LEGISLATIVE # 100560B

#100560B

CITY OF GAINESVILLE
FLORIDA

COLLEGE PARK / UNIVERSITY HEIGHTS

DOWNTOWN PARKING STUDY

Draft Final Report

July 15, 2009

RICH AND ASSOCIATES, INC.
PARKING CONSULTANTS - PLANNERS
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SECTION 1: EXECUTIVE SUMMARY

Rich and Associates have been tasked with completing a Parking Study and Implementation Plan for the City of Gainesville. The study will cover the Community Redevelopment Agency districts of Downtown Gainesville and the College Park / University Heights area. The intent is to conduct a separate and distinct study for each area, each with its own analysis and reports. This report will cover the Downtown Parking Study.

Study Area

The downtown parking study area encompasses 75 blocks in the area from SW Depot Ave on the south to 8th Avenue as the northern boundary (along Main Street). The western boundary of the downtown study area is West 6th Street which touches a portion of the College Park / University Heights study area while the eastern boundary of the downtown study is East 7th Street. The "Core" of the downtown study area is considered as running from South 4th Avenue to North 2nd Avenue and from West 6th Street to East 7th Street. The core study area is a mix of numerous commercial businesses including shops, restaurants, bars and private offices as well as several residential developments and numerous Federal, State, County and City government offices.

Map 1 showing the downtown study area is on page 1-3.

Methodology

In order to complete the downtown parking analysis, Rich and Associates relied upon a proven methodology of collecting data unique to the community. This methodology included conducting an on-site assessment whereby the downtown parking supply was quantified and qualified as to use, restrictions, locations, pricing etc. At this same time, inventories of downtown buildings and businesses were conducted. This was supported by data provided by the City detailing building square footage and use. Where building data was lacking, Rich and Associates used data from the Alachua County Appraiser's website to collect the square footage information.

In addition to this field data collection, Rich and Associates staff held meetings with key stakeholders, including representatives of the University of Florida, major property owners and City staff. Finally, on two days (Thursday, October 2, 2008 and Friday October 3, 2008), and Associates staff conducted turnover and occupancy studies of the downtown parking supply to assess the actual utilization of the parking. This analysis was conducted between the hours of 8:00 a.m. and 12:00 midnight with data collected every two hours.

This information, supported by data provided by the City, permits an accurate determination of the downtown parking requirements for comparison against the available parking supply.

Results

Parking Supply

Analysis of the data collected shows the downtown has a total parking supply of approximately 6,490 spaces. This is comprised of approximately 5,675 off-street spaces and 815 on-street spaces. Two-thirds of the downtown parking supply (4,270 spaces) is considered to be "private" with approximately one-third of the downtown supply "publicly" available. A basic Best Practice that Rich and Associates has established is that a city should have a minimum of 50 percent of the parking supply servicing a downtown publicly available in order to facilitate pedestrian movement (where the patron does not have to constantly move their vehicle from one destination to another), help control parking rates and economic development and finally to incorporate the principles of shared use.

With only 33 percent of the parking supply in the entire study area (and about 40 percent in the "core blocks") controlled by the City and considered publically available, it is slightly more difficult to implement some of the elements of a parking plan that would influence parking behavior. This is may be a reason that the City in the future considering adding public parking that it controls.

Within the downtown are two multi-levels parking structures, one privately developed (Union Street Station "Sun Center") garage and the other developed jointly by the City and CRA. There is also one privately owned tabletop type parking facility for the staff and customers of a downtown bank.

The ratio of publicly-to privately-owned parking becomes of key importance as downtowns develop and wish to create walkable districts with efficient parking facilities. This is because greater amounts of public parking allow for expanded shared use opportunities, reducing the overall amount of parking needed to service an equivalent amount of building space.

Also, public control of over 50 percent of the parking allows for the City to effectively implement policy-driven parking strategies. This allows the City to respond to development scenarios and opportunities in a timely and effective manner with parking provisions.

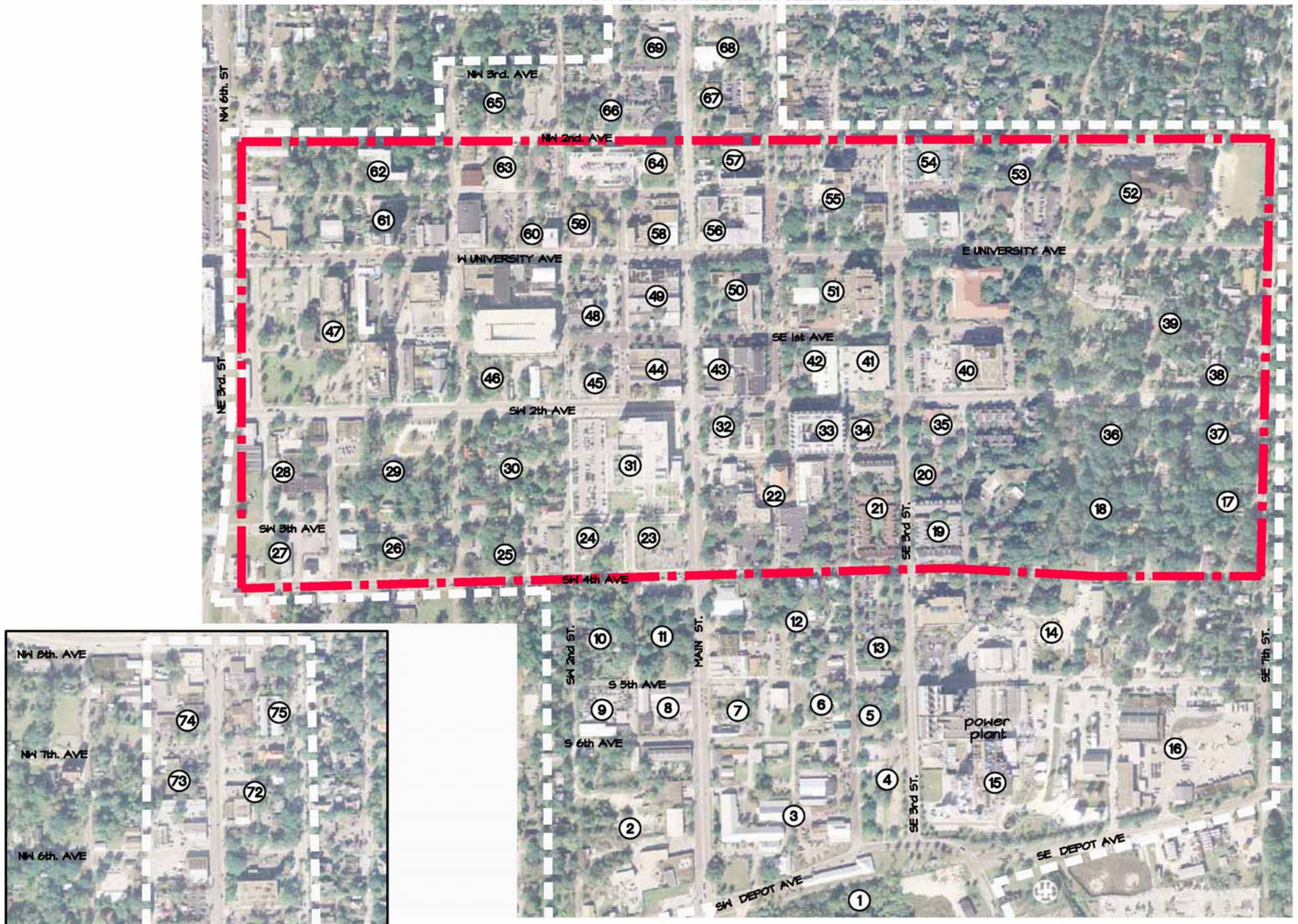
Parking Demand

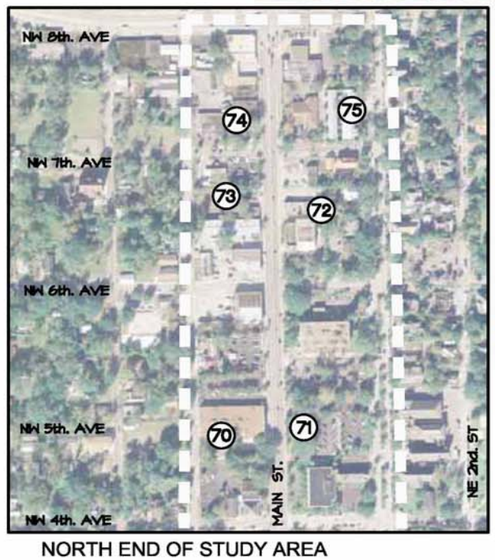
Within the 75 block downtown parking study area, Rich and Associates quantified slightly over 2.1 million square feet of building area. This was classified by Rich and Associates as to land use as shown in **Table 1-A** below. This data was provided by the Gainesville CRA as well as taken from the Alachua County Assessor's website where Rich and Associates field data showed building information but was not contained in the CRA data.

Table 1-A – Downtown Gainesville Building Square Footage Summary

Downtown Gainesville Building Square Footage Allocation			
Classification	**Square Footage**	**Classification**	**Square Footage**
General Business	364,939	Food Services	107,964
General Retail	161,513	Community Arts / Assets	198,459
General Office	128,157	Lodging	45,047
Bars/Nightclubs	137,103	Legal Services	72,920
Government	432,459	Real Estate	15,902
Financial Services	115,998	Health Care	4,116
Residential	204,113	Other	117,254
Vacant	25,241	**Total**	**2,131,185**

FOR MAP CONTINUATION SEE INSERT BELOW





NORTH END OF STUDY AREA

PARKING STUDY FOR THE CITY OF GAINESVILLE

DOWNTOWN

GAINESVILLE, FLORIDA

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DWG. TITLE: MAP #1

STUDY AREAS

LEGEND

- (#) BLOCK #
- TOTAL STUDY AREA
- CORE STUDY AREA

DATE: 01-28-09
DRAWN BY: RTH
JOB No.: 0842

NORTH

SCALE: N.T.S

Turnover / Occupancy Study Results

On Thursday October 2, 2008 and Friday October 3, 2008, Rich and Associates staff conducted turnover and occupancy studies of the parking supply in the downtown parking study area. This analysis was conducted beginning at 8:00 am on each day. Circuits were completed every two hours with the final circuit started at 10:00 pm. This analysis involved recording information from license plates in designated 2-hour on-street parking and recording the number of spaces occupied in other on-street and off-street locations. Using license plate information, Rich and Associates was able to determine if vehicles were overstaying the 2-hour limit as well as occupancy results for each circuit. The survey results showed between six and seven percent of vehicles were in violation (stayed beyond the 2-hour limit) which is slightly above the maximum desired rate of five percent.

Table 1-B
Thursday Turnover Results
Downtown Gainesville

		# Spaces	1X	2X	3X	4X	5X	TOTAL CARS	# VIOLATIONS	% VIOLATIONS
	Total	265	525	81	12	11	16	645	39	6.0%
			81%	13%	2%	2%	2%	2.43		
									14.7%	*of spaces*
									6.0%	of Cars

Table 1-C
Friday Turnover Results
Downtown Gainesville

		# Spaces	1X	2X	3X	4X	5X	TOTAL CARS	# VIOLATIONS	% VIOLATIONS
	Total	325	606	108	25	16	14	769	55	7.2%
			79%	14%	3%	2%	2%	2.37		
									16.9%	*of spaces*
									7.2%	of Cars

Although there were block faces and parking areas that approached full occupancy, overall peak occupancy in the downtown study was found to be only 50 percent of the total parking supply occupied at peak time (which occurred between 2:00 pm and 4:00 pm on the Thursday survey date but between 10:00 am and 12:00 noon on the Friday survey date). Full occupancy is defined as any occupancy over 85 percent.

On both days there was a secondary (although smaller) peak during the evening hours which occurred between 8:00 pm and 10:00 pm on the Thursday survey but extended into the 10:00 pm to 12:00 midnight circuit on the Friday survey date. This is typical for a downtown with an active entertainment area and one that is associated with a major university.

Occupancy is an important aspect of parking because it helps us to understand the dynamic of how parking demand fluctuates throughout the day. Likewise, the occupancy can be used to illustrate how parking demand is impacted by events in the downtown area. Overall, the occupancy data is used by Rich and Associates to calibrate the parking demand model.

Parking Demand

Rich and Associates projected the parking demand for each block in the study area and then subtracted the on and off-street parking supply to arrive at a surplus of 3,440 spaces for the 75 block study area. There are, however, individual blocks on both sides of Main Street from North 1st Avenue to South 2nd Avenue that are experiencing parking deficits ranging from approximately -40 spaces to nearly -160 spaces. Block 40, which is further to the east and encompasses the Federal Building, has a deficit of -160 spaces.

While there are individual blocks with deficits, it is difficult to provide all the parking needed by all the businesses on a particular block. Therefore, the parking intended to serve some businesses is located on adjacent blocks. For this reason, a zone analysis is an appropriate method to apply since it combines contiguous blocks and considers a reasonable walking distance that patrons may expect. Two zones of analysis have been considered, each centered on the two multi-level parking structures. While the blocks in the zones encompassing the two multi-level parking structures have surpluses, adjacent blocks do experience deficits. The zone analysis centered on the parking structures shows that the parking structures can satisfy the nearby parking demand within a maximum of three blocks from each garage.

Future Demand

Several new projects either under construction (such as the Hampton Inn downtown) or under consideration will also have an impact on the downtown parking needs as they rely, at least in part, on existing parking supply to satisfy some of their parking needs. However, information provided by the CRA which detailed several specific development projects planned for the downtown within a three to five year planning horizon show that many of the more extensive developments are also planning parking as part of their projects.

As a result of the additional demand created by the various projects, total parking demand within the downtown study area is projected to increase by nearly 970± spaces from the current 3,050± spaces to 4,018± parking spaces needed within about five years. Several of the proposed development projects however, are also planning to add parking supply increasing the number of parking spaces downtown by just over 620± spaces. Most of the added spaces will be private meaning they will only be available to tenants, staff or customers of the various projects.

The resulting net effect is a decrease in the amount of surplus parking in the downtown from the current 3,440± spaces to an anticipated downtown study area surplus of 3,095± spaces for a decrease of nearly 350± spaces.

Given the projects anticipated and level of additional parking demand projected to be created at this point, the two existing parking structures downtown, which are publicly available, should be able to absorb the parking demand from blocks nearby that have parking deficits.

Conclusion Summary

Conclusion Summary	
Category	**Conclusion**
Parking Supply	- Within the downtown only about one-third of the supply is publicly available, within the "core", the ratio is about 40% - Approximately 18 (2.2%) of the 815± on-street spaces are restricted for City / County use - Of the 815± On-Street spaces in the downtown study area, 57% are free, 22% are metered and 21% are "other" (handicap, loading zone, permit required etc). - The two downtown parking structures are within three blocks of those blocks experiencing parking deficits. On a "Best Practice" basis, this walking distance would be considered level of service B.
Paid vs. Free Spaces	- Downtown parking is perceived to be inadequate because many of the most desirable free spaces are consistently occupied. - The parking structures at $1.00 to $2.00 per hour are competing with surrounding on-street and off-street parking that is either free or lower priced at $0.50 per hour
Signage(Way-finding)	- Signage to direct patrons to off-street parking locations is inadequate - There is no consistent type of sign for parking locations - The downtown lacks pedestrian way-finding signs to direct pedestrians to key destinations once they have parked their car.
Parking Demand vs. Supply	- Overall, the downtown is operating at about 50% of the parking spaces occupied at peak time. - Parking demand in the downtown is calculated using a shared use concept that recognizes that some demand (such as restaurants and bars) will peak after many office and governmental uses have closed for the day. - There are twelve (12) blocks that have parking deficits - The blocks that have parking deficits are generally within three blocks of one of the two parking structures downtown - Several projects either under construction or planned will require the use of existing publicly available parking to satisfy at least part of their parking needs
Enforcement	- Enforcement of many free spaces is accomplished by having PEO's chalk tires. Citations are written with hand-held units.

Parking Implementation Strategies

Parking servicing any downtown environment must satisfy a number of different users.

