CITY OF DURHAM
COMPREHENSIVE PARKING STUDY

Kimley-Horn and Associates, Inc.

October 2013

Ninth Street and Downtown Study Areas

Overview

- Project Steering Team Members
- Ninth Street Study
- Downtown Study

Project Steering Team

- **Harmon Crutchfield** – City of Durham Department of Transportation, PST Chair
- **Mark Ahrendsen** – City of Durham Department of Transportation
- **Aaron Cain** – Durham City-County Planning Department
- **Sara Young** – Durham City-County Planning Department
- **Joy Mickle-Walker** – Office of Economic and Workforce Development
- **Glen Whisler** – Durham County Engineer
- **Richard Polley** – Blackwell Street Management Company, LLC (American Tobacco Campus)
- **Bill Kalkhof** – Downtown Durham, Inc.

NINTH STREET STUDY AREA

Ninth Street Study Included…

- Data Collection
- Existing Conditions Analysis
- Public Involvement/Outreach
- Parking Demand Modeling Projections
- Adjacent Development Impacts
- Financial Analysis Projection
- Short, Medium, & Long Term Recommendations

Study Area

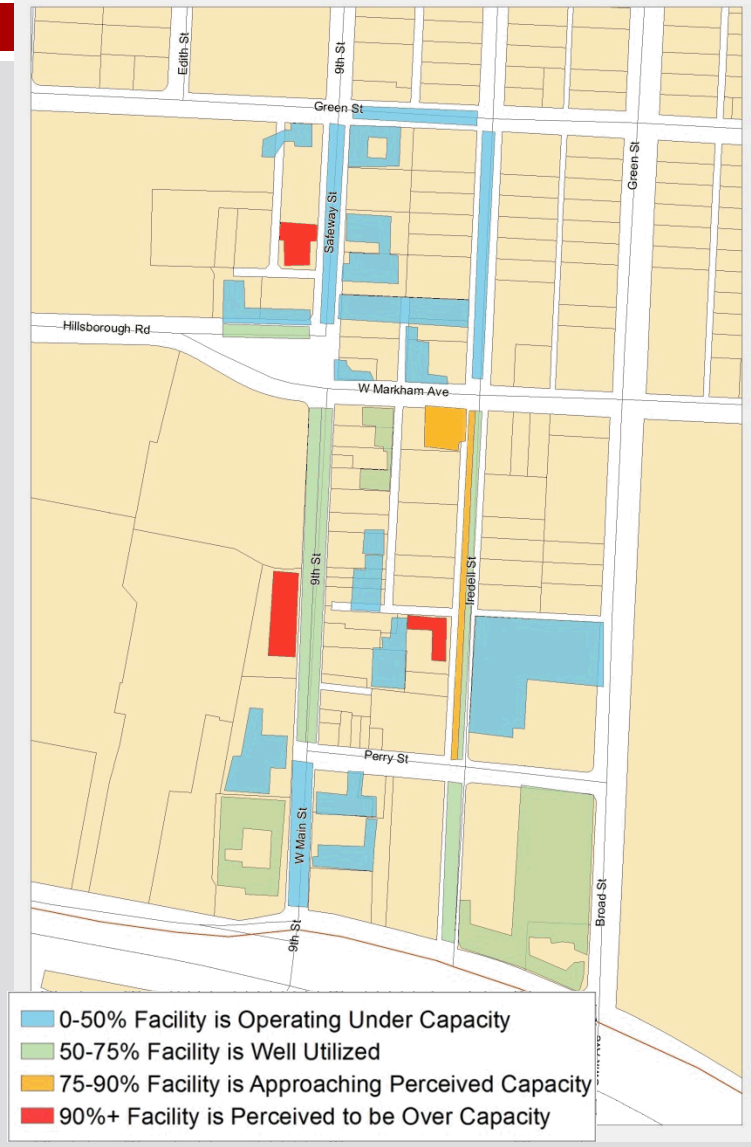
- ~55 retail & restaurant businesses
- 1,347 parking spaces
  - 352 on-street
  - 995 off-street

Data Collection Results

- Weekday Mid-day Occupancy (1:00 – 2:00 PM)
  - Ninth Street Lot, Iredell and Perry Streets
    - 90%+ (over capacity)
  - Whole Foods Lot
    - 75-90% (approaching capacity)
  - 705 Broad Street Lot
    - 0-50% (under capacity)

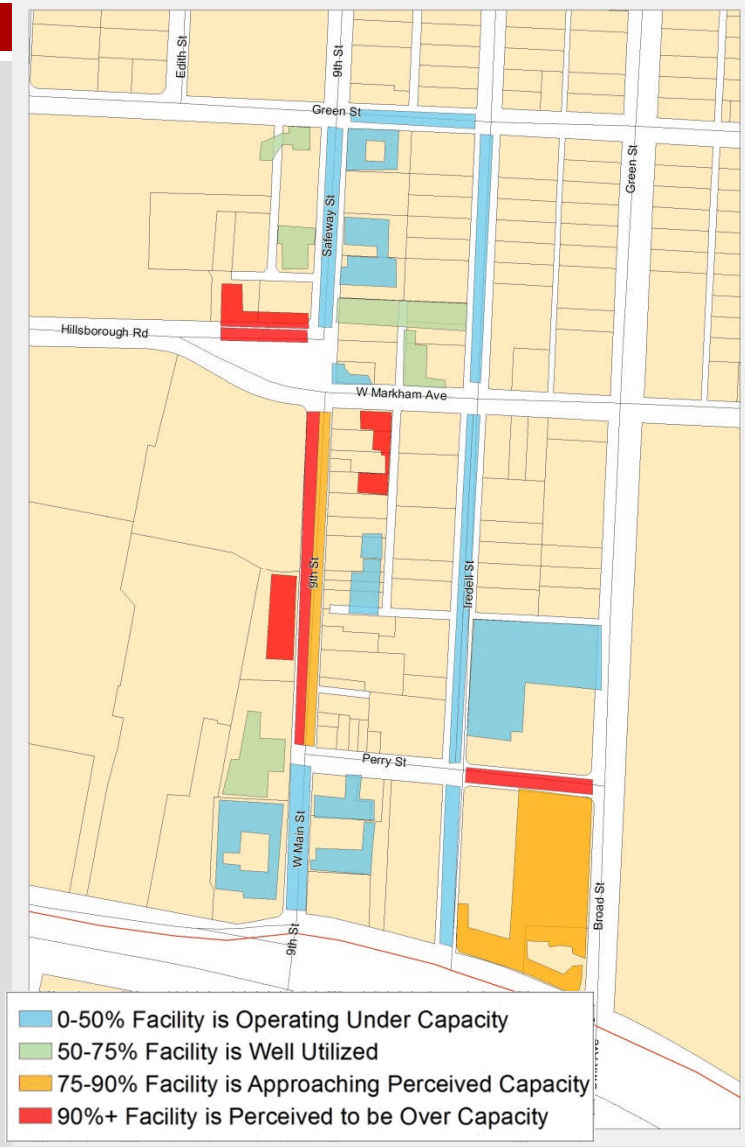
Data Collection Results

- Weekday Late Afternoon Occupancy (3:00 – 4:00 PM)
  - Ninth Street Lot
    - 90%+ (over capacity)
  - 705 Broad Street Lot
    - 0-50% (under capacity)



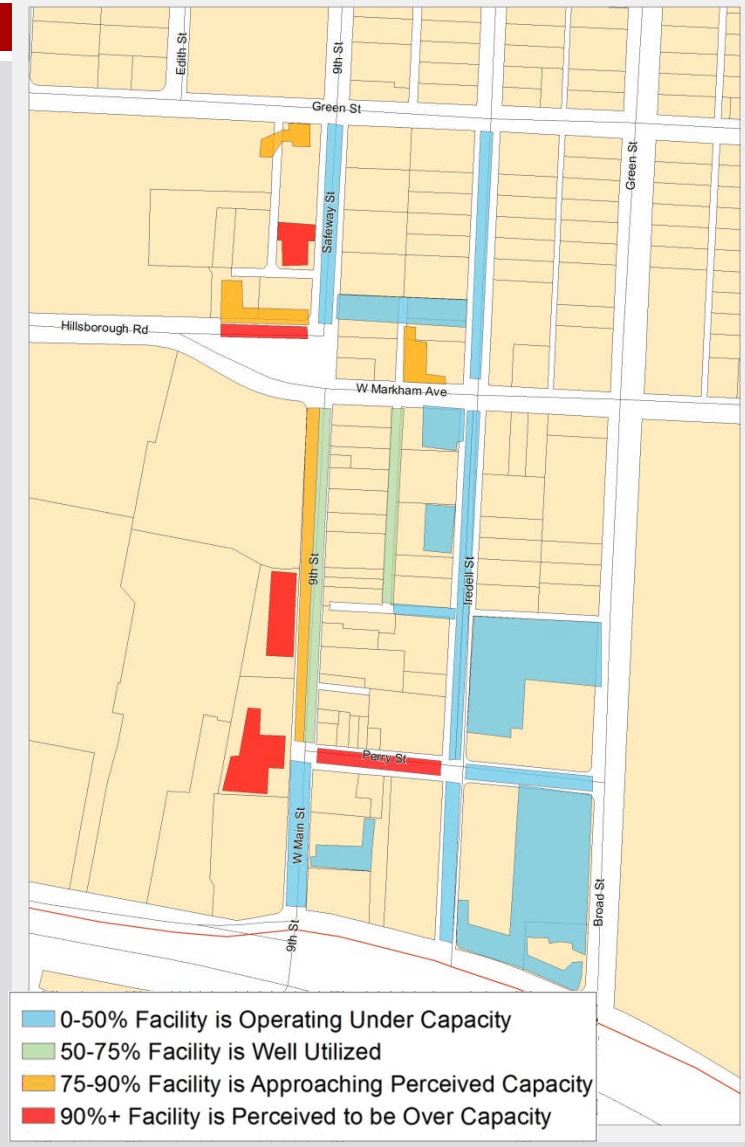
Data Collection Results

- Weekday Evening Occupancy (7:00 – 8:00 PM)
  - Ninth, Safeway, Perry Streets and Ninth Street Lot
    - 90%+ (over capacity)
  - Whole Foods Lot
    - 75-90% (approaching capacity)
  - 705 Broad Street Lot and Wells Fargo Lot
    - 0-50% (under capacity)



