

2019-0489  
Legistar ID No.:

## AGENDA REQUEST FORM

FOR: Council Meeting of August 20, 2019

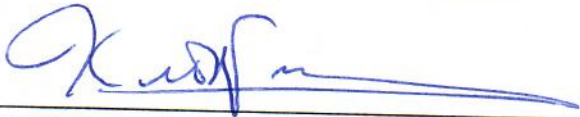
FROM: Mark Kinion

ORDINANCE OR RESOLUTION TITLE AND SUBJECT:

AN ORDINANCE TO AMEND §72.18, RESIDENTIAL PARKING PERMIT PROGRAM FOR THE ENTERTAINMENT DISTRICT PARKING ZONE OF THE FAYETTEVILLE CITY CODE TO EXPAND RESIDENTIAL-ONLY PARKING IN THE NORTH ZONE OF THE ENTERTAINMENT DISTRICT PARKING ZONE

APPROVED FOR AGENDA:

City Council Member Mark Kinion



City Attorney Kit Williams  
Approved as to form

Date

August 13, 2019

Date



OFFICE OF THE  
CITY ATTORNEY

## DEPARTMENTAL CORRESPONDENCE



Kit Williams  
City Attorney

Blake Pennington  
Assistant City Attorney

Jodi Batker  
Paralegal

TO: **Mayor**  
**City Council**

CC: **Don Marr**, Chief of Staff  
**Peter Nierengarten**, Sustainability Director

FROM: **Kit Williams**, City Attorney

DATE: **August 13, 2019**

RE: **Proposed Expansion of Residential Parking Permit Area to Three More Blocks North of Maple Street**

On January 3, 2013, the Fayetteville City Council expanded the Residential Parking Permit Area to include one block of Ila Street between Wilson and Vandeventer Avenue. Please see my attached memo of December 7, 2012 which explained the rationale for this expansion of the Residential Parking Permit Program.

Now the sororities adjoining Ila Street have been substantially enlarged and the number of sorority members attending meals or meetings have increased even more which has placed increased parking burdens on the residential streets nearest these two sororities. Council Member Mark Kinion now seeks to expand the Residential Parking Permit Area to help another block of Ila and two blocks of Vandeventer.

Please find attached the proposed ordinance to amend the *Applicability* section of §72.18 **Residential Parking Permit Program for the Entertainment District Parking Zone** of the *Fayetteville Code*.



Departmental Correspondence



[www.accessfayetteville.org](http://www.accessfayetteville.org)

LEGAL  
DEPARTMENT

Kit Williams  
City Attorney

Jason B. Kelley  
Assistant City Attorney

TO: **Mayor Jordan**  
**City Council**

CC: **Don Marr**, Chief of Staff  
**Jeremy Pate**, Development Services Director

FROM: **Kit Williams**, City Attorney

DATE: **December 7, 2012**

RE: **Placing one block of Ila within the Entertainment District Parking Zone**

Alderman Mark Kinion asked me to draft an ordinance to add one block of Ila Street (between Wilson Avenue and Vandeventer) to the Residential Parking Permit Program for the Entertainment District Parking Zone. This block of Ila is narrower than the remainder of Ila and only wide enough to allow parking on one side. The block immediately to the South contains two sororities where members sometime use this block of Ila for parking. This block is also the closest to the U of A campus and to a U of A bus stop. These factors often result in serious parking problems for the residents of this block of Ila.

This section of Ila is only a block from the current Residential Parking Permit Program for the Entertainment District Parking Zone. Alderman Kinion believes that the City should extend the District Parking Zone to this single block of Ila to help alleviate the unique parking problems its residents have.

Attached is an ordinance that would extend the District Parking Zone to this single block of Ila Street.



## AGENDA REQUEST

**FOR: COUNCIL MEETING OF JANUARY 3, 2013**


**FROM:**

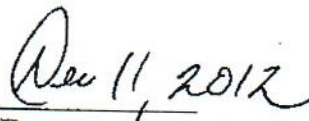
**ALDERMAN MARK KINION**


**ORDINANCE OR RESOLUTION TITLE AND SUBJECT:**

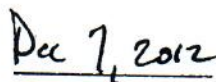
An Ordinance To Amend §72.18 Residential Parking Permit Program For The Entertainment District Parking Zone (A) *Applicability* To Add The Block Of 11a Between Wilson And Vandeventer To This Zone

**APPROVED FOR AGENDA:**

  
\_\_\_\_\_  
Mark Kinion  
Alderman

  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
City Attorney  
(as to form)

  
\_\_\_\_\_  
Date

12-12-12A11:18 RCVD

*Kim J.*

**ORDINANCE NO. 5558**

**AN ORDINANCE TO AMEND §72.18 RESIDENTIAL PARKING PERMIT PROGRAM FOR THE ENTERTAINMENT DISTRICT PARKING ZONE (A) *APPLICABILITY* TO ADD THE BLOCK OF ILA BETWEEN WILSON AND VANDEVENTER TO THIS ZONE**

**WHEREAS**, the block of Ila Street between Wilson and Vandeventer is so narrow that parking can only be allowed on one side; and

**WHEREAS**, the block immediately south is zoned RMF-40 and has two sororities fronting on Wilson, Maple and Vandeventer; and

**WHEREAS**, the closeness to these sororities, the University and a bus stop draws so many students that the homeowners on this street often cannot park near their homes (most which do not have off-street parking); and

**WHEREAS**, this one block section of Ila is only one block from the Entertainment District Parking Zone and needs the same residential parking protections as currently exist for the rest of the residences in the Entertainment District Parking Zone.

**NOW, THEREFORE BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:**

Section 1: That the City Council of the City of Fayetteville, Arkansas hereby amends §72.18 **Residential Parking Permit Program For The Entertainment District Parking Zone** of the Fayetteville Code by adding the following at the end of the current (A) *Applicability* subsection:

“The block of Ila Street between Wilson Avenue and Vandeventer Avenue is added to and is hereby made a part of the North Zone of the Entertainment District Parking Zone.”

