Dickson / Block Parking Study
Fayetteville, AR
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
- **Current Parking Study Boundaries**
- **5-min Walkshed**
- **7-min Walkshed**
- **2017 Mobility Study Boundaries**
- **10-min Walkshed**

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

Source: City of Fayetteville, AR
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

City-managed Parking

Off-street:
- 805 spaces
- 33%

On-street:
- 498 spaces
- 20%

Private Parking

Off-street:
- 1,144 spaces
- 47%

Legend

City-managed Parking
Private Parking
Study Area

Total Off-street: 1,949 spaces
Total On-street: 498 spaces*

*114 on-street parking spaces are reserved for resident-only parking
## Users of the Dickson/Block Area

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

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.
Role of Parking in Downtown Environment

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
Data Collection
Parking utilization was collected for the following periods:

- **Non-event Weekend**
  (Thurs, Oct 6\textsuperscript{th} – Fri, Oct 7\textsuperscript{th})

- **Broadway Show at WAC Weekend**
  (Thurs, Sept 22\textsuperscript{nd} – Sat, Sept 24\textsuperscript{th})

- **U of Arkansas Football Weekend**
  (Fri, Sept 30\textsuperscript{th} – Sat, Oct 1\textsuperscript{st})

Data was collected every three (3) hours:

- Lunch
- Early Afternoon
- Late Evening / Early Morning
- Early Evening / Early Morning
- Late Evening
- Early Evening
Full Study Area

Parking Spaces in Study Area

Total Off-street: 1,949 spaces

2,447 spaces

City-managed Off-street
805 spaces

Private Off-street
1,144 spaces 47%

City-managed On-street*
498 spaces

Total On-street: 498 spaces*

*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).

![Parking Demand Graph]

**Peak Broadway**: 88% (45 spaces available)

**Peak Football**: 82% (67 spaces available)

**Peak Non-event**: 69% (114 spaces available)
Non-event (Friday)

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

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

• Typical Demand

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

• Block Ave is busiest during the nighttime hours.

Legend

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

*Broadway show at 8PM.

• Residential parking areas remained underutilized during high demand of Broadway show.

• WAC volunteers park on Spring

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

- 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
Off-Street Characteristics

- City-owned off-street parking is 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
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).
**Non-event (Friday)**

- West Ave Lot is still >50% full in the mornings, indicating long term parking use.
- West Ave and Legacy Lot are >90% full before 2PM. Student parking during class times.
- West Ave Lot clears out after the lunch time rush.
- Lots proximate to Dickson St. utilized more after 5PM.
- Non-event weekends peak at night-time hours. Spring St. garage is <50% utilized.

**Broadway (Friday)**

- Typical Demand
- Typical Demand
- Typical Demand
- Proximate parking filled before Broadway show.
- About 360 more cars in off-street lots compared to non-event.
- Broadway was primary demand during the show and clears out afterwards.

*Football weekend is less common and reflects an outlier event. Time of day maps will be included in report appendix.*
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 customer or building tenant use
  - Difficult to coordinate with private owners
- 2017 Mobility Study recommended leveraging private lots, but this has not been done
Reasonably Accessible Parking Study Area

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

Parking Spaces in Study Area

- Total Off-street: 1,949 spaces
- Total On-street: 498 spaces

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**

- **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

**Parking Spaces in Adjusted Area**

- **Total Off-street:** 1,021 spaces
  - Private Off-street: 216 spaces (14%)
  - City-managed Off-street: 805 spaces (33%)

- **Total On-street:** 498 spaces

Legend:
- Red: City-managed Parking
- Blue: Private Parking
- Dotted line: 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).

*Optimal on-street utilization is between 85-95%, with 85% being more efficient. This analysis uses 90% as a conservative estimate.
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)

*Football weekend is less common and reflects an outlier event. Summary graphs will be included in the report appendix.
Future Development Needs
### Proposed Developments

