

# DRAFT
# BREVARD DOWNTOWN PARKING STUDY

BENCHMARK September 2026

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# Executive Summary

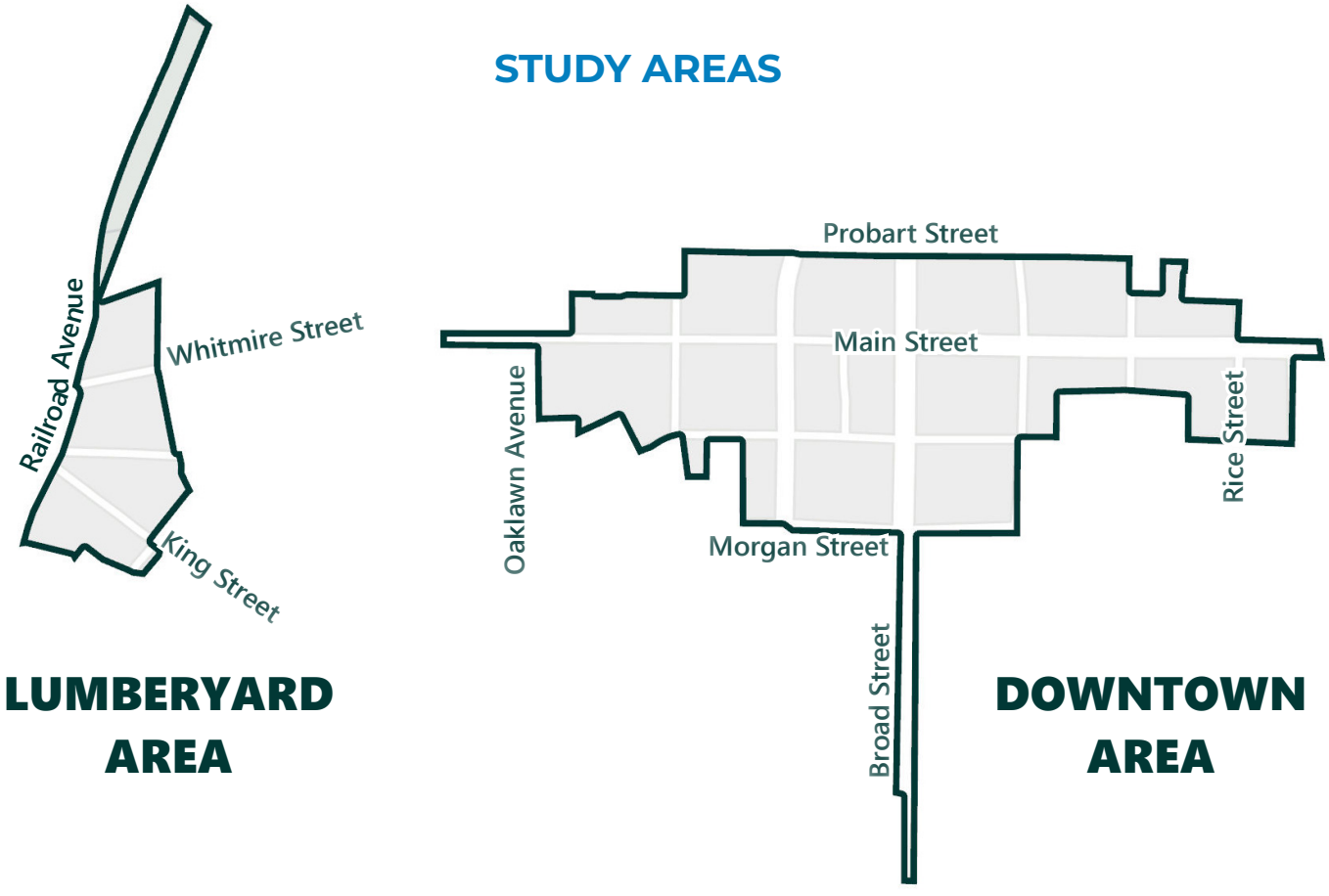
## PURPOSE AND APPROACH

The City of Brevard initiated this study following continued investment in downtown, completion of recent streetscape improvements, and renewed concern about whether the existing parking supply remains adequate. The study evaluates both the traditional downtown core and the emerging Lumberyard district. Its purpose is to document current parking conditions, identify the specific problems affecting how parking functions, evaluate how future development could change demand, and establish a practical framework for future decisions.

The analysis included an updated parking inventory, parking occupancy counts, a community survey, stakeholder listening sessions, a review of existing plans, an inventory of current land uses, and comparisons with City parking regulations and national parking benchmarks. Occupancy was observed on Friday and Saturday during October 2025 and July 2026. The fall counts coincided with Brevard College Homecoming, while the summer counts occurred during a period of substantial summer-camp turnover. These circumstances provide important context, although the counts cannot isolate their effect on parking activity.

The observations are snapshots of the number of vehicles present during particular periods. They establish where parking was occupied and where capacity remained available, but they do not measure how long individual vehicles remained parked, how frequently spaces turned over, or whether vehicles complied with existing time limits. Those questions will require additional data if the City considers changes involving time limits, enforcement, or paid parking.

## STUDY AREAS





## OBSERVED PARKING CONDITIONS

The July 2026 inventory identified 1,231 parking spaces downtown and 181 spaces in the Lumberyard. The downtown inventory includes 241 on-street spaces, 280 spaces classified as public off-street parking, and 710 spaces classified as private off-street parking. The Lumberyard includes 41 on-street spaces and 140 off-street spaces divided evenly between the public and private classifications.

These classifications do not always correspond with ownership or public availability. Some privately owned lots are available to the public through leases, agreements, or owner permission, while some publicly owned or institutionally associated spaces are restricted. Clear information about ownership, restrictions, operating periods, and public availability is therefore important to understanding how much of the physical inventory functions as dependable public parking.

The observations did not show a downtown-wide parking shortage. Downtown reached its highest overall occupancy during the Friday 1:00-3:00 p.m. observation in both seasons. In fall, 744 vehicles occupied 1,235 observed spaces, or 60%, leaving 491 spaces unoccupied. In summer, 766 vehicles occupied 1,231 spaces, or 62%, leaving 465 spaces unoccupied. The complete downtown inventory did not approach full occupancy during any observation.

Demand was not evenly distributed. On-street parking was more heavily occupied than the complete inventory during every observation, reaching approximately 83% occupancy in fall and 78% in summer. When overall downtown parking occupancy was highest, off-street spaces classified as publicly available were 73% occupied in

fall and 65% occupied in summer. Someone seeking a space near a particular destination may therefore encounter limited choices even while substantial capacity remains elsewhere.

The Lumberyard has a similarly uneven pattern. Across the broader area, occupancy peaked at approximately 40% in fall and 50% in summer. Within the 56-space active core, however, occupancy reached 82% in fall and 84% in summer. On-street occupancy reached approximately 85% in fall and exceeded identified legal capacity during one summer observation, when 42 vehicles were counted among 41 identified legal spaces.

The 63-space Depot lot was essentially vacant during most observations. Its only notable use occurred during the summer Saturday morning observations, when cyclists parked their vehicles there before setting out on rides rather than to visit Lumberyard destinations. The lot therefore provides substantial physical capacity, but the counts show that it was not functioning as an overflow area for the active core. Making the lot more useful to Lumberyard visitors will require clearer identification and a more direct, comfortable pedestrian connection.

Public input reflects these differences. Approximately 88% of survey respondents reported that they sometimes had to search for on-street parking or considered it difficult to find, while approximately 59% specifically characterized on-street parking as difficult to find. Difficulty finding off-street parking was reported less consistently. Participants also raised concerns about signs, walking distance, lighting, street crossings, changes in elevation, accessible parking, and uncertainty about which lots were open to the public.

These concerns are consistent with the observed concentration of demand. An unoccupied space may not function as a practical alternative if it is difficult to identify, perceived as restricted, poorly connected to a destination, or beyond the distance someone is willing or able to walk. The voluntary survey predominantly reflects the experiences of local residents who visit downtown regularly. It identifies the qualities that affect parking choices and experiences but does not independently establish whether the parking supply is adequate.

City parking regulations and national parking ratios provide useful context, but they do not measure current local demand. They do not fully account for shared parking, different operating hours, trips serving multiple destinations, special events, or restrictions on public use. Observed occupancy provides the more direct evidence of current conditions, while future needs will depend on the development that actually occurs.

## RECOMMENDED DIRECTION

Because the study did not identify a current area-wide shortage, the City should focus first on improving how the existing parking supply is identified, accessed, and managed. A consistent system of signs, maps, and public information should clearly distinguish general public parking from restricted facilities. The City should also work with private property owners to maintain and expand shared-parking arrangements and keep current records of the agreements affecting publicly available parking.

The City should compare its current parking management structure with the five alternatives presented in this study. The alternatives range from retaining free on-street parking with revised time limits to charging for premium spaces or a broader portion of the on-street supply. Evaluation should consider parking availability and turnover, options for longer visits and downtown employees, costs to drivers, operating expenses, and potential funding for parking operations and eligible improvements. The City may select one alternative, combine or modify elements of several, or retain the current management structure if it chooses not to pursue a change.

All five proposed alternatives retain free, unrestricted peripheral on-street parking, continue paid operation of the two currently paid City lots, and provide four hours of free parking followed by an hourly charge in the two currently

free City lots. These provisions preserve options for longer visits and all-day parking while allowing different approaches to managing demand in the busiest locations.

If the City chooses to revise its parking system, it will need to establish the rates, hours, payment technology, enforcement procedures, and administrative responsibilities. Initial implementation should be treated as a pilot, include a payment option that does not require a smartphone, and use parking revenue first to support the operation and maintenance of public parking. Pilot results should guide whether the City retains the changes, adjusts them, or returns to the previous system.

Making better use of the existing supply will also require stronger connections between parking areas and downtown destinations. Priorities include improved sidewalks, lighting, crossings, signal timing, additional conveniently located reserved accessible spaces, and better pedestrian access between the Depot lot and the Lumberyard core. Limited shuttle or golf-cart service may also be appropriate during major events, particularly for older adults and others affected by walking distance or topography.

Parking conditions should continue to be monitored as downtown changes. Additional counts should follow major development, relocation of court operations, changes to parking regulations, or changes affecting important public parking areas. Relocation of court operations is expected to reduce a source of weekday demand, while redevelopment in the Lumberyard could increase activity near particular uses or events. Future development proposals should therefore be evaluated individually based on their uses, operating schedules, numbers of employees and visitors, existing parking resources, and opportunities for shared use.

The study identifies potential locations that could be evaluated for structured parking if a future need is demonstrated. These concepts are not recommendations to construct a parking deck. Any such investment would require a detailed feasibility study and clear evidence that recurring demand cannot reasonably be addressed through improved use and management of the existing parking supply.

For the foreseeable future, the City's most effective course is to make the existing system easier to understand and use, manage its most convenient spaces more deliberately, improve connections between parking and destinations, and base major investments on documented conditions.



# Study Context

In 2025, Brevard implemented recommendations from its recently adopted Downtown Streetscape and Master Plan, including developing areas for outdoor dining and expanding pedestrian facilities along Main and Broad Streets. As part of these improvements, some of the on-street parking downtown was lost. While a variation of this improvement had been discussed for a decade, citizens and business owners expressed concern over the loss of parking.

In the summer of 2025, the Planning Department was tasked by City Council to update its previous Downtown Parking Needs Assessment and conduct this 2026 Downtown Parking Study. This report details the results and conclusions of that study. The goals of this study are to:

- Determine the City's current parking supply and demand
- Estimate potential future demand
- Identify current and potential future parking issues
- Provide recommendations to address any issues or shortcomings

This is a follow-up to past studies, previously completed in 2007 and 2013. The 2013 study found that the downtown parking system was operating efficiently with enough parking supply to satisfy demand. However, it also identified minor issues and actionable steps to give the City a "toolbox" of solution options to prevent parking from becoming truly problematic in the future. These largely centered around parking education, parking lot organization, improved signage, and planning for potential future parking demands.

## WHAT'S CHANGED?

As noted above, a major change that has occurred since the last parking needs assessment is improved streetscapes downtown. Most notably, the City added outdoor dining, pedestrian bump outs, and similar improvements that facilitate an improved, larger pedestrian realm. These changes did result in the loss of parking spaces along major roadways. The City has also worked to improve parking education, increase signage, and delineate on-street parking in the Lumberyard area. At the same time, the Heart of Brevard organization has prioritized streetscape improvements, sidewalk enhancements, and facade upgrades, while also piloting an employee parking program.



*Image of on-street dining added along Main Street*

Since 2020 alone, the downtown area has experienced approximately $50 million in new investments, leading to a revitalized, more active Main Street. The City has become an "ecotourism" destination, with growing arts and culture industries. This has led to more traffic and increased parking pressures downtown. Visitor spending in Transylvania County exceeded $187 million in 2024. A separate 2022 analysis estimated that spending by short-term-rental guests in 2020 generated more than $75 million in total economic impact.

During preparation of this study, House Bill 162 was enacted as Session Law 2026-39. Beginning January 1, 2027, the law will prohibit the City from requiring an off-street parking lot to provide a minimum number of spaces per development or structure, regardless of its use or occupancy.

The Downtown Mixed Use (DMX) district already does not require a minimum number of off-street parking spaces, so this provision will not change the parking regulations applicable to most of downtown. The Neighborhood Mixed Use (NMX) district, which covers most of the Lumberyard, currently establishes both minimum and maximum parking ratios. The minimum requirements will need to be removed, while the maximum ratios are not affected by this provision.

*House Bill 162 became Session Law 2026-39 in July 2026. Beginning January 1, 2027, the City will no longer be able to require a minimum number of off-street parking spaces. Downtown's DMX district already has no minimum requirement, while the minimum ratios applicable to the Lumberyard's NMX district will need to be removed.*

Eliminating minimum parking requirements will not itself determine how much parking future developments provide. That amount will depend on the proposed use, the characteristics of the site, anticipated employees and visitors, access to public or shared parking, and the business and financing decisions associated with the project. The legislation changes the regulatory framework for future development but does not alter the observed parking conditions or findings of this study.

## PARKING AVAILABILITY AND CONVENIENCE

The phrase "parking problem" can describe several different conditions. It may refer to a shortage across the complete parking supply, difficulty finding a space near a particular destination, uncertainty about which lots are open to the public, or concern about the safety or convenience of walking from an available space. These conditions are not interchangeable and may require different responses.

The public survey and listening sessions identified concerns about finding on-street parking, recognizing public parking lots, walking distance, pedestrian safety, and access to particular destinations. The occupancy observations help place those concerns in context. They show that demand was concentrated among on-street spaces and free public off-street parking lots while capacity remained available elsewhere in the study area.

Several local conditions help explain this pattern. Downtown businesses, restaurants, civic uses, and attractions are concentrated within a relatively small area, focusing demand near particular destinations. Free on-street spaces in prime locations are highly visible and convenient and are often preferred over spaces in off-street lots. Some public lots are less visible from downtown's main streets, are not clearly recognizable as public parking, or require drivers to know where they are before arriving downtown.

The convenience of an available space also varies among individuals. Brevard's older population makes accessible parking, walking distance, changes in elevation, sidewalk conditions, and safe street crossings especially important. Traffic operations can also affect the parking experience. During peak periods, cars traveling on Main Street have to navigate excessively lengthy signal timing (observed at approximately two minutes) at the Broad Street and Caswell Street intersections, adding noticeable delay for drivers circulating through downtown to find available street parking. Together, these conditions explain why finding a convenient space may be difficult even though observations did not show an area-wide shortage. They support targeted improvements to parking information, access, management, accessible parking, and pedestrian connections.

# Plans & Public Input

## EXISTING PLANS AND STUDIES

A number of plans and studies have already considered parking and related elements of downtown Brevard. Those with notable conclusions and recommendations are shared on the following pages. Beyond parking-specific plans, this includes plans and studies related to road improvements, design, and multi-use facilities in the study area.

### PARKING NEEDS ASSESSMENT (2013)

Brevard's 2013 parking assessment reached a conclusion that remains recognizable today: downtown's challenge is less the overall quantity of parking than how well its location, availability, and management match demand. As summarized below, the City has implemented several of the earlier recommendations, while others remain incomplete or warrant revision under current conditions. The updated recommendations build on that progress and coordinate parking management with the street, bicycle, and pedestrian improvements advanced through the City's other adopted plans and studies.

| SCOPE | ISSUE | ADOPTED SOLUTION | STATUS |
|---|---|---|---|
| **Short Term** | Downtown Employees Using On-Street Spaces | • Education (in coordination with HOB) to encourage businesses to police themselves | **Complete** |
| **Short Term** | Parking in Non-Designated Spots | • "No Parking" signs at specific problem areas<br>• Delineate additional spaces | **Complete** |
| **Short / Medium Term** | Disorganized Parking at Brevard Lumberyard Area | • Delineate on-street parking<br>• Amend traffic schedule to designate no on-street parking along Railroad Avenue | **Complete** |
| **Short / Medium Term** | Visitor Problems Finding Parking | • Create parking map for distribution<br>• Private lot leases<br>• Designate and sign County lots as public parking<br>• Improve wayfinding system | **Some Progress** |
| **Medium Term** | Location Issues: Center vs. Periphery | • Develop plan for parking garage<br>• Improve or add signage<br>• Private lot leases<br>• Create parking map for distribution<br>• Property acquisition<br>• Explore transit options | **Some Progress** |
| **Medium Term** | Loading Zones | • Develop off and on-street loading zones<br>• Eliminate use of center turn lanes as loading zones | **Some Progress** |
| **Medium / Long Term** | Courthouse Expansion | • Coordinate with County during possible parking garage exploration to meet courthouse demand | **No Longer Applicable** |
| **Medium / Long Term** | Reduce Demand | • Improvements to biking and walking infrastructure<br>• Explore transit options<br>• Carpooling / ride-sharing programs | **Some Progress** |
| **Long Term** | Loss of Off-Street Lots to Development | • Develop plan for parking garage<br>• Property acquisition<br>• Explore changes to current fee-in-lieu | **Ongoing Monitoring** |

## STATE TRANSPORTATION IMPROVEMENT PROGRAM (2026 - 2035)

The State's Transportation Improvement Program identifies projects planned and / or funded to be completed by NCDOT in the coming decade. While there are no projects directly in the study area, two projects are funded for construction just outside of the study area in the next few years.

- N Broad Street (north of downtown) will have a median and access control measures (2030 construction)
- Estatoe Trail (a multi-use path) will be constructed south of Brushy Creek in 2027

## COUNTY COMPREHENSIVE TRANSPORTATION PLAN (2021 AND 2026 DRAFT)

In the 2021 Transylvania County Comprehensive Transportation Plan (CTP), future traffic capacity and demand were predicted based on projects which were funded to be completed in the coming years. In that Plan, both Broad and Caldwell Streets were predicted to be near or over capacity by 2050. The most significant congestion problems were predicted to be directly in and just outside of downtown Brevard. This is important as traffic on these two roadways greatly influence the pedestrian and parking experiences in downtown.

As of April 2026, the State is updating the County's CTP and the current draft identifies numerous road, transit, bicycle, and pedestrian improvements in and around the study area. These are described here.

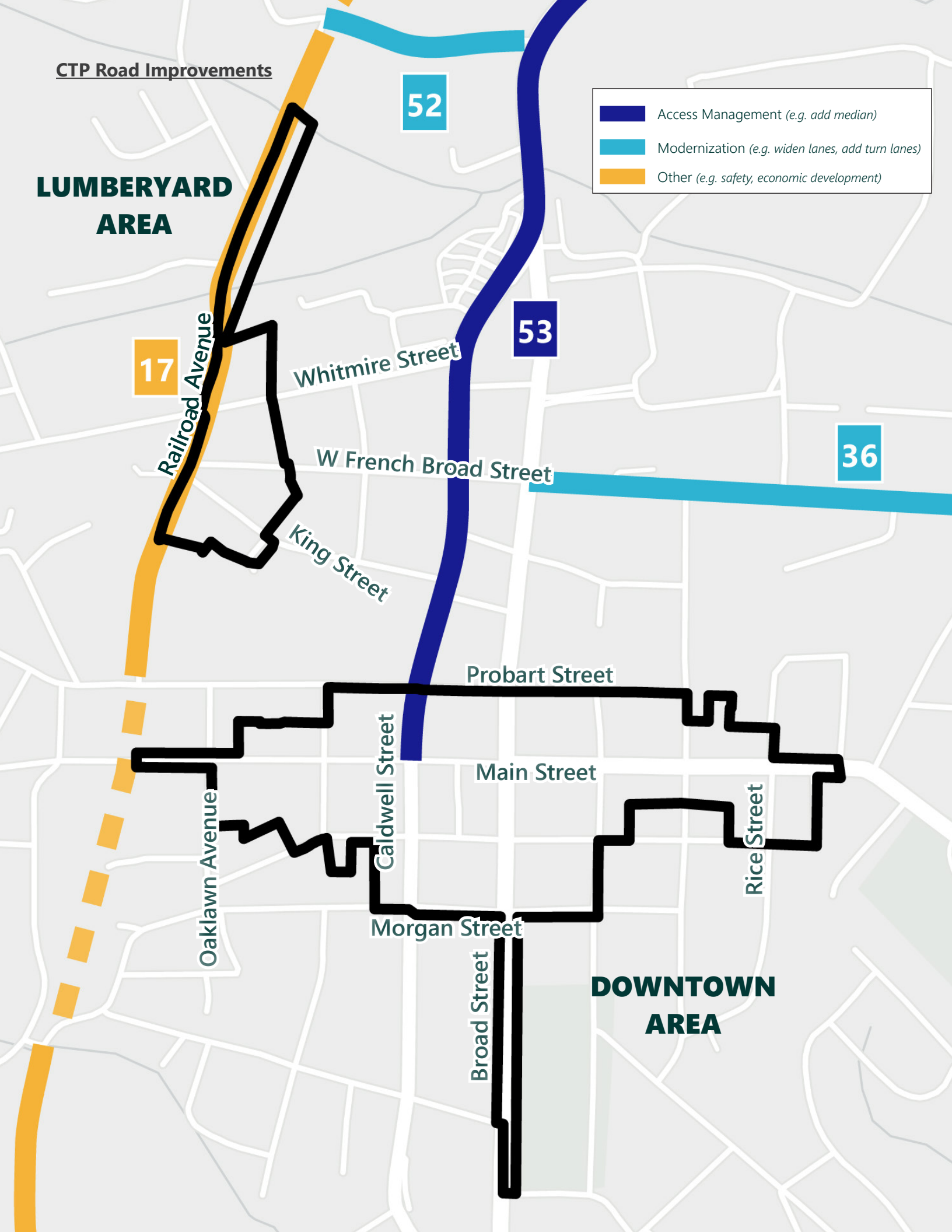
**Road Improvements:**

**17** **Railroad Avenue Extension, R-5743:**
*from US 64 / 276 to Chestnut Street (SR 1710) | 2.44 miles*
The CTP proposes a low-speed, two-lane, local traffic street complete with bike lanes and sidewalks that would connect the west side of Brevard together. The proposal would primarily follow existing roads and add some new road segments to make necessary connections.

