City of Martinez

Downtown Parking Study

June 2022

NELSON NYGAARD

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EXECUTIVE SUMMARY

Downtown Martinez is remarkably dynamic, with a mix of civic and commercial activity that draws residents, visitors, and employees to the area. To improve the parking experience for all users of the downtown, city staff, in partnership with Nelson\Nygaard, conducted an in-depth assessment to recommend short and long-term strategies to (1) reduce overall parking demand; (2) shift parking demand toward underutilized modes and (3); keep parking availability at acceptable levels.

A thorough parking utilization study uncovered that parking demand does not meet or surpass the availability of on street and off-street parking. In 2019, before commuting changed due to the pandemic, parking utilization was below optimal peak-hour levels for the mid-day peak period. On average, more than 1,100 out of 3,040 off-street and on-street parking spaces remained available. Notably, on-street parking utilization for both unmetered (free) and metered spaces remained at 50%. Off-street lots operated on average at 87% during the peak weekday.

As we continue to navigate living through the undulations of the pandemic, we have not seen parking demand swing back to pre-COVID-19 levels. The study team conducted a second analysis looking at data from September 2021 which showed that on-street parking utilization, for both unmetered and metered spaces, was about 45% -- a five percentage-point reduction from 2018. This suggests that during the weekday peak**,** demand has gone down and on average, about 1,220 out of 3,040 off-street and on-street parking spaces are available**.** Moreover, parking utilization for off-street lots has also declined. As of September 2021, the off-street parking utilization rate is 70% during the weekday peak.

The continued availability of parking spaces suggests that that adding to the existing supply is not needed; however, there are parking corridors that are more popular due to their proximity to amenities and services. Individual blocks of Ferry Street, Main Street, Ward Street, and Green Street are also over 95% utilized, particularly east of Alhambra Creek. It is important to recognize that hot spots have an outsized impact on public perception of supply because high-demand parking spaces are the most convenient, familiar, and easiest to find locations.

The body of this report recommends opportunities to alleviate constrained streets through the implementation of (1) demand redistribution; (2) parking administration opportunities; and (3) demand reduction opportunities.

Refer to **Chapter 6: Recommendations:** for a list of recommended implementation steps and considerations including partnership opportunities, cost considerations, and how to prioritize strategies.

1 INTRODUCTION

Downtown Martinez is remarkably dynamic, with a mix of civic and commercial activity that draws visitors to the area. The downtown includes restaurants, grocery stores, religious centers, retail shops and cafés, government buildings, and local schools. The 2006 Downtown Specific Plan and the more recent Community-Based Transportation Plan (CBTP) emphasize the importance of enhancing the quality of life for Martinez residents, merchants, employees, and visitors by improving mobility, access, and parking in the downtown.

Therefore, the time is right to evaluate the effectiveness of the existing parking program and identify opportunities to manage current and future demand better.

This includes (1) reducing overall parking demand where feasible; (2) shifting parking demand toward non-drive-alone modes such as buses, biking, and scooters; and (3) keeping parking availability at acceptable levels among the most convenient, high-demand spaces.

In partnership with Nelson\Nygard, city staff conducted an in-depth assessment that included parking utilization studies, workshops, public surveys, and a review of previous documents to recommend short-term and longer-term actionable steps to improve the parking experience in Downtown Martinez.

2 EXISTING PARKING CONDITIONS

The key performance indicator for effective downtown parking assessments includes an understanding of the availability of public parking spaces throughout a typical week, and most particularly at times when, and places where, downtown activity and parking demand is the highest. Utilization and availability patterns across the downtown are as important to such an assessment as is the inventory-level balance of supply and demand because constrained availability in just a few locations can create a strong perception that "there is nowhere to park"—even when significant availability remains in many locations.

Nelson\Nygaard, in collaboration with city staff, completed a utilization and availability assessment using aerial imagery timestamped to dates that are recent but pre-COVID[1], and for days and times when peak demand most consistently affect downtown parking systems.

[1] Since early 2020, the project team's approach to parking utilization counts has emphasized the value of documenting demand patterns and intensities that are likely to represent core parking conditions that will endure beyond the pandemic.

The range of dates available also presented an opportunity to review off-peak demand across downtown to gain an understanding of where and when excess capacities present management opportunities to better leverage all parking assets.

Upon reviewing available aerial imagery, the study team collected data from three dates[2]:

- Wednesday, September 12, 2018, at 12:58 PM
- Tuesday, June 4, 2019, at 12:58 PM
- Tuesday, September 28, 2021, at 12:58 PM

METHODOLOGY

Parking Inventory

The data collection area was determined in coordination with city staff and includes major activity centers, commercial land uses, and select neighborhood blocks likely to be impacted by downtown parking demand. The data collection area was defined as the area between Berellessa Street, Susanna Street, Grandview Avenue, and Marina Vista Avenue. This covers all metered spaces, unmetered spaces closest to the downtown, and large off-street parking lots, including lots at the Amtrak Station, Courthouse, and County Jail. Parking inventory data was collected on 244 on-street blockfaces and at 14 off-street lots. Over one-third (38%) of on- and off-street parking in the data collection area is regulated by metering and/or time limits.

On-Street Parking in Downtown Martinez

The study team compiled a digital inventory of all public and key private parking resources in the data collection area, organized by type of parking facility. The inventory was collected using available analog documentation and aerial surveys from Nearmap and Google Street View[3]. Where parking spaces are not individually marked, the parking supply was estimated by dividing the total available curb length by 20', the length of a typical parallel parking space.

Off-Street Parking in Downtown Martinez

Of the 14 off-street parking lots that were assessed, five are privately managed and nine are publicly metered and include the lots belonging to the County. This includes the judicial complex. The study team did not count smaller (10 of fewer spaces) parking lots that are typically reserved as accessory parking for on-site tenants, residents, and

[2] As noted on the city's parking-map website, "The City welcomes over 200 new jurors every week." So, that would indicate that, while some days and weeks might be busier than others, there is a significant presence of jurors on most weeks and weekdays. Additionally, none of the selected dates occurred on a court holiday.

[3] Nearmap, like Google Earth, provides frequently updated, high-resolution aerial imagery

visitors. The intent is to present a comprehensive inventory of existing off-street parking resources, while focusing on resources that can meet public parking needs.

Total Parking Inventory

There are 3,040 parking spaces in the data collection area. Of these parking spaces, 73% of spaces are located on-street and 27% are off-street. Figure 4 summarizes the distribution of metered parking in the data collection area, by time-limit for both on-street and off-street parking. Of the metered spaces, more than half have a 10-hour time limit. Note: no public parking is managed by permits within the data collection area at the time of this analysis.

Figure 1 Downtown Martinez Total Parking Supply

	On-Street Unmetered	On-Street Metered	Off-Street[4]	Total
Supply	1,873	869	821	3,040

Figure 2 Downtown Martinez Metered Parking Supply

	2 hour	4 hour	10 hour	30 minutes	15 minutes	Total[5]
Metered Supply	224	283	630	21	5	1,163

Figure 3 Counted Off-Street Parking Lots

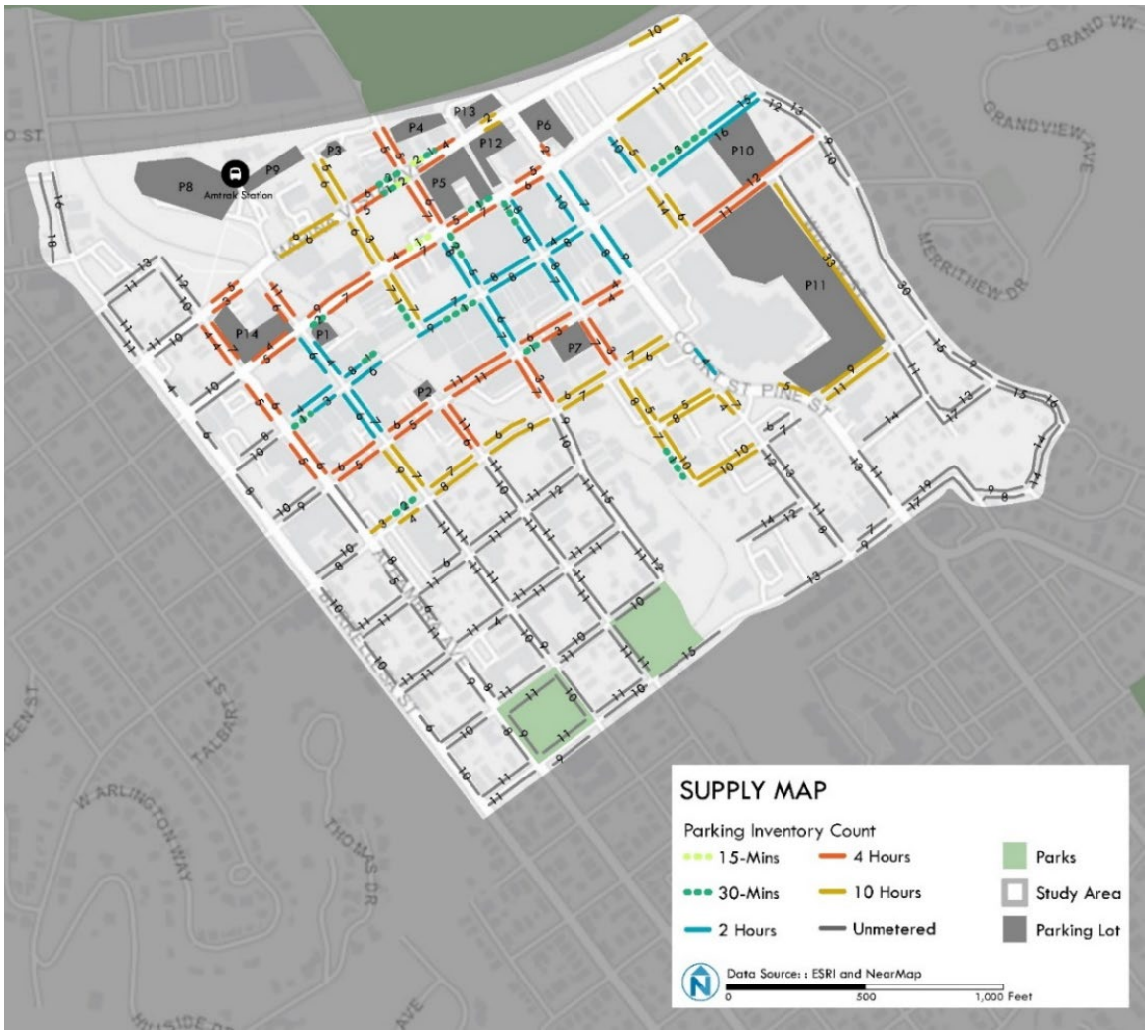
Map Label	Lot Location	Type	Metered/Unmetered	Spaces
P1	Castro and Escobar	Public – City Lot	Metered	11
P2	Ward and Estudillo	Public – City Lot	Metered	8
P3	Estudillo and Marina Vista	Public – City Lot	Metered	9
P4	Ferry and Amtrak	Public – City Lot	Metered	32
P5	Ferry and Marina Vista	Public – City Lot	Metered	64
P6	Court and Marina Vista - Lot 4	Public – City Lot	Metered	30
P7	Ward and Las Juntas	Public – City Lot	Metered	28
P8	Amtrak and Alhambra	Restricted – Train Station Parking	Permit	83

[4] The 14 lots counted includes large public metered lots and key private lots.

[5] This total includes lots and on-street metered parking.

Map Label	Lot Location	Type	Metered/Unmetered	Spaces
P9	Amtrak and Estudillo	Restricted – Train Station and Chamber of Commerce Parking	Permit	45
P10	Main and Grandview	Restricted – County Building/Court Parking	Unmetered	92
P11	Ward and Willow	Restricted – County Building/Court Parking	Unmetered	269
P12	Escobar and Las Juntas	Restricted – CCC College District Parking	Unmetered	50
P13	Amtrak and Court	Restricted – CCC College District Parking	Unmetered	38
P14	Alhambra and Escobar	Restricted – County Building Parking	Unmetered	62
	TOTAL			**821**

Figure 4 Downtown Martinez Parking System



The data collection area is defined as the area between Berellessa Street, Susanna Street, Grandview Avenue, and Marina Vista Avenue. Parking supply data was collected on 244 on-street blockfaces and 14 off-street lots. This covers all metered spaces, unmetered spaces closest to Downtown, and large off-street parking lots, including lots at the Amtrak Station, Courthouse, and County Jail. There are a total of 3,040 parking spaces in the data collection area. Of these parking spaces, 73% of spaces are located on-street and 27% are off-street.

Parklets

The term “parklet” refers to a curb-lane space that has been repurposed to create additional public space for people to use as a mini-parks, extended seating and eating spaces, or retail and vending space.

Prior to the pandemic, the City of Martinez established a program allowing businesses to request conversion of on-street parking spaces into parklets for their customers as extended seating and eating spaces. The rate of such conversions has greatly expanded during the last two years. Figure 5 is an inventory of parklet locations in the data collection area and the amount of parking spaces occupied by each parklet. Data was

provided by the city. In total, there are 17 parklets, occupying a total of 31 parking spaces in the data collection area.[6]

Figure 5 Parklets Located in Data collection area as of September 28, 2021

Business Name	Address	# of Separate Platforms	# of Parking Spaces Converted
States Coffee x Bread	606 Ward Street	1	3
Luigi's Deli and Market	537 Main Street	1	2
La Tapatia	536 Main Street	1	3
Pacifica Pizza	500 Main Street	1	2
Lemongrass Bistro	501 Main Street	1	1
Florence Italian Restaurant	521 Main Street	1	2
Market & Main	610 Main Street	1	2
Roxx on Main	627 Main Street	1	1
Papi's	712 Main Street	1	2
Guava Island Eats/Bar Cava	716 & 718 Main Street	1	2
Barrelista Coffee House	736 Main Street	2	3
Copper Skillet	811 Ferry Street	1	2
Slice of Italeigh Pizza & Cheesesteaks	802 Main Street	1	1
Taco Daddy	915 Main Street	1	2
Del Cielo Brewery Co.	701 Escobar Street, #A	2	3
	Total	17	31

[6] City of Martinez (2012) *Flex-space use policies, June 2012 application and agreement.* Retrieved from https://www.cityofmartinez.org/home/showpublisheddocument/2109/637816482076930000

Figure 6 Map of Parklets in Data collection area as of September 28, 2021

The City of Martinez allows businesses to apply for conversion of on-street parking into parklets for their customers to use as extended seating and eating spaces. The rate of such conversions greatly expanded during COVID-19. In total, there are 11 parklets, occupying a total of 17 parking spaces in the data collection area. As of Spring 2022, the parklet fee is $180 per quarter per parking space being converted[7]

PARKING UTILIZATION ASSESSMENT

The most essential performance indicator for effective downtown parking performance is the availability of public parking spaces throughout a typical week. This is especially

[7] Information about platform and existing fees are extracted from conversations with city staff.

critical when and where downtown activity and parking demand is high. Mapping utilization data illustrates the relationship between parking inventory and parking demand and helps identify parking constraints as well as areas where parking may go underutilized.

Parking Utilization Methodology

The parking utilization analysis targeted peak parking demand times. For Downtown Martinez the peak demand for parking is weekdays around noon when daytime workers are at their jobs and restaurants and retail shops are open. Parking counts were completed on days for which satellite imagery is available during peak times. Dates were selected that are recent and pre-COVID-19 to understand parking patterns before and after the pandemic.

Data Collection Dates[8]

- Wednesday, September 12, 2018, at 12:58 PM
- Tuesday, June 4, 2019, at 12:58 PM
- Tuesday, September 28, 2021, at 12:58 PM

Parking Utilization in Downtown Martinez

The following sections highlight key findings from an analysis of the utilization data noted above. To frame these findings, it is worth noting that 70%-85% utilization is generally considered optimal for on-street parking – with spaces well utilized, but availability being consistent enough that drivers can find a space on each block. For off-street facilities, 90-95% utilization is considered optimal, as these facilities can capture the "search traffic" that higher utilization can create.

The following maps present data findings by location, for on-street and off-street facilities, by survey date. In each map, the following can be interpreted from the colors indicating utilization levels:

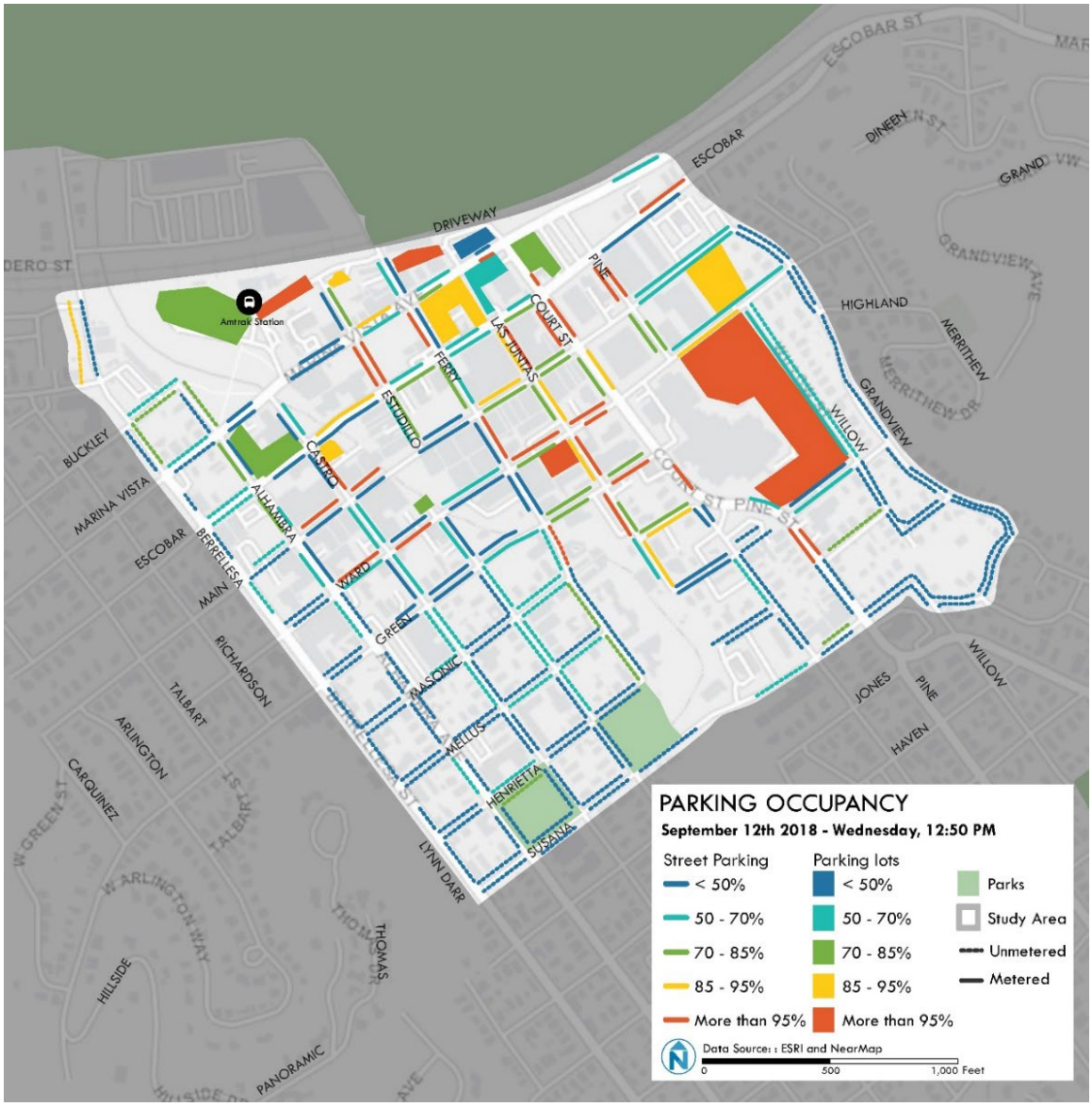
- **Red-Orange** – These blocks and lots are at capacity
- **Yellow-Orange** – For off-street lots, this is the optimal level of utilization; for on-street this is an acceptable level of utilization, but a bit higher than the ideal
- **Green** – For off-street lots, this is an acceptable level of utilization, but a lower than the ideal for peak-demand periods

[8] In speaking with the courts located in Martinez, the following qualitative information was shared: Wednesday, **September 12, 2018:** court was in session and all available jurors called in between 10 AM and 1 PM. **Tuesday, June 4, 2019** – Court was in session, but no jurors were called in. **Tuesday, September 28, 2021:** court was in session and all available jurors called in at 10 AM, 1 PM, and 4 PM. "One of the busiest court days in recent memory…"

- **Blue** and **Aqua-Blue** – These blocks and lots are underutilized, offering significant opportunity to capture more demand and reduce pressure on more constrained blocks and lots