PASSED and APPROVED this 3<sup>rd</sup> day of January, 2013.

APPROVED:

ATTEST:

By:

  
LIONELD JORDAN, Mayor

By:

  
SONDRA E. SMITH, City Clerk/Treasurer



## Branson, Lisa

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**From:** CityClerk  
**Sent:** Tuesday, August 20, 2019 8:00 AM  
**To:** Bolinger, Bonnie; Pennington, Blake; CityClerk; 'citycouncil@matthewpetty.org'; Marr, Don; Eads, Gail; Roberts, Gina; Batker, Jodi; Johnson, Kimberly; Rogers, Kristin; Williams, Kit; Branson, Lisa; Jordan, Lioneld; Henson, Pam; Mulford, Patti; Norton, Susan; Smith, Sondra; Gutierrez, Sonia; Marsh, Sarah; Kinion, Mark; Scroggin, Sloan; Bunch, Sarah; Turk, Teresa; Smith, Kyle  
**Subject:** FW: Residential Parking Expansion Agenda Item  
**Attachments:** Parking on Louise Street near Wilson Park; Petition.pdf; Ila Street Parking - Residential permit; FW: Residential permit-only parking; Neighborhood Parking; FW: ILA St Parking

Attached are the emails that we have received to date concerning Agenda item C.8. I think you have received some of these already but please forward to City Council for tonight's discussion.

Thank you,

**Justin Clay**

Parking Manager

Parking Management Division

City of Fayetteville, Arkansas

[jclay@fayetteville-ar.gov](mailto:jclay@fayetteville-ar.gov)

T 479.575.8277

[Website](#) | [Facebook](#) | [Twitter](#) | [Instagram](#) | [YouTube](#)



**CITY OF  
FAYETTEVILLE  
ARKANSAS**

## Branson, Lisa

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**From:** Missi Walker <missiwalker@att.net>  
**Sent:** Thursday, August 15, 2019 11:40 AM  
**To:** Clay, Justin  
**Subject:** Parking on Louise Street near Wilson Park  
**Attachments:** IMG\_1334.jpg; IMG\_1333.jpg; IMG\_1332.jpg; IMG\_1295.jpg; IMG\_1335.jpg

Good Morning Mr. Clay,

My husband and I purchased a home at 405 Louise Street in June. We are currently remodeling and have not moved in yet. I'm writing because I have huge concerns over the parking along Louise now that University students are back. Our street is overrun with Pi Phi and Kappa Delta women who use this street as their parking lot. There is no method to the madness like having curbs or striped spaces so they could not park in any direction, on the grass, on the crosswalks/speedbumps, regardless of any "No Parking on this side of the Street" signs, they park on both sides as you can see in these photos. I actually called Fayetteville PD and had one of these cars towed that had been parked on the wrong side of the street on Vandeventer for 2 days so I know this is not being policed by the city. But my car could not get down Vandeventer for two days so I finally called.

As I've met new neighbors I've been told that the city implemented Resident reserved parking on Ila but not Louise for a variety of reasons from "there are at least 5 lawyers, a judge lives on that street as does Mark Kinion, a local elected official to not enough of us on Louise complain"....I don't know (hope) that those are not the reasons.

Can you tell me if there are plans to stripe and make Louise resident reserved parking like Ila is? What I'm hearing is that these two sororities used Ila, in the same way, overrunning the people who live there (and pay taxes in this city) so the city finally changed it. When that happened the sororities just bumped down to Louise and to the Park. I don't personally have anything against these young women or their organizations, but if they can afford to build homes that house 200-300 girls, it's on them to provide parking. In fact, the home we purchased had an offer from Kappa Delta to buy and tear down to make it their parking lot. The sellers wouldn't consider the offer because they did not want the house torn down. Our realtor joked that the city would have never let the property become a sorority parking lot, but basically, the city allows them to use this entire street as their parking lot?

My husband and I own a business on Dickson Street and have for ten years. We encounter conversations all the time with people who have essentially stopped coming downtown because of towing and parking and the meters that don't work...so we have seen so many people who stopped coming to our business because of what they feel is the literal "over-policing" on Dickson Street, meanwhile we can't get out of our new driveway because College kids disregard signs, can't park properly and or don't care if they do park properly... and one street up- they do not have this problem? Perhaps the Parking Department could focus down here for a minute. I cannot come up with one reason why Louise would not or should not become the same type of Resident parking with tags? I'm hoping you will tell me it's in the works, just hasn't happened yet and when.

I am attaching some photos just from Sunday through today so show you how the parking looks on a daily basis. You can see there are cars on both sides, regardless of "No Parking on this side" signs. The white car with Oklahoma plates had been there 2 days. Our block from Vandeventer to Wilson seems to be the only portion without curbing. It is gravel and some grass that must be mowed and maintained by us, however, we can't mow because of the cars. Why are there concrete curbs on Louise past our block to at least keep the kids from parking on the grass?

I'll let you know that for 25 years I have always lived downtown, on Dickson, then another home on the other side of Wilson Park on West Prospect which also does not have this problem as Louise does. I understand that living and owning a business downtown comes with headaches. I get that. But I don't see any way the City can justify the parking situation on Ila to the one block down on our street. I don't understand why it is not curbed with concrete to keep parking off of the grass and why the parking is not at least timed? The cars I'm showing you here were there Sunday and still this morning. You can drive from Wilson to Park and see one sorority sticker after another on any day of the week at anytime and go by the next day and see the same cars.



Can you please respond with plans the City has in the works to remedy this as I know I am not the only complaining citizen living on Louise. We've discussed bring this forward from our neighborhood group but I offered to email first and share the response.

My number is 479-841-5420 or you can of course reply by email.

