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Fayetteville’s parking system is an integral piece of the overall mobility network.

As part of the Fayetteville Mobility Plan process, the parking system, both on- and off-street, was examined in depth to understand how drivers utilize the current distribution of spaces and what strategies could be implemented to improve how the system functions and the experience of those who park.
INTRODUCTION

The Fayetteville Mobility Plan process examined the city’s parking system in depth including the existing supply, regulation, and utilization.

The Fayetteville Mobility Plan is a long-term effort that identifies transportation network needs, recommends and prioritizes improvements, develops performance metrics and measurement tools, and helps the City and the community achieve their goals of improving transportation.

In tandem with this effort, the City has also commissioned a Parking Study for the Downtown Business and Entertainment Districts. This effort – which is designed to both stand alone as well as support the Mobility Plan – inventories, analyzes, and forecasts characteristics of the parking system to develop recommendations for parking system design and system management strategies.
WHY PARKING?

Parking is a key element of a multimodal transportation system. As Fayetteville evolves, an effective parking management plan that helps to strategically maximize existing parking assets while planning for the future will help to support the City’s long-term success.

Parking, like other forms of access, is a key component of a downtown’s health and success and not an end to itself. People do not visit the Entertainment District and the Downtown Business District to park; they come to eat, do business, and run into friends and neighbors.

Parking access means something different depending on the driver. Business owners and developers know that parking availability is a key component to business success and that the availability of easily accessible parking is of utmost importance. Employees who seek to minimize their costs hope for long-term, safely accessible, and cost-effective parking. Those with limited mobility need to be able to get as close as possible to their destination without worrying about having a safe path of travel on Fayetteville’s sometimes challenging topography. Residents need to be able to do regular errands. And visitors to Fayetteville should be able to easily understand the parking options available and which makes the most sense for their needs.

Fayetteville is evolving, and parking needs to serve a diverse array of constituents within the context of established City goals. Mobility is changing nationwide; with the rise of the smartphone, transportation network companies like Uber and Lyft, and overall trends towards more urban lifestyles, traditional auto-oriented development is being disrupted. Downtown Fayetteville’s density is appealing to a new group of urban dwellers who want to walk between destinations and may even choose to live “car light” or car free. Undeniably, a tension exists between these folks and those who actively chose Fayetteville for its more rural, friendly character in comparison to a large city. The Parking Study seeks to alleviate some of that tension through recommendations that work toward goals established early in the process.
**PROJECT GOALS**

Early in the study development process, the City and stakeholders identified several goals that guided the study. These are:

- Understand parking in the context of a multimodal system/downtown
- Plan for responsible economic development
- Establish coordinated parking management
- Explore regulations that are customer-friendly and easily understood
- Explore new technologies
PROJECT APPROACH AND METHODOLOGY

The Parking Study linked data and analysis with public engagement to be sure to get the “story behind the story” of parking patterns. At key points in the study, the public provided input in the form of mobile workshops and targeted stakeholder interviews.
EXISTING CONDITIONS HIGHLIGHTS

Fayetteville’s Downtown and Entertainment Districts have varied parking distribution and regulation.

A variety of pricing structures and regulations guide users when parking at on-street spaces and in off-street lots and structures. Ranging from free parking spaces to residential permit parking only spaces, many combinations of regulations, rates, time limits, and time spans govern spaces during the weekday and separately during the weekend. The following provides a summary of inventory, regulation, and the resulting parking patterns.

For more detail, see the technical appendix.
OVERALL FINDINGS

The study area contains more than 9,000 parking spaces, with approximately 40% open to the general public.

- The study area contains approximately 9,000 on- and off-street, public and private parking spaces
- Approximately 40% of these are publicly owned
- 86% of spaces are located off-street, occupying approximately 25% of the land in the study area
- There are more than 20 lots and garages open to the public, both privately and publicly owned
- Parking regulations vary throughout the study area
- Many regulations shift by time of day and weekday to weekend

INVENTORY OVERVIEW

<table>
<thead>
<tr>
<th>Parking Location</th>
<th>Entire Study Area</th>
<th>Downtown District</th>
<th>Entertainment District</th>
<th>Other Study Area Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Off-Street</td>
<td>7,796</td>
<td>2,671</td>
<td>4,249</td>
<td>876</td>
</tr>
<tr>
<td>On-Street</td>
<td>1,274</td>
<td>579</td>
<td>602</td>
<td>93</td>
</tr>
<tr>
<td>Total</td>
<td>9,070</td>
<td>3,250</td>
<td>4,851</td>
<td>969</td>
</tr>
</tbody>
</table>

ON-STREET REGULATIONS

<table>
<thead>
<tr>
<th>On-Street Weekday Regulation/Rate, Time Limit, and Time Span(s)</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>408</td>
<td>32%</td>
</tr>
<tr>
<td>$0.25/Hour, 2 Hour Limit until 6PM</td>
<td>282</td>
<td>22%</td>
</tr>
<tr>
<td>Residential Permit Only</td>
<td>191</td>
<td>15%</td>
</tr>
<tr>
<td>$0.50/Hour (2-5PM), $1/Hour (5PM-2AM), $5/Day Option</td>
<td>146</td>
<td>11%</td>
</tr>
<tr>
<td>Residential Permit or Metered ($0.50/Hour (2-5PM), $1/Hour (5PM-2AM))</td>
<td>86</td>
<td>7%</td>
</tr>
<tr>
<td>Free, 2 Hour Limit (in 4 Hour Period)</td>
<td>77</td>
<td>6%</td>
</tr>
<tr>
<td>Loading Zone</td>
<td>35</td>
<td>3%</td>
</tr>
<tr>
<td>$0.15/Hour, Long Term until 6PM</td>
<td>15</td>
<td>1%</td>
</tr>
<tr>
<td>Police Parking Only</td>
<td>14</td>
<td>1%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>9</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Free, 10 Minute Limit from 8AM to 6PM</td>
<td>8</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>University Parking Only</td>
<td>3</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Total</td>
<td>1,274</td>
<td></td>
</tr>
</tbody>
</table>
WEEKDAY FINDINGS

On weekdays, parking is busiest around lunchtime, but demand is hyper-concentrated in the evening.

- In the evening, the East Lot and Lot 55 are functionally full (~90-100%)
- Other publicly owned facilities have availability farther from key destinations
- Overall, public and private parking combined is never more than 50% full
- On-street is busy during the day at the Farmers’ Market and close to the Walton Arts Center
- Some paid spaces such as those on West Mountain Street are unoccupied
- Many unoccupied spaces are not open to the public, which means that they cannot be used efficiently.

Normal fluctuations in the data collection process occasionally lead to missed counts on some facilities throughout the course of the collection span. Therefore, the total number of observed spaces may vary by time period. Some spaces were unavailable depending on the time of day due to lot and/or street parking closures.
Parking Strategies

Weekday Midday Peak
All Parking

Parking Utilization

- Study Area
- Downtown Business District
- Entertainment District

Thursday 11a-1p
- 0% to 30%
- 30% to 60%
- 60% to 80%
- 80% to 90%
- 90% to 100%
- Greater than 100%
- Restricted/No Data
- Publicly Available Facilities

Data Sources: ESRI, City of Fayetteville
EXISTING CONDITIONS HIGHLIGHTS

WEEKDAY MIDDAY PEAK
Publicly Accessible Parking

Parking Utilization

- Bars and Restaurants
- Study Area
- Downtown Business District
- Entertainment District

Thursday 11a-1p - Publicly Available

- 0% to 30%
- 30% to 60%
- 60% to 80%
- 80% to 90%
- 90% to 100%
- Greater than 100%
- Restricted/No Data

Data Sources: ESRI, City of Fayetteville
WEEKDAY EVENING PEAK
All Parking

Parking Utilization
- Study Area
- Downtown Business District
- Entertainment District

Thursday 9p-11p
- 0% to 30%
- 30% to 60%
- 60% to 80%
- 80% to 90%
- 90% to 100%
- Greater than 100%
- Restricted/No Data
- Publicly Available Facilities

Data Sources: FARR, City of Fayetteville
EXISTING CONDITIONS HIGHLIGHTS

WEEKDAY EVENING PEAK
Publicly Accessible Parking

Parking Utilization
- Bars and Restaurants
- Study Area
- Downtown Business District
- Entertainment District

Thursday 9-11p - Publicly Available
- 0% to 30%
- 30% to 60%
- 60% to 80%
- 80% to 90%
- 90% to 100%
- Greater than 100%

~2 min walk from Dickson Street at School Avenue

~2 min walk from Center Street at East Avenue

Data Sources: ESRI, City of Fayetteville
WEEKEND FINDINGS

On weekends, there is a parking crunch in the spaces right around the Walton Arts Center in the evenings.

- Demand concentrates in the heart of the Entertainment District and Downtown Business District
- City-owned, publicly accessible spaces in the Entertainment District are approaching functionally full at peak
- In particular, the West Lot, East Lot, Spring Street Parking Deck, and Lot 55 are functionally full in the evening peak
- Overall, study-area wide utilization on weekends peaks at 9 p.m. at 40% occupied
- On Sundays, some church lots are over capacity and people park in unmarked spaces on Dickson Street. In contrast, surrounding lots have significant amounts of unoccupied spaces that are not accessible to the public.
WEEKEND EVENING PEAK
Publicly Accessible Parking

Parking Strategies

EXISTING CONDITIONS HIGHLIGHTS

~2 min walk from Dickson Street at School Avenue
~2 min walk from Center Street at East Avenue

Parking Utilization

Bars and Restaurants**
Study Area
Downtown Business District
Entertainment District
Saturday 9p-11p - Publicly Available

0% to 30%
30% to 60%
60% to 80%
80% to 90%
90% to 100%
Greater than 100%

Data Source: F&R, City of Frederick

Parking Strategies
STRATEGIES

A combination of new ideas and strategies can tackle some of Fayetteville’s parking issues today and in the future.