Data Collection Results

- Weekend Evening Occupancy (9:00 – 10:00 PM)
  - Safeway and Perry Streets, Ninth Street Lot and Adjacent Private Lot
    - 90%+ (over capacity)
  - 705 Broad Street Lot and Whole Foods Lot
    - 0-50% (under capacity)



Stakeholder Outreach

- September 2012
- Stakeholders included:
  - Restaurant Owners
  - Retail Business Owners
  - Service Providers
  - Property Owners

Planned Changes

- Harris Teeter Development
  - ~53,500 sf grocery
  - ~25,800 sf misc. retail
  - ~335 on-site surface parking spaces
- Multi-Family
  - 310 apt units
- Hotel
  - 130 rooms

Findings

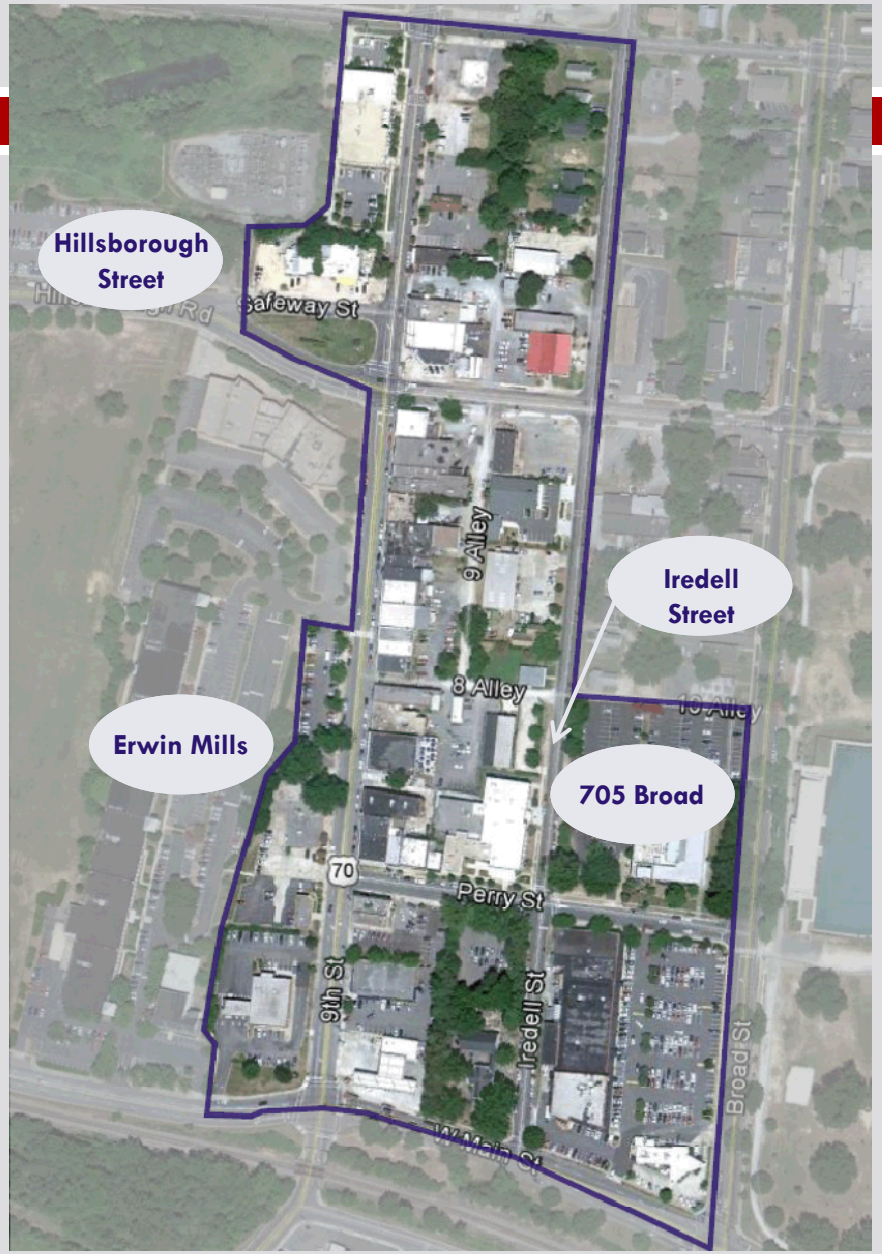
- Adequate parking supply in peak hour, though some locations in heavy demand
- Lack of dedicated parking for employees of area businesses is an issue
- New developments providing on-site parking
- Ninth Street Lot heavily utilized at all time periods studied (90%+)
- 705 Broad Street Lot underutilized at all time periods studied (0-50%)

Recommendations

- Short Term (< 6 months)
  - Restripe Markham Avenue to remove dedicated two-way turn lane
  - Stripe on-street spaces on Ninth Street, Perry Street, West Markham Avenue, and Iredell Street
  - Change on-street time limit from 3 to 2 hours
  - Seek partnership with Duke University to use Hillsborough Street and 705 Broad Street Lots at selected hours for employee parking
  - Seek agreement to use Wells Fargo lot outside of normal business hours
  - Restripe crosswalk located mid-block on Ninth Street between West Markham Avenue and Perry Street
  - Charge a fee for parking in leased Ninth Street Lot
  - Time limit parking on Iredell Street and Broad Street between Main Street and Markham Avenue

Recommended Employee Parking Locations

- Hillsborough St. Lot
  - Short Term
- Iredell St. on-street
  - Long Term

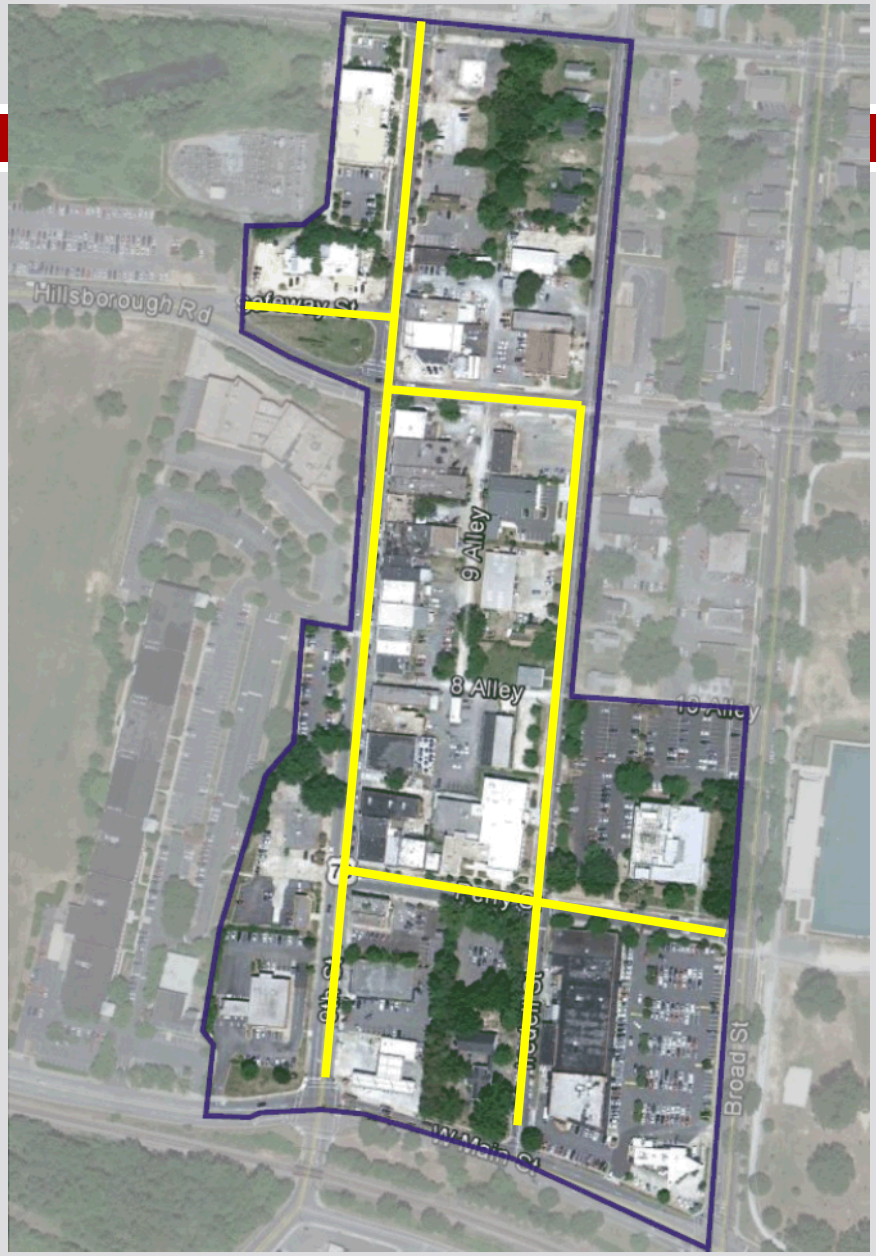


Recommendations

- Medium Term (6 months – 18 months)
  - Implement paid on-street parking
    - Align implementation with downtown study area
  - Remove "US-70 Business" designation from Ninth Street
  - Seek parking lease agreements with property owners of adjacent planned development

