

Parking Study

High Point

Executive Summary

Kimley»»Horn

May 3, 2023



Agenda

1. Study Purpose and Scope
2. Existing Conditions
3. Forecasted Parking Demand
4. Recommendations

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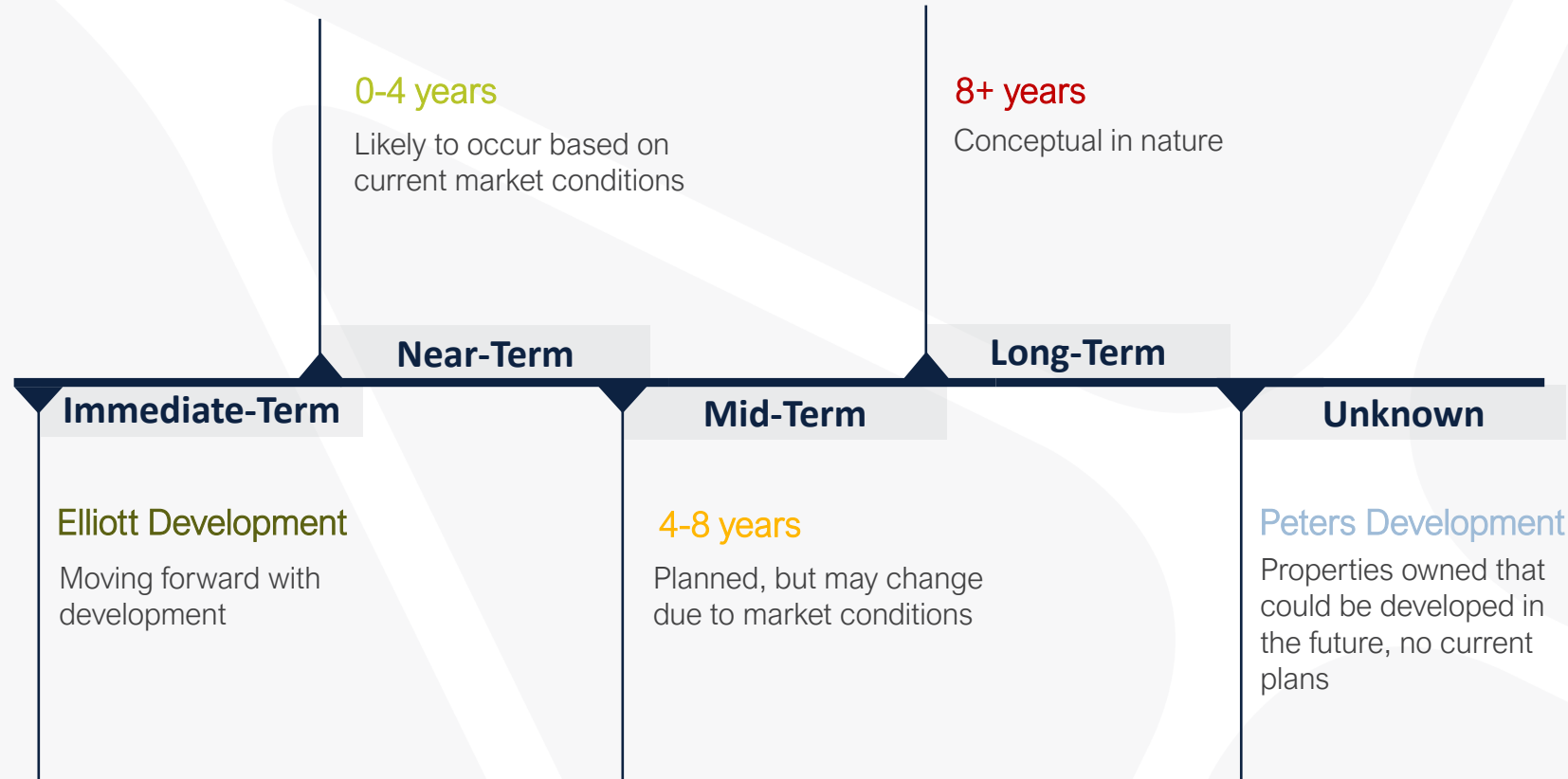
Study Purpose and Scope

Study Purpose and Scope

Key Goals:

- Determine the amount and location of new parking to serve redevelopment of the Entertainment District
- Recommend strategies to manage parking for special events
- Build on existing parking opportunities, such as expanding the City's on- and off-street parking program
- Evaluate the ability to use the Plaza Garage to serve the needs of the Entertainment District

