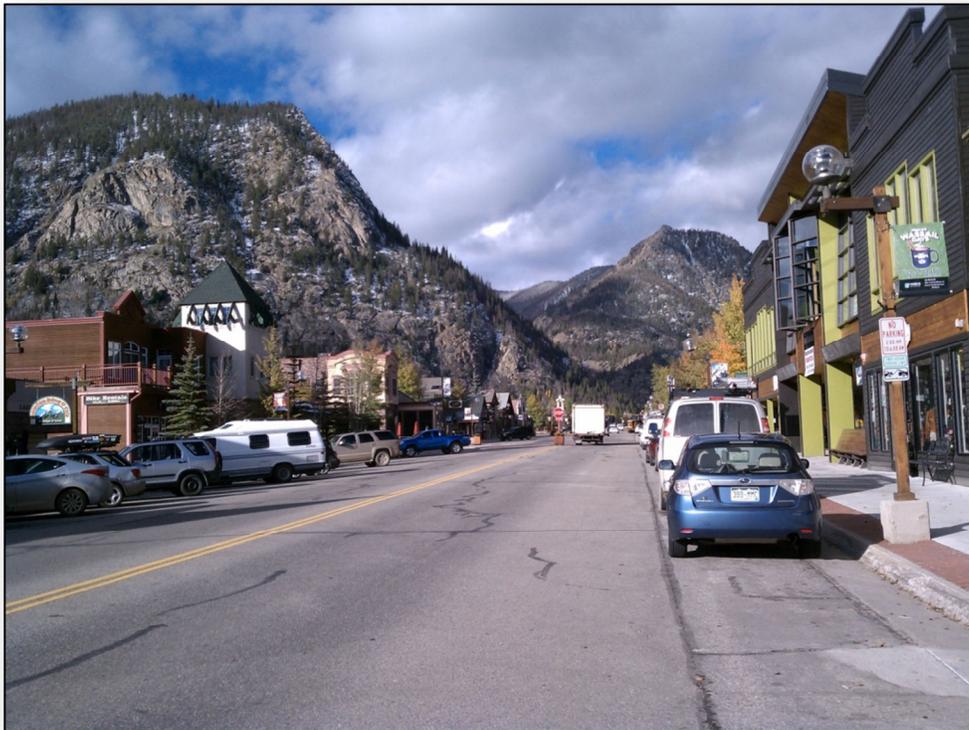


# 2011 Frisco Central Core Parking Capacity Study

## INTRODUCTION

The 2011 Frisco Community Plan identified shared values and directions for maintaining Frisco’s ‘quality of life.’ One specific direction from that plan states, “Preserve and enhance the Main Street area as the heart of the community.”

In the spirit of this community direction (and in the spirit of previous Frisco Master plan goals), the Community Development Department has been conducting bi-annual parking surveys (in the winter and summer) along Frisco’s Central Core Main Street area since 1990. The purpose of these surveys is to obtain an accurate assessment of the availability of parking over the progression of time. The analysis highlights 2011’s average parking occupancy rates, the highest and lowest parking space usage times, and includes a comparison of parking rates from the time the parking surveys started in 1990.



## METHODOLOGY

Each year that the parking survey is conducted, vehicles are counted once during the winter, and once during the summer. Actual dates vary, but surveys are consistently conducted during the months of March and July/August in an attempt to capture peaks in parking demands.

