

NCTCOG PARKING GARAGE AND TRANSPORTATION FACILITY INTERFACE STUDY

DELIVERABLE: DOWNTOWN WYLIE PARKING REVIEW AND RECOMMENDATIONS

NOVEMBER 1, 2019

The City of Wylie is located largely within Collin County and has a population of approximately 50,000 people. Its historic Downtown Wylie area is located north of Texas Highway 78 on and around Ballard Avenue, and is home to several churches including the First Baptist Church of Wylie, St. Anthony's Catholic Church, Citipointe Church and the Wylie Bible Church. Parking availability on weekdays during lunchtime and on weekends during Church services and special events Downtown have been identified as an issue by Wylie officials and stakeholders.

The purpose of this deliverable is two-fold:

- To provide Wylie and NCTCOG with a preliminary assessment of existing parking conditions during the weekday lunchtime period on Ballard Avenue, in public off-street parking lots, and in the First Baptist Church's parking lots.
- To provide recommendations for further data collection and analysis, preliminary ideas for managing event parking demand, and a list of potential issues.

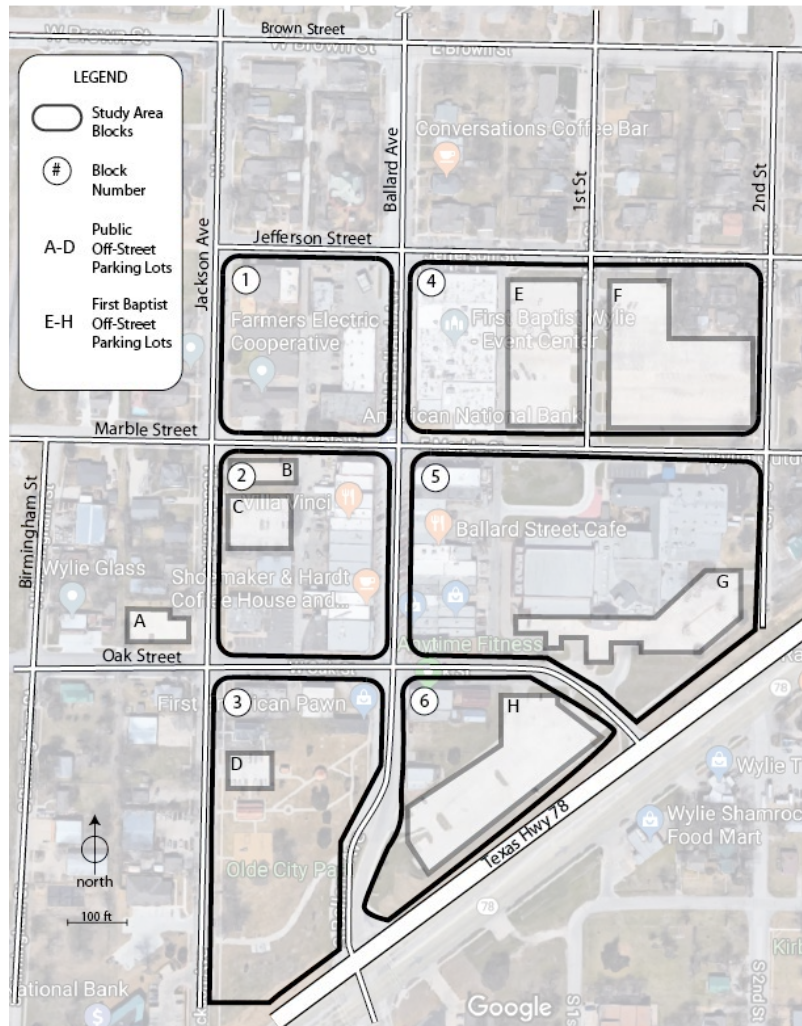
PARKING FOCUS AREA

The study area for this effort includes Ballard Avenue between Jefferson Street and Texas Highway 78, Jefferson Street, Marble Street and Oak Street between Jackson Avenue and 1st Street, striped on-street parking on Jackson Avenue between Jefferson Street and Texas Highway 78 and select off-street parking facilities. Figure 1 shows the study area and the facilities included in the data collection effort.