Entertainment District Redevelopment Timeline



Project Methodology

- Interviewed key stakeholders to understand current parking needs in the area and planned future development
- Collected parking occupancy data during typical conditions and event conditions
 - Bi-hourly from 7AM – 7PM
 - Thursday 9/22 – No Events
 - Friday 9/23 – Rockers Game
 - Saturday 9/24 – Rockers Game
 - Additional Rockers observations on Thursday 8/4
- Analyzed future parking demand based on collected data and planned development
 - Documented planned future parking supply changes
 - Utilized ULI Shared Parking model to project future parking demands
 - Compared future parking demand to parking inventory (including changes to parking inventory from future development)
- Developed recommended parking garage sizes

Stakeholder Feedback

Stakeholders Interviewed:

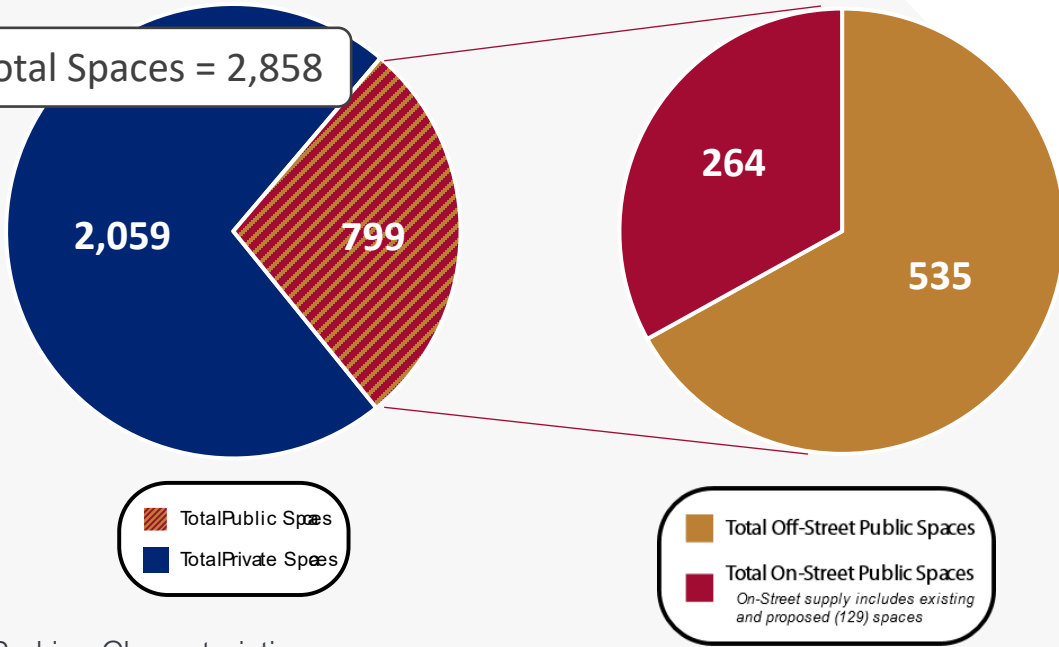
- City of High Point
- Peters Development
- High Point Rockers
- Forward High Point
- Elliott Sidewalk Communities
- Congdon Development
- Springhill Suites
- Coy Willard
- The Market

Key Findings:

- City of High Point is contractually obligated to Elliott Sidewalk Communities to provide 565 public parking spaces.
- Need and desire for more on-street parking spaces.
- Multiple developers in the area are interested in utilizing public spaces to serve future demand.
- People have trouble finding proper locations to park during events since the facilities are scattered.
- Desire to create a “District” parking solution to eating, working and playing.