- **Very short time period parking (15 minutes).** Some locations (such as a post-office) require convenient short-term spaces (perhaps 15 to 20 minutes) for quick in-and-out trips.
- **Convenient On-Street parking**. Other users prefer the convenience of on-street parking but will remain downtown for longer periods for shopping, visiting restaurants or professional offices. Up to two-hours of on-street parking will meet many of these needs.
- **Longer term off-street parking**. Visitors requiring stays longer than 2-hours should be directed to off-street parking, either in surface lots or one of the downtown parking structures.
- **Long-Term employee parking**. Employees who can be downtown from four to eight hours or more should be directed to off-street locations or less convenient and generally unused on-street parking on the periphery of downtown. However, this must not interfere with residential parking needs in adjacent neighborhoods.
- **Private spaces provided by individual business owners for their staff or customers**. In most cases being most proximate to a business these spaces could be considered the most convenient parking. The customer would generally be expected to move their vehicle at the conclusion of their business.
- **Public spaces that can be used by anyone without regard to destination and can be longer term**. These foster a more pedestrian friendly environment as a person can park once and walk to multiple destinations.
- **Reserved or "Special" spaces.** These spaces are generally be classified as loading zone spaces, designated handicap spaces or on or off-street spaces restricted for specific use.
- **Shared Spaces**. Recognizing that different types of demand generators in a downtown may have different times of the day when they have a need for parking, spaces that can be shared by different uses can reduce the number of parking spaces that need to be provided. An office can have their staff and customers park in a nearby municipal parking location during the daytime while a nearby restaurant or bar whose needs would peak in the evening hours after the office workers have left can use these same spaces.

How well the community can accommodate the many diversified needs for various groups within fiscal and budgetary constraints for managing its parking infrastructure will determine how successful the downtown can become. Managing the downtown parking must recognize not only the diversified needs of each type of user but also accommodate long-tem planning for new development downtown and its effects on the parking supply.

SECTION 2: CURRENT DEMAND ANALYSIS

Rich and Associates is evaluating the parking needs for downtown Gainesville reflecting both existing and anticipated future conditions. This portion of the report details the current parking conditions downtown including an analysis of the available existing parking supply, how this available supply is currently being used and projections of the existing parking demand generating the need for parking. Section 3 of this report will project future parking needs and assess the comparison of the parking demand within the next five years against the anticipated parking supply.

Parking Supply

The parking that is available to employees and visitors of Downtown Gainesville is comprised of a mix of on-street and off-street parking. The off-street parking consists of numerous surface lots (both publicly and privately provided); two multi-level parking structures (one owned by the City and the other privately owned) and one privately owned tabletop type parking facility. On-Street parking in downtown Gainesville consists of both metered and free timed and untimed parking.

The definition of public versus private parking follows the concept that if the spaces are intended for employees or visitors to a specific business or building then they are considered "private". As an example under this definition, even though it is a public entity, the library spaces would be considered as private since they are intended for use only while visiting the library (and signed as such). Similarly, the Union Street Station Parking Garage is considered 'public" (although it is privately owned) since there is no requirement that a patron can only visit specific destinations downtown when parking there. Many other lots are provided by individual businesses and are therefore restricted to their staff or for customers or visitors use only for the duration of their visit. Once the customer or visitor's visit is concluded they are expected to move their vehicle.

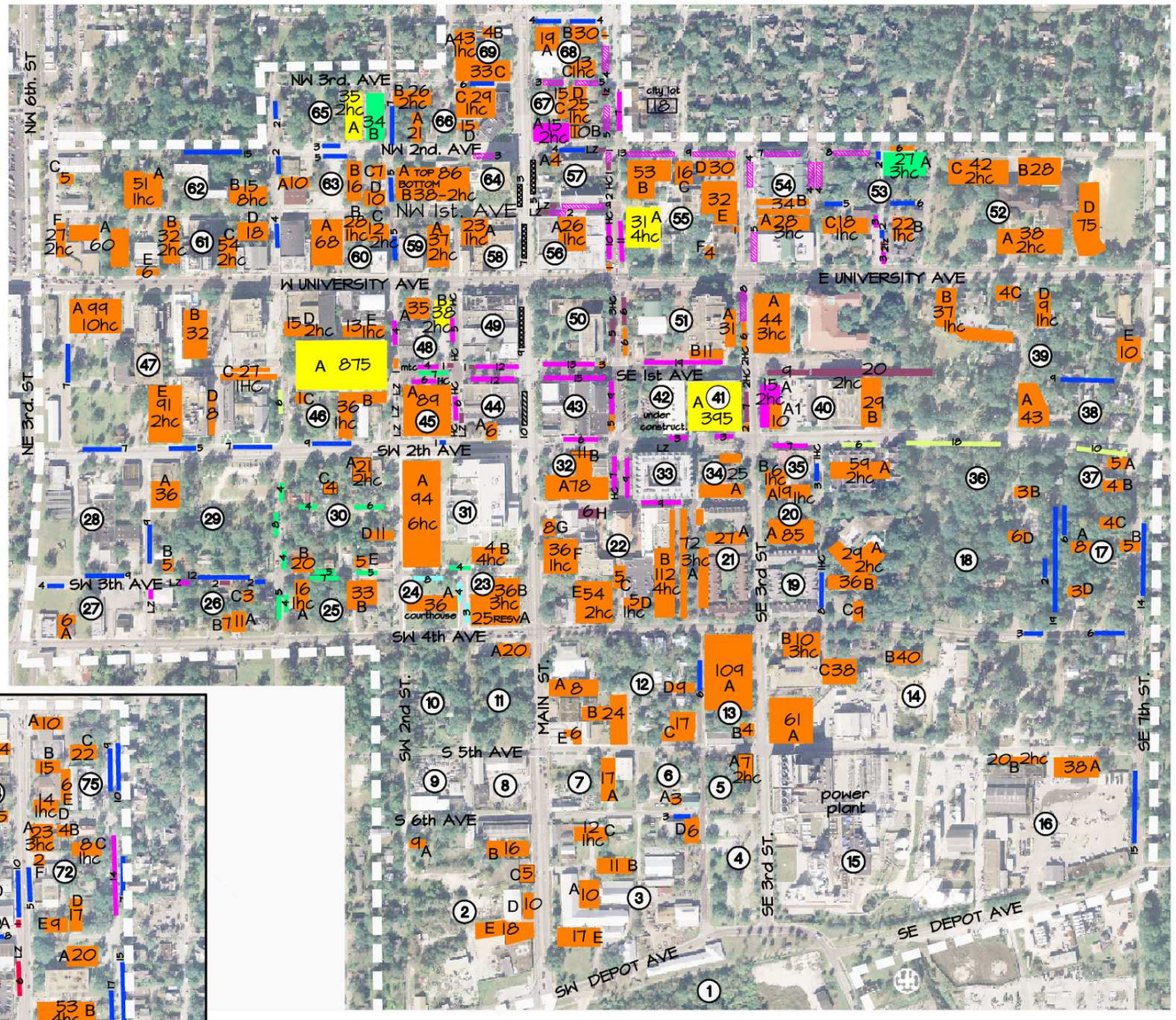
Table 2-A on page 2-3 summarizes the available parking supply within the defined boundaries of the downtown study area. As a result of the field counts conducted, Rich and Associates has determined that there are a total of nearly 6,500 parking spaces. Most of these (88%) are in the off-street lots or parking structures mentioned above, while just over 800 spaces (12%) are available on-street.

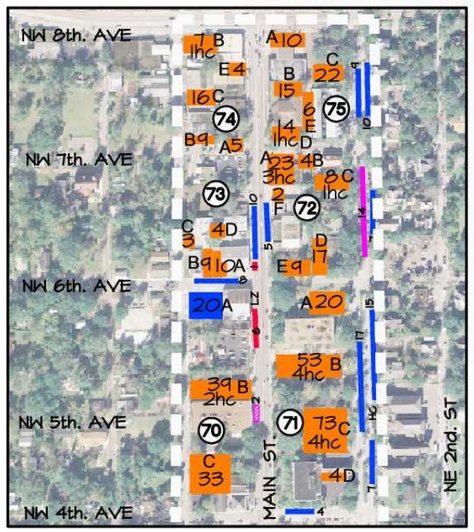
Perhaps the most telling statistic from the summary is the relatively low proportion of "publicly available" parking at just over 34 percent. A best practice established by Rich and Associates is that a City should have at least 50 percent of the parking supply publicly available. This allows the City to both control parking rates as well as facilitates pedestrian movement around a downtown as patrons don't have to constantly move their vehicle when visiting multiple destinations as is often the case with private parking as noted above. Also, public control of over 50 percent of the parking allows for the City to effectively implement policy-driven parking strategies such as shared parking. This allows the City to respond to development scenarios and opportunities in a timely and effective manner with parking provisions.

The "core" study area for downtown, (the blocks between North 2nd Avenue and South 4th Avenue) has a total of just under 5,000 spaces with just over 40 percent publicly available. It is in the core area that the best practice of 50 percent of the spaces being publically available is most important.

Map 2 showing the downtown parking supply is on the following page.

FOR MAP CONTINUATION SEE INSERT BELOW





NORTH END OF STUDY AREA

PARKING STUDY FOR THE CITY OF GAINESVILLE

DOWNTOWN

GAINESVILLE, FLORIDA

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DWG. TITLE: MAP #2

PARKING SUPPLY

LEGEND

(#) BLOCK #

- 15 MIN /20 MIN/ 30 MIN.
- 1 HR
- 2 HR. FREE
- 2 HR. METERED
- 4 HR METERS
- 10 HR METERS
- PRIVATE / RESERVED
- PUBLIC
- PERMIT
- UNMARKED (+/-)
- PARK AFTER 6 pm.
- PARK AFTER 7 pm.

DATE: 01-15-09
DRAWN BY: GWC
JOB No.: 0842

NORTH

SCALE: N.T.S

Table 2-A – Parking Supply Summary

	Study Area		Core Area	
	Number	**Pct**	**Number**	**Pct**
Off-Street	5,674	**87.4%**	4,290	**86.2%**
On-Street	815	**12.6%**	688	**13.8%**
Total Parking Supply	**6,489**	**100.0%**	**4,978**	**100.0%**
Private				
Off-Street	**4,269**	**65.7%**	**2,939**	**59.0%**
Public				
Off-Street	1,405	**21.6%**	1,351	**27.1%**
On-Street	815	**12.6%**	688	**13.8%**
Private	4,269	**65.8%**	2,939	**59.0%**
Public	2,220	**34.2%**	2,039	**41.0%**
Total	**6,489**	**100.0%**	**4,978**	**100.0%**

Table 2-B on the following page details the downtown parking inventory by block. Missing block numbers had no parking supply associated with them. The left side of the off-street portion of the table shows the letters A through H. These coincide with the lot designations. Off-street parking is denoted by the letter followed by the block number which can then be keyed to the parking supply map on the previous page. Therefore, Lot A-2 would refer to the first designated lot on block 2, B-2 as the second designated lot on this block and so on.

The on-street parking is designated depending on where it is located on each block. On-street parking on the north face of a block is said to be on Face A, Face B is the east face, Face C is the south face and Face D the west face. On-street parking is referred to by the block number and letter depending on the cardinal face of the block. Therefore, 2A refers to the north face of block 2, while 2C would refer to the south face of this same block.

Table 2B

City of Gainesville, Florida
Downtown Parking Inventory (All Blocks)

Off-Street	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
A		9	10		9	3	17				20	8	109	61		38	8	31		85	27	75	25	36	17	11	6		36	23	100	78		25	20	61	5	43	47	27
B		16	11									24	4	13		22	5	36				116	39		33	7			5	20	8	11			7	3	4		38	29
C		5	13									17		38			4	9				5				3				4									4	
D		10	6									9		40			3	6				6								11									10	
E		18	17									6										56								5									10	
F																						37																		
G																						8																		
H																						6																		
Sub-Total	0	58	57	0	9	3	17	0	0	0	20	64	113	152	0	60	20	82	0	85	27	309	64	36	50	21	6	0	41	63	108	89	0	25	27	64	9	43	109	56

On-Street	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
N (A)			3																					8	7	5	4						1		7	24	10		9	29
E (B)												6					14	2	9					4		5			8			8			4					
S (C)																	6	3										9	12	20	4		9							
W (D)																	6						3		4	1			9	8			9							
Sub-Total (on-Street)	0	0	3	0	0	0	0	0	0	0	0	6	0	0	0	0	26	5	9	0	0	0	3	12	11	11	4	9	29	28	4	8	19	0	11	24	10	0	9	29
Total Supply	0	58	60	0	9	3	17	0	0	0	20	70	113	152	0	60	46	87	9	85	27	309	67	48	61	32	10	9	70	91	112	97	19	25	38	88	19	43	118	85

Off-Street	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	Total	Pct
A	384			6	89	875	109	35			31	40	30	31	35	27	4	24	39	68	60	52	10	86	37	21	17	19	44	20	20	26	10	5	10		
B						37	32	40			11	28	23	34	53					29	34	23	16	40	34	28	10	30	4	41	57	4	9	9	15		
C						1	28					44	19		16					14	56	5	7			30	15	14	33	33	77	9	3	16	22		
D						17	8					75			30						18		10			15	26				4	17	4	8	15		
E						14	93								27						6											9		4	6		
F															4						29											2					
G																																						
H																																						
Sub-Total	384	0	0	6	89	944	270	75	0	0	42	187	72	65	165	27	4	24	39	111	203	80	43	126	71	94	68	63	81	94	158	67	26	42	68	5,675	87.4%

On-Street	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	Total	Pct
N (A)			15	12	7								14	7	22	3	5					15	5	3				8		8							
E (B)	11		14	10	8		6	7	9	8	15		7	4	1	12	5	7						3			6	5		9	17	14	11		9		
S (C)	2	3	6		1	9	19	6	13	16	19		11				10								3			8	6									
W (D)				1	3		11	5			12		4	9	11		5		5	4			2	5	2	7					5							
Sub-Total (on-Street)	13	3	35	23	19	9	36	18	22	24	46	0	36	20	34	15	25	7	5	4	0	15	7	11	5	7	6	21	6	17	17	19	11	0	9	815	12.6%
Total Supply	397	3	35	29	108	953	306	93	22	24	88	187	108	85	199	42	29	31	44	115	203	95	50	137	76	101	74	84	87	111	175	86	37	42	77	6,490	100.0%

On-Street Parking Supply

Table 2-C beginning on the following page details the on-street parking supply for each block. The on-street supply totals 815± spaces. The block numbers and block faces are shown down the left side of the table. The various types of parking found in the on-street spaces are shown across the top of the table so that the number of each type as found on the various block faces can be recorded.

Analysis of the composite results shows that about 40 percent of the on-street spaces are designated as two hours or less, one-third (32.6%) have no designation with the balance of spaces either designated as loading zone, spaces where a permit is required, designated handicap or four or 10 hour time limits.

The on-street parking supply includes some spaces where parking is only permitted on weeknights after 7:00 pm as well as some other spaces which are not available until after 9:00 pm. Other on-street spaces are restricted for specific users such as the County, City police department or other designations.