Recommendations

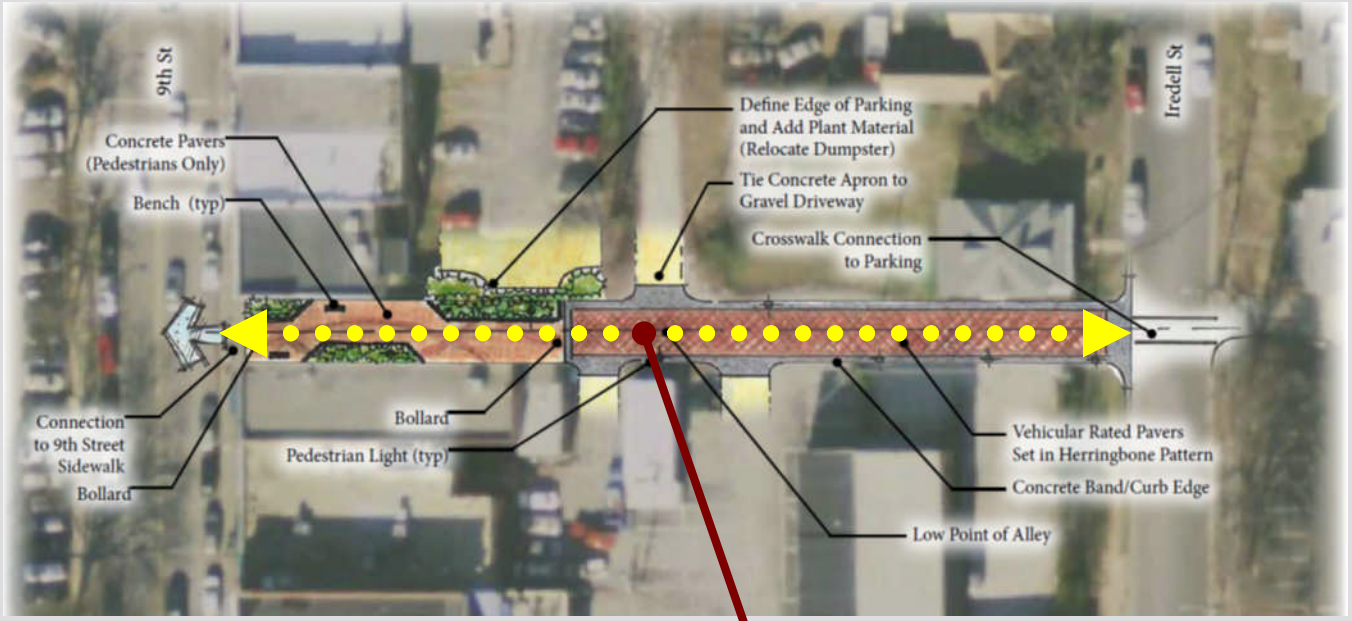
- Recommended Paid On-Street Parking Locations
  - Ninth Street
  - West Markham Avenue
  - Perry Street
  - Iredell Street
  - Safeway Street



Recommendations

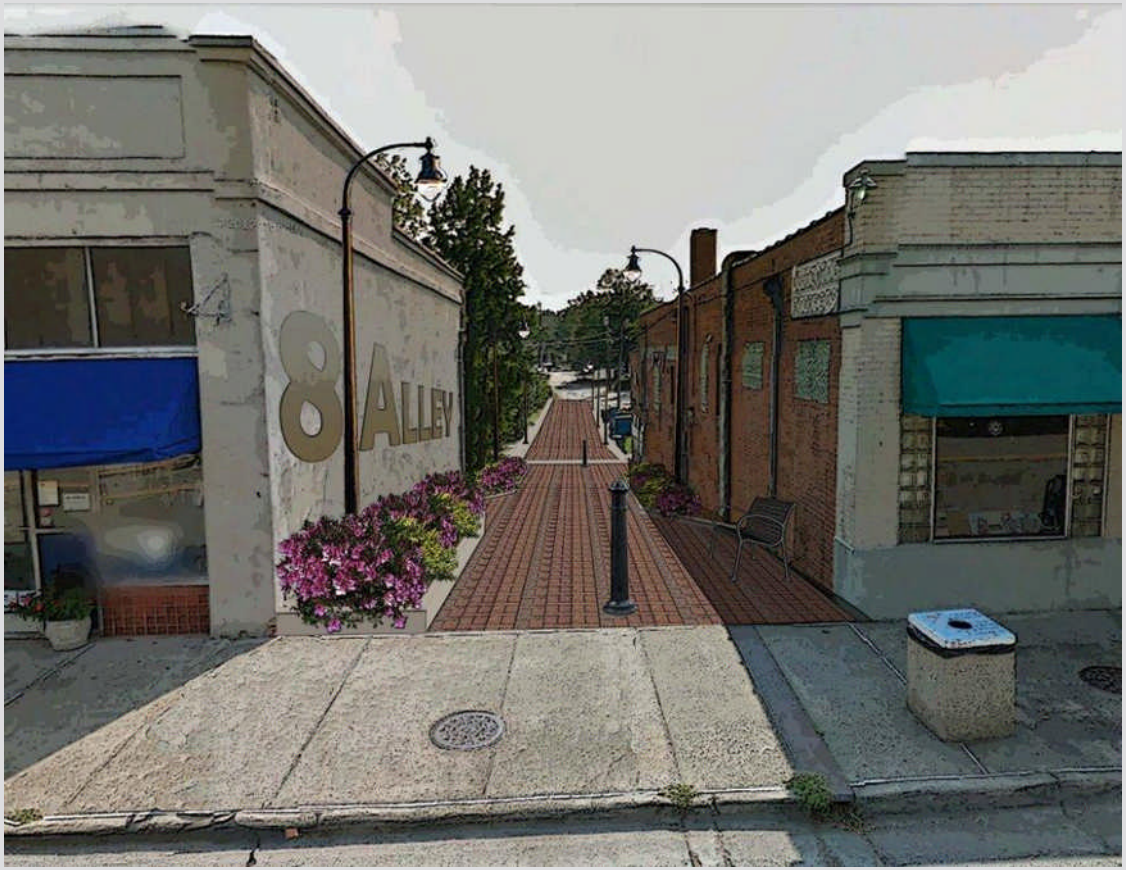
- Long Term (18 months +)
  - Improve 8 Alley
  - Pave 9 Alley
  - Implement an Employee Parking Program on Iredell Street after alley improvements

8 Alley

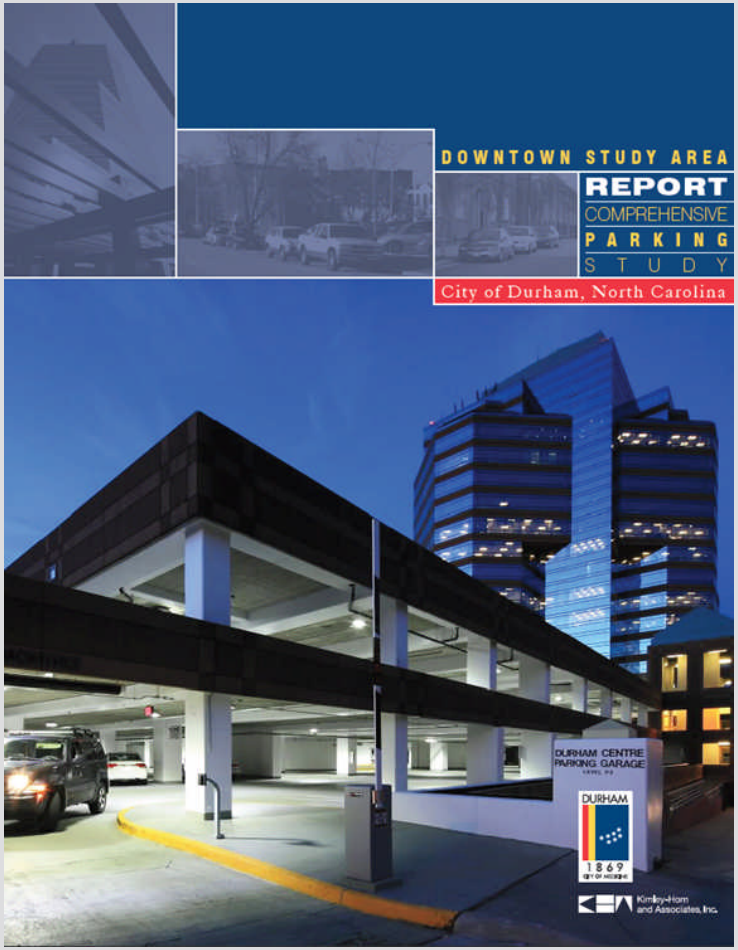


8 Alley provides connection from recommended employee parking on Iredell Street to Ninth Street businesses

8 Alley



DOWNTOWN STUDY AREA



Downtown Study Included…

- Historical Context Review
- Previous Planning Effort Review
- Guiding Principles Development
- Data Collection
- Existing Conditions Analysis
- Public Involvement/Outreach
- Parking Demand Modeling Projections
- Operations and Management Review

Downtown Study Included…

- Access and Revenue Control Equipment Review
- Facility Security Review
- Wayfinding Review
- On- and Off-Street Technology Solutions
- Wayfinding and Parking Guidance Solutions
- Management Organizational Options
- Monetization / Privatization Potential

Downtown Study Included…

- Peer City Outreach
- 10-year Financial Analysis Projection
- On-Street, Off-Street, & System-wide Recommendations
- Potential Future Garage Concepts

Guiding Principles

Guiding Principle #1	Leverage parking infrastructure investment and enhance parking management as a key element of downtown economic development.
Guiding Principle #2	Integrate planning for future parking facilities into the larger downtown development strategy.
Guiding Principle #3	Manage off-street and on-street parking assets as a unified system to support overall parking principles.
Guiding Principle #4	Sustain parking system investments by parking revenues without subsidy from the General Fund.