The delineation of study area blocks was developed as a way to gather information on a more granular level than a full study-area wide analysis would allow. Certain blocks were extended and/or are larger, such as Block 4, to incorporate the entirety of First Baptist Church's off-street parking supply.

NCTCOG's overall study area extends from Brown Street to the north, 2nd Street to the east, Texas Highway 78 to the south and Birmingham Street to the west. The parking focus area boundaries include Jefferson Avenue to the north, 2nd Street to the east, Texas Highway 78 to the south and Jackson Avenue to the west. While the City has identified Brown Street as the northern boundary of Downtown Wylie, a smaller parking focus area was selected for data collection as there was little parking activity on the excluded streets during the peak weekday lunchtime timeframe.

Figure 1: Downtown Wylie Parking Study Area



Walker Consultants staff visited the study area on Thursday, April 4, 2019 to compile an inventory of the on-street parking in the study area as well as publicly available/First Baptist Church off-street parking within the study area. Additionally, Walker collected an occupancy count during the lunchtime hour. According to stakeholders, the lunch hour is one of the most challenging time periods for parking and mobility and occurs on a daily basis during the week. Other challenging times identified during the week include days when events are held and during times that the First Baptist Church has services.

EXISTING PARKING INVENTORY

One of the challenges identified in the kick-off/stakeholder meeting was that infrequent patrons may not know that certain lots are publicly available due to a lack of clear signage. For example, the First Baptist Church’s parking lots have availability on weekdays, and the Church has historically allowed employees and patrons of nearby businesses to use their parking facilities during non-peak Church times. Additionally, the City parking lots, on the northwest corner of the Jackson Avenue/Oak Street intersection, and on the east side of Jackson

