



Downtown Roswell Parking Assessment

Summary of Existing Conditions and
Study Recommendations

April 2021

The Roswell Downtown Development Authority logo is a square with a solid orange background. The text "ROSWELL DOWNTOWN DEVELOPMENT AUTHORITY" is written in white, uppercase, sans-serif font, stacked in four lines.

ROSWELL
DOWNTOWN
DEVELOPMENT
AUTHORITY

Organization of the Study

- **Objectives of the Study**
- **Overview of Downtown Roswell's Parking**
- **Major Challenges**
- **Parking Demand and Supply:**
Today and in the Future
- **Potential Strategies/Recommendations**

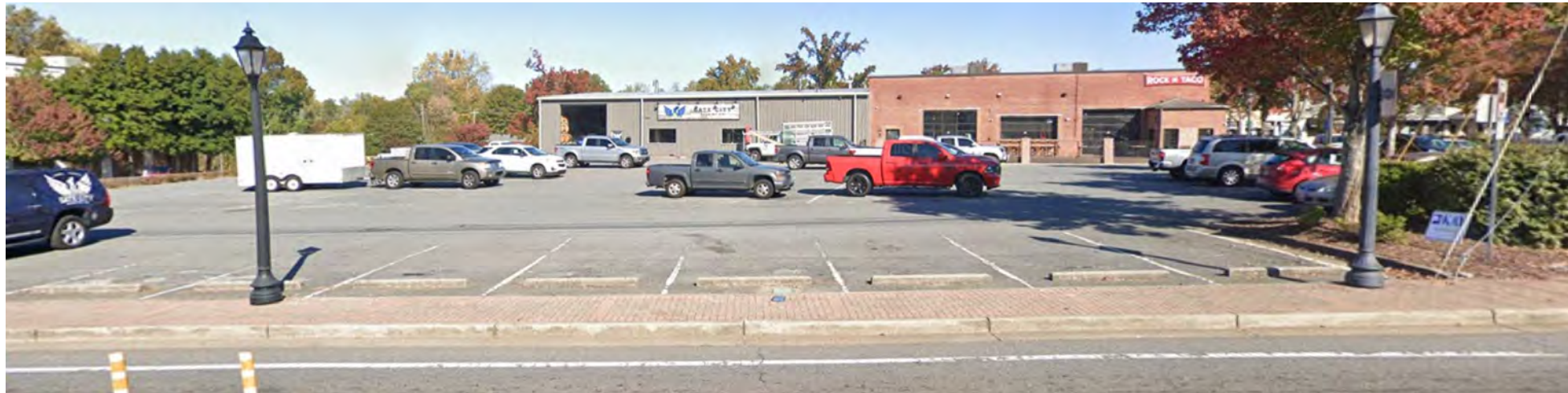


Objectives of the Study



Study Goals

- Address **acute parking demand periods** (dinner, late week and weekend evenings) for destination restaurants and entertainment
- Identify **parking management policies** or strategies for city to enact
- **Ensure availability** of parking for new economic and business growth

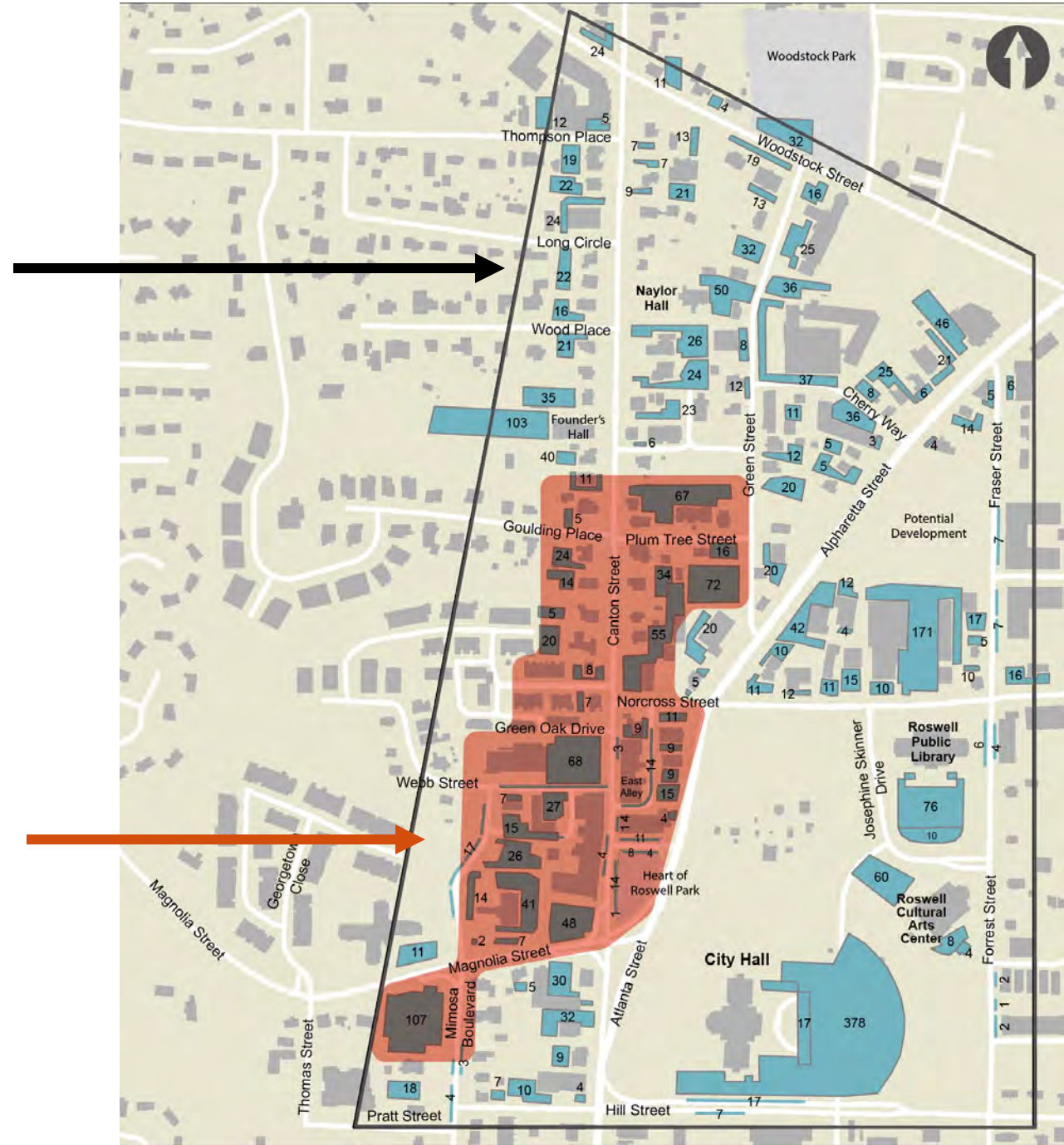




Study Area

- The **main study area** was defined to capture the main corridor of downtown's economic activity, nearby attractions, its two primary streets, and anticipated large development areas.

A separate **core area** is defined as the general area of highest concentration of economic activity and perceived parking demand.



Understanding of Roswell's Parking System

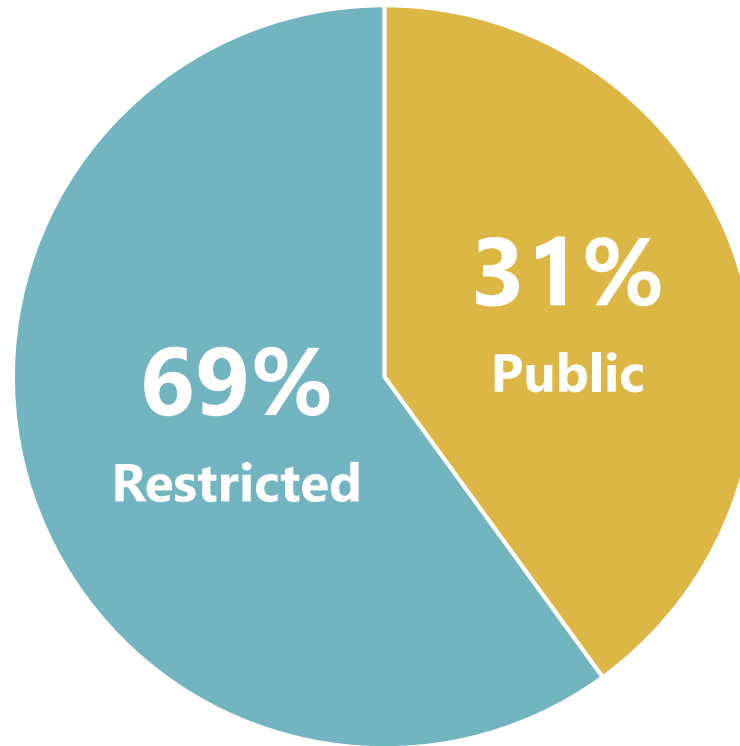
Inventory, Regulation and Utilization





Our Parking Inventory is Complex

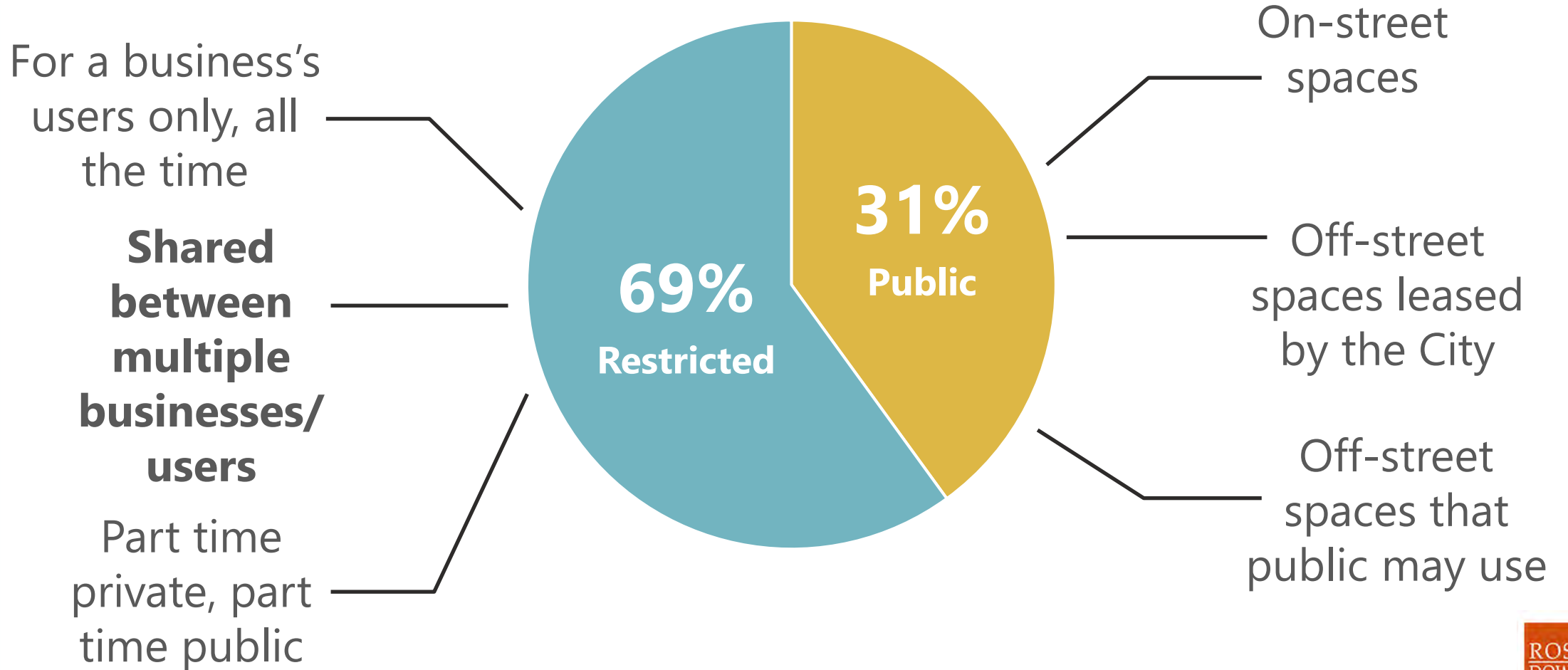
Restricted vs. Public Spaces





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Restricted vs. Public Spaces

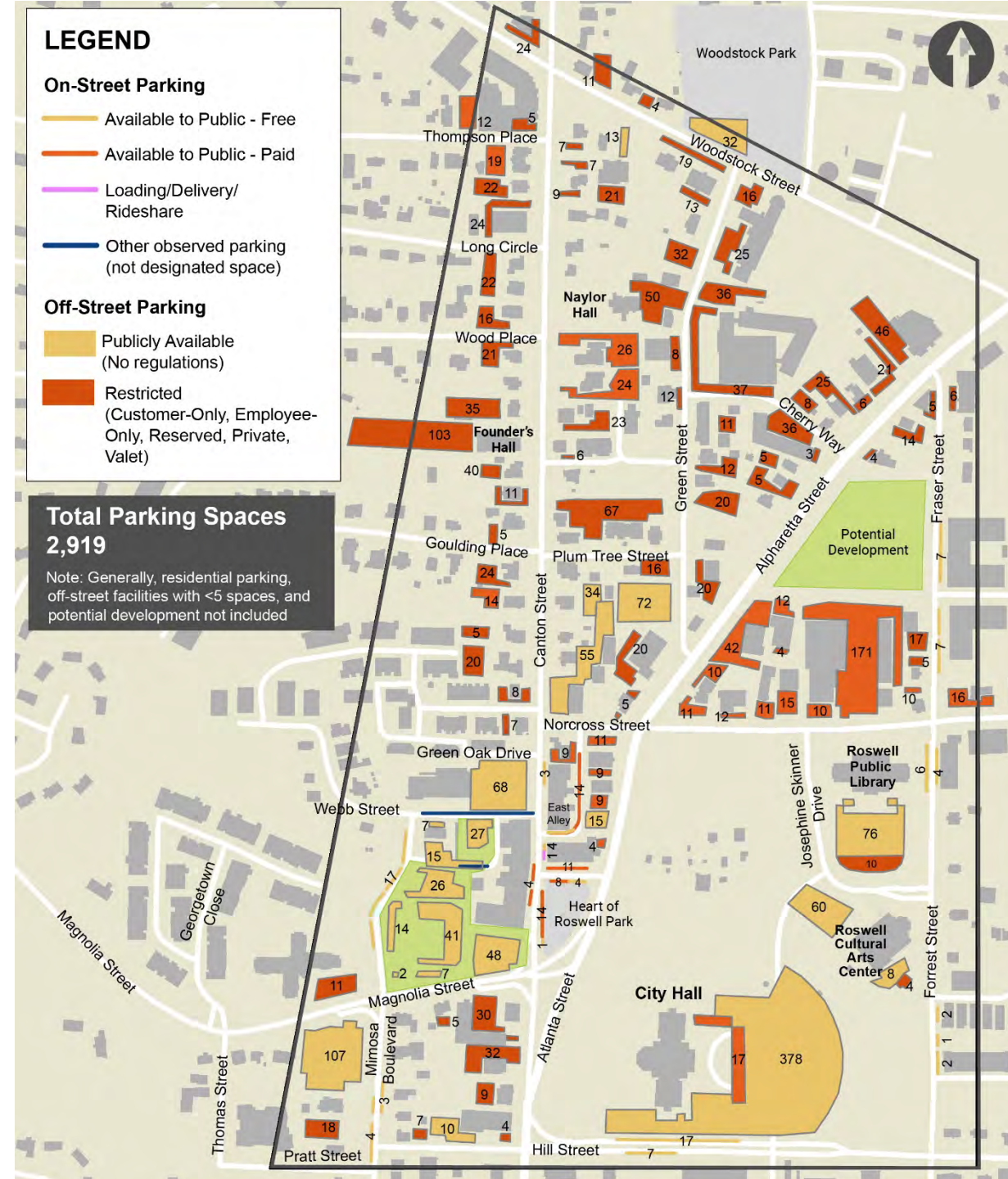




Parking Inventory

Parking Type	# of Spaces	% of Total Inventory
On-Street (141 total)		
Available to public- Free	103	4%
Available to public- Paid	37	1%
Loading/Delivery/Rideshare	1	-
Off-Street (2,778 total)		
Publicly Available- Unregulated	754	26%
Restricted: Customer-Only, Employee-Only, Private, Reserved, Valet/Self-Park	2,024	69%

