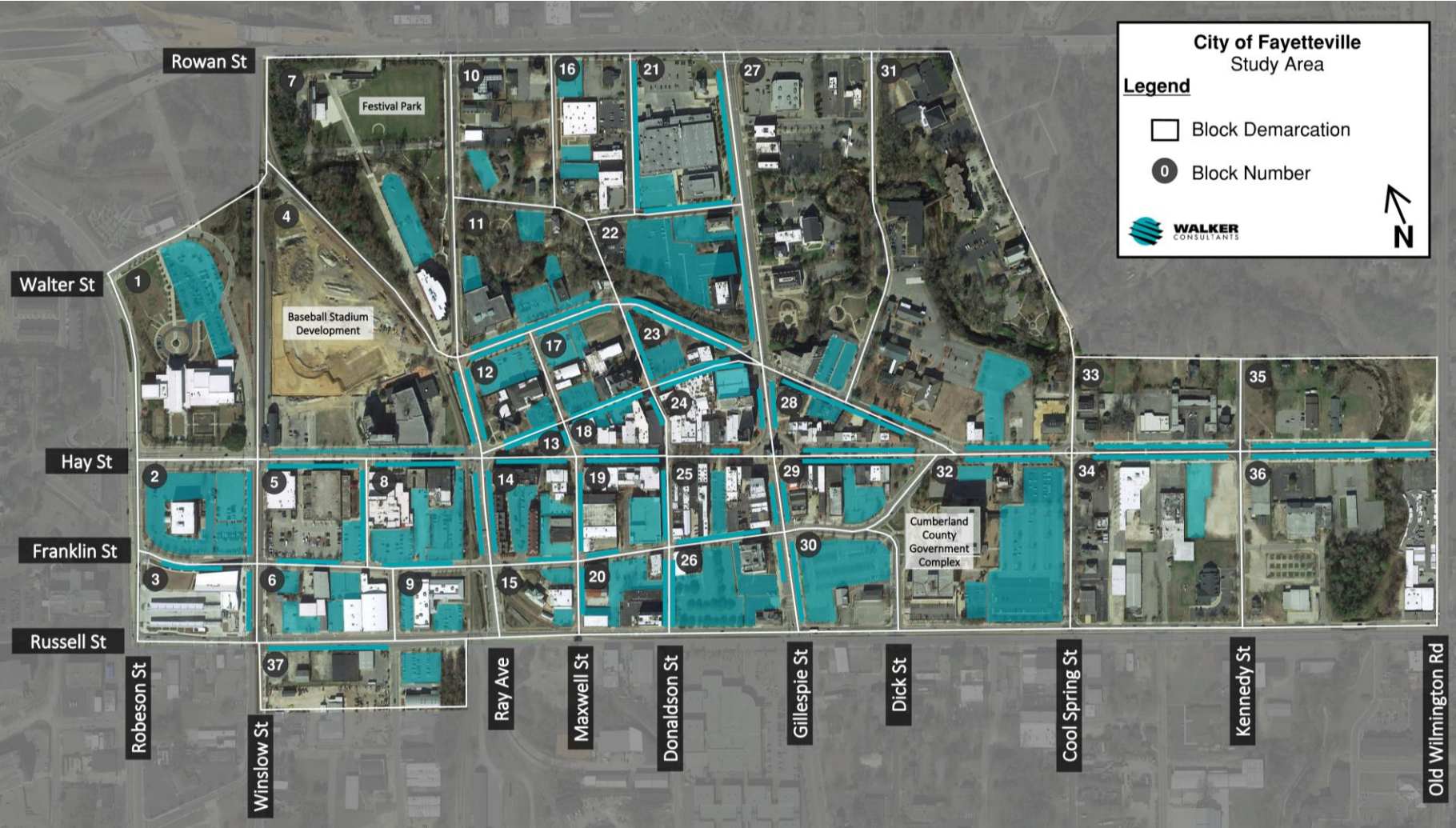
TALKING POINTS

- I. Existing Demand & Supply
- II. Future Demand & Supply
- III. Alternative Solutions & Recommendations