Table 2-C - On-Street Parking Inventory - Downtown

Block	Face	30 Min Free	30 Min Meter	2-Hour (Free)	2-Hour (Meter)	Pmt Req	Loading Zone (30 Min)	Loading Zone (2-Hrs)	Hcp	No Desig-nation	4-Hour (Free)	4-Hour (Meter)	10-Hour (Free)	10-Hour (Meter)	Special	Total
3	A									3						3
																0
12	B									6						6
																0
17	B									14						14
	C									6						6
	D									6						6
																0
18	B									2						2
	C									3						3
																0
19	B								1	8						9
																0
																0
23	D											3				3
																0
24	A											8				8
	B											4				4
																0
25	A					7										7
	D					4										4
																0
26	A						2	1		2						5
	B					5										5
	D							1								1
																0
27	A									4						4
																0
28	C									9						9
																0
29	B					8										8
	C									12						12
	D									9						9
																0
30	C1					10										10
	C					10										10
	D					8										8
																0
31	C					4										4
																0
32	B			7					1							8

Table 2-C (continued)

Block	Face	30 Min Free	30 Min Meter	2-Hour (Free)	2-Hour (Meter)	Pmt Req	Loading Zone (30 Min)	Loading Zone (2-Hrs)	Hcp	No Designation	4-Hour (Free)	4-Hour (Meter)	10-Hour (Free)	10-Hour (Meter)	Special		Total
33	A														1	j	1
	C			9													9
	D			9													9
																	0
35	A				7												7
	B								1	3							4
																	0
36	A													24			24
																	0
37	A													10			10
																	0
39	C									9							9
																	0
40	A	29															29
																	0
41	B		7						2						2	K	11
	C			2													2
																	0
42	C			3													3
																	0
43	A			15													15
	B			9											5	a	14
	C			6													6
																	0
44	A			12													12
	B														10	b	10
	D						1										1
																	0
45	A				6				1								7
	B				6				2								8
	C									1							1
	D						3										3
																	0
46	C									9							9
																	0
47	B													6			6
	C									19							19
	D									11							11
																	0
48	B				5				2								7
	C			4			1								1	m	6
	D			4											1	c	5

Table 2-C (continued)

Block	Face	30 Min Free	30 Min Meter	2-Hour (Free)	2-Hour (Meter)	Pmt Req	Loading Zone (30 Min)	Loading Zone (2-Hrs)	Hcp	No Designation	4-Hour (Free)	4-Hour (Meter)	10-Hour (Free)	10-Hour (Meter)	Special		Total
49	B														9	n	9
	C			12					1								13
																	0
50	B								3						5	d	8
	C			13											3	e	16
																	0
51	B				8				2						5	f	15
	C			19													19
	D	6													6	e	12
																	0
53	A				8										6	g	14
	B1			3			2			2							7
	C1									11							11
	D				4												4
																	0
54	A				7												7
	B				4												4
	D				9												9
																	0
55	A				22												22
	B														1	h	1
	D			11													11
																	0
56	A				2		1										3
	B			10					1						1	i	12
																	0
57	A									4					1	j	5
	B				3		1		1								5
	C				9		1										10
	D														5	n	5
																	0
58	B														7	b	7
																	0
59	D									5							5
																	0
60	D									4							4
																	0
62	A									15							15
																	0
63	A									5							5
	D									2							2
																	0
64	A				3												3
	B														3	b	3

Table 2-C (continued)

Block	Face	30 Min Free	30 Min Meter	2-Hour (Free)	2-Hour (Meter)	Pmt Req	Loading Zone (30 Min)	Loading Zone (2-Hrs)	Hcp	No Designation	4-Hour (Free)	4-Hour (Meter)	10-Hour (Free)	10-Hour (Meter)	Special		Total
	D									5							5
																	0
65	C									3							3
	D									2							2
																	0
66	D									7							7
																	0
67	B				5		1										6
																	0
68	A									8							8
	B				4										1	k	5
	C				8												8
																	0
69	C									6							6
																	0
70	A									8							8
	B						1			2					6	l	9
																	0
71	B									17							17
																	0
72	B			14													14
	D									5							5
																	0
73	B									10					1	l	11
																	0
75	B									9							9
																	0
TOTAL		35	7	162	120	56	14	2	18	266	0	15	0	40	80		815
		4.3%	0.9%	19.9%	14.7%	6.9%	1.7%	0.2%	2.2%	32.6%	0.0%	1.8%	0.0%	4.9%	9.8%		100.0%

NOTES

- **a** *Reserved Valet 5P - 3A W/D, 9A - 3P W/E & Holidays*
- **b** *Parking only Weeknights 9P - 5A, Weekends 9P Friday - 5A Mon*
- **c** *Reserved Gainesville Police Department 24/7*
- **d** *20 minutes free*
- **e** *Reserved Alachua County*
- **f** *(2) Reserved Alachua County + (3) ASO*
- **g** *Reserved Boltin Ctr M - F 8A - 5P*
- **h** *Reserved City Vehicle*
- **i** *Reserved Visitor Convention Bureau*
- **j** *15 minute Loading Zone*
- **k** *Reserved*
- **l** *1 Hour Parking*
- **m** *Motorcycle*
- **n** *Parking only Weeknights 7P - 5A, Weekends 7P Friday - 5A Mon*

Off-Street Parking Supply

The off-street parking supply as shown by **Table 2-D** on the following page is comprised of numerous parking locations ranging in size from as few as two spaces up to the 875± space city parking structure. There are 5,675 off-street spaces in the downtown study areas.

Considering just the off-street spaces in the total study area, 1,405 spaces representing 25 percent of the off-street supply is publicly available (meaning anyone may use it regardless of their destination). A total of 146± of the public spaces are in the five municipal surface lots within the study area with the balance in the two parking structures (the one city owned structure plus one other privately owned but publicly available).

The privately owned spaces within the study area total 4,270± spaces. Approximately 120± of these are designated as handicap accessible parking. Of the public spaces, a total of only 12± spaces in the surface lots are designated handicap accessible while in the City/CRA Garage there are approximately 19± handicap accessible spaces with a few more in the Union Street Station Garage.

Table 2-D - Downtown Parking Inventory Off-Street

		Capacity				
Block	**Letter Designation**	**Private**		**Public**		**Description**
		Reg	**Hcp**	**Reg**	**Hcp**	
1	**No Off-Street Parking This Block**					
2	**A**	9				Apartment Building Tenant Parking
	B	16				Gainesville Neon Signs
	C	5				
	D	10				Gainesville Rock Gym
	E	18				Stereo Warehouse
3	**A**	10				Alkiq Wood
	B	11				
	C	12	1			Cultural Arts Exchange
	D	6				Auto Repair
	E	17				Alkiq Wood
4	**No Off-Street Parking This Block**					
5	**A**	7	2			Transit Center Parking
6	**A**	3				Private
7	**A**	17				Private
8	**No Off-Street Parking This Block**					
9	**No Off-Street Parking This Block**					
10	**No Off-Street Parking This Block**					
11	**A**	20				Convenience Store + Foodmax Store
12	**A**	8				**1 Hour Free**
	B	24				Fire Dept Parking
	C	17				Lou's Hamburgers
	D	9				Private
	E	6				Private
13	**A**	109				GRU Parking (Employee)
	B	4				Private
14	**A**	61				GRU Parking
	B	10	3			GRU Customer Parking
	C	38				GRU Customer / Employee Parking
	D	40				GRU Employee Parking (Dirt Lot - Capacity Approx)
15	**No Off-Street Parking This Block (Power Plant)**					

Table 2-D (continued)

		Capacity				
Block	**Letter Designation**	**Private**		**Public**		**Description**
		Reg	**Hcp**	**Reg**	**Hcp**	
16	**A**	38				Private (Power Plant)
	B	20	2			Private (Power Plant)
17	**A**	8				Apartment Tenant Parking
	B	5				Private
	C	4				Apartment Tenant Parking
	D	3				Private
18	**A**	29	2			Sunstate Credit Union Customer Parking
	B	36				Sunstate Credit Union Employee Parking
	C	9				Private Law Office Parking
	D	6				Private Multi-Family Apt
19	**No Off-Street Parking This Block (Power Plant)**					
20	**A**	85				Apartment Tenant Parking
21	**A**	27				Apartment Tenant Parking
22	**A**	72	3			Apartment Tenant Parking
	B	112	4			Sun Center Customer Parking
	C	5				Private (Assigned Parking)
	D	5	1			Private
	E	54	2			Milam Funeral Home
	F	36	1			Sun Center
	G	8				Metro Bakery & Café
	H	6				Sun Center 20 minute customer parking
23	**A**	25				Reserved Decal Only (Courthouse)
	B	36	3			Courthouse Business (2 Hour limit)
24	**A**	36				Courthouse Support Staff & Emp Parking 6A - 6P
25	**A**	16	1			Gainesville Community Food Pantry & Thrift Shop
	B	33				Apartment Tenant Parking
26	**A**	11				University Opticians
	B	7				Indigo (retail)
	C	3				Apartment Tenant Parking
27	**A**	6				Private Parking
28	**No Off-Street Parking This Block**					
29	**A**	36				Scissors & Kaplan Learning Center
	B	5				Private

Table 2-D (continued)

		Capacity				
Block	**Letter Designation**	**Private**		**Public**		**Description**
		Reg	**Hcp**	**Reg**	**Hcp**	
30	**A**	21	2			Shooting Star Restaurant Parking
	B	20				Church Parking
	C	4				Medical Society
	D	11				Apartment Tenant Parking (236 SW 2nd St)
	E	5				Private Parking (216 SW 3rd Ave)
31	**A**	94	6			Alachua County Courthouse (Reserved)
	B	4	4			Alachua County Courthouse
32	**A**	78				Private
	B	11				Law Office Parking
33	**No Off-Street Parking This Block**					
34	**A**	25				215 SE 2nd Ave Parking (Vacant)
35	**A**	19	1			Partnership for Strong Families
	B	6	1			Acupunture Institute
36	**A**	59	2			Apartment Tenant Parking (405 SE 2nd Ave)
	B	3				Private (532 SE 2nd Pl)
37	**A**	5				Apartment Tenant Parking
	B	4				Apartment Tenant Parking
38	**A**	43				Sweetwater Branch Inn Parking
39	**A**	44	3			Alachua County Library Parking
	B	37	1			Private (527 E. University Ave)
	C	4				Sweetwater Branch Bed & Breakfast Parking)
	D	9	1			Salvation Army
	E	10				Private
40	**A**			15	2	2 Hour Meters
	A1	10				Alachua County Reserved
	B	29				Reserved Federal Building
41	**A**			384		Sun Center Parking Garage
42	**No Off-Street Parking This Block**					
43	**No Off-Street Parking This Block**					
44	**A**	6				Stacked Parking Alachua County Admin Annex
45	**A**	89				Lifestyle Valet Parking

Table 2-D (continued)

		Capacity				
Block	**Letter Designation**	**Private**		**Public**		**Description**
		Reg	**Hcp**	**Reg**	**Hcp**	
46	**A**			875		City Parking Garage
	B	36	1			Common Grounds?
	C	1				Absolute Hair
	D	15	2			**County Services Bldg**
	E	13	1			Club Decadence
47	**A**	99	10			First Baptist Church Lot
	B	32				Gainesville Lodge
	C	27	1			First Baptist Church
	D	8				Scissors & Kaplan Learning Ctr Parking
	E	91	2			**First Baptist Church?**
48	**A**	35				State Attorney's Office Parking (Decal Only)
	B			38	2	Metered Parking City Lot #13
49	**No Off-Street Parking This Block**					
50	**No Off-Street Parking This Block**					
51	**A**	31				County Building Reserved
	B	11				County Building Reserved
52	**A**	38	2			School Administration Bldg
	B	28				School Administration Bldg
	C	42	2			School Administration Bldg
	D	75				School Administration Bldg (Dirt Lot - Capacity Approx)
53	**A**	27	3			Restricted City Permit
	B	22	1			Private (500 E. University)
	C	18	1			Private (412 E. University)
54	**A**	28	3			Commerce Bldg
	B	34				Regent Park Condominium
55	**A**			31	4	City Hall Public Lot
	B	53				City Employees (M - F 7A - 5P)
	C	16				Reserved City Vehicles
	D	30				Reserved Commerce Center / Regent Park
	E	27				Reserved City Emp
	F	4				Reserved
56	**A**	26	1			Private County
57	**A**	4				Reserved Holy Trinity Church
58	**A**	23	1			Private Parking (Behind 12 - 22 W. University)

Table 2-D (continued)

		Capacity				
Block	**Letter Designation**	**Private**		**Public**		**Description**
		Reg	**Hcp**	**Reg**	**Hcp**	
59	**A**	37	2			State Atty's Office Parking Rsvd (7:30 A - 6:00 P)
60	**A**	68				Private - Parking by Permit Only
	B	28	1			Private
	C	12	2			Private
61	**A**	60				Private
	B	32	2			Seagle Bldg (Apt & Office)
	C	54	2			Seagle Bldg (Apt & Office)
	D	18				Private
	E	6				**Spin Cycle Laundry Ctr?**
	F	27	2			Private
62	**A**	51	1			400 W University Residents
	B	15	8			400 W University Residents
	C	5				Private
63	**A**	10				Private
	B	16				Private
	C	7				Private
	D	10				Private
64	**A**	86				Wachovia Bank Deck (top level)
	B	38	2			Wachovia Bank Deck (lower level)
65	**A**			35	2	Public Lot 10 Hour Meters
	B	34				City Employee Parking
66	**A**	21				Stripling & Stripling Atty
	B	26	2			Apartment Tenant Parking
	C	29	1			Collier Companies & Paragon Properties (220 Main St)
	D	15				Collier Companies & Paragon Properties (220 Main St)
67	**A**			15	2	City Lot 2 Hour Meters
	B	10				Private 200 NE 1st St
	C	15				Private Masonic Temple (Gravel Lot)
	D	25	1			Private (Purvis & Gray)
68	**A**	19				Savanah Grande Restaurant
	B	30				Savanah Grande Restaurant
	C	13	1			Savanah Grande Restaurant
69	**A**	43	1			Gated Lot
	B	4				Rips Dry Cleaners Lot
	C	33				Holy Trinity Church Lot

Table 2-D (continued)

		Capacity				
Block	**Letter Designation**	**Private**		**Public**		**Description**
		Reg	**Hcp**	**Reg**	**Hcp**	
70	**A**	20				Private (Harts Discount Furniture
	B	39	2			Junior League Thrift Shop
	C	33				Williams-Thomas Funeral Home
71	**A**	20				Partnership for Strong Families
	B	53	4			Partnership for Strong Families
	C	73	4			Sun Trust Bank Parking
	D	4				Sun Trust Bank Parking (Drive Thru)
72	**A**	23	3			Private (627 Main St)
	B	4				Private (627 Main St)
	C	8	1			Private (Spring Arts)
	D	17				Private (606 NE 1st Street)
	E	9				Private (622 NE 1st St)
	F	2				Private
73	**A**	10				Private (behind 604 Main St)
	B	9				16 NW 6th Ave (Action Labor)
	C	3				Private
	D	4				Private (Vacant)
74	**A**	5				Apartment Tenant Parking (702 N Main)
	B	9				Private (Adj 12 NW 7th Ave)
	C	16				Private
	D	8				Private (Adj 727 NW 1st St)
	E	4				Rooms for Less
75	**A**	10				Firestone
	B	15				Firestone
	C	22				Private (726 NE 1st St)
	D	14	1			Private (Attorneys Office 703 N Main)
	E	6				Alley Parking behind 703 Main St
Total Off-Street All Blocks		**4,150**	**120**	**1,393**	**12**	
		97%	**3%**	**99%**	**1%**	
Pct Private vs. Public		**74.9%**		**25.1%**		

Paid Parking Rates

As the previous tables of on and off-street parking have demonstrated, downtown Gainesville is served by a combination of free and paid on-street parking while all publicly available[1] off-street parking is paid. On-street paid parking spaces have time restrictions from as short as thirty minutes up to 10 hours. Nearly 20 percent of the free on-street parking is limited to two hours with nearly one-third of the on-street supply being free with no time limits posted. **Table 2-E** below details the on-street meter rates found in downtown Gainesville.

On-street parking rates

Metered parking stalls up to four hours are priced at the equivalent rate of $0.50 per hour. Longer term 10-hour meters which are on the periphery of downtown are at half that rate or $0.25 per hour.

Table 2-E – On-street Meter Rates

30-Minute Meters	2-Hour Meters	4-Hour Meters	10-Hour Meters
$.25 / 30 minutes	$0.50 / 60 minutes $0.10 / 12 minutes $0.05 / 6 minutes	$0.25 / 30 minutes $0.10 / 12 minutes $0.05 / 6 minutes Parking Card 30 minute / increment	$0.25 / 60 minutes $0.10 / 24 minutes $0.05 / 12 minutes

Off-street parking rates

Public off-street surface parking is priced similarly as on-street metered spaces. Those parking lots with metered spaces of less than 10 hours are priced at $0.50 per hour. Lot #3 which is on block 65 has 10-hour meters. These are priced at the same rate as on-street 10-hour meters or $0.25 per hour. The two parking structures downtown are priced significantly higher. The City/CRA Garage charges $1.00 per hour to a maximum of $5.00 daily. After 6:00 pm, the rate is a flat $5.00. The Union Street Station (Sun Center) garage charges $2.00 the first hour and $1.00 each additional hour to a daily maximum. This garage also charges a flat $5.00 after 6:00 pm.

[1] *Refer to page 2-1 for definition of publicly available spaces*

Turnover / Occupancy Study Results

Turnover Results

Among the tasks that were completed was a utilization study of the downtown parking. This took the form of counts conducted every two hours of both on-street and off-street parking within the downtown. This analysis was conducted on a Thursday and a Friday in October for the 16-hour period between 8:00 a.m. and 12:00 midnight on each day. This review was helpful in calibrating the parking demand model which calculates the demand for parking versus the available parking supply as well as in various "zones"[2] within the study area. The data from the utilization study also used to review how parking restrictions were adhered to and how enforcement was operating.

