



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										
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



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
<p>Main Street and Avenues</p> <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)
<p>Surface Lots</p> <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)
<p>Parking Deck - \$0</p>	<ul style="list-style-type: none">• \$1 per half hour• \$10 <u>daily</u> max (no hourly max)

WHY DO WE NEED PARKING MANAGEMENT?

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

