



*City of Hendersonville
Preliminary Downtown
Comprehensive Parking
Study*

DIXON
RESOURCES UNLIMITED

Dixon Resources Unlimited

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Company Profile

With over 25 years of parking and transportation management experience, Julie Dixon founded Dixon Resources Unlimited (DIXON) with the direct goal of supporting municipal parking programs. DIXON has been identified as the “Parking Coach” because we offer best in class municipal parking solutions across a broad spectrum: parking management, utilization, analysis, operations, field maintenance, best practice comparisons, financial reporting, revenue reconciliation, integrated solutions, technology integration, comprehensive parking studies and officer training programs.

Based upon industry awareness and familiarity of parking technology and current developments, DIXON has been sought for feedback and direction from parking programs both nationally and globally. Our familiarity with parking processes, policy and overall service solutions provide a direct benefit to the City. DIXON has directly supported municipalities throughout the United States, developing extensive knowledge and hands-on experience with the solicitation, development, deployment, operation, and maintenance of solutions ranging from municipal parking programs to automated enforcement systems. We have been responsible for establishing policies, defining objectives and delivering on initiatives for municipalities of all sizes, working at all levels within the administration, enforcement and adjudication processes.

Each engagement with a municipality benefits from our combination of a fresh approach to the existing parking operation and years of experience within the parking and transportation industries. Unlike some of the larger consulting firms, we don’t apply a cookie-cutter approach to our client projects which might include a “copy and paste” methodology and a list of generic recommendations. We deliver specific, actionable recommendations and deliverables that will provide the City with the best approach specific to the City. Whether conducting research, evaluating best practices, or assessing ideal software solutions, DIXON brings a vast library of resources and expertise to our clients and we are adaptive to your evolving needs.

Dixon Resources Unlimited is a small company and our name includes Unlimited because there is no limit to the parking support services that we provide. We value our clients and we always deliver on our commitments. Each of our current municipal contracts has been extended and expanded beyond the original scope of work due to the positive impact that the DIXON project deliverables have had upon their parking programs and the professional level of service provided. We have delivered all of our projects on budget and on time with a concentration on delivering a customized set of recommendations. Our clients will tell you that we are small but we leave a powerful impression and our parking expertise and understanding of solutions offer an innovative and cost-savings perspective. We believe in and stand behind the work that we do.

Executive Summary

Downtown Hendersonville is not simply a place. This Downtown represents a workplace, a residence, a tourist destination, a commercial corridor, an entertainment and dining venue, and most importantly a community. Our understanding of Downtown Hendersonville as a community is extremely important as we outline the recommendations for the Downtown Hendersonville Comprehensive Parking Study.

The recommendations outlined within this report incorporate firsthand experiences and observations, but more importantly, the feedback from your key Stakeholders. Your Stakeholders are representative of the community that we described and included business owners, employees, residents, the Tourism Development Authority, City staff and administration. The level of participation and interest was refreshing and the engagement and commitment represented an interest to have not only an impact on the overall Downtown plan, but to truly make a difference. Personal agendas were left at the door and Stakeholder input focused on the greater good – what was best for Downtown Hendersonville. You have community members who care about the area in which they live, work, and play. This Comprehensive Parking Study outlines an operational plan that addresses immediate, interim and long term solutions for parking in Downtown Hendersonville.

While some of the outlined recommendations may have an incremental financial investment, it is important to highlight that the most significant investment is time. While some recommendations may be an ‘immediate fix’, changing overall parking behavior does not occur overnight. There is no simple, all-encompassing fix. The City must take a strategic, incremental approach towards these improvements evaluating and assessing the overall impact of these modifications as they are implemented and tested. There is no cookie-cutter approach to parking, each city is different. This is very important as we proceed with the recommendations for Hendersonville. Your community has proven to be unique and each suggested change or improvement is directed toward your ongoing effort to strengthen Hendersonville’s position as a destination.

DIXON’s first task was to identify potential challenges or issues with parking in Downtown Hendersonville. To do this, we reached out to residents, employees, property/business owners, and a designated Steering Committee and facilitated independent focus groups. Through feedback provided by the various Stakeholders, we were able to catalogue significant concerns, limits, constraints, and opportunities for further study. These critical issues included Supply and Utilization, Communication, Enforcement, Resources, Special Events, and Tourism.

Upon completion of the study, DIXON has identified a number of proposed solutions and recommendations for the City. The Hendersonville Comprehensive Parking Study provides a multi-facet approach to a parking plan for the City. The solutions provided are critical to addressing the issues and challenges the City faces with parking. These recommendations include implementing a Parking Ambassador Program and enhanced Customer Service Support to generate more interaction and

assistance from the City towards the public. Further recommendations that will have a direct impact on the Downtown Parking conditions include implementing a Parking Penalty/Permit Program, developing Special Event Planning and Shared Parking Programs. Also, increasing signage, improving the City's website and city maps as well as implementing Wayfinding solutions are potential resolutions to generate an instant impact. Updating the parking lots and walkways, including the removal of the current single-space parking meters, will create a more efficient and pleasant experience for customers. After implementing these operational changes, the City must continue to evaluate and assess the operational impacts on the Downtown parking resources.

Though these recommendations and improvements are intended to be immediate, the City of Hendersonville cannot lose sight of the long-term. As Hendersonville continues to grow as both a city as well as regional tourist destination, one must be mindful of the increased demand for parking facilities and information. To address the growth, when planning for future parking conditions, DIXON suggests the City consider additional/shared parking opportunities with local business. With respect to the progressing tourism, a transit center would be a direct benefit to the City.

There are many simple improvements outlined within this report that offer guidance for how the City can manage and operate a more effective and customer friendly parking program that grows and evolves with the City. Your parking program will continue to develop, you cannot simply make a decision and then place the program on the back burner. Provided vehicles park in Downtown Hendersonville every day, the parking program needs consistent monitoring and support. We want those visiting Downtown to have a positive experience. Remember, the first and last experience of Hendersonville the customer has while Downtown is typically parking. We want to ensure that it is a positive and convenient experience. This Comprehensive Parking Study provides specific recommendations, supported by your key Stakeholders, in order to maximize the efficiency and effectiveness of your existing and future parking supply.

Chapter 1: Introduction

The City of Hendersonville, NC initiated this comprehensive parking study to review, analyze and provide recommendations regarding the downtown parking program and how it can be managed and operated in a more effective and customer friendly manner. Downtown parking has consistently been a topic of discussion in Hendersonville, including the “1995 Parking in Downtown Hendersonville Report with Recommendations” and the “2013 Hendersonville Parking Report”. The 2013 study was presented to City Council at the November 2013 City Council Session and identified the solicitation of a Comprehensive Parking Resource Study. After a competitive procurement process, the City of Hendersonville selected Dixon Resources Unlimited to perform a detailed analysis of the Downtown parking program.

Purpose

The goal of this Comprehensive Parking Study is to identify existing parking issues and develop solutions that will maximize existing resources and identify strategies for addressing growth in parking demand with a keen awareness of the community’s strong desire to maintain its existing quality of life. This study provides guidance to the City Council in the formulation of parking policies and strategies for the efficient management of the existing off and on-street parking supply. The study also makes targeted recommendations regarding the adequacy of parking, transportation demand management measures, parking management, pricing (both off-street and on-street for short and long term), and considers the financing of new parking facilities.

The project’s defined goals include:

- Assessment of Current Parking Supply and Utilization
- Supply/Demand Analysis and Projection of Future Parking Needs
- Supply Side Solutions
- Development of Demand Side Solutions
- Evaluation of Parking Policy and the Municipal Parking Program
- Recommendations and Financial Plan for Meeting Future Parking Needs

Parking Study Area

The primary study area for the Comprehensive Parking Study includes boundaries on the North: 6th Avenue, South: Allen Street, West: Washington Street, and East: Grove Street. Visual observations beyond Washington and Grove were also conducted to assess the general availability of parking. Included in the study are the city-owned parking lots: Dogwood, Azalea, Maple, and the City Hall lot.

Although the Downtown Parking Map (Appendix A) outlines 1,064 parking spaces in the City of Hendersonville, for the purposes of this study, a total of 666 spaces were identified by the City as being within the study area.

Downtown Parking Inventory

	3 Hour	Handicap	15 Minute	No Time Limit	2 hour	EV	
Main	89	12	27	13	0	0	
Avenues	131	0	0	10	0	0	
Church	48	0	0	6	0	0	
Azalea	50	3	0	0	0	0	
Maple	30	1	0	0	0	0	
Dogwood	50	6	0	0	0	2	
Outer	0	1	0	177	10	0	
	398	23	27	206	10	2	666



Scope of Study

Along with ongoing management of the project, Dixon Resources Unlimited, with the assistance and cooperation of City Staff, defined the following services to be provided:

- A detailed historical analysis of parking management strategies, budget, revenues and operational expenses
- Stakeholder outreach to gain direct comments and input from downtown property owners, merchants, and the general public

- On-site Occupancy and Turnover Surveys
- Issues related to current system
- Special Event Parking
- Relevant City Comparisons
- Develop and present attainable recommendations to manage current and future needs of the City of Hendersonville.

Parking Wish List

During the initial key Stakeholder meeting, DIXON hosted a parking brainstorming session and Stakeholders were challenged to identify their “Parking Wish List”. This approach was intended to identify parking concepts and ideas without consideration of budget or financial impacts; however, a reality check element was often introduced by the group when assessing different suggestions. The following is a summary of the Wish List ideas that were identified during this interactive session and will serve as a baseline approach for feasible solutions and proposed recommendations:

- Parking Wish list
 - Aesthetics – Surface, Signage, Landscaping (increase awareness of parking)
 - Customer Friendly – upgrade technology (credit card meters/kiosks & remote payment capabilities); need to consider special events & the placement of infrastructure
 - Setbacks – Research requirements because there may be expanded space for parking
 - King Street – Adding parking during non-peak time periods
 - Parking Lot– Consider paid parking on Main Street and free parking in lots, consider gated entry
 - Parking Garage – Build one on the Dogwood Lot
 - Shared Parking – need to formalize parking arrangements in private lots (i.e. banks) during non-business hours
 - Redesigning sidewalks on the Avenues to accommodate parking on both sides of the roadway
 - Loading Zones – Assess value, timing, limitations (minimize trucks on Main Street after 10am)
 - Address Pricing – Eliminate time limits on Main Street and create a demand based rate structure (pay for the convenience) in the core parking area; should charge less for parking outside this core
 - Branding & Parking Perceptions – Expand the Downtown aesthetics beyond Main Street; improve Wayfinding (carry the character of Main Street to Church & King)
 - Outer Rim Parking – Evaluate parking lots beyond Church and King
 - Maximize existing resources – utilize the asset for what it’s worth
- Other Discussion Points
 - Installing Parking Meters on Main Street – Consider charging more per hour and allow the hourly rate influence the parking decision of the driver; parking meters on Main Street may hinder tents during special events (tents could be situated in the middle of Main St. in order to leave sidewalks and business entrances open)

- Kiosks on Main Street – Location and accessibility important; Pay by space vs. pay & display (better because it is less disputable and easier to enforce), prefer a red/green light for ease of enforcement
- Employee Parking – Make sure to include a plan for employee parking; there are many lots which could accommodate employees
- Residential Parking – Make sure to accommodate Skyland which is 80-90% of residential demand
- Leased Parking – need to assess the leased parking agreements and consider alternatives and potential to broker business to business arrangements to accommodate employee parking
- Parking Ambassador – Committee is open to the concept of a liaison role that provides enforcement support along with a Downtown support roles with cost considerations
- Meter collections – concerns for safety and security

Review of 2013 Hendersonville Parking Report

The City of Hendersonville has been carefully planning to make improvements in Downtown Parking. In August 13, 2013, the City held a downtown parking workshop where 60 attendees worked with City Staff in small groups to discuss issues affecting parking and potential solutions. City Staff then created an online survey from the information collected during the workshop. In September 2013, over 300 respondents completed the survey to provide a good window into the opinions of downtown parking's user groups. The results from both the parking workshop and online survey are detailed in the 2013 Downtown Parking Report. It is important to identify the potential solutions outlined by the 2013 report in order to accurately assess the potential solutions during this Comprehensive Study. The 2013 report divided the solutions into the below established guidelines:

SHORT TERM SOLUTIONS

- Develop a list of private lots and their uses in downtown to better understand and, potentially, utilize this resource.
- Develop partnerships with private lot owners to provide downtown employee and volunteer parking.
- Develop temporary high visibility public lot signage.
- Evaluate vegetation in public lots with an eye toward visibility, appearance and safety.
- Evaluate parking enforcement practices to ensure a consistent, efficient and positive experience for downtown customers.
- Eliminate or modify holiday bagged meter program

INTERMEDIATE TERM SOLUTIONS

- Develop a comprehensive Wayfinding signage system.
- Install parallel parking spaces on King Street.
- Upgrade to a smart metering system in public lots.
- Install additional smart meters on Main Street and at other high demand locations.
- Lease private lot(s) for additional off-street parking.
- Evaluate "Loading Zones" on the Avenues.