In many of the time restricted (two-hours or less) on-street spaces, the first three digits of each vehicles' license plate was recorded. This permitted a determination as to whether the vehicle was parking beyond the stated time limits at a specific parking space. Each space is numbered on a survey form and in subsequent circuits it is noted whether the same vehicle is in a space, a new vehicle or if the space is empty. With circuits conducted every two-hours and with most time limited spaces restricted to two hours or less, the maximum number of times a vehicle should be observed would be two (which assumes that a patron arrived just prior to the surveyor arrival and is slightly overstaying the limit but would be departing very soon after being recorded a second time). Therefore, the count of violations includes those vehicles observed in a time restricted space three or more times. In other on-street spaces (those without a defined time limit posted) and off-street locations, the total occupancy of each parking area was simply noted.

Compared to many other cities studied by Rich and Associates, the time violation rate was relatively low. On the Thursday survey date, 15 percent of the observed spaces or only approximately six percent of the observed vehicles were in violation where the vehicle was staying beyond the stated time limit. Rich and Associates has established that a violation rate not exceeding ***five percent of vehicles*** is considered a sign of appropriate enforcement.

On the Friday survey date the violation rate was slightly higher as the results showed 17 percent of the spaces had vehicles in violation or seven percent of the total cars counted. Again, this is only slightly above the maximum desired ratio of five percent of vehicles in violation.

The turnover data is shown by **Tables 2-F** and **Table 2-G** on pages 2-20 and 2-21.

[2] The zones will be discussed later in the report.

Table 2-F

Thursday Turnover Results

Downtown Gainesville

			# times cars stayed							
Type	Block Face	# Spaces	1X	2X	3X	4X	5X	TOTAL CARS	# VIOLATIONS	% VIOLATIONS
4 Hr	23D	3	1					1	0	0.0%
4 Hr	24A	8	6					6	0	0.0%
4 Hr	24B	3						0	0	0.0%
LZ	26D	2	4					4	0	0.0%
2 Hr	32B	8	24	3	1	1		29	2	6.9%
2 Hr	35A	7	9	1				10	0	0.0%
2 Hr	43A	15	54	5	1	1		61	2	3.3%
2 Hr + Sp	43B	14	52	7				59	0	0.0%
2 Hr	44A	13	24	6	1	1	2	34	4	11.8%
2 Hr M	45A	7	7					7	0	0.0%
2 Hr M	45B	8	12	2			1	15	1	6.7%
2 Hr M	48B	7	8	1		1		10	1	10.0%
2 Hr	48C	6	14	2	1			17	1	5.9%
2 Hr	48D	5	11	2				13	0	0.0%
2 Hr	49C	13	49	3				52	0	0.0%
Hcp	50B	9	28			2		30	2	6.7%
2 Hr	50C	16	46	5	1	1		53	2	3.8%
2 Hr	51C	19	47	11	1			59	1	1.7%
2 Hr M	53A	14	4				3	7	3	42.9%
2 Hr M	53D	4		2	1		2	5	3	60.0%
2 Hr M	54A	7	6	1			2	9	2	22.2%
2 Hr M	54B	4		1	1	1	1	4	3	75.0%
2 Hr M	54D	9		2			4	6	4	66.7%
2 Hr M	55A	22	27	15	1	2	1	46	4	8.7%
2 Hr	55D	11	40	4	1			45	1	2.2%
2 Hr	56B	12	35	5	1			41	1	2.4%
2 Hr M	57B	5	10	1		1		12	1	8.3%
2 Hr M	64A	3						0	0	0.0%
2 Hr M	67B	6	6	2	1			9	1	11.1%
2 Hr M	68B	5	1					1	0	0.0%
	Total	265	525	81	12	11	16	645	39	6.0%
			81%	13%	2%	2%	2%	2.43		
									14.7%	*of spaces*
									6.0% of Cars	

Table 2-G

Friday Turnover Results

Downtown Gainesville

			# times cars stayed							
Type	**Block Face**	**# Spaces**	**1X**	**2X**	**3X**	**4X**	**5X**	**TOTAL CARS**	**# VIOLS.**	**% VIOLATIONS**
4 hr	**23D**	3	1					1	0	0.0%
4 hr	**24A**	8	6					6	0	0.0%
4 hr	**24B**	3	4					4	0	0.0%
LZ	**26D**							0	0	0.0%
2 Hr	**32B**	8	32	3				35	0	0.0%
2 Hr	**33C**	8	26	2		1		29	1	3.4%
2 Hr	**33D**	9	29	4	2			35	2	5.7%
2 Hr	**34C**	6	14	3				17	0	0.0%
2 Hr	**35A**	7	6	1				7	0	0.0%
2 Hr	**43A**	15	56	5	1			62	1	1.6%
2 Hr	**43B**	14	35	15				50	0	0.0%
2 Hr	**44A**	13	36	2	2	1		41	3	7.3%
2 Hr M	**45A**	7	9	2				11	0	0.0%
2 Hr M	**45B**	8	16	2				18	0	0.0%
2 Hr M	**48B**	7	5			1		6	1	16.7%
2 Hr	**48C**	6	11	1		1		13	1	7.7%
2 Hr	**48D**	5	7	1				8	0	0.0%
2 Hr	**49C**	13	35	4		1		40	1	2.5%
HC	**50B**	9	26	2		1	1	30	2	6.7%
2 Hr	**50C**	16	40	8	3			51	3	5.9%
2 Hr M	**51B**	15	22	1	2	1	1	27	4	14.8%
2 Hr	**51C**	19	59	9				68	0	0.0%
30 M	**51D**	12	23	4		3		30	3	10.0%
2 Hr M	**53A**	8	1	6	1			8	1	12.5%
2 Hr M	**53D**	4		2	1		2	5	3	60.0%
2 Hr M	**54A**	7	3	3	2	1	1	10	4	40.0%
2 Hr M	**54B**	4	1		1		3	5	4	80.0%
2 Hr M	**54D**	10	2	2	2	2	4	12	8	66.7%
2 Hr M	**55A**	22	12	7	1	2		22	3	13.6%
2 Hr	**55D**	11	40	6				46	0	0.0%
2 Hr	**56B**	12	17	8	4	1	1	31	6	19.4%
2 Hr M	**57B**	5	5	1	1		1	8	2	25.0%
2 Hr M	**64A**	3						0	0	0.0%
2 Hr M	**67B**	6	5					5	0	0.0%
2 Hr M	**68B**	5	2					2	0	0.0%
	A67	17	20	4	2			26	2	7.7%
	Total	**325**	**606**	**108**	**25**	**16**	**14**	**769**	**55**	**7.2%**
			79%	14%	**3%**	**2%**	**2%**	**2.37**		
									16.9%	***of spaces***
									7.2% of Cars	

Occupancy Results

Another result of the utilization study completed of downtown parking spaces was the determination of the parking occupancy in on-street and off-street parking lots. Of the total of 6,490 parking spaces within the downtown study area, 4,763 or 73 percent were directly observed as part of the utilization study. Spaces that are not included are generally peripheral spaces, small pockets of spaces that may be difficult to include in an efficient turnover route or spaces that are actively controlled and therefore cannot be easily accessed by the surveyors to count when driving the turnover and occupancy route.

The amount of decreased parking demand observed on the Friday survey date during the daytime hours was consistent with the anticipated decrease from municipal employees working at City Hall, since City employees work a 10-hour, four-day week. Otherwise, daytime results were very similar between the two days although the peak on the Friday occurred much earlier in the day compared to the Thursday survey date.

Peak occupancy on the Thursday survey date was observed to occur between approximately 2:00 pm and 4:00 pm. After this period, there was a relatively sharp drop in parking occupancy downtown, bottoming out between the 6:00 pm and 8:00 pm circuit before rising to the secondary peak for the day between 8:00 pm and 10:00 pm. On the Friday survey date, the secondary peak held until the 10:00 pm to 12:00 midnight circuit. The daytime peak on Friday occurred earlier in the day between 10:00 am and 12:00 noon.

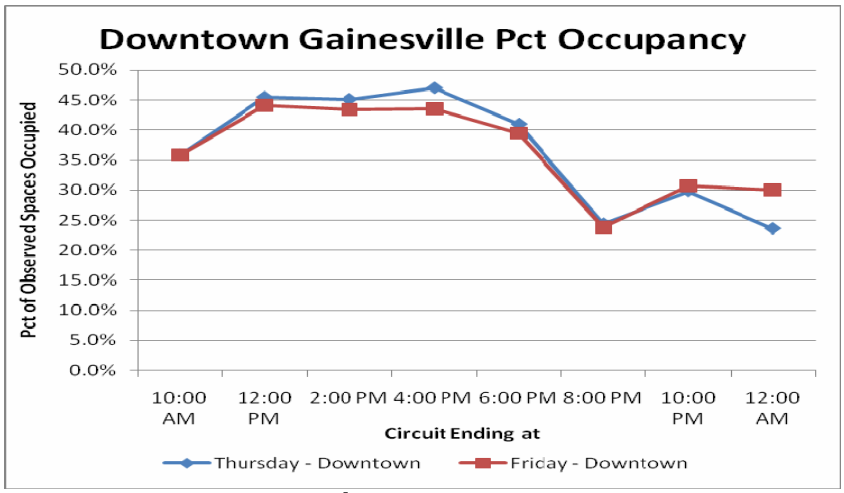


Figure A

As Figure A above demonstrates, the percentage of observed occupied spaces to the total observed number of spaces was less than 50 percent during the peak periods. The summary tables of occupancy results for both the Thursday and Friday observation dates are shown beginning on page 2-31.

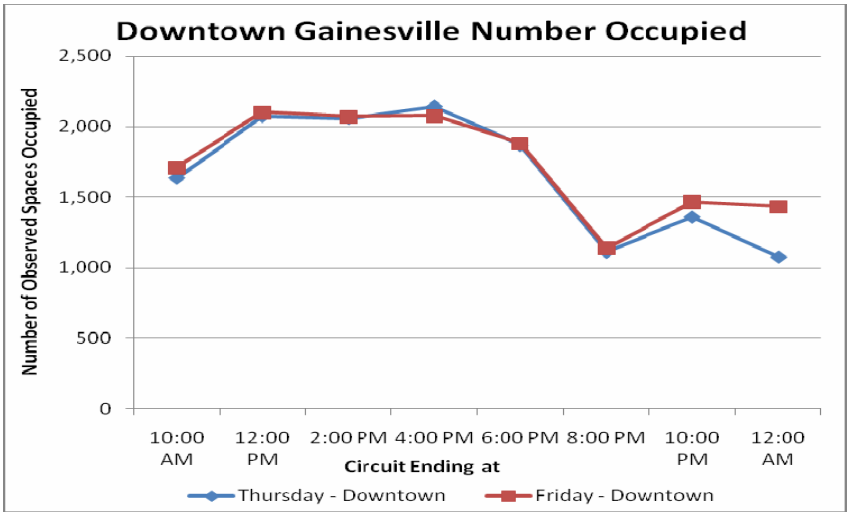


Figure B

Although the composite results for the downtown study area show that overall less than 50 percent of the observed spaces were occupied at peak time, there are a number of off-street and on-street locations that achieve in excess of 85 percent of their spaces occupied at various points during the day. In many instances, between 85 percent and 90 percent is considered full occupancy because it means that a parking area or on-street block face is ***perceived*** as full, forcing the patron to look for alternatives.

Maps 3 through **6** showing the peak hour (both daytime and evening) occupancy results for Thursday and Friday are shown on pages 2-25 through 2-28. Additionally, the peak occupancy achieved in each parking area for both Thursday and Friday are shown by **Maps 7** and **8** on pages 2-29 and 2-30. **Table 2-H** and **Table 2-I** from which these maps are derived are shown on pages 2-31 through 2-35.

Rich and Associates also evaluated the occupancy of just the "public" spaces downtown. These consists of the various municipal off-street lots , on-street parking as well as the two multi-level parking structures downtown (one owned by the City and the other privately developed but available to anyone).

On the Thursday survey date, the maximum number of public spaces observed occupied occurred during the 10:00 am to 12:00 noon circuit when 761± spaces were full. This equates to 40 percent of the 1,924± public spaces that were actually observed as part of the occupancy study on Thursday. The 1,924 spaces that were actually observed is equal to 86 percent of the total public spaces downtown.

On the Friday survey date, the peak occupancy of public only spaces also occurred during the 10:00 am to 12:00 noon period when 796± public spaces were occupied. The 796± space peak represents 39 percent of the 2,044± public spaces ***observed.*** The 2,044 spaces observed equates to 92 percent of the ***total*** public spaces downtown. The secondary peak of public spaces occupied occurred between the 10:00 pm to 12:00 midnight circuit when 786± spaces were observed occupied. This is nearly as many public spaces occupied as during the peak daytime hours, even at this late hour.

Rich and Associates also did a comparison of the occupancy of the free parking spaces versus the paid spaces in the vicinity of the City/CRA parking garage. Not surprisingly, the occupancy of the free on-street spaces during the peak hour approached 97% while only about 40% of the paid on street spaces were occupied and only 17% of the spaces in the City/CRA Garage (which are also paid spaces) were occupied.

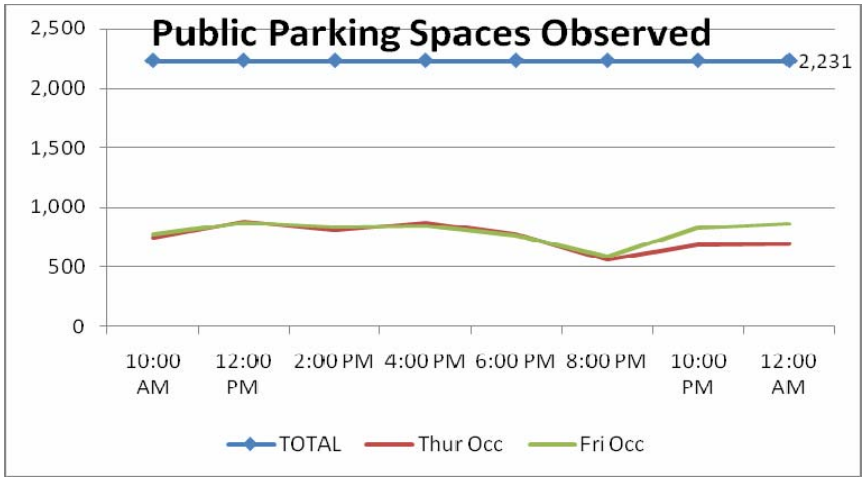
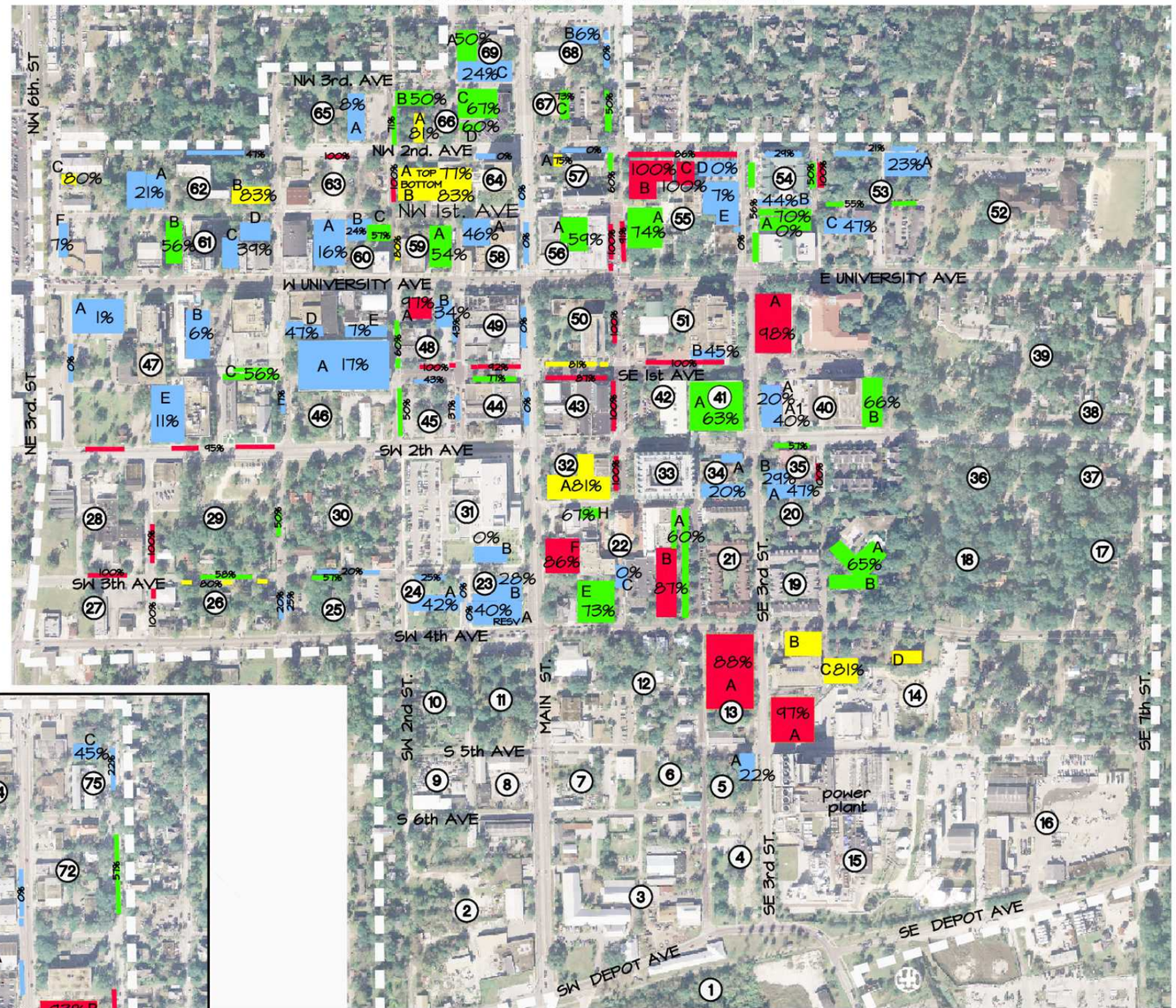
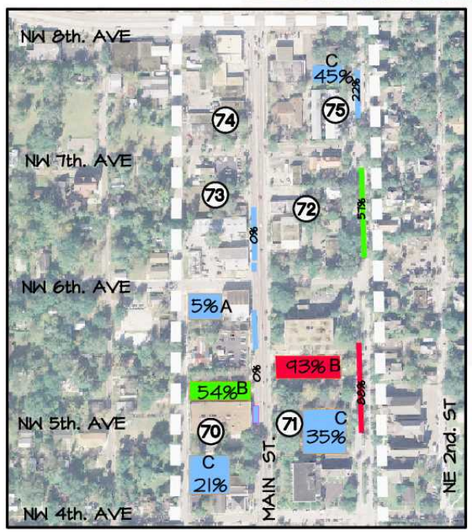


