



2018



Downtown Parking Utilization Study

COOKEVILLE, TENNESSEE



CITY OF COOKEVILLE

DOWNTOWN PARKING UTILIZATION STUDY

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2018

COOKEVILLE DOWNTOWN

PARKING UTILIZATION STUDY

INTRODUCTION

In May of 2016 the Cookeville Planning Department completed a study of parking in the Cookeville downtown, defined primarily as the area within the city zoned as CBD, Central Business District. This study, which provided an inventory and analysis of public and private parking, served as an update of a similar study completed by the Planning Department in 2004. These studies were designed to evaluate parking based on supply and demand. In both studies it was determined that the parking demand significantly exceeded the parking supply in the CBD.

Conclusions drawn from the 2004 and 2016 Parking Studies indicated that the downtown area had a parking shortage based on the Cookeville Zoning Code parking requirements for the type and size of specific land uses. The 2004 analysis indicated that parking demand exceeded parking supply by 1,155 parking spaces. In 2016 the analysis indicated that this deficit had increased to approximately 1,229 spaces. The 2016 study concluded that a reduction in parking supply, moderate growth in land use, and conversions of land uses requiring greater number of parking spaces (e.g., office or retail space converted to a restaurant) contributed to the increased deficit.

To more thoroughly assess the impact of the assumed parking shortage, the 2016 Parking Study recommended that a study on the utilization of the existing parking supply be completed. A parking utilization analysis is a common method for further evaluating whether the parking supply is adequate for the parking demand. This Downtown Parking Utilization Study is intended to supplement the information provided within the 2016 Parking Study.

METHODOLOGY

For the purposes of this utilization study, the Cookeville downtown was defined primarily as the area within the city zoned as CBD, Central Business District. Certain parking areas located on the immediate fringe of the CBD utilized by employees and visitors to the downtown were also included in the study area. Illustration 1 depicts the boundaries of the study area. The area generally consists of a corridor along Spring Street and Broad Street extending approximately from Maple Avenue on the east to Whitney Avenue on the west. It is composed of a total of 226 parcels in their entirety and



Sub Areas

Illustration 1

Downtown Parking Study

Cookeville, Tennessee

portions of four (4) others. Combining the parcel land area with railroad and street rights-of-way indicates that the study area consists of approximately 92.6 acres or 0.14 square miles.

The study area includes what have been historically identified as the two (2) downtown areas of Cookeville. These are the areas immediately around the Putnam County Courthouse referred to as “The Square” and the area along West Broad Street in the vicinity of the Cookeville Depot referred to as the “West Side”. These two (2) areas were combined into one (1) contiguous CBD zone in a 2002 citywide rezoning. Prior to the 2002 rezoning, the two (2) areas within the city zoned as CBD comprised a total land area of only 21 acres. Since 2002 the CBD has been further expanded through the rezoning of two (2) contiguous areas.

The nine (9) sub areas of the CBD identified in the 2016 Parking Study were also used in this Parking Utilization Study to complete a more in-depth analysis. Generally, the boundaries of each sub area were defined by identifying a principal land use or uses and by including the primary parking areas for these uses. In late June/early July 2016 and in April 2017, parking utilization was determined within each of the nine (9) sub areas at four (4) times of the day (9:00 AM, 12:00 PM, 3:00 PM, and 6:00 PM) for a given three (3) day period. The specific sub areas were inventoried as indicated in Table 1 and Table 2.

Due to inclement weather, data collection was postponed for 6:00 p.m. Wednesday, April 5, 2017, and rescheduled for 6:00 p.m. Wednesday, April 19, 2017. Otherwise, weather did not have a perceived effect on the study.

June/July 2016 Parking Observation Dates

Table 1

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
June 19	20	21	22	23	24 Sub Area 7	25
26	27	28 Sub Area 7 Sub Area 8 Sub Area 9	29 Sub Area 7 Sub Area 8 Sub Area 9	30	July 1 Sub Area 8 Sub Area 9	2
3	4	5	6 Sub Area 1 Sub Area 2 Sub Area 4	7 Sub Area 1 Sub Area 2 Sub Area 4	8 Sub Area 1 Sub Area 2 Sub Area 4	9
10	11	12 Sub Area 3 Sub Area 5 Sub Area 6	13 Sub Area 3 Sub Area 5 Sub Area 6	14	15 Sub Area 3 Sub Area 5 Sub Area 6	16

April 2017 Parking Observation Dates

Table 2

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2	3	4 Sub Area 5 Sub Area 6 Sub Area 7 Sub Area 8 Sub Area 9	5 Sub Area 5 Sub Area 6 Sub Area 7 Sub Area 8 Sub Area 9 **Did not survey at the 6:00 PM time due to inclement weather.	6	7 Sub Area 5 Sub Area 6 Sub Area 7 Sub Area 8 Sub Area 9	8
9	10	11 Sub Area 3	12 Sub Area 1 Sub Area 2 Sub Area 3 Sub Area 4	13 Sub Area 1 Sub Area 2 Sub Area 4	14	15
16	17	18	19 **6:00 PM Sub Area 5 Sub Area 6 Sub Area 7 Sub Area 8 Sub Area 9	20 Sub Area 1 Sub Area 2 Sub Area 4	21 Sub Area 1 Sub Area 2 Sub Area 3 Sub Area 4	22