Missi Walker, LEED-AP

**Redesign Specialist MODSY, Inc.**

Arkansas Registered Interior Designer #1022

479 841 5420

----- Forwarded Message -----

**From:** Missi Walker <missiwalker@att.net>

**To:** "missiwalker@att.net" <missiwalker@att.net>

**Sent:** Thursday, August 15, 2019, 11:03:20 AM CDT

**Subject:**

Sent from my iPhone

















This system provides video information to help you reach your destination. Due to third party copyright, this system may not be able to provide information. Always use your own judgment. Your safety is our top priority. When this system is stopped, use your driver's manual for complete instructions.

CHANGE  
LANGUAGE

0.5





## Branson, Lisa

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**From:** dede peters <dedepictures@gmail.com>  
**Sent:** Monday, August 19, 2019 4:38 PM  
**To:** Bunch, Sarah; Gutierrez, Sonia; Kinion, Mark; Marsh, Sarah; Petty, Matthew; Scroggin, Sloan; Smith, Kyle; Turk, Teresa; Mayor  
**Cc:** Clay, Justin  
**Subject:** Neighborhood Parking

Dear City Council members and Mayor Jordan,

I lived in two different San Francisco neighborhoods that went from having no residential parking program (park all day long, no time limit) to residential permit parking programs. The program allows unlimited parking for verified year-round residents and various special programs for teachers, caregivers, etc. The visitor parking in the area is limited 2-hour parking for non-residents and guests during a certain time period, usually weekdays, on business days. The 2-hour (sometimes 4-hour) parking limit seems to encourage brevity and car turnover while weeding out parkers who take advantage of convenient, free parking close to popular destination.

There are several aspects of the program to take note of:

- Permit fees: should be easy to get and inexpensive but not free. This encourages resident participation and self-policing.
- Ticket fees: should be significant to discourage abuse (\$5 ticket would not work)
- Driveway and sidewalk parking rules: These should be identified and enforced in the beginning so people don't get used to parking in their driveway and blocking pedestrians.
- Area perimeter: is extend the program farther than the "problem area." This is because visiting parkers will go one block over to avoid the permit area and then that block becomes congested.
- Clear signage: I created some versions of neighborhood permit parking signage several years ago when the Fayetteville Fire Department noted problems related to fraternities and sororities located directly north of Maple, adjacent to campus.

Permits are a sticker on the rear vehicle window or bumper so that parking control can easily see permits. In the old days, parking control used chalk (now illegal). The modern technology is something the City has planned for the future in its parking program plan – license plate recognition.

No one I knew had issues with the permit parking program as a resident. I think if you asked other previous SF residents, they would tell you the same (for the neighborhood parking). As a visiting parker, it was great for me to run have lunch (parking for free a couple of streets over in the neighborhood, instead of on commercial street with meters) or meet with friends at their residences.

<https://www.sfmta.com/permits/residential-parking-permits-rpp>

-Dede Peters  
Ward 2

Sent from my iPhone

## PETITION

The undersigned, all residents of Fayetteville, Arkansas, residing on West Ila Street and adjacent to West Ila in the 100 and 200 blocks are opposed to the proposed plan to create an "Entertainment District residential only parking" in the 300 block of West Ila Street between Vandeventer and Shady and on Vandeventer between Maple and Louise.

This proposal will create substantial parking and traffic issues in our neighborhood in the 100 and 200 blocks of West Ila.

As an alternative we propose that the "Entertainment District residential parking only" designation include all of West Ila from Park Street on the east to Vandeventer on the West (identical to the present designation on the 400 block of West Ila between Vandeventer and Wilson). Further we request that this designation of "Entertainment District residential parking only" include the following boundaries: Maple on the South to Louise on the North and Park on the east and Wilson on the West.

We want to be treated with the same consideration and fairness that the present proposal provides the residents in the 400 block and the 300 block of West Ila. Also, the present parking challenge creates "one way" streets which are a hazard for residents and emergency vehicles.

Signed this day, Sunday, August 18, 2019.



NAME

Barbara Dillon

Jerry Patton

Daniel V. Butler

J. P. Ginn

J. P. Ginn

Lina Frakes

Del Herck

Carol Sue Wooten

Elizabeth Quinn

Shirley B. Patton

Alan Wooten

ADDRESS

126 W. Ila

524 N. SHADY AVE.

201 W. Ila St.

201 W. Ila St.

210 W. Ila St.

276 Ila Street

126 W. Ila

279 W Ila Street

211 W. Ila St.

524 N. Shady Ave.

279 W Ila St.



CITY OF  
**FAYETTEVILLE**  
**ARKANSAS**

August 16, 2019

*Please note the short notice.*

Justin Clay  
Parking Manager  
113 W. Mountain St.  
Fayetteville, AR 72701

Dear Wilson Park Neighbors:

We are writing to inform you that the Fayetteville City Council will be considering a parking proposal that affects streets in your neighborhood at their next meeting on Tuesday, August 20<sup>th</sup>. The meeting will be in the City Council Chambers (Room 219) in Fayetteville City Hall – 113 W. Mountain Street. The meeting will begin at 5:30 p.m., however the Parking item will be the next to last item on new business on the agenda – we expect the item to remain on the agenda on old business at the Council's next meeting on September 3<sup>rd</sup>.

The proposal is to expand the Entertainment District residential permit-only parking zone to include Ila St. between Vandeventer Ave. and Shady Ave. and to include Vandeventer Ave. between Maple St. and Louise St. More information about this item may be found on the City's website at: <http://www.fayetteville-ar.gov/>. Click on the "Meeting Agendas and Video" box in the middle of the page to access the August 20<sup>th</sup> City Council Agenda.

We encourage you to attend these meetings or submit your comments in writing to the City's Parking Division at: [parking@fayetteville-ar.gov](mailto:parking@fayetteville-ar.gov)

Best Regards,

Justin Clay  
Parking Manager

## Branson, Lisa

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**From:** Parking  
**Sent:** Tuesday, August 20, 2019 7:53 AM  
**To:** Clay, Justin  
**Subject:** FW: ILA St Parking  
**Attachments:** Ila-Sun-AM.jpg

In our parking email this morning.

