

Dickson / Block Parking Study Fayetteville, AR

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Purpose of this Study

As the Dickson/Block corridors within the Entertainment District continue to expand their business, event, and arts offerings, the current parking capacity is effectively full, at over 90% during event conditions. A strategic approach to accommodating future growth is needed.

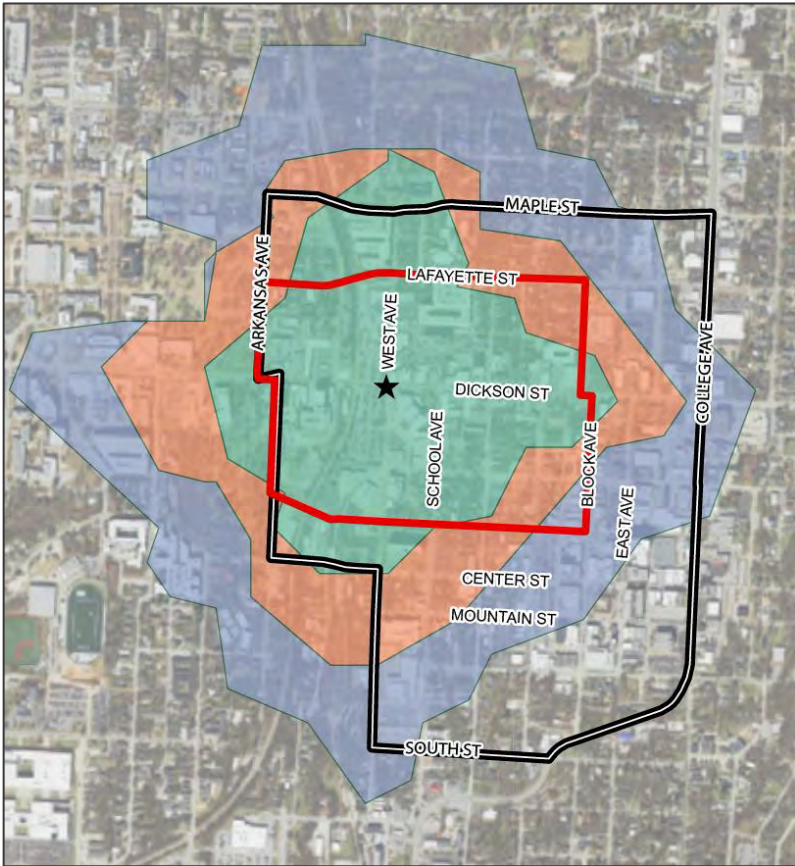
The purpose of this study is to:

- Understand the current and future parking needs of the Entertainment District with a focus on the Dickson/Block corridors, various user groups, and size of events,
- Project parking supply needs with new Civic Plaza and proximate future developments, and
- Recommend viable short-, medium-, and longer-term solutions.

Project Overview



How is this study different from 2017 Mobility Study?



Legend

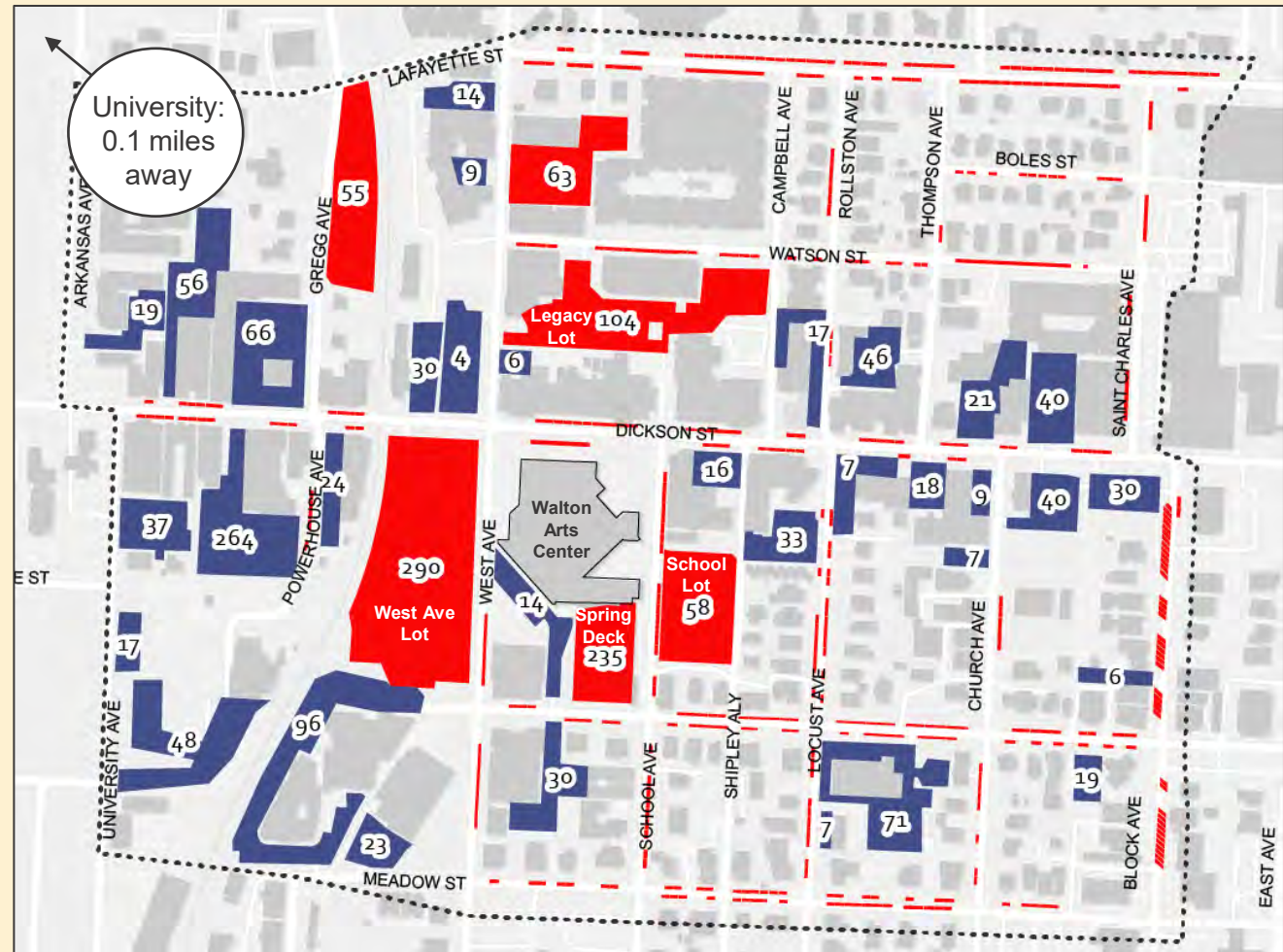
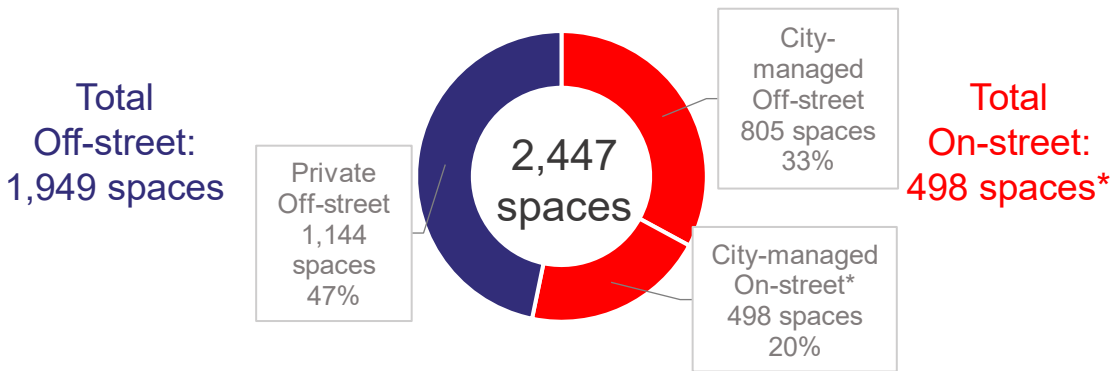
- 5-min Walkshed
- Current Parking Study Boundaries
- 7-min Walkshed
- 2017 Mobility Study Boundaries
- 10-min Walkshed

	2017 Mobility Study	This Study
Study Area	0.5 Sq miles	0.2 Sq miles
Data Collection	1 weekend to determine baseline	3 weekends with special attention to events (Broadway show, football game, non-event)
Businesses	Dickson St. Merchants formed in 2013 and working to increase vitality of Dickson/Block corridors	New restaurants and businesses in Dickson/Block corridors and new proposed developments
University	27,000 students	30,000 students (11% growth)
Events	WAC was under construction during data collection	7 weeks of Broadway shows at WAC, Tin Roof, TheatreSquared

Context and Study Area

- Entertainment District experiences different peak activity:
 - Daytime activity
 - Weekly evening entertainment
 - Performing Arts and Events
 - Football
- Parking needs of various patrons are different (E.g., availability, proximity)

Parking Spaces in Study Area



*114 on-street parking spaces are reserved for resident-only parking

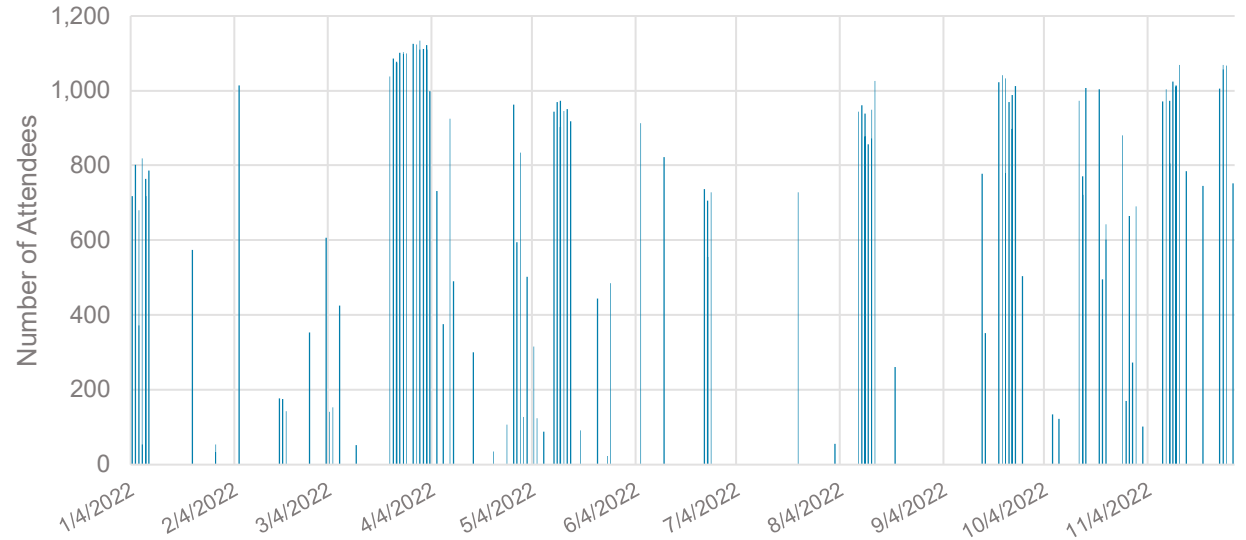
Users of the Dickson/Block Area

	Daytime Patrons	Weekly Evening Entertainment Patrons	Performing Arts/Events	Football Games
Frequency	365 days (100% of days/yr.)	52 weeks (100% of weekends/yr.)	37 weeks (70% of weekends/yr.)	6 home games (11% of weekends/yr.)
Typical Ages	Mixed group of students, residents, workers and visitors	Entertainment / younger crowd	Mixed group of patrons, including higher number of 55+	Mixed group of students and football attendees
Walking Tolerances	~1-3 min walk	~ 5 min walk	~ 3 min walk	>15 min walk
Needs	Mix of high turn-over proximate parking and lower cost parking options to access local businesses	Off-street and less proximate parking is acceptable. Patrons willing to walk a further distance than during lunch.	Proximate parking to accommodate mobility needs. Enough parking to accommodate large peak volumes.	Attendees use Entertainment District parking as overflow; Not a primary user group.

