

PARKING STUDY FOR DOWNTOWN SWANSBORO, NC



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Prepared For:

Town of Swansboro, NC

Prepared By:

Office of Urban Development

NC Department of Commerce

With Assistance from:

Town of Swansboro Planning Department

Citizen Parking Committee

DISCLAIMER

This report was prepared by the North Carolina Office of Urban Development. Information contained in this report is gathered from various sources. Every effort has been made to ensure that the information contained herein is accurate; however, no warranty is made about the accuracy of this report by the North Carolina Main Street Program or its sources.

CONTENTS

	Page
Parking Issue Defined	3
I. Introduction	3
II. Approach and Methodology	3
III. The Process	4
IV. Study Area	5
V. Preliminary Analysis of Existing Parking Situation	5
VI. Preparation of Inventory of Existing Parking Spaces	6
VII. Measurement of Estimated Parking Demand Generated By Land Uses	8
VIII. Special Uses and Demands	11
IX. Occupancy Counts of On-Street and Off-Street Parking Spaces	11
X. Estimate of Current and Future Parking Demands and Reconciliation	13
XI. Conclusions	14
XII. Recommendations	14
XIII. Appendix	17

PARKING: The Issue Defined

“The number one concern of businesses and citizens in any downtown area is parking. Parking problems, whether real or perceived, can be a determining factor in the success or failure of the downtown business district, undermining its present stability and future development.”

Murphrey

I. INTRODUCTION

A special parking committee of local business and property owners was established by the Swansboro Planning Department in the Spring of 2013 to assess the current parking situation in downtown, accumulate current parking data and make recommendations on parking improvements and a course of action to the Town of Swansboro. The committee, comprised of local citizens, business and governmental representatives, enlisted the services of the North Carolina Department of Commerce Office of Urban Development to provide technical assistance, provide the guidelines for collecting data, conduct the analysis of the information and prepare the written report.

The committee’s OBJECTIVE was to develop a realistic parking plan based on a realistic assessment.

The committee’s VISION is for parking downtown to be an easy, enjoyable, customer oriented experience, offering convenience, service and value to all users.

The committee’s GOALS are:

1. Provide sufficient, convenient and safe parking for downtown employees, residents, customers and visitors.
2. Recommend alternatives to parking.
3. Recommend parking management improvements.

II. APPROACH AND METHODOLOGY

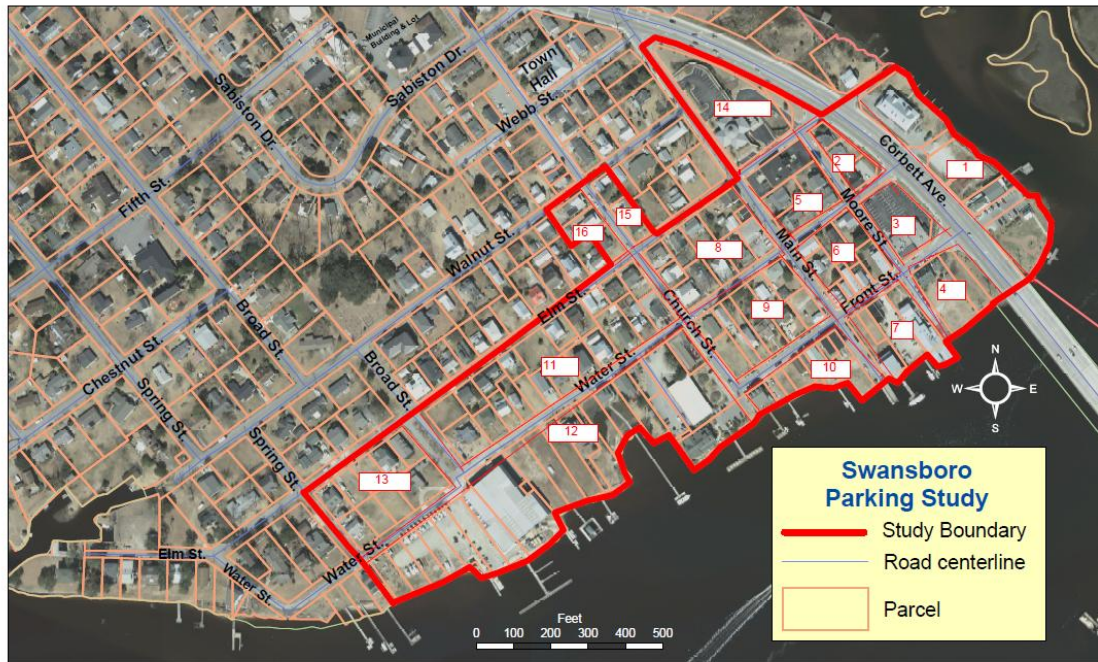
It was determined that the most effective approach to achieving the committee’s goals was to conduct a parking study utilizing the standard parking study method developed by the Institute of Transportation Engineers® and outlined in the Downtown Improvement Manual ©¹ and recommendations proposed by the Office of Urban Development staff. The steps outlined in section III were incorporated into the study and carried out by individual committee members. Actual parking counts of on-street and off-street parking locations were conducted by committee members and Town staff. Technical advice was provided by Bob Murphrey of the Office of Urban Development staff, who also prepared the written report. The map of the study area was provided by Mark Zeigler, NC Division of Community Assistance.

