Parking Technical Appendix

Existing Conditions – Parking Inventory and Utilization

Parking Management

Land Use and Future Parking Demand
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<td>Core Business District Publicly Available Utilization</td>
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1 INTRODUCTION

The Fayetteville Multimodal 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 in improving transportation. In tandem with this effort, the City has also commissioned a Parking and Mobility Study for the Downtown and Entertainment Districts. As part of this effort – which is designed to both stand alone as well as support the Mobility Plan – characteristics of the parking system are inventoried, analyzed, and forecasted to develop recommendations for parking system design and system management strategies.

PROJECT GOALS

Early in the study development process, the City and its Advisory Group identified several goals that will guide this study. These are:

1. Understand parking in the context of a multimodal system/downtown.
2. Plan for responsible economic development.
3. Establish coordinated parking management.
4. Explore regulations that are customer-friendly and easily understood.
5. Explore new technologies.

ABOUT THIS DOCUMENT

This existing conditions document is a technical memorandum that details the initial analysis supporting the parking management components of the Mobility Plan. It is intended to document the supply, use, and management of parking in Fayetteville. This document outlines the current state of on-street, off-street, public, and private parking assets, organized under the headings below:

- **Background** – A summarization of the extensive work that has been conducted over the past several years related to parking, as well as the insight of key stakeholders involved.
- **Parking Inventory** – A review of all public and private, on-street and off-street parking spaces by location and regulation.
- **Parking Utilization** – Observed use of existing parking through the course of a typical weekday and weekend day, which includes utilization profiles of certain "districts," general and restricted access garages and lots, and publicly- and privately-owned garages and lots.

The data summarized in this report was collected primarily in April 2016 by the City of Fayetteville, supported by Nelson\Nygaard Consulting Associates, and represents a "snapshot" in time. Fayetteville has an active Parking Management system and some regulations have and will continue to change slightly since this effort.

Use of These Materials

This existing conditions document serves as a technical guide for the final Parking Management Plan. Public-facing materials created from this data are more digestible and concise and meant for a broader audience.
2 BACKGROUND AND DOCUMENT REVIEW

To understand parking in the context of Fayetteville, three elements of this study help frame the background from which the Parking and Mobility Study will be built:

- Existing and past planning documents related to parking
- Stakeholder guidance and participation
- An agreed-upon set of goals for parking in downtown

Each of these is described below.

PARKING-RELATED PLANNING DOCUMENTS

Several valuable past planning efforts have helped to set the stage for this current study. A review of relevant reports which serve as important context for the parking strategy was conducted in the Spring of 2016, and a summary of these studies and their treatment of issues and goals related to parking and transportation is described below:

- The **Fayetteville Downtown Master Plan (2004)** is a short- and long-term look at a vision for the future of downtown Fayetteville and includes several strategies and action steps related to parking:
  - The third of six fundamental strategies states that, “Fayetteville needs to get smart about parking, so the need can be efficiently and sustainably met but the sense of place is enhanced, not weakened, in the process.”
  - It includes an implementation step meant to, “Catalyze a shift from individual, inefficient surface parking lots to shared parking, parking structures, and to foster a park-once environment.”
  - The plan also introduces revised parking standards within its proposed Downtown District ordinance and seeks to add on-street parking to all appropriate streets in downtown.

- The **Master Street Plan (2005)** classifies all city streets and provides cross sections showing dimensional requirements of many streets. The street classification and design guidelines directly impact the citywide parking system through the provision of parking lanes and/or the permission of on-street parking. The documents that comprise this plan (maps and sections) are used to guide long range traffic planning through street function, design, and location. For example, parking is not allowed on Residential Streets and is allowed only on one side of many Local Streets.

- The **Dickson Street Parking Deck Feasibility Study (2005)** examines the physical and financial feasibility of a parking garage serving Walton Arts Center patrons, customers and employees of commercial establishments, and University of Arkansas students. The study found that a 1,200-space parking structure is likely to be financially viable due solely to development-related demand, excluding any University of Arkansas

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1 The Master Street Plan has been updated since 2005 with cross-sections and a map.
participation. Further findings state that the University could benefit from using up to 200 spaces in such a structure.

- The **Walker Park Neighborhood Master Plan (2008)** aims to encourage a continued balance of housing and other land uses as well as emphasize connectivity and walkability in this downtown-adjacent neighborhood. Parking is examined in its historical context and on-street parking is identified as a traffic calming measure while underutilized off-street parking is identified as infill and liner building candidates.

- The **Downtown Parking Deck Site Selection Study (2012)** builds on and updates the work performed in the 2005 study. The objectives of this site selection are far more modest (theatre expansion considered in 2005 did not occur) and seeks a net gain of approximately 300 parking spaces. After assessing four sites, various configurations, the parking gain, revenue lost during construction, and direct and indirect costs, the design team recommended that the Theater Site be selected for construction of the Downtown Parking Deck. Ground was eventually broken on the Spring Street Parking Deck in 2014, and it opened in October, 2015.

- The **Fayetteville Active Transportation Plan (2015)** guides the City in the design and implementation of future bicycle and sidewalk infrastructure. The plan looks at parking as an element in a multimodal transportation community while promoting the use of on-street parking as a pedestrian safety measure (buffer zone) as well as increasing the amount of high quality bicycle parking throughout the community.

- The **University of Arkansas Campus Transportation Plan (2015)** guides the growing University towards an efficient transportation system that is less automobile-oriented than it has been in the past. The plan provides options to simplify the parking system and reveal the cost of parking to users, maximize space efficiency, and increase transit, walking and bicycling to, on, and from campus.

### ADVISORY GROUP AND STAKEHOLDERS

The Mobility Plan is being completed at the direction of the City of Fayetteville’s Engineering Division. A group of stakeholders comprised of City staff and downtown organizations, including the following, is helping to inform the Parking & Mobility study:

- Block Street Merchants Association
- Dickson Street Merchants Association
- City of Fayetteville Development Services Department
- City of Fayetteville Parking
- Walton Arts Center

These stakeholders are part of a larger Advisory Group that is guiding the Mobility Plan and they will continue to provide valuable insight into the data that has been collected as well as the formulation of recommended actions.
3 PARKING INVENTORY

STUDY AREA

The main Parking Study Area (see Figure 2) encompasses the Downtown Business District and Entertainment District, some paid parking areas on the University of Arkansas campus, and surrounding residential areas to the east of campus. The two districts combine to form an area of roughly half a square mile.

In order to be comprehensive and fully-understand the dynamics of parking in a city center, all on- and off-street parking assets should be evaluated, including private parking. While public parking is typically the most discussed and prominent parking resource for a city center’s businesses, a significant amount of business and entertainment activity is generated by people using privately owned parking. Furthermore, when developing estimates of future parking need later in this effort, it will be necessary to know how public and private parking is used by existing development to make projections that accurately reflect how Fayetteville parkers behave.

The study area contains significant on- and off-street parking assets. Just under 200 distinct public and private off-street parking structures and surface lots are found in the study area. This includes City-owned, privately-owned, and a handful of University-owned facilities — each group with a mix of restricted and public access. On-street parking is also available on many streets throughout the study area. Many on-street parking spaces are metered while a significant number are accessible only to permit holders. There is a large amount of unrestricted on-street parking at the periphery of the study area. Relatively little on-street parking is time-limited without requiring parkers to pay a meter.

Overall, the combination of the Downtown Business District, Entertainment District, and immediate vicinity contains approximately 9,070 total functional parking spaces, with almost 1,300 on-street and almost 7,800 off-street spaces in lots or garages. Approximately 3,200 of these spaces are publicly available; this includes all unrestricted, handicapped, and paid-entry parking spaces whether privately or publicly owned.

Figure 1 Select Study Area Parking Inventories

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2 The inventory includes all off-street facilities larger than about 5 parking spaces. Small residential driveways or minor rear lots were not inventoried.
Figure 2 Fayetteville Parking Study Area and Parking Districts
WILSON PARK

In addition to the main study, the project team assessed parking in a small portion of the Wilson Park neighborhood, just north and adjacent to the Entertainment District. The area studied includes the park itself, streets adjacent to the park, residential streets south of the park (private driveways not included), and five private parking lots - one of which is a sorority house. This area, shown in Figure 3 below, contains about 540 parking spaces: 290 off-street and 250 on-street. Of these spaces, about 360 are publicly accessible, unpriced, and unregulated. One block contains spaces reserved for the residential parking program.

This report considers the Wilson Park study area separately from the main study area.
Figure 3 Wilson Park Neighborhood Study Area
INVENTORY OVERVIEW

This section documents the supply and regulations of parking assets in the main study area, which does not include Wilson Park. The inventory is based on existing data provided by the City’s Parking Management and Geographic Information Systems Divisions. The Parking Management Division collected significant additional data in the field to create a comprehensive inventory of public and private assets.

Figure 4 tabulates all parking spaces in the study area including all off-street and on-street spaces, excluding small private driveways with five or fewer parking spaces. Data was compiled and used to create a complete parking database of all parking assets in the study area, which was then geo-coded to spatially display the existing parking assets, as shown in Figure 5.

PARKING INVENTORY: KEY FINDINGS

- There are about 9,100 active parking spaces in the study area.
- About 4,800 of these spaces are located in the Entertainment District, and 3,300 are located in the Downtown Business District.
- Approximately 40% of these spaces are publicly owned, although not all publicly owned spaces are open to the public.
- Privately-owned, but publicly-accessible parking is not a large portion of the overall supply (7%).
- Approximately 86% of all spaces in the study area are off-street, occupying roughly 25% of the land in the study area.
- Roughly two-thirds of the off-street supply is privately-owned (66%).
- There are 21 publicly accessible lots and garages, most heavily concentrated around the Downtown Square and at the western end of Dickson Street.
- Many regulations shift by time of day and weekday to weekend.
An important concept for any parking study is “access” — who can use a parking space at any given time. There are two broad categories of access, regardless of ownership, shown below:

- **Publicly Accessible** parking is available to any member of the public, often but not always for a fee. This parking is signed and clearly open so that any user understands that it is publicly available.
- **Restricted** parking is limited to certain groups, such as permit holders, employees, and/or customers.

Figure 4 provides an overview of parking inventory by category. The majority of parking is off-street, in lots and garages. The Entertainment District has almost 50% more off-street parking than the Downtown District, but the two have approximately the same amount of on-street parking. When the team inventoried these areas, there was significant inventory under construction as part of upcoming developments.

**Figure 4 Parking Inventory by Category**

<table>
<thead>
<tr>
<th>Parking Location</th>
<th>Entire Study Area</th>
<th>Downtown District</th>
<th>Entertainment District</th>
<th>Other Spaces in Study Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>9,070</td>
<td>3,250</td>
<td>4,851</td>
<td>969</td>
</tr>
<tr>
<td>Publicly Available(^3)</td>
<td>3,217</td>
<td>1,499</td>
<td>1,625</td>
<td>93</td>
</tr>
<tr>
<td>Restricted Use/Private</td>
<td>5,853</td>
<td>1,751</td>
<td>3,226</td>
<td>876</td>
</tr>
<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>Unavailable (Construction)(^4)</td>
<td>639</td>
<td>-</td>
<td>601</td>
<td>38</td>
</tr>
</tbody>
</table>

The parking inventory and regulations are depicted in Figure 5 and Figure 6. All garages, surface lots, and block faces show the number of spaces within each area. For both on- and off-street parking, the various regulations are color coded by general category.

\(^3\) This summary table considers regulations on a typical weekday. There are 383 spaces that become publicly available after a certain time of day or on weekends

\(^4\) Restricted on-street spaces include Loading Zones, Permit Only, UA Only, and Police Only spaces
Figure 5 Parking Inventory and Regulations - Weekday
Figure 6 Parking Inventory and Regulations - Weekend
Parking Regulations

The regulation, location, and operation of parking spaces greatly affect how spaces are used. Therefore, the study team catalogued the ownership, use category, and regulation for all parking spaces within the study area.

On-Street Parking

While a majority of the on-street parking (80%) in the study area is available for use by any member of the public, there are on-street spaces which require permits, as well as University-only spaces and spaces reserved for municipal use. As there is no charge associated with residential permit parking, only 42% of on-street parking is priced. An even smaller percentage of on-street parking is time-limited (29%). Figure 7 shows the breakdown of on-street parking regulations and fees. Key points include the following:

- **On-Street Meter Rates and Time-Limit Variations**: There are two primary meter rates in the study area, and they are grouped spatially. Meters that charge $0.15/hour - $0.25/hour are generally located in the Downtown Business District, while meters that charge $0.50-$1.00/hour depending on time of day are only found in the Entertainment District. All $0.25 meters are time-limited to two hours while all other meters are not time-limited or offer an all-day option. Unregulated spaces exist around the periphery of the study area.

- **On-Street Meter Time-Span Variations**: Coin-operated, $0.15/hour-$0.25/hour parking meters are enforced from 8:00 a.m. to 6:00 p.m. Monday through Friday. Entertainment District pay stations are active every day from 2:00 p.m. until 2:00 a.m.

- **On-Street Free Parking**: In the Square, there are 77 spaces that are free and time-limited. Outside of the square and the core of downtown, there are an additional ~400 spaces that are free and unrestricted.

- **On-Street Residential On-Street Permits**: Located only within the Entertainment District, resident-only parking spaces require permits acquired from the City of Fayetteville Parking Management Office. Homeowners are required to renew their permits each December while renters must do so every six months.
Figure 7 On-Street Parking Rates and 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>Daytime Metered - $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>Daytime Metered - $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><strong>Total</strong></td>
<td>1,274</td>
<td></td>
</tr>
</tbody>
</table>

**Off-Street Parking**

Off-street parking includes all public and private parking in garages and surface lots in the study area. There are 201 parking facilities in the study area, described and categorized by facility type, ownership, and rate type below:

**Parking Facilities**

- **Parking Garages** are indoor, usually multi-level parking facilities. There are nine such active facilities in the Fayetteville study area, which contain just under 2,300 spaces representing 29% of the total off-street parking supply. Three additional facilities of this type are under construction as part of new residential development. These projects are anticipated to add 639 spaces to the supply, some of which will be publicly-accessible.

- **Parking Lots** are outdoor surface-level facilities. This is the dominant form of off-street parking in Fayetteville, numbering 193 such facilities containing over 5,500 spaces or 71% of the off-street parking supply.

**Access**

- **Publicly Accessible** parking is available to any member of the public, often but not always for a fee. This parking is signed and clearly open so that any user understands that it is publicly available.

- **Restricted** parking is limited to certain groups, such as permit holders, employees, and/or customers.
Ownership

- **Publicly-Owned Garages or Lots** are owned by the City and Washington County, but not all are available for public use. Some of these facilities provide a mix of public, resident permit, and customer parking while others – such as the Washington County courthouse – do not make their supply available to the public.

- **Privately-Owned Garages or Lots** are owned by private landowners or private institutions. Some of this parking supply is available for public use for a fee. However, most is restricted to residents or reserved for employees and/or customers. For the purposes of this study, this includes UA lots.

Figure 8 shows the breakdown of off-street parking by type, ownership, and access. Note that some publicly owned lots and garages have both restricted and publicly available spaces.

**Figure 8 Off-Street Parking Ownership and Access**

<table>
<thead>
<tr>
<th></th>
<th>Lot</th>
<th>Garage</th>
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</thead>
<tbody>
<tr>
<td></td>
<td># of Facilities</td>
<td># of Spaces</td>
</tr>
<tr>
<td>Total Privately Owned</td>
<td>166</td>
<td>4,156</td>
</tr>
<tr>
<td>Containing Public Access Spaces</td>
<td>3</td>
<td>215(^{5})</td>
</tr>
<tr>
<td>Total Publicly Owned</td>
<td>26</td>
<td>1,373</td>
</tr>
<tr>
<td>Containing Public Access Spaces</td>
<td>14</td>
<td>859(^{6})</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>192</strong></td>
<td><strong>5,529</strong></td>
</tr>
</tbody>
</table>

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\(^{5}\) 102 additional spaces in 2 facilities are publicly available after 8PM

\(^{6}\) 281 additional spaces in 4 facilities are restricted dependent on time of day, but publicly available at other times
4 WEEKDAY PARKING UTILIZATION

This section documents and analyzes parking utilization counts for the entire study area, providing a snapshot of the time and location of parked cars for typical days. The survey team – consisting of City staff – conducted parking utilization counts on a weekday (Thursday, April 28, 2016) and weekend day (Saturday, April 30, 2016) during sixteen hours on each day. On Thursday, data collection began at 7 a.m. with the last loop beginning at 9 p.m. and concluding at 11 p.m. On Saturday the data collection periods were shifted forward 2 hours to ensure collection during higher activity times, beginning at 9 a.m. and concluding at 1 a.m.

Parking can be defined as being at optimal capacity when there is at least one empty space per block face or along a typical row of parking, ensuring customer access to businesses but also indicating a busy commercial environment. This typically equates to a target of 15% vacancy per block face and 5%-10% vacancy off-street. If any block or parking facility has less availability than the target, it is effectively at its functional capacity. Charts throughout the document provide a dashed line at this 10% vacancy point for reference.

Parking demand fluctuates over time, particularly in the active Dickson Street and Downtown Square areas of Fayetteville. In order to ensure that the data collection dates were representative of normal conditions, the City provided access to their revenue history. Figure 9 compares revenue from on- and off-street pay stations and event parking by week in the Entertainment District, showing that the week during which data collection took place was slightly above the annual average for parking revenue. Although individual lots and block faces may function differently during spring compared to other times of year, using data from April is a good representation of how the study area functions and represents a slightly conservative sample.

Figure 9 Weekly Parking Revenues7

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7 Source: City of Fayetteville, Utilization Revenue Comparison Analysis. Note: The collection schedule for Downtown Business District Meters is not regular enough to allow for a weekly comparison.
The study team considered the following in selecting dates for utilization:

- Avoiding major events (i.e. Bikes, Blues, and BBQ or an extremely large WAC event) that shut down streets in the Entertainment District
- Capturing demand from UA affiliates
- Weather
- Construction schedules which may significantly impact roadways
- Day of the week - Nelson\Nygaard has found that Thursdays represent a typically busy day with significant evening demand at restaurants and bars.

This section analyzes weekday temporal and spatial patterns and provides a sample of parking utilization of different facilities by type, ownership, and accessibility, followed by the same analysis for a weekend day. Utilization patterns are shown for both the primary study area as well as the Wilson Park study area.

Although this data is incredibly valuable in highlighting how parking in Fayetteville functions, it is equally valuable to understand how users perceive the system. The visitor who can't find the available spaces next door because they are hidden around the corner still feels a crunch in prime locations regardless of overall capacity. Utilization is just one piece of the puzzle; additional analysis of regulation, safety, signage, technology, and more will yield valuable additional insights.

**SPATIAL ANALYSIS OF PARKING UTILIZATION**

An important part of understanding how parking is managed in any city center is being able to see how various parking facilities and segments of on-street parking interact with each other throughout the course of a day. A chart of hourly utilization rates for one specific location is valuable, but seeing how that location behaves among others located nearby can reveal patterns and trends not evident in numbers alone. The lot which is completely full may be right around the corner from another lot that has plenty of availability at that same time.

To develop the spatial analysis, the parking utilization data collected during the parking counts was geo-coded to be displayed on a series of maps. The maps show the use of each parking facility by color-code, as explained below:

- **“Cool” light blue/blue** colors refer to 0-30%, 30-60%, and 60-80% utilization breaks. All are ranges at which on-street parking and off-street parking facilities are viewed as under-utilized. Any resource that consistently performs at this level, especially during peak-demand periods should be viewed as having excess capacity.
- **“Ideal” green** refers to blocks and facilities with 81% to 90% utilization and represent actively-used resources. The nearer utilization levels approach the high end of this range, the more efficiently they are being utilized and nearing functional capacity.
• “Warning” pink refers to utilization above 91% and is considered at functional capacity. While fully maximizing efficiency, the on-street parking or off-street facilities are full or near full, giving the impression of a lack of parking.
• “Critical” red denotes parking beyond the marked capacity (more than 100%), meaning that cars are double-parked or parked illegally. Resources that consistently perform at this level indicate that demand exceeds capacity.

PARKING UTILIZATION COUNTS PROCESS

City staff, working with Nelson\Nygaard’s parking data collection protocol, completed the counts on foot and by vehicle in five different “routes” throughout the study area. This approach proved to be the most efficient process to collect a vast amount of data within the targeted time periods. Additionally, the City now has data collection tools and trained staff to complete any future counts if needed.