Optimizing Fayetteville’s parking system will require a variety of strategies to improve the information, operation, and regulation of parking resources in the City. These strategies are interconnected and will work best as a package of management approaches. The strategies section outlines proposed strategies to address identified challenges related to parking, both on- and off-street.
HOW WERE THE STRATEGIES DEVELOPED?

A comprehensive and detailed planning process developed strategies based on both quantitative data and public input. The public input was key to the study to provide the “story behind the story” of the data - for example the lot on Gregg Ave close to the Walton Arts Center that is nearly empty at peak is also in a location where many members of the public identified walking issues.

The recommendations are intended to support the goals identified at the start of the study as well as to respond to public feedback provided along the way. Specifically, the study included:

- A review of parking related planning documents
- A detailed parking inventory, led by City staff, of both public and private lots
- Parking occupancy counts to determine how efficiently parking resources are utilized
- Community input and feedback at key points throughout the study via mobile workshops and stakeholder roundtables
- An assessment and review of parking management practices, such as regulations, enforcement, and technology
- A land use analysis to determine how the built environment relates to parking demand in Fayetteville

Detailed information on these study elements can be found in the technical appendix of this document.
TREAT PARKING AS A CUSTOMER SERVICE

Challenge

Downtown Fayetteville is a key part of Northwest Arkansas’s (NWA) cultural life and attracts a wide array of people who want convenient parking, including arts patrons, diners, employees, and business owners. In particular, the restaurants on and around Block Avenue and Dickson Street, the theater offerings, and the farmers’ market draw people from throughout NWA and Fayetteville itself. In contrast to other more suburban destinations, Fayetteville’s compact downtown necessitates a unique parking system. However, many who drive may not understand how the system works. They may input a destination such as the Walton Arts Center into a GPS and drive straight there, then hunt for parking right out front rather than being directed to available parking nearby. The system should cater to all users, but it often results in confusion and frustration.

It is not always clear where to look for parking beyond the obvious, visible spaces. Nearby parking on streets like Spring or Meadow is often available but unknown to visitors. Informal parking is also available—for example at churches—to those who are in the know, but it is not part of the formal system. Despite the City of Fayetteville’s Parking Management Department efforts to market alternatives, available parking seems “far away” because people do not understand how it fits into the system. Although survey results revealed a stated preference for free or discount parking, many drivers park in prime or more expensive parking spaces because they do not know that an inexpensive space is available nearby.

Visitors to the Northwest Arkansas Mall regularly walk more than 8 minutes to a destination. This is comparable to users parking at the Washington County Courthouse Parking Deck at the end of Dickson Street (which is almost vacant but not used in the evenings) and walking to the Walton Arts Center. The difference is that people understand how parking at the mall works.
RECOMMENDATIONS

The goal of a well-managed parking system should be to serve its customers, not to make money or inconvenience its users. To clarify this sentiment, the City can make some key changes that will improve overall perception.

Primary

- Provide information that considers all aspects of a trip. This includes: (1) before you arrive; (2) at your arrival; and (3) during your stay. This will help visitors and regular travelers alike understand how the system works.
- Update wayfinding signage for both pedestrians and motorists to include directions to premium and discounted parking areas.
- Institute formal “first ticket free” policy, to reflect a friendly, welcoming system that wants to help travelers get around.
  - Incorporate parking information on the ticket itself, or in addition to the ticket, to ensure that the customer is informed of additional parking options.
- Update municipal code to have an availability goal for on-street spaces by block and lots rather than set prices. Code should allow Parking Management Division to change the prices directly without requiring a legislative amendment each time. In return Parking Management would regularly report on the achievement of the occupancy goal and have a clear trigger for returning authority to the Council if not met. The code should also describe that parking pricing is tied to availability, and that the goal of adjusting price is to create availability for all users.
Add new and enhance existing Vehicle-Oriented Wayfinding Signage to guide visitors to all publicly available parking facilities.

**Signage and Wayfinding Recommendations**

**Existing Wayfinding Signage**
- 🌟 Pedestrian-Oriented
- 🚗 Vehicle-Oriented

**Proposed New Wayfinding Signage**
- 🚗 Vehicle-Oriented

**Public Parking Resources**
- Available Parking - All Times
- Available Parking - Evenings and Weekends
- Available Parking - Evenings

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Example:
- Discount Public Parking panel guiding to long-term public lot on Gregg Ave.

Example:
- Add Discount Public Parking panels guiding to long-term public lots along Church Avenue.

Example:
- Include panels for Public Parking Town Center Municipal Parking Deck on new Vehicle-Oriented signs.
Parking Strategies

Supportive

- Train parking enforcement officers to serve as “Mobility Ambassadors” who actively provide parking, transportation, and other downtown information. Consider updating uniforms to reflect this role.
- Continue to distribute parking information in the form of coasters, table-toppers, and other materials.
- Improve parking information that is available online and encourage local businesses to link to it so that the public sees consistent information.

Fayetteville’s new wayfinding system (see sample at right) is an excellent opportunity to integrate both auto- and pedestrian-oriented parking wayfinding.

Signage should help drivers find the option that best suits their needs, and help pedestrians get back to their parked vehicles.

Meter Rates

Eliminating meter rates from the municipal code is an important step in creating a parking system that is focused on managing for availability. When rates are listed in the municipal code, it is challenging for parking management to appropriately respond to demand patterns without going through the process of legislative approval, which is a significant administrative burden.

Four of Fayetteville’s peer cities do not list rates in their municipal code:
- Boulder, CO
- Ft. Collins, CO
- Asheville, NC
- Ann Arbor, MI

An additional best practice that holds parking management accountable to the public is to set an availability goal in the municipal code. For example, Redwood City, CA has adopted text in its municipal code that gives the City Manager authority to change meter rates based on an adopted “target occupancy.” Text of the code includes:

“To accomplish the goal of managing the supply of parking... a target occupancy rate of eighty-five percent (85%) is hereby established as the goal sought to be achieved with the rate structure for parking meters.”

This text provides clear and transparent reasoning behind the goal, and ties parking pricing to availability rather than city profit. The code goes on to require occupancy surveys at least twice per year.

1 Redwood City Municipal Code, section 20.133
## TREAT PARKING AS A CUSTOMER SERVICE

### Primary Strategy
- Improve information system for customers
  - (1) before they arrive
  - (2) at arrival and
  - (3) during their stay

### Immediate Steps
- Integrate parking into Fayetteville’s new signage and wayfinding program. Include pricing information (“premium,” “discount,” etc.).
- Collaborate with private lots to install the same parking technology platforms.
- Determine key locations for additional signage.

### Short Term Steps
- Install new signage (see also: Streamline Signage)

### Long Term Steps
- Adjusting signage and technology as needed

### Key Partners
- COF Parking Management, COF Engineering, Private lot owners

### Primary Strategy
- Adopt a policy that allows Parking Management Division some control over pricing, including an availability target for on- and off-street parking.

### Immediate Steps
- Coordinate with Administration and City Council and draft ordinance language to update code to set a parking space availability target (and/or max price, if necessary)

### Short Term Steps
- Work with City Council to adopt code
- Monitor and adjust if necessary

### Long Term Steps
- Monitor and adjust if necessary

### Key Partners
- COF Parking Management, COF Administration, City Council
<table>
<thead>
<tr>
<th>Supportive Strategy</th>
<th>Immediate Steps</th>
<th>Short Term Steps</th>
<th>Long Term Steps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rebrand parking enforcement to be mobility ambassadors</td>
<td>Review parking enforcement officer handbook and training needs</td>
<td>Update parking enforcement officer handbook and training</td>
<td>Create integrated transportation materials, such as showing remote parking on Razorback and/or Ozark Regional Transit maps. This could include both online and printed materials.</td>
</tr>
<tr>
<td>Enhance parking information</td>
<td>Expand distribution of parking information</td>
<td>New uniforms for Parking Enforcement officers as “ambassadors”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Improve central website of parking information, including prices and time spans, for all publicly-accessible parking (including that which is privately owned)</td>
<td>Work with local businesses to link to centralized parking database</td>
<td></td>
</tr>
</tbody>
</table>

**Key Partners**

COF Parking Management, Dickson Street Merchants Association, Block Street Business Association, Walton Arts Center
STREAMLINE SIGNAGE FOR USER CLARITY

**Challenge**

Inconsistent and unclear signage plays a major role in the effectiveness of a parking management program. Easy to read and understand parking and wayfinding signage is critical to a user’s ability to decipher the parking system. Signs should effectively guide motorists to parking resources to reduce congestion from circling and limit frustration amongst drivers, providing clear information about where parking is allowed and available.

From the customer perspective, Fayetteville does not have a consistent signage program in the Downtown Business and Entertainment Districts. Privately owned and operated parking has a different signage system than public parking, and signage is not always clear. Furthermore, there is no wayfinding system to inform drivers of underutilized parking spaces that are nearby but not visible from the main street in core business areas.

Mixed regulations at privately owned facilities that are open to the public are confusing for users.

Washington, DC is using these user-friendly signs.
RECOMMENDATIONS

Primary

• Install consistent wayfinding to lower-price/remote parking options.

• Pursue City-sponsored and standardized signage at privately-owned and publicly-accessible lots.
  - City could provide in-kind services in exchange for the adoption of consistent signage and pricing, including sign installation, lot striping, maintenance, and/or enforcement.

• Pursue signage for informal shared parking at churches and other establishments to encourage use by visitors at times when the establishments have low demand (See Increase Publicly Available Parking Supply).

• Clarify availability of late-day parking in Downtown Business District loading zones by removing on-street striping and improving signage.

Supportive

• Simplify signage to have fewer words and more intuitive displays so regulations are easier to read and understand

• Lease additional parking for permit holders or hourly visitors (See Increase Publicly Accessible Parking Supply)

Case Study

Ann Arbor, MI

In Ann Arbor, MI, the Downtown Development Authority (DDA) oversees management of public parking. This includes City-owned parking assets as well as some privately owned parking through leases or revenue sharing agreements.