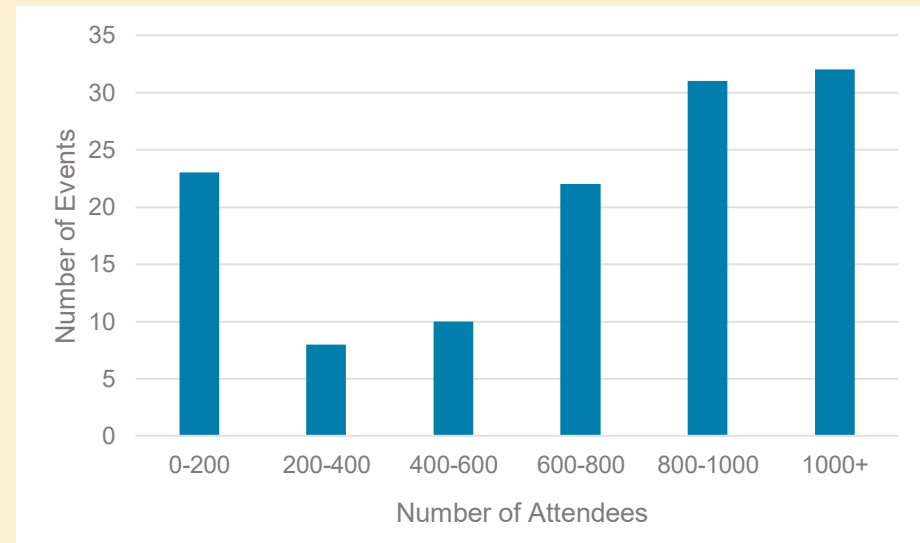
Events in Dickson/Block

- Large event venues in the Dickson/Block area are:
 - Walton Arts Center (1,400 capacity)
 - George's Majestic Lounge (700 capacity)
 - Tin Roof (600 capacity)
 - TheatreSquared (275 capacity)
- Institute of Transportation Engineers (ITE) estimates arts venues use **1 parking space needed per 3 seats.**
- **50% of the events** hosted by Walton Arts Center attract 800 attendees or more.
- WAC events host over 800 persons **almost 20% of the year.**

Distribution of WAC Events throughout the Year



WAC Number of Attendees by Number of Events



Role of Parking in Downtown Environment

On-street Parking	<ul style="list-style-type: none"> • Short-term use • Requires high turnover to be effective • Higher price to incentivize turnover
Off-Street Parking	<ul style="list-style-type: none"> • Long-term needs • Lower price than on-street • Wayfinding signage needed, especially for garages

Best practices:

- Parking revenues cover parking capital, maintenance, and operational costs.
- Optimal on-street utilization is between 85-95%, with 85% being more efficient. This analysis uses 90% as a conservative estimate.

Source: Shoup (2005), The High Cost of Free Parking



Legend On-street Parking Off-street Parking Study Area

Data Collection

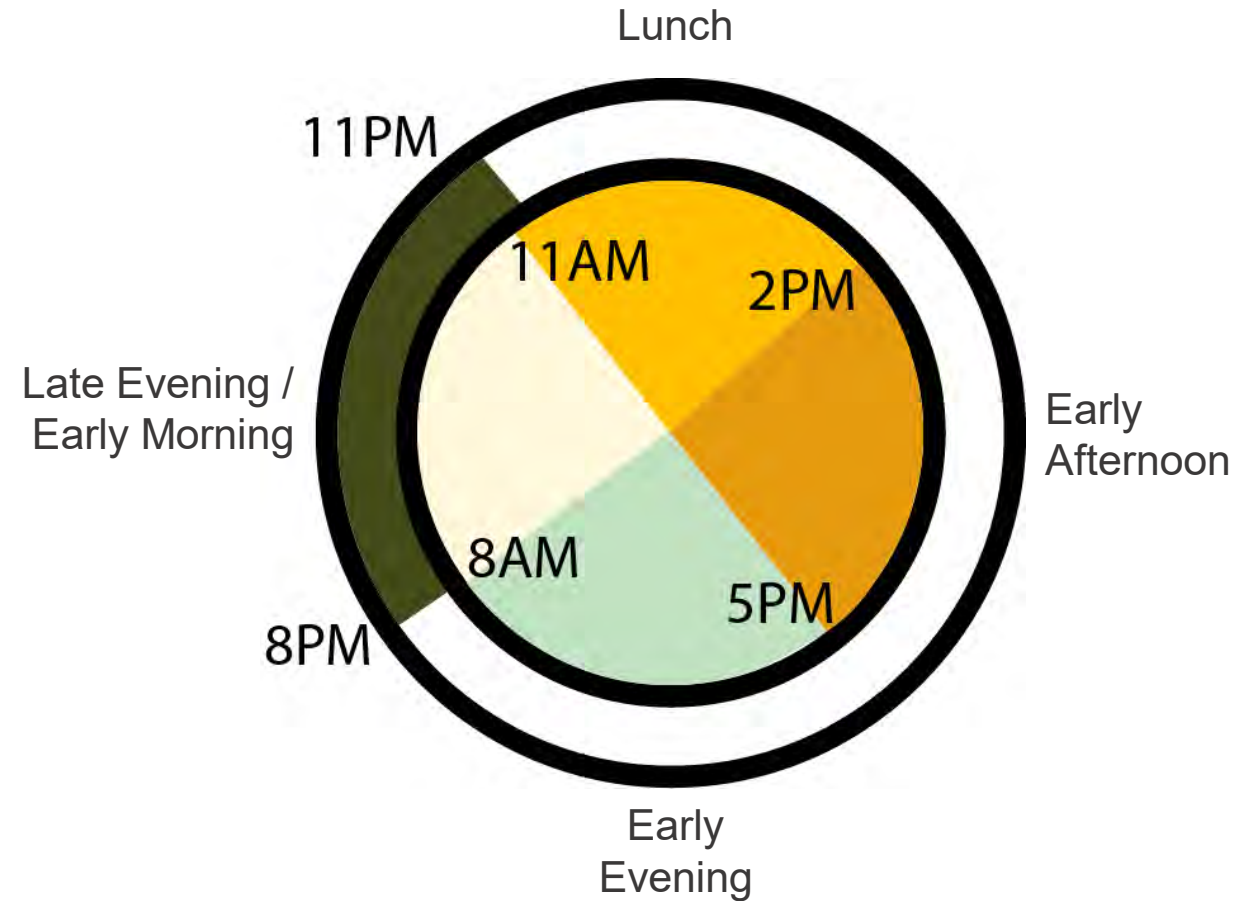


Time Periods Collected

Parking utilization was collected for the following periods:

- **Non-event Weekend**
(Thurs, Oct 6th – Fri, Oct 7th)
- **Broadway Show at WAC Weekend**
(Thurs, Sept 22nd – Sat, Sept 24th)
- **U of Arkansas Football Weekend**
(Fri, Sept 30th – Sat, Oct 1st)

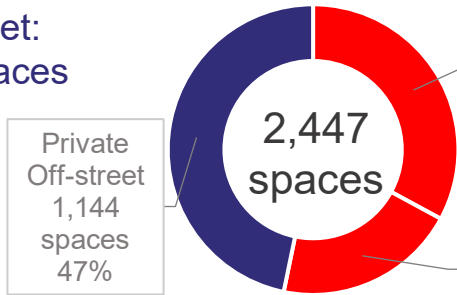
Data was collected every three (3) hours:



Full Study Area

Parking Spaces in Study Area

Total
Off-street:
1,949 spaces

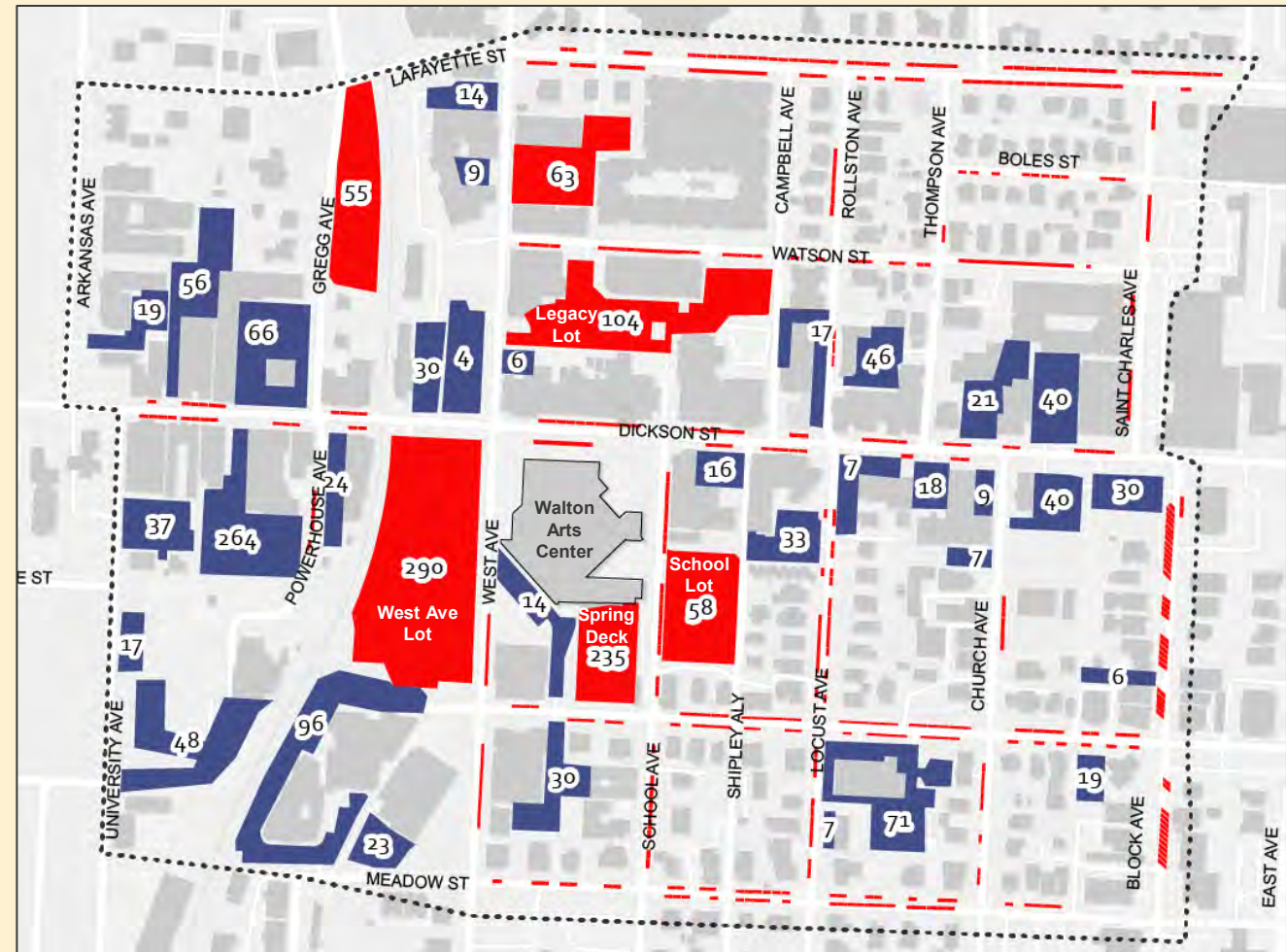


Private
Off-street
1,144
spaces
47%

City-
managed
Off-street
805 spaces

City-
managed
On-street*
498 spaces

Total
On-street:
498 spaces*



Legend ■ City-managed Parking ■ Private Parking Study Area

*114 on-street parking spaces are reserved for resident-only parking

On-Street Parking



On-Street Characteristics

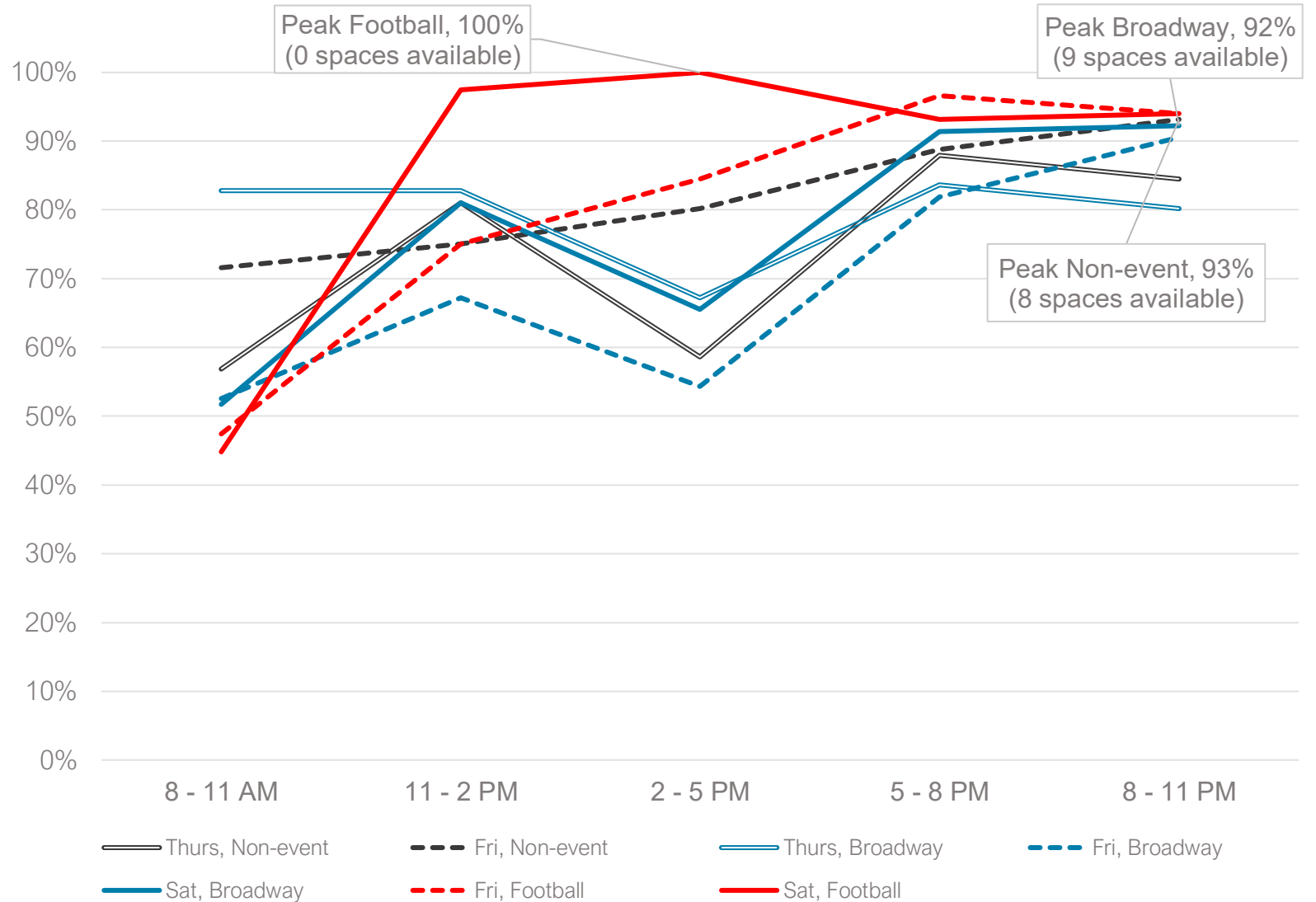
- On-street parking free between **2 AM and 2 PM**.
 - 2 PM – 6 PM: \$0.50 per hour
 - 6 PM – 2 AM: \$1 per hour
 - All day option: \$5
- Fees collected through ParkMobile app and pay stations.
- Data collected
 - Utilization of all **498 spaces**
 - Turnover of **114 spaces** on Dickson / Block corridors