Figure C – Occupied Public Parking Spaces

FOR MAP CONTINUATION SEE INSERT BELOW





NORTH END OF STUDY AREA

PARKING STUDY FOR THE CITY OF GAINESVILLE

DOWNTOWN

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RICH & ASSOCIATES
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Tel: 813.949.9860
www.RichAssoc.com

DWG. TITLE: MAP #3

OBSERVED PEAK HOUR OCCUPANCY

Thursday, October 2, 2008
2:00 PM to 4:00 PM - Daytime

LEGEND

BLOCK #

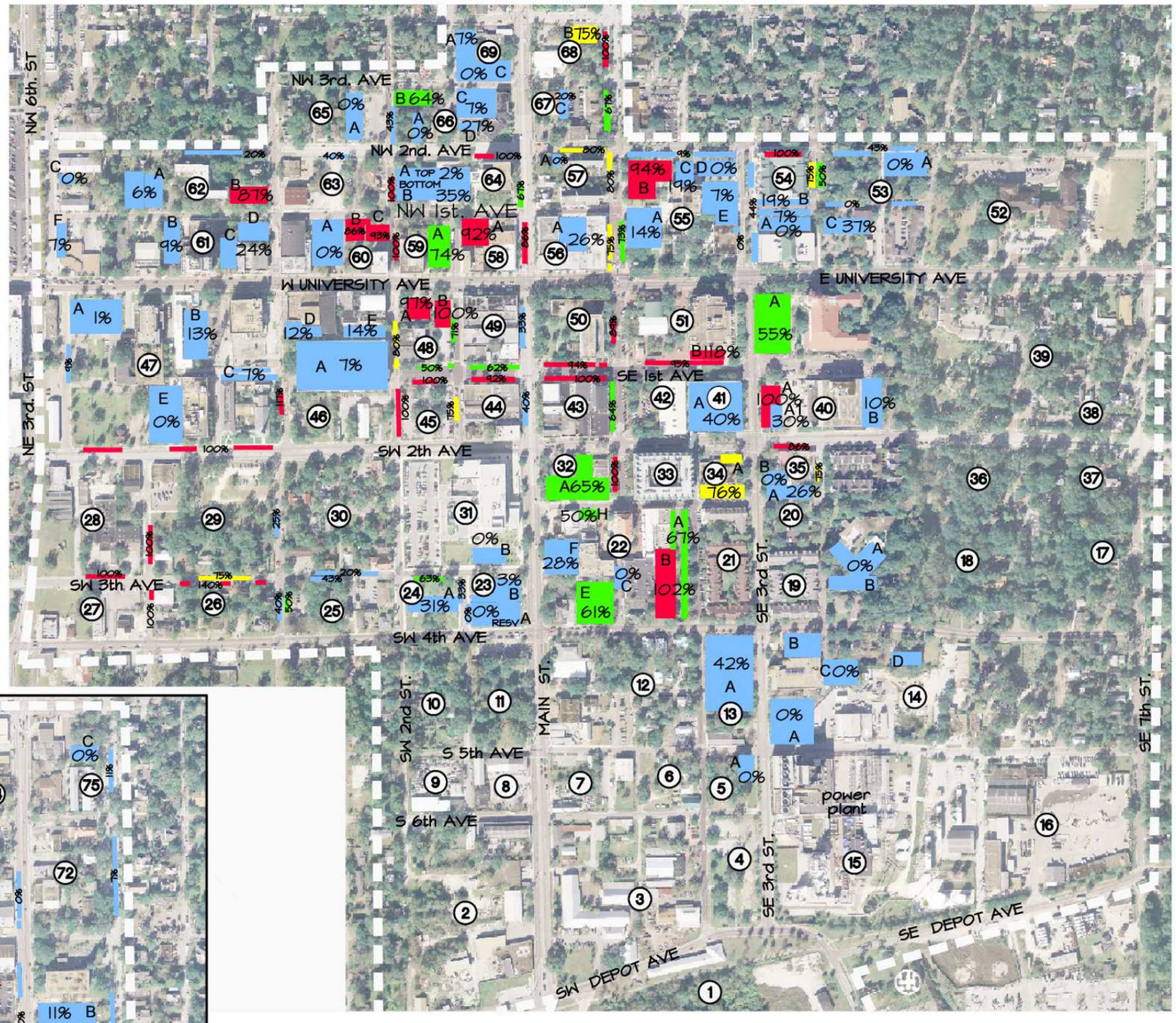
85% - 100%
75% - 84%
50% - 74%
0% - 49%

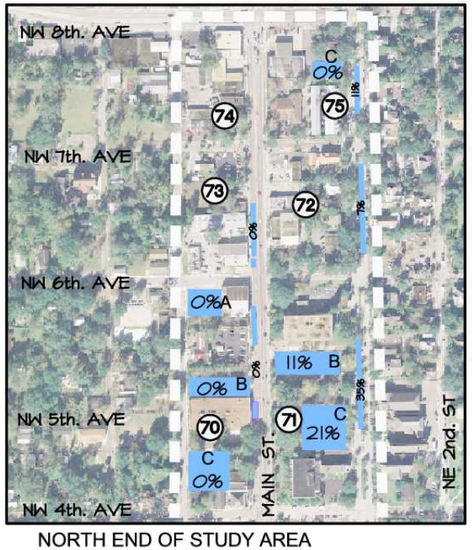
DATE: 01-15-09
DRAWN BY: AJC
JOB No.: 0842

NORTH

SCALE: N.T.S

FOR MAP CONTINUATION SEE INSERT BELOW





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www.RichAssoc.com

DWG. TITLE: MAP #4

OBSERVED PEAK HOUR OCCUPANCY

Thursday, October 2, 2008
8:00 PM to 10:00 PM - Evening

LEGEND

BLOCK #

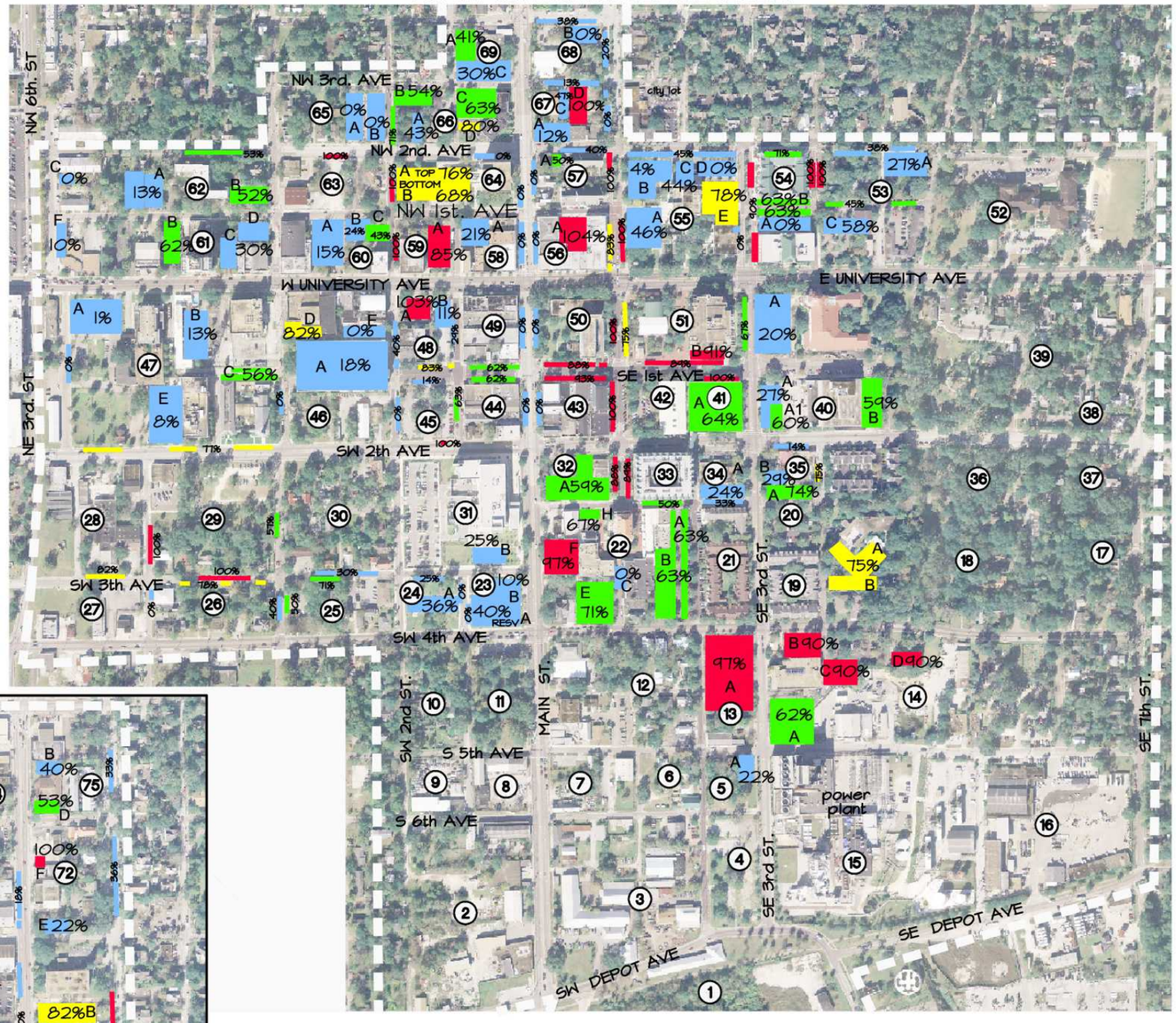
85% - 100%
75% - 84%
50% - 74%
0% - 49%

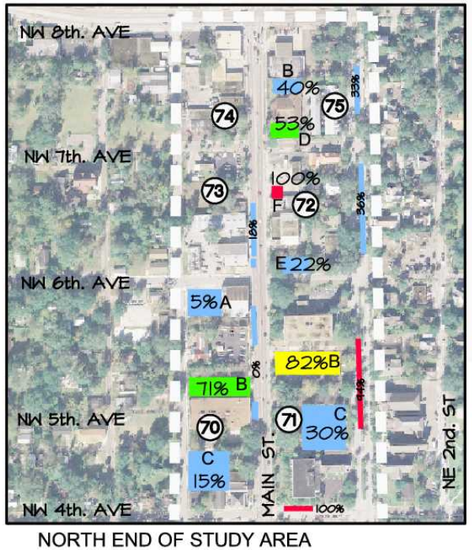
DATE: 01-15-09
DRAWN BY: AJC
JOB No.: 0842

NORTH

SCALE: N.T.S

FOR MAP CONTINUATION SEE INSERT BELOW





NORTH END OF STUDY AREA

PARKING STUDY FOR THE CITY OF GAINESVILLE

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DWG. TITLE: MAP #5

OBSERVED PEAK HOUR OCCUPANCY

Friday, October 3, 2008
10:00 AM to 12:00 Noon - Daytime

LEGEND

BLOCK #

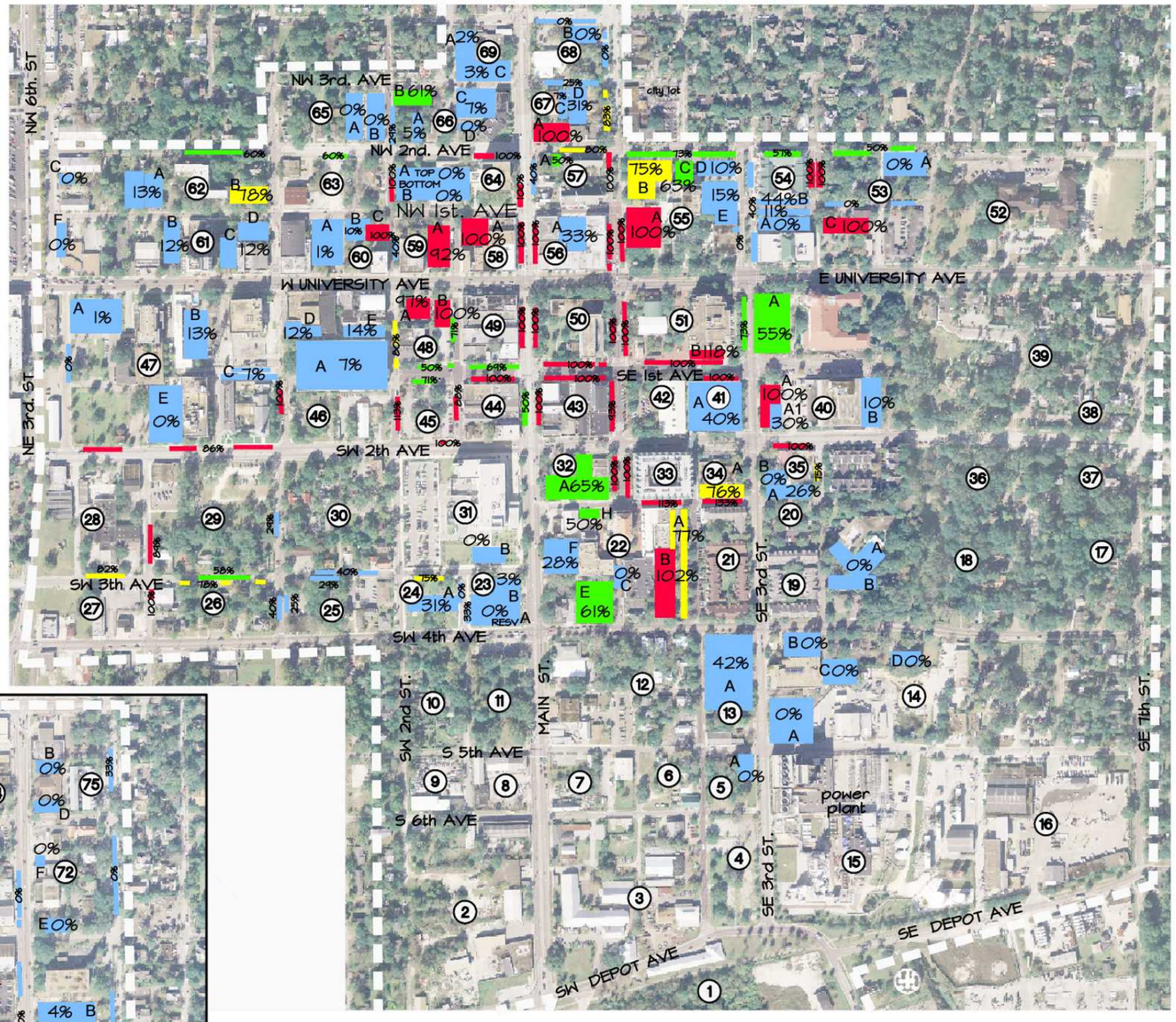
85% - 100%
75% - 84%
50% - 74%
0% - 49%

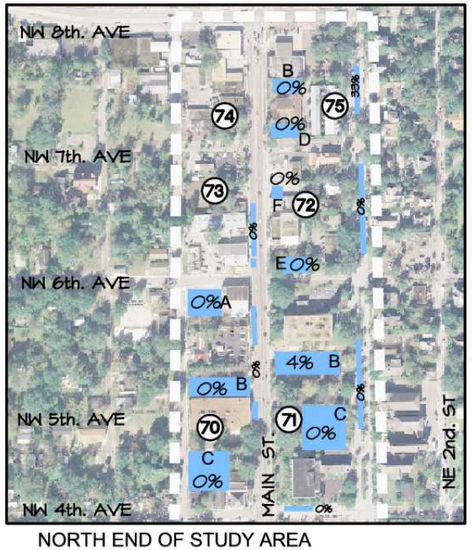
DATE: 01-15-09
DRAWN BY: RTH
JOB No.: 0842