¹ Berk, Emanuel, Chicago: APA, Planners Press, 1976

III. THE PROCESS

1. Define the study area, prepare a base map.
2. Conduct preliminary analysis of conditions in the study area.
 - a. Conduct Business Owner Survey
 - b. Conduct Employee Survey
 - c. Conduct Customer Survey
3. Conduct a parking supply inventory by block/locate on map
 - a. On-Street Spaces (use occupancy-turnover study form/capacity)
 - b. Off- Street Spaces (same as above)
4. Conduct an occupancy count by block of all on-street and off-street parking
 - a. Over a several week/month period
 - b. Various days
 - c. Various hours
 - d. Peak Season(s)
5. Conduct a Land use/square footage study of the study area
 - a. Retail/sf
 - b. Industrial/sf
 - c. Service/sf
 - d. Restaurant/sf
 - e. Office/sf
 - f. Educational/sf
 - g. Residential/sf
 - h. Government and Institutional/sf
 - i. Special Uses/Hotel/Entertainment requirements/sf
 - j. Vacant buildings/sf (Use for future growth projections)
 - k. Vacant Land/sf (use for future growth projections)
6. Estimate current demand based on standard parking table/requirements (compile total square feet of each land use, divide by 1000, multiply by number of spaces per 1000 square feet from parking table).
7. Estimate future demand based on market conditions/decreasing vacancy and/or new construction
8. Develop specific recommendations for current and future parking needs
 - a. Current Demand
 - i. Subtract current estimated demand from current supply/inventory
 - ii. Divide difference by current supply
 - iii. Answer is current demand as a percentage of supply
 - b. Future Demand
 - i. Calculate by estimating decreasing vacancy over a 5-10 year period and calculating demand as above
 - ii. Add to current demand.
 - iii. Divide difference by current supply
 - iv. Answer is future demand as a percentage
9. Develop conclusions and recommendations based on data and observed conditions.

IV. THE STUDY AREA



Map 1. Map of Study Area

The area selected for the parking study constitutes the “heart” of the downtown business district of Swansboro. (See Map 1) The area comprises approximately sixteen city blocks from the riverfront to Elm Street and Corbett to Spring Street, and is a “mixed use” area including retail and service establishments, offices, governmental facilities, residences and cultural/tourist attractions.

V. PRELIMINARY ANALYSIS OF EXISTING PARKING SITUATION

In order to gain a perspective on the current parking situation, customer, business owner and employee surveys were conducted prior to beginning the study. Customers were asked to describe the purpose of their visit to downtown, how they arrived, where they parked, how long they stayed and what they did while downtown. They were also asked their opinions about a number of parking issues.

Business owners were asked their type of business, operating hours, size of the space their business occupied and the number of employees they had. Their opinions on a number of parking issues were also gathered. Employees of downtown businesses were asked how they got to work, where they parked, and how they felt about a number of parking issues as well. The results of these surveys are summarized and included in the appendix of this report.

The preliminary assessment indicated that parking supply was inadequate for the present uses and shortages existed in most areas at peak hours of usage. Almost

everyone preferred free and convenient parking, but there was recognition that parking improvements were needed and would require consideration of costs, management through enforcement and possible parking fees.

The mix of different uses in the area also required a more detailed look at the impacts of each use. In general, it seemed that the present supply approximated the present demand during most of the day, but a more detailed look at the current and future parking needs of downtown was in order; particularly in light of the future growth projections in the Swansboro area.

Additional issues unique to the area include unmarked on-street spaces and narrow streets which were being used for two rows of parking as well as trying to accommodate two lanes of traffic. The wider streets nearest the waterfront range from 22' to 25' in width, while the side streets are wider at around 30' in width. Streets parallel to the waterfront adjacent to residential neighborhoods are much narrower at 16' to 18' in width.

Few, if any on-street spaces are marked and none have dividing lines between the spaces. Others are marked only at block ends and street lane side. Unmarked parking spaces create inefficient usage, allowing cars to park at will and leaving unused space between vehicles which could accommodate more parking. In addition, a number of vehicles were observed parked in the opposite direction of traffic flow, creating a hazardous situation.