For example, the City leases and operates a privately owned parking lot at First and Huron Streets, and has installed wayfinding and signage consistent with the rest of Ann Arbor (see image above). The lot is priced consistently with the rest of the system. Thus, to a member of the public, this lot is easily understood as part of the public supply.
# STREAMLINE SIGNAGE FOR USER CLARITY

<table>
<thead>
<tr>
<th><strong>Primary Strategy</strong></th>
<th><strong>Immediate Steps</strong></th>
<th><strong>Short Term Steps</strong></th>
<th><strong>Long Term Steps</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Implement consistent signage and wayfinding for parking</td>
<td>Install proposed wayfinding signage update</td>
<td>In conjunction with programs to encourage remote parking, install signage directing drivers to this discount resource</td>
<td>Adjust as needed</td>
</tr>
</tbody>
</table>

**Key Partners**
COF Parking Management

<table>
<thead>
<tr>
<th><strong>Primary Strategy</strong></th>
<th><strong>Immediate Steps</strong></th>
<th><strong>Short Term Steps</strong></th>
<th><strong>Long Term Steps</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pursue City-sponsored and standardized signage at privately-owned and publicly-accessible lots.</td>
<td>Identify existing private owners of publicly available parking, as well as potential future shared parking facilities</td>
<td>Install signage</td>
<td>Maintain signage</td>
</tr>
<tr>
<td>Meet with individuals and/or groups to propose updated signage (and regulations)</td>
<td>Ongoing meetings, as necessary</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consider incentives to participate, such as in-kind services</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Key Partners**
COF Parking Management, Private lot owners
### Primary Strategy
- Clarify availability of late-day parking in Downtown Business District loading zones by removing on-street striping and improving signage.

### Immediate Steps
- Meet with Block Street Business Association to provide information on this project
- Meet with Traffic Department as necessary

### Short Term Steps
- Grind out striping
- Install updated signage
- Update parking maps/information

### Long Term Steps
- Consider opening more use-restricted spaces to customer parking and/or valet when primary use is complete

### Key Partners
- Block Street Business Association, Transportation Department, COF Parking Management

---

### Primary Strategies
- Update signage
- Lease additional parking

### Immediate Steps
- Review signage best practices (see Columbus, OH and Washington, DC)
- Identify additional supply and begin lease negotiation (see Add Parking Supply)

### Short Term Steps
- Consider improving signage design
- Execute new parking leases

### Long Term Steps
- Update signage
- Monitor use of leased lots and consider additional lots

### Key Partners
- COF Parking Management, Private lot owners
Today, the City’s parking system assumes employees and customers will always seek to travel by car to access local businesses. Intersection operations prioritize vehicle movements, and some roads do not have sidewalks thus reinforcing travel by car. Meanwhile, Fayetteville’s exceptional bicycle trail system is not often complimented by last-mile on-street connections to the front-doors of local businesses and residences. Similarly, Razorback Transit and Ozark Regional Transit run only limited transit services through downtown, and many people do not see them as a viable means of access. Meanwhile students come to attend UA and bring personal vehicles that they may use to frequent the Downtown and Entertainment District even though many live close by. All of these issues lead to people choosing to travel to Fayetteville’s downtown via personal vehicle, which in turn leads to more parking demand.

Fayetteville’s multimodal network is stronger in some places than others. Every motorist must walk after parking, so incorporating other modes of transportation into a parking management program is essential for success, necessitating investments into the pedestrian, bicycle, and transit networks as well. These infrastructure investments are ultimately ways to improve parking access and offset parking demand.

**Challenge**

Comparing parking utilization on a busy weekend night with noted walking issues from the public shows that some facilities may be underutilized due to walking connection issues.
RECOMMENDATIONS

The compact nature of the Downtown and Entertainment Districts can further be enhanced by multimodal improvements that will make the core areas of the districts more walkable, allowing parking demand to spread more easily to underutilized areas, while encouraging more pedestrians, bicyclists, and transit users throughout downtown.

Primary

- Pursue intersection improvements that prioritize pedestrians, particularly to decrease pedestrian waiting and crossing times (e.g. at West Ave. & Dickson St.)
- Provide sidewalks and lighting near underutilized facilities, including:
  - Install a sidewalk and streetlights near the parking lot on Gregg Ave. (Complete)
  - Create an intentional signed and lighted link between the underutilized lots behind Hugo’s on Church Avenue and Dickson Street in the Entertainment District.
  - Improve links between the Downtown Business District and the Entertainment District.
- Consider using on-street space currently dedicated to underutilized parking for facilities for people walking, biking, or taking transit. Options should fall within the Urban Street typology developed through the Fayetteville Multimodal Plan.
Supportive

- Pursue a Downtown Sidewalk Improvement Plan and/or key improvements that help link the Downtown Square to Dickson Street, and underutilized parking facilities to these cores of demand.
- Utilize on-street parking on the east end of Dickson Street as traffic calming, signaling to motorists that they have reached downtown.
- Streamline wayfinding signage between parking lots/garages, transit stops, bicycle facilities, and key local destinations (Streamline Signage)
- Market transit/remote parking shuttle options in the existing transit system (i.e. the Brown Route) to downtown employers and employees
- Review meter placement and location on public sidewalks and consider replacement with kiosks where the clear walking width is narrow, for example along Church Street.
- Consider the removal of underutilized on-street parking in some places to support changes in the roadway, such as the addition of bicycle lanes, the expansion of sidewalks, and/or other multimodal improvements.
- As uses intensify, a shuttle from remote parking for events or on a more regular basis may be appropriate and should be evaluated. For example, Bikes Blue and BBQ runs a shuttle for its event from Baum Stadium to Dickson Street. For large Dickson Street events, a similar structure could be pursued, using remote facilities such as Baum Stadium or even the County Courthouse.
## MULTIMODAL IMPROVEMENTS

### Implementation Timeline

<table>
<thead>
<tr>
<th>Primary Strategy</th>
<th>Immediate Steps</th>
<th>Short Term Steps</th>
<th>Long Term Steps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intersection Improvements</td>
<td>Select key intersections</td>
<td>Pursue intersection improvements such as signal timing and/or concurrent walk signals</td>
<td>Consider infrastructure improvements at key intersections</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Add crosswalk striping as possible and/or to replace worn paint</td>
<td></td>
</tr>
</tbody>
</table>

**Key Partners**: COF Parking Management, COF Engineering Division

### Primary Strategy
- **Walkability Improvements**

**Immediate Steps**
- Install sidewalk on Gregg Ave (Complete)
- Coordinate walking improvements with larger Mobility Plan

**Short Term Steps**
- Create an intentional signed and lighted link between the underutilized lots behind Hugo’s on Church Avenue and Dickson Street in the Entertainment District
- Plan for additional links between the Business and Entertainment District

**Long Term Steps**
- Install walkability improvements between Business and Entertainment District

**Key Partners**: COF Parking Management, COF Engineering Division
### Supportive Strategies

<table>
<thead>
<tr>
<th>Immediate Steps</th>
<th>Short Term Steps</th>
<th>Long Term Steps</th>
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</thead>
<tbody>
<tr>
<td>Consider a Downtown Sidewalk Improvement Plan</td>
<td>Remove on-street meters that block sidewalks and replace with pay-by-plate kiosks</td>
<td>Study more regular shuttle service to support remote parking</td>
</tr>
<tr>
<td>Formalize on-street parking on the east end of Dickson Street</td>
<td>Link transit and parking systems in marketing materials</td>
<td></td>
</tr>
<tr>
<td>Review on-street meter placement</td>
<td>Consider the removal of underutilized street parking</td>
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</tbody>
</table>

### Key Partners

COF Parking Management, COF Engineering Division, Ozark Regional Transit, Razorback Transit
INCREASE PUBLICLY ACCESSIBLE PARKING SUPPLY

Challenge
Additional parking is an important component in the continued growth and development of the Fayetteville Downtown Business District and Entertainment District. Over time, new development will replace existing parking lots, and the City or developers will need to create additional parking from resources. Before new parking is built, maximizing the use of existing parking resources is far more cost-effective. However, much of the underutilized parking in Fayetteville is not yet publicly-accessible. There are also streets with sufficient width that have yet to incorporate on-street parking.

RECOMMENDATIONS
The City should pursue both on-street and off-street additional parking supply. If only 10% of the currently restricted supply became available to the public, that would be an addition of over 500 spaces to the system, or the equivalent of adding two more Spring Street Parking Decks.

Primary

- Pursue lease agreements / partnerships with underutilized private parking lots (such as churches, retail stores, or banks) that can provide additional parking during peak hours in the core areas.
  - City should provide maintenance, enforcement, and signage in exchange for utilizing the parking areas; revenue-sharing may be an option where demand is high.

- As part of the recommended comprehensive signage and wayfinding system, provide signs directing drivers to shared public / private lots when available for parking, especially on Sundays.
  - Remote parking resources that could be shared for use include the courthouse, churches, and underutilized lots on Church Street behind Hugos, as well as other underutilized privately-owned parking.
• Add on-street parking on streets where it could help with high parking demand and double as a traffic calming mechanism, signaling to drivers that they are arriving in a downtown / pedestrian area. Consider adding seven to eight-feet wide parking spaces to streets while continuing to maintain driving space. These should be reviewed by the Engineering Division:
  - West Avenue by Grub’s (Implemented)
  - Dickson Street East End
  - St. Charles Avenue north of Watson Street

• Establish an overall district utilization threshold—such as more than 85% -- which would trigger the need for a shared parking garage. Investigate public, private, or public/private partnered options depending on land development opportunities.