**36** **French Broad Street (SR 1544):**
*from US 64 to Neely Road (SR 1546) | 0.57 miles*
Improve alignment, road widths, and shoulders to current standards, including 5-foot paved shoulders.

**52** **McLean Street (SR 1356):**
*from US 64 to Railroad Avenue | 0.17 miles*
Improve sight distance, alignment, lane widths, and shoulders to current design standards, including 5-foot paved shoulders. Address truck traffic access concerns.

**53** **US 64 BUS (Caldwell Street):**
*from US 64 to Main Street (SR 1349) | 0.45 miles*
Improve lane widths, and shoulders to current design standards, including 5-foot paved bike lanes.


CTP Road Improvements
Access Management (e.g. add median)
Modernization (e.g. widen lanes, add turn lanes)
Other (e.g. safety, economic development)
LUMBERYARD AREA
DOWNTOWN AREA
52
53
17
36
Railroad Avenue
Whitmire Street
W French Broad Street
King Street
Probart Street
Caldwell Street
Main Street
Oaklawn Avenue
Rice Street
Morgan Street
Broad Street

## Bicycle and Pedestrian Improvements:

The 2026 Draft CTP includes many bicycle, pedestrian, and trail recommendations in and around the study area. These will influence the streetscape as well as the overall pedestrian and parking experience.

**12** **Brevard College Greenway:**
*from Path at Neely Road (SR 1546) to Multi-Use Path at Railroad Avenue | 1.48 miles*
Multi-Use Path.

**59** **Railroad Avenue Extension, R-5743:**
*from US 64 / 276 to Chestnut Street | 1.62 miles*
A low-speed, two-lane street complete with bike lanes and sidewalks that connect the west side of Brevard. The proposal would primarily follow existing roads and add some new road segments to make necessary connections.

**61** **US 64 (N Broad Street), R-5800:**
*from Caldwell St. to existing median | 0.74 mi*
This project is underway as R-5800. It expects to convert existing center turn lane to median, consolidate driveways, add bicycle lanes and sidewalks, and replace the multi-use path. It will upgrade select intersections to roundabouts.

**62** **Brevard Middle School Loop:**
*from US 64 to US 64 | 0.68 miles*
Bike accommodations or paved shoulders.

**63** **Downtown Couplet:**
*from N Broad St. to Carolina Ave. and from Oaklawn Ave. to Johnson St. | 2.04 miles*
Bike facilities or paved shoulders.

**64** **Main Street in Brevard:**
*from Railroad Ave. to Elm Bend Rd. | 1.35 miles*
Bike facilities or paved shoulders.

**65** **Franklin Street:**
*from US 276 (Main) to Brevard College | 0.38 miles*
Other community interest.

**70** **French Broad Street (SR 1544):**
*from N Caldwell St. to Park Ave. | 0.63 miles*
Bike facilities or paved shoulders.

**84** **Silversteen Drive:**
*from end of sidewalks to Caldwell | 0.14 mi.*
Sidewalks.

**85** **Johnson Street:**
*from Maple Street to Jordan Street | 0.16 miles*
Sidewalks.

**86** **Varsity and Gaston Streets:**
*from US 64 (Broad) to Morgan St.| 0.36 miles*
Sidewalks.

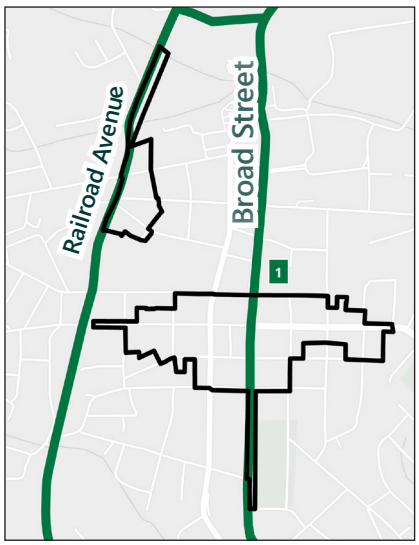
**87** **Miner Street:**
*from US 64 (Broad) to Maple Street | 0.21 miles*
Sidewalks.

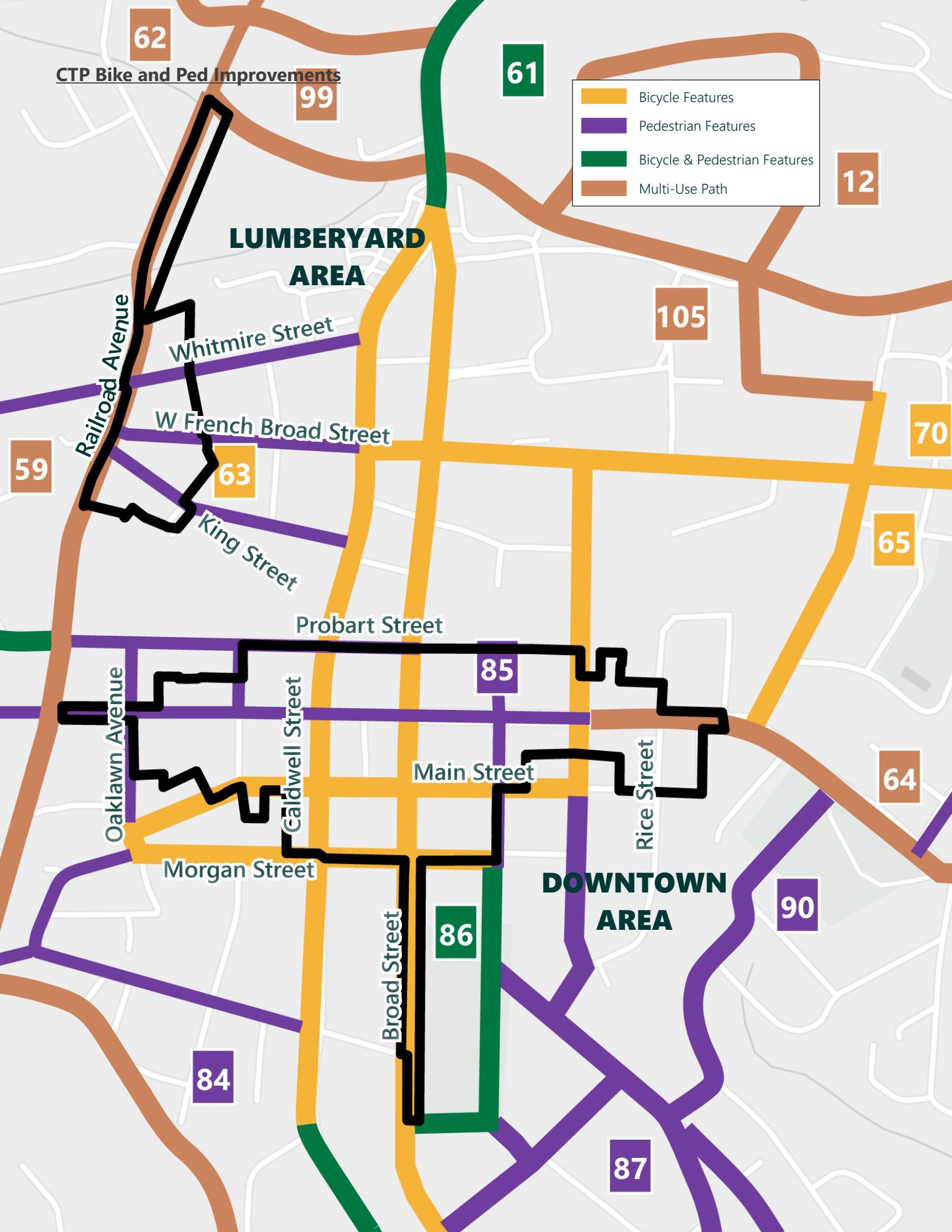
**90** **Grove Lane and Pine Street:**
*from Maple Street to US 276 (Main) | 0.38 miles*
Sidewalks.

**99** **McLean Street (SR 1356):**
*from US 64 to Railroad Avenue | 0.17 miles*
Improve sight distance, alignment, lane widths, and shoulders to current design standards.

## Transit Improvements:

The Draft CTP also includes a proposed rural fixed bus corridor (Transylvania In Motion) between Brevard and Rosman. The 20.25 mile loop would run along Broad Street in downtown and along Railroad Avenue in the Lumberyard area.




CTP Bike and Ped Improvements
Bicycle Features
Pedestrian Features
Bicycle & Pedestrian Features
Multi-Use Path
LUMBERYARD AREA
DOWNTOWN AREA
Railroad Avenue
Whitmire Street
W French Broad Street
King Street
Probart Street
Oaklawn Avenue
Caldwell Street
Main Street
Rice Street
Morgan Street
Broad Street
62
99
61
12
105
70
59
63
65
85
64
86
90
84
87

## BREVARD PEDESTRIAN AND BICYCLE PLAN (2023)

In 2023, the City of Brevard adopted its own pedestrian and bicycle plan, which re-affirmed some of the conclusions of the previous County CTP. The plan identified Broad Street as a high crash corridor, citing multiple pedestrian and bicycle injuries in downtown. The plan proposed sidewalk connections both north and south of downtown, with high visibility crosswalks at six intersections downtown. Shared lane markings are proposed on Probart, Main, Gaston, Johnson, and Duckworth Streets, and bike crossing signals are proposed at four major intersections downtown. Bike boulevards are also proposed on Jordan, Morgan, Johnson, and Rice Streets.

**Near-Term Priorities:**

The following are identified as near-term improvements in the City's pedestrian and bicycle plan:

- Sidewalk connections up N Caldwell Street
- Separated bike lanes on Broad and Caldwell Streets
- Shared use path along Railroad Avenue
- Crossing improvements on Broad Street
- Crossing improvements on Railroad Avenue

## DOWNTOWN MASTER PLAN AND STREETSCAPE DESIGN (2021)

The City's Downtown Master Plan and Streetscape Design, which was adopted in 2021, reinforced many of the recommendations mentioned above. The following key concepts from the plan tie directly into this study:

- Promote access to off-street parking areas
- Improve safety for pedestrians / bikes
- Create interesting and engaging pedestrian / bike corridors
- Promote walking / healthy lifestyle for residents and visitors
- Establish and enhance pedestrian / bike access on secondary streets
- Minimize congestion on Main and Broad Streets
- Promote connectivity to / from downtown neighborhoods and outdoor recreation

## SUMMARY OF CURRENT AND PAST PLANS

Brevard's previous planning efforts consistently treat downtown parking as part of a broader access and circulation system rather than simply a question of supply. The 2013 Parking Needs Assessment found that the overall system contained enough parking to meet demand but identified localized pressures, uneven use of available spaces, inadequate wayfinding, loading conflicts, and the long-term vulnerability of private off-street lots. Its recommendations emphasized better management of existing parking, improved information and enforcement, stronger walking and bicycling connections, and preservation of options for meeting future needs.

Subsequent plans have reinforced and expanded that approach. The Downtown Master Plan and Streetscape Design promotes better access to off-street parking, safer and more attractive pedestrian and bicycle connections, greater use of secondary streets, and reduced congestion on Main and Broad Streets. The City's Pedestrian and Bicycle Plan and the County's comprehensive transportation plans identify complementary sidewalks, crossings, bicycle facilities, multi-use paths, roadway improvements, and transit connections. Together, these plans support a coordinated strategy: make existing parking easier to find and use, improve connections between parking and destinations, expand alternatives to driving, and respond to future growth without allowing parking to dominate downtown.

# PUBLIC INPUT

Public input was used to better understand how people experience parking in downtown Brevard and what changes they believe should be considered. The City conducted an online community survey during fall 2025 and promoted it through the City's website, social media, and postings downtown. A total of 817 people participated. The consultant also conducted listening sessions with almost 30 stakeholders and subject matter experts in February 2026 to discuss parking conditions, concerns, and potential improvements.

## COMMUNITY SURVEY

The community survey provides useful information about the experiences and perceptions of people who regularly visit downtown. It was a voluntary, self-selected survey, however, and should not be interpreted as a statistically representative sample of everyone who visits downtown Brevard. The respondent group was overwhelmingly local, with approximately two-thirds living in Brevard or the immediate area around the City, while another 27% lived elsewhere in Transylvania County. Only a small share lived outside of the county, and fewer than 2% identified themselves as visitors from somewhere else. Altogether, 93% of respondents were Brevard-area or Transylvania County residents. Accordingly, the survey provides its clearest picture of how local residents and frequent visitors experience downtown parking. Tourists, occasional visitors, and others whose experiences may differ are represented to a lesser extent.

### *FREQUENCY OF DOWNTOWN VISITS*

Most respondents reported visiting downtown regularly. Approximately 65% came downtown daily or several times per week, and nearly 89% came downtown several times per month or more. Only about one in ten respondents reported visiting once a month or less. This frequency indicates that most participants were familiar with downtown and its parking system. Their responses reflect repeated experiences rather than impressions formed during a single visit. At the same time, frequent use should not itself be interpreted as evidence of parking demand or insufficient parking supply. Those conditions are evaluated through the parking inventory and observed occupancy counts.

### *PURPOSES FOR GOING DOWNTOWN*

Shopping, dining, and entertainment was the most frequently reported reason for going downtown, selected by approximately 81% of respondents. Errands and personal business were also important, reported by approximately 59%. Smaller shares identified working downtown, living downtown, tourism, or another activity as one of their usual purposes. Because respondents could identify more than one purpose, these percentages do not represent the distribution of all downtown trips. They instead demonstrate that the predominantly local respondent group uses downtown for a combination of discretionary activities and routine needs. Downtown functions not only as a shopping and entertainment destination, but also as a place where local residents conduct errands, work, and carry out other regular activities.

### *TIMING OF DOWNTOWN VISITS*

Survey respondents reported visiting downtown throughout the day, with activity extending from morning into the evening. Although afternoon was the most commonly identified single period, most respondents reported using downtown during multiple periods or throughout the day. Approximately 37% of the responses included in the analysis indicated all-day use. Another 32% identified a consecutive block covering two or three periods, while approximately 31% identified one specific period. More than two-thirds therefore reported visiting downtown during multiple periods or throughout the day.

Afternoon was the most commonly identified single period. It was also included in most of the reported consecutive time blocks. Among respondents reporting something less than all-day use, approximately 68% selected a pattern that included the afternoon. Afternoon through evening was the most common consecutive block, although morning-through-afternoon and lunch-through-evening patterns were also reported.

These time patterns should be interpreted carefully. A respondent selecting several consecutive periods may make separate trips during those periods rather than remain downtown continuously. Similarly, an all-day response describes the periods during which the respondent typically uses downtown; it does not necessarily indicate that the person parks in one location for the entire day. Rather than identifying one peak period, the responses provide a picture of the broad span of the day during which participants visit downtown. The parking inventory and occupancy analysis add the corresponding place-based perspective, showing how use of the parking system varied by time and location during the study periods.

### *PARKING DURATION*

Approximately 46% of survey respondents reported typically parking for one to two hours, and another 30% reported two to four hours. Stays of less than one hour accounted for 13% of responses, while 11% reported parking for more than four hours. A two-hour limit would accommodate roughly 59% of reported parking durations, compared with 89% under a four-hour limit. The 30% reporting two to four hours are the group most directly affected by that choice. Longer parking time limits therefore serve a substantial group beyond those who spend most of the day downtown.

The smaller share of respondents reporting stays longer than four hours does not necessarily indicate a small effect on parking availability. A six-hour stay, for example, consumes the same amount of parking time as three two-hour stays. Long-stay vehicles can occupy convenient spaces through several periods of arriving and departing visitors, especially if their parking overlaps the busiest hours. Their concentration in particular streets or lots can therefore matter more than their share of survey responses alone suggests.

### *UTILIZATION OF ON-STREET AND OFF-STREET PARKING*

On-street spaces and public parking lots were used at nearly the same overall rate. Approximately 62% of respondents reported parking on the street, while 60% reported parking in a public lot. These totals overlap because nearly one-third of respondents reported using both. Accounting for that overlap, 32% reported using on-street parking but not public lots, 29% reported using public lots but not on-street parking, and 31% reported using both. The remaining 8% selected private parking without selecting either public option.

The results do not indicate a clear overall preference for on-street spaces or public lots. About 61% used one public-parking option but not the other, divided almost evenly between streets and lots, while nearly one-third used both. This suggests that on-street spaces and public lots serve overlapping groups and function as complementary parts of the downtown parking system. Private parking was not used by an entirely separate group either; most respondents who selected a private lot also reported using at least one public-parking option.

### *EASE OF FINDING AVAILABLE PARKING*

Respondents perceived a meaningful difference between finding on-street and off-street parking. Approximately 88% said they either sometimes had to search for on-street parking or considered it hard to find. About 59% specifically characterized on-street parking as hard to find. Reported difficulty with off-street parking was less pronounced. Approximately 74% either sometimes had to search or found off-street parking hard to find, but the nature of that difficulty differed. Respondents were more likely to say that they sometimes had to search for off-street parking

than to characterize it as consistently hard to find. Only about one-quarter described off-street parking as hard to find. Respondents were also more likely to report never having a problem finding off-street parking than on-street parking. Taken together, the results show that the predominantly local respondent group perceives greater and more persistent difficulty finding an on-street space, while finding an off-street space is more commonly experienced as an occasional search.

These findings describe respondent experiences and perceptions. They do not independently demonstrate that the downtown parking system lacks sufficient capacity. Difficulty may also be influenced by the location of available spaces, proximity to a destination, familiarity with public lots, signs, walking conditions, or a preference for on-street parking. The occupancy analysis provides the appropriate measure of how much parking was actually in use during the study periods.

### *PUBLIC PARKING SIGNAGE*

Respondents were almost evenly divided concerning whether signs adequately identify public parking and its regulations. Approximately 52% considered the signs adequate, while approximately 48% did not. The result does not establish a clear consensus that the existing sign system is either adequate or inadequate. A narrow majority expressed satisfaction, but the share reporting difficulty was substantial. Considered with field observations and stakeholder comments, this division supports evaluating whether the location of public parking, payment requirements, time limits, and other regulations can be communicated more clearly and consistently.

### *OPEN-ENDED SURVEY RESPONSES*

The survey invited respondents to recommend improvements and provide additional comments. These responses were reviewed for recurring themes. The most frequently recurring suggestions concerned constructing a parking deck, retaining free or lower-cost parking, restoring spaces removed through previous streetscape improvements, and increasing the overall parking supply. Respondents also raised the need for clearer signs and parking information, additional ADA accessible parking, greater use of private lots through shared-parking arrangements, and parking options designed for downtown employees or local residents.

Other comments emphasized walking and bicycling improvements, better connections between public lots and destinations, longer parking periods, shuttle or circulator service, and easier-to-use payment systems. Some respondents stated that parking generally works well and that substantial new construction is unnecessary. The comments also reveal conflicting preferences. Some respondents favored free parking, while others supported charging for prime spaces to improve turnover. Some requested longer time limits, while others called for stronger enforcement or additional short-term spaces. These differences reinforce the need to evaluate individual strategies against observed parking conditions rather than treating any single comment theme as a community consensus.

## LISTENING SESSIONS

The listening sessions provided a separate source of qualitative stakeholder input. Participants discussed acceptable walking distances, personal safety after dark, the relationship between parking locations and individual destinations, and changing patterns of downtown activity.

Operational concerns included inconsistent signs, difficulty identifying available public parking, parking payment technology, and responsibility for managing different parts of the system. Enforcement discussions addressed unpaid citations, use of loading zones, staffing limitations, and constraints on the City's enforcement authority.

Participants also discussed infrastructure and policy options, including improved signs and lighting, potential parking-deck locations, paid on-street parking, employee or business parking passes, and approaches that would allow an initial period of free parking. Alternative transportation ideas included stronger connections to the Ecusta Trail, a downtown circulator, shuttle service, and other means of reducing dependence on the most centrally located spaces.

The range of topics reflected concern not only with the overall parking supply, but also with how existing spaces are identified, accessed, allocated, and managed. Participants did not necessarily agree on a preferred solution; the sessions identified concerns and potential strategies for further evaluation rather than establishing consensus recommendations.

## OVERALL PUBLIC-INPUT FINDINGS

The public-input process primarily reflects the perspective of local residents who visit downtown frequently. Respondents reported visiting downtown for both routine and discretionary purposes and across a broad span of the day. They also reported a range of parking durations and substantial use of both on-street spaces and public parking lots. The clearest difference in reported parking experience concerned on-street parking. Respondents were substantially more likely to characterize on-street spaces as hard to find, while difficulty with off-street parking was more often described as an occasional need to search.

The survey and listening sessions establish how participants perceive and interact with the parking system, but they do not by themselves determine whether downtown has an overall parking shortage, whether particular time limits should be changed, or whether additional parking facilities are warranted. Those decisions require consideration of the location, occupancy, turnover, accessibility, management, and cost of the existing parking supply. The parking inventory and occupancy analysis that follow provide the measured conditions needed to evaluate those perceptions and determine where operational changes, better information, targeted improvements, or additional capacity may be appropriate.