Christine Rea  
Account Clerk  
Parking Management Division  
City of Fayetteville, Arkansas  
T 479-575-8280 F 479.575.8250

[Website](#) | [Facebook](#) | [Twitter](#) | [Youtube](#)



**From:** Rolf Wilkin <rolfwilkin@gmail.com>  
**Sent:** Monday, August 19, 2019 10:05 PM  
**To:** Parking <parking@fayetteville-ar.gov>  
**Subject:** ILA St Parking

To Whom It May Concern:

I have lived at 318 W ILA St for 18 years.

We chose our house because we love the Wilson Park neighborhood and the proximity to Dickson Street and the University. We enjoy having college professors, students and sorority members as our friends and neighbors.

Virtually every sorority at the University of Arkansas has expanded in recent years. The most recent expansion that is closest to us is the Kappa Delta house located at 404 W Maple St. The old Kappa Delta house that was demolished in 2018 had about 16,000 square feet. The new Kappa Delta House, according to CDI Contractors is 40,000 square feet with 97 beds and a dining and chapter room that seats 300.

<http://www.cdicon.com/portfolio/project/162/kappa-delta-sorority-zeta-gamma-chapter-house>

The old house had around 58 parking spaces and the new house has 37 parking spaces (which includes at least 3 employee parking spaces.) The new Kappa Delta house has parking for just 1 out of 3 house residents and no parking for the other 200+ members.

Pi Beta Phi Sorority (502 W Maple) located next door to Kappa Delta underwent a similar expansion a couple of years ago. Pi Beta Phi has 98 beds and 62 parking spaces- and dining and meeting space for around 300.

Members of both sororities park on Vandeventer and both sides of ILA for days at a time, making street parking that is dangerously over capacity. 2 way travel is impossible and exiting out our drive way is dangerous due to limited

visibility. Taking my trailer out of my garage and backing back into my garage is dangerous. School buses, garbage trucks and fire trucks have an extremely difficult time making it through our cramped streets. It is tough to have a plumber or electrician make a service call.

Our elderly neighbors, mothers with young children and the elderly parents of our neighbors are often forced to park several blocks away from their houses. Our guests have nowhere to park. I have attached a photo I took Sunday morning, keep in mind that University classes don't start for another week.

We have always had occasional Dickson St parking and Razorback football game parking, however the sorority/university parking is continuous. The sorority members are not at fault, I wish the people that facilitated the expansion of these houses had provided the needed parking spaces.

Adding us to the residential parking program is a reasonable solution to this problem.

Thank you,

Rolf Wilkin







**Branson, Lisa**

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**From:** Lisa Dunham <Lisa.Dunham@verizon.net>  
**Sent:** Monday, August 19, 2019 12:35 PM  
**To:** Clay, Justin  
**Subject:** Ila Street Parking - Residential permit

Hi,

Thank you for leaving the flyers on doors about the proposed parking change. We are in the process of purchasing a house on Ila between Shady Ave and Lincoln. It already seems very rare that there are any open spots on the street. Would it be possible to extend the request for Residential parking on Ila to go to Lincoln? If the Residential permits stop at Shady Ave, it will obviously just push those student cars one block over to our section of the street. Thank you for your consideration.

Lisa Dunham  
972-345-6252

## Branson, Lisa

---

**From:** Parking  
**Sent:** Monday, August 19, 2019 12:45 PM  
**To:** Clay, Justin  
**Subject:** FW: Residential permit-only parking

FYI

Christine Rea  
Account Clerk  
Parking Management Division  
City of Fayetteville, Arkansas  
T 479-575-8280 F 479.575.8250

[Website](#) | [Facebook](#) | [Twitter](#) | [Youtube](#)



**From:** Karm Prock <karmprock@gmail.com>  
**Sent:** Monday, August 19, 2019 12:04 PM  
**To:** Parking <parking@fayetteville-ar.gov>  
**Subject:** Residential permit-only parking

I received your letter regarding parking proposals for residential permit-only parking for my neighborhood. I live at 325 W. Louise. Many times of the day and evening, some times for an entire weekend, students park in all the spaces in front of my home. There is, at this moment, a Jeep which has been there since Friday sometime during the day. This is a common occurrence.

I have no spots other than my drive to park for my family and any visiting guests. At times, cars which have residential permit parking stickers from Ila Street have parked their cars in front of my home for the weekend, I suppose in order to give guests their reserved spots on Ila.

I will try to attend the City Council meeting on August 20th and echo my request for residential permit-only parking zone for our street.

Thanks for your consideration in this matter.

Karm Prock  
325 W. Louise  
Fayetteville, AR 72701  
501-454-3361



## **South Wilson Park Residential Parking District Analysis**

**September 2019**

**Overview:** The City Council has asked for a parking analysis for the eight-block residential area directly south of Wilson Park bounded by Louise Street on the north, Park Avenue on the east, Maple Street on the south, and Wilson Avenue on the west. This area is included in the City's Town and Gown Boundary.

The issue of parking conflicts in neighborhoods adjacent or in proximity to the University was previously examined on a broad scale by a group of University of Arkansas Public Policy graduate students in 2014 concluding with a policy alternative paper titled "Parking Policies around the University of Arkansas Campus". This study provided City staff with a historical background for the development of this current residential parking analysis.

This South Wilson Park Residential Parking District Analysis has been designed within a framework of policy goals. Potential policy alternatives are then compared against the policy goal framework to identify the strengths and weaknesses of the various policy alternatives.