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

*Subject to change*
### Changes to Current Parking Supply

<table>
<thead>
<tr>
<th>Development</th>
<th>Status</th>
<th>Planned Parking</th>
<th>Removed Parking</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. South Civic Plaza Hotel</td>
<td>Concept</td>
<td><strong>32 - 45 spaces on-site</strong> Off-site spaces (Valet)</td>
<td>N/A</td>
</tr>
<tr>
<td>2. Civic Plaza</td>
<td>Concept</td>
<td>N/A</td>
<td>290 spaces</td>
</tr>
<tr>
<td>3. North Civic Plaza Food Hall</td>
<td>Concept</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>4. Hotel</td>
<td>Concept</td>
<td>N/A</td>
<td>30 spaces</td>
</tr>
<tr>
<td>5. West/Dickson Development</td>
<td>Construction*</td>
<td><strong>330 spaces</strong> 32 spaces owned by developer (remaining are public spaces) West/Dickson Hotel has ability to request reservation up to 100 spaces</td>
<td>N/A</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>32 spaces</strong></td>
<td>(conservative estimate for Civic Plaza Hotel)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>+ <strong>330 spaces</strong></td>
<td></td>
<td><strong>320 spaces</strong></td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Soft Goods (&lt;400 KSF)</th>
<th>Hotel Restaurant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers: 2.90 spaces/KSF</td>
<td>Customers: 6.67 spaces/KSF</td>
</tr>
<tr>
<td>Employees: 0.70 spaces/KSF</td>
<td>Employees: 1.20 spaces/KSF</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fine/Causal Dining (Food Hall)</th>
<th>Banquet Hall (20 – 50 SF/key)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers: 13.25 spaces/KSF</td>
<td>Customers: 26.72 spaces/KSF</td>
</tr>
<tr>
<td>Employees: 2.25 spaces/KSF</td>
<td>Employees: 1.84 spaces/KSF</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Office (&lt; 25 KSF)</th>
<th>Hotel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors: 0.30 spaces/KSF</td>
<td>Visitors: 1.00 spaces/key</td>
</tr>
<tr>
<td>Employees: 3.50 spaces/KSF</td>
<td>Employees: 0.15 spaces/key</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Residential (Reserved)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Bedrooms: 1.00 space/BR</td>
</tr>
<tr>
<td>2-Bedrooms: 1.00 space/BR</td>
</tr>
</tbody>
</table>
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).

<table>
<thead>
<tr>
<th>Category</th>
<th>Trips from Outside</th>
<th>Driving Adjustment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Soft Goods (&lt;400 KSF)</strong></td>
<td>Customers: 90%</td>
<td>Customers: 100%</td>
</tr>
<tr>
<td></td>
<td>Employees: 100%</td>
<td>Employees: 100%</td>
</tr>
<tr>
<td><strong>Fine/Casual Dining (Food Hall)</strong></td>
<td>Customers: 75%</td>
<td>Customers: 100%</td>
</tr>
<tr>
<td></td>
<td>Employees: 100%</td>
<td>Employees: 100%</td>
</tr>
<tr>
<td><strong>Office (&lt;25 KSF)</strong></td>
<td>Visitors: 100%</td>
<td>Visitors: 100%</td>
</tr>
<tr>
<td></td>
<td>Employees: 100%</td>
<td>Employees: 100%</td>
</tr>
<tr>
<td><strong>Hotel</strong></td>
<td>Visitors: 100%</td>
<td>Visitors: 100%</td>
</tr>
<tr>
<td></td>
<td>Employees: 100%</td>
<td>Employees: 100%</td>
</tr>
</tbody>
</table>
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- **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)

<table>
<thead>
<tr>
<th>Driving Adjustment</th>
<th>Trips from Outside</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers: 68%</td>
<td>Customers: 60%</td>
</tr>
<tr>
<td>Employees: 100%</td>
<td>Employees: 100%</td>
</tr>
</tbody>
</table>

### Hotel Restaurant

<table>
<thead>
<tr>
<th>Driving Adjustment</th>
<th>Trips from Outside</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers: 63%</td>
<td>Customers: 90%</td>
</tr>
<tr>
<td>Employees: 100%</td>
<td>Employees: 100%</td>
</tr>
</tbody>
</table>

### Residential

<table>
<thead>
<tr>
<th>Driving Adjustment</th>
<th>Trips from Outside</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents: 100%</td>
<td>Residents: 100%</td>
</tr>
<tr>
<td>Employees: 100%</td>
<td>Employees: 100%</td>
</tr>
</tbody>
</table>
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.