- Create bus parking.

LONG TERM SOLUTIONS

- Purchase property for additional surface public lots.
- Construct a parking deck on an existing or new city parcel.
- Public Private Partnership
- G.O. Bond
- City Financing

Chapter 2: Methodology

Review of Existing Data

The DIXON Team reviewed and summarized all relevant data from the City including all prior parking-related studies, the City's existing parking management strategies, overall City objectives for the long-, mid- and short-term, and parking inventory (public and private). This information provided the baseline methodology approach for the Comprehensive Parking Study.

Public Involvement

In order to maximize public involvement with this project, a multipronged approach was developed to further expand upon input from the 2013 study.

Core Team

The Core Team for the Comprehensive Parking Study included Planning Director Sue Anderson, Downtown Economic Development Director Lew Holloway (Main Street Program) and DIXON. This small group was focused on managing the day-to-day aspects of the project and was responsible for meeting on a bi-weekly basis and coordinating the efforts of the Stakeholder involvement.

Parking Steering Committee

The Parking Steering Committee is a partnership of City employees and downtown representatives who will guide the analysis and recommendations of the study. It was assembled to guide and assess the information compiled through the parking study and provide recommendations to the City Council for both short and long-term changes to the parking program. The committee is comprised of representatives from the City, City Council, Chamber of Commerce, County Tourism Development Authority, property/business owners, employees and residents.



The Parking Steering Committee met 4 times during the parking study including the review of each report: Initial Findings, Preliminary Recommendations and Draft Final Report.

Stakeholder Focus Groups

Many Stakeholders were surveyed during the 2013 online parking survey. To gather more in depth input from specific groups and assess solutions for their individual user group, separate Stakeholder Focus Groups were held for property/business owners, employees, and residents. The three 2-hour meetings were run as whiteboard discussion sessions to maximize involvement by each participant. Separate small group meetings were held with property/business owners, residents and employees to gather further information.

Parking Intercept Survey

A Parking Intercept Survey was conducted during the October data collection to evaluate parking behaviors that included a wide sampling of visitors to Downtown Hendersonville. Individuals on Main Street and surrounding areas were asked to answer a series of questions regarding their experiences and perceptions of parking within Downtown Hendersonville. A mobile phone application was used to collect the responses of the 100 participants.



On-site Occupancy and Turnover Surveys

To provide the basis of the occupancy and turnover calculations, data was collected during two time periods:

- Baseline – September 18-19, 2014 including a Rhythm & Brews Concert
- Peak – October 17-21, 2014 including the Leaf Season & general tourism

Parking occupancy data was collected utilizing a few Dixon Resources Unlimited (DIXON) specific cutting edge technologies. First, a mobile phone application was utilized to capture the time, license plate and location of each car parked within the study area. Second, images were also recorded utilizing an additional mobile phone application to further record occupancy/turnover, vehicle type, and object status. Data was collected throughout the day during the following distinct time periods:

- Morning (8:00 am – 9:00 am)
- Midday (12:00 pm – 1:00 pm)
- Dinner (6:00 pm – 7:00 pm)
- Evening (8:30 – general observations)

In order to quantify the surplus and deficient parking, DIXON provided a thorough assessment of the City’s parking to identify information necessary to provide effective recommendations for the current project and future parking needs.



Temporary Battery Operated Parking System (TBOPS)

The TBOPS is an optical-based integrated software evaluation tool which provides a flexible analytical instrument with an unprecedented understanding and overview of the activities and users of the City's parking assets. The TBOPS provides a vast and unique set of data, which is searchable at any time, allowing for review and comparison of all data collected and provides the ability to view images for demonstration of results for key Stakeholders and decision makers. During both the Baseline and Peak Data Collection Periods, the TBOPS was utilized in the following locations:

- 300 block of N Main Street for 24 hours
- North and South of Azalea Lot, Dogwood Lot for 72 hours

TBOPS Unit

The TBOPS has the capability to capture the following data sets:

- Occupancy/Turnover – The TBOPS delivers ultra-high accuracy occupancy status. This accurate detection combined with vehicle type provides the ability to truly understand the occupancy and turnover (or transition) characteristics of City streets and parking lots.
- Same Vehicle / Object Status – TBOPS can accurately and reliably determine if the vehicle or object is the same vehicle or object over time which allows for the ability to accurately determine length of stay.
- Vehicle Type – TBOPS can also detect multiple vehicle types including motorcycles, autos and commercial vehicles and companies (Fed Ex, UPS etc.) This allows for the efficient and effective management of loading zones and other parking events.



The TBOPS has proven to be a reliable tool for several municipal operations to evaluate occupancy and space availability. Essentially it is an obscurely mounted camera which will capture real-time data within the study area. The TBOPS is a programmable tool that can be scheduled to operate during the designated operating hours, including Saturdays, for both on and off street locations. The volume and value of the TBOPS data has provided substantial information to formulate policy recommendations.

DIXON used the TBOPS to conduct detailed parking supply and demand studies in the downtown area. The data collection has been supported by on site assessment, evaluating opportunities for parking management and determining opportunities for future land use mixes. DIXON has performed a detailed analysis and prepared relevant spreadsheets by address and street block which can be found in Chapter 5.

Chapter 3: Current Parking Supply and Utilization

On-Street Parking

All on-street parking is controlled by the City of Hendersonville, including parking along Main Street. The majority of the on-street parking is free parking, with no time limits (342 spaces). Most of Main Street, Church Street, and the Avenue 100 blocks utilize three-hour time limits (267 spaces) with some 15 minute parking zones (27 spaces) and Handicapped parking (14 spaces). All Avenue 200 blocks are free, no time limit parking spaces. Main Street includes both angle parking and parallel parking spaces. There are no paid, on-street parking spaces within the study area.

Off-Street Parking

There is a total of seven (7) municipally controlled public parking lots within the study area; Azalea, Dogwood, Maple, N King St., Apple, Edwards, and City Hall representing a total of 390 spaces of multiple uses. The off-street lots consist of metered, leased, reserved, private, visitor, handicapped, and electric vehicle spaces. The Downtown Parking map shows the inventory of off-street parking located in the study area. The Visitor’s Center provides public parking however it is not included on the Downtown Parking map. There are other large commercial private lots that are intended to serve the specific properties they are attached to; however there is a mixture of signage specifically prohibiting parking or restricting parking to any time limits.



Downtown Parking Designation	Cost
3 hour	Free
2 hour on Washington Street	Free
Lots - No Time limit	\$ 0.50 / hour
On-Street - No Time limit	Free
Handicap	As designated by location
15 Minute	Free
EV Charging within the Dogwood Lot	Free

Other important items to note are the uninviting conditions of the off street lots and the Wayfinding associated with these lots. For instance, there is Wayfinding and a clearly marked entrance to the Dogwood lot off of the 200 block of 5th Avenue West, however, all the parking on that side of the lot is leased. This has led to patrons parking in leased spaces without realizing the infraction. All traffic into the Dogwood Lot should be directed into the Church Street entrance. This is simply one example of the inadequate and inconsistent signage that is in place. Lastly, the safety, lighting, and directional



signage from the lots to downtown need to be addressed in order to provide parkers with an inviting, friendly environment to park in.

Walkway on 4th Avenue West from Main Street is obscured and uninviting. Consider expanding the Main Street look to 4th Avenue West as a priority to improve the appeal of the Dogwood Lot.

As previously stated, although the Downtown Parking Map (Appendix A) outlines 1,064 parking spaces in the City of Hendersonville for the purposes of this study, a total of 666 spaces were identified as being within the study area.

Downtown Parking Inventory

	3 Hour	Handicap	15 Minute	No Time Limit	2 hour	EV	
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Maple	30	1	0	0	0	0	
Dogwood	50	6	0	0	0	2	
Outer	0	1	0	177	10	0	
	398	23	27	206	10	2	666

Parking locations include the following categories:

Downtown Parking Categories

- Main On-street Spaces on Main Street between Allen and 6th Avenue
- Avenues On-street Spaces on 100 blocks of Avenues between Allen and 6th Avenue
- Church On-street spaces on Church Street between Allen and Church
- Azalea Off-street spaces in the Azalea Lot
- Maple Off-street spaces in the Maple Lot
- Dogwood Off-street spaces in the Dogwood Lot
- City Hall Off-street spaces in the City Hall Lot
- Outer On-street spaces on the 200-300 blocks of the Avenues between Allen and 6th and Washington Street between Allen and 6th Avenue

The City completed a parking inventory map in 2013 and a few differences were noted from the current inventory:

1. 3rd Avenue East, North side, 100 block only marked for 4 spaces but there is room for 5
2. Dogwood Lot, 50 metered, 6 Handicap, 2 EV, 72 leased

Leased/Reserved Parking

Currently the City leases 212 public parking spaces for private or business use. Recently 20 meters were removed from the Dogwood lot to create more leased spaces however there is still a waiting list.



The cost of monthly leased parking is \$20/month for the Dogwood Lot and \$30/month for all other, more central locations. The rate for monthly parking and the parking penalties need to be reassessed based upon the recommendations outlined later in the report. The value of monthly parking versus the cost of a citation is a risk assessment that many community members consider in their valuation of the cost for parking in Downtown Hendersonville. Leased parking is billed quarterly. There are minimal delinquent payments since only a 15 day delinquency is allowed before parking tickets are written for that space.



Leased parking owners are given a hanging tag to display in their car while parking in a lease space. Some leased spaces have a name painted on the curb stop. Also, some lease owners can request the space to be reserved 24/7; however, there is limited documentation and no additional charge for this. Furthermore, some spaces have nameplates, where a name is posted on the curb stop, while others do not. Again, there is no evidence that there is an additional charge for this. If there is a nameplate on a leased parking space, then the

City is allowed to tow the vehicle if the registered owner of the vehicle does not match the name on the leased space. Thus, only the owner of the specific leased space is able to park in that space.



There is no specific documentation related to the use of leased spaces during special events. However, there are references of a handshake deal that a previous mayor made with the First Baptist Church allowing the Church to utilize the non-nameplate leased spaces within the Dogwood Lot on Sunday mornings. During these Sunday morning services, the Church will place orange cones on spaces that are not available for parking.

Leased Parking	Number of Spaces
Dogwood Lot	97
Azalea Lot	21: 19 Blue Sky, 2 other
N King St Lot	16
Edwards Alley Lot	8
Maple	10
Apple Lot	27: 19 Leased, 8 Reserved
Private Lot-Apple	11
City Hall Lot	32: 14 Business, 9 City Hall Employees, 9 Police
Total Leased	212

Loading zones

There are approximately 24 Loading Zone spaces within the study area: 12 on the 100 blocks of the Avenues, 1 on Church Street and 11 in the outer areas. Most of these loading zone markings are weathered and are inconsistent with the loading zones in other areas of the City. Cars must be visibly loading to avoid a ticket. DIXON observed blatant abuse of the loading zones and alleyways during data collection periods.



In general, loading zones are not sufficient for the size of the delivery vehicles visiting Hendersonville, so the vehicles have made a habit of double parking on Main Street. The habit of double parking on Main Street causes congestion within an already congested area leaving the loading spaces unused most of the day.



There is also confusion regarding loading zones in alleys versus on Main Street. The rules are unclear as to where delivery trucks are able to unload.



Lastly, DIXON observed personal signage within businesses outlining reserved parking spaces/loading zones. DIXON observed signage stating "Reserved Parking 24/7 loading zone" claiming the tow of any vehicle that is found to park in front of the building. This issue highlights the inconsistency of loading zone regulations within the study area.

General Parking Operations

Outdated parking meters

There are currently 142 Duncan meters located in the Azalea, Dogwood, City Hall and Maple lots. The cost of metered parking is \$0.25 per 30 minutes. The Duncan meters are old outdated meters that only accept coins. These meters are maintained by Public Works.