Data Collection Notes

Working with the City, the team sought to collect a comprehensive data set that provides a snapshot of a typical day in the study area. However, there were some special events impacting parking supply on the days of data collection, including:

• On Thursday from 7 a.m. to 1 p.m., 165 spaces in the West Street Lot were unavailable due to school bus parking.
• The Farmers Market at the Downtown Square made 65 on-street spaces around the square unavailable during data collection periods on Thursday from 7 a.m. to 2 p.m. and on Saturday from 9 a.m. to 2 p.m. While vendors are able to park vehicles in these spaces, occupancy data was not collected.

Special events on these days included:

• Thursday, 4/28: Farmers’ Market 7 a.m. – 2 p.m.
• Thursday, 4/28: Malpaso Project at 8 p.m. at the Walton Arts Center (WAC)
• Saturday, 4/30: Farmers’ Market 7 a.m. – 2 p.m.
• Saturday, 4/30: Spring Artsy Craftsy at Town Center: 10:30 a.m.
• Saturday, 4/30: Dickson Street Pup Crawl 2 p.m. – 6 p.m.
• Saturday, 4/30: Symphony of Northwest Arkansas (SoNA) at 7:30 p.m. at WAC

Data collectors strive for accuracy in the field. However, normal fluctuations in the data collection process occasionally lead to missed counts on some facilities throughout the course of the collection span. Any missed facility is shown on the utilization maps in grey.

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8 Comprehensive data was not collected for six off-street facilities totaling 561 spaces (including the 498 space structure at The Academy at Frisco) and 10 on-street spaces, accounting for approximately 7% of inventory. This inventory has been removed from utilization count summaries.

9 Per Events Calendar provided by City
STUDY AREA PARKING UTILIZATION: WEEKDAY

WEEKDAY UTILIZATION: OVERALL KEY FINDINGS

- Over the total study area, parking is never more than 50% occupied. However, much of this unoccupied parking is privately owned and not currently open to the general public outside of customer parking.
- Even at peak occupancy, over 4,000 parking spaces of the total 9,070 are unused.
- However, in a two-minute walk area around the “core” of the Entertainment District, parking is nearly 70% full at the evening peak. Similarly, the parking within a two-minute walk of the downtown square is 66% occupied or unavailable during the daytime peak of 11 a.m.
- On-street parking is generally used at a slightly higher rate than off-street parking throughout the day.
- Some publicly owned facilities are highly utilized for the majority of the day, while others have availability.
- During the day, parking along the east side of Arkansas Avenue and W. Lafayette Street between Arkansas Avenue and N. Gregg Street is well-utilized and often over capacity. This is currently outside of the Downtown Business District and the Entertainment District boundaries.
- The most heavily utilized on-street spaces throughout the day can be found at the Downtown Square and the residential permit parking on Boles and Watson Streets, as well as on-street spaces close to the WAC on Dickson Street and School Avenue.
- Privately-owned garages and lots across the entire study area are generally more occupied compared to publicly-owned facilities, especially during the evening. This indicates that these facilities are a vital part of Fayetteville’s parking supply.
- Publicly-accessible off-street facilities have a comparable utilization rate to that of restricted-access garages and lots.
- Metered on-street parking on Mountain Street west of Block Avenue has availability throughout the day.
- 34% of publicly available spaces in the “core” of the downtown business district remain unoccupied during the mid-day peak.

WEEKDAY UTILIZATION: SPATIAL PATTERNS

- **Mid-day - 11 a.m. to 1 p.m. (Figure 10):**
  - Overall, less than 50% of all parking inventory is utilized throughout the study area
  - On-street and off-street utilization rates are comparable at 50% and 48% respectively.
  - Parking activity is concentrated primarily to the northwest, closest to the University as well as immediately surrounding the Downtown Square.
  - Ample parking is available in unrestricted and metered on-street spaces as well as in publicly-accessible municipal and privately owned off-street facilities.
- **Early Afternoon - 1 p.m. to 3 p.m. (Figure 11):**
  - The total parking inventory is about 40% occupied.
– Smaller restricted-access private off-street lots see more occupancy.
– While metered spaces on Center Street from East Avenue to College Avenue become full, almost all other on-street parking areas in the Downtown District continue to have open spaces.

• **Evening – 7 p.m. to 9 p.m. (Figure 12):**
  – The total parking inventory is about 30% occupied.
  – There are three clusters of high demand: around Dickson Street, near the Downtown Square, and in the northwest nearest the University
  – On-street parking is functionally full on many blocks of Dickson Street, Spring Street, and School Avenue where metering is in effect until 2 a.m. and in the Downtown Square area where metering ends at 6 p.m.
  – Off-street parking is busiest in the Entertainment District, especially the publicly accessible and restricted lots near Dickson Street between West and Block Avenues which are between 80 and 100% full.

• For additional time periods, please see Appendix A.
Figure 10 Parking Utilization – Thursday 11:00 a.m. – 1:00 p.m.
Figure 11 Parking Utilization – Thursday 1:00-3:00 p.m.
Figure 12 Parking Utilization – Thursday 7:00-9:00 p.m.
Utilization Patterns: Weekday

The series of charts on the following pages show parking utilization profiles throughout the day for different parking categories in Fayetteville.

**Detailed Utilization Charts**

Utilization charts reflect observed vacancies and occupancies (and unavailable spaces due to events or other conflicts). As noted earlier, 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 up to 10%.

The orange lines indicate “functional capacity” of parking, i.e. 90% utilized/10% vacancy, a recognized national standard of when a parking area is effectively full. Occupancy above this line represents a functionally full condition where the user perceives a lack of available parking.

**Overall Parking Utilization**

The peak period of parking activity in the study area is between 11 a.m. and 1 p.m. when parking is about 50% full (Figure 13). In the evening, parking activity drops to about 35% occupied as retail establishments and traditional 8-5 businesses close for the day.

**Figure 13 Overall Study Area Parking Utilization - Thursday, April 28, 2016**

![Parking Utilization Chart]

**Two-Minute “Core” Utilization**

During a weekday, peak utilization of the entire study area is between 11 a.m. and 1 p.m. At that time, the publicly available parking in a “core” two-minute walk boundary within the Entertainment District (about 830 spaces) is 36% occupied with another 20% of the spaces unavailable due to a recurring event conflict, leaving over 350 spaces available to the public (Figure 14). Publicly available parking in the “core” of the Downtown Business District (about 550 spaces) is 54% occupied with another 12% unavailable due to the farmers market, leaving almost 190 spaces available but not immediately adjacent to the market (Figure 15).

In the evening, the publicly available parking in “core” of the Entertainment District is 60% occupied, approximately 300 empty spaces—mostly in the Spring Street Deck. Evening publicly
available parking in “core” of the Downtown Business District is 27% occupied with over 350 spaces available. However, the publicly available parking in the “core” of the Entertainment District is 60% occupied, with only about 300 empty spaces—mostly in the Spring Street Deck.

Figure 14 Core Entertainment District Publicly-Available Parking Utilization

Figure 15 Core Downtown Business District Publicly-Available Parking Utilization
Figure 16 Weekday Peak Publicly-Available Parking Occupancies in the "Core" of the Entertainment and Business Districts: 11 a.m. – 1 p.m.

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

###/### indicates Occupied Spaces/Total Spaces

~2 min walk from Dickson St at School Ave

~2 min walk from Center St at East Ave
Figure 17 Evening Peak Publicly-Available Parking Occupancies in the "Core" of the Entertainment and Business Districts: 9 p.m. – 11 p.m.

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

###/### indicates Occupied Spaces/Total Spaces

~2 min walk from Dickson St at School Ave

~2 min walk from Center St at East Ave
On-Street vs. Off Street Utilization

Utilization rates for on-street and off-street parking manifest themselves differently over the course of the day, as shown in Figure 18 and Figure 19. On-street parking peaks in the midday and evening, while off-street activity peaks midday then steadily diminishes in the afternoon and evening. During the morning, on-street parking is never less than 25% occupied, while off-street parking is comparatively 20% occupied during the hours of 7 a.m. to 9 a.m.

It is important to note that these are aggregate numbers over the entire Fayetteville study area, with localized areas experiencing different use dynamics. Nevertheless, overall off-street parking drops under 35% utilization on a typical weekday evening, meaning there are almost 5,000 unused spaces in lots and garages after 5:00 p.m. Some of these spaces may not currently be available to the public, which is an inefficient use of valuable land in these busy areas.

Figure 18 On-Street Parking Utilization - Thursday

Figure 19 Off-Street Parking Utilization - Thursday
City-Owned vs. Non-City-Owned Off-Street Utilization

As shown in Figure 20 and Figure 21, City owned and privately owned garages and lots have sustained peak periods during business hours that drop off somewhat in the evening. The City-owned facilities are utilized at slightly higher rates than the privately owned facilities during the peak hours. Even during the peak periods, there are over 1,200 municipally owned spaces and over 2,600 privately owned spaces that are not being used. While City-owned see a larger drop in use during the evening, they continue to exhibit higher occupancy percentages than their counterparts.

City-owned facilities may not necessarily be available for use by the general public; some are limited to specific employee or other user groups. Overall, 1,250 City-owned off-street parking spaces go unused at peak.

Figure 20 Privately-Owned Off-Street Parking Utilization - Thursday

Figure 21 Publicly-Owned Off-Street Parking Utilization - Thursday
Publicly-Accessible vs. Restricted-Access Off-Street Utilization

Publicly-accessible parking is open to any driver, usually for a fee. A lot may be privately-owned and still open to the public.

The garages and lots that are available for public use are utilized at similar rates to the facilities where access is restricted during the peak period mid-day (see Figure 22 and Figure 23). During the peak period, there are approximately 1,000 publicly-accessible off-street parking spaces unoccupied. Both types of off-street parking have low utilization in the evening period for the study area overall, although the spatial analysis highlights areas that are functionally full. The public may perceive many of these spaces as inaccessible due to issues such as unclear or restricted regulations or walking environments.

Figure 22 Publicly Accessible Off-Street Parking Utilization - Thursday

![Figure 22](image)

Figure 23 Restricted Access Off-Street Parking Utilization - Thursday

![Figure 23](image)
Downtown Business District vs. Entertainment District Utilization

As with the study area as a whole, peak utilization in the Downtown Business District occurs around the noon hour. Evening activity drops more significantly after business hours. 65 spaces are unavailable until 2 p.m. due to the presence of the Farmers’ Market.

In the Entertainment District, peak periods occur around lunchtime as well as evening bar and restaurant demand. This portion of the study area maintains 35-45% occupancy throughout the weekday study time period, with approximately 2,200 observed unoccupied spaces at peak.
Figure 26 provides a comparison of the utilization of City-owned, open to the public spaces (approximately 30% of the supply in the Entertainment District), with utilization of privately owned and/or restricted spaces. Although not always apparent to the user, parking supply is managed by the City or private operators. This comparison shows that although there are about 2,000 unoccupied spaces at peak in the evening, at peak only 40% of publicly owned spaces are unoccupied.

**Figure 26 City Owned with Public Access v. Privately Owned and Restricted Parking Utilization - Entertainment District - Thursday**

![Utilization Chart]

**On-Street Meters**

Paid parking is another form of parking regulation that is meant to encourage turnover by pricing spaces relative to demand. Generally, City-operated paid spaces require a cash fee at meters directly adjacent to parking spaces from 8 a.m. to 6 p.m. Monday through Friday in the Downtown Business District, while pay stations located throughout the Entertainment District with multiple payment options govern spaces there from 2 p.m. to 2 a.m. seven days per week.

In the Downtown Business District, utilization of these spaces is 50% throughout the day until pricing ends. At 7:00 p.m., when there is no longer a fee to park in these spaces, utilization jumps to the highest it is throughout the day to approximately 60%. High utilization occurs in spaces along Center Street between Church Avenue and College Avenue. Mountain Street has availability west of Block Avenue at this peak time.

Use of metered spaces in the Entertainment District is high around mealtimes, although some spaces go unused throughout the day. Utilization peaks in the evening and many blocks are functionally full. However, many spaces go unused just outside the core of activity. The relationship of these utilization patterns to the location of Entertainment District restaurants and bars can be seen in Figure 29.
Figure 27 Downtown Business District On-Street Metered Parking - Thursday

Figure 28 Entertainment District On-Street Metered Parking - Thursday
Figure 29 Weekday Utilization Compared to Restaurant Location – Thursday 9:00 – 11:00 p.m.
WILSON PARK: WEEKDAY UTILIZATION

Full data collection was limited in the Wilson Park focus area to 9 a.m.-5 p.m. on Thursday, April 28, 2016. The peak utilization period occurred in the early afternoon from 1-3 p.m. with 48% of the parking inventory occupied. Of the approximately 530 on- and off-street parking spaces in the area, more than 275 spaces were available - mostly to the east and north in the park itself. Of particular interest is the high utilization of parking just east of the residential permit spaces on the westernmost block of Ila Street.

Figure 30  Wilson Park Overall Utilization – Thursday, April 28, 2016, 1:00-3:00 p.m.
5 WEEKEND PARKING UTILIZATION

Spatial Analysis: Weekend

Weekend occupancy data was collected in the main study area on Saturday, April 30, 2016 in two-hour time intervals from 9 am with the last loop beginning at 11 p.m. and ending at 1 a.m. In addition, a limited count was performed on Sunday near churches in the northeast corner of the study area. As explained in detail above, the following spatial analysis displays the utilization data geo-coded on a series of maps. The maps show the use of each parking facility by color-code, as explained below.

- **“Cool” light blue/blue** refers to 0-30%, 30-60%, and 60-80% utilization, points at which on-street blocks and off-street facilities are viewed as underutilized.
- **“Ideal” green** refers to blocks and facilities with 81% to 90% utilization and represent actively-used resources.
- **“Warning” pink** refers to utilization above 91% and is considered at functional capacity.
- **“Critical” red** denotes parking beyond the marked capacity (more than 100%).

STUDY AREA PARKING UTILIZATION: WEEKEND

**WEEKEND UTILIZATION: OVERALL KEY FINDINGS**

- Over the total study area, parking is never more than 40% occupied.
- Peak parking demand for the weekend is at night (9:00-11:00 p.m.) with a minor peak at midday. This trend is accentuated in the Entertainment District where the elevated use period lasts from 7:00 p.m. to 1:00 a.m.
- At the evening peak, parking is functionally full (over 90%) in the publicly available parking in the “core” of the Entertainment District, with some capacity in private parking.
- The peak demand in the Downtown Business District occurs between 11:00 a.m. and 1:00 p.m. (45%). Evening occupancy in this area is very low (less than 25%).
- Even at peak occupancy, there are almost 5,000 unused spaces throughout the study area.
- On-street parking use is very steady throughout the day but does not exceed 55% occupancy. Certain corridors such as Dickson Street and Center Street are heavily utilized, while others are nearly vacant.
- Off-street parking, including both publicly and privately owned assets, is never more than 40% full, regardless of the time of day.
- Publicly owned and available off-street parking in the Entertainment District approaches functionally full at the evening peak.
- The utilization in publicly-owned garages and lots increases in the late evening but does not exceed 50% occupied.
- On Sunday, demand in the northeast corner of the study area is extremely high on Highland Street and in the large surface lot behind Fayetteville First Baptist church. However, at this time over 400 spaces go unused within a short walk of this area.
**WEEKEND DEMAND: SPATIAL PATTERNS**

- **Mid-day - 11 a.m. to 1 p.m. (Figure 31):**
  - Overall, parking is 35% occupied.
  - The highest concentrations of parking activity are in the Downtown Business District focused on the areas surrounding the Downtown Square.
  - On-street parking on Center Street and some Dickson Street blocks is functionally full.
  - There are available spaces elsewhere in the system outside of these prime spaces.

- **Afternoon - 3 p.m. to 5 p.m. (Figure 32):**
  - Overall, parking is 30% full.
  - Parking activity is generally not concentrated during this time period.

- **Nighttime - 9 p.m. to 11 p.m. (Figure 33):**
  - Publicly available parking in the “core” of the Entertainment District is functionally full with at least 90% occupancy in the evening peak (9 p.m. to 11 p.m.).
  - Overall, parking is about 40% full at night, which is the peak time period on Saturday.
  - On-street parking around the Downtown Square and along Block Street is also approaching 90% of capacity which is functionally full.
  - Available spaces exist at this time in both City-owned and publicly-available parking outside of the Dickson Street core.
Figure 31 Parking Utilization – Saturday 11:00 a.m.-1:00 p.m.
Figure 32 Parking Utilization – Saturday 3:00-5:00 p.m.
Figure 33 Parking Utilization – Saturday 9:00-11:00 p.m.
Utilization Patterns: Weekend

As noted earlier, normal fluctuations in the data collection process occasionally lead to missed counts on some facilities during collection. Therefore, the total number of observed spaces in utilization charts may vary by time period up to 10%. The dashed line in each chart represents 90% of the total inventory during that time period. At this point, parking is “functionally full” with only one in every ten spaces available, causing users to feel like no parking is available.

Overall Parking Utilization

Parking activity on the weekend peaks in the late evening when visitors travel to the Downtown Square and Dickson Street areas for Fayetteville’s nightlife. However, even during this peak, parking utilization only reaches about 40% (at 9:00 p.m.), leaving approximately 5,000 empty spaces in the study area. Parking activity is the lowest in the late afternoon, when parking is only around 30% full. It is important to note that these are aggregate numbers over the entire study area including both publicly-available and restricted parking; demand varies from block to block.

Figure 34 Overall Study Area Parking Utilization – Saturday, April 30, 2016

Two-Minute “Core” Utilization

On Saturday, peak utilization occurs at 9 p.m. The two-minute-walk “cores” of the Entertainment District and Downtown Business District are very busy at this time, particularly the Entertainment District (Figure 37), which is functionally full, at 90% occupied. Parking in the “core” of the Downtown Business District is almost 90% occupied at its peak during a weekend farmers’ market at 11 am, and approximately 70% occupied at 9 p.m.

For the Entertainment District, this means that visitors must hunt for parking outside of a two-minute walk from Dickson Street near the Walton Arts Center. Although spare capacity is not a long walk away, this can be challenging for people with mobility issues or those who may not know that parking is just around the corner. In particular, tourists or infrequent visitors to downtown who are visiting the WAC or other restaurants struggle to find parking. These drivers often type a destination into a navigation system which points them to the parked-up front door, not nearby parking. Fayetteville’s topography compounds this issue, as the slope of Dickson Street and especially the streets north of Dickson act as a barrier to walking.
Figure 35 Core Entertainment District Publicly Available Utilization

Figure 36 Core Downtown Business District Publicly Available Utilization
Figure 37 Weekend Peak Publicly Available Parking Occupancies in the "Core" of the Entertainment and Business Districts: Saturday 9 p.m. – 11 p.m.

- ~2 min walk from Dickson St at School Ave
- ~2 min walk from Center St at East Ave
On-Street vs. Off Street Utilization

Like weekdays, on-street and off-street parking utilization exhibit different temporal behavior on Saturday, as shown in Figure 38 and Figure 39. On-street parking sees a high use rate during Farmers Market hours, then gradually diminishes before abruptly climbing again during dinner hours. The off-street supply sees a relatively flat utilization profile with a noticeable peak during the Saturday period of 9 p.m. to 11 p.m. It should be noted that off-street utilization does not exceed 40% while on-street utilization does not exceed 50% on Saturday, meaning there are never fewer than 5,000 empty parking spaces at any given time.

Figure 38 On-Street Parking Utilization - Saturday

Figure 39 Off-Street Parking Utilization - Saturday
Publicly Owned vs. Privately Owned Off-Street Utilization

Figure 40 and Figure 41 show that employees, resident, and visitors to Downtown Fayetteville are using privately and publicly owned off-street facilities on Saturdays at roughly equal rates. Both ownership types see roughly 600 more vehicles parked during the evening peak than during the time of lowest demand. The easily discernible peaks in the public facilities are concentrated along Center Street between Locust and College Avenues in the morning and within the Entertainment District in the evening.

**Figure 40 Publicly Owned Off-Street Parking Utilization - Saturday**

![Publicly Owned Off-Street Parking Utilization - Saturday](image)

**Figure 41 Privately Owned Off-Street Parking Utilization - Saturday**

![Privately Owned Off-Street Parking Utilization - Saturday](image)
Publicly-Accessible vs. Restricted-Access Off-Street Utilization

As opposed to Thursday trends, restricted-access facilities see little variation in occupancy and lower utilization on Saturday than those that are publicly-accessible. During the evening peak, the garages and lots that are available for public use are utilized at a much higher rate (over 50% occupied) than the facilities where access is restricted (about 30% occupancy). Despite increased use during peak periods, over 1,000 publicly-accessible off-street parking spaces remain unused at all times.

