Salisbury Downtown Parking Study

Presented by
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October 15, 2019

Presentation Agenda

Introduction

Community Engagement Process and Results

Parking Data Collection and Results

Future Parking Demand Analysis

Recommendations – Short / Long Term

Questions and Answers

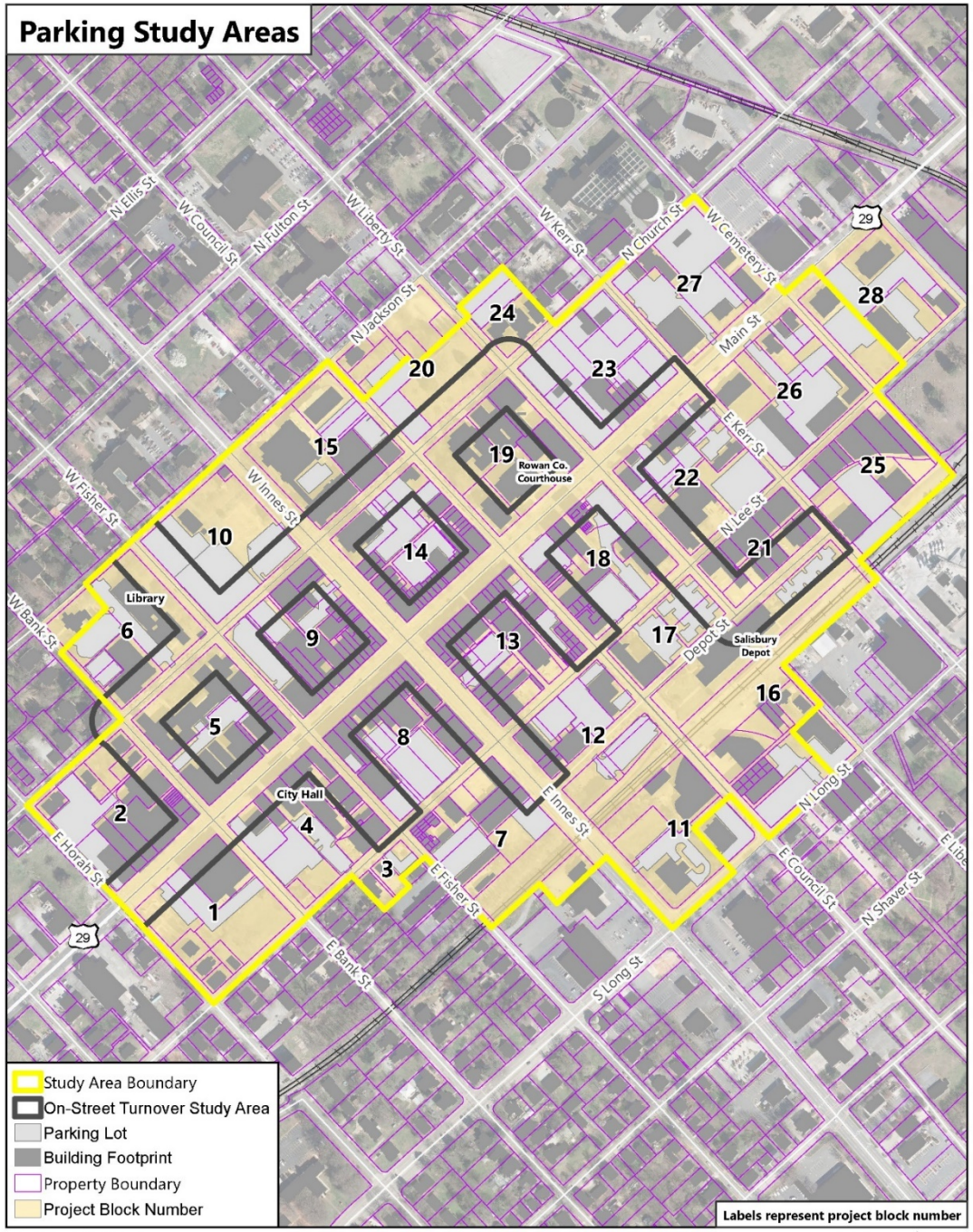
Introduction

Introduction

- The purpose of this parking study?
  - To analyze the location, supply and use of parking facilities within downtown
  - To listen to stakeholders about parking issues (good and bad)
  - Conduct a future parking needs analysis
  - Develop recommendation strategies
  - Improve wayfinding and access to parking

Introduction

- Parking study boundary
  - Innes Street and Main Street make up the central axis of the parking study area
  - The outer boundaries are Horah Street, Long Street, Cemetery Street and Jackson Street
- On-street turnover study area
- Block Numbering



