



Presentation to Town Board
TOWN OF MATTHEWS | DOWNTOWN MOBILITY PLAN
June 10, 2019



Tonight's Agenda

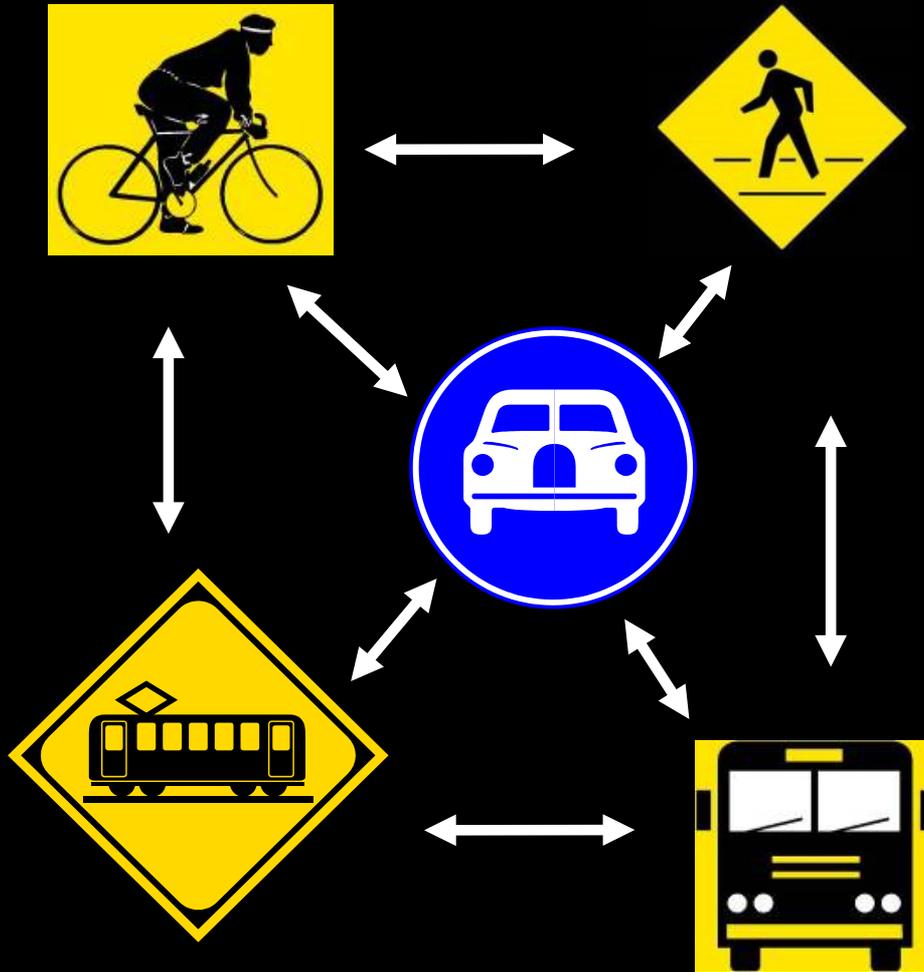
- What We've Learned
- What We've Heard
- Preliminary Ideas/Concepts
- Discussion/Priorities

Project Intent

- Evaluate pedestrian and bicycle infrastructure and how it is connected to parking areas, downtown destinations and surrounding neighborhoods.
- Evaluate the current and future multimodal needs of Downtown Matthews, including walking, biking, driving and transit.
- Evaluation of the current parking capacity and an analysis of current and future parking needs downtown.
- Explore how better connections can be made to surrounding residential neighborhoods and retirement communities located near Downtown Matthews, and use those demographics when planning public involvement.



Goal: move **PEOPLE**, not just cars



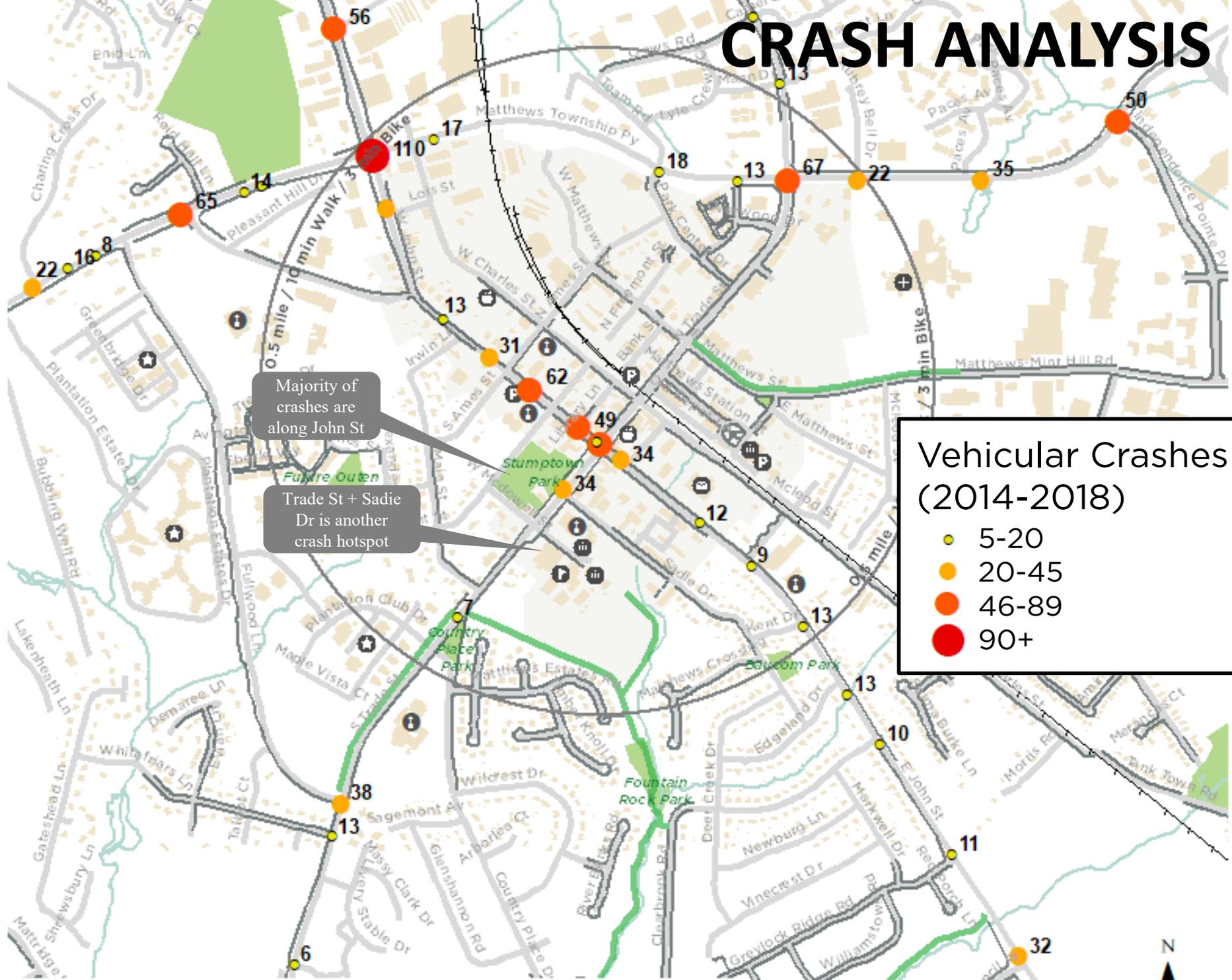


Mobility Today

Town of
MatthewsTM
North Carolina

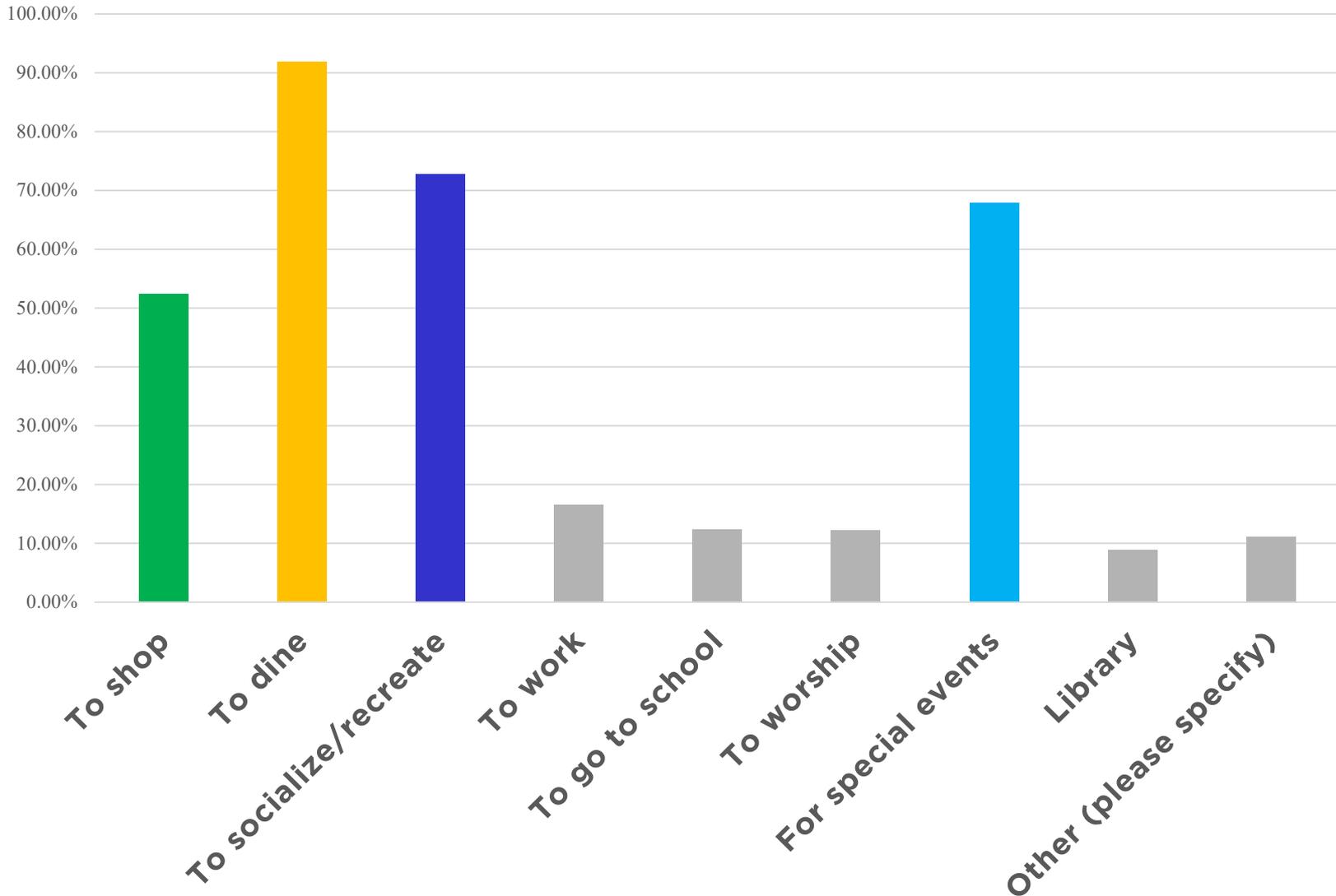


CRASH ANALYSIS



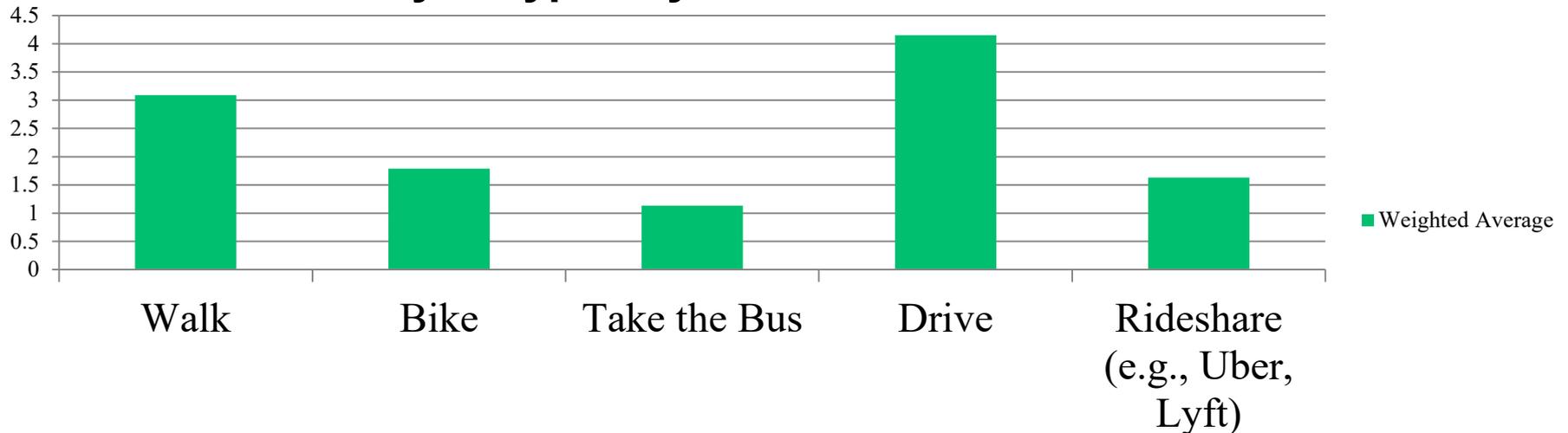
Public Input Summary: Survey

For what do you come to Downtown Matthews?

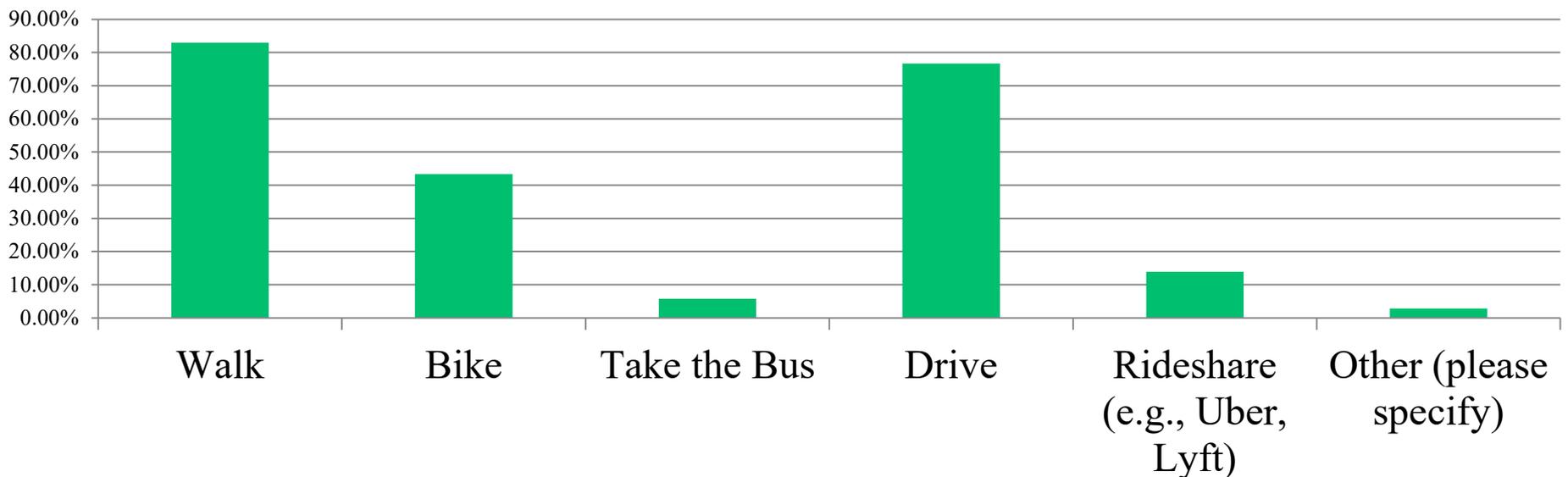


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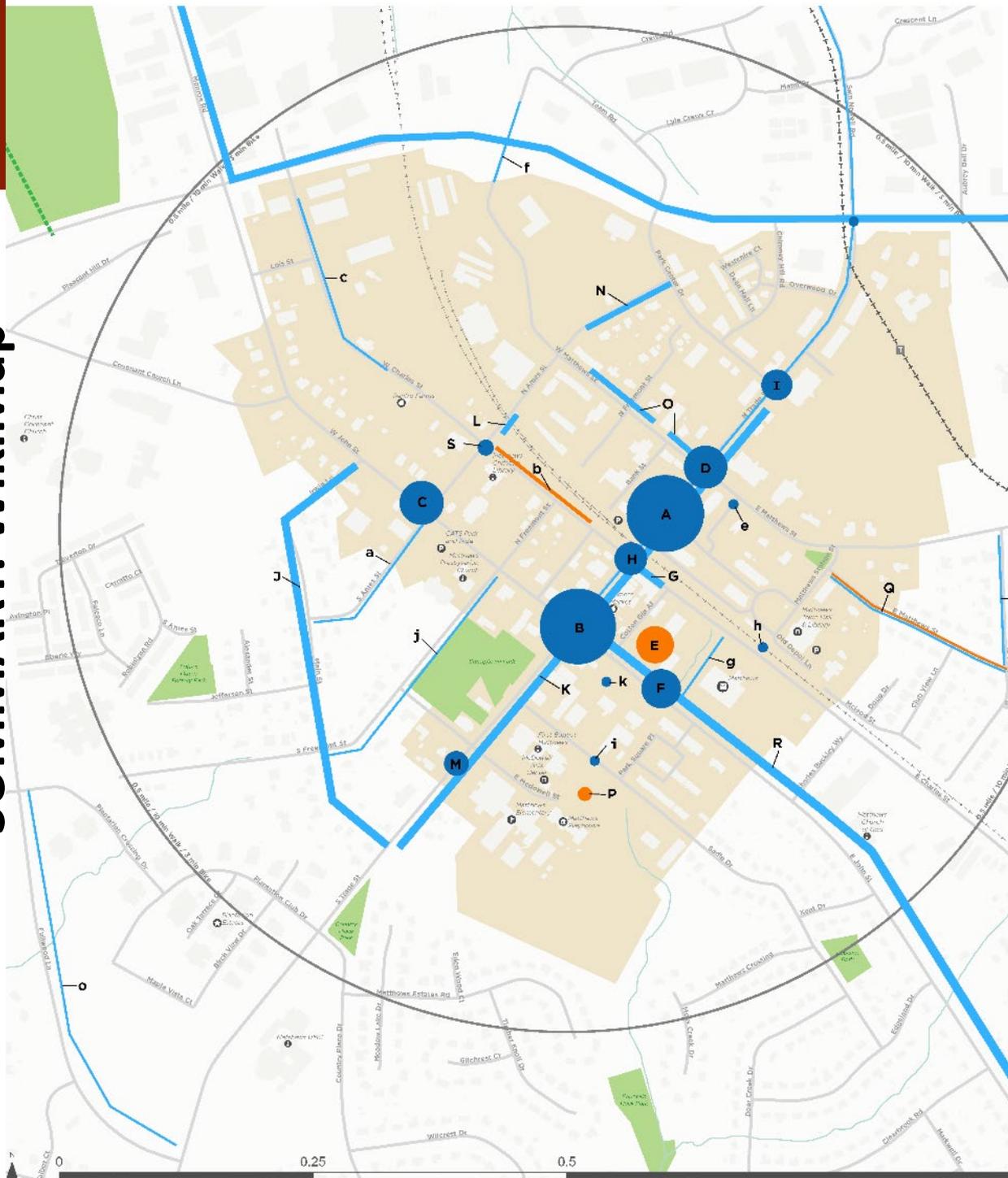
How do you typically move to/from/around Downtown?



How do you want to move to/from and around Downtown?