Legend ■ On-street Parking □ Duration Data Collected Study Area

Dickson/Block Corridors On-Street Parking Demand

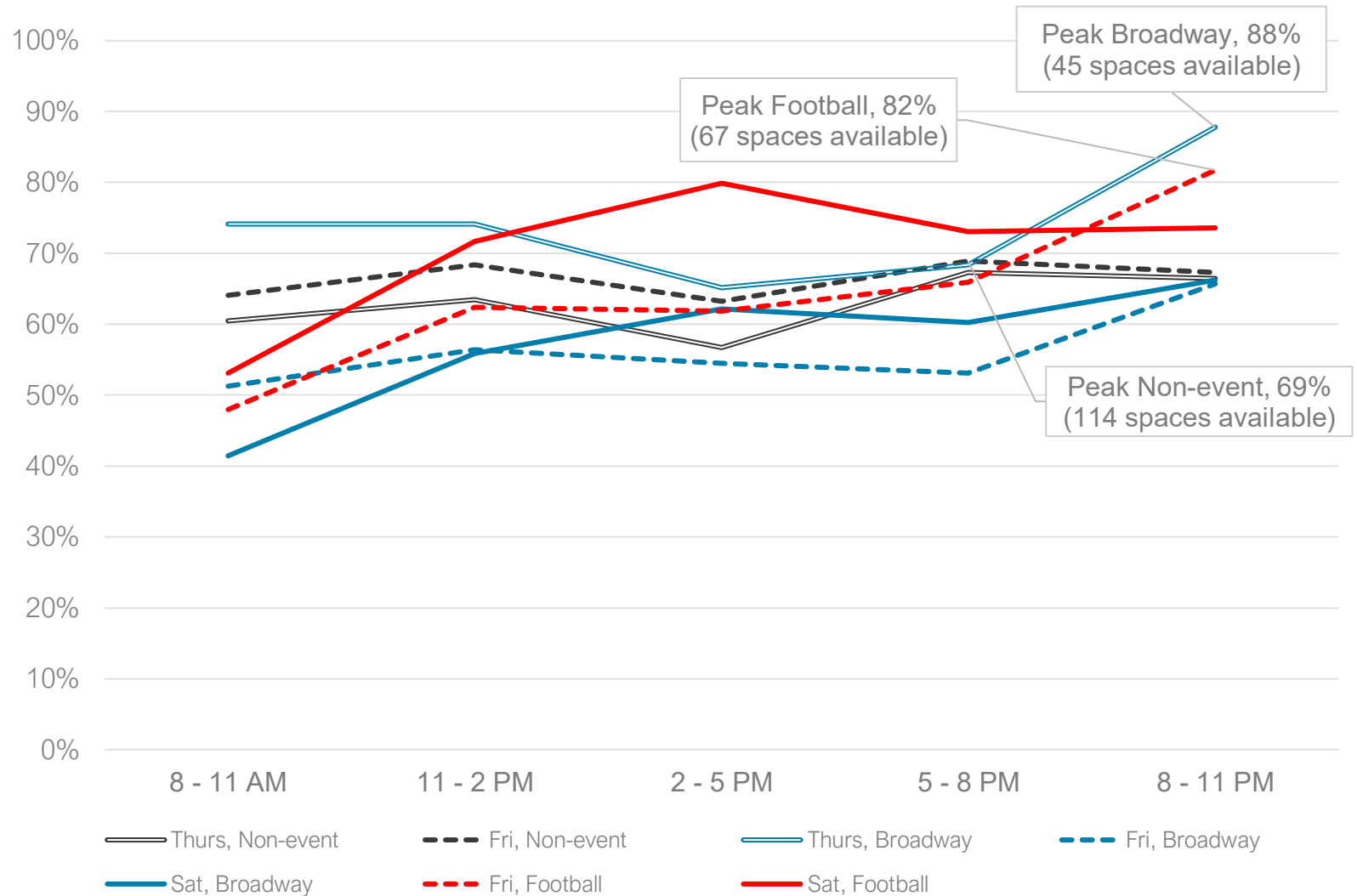
- Dickson/Block corridors saw the highest utilization compared to other areas.
- Highest occupancy during football weekend (100% occupancy).
- Effectively full (>85% occupancy)* during peak times.



*Optimal on-street utilization is between 85-95%, with 85% being more efficient.
Source: Shoup (2005), The High Cost of Free Parking

Non-Dickson/Block Corridors On-Street Parking Demand

- Non-Dickson/Block areas had lower utilization compared to Dickson/Block corridor.
- Highest utilization was during Broadway weekend (88% occupancy).



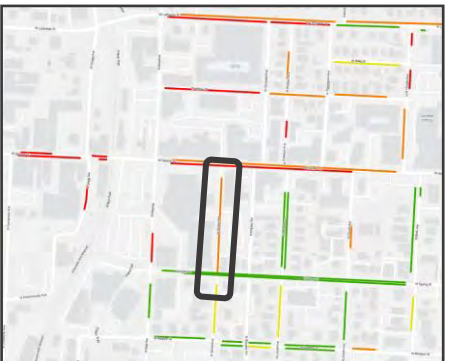
Non-event (Friday)

8 – 11 AM



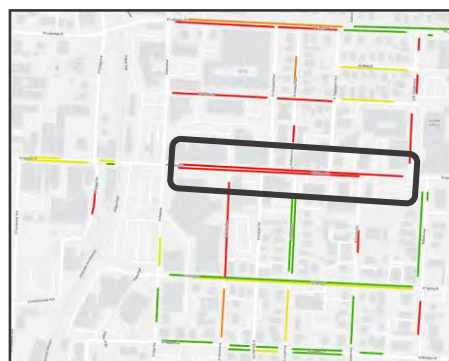
- Streets north of Dickson **have higher occupancy** than Spring St. Spring St residents are not depending on on-street parking.

11 - 2 PM



- School Ave jumped from <50% occupied to >75% occupancy; Accommodates overflow from Dickson St.

2 – 5 PM



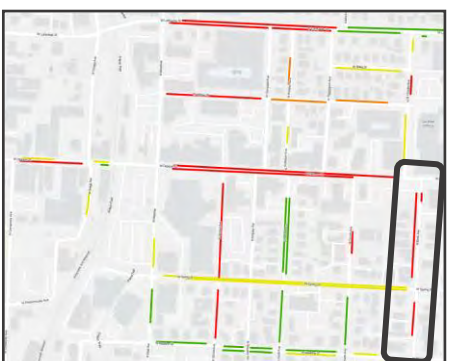
- Typical Demand

5 – 8 PM



- On-street parking is highest **during dinner-time rush.**

8 – 11 PM



- Block Ave is busiest during the **nighttime** hours.

Broadway (Friday)

8 – 11 AM



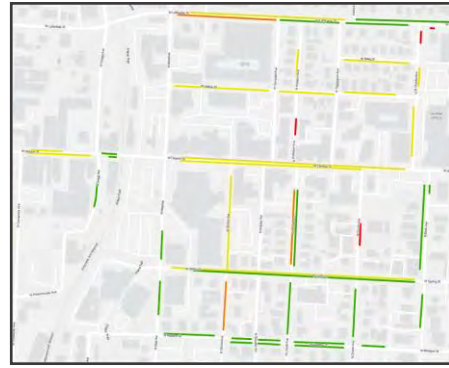
- Typical demand

11 - 2 PM



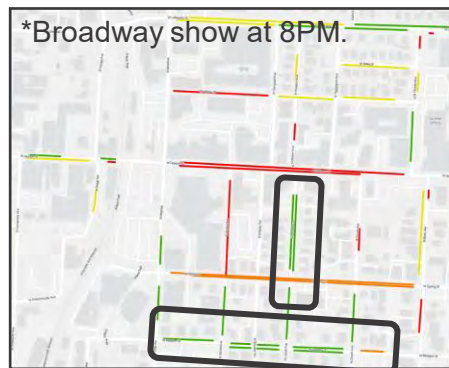
- Typical demand

2 – 5 PM



- Typical demand

5 – 8 PM



- Residential parking areas remained underutilized during high demand of Broadway show.
- WAC volunteers park on Spring

8 – 11 PM



- After show ends, on-street parking is still >90% full; **Broadway patrons use of off-street supply pushed evening entertainment to on-street.**

Legend 0 – 50% 50 - 75% 75 – 90% 90% +

*Football weekend is less common and reflects an outlier event. Time of day maps will be included in report appendix.

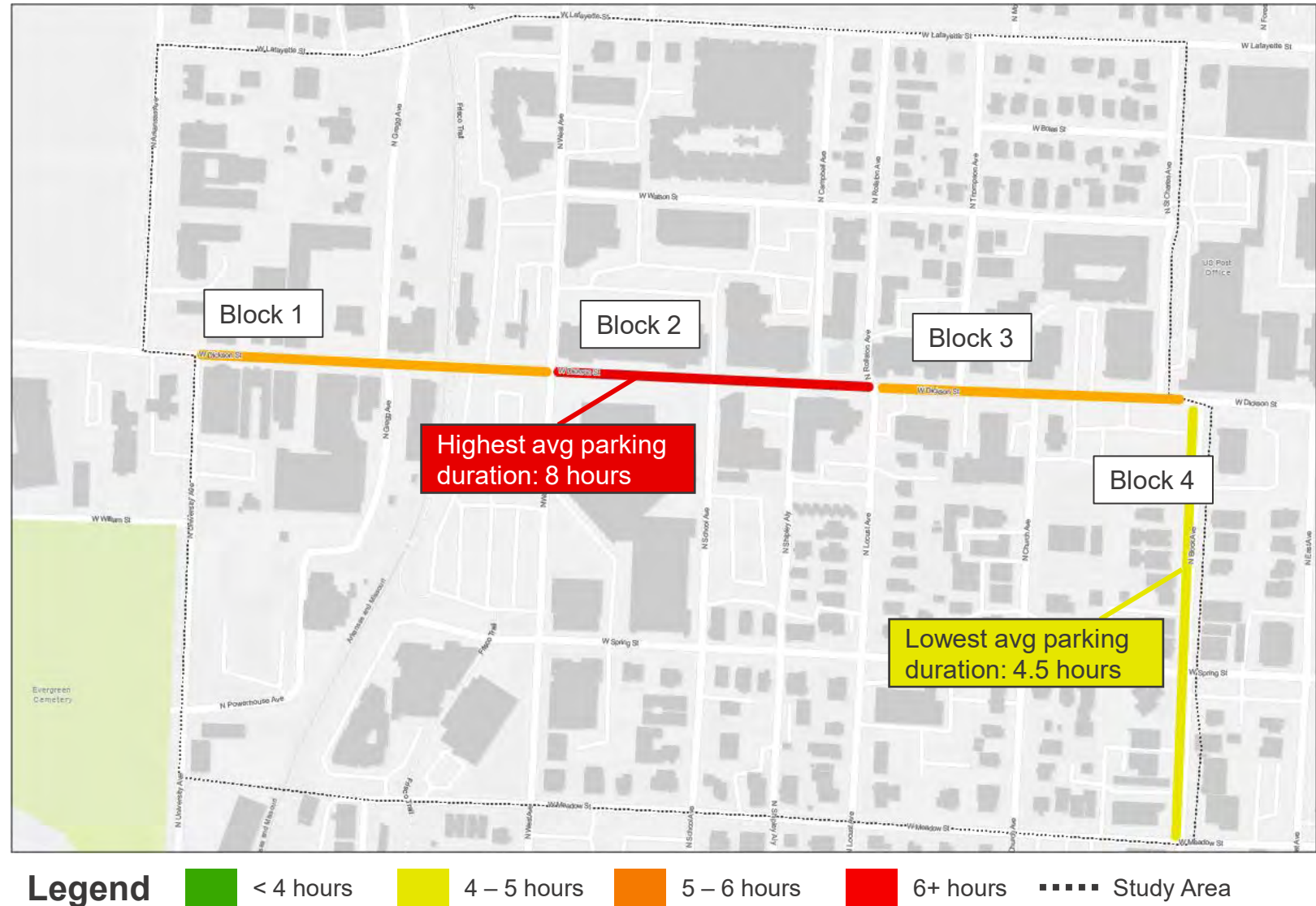
On-Street Duration of Stay

Observed Parking Duration During Saturday (9/24) of Broadway Weekend

- Average duration for Dickson/Block is ~6 hours
- Each space served ~2 cars per day
- Currently, 250 unique vehicles but with a 2-hour time restriction, could be 750 unique vehicles

Takeaways

- Lack of turnover is working against the needs of businesses
- \$5 per day parking option encourages people to stay for long periods of time



On-Street Takeaways

- Dickson/Block are the **highest-demand** corridors.
- During event conditions, evening entertainment parking demand **gets pushed** to on-street locations further from Dickson/Block.
- On-street parking pricing should be **higher** and **time-limited** to encourage higher turnover needed for businesses.
- Most on-street parking north of Dickson is **de facto residential parking**, presumably serving the needs of multi-family residential. Do residents have enough off-street parking or is on-street more convenient?
- Streets south of Dickson could be converted from **residential to public parking** to take advantage of underutilized on-street spaces.