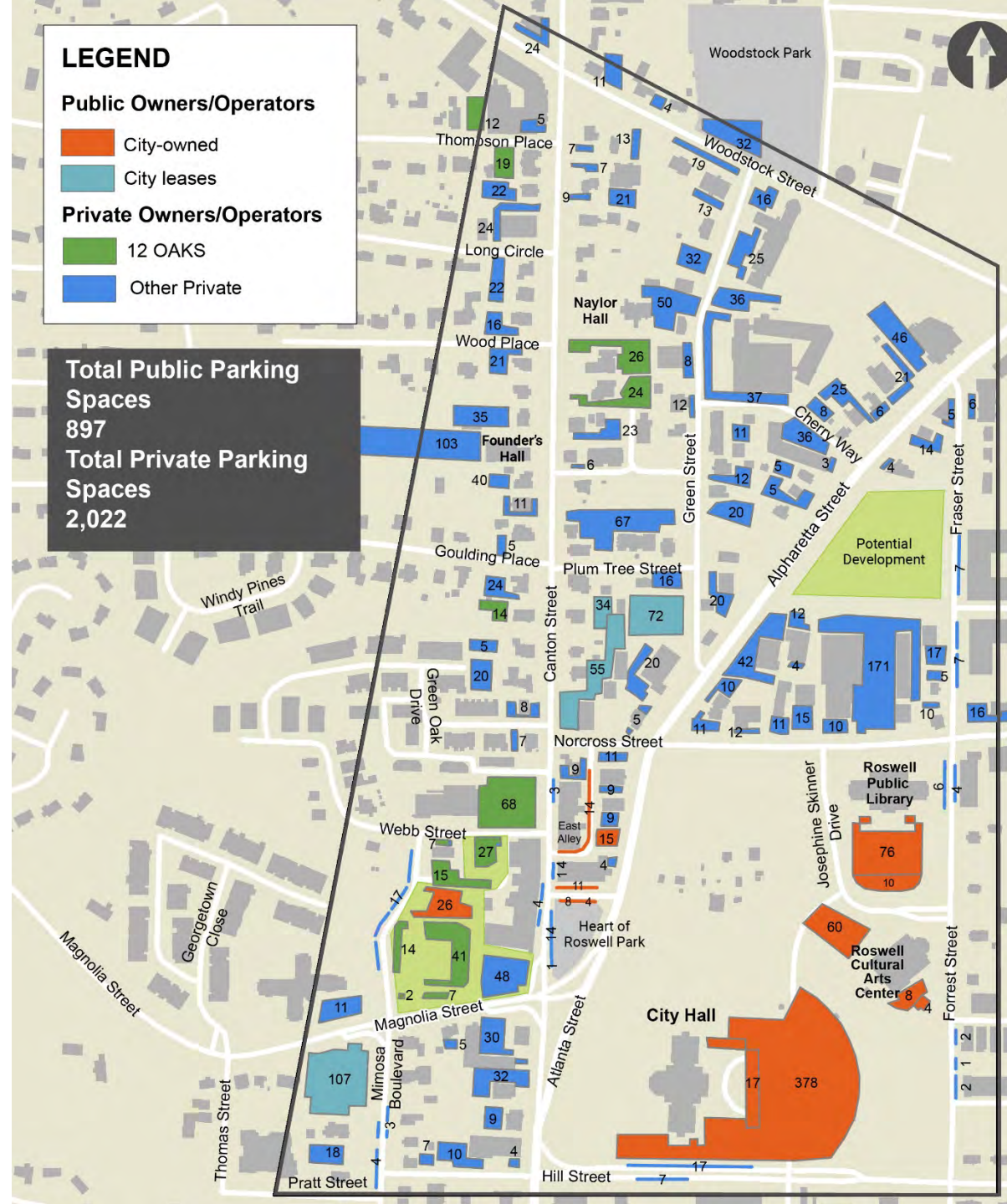
Downtown Roswell Parking Assessment





Parking Ownership: Restricted vs. Public

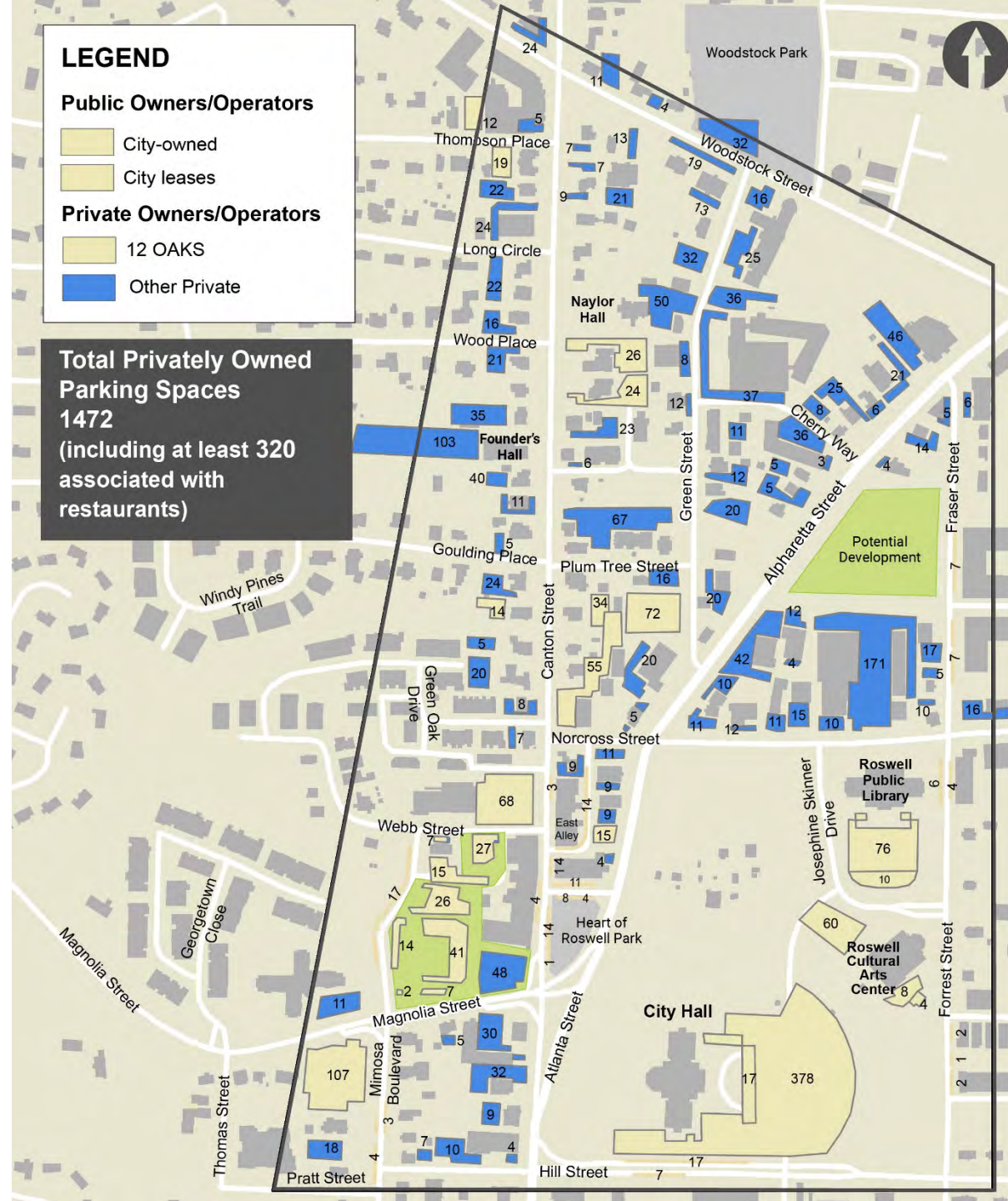
- 1,315 are considered private *during typical use* (restricted for customers or employees only)





Parking Ownership: Restricted vs. Public

- Of all 1,647 privately owned spaces (or 1,472 off-street), at least **420** are on properties associated with restaurants





Pricing and Regulations are also complex

- **297 spaces have a price** (either all of the time or some of the time)
- Parking regulation or pricing varies throughout downtown
- May confuse visitors about which spaces are actually available to them

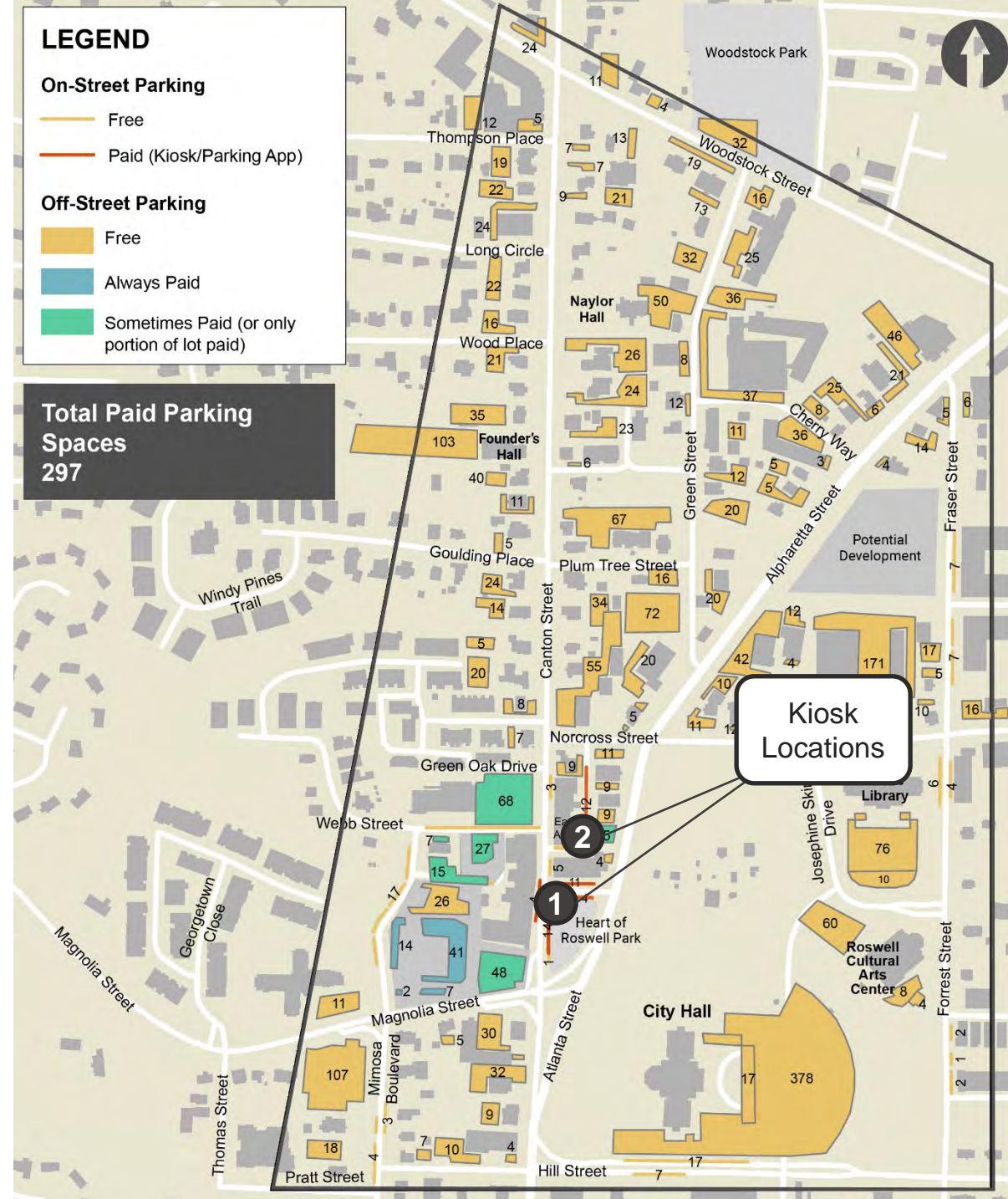




Existing pricing structure changes based on time

Duration	Cost before 6 (\$0.35 per use charge if using app to pay)	Cost after 6 (\$0.35 per use charge if using app to pay)
0-2 Hrs	Free	\$1/hr
2-3 Hrs	\$4	\$4
3-4 Hrs	\$6	\$6
4-5 Hrs	\$8	\$8
5+ Hrs	\$16 (daily max)	\$16 (daily max)

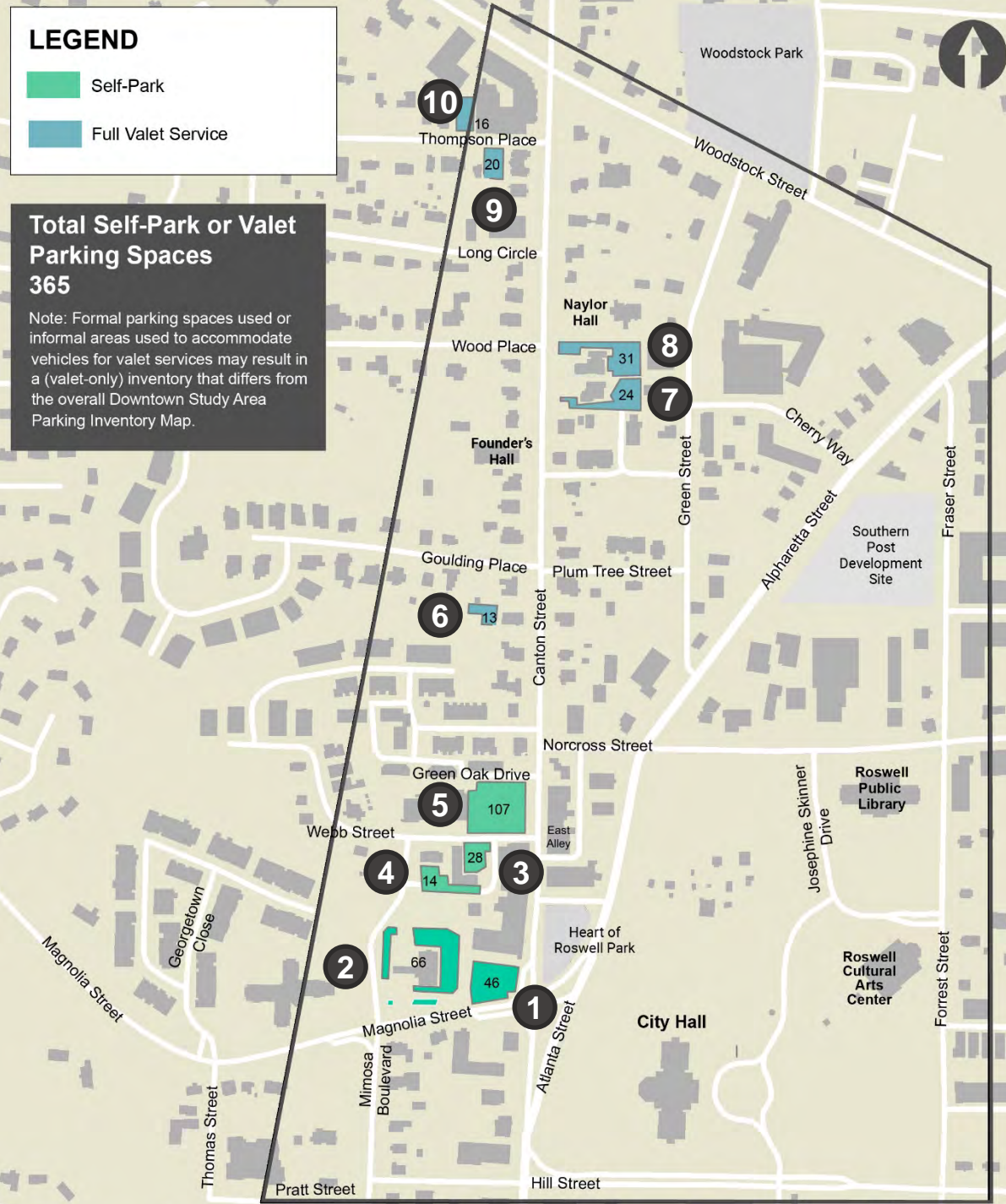
Downtown Roswell Parking Assessment





Some valet is free... and some is not.

	Parking Location	Map ID	# Spaces	Cost to User	Event Rate
Price	Gate City Lot (Rock N Taco)	1	46	\$5	-
	Wells Fargo Lot	2	66	\$5	-
	Canton Place Lot	3	14	\$5	-
	34 Webb St Lot	4	28	\$5	\$10
	970 Canton St Lot	5	107	\$5	\$10
No Price	Table & Main	6	13	-	-
	Osteria Mattone	7	24	-	-
	Uncle Jack's	8	31	-	-
	Noca	9	20	-	-
	Vickers	10	16	-	-





The matrix of options... too complex?

	Unpaid Always	Paid Part Time	Paid Special Events	Valet (Paid or Unpaid)	Paid Always
TRUE PUBLIC Anyone can use					
VIRTUAL PUBLIC Anyone can use when open					
RESTRICTED BUT SHARED					
RESTRICTED AND UNSHARED					
RESTRICTED AND UNENFORCED					



The matrix of options... too complex?

How current supply is distributed among these options

	Unpaid Always	Paid Part Time	Paid Special Events	Valet (Paid or Unpaid)	Paid Always
TRUE PUBLIC Anyone can use	570	40			
VIRTUAL PUBLIC Anyone can use when open	195				70
RESTRICTED BUT SHARED		300?			50
RESTRICTED AND UNSHARED	1320			80	
RESTRICTED AND UNENFORCED	300?				