Guiding Principles

Guiding Principle #5	Orient enforcement strategies towards customer service to improve public perception of parking enforcement and enhance the experience of downtown visitors.
Guiding Principle #6	Leverage technology advancement to provide exceptional customer service and additional payment options.
Guiding Principle #7	Integrate good urban design principles relative to parking facility design to better integrate parking infrastructure into the urban fabric including street level activation, mixed-use development, LEED® certification, etc.

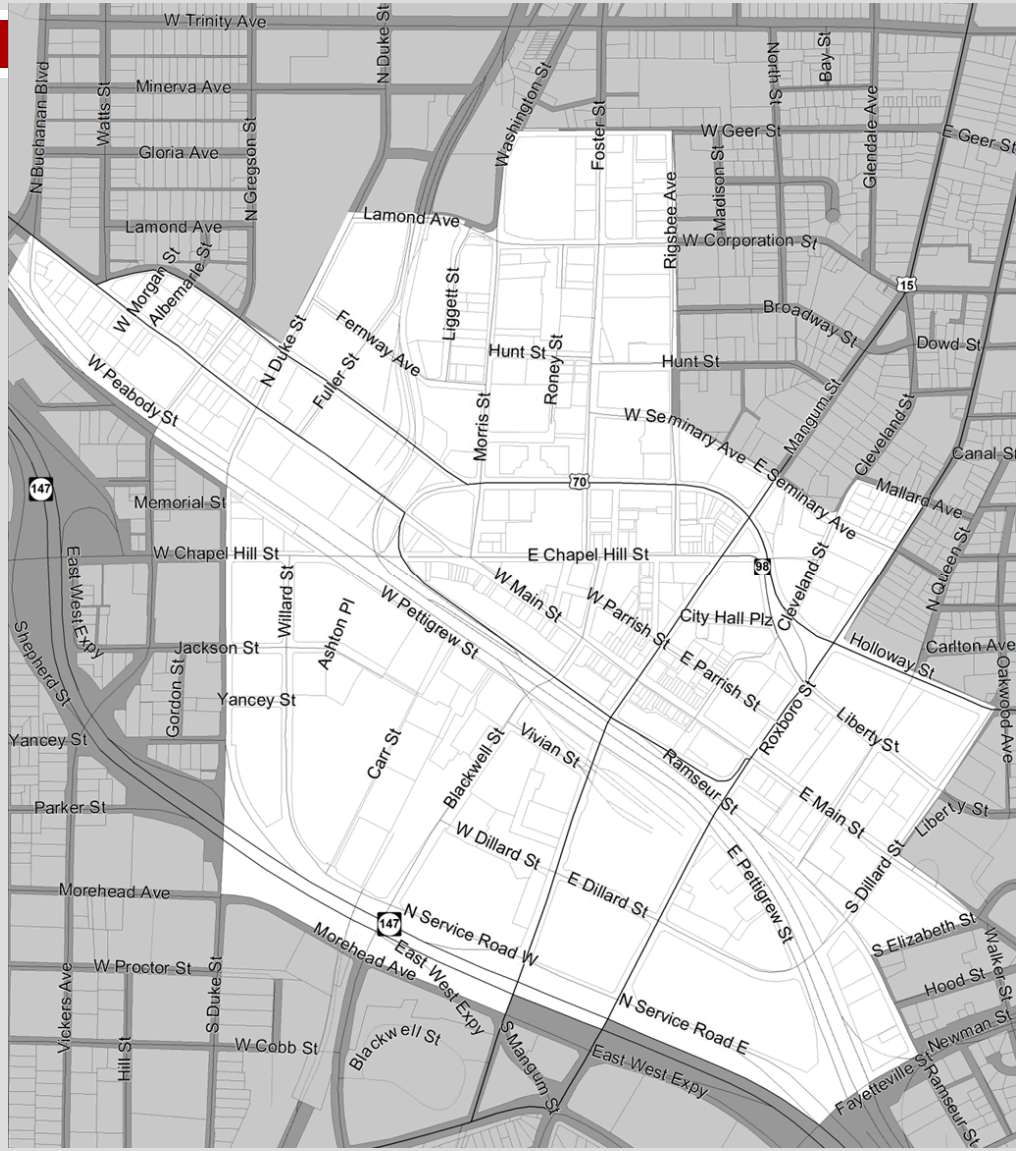
Findings

- At present, adequate supply of parking in study area
- Public garage peak hour occupancies:
  - Chapel Hill Street 84%
  - Church Street 60%
  - Corcoran Street 65%
  - Durham Centre 27%
- Demand for on-street parking within Downtown Loop and selected locations outside Downtown Loop is high
- Including Debt Service, expenditures by the City for the total parking "system" exceeds revenues by ~$2 million

