



## Legislation Text

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File #: 18-424, Version: 1

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**TO:** Mayor and Members of City Council

**THRU:** Kristoff Bauer, Deputy City Manager

**FROM:** Lee Jernigan, P.E., City Traffic Engineer

**DATE:** October 1, 2018

**RE:**  
Downtown Parking Management Plan Draft

**COUNCIL DISTRICT(S):**

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**Relationship To Strategic Plan:**

Goal II: Diverse and Viable Economy

Objective A: To sustain a favorable development climate through continual improvement of internal process and by providing redevelopment tools to encourage business growth

**Executive Summary:**

City staff issued a RFP in November 2017 to perform a downtown parking plan Walker Consultants was selected to conduct the plan. Walker began work on the plan in May 2018 and has completed tasks involving parking inventory, occupancy, turnover analysis and future parking conditions.

Council was provided with an administrative report of the status of the plan at their regular meeting on September 10, 2018. Tasks completed since the update include a model of event parking conditions and a review of historical revenue and collection statements. This presentation will include preliminary draft recommendations for City Council's review and comment. Additional public input regarding draft plan recommendations will be conducted and Walker is scheduled to be completed with the parking management plan by November 1, 2018.

**Background:**

The core downtown parking plan area for the purposes of this plan is the area bounded by Eastern Boulevard, Russell Street, Robeson Street/Bragg Boulevard and Grove Street/Rowan Street. However, Walker was advised to consider options for downtown parking in the expanded area bounded to the west by Martin Luther King Jr. Freeway and to the east by the Cape Fear River. The plan will consider current parking capacity and operations, and how upcoming development will alter the demand on these facilities. Known upcoming development includes the stadium complex and the

Prince Charles redevelopment, which has reduced the available parking downtown by approximately 800 parking spaces. Additional parking demands will arise with the increase of events hosted in the stadium.

The plan funded by this grant will inventory and assess existing parking facilities, operations, fee schedules, revenues, and parking program administration. The plan will analyze the existing parking program and make recommendations for amendments based on expected impacts of the upcoming development and parking demands related to the diverse nature of the special events that occur downtown. Recommendations will address, but not be limited to, additional on/off-street capacities, parking structures, staffing, smart parking technology, fees, ordinances, signage, and zoning. The analysis will include comparisons to Fayetteville's peer cities within NC and consider the multi-modal nature of the downtown area.

**Issues/Analysis:**

Walker Consultants will be presenting information and recommendations for the Downtown Parking Management Plan.

**Budget Impact:**

The City of Fayetteville was awarded a \$100,000 Rural Economic Development Grant from the North Carolina Department of Commerce to fund a parking management plan for the downtown area.

**Options:**

- 1) Accept the draft recommendations
- 2) Do not accept the draft recommendations and provide direction to staff

**Recommended Action:**

This item is for discussion purposes, No Action Required. The final report and recommendations will be provided to Council in November 2018.

**Attachments:**

Downtown Parking Management Plan Grant Packet  
Walker Consultants Memorandum, Project Update on Downtown Parking Plan  
Walker Consultants Downtown Parking Plan Proposal  
Presentation