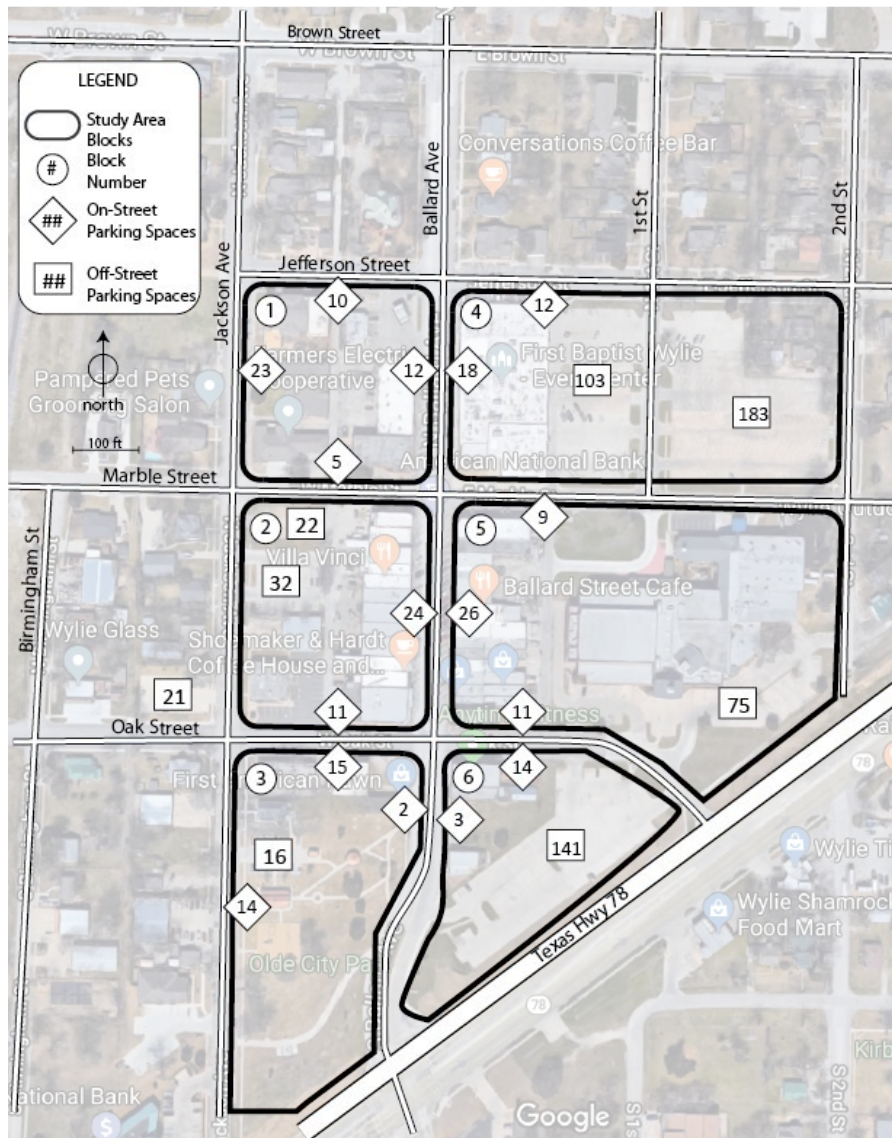
NCTCOG PARKING GARAGE AND TRANSPORTATION FACILITY INTERFACE STUDY

DELIVERABLE: DOWNTOWN WYLIE PARKING REVIEW AND RECOMMENDATIONS

NOVEMBER 1, 2019

Avenue between Marble Street and Oak Street, are not signed in a manner that alerts patrons that they are publicly-available parking facilities.

Figure 2: Study Area Parking Inventory (Number of Parking Spaces)



Source: Walker Consultants, 2019

Overall within the study area, there are 209 striped on-street parking spaces, 85 of which are on Ballard Avenue, and 593 off-street parking spaces. 502 of the spaces belong to First Baptist Church and the remaining 91 are publicly owned.

It should be noted that the 54 off-street parking spaces in Block 2 will be displaced by a planned development project in the near future.

EXISTING PARKING OCCUPANCY AND PARKING CONDITIONS

Walker staff recorded parking occupancy in the study area at 12:30 PM on Thursday, April 4, 2019 to capture typical lunchtime conditions in the Downtown.

Figure 3 summarizes the overall level of occupancy observed by space type, while Figure 4 shows observed occupancy ranges by parking lot/block face.

Figure 3: Overall Study Area Parking Occupancy by Space Type, Thursday April 4, 2019

Space Type	Inventory	Occupancy	%
On-Street Total	209	104	50%
Off-Street Total	593	100	17%
First Baptist Lots	502	85	17%
'Public' Lots	91	15	16%

Source: Walker Consultants, 2019

While on-street parking along the core of Ballard Avenue (between Oak and Marble Streets) and Marble Street east of Ballard Avenue are at or approaching full capacity, other on-street parking in the study area was less than 70 percent full on a block face by block face basis, with the majority of the block faces not on or adjacent to Ballard Avenue having occupancies in the 0-25 percent range.

