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January 31, 2022

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

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

Dear Brian:

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

Project Background

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

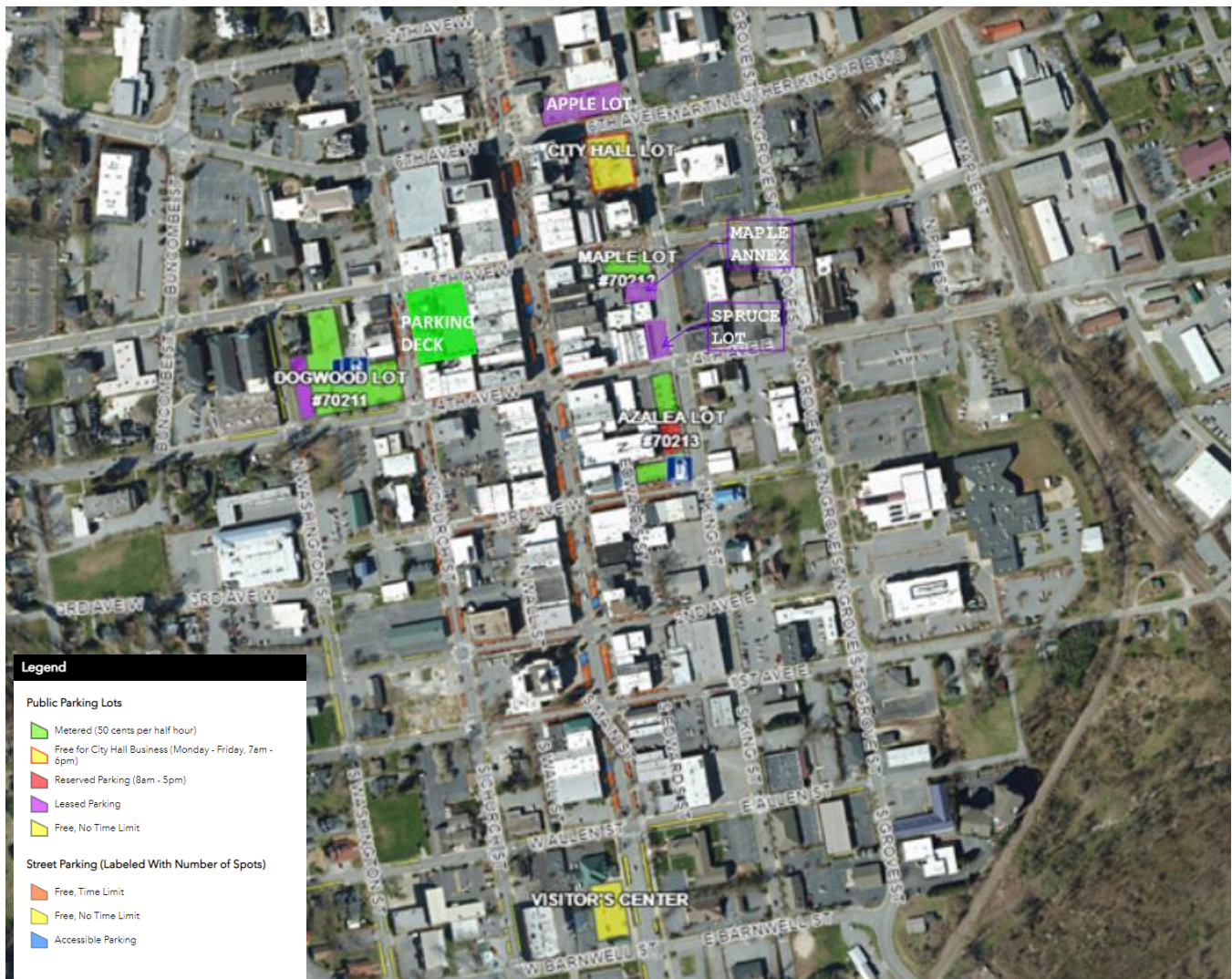
The MSM devices will be installed at regular intervals along Main Street from Allen Street to 7th Avenue and adjoining Avenues 1-6 from Church to King Street. The MSMs will be programmed for Pay-by-License Plate Number ("Pay-by-Plate") and include payment methods for Credit Card, Coin, and Bills, integration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

Study Area

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

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

Figure 1: Downtown Hendersonville Parking Map



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

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

Operational Review

On-Street Parking Rate Survey

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

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

Figure 2: On-Street Metered Parking Benchmark Survey

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

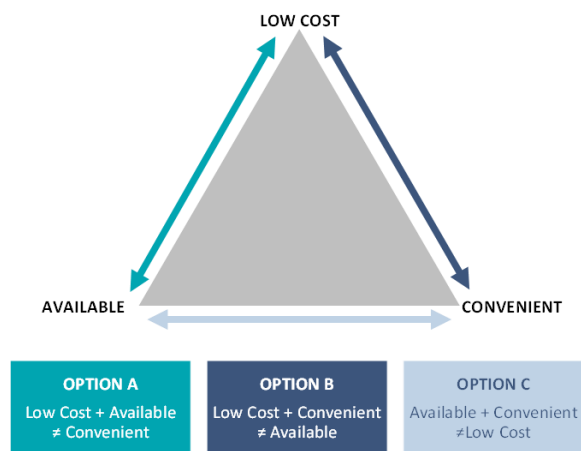
While curb space has primarily served parking, with the increase in user groups and changing needs, it is increasingly important for communities to understand the utilization of their curbs. They can then determine if parking is the best use based on actual activity and demand. The curb also has potential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