

# Winston-Salem Downtown Parking Study

Public Works Committee Meeting

September 12, 2017

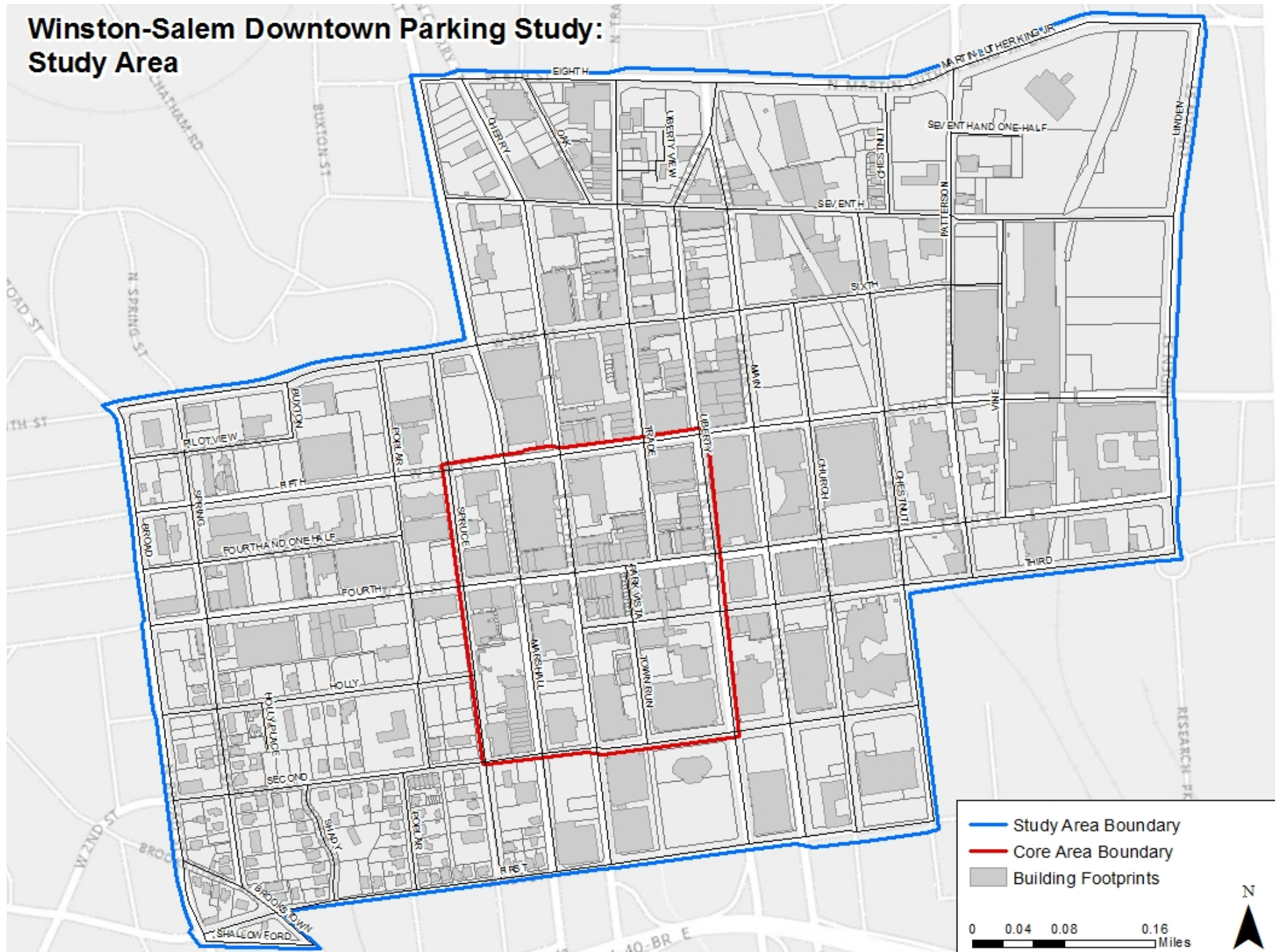
# Project Objectives

- **Parking Inventory and Data Collection**
  - Collection of current parking inventory
  - Collection of occupancy rates during both weekday and weekend conditions
- **Public Participation**
  - Online Survey
  - Stakeholder Meetings
  - Public Meeting
- **Park+ Model**
  - Park+ model showing existing and future parking demand
- **Cost and Funding Options**
  - Various options for funding future improvements