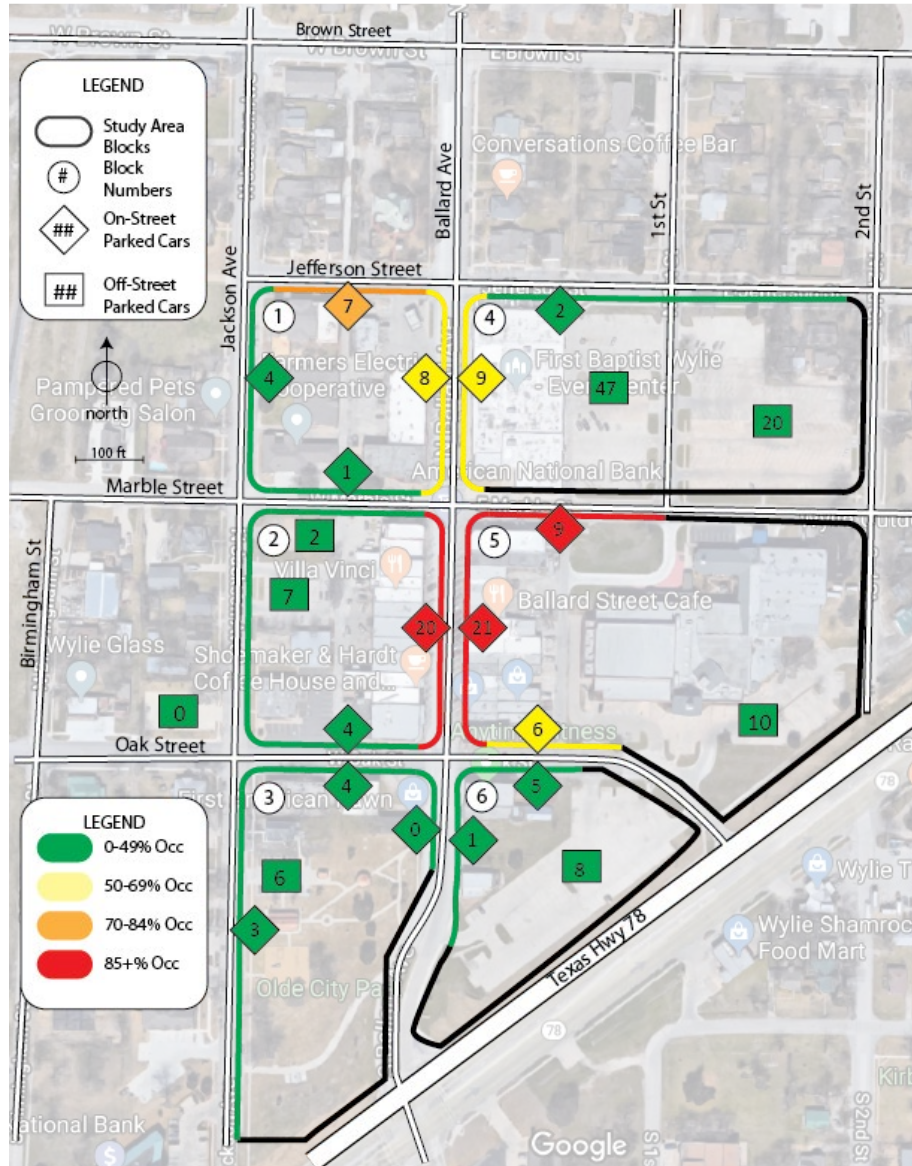
Off-street parking in the study area was also lightly utilized, with public parking lots under 20 percent utilized, and the First Baptist Church lots also under 20 percent utilized except for the lot adjacent to the First Baptist Wylie Event Center which was 46 percent utilized. Occupancy totals are depicted in Figure 4.

NCTCOG PARKING GARAGE AND TRANSPORTATION FACILITY INTERFACE STUDY

DELIVERABLE: DOWNTOWN WYLIE PARKING REVIEW AND RECOMMENDATIONS

NOVEMBER 1, 2019

Figure 4: 12:30 PM Parking Occupancy



Source: Walker Consultants, 2019

Appendix A contains a complete list of the on-street block faces and off-street parking lots at which parking inventory and occupancy data was collected as part of this analysis.

In addition to the parking occupancy counts, Walker staff made the following observations related to parking:

- During the time Walker was in the study area, the parking spaces on Ballard Avenue appeared to turn over indicating that employees of the adjacent businesses are generally parking elsewhere, leaving the closest spaces available for customers.
- There is a lack of public parking signage denoting where public parking is allowed.

NOVEMBER 1, 2019

- Once off Ballard Avenue, the pedestrian environment becomes more difficult to navigate in some cases; sidewalks are missing in some areas and narrow in others. This challenging pedestrian environment makes parking in underused areas a less attractive option for patrons.

CONCLUSIONS, RECOMMENDATIONS, AND ITEMS FOR CONSIDERATION

Overall, there is adequate parking supply in the Downtown area to accommodate the existing lunchtime (typical peak weekday) parking demand generated by the retail and dining uses along Ballard Avenue and adjacent/parallel streets. However, the most convenient spaces – on-street parking on Ballard Avenue between Marble and Oak – are generally full at lunchtime, while spaces a block or two away sit empty.

