



CITY OF HENDERSONVILLE
FEBRUARY 2022 DOWNTOWN ADVISORY BOARD
Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC
28792



Tuesday, February 08, 2022 – 4:00 PM

AGENDA

1. **CALL TO ORDER**
2. **PUBLIC COMMENT**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
 - A. January 2022 Downtown Advisory Board Minutes
5. **OLD BUSINESS**
 - A. 7th Avenue Visioning
6. **NEW BUSINESS**
 - A. Sidewalk Mural Expansion
 - B. Downtown Event Policy and Fee Updates
 - C. Parking Meter & Permit Fee Discussion
7. **OTHER BUSINESS**
8. **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 DOWNTOWN ADVISORY BOARD
 Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC
 28792



Tuesday, January 11, 2022 – 4:00 PM

MINUTES

1. CALL TO ORDER

In attendance in person: Matthew Hickman, Walt Slagel, Patsy DuPre, Carole Sitzler, Chris Cormier, Debbie Roundtree

In attendance online: Juls Buckman, Caroline Gunther, Jared Bellmund, John Ryan, Jerry Fitzgerald

Absent: Mark Pavao, Shaquala Wilkes, Becky Ayers

Staff present: Jamie Carpenter, Meredith Friedheim

Public present: Fred Nace, Joe Dinan

Matt Johnes has resigned from the board due to absences.

2. PUBLIC COMMENT

Fred Nace was the only member of the public. He had comments noting that the planning board had recommended the zoning text amendment for micro distilleries.

3. APPROVAL OF AGENDA

John Ryan made the motion to approve the minutes. Patsy DuPre seconded. A Roll call vote was taken. In favor: Matthew Hickman, Walt Slagel, Patsy DuPre, Carole Sitzler, Chris Cormier, Debbie Roundtree, Juls Buckman, Caroline Gunther, Jared Bellmund, John Ryan, Jerry Fitzgerald

4. APPROVAL OF MINUTES

1. December 2021 Downtown Advisory Board Minutes

Jared Bellmund made the motion to approve the minutes. Matthew Hickman seconded. A Roll call vote was taken. In favor: Matthew Hickman, Walt Slagel, Patsy DuPre, Carole Sitzler, Chris Cormier, Debbie Roundtree, Juls Buckman, Caroline Gunther, Jared Bellmund, John Ryan, Jerry Fitzgerald

5. OLD BUSINESS

1. Zoning Text Amendment - Micro Distilleries, Cideries, Wineries

J. Carpenter reviewed the process and how it came about. The item came to the Downtown Advisory Board meeting in December and has since been to the Economic Vitality team, Planning Board's legislative committee, and the planning board. Updates were reviewed.

The Downtown Advisory Board reviewed the recommendations approved by the planning board.

Jerry Fitzgerald made the motion to recommend the motion made by the planning board regarding micro-distilleries, micro-wineries, and micro-cideries. Patsy DuPre seconded. A Roll call vote was taken. In favor: Matthew Hickman, Walt Slagel, Patsy DuPre, Carole Sitzler, Chris Cormier, Debbie Roundtree, Juls Buckman, Caroline Gunther, Jared Bellmund, John Ryan, Jerry Fitzgerald

2. Downtown Event Updates

> R&B Sponsorship

> City's Special Events Committee

J. Carpenter updated on some event updates.

Rhythm & Brews - in the past, Breweries were a cash sponsor. This year, we added additional breweries and as such the cash sponsorship was not working with the number of breweries, so mid season it was changed to just a purchase of product. With these changes, we are looking for additional R&B sponsors.

Special Events Committee - The special events committee is reviewing fee structure. Looking at pulling away from vendor fee but a per block fee.

Caroline noted - an event taking 3-4 blocks of Main Street needs to take up the entire street, not cut off an individual block.

Apple Festival Letter - the special events committee will review the letter. If no changes, they will go to the Apple Festival board.