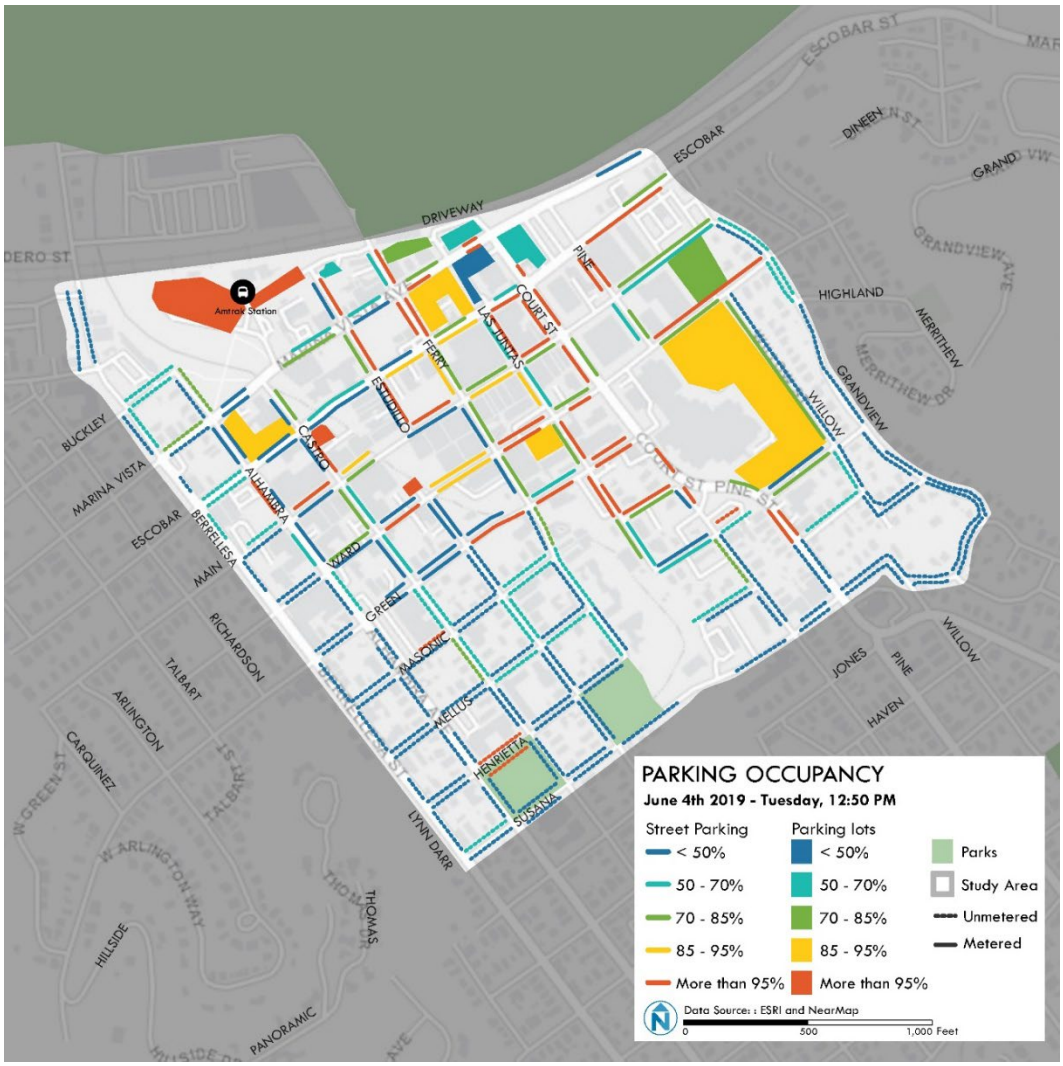
Visual Summary

Figure 7 Parking Utilization – Sept 12, 2018



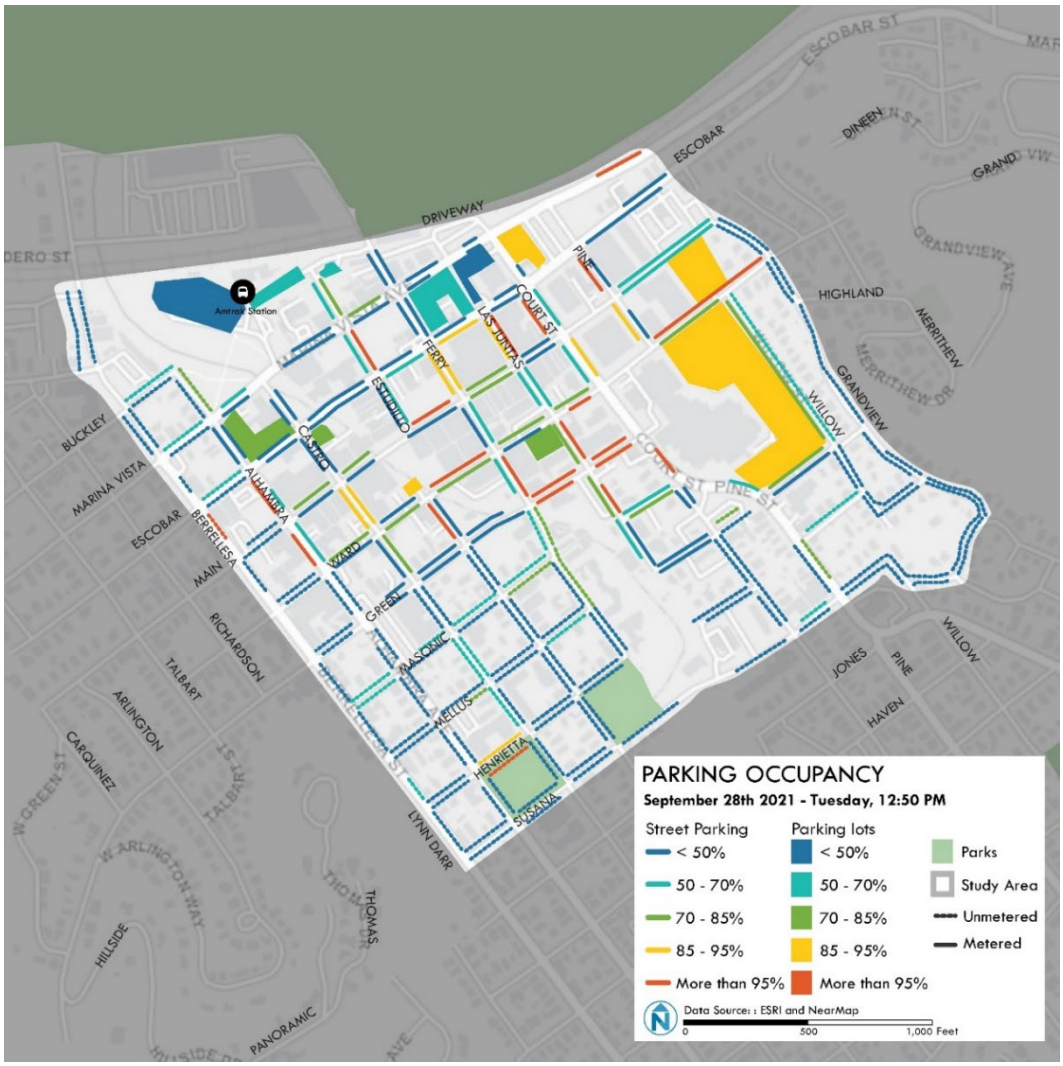
The September 2018 parking utilization analysis illustrates that the most constrained blocks are in the heart of the downtown, adjacent to Main Street. At the midday peak, it wasn't easy to find parking in off-street lots, particularly those nearest to the courthouse, on the eastern side of the collection area. However, streets in the southwest corner are underutilized, with few blocks showing utilization above 70% at the busiest time of day.

Figure 8 Parking Utilization – June 4, 2019



The June 2019 parking utilization analysis illustrates that the most constrained blocks were adjacent to the downtown retail corridor. The map shows that parking availability eased up at the off-street lots, but it's important to recognize that the study collected information for a point in time. The dip in utilization might be an anomaly for typical off-street parking patterns, especially if the court was not in session.

Figure 9 Parking Utilization 3 – September 28, 2021



The third analysis was conducted in 2021 when merchants, residents, and downtown visitors were settling into a new normal. While more people were driving downtown for work and leisure once again, we did not see the same level of parking demand. Both on-street and off-street spaces showed between 50 and 70% occupancy at the midday peak, and only a few areas were constrained.

Impacts of COVID

Prior to the COVID-19 Pandemic

Within the data collection area, parking utilization was below optimal peak-hour levels for the mid-day peak period.[9] On average, more than 1,100 out of 3,040 off-street and on-street parking spaces remained available. Notably, on-street parking utilization for both unmetered (free) and metered spaces, remained at about 50%. Whereas off-street lots operated beyond the sweet spot (75% - 85% utilization) with 87% of parking off-street spaces utilized during the peak weekday.

September 2021[10]

A count was collected in the Fall of 2021. Since the pandemic, day-to-day travel behavior has changed, and more people are making fewer weekday trips to work. As such, the on-street parking, for both unmetered and metered spaces, is 45% (a five percentage-point reduction from 2018). This suggests that during the weekday peak, demand has gone down and on average, about 1,220 out of 3,040 off-street and on-street parking spaces are available. Moreover, parking utilization for off-street lots has also declined. As of September 2021, the off-street parking utilization rate is 70% during the weekday peak.

Of importance, despite the courts being in session on September 28, 2021, parking utilization was less than pre-pandemic levels.

Figure 10 Systemwide Utilization Analysis, Weekday Mid-Day

Collection Dates	Time Period	On-street Unmetered		On-Street Metered		Lots		Total	
		#	%	#	%	#	%	#	%
September 12 2018	Pre-COVID	535	40%	583	67%	716	87%	1834	60%
June 04 2019	Pre-COVID	525	39%	633	73%	705	86%	1863	61%
September 28 2021	During COVID	474	35%	525	60%	575	70%	1574	52%
Supply		**1350**		**869**		**821**		**3040**	

[9] Parking utilization is considered optimal around 75%-85% utilization for on-street facilities and ~95% for off-street facilities. At higher utilization, facilities become "functionally full" and it is difficult and frustrating to find a space. Facilities that are below this level, however, have many unused spaces that could accommodate demand that is concentrated elsewhere or does not exist.

[10] While the pandemic is still a factor in how we travel, many have returned to their office and more traditional work and commute patterns. We consider September 2021 as a new normal as it is not likely that drivers will return to a pre-pandemic behavior pattern, particularly as telecommuting becomes more common.

Utilization levels and patterns identified through these occupancy counts are presented in maps on the following pages, with key findings summarized immediately below.

Key Constrained Locations

Estudillo Street, Las Juntas Street, and Court Street attract above-average demand, with several blocks consistently at or above 95% utilization during peak times – see the table below for details.

Figure 11 Downtown Martinez's Most Constrained (95% Utilization Blocks)

	September 2018	June 2019	September 2021
Estudillo Street	Between Marina Vista Avenue and Escobar Street	Between Main Street and the Amtrak Station Area	Between Marina Vista Avenue and Escobar Street
Las Juntas Street	Between Escobar Street and Main Street; Between Ward Street and Masonic Street	Between Escobar Street and Main Street; Between Ward Street and Masonic Street	Between Escobar Street and Main Street
Court Street	Between Escobar Street and Main Street	Between Escobar Street and Ward Street; Between Thompson Street and Mellus Street	Between Escobar Street and Main Street; Between Thompson Street and Mellus Street

Additionally, the block of Henrietta Street in front of City Hall is frequently well utilized, though not as constrained as the above blocks, and not consistently well-utilized on both sides of the street or for multiple blocks.

Key Underutilized Locations

Overall, metered on-street parking averaged 66% utilization, suggesting that the above locations of high-demand are offset by far more blocks that can be considered underutilized. Among the streets found to be particularly underutilized, Berellessa Street, Alhambra Avenue, and Estudillo Street had the lowest utilization. Unmetered on-street parking has an average utilization rate of 38%.

Off-Street Facility Preference

In general, off street lots have higher utilization than their adjacent on-street segments, ranging from 86-87% utilization pre-COVID-19, and 70% during COVID-19. The parking lot with the highest utilization rate is the County Jail parking lot, which has utilization rate between 85% to 95% in pre-COVID-19 counts. Counts during COVID-19 show that the County Jail is a popular option for weekday employees to park their vehicles with an

88% utilization rate. The Amtrak parking lot was also found to be at or above optimal utilization before COVID-19, and less than 50% utilization during the COVID-19.

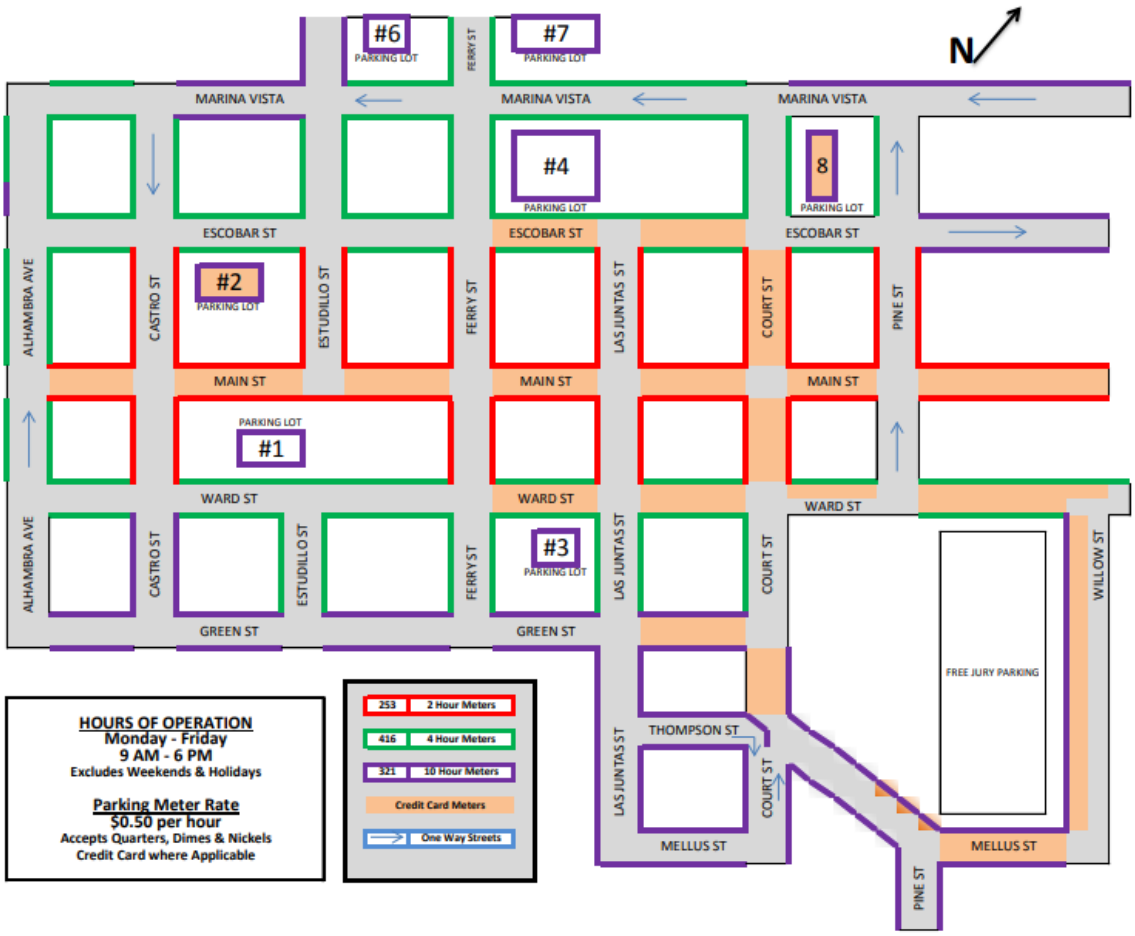
Conclusion

Based on the preceding parking utilization assessment, the existing parking supply in the data collection area meets the current demand. However, there are a handful of highly utilized streets like Ferry Street, Main Street, Ward Street, and Green Street where it is difficult for employees, merchants, and visitors to find parking. Often, such pockets will have an outsized impact on public perception of supply because high-demand parking spaces are the most convenient, familiar, and easiest to find locations.

3 EXISTING PARKING MANAGEMENT APPROACHES

OPERATIONS AND MANAGEMENT

Figure 12 Downtown Parking, by time-limit



The downtown is apportioned into time-limited zones between 2-hours and 10 hours. The parking meter rate does not fluctuate based on the location of the parking space; all meters are set at 50 cents per hour, which is significantly lower than the average cost of hourly parking in comparable city centers. Prevailing market rates for on-street spaces in the most sought-after locations typically start at $1.00 per hour.

Drivers arriving to Downtown are required to pay for parking Monday through Friday, between 9 a.m. and 6 p.m. There are 800 meters that are in operation and according to city staff, 200 are coin operated. As noted in Figure 12, there are three district time-limit

zones: 2-hour, 4-hour, and 10-hour zones. While all meters charge 50 cents per hour and accept cash payment, only a portion accept credit cards.[11]

Note: During the pandemic, parking was free, and time-limits were paused, and due to a backlog of maintenance requests, many remain out of service.

The administration and management of the parking program are housed within the Finance Department. Day-to-day tasks are managed by a Senior Accountant who updates the parking revenues record and an Account Technician, who distributes parking permits, processes requests for flex spaces, and coordinates with public works for matters concerning coin retrieval from the meters and maintenance requests.

Note: Maintenance staff are responsible for repairing meters and responding to broken-meter notices as they do for other municipal assets, like electrical repairs and water meter upgrades.

In the past, a dedicated staff person was responsible for supervising parking tasks – from the maintenance of meters to leading operations, collections, and citations. However, as of Spring 2022, the position remains vacant. During an interview with the Finance and Public Works teams, city staff advocated for a more streamlined process. This can be accomplished by reintroducing a dedicated staff person to oversee the abovementioned tasks by managing staff members across various city departments. Note: this position is likely to be filled by a new Senior Analyst hired in the City Manager's Office as of June 2022.

Moreover, the city contracts out to IPS, the vendor of the Smart Parking Meter. While IPS can be hired for other parking management services, like enforcement and citation solutions, demand-based pricing management, and mobile payment, the city has not opted to engage with these additional offerings. During the interviews, city staff shared their interest in exploring opportunities to contract more parking management-related tasks to a third-party company, like IPS, to alleviate staffing constraints.

CITATIONS AND ENFORCEMENT

Parking enforcement is conducted through the Police Department. Typically, two parking enforcement assistants monitor the downtown. However, during the pandemic, enforcement and citing was paused and has yet to be reinstated. Fees from collected citations go into the General Fund – the main source of funding to support ongoing operations, staffing needs, and maintenance.[12]

[11] Meters are set per a city ordinance and must be approved by City Council to make fee changes.

[12] City of Martinez. *Appendix A of* the *Martinez Downtown Specific Plan.* Retrieved from https://www.cityofmartinez.org/home/showpublisheddocument/1949/637816474544270000#:~:text=A.1.1%20City%20General%20Fund,capital%20or%20one%2Dtime%20purchases.

Figure 13 Number of Citations, by Year at time-limited and metered parking spaces

Vendor	FY 2019	FY 2019	FY 2020	FY 2021	FY 2022	Total
CITEZONE.COM	19	19	375	72	42	508
PASSPORT LABS, INC	N/A	N/A	6	15	12	33
STATE OF CALIFORNIA	11		14	12	4	41
Grand Total	**30**		**395**	**99**	**58**	**582**

Figure 13 Citation fee totals, by Year at time-limited and metered parking spaces

Vendor	FY 2019	FY 2020	FY 2021	FY 2022	Total
CITEZONE.COM	$144,676.50	$36,107.76	$2,772.00	$1,479.00	$185,035.26
PASSPORT LABS, INC	N/A	$13,984.00	$11,579.22	$4,039.00	$29,602.22
STATE OF CALIFORNIA	$69,072.00	$37,669.00	$3,472.00	$491.00	$110,704.00
Grand Total	**$213,748.50**	**$87,760.76**	**$17,823.22**	**$6,009.00**	**$325,341.48**

Citations, when paid, can bring in a substantial amount of funding into the General Fund. There are opportunities to redistribute revenue from parking citations into a dedicated parking-related fund that can support mobility, safety, and access projects to reduce the administrative and operational burdens that the existing city departments identified during their interviews with the study team.

4 PUBLIC INPUT

To add to the quantitative findings related to parking utilization, the study team conducted interviews and group discussions with city council members, city staff involved with parking operations and administration, wayfinding and streetscape conditions, and other key aspects of the downtown parking system to inform the proposed recommendations.

At the completion of the task, the study team had a clearer understanding of key city parking administration practices, including but not limited to pricing and permitting, enforcement staffing, practices, existing parking technologies, administrative staffing, and approaches to metering.

In addition to feedback from city staff, it was important to learn from the public.

The team conducted two workshops, one for property owners and developers and one small business owners. The meetings provided a forum to directly convey information on the study and in turn gather input on participants' specific mobility and parking issues and concerns, uncover potential challenges, and identify potential recommendations.

The study team shared the parking utilization data with participants at both workshops. Most of each workshop involved hearing participants' concerns, observations, needs, and preferences related to parking in downtown Martinez. This format allowed the team to obtain an awareness of parking experiences as well as concerns from a range of users.

A parking study provides a unique window of opportunity to significantly increase stakeholders' influence on study outcomes, while also gaining unique insights into the challenges, logistics, and tradeoffs of maintaining a public parking system in support of a walkable, vibrant downtown.

The following is a summary of key findings from city council conversations and workshops with the public.

Interviews with Council Members

Members of the Martinez City Council recognize that there are parking constraints adjacent to key blocks in the Downtown, including Main Street and Ward Street. However, despite these constraints, there is an understanding that the city has less of a parking problem and more a proximity problem.

Council members, speaking on behalf of the business community, noted that parking spaces are available in the downtown; however, the most desirable spaces are often occupied, and people must park a few blocks beyond their destination, which people are not used to.

Workshop for Property Owners

On Friday, January 14, 2022, the study team held a workshop with Downtown Martinez property owners. Participants provided the following feedback related to metering, parking supply, and enforcement.

- **Parking Supply:** New development could lead to a higher demand for parking. If that's the case, should we consider adding more parking? The empty lot where Sal's once stood would be a great location for a surface parking lot.
- **Meter Pricing/Enforcement:** Overall, there is support to increase parking fees, particularly for certain blocks like near the courthouse when judges and jurors are coming in for appointments. It was also noted that there has been a lack of enforcement for the past two years, which has also impacted parking availability in the area.

Workshop for Business Owners

On Thursday, December 16, 2021, the study team held a workshop with Downtown business-owners. The topics discussed by participants included the overall parking supply, impacts on businesses, and city communications and operations.

- **Parking Supply:** Participants noted that the Downtown parking supply is impacted by the courthouse and like the property owners, are interested in learning more about the prospect of building a parking structure where Sal's was formerly located, now known as, Lot 4 (Northwest corner of Escobar and Ferry Street intersection). Moreover, participants desire more accessible parking to support residents and visitors with physical disabilities.
- **Safety:** Business owners mentioned the lack of parking availability affecting their staff. When there is no parking available near their workplaces, employees must park further away, and a lack of adequate lighting has led to employers and workers feeling unsafe.
- **Communication/Operations**: Participants voiced concerns for general communications around parking – particularly around changes to parking demand and ongoing parking operations. One participant mentioned that some meters in the Downtown area are not working, and the city has failed to communicate whether they will be fixing or replacing them. Some business owners also mentioned they would like advanced notice about street fairs and other events that impact parking availability.

Public Outreach – Online Survey Results

Following the workshops with property owners and businesses, the study team was scoped to coordinate an opportunity for expanded public outreach. The team found that the most effective way to collect additional public opinion was through a short online public survey. In April 2022, the study team launched a survey which received 237

responses. Figure 14 provides an overview of the questions that were focused on high-level recommendations to gauge public interest in key parking management strategies.