Figure 42 Publicly Accessible Off-Street Parking Utilization - Saturday

Figure 43 Restricted Access Off-Street Parking Utilization - Saturday
**Downtown Business District vs. Entertainment District Utilization**

On Saturdays, parking utilization in the two districts has an inverse relationship. As was the case during the week, peak utilization in the Downtown Business District occurs around the noon hour due to the Farmers Market held on the Downtown Square. There is a small uptick in activity at 9 p.m., likely due to Entertainment District spillover and some demand from Block Street bars and restaurants.

![Figure 44 Downtown Business District Parking Utilization - Saturday](image)

In the Entertainment District, occupancy grows throughout the day, peaking in the late evening. Some Farmers Market spillover is noted at midday, but before 7 p.m., there are consistently almost 3,000 unoccupied spaces.

![Figure 45 Entertainment District Parking Utilization – Saturday](image)
Figure 46 provides a comparison of the utilization of publicly owned, open to the public spaces with utilization of privately owned and/or restricted spaces. In the evening, publicly owned parking is quite busy, with approximately 75% of spaces utilized, which is close to functionally full.

Looking more specifically at these publicly owned spaces reveals that at peak on a weekend, the observed publicly owned off-street facilities approach functionally full, while capacity remains on-street (Figure 47). On-street parking spaces can be less intuitive to the user hunting for long-term parking and thus be overlooked. This parking demand profile can lead to scenarios where users hunting for parking can’t find a space and become frustrated. If the on-street capacity is not easy and intuitive to find, frustrated users may simply leave.
Some privately owned lots are open to the public in the Entertainment District, particularly on weekends. Figure 48 shows that these lots provide some relief to the system, with 375 spaces unoccupied at peak.

**Figure 48 Publicly Accessible Off-Street Spaces in the Entertainment District, Saturday**

<table>
<thead>
<tr>
<th>Time</th>
<th>Occupied</th>
<th>Vacant</th>
</tr>
</thead>
<tbody>
<tr>
<td>9AM</td>
<td>1057</td>
<td>232</td>
</tr>
<tr>
<td>11AM</td>
<td>908</td>
<td>380</td>
</tr>
<tr>
<td>1PM</td>
<td>927</td>
<td>362</td>
</tr>
<tr>
<td>3PM</td>
<td>921</td>
<td>368</td>
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<tr>
<td>5PM</td>
<td>834</td>
<td>455</td>
</tr>
<tr>
<td>7PM</td>
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<td>797</td>
</tr>
<tr>
<td>9PM</td>
<td>376</td>
<td>912</td>
</tr>
<tr>
<td>11PM</td>
<td>645</td>
<td>682</td>
</tr>
</tbody>
</table>

**On-Street Meters**

Utilization of metered spaces is higher, reaching capacity, in the morning in the Downtown Business District. This reflects activity from the Farmers’ Market. Throughout the rest of the day, there are over 70 unused metered spaces at any given time in the Downtown Business District. There is a slight increase in use of these spaces after 7:00 p.m.

In contrast, use of metered spaces in the Entertainment District is highest in the evening. Utilization peaks at 7:00 p.m. when 70 spaces go unused. Interestingly, utilization of these spaces is consistent before and after the 1:00 p.m. data collection time when these spaces become priced. When the price goes up at 5:00 p.m., these spaces remain well-utilized despite the price increase, as many are front-door, prime spaces. In fact, the peak demand for this type of space occurs at 7:00 p.m. Nonetheless, even at peak time, approximately 30% of spaces are unused, and the majority of these are west of West Avenue or north of Dickson Street – one or two blocks away from the center of activity.
Figure 49 Downtown Business District On-Street Metered Parking - Saturday

Figure 50 Entertainment District On-Street Metered Parking - Saturday
WILSON PARK: WEEKEND UTILIZATION

Full data collection occurred in the Wilson Park focus area from 11:00 a.m.-1:00 p.m. on Saturday, April 30, 2016 with roughly half of the parking assets surveyed again from 1:00-3:00 p.m. The utilization of this focus area’s parking inventory was about 30% all day. The only well-used facility during the Saturday data collection period is the off-street lot associated with the University of Arkansas’ Kappa Delta house.

Figure 51 Wilson Park Overall Utilization – Saturday, April 30, 2016, 11:00 a.m.-1:00 p.m.
SUNDAY DATA COLLECTION

To supplement the Saturday counts, the City conducted some Sunday spot checks in the northeast corner of the study area. In particular, these counts sought to capture demand during peak church hours.

These counts revealed that at peak time, there are over 450 spaces available. However, the lot behind Fayetteville Baptist Church is over capacity, as are streets right outside on Highland Avenue. In contrast, surrounding lots have significant amounts of unoccupied spaces that may not be accessible to the public.

Figure 52 Sunday Parking Utilization - Focus Area
Figure 53 Sunday Parking Utilization – 10:00 a.m.
WHAT IS PARKING MANAGEMENT?

At the heart of a safe and welcoming central business district should be a well-managed parking system where parking spaces are easy to find, priced according to need, and complimented by programs and features that foster easy walking, shopping, dining and working. The tools of an effective parking management program start with well-placed and convenient parking spaces, legible and intuitive regulations, carefully-calibrated pricing that reflects the value users place on convenience, streamlined payment technologies, and an efficient and friendly system of enforcement. When these tools are well-managed, the experience of parking becomes positive as customers perceive that it is available, comfortable and convenient.

This memorandum documents how current parking management practices affect the experience of parking in central Fayetteville. At the busiest time of the day (11:00 a.m. on Thursday), about half of the total parking spaces are occupied, and there are unused spaces in both the Downtown District and the Entertainment District. We will seek to answer whether the other half of parking spaces are truly available: as in, how are they regulated and enforced? What information exists to find those spaces? Can the general public use them, and if so, when?

Parking is also about what people do after they park, particularly as every person who parks a car becomes a pedestrian on the way to their destination. Critical to this is the degree to which parking supply is integrated with Fayetteville's overall transportation network and variety of destinations. With free rides for the public on Razorback Transit and several high-quality bicycle trails, Fayetteville offers more than just driving and parking. How are these multimodal options integrated into Fayetteville’s street, sidewalk, and parking system? How well do the multimodal options connect to major destinations? And how does this affect parking demand? Parking management is explored in this memorandum under the following headers:

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<td>What Is Parking Management? .................................................................</td>
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<td>Technology and Payment Systems ..........................................................</td>
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<td>Enforcement ............................................................................................</td>
</tr>
<tr>
<td>Governance ............................................................................................</td>
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<td>Signage and Information ........................................................................</td>
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<td>Multimodal Connections ........................................................................</td>
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<td>Zoning Review .......................................................................................</td>
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<td>Parking Provision ..................................................................................</td>
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<td>Parking Provision Best Practices ..........................................................</td>
</tr>
<tr>
<td>Best Practice Summary ...........................................................................</td>
</tr>
</tbody>
</table>
PRICE AND TIME LIMITS

KEY FINDINGS

- Entertainment District prices are designed to create availability in the Entertainment District in the afternoon and evening by charging a higher price at metered spaces in the later hours of the day. Pricing spaces is typically meant to encourage drivers to buy only the amount of time they need at a given space, thus encouraging availability at prime front-door spaces.

- The daytime span of the Downtown Business District pricing reflects heavier demand during working hours and lower evening and weekend demand.

- Fayetteville’s Downtown District includes a greater mix of rates and time-limits – including free parking on weekends – than the Entertainment District, likely in response to a greater mix of users.

- There are five privately-owned facilities where the public may pay to park in the Entertainment District.

- Several off-street facilities, such as churches, provide informal free parking during the week. This parking is not clearly marked, so is only available to those who know about it.

- The all-day off-street parking rates in the Downtown Business District are 50% or less compared to the Entertainment District.

- At any given time, there are many spaces in the entire study area that are open for permit holders at a great discount over regular hourly prices. Most of these facilities are only 60% occupied at peak, although some in the core areas of demand can reach maximum capacity at peak times.

- For those who hold City-issued permits or coupons, the maximum parking price in both the Downtown Business District and Entertainment District is $0.30 per hour (Annual Parking Permit, Municipal Parking Monthly Permit). An Entertainment District employee working from 5:00 pm to 1:00 am would pay approximately $0.50 per day (90% of the $5 all day option).

- By Ordinance, the City of Fayetteville has the ability to implement special event parking rates when the Walton Arts Center is host to shows of a certain size. Event parking requires customers to carry cash to pay the $5.00 fee, and it is not always obvious to consumers when event parking might be in effect before they arrive in the Entertainment District.

- Event parking is more common at the West Lot than the Spring Street Deck. On average, weekly West Lot event parking income is $15.00 per space, while the Deck is closer to $7.00. The customer entry fee during event parking periods is $5 per vehicle.

Parking Districts

The City of Fayetteville manages parking pricing and time-limits via two distinct areas: the Entertainment District parking zone and the Downtown Business District parking zone (Figure 1). The City established these zones to manage pricing and time regulations based on the respective nature of activity in each of these zones.
Entertainment District

The Entertainment District, also known on wayfinding signage as the Dickson Street District, is located north of downtown and just east of the University of Arkansas. Destinations within the district include the Walton Arts Center and the majority of the shops, restaurant, bars, and entertainment venues lining Dickson Street.

Parking facilities in the Entertainment District parking zone, also known as the Dickson Street Area, includes on-street spaces of varying regulations and permit structures, public and privately-owned publicly-accessible off-street facilities, and off-street lots that are restricted from public use.

Downtown Business District

The Downtown Business District, also known as the Square Area, is immediately southeast of the Entertainment District and comprises the commercial and employment area surrounding the greater Downtown Square. Destinations within this district include:

- Fayetteville Farmer’s Market (on Tuesdays, Thursdays, and Saturdays)
- The Historic Square and Gardens
- Shops and restaurants lining Block Avenue, Center Street, and Mountain Street
- Lights of the Ozarks
- Fayetteville Visitors Center
- Fayetteville Town Center
- Fayetteville Public Library
- Federal Building
- Washington County Courthouse
- City Hall

Parking within the Downtown District comprises various types of facilities including on-street parking, City-owned parking decks and lots, privately-owned publically-accessible off-street facilities, and private and publicly-owned facilities that are restricted from general public access.
Figure 1: Entertainment District and Downtown Business District
On-Street Regulations

This section reviews on-street parking regulations only. Additional information on off-street parking facilities is in the following section. Regulations listed below and off-street regulations listed on subsequent pages are those that were in-effect at the time of manual data collection in Fayetteville (April 28-30, 2016).

While a majority of the on-street parking in the study area is available for use by any member of the public (80%), there are on-street spaces which require permits, as well as University-only spaces and spaces reserved for municipal use. As there is no charge associated with residential permit parking, only 42% of on-street parking is priced. An even smaller percentage of on-street parking is time-limited (30%).

Figure 2 On-Street Parking Rates and 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>Police Parking Only</td>
<td>14</td>
<td>1%</td>
</tr>
<tr>
<td>$0.15/Hour, long-term parking</td>
<td>15</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><strong>Total</strong></td>
<td><strong>1,274</strong></td>
<td></td>
</tr>
</tbody>
</table>

Entertainment District

Parkers are required to pay for parking at metered spaces in the Entertainment District between the hours of 2:00 p.m. and 2:00 a.m. every day. The time spans and price of priced on-street parking within this District are as follows:

- **Weekday Price and Time Spans – On-Street**
  - $0.50 per hour from 2:00 p.m. to 5:00 p.m., no time-limits
  - $1.00 per hour from 5:00 p.m. to 2:00 a.m., no time-limits
  - Free and no time-limit from 2:00 a.m. to 2:00 p.m.

- **Weekend Price and Time Spans– On-Street**
- $0.50 per hour from 2:00 p.m. to 6:00 p.m., no time-limits
- $1.00 per hour from 6:00 p.m. to 2:00 a.m., no time-limits
- Free and no time-limit from 2:00 a.m. to 2:00 p.m.

The current pricing structure is designed to create availability in the Entertainment District in the afternoon and evening by charging a higher price at metered spaces in the later hours of the day. Rates are generally similar on weekdays and weekends, with the exception of the hour at which the price increases during the day; it is priced at the higher rate an hour earlier on weekdays (5 p.m.) than on weekends (6 p.m.).
Figure 3  Parking Inventory and Regulations
Within this district, parkers have a location choice; they can park for free outside the metered area (on-street spaces on Highland and Mock Avenues, Lafayette and Mt. Nord Streets) and farther from the core of activity, or they can pay the higher price per hour to park closer to their destination. Similarly, the time-of-day price change reflects increased evening activity; as the bars and restaurants along Dickson Street become more active, the parking associated with these destinations is in higher demand. This trend is pronounced on Saturdays as seen in Figure 4.

**Figure 4  Saturday Metered On-Street Parking (Entertainment District)**

- NOTE: the total number of observed spaces may vary by time period up to 10% due to data collection error.
Downtown Business District

Fayetteville’s Downtown includes a greater mix of rates and time-limits than the Entertainment District. On-street parking in this District is regulated as follows (see Figure 3):

**Weekday Price and Time Spans**
- Free 2-hour time-limited parking (predominantly surrounding the Downtown Square)
- $0.25 per hour for up to 2 hours 8:00 a.m. – 6:00 p.m.
- $0.15 cents per hour for parking in metered, long-term spaces off-street, on Church Avenue, and on Center Street
- From 6:00 p.m. to 8:00 a.m., all metered spaces are free and without time-limits
- Some loading zones that are striped on the street but allow unregulated parking from 5:00 p.m. – 7:00 a.m. (Figure 5)

**Weekend Price and Time Spans**
- Free and without time-limits at all spaces at all times
- Some loading zones that are striped on the street but allow unregulated parking from 5:00 p.m. – 7:00 a.m.

**Figure 5 Striped Loading Zones on Block Street**

**Figure 6 Weekday Metered On-Street Parking (Downtown District)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Occupied</th>
<th>Vacant</th>
</tr>
</thead>
<tbody>
<tr>
<td>7AM</td>
<td>214</td>
<td>29</td>
</tr>
<tr>
<td>9AM</td>
<td>165</td>
<td>78</td>
</tr>
<tr>
<td>11AM</td>
<td>126</td>
<td>117</td>
</tr>
<tr>
<td>1PM</td>
<td>136</td>
<td>107</td>
</tr>
<tr>
<td>3PM</td>
<td>133</td>
<td>107</td>
</tr>
<tr>
<td>5PM</td>
<td>156</td>
<td>87</td>
</tr>
<tr>
<td>7PM</td>
<td>100</td>
<td>143</td>
</tr>
<tr>
<td>9PM</td>
<td>168</td>
<td>71</td>
</tr>
</tbody>
</table>

NOTE: The total number of observed spaces may vary by time period up to 10% due to data collection error.

1 Image Source: Google Streetview
The Downtown Business District pricing reflects its heavier daytime demand, during working hours, and its lower evening and weekend demand. A variety of time limits aim to give visitors options between short-term higher-turnover parking spots and a cheaper price for a longer stay. Time-limits, while intended to encourage turnover in order to free up spaces for potential new customers, unfortunately also tell already-visiting customers that they have to leave. In contrast, correctly managed pricing can reflect the value of parking and allow customers to pay for the length of stay they want without fear of a ticket. Metered spaces do not experience high use during the weekday (Figure 6), but do see a spike in activity during the evening after pricing regulations expire.

**Off-Street Regulations**

Off-street parking includes all public and private parking in garages and surface lots in the study area. There are 198 off-street parking facilities in the study area. **Publicly-Owned Garages and Lots** are owned by the City of Fayetteville, Washington County, and the United States Government, but not all are available for public use. Some of these facilities provide a mix of public, resident permit, and customer parking while others – such as the Washington County courthouse – do not make their supply available to the public. **Privately-Owned Garages and Lots** are owned by private landowners or private institutions. Some of this parking supply is available for public use for a fee. However, most is restricted to residents or reserved for employees and/or customers.

**Entertainment District Off Street Facilities**

**City-Owned Off-Street Facilities**

For City-owned facilities within the Entertainment District, the same rates and time spans apply as they do for public on-street parking, including the flat fee, all-day rate option. There are long-term options for parking, which the next section covers in detail. Paid parking in the Entertainment District operates 7 days a week unless the mayor designates a free parking day or days. The off-street pricing structure in this District is as follows:

**Weekday Price and Time Spans**

- $0.50 per hour from 2:00 pm to 5:00 pm, no time-limits
- $1.00 per hour from 5:00 pm to 2:00 am, no time-limits
- Free and no time-limits from 2:00 a.m. to 2:00 pm
- An “all day option” for a flat fee of $5.00 in publicly owned facilities such as West Lot and Spring Street Deck
- On designated event nights, one can only park for a flat $5.00 fee in a limited number of facilities (no hourly option available during event times). This is detailed further on p. 18

**Weekend Price and Time Spans**

- $0.50 per hour from 2:00 pm to 6:00 p.m., no time-limits
- $1.00 per hour from 6:00 pm to 2:00 a.m., no time-limits
- Free and no time-limits from 2:00 a.m. to 2:00 pm
- An “all day option” for a flat fee of $5.00 in the West Lot and Spring Street Deck
- On designated event nights, one can only park for a flat $5.00 fee in a limited number of facilities (no hourly option available during event times). This is detailed further on p. 18
Privately-Owned Publicly-Accessible Off Street Facilities

Most of Fayetteville’s privately-owned publicly-accessible parking facilities are located in the Entertainment District (Figure 7). Many of these facilities charge a fee to motorists on an hourly or per-use basis and do not sell monthly or annual permits.

### Figure 7  Entertainment District Paid Private Facilities Open to the Public

<table>
<thead>
<tr>
<th>Facility Name</th>
<th>Inventory (Total)</th>
<th>Facility Location</th>
<th>Transient Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>UA Lot 53</td>
<td>63</td>
<td>West Ave</td>
<td>After 5:00 p.m. on weekdays, Lot 53 rates are the exact same as City facilities in Entertainment District facilities.</td>
</tr>
<tr>
<td>Lot 70 (Dickson Street Improvement District)</td>
<td>55</td>
<td>Gregg Ave</td>
<td>$0.50 per hour, 24 hours a day, 7 days a week,</td>
</tr>
<tr>
<td>Fayetteville Depot</td>
<td>156 (some spaces restricted at certain times of day)</td>
<td>548 W Dickson Street</td>
<td>$1.00 per hour (24/7 Sunday to Tuesday, 4:00 a.m. to 5:00 p.m. Wednesday to Saturday)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$2.00 per hour (5:00 p.m. to 4:00 a.m. Wednesday to Saturday)</td>
</tr>
<tr>
<td>Underwood Plaza/The Dickson</td>
<td>267</td>
<td>609-611 W Dickson Street</td>
<td>$2.00 per hour; Daily Maximum of $5.00 after three hours</td>
</tr>
<tr>
<td>Bakery Building</td>
<td>33</td>
<td>Locust Street behind Dickson Street Inn</td>
<td>$2.00 per hour (Evenings, 6:00 p.m. to 6:00 a.m., 7 Days a Week)</td>
</tr>
</tbody>
</table>

*At the time of data collection. These lots are now permit-only lots.

Some segments of these private facilities are reserved for customers of an adjacent building during business hours but are then open to the general public outside of business hours. Regulations and payment directions are conveyed in a variety of signs prioritizing different pieces of information at each facility, which can lead to confusion for motorists looking for a parking space in the district.

### Figure 8  Mixed Regulations at Privately-Owned Facilities

In addition to these private facilities, some facilities provide informal public parking during the week. In particular, staff noted that Central Methodist Church owns two lots and a deck, totaling over 350 spaces. These spaces are indicated on Razorback Transit’s route maps as a
“Park and Ride” (Figure 27, p. 37) but are not formally marked on the ground. Drivers may also be able to park at certain buildings such as the lot outside of Wasabi Restaurant, which has become a privately-owned pay lot. There are no signs noting that this parking is available, thus it is not formally part of the public supply. However, those who feel comfortable using these spots may do so.2

**Downtown Business District Off Street Facilities**

*City-Owned Off Street Facilities*

The off-street facilities which are owned and managed by the City in the Downtown Business District charge monthly or a flat daily rate upon entry on all weekdays. They are:

- $4.00 for the Town Center Parking Deck
- $4.00 for entry to the 1st level of the Municipal Parking Deck
- $50.00 monthly permits for the 2nd level of the Municipal Parking Deck
- $3.00 for entry to the 3rd level of the Municipal Parking Deck
- $0.15 cents per hour for parking in metered, long-term off-street spaces
- $0.25 cents per hour for parking in metered, off-street spaces.