Supportive

• Implement a permit system for shared parking lots. Some private property owners may be open to sharing parking to a designated set of users. For example, employees in the Entertainment District could access a permit to park in a church lot on the eastern end of Dickson Street. The limited pool of users may be comforting to an entity who might otherwise want to restrict general public parking, even if their lot is underutilized.
# INCREASE PUBLICLY-ACCESSIBLE PARKING SUPPLY

## Implementation Timeline

### Primary Strategy
- **Immediate Steps**
  - Identify willing private lot/garage owners, particularly in priority areas such as the Entertainment District core.
  - Create marketing materials and plan for education and conversation.

### Short Term Steps
- Meet with stakeholders to develop program.
- Develop key elements of shared parking agreements between private operators and the City.
- Work to negotiate opening of privately owned parking for public access.

### Long Term Steps
- Continue to meet and engage with key stakeholders.
- Meet with additional private lot/garage owners.
- Integrate feedback as appropriate.
- Adjust as needed.

### Supportive Strategies
- **Immediate Steps**
  - Develop a permit system for shared lots. Offer entry into the permit system to property owners who may be uncomfortable with full sharing.

### Short Term Steps
- Administer permit system.

### Long Term Steps
- Monitor and adjust.
- As owners become more comfortable, open privately-operated lots to general public.

### Key Partners
- COF Parking Management, Private property owners.
<table>
<thead>
<tr>
<th>Primary Strategy</th>
<th>Immediate Steps</th>
<th>Short Term Steps</th>
<th>Long Term Steps</th>
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</thead>
<tbody>
<tr>
<td>As part of information program, provide signage for informally shared facilities</td>
<td>Identify existing private owners of publicly available parking, as well as potential future shared parking facilities</td>
<td>Install signage</td>
<td>Maintain signage</td>
</tr>
<tr>
<td></td>
<td>Meet with individuals and/or groups to propose updated signage (and regulations)</td>
<td>Ongoing meetings, as necessary</td>
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<td></td>
<td>Consider incentives to participate, such as in-kind services</td>
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| Key Partners | COF, Churches, Courthouse, Other non-city parking holders |

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<tr>
<th>Primary Strategy</th>
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<th>Long Term Steps</th>
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</thead>
<tbody>
<tr>
<td>Add on-street parking where possible</td>
<td>Maintain new on-street parking if possible on West Ave. If sightlines are challenging during events, use as valet stand.</td>
<td>Update any marketing materials and online information</td>
<td>Monitor and adjust</td>
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<tr>
<td></td>
<td>Meet with Engineering Division to propose additional parking locations.</td>
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<tr>
<td></td>
<td>Integrate new parking into pricing system, including signage.</td>
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| Key Partners | COF Parking Management, COF Engineering Division |
IMPLEMENT CURRENT PARKING TECHNOLOGY

Challenge
Parking technology is varied in the Entertainment District and Downtown Business District. In the Entertainment District, a driver might encounter City-owned kiosks, other kiosks maintained by private operators, or cash-only payment during events. Drivers can also pay for parking by phone while still in their car upon arrival and can extend a parking reservation remotely via text message. In the Downtown Business District, there are kiosks in some facilities, coin-operated meters on the street, and no option to pay by phone. To park downtown, a driver has to know how to use approximately five different payment methods. Interestingly, stakeholder interviews revealed that Fayettevillians prefer the look and access of single-head meters over kiosks, although others indicated that the clutter of these meters on the sidewalk resulted in walking issues by narrowing the sidewalk.

RECOMMENDATIONS
Since the introduction of meters nearly 100 years ago, parking management technology has advanced to create a more user-friendly customer and visitor parking experience. Upgraded parking technologies can also make operations easier by providing the City capacity to monitor and evaluate parking demand and by streamlining the efficiency of parking enforcement personnel.

Technology improvements should seamlessly integrate payment methods and utilization information for both on- and off-street facilities to help with parking convenience for both people who drive daily and the occasional visitor. Specifically, these improvements include:

Primary
- Expand pay-by-phone to Downtown Business District. To adjust for credit card and communications fees, set a minimum parking purchase amount (i.e. $0.75).
- Incentivize private lots/decks to use the same pay-by-phone vendor by offering in-kind services such as maintenance, signage, or other improvements
- Pursue digital meter heads for single-space meters in the Downtown Business District to allow credit card payment. To adjust for credit card and communications fees, set a minimum parking purchase amount (i.e. $0.75).
Supportive

- Contract with a vendor to provide real-time availability based on meter or kiosk data for all facilities.
- Pursue pre-payment and/or pay-at-exit systems for event management (see Event Management section).
- Pursue pay-by-plate system for kiosks that remove the need for a user to walk back to the car after completing payment.
- Pursue LPR (license plate recognition) enforcement technologies that automate the enforcement process.

In Austin TX, many of the meters in the city are linked to vendor ParkMe which provides real-time availability data for on-street parking.

Source: https://www.parkme.com/
## IMPLEMENT CURRENT PARKING TECHNOLOGY

<table>
<thead>
<tr>
<th>Primary Strategy</th>
<th>Immediate Steps</th>
<th>Short Term Steps</th>
<th>Long Term Steps</th>
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<tbody>
<tr>
<td><strong>Expand pay-by-phone to Downtown Business District</strong></td>
<td>Meet with Block Street Business Association</td>
<td>Expand coverage to Downtown Business District (if financially viable)</td>
<td>If not currently viable, implement pay-by-phone together with future price increase in Downtown Business District</td>
</tr>
<tr>
<td><strong>Incentivize private lots/decks to participate in pay-by-phone</strong></td>
<td>Identify existing private owners of publicly available parking / potential new shared parking facilities</td>
<td>Install pay-by-cell system</td>
<td>Maintain system, potentially in partnership with owners/operators</td>
</tr>
<tr>
<td></td>
<td>Meet with individuals and/or groups to propose updated signage (and regulations)</td>
<td>Ongoing meetings with stakeholders, as necessary</td>
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<tr>
<td></td>
<td>Consider incentives to participate, such as in-kind services</td>
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### Implementation Timeline

**Key Partners**
- COF Parking Management, Block Street Business District Association
- COF Parking Management, Private lot owners
<table>
<thead>
<tr>
<th>Primary Strategy</th>
<th>Immediate Steps</th>
<th>Short Term Steps</th>
<th>Long Term Steps</th>
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</thead>
<tbody>
<tr>
<td>Pursue digital meter heads for single space meters</td>
<td>Meet with Block Street Business Association</td>
<td>Install system (if financially viable and supported by officials)</td>
<td>Monitor</td>
</tr>
<tr>
<td></td>
<td>Work with vendor to determine pricing possibilities</td>
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<tr>
<td></td>
<td>Determine if feasible/desirable to set a minimum parking purchase to use pay-by-phone or credit card</td>
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**Key Partners**
Downtown Business District Business Association, COF Parking Management

<table>
<thead>
<tr>
<th>Supportive Strategies</th>
<th>Immediate Steps</th>
<th>Short Term Steps</th>
<th>Long Term Steps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real-time data</td>
<td>Negotiate with existing and proposed payment vendors for data stream</td>
<td>Contract with vendors to provide real-time availability data</td>
<td>Integrate availability data into multiple web-based platforms</td>
</tr>
<tr>
<td>Pay-on-foot</td>
<td>Investigate pay-on-foot &amp; pay-by-plate for pre-payment/pay-at-exit systems (see Event Management section)</td>
<td>Install pay-on-foot and/or pay-by-plate kiosks</td>
<td>Monitor kiosk effectiveness for events</td>
</tr>
<tr>
<td>Pay-by-plate</td>
<td>Acquire LPR (license plate recognition) enforcement readers</td>
<td></td>
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<tr>
<td>LPR readers</td>
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</table>
IMPROVE EVENT PARKING MANAGEMENT

Challenge

The Entertainment District and Downtown Business District are home to events year round in Fayetteville. Downtown Fayetteville is compact, and increased parking demands from special events can pose a challenge, particularly around the Walton Arts Center during large shows.

The City’s current approach is to charge a flat $5.00 cash fee to park at the West Avenue Lot and Spring Street Parking Deck and to employ extra staff to manage parking payment and assist in directing traffic to empty spaces. Although the cash-only payment system can expedite a transaction, handling the cash payments and directing cars to open parking requires a large staff. Moreover, customers who do not have cash may be frustrated by this system, and some have expressed a desire to pay by credit card.

Finally, the implementation of event parking seems inconsistent, particularly for those who are unfamiliar with the system and/or do not know it will be in place before they arrive.

A comparison of event sales per space for the West Lot and Spring Street Parking Deck shows that the West Lot makes more per space with a flat pricing structure, because people want to park in what they perceive to be more convenient spaces.

Source: Revenue and Utilization Information from COF, as of June 3, 2016
RECOMMENDATIONS

Event management is a coordinated matter, involving multiple stakeholders throughout the community to ensure that parking and transportation demands are met for each unique event. Technology can play a vital role in the streamlining of event parking options and payment. Upgraded technology and the adoption of additional special event parking strategies can increase the efficiency of event parking and assist in pre-event coordination to further reduce event day congestion. These specific strategies are recommended for Fayetteville:

**Primary**

- Charge a higher event parking fee at facilities more conveniently located to an event and a lower event parking fee at facilities located farther away to better balance utilization (see figure on opposite page which shows imbalance between West Lot and Spring Street Parking Deck use). Setting and calibrating the rate will take time, warranting initial pilots. The price difference will create availability for those who do not wish to walk as far, and provide a discount option for others.
  - Pilot performance-based pricing in collaboration with the WAC: continue to charge $5 to park in the West Lot, and charge $3 to park in the Spring Street Deck; continue with ongoing data collection systems and adjust pricing if necessary at later events.
- To address the needs of customers who are not prepared to pay with cash and/or would prefer a payment alternative, pilot new payment technologies together with the lowered price in the Spring Street Deck. This system would include a pay-on-foot system linked to license plates where customers can pay at any available kiosk, or pre-pay online or by phone.
  - Create a flexible system such that drivers could enter their plate or space number and pay within a reasonable arrival time, such as anytime before the end of a show. The City should accept payment at any kiosk and on mobile devices.
  - Use LPR for enforcement.
  - This system could require as little as one enforcement sweep after intermission or a set amount of time after an event begins. All who are parked at that time should have paid the flat event parking fee.
  - To facilitate payment, work with the WAC and/or other event venues such as Theatre Squared to remind people who have parked in the Spring Street deck to pay, either via signage or announcements.
  - Work with theater and/or other venues to sell parking in advance with tickets and link to LPR system.
  - Use signage for the West Lot as “cash-only”, and others to the Spring Street Parking Deck as “discount parking accepting all forms of payment.”
  - Monitor and adjust, expanding this flexible payment system to West Lot if pilot yields high use of credit/cell payment without complaints about delays.
Bike valet services incentivize biking to events by providing convenient, secure bike parking in close proximity to the event.

