



April 19, 2018

Adam Fisher  
Director of Transportation  
City of Greensboro

Adam,

Per your request, please find the attached Downtown Greensboro Parking Review Summary.  
Please let us know if you need any additional information.

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Kimley-Horn and Associates

# DOWNTOWN GREENSBORO PARKING REVIEW SUMMARY

## INTRODUCTION

The City of Greensboro Department of Transportation (GDOT) has an on-call service contract with Kimley-Horn for a variety of Civil Engineering and Planning services including parking analysis (for more information on Kimley-Horn see the firm overview in Appendix C).

In early March 2018, GDOT requested Kimley-Horn to review the current downtown parking data and provide a professional opinion on the following:

- Update status of off-street parking availability, deck capacity, and issues/needs
- Based on current issues/needs and projected new Downtown developments, determine locations with greatest parking deficits downtown
- Analyze system wide impacts of adding two new parking decks in currently proposed locations
  - o February 1 Place: 850 spaces
  - o Eugene Street: 1050 spaces

As Downtown Greensboro continues to grow and properties continue to redevelop and support a denser population, it is important to proactively plan to meet the community's parking and mobility needs. According to land use projections provided to Kimley-Horn, approximately 1 million square feet of new development or redevelopment is proposed in Downtown Greensboro in the next four years.

## METHODOLOGY

GDOT provided Kimley-Horn with previous data including the "Parking Deck Location" study, which included a comprehensive inventory of on- and off-street parking; hourly parking occupancy; geographic information system (GIS) data, including block-by-block information about building/structure size and use; and proposed future development.

The City provided Kimley-Horn occupancy data for City-owned parking garages obtained using access revenue control equipment. Additionally, in Spring 2017, the City collected parking occupancy data in Downtown, privately-owned parking areas and furnished the data to Kimley-Horn.

The observed peak hour parking occupancy in City-owned parking garages is summarized below:

**Existing (2017) Peak Hour Occupancy Rates in City-Owned Parking Garages**

| Facility                            | Peak hour occupancy | Date and Time    |
|-------------------------------------|---------------------|------------------|
| Bellemeade Street<br>(1,276 spaces) | 82%                 | 9/11/17, Noon    |
| Church Street<br>(417 spaces)       | 86%                 | 9/8/17, 3:00 PM  |
| Davie Street<br>(415 spaces)        | 84%                 | 9/15/17, 3:00 PM |
| Greene Street<br>(706 spaces)       | 100%                | 9/18/17, 2:00 PM |

*Note: The industry standard for effective capacity of a parking facility is 85% of its total capacity. Users typically have trouble finding remaining vacant spaces once a parking facility is greater than 85% occupied.*

Park+, Kimley-Horn's proprietary GIS based parking software, was used to project future parking demand. Park+ enables the user to measure how changes in land use, parking, trip distribution, parking price, and management strategies affect the demands of parking.

The Park+ model incorporates traditional supply and demand evaluations, which use a multistep process for evaluating parking demand for a community or campus. The process includes gathering data, defining characteristics of parking facilities and land uses, selecting appropriate generation rates, and applying reduction factors. This method was conducted for the entire defined study area and is not site specific. Following the evaluations, scenarios for different conditions were created and the given results were analyzed.

Park+ is built on the idea of proximity to parking, which assumes that parking demands are generally handled within a specific walking tolerance of a demand generating land use. This methodology is founded on the relationship between walking distance, price, attractiveness of facility, and general user decision making. The model computes localized parking generation rates that predict actual demand conditions, that represent realistic parking generation characteristics for individual land uses throughout the study area

The City provided Kimley-Horn projections of future Downtown development for two growth scenarios: 0-3 years and 4+ years. These projected land uses associated with each scenario are shown in Appendix A.

The Park+ model was used to model the parking demand associated with each scenario. The peak hour (noon) occupancy rates in the City parking facilities projected for the 0-3-year scenario is summarized below:

**Projected Peak Hour Parking Occupancy Rates in City-Owned Garages**

| Facility   | 2019 Baseline Peak Hour Occupancy | 2023 and Beyond Peak Hour Occupancy |
|--|-----------------------------------|-------------------------------------|
| Bellemeade Street<br>(1,276 spaces)                | 76-90%                            | 90+%                                |
| Church Street<br>(417 spaces)                      | 40-50%                            | 51-75%                              |
| Davie Street<br>(415 spaces)                       | 40-50%                            | 51-75%                              |
| Greene Street<br>(706 spaces)                      | 51-75%                            | 51-75%                              |
| Elm Street Center<br>(proposed 850-space facility) | 51-75%                            | 51-75%                              |
| Eugene Street<br>(proposed 1050-space facility)    | 51-75%                            | 90+%                                |

*Note: It was assumed that County juror parking, currently 150 spaces in the Bellemeade Street Deck, would be reassigned to the Elm Street Center and Eugene Street Deck, upon the completion of the new parking garages (2019 Baseline Scenario). It was assumed 75 parking spaces would be assigned to each of the garages. In the 2023 and Beyond scenario, all 150 jurors were moved to the Eugene Street Deck.*

## GENERAL FINDINGS

- Off-street parking availability and options are limited. The City has not added new parking decks or surface lots in almost 30 years, while Downtown business activities have increased in recent years.
- Current parking decks are operating at or near capacity (85%), but parking demand is increasing as the City continues to add monthly parking accounts and the demand for hourly, transient parking is growing.
- “Parking hot spots,” previously identified by GDOT, remain due to current parking demand and existing supply as well as projected new development.
- Projected new developments (1 million square feet) have significant off-street parking needs.
- It is standard practice for local governments to either construct new assets or jointly build parking in a public-private arrangement to support new Downtown development.
- Adding two new parking decks would favorably respond to existing and future parking demands and help foster economic growth in Downtown Greensboro

## SUMMARY

Presently, there is a significant demand for on- and off-street parking in Downtown Greensboro. Bellemeade Street and Church Street garages reach capacity in the peak hour. All existing parking decks are operating at or near capacity.