Major Challenges

Balancing Supply, Demand, and User Preferences



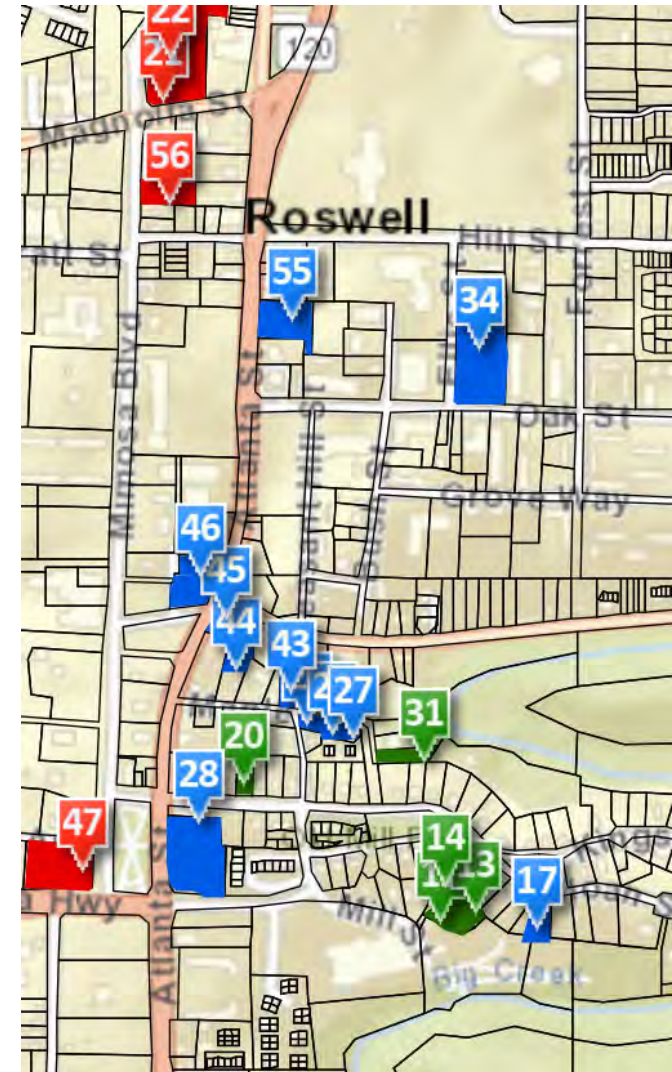
Downtown is Evolving

- Already a popular destination in the northern Atlanta metro area
- New major developments proposed (such as Southern Post)
- New types of workers arriving (such as with Office Evolution)



Downtown Roswell Parking Assessment

Current Development Projects





Existing Conditions Parking Information

Existing information available is confusing and inconsistent



Having trouble? You can also access this map [directly on Google here](#).

Map Legend

- P Free Parking (Unlimited Access)
- P Free Parking (Limited Access)
- P Paid Parking (City-Owned)
- P Paid Parking (Private)

Downtown Roswell Parking Assessment



HISTORIC ROSWELL

2016 EDITION

Welcome to the historic district. We're so glad you're here. Use this map as a general wayfinding tool to guide your visit. Each zone of our wonderful district is rich in amenities and history. We encourage you to explore.

For a full list of restaurants, galleries, shops, venues, and landmarks, please refer to our website: www.ExploreRoswell.com.

Canton Street
Here you'll find:

Well-known for its award-winning restaurants, friendly service, abundant shops, emergent galleries, and welcoming walkability, Canton Street is the place in the historic district to just get out of your car and explore. This street is buzzing with activity day or night.

- Events held here:
- 1 - Alive in Roswell
 - 2 - Roswell Criterium Bike Day
 - Roswell Restaurant Week / Summer Sippin'
 - ArtAround Roswell

Webb Street
Here you'll find:

Webb Street's eclectic focus on home goods, local art, and genuine, one-of-a-kind gifts, makes it a strong choice for an afternoon shopping trip. Bring your friends and indulge.

Oak Street
Here you'll find:

An emerging artist district and home to a diverse mix of retail, restaurants and creative services, Oak Street is a refreshing departure from the in-town scene - dine, shop, enjoy.

- Events held here:
- 1 - Roswell Arts Walk
 - 2 - Youth Day Parade
 - 3 - Memorial Day Ceremony & Picnic

The Square
Here you'll find:

The Square offers a unique view of Roswell's history and its future, with a growing mix of outdoor activities, retail, and dining options.

- Events held here:
- 1 - Alive in Roswell
 - 2 - Roswell Beer Fest
 - 3 - Roswell Arts Festival
 - 4 - Ghost Tour

The River
Here you'll find:

The River is where Roswell's recreation and fitness scene comes to life. Proudly home to over 800 acres of green space, as well as Roswell-centric venues such as the Chattahoochee Nature Center, and activities, such as 'Shoot the Hooch', The River is where you can go for some fun in the sun, no matter your mode of transportation (for the record, we vote 'tube').



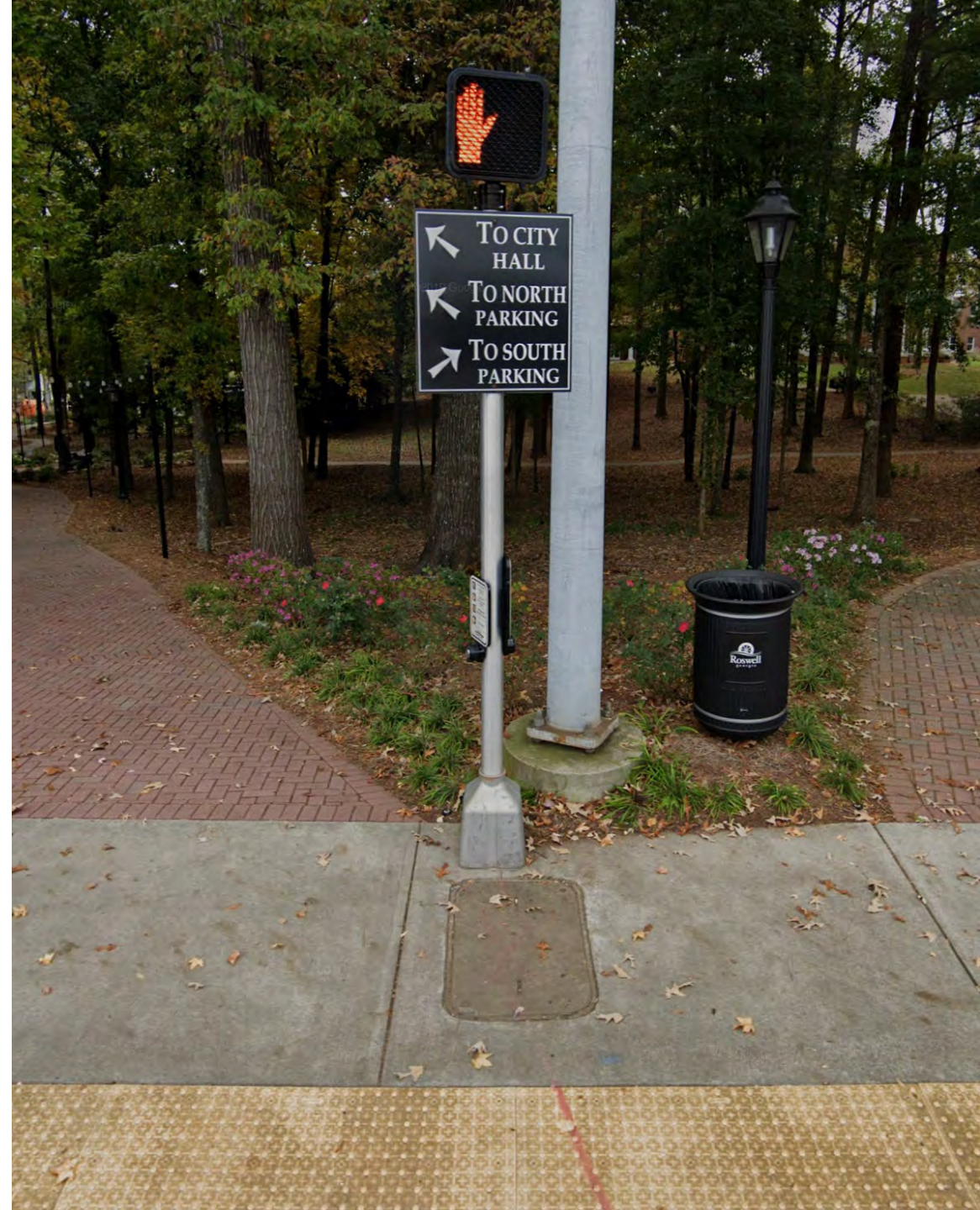
Existing Conditions

Parking Wayfinding

Some wayfinding exists but doesn't appear to be consistent



Downtown Roswell Parking Assessment

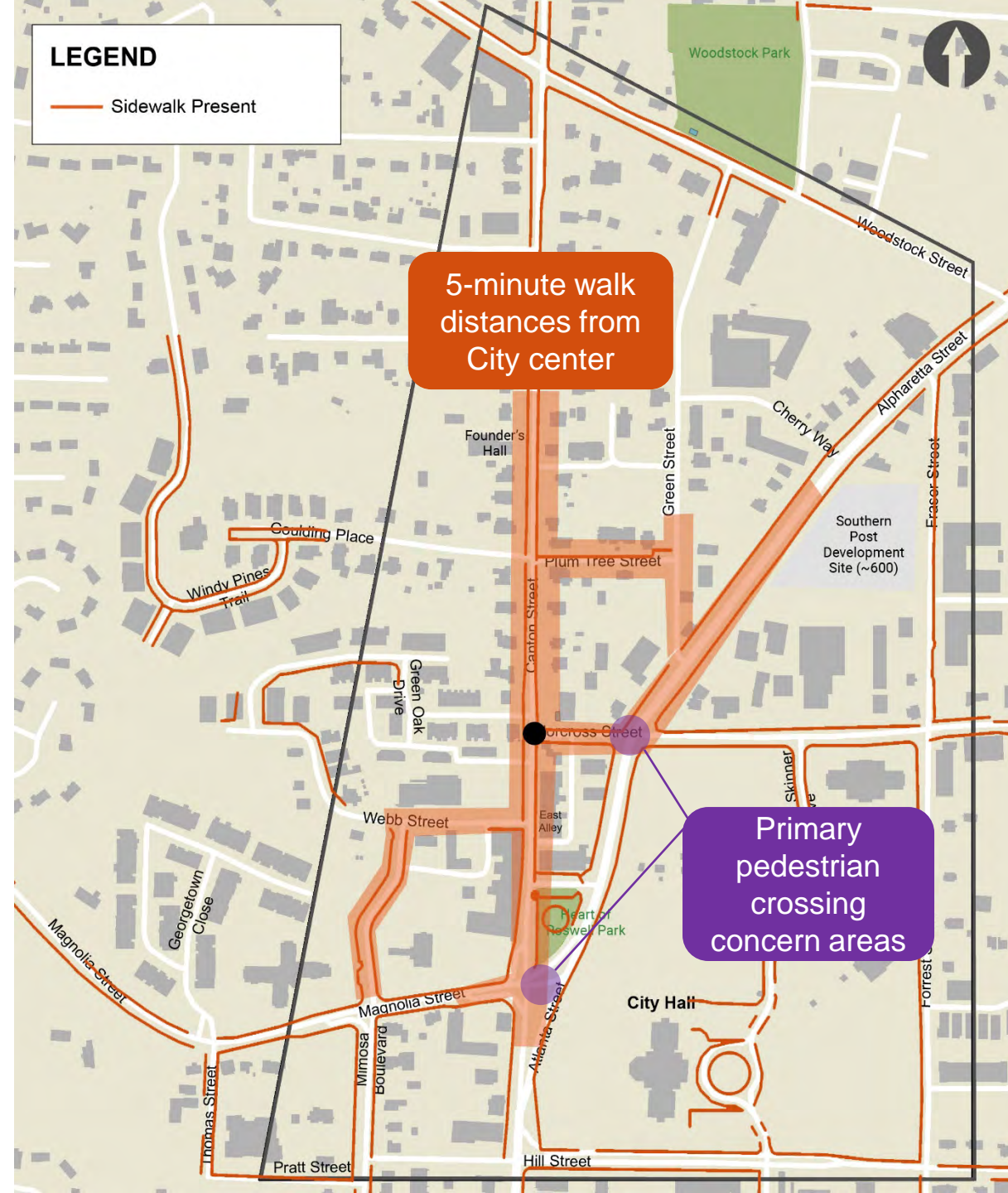




Existing Conditions

Walking Infrastructure

Downtown is reasonably walkable, but SR-9 is a psychological (and real) barrier for most everyone





Public Survey

- Taken in December 2020
- Asked about potential barriers and challenges
- Worked closely with restaurants and businesses to distribute

498

survey
responses
collected

Downtown Roswell Parking Assessment



Downtown Roswell Parking Assessment

PUBLIC SURVEY

Whether you come to Downtown Roswell for work, shop, or play, we want to hear about your parking experience as a visitor!

We are conducting a parking assessment in the downtown area with the following goals:

- **Address acute parking demand periods to improve efficiency and availability**
- **Identify parking policies or strategies to help the city better manage existing parking facilities**
 - **Ensure availability of parking for new economic and business growth**

The study involves an in-depth process of data collection, analysis, and meetings with key stakeholders in your community. This is your chance for your voice to also be heard about parking-related needs. Your survey feedback will be used to develop a series of solutions and recommendations to help the City improve Roswell's current parking system while preparing for its future needs, as well.

▶ **WHEN?**

The survey will be open between **December 7th-21st, 2020**

▶ **HOW?**

OPTION 1: Use this website link <https://bit.ly/RoswellParkingSurvey>
OPTION 2: Use your smartphone and scan the QR code to the right

▶ **QUESTIONS?**

Learn more at roswelldda.com/parking and follow [@roswelldda](https://twitter.com/roswelldda)





