



**CITY OF HENDERSONVILLE
FEBRUARY 2021 DOWNTOWN ECONOMIC
VITALITY TEAM**



**Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC
28792**

Tuesday, February 01, 2022 – 4:00 PM

AGENDA

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
 - A. January Economic Vitality Team Minutes
- 3. OLD BUSINESS**
- 4. NEW BUSINESS**
 - A. Downtown Parking Rates & Fees
 - B. Downtown Event Policy and Fee Updates
- 5. OTHER BUSINESS**
- 6. ADJOURNMENT**

The City of Hendersonville is committed to providing accessible facilities, programs and services for all people in compliance with the Americans with Disabilities Act (ADA). Should you need assistance or an accommodation for this meeting please contact the City Clerk no later than 24 hours prior to the meeting at 697-3005.



CITY OF HENDERSONVILLE
JANUARY 2022 ECONOMIC VITALITY TEAM
Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC
28792



Tuesday, January 04, 2022 – 4:00 PM

MINUTES

1. CALL TO ORDER

In attendance: Jared Bellmund, Jerry Fitzgerald, Caroline Gunther, Carole Sitzler

Staff present: Jamie Carpenter

Staff virtual: Lew Holloway, Matt Manley, Alex Hunt

2. APPROVAL OF MINUTES

1. December 2021 Economic Vitality Team Minutes

Jared made a motion to approve. Jerry seconded. All were in favor.

3. NEW BUSINESS

1. Rezoning Request for Micro Distilleries - An update will be added into the agenda for the meeting.

Update was given by planning staff. Staff proposed adding micro wineries and micro distilleries. ALE Liaison noted there was no distinction between distilleries and micro distilleries.

Caroline spoke with Sgt. Gardin - PD would almost prefer distilleries or drinking establishments to be centrally located as far as enforcement.

In general, EV team was supportive of the proposed updates. Carole Sitzler was concerned on the amount of drinking establishments.

4. OTHER BUSINESS

5. ADJOURNMENT

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January 31, 2022

Brian D. Pahle
Assistant City Manager
City of Hendersonville
145 Fifth Avenue East
Hendersonville, NC 28403

Re: *Multi-Space Meter Operations Analysis*
Hendersonville, NC

Dear Brian:

The City of Hendersonville engaged Walker to provide parking consulting services related to their on-street parking system, including an operational review, as well as procurement, specifications, selection, and installation oversight for Multi-Space Parking Meters (MSM). Included in the body below is a summary of our findings regarding existing on-street parking operations and recommendations to better manage this asset as the city prepares to transition to MSMs. The procurement, specification, and installation process will be provided under separate cover.

Project Background

In January 2020, Walker completed a financial planning study for a new public parking garage in downtown Hendersonville. The financial study provided a review of the on-street parking controlled by the City of Hendersonville and recommended the conversion from free, time-limited parking spaces to fee-controlled spaces.

The MSM devices will be installed at regular intervals along Main Street from Allen Street to 7th Avenue and adjoining Avenues 1-6 from Church to King Street. The MSMs will be programmed for Pay-by-License Plate Number ("Pay-by-Plate") and include payment methods for Credit Card, Coin, and Bills, integration with ParkMobile, and iParq software packages. This is the current methodology implemented on the paid parking lots in Hendersonville. Mobile License Plate Recognition ("MLPR") will be implemented in conjunction with the current iParq enforcement software to further enhance and increase the efficiency of current parking policy enforcement.

Study Area

The figure below, taken from the parking section of the City's website, shows the location and type of on- and off-street parking available in downtown Hendersonville. While the Dogwood, City Avenue, Maple, and Azalea Lots are all metered, the surrounding streets are unmetered, although time limits may apply; the visitor lot is not metered. The city also leases three lots in the downtown area that are reserved for residential parkers with a

monthly permit. Additionally, a 2014 study found 27 15-minute spaces and 12 ADA spaces along Main Street. While the ADA spaces are shown on the map below, the 15-minute “loading” spaces are not shown. Rather the three-hour and loading spaces are both categorized as “free, time limited” on the map.

Figure 1: Downtown Hendersonville Parking Map



Source: <https://hendersonville.maps.arcgis.com/apps/webappviewer/index.html?id=276e2eb536df4396b26ffbc9a5264021>

As previously noted, the focus of the operational analysis is the on-street parking between 7th Avenue and Allen Street, from Church Street to King Street and the surface parking lots.