Parking Inventory

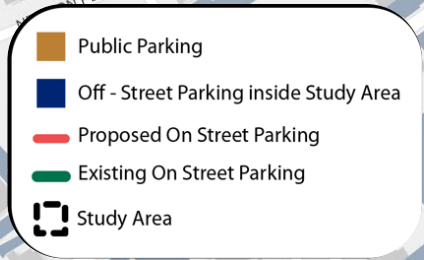
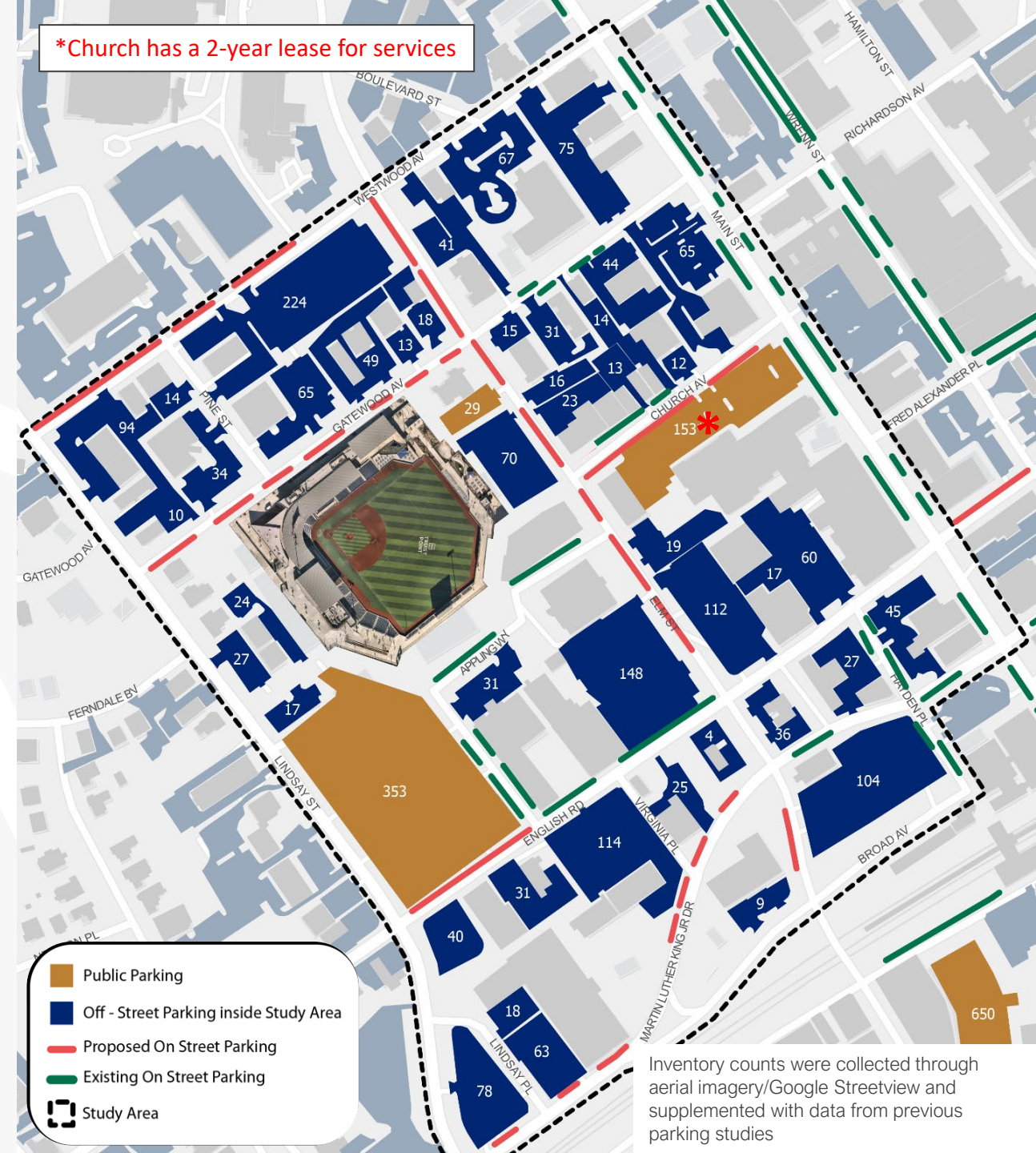
Total Spaces = 2,858



Parking Characteristics:

- All parking within the study area is surface parking, no structured parking exists
- Plaza parking garage contains 650 spaces, but is outside the study area and not included in counts above
- On-street and off-street parking is free for users, except the Plaza parking garage (\$1 per hour, max \$7 per ticket)
- No noted time restrictions

*Church has a 2-year lease for services



Inventory counts were collected through aerial imagery/Google Streetview and supplemented with data from previous parking studies