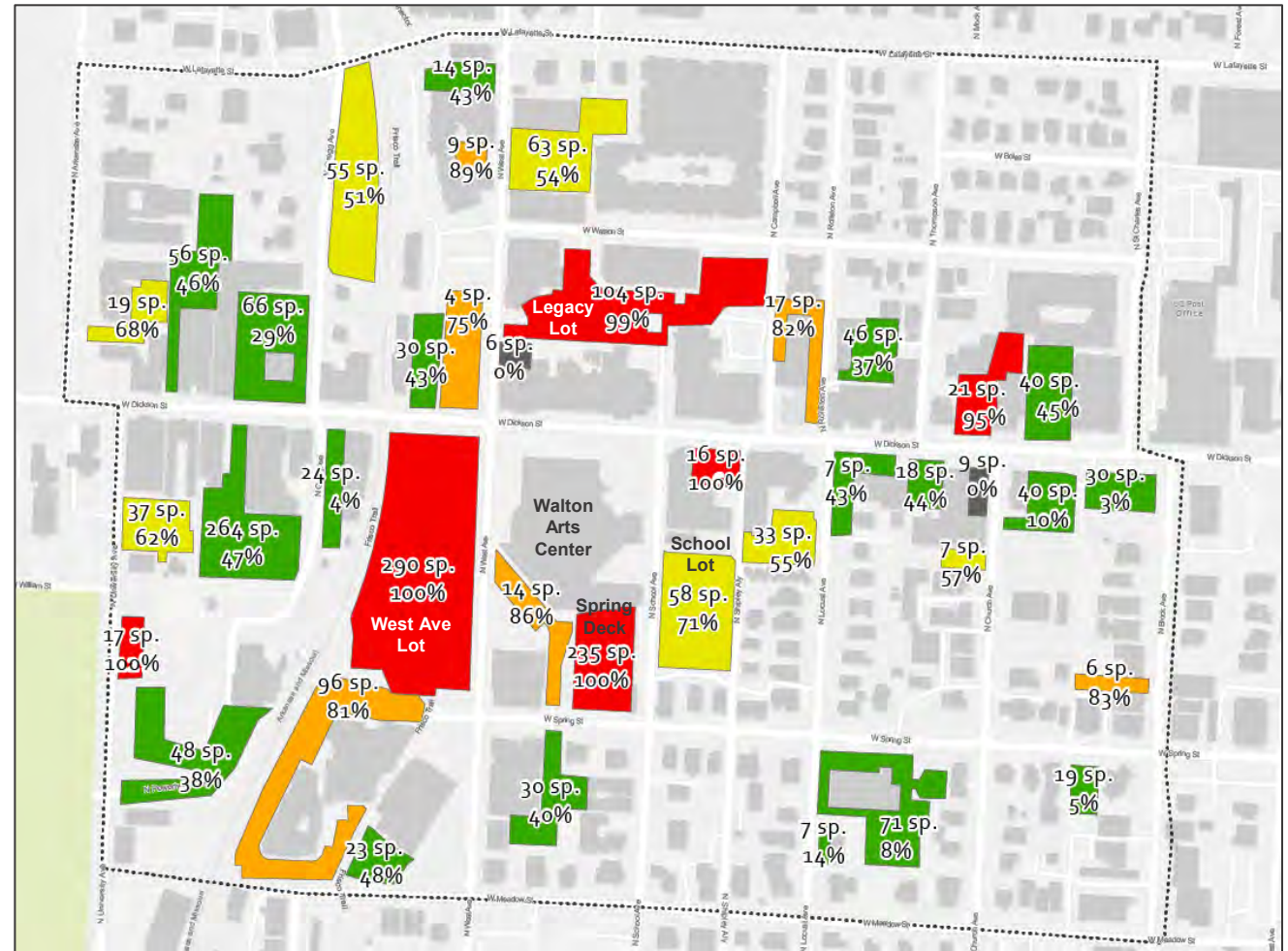
Off-Street Parking



Parking Demand During Events

- Peak for Friday was just before the Broadway show (5-8PM).
- Overall Broadway weekend peak was **Thursday from 11-2PM**.
- Hamilton (March) was ~8% higher attendance than Pretty Woman (data collection weekend).

Friday (9/23) at 5-8PM during the Broadway Weekend



Legend ■ 0 – 50% ■ 50 - 75% ■ 75 – 90% ■ 90% + Study Area

Non-event (Friday)

8 – 11 AM



- West Ave Lot is still **>50% full** in the mornings, indicating long term parking use.

11 - 2 PM



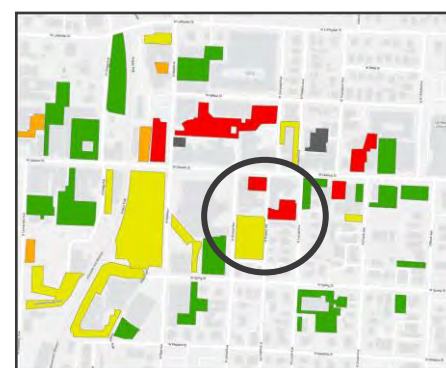
- West Ave and Legacy Lot are **>90% full** before 2PM. Student parking during class times.

2 – 5 PM



- West Ave Lot clears out after the lunch time rush.

5 – 8 PM



- Lots proximate to Dickson St. utilized more after 5PM.

8 – 11 PM



- Non-event weekends **peak at night-time hours**. Spring St. garage is **<50%** utilized.

Broadway (Friday)

8 – 11 AM



- Typical Demand

11 - 2 PM



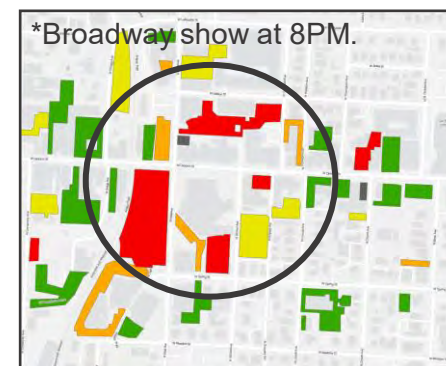
- Typical Demand

2 – 5 PM



- Typical Demand

5 – 8 PM



- Proximate parking filled **before** Broadway show.
- About **360 more cars in off-street lots** compared to non-event.

8 – 11 PM



- Broadway was primary demand during the show and clears out afterwards.

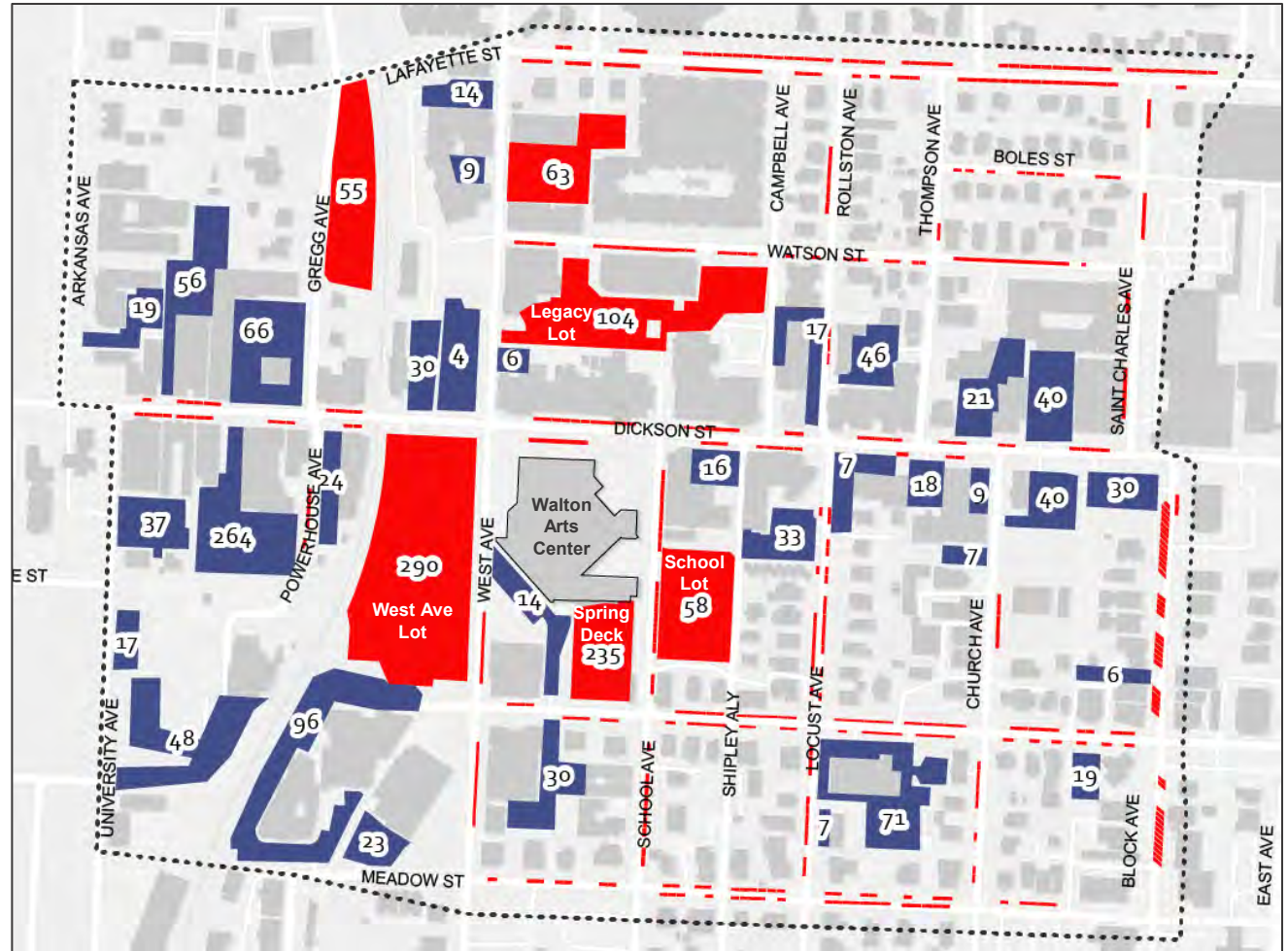
Legend



*Football weekend is less common and reflects an outlier event. Time of day maps will be included in report appendix. 22

Challenge with Using Full Study Area

- On-street:
 - Limited and used for residential and employee parking
- Off-street:
 - Varying parking rules and pricing
 - Reserved for public customer or building tenant use
 - Difficult to coordinate with private owners
- 2017 Mobility Study recommended leveraging private lots, but this has not been done



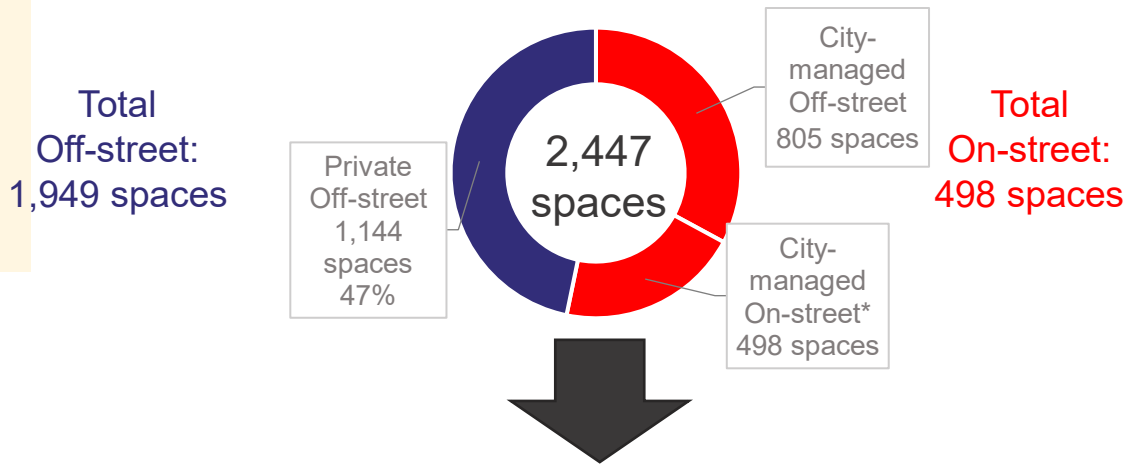
Legend ■ City-managed Parking ■ Private Parking Study Area



Reasonably Accessible Parking Study Area

- Smaller study area that includes all reasonably accessible on-street and off-street parking.