Walker reviewed available automated pedestrian counter data collected on Ballard Avenue in Downtown Wylie in June/July 2019. Pedestrian volume on Saturdays is approximately two times higher than on weekdays, and pedestrian volumes on June 29, 2019 during the Wylie Bluegrass on Ballard Car and Motorcycle show was approximately 4.5 times higher than the average Saturday.

Walker offers the following recommendations for consideration with respect to areas for additional study, policy, outreach and event management:

- Conduct additional data collection, including collection of parking inventory and occupancy data in Downtown on both a Saturday and a Sunday and during both a City event in the Downtown and a First Baptist Church of Wylie event, as well as parking turnover analysis along Ballard Avenue on a typical weekday and Saturday.
 - Key information to obtain include the extent to which the churches in the study area rely on on-street and public parking facilities for parking during their largest weekend services, and to what extent local events rely on the churches making their parking available to the public during the event.
- Improve signage at and wayfinding to public parking facilities.
 - As unfamiliar users, it was unclear to the Walker team which off-street parking lots are considered public parking. Signage should be provided at each location where public parking is allowed and could even be as simple as a blue “P” parking symbol on the approaches to public facilities. Additionally, wayfinding signs should be placed in strategic locations approaching the Downtown to direct patrons to these facilities. Figures 5 and 6 show two examples of simple, clear parking signage.
 - Signage and wayfinding could also serve as an opportunity to further branding efforts by integrating parking signage packages with a general wayfinding package sharing information about Downtown with visitors.

NCTCOG PARKING GARAGE AND TRANSPORTATION FACILITY INTERFACE STUDY
DELIVERABLE: DOWNTOWN WYLIE PARKING REVIEW AND RECOMMENDATIONS

NOVEMBER 1, 2019

Figure 5: Parking Signage Example #1



Source: Walker Consultants, 2019

Figure 6: Parking Signage Example #2



Source: Walker Consultants, 2019

- Work with private entities, such as the First Baptist Church of Wylie and St. Anthony’s Catholic Church to formalize the allowance of public parking on weekdays.
 - Church uses are predominately weekend uses and they may be amenable to formalizing the allowance of public parking or employee parking in their parking lot during weekdays. Based on discussions during the stakeholder kick-off meeting, this already occurs on an ad-hoc basis with the First Baptist Church of Wylie’s parking lots.
 - A formal agreement would also help alleviate concerns Church representatives expressed about allowing regular public parking on their property, including liability concerns and insurance, lot maintenance, and hours of public availability.
- Work with the First Baptist Church of Wylie, St. Anthony’s Catholic Church, and other interested participants to develop an event parking plan and event tracking system for Downtown, to be coordinated and maintained by a designated City staff person. Among the goals would be reduced occurrences of conflicting events, and a clear set of procedures, policies and terms for parking use and management during events.

- Event could be grouped into categories depending on size (small, medium, large), with a different protocol for each category.
- For small events, the City might elect to have the event host fill out a form identifying the date and time of the event and the expected number of attendees/vehicles associated with the event. The event would remit a small administrative fee based on the number of vehicles anticipated.
- For medium-sized events, the City could again require the completion of a form, along with additional stipulation such as dictating where event flyers/information should direct attendees to parking, and collection of a per vehicle parking fee (surcharge) to help the City cover potential increased costs related to parking lot maintenance, police enforcement and waste removal.
- For large events the City should consider all of the above, and additionally, the event would need to work with the City and, likely, First Baptist Church (assuming the event is not being held by the Church) to identify where event patrons should be directed to park, and if necessary, the assessment and implementation of a shuttle system from remote parking to the event.

CONCEPTUAL ALTERNATIVE PARKING CONFIGURATIONS ON BALLARD (JEFFERSON TO OAK)

The pedestrian environment in Downtown is challenging, both on side-streets which have narrow, discontinuous, and/or missing sidewalks and on Ballard Avenue which has wider sidewalks that are encroached upon by overhanging vehicles as well as sidewalk clutter. This makes surface parking lots, such as the one on the northwest corner of the Oak Street/Jackson Street intersection unappealing and underutilized. A discussion of the current configuration and alternatives is provided below.