Example of Unmarked spaces and reverse illegal parking

VI. PREPARATION OF INVENTORY OF EXISTING PARKING SPACES

The first step in determining if the current parking supply is adequate was to conduct a complete inventory of all spaces in the study area, both on-street and off-street in order to validate the parking demand. This phase of the study was carried out by

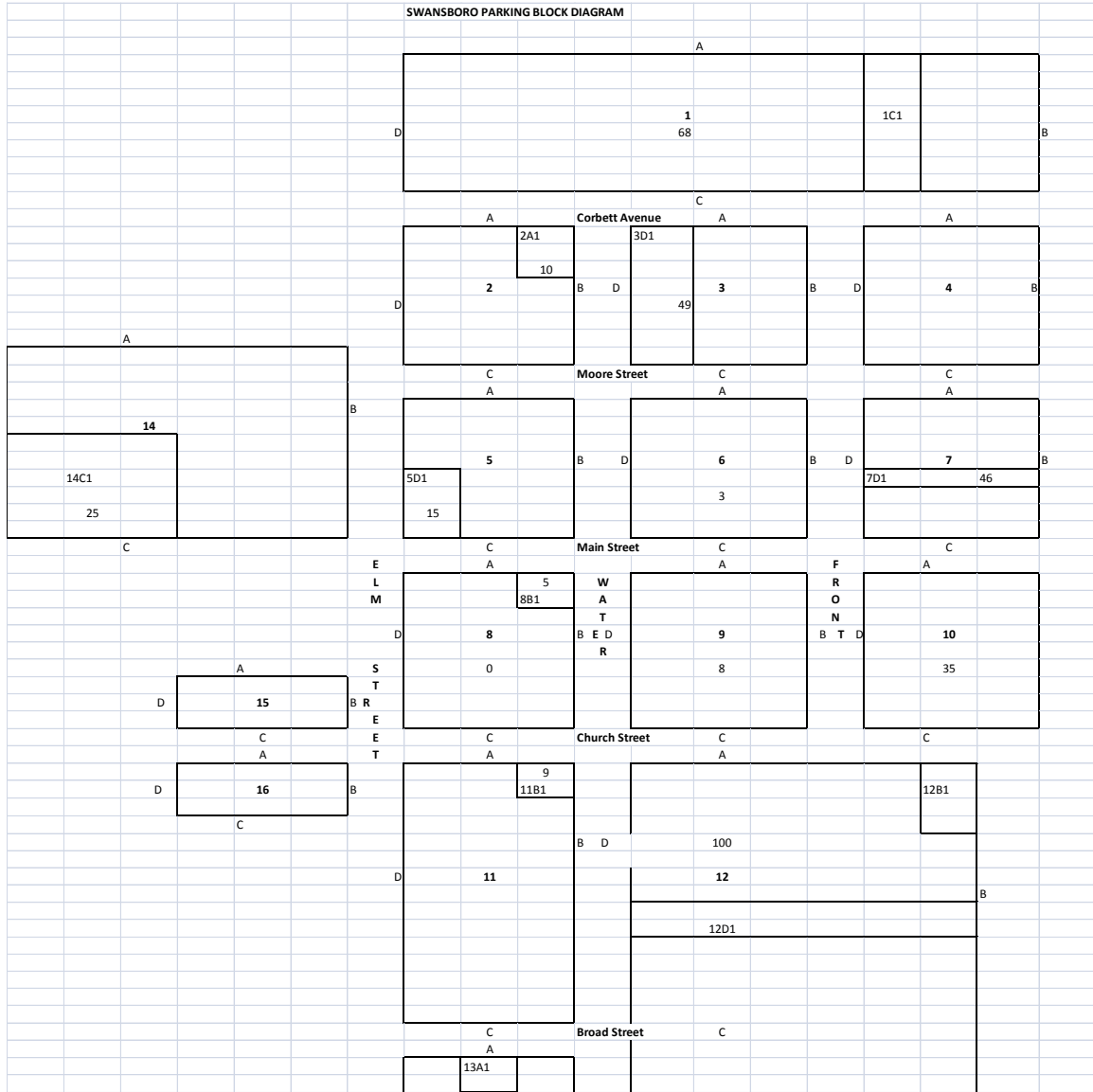
volunteers and town staff conducting actual physical inspections of all on-street and off-street locations in the study area.

From this information, a base map was developed showing the location of all parking spaces in the study area. (See study area maps)

The survey summary shows the following:

Off-Street Parking Spaces =	373
On-Street Parking Spaces =	307
TOTAL SPACES	= 680

Table 1. On-Street and Off-Street Parking Inventory Map



VII. MEASUREMENT OF ESTIMATED PARKING DEMAND GENERATED BY LAND USES

The importance of parking space location in relation to what people will be doing and where they will be going after parking their cars should not be underestimated. Parking demand in downtown is generated by people who use the downtown for many purposes, and the land uses associated with each of these purposes have many different parking requirements.

For this section of the report, Town staff provided information related to the various occupancies and uses in downtown and the building spaces occupied by them. By comparing the uses in a given area with local and national parking standards and parking availability, a picture of the preliminary parking space surplus or deficit can be developed.

The following table indicates the overall parking demand by land use based on ITE (Institute of Transportation Engineers) standards.