PUBLIC INPUT SUMMARY: WikiMap



-  Intersection Improvement Needed
-  Route Improvement Needed
-  Parking Improvement Needed

Top Mentions

Corridors:

- Trade St (ped/vehicle/pa)
- S. John St (bike/ped)
- Charles St (sidewalks)
- Main St (sidewalks/traffic calming)

Top Intersections:

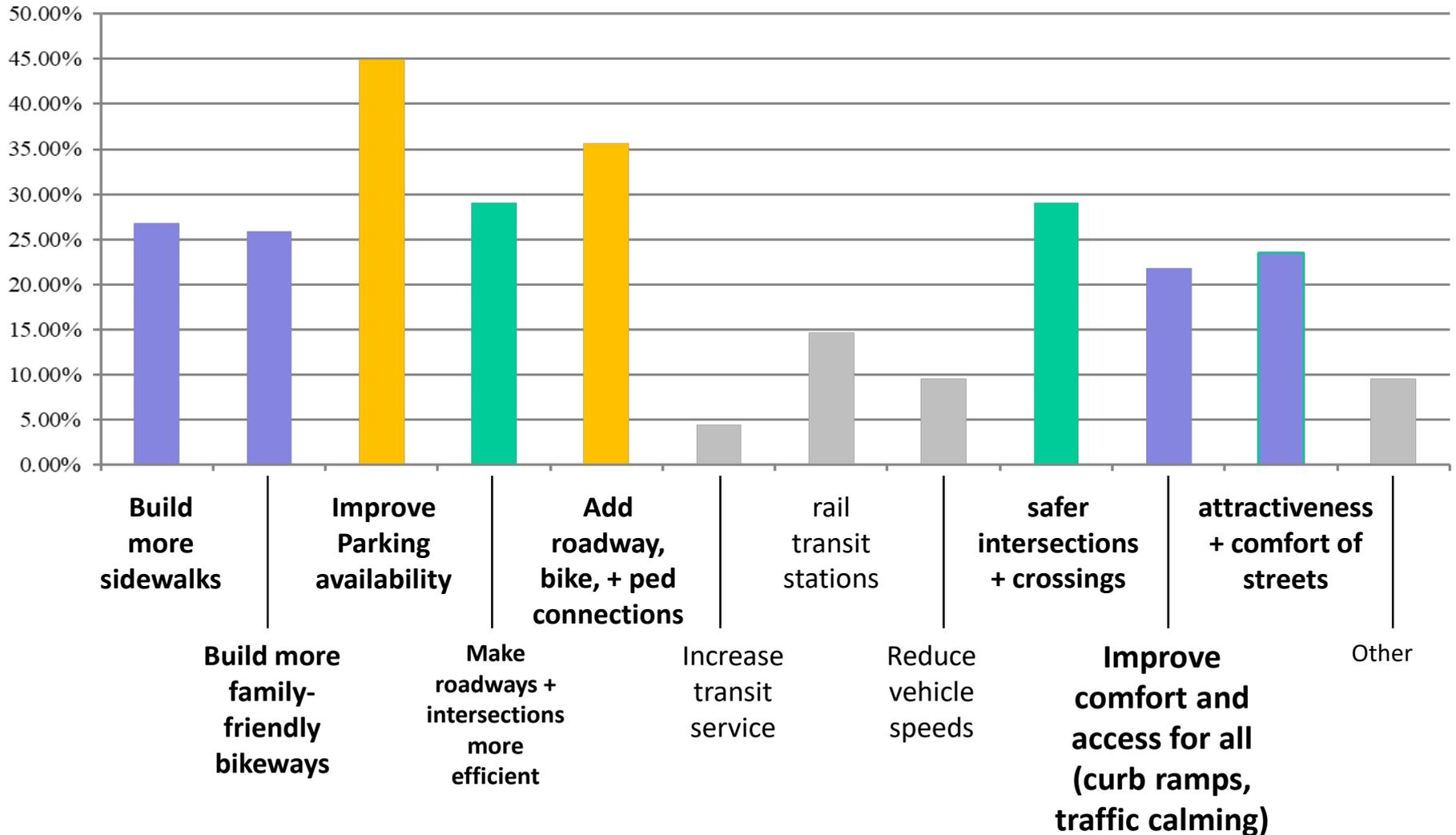
- Trade St + Matthews Station Rd
- Trade St + John St
- Trade St + Matthews St
- John St (various)

Parking:

- Cotton Gin
- Alley/Farmer's Market
- School/Playhouse
- Charles St

Public Input Summary: Survey

If you could do something to improve getting to and around Downtown Matthews, what would you do?



Charrette Input & Process

- Tuesday-Friday
- Observations, measurements, parking counts
- Coordination with staff (Admin, Public Works, Planning, Police & Fire) and streetscape consultant
- 4 Stakeholder meetings
- Evening Public meeting
- Facebook Live presentation with ~700 views
- Steering Committee In-process presentation
- Drop-in review from public



Charette Input

Vision for Downtown Mobility

- Better parking
- Alternatives to traffic through downtown
- Slow traffic down
- Improve intersections and crossings for pedestrians
- Sidewalks/pedestrian networks are key
- Transit alternatives
- Educate and enforce

3-5 Year Implementation Wish List:

- Sidewalk connectivity
- X-walks that go somewhere
- Enforcement on x-walks
- Greenways into town
- Bike/ped access on bridges
- Local shuttles (for all: seniors, disabled, all)
- Upgraded bus stops
- Emergency call boxes
- Wayfinding for parking/parking app
- Shared parking
- Lyft/Uber drop-off



In-progress Ideas





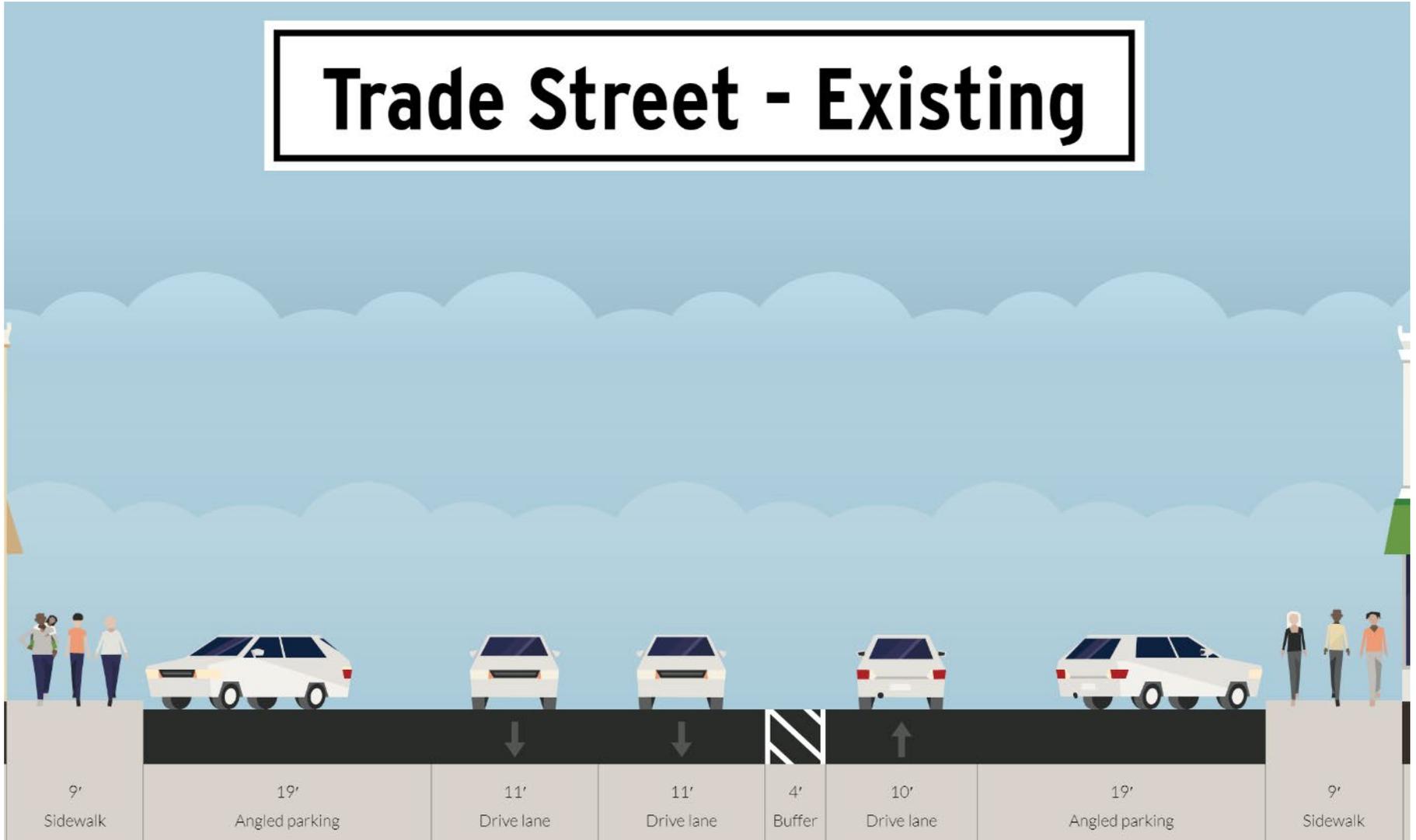
Trade Street

Town of
MatthewsTM
North Carolina



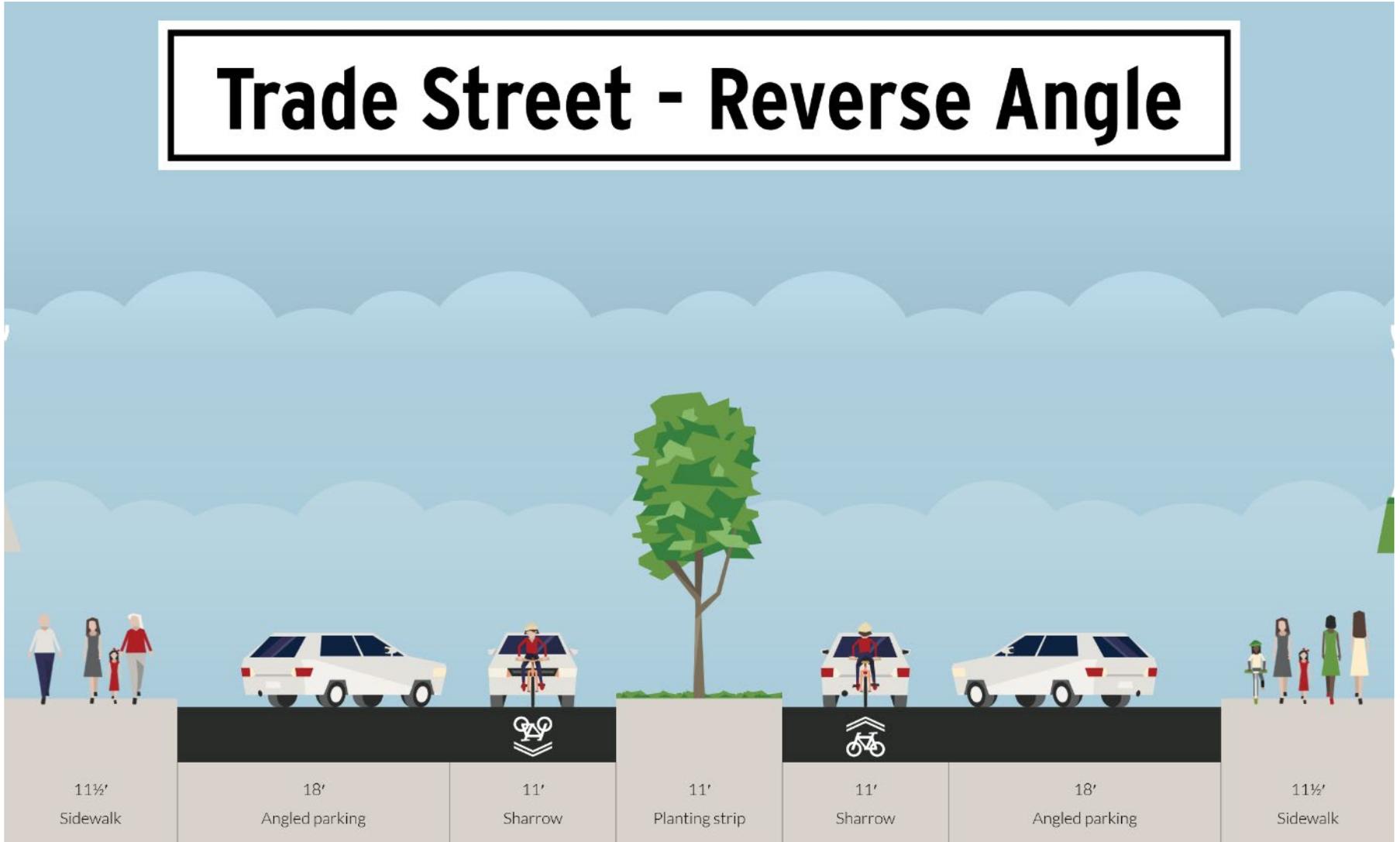
Trade Street Concepts

Trade Street - Existing



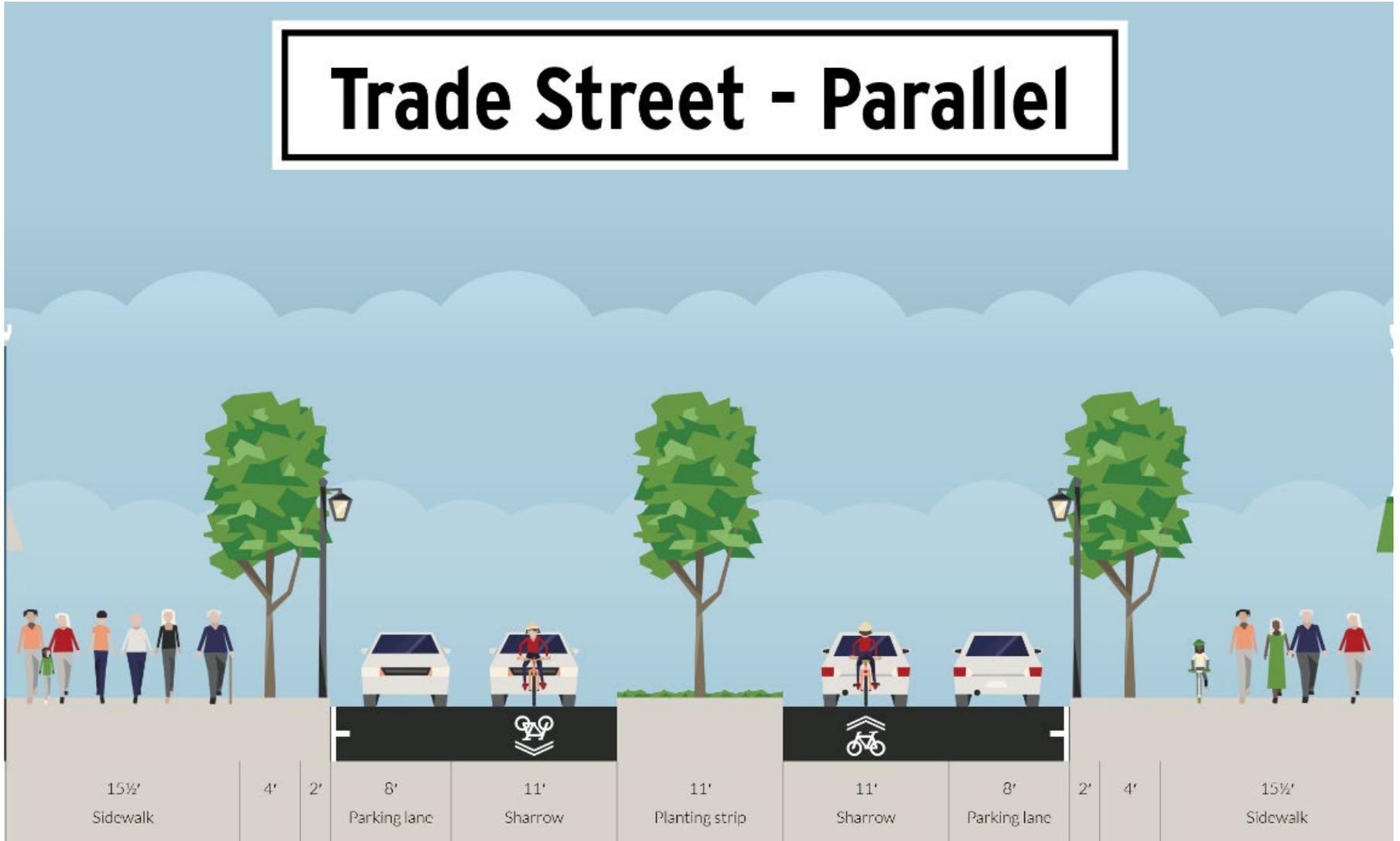
Trade Street Concepts

Trade Street - Reverse Angle



Trade Street Concepts

Trade Street - Parallel

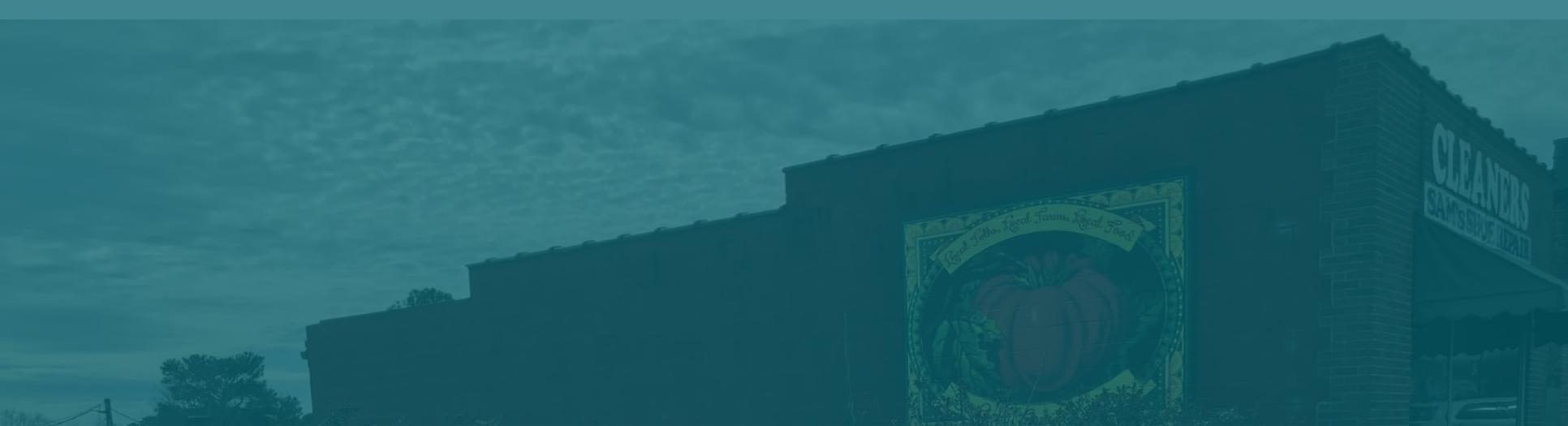


Trade Street Concepts



Trade Street Concepts





Parking

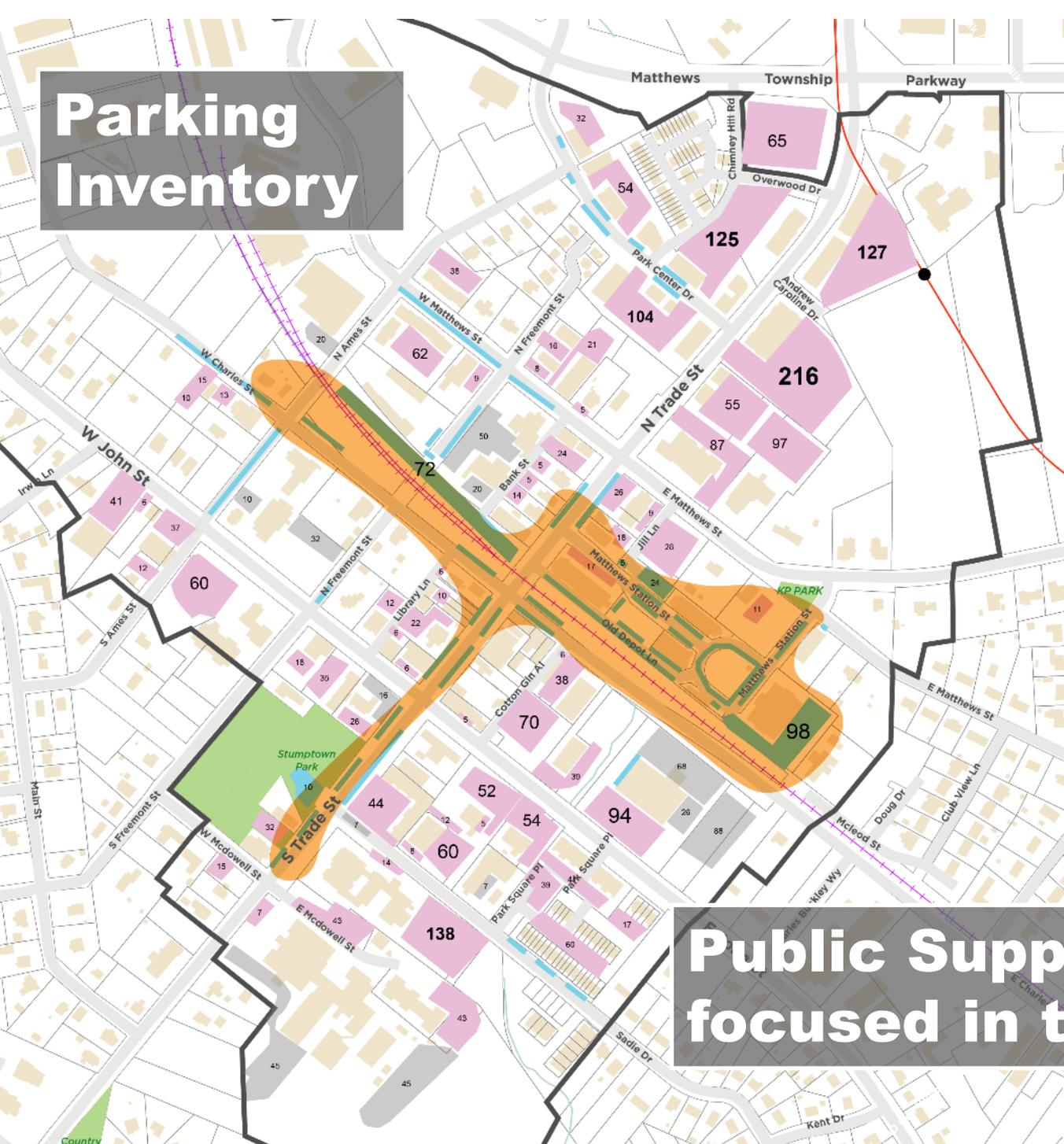
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Parking Inventory: Study Modifications