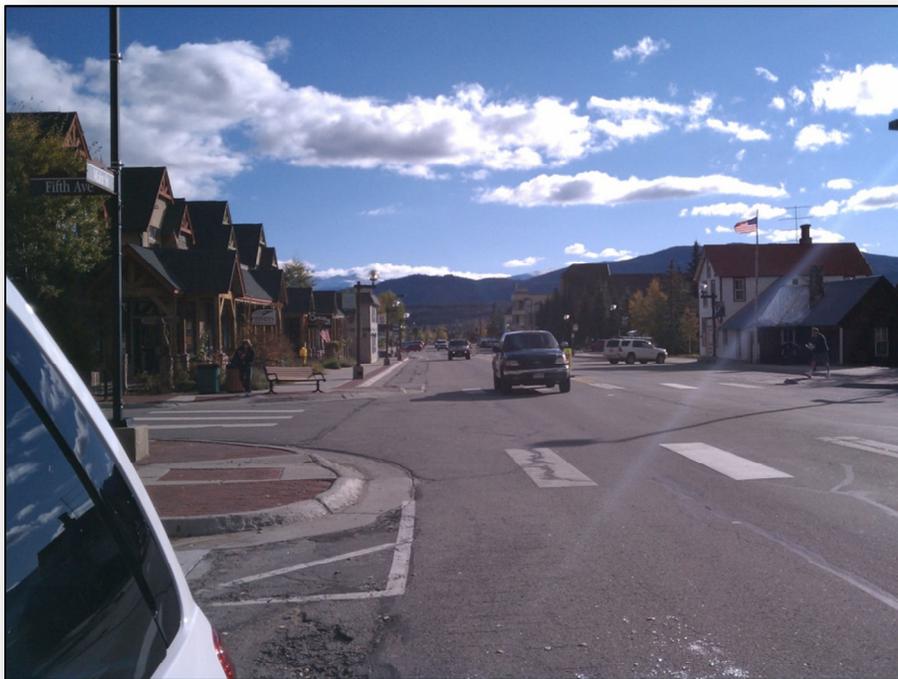
Parked cars are counted in parking spaces in the Central Core Main Street area; each block on Main Street is tallied as its own section, and the side street sections go from Main Street out one block, north and south, to Galena and/or Granite Street. The 2011 parking counts started on a Wednesday and concluded on a Sunday.

*Note: Previous year's counts started on Tuesdays and concluded on Sundays.*

For five consecutive days, cars are counted four times a day:

- Morning (8:00 a.m. -- 8:30 a.m.)
- Noon (12:00 p.m. -- 12:30 p.m.)
- Afternoon (4:00 p.m. -- 4:30 p.m.)
- Evening (8:00 p.m. -- 8:30 p.m.)

In 2011, vehicles were counted March 16<sup>th</sup> - 20<sup>th</sup> and July 27<sup>th</sup> – 31<sup>st</sup>.