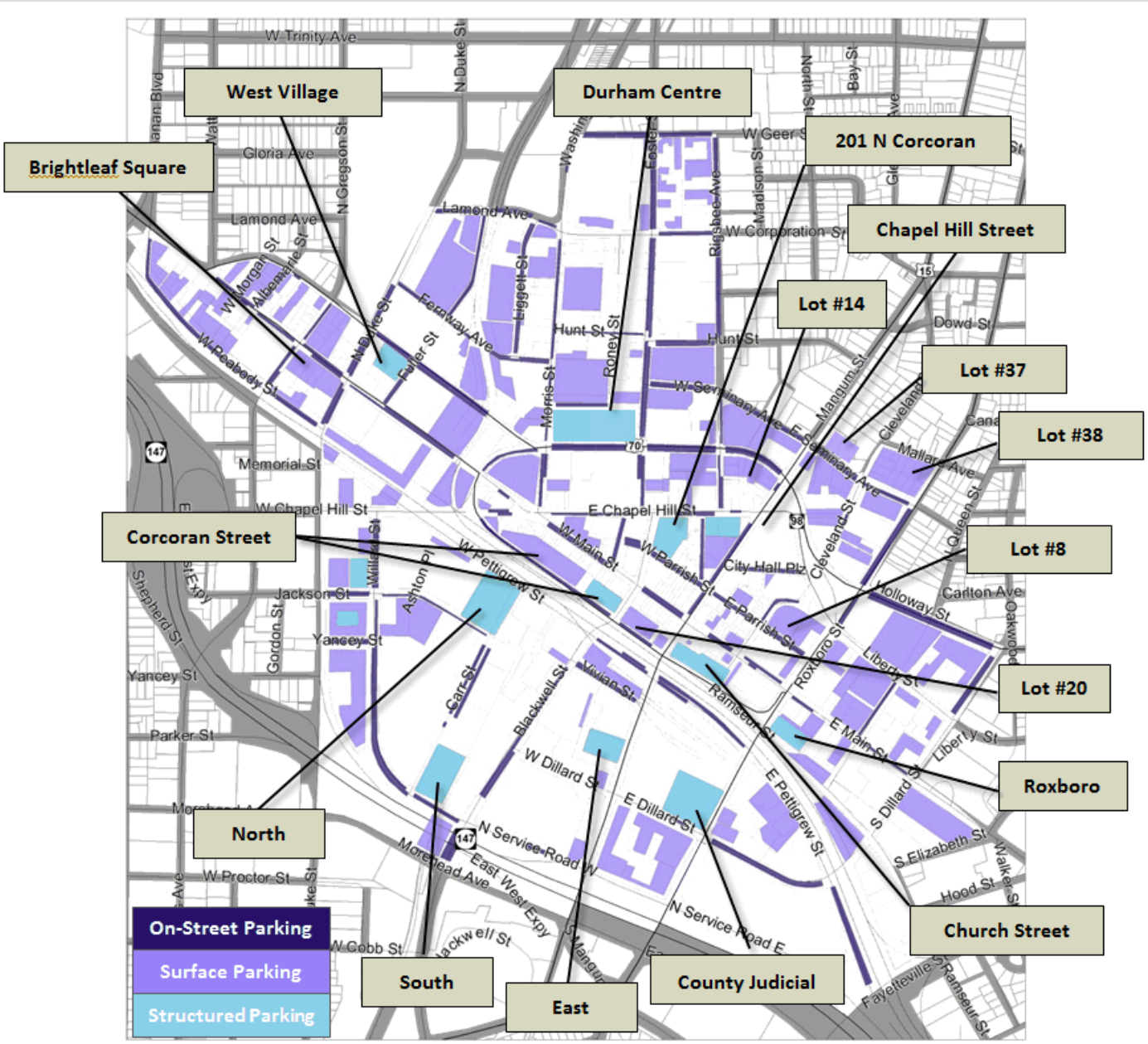
Study Area

- 1,018 dwelling units
- 760,000 sf retail
- 3,260,000 sf office

- 15,581 parking spaces
  - 1,505 on-street
  - 14,076 off-street

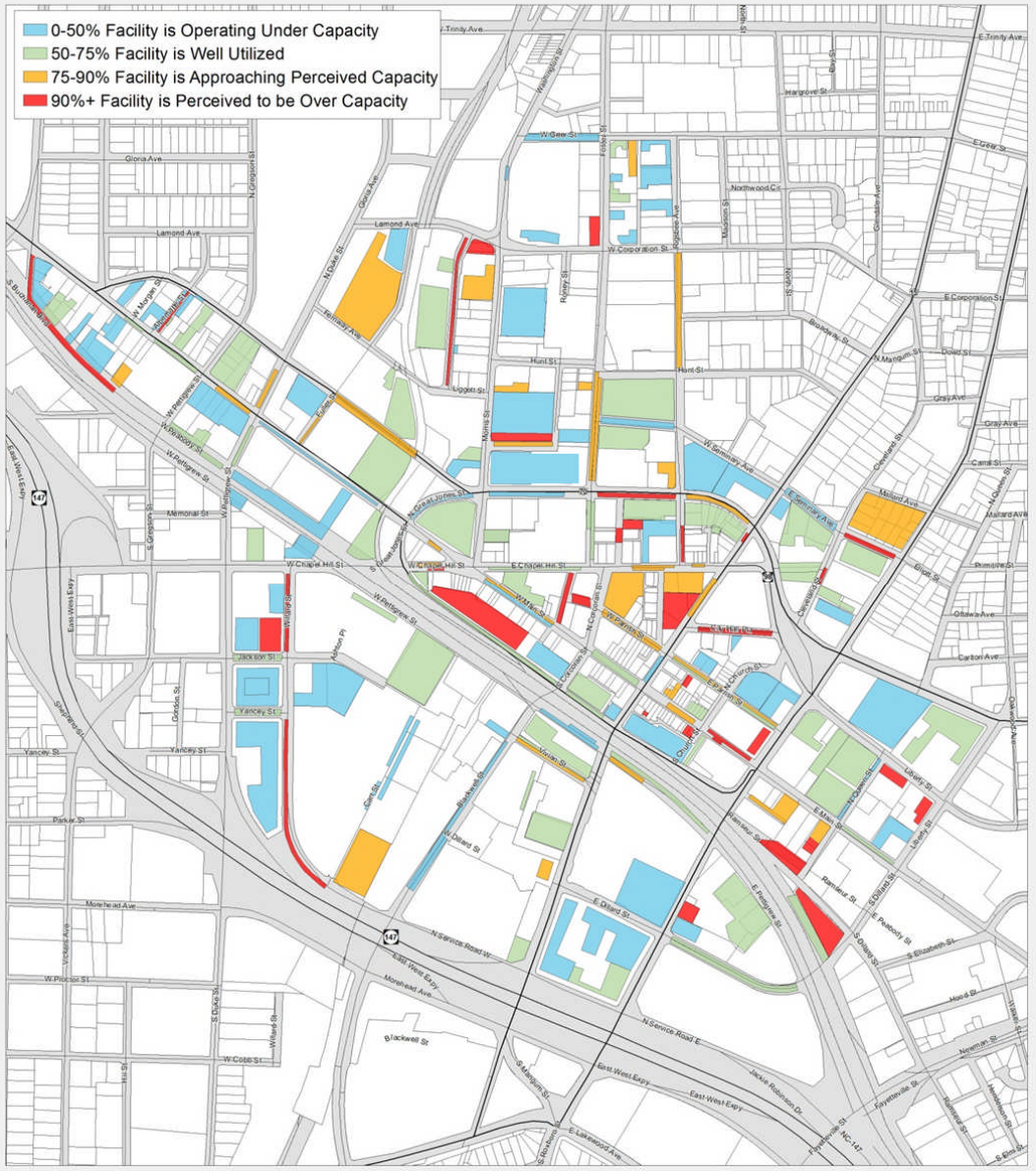


Parking Facilities



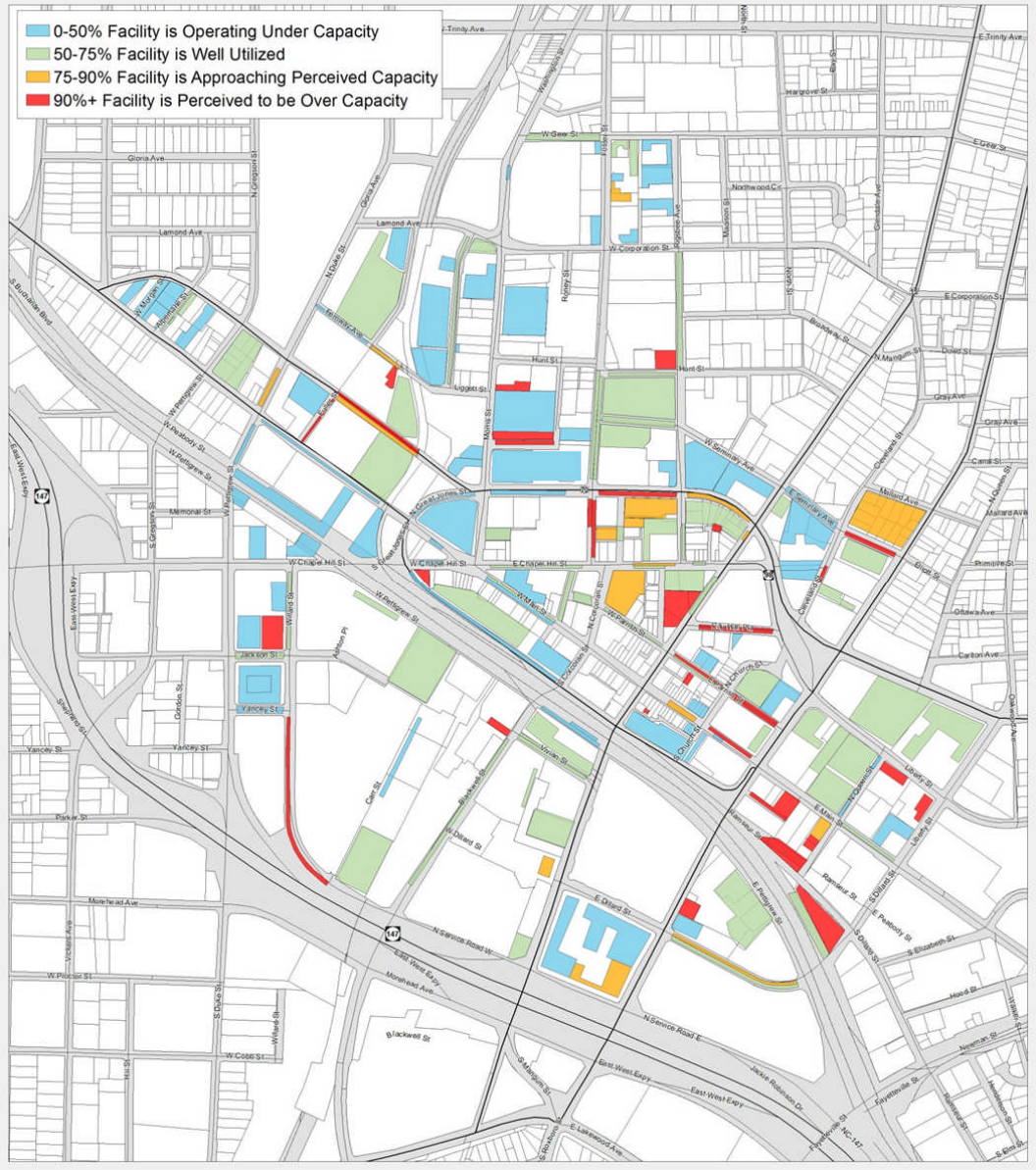
Data Collection Results

- Weekday Peak Occupancy (2:00 – 3:00 PM)
  - Surface lots of Chapel Hill and Corcoran Street Decks
    - 90%+ (over capacity)
  - Several streets with no time limits
    - 90%+ (over capacity)
  - Centre, Church, and Corcoran Street Decks
    - 0-50% (under capacity)