Public Survey what we heard

The following summarizes the typical visit of people traveling Downtown

72% Park once and walk between multiple destinations on a typical visit

75% Spend 1-3 hours on a typical visit

186 Typically visit during the day on a *weekday*

248 Typically visit during the evening on a *weekend*

84% Don't utilize existing parking information but hunt for a space instead



Public Survey what we heard

The following summarizes main concerns about Roswell's parking system

56% The visibility of parking signs is inadequate

38% There are **no short-term spaces** available during a typical visit

73% There are **no special event parking spaces** available

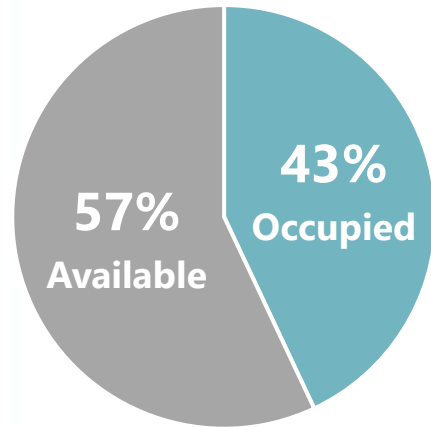




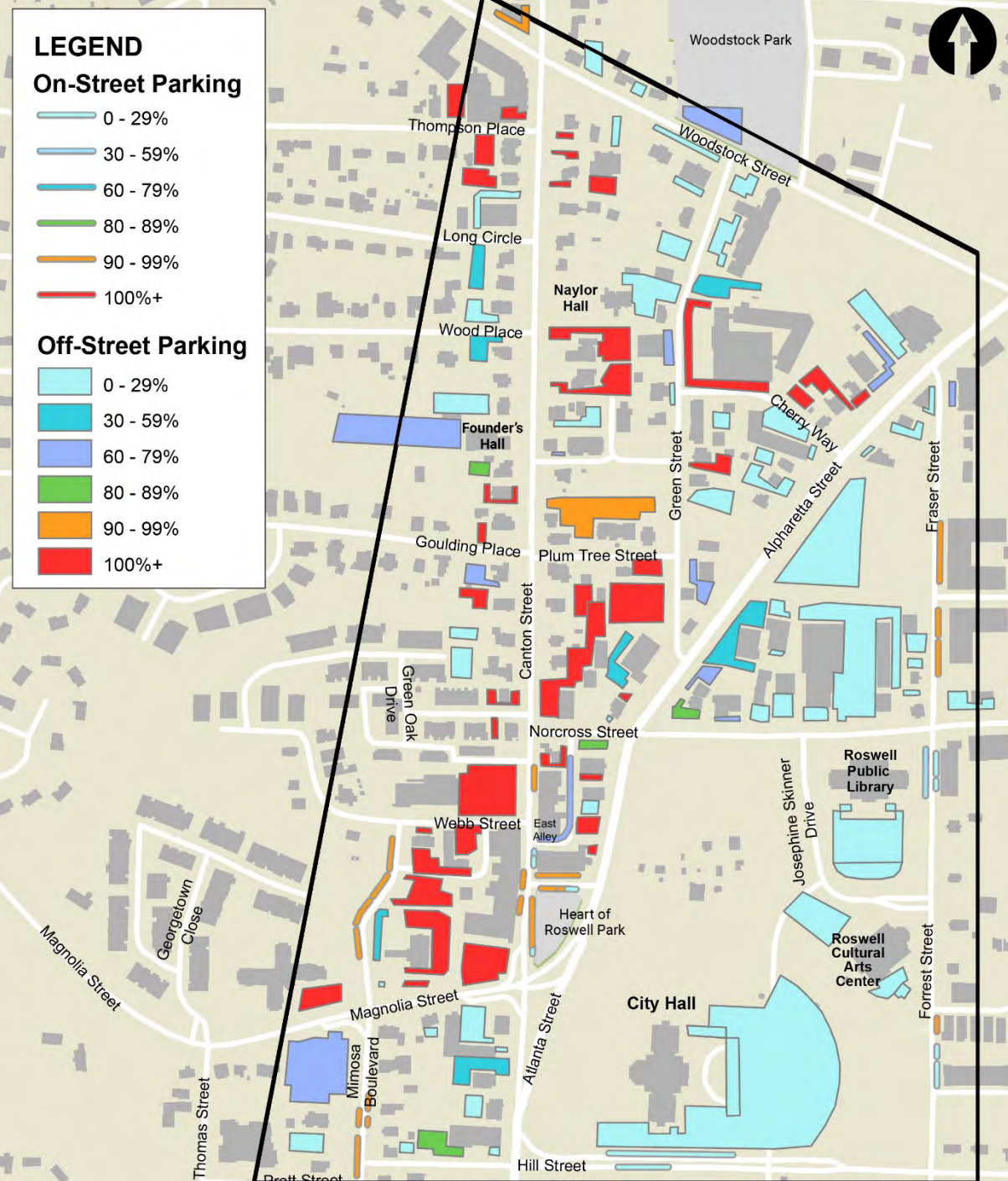
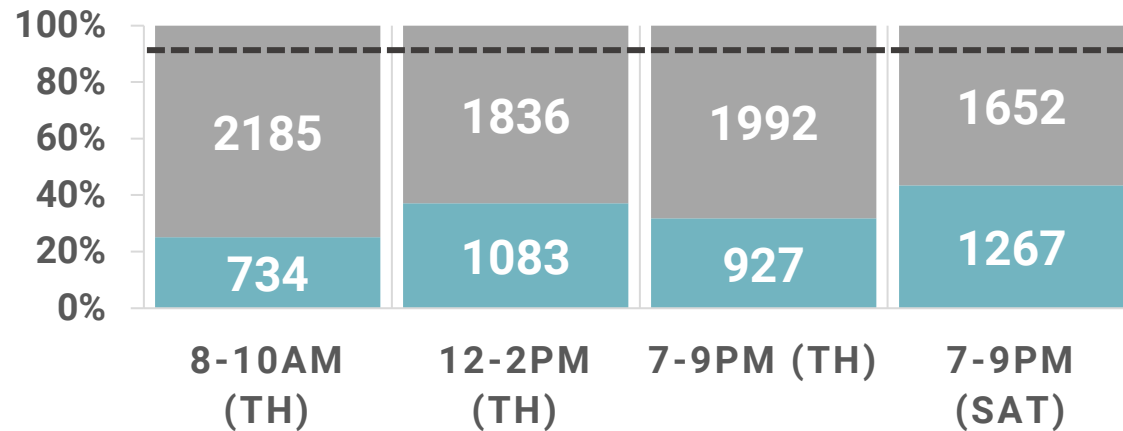
Parking Utilization 2020

Busiest Time (Saturday)

Overall Utilization (All Parking)



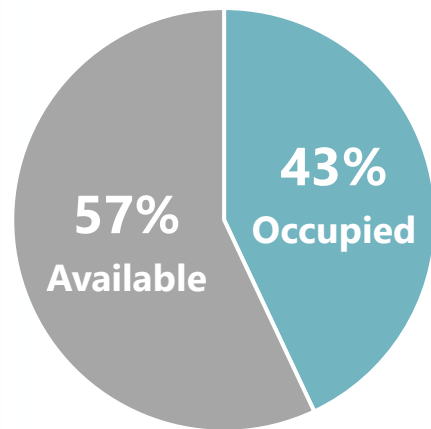
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Parking Utilization 2020

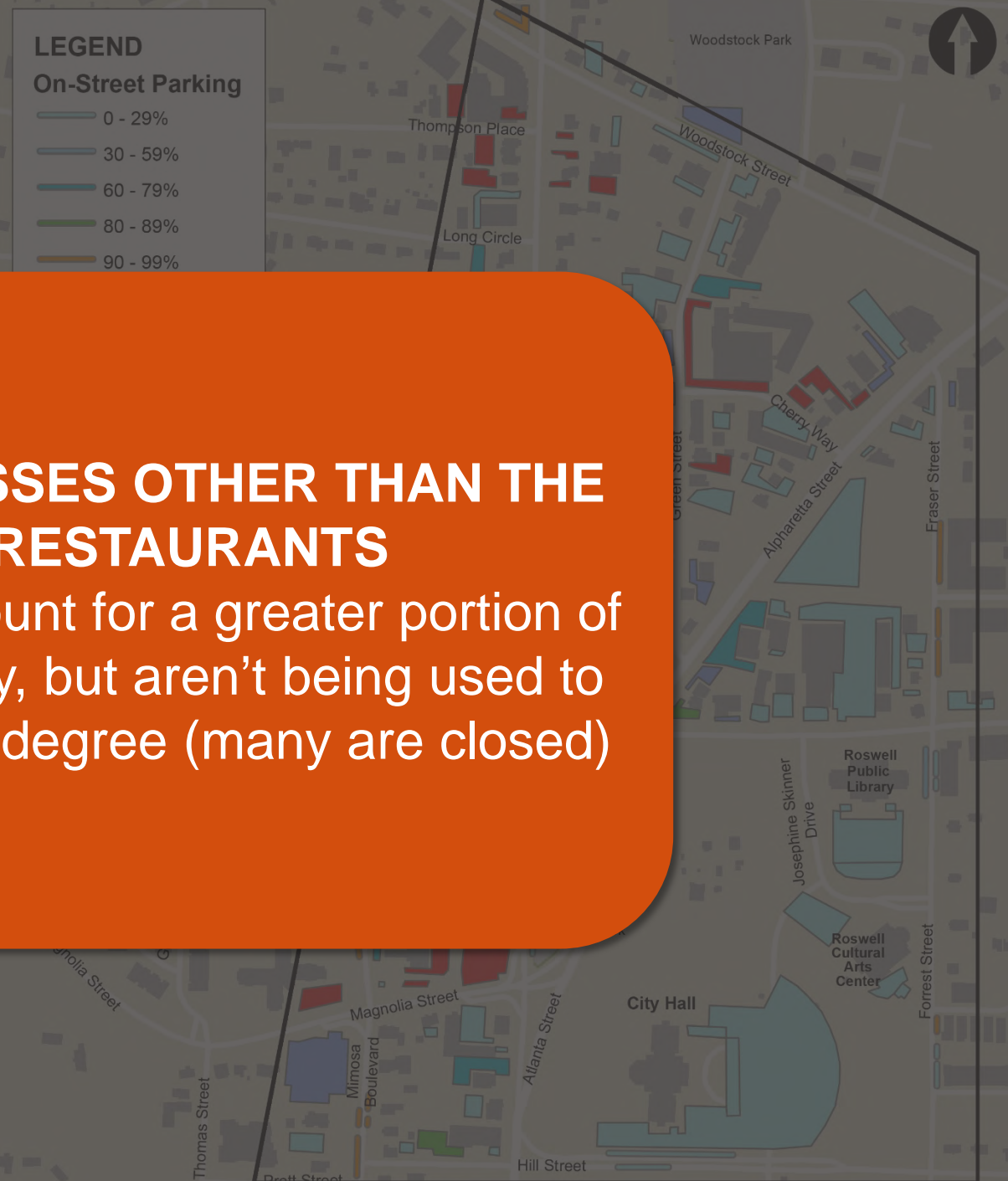
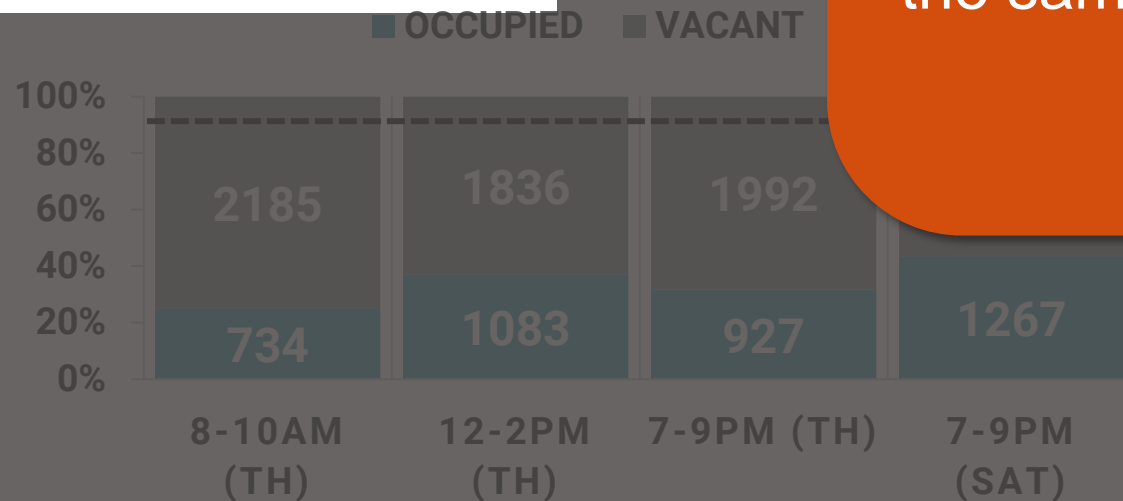
Busiest Time (Saturday)

Overall Utilization (All Parking)



BUSINESSES OTHER THAN THE RESTAURANTS

They account for a greater portion of the supply, but aren't being used to the same degree (many are closed)

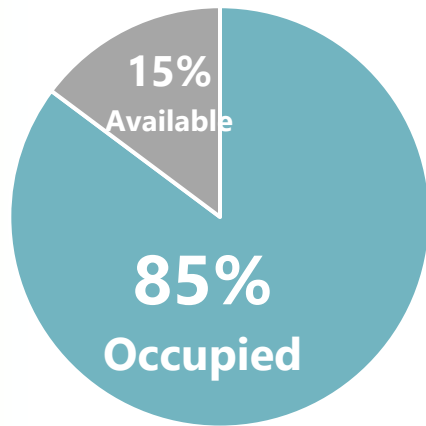




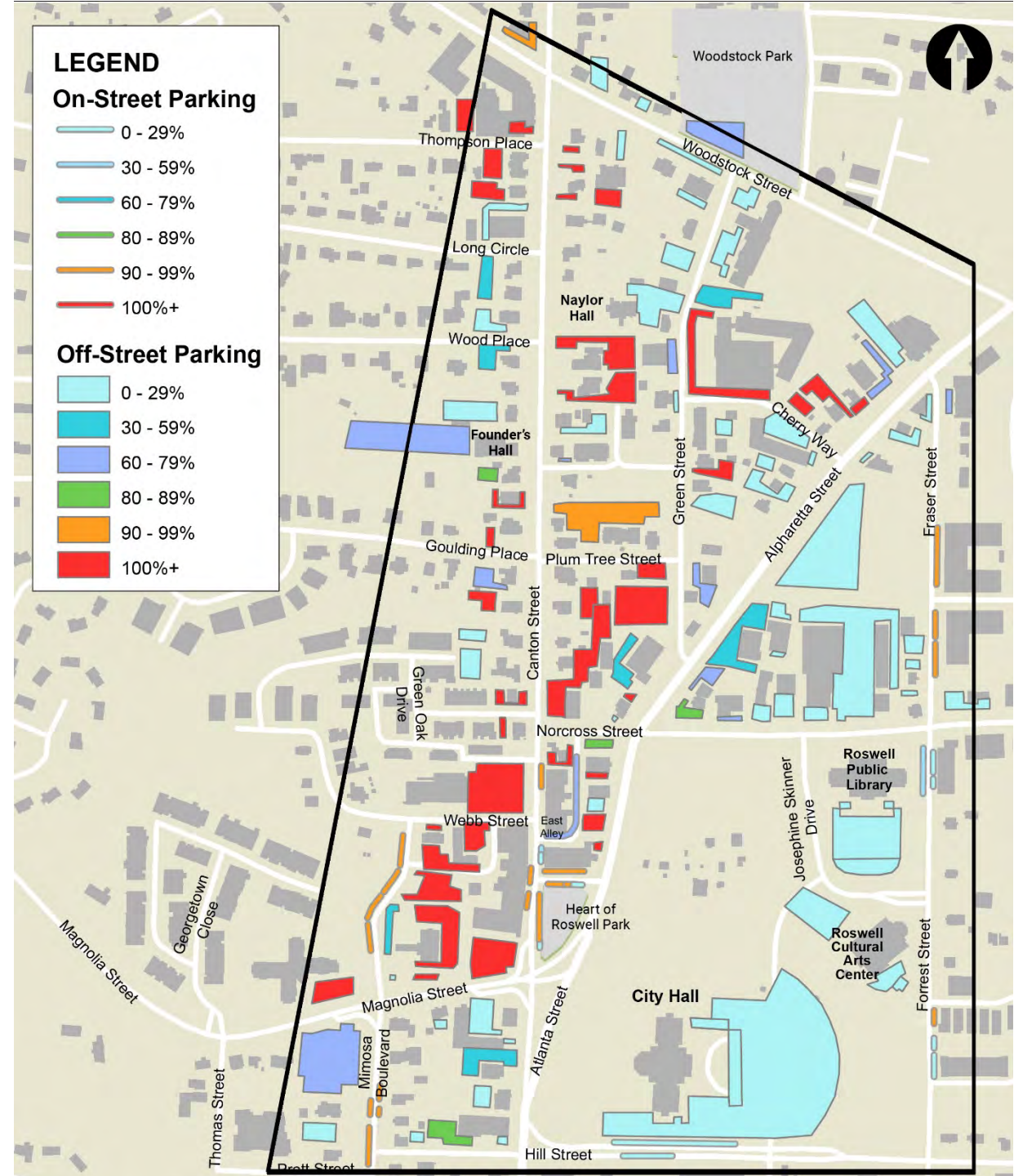
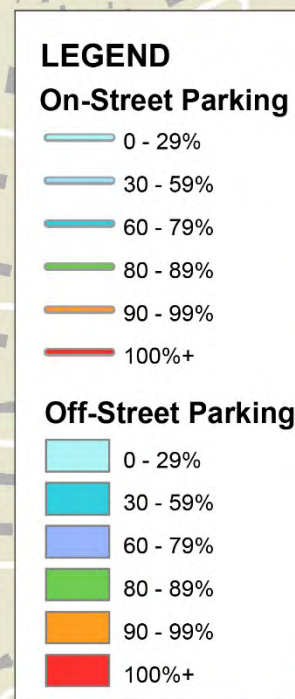
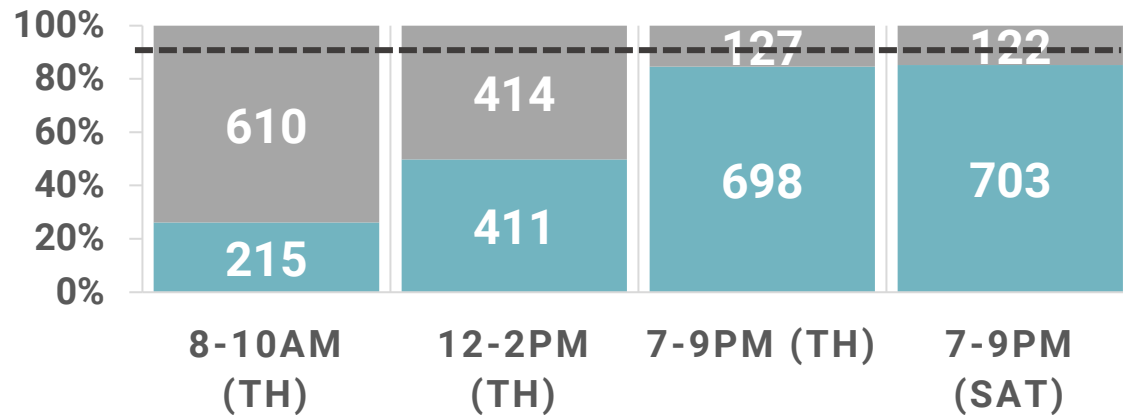
Parking Utilization 2020

Busiest Time (Saturday)

Overall Utilization
(Core Only)