Table 2.

DOWNTOWN LAND USE/STRUCTURAL SQUARE FOOTAGE INVENTORY		ESTIMATED PARKING DEMAND (ITE)	
Swansboro, NC	Parking Study Area		
Jun-13			
USE	OCCUPIED SQUARE FEET*	VACANT SQUARE FEET*	ESTIMATED PARKING DEMAND**
Retail	43,120		3.07 133 Spaces
Service	50,988		4.11 210 Spaces
Restaurant	30,916		9.08 282 Spaces
Office	1,488		4.11 7 Spaces
Residential	101,621		1.5 153 Spaces
Gov/Institutional/Other	43,002		411 177 Spaces
Subtotal Occupied Square Feet	271,135	Estimated Current Demand	962 Spaces
Building Vacancy/Future Dev.		6,341	2.5 16 Spaces
Vacant Land		160,545	4.11 660 Spaces
Subtotal Vacant Square Feet		166,886	
		Estimated Future Demand	676 Spaces
TOTALS	271,135	166,886	1,638 Spaces
Adjusted and Rounded			
* Provided by Town of Swansboro			
** Based on ITE Standards			

Based on ITE standards, the table above indicates the current overall parking demand is for 962 spaces and a future demand of 676 for a total of 1,638 spaces if all existing building space is occupied and all available land is developed as single story.

However, national standards may not always reflect conditions at the local level. For this reason a second table was prepared based on an assessment by the Office of Urban Development staff as to conditions in downtown Swansboro.

Table 3 below indicates the overall parking demand by land use based on the above and assessed conditions by staff.

Table 3.

DOWNTOWN LAND USE/STRUCTURAL SQUARE FOOTAGE INVENTORY		ESTIMATED PARKING DEMAND (ITE)		OBS
Swansboro, NC		Parking Study Area		
Jun-13				
USE	OCCUPIED SQUARE FEET*	VACANT SQUARE FEET*	ESTIMATED PARKING DEMAND**	
Retail	43,120		2.8	121 Spaces
Service	50,988		4	204 Spaces
Restaurant	30,916		11	341 Spaces
Office	1,488		4.11	7 Spaces
Residential	101,621		2.5	255 Spaces
Gov/Institutional/Other	43,002		4.11	177 Spaces
Subtotal Occupied Square Feet	271,135	Estimated Current Demand		1105 Spaces
Building Vacancy/Future Dev.		6,341	2.5	16 Spaces
Vacant Land		160,545	4.11	660 Spaces
Subtotal Vacant Square Feet		166,886		
		Estimated Future Demand		676 Spaces
TOTALS	271,135	166,886		1,781 Spaces
Adjusted and Rounded				
* Provided by Town of Swansboro				
** Based on Observed Conditions				

This table indicates a current parking demand of 1,105 spaces and a future demand of 676 spaces for a total of 1,781 spaces.

Based on this data and the data in Section VI, the overall current parking supply in the study area is 680 spaces and the estimated current parking demand based on Table 3 is for 1,105 spaces, indicating a shortage of 425 spaces.

Table 4. Estimated Surplus/Deficit by Land Uses

Current Parking Supply	680 spaces
Estimated Current Demand	1,105 spaces
Shortage	425 spaces

However, actual occupancy counts indicate a demand at peak for only 276 spaces. This difference from estimated demand is most likely due to the mixed-use nature of the CBD. In most mixed use areas, as much as 60% of the business is generated by people already in the area. Some number of downtown employees may also be parking on lots and streets outside the study area.

VIII. SPECIAL USES AND DEMANDS

Downtown Swansboro has some special parking characteristics that are associated with its mix of uses and compact character. Although this impact is difficult to determine, the overall impact appears to be softened since some daytime customers for downtown food establishments are already downtown to work or shop; and restaurants and entertainment establishments operate in the evening hours when office workers and other downtown employees are not present. Afternoon and evening counts conducted during the occupancy surveys indicated heavier nighttime parking uses during Friday/weekend nights. However, evening occupancy of on-street and off-street spaces never reached higher than around 50%.

There are a few residents “living above the store” in downtown and their parking needs can sometimes conflict with local business needs for parking. However, currently the small number of business district residents and the fact that these residents may work somewhere outside the downtown area during daytime hours, limits the impact.

Additionally there are impacts associated with the City Government offices and nearby residential neighborhoods, particularly when city employees, downtown employees, visitors and customer parking intrudes into adjacent residential neighborhoods.

IX. OCCUPANCY COUNTS OF ON-STREET AND OFF-STREET PARKING SPACES

Occupancy counts are conducted in order to determine how extensively parking spaces are utilized and whether there is an excess or oversupply of spaces overall or in a given area. In order to assess the situation in downtown Swansboro, occupancy counts of both on-street and off-street parking areas were conducted daily by local volunteers over a full week between April 8th and 14th, May 6th through 12th, June 10th through 16th and July 8th through 14th. Counts were conducted during the hours of 9:00-11:00 AM, 12:00-2:00 PM, 3:00-5:00 PM and 6:00-8:00 PM on those dates.