Parking Facility Type	Number of Spaces	SPACES REMOVED FROM THE STUDY	SPACES ANALYZED IN THE STUDY
TOTAL SPACES	3,659	434	3,225
Public Spaces	676		676
Public lot	209		209
On-Street	467		467
Private Off-Street	2,983	434	2,549

Parking Inventory

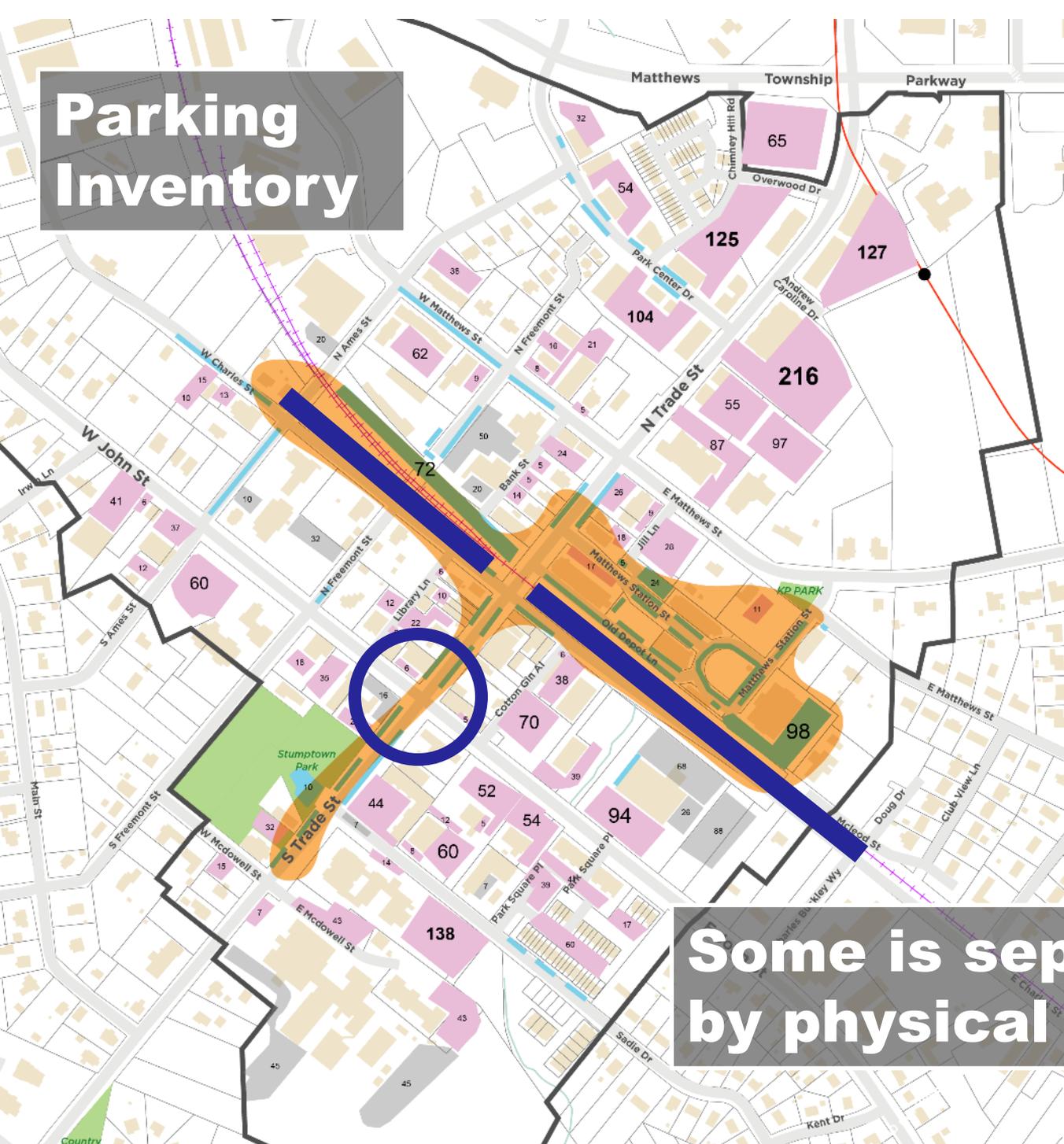


Public Supply is focused in the center

Parking Facility Type	Number of Spaces*
TOTAL SPACES	3,659
Public Spaces	676
Public lot	209
On-Street	467
Private Off-Street	2,983

*Includes spaces that weren't counted as part of the study. Only counted spaces were used to calculate utilization rates.

Parking Inventory



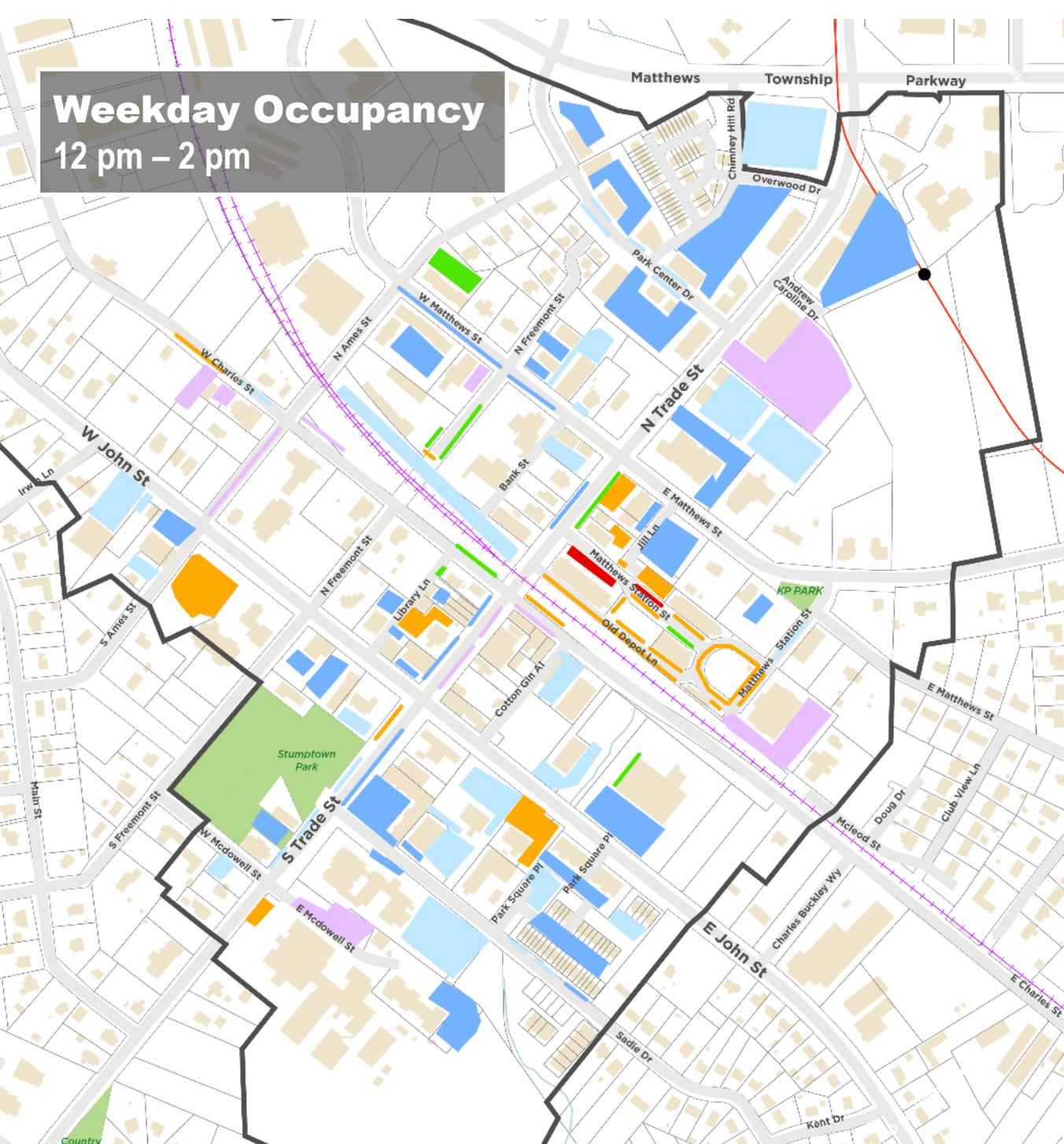
Some is separated by physical barriers

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Weekday Occupancy

12 pm – 2 pm



Peak demand driven by Matthews Street Station businesses

Overall Percent Utilization	48.2%
Number of Spaces Occupied	1,555
Number of Spaces Vacant	1,670
Private Utilization Rate	41.5%
Public Utilization Rate	73.5%

Parking Utilization



Weekday Occupancy
12 pm – 2 pm

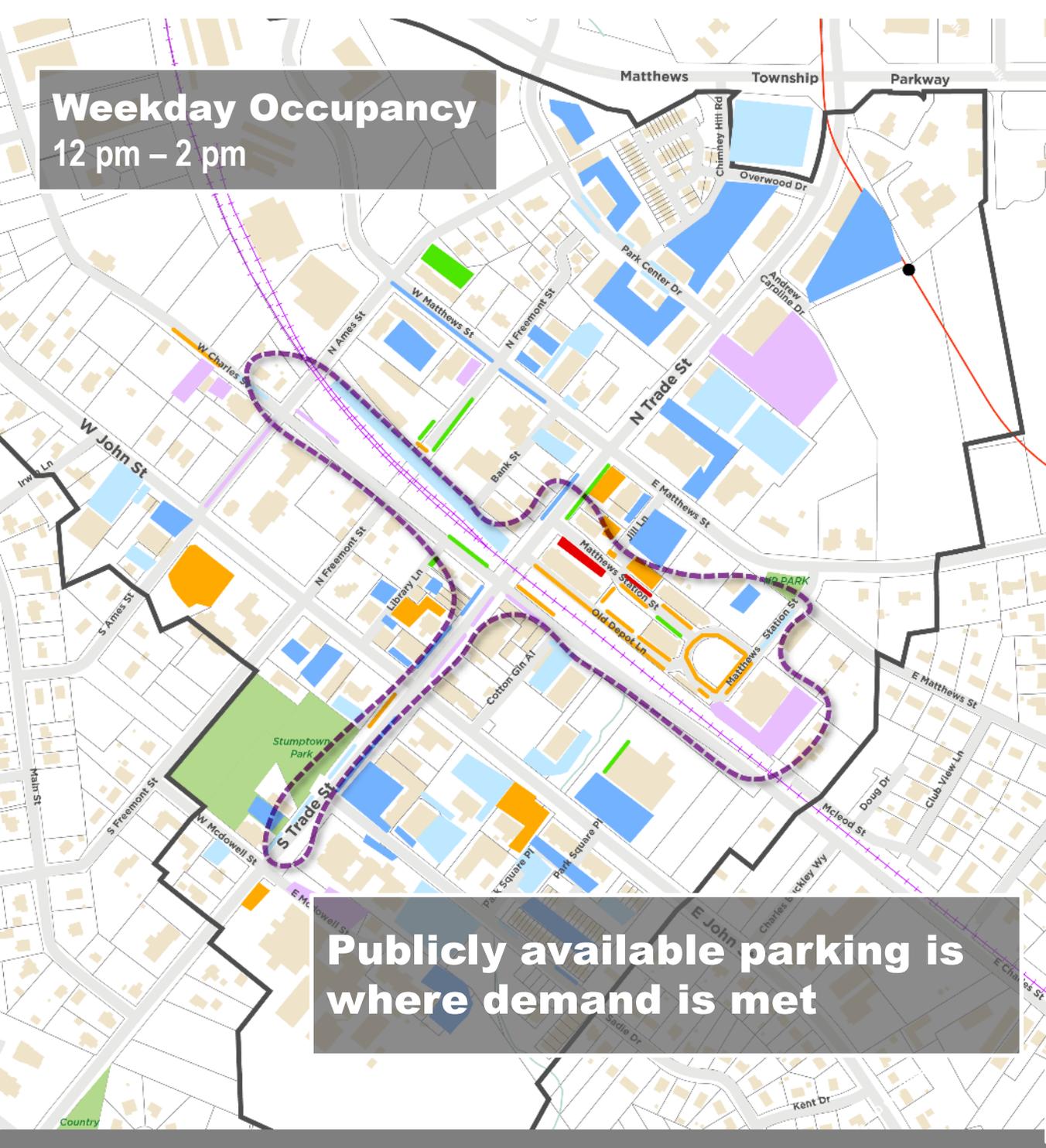
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Parking Utilization

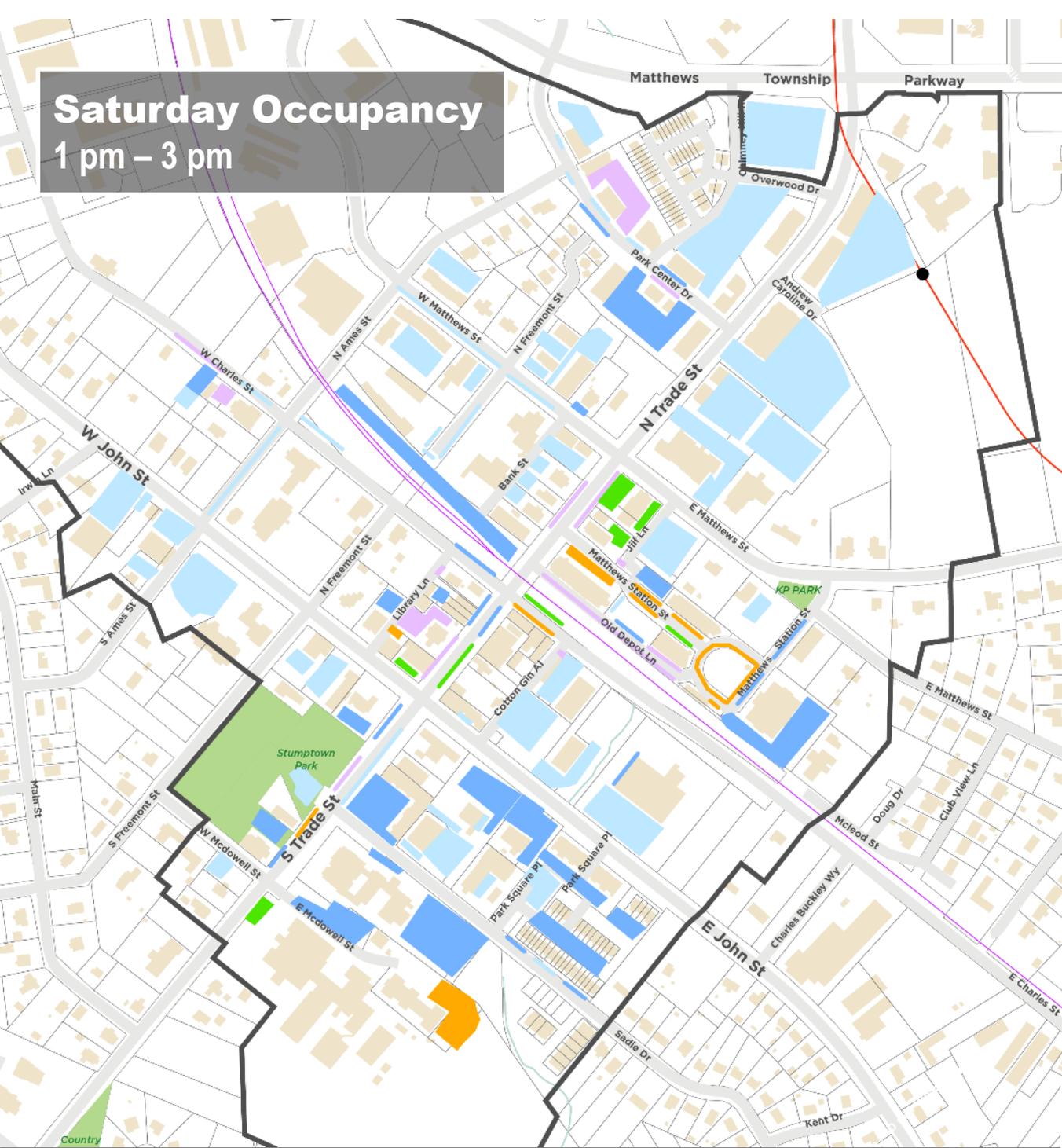


Publicly available parking is where demand is met



Saturday Occupancy

1 pm – 3 pm

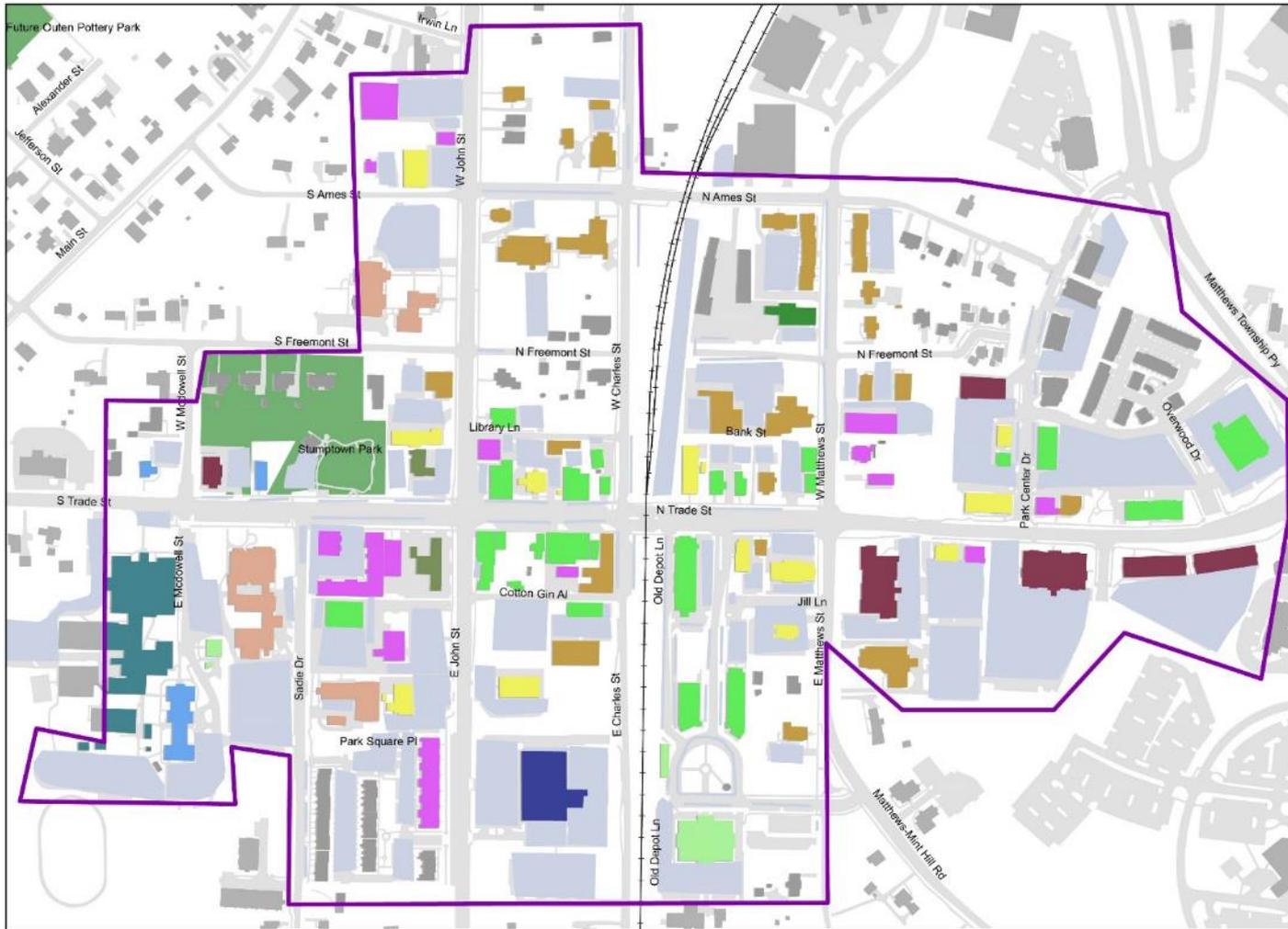


Overall Percent Utilization	31.1%
Number of Spaces Occupied	1,003
Number of Spaces Vacant	2,222
Private Utilization Rate	23.6%
Public Utilization Rate	59.3%