Operational Review

On-Street Parking Rate Survey

To recommend changes to the city's current on-street parking practices, Walker surveyed nine other cities in North and South Carolina and recorded their hours of enforcement, hourly parking rates, and the type of payment accepted (if applicable), as well as whether the municipality uses a single-space meter (SSM) or multi-space meter (MSM). Currently, Hendersonville allows parkers to use on-street spaces free of charge but does enforce a three-hour time limit six days a week from 8:00 am to 6:00 pm. Of the nine cities surveyed, four provide parking at no charge, but implement a two- or three-hour time limit, like Hendersonville. The other five municipalities charge between \$1 and \$2 per hour for on-street parking. With the exception of the University Center in Rock Hill, SC and Fayetteville, NC, most still enforce a time limit for the metered space.

In terms of enforcement hours, most of the cities surveyed enforce on weekdays between typical business hours (8:00 am to 6:00 pm); however, five also enforce their on-street parking on Saturday. Blowing Rock, Greenville (NC), and Fayetteville all also enforce on-street parking after 6:00 pm.

Figure 2: On-Street Metered Parking Benchmark Survey

On-Street	Hendersonville, NC	Asheville, NC	Boone, NC	Blowing Rock, NC	Greenville, SC	Greenville, NC	Rock Hill, SC	Spartanburg, SC	Fayetteville, NC	Greensboro, NC
Enforcement	Mon-Sat 8 am - 6 pm	Mon-Sat 8 am - 6 pm	Mon-Sat 8 am - 5 pm	Mon-Sat 8 am - 7 pm	N/A	Mon-Sat 9 am - 10 pm	Mon-Fri 9 am - 5 pm	Mon-Fri 8 am - 5 pm	Mon-Fri 9 am - 9 pm	Mon-Sat 8 am - 6 pm
Rate	Free 3 Hr Limit	\$1.50/hr 2 Hr Limit Monthly Permit Available (\$30-\$50)	\$1/hr 2 Hr Limit	Free 3-hr limit	Free 2-hr limit No reparking	Free 2-hr limit	University Center 15-min express zone - Free 1st hr - \$2 2nd & 3rd hr - \$1 each \$4+ hours - \$4 each Daily Maximum - \$48 Free 2-hr limit elsewhere	Free 2-hr limit	\$1/hr Daily Maximum - \$5 Coin, Cash, Credit/Debit, Contactless ParkMobile	\$1/hr 2-hour limit (Some time limit only)
Accept	N/A	Coin, Credit and Passport Parking	Coin, Debit/Credit	N/A	N/A	N/A	Cash, Credit, and ParkMobile	N/A	Coin, Cash, Credit/Debit, Contactless ParkMobile	Coin, Credit/Debit, ParkMobile
Type	N/A	SSM	SSM	N/A	N/A	N/A	MSM	N/A	MSM Pay by Plate	SSM

Those municipalities that charge for on-street parking typically use single-space smart meters, capable of collecting coin and credit. Four of the five municipalities that charge for on-street parking also offer a mobile payment application option such as Passport Parking or ParkMobile. Only the multi-space meters in Rock Hill and Fayetteville can accept bills as well as coin.

Off-Street Parking Rate Survey

While Hendersonville does not charge for on-street parking, they have implemented pay-by-plate multi-space meters in several of the public surface parking lots in the downtown. An hourly rate of \$0.50 per hour is charged and there is no time limit enforced in the off-street lots. On nights and weekends, there is no charge for off-street parking. Only Blowing Rock offers free parking in all of their off-street facilities 24/7; however, at least four of the municipalities surveyed offer free off-street parking either on nights, weekends, or in specific facilities. Several cities offer the first hour in an off-street facility at no cost.

Of the eight cities surveyed that do charge for parking, the cost for two hours in an off-street facility was generally between \$1 and \$2. Daily maximum rates (i.e. 12 hours), were much more varied, ranging from \$2 in Boone, NC¹ to \$20 in Asheville, NC. The average daily maximum was around \$6.50.

