

DICKSON / BLOCK PARKING STUDY SUMMARY



The study area is bordered on the north by Lafayette Street, east by Block Avenue and St. Charles Avenue, south by Meadow Street and on the west by Arkansas and University Avenues.

THE PURPOSE OF THIS STUDY IS TO:

- + Understand the current and future parking needs of the Entertainment District with a focus on the Dickson/Block corridors, various user groups, and size of events,
- + Project parking supply needs with new Civic Plaza proximate future developments
- + Recommend viable solutions that keep in mind the different groups of people who frequent the area including daytime customers, weekly evening entertainment, performing arts and event patrons and football fans and their specific needs and walking tolerances

EXISTING CONDITIONS ASSESSMENT

Within the **entire study area** there are **2,447 total parking spaces**; however, not all of those spaces are reasonably accessible and available to the Dickson/Block corridors.

The study noted some specific challenges when looking at inventory within the entire study area including:

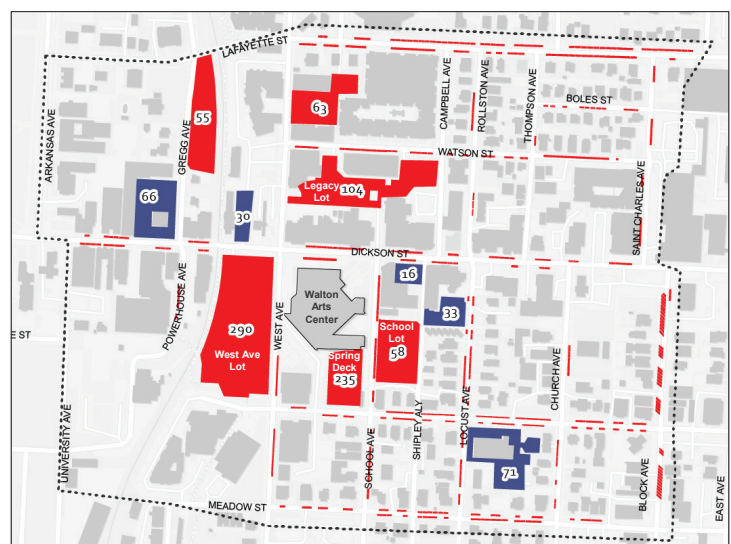
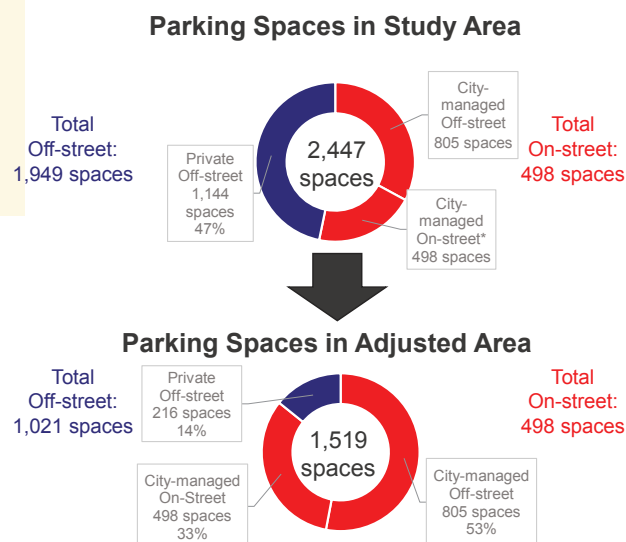
- + Restrictions to on-street parking within the area that limit its availability to the public
- + Many private lots in the area that are either restricted use or lack consistent pricing, signage and management to make these accessible to the public.

Therefore if you focus on a **reasonable, accessible area** where parking is proximate to the Dickson/Block corridors and available in both public lots and off-street facilities, there are **only 1,519 available spaces**. Occupancy of this accessible area was **81% for peak events**.

Specifically looking at the **Dickson Street/Block Avenue** corridors within the Entertainment District, **the current parking capacity is approaching full at over 80% during event conditions**.

REASONABLY ACCESSIBLE PARKING AREA SURVEY

- Smaller study area that includes all reasonably accessible on-street and off-street parking.



Legend ■ City-managed Parking ■ Private Parking - - - - Study Area

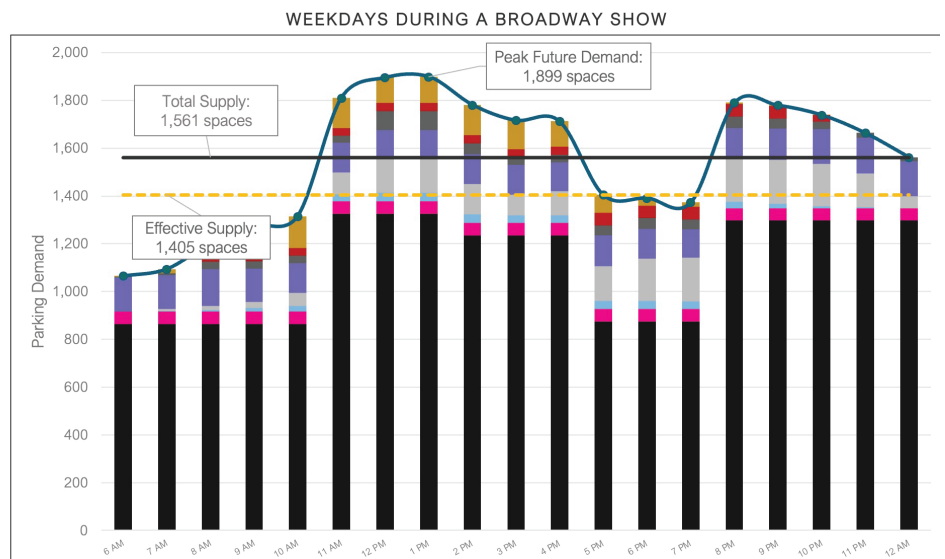
ASSESSMENT OF FUTURE NEEDS

Based on Urban Land Institute modeling for the current proposed developments - the Civic Plaza, hotels on the south and north of the Civic Plaza, a food hall and the development at West and Dickson - the area would need an additional 500 spaces during peak events and there would need to be an additional 125 spaces during non-peak events.

PROJECTED PARKING DEMAND DURING EVENTS

Space Count	
Supply	
Existing Supply within Reasonably Accessible Area	+ 1,519 spaces
Planned Parking	+ 362 spaces
Removed Parking	- 320 spaces
Net Supply	= 1,561 spaces
Effective Supply	= 1,405 spaces
Demand	
Existing Peak Demand	1,325 spaces*
Future Development Demand	+ 574 spaces
Total Demand	= 1,899 spaces
Spaces Needed	<u>1,405 spaces (Supply)</u> - <u>1,899 spaces (Demand)</u> = 494 spaces deficit**

Takeaway



TOP SOLUTIONS TO ADDRESS PARKING CHALLENGES

Manage Current Supply

- + Integrate existing private lots into the system and take a unified approach pricing, signage and restrictions.
- + Implement district-wide wayfinding system to help people easily find available parking.

Policy Changes

- + Extend paid parking hours.
- + Create a price difference between on and off-street parking.
- + Use parking revenues to pay for parking expenses
- + Examine city's role in providing parking instead of private sector providing its own.

Increase Parking Supply

- + Build more parking by expanding current garages or build a new one.