The City of Salisbury
Downtown Parking Study

Community Engagement Process and Results

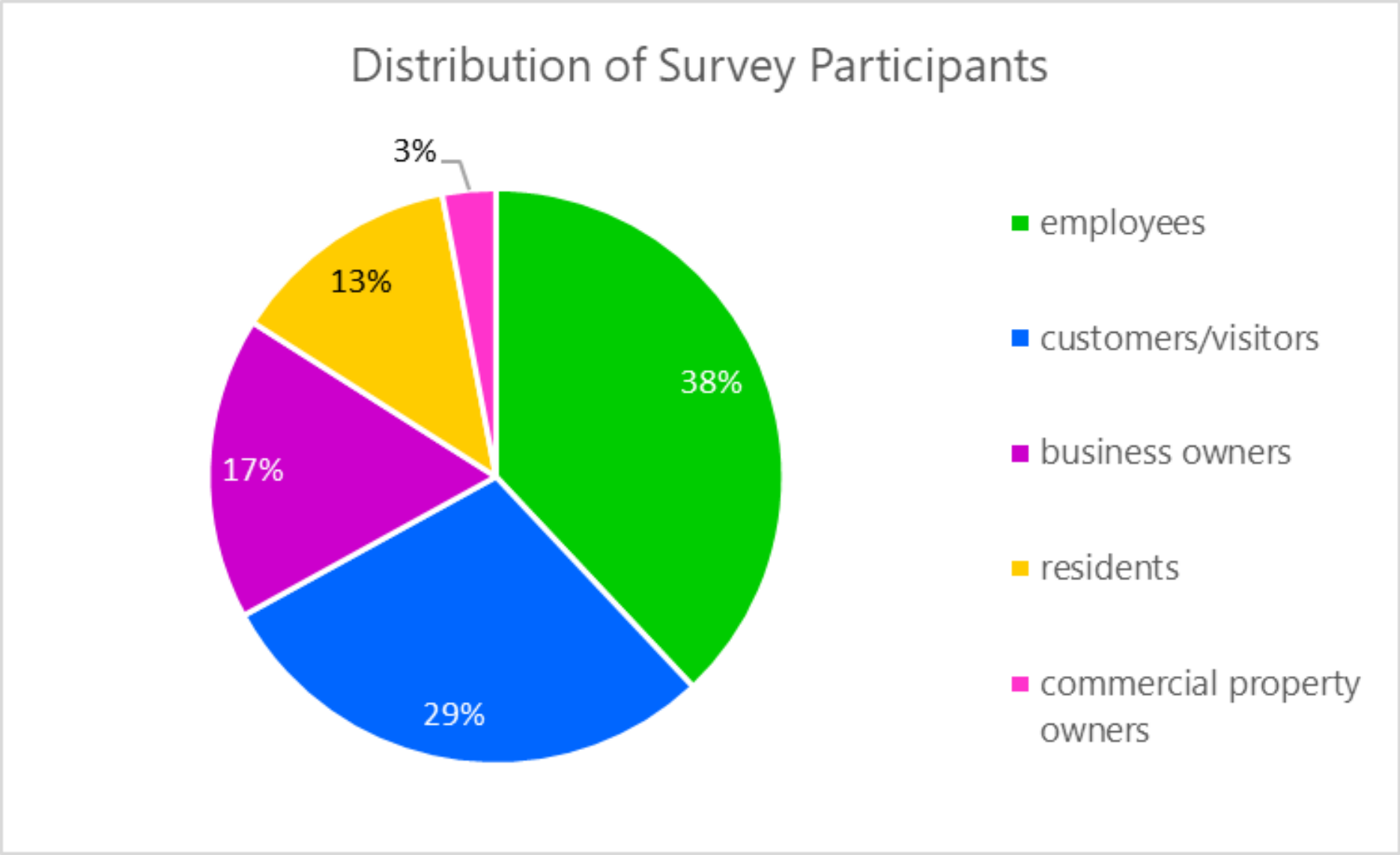
Community Engagement Process

- Stakeholder identification
  - City and County leadership and staff
  - Land and business owners in downtown
  - Employees working in downtown
  - Residents of Salisbury and Rowan County
  - Visitors to Salisbury

Community Engagement Process

- Online survey
  - Conducted over a 36 day period
- Focus groups
  - (6) stakeholder interview sessions
- Downtown Salisbury Inc. (DSI) Meeting
  - Information session and stakeholder input
- Cheerwine festival booth
  - (97) individual interviews

Community Engagement Results



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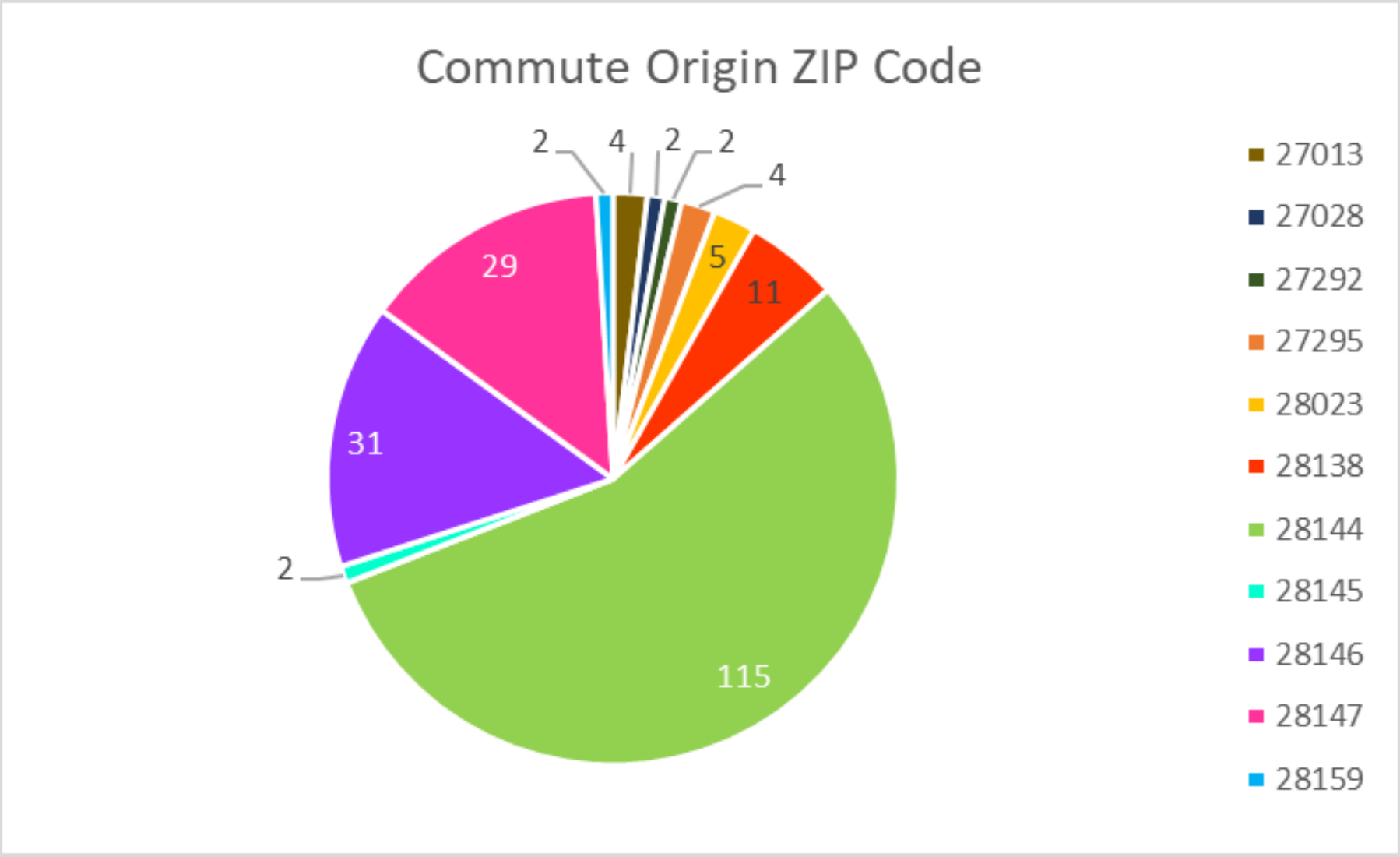
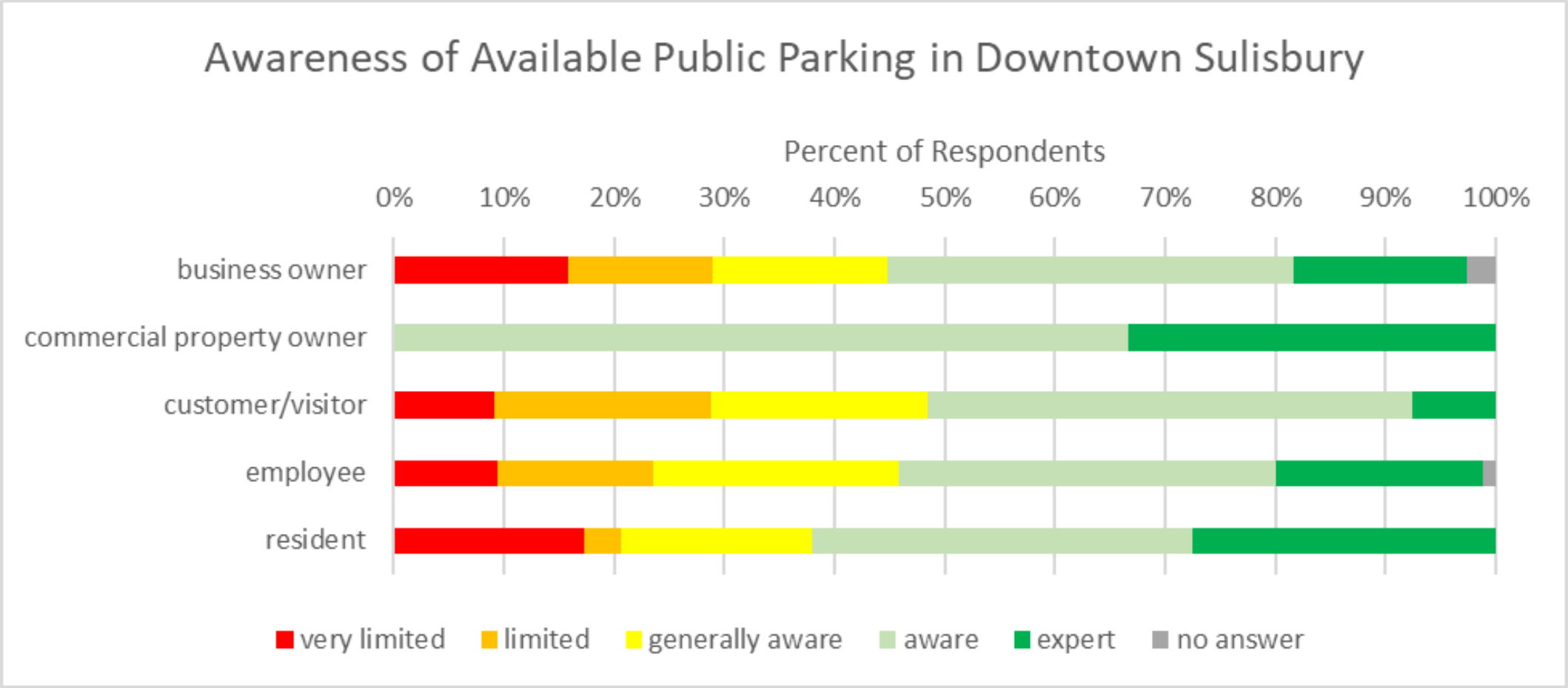