6. NEW BUSINESS

1. North Carolina Main Street Assessment

> Review assessment

> Review 2022 Workplan

> Board discussion - Items or areas to add to workplan (2022 and farther out)

J. Carpenter included the assessment that is required for reporting. This is required annually.

2022 Workplan was reviewed - Items to add - Ecusta Trail

7. OTHER BUSINESS

8. ADJOURNMENT

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Downtown Advisory Board AGENDA ITEM SUMMARY



SUBMITTER: Jamie Carpenter, Downtown Manager **MEETING DATE:** February 8, 2022

TITLE OF ITEM: 7th Avenue Visioning - *Jamie Carpenter, Downtown Manager*

SUMMARY:

In 2021, the Downtown Workplan included a 7th Avenue branding/visioning process. In spring, 2021, an RFP was released to find a consultant who can help guide the process, including public input and participation. Deliverables requested include:

- An outline for public input that includes price breakout and areas department staff will be needed for support or facilitation.
- A simple brand story or theme outline that includes a brief summary for how that brand was developed by a public input process, and any additional recommendations.
- A logo design that can be adapted for multiple formats, including:
 - Full color version on black, white and transparent background
 - Single color version on black, white and transparent background
 - Grayscale version on black, white and transparent background
 - Horizontal and vertical layout (if necessary)
 - High resolution vector logo that can be scalable and includes layered images of the final approved logo, as well as flattened images in .jpeg, .png and pdf formats.
- Consultation on style for gateway signage that will be installed as a part of the streetscape improvement that fits within the context of the brand story.

The project was put on pause in June 2021, due to a separate discussion regarding the naming of the Green Meadows / Brooklyn neighborhood. The Downtown Advisory Board took the pause in order to make space for those discussions occurring within the neighborhood. While this was a separate project, the residents of Green Meadows / Brooklyn are neighbors and stakeholders of the 7th Avenue Business District. The visioning process for 7th Avenue will include public input meetings that invite and involve the residents in the Spring.

Timeline:

- **March** - Present to City Council, Interview Motley Local, Destination by Design, Arnett Muldrow
- **April** - Select consulting firm
- **May – June** - Launch project, including timeline for public meetings and public participation using guidance from firm; Community input during Farmers Market; Public meetings and information gathering
- **July-September** - Complete visioning, unveil logo and design guidelines

Downtown Advisory Board
AGENDA ITEM SUMMARY



Item A.

SUBMITTER: Jamie Carpenter, Downtown Manager

MEETING DATE: February 8, 2022

TITLE OF ITEM: Sidewalk Mural Expansion

SUMMARY:

WHO - Elizabeth Queen was one of the artists behind the sidewalk mural project, the sidewalk “Hendo Bee Line” and brought this proposal to the Community Character Team.

WHAT - Elizabeth is proposing a painted sidewalk connection from the 5th Avenue sidewalks to Hands On Children’s Museum and the Good of the Hive Mural.

This was presented a detailed proposal and discussed at length with the Community Character team. The team, along with Elizabeth came up with the following plan:

- Take a lower impact approach to the sidewalks – no primer along the sidewalk, just footprints. This will be a easier project to complete and a demonstration for future more permanent public art pieces. At some point, some of the sidewalks will be replaced, and we want to see how the sidewalks painted last fall will hold up before any extensive murals.
- She has written a children's book that would be a companion piece to the sidewalk path. The pages of the book will also be a part of the sidewalk path, the words will either be in a QR code or otherwise installed on the sidewalk (stickers like stand here stickers?) and no physical signs except maybe at the start/finish.

WHEN - As a part of Garden Jubilee, the Bee City committee and Elizabeth will do some pollinator tours, and would like to have the painted path as a part of the project. This would be completed before then.

WHERE – From 3rd Avenue W to King Street to 5th Avenue W where the current sidewalk murals are.