Meter collections are conducted by Public Works and occur once a month. Counting of monies from the meter is done at the Public Works garage on the same day of collection. Monthly meter collections typically yield between \$5,500 and \$8,500 per month. During the collection of these meters, DIXON witnessed a number of meters full of water or with coins outside of the coin "cup" and loose coin within the vault of the meter. There is a high degree of maintenance required to keep these old meters operational as well as a number of other significant setbacks including:

- Coin is the only method of payment
- No auditing control
- Limited flexibility on adjusting parking rates and time limits
- Limited training on meter maintenance and upkeep
- Limited availability of spare parts

City staff pro-actively responds to meter service calls in a timely basis, however, the degradation of the equipment and the need for alternative modes of payment must be considered in order to advance the City's current parking operation. If the City retains parking meters, the older infrastructure that is currently deployed in the City's lots need to be updated to meet today's standard. Potential options for updates are outlined in Chapter 7.

The average annual parking meter revenue for the City of Hendersonville in 2014 is approximately \$60,500. Parking meter revenue from 2010 to 2014 is outlined here. All parking meter revenue goes into the General Fund.

Year	Revenue
2010	\$38,000.00
2011	\$43,700.00
2012	\$42,400.00
2013	\$57,400.00
2014	\$60,500.00

Enforcement

There is currently one designated Parking Enforcement Officer (PEO) in the City of Hendersonville. The majority of tickets written are \$10 tickets. The PEO has the ability to administer a \$100 habitual fine to repeat offenders but does not have the ability to tow the vehicle. Prior to the implementation of the habitual offender fine, most parkers would risk receiving the \$10 ticket due to the minimal amount this fine represents. The PEO utilizes a ParkTech Motorola 2000 for over the last 5 years to chalk tires and write parking tickets. The ParkTech operating platform is used to issue citations and to process payments. Pictures of more severe infractions are taken to provide evidence in the event of a contested ticket.

There is a City Ordinance which states that cars cannot be parked for a second time within a block radius in order to extend their time. If a vehicle is found to have parked within a block radius, the car is subject to a ticket.

The Annual Revenue for Downtown Parking is approximately \$150,000. From June 30, 2013 to June 30, 2014, 2,139 parking tickets were written totaling \$61,293.81. All parking revenue goes into the General Fund.

Date		# of Tickets	Total Amount Collected	Fine	Late Charge	Bad Check Fee
6/30/2013	6/30/2014	2,139	\$61,293.81	\$44,533.81	\$16,590.00	\$170.00
6/30/2012	6/30/2013	2,305	\$60,960.89	\$46,459.25	\$14,476.64	\$25.00
6/30/2011	6/30/2012	1,657	\$46,290.00	\$35,824.00	\$10,466.00	
6/30/2010	6/30/2011	1,744	\$53,810.08	\$42,935.08	\$10,850.00	\$25.00
6/30/2009	6/30/2010	1,760	\$34,695.42	\$28,825.97	\$5,869.45	

Currently, ticket payments are received by mail, by physically dropping off payment to the Parking Office, or by depositing payment in a PO Box located in the City Hall Lot. The parking citation and monthly lease payments are processed by the City PEO. Credit cards and online payment are not accepted to pay for parking citations, leases, or any other city services.

Parking enforcement has an office within City Hall. This office has a fixed window and door that opens into the dispatch hallway. When citizens come to complain or pay parking tickets, they are able to enter the small office that the PEO occupies. This type of layout provides minimal security for the PEO. Payments should be accepted in a secure location to guarantee safety.



City of Hendersonville Parking Citations

Meter Expired	\$10
Overtime Parking	\$10
Limited Zone	\$20
Blocking	\$10
Parking Outside Line	\$10
Parking On Sidewalk	\$10
Backing Into Space	\$10
Parking in Private Space	\$10
Parking On Left Side of Street	\$10
Blocking Fire Hydrant	\$100
Parking in Fire Zone	\$100
Parking in Alley	\$10
Parking in Posted Lot	\$10
Habitual Violator	\$100
Handicapped Parking	\$250 Max

The PEO’s responsibilities consist of a wide range of services including enforcement of parking laws, supervision of crossing guards, and a number of clerical duties. The PEO manages all aspects of parking citation collections. This includes all mailings and the collection of additional information to locate the violator including running DCI (Division of Criminal Investigation) and criminal history. This process is very time consuming and as a result, there is a backlog of outstanding tickets that have not been collected. A lien can be filed against North Carolina tax records to attempt to collect fines. Based upon the revenue figures, it is apparent how the current collection methodology for delinquent citations is extremely effective. This effort is directly supported by the PEO. However, this resource must be reevaluated because the PEO services should be focused in the field maintaining the parking policies rather than chasing the collections of delinquent fines.

Below is a concise list of the PEO’s actual duties:

- Enforcement of Parking Laws
 - Mark and monitor all vehicles parked within the downtown area

- Issue citations
 - Maintain record and report broken meters/signage
 - Work as traffic control officer for special events
- Supervision of Crossing Guards
 - Background checks
 - Assist in hiring and training of guards
 - Maintain payroll
 - Daily monitoring of parking guards
- Clerical
 - Manually enter tickets written by Officers
 - Fingerprinting
 - Collect and record parking fine payments and complete deposit slips
 - Lease and assign parking spaces to business owners, employee's, and residents in the city owned parking lots
 - Budgeting and fiscal responsibility for citations and leasing
 - Research and collect unpaid parking tickets through DMV lookup, cross reference, GIS, etc.
 - Attempt collections for unpaid tickets/lease payments
 - Testifies and provides evidence to Civil Court and District Court officials regarding parking tickets
 - Investigate and research ticket information for appeals
 - Community outreach, bike, and seatbelt safety

The clerical duties alone take a lot of time away from the PEO's ability to write parking tickets and enforce the City's parking laws. Given the amount of time the current PEO spends on other projects, there is a lack of consistent enforcement. When resources are available, the PEO typically focuses on areas where specific complaints are made. Coupled with the fact that the majority of Downtown inhabitants know the PEO's schedule, it is very apparent that parkers have figured out how to take advantage of the system and avoid tickets. The PEO's schedule is known and this was stated and confirmed within every focus group that was interviewed. Without a focused approach on parking enforcement the PEO is unable to adequately ensure turnover and compliance on Main Street and its surrounding areas.

Parking Limits and Rates

Contrary to the general parking industry standard, the City of Hendersonville charges for parking in off-street lots while on street parking remains free. The only metered parking currently exists within the Azalea, Maple, Dogwood, and City Hall lots. Typically, paid parking is implemented to encourage turnover and generate revenue in high demand parking spaces. With paid parking located in off-street lots, an opposite approach to this theory is apparent in Downtown Hendersonville encouraging parkers to find parking on street rather than parking in lots. Potential options to mitigate this approach are outlined in Chapter 7.

Special Event Parking

Currently there are no established special event protocols in place to manage parking during the many events that take place in Downtown Hendersonville. During special events like the Apple Festival, there is no direct parking enforcement. In order to appropriately manage a growing downtown parking program like the City of Hendersonville, a special events procedure needs to be established.



The impact of special event parking downtown was observed during the Rhythm and Brews Concert on September 18, 2014. The concert took place in the Azalea Parking Lot and along the 100 block of 3rd and 4th Street East. The location of the concert reduced the available parking by 104 spaces (74 within the Azalea Lot, 21 on 3rd



Street East, 9 on 4th Street East). Attendees focused on parking in the lots closest to the venue. Once the lots were full, there was no signage directing traffic away from the full lot. Instead, many lots had cars circling the lots causing confusion and traffic jams. DIXON witnessed 100% occupancy during the Rhythm and Brews Concert in all City owned lots, private lots (Home Trust, Bank of America and PNC), auto shops on Church Street, the Court House, and Court Office Building lots. Some businesses install temporary fence or blockages in order to prevent parking within their locations.

Ordinances

When you compare the City of Hendersonville ordinances with the State of North Carolina, there are a few items which have different specifications:

Setbacks: City Ordinance (#2162) is 25', State is 20'
 Fire Hydrant: City Ordinance is 10' from hydrant, State is 15'

By identifying these differences, the City of Hendersonville has options to change the streetscape to match State ordinances and possibly identify additional parking spaces. Most of the proposed spaces with setback discrepancies are within the Downtown area. The City would need an encroachment permit from NCDOT to add spaces and would need approval by City Council before NCDOT would allow any spaces to be installed.

Wayfinding

The City of Hendersonville has implemented signage throughout Main Street and the surrounding areas to direct visitors to the appropriate lots and Downtown locations. Upon entrance of Downtown, visitors are greeted with two beautiful "H's". This branding is a perfect example of signage that should be continued throughout the rest of the Downtown area. Although signage does exist, it is often confusing and inconsistent especially in areas adjacent to Downtown. If a visitor parks off of Main Street (i.e.

Church or King Street) there is no directional signage pointing the visitor to Downtown. There is also no Wayfinding leading into Downtown Hendersonville from the interstate to tell visitors where Downtown is located. The “P” signs and “Downtown Parking” signs designated for directing parkers to lots need to be consistent in order to effectively disperse parking to the appropriate lots. Furthermore, hourly parking signs and signage outlining parking rules need to be updated. Currently, parking signs simply state “3 hour parking” or “15 minute parking”. The correct time and days of enforcement should be outlined on signage so that there is no confusion and no basis for ticket appeals. Simply stated, parking signage needs to be consistent both in branding and in messaging throughout Downtown and its surrounding areas.



The following locations have inadequate signage and the parking rules are unclear:

Street	Orientation	Note
W Allen Street	N	100 & 200 block - No signage - needs time limit
E Allen Street	S	200 block - No signage
Main Street	S	200 block - No time limit signage
1 st Avenue W	N	100 block - Mid block signage, should be at beginning/end
1 st Avenue W	N	200 block - No signage
1 st Avenue E	N	200 block - No time limit signage
2 nd Avenue W	N	100 block - Need signage on Main St end
2 nd Avenue W	S	100 block - Need to spread signage out
2 nd Avenue E	S	200 block - No signage
3 rd Avenue W	S	100 block - Need signage on Main St end
3 rd Avenue W	N & S	200 block - No signage
3 rd Avenue E	S	100 block - Need sign at the end of block
3 rd Avenue E	S	200 block - No signage
4 th Avenue W	N	100 block - Need signage on Main St end
4 th Avenue W	N	200 block - No signage
4 th Avenue E	N	100 & 200 block - Need signage
5 th Avenue W	S	200 block - No signage
5 th Avenue E	N	100 block – No signage present
5 th Avenue E	N	200 block - No signage
6 th Avenue E	N	200 block - No signage
Church Street	W	400 block - No signage
Church Street	E	400 block - Need additional signage
Church Street	E	300 block - Need additional signage
Church Street	E	200 block - Need additional signage
Church Street	W	100 block - Need additional signage
Church Street	E	100 block - Need additional signage
Barnwell Street	W	No signs
Washington Street	E & W	200 block - No signage
Washington Street	E	300 block - No signage

Parking Utilization

It is a widely held parking industry standard that the optimum efficiency of an effective parking program is when occupancy levels are approximately 80% of the total capacity. If a cushion of 15% to 20% of total capacity is not maintained, there will be the perception that the parking location is full, even though some spaces may still remain open. Therefore, parking areas operating at 85% occupancy or greater are essentially considered to be full. This creates frustration among customers causing increased traffic congestion due to cars circling the block or slowing down in the middle of the street while looking for

available spaces. The congestion impact is particularly impactful in the quaint setting of Main Street and causes vehicle back-ups and a disregard for the traffic signal controls. For these reasons, the City of Hendersonville should set a goal of achieving a maximum peak occupancy level of 80% of total supply for maximum operational efficiency.

Chapter 4: Summary of Critical Issues based on Stakeholder feedback

As previously outlined, Dixon Resources Unlimited facilitated independent focus groups, meeting with residents, employees, property/business owners, and a designated steering committee to determine issues that affect each group individually. Each group was asked a series of questions regarding their biggest challenges or concerns with parking in Downtown Hendersonville; we identified their parking wish list and focused the discussion on specific areas that affect the group as a whole. These efforts evolved into the baseline for the initial Critical Issues Summary.

The purpose of the Critical Issues summary was to identify significant concerns, limits, constraints, and opportunities for further study resulting in the following six most impactful categories: Supply & Utilization, Communications, Enforcement, Resources, Special Events, and Tourism. It is important to keep in mind that the critical issues outlined below reflect the feedback provided by the various Stakeholder groups.