- Implement city-wide valet parking program to facilitate remote parking and provide an excellent option for those with limited mobility. Create a consolidated, downtown-wide valet program. This should be run by a centralized entity, such as the City itself or via a renewable competitively-bid private operator contract, as means to create a comprehensive and centralized program.
  - Limit valet stand hours to when demand is high (e.g. 6 p.m. – 2 a.m.)
  - Encourage businesses in the districts to pool funds for use of the shared valet.
  - Create a clear set of operating requirements that ensure a consistent approach to designating off-street parking areas, appropriate lot owner agreements, size and location of valet stands, hours of operation, customer service standards, special event management procedures, acceptable driving routes, and maximum cycle times.
  - Require on-going coordination with city events to ensure reliable operations.
  - Valet stands should be located in visible on-street locations and can be flexibly managed. For example, an on-street space on West Avenue by the West Lot or on Dickson Street near restaurants could be valet parking during peak evening demand hours.

In a compact downtown like Fayetteville, one extremely convenient valet space serving multiple vehicles can be more useful than a parking space that only serves one vehicle.
- Off-street parking resources that could be used to support valet parking include underutilized publicly-owned facilities such as the courthouse, library, and/or Town Center Parking Deck, as well as privately-owned facilities through lease agreements.

**Supportive**

- Utilize online payment systems to allow event attendees to pre-purchase event parking along with a ticket purchase. Prepaid customers can select premium, more convenient parking (i.e. in the West Lot), or get a discount for reserving a remote space (i.e. in the Spring Street Parking Deck or elsewhere).
- Integrate license plate recognition (LPR) technology for “virtual gate” entries by prepaid customers at City owned and operated lots in the Entertainment District.
- Incentivize bicycling to events with free bicycle valet service.
- In-lieu of closing parking lots for event space, review the process of approval for street closures to vehicles for events and streamline any potential administrative barriers for closing streets. Street closures can help accommodate events with high volumes of pedestrians and provide excellent venues for events that need a lot of space. In addition, closing streets encourages the community to reconsider how this space is used. A program for advertising alternate routes clearly during events and in advance should be developed.
- Signage indicating discount parking options should help users who do not wish to pay event parking rates (see Streamline Signage).

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**Case Studies**

**Valet Parking**

While none of Fayetteville’s peer cities have valet parking for the general public at this time, Ann Arbor is considering it.

The cities below have publicly available valet parking (i.e. not tied to a specific use) and various elements of their programs are applicable to the Fayetteville context:

<table>
<thead>
<tr>
<th></th>
<th>REDWOOD, CA</th>
<th>PLYMOUTH, MI</th>
<th>CHARLESTON, SC</th>
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</thead>
<tbody>
<tr>
<td><strong>Overview</strong></td>
<td>Universal valet service for Downtown area Valet Parking on Fridays and Saturdays between 5PM and 11PM $5.00 per car</td>
<td>Merchant-driven program using a bank parking lot after hours</td>
<td>City-sponsored valet services on-street</td>
</tr>
<tr>
<td><strong>Service Company &amp; Agreement</strong></td>
<td>Operated by All About Parking, inc. In 2014, $84,000 contract paid monthly</td>
<td>Private company $800 / month</td>
<td>Multiple operators depending on location</td>
</tr>
<tr>
<td><strong>Highlights</strong></td>
<td>Businesses agree to chip in and pay for service. Service uses underutilized County parking during service hours, like Fayetteville’s courthouse.</td>
<td>Small program, could be a good pilot size for Fayetteville. Local development authority provides insurance and marketing/promotions</td>
<td>Anyone can use valet Some businesses validate parking costs $8 - $10 / car</td>
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</tbody>
</table>

**SOURCES**:


# Improve Event Parking Management

## Primary Strategy
- Charge a lower fee at the Spring Street Deck than the West Avenue Lot
- Meet with WAC
- Pilot strategy for a few shows
- Monitor facility use in response to price change
- Update prices as necessary to create availability

## Primary Strategy
- Pilot alternative payment technologies at the Spring Street Deck
- Meet with WAC
- Meet with pay-by-phone vendor to determine if network overload is an issue
- Review event management plan options and select
- Pilot cashless event management with smaller events first
- Begin cashless event management
- Pursue LPR for enforcement (meet with vendors, testing, etc.)

## Key Partners
- COF Parking Management, Walton Arts Center, COF Administration
## Primary Strategy
- City-wide valet parking program

### Immediate Steps
- Meet with potential valet operators
- Draft key operating requirements, including desired pricing in conjunction with performance-based pricing
- Meet with business who may want to pool funds to support valet

### Short Term Steps
- Select valet operator
- Select on-street spaces to use for valet
- Select off-street spaces for vehicle storage
- Ongoing coordination with City events

### Long Term Steps
- Consider “universal valet,” where customers can drop-off and pick up vehicles in different locations

### Key Partners
- Block Street Business Association, COF Parking Management, COF Administration, Dickson Street Merchants Association

## Supportive Strategies
- Additional event management strategies

### Immediate Steps
- Review Spring Street Deck technology to determine if advance parking purchase is possible. Pilot, using cones/manual support if necessary.
- Incentivize bicycling to events with free bicycle valet service
- Review street closure process and consider updates

### Short Term Steps
- Install technology to support advance parking purchase
- Depending on above, integrate license plate recognition (LPR) technology for “virtual gate” entries by prepaid customers
- Draft and adopt updates to street closure process for events

### Long Term Steps
- Work with WAC and other major event operators (Bikes, Blues, BBQ) to bundle parking with ticket purchases
- Utilize street space rather than surface parking lots for events

### Key Partners
- COF Parking Management, Dickson Street Merchants Association
Strategies

PREPARE FOR FUTURE DEVELOPMENT

Challenge

Parking requirements for new development are tied to the City’s zoning code. Code dictates access in many forms, such as the number of parking spaces required or allowed, based on the land use type of the development. Fayetteville has a compact downtown where walkability is valued amongst its users and residents. For this reason, when compared to a more suburban setting, businesses in the Downtown Business and Entertainment Districts do not require as much parking. This is made clear in the parking spaces that sit empty during off-peak hours outside a church, in the West Lot, and on weekends in the Downtown Business District. These kinds of parking spaces represent an opportunity to accommodate future development without new parking construction.

However, after the implementation of parking maximums rather than minimums (a best practice for compact development), Fayetteville has been experiencing growing pains. Recent developments that share parking are struggling to do so without operational concerns and/or conflicting parking demands. For example, a residence sharing parking with a church works for most days of the week, but Sundays can be a challenge.

Developers and property owners often forget that parking provision is a significant benefit for tenants, and that other transportation benefits can actually be more cost-effective. Parking provision is expensive; the Spring Street Deck cost approximately $37,000 per space to build, and that does not include maintenance and operations. TDM programs “level the playing field” by providing transportation options beyond parking to travelers to encourage them to choose to take transit, ride a bike, and/or walk.

Without policies, infrastructure, and cultural changes to support the shared use of district-wide parking resources as well as support for those who choose not to drive, new developments may put undue pressures on the parking system. In particular, this will exacerbate pinch points of higher demand while more remote parking continues to go underutilized.
The Parking Study included a land use and parking analysis for three focus areas in Fayetteville using an adapted parking model. The model is based on the concepts that parking demand for different types of land uses changes over the hours of the day and that people parking in a mixed-use downtown like Fayetteville’s are regularly sharing spaces for more than one land use.

In addition, the team modeled two development scenarios for each of the three focus areas to determine the expected parking demand. This demand can be compared to existing supply to understand how parking may need to change in the future to support demand and to meet City goals.

There were three focus areas for this analysis:

- **Dickson & Block**: A focus area that contains some businesses along Dickson, the Washington County Circuit Court, and several law, accounting, and newspaper offices as well as churches.
- **Center Street**: This area represents the traditional downtown core mostly located within the Downtown Business District.
- **West Entertainment District**: This area contains the busiest portions of the Entertainment District, including both the Walton Arts Center and the significant retail and restaurant concentration along Dickson Street. It includes large municipal parking facilities such as the West Lot and the Spring Street Deck.

The detailed analysis can be found in the appendix. Key findings include:

- Demand patterns show that parking is overbuilt in the Dickson & Block focus area. Almost 1,000 parking spaces remain unused throughout a typical weekday, with much more availability in the evening.
- For each future development scenario in the Center Street focus area, modeling indicates that there is enough supply in the focus area to satisfy the projected parking demand.
- On-site parking as part of all new developments in the Center Street focus area would maintain a very healthy reserve.
- As development scenarios intensify, modeling indicates that both the reserve and total parking supply in the West Entertainment District focus area will be exhausted by the projected parking demand.
- A development scenario that expands demand at peak times will require access to almost 300 additional parking spaces.