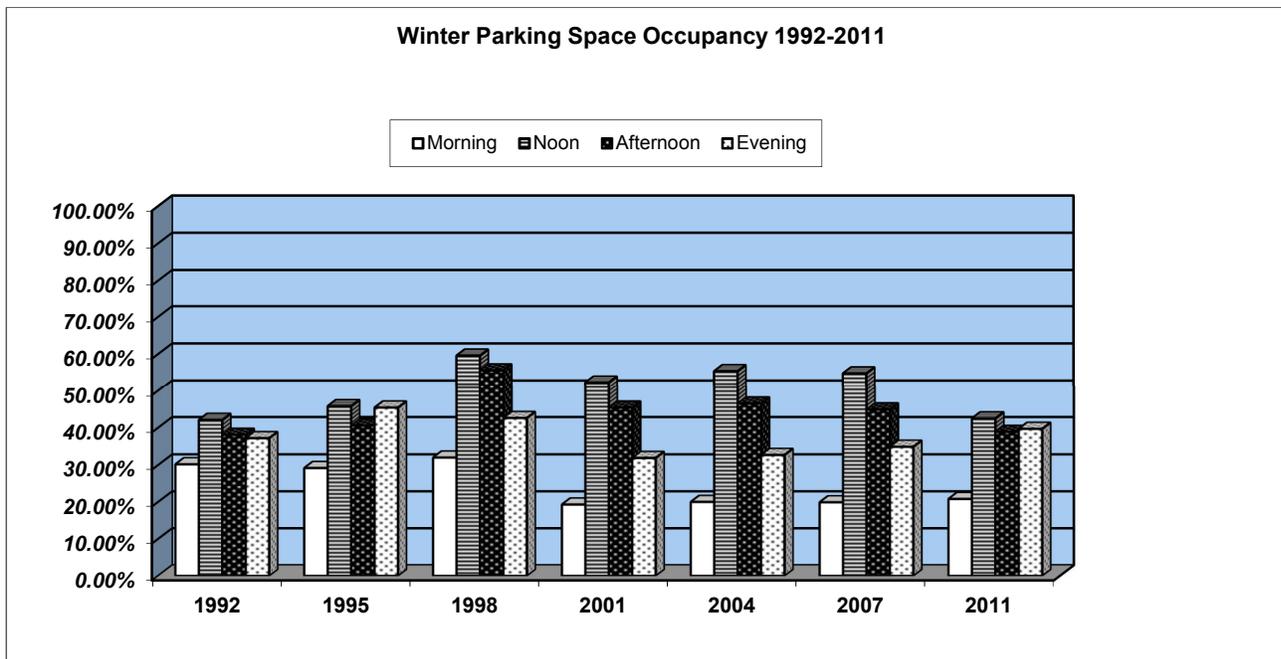
## **RESULTS**

### **2011 Overall Averages:**

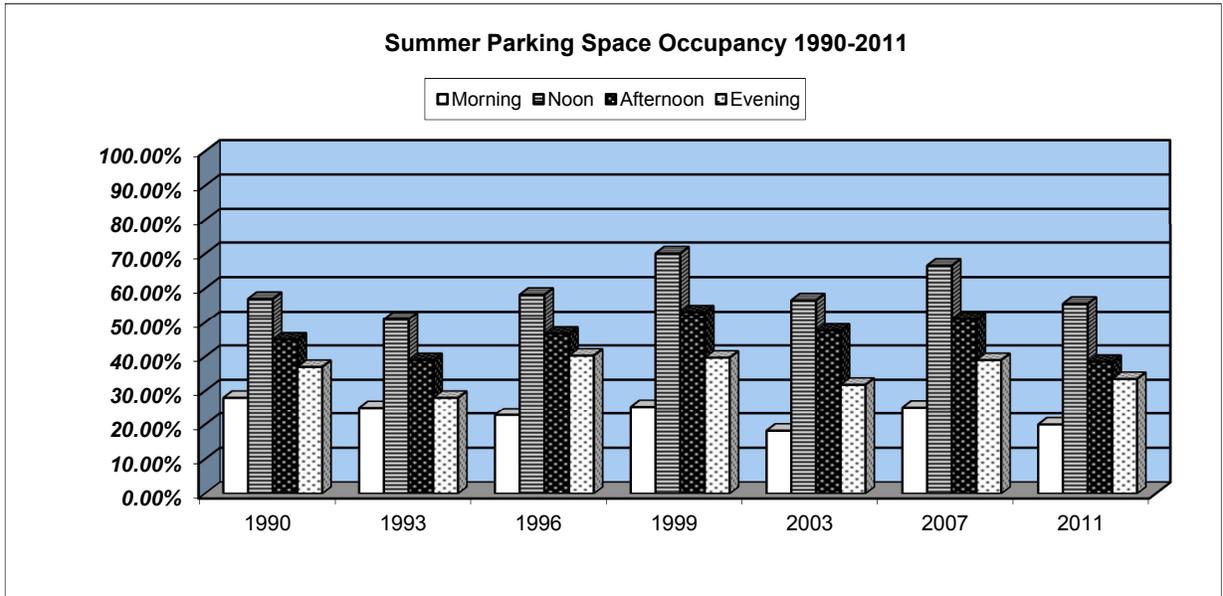
As in year's past, the 2011 noontime count was the highest average parking occupancy during both summer and winter counts. The 2011 winter count continued the trend (that began in 2001) of increased parking occupancies from 31.9% to 39.7% during the 8 pm count. Morning counts during both winter and summer continued to consistently hover around 20% occupancy.