1. Supply & Utilization

- a. Pricing
 - i. Time limits may not be sufficient.
 - ii. Meters are old and only accept quarters.
 - iii. Penalties are too low to change behavior.
 - iv. Leased parking is providing off-street parking for a limited few and is left underutilized much of the time.
 - v. Permits
 1. The price of a citation versus the cost of a permit is unbalanced encouraging parkers to risk getting a few tickets rather than purchasing a permit.
- b. Convenience & Parking Centricity
 - i. Everyone wants to park on Main Street.
 - ii. Main Street is 100% occupied most of the day and especially during the lunch and dinner periods.
 - iii. The Avenues are nearly full as well.
 - iv. 15 minute/loading spaces have a significant overstay issue.
- c. No Employee/Resident Parking
 - i. Lack of census information limits the ability to determine what the true needs are for parking.
- d. Poor Lighting and signage off Main Street
 - i. Church/King Streets and the Avenues (especially the 200 blocks) do not have adequate street lighting.
 - ii. There are many missing signs and locations where the signed parking information is inadequate.
- e. Leased parking complications
 - i. Leased parking is provided off-street for a limited few and is left underutilized much of the time.
- f. Church parking needs on Sunday

- i. There is a significant need for parking on Sunday mornings, particularly on the North Side of Downtown.

2. Communications

- a. There is limited awareness/observance of the Downtown Parking Policies
 - i. A majority of visitors don't know the rules.
 - ii. There is a lack of signage to educate visitors on the rules.
 - iii. Downtown employees and property owners don't follow the rules (i.e. time limits) further contributing to the problems.
 - iv. The City website provides only limited parking information.
 - v. The Historic Downtown Hendersonville Business map does not include the Visitor's Center or the entire Dogwood parking lot.
 - vi. There is inconsistency between City and State ordinances.
 - 1. For on-street parking DOT requires either a 20 or 30 foot setback from the edge of the crosswalk to the first space. Reviewing each location could yield more spaces for the City.
 - vii. The current time limit signage does not have hours of operation outlined.
 - viii. Block radius ticket rules are unknown.
 - 1. Block radius ticket: if an individual moves their car to avoid a time limit ticket but parks within a one block radius of the previous spot, they are subject to a ticket.
- b. Notifications that a particular area will be utilized for a special event are not posted in accordance with industry standards.
- c. There is inadequate Wayfinding to available parking locations, especially from Main Street.
- d. It is difficult to identify parking availability.
- e. There are no coordinated contact list/names of downtown residents, property owners, employees to provide communications.
- f. There is no consistent branding for the parking program. Current signage is from different eras, making it more difficult to consistently identify public parking locations.

3. Enforcement

- a. The current enforcement is inconsistent. There is only one individual Parking Enforcement Officer (PEO) responsible for covering parking operating hours (Monday through Saturday from 8:00 am until 6:00 pm).
 - i. The PEO's schedule is known by many so they selectively follow the rules.
 - ii. The current PEO is overextended with many other duties including collections and cashier, making enforcement less of a priority.
- b. The existing penalty of only \$10 is too low to change behavior. Several Stakeholders stated that they would rather risk a ticket than pay for a leased space.
 - i. Payments for tickets can only be made via cash or check which is inconvenient.
- c. There is limited awareness of the parking rules such as special conditions for a construction permit, even within the City departments.

4. Resources

- a. Leased parking management is coordinated by the PEO.
- b. By the general public, leased spaces are perceived to be underutilized

- i. Similar to a driveway, the space is designated for a specific person. If the “owner” of the leased space is not there, the space remains vacant.
- c. The appearance of City owned public parking lots and walkways are lacking and do not provide a friendly path to Downtown.
- d. There is poor curb paint and signs for loading zones.
- e. Limited work has been done to cross utilize parking assets (shared parking – private/public).
- f. Delivery availability is lacking, especially for big trucks.
 - i. The biggest need is for deliveries on Main Street.
 - ii. Residents and employees also need loading areas for groceries, package unloading etc.
 - iii. The size of spaces is important for the particular type of vehicle.
- g. The meters accept only quarters.

5. Special Events

- a. There is a need for a documented special event parking procedure plan that includes the utilization of City leased parking spaces.
- b. Advanced notifications for Downtown events are lagging, specifically timeliness and advanced warning of these events.
- c. The temporary signage used for special events is viewed as tacky and uninviting to visitors.

6. Tourism

- a. There are limited bus parking spaces (3 spaces at the visitor’s center lot).
- b. There are limited bathrooms overall (Limited hours of Court house and Visitors Center).
- c. There is limited Wayfinding from the highway to bring visitors Downtown.
- d. There is inconsistent branding on the existing signs.
- e. There is a lack of consistency between the appearance of Main Street and Church & King.
- f. There are negative perceptions about the ease of finding parking Downtown which need to be overcome.

Chapter 5: Data Collection and Survey Results

Occupancy Study

Manual Counts:

To provide the basis of the occupancy and turnover calculations, data was collected during two time periods:

- Baseline – September 18-19, 2014 including a Rhythm & Brews Concert
- Peak – October 17-21, 2014 including the Leaf Season & general tourism

Parking occupancy data was collected in utilizing a few DIXON specific cutting edge technologies. First, a mobile phone application was utilized to capture the time, license plate and location of each car parked within the study area. Second, images were also recorded utilizing a second mobile phone application to further capture occupancy/turnover, vehicle type, and object status. Data was collected throughout the day during the following distinct time periods:

- Morning (8:00 am – 9:00 am)
- Midday (12:00 pm – 1:00 pm)
- Dinner (6:00 pm – 7:00 pm)
- Evening (8:30 – general observations)



Lastly, the *Temporary Battery Operated Parking Sensor (TBOPS)* was mounted to specific locations to capture real-time occupancy and turnover. Rather than relying upon traditional parking assessments that include windshield surveys and sporadic field collection of data, the TBOPS is an alternative solution that provides a flexible analytical tool with an unprecedented understanding and overview of the activities and users of parking assets. During both the Baseline and Peak Data Collection Periods, the TBOPS was utilized in the following locations:

- 300 block of N Main Street for 24 hours
- North and South of Azalea Lot, Dogwood Lot for 72 hours

Occupancy Findings

As the following tables and figures illustrate, most of the parking on Main Street and the Avenue 100 blocks were found to be operating at average peak occupancy rates of 95% or greater during the afternoon lunch rush. Main Street specifically was operating at an average of 90% occupancy during both the afternoon and evening data collection sessions. The morning observations were less impactful within all areas of Main Street, Church Street and the Avenues.

Street	Inventory		Average Occupancy October Visit				Average Occupancy September Visit			
	Orientation	# of Spaces	Morning	Afternoon	Evening	Total	Morning	Afternoon	Evening	Total
Main Street N	100 E	11	7%	100%	98%	60%	14%	127%	106%	58%
	100 W	9	22%	96%	89%	61%	61%	100%	107%	74%
	200 E	11	9%	97%	91%	58%	36%	109%	97%	61%
	200 W	11	32%	100%	100%	69%	41%	118%	106%	67%
	300 E	11	80%	100%	91%	82%	55%	91%	97%	67%
	300 W	9	75%	100%	100%	83%	78%	111%	100%	76%
	400 E	11	25%	97%	95%	64%	23%	91%	88%	52%
	400 W	11	18%	94%	86%	58%	14%	91%	94%	52%
	500 E	11	50%	88%	82%	66%	27%	45%	73%	45%
	500 W	10	38%	90%	78%	61%	25%	70%	80%	48%
Main Street S	600 E	6	13%	56%	42%	32%	0%	0%	0%	0%
	600 W	3	0%	67%	33%	28%	0%	0%	0%	0%
	100 E	4	38%	92%	88%	65%	63%	0%	50%	46%
	100 W	10	20%	100%	93%	63%	60%	90%	63%	52%

There were substantially more vehicles parking during the October data collection period. The following tables identify the types of parking spaces where vehicles were parked and also the frequency of repeat parkers during the data collection process. Basically, this means that the same vehicle was observed within the study area. In September there were more repeat parking event by the same vehicle than in October and this could be caused by the lack of available parking spaces due to impacted vehicle density within the Downtown area.

September Data Collection						
Row Labels	Count of License	% of total		# of times plates were	# of plates	% of total
15 minute	83	5%		1	1125	68%
3 hour parking	1134	69%		2	112	7%
Handicap	27	2%		3	38	2%
Loading zone	3	0%		4	28	2%
No Time Limit	403	24%		5	8	0%
Grand Total	1650					
October Data Collection						
Row Labels	Count of License	% of total		# of times plates were	# of plates	% of total
15 minute	203	9%		1	1859	83%
2 hour parking	5	0%		2	111	5%
3 hour parking	1833	82%		3	27	1%
Handicap	85	4%		4	9	0%
Metered Lot	11	0%		5	4	0%
No Time Limit	93	4%		6	2	0%
Grand Total	2230					

			Average Occupancy			
Inventory			Morning	Afternoon	Evening	Total
1st Avenue E	100 N	6	21%	67%	42%	38%
	100 S	9	19%	59%	53%	39%
	200 N	7	21%	0%	0%	7%
1st Avenue W	100 N	11	5%	94%	59%	45%
	100 S	9	22%	93%	56%	49%
	200 N	10	0%	0%	0%	0%
2nd Ave E	100 N	8	16%	58%	56%	39%
	200 S	9	17%	0%	0%	6%
2nd Ave W	100 N	9	6%	111%	56%	48%
	100 S	13	6%	103%	48%	44%
	200 N	12	13%	0%	0%	4%
3rd Ave E	100 N	10	13%	60%	55%	38%
	100 S	11	18%	64%	57%	41%
	200 S	9	25%	0%	0%	8%
3rd Ave W	100 N	8	44%	100%	56%	58%
	100 S	8	53%	88%	53%	57%
	200 N	6	25%	0%	0%	8%
	200 S	5	25%	0%	0%	8%
4th Ave E	100 N	9	17%	70%	42%	37%
4th Ave W	100 N	9	39%	100%	50%	55%
	200 N	9	28%	0%	0%	9%
	300 N	6	0%	0%	0%	0%
5th Ave E	100 N	3	58%	78%	58%	58%
	200 N	9	19%	0%	0%	6%
	300 N	15	2%	0%	0%	1%
5th Ave W	100 N	4	38%	108%	38%	52%
5th Ave W	200 S	5	25%	0%	0%	8%
6th Ave E	100 N	5	5%	40%	15%	17%
	200 N	5	20%	0%	0%	7%
Allen St E	100 S	10	23%	27%	23%	22%
	200 S	10	18%	0%	0%	6%
Alle St W	100 N	8	22%	0%	0%	7%
	200 N	4	0%	0%	0%	0%
Church Street N	100 W	3	25%	67%	33%	36%
	200 E	3	0%	111%	33%	39%
	200 W	8	6%	63%	3%	19%
	300 E	6	17%	128%	58%	57%
	300 W	7	21%	71%	29%	35%
	400 E	7	46%	90%	43%	52%
	400 W	9	19%	93%	14%	34%
500 E	5	30%	87%	35%	43%	
Church Street S	100 E	6	8%	0%	0%	3%
Main Street N	100 E	11	7%	100%	98%	60%
	100 W	9	22%	96%	89%	61%
	200 E	11	9%	97%	91%	58%
	200 W	11	32%	100%	100%	69%
	300 E	11	80%	100%	91%	82%
	300 W	9	75%	100%	100%	83%
	400 E	11	25%	97%	95%	64%
	400 W	11	18%	94%	86%	58%
	500 E	11	50%	88%	82%	66%
	500 W	10	38%	90%	78%	61%
Main Street S	600 E	6	13%	56%	42%	32%
	600 W	3	0%	67%	33%	28%
	100 E	4	38%	92%	88%	65%
Washington Street N	100 W	10	20%	100%	93%	63%
	200 E	6	29%	0%	0%	10%
	200W	6	8%	0%	0%	3%
	300 E	10	10%	0%	0%	3%
Total			22%	56%	38%	

As previously outlined, this table shows the impacts on the Avenue 100 blocks and Main Street during the afternoon and evening data collection periods. Please note that in some cases the occupancy levels exceed 100% due to illegally parked vehicles. As anticipated, the most impacted areas are at the core of Downtown. These results are consistent with the responses received from the parking intercept study regarding how far people are parking and walking to their destinations.

The following table represents a sampling of 9 parking spaces on the 300 block of Main Street that were monitored by the TBOPS during the September data collection. The data represents the total number of vehicles that parked within a 24 hour time period and the average stay by space in minutes. “Cam 1-1” and “Cam 1-2” monitored two 15 minute zones. The average stay for these two spaces is 25 minutes. This sample of spaces outlines the obvious abuse of the 15 minute parking zones. The average stay for the remaining monitored spaces was within the maximum 3 hour time limit.