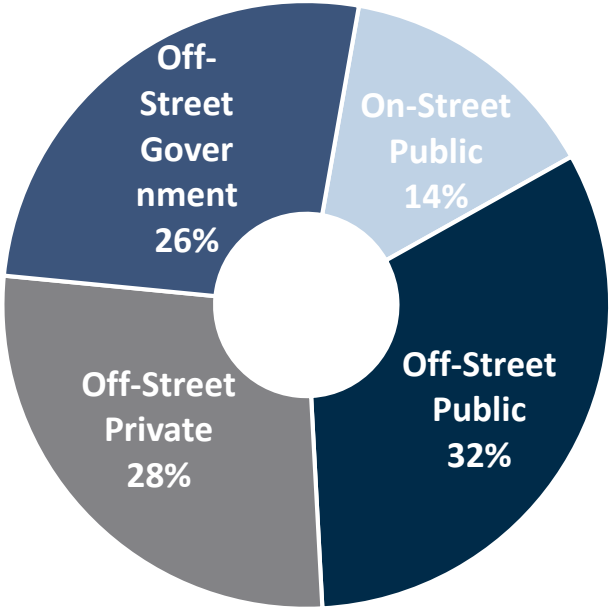
I. EXISTING DEMAND & SUPPLY



PARKING INVENTORY



Parking Inventory Distribution by Type



I. EXISTING DEMAND & SUPPLY



- Peak parking occurred at 1:00 PM during a weekday
- The overall occupancy was 45%.

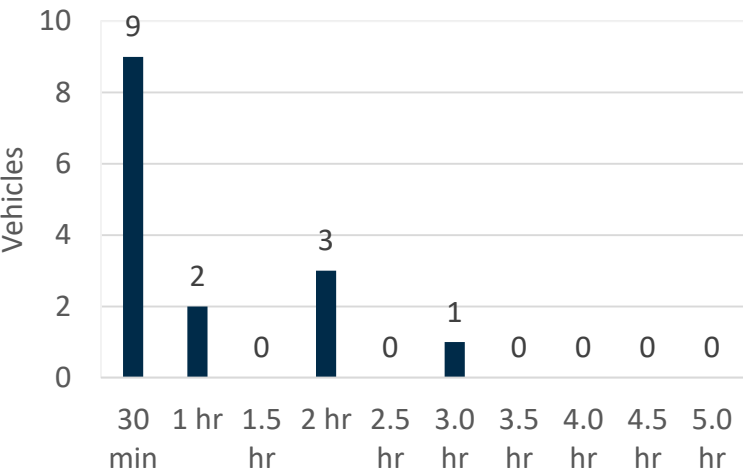
I. EXISTING DEMAND & SUPPLY

Turnover Analysis

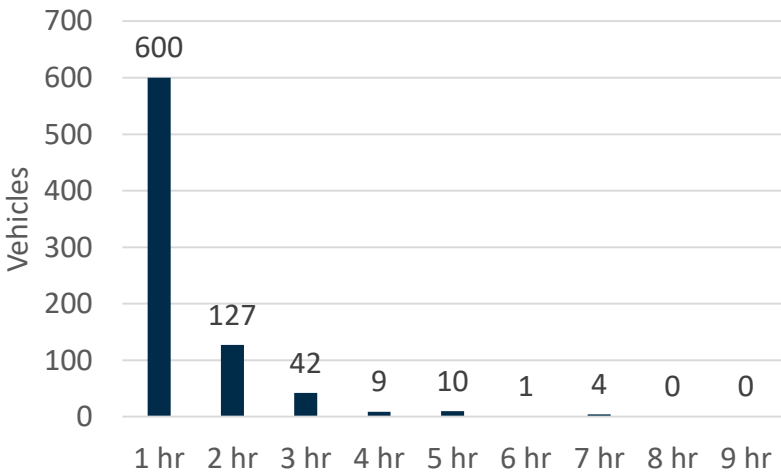
Time Limit	Average Length of Stay	Parked Vehicles	Parked Hours
30-Minute	0.99 Hours	15	15
2-Hour	1.39 Hours	793	1,100
3-Hour	1.36 Hours	430	583
No Limit	1.86 Hours	269	501