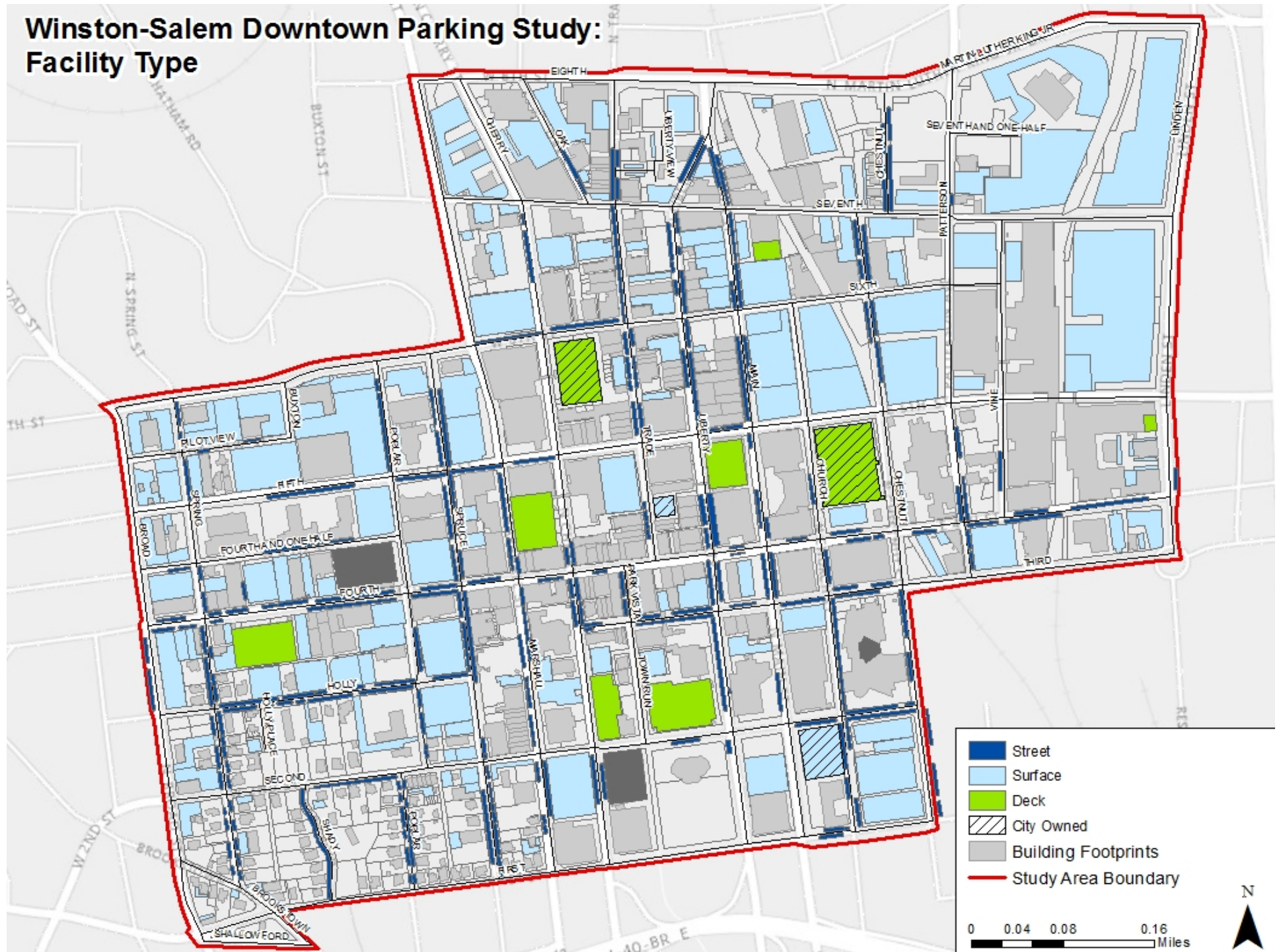
The background features a large, rounded red shape on the right side, which contains the text. To its left, there are several overlapping shapes in shades of gray: a large light gray shape at the top left, a medium dark gray shape below it, and a dark gray shape at the bottom left. The overall composition is abstract and modern.