Space	Total number of cars	Average Stay (min)
Cam1-1	27	28
Cam1-2	20	22
Cam2-1	16	67
Cam2-2	11	98
Cam2-3	12	81
Cam2-4	18	59
Cam2-5	21	48
Cam2-6	20	50
Cam2-7	8	102
Total	153	62

The table on the following page outlines the specific streets where the same vehicles were seen repeatedly. The data identifies that vehicles that were seen multiple times typically park within the same area showing that the repeaters tend to have their preferred parking locations.

Parking Availability Perceptions

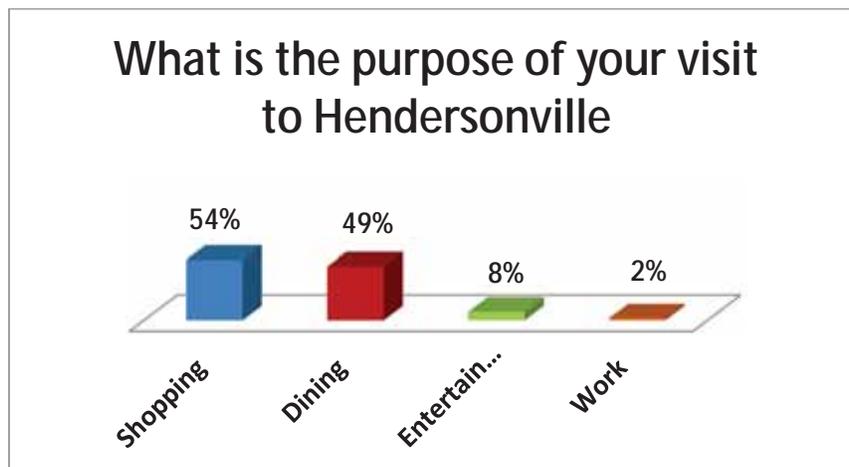
Based upon the high occupancy rates observed on Main Street during the afternoon and evening data collection periods it is reasonable to understand the existing perception that a parking shortage exists. However, the results of the occupancy counts also demonstrate that there is sufficient parking supply in the study area in other locations that are located on the perimeter of the study area. Better signage and Wayfinding will improve the distribution of parking supply.

Parking Intercept Survey

A Parking Intercept Survey was conducted during the October data collection. Individuals on Main Street were asked to answer a series of questions regarding their experiences and perceptions of parking within Downtown Hendersonville. A mobile phone application was used to collect the responses of 100 participants.

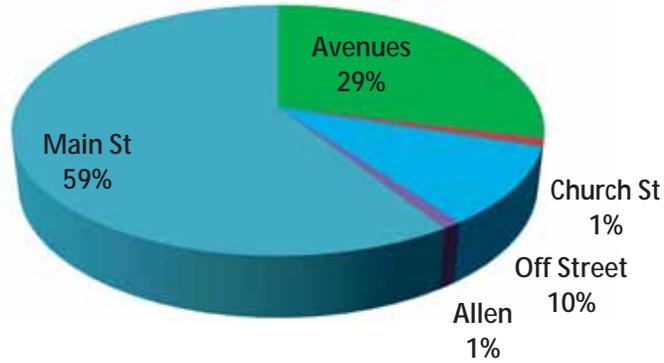
Results of the parking intercept survey:

- Average # of occupants per vehicle: 2 – 3.
- Majority of visitors come Downtown to shop and dine.
- 90% of visitors parked on street: Avenues, Main Street, Church, Allen
- All visitors traveled by car.
- The majority of parkers plan to be parked between 2-3 hours (62%).
- 57% of visitors found parking easily while 41% found parking to be moderately challenging.
- 91% of visitors perceived the parking in Downtown Hendersonville to be easy or moderately challenging while 5% found parking difficult.
- 45% of visitors will be walking 1 or 2 blocks from their parking spot while 35% will be walking 3 or more blocks.
- 43% of visitors found \$0.50 or less per hour to be a reasonable fee to park on Main Street.
- 83% of visitors decided that if parking on Main Street was metered they would consider walking further to park in a lot for free.

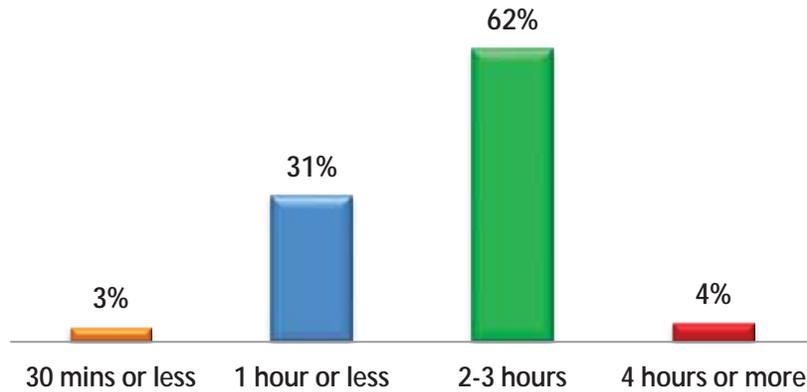


(Note: some visitors listed multiple reasons for being Downtown i.e. shopping, dining, and entertainment which is why % is above 100%.)

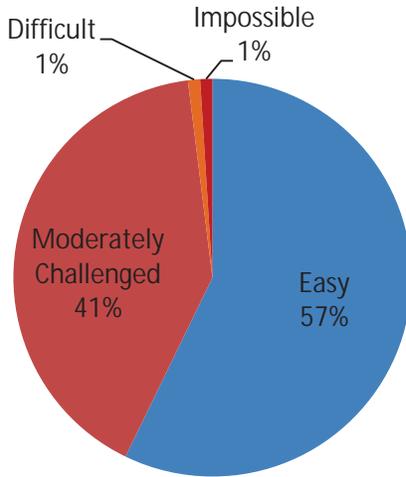
Visitor parking Occupancy



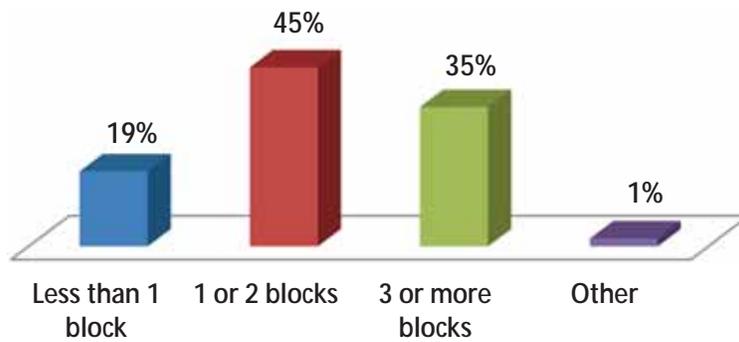
How long will you be parked?



How would you describe the ease of your ability to find parking today



How far will you be walking to your destination from your parking spot



Chapter 6: Comparable Downtown Analysis

Background

In order to develop parking operational strategies for Downtown Hendersonville, it is important to evaluate the applicability of innovative approaches to managing downtown parking programs used by cities of similar size and demographics. Dixon Resources Unlimited researched the parking management practices of other commercial districts within neighboring cities to serve as a comparative basis for recommendations in this study. The Parking Steering Committee considered several cities and agreed upon the following to include in the comparison: Waynesville, NC, Greenville, SC, and Asheville, NC. This study considers these cities not because Hendersonville is identical to them, but because they each offer insight into innovative solutions that can be applicable to Downtown Hendersonville.

DIXON researched, analyzed, and interviewed the three comparable cities to obtain information on the details of their parking program, how the parking programs are managed/organized, and challenges/successes that each program has experienced.

The results of the comparable downtown analysis show a glimpse into the potential for Hendersonville's Downtown parking plan. Although Hendersonville does not strive to be the next Asheville or the next Greenville, specific lessons can be learned from analyzing these case studies. As seen in Greenville, a downtown renewal process focusing on branding, signage, beautification, and Wayfinding can develop the Hendersonville Downtown area into an easily navigated center of an already beautiful city. Paid parking on Main Street may be considered an eventuality, as other cities have benefited from the installation of on street infrastructure, experiencing an increase in revenue and vehicle turnover; however, there are alternative solutions to be considered before any capital investment. Both Asheville and Greenville have progressive monthly parking programs that generate revenue for the City while encouraging off street parking. Neither City leases individual parking spaces to specific individuals; instead, monthly permit holders can park in any of the designated monthly parking spaces. Furthermore, Hendersonville's parking enforcement is not as robust as the other cities. With consistent enforcement and reasonable fine structures, the City of Hendersonville's parking rules are more likely to be followed. As outlined in the preceding summary regarding special events, Waynesville has developed a specific special event parking procedure that has effectively been implemented throughout a number of events. This is an integral feature for a successful downtown parking program in Hendersonville. Waynesville exhibits similar challenges as Hendersonville, including limited enforcement and a need for improved signage. By completing this Comprehensive Parking Study and analyzing these cities, Hendersonville has an opportunity to evolve their parking program to adapt to the expanding Downtown parking demands.

Town of Waynesville, NC

Downtown Waynesville is home to art galleries, cafes, restaurants, shops, banks, doctors' offices, and town and county government administration buildings. The City of Waynesville manages the downtown parking program. In the 2013 census the town had a total population of 9,739 with an area of 7.8 square miles. Both on street and off street parking in Waynesville is free. There is a 3- hour time limit on Main street parking. Parking on Main Street is parallel parking and is enforced 8am to 6pm Monday through Saturday. Waynesville police department is responsible for enforcing the 3 hour time limit on Main Street. The only revenue the City receives is through parking citations. In 2014, the City expects to receive \$500 in parking citation revenue. The 2015 budget estimates \$1,500 in parking citation revenue.



Typically, the main complaint that the City receives regarding parking is that there is a lack of parking downtown simply because there are not always spots directly on Main Street out front of the individual's desired destination.

Special events are managed by the Downtown Waynesville Association. Prior to an event, the Downtown Association sends out a newsletter alerting the residents of street closures, special events etc. The Downtown Association also maintains a Facebook page that relays the same information. There is also a text alert that is sent out regarding all

things Downtown. Currently, it is unclear if this is a town employee distribution list or an opt-in program for the public.



A number of parking issues that exist in Hendersonville also exist in Waynesville. The reflection of parking rules via signage is lacking. The image above (taken off of Main Street in Waynesville) shows a sign reading "three hour parking 8am to 6pm" however the sign does not outline which days of the week the time limit is in effect. Also, Wayfinding (picture to the right) signage in Waynesville consists of a large green "P" with an arrow which is similar to Hendersonville. Although the Wayfinding points in the general direction of the parking lot, the overall brand and effective directional signage does not exist.

City of Greenville, SC

In the early 1960's Greenville began a downtown renewal project focusing on improving the streetscape along a portion of Main Street in the Central Business District. This included narrowing the street from four lanes to two lanes; installing angled parking spaces, trees, flowers and light fixtures; and creating parks and plazas throughout the central core of downtown. Greenville continued to lay the foundation for their downtown vision by developing and implementing a downtown master plan and facilitated public-private investment partnerships which resulted in the city's first luxury convention hotel on Main Street.



The Greenville brand is very strong throughout the City. All Wayfinding signage and messaging is consistent with the Greenville "g" and is extremely detailed. Upon DIXON's visit to Greenville, we were able to find our way to parking structures/parking spaces and to Downtown Greenville no matter where we were within the City.



In the 2013 census Greenville's population was 61,397 with an area of 26.1 square miles. The City's parking inventory is outlined below. The City has 6,523 total public parking spaces with all on street parking remaining free. On street time limits are 2 hours, 1 hour, and 15 minutes and are enforced by the City's parking division. The City has six parking enforcement officers and five maintenance staff who upkeep the meter off street. The most common violation in the City of Greenville is time limit violations. Most violations run from \$5 - \$8 and increase by \$10 for repeat offenders.

Parking citations can be paid in person, by mail, or online (with a convenience fee of \$3.95).

The Greenville Parking Division and Public Works department manage all City garages and lots. Garages are automated pay in lane garages that accept cash, credit card, and parking vouchers. Garage rates are outlined below.