Parking Demand

Non-Event Conditions

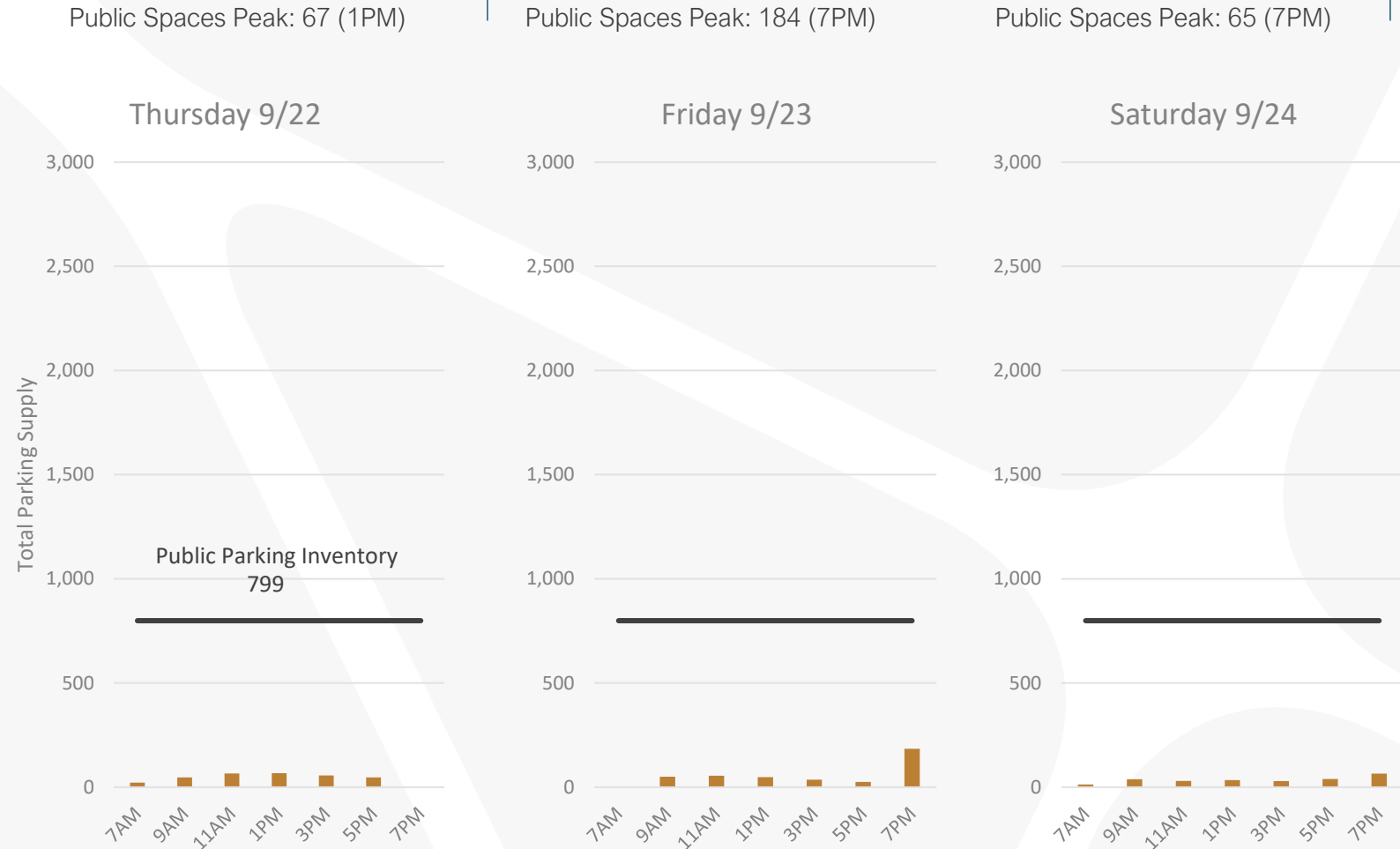
- 1 PM peak public parking demand (67 / 8.4%)
- 732 public spaces available during peak conditions

Event Conditions

- 7 PM peak public parking demand (184 / 23%)
- 615 public spaces available during peak conditions