The all-day off-street parking rates in the Downtown Business District are one to two dollars less than in the Entertainment District.

*Privately-Owned Publicly-Accessible Off Street Facilities*

There is only one privately-owned parking facility open to public use in the Downtown District. This facility, located at 16-20 E. Mountain Street, does not charge for parking.

In addition to these private facilities, some facilities provide informal public parking during the week. In particular, staff noted that the St. Paul’s Episcopal Church parking (about 60 spaces), Center St. Church of Christ (about 70 spaces), and the Washington County Courthouse (just outside the study area, approximately 307 spaces) parking is available to the public. However, like the Methodist Church Parking in the Entertainment District, the lack of formal designation means that only those in the know will use these facilities.

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2 At the time of inventory (Spring/Summer 2016), the Methodist Church also had ongoing shared parking agreements with nearby residences, a best practice in efficient parking use.
Permit and Discount Parking Programs

The Fayetteville Parking Management division offers a variety of permits and coupon discounts for regular parkers in the heart of Fayetteville. The details of those are as follows:

Entertainment District

- **Annual Parking Permit**: In the Entertainment District, any member of the **public** may purchase an annual permit in the District for $600. These permits are not valid for residential permit spaces, but are valid anywhere else in the Entertainment District paid spaces. If a permit holder parked for 8 hours a day during business days, this is approximately **$0.30 per hour**.\(^3\)

- **Residential Parking**: A **resident** is allowed a permit via a windshield permit plus a “guest pass” hangtag. Residents are permitted to park within one of two sub-areas within the Entertainment District, depending on their address. The dividing line between the two sub-areas is Dickson Street. Residential parking spaces are physically identified and numbered on the street. Similar to paid parking in the Entertainment District, permits are required from 2:00 p.m. to 2:00 a.m., 7 days a week. Enforcement starts at 10:00 am by City ordinance. These permits are **free of charge**.

- **Employee Parking Discount**: Employees of businesses operating within the district are eligible for a coupon code. These coupon codes, also called “cards,” apply to “certain paid parking spaces” and may be discounted by up to 90% of normal parking rates (Figure 9). Full-time employees can receive up to 22 coupons per month, while part-time employees get a maximum of 11. With this coupon code, employees pay approximately **$0.06 to $0.08 per hour**.\(^4\)

- **Additional coupon programs**: Employers and other entities may purchase coupons or enroll in a coupon program linked to designated spaces at the discretion of the Parking Management office.

---

\(^3\) Assumes parking 260 days/year for 8 hours/day.

\(^4\) Assumes discounts on either $5/day or $0.50 and $1/hour rates. Employees who park during unpaid time receive an even deeper discount.
Figure 9 Employee Discount Coupon Parking
Downtown Business District

In the Downtown Business District, the following permits are available and open to anyone:

- **Hangtag Permits**: A hangtag permit for long-term (10 hour, red-top) parking meters for $90.00 per annual quarter (3 months). This is approximately **$0.17 per hour**.\(^5\)

- **Gated Lot Permit**: A permit to access gated lots for $90.00 per annual quarter. This is approximately **$0.17 per hour**.\(^6\)

- **Municipal Parking Monthly Permit and Town Center Deck Monthly Permit**: A parking card permit providing access to either the Municipal Parking Deck’s 2nd level or the Town Center Parking Deck for $150.00 per annual quarter. This is approximately **$0.30 per hour**.\(^7\)

- **Town Center Parking Deck Coupon Code**: A coupon code for entering the Town Center Parking Deck, set at $4.00 per single entry, or $133.00 per 100 entries. The Town Center does not purchase these codes from the City, but does distribute them. Converted to hourly rates, this is either **$0.50 per hour (for a single-entry pass)** or **$0.16 per hour (for a 100 entry pass)**.\(^8\)

**Permit and Coupon Prices**

Figure 10 provides a comparison between permit types, prices, and facility utilization. Overall, these permits make parking relatively cheap in Fayetteville compared to hourly rates for the public. Those that are priced higher are ostensibly more valuable to the user, while those that are cheaper or free should be less valuable. The cheaper permits provide access to surface lots, while the more expensive permits allow access to structured parking or on-street spaces. At any given time, there are a total of over 2,000 spaces that are accessible for a variety of permit holders at a great discount over regular prices. Holding a permit does not grant one access to all of these spaces, but not holding a permit limits access to these spaces either by price, time, or both. Facilities open to permit holders generally have at least 40% unoccupied spaces at the daytime and evening peak, meaning that permit holders can likely always find a space.

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\(^5\) Assumes parking 260 days/year for 8 hours/day.

\(^6\) See footnote 2

\(^7\) See footnote 2

\(^8\) Assumes parking 8 hours/entry
Figure 10  Permit and Coupon Prices, Access, Utilization and Revenue

<table>
<thead>
<tr>
<th>Permit</th>
<th>Access</th>
<th>Price Per Hour</th>
<th>Total Spaces Accessible to Holder</th>
<th>Peak Weekday Utilization (11 am)</th>
<th>Evening Weekday Utilization (9pm)</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 On-Street Paid Spaces</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 Permit10</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>125</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>
<td></td>
</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 and 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>

9 2015 Permit revenue information provided by COF.
10 On August 1st, 77 spaces in Lot 7 (D lot) are being converted to permit parking only. Folks with parking cards are being switched to hang-tags so they can park in Lot 7 or any red top meters. Note that we are not putting meters in Lot 7.
Event Parking

Working with the Walton Arts Center (WAC), the Parking Management division can switch to an “Event Parking” system to process a large volume of vehicles within a short period of time. This has recently been piloted for U of A football games as well, with a shuttle taking people to the stadium.

The WAC has a tentative schedule of all shows that are expected to reach the 600 ticket sales necessary for event parking to be in place. The City schedules staff based on this schedule, as well as up to 3 additional shows per year. The specifics of Event Parking are below:

- **Rate**: $5, flat fee. Vehicles that are already parked at the time when event parking management begins can pre-pay for parking at the normal rate.
- **Payment Method**: Cash only, paid on the way into parking. This is to avoid long lines at kiosks.
- **Locations**: If the show has sold more than 600 tickets, Event Parking is in the West Avenue lot. If the show has sold more than 850 tickets, event parking is provided in the Spring Street Deck and West Avenue Lot (525 spaces in total)
- **Parking Attendant Staffing**: 5-10 individuals
- **Timespan**: Event parking begins 2 to 3 hours prior to the start time of the event.
- **Wayfinding and Availability Indicators**: In the past, the City has used a mascot (Rooty the Recycling Pig) to direct traffic to the Spring Street Deck. The City also uses a sandwich board directing traffic to event parking locations. PEOs use walkie-talkies to communicate with one another and help to direct traffic to empty spaces.

Event parking is more popular at the West Lot than the Spring Street Deck. On average, weekly West Lot event parking income is $15.00 per space, while the Deck is closer to $7.00. Figure 11 shows a comparison of revenue per space in each facility. Parkers buy fewer spaces in the Spring Street Deck than the West Lot, likely because the West Lot is more convenient and visible but priced at the same rate.

**Figure 11**  Event Sales Comparison per Space for West Lot and Spring Street Deck 2016

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11 Source: Revenue and Utilization Information from COF, as of June 3, 2016
TECHNOLOGY AND PAYMENT SYSTEMS

KEY FINDINGS

- Technology varies throughout the study area
- Kiosks in the Entertainment District accept coins, certain monetary bills, credit cards, and pay-by-phone
- Coin-operated meters in the Downtown accept quarters, nickels, and dimes. Traditional, mechanical, coin-operated meters are no longer fully supportive of 21st-century consumer expectations
- Kiosks are pay-by-space, requiring users to enter additional numbers on a keypad.
- Pay-by-phone is available in the Entertainment District

Today, there are multiple ways to pay for parking in Fayetteville and multiple technologies depending on the type, location and ownership of parking. Paid on- and off-street parking in the Entertainment District (roughly half the on-street supply) is predominantly managed by parking kiosks, whereas on-street metered spaces in the Downtown District are exclusively mechanical meters (Figure 13). All spaces controlled by kiosk also accept mobile payments whereas the single-head mechanical meter spaces in Downtown do not. Other City-owned lots and garages use a combination of gate arms that respond to proximity cards or require in-person payment and coin-operated meters for payment.

**Figure 12 City On-Street Spaces by Payment Machine Type**

<table>
<thead>
<tr>
<th>Payment Machine Type</th>
<th>Total On-Street Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-Space Kiosk</td>
<td>250</td>
</tr>
<tr>
<td>Single-Space Meter</td>
<td>283</td>
</tr>
<tr>
<td>Grand Total</td>
<td>533</td>
</tr>
</tbody>
</table>

With a parking system built out over time and with different ownership structures, it is very easy to end up with a wide variety of payment technologies, but this outcome can result in confusion to parking users. The challenge is how to integrate these different technologies into a comprehensive and legible whole in a way that doesn’t leave the user stranded in the rain hunting for change or trying to interpret rules on a kiosk. The overall integration of different technologies impacts the perception of the entire system. Even if fees are not high, a frustrating payment experience can incent customers and visitors to leave the area and spend their money elsewhere where parking is more convenient. The subsequent review provides further detail on Fayetteville’s meter, kiosk, and mobile phone technology and payment systems.
Gated Parking Facilities

Gated facilities in Fayetteville work off of either a proximity card or a combination of cards and in-person payments. The following provides a summary by gated facility:

- **Municipal Parking Deck:** The Chancellor Hotel has full control over payment in Levels 1 and 3 of the municipal parking deck. Level 1 is reserved for hotel guests while Level 3 can be made available to the public for $3.00 required upon entry. Patrons can purchase a Municipal Parking Deck permit and access Level 2 with a proximity card.

- **Town Center Parking Deck:** Town Center Parking Deck allows visitors and downtown employees to park at any time for a $4 entry fee. A discount coupon code may also be purchased in advance. A parking card can be purchased for a monthly fee for unlimited entry into the deck.

- **Lots 5 and 7:** These two lots are gated, with access via proximity card only (Gated Lot Permit) until Fridays at 4:30 p.m. Parking Management controls whether the gates are raised or lowered.\(^{12}\)

Currently, the gate technology does not provide any data on occupancy in real-time.

Meters

The traditional coin-operated parking meter, which uses a single point of sale to apply to a specific on-street space, is the predominant technology used throughout downtown’s on-street supply and in many of the city-owned publically-accessible off-street facilities.

The City uses Duncan brand meters in this area which accept nickels, dimes, and quarters. Depending on the location and regulation, one quarter can cover 60 minutes of parking (on-street, “short-term” meters) to 100 minutes of parking (“long-term” meters). The time purchased is displayed prominently within the meter head. As posted on meters, the City does not offer refunds for payments in broken meters and can ticket for parking in a space with a non-functional meter.

Figure 13    Existing Single-Space Parking Meters in Downtown Fayetteville

\(^{12}\) Lot 7 is no longer gated as of August 2016. For consistency with other report documents, all inventory is reported as a “snapshot in time” and this information was recorded before this change.
Although the meter is convenient to the vehicle, intuitive to most people, and conveys basic information on the time-limits and cost of parking at the space it serves, traditional, mechanical, coin-operated meters are no longer fully supportive of 21st-century consumer expectations. These single-head meters especially do not accept any form of payment other than coins, forcing those that need to extend their stay to find coins and feed the meter.

Additionally, in some instances, single-space meters take up excessive sidewalk space and obstruct sidewalk access especially for those in wheelchairs, as shown in Figure 14 along South Church Street:

**Figure 14** Single-Space Meters Causing Obstruction on Church Street
Kiosks

Kiosks in the Entertainment District are relatively new “pay by space” LUKE pay stations by T2 Systems (formerly Digital) that provide several modern conveniences in comparison to coin-operated mechanical meters. The City phased in the kiosks along with other streetscape improvements to the Dickson Street area and the greater Entertainment District Parking Zone. For parking where payment is made at a kiosk, the user must enter the parking space number on the machine’s keypad. Parking space numbers are located on the asphalt or curb next to the space. There is a level of convenience since the user does not need to return to the parked car to display any proof of payment.

Payment options are somewhat restrictive: pay stations only accept bills less than $5.00, coins, or credit cards. This requires users to have change, small bills or use a credit card. Moreover, kiosks do not give change, which means cash users will likely spend time trying to find exact change, an inconvenience in an age of growing digital pre-payment for parking.

Figure 15  Point of Sale for Parking Kiosks in the Entertainment District
Mobile

Another option for people parking within the Entertainment District is the ability to pay for parking with their mobile phone. Through a contract with PayByPhone, a company offering similar services to locales as diverse as Ann Arbor, MI, Galveston, TX, and the City of London, a parker simply can pay for parking by calling the listed number and entering a code assigned to Fayetteville. The user can also access the PayByPhone mobile app to pay for parking within the Entertainment District.

This is advertised on every kiosk next to the keypad as well as on signage throughout the district. The City also provides drink coasters and table toppers in many of the restaurant and businesses in the district.
ENFORCEMENT

KEY FINDINGS

- Fayetteville’s Parking Enforcement Officers (PEOs) have a stated mission to give assistance and discourage violations.
- PEOs use handheld computers for enforcement, but part of the process is manual.
- Most violations are less than $100. 91% of all tickets issued as of Summer 2015 were for meter violations at $15/ticket.
- The majority of violations occur in the Entertainment District (as of Summer 2016, 68%).
- Although the City does not tow and boot regularly, private operators do, and this aspect does negatively affect the parking user experience. The Police Department may tow vehicles for a special event, with advance notice.

Parking Enforcement Officers

There are four employees of the Parking Management Division known as Parking Enforcement Officers (PEOs) that lead parking enforcement, as well as one supervisor. Each officer’s mission is “to prevent unauthorized parking and control parking by giving assistance or issuing parking citations to discourage violations of City of Fayetteville Parking Regulations.”

Highlights of the enforcement program include:

- Shifts are staggered throughout the day to ensure continuous coverage for 17 hours on weekdays, 11 on Saturday, and 12 hours on Sunday.
- PEOs are trained and instructed in important customer service approaches, such as wearing specific uniforms that are required to be in good repair and answering questions politely while avoiding arguments.
- Each officer is assigned a specific work area, provided a radio and handheld computer for entering violations, and expected to be visible and report all parking facility maintenance needs. The portable radio communicates to Fayetteville Police Central Dispatch.
- PEOs also carry a cell phone to assist customers with questions or parking equipment assistance (a land line is forwarded to the on-call or on-duty PEO 24/7 assistance). A number to reach the PEO on duty is listed on all of a parking equipment for customers.
- Each PEO also carries an iPad to check for unpaid parking stall violations in the Entertainment District and to get emailed alarms when equipment has issues needing attention.
- PEOs also wear body video cameras as part of their uniform requirements.

PEO’s handheld computers take pictures for public record, but license plate numbers must be manually entered. Other characteristics of this technology include:

- Computers communicate via Bluetooth with portable O’Neal printers (attached to PEO’s belts) that print citations.

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13 City of Fayetteville Parking Management Division, Parking Enforcement Officer Policy and Procedure Manual, August 2010, p. 1
Enforcement officers apply chalk on tires to track how long the vehicle has been parked; the action of placing chalk must also be entered in the handheld, as this provides a “timestamp” on when the car was last noted.\textsuperscript{14}

### Fines and Violations

Violations may be issued up to three times a day per vehicle. Possible fines include:

- $15 - Meter Violation
- $15 – Parking over the time limit (2 hours, 15 min, or in the Square)
- $15 - Against the flow of traffic
- $15 - Across the line
- $15 - Over 18 inches from curb
- $70 - Prohibited and Restricted Parking (roadway, blocking driveway, no parking zone, double parked, too close to corner, sidewalk)
- $195 - ADA Violation

Parking citations can be paid online the following day, at the Parking Management Office or City Hall, or via 24-hour drop boxes located throughout the Downtown District and in City off-street parking facilities (Figure 17). The Parking Manager is empowered to reduce the fine “for good cause shown by the driver/operator prior to forwarding the ticket to the City Prosecutor’s Office.” Appeals must occur within 14 days of issuance.

In 2015, there were 15,725 net (issued minus voided) citations, and $261,306 in revenue was collected. The majority of these citations occurred in the Entertainment District, which is consistent with the perception of this area as drawing more visitors - who may be unfamiliar with parking regulations - as compared to people who park regularly. Of the 17,308 total citations issued, there was an average amount of $14.53 collected per issued citation in 2015, reflecting the fact that not all citations are paid. As of Summer 2016, 91% of all tickets issued were for meter violations at $15 and 60% of all violations occurred in the Entertainment District.

\textsuperscript{14} City of Fayetteville Parking Enforcement Officer Policy and Procedure Manual
Figure 18 Breakdown of Violations and Fines by District: 2015

<table>
<thead>
<tr>
<th>District</th>
<th>Citations Issued</th>
<th>Amount Issued</th>
<th>Citations Voided</th>
<th>Amount Voided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>11,067</td>
<td>$205,545</td>
<td>1,576</td>
<td>$45,465</td>
</tr>
<tr>
<td>Downtown</td>
<td>6,913</td>
<td>$116,760</td>
<td>679</td>
<td>$16,820</td>
</tr>
<tr>
<td>Total</td>
<td>17,980</td>
<td>$322,305</td>
<td>2,255</td>
<td>$62,285</td>
</tr>
</tbody>
</table>

**Towing and Booting**

Parking management does not tow or boot from any City-operated parking facilities, but towing and booting does occur in Fayetteville in privately owned lots and decks. The Police Department is authorized to tow vehicles for multiple reasons, including vehicles that have been parked for more than 72 hours on street or in a City lot for more than 24 hours if “space is needed for a reserved or special event.”\(^{15}\). The PEO manual indicates that Parking Management does indeed have the authority to tow and/or boot, even though the City chooses not to do so.

In private decks and lots, operators may also tow and boot, which leads many users attributing private enforcement actions to the City. The municipal code requires signage to alert the user to this possibility. The University of Arkansas has a standardized policy on booting and towing.\(^{16}\) Although Parking Management does not tow and boot, this aspect does affect the parking user experience. Customers towed from privately owned but publicly accessible lots may not realize that it is not the City who has towed their vehicle.

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\(^{15}\) The Fayetteville Police may also tow for the following violations: hazard, obstructing driveway, prohibited tow zone area, parked continuously upon any street for more than 72 hours (unless the vehicle is permitted in a residential zones and has a current registration), parking in the same location on any street for longer than 14 days, parking in a gated lot for more than 24 hours, or parking without a valid license plate.

\(^{16}\) As described in City of Fayetteville Parking Management Division, Parking Enforcement Officer Policy and Procedure Manual, August 2010, p. 13
GOVERNANCE

KEY FINDINGS

- The Parking Manager has limited authority to set regulations outside of the Municipal Code
- Governance of parking regulations may be administratively cumbersome as it requires code amendments, approval from the mayor, or both

Today, parking operations are centrally managed as part of the City’s Department of Sustainability and Parking, which is responsible for facilitating sustainable transportation, living, and business choices in Fayetteville. Most of the job functions related to parking, including maintenance, enforcement, and customer service all answer to the same division manager. The Parking Manager then reports to the Director of Sustainability and Parking who then reports to the Mayor’s Chief of Staff (Figure 19).

The Parking Manager has limited authority to set regulations outside of the Municipal Code. The Fayetteville Municipal Code governs parking regulations, including pricing, time-limits, and time span. In the code, the Parking Manager is specifically given the authority to determine the location of two-hour time-limited spaces. Otherwise, priced blocks are specifically listed in the code, i.e. “On street parking spaces on Spring Street from Block Avenue to West Avenue and on School Avenue from Center Street to Spring Street shall be available to the public for paid parking…. “ The mayor, or his duly authorized representative” may set up meter zones, not the Parking Manager. Therefore, governance of parking regulations may be administratively cumbersome as it requires code amendments, approval from the mayor, or both.