NORTH

SCALE: N.T.S

FOR MAP CONTINUATION SEE INSERT BELOW





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DWG. TITLE: MAP #6

OBSERVED PEAK HOUR OCCUPANCY

Friday, October 3, 2008
8:00 PM to 10:00 PM - Evening

LEGEND

BLOCK #

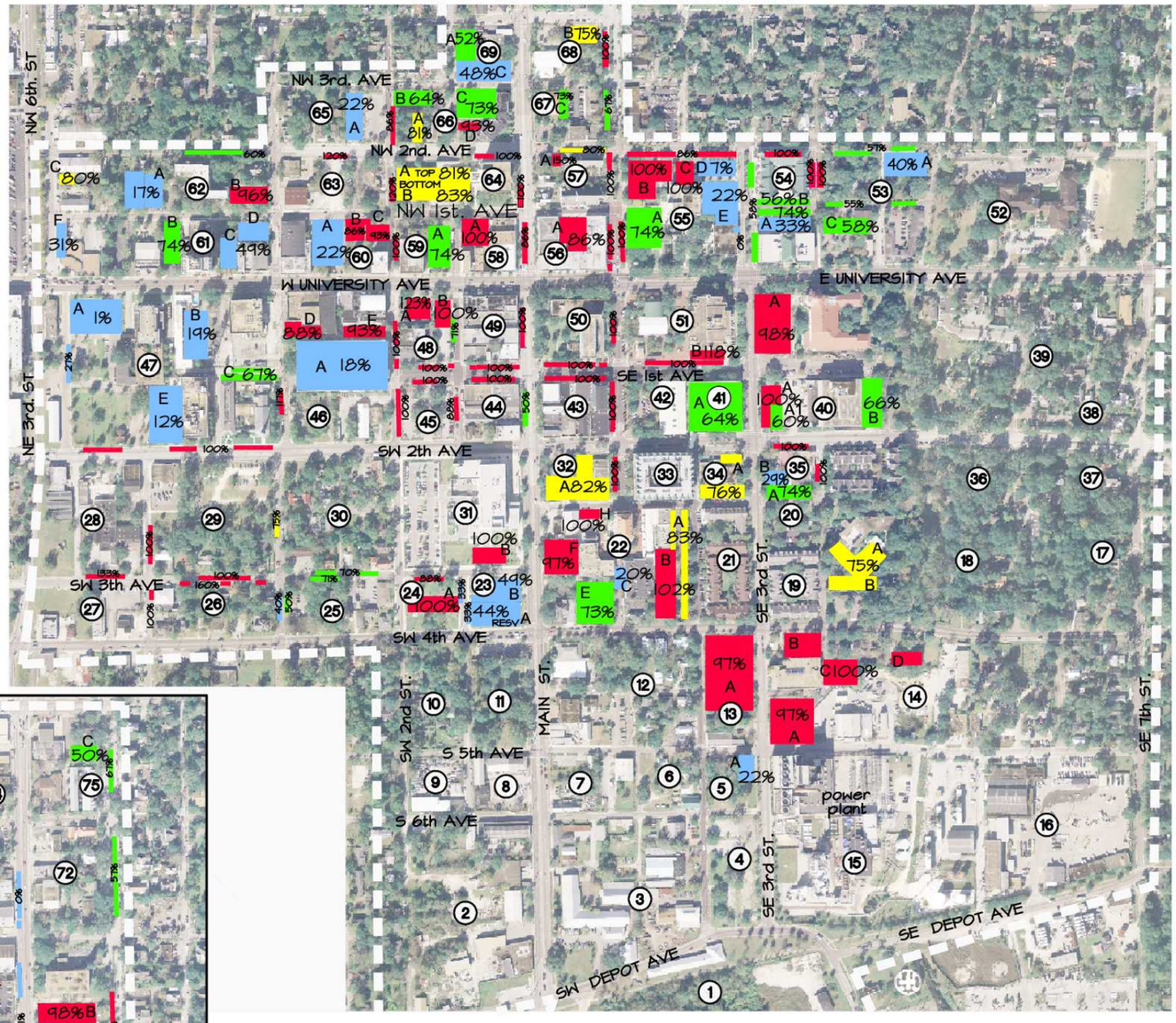
85% - 100%
75% - 84%
50% - 74%
0% - 49%

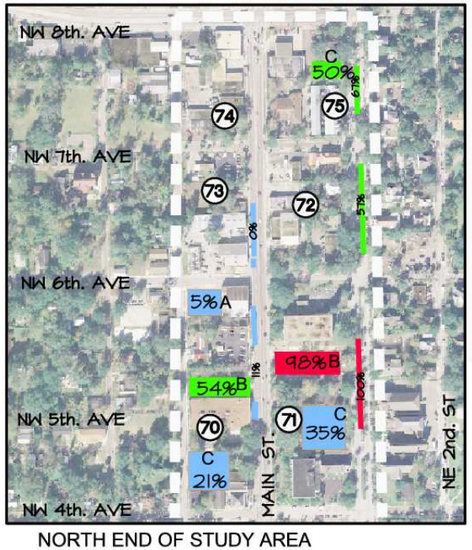
DATE: 01-15-09
DRAWN BY: RTH
JOB No.: 0842

NORTH

SCALE: N.T.S

FOR MAP CONTINUATION SEE INSERT BELOW





NORTH END OF STUDY AREA

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www.RichAssoc.com

DWG. TITLE: MAP #7

PEAK OCCUPANCY ACHIEVED

Thursday, October 2, 2008

LEGEND

BLOCK #

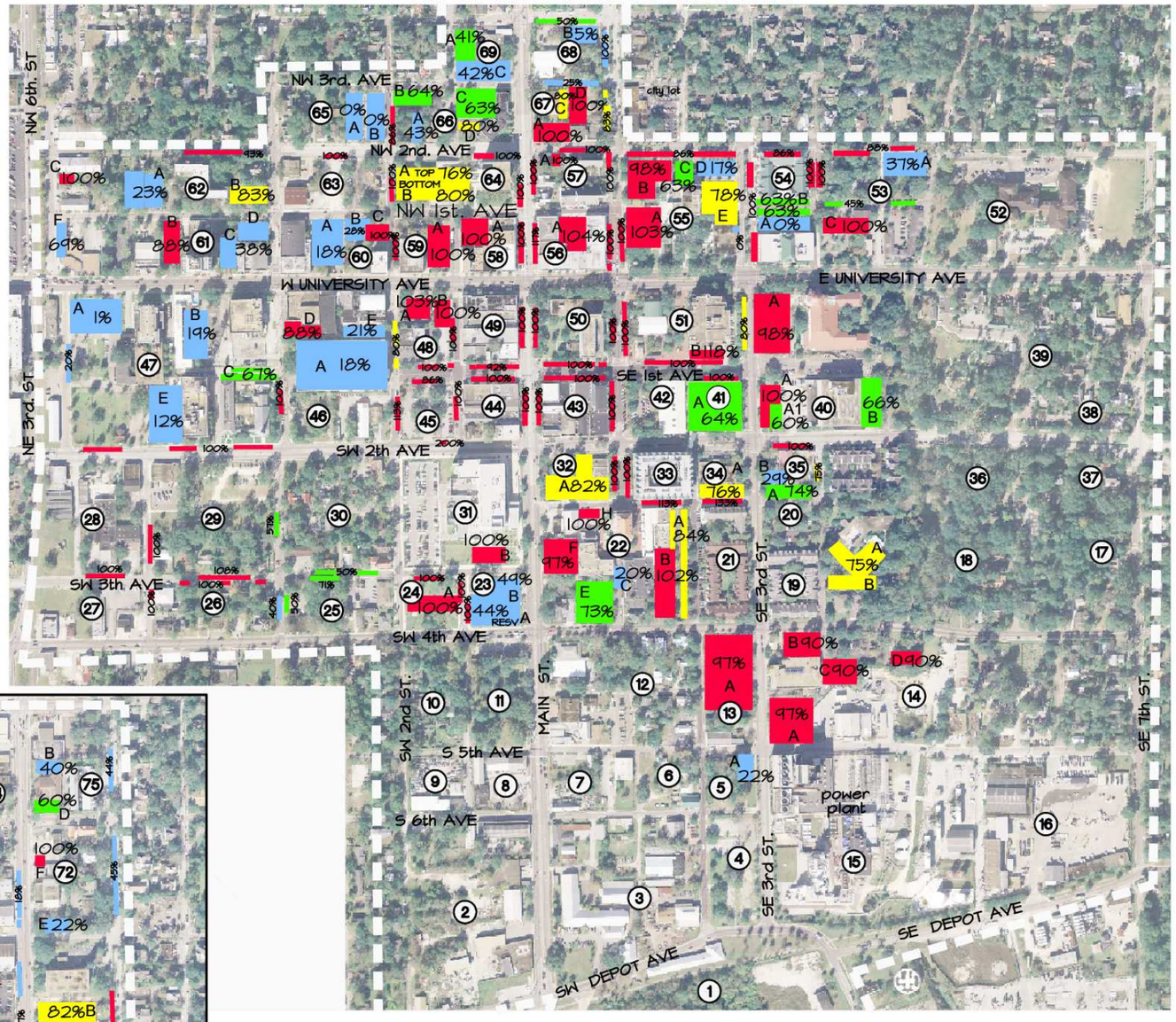
85% - 100%
75% - 84%
50% - 74%
0% - 49%

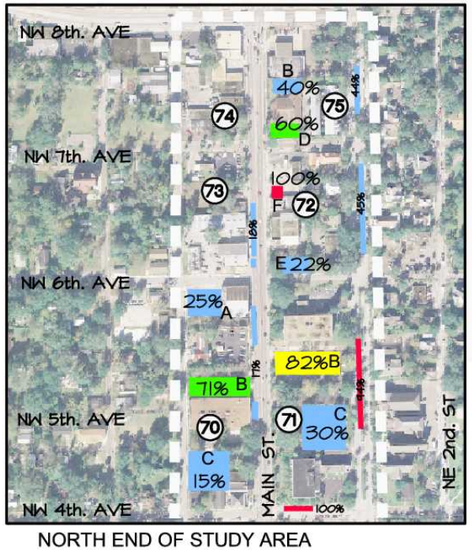
DATE: 01-15-09
DRAWN BY: AJC
JOB No.: 0842

NORTH

SCALE: N.T.S

FOR MAP CONTINUATION SEE INSERT BELOW





NORTH END OF STUDY AREA

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Lutz, Florida
Tel: 813.949.9860
RICH & ASSOCIATES www.RichAssoc.com

DWG. TITLE: MAP #8

PEAK OCCUPANCY ACHIEVED

Friday, October 3, 2008

LEGEND

BLOCK #

85% - 100%
75% - 84%
50% - 74%
0% - 49%

DATE: 01-15-09
DRAWN BY: RTH
JOB No.: 0842

NORTH

SCALE: N.T.S

Table 2-H - Downtown Turnover and Occupancy - Thursday, October 2, 2008.

Rpt Lot ID	Lot Block Name	spaces	8:00 AM - 10:00 AM		10:00 AM - 12:00 Noon		12:00 Noon - 2:00 PM		2:00 PM - 4:00 PM		4:00 PM - 6:00 PM		6:00 PM - 8:00 PM		8:00 PM - 10:00 PM		10:00 PM - 12:00 MID	
23D	Block Face 23D	3	0	0%	0	0%	0	0%	0	0%	1	33%	0	0%	0	0%	1	33%
24A	Block Face 24A	8	0	0%	1	13%	1	13%	2	25%	2	25%	0	0%	5	63%	7	88%
24B	Block Face 24B	3	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	33%	1	33%
26D	Block Face 26D	2	2	100%	0	0%	0	0%	2	100%	0	0%	0	0%	2	100%	2	100%
32B	Block Face 32B	8	6	75%	7	88%	8	100%	8	100%	8	100%	8	100%	8	100%	8	100%
35A	Block Face 35A	7	0	0%	2	29%	1	14%	4	57%	4	57%	7	100%	6	86%	6	86%
43A	Block Face 43A	15	13	87%	15	100%	15	100%	13	87%	15	100%	15	100%	15	100%	15	100%
43B	Block Face 43B	14	11	79%	14	100%	14	100%	14	100%	13	93%	14	100%	9	64%	8	57%
44A	Block Face 44A	13	9	69%	13	100%	12	92%	10	77%	9	69%	12	92%	12	92%	13	100%
45A	Block Face 45A	7	0	0%	0	0%	1	14%	3	43%	3	43%	7	100%	7	100%	6	86%
45B	Block Face 45B	8	5	63%	4	50%	4	50%	3	38%	5	63%	6	75%	6	75%	7	88%
48B	Block Face 48B	7	4	57%	1	14%	2	29%	3	43%	4	57%	5	71%	5	71%	2	29%
48C	Block Face 48C	6	4	67%	3	50%	4	67%	6	100%	4	67%	3	50%	3	50%	4	67%
48D	Block Face 48D	5	2	40%	3	60%	2	40%	3	60%	5	100%	4	80%	4	80%	4	80%
49C	Block Face 49C	13	5	38%	12	92%	13	100%	12	92%	13	100%	10	77%	8	62%	9	69%
50B	Block Face 50B	9	3	33%	9	100%	7	78%	9	100%	8	89%	6	67%	8	89%	5	56%
50C	Block Face 50C	16	13	81%	10	63%	13	81%	13	81%	14	88%	16	100%	15	94%	16	100%
51C	Block Face 51C	19	3	16%	17	89%	16	84%	19	100%	17	89%	13	68%	18	95%	18	95%
53A	Block Face 53A	14	4	29%	4	29%	3	21%	3	21%	5	36%	3	21%	6	43%	8	57%
53D	Block Face 53D	4	2	50%	4	100%	4	100%	4	100%	3	75%	4	100%	2	50%	2	50%
54A	Block Face 54A	7	3	43%	4	57%	4	57%	2	29%	5	71%	4	57%	7	100%	6	86%
54B	Block Face 54B	4	3	75%	4	100%	4	100%	2	50%	1	25%	2	50%	3	75%	4	100%
54D	Block Face 54D	9	5	56%	5	56%	4	44%	5	56%	5	56%	3	33%	4	44%	4	44%
55A	Block Face 55A	22	11	50%	15	68%	14	64%	19	86%	14	64%	5	23%	2	9%	1	5%
55D	Block Face 55D	11	11	100%	11	100%	10	91%	10	91%	9	82%	10	91%	8	73%	11	100%
56B	Block Face 56B	12	4	33%	12	100%	9	75%	12	100%	11	92%	6	50%	9	75%	9	75%
57B	Block Face 57B	5	1	20%	5	100%	4	80%	3	60%	3	60%	3	60%	4	80%	3	60%
59D	Block Face 59D	5	5	100%	5	100%	5	100%	4	80%	2	40%	5	100%	5	100%	5	100%
64A	Block Face 64A	3	0	0%	0	0%	0	0%	0	0%	0	0%	2	67%	3	100%	3	100%
64D	Block Face 64D	5	5	100%	5	100%	4	80%	5	100%	4	80%	1	20%	5	100%	6	120%
67B	Block Face 67B	6	1	17%	3	50%	2	33%	3	50%	4	67%	1	17%	4	67%	0	0%
68B	Block Face 68B	5	0	0%	0	0%	0	0%	0	0%	1	20%	0	0%	5	100%	0	0%
72B	Block Face 72B	14	1	7%	8	57%	7	50%	8	57%	7	50%	2	14%	1	7%	1	7%
B65	Apt Tenant Parking	28	15	54%	15	54%	17	61%	14	50%	13	46%	12	43%	18	64%	17	61%
25A	Block Face 25A	7	5	71%	3	43%	3	43%	4	57%	4	57%	3	43%	3	43%	4	57%
25D	Block Face 25D	4	1	25%	1	25%	1	25%	1	25%	1	25%	1	25%	2	50%	2	50%
26A	Block Face 26A	5	3	60%	5	100%	5	100%	4	80%	4	80%	7	140%	7	140%	8	160%