As expected, individual locations accounted for differing levels of occupancy (see table 5) depending on location, type of uses, time of day, etc. Recognition of these differences may result in parking management changes as to type of use, time limits, etc. The overall parking occupancy, however, is the general indicator of use, level of utilization, etc, and is the primary basis on which the assessment of the parking situation is made. If overall occupancy exceeds 85%, an assumption can be made that there is excess parking demand for the location(s) and may justify an increase in supply. Occupancy less than 85% generally indicates that there is a surplus of spaces for the current demand.

NOTE: The results of the occupancy counts are contained in the following tables. The results are qualified due to an inconsistency in counting methods, times and formats used by the volunteers. For this reason, only the highest peak/maximum counts rather than both average and peak counts for on-street and off-street locations for a given counting period were used. Also, only 4 of 12 off-street lots were counted in the surveys.

Table 5. Maximum Observed Off-Street Occupancy

SWANSBORO,
NC

OFF-STREET PARKING ANALYSIS

(Only 4 of 12 off-street lots were counted)

Lot #	Capacity	Observed Maximum Occupancy	% Occupancy
1	68	51	75%
2	10	4	40%
3	49	32	65%
12	100	34	34%
Total Capacity	227	Maximum Occupancy 121	53%

Table 6. Maximum Observed On-Street Occupancy

SWANSBORO,
NC

ON-STREET PARKING ANALYSIS

Block #	Capacity	Observed Maximum Occupancy	% Occupancy
1	21	2	10%
2	9	6	67%
3	10	13	130%
4	9	12	133%
5	13	7	54%
6	18	8	44%
7	9	28	311%
8	30	13	43%
9	32	19	59%
10	18	17	94%
11	53	7	13%
12	44	10	23%
13	24	3	13%
14	0	0	0%
15	8	6	75%
16	9	4	44%
Total Capacity	307	Maximum Occupancy 155	50%

Based on the occupancy counts above, the maximum on-street occupancy is estimated at 155 spaces or 50%. The maximum off-street occupancy is estimated at 121 spaces or 53%. Overall average occupancy is estimated at 52%. Blocks 3, 4 and 10 indicate a shortage of spaces in those areas.

X. ESTIMATE OF CURRENT AND FUTURE PARKING DEMANDS

As indicated in Section IX (tables 5 and 6), maximum current parking demand for the 534 spaces for which counts were taken is estimated at a total of approximately 276 spaces, indicating a surplus of 258 spaces; while demand based on current land uses in Section VII is estimated at 1,105 spaces, indicating a shortage of 425 spaces. Future demand projections in Section VII indicate a need for an additional 676 spaces for a total of 1,781 spaces. With field observation indicating a surplus of at approximately 258 spaces an assumption could be made that there is ample supply for both current and future demand.

Table 7. Observed Current Parking Demand by Maximum Occupancy Count

Parking Supply	534 Spaces (included in counts)
Estimated Parking Demand	276 Spaces
Surplus	258 Spaces

Table 8. Estimated Future Parking Demand

Parking Supply	680 Spaces (Total All)
Estimated Future Demand	1,781 Spaces
Deficit	1,101 Spaces

Reconciliation of Supply/Demand

With seemingly major discrepancies in estimated versus actual usage, accommodation must be made to reconcile the observed situation with the land use estimates. Assuming that there is potential for increased utilization of the existing supply due to projected population growth and other economic circumstances that bring additional business to downtown merchants, the case could be made that a middle ground approach should be taken. In that case, a future demand projection could be based on an assumption that current maximum parking space occupancy of 51% will continue to grow annually over a 10-20 year period, and an average of the projections in Table 2, Table 3 and Table 7 would bring future demand to approximately 1,087 spaces. Based on these assumptions the future demand would be for an additional 407 spaces or +-40 spaces per year over a ten year period.

Table 9. Reconciliation of Observed Parking Demand with Methodology

Parking Supply	680 Spaces
Estimated Demand (10 years)	1,087 Spaces
Potential Future Deficit	407+- Spaces

XI. CONCLUSIONS

A review of the data contained in this report demonstrates the complicated nature of the parking issue. Although parking supply may be adequate in numbers, it is sometimes inadequate in location and type of use. Off-street lots are often controlled by several different property owners and entities, making them less effective in terms of utilization and management of supply.

And there is always the issue of perception. As shown in the surveys, downtown Swansboro suffers from the same perceptions about parking as practically every other downtown in the country. As the initiating exercise in most discussions of parking in a downtown business district, the nature of the problem is most often defined by the complaint that there is a shortage of parking. The translation is that there is not enough parking in front of the store “I” want to visit.