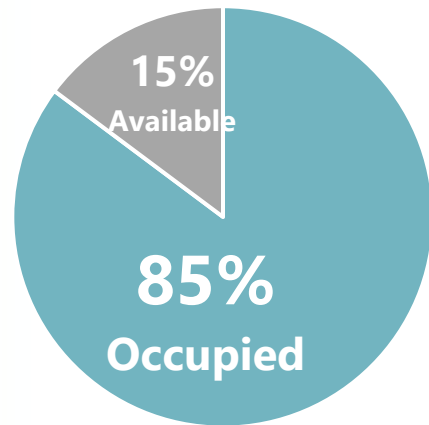
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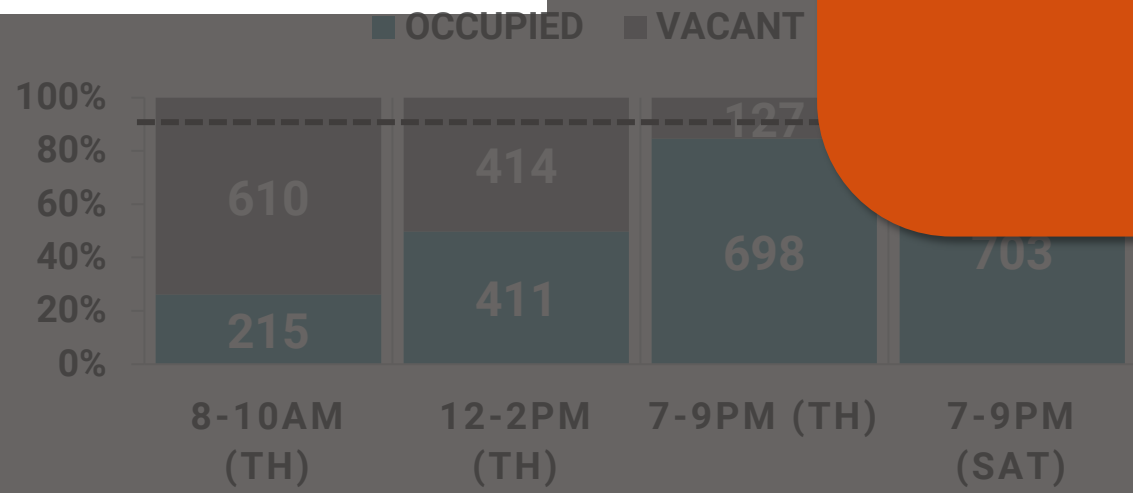
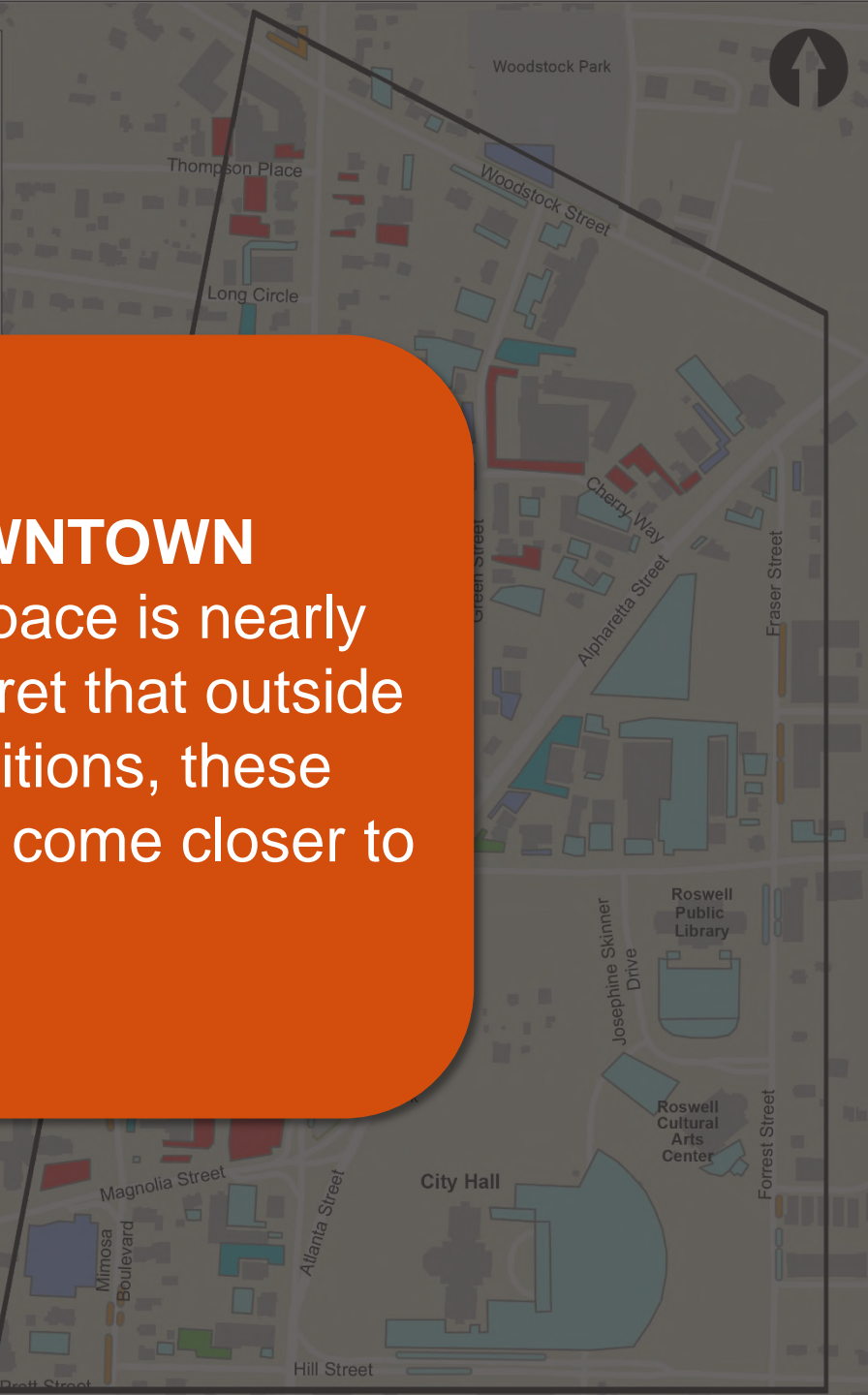
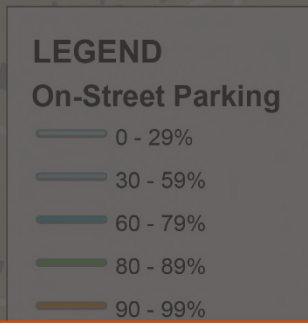
Parking Utilization 2020

Busiest Time (Saturday)

Overall Utilization
(Core Only)



CORE OF DOWNTOWN
Publicly available space is nearly full. One might interpret that outside of COVID-19 conditions, these numbers could easily come closer to 100%.





Parking Utilization

Key Takeaways- Overall Study Area, Peak Period

- Lots with self-park or valet services are completely full, implying that **additional locations are needed** for offering these services
- ‘Virtual public’ lots (e.g. Historic Roswell Antiques) are completely full, implying that **additional locations could benefit** from similar agreements
 - *Examples for potential ideas: Mason Lodge, Founders Hall*
- Large, free lots beyond the core (especially City Hall) have significant availability, implying that **people are unaware of these spaces** or feel they are too far



Parking Utilization

Core Area, Peak Period

- Even in downtown's business core, shortages only happen in the peak periods
- **People are unaware of some spaces:** for example, East Alley is near key destinations, but there is capacity remaining
- On- and off-street paid spaces supporting the core are full, implying that **pricing isn't keeping people away.** It could possibly even be higher to guarantee consistent availability of spaces

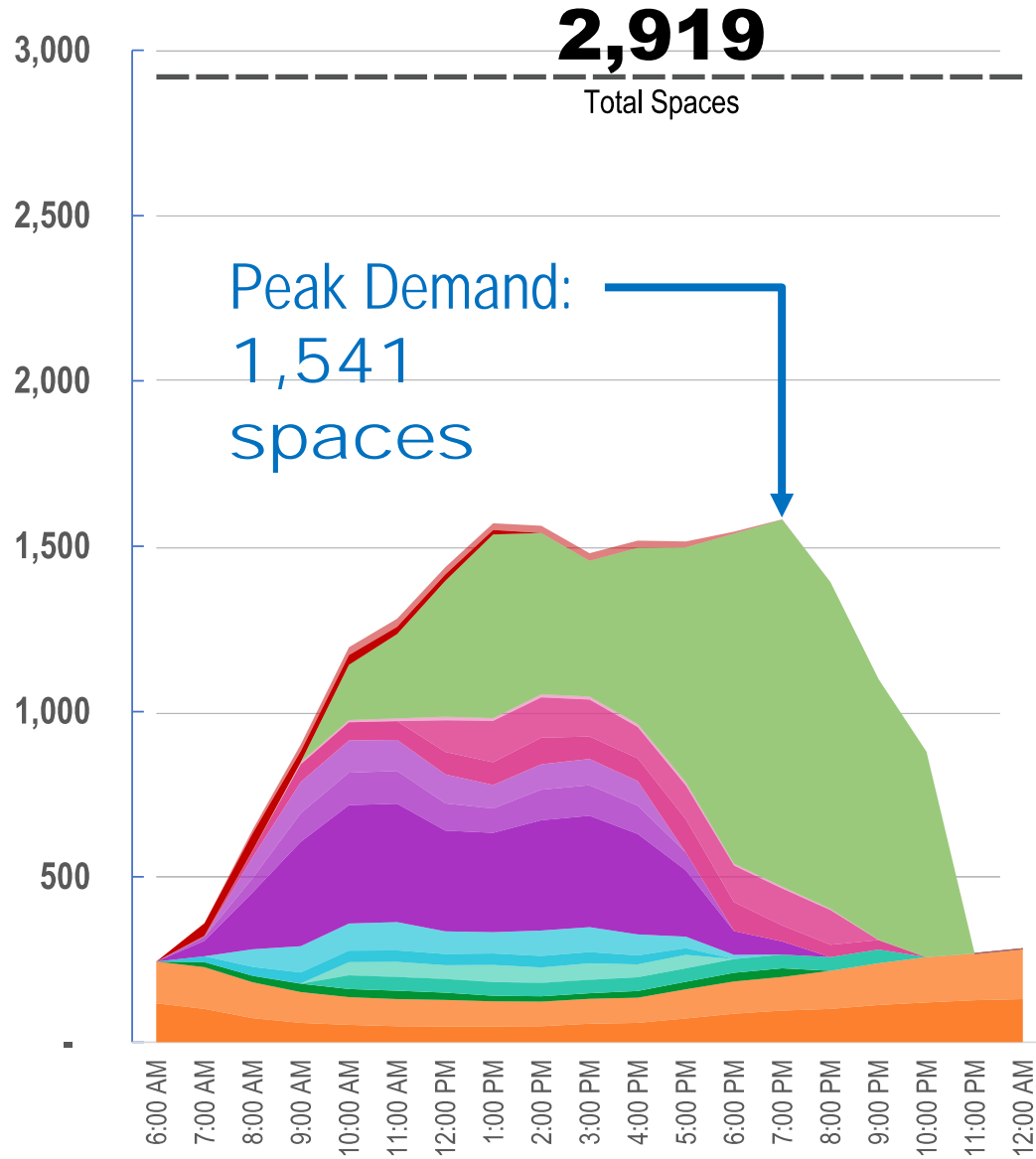
Parking Supply and Demand Today and in the Future

Existing goals and projected plans/development





Parking Demand Downtown Study Area



Food/Beverage

- Coffee/Donut Shop
- Roswell Downtown Restaurants (used ITE's Lounge/Bar category)

Retail/Customer Business

- Automobile Parts & Service Center
- Furniture Store
- Variety Store

Office/Professional Business

- Medical-Dental Office Building
- Non-City Hall Government (Fire, etc.)
- General Office Building (includes City Hall)

Civic/Community

- Clinic
- Museum
- Nursing Home
- Church
- Library

Recreation

- Recreational Community Center

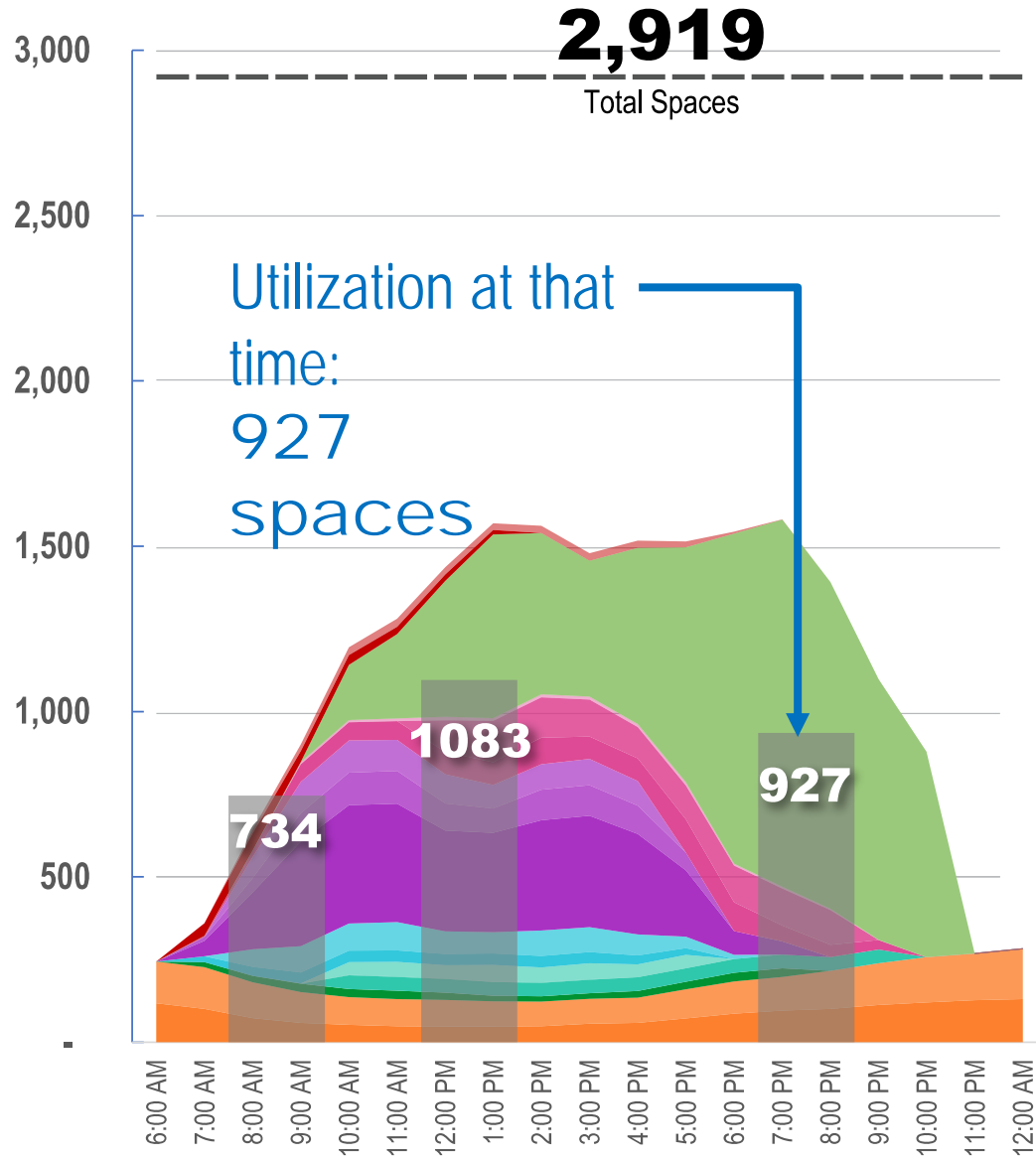
(Multi-family) Residential

- Continuing Care Retirement Community
- Apartment - Mid Rise
- Apartment - Low Rise



Parking Demand Downtown Study Area

Utilization numbers are adjusted to reflect non-COVID conditions based on visitor