Community Engagement Results - Survey



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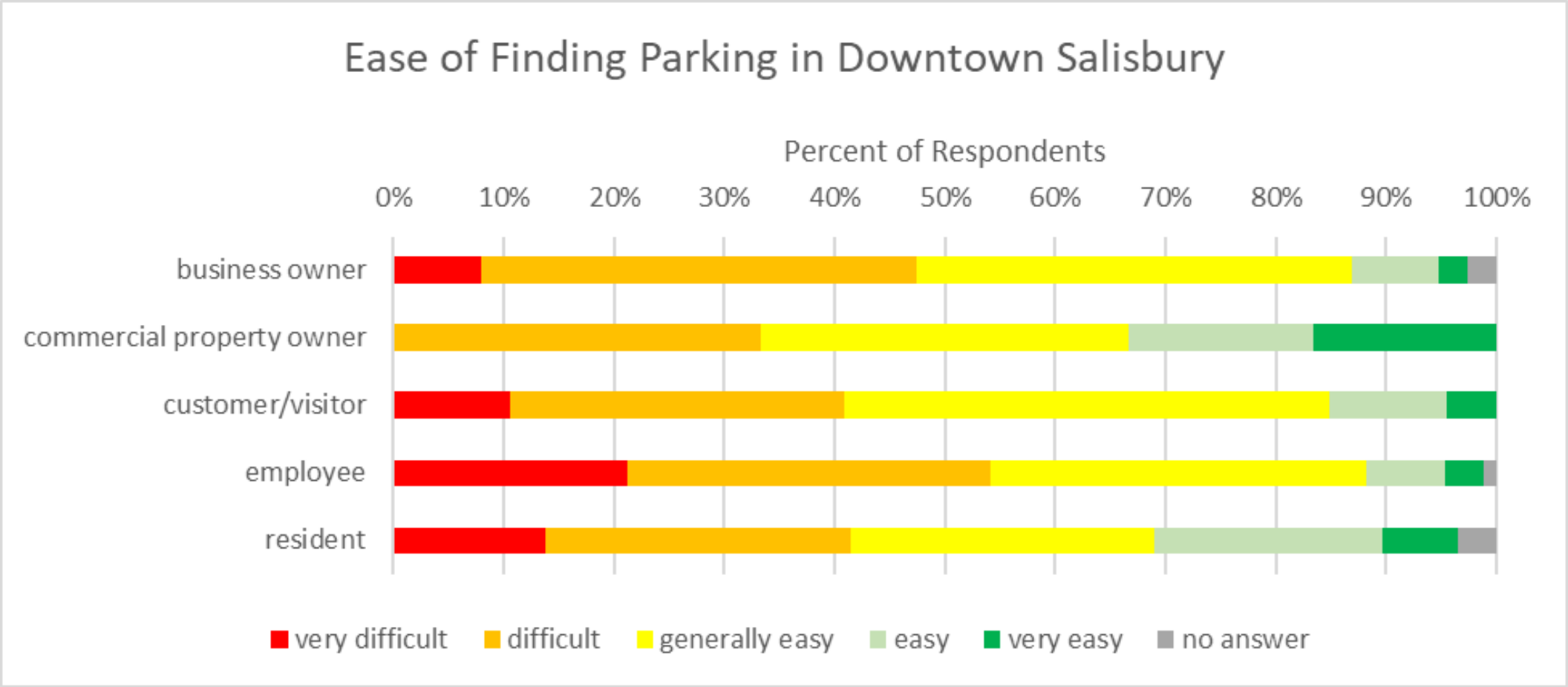

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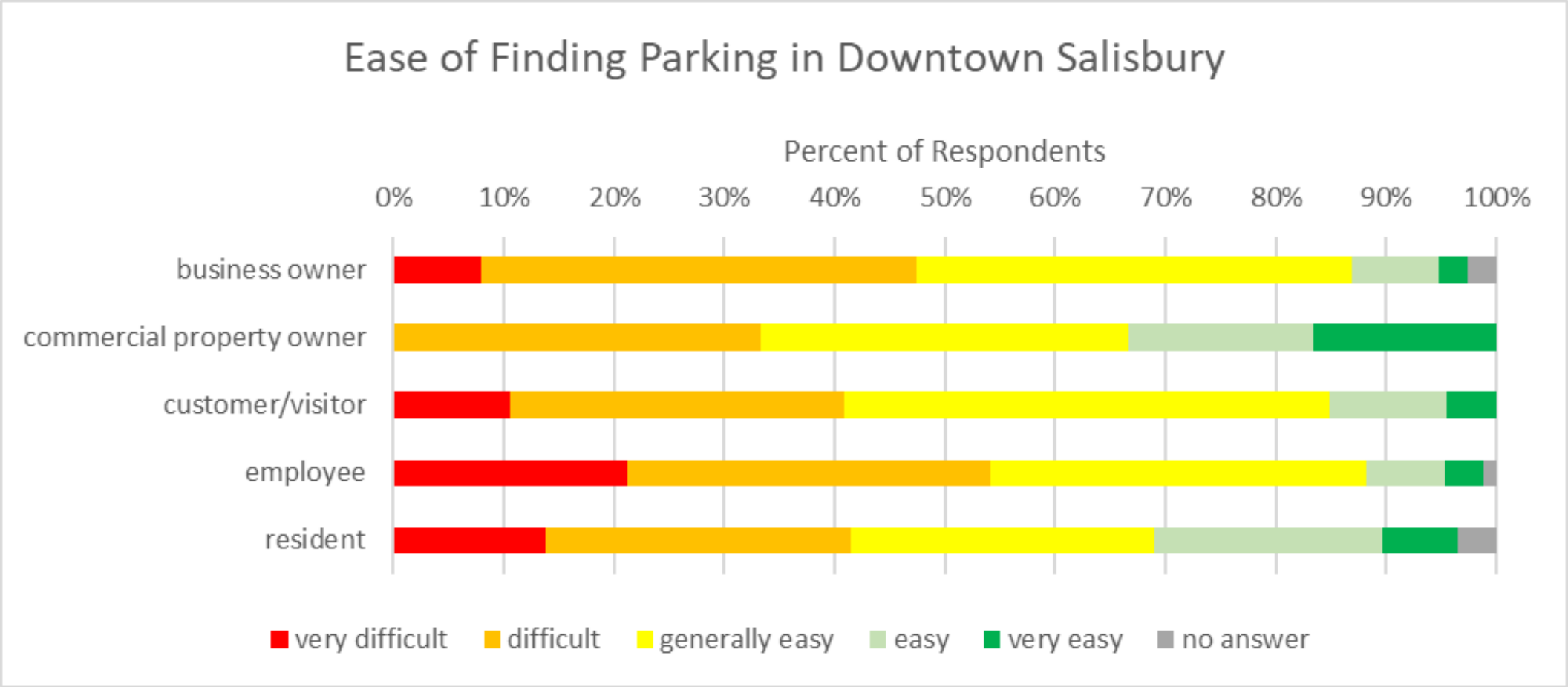