Figure 3: Off-Street Metered Parking Benchmark Survey

Off-Street	Hendersonville, NC	Asheville, NC	Boone, NC	Blowing Rock, NC	Greenville, SC	Greenville, NC	Rock Hill, SC	Spartanburg, SC	Fayetteville, NC	Greensboro, NC
Enforcement	Mon-Sat 8 am - 6 pm	24/7	Mon-Sat 8 am - 5 pm	Mon-Sat 8 am - 7 pm	24/7	Varies; 7AM-6PM; Mon - Sat	24/7	24/7	Mon-Fri 9 am - 9 pm	Garages - 24/7 Surface Lots - Mon-Friday 8 am - 6 pm
Rate	\$0.50/ hour Daily Max - None Nights and Weekends Free	Garage 1st Hour Free Each Addtl Hour - \$2 Daily Max - \$20 Lost Ticket - \$25 Surface Lots \$1.50/Hour	\$1/hr 2 Hr Limit	Free	1st Hour Free 2nd Hour - \$2 Each Addtl Hour - \$1 Daily Max - \$7 Nights and/or weekends free at Richardson Street and West Washington Street Decks Night Owl Monthly Permit - \$36*	Free w/ a 2-Hr limit \$0.75/ Hour; \$6/Day (4th Street Deck) \$0.75/Hour; 2-Hr Max (Hodges Lot, Reade Circle Lot & Georgetown Lot)	University Center Deck 90 Min - Free Up to 2 hrs - \$1 Each Addtl Hour - \$1 Daily Maximum - \$5 Lost Ticket - \$10 Free in Black Street & Elizabeth Lane Decks	Garages \$0.50/ hour Daily Max - \$4 Nights and Weekends Free Surface Lots Free 24/7	\$1/hr Daily Maximum - \$5 First hour free in Franklin Deck Coin, Cash, Credit/Debit, Contactless ParkMobile	1st Hour Free East Addtl Hour - \$1 Daily Max - \$10 Free 6 pm - 9pm Flat Rate \$2 Overnight Weekdays Only (Some lots include time limits between 2 and 10 hours)
Accept Type	Coin, Cash, Debit/Credit, ParkMobile Pay by Plate MSM	Cash, Credit/Debit	Coin, Cash, Debit/Credit MSM	N/A	Parkmobile (limited), Credit, Vouchers	Coin, Debit, Credit, Passport	Cash, Credit	Cash, Credit	Coin, Cash, Credit/Debit, Contactless ParkMobile	Coin, Cash, Credit/Debit, Voucher, ParkMobile
Pricing Comparison*	Off-Street	Off-Street/ Same Price	Same Price	N/A	Off-Street	Off-Street	On-Street	Off-Street	Same Price	On-Street

Note: * Pricing Comparison refers to whether on-street or off-street parking is more expensive

One industry best practice is to implement a parking pricing program where on-street parking is more expensive than off-street parking, especially in the short-term. This pricing strategy encourages turnover of the most convenient and preferred (and typically limited capacity) on-street spaces, while pushing long-term parkers to off-street facilities. Other municipalities choose to enforce time limits, usually in combination with no-repark policies, rather than charge for on-street parking. In the table above, Walker indicated whether the hourly parking rate for each municipality was greater for on-street or off-street parking. In five of the nine locales, the hourly rate for on-street parking was either greater than or equal to the off-street parking rate.

Parking Rate Recommendations

Based on the occupancy counts published in the 2014 parking study², almost every block on Main Street experienced occupancy levels at or above 85% of capacity during the afternoon and evening: many experienced occupancy levels above 95% of capacity. It is generally recommended that on-street occupancy rates not exceed 85% of capacity, which is typically the equivalent of one or two vacant spaces per block. When occupancy levels exceed this level of activity, parking can be more difficult to find and be perceived as full. It may also cause increased traffic due to visitors “cruising” and/or circling blocks looking for the last few free spaces. While the “Avenues” occasionally experienced occupancy rates above 85% of capacity, most experienced average occupancy rates below 60%.

Assuming the downtown continues to experience high parking occupancy rates, Walker recommends implementing on-street paid parking at a rate of \$1 / ½ hour, with a three-hour time limit in the central zone between Church and King Streets from Allen Street to 7th Avenue. Off-street parking facilities should change from \$0.50 / ½ hour, with no daily maximum/parking limit to \$1 / 1 hour, with a \$5.00 daily maximum for ten (10) hours. The \$5.00 daily maximum for 10 hours will encourage employees or all-day parkers to park off-street

¹ It is important to note that Boone, NC limits off-street parking to 2 hours, thus the daily maximum is only \$2.

² City of Hendersonville Preliminary Downtown Comprehensive Parking Study, 2014

preserving the more convenient on-street spaces for customers and visitors. A \$2.00 minimum should continue to apply for Credit Card purchases.

Table 1: Recommended Hourly Rates

HENDERSONVILLE RECOMMENDED HOURLY RATES

On-Street Parking Rates		Off-Street Parking Rates	
Up to 30 Minutes:	\$1.00	Up to 1 Hour:	\$1.00
Up to 60 Minutes:	\$2.00	Up to 2 Hours:	\$2.00
Up to 1 1/2 Hours:	\$3.00	Up to 3 Hours:	\$3.00
Up to 2 Hours:	\$4.00	Up to 4 Hours:	\$4.00
Up to 2 1/2 Hours:	\$5.00	Up to 10 Hours:	\$5.00
Up to 3 Hours:	\$6.00		

The City of Hendersonville also offers on-line sales for a daily permit for Main Street, Church Street, Washington Street, 1st-7th Avenues, as well as the Azalea, Dogwood, and Maple parking lots. The daily fee is \$5.00 for all locations and Walker recommends maintaining this policy and pricing.