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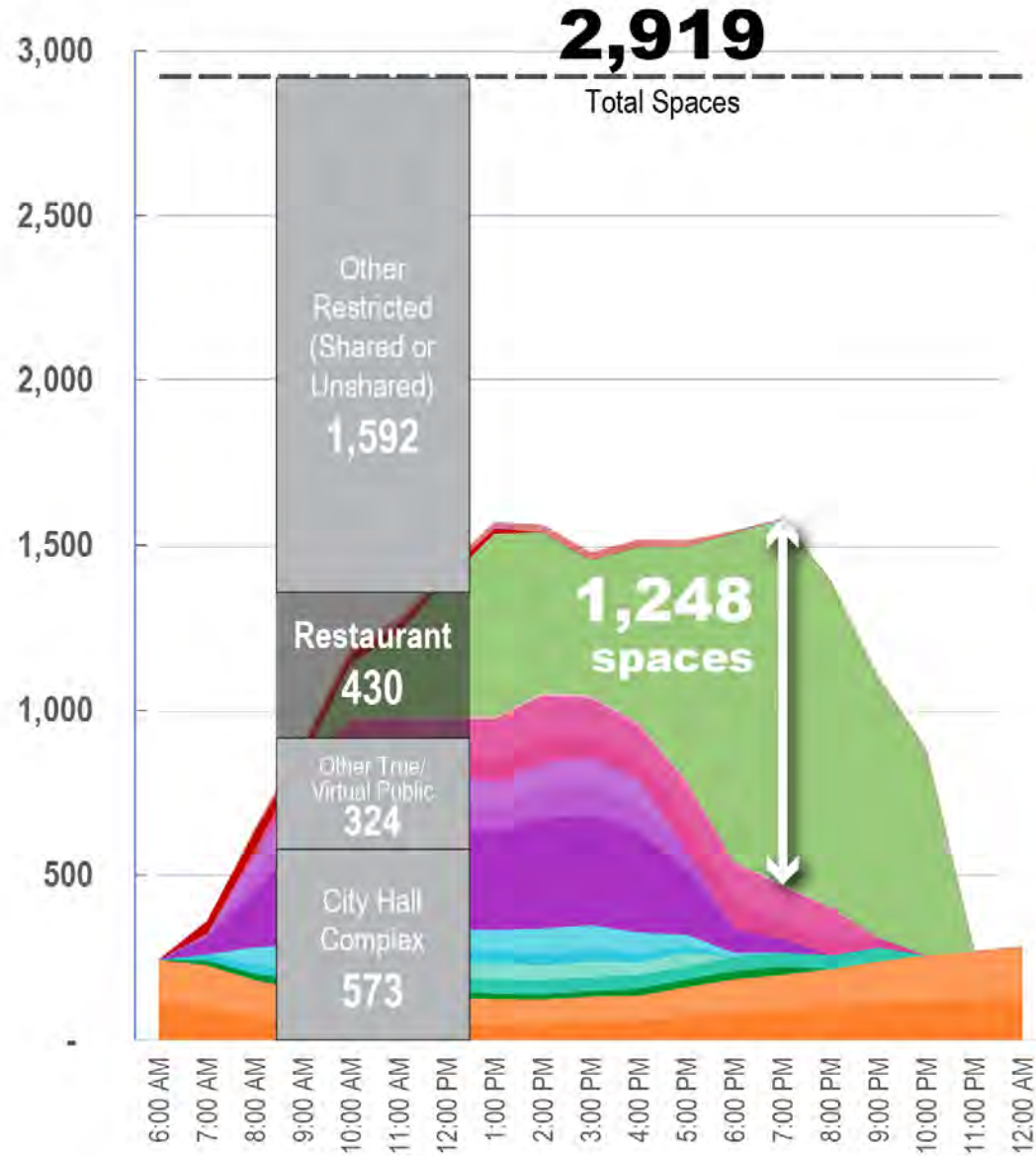
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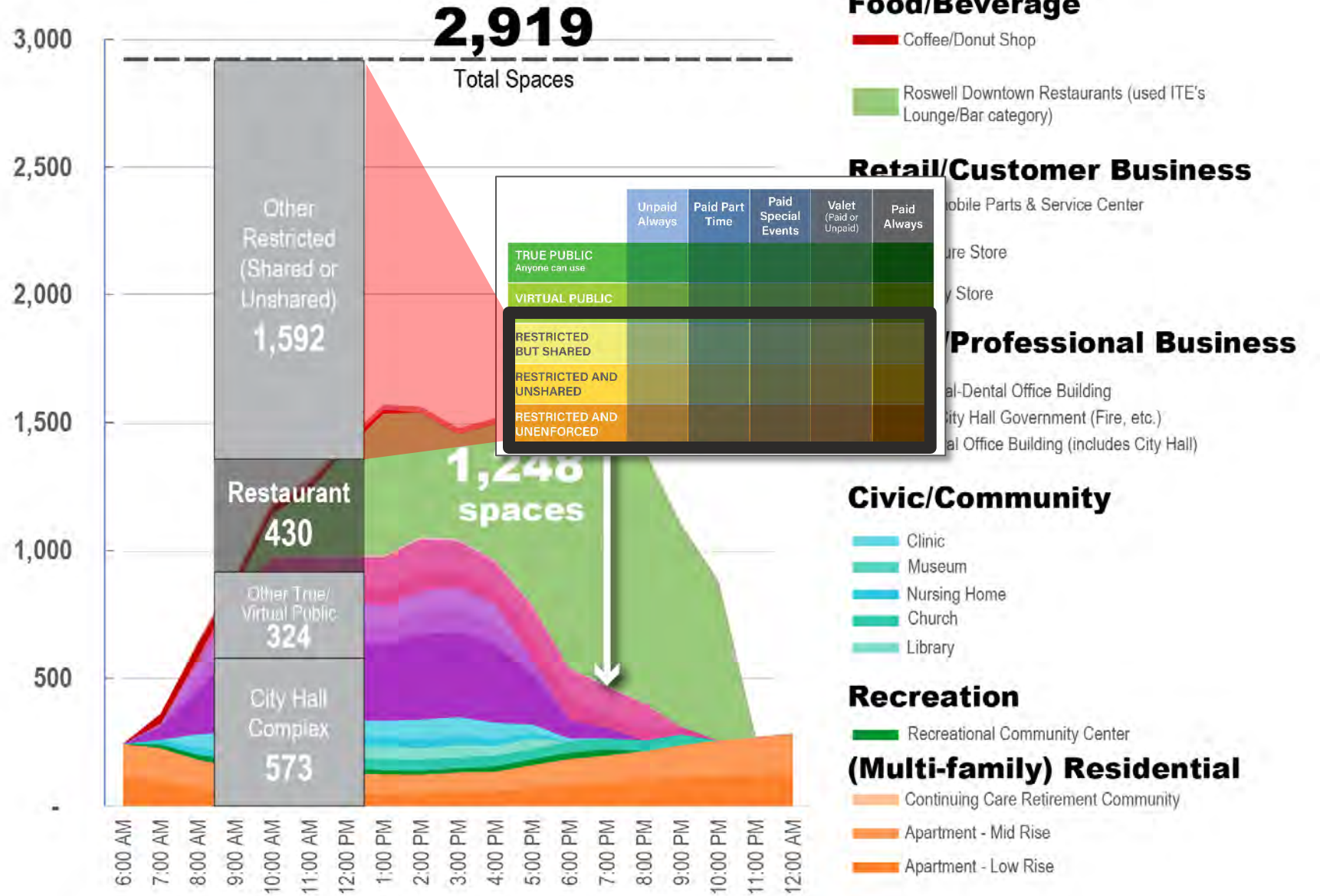
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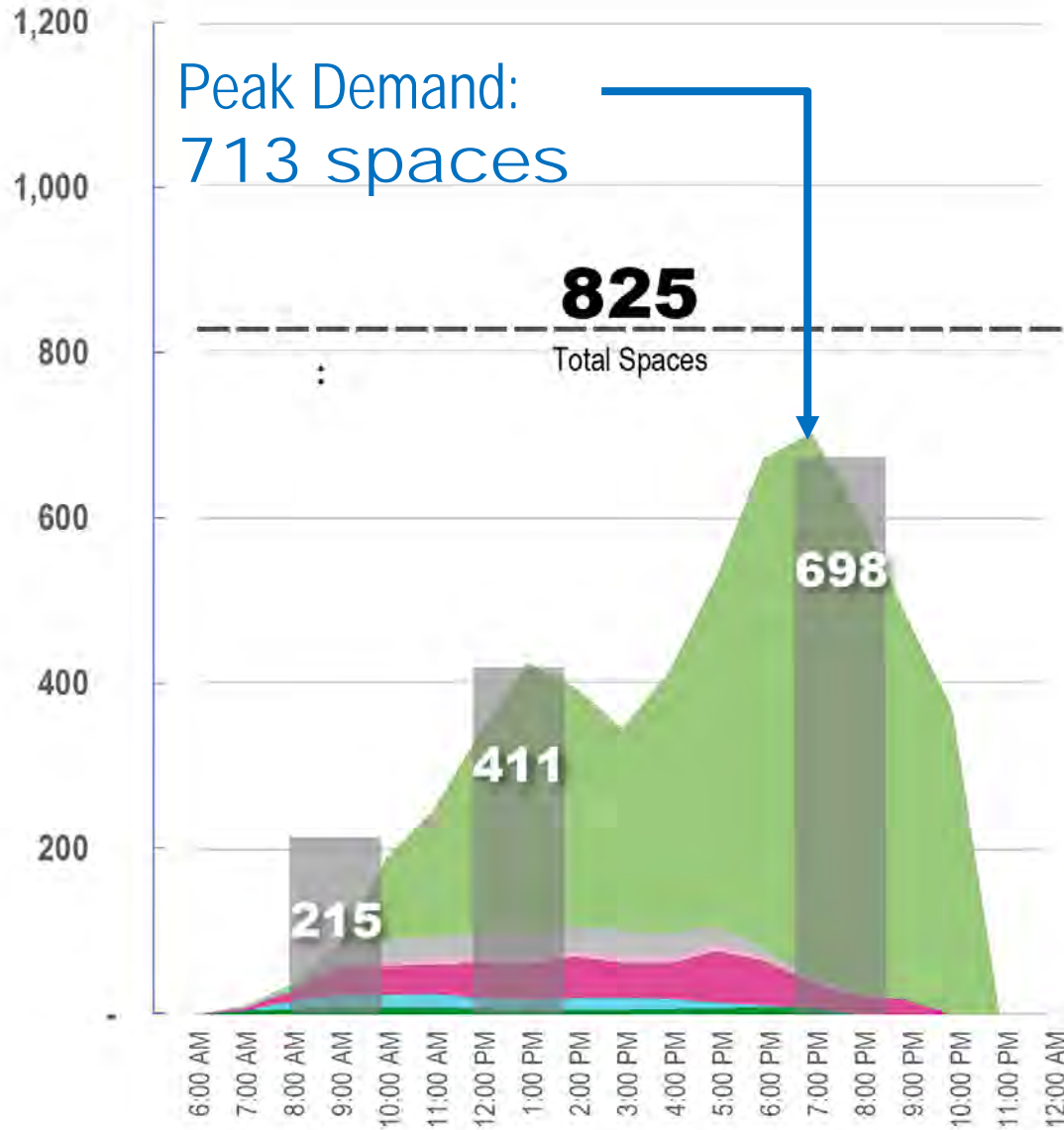


Parking Demand Downtown Study Area





Parking Demand Core Focus Area Only



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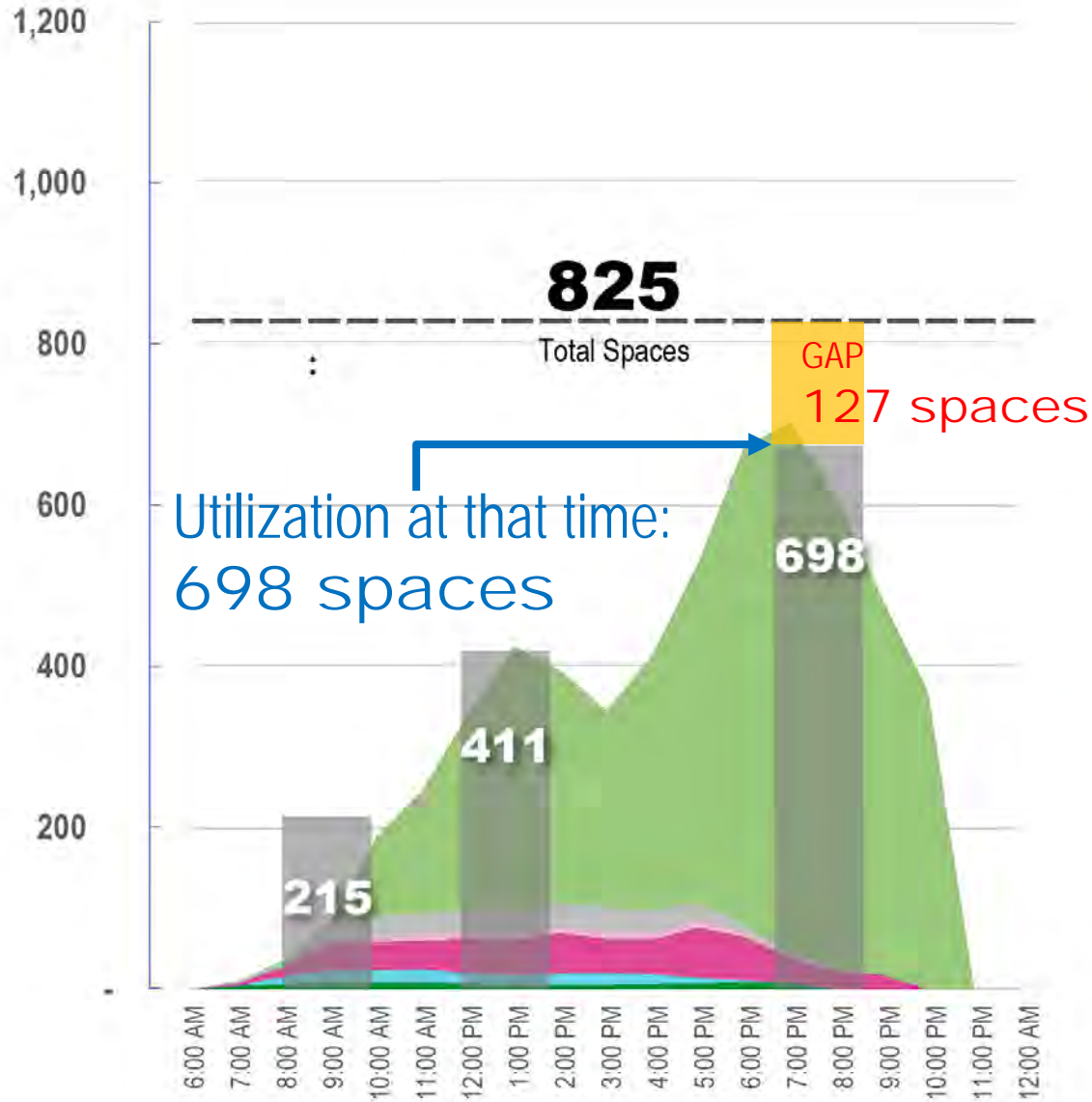
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Parking Demand Core Focus Area Only

Gap between used parking and total supply:
How much more parking there is, regardless of who owns it



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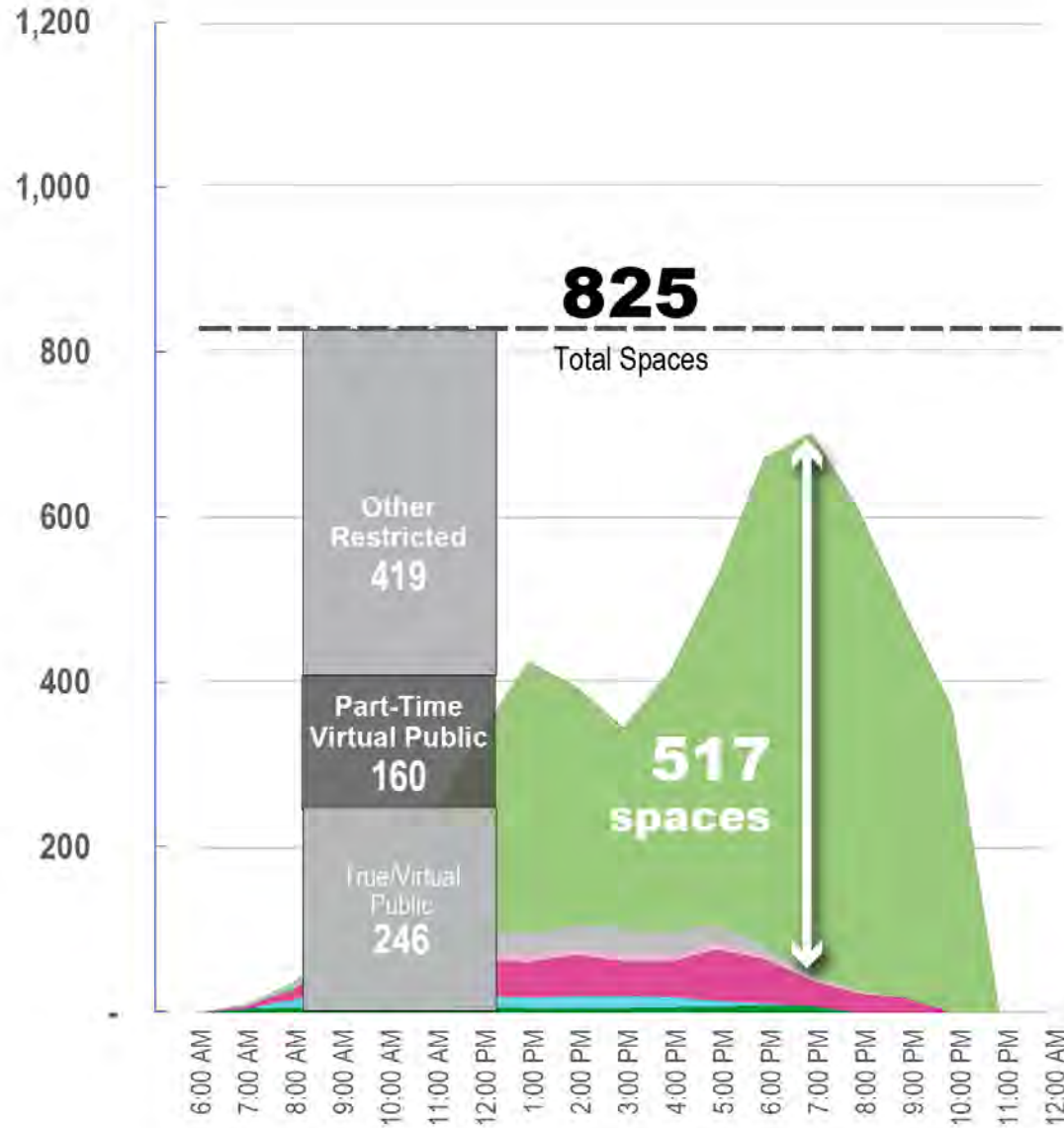
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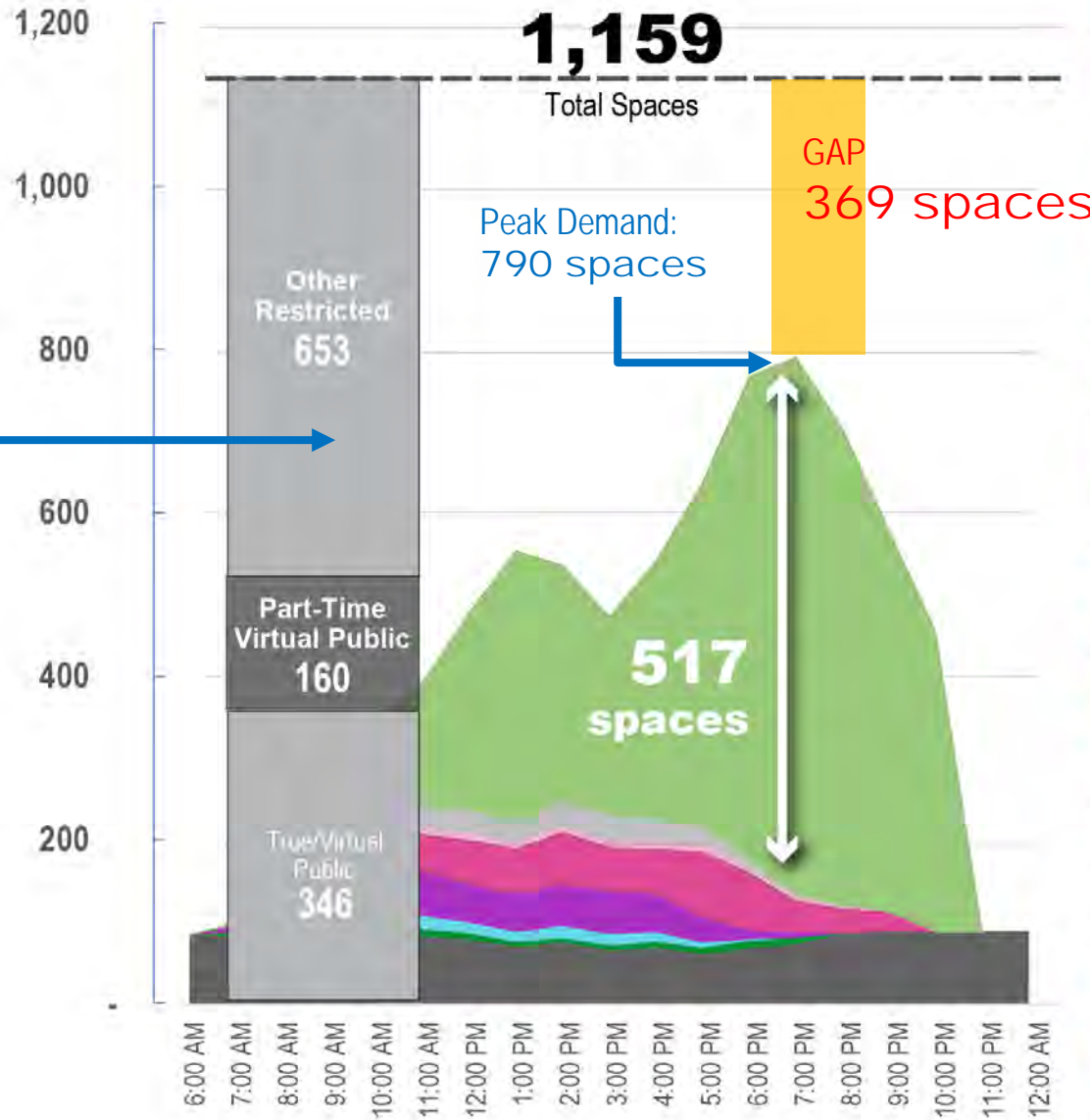
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New Demand