Parking Utilization



Land Use Profile



- Church
- Clinic
- Community center
- Convenience retail
- Government
- Manufacturing
- Office
- Post office
- Restaurant
- Retail
- School
- Service retail
- Excluded from analysis

Residences and businesses with secured (closed) parking excluded from the analysis

0 0.05 0.1 0.2 Miles

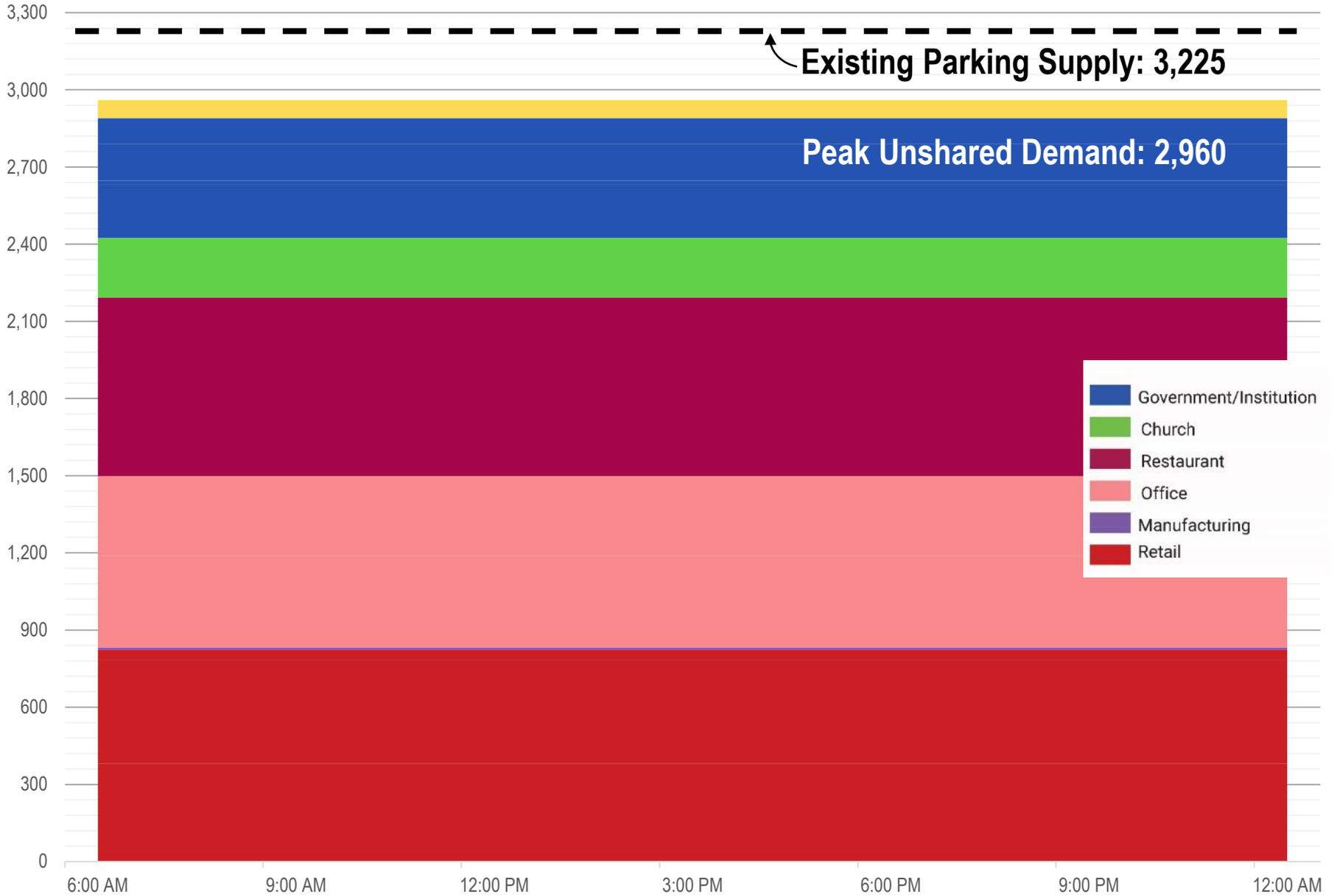


Land Use Assumptions

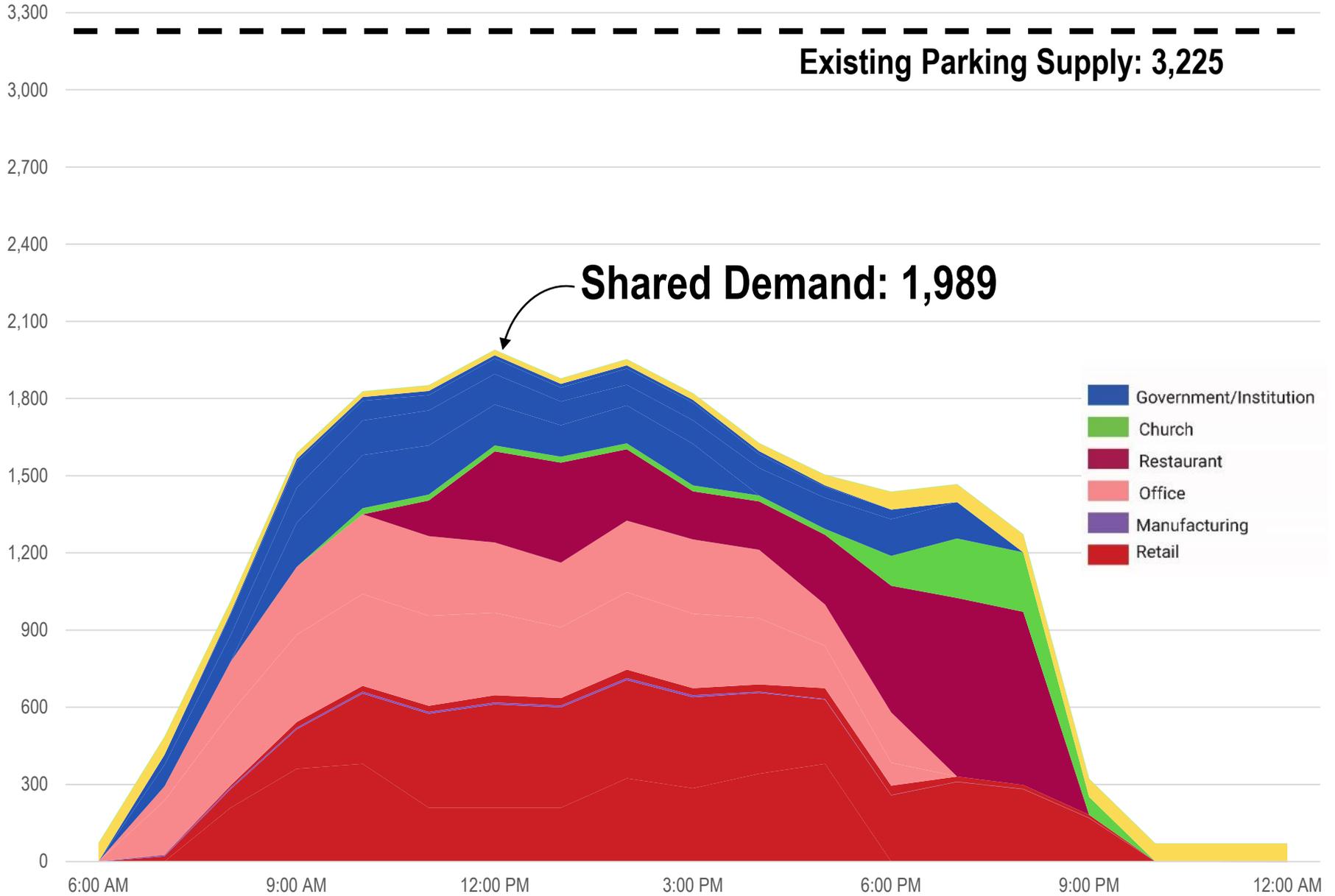
Building Use	Size (sq.ft.)
Government/Institution	190,653
Community Center	44,633
Elementary School	93,135
General Government	49,877
Post Office	3,008*
Church	60,899
Restaurant	65,393
Office	222,157
General Office	125,433
Medical Office	96,724
Manufacturing	7,217
Retail	260,701
Convenience Retail	8,161
General Retail	157,573
Service Retail	94,967

*Assumed size of building retail portion only

Existing Parking Demand: Unshared Parking

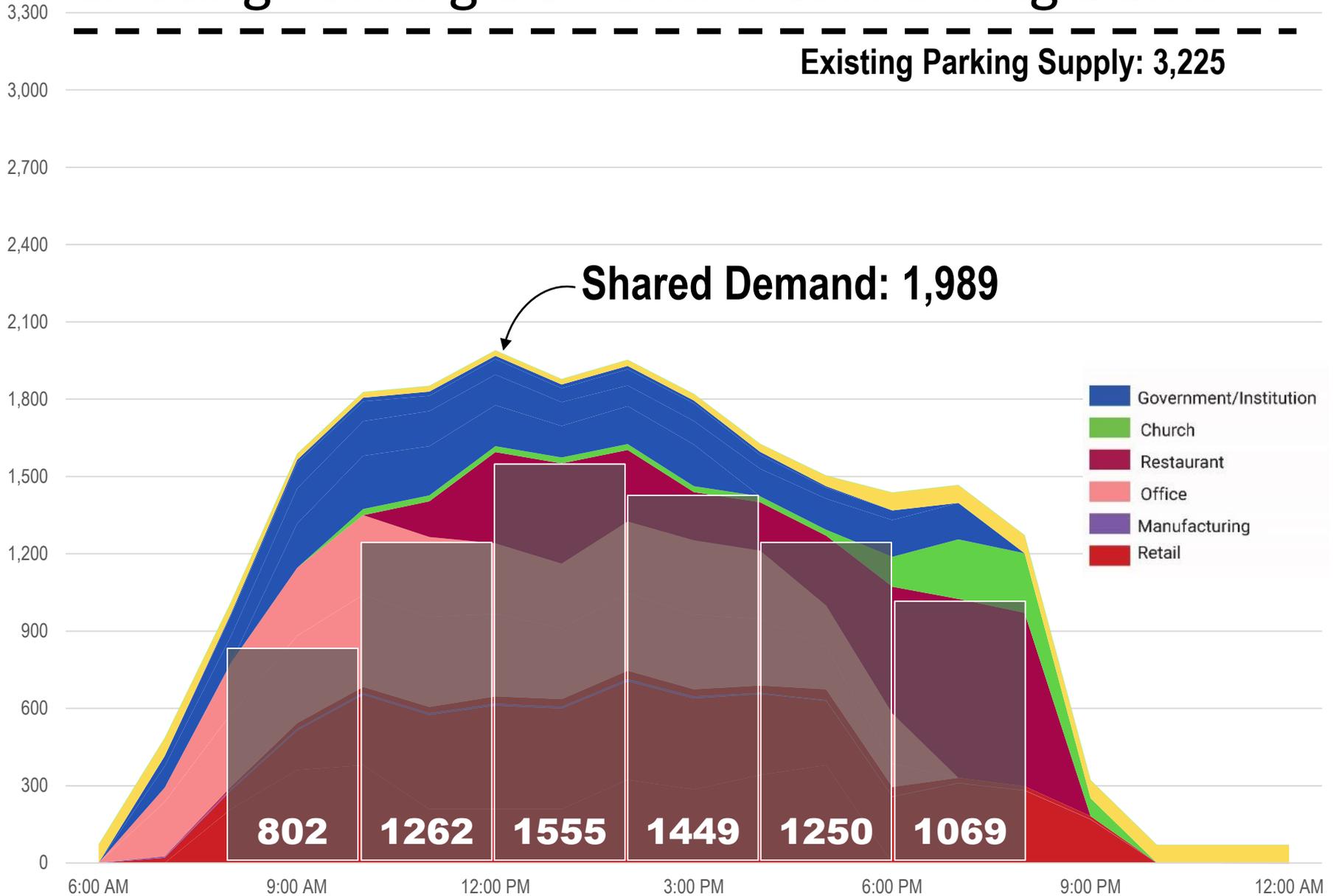


Existing Parking Demand: Real Parking Demand



Existing Parking Demand: Real Parking Demand

Existing Parking Supply: 3,225



Is this a common condition?



Recommended Path Forward

A multi-faceted, management-based approach to **better using what parking downtown Matthews already has**

Augment these with strategies for how to add parking in the future as a sound public investment

STEPS

- 1 **Managed Parking District**
- 2 **Enforce Existing Regulations**
- 3 **Management Services**
- 4 **Joint Development**
- 5 **in-Lieu Fee System**
- 6 **Town Provides Parking**

Threshold Events

Conditions in place today



1

STEPS

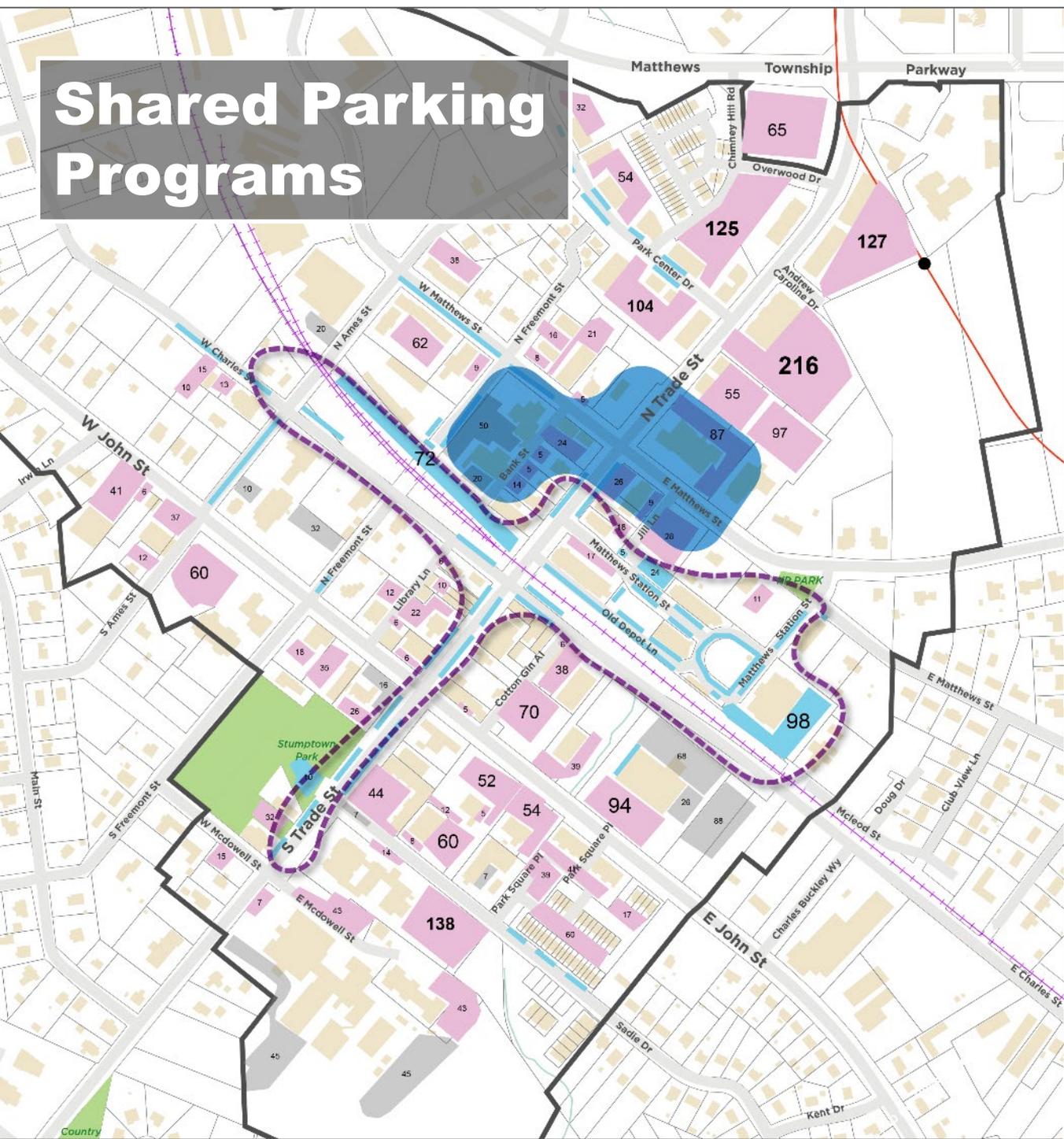
**Managed
Parking District**



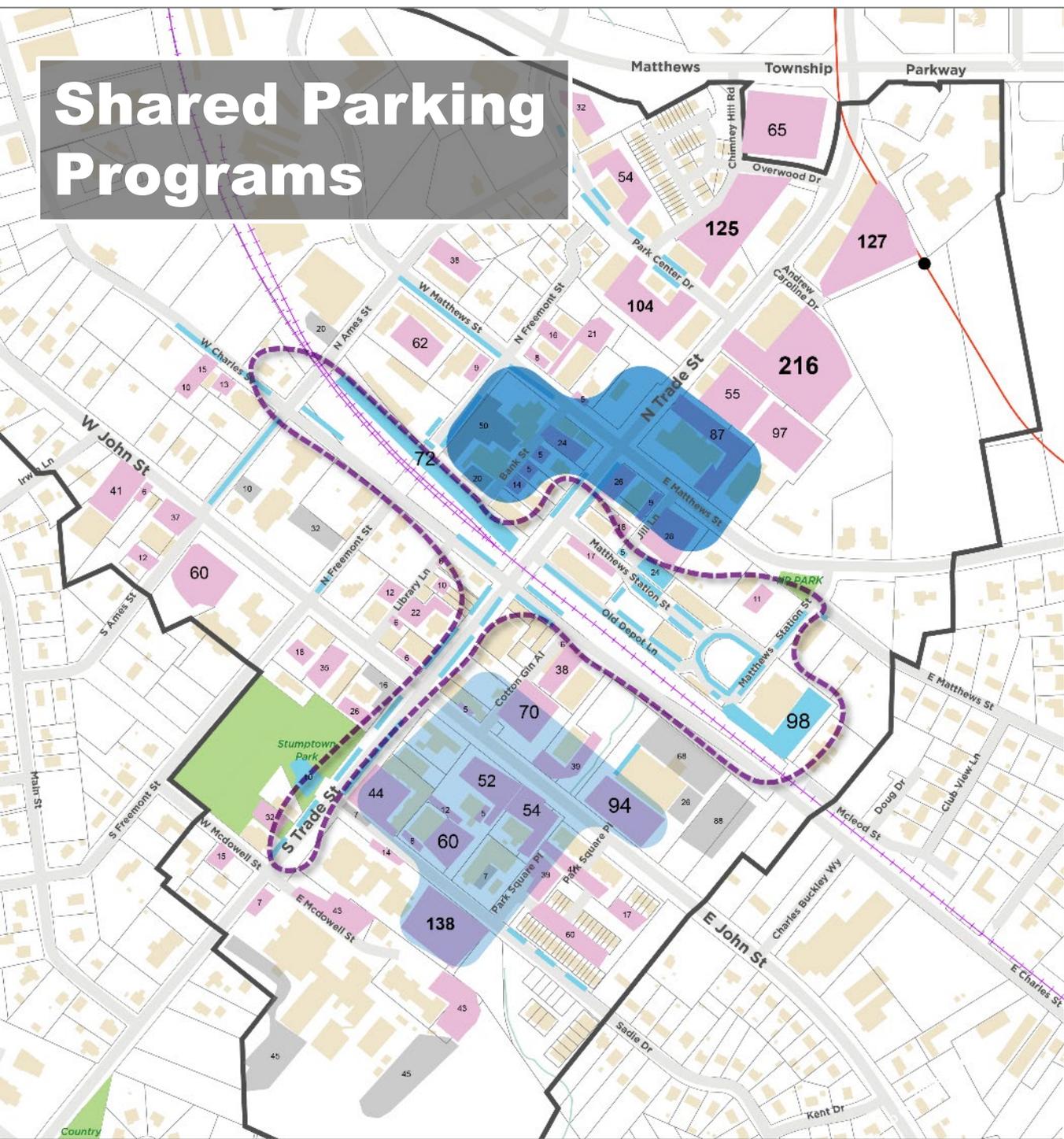
Required Actions

Leasing agreements
Signage/Wayfinding
Information campaign

Shared Parking Programs



Shared Parking Programs



Threshold Events

Conditions in place today



1

Occupancy consistently at 75% - 85%



2

STEPS

**Managed
Parking District**

**Enforce Existing
Regulations**

Required Actions

Leasing agreements
Signage/Wayfinding
Information campaign



Take regular counts
Prepare reports to Board
Set key enforcement times
Establish benefit district