ANALYSIS

For the June/July 2016 parking utilization inventory, the CBD consisted of 3,158 total parking spaces. Sub Area 3 had the highest average percentage occupied of 50.4 percent. This consisted of an average occupancy of 178.4 parking spaces out of the 354 available in the sub area. Sub Area 9 had the lowest average percentage of occupied parking spaces at 26.6 percent, or 141.5 out of the 532 available spaces.

Parking increased in the downtown area by 26 spaces from the 2016 and 2017 parking utilization counts. Additional parking was added in Sub Area 4 for a newly renovated retail space on South Jefferson Avenue. A new parking lot was constructed for an office space on East Broad Street in Sub Area 2. Parking was added along West 1st Street in Sub Area 8. Also, some parking was eliminated in Sub Area 9 due to the Rails to Trails project and restriping of the parking lot behind West Town Centre.

For the April 2017 utilization inventory, the CBD consisted of 3,184 total parking spaces. As in the 2016 data collection, Sub Area 3 had the highest average percentage of spaces occupied at 52.8 percent. This consisted of an average occupancy of 188.5

parking spaces out of the 357 available in the sub area. Sub Area 4 had the lowest average percentage of occupied parking spaces at 28.0 percent, or 88.5 out of the 316 available spaces. Combining the highest utilization rates at any survey interval for each of the nine (9) sub areas during the 2017 inventory indicated that 1,606 parking spaces were occupied. This represents a utilization range of 50.4 percent.

An occupancy threshold is typically used to determine whether a parking shortage is present. Reviews of parking utilization studies from other cities indicate ranges from 75 to 90 percent occupancy are used to evaluate parking availability. A high occupancy rate may indicate a shortage of parking while a low occupancy rate may indicate an abundance of available parking. For the purposes of this study a conservative occupancy threshold of 75 percent was selected to indicate a possible shortage in available parking.

In the following sections the 2016 and 2017 occupancy rates are analyzed for public/private parking combined and for public and private parking utilization separately.

2016

Public/Private Parking Combined

The 2016 utilization inventory of the CBD indicated that the overall average occupancy rate for public and private parking combined did not exceed the 75 percent threshold. In fact, the highest recorded average occupancy for any of the sub areas was only slightly above 50 percent. The sub areas with the highest average occupancy rates in 2016 were Sub Area 3, with an average occupancy of 50.4 percent, Sub Area 1, with an average occupancy of 45.3 percent and Sub Area 7, with an average occupancy of 41.2 percent.

Sub Area 3 had the highest average occupancy rate at 50.4 percent. The highest daily average for this sub area occurred on Wednesday, at 52.5 percent and the highest occupied time was the 3:00 PM time at 60.1 percent. The highest individual occurrence of parking occupancy for Sub Area 3 for the study period occurred on Wednesday, July 13, 2016 at 3:00 PM, with 231 of 354 spaces occupied, at 65.3 percent.

Sub Area 1 contained the second highest parking occupancy rate, with an average of 45.3 percent. The highest daily average of parking occupancy occurred on Thursdays, with 47.0 percent. The highest time average was at 9:00 AM, at 63.1 percent. The highest individual instance of parking utilization for Sub Area 1 occurred on Thursday, July 7, 2016 at 9:00 AM, with 178 of 270 spaces filled, at 65.9 percent.

Sub Area 7 had the third highest parking occupancy rate, with an average of 41.2 percent. The highest daily average of parking occupancy occurred on Wednesday, with

43.2 percent. The highest time average was at 12:00 PM, at 45.2 percent. The highest individual instance of parking utilization for Sub Area 7 occurred on Wednesday, June 29, 2016 at 12:00 PM, with 186 of 370 spaces filled, at 50.3 percent.

The least public/private combined parking utilizations for the 2016 study period occurred in Sub Area 9, Sub Area 4, and Sub Area 2. Sub Area 9 had an average occupancy of 26.6 percent (approximately 142 of 532 spaces). The highest occupancy for Sub Area 9 was 262 occupied spaces out of 532 (49.2 percent occupied). All other instances were below 31 percent. Sub Area 4 had an average occupancy of 27.0 percent (approximately 80 of 298 spaces). The highest occupancy for Sub Area 4 was 118 of 298 spaces (39.6 percent). All other instances were below 38 percent. Sub Area 2 had an average occupancy of 27.4 percent (approximately 72 of 262 spaces). The highest occupancy for Sub Area 2 was 94 of 262 spaces occupied (35.9 percent). All other instances were below 35 percent.