Time Period	Rate
1 st half hr:	\$0.75
2 nd half hr:	\$0.75
Each additional hr:	\$0.50
Max per day:	\$6.00
Monthly rate:	\$69.70
Special Event:	\$5.00

CITY OF GREENVILLE PARKING INVENTORY					
Description	Levels	Spaces	Address	Year Built	% of Occupancy (a)
PARKING GARAGES					
Commons Garage	6	817	60 Beattie Pl.	1982	51%
W. Washington Deck	1	56	101 W. Washington St.	1990	93%
N. Laurens Deck	2	184	210 Laurens St.	1988	89%
S. Spring Street Garage	6	912	316 S. Spring St.	2003	52%
Liberty Square Garage	9	926	65 Beattie Pl.	1984	95%
River Street Garage	5	268	414 River St.	2005	64%
RiverPlace Garage	2	440	300 River St.	2005	91%
Richardson St. Garage	8	909	66 N. Richardson St.	1997	31%
Church Street Garage	6	978	320 N. Church St.	1998	31%
Poinsett Garage	6	843	25 W. McBee Ave.	1999	91%
TOTAL SPACES		6,333			
PARKING LOTS					
Brown Street		33	210 N. Brown St.		100%
Rhett Street		82	Rhett and River Street		0%
University Street		75	8 University St.		51%
TOTAL SPACES		190			
TOTAL PUBLIC SPACES		6,523			

(a) Percentage of Occupancy reflects the number of spaces reserved for monthly pass holders.



Parking fees support the operations of the City's parking facilities. There are 10 parking garages and 3 parking lots providing approximately 6,500 spaces. Parking garage rates are \$69.70 for monthly parkers and \$.75 to \$6.00, respectively, for hourly and daily parkers. Monthly rates for the three primary parking lots, which provide 190 spaces, range from \$41.50 to \$51.80. Volume discounts are also available for bulk users. The projected parking revenue estimate of \$5,983,090 in FY 2013-14 is based on the number of available spaces, current monthly and daily rates, and occupancy rate estimates, as well as interest income and transfers. Projected expenses for all parking facilities total \$6,027,561. Of the \$6,027,561 in expenses, \$2,533,379 is for servicing debt, \$2,488,506 is for general parking operations, \$373,676 for the General Fund transfer for support services rendered by the General Fund, and \$632,000 is for capital improvements.

The City of Greenville offers free parking in Richardson Garage from 6am-9pm on Fridays, 6am-9pm on Saturdays and 6am Sunday to 6am Monday. A flat fee of \$3 is paid after 9pm on Friday and Saturdays. The City also offers free parking on Washington St. deck from 6pm to 6am Monday through Friday and all day Saturday and Sunday.

Greenville hires 1099 event staff to manage special event parking. Typically, their special event procedure is to direct all over flow traffic into off street garages where a flat rate of \$5 is paid. There is no Resident Parking Program within the City of Greenville; however, there is a monthly parking permit program that can be utilized by residents, employees, or anyone else for that matter. Monthly permits are issued at the Parking Services Office. Currently there is a waitlist for monthly permits. The City of Greenville does offer discounts on monthly permits to part time employees in order to incentivize employees to park off street.



Greenville has a very developed, well organized, parking program. The branding throughout the City is consistent and allows for visitors to find their way around Downtown effectively. With such efficient Wayfinding, visitors can easily find their way to a parking garage as well as enjoy a stress free parking experience. The citation rates in Greenville are still very low increasing a parkers willingness to risk receiving a ticket rather than making use of parking in lots. The \$10 fine increase does help mitigate the repeat offender problem; however, the fine rates still encourage the parker to risk receiving a ticket. Consistent enforcement in Greenville has helped with parking rule compliance.



City of Asheville, NC

The City of Asheville is a thriving mountain city featuring an eclectic downtown, 30-plus art galleries, a burgeoning culinary scene, and a thriving live music scene within the scenery of the Appalachian Mountains. The 2013 census states Asheville's population at 83,393 within a 45 square mile area.



The Asheville Parking Services Division operates three parking garages that provide the first hour free then \$1 per hour thereafter up to \$10 max. The Parking Services Division also manages over 700 on-street metered spaces for short-term parking (2 hours or less) at a rate of \$1.25 per hour, and more than 200 lot spaces. On street meters are enforced 8am to 6pm Monday through Saturday and accept coins only. All off street garages are manned Monday through Friday 10am-7pm and also feature automated pay systems, which accepts cash, coins, or credit cards.

Garage revenue has increased over the last few years as a result of the opening of the Biltmore Avenue garage in FY 2012-13 and the continued recovery in the economy, which has bolstered demand. Also, City Council approved a \$0.25 cent increase in the hourly rate for parking garages in FY 2013-14. There is no rate increase in the FY 2014-15 budgets. The hourly rate for meters was also increased by 25 cents in FY 2013-14, but there is no rate increase for FY 2014-15. The City implemented a pay by phone application in FY 2013-14 utilizing Passport Parking's application, which has led to an increase in parking revenue for the City. Parking revenue equates to 2.6% of the City's overall revenue.



The Parking Services Division manages and coordinates the operation of all parking facilities except parking garages. This includes on-street parking, meter installation and repair, parking enforcement, administration of parking rules and regulations, and the depositing of all revenues generated from parking operations, including garages. The Parking Garages Division is responsible for the daily operation and maintenance of the City's three parking garages. This division also handles special event parking operations.



Citations can be paid in person at the City Building, by mail, during regular business hours, at the exit station of any city owned parking deck downtown, or online for a convenience fee of \$3.95. Late fees are applied after 15 days. Parking citations are outlined below.

Monthly Permits are managed by the Parking Services Office and can be purchased on a first come first serve basis by signing up on the City's waiting list. Parking permit rates are outlined below.

Citation	Fine
Overtime Parking:	\$10
Subsequent overtime Parking:	\$20
Loading Zone:	\$10
Parked in a crosswalk:	\$10
Parked in a Handicapped Zone:	\$250
Parked in a fire lane/Fire Hydrant:	\$35/\$45

Parking Location	Rate/Month
Civic Center Deck:	\$70
Rankin Deck:	\$90
Wall St. Deck:	\$100

*Prices are based on proximity to the center of downtown

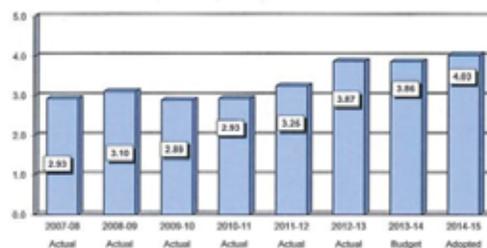
Loading zones in Downtown Asheville are limited. A stop in one of the city's designated loading zones is limited to 30 minutes (or less, as marked). These spaces are not parking spaces. All loading zones are clearly marked, and failure to use them properly may result in a citation and fine.

The City of Asheville has a very robust Downtown parking program. Wayfinding and general signage is consistent. Signage directing drivers to Downtown Asheville start at the highway and continue to direct visitors to the heart of downtown. Meter rates are consistent with a high visitor population as seen in Asheville; however, the meters themselves are outdated and accept only coins. With ample garage parking, special event parking is a non-issue. Paid parking and meter rates on street encourage turnover and parking in off street locations instead of on street.



ENTERPRISE FUND REVENUES

PARKING SERVICES FUND REVENUES



	2011-12 Actual	2012-13 Actual	2013-14 Budget	2014-15 Adopted
Parking Services Revenue				
Garage Revenue	1,585,979	1,927,120	1,848,000	2,073,000
Parking Meters	1,103,316	1,091,540	1,250,000	1,239,413
Parking Violations	334,831	632,471	427,700	448,250
Parking Lots & Peripheral Parking	181,314	189,745	314,000	264,000
Other	42,814	29,379	17,000	3,144
Total Parking Services Revenue	3,249,254	3,870,255	3,856,700	4,027,807

Chapter 7: Proposed Solutions and Recommendations

Hendersonville Parking Roadmap

The Hendersonville Comprehensive Parking Study provides a multi-facet approach to a parking plan for the City. The solutions provided in this chapter are outlined and presented as the first steps in addressing the critical issues and parking challenges identified during our Stakeholder meetings and throughout our data collection process. These are immediate recommendations that can have a direct impact on the Downtown parking conditions over 6 to 18 months. Also identified are some interim solutions that may require additional preparation and City Council and NCDOT approvals. These are all tiered and flexible planning tasks that need to be outlined with an ongoing evaluation plan to ensure that the City is addressing the needs and growth of Downtown Hendersonville.

Once the City implements the operational recommendations, a reassessment of the impacts should be evaluated within 4 to 6 months in order to determine the impacts of the consistently applied parking policies. It is at that time that the City should consider future parking plans, including the potential for paid parking on Main Street or a consideration for a parking deck. Based upon the results of this Comprehensive Parking Study, Hendersonville can accommodate the current and growing demand for parking by addressing the issues described within this report. There may still be a need for future development, but that decision cannot be made until the City has a full understanding of the parking conditions based upon actual operating policies.

Parking Ambassador Program

Parking rules in the City of Hendersonville are not consistently enforced due to a lack of personnel resources. It is recommended that the City implement a Parking Ambassador Program. This is a customer service approach to parking enforcement support. Based upon the community policing model, Parking Ambassadors (PA) would 'patrol' the Downtown zone and serve as a liaison to the business owners and the City. The PA uniform should be a brightly colored polo shirt- type design with visible City logos and an 'information' or an 'ask me' type of promotion. PAs would be equipped with maps and resources information along with a citation issuance device and warning notices. The objective of a PA is to promote the parking policies for the Downtown region while providing information and guidance assistance to the Downtown patrons. After receiving parking enforcement and customer service training, the PAs would have the ability to issue warning notices and/or parking citations. During the peak season, it is recommended that, in addition to the current full-time Parking Enforcement Officer (or retitled Parking Ambassador), the City should deploy Parking Ambassadors to ensure enforcement coverage during all active parking operating hours.

Consistent enforcement along with ongoing customer service representation in the Downtown district should have a direct, positive impact. Whether providing directional guidance to the nearest restroom or scooting vehicles out of the loading zones, the rules need to be monitored and the Downtown time limits must be enforced in order to encourage vehicle transitions and parking availability. The ParkTech handhelds should be programmed to recognize habitual offenders and block radius violation in order to

support the applicable fee escalation schedule. It may be necessary to purchase an additional handheld to accommodate Parking Ambassador deployment.

Automation is critical and the City should maximize the utilization of ParkTech and the backend management system. There are additional modules that can be purchased (<http://www.nsoptions.com/newdefault.htm>) that will further accommodate citation processing support services, including automated noticing and collections, in addition to a permit management module. Otherwise, the City should consider issuing a solicitation for a citation processing solution. It is not a requirement at this time and the current system can be adapted/modified to accommodate the recommended improvements.

Based upon part-time hours (working less than 1,000 hours per year), the total labor and fringe cost per new Parking Ambassador is estimated at \$12,111 (this does not include the cost of uniform or any additional equipment or infrastructure). Last fiscal year, 2,139 parking citations were issued in Hendersonville accounting for \$61,300 in total amount collected and \$44,500 in base fines. It is difficult to project the number of actual citations that would be issued with this customer service first parking enforcement approach. However, the impact on parking availability, occupancy and policy abuse will have a widespread impact on Downtown Stakeholders by quickly improving access to parking.

Customer Service Support

Currently the Parking Enforcement Officer processes the parking citation and monthly lease payments. It is recommended that the City solicit an automated permit management system to support the current and future parking permit program along with automated billing and noticing. The permit application and payment processes should be managed by the City's Customer Service Support in addition to processing and receiving citation payments. This would also allow for online and credit card payments to be provided to customers. Parking citations are currently supported by the ParkTech software system. Customer service would need to have online access to the ParkTech system in order to manage the necessary support services. DIXON can provide an RFP specification that the City can use for reference in order to develop a solicitation for any or all of these specific service (citation processing, permit management, collections).

Similar to permit management, there are modular solutions (including ParkTech) and turnkey service companies that provide citation management, debt collection and permit management services that could be considered if this would be a preferable route for the City. Since citations and permits are currently managed by the Parking Enforcement Officer, communication processes and access notifications would need to be developed in order to notify the Parking Staff when necessary. Currently the Parking Enforcement Officer has an extremely effective debt collection program. If the City decides to retain these services in house, it may be a consideration to the City to retain the Parking Enforcement Officer to provide administrative support, however the field enforcement hours should be back filled

with a Parking Ambassador. It should be a City priority to have all parking operations hours monitored and enforced with field support staff.