Figure 14 Public Survey Responses (Total Responses = 237)

Survey Questions	Public Responses			
Should the City explore the following parking management strategies?	**Yes**	**Yes (%)**	**No**	**No (%)**
▪ Updating the existing parking meter program	50	22%	179	78%
▪ Improving lighting and wayfinding signage in the downtown	163	71%	69	29%
▪ Building a downtown parking garage to add more parking spaces	139	62%	84	38%
▪ Improving bus and biking options to and from the downtown	147	63%	84	37%
▪ Expanding the parklet program and outdoor dining/retail street closure program	169	74%	60	26%

Public Outreach – Online Survey Results, Comments

Respondents took the opportunity to provide additional information and commentary for each of the above-mentioned survey questions.

Appendix A includes the public's qualitative comments from the survey.

Public Input – Key Takeaways

While there are divided opinions about how to manage and improve the downtown parking supply, residents are invested in improving access and parking availability for all users. There is a general interest to expand placemaking features, like the parklets to create a pedestrian-friendly environment that brings in more visitors. Many see the benefit of improving bike infrastructure to and from the downtown but seek more information about whether it is equally prudent to pursue transit-related investments, vocalizing uncertainties about peoples' interest in traveling by transit. While many people support the construction of an off-street parking structure, concerns were raised about how to fund such a significant capital investment.

5 PARKING STRUCTURE COST ANALYSIS

An overview of parking structure design options

In coordination with Watry Design, Inc. a firm who has extensive experience studying the feasibility of structured parking solutions for municipal downtowns, the study team considered opportunities to expand the downtown parking supply through the development of an off-street parking structure on the existing Lot 4. Watry provided the study team with three cost proposals, assessing the viability of each option based on relative feasibility, estimates of how much new parking could be created and acquired, relative cost per new space gained, and timeline for implementation.

Each option considers the city's current zoning requirements, and an alternate parking geometric design commonly seen in most cities. The area has a 40-foot height limit and requires active street frontages, which influences the parking design. A 40-foot height limit allows for a four-level parking structure with typical 11'-6" floor to floor heights. All three options also leave approximately a third of the site for a retail or commercial building along Ferry Street, consistent with the policy guidance in the 2006 Downtown Specific Plan.

Design 1: Parked-on ramp with 2-bays

The first option features a two-bay park-on ramp using the city's parking geometrics of 9' by 20' standard stalls and 25' drive aisles. Due to the length of the site, both sides of the building need to be ramped in this scheme. One of the advantages of a park-on ramp is that the parking circulation doubles as the vertical circulation, making it the most efficient. However, the biggest disadvantage in this case is that there is no flat parking, and most of the vehicles will need to park on a sloped ramp.

These minimum dimensions will be challenging in a long-span parking structure due to the typical grid spacing and structural limitations. A 62' grid-to-grid span is a common and efficient structural system. However, a 20' long stall with 25' drive aisles require 65' grid-to-grid spans. This is longer than what a typical 36" deep beam can handle, and the structure would need to have taller floor-to-floor heights to accommodate a deeper beam. The upsized structure in addition to the increased building area will increase construction costs.

Design 2: Parked-on ramp with 2-bays, smaller parking stalls and driving aisles

The second option is identical to the first but utilizes a slightly smaller parking stall and drive aisle size of 18' by 9' with 24' drive aisles. This is still a very comfortable parking stall geometric; the most common minimum parking stall size is 18' by 8.5' with 24' drive

aisles, so the 9 feet wide stall still provides a slightly larger space to provide a higher level of service.

Design 3: Speed ramp with 2-bays

The third option is Watry's recommended plan for this site. It is a 2-bay structure like options 1 and 2; however, it is separated by a speed ramp in the center. Although this plan requires a more significant footprint due to the ramp, there are a couple of notable advantages. All the parking will be on a flat surface instead of a sloped ramp which is more user-friendly. Also, speed ramps offer faster circulation up and down the building since the ramp doesn't double as the parking drive aisle.

Parking structure costs

The estimate of probable cost is developed from Watry's database of unit costs and extensive experience working on parking structure projects. The costs include construction costs with reasonable contractor fees, a 10 percent design contingency, and escalation of 4% per year to the midpoint of construction in two years. This reflects the most current market conditions as of May 2022.

Note: These costs do not include construction contingencies, design fees, land costs, or other "soft costs." Additionally, the estimates noted in Figure 15 do not represent a comprehensive cost estimate or an individual contractor's method.

Figure 15 Cost Estimates, by parking structure design

Design	Number of Levels	Number of Stalls	Total Building Area	Total Construction Cost	Cost Per Stall
1	4	262	101,918 sq. ft.	$16.2 million	$61,800
2	4	250	92,500 sq. ft.	$15.2 million	$60,900
3	4	290	116,580 sq. ft.	$17.4 million	$59,800

6 RECOMMENDATIONS

Demand Redistribution Opportunities

1. Adjust parking rates and limits along the most popular streets in Downtown

While this study shows there are enough parking spaces Downtown to meet current demand, several streets in the heart of Downtown are constrained because they are closest to frequently visited locations. A slight increase in the parking fee for these spaces would employ a proven-effective tactic to make other, underused downtown areas more appealing. Doing so would also improve availability along the most popular streets like Estudillo Street, Las Juntas Street, Court Street, Main Street, and Ward Street. Currently, metered parking is separated into three zones based on time limits (2-hour, 4-hour, and 10-hour zones); however, the rates are constant at 50 cents per hour. Prevailing market rates for on-street spaces in the most sought-after locations typically start at $1.00 per hour.

Implementation Steps:

1. Gradually increase parking fees so that parking rates for the highest demand public off-street facilities and on-street spaces reflect actual demand. Typical target utilization rates for effectively managed parking systems are 85%-90% per block face for on-street spaces and 90-95% for off-street facilities.
2. Use the meter rate updates to create higher-priced “premium” and lower-priced “value” zones. Differentiating areas through pricing will allow primary retail blocks to have the price required to create more available spaces, without unduly raising rates on outer and less utilized blocks. The City may consider offering free parking for the first hour of metered parking in value zones to ease drivers into on-demand pricing.
3. Set parking time limits to serve intended visitors. Most on-street spaces geared towards dining and “park-once” retail allow for at least two hours of parking. Some locations with high turnover of visitors may benefit from shorter time limits, while more extended time limits should be permitted at off-street facilities with the lowest utilization.
4. Install signage about parking regulations that clearly communicates restrictions and time limits. This signage should be provided in a manner that is uniform throughout Downtown to limit confusion and enhance a sense of place.
5. Define a rate-setting approach that is based on maintaining availability and customer choice.
6. Secure City Council approval to make rate changes at the City Manager level, based on a defined process of utilization monitoring, performance targets, and rate-adjustment frequency and increments.
7. Post this process on the City’s parking information webpage to provide transparency and a rationale for how parking rates are set.

Implementation Considerations:

Timeline	Key Partners[13]	Cost Factors
Steps 1 – 3: 1 to 2 Years	Public Works Department, Finance Department, City Manager's Office, Transportation Consultant Team	Staff Time Only.
Step 4: 1 to 2 Years	Public Works Department	$5-10,000 for new signs
Steps 5 – 6: 2 to 3 Years	Public Works Department, Finance Department, City Manager's Office, Transportation Consultant	Staff Time Only
Step 7: 1 to 3 Years	City Manager's Office	Staff Time Only

2. Improve parking wayfinding to guide drivers to "right-fit" parking options

Wayfinding helps orient visitors, shoppers, and residents alike, pointing them to area parking facilities, retail establishments, pedestrian and bicycle access routes, and other important destinations. Wayfinding strategies seek to efficiently coordinate movement within an area, pointing travelers of all modes to the best access routes for their destination. It represents an important part of a comprehensive parking management strategy and improving the appeal of a downtown district for visitors and customers.

Implementation Steps:

1. Install wayfinding signage at key gateways (such as Alhambra Avenue, Pine Street, and Marina Vista Avenue) and secondary downtown streets to direct visitors to public parking facilities and other key destinations (such as Escobar Street, Main Street, Court Street, and Ward Street). The signage should be geared toward all travel modes including drivers, bicyclists, and pedestrians. Additional information such as maps or estimates of travel times could be included. Focus on guiding visitors to right-fit parking options.
2. Consistently place signs at lot entrances that emphasize visitor parking locations.
3. Mark bike parking locations on Downtown Martinez maps and any other wayfinding maps.
4. Evaluate and consider the installation of dynamic wayfinding signage that directs drivers to parking facilities based on real-time availability of spaces. Dynamic signage can also be used to convey the pricing of different available parking options.

[13] Key partners are internal city departments and external teams that should be a part of the implementation process. Depending on the development and implementation phase, particular departments and city staff members will take on more prominent roles and commitments over time.

Implementation Considerations:

Timeline	Key Partners	Cost Factors
Steps 1 – 4: 1 to 3 Years	Public Works Department and Community Development Department	$25,000 for sign design, new signs, and installation

Supply Expansion/Replacement Opportunities

3. Explore expanding the supply of parking spaces via private-sector investments.

In almost all scenarios, it is better and less expensive for a city to first increase the efficiency of how the existing supply of parking is used, than to build more spaces. More efficient use of existing parking supply yields economic benefits to the community, since property owners can make money from their underused parking supplies, and the city can benefit from businesses operating on land that would otherwise be given over to parking. Fewer, more strategically placed lots and structures also allow for better urban design, more contiguous shop frontages, and an active streetscape. As noted above, the study team worked with Watry Design to price the construction of a new parking structure in the Downtown which was estimated to cost $59,800 to $61,800 per stall. Therefore, the study team does not recommend the construction of a stand-alone parking facility.

As the future sustainability of long-term parking demand continues to become less certain, with more shared and on-demand mobility services beginning to operate in more cities and self-driving vehicle technology still being developed, the City should look to share the costs of any future construction. Public-private partnerships provide an opportunity to deliver future projects that combine new land uses and parking, with these elements being planned, designed, developed, and operated separately.

Implementation Steps:

1. Define vision, parameters, and key performance objectives for partnering on a mixed-use development on Lot 4.
2. Develop proforma for development likely to result from the above implementation step.
3. Formalize an approach to facilitate partnerships between private developers and other parties willing to finance, operate, and manage public parking facilities on private development sites. Public-private partnerships can be utilized to establish a common pool of shared, publicly available spaces. Under public-private shared parking arrangements, spaces may be leased to the City by private operators or may be operated in a joint manner.
4. Define criteria and objectives. Where and when specific opportunity sites are identified, define key objectives for potential public-private development, such as the percentage of parking provided that must be public, the return on investment required from City investments, and transportation demand management (TDM) commitments included for the proposed land uses. This will provide transparency

that can attract interest and proposals that are aligned with City goals and downtown parking priorities.

5. Encourage or require new development over a certain size to provide shared publicly available parking. This can include flexible parking "maximums" in the zoning code, that allow parking over a set ratio only if the parking is publicly available.

Implementation Considerations:

Timeline	Key Partners	Cost Factors
Steps 1 and 2: 1 to 2 Years	Public Works Department, Community Development Department, Economic Development Department, and City Manager's Office	Staff Time + Construction Costs for any City-Funded Supply Development @ $60K per space
Steps 3 – 5: 3 to 5 Years	Public Works Department, Community Development Department, Economic Development Department, and City Manager's Office	Staff Time + Construction Costs for any City-Funded Supply Development @ $60K per space

Parking Administration Opportunities

4. Center parking in mobility management.

Trends in the industry reflect a movement to expand the scope of traditional parking programs to embrace a broader focus on access management. While parking supply remains an important element of the overall program, it should not be the only program focus. Managing both the supply and demand sides of the access equation is a central theme of an access management program. Similarly, trends favor consolidating various parking functions (such as management of on-street parking, coordination of off-street parking, parking enforcement, parking planning and development, and parking demand management) under a single parking management department, office, division, or organization. Currently, parking in Downtown Martinez is managed jointly between multiple departments which detracts staff time from core duties and may result in inefficiencies.

Implementation Steps:

1. Create a Working Group to clarify how parking is and should be managed between the various departments to streamline processes and alleviate staff constraints.
2. Appoint a parking administrator to oversee the operations of a parking division that is either housed separately or embedded within an existing department like the City Manager's Office, Public Works Department. The parking administrator would serve as the primary point of contact for internal city departments and external stakeholders. Many cities empower such a position to manage parking without case-by-case council approval such as adjusting meter rates, modifying

on-street regulations, and executing shared parking agreements with privately-owned lots.

3. Capture approved parking revenue streams from parking enforcement and any special assessment fees or fee-in-lieu programs established in the future. The City's parking revenues should be used to develop a parking system that self-funds all operating and maintenance expenses, facility maintenance reserves, planning studies and future capital program allocations.

Implementation Considerations:

Timeline	Key Partners	Cost Factors
Step 1: 1 to 2 Years	Finance Department, Public Works Department, City Manager's Office, Police Department	Staff Time Only
Steps 2 & 3: 2 to 3 Years	Finance Department, Public Works Department, City Manager's Office, Police Department	Staff Time Only, up to the cost for 1 additional FTE staff to head parking program.

5. Deploy innovative technologies.

Parking pricing is most successful when it is made as easy and convenient for people as possible. New meter technologies allow for payment in a variety of ways. Meters can be programmed for changes in price based on demand, provide parking occupancy data, or provide a public wi-fi network. Meters that provide displays allow for changeable rates, hours of operation, and specific restrictions to be shown more directly to users in addition to calculating that exact time of day that payment will expire. Pay-by-space kiosks can provide additional customer experience elements, such as an ability to provide receipts with expiration details.

Implementation Steps:

1. Replace parking meters that do not accept credit cards and allow for various forms of payment including pay-by-phone which allows for users to replenish their meter remotely.

   Pay-by-phone technology allows a driver to pay a parking fee via mobile phone, mobile phone application, or computer. Motorists can receive a reminder text when their time is almost up and can add time without returning to their vehicle or parking meter. Receipts are available via email or text. Pay-by-phone technology reduces maintenance and operational costs associated with meters, fare collection, and ticketing. Pay-by-phone systems can be implemented through smart meters with wireless communications or through simply affixing NFC (near field communication) enabled decals to existing meters. NFC decals contain passive electronic chips that store information such as a parking space number that can be read wirelessly by any NFC-enabled mobile phone to complete payment transactions through a third-party vendor.

2. Consider the use of pay-and-display, pay-by-license, or pay-by-space kiosks for meter replacement or when expanding on-street pricing.

Pay-and-display kiosks can be placed on existing light or utility poles and serve roughly 10 to 30 parking spaces each. Users must park, walk to the kiosk where they receive a receipt, and return to their vehicle to display the receipt on their dashboard. These meters have minimal maintenance costs and can use solar power, keeping operational costs low. Pay-and-display meters currently cost approximately $10,000 to $12,000.

Multi-space, pay-by-space meters require on-street parking stalls be numbered. They are more convenient for users because they do not need get a ticket and return to their cars. Like pay-and-display meters, operational and maintenance costs are reduced, and most new models can support pay-by-phone technology. Finally, such meters have substantially lower enforcement costs, as enforcement staff do not have to inspect each vehicle and can instead utilize handheld devices. Although such meters require each space to be numbered, this can be done in an inexpensive and conspicuous manner, typically with stencils on the curb. Pay-by-space meters currently cost between $7,000 and $10,000 per unit.

Implementation Considerations:

Timeline	Key Partners	Cost Factors
1 to 2 Years	Finance Department and Public Works Department	Kiosks: $5-10K each Pay-by-Phone: No capital costs

Demand Reduction Opportunities

6. Expand bike and micro-mobility infrastructure and amenities

Downtown Martinez is served by a network of on-street bicycle facilities that provide access to areas south and east of downtown, including along Marina Vista Avenue, Escobar Street and Pine Street. Class II bike lanes are also provided along portions of Alhambra Avenue and Barrellesa Street. Engagement conducted for the Downtown Martinez Community-Based Transportation Plan (2020) indicated community interest in improving bicycle safety and wayfinding on Downtown Martinez streets. Providing safer and more comfortable bicycle facilities that are intuitive for travelers of all ages and abilities can shift trips away from autos and provide more reasons for people to spend time downtown. Accommodating parking for bicycles takes significantly less downtown real estate compared to a motor vehicle – a single-vehicle parking space can accommodate eight or more parked bikes. Furthermore, studies have shown that, in many cases, bicycle customers frequent neighborhood commercial districts more often compared to driving customers.[14]

Implementation Steps:

[14] *Bike Lanes, On-Street Parking and Business, Clean Air Partnership, 2009.* http://www.bikeleague.org/sites/default/files/bikeleague/bikeleague.org/programs/bicyclefriendlyamerica/bicyclefriendlybusiness/pdfs/toronto_study_bike_lanes_parking.pdf

1. Look for sponsors to fund a new bike rack program.
2. Initiate conversations with third-party micromobility vendors to bring bike share and scooter share programs to the Downtown. Begin with a pilot program and adjust based on public appeal.
3. Provide more short-term bicycle parking where the typical parking duration is less than two hours. This type of parking is most supportive of retail, service, and institutional uses. Short-term bicycle parking at minimum should provide a rack configured so that a bicycle frame and at least one bicycle wheel can be secured with a U-lock or padlock and cable.[15]
4. Provide long-term bicycle parking near locations like the Amtrak Station or Courthouse. Long-term parking should provide secure and covered storage for periods longer than two hours. This type of parking is most appropriate for employment sites, schools, transit stations, and multi-family residential uses. Long-term parking should provide protection from the weather and may be implemented using lockers, cages, or access-restricted rooms inside buildings.
5. Provide bicycle repair stations with tools and space for the standard maintenance of a bicycle near long-term bicycle parking locations.
6. Close gaps and create a more continuous bicycle network by extending Class II bike lanes that transition to Class III sharrows where feasible.
7. Install conflict zone markings. These markings should be provided in pavement areas to indicate the presence of bicycle facilities through intersections, right-turn pockets, driveways and where facilities transition from Class II bike lanes.

Implementation Considerations:

Timeline	Key Partners	Cost Factors
Step 1: 0 to 1 Year	Community Development Department, Public Works Department, Bike Advocacy Groups, and Micromobility Vendor	Staff Time Only
Steps 2 – 6: 1 to 5 Years	Public Works Department	Potentially revenue neutral, leveraging advertising potential of the program.

7. Improve the pedestrian experience.

All parking experiences begin and end as a pedestrian trip. Under this philosophy, issues such as facility cleanliness, safety, lighting, wayfinding, and customer service move to the forefront. Better walking experiences between parking and downtown destinations will also make a wider range of off-street parking options more appealing to

[15] As per the Martinez Downtown Specific Plan, Bicycle parking should be visible to cyclists from the street and visible from at least one building entrance and the sidewalk, to provide increased security. Bicycle parking areas should be at least as well-lit as vehicle parking areas.

more drivers. Walking distances from peripherally located parking options feel shorter if the walk is safe, pleasant, and visually connected to the downtown.

Implementation Steps:

1. Replace sidewalks. Sidewalks that are in a state of disrepair should be replaced. Any sidewalk replacement should provide a five-foot minimum path of travel for pedestrians without obstructions from lighting, utilities, fire hydrants, or street furniture.
2. Provide access across driveways. Pedestrian access should be provided across driveways by maintaining the elevation and material type of the sidewalk. Where feasible, the length and occurrence of commercial driveways should be limited.
3. Install curb extensions or bulb-outs. Where feasible, curb extensions or bulb-outs should be installed to reduce crossing distances, slow turning vehicles, and increase the visibility of pedestrians. Curb extensions may also accommodate streetscape features such as lighting, landscaping, or wayfinding.
4. Provide pedestrian-oriented light fixtures. Light fixtures such as those installed along Ferry Street, should be provided along key pathways to parking facilities and other Downtown destinations.

Implementation Considerations:

Timeline	Key Partners	Cost Factors
Ongoing	Public Work Department and Community Development Department	$10,000 - $1,000,000, with opportunities for cost savings when tied to other City capital projects and/or funded privately in coordination with development projects.

8. Consider the implementation of local circulator and improvements to existing transit routes.

During their workshop, business owners suggested the implementation of a local shuttle or circulator to travel between satellite parking, mobility hubs, and key destinations. A well-designed circulator can make more remote parking options more viable by connecting users to Downtown destinations. It can also accommodate trips within the Downtown that might otherwise generate additional parking demand. It is recommended that any circulator service first be implemented as a pilot to determine effectiveness and costs, vehicle size requirements, and changes in travel behavior.

Implementation Steps:

1. Provide discounted transit passes. Work with community organizations to create a discounted transit pass program for County Connection, BART, and other transit services.
2. Coordinate with others on transit improvements. The City should coordinate with County Connection, WestCAT, and Tri Delta Transit to identify future

improvements that would enhance the frequency and reliability of fixed route transit serving downtown.

3. Coordinate with others on pilot circulator program. The City should coordinate long-term with local transit providers and local business partners to examine the ridership potential, funding viability, and route development of a pilot circulator program.

Implementation Considerations:

Timeline	Key Partners	Cost Factors (Annual)
Study: 1 to 3 Years Implementation: 3 – 5 Years	Public Works Department, Community Development Department, City Manager's Office, Chamber of Commerce, and Downtown Martinez & Co.	Transit Passes: $100,000+ Transit Improvements: 500,000+ Circulator: $1,500,000+

9. Continue to expand city policies that support the use of parklets.

Prior to the pandemic, the City of Martinez allowed businesses to apply for the conversion of on-street parking into parklets for customers to use as outdoor dining areas. The rate of such conversions has greatly expanded during the last two years, and even with the expansion, residents appreciate the added value that these spaces bring to the Downtown. The parking utilization analysis in this study suggests that more spaces can be converted to parklets without impacting the parking availability in the Downtown as a whole.

Implementation Steps:

1. Update the parklet program. The existing parklet program should be updated with new parameters that include revisions to the rental fee, maintenance requirements, and the allocation of parklets per business.
2. Set an annual cap on the expansion of parklets. The City should consider establishing an annual cap on the expansion of parklets based on overall parking capacity during that year, which needs to be reviewed every year based on an updated utilization analysis to make sure parking impacts have been managed.

Implementation Considerations:

Timeline	Key Partners	Cost Factors (Annual)
Steps 1 and 2: Up to 1 Year	Public Works Department, Community Development Department, and Finance Department	Seek sponsors to cover any capital/maintenance costs

7 PERFORMANCE MONITORING PLAN

The following is a guide for monitoring the effectiveness of the above-mentioned recommendations. This performance monitoring plan emphasizes the importance of one key performance indicator which is the most essential performance measure for any urban parking plan – how consistently and easily a parking space can be found across Downtown Martinez. The first section below, therefore outlines:

- A definition of this indicator
- Target measures for it
- A process by which measures can be taken to compare with the targets
- Measurement thresholds that indicate the need for implementation adjustments to achieve targets

This section is followed by an overview of secondary performance indicators for specific recommendations, to guide the City of Martinez in assessing their effectiveness toward advancing overall parking management goals.