Public Parking

For the 2016 study period, the highest average overall public parking occupancy rate did not exceed the 75 percent occupancy threshold in any of the nine (9) sub areas. The top three (3) occupied sub areas were Sub Area 7, with an average occupancy of 62.2 percent, Sub Area 2, with an average occupancy of 58.3 percent and Sub Area 3, with an average occupancy of 51.4 percent.

Sub Area 7 had the highest average occupancy rate at 62.2 percent. This sub area contained 120 public parking spaces. The highest daily occupancy average of this sub area occurred on Wednesday, at 67.7 percent and the highest occupied time was the 12:00 PM time at 76.7 percent. The highest individual occurrence of public parking occupancy for Sub Area 7 for the study period occurred on Wednesday, June 29, 2016 at 12:00 PM, with 114 of 120 spaces occupied, at 95.0 percent. The second highest individual occurrence was on Friday, June 28 at 6:00 PM, with 89 of the 120 spaces occupied or 74.2 percent.

Sub Area 2 contained 28 total public parking spaces and had the second highest public parking occupancy rate, with an average of 58.3 percent. The highest daily average of parking occupancy occurred on Thursday, with 63.4 percent. The highest time average was at 12:00 PM, at 76.2 percent. The highest individual instance of parking utilization for Sub Area 2 occurred on Thursday, July 7, 2016 at 12:00 PM, with 24 of 28 spaces occupied, at 85.7 percent. Public parking in Sub Area 2 for the 2016 study area consists of 28 of a total 262 parking spaces (approximately 11 percent). Public parking is not intended to primarily serve parking demand for this area.

Sub Area 3 contained 318 public parking spaces and had the third highest parking occupancy, with an average of 51.4 percent. The highest daily average of parking

occupancy occurred on Tuesday, with 53.9 percent. The highest time average was at 3:00 PM, at 61.2 percent. The highest individual instance of parking utilization for Sub Area 3 occurred on Wednesday, July 13, 2016 at 3:00 PM, with 213 of 318 spaces filled, at 67.0 percent.

The least occupied public parking spaces for the 2016 study period were located in Sub Area 9, Sub Area 4, and Sub Area 8. Sub Area 9 had an average occupancy of 19.5 percent (approximately 63 of 322 spaces). The highest occupancy for Sub Area 9 was 153 occupied spaces out of 322 (47.5 percent occupied). All other instances were below 22 percent. Sub Area 4 had an average occupancy of 20.2 percent (approximately 6 of 33 spaces). The highest occupancy for Sub Area 4 was 12 of 33 spaces (36.4 percent). All other instances were below 34 percent. Sub Area 8 had an average occupancy of 31.8 percent (approximately 54 of 171 spaces). The highest occupancy for Sub Area 8 was 77 of 171 spaces occupied (45 percent). All other instances were below 45 percent.

Private Parking

During the 2016 analysis, the highest average overall private parking occupancy did not exceed the 75 percent occupancy threshold in any of the nine (9) sub areas. The top three (3) occupied sub areas were Sub Area 3, with an average occupancy of 41.2 percent, Sub Area 9, with an average occupancy of 37.4 percent and Sub Area 5, with an average occupancy of 36.3 percent.

Sub Area 3 had the highest average private parking occupancy rate at 41.2 percent. Only 36 private parking spaces are located in Sub Area 3. The highest daily occupancy average for Sub Area 3 occurred on Friday, at 49.3 percent and the highest average occupied time was the 3:00 PM time at 50.0 percent. The highest individual occurrence of private parking occupancy for Sub Area 3 for the 2016 study period occurred on Wednesday, July 13 at 12:00 PM, with 22 of 36 spaces occupied, at 61.1 percent. The second highest individual occurrence was on Friday, July 15 at 3:00 PM, with 20 of the 36 spaces occupied or 55.6 percent.

Sub Area 9 contained 210 total private parking spaces and had the second highest private parking occupancy, with an average of 37.4 percent. The highest daily average of private parking occupancy occurred on Wednesday, with 40.0 percent. The highest time average was at 12:00 PM, at 48.6 percent. The highest individual instance of private parking utilization for Sub Area 9 occurred on Wednesday, June 29, 2016 at 12:00 PM, with 109 of 210 spaces filled, at 51.9 percent.

Sub Area 5 contained 151 private parking spaces and had the third highest parking occupancy, with an average of 36.3 percent. The highest daily average of parking occupancy occurred on Tuesday, with 42.2 percent. The highest time average was at

3:00 PM, at 46.1 percent. The highest individual instance of private parking utilization for Sub Area 5 occurred on Tuesday, July 12, 2016 at 3:00 PM, with 87 of 151 spaces filled, at 57.6 percent.

The least occupied private parking spaces for the 2016 study period were located in Sub Area 6, Sub Area 2, and Sub Area 4. Sub Area 6 had an average occupancy of 9.9 percent (approximately 10 of 99 spaces). The highest occupancy for Sub Area 6 was 29 occupied spaces out of 99 (29.3 percent). All other instances were below 15 percent. Sub Area 2 had an average occupancy of 23.7 percent (approximately 55 of 234 spaces). The highest occupancy for Sub Area 2 was 75 of 234 spaces (29.9 percent). All other instances were below 30 percent. Sub Area 4 had an average occupancy of 27.8 percent (approximately 74 of 265 spaces). The highest occupancy for Sub Area 4 was 107 of 265 spaces occupied (29.9 percent). All other instances were below 39 percent.