# Parking Inventory

The current parking inventory, based on the July 2026 field count, identifies 1,231 parking spaces within the downtown study area and 181 spaces within the Lumberyard study area. This inventory supersedes the earlier fall 2025 inventory for purposes of describing the current parking supply. The fall inventory identified 1,235 downtown spaces and remains the basis for the fall occupancy analysis; the small difference reflects changes in identified capacity between the two count periods due to restriping following NCDOT repaving in the fall of 2025. Within the current downtown inventory, 241 spaces, or roughly 20 percent, are located on-street; 280 spaces, or roughly 23 percent, are classified as public off-street; and 710 spaces, or just under 58 percent, are classified as private off-street.

The Lumberyard inventory includes 41 on-street spaces, representing roughly 23% of the total. The remaining 140 spaces are divided evenly between the public off-street and private off-street classifications, with 70 spaces, or just under 39%, in each category.

The public off-street and private off-street classifications describe how parking locations were categorized in the inventory; they do not independently establish ownership or public availability. Public off-street does not include every off-street space available to the general public, and private off-street does not mean that every space within that category is restricted from public use. Some privately owned lots are available to the public through lease agreements or other arrangements, while some publicly owned or institutionally associated spaces are restricted to particular users or times. The following discussion identifies the principal exceptions. The occupancy analysis later in the report separately classifies spaces according to their availability during each observation period.

## PARKING INVENTORY

| INVENTORY CLASSIFICATION | NUMBER OF SPACES |
|---|---|
| **DOWNTOWN** | |
| On-Street Spaces | 241 |
| Public Off-Street Spaces | 280 |
| Private Off-Street Spaces | 710 |
| Designated Accessible Spaces[1] | 56 |
| **LUMBERYARD AREA** | |
| On-Street Spaces | 41 |
| Public Off-Street Spaces | 70 |
| Private Off-Street Spaces | 70 |
| Designated Accessible Spaces[1] | 10 |

***1. Designated Accessible (ADA) spaces are included in the total parking count as well. These are not in addition to the counts referenced by type above.***

## Parking Inventory by Type

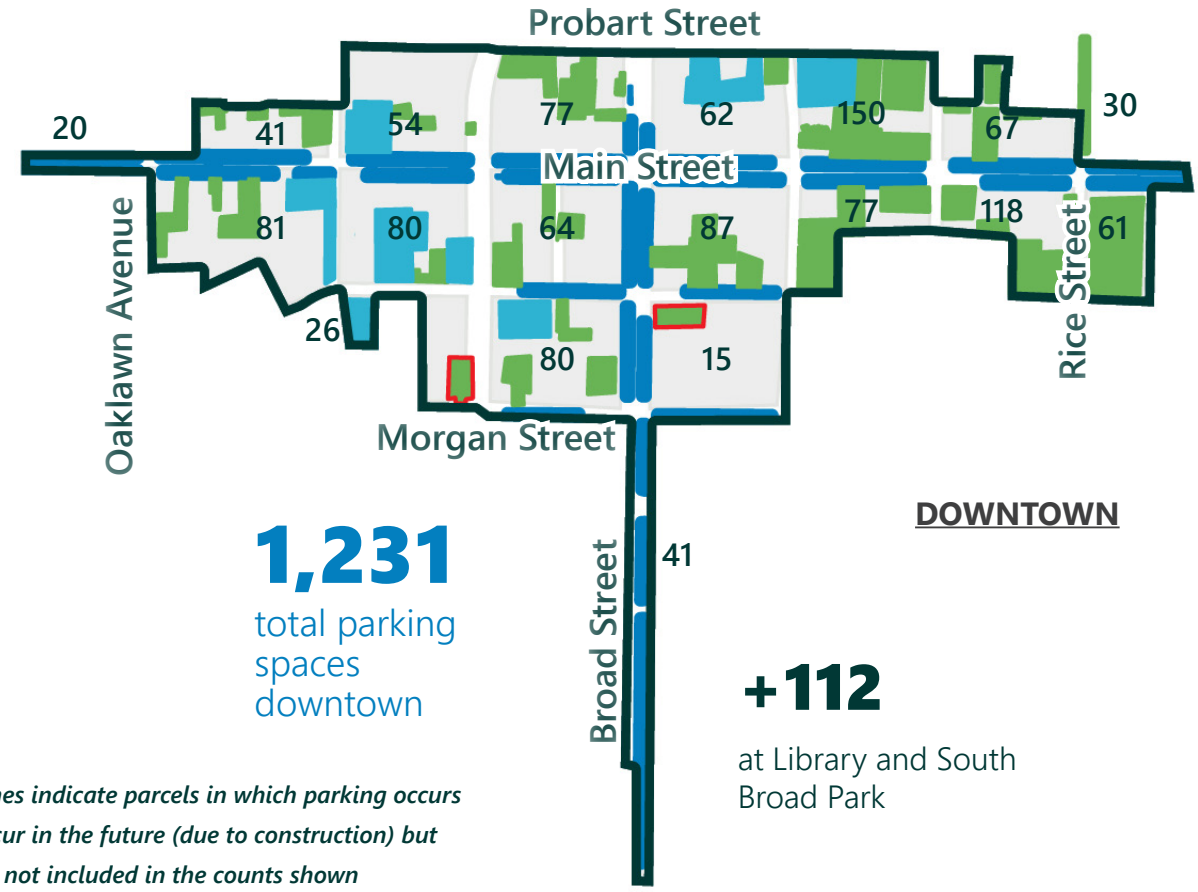
- On-Street Parking
- Public Off-Street Lots
- Private Off-Street Lots
- Not Included

Public off-street and private off-street are inventory classifications and do not independently indicate ownership or public availability. The principal exceptions are described on the following pages.




**181**
total parking spaces in lumberyard area

**+17**
along King (east of boundary)




## DOWNTOWN

**1,231**
total parking spaces downtown

**+112**
at Library and South Broad Park

***Red outlines indicate parcels in which parking occurs or will occur in the future (due to construction) but which are not included in the counts shown***



*The image above shows the configuration of on-street parking on the block of Main Street immediately east of Broad Street.*

*The image below shows on and off-street parking in areas west and south of the intersection of Main Street and Broad Street.*



## NOTES ON PARKING OWNERSHIP AND AVAILABILITY

The public off-street and private off-street classifications used in the inventory do not always correspond with ownership or public availability. Ownership identifies whether a parking facility is publicly or privately owned, while availability describes whether its spaces are open to the general public, restricted to particular users, or available only during certain periods. A privately owned lot may function as part of the public parking supply, while a publicly owned or institutionally associated lot may be restricted.

These distinctions are relevant because the practical parking supply can depend on lease agreements, posted restrictions, operating hours, special events, and decisions made by individual property owners. The following locations illustrate the principal exceptions within the inventory:

1. ***Jimmy Harris Railroad Depot Park Lot:*** Private lot that is leased for public parking at the Park. This lot could be restricted to private use with future development / reuse on adjacent properties.

2. ***Unmarked / Undesignated Private Spaces:*** Private spaces that are not marked to restrict public use but also not advertised for public parking.

3. ***Brevard City Hall Parking Lot:*** Public lot limited to City employee parking during office hours.

4. ***Parking Area Under Construction:*** A former bank is being redeveloped for pediatrician offices. Throughout this study, the lot was under construction so parking located here is not included in the inventory or occupancy metrics.

5. ***Transylvania County Courthouse Parking Lot:*** Courthouse parking lot is limited to courthouse parking during court hours.

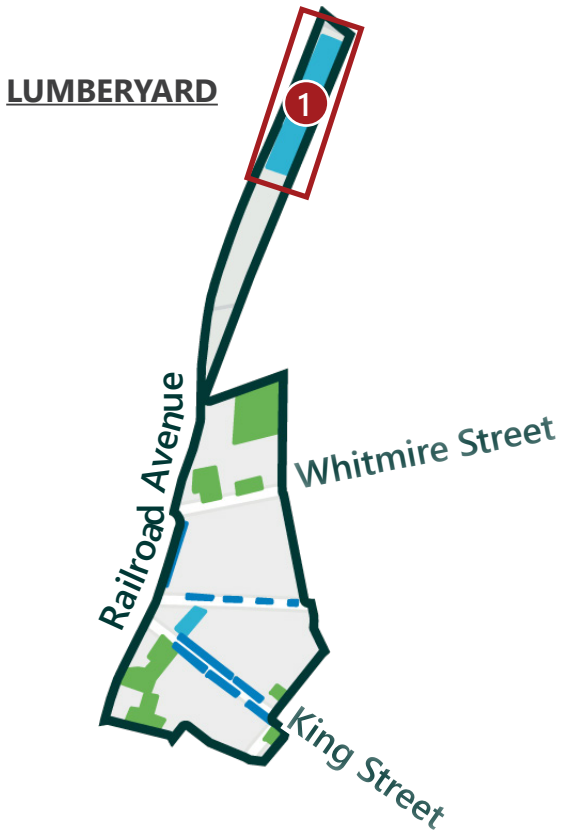
6. ***Tire & Service Center Parking Area:*** Cars park at the Tire & Service Center on the corner of Jordan and Broad Streets. However, due to the informal nature of this parking area, it was not included in the inventory or occupancy metrics for this study.

7. ***Private Lot on Jordan and Gaston Street Intersection:*** Private lot that is open for public use (limited to 2 hours).

8. ***Comporium Lot:*** Private lot with 25 spaces reserved for downtown employees through Heart of Brevard's permit parking program.

9. ***Brevard-Davidson River Presbyterian Church Side Lot:*** Private lot that does not restrict free public parking.

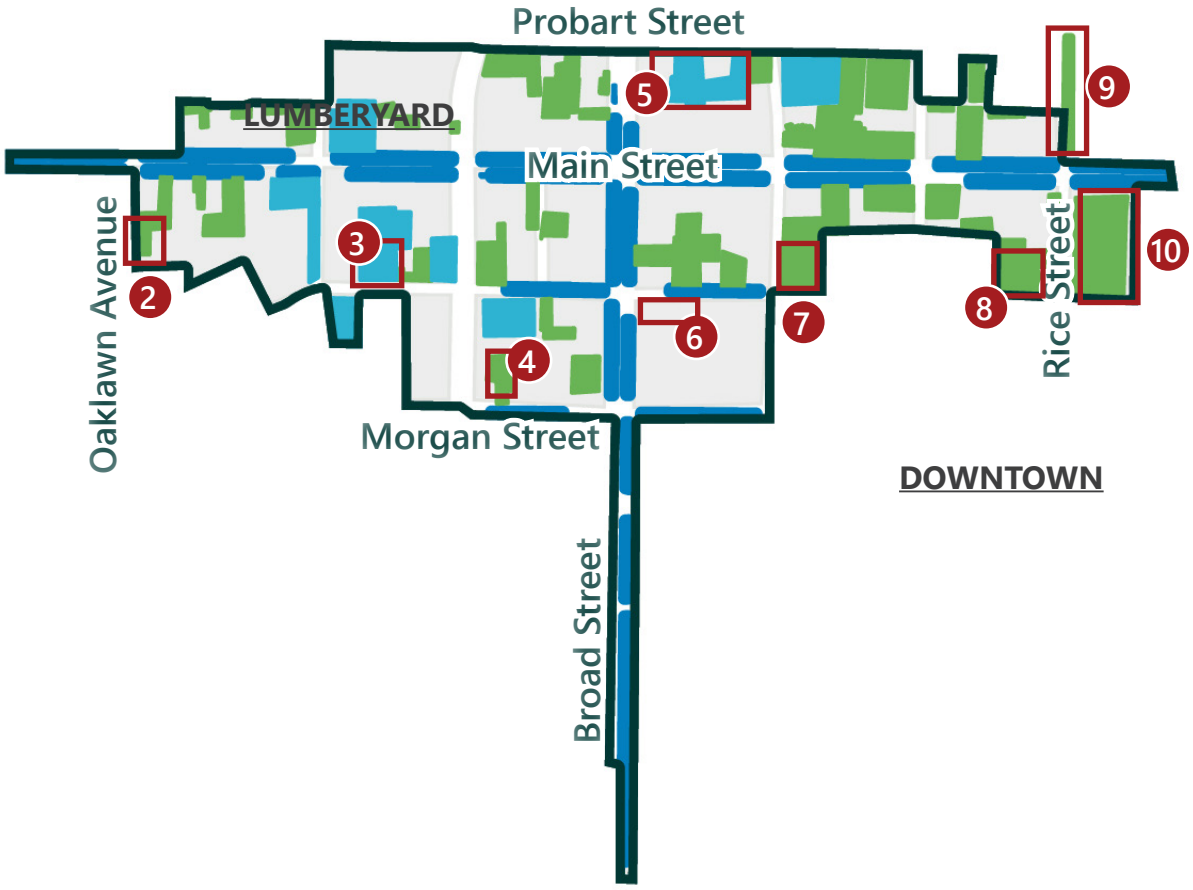
10. ***St. Philip's Episcopal Church Lot (also used for Transylvania Farmers Market):*** Private lot that is generally open to public parking, with availability affected by the Farmers Market on Saturday mornings.




## Parking Inventory by Type

- On-Street Parking
- Public Off-Street Lots
- Private Off-Street Lots
- Not Included

Public off-street and private off-street are inventory classifications and do not independently indicate ownership or public availability. The principal exceptions are described on the preceding page.



## GEOGRAPHIC DISTRIBUTION OF PARKING

In downtown, parking is available in some form on all blocks. However, there tends to be a larger number of spaces on the southern and eastern sides of downtown. More than half of all downtown parking is east of Broad Street and more than 60% of all parking is south of Main Street. Most downtown parking is within a three- to five-minute walk of the intersection of Main and Broad Streets. This intersection is also the highest point in the study area, so walking from parking south of Main Street involves an uphill approach. Although the inclines are modest, they can affect walking comfort and accessibility, particularly for older adults and people with limited mobility.

### QUADRANT 1 (West of England)

The inventory includes 142 spaces west of England Street, including public Post Office parking. Restricted Post Office and Fire Department spaces are excluded.

### QUADRANT 2 (North of Main, England-Caldwell)

On the northern side of Main, between England and Caldwell Streets is one public lot and on-street parking.

### QUADRANT 3 (South of Main, England-Caldwell)

There are 80 spaces on the southern side of Main Street between England and Caldwell.

### QUADRANT 4 (North of Main, Caldwell-Broad)

A combination of private lots and on-street spaces provide almost 80 spaces on the northwest corner of Main and Broad Streets' intersection.

### QUADRANT 5 (South of Main, Caldwell-Broad)

Just 64 parking spaces are provided on the southwest corner of Main and Broad. These are provided through private lots and on-street spaces.

### QUADRANT 6 (North of Main, Broad-Gaston)

Over 60 spaces are on the northeastern corner of Main and Broad, in the Courthouse lot and on-street.

### QUADRANT 7 (South of Main, Broad-Gaston)

Almost 90 spaces are on the southeastern corner of Main and Broad, in private lots and on-street spaces.

### QUADRANT 8 (East of Gaston)

This area contains just over 500 parking spaces east of Gaston Street, including on-street spaces and both public off-street and private off-street parking.

### QUADRANT 9 (South of Jordan)

Just over 160 spaces are provided south of Jordan Street, some in parking lots and some on street.

### QUADRANT 10 (Lumberyard)

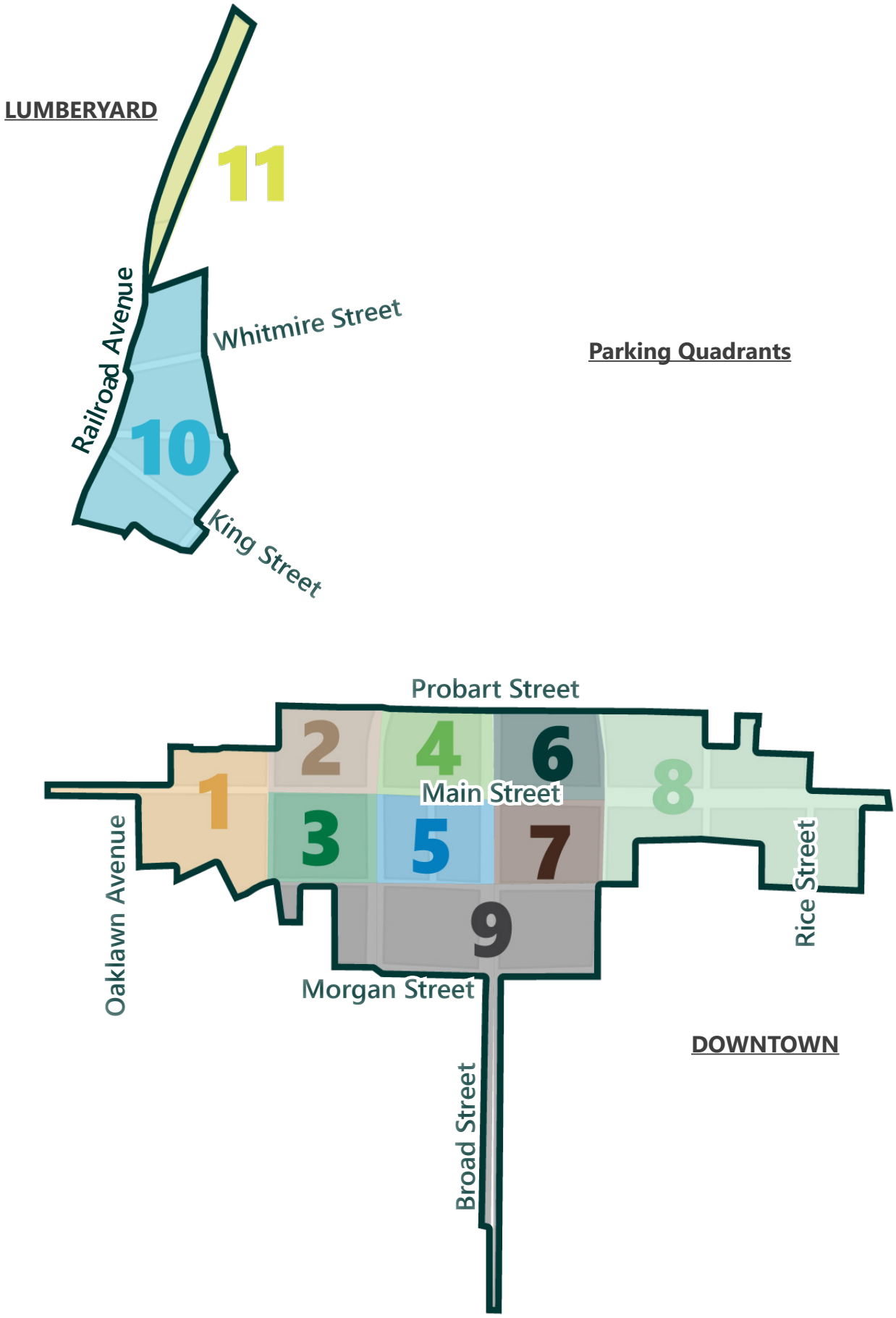
In the core Lumberyard area, parking is available on the street or in private parking lots.

### QUADRANT 11 (Railroad Depot Park)

The most northern part of the study area is a 63-space public parking lot at Railroad Depot Park.

### PARKING DISTRIBUTION

| QUADRANT | NUMBER OF SPACES |
|---|---|
| **DOWNTOWN** | |
| 1 | 142 |
| 2 | 54 |
| 3 | 80 |
| 4 | 77 |
| 5 | 64 |
| 6 | 62 |
| 7 | 87 |
| 8 | 503 |
| 9 | 162 |
| **LUMBERYARD AREA** | |
| 10 | 118 |
| 11 | 63 |


LUMBERYARD
11
Railroad Avenue
Whitmire Street
10
King Street
Parking Quadrants
Probart Street
2
4
6
1
Main Street
8
3
5
7
Oaklawn Avenue
Rice Street
9
Morgan Street
DOWNTOWN
Broad Street

## BICYCLE PARKING

Seven public bicycle parking areas serve downtown Brevard, with one additional location in the Lumberyard. During the October 2025 observations, dozens of people were seen bicycling through the study area, and some used the public racks. Public rack use was limited during the July 2026 counts, although bicycling activity was observed frequently and bicycles were parked both in racks and at informal locations, as illustrated in the photographs below.

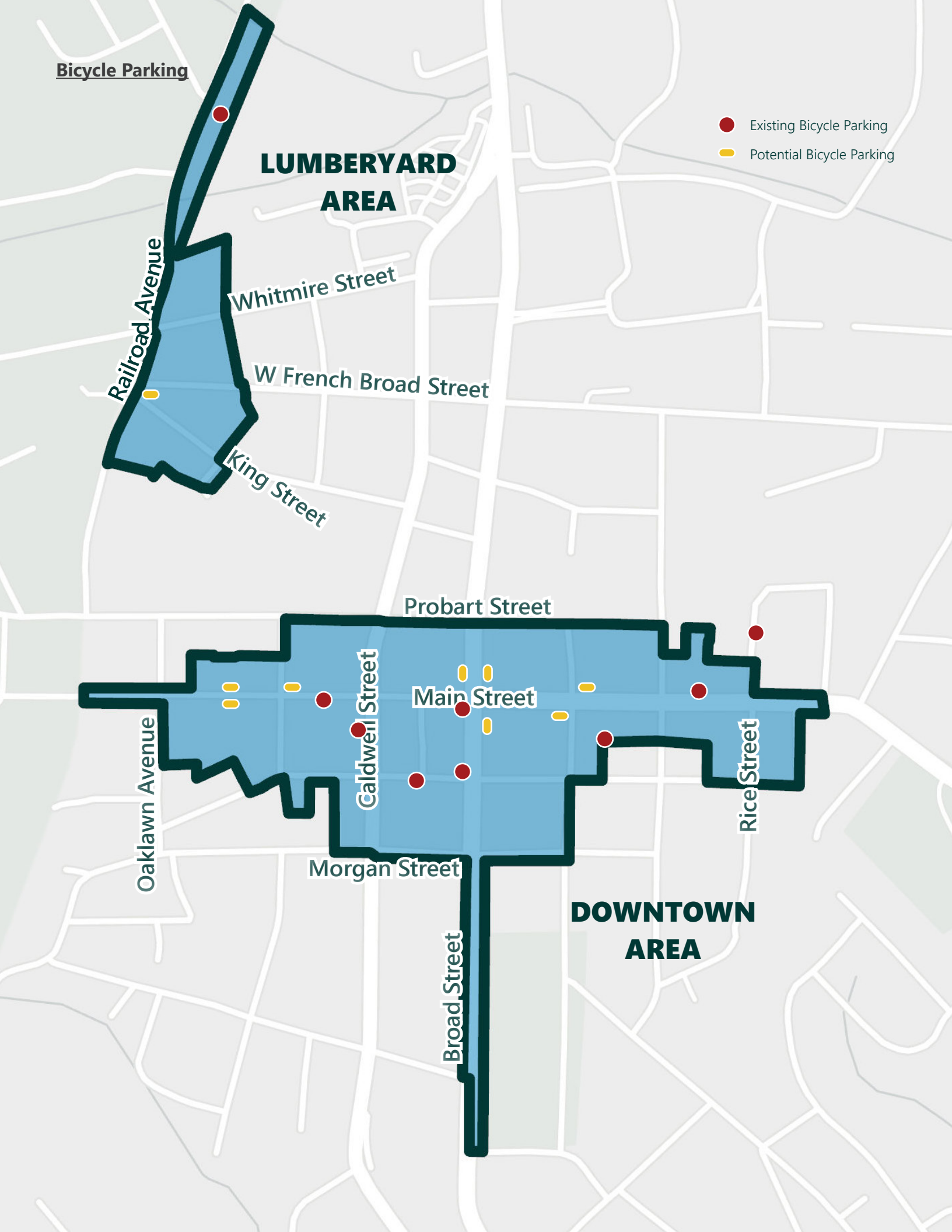
Completion of the Ecusta Trail will bring more bicyclists to Brevard and create additional opportunities for downtown businesses, while also potentially adding stress to limited formal bicycle parking infrastructure. Convenient bicycle parking will help riders include shopping, dining, and other downtown stops in their trips. Public racks should be visible, easy to find, and close to destinations, with locations included in parking maps and visitor information. The additional locations proposed on the following page would distribute bicycle parking more broadly across the study area and improve access to key destinations.