KEY PERFORMANCE INDICATOR: AVAILABILITY

Availability, defined in terms of the proportion of viable parking spaces that remain vacant and available for parking at a given point in time, is recommended as the primary metric for downtown parking management. Achieving optimal availability conditions can bring about several parking-management objectives. Customer experiences will improve, as more parking options are more consistently available, more of the time. Furthermore, traffic and emissions will decrease, as finding a space no longer entails extraneous driving.

Performance Target

The performance measure to target can be loosely described as a modest but obvious and consistent level of availability among all primary parking options — just enough so that the empty spaces are apparent to drivers looking for a space – particularly during peak-demand conditions.

On-Street

The most widely-adopted target measure for on-street availability is 15% of spaces — just enough so that one or two spaces are empty on most block faces.

Off-Street

Performance targets for off-street parking are less standardized as they are (or should be) dependent upon facility programming and design, which can be highly variable compared to on-street parking. We recommend setting an availability target of 5% for the permit spaces, and 10% for the non-permit spaces, in any given downtown lot.

Tracking Measures

Quarterly occupancy counts are recommended for tracking availability measures. Counts should be completed on weekday, preferable in the midweek. All spaces (on- and off-street) should be counted between Noon and 2pm. On-street counts should focus on blocks with metered parking and adjacent blocks that appear well utilized.

Thresholds for Triggering Management Change

On-Street

- Consider increasing meter rates within a given zone if availability is consistently below the target level (15%), averaged across a year of counts.
- Rate changes should be applied at the zone level, to maintain the clear and logical pattern of higher/lower parking rates.
- Zones can be adjusted overtime, should some utilization patterns indicate that the current designations to not align with demand patterns, or as demand patterns may change, but the maintenance of zone-based pricing tiers is recommended.
- Consider decreasing meter rates within a given zone, if its availability is consistently above 30%, averaged across a year of counts.

Off-Street

- Consider increasing parking rates within a given lot if availability is consistently below the target level (5%), averaged across a year of counts.
- Consider decreasing parking rates within a given lot, if its availability is consistently above 30%, averaged across a year of counts.

SECONDARY PERFORMANCE INDICATORS

Additional performance measures for tracking the effectiveness of downtown parking management are identified below.

Figure 16 Secondary Performance Indicators

Recommendation Type	Performance Indicators
Demand Redistribution Opportunities	▪ Increased utilization of the spaces converted to free parking. ▪ Increased parking revenue, as downtown activity continues to increase – providing added revenue to invest in more management strategies to keep parking available and convenient.
Supply Opportunities	▪ Surface lot capacity replaced with structured parking built as part of private or public-private partnership development. ▪ Other shared solutions reduce expansion of purely private/accessory parking facilities in downtown.
Parking Administration Opportunities	▪ Improved compliance rates as new technologies and administrative practices are implemented ▪ Strategic investments of parking revenue into parking management or mobility improvements
Demand Reduction Opportunities	▪ Increased use of transit and other non-driving modes to access downtown, particularly among employees and visitors. ▪ Increased use of bikes and microtransit for local travel across downtown. ▪ Downtown becomes a recognized Park Once area, where most available parking can be, and is generally, used as parking for the whole of downtown – with walking and other local mobility options used to cover all distances between parking and downtown destinations and activities.

APPENDIX A – PUBLIC INPUT (QUALITIATIVE)

Recommendation: Update the existing parking meter program for on-street parking in Downtown.

That's the stupidest idea I've ever heard.

Let's be real, that money will not go to improving our roads, clean up, etc. Just like our tax dollars don't go to our schools when they should. Do not raise the prices as that could hurt local businesses.

Shorter time limits not higher prices

Have meters updated so you can pay by phone so if I'm working I don't have to run out to feed it

This recommendation is very vague

Not until the have a parking garage. Employees of business need to park and would be a financial hardship on them

We need to support local businesses. Get shopper revenue in. Don’t make visitors worry if the meter will run out or how costly it’ll be.

I would support increasing the cost, but only in conjunction with other measures, particularly increased enforcement and implementation of other parking demand management measures including development of and public outreach/education regarding other means of traveling to downtown including by bike, public transit, shuttle, TNCs, etc. Any parking meter modification should also incorporate updated technology to digitally map available parking spaces to avoid unnecessary driving and idling to manually search for open spaces.

Already paying to park to work

What are the current downtown sales tax revenues as well as the last pre-COVID General Fund parking revenues? Many of the current meters are either not functioning or cannot be read, but replacing them will be expensive, and I understand that we currently can't afford parking enforcement personnel. Published figures for

I don't think the result would be more turnover but rather just more complaints. People aren't going to rush their lunch because of this.

You have too many vacant buildings. You need to incentivize people to come downtown.

Yes

But I would like to get more info

More free parking is needed. Expensive parking will discourage people to visit

This would cause burden on lower income drivers. I don't think raising the prices would effect the change for. Perhaps designating a specified time limit on some spaces would be good.

Parking for jurors needs to be available, without taking parking from downtown businesses. Maybe charge for half day, and jurors can explore downtown after they are excused.

Or first hour free, then charge more. Jurors should get free parking

You're system is not working with beans. You need to have a parking structure there just is not enough parking to go around.

We need to enforce parking meters starting at 8:00 am

You are not saying HOW MUCH parking will increase by. Will it be userous like Walnut Creek? Will you still be able to use change?

You don't need to increase the fee, just collect it and fix the meters and enforce the limits. Drive around, 75% of the meters are broken or flashing red

Please offer free parking. Have a parking structure similar to downtown Pleasant hill, where people spend time dining and shopping downtown Martinez without worrying about the meter expiring.

Yes

You need to increase funding for maintenance of the meters. Many do not function.

You mention later that street parking can't be increased, so why stay this money would be used for street improvements? Charging more won't bring more access, other than keeping more people away.

Surrounding city parking cost more, so we could increase

Are there plans for "longer" parking in order to free up main business corridor spaces for shorter term parking

I love that it's reasonably priced to park in a meter.

It's already too much should not be increased. OR residents of Martinez should get a free permit

How about enforcing the existing program?

This will also chase people away

Meters that work all the time. No out of order meters. Consider Parking Kitty app which is used in many metropolitan areas. Portland OR, Vancouver WA.

Only because people like me, would have to keep moving their car to be close to work.

don't need to increase the cost, just fix the meters

I think we need a few Parking garages

With no parking enforcement, nothing will help.

Especially if beautification means cutting down the healthy flowering trees that were on Main Street.

Are we sure that increasing cost will actually improve turnover of vehicles?

Recommendation: Improve lighting and wayfinding signage in Downtown

That sounds reasonable. Safety is vital and helping find parking would be helpful.

Don't see a current problem.

Some better lighting might be good.

I addressed that in the first question. No dark areas. How to do that in neighborhoods nearby, I don't know… would residents object? Or like it? Given my vehicle (you haul a horse trailer and hay, you have a truck!) and where I can oark, lighting is good.

Designated and clearly marked public parking is important for this. Any lighting needs to be International Dark-Sky Association (IDA) Fixture Seal of Approval (FSA) Program certified.

These would probably help, but don't address the fundamental fiscal problem (and of course would cost money).

Yes

Sounds expensive. I don't know if it would help, but maybe?

Police presence would be more useful.

Lighting where? I think Main is fine, and wouldn't want to over-light Ward,Green, Escobar areas

There is no parking on the side streets. Those are also take a nap. Like I said earlier I actually had to park on Barrelista to go to a business on Castro

Lighting but not signage. The lighting on Main St. Is good

More lighting on Ferry st by whiskey lane, nu rays, and all the side streets, including near firehouse and the brewery

Yes. What kind of wayfinding do you mean? Is there any "wayfinding" available during the day, or do we just keep driving around and around looking for a space? Not sure why these two things are linked.

Don't want it lit up. Feel quite safe.

Mirrors on Alhambra one ways bc cars park in blind spots and it get dangerous crossing the one ways

Also add colorful and lush landscape to revitalize the environment. Also speaker music enhances the downtown and have people stay to shop and eat longer in our downtown.

Yes

Depends on how they are presented. Could just cause signage blight.

focus needs to be on more parking options

Removing homeless would make people feel safer

To improve safety you need to seriously look at the inconsistent stop sign placement on streets near the main traffic areas.

the issue is not lack of signage or lighting. It is a very small downtown. The problem is that there is no central parking structure.

There is already plenty of lighting. I walk downtown at night often

But not help with parking. Don't see this as a problem but more would be better.

Improved lighting makes people feel safer as they walk along margins of town. Example - side street next to Campbell Theatre

Yes, especially because there are lots of homeless and mentally ill. Nighttime is a little shady without light.

Need more police patrol to remove the homeless that are scaring people

The charm of an old town is not to go all brightly lit and ruin the ambiance, especially with tacky signage...

It would be nice to have but dont think it would make a significant impact

Recommendation: Build a Downtown Parking Garage to add more parking spaces.

I wouldn't want the parking garage to take away sights or be an eyesore. I've personal never had a problem with parking. These older residents need to hang it up and let the younger crowd have downtown. We made it awesome. Martinez was a craphole before the breweries came

Use the tax revenue your trying to get for save The Highlands

Frankly, no. Unless it were a very small parking garage. I don't want the downtown population to explode. I wouldn't want to go downtown anymore if it did. I like the small town feel and would HATE to see it turn into a little Moraga or Walnut Creek. Cheapens the entire experience.

There's plenty of parking.

How often are there no parking spaces available?

Maybe

Not sure. Depends on the project.

But where?? The county's proposal ran headlong into soil problems. That extends beyond its new building. We're still in "delta" territory. I have some ideas, but who knows if the property owner would sell? How far south is good for soil tests without being too far to walk?

Significant capital improvements of this magnitude for parking are and outdated solution for a future less and less reliant on personal vehicles. Martinez needs to set the example for how to move forward with parking management in the 21st century and look at novel methods of addressing these issues that also allow for flexibility as newer technologies evolve.

I thought this was a done deal already. More parking was to be added where the county building is being demolished.

Looking forward to seeing financing plans. Martinez already has the second highest sales tax in the County (in addition to having parking meters).

Yes

Spend money on parking not buying open space

Post a bond to cover this amount.n

Unsure

Improve and encourage public transportation. If necessary, provide more parking out of downtown with a shuttle bus.

Yes need to know who will pay for this.

Where would you put such a garage?

The cost should be split with the County since they are a major factor in the parking problems

I would like to know where funds would come from to build it.

Convert the Ferry St, Escobar to Marina Vista to a multi story (3?) public parking garage could be a convenient addition for businesses, and open a few more disabled spots on Main Stret.

Why parking cost more? In Walnut Creek, it's cheaper to park in one of the garages than to park on the street

The city of Martinez is supposed to take care of our parking. They are the ones we're going to make money off the parking garage. Why would a citizens pay for something like this. You know I make millions of dollars from marijuana stores put that money to proper use.

I think the County should build a parking structure for their employees and the courts. There should be no parking passes for county Parker's. There should be designated parking spaces for businesses downtown but not on Main St. A shuttle that runs all day from the parking at the bocce courts and baseball fields to down town.

The County should pick up at least half the tab for an actual parking lot to take the slack for the increased in street parking required since they didn't build the employee parking lot that was in their plan.

Get courts and county to share in costs.

Parking garage idea has been floating around a long time. Let's get it going.

Not sure. They are often magnets for unsavory people

A downtown parking garage is essential to increase the number visitors to downtown for business and pleasure.

Yes

Waste of money, creates more traffic and increases car break in and crimes

Should be free parking during off hours

Would the County be required to partner in the cost

Parking garage would ruin the look of downtown

There is plenty of space to park. Ok. It may require a walk, a couple of very short blocks...the county should build the garage for its workforce and not park in public areas.

Parking structures are such eye sores.

YES. Build a parking garage on the surface lot where Sal's used to be! Then you can talk about wayfinding and lighting after more businesses are convinced that it's worth it to open a business downtown now that there's parking to attract more customers.

Only if it's free

Depends on where garage is located

How many spaces in a Parking Garage?

EV fast charging would be a nice option and can be an alternative revenue stream

If it is done tastefully and cost to park is reasonable. Parking should deter people from coming downtown. It shouldn’t be a source of revenue. Some people can’t afford to pay so accommodations are needed to be equitable to all.

Parking garage needs to be safe and secure.

Where would it be located? There is a huge, empty parking lot at the jails and marina. People are too lazy to walk

Concerned about safety at garage and too costly for residents.

Depends where the money is coming from. Can we afford this?

I think County employees should have garage/areas just for them and not allow those county employees to park on streets.

long overdue

Need a garage like concord near todos santos with no fees

A free parking garage is needed, like downtown Pleasant Hill and Walnut Creek.

Again an unattractive parking garage will ruin the old town charm and ambiance. Increase transporation to/from Bart stations.

The Ferry St lot should be a parking garage

Recommendation: Improve bus and biking options to and from the Downtown.

Always invest in public transit as long as its not going to congest downtown.

Encouraging bus and bike use is great. Many with physical issues may find that difficult.

I think we're adequate (except maybe more bike racks.) we gave a decent "gets you downtown" bus service, unless you're talking about extending hours. Night service might be helpful. Dining, ball games, theater and other performances could benefit.

THIS! This is the type of investments Martinez needs to be making. Also consider programs like cargo/e-bike purchase incentives, rebates, grants, etc.

More bus frequencies would make me not use my car every day. Stops too early.ke me not use

Perhaps it would be an overstatement to call this a moving-the-deck-chairs-on-the-Titanic sort of solution, but with the large and increasing net outward commute due to the lack of population-matching well-paying jobs, cars will continue to be the predominant transportation mode to the downtown. One can hope that the downtown will become a significantly pedestrian-sourced patron area, but without long-term planning to provide more well-paying jobs in and around the downtown, this will likely not happen.

Yes

Yes

Doesn’t work

Finally a good idea

I think the vast majority of people prefer to use their own cars.

Protected bike lines & bike lockers should already be in an improvement plan. Theft is

Busses yes, bicycles no! Not in the downtown zone unless you’d put a few of them in the open area by Starbucks

Also there are “no parking” during the day along Alhambra that always have cars parked because no one cites them. It makes for a dangerous situation for bike riders

Improvements would be good but question the cost/effectiveness

Yes, I would like more information. How is the city going to increase bus frequency? The only bus is a county bus, isn't it? It is a gigantic loop, and doesn't really serve most of the people in Martinez. Maybe a shuttle kind of deal - but it would need to run through the neighborhoods and not just the main corridors.

Okay, but won't solve the problem.

Having public transport and biking options is a great green option.

People who drive, drive. People who bike, bike. Protected bike lanes= more traffic, less available parking. Put bike racks/lockers where? In current parking spaces?

Don’t think it is going to help

I would like to see specific plans and a vote on individual items

This will not solve the big problem, most people drive and need parking. Having more bike spaces will not encourage more people to bike.

More bus routes would be great. All the cycling stuff isn't needed. I am a cyclist, never had problems downtown

As a resident, I'm more inclined to drive than take the bus the short distance

I support bike improvements, but not necessarily bus improvements. People will likely not use the bus to frequent downtown, but certainly will ise bikes - especially ebikes. Need secure places to lock bikes.

CCTA controls bus routes, not the City. I bike downtown now.

You took away the safe bike lane coming down Pacheco with all the tree outlets

Yes, encourage other forms of transportation besides cars. Remember to make bike racks aesthetically attractive instead of tacky.

Would be nice to have but would not make significant impact

Expand the parklet program and outdoor dining/retail street closure program.

I say yes, but I'm a bit torn on this. I do like the idea of more people taking alternative transport when feasible, but a bit concerned about an additional lack of parking.

Shut down mainstreet permanently to cars and make it an outdoor promenade.

Takes away too much street parking.

If we have a parking garage close by

More outdoor dining options needed during pandemic, so I support parklet expansion. More info needed on road closure.

Well, I couldn’t click both. I worry about parking reduction. These are fine for restaurants, not for retailers. How can we be fair to both? And to disabled/handicapped patrons? I like them, but they create problems as well as cool “atmosphere.”

Programs like this that protect and enhance the downtown core as a pedestrian and cyclist friendly place are key for Martinez’s future.

This enhances the wonderful character of Martinez

Expansion would be the wrong answer. I do support it in its current situation.

The new plaza on Ward behind Market & Main is a perfect fit for cyclists (ride right up to a table!) - there's even a bicycle shop right around the corner. The Benicia bridge pedestrian access should be looked at to make the whole cross-river trip as cyclist-friendly as possible. As with the previous question, this would be a nice direction to take, but would not seriously alter the fundamental parking problems facing the downtown.

It would decrease parking spaces but then again, I'm not downtown much

Yes

As long as is safe to walk after dark

How do you provide transportation for elderly/handicapped? Bicycle taxis?

Love the outdoor venues!

Evening and weekends, fine, but portable! I’m fine with the existing parklets, but would hate to lose even more parking until an alternative has been built.

I don't know what is meant by expanding the program. Does it mean that there will be more parking places will go? I like that Main Street closes some evenings for events. It's nice to stroll in the evenings. But more info.

Not a solution to parking problem.

Better for business. This won't solve the parking problem, we need a multi-level garage

Music and dining in the streets is wonderful

Support the expansion of street closure program to encourage visitors and diners to walk safely around the different downtown areas. Recommend great lighting, music, landscape ambiance and street cleaning and maintenance to keep the downtown safe with the emphasis of immediate addressing homeless and squatters.

This won't cause fewer people to drive downtown. It will just eliminate more parking.

Wouldn’t this make parking less available?

Not sure if it should be expanded but don’t reduce or eliminate.

No more outdoor dining. Lots of existing isn't being used as is

It's wonderful!

YES. This was the best thing to come out of the pandemic. I love that businesses could expand their capacity and the outdoor dining really enlivens the downtown vibe. It feels much more friendly at night with folks dining and drinking al fresco.

Pretty fun to close the streets

Temporary Street closures - yes! It brongs in a vibrant crowd. Expanding parklets - not necessarily. It reduces parking near businesses. However - parklets in key locations (like existong) is ok. Make them look better kept. Owners should be rrquired to clean them up daily - including debris along the edgesof the parklets. of the

But rate charged the restaurants should offset lost parking revenue and even contribute to a parking garage.

Encourage Martinez as a waterfront leisurely destination especially on the weekends, like the charming towns of Sausalito and Tiburon, a destination place for all of the East Bay and beyond to visit.

Love the parklets and street closures!

What, if any, are your current challenges related to parking in Downtown?

Hard to find at times

construction workers taking over employee spaces. the public lot behind Spinetta building is horrible (potholes and overgrown trees), destruction of county building taking parking spaces

I LOVE when Main Street is shut down for live music, and I LOVE that there is outdoor seating for restaurants. I don’t mind walking a few blocks away. A small parking garage or empty lot would help the lazy people from complaining, though.

Parking is very sparse. A lot of the metered long-term parking (for people who are trying to go to work here) asks for quarters, which is impossible on a daily basis.

Not enough spaces

In the evening time it gets a bit congested, but I don't mind parking further away and walking to where I need to go.

None. Honestly there's plenty.

Not enough spaces

None

Court parking being limited causing more parking spaces to be taken. Crowding on evenings

Not enough parking spaces. Parking should be free.

None

Broken parking meters-hard to read. Not enough parking.

None

I dont personally have any Challenges

Difficult to find a spot - sometimes leave and go to Concord

It can be a challenge on busy days.

Being mobility challenged most days - Rheumatoid Arthritis - Adequate nearby parking on "event days" make in challenging to support our downtown businesses

There is simply not enough parking available, whether paid or free.

Weekend parking is limited

None

Finding a parking spot takes some time to do. Also parts of the roads being closed (besides for markets) doesn't help the parking problem

Parking meters. I dislike paying for parking

Unable to find street parking on Main or Escobar near downtown.

No challenges

Construction trucks taking up all customer street parking

I live downtown and constantly have issues with jurors parking on our street

Not enough disabled parking

Rarely go downtown due to lack of convenient parking spaces

None..but I rarely come down on weekends at dinner time.

Having to park far away from work I work at a bar where I can't leave to run to my car across downtown

Not enough spaces close to wear I need to go (I'm handicapped & can't walk far).

Not enough parking. Thankfully we're younger and are able to walk when parking far from the venue we are attending.

I work downtown, parking is very hard to find. Especially close to the weekend..

I deliver doordash & live downtown, shone days is very hard to park for deliveries. So I work elsewhere. (Lack of parking means people are upset because they have to wait longer for their food, they then order from other places) People also Park on my street all the time. It's sometimes hard to find Street parking on my block.

None

Parallel parking is not fun.

Invested in a the downtown Martinez Event Center which I felt Martinez needed to accommodate Events downtown. I have continued to loose bookings from meeting and seminars resulting from the lack of parking infrastructure downtown.

The meters are difficult to read are not enforced

Hard to find parking spots open

None, sometimes I have to walk a few blocks bu can usually find a spot.

Not many issues. Have to search for parking during busy times. It's nice to see downtown busy.

None

Parking is limited during most of the day. Lack of parking spaces.

Sometimes hard to find a spot, not fond of parking meters

None

Can’t park a longbed extended cab Silverado in the parallel parking downtown. Truck is longer than the parking space. Except for slant parking (like where Sal’s used to be) or places with no space markings (but some of those have height limits and so the Kick-Back side of Alhambra is unavailable to me), I have NO options except to park in neighborhoods. Quite a walk! 2—Need better lighting for those treks. And need to feel more secure if I am alone. 3—I enjoy the “parkettes,” but don’t like parking space reduction. No idea how to resolve that. 4—I don’t want a parking ticket if parking meters are not working. I worry.

APPENDIX B – COST BREAKDOWN FOR PROPOSED PARKING STUCTURES

Architects • Engineers • Parking Planners

WATRY DESIGN, INC.

The Garagenator

Project: City of Martinez - ALT 1
By: TK
Date: 5/16/2022

Opinion of Probable Construction Cost
Your Parking Structure is located in or near the city of **Vallejo**, in the state of **California**, USA.

Project Data:

Total number of Levels:	4
Number of levels below grade:	None
Structural System:	Long Span
Lateral System:	Shear Walls
Seismic Zone:	Very High
Type of Foundation:	Deep Foundation
Facade / Finish (Minimal 1 to 10 higher cost):	10
Number of Stalls:	262
Efficiency:	389 sq. ft. per stall
Photovoltaic (PV) Panels (% of roof area):	None
Total Building Area:	101,918 sq.ft.