According to projections provided by the City of Greensboro, there is the potential for approximately 1 million square feet of new development and redevelopment in the Downtown area within the next three years. Given that level of projected development demand, the Park+ model finds a consistent level of peak hour parking demand in the future. The projected peak hour parking demand in the Downtown area for the 2019 Baseline Scenario scenario is shown in Appendix B.

Given the time necessary to plan, design, and construct a new parking garage typically (18 – 24 months), it is prudent for the City to begin the planning and design process to provide additional parking supply.

A well-managed parking program can be a significant contributor to advancing a community’s economic development goals, improving the overall experience of accessing core neighborhoods, and, in the City’s case, welcoming residents and visitors to an increasingly thriving Downtown business district.

## APPENDIX A

### Projected Future Downtown Greensboro Development 2019 Baseline

1. Downtown Business Growth
  - 500 new jobs added to current facility
  - Located at various downtown locations
2. Elm Street Center Hotel
  - 169,896 square feet conference space
  - 180 hotel rooms
  - 4,600 square feet of restaurant/retail space
  - Removed existing parking deck
  - Located at 200 S. Davie Street
3. February 1 Place and Elm Street Center Parking Deck
  - 850 parking spaces
  - Removed existing public parking lot
  - Added 9,107 square feet of restaurant/retail space
  - Added 4,037 square feet restaurant/retail space
  - Located at NW corner of Davie Street and February 1 Place
4. Bellemeade Village
  - 431,278 square feet
  - 79,193-square-foot hotel
  - 284 condos
  - 416 parking spaces (existing)
  - 84 hotel rooms assumed to be 950 square feet per room
  - Located at NE corner Bellemeade Street and N. Eugene Street
5. Project Slugger (Office High Rise)
  - 75,000 square feet
  - No parking provided
  - Developer to lease 265 parking spaces from City
  - Located at NW corner Bellemeade Street and N. Eugene Street
6. Carolina Investment Properties Phase I (Eugene Deck/Retail/Restaurant)
  - 1,050 parking spaces
  - Removed existing lot supply
  - Located at 415 Bellemeade Street
7. Tanger Performing Arts Center
  - Approximately 56,683 square feet
  - 3,000 seats
  - 343 parking spaces (existing)
  - Located at 338 N. Elm Street and 125 Summit Avenue
8. Union Square Campus Phase II
  - Located at SW corner of Gate City Boulevard and S. Elm Street

## Projected Future Downtown Greensboro Development 2023 and Beyond

*Note: The 2023 and Beyond parking projections only included the Carolina Investment Properties Phase II and the Gateway Center Project. Once building programs are better defined for the other proposed projects in the 2023 and Beyond, the Park+ model should be used to evaluate the parking demands these developments will have on future parking projections.*

1. Carolina Investment Properties Phase II
  - 15-20 story, 1.6 million-square-foot mixed-use space (office/hotel)
  - Located at 415 Bellemeade Street
  - 465 parking spaces needed
2. News and Record Site
  - 7-acre central business district (CBD) mixed-use development
  - Located at 200 E. Market Street and 218 S. Church Street
3. Elm, Greene, and McGee Parking Lots
  - 1.2-acre CBD mixed-use development
  - Located at NE corner of S. Greene Street and W. McGee Street
4. Gateway Center (Gate City Boulevard and S. Elm Street Project)
  - 103,000-square-foot CBD mixed-use development
  - Located at 620 S. Elm Street
5. Union Square Campus Phase III
  - Located at SW corner of Gate City Boulevard and S. Elm Street





## APPENDIX C

### About Kimley-Horn

#### Firm Overview

Kimley-Horn is one of the nation's premier planning and design consulting firms. Whether your project is national or local, involving public infrastructure or private development, we look out for your best interest, reduce your risk, and deliver great value. Our engineers, planners, and environmental scientists combine the creativity to develop insightful solutions with the rigor to deliver practical results that consistently exceed your expectations.

Long-range program strategies. Complex planning and design projects. Development and construction projects. Since 1967, Kimley-Horn has delivered outcomes you can depend on—projects that can be successfully developed, permitted, and built on time and within budget.

With more than 3,100 employees in 85+ offices from coast to coast, Kimley-Horn is your one-stop consultant for:

- Asset Management
- Aviation
- Energy
- Environmental
- Forensics
- Integrated Water
- Land Planning
- Landscape Architecture
- Parking
- Roadway and Bridge
- Site Development
- Survey
- Technology
- Transit
- Transportation

#### Parking Services

Kimley-Horn's parking experience is renowned throughout the U.S. and ranges from planning to design and everything in between. We have specialists in strategic planning, supply/demand analyses, demand management, revenue control, parking pricing, program management, structural design, context sensitive design, traffic circulation, wayfinding, intelligent parking systems, intercept surveys, and more.

Our client base includes universities, medical campuses, municipalities, and private development. Clients from coast to coast rely on us for realistic and creative parking solutions. We identify and prioritize an optimal mix of facility development and parking management strategies; build consensus for cost-effective solutions; and make sure rates, regulations, and ordinances reflect desired land uses, support business development, and protect the character of existing neighborhoods.

Our parking specialists are part of a team of engineers and planners who address the full range of land use and transportation issues. We tailor solutions that efficiently meet our client's needs today while laying groundwork for any anticipated growth.