Most routine parking management activities are entirely under the Parking Manager’s control, including parking office administration, enforcement, maintenance, and fee collections, as shown in the organizational chart below. The Parking Manager can reduce the fine if the driver/operator provides a “good cause.” Unpaid tickets are referred to the City Prosecutor for hearings.

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Figure 19 City of Fayetteville Parking Organization Chart (with # of employees)

- Mayor
  - Chief of Staff
  - Director of Sustainability and Parking
    - Parking Manager
      - 2 Parking Clerks
      - 1 Maintenance Worker
      - Operations Supervisor
        - 4 Enforcement Officers
        - 10 Part-Time Event Attendants

20 Adapted from City of Fayetteville information
SIGNAGE AND INFORMATION

KEY FINDINGS

- There is detailed parking information online; but the Visit Fayetteville webpage does not clearly link to it.
- Public parking information on the street is consistent in color scheme
- Some information – such as green text on a white background for parking signs or paint on the curb – may be difficult for drivers to read from afar
- City regulations do not require private lots to provide standardized information about payment rates or use, which has resulted in a variety of private signage that is confusing to the user.

Finding parking is rarely the main goal for anyone visiting Fayetteville. However, without adequate signage or information, it may become the main thing people remember, which can threaten the enjoyment of meeting friends, shopping or dining out. Effective signage and information can avoid having the parking experience eclipse the overall Fayetteville experience. Strong, intuitive signage systems encourage an environment of “park once” or “park and walk” behavior, focused not just on getting cars into parking facilities, but getting people to visit multiple destinations on foot once they have parked.

When planning how to direct an individual to their final destination, it is vital to consider all decision points along the journey. This includes providing directional information in advance of a traveler starting their engine, providing guidance and reassurance during their journey, and ultimately generating a sense of arrival and welcoming.
Before Arrival

Parking Resources

- Entertainment District Parking Locations Map (PDF)
- Pay Station Locations and Instructions

![Entertainment District Parking Location Map](image)

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PARKING MANAGEMENT MEMORANDUM | PARKING & MOBILITY STUDY
City of Fayetteville, AR
There are many available resources on transportation and parking through the City of Fayetteville’s website, which can be accessed via the aptly named Internet URL: www.fayettevilleparking.com

This includes information regarding parking rates and regulations, presented in both HTML and PDF formats to the visitor. The “Parking Flyer,” provides a map of all public parking outlets in the central neighborhoods of Fayetteville, including Downtown and the Entertainment District. The flyer describes the Entertainment District and Parking Zone as “The Dickson Street Area,” which is an informal description, but it does not match how the area is described on signs later in the journey.

With the benefit of regional and academic partners alike, the City has the ability to advertise the many convenient parking options available, but sometimes the key information—or even the basic header of “Parking”—gets buried under other information. One such resource (which may be more likely to be accessed by a visitor to Fayetteville and the University of Arkansas) is the Fayetteville Visitor’s Bureau web site (www.experiencefayetteville.com) and printed visitors guide. Although there is a “Getting Around” page dedicated to transportation access linked from the banner on all pages, the link to parking locations is not called out in a separate category. Instead, a link to the City’s site and the “Parking Flyer” exists under the “Maps” section. There are also no links to the University of Arkansas pages dedicated to their parking and transportation information. Nevertheless, in the printed visitors guide (accessible as a PDF), there is a full page clearly explaining the parking and multimodal access options in Fayetteville. These guides are commonly distributed at many travel and tourism sites throughout Northwest Arkansas.

At Arrival

While not uniform throughout downtown, most public parking facilities and regulations are identified on signage using green text on a white background with City of Fayetteville insignia included (Figure 21).
In the Business District, long-term meters are “red-top” meters. The red paint conveys that long-term (10 hour) parking is available at those meters. Colloquially, “red-top meters” refer to “long-term parking.” (See Figure 3 for a map of long-term meters).

Figure 21  Fayetteville Public Parking Signage and Painted Curb

On-street in the Entertainment District, as users approach parking spaces, there are several indicators of where to park and how to pay:

- The curbs are painted in several areas to indicate regulations. The red curb intuitively reveals where it is always illegal to park.
- Numbered spaces painted on-street indicate designated on-street spaces. In residential areas, this numbering makes it clear to a visitor that they can safely park without blocking a driveway.
- Numbers are painted on the curbs at the front of the vehicle and the rear of the vehicle.
- Residential on-street parking also has large numbers, with “RESIDENTIAL PARKING ONLY” painted in white next to the number.
- Signage indicates where pay stations are located and notes that users should pay for parking at the pay stations.
This information is aimed at drivers, but it may be difficult to understand and use. The thin green text on a white sign could be difficult for a user to read (Figure 22) until very close to the parking location. A higher-contrast sign, similar to Figure 22, together with a consistent color scheme, may be more useful to drivers.

**Private Lot Signage**

City regulations require private lots to provide signage if booting or towing is possible, but that is the limit of regulations. The municipal code notes that, “at the owner's option, the sign may show the hourly rate and any maximum day or evening rate for parking in the lot.” 21 Without consistent design, layout, font size, color, etc. requirements for signage in privately owned lots, signage is not standardized. For the user, the resulting mix of signage is confusing and could be a deterrent to parking.

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21 *Fayetteville Municipal Ordinances, 72.71.C.4*
During Your Stay

After arriving in central Fayetteville and parking, the pedestrian-level wayfinding system eases navigation and comfort while walking around Downtown and the Entertainment District. The locations of public off-street parking facilities serving both districts, such as the Meadow Street Deck and the Spring Street Deck, are integrated into Fayetteville’s wayfinding system as a destination. The signage also directs people to walk to many destinations beyond the Districts, including government buildings, arts institutions, and multimodal transportation options (such as the Frisco Trail).

Figure 24 Pedestrian-Level Wayfinding outside the WAC

This type of signage helps users “park once” and access multiple destinations on foot. When users can understand how parking connects to where they are going, they are often willing to walk farther. For example, a driver at a traditional suburban mall may park a ten-minute walk from their actual destination, but be willing to walk as they understand how to get there. Wayfinding signage in a downtown has a similar effect.
MULTIMODAL CONNECTIONS

KEY FINDINGS

- Almost the entire study area is within a 15 minute walk of a transit route, but most services are infrequent.
- Fayetteville does not have any formal park and ride facilities although some unofficial facilities currently exist, such as the Central United Methodist Church Lot.
- Key holes in the walking network – such as the lack of sidewalks along Gregg Avenue – are barriers for people choosing to park and walk to local destinations.
- Bicycle facilities in Fayetteville are remarkable, particularly off-street. A lower density of on-street facilities, however, means that direct access to shops and restaurants from the robust trail system may be more difficult.

The parking study is part of a broader Multimodal Plan for the City of Fayetteville which will examine access and transportation in more detail. Thus, this section provides some preliminary findings related specifically to parking and its interaction with other modes in the heart of Fayetteville.

Transit Connections

Both Razorback Transit and Ozark Regional Transit (ORT) provide regular if infrequent service to Fayetteville’s Downtown Business and Entertainment Districts. Almost the entire study area is within a 15 minute walk of a transit route. Razorback Transit is free of charge, while ORT fares are $1.25 per ride. Frequency, the primary driver of ridership, is low on all routes except the Brown route. However, the regular headways of the low-frequency ORT routes make them intuitive to the user who just needs to remember the time past the hour when a bus will arrive. Figure 25 provides an overview of transit in the study area.

Figure 25 Bus Services in Downtown Fayetteville

<table>
<thead>
<tr>
<th>System</th>
<th>Route</th>
<th>Destination 1</th>
<th>Destination 2</th>
<th>Service Start</th>
<th>Service End</th>
<th>Peak Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Razorback Transit</td>
<td>Brown</td>
<td>UA Union Station</td>
<td>UMC Parking Deck</td>
<td>6:49AM</td>
<td>5:49PM</td>
<td>13 min</td>
</tr>
<tr>
<td>Ozark Regional Transit</td>
<td>1</td>
<td>Walmart Supercenter</td>
<td>Washington County Operations</td>
<td>6:00AM</td>
<td>7:30PM</td>
<td>60 min</td>
</tr>
<tr>
<td>Ozark Regional Transit</td>
<td>2</td>
<td>Karcher North America</td>
<td>The Cliffs Apartments</td>
<td>6:00AM</td>
<td>7:30PM</td>
<td>60 min</td>
</tr>
<tr>
<td>Ozark Regional Transit</td>
<td>4</td>
<td>Northwest Arkansas Mall</td>
<td>Downtown (Hillcrest Towers)</td>
<td>6:30AM</td>
<td>7:30PM</td>
<td>60 min</td>
</tr>
</tbody>
</table>
“Park-and-ride” facilities are a common strategy to relieve congestion and demand for core area parking by providing cheap remote parking and frequent transit service. This allows a driver to curtail core-area automobile travel by parking at an outlying transit station and riding the bus for the remainder of the journey. Although the State of Arkansas has not designated any commuter park-and-ride facilities within Fayetteville some “unofficial” park and ride arrangements already exist. One of the most prominent examples is the utilization of the Central United Methodist Church’s parking deck at 19 West Lafayette Street which is directly served by Razorback Transit’s Brown Reduced Line, providing a quick, free ride to the Downtown Business District, the Entertainment District, and the University of Arkansas campus. Although not formally designated by the State, the official Razorback Transit map designates this location as a park-and-ride facility. By concentrating commuter parking in a church parking facility that would otherwise be underutilized during the weekdays, the demand experienced along Dickson Street and the Downtown Square areas may be relieved.
Figure 27  Razorback Transit Brown Route with Park and Ride in Entertainment District²²

Walking Network

The way the parking supply is used is directly affected by the availability or lack of a walking network. At some point, every person who parks becomes a pedestrian. When pedestrians feel comfortable and safe they are willing to park once and may even want to walk much farther between destinations. In this way a comprehensive pedestrian network can significantly expand the reach and effectiveness of a parking system.

Fayetteville’s sidewalk network is relatively consistent in the study area, although there are some gaps. In the heart of commercial areas, there are high-quality amenities such as textured crosswalks (Figure 28). However, barriers exist; certain key intersections are wide and hard to cross on foot, and in some locations sidewalks are lacking. For example, the intersection of Dickson Street and West Avenue is a busy pedestrian intersection and may be a good contender for a pedestrian “scramble” to allow people to traverse multiple roadways at once. Currently, pedestrians walking from the West Lot to bars and restaurants on the northern side of Dickson must wait to cross both West and Dickson. Similarly, the lack of sidewalks along Gregg Avenue is a barrier for people parking at the City lot and choosing to walk to local destinations.

Figure 28   Example of Textured Crosswalk - Dickson Street

Figure 29 compares parking utilization on a busy weekend night with noted walking issues from the public, showing that some facilities may be underutilized due to walking connection issues. As part of the public engagement for the larger Mobility Study, participants were asked to note areas of concern on a map, both online and in-person. Comparing these noted issues with parking utilization shows that some publicly available facilities near the WAC may be underutilized as the public perceives that the walking environment in that area is unsafe.

23 For more information on this public outreach and its results, please refer to Mobility Study materials.
Bicycle Connections

Bicycle infrastructure in Fayetteville is plentiful and mostly off-street. The infrastructure both serves people on bikes and as a highly visible reminder to Fayetteville residents and visitors alike that travelling around town by bike is convenient and comfortable. This includes multi-use trails and an even geographic distribution of public bicycle racks. A lower density of on-street facilities, however, means that direct access to shops and restaurants from the robust trail system may be more difficult.

Expanding bicycling options in Fayetteville is another way to alleviate parking pressures. Bicycle share programs have proliferated in many cities and towns across the United States and across the country. Despite this boom and the presence of potential significant latent demand both in Fayetteville and at nearby UA, there is currently no City bike share program. Currently, the closest bicycle share program is based on the University of Arkansas campus and not marketed to the general public.

In addition, signage geared towards drivers can play a role in the comfort and safety of bicyclists and support an overall sense that Fayetteville is a City for cyclists. While there is signage to warn drivers about maintaining a 3-foot minimum distance when passing bicycles, there is no reminder for drivers to look in their mirror when turning right or to look behind them before opening their car door into the right-hand lane—the lane most bicycles intuitively use.
Figure 30  Example of Bicycle Wayfinding Sign in Fayetteville
ZONING REVIEW

The Code of Ordinances of the City of Fayetteville, Arkansas, were adopted in August 2004 and codified most recently in March 2016. Chapter 72, titled “Parking Regulations,” defines parking regulations and requirements for general uses and joint facilities. Within the Unified Development Code (UDC), Chapter 172 (“Parking and Loading”) establishes regulations for the development of parking areas, structures, and loading areas. The Code of Ordinances covers many topics in great detail, but this memorandum focuses solely on the provisions related to parking and transportation demand. The parking-related ordinance (Chapter 72) covers the entire City of Fayetteville, including the Downtown Business District and Entertainment District.

Zoning often controls and requires the provision of parking, which has impacts on the viability, cost, and form of proposed developments in a community. In a comprehensive parking review, reviewing zoning requirements and policy in service of larger downtown goals becomes necessary. As downtowns evolve, the level and mix of uses change; code often necessitates that parking demand is continually re-evaluated and updated to match the prescribed requirement. This section reviews Fayetteville’s current zoning ordinances and compares them to national best practices.

KEY FINDINGS

- Fayetteville uses parking maximums with no minimums for all of its non-residential use categories—a best practice in parking standards.
- For residential uses, the code provides ratios that serve as both a minimum and a maximum.
- Many of Fayetteville’s required parking maximums still allow for more parking than accepted national standards from the Institute of Transportation Engineers (ITE) would typically expect.
- Developers can relatively easily adjust maximums upward.
- Provisions for shared parking exist within the Code of Ordinances but are limited to residential uses and purposes.
- The Code of Ordinances includes detailed requirements for bicycle parking, but it does not account for additional multimodal measures such as electric vehicle parking or transportation demand management programs.

PARKING PROVISION

Fayetteville’s non-residential parking maximums and residential parking minimums are higher than the peak parking demand rates found in Parking Generation 4th Edition (Institute of Transportation Engineers, 2010), as illustrated in Figure 32 and Figure 33. ITE produces this periodic report, which is the prevailing national standard in determining parking demand for a development. ITE standards are based on parking demand studies submitted to ITE by a variety of parties, including public agencies, developers and consulting firms. These rates are a comparative starting point to determine baseline assumptions.

24 Accessed via municode.com, July 2016
Although widely considered an industry standard, the peak parking demand rates found in the ITE guide are primarily derived from studies conducted in auto-dependent single-use suburban sprawl settings where data can be easily collected. When applied as requirements in a more complex, denser, and mixed-use environment, these tend to project parking demand at a rate that could reproduce a similar auto-dependent suburban sprawl pattern.

Fayetteville's application of maximums with no minimums for non-residential uses—a best practice in parking standards—can curb this type of sprawl; however, many of Fayetteville's parking maximums still exceed even these suburban ITE rates for the described land uses. Figure 32 and Figure 33 compare Fayetteville's zoning requirements to ITE projected parking demand for a cross-section of uses; note that for some uses, Fayetteville's requirement are below ITE rates—most notably for hospitals and medical/dental offices. Parking requirements are important as they guide the amount of parking—and therefore land and construction cost—needed to develop an existing or new property in the City. Most of the requirements shown in Figure 32 are general City requirements.

Most parking requirements take into account only two variables, land use and the size of development. As with the requirements in the Code of Ordinances, these are typically expressed in terms of number of spaces required per a certain square footage of a particular land use; or per residential unit; or (for restaurants and theaters) number of seats.

As currently configured, Fayetteville's Code of Ordinances allows some flexibility in its minimum and maximum requirements—another best practice. Several regulations allow for reduced residential parking requirements, such as transit provision or on-street parking. Conversely, developers may increase the number of off-street parking spaces for a non-residential use if specific conditions are met.

Most of downtown Fayetteville falls into the Districts listed below, which have specific use requirements. These districts also have specific setback requirements, including a "build-to" zone between the front property line and 25 feet from the front property line. Districts in the study area (Figure 31) include:

- Downtown General
- Main Street Center
- Downtown Core

---

Residential Parking

Fayetteville’s required minimum parking regulations for residential zones are contained in “Standards For The Number Of Spaces By Use” (Chapter 172.05) and are fairly broad: two parking spaces are required for each single-family, duplex, or triplex dwelling unit; for multifamily or townhouse dwelling units, one parking space is required per bedroom (Figure 32). These parking minimums also serve as maximums.

Fayetteville’s zoning allows for up to a 10-15% decrease in residential parking requirements based on context, reflecting some of the realities of parking demand. These context factors include: proximity to transit stops (one-quarter mile radius), the inclusion of motorcycle and scooter spaces or bike racks, and the implementation of shared parking. On-street parking located adjacent to a development’s frontage can also count toward the site’s total parking requirements. These factors reflect how facilities for alternative modes can change parking demand – i.e. it is more likely for a person to ride a bicycle if there is a safe place to park it at home, or to take transit if it is located nearby.

Other factors also play a role in parking demand and are not included in Fayetteville’s regulations. These factors include the mix of adjacent land uses, demographic characteristics of the community, availability of other alternatives (biking/walking), traffic demand management programs, vehicle ownership rates, housing unit size, share of affordable housing units, etc.
Figure 32 provides a comparison of residential parking minimums/maximums to ITE standards. Fayetteville’s parking minimums for residential uses are higher than ITE-predicted peak demand. Thus, even in the evening (which is the time of day when most vehicles are parked at residential uses) there are likely spaces unoccupied at developments built to these standards.

<table>
<thead>
<tr>
<th>Principle Use</th>
<th>Fayetteville Required Minimum Spaces</th>
<th>ITE Peak Parking Demand Rates</th>
<th>Fayetteville vs. ITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single-family, duplex, or triplex</td>
<td>2.0 spaces per dwelling unit</td>
<td>1.2 per Dwelling Unit(^{26})</td>
<td>Above</td>
</tr>
<tr>
<td>Multifamily or townhouse</td>
<td>1.0 spaces per bedroom</td>
<td>1.2 per Dwelling Unit</td>
<td>Above</td>
</tr>
</tbody>
</table>

### Non-Residential Parking

In contrast to minimum parking requirements, Fayetteville’s parking maximums for non-residential uses restrict the total number of spaces that can be constructed. Reasons for setting maximum requirements may include a desire to restrict traffic from new development, promote alternatives to the private vehicles, or limit the amount of valuable downtown land that is devoted to parking. Parking maximums can be introduced in any place where there are or could be measures in place to combat spill-over parking to nearby properties or streets. While the policy is most likely to be appropriate in transit corridors, downtown, and areas with high levels of traffic congestion, it can be useful in any district that wants to limit traffic or the amount of land devoted to parking.

Fayetteville’s parking maximums can be adjusted relatively easily by developers. Developers can automatically increase off-street parking by 15% above the maximums listed in Figure 33. In exchange for stormwater mitigation such as bioswales or pervious pavement, or planting trees, a developer can increase the parking maximum by an additional 15%. Thus, some of the maximums in both Figure 32 and Figure 33 can be increased up to 30% depending on other aspects of a given development.