Security will also influence whether riders stop and how long they stay. Listening-session participants noted that some owners of expensive bicycles may be reluctant to leave them unattended at public racks. Downtown businesses could respond to this demand by offering indoor storage or attended bicycle valet services, particularly when heavy bicycle traffic is anticipated. The Brevard Bike Alliance already provides secure bicycle storage during some downtown events, offering a local model that a private operator could adapt for more regular service. These options would complement the public racks by serving riders seeking a greater level of security.

After the trail is completed, follow-up observations should identify where bicyclists stop, how existing racks are used, and where additional parking or secure storage would be useful. Those findings should guide improvements as bicycle activity grows. The UDO already requires secure bicycle storage for specified developments. As trail connections expand and automobile-parking requirements change, the City should review these provisions to ensure they support convenient, secure bicycle parking where it is most needed.




*Left to Right: Bicycles parked in front of City Hall, Bicycle locked up behind Alley at Cup and Saucer, Bicycles Parked at Starfangled*


Bicycle Parking
Existing Bicycle Parking
Potential Bicycle Parking
LUMBERYARD AREA
Railroad Avenue
Whitmire Street
W French Broad Street
King Street
Probart Street
Caldwell Street
Main Street
Oaklawn Avenue
Rice Street
Morgan Street
Broad Street
DOWNTOWN AREA

# Parking Occupancy

## INTRODUCTION

The parking inventory identifies how many spaces exist, where they are located, and whether they are available to the general public or reserved for particular properties and purposes. Occupancy counts provide a different perspective by showing how much of that parking was in use during specific observations.

This distinction is important because overall parking supply does not necessarily reflect the experience of someone trying to park near a particular destination. Spaces may remain available across the study area while prime on-street parking and conveniently located off-street lots experience much greater demand. Examining conditions by time, location, and parking type provides a clearer picture of where parking was constrained and where capacity remained available.

The following analysis summarizes the fall 2025 and summer 2026 observations for downtown and the Lumberyard. It considers peak occupancy, remaining capacity, differences between on-street and off-street parking, and the geographic concentration of demand. These findings provide a basis for evaluating whether observed parking conditions point to a shortage of spaces, an uneven distribution of demand, or operational issues affecting how existing parking is found and accessed.

## METHODOLOGY

Parking occupancy was observed on Friday and Saturday during two seasonal count periods: October 10–11, 2025, and July 24–25, 2026. The fall counts coincided with Brevard College Homecoming, while the summer counts occurred during a heavy summer camp turnover weekend. These circumstances provide important context for interpreting the observations, although the counts cannot isolate their effect on parking demand.

Locations included in each count were observed during five daily observation periods between 9:00 a.m. and 7:00 p.m., producing ten snapshot observations per season. Each observation records the number of vehicles present when a location was counted. The observations do not track individual vehicles and therefore do not measure parking duration, turnover, arrival and departure patterns, or the number of different vehicles parked during the day.

Parking was classified according to both availability and ownership. Publicly available parking includes spaces open to the general public, whether publicly or privately owned. Some off-street lots classified as publicly available restrict parking to designated users during certain hours. Restricted parking includes spaces reserved for customers, employees, residents, or other designated purposes. Privately owned parking is therefore not necessarily restricted, and restricted spaces serving individual businesses are not treated as general alternatives for people seeking parking elsewhere.

The analysis uses the observed parking capacity documented during each count period. Downtown included 1,235 observed spaces in fall and 1,231 in summer, reflecting minor changes in the parking inventory between seasons (related to restriping of on-street spaces). The findings emphasize conditions during individual observations, including peak occupancy, the number of spaces remaining available, and the locations where demand was concentrated.

Occupancy is interpreted according to the location and function of the parking being evaluated. High occupancy among on-street spaces in a commercial area may indicate limited parking choice even when substantial capacity remains elsewhere. No single occupancy threshold is therefore used as a universal measure of parking adequacy throughout the study area.

## WHAT THE COUNTS SHOWED

The fall and summer observations did not show an area-wide parking shortage during the periods counted. Downtown occupancy reached its highest level during the Friday 1:00 – 3:00 p.m. observation in both seasons, peaking at approximately 60% in fall and 62% in summer. Even at those times, more than 450 spaces were unoccupied across the complete downtown inventory.

### PEAK OCCUPANCY BY COUNT AND LOCATION

| OCCUPANCY MEASURE | FALL 2025 | SUMMER 2026 |
|---|---|---|
| Downtown Peak Occupancy | 60.2% | 62.2% |
| Downtown Peak On-Street Occupancy | 82.8% | 78.4% |
| Lumberyard Core Area Peak Occupancy | 82.1% | 83.9% |
| Lumberyard Core Area Peak On-Street Occupancy | 85.4% | 102.4% |

The downtown totals do not mean that parking was equally available or convenient throughout the study area. On-street parking and some centrally located lots experienced substantially greater demand than the complete inventory. Downtown on-street occupancy peaked at 83% in fall and 78% in summer. Because the remaining spaces were dispersed among different streets and lots, someone attempting to park near a particular destination could have encountered limited choices even while substantial capacity remained elsewhere.

Conditions were more concentrated in the Lumberyard core. Fall occupancy reached 82%, with 46 vehicles occupying the 56 core spaces and 10 spaces remaining. Summer occupancy reached 84% during two observations, with 47 vehicles occupying the 56 core spaces and nine spaces remaining.

On-street parking within the Lumberyard was more constrained than the core totals indicate. Fall on-street occupancy reached 85%. During summer, on-street occupancy exceeded 90% during four observations and reached 102% during the Friday 11:00 a.m. – 1:00 p.m. observation, when 42 vehicles were counted among 41 identified legal spaces. The count above capacity does not increase the legal parking supply; it indicates that at least one vehicle was parked outside an identified legal space. Parking outside of identified legal spaces was commonly observed, including when marked spaces remained available elsewhere in the area.

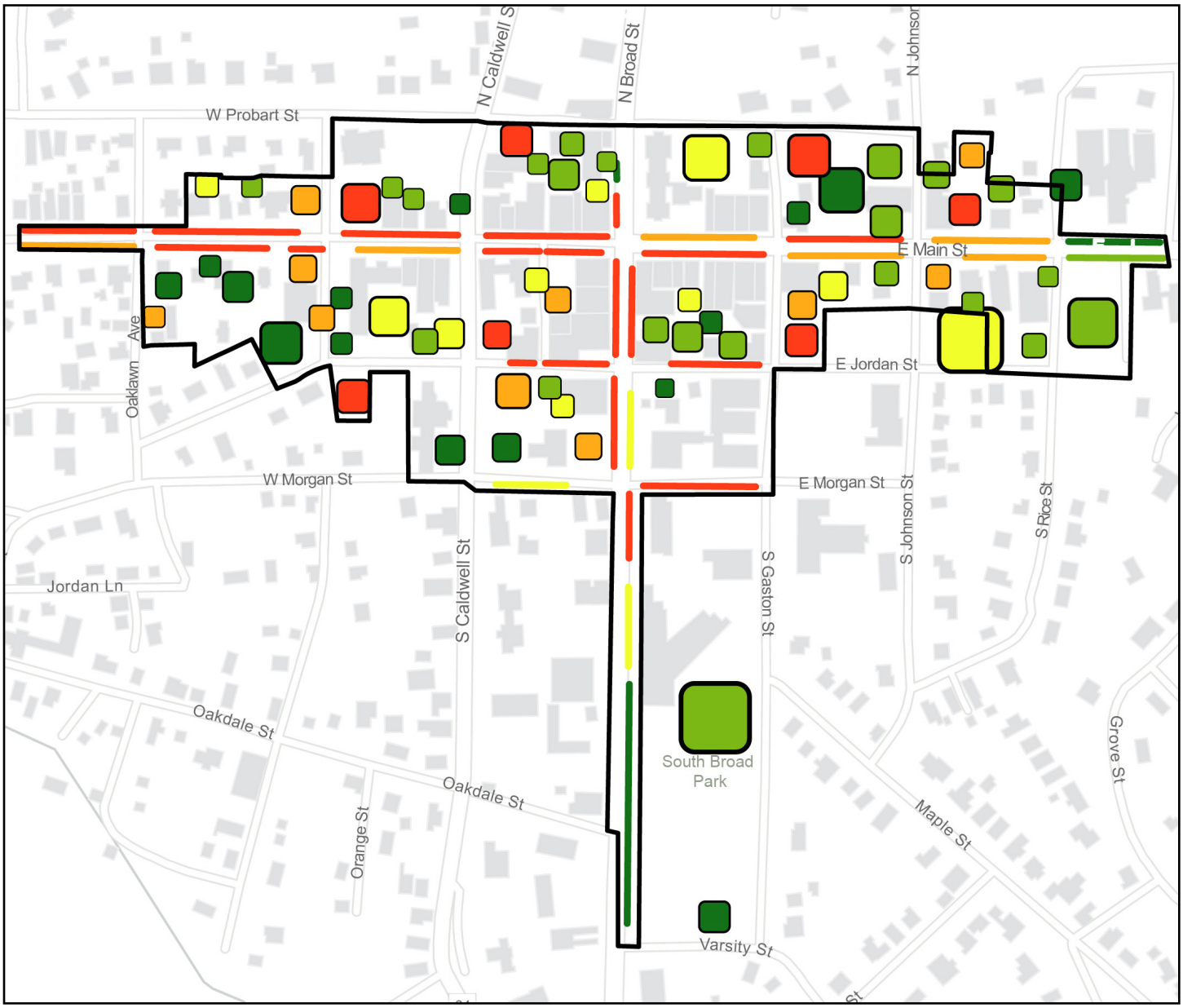
Taken together, the observations point to an uneven distribution of parking demand rather than a uniform shortage throughout downtown and the Lumberyard. They support closer attention to heavily used on-street parking, centrally located off-street parking, signs and wayfinding, and the walking connections between available parking and destinations. The counts identify where parking was most constrained during the periods observed, but they do not establish why particular locations were preferred or whether the same conditions occur during other weekends or times of the year.

## DOWNTOWN OCCUPANCY FINDINGS

Downtown reached its highest overall occupancy during the Friday 1:00 – 3:00 p.m. observation in both seasons. Fall occupancy reached 60%, with 744 vehicles occupying 1,235 spaces. Summer occupancy reached 62%, with 766 vehicles occupying 1,231 spaces. Approximately 491 spaces remained unoccupied during the fall peak and 465 remained unoccupied during the summer peak.

## Peak Downtown Parking Occupancy - Fall Count

**Friday October 10, 2025 1:00 p.m. - 3:00 p.m.**




| OCCUPANCY MEASURE | FALL 2025 |
|---|---|
| Overall Occupancy | 60% |
| On-Street Occupancy | 77% |
| Publicly Available Off-Street Occupancy | 73% |
| All Off-Street Occupancy | 56% |

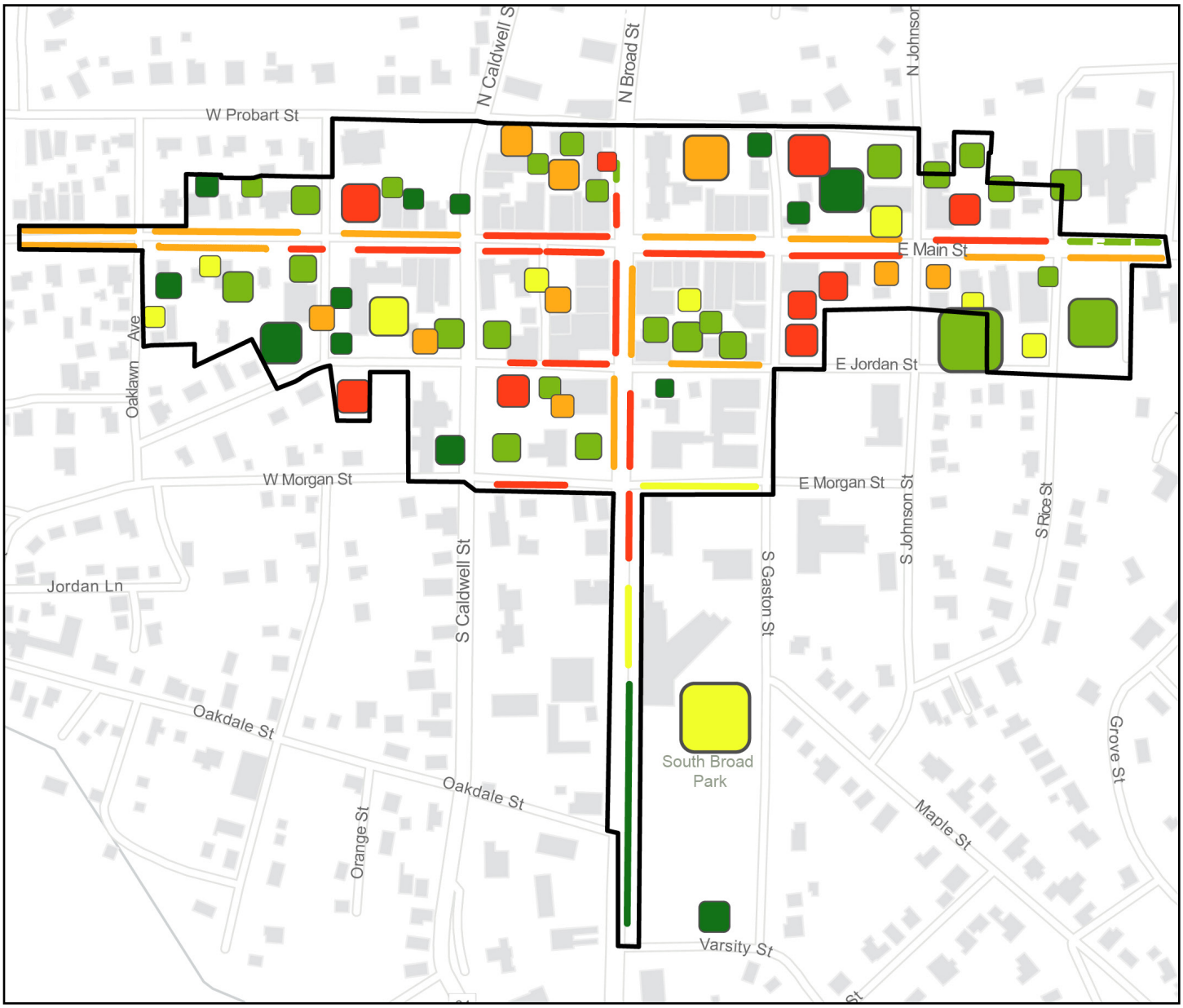
Study Area

**Peak Observation Occupancy**

- 0 - 20%
- 21 - 50%
- 51 - 70%
- 71 - 90%
- Over 90%

## Peak Downtown Parking Occupancy - Summer Count

**Friday July 24, 2026 1:00 p.m. - 3:00 p.m.**




| OCCUPANCY MEASURE | SUMMER 2026 |
|---|---|
| Overall Occupancy | 62% |
| On-Street Occupancy | 78% |
| Publicly Available Off-Street Occupancy | 65% |
| All Off-Street Occupancy | 58% |

Study Area

**Peak Observation Occupancy**

- 0 - 20%
- 21 - 50%
- 51 - 70%
- 71 - 90%
- Over 90%

The similarity of these overall percentages does not mean that parking conditions were uniform throughout downtown. During the mapped peak observations, on-street parking was approximately 77% to 78% occupied, while overall off-street occupancy was approximately 56% to 58% occupied. Publicly available off-street parking was 73% occupied during the fall peak and 65% occupied during the summer peak. The maps show how these conditions varied among individual streets and lots, with heavily occupied parking located relatively close to places where additional capacity remained.

The highest on-street occupancy did not always coincide with the highest downtown-wide occupancy. In fall, on-street occupancy reached its maximum during the Saturday 1:00 – 3:00 p.m. observation, when 197 vehicles occupied 238 legal spaces, or 83%. Overall downtown occupancy during that observation was 55%. In summer, on-street occupancy reached 78% during both the Friday and Saturday 1:00 – 3:00 p.m. observations, although overall downtown occupancy was 62% on Friday and 49% on Saturday.

This distinction is important because the complete downtown inventory includes spaces that differ in location, availability, and function. Substantial capacity may remain across downtown while someone seeking on-street parking or parking close to a particular destination encounters fewer choices. Downtown-wide occupancy therefore provides a measure of total capacity, while the on-street results and peak-observation maps provide a clearer indication of where parking demand was concentrated.

## Conditions Across the Ten Downtown Observations

The ten observations show that downtown parking demand generally increased from the morning through the early afternoon and then declined. Friday produced the highest overall downtown occupancy in both seasons. Saturday on-street parking remained comparatively well used, however, particularly during the middle of the day.

**DOWNTOWN OCCUPANCY BY OBSERVATION**

| TIME PERIOD | FALL | | SUMMER | |
|---|---|---|---|---|
| | OVERALL | ON-STREET | OVERALL | ON-STREET |
| Friday, 9:00 - 11:00 a.m. | 35% | 42% | 38% | 42% |
| Friday, 11:00 a.m. - 1:00 p.m. | 49% | 61% | 53% | 64% |
| Friday, 1:00 - 3:00 p.m. | 60% | 77% | 62% | 78% |
| Friday, 3:00 - 5:00 p.m. | 54% | 65% | 50% | 61% |
| Friday, 5:00 - 7:00 p.m. | 47% | 72% | 43% | 61% |
| Saturday, 9:00 - 11:00 a.m. | 32% | 53% | 25% | 36% |
| Saturday, 11:00 a.m. - 1:00 p.m. | 47% | 72% | 43% | 66% |
| Saturday, 1:00 - 3:00 p.m. | 55% | 83% | 49% | 78% |
| Saturday, 3:00 - 5:00 p.m. | 45% | 74% | 43% | 66% |
| Saturday, 5:00 - 7:00 p.m. | 41% | 70% | 39% | 64% |

60% - 74% Occ. 75% - 84% Occ. Peak Period

The observations show a recurring difference between on-street and overall occupancy. On-street parking remained more heavily occupied than the complete downtown inventory during every observation in both seasons. The counts therefore do not indicate an overall deficit of downtown parking during the periods observed, but they do show that parking demand was concentrated in the spaces most closely associated with downtown streets and destinations. The availability of less-used parking elsewhere may depend in practice on how readily it can be identified and on the convenience, safety, and quality of the walking connection to the intended destination.

## LUMBERYARD OCCUPANCY FINDINGS

The Lumberyard study area contains 181 identified parking spaces: 41 on-street spaces, 70 publicly available off-street spaces, and 70 off-street spaces reserved for particular businesses or properties. The publicly available off-street supply includes the 63-space Depot lot, which is physically separated from much of the activity in the Lumberyard.

Fall observations were available for 119 of the 181 identified spaces. The 62 spaces not observed were restricted spaces serving individual businesses. All 181 spaces were observed during the summer count. Because those additional spaces do not generally provide alternatives for people seeking parking elsewhere in the Lumberyard, their inclusion in summer does not materially change the principal finding. It does mean, however, that the overall fall and summer percentages use different observed inventories.

Across the complete observed inventory, Lumberyard occupancy reached 40% in fall, with 48 vehicles occupying the 119 spaces counted during the Saturday 1:00 – 3:00 p.m. observation. Summer occupancy reached 50%, with 91 vehicles occupying the complete 181-space inventory during the Saturday 11:00 a.m. – 1:00 p.m. observation. These broader results do not indicate that every identified parking space in the Lumberyard was approaching full occupancy.

The same general pattern appears when the analysis is limited to parking available to the public, including the Depot lot. The 111 publicly available spaces reached 41% occupancy at the fall peak and 59% at the summer peak. The remaining capacity, however, was not necessarily located near the places experiencing the greatest demand. The Depot lot accounted for 63 of the 70 publicly available off-street spaces and was generally less occupied than parking closer to Lumberyard destinations.