WHY – How this fits within the Downtown Workplan:

1. **Pedestrian Connection** - A consistent theme of our work is to build connections between Main Street and 7th Avenue and encouraging 5th Avenue as the safe pedestrian route to Maple Street. This continues to add to that connection in a low cost, quick action way.
2. **Volunteer Activation and Champions** – A component of our Main Street Accreditation and best practices are volunteer-led, grassroots efforts that serve the goals of our workplan. This project sets a good example for volunteer-led projects going forward that are well-planned, thoughtful, and meet the goals of our downtown workplan.
3. **Catalyst Project** – The spirit of the AARP grant we received are to be catalyst projects for livable communities. Keeping that energy going is always a good thing! This may also lend itself to future demonstration projects on South Main Street and connections to the Ecusta Trail.

HOW - The sidewalk will use leftover paint from the sidewalk mural project, and some remaining grant funds (about \$900). With the work on the sidewalk murals already completed, Elizabeth is proven to be resourceful and organized in completing the project.

The Hendo Lifeline

A Proposed Fast Action, Community-Driven Sidewalk Art & Fitness Experience Project due by May '22 Garden Jubilee.



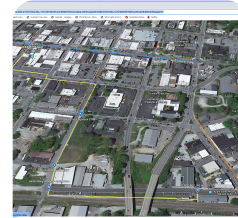
Our Strong Foundation

- 2021 Friends of HVL/AARP Fast Action Sidewalk Mural Grant “Exceeds Expectations”
- Under budget, On Time
- Volunteer-Driven (+200)
- Huge Community Support, demand for “more, more”



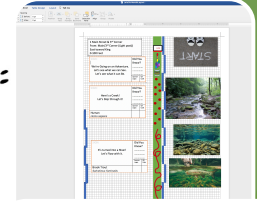
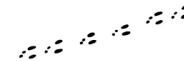
Proposal

- EZ extension of this Foundation
- via connecting, interactive sidewalk story through which participant moves through series of simple painted animal tracks learning about Hendo, our environment, how we interconnect
- Sustainability



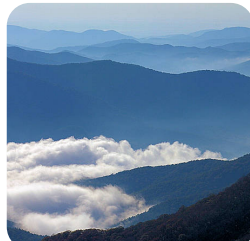
Where

- Connect Main & Good of Hive Mural to BeeLine & 7th
- Start Main & 3rd, move north along King turning east onto 5th & Grove (connect to current Murals)



How

- Sidewalk paint (from BeeLine)
- Simple storyline set in native WNC terrains (creek, river, sky...)
- conveyed through colorful series of choreographed “hop, skip, jump” native animal tracks start - end
- See notes for link to movement concept video



Who

- 2021 Sidewalk Muralists (proven track record)
- Elizabeth Queen (Lead)
- David Queen
- Diamond Cash: Cross Walks-if approved
- A Diverse Community Volunteer Corp a’la BeeLine

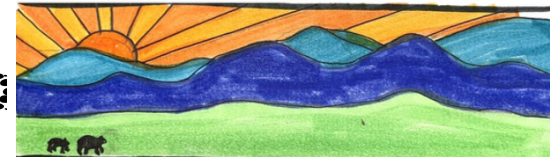
When-by 25May22

- March: Prep
- April/May: Volunteer Paint Days
- May-Ribbon Cutting: Garden Jubilee
- June-Pollinator Month Tours
- And beyond.



Cost

- City: Negligible
- 1k= Remaining 2021 \$
- Leftover paint/sealant, equipment
- In kind: volunteer sign up, traffic cones, signs ribbon cutting, promo (//BeeLine)
-
- Other donors: stencils, time



Benefit

- Short Term: new experiential attraction drawing tourism, foot traffic Main-7th alternate route
- MainStreet, Mural, Fitness, ESG Draw
- Mid/Long Term
- draw support for more permanent installation
- fuel HVL public art discussion

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:

- a) Remove vendor fees and replace with a flat rate street closure fee for each option:
 - a. 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
 - b. 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

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	\$450	\$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>	<i>Paid direct</i>	??

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.