Policy goals examined include:

- *Administrative Feasibility* – ease of enforcement, ease of implementation, long-term policy flexibility,
- *Efficiency* – total social net cost and benefits,
- *Equity* – policy fairness for both residents and visitors to the area,
- *Sustainable Use of Parking Resource/Utilization* – policy alternative should be aligned to efficiently utilize the parking resource that exists,
- *Political Feasibility* – resident acceptance, visitor acceptance, likelihood of successful adoption by the City Council.



- *Replicability and Scalability* – the policy alternative should be flexible in its design to allow it to be effectively implemented in other areas or neighborhoods of the city.

Policy alternatives include the following:

- 1) Status Quo, no change,
- 2) Expansion of the current residential parking permit program used in the Dickson Street Entertainment District,
- 3) A “Resident Parking Only” signage strategy, and
- 4) Creation of a Shared Residential Parking District.

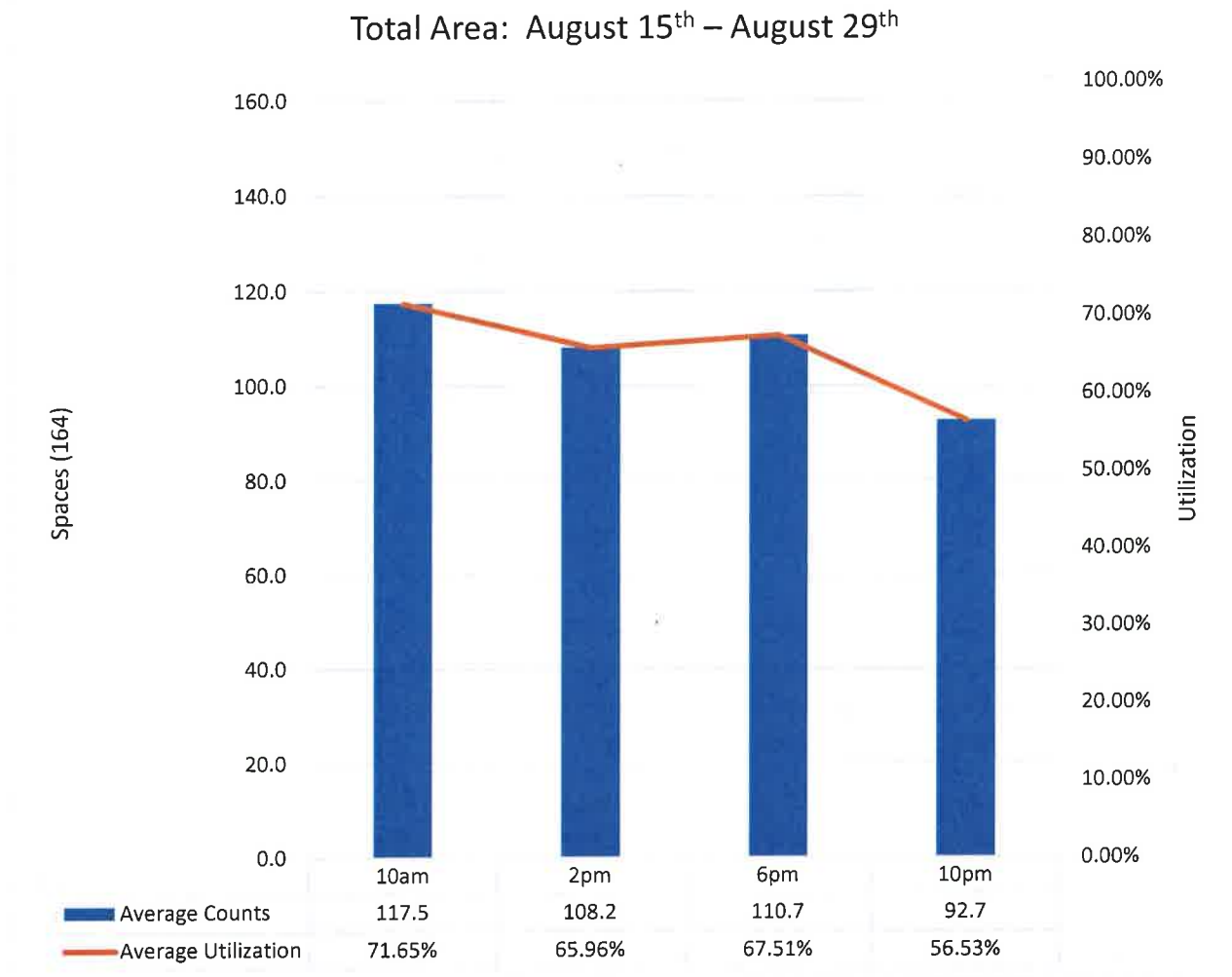
**Background:** The University of Arkansas reported total enrollment including undergraduate, graduate and law degree seekers at 26,062 in the spring of 2019. This is a 9% increase over the spring of 2014 when there were 23,917 students enrolled, and a 44% increase over 2009 when there were 18,091 students enrolled. This amount of growth at the University of Arkansas has directly impacted the adjacent neighborhoods through redevelopment. The additional density and intensity of apartment dwellings, fraternity and sorority houses, commercial spaces, and a variety of University uses has intensified the parking issues experienced by residents and visitors of adjacent neighborhoods. Areas that have free on-street parking and are in proximity to the University are frequently utilized by students for short and sometimes long-term parking needs. Likewise, areas and neighborhoods in proximity to fraternity and sorority houses may also experience parking issues such as parking space shortages during peak times, lack of adequate turn-over of parking spaces throughout the day or night, and the long-term storage of resident and visitor vehicles in public parking spaces.

For this analysis, staff is looking at residential parking policy alternatives for an eight-block area directly south of Wilson Park. The area is bounded by Louise Street on the north, Park Avenue on the east, Maple Street on the south, and Wilson Avenue on the west. The area has undergone many changes in the last 5-10 years with the addition of the 640 bed Sterling Frisco Apartment complex completed in 2013, the 42,000 square foot Pi Beta Phi Sorority house that has accommodations for 98 residents, dining facilities to seat 215, and a chapter room that seats 400 completed in 2017, and the recently completed Kappa Delta sorority house that encompasses 36,000 square feet with 36 bedrooms which opened in the fall of 2019.