\(^{26}\) Urban Low/Mid-Rise Apartment (ITE code 221)
### Figure 33  
**Sample of General Parking Ratios under Fayetteville’s Code of Ordinances**

<table>
<thead>
<tr>
<th>Principle Use</th>
<th>Fayetteville Required Maximum Spaces</th>
<th>ITE Peak Parking Demand Rates</th>
<th>Fayetteville vs. ITE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Medical</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hospital</td>
<td>1.00 per bed</td>
<td>4.49 per Bed</td>
<td>Below</td>
</tr>
<tr>
<td>Convalescent Home, Assisted Living, Nursing Home</td>
<td>0.50 per bed</td>
<td>0.35 per Bed</td>
<td>Above</td>
</tr>
<tr>
<td>Medical/dental office</td>
<td>4.00 per 1,000 sq ft</td>
<td>4.94 per 1,000 sq ft</td>
<td>Below</td>
</tr>
<tr>
<td>Funeral Homes</td>
<td>0.25 per seat in main chapel, plus 1.00 per two employees, plus 1.00 reserved for each vehicle used in connection with the business</td>
<td>0.20 per seat*</td>
<td>Above</td>
</tr>
<tr>
<td><strong>Civic</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Center</td>
<td>4.00 per 1,000 sq ft</td>
<td>3.20 per 1,000 sq ft</td>
<td>Above</td>
</tr>
<tr>
<td>Church/religious institution</td>
<td>0.25 per seat (main auditorium); 1 per 40 sq ft (assembly area)**</td>
<td>0.20 per seat</td>
<td>Above</td>
</tr>
<tr>
<td><strong>Industrial</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wholesale</td>
<td>1.00 per 1,000 sq ft</td>
<td>0.5 per 1,000 sq ft</td>
<td>Above</td>
</tr>
<tr>
<td>Warehousing</td>
<td>0.5 per 1,000 sq ft</td>
<td>0.5 per 1,000 sq ft</td>
<td>(same)</td>
</tr>
<tr>
<td><strong>Entertainment</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bowling Alley</td>
<td>6.00 per lane</td>
<td>3.13 per lane</td>
<td>Above</td>
</tr>
<tr>
<td>Golf Course</td>
<td>3.00 per hole</td>
<td>3.56 per hole (Weekday PM)</td>
<td>Below</td>
</tr>
<tr>
<td>Theater</td>
<td>0.25 per seat</td>
<td>0.46 per seat**</td>
<td>Below</td>
</tr>
<tr>
<td><strong>Commercial</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail Stores and Shops</td>
<td>4.00 per 1,000 sq ft GFA</td>
<td>2.87 per 1,000 sq ft</td>
<td>Above</td>
</tr>
<tr>
<td>Hotels and Motels</td>
<td>1.00 per guest room, plus 75% of spaces required for accessory uses</td>
<td>0.95 per occupied room^</td>
<td>Above</td>
</tr>
<tr>
<td>Furniture and Carpet Store</td>
<td>2.00 per 1,000 sq ft GFA</td>
<td>1.22 per 1,000 sq ft</td>
<td>Above</td>
</tr>
<tr>
<td>Professional Office</td>
<td>3.33 per 1,000 sq ft</td>
<td>2.84 per 1,000 sq ft</td>
<td>Above</td>
</tr>
<tr>
<td>Sales Office</td>
<td>5.00 per 1,000 sq ft</td>
<td>2.84 per 1,000 sq ft</td>
<td>Above</td>
</tr>
<tr>
<td>Restaurants</td>
<td>10.00 per 1,000 sq ft, plus 4 stacking spaces per drive-thru window</td>
<td>0.47 per seat</td>
<td>Below**</td>
</tr>
</tbody>
</table>

*APA standards; ** Whichever metric provides more spaces; ^ average of hotel and motel demand; ^^ Movie Theater with Matinee (Saturday, Peak Hour); Required minimum spaces standardized for comparison.

** Assuming 50 sq. ft. per 4-seat dining table, Fayetteville requires 0.125 spaces per seat.
PARKING PROVISION BEST PRACTICES

Figure 34 compares best practices for urban parking management to Fayetteville’s existing practices. While Fayetteville is not hyper-urban, the heart of downtown is a walkable, mixed-use environment that lets residents and visitors alike enjoy a more urban lifestyle. Parking regulations often underpin development decisions and should be carefully considered for their impact on the built environment.

Fayetteville’s zoning follows several best practices in parking provision, including parking maximums, encouragement of shared parking, and bicycle rack provision. These elements taken together can help to shape a more efficient parking system that encourages travel by multiple modes and regulates the overall number of parking spaces provided.

However, in other ways, the zoning code could be updated to facilitate a more multimodal planning environment. For example, no regulations exist that encourage safe pedestrian access across driveways or promote transportation demand management programs.

<table>
<thead>
<tr>
<th>Best Practices</th>
<th>Existing Regulation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Parking Requirements</strong></td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td><strong>Reduced Parking Minimums:</strong></td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>Reduced Parking Minimums:</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>In a number of municipalities, parking minimum</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>requirements can be reduced when certain conditions</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>are met, such as central business districts, or with</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>a specific percentage of affordable housing.</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td><strong>Removed Parking Minimums:</strong></td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>Removed Parking Minimums:</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>Some places have done away with minimum parking</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>requirements for the entire municipality while</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>others have targeted specific zoning districts.</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td><strong>Parking Maximums:</strong></td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>Parking Maximums:</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>In a growing number of municipalities, parking</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>minimums have been replaced with parking maximums.</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>In some cases, the amount required as a minimum</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>is directly converted to a maximum. In others, the</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>current standards are rejected altogether and a new</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>analysis is carried out based on local auto</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>ownership rates and commuting patterns.</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td><strong>Shared Parking</strong></td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>Remote off-site parking</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>Shared parking up to 1,000 foot walking radius is</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>common.</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td><strong>Park-once</strong></td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>Required parking spaces for all uses in all districts</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>need not be limited to use by residents, employees,</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>occupants, guests, visitors, or customers of such</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>uses and may be used for general public parking.</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>This enhances the inherent “park-once” efficiency</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td><strong>Residential Parking Reductions:</strong></td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>Minimum required residential parking can be reduced</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>under the following circumstances:</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>• Properties located within a quarter-mile radius of</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>a transit stop (max 15% reduction).</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>• Replace vehicle parking spaces with a motorcycle/</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>scooter space (max 10% reduction).</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>• Replace vehicle parking spaces with a bicycle</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
<tr>
<td>rack (max 10% reduction).</td>
<td>No minimum parking spaces are required for non-residential use. Applicants must provide a statement indicating how parking will support the use without negatively impacting adjacent properties or traffic.</td>
</tr>
</tbody>
</table>
of a downtown area. Shared parking can be provided on-site or in other private facilities through agreements.

**Sharing public parking**
Potential to consider public parking (on- or off-street) as part of shared supply.

- **Shared Parking Between Developments**: Formal arrangement encouraged between uses with non-conflicting parking demands (e.g. bank and church).
- **Shared Parking Agreement**: To be filed if a privately owned parking facility is serving two or more separate properties.
- **Shared Spaces**: A complex regulation states that: “Individual spaces identified on a site plan for shared users shall not be shared by more than one (1) user at the same time.” (172.05)

### Accommodation of small parcels
When buildings and parcels are converted to new uses, exemptions from parking requirements may be granted when providing the required amount of parking on-site is infeasible.

**Promotion of small commercial reuse**
Allow for exemptions in cases where overall building and parcel in use is below a certain size (e.g. 5,000 sq ft).
Allow for exemptions in cases where building and parcel in use is to a lower parking intensity.

Parking requirements are entirely waived for Change of Use in three districts, regardless of project size (a best practice): Downtown Core, Main Street Center, and Downtown General.

### In-Lieu Fees
Where zoning requirements for minimum numbers of parking spaces exist, a parking in-lieu fee or payment has found great success at reducing parking supply for dense mixed-use areas that have lower parking demand or high potential for sharing. Fees vary widely.

None.

### Improving walkability
No front yard parking in downtown area. Reduced or eliminated minimum building setback requirements in downtown area.

Front yard parking is not prohibited, but landscaping requirements make its provision difficult. For property lines adjacent to the Master Street Plan, 15-foot wide landscaped areas must be provided. Setbacks of less than 15 feet may be allowed in “Urban Zoning Districts”. For residential zones (excluding single family and two-family uses) and non-residential zones, all developments must feature a 15-foot landscaped setback (177.04).

Note, right-of-way requirements for streets are designated by the Master Street Plan (166.18).

### Curb Cuts
In downtown or village center zoning districts, development reviews emphasize a prohibition of curb cuts and driveway openings along key transit, bicycle, and/or pedestrian routes whenever possible.

**Pedestrian accommodation**
Where curb cuts are present, standards expect a level crossing for pedestrians (raised driveway) and

Fayetteville’s Code of Ordinances includes specific provisions regulating curb cuts and driveways for vehicle ingress and egress based on property use and street typology (166.08.F).
- Unless shared, curb cuts must be a minimum of five-feet from adjoining property lines. Curb cuts must be a minimum of 250-50 feet from the nearest intersection or driveway depending on street type.
- Curb cuts are discouraged for single-family homes on arterial or collector streets.
| **PARKING MANAGEMENT MEMORANDUM | PARKING & MOBILITY STUDY**  
<table>
<thead>
<tr>
<th>City of Fayetteville, AR</th>
<th></th>
</tr>
</thead>
</table>
| **Clear sightlines for exiting motorists to see pedestrians.** | **Access management**  
Encourage joint access to multiple lots through shared driveway/curb-cut access. |
| | • If a new curb cut is granted for a parking lot that was constructed before the Code of Ordinances was passed, the parking area must be brought into compliance with all existing ordinances.  
No regulations exist related to pedestrian access across curb cuts. |
| **Car-Share Provision**  
A minimum number of car share spaces are required to be provided free of charge to car share services (such as Zipcar), in relation to the amount of parking provided and proximity to transit. | None. |
| **Unbundled Parking**  
Any parking spaces offered to tenants of a new development offered as a fee-based option distinct from charges established for renting, leasing, or purchasing primary-use space within the development. These fees shall reflect market realities (i.e., the actual value of parking).  
Unbundled parking makes housing more affordable for tenants or buyers who do not have a vehicle (or who have fewer vehicles than standards would indicate) without affecting price for others. In addition, it makes the cost of providing parking clear to residential and commercial tenants and buyers, and to help them make more informed decisions about their transportation needs.  
Typically, unbundled parking leads to reduced parking demand (10-30%), which in turn lets developers build less parking and more of the functional building space (whether that is living units, commercial space or office space). A conservative approach may be to ease minimum requirements by 20%. | None. |
| **Bicycle Parking Requirements**  
Minimum bike parking facilities are provided in relation to the scale of development, and minimum APBP-compliant design standards for such parking facilities are specified. | All new building construction or expansion requiring five or more off-street vehicle parking spaces must provide bicycle parking. Non-residential developments are required to provide one bicycle rack for every 20 vehicular parking spaces, with a minimum of one rack per development. Residential developments are required to provide one bicycle rack for every 30 dwelling units, with a minimum of one rack per development.  
Up to 10% of required vehicle parking may be substituted with bicycle parking at the following rate: one additional bicycle rack per one automobile space. This regulation is allowed in addition to other variances, reductions, and shared parking agreements (§ 172.05). |

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27 Todd Littman, Victoria Transport Policy Institute.
Transportation Demand Management Program Requirements

- Regulations to encourage Transportation Demand Management (TDM) programs by building managers. A sample of TDM programs includes:
  - Pre-Tax transit benefits – Employees are provided with access to “transit checks,” vouchers, or debit card systems that allow the use of pre-tax income for purchase of transit fares.
  - Preferential parking for carpooling, for instance 10% of all parking spaces are set aside for carpool vehicles prior to 9:00 AM on weekdays, or provide carpool parking in prime locations.
  - Provide ride-sharing services, such as a carpool and vanpool incentives, customized ride-matching services, a transportation information package for new employees and residents, a Guaranteed Ride Home program (offering a limited number of emergency taxi rides home per employee), and an active marketing program to advertise the services to employees and residents.

BEST PRACTICE SUMMARY

Overall, Fayetteville’s zoning requirements follow several national best practices, including allowing for shared parking, robust bicycle parking requirements, and maximum parking requirements for many uses, rather than parking minimums. However, the City can influence travel behavior and reduce parking demand through multiple additional forward-thinking strategies:

- Unbundling parking spaces from multi-unit residential developments permits developers to construct and include less parking, lowers the cost of housing, and raises the likelihood that new residents will travel by public transit, biking, or walking.
- Transportation demand management programs incentivize employees and residents alike to use public transit or carpool, and reduces their reliance on a personal vehicle.
- Promoting car-share by designating downtown parking spaces for car-share services such as Zipcar provides downtown residents with flexible access to a car, and enables those who wish to forgo owning a personal vehicle.

These strategies, in combination with Fayetteville’s existing parking practices, could promote multimodal transportation downtown and lower the need for dedicated parking facilities.
LAND USE AND FUTURE PARKING DEMAND

Fayetteville Mobility Study

June 2017
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1 INTRODUCTION

Parking does not exist independently; it is intricately intertwined with the overall mix of land uses and activities it serves. As Fayetteville evolves and attracts a variety of land uses, this relationship is critical. This memorandum explores the relationship between land use patterns and observed parking demand to project what may be expected in the future.

Fayetteville has taken progressive measures to capitalize on its mix of uses and walkable environment with active small-scale retail, restaurants, and bars. Careful consideration of how the land is zoned or used (built environment, roadways, open space, or parking) has a significant impact on the vitality of any business district. Current national trends are moving towards more residential and infill development with less parking; this is helping Fayetteville achieve broader economic development goals.

Zoning has shaped past and current land uses and parking supplies, and it must continue to evolve in tandem with the changing needs and desired environment in Fayetteville. A separate zoning review and best practices summary that links the land use topic to parking supply requirements has been prepared and can be found in the Parking Management Memorandum.

ABOUT THIS DOCUMENT

This memorandum includes 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. By calibrating the model to match real observed demand (determined during utilization counts), potential parking demand as future developments are proposed and implemented can be ascertained.

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.
2  LAND USE AND PARKING ANALYSIS METHODOLOGY

This analysis examines the relationship between land use, parking supply, and parking demand (estimated and observed) for both today and the future in Fayetteville. The methodology uses observed parking utilization data (detailed in the Existing Conditions Parking Inventory and Utilization memorandum) together with national standards and practices to understand the sufficiency of parking supply throughout the day. The methodology, as described below, uses ratios adapted for Fayetteville to calibrate a model that is appropriate the context of Fayetteville’s mixed-use focus areas.

METHODOLOGY DETAILS

Understanding the relationship between land use patterns and parking demand is critical. The studied areas have distinct parking districts and user profiles which pose challenges to managing resources. Traditional development expectations often assume that parking will be provided for each separate development with little or no consideration of shared parking or access among different uses. This may be applicable to suburban sites with lots of space and isolated single land uses, but is not appropriate in a mixed-use environment like Fayetteville’s Downtown Square Business District and Dickson Street Entertainment District.

In a proven principle often referred to as “staggered peaks,” the actual demand for parking varies by use throughout the hours of a day and days of a week: office space generates parking demand during traditional weekday business hours; parking for residential housing is often highest overnight as many residents use their cars during the day; and the parking demand generated by bars and restaurants is highest during meal times and into the evening (Figure 1). If parking is shared between multiple uses, the aggregated parking demand by time of day is less than the total that would be programmed separately for each use.

Figure 1 Parking Demand Varies by Use throughout the Day
A second principle of shared parking in a mixed use area is often referred to as “internal capture,” whereby a single parking space that is used for one use at a single time may serve another use at the same time simply by the virtue of someone walking to a second destination after parking at their first destination. For example, stepping out of work to grab a sandwich next door eliminates demand for a parking space at the sandwich shop; buying coffee before heading upstairs to your office eliminates demand for a parking space at the coffee shop; and picking up dry cleaning around the corner after parking at home eliminates demand for a parking space at the dry cleaner (see Figure X). Mixed use areas naturally promote this type of shared parking which eliminates the need for many redundant parking spaces.

Mixed use areas typically experience reductions in traditional parking demand expectations as a result of both staggered peaks and internal capture to varying degrees, depending on how well uses are mixed together and what the walking environment is like between them. There are several anecdotal ways in which Fayetteville’s Downtown Square Business District and Dickson Street Entertainment District already support similar shared parking patterns, and the methodology shown in this memorandum is based off of those findings. In particular:

- Patrons of restaurants who also visit bars are sharing parking
- Drivers who park in church parking lots Monday through Saturday to go to restaurants/offices etc. are sharing parking
- An informal shared agreement exists between residents and employees downtown and a neighboring church that allows people to use the church parking lot except during church service/event times on Wednesday and Sunday.
- Other informal agreements allow restaurant employees to use daytime worker spaces at night.
- Evening patrons of the Walton Arts Center and other entertainment venues who park for a show and then eat dinner and/or get a drink are sharing parking. Additionally, parking is shared by a lunch crowd during the day.
The analysis methodology used in this memorandum is different than a traditional parking generation exercise due to the "staggered peaks" and "internal capture" shared parking principles observed in Fayetteville. Most often, parking generation analyses rely on the Institute of Transportation Engineers’ (ITE) periodic report titled *Parking Generation*, which is the prevailing national standard in determining parking demand for a development. ITE standards are based on parking demand studies submitted to ITE by a variety of parties, including public agencies, developers and consulting firms. The most recent parking generation manual available is the 4th edition (2010) and is used as a comparative starting point to determine baseline assumptions. However, as described previously, to model a mixed-use business district environment, Nelson\Nygaard used an adapted parking model with inputs from the Urban Land Institute's (ULI) Shared Parking Manual (2nd Edition, 2005) and Fayetteville-specific land use and parking data to accommodate staggered peaks and internal capture.

To model the parking demand based on land use, the team used the following steps:

1. **Existing Land Use**: Categorize and aggregate existing land uses (by focus area) to determine the built square footage that attracts parking demand and adjust for known vacancy rates.
2. **Traditional Parking Demand Model**: Calculate and compare how much parking would be “needed” if each land use had its own, dedicated supply of parking based on the Institute of Transportation Engineers’ (ITE) *Parking Generation* guidebook using existing land uses in the study area.
3. **Adapted Parking Model**: Apply an adapted parking model derived from the Urban Land Institute’s (ULI) *Shared Parking Manual* to show the expected parking demand throughout the course of an average weekday, adjusted for staggered peaks and internal capture.
4. **Observed Parking Demand**: Compare the adapted model-generated parking demand to observed parking utilization counts collected in Spring 2016 and calibrate the model if necessary to match observations.
5. **Future Land Use**: Add future development scenarios to the existing land uses and model the new expected parking demand. Future development is more likely to behave like current observed demand, so the future model relies on the outputs from the Adapted Model with existing land uses.

**Activity Areas**

Working with the City of Fayetteville, the project team selected three smaller focus areas within the overall parking study area that provide different contexts for parking demand. Each area has an approximate 2-minute walk radius (4-minutes across) and represents where drivers going to certain land uses might park. A close examination of parking demand and land use intensity in these areas provides insight into the relationship between the two. Each focus area has unique characteristics, and all enjoy the walkable, mixed-use, and vibrant character of the Downtown Business and Entertainment Districts. These areas are shown in Figure 3. Regarding the proximity of one focus area to another, it is noted that the analysis cannot fully account for cross-activity, such as if a driver parks in one focus area and visits another.

The land use analysis is presented in three focus areas:

- **Dickson & Block**: A focus area that contains some businesses along Dickson, the Washington County Circuit Court, and several law, accounting, and newspaper offices.
Boundaries include Lafayette and Spring Streets on the north and south and a combination of College, Church, and Thompson Avenues on the east and west. This area also contains a large concentration of churches.

- **Center Street**: This area represents the traditional downtown core mostly located within the Downtown Business District. Land uses are currently dominated by office buildings, banks, and general retail, with some residential and hotel uses. The thrice-weekly Fayetteville Famers’ Market takes place at the center of this focus area.

- **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.

Figure 3 Land Use and Shared Parking Focus Areas
Existing Land Use

Washington County's 2016 Assessors Database, which includes land use type and gross floor area by building, is the basis for the focus area land use analysis. The team cross-checked the database with observations of downtown and City staff to confirm its accuracy, then separated the information by focus area into use categories that are compatible with ITE and ULI/Nelson\Nygaard parking demand equations. Parks, parking lots, vacant parcels, and vacant buildings are excluded as non-regular parking generators. Single family, two-family, and three-family housing were also excluded in this modeling exercise because these developments typically have their own driveway parking and do not rely on other parking resources. The existing land use summary of all focus areas is shown in Figure 4.

To adjust the existing land use database to reflect today's conditions, the team applied a 10% vacancy rate for retail and 13% vacancy rate for office space, as identified in a commercial real estate market summary (2016)¹. A residential vacancy rate was not applied. The same vacancy rates were applied in all three focus areas.