Monthly/Reserved Permit Recommendations

The City of Hendersonville currently offers monthly contract rates on their parking lots including the Dogwood Lot, Edwards Alley Lot, and the Maple Lot. The Dogwood Lot offers a “Green 24/7 Exterior” permit for a monthly price of \$30 while the Edwards Alley and Maple Lot offer “Green 24/7 Interior” permits for a price of \$40. The Maple Lot location also offers a “Green S Interior” permit for \$20.00. Unfortunately, the Edwards Alley and Maple Lot permits are sold out and the Dogwood Lot states “Pre-Approval Required” to order a permit, therefore not providing the opportunity for downtown patrons to purchase a parking permit.

Walker understands the “24/7” and “S” permits are unreserved and “S” permits are limited to daytime 8 am – 6 pm. Industry best practices are to price unreserved monthly permits at approximately 60% of a daily rate. Walker recommends the surface parking lots be limited to a daily maximum of \$5.00 which equates to approximately \$100 per month (\$5 x 20 weekdays); therefore, the unreserved “24/7” permits should be priced at \$60 per month. Daytime only permits should be priced at 75% of “24/7” permits; therefore the “S” permits should be priced at \$45.00.

The 2014 parking study mentioned earlier in this report also referenced “individually reserved parking stalls” with curb stop markings indicating the approved/assigned parker. Although this policy is an industry standard, it is not a “best practice” industry standard. To make parking accessible to more users, un-reserved parking is the best practice allowing “shared parking” to increase the utilization of parking assets. As a daytime parker vacates the space, an evening or weekend parker has the right to park; thereby, increasing the utilization. Another disadvantage to reserved parking spaces is the inability to “over sell” spaces. In a typical non-reserved monthly program, the operator or manager of the parking spaces can “over sell” permits by 15-20%. The extra permits go unused on average based on telecommuting, business trips, vacations, and sick days.

Walker recommends the discontinuation of this reserved parking space policy. Should the City of Hendersonville decide to maintain reserved parking spaces, industry standards indicate these spaces are priced at twice unreserved parking spaces to account for the lack of shared parking; therefore, they should be priced at \$120.00 per month.

Parking Deck Recommendations

The City of Hendersonville is currently constructing a 250 space, 4-level parking deck at the corner of 5th Avenue and Church Street. The deck will be accessed by an entry/exit plaza on North Church Street and another entry/exit plaza on 5th Avenue West. Access and revenue will be controlled by a state-of-the-art Parking Access and Revenue Control System (PARCS). The new PARCS will include two full-service (2) Entry/Exit Plazas and one (1) Pay-on-Foot (POF) kiosk in the 5th Avenue West elevator lobby. Conduits will be installed in the North Church Street elevator lobby for a future use POF if needed. POF kiosks will be fully equipped to accept bills, coins, and credit cards. User groups include contract parkers and daily/hourly (Transient) parkers. Contract parkers will use an Automated Vehicle Identification (AVI) tag to enter and exit the facility, while transient parkers will take a ticket to enter, pay at the POF, and scan paid ticket to exit. Should they not pay at the POF, the exit device will accept credit card payments.

The parking deck will have both monthly contract and daily parking customers. Parking in a deck is always considered a premium versus a surface lot for longer term parking due to the parking being covered. This prevents snow accumulation in the winter months and provides shade in the summer months. Therefore, the daily parking rate should be free for the first half-hour to encourage short-term parking and turnover and \$1.00 per half-hour thereafter to a daily maximum of \$10.00. As stated earlier, industry best practices are to price unreserved monthly permits at approximately 60% of a daily rate. Walker recommends a parking deck daily maximum of \$10.00 which equates to approximately \$200 per month (\$10 x 20 weekdays); therefore, the parking deck permits should be priced at \$120 per month. Understanding that this is significantly higher than current parking rates in Hendersonville, Walker recommends the parking deck monthly rate begin at \$80 per month. Annual increases of \$10 should be considered to bring the rate to market standards over time.

HENDERSONVILLE RECOMMENDED DECK RATES

Parking Deck Hourly Rates	
First 1/2 Hour Free:	\$0.00
Up to 1 Hours:	\$2.00
Up to 1 1/2 Hours:	\$3.00
Up to 2 Hours:	\$4.00
Up to 2 1/2 Hours:	\$5.00
Up to 3 Hours:	\$6.00
Up to 3 1/2 Hours:	\$7.00
Up to 4 Hours:	\$8.00
Up to 4 1/2 Hours:	\$9.00
Up to 24 Hours:	\$10.00

Enforcement Recommendations

Walker recommends the city consider shifting their hours of enforcement from 8:00 am to 6:00 pm, Monday through Saturday to later in the evening. The 2014 study suggested that most streets in the downtown experience minimal parking activity during the morning count (8:00 am – 9:00). However, multiple streets exceeded 85% of capacity during the lunchtime count, with much of Main Street experiencing high occupancy levels during the evening count (6:00 pm to 7:00 pm).