Threshold Events

Conditions in place today



1

Occupancy consistently at 75% - 85%



2

Private owners request greater enforcement



3

STEPS

Managed Parking District

Enforce Existing Regulations

Management Services

Required Actions

Leasing agreements
Signage/Wayfinding
Information campaign



Take regular counts
Prepare reports to Board
Set key enforcement times
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Refine operations plan
Create cost structure
Add staff capacity



Threshold Events

STEPS

Required Actions

Conditions in place today



1

**Managed
Parking District**



Leasing agreements
Signage/Wayfinding
Information campaign

Occupancy consistently at 75% - 85%



2

**Enforce Existing
Regulations**



Take regular counts
Prepare reports to Board
Set key enforcement times
Establish benefit district

Private owners request greater enforcement



3

**Management
Services**



Refine operations plan
Create cost structure
Add staff capacity

Development(s) propose(s) to add substantial parking supply



4

**Joint
Development**



Add economic development
staff capacity
Negotiate arrangements

Threshold Events

STEPS

Required Actions

Conditions in place today



1

**Managed
Parking District**



Leasing agreements
Signage/Wayfinding
Information campaign

Occupancy consistently at 75% - 85%



2

Enforce Existing Regulations



Take regular counts
Prepare reports to Board
Set key enforcement times
Establish benefit district

Private owners request greater enforcement



3

Management Services



Refine operations plan
Create cost structure
Add staff capacity

Development(s) propose(s) to add substantial parking supply



4

Joint Development



Add economic development
staff capacity
Negotiate arrangements

Infill development needs additional parking supply



5

in-Lieu Fee System



Establish rate/fee system
Document agreements
Amend UDO



North Carolina In-Lieu Fee Examples

	Davidson	Blowing Rock	Fayetteville	Carrboro
Fee	\$3,000 per space	\$7,500 per space \$15,000 per space after July 1, 2020	Based on costs to provide comparable off-street parking	Estimated cost of providing a paved parking space meeting requirements, including land and improvement costs
Applicable District(s)	Village Parking Overlay	Central Business and Office/ Institutional	Mixed-Use	Town Center Business, General Business, and Neighborhood Mixed-Use
Applicable Development Type	Unspecified	Commercial	Non-residential	Unspecified
Payment Time Frame	Prior to issuance of Certificate of Occupancy	Unspecified	Prior to recording Final Plat or Building Permit issuance	Prior to Occupancy Permit issuance
Fee Uses	Unspecified	Creation and maintenance of public parking facilities	Creation of new public parking facilities	Creation and maintenance of public parking facilities

Davidson

Population: 12,684

Size: 6 mi²

- In lieu parking payments allowed in the Village Parking Overlay District in downtown Davidson
- \$3,000 in-lieu payment per required space
- Payment must be made prior to issuance of a Certificate of Occupancy
- Bicycle parking is still required



Image source: Davidson, NC Planning Ordinance

Blowing Rock

Population: 1,263

Size: 3.05 mi²

- In lieu parking payments allowed in Central Business and Office/Institutional Districts
- Commercial developments only
- \$7,500 in-lieu payment per required space*
- Payment must be made prior to issuance of an Occupancy Permit
- Fees are used for creation and maintenance of public parking facilities, including land and improvement costs



*Payments will increase to \$15,000/space starting July 1, 2020

Image source: <https://blowingrock.com/>

Fayetteville

Population: 209,889

Size: 147.7 mi²

- In lieu parking payments allowed in the Mixed-Use districts both in Downtown and farther from the center
- Non-residential developments only
- Based on cost estimate for installing required parking
- Payment must be made prior to recording the Final Plat or issuance of Building Permit if no Final Plat is required
- Fees are used for development of new parking facilities in the vicinity of the development



Image source: Fayetteville Mixed Use Development Project Assessment Report

Carrboro

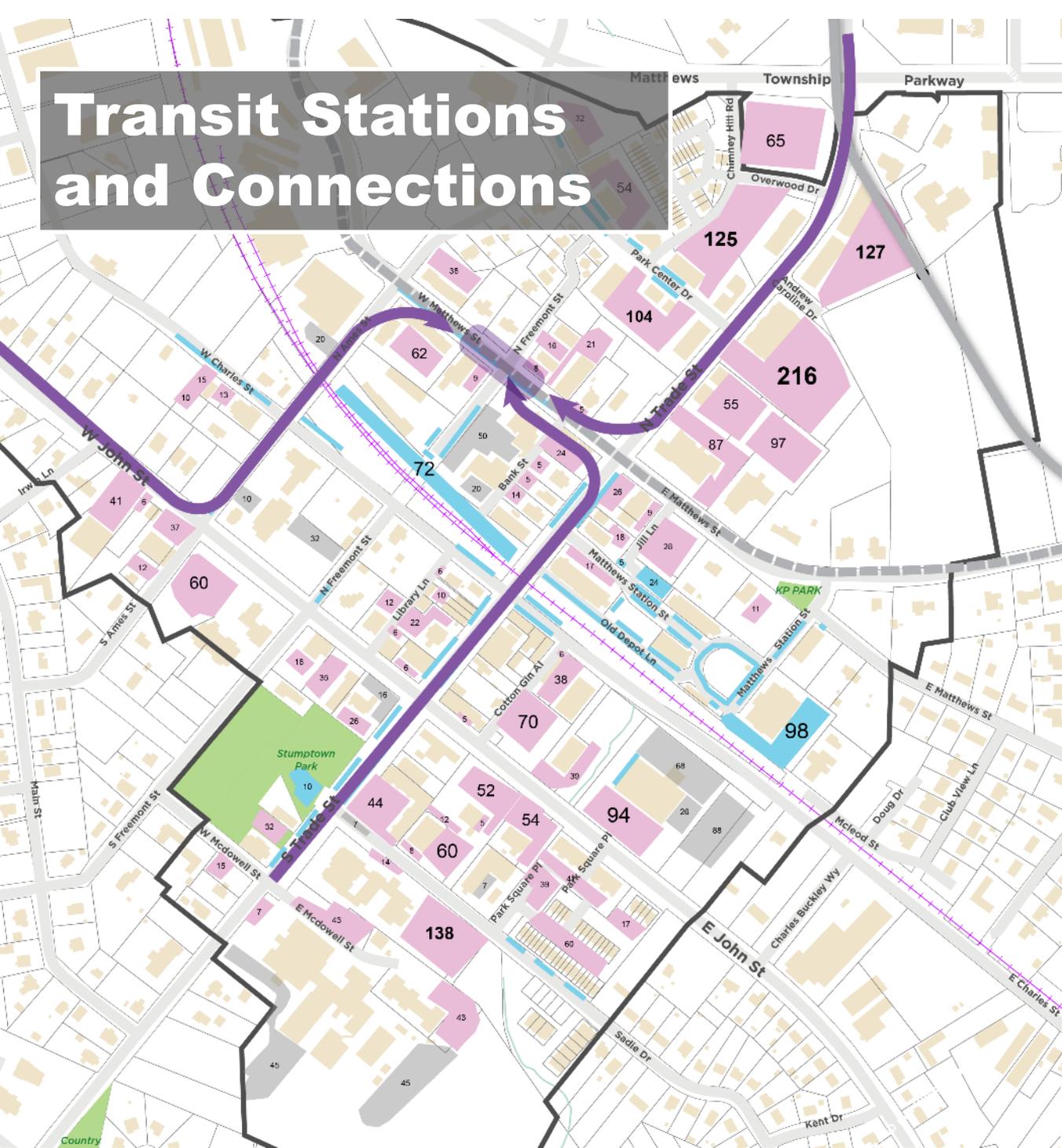
Population: 21,544

Size: 6.5 mi²

- In lieu parking payments allowed in Town Center Business, General Business, and Neighborhood Mixed-Use districts
- Commercial developments only
- Fee based on estimated cost of providing a paved parking space, including land and improvement costs
- Payment must be made prior to issuance of an Occupancy Permit
- Fees are used for creation and maintenance of public parking facilities, including land and improvement costs



Transit Stations and Connections





Micro-mobility

Town of
MatthewsTM
North Carolina





New Service Models

Buc's beginnings (2003)



Today (2018)



Via: Arlington, Texas

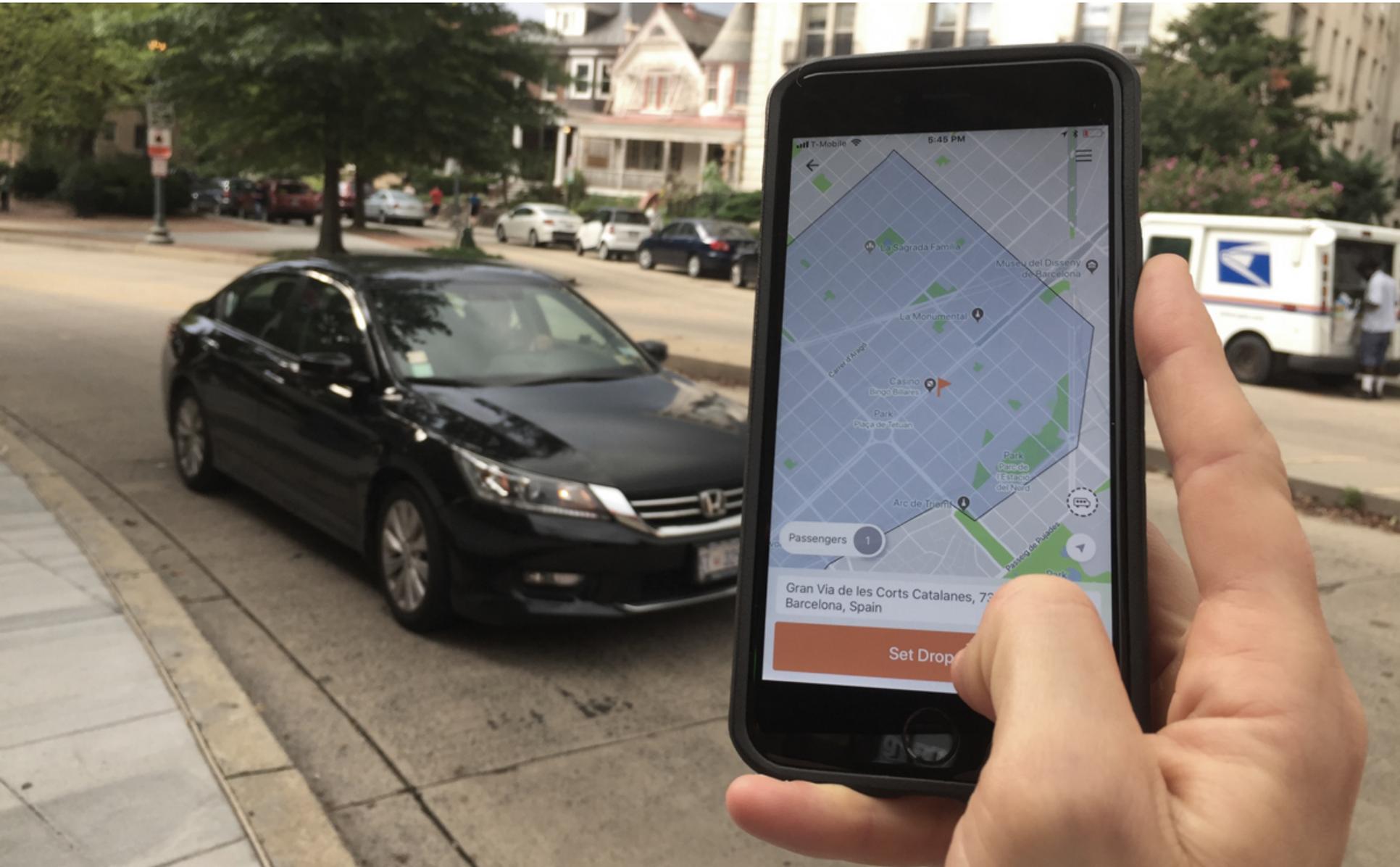


- May be 'technology enhancement' only, or full operations
- Greater choice of vehicles to meet customer expectations
- At typical scale, operating costs lower than many fixed-route options

Via: On-Demand Microtransit



Shotl: Optimizing Transit Service



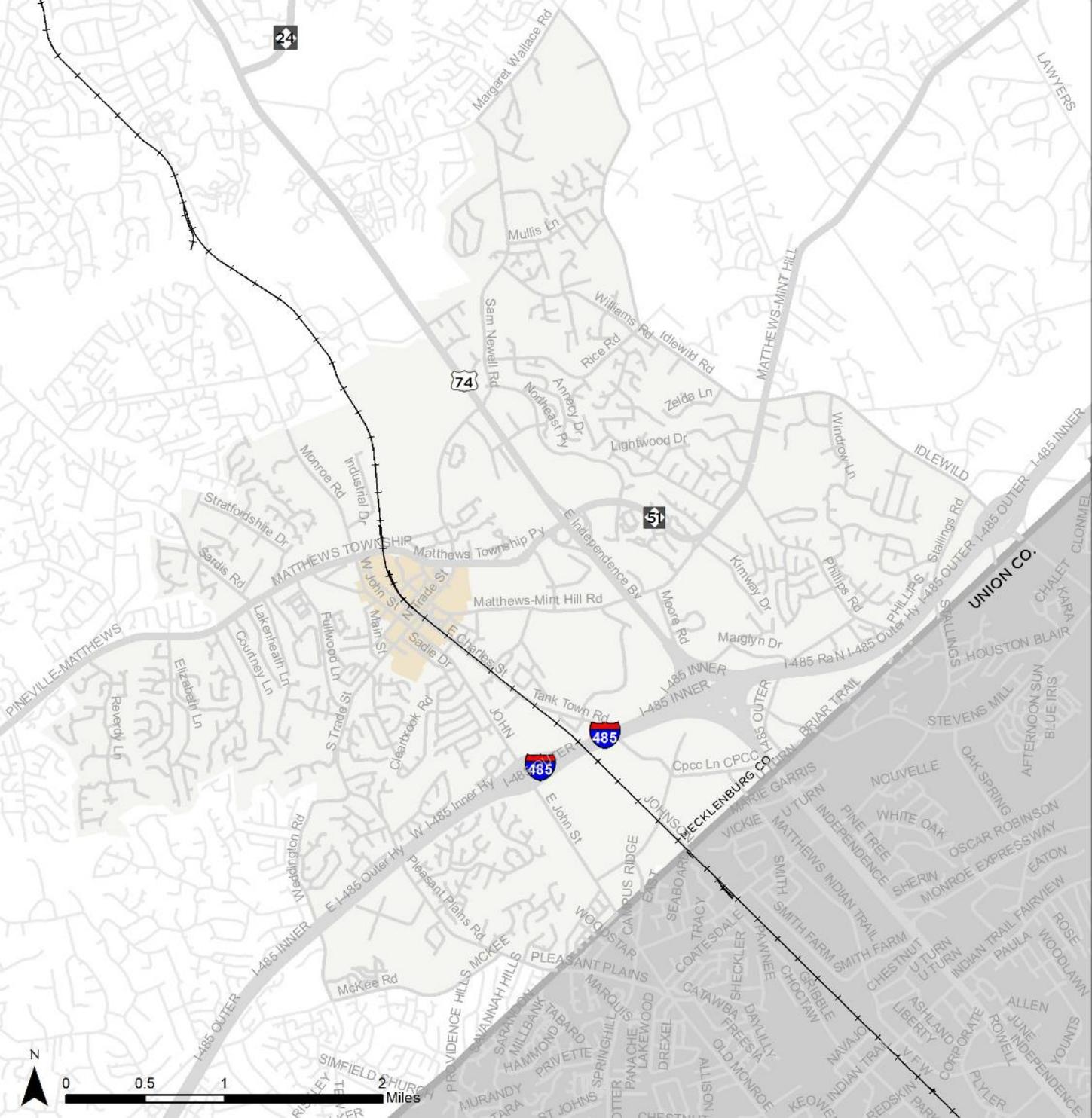


Network Connections



Town of Matthews

North Carolina



Roadway Projects By Status

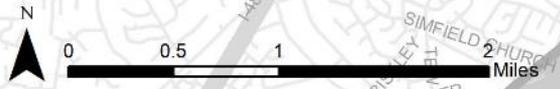
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- Needed but Not Funded
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- Under Construction

Multi-Use Path Projects by Status

- Funded but Not Under Construction
- Needed but Not Funded

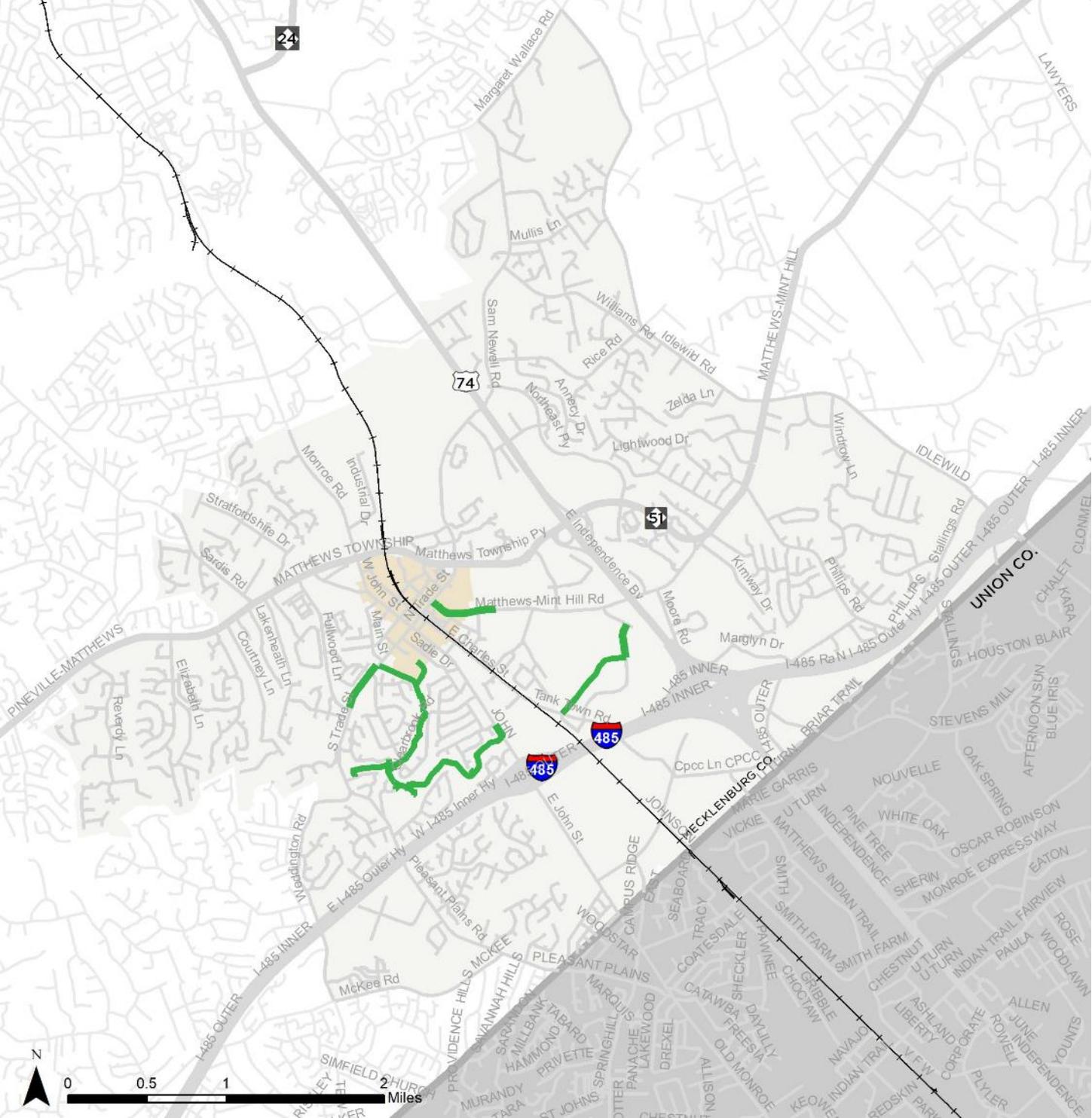
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- Stream
- + Railroad Tracks

- Park
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Town of Matthews

North Carolina



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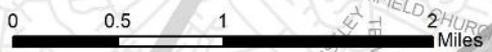
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Map Symbols