### Adjusted Project Ratios

<table>
<thead>
<tr>
<th>Category</th>
<th>Visitors</th>
<th>Employees</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Soft Goods (&lt;400 KSF)</strong></td>
<td>0.30 spaces/KSF</td>
<td>3.50 spaces/KSF</td>
<td>3.80 spaces/KSF</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2.60 spaces/KSF</td>
<td>0.70 spaces/KSF</td>
<td>3.30 spaces/KSF</td>
</tr>
<tr>
<td><strong>Fine/Casual Dining (Food Hall)</strong></td>
<td>0.59 spaces/key</td>
<td>0.15 spaces/key</td>
<td>0.74 spaces/key</td>
</tr>
<tr>
<td><strong>Hotel</strong></td>
<td>10.90 spaces/KSF</td>
<td>1.84 spaces/KSF</td>
<td>12.74 spaces/KSF</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>9.94 spaces/KSF</td>
<td>2.25 spaces/KSF</td>
<td>12.19 spaces/KSF</td>
</tr>
<tr>
<td><strong>Hotel Restaurant</strong></td>
<td>3.78 spaces/KSF</td>
<td>1.20 spaces/KSF</td>
<td>4.98 spaces/KSF</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3.30 spaces/KSF</td>
<td>0.70 spaces/KSF</td>
<td>4.00 spaces/KSF</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Visitors</th>
<th>Employees</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Banquet Hall (20 – 50 SF/key)</strong></td>
<td>10.90 spaces/KSF</td>
<td>1.84 spaces/KSF</td>
<td>12.74 spaces/KSF</td>
</tr>
<tr>
<td><strong>Residential</strong></td>
<td>1.00 space/BR</td>
<td>1.00 space/BR</td>
<td>2.00 space/BR</td>
</tr>
</tbody>
</table>

1-Bedroom: 1.00 space/BR
2-Bedrooms: 1.00 space/BR
Total: 2.00 space/BR
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

#### Off-street Space Count

<table>
<thead>
<tr>
<th>Supply</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Supply within Reasonably Accessible Area</td>
<td>+ 1,519 spaces</td>
</tr>
<tr>
<td>Planned Parking</td>
<td>+ 362 spaces</td>
</tr>
<tr>
<td>Removed Parking</td>
<td>- 320 spaces</td>
</tr>
<tr>
<td>Net Supply</td>
<td>= 1,561 spaces</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Demand</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Peak Demand</td>
<td>1,325 spaces</td>
</tr>
<tr>
<td>Future Development Demand</td>
<td>+ 574 spaces</td>
</tr>
<tr>
<td>Total Demand</td>
<td>= 1,899 spaces</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Spaces Needed</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1,561 spaces (Supply)</td>
<td></td>
</tr>
<tr>
<td>- 1,899 spaces (Demand)</td>
<td></td>
</tr>
<tr>
<td>= 338 spaces deficit*</td>
<td></td>
</tr>
</tbody>
</table>

#### Weekdays during a Broadway Show

- **Total Supply:** 1,561 spaces
- **Peak Future Demand:** 1,899 spaces
- **Effective Supply:** 1,405 spaces

*Based on total supply, not effective supply.*
Projected Parking Demand During Non-events

<table>
<thead>
<tr>
<th>Off-street Space Count</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Supply</strong></td>
</tr>
<tr>
<td>Existing Supply within Reasonably Accessible Area</td>
</tr>
<tr>
<td>Planned Parking</td>
</tr>
<tr>
<td>Removed Parking</td>
</tr>
<tr>
<td>Net Supply</td>
</tr>
<tr>
<td><strong>Demand</strong></td>
</tr>
<tr>
<td>Existing Peak Demand</td>
</tr>
<tr>
<td>Future Development Demand</td>
</tr>
<tr>
<td>Total Demand</td>
</tr>
</tbody>
</table>

**Spaces Needed**
- 1,561 spaces (Supply)
- 1,529 spaces (Demand)
= **32 spaces surplus**

Weekdays in March during a Non-event week

- **Total Supply**: 1,561 spaces
- **Peak Future Demand**: 1,529 spaces
- **Effective Supply**: 1,405 spaces

*Based on total supply, not effective supply.
Recommendations
Mitigation Strategies

- Manage Current Supply
- Policy Change
- Increase Parking Supply
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 (≤ 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

<table>
<thead>
<tr>
<th></th>
<th>Cost</th>
<th>Time Limit</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current</strong></td>
<td>2 AM – 2 PM: Free</td>
<td>N/A</td>
<td>~2.2 cars</td>
</tr>
<tr>
<td></td>
<td>2 PM – 6 PM: $0.50/hr.</td>
<td></td>
<td>per day*</td>
</tr>
<tr>
<td></td>
<td>6 PM – 2 AM: $1/hr.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>All day option: $5</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Proposed</strong></td>
<td>2 AM – 8 AM: Free</td>
<td>2-hour</td>
<td>9 cars per</td>
</tr>
<tr>
<td></td>
<td>8 AM – 2 AM: $1.50/hr.</td>
<td>limit</td>
<td>day</td>
</tr>
</tbody>
</table>
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.

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

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