Public Space Demand

High Point Rockers Post-Season Game



Event parkers started arriving around the 5PM timeframe

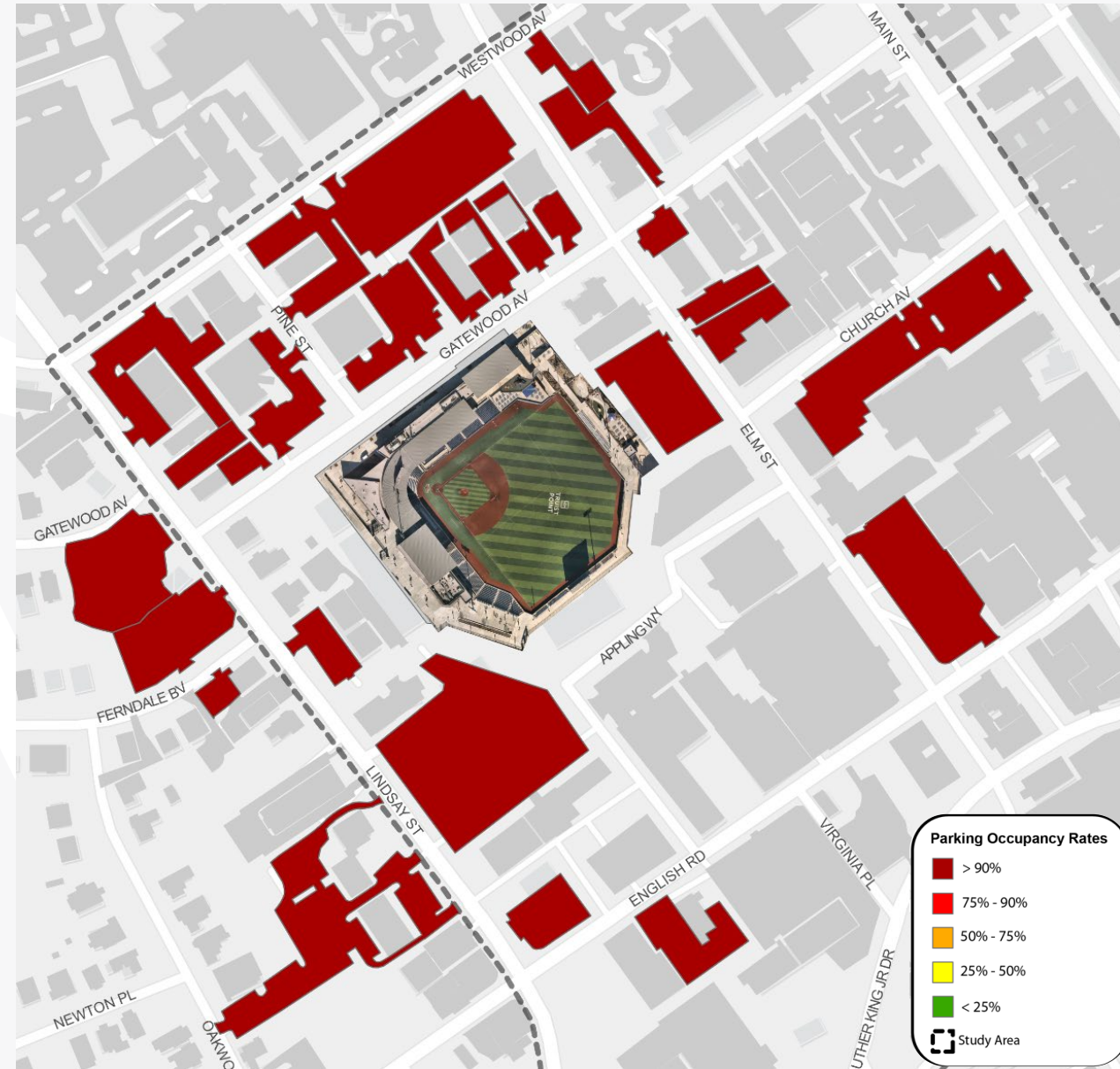
High Point Rockers Sell-Out Conditions

Projected Peak Demand

- At sold out event of 4,024 attendees, projected total event peak demand is 1,450 spaces
- 16 spaces short of currently accessible parking per available public parking and agreements with private owners

Key Takeaways

- For a game at 100% capacity, a deficit of 16 spaces is projected (based only on current Rockers parking supply)
- Sold-out Rockers games require 1,450 spaces
- 28% of Rockers parking comes from public spaces, 72% of Rockers parking comes from private spaces
- 283 private parking spaces may go away in the future making the new deficit 299 spaces (based on properties we know are coming offline)
 - Additional public spaces will be lost that will need to be provided for in parking garages to satisfy sold-out Rockers parking demand



**Based only on official Rockers parking locations
(Rockers charge \$5 for parking)*

Existing Conditions Summary

- Early Opportunities
 - 129 new on-street parking spaces
 - 138 net new off-street parking spaces
- Parking Supply (includes early opportunities above)
 - 799 Public Spaces
 - 264 On-Street
 - 535 Off-Street
- Typical Day Parking Demand
 - Surplus of 2,097 spaces during peak conditions
- Most properties self-park, little use of public parking to serve uses within the district

Rockers Event Conditions:

- Rockers have agreements for 1,434 spaces across study area (50% of parking in district)
- Sold-out Rockers game estimated to need 1,450 spaces
 - Deficit of 16 spaces based on current Rockers parking supply
- A deficit of 299 spaces is anticipated for a sold-out game based on Rockers parking supply if anticipated development occurs, removing several private parking facilities

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Parking as a District Resource