West Alley

Added daytime uses:
Add much more parking on-site due to code requirements



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Hotel

- Hotel (used ITE's All Suites Hotel category)

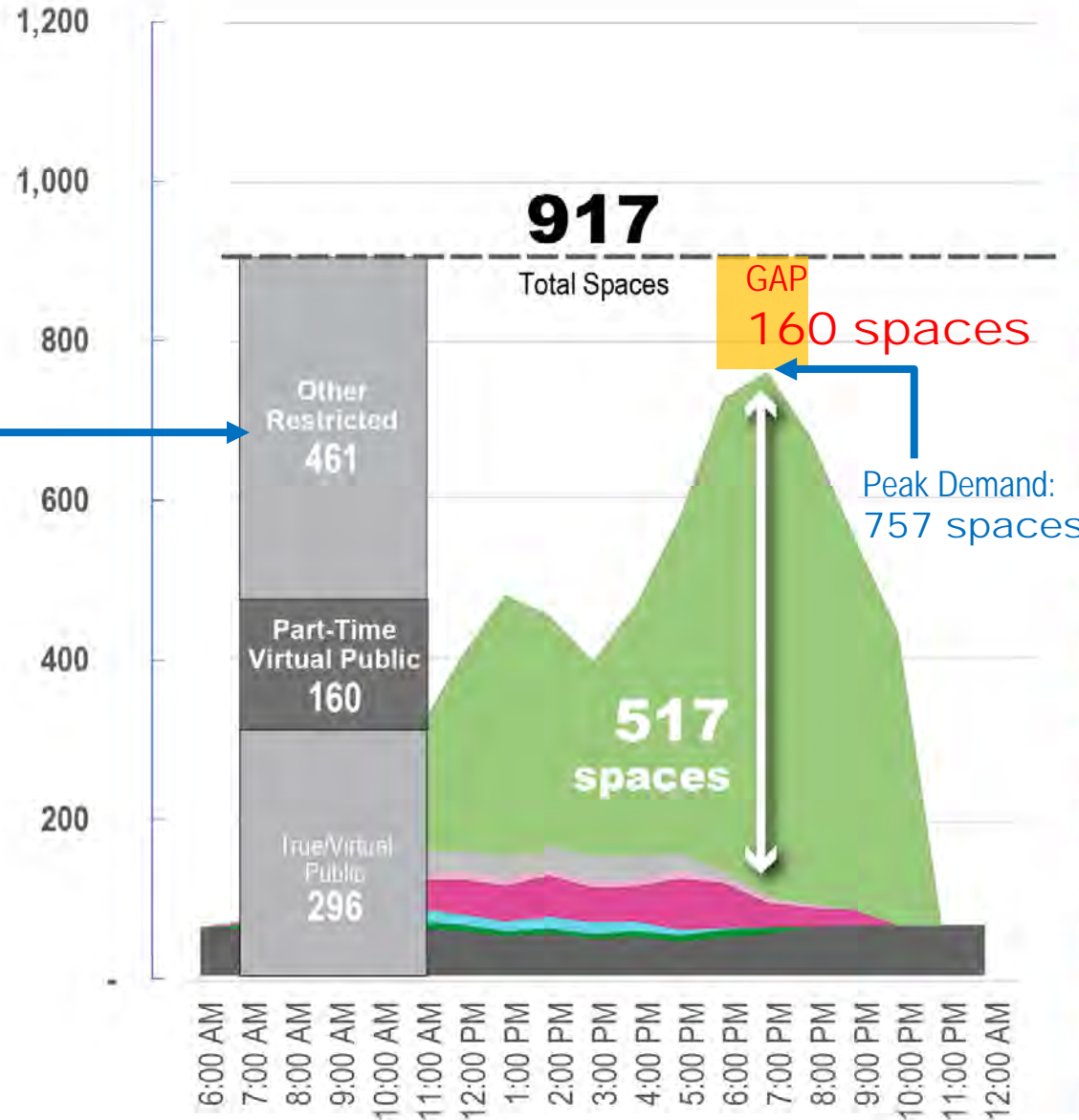


New Demand

Choice Gateway

No added daytime uses with less parking added on-site:

Compresses the gap of available parking to absorb demand



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Hotel

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Potential Strategies/ Recommendations





FEASIBLE AND NOT FEASIBLE

We can start by outlining what is certain from the study, and what the City and DDA should likely leave behind moving forward

What is certain from the study

- **YES** – we need more publicly available parking in downtown Roswell
- **YES** – this will need to be distributed throughout downtown, not just in one location. Canton Street is too long north to south for that to work.
- **YES** – it is probably not going to work to keep replicating the Green Street Lot model



FEASIBLE AND NOT FEASIBLE

We can start by outlining what is certain from the study, and what the City and DDA should likely leave behind moving forward

Some ideas may be difficult for some stakeholders

- **YES** – Restaurants don't have all of their needed parking on their sites, but a vibrant downtown should offer more options than that
- **NO** – the Green Street/Hagan lots aren't going to satisfy demand in the long term, especially if they aren't permanent
- **NO** – Restaurants alone don't make sense as the sole reason for new parking to be added



FEASIBLE AND NOT FEASIBLE

We can start by outlining what is certain from the study, and what ideas the City and DDA should likely leave behind moving forward

Let's move on from these as solutions

- **NO** – It shouldn't *have* to be free. Pricing should reflect desirability and convenience to high-demand locations.
- **NO** – City Hall's lot is not viewed as an immediate solution
- **NO** – Development can't rely on taking advantage of current parking for much longer



STRATEGY APPROACH #1: Management of Existing Supply

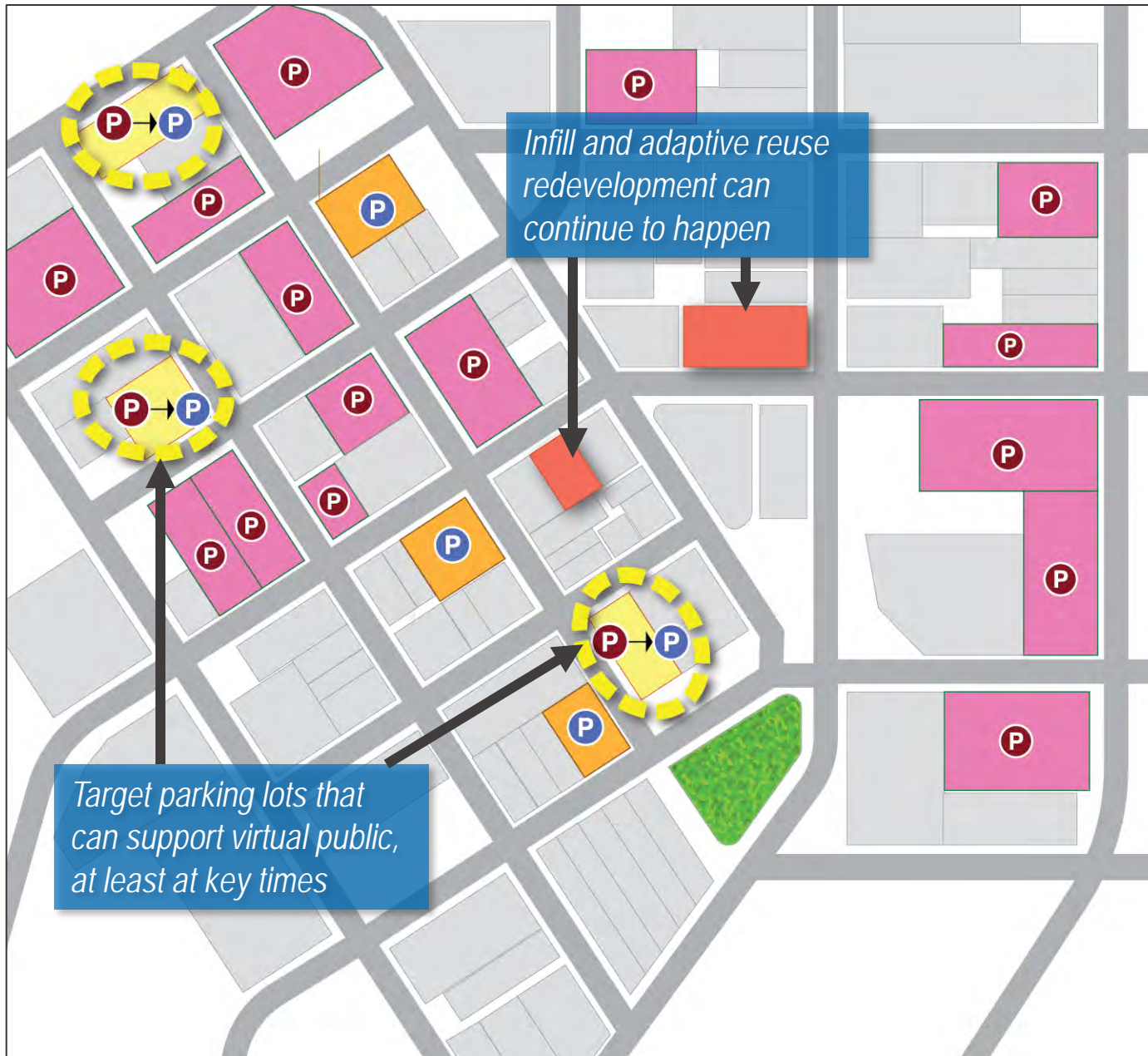
Adjust regulations and pursue opportunities for more shared parking to open up existing supply

POTENTIAL BENEFITS

- Shared agreements are mutually beneficial and reduce some burdens of management
- Specific facilities within walking distance of peak demand areas (e.g. Founder's Hall) could potentially provide supply when it is needed most

CONSIDERATIONS

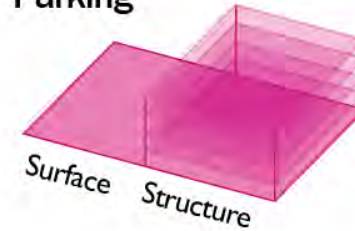
- This approach can benefit areas under strain of demand at peak periods but doesn't address the scale of the problem
- The City will need to devote substantial resources to administration



STRATEGY

APPROACH #1: More Virtual Public Parking

Parking



- Public Ownership
- For Virtual Public
- Private Ownership
- Public Access
- Private Access
- Buildings
- Park



STRATEGY #1 in practice today

The City has already experimented with parking solutions such as this lease agreement with a landowner.

Sample Summary of Existing City/Private Owner Parking Agreement

- City pays \$___/month for lot to be public between 6pm-7am, then all day on weekends
- DOT will perform up to \$___ of normal wear and tear maintenance, annually (with a weekly maintenance service)
- City maintains responsibility for insurance, signage (sandwich boards) advertising usable periods for the public
- Lessee can block off up to x spaces for tenant meetings without notice



Public Survey- What we heard

The following summarizes how perceptions might inform the success of some potential improvements-



46% Willing to walk up to 5 minutes from parking to their destination

42% Aware of the City Hall lot but feel it is too far or do not want to cross Alpharetta Street

#1

Ranked choice for improving parking is to improve existing parking lots that are within a walkable distance to destinations



STRATEGY APPROACH #2: Build New Supply

Build new supply that is available to the public in a location that also benefits businesses and future anticipated needs (whether a new lot or garage)

POTENTIAL BENEFITS

- Additional supply in strategic locations can help redistribute parking from full areas
- Visitor experience may improve with a highly-visible and designated parking location

CONSIDERATIONS

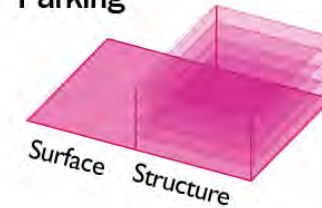
- A new facility requires significant buy-in from both businesses who would benefit from it and the City who might manage it
- **Building parking just for the peak time and demand will result in unused parking, unless there is a strategy for this**



STRATEGY

APPROACH #1: More Virtual Public Parking

Parking

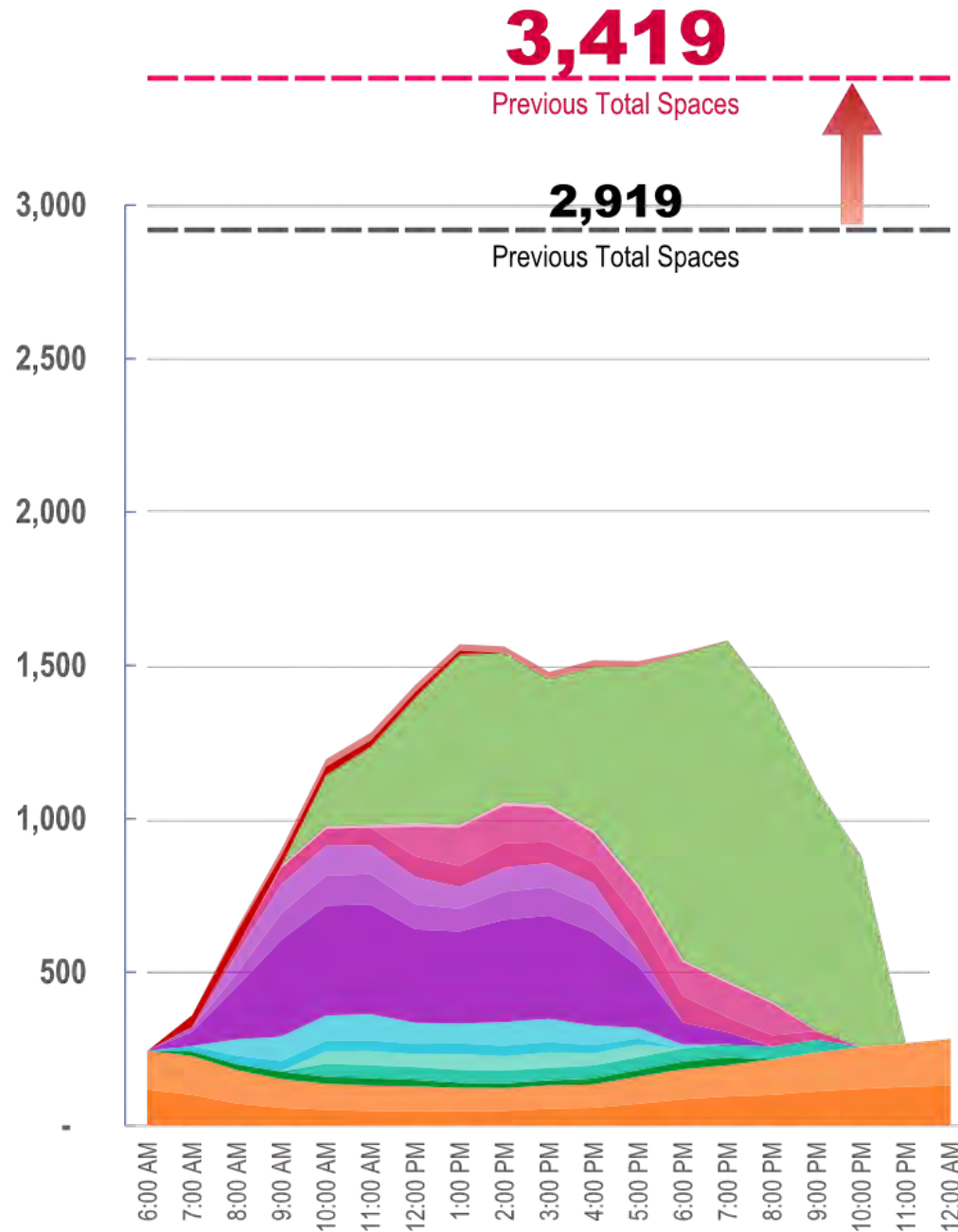


- Public Ownership
- Private Ownership
- Redevelopment
- Public Access
- Private Access
- Buildings
- Park



What if we build? How is it used?