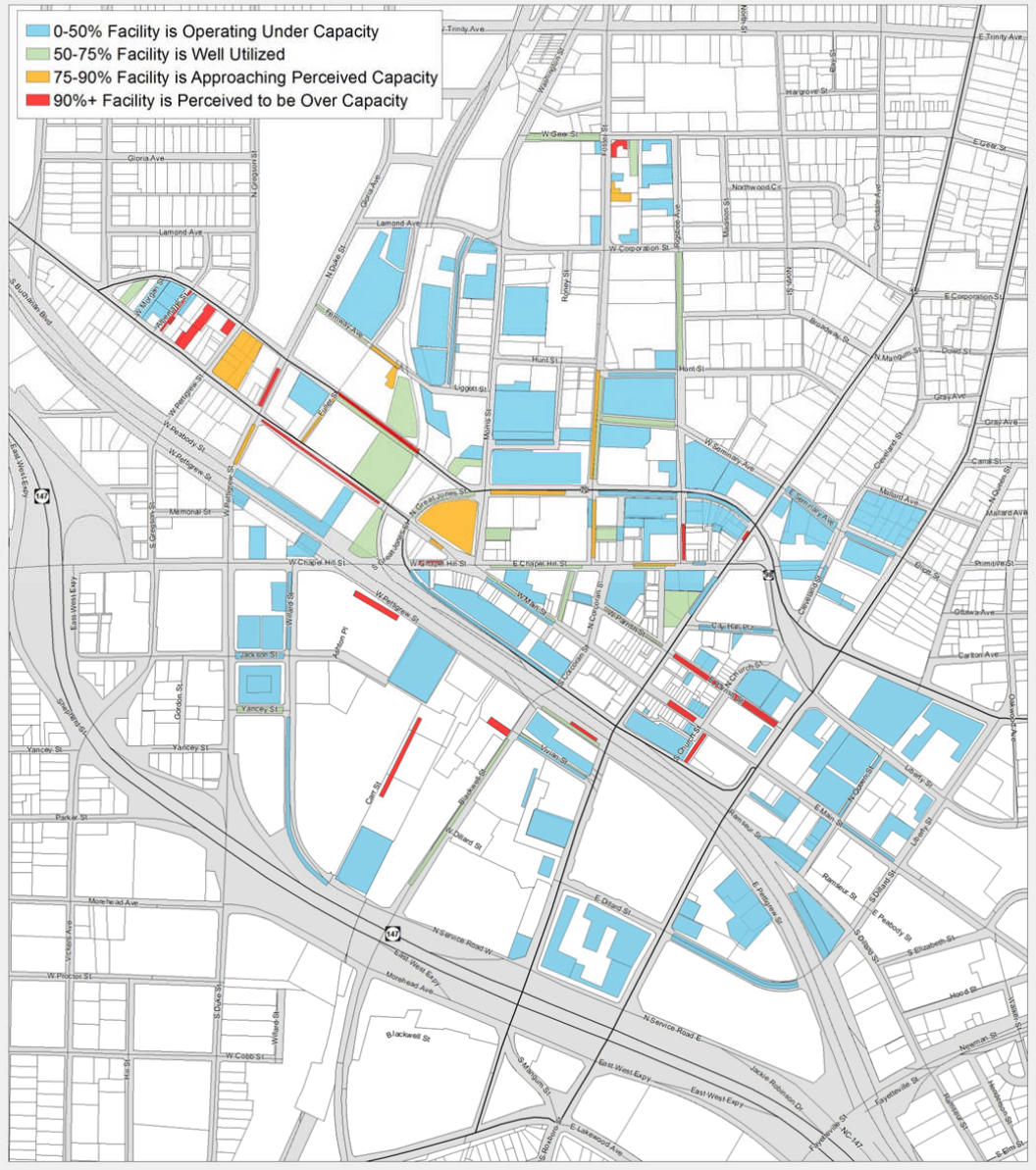
Data Collection Results

- Weekday Late Afternoon Occupancy (4:00 – 5:00 PM)
  - Chapel Hill Street Deck surface lot
    - 90%+ (over capacity)
  - Willard and Morgan Streets
    - 90%+ (over capacity)
  - Centre, Church, Corcoran Street Decks
    - 0-50% (under capacity)



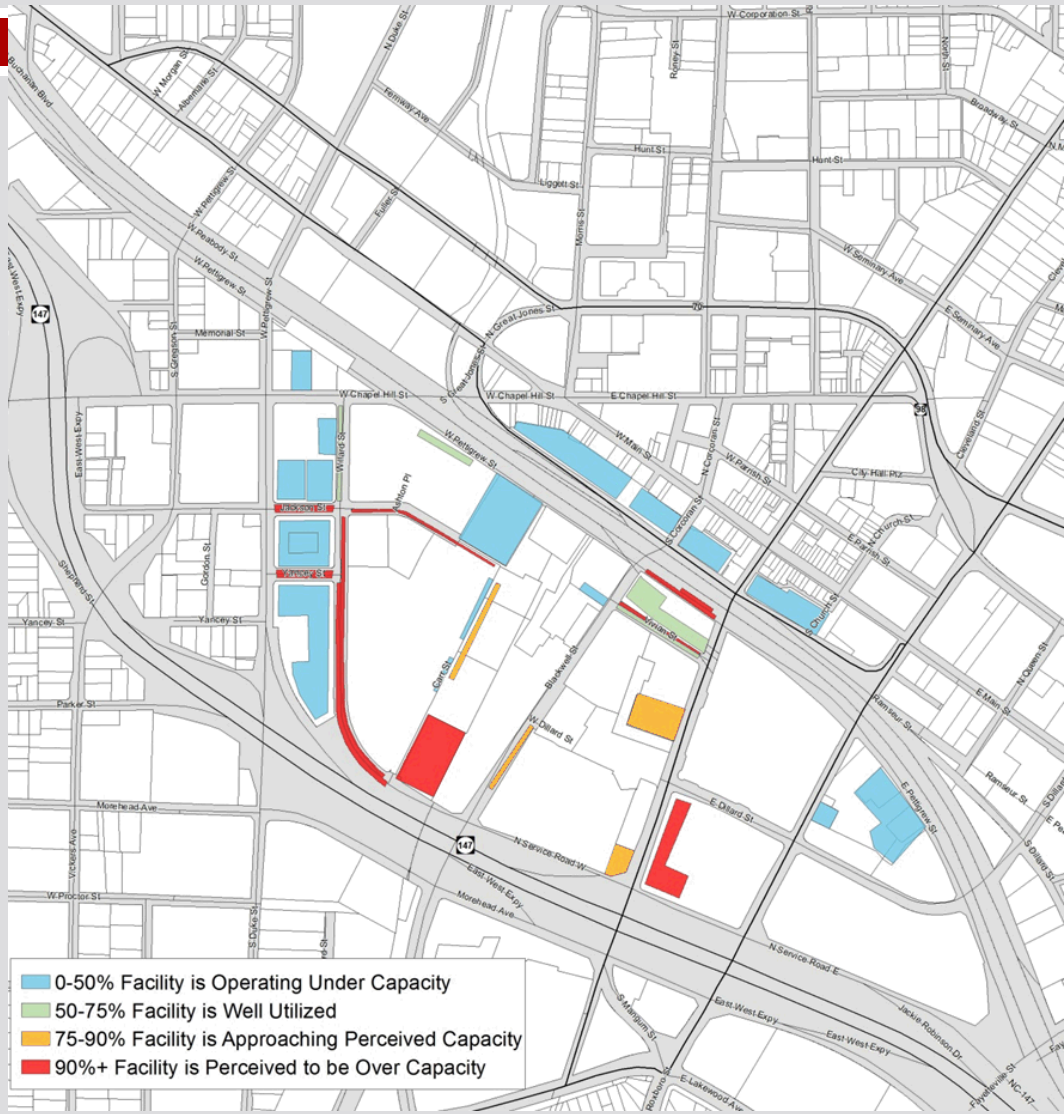
Data Collection Results

- Weekday Evening Occupancy (7:00-8:00 PM)
  - Main, Morgan, Parrish, Blackwell Streets (select areas)
    - 90%+ (over capacity)
  - Off-Street
    - 0–50% (under capacity)



Data Collection Results

- Weekend Evening Occupancy (8:00-9:00 PM)
  - South Deck and nearby Willard and Blackwell Streets
    - 90%+ (over capacity)



Stakeholder Outreach

- September 2012
- Stakeholders included:
  - Restaurant Owners
  - Retail Business Owners
  - Service Providers
  - Large Tenants
  - Property Owners

Summary of Stakeholder Meetings

- Majority believe there is a lack of parking supply
- Security is a concern
- Inadequate wayfinding to parking facilities
- Majority support a fee for on-street parking, except in Central Park District

Online Survey

- Business Owner Survey
- Visitor/Employee/Resident Survey

- Administered through SurveyMonkey.com

Business Owners – Key Findings

- ~67% believe customers need to park for less than 2 hours
- Most interested in the following items, in order:
  - Ability to find parking
  - Cost of parking
  - Distance from parking to destination
- Business owners want to see better wayfinding

Visitor/Employee/Resident – Key Findings

- ~77% of respondents find parking within a 2 block radius of their destination
- ~48% of respondents park on-street

Projections

- **Committed Projects**
  (as of October 2012)

1. 21(c) Hotel
2. 315 E. Chapel Hill St.
3. Federal Capital Partners Apts.
4. New Duke Warehouses
5. Greenfire/Armada Hoffler Apts.
6. Woolworth's Site
7. Morris Ridge