CURRENT CONFIGURATION: FRONT-IN ANGLED PARKING

- Pros:
 - Angled parking maximizes on-street parking inventory.
 - Angled parking is easier to pull into/out of than parallel parking.
 - Leaving the configuration at the status quo is the lowest cost option.
- Cons:
 - Vehicles overhang the curb on Ballard Avenue reducing the functional width of the sidewalk.
 - Angled spaces are typically 18 feet deep (parallel spaces are typically 8 feet wide) consuming a larger portion of the roadway cross-section.
 - Front-in angled parking is generally considered the least complementary option for alternative modes and has the highest potential for vehicle to vehicle conflict, given the width needed to accommodate it and the need for vehicles exiting to back into the travel lane.

ALTERNATIVE CONFIGURATION: PARALLEL PARKING ON BOTH SIDES OF STREET

- Pros:
 - Parallel parking on both sides of the street could potentially reduce the curb to curb cross section by up to 20 feet (10 feet on each side). This space could be used to widen sidewalks and/or to provide a protected bicycle lane on each side of the street.
 - Vehicles cannot overhang the curb when parked in a parallel configuration.
 - Pedestrian conditions on this segment of Oak Street could be improved, providing a better linkage between the parking lot on the northwest corner of the Oak Street/Jackson Street intersection and Ballard Avenue.
 - Parallel parking maximizes speed reduction on the roadway, if that is a goal.

- Cons:
 - Conversion to parallel parking would reduce on-street parking inventory. Ballard Avenue between Jefferson Street and Oak Street currently has 50 angled spaces. Based on preliminary review, assuming a 22-foot stall length, if converted to parallel parking there would be room for approximately 28 parking spaces, a reduction of 22 spaces. Based on the fieldwork Walker performed, the loss of on-street parking could easily be accommodated on side streets and on off-street parking facilities that are currently underutilized.
 - Parallel parking spaces can be more difficult to enter and exit particularly on a busy street. Need to determine corridor priorities.

ALTERNATIVE CONFIGURATION: PARALLEL PARKING ON ONE SIDE WITH FRONT-IN ANGLED PARKING ON OTHER

- Pros:
 - Parallel parking on side of the street could potentially reduce the curb to curb cross section by up to 10 feet. This space could be used to widen sidewalks on one or both side of the street.
 - Splits the difference in terms of the amount of parking inventory lost versus parallel on both sides.
 - Creates a chicane effect (traffic calming measure).
- Cons:
 - Loss of parking spaces where angled parking is converted to parallel parking. Based on the fieldwork Walker performed, the loss of on-street parking could easily be accommodated on side streets and on off-street parking facilities that are currently underutilized.
 - Potential arguments over which side of the street to convert to parallel parking. It should be noted there are examples of communities where the parking ‘jogs’ in that on one block, for example, the east side will be angled and the west side parallel, and then on the next block the east side will be parallel, and the west side angled.
 - Parallel parking spaces can be more difficult to enter and exit particularly on a busy street. Need to determine corridor priorities.

ALTERNATIVE CONFIGURATION: ONE-WAY CONVERSION

Note that this option would require further traffic analysis and determination of the appropriate parallel street to convert to one-way in the other direction to complete the couplet. The discussion below assumes Ballard would have only a single travel lane.

- Pros:
 - Could maintain angled parking on both sides of the street No reduction in available parking supply.
 - Reduction to one travel lane would provide 8-10 feet of roadway width that could instead be used for wider sidewalks on both sides of the street.
 - Would slow traffic through the downtown core.
- Cons:
 - Additional traffic on parallel streets, including the potential for a street to become a by-pass for vehicles trying to avoid Ballard Avenue altogether.
 - Reduced roadway capacity – which is not necessarily a con depending on the goals of the community.

ADDING INVENTORY THROUGH ABOVE-GRADE PARKING STRUCTURE

Another option for increasing parking capacity in Downtown would be to construct an at-grade parking garage. Given Walker's observations related to parking occupancy in the study area, the addition of a parking structure to Downtown would not necessarily be highly utilized nor address the core behavioral issue related to parking, which would be best addressed through management of existing parking spaces.