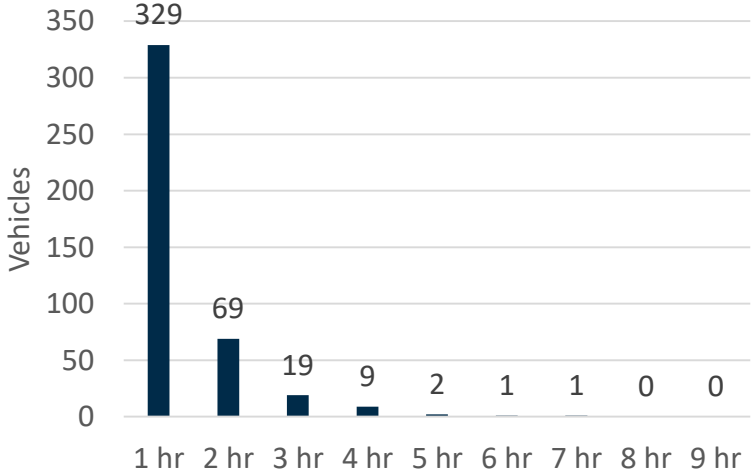
30-Minute Time Limit



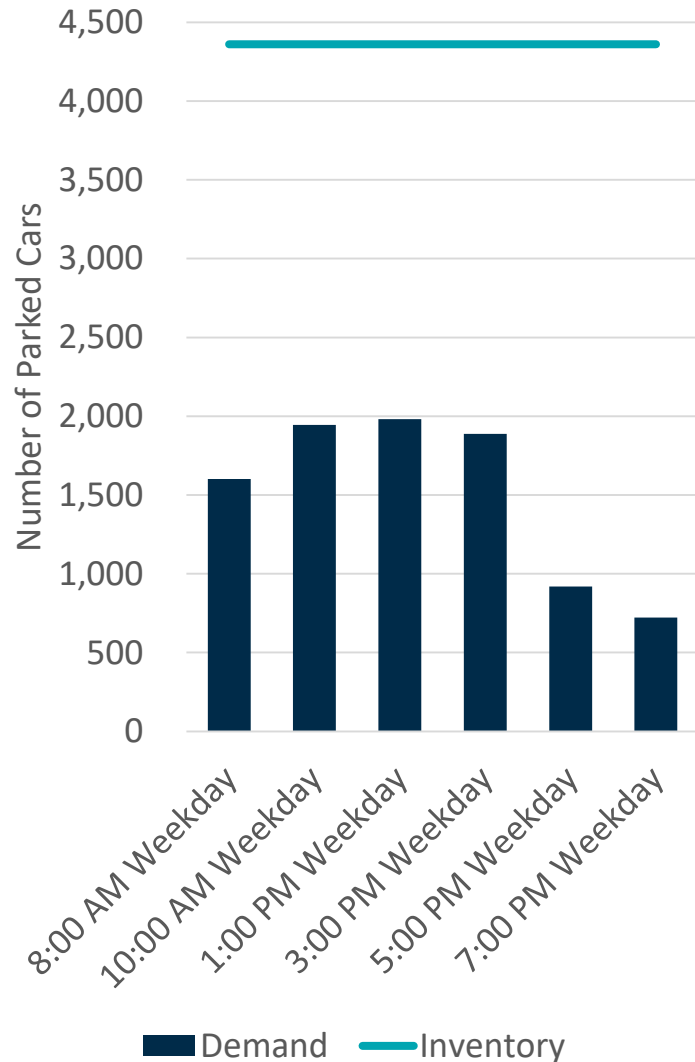
2-Hour Time Limit



3-Hour Time Limit

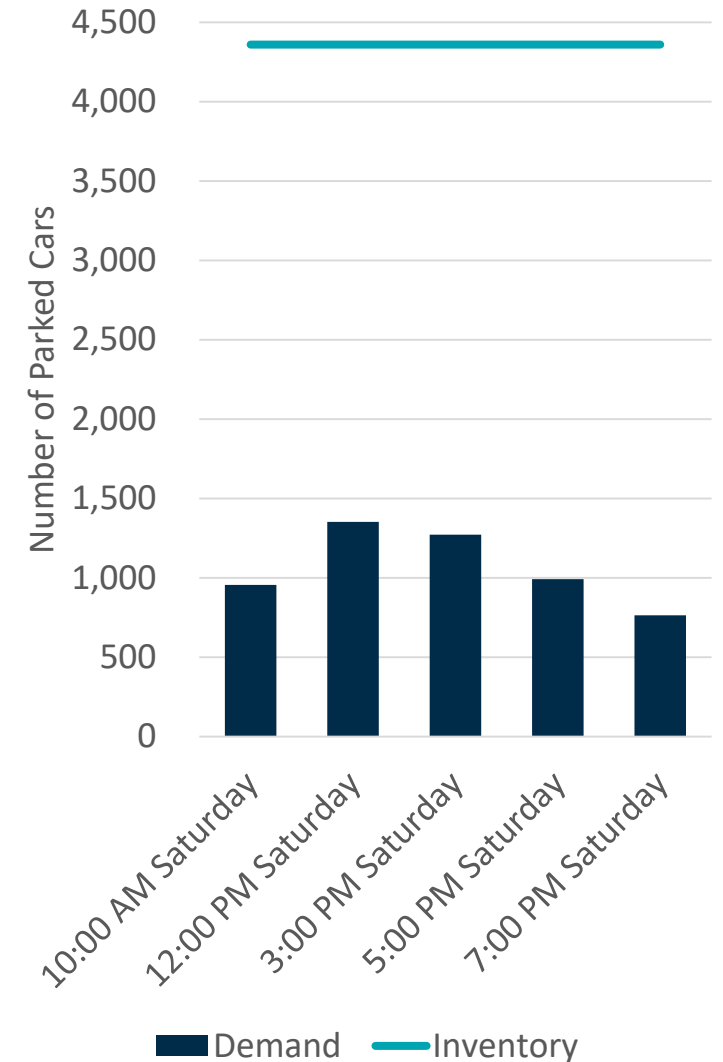


I. EXISTING DEMAND & SUPPLY



CURRENT SYSTEM IS ADEQUATE

- During peak count, parking occupancy was just 45%
- There are substantial amounts of available parking which allows for opportunities



II. FUTURE DEMAND & SUPPLY

- Demand¹:
 - 4,762 seat baseball stadium
 - 120-room hotel redevelopment
 - Addition of 90,000 square feet of office space
 - Approximately 12,500 square feet of restaurant
 - 62 residential units
- Supply:
 - Approximately 486-space parking structure as part of the stadium project is planned
 - A 100-space expansion of the parking lot attached to Festival Park Plaza office building is planned



¹ <http://www.fayobserver.com/news/20180604/3-new-restaurants-in-talks-for-downtown-fayetteville>