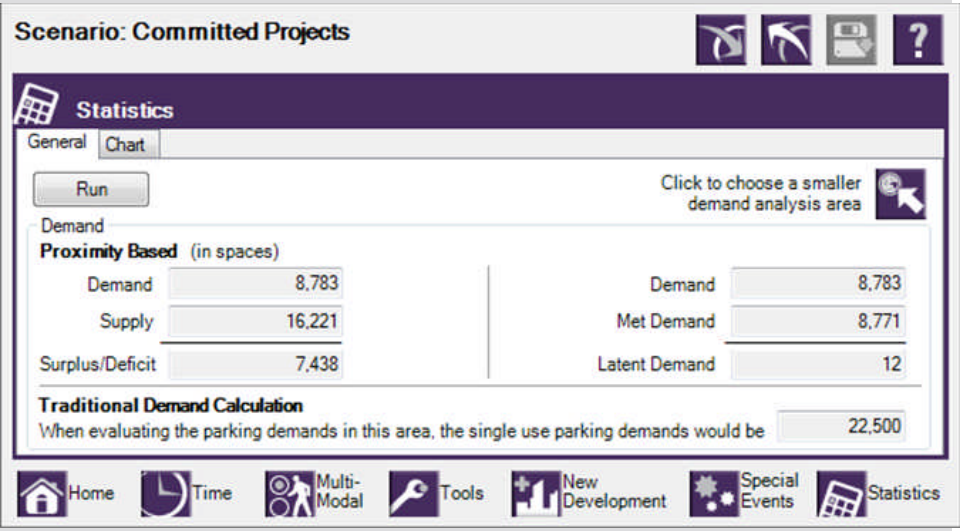
Projections

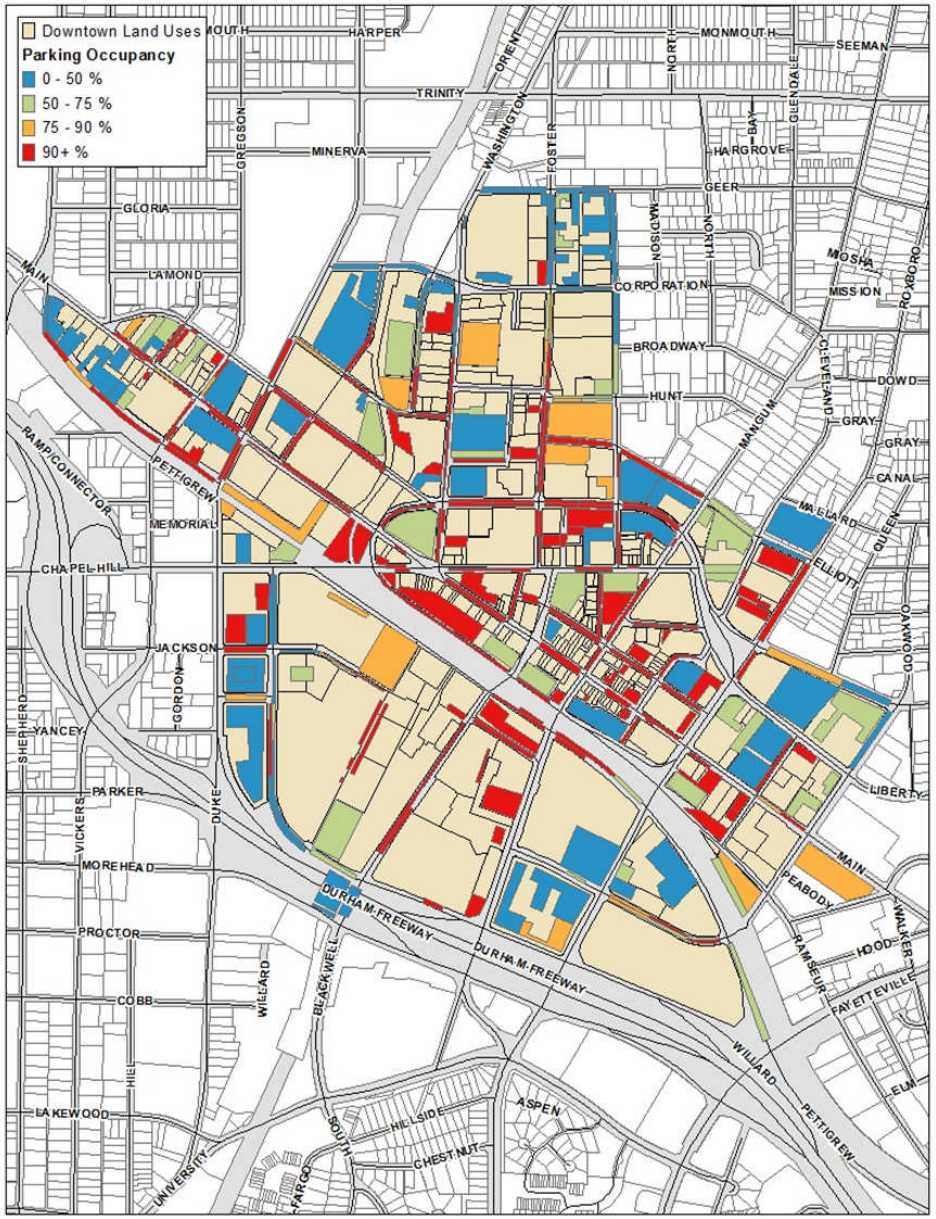
Parking Demand Projection	**Supply**	**Park+ Projected Demand**	**Traditional Demand Methods**
Existing Condition	15,581	7,946	20,505
Committed Projects	16,221	8,783	22,500
Difference	640	837	1,995

Land Use	**Retail**	**Office**	**Dwelling Units**
Existing Condition	760,000 sf	3,260,000 sf	1,018
Committed Projects	69,000 sf	430,000 sf	892

Projections

- Committed Projects
  - 2:00 PM, approx. peak hour



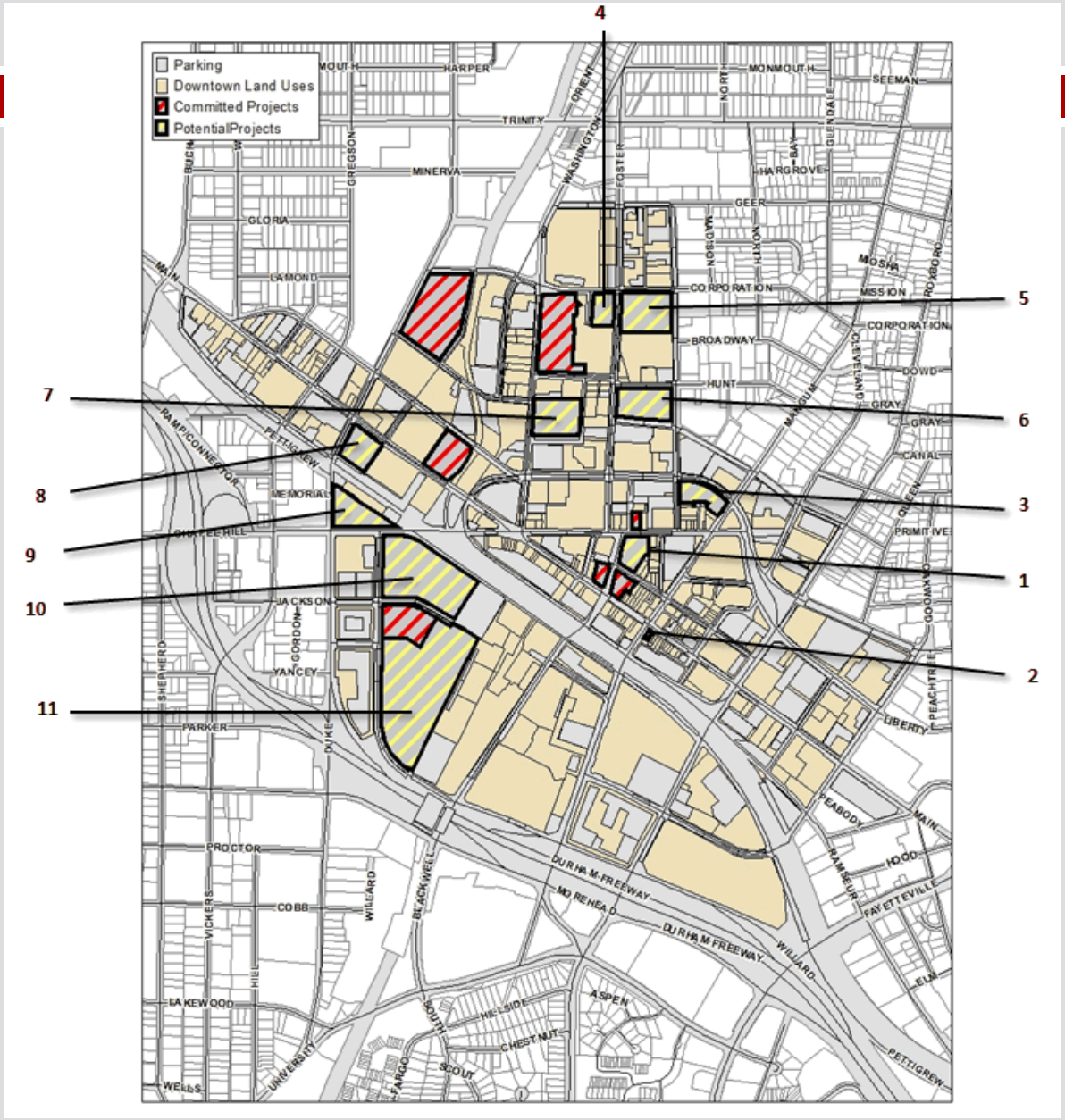


Projections

Potential Projects

(as of October 2012)

1. Sturdivant Properties
2. Citizens National
3. Lot #14
4. Denny Clark Site
5. Liberty Warehouse
6. Craig Davis Foster Street Lot
7. Hank Scherich Lot
8. Chesterfield Bldg.
9. Cherokee/TTA Site
10. Durham Station
11. University Ford



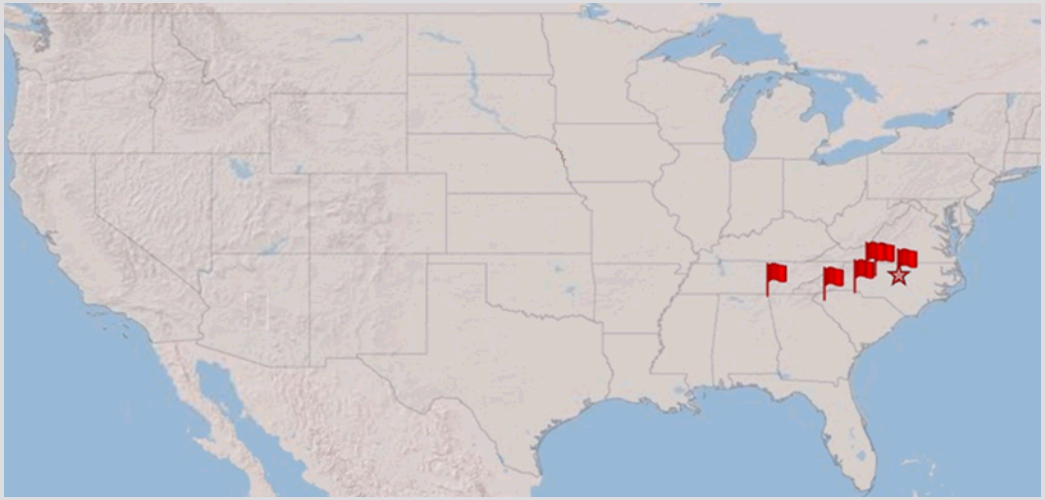
Projections

	Supply	Park+ Projected Demand	Traditional Demand Methods
Existing Condition	15,581	7,946	20,505
Committed Projects	16,221	8,783	22,500
Potential Projects	15,296	10,354	25,243
Difference	-285	2,408	4,738

Land Use	Retail	Office	Dwelling Units
Existing Condition	760,000 sf	3,260,000 sf	1,018
Committed Projects	69,000 sf	430,000 sf	892
Potential Projects	616,500 sf	650,000 sf	493

Summary of Peer City Outreach

- Raleigh, NC
- Greensboro, NC
- Winston-Salem, NC
- Charlotte, NC
- Greenville, SC
- Chattanooga, TN