Cost Data:

Current Construction Market Condition:	Impacted
Base Construction Cost:	$11,288,501.00
Misc. Project Cost: (5.00 % x $11,288,501.00)	$564,425.00
GC + OH&P + Insurance: (15.00 % x $11,852,926.00)	$1,777,939.00
Design Contingency: (10.00 % x $13,630,865.00)	$1,363,086.00
Escalation: (8.00 % x $14,993,951.00)	$1,199,516.00
Total Construction Cost:	$16,193,467.00
Cost per square foot:	$158.89
Cost per Stall:	$61,807.13

Note: Escalation: to midpoint of construction in 4/2024

IT'S NOT THE JOURNEY, IT'S THE PARKING.

Watry Design, Inc. is pleased to provide our opinion of the probable construction cost for the proposed project. Please note that Watry Design, Inc. developed our database of unit costs from our extensive experience working on similar structures. Recognizing that Watry has no control over the cost of materials, equipment, labor, or an individual contractor's method of determining prices, we cannot offer guarantees that the actual construction costs will not vary from this statement of opinion. The costs shown have allowed for reasonable contractor fees but do not include construction contingencies, designer's fees, land acquisition costs, or any other "soft costs". If you have any questions or comments, please do not hesitate to contact us.

Architects • Engineers • Parking Planners

WATRY DESIGN, INC.

The Garagenator

Project: City of Martinez - ALT 2
By: TK
Date: 5/16/2022

Opinion of Probable Construction Cost
Your Parking Structure is located in or near the city of **Vallejo**, in the state of **California**, USA.

Project Data:

Total number of Levels:	4
Number of levels below grade:	None
Structural System:	Long Span
Lateral System:	Shear Walls
Seismic Zone:	Very High
Type of Foundation:	Deep Foundation
Facade / Finish (Minimal 1 to 10 higher cost):	10
Number of Stalls:	250
Efficiency:	370 sq. ft. per stall
Photovoltaic (PV) Panels (% of roof area):	None
Total Building Area:	92,500 sq.ft.

Cost Data:

Current Construction Market Condition:	Impacted
Base Construction Cost:	$10,604,166.00
Misc. Project Cost: (5.00 % x $10,604,166.00)	$530,208.00
GC + OH&P + Insurance: (15.00 % x $11,134,375.00)	$1,670,156.00
Design Contingency: (10.00 % x $12,804,531.00)	$1,280,453.00
Escalation: (8.00 % x $14,084,984.00)	$1,126,799.00
Total Construction Cost:	$15,211,783.00
Cost per square foot:	$164.45
Cost per Stall:	$60,847.13

Note: Escalation: to midpoint of construction in 4/2024

IT'S NOT THE JOURNEY, IT'S THE PARKING.

Watry Design, Inc. is pleased to provide our opinion of the probable construction cost for the proposed project. Please note that Watry Design, Inc. developed our database of unit costs from our extensive experience working on similar structures. Recognizing that Watry has no control over the cost of materials, equipment, labor, or an individual contractor's method of determining prices, we cannot offer guarantees that the actual construction costs will not vary from this statement of opinion. The costs shown have allowed for reasonable contractor fees but do not include construction contingencies, designer's fees, land acquisition costs, or any other "soft costs". If you have any questions or comments, please do not hesitate to contact us.

Architects • Engineers • Parking Planners

WATRY DESIGN, INC.

The Garagenator

Project: City of Martinez - ALT 3
By: TK
Date: 5/16/2022

Opinion of Probable Construction Cost
Your Parking Structure is located in or near the city of **Vallejo**, in the state of **California**, USA.

Project Data:

Total number of Levels:	4
Number of levels below grade:	None
Structural System:	Long Span
Lateral System:	Shear Walls
Seismic Zone:	Very High
Type of Foundation:	Deep Foundation
Facade / Finish (Minimal 1 to 10 higher cost):	10
Number of Stalls:	290
Efficiency:	402 sq. ft. per stall
Photovoltaic (PV) Panels (% of roof area):	None
Total Building Area:	116,580 sq.ft.

Cost Data:

Current Construction Market Condition:	Impacted
Base Construction Cost:	$12,098,088.00
Misc. Project Cost: (5.00 % x $12,098,088.00)	$604,904.00
GC + OH&P + Insurance: (15.00 % x $12,702,992.00)	$1,905,449.00
Design Contingency: (10.00 % x $14,608,441.00)	$1,460,844.00
Escalation: (8.00 % x $16,069,285.00)	$1,285,543.00
Total Construction Cost:	$17,354,828.00
Cost per square foot:	$148.87
Cost per Stall:	$59,844.23

Note: Escalation: to midpoint of construction in 4/2024

IT'S NOT THE JOURNEY, IT'S THE PARKING.

Watry Design, Inc. is pleased to provide our opinion of the probable construction cost for the proposed project. Please note that Watry Design, Inc. developed our database of unit costs from our extensive experience working on similar structures. Recognizing that Watry has no control over the cost of materials, equipment, labor, or an individual contractor's method of determining prices, we cannot offer guarantees that the actual construction costs will not vary from this statement of opinion. The costs shown have allowed for reasonable contractor fees but do not include construction contingencies, designer's fees, land acquisition costs, or any other "soft costs". If you have any questions or comments, please do not hesitate to contact us.

APPENDIX C – EXAMPLE RFP FOR PUBLIC-PRIVATE PARTNERSHIPS, MIXED-USE DOWNTOWN PARKING GARAGE

CITY OF NEWARK

220 South Main Street · Newark, Delaware 19711
302.366.7000 · www.cityofnewarkde.us

RFP NO. 16-03

PUBLIC-PRIVATE PARTNERSHIP
MIXED-USE DOWNTOWN PARKING GARAGE

CITY OF NEWARK
Delaware

RFP NO. 16-03

PUBLIC-PRIVATE PARTNERSHIP

MIXED-USE DOWNTOWN PARKING GARAGE

NOTICE

Sealed proposals for a mixed-use parking garage facility in Newark's downtown area will be received in the Purchasing Office, Newark Municipal Building, 220 South Main Street, Newark, Delaware 19711 until 2 p.m., prevailing time, Tuesday, August 9, 2016.

Copies of this RFP may be obtained from the City website at www.cityofnewarkde.us by accessing the Bid/Proposal Opportunities link on the home page.

CITY OF NEWARK
Delaware

RFP. NO. 16-03

PUBLIC-PRIVATE PARTNERSHIP
MIXED-USE DOWNTOWN PARKING GARAGE

I. INTRODUCTION

The City of Newark, Delaware is considering the possible construction of a mixed-use parking garage facility at Municipal Parking Lot #1, located off Delaware Avenue at the Galleria, to enhance the availability of off-street parking for the City's central business district. The City will consider entering into a public-private partnership with a selected developer that has significant experience in off-street parking facility design that can demonstrate a comprehensive and mutually beneficial proposal for the Newark community. Experience or suggested professional partners must be associated with planning and design that will result in the construction of a new, mixed-use parking garage facility.

The goal of this RFP is to provide Newark's Mayor and Council and community the opportunity to envision the potential benefit to entering into a public-private partnership for the development of this site with a garage component.

II. SCOPE OF SERVICES

A. The scope of services required by the City in connection with this request for proposal should include the following:

1. Preparation of conceptual design for the site proposed, including conceptual front and side elevations.

2. A proposed conceptual parking garage design that shall at least double the number of current parking spaces of Municipal Parking Lot #1 (estimated 400 total spaces in conceptual design), plus include additional parking inventory based on the proposed use of the non-parking elements of the mixed use facility. As a minimum requirement, first floor commercial frontage along Delaware Avenue must incorporate mixed-use concepts, and institutional/office space on the first floor will not be deemed appropriate.

3. Preliminary cost estimates for the construction of a mixed-use parking garage facility and estimated lease back financial terms for the City.

4. A cursory fiscal and traffic impact analysis estimation of mixed-use parking garage facility in terms of initial cost to construct, timeline, operating costs, and potential revenues, including revenues from possible commercial space if not

already incorporated into A3, above, in estimated lease terms. Please note, if engaged further, proposer will be obligated to fund a full traffic analysis in conjunction with DelDOT.

5. (OPTIONAL) Additional considerations for further parking facilities or initiatives are welcomed and may be submitted. Such concepts or initiatives shall focus on global solutions to the downtown business district not already identified in this request. Any submittal will be reviewed separately from the mixed-use parking facility and independent of RFP No. 16-03. Submissions shall be submitted and identified as Optional Considerations.

B. Relevant Studies and Plans (Attached)

1. Downtown Parking Supply & Demand Study – Final Report – This study analyzed current parking conditions of on- and off-street parking lots, and determined future parking demand projections. **(APPENDIX A)**

2. Administrative Subdivision Plan of Municipal Parking Lot #1 – identifies the lot which is controlled by the City of Newark (except the portion identified as being owned by James & Letitia Brennan, Trustee along the eastern boundary of the parking lot). The plan also shows the 60' wide required setback from the University of Delaware dormitories that **must** be incorporated into any conceptual design and cannot be waived. **(APPENDIX B)**

3. BB Zoning District Uses – identifies the allowable uses of property zoned BB that the municipal lot resides. **(APPENDIX C)**

III. GENERAL PROPOSAL INFORMATION

A. Addenda – in the event that it becomes necessary to revise any part of the RFP 16-03, revisions shall be made only by written addenda issued no later than four (4) days before proposals are due. Bidders shall bear the entire responsibility for being sure they have received any and all addenda. After the proposals have been received, no claim that the bidder did not have complete information will be considered. No verbal agreement or conversation with any officer, agent or employee of the City, either before or after the execution of this contract, shall affect or modify any of the terms or conditions outlined herein.

B. Acceptance of Proposal Content – the contents of the proposal of the consulting firm selected, if any, will become part of any Memorandum of Understanding (MOU) or contract awarded as a result of this RFP 16-03 with modifications as a result of negotiations.

C. Oral Presentation - firms submitting proposals may be asked to provide a brief presentation to Mayor and Council at a public meeting. Mayor and Council reserve the right to award a MOU or contract to a selected firm, or reject all submissions, after presentations are completed.

D. Firm's Responsibility - the selected firm will be required to assume sole responsibility for the complete effort as required by this RFP 16-03. The City will consider the selected firm to be the sole point of contact in regard to all contractual matters.

E. Rejection of Proposals - City Council reserves the right to reject any and all proposals or to award in whole, or in part, if deemed to be in the best interest of the City to do so. The receipt of proposals does not guarantee that a partnership will be entered. The City shall have the authority to award the contract to the firm best meeting specifications and conditions in its opinion and determination.

F. Ownership of Material - ownership of all data, material, documentation, and related submittals originated and prepared for the City pursuant to the MOU or contract shall be transferred to the City upon completion of the project.

G. Advertisement - no firm may use the name of the City in any advertisement without the written consent of the City Manager.

H. Licensing - the successful consultant must comply with the appropriate Delaware or City law(s) to contract business in this State or municipal jurisdiction.

I. Non-collusion - no firm shall directly or indirectly enter into any agreement, participate in any collusion, or otherwise take any action in restraint of free completion for this MOU or contract.

J. The City welcomes proposals in response to this RFP from qualified parking facility design-build teams.

K. The Mayor and Council may authorize a MOU or contract through this request for proposal process.

L. Indemnification - the contractor shall solely be responsible and liable for the accuracy and completeness of all work performed and shall agree to indemnify, defend and hold harmless the City of Newark, its officers, agents and employees, from and against any and all claims, actions, suits and proceedings arising out of, based upon or caused by negligent acts, omissions or errors of or the infringement of any copyright of patent, by the contractor, its officers, agents, employees or subcontractors, in the performance of the contracted agreement.

M. Termination of Agreement - any agreement entered into with the City as a result of this RFP may be terminated by the City upon thirty (30) days written notice if the contractor fails to perform satisfactorily in accordance with the terms and conditions of the contract. In the event this agreement is terminated, the contractor shall be paid for services satisfactorily rendered up to the termination date.

IV. PROPOSAL REQUIREMENTS

Firms interested in submitting a proposal for the Mixed-Use Downtown Parking Garage for the City of Newark shall provide twelve (12) copies of their proposal which shall include the following:

A. Introduction - background information of the firm including its history, size, number of registered professionals, services offered, and related information.

B. Project Team

1. Describe organization and management of team, including specific roles and responsibilities for this project.

2. Resumes of all key professionals.

3. Proposed use of any outside consultants, if any.

C. Related experience with other public/private partnerships resulting in a mixed-use parking facility design including:

1. Type of project.

2. Dates of completion.

3. Location.

4. Size.

5. Design concept.

6. Budget vs. final cost.

7. Client contact (with mailing address, phone # and email address).

D. Technical Information

1. An introduction outlining the overall technical approach to completing the project.

2. A project schedule taking into account the University of Delaware schedule.

3. Each firm must explain their interpretation of the Scope of Services and how they suggest the work be accomplished.

4. A detailed summary of the problems or challenges that the firm might expect in completing the project and the approach to solving them.

V. SUBMISSION OF PROPOSAL

Twelve (12) copies of the Proposal must be received in the Purchasing Office, City of Newark Municipal Building, 220 South Main Street, Newark, Delaware 19711, no later than 2:00 p.m., prevailing time, on Tuesday, August 9, 2016.

VI. QUESTIONS

Any technical questions regarding the proposal may be directed to:

Andrew S. Haines, Deputy City Manager
ahaines@newark.de.us
(302) 366-7000

Contractual questions should be directed to:

Cenise Wright, Purchasing Administrator
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APPENDIX A

City of Newark, DE

Newark, DE

Downtown Parking Supply & Demand Study
Final Report

June 3, 2015

PHL15113.00

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TIMOTHY HAAHS & ASSOCIATES, INC.
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June 3, 2015

Mr. Mark F. Dunkle
Parkowski, Guerke, & Swayze, P.A.
116 West Water Street
Dover, DE 19903

RE: City of Newark Parking Supply and Demand Study
Newark, DE

Mr. Dunkle:

Thank you for the opportunity to work with you on this important project. We are submitting the Final Report for the City of Newark Downtown Parking Supply & Demand Study. This report includes the current parking conditions of on- and off-street public parking lots, private-owned customer parking lots within the study area, and the Trabant Parking Garage operated by the University of Delaware. It also contains our estimated future parking demand projections. Please feel free to call Todd Helmer, Vicky Gagliano, or Megan Leinart with any immediate questions.

Very truly yours,

Todd Helmer, PE
Project Manager/Vice President

Bo Kyung Choi, MCRP
Planning Analyst

CC: Vicky Gagliano, LEED AP, MBA, TimHaahs
Megan Leinart, LEED AP BD+C, TimHaahs

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Introduction

The City of Newark (the City) retained Timothy Haahs and Associates, Inc. (TimHaahs) to perform consulting services to identify the current parking supply and demand for a portion of the Central Business District (CBD). The City also seeks to assess the future parking adequacy based on the potential development plans within the study area. In order to achieve the goals and objectives of this study, the TimHaahs team conducted the parking condition assessment through visits and observations of the public and private downtown parking facilities, and quantified the preliminary future parking adequacy projections.

Scope of Services

1. Meet with the City of Newark and the Downtown Newark Partnership's Parking Committee to confirm study objectives, boundaries, procedures, and concerns about parking in the areas.

2. Obtain and review any existing reports, studies, surveys, and parking statistical information pertinent to the parking study, as well as obtain local zoning ordinances that pertain to parking.

3. Analyze and inventory the current public parking supply including type of facility, location, hours of operation, and rates for all existing parking facilities, on- and off-street, within the study area.

4. Meet with the University of Delaware to understand better the dynamics of the parking issues on campus in proximity to the stated boundary area.

5. Perform occupancy counts for all spaces within the target area throughout a typical busy day.

6. Receive information from the City concerning key activity levels for the actual survey day. This will allow us to adjust our model and graphically map out the fluctuations throughout the year, as the University enrollment has a significant impact on the parking conditions.

7. Evaluate pedestrian traffic patterns, specifically to and from the parking facilities.

8. Identify the areas of existing parking surpluses or shortages and, if necessary, the number of new parking spaces required to meet any existing shortages.

9. Recommend parking rates and time limits, if appropriate, which will allow the City to better manage the short-term, long-term, public and employee parking supply in the downtown area.

10. Obtain and review, with assistance from the City, all proposed, approved, on-going, and future development plans within the study area in order to better understand the impact on parking needs.

11. Determine the future parking demand based on planned-future developments, comparing the demand projections to the future parking supply.

12. Identify the areas where the greatest parking supply deficiencies will exist. If additional spaces are needed to satisfy the future parking demand, identify potential locations that could satisfy this demand.

13. Prepare a task report and provide draft to the City of Newark and the Downtown Newark Partnership's Parking Committee for review. Incorporate draft report comments into the final report.

14. Present the findings of the report to City of Newark representatives and Newark City Council.

Study Area

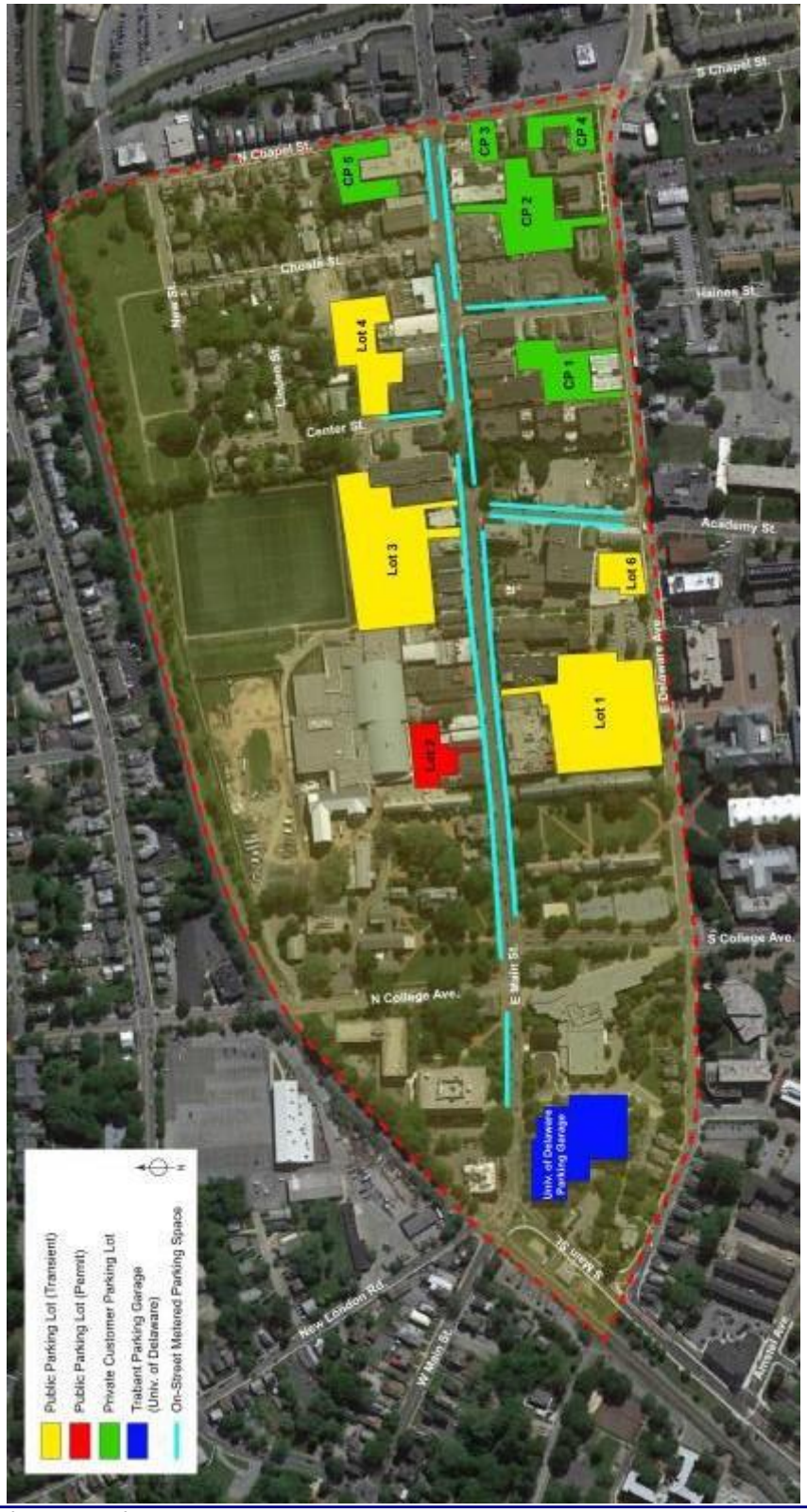
The City of Newark is located in New Castle County, Delaware. The study area is bordered by the CSX rail line to the north, Chapel Street to the east, E. Delaware Avenue to the south, and S. Main Street / New London Road to the west. We understand the 25 to 30 space Deer Park Tavern private parking lot is heavily utilized by customers during Friday evenings and due to the distance from the core downtown area, we do not believe this location significantly impacts the overall conditions for the customers and guests visiting the bulk of the businesses. The parking area was inadvertently excluded on the original survey maps which were reviewed by City representatives and therefore, we did not include the Deer Park Tavern private parking lot in this analysis. A map of the study area is shown on Figure 1.

Figure 1: Focus Area Map

Source: Timothy Haahs & Associates, Inc. 2015

A map illustrating the location of the various parking facilities is included below.

Figure 2: Parking Facility Location Map (Public & Private Facilities)



Source: Timothy Haahs & Associates, Inc. 2015

2015 Parking Conditions

TimHaahs collected parking inventory data of all City-owned parking lots and several private-owned customer parking lots within the study area during our field visit on Friday, April 10, 2015. Field observations and parking occupancy counts were conducted on the same day from 10AM until 8PM. Through conversations with City and University representatives, we understand the busiest day of the week is Friday. We also informally observed the parking conditions during our visit which further confirmed that the overall activity level on Friday is greater than most other days of the week.

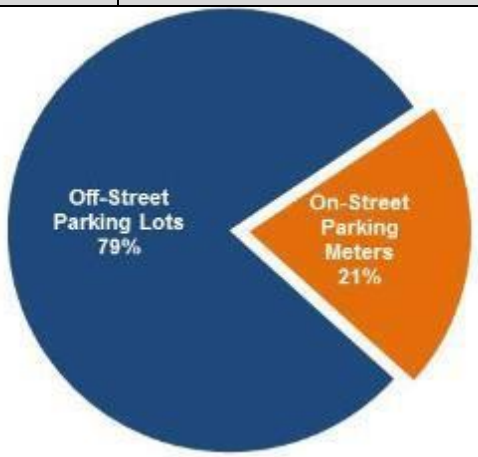
Downtown City-Owned Parking Supply

The TimHaahs team physically verified the on- and off-street parking areas on Friday, April 10, 2015 during our site visit. Figure 3 illustrates the distribution of the study area parking supply.

