



Date: February 4, 2025  
 To: Trevor Nuttall, Community Development Director  
 Company: City of Asheboro  
 Address: 146 North Church Street

From: Jim Corbett, Director of Municipal Planning  
 Project Name: City of Asheboro Central Business District Parking Study and Strategy  
 Project Number: 19-001579.00

Walker representatives were asked to provide the following project status update for the Central Business District Parking Study and Strategy. As of the writing of this memorandum, *Phase 1: Analysis and Evaluation of Existing Conditions* has been completed, including a summary of the stakeholder and open house meeting and an evaluation of the community survey results. Walker representatives and staff members of the Planning Department are evaluating the future parking needs related to estimated growth metrics and additional parking demand impacts created by active and potential redevelopment projects.

### Parking Supply Summary

Within the downtown study area, 920± publicly available off-street parking spaces have been recognized as controlled by the City and the County. By contrast, 1,227± privately held off-street parking spaces are available for the patrons of the businesses represented by the control of this private inventory. Lastly, as many as 321± curbside parking spaces are available on the streets within the downtown study boundaries for a comprehensive public and private parking inventory of 2,468± parking spaces.

### Parking Demand Summary

The following parking utilization percentages have been reported during a typical weekday observation period in October. The gray-shaded columns reflect peak observation times during the day.

Inventory	10:00 a.m.	11:00 a.m.	12:00 p.m.	1:00 p.m.	6:00 p.m.	7:00 p.m.
On-Street	35%	44%	49%	48%	43%	40%
Off-Street Public	47%	49%	50%	49%	26%	25%
Off-Street Private	28%	30%	29%	27%	21%	19%
<b>Overall</b>	<b>40%</b>	<b>43%</b>	<b>44%</b>	<b>43%</b>	<b>26%</b>	<b>25%</b>

Source, Walker Consultants 2024

The following parking utilization percentages have been reported during a typical weekend observation period in October. The gray-shaded columns reflect peak observation times during the day.

Inventory	11:00 AM	12:00 PM	1:00 PM	4:00 PM	6:00 PM	7:00 PM
On-Street	40%	36%	44%	35%	45%	48%
Off-Street Public	21%	21%	25%	22%	22%	27%
Off-Street Private	19%	17%	17%	15%	15%	17%
<b>Overall</b>	<b>22%</b>	<b>21%</b>	<b>25%</b>	<b>21%</b>	<b>23%</b>	<b>26%</b>

Source, Walker Consultants 2024

## Summary of Stakeholder and Open House Discovery Meetings

In coordination with the City and as part of the discovery and existing conditions analysis, Walker representatives interviewed stakeholders and hosted one open house meeting to understand the issues and items unique to Asheboro's downtown. These meetings were held in person from November 19<sup>th</sup> through November 21<sup>st</sup>, with an additional virtual meeting conducted with Asheboro Hosiery, LLC representatives on the Monday after the Thanksgiving break.

Meeting topics and concerns were related to the perceived impacts of several redevelopment projects planned for the upcoming years, particularly the effects on available public parking inventory. Attendees were also concerned about the safety of pedestrian crossings at the main vehicular corridors and the need for additional lighting along these pedestrian corridors.

It's believed that downtown employees are parking in the prime parking areas, prohibiting frequent parking space turnover due to employees parking for longer periods. The current time-limited signs are not enforced consistently, and some stakeholders believe curbside regulations are not enforced. Enforcement representatives with the City expressed concerns that parking citations are frequently voided. Stakeholders believe the \$5.00 fine for a parked overtime parking citation is insubstantial.

The need for short-term loading and unloading spaces is becoming a growing concern for carryout businesses and downtown residents needing quick access to their properties.

The special event application process suggests greater coordination is needed between all managing and operational parties, and more advanced communication with business owners is warranted before the event.

A concern has been raised about food truck operators occupying prime curbside parking inventory during peak activity periods, sometimes conflicting with available parking inventory needed for brick-and-mortar restaurants.

Stakeholders believe all public parking locations should be branded with hours of operation that will help residents and users identify parking inventory locations. A vehicular wayfinding program would also enable greater utilization of public parking locations.

## Summary of Community Survey Responses

A summary of the survey respondent's answers is shown here:

- The majority of respondents (76%) reside within the city limits or in Randolph County, but not downtown.
- The preferred reason for coming downtown is restaurants and bars, followed by festival events and retail.
- The majority of respondents (56%) come downtown weekly.
- The majority of respondents (36%) visit downtown between 6:00 p.m. and 10:00 p.m. (early evening).
- 97% of respondents travel into and out of downtown by personal vehicle.
- The majority of respondents (48%) prefer to park in off-street parking lots managed by the City of Asheboro.
- Of the three suggested parking options, the majority of respondents (46%) prefer parking that is affordable and easy to find but less conveniently located.
- 52% of respondents can usually find parking when coming downtown.

- The top three most important parking criteria are proximity to destination, certainty of available parking, and safety and security of parking options.
- 50% of respondents consider the quality of pedestrian and wayfinding signs average.
- 54% of respondents are willing to walk 1 to 2 blocks from their parking space to their destination.
- 31% of respondents have no issues parking at city parking lot locations, while 28% state they are usually full or at capacity.
- 48% of respondents replied that the downtown parking system is somewhat easy to navigate.
- 57% of respondents replied that two hours is enough time to park on-street.
- 41% of respondents are unaware of the Randolph County Area Transit operation.
- The top three barriers to preventing motorists from walking farther from their parked destination are a preference to park as close as possible, safety, and weather and temperature conditions.
- The top four preferences for using curbside and right-of-way areas are sidewalks, curbside parking, green space, and passenger pick-up and drop-off.
- The top three steps the city should undertake for managing the availability of public parking downtown are to create more parking options through leasing and acquisition efforts, create more off-street parking options through shared parking agreements with private property owners, and redesign on-street parking for angled parking instead of parallel parking where applicable.

**Open-ended Question #19:** What would you recommend to improve parking conditions in Downtown Asheboro?

- Do not charge a fee for parking in public spaces.
- Consistently enforce posted parking time limits.
- Curbside parking for visitors and surface lots for employees and residents.
- Construct or build a centrally located parking deck.
- More lights and security patrols to ward off homeless people in the evenings.
- Shared parking with private businesses on evenings and weekends.
- Bike lanes and sidewalks.
- More short-term parking spaces for quick access to carry out retail and food service.
- Better-branded directional signs for all public parking locations.
- Better delivery vehicle access to businesses.
- Build a parking deck at the old Courier-Tribune building site (500 Sunset Avenue)
- Consider a shuttle circulator on peak days to accommodate remote parking areas.

**Open-ended Question #20:** What action should the City of Asheboro take to manage parking demand related to future growth and development challenges?

- Optimize existing parking through shared agreements - both public and private.
- Promote alternative available parking lots through a redesigned wayfinding program with improved signage.
- Develop alternative transportation options for park-and-ride, such as the trolley mentioned.
- Address parking needs east of Fayetteville Street.
- Parking deck at Chandler Concrete site or tiered parking lots on Church Street.
- The city should acquire land or build parking on existing city-owned land.