Event Fee and Process Updates



Special Events Committee

Why are we discussing? - Problems + Solutions

- Understanding hard costs of events + benefits
 - Background of current city services and fees
 - Safety
- Proposed fee changes

Current Level of Service

Major festival (Apple Festival)

- Uses extensive city services, staff, etc

Full Street Closure Festival (Garden Jubilee, Art on Main)

- Closes all of Main Street but uses less city services during event

Parades

- Police manage street closure and traffic (no fee), public works places barricades

Smaller events or festivals (R&B, 5k/foot races, etc)

- Closes fewer streets / blocks but requires some city services (barricades, power, water, police/fire)

Courthouse Square Closures

- Either closes courthouse block or parking on courthouse block

Benefits of Events

Marketing and promotion for downtown

Support of downtown businesses – big sales weekends

Sales tax revenue

Passive economic impact - – supports the district, thereby supports improved property value, rental rates, etc. Over years.

Community Value + Pride (parades, holiday events)

Event True Costs – Apple Festival Example

Item B.

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Total Cost for Park's Dept. - \$2350 for 9 blocks

Work Order Expenses

(does not include water or electrical)

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Safety + Barricades

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Barricade Solutions

Item B.

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AST Modular Barricades

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

PRO's of AST Modular Barriers

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Current / Annual Events

Large festivals – Multi day	Single Day – Full Street Closure or full w/ avenues open	Single day – partial or 1-2 block closure	Parades
Apple Festival	Tails in Town	Jump off rock race	4th of July
Garden Jubilee	Antique & Vintage	Rhythm & Brews	Christmas
Art on Main	Treat Street	Tree Lighting	Apple Festival
	Motorama	Tree of Lights	Other processions not on regular basis
		Jingle Jog	
		Turkey Trot	
		Music on Main (w/ car show)	
		Pickin' on the Square	
		July 4th	
		Fiesta Hendersonville	
		Evening of Remembrance	

Current Fee Structure

- Vendors:
 - Retail: \$15
 - Single Day Food: \$30
 - Multi Day Food: \$55 x # of days
- Electrical:
 - (Total # of connections @ 20 Amps or less_____) x (# of days_____) x \$25
 - (Total # of connections @ 21 to 50 Amps_____) x (# of days_____) x \$50
 - (Total # of connections @ 50 Amps or more_____) x (# of days_____) X \$100
- Water: ??? Based on uses
- Paid separately, depending on events:
 - Police (hourly rate)
 - Fire (hourly rate)

Issues with current fee structure

- Per vendor – some events do not know how many vendors are there until the day of the event. We then have to chase down vendor fees after the event.
- Per Vendor does not fairly / equitably charge fees –
 - some events may be the same amount of street closures but fewer vendors
- Comparing different cities – vendor fee structures were not common. Cities compared:
 - Charlottesville VA
 - Greenville SC
 - Winston Salem NC
 - New Bern NC
 - Asheville NC
 - Salisbury NC
- Cities researched all have an application fee, varying fee structures for street closures/barricades/public works

Event Fees Invoiced in 2021 ~examples

- Apple Festival - \$13,270
 - \$975 retail vendor fee
 - \$3795 Multi day food vendor fees
 - \$8500 electrical
- Antique and Vintage Show - \$900
 - \$900 retail vendor fees
- Garden Jubilee - \$2040
 - \$1740 retail vendor fees
 - \$300 electrical

Proposed Fee Changes - 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 ½

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Less than 2 block closure - \$75 (1 block) \$150 (2 blocks). This includes the Courthouse Square Block

Parking Spaces for Courthouse Plaza - \$50 per day



Proposed Fee Changes

Keep food vendor fee by per day fee (remove single day food vendor) - \$55 x # of days

Institute a \$25 application fee to cover a portion of administrative time

Keep the water use fee in place (based off of metered usage)

Simplify the electrical usage fee

Comparing event fees

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Community Events – exceptions to fees discussion

- Treat Street
- Tree Lighting
- Parades (Apple Festival, Christmas, 4th of July)
- Turkey Trot
- 4th of July
- Farmers Market - *the farmers market would not be feasible to pay fees since it is every Saturday. It is also no regular labor cost except downtown staff.*

These events all fall under:

- Traditional holiday events
- Co-sponsored by City and/or County
- *Events produced by the Friends of Downtown through MOU should include co-sponsorship for FODT events.*

Discussion

1. Should there be an incentive for events that leave Avenues open?
2. Are there any other incentives for certain types of events that benefit downtown?