# Existing Conditions

# Winston-Salem Downtown Parking Study: Study Area



# Winston-Salem Downtown Parking Study: Facility Type



# Existing Parking Inventory

- 16,425 space identified in the Downtown area

<i>Parking Type</i>	<i># of Spaces</i>	<i>% of Inventory</i>
<i>On-Street</i>	1,239	8%
<i>Public Off-Street (Surface)</i>	641	4%
<i>Public Off-Street (Structured)</i>	3,184	19%
<i>Private Off-Street (Surface)</i>	7,368	45%
<i>Private Off-Street (Structured)</i>	3,993	24%
<b>Total</b>	<b>16,425</b>	<b>100%</b>

The image features a large, abstract graphic design. On the left side, there are several overlapping shapes in shades of gray: a large light gray shape at the top, a medium gray shape below it, a dark gray shape to the left, and a black shape at the bottom. On the right side, there is a large, solid red shape that overlaps with the gray shapes. The text "Data Collection Results" is written in white, sans-serif font, centered within the red area.

# Data Collection Results

# Occupancy

- Evaluated for a typical weekday and typical weekend

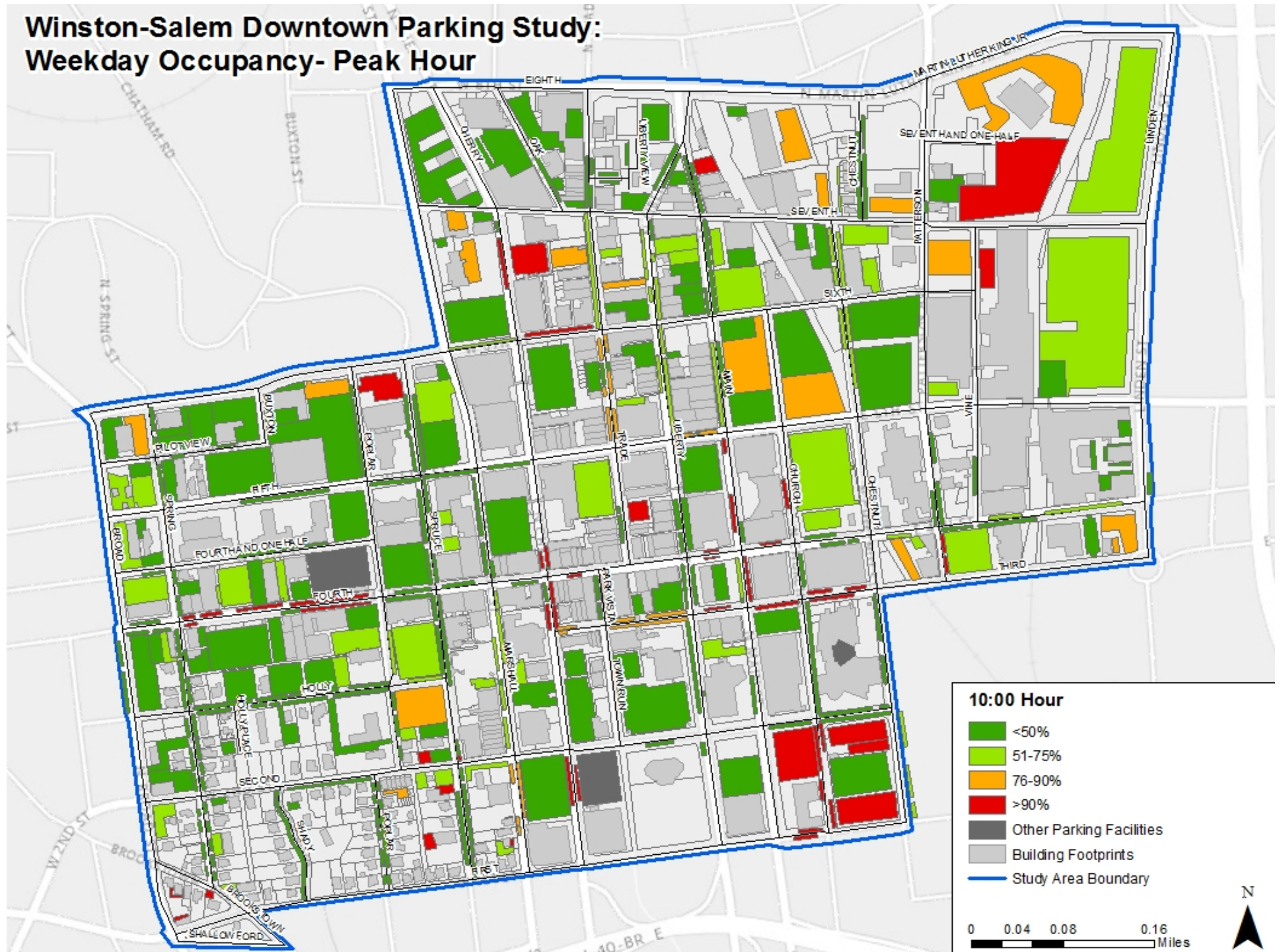
>50%	Facility operating under capacity
51-75%	Facility well utilized
76-90%	Facility approaching perceived capacity
>90%	Facility is perceived to be over capacity