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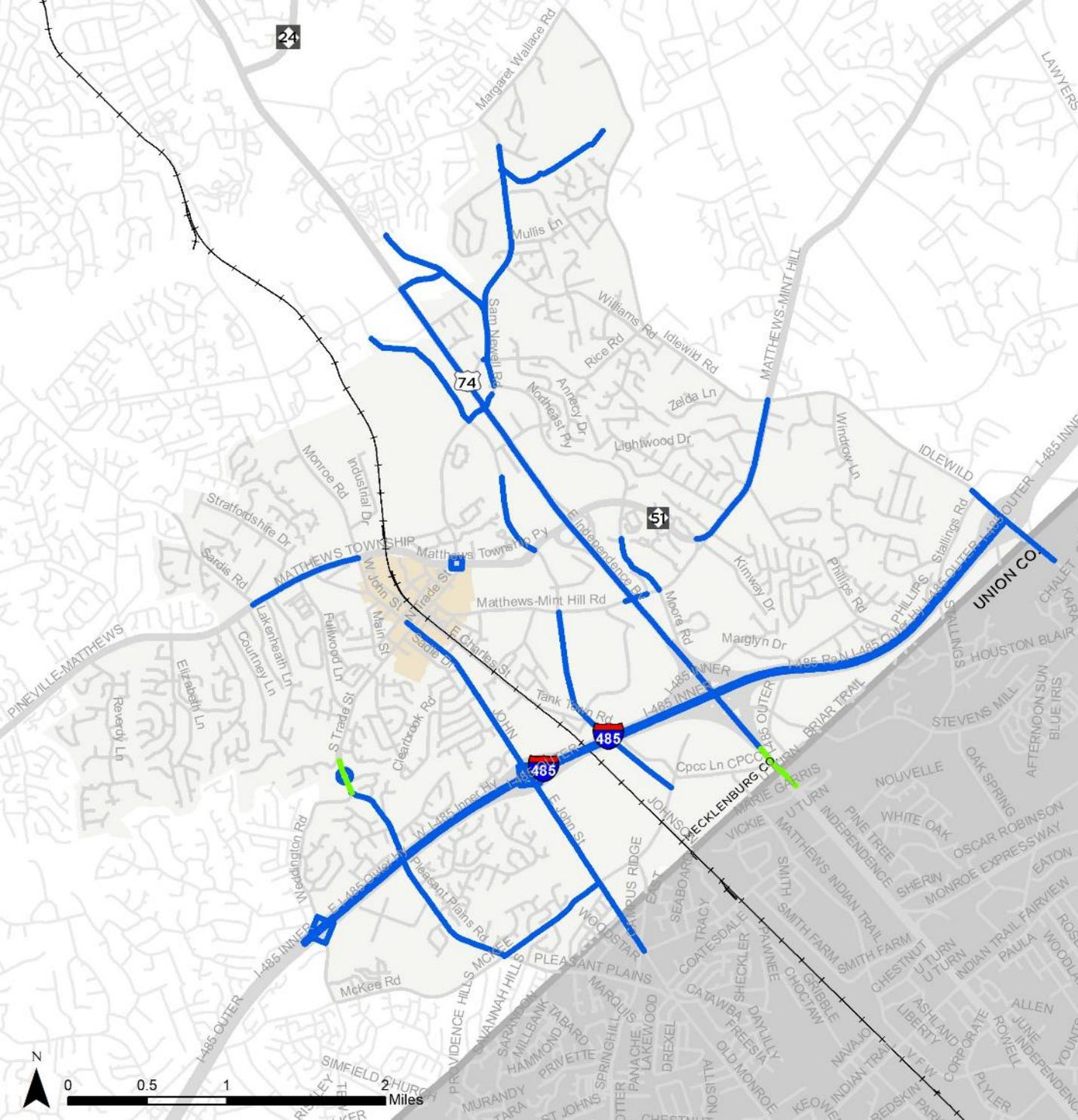
Map Symbols