2017

Public/Private Parking Combined

For the 2017 study period, the average occupancy rate for combined public/private parking spaces did not exceed the 75 percent occupancy threshold in any of the nine (9) sub areas. The top three (3) occupied sub areas were again, Sub Area 3, with an average occupancy of 52.8 percent, Sub Area 1, with an average occupancy of 47.9 percent and Sub Area 7, with an average occupancy of 41.4 percent.

Sub Area 3 had the highest average occupancy rate of combined public and private parking at 52.8 percent. The highest daily average for Sub Area 3 occurred on Tuesday, at 55.5 percent and the highest occupied time was the 3:00 PM time at 59.0 percent. The highest individual occurrence of parking occupancy for Sub Area 3 for the 2017 study period occurred on Tuesday, April 11 at 3:00 PM, with 231 of 357 spaces occupied, at 64.7 percent.

Sub Area 1 contained the second highest public/private parking occupancy, with an average of 47.9 percent. The highest daily average of parking occupancy occurred on Wednesday, with 51.2 percent. The highest time average was at 9:00 AM, at 61.3 percent. The highest individual instance of parking utilization for Sub Area 1 occurred on Wednesday, April 12, 2017 at 9:00 AM, with 174 of 272 spaces filled, at 61.3 percent.

Sub Area 7 contained the third highest parking occupancy, with an average of 41.4 percent. The highest daily average of parking occupancy occurred on Friday, with 44.8 percent. The highest time average was at 12:00 PM, at 49.2 percent. The highest individual instance of parking utilization for Sub Area 7 occurred on Wednesday, April 5, 2017 at 12:00 PM, with 198 of 376 spaces filled, at 52.7 percent.

The least occupied public/private combined utilizations for 2017 were located in Sub Area 4, Sub Area 2, and Sub Area 9. Sub Area 4 had an average occupancy of 28.0 percent (approximately 88 of 316 spaces). The highest occupancy for Sub Area 4 was 129 occupied spaces out of 316 (40.8 percent occupied). All other instances were below 37 percent. Sub Area 2 had an average occupancy of 28.7 percent (approximately 77 of 270 spaces). The highest occupancy for Sub Area 2 was 106 of 270 spaces (39.3 percent). All other instances were below 36 percent. Sub Area 9 had an average occupancy of 29.1 percent (approximately 147 of 508 spaces). The highest occupancy for Sub Area 9 was 250 of 508 spaces occupied (49.2 percent). All other instances were below 37 percent.

Public Parking

For the 2017 study period, the highest average overall public parking occupancy rate did not exceed the 75 percent occupancy threshold in any of the nine (9) sub areas. The top three (3) occupied sub areas were Sub Area 7, with an average occupancy of 65.4 percent, Sub Area 2, with an average occupancy of 61.9 percent and Sub Area 3, with an average occupancy of 54.8 percent.

Sub Area 7 had the highest average occupancy rate of public parking at 65.4 percent. The sub area contained 121 public parking spaces. The highest daily occupancy average for Sub Area 7 occurred on Friday, at 72.9 percent and the highest occupied time was the 12:00 PM time at 85.4 percent. The highest individual occurrence of public parking occupancy for Sub Area 7 for the 2017 study period occurred on Wednesday, April 5 at 12:00 PM, Friday April 7 at 12:00 PM, and Friday April 7 at 6:00 PM, with 109 of 121 spaces occupied, at 90.1 percent. The second highest individual occurrence was on Wednesday, April 19 at 6:00 PM, with 94 of the 121 spaces occupied or 77.7 percent.

Sub Area 2 contained 28 total public parking spaces and had the second highest public parking occupancy, with an average of 61.9 percent. The highest daily average of parking occupancy occurred on Friday, with 70.5 percent. The highest time average was at 3:00 PM, at 71.4 percent. The highest individual instance of parking utilization for Sub Area 2 occurred on Friday, April 21 at 3:00 PM, with 25 of 28 spaces filled, at 89.3 percent. Public parking in Sub Area 2 for the 2017 study area consists of 28 of a total 270 parking spaces (approximately 10 percent). Public parking is not intended to primarily serve parking demand for this area.

Sub Area 3 contained 321 public parking spaces and had the third highest parking occupancy, with an average of 54.8 percent. The highest daily average of parking occupancy occurred on Tuesday, with 57.6 percent. The highest time average was at 3:00 PM, at 61.4 percent. The highest individual instance of parking utilization for Sub

Area 3 occurred on Tuesday, April 11 at 3:00 PM, with 217 of 321 spaces filled, at 67.6 percent.