Walker recognizes that in many municipalities, the parking enforcement officer's shift ends when the posted enforcement hours are over, and as a result, their last enforcement route may be more than an hour before end of shift. In Hendersonville, this allows parkers, especially employees starting an evening shift around 3:00 or 4:00 pm to legally park in the most convenient, high turnover spaces meant for customers all night, which forces customers into the less convenient surface parking lots.

By shifting the hours of enforcement one hour later (i.e., 9:00 am to 7:00 pm), Hendersonville could provide a better level of service for customers visiting the downtown in the evening without significantly impacting daytime enforcement.

Current enforcement is performed by a Parking Enforcement Officer (PEO) walking up and down Main Street and the surface parking lots. Although equipped with a License Plate Recognition handheld device which also records the tire's valve stem location for "time chalking" purposes, Walker recommends upgrading the efficiency of enforcement with the addition of Mobile License Plate Recognition (MLPR) to an enforcement vehicle. A current patrol "Session" may take over an hour to perform which although effective in enforcement of the current three-hour time limited parking; may not be effective in enforcement of the 30-minute time limit spaces and paid on-street parking. The MLPR vehicle session of patrolling Main Street and the surface parking lots may be decreased to between 15 and 30 minutes allowing for effective enforcement.

The City of Hendersonville parking department currently uses a Sport Utility Vehicle ("SUV") as a means of transportation around the city. This vehicle is not ideally suited for Mobile License Plate Recognition (MLPR) and enforcement. A smaller "hybrid-Electric" vehicle, or perhaps a fully electric vehicle would be better suited to perform the enforcement with MLPR. Certainly, fuel economy is a deciding factor, but the real advantage of a smaller vehicle comes when the vehicle is required to stop so the enforcement officer can exit the vehicle to issue a citation. A large SUV may require stopping "around the corner" or in an ADA space; however, a small vehicle may be able to move to the side while allowing traffic to continue to flow. If MLPR is procured as the enforcement tool along with the on-street meters Walker recommends the City research an appropriate enforcement vehicle.

Curbside Management Recommendations

Before implementing any curbside management practices, specifically related to loading zones, Walker recommends the city collect parking occupancy and turnover data along Main Street to verify and support any management changes.

Walker's recommendation for managing loading/unloading space along Main Street is to continue to allocate all angled parking as metered/timed parking and all parallel spaces as 30-minute loading/unloading only spaces.

However, the 30-minute space signage should be changed to only be in effect Monday – Friday 8 am to 4 pm. This will allow these spaces to be more utilized evenings and weekends. Assuming a parking enforcement officer could complete a 30-minute route with the MLPR, enforcement of allowed time in the loading zones would be achieved. The main benefit of on-street parking is convenience; vehicles loading or picking-up will always seek the most proximate space to their destination. With signage and proper enforcement, the 30-minute spaces on every block should turnover regularly enough to encourage compliance.

Alternatively, every space along Main Street could become a 15- or 30-minute loading zone by programming the multi-space meter or mobile payment app to allow for a free 15 or 30 minutes of parking. The vehicle, whether commercial or personal, would still have to input their license plate in the meter to activate their free 15 or 30 minutes or risk a citation as “unpaid”. With this strategy, every business along Main Street has easy access to a loading zone, potentially directly in front of their storefront, which should minimize double parking. Additionally, when commercial loading/unloading activity decreases later in the day, the curb space can still be utilized by customers or personal delivery service drivers in areas, effectively increasing the capacity by 30 spaces along Main Street. However, one of the biggest challenges with a 15-minute grace period is enforcement. A typical parking enforcement route takes longer than 15 minutes to complete, even with the use of a mobile license plate recognition (MLPR) vehicle. While a 15-minute route is not likely, a 30-minute route is achievable with MLPR.

Existing Conditions

Hendersonville appears to have already started down the path of curb management with the mapping of the on- and off-street parking supply, as shown in Figure 1. Collecting, mapping, and maintaining an inventory of parking spaces and their associated signage is an important step in implementing a management solution. While the 2014 comprehensive parking study prepared by others indicates specific spaces allocated for loading/unloading activities, the most recently published parking map of downtown Hendersonville does not differentiate between the different types of free, time-limited spaces. Google “Streetview” suggests the 15-minute spaces from the 2014 report were transitioned to 30-minute spaces. They are typically the parallel spaces along Main Street, while the angled parking is allocated as 3-hour parking.

Walker does not have more current parking occupancy and turnover data for the on-street spaces since the transition from 15-minute loading spaces to 30-minute loading spaces; however, given the increased demand for hire delivery services such as Door Dash and ecommerce activity (e.g., Amazon) over the last two years, the need for loading/unloading space has not diminished.