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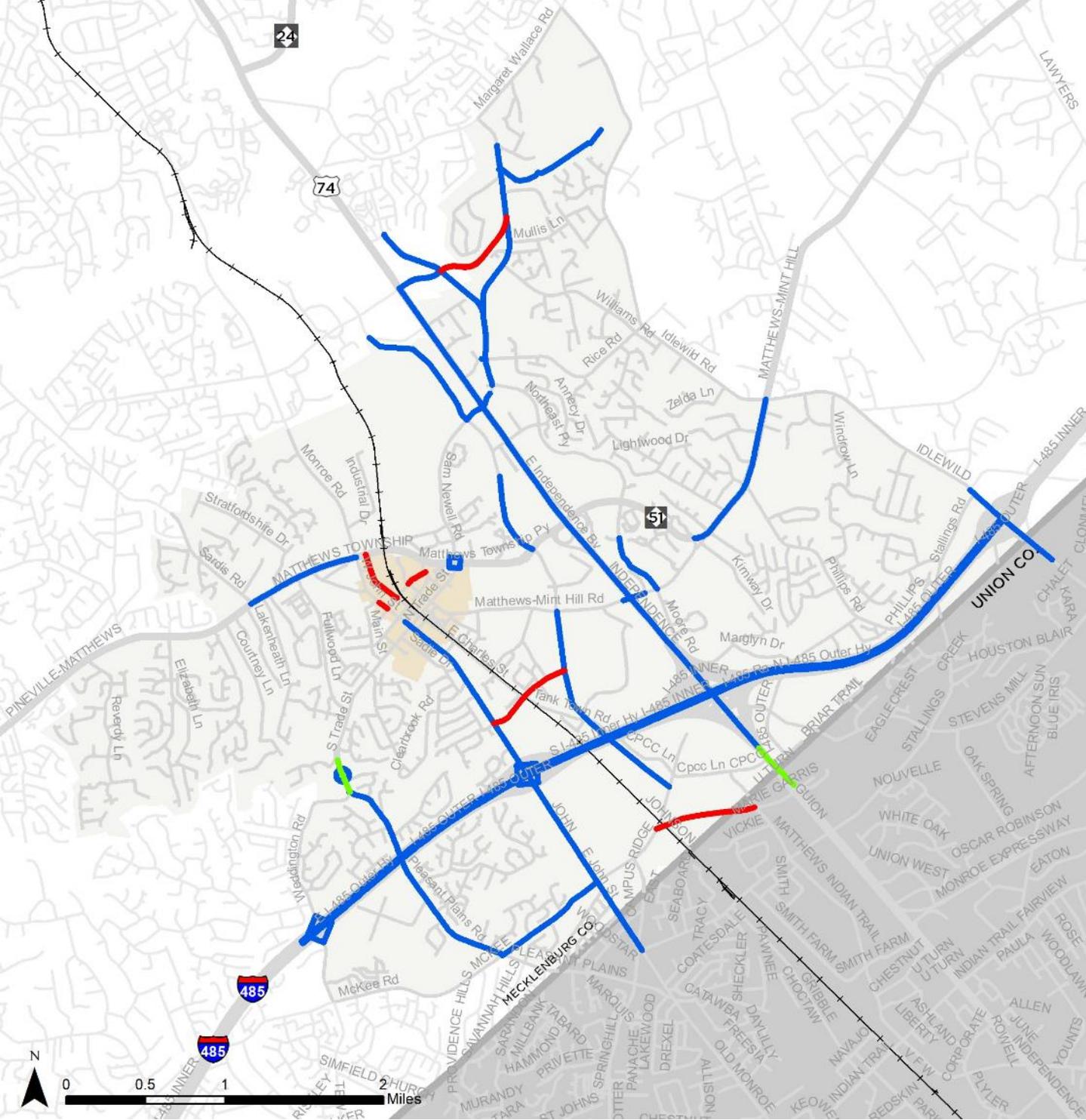
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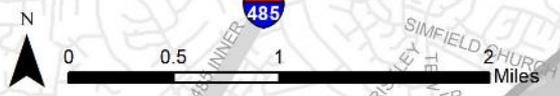
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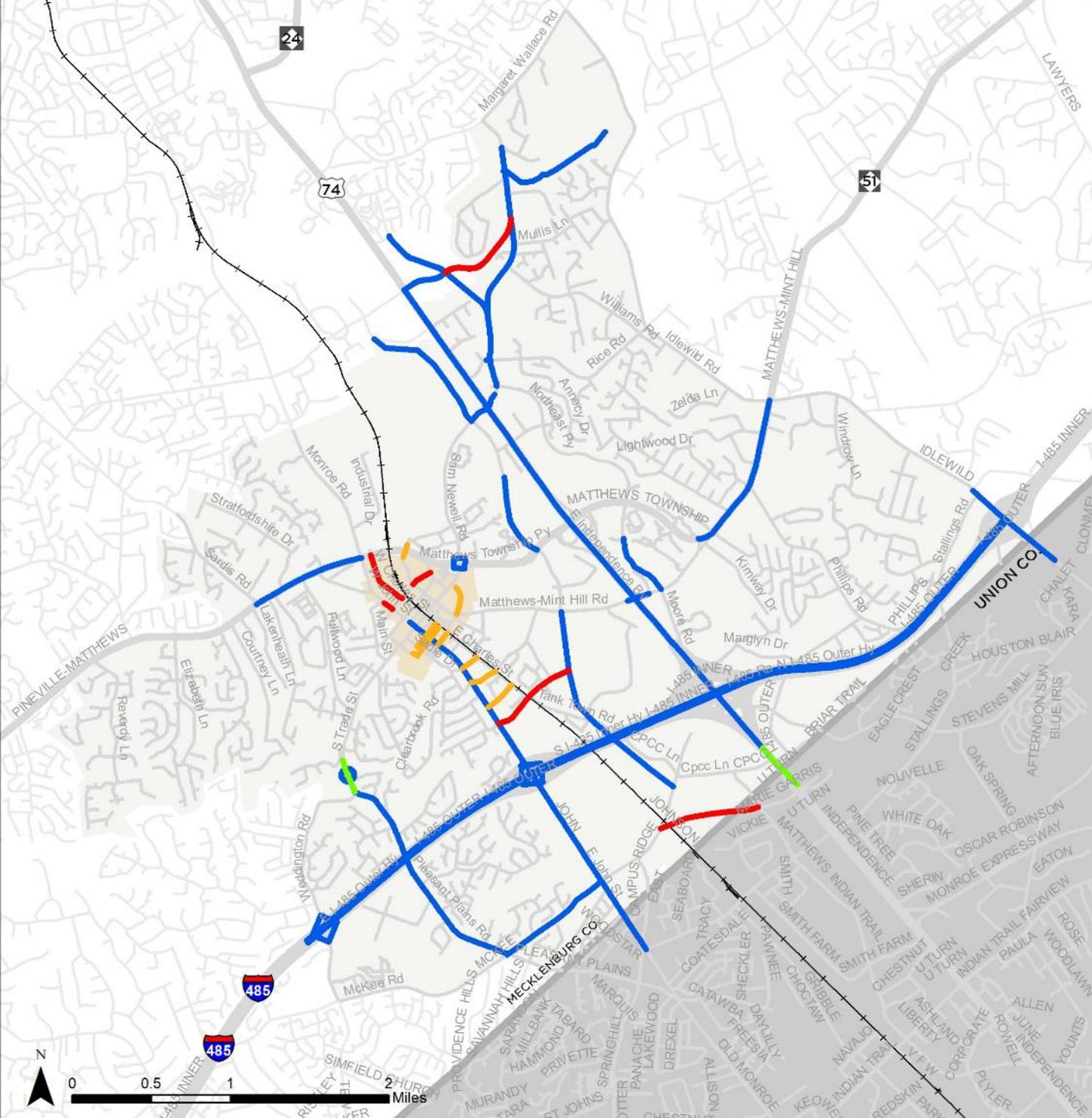
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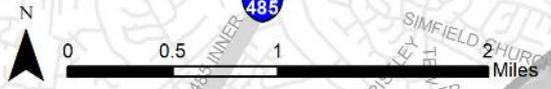
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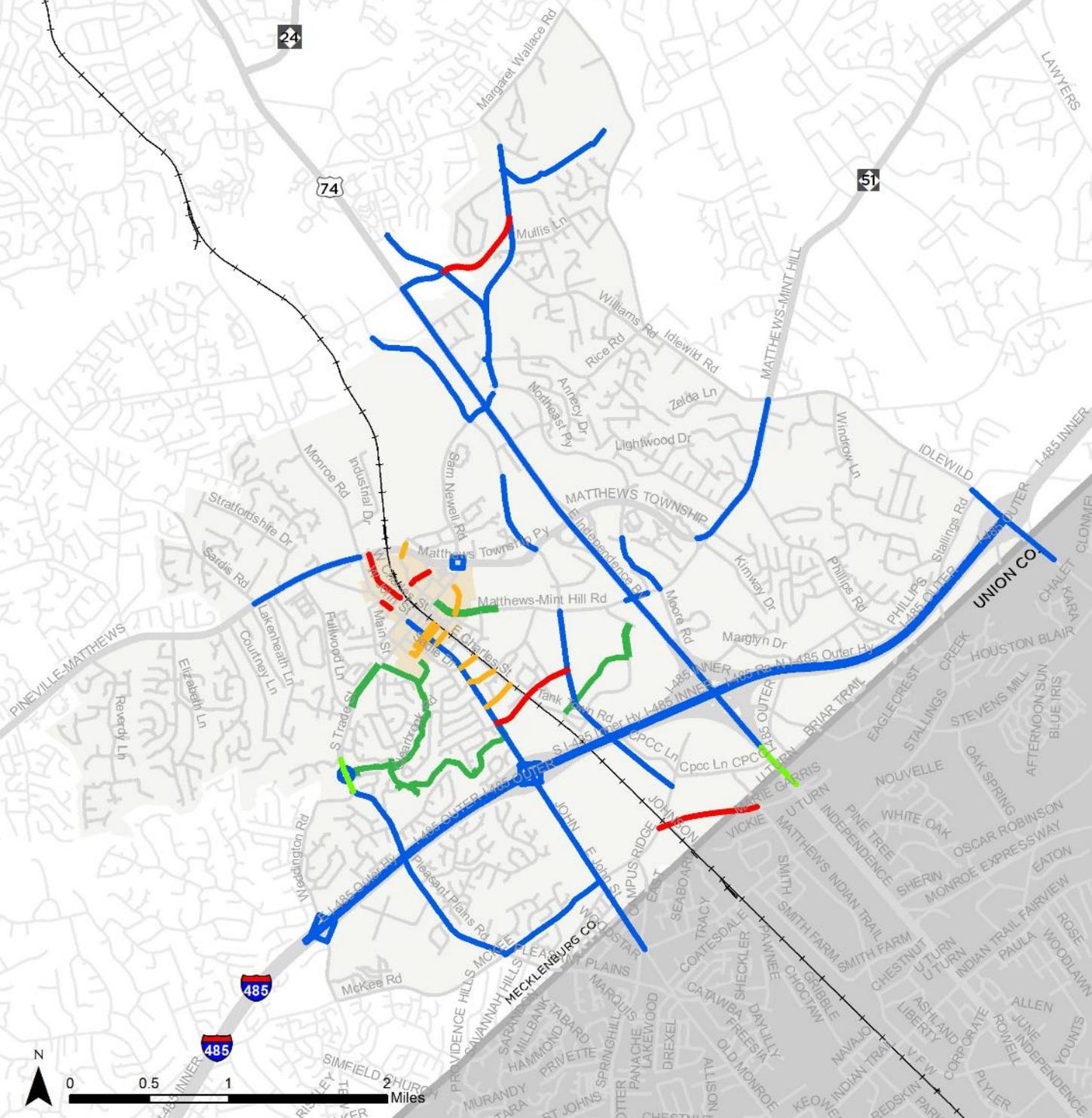
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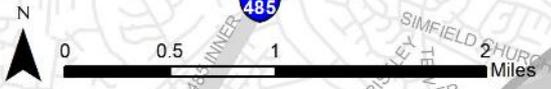
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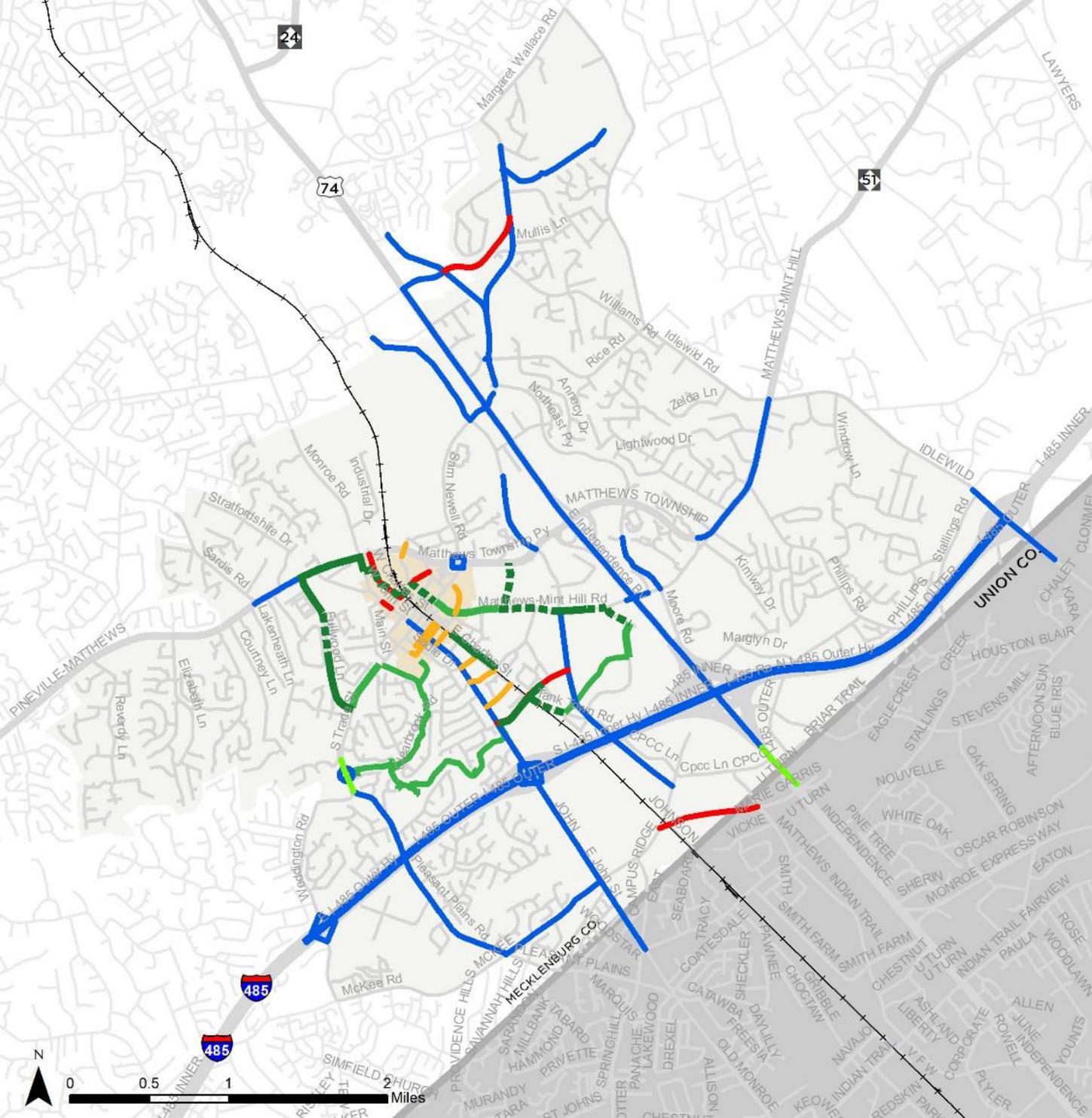
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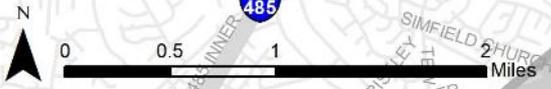
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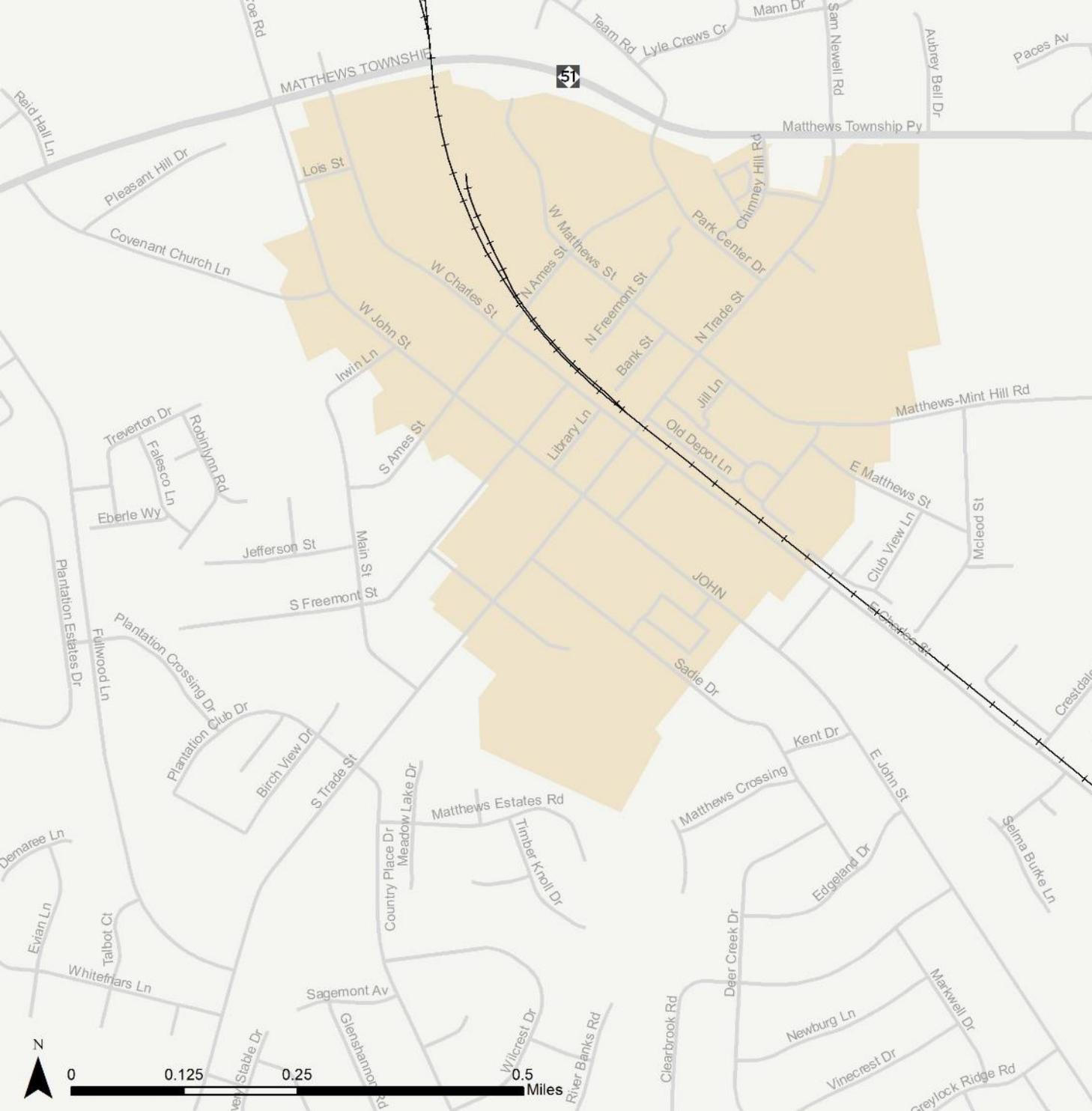
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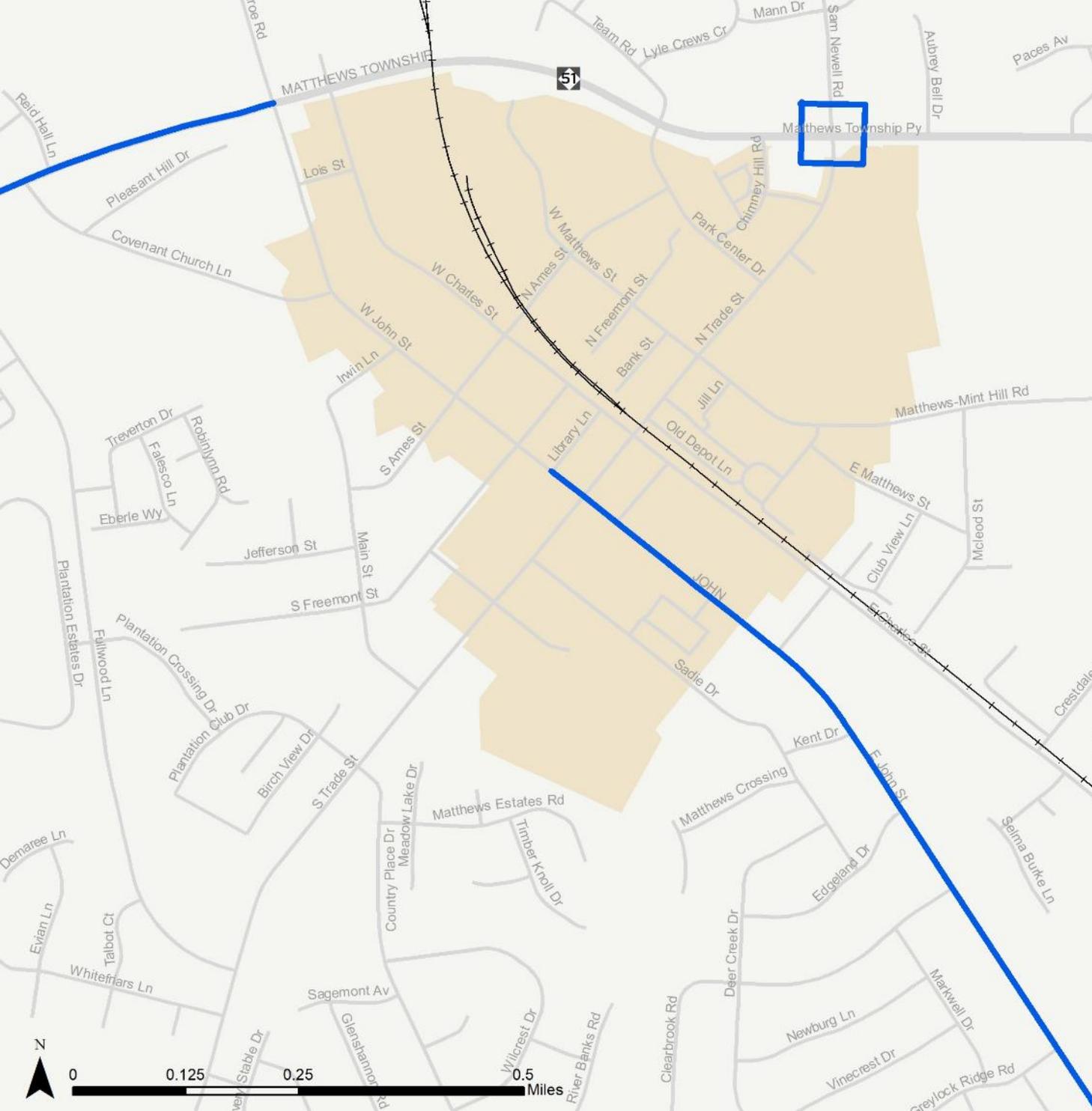
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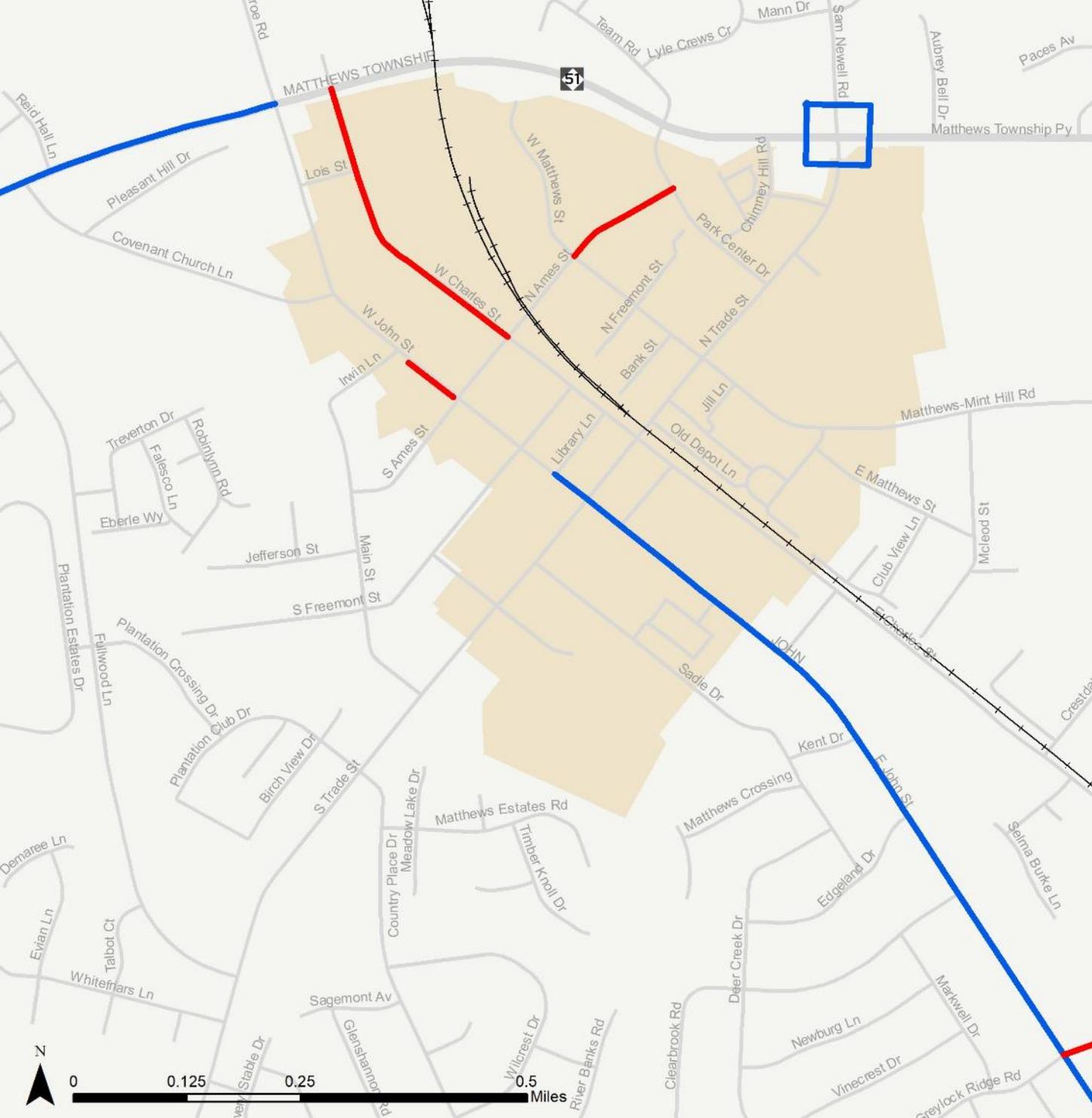
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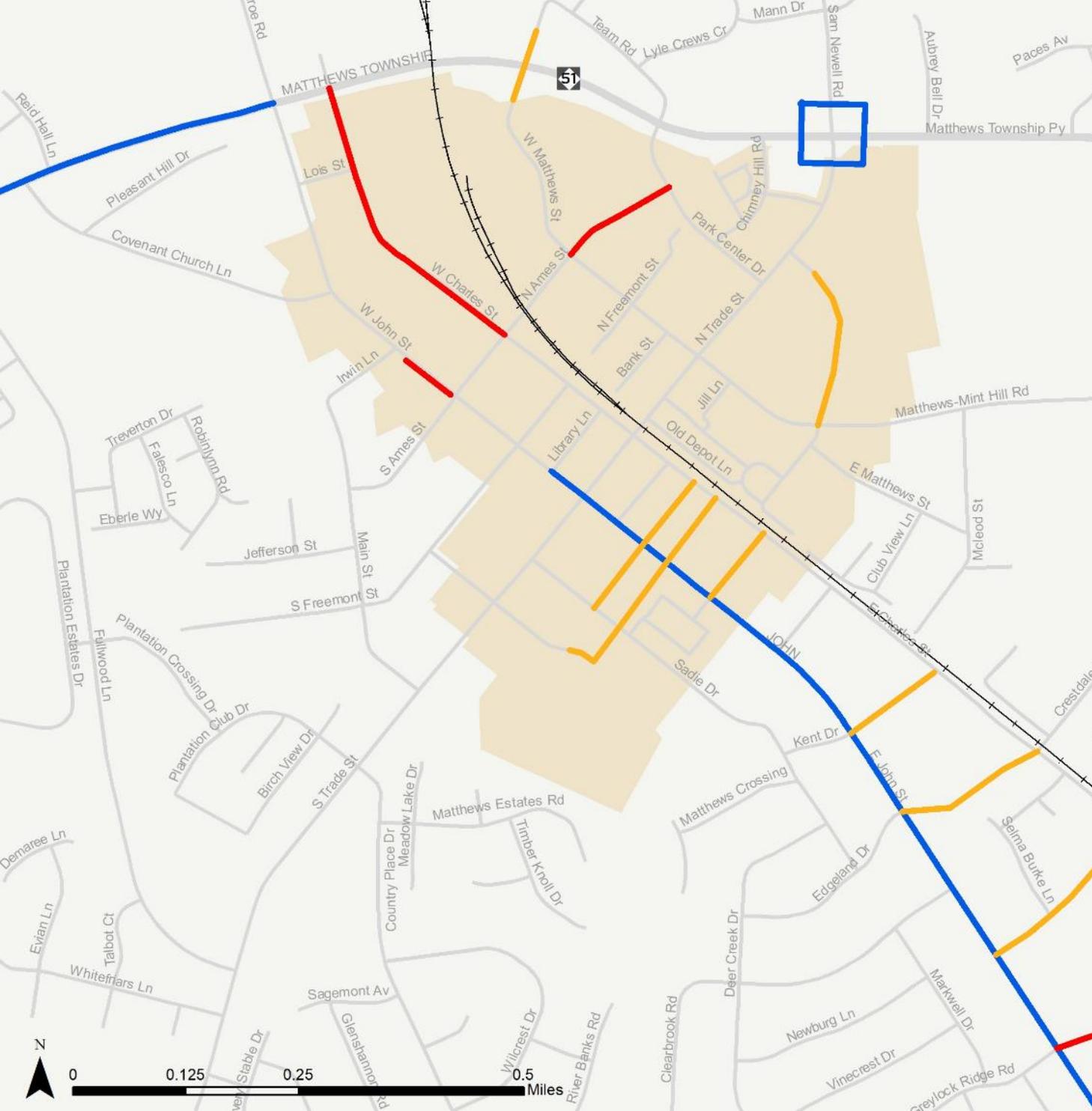
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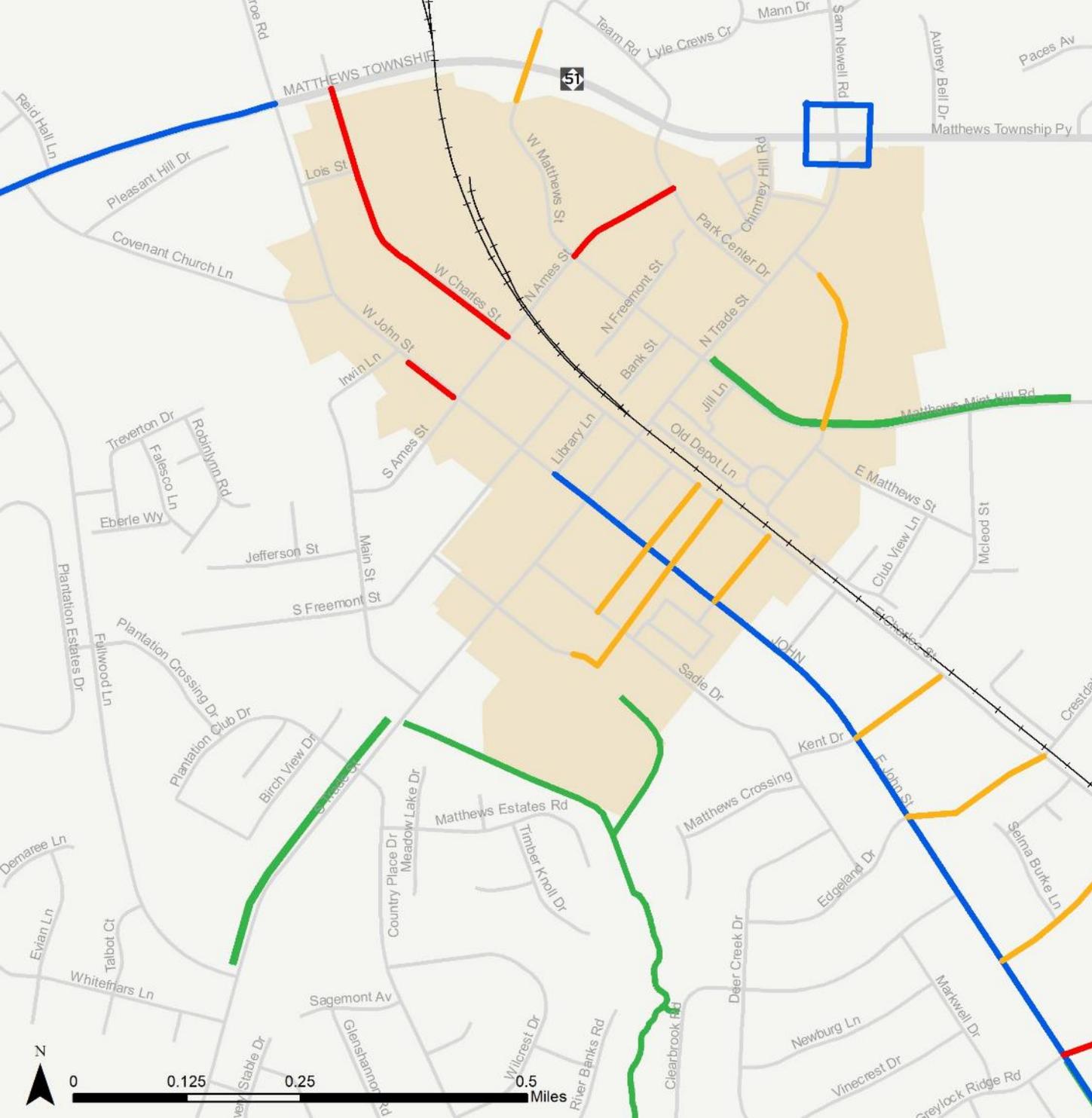
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Multi-Use Path Projects by Status

- Funded but Not Under Construction
- Needed but Not Funded

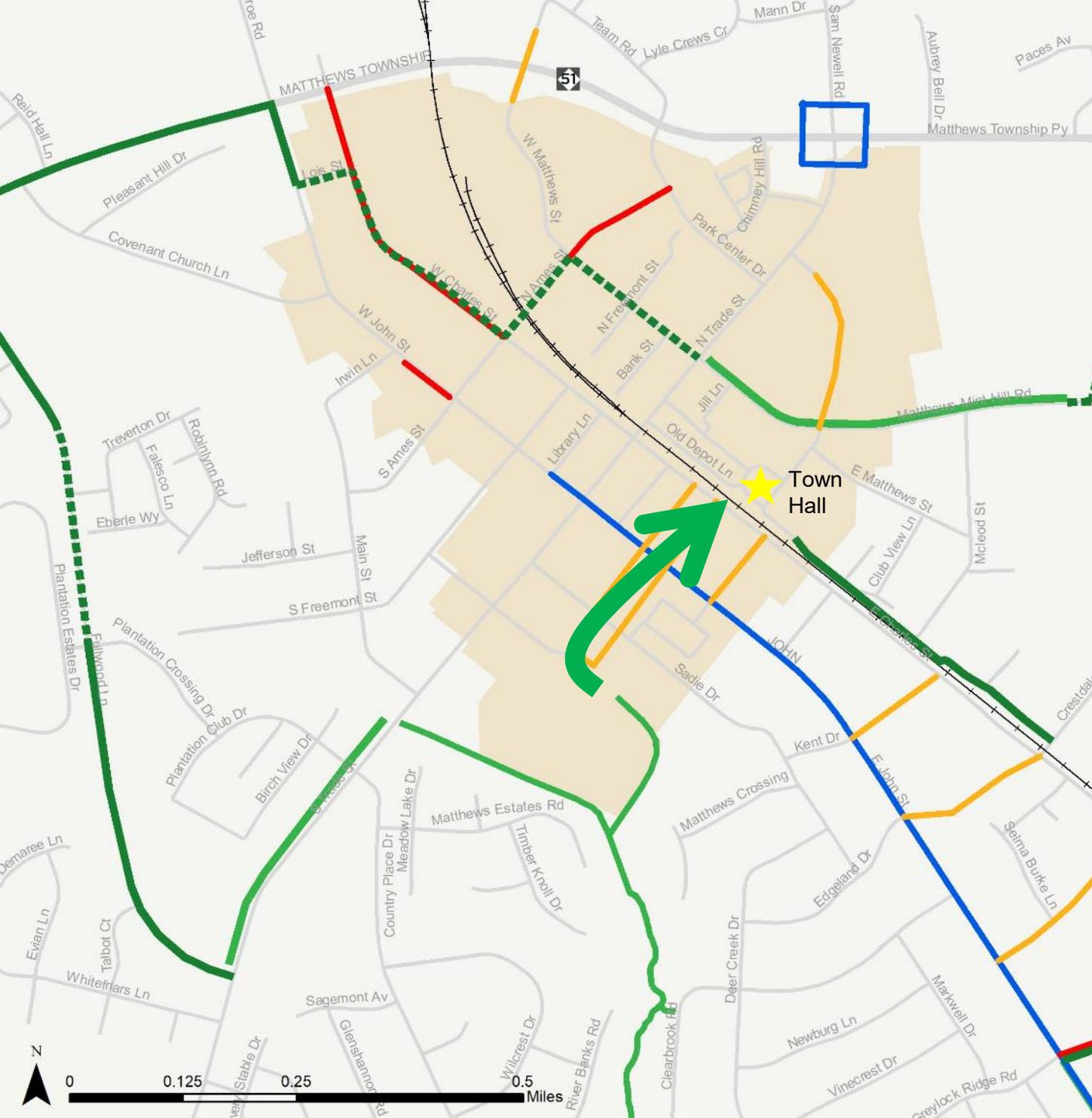
- Street
- Multi-Use Path & Greenways
- Stream
- Railroad Tracks