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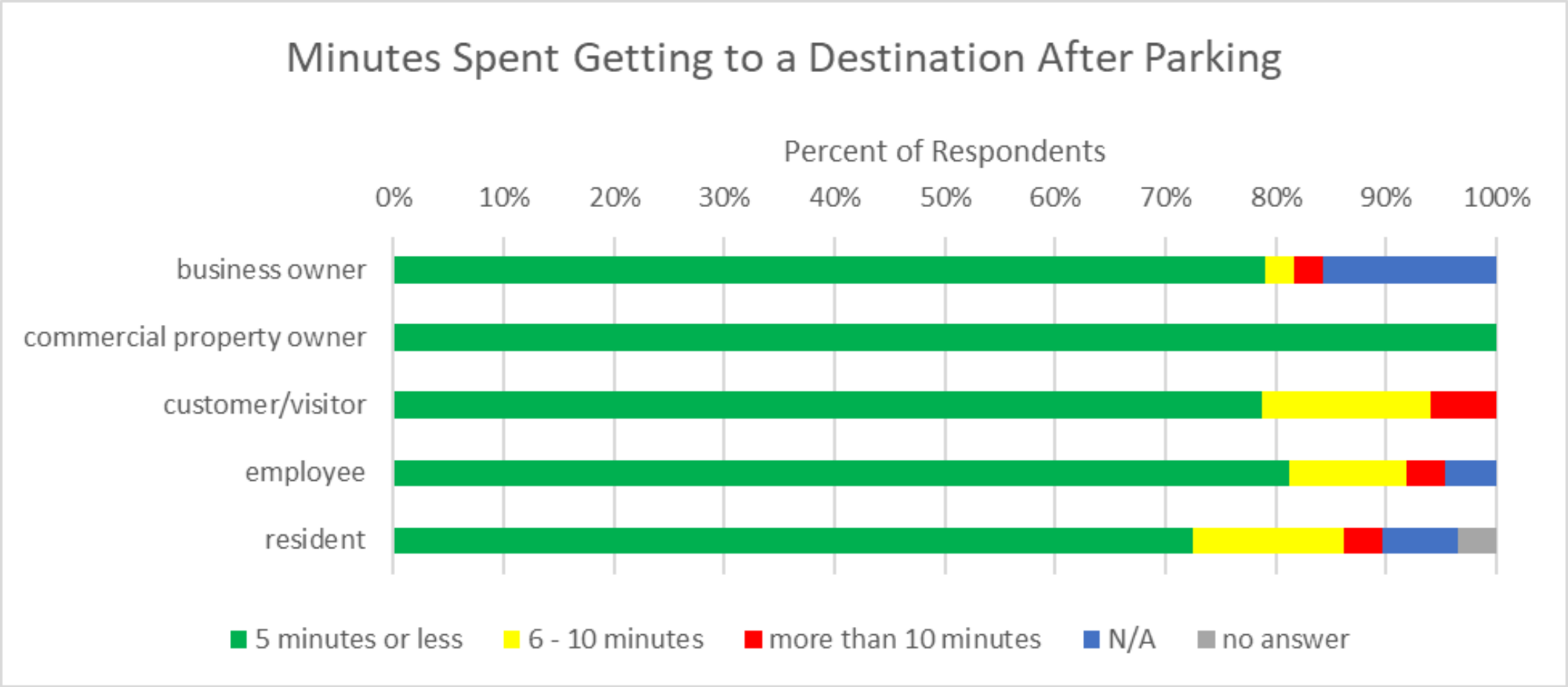

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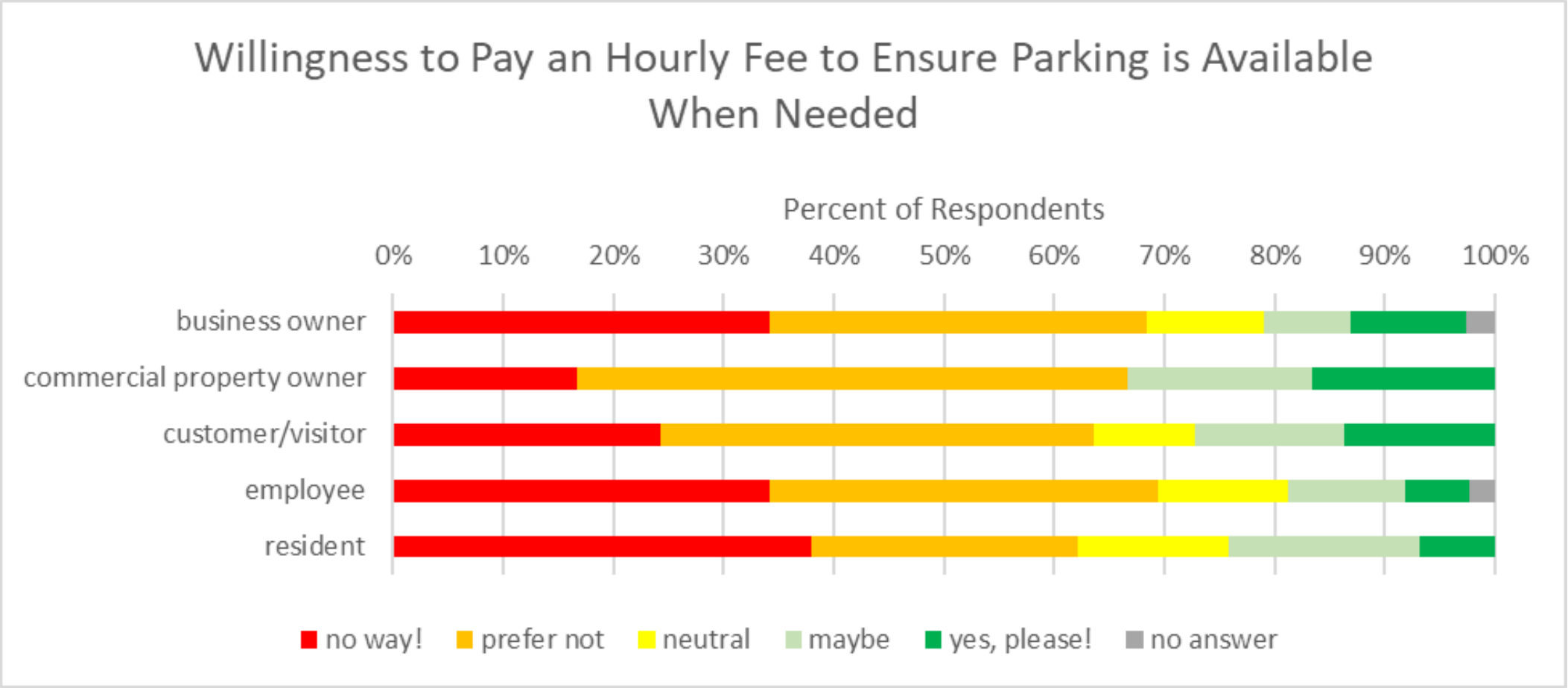