The least occupied public parking spaces for the 2017 study period were located in Sub Area 9, Sub Area 5, and Sub Area 8. Sub Area 9 had an average occupancy of 21.7 percent (approximately 67 of 307 spaces). The highest occupancy for Sub Area 9 was 152 occupied spaces out of 307 (49.5 percent occupied). All other instances were below 29 percent. Sub Area 5 had an average occupancy of 33.8 percent (approximately 69 of 204 spaces). The highest occupancy for Sub Area 5 was 92 of 204 spaces (45.1 percent). All other instances were below 42 percent. Sub Area 8 had an average occupancy of 43.9 percent (approximately 77 of 175 spaces). The highest occupancy for Sub Area 8 was 95 of 175 spaces occupied (54.3 percent). All other instances were below 54 percent.

Private Parking

For the 2017 study period, the highest average private parking occupancy did not exceed the 75 percent occupancy threshold in any of the nine (9) sub areas. The top three (3) occupied sub areas were Sub Area 9, with an average occupancy of 40.5 percent, Sub Area 5, with an average occupancy of 37.0 percent and Sub Area 3, with an average occupancy of 35.6 percent.

Sub Area 9 had the highest average private parking occupancy rate at 40.5 percent. The sub area contained 201 private parking spaces. The highest daily occupancy average for Sub Area 9 occurred on Wednesday, at 42.2 percent and the highest average occupied time was the 12:00 PM time at 49.9 percent. The highest individual occurrence of private parking occupancy for Sub Area 9 for the 2017 study period occurred on Friday, April 7 at 12:00 PM, with 102 of 201 spaces occupied, at 50.7 percent. The second highest individual occurrence was on Tuesday, April 4 at 12:00 PM, with 101 of the 201 spaces occupied or 50.2 percent.

Sub Area 5 contained 153 total private parking spaces and had the second highest private parking occupancy, with an average of 37.0 percent. The highest daily average of private parking occupancy occurred on Tuesday, with 39.20 percent. The highest time average was at 3:00 PM, at 42.7 percent. The highest individual instance of private parking utilization for Sub Area 5 in 2017 occurred on Tuesday, April 4 at 3:00 PM, with 78 of 153 spaces filled, at 51.0 percent.

Sub Area 3 contained 36 private parking spaces and had the third highest parking occupancy rate, with an average of 35.6 percent. The highest daily average of parking occupancy occurred on Tuesday, with 36.8 percent. The highest time average was at 3:00 PM, at 38.0 percent. The highest individual instance of private parking utilization

for Sub Area 3 occurred on Friday, April 21, 2017 at 6:00 PM, and with 19 of 36 spaces filled, at 52.8 percent.

The least occupied private parking Sub Areas for the 2017 study period were located in Sub Area 6, Sub Area 2, and Sub Area 4. Sub Area 6 had an average occupancy of 11.9 percent (approximately 12 of 99 spaces). The highest occupancy for Sub Area 6 was 43 occupied spaces out of 99 (43.4 percent occupied). All other instances were below 14 percent. Sub Area 2 had an average occupancy of 24.8 percent (approximately 60 of 242 spaces). The highest occupancy for Sub Area 2 was 87 of 242 spaces (36.0 percent). All other instances were below 32 percent. Sub Area 4 had an average occupancy of 25.3 percent (approximately 72 of 283 spaces). The highest occupancy for Sub Area 4 was 109 of 283 spaces occupied (38.5 percent). All other instances were below 36 percent.

FINDINGS

Sub Area 1 consists of 100 percent public parking and serves the Putnam County Justice Center. The highest occupancy observed was 65.9 percent for the 2016 study period and 64 percent for the 2017 study period. Average occupancies were 45.3 percent in 2016 and 47.9 percent in 2017. While convenient parking spaces serving the rear entrance have a higher occupancy rate, additional parking is available to serve the current needs of Putnam County Justice Center. Occupancy levels are approaching what is considered a level of concern for this study. Some current spaces are occupied by inoperable vehicles and trailers which could be relocated. Also, it is understood that some people visiting the Justice Center are occupying public and private parking spaces in adjacent Sub Areas 2, 3, and 4. Some private parking lots have erected no parking/tow away signs to address this issue. There is limited undeveloped property in close proximity to the Justice Center. As the demand for parking for the Justice Center grows, and with the potential for facility expansion in the future, County Officials need to be planning on how to address additional parking demand.

Sub Area 2 consists of predominately private parking. Of the current 270 total parking spaces, only 28 are classified as public parking spaces. These are located in public rights-of-ways along Staley Avenue and West Broad Street. Overall parking occupancies averaged 27.4 percent for the 2016 study period and 28.7 percent during the 2017 study period. Private parking occupancies never exceeded 36 percent for either study period. Of the few available public parking spaces, the highest observed occupancy was 85.7 percent with an average of 58.3 percent in 2016, and 89.3 percent with an average of 61.9 percent in 2017. Public parking is not intended to be the main source of parking to serve the sub area.