Downtown Advisory Board
AGENDA ITEM SUMMARY



Item C.

SUBMITTER: Jamie Carpenter, Downtown Manager **MEETING DATE:** February 8, 2022

TITLE OF ITEM: Parking Meter & Permit Fee Discussion

SUMMARY:

Key discussion topics for Downtown Advisory Board Meeting: [Review Parking background Storymap](#)

1. Employee (Service Industry?) parking rates
2. Curbside Management (30 minutes free?)
3. Monthly permit fees
4. Are there any other key stakeholders who will be impacted that we have not considered?

Economic Vitality Team Meeting Summary

Economic Vitality Team met on February 1 and reviewed in detail the analysis presented by Walker Consultants. The following are key points and recommendations from that discussion:

1. **Employee (service industry) parking** - a \$45 per person /car parking rate isn't feasible for downtown restaurants to provide for all employees.
 - Currently, employees find parking wherever they can and game the system as best as they can to find a location to park that is safe, well lit, and not far from their work.
 - Employees not finding parking is a barrier for downtown employment right now and I have been told this by several restaurants. With the current issues with employment, there needs to be some viable and affordable solutions for this. For example, if employees can work at a restaurant on Four Seasons Blvd for similar pay and NOT pay for parking, the downtown restaurants will risk losing quality employees. I would consider this something that will not be resolved in the context of the market determining the parking permit rate.
 - **Possible solutions**
 - if there is a way to do a bulk/group purchase of permits that can be split between multiple employees. For example, some of our bigger restaurants have probably 30-40 employees including part time/full time. They will never have that many people on the floor at a given time, so they purchase 10 parking spaces and then have to work out a system of how those are used. Issues would be enforcement.
 - Designated downtown employee parking area - we didn't really identify any solutions here, except the Dogwood lot for employee parking. I said that was not an option (but maybe it should be?) Other solutions that are currently used are the avenues outside of King and Church but without enforcement anyone will park there. There also may be some agreements with private lots. *I also would be interested if we could provide some*

type of business support grant from ARP funding to offset some of the restaurant industry employee parking costs.

Item C.

2. **Loading zones / curbside** - The committee would like to see 30 minutes free for all of downtown on-street parking rather than just in parallel spots. They also did not seem to be as concerned about proposing a higher rate for parking on Main Street and suggested to have parking more expensive on Main Street, less expensive in the deck and surface lots. They did not feel that the deck should be more expensive (but there was some confusion on if it is in fact more expensive - so I think that can be remedied with a simplified chart in the presentation)
3. **Permits** - the committee is in favor of getting rid of the 24/7 parking spots. Also in favor of simplifying parking permits and rates.

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

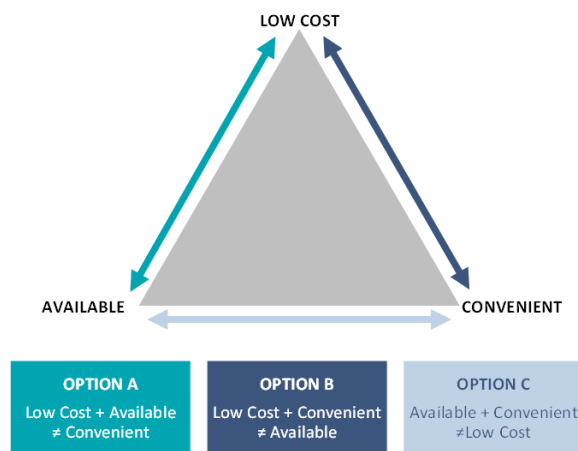
While curb space has primarily served parking, with the increase in user groups and changing needs, it is increasingly important for communities to understand the utilization of their curbs. They can then determine if parking is the best use based on actual activity and demand. The curb also has potential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

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Parking Technology and Operations Consultant
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Downtown Advisory Board Parking Rates & Fees Discussion