Parking Spaces in Study Area

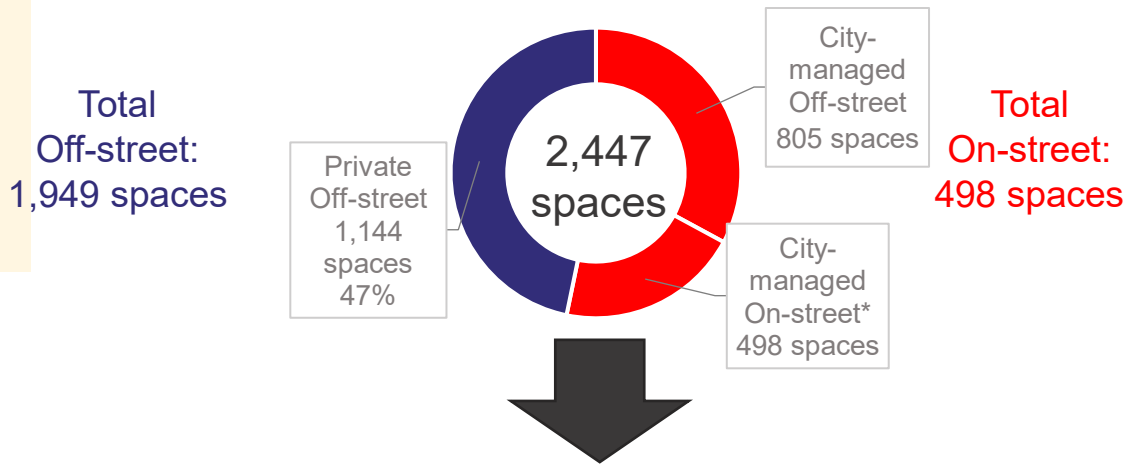


Legend ■ City-managed Parking ■ Private Parking Study Area

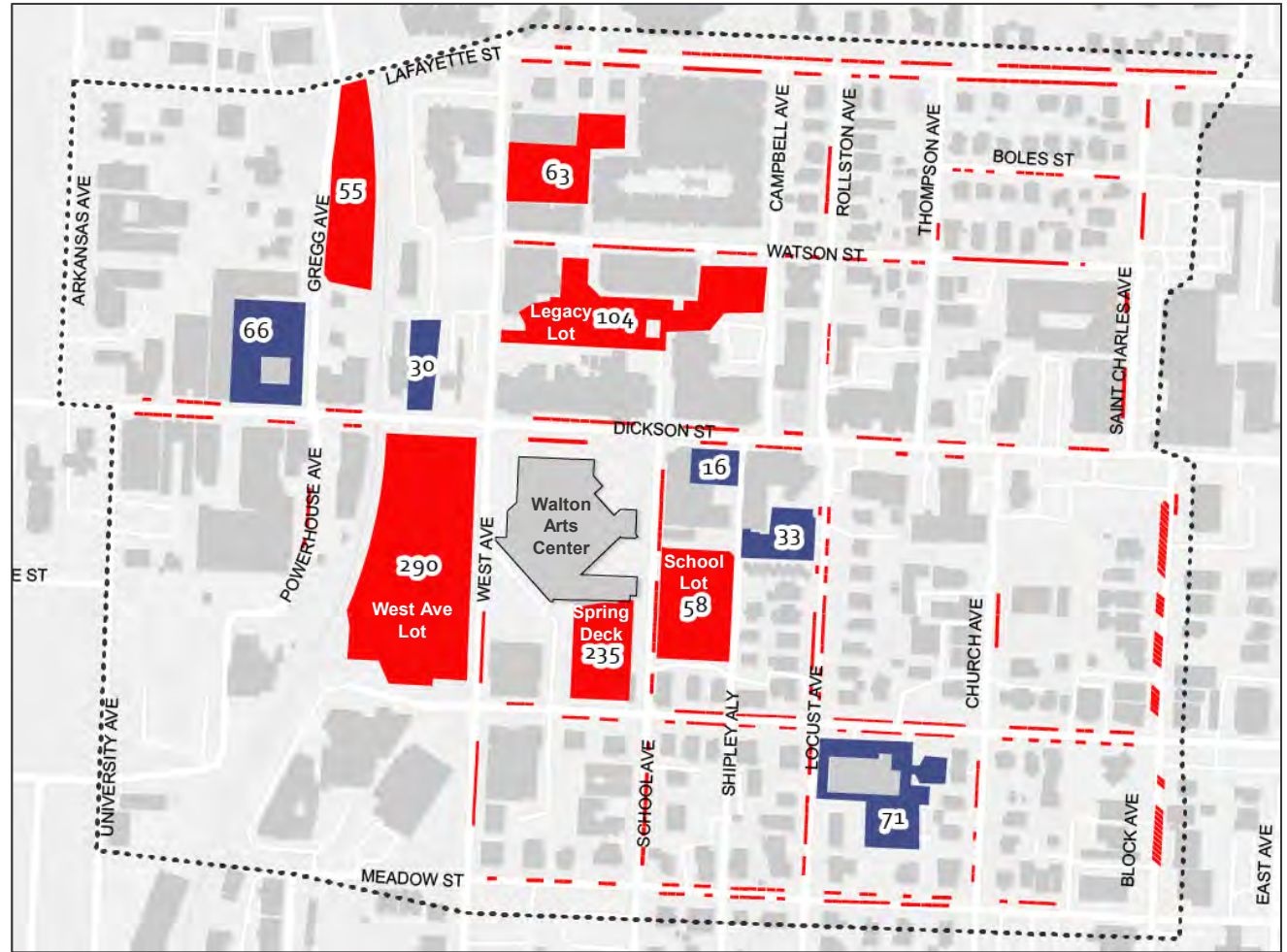
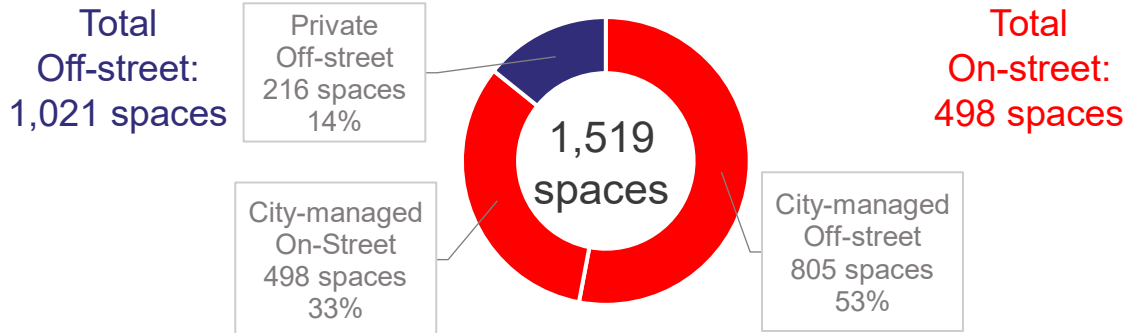
Reasonably Accessible Parking Study Area

- Smaller study area that includes all reasonably accessible on-street and off-street parking.

Parking Spaces in Study Area



Parking Spaces in Adjusted Area

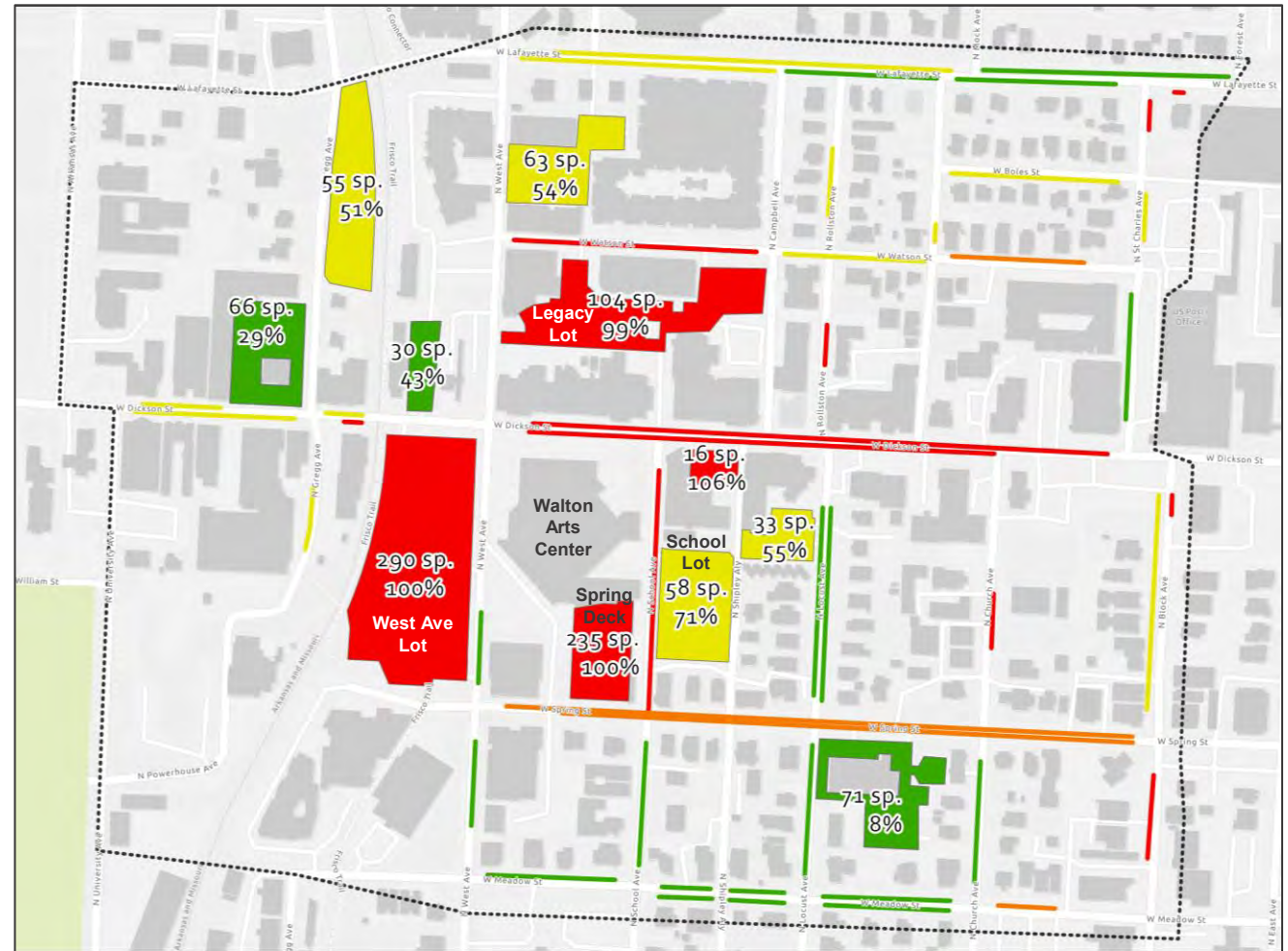


Legend ■ City-managed Parking ■ Private Parking Study Area

Adjusted Parking Occupancy

- Different story in the adjusted area.
- Occupancy is **72%** (1,094 spaces filled) in the adjusted area compared to **63%** (1,544 spaces filled) in the full study area.
- Industry best practice to use “effective supply” (85-95% of total supply) to account for improper parking and finding the last parking space.*
- **18%** capacity remaining before reaching effectively full (90% of total capacity).

Friday (9/23) at 5-8PM during the Broadway Weekend



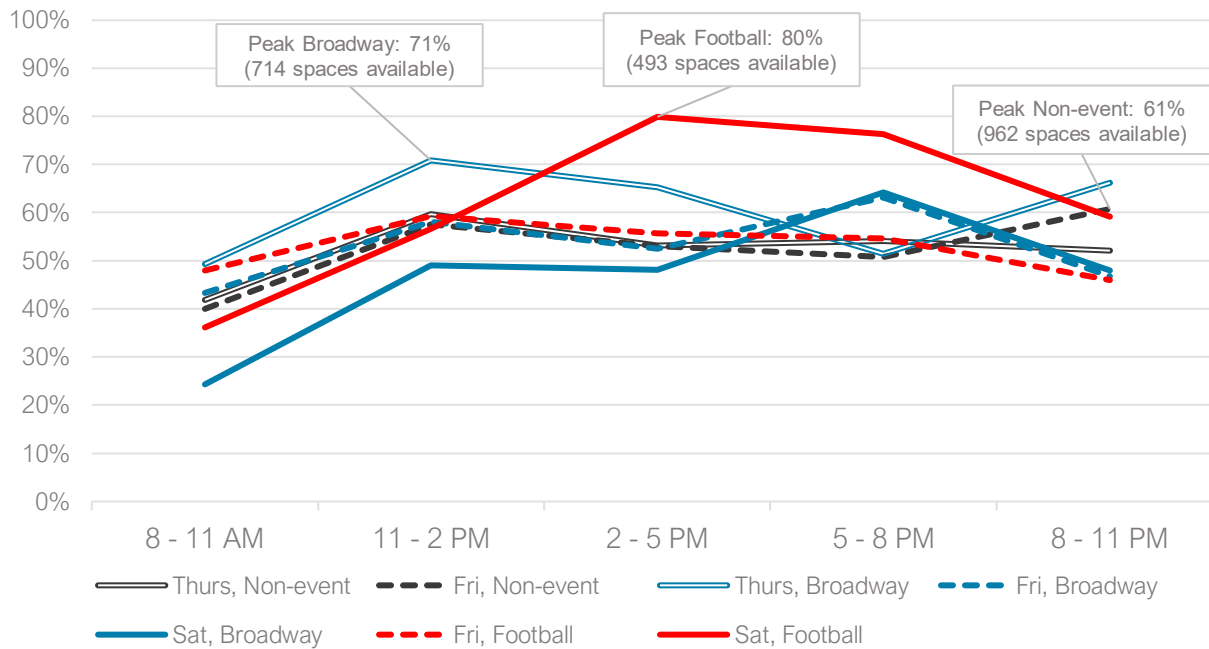
Legend ■ 0 – 50% ■ 50 - 75% ■ 75 – 90% ■ 90%+ Study Area