Several of the strategies in this report will help alleviate the projected West Entertainment District shortage, including:

- Access to remote facilities
- Improved event management
- Multimodal mobility improvements
- Streamlined signage

Additional zoning and land use recommendations are detailed on the following pages:
RECOMMENDATIONS

Fayetteville uses many zoning best practices for a compact, walkable downtown, including parking maximums for non-residential development, no parking minimums for residential development, and bicycle parking requirements. There are additional changes that could potentially be integrated into the City’s zoning code to reflect a more progressive approach to parking provision and continue to support the Downtown’s businesses and character.

Primary

- Require or incentivize Transportation Demand Management (TDM) programming for new development (residential and commercial) that provides options for people beyond driving. TDM in development should be tailored to the transportation needs and resources of the area and adopt a monitoring program to verify trip reduction goal milestones. If adding requirements to zoning is challenging, link this program to incentives such as increased density, in-kind TDM services, or even tax credits. TDM programs can include elements such as:
  - Paid parking (or a cash-out for not parking - see below), which is best if charged (or cashed-out) daily to remind users of the real cost of parking
  - Parking cash-out programs, where users are offered parking and/or its market value in cash. Employees, for example, may use some of the cash to pay for more remote parking and pocket the remainder, put the money toward a transit pass, etc. License Plate Recognition (LPR) technology has the potential to simplify/facilitate this.
- Subsidized transit passes and bike share / car share memberships
- Guaranteed ride home programs
- Carpool programs
- Bicycle facilities (bike lockers, showers, etc.)

Case Study

Shared Parking Code

Asheville, NC’s shared parking code\(^1\) does not apply to specific uses. Up to 100% of spaces may be shared between two or more uses. A written agreement between the entities is required. However, parcels must be adjacent, which in a walkable downtown is an unnecessary requirement.

Columbia, MO’s shared parking code is very flexible and the approval process is relatively simple. The code requirements simply state that parking may be shared if “a sufficient number of spaces...meet the greater parking demand.” In addition, this arrangement is subject to approval by the director of Community Development. While the applicant must show that the parking provided meets the need, this system limits the administrative burden of a more challenging process such as a planning board hearing.\(^2\)

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1. Asheville Code of Ordinances, Ch. 7 Article XI Sec. 7-11-2-e-1.
2. Columbia, MO Code of Ordinances Ch. 9 Sec. 29-30-e
• The City should take a lead role in facilitating shared parking. This includes:
  – Capitalizing on the comprehensive parking inventory provided by this study to encourage and facilitate shared parking agreements.
  – Actively facilitating conversations between users who want to share parking. Help parties consider issues such as maintenance, times of day when spaces are available, and who has access.
  – Actively seeking owners of underutilized parking and helping them open their supply to the public (see Increase Publicly-Accessible Parking Supply).
  – Keeping model agreements on file to eliminate or lower any barriers related to setting up arrangements.
  – Maintaining and promoting a database of underutilized parking to support new development.

• Improve the parking code to encourage sharing. The code should be simple to easily facilitate sharing. Elements of this could include:
  – For commercial developments, require all or a portion of spaces to be fully shared. This should apply in particular to developments with space counts that are above the listed maximum; all additional spaces should be shared. This parking can and should be integrated into the pricing system for the general public.
  – Allow shared parking to meet residential requirements within a wide radius, for example 2,000 feet.
  – Allow shared parking to fulfill any parking requirements by right rather than subject to formal review as long as monitoring data demonstrates spare capacity.

Supportive

• Adjust zoning code to clarify fee in-lieu program for developers to waive parking requirements. This program allows developers to pay a fee that will be utilized for multimodal improvements.
  – Ultimately, this program could be used to fund additional structured parking that supports a district of uses by consolidating surface parking spaces lost to development. This parking should be located at the edge of downtown to intercept people in vehicles and encourage access by bicycle, on foot, or on transit.

• Use incentives such as density bonuses and/or a reduction in parking requirements (for residential parking) to encourage that parking be “unbundled” in tenant leases or purchases. This policy increases affordability because residents/businesses are not forced to purchase parking that they do not need.

• Adopt parking design standards that address motorists’ sightlines up and down the sidewalk when exiting lots and garages across narrow sidewalks. For narrow downtown driveways, this may include mirrors and/or pedestrian warning signals that flash and beep when a car is exiting. All driveways should be designed to be at sidewalk level or be raised to meet sidewalks, ensuring maximum visibility of - and priority - to pedestrians.

• Promote car-sharing by designating downtown parking spaces for car-share services (i.e. Zipcar or Enterprise), and including car-share requirements for large developments. This provides downtown residents and employees with flexible access to a car and enables those who wish to forgo owning a personal vehicle.
## PREPARE FOR FUTURE DEVELOPMENT

<table>
<thead>
<tr>
<th>Primary Strategy</th>
<th>Immediate Steps</th>
<th>Short Term Steps</th>
<th>Long Term Steps</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Require TDM programming for new development</strong></td>
<td><strong>Develop “TDM toolkit” of information for developers</strong></td>
<td><strong>Adopt TDM ordinance language</strong></td>
<td><strong>Adjust TDM requirements as necessary</strong></td>
</tr>
<tr>
<td><strong>Actively broker shared parking agreements</strong></td>
<td><strong>Keep Shared Parking agreements on file for potential users</strong></td>
<td><strong>As developments are proposed, monitor Parking Utilization database for sharing opportunities</strong></td>
<td><strong>Check in on shared parking relationships and facilitate necessary conversations</strong></td>
</tr>
</tbody>
</table>

### Key Partners

- COF Parking Management, City Council, Developer community
- COF Parking Management, Developer community, Parties currently sharing parking

### Implementation Timeline
### Catalytic Strategy

- Update shared parking code

### Immediate Steps

- Review shared parking ordinances from comparable and model communities

### Short Term Steps

- Draft ordinance language

### Long Term Steps

- Adopt updated ordinance language

### Key Partners

COF Parking Management, City Council

### Supportive Strategies

- Strategies to support future development

#### Immediate Steps

- Review in-lieu fee program
- Meet with carshare vendors
- Review parking design guidelines

#### Short Term Steps

- Draft and adopt new in-lieu program language if necessary
- Draft and adopt language that requires parking to be sold separately from active uses such as office or residential (“ unbundling”)
- Select and implement carshare vendor in prominent downtown spaces

#### Long Term Steps

- Use in-lieu fees to develop additional public parking supply
- Encourage new developments to integrate carshare
- Draft and adopt new parking design guidelines if necessary

### Key Partners

COF Parking Management, City Council
IMPLEMENT DEMAND-RESPONSIVE PRICING

Challenge
Finding on-street parking in the core areas of the Entertainment and Downtown Business Districts during peak hours can be challenging. Although both districts technically have adequate parking stock, certain core areas are functionally full during peak hours, making parking difficult to find. This particularly poses a challenge for elderly and/or disabled patrons who cannot walk multiple blocks or navigate Fayetteville’s challenging topography.

While the most visible and convenient front door spaces are full, parking is available nearby in less visible locations and/or in locations just slightly farther away. This pattern occurs because many spaces are priced at the same flat rate (within each district), which leads people driving to hunt for the best deal - convenient parking at a low price. When the price is different, it does not match demand - for example today’s free Downtown Square parking ringed by metered parking creates a system where users always waste time circling the square first for the parking that is free and most convenient. In contrast, some streets just a block away are very underutilized today and could be priced lower or at no cost to be efficiently used.

RECOMMENDATIONS
Demand-Responsive Pricing (or Demand Based Pricing) uses the cost of parking to achieve ideal parking availability by setting the cost of parking to allow users to pay more for the most desirable spaces and less for spaces that are less convenient. Industry standards for “optimal” availability levels are no less than 15% per block face for on-street spaces and 10% per lot or facility off-street. At these targets parking is well used but availability remains, so customers can find parking anywhere they go, including the most convenient and desirable spaces. To achieve this result, prime spaces are typically more expensive, and remote spaces are cheaper or even free. Those who require or want a premium space are often happy to choose to pay more if the reason is apparent, which becomes clear if lower cost parking resources are clearly available. The actual price of parking should be adjusted over time to ensure these minimum availability and utilization targets are met. In some cases, this means lowering the price.

Interviews with stakeholders and at public workshops in Fayetteville indicated that drivers want a system that they can understand. Many expressed this as “it should be one price to park in Fayetteville,” which indicates frustration with a system that is not always clear to users, especially when private off-street lots have varying prices and restrictions. Fortunately, a demand-responsive pricing program not only creates availability and logic in the system but necessarily includes a substantially improved information program and consistent payment options to reduce user frustrations. To respond to this sentiment, however, the price options should be limited, particularly as the program is introduced, to allow downtown users to adjust to the system.
The recommendations below use utilization data as well as stakeholder interviews to develop intuitive pricing zones. To support local business and foster a strong economic climate in the Downtown Business and Entertainment Districts, the City should adopt several strategies to create availability in areas that have the highest demand. Specifically, these strategies include:

### Primary

- Integrate a demand-responsive pricing system with higher rates where demand is high in the cores of both the Downtown Business District and Entertainment District and lower rates where demand is lower (see map and chart at right):
  - Outside core areas, lower prices should be maintained or reduced to draw some demand out of the cores.
  - The price should be free at certain times in many areas that are paid spaces today with low utilization—typically because these spaces are less convenient—to reward those willing to walk further.