“Since many downtown business districts first seek to emulate the “mall”, they look for a mall or shopping center solution, but find that malls and shopping centers provide NO storefront parking. And in fact the walk from the mall parking lot is usually farther than the distance from any downtown parking space to the businesses. However, downtowns still attempt to provide more storefront parking, which can’t be done. Therefore the nature of the problem becomes unsolvable, and a commitment to better managing the existing supply is generally the best, if not only solution.”

Additionally, the realization that customer (short term) parking must take priority in areas where retail activity is predominant, and that employee (long term parking) is a priority only outside these areas, is critical to the success of any parking plan or program. In other words, employees should park in the off-street lots and leave the prime on-street spaces for the customers.

XII. RECOMMENDATIONS

The conclusions and recommendations contained in this report are based on observations and on the facts gathered, rather than perceptions. Actual observation of the parking activity in downtown Swansboro indicates that there is currently no shortage of parking supply. The following recommendations are intended to provide workable answers to

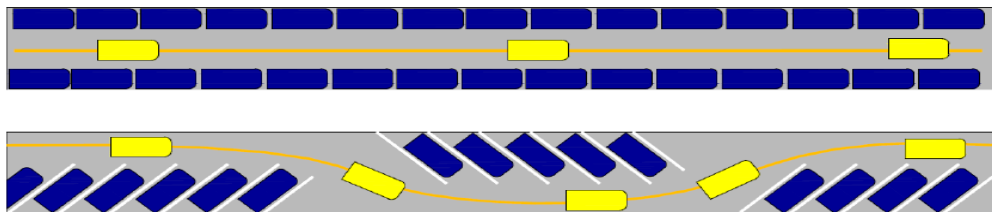
parking in downtown Swansboro, addressing the current situation and extending through the foreseeable future. These recommendations are presented in order of priority.

A. Management of the Supply

There is no substitute for efficient management of the parking supply. Good management can actually increase parking availability without costly construction of new spaces.

Swansboro should initiate a management plan and program for downtown that includes:

- a. Improvements in parking/directional signs
- b. Implementation or review of on-street parking time limits. Shorter time limits should be implemented in prime retail areas, with longer limits on side streets.
- c. Re-striping of on-street spaces to standard parking space length and width. Standard width is 8'-10' and length 18' to 20'.
- d. Disallowing parking in opposite facing directions and over the marked lines.
- e. Consider parking on only one side of the street along Front Street and all narrower streets.
- f. Consider creating an opposite direction/ one-way pair of Front and Water Streets in order to allow space for parking on both sides.(see diagrams below)
- g. Consider diagonal parking on one side of Water Street and one way traffic paired with Front Street. (see diagrams below)
- h. Developing a cooperative relationship with downtown business owners to redirect employees to off-street lots.
- i. Providing information on off-street parking availability, who owns the lots, and how can they be used.



Examples for f and g above

B. Enforcement of Regulations

Swansboro should establish a program of regular and fair enforcement to insure that parking spaces are available for all the users of downtown parking including:

- a. Enforcement of time limits to improve utilization of on-street spaces.
- b. Implement and/or review parking fines. If there are no fines or if fines are too low, they will not discourage overtime parking. If they are too high, they may be a deterrent to shoppers. Our survey indicated nominal support for a fine in the range of \$5-\$20.00.

C. Alternatives to Parking

Swansboro should explore options for reducing the parking demand. These might include:

- a. Encouraging ride-sharing by employees.
- b. Exploring a shuttle transportation option for peak seasonal periods and events.
- c. Encouraging locals to walk downtown from nearby residential neighborhoods.

D. Addressing the Perception Issue

As indicated in this report, the parking problem in Swansboro is more perceived than real. The question then becomes how to change the perceptions of the users of parking. Although this is a difficult task, Swansboro can begin to address the issue by:

- a. Disseminating the information in this report to the media and general public.
- b. Developing a marketing theme that can be incorporated in advertisements by local businesses (Did you know that downtown Swansboro has more than 600 conveniently located parking spaces?)(Did you know that downtown Swansboro has an average of 250 vacant parking spaces every day?)
- c. Providing informational brochures on off-street parking availability and how it can be used.

E. Plan for Development of Additional Supply

Swansboro should review the information in this report regarding current and future demand. With a potential future demand for approximately 407 +/- additional parking spaces indicated, plans for future parking should be made including the following:

- a. Exploring locations for development of additional parking in the future.
- b. Exploring options for parking requirements for new construction or significant renovations in downtown that also considers impact fees in lieu of private parking development to help fund new parking.
- c. Considering establishment of a special service district to underwrite the cost of parking.
- d. Exploring joint venture partnerships with potential parking users and property owners in order to share the cost of developing parking..