The image features a large, abstract graphic design. On the left side, there are several overlapping shapes: a light grey shape at the top, a dark grey shape below it, and a black shape at the bottom. These shapes are partially cut off by the left edge of the frame. On the right side, a large, solid red shape dominates the space. The text "Weekday Occupancy" is written in white, sans-serif font across the middle of the red shape.

# Weekday Occupancy

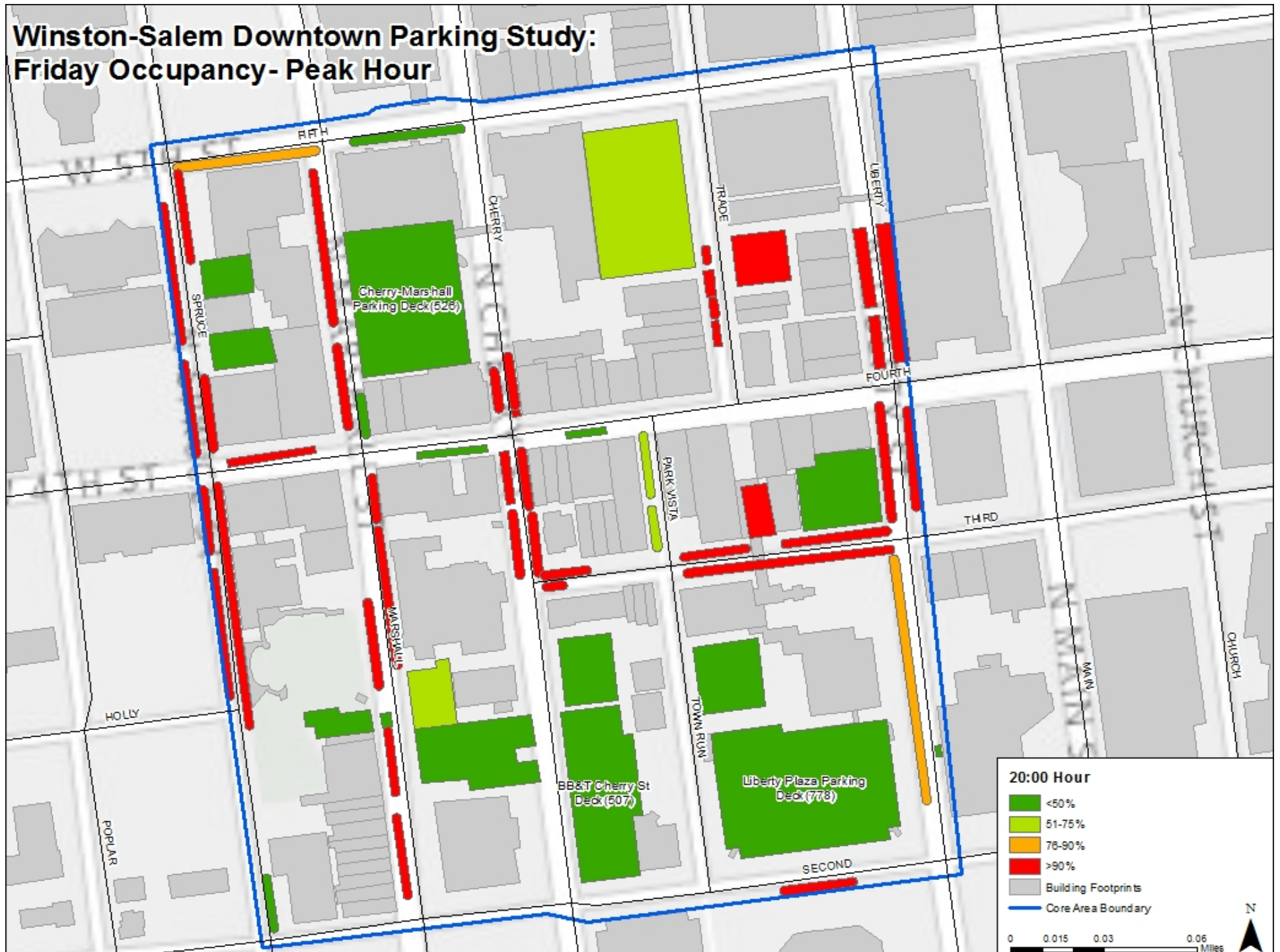
# Winston-Salem Downtown Parking Study: Weekday Occupancy- Peak Hour