<table>
<thead>
<tr>
<th></th>
<th>MORNING</th>
<th>LUNCH HOUR</th>
<th>AFTERNOON</th>
<th>EVENING</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8AM</td>
<td>11AM</td>
<td>2PM</td>
<td>6PM</td>
</tr>
<tr>
<td>DICKSON STREET</td>
<td>FREE</td>
<td>$1.00/HOUR</td>
<td>$1.50/HOUR</td>
<td>$2.00/HOUR</td>
</tr>
<tr>
<td>ENTERTAINMENT DISTRICT CORE</td>
<td>FREE</td>
<td>FREE</td>
<td>$1.00/HOUR</td>
<td>$1.50/HOUR</td>
</tr>
<tr>
<td>ENTERTAINMENT DISTRICT SECONDARY (INCL. SPRING STREET DECK)</td>
<td>FREE</td>
<td>FREE</td>
<td>$0.50/HOUR</td>
<td>$1.00/HOUR</td>
</tr>
<tr>
<td>BUSINESS DISTRICT CORE</td>
<td>FREE</td>
<td></td>
<td>$0.50/HOUR</td>
<td></td>
</tr>
<tr>
<td>BUSINESS DISTRICT PERMIT LOTS + GARAGES</td>
<td>FREE</td>
<td>$0.25/HOUR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>REMOTE</td>
<td>FREE</td>
<td>FREE</td>
<td>FREE</td>
<td>FREE</td>
</tr>
</tbody>
</table>

**GOAL**

- **Demand is not high, pricing unnecessary. Residents may be able to park overnight in shared or publicly-accessible facilities.**
- **Creates availability during lunch on Dickson Street. Maintains availability in Business District core and in permit lots/decks for permit holders.**
- **Preserves Dickson Street and other core availability while incentivizing use of prime off-street facilities. Spaces slightly farther from Entertainment District core are discounted. Business district meters and permit lots are priced to maintain availability and avoid long-term parking on-street.**
- **Focuses on maintaining availability in core Entertainment District spaces as demand peaks while incentivizing use of spaces slightly farther from the core. Business district is priced to maintain availability into the beginning of the dinner hour while more remote permit lots are now free to encourage on-street availability.**
# 12 PM Parking Pricing

<table>
<thead>
<tr>
<th>ZONE</th>
<th>MORNING</th>
<th>LUNCH HOUR</th>
<th>AFTERNOON</th>
<th>EVENING</th>
</tr>
</thead>
<tbody>
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<td>FREE</td>
<td>$1.00/HR</td>
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<td>$2.00/HR</td>
</tr>
<tr>
<td>ENTERTAINMENT DISTRICT CORE</td>
<td>FREE</td>
<td>FREE</td>
<td>$1.00/HR</td>
<td>$1.50/HR</td>
</tr>
<tr>
<td>ENTERTAINMENT DISTRICT SECONDARY</td>
<td>FREE</td>
<td>FREE</td>
<td>$0.50/HR</td>
<td>$1.00/HR</td>
</tr>
<tr>
<td>BUSINESS DISTRICT CORE</td>
<td>FREE</td>
<td>$0.50/HR</td>
<td>FREE</td>
<td>FREE</td>
</tr>
<tr>
<td>BUSINESS DISTRICT PERMIT LOTS + GARAGES</td>
<td>FREE</td>
<td>$0.25/HR</td>
<td>FREE</td>
<td>FREE</td>
</tr>
<tr>
<td>REMOTE</td>
<td>FREE</td>
<td>FREE</td>
<td>FREE</td>
<td>FREE</td>
</tr>
</tbody>
</table>

Data Sources: ESRI, City of Fayetteville
Demand-Based Pricing

Amongst its peers, Fayetteville is a best practice for demand-based pricing. The higher prices in the Entertainment District reflect higher demand throughout the day and help to maintain availability.

Columbia, MO uses pricing to encourage employees to park remotely and create availability on-street for customers. Busy on-street parking by the University has a higher price than on-street parking elsewhere, while off-street facilities are priced lower than all on-street parking. However, the city also relies on time limits, which indicates that its entire pricing system is likely set too low.

Seattle’s Performance Based Pricing Program provides an excellent and scalable framework for implementing parking pricing changes. The program is highly transparent and data-driven.

Program Highlights:
- City set a goal of 70-85% occupancy per block face
- Block faces that are 65-70% and 85-90% are placed on a “watch list” and adjusted the following year if still outside target
- City reports on the program are graphic-heavy and easy for anyone to understand

- Consider changing restrictions on some residential permit program spaces in the Entertainment District that have low utilization to a mix of permit parking and transient pay-by-phone use. Carefully evaluate other resident parking options on these blocks (see Create a Residential Parking Benefit District).
- Remove time limits, which effectively tell people to leave local businesses and prevent them from spending extra time and money in the Business District. Instead, use price to match demand and allow people to pay for the correct amount and type of parking that they need.

Supportive
- Update municipal code to have an availability goal for block faces and lots rather than set prices (see Parking as a Customer Service).
- Monitor demand. Utilize parking technology to track and monitor on-street parking availability, or if necessary, utilize manual counts to identify parking rate zones.
- As demand changes, update price and time span to create availability. Update the price at regular and dispersed intervals.
- Utilize information and technology to clearly communicate current parking pricing information to customers. This may include meter displays, online information, and/or signage indicating the price in a given area as well as directions to lower-priced parking. (See Treat Parking as a Customer Service and Streamline Signage)
STRATEGIES

- Long-term, consider consolidating the Entertainment District and Business District into one district with parking prices set to match demand.
- Work with stakeholders to expand pricing system to spaces that are not directly under City control, such as on-street spaces on Arkansas Ave., Reagan St., the Dickson garage, and the College & Mountain Lot Downtown. The pricing of these spaces should be set to match other pricing in a given area.
- As additional privately-owned facilities such as off-street lots and garages become part of publicly-accessible supply, the City should try to set pricing to fit these facilities within the larger system. For example, if one of the private lots at Locust and Spring becomes part of the publicly accessible system, it should be priced as Entertainment District Secondary.
Parking Strategies
# Implement Demand-Responsive Pricing

## Primary Strategy
- Review Residential Permit Only on-street spaces
- Consider opening some permit-only on-street spaces to the general public and/or for permit purchase by a limited group

## Immediate Steps
- Identify program boundaries
- Develop initial rate structure

## Short Term Steps
- Implement new rates
- Remove all time-limits
- Monitor and adjust rates as necessary
- Publish annual reports showing utilization at peak hours and planned pricing changes

## Long Term Steps
- Monitor and adjust rates as necessary
- Continue to publish annual reports

## Key Partners
- COF Parking Management, Downtown residents, Entertainment District employers

## Primary Strategy
- Develop demand-responsive pricing system
- Identify program boundaries
- Develop initial rate structure

## Immediate Steps
- Identify program boundaries
- Develop initial rate structure

## Short Term Steps
- Implement new rates
- Remove all time-limits
- Monitor and adjust rates as necessary
- Publish annual reports showing utilization at peak hours and planned pricing changes

## Long Term Steps
- Monitor and adjust rates as necessary
- Continue to publish annual reports

## Key Partners
- COF Parking Management, COF Administration, general public, Dickson Street Merchants Association, Block Street Business Association
### Supportive Strategies

- Additional demand responsive pricing strategies
  - (See Parking as Customer Service, Update Signage)

### Immediate Steps

- Draft and update municipal code to adopt an availability goal

### Short Term Steps

- Monitor demand
- Expand pricing system to parking assets not currently under City control, such as privately owned parking and/or on-street spaces

### Long Term Steps

- Monitor and update regulations as necessary
- Consider consolidating the Entertainment and Business Parking Districts for clearer messaging of parking rates
- Utilize street space rather than surface parking lots for events

### Key Partners

- COF Parking Management, City Council, Private parking owners/operators, University of Arkansas
The current long-term permit parking system in Fayetteville is complex due to multiple permit types and valid use locations. The system requires time and effort to administer and focuses more on economizing long-term parking cost than on managing parking demand or achieving neighborhood and district planning goals.

Five different parking permits at different price points are complicated by two discount coupon options. All are independent of geographic demand patterns and regularly priced parking, adding confusion to the overall parking system. Permit holders themselves are restricted to parking only in a particular lot or set of lots. The system helps to perpetuate imbalanced demand during peak demand periods and should be reviewed and re-balanced to meet the needs of all user groups.

**Challenge**

The existing permit pricing system is complex, with a variety of overlays and options.
Fayetteville’s current permit system is complex and prices do not necessarily match demand.

<table>
<thead>
<tr>
<th>ZONE</th>
<th>ACCESS (as of Fall 2016)</th>
<th>PRICE PER HOUR*</th>
<th>TOTAL</th>
<th>PEAK WEEKDAY UTILIZATION (11 AM)</th>
<th>EVENING WEEKDAY UTILIZATION (9 PM)</th>
<th>ANNUAL REVENUE 2015</th>
<th>PERMITS ISSUED</th>
</tr>
</thead>
<tbody>
<tr>
<td>RESIDENTIAL PARKING PERMIT</td>
<td>Entertainment District Residential Permit ONLY On-Street Spaces</td>
<td>FREE</td>
<td>191</td>
<td>37%</td>
<td>35%</td>
<td>$</td>
<td>277</td>
</tr>
<tr>
<td></td>
<td>Entertainment District Residential Permit MIXED On-Street Spaces</td>
<td>FREE</td>
<td>86</td>
<td>30%</td>
<td>67%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EMPLOYEE PARKING COUPON</td>
<td>Entertainment District Paid Spaces (on-street, West Ave Lot, Spring Street Deck)</td>
<td>$0.06 – 0.08</td>
<td>162</td>
<td>48%</td>
<td>50%</td>
<td>unknown</td>
<td>unknown</td>
</tr>
<tr>
<td>HANGTAG PERMIT</td>
<td>Downtown Business District Long Term Meters</td>
<td>$0.17</td>
<td>223</td>
<td>69%</td>
<td>18%</td>
<td>$41,860</td>
<td>138</td>
</tr>
<tr>
<td>GATED LOT PERMIT</td>
<td>Lot 5, Lot 7 in Downtown Business District</td>
<td>$0.17</td>
<td>218</td>
<td>68%</td>
<td>3%</td>
<td>$34,490</td>
<td>125</td>
</tr>
<tr>
<td>CITY-ISSUED PARKING CARD</td>
<td>Lot 5, Lot 7 in Downtown Business District</td>
<td>$0.17</td>
<td>218</td>
<td>68%</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOWN CENTER PARKING DECK COUPON</td>
<td>Town Center Parking Deck</td>
<td>$0.16 - 0.33</td>
<td>226</td>
<td>54%</td>
<td>19%</td>
<td>$2,616</td>
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</tr>
<tr>
<td>ANNUAL PARKING PERMIT</td>
<td>Paid Entertainment District Spaces</td>
<td>$0.30</td>
<td>1,453</td>
<td>48%</td>
<td>50%</td>
<td>$1,875</td>
<td>9</td>
</tr>
<tr>
<td>MUNICIPAL PARKING MONTHLY PERMIT &amp; TOWN CENTER DECK MONTHLY PERMIT</td>
<td>Municipal Parking Deck Town Center Parking Deck</td>
<td>$0.30</td>
<td>321</td>
<td>53%</td>
<td>14%</td>
<td>$70,704</td>
<td>113</td>
</tr>
</tbody>
</table>