Agenda

1. Background information
2. Review of Walker Analysis Highlights
3. Discussion & Meeting outcomes:
 1. Permit fees
 - a) Do we need a downtown employee permit (service industry?)
 - b) What rate is feasible for downtown employees.
 - c) Do we need to have different rates for different business types
 - d) 24/7 Reserve Rate Recommendation
 2. Daily/Hourly rates
 - a) Higher rate for premium spot (on street)
 3. Curbside Management
 - a) 30 minute "loading zone" everywhere

Parking History - [Story Map](#)

Downtown Parking

Tracking updates in the City of
Hendersonville Downtown Parking in 2022

January 5, 2022



[Parking Overview](#)

[Parking Garage Timeline](#)

[Current Available Parking](#)



Budget

	FY22	FY23	FY24	FY25	FY26	FY27	FY28	FY29	FY30	FY31
REVENUES										
Daily Parking										
On-street Parking	-	319,750	641,000	641,000	641,000	641,000	641,000	641,000	641,000	641,000
Lot Parking	130,000	130,000	154,400	154,400	154,400	180,100	180,100	180,100	180,100	180,100
Deck Parking	-	18,320	45,800	45,800	45,800	53,400	53,400	53,400	53,400	53,400
Daily Parking Sub-total	130,000	468,070	841,200	841,200	841,200	874,500	874,500	874,500	874,500	874,500
Leases										
Reserved (24/7)	11,520	23,765	105,600	109,600	114,100	118,700	113,200	127,800	132,400	136,900
Unreserved (24/7)	16,200	23,500	51,100	65,500	70,600	75,600	92,200	97,000	101,800	119,900
Unreserved (Daytime)	15,120	15,515	17,300	21,800	22,400	23,100	28,100	28,900	29,600	35,100
Unreserved (Rooftop)	4,680	7,560	16,200	21,600	21,600	21,600	27,000	27,000	27,000	32,400
Leased Parking Subtotal	47,520	70,340	190,200	218,500	228,700	239,000	260,500	280,700	290,800	324,300
Citations/Penalties										
Citation Revenue	25,000	27,500	27,500	30,000	35,000	35,000	35,000	35,000	35,000	35,000
Less: Credit Card Fees	(17,700)	(18,100)	(18,100)	(18,600)	(19,000)	(21,400)	(21,900)	(22,000)	(22,100)	(22,600)
Citations/Penalties Subtotal	7,300	9,400	9,400	11,400	16,000	13,600	13,100	13,000	12,900	12,400
Other Financing Sources										
Transfer in from GF (010)	1,000,000	-	-	-	-	-	-	-	-	-
Limited Obligation Bond	12,797,985	-	-	-	-	-	-	-	-	-
Other Financing Sources Subtotal	13,797,985	-	-	-	-	-	-	-	-	-
TOTAL REVENUE	13,982,805	547,810	1,040,800	1,071,100	1,085,900	1,127,100	1,148,100	1,168,200	1,178,200	1,211,200
EXPENDITURES										
Personnel	0.01									
Personnel Subtotal	-	-	96,704	97,396	98,096	98,802	99,515	100,236	100,963	101,698
Operating										
Parking Kiosk Equipment	-	630,000	-	-	-	-	-	-	-	-
Parking Kiosk O&M	-	15,550	62,200	62,200	62,200	62,200	62,200	62,200	62,200	62,200
Deck - Utilities	-	5,850	23,400	24,000	24,600	25,200	25,800	26,400	27,100	27,800
Deck - Insurance	-	1,875	7,500	7,700	7,900	8,100	8,300	8,500	8,700	8,900
Deck - Supplies	-	2,100	8,400	8,600	8,800	9,100	9,300	9,500	9,800	10,000
Deck - Routine Maintenance	-	11,925	47,700	48,900	50,100	51,400	52,700	54,000	55,400	56,800
Deck - License Fees & Permits	-	100	400	400	400	500	500	500	500	500
Deck - Contracted Services	-	1,400	5,600	5,700	5,900	6,000	6,200	6,300	6,500	6,600
Deck - General Expenses	-	450	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800
Operating Subtotal	-	669,250	157,000	159,300	161,700	164,300	166,800	169,200	172,000	174,600
Amount to be Financed										
Land/ROW/Easements	2,000,000	-	-	-	-	-	-	-	-	-
Professional/Contracted Services	1,276,014	-	-	-	-	-	-	-	-	-
Construction Costs	9,676,246	-	-	-	-	-	-	-	-	-
Amount to be Financed Subtotal	12,797,985	-	-	-	-	-	-	-	-	-
Debt Service										
Principal (20 Years at 2.00%)	-	370,000	385,000	405,000	425,000	450,000	470,000	495,000	520,000	545,000
Interest (20 Years at 2.00%)	248,647	430,350	411,850	392,600	372,350	351,100	328,600	305,100	280,350	254,350
Debt Service Subtotal	248,647	800,350	796,850	797,600	797,350	801,100	798,600	800,100	800,350	799,350
TOTAL EXPENDITURES	13,046,632	1,469,600	1,050,554	1,054,296	1,057,146	1,064,202	1,064,915	1,069,536	1,073,313	1,075,648
EXCESS (DEFICIENCY) OF REVENUES OVER (UNDER) EXPENDITURES	936,173	(921,790)	(9,754)	16,804	28,754	62,898	83,185	98,664	104,887	135,552
FUND BALANCE BEGINNING OF YEAR	-	936,173	14,383	4,629	21,432	50,187	113,085	196,269	294,934	399,820
FUND BALANCE END OF YEAR	936,173	14,383	4,629	21,432	50,187	113,085	196,269	294,934	399,820	535,372