Table 2-H - Continued

Rpt Lot ID	Lot Block Name	spaces	8:00 AM - 10:00 AM		10:00 AM - 12:00 Noon		12:00 Noon - 2:00 PM		2:00 PM - 4:00 PM		4:00 PM - 6:00 PM		6:00 PM - 8:00 PM		8:00 PM - 10:00 PM		10:00 PM - 12:00 MID	
26B	Block Face 26B	5	2	40%	2	40%	1	20%	1	20%	1	20%	2	40%	2	40%	2	40%
28C	Block Face 28C	9	9	100%	7	78%	8	89%	8	89%	9	100%	9	100%	9	100%	12	133%
29B	Block Face 29B	8	6	75%	4	50%	5	63%	4	50%	4	50%	2	25%	2	25%	5	63%
29C	Block Face 29C	12	8	67%	8	67%	9	75%	7	58%	7	58%	11	92%	9	75%	12	100%
29D	Block Face 29D	9	9	100%	9	100%	9	100%	9	100%	9	100%	8	89%	9	100%	9	100%
30C	Block Face 30C	10	7	70%	4	40%	2	20%	2	20%	3	30%	3	30%	2	20%	4	40%
35B	Block Face 35B	4	4	100%	4	100%	3	75%	4	100%	2	50%	1	25%	3	75%	1	25%
44B	Block Face 44B	10	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	4	40%	5	50%
45D	Block Face 45D	8	0	0%	1	13%	1	13%	4	50%	0	0%	6	75%	8	100%	8	100%
47B	Block Face 47B	6	1	17%	3	50%	3	50%	1	17%	3	50%	4	67%	7	117%	7	117%
47C	Block Face 47C	19	14	74%	12	63%	16	84%	18	95%	13	68%	10	53%	19	100%	19	100%
47D	Block Face 47D	11	0	0%	0	0%	0	0%	0	0%	0	0%	3	27%	1	9%	0	0%
49B	Block Face 49B	9	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	3	33%	9	100%
53C	Block Face 53C	11	6	55%	5	45%	5	45%	6	55%	4	36%	0	0%	0	0%	0	0%
55B	Block Face 55B	1	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
57A	Block Face 57A	5	0	0%	0	0%	1	20%	0	0%	2	40%	1	20%	4	80%	1	20%
58B	Block Face 58B	7	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	6	86%	6	86%
62A	Block Face 62A	15	7	47%	6	40%	8	53%	7	47%	4	27%	2	13%	3	20%	9	60%
63A	Block Face 63A	5	6	120%	6	120%	5	100%	5	100%	6	120%	3	60%	2	40%	5	100%
64B	Block Face 64B	3	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	2	67%	3	100%
65D	Block Face 65D	7	6	86%	6	86%	2	29%	5	71%	4	57%	2	29%	3	43%	4	57%
70B	Block Face 70B	9	1	11%	1	11%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
71B	Block Face 71B	17	4	24%	16	94%	17	100%	15	88%	13	76%	6	35%	6	35%	0	0%
73B	Block Face 73B	11	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
75B	Block Face 75B	9	3	33%	6	67%	3	33%	2	22%	4	44%	2	22%	1	11%	2	22%
A66	Collier Companies	30	15	50%	21	70%	22	73%	20	67%	18	60%	1	3%	2	7%	1	3%
B66	Drive Thru Area	15	7	47%	11	73%	14	93%	9	60%	11	73%	2	13%	4	27%	0	0%
A22	Faces 22B and 21D	75	60	80%	55	73%	54	72%	45	60%	50	67%	53	71%	50	67%	62	83%
C75	Firestone Lot	22	1	5%	11	50%	8	36%	10	45%	10	45%	1	5%	0	0%	0	0%
A69	Gated Lot	44	14	32%	23	52%	23	52%	22	50%	15	34%	3	7%	3	7%	0	0%
A70	Harts Discount Lot	20	0	0%	1	5%	1	5%	1	5%	1	5%	0	0%	0	0%	0	0%
C69	Holy Trinity Church	33	12	36%	14	42%	16	48%	8	24%	9	27%	0	0%	0	0%	0	0%
B70	Junior League Thrift	41	12	29%	6	15%	19	46%	22	54%	13	32%	1	2%	0	0%	0	0%
D65	Lot 2 10 Hr meters	37	0	0%	8	22%	7	19%	3	8%	3	8%	0	0%	0	0%	0	0%
B71	PSF Lot	56	3	5%	55	98%	49	88%	52	93%	39	70%	11	20%	6	11%	2	4%
B68	Savanah Grande	63	0	0%	4	6%	4	6%	4	6%	1	2%	3	5%	47	75%	0	0%
A65	Stripling&Stripling	21	4	19%	12	57%	9	43%	17	81%	11	52%	0	0%	0	0%	0	0%

Table 2-H – (continued)

Rpt Lot ID	Lot Block Name	spaces	8:00 AM - 10:00 AM		10:00 AM - 12:00 Noon		12:00 Noon - 2:00 PM		2:00 PM - 4:00 PM		4:00 PM - 6:00 PM		6:00 PM - 8:00 PM		8:00 PM - 10:00 PM		10:00 PM - 12:00 MID	
C71	Sun Trust Bank	77	2	3%	20	26%	27	35%	27	35%	21	27%	4	5%	16	21%	0	0%
C70	William-Thomas Funeral Home	33	7	21%	7	21%	3	9%	7	21%	4	12%	0	0%	0	0%	0	0%
A64		86	22	26%	65	76%	70	81%	66	77%	62	72%	15	17%	2	2%	4	5%
B64		40	2	5%	20	50%	16	40%	33	83%	21	53%	4	10%	14	35%	4	10%
A57		4	0	0%	6	150%	6	150%	3	75%	0	0%	0	0%	0	0%	0	0%
C67		15	2	13%	3	20%	3	20%	11	73%	9	60%	3	20%	3	20%	3	20%
A55		35	16	46%	26	74%	11	31%	26	74%	25	71%	19	54%	5	14%	6	17%
B55		53	49	92%	46	87%	13	25%	53	100%	52	98%	49	92%	50	94%	3	6%
G55		16	16	100%	16	100%	13	81%	16	100%	14	88%	7	44%	3	19%	1	6%
D55		30	0	0%	1	3%	2	7%	0	0%	0	0%	0	0%	0	0%	0	0%
A53		30	3	10%	12	40%	11	37%	7	23%	7	23%	5	17%	0	0%	4	13%
C53		19	4	21%	6	32%	8	42%	9	47%	11	58%	6	32%	7	37%	4	21%
A54		3	1	33%	1	33%	1	33%	0	0%	0	0%	0	0%	0	0%	0	0%
B54		16	6	38%	7	44%	9	56%	7	44%	7	44%	3	19%	3	19%	6	38%
AB54		46	15	33%	30	65%	34	74%	32	70%	34	74%	9	20%	3	7%	4	9%
E55		27	3	11%	6	22%	3	11%	2	7%	2	7%	2	7%	2	7%	2	7%
C55		16	6	38%	4	25%	4	25%	4	25%	4	25%	6	38%	5	31%	4	25%
A56		27	4	15%	18	67%	23	85%	16	59%	19	70%	8	30%	7	26%	9	33%
A58		24	4	17%	9	38%	19	79%	11	46%	10	42%	24	100%	22	92%	22	92%
A59		39	8	21%	21	54%	20	51%	21	54%	14	36%	28	72%	29	74%	6	15%
B60		29	3	10%	8	28%	6	21%	7	24%	7	24%	5	17%	25	86%	2	7%
C60		14	1	7%	6	43%	5	36%	8	57%	3	21%	6	43%	13	93%	11	79%
A60		68	0	0%	15	22%	15	22%	11	16%	8	12%	5	7%	0	0%	1	1%
CD61		74	4	5%	21	28%	36	49%	29	39%	25	34%	29	39%	18	24%	3	4%
B62		23	19	83%	12	52%	20	87%	19	83%	20	87%	18	78%	20	87%	22	96%
A62		52	3	6%	9	17%	7	13%	11	21%	6	12%	3	6%	3	6%	3	6%
B61		34	0	0%	25	74%	18	53%	19	56%	25	74%	7	21%	3	9%	2	6%
G62		5	3	60%	1	20%	3	60%	4	80%	0	0%	0	0%	0	0%	0	0%
F61		29	1	3%	9	31%	1	3%	2	7%	2	7%	0	0%	2	7%	0	0%
A47		109	1	1%	1	1%	1	1%	1	1%	1	1%	1	1%	1	1%	1	1%
B47		32	3	9%	4	13%	4	13%	2	6%	3	9%	4	13%	4	13%	6	19%
C47		27	18	67%	15	56%	15	56%	15	56%	8	30%	4	15%	2	7%	1	4%
C47 HCP		1	0	0%	1	100%	1	100%	1	100%	0	0%	0	0%	0	0%	0	0%
E47		91	4	4%	7	8%	11	12%	10	11%	5	5%	0	0%	0	0%	0	0%
E47 HCP		2	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
D46		17	13	76%	14	82%	15	88%	8	47%	6	35%	5	29%	2	12%	6	35%
A48		35	36	103%	36	103%	29	83%	34	97%	28	80%	11	31%	34	97%	43	123%
B48		38	3	8%	4	11%	9	24%	13	34%	11	29%	38	100%	38	100%	38	100%
B48 HCP		2	0	0%	0	0%	0	0%	0	0%	0	0%	2	100%	0	0%	2	100%
A46		875	143	16%	159	18%	151	17%	147	17%	126	14%	60	7%	58	7%	82	9%
E46		14	0	0%	0	0%	3	21%	1	7%	2	14%	3	21%	2	14%	13	93%

Table 2-H – (continued)

Rpt Lot ID	Lot Block Name	spaces	8:00 AM - 10:00 AM		10:00 AM - 12:00 Noon		12:00 Noon - 2:00 PM		2:00 PM - 4:00 PM		4:00 PM - 6:00 PM		6:00 PM - 8:00 PM		8:00 PM - 10:00 PM		10:00 PM - 12:00 MID	
B51		11	13	118%	10	91%	12	109%	5	45%	5	45%	5	45%	13	118%	12	109%
A41		395	245	62%	254	64%	224	57%	247	63%	200	51%	92	23%	159	40%	123	31%
A39		44	12	27%	9	20%	28	64%	37	84%	43	98%	0	0%	24	55%	16	36%
A39 HCP		3	0	0%	0	0%	2	67%	2	67%	2	67%	0	0%	0	0%	0	0%
A40		15	1	7%	4	27%	3	20%	3	20%	6	40%	14	93%	15	100%	15	100%
A40 HCP		2	0	0%	1	50%	1	50%	1	50%	0	0%	0	0%	2	100%	1	50%
A1-40		10	6	60%	6	60%	4	40%	4	40%	4	40%	3	30%	3	30%	4	40%
B40		29	18	62%	17	59%	16	55%	19	66%	15	52%	4	14%	3	10%	3	10%
A35		19	13	68%	14	74%	9	47%	9	47%	9	47%	3	16%	5	26%	5	26%
A35 HCP		1	1	100%	1	100%	1	100%	1	100%	1	100%	0	0%	0	0%	0	0%
B35		7	1	14%	2	29%	0	0%	2	29%	1	14%	0	0%	0	0%	0	0%
A34		25	6	24%	6	24%	6	24%	5	20%	4	16%	7	28%	19	76%	12	48%
AB18		65	46	71%	49	75%	46	71%	42	65%	47	72%	4	6%	0	0%	0	0%
AB18 HCP		2	0	0%	1	50%	0	0%	1	50%	0	0%	0	0%	0	0%	0	0%
E14		33	33	100%	33	100%	33	100%	31	94%	15	45%	2	6%	0	0%	0	0%
BCD14		88	75	85%	79	90%	76	86%	71	81%	74	84%	5	6%	0	0%	0	0%
B14 HCP		3	3	100%	3	100%	2	67%	1	33%	1	33%	0	0%	0	0%	0	0%
A14		61	44	72%	38	62%	36	59%	59	97%	42	69%	32	52%	0	0%	0	0%
A13		109	106	97%	106	97%	81	74%	96	88%	76	70%	8	7%	46	42%	52	48%
A5		9	1	11%	2	22%	2	22%	2	22%	1	11%	1	11%	0	0%	0	0%
B22		112	59	53%	70	63%	105	94%	97	87%	94	84%	107	96%	114	102%	0	0%
B22 HCP		4	1	25%	1	25%	3	75%	1	25%	2	50%	2	50%	3	75%	0	0%
F22		36	35	97%	35	97%	33	92%	31	86%	15	42%	3	8%	10	28%	4	11%
F22 HCP		1	0	0%	1	100%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
C22		5	1	20%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
E22		56	25	45%	40	71%	40	71%	41	73%	38	68%	30	54%	34	61%	0	0%
A23		25	11	44%	10	40%	11	44%	10	40%	10	40%	0	0%	0	0%	0	0%
B23		39	19	49%	4	10%	17	44%	11	28%	5	13%	1	3%	1	3%	4	10%
A24		36	15	42%	13	36%	12	33%	15	42%	8	22%	2	6%	11	31%	36	100%
B31		4	1	25%	1	25%	0	0%	0	0%	1	25%	4	100%	0	0%	0	0%
B31 HCP		4	2	50%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
A32		78	35	45%	46	59%	64	82%	63	81%	50	64%	34	44%	51	65%	52	67%
H22		6	1	17%	4	67%	6	100%	4	67%	5	83%	3	50%	3	50%	3	50%
	TOTAL	**4,554**	**1,635**	36%	**2,072**	45%	**2,056**	45%	**2,142**	47%	**1,866**	41%	**1,109**	24%	**1,359**	30%	**1,074**	24%