Parking Permit Program / Penalty Schedule

The monthly parking permit for leased parking is \$20/month for the Dogwood Lot and \$30/month for all other locations. The average parking citation fine is \$10/violation. This discourages compliance, a fact confirmed by many stakeholders. They noted that users feel it's not worth the cost of a parking permit because one or two citations are still less expensive than the permits and there is no guarantee of a citation because enforcement is minimal. In addition to the enhanced enforcement provided by the Parking Ambassador program, the penalty schedule needs to be adjusted to equal or exceed the cost of a monthly permit to reverse the disincentive currently in place. Stakeholder's recommended the base parking citation fine be increased to \$25 or \$30. This would require City Council approval and notification to the general public.

Via the new penalty structure, more downtown employees, residents, business owners and other stakeholders will be encouraged to utilize permits. It also becomes essential to identify ways to increase the availability of permits. While additional asset development is discussed elsewhere we feel it is vital to first look at strategies that may allow the City to more efficiently structure the existing permit program, thereby making more permits available over time. This reflects stakeholder feedback that indicated a sense that existing leased parking is often underused. That said it is important to understand that the existing permit program has been customized over the years and caters to a number of legacy permit holders. Any new permit program must consider and adapt some of the existing processes in order to properly transition to a new and more efficient and flexible program without unduly penalizing existing permit holders.

In order to encourage participation, increase patronage and enhance efficiency and flexibility, we have worked with the steering committee to develop the following proposal. We recommend establishing a tiered permit system that would include two primary Downtown parking permits along with a specialty contractor's permit. There would be three types of permits: R, S and C permits (permits are named simply to clarify the three different types of permits for this study). As shown in the table on the following page, an "R" permit, which provides access to the inner core parking lot resources (between Church and King) at a price equivalent to the current \$30 permit. An "S" permit, which gives access to the outer core parking lot resources (outside of Church and King), would be offered at a reduced rate of \$10. Permit holders would have access to both "designated leased parking" and "metered parking" within their permit's respective "core of parking resources" at any time. The "C" permit would be a project-specific, short term parking permit that would provide designated parking on Main Street.

By revamping the permit program, we must be mindful of the legacy permit holders. One of the current privileges associated with the parking permit program is a designated assigned parking space. While this

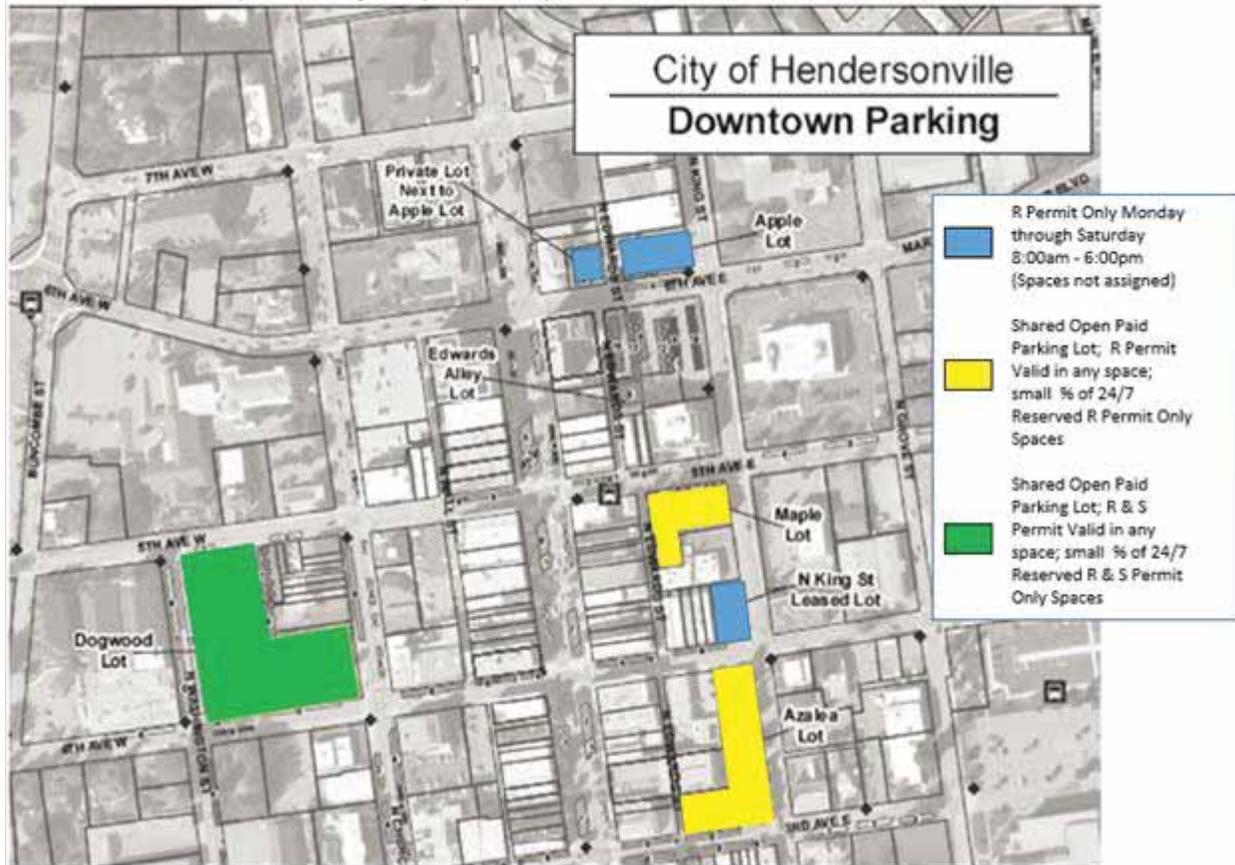
is useful and convenient to permit holders especially during peak daytime parking periods, there is also consistent vacancy and space availability. An 'R' permit would be for legacy permit holders at the same current fee (\$30). The sale of 'R' permits would be limited to the quantity of interior parking lot spaces. The interior parking lots are the Apple Lot, King Street Lot and a portion of both the Azalea and Maple Lots. Interior lot parking spaces would no longer be specifically assigned, however, there would be a percentage of specific spaces within each interior lot that would be posted '24/7 enforced' because the interior lots will be available for open parking during non-operating hours. The posted spaces will provide an assurance of parking availability to 'R' permits during peak and off peak periods and increase space availability during non-business hours. It is important to highlight that 'R' permits would be valid at all City parking lots and could park in any space within the lots. There was a specific concern regarding legacy permit holders who leave the Downtown area to return mid-day forced to 'troll' for an available space. In order to assure convenience, the issuance of 'R' permits would not exceed available 'R' space availability. A pro-active marketing/information campaign would need to occur in order to effectively inform the current permit holder of the new flexibility and accessibility improvements to the program.

Permit Type	Monthly Cost	Parking Availability				
		Apple Lot	Azalea Lot	King Street Lot	Maple Lot	Dogwood Lot
R	\$30	R Permit Only Monday through Saturday 8:00am - 6:00pm (Spaces not assigned)	Shared Open Paid Parking Lot; R Permit Valid in any space; small % of 24/7 Reserved R Permit Only Spaces	R Permit Only Monday through Saturday 8:00am - 6:00pm (Spaces not assigned)	Shared Open Paid Parking Lot; R Permit Valid in any space; small % of 24/7 Reserved R Permit Only Spaces	Shared Open Paid Parking Lot; R & S Permit Valid in any space; small % of 24/7 Reserved R & S Permit Only Spaces
S	\$10	S Permit Not Valid	S Permit Not Valid	S Permit Not Valid	S Permit Not Valid	Shared Open Paid Parking Lot; R & S Permit Valid in any space; small % of 24/7 Reserved R & S Permit Only Spaces

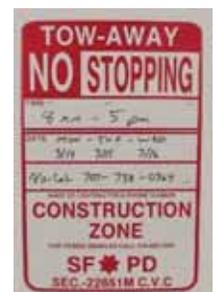
The 'S' permit would be available for the exterior parking lots. The fee for an 'S' permit would only be \$10 in order to encourage utilization and provide an affordable parking solution for residents and employees. The Dogwood Lot is an exterior lot and, similar to the interior lots, there would be a portion of spaces posted '24/7 enforced' in order to assure open parking during non-operating hours. In order to accommodate exterior parking on the King Street side of Main Street (East), it is recommended that the 200 Block of 3rd Avenue be designated and posted for 'S' permit only parking during operating hours. This will assure a fair distribution of parking for permit holders on both sides of Main Street. If the City pursues the Shared Parking approach with public/private parking lot locations, 'R' and 'S' permits would be valid at these designated locations. It is important to understand that an active community marketing campaign would occur upon implementation of the Parking Ambassador program. Parking rules would begin to be enforced consistently, specifically the time limits on Main Street. Residents, employees and employers would quickly learn that violations will be enforced. In addition to noticing, a pro-active warning notice campaign would begin to educate and inform Downtown parkers. With the recommended increase in parking penalties, the display of consistent enforcement will encourage residents, employees and employers to pursue the \$10 monthly permit. Therefore, the permit program must be established and in place in synchronization with the Parking Ambassador program. Any changes to the permit program should also coincide with the transition to Customer Service support in

order to allow for automated billing, online payments, etc. Changes to the permit program can also provide promotional opportunity to educate and inform the Downtown area. There can even be incentive promotions in order to promote engagement, for example purchase a 1 year permit and receive 2 months free.

See below for a map outlining the proposed permit locations



The remaining 'C' permit is for contractor vehicles and would be utilized for a short term purpose, it would be project specific and would not impact parking lot resources (which is why it is absent in the table on the previous page). The daily fee for the 'C' permit would be equivalent to the cost to park in the exterior lot (\$4.00/operating day or \$10 for 24/7 enforced) and a permit would also be required for temporary containers and dumpsters. Along with a corresponding building permit, a contractor could purchase a 'C' permit that would provide a temporary, posted reserved parking space on Main Street or the nearest 100 block of the Avenues. There would be a maximum number of posted spaces that could be posted for specific construction projects and the total number of reserved spaces allowed would depend upon the time of the year. In addition to the posted parking space, a 'C' permit would also provide a *to be determined* number of 'C' permits which would be valid for a designated and temporarily posted 200 block of the Avenues. This will ensure that the active work vehicles are parking closest to the job. The 200 block area would allow for the workers to have a designated parking area and



discourage their vehicle congestion on Main Street and the 100 blocks. By proactively managing construction projects, the City can also identify a maximum timeline for the issuance of 'C' permits and promote Downtown improvements by providing accommodation to assist with the support services.

Considering the comparable cities, the 'R' permit is likely to have a coveted value and there may be an opportunity to consider an increased fee for new 'R' permit purchases. Even though the current permit fees are below the permit costs for the comparable cities (\$69 Greenville & \$70-\$100 Asheville), the challenge in Hendersonville is slightly different. We need to encourage permit use and discourage residents, employees and employers from parking for free on Main Street. At this time, it is recommended that only legacy permit holders receive the current fee structure (\$30) and the City continue to evaluate the supply, inventory and availability in order to determine future quantities and price.

Parking Kiosk

There are a number of paid parking technology options available for the parking lots. Rather than retain the outdated single space meters, the recommendation is to remove the single space meters from all of the parking lots and replace them with a parking kiosk(s), also known as a parking pay station. The current single space meters need to be replaced, they are worn out, only accept quarters and maintenance support continues to increase.

The exterior parking lots would retain the option for paid parking. Patrons would purchase an hourly or daily permit from the parking kiosk conveniently located in the parking lots, displaying the purchased permit on their dashboard. With the enhanced parking permit program, the parking lots would now only have a percentage of reserved 'permit only' parking spaces. This approach provides a level of flexibility that does not exist today, especially in the Dogwood Lot. This open, accessible layout will also offer additional parking spaces on Sundays when traditionally a significant portion of Dogwood parking spaces were blocked from use.



Unlike the current parking meters, the parking kiosk will provide alternate payment options, including credit card payments. These machines have a variety of features that can include tourist and general Downtown information. Programmable messaging screens provide an easy to use customer interface.

The kiosk costs varies between \$6,000 to \$9,000 per unit and the City would install approximately 6 to 8 kiosks throughout the Azalea, Maple and Dogwood parking lots.

Parking Lot / Walkway Improvements

This report highlighted the importance of extending the Main Street aesthetic beyond the core hub. One of the best places to expand this image would be the Dogwood and Azalea parking lots. In order to encourage employees and residents to park in the exterior and outer regions, we must install safer and brighter walkways, along with improved lighting and markings within the parking lots. The Focus Group and Stakeholder feedback was not positive regarding the image of the City parking lots. During the data collection phase of this project we noted the lack of sufficient lighting within the parking lots. We must encourage parking in these locations and provide a bright and welcoming environment to our Downtown patrons.