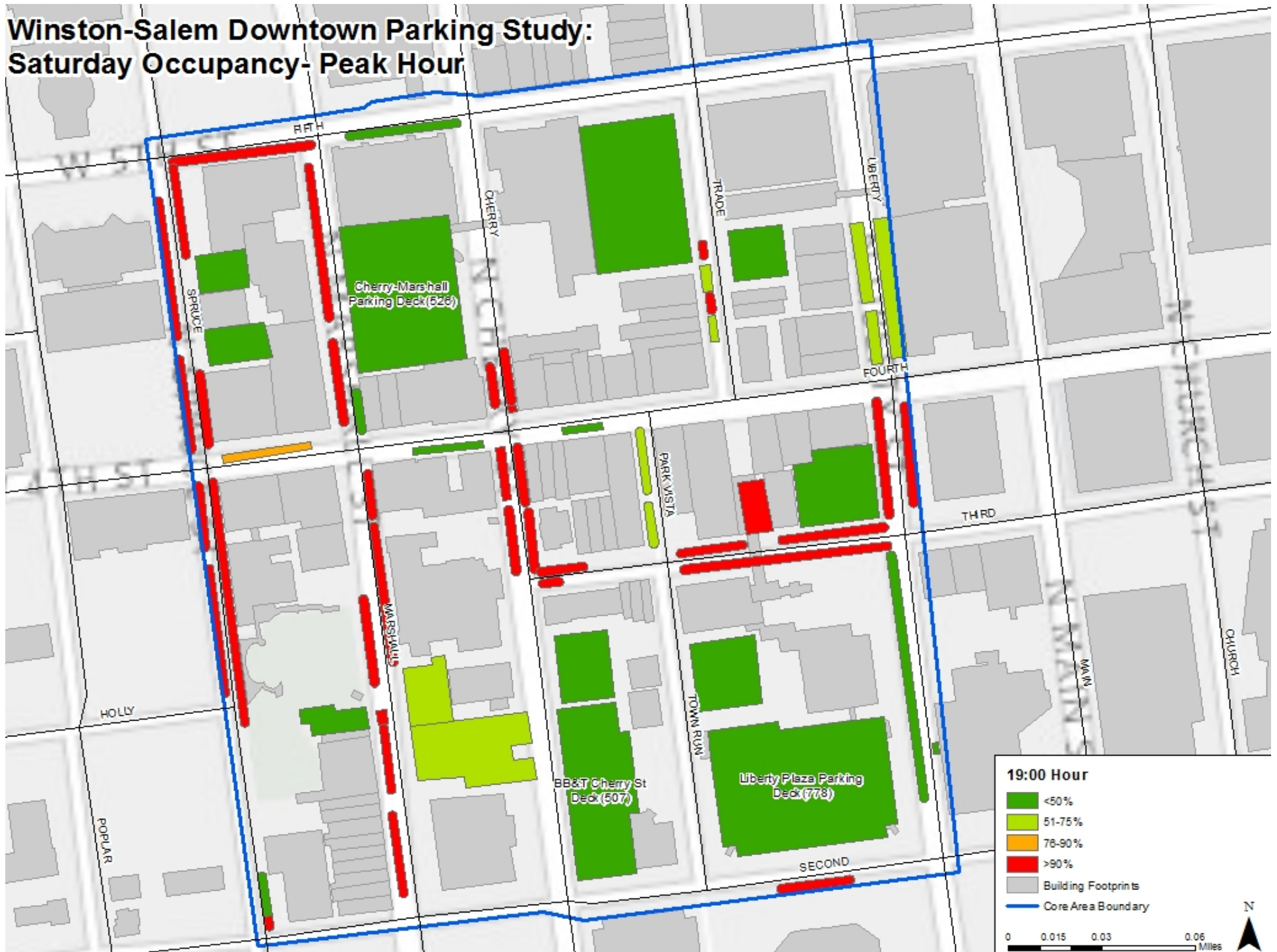
The image features a large, abstract graphic design. On the right side, a large red shape, resembling a rounded square or a large arrow pointing right, dominates the space. To its left, there are several overlapping shapes in shades of grey and black. A light grey shape is at the top left, a dark grey shape is below it, and a black shape is at the bottom left. The text "Weekend Occupancy" is written in white, sans-serif font across the red shape.

