

November 3, 2009

Mr. Thomas Stewart
President, Wells Avenue Merchants & Property Owners Association
1455 Plumas Street
Reno, NV 89509

Re: Wells Avenue Parking Demand Survey

Dear Mr. Stewart:

This letter provides the results of our parking analysis for the Wells Avenue Corridor from Grand Canyon Boulevard to Moran Street and includes the following:

- Existing parking demand analysis based on parking surveys completed on April 15, April 17, April 22, and April 24, 2009.
- Existing parking area utilization during the peak parking demand periods for afternoon (11:00 AM to 1:00 PM) and evening (3:00 PM to 5:00 PM.)
- Our conclusions and recommendations.

Existing Wells Avenue Parking Conditions

At the time of our survey, there were a number of both on and off-street parking supplies throughout our study area including zones designated for specific commercial uses. Surveys were performed April 15, April 17, April 22, and April 24, 2009 between 11:00 AM and 1:00 PM and between 3:00 PM and 5:00 PM. The parking areas surveyed include private spaces, metered spaces, public spaces, and employee designated spaces. The overall parking supply included in this survey is provided in **Attachments A and B**.

Tables 1 and 2 display parking occupancy during the afternoon (11:00 AM to 1:00 PM) and evening (3:00 PM to 5:00 PM) counts at select locations on Wells Avenue. The off-street parking demand data indicates that the peak parking demand for the Wells Avenue Corridor is on the block between Burns Street and Claremont Street during the afternoon hours of approximately 11:00 AM and 1:00 PM. The data also indicates that there is little on-street parking demand on Thoma Street, east of Wells Avenue. Parking occupancy along the Wells Avenue Corridor is displayed on **Table 1 and Table 2**.

TABLE 1 WELLS AVENUE CORRIDOR SAMPLE SETS		
Block Between	Off-Street Parking Supply/Demand Ratio	
	Afternoon	Evening
Pueblo and Arroyo (West of Wells)	44%	63%
Burns and Claremont (West of Wells)	100%	45%
Taylor and Crampton (East of Wells)	41%	52%
Moran and Roberts (East of Wells)	45%	53%

TABLE 2 WELLS AVENUE CORRIDOR SAMPLE SETS		
Street	On-Street Parking Supply/Demand Ratio	
	Afternoon	Evening
Arroyo (West of Wells)	73%	50%
Claremont (East of Wells)	42%	72%
Cheney (West of Wells)	61%	54%
Thoma (East of Wells)	23%	5%

Parking Area Utilization

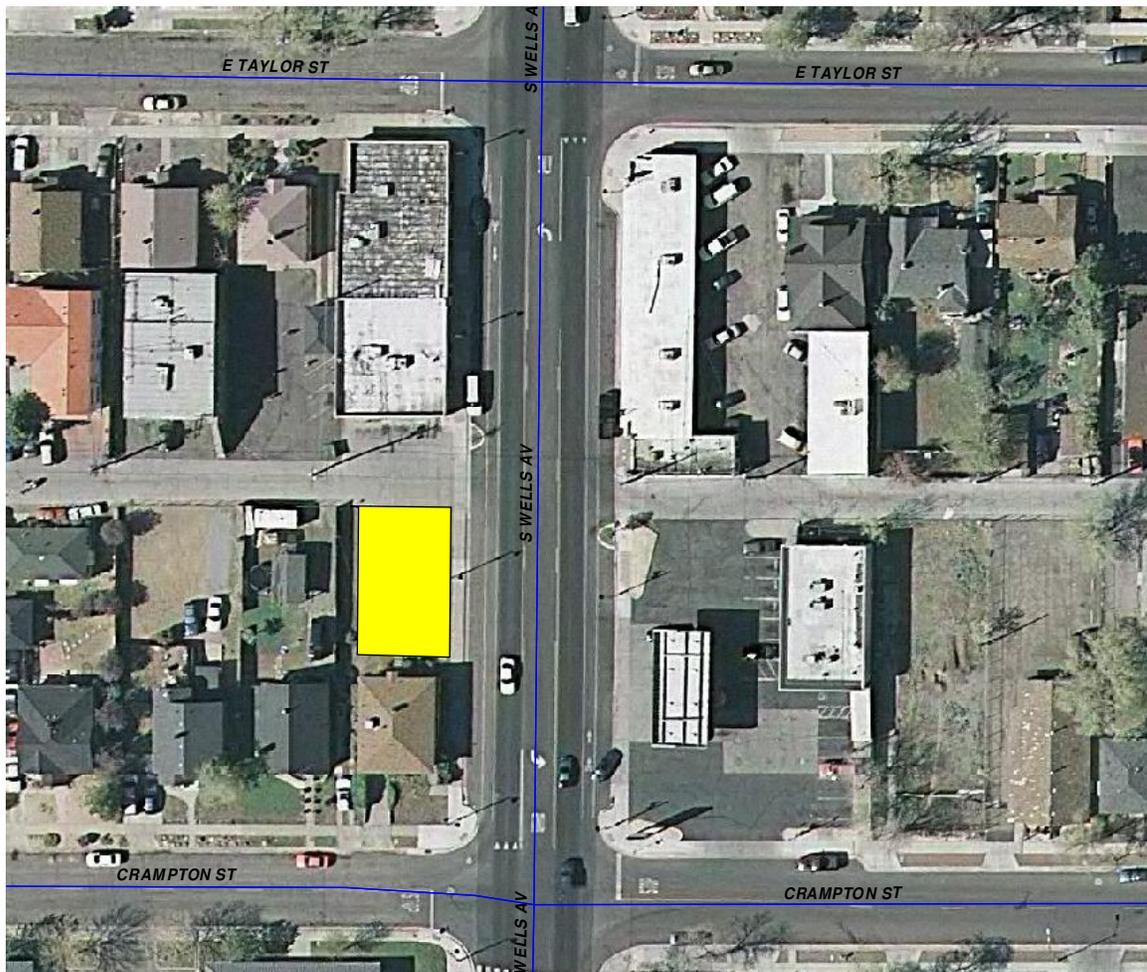
The surveyed parking supply includes 873 total off-street parking spaces and 578 total on-street parking spaces. As shown in **Table 1**, the highest observed parking demand for this sample set is at the block between Burns Street and Claremont Street, indicating that during the afternoon period, 100% (2 spaces) of the available parking spaces are occupied. As shown in **Table 2**, the highest observed parking demand in this sample set is the parking on E. Arroyo Street (west of Wells), indicating that during the afternoon period, 73% of the available parking spaces are occupied.