### Figure 4 Existing Land Use in Focus Areas

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Dickson &amp; Block Sq. Ft./Units</th>
<th>Center Street Sq. Ft./Units</th>
<th>West Entertainment District Sq. Ft./Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank</td>
<td></td>
<td>92,000 Sq. Ft.</td>
<td>1,000 Sq. Ft.</td>
</tr>
<tr>
<td>Church</td>
<td>91,000 Sq. Ft.</td>
<td></td>
<td>8,000 Sq. Ft.</td>
</tr>
<tr>
<td>Cleaners/Laundromat</td>
<td></td>
<td>21,000 Sq. Ft.</td>
<td>13,000 Sq. Ft.</td>
</tr>
<tr>
<td>Coffee/Donut Shop</td>
<td></td>
<td>13,000 Sq. Ft.</td>
<td></td>
</tr>
<tr>
<td>Convenience Market</td>
<td>3,000 Sq. Ft.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farmers Market</td>
<td></td>
<td>100,000 Sq. Ft.</td>
<td></td>
</tr>
<tr>
<td>Fast Food</td>
<td></td>
<td></td>
<td>7,000 Sq. Ft.</td>
</tr>
<tr>
<td>Funeral Home</td>
<td></td>
<td>7,000 Sq. Ft.</td>
<td></td>
</tr>
<tr>
<td>General Retail</td>
<td>43,000 Sq. Ft.</td>
<td>75,000 Sq. Ft.</td>
<td>106,000 Sq. Ft.</td>
</tr>
<tr>
<td>Government Office</td>
<td>145,000 Sq. Ft.</td>
<td>11,000 Sq. Ft.</td>
<td></td>
</tr>
<tr>
<td>Hotel</td>
<td></td>
<td>206 Rooms</td>
<td>10 Rooms</td>
</tr>
<tr>
<td>Low to Mid Rise Apartment</td>
<td></td>
<td>132 Units</td>
<td>325 Units</td>
</tr>
<tr>
<td>Medical/Dental Office</td>
<td>7,000 Sq. Ft.</td>
<td>9,000 Sq. Ft.</td>
<td>2,000 Sq. Ft.</td>
</tr>
<tr>
<td>Office</td>
<td>112,000 Sq. Ft.</td>
<td>360,000 Sq. Ft.</td>
<td>30,000 Sq. Ft.</td>
</tr>
<tr>
<td>Quality Restaurant</td>
<td></td>
<td>6,000 Sq. Ft.</td>
<td>16,000 Sq. Ft.</td>
</tr>
<tr>
<td>Residential Condominium</td>
<td></td>
<td>16 Units</td>
<td></td>
</tr>
<tr>
<td>Sit-Down Restaurant/Bar</td>
<td>4,000 Sq. Ft.</td>
<td>27,000 Sq. Ft.</td>
<td>65,000 Sq. Ft.</td>
</tr>
<tr>
<td>Sit-Down Restaurant/No-Bar</td>
<td>56,000 Sq. Ft.</td>
<td></td>
<td>18,000 Sq. Ft.</td>
</tr>
<tr>
<td>Theater</td>
<td></td>
<td></td>
<td>2,590 Seats</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>405,000 Sq. Ft. 16 Units</strong></td>
<td><strong>677,000 Sq. Ft. 132 Units</strong></td>
<td><strong>266,000 Sq. Ft. 325 Units 10 Hotel Rooms 2,590 Theater Seats</strong></td>
</tr>
</tbody>
</table>

Note: Retail, office and residential vacancy rates are not accounted for in the total floor area counts.

---

2 Equivalent for use as grocery store land use type
Modeling Parking Demand

Traditional Parking Analysis

The Institute of Transportation Engineers (ITE) produces a periodic report titled *Parking Generation*, which is the prevailing national standard in determining expected parking demand for a development or set of land uses. ITE standards are based on parking demand studies submitted to ITE by a variety of parties, including public agencies, developers and consulting firms. These studies are often based on peak hour demands of suburban sites with isolated, single land uses which have free parking3. To calculate the parking “required” for a development, an analyst compares peak parking demand by use to the size of the use and assumes that the peak amount of parking is required all day every day exclusively for that use. (Figure 5)

The approach for Fayetteville includes ITE peak period parking demand rates as guidelines to benchmark how the existing parking supply in each focus areas compares to its land uses, enabling the team to confirm that parking in Fayetteville is shared and to what degree.

Adapted Parking Model

Nelson\Nygaard’s experience indicates that projections using standard ITE parking rates tend to overestimate demand for areas like the Fayetteville parking study area. Mixed-use areas offer the opportunity to share parking supply between various uses. Throughout the day, different uses have different peak demands: for example, an office may have a high demand until 5 p.m., and a restaurant open for dinner may have a high demand only after 5 p.m. This reduces the total number of spaces required to accommodate demand by the same land-uses in stand-alone developments (Figure 5).

Both ITE and the Urban Land Institute's (ULI) Shared Parking Manual (2nd Edition, 2005) report demand by time of day for most land uses. By layering this information with peak parking ratios, an analyst can determine a more realistic peak parking demand for all uses in a given area.

*Figure 5 Example: Traditional Expected Parking Demand v. Real Demand Profile*

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To model this mixed-use environment, Nelson\Nygaard used an adapted parking model as described in Urban Land Institute's (ULI) Shared Parking Manual (2nd Edition, 2005) plus applied context factors specific to Fayetteville. Adjustments to the model include:

**Time of Day:** Time of day adjustment factors for demand by use provide a more accurate depiction of different land uses’ parking demand profiles throughout the course of a day. For example, residential land uses generate greater demand during the early morning and evening peaks when residents are at home, and traditional office buildings generate greater parking demand during the morning and into the early afternoon periods when people are at work. These factors help to produce “staggered peaks” for different land uses and create a more accurate depiction of how parking supply is actually used throughout the course of a day.

**Internal Capture:** Unlike traditional stand-alone developments, mixed-use and walkable environments in Fayetteville’s Downtown Business and Entertainment Districts encourage and provide opportunities for customer, visitors, and employees to visit multiple destinations using one parking space, rather than having to drive and park multiple times during a visit. For example, an office employee who walks to a sandwich shop does not generate any additional parking. This type of behavior is classified as “internal capture.” A conservative percentage of internal capture reductions were applied to activity areas based on results of the land use mix, as well as observations of the existing walking, bicycling, and transit environment to convey people after parking.

**Transportation Demand Management:** Another parking demand reduction factor included in the analysis is an adjustment for transportation demand management (TDM). These types of programs work collectively to change how, when, where, and why people travel and provide people the options to reduce reliance on the single-occupant vehicle. TDM measures include a range of cycling, walking, transit, and carpooling incentives that can range from simple infrastructure such as bicycle parking, bus shelters, and sidewalks to more advanced information campaigns and financial incentives to leave the car at home. A TDM measure that many cities use is paid parking, which clarifies the real cost of parking provision for the user and may encourage some to use a more cost-effective mode of transportation such as walking, biking, or taking transit. The model applies limited TDM factors to employee and residential parking demand.

**Parking Demand User Groups:** These factors impact the final calculation by defining the average share of peak parking demand attributable to non-office employees and office visitors, which often have varying parking demand rates from traditional office employees. The factors are kept constant throughout all Fayetteville focus area. Twenty percent of peak parking demand is assigned to employees while seven percent of parking demand is assigned to office visitors. These numbers represent national averages derived from research efforts.4

**Transit Access:** This factor adjusts for the impact of transit on retail/restaurant access. Shopping centers with access to transit services appear to have lower peak parking demand than those sites without transit service.5 As all focus areas are located within Fayetteville’s central business district and are served by the same transit lines, this value is kept constant at eight percent.

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Model Calibration

In the spring of 2016, a parking utilization survey of all parking assets in the combined Fayetteville study area was conducted to accurately capture the downtown’s parking demand throughout the course of a weekday and weekend day. To understand how closely the modeled demand matches actual demand, this analysis compares the modeled results by time of day to observed utilization. A full analysis of the parking demand data is included in the Parking Inventory and Utilization Existing Conditions memorandum.

Development Scenarios

Using the Adaptive Model, a series set of analysis was performed to quantify the parking demand of potential future land uses with the current parking supply and demand. The goal of this exercise is to understand how parking needs will change as development intensifies, based on existing patterns. The Nelson\Nygaard team worked with the City of Fayetteville to create two development scenarios for each focus area and determine how parking supply would support those scenarios. Scenario 1 represents a degree of development expected in the short-term, while Scenario 2 provides an insight as to how parking can support longer-term developments.

Figure 6 Development Scenarios Overview

<table>
<thead>
<tr>
<th>Additional Land Use</th>
<th>Dickson &amp; Block</th>
<th>Center Street</th>
<th>West Entertainment District</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Scenario 1</td>
<td>Scenario 2</td>
<td>Scenario 1</td>
</tr>
<tr>
<td>Apartment Units</td>
<td>150</td>
<td>350</td>
<td>375</td>
</tr>
<tr>
<td>Retail Square Feet</td>
<td>10,000</td>
<td>20,000</td>
<td>25,000</td>
</tr>
<tr>
<td>Restaurant/Bar Sq. Ft.</td>
<td></td>
<td></td>
<td>40,000</td>
</tr>
<tr>
<td>Theatre Seats</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Movie Screens</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3 EXISTING AND FUTURE LAND USE & PARKING ANALYSIS

This section compares land use to parking supply and demand in the three focus areas. The model determines how much parking would be needed assuming that parking is used between land uses and people (customers, employees, visitors) visiting multiple destinations according to methodologies described above. The combined results of these analyses are then compared to the actual observed parking demand. The assumptions used in the existing land use analysis will also be applied to project future land use development and parking demand.

This analysis assumes that typically no more than 90% of the parking supply should be full. This creates a "10% reserve," of parking spaces that can be used for overflow during events, overlap during peak times, and additional operational reserve. Thus, the charts in this memorandum include an “existing parking supply” and “reserve parking supply” which is 90% of the existing parking supply.

DICKSON & BLOCK FOCUS AREA

KEY FINDINGS: DICKSON & BLOCK FOCUS AREA

- The parking supply that exists in the area (over 1,700 spaces) is comparable to what a traditional, single-use suburban environment might require.
- Demand patterns show that parking is overbuilt. Almost 1,000 parking spaces remain unused throughout a typical weekday, with much more availability in the evening.
- The focus area has modeled peak parking demand ratios of 1.13 spaces per residential unit and 1.93 spaces per 1,000 square feet of usable non-residential floor area.
- For each future development scenario, modeling indicates that there is enough supply in the focus area to satisfy the projected parking demand.
- The focus area can accommodate additional residential and retail infill development.

Existing Land Use

The Dickson & Block focus area consists of a relatively small mix of land uses with more than 300,000 square feet of retail and office space plus a large concentration of churches, and over 1,700 parking spaces. There are only a few residential units. Land uses are grouped as accurately as possible into categories created by the Institute of Transportation Engineers Parking Generation 4th Edition (2010). Figure 8 shows the breakdown of land uses by category in the focus area; the square feet and units shown are not adjusted for any existing vacancies, but vacancy rates are included in parking demand calculations.

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7 Peak hour is defined as 12 a.m. on a weeknight for residential demand and 11 a.m. on a weekday for non-residential demand.

8 Since analysis was performed, Gather Dickson Apartments at St. Charles Avenue and Watson Street has opened with 90 apartment units and 151 parking spaces.


**Figure 7 Dickson & Block Focus Area Parking Supply Map**

**Figure 8 Dickson & Block Focus Area Existing Land Use and Parking Supply**

<table>
<thead>
<tr>
<th>Land Use</th>
<th>FA/Units*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bar/Nightclub</td>
<td>4,000 SF</td>
</tr>
<tr>
<td>Church</td>
<td>91,000 SF</td>
</tr>
<tr>
<td>Convenience Market</td>
<td>3,000 SF</td>
</tr>
<tr>
<td>General Retail</td>
<td>43,000 SF</td>
</tr>
<tr>
<td>Government Office</td>
<td>145,000 SF</td>
</tr>
<tr>
<td>Medical/Dental Office</td>
<td>7,000 SF</td>
</tr>
<tr>
<td>Office</td>
<td>112,000 SF</td>
</tr>
<tr>
<td>Residential Condominium</td>
<td>16 Units</td>
</tr>
<tr>
<td>Total</td>
<td>405,000 SF</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Parking Supply</th>
<th># of Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Off-street Total</td>
<td>1,572</td>
</tr>
<tr>
<td>Off-street Publicly Available Parking</td>
<td>0</td>
</tr>
<tr>
<td>Off-street Private/Restricted Parking</td>
<td>1,572</td>
</tr>
<tr>
<td>On-street Total</td>
<td>179</td>
</tr>
<tr>
<td>Total</td>
<td>1,751</td>
</tr>
</tbody>
</table>

Note: * Retail, office and residential vacancy rates are not accounted for in the total floor area.
Existing Parking Supply and Demand

In the Dickson & Block focus area, there were 1,751 total parking spaces at the time of the data collection, as 151 new residential spaces were still under construction and not yet available. As Figure 9 shows, during the weekday midday peak, about 700 parked cars occupied about 40% of the parking supply. On the weekend, parking occupancy is much lower.

Figure 9 Dickson & Block Focus Area Observed Utilization (Weekday)

![Utilization chart showing observed vacancies and occupancies.](image)

Utilization charts reflect observed vacancies and occupancies. 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 up to 10%.

Figure 10 Dickson & Block Focus Area Observed Utilization (Saturday)

![Utilization chart showing observed vacancies and occupancies.](image)

Existing Land Use Analysis

According to national parking generation rates from ITE (Figure 11), the needed number of parking spaces—assuming that each land use has its own dedicated supply of parking—is 1,812 spaces. The Dickson & Block focus area has an existing supply of 1,751 spaces (excluding lots under construction at the time of data collection). Thus, the parking supply is about 100 spaces less than what national standards would suggest is needed, assuming each land use had its own separate parking supply.
The model contains variables that account for different land use contexts as described in the preceding methodology section. The variables in Figure 12 are specific to the Dickson & Block focus area for weekday and Saturday cases.

**Figure 12 Dickson & Block Focus Area Parking Demand Reduction Variables**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Weekday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Internal Capture</td>
<td>14%</td>
<td>0%</td>
</tr>
<tr>
<td>Residential Internal Capture</td>
<td>14%</td>
<td>0%</td>
</tr>
<tr>
<td>Employee TDM Program (Parking Pricing)</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>Resident TDM Program (Parking Pricing)</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>Retail Transit Access Effect</td>
<td>5%</td>
<td>0%</td>
</tr>
</tbody>
</table>

While ITE estimates would require more than 1,800 parking spaces, the weekday parking demand model for the Dickson & Block focus area estimates a peak demand at 11 a.m. of 787 spaces (Figure 13 and a surplus of approximately 750 empty spaces, not including the 10% reserved supply. This finding indicates that overall the land uses in this area generate much less parking demand than national standards might require and that existing parking is overbuilt.
Figure 13 Dickson & Block Focus Area Modeled Weekday Parking Demand

The peak observed demand (Figure 14) occurs between 11 a.m. and 1 p.m. during which time there is a surplus of approximately 820 spaces. The bulk of this demand is from the government office use. The modeled and observed demand show similar trends throughout the course of a day, which indicates that the parking demand estimated by land use correlates to the area’s observed parking demand. However, modeled evening demand is lower than observed, likely indicating a “spillover effect” – parking demand generated by uses outside of this particular area - from adjacent focus areas that have more active retail/restaurant businesses.

Overall, there is still ample parking supply in the evenings. Not all of the parking is currently open to the public, which may need to change to accommodate future development. Opportunities for future land uses which generate both daytime and evening demand could occur if there was additional formal and informal shared parking.
Saturday parking demand, as seen in Figure 15, is minimal. The model slightly under-predicts demand—again, potentially due to spillover parking from the core of the Entertainment District. Sunday demand, however, is far more significant owing to the concentration of churches. Even during this peak use period from 8 a.m. to 3 p.m. on Sundays, modeled demand is 750 spaces less than the reserve supply (Figure 16).
Figure 15 Dickson & Block Focus Area Saturday Modeled and Observed Demand

Figure 16 Dickson & Block Focus Area Sunday Modeled Demand
Future Development Scenarios

The team worked with the City of Fayetteville to create generic development scenarios based on known and theoretical developments in the area. Modeling these generic development scenarios quantifies the potential effects of future mixed-use development on parking demand and the resultant impact on the adequacy of the current supply. These development scenarios do not prescribe a specific location for the developments proposed as this is contingent on many factors, including land acquisition and financing, and is outside of the scope of this study.

In this example—as well as in all subsequent development modeling presented in this document—some parking supply may be lost to the development itself as construction is likely to take place on existing parking lots. Some developments may build replacement parking, and some may be able to share parking that exists today. Since specific supply changes are unpredictable, the parking supply line is kept constant in each future scenario.

The first scenario would introduce 150 residential units to an area that is currently home to very few residences. As part of such a development, 10,000 square feet of accompanying retail floor area would be included in a mixed-use configuration.

### Figure 17 Dickson & Block Focus Area Development Scenario #1 - Land Use

<table>
<thead>
<tr>
<th>Scenario #1 Land Use</th>
<th>Added Floor Area/Units</th>
<th>Total Floor Area/Units (including development scenario)</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurant/Bar</td>
<td>4,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Church</td>
<td>91,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Convenience Market</td>
<td>2,600 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Retail</td>
<td>10,000 SF</td>
<td>53,000 SF</td>
<td>23%</td>
</tr>
<tr>
<td>Government Office</td>
<td></td>
<td>145,000 SF</td>
<td></td>
</tr>
<tr>
<td>Medical/Dental Office</td>
<td></td>
<td>7,000 SF</td>
<td></td>
</tr>
<tr>
<td>Office</td>
<td></td>
<td>112,000 SF</td>
<td></td>
</tr>
<tr>
<td>Residential</td>
<td>150 Units</td>
<td>166 Units</td>
<td>938%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>415,000 SF</strong></td>
<td><strong>166 Units</strong></td>
<td></td>
</tr>
</tbody>
</table>

Note: Retail, office and residential vacancy rates are not accounted for in the total floor area.

The demand analysis in Figure 18 shows that such a development produces a new weekday demand peak of almost 850 parking spaces between 10 a.m. and 11 a.m. This level is still approximately 700 spaces fewer than the reserve supply in the study area. The most significant change in parking demand throughout the day occurs early in the morning and in the evening, when residents would be parked at home. Note that the standards do assume that some residents leave their cars at home during the day.
A second development scenario for the Dickson & Block focus area would see 350 residential units added; a scale comparable to new housing developments recently completed in the Fayetteville parking study area. In this scenario, 20,000 square feet of retail floor area would be added to serve the additional residents.

**Figure 19 Dickson & Block Focus Area Development Scenario #2 - Land Use**

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Added Floor Area /Units</th>
<th>Total Floor Area/Units (including development scenario)*</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bar/Nightclub</td>
<td>4,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Church</td>
<td>91,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Convenience Market</td>
<td>3,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Retail</td>
<td>20,000 SF</td>
<td>63,000 SF</td>
<td>46.7%</td>
</tr>
<tr>
<td>Government Office</td>
<td>145,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medical/Dental Office</td>
<td>7,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office</td>
<td>112,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Residential</td>
<td>350 Units</td>
<td>366 Units</td>
<td>2188%</td>
</tr>
<tr>
<td>Total</td>
<td>425,000 SF</td>
<td>366 Units</td>
<td></td>
</tr>
</tbody>
</table>
Note: Retail, office and residential vacancy rates are not accounted for in the total floor area.

Figure 20 shows that this new development creates a higher weekday demand peak of almost 930 parking spaces between 10 a.m. and 11 a.m. and a secondary peak of almost 900 parking spaces at 4 p.m. This level is still approximately 600 spaces less than the reserve supply in the focus area. The largest increases in parking demand occur at and after 7 p.m. as new residents return home for the night. This was a minimal demand period in the existing land use analysis. Parking management methods such as sharing parking between complementary uses could easily absorb this new demand without the need for parking facility construction in this focus area.

Figure 20 Dickson & Block Focus Area Development Scenario #2 Modeled Demand
CENTER STREET FOCUS AREA

KEY FINDINGS: CENTER STREET FOCUS AREA

- More than 950 parking spaces remain unused today throughout a typical weekday, with much more availability in the evening. This indicates that parking is overbuilt in this area.
- The focus area has modeled peak parking demand ratios of 0.70 spaces per residential unit and 1.63 spaces per 1,000 square feet of usable non-residential floor area.
- For each future development scenario, 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 would maintain a very healthy reserve.

Existing Land Use

The Center Street focus area is composed of a greater mix of commercial retail, banking, office, residential, restaurant, and hotel facilities. The focus area is also home to a significant periodic use; the Fayetteville Farmers’ Market operates on Tuesday and Thursday from 7 a.m. to 1 p.m. and on Saturdays from 7 a.m. to 2 p.m. around the historic Fayetteville Square. This use is modeled as 100,000 square feet of supermarket space for the purpose of calculating generated demand. Land uses are grouped as accurately as possible into categories created by the Institute of Transportation Engineers Parking Generation 4th Edition (2010).