*Note: Due to restriping, slight increases in the number of designated parking spaces provided in the Central Core over the years, and minor discrepancies between staff survey techniques and methodology, there may be a small margin of error in the year to year comparisons.*

Winter –Average Parking Space Occupancy		
<u>2011</u>	<u>2007</u>	<u>2004</u>
Morning- 20.8%	Morning- 19.9%	Morning- 20%
<b>Noon- 42.5%</b>	<b>Noon- 54.8%</b>	<b>Noon- 55.4%</b>
Afternoon- 38.9%	Afternoon- 44.9%	Afternoon- 46.5%
Evening- 39.7%	Evening- 34.9%	Evening- 32.7%



Summer – Average Parking Space Occupancy		
<u>2011</u>	<u>2007</u>	<u>2003</u>
Morning- 20%	Morning- 25.1%	Morning- 18.2%
<b>Noon- 55.6%</b>	<b>Noon- 66.6%</b>	<b>Noon- 56.6%</b>
Afternoon- 38.5%	Afternoon- 51%	Afternoon- 47.6%
Evening- 33.5%	Evening- 39%	Evening- 31.8%



**Highest Usage Blocks:**

These results show certain blocks within the Central Core that receive the most parking use throughout the day. The following charts indicate the specific blocks within the Central Core with the highest parking occupancy for each time of day for the winter and summer counts, along with comparison data from past years.

The text in **blue** denotes the same blocks receiving the highest usage for the same time of day, for consecutive time periods.

<b>Winter – Blocks with Highest Parking Space Occupancy per time of day</b>			
	<u>2011</u>	<u>2007</u>	<u>2004</u>
Morning	<u>Main St (btwn 4<sup>th</sup> &amp; 5<sup>th</sup>)</u> – 55.4%	<u>1<sup>st</sup> Avenue (Galena St.)</u> – 47.8%	<u>Main St (btwn 4<sup>th</sup> &amp; 5<sup>th</sup>)</u> – 53.9%
Noon	<u>Main St (btwn 3<sup>rd</sup> &amp; 4<sup>th</sup>)</u> – 81.2%	<u>Main St (btwn 6<sup>th</sup> &amp; 7<sup>th</sup>)</u> – 87%	<u>Main St (btwn 3<sup>rd</sup> &amp; 4<sup>th</sup>)</u> – 85.3%
Afternoon	<u>Main St (btwn 2<sup>nd</sup> &amp; 3<sup>rd</sup>)</u> – 68.8%	<u>5<sup>th</sup> Avenue (Galena)</u> – 71.8%	<u>7<sup>th</sup> Avenue (Granite St.)</u> – 73%
Evening	Main St (btwn 6 <sup>th</sup> & 7 <sup>th</sup> ) – 89.1%	<u>Main St (btwn 3<sup>rd</sup> &amp; 4<sup>th</sup>)</u> – <b>86.5%</b>	<u>Main St (btwn 3<sup>rd</sup> &amp; 4<sup>th</sup>)</u> – <b>78%</b>

<b>Summer – Blocks with Highest Parking Space Occupancy per time of day</b>			
	<u>2011</u>	<u>2007</u>	<u>2004</u>
Morning	<u>4<sup>th</sup> Avenue (Galena)</u> – 42.8%	<u>Main St (btwn 4<sup>th</sup> &amp; 5<sup>th</sup>)</u> – 52%	<u>7<sup>th</sup> Avenue (Granite)</u> – 48%
Noon	<u>Main St (btwn 3<sup>rd</sup> &amp; 4<sup>th</sup>)</u> – <b>87.3%</b>	<u>Main St (btwn 3<sup>rd</sup> &amp; 4<sup>th</sup>)</u> – <b>95%</b>	<u>Main St (btwn 3<sup>rd</sup> &amp; 4<sup>th</sup>)</u> – <b>90%</b>
Afternoon	<u>5<sup>th</sup> Avenue (Galena)</u> – 63.8%	<u>Main St (btwn 6<sup>th</sup> &amp; 7<sup>th</sup>)</u> – 74%	<u>7<sup>th</sup> Avenue (Granite St.)</u> – 72%
Evening	<u>Main St (btwn 3<sup>rd</sup> &amp; 4<sup>th</sup>)</u> – <b>81.8%</b>	<u>Main St (btwn 3<sup>rd</sup> &amp; 4<sup>th</sup>)</u> – <b>79%</b>	<u>Main St (btwn 3<sup>rd</sup> &amp; 4<sup>th</sup>)</u> – <b>77%</b>

**Lowest Usage Blocks:**

The results show certain blocks within the Central Core receive the least parking use throughout the day. The following charts indicate the specific blocks within the Central Core with the lowest parking occupancy for each time of day that data was collected for the winter and summer counts, along with comparison data from the past couple of years.