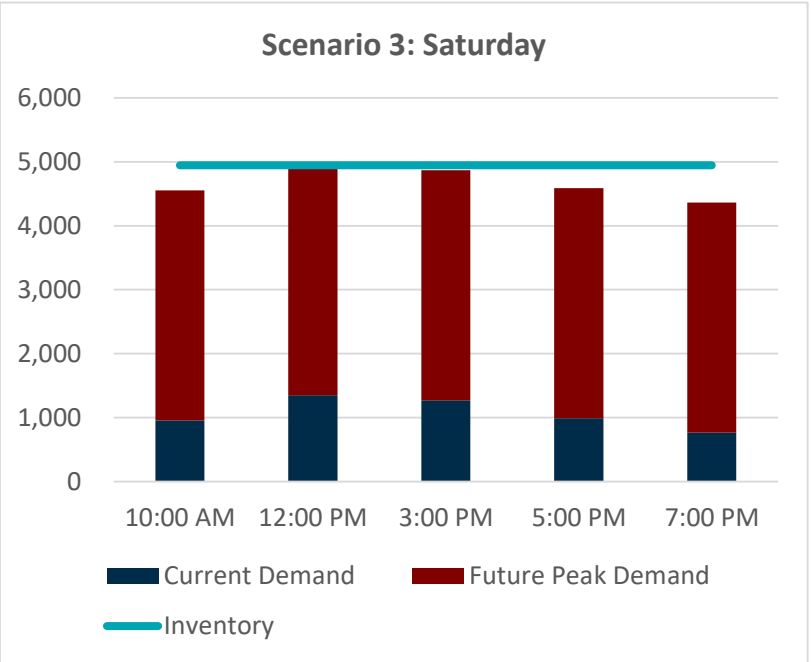
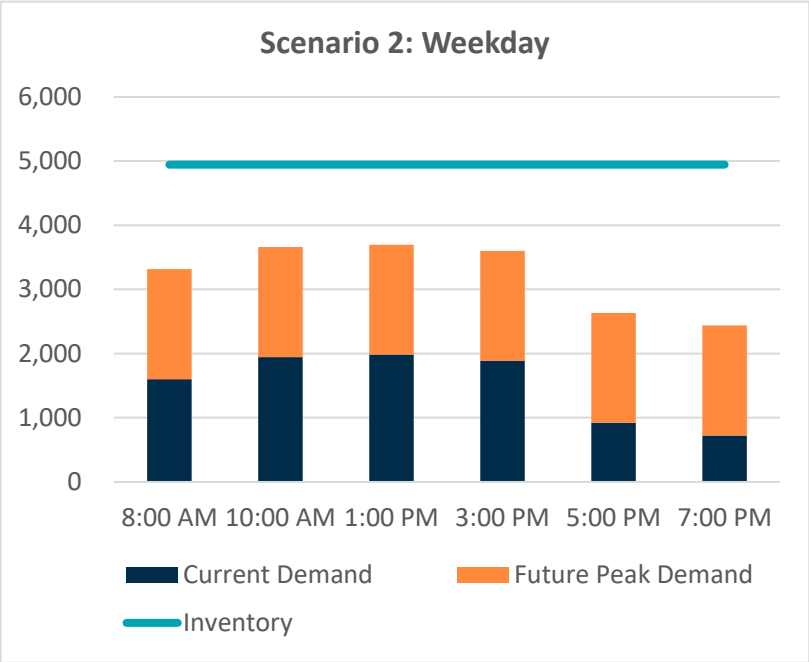
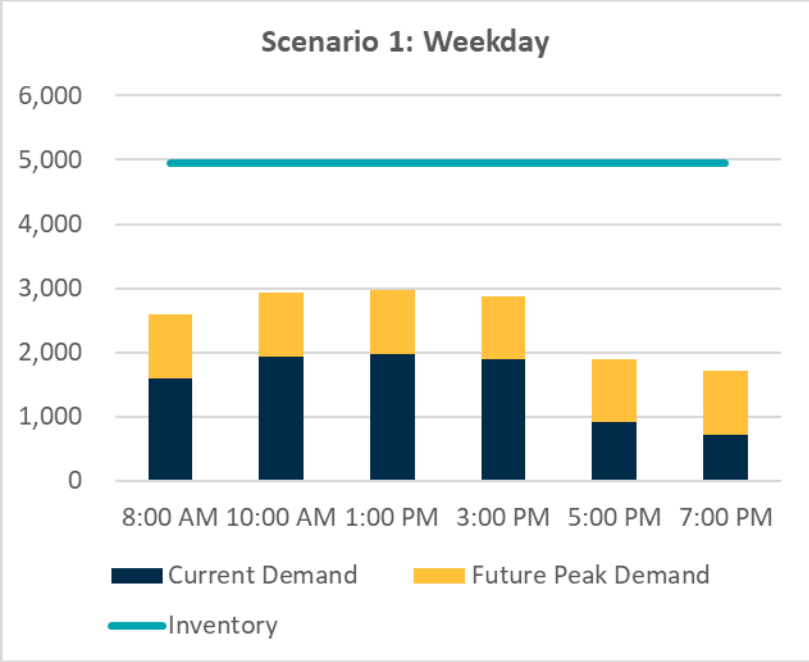
EVENT PARKING SCENARIOS & IMPACTS



Event Description		Frequency	Time of Event
Scenario 1	Average attendance for a baseball game (2,732 attendees)	Likely to occur for the majority of the estimated 70 baseball home games	Weekday games
Scenario 2	Sellout crowd at the baseball stadium (4,762 attendees)	Will likely only occur on occasion	Daytime and evening weekend games
Scenario 3	Large event or simultaneous events (10,000 attendees)	Very rare occurrence	Saturday afternoon and evening

Source: Barret Sports Group, LLC; Populous; and Hunt Construction Group. City of Fayetteville: *Minor League Baseball Feasibility Study*. 16-17 June 2016.