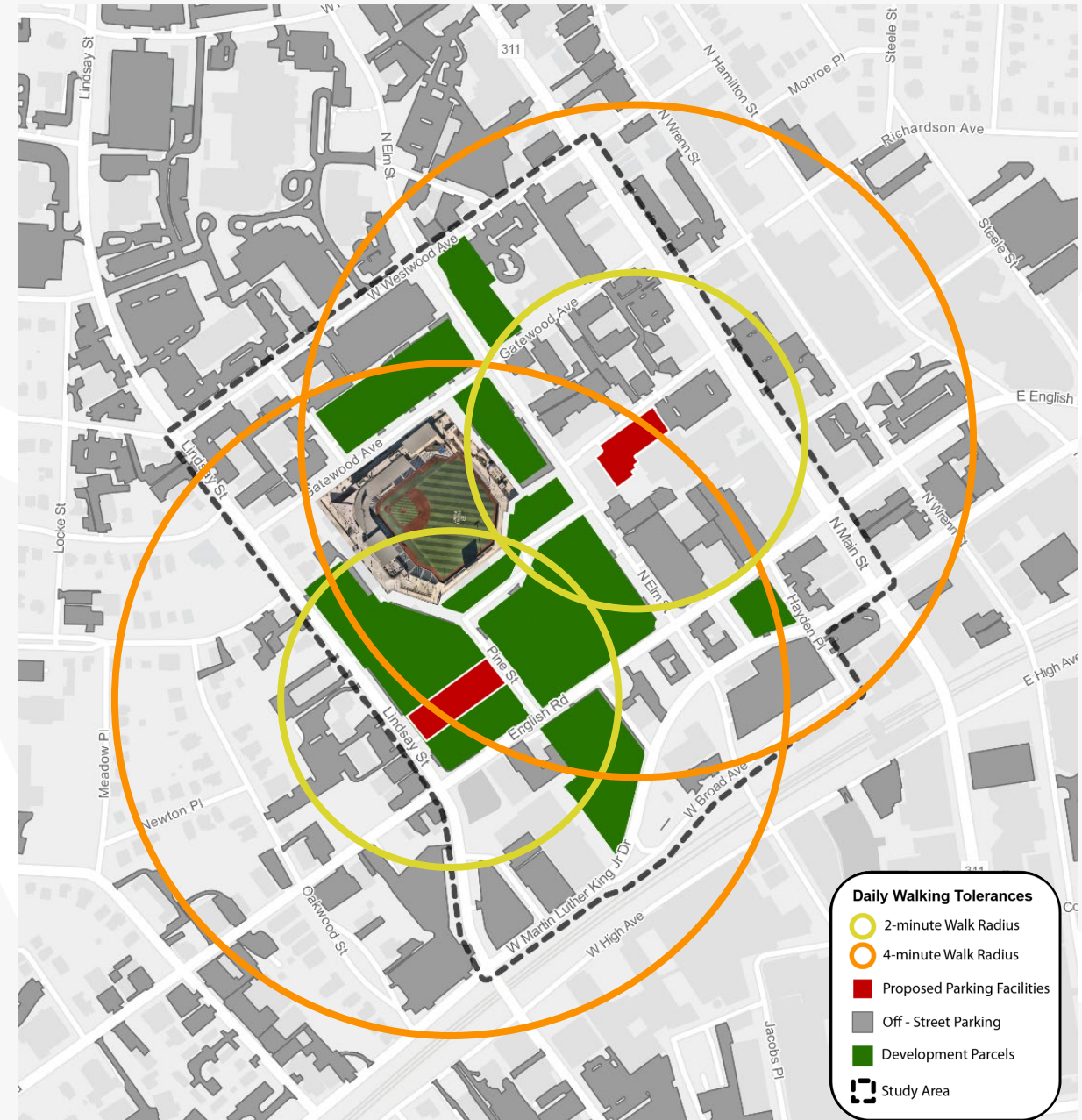
Walkshed

These 2-minute and 4-minute walksheds from each of the two potential parking locations show the parcels that are likely to utilize each garage based on their location.

If BOTH locations are built, MOST of the planned redeveloped parcels will have access to parking within a 2-minute walk

If ONE of the locations is built, ALL planned redeveloped parcels will be within a 4-minute walk of public parking

Proposed garages are well located to serve the public parking demands of all parcels within the entertainment district to some extent and could be a resource for access to show rooms as part of Market.