APPENDIX

DOWNTOWN PARKING SURVEY: CUSTOMERS		CITY	Swansboro,	DATE	4/1/2013	TOTAL SURVEYS				
						29				
						TOTAL EACH	%	EACH		
1. Why did you come downtown?										
	(a) Work		1			3%				
	(b) Personal Business		1			3%				
	(c) Shopping		10			34%				
	(d) Dining		16			55%				
	(e) Other		1			3%				
2. How did you arrive downtown?										
	(a) Drive		26			90%				
	(b) Ride with someone		3			10%				
	(c) Walk					0%				
	(d) Bus/public transportation					0%				
3. Where did you park?										
	(a) Private lot		5			17%				
	(b) Parking Deck					0%				
	(c) Public Lot		1			3%				
	(d) On-Street		23			79%				
4. How long do you expect to stay (did you stay) downtown today?										
	(a) Less than 30 minutes		2			7%				
	(b) 1-4 hours		25			86%				
	(c) 4-8 hours		2			7%				
	(d) More than 8 hours					0%				
5. How many businesses will you (did you) visit or other stops will you (did you) make while downtown?										
	(a) One		11			38%				
	(b) Two		7			24%				
	(c) Three		4			14%				
	(d) Four or more		6			21%	TOTAL EACH	%	%	
Please mark whether you Agree or Disagree after each statement below.							AGREE	DISAGREE	AGREE	DISAGREI
6. There is not enough parking downtown.										
						21	8	72%	28%	
7. I would pay a reasonable fee to park downtown.										
						3	25	10%	86%	
8. If you agree to item above, what would a reasonable parking fee be? \$2-5 Per hour										
9. I would not object to parking meters downtown.										
						2	27	7%	93%	
10. Parking enforcement is too strict.										
						3	21	10%	72%	
11. I would use public transportation if it was convenient and available.										
						6	22	21%	76%	
12. I would be willing to park farther away and walk if the lots were free.										
						7	8	24%	28%	
13. Parking meters should be used to increase space turnover and generate revenue for additional parking										
						3	25	10%	86%	
14. Parking should be provided and paid for only by the City										
						5	7	17%	24%	
15. Parking should be provided and paid for only by private businesses										
						5	24	17%	83%	
16. Cost of providing parking should be shared by the City, Private Businesses and Users of Parking										
						20	17	69%	59%	
17. All parking should be free										
						23	6	79%	21%	
18. Downtown employees should always park off-street leaving on-street spaces for customers										
						24	5	83%	17%	
19. The employer is responsible to see that employees park off-street.										
						23	6	79%	21%	
20. I would use a park-and-ride service if convenient and available.										
						11	17	38%	59%	
21. Customers should be allowed to park as long as they like										
						19	9	66%	31%	
22. I would park in a parking deck if it was conveniently located.										
						13	16	45%	55%	
23. Parking time limits should be enforced in order to increase space turnover										
						8	13	28%	45%	
24. If you agree to item 23 above, overtime parking fines should be no higher than \$50.00 \$2-25										
25. If there are parking time limits, parking time limits should be at least 1 to 4 hours										
1	444	222	55	3	88					
Thank you for participating in our effort to improve downtown parking!										
Some respondents did not answer all questions										
Comments: No meters/more handicapped/stripe spaces/										

DOWNTOWN PARKING SURVEY: EMPLOYEES		CITY	Swansboro	DATE	Apr-13	TOTAL SURVEYS					
						22					
						TOTAL EACH					
						% EACH					
1. Employment Status											
(a) Full Time		17				77%					
(b) Part Time		4				18%					
(c) Daytime		12				55%					
(d) Evening		2				9%					
2. Type Employment											
(a) Retail						0%					
(b) Restaurant/Ent		18				82%					
(c) Hotel						0%					
(d) Government		1				5%					
(e) Office/clerical		1				5%					
(f) Other		2				9%					
3. How do you usually get to work?											
(a) Drive and Park		22				100%					
(b) Ride with friend or relative						0%					
(c) Use public transportation						0%					
(d) Ride Bicycle or moped						0%					
(e) Ride motorcycle						0%					
(f) Dropped off						0%					
(g) Walk						0%					
4. Where do you usually park when you drive to work?											
(a) Public parking lot		2				9%					
(b) Parking Deck						0%					
(c) Private parking lot		14				64%					
(d) On-street		6				27%					
5. Who pays for your parking?											
(a) I pay all						0%					
(b) Employer Pays All		4				18%					
(c) Employer pays part						0%					
(d) Park in free location		18				82%					
6. If you pay for parking, how much does it cost? <input type="text"/> per day <input type="text"/> per month											
7. Off-street parking rates for employees should be no higher than <input type="text"/> per day <input type="text"/> per month											
8. On-street parking rates should be no higher than <input type="text"/> per hour											
9. Parking fines should be no higher than <input type="text"/>											
Please mark whether you Agree or Disagree after each statement below.						TOTAL EACH					
						AGREE		DISAGREE		%	
10. I would pay more to park close to work.						1		20		5%	
11. I would use public transportation if it was convenient and available.						4		18		18%	
12. I would be willing to park farther away and walk if the lots were free.						10		12		45%	
13. Parking meters should be used to increase space turnover and generate revenue for additional parking						6		16		27%	
14. Parking should be provided only by the City						11		11		50%	
15. Parking should be provided only by private businesses						4		17		18%	
16. Cost of providing parking should be shared by the City, Private Businesses and Users of Parking						7		9		32%	
17. All parking should be free						17		4		77%	
18. Employees should always park off-street leaving on-street spaces for customers						13		7		59%	
19. The employer is responsible to see that employees park off-street.						10		9		45%	
20. I would use a park-and-ride service if convenient and available.						3		18		14%	
21. Customers should be allowed to park as long as they like						11		10		50%	
22. Parking limits should be enforced in order to increase space turnover						6		13		27%	
23. I would pay a reasonable fee to rent an off-street parking space.						2		20		9%	
ALL RESPONDERS DID NOT ANSWER EVERY QUESTION											