Background

The curb is a complex, shared environment, often defined by its mix of competing uses, role in access and mobility, as well as a space for social gathering, commerce, and pickup/drop-off activities. The term “curb management” is a catch-all term that references the intentional act of defining the use, designation, and organization of curb space.

While the phrase “curb management” has become more commonplace in recent years, implementation of a managed curb has always occurred in the form of on-street parking geared toward single occupancy vehicles (SOVs).

Now that shared mobility and technology have changed how people want to travel beyond the car, there has been an impact on parking demand in some areas. The result - the humble curb is now the place to be with competing uses between Transportation Network Companies (such as Uber and Lyft), bicycles, scooters, delivery vehicles, and private cars. Given these demands, non-existent or limited curb management can result in congestion, and create accessibility and safety issues.

Therefore, the complexity of managing the competing needs of the curb is evolving to handle the dramatic increase in demands from these users, increase mobility and access, bring order, and promote safety. Even places that are not currently experiencing major changes because of these shifts need to anticipate the growing demand to come. Therefore, implementing plans and policies that accommodate current mobility trends and can adapt to foreseeable changes in the industry is of increasing importance.

Overall, curb management brings order to a complex, shared place with competing uses.

Changing Demands

While historically, single occupancy vehicles (SOV) were the primary mode of transportation to dominate on the street and at the curb, in many places, the curb has become a hub for a variety of modes and services.

Other modes and major activities seeking access to the curb and related challenges include:

- Pickup/drop-off activities at the curb (Loading/Unloading)
 - Influx of TNCs such as Uber and Lyft in cities of all sizes
 - Increase of deliveries due to rise in ecommerce (e.g. Amazon) and for hire delivery services (DoorDash, Postmates, etc.)
 - With no curb management, TNCs and delivery drivers are required to utilize a parking space or double park in a travel lane
 - Increase in fines as a result of illegally parked or stopped vehicles picking up, dropping off, or making deliveries
 - Future mobility - autonomous vehicles will likely increase pickup/drop-off activity considerably at the curb
- Dockless vehicles
 - Electric scooters and bikes
 - May be parked anywhere
 - May provide quick travel option for short trips
 - With no dedicated parking or storage, scooters and bikes are often parked or left on sidewalks, impeding or blocking pedestrian travel
- Pedestrian, bicycle, and transit modes
 - As cities seek to reduce vehicle congestion and greenhouse gas emissions, investments in other transportation options are likely to increase, requiring space on the street and at the curb
 - Features include bike share systems, dedicated bike lanes, transit lanes, enhanced transit stops, wider sidewalks, among many others
- Other uses and activities at the curb



- Landscaping and street furniture
- Social gathering
- Parklets
- Food trucks and street vendors
- Accessibility and ADA requirements

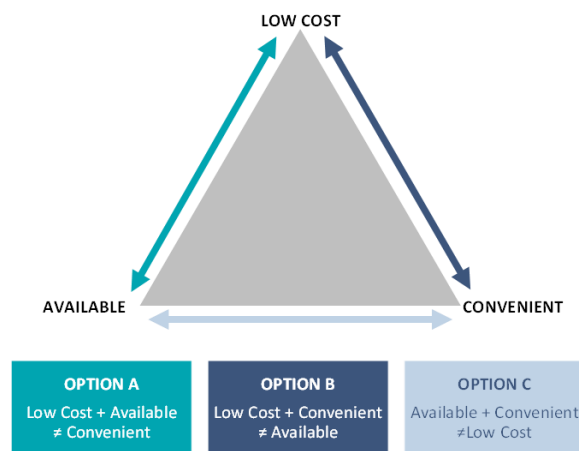
While curb space has primarily served parking, with the increase in user groups and changing needs, it is increasingly important for communities to understand the utilization of their curbs. They can then determine if parking is the best use based on actual activity and demand. The curb also has potential to provide greater access to more people if options beyond parking are considered.

At the same time, clients with existing garages or those evaluating building new garages are increasingly considering adding pick-up and drop-off areas for TNCs or scooter and bike parking in garages.

Parking Availability, Convenience, and Fee Triangle

There is a resistance in some communities to charge for parking out of fear that the added cost will turn customers away. Our research has identified that customers are more concerned with space availability than having to pay a nominal fee to park their vehicle. A fee-based parking program serves as a management tool that aims to increase availability on-street, while offering lower-cost alternatives for long-term patrons. Parking challenges often arise from a community's desire to offer free, convenient, and available parking at all times. As much as they would like to, not everyone can park at the "front door."

The reality is that only two of the three objectives can be achieved simultaneously. If parking is free (or inexpensive) and convenient, then it will not likely be plentiful. When parking is sufficient and inexpensive, it will not likely be conveniently located. And, when parking is convenient and in sufficient quantities, it is usually expensive. A user/parker may weigh their options and choose which two characteristics they value most. It is important to note these are not Walker's rules; rather reflect how the market works.



