

## Smithfield 2020 Notes from Team meeting of April 4<sup>th</sup>, 2018

### Present

Mike Adams	Sheila Gwaltney	Peter Stephenson
Rick Bodson	Trey Gwaltney	Judy Winslow
Lee Duncan	Randy Pack	
Tom Elder	Kim Pugh	

### Admin

Current funds balance is \$12,284.85. There are no outstanding commitments of funds.

### Parking in the Historic District

A single topic was discussed in this Team meeting. Tabulation of capacity, a summary of a survey, and research of parking options in other localities were provided in the March meeting.

The challenge: Is parking availability impacting economic vitality on a non-event day?  
Is there enough capacity? Is there unused capacity? Is there under-utilized capacity?

Consensus conclusion: There is no parking problem *per se* on a week-day or non-event weekend, but utilization of available capacity can be improved. The inventory of spaces and summary of the data from the 515 respondents to Tourism's survey's support the consensus.

Unused capacity – Where is it? Across from Institute Street (aka, next to Woody Crook's office / behind Laura & Lucy's), Trinity UMC's lot (except Sundays), Joyner field, Laundromat, Hill Street near the church, Town Hall lot (on week-ends), Episcopal Church lot (except Sundays).

Why is the capacity not used? Fundamentally, lack of awareness of the availability and for the Woody Crook / L&L lot, surface condition and lack of lighting after dark. More obviously, lack of signage and where restrictions exist, lack of explanatory signage.

How can use be improved? Signage, maps, modest repairs and lighting improvements.

Under-utilized capacity – Where is it? Primarily on Main Street but also on lots noted above and additionally, BofA lower lot, BSV lot, area next to Visitor / Arts Center.

Why is it an issue? On Main Street, inefficient use of available space, e.g., two cars parked in an area that can accommodate three. For the lots, as with unused capacity, lack of awareness of the availability.

How can it be addressed? Modest but readily apparent delineation of parking slots on Main Street; need not be curb to travel lane but a simple "T", potentially in a color other than stark white. Signage consistent with the unused capacity areas. More challenging: motivating all-day parkers who work on Main Street to park off-street in under-utilized lots.

Additional capacity – Where can it be added? A limited number of areas, the primary being Joyner field as a landscaped lot or a parking structure. Also, acquisition of a few parcels in the Historic District. Why is it needed? For non-event days, it's not and advocating for additional parking is not warranted at this time.

Next steps – What initiatives or projects are needed to improve parking availability?

- Signage: Develop a “brand” that readily identifies all public parking areas.
- Triage inventory: Parse existing capacity as “24 hour” and non-designated to entice all day shoppers as well as employees to the 24-hour areas. Adapt signage as appropriate.
- Maps: Create a Visitor Center pamphlet and larger direction signs, duplicated on Town, Tourism and other Web sites, highlighting available areas. Identify “All Day Parking” as an inducement to move long-term parking off Main Street.
- Road marking: Work with Town Engineering to evaluate feasible and acceptable marking to maximize usage of curb-side parking.
- Communications plan: Brief Town staff and Town Council on proposed initiatives. Validate feasibility and request endorsement of proposed steps.
- Communications plan: Develop and deliver to business owners an overview of the issues, 2020's plans to address them and, as one basic step, provide owners and employees the maps and suggestions of nearby “all day parking” areas.
- (Long term) Upgrade of a few lots: Prime target is the area behind Laura & Lucy's.

Open issue – The unique challenges posed by the residential and business mix in the 300 block. The issue will be reviewed in a future meeting.

Specifically excluded as options: Metered parking. Time-limit parking beyond where it currently exists.

**Next meeting:** Wednesday, May 2<sup>nd</sup>, 8:45 am, Arts Center @ 319 classroom.

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*These meeting notes submitted by Rick Bodson.*