# Weekend Occupancy

# Winston-Salem Downtown Parking Study: Friday Occupancy - Peak Hour



# Winston-Salem Downtown Parking Study: Saturday Occupancy- Peak Hour



The background features a large red shape on the right side, which contains the text. To its left, there are several overlapping shapes in shades of grey and black, creating a layered, abstract composition. The shapes include a large light grey shape at the top left, a smaller dark grey shape below it, and a black shape at the bottom left. The red shape is a large, rounded polygon that overlaps the other shapes.

# Public Participation

# Types of Public Outreach

- Online Questionnaire
- Stakeholder One-on-One Meetings
- Public Meeting with Live Polling of Online Questionnaire

# Individual Stakeholder Outreach

## ■ Key Takeaways

- Adequate off-street parking for existing demand
- The garages are not used because:
  - Cost
  - Unclean
  - Not user friendly
  - Safety concerns
  - Inconvenient to exit (especially after events)
- Inadequate wayfinding for public off-street parking
- Existing on-street system is confusing
  - Mixture of time-limits, pay stations, meters



# Individual Stakeholder Outreach

- Key Takeaways Continued
  - Do not care for pay-and-display operation of pay stations. (Do not like walking back to vehicle)
  - There are a lot of loading zones. Can some be repurposed for on-street parking?
  - Enforcement efforts seem to be inconsistent
  - ADA accessible parking is inadequate in terms of quantity, location, and configuration

# Public Meeting

## ■ Meeting Takeaways

- Determine if the existing parking supply will be sufficient for all existing and known future developments.
- Identify potential locations for new parking decks
- Provide with study examples on how to improve downtown parking
- Ways to improve decks to attract new deck users
- Need for implementation of way finding signs

# Online Questionnaire

- Total number of responses: 788
- Key Takeaways
  - 45% of the people responding to the survey visit the study area daily.
  - 46.7% of those responding are regular visitors to the study area.
  - 76.2% of respondents typically got to Downtown Winston-Salem by driving alone.
  - When asked to use one word to describe downtown parking, the most commonly used were: Challenging, Difficult, Inadequate, and Frustrating

# Kimley-Horn Observations

- On-street parking rates are too low
  - \$0.25 per hour and below is low when compared to similar communities and at private facilities within the Study Area
- Private off-street rates were observed at \$3.50/hour
  - It is preferable to have on-street rates higher than off-street to encourage use of parking garages
- Current parking rates and enforcement activities end daily at 4:00 PM
  - This encourages on-street parking by employees of downtown businesses
    - Limits turnover and availability during evening weekday and weekend hours