The above triangle describes three options for parking availability, cost, and convenience. As discussed earlier in this report, the surface parking lot permits are sold out and unavailable and Main Street parking is over 95% utilized at times. This circumstance is Option B above where parking may be low cost and convenient, but it is not available.

A tourist/customer/visitor may set their GPS to a destination on Main Street and upon arrival does not find a parking space. Being unfamiliar with the area, they may decide to leave out of frustration or be required to park in an inconvenient location and walk to their destination. A business in downtown may be looking to hire additional staff, but they may not take the job due to the lack of a monthly parking permit. A business may be looking to locate downtown but decide not to due to the lack of monthly parking.

Under this current set of circumstances, the City of Hendersonville is providing a disservice to its citizens, customer, visitors, and tourists; however, this has begun to remedy itself with the construction of the new parking deck. The addition of paid parking on Main Street and daily maximum rates on surface parking lots will further enhance the downtown Hendersonville parking experience.

Sincerely,



WALKER CONSULTANTS

Geoffrey Posluszny
Parking Technology and Operations Consultant
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Hendersonville Proposed Special Events Policy Updates- Special Events Committee January 2022

Summary:

Main Street in Downtown Hendersonville has become more popular among event organizers to be the prime location for events and festivals. As events become more prominent, the internal special events committee would like to standardize the special event processes and fees. The following challenges and solutions are outlined below:

1. Challenge – Barricades

Depending on the street closure and staff time available, different barricades have been used to close the street. Some events have had the sawhorse barricades, some use water barricades (unfilled) and some have used filled water barricades.

- Filled water barricades take a substantial drain on public works staff time.
- Water barricades (unfilled) additionally take substantial public works staff time to unload and pick up before and after each event
- The sawhorse style barricades do not provide adequate safety barrier for vehicles

- a) **Proposed Solution – Using vehicles for road closures** - Staff proposes that for smaller, 1-2 block street closures, event organizers can use vehicles and sawhorse barricades to block traffic. This would be most useful for events in the courthouse square. This would allow event organizers to close the street when needed and use the sawhorse barricades and street closure signage to signify to oncoming traffic with the added vehicle barrier to prevent safety issues. Vehicles could also be used to bookend larger street closures, protecting the outer perimeters of the event.

b) Proposed Solution – AST Modular Barrier

Chief Myhand and Tom Wooten have reviewed a new traffic solution – AST Modular Barrier

PRO's of AST Modular Barriers

- These barriers provide substantial protection for event attendees.
- The barriers would take less staff time to install.



CON's of AST Modular Barriers

- Expense: barriers are \$1400 per unit, and would require 6-7 units per lane for adequate safety

Lack of mobility: currently, barricades are placed the day before by public works, and event organizers will pull the barricades to block the road. AST barriers would need to be placed by public works at the time of closure, which would require weekend staff time or installation of the road closure the day before the event. This would cause a substantial change to the logistics for event organizers who do one-day events and would have a need to do the street closures the night before on Saturday street closures, creating a longer time for street closures and impacting businesses and residents.

- 2. Challenge: Event fees.** The current fee structure is based on number of vendors. However some events have a larger footprint with fewer vendors, so the vendor fee is not adequately reflective of the costs of the event. Vendor fees do not adequately cover the costs of producing events from the city's end, and the number of vendors associated with an event has more of a transitive impact on the city rather than a tangible, direct impact, such as the need for barricades. Additionally, coordinating with organizers to produce the exact number of vendors ahead of the event in an effort to create an invoice and vendor permits can be challenging due to the nature of event planning.

Background information - Apple Festival Barricade Expenses (Parks Dept)

Total Barricades for Event - 115

- 10 Employee's to set out water barricades, 2 ½ hrs to complete
 - \$190.88/hr = \$477.20
- 6 Employee's to set up barricades and fill with water, 4 hrs. to complete
 - \$99.52/hr = \$398.08
- 10 Employee's to empty and remove water barricades, 4 hrs to complete
 - \$190.88/hr = \$763.52
- Water trucks to fill barricades - \$85/hour - \$680 to fill all barricades + \$32 (water) = \$712

Total Cost for Park's Dept. - \$2350 / 9 blocks = \$261 per block expense (divided by 5 days = \$52 per day)

\$2350/115 = \$20 per barricade

Equipment that also is used but not charged is both water trucks. I would charge for the use of the trucks. Usually, it's 4 hours for each truck to fill all barricades. I think a rate, somewhere in the neighborhood of \$85.00 per hour is fair, so that would be a total of \$680.00 for the use of the trucks.