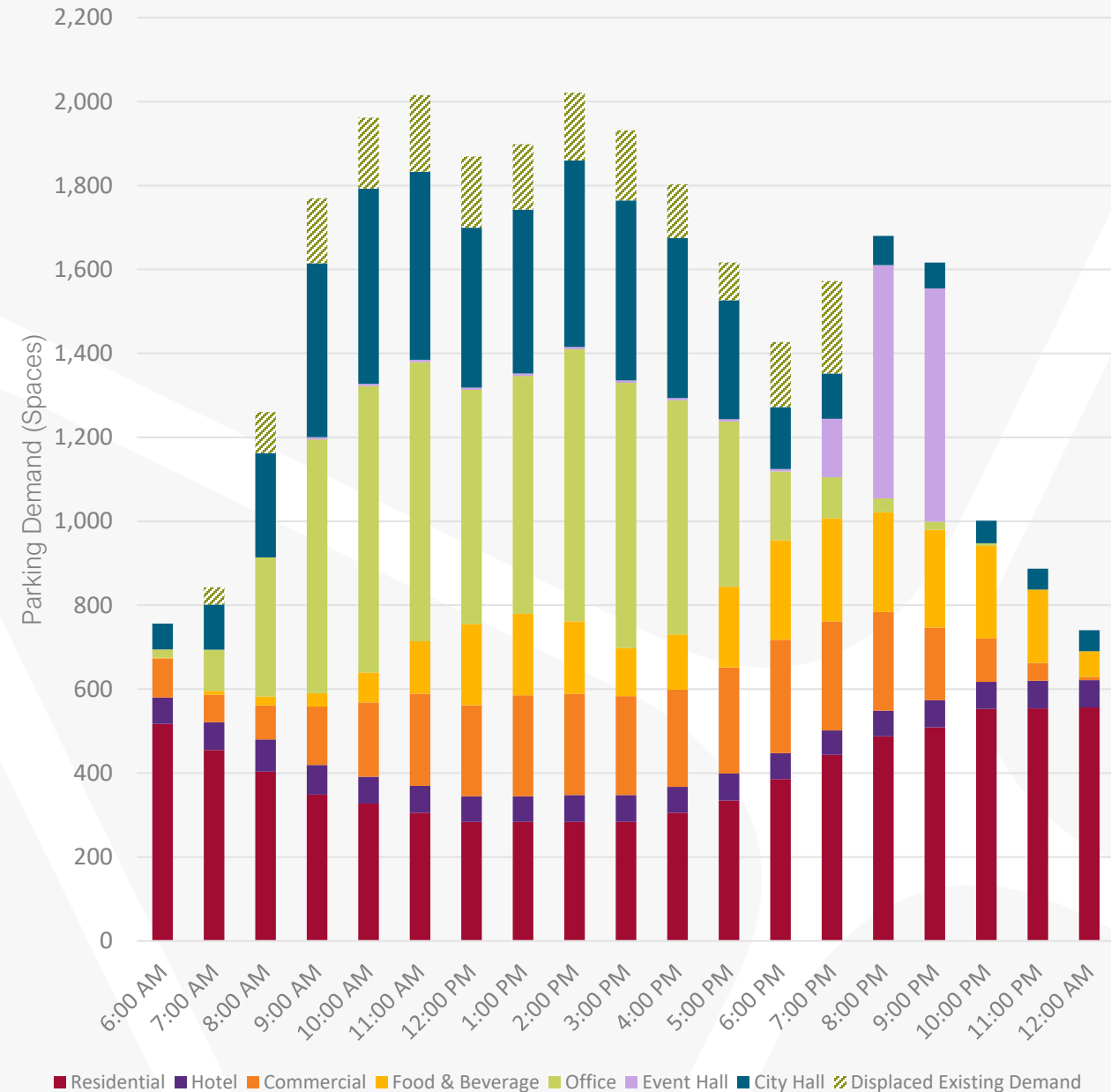


Summary of Parking Needs and Recommendations

Considerations for Building Parking

- Estimated cost to build 1,640 spaces
 - Assuming \$24,000 per space (Source: WGI 2022)
 - Total Cost = \$39.36 million
- If future residential and office developments self-park (build their own parking) instead of relying on City provided parking
 - Total of ~700 public spaces are needed
 - Reduced City's financial burden to \$16.8 million
- Redevelopment may happen sooner if City builds parking to satisfy entire anticipated demand (but this is costly)
- Recommend parking funded through user fees not bond referendums or City-wide taxes
 - Hourly parking
 - Monthly permits