Sub Area 3 consists of primarily public parking spaces. Of the current total 357 parking spaces, only 36 of these are private spaces. Public parking is available along street rights-of-way and in a public parking lot located north of the Putnam County Courthouse. Private parking utilization averages and individual observed instances were just below levels considered to be of concern. For the 2016 study period, public parking averaged 51.4 percent occupied, with the highest occupancy observed at 67 percent. The 2017 study period showed an average of 54.8 percent occupied with the highest instance of 67.6 percent. The area is primarily served by public parking, and available public parking is reaching levels of concern.

Sub Area 4 consists of mostly private parking. Of the current total of 316 parking spaces, 33 of these are considered public spaces. Public parking spaces are contained within street rights-of-way. This sub area is not considered to have utilization rates at levels of concern at this time. While public parking spaces have reached as high as 84.8 percent occupied, the area is primarily served by private parking spaces. There were no observed instances of parking occupancy over 41 percent and the highest overall average observed was during the 2017 study period at 27.8 percent.

Sub Area 5 contains a mixture of public and private parking spaces. The sub area has 357 total spots, with 204 of these considered public parking spaces and 153 classified as private. Public parking is located in street rights-of-way and within a parking lot east of Fleming Avenue and north of First Methodist Church. For the 2016 observation period, the highest instance of occupied private parking was 57.6 percent. The remaining inventories were at 40 percent or less, with an average of 36.3 percent occupied. The 2017 study period revealed similar parking trends, with 51.0 percent being the highest occupied instance, with an average of 37 percent occupied. Public parking was not considered an issue, with the highest occupied instance of 45.1 percent and highest average occupancy of 33.8 percent in 2017.

Sub Area 6 contains a mix of public and private parking, serving Cookeville City Hall and the US Post Office. The area has a total of 285 total parking space, 186 of these are classified as public. The sub area contains 99 private parking spaces, almost all of which serve the First Baptist Church. During the 2016 study period, the highest public parking occupancy observed was 61.3 percent, with an additional two inventories above 50 percent. For 2017, the highest observed public parking occupancy was 72 percent, with seven additional inventories above 50 percent. Public parking for Sub Area 6 is approaching a level of concern. Private parking was not observed at levels of concern for this study.

Sub Area 7 is one of the higher demand parking areas of the Cookeville Downtown. This sub area is located south of the "West Side" area, consisting of various commercial uses such as retail, restaurants, and private services. Of the 376 total parking spaces,

121 of these are public parking spaces, located within a public parking lot south of Broad Street, and within West Broad Street and Depot Street right-of-ways. The area contains 255 private parking spaces. During the 2016 study period, the average occupancy was 62.2 percent, with the highest observed occupancy of 95 percent. In 2017, the average public parking occupancy increased to 65.4 percent, with three observed occupancies of 90.1 percent, and two additional observations over 75 percent. Private parking did not exceed 40 percent for either observed study period.

Sub Area 8 also includes areas known as the West Side District. This sub area consists of mixed public and private parking. For the 2017 study period, 175 public parking spaces and 268 private parking spaces were inventoried. For this study period, the highest utilization of public parking was 54.3 percent occupied, with the highest private parking utilization at 33.2 percent, neither of which is currently approaching occupancy levels of concern.

Sub Area 9 is the northern most section of the study area. For the 2017 study period, the area consists of 307 public parking spaces and 201 private parking spaces. Public parking for this sub area serves the Leslie Town Center and West Side District, with additional public parking serving the Cookeville Farmer's Market. The highest public parking occupancy observed for 2017 was 49.5 percent which correlated with an event held at the Leslie Town Center. The highest private parking occupancy observed for this period was 50.7 percent. Neither of the highest observed occupancies are at levels for concern.

During the 2016 and 2017 study periods, there were nine (9) observed time/date parking utilizations above 75 percent, all of which were of utilized public parking. Of these instances above 75 percent, Sub Areas 2 and 4 are not of concern. Both of these sub areas do not primarily rely on public parking to serve demand. Six (6) of the observed utilizations were of public parking for Sub Area 7, which is reaching levels of concern. All observed utilizations over 75 percent are listed below:

- SA 2, Public Parking, 24 of 28 spaces, 85.7 percent, Thursday, July 7, 2016, 12:00 PM.
- SA 2, Public Parking, 25 of 28 spaces, 89.3 percent, Friday, April 21, 2017, 3:00 PM.
- SA 4 Public Parking, 28 of 33 spaces, 84.8 percent, Wednesday, April 12, 2017, 9:00 AM.
- SA 7, Public Parking, 114 of 120 spaces, 95.0 percent, Wednesday, June 29, 2016, 12:00 PM.
- SA 7, Public Parking, 109 of 121 spaces, 90.1 percent, Wednesday, April 5, 2017, 12:00 PM.