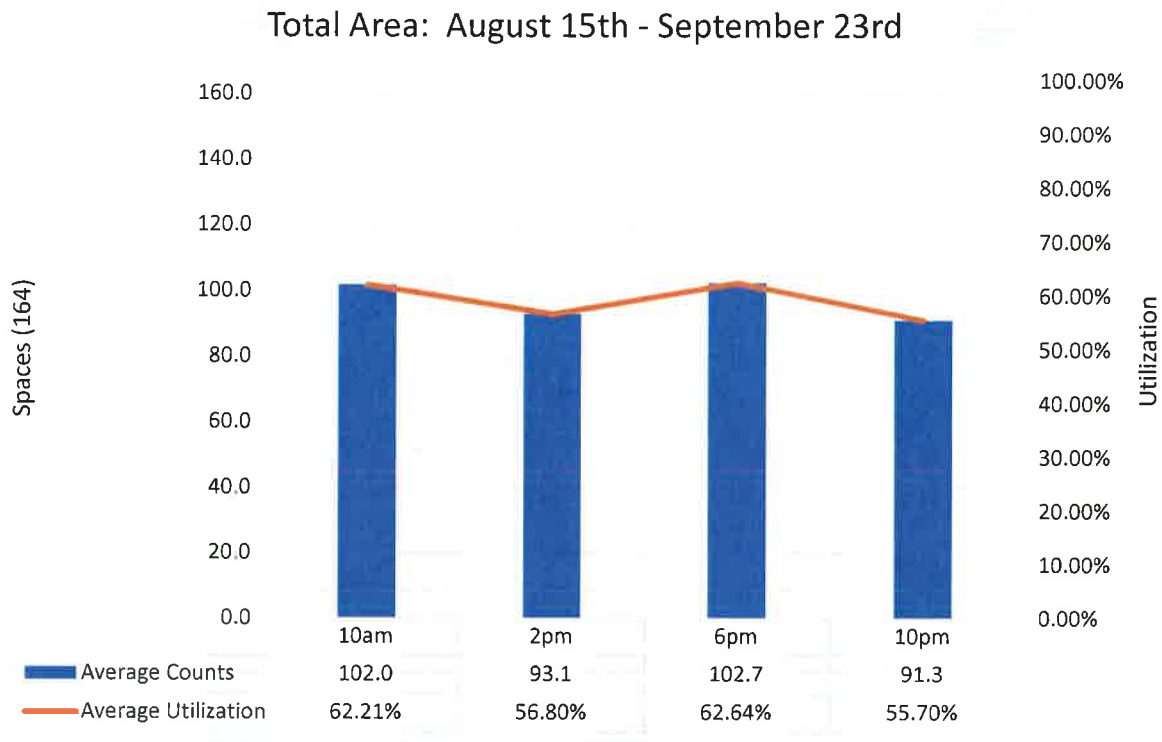
The development of these large institutional and multi-family apartment projects has had an impact on the on-street parking availability of the neighborhood in the surrounding blocks. Many of these neighborhood streets are narrow, lack storm-water infrastructure and sidewalks, and have parking spaces that are not clearly marked. For instance, sections of Ila Street have clearly marked parking spaces, while the parking spaces along Louise Street are unmarked and in the gravel shoulder. Variations in the street cross-section can lead drivers to parking cars in locations that obstruct driving lanes or that are disruptive to driveway access, mailboxes, and recycling and trash pick-up.

**Parking Utilization Study:** City Parking Division staff began an ongoing in-person parking utilization study on August 15<sup>th</sup> for this neighborhood. Parking Division staff has been performing specific parking counts for four time-periods of the day: 10 am, 2 pm, 6 pm and 10pm. These counts were conducted throughout the entire eight-block area and included both cars parked in clearly marked spaces and cars parked in un-marked spaces. The timing of this parking utilization study coincides with the beginning of the fall semester when the activities associated with moving-in and fall rush for the sororities is in full

swing. This is evident in the parking utilization data from the time-period of August 15<sup>th</sup> to August 29<sup>th</sup> when parking counts averaged 65% for the eight-block area with peak times occurring between 10 am and 6 pm. Noticeably, the parking utilization decreased in the evening.



It is important to note that the parking utilization for the eight-block neighborhood decreased over time as the school year got underway. The graph below is the parking utilization rate averaged out for a little over a month, from August 15<sup>th</sup> to September 23<sup>rd</sup>. The data over this longer period-of-time shows that an overall decrease in utilization that is likely a more accurate picture of the normal parking situation for much of the year. In this longer view, the westernmost unregulated street segments continue to see high utilization (approaching 80% or higher) while the average daily parking utilization rate for the entire South Wilson Park neighborhood is 59%.



**Policy Goals:** The following policy goals provide a basis for the comparison of the status quo policy and policy alternatives. These policy goals are intended to be considered at a neighborhood scale while recognizing that parking spaces on public streets are intended to serve both residents of the neighborhood and visitors from the wider community.

- **Administrative Feasibility:** Viable policy alternatives should be evaluated for the ease of implementation and enforcement by City staff. If the policy alternative will require additional resources to be successful, these costs are identified. Policy alternative should also be evaluated for their replicability to other areas or neighborhoods in the city. Policy alternatives designed to be implemented at the block level can provide context sensitive solutions and ultimately provide flexibility to the policy.
- **Efficiency:** This policy goal is primarily looking at the hard costs and benefits to all stakeholders of the various policy alternatives. These costs include labor, materials, administrative and enforcement costs. Benefits include revenue generation potential to off-set associated costs.
- **Equity:** This examines how the policy alternatives impact stakeholders. Residents should have access to public parking in proximity to their homes, and visitors should also have access to the public street parking for their short-term parking needs.
- **Sustainable Use of Parking Resource/Utilization:** Parking spaces located in the public right-of-way are intended for public use and should have utilization rates that justify the use of dedicating this space for parking vehicles. If the utilization rate is too low it indicates that the parking space supply is more than what is needed, if the utilization rate is too high it indicates that parking space supply is limited or undervalued.