*Assumes parking 8 hours at a given location. In the Entertainment District, an employee parking from 3PM-11PM would pay approximately $0.06 per hour, while someone parking between 5PM and 2AM would pay closer to $0.08 per hour, both with the employee discount.
RECOMMENDATIONS

The permit program pricing does not reflect peak period demand patterns. Permits and discount coupons are priced very low compared to posted hourly parking rates, undermining the effect of those rates. Some spaces devoted to permit parking are empty throughout the day in high areas of demand. Due to this and the challenges listed above, a reorganization of the entire permit program is recommended, including revising residential permit parking in the Entertainment District.

Primary

- Increase the price of the employee parking coupon in the Entertainment District to be on par with that of the Business District and provide a cheaper alternative for these employees so that these valuable spaces can be opened up for customers. Options include:
  - Discount remote parking permits could be provided at underutilized lots in the Business District. For Entertainment District employees this should be coupled with walking improvements such as lighting, marked crosswalks, and sidewalk repairs to ensure employees feel safe. To encourage use, this parking could be offered for free.
  - Lease and administer permits for the private parking lots of Dickson Street businesses that have spare capacity but are reluctant to open their lots for general parking.
- Maintain and market lower prices and/or free parking outside of the busy Downtown Square to encourage parking in these remote locations.
- Continue with free parking in East Center Street parking lots outside study area and monitor demand. Advertise this parking to Business and Entertainment District employees.

Case Study

Columbia, MO Permits

A permit program in Columbia, MO encourages employees to park remotely and to take transit. Employees can get a permit to park at garages for $35 a month.

The permit comes with a free, unlimited transit pass so that the employee can choose to take transit some days per week. The program even encourages employees to share the pass with others who may not have a parking permit or vehicle of their own.¹

¹ For more information, see http://discoverthedistrict.com/transit/parking-permits/
Supportive

- Consider changing restrictions on some residential permit program spaces in the Entertainment District that have low utilization to a mix of resident permit, employee permit, and pay-by-phone transient use. Carefully evaluate other resident parking options on these blocks. (see Residential Parking Benefit District)

- Over time, register employee and residential permits by license plate and improve the efficiency of enforcement through the use of license plate reader technology.

- Permit fees should vary spatially as a demand management tool. Parking would cost less in lots considered to be more remote.

- As motorist behavior shifts, permit locations, regulations, and rates should be adjusted according to an ongoing monitoring program.

- Discontinue Annual Permit Program in the Entertainment District due to low participation.
## STREAMLINE PERMIT PROGRAM

<table>
<thead>
<tr>
<th>Primary Strategies</th>
<th>Immediate Steps</th>
<th>Short Term Steps</th>
<th>Long Term Steps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjust Employee Parking in the Entertainment District</td>
<td>Identify remote parking for employees, such as underutilized lots in the Business District</td>
<td>Pursue leases with underutilized privately-owned parking in the Entertainment District for employee parking and sell permits to employees</td>
<td>Monitor and adjust as needed</td>
</tr>
<tr>
<td></td>
<td>Meet with Entertainment District employers and help them understand benefits of employees parking remotely</td>
<td>Increase the price of the employee parking program in the Entertainment District to match permits in the Downtown Business District</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Continue to market free parking available off-street on Center Street to employees</td>
<td>Invest in infrastructure such as lighting and sidewalks between these remote parking locations and business cores.</td>
<td></td>
</tr>
</tbody>
</table>

### Key Partners

COF Parking Management, Entertainment District employers
### Primary Strategy
Adjust Employee Parking in the Business District

### Immediate Steps
- Continue to market free parking available off-street on Center Street to employees.
- Meet with Business District employers and help them understand benefits of employees parking remotely.

### Short Term Steps
- Invest in infrastructure such as lighting and sidewalks between these remote parking locations and business cores.

### Long Term Steps
- Monitor and adjust as needed.

### Key Partners
Downtown Business District employers, COF Parking Management

### Supportive Strategies
Additional strategies to streamline the permit program

### Immediate Steps
- Adjust Residential Permit System (see Residential Parking Benefit District)
- Discontinue Annual Permit program in the Entertainment District

### Short Term Steps
- Register permits by license plate

### Long Term Steps
- Enforce permits using LPR rather than hangtags/coupons
- Consider zonal system with prices based on demand for permits

### Key Partners
COF Parking Management, Fayetteville administration
CREATE A RESIDENTIAL PARKING BENEFIT DISTRICT

Challenge

Residential parking can be in high demand, particularly in areas of the Entertainment and Downtown Business Districts where residences don’t have private parking spaces available and commercial and retail development is occurring nearby (“activity adjacent” neighborhoods). During special events, this demand becomes acute. To address this, Fayetteville has adopted a Residential Permit Parking program that gives residents exclusive use of spaces on certain streets.

However, challenges with Residential Permit Parking programs such as Fayetteville’s include a “snowball” effect where residents of many neighborhoods want to reserve on-street, publicly owned spaces for themselves, adding an ongoing administrative burden, while leaving vacant yet inaccessible parking spaces during the day when residents are away. The existing conditions parking inventory found that many residential permit parking spaces are indeed underutilized during the day, especially those spaces that are for residential parking permit holders only.

Meters in Old Pasadena promote how parking funds are used to benefit the downtown business area.
RECOMMENDATIONS

There is an opportunity to create a Residential Parking Benefit District by converting some or all of these permit-only spaces to paid spaces that are exempt for residential permit holders. The City should reinvest revenue generated from these spaces directly into the neighborhoods they are located in, providing a fund for targeted street and sidewalk improvements and increased parking enforcement.

**Primary**

- Revisit underutilized resident-only on-street restrictions in the heart of the Entertainment District. Options for these spaces include:
  - Open one or both sides of these streets to general public parking for a fee, much like Spring Street works today. Initial candidates with low utilization include Locust north of Spring Street and Meadow Street.
  - Sell some daytime employee permits for residential streets that have daytime vacancies. The underutilized parking on West Lafayette Street is a good candidate for this as topography makes access challenging for the general public and thus these spaces are slightly less desirable than those on Locust and/or Meadow Streets.
  - Remove employee permits from other more desirable Entertainment District on-street customer spaces, such as Spring Street.
  - If both sides of one of these streets become open to the general public, limit access to one side during very large events, such as Bikes, Blues, and BBQ. Distribute permits in advance through the mail to local residents and sign spaces for permit-holders only prior to large events.

**Case Study**

**Boulder, CO**

- Residents may purchase a maximum of two permits annually at $17 per permit
- Each household gets two free visitor permits
- Nonresident commuter permits are available for specific blocks at $100/quarter. Local businesses may purchase a $75 permit for employees.
- Other vehicles that park in these areas are subject to a time limit. In other communities, they may pay a meter.
- Revenues from meter use by non-residents is reinvested into the neighborhood for parking improvements

For more information: [https://bouldercolorado.gov/parking-services/neighborhood-parking-program](https://bouldercolorado.gov/parking-services/neighborhood-parking-program)

**Supportive**

- Other general approaches to improve parking on residential streets separate from a resident permit program include:
  - Maintaining unstriped parking, which is likely higher capacity
  - Striping driveway clearances if necessary
  - Striping the parking lane to guide drivers to park close to the curb
- Consider charging a fee for residential permits in the long term to reflect at least the administrative cost to administer. Additional revenues should be invested locally.
# CREATE A RESIDENTIAL PARKING BENEFIT DISTRICT

## Implementation Timeline

<table>
<thead>
<tr>
<th>Primary Strategy</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Revisit underutilized resident-only on-street restrictions in the heart of the Entertainment District</td>
<td>Meet with residents in affected areas. Consider a workshop-style meeting where residents can vote on programs and potential improvements that revenue can fund</td>
<td>In conjunction with programs to encourage remote parking, install signage directing drivers to this discount resource</td>
<td>Adjust as needed</td>
</tr>
<tr>
<td><strong>Key Partners</strong></td>
<td>COF Parking Management</td>
<td></td>
<td></td>
</tr>
</tbody>
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</thead>
<tbody>
<tr>
<td>Reinvest parking revenues into local improvements</td>
<td>Monitor parking revenues, develop budget</td>
<td>Work with residents to select an improvement to fund.</td>
<td>Continue program</td>
</tr>
<tr>
<td><strong>Key Partners</strong></td>
<td>COF Parking Management, Entertainment District Residents, Event organizers</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Supportive Strategies</th>
<th>Immediate Steps</th>
<th>Short Term Steps</th>
<th>Long Term Steps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategies to support residential parking</td>
<td>Improvements to residential street parking upon request</td>
<td>Driveway clearance signing program if necessary</td>
<td>Consider additional residential permit zones if necessary</td>
</tr>
<tr>
<td><strong>Key Partners</strong></td>
<td>COF Parking Management, Entertainment District residents</td>
<td></td>
<td></td>
</tr>
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</table>
FAYETTEVILLE MOBILITY