Summary of Peer City Outreach

- 6 of 7 Cities charge for on-street parking
  - Greenville, SC does not charge
  - Durham does not charge
- Hourly rate for on-street parking
  - $0.50 to $1.67 per hour
- Hourly rate for off-street parking
  - $0.50 to $6.00 per hour

Summary of Peer City Outreach

- Daily maximum fee for garage parking
  - $6 (Greensboro) to $25 (Charlotte)
  - $1/hr, $8 daily max – Durham
- Monthly rate in garages ranges
  - $42 (Winston-Salem) to $125 (Raleigh)
  - $45 to $55 – Durham (rates recently increased to $55 to $65)

Existing Parking Financials

	Historical			Budget
	2010/2011	2011/2012	2012/2013	2013/2014
Existing Parking Expense				
Off-Street Operating Expense	$ 1,542,162	$ 1,581,807	$ 2,168,954	$ 2,097,123
Off-Street Debt Service	$ 3,257,593	$ 2,203,173	$ 2,060,299	$ 1,999,039
Off-Street Maintenance	$ -	$ -	$ 140,307	$ 299,248
On-Street Operating Expense	$ 309,040	$ 318,037	$ 337,965	$ 328,835
Parking Study	$ -	$ -	$ 227,830	$ 1,777
Total Expense	**$ 5,108,795**	**$ 4,103,017**	**$ 4,935,355**	**$ 4,726,022**
Existing Parking Revenue				
Garages	$ 2,001,656	$ 2,227,300	$ 2,088,436	$ 2,227,251
Surface Lot	$ 410,648	$ 389,032	$ 288,807	$ 205,955
Fines and Citations	$ 367,669	$ 300,305	$ 253,705	$ 250,000
Investment and Rental Income	$ 3,504	$ 1,803	$ 1,292	$ 2,000
Total Revenue	**$ 2,783,477**	**$ 2,918,440**	**$ 2,632,240**	**$ 2,685,206**
Existing Parking Net Surplus/Deficit	**$ (2,325,318)**	**$ (1,184,577)**	**$ (2,303,115)**	**$ (2,040,816)**

Recommendations

- Establish Comprehensive Parking Enterprise Fund

- Increase monthly permit rates by $10 per month
  - Surface Lot: $45 to $55 per month
  - Garage: $55 to $65 per month (non-assigned)
    $70 to $80 per month (reserved)

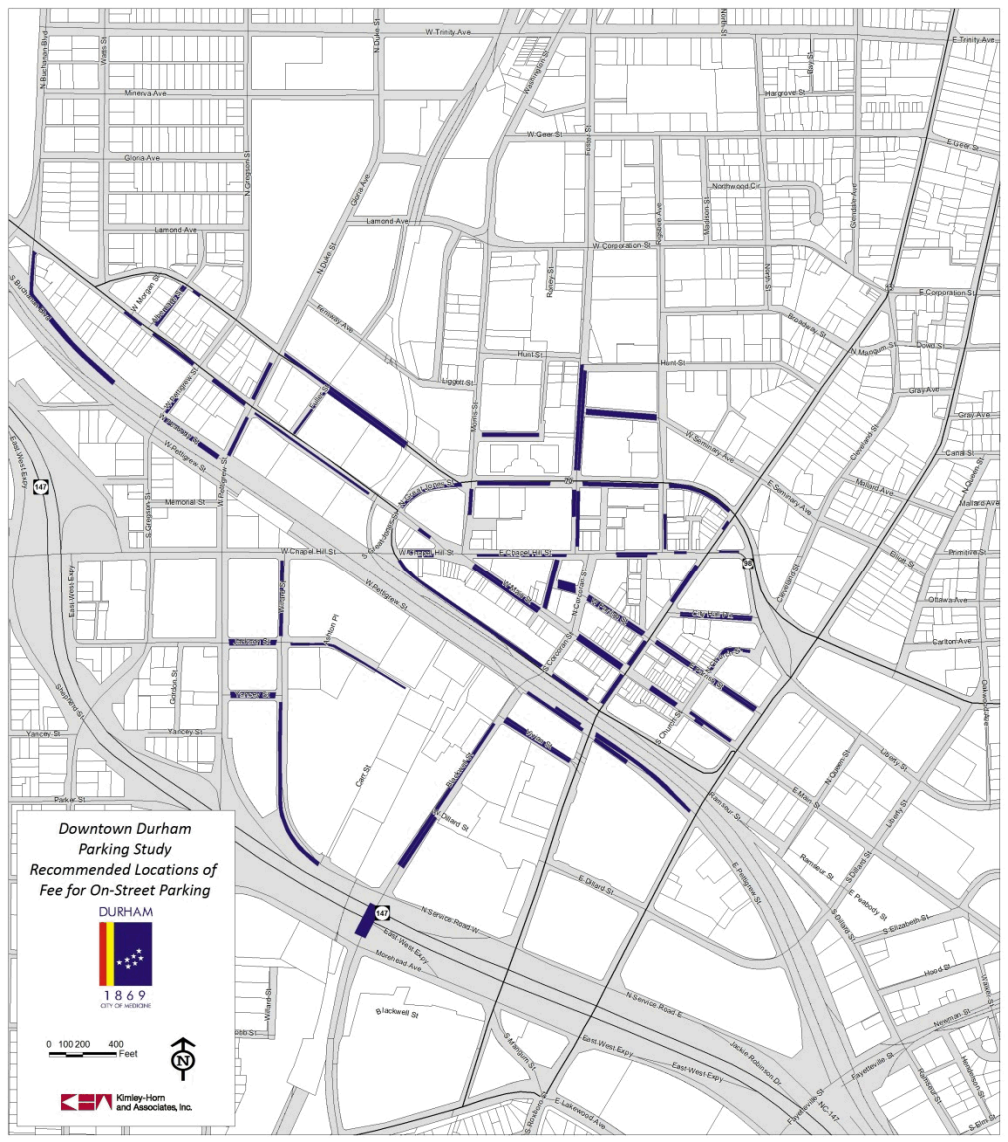
- Increase special event rate by $1 per vehicle
  - Garages within Loop: $2 to $3 per vehicle
  - North Deck: $4 to $5 per vehicle

Recommendations

- Expand parking opportunities
  - Allow hourly parking in Lot 14
  - Allow monthly parking in Lot 8
- Improve security in City parking facilities
- Expand time limited parking
- Improve wayfinding

Recommendations

- Fee for On-Street Parking ($1.25 per hour)
  - Advantages
    - Encourage long-term users to park in garages
    - Increase turnover
    - Manage parking resources (on-street and off-street) as a “system”



Recommendations

- Begin planning for a new City-owned parking deck
- Periodically increase rates
  - Goal of a self-funded Parking Fund

Recommendations

- Take pro-active approach to parking garage maintenance, by allocating funds for repairs/improvements:
  - Annual Routine Maintenance
    - ~$50 per space per year
  - Preventative Maintenance
    - ~$75 per space per year
  - Repair and Restoration
    - ~$75 - $175 per space per year

Recommendations

- Revamp Residential Parking Program
  - Residential parking program established in 1992 and modified in 1999
  - $10 per month provided 6:00PM – 8:00AM parking and on weekends
  - Fee waived in 2004
  - Parking should be user supported
  - Recommend $10 per month be reinstated
  - Recommend increasing fee to $20 per month
  - Users needing access outside above hours can purchase monthly permit
  - Consider phasing in fee

Financial Projections

	Budget 2013/2014	2014/2015	2015/2016	2017/2018	2022/2023
Existing Parking Expense					
Off-Street Operating Expense	$ 2,097,123	$ 2,333,349	$ 2,374,400	$ 2,459,299	$ 2,688,902
Off-Street Debt Service	$ 1,999,039	$ 1,928,945	$ 2,006,933	$ 1,875,222	$ 1,590,515
Off-Street Maintenance	$ 299,248	$ -	$ 977,162	$ 827,484	$ 218,424
On-Street Operating Expense	$ 328,835	$ 335,412	$ 342,120	$ 355,942	$ 392,988
Parking Study	$ 1,777	$ -	$ -	$ -	$ -
Total Expense	$ 4,726,022	$ 4,597,705	$ 5,700,614	$ 5,517,946	$ 4,890,830
Existing Parking Revenue					
Garages	$ 2,227,251	$ 2,326,508	$ 2,479,265	$ 2,986,799	$ 3,994,105
Surface Lot	$ 205,955	$ 205,955	$ 245,955	$ 295,146	$ 354,175
Fines and Citations	$ 250,000	$ 250,000	$ 250,000	$ 250,000	$ 250,000
Investment and Rental Income	$ 2,000	$ 2,040	$ 2,081	$ 2,598	$ 3,442
Total Revenue	$ 2,685,206	$ 2,784,503	$ 2,977,301	$ 3,534,543	$ 4,601,722
Existing Parking Net Surplus/Deficit	$ (2,040,816)	$ (1,813,203)	$ (2,723,314)	$ (1,983,403)	$ (289,108)
Paid On-Street Parking					
Projected Expense	$ -	$ 338,443	$ 388,120	$ 393,515	$ 153,384
Projected Revenue	$ -	$ 378,000	$ 756,000	$ 907,200	$ 1,088,640
Net Revenue/Expense	$ -	$ 39,557	$ 367,880	$ 513,685	$ 935,256
Potential Future Garage	$ -	$ -	$ -		
Projected Expense	$ -	$ -	$ -	$ 1,031,926	$ 1,055,812
Projected Revenue	$ -	$ -	$ -	$ 501,163	$ 601,395
Net Revenue/Expense	$ -	$ -	$ -	$ (530,763)	$ (454,417)
Total Potential New Revenue/Expense	$ -	$ 39,557	$ 367,880	$ (17,078)	$ 480,839
Grand Total System Property Tax Subsidy	$ (2,040,816)	$ (1,773,646)	$ (2,355,434)	$ (2,000,481)	$ 191,731

Questions?