Community Engagement - What We Heard

- Topics of agreement
  - Main Street – needs wider sidewalks for pedestrian activity
  - Innes Street – needs traffic calming, difficult to cross
  - Parking problem is perceived – not based on numbers
    - Convenient parking locations are taken
    - Owners and employees parking in front of stores
    - Parking enforcement not consistent
    - Willingness to walk to destinations
    - Safety considerations
  - Improve parking facilities – aesthetics and safety
  - Improve parking signage – be clear about restrictions (2-hour, unlimited)

Community Engagement - What We Heard

- Topics of disagreement
  - Parking meters and paid parking – highly debated
  - Build a parking structure – highly debated
  - Angled vs. parallel parking on Main Street
    - Wider sidewalks
    - Poor visibility backing out of angled spaces
    - Discussions of back in angled spaces

Community Engagement - What We Heard

- Safety Concerns
  - Some parking is remote and does not feel safe
  - Some locations:
    - Near the train depot and railroad tracks
    - Juror parking lot
    - Unpaved lot near cemetery (Block 20)
    - Hogan's Alley
    - Lot behind city hall
  - Add more lighting
  - Crossing Innes Street

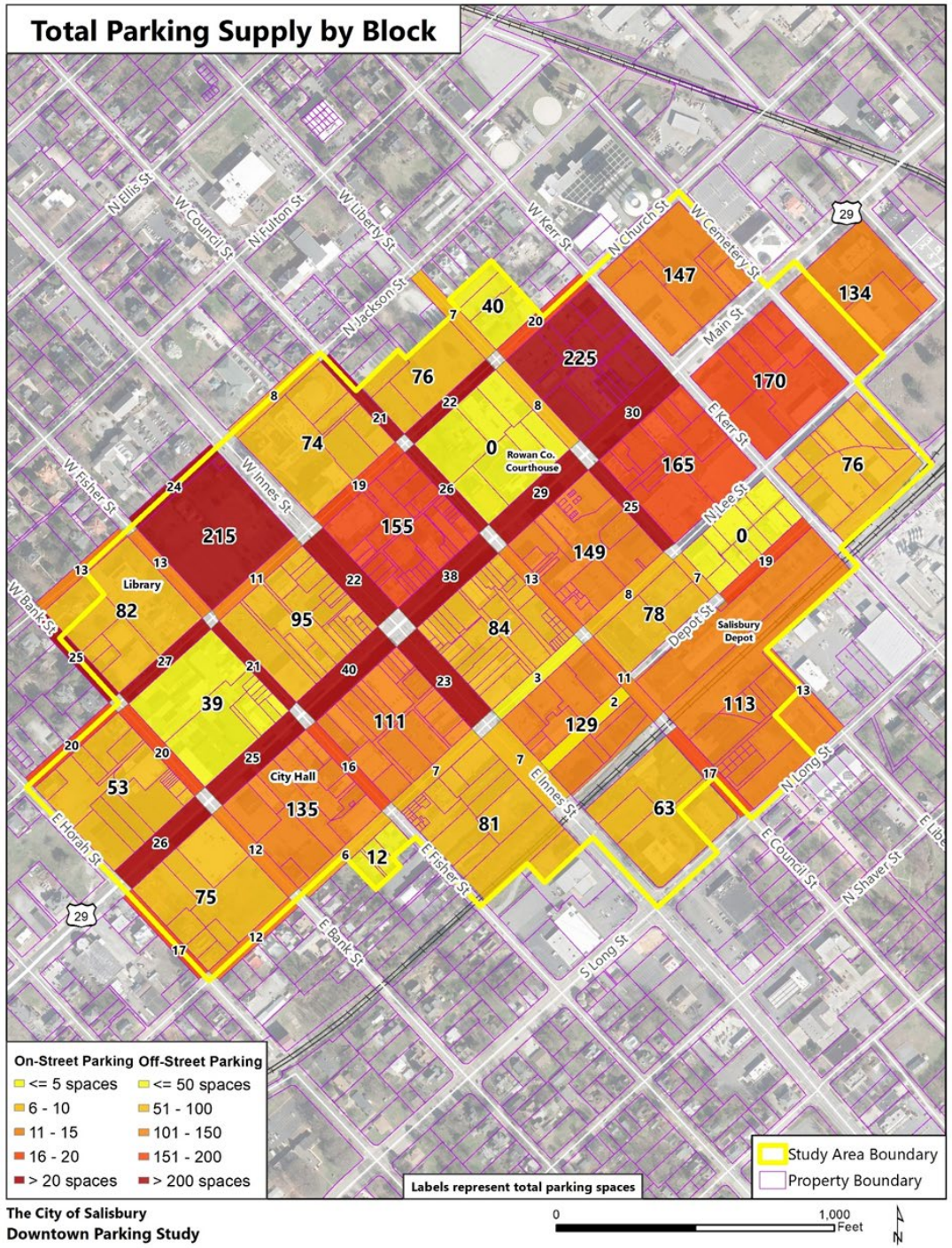
Parking Data Collection and Results

Parking Data Collection

- On-site Inventory
  - Conducted March 5, 2019
- Inventory included:
  - Public and Private lots
  - All on street spaces
  - Parking space types
    - 2-Hour
    - Unlimited
    - Accessible
    - Reserved

Parking Data Collection

- Parking spaces by block and block face



Parking Data Results – Off Street

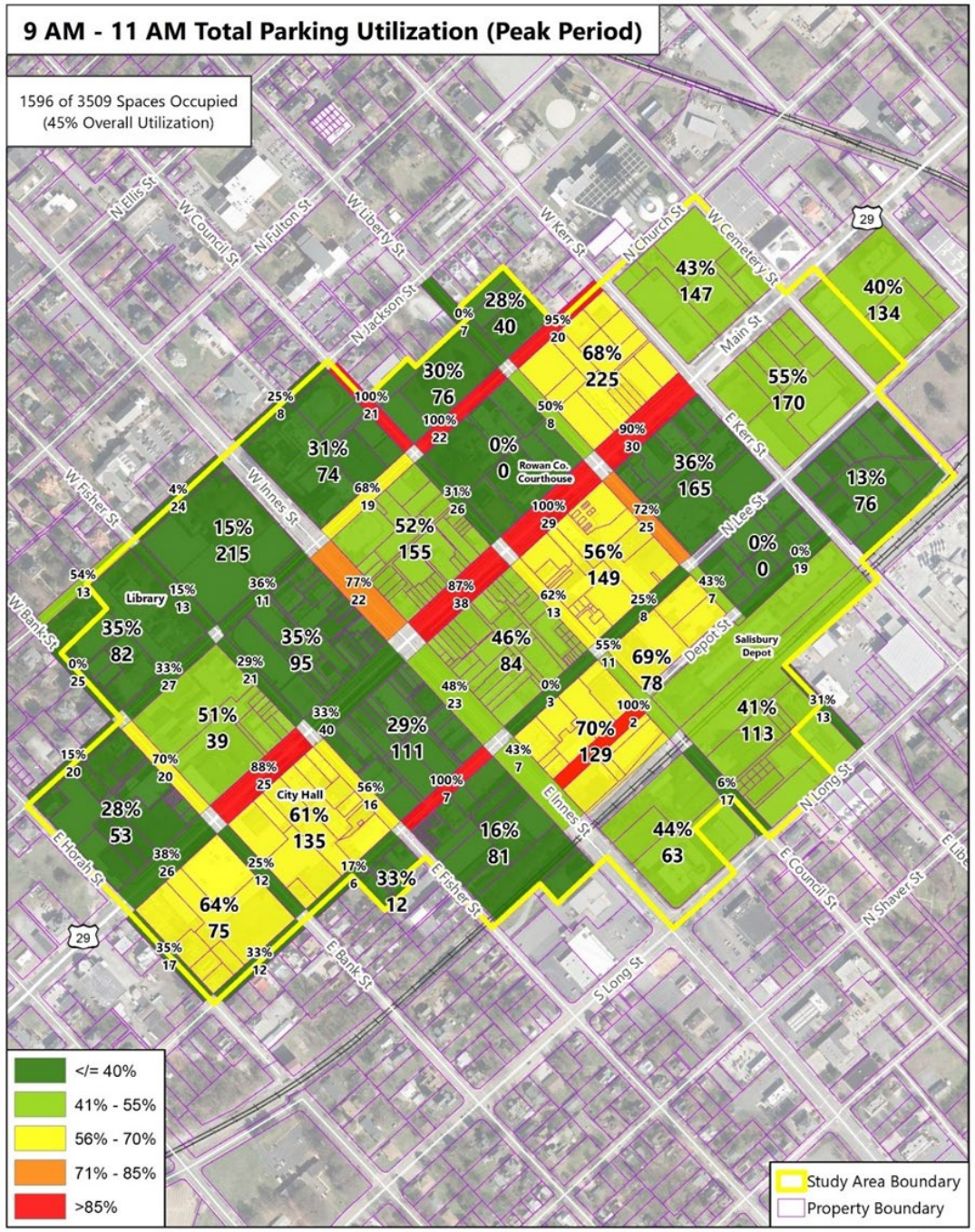
Lot Type	# of lots	Total Spaces
Private	51	2077
Private - pay	2	113
Public - 2-hr	2	54
Public - all day	7	287
Public - evenings/weekends	6	199
Public - reserved	1	46
Subtotal		**2776**