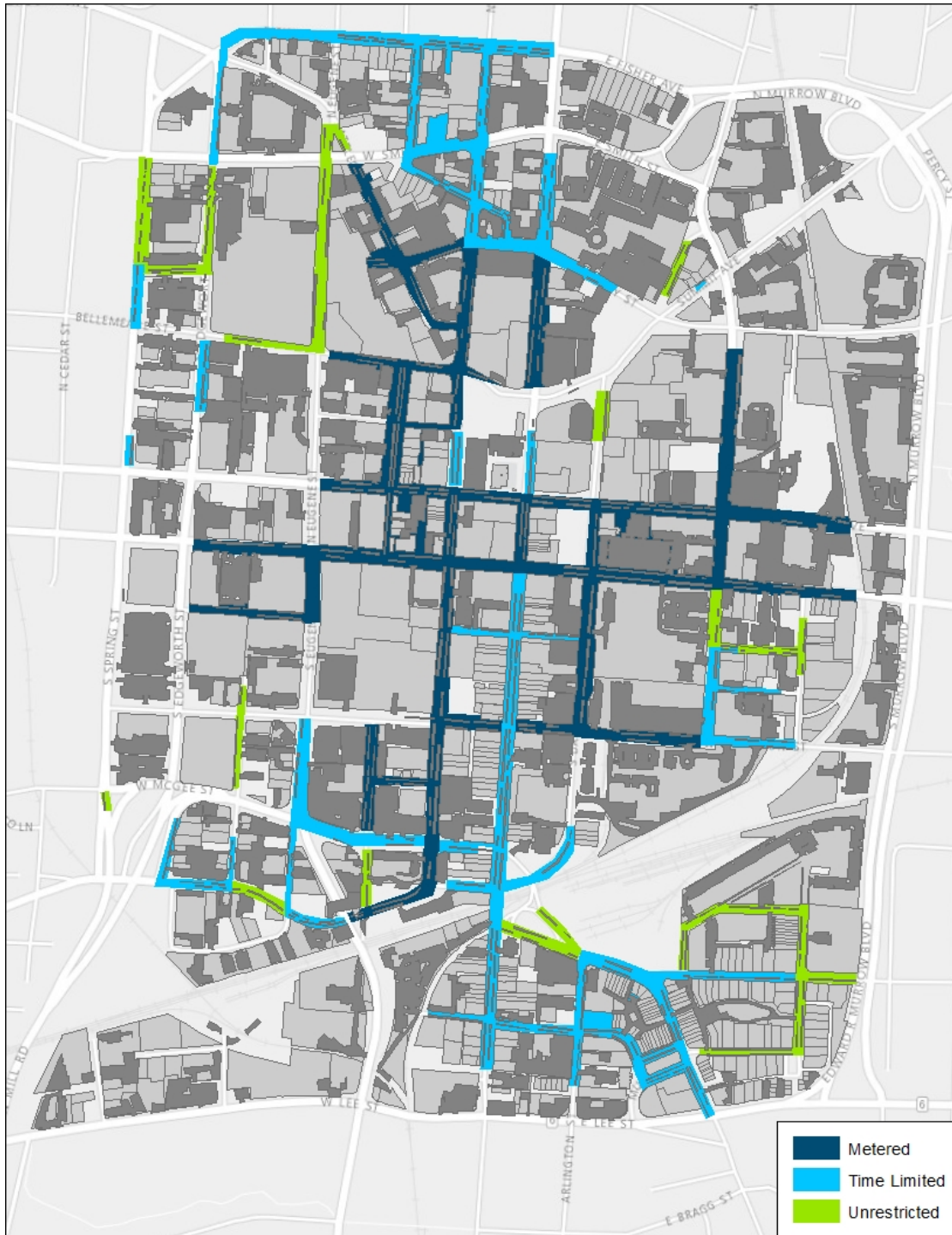
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# Recommendations

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- Increase on-street parking fee at pay stations to \$1.00/hour
  - Leave existing rate of \$1.00/hour for off-street parking facilities unchanged, but remove the daily max.
- Increase monthly parking fee by \$10.00/month for all City-owned off-street facilities within the Study Area.
- Implement enhanced payment options
- Seek cooperation with Private Providers of Parking