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Utilization Differences

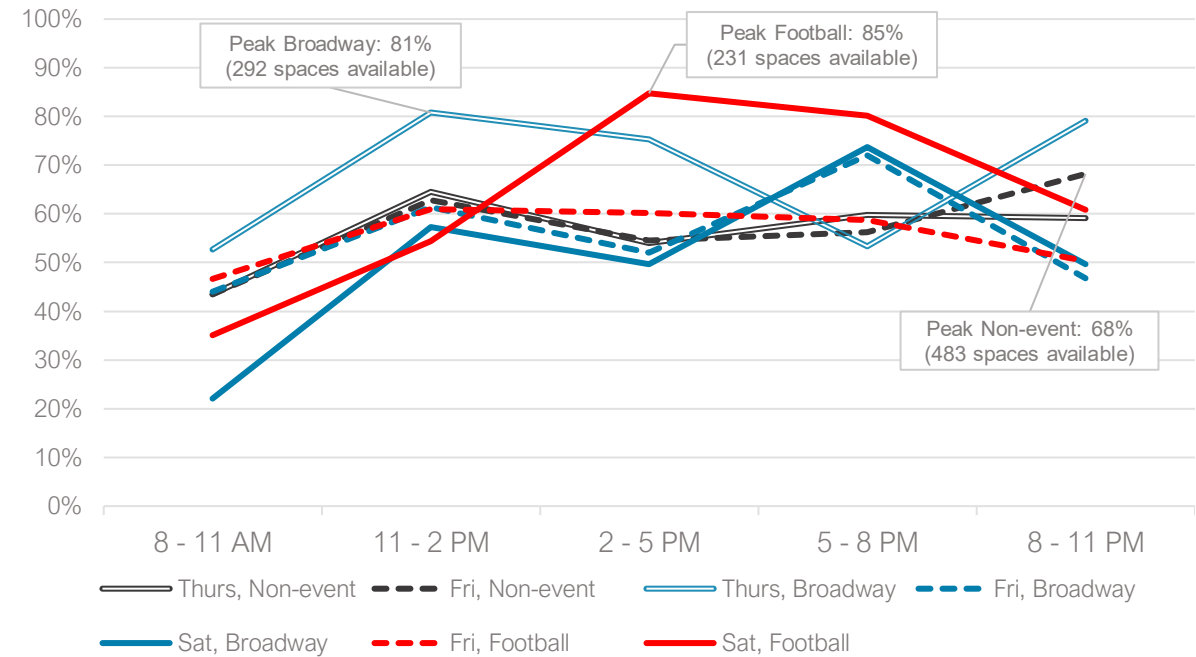
Full Study Area

- Football weekends are outliers. All parking is effectively full.
- Events bring the following additional parking demand to the district:
 - Broadway (Lunch, evening), Football (Lunch, evening)
- This data doesn't tell the full story since much of the parking isn't reasonably accessible.



Reasonably Accessible Lots

- Higher peak times during all collection days.
- Effectively full for both Broadway and Football weekends.



Key Takeaways of the Existing Conditions Assessment

-
- 1 All Parking in Study Area vs. Reasonably Accessible**

While the study area has 2,447 spaces, parking that is proximate to Dickson/Block corridors in both on- and off-street facilities, totals to 1,519 spaces (62% of total parking).

 - 2 Private parking is available but is either restricted or not accessible.**

For the full study area, 63% occupancy in off-street lots, compared to 72% occupancy in the reasonably accessible lots.

 - 3 Lack of wayfinding and varying signage**

Private lots offer varied prices, signage is hard to understand, and different rules for compliant parking.

 - 4 Cost of parking is too low**

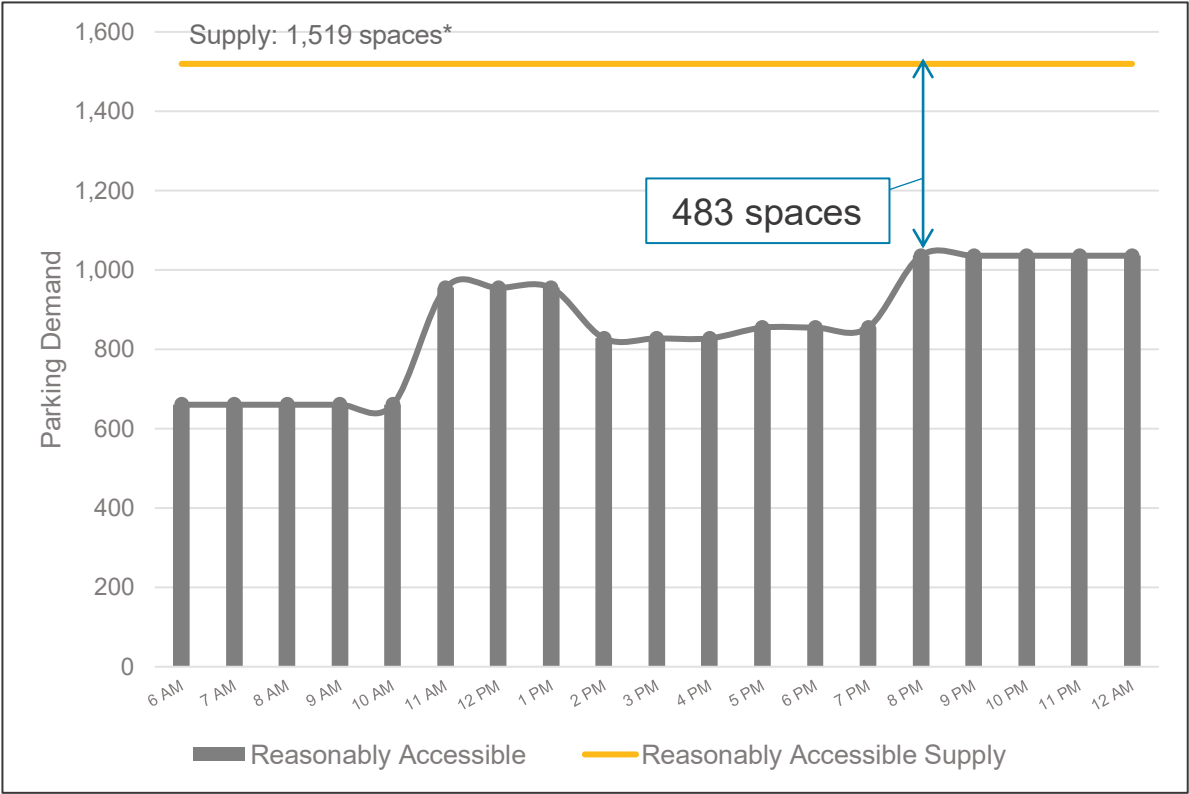
Parking demand for on- and off-street parking indicate that current pricing is lower than what market would suggest.

 - 5 Off-street parking spaces should be used for long-term needs**

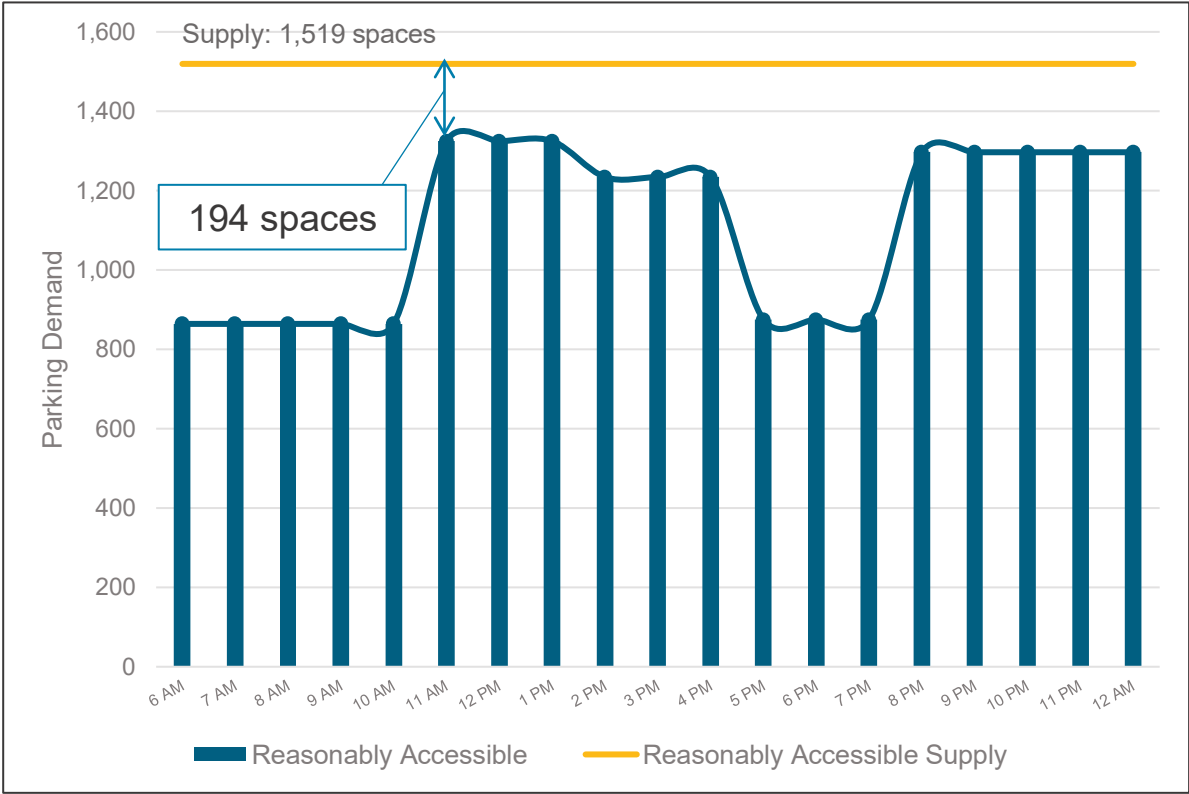
With an average parking duration >8 hours on Dickson Street, pricing and time restrictions should push on-street parkers to off-street, long-term parking.

Summary of Baseline Conditions

Non-event Weekend Peak (Friday)
 Peak Occupancy: **68% (483 spaces remaining)**



Broadway Weekend Peak (Thursday)
 Peak Occupancy: **87% (194 spaces remaining)**
 (Adjusted for peak attendance in March)



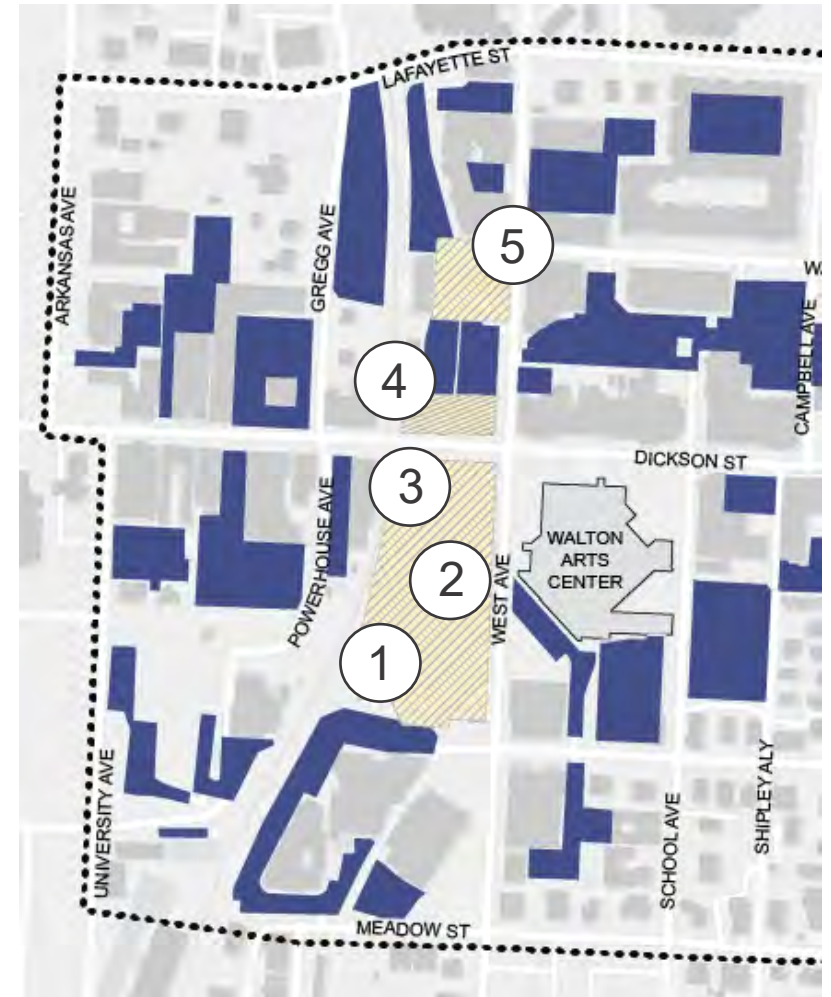
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Future Development Needs