Parking Data Results – On Street

Street Name	# Block-faces	Total Spaces
Jackson St.	3	45
Church St.	11	119
Main St.	12	188
Lee St.	5	36
Depot St.	3	21
Liberty St.	9	60
Council St.	9	88
Innes St.	6	52
Fisher St.	4	50
Bank St.	4	57
Horah St.	2	17
Subtotal	**68**	**733**

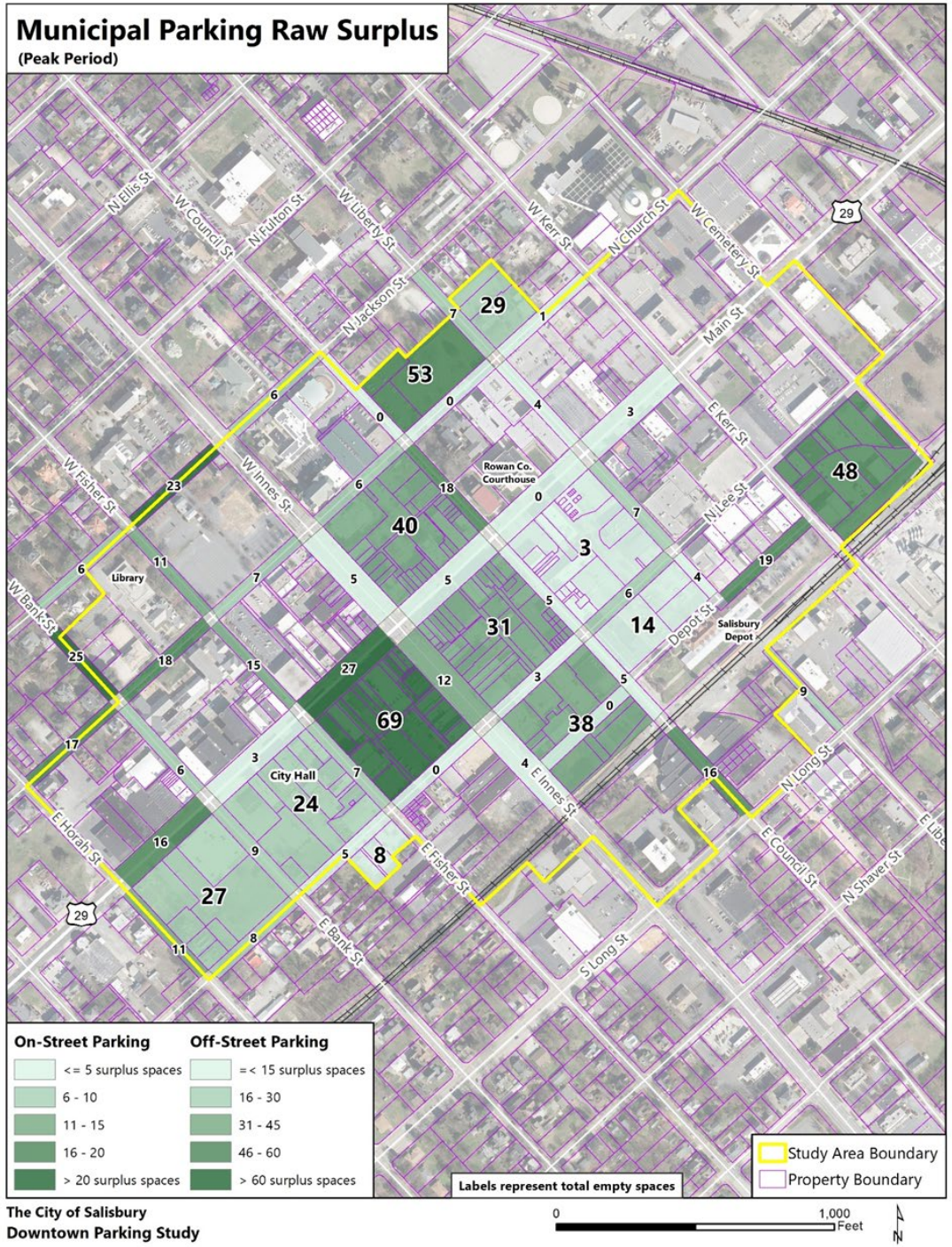
Parking Data Results

- Peak Parking Utilization
  - 9 AM – 11 AM
- 45% Overall Utilization
- 51% Utilization for municipal spaces



Parking Data Results

- Municipal parking raw surplus
  - Peak period



Parking Data Results – Length of Stay

Street	Average Length of Stay	Parked Vehicles	Parked Hours	Over 2-Hours	Percent Violating
Church Street	2.39 Hours	100	239	28	28.0%
Main Street	1.59 Hours	513	818	71	13.8%
Depot Street	1.14 Hours	14	16	0	0.0%
Liberty Street	2 Hours	56	112	15	26.8%
Council Street	1.78 Hours	121	215	21	17.4%
Innes Street	1.52 Hours	182	277	20	11.0%
Fisher Street	1.39 Hours	136	189	11	8.1%
Bank Street	2 Hours	20	40	4	20.0%
Combined	1.67 Hours	1,142	1,906	170	14.9%