Let's say the City builds a garage with **500** new parking spaces

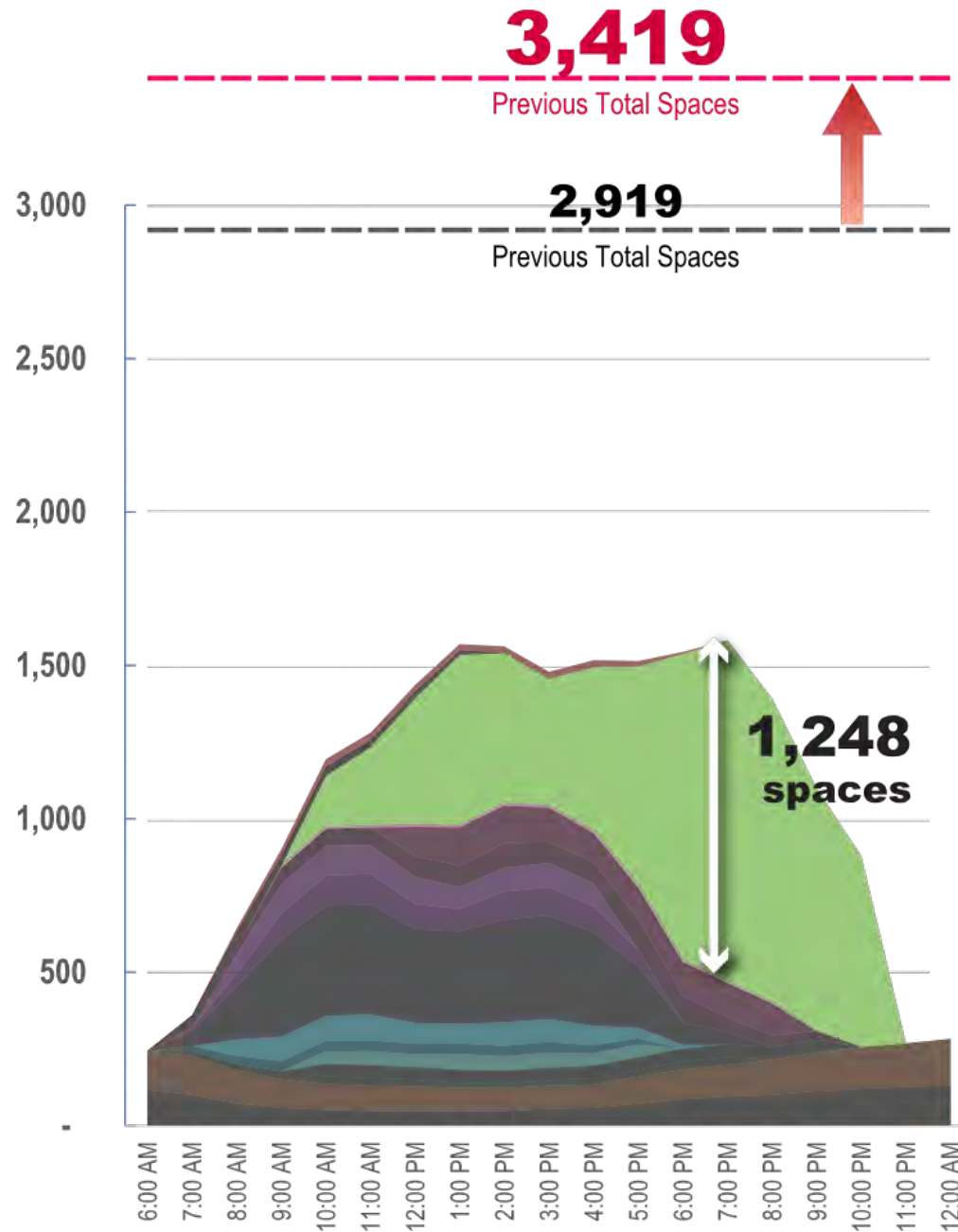




What if we build? How is it used?

Busiest time for restaurants:

6 spaces unused in the potential supply

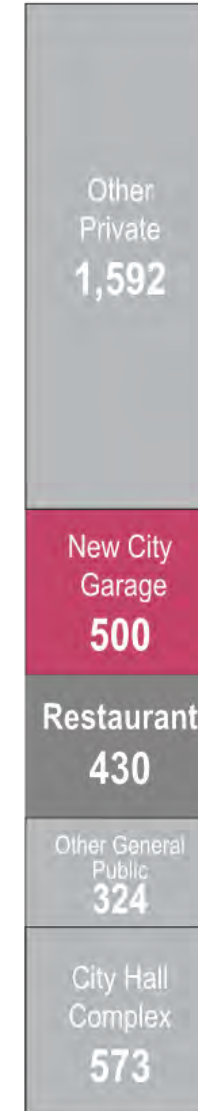
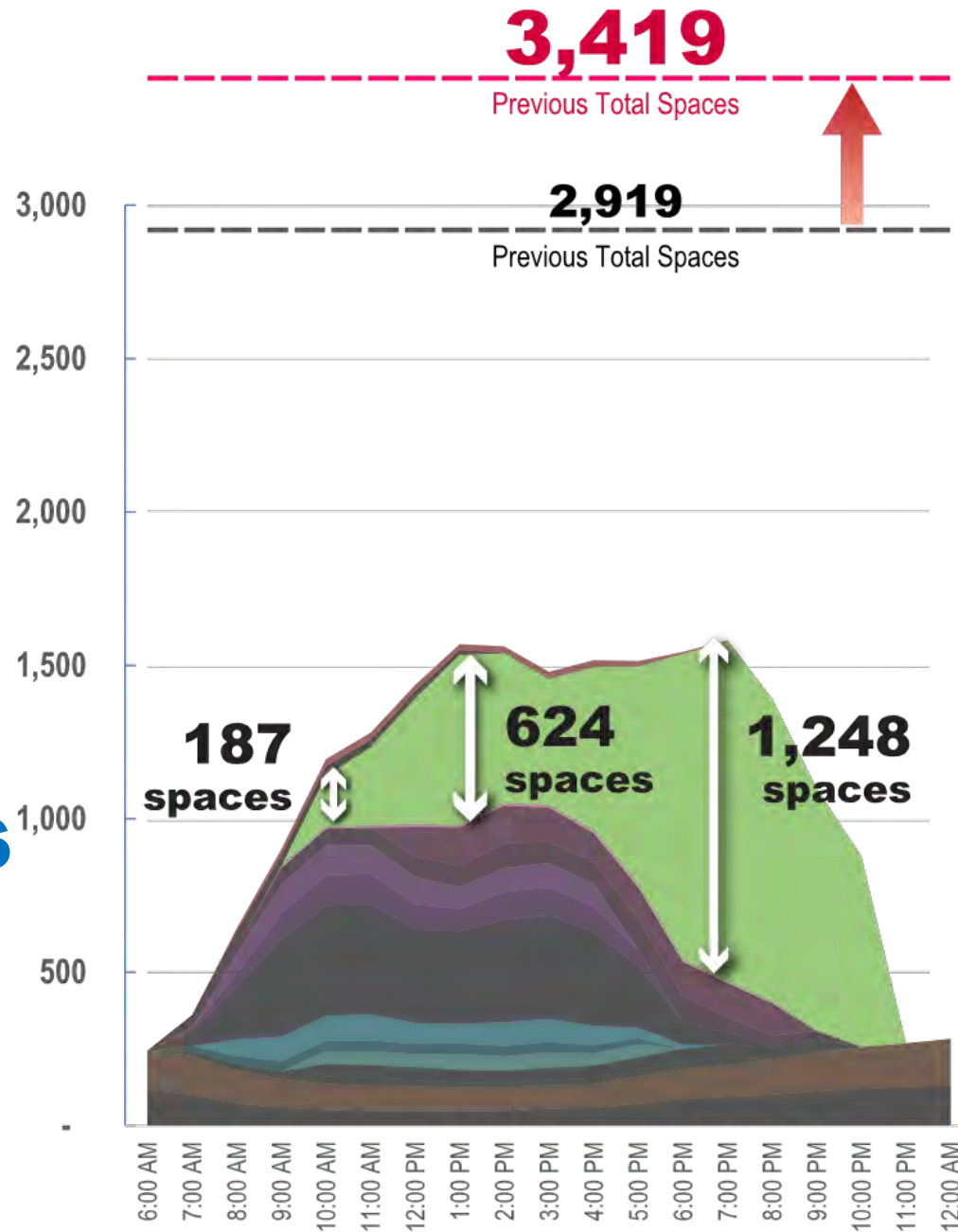


1,254
spaces available for the restaurant needs



What if we build? How is it used?

1:00 PM:
630 spaces
unused in the
potential supply

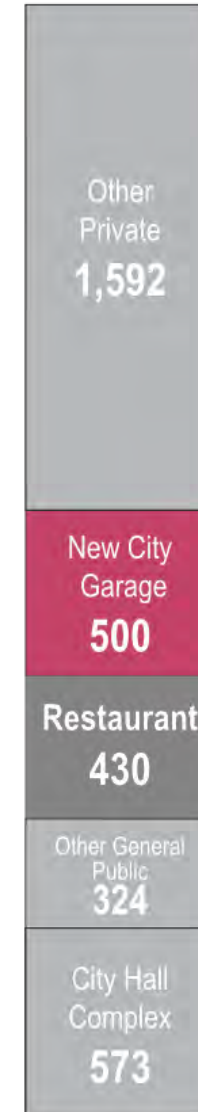
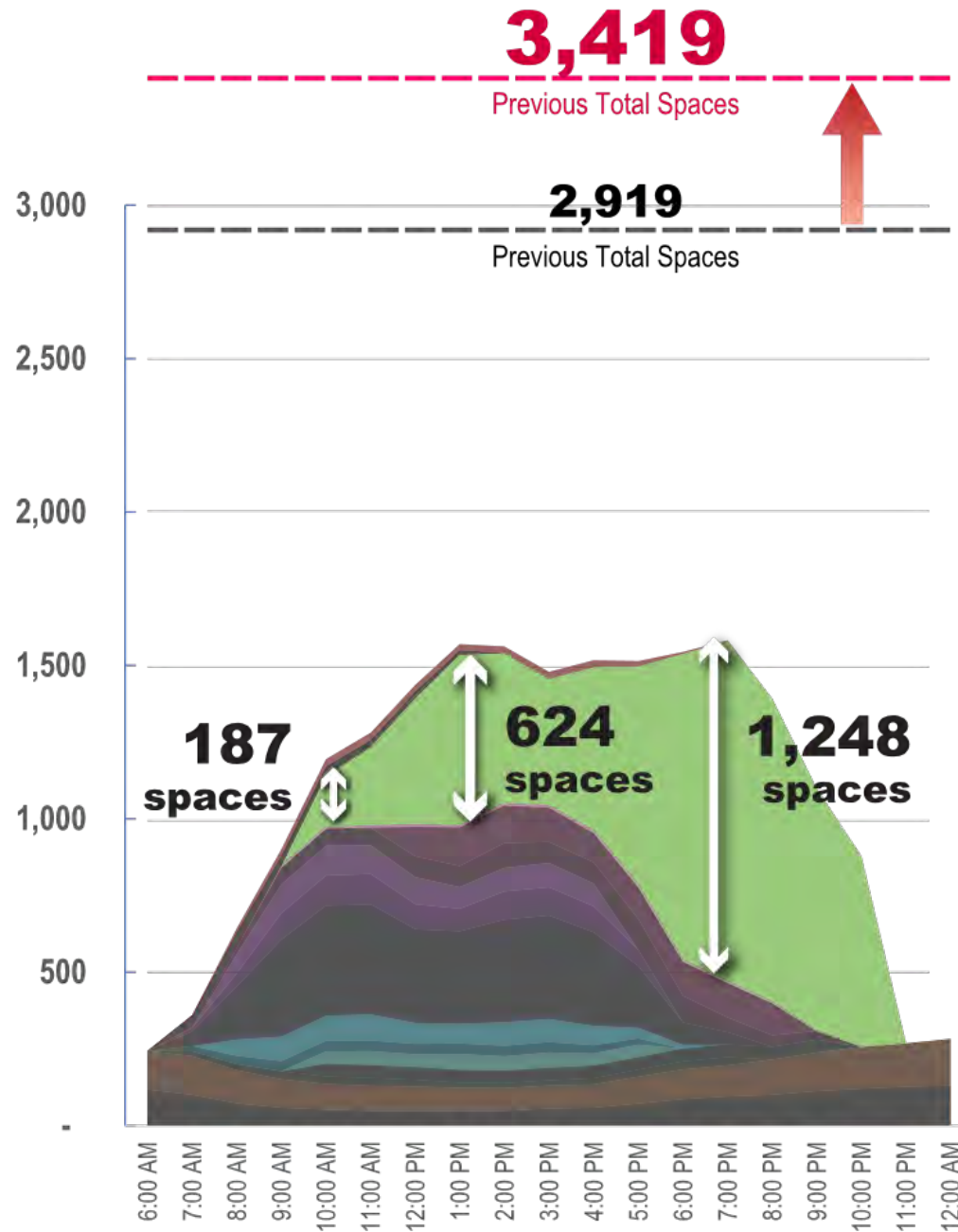


1,254
spaces available for
the restaurant needs



What if we build? How is it used?

10:00 AM:
1,067 spaces
unused in the potential supply



1,254
spaces available for the restaurant needs



WHY NOT SOME OF BOTH?

Each of the two strategic paths outlined make sense as a long-term approach to parking. And each has short-term steps to advance its overall cause.

STRATEGY APPROACH 1

- Set a goal of 50 new spaces per year to be brought under City management
- Develop a comprehensive signage/wayfinding/payment program
- Streamline pricing around levels of demand
- Create the app discussed previously and improve City website

STRATEGY APPROACH 2

- Perform a **development master plan** that identifies market potential, site susceptibility to change, and major environmental/engineering concerns
- Consider property acquisition, develop master developer RFPs
- Establish a joint development fund to be used for identified opportunities



OTHER SUPPORTING APPROACHES

- Create a standard system for classifying parking and use signage/wayfinding to support
- **Improve how parking information is shared:** develop app, elevate presence on website
- Regular reporting and monitoring and use of **good management practices.** Use time limits and price to continue making parking available, not just to generate revenue

Facility Type	Proposed Time Limit Threshold	Proposed Pricing Threshold
On-Street Parking	Utilization on an entire block surpasses 75% for at least 6 hours per day	Utilization on an entire block surpasses 85% for at least 6 hours per day
Off-Street Parking Lots	Utilization on an entire block surpasses 75% for at least 8 hours per day	Utilization on an entire block surpasses 85% for at least 8 hours per day
Off-Street Parking Garages (if constructed in the future)	No threshold: time limits not used	Utilization in public spaces surpasses 85% for at least 8 hours per day



Downtown Roswell Parking Assessment

THANK YOU!

Questions?

The logo for the Roswell Downtown Development Authority, consisting of a red square with white text. The text is arranged in four lines: "ROSWELL", "DOWNTOWN", "DEVELOPMENT", and "AUTHORITY".

ROSWELL
DOWNTOWN
DEVELOPMENT
AUTHORITY