DOWNTOWN PARKING SURVEY: BUSINESS OWNERS		CITY	Swansboro	DATE	Jun-13
<div style="border: 1px solid black; height: 20px; width: 100%;"></div>					
<div style="border: 1px solid black; height: 20px; width: 100%;"></div>					
3. Business Type (CHECK)					
(a) Retail		4			
(b) Restaurant/Ent		1			
(c) Hotel					
(d) Government					
(e) Office/service					
(f) Other		1			
4. Business Hours (WRITE IN)					
	OPEN	CLOSE			
(a) Monday					
(b) Tuesday					
(c) Wednesday			Various		
(d) Thursday					
(e) Friday					
(f) Saturday					
(g) Sunday					
5. Business Size in Square Feet					
	1200+-	SF (average (Square Feet = Building Length x width x no. of stories occupied))			
6. No. Parking Spaces you					
	Own	25	Lease	20	
7. No. Employees					
	Full-time	4.3	Part-time	2	Averages
8. No. Customers per day					
	YEAR-ROUND	HIGH SEASON	LOW SEASON		
	Daytime		Daytime	378	Daytime
	Nighttime		Nighttime		Nighttime
9. What percentage of your customers are already downtown to work or shop or live? %					
10. Off-street parking rates should be no higher than _____ per hour or _____ per month					
11. On-street parking rates should be no higher than _____ per hour					
12. Parking fines should be no higher than \$20-50					
Please mark whether you Agree or Disagree after each statement below.					
				Agree	Disagree
13. Parking meters should be used to increase space turnover and generate revenue for additional parking					
					5
14. Parking should be provided only by the City					
				1	4
15. Parking should be provided only by private businesses					
					5
16. Cost of providing parking should be shared by the City, Private Businesses and Users of Parking					
				4	1
17. All parking should be free					
				1	4
18. Employees should always park off-street leaving on-street spaces for customers					
				4	1
19. The employer is responsible to see that employees park off-street.					
				4	1
20. I would pay an additional tax to support parking.					
				1	4
21. Customers should be allowed to park as long as they like					
				5	0
22. Parking limits should be enforced in order to increase space turnover					
					5
23. I would/do provide parking validation for my customers					
				1	3
24. I would pay a reasonable fee to lease an off-street parking space.					
				1	4

PARKING DEVELOPMENT AND FUNDING OPTIONS

Should additional parking needs be identified there are several options for funding that may be explored. Recognizing that some of these options are not directly applicable to small communities, similar procedures might be considered on a smaller and less complicated scale. Items 4 and 6 represent the most feasible options with 1 being the most familiar.

1. General Obligation Bonds
 - a. Requires Public Referendum
 - b. Lowest finance costs
 - c. Pledge of full faith and credit of city
2. Tax Exempt Certificates of Participation
 - a. No Public Referendum required
 - b. Slightly higher finance costs than GO Bonds
 - c. Does not affect city's bond cap limit
 - d. No pledge of full faith and credit of city
 - e. Pledge of non-tax revenues only
 - i. Parking Fees and fines
 - ii. Other non-tax revenues
 - f. Maximum of 10% of spaces for a private user
3. Project Development Finance Bonds
 - a. Tax Increment (new property taxes generated by new private development) used for repayment
 - b. Requires establishing a special project district
 - c. Requires establishing base line values in the district
 - d. Requires LGC Approval
4. Local Development Incentives
 - a. Local government builds public improvements (parking) to support new private investment
 - b. Local government budgets funds for repayment based on portion of projected new taxes and other revenues to be generated by new private investment
5. Municipal Service District (MSD)
 - a. Special Tax District established in the downtown business district.
 - b. Special (property) tax assessment used to repay debt for parking facilities
 - c. New tax must start with the next fiscal year
 - d. Public hearing required, at least 6 months prior to start of next fiscal year
6. Downtown Development Project (GS160A-458.3)
 - a. City determines necessity for downtown development project
 - b. Enters into joint development agreement with private developer to build private investment project and public parking project
 - c. Public bidding process not required/streamlines construction process if city portion is no more than 50% of project cost.