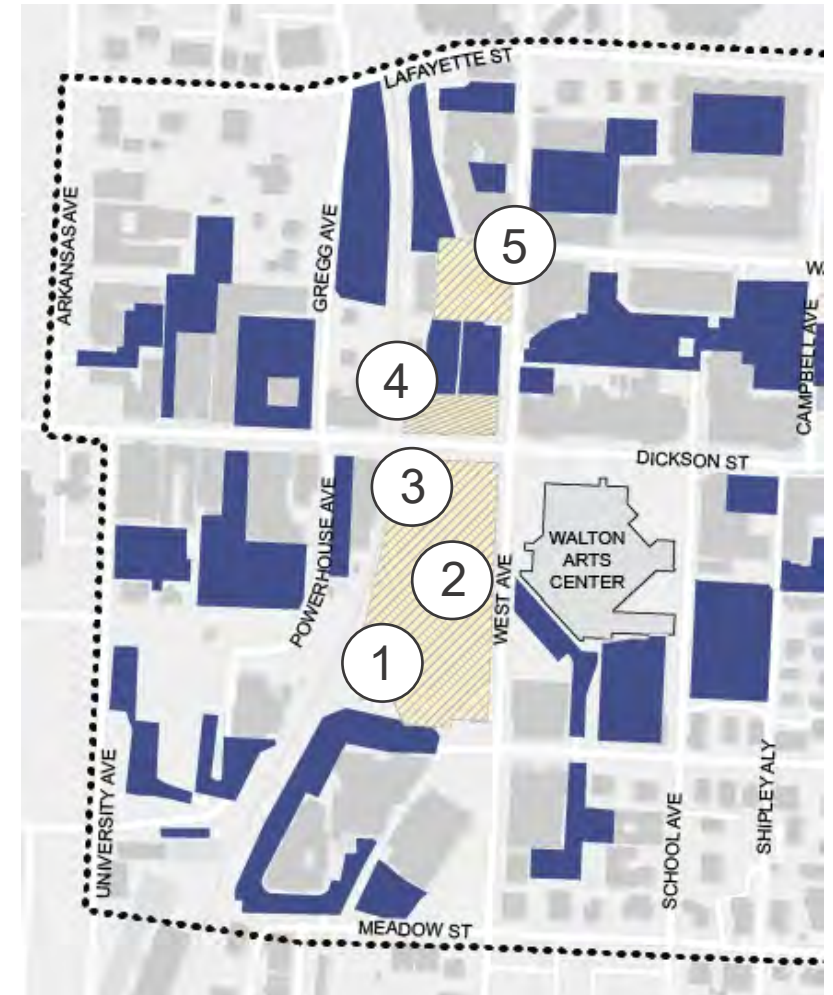
Proposed Developments

Development	Status	Land Use Densities
1. South Civic Plaza Hotel	Concept	Hotel: 132 keys 200 seat banquet Rooftop Bar/ Café/ Restaurant (unknown)
2. Civic Plaza	Concept	Public Plaza
3. North Civic Plaza Food Hall	Concept	Food Hall: 15,200 GSF
4. Hotel	Concept	Hotel: 125 keys 15,000 GSF Restaurant
5. West/Dickson Development	Concept	Office/Retail: 50,000 GSF*



Changes to Current Parking Supply

Development	Status	Planned Parking	Removed Parking
1. South Civic Plaza Hotel	Concept	32 - 45 spaces on-site Off-site spaces (Valet)	N/A
2. Civic Plaza	Concept	N/A	290 spaces
3. North Civic Plaza Food Hall	Concept	N/A	N/A
4. Hotel	Concept	N/A	30 spaces
5. West/Dickson Development	Construction*	330 spaces 32 spaces owned by developer (remaining are public spaces) West/Dickson Hotel has ability to request reservation up to 100 spaces	N/A
Total		32 spaces (conservative estimate for Civic Plaza Hotel) + 330 spaces 362 spaces	320 spaces
Net New Spaces		+ 42 spaces	



*Only on garage, not development program.



Projecting Future Demand

ULI Shared Parking Model and Base Ratios

- Used **Urban Land Institute (ULI)** Shared Parking Model to determine cumulative parking demand of future developments.
- Model considers **multiple land uses**.
- Model considers hour-by-hour, day-by-day, and month-by-month **fluctuations** in parking behavior.
- Share parking between land uses to **minimize space and resources** dedicated to parking.

Soft Goods (<400 KSF)	
Customers:	2.90 spaces/KSF
Employees:	0.70 spaces/KSF

Hotel Restaurant	
Customers:	6.67 spaces/KSF
Employees:	1.20 spaces/KSF

Fine/Casual Dining (Food Hall)	
Customers:	13.25 spaces/KSF
Employees:	2.25 spaces/KSF

Banquet Hall (20 – 50 SF/key)	
Customers:	26.72 spaces/KSF
Employees:	1.84 spaces/KSF

Office (< 25 KSF)	
Visitors:	0.30 spaces/KSF
Employees:	3.50 spaces/KSF

Hotel	
Visitors:	1.00 spaces/key
Employees:	0.15 spaces/key

Residential (Reserved)	
1-Bedrooms:	1.00 space/BR
2-Bedrooms:	1.00 space/BR

Non-Vehicular Mode and Non-Capture Ratio Adjustments

The ULI Shared Parking Model accounts for trips generated by the site that **don't require parking**:

- **Non-vehicular mode** (walking, biking, transit, and rideshare trips).
- **Non-captive ratio** (trips originating from outside of the future development).

Soft Goods (<400 KSF)

Driving Adjustment

Customers: 100%

Employees: 100%

Trips from Outside

Customers: 90%

Employees: 100%

Fine/Casual Dining (Food Hall)

Driving Adjustment

Customers: 100%

Employees: 100%

Trips from Outside

Customers: 75%

Employees: 100%

Office (<25 KSF)

Driving Adjustment

Visitors: 100%

Employees: 100%

Trips from Outside

Visitors: 100%

Employees: 100%

Hotel

Driving Adjustment

Visitors: 59%

Employees: 100%

Trips from Outside

Visitors: 100%

Employees: 100%

Non-Vehicular Mode and Non-Capture Ratio Adjustments

The ULI Shared Parking Model accounts for trips generated by the site that **don't require parking**:

- **Non-vehicular mode** (walking, biking, transit, and rideshare trips).
- **Non-captive ratio** (trips originating from outside of the future development).

Banquet Hall (20 – 50 SF/key)

Driving Adjustment

Customers: 68%
Employees: 100%

Trips from Outside

Customers: 60%
Employees: 100%

Hotel Restaurant

Driving Adjustment

Customers: 63%
Employees: 100%

Trips from Outside

Customers: 90%
Employees: 100%

Residential

Driving Adjustment

Residents: 100%
Employees: 100%

Trips from Outside

Residents: 100%
Employees: 100%

Adjusted Project Ratios

When combined with the land use densities, ULI Shared Parking Model base ratios, the non-vehicular mode, and non-captive ratio adjustments result in the project ratios used to project the future parking demand.

Soft Goods (<400 KSF)	
Customers:	2.60 spaces/KSF
Employees:	0.70 spaces/KSF
Total:	3.30 spaces/KSF

Office (<25 KSF)	
Visitors:	0.30 spaces/KSF
Employees:	3.50 spaces/KSF
Total:	3.80 spaces/KSF

Banquet Hall (20 – 50 SF/key)	
Customers:	10.90 spaces/KSF
Employees:	1.84 spaces/KSF
Total:	12.74 spaces/KSF

Fine/Casual Dining (Food Hall)	
Customers:	9.94 spaces/KSF
Employees:	2.25 spaces/KSF
Total:	12.19 spaces/KSF

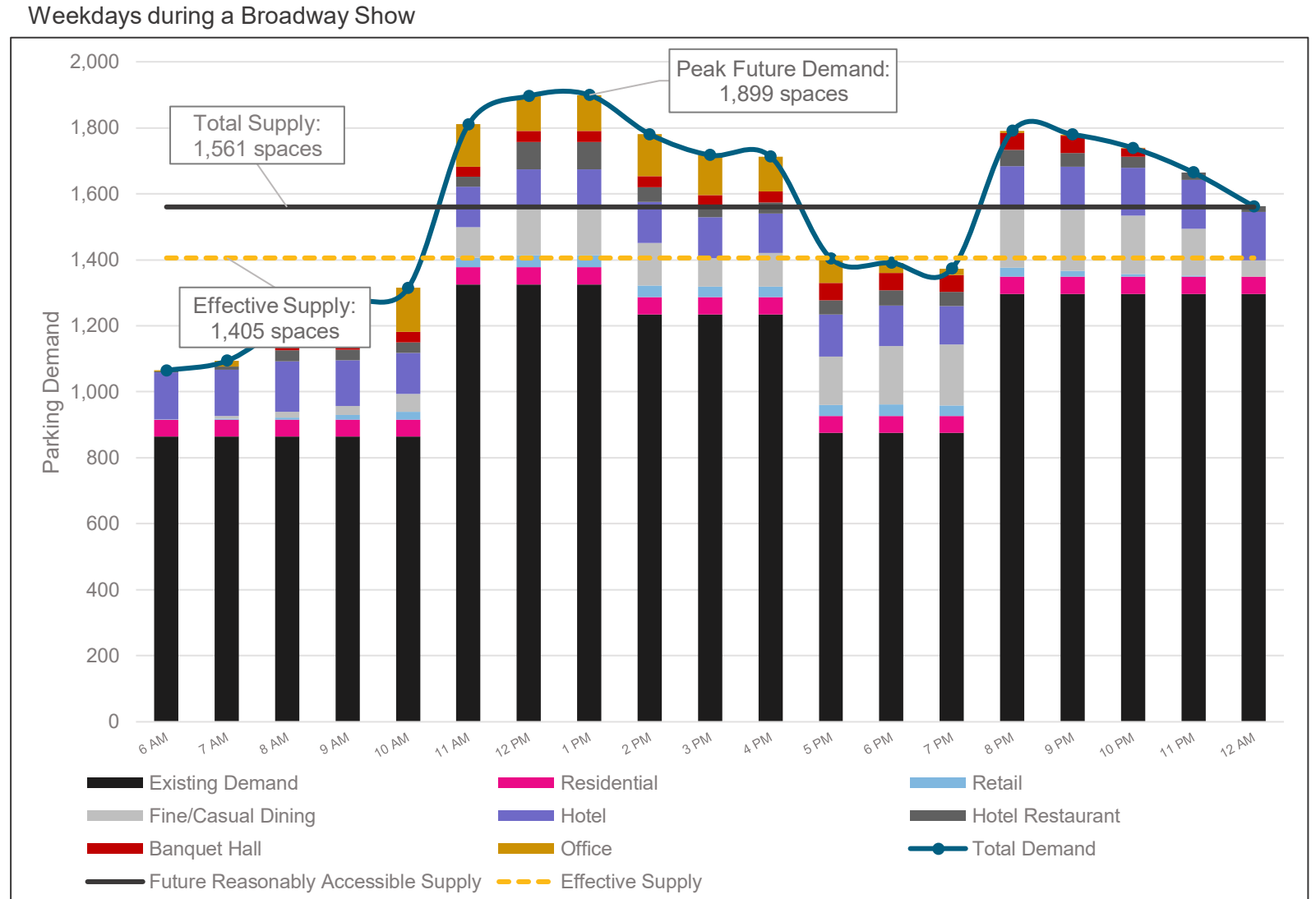
Hotel	
Visitors:	0.59 spaces/key
Employees:	0.15 spaces/key
Total:	0.74 spaces/key

Residential	
1-Bedroom	1.00 space/BR
2-Bedrooms	1.00 space/BR
Total:	1.00 space/BR

Hotel Restaurant	
Customers:	3.78 spaces/KSF
Employees:	1.20 spaces/KSF
Total:	4.98 spaces/KSF