The text in **green** denotes the same blocks receiving the lowest usage for the same time of day, for consecutive time periods.

<b>Winter–Blocks with Lowest Parking Space Occupancy per time of day</b>			
	<u>2011</u>	<u>2007</u>	<u>2005</u>
Morning	<u>Madison</u> (Granite) – 1.3%	<u>2<sup>nd</sup> Avenue</u> (Granite) – 17%	<u>Madison</u> (Granite) – 0%
Noon	<b><u>Madison (Granite) – 1%</u></b>	<b><u>Madison (Granite) – 2%</u></b>	<u>Main Street</u> (btwn 5 <sup>th</sup> & 6 <sup>th</sup> ) – 23%
Afternoon	<u>Madison</u> (Granite) – 1.7%	<u>2<sup>nd</sup> Avenue</u> (Granite St.) – 15%	<u>Madison</u> (Granite) – 15%
Evening	<b><u>Main St. (btwn 1<sup>st</sup> &amp; 2<sup>nd</sup>) – 4.8%</u></b>	<b><u>Main Street (btwn 1<sup>st</sup> &amp; 2<sup>nd</sup>) – 2%</u></b>	<b><u>Main Street (btwn 1<sup>st</sup> &amp; 2<sup>nd</sup>) – 3%</u></b>

<b>Summer–Blocks with Lowest Parking Space Occupancy per time of day</b>			
	<u>2011</u>	<u>2007</u>	<u>2004</u>
Morning	<b><u>Madison (Granite) – 3.3%</u></b>	<b><u>Madison (Granite) – 3%</u></b>	<u>2<sup>nd</sup> Avenue</u> (Granite St.) – 3%
Noon	<b><u>Madison (Granite) – 4.3%</u></b>	<b><u>Madison (Granite) – 15%</u></b>	<b><u>Madison (Granite) – 12%</u></b>
Afternoon	<b><u>Madison (Granite) – 3.7%</u></b>	<b><u>Madison (Granite) – 15%</u></b>	<b><u>Madison (Granite) - 12%</u></b>
Evening	<u>Madison</u> (Granite) – 7.3%	<u>1<sup>st</sup> Avenue</u> (Galena St.) – 6%	<u>Main Street</u> (btwn 1 <sup>st</sup> & 2 <sup>nd</sup> ) – 1%

**CONCLUSION**

Based on the bi-annual surveys, it appears that from 1990 to 1999, parking occupancy was on the rise in Frisco. Parking occupancy decreased slightly in 2000 and has fluctuated since then. Some of this fluctuation is due to parking space changes over the years: additional parking spaces have been added, and recent parking space re-striping created more parking.

Comparing between summer and winter parking counts, during the 1990’s parking rates tended to be higher in the winter; however, since 2000, the counts indicate summer is as busy as winter. The trend remains that the noon count tends to be the highest average occupancy each day for both winter and summer. The 2011 winter count continued the trend (that began in 2001) of increased parking occupancies from 31.9% to 39.7% during the 8 pm count (summer evening counts have fluctuated) while morning parking occupancies consistently hover around 20%.

While perceptions of available parking can vary greatly it appears that overall; there is an adequate number of parking spaces to serve the existing uses in Frisco's Central Core area.

For complete worksheets of the 2011 winter and/or Summer Parking Survey charts or for further information on the 1990-2007 parking data or the Town's parking code requirements, please contact the Community Development Department (970) 668-9131 or email [planning@townoffrisco.com](mailto:planning@townoffrisco.com).