- *Political Feasibility:* This includes considerations for resident and visitors' acceptance and elected officials' support.
- *Replicability and Scalability:* The policy alternative should be replicable for other areas or neighborhoods of the City and cover the cost of operations

**Policy Alternatives:** The following policy alternatives are detailed and compared with the identified policy goals.

- 1) **Status Quo.** The Entertainment District residential parking permit program is applicable for Illa Street from Wilson Ave to Vandeventer Ave. Portions of some streets are designated as "no parking" while the rest of the study area is unregulated and open to residents and visitors for no-cost parking at all hours. Enforcement for this parking program is managed through both the City's Parking Management Division and the Fayetteville Police Department.
  - *Administrative Feasibility:* Ease of operation and enforcement for the status quo is rated low because the Fayetteville Police Department is responsible for enforcing parking ordinances and regulations for the unregulated portion of the neighborhood. Appropriately, responses to parking complaints are a lower priority than other public safety and protection responsibilities.
  - *Efficiency:* The status quo option is not viable for efficiency. The program as it currently exists is subsidized with revenue from other parking programs. Total costs for the enforcement of the entire Entertainment District residential parking program in 2018 including labor, materials and operational costs was estimated at \$21,150. Expansion of this program by adding additional streets or blocks will only worsen its inefficiency.
  - *Equity:* The status quo scores low for equity for both residents and visitors. Having a portion of Illa Street reserved only for residents while allowing the remainder of the neighborhood unregulated parking access produces an outcome that prioritizes resident parking for the exclusive use of only certain residents on certain street segments. Residents on adjacent streets are then negatively impacted by improperly parked cars, reduced access and high utilization rates from visitors to the neighborhood. Likewise, the status quo policy effectively pushes visitors further into the neighborhood searching for free parking.
  - *Sustainable Use of Parking Resource/Utilizations:* Parking utilization under the status quo is generally acceptable, however, certain street segments are more desirable and have higher utilization rates than others in the neighborhood. Overall the status quo would be ranked medium because the parking utilization of the entire neighborhood is acceptable.
  - *Political Feasibility:* This option rates low due to the difficulty in enforcement and the associated costs. The current policy also has low support from both residents and visitors.
  - *Replicability and Scalability:* The current policy is not replicable or scalable for multiple reasons, primarily: its high cost of implementation and enforcement, inequitable outcomes and lack of political feasibility.



**2) Expansion of the current residential parking permit program used downtown and in the Dickson Street Entertainment District.** The second alternative is to expand the existing Residential Paid Parking Program to the eight-block neighborhood south of Wilson Park.

- *Administrative Feasibility:* The ease of enforcement would be high for this option since it would be an extension of an existing program and Parking staff can easily identify parking violations. The ease of implementation would be medium due to the administrative oversight required and the costs to implement. The flexibility of this policy option would be medium since it could be effective but other options may be more replicable on a larger scale for additional neighborhoods surrounding the University that are also being impacted by visitor parking associated with University uses.
- *Efficiency:* The efficiency of expanding the residential parking permit program ranks low due to the high costs for implementation. It is estimated that utilizing this option for the South Wilson Park neighborhood would amount to \$15,511 in annual costs with no off-set in revenue.
- *Equity:* Fairness to residents is rated medium because it will increase the amount of on-street parking for residents and guests, however, some residents may be opposed if they are asked to obtain and display residential parking permits. The parking availability for visitors to the neighborhood is rated low because it would remove on-street parking from public use without providing alternative parking options for the public.
- *Sustainable Use Parking Resource/Utilization:* Parking utilization under the current Residential Parking Program has varying levels of utilization depending on the area where it has been implemented. Areas with high utilization such as the Boles Ave./Watson St. area are highly utilized. Other areas such as portions of Locust Ave. have had low utilization resulting in amendments to the program's regulations. Given the nature of the amount of visitor parking evident in the South Wilson Park area it can be assumed that this option would leave many parking spaces under-utilized for much of the time, therefore this option is rated low.
- *Political Feasibility:* This option rates medium for the likelihood for successful implementation because it mirrors an existing program. It would likely have mixed support from both residents and visitors. For residents it would not guarantee an on-street parking space, however, it would require registering for permits to utilize public parking spaces. Visitors would have decreased access to public parking spaces and may perceive that they are unwelcome in the neighborhood.
- *Replicability/Scalability:* An expansion of the Residential Parking Program is rated low for replicability and scalability because it is negative for efficiency, equity, and sustainable use/utilization.

**3) Resident Parking Only.** The third policy alternative is to install "Resident Only Parking" signage in the neighborhood to deter visitors from parking in the neighborhood. This option would allow residents to park at any time.

- *Administrative Feasibility:* The ease of enforcement would be low. The enforcement would be like the status quo with residents calling complaints into the Fayetteville Police Department. Ease of implementation would be high because it would require the one-

time cost of signage and installation. The long-term flexibility and replicability of this option would be medium as it could be effective in some additional areas of the City impacted by University uses and growth.

- *Efficiency:* The costs for implementing this option is rated medium. Costs associated with installing signage is estimated at \$1,400 with no off-set in revenue that would be generated. The medium rating for this policy goal is due only to the low cost associated with installing the signage.
- *Equity:* Fairness to residents is rated high because it would reinforce the message that visitors shouldn't park in these areas. However, it would rate low for visitors because they would effectively be "banned" from parking on public streets in the neighborhood.
- *Sustainable Use Parking Resource/Utilization:* This is given a low rating as it would leave large areas of the neighborhood un-parked during most hours of the day.
- *Political Feasibility:* This option rates medium for political feasibility. It would likely have some support from residents initially. However, it is similar to the status quo in that the policy enforcement would be complaint driven and not necessarily timely or effective. Acceptance of this option by visitors would be low as they would be effectively banned from parking in this neighborhood.
- *Replicability and Scalability:* This policy option is ranked low for replicability and scalability because it would be difficult to enforce and would result in under-utilized parking in the public right-of-way.