Projected Parking Demand During Events

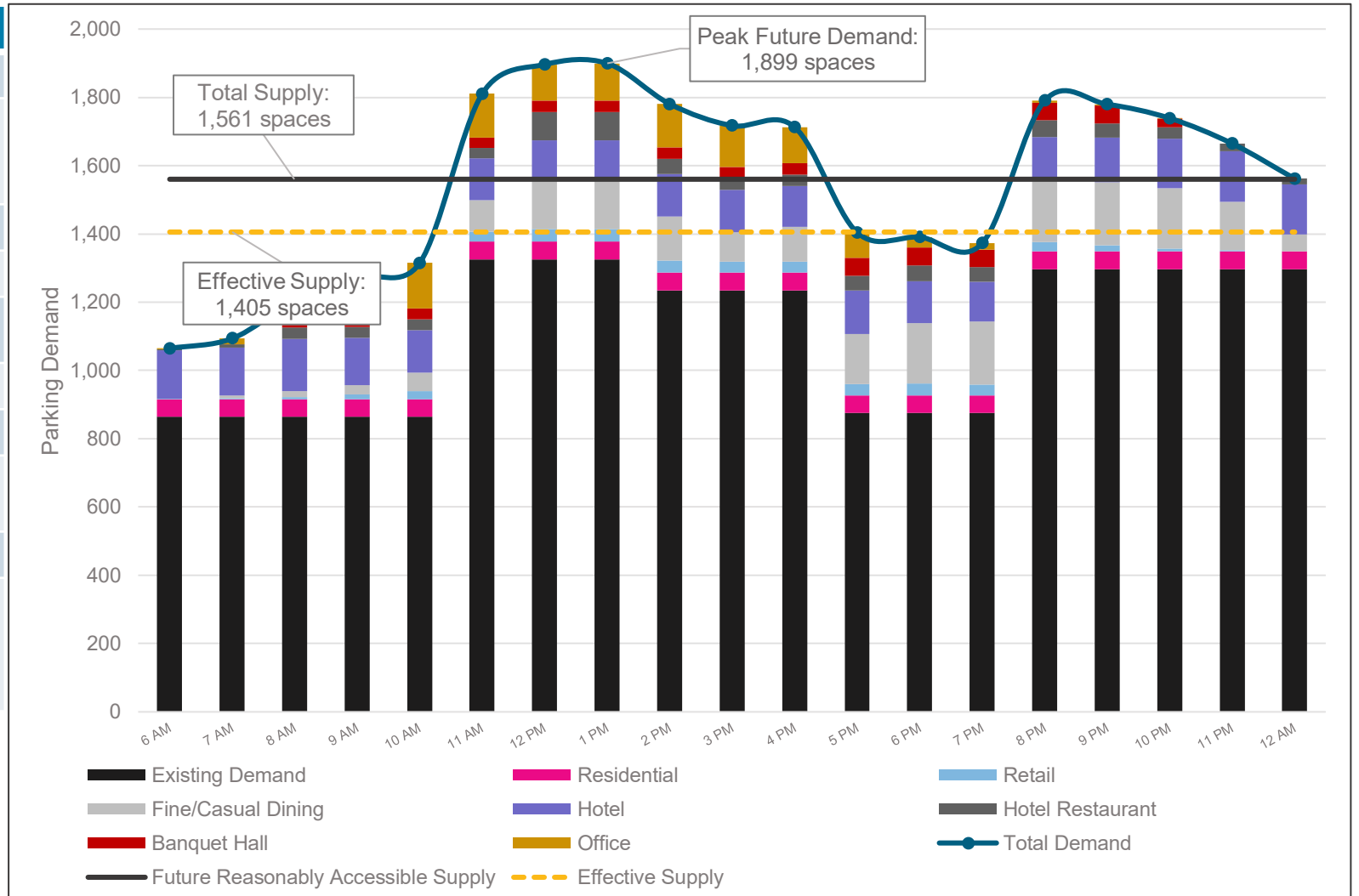
- With future developments, the Dickson/Block area is estimated to peak at **1PM on weekdays (Thursday)**.
- Net future supply is higher than current supply by **42 spaces (1,561 spaces total)**.
- Future developments account for **574 space demand** at peak times.
- During **future** performing arts events, there is an estimated total projected **peak demand of 1,899 spaces**.
- Assessment does **not** include demand from special events generated from the Upper Ramble/Civic Plaza.



Projected Parking Demand During Events

Weekdays during a Broadway Show

Off-street Space Count	
<u>Supply</u>	
Existing Supply within Reasonably Accessible Area	+ 1,519 spaces
Planned Parking	+ 362 spaces
Removed Parking	- 320 spaces
Net Supply	= 1,561 spaces
<u>Demand</u>	
Existing Peak Demand	1,325 spaces
Future Development Demand	+ 574 spaces
Total Demand	= 1,899 spaces
<u>Spaces Needed</u>	$1,561 \text{ spaces (Supply)}$ $- \underline{1,899 \text{ spaces (Demand)}}$ $= \mathbf{338 \text{ spaces deficit}^*}$

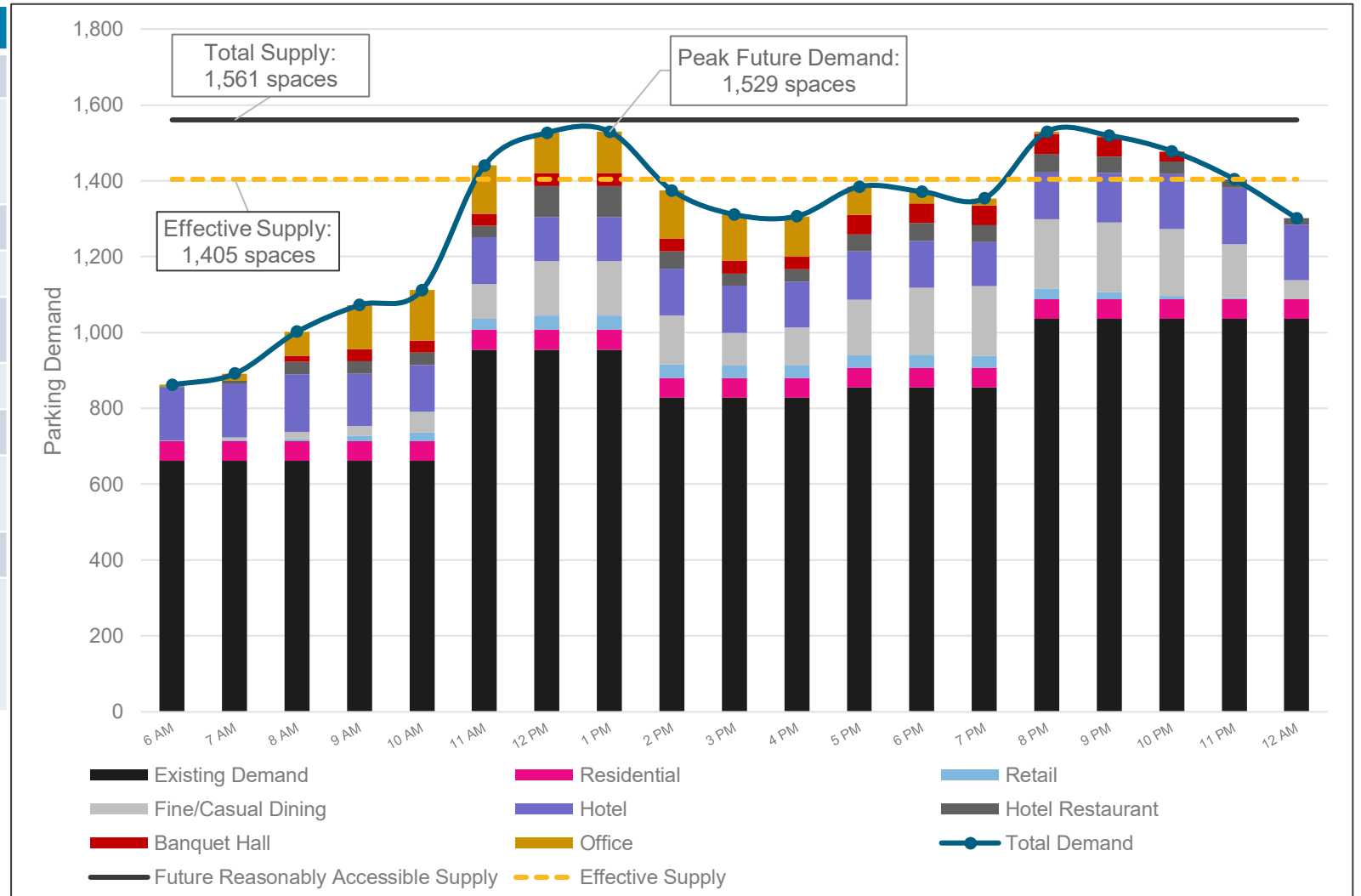


*Based on total supply, not effective supply.

Projected Parking Demand During Non-events

Weekdays in March during a Non-event week

Off-street Space Count	
<u>Supply</u>	
Existing Supply within Reasonably Accessible Area	+ 1,519 spaces
Planned Parking	+ 362 spaces
Removed Parking	- 320 spaces
Net Supply	= 1,561 spaces
<u>Demand</u>	
Existing Peak Demand	955 spaces
Future Development Demand	+ 574 spaces
Total Demand	= 1,529 spaces
<u>Spaces Needed</u>	$1,561 \text{ spaces (Supply)}$ $- \underline{1,529 \text{ spaces (Demand)}}$ $= \mathbf{32 \text{ spaces surplus}^*}$



*Based on total supply, not effective supply.



Recommendations

Mitigation Strategies



How do we get to where we want to be?

Strategies



Manage
Current
Supply



Policy
Change



Increase
Parking
Supply

Tactics

Balance parking demand

How can we better utilize existing parking spaces and distribute demand across the district?

Effectively price public parking

Prioritize parking turnover on-street, while using off-street for long-term parking needs

Further explore City's role in providing parking vs. private sector providing its own

Consider alleviating concerns about future parking supply by ensuring developments are adequately providing parking

Build more parking

Opportunity to build a garage in a new location



Balance Parking Demand

Balance Parking Demand

Unified approach to private off-street parking

Opportunity

- Create a parking coalition that brings together private lot owners to understand variations in signage, pricing, and restrictions.

Considerations

- Not many private lots are proximate to Dickson/Block area.
- Time-intensive to coordinate with private owners.
- May require a policy change to be effective.
- Work with Dickson/Block coalition to redefine accessibility within proximate private lots.

Integrate private lots into ParkMobile

Opportunity

- Create a pilot program to reserve private lot spaces.
- ParkMobile can provide signage and operations changes.

Considerations

- Not many private lots are proximate to Dickson/Block area.
- Requires coordination with parking coalition to ensure accessory use is permitted and account for any legal constraints.
- Need to work out an enforcement plan for pilot to be successful.

Best Practice: Denver, CO

In 2018, Denver implemented a policy to allow accessory use of private off-street facilities to increase parking supply available.

- Initiated by **both City and community** during a neighborhood parking plan outreach effort.
- Required a **zoning code change** to allow accessory parking within zoning permit.
- Required to still maintain parking for its primary use.

Balance Parking Demand

District-wide wayfinding

Opportunity

- Install strategically placed signage directing motorists to public parking.

Considerations

- With distributed parking facilities, this is needed to inform motorists.
- Many motorists don't consider where they will park until arriving in the district.
- Consider real time occupancy and pricing information.
- Recommended in previous study.





Effectively Price Public Parking

Effectively Price Public Parking

Extend paid parking hours

Opportunity

- Peak demand (11-2PM on Thursday during the Broadway data collection weekend) is during free parking period.
- Recommendation to charge for public parking from 8 AM to 2 AM; free parking remains from 2 AM to 8 AM.
- Charging for parking will likely decrease demand (particularly from students and long-term parkers).

Considerations

- Validate on-street parking in the short-term to ensure it does not deter patrons.

Create a price difference between on and off-street parking

Opportunity

- On-street spaces are only 20% of total parking supply in study area and should be prioritized for high turnover activity (\leq 2-hour duration).
- Moves long-term parking needs (such as employee parking) to off-street facilities.

Considerations

- Reevaluate current policies for employee and residential on-street parking use.

Commercial Street On-Street Turnover

	Cost	Time Limit	Turnover
Current	2 AM – 2 PM: Free 2 PM – 6 PM: \$0.50/hr. 6 PM – 2 AM: \$1/hr. All day option: \$5	N/A	~2.2 cars per day*
Proposed	2 AM – 8 AM: Free 8 AM – 2 AM: \$1.50/hr.	2-hour limit	9 cars per day

Effectively Price Public Parking

Match parking revenues to fund future supply

Opportunity

- Focus on long-term financial planning to raise capital for additional parking structures.

Considerations

- What does the price of parking need to be to fund additional parking structures?



Further Explore City's Role in Providing Parking vs. Private Sector Providing its Own

Further Explore City's Role in Providing Parking vs. Private Sector Providing its Own

Option 1: Require future developments to self-park

Opportunity

- Future developments must demonstrate through a shared parking study that they can effectively use available spaces at peak times to ensure parking availability remains in the Dickson/Block area.
- If the shared parking study does not show available spaces, the developer would be responsible for any additional spaces needed.

Considerations

- Requires continuous tracking of parking supply and commitments to future developments.
- May discourage some development.

Option 2: City to build additional parking facilities to serve district demands

Opportunity

- Without a parking requirement for new developments, the City is responsible for providing additional parking facilities to meet future development demands.

Considerations

- Limited by bond capacity.
- Parking deficit depends on future developments coming to fruition.
- Opportunity cost of using taxpayer dollars to fund parking vs. other needs (such as transit, housing, revitalization efforts, etc.)



Build More Parking

Build More Parking

Build new garage on School Lot

Opportunity

- Approximately 55-90 spaces per level for a parking garage on the School Lot.
- Proximate location to Dickson/Block patrons and event-goers.
- New garage can include street-level activation to bring activity to School St.

Considerations

- Lose 58 spaces in current School Lot.
- Parking deficit depends on all future developments coming to fruition.
- High cost; ~\$13.2M for a 330-space garage in Fayetteville.
- Decreases vibrancy of block with two garages across the street from each other.
- May require purchase of private property to expand garage footprint.

Summary of Recommendations

If all future developments come to fruition, Dickson/Block area will need **~400 additional spaces** during an event to account for the increased demand.

Strategy	Tactics	Effort	Cost	Impact to Proximate Parking Supply
Manage Current Supply	Unified approach to private off-street parking	Medium	Low	0 spaces*
	Integrate private lots into ParkMobile	Medium	Low	0 spaces*
	District-wide wayfinding	Medium	Medium	N/A
Policy Change	Extend paid parking hours	Low	Low	Estimated ~100-200 lunchtime, little impact in evenings
	Create a price difference between on and off-street parking	Medium	Low	
	Match parking revenues to fund future supply	Medium	Low	N/A
	Further explore City's role in providing parking vs. private sector providing its own	N/A	N/A	N/A
Increase Parking Supply	Build new garage on School Lot	High	High	55-90 spaces per level

*Additional analysis needed with Dickson/Block coalition to redefine accessibility within proximate private lots.