Future Parking Demand

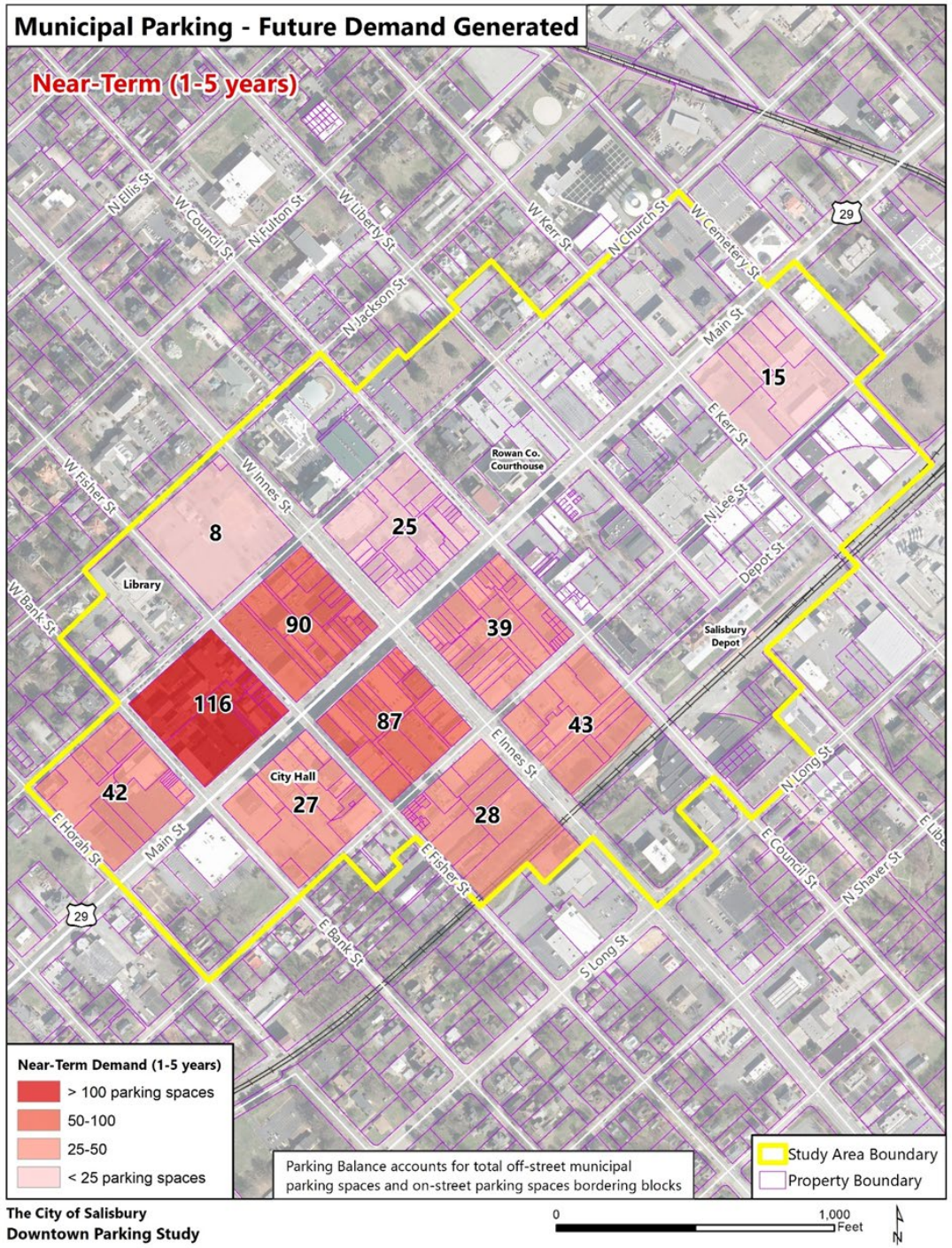
Future Parking Demand – Near Term (1-5 Years)

Land Use Type	Est.	Unit	Ratio	Parking Demand	Private Provided*	Net Demand
Residential	60	Dwelling	1.5	90	94	-4
Recreation	3.8	Per acre	2	8		8
Mixed Use	102,675	GSF / 1,000	2.5	257		257
Retail	10,970	GSF / 1,000	2.5	27		27
Commercial	82,800	GSF / 1,000	2.5	207		207
Office	3,260	GSF / 1,000	3	10		10
Bank (Drive-in)	5,000		3	15		15
SUBTOTAL	**204,705**			**614**		**520**

**Private Provided = 94 existing private spaces to accommodate the Empire Hotel Apartment development*

Future Parking Demand Near Term (1-5 Years)

- Based on zoning and land use
- Includes current known projects

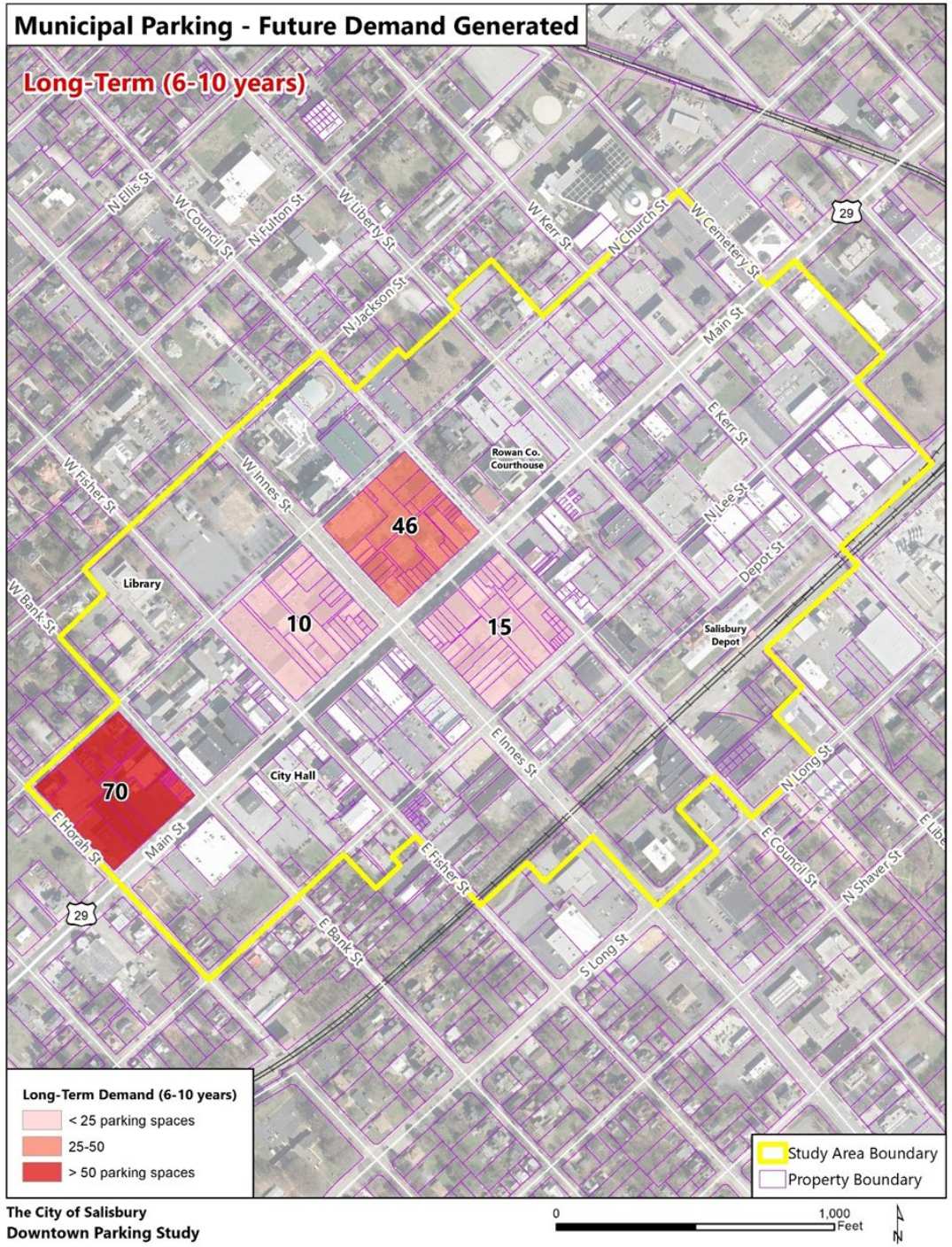


Future Parking Demand – Long Term (6-10 Years)