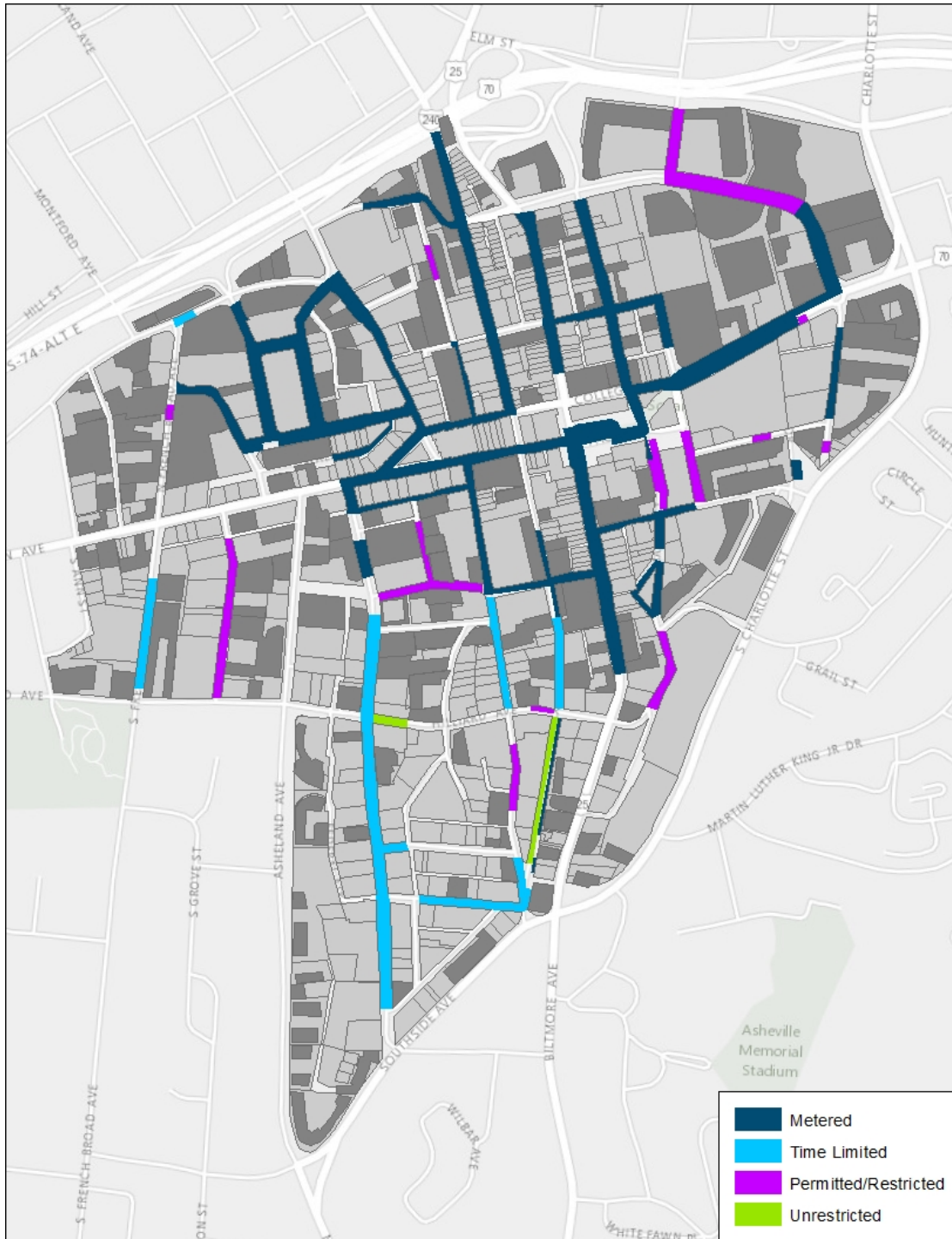


## Greensboro, NC

- Metered Parking is centered in the main business area with timed and unrestricted parking radiated from that respectively
- Mix of meters and pay stations
- No metered parking on Elm Street (main commercial area)
- On-Street Rate: \$1.00







## Asheville, NC

- Most street parking is metered
- Meters
- Very little unrestricted parking
- On-Street Rate: \$1.25

# Off-Street Hourly Rates

- Currently varies by location and time of day
- Peak Utilization
  - Public Facilities= \$1.00/hour
    - Trade and Liberty Parking Lot= \$0.25/half hour (\$0.50/hour).
  - Private lot at the corner of Main Street and Third Street= \$3.50/hour.
- Sharp contrast to on-street rate
  - \$0.10/hour in 10-hour single space meter zones to \$1.60/hour in zones allowing more than 6 hours

# Parking Management

- Help manage parking demand with parking fees
- Off-street private parking facilities have available supply
- Decrease off-street rates to where the fee is less than on-street rates to entice mid-term (1-3 hours) transient parkers to park off-street (\$1/hr.?)
- Increase on-street rates (\$1.25/hr.?)
- Subsidize owners of off-street parking assets to lower parking fee

# Theoretical Cost Comparison

- Assumption: 300 additional peak hour parking spaces needed
- Build Option: New Deck
  - Construction Cost \$20k/Space + 35% for Soft Costs + Land = ~ **\$8.5 Million**
  - Debt Service @ 3.5% for 30 Years: ~ **\$460,000/year**
  - 3% Annual Operating Expense: ~ **\$250,000**
- Partner Option
  - 300 Spaces x 2 Turns/Space x Subsidy of \$1/Hour x 3 Hours Average Stay x 250 Days/Year
  - Annual Cost for Partner Spaces: ~ **\$450,000**

# Recommendations Continued

- Merge on- and off-street into an enterprise fund
- Create interdepartmental charges for parking at City-owned facilities
- Improve customer service by enhancing webpage



Questions?