- Park
- Downtown Matthews Mobility Plan Study Area
- Matthews Town Limits
- Mecklenburg County
- Union County



Town of Matthews

North Carolina



Roadway Projects By Status

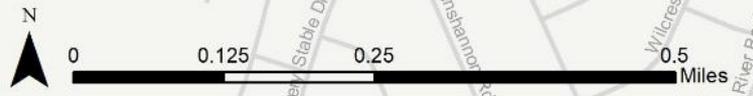
- Options for Connectivity
- Needed but Not Funded
- Funded but Not Under Construction
- Under Construction

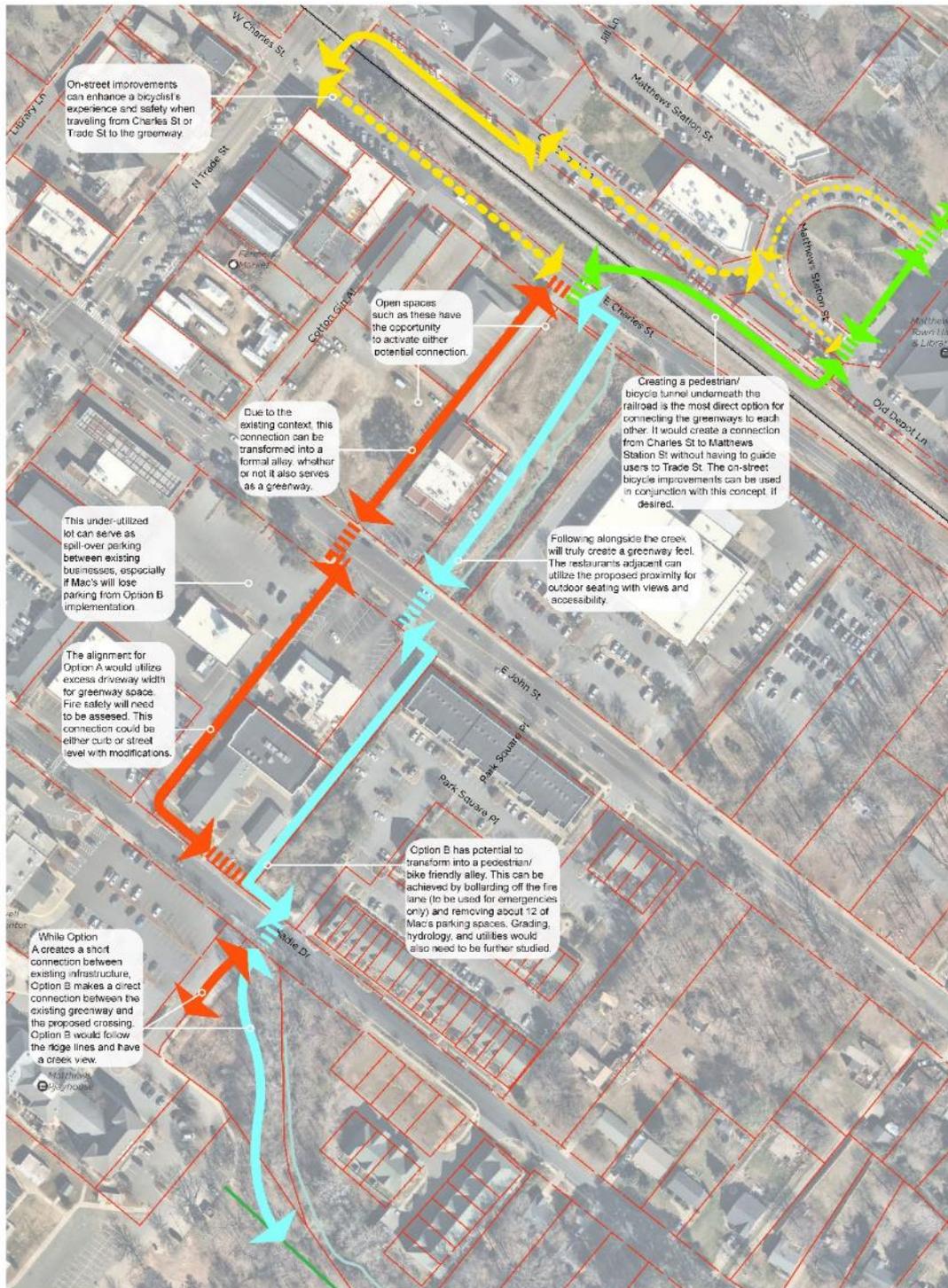
Multi-Use Path Projects by Status

- Funded but Not Under Construction
- Needed but Not Funded

- Street
- Multi-Use Path & Greenways
- Stream
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- Park
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On-street improvements can enhance a bicyclist's experience and safety when traveling from Charles St or Trade St to the greenway

Open spaces such as these have the opportunity to activate either potential connection.

Due to the existing context, this connection can be transformed into a formal alley, whether or not it also serves as a greenway.

This under-utilized lot can serve as spill-over parking between existing businesses, especially if Mac's will lose parking from Option B implementation.

The alignment for Option A would utilize excess driveway width for greenway space. Fire safety will need to be assessed. This connection could be either curb or street level with modifications.

While Option A creates a short connection between existing infrastructure, Option B makes a direct connection between the existing greenway and the proposed crossing. Option B would follow the ridge lines and have a creek view.

Option B has potential to transform into a pedestrian/bike friendly alley. This can be achieved by bollarding off the fire lane (to be used for emergencies only) and removing about 12 of Mac's parking spaces. Grading, hydrology, and utilities would also need to be further studied.

Creating a pedestrian/bicycle tunnel underneath the railroad is the most direct option for connecting the greenways to each other. It would create a connection from Charles St to Matthews Station St without having to guide users to Trade St. The on-street bicycle improvements can be used in conjunction with this concept, if desired.

Following alongside the creek will truly create a greenway feel. The restaurant's adjacent can utilize the proposed proximity for outdoor seating with views and accessibility.

MATTHEWS DOWNTOWN MOBILITY PLAN: MATTHEWS ELEMENTARY SCHOOL BLOCK

- CATS Bus Stop
- Taskforce Community
- Community Building
- Farmers Market
- Post Office
- Church
- Public Hearing
- School
- Office
- Home
- Road
- Railroad Tracks
- Multi-Use Path & Greenway
- Trail
- Access
- Potential Connection (Under Railroad)
- Street to Path Connection
- Side Road (One-way)
- Side Connection (One-way)
- Connection A
- Connection B

Multi-Use Path Connection



Multi-Use Path Connection



Multi-Use Path Connection



Multi-Use Path Connection



Multi-Use Path Connection



Railroad Connection

Town of
MatthewsTM
North Carolina



Railroad Connection

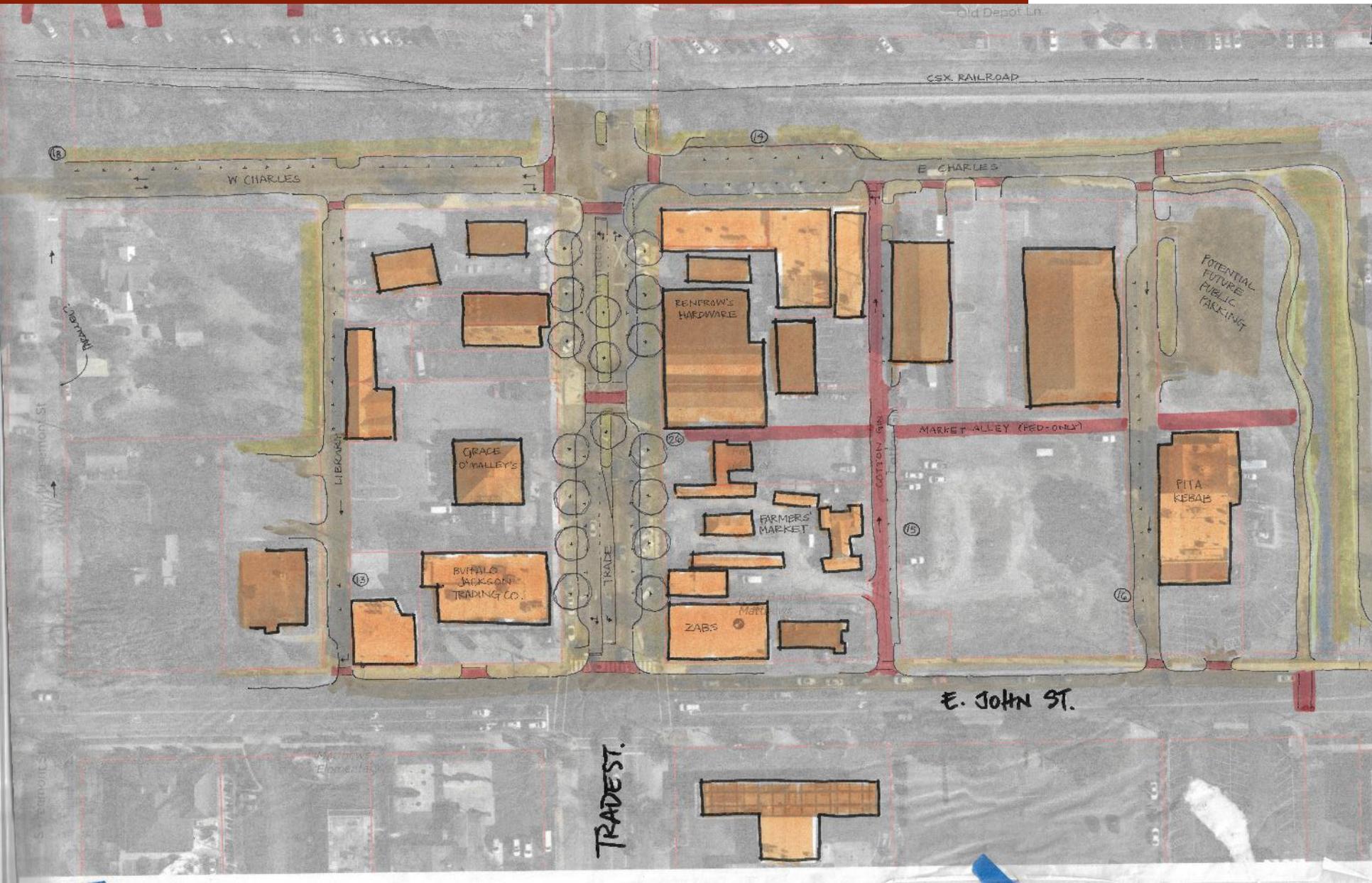


Wayfinding Concept

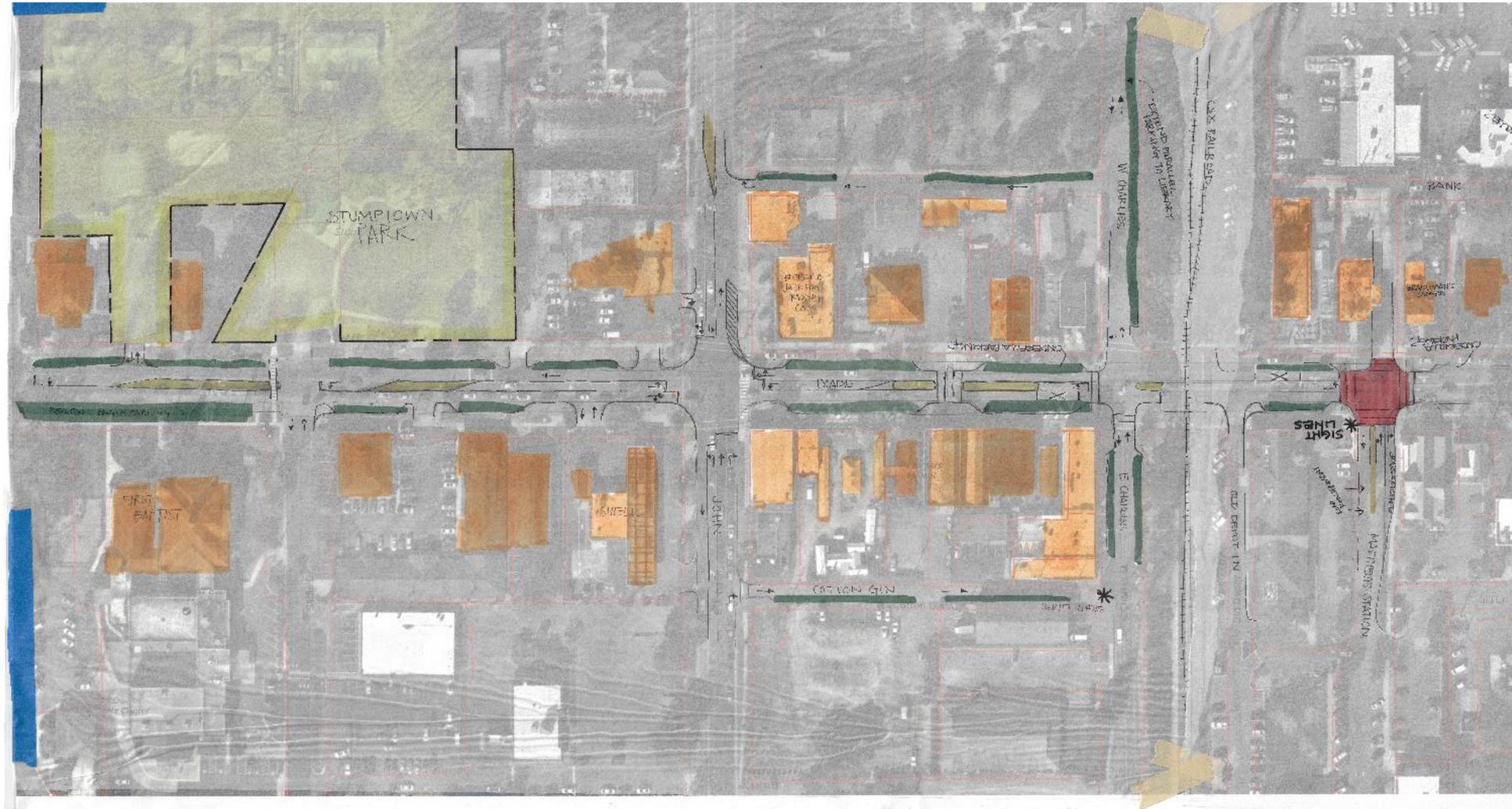


- Builds off of existing Vehicular Wayfinding System.
- Emphasis on directing people to public parking

Alleys/Shared-Street Concept



Trade Street Concept





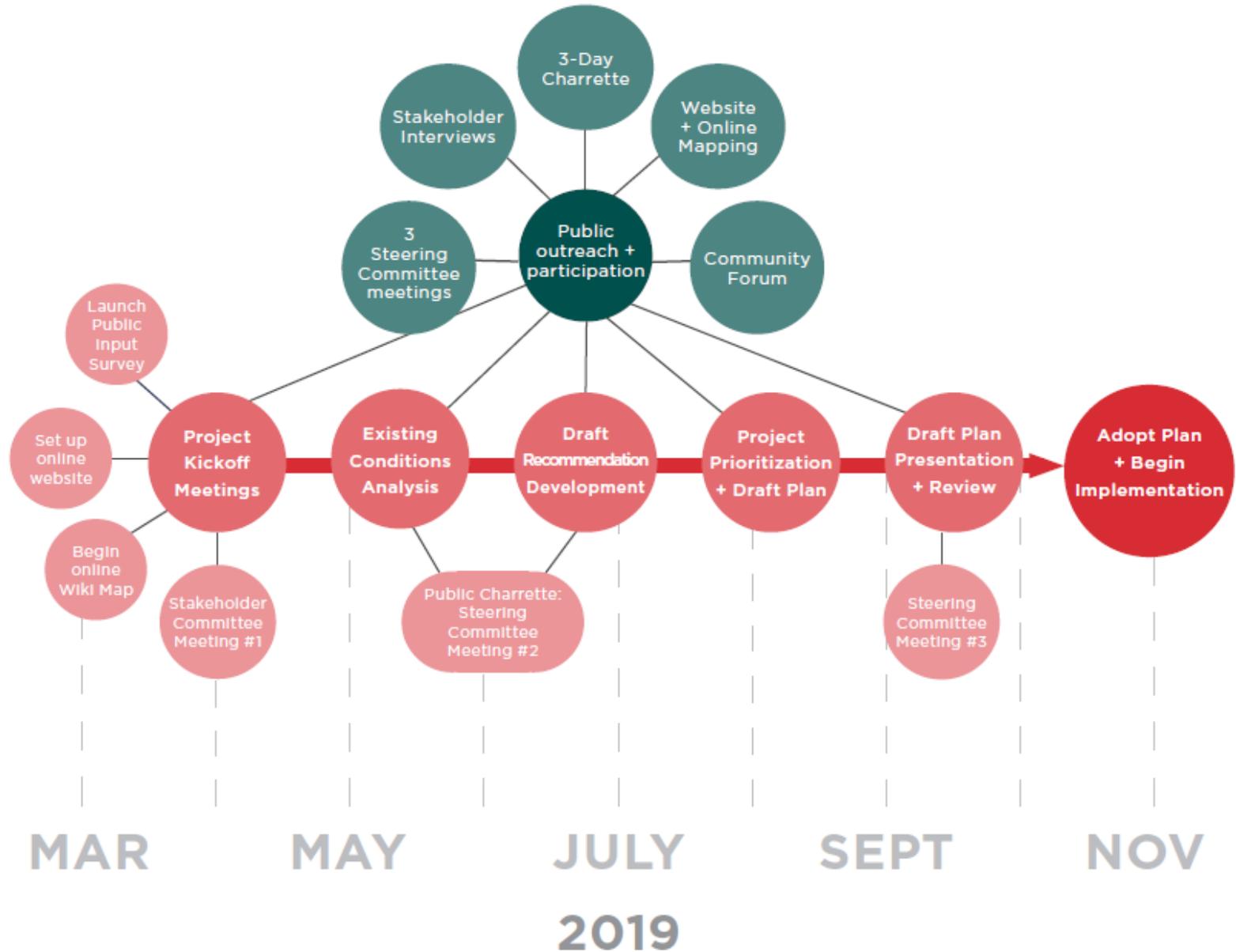
Discussion





THANK YOU!

Project Schedule



Peer Communities

- Duluth, GA
- Fuqua-Varina, NC
- Carmel, IN
- Alpharetta, GA
- Davidson, NC

Complete Streets & Multi-modal Orientation



Trail/Greenway Connections to Downtown



Carmel, IN



Duluth, GA

Regional Transit & Local Shuttles



Alpharetta, GA

Parking Strategies



Varina District

Downtown Parking Info

Where to Park:

Public parking available in designated surface parking lots and marked on-street parking.

- ▶ When parking your vehicle, make sure it is parked between the lines of the designated parking space.
- ▶ Public Parking Lot (2-hour parking where posted) Monday - Saturday 8:00 AM - 6:00 PM
- ▶ Accessible Parking - Town provides accessible parking spaces for exclusive use of vehicles displaying the appropriate permit.

Where NOT to Park:

- ▶ In front of fire hydrants
- ▶ In loading zones
- ▶ In crosswalks
- ▶ In front of driveways

**Fuquay-Varina Police Department
and Parking Enforcement:**

- ▶ 919.552.3191



New Mobility Transport Options



Zagster
a better way to bike

**need a bike?
borrow ours!**

Join on our app or at Zagster.com/Carmel

1. BORROW Enter your bike's number into the app and tap "START RIDE". You'll get a code to open and close the lockbox.	2. UNLOCK Use the key from inside the lockbox to operate the U-lock that attaches the bike to its station. Close the lockbox before you ride.	3. RIDE Have fun and stay safe! Use the U-lock to keep the bike secure if you make stops along the way.	4. RETURN When you're done, lock the bike back to a Zagster dock and "close" the lockbox. Then go to the app and tap "END RIDE".
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Available for the public

CARMEL BIKE SHARE

Need help? Call 202-999-3924

Promoting Multi-modal Transportation



Promoting Multi-modal Transportation

Alpharetta, GA



Mobility & Placemaking



Duluth, GA

Mobility & Placemaking



Duluth, GA

Project Overview