Figure 3: 2015 Public Parking Supply

CITY-OWNED OFF-STREET PARKING LOTS		
Facility / Type	**User Group**	**Total Supply**
Lot 1	Transient	191
Lot 2	Permit	37
Lot 3	Permit / Transient	200
Lot 4	Permit / Transient	147
Lot 6	Transient (4HR Metered)	33
TOTAL		**608**

CITY-OWNED ON-STREET PARKING AREAS			
Street	**Between**	**Total Supply**	**Loading**
Main St. (N)	Chapel St. & Choate St.	11	
Main St. (N)	Choate St. & Center St.	18	
Main St. (N)	Center St. & College Ave.	31	3
Main St. (N)	College Ave. & New London Rd.	8	
Main St. (S)	Chapel St. & Haines St.	16	4
Main St. (S)	Haines St. & Academy St.	14	
Main St. (S)	Academy St. & College Ave.	27	4
Center St. (E)	Main St. & Lot 4 Entrance	7	4
Academy St. (E)	Delaware Ave. & Main St.	9	
Academy St. (W)	Delaware Ave. & Main St.	8	
Haines St. (E)	Delaware Ave. & Main St.	11	
Chapel St. (W)	New St. & Main St.	2	
TOTAL		**162**	**15**



Location	Spaces
Off-Street	608
On-Street	162
Total	**770**

Source: Timothy Haahs & Associates, Inc. 2015

A total of 770 city-owned public parking spaces, including 608 off-street spaces and 162 on-street spaces, were identified throughout the study area.

The parking fee for transient parkers is $1.00 per hour at Lots 1, 3 and 4. All on-street parking meters, and those located within Lot 6 are $1.25 per hour. Permit holders pay $85.00 per month. A total of 15 on-street meters, including 11 meters on Main Street and 4 meters on Center Street, are reserved as loading zone areas. The City operates the loading zone from 6AM to 4PM on Main Street and from 4AM to 1PM on Center Street. These spaces are open to the public during the hours in which they are not utilized as a loading zone.

The TimHaahs team also observed the private-owned parking lots serving retail / restaurant customers and apartment residents, as well as the Trabant Parking Garage owned and operated by the University of Delaware. During our field study, we identified the parking supply of private customer parking lots. For the purpose of our analysis, we excluded all spaces within the private lots that were marked as reserved for apartment residents.

University of Delaware Trabant Garage

The University of Delaware provided data related to the 581-space Trabant garage for Friday, March 13th, 2015 as data that is representative of a typical busy Friday. Based on the data provided, there were 163 transient vehicles present between 9PM and 10PM. The Trabant Garage charges $2.00 per hour for the transient parkers. Permit parkers pay $90.00 per month.

Entrance to the UD Trabant Garage from W. Main Street

We understand that roughly 150 spaces are available to the general public as there are 431 users with permits. However, due to the nature of the University environment, many of the permit holders are only present Monday through Friday between 8AM and 5PM which allows for additional transient vehicle capacity during other hours and days of the week. It is therefore very difficult to quantify the actual number of transient spaces available at this location as it fluctuates on a daily and hourly basis pending the utilization of the existing permit holders. Furthermore, in our opinion, this location may not be desirable by most downtown customers and visitors due to the walking distance and absence of a vibrant streetscape between the garage and the central area in downtown. In order to include this data in our analysis, we would need more detailed information including the total number of transient spaces available by hour which is more difficult to calculate. In addition the number of spaces could significantly change on a week by week basis pending the weather, campus events, etc. The photographs on the following page illustrate the pedestrian view east along Main Street looking from the Trabant Garage, and another view just two blocks east from The Green where the streetscape and walkability is significantly more attractive.

Figure 4: Trabant vs. The Green Streetscape (looking east along Main Street)

Source: Bing Maps and Timothy Haahs & Associates, Inc. 2015

The hourly data for the Trabant Garage is reflected in the table on the following page, but in order to not skew the results by over or understating the availability of transient parking in this facility; we are excluding it from the calculation of the occupancy and adequacy tables later in this report.

Table 1: Trabant Transient Demand (Friday March 13th, 2015)

Hour	Vehicles
12AM	24
1AM	23
2AM	23
3AM	23
4AM	23
5AM	23
6AM	29
7AM	30
8AM	43
9AM	89
10AM	104
11AM	145
12PM	145
1PM	137
2PM	121
3PM	109
4PM	80
5PM	85
6PM	104
7PM	130
8PM	154
9PM	163
10PM	138
11PM	127

Source: University of Delaware, and Timothy Haahs & Associates, Inc. 2015

While the Trabant garage may be capable of meeting the needs of downtown customers and visitors, its location makes it less desirable than other on- and off-street parking areas. If additional parking supply is needed in order to meet the future parking demand, and funds to build more proximate parking areas are not available, then we would recommend exploring ways to better integrate the Trabant garage into the overall downtown parking system. Some potential options may include a program that encourages all downtown employees to park in the Trabant garage with the incentive of a new direct shuttle circulator for their safety and convenience. Customers and visitors could also utilize the Trabant garage for overflow parking and to ride on the same shuttle circulator.

Downtown Privately Owned Parking Supply (Non-Reserved)

There are 170 spaces located within the 5 private parking lots, which are available for customer use, given they are shopping or dining at one of the adjacent businesses. Table 2 outlines the privately owned parking supply within the study area.

Table 2: 2015 Private Parking Supply

Facility / Type	User Group	Total Supply	Reserved	Transient
CP 1	Customers / APT Residents (123 Delaware Ave)	37	21	16
CP 2	Customers / APT Residents (Trader's Alley)	87	6	81
CP 3	Customers (Papa John's)	25		25
CP 4	Bank Customers (TD Bank)	26		26
CP 5	Customers / APT Residents (Astra Plaza)	34	12	22
TOTAL		**209**	**39**	**170**

Source: Timothy Haahs & Associates, Inc. 2015

General Field Observations

Parking Lot Ingress / Egress

Our general observation was that the parking lots throughout the city were fairly easy to navigate into and out of with signage and traffic routes providing a convenient entry/exit experience. However, we did find that the experience of driving into Lot 2 presented some significant challenges that may be addressed. The entry/exit into Lot 2 is only wide enough for one vehicle, which could create a challenge with cars attempting to enter and exit at the same time. In addition, we found that during times of high pedestrian activity, this entry/exit caused significant vehicular/pedestrian conflicts as well. Specifically, exiting the parking lot made it difficult to see if pedestrians were coming, which could create a safety issue if people are not paying attention. Given that this lot is permitted, most people parking there would likely be familiar with the entry/exit configuration and the pedestrian conflicts, but it is still a concern to address given the safety considerations. We understand the 2015 capital budget includes a line item to address the ingress/egress concerns noted above.

Pedestrian/Vehicular Conflicts

Pedestrian traffic between the parking areas and the main destinations in the downtown core was overall well-marked, with signage and sidewalks providing adequate pedestrian travel between the parking areas and the main destinations. Improvements could be made, specifically in the larger parking lots, in the area of signage to more clearly direct patrons via the appropriate pedestrian routes. Specifically, pedestrian/vehicular conflicts could occur as people attempt to utilize the alley between Lot 3 and Main Street. Providing additional signage to direct people to the correct exits could help to limit these conflicts.

Loading Zones

As previously mentioned, a total of 15 on-street meters including 11 meters on Main Street and 4 meters on Center Street, are reserved as loading zone areas. The City operates the loading zone from 6AM to 4PM on Main Street and from 4AM to 1PM on Center Street. These spaces are open to the public during the hours in which they are not utilized as a loading zone. During our site visit, we noted the signage posted regarding the hours of operation for the loading zone parking spaces. Of particular note, it is very difficult for a driver to read the sign, while operating a vehicle, and understand that parking is permitted in those spaces after 1PM or 4PM, pending location. We recommend installing new signage that more clearly states the hours restricted for Loading so that a motorist can actually view and understand that parking in those areas is permitted during certain hours of the day. During the evening hours, we noted that many of those spaces were unoccupied and assume it is because they are painted yellow and the signage is not clear or easy to read while driving at night.

Instead of signing those spaces as a loading zone, it may be more appropriate to sign them as “No Parking; 6AM – 4PM; Monday thru Friday” with a note at the bottom in smaller font stating that deliveries and loading is permitted during those hours. By flipping the message, drivers can quickly gauge the availability of those spaces based on the time of day and if in error, the message on the meter will remind them that parking is not legal as it is an active loading zone only.

Residential Parking Areas

The City requested our observation of the use of residential permits within the Special Residential Parking District. We drove through the residential areas periodically throughout the morning, afternoon, and evening hours during our survey day. Based on our observation, there were some non-permit parkers on Center St. and Choate St., particularly the north side of those streets. The number of illegal vehicles is not significant but more than half of the vehicles on those streets were displaying guest parking permits. We understand each residential address is eligible for up to two (2) resident and two (2) guest permits per household free of charge. Based on our observation, the guest permits may be utilized full-time by another resident of the household (beyond the first two) or used by a student or employee wishing to avoid downtown parking fees.

We recommend revising the RPP program and charging a monthly rate for each guest permit requested (up to two (2) permits) or selling daily and weekly guest parking permits to each resident upon their request. These adjustments will significantly reduce any abuse to the residential guest permits and in turn, free up more on-street parking spaces which can be metered and opened to the general public to generate revenue.

Parking Rates

At the current time, the parking rates appear appropriate, if not a little low, within the core downtown parking area. Given the future parking needs, it may be helpful to increase the parking rates in order to generate additional revenue in order to financially support any future parking additions, improvements, or expansions.

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2015 Survey Day Parking Demand

TimHaahs collected parking demand during our site visit on Friday, April 10, 2015 from 10AM to 8PM. Based on discussions with City officials prior to the field visit, the TimHaahs team understands that the peak parking demand is commonly generated on Friday due to the visitors to the various downtown attractions.

According to the result of our field study, the parking supply including public and private lots, and on-street parking meters, within the study area experienced a peak hour demand between 8PM and 10PM. Figure 5 quantifies and illustrates the parking demand by hour for the survey day.

Figure 5: 2015 Survey Day Parking Demand (Study Area)

Facility / Type	Total Supply	10AM	12PM (Noon)	2PM	4PM	6PM	8PM
City-Owned Off-Street Parking Lots	608	370	524	498	411	463	542
On-Street Parking Meters	162	97	139	125	115	126	136
Private Owned Parking Lots	170	135	165	153	158	158	166
TOTAL	**940**	**602**	**828**	**776**	**684**	**747**	**844**

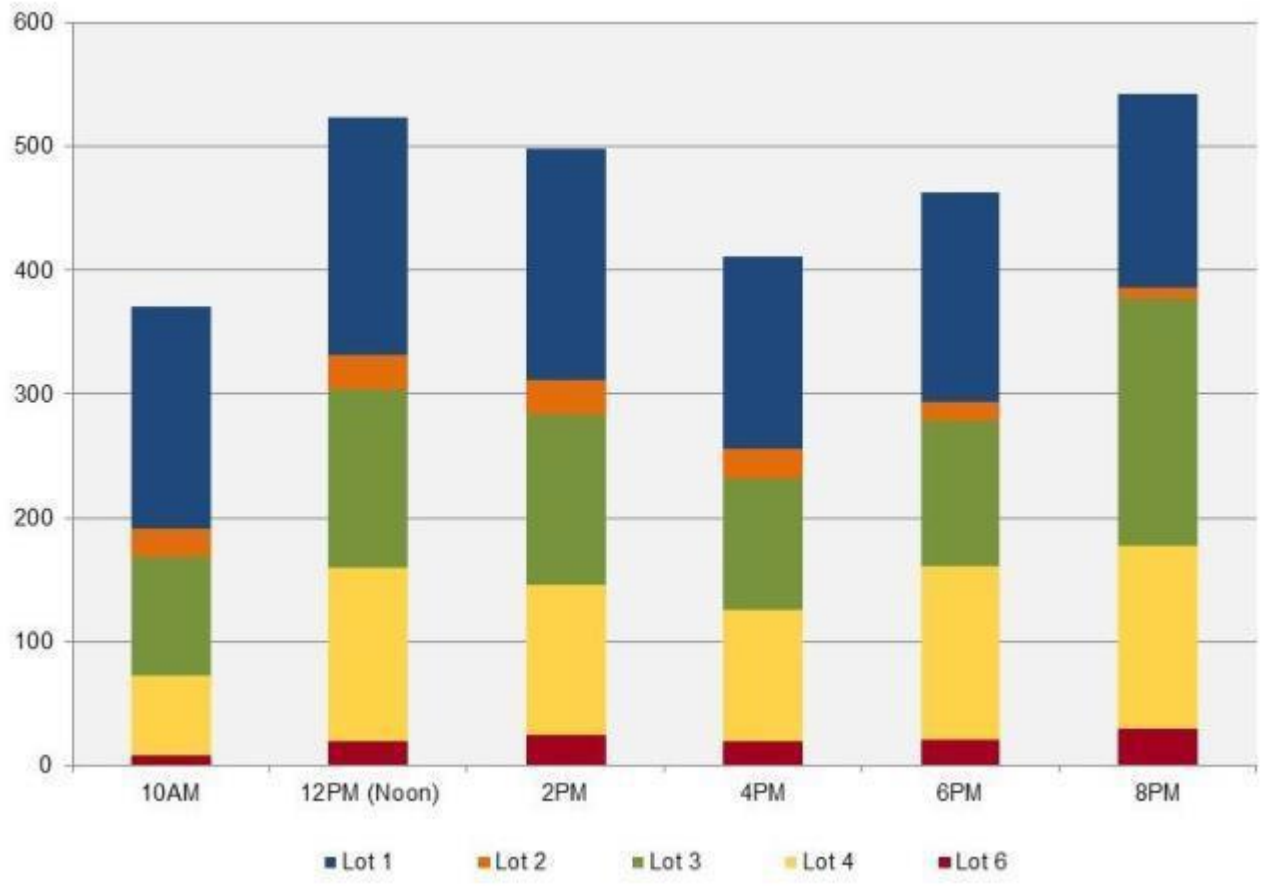
Source: Timothy Haahs & Associates, Inc. 2015

The city-owned off-street parking lots experienced the peak demand between 8PM and 10PM on the survey day. Lots 1 and 2 experienced a peak hour demand between 12PM and 2PM while the other lots experienced a peak hour demand between 8PM and 10PM on the survey day. On-street parking meters experienced peak demand between 12PM and 2PM on the survey day.

Based on the visual observations regarding pedestrian movement in the downtown area, TimHaahs assumes that restaurant visitors for lunch and dinner on Friday drive the high parking demand within the study area. Figure 6 quantifies and visually depicts the parking demand of the city-owned off-street parking facilities.

Figure 6: 2015 Survey Day Parking Demand (Off-Street Public Lots)

Facility / Type	Total Supply	10AM	12PM (Noon)	2PM	4PM	6PM	8PM
Lot 1	191	179	193	187	155	170	156
Lot 2	37	23	27	27	24	14	9
Lot 3	200	96	144	138	106	118	200
Lot 4	147	64	140	121	106	140	147
Lot 6	33	8	20	25	20	21	30
TOTAL	**608**	**370**	**524**	**498**	**411**	**463**	**542**

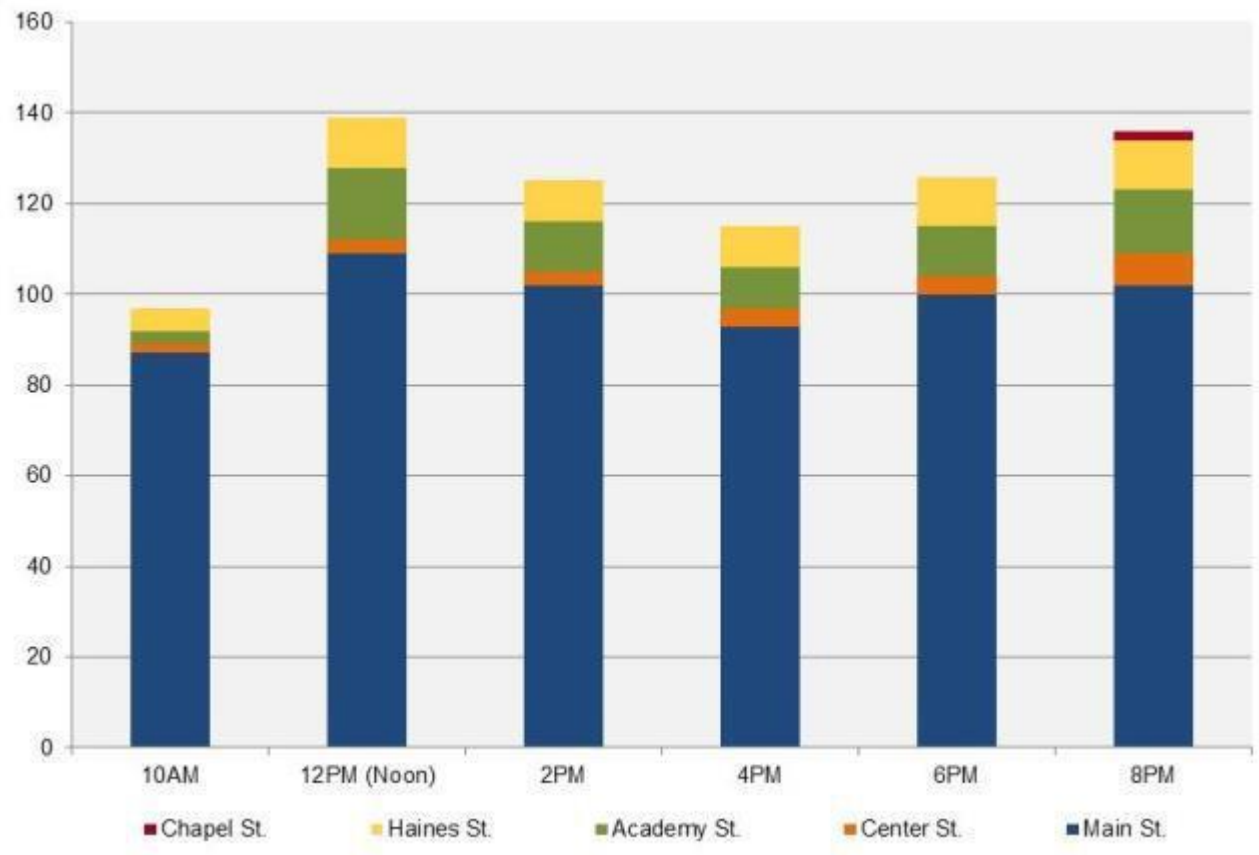


Source: Timothy Haahs & Associates, Inc. 2015

On-street parking meters experienced peak demand between 12PM and 2PM on the survey day. Based on the visual observations regarding pedestrian movement in the downtown area, TimHaahs assumes that restaurant visitors for lunch and dinner on Friday drive the high parking demand within the study area. Figure 7 quantifies and visually depicts the parking demand of the city-owned on-street parking meters.

Figure 7: 2015 Survey Day Parking Demand (On-Street Public Meters)

Street	Between	Total Supply	10AM	12PM (Noon)	2PM	4PM	6PM	8PM
Main St. (N)	Chapel St. & Choate St.	11	5	9	6	9	9	10
Main St. (N)	Choate St. & Center St.	18	13	17	18	15	14	17
Main St. (N)	Center St. & College Ave.	31	25	28	26	21	16	25
Main St. (N)	College Ave. & New London Rd.	8	8	8	6	6	6	1
Main St. (S)	Chapel St. & Haines St.	16	9	12	11	15	16	16
Main St. (S)	Haines St. & Academy St.	14	11	12	12	12	14	13
Main St. (S)	Academy St. & College Ave.	27	16	23	23	15	25	20
Center St. (E)	Main St. & Lot 4 Entrance	7	2	3	3	4	4	7
Academy St. (E)	Delaware Ave. & Main St.	9	2	9	7	6	6	7
Academy St. (W)	Delaware Ave. & Main St.	8	1	7	4	3	5	7
Haines St. (E)	Delaware Ave. & Main St.	11	5	11	9	9	11	11
Chapel St. (W)	New St. & Main St.	2	0	0	0	0	0	2
TOTAL		**162**	**97**	**139**	**125**	**115**	**126**	**136**

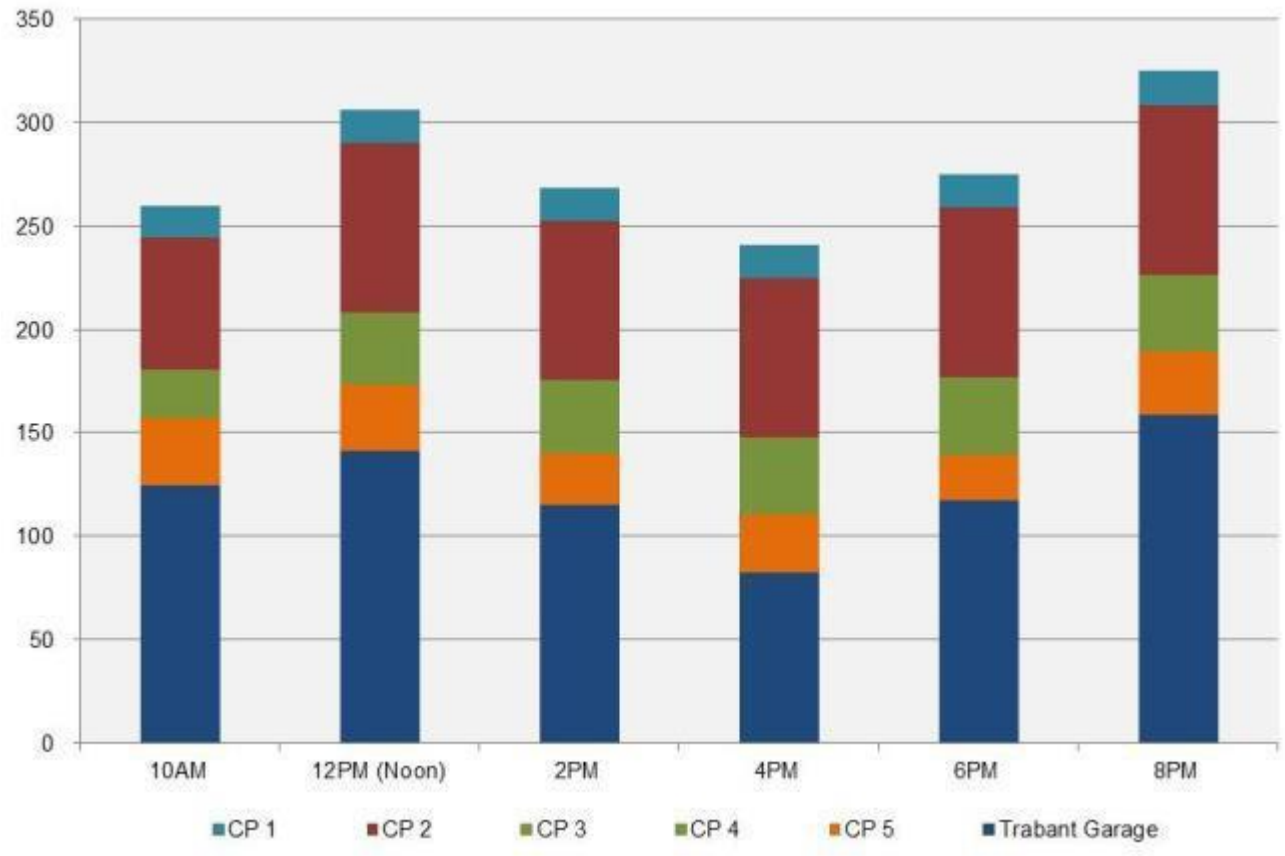


Source: Timothy Haahs & Associates, Inc. 2015

TimHaahs also observed the private-owned parking facilities serving retail and restaurant customers to identify the utilization patterns of the entire downtown study area. As previously mentioned, we did not include spaces within the private lots which were marked as reserved. Also note we did not include the transient supply for the Trabant garage as it varies based on the occupancy of the permit holders. In addition, the parking lot adjacent to the Deer Park Tavern is not included in the below table, however, we understand it is often fully utilized during Friday evenings. Figure 8 quantifies and illustrates the parking demand of the private lots during the survey day and excludes all vehicles parked in reserved spaces.