However, given there is a level of interest in understanding the general costs, benefits and tradeoffs of a parking structure, Walker has provided the following commentary:

STRUCTURE COSTS

A basic (limited architectural elements and façade) above-grade parking structure would cost around \$16,000 per space, excluding land acquisition costs, for an efficient long-span parking structure. The minimum footprint required for an efficient structure of this type is typically 120-125 feet wide by 160 feet long for a two-bay garage. A smaller structure would be less efficient, and therefore cost more per space since more of the area would be devoted to ramping and turns.

Based on Walker's field review of the area, the most likely sites for an efficient structure would be the following:

- West half of the block bounded by Marble Street, Ballard Avenue, Oak Street and Jackson Avenue (Block 2 in the figures).
 - This area is already slated for a future development, which would inhibit the selection of this site.
- On the surface parking lot behind the First Baptist Wylie Event Center.
 - This would require a public-private partnership between the City and the Church as well as execution of a use agreement.

It should be noted that since both options would eliminate existing surface parking, the cost per net new space would be higher than \$16,000.

The benefits of a parking structure would be the additional capacity it would provide during events and on Sundays. However, it would likely sit empty throughout the day and evening on weekdays and would not be the first choice of patrons of Downtown businesses. There would still be a tendency for patrons to fill the most convenient on-street parking first, and the perception of inadequate parking may still remain even with the construction of a structure. A parking structure may also be out of place/out of character with the rest of Downtown Wylie, although this could be ameliorated through architectural elements.

NCTCOG PARKING GARAGE AND TRANSPORTATION FACILITY INTERFACE STUDY

DELIVERABLE: DOWNTOWN WYLIE PARKING REVIEW AND RECOMMENDATIONS

NOVEMBER 1, 2019

APPENDIX A – LIST OF ON AND OFF-STREET PARKING FACILITY INVENTORY AND OCCUPANCY COUNTS

On-Street Parking Facilities

Block	Facility	Stall Type	Inventory	Occupancy 12:30 PM	%
1	On-Street: Jefferson	Unrestricted	10	7	70%
1	On-Street: Ballard	Unrestricted	12	8	67%
1	On-Street: Marble	Unrestricted	4	1	25%
1	On-Street: Marble	ADA	1	0	0%
1	On-Street: Jackson	Unrestricted	22	4	18%
1	On-Street: Jackson	ADA	1	0	0%
2	On-Street: Ballard	Unrestricted	22	20	91%
2	On-Street: Ballard	ADA	2	0	0%
2	On-Street: Oak	Unrestricted	11	4	36%
3	On-Street: Oak	Unrestricted	15	4	27%
3	On-Street: Ballard	Unrestricted	2	0	0%
3	On-Street: Jackson	Unrestricted	12	3	25%
3	On-Street: Jackson	ADA	2	0	0%
4	On-Street: Jefferson	Unrestricted	12	2	17%
4	On-Street: Ballard	Unrestricted	18	9	50%
5	On-Street: Marble	Unrestricted	9	9	100%
5	On-Street: Oak	Unrestricted	11	6	55%
5	On-Street: Ballard	Unrestricted	24	21	88%
5	On-Street: Ballard	ADA	2	0	0%
6	On-Street: Oak	Unrestricted	14	5	36%
6	On-Street: Ballard	Unrestricted	3	1	33%

Off-Street Parking Facilities

Block	Facility	Reference Letter on Figure 1	Stall Type	Inventory	Occupancy 12:30 PM	%
4	First Baptist Lot	E	Off-Street	103	47	46%
4	First Baptist Lot	F	Off-Street	183	20	11%
5	First Baptist Lot	G	Off-Street	75	10	13%
6	First Baptist Lot	H	Off-Street	141	8	6%
2	Gravel Lot	B	Off-Street	22	2	9%
2	Paved Lot	C	Off-Street	32	7	22%
3	Park Lot	D	Off-Street	16	6	38%
	NEC Oak/Jackson	A	Off-Street	21	0	0%