Land Use Type	Est. GSF	Unit	Ratio	Parking Demand
Mixed-Use	51,700	GSF / 1,000	2.5	130
Commercial	34,600	GSF / 1,000	2.5	86
SUBTOTAL	**86,300**			**216**

Future Parking Demand Long Term (6-10 Years)

- Based on future land use



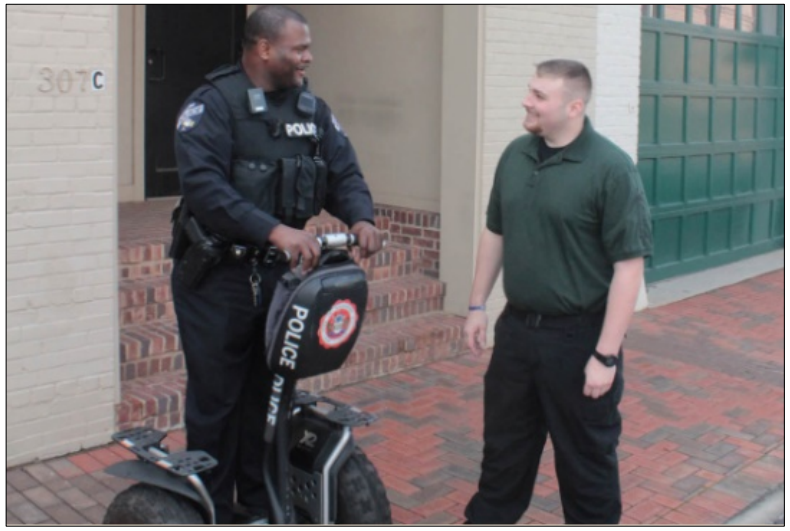
Future Parking Balance

	Existing Conditions						Near-term	Long-term
Parking Type	**Total Spaces**	**Planned Increase***	**Cars**	**Raw Surplus**	**Demand Margin**	**Effective Capacity**	**Demand**	**Demand**
On-Street	733	48	377	404	0.9	364		
Municipal – Visitor	294		196	130	0.9	117	-552	-141
Municipal – Reserved*	289		155	134	0.9	121		
SUBTOTAL	**1,364**		**728**	**636**		**574**	**-552**	**-141**
Parking Balance							**+22**	**-119**

Recommendations Short and Long Term

Recommendations – Short Term (1-5 Years)

- Parking Management
  - Encourage long term parking to off street parking lots
  - Encourage short term/turn over parking to on-street parking areas
  - Increase enforcement activity
  - Consider raising parking fines from $5 to $15 – in line with NC averages
  - Consider increasing time period for repeat violations to 60 or 90 days
  - Consider investing in a form of enforcement technology
  - Ambassador approach to educating visitors and employees about parking options



Recommendations – Short Term (1-5 Years)

- Wayfinding
  - Enhance parking wayfinding
  - Consider naming lots and let users know if a lot is paid or free
  - Continue the use of “P” for parking areas on signage
  - Enhance parking map with names and parking regulation information
  - Enhance parking information with parking centric page on the city website

Recommendations – Short Term (1-5 Years)

- Maintenance, Lighting and Safety
  - Evaluate off-street public parking facility using a maintenance checklist
  - Track maintenance issues, landscaping, lighting, signage, trash, and access
  - Conduct an audit a minimum of twice per year to identify issues and track improvements.
  - Enhance lighting in public lots for evening use
  - Improve/add sidewalks and bicycle lanes to encourage multiple modes of transportation

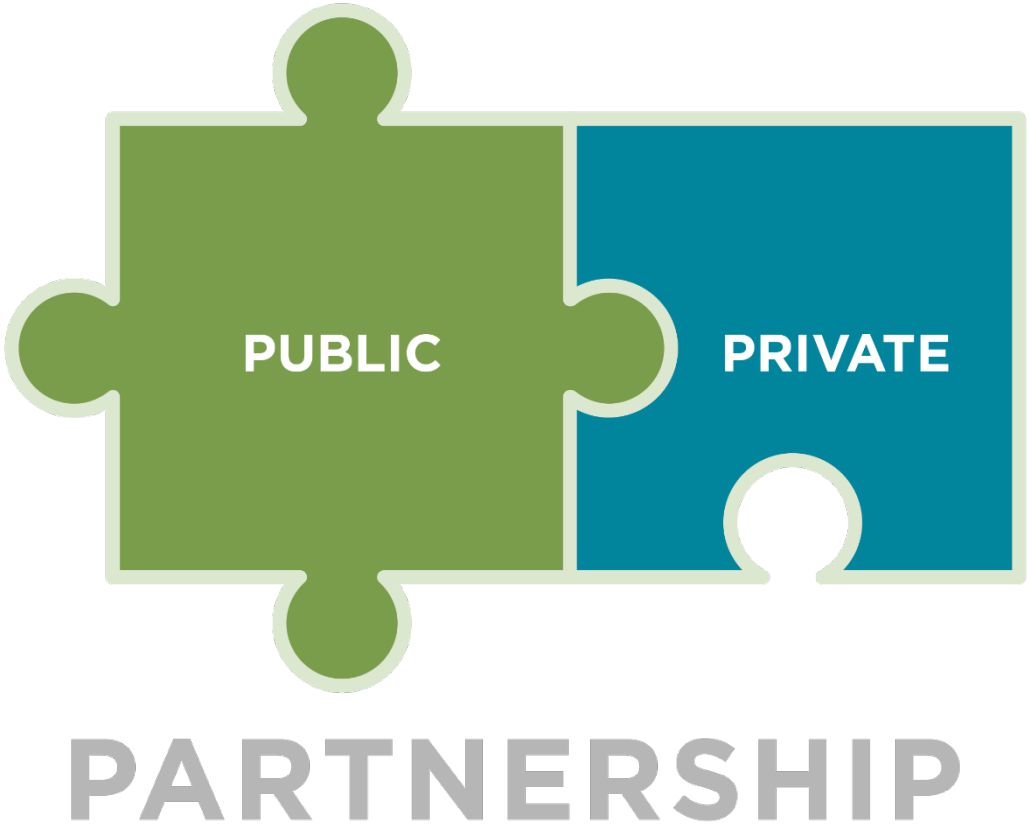
Recommendations – Long Term (6-10 Years)

- Monitor parking occupancy to evaluate the overall parking system, with the goal of generally 85% occupancy.
- Solidify parking oversight within the City to include management, enforcement, and maintenance.
- Evaluate the potential to add paid parking within the most convenient and heavily used spaces.
- Reach out to the Development Finance Initiative (DFI) group with the UNC School of Government - https://dfi.sog.unc.edu/

UNC SCHOOL OF GOVERNMENT
Development Finance Initiative

Recommendations – Long Term (6-10 Years)

- Monitor curb activity patterns over time to consider whether partial re-allocation of curb space away from two-hour parking might be needed
- Review loading zones, rideshare passenger pick-up and drop-offs (Uber/Lyft) and other emerging new mobility and micro-mobility uses (such as e-scooters).
- Consider a public/private partnership for construction of additional parking facilities (parking deck)



Questions and Answers