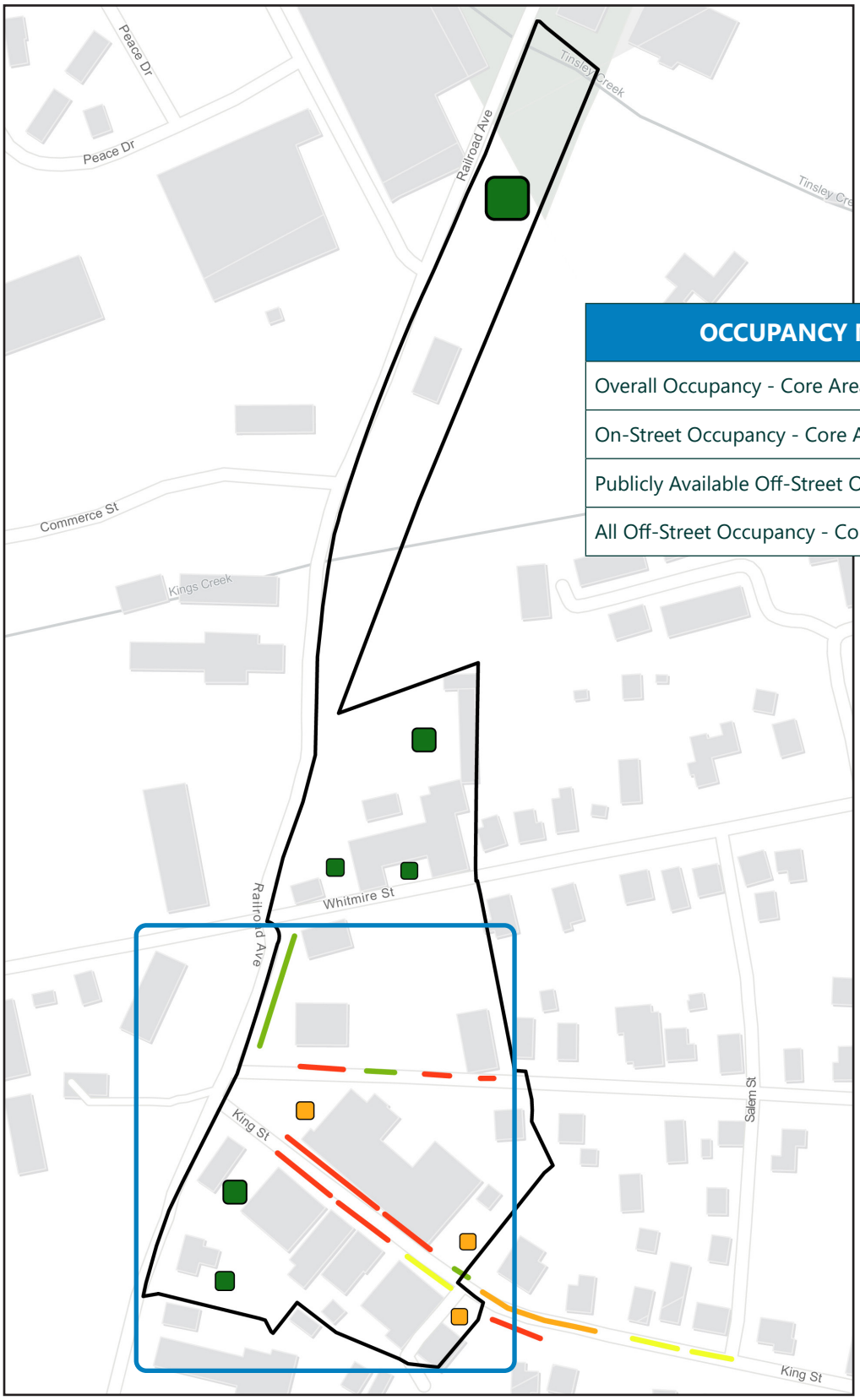
Conditions within the core portion of the Lumberyard were substantially more constrained. This 56-space area includes 41 on-street spaces and 15 spaces in three small off-street lots. The Lumberyard maps show conditions throughout the study area during the observations when occupancy within this active area was highest.

The core area reached 82% occupancy during the fall peak observation, when 46 of the 56 spaces were occupied. In summer, occupancy reached 84% during two observations, with 47 of the 56 spaces occupied. These results show why a Lumberyard-wide percentage that includes the Depot lot and larger property-specific lots does not fully describe parking conditions near the district's principal destinations.

The fall core-area peak occurred Friday from 5:00 – 7:00 p.m. Occupancy reached 82%, leaving 10 of the 56 spaces unoccupied. On-street occupancy was 83%, publicly available off-street occupancy was 86%, and overall off-street occupancy was 80%. Demand was therefore distributed across both on-street and off-street parking during that observation.

## Peak Lumberyard Parking Occupancy - Fall Count

**Friday October 10, 2025 5:00 p.m. - 7:00 p.m.**




| OCCUPANCY MEASURE | FALL 2025 |
|---|---|
| Overall Occupancy - Core Area | 82% |
| On-Street Occupancy - Core Area | 83% |
| Publicly Available Off-Street Occupancy - Core Area | 86% |
| All Off-Street Occupancy - Core Area | 80% |

Study Area

Lumberyard Core

**Peak Observation Occupancy**

0 - 20%

21 - 50%

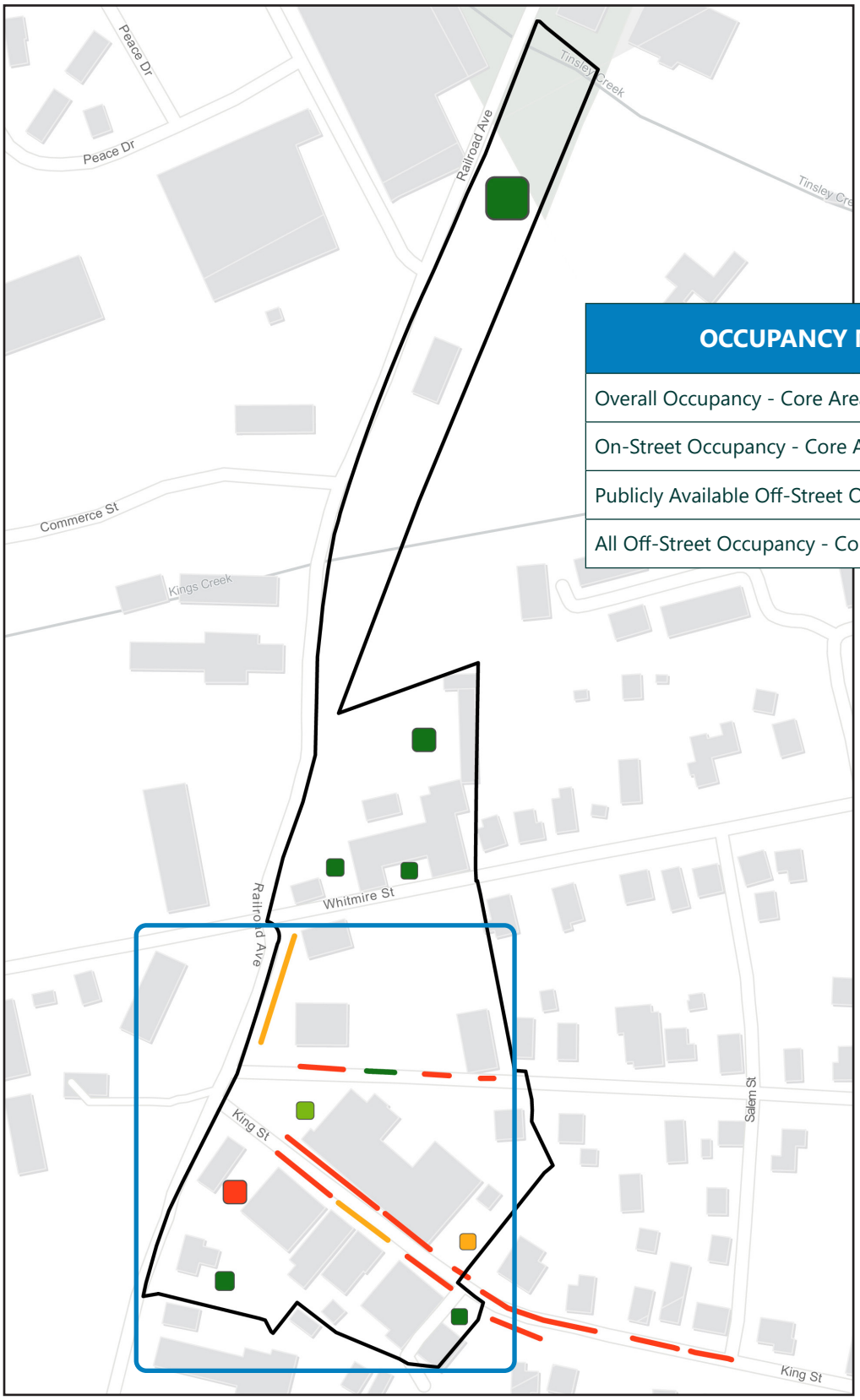
51 - 70%

71 - 90%

Over 90%

## Peak Lumberyard Parking Occupancy - Summer Count

**Friday July 24, 2026 11:00 a.m. - 1:00 p.m.**




| OCCUPANCY MEASURE | SUMMER 2026 |
|---|---|
| Overall Occupancy - Core Area | 84% |
| On-Street Occupancy - Core Area | 102% |
| Publicly Available Off-Street Occupancy - Core Area | 57% |
| All Off-Street Occupancy - Core Area | 33% |

Study Area

Lumberyard Core

**Peak Observation Occupancy**

0 - 20%

21 - 50%

51 - 70%

71 - 90%

Over 90%

In the summer, the core area reached its peak twice: Friday and Saturday from 11:00 a.m. – 1:00 p.m. Both observations recorded 47 vehicles among the 56 spaces, or 84% occupancy. The Friday observation is mapped because it shows the greatest on-street constraint. Forty-two vehicles were counted among 41 identified legal on-street spaces, producing occupancy of 102%. At the same time, only five of the 15 small off-street spaces were occupied. The Saturday peak reflected a somewhat different distribution, with 39 vehicles occupying the 41 on-street spaces and eight vehicles occupying the 15 off-street spaces.

## Conditions Across the Lumberyard Observations

The observation-level results show that high on-street occupancy was not limited to the mapped peak. Fall on-street occupancy reached at least 85% during four observations. Summer on-street occupancy exceeded 90% during four observations, including the count above identified legal capacity.

**LUMBERYARD CORE AREA OCCUPANCY BY OBSERVATION**

| TIME PERIOD | FALL | | SUMMER | |
|---|---|---|---|---|
| | OVERALL | ON-STREET | OVERALL | ON-STREET |
| Friday, 9:00 - 11:00 a.m. | 75% | 85% | 57% | 68% |
| Friday, 11:00 a.m. - 1:00 p.m. | 79% | 85% | 84% | 102% |
| Friday, 1:00 - 3:00 p.m. | 70% | 73% | 80% | 93% |
| Friday, 3:00 - 5:00 p.m. | 68% | 71% | 57% | 63% |
| Friday, 5:00 - 7:00 p.m. | 82% | 83% | 63% | 73% |
| Saturday, 9:00 - 11:00 a.m. | 64% | 71% | 61% | 73% |
| Saturday, 11:00 a.m. - 1:00 p.m. | 75% | 85% | 84% | 95% |
| Saturday, 1:00 - 3:00 p.m. | 77% | 85% | 80% | 90% |
| Saturday, 3:00 - 5:00 p.m. | 75% | 78% | 50% | 59% |
| Saturday, 5:00 - 7:00 p.m. | 57% | 61% | 45% | 54% |

60% - 74% Occ. 75% - 84% Occ. 85% + Occ. Peak Period

On-street occupancy exceeded overall core occupancy during every observation in both seasons. The results show a recurring concentration of demand in the Lumberyard's on-street spaces, with fewer choices available during several observation periods. The active area nevertheless contained some unoccupied spaces during each observation, particularly within the small off-street lots during the summer peak.

Taken together, the observations show substantial capacity across the broader Lumberyard inventory but materially different conditions within its active area. The Depot lot provides additional publicly available parking, but its location and comparatively low use limit its ability to relieve demand near some Lumberyard destinations. The counts therefore support a finding of localized parking constraints, particularly among on-street spaces, rather than a shortage encompassing every identified space in the Lumberyard study area.


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# Parking Demand

## DOWNTOWN

To provide context for the observed parking conditions, existing land uses within the downtown and Lumberyard study areas were inventoried and compared with the City's parking regulations and national parking benchmarks. These comparisons help describe the scale and mix of activity within each area and provide general reference points for evaluating the parking system. They are not direct measurements or forecasts of parking demand. Current parking use is best understood through the occupancy observations presented in the preceding section, while future demand will depend on the specific uses proposed, their operating characteristics, opportunities for shared parking, and travel behavior.

### CURRENT LAND USE

Downtown Brevard contains a diverse mix of commercial, institutional, office, residential, and recreational uses. Retail stores, restaurants, coffee shops, and bars account for a substantial portion of the occupied building space. Offices and professional services—including medical offices, banks, real estate offices, and similar businesses—form another major component. Several larger properties contain government offices or places of worship, while recreation and entertainment uses and lodging establishments make up smaller portions of the study area. Approximately 32 residential units are also located downtown, primarily on the upper floors of mixed-use buildings, and some of these units are operated as short-term rentals. The map on the page to the right shows a generalized version of existing land uses downtown and the table below shows the approximate area of each specific use.

| TYPE OF USE | APPROXIMATE AREA / NUMBER OF UNITS |
|---|---|
| Retail | 110,000 sf |
| Restaurants / Coffee Shops / Bars | 70,000 sf |
| Offices / Professional | 110,000 sf |
| Government Offices | 35,000 sf |
| Medical Uses | 25,000 sf |
| Places of Worship | 25,000 sf / 400 Seats |
| Recreation / Entertainment | 20,000 sf |
| Hotels / Bed and Breakfasts | 15 rooms |
| Residential (upper floor units) | 32 (some used as STRs) |

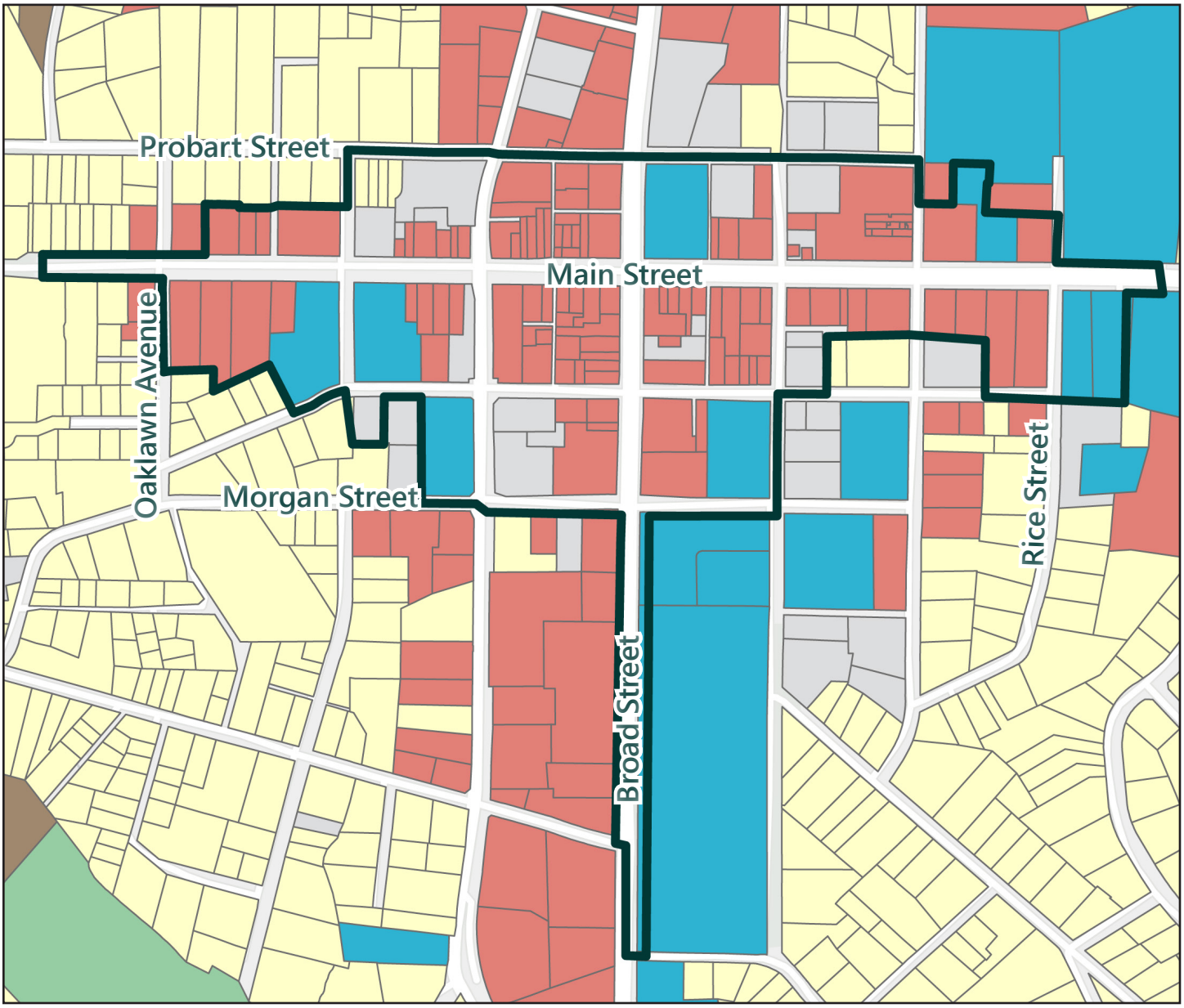
### CHANGING USES / NEW DEVELOPMENT

While many downtown buildings and uses are anticipated to remain the same in the near future, a few potential development sites, as well as some uses, are likely to change in the coming years. These will impact overall parking demand, as noted below:

- **The County Courts** will move out of downtown and the historic courthouse will likely be used for County administrative or another government purpose. This will likely have a noticeable effect on downtown weekday parking demand.
- **Harris Ace Hardware** recently closed. It will likely be used as another retail space and includes private parking in the rear.
- A relatively large, undeveloped site exists at the intersection of **Caldwell and Probart Streets**. It is anticipated that the site will be developed in the future with a residential or mixed-use building, potentially with structured parking.
- Just outside of the downtown study area boundary, **a hotel** has been proposed **north of the Courthouse** on Broad Street, and it appears that this previously dormant project is moving forward again. Structured parking will likely be included to accommodate guests.

## Generalized Existing Land Use

**Downtown**



## PARKING REQUIREMENTS AND STANDARDS

The City's Unified Development Ordinance (UDO) regulates the amount of off-street parking that may be provided in association with a particular use or development. Most of the downtown study area is zoned Downtown Mixed Use (DMX), which is a Tier 3 parking district. Tier 3 districts do not require a minimum number of parking spaces; instead, they establish maximum parking ratios. A small number of properties along the eastern edge of the study area are zoned Residential Mixed Use (RMX). For a consistent study-area comparison, the calculations presented here apply the DMX maximum ratios to all estimated downtown land uses. The resulting figures represent regulatory maximums, not estimates of actual parking demand.

Two national references were also reviewed: the Urban Land Institute / National Parking Association's Dimensions of Parking and the Institute of Transportation Engineers' Parking Generation Manual, 4th Edition. These references provide generalized ratios derived from observed parking demand in other communities. When applied to downtown Brevard's estimated land uses, they produce planning benchmarks rather than forecasts of actual local parking use. The ratios do not account for shared parking, differences in operating hours, trips serving multiple downtown destinations, non-automobile travel, or differences in parking ownership and public availability.

This distinction is particularly important in a mixed-use downtown. Offices and government facilities generally experience their greatest parking activity during weekday business hours, while restaurants, entertainment venues, places of worship, lodging, and residential uses may generate activity at different times. Consequently, the same parking space may serve several destinations over the course of a day or week. Simply adding the ratios for each use does not capture this interaction and may overstate the number of spaces needed at any one time. The fall and summer occupancy observations provide more direct evidence of how the existing downtown parking system functions.

### PARKING RATIOS USED FOR COMPARISON

| USE CATEGORY | CITY UDO - DMX (MAX) | ULI & NATIONAL PARKING ASSOCIATION | ITE PARKING GENERATION (4TH ED) |
|---|---|---|---|
| Retail | 1 per 300 sf | 4 spaces per 1,000 sf | 3 spaces per 1,000 sf |
| Restaurants/Coffee Shops/Bars | 1 per 200 sf | 10.5 spaces per 1,000 sf | 5.55 - 10.6 spaces per 1,000 sf |
| Offices / Professional | 1 per 300 sf | 0.5 - 3 spaces per 1,000 sf | 2.47 spaces per 1,000 sf |
| Government Offices | 1 per 200 sf | 2.5-4 spaces per 1,000 sf | 4.15 spaces per 1,000 sf |
| Medical Uses | 1 per 300 sf | 3-6 spaces per 1,000 sf | 3.2 spaces per 1,000 sf |
| Places of Worship | 1 per 2 seats + 1 per 300 sf office | 3 - 5 spaces per 1,000 sf | 3.79 spaces per 1,000 sf |
| Recreation | 1 per 250 sf | 2 - 6 spaces per 1,000 sf | 1.15 - 3.2 spaces per 1,000 sf |
| Hotels / Bed & Breakfasts | 1.5 per room (2 per STR) | 0.5 - 1 space per room | 0.64 spaces / occupied room |
| Residential (upper floor units) | 1.5 - 2 per dwelling unit | 0.2 - 2 spaces per unit | 1.9 spaces per unit |

The table on the following page applies these ratios to the downtown land-use quantities summarized under "Current Land Use." Where a reference provides a range of ratios, the calculated result is presented as a range. Each column represents a separate comparison and should be interpreted independently.