- 4) **Residential Shared Parking District.** A residential shared parking district allows residents a certain number of public parking spaces to be accessed at no cost while charging visitors to park. Residents would be eligible to receive permits allowing them to park on-street at any time. Visitors would be required to pay an hourly fee to park on-street and access could be limited to certain hours of the day. Revenue generated from visitor parking fees would help offset the cost of administering the program. Staff would recommend that resident parking permits be issued based upon the parcel size in the neighborhood with additional parking permits available to the larger parcels of land. For instance, each parcel 10,000 square feet or less would receive two parking permits. Parcels larger than 10,000 square feet would be eligible for 1 additional parking permit for every 5,000 square feet of land area greater than 10,000 square feet. (ex. A 40,000 square foot parcel would be eligible for 8 parking permits – 2 for the first 10,000 sq. ft., and 6 more for the additional 30,000 sq. ft.).

- *Administrative Feasibility:* The ease of enforcement for this policy would be high. Residents would be issued visible permits that would allow Parking Division staff to easily identify parking violations. Payment technology allows Parking Division staff to determine whether visitors have properly paid for parking. Ease of implementation would be medium due to the increased Parking Division staff resources required to issue permits and patrol the neighborhood to ensure compliance. The flexibility of this policy rates high because it would be easily replicable for other neighborhoods within the city.
- *Efficiency:* The costs for implementing a Residential Shared Parking District option is rated high. Costs associated with operations and enforcement of the policy are offset by revenue estimates that would offset these costs. For purposes of this analysis it is

estimated that this policy could generate \$28,782 in revenue to offset \$15,511 in cost for a net benefit of \$13,271 annually.

- *Equity:* Fairness to residents is rated high because it would allow parking permits based on parcel size. It would also be rated high for visitors because the more intensive land uses, such as sorority houses, would be issued an appropriate number of parking permits based on their larger parcel size. This policy option would provide a more level playing field for the residents and visitors in the neighborhood.
- *Sustainable Use Parking Resource/Utilization:* A residential shared parking district would likely keep utilization at an acceptable level for both the residents and visitors and therefore ranks high in this analysis.
- *Political Feasibility:* This option rates medium for political feasibility. It would likely have some support from some residents, however, this option may be less popular with the visitors to the larger destinations within neighborhoods.
- *Replicability and Scalability:* A Residential Shared Parking District is highly replicable. It ranks highly across most of the identified policy goals including: administrative feasibility, efficiency, equity, the sustainable use of parking resources, and political feasibility.

**Parking Policy Cost/Benefit Analysis:** Parking Division staff prepared a spreadsheet of identified parking policy costs and parking policy benefits to analyze the “efficiency” goal and provide a financial basis for the decision-making process. This data is shown in the spreadsheet below:

Benefits	Current Entertainment District Residential Parking Program	Expansion of Current Entertainment District Residential Parking Permit Program	Residential Parking Only Signage	Neighborhood Parking Benefit District
Revenue	\$0	\$0	\$0	\$28,782
Total Benefits:	\$0	\$0	\$0	\$28,782
<b>Costs</b>				
Labor	\$16,845	\$11,575		\$11,575
Materials	\$755	\$1,608	\$1,400	\$1,608
Operational	\$3,550	\$2,328		\$2,328
Total Costs:	\$21,150	\$15,511	\$1,400	\$15,511
Total Net Benefits:	(\$21,150)	(\$15,511)	(\$1,400)	\$13,271
<b>Cost Rationale:</b> Neighborhood Size 164 spaces Labor Based on pro rata per space allocation Materials Current permits = 581 permits x \$1.30; future permits 160 x \$1.30 Signs = 40 signs at \$35 per sign Operating Costs Based on pro rata per space allocation of applicable expenses Revenue Assumes 10% of spaces occupied (16.4) x half of the daily max rate (\$9) x 195 days (75% of year) Regulation assumes paid parking 8a-5p, M-F at \$2/hr.				

**Policy Alternative Matrix:** The following Policy Alternative Matrix illustrates the ranking of policy goals from the identified policy alternatives presented:

Policy Goals	Impact Categories	Status Quo	Extension of RPP	"Resident Only" Signage	Residential Shared Parking District
Administrative Feasibility	Ease of Enforcement	Low	High	Low	High
	Ease of Implementation	N/A	Medium	High	Medium
	Flexibility of Policy Long-Term	N/A	Medium	Medium	High
Efficiency	Total Net Benefits	Low	Low	Medium	High
Equity	Fairness to Residents	Low	Medium	High	High
	Fairness to Visitors	Low	Low	Low	High
Sustainable Use of Parking Resource/Utilization	Utilization Sufficient to Warrant the Space Designated for Parking	Medium	Low	Low	High
Political Feasibility	Likelihood of Successful Adoption by City	Low	Medium	Medium	Medium
	Residents Acceptance	Low	Medium	Medium	Medium
	Visitors Acceptance	Low	Medium	Low	Medium
Replicability/ Scalability	Flexible Policy that is Adaptable for other Neighborhoods	Low	Low	Low	High

**Recommendation:** A Residential Shared Parking District ranks highest among the four possible policy alternatives across most of the six identified policy goals. Therefore, staff recommends that the City further consider options similar to Policy Option 4: Residential Shared Parking District for the eight-block residential area directly south of Wilson Park bounded by Louise Street on the north, Park Avenue on the east, Maple Street on the south, and Wilson Avenue on the west.