Figure 8: 2015 Survey Day Parking Demand (Private Lots and Trabant Garage)

Facility	Supply	10AM	12PM	2PM	4PM	6PM	8PM
CP 1	16	15	16	16	16	16	16
CP 2	81	64	82	77	77	82	82
CP 3	25	12	21	12	23	22	20
CP 4	26	11	14	23	14	16	17
CP 5	22	33	32	25	28	22	31
Sub-Total	**170**	**135**	**165**	**153**	**158**	**158**	**166**
Trabant Garage	Variable	125	141	115	83	117	159
Total	**170***	**260**	**306**	**268**	**241**	**275**	**325**



Source: Timothy Haahs & Associates, Inc. 2015
** Trabant Garage transient supply varies by hour based on utilization of monthly permit holders*

Seasonal Calibration

When performing a downtown parking study, it is necessary to calibrate the survey day data to a design day which is representative of typical busy conditions. For a downtown study, we typically like to calibrate our data to the 85th percentile or the 2nd or 3rd busiest month of the year. Designing and planning for peak demand results in parking facilities which are underutilized most of the year, vice versa, designing for the average demand results in parking facilities only meeting the demand for half of the year. Therefore, by designing to the 85th percentile, we are able to balance the need to meet the downtown demand while not overbuilding and using up valuable land and financial resources.

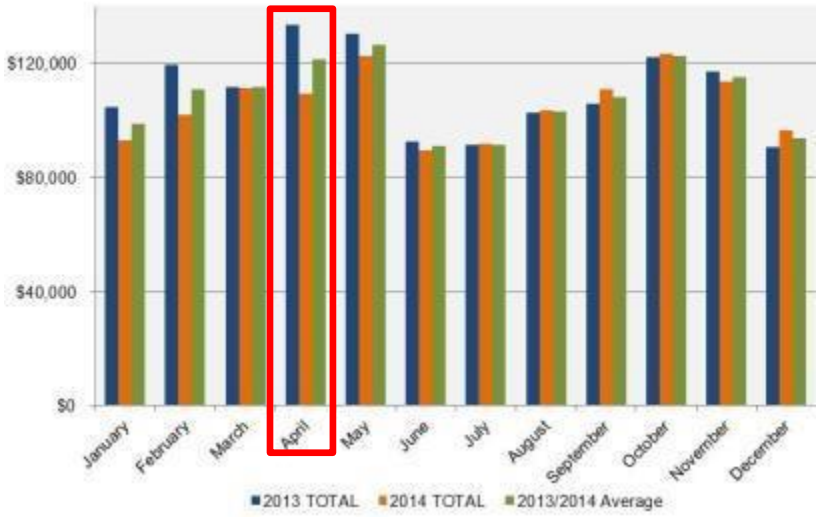
Based on the monthly revenue data provided by City representatives, the parking demand during the month of April is representative of typical busy conditions or the 2015 Design Day. The following figure outlines the data provided and illustrates the monthly fluctuation in revenue for 2013 and 2014.

Figure 9: 2013 and 2014 Monthly Revenue

2013	Lot 1	Lot 3	Lot 4	Lot Total
January	$44,099	$31,052	$29,543	$104,695
February	$62,172	$28,100	$29,275	$119,547
March	$61,613	$29,646	$20,519	$111,778
April	$66,383	$35,532	$31,437	$133,351
May	$68,476	$33,662	$28,206	$130,344
June	$42,239	$28,595	$21,957	$92,791
July	$43,032	$22,523	$25,891	$91,446
August	$55,050	$25,190	$22,401	$102,641
September	$56,841	$26,975	$21,971	$105,787
October	$62,115	$35,252	$24,773	$122,140
November	$60,944	$29,243	$27,066	$117,253
December	$42,510	$26,470	$21,638	$90,618
2013 TOTAL	$665,474	$352,239	$304,677	$1,322,391

2014	Lot 1	Lot 3	Lot 4	Lot Total
January	$39,050	$35,982	$17,988	$93,019
February	$50,391	$29,954	$21,610	$101,956
March	$57,789	$31,625	$21,894	$111,308
April	$55,064	$30,373	$23,913	$109,349
May	$60,814	$29,847	$31,945	$122,606
June	$38,513	$26,104	$24,850	$89,467
July	$44,567	$21,340	$25,888	$91,795
August	$44,314	$23,280	$36,057	$103,652
September	$54,434	$25,834	$30,530	$110,798
October	$60,600	$29,447	$33,198	$123,245
November	$56,280	$26,379	$30,873	$113,531
December	$37,319	$33,551	$25,761	$96,631
2014 TOTAL	$599,134	$343,715	$324,507	$1,267,356

2013/2014 Average	Lot 1	Lot 3	Lot 4	Lot Total
January	$41,575	$33,517	$23,766	$98,857
February	$56,282	$29,027	$25,443	$110,751
March	$59,701	$30,635	$21,207	$111,543
May	$64,645	$31,755	$30,076	$126,475
June	$40,376	$27,349	$23,404	$91,129
July	$43,800	$21,931	$25,889	$91,620
August	$49,682	$24,235	$29,229	$103,146
September	$55,637	$26,404	$26,251	$108,292
October	$61,357	$32,350	$28,986	$122,692
November	$58,612	$27,811	$28,969	$115,392
December	$39,914	$30,011	$23,699	$93,624
TOTAL AVERAGE	$632,304	$347,977	$314,592	$1,294,873



Source: City of Newark and Timothy Haahs & Associates, Inc. 2015

2015 Design Day Parking Occupancy

Since the survey day data is anticipated to reflect typical busy conditions, we are able to utilize the data as our Design Day. The city-owned off-street parking system experienced a peak hour occupancy of 90% between the hours of 8PM and 10PM. During that time, 98% of the private lots were occupied. However, on-street parking meters experienced a peak hour occupancy of 95% between 12PM and 2PM and only 84% during the overall peak hour of 8PM to 10PM. The following table outlines the parking occupancy during the survey day for the overall study area. Again, since the Trabant garage supply is variable, it has been excluded from the occupancy analysis.

Table 3: 2015 Design Day Parking Occupancy (Study Area)

Facility / Type	Total Supply	10AM	12PM (Noon)	2PM	4PM	6PM	8PM
City-Owned Off-Street Parking Lots	608	94%	101%	98%	81%	89%	82%
On-Street Parking Meters	162	60%	86%	77%	71%	78%	84%
Private Owned Parking Lots	170	79%	97%	90%	93%	93%	98%
TOTAL	**940**	**64%**	**88%**	**83%**	**73%**	**79%**	**90%**

Source: University of Delaware, and Timothy Haahs & Associates, Inc. 2015

2015 Effective Parking Supply

When calculating the parking adequacy, a cushion is applied to the parking supply in order to compensate for mis-parked vehicles (i.e. oversized vehicles which cannot fit within the stall striping and end up taking up two spaces or vehicles parked over the stall lines which do the same, etc.), spaces lost due to maintenance or snow removal, and the flow of vehicles in and out of parking spaces. Industry standards typically apply a cushion between 85 and 95 percent to reflect the inability for a parking system or facility to operate at a constant 100 percent efficiency with a single vehicle ready to occupy a parking space at the same moment another vehicle is leaving.

Based on the one-way streets within the downtown area, the existing use of signage, and the number of parking facilities in the study area, a 90 percent cushion has been applied to all city-owned, on-street parking areas and the transient parking lots 1, 3, 4 and 6, as well as all identified private customer lots. In addition, a 95 percent cushion has been applied to the city-owned permit parking lot, Lot 2, since the parking permit holders are regular users and typically use that facility on a daily basis. The table below outlines the calculations for the effective supply.

Table 4: Effective Parking Supply

Facility / Type	Total Supply	Factor	Effective Supply	Cushion
City-Owned Off-Street Parking Lots (Transient)	571	90%	514	57
City-Owned Off-Street Parking Lots (Permit)	37	95%	35	2
On-Street Public Parking Meters	162	90%	146	16
Private Owned Customer Parking Facilities	170	90%	153	17
TOTAL	**940**		**848**	**92**

Source: Timothy Haahs & Associates, Inc. 2015

There is a 92-space cushion after applying the effective supply factor to the actual supply resulting in an effective parking supply of 848 spaces within the study area that are available for use by the general public.

2015 Design Day Parking Adequacy

In order to calculate the parking adequacy (parking surplus or shortage), we compare the peak hour parking demand against the effective parking supply as previously calculated. Table 5 summarizes the parking adequacy for each type of parking facility captured in this analysis.

Street	Between	Total Supply	Factor	Effective Supply	10AM	12PM (Noon)	2PM	4PM	6PM	8PM
Main St. (N)	Chapel St. & Choate St.	11	90%	10	5	1	4	1	1	(0)
Main St. (N)	Choate St. & Center St.	18	90%	16	3	(1)	(2)	1	2	(1)
Main St. (N)	Center St. & College Ave.	31	90%	28	0	(3)	(1)	7	12	3
Main St. (N)	College Ave. & New London Rd.	8	90%	7	(1)	(1)	1	1	1	6
Main St. (S)	Chapel St. & Haines St.	16	90%	14	2	(1)	(0)	(1)	(2)	(2)
Main St. (S)	Haines St. & Academy St.	14	90%	13	2	1	1	1	(1)	(0)
Main St. (S)	Academy St. & College Ave.	27	90%	24	5	(2)	(2)	6	(1)	4
Center St. (E)	Main St. & Lot 4 Entrance	7	90%	6	1	(0)	3	2	2	(1)
Academy St. (E)	Delaware Ave. & Main St.	9	90%	8	6	(1)	1	2	2	1
Academy St. (W)	Delaware Ave. & Main St.	8	90%	7	6	0	3	4	2	0
Haines St. (E)	Delaware Ave. & Main St.	11	90%	10	5	(1)	1	1	(1)	(1)
Chapel St. (W)	New St. & Main St.	2	90%	2	2	2	2	2	2	(0)
TOTAL		**162**		**146**	**35**	**(7)**	**11**	**27**	**20**	**10**

Source: Timothy Haahs & Associates, Inc. 2015

For the 2015 Design Day, there is an overall parking surplus of four spaces during the peak hour. More importantly, there is an estimated 19-space shortage in the City-owned parking areas available for transient use and only a 10-space surplus in the on-street parking areas.

On the other hand, with the exception of the mid-day lunch hour, the parking adequacy ranged from a surplus of 62 to 232 spaces during the rest of the day.

Future Parking Conditions

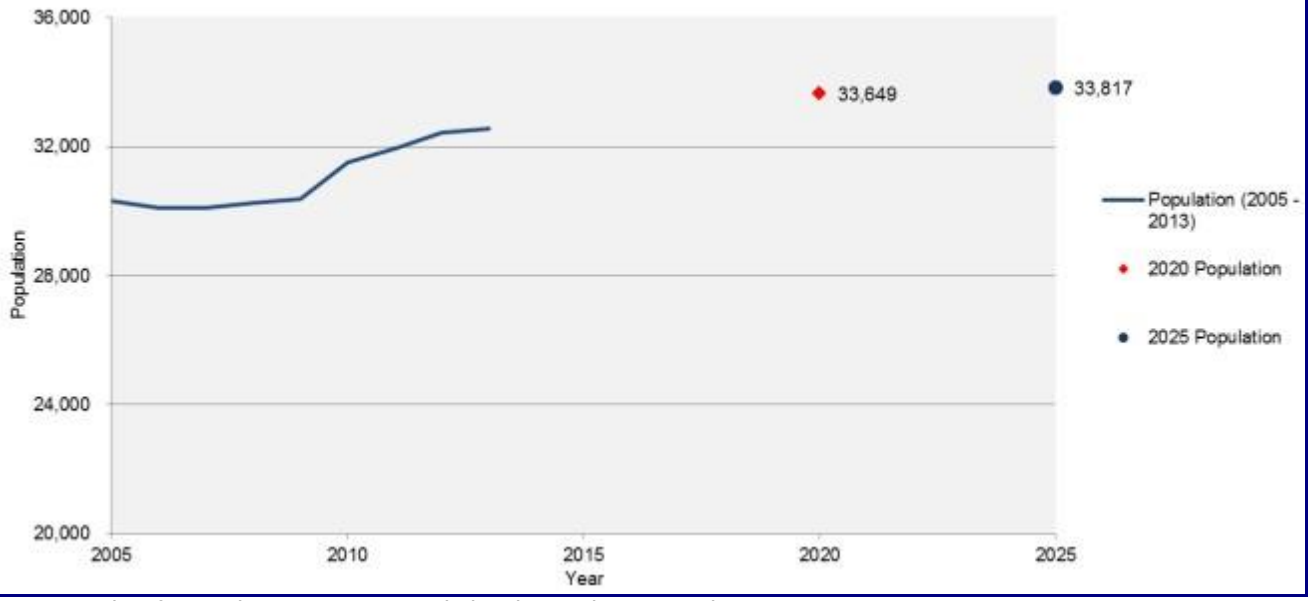
There are several factors which may impact the future parking conditions in downtown Newark. Normal demand growth is caused by general changes in population while development demand growth is caused directly from new development projects in the study area. This section describes each factor and quantifies an estimated range for the potential increase or decrease in parking demand.

Population Growth

In general, one consistent factor in parking demand growth is the projected population growth estimate. When looking back to 2005, the average annual growth rate is approximately 0.35%; however, the data is partially skewed by the recession. If we evaluate the growth rate from 2009 until 2013, near the end of the recession, the average annual growth rate is approximately 0.80%. Based on the 2020 and 2025 population projections, we have applied a 0.5% annual population growth factor from 2015 until 2020 and a 0.1% annual population growth factor from 2021 to 2025.

Figure 10: Historical and Projected Population in Newark, DE

Year	Population (2005 - 2013)	Changes
2005	30,331	
2006	30,092	(0.79%)
2007	30,111	0.06%
2008	30,259	0.49%
2009	30,371	0.37%
2010	31,517	3.77%
2011	31,940	1.34%
2012	32,430	1.53%
2013	32,549	0.37%
…		
2020	33,649	
…		
2025	33,817	



Source: City of Newark, U.S. Census, and Timothy Haahs & Associates, Inc. 2015

After applying the normal growth rate to the 2015 Design Day Peak Demand, we are able to estimate the future demand and adequacy as follows:

Table 6: Estimated Future Demand and Adequacy from Normal Growth ONLY

Demand	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
City-Owned Off-Street Parking Lots	542	545	547	550	553	556	556	557	557	558	558
On-Street Parking Meters	136	137	137	138	139	139	140	140	140	140	140
Private Owned Parking Lots	166	167	168	169	169	170	170	171	171	171	171
Total	**844**	**848**	**852**	**857**	**861**	**865**	**866**	**867**	**868**	**869**	**870**

Surplus/Shortage	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
City-Owned Off-Street Parking Lots	7	4	2	(1)	(4)	(7)	(7)	(8)	(8)	(9)	(9)
On-Street Parking Meters	10	9	8	8	7	6	6	6	6	6	6
Private Owned Parking Lots	(13)	(14)	(15)	(16)	(16)	(17)	(17)	(18)	(18)	(18)	(18)
Total	4	(0)	(5)	(9)	(13)	(17)	(18)	(19)	(20)	(21)	(22)

Source: Timothy Haahs & Associates, Inc. 2015

Proposed Future Developments

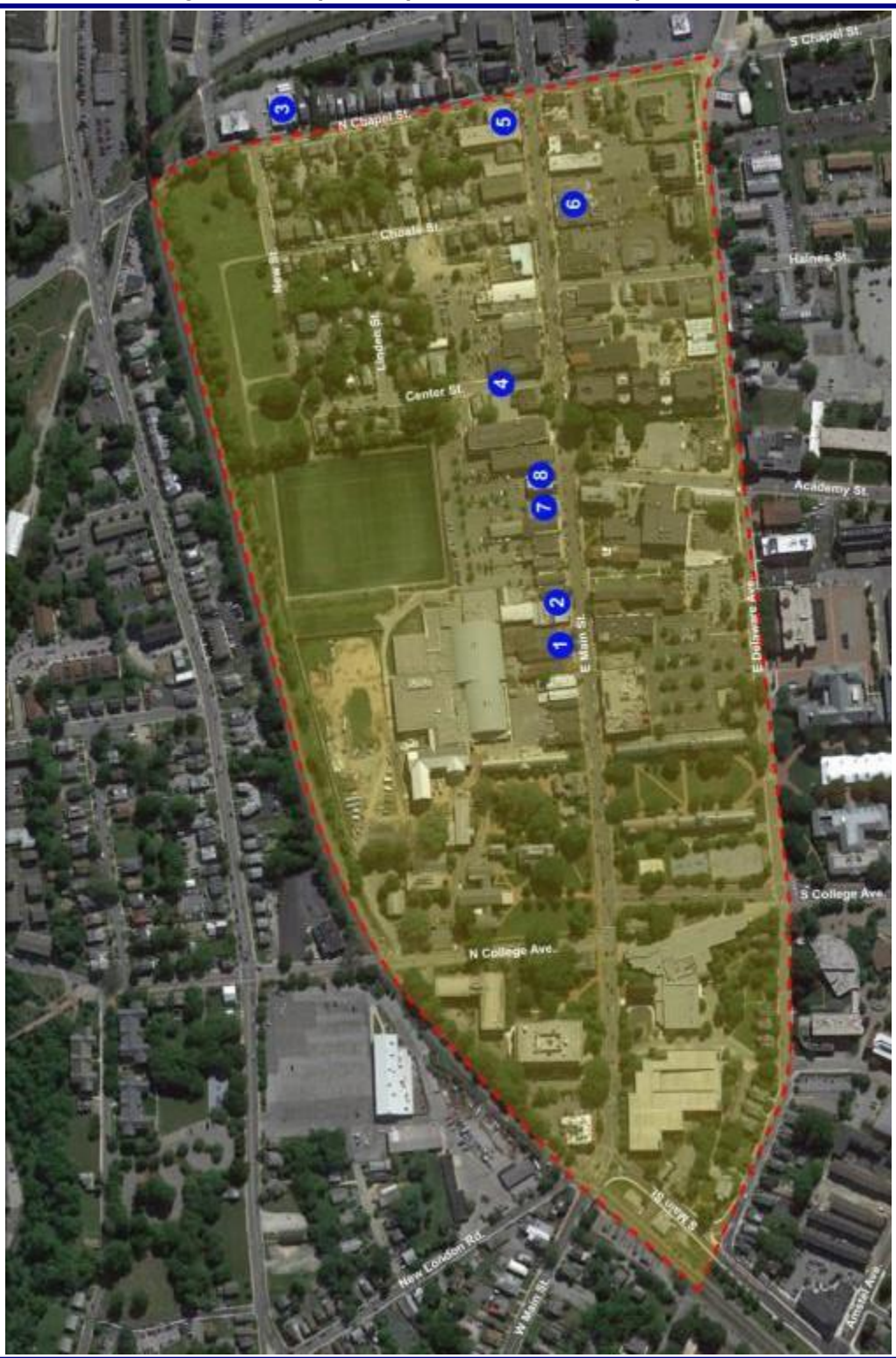
The City representatives provided the following list of developments which are expected to impact the study area parking conditions. For the purpose of this analysis, we have assumed all of these projects would be completed by 2020.