## DOWNTOWN PARKING BENCHMARKS BY LAND USE

| USE CATEGORY | CITY UDO - DMX DISTRICT MAX. | ULI & NATIONAL PARKING ASSOCIATION | ITE PARKING GENERATION MANUAL |
|---|---|---|---|
| Retail | 367 | 440 | 330 |
| Restaurants/Coffee Shops/Bars | 350 | 735 | 389-742 |
| Offices / Professional | 367 | 55-330 | 272 |
| Government Offices | 175 | 88-140 | 145 |
| Medical Uses | 83 | 75-150 | 80 |
| Places of Worship | 200 | 75-125 | 95 |
| Recreation / Entertainment | 80 | 40-120 | 23-64 |
| Hotels / Bed & Breakfasts | 23 | 8-15 | 10 |
| Residential (upper floor units) | 64 | 6-64 | 61 |
| **SUM** | **1,709** | **1,522-2,119** | **1,405-1,799** |

Applying the City's DMX maximum ratios to the estimated existing land uses produces an aggregate regulatory maximum of 1,709 spaces. Applying the national reference ratios produces benchmark ranges of 1,522 to 2,119 spaces under the ULI and National Parking Association standards and 1,405 to 1,799 spaces under the ITE standards. These figures answer different planning and regulatory questions and should not be combined into a single estimate of parking demand.

The relationship between these benchmarks and the observed parking inventory also requires additional context. The downtown inventory contained 1,235 spaces in fall 2025 and 1,231 spaces in summer 2026, including on-street parking, publicly available off-street parking, and private-use spaces reserved for particular properties, employees, residents, or customers. These categories are not fully interchangeable, and their practical usefulness depends on location, access, signage, restrictions, and proximity to particular destinations. A vacant private-use space does not necessarily increase the supply available to the general public, while a well-located public space may serve several different destinations over the course of a day. The analysis therefore considers both system-wide occupancy and the distribution of parking activity among different types and locations of spaces.

The calculated benchmarks should not be treated as measurements of current parking use or used by themselves to determine whether downtown has a parking surplus or shortage. Observed occupancy provides the more direct measure of current use. During the fall peak, 744 vehicles occupied 1,235 observed spaces, or 60.2 percent. During the summer peak, 766 vehicles occupied 1,231 observed spaces, or 62.2 percent. These observations do not indicate a downtown-wide parking shortage during the periods counted, although demand was concentrated in on-street spaces and certain centrally located, publicly available lots. This concentration can make parking near particular destinations appear limited even when capacity remains available elsewhere in the study area.

# LUMBERYARD AREA

## CURRENT LAND USE

The Lumberyard contains a mix of commercial, office, recreational, and residential uses, but retail establishments, restaurants, coffee shops, bars, and breweries account for nearly three-quarters of the estimated occupied floor area. Offices, professional services, and medical uses make up a smaller share. Recreation and entertainment uses are also present, including facilities associated with Railroad Depot Park, and two residential properties are located within the study area. Additional residential neighborhoods lie immediately east of the district.

The area's present land-use pattern reflects its industrial history. One industrial use remains along the northern edge of the study area, while larger industrial and manufacturing properties are located immediately to the west. Former industrial buildings within the Lumberyard now accommodate a variety of commercial, entertainment, and service uses. A small undeveloped property is located on Whitmire Street within the study area, and a larger undeveloped property lies just beyond its western boundary.

Parking activity generated by this mix of uses is not uniform throughout the day or week. Offices and service businesses generally operate during conventional business hours, while restaurants, breweries, entertainment venues, and community events may generate greater activity during evenings or particular event periods.

| USE CATEGORY | APPROXIMATE AREA / NUMBER OF UNITS |
|---|---|
| Retail / Stores | 22,010 sf |
| Restaurants / Coffee Shops / Bars | 18,360 sf |
| Offices / Professional | 6,899 sf |
| Medical Uses | 4,750 sf |
| Recreation / Entertainment | 3,250 sf |
| Residential | 2 |

The land-use inventory provides context for the regulatory and national benchmark comparisons presented on the following pages, but observed occupancy provides the more direct measure of existing parking use.

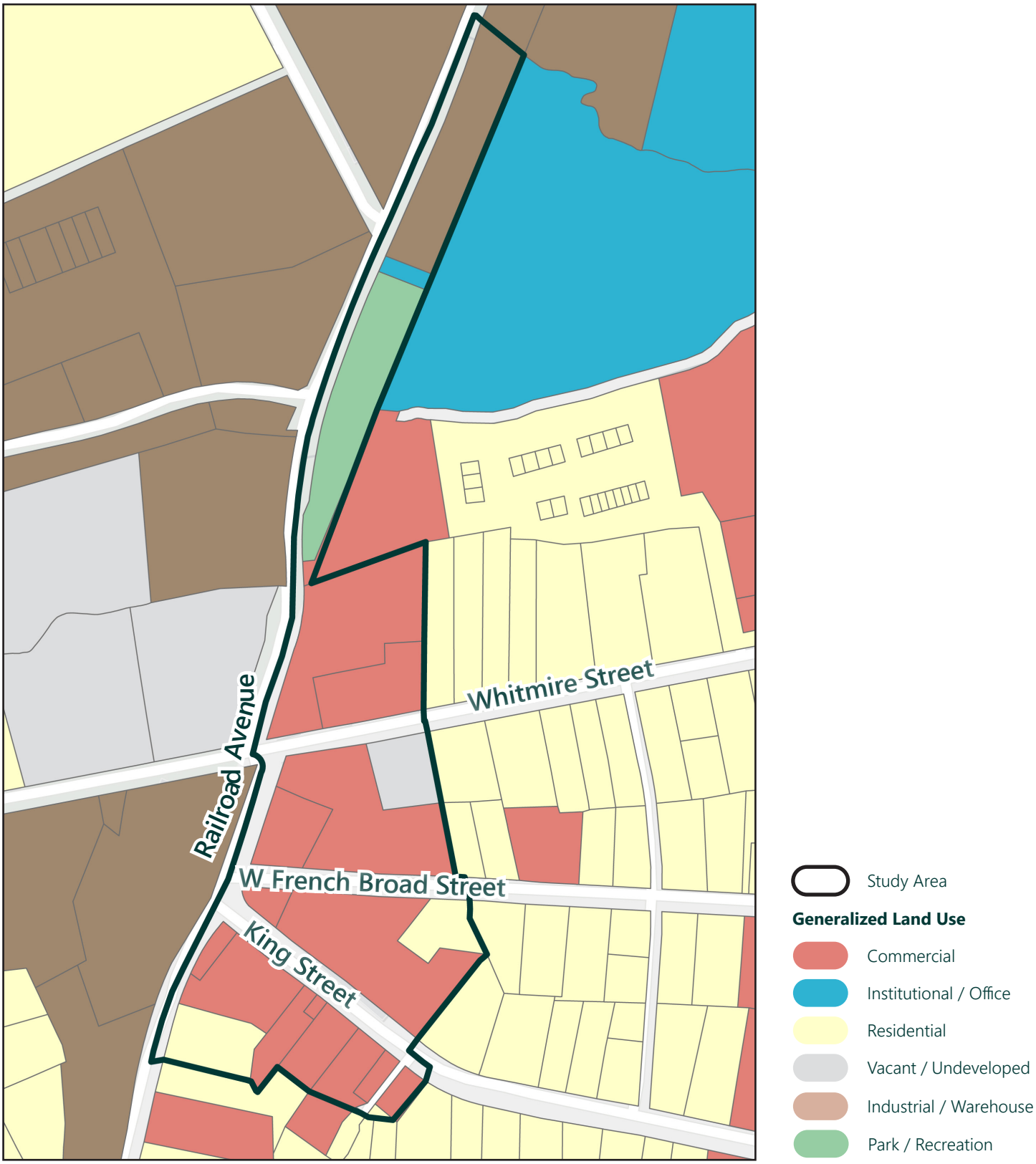
## CHANGING USES / NEW DEVELOPMENT

The Lumberyard is distinguished by its transition from a historically industrial district into an arts and entertainment center. Brevard Lumber served as a principal anchor until its closure in 2008, and the area's transformation accelerated following the opening of a music venue on King Street in 2011. The district now serves as an important location for live music, dining, community events, and the arts. Several prominent establishments, including 185 King Street and Lumberyard Brew Hall, operate on schedules that differ from those of conventional daytime businesses and generate attendance concentrated around particular events rather than consistent daily activity. Many buildings also retain their original large-scale industrial configurations, creating opportunities for adaptive reuse or more intensive future occupancy.

- **Trailside Market at the Yard** and adjacent properties have the potential to be redeveloped for mixed-use purposes.
- **A number of large warehouse buildings** may be suitable for adaptive reuse or redevelopment as the district continues to evolve. Future investment could introduce a broader or more intensive mix of commercial, residential, and entertainment uses.
- Just outside of the study area, **Henderson Oil properties** could be redeveloped for mixed-use purposes in the future. With more than three acres along Railroad Avenue, the site could substantially affect future development and parking activity in the Lumberyard.

## Generalized Existing Land Use

### Lumberyard Area



## PARKING REQUIREMENTS AND STANDARDS

Most of the Lumberyard study area is zoned Neighborhood Mixed Use (NMX), a Tier 2 parking district that establishes both minimum and maximum parking ratios. Applying those ratios to the estimated existing land uses produces an aggregate regulatory range of 86 to 221 spaces. The 181 spaces identified within the study area fall within that range. Because the UDO standards apply to individual uses and development sites, however, this study-area calculation provides a general comparison rather than a determination of regulatory compliance or actual parking demand.

Applying the national reference ratios produces a benchmark range of 305 to 355 spaces under the ULI and National Parking Association standards and 208 to 307 spaces under the ITE standards. Both ranges exceed the existing inventory, but that comparison does not establish a parking shortage. The national ratios do not account for shared parking, differences in operating hours, event-related fluctuations, non-automobile travel, or whether individual spaces are available to the general public. As with the downtown analysis, the regulatory and national figures should be interpreted as separate reference points rather than combined into a single estimate of parking demand.

### LUMBERYARD PARKING BENCHMARKS BY LAND USE

| USE CATEGORY | CITY UDO - NMX[1] | | ULI & NATIONAL PARKING ASSOCIATION | | ITE PARKING GENERATION MANUAL | |
|---|---|---|---|---|---|---|
| | Min | Max | Min | Max | Min | Max |
| Retail / Stores | 37 | 73 | 88 | | 66 | |
| Restaurants/Coffee Shops/Bars | 24 | 92 | 193 | | 102 | 195 |
| Offices / Professional | 11 | 23 | 3 | 21 | 17 | |
| Medical Uses | 8 | 16 | 14 | 29 | 15 | |
| Recreation / Entertainment | 4 | 13 | 7 | 20 | 4 | 10 |
| Residential | 2 | 4 | 0 | 4 | 4 | |
| **SUM** | **86** | **221** | **305** | **355** | **208** | **307** |

1. Minimum ratios are shown as part of the regulatory framework in effect when this study was prepared. Under Session Law 2026-39, the City may not enforce minimum off-street parking quantities beginning January 1, 2027.

Observed occupancy provides the more direct evidence of existing parking conditions. The 56-space active core reached 82 percent occupancy during the fall peak and 84 percent during the summer peak. On-street occupancy was consistently higher and exceeded identified legal capacity during one summer observation. Meanwhile, the 63-space Depot lot was essentially vacant during most observations and was not functioning as overflow parking for the active core. These results indicate localized constraints near active destinations rather than a shortage encompassing the entire Lumberyard inventory.

Redevelopment or changes in use could alter parking activity, but future need cannot be quantified without a defined development scenario. Major proposals should be evaluated through project-specific parking analyses that consider the proposed mix and intensity of uses, operating and event schedules, existing public and private parking, opportunities for shared parking, and expected travel behavior. Such an analysis may identify a need for additional spaces, improved access to existing parking, or other management measures; that outcome should be determined by the characteristics of the proposed development rather than assumed in advance.


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# Key Findings

The parking inventory, occupancy observations, public input, and comparisons with national parking ratio benchmarks provide complementary perspectives on parking conditions in downtown Brevard and the Lumberyard. Taken together, they show that the principal parking issues involve the location, availability, identification, and management of existing spaces rather than a uniform shortage across the study area. The findings below distinguish system wide capacity from localized constraints and current observed conditions from potential future demand.

## OBSERVATIONS DID NOT SHOW A DOWNTOWN-WIDE SHORTAGE

During the periods observed, the complete downtown parking inventory did not approach full occupancy. The fall peak occurred when 744 vehicles occupied 1,235 observed spaces, or 60.2 percent, leaving 491 spaces unoccupied. The summer peak occurred when 766 vehicles occupied 1,231 spaces, or 62.2 percent, leaving 465 spaces unoccupied. These results do not mean that every remaining space was publicly available, conveniently located, or suitable for every destination, but they do show that substantial capacity remained within the overall downtown inventory.

The observed conditions therefore do not support treating additional downtown-wide parking capacity as an immediate need. Near-term efforts should focus on improving how existing parking is identified, accessed, and managed and on addressing specific locations where demand is concentrated. Major capacity investments should be considered only if continued monitoring or defined development proposals demonstrate a need that cannot reasonably be addressed through better use of the existing supply.

## PARKING DEMAND IS CONCENTRATED BY TYPE AND LOCATION

Downtown-wide occupancy does not fully describe the experience of someone seeking parking near a particular destination. On-street parking remained more heavily occupied than the complete downtown inventory during every observation in both seasons. Peak on-street occupancy reached approximately 83 percent in fall and 78 percent in summer. During the mapped downtown peak observations, publicly available off-street parking was also more heavily occupied than the complete off-street inventory. These patterns show that demand was concentrated among on-street spaces and free public off-street parking lots while capacity remained available elsewhere.

The location of the remaining capacity is therefore as important as the number of unoccupied spaces. A space that is difficult to identify, perceived as restricted, poorly connected to a destination, or located beyond the distance someone is willing or able to walk may not function as a practical alternative to a prime on-street space. Topography, lighting, sidewalk conditions, pedestrian crossings, and the visibility of public parking can further affect how drivers evaluate available choices.

These conditions support a management approach that distinguishes premium, highly visible spaces from the broader parking supply. Better identification of public (and publicly available) parking, improved directional signs and pedestrian connections, and measures that encourage appropriate use of the most convenient spaces may address localized constraints without requiring a substantial increase in the total downtown inventory.

## THE LUMBERYARD CORE HAS LOCALIZED PARKING CONSTRAINTS

Parking conditions within the Lumberyard differ substantially between the active core and the broader study area. The 56-space core reached 82 percent occupancy during the fall peak and 84 percent during the summer peak. On-street

parking reached approximately 85 percent occupancy in fall and exceeded identified legal capacity during one summer observation, when 42 vehicles were counted among 41 identified legal spaces. Vehicles were also frequently parked outside marked spaces, particularly on French Broad Street, even when marked spaces remained available.

These conditions were not representative of the complete Lumberyard inventory. Fall observations covered 119 spaces and reached a peak occupancy of approximately 40 percent. The summer observations included the complete 181-space inventory and reached a peak occupancy of approximately 50 percent. Sixty-two private, property-specific spaces included in the summer inventory were not observed in fall, so the two percentages should not be interpreted as a direct seasonal comparison.

The 63-space Depot lot was essentially vacant during most observations. Its only notable use occurred during the two summer Saturday morning observations, when cyclists parked their vehicles there before setting out on rides rather than to visit Lumberyard destinations. The lot therefore provides substantial physical capacity, but the counts show that it was not functioning as an overflow area for the active core. Making the lot more useful to Lumberyard visitors will require clearer identification and a more direct, comfortable pedestrian connection.

The Lumberyard therefore does not have a single parking condition. The active core experiences periods of limited on-street availability, particularly when businesses or events draw activity at the same time, while capacity remains elsewhere in the district. Responses should focus on the locations where demand is concentrated and on making existing public capacity more useful. Priorities include event-parking management, shared-parking arrangements, clearer identification of the Depot lot, improved pedestrian crossings and connections, and continued monitoring of the active core and surrounding parking areas.

## CONVENIENCE SHAPES THE PARKING EXPERIENCE

The public survey and listening sessions consistently described greater difficulty finding on-street parking than finding parking in off-street lots. Approximately 88 percent of the on-street responses indicated that participants either sometimes had to search for a space or considered on-street parking difficult to find, and approximately 59 percent specifically characterized it as difficult. Participants also raised concerns about walking distance, safety after dark, proximity to destinations, signs, wayfinding, and uncertainty about which lots were available to the public.

These responses should not be framed as a conflict between perception and reality. The occupancy counts confirm that on-street spaces and certain well-located lots were more heavily occupied than the complete parking inventory. A person may therefore have difficulty finding a convenient or clearly identified space even when substantial capacity remains across the broader study area.

At the same time, the survey does not establish a shortage by itself. The respondents were predominantly local. They reported typical parking durations, but the survey did not measure turnover or the occupancy of particular locations when they visited. Public input is most useful for identifying the qualities that affect parking choices and experiences. The appropriate implication is to address the identified problems of information, access, convenience, and management while relying on observed occupancy and future monitoring to determine whether additional capacity is warranted.

## PUBLICLY AVAILABLE PARKING IS NOT A FIXED INVENTORY

The usefulness of the parking supply depends on more than physical ownership. Several privately owned lots are available to the public through leases, agreements, or owner permission, while some publicly owned or institutionally associated spaces are restricted to employees, customers, court-related activity, or limited to particular days or times. Other privately owned areas may appear available because restrictions are not clearly posted but are not formally designated as public parking.

These distinctions affect both the quantity and reliability of the practical public parking supply. A privately owned lot made available through a lease may serve an important public function but could be restricted or redeveloped in the future. Conversely, a publicly owned lot reserved for a particular purpose does not necessarily provide an alternative for general downtown parking.

The City should therefore maintain a current record of ownership, restrictions, operating periods, and agreements affecting publicly available parking. Public information and wayfinding should identify spaces that are actually available for general use without implying access to private or restricted facilities. Where privately owned lots are important components of the public supply, the duration and terms of those arrangements should be considered in long-range parking planning.

## DEMAND IS SHAPED BY FUNCTION AND OPERATING PATTERNS

The City's parking regulations and the national ratios published by ULI, the National Parking Association, and ITE provide reference points for comparing the scale and mix of existing development. They do not directly measure the number of spaces currently needed in downtown Brevard or the Lumberyard. The ratios were developed for different regulatory and analytical purposes and should not be combined into a single estimate of parking demand.

Generalized ratios do not fully account for the characteristics of a compact mixed-use district. The same trip may serve several destinations, and the same parking space may support offices, restaurants, shops, entertainment venues, places of worship, and residences at different times. Operating schedules, event attendance, non-automobile travel, shared parking, ownership restrictions, and local travel behavior can all cause actual use to differ from a generalized benchmark.

This limitation is demonstrated by the observed conditions. Some benchmark calculations produce totals exceeding the existing inventory even though the fall and summer counts found substantial unoccupied capacity across the downtown and Lumberyard study areas. The benchmark results should therefore remain contextual information rather than being characterized as evidence of an existing shortage.

## FUTURE DEVELOPMENT WILL SHAPE PARKING NEEDS

Downtown and the Lumberyard will continue to change as buildings are occupied, reused, expanded, or redeveloped. Those changes may increase, reduce, or redistribute parking activity, but the magnitude, timing, and location of those effects cannot be determined without knowing the uses proposed. Different uses generate different parking patterns even when occupying a site or building of similar size.

Future development should therefore be evaluated using project-specific information. Relevant considerations include the proposed mix and intensity of uses, operating and event schedules, anticipated employees and visitors, existing parking serving the property, opportunities for shared use, access to public parking, pedestrian and bicycle connections, and expected travel behavior. The analysis should also consider whether the development would remove spaces that currently contribute to the public parking supply.

A project-specific analysis may identify a need for additional spaces, improved access to existing parking, shared-parking agreements, transportation alternatives, or other management measures. The appropriate response should be based on the characteristics of the proposed development rather than an assumption that every change in use will necessarily create a parking deficit.

## FUTURE PARKING DECISIONS REQUIRE CONTINUED MONITORING

The fall and summer observations provide a useful baseline, but they represent selected Friday and Saturday periods rather than every season, event, or operating condition. The observations also record the number of vehicles present at particular times; they do not measure individual parking duration, turnover, compliance with time limits, or the number of different vehicles using each space over the course of a day. The fall counts occurred during Brevard College Homecoming, while the summer counts coincided with a period of substantial summer-camp turnover.

Future monitoring should focus on the questions relevant to specific policy decisions. Evaluation of revised time limits and paid parking should consider duration, turnover, compliance, revenue, and whether longer-stay parking shifts toward less heavily used spaces. Decisions about new capacity require evidence of recurring high occupancy across the parking supply that would be served by the proposed facility. Monitoring within the Lumberyard should distinguish the active core from the Depot lot and larger property-specific parking areas. Major events and substantial new development may warrant additional counts targeted to the locations and periods most likely to be affected.

Regular monitoring will allow the City to determine whether conditions are changing and whether management measures are improving the use of existing parking. Establishing that process is more reliable than basing long-term investments on a single survey, generalized ratios, or assumptions about future development.

## OVERALL FINDINGS

The study does not identify a current parking shortage encompassing downtown Brevard or the complete Lumberyard study area. It does identify meaningful differences in how parking is distributed, recognized, and used. On-street parking and spaces closest to active destinations experience the greatest demand, while other publicly available and property-specific spaces remain less occupied.

The recommended approach should therefore emphasize management of the existing supply, clear identification of public parking, convenient and safe connections between parking and destinations, appropriate use of high-demand spaces, coordination with private parking owners, and continued monitoring. Additional capacity may become appropriate in response to sustained occupancy or defined development needs, but it should be evaluated as a targeted response to documented conditions rather than as the starting assumption.

# Management Alternatives

Parking spaces are not interchangeable. A curb space immediately in front of a destination is usually worth more to a driver than a space several blocks away. Proximity, price, time limits, ease of payment, and the likelihood of finding an open space all enter into the decision of where to park. When those differences are not reflected in the parking rules, drivers compete for the best locations even when spaces remain open elsewhere.

No individual count found an overall parking shortage in downtown, but heavy occupancy levels were concentrated in the most convenient on-street spaces and free public lots. Survey and listening session participants also reported greater difficulty finding on-street parking convenient to their destinations than finding an open space elsewhere. Observed demand did not exhaust the complete inventory, although availability and ownership limit how much of that capacity functions as public parking.

## HOW PARKING MANAGEMENT AFFECTS PARKING CHOICES

Parking prices and time limits influence where drivers park and how long they stay. Drivers compare the available options based on cost, convenience, and the restrictions attached to each space. Changing the rules in one location can shift demand to nearby streets or lots.