II. FUTURE DEMAND & SUPPLY



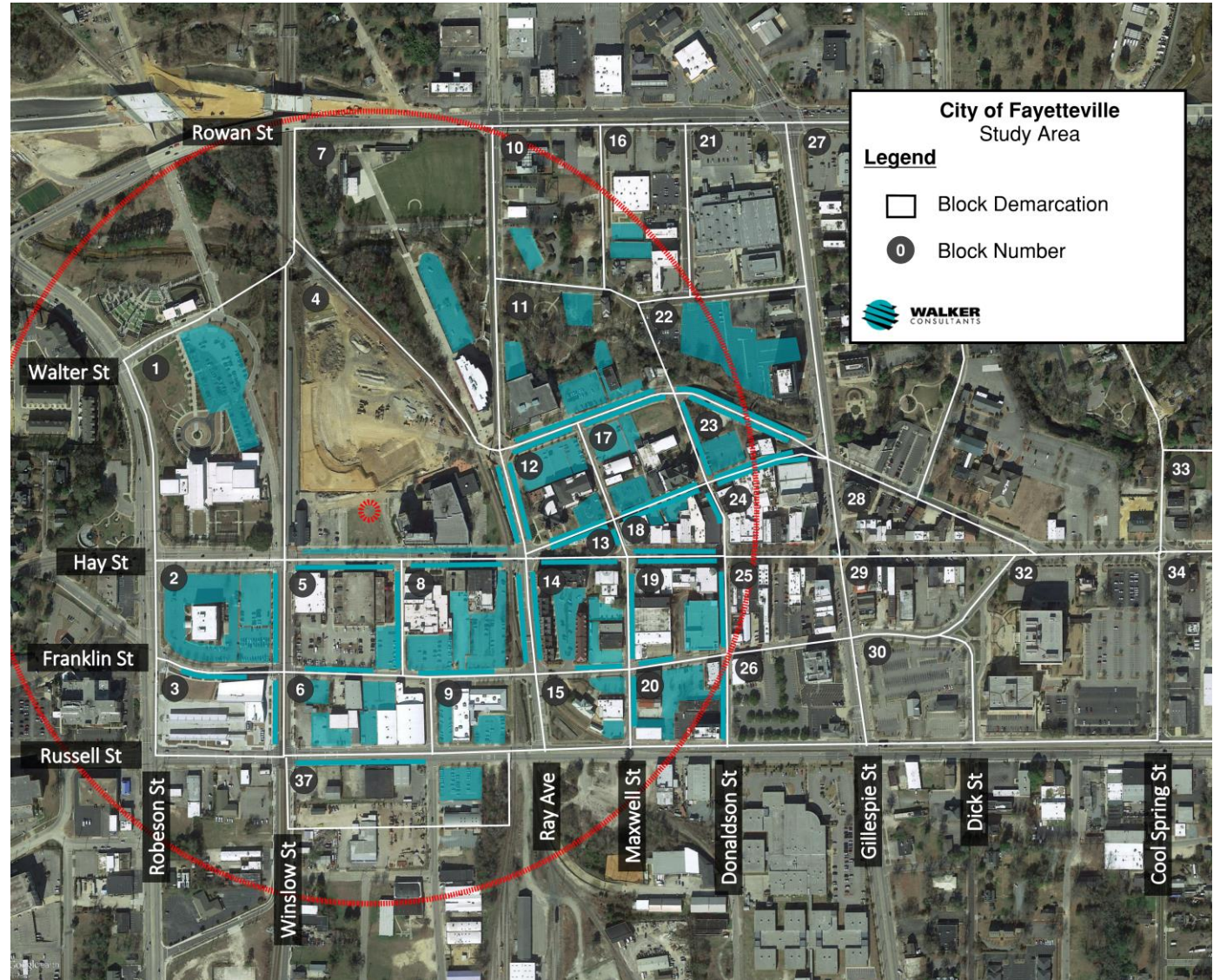
Scenario	Event Description	Attendance	Percent Using Automobile	Average Vehicle Capacity	Parking Demand
Scenario 1	Average Ballgame	2,732 x	90% ÷	2.50 =	984
Scenario 2	Sell Out Ballgame	4,762 x	90% ÷	2.50 =	1,714
Scenario 3	Large or Simultaneous Event	10,000 x	90% ÷	2.50 =	3,600

Note: There are additional parking assets not included in the inventory figure.

II. FUTURE DEMAND & SUPPLY

Information & Strategies

- 2,519 current spaces in supply within five-minute walk of proposed stadium entrance, which is a typical distance for a stadium event
- This will not be enough during rare large events
- Encourage those to utilize facilities out of immediate proximity
- Encourage private owners to share parking: churches, government center, etc.