- SA 7, Public Parking, 109 of 121 spaces, 90.1 percent, Friday, April 7, 2017, 12:00 PM.
- SA 7, Public Parking, 109 of 121 spaces, 90.1 percent, Friday, April 7, 2017, 6:00 PM.
- SA 7, Public Parking, 94 of 121 spaces, 77.7 percent, Wednesday, April 19, 2017, 6:00 PM.
- SA 7, Public Parking, 91 of 121 spaces, 76.0 percent, Tuesday, April 4, 2017, 12:00 PM.

To plan for future demand, it is important to also understand which sub areas are approaching the 75 percent threshold. Sub Area 1 serves the Putnam County Justice Center, and is composed entirely of public parking. Over the 2016 and 2017 study periods, this sub area experienced six (6) occurrences of occupancy at rates over 60 percent. Sub Area 3 is also reaching levels of concern. While no observed parking utilizations were over 75 percent, this sub area had eight (8) observed parking utilizations over 60 percent. Seven (7) of these eight (8) instances were of public parking. While also having no utilization rates over 75 percent, Sub Area 6 is nearing utilization rates of concern, with four (4) observed utilization rates over 60 percent. Sub Area 7 has the highest public parking utilization rates of any sub area. This sub area had six (6) utilizations over 75 percent, and seven (7) utilizations over 60 percent but less than 75 percent. Sub Areas 2 and 4 also had observed public parking occupancies over 60 percent, but due to the small percentage of overall parking in both these sub areas, this is not considered a concern as these sub areas do not rely on public parking to primarily serve parking demand. Parking utilization rates observed at over 60 percent, but less than the 75 percent threshold, with the exception of Sub Areas 2 and 4 are listed below:

- SA 1, 168 of 270 spaces, 62.2 percent, Wednesday, July 6, 2016, 9:00 AM.
- SA 1, 178 of 270 spaces, 65.9 percent, Thursday, July 7, 2016, 9:00 AM.
- SA 1, 165 of 270 spaces, 61.1 percent, Friday, July 8, 2016, 9:00 AM.
- SA 1, 174 of 272 spaces, 64.0 percent, Wednesday, April 12, 2017, 9:00 AM.
- SA 1, 164 of 272 spaces, 60.3 percent, Wednesday, April 12, 2017, 3:00 PM.
- SA 1, 171 of 272 spaces, 62.9 percent, Thursday, April 13, 2017, 9:00 AM.
- SA 3, Public Parking 193 of 318 spaces, 60.7 percent, Tuesday, July 12, 2016, 9:00 AM.
- SA 3, Public Parking 194 of 318 spaces, 61.0 percent, Tuesday, July 12, 2016, 12:00 PM.
- SA 3, Public Parking 213 of 318 spaces, 67.0 percent, Wednesday, July 13, 2016, 3:00 PM.

- SA 3, Private Parking 22 of 36 spaces, 61.1 percent, Wednesday, July 13, 2016, 12:00 PM.
- SA 3, Public Parking 200 of 321 spaces, 62.3 percent, Tuesday, April 11, 2017, 9:00 AM.
- SA 3, Public Parking 217 of 321 spaces, 67.6 percent, Tuesday, April 11, 2017, 3:00 PM.
- SA 3, Public Parking 200 of 321 spaces, 62.3 percent, Wednesday, April 12, 2017, 9:00 AM.
- SA 3, Public Parking 201 of 321 spaces, 62.6 percent, Wednesday, April 12, 2017, 3:00 PM.
- SA 6, Public Parking 114 of 186 spaces, 61.3 percent, Tuesday, July 12, 2016, 6:00 PM.
- SA 6, Public Parking 128 of 186 spaces, 68.8 percent, Tuesday, April 4, 2017, 9:00 AM.
- SA 6, Public Parking 134 of 186 spaces, 72.0 percent, Wednesday, April 19, 2017, 6:00 PM
- SA 6, Public Parking 114 of 186 spaces, 61.3 percent, Friday, April 7, 2017, 9:00 AM.
- SA 7, Public Parking 75 of 120 spaces, 62.5 percent, Friday, June 24, 2016, 12:00 PM
- SA 7, Public Parking 89 of 120 spaces, 74.2 percent, Friday, June 24, 2016, 6:00 PM
- SA 7, Public Parking 87 of 120 spaces, 72.5 percent, Tuesday, June 24, 2016, 12:00 PM
- SA 7, Public Parking 76 of 120 spaces, 63.3 percent, Tuesday, June 28, 2016, 3:00 PM
- SA 7, Public Parking 74 of 120 spaces, 61.7 percent, Tuesday, June 28, 2016, 6:00 PM
- SA 7, Public Parking 82 of 120 spaces, 68.3 percent, Wednesday, June 29, 2016, 6:00 PM
- SA 7, Public Parking 73 of 121 spaces, 60.3 percent, Friday, April 7, 2017, 6:00 PM

Illustrations depicting the highest observed parking utilization for each of the nine (9) sub areas are included in Appendix A of this study.

A complete analysis of each sub area along with occupancy illustrations can be found in the Appendix B of this study.