Total Proposed Parking Demand



Recommendations

Total Public Parking Spaces Needed

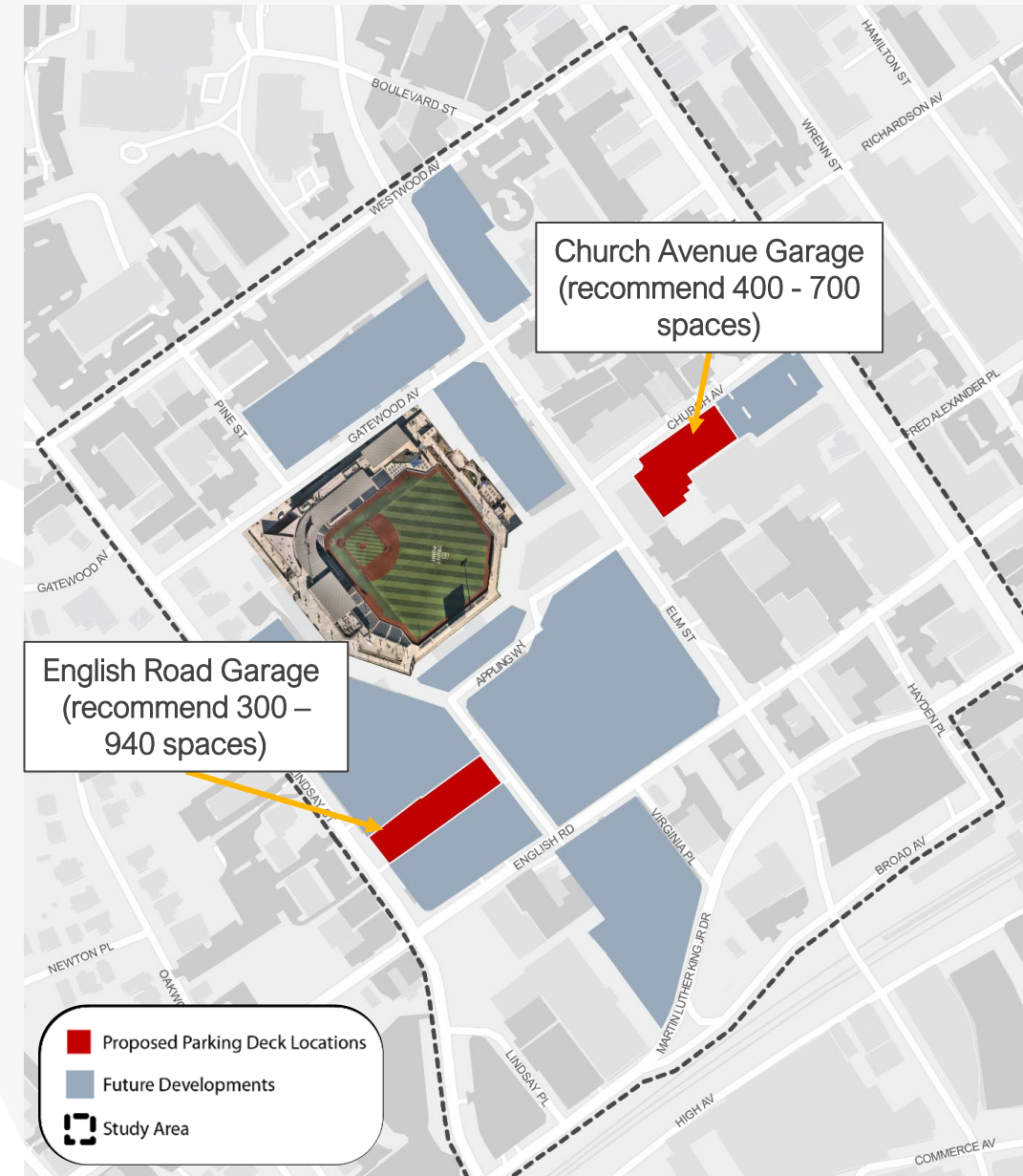
- Next 0-4 Years
 - Low-End (all office and residential demand will be self-parked) = No additional public spaces needed
 - High-End (assumes entire demand needs parking) = ~410 spaces
- Next 4-8 Years
 - Low End = ~700 spaces
 - High-End = ~1,640 spaces (1,230 more if 410 spaces built earlier)

Recommend Two New Garages

- Church Avenue Garage (within 0-4 years)
 - Low-End = 400 spaces (\$9.6 million estimated construction cost)
 - High-End = 700 spaces (\$16.8 million)
- English Road Garage (within 4-8 years)
 - Low-End = 300 spaces (\$7.2 million)
 - High-End = 940 spaces (\$22.56 million)
- Estimated \$1,600 per space per year in revenue to breakeven (based on 5% annual interest rate for a 30-year loan)

Special Events

- Average attendance Rockers demand can be accommodated even with loss of some parking through remaining private agreements
- For sold-out Rockers games (and other events), parking assumed to be built to support development is ample to accommodate parking needed for special events due to their evening and weekend peaking characteristics. The Plaza Garage (650 spaces) can also be utilized to relieve some of the event parking demands



Recommended Next Steps

Early Opportunities

- Pave new English Ave surface lot
 - Coordinate assignment of parkers from adjacent developments
 - Reassess parking pricing
 - Review the need for gate controls and revenue collection
 - Evaluate event parking operational considerations
- Add on-street parking
 - Coordinate with Elm Street project
 - Consider time limitations and/or pricing at high-demand locations

Church Ave Parking Structure

- Conceptual design and programming
- Financial feasibility of garage, including lease rates required to charge private partners to break even
- Initiate discussions with private partners and draft development agreements

City-Wide Parking Study

- City-wide parking demand assessment
- High Point Market conditions evaluation
- Parking program financial review
- On-street and off-street pricing
- Modernization of revenue control systems and wayfinding
- Zoning code assessment and design-related requirements



Special Event Considerations

Special Event Parking Needs

- As previously mentioned, Truist Point Stadium is expected to host other special events besides Rockers baseball games.
- Carolina Core FC with MLS Next Pro soccer will have their inaugural season in 2024 at Truist Point
 - 20 games per year
 - Maximum of 4,000 – 5,000 fans
 - Includes on-field seating
- Given a sold-out Rockers game includes 4,024 attendees (comparable to the maximum capacity of soccer games shown above) there is no additional parking needed beyond what has previously been discussed for sold-out Rockers games
- If parking demand for soccer is greater than Rockers parking demand, the additional capacity of the Plaza Garage is expected to satisfy the demand



The logo for Kimley»»Horn is displayed in white text on a dark red background. The word 'Kimley' is followed by three right-pointing chevrons (»») and the word 'Horn'. Below the logo, the tagline 'Expect More. Experience Better.' is written in a smaller white font. The background of the slide features large, abstract, rounded shapes in orange, red, green, and blue.

Expect More. Experience Better.

The End