RECOMMENDATIONS TO ALLEVIATE EVENT PRESSURE



- Update website, smart phone app, and brochures
- Automated parking guidance system with facility status signage at entry
- Updated static signage at entry points of downtown
- Updated parking equipment in garage
- Right size parking in order to not overbuild
- Promote on-street turnover
- Encourage long-term users to utilize off-street facilities
- Branding and marketing budget

III. ALTERNATIVE SOLUTIONS & RECOMMENDATIONS

- **Destination Signage** — guides visitors to appropriate district within the downtown without excess circulation
- **Parking Signage** — allows user to select suitable parking facility nearest their destination



Charlotte, NC

Branding all types of signage and wayfinding makes the downtown more cohesive and allows visitors to find the appropriate information faster



Indianapolis, IN



Carmel, IN



Columbus, OH



Miami Beach, FL

III. ALTERNATIVE SOLUTIONS & RECOMMENDATIONS

Branding and Marketing of Parking

Downtown Parking

Free Parking Available

CENTRAL PARKING FACILITY

UPPER LEVEL (JEFFERSON AVE.)	60
MID LEVEL (JEFFERSON AVE.)	22
LOWER LEVEL (CHICAGO AVE.)	FULL

VAN BUREN FACILITY

VAN BUREN ST.	104
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WATER STREET FACILITY

WATER ST.	132
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City of Naperville website, City of Naperville, IL