1 block event with regular barricades for one day is \$312.56

- Materials \$28.00
- Labor \$179.56
- Equipment \$105.00

1 block event with water barricades for one day is \$529.28

- Materials \$34.00
- Labor \$207.78

- Equipment \$287.50

2 block event with regular barricades for one day is \$404.09

- Materials \$66.00
- Labor \$228.09
- Equipment \$110.00

2 block event with water barricades for one day is \$749.54

- Materials \$ 79.00
- Labor \$ 249.54
- Equipment \$421.00

Apple festival event this year had a total of \$53,050.65 before overtime with OT \$68,509.82.

- Materials \$4,416.00
- Labor \$30,918.35
- Labor W/ Overtime \$46,377.52
- Equipment \$17,716.30

This does not include the electrical needs of the events, that would be extra.

Additional expenses not accounted for:

- Trash pickup and cleaning during event (reflected in Apple Festival costs)
- Public restroom additional cleaning (Currently cleaners come 2x per day in peak season. This should at least be doubled for events based off visitor feedback - \$500 per day)
- In 2023 – loss of metered parking revenue
- Wear and tear on barricades, equipment, etc.
- Apple Festival does NOT pay for police/fire on site, other events pay police/fire staff directly. (correct?)
- Apple Festival PD - \$13,000 approx (event pays overnight time)

Proposed solutions:

- Remove vendor fees and replace with a flat rate street closure fee for each option:
 - Large Festival Main Street Closure - \$675 per day – this is for the closure of Main Street for the scale of the Apple Festival and Garden Jubilee (streets, avenues and partial blocks on avenues). When the day of the street closure is for an evening setup, the per day fee is 1/2
 - Medium Scale Main Street Closure - \$450 per day. ½ fee for evening setup. This is from 6th Avenue to Allen Street. Event organizers must spread their vendors to each block to encourage shoppers to visit all of Main Street

- c. Avenues Open Main Street closure - \$300 per day. This is a closure from 6th Avenue to Allen Street, with each Avenue open. This is to incentivize opening the cross-streets and have a lower impact on downtown traffic.
- d. Less than 2 block closure - \$75 (1 block) \$150 (2 blocks). This includes the Courthouse Square Block
- e. Parking Spaces for Courthouse Plaza - \$50 per day
- b) *Keep food vendor fee by per day fee (remove single day food vendor) - \$55 x # of days*
- c) Institute a \$25 application fee to cover a portion of administrative time
- d) Keep the water use fee in place (based off of metered usage)
- e) Simplify the electrical usage fee

Commented [CJ1]: Perhaps better to keep electrical fee as is?

Commented [FM2R1]: It could make sense to keep this as is, but maybe instead of "per plug" it could be "per panel" that has to get turned on, with an added fee for above 25 amps. There's only a few that are even above 25 amps and I think they are all at the south end.

I think the way we do it now is a little bit confusing, asking organizers to off handedly calculate the number of outlets they need. We probably need to give them a map and let them circle what they want turned on.

Fee impact example:

	Apple Festival	Antique & Vintage	Garden Jubilee	Jump Off Rock Half Marathon	Parades
Retail Vendor Fees	\$975	\$900	\$2955	\$0	
Multi Day Food Vendor Fees	\$3795		\$330	\$0	
Electrical Fees	\$8500		\$2700	?	
Total - \$20,155	\$13270	\$900	\$5985	\$0	\$0

New proposed fees:

Permit application fee	\$25	\$25	\$25	\$25	\$25
Type of closure	\$675 per day X 5 days = \$3375	\$450 per day x 1 day	\$675 per day x 3 days = 2025	\$150 2 block	
Multi Day Food Vendor Fees	\$3795		\$330		
Electrical Fees (structure TBD but should be comparable)	\$8500		\$2700		
Total - \$21,522	\$15,967	\$325	\$5080	\$175	\$25
True event cost (Public works, does NOT include electric + water)	\$68,509	~\$1200 - \$2200	~\$3000-6000	\$400	??

True costs – Police	\$13,000	\$0	<i>Paid direct</i>	Paid direct	??
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3. **Challenge: Day of Event Point of Contact** -There have been a few occasions where an event organizer has a need the morning or day of an event and has had to call around different city staff to find someone to help them.
- a) **Proposed solution:** The Downtown Division's event and marketing assistant (DEMA) will be a full-time employee (previously was 25 hrs/week) and will be the on-call staff liaison for downtown events.
- i. Most events will occur during the Farmers Market season and the events assistant will already be on site on Saturday mornings. The Downtown Division will likely want to plan to have 2 staff working the farmers market on those days.
 - ii. DEMA will need to have a list of department staff to call for emergency needs:
 1. Public works
 2. Police
 3. Fire
 - iii. DEMA will check in with event organizer the week before the event to make sure they have everything needed.