Table 7: List of Proposed Future Developments

No.	Address	Proposed Plan	Parking	Estimated Parking Impact	Status
1	58 E. Main Street	39,050 GSF Mixed-Use Building (24 Floor Apartment / 6,800 sq.ft. 1st Floor commercial Space)	Takes out a small private parking lot and replaces it with a 23 space parking lot which will be rented to the City ($1 a year for 99 years) for long term (monthly) parking lot. The project received a 51-space parking waiver.	Estimated negative 30 to 40-space net impact	Approved
2	70 E. Main Street	2 Apartment Units	Does not displace parking. Needs a 4 space parking waiver.	Increases demand by 4 spaces Negative 4-space net impact	Currently Under Review
3	52 N. Chapel Street	3,382 sq.ft of Office / 12 Apartment Units	Takes out a commercial private parking lot but replaces it with code compliant parking lot.	Net zero impact	
4	Lofts at Center Street	3,000 sq.ft. of Office / 30 Apartment Units	Code compliant and does not displace any existing parking	Net zero impact	
5	174 E. Main Street & 21 Chapel Street	8 Apartment Units	It will take out some residential and commercial parking in an existing private lot and replace it with nearly Code compliant parking for the residential piece of the development. Still requires a 4 space parking waiver, which will be added to the 63 space waiver already granted for the property, if approved – and will remove at least 12 spaces currently serving the commercial building associated with it.	Estimated negative 20 to 40-space net impact	
6	147 E. Main Street	12 Apartment Units	If approved will be code compliant for residential. Private commercial and residential property, which already has a 40 space parking waiver. Spaces will be lost during construction only	Negative 40 to 50-space net impact	
7	92 E. Main Street	Conceptual Plan submitted w 5000 sq ft retail/14 apartments	Will disrupt Lot #3 during construction. Depending on plan actually submitted may take out some parking. Will require a parking waiver.	Estimated negative impact 22 to 25 spaces	Potential Project – 12+ mos.
8	96 E. Main Street	No plan submitted. Potential redevelopment project.	Will disrupt Lot #3 if pursued during construction. Depending on plan actually submitted may take out some parking. Will require a parking waiver.	Uncertain impact	
				Estimated negative 116 to 159-space net impact	

Source: City of Newark and Timothy Haahs & Associates, Inc. 2015

Figure 11: Map of Proposed Future Developments



Source: City of Newark and Timothy Haahs & Associates, Inc. 2015

After applying the estimated impact from development, we anticipate a 133 to 176-space shortage by 2020 and a 137 to 176-space shortage by 2025. This does not include the transient spaces which may be available in the Trabant Garage. The table below summarizes the estimated 2020 and 2025 parking adequacy.

Please note, per the UD representatives, approximately 150 transient spaces are regularly available within the Trabant Garage. However, between 8PM and 10PM on the Friday night which data was provided, 159 transient vehicles were present, implying that the transient supply may be more than 150 spaces (because the permit holders have vacated the facility). We were not able to quantify the actual number of spaces available for transient use between 8PM to 10PM but we do anticipate there may be availability for transient use during the evening hours.

We **did not** include the Trabant Garage in the overall impact because:

1.) We know that the busiest time for the entire study area is between 8PM and 10PM on a Friday evening with a surplus of 4 spaces **BUT, we also know that the second busiest time is between 12PM and 2PM** with a surplus of only 20 spaces.

2.) Since the Trabant Garage serves University users, it is regularly utilized by the permit holders Monday through Friday between 8AM and 5PM, and therefore, **it is not a viable long-term solution for the City to rely on for its downtown transient parking needs.**

3.) While the Trabant Garage may have excess transient capacity during the evening hours, it **did not** have excess capacity between the hours of 12PM and 2PM (Table 1), in fact, after adjusting for the effective supply factor**, there is a 14-space shortage of transient spaces within the Trabant garage between 12PM and 2PM**.

Table 8: Estimated Future Demand and Adequacy from Normal Growth & Development

Timeline Summary	Adequacy
2015 Effective Supply	848 spaces
2015 Design Day Demand	844 spaces
2015 Design Day Adequacy	**4-space surplus**
2020 Normal Growth Demand Impact	negative 21-space net impact
2020 Development Impact	negative 116 to 159 net impact
2020 Parking Adequacy	**133 to 176-space shortage**
2025 Normal Growth Demand Impact	negative 4-space net impact
2025 Development Impact	none included
2025 Parking Adequacy	**137 to 180-space shortage**

Source: Timothy Haahs & Associates, Inc. 2015

Summary

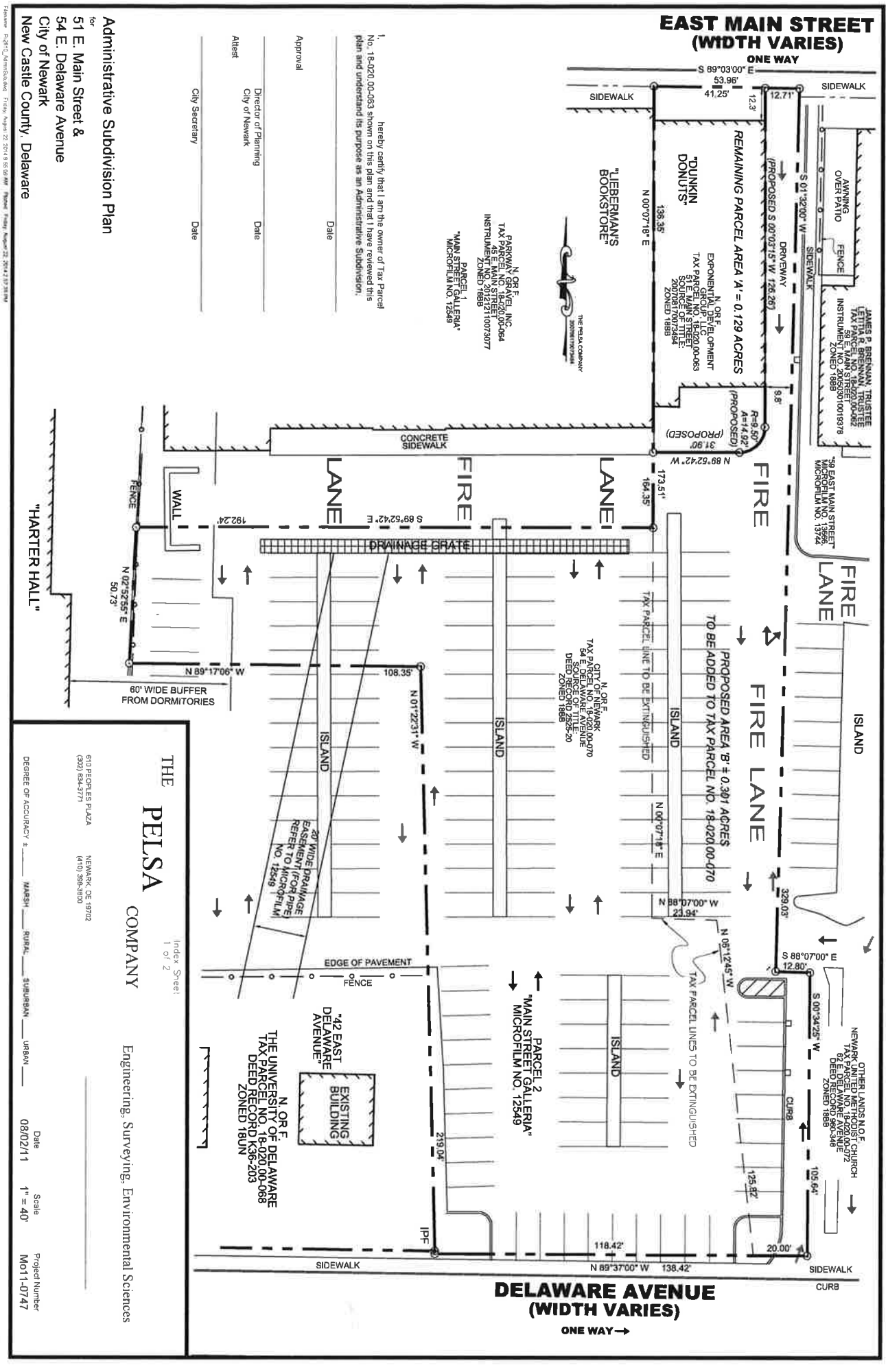
We anticipate a future parking shortage based on the impact from proposed development and normal growth. In addition, the privately owned parking facilities were also observed as being very well utilized during the peak hours and clearly signed for their specific customers only. Note that our analysis does not include the parking available in the University's Trabant Garage based on its proximity to the core downtown area. Even though the Trabant Garage is at the far west end of the study area, it is still within a 4 to 5 minute walk to the commercial area.

As development occurs, it may be necessary for more customers and visitors to utilize the Trabant Garage during busy hours or it may be feasible to promote employee use to free up more downtown parking spaces for customers and visitors.

Understanding that the City would like to encourage downtown growth and development, while maintaining a sufficient amount of proximate public parking to support the commercial district, it may be necessary to consider a parking structure. Based on the existing inventory of city-owned surface parking lots, only Lot 1 is capable of accommodating an efficient footprint for a parking garage. The other city-owned lots are either too small (Lots 2 and 6) or the odd shaped geometrics of the lot are not conducive to accommodating an efficient parking garage (Lots 3 and 4).

If the City decides to build a parking garage, consideration should be given to the use of the Trabant garage as an interim solution to address all displaced parking areas during the construction of a centralized parking garage. We would recommend coordinating with University representatives in order to mitigate the impact of the parking conditions during construction.

APPENDIX B



I, hereby certify that I am the owner of Tax Parcel No. 18-020.00-063 shown on this plan and that I have reviewed this plan and understand its purpose as an Administrative Subdivision.

Date

Approval

Director of Planning
City of Newark
Date

Attest

City Secretary
Date

Administrative Subdivision Plan

for

51 E. Main Street &
54 E. Delaware Avenue
City of Newark
New Castle County, Delaware

THE PELSA COMPANY

610 PEOPLES PLAZA
NEWARK, DE 19702
(302) 834-3771
(410) 398-3800

Engineering, Surveying, Environmental Sciences

Index Sheet
1 of 2

DEGREE OF ACCURACY ± ____ MARSH ____ RURAL ____ SUBURBAN ____ URBAN ____

Date: 08/02/11
Scale: 1" = 40'
Project Number: M011-0747

Filename: P:\2011_Admin\Sub.dwg Friday, August 22, 2014 9:55:56 AM Plotted: Friday, August 22, 2014 9:57:39 AM

APPENDIX C

Sec. 32-18. - BB districts (central business district).

(a) In a BB district, no building or premises shall be used and no building shall be erected or altered which is arranged, intended or designed to be used, except for one or more of the following uses:

(1) Retail and specialty stores.

(2) Retail food stores up to 5,000 square feet in maximum floor area, limited to bakeries, confectionery, candy, gourmet shops, small convenience grocery, and meat sales facilities. Goods produced on the premises shall be sold only on the premises.

(3) Restaurants, bakery-restaurants, and delicatessens.

(4) Finance institutions, banks, loan companies.

(5) Offices for professional services and administrative activities.

(6) Personal service establishments.

(7) Studio for artists, designers, photographers, musicians, and sculptors.

(8) Repair and servicing, indoor and off-site, of any article for sale which is permitted in this district. A 20 foot setback is required for this with no vehicular parking permitted in the required front yard area.

(9) Related indoor storage facilities are permitted as an accessory use to any of the permitted uses in this district, excluding highly combustible or explosive products or materials which are likely to burn with extreme rapidity, or which may produce poisonous fumes or explosions, or products and materials which involve highly corrosive, toxic, or noxious alkalies, acids, or other liquids or chemicals producing flames, fumes, poisonous, irritant, or corrosive gases.

(10) Accessory buildings or structures, no impact, and accessory uses, no impact.

(11) Public parking garages and parking lot.

(12) Parking, off street.

(13) Public transportation facilities, including bus or transit stops for the loading and unloading of passengers; stations and depots.

(14) Street right-of-way.

(15) Utility transmission and distribution lines.

(16) Water tower, water reservoir, water storage tank, pumping station and sewer.

(17) Social club, fraternal, social service, union, and civic organizations, except on ground floor locations.

(18) Photo developing and finishing.

(b) The following uses require special use permits as provided in Article XX, Section 32-78 of this chapter:

(1) Retail food stores with more than 5,000 square feet in floor area.

(2) Drive in and curb service, for other than eating establishments, with a minimum setback from all street lines of 65 feet.

(3) Fast food restaurants, subject to the following special requirements:

a. Minimum lot size shall be one acre.

b. Minimum lot width shall be 200 feet.

c. Minimum depth of lot on one site shall be 218 feet.

d. Minimum setback from all street lines shall be 75 feet.

e. Minimum distance from all property lines other than street lines shall be 50 feet.

f. Parking requirements shall be subject to the requirements listed in Article XIV.

g. Exterior lighting shall be shielded so that it is deflected away from adjacent properties and from passing motorists.

h. A solid fence or wall and/or a landscape screen a minimum of six feet in height shall be erected along all property lines separating the site from residential lot zones or any lot developed or approved for development for residential use in accordance with Article XXV of this chapter.

(4) Motels and hotels.

(5) Commercial indoor recreation and indoor theaters.

(6) Instructional, business, or trade schools.

(7) Substation, electric, gas, and telephone central office, subject to the following special requirements:

a. No storage of materials and trucks is allowed. No repair facilities are allowed except within completely enclosed buildings.

(8) Tower, broadcasting and telecommunications installed on existing buildings or structures only. Such facilities shall be subject to the following special requirements:

a. Tower applications shall be accompanied by a professional engineer's report containing the following:

1. A technical evaluation of the utilization of existing towers for telecommunications or other equipment intended for installation on the proposed tower.

2. Written certification of compliance with the Federal Communications Commission Safety Standards for exposure to nonionizing electromagnetic radiation.

3. Copies of all applicable state and federal permits.

b. The tower must be installed on a building or structure at least three stories in height. Towers shall not extend beyond 22 feet above the highest point of the building or structure. Accessory buildings or facilities for towers located on existing buildings or structures shall be located either in or on top of such buildings or structures.

c. No artificial light shall be installed upon any such tower unless required by the Federal Aviation Administration. If such light is required, it shall be screened so as not to project its light below the horizontal plane in which it is located.

d. Unless otherwise required by the Federal Aviation Administration or the Federal Communications Commission, the tower shall be light gray in color.

e. New telecommunication facilities may be attached to an approved tower without applying for an additional special use permit so long as the new facility is in compliance with the requirements and standards of this section.

f. No interference with existing television, cable television, radio signals, or other electronic devices shall be permitted from the tower. If interference occurs, it shall be immediately remedied by the operators of the tower.

g. If a tower is abandoned, unused for two years, or no longer operable, it shall be removed within six months of its abandonment. If a tower is not dismantled as specified in this

subsection, the city shall arrange to have the facility dismantled and will assess the landowner all costs associated with the removal of the tower. If the full amount due the city is not paid by the owner, or person in control of the property, or his or her agent, within 90 days of receipt of a bill from the city, the city finance director shall cause a special assessment to be recorded in the municipal lien docket. The recordation of such special assessment shall constitute a lien on the property and shall remain in full force and effect for the amount due in principal and interest until final payment has been made.

h. A tower shall be located so as not to encroach into any established public or private airport approach as established by the Federal Aviation Administration.

i. That the owner of such tower shall provide proof to the city that the tower has undergone a triennial inspection for structural integrity. Said inspection is to be performed by a certified engineer, or other qualified professional, at the expense of the owner of the tower. If structural deterioration is found to be present, and such deterioration affects the physical stability or aesthetic integrity of the tower, the owner shall be required to correct such deterioration within a time limit to be established by the building department.

In addition, the operator of such tower shall provide annual proof to the city that the tower has undergone field measurements to ensure compliance with all applicable Federal Communication Commission safety standards for exposure to nonionizing electromagnetic radiation. Such field measurements, and submission of the results to the city, shall be conducted upon start up of the facility and annually thereafter; except that every third year, such proof of compliance shall be submitted on behalf of the operator by an independent nonionizing electromagnetic radiation evaluator. All such field measurements, and submission of the results, are to be performed by a certified engineer, or other qualified professional, at the expense of the operator. If such field measurements demonstrate noncompliance with Federal Communication Commission safety standards specified in this section, transmission at the facility shall be suspended until such time as full Federal Communication Commission safety standards compliance is demonstrated to the satisfaction of the city.

j. The owner of such tower shall give proof to the city that any damages which may occur to surrounding properties or injury which may occur to persons, which damages or injuries are caused by a failure of the tower and/or its associated structural supports, regardless of whether such failure is a result of human error or an act of God, shall be paid by the owner of the tower and/or insurers of the tower.

(9) Police and fire stations.

(10) Library, museum, and art gallery.

(11) Church, or other place of worship, seminary or convent, parish house, or Sunday school building.

(12) Restaurant, cafeteria style.

(13) Apartments are permitted in conjunction with any nonresidential uses permitted in this district, except on ground floor locations, and subject to the following special provisions:

a. Maximum number of such dwelling units shall be as follows:

1. Twenty units per gross acre for apartments with three or more bedrooms each;

2. Fifty units per gross acre for apartments with a maximum of two bedrooms and limited to occupancy by one family or up to four unrelated tenants each;

3. Ninety units per gross acre for owner occupant dwellings units, defined as fee simple or condominium dwelling units limited to occupancy by one family or up to two unrelated tenants each.

4. For apartment buildings consisting of various combinations of dwelling unit categories in subsections 1., 2. and 3. above, the maximum number of dwelling units shall be calculated by using the following formula:

Number of units in subsection 1 multiplied by 20, plus Number of units in subsection 2 multiplied by 50, plus Number of units in subsection 3 multiplied by 90, divided by the total number of units, multiplied by gross acreage = total number of units permitted at site.

b. Minimum floor area shall not be less than an average of 800 square feet for each habitable dwelling unit.

c. Height. For all structures three stories or less, the maximum allowable height shall be 35 feet. This maximum height may be exceeded within special provisions of Section 32-18(d)(4) of this chapter.

(14) Restaurants, with alcoholic beverages, except as otherwise regulated in this chapter, subject to the requirements in Section 32-56.4.

(15) Accessory buildings or structures, with impact, and accessory uses, with impact.

(16) Indoor theaters, with alcoholic beverages, except as otherwise regulated in this chapter, and subject of the requirements in section 32-56.4(f) and requirements of the Delaware Code.

(c) Every applicant for subdivision approval, rezoning, or a building permit who wishes to develop a site or erect a structure in a manner different from that which is specified in the BB district area regulations as stated in this chapter, shall first file for site plan approval as provided in Article XXVII of this chapter.

(d) *Area regulations.*

(1) *Minimum lot area.* Except as specified in Article XVI, Section 32-56.2(a) of this chapter, the minimum lot area for any permitted use, together with its accessory buildings, shall be 3,000 square feet, provided parking space and loading space are provided in accordance with the requirements in Article XIV of this chapter.

(2) *Maximum lot coverage.* Buildings or other structures used exclusively for business purposes may occupy the entire lot, subject, however, to the provisions of Article XXV of this chapter and to the provisions of Section 32-18(d)(4), (6) below, except for those uses which are otherwise regulated as specified in this section.

(3) *Minimum lot width.* Except as specified in Article XVI, Section 32-56.2(b) of this chapter, the minimum width of a lot shall be 20 feet, except for those uses which are otherwise regulated as specified in this section, and subject to the provisions of Article XXV.

(4) *Height of buildings.* Except as specified in Article XVI, Section 32-56.2(c)(2) of this chapter, permitted uses in a BB district may be erected to a height of over three stories or 35 feet, but no more than four additional floors, provided that the following provisions apply; and except as noted herein in subsection c. below.

a. Within the minimum required setback, an additional floor may be permitted for each floor whereon 60% of a floor is used for off-street parking purposes and/or building mechanical equipment, provided that the height of such additional floors shall not exceed an average of 11 feet each. Off street parking for buildings exceeding three stories in height shall be construed to mean either:

1. Subgrade parking facilities designed as an integral part of the permitted use's structure; or

2. Leased or privately owned parking spaces in a separate parking garage or structure, provided that such garage or structure is located so that it is not greater than 600 feet from the permitted use to which its parking spaces are assigned.

b. Within the minimum required setback, and as defined within this subsection, an additional floor may be permitted for an open plaza, or for each floor whereon 60% of a floor is used as exhibition, lobby, or gallery area, or for each floor whereon 40% of a floor is used as a terrace, provided that the height of such additional floors shall not exceed an average of 11 feet each.

A plaza area and its corresponding bonus height provision may consist of:

1. Continuous open area along the front lot line for 50 feet or the entire frontage, whichever is greater, which is at least 20 feet wide at its narrowest point and has a total area of more than 750 square feet; or
2. Continuous arcaded area from street to street on a through lot not less than 40 feet wide at any point;
3. An open area on a corner lot bounded on two sides by intersecting street lines which has an area of at least 750 square feet and a minimum least dimension of 10 feet.

c. Within the minimum required setback up to three additional floors may be added, provided that the height of such a building hereafter erected or altered shall not exceed 15 feet per floor and a maximum total height of 78 feet, and further provided that except for the ground floor, to qualify for additional floors as specified herein, such buildings shall consist of more than one-half of their apartment dwelling units with a maximum of two bedrooms and occupancy by one family or up to four unrelated tenants each.

(5) *Building setback lines.* Except as specified in Article XVI, Section 32-56.2(d)(1), (2) no setback is required for all structures three stories or 35 feet in height or less. A 20 foot setback shall be required for all buildings above three stories or 35 feet in height, subject to the provisions of Article XXV.

(6) *Rear yards.* Except as specified in Article XVI, Section 32-56.2(e)(1), (2) a rear yard of 15 feet shall be provided for all structures in the BB district, and such rear yard may be used to meet the applicable parking requirement, subject to the provisions in Article XXV.

(7) *Side yards.* No side yards are required for buildings up to 35 feet in height. For buildings with floors above 35 feet in height, a minimum side yard of eight feet is required when the property is contiguous to another lot in the same zoning district. When a side lot line forms the boundary line with any residential district, a side yard shall be required equal to the minimum side yard required for that residence district, subject to the provisions of Article XXV.

(Ord. No. 70-31, Art. VI, § 3, 7-21-70; Ord. No. 72-10, 2-14-72; Ord. No. 72-62, 11-27-72; Ord. No. 73-26, 6-11-73; Ord. No. 74-7, 2-25-74; Ord. No. 76-22, Amend. No. 3, 5-10-76; Ord. No. 77-3, Amend. No. 1, 1-10-77; Ord. No. 77-42, Amend. No. 1, 9-12-77; Ord. No. 77-45, Amend. Nos. 1, 2, 9-12-77; Ord. No. 77-62, Amend. No. 4, 11-28-77; Ord. No. 78-6, Amend. No. 2, 2-13-78; Ord. No. 78-33, Amend. No. 11, 9-11-78; Ord. No. 88-21, Amend. No. 2, 8-8-88; Ord. No. 96-14, Amend. No. 3, 9-23-96; Ord. No. 96-21, Amend. No. 3, 11-25-96; Ord. No. 97-14, Amend. No. 2, 6-9-97; Ord. No. 02-22, Amend. No. 2, 9-23-02; Ord. No. 04-16, Amend. Nos. 1, 2, 7-12-04; Ord. No. 05-15, Amend. No. 3, 5-23-05; Ord. No. 05-15 (Revised), Amend. No. 3, 5-23-05; Ord. No. 12-11, Amend. Nos. 1, 2, 3-26-12; Ord. No. 15-18, Amend. No. 12, 9-14-15; Ord. No. 16-16, Amend. No. 1, 4-25-16)