Free parking is simple for the driver, but it provides no financial reason to pass an open on-street space in front of their destination and drive to a lot several blocks away. When convenient and less convenient spaces cost the same, drivers will generally choose the spaces closest to their destinations. If those spaces are occupied, some drivers will continue searching for the most convenient space even when parking is available nearby.

Downtown Brevard's public parking supply includes free on-street spaces, two City-owned lots that charge $3 per hour, and two City-owned lots that are free and allow all-day parking. Under this arrangement, some of the most convenient spaces are free, while less convenient spaces may carry a charge and the free lots can be occupied throughout the day by downtown workers. Charging for the most convenient on-street spaces, lowering the rate in the paid lots, or limiting the free period in the other lots could reduce competition for the most convenient spaces and make better use of the City's off-street supply.

Time limits and parking charges affect behavior in different ways. A time limit determines which visits a space can reasonably accommodate. A two-hour space can serve shopping, lunch breaks, appointments, and other shorter visits, but it is not well suited to an employee or visitor from out of town spending most of the day downtown. Time limits depend on consistent enforcement and can lead drivers to move their vehicles between parking locations during longer visits.

Hourly pricing uses cost rather than a fixed limit to influence how long a driver stays. The longer a vehicle remains parked, the more it costs, leaving the driver to decide whether the convenience of the location is worth the additional expense. Some drivers will continue paying to remain in a convenient space, while others will choose a less expensive lot or a free (or less costly) peripheral space. Hourly pricing can discourage longer stays and improve availability, but it does not require a vehicle to leave within a particular period, which could lead to negative impacts on turnover in high demand locations if there is no time limit.

Using a charge and a time limit together places a firmer emphasis on turnover. The price influences where a driver parks, and the limit controls how long the vehicle may remain. That combination gives the parking manager more control over the use of high-demand spaces, but it also requires more signs and enforcement. Where an hourly charge is combined with a time limit, signs and payment systems should make clear that additional payment does not extend the permitted stay.

Free periods protect certain kinds of trips from a charge. Thirty minutes of free parking can accommodate a quick errand. Four free hours in a City lot would cover most shopping, dining, business, and recreational visits. Payment would begin only for people staying longer, including many employees and other all-day users. A free period usually requires the driver to register the vehicle, and the system must prevent the same vehicle from repeatedly beginning a new free session to avoid entering a paid parking period.

A flat rate is most useful when the objective is to manage demand for a location rather than charge according to the length of each stay. A single charge places a clear premium on the most convenient spaces and gives drivers who place less value on proximity a reason to park elsewhere. When paired with a time limit, each rule serves a different purpose: the charge manages demand for the location, while the time limit determines how long a vehicle may remain. A flat rate is also simple to communicate and gives drivers certainty about the total cost. Its disadvantage is that a 15-minute stop costs the same as a stay lasting the full permitted period, which may shift shorter visits toward nearby free or hourly spaces. An hourly rate is more closely tied to duration and is less costly for a short visit, but it may provide a weaker incentive to avoid a premium space.

The prices also need to make sense in relation to one another. Charging more for an off-street space than for a nearby on-street space encourages drivers to search the street first. Charging more for the most convenient curb spaces and less for the off-street lots gives drivers a reason to sort themselves according to the value they place on location. Some will pay for the closest space. Others will accept a longer walk in exchange for a lower rate or a free period.

Free peripheral parking can serve as the long-stay component of a parking management system. It preserves a no-cost choice for employees, longer-stay visitors, and people who prefer to walk farther rather than pay, while allowing more convenient spaces to be managed for shorter visits or priced to reflect higher demand. Maintaining that choice also allows the City to manage central spaces more actively without charging for parking throughout the public supply. Peripheral spaces will serve that role only if drivers can find them and the walk to downtown destinations is direct, safe, and comfortable.

Drivers also need to know where public parking is located, what it costs, and how long they may stay. Clear signage, directions to City lots, simple payment options, and consistent enforcement all affect where people park. Open spaces in a poorly marked or managed lot will do little to relieve demand elsewhere.

Paid parking produces revenue, but gross collections do not show whether a parking system is working well. A broader paid area may collect more because more people are required to pay. It may also cost more to operate and create more inconvenience for drivers. Availability, turnover, the distribution of demand, free-parking options, user cost, and administrative expense all belong in the comparison.

## HOW THE MANAGEMENT ALTERNATIVES ARE STRUCTURED

The five alternatives presented below apply different combinations of prices, free periods, and time limits to defined portions of the City controlled parking supply. Existing conditions are included as the comparison point. Each alternative is described individually before the alternatives are compared, and no preferred alternative is identified. For purposes of modeling and comparison, the 347 spaces included in the analysis are organized into six groups:

- Premium core on-street parking includes 82 public spaces along Main Street from England Street to Gaston Street and along Broad Street from Probart Street to Morgan Street. Six are designated accessible spaces that remain free, leaving 76 potentially chargeable spaces.

- General on-street parking includes 78 public curb spaces outside the premium core and the peripheral areas described below. Five are designated accessible spaces that remain free and exempt from time limits, leaving 73 potentially chargeable spaces.

- Peripheral on-street parking includes 20 spaces on Main Street west of Oaklawn Avenue, 16 spaces on Main Street east of Rice Street, and 41 spaces on South Broad Street south of Morgan Street. These 77 spaces would remain free and would have no time limit under all five alternatives. The 61 spaces west of Oaklawn Avenue and along South Broad Street currently have no time limit; the 16 spaces east of Rice Street currently have a two-hour limit.

- Short-term and special-use on-street parking includes two spaces that remain free and subject to their existing posted restrictions.

- The Jordan Street and Clemson Square lots contain 47 spaces and currently charge $3 per hour. Three designated accessible spaces—two in Jordan Street and one in Clemson Square—remain free. The remaining 44 spaces are chargeable, including four reserved for electric vehicles.

- The City's two free lots near City Hall on West Jordan Street and West Main Street contain 61 spaces combined, including two designated accessible spaces and three 15-minute spaces that would remain free under all five alternatives. The remaining 56 spaces would provide four hours of free parking, followed by a charge of $2 per hour for additional time.

The alternatives vary the prices and time limits applied to the premium core, general on-street parking, and City lots, but they use a common set of operating assumptions. Holding these provisions constant allows the alternatives to be compared on the same basis. The following provisions therefore apply to all five alternatives:

- Peripheral on-street parking remains free without a time limit. Existing two-hour limits within the designated peripheral areas would be removed.

- All 19 designated accessible spaces remain free. The 14 accessible on-street spaces also remain exempt from time limits.

- The two short-term on-street spaces and the three 15-minute spaces in City parking lots remain free and subject to their posted limits.

- Charges would apply Monday through Saturday from 9:00 a.m. to 6:00 p.m., with parking free outside those hours, except that the two currently paid City lots would retain their existing charging schedule under Alternative 1.

- Where an alternative provides a short-stay benefit, a stay of 30 minutes or less is free. A longer stay is charged from the time the vehicle arrived, rather than receiving a credit for the first 30 minutes. Each vehicle may receive one free short stay per zone per day, if the option is provided.

- In the two currently free City lots, the first four hours remain free. Charges apply only to time beyond the four-hour period.

- Hourly charges are modeled in proportion to the length of the billable stay. The model does not assume a one-hour minimum. The final billing increment, payment process, and method for preventing repeated use of a free stay would be determined before implementation.

- At least one payment method would be available that does not require a smartphone.

## MANAGEMENT ALTERNATIVES

### MAINTAIN CURRENT MANAGEMENT STRUCTURE

Under the current system, on-street parking is free and subject to time limits where posted. Two City lots are also free, while the other two charge $3 per hour and account for all of the system's estimated $80,500 in annual collections. Because curb parking is free and generally more convenient, drivers have little financial incentive to choose a paid public or private facility while a free curb space may be available. This arrangement preserves broad access to free parking but does little to direct longer stays away from the most heavily used spaces.

### ALTERNATIVE 1: KEEP ON-STREET PARKING FREE

Under this alternative, all on-street parking would be free, and the eastern and western boundaries of the existing two-hour parking area would be brought closer to the central business blocks. The premium core would form the smaller two-hour area. General on-street spaces outside that core would have a four-hour limit, extending the permitted stay in spaces currently limited to two hours. Peripheral spaces at the outer ends of Main Street and along South Broad Street would be free without a time limit, including spaces currently subject to a two-hour limit. The common provisions for accessible and designated short-term spaces would apply. The two currently paid City lots would continue charging $3 per hour during their existing charging days and hours. The two currently free City lots would provide four hours of free parking, followed by a charge of $2 per hour for additional time.

This alternative would use different time limits to accommodate shorter visits in the central blocks, longer visits on surrounding streets, and all-day parking in peripheral areas. The four-hour free period in the currently free City lots would accommodate most downtown visits while charging for longer stays. Clear signs and consistent enforcement would be necessary to make these distinctions effective. Because on-street parking would be free, drivers would still have little financial incentive to choose a paid lot when a suitable free curb space was available.

### ALTERNATIVE 2: PAY BY THE HOUR WITHOUT TIME LIMITS

Under this alternative, premium core on-street spaces would cost $3 per hour with no time limit. For the general on-street spaces, stays of 30 minutes or less would be free. Longer stays would cost $2 per hour from the time the vehicle arrived, with no time limit. Peripheral on-street spaces would be free without a time limit. The two

currently paid City lots would charge $2 per hour. The two currently free City lots would provide four hours of free parking and then charge $2 per hour for additional time.

This alternative would place the highest hourly rate on the most convenient curb spaces. General on-street spaces and the currently paid City lots would have the same hourly rate, while the currently free lots would remain free for the first four hours. This would avoid making a less convenient off-street space more expensive than general curb parking. The short-stay benefit for general on-street parking spaces would accommodate quick stops without a charge. A driver staying longer than 30 minutes would pay for the entire stay rather than receiving a 30-minute credit. Because there would be no time limits in the paid on-street areas, drivers could remain in a space as long as they continued paying. The alternative would use price to influence parking choices without requiring drivers to leave after a fixed period.

### ALTERNATIVE 3: PAY BY THE HOUR WITH TIME LIMITS

Under this alternative, premium core on-street spaces would cost $3 per hour and have a two-hour limit. For the general on-street spaces, stays of 30 minutes or less would be free. Longer stays would cost $2 per hour from the time the vehicle arrived, with a four-hour limit. Peripheral on-street spaces would be free without a time limit. The two currently paid City lots would charge $2 per hour. The two currently free City lots would provide four hours of free parking and then charge $2 per hour for additional time.

The prices are the same as those in Alternative 2, but the time limits would place greater emphasis on turnover. The two-hour limit in the premium core would reserve the most convenient curb spaces primarily for shorter visits. The four-hour limit for general on-street spaces would accommodate longer visits while directing employees and other all-day visitors toward the City lots or free peripheral spaces.

### ALTERNATIVE 4: FLAT RATE IN THE DOWNTOWN CORE

Under this alternative, premium core on-street spaces would cost a flat $5 for up to two hours and would have a two-hour limit. General on-street spaces would remain free under current time limits. Peripheral on-street spaces would be free without a time limit. The two currently paid City lots would charge $2 per hour. The two currently free City lots would provide four hours of free parking and then charge $2 per hour for additional time.

The flat rate would treat access to a premium core space as a convenience worth paying for rather than charging according to the exact length of the stay. The charge would be simple to understand and would apply only to a limited set of high-demand spaces. The same $5 charge would apply to both short stops and two-hour visits. That could discourage some short visits from using the premium core and shift demand to the free general on-street spaces immediately outside it. This alternative would therefore create a strong distinction between the paid core and the surrounding free curb spaces.

### ALTERNATIVE 5: FLAT RATE IN THE CORE AND HOURLY FOR GENERAL SPACES

Under this alternative, premium core on-street spaces would cost a flat $5 for up to two hours and would have a two-hour limit. For the general on-street spaces, stays of 30 minutes or less would be free. Longer stays would cost $2 per hour from the time the vehicle arrived, with a four-hour limit. Peripheral on-street spaces would be free without a time limit. The two currently paid City lots would charge $2 per hour. The two currently free City lots would provide four hours of free parking and then charge $2 per hour for additional time.

This alternative would combine a flat charge in the premium core with an hourly charge in general on-street areas. The premium core would be reserved for drivers willing to pay more for the closest spaces, while quick stops

could still be made without charge outside the core. The City lots would provide less expensive or free options for longer stays, and peripheral curb spaces would remain available at no charge. This alternative would apply paid parking to more on-street spaces than Alternative 4. It would combine prices and time limits to encourage shorter visits in premium and general curb spaces and longer stays in City lots or peripheral parking. Drivers would need to distinguish between flat-rate and hourly parking areas and understand the time limits that apply in each.

## COMPARISON OF THE ALTERNATIVES

| Alternative | Premium On-Street | General On-Street | Peripheral On-Street | Currently Paid City Lots | Currently Free City Lots |
|---|---|---|---|---|---|
| Existing Conditions | Free with 2 hour limit | Free with 2 hour limit | Free with time limits (some unlimited) | $3 per hour - no time limit | Free all day parking |
| Alternative 1 | Free with 2 hour limit | Free with 4 hour limit | Free with no time limit | $3 per hour - no time limit | Four hours free, then $2 per hour |
| Alternative 2 | $3 per hour; no time limit | Stays of 30 minutes or less free; longer stays $2 per hour from arrival; no time limit | Free with no time limit | $2 per hour - no time limit | Four hours free, then $2 per hour |
| Alternative 3 | $3 per hour; two-hour limit | Stays of 30 minutes or less free; longer stays $2 per hour from arrival; four-hour limit | Free with no time limit | $2 per hour - no time limit | Four hours free, then $2 per hour |
| Alternative 4 | $5 flat rate; two-hour limit | Free under current limits | Free with no time limit | $2 per hour - no time limit | Four hours free, then $2 per hour |
| Alternative 5 | $5 flat rate; two-hour limit | Stays of 30 minutes or less free; longer stays $2 per hour from arrival; four-hour limit | Free with no time limit | $2 per hour - no time limit | Four hours free, then $2 per hour |

## POTENTIAL REVENUE GENERATION

The estimates below show the relative amount of money each alternative could collect. They are planning estimates rather than precise forecasts. Actual collections would depend on parking use, driver responses to pricing, payment methods, enforcement, compliance, operating hours, holidays, and the final rules applied within each parking area. All figures are rounded to the nearest $500. The on-street and City-lot estimates were rounded before calculating the displayed total.

REVENUE ESTIMATES

| Alternative | On-Street Revenue | Off-Street Revenue | Total |
|---|---|---|---|
| Existing Conditions | $0 | $80,500 | $80,500 |
| Alternative 1 | $0 | $88,000 | $88,000 |
| Alternative 2 | $318,000 | $74,500 | $392,500 |
| Alternative 3 | $340,500 | $73,000 | $413,500 |
| Alternative 4 | $203,000 | $69,500 | $272,500 |
| Alternative 5 | $344,500 | $73,000 | $417,500 |

### HOW THE ESTIMATES WERE PREPARED

The estimates for city-owned off-street lots use the City's actual and projected kiosk revenue as a reference, with planning adjustments for the charging hours under each alternative. The model assumes that approximately 85 percent of charges would be collected. Because Brevard does not currently charge for on-street parking, the on-street estimates are more uncertain than the City-lot estimates.

The model holds total parking demand constant and redistributes it among City-controlled spaces based on price, convenience, and time limits, subject to each parking group's capacity and use restrictions. It does not assume that paid parking would increase downtown visits. It also does not predict how many drivers might avoid downtown, shorten their visits, use private parking, or choose another form of transportation in response to parking charges.

Survey respondents were predominantly local, so their reported parking durations may not fully represent visitor behavior during the tourism season. For lower-season days, the model uses the survey distribution: 13 percent of stays under one hour, 46 percent between one and two hours, 30 percent between two and four hours, and 11 percent longer than four hours. For peak-season days, the model assumes somewhat longer visits: 10 percent under one hour, 35 percent between one and two hours, 35 percent between two and four hours, and 20 percent longer than four hours.

The model uses a representative length of stay for each duration category. For alternatives with a free stay of 30 minutes or less, the less-than-one-hour category is represented by a 30-minute stay and treated as free. The available data do not distinguish stays of 30 minutes or less from stays lasting between 31 and 59 minutes. The model may therefore understate collections if some stays in that category would exceed the free period. The data also do not identify repeat visits by the same vehicle, so the model treats each modeled 30-minute stay as eligible for the short-stay benefit.

For the annual estimates, 40 percent of operating days are treated as peak-season days and 60 percent as lower-season days. Other reasonable seasonal divisions were considered, including an even split between peak- and

lower-season days. The resulting changes were small compared with the broader uncertainty of predicting driver behavior, so separate seasonal estimates are not presented.

The estimates represent potential collections before expenses. They do not deduct payment-processing fees, equipment, enforcement, staffing, administration, maintenance, signs, or other operating and capital costs.

### POTENTIAL PROGRAM COSTS

For planning purposes, a paid-parking program may involve approximately $120,000 per year in personnel costs, $50,000 per year in operating and maintenance costs, and $20,000 per year in annualized capital costs. These figures are general planning allowances, not a proposed budget or vendor estimate. Actual costs would depend on the size of the paid-parking area, equipment and payment technology, enforcement methods, staffing, maintenance needs, and the alternative selected. The allowances have not been deducted from the potential collection estimates and should not be interpreted as a calculation of net revenue.

### USE OF PARKING REVENUE

North Carolina law treats revenue from on-street and off-street parking differently. Under G.S. 160A-301(a), proceeds from parking meters on public streets must be used to defray the cost of enforcing and administering traffic and parking ordinances and regulations. Under G.S. 160A-301(b), revenue from City-owned or City-leased off-street parking facilities may be pledged to repay bonds issued to finance those facilities or used for any other public purpose.

The Revenue Bond Act provides additional authority for financing parking facilities. Subject to the requirements of the Act and the applicable bond documents, G.S. 159-83(a)(7) allows a municipality to pledge all or part of its on-street parking-meter proceeds to the cost of operating, maintaining, and improving on-street or off-street parking facilities and to the principal and interest on revenue bonds or bond anticipation notes issued for those facilities.

The estimates in this chapter do not establish how much revenue would be available for a particular purpose or how much debt the parking system could support. Any proposed use or pledge of parking revenue would need to account for operating expenses, maintenance, reserves, financing terms, and applicable legal requirements.

## TESTING A NEW APPROACH

The parking counts provide a useful picture of current conditions, but Brevard has no recent experience with paid on-street parking. Any new approach would therefore begin with uncertainty about how drivers would respond, how much revenue would be collected, where parking might shift, and what level of enforcement would be needed. If the City changes its parking system, the selected alternative or a modified version should first be tested through a pilot program. Before the pilot begins, the City would need to confirm the parking-area boundaries, rates, short-stay rules, time limits, operating hours, treatment of holidays, payment methods, enforcement procedures, administrative responsibilities, and intended uses of the resulting revenue.

The pilot should include both peak-season and lower-season conditions. During the pilot, the City should monitor occupancy, parking duration, turnover, compliance, collections, operating costs, use of accessible and short-term spaces, spillover into nearby areas, and effects on businesses, employees, residents, and visitors.
The results should be compared with conditions observed before implementation. The City could then continue the system, adjust rates or time limits, change the parking-area boundaries, modify payment or enforcement procedures, or return to the existing system.

# Recommendations

## STRATEGY 1: IMPROVE PARKING SIGNAGE AND AWARENESS

### **ACTION 1.1:** Create a Clear, Coordinated Off-Street Parking Signage System

It should be readily apparent to visitors, residents, and downtown workers where they should park. A clear, coordinated off-street signage system should be developed that conveys whether parking is open to the public, hours of availability, and fees if applicable. Participating lots should use the same coordinated design regardless of ownership or operation.

Many listening session participants referenced this as a reason for people having difficulty finding parking. In addition to improving the visitor experience and ease of finding a place to park, the signage can be incorporated as part of an overall wayfinding system that highlights the City's character. In addition to the uniform design and clarity of parking signage, the placement of signage is critical. It is important that the signs are located in prominent and highly visible locations for motorists. If the City implements an overall wayfinding system, the parking signage should be integrated into the overall wayfinding system plan at strategic locations.

### **ACTION 1.2:** Work with Private Lot Owners to Implement the Coordinated Signage

A coordinated parking-signage system will be most effective if it includes privately owned lots that function as part of the publicly available parking supply. The City should invite private lot owners to participate voluntarily and provide signs that clearly distinguish general public parking, customer- or employee-only parking, shared parking available during specified periods, and paid parking. Participating owners would retain control over their properties, rates, restrictions, and operating hours.

The City can encourage participation by providing a standard sign package, assisting with fabrication or installation costs, and including participating facilities in public parking maps, wayfinding signs, and online information. Before identifying a privately owned lot as publicly available, the City should confirm its hours, fees, restrictions, and any applicable agreement or owner authorization. Implementation may occur in phases, beginning with private lots that provide an important part of the practical public parking supply.

### **ACTION 1.3:** Pursue a Coordinated Downtown Parking Payment System

The City should pursue a coordinated payment system that can be used across publicly and privately operated paid-parking facilities downtown. Participation by private operators would be voluntary, but the City should select a system capable of accommodating multiple operators, rates, time limits, and operating arrangements and should encourage private operators to adopt it. The objective is not to require uniform parking rates or rules, but to reduce the number of different payment systems that residents and visitors must navigate.

The selected system should serve the City's existing paid lots and be capable of expanding to additional City lots and on-street spaces if the City introduces paid parking in those locations. It should accommodate the selected hourly or flat charges, free periods, short-stay exemptions, and time limits. At least one payment method should be available that does not require a smartphone. Where a private operator does not participate, coordinated signs should clearly identify the applicable payment system, rates, hours, and available methods of payment.