Wayfinding and the Parking Brand

The comparable cities assessment highlighted a very effective parking brand within Greenville, SC. This is a great model to use as a reference. Beyond the improved signage and directional information, the Focus Group participants described Hendersonville as a quaint mountain town. This image resonated and resulted in the suggested 'Stay Fit' campaign.

It has been highlighted that many of the Downtown visitors intend to park immediately outside the door of their destination. By introducing 'Stay Fit' markers throughout the Downtown area, we can cross utilize Wayfinding signs to encourage walking. For example, the City could use sidewalk markers that highlight the distance between blocks or provide information on the City website to highlight the distance between Dogwood and a specific destinations. There could be marketing coordination and a publicity campaign to further promote Downtown Hendersonville and the abundance of activities.

Further emphasis on the "H" image and the Downtown Hendersonville experience should be incorporated in the Parking Brand. The Hendersonville "H" monument signs are a beautiful welcome at the North entrance to Main Street. This image should be visible throughout the entire Downtown community, City website and parking lots. Integrating the proposed 'Stay Fit' campaign with the "H" image is a great way to further brand the area. The Stakeholder team recognized this as a positive message that could be an effective education and information tool while promoting a healthy positive lifestyle image.



Signage / Website / City Maps

The current time limit parking signs need to be updated. Many of those surveyed, including residents, visitors and employees, were not sure of the enforcement rules. Some believe parking was enforced Monday through Friday and others were certain it was Monday through Saturday. The current signs simply state the time limit and hours of operation. The enforced days are unclear. The parking signs should be simple and easy and compliant with State Traffic Code requirements. The Main Street signs should indicate the time limit, the hours of operations and the days of enforcement, i.e. 3 Hour Limit, Monday through Saturday, 9:00am – 5:00pm. We must remind ourselves that a parking program is not a covert operation; we need to promote and advertise the rules and regulations in order to assure compliance. Updating the City website to reflect the Hendersonville parking rules and regulations will help overcome the existing communication gap.



In addition to enhancing the Time Limit signs, the parking signage along the Avenues needs to be improved. Currently, the signage is inconsistent block-to-block, described in the Chapter 3 summary chart. Parking regulation signs must be posted in a visible location in order to inform drivers of the rules. In order to minimize street clutter, it is recommended that parking regulation signs be posted at the beginning and end of the street. Consistent posting of parking signs will encourage compliance.

The City parking policies should be easy to reference and understand. Regulations should be posted, along with other parking information, on the City website. Information regarding the construction vehicles permits, habitual violator and block radius policies should be available on the website in order to inform parkers of the rules. While a parking citation is an education tool, if the parking rules can be promoted and parking violations avoided, this would promote a better overall Downtown Hendersonville experience. We need to be more effective informing the public of the rules rather than educating them with parking citations (it can be an expensive lesson and a negative first impression of the City).

Currently, there is minimal information available online regarding how and where to park in Hendersonville. With the implementation of the parking kiosks and the new and improved permit management system, the City website is an important tool in promoting the program details. It will also provide an opportunity for visitors to consider their parking plan prior to departing for Hendersonville which should be part of an overall Hendersonville Transportation Management plan. This is of particular importance during special events. Advanced travel planning (*First Mile/Last Mile*) can have a tremendous impact on Downtown Hendersonville, especially during special events. *First Mile/Last Mile* is a traffic mitigation approach to encourage drivers to make transportation decisions before they depart, evaluating alternative modes of transit and, ultimately, when the transit decision is made, understanding the destination goal in order to mitigate and minimize traffic congestion by knowing where to park if you chose to drive. Imagine if rather than trolling Main Street for a parking space, a visitor uses the City website to confirm free accessible parking on the 200 block of the Avenues or to be

directed to the Dogwood Lot or surrounding streets. This combined with the 'Stay Fit' campaign can highlight the short walking distance for available, free parking.

The comparable cities have developed an impactful Downtown mapping system via information kiosks and other posting opportunities. While not overwhelming the streetscape, strategic placement of information kiosks with branded 'H' images and area maps could also incorporate the 'Stay Fit' campaign and provide helpful information, including available restroom facilities.

Loading Zones

Stakeholder feedback clearly indicated that Loading Zones were needed throughout the Downtown area. After an extensive review of possible Loading Zone solutions, a simple solution was suggested that, with consistent monitoring and enforcement by the Parking Ambassadors should prove to be an effective first step toward ensuring compliance with a Loading Zone. It is recommended that the 15 Minute Time Limit signs be replaced with "Active Loading / 15 Minute Time Limit" signs and curbs should be clearly painted/marked with the appropriate color (i.e. yellow) and call out (i.e. "Loading Zone"). The data collection revealed that the current 15 Minute Time Limits were consistently being abused, identifying an average stay of 25 minutes. By identifying these spaces with the dual purpose of Active Loading and 15 Minute Parking, the Parking Ambassadors can proactively monitor and manage the use of these parking spaces. The Stakeholders were particularly pleased with this approach since it should provide an accessible parking space to support local business with deliveries and pick-ups. It is these types of simple solutions with consistent enforcement that can have a significant, low cost impact that benefits the entire community.

Special Event Planning

A structured communications plan needs to be documented for special event planning in Downtown Hendersonville that includes designated contact groups for residents, employees and employers. A common concern that was shared through the Focus Groups was that events occur that impact parking and traffic on Main Street with little, if any, advanced notification to Downtown residents and employees. The City is in the process of implementing a contact phone tree. This approach should be expanded to include email notifications and active publications on the City website.

There is also an opportunity to leverage the presence of the Parking Ambassadors to 'spread the message' throughout the Downtown. As a liaison to the Downtown community, this is another positive image for the City to promote activities and information via these Downtown representatives. There should also be an established policy regarding posting 'No Parking' signs in the Downtown area. Most cities require a minimum of 48 to 72 hours notification/posting regarding a change in parking policies (especially if vehicle towing is a possibility). Stakeholder feedback indicated that there were a few

incidents when the 'No Parking' signs were posted the night before an event the next morning. This would not be considered an appropriate amount of advanced notice. As mentioned previously, parking is not a covert operation, by promoting and posting rules and regulations, we are encouraging compliance which is the ultimate goal that will also assure a positive experience while visiting Downtown Hendersonville.

It is important to emphasize that parking policy decisions (i.e. building a parking deck) should not be based upon large scale special events that only occur a few times a year. With proper planning, parking can be accommodated for these activities. However, the City must consider some type of policy enforcement during these events in order to ensure public safety and safe parking conditions (even if it is simply pro-active warnings by the Parking Ambassadors).

Shared Parking

As parking demand increases, there is an opportunity for the City to cross utilize private parking throughout the Downtown area. The utilization assessment identified potential locations for shared parking opportunities (Chapter 8). Similar to the Churches on Sunday, the City should consider soliciting alternative parking locations. For example, some of the businesses listed have limited operating hours and the City could potentially negotiate an agreement, supported by a release of liabilities, in order to allow for public parking during various off hours, thereby providing additional parking in high demand locations. This would also provide supplemental permit parking to further support 'S' and 'R' permits. City parking signs with the enforced policy would be posted, i.e. Public Parking 6:00pm – 2:00am, No Overnight Parking or Customer Parking Only 8:00am – 5:00pm, Strictly Enforced.

King Street – Add Parking Spaces

NCDOT has approved the addition of parking space to one lane of King Street. This recommendation has the full support of the Stakeholder Committee. This is an opportunity to not only increase parking inventory, but also the potential chance of reducing vehicle speeds on King Street. Recently, this recommendation was presented to City Council and denied. The benefits and value are viewed as an asset to Downtown Hendersonville. The design would only incorporate the west side of the street and it would include improvements to the sidewalk area. Unlike Church Street, the King Street design would only include one side of the street. The Stakeholder Committee requests that the City Council reconsider this initiative as it will contribute directly to the Downtown parking inventory.

Setback Policy

Another similar request would be for City Council to approve the City setback policy to be consistent with NCDOT. City Council approval would be needed in order to seek NCDOT approval for an encroachment permit. This effort would also add parking space inventory within the Downtown area.



Chapter 8: Planning for Future Parking Conditions

Additional / Shared Parking Opportunities

The utilization assessment has identified locations for potential shared parking opportunities. Similar to the Churches on Sunday, the City should consider soliciting alternative parking locations. For example, some of the businesses listed have limited operating hours and the City could potentially negotiate an agreement, supported by a release of liabilities, in order to allow for public parking during various off hours, thereby providing additional parking in high demand locations.

This is a list of the locations identified for City consideration:

Appalachian Coffee Co. – drive thru shop with empty lot next door

Curb Market

First Citizens Bank, Home Trust Bank

Main Street Church

Empty lot on NW corner of Allen and King

County offices on 1st Avenue and King – after hours

Unmarked dirt lot on NE corner of 2nd and King

Old Mill Building at 4th and King

Large lot on SE corner of 4th and Grove (next to County Courthouse)

County Courthouse – after hours

Wells Fargo Bank – after hours



Potential Parking Lots

Besides pursuing the shared parking approach, the City should identify a potential parking lot location(s), particularly on the eastside of Main Street. This should be an ongoing effort on behalf of the City in order to adapt to the ongoing growth and potential expansion of Downtown Hendersonville.

Parking Deck / Garage

Based upon the initial feedback from City Staff, one of the first proposed suggestions to be evaluated was the consideration for a parking deck. Constructing a parking deck on an existing or new city parcel was identified as a long term goal for the 2013 Parking Report. Based upon the current assessment, the City should continue to pursue and evaluate a long range plan that identifies the possibility towards a parking deck. However, Chapter 7 of this report includes a list of proposed solutions and recommendations that will have direct impacts on parking availability and utilization. Once these recommendations are implemented and the improvements/service enhancements are operating consistently for at least 6 to 9 months, the City should reevaluate the parking challenges that are directly impacting Downtown Hendersonville to determine what are the actual needs facing the Downtown community. A parking deck is not only a considerable investment that may only be fully utilized a few times a year, but also can have a significant impact on the overall quaint aesthetic design of the City. By developing a Special Event parking plan, the City can develop an adaptive solution that addresses and accommodates the needs for impacted events. There are many operational options that can be implemented and the impacts on parking density should be evaluated prior to any further consideration to install a parking deck or garage.

Transit Center / Public Bathrooms

Hendersonville continues to grow as a destination location, including a stopping point for a variety of regional bus tours. Currently, there are three designated bus parking locations located at the Visitor Center at the South end of Main Street. The City must consider how to address bus parking and off-loading locations as visitation increases. Presently, there is not a consistent plan to manage large tourist groups. During Visitor Center business hours, the facility offers bathroom facilities to the general public. When the Visitor Center is closed, tourists must seek out private businesses that allow for public restroom use.

The Steering Committee suggested a possible bus drop off at the City Hall/Police Department entrance due to the availability of bathroom facilities, however, this location is off-set from the primary Main Street destination and based upon the demographic of the area visitors, navigating the streets and walking could make the experience less convenient than other target destinations. It was also suggested that the City could retrofit the Dogwood Lot to provide a Transit Depot with public restrooms, but this location also had limitations due to accessibility to Main Street.

The City should continue to pursue the implementation of a City Transit Center. The primary/optimal location would be at the North end of Main Street at 6th Avenue. The angled on street spaces appear to have the capacity for busses and the service station design could potentially accommodate large vehicle access. Wayfinding and directional signage would need to be installed, regardless of the actual location,

in order to minimize and deter large vehicles from traversing Main Street. The concept of the North end of Main Street will encourage visitors to disembark and conveniently traverse Main Street.

Main Street – Pedestrian Mall / Streets

Given the popularity of Main Street, special event activities and the substantial investment in the streetscape redesign, the City may try and create a *Pedestrian Mall* within the core of Main Street, especially during peak periods of the year. One of the consistent concerns expressed by the Focus Groups was that drivers are distracted on Main Street due to the congestion and the search for available parking. Traffic density, inattentive drivers mixed with the small, compacted design creates a safety concern (vehicles running red lights). This issue could be alleviated during peak times of the year by creating a *Pedestrian Only* area that could incorporate street fairs, farmer's markets and a more dynamic, inviting environment.

The overall Stakeholder consensus was mixed. This is not considered to be a year-round solution due to the impacts on accessibility of the tourist demographics (elderly) and the impact on the current parking supply. Regardless of the approach to foot traffic only on Main Street, the City should evaluate and consider the traffic safety impacts created by the congestion and current design of the signal timing and, more importantly, the Wayfinding signage. This issue can be alleviated and improved immediately by the placement and installation of enhanced, directional parking information.