---

9 This figure does not include hotel parking demand or room count
10 This figure does not include parking demand or square footage attributed to the Fayetteville Farmers Market
11 Peak hour is defined as 12 a.m. on a weeknight for residential demand and 12 p.m. on a weekday for non-residential demand
Figure 21 Center Street Focus Area Parking Supply Map

Weekday Regulations

- Short-Term
- 2 Hour
- Unrestricted
- Daytime Metered
- Afternoon/Evening Metered
- Afternoon/Evening Metered/Permit
- Motorcycle
- Restricted
- (Loading/Police)
- UA/Resident Permit
- Handicapped
- Unrestricted
- Customer/Guest Parking
- Public Pay Parking
- Private Pay Parking
- Reserved/Restricted
- UA/Resident Permit
- Unavailable
- (Construction)
Figure 22 shows the breakdown of land use by category in this focus area. As discussed, a vacancy rate is applied in the modeling process.

**Figure 22 Center Street Focus Area Existing Land Use and Parking Supply**

<table>
<thead>
<tr>
<th>Land Use</th>
<th>FA/Units*</th>
<th>Parking Supply</th>
<th># of Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank</td>
<td>92,000 SF</td>
<td>Off-street Total</td>
<td>1,636</td>
</tr>
<tr>
<td>Cleaners/Laundromat</td>
<td>21,000 SF</td>
<td>Off-street Publicly Available Parking</td>
<td>955</td>
</tr>
<tr>
<td>Coffee/Donut Shop</td>
<td>13,000 SF</td>
<td>Off-street Private/Restricted Parking</td>
<td>681</td>
</tr>
<tr>
<td>Funeral Home</td>
<td>7,000 SF</td>
<td>On-street Total</td>
<td>371</td>
</tr>
<tr>
<td>General Retail</td>
<td>75,000 SF</td>
<td>Total</td>
<td>2,007</td>
</tr>
<tr>
<td>Government Office</td>
<td>11,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medical/Dental Office</td>
<td>9,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office</td>
<td>360,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality Restaurant</td>
<td>6,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sit-Down Restaurant/Bar</td>
<td>27,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sit-Down Restaurant/No Bar</td>
<td>56,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farmers Market**</td>
<td>100,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel</td>
<td>206 Rooms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low to Mid Rise Apartment</td>
<td>132 Units</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>677,000 SF</td>
<td>206 Hotel Rooms</td>
<td>206 Hotel Rooms</td>
</tr>
<tr>
<td></td>
<td></td>
<td>132 Units</td>
<td>132 Units</td>
</tr>
</tbody>
</table>

Note: * Retail, office and residential vacancy rates are not accounted for in the total floor area.

** Farmers Markets only held Tuesday, Thursday, and Saturday mornings. Represents a grocery store during those periods.
Existing Parking Supply and Demand

In the Center Street focus area, there are 2,007 total parking spaces. As Figure 23 shows, during the weekday peak from 11 a.m. to 1 p.m., 55% of the parking supply is occupied by almost 1,000 vehicles.

Figure 23 Center Street Focus Area Observed Utilization (Weekday)

Due to variability in collection, not all spaces were counted at all times of the day. Uncounted spaces account for less than 3% of the total capacity during all count periods.

Existing Use Analysis

According to national parking generation rates from ITE, the needed number of parking spaces—assuming that each land use has its own dedicated supply of parking—is 2,949 spaces. The Center Street focus area has a total supply of 2,013 spaces, which is about 900 spaces less than what national standards would suggest. This comparison alone indicates that parking demand in the focus area is lower than a typical analysis would predict.
Figure 24 Center Street Focus Area Existing Parking Demand (ITE)

As previously discussed, the adapted model contains variables to account for the land use and built environment context in Fayetteville. The variables in Figure 25 are specific to the Center Street focus area for weekday and Saturday cases.

Figure 25 Center Street Focus Area Shared Parking Reduction Constants

<table>
<thead>
<tr>
<th></th>
<th>Weekday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Internal Capture</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>Residential Internal Capture</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>Employee TDM Program (Parking Pricing)</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Resident TDM Program (Parking Pricing)</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Retail Transit Access Effect</td>
<td>8%</td>
<td>5%</td>
</tr>
</tbody>
</table>

The adapted model for the focus area estimates a peak demand at 12 p.m., when less than 1,200 spaces would be required (Figure 26). During this timeframe there is a surplus of more than 600 vacant spaces not including the 10% reserved supply. Currently, all of these spaces may not be open to the public; they represent the potential to accommodate demand without building new parking.

When overlaying the observed demand (Figure 27), the peak demand period occurs between 11 a.m. and 1 p.m. during which time there is a surplus of more than 800 spaces. The observed and modeled demand show similar trends throughout the course of the day, which indicates that the parking demand estimated by land use is calibrated properly (and somewhat conservatively) to the area’s observed parking demand. There is an opportunity to increase the concentration of developed land in both the daytime and evening throughout this focus area.
Figure 26 Center Street Focus Area Modeled Generated Weekday Parking Demand

Figure 27 Center Street Focus Area Modeled and Observed Weekday Parking Demand
Figure 28 Center Street Focus Area Modeled and Observed Weekend Parking Demand
Future Development Scenarios

As noted previously, the team worked with the City of Fayetteville to create generic development scenarios. Nothing is known about net parking supply changes, so the parking supply line remains constant in the future.

The first scenario would add 375 residential units with 25,000 square feet of accompanying retail floor area included in a mixed-use configuration.

**Figure 29 Center Street Focus Area Development Scenario #1 - Land Use**

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Added Floor Area /Units</th>
<th>Total Floor Area/Units (including development scenario)*</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank</td>
<td>92,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleaners/Laundromat</td>
<td>21,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coffee/Donut Shop</td>
<td>13,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Funeral Home</td>
<td>7,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Retail</td>
<td>25,000 SF</td>
<td>100,000 SF</td>
<td>33.4%</td>
</tr>
<tr>
<td>Government Office</td>
<td>11,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medical/Dental Office</td>
<td>9,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office</td>
<td>360,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality Restaurant</td>
<td>6,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sit-Down Restaurant/Bar</td>
<td>27,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sit-Down Restaurant/No Bar</td>
<td>56,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farmers Market**</td>
<td>100,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel</td>
<td>206 Rooms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Residential</td>
<td>375 Units</td>
<td>507 Units</td>
<td>284%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>702,000 SF, 206 Hotel Rooms 507 Units + Farmers Market</td>
<td></td>
</tr>
</tbody>
</table>

*Note: Retail, office and residential vacancy rates are not accounted for in the total floor area.

The estimated parking demand pattern for the first future development scenario is quite different on a weekend day than during the week. While weekday demand is largely driven by office and bank functions, forecasted weekend demand is a result mostly of restaurant, hotel, and farmers market activity. The larger of the two peaks occurs on Saturday at 12 p.m.—during the farmers market—when demand is estimated at 1,417 spaces (**Figure 30**). The parking surplus is diminished at this time to less than 400 spaces below the 10% reserve, which will be needed to mitigate some of the lost supply during market operations. There is still an opportunity to add evening uses or accommodate overflow parking from the nearby West Entertainment District focus area during events at the Walton Arts Center.
Figure 30 Center Street Focus Area Development Scenario #1 Weekday Modeled Demand

Figure 31 Center Street Focus Area Development Scenario #1 Saturday Modeled Demand
A second development scenario for the Center Street focus area would add 40,000 square feet of restaurants with a bar to the Scenario #1 addition of residential and retail (Figure 32).

**Figure 32 Center Street Focus Area Development Scenario #2 - Land Use**

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Added Floor Area /Units</th>
<th>Total Floor Area/Units (including development scenario)*</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank</td>
<td>92,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleaners/Laundromat</td>
<td>21,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coffee/Donut Shop</td>
<td>13,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Funeral Home</td>
<td>7,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Retail</td>
<td>25,000 SF</td>
<td>100,000 SF</td>
<td>33.4%</td>
</tr>
<tr>
<td>Government Office</td>
<td>11,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel</td>
<td>206 Rooms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low to Mid Rise Apartment</td>
<td>375 Units</td>
<td>507 Units</td>
<td>284%</td>
</tr>
<tr>
<td>Medical/Dental Office</td>
<td>9,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office</td>
<td>360,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality Restaurant</td>
<td>6,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sit-Down Restaurant/Bar</td>
<td>40,000 SF</td>
<td>67,000 SF</td>
<td>149%</td>
</tr>
<tr>
<td>Sit-Down Restaurant/No Bar</td>
<td>56,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farmers Market**</td>
<td>100,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>742,000 SF.</strong> 507 Units 206 Rooms +Farmers Market</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Note: Retail, office and residential vacancy rates are not accounted for in the total floor area.*

Figure 33 shows that this set of new development creates a second demand peak at 7 p.m. due to the now dominant restaurant demand that even exceeds the midday demand peak. Peak demand now requires more than 1,500 spaces, shrinking the margin between forecasted demand and reserve to approximately 300 spaces. Parking management methods such as transportation demand management (TDM) incentives and appropriate pricing can potentially absorb this new demand without the need for parking facility construction in this focus area.
Figure 33 Center Street Focus Area Development Scenario #2 Weekday Modeled Demand

Figure 34 Center Street Focus Area Development Scenario #2 Saturday Modeled Demand
WEST ENTERTAINMENT DISTRICT FOCUS AREA

KEY FINDINGS: WEST ENTERTAINMENT DISTRICT FOCUS AREA

- During the Saturday evening peak demand, 32% of the total parking inventory in the focus area is unused. Availability is much higher during the morning.
- This focus area has modeled peak parking demand ratios of 0.86 spaces per residential unit\(^\text{12}\) and 4.13 spaces per 1,000 square feet of usable non-residential floor area\(^\text{13} \text{14}\).
- As development scenarios intensify, modeling indicates that both the reserve and total parking supply in this immediate 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

Existing Land Use

A variety of land uses comprise the West Entertainment District focus area with just over 150,000 square feet of commercial, retail service, and office spaces as well as a large performing arts theatre, and 325 residential units\(^\text{15}\). The area is known for its high concentration of restaurants and bars, which comprise 40% of the total usable floor space, as well as multiple entertainment options at the Walton Arts Center, TheaterSquared, and the UArk Bowl. Land uses are grouped as accurately as possible into categories created by the Institute of Transportation Engineers Parking Generation 4th Edition (2010). Figure 34 shows the breakdown of land use by category in the focus area; again, the square feet and units are adjusted for existing vacancies only in the model results.

\(^{12}\) This figure does not include hotel parking demand or room count
\(^{13}\) This figure does not include parking demand or seat count attributed to the Walton Arts Center
\(^{14}\) Peak hour is defined as 12 a.m. on a weeknight for residential demand and 6 p.m. on a Saturday for non-residential demand
\(^{15}\) Since analysis was performed, The Academy at Frisco at West Avenue and Lafayette Street has opened with 219 apartment units and 496 parking spaces.
Figure 35 West Lot Focus Area Parking Supply Map
Figure 36 West Lot Focus Area Existing Land Use and Parking Supply

<table>
<thead>
<tr>
<th>Land Use</th>
<th>FA/Units*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank</td>
<td>1,000 SF</td>
</tr>
<tr>
<td>Church</td>
<td>8,000 SF</td>
</tr>
<tr>
<td>Cleaners/Laundromat</td>
<td>13,000 SF</td>
</tr>
<tr>
<td>Fast Food</td>
<td>7,000 SF</td>
</tr>
<tr>
<td>General Retail</td>
<td>106,000 SF</td>
</tr>
<tr>
<td>Hotel</td>
<td>10 Rooms</td>
</tr>
<tr>
<td>Low to Mid Rise Apartment</td>
<td>325 Units</td>
</tr>
<tr>
<td>Medical/Dental Office</td>
<td>2,000 SF</td>
</tr>
<tr>
<td>Office</td>
<td>30,000 SF</td>
</tr>
<tr>
<td>Quality Restaurant</td>
<td>16,000 SF</td>
</tr>
<tr>
<td>Sit-Down Restaurant/Bar</td>
<td>65,000 SF</td>
</tr>
<tr>
<td>Sit-Down Restaurant/No Bar</td>
<td>18,000 SF</td>
</tr>
<tr>
<td>Theater</td>
<td>2,590 Seats</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Parking Supply</th>
<th># of Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Off-street Total</td>
<td>2,191</td>
</tr>
<tr>
<td>Off-street Publicly Available Parking</td>
<td>1,327</td>
</tr>
<tr>
<td>Off-street Private/Restricted Parking</td>
<td>864</td>
</tr>
<tr>
<td>On-street Total</td>
<td>186</td>
</tr>
<tr>
<td>Total</td>
<td>2,377</td>
</tr>
</tbody>
</table>

Note: * Retail, office and residential vacancy rates are not accounted for in the total floor area.

Existing Parking Supply and Demand

As Figure 38 shows, the weekend peak in this focus area occurs during the evening from 9 p.m. to 11 p.m., as the behavior in this focus area largely mirrors that of the Entertainment District as a whole. The baseline sees 68% of the parking supply occupied by 1,584 vehicles.

Figure 37 West Entertainment District Focus Area Observed Utilization (Weekday)

Utilization charts reflect observed vacancies and occupancies (and unavailable spaces due to events or other conflicts). 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 up to 10%.
Existing Use Analysis

According to national parking generation rates from ITE, the required number of parking spaces—assuming that each land use has its own dedicated supply of parking—is 2,719 spaces. The West Lot focus area has a total supply of 2,327 spaces, which is about 400 spaces below industry standards.
The adapted model contains variables that account for Fayetteville’s land use context and built environment. The variables in Figure 40 are specific to the West Entertainment District focus area for weekday and Saturday cases.

**Figure 40 West Entertainment District Focus Area Shared Parking Reduction Constants**

<table>
<thead>
<tr>
<th></th>
<th>Weekday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Internal Capture</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Residential Internal Capture</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>Employee Parking Pricing Effect</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Resident Parking Pricing Effect</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>Retail Transit Access Effect</td>
<td>8%</td>
<td>1%</td>
</tr>
</tbody>
</table>

The land use model for the West Entertainment District focus area estimates a peak Saturday demand at 6 p.m., persisting through the 9 o’clock hour. At peak, it is estimated that 1,734 spaces would be used (Figure 41). During this timeframe there is a surplus of more than 350 spaces not including the 10% reserve supply. These spaces may not all be open to the public currently and could be used if regulations were different.

The peak demand period occurs between 9 p.m. and 11 p.m. during which time there is a surplus of over 500 spaces (Figure 42). The observed and modeled demand diverge temporally to some degree, owing to the model’s treatment of generic theater schedules (with matinées) and its treatment of maximum bar/restaurant demand. The model assumes maximum theater demand from 1 p.m. to 3 p.m. and again from 6 p.m. to 9 p.m. on Saturdays which may or may not be indicative of Walton Arts Center’s program schedule on a given night. The model treats bars as sit down restaurants as well, thus maximum demand is generated at 6 p.m. The bars and restaurants of Fayetteville’s Entertainment District operate differently, thus explaining the extended peak in the observed parking demand trends. Only the morning period shows predicted and observed ample availability in the West Entertainment District area. Nonetheless, the model provides a conservative peak demand estimate that is useful for future scenario projections.
Figure 41 West Entertainment District Focus Area Modeled Generated Saturday Parking Demand

Figure 42 West Entertainment District Focus Area Modeled and Observed Saturday Parking Demand
Future Development Scenarios

As in the other focus areas, the team worked with the City of Fayetteville to create development scenarios to model the effects of future development on parking demand and on the adequacy of the current supply. Nothing is known about net parking supply changes, so the parking supply line remains constant in the future.

The first scenario for the West Entertainment District focus area would introduce a modest amount of additional general retail (5,000 square feet) and 50 residential units to an area that is already home to 325 units. Uniquely, this development scenario also would involve a 500-seat performing arts theater in the area and the addition of a five screen movie theater to the area.

Figure 43 West Entertainment District Focus Area Development Scenario #1 - Land Use

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Added Floor Area /Units</th>
<th>Total Floor Area/Units (including development scenario)*</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank</td>
<td>1,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Church</td>
<td>8,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleaners/Laundromat</td>
<td>13,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fast Food</td>
<td>7,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Retail</td>
<td>5,000 SF</td>
<td>111,000 SF</td>
<td>4.7%</td>
</tr>
<tr>
<td>Medical/Dental Office</td>
<td>2,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office</td>
<td>30,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality Restaurant</td>
<td>16,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sit-Down Restaurant/Bar</td>
<td>65,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sit-Down Restaurant/No Bar</td>
<td>18,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel</td>
<td>10 Rooms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low to Mid Rise Apartment</td>
<td>50 Units</td>
<td>375 Units</td>
<td>15.4%</td>
</tr>
<tr>
<td>Theater</td>
<td>500 Seats</td>
<td>3,090 Seats</td>
<td>19.3%</td>
</tr>
<tr>
<td>Movie Theater</td>
<td>5 Screens</td>
<td></td>
<td>-%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>271,000 Sq. Ft. 10 Hotel Rooms 375 Units 3,090 Theater Seats 5 Movie Screens</td>
<td></td>
</tr>
</tbody>
</table>

Note: Retail, office and residential vacancy rates are not accounted for in the total floor area.
The estimated parking demand for future development Scenario #1 again occurs at 6 p.m., when demand is forecasted to reach 2,096 spaces (Figure 44). This figure, driven by theater, movie theater, and high evening restaurant activity, represents a case where demand has matched the reserve supply. As such, all future development beyond this scenario will need to consider parking accommodation in development plans.

Figure 44 West Entertainment District Focus Area Development Scenario #1 Modeled Demand
A second development scenario for the West Entertainment District focus area would see 500 housing units added; a scale comparable to the new housing development recently completed immediately north of the focus area. This time, the retail increase is more substantial (30,000 square feet).

**Figure 45 West Lot Focus Area Development Scenario #2 - Land Use**

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Added FA/Units</th>
<th>Total FA/Units*</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank</td>
<td>1,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Church</td>
<td>8,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleaners/Laundromat</td>
<td>13,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fast Food</td>
<td>7,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Retail</td>
<td>30,000 SF</td>
<td>136,000 SF</td>
<td>28.4%</td>
</tr>
<tr>
<td>Hotel</td>
<td></td>
<td>10 Rooms</td>
<td></td>
</tr>
<tr>
<td>Low to Mid Rise Apartment</td>
<td>500 Units</td>
<td>825 Units</td>
<td>154%</td>
</tr>
<tr>
<td>Medical/Dental Office</td>
<td>2,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Movie Theater</td>
<td>5 Screens</td>
<td>5 Screens</td>
<td>-%</td>
</tr>
<tr>
<td>Office</td>
<td>30,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality Restaurant</td>
<td>16,000 SF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sit-Down Restaurant/Bar</td>
<td></td>
<td>65,000 SF</td>
<td></td>
</tr>
<tr>
<td>Sit-Down Restaurant/No Bar</td>
<td></td>
<td>18,000 SF</td>
<td></td>
</tr>
<tr>
<td>Theater</td>
<td>500 Seats</td>
<td>3,090 Seats</td>
<td>19.3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>296,000 Sq. Ft.</strong></td>
<td><strong>825 Units</strong></td>
<td><strong>10 Hotel Rooms</strong></td>
</tr>
</tbody>
</table>

Note: Retail, office and residential vacancy rates are not accounted for in the total floor area.

As seen in Figure 46, forecasted demand for this development scenario exceeds not only the reserve supply but also the total parking supply of the focus area. The new demand of over 2,400 spaces requires over 300 new spaces to re-establish a reasonable reserve. The largest increases in parking demand in this scenario are due to the new residential units, though these do realize a larger internal capture rate, limiting even larger parking need. This scenario shows that both new housing plus a potential movie theater requires new parking construction in this focus area, though both can be accommodated in Fayetteville’s nearby focus areas without new parking construction.
Figure 46 West Entertainment District Focus Area Development Scenario #2 Modeled Demand

- Modeled Peak Demand: 2,417
- Existing Parking: 2,337
- Reserve Parking: 2,094

Legend:
- Mixed Theater
- Apartment
- Theater
- Quality Restaurant
- Convenience/Leasestructure
- Hotel
- Church
- Food/Personal Service
- Sit-Down Restaurant (Bar)
- Sit-Down Restaurant (inc. food)
- Bank
- Medical/Dental Office
- Office
- General Retail