Recent Developments Affecting Parking

A proposed Hotel/Convention Center located partially within and directly adjacent to Sub Area 7 will have an impact on parking in this area. The development proposal includes a five (5) story parking garage with 317 parking spaces and 212 additional surface parking spaces for a total of 529 additional parking spaces. Developers of the project have indicated the parking garage will be available for general parking for persons other than hotel guest with a fee. This will allow for additional parking options in Sub Area 7 and potentially reduce the occupancy rate in the most utilized public parking lot in the city.

The City of Cookeville has partnered with the Cookeville First Baptist Church to enter a long term lease to provide additional public parking partially within and directly adjacent to Sub Area 6. This new parking lot is located at the southeast corner of East Spring Street and South Walnut Avenue. An additional 135 parking spaces were installed for a total of 185 parking spaces. Some of these additional parking spaces will be reserved to serve employees of Science Application International Corporation (SAIC), which established a Technology Integration Gateway Center in the Regions Bank Building located at 10 West Broad Street in 2017. The company plans to employ approximately 300 people at this center. These additional parking spaces will be available for public parking on evenings, weekends and holidays.

In December, 2017, the Cookeville City Council adopted updated Municipal Code regulations for parking in municipal owned and controlled parking lots and within public right-of-ways. The new parking provisions addressed several concerns, including an issue with commercial fleet vehicles, trailers and merchandise occupying parking in city owned or controlled parking lots. The updated regulations prohibit overnight parking of commercial fleet vehicles in public lots. Also, trailers and merchandise that had been stored in public parking spaces were also prohibited. These issues were particularly evident in Sub Area 7 and the new regulations should improve parking availability in this sub area. Other provisions were updated in the Municipal Parking Code in anticipation of increased future demand providing necessary measures to encourage parking space turnover in the downtown area.

SUMMARY

Overall, parking utilization rates increased for each sub area from the 2016 to 2017 inventory periods. This is indicative of a vibrant downtown area. With the exception of Sub Area 7, the downtown area as a whole does not appear to be suffering from a parking deficit, but rather from a lack of perceived convenient parking. There are periods during the day that the first choice parking location may be occupied, requiring

the parking patron to seek an alternative spot. For a number of utilization intervals, public parking in Sub Area 7 had peak observed occupancies exceeding the 75 percent threshold. However, additional underutilized public parking exists in other sub areas that could sufficiently serve the demand. Parking availability within two (2) to three (3) city blocks to reach a desired destination is typical for most vibrant downtown areas. Special event occurrences can also have significant impacts on parking utilization, but these occurrences are irregular. Additional public parking installed by Cookeville at the corner of East Spring Street and South Walnut Avenue should positively impact parking availability to accommodate special events and evening and weekend demand. The parking garage proposed with the downtown Hotel/Convention Center should also have a positive impact on utilization rates for Sub Area 7, providing additional parking options. The recent Municipal Code updates prohibiting commercial fleet vehicles, trailers and merchandise from occupying parking in city owned or controlled parking lots should have an immediate positive impact on parking availability in several sub areas and particularly in Sub Area 7.

RECOMMENDATIONS

Field data strongly shows that existing supply is meeting the overall current parking demand, with the exception of Sub Area 7. While Sub Area 1, Sub Area 3 and Sub Area 6 are reaching levels of concern, the utilization data indicates current available parking supply in these sub areas is meeting demand. To ensure that adequate parking will continue to be available in the Cookeville Downtown the following recommendations are presented for consideration:

- Increase capacity in select areas with caution. Be mindful of opportunities to acquire property in or near high parking occupancy areas.
- Reevaluate Sub Area 7 to see if Municipal Code amendments have made positive impacts on parking availability.
- Educate the public about parking options. This can be accomplished through public service announcements on the City of Cookeville website or other modes of communication.
- Improve signage to increase public awareness of public parking locations. Some public parking lots have no identifying signage. Installing wayfinding signs and signage at entrances to public parking lots would increase awareness of available public parking.
- Prioritize parking for shoppers and visitors. Business owners and employees should utilize less desirable parking spots further away from business entrances.
- Enhance pedestrian crossings.

- Evaluate and re-configure existing public parking lots if feasible to maximize parking spots, while still maintaining safe and effective ingress and egress to public streets.
- Pave and stripe existing parking areas that are currently not paved and if paved not striped.
- Re-stripe existing parking areas to increase the number of spaces.
- Improve enforcement of existing time-restricted public parking.
- Increase the number of time-restricted public parking spaces.
- Install parking meters to encourage turnover of convenient parking.
- Construct additional public surface parking areas.
- Evaluate the feasibility of constructing a public and/or private parking garage.
- Implement a transit system to shuttle downtown visitors and customers at remote parking areas to and from the downtown.
- Require the provision of off-street parking for all new development in the downtown area.
- Require new developments in the downtown area, which cannot or choose to not provide off-street parking, to pay an in-lieu of fee that would be utilized to pay for the provision of additional public parking.
- Establish a Downtown Improvement District in which downtown property owners are assessed a fee or a tax to pay for parking improvements.