Item C.



Current Parking + Proposed Parking

Current Rates	Proposed Monthly Rates
Unreserved 24/7 - \$30	\$60
8am-5pm parking "s" permits - \$20	\$45
Reserved 24/7 (spot specific) \$40	Option 1: \$120 Option 2: discontinue reserved 24/7
Parking Deck permit – n/a	\$120 per month (start at \$80, increase annually over time to reach \$120)

Metered/Daily Parking

Current Rates	Proposed Rates
Main Street and Avenues <ul style="list-style-type: none"> • \$0 per half hour • 3 hour maximum + 30 minute loading zones 	<ul style="list-style-type: none"> • \$1 per half hour • <u>3 hour</u> max (\$6 max)
Surface Lots <ul style="list-style-type: none"> • \$0.50 per half hour • \$5 per day (no hourly max) 	<ul style="list-style-type: none"> • \$1 per hour • \$5 <u>daily</u> max (no hourly max)
Parking Deck - \$0	<ul style="list-style-type: none"> • \$1 per half hour • \$10 <u>daily</u> max (no hourly max)

WHY DO WE NEED PARKING MANAGEMENT?

Item C.

Discussion
items to
remember:



Current parking situation:

Currently, parking on Main Street is at 85-95% capacity. At this capacity, this:

- Increases traffic due to people circling blocks looking for spaces
- Makes the most convenient spaces unavailable

There are no available parking permits

- Downtown employees who want parking permits cannot get one, regardless of price.
- Downtown employees currently "play the game" of moving around street parking

Enforcement is minimal

- There is one full time parking enforcement supervisor who also has to split time as a school crossing guard if it is unstaffed
- One full-time parking ambassador will be hired before summer, making 2 full time enforcement.
- Enforcement is currently not efficiently managed because it is just marking tire valves – it takes a long time.

Discussion: Permit fees

- a) Do we need a downtown employee permit (service industry?)
- b) What rate is feasible for downtown employees.
- c) Do we need to have different rates for different business types
- d) 24/7 Reserve Rate Recommendation
 - a) Economic Vitality Team recommended removing this permit altogether

Discussion: Daily Hourly Rate

1. Daily/Hourly rates:
 - a) Higher rate for premium spot (on street) was discussed at Economic Vitality Team
 - b) Surface rates vs deck rates

Discussion: Curbside Management

1. Curbside Management
 - a) Economic Vitality Team recommended 30 minute "loading zone" everywhere