*Conceptual illustrations of branding, parking information, and signage coordinated with cohesive graphic language. Created with the assistance of Gamma.ai.*







*Conceptual illustrations of wayfinding signage that integrates with parking signage and can be deployed across the City (with a particular focus and concentration in and around downtown). Implementation of this recommendation should coordinate the colors and branding with online educational tools and City-wide branding templates.*

## STRATEGY 2: INCREASE THE EFFICIENCY OF EXISTING PARKING

The occupancy observations did not identify a downtown-wide shortage, but they did show that demand is concentrated among on-street spaces and free public off-street parking in and near the downtown core. The following actions are intended to improve the distribution and turnover of existing parking while preserving convenient options for short visits, accessible parking in prime locations, and free longer-term parking outside the core.

### **ACTION 2.1:** Refine the Downtown Public Parking System

The City should evaluate the management alternatives presented in this study against the current system, considering parking availability and turnover, options for longer visits and downtown employees, costs to drivers, operating expenses, and potential funding for parking operations and eligible improvements. The City may select an alternative, combine or modify elements of several, or retain its current management structure.

If changes are determined to be necessary, the City should prepare an operating and financial plan identifying startup funding, recurring costs, staffing and enforcement responsibilities, payment administration, and intended uses of revenue. The plan should distinguish on-street and off-street receipts, account for operating expenses, maintenance, and reserves, and identify funding available for improvements consistent with the revenue requirements described in the Management Alternatives chapter.

Changes should first be tested through a pilot covering peak-season and lower-season conditions. Results should be compared with conditions before implementation, considering parking availability and distribution, user experience, actual revenues and costs, and whether the benefits justify the expense of operating the system. The City could then retain the approach, adjust its boundaries or operating rules, or return to its previous system.

### **ACTION 2.2:** Encourage Increased Utilization of Peripheral Parking

Parking remains available outside the most heavily occupied central blocks, including toward the east and west ends of Main Street and along South Broad Street near and south of the library. These spaces can accommodate longer visits and reduce pressure on the core, but only if drivers can identify them and reach their destinations conveniently.

The City should coordinate signs, public-parking maps, pavement markings, lighting, maintenance, and pedestrian improvements so that peripheral parking functions as a recognizable part of the downtown system. Priority connections should include routes between South Broad Street, the library area, public parking lots, and Main Street. These improvements should complement convenient accessible parking and passenger-loading areas within the core; peripheral parking should not be treated as an equivalent option for every person or destination.

If the City expands paid parking in the downtown core, implementation should include clear information about free peripheral options and priority improvements to the walking routes connecting those spaces with downtown destinations. Additional improvements may be phased as funding becomes available, including parking revenues available for eligible projects.

### **ACTION 2.3:** Develop Practical Employee and Long-Term Parking Options

Employees who arrive before most visitors can occupy free public off-street spaces for much of the day, reducing their availability for customers and visitors. The occupancy observations did not track individual vehicles or establish how long they remained parked, but local experience indicates that employee parking contributes to weekday use of the free City lots. Under the management approach retained or adopted by the City, long-term parking options may include City lots, free unrestricted peripheral spaces, and paid on-street spaces where longer stays are permitted. If the City introduces charges after four free hours in its currently free lots, employees and other long-term users

could continue parking there by paying for additional time. Downtown employers should communicate the available options to their employees and may choose to reimburse parking charges or make other arrangements.

The City should continue working with the Heart of Brevard, downtown employers, Transylvania County, institutions, and private property owners to identify additional shared or employer-sponsored parking opportunities. The existing employee-parking program arranged by the Heart of Brevard has attracted limited participation, partly because of its location, and should not be assumed to substantially change employee behavior by itself. Use of the paid City lots, unrestricted peripheral spaces, and any participating private facilities should be monitored so that the available options can be adjusted as needed.

### **ACTION 2.4:** Establish Event Parking Plans for Downtown and the Lumberyard

Major events can produce parking conditions that differ substantially from an ordinary weekday or weekend. The City should establish a repeatable event-parking framework with event organizers, downtown partners, and Lumberyard businesses. Each plan should identify public and authorized shared lots, temporary directional signs, accessible parking and passenger-loading areas, pedestrian routes, staffing, emergency access, and advance communication with attendees.

Downtown event plans should direct longer-stay visitors toward available peripheral parking while preserving accessible and short-term spaces near principal destinations. Lumberyard plans should direct drivers to the Depot lot and other authorized facilities while protecting business access and discouraging parking outside identified legal spaces. Larger events may warrant a temporary shuttle or golf-cart connection for older adults and other people affected by distance or topography.

### **ACTION 2.5:** Continue Monitoring Parking Conditions and Usage Trends

The fall 2025 and summer 2026 observations establish a baseline for future comparison. The City should repeat representative parking counts periodically to identify changes by season, day, time, location, and parking type. Additional observations should follow major changes such as the relocation of court operations, substantial development or redevelopment, changes to parking regulations, or the addition or removal of important public parking areas. Counts should be conducted during reasonably comparable periods and should document major events or unusual conditions that may affect the results.

Monitoring should consider whether demand is shifting among the downtown core, public off-street lots, peripheral parking areas, and the Lumberyard. A stable downtown-wide occupancy rate can conceal growing pressure within individual blocks or types of parking, so trends should be evaluated at both the system-wide and localized levels. Routine updates may focus on occupancy and remaining availability, while decisions involving time limits, enforcement, or paid parking may require information about duration, turnover, and compliance. Comparing these results over time will help the City identify emerging trends, determine whether management changes are working, and decide whether additional action is warranted.

If the City expands paid parking, ongoing monitoring should also compare actual revenues and operating costs with projections and identify funds available for eligible improvements after accounting for maintenance, reserves, and startup cost recovery. These results should be considered alongside parking availability, turnover, and user feedback when evaluating whether rates, hours, or other operating rules need adjustment.

## STRATEGY 3: IMPROVE MOBILITY AND ACCESS TO AND WITHIN DOWNTOWN

Improving downtown access requires both better connections from surrounding neighborhoods and more convenient movement between parking areas and destinations. Walking and bicycling can replace some shorter vehicle trips, while safer crossings, improved signal operations, additional reserved parking for drivers with disabilities, and event-based assistance can make downtown easier to navigate after people arrive. These actions build upon the adopted Brevard Pedestrian and Bicycle Plan while focusing on the mobility and access issues identified through this parking study.

### **ACTION 3.1:** Improve Walking Connections to and Within Downtown

The City should continue implementing pedestrian improvements identified in the adopted Brevard Pedestrian and Bicycle Plan, with particular attention to routes connecting nearby neighborhoods, public parking areas, the Ecusta Trail, downtown destinations, and the Lumberyard. Making these connections safer and more convenient can allow some residents and visitors to reach downtown without driving while also improving the usefulness of parking outside the central blocks.

Parking-related priorities should include maintaining and improving the existing connections between South Broad Street, the library area, and the downtown core, as well as the shared-use paths serving the Depot and the Lumberyard. Potential improvements may include removing or relocating obstructions where they restrict sidewalk width, improving lighting, repairing deteriorated surfaces, upgrading curb ramps, and improving street crossings. Particular attention should be given to the existing rectangular rapid flashing beacon (RRFB) equipped crossing along the Depot-Lumberyard connection and the lack of a convenient crossing at King Street between the path approaching from downtown and the Lumberyard side.

### **ACTION 3.2:** Evaluate Signal Timing on Main Street

During peak periods, drivers traveling on Main Street can encounter red-signal intervals of approximately two minutes at the Broad Street and Caswell Street intersections. Pedestrians can face similarly lengthy waits before receiving a walk indication, making it less convenient to cross between parking areas and downtown destinations. These delays are particularly significant for older adults and people with limited mobility and may encourage both drivers and pedestrians to proceed before receiving the appropriate signal.

The City should coordinate with NCDOT to document signal-cycle lengths, vehicle delay and queues, pedestrian wait times, crossing times, and time-of-day operating plans at both intersections. The evaluation should consider whether changes to timing, coordination, vehicle and pedestrian detection, or crossing intervals could reduce unnecessary delay while maintaining safe movement along the regional routes. Recommended changes should be tested through before-and-after observations.

### **ACTION 3.3:** Evaluate Additional Reserved Parking for Drivers with Disabilities

The City should evaluate opportunities to reserve additional centrally located parking spaces for vehicles displaying disability placards or plates. The review should focus on the high-demand central blocks and locations near civic, commercial, cultural, and other frequently visited destinations. Providing more close-in reserved spaces could reduce walking distances and make downtown more convenient for residents and visitors with mobility limitations.

Potential locations should be evaluated based on demand, proximity to destinations, street grades, sidewalk conditions, crossings, existing reserved spaces, and effects on the general parking supply. Any new spaces should comply with the requirements applicable to their location, but the purpose of this action is to provide more conveniently located reserved parking rather than to imply that every space and connecting route will be fully accessible and meet ADA requirements.

### **ACTION 3.4:** Conduct a Pilot Program for Remote Parking Shuttles During Events

Major events may require some attendees to park farther from their destinations than they would under ordinary conditions. For selected events, the City and its partners should consider piloting a shuttle, golf cart, or similar service between designated peripheral parking areas and event activity. The service should particularly assist older adults and other people for whom distance or topography creates a practical barrier.

Any pilot should identify the responsible operator, route, operating period, accessible boarding locations, insurance and safety requirements, and a clear method of informing attendees. Use, cost, operating reliability, and participant feedback should be documented before a permanent service or major equipment purchase is considered. Event-based assistance should supplement safe walking routes and accessible parking rather than replace them.

### **ACTION 3.5:** Improve Bicycle Connections and Parking

The City should continue implementing planned bicycle connections between downtown, nearby neighborhoods, the Lumberyard, and the Ecusta Trail. Bicycle parking improvements should support anticipated growth in bicycle travel by providing visible, convenient racks near key destinations. Follow-up observations after the trail is completed should guide additional locations and improvements as demand develops.

The City and the Heart of Brevard should work with downtown businesses and organizations such as the Brevard Bike Alliance to explore indoor storage or attended bicycle valet services for riders seeking greater security. Secure storage already offered during downtown events provides a model that business or nonprofit operators could adapt for more regular service, particularly during periods of heavy bicycle traffic.

The City and the Heart of Brevard should also engage businesses where owners regularly observe bicycles parked against storefronts or other objects because no rack is available nearby. A sponsorship, targeted grant, or matching-grant program could help these businesses install publicly available bicycle racks in locations where demand already exists. Grant-supported racks should allow secure frame locking, remain available to the public, avoid obstructing pedestrian routes, and be placed where visibility and nearby activity provide additional security.

# STRATEGY 4: PLAN FOR POTENTIAL FUTURE PARKING NEEDS

## **ACTION 4.1:** Identify and Evaluate Potential Parking Structure Locations

The following locations appear to have physical characteristics that could support further evaluation if a future need for structured parking is demonstrated. The conceptual capacities are preliminary estimates intended only to compare the relative potential of the sites. They do not account fully for design requirements, displaced surface parking, reserved spaces, property acquisition, or spaces associated with adjoining development.

Before advancing any location, the City or a development partner should complete a detailed feasibility study addressing ownership, site dimensions, topography, vehicle access, traffic circulation, pedestrian connections, utilities, stormwater, environmental conditions, compatibility with surrounding development, construction and operating costs, and potential funding. The evaluation should also identify the intended users and times of demand so that any future structure can serve complementary daytime, evening, and weekend uses.

**Potential Downtown Locations**

1. **Parking Lots Behind City Hall:** Two municipal parking lots and the adjoining privately owned Ace Hardware lot form a combined area approximately 120 feet wide and 233 feet deep. A preliminary concept indicates that a three-level structure could provide approximately 230 gross spaces. Development would require participation by the private property owner and careful consideration of access from Jordan Street, Caldwell Street, or both. Any future concept should maintain appropriate access to City Hall and contribute positively to the Main Street and England Street frontages.

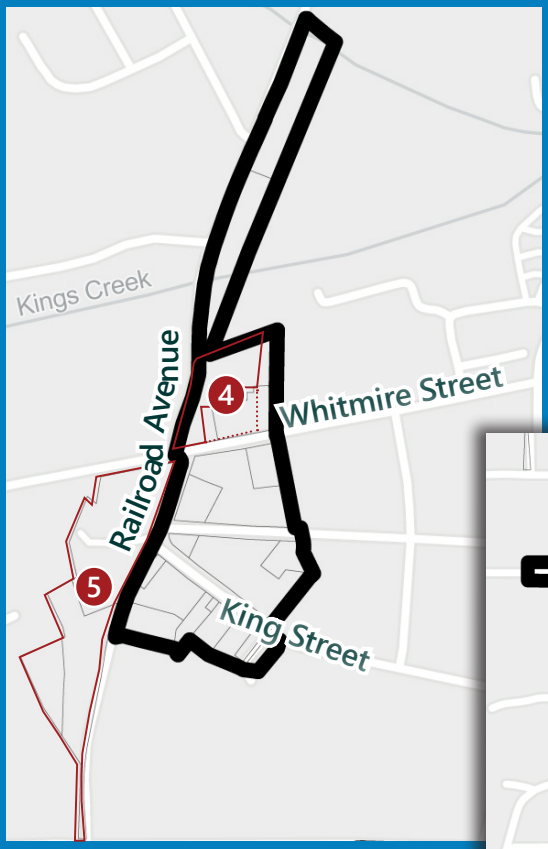
2. **Parking lots Behind the County Courthouse**: The County-owned parking area behind the courthouse could potentially accommodate a three-level structure with approximately 245 gross spaces. Vehicular access would most likely be provided from Probart Street, subject to more detailed design and traffic analysis. The relocation of court operations will change demand at this location and may create new opportunities, but the site should be reassessed after the County determines the future use of the courthouse and adjoining property. Any evaluation would require coordination with Transylvania County and should account for parking reserved for County employees, visitors, or future uses.

3. **Northeast Corner of Gaston and Jordan Streets:** This potential site consists of two parcels forming an area approximately 100 feet wide and 145 feet deep. Based on those dimensions, a conventional three-level parking structure could potentially accommodate approximately 110 gross spaces. A detailed test fit would be required to confirm vehicle access from South Gaston Street, East Jordan Street, or both; accommodate ramps, circulation, stairs, elevators, and structural elements; and determine the net increase after replacing the existing surface parking.

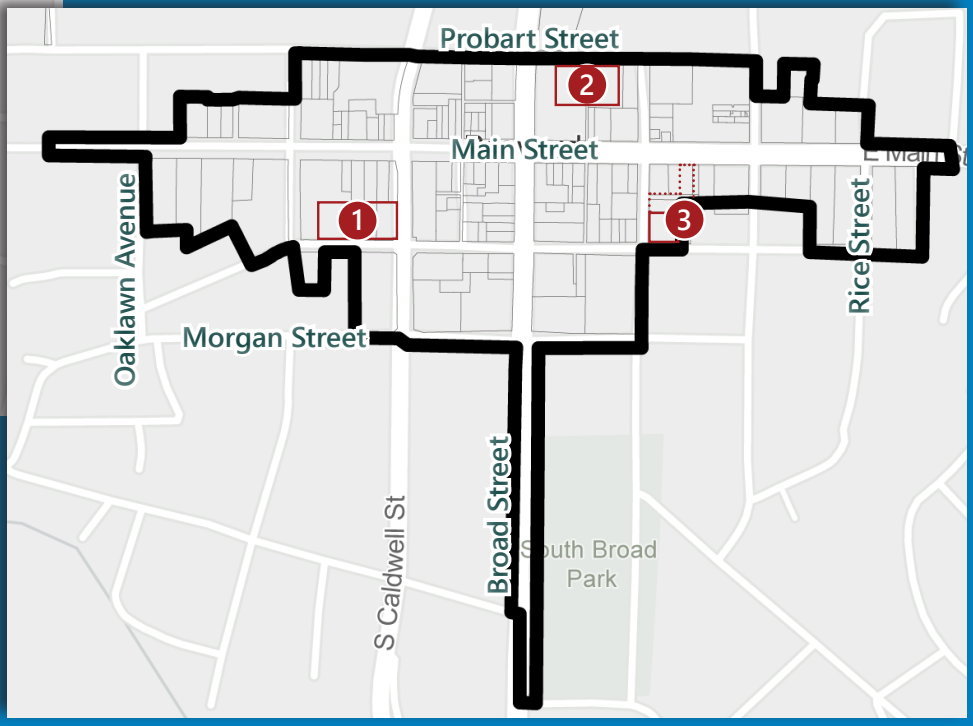
**Potential Lumberyard Locations**

4 **Parcels north of Whitmire Street and along Railroad Avenue:** One or more parcels in this area could potentially support a parking structure as part of future Lumberyard development. Preliminary concepts indicate a possible capacity of approximately 112 to 170 gross spaces in a three-level structure, depending on the property included and the design of adjoining development. Any structure should be evaluated as part of a coordinated development plan rather than as a stand-alone parking project.

5 **Private lots along Railroad Avenue and the future Ecusta Trail:** Several adjoining parcels under common ownership provide a larger potential development area. A preliminary concept indicates that a structure with more than 500 gross spaces could be incorporated into mixed-use development. The site may require environmental investigation or remediation, and its feasibility would depend on future development plans, property-owner interest, access, and the amount of parking needed to support on-site uses.




*The mapped locations are preliminary candidates for further evaluation rather than preferred sites or recommendations for construction. Some locations outside the study area may offer fewer physical constraints, but remote parking would serve downtown effectively only if paired with a dependable pedestrian, shuttle, or other transportation connection. Any future feasibility study should therefore compare both central and peripheral locations based on net parking gained, access, cost, and the users and periods of demand the facility is intended to serve.*



# Implementation

The recommendations in this study are intended to be implemented incrementally as funding, staff capacity, partnerships, and changing parking conditions allow. The implementation table identifies an anticipated timeframe, potential lead and partner organizations, a practical measure of completion, and the relative cost associated with each action.

Timeframes are classified as short term (one to three years), medium term (three to five years), long term (more than five years), or ongoing. An ongoing action should begin as soon as practical and continue at appropriate intervals. These timeframes are intended to guide priorities and may change as opportunities, funding, development activity, or new parking information emerges.

Relative costs are described as low, moderate, high, or project-dependent rather than as fixed dollar estimates. Low-cost actions primarily involve staff time, policy changes, coordination, or limited materials. Moderate-cost actions may require professional services, equipment, or smaller capital improvements. High-cost actions involve substantial construction or long-term operating commitments. Project-dependent costs vary according to the scope ultimately selected. These classifications are for planning purposes and should be refined before funding is committed.

Implementation should reflect the management approach retained or adopted by the City. If changes are selected, the City should establish startup funding and operating arrangements before launching a pilot. Continued operation should be guided by parking conditions, user experience, and actual revenues and costs. Grants, partnerships, and parking revenues available for eligible projects may support phased improvements, consistent with the revenue requirements described in the Management Alternatives chapter. Event transportation and additional parking capacity should be considered only when conditions warrant and after lower-cost management and access improvements have been evaluated.

## IMPLEMENTATION TABLES

| STRATEGY 1: IMPROVE PARKING SIGNAGE AND AWARENESS | | | | |
|---|---|---|---|---|
| **ACTION** | **TIMEFRAME** | **LEAD / PARTNERS** | **IMPLEMENTATION MEASURE** | **RELATIVE COST** |
| **1.1:** Create a Clear, Coordinated Off-Street Parking Signage System | Short term | City / Heart of Brevard | Adopt and install coordinated parking signs. | Moderate |
| **1.2:** Work with Private Parking Lot Owners to Implement the Coordinated Signage | Short term / ongoing | City / Lot owners | Add signs at participating private lots. | Moderate |
| **1.3:** Pursue a Coordinated Downtown Parking Payment System | Short term | City / Parking operators | Select a City system and seek voluntary private participation. | Moderate |

| STRATEGY 2: INCREASE THE EFFICIENCY OF EXISTING PARKING | | | | |
|---|---|---|---|---|
| **ACTION** | **TIMEFRAME** | **LEAD / PARTNERS** | **IMPLEMENTATION MEASURE** | **RELATIVE COST** |
| **2.1:** Refine the Downtown Public Parking System | Short term | City | Evaluate management alternatives and pilot changes if selected. | Moderate |
| **2.2:** Encourage Increased Utilization of Peripheral Parking | Short term | City | Improve signs and connections to peripheral parking. | Project-dependent |
| **2.3:** Develop Practical Employee and Long-Term Parking Options | Short term / ongoing | City / Heart of Brevard | Establish and monitor long-term parking solutions | Low |
| **2.4:** Establish Event Parking Plans for Downtown and the Lumberyard | Short term / ongoing | City / Event organizers | Use parking plans for major events. | Low |
| **2.5:** Continue Monitoring Parking Conditions and Usage Trends | Ongoing | City | Repeat comparable counts and review parking and financial performance. | Moderate |
| **STRATEGY 3: IMPROVE MOBILITY AND ACCESS TO AND WITHIN DOWNTOWN** | | | | |
| **ACTION** | **TIMEFRAME** | **LEAD / PARTNERS** | **IMPLEMENTATION MEASURE** | **RELATIVE COST** |
| **3.1:** Improve Walking Connections to and Within Downtown | Ongoing | City / NCDOT | Complete priority walking and crossing improvements. | Project-dependent |
| **3.2:** Evaluate Signal Timing on Main Street | Short term | City / NCDOT | Evaluate delays and test signal changes. | Moderate |
| **3.3:** Evaluate Additional Reserved Parking for Drivers with Disabilities | Short term | City | Identify suitable centrally located spaces. | Low |
| **3.4:** Conduct a Pilot Program for Remote Parking Shuttles During Events | Short to medium term | City / Event organizers | Conduct and evaluate an event shuttle pilot. | Project-dependent |
| **3.5:** Improve Bicycle Connections and Parking | Ongoing | City / Heart of Brevard | Advance connections and targeted parking improvements. | Project-dependent |
| **STRATEGY 4: PLAN FOR POTENTIAL FUTURE PARKING NEEDS** | | | | |
| **ACTION** | **TIMEFRAME** | **LEAD / PARTNERS** | **IMPLEMENTATION MEASURE** | **RELATIVE COST** |
| **4.1:** Identify and Evaluate Potential Parking Structure Locations | Long term, if warranted | City / Property owners | Complete feasibility review only if need is demonstrated. | Project-dependent |




BENCHMARK