Update Website, Smart Phone App, and Brochures



Charlotte, NC

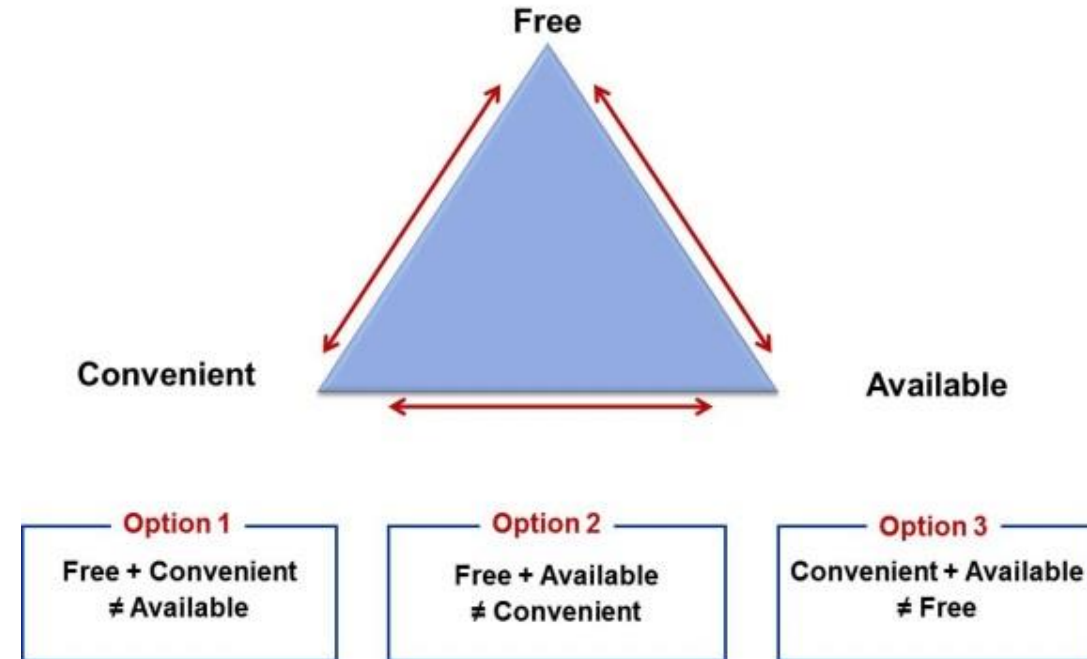
Facility Improvements



PROMOTE ON-STREET PARKING TURNOVER

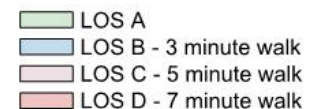
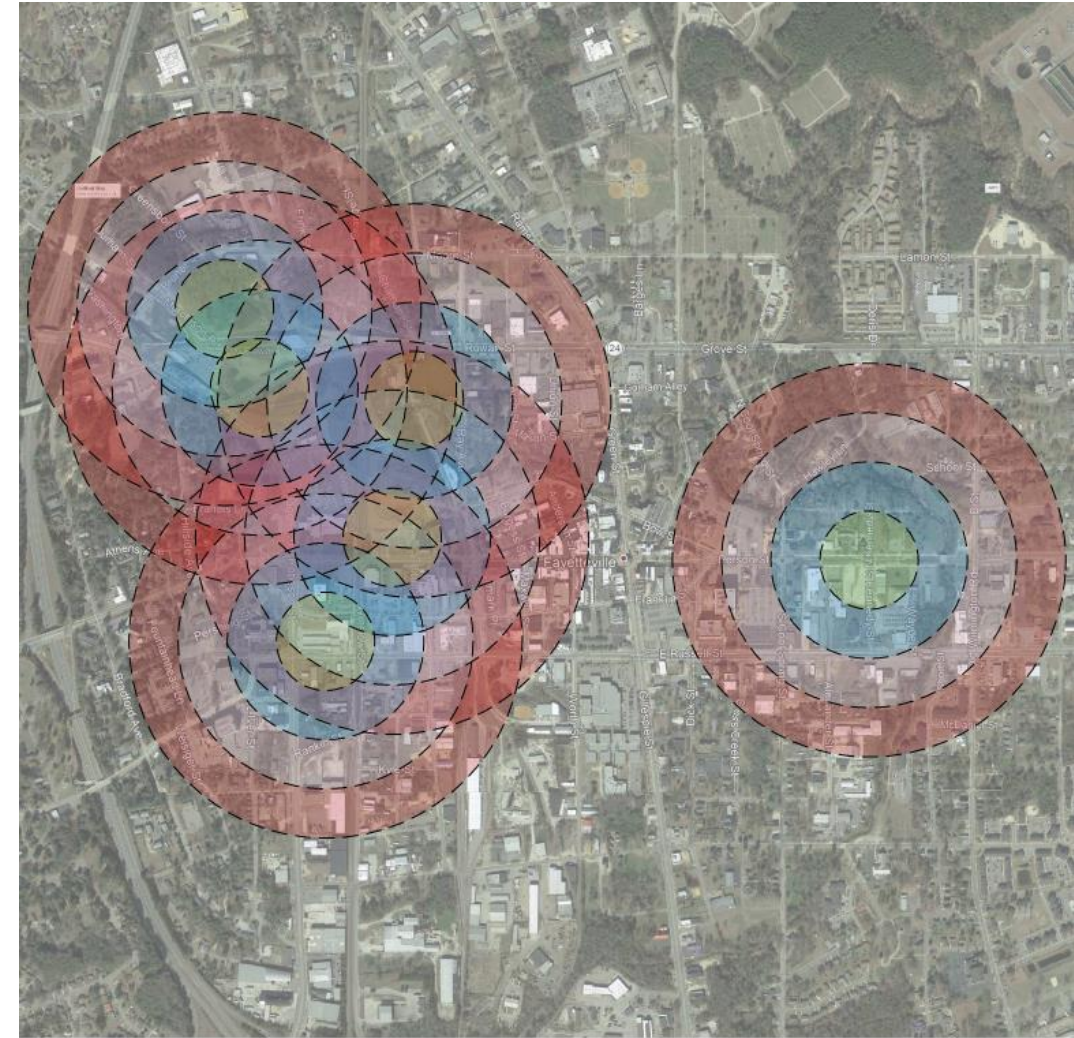
Turnover created through any or all:

- **Enforcement** — Increase days to include Saturday. Push back enforcement hours to include dinner crowd (approximately 8pm/9pm end time).
- **Paid Parking**— On-street parking should be more expensive than off-street parking. Financial incentive to park in garage or lot if staying for longer period of time.
- **Time Limits** — Decrease durations allowed to give others more opportunity to park.



III. ALTERNATIVE SOLUTIONS & RECOMMENDATIONS

- Construction of additional surface lots north of Rowan Street or park and ride options would alleviate event pressure surrounding the baseball stadium and Festival Park
 - *Walker does not recommend pursuing the construction of a surface parking lot at this time*
 - *Several citizens voiced concern for future parking demand changes due to the baseball development*



III. ALTERNATIVE SOLUTIONS & RECOMMENDATIONS

Summary of Recommendations

- Existing supply is adequate for future demand
- Update website, smart phone app, and brochures
- Automated parking guidance system with facility status signage at entry
- Updated static signage at entry points of downtown
- Updated parking equipment in garage
- Promote on-street turnover through enforcement, paid parking, and time limits
- Encourage long-term users to utilize off-street facilities
- Branding and marketing budget
- Next step: peer city comparison of revenue



QUESTIONS