The Wells Avenue Corridor as a whole appears to have ample parking; however, there are desirable parking areas within the Corridor that showed high - moderate occupancy, as indicated in red, yellow and purple on **Attachments A and B**. As shown, the on-street and off-street parking on the Wells Avenue Corridor was mostly between 50 – 90% utilized during our survey periods. A > 90% utilization ratio was seen very seldom throughout this survey. Where we did see high demand, it was likely because the spaces were located within immediate proximity to high use commercial services along Wells Avenue. When parking is not regularly available in these desirable areas, it can lead to a perceived parking problem.

There are several parking areas within the Corridor that are less than 50% occupied during both the afternoon and evening periods. These parking spaces include private, metered, public, and employee spaces. The areas are likely undesirable because the walking environment between the parking spaces and the Commercial Core is poor, making the spaces seem farther away from the destination. Other potential reasons for these spaces being underutilized are that the parking spaces are farther away from the Commercial Core.

Based on the parking utilization analysis we have the following conclusions:

- The Wells Avenue Corridor as a whole has ample parking; however, the parking areas within close proximity to the Commercial Core tend to show a higher occupancy during peak periods.
- The overall parking analysis indicates that additional parking supply could be created utilizing vacant lots along the Corridor. The City of Reno could lease these lots and create parking spaces to accommodate additional parking. Typical parking spaces require approximately 300 square feet/space; there are potential vacant parcels, as shown below in yellow, between Crampton Street and E. Taylor Street that could qualify.



- There are parking areas within the Wells Avenue Corridor that are underutilized. These areas are generally farther away from the commercial uses on Wells Avenue. Parking utilization could likely be increased in these areas by improving the walking environment and/or providing directional signing to the parking areas.

Recommendations

Based on the parking analysis, we have the following conclusions and recommendations:

- The Wells Avenue Corridor as a whole has ample parking; however, the parking areas within close proximity to the Commercial Core tend to show a higher occupancy during peak periods. The parking utilization analysis indicates that additional parking supply is not necessary at this time.
- There are parking areas within the Corridor that are underutilized. These areas are generally farther away from the commercial uses on Wells Avenue. Parking utilization could likely be increased in these areas by improving the walking environment and/or providing directional signing to the parking areas.
- The major change since this survey is the addition of the Paul Mitchell Beauty School, located at 1600 Holcomb Avenue which has a current enrollment of 210 students.
- To accommodate the potential future parking demand, the City of Reno could lease vacant parcels along the Wells Avenue Corridor to create additional public parking spaces. Time limit zones throughout high demand areas within the Corridor could also be enforced to aide in specific parking “problem” areas, for example signs indicating “1-hour max parking.”
- An enhanced pedestrian environment and directional signing, made possible by the Wells Avenue Merchants & Property Owners Association could also make the less utilized spaces along the Wells Avenue Corridor more attractive.

Please feel free to contact us with any questions related to this information.

Sincerely,

University of Nevada, Reno Student APA Club

Christine Wooldridge
LUPP Graduate Student
President, Student APA Club