Table 2-I - Downtown Turnover and Occupancy - Friday, October 3, 2008

Rpt Lot ID	Lot Block Name	spaces	8:00 AM - 10:00 AM		10:00 AM - 12:00 Noon		12:00 Noon 2:00 PM		2:00 PM - 4:00 PM		4:00 PM - 6:00 PM		6:00 PM - 8:00 PM		8:00 PM - 10:00 PM		10:00 PM - 12:00 MID	
23D	Block Face 23D	3	0	0%	0	0%	0	0%	0	0%	1	33%	0	0%	1	33%	3	100%
24A	Block Face 24A	8	0	0%	2	25%	1	13%	2	25%	1	13%	1	13%	6	75%	8	100%
24B	Block Face 24B	3	0	0%	0	0%	2	67%	1	33%	1	33%	1	33%	0	0%	3	100%
32B	Block Face 32B	8	7	88%	7	88%	8	100%	8	100%	8	100%	8	100%	8	100%	8	100%
33C	Block Face 33C	8	7	88%	4	50%	8	100%	7	88%	8	100%	9	113%	9	113%	9	113%
33D	Block Face 33D	9	8	89%	8	89%	9	100%	9	100%	9	100%	9	100%	9	100%	9	100%
34C	Block Face 34C	6	1	17%	2	33%	6	100%	5	83%	6	100%	6	100%	8	133%	7	117%
35A	Block Face 35A	7	1	14%	1	14%	0	0%	2	29%	4	57%	6	86%	7	100%	7	100%
41A	Block Face 41A	10	10	100%	10	100%	10	100%	10	100%	10	100%	10	100%	10	100%	7	70%
43A	Block Face 43A	15	14	93%	14	93%	14	93%	15	100%	12	80%	15	100%	15	100%	15	100%
43B	Block Face 43B	14	13	93%	14	100%	12	86%	12	86%	14	100%	13	93%	13	93%	12	86%
44A	Block Face 44A	13	8	62%	8	62%	12	92%	10	77%	12	92%	13	100%	13	100%	11	85%
45A	Block Face 45A	7	0	0%	1	14%	2	29%	4	57%	6	86%	5	71%	5	71%	1	14%
45B	Block Face 45B	8	3	38%	5	63%	2	25%	5	63%	5	63%	7	88%	7	88%	8	100%
48B	Block Face 48B	7	2	29%	2	29%	2	29%	2	29%	1	14%	4	57%	5	71%	7	100%
48C	Block Face 48C	6	1	17%	5	83%	4	67%	4	67%	3	50%	3	50%	3	50%	6	100%
48D	Block Face 48D	5	0	0%	2	40%	3	60%	1	20%	3	60%	3	60%	4	80%	4	80%
49C	Block Face 49C	13	6	46%	8	62%	11	85%	10	77%	12	92%	9	69%	9	69%	12	92%
50B	Block Face 50B	9	6	67%	9	100%	9	100%	8	89%	7	78%	7	78%	9	100%	4	44%
50C	Block Face 50C	16	14	88%	14	88%	15	94%	9	56%	13	81%	16	100%	16	100%	14	88%
51B	Block Face 51B	15	7	47%	10	67%	6	40%	10	67%	6	40%	6	40%	11	73%	12	80%
51C	Block Face 51C	19	12	63%	17	89%	15	79%	15	79%	18	95%	18	95%	19	100%	17	89%
51D	Block Face 51D	12	6	50%	9	75%	9	75%	10	83%	9	75%	10	83%	12	100%	6	50%
53A	Block Face 53A	8	3	38%	3	38%	1	13%	4	50%	5	63%	4	50%	4	50%	7	88%
53D	Block Face 53D	4	4	100%	4	100%	3	75%	3	75%	3	75%	3	75%	4	100%	4	100%
54A	Block Face 54A	7	6	86%	5	71%	5	71%	5	71%	3	43%	3	43%	4	57%	4	57%
54B	Block Face 54B	4	4	100%	4	100%	4	100%	3	75%	4	100%	3	75%	4	100%	4	100%
54D	Block Face 54D	10	10	100%	9	90%	9	90%	7	70%	5	50%	3	30%	4	40%	9	90%
55A	Block Face 55A	22	8	36%	10	45%	9	41%	6	27%	4	18%	7	32%	16	73%	19	86%
55D	Block Face 55D	11	11	100%	11	100%	11	100%	9	82%	10	91%	9	82%	11	100%	9	82%
56B	Block Face 56B	12	9	75%	10	83%	11	92%	12	100%	12	100%	7	58%	12	100%	11	92%
57B	Block Face 57B	5	2	40%	5	100%	3	60%	2	40%	3	60%	3	60%	5	100%	5	100%
59D	Block Face 59D	5	5	100%	5	100%	5	100%	5	100%	4	80%	4	80%	2	40%	5	100%
64A	Block Face 64A	3	0	0%	0	0%	0	0%	0	0%	0	0%	3	100%	3	100%	3	100%
64D	Block Face 64D	5	5	100%	5	100%	5	100%	5	100%	3	60%	5	100%	5	100%	5	100%
67B	Block Face 67B	6	0	0%	0	0%	3	50%	1	17%	1	17%	2	33%	5	83%	5	83%
68B	Block Face 68B	5	0	0%	1	20%	0	0%	0	0%	1	20%	0	0%	0	0%	5	100%
72B	Block Face 72B	11	3	27%	4	36%	4	36%	5	45%	3	27%	0	0%	0	0%	0	0%
A67	City Lot #3	17	2	12%	2	12%	10	59%	10	59%	10	59%	16	94%	17	100%	15	88%
D75	703 N Main Lot	15	1	7%	8	53%	9	60%	2	13%	3	20%	0	0%	0	0%	2	13%
B65	Apt Tenant Parking	28	18	64%	15	54%	13	46%	13	46%	18	64%	11	39%	17	61%	14	50%
25A	Block Face 25A	7	4	57%	5	71%	4	57%	3	43%	4	57%	2	29%	2	29%	3	43%
25D	Block Face 25D	4	2	50%	2	50%	1	25%	1	25%	1	25%	1	25%	1	25%	2	50%
26A	Block Face 26A	9	6	67%	7	78%	7	78%	4	44%	5	56%	6	67%	7	78%	9	100%
26B	Block Face 26B	5	2	40%	2	40%	2	40%	1	20%	1	20%	1	20%	2	40%	1	20%
26D	Block Face 26D	1	1	100%	0	0%	1	100%	1	100%	0	0%	0	0%	1	100%	2	200%
28C	Block Face 28C	11	7	64%	9	82%	9	82%	10	91%	9	82%	9	82%	9	82%	11	100%
29B	Block Face 29B	7	4	57%	4	57%	2	29%	3	43%	3	43%	2	29%	2	29%	4	57%

Table 2-I – (continued)

Rpt Lot ID	Lot Block Name	spaces	8:00 AM - 10:00 AM		10:00 AM - 12:00 Noon		12:00 Noon 2:00 PM		2:00 PM - 4:00 PM		4:00 PM - 6:00 PM		6:00 PM - 8:00 PM		8:00 PM - 10:00 PM		10:00 PM - 12:00 MID	
29C	Block Face 29C	12	12	100%	12	100%	11	92%	11	92%	9	75%	6	50%	7	58%	13	108%
29D	Block Face 29D	9	9	100%	9	100%	9	100%	8	89%	8	89%	9	100%	8	89%	9	100%
30C	Block Face 30C	10	0	0%	3	30%	2	20%	3	30%	3	30%	2	20%	4	40%	5	50%
35B	Block Face 35B	4	3	75%	3	75%	3	75%	3	75%	1	25%	3	75%	3	75%	3	75%
45C	Block Face 45C	1	1	100%	1	100%	1	100%	1	100%	0	0%	0	0%	1	100%	2	200%
45D	Block Face 45D	8	0	0%	0	0%	0	0%	2	25%	2	25%	8	100%	9	113%	9	113%
47B	Block Face 47B	7	1	14%	0	0%	0	0%	2	29%	2	29%	2	29%	7	100%	7	100%
47C	Block Face 47C	22	18	82%	17	77%	17	77%	18	82%	16	73%	13	59%	19	86%	22	100%
47D	Block Face 47D	5	0	0%	0	0%	0	0%	0	0%	1	20%	0	0%	0	0%	0	0%
53C	Block Face 53C	11	5	45%	5	45%	4	36%	5	45%	4	36%	0	0%	0	0%	0	0%
55B	Block Face 55B	1	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
57A	Block Face 57A	5	3	60%	2	40%	1	20%	1	20%	1	20%	3	60%	4	80%	5	100%
62A	Block Face 62A	15	9	60%	8	53%	7	47%	5	33%	5	33%	6	40%	9	60%	14	93%
63A	Block Face 63A	5	5	100%	5	100%	3	60%	3	60%	4	80%	2	40%	3	60%	5	100%
64B	Block Face 64B	3	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	3	100%	3	100%
65D	Block Face 65D	7	4	57%	5	71%	3	43%	4	57%	3	43%	2	29%	2	29%	6	86%
68A	Block Face 68A	8	3	38%	3	38%	4	50%	3	38%	3	38%	0	0%	0	0%	0	0%
68C	Block Face 68C	8	1	13%	1	13%	1	13%	0	0%	0	0%	0	0%	2	25%	2	25%
70B	Block Face 70B	12	0	0%	0	0%	0	0%	2	17%	1	8%	0	0%	0	0%	0	0%
71B	Block Face 71B	17	8	47%	16	94%	16	94%	11	65%	9	53%	1	6%	0	0%	0	0%
71C	Block Face 71C	4	4	100%	4	100%	4	100%	4	100%	3	75%	0	0%	0	0%	0	0%
73B	Block Face 73B	11	0	0%	2	18%	1	9%	0	0%	0	0%	0	0%	0	0%	0	0%
75B	Block Face 75B	9	3	33%	3	33%	2	22%	4	44%	3	33%	3	33%	3	33%	4	44%
C65	City Employee Lot	34	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
A66	Collier Companies	30	18	60%	19	63%	14	47%	10	33%	17	57%	2	7%	2	7%	1	3%
B66	Drive Thru Area	15	8	53%	12	80%	9	60%	9	60%	8	53%	0	0%	0	0%	0	0%
56D	Face 56D after 7:00pm	6	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	6	100%	7	117%
57D	Face 57D after 7:00pm	5	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	2	40%	5	100%
43D	Face onstreet after 7pm	7	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	7	100%	5	71%
49B	Face onstreet after 7pm	9	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	9	100%	9	100%
50D	Face onstreet after 7pm	10	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	10	100%	10	100%
58B	Face onstreet after 7pm	6	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	6	100%	6	100%
44B	Face onstreet after 9pm	8	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	4	50%	8	100%
A22	Faces 22B and 21D	75	55	73%	47	63%	49	65%	51	68%	48	64%	49	65%	58	77%	63	84%
B75	Firestone	25	5	20%	10	40%	10	40%	10	40%	9	36%	0	0%	0	0%	0	0%
A69	Gated Lot	44	16	36%	18	41%	16	36%	17	39%	12	27%	3	7%	1	2%	1	2%
A70	Harts Discount Lot	20	0	0%	1	5%	1	5%	5	25%	3	15%	0	0%	0	0%	0	0%
C69	Holy Trinity Church	33	9	27%	10	30%	14	42%	8	24%	7	21%	0	0%	1	3%	0	0%
B70	Junior League Thrift	41	8	20%	29	71%	18	44%	13	32%	10	24%	0	0%	0	0%	0	0%
D65	Lot 2 10 Hr meters	37	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
E72	Private 622 NE 1st St	9	0	0%	2	22%	2	22%	2	22%	2	22%	0	0%	0	0%	0	0%
D67	Private Lot Office	26	9	35%	26	100%	24	92%	26	100%	25	96%	6	23%	8	31%	8	31%
B71	PSF Lot	56	18	32%	46	82%	44	79%	37	66%	43	77%	6	11%	2	4%	2	4%
B68	Savanah Grande Lot	63	0	0%	0	0%	3	5%	0	0%	0	0%	1	2%	0	0%	0	0%
A65	Stripling & Stripling	21	4	19%	9	43%	8	38%	6	29%	2	10%	1	5%	1	5%	1	5%
C71	Sun Trust Bank	77	4	5%	23	30%	19	25%	15	19%	17	22%	5	6%	0	0%	0	0%
C70	Williams Thomas Funeral Home	33	2	6%	5	15%	4	12%	3	9%	3	9%	1	3%	0	0%	0	0%
F72	Woodstove Lot	2	0	0%	2	100%	2	100%	0	0%	2	100%	0	0%	0	0%	0	0%

Table 2-I – (continued)

Rpt Lot ID	Lot Block Name	spaces	8:00 AM - 10:00 AM		10:00 AM - 12:00 Noon		12:00 Noon 2:00 PM		2:00 PM - 4:00 PM		4:00 PM - 6:00 PM		6:00 PM - 8:00 PM		8:00 PM - 10:00 PM		10:00 PM - 12:00 MID	
A64		86	32	37%	65	76%	28	33%	65	76%	62	72%	21	24%	0	0%	0	0%
B64		40	7	18%	27	68%	32	80%	27	68%	28	70%	13	33%	0	0%	0	0%
A57		4	0	0%	2	50%	4	100%	4	100%	2	50%	1	25%	2	50%	3	75%
C67		15	3	20%	7	47%	12	80%	11	73%	9	60%	4	27%	1	7%	1	7%
A55		35	3	9%	16	46%	15	43%	13	37%	18	51%	6	17%	35	100%	36	103%
B55		53	2	4%	2	4%	1	2%	0	0%	0	0%	5	9%	40	75%	52	98%
G55		16	1	6%	1	6%	0	0%	0	0%	1	6%	0	0%	0	0%	0	0%
D55		30	2	7%	0	0%	0	0%	0	0%	0	0%	0	0%	3	10%	5	17%
A53		30	3	10%	8	27%	11	37%	6	20%	6	20%	9	30%	0	0%	5	17%
C53		19	4	21%	11	58%	13	68%	7	37%	13	68%	14	74%	19	100%	19	100%
A54		3	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
B54		16	6	38%	10	63%	10	63%	9	56%	8	50%	6	38%	7	44%	6	38%
AB54		46	15	33%	29	63%	24	52%	28	61%	19	41%	9	20%	5	11%	6	13%
E55		27	10	37%	21	78%	13	48%	13	48%	13	48%	4	15%	4	15%	5	19%
C55		16	7	44%	7	44%	10	63%	10	63%	10	63%	10	63%	10	63%	1	6%
A56		27	12	44%	28	104%	21	78%	22	81%	21	78%	5	19%	9	33%	24	89%
A58		24	1	4%	5	21%	12	50%	12	50%	15	63%	24	100%	24	100%	23	96%
A59		39	14	36%	33	85%	12	31%	23	59%	17	44%	19	49%	36	92%	39	100%
B60		29	0	0%	7	24%	4	14%	4	14%	8	28%	2	7%	3	10%	6	21%
C60		14	3	21%	6	43%	7	50%	7	50%	7	50%	8	57%	14	100%	14	100%
A60		68	2	3%	10	15%	8	12%	12	18%	12	18%	1	1%	1	1%	3	4%
CD61		74	3	4%	22	30%	27	36%	28	38%	27	36%	19	26%	9	12%	3	4%
B62		23	19	83%	12	52%	15	65%	8	35%	12	52%	14	61%	18	78%	18	78%
A62		52	4	8%	7	13%	7	13%	12	23%	9	17%	8	15%	7	13%	5	10%
B61		34	11	32%	21	62%	28	82%	30	88%	27	79%	6	18%	4	12%	3	9%
G62		5	0	0%	0	0%	5	100%	0	0%	0	0%	0	0%	0	0%	0	0%
F61		29	1	3%	3	10%	20	69%	4	14%	2	7%	0	0%	0	0%	0	0%
A47		109	1	1%	1	1%	1	1%	1	1%	1	1%	1	1%	1	1%	1	1%
B47		32	3	9%	4	13%	4	13%	2	6%	3	9%	4	13%	4	13%	6	19%
C47		27	18	67%	15	56%	15	56%	15	56%	8	30%	4	15%	2	7%	1	4%
C47 HCP		1	0	0%	1	100%	1	100%	1	100%	0	0%	0	0%	0	0%	0	0%
E47		91	4	4%	7	8%	11	12%	10	11%	5	5%	0	0%	0	0%	0	0%
E47 HCP		2	0	0%	0	0%	0	0%	0	0%	0	0%	2	100%	0	0%	0	0%
D46		17	13	76%	14	82%	15	88%	8	47%	6	35%	5	29%	2	12%	6	35%
A48		35	36	103%	36	103%	29	83%	34	97%	28	80%	11	31%	34	97%	4	11%
B48		38	3	8%	4	11%	9	24%	13	34%	11	29%	38	100%	38	100%	38	100%
B48 HCP		2	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
A46		875	143	16%	159	18%	151	17%	147	17%	126	14%	60	7%	58	7%	82	9%
E46		14	0	0%	0	0%	3	21%	1	7%	2	14%	3	21%	2	14%	1	7%
B51		11	13	118%	10	91%	12	109%	5	45%	5	45%	5	45%	13	118%	12	109%
A41		395	245	62%	254	64%	224	57%	248	63%	200	51%	92	23%	159	40%	123	31%
A39		44	12	27%	9	20%	28	64%	37	84%	43	98%	0	0%	24	55%	16	36%
A39 HCP		3	0	0%	0	0%	2	67%	2	67%	2	67%	0	0%	0	0%	0	0%
A40		15	1	7%	4	27%	3	20%	3	20%	6	40%	14	93%	15	100%	15	100%
A40 HCP		2	0	0%	1	50%	1	50%	1	50%	0	0%	0	0%	2	100%	1	50%
A1-40		10	6	60%	6	60%	4	40%	4	40%	4	40%	3	30%	3	30%	4	40%
B40		29	18	62%	17	59%	16	55%	19	66%	15	52%	4	14%	3	10%	3	10%
A35		19	13	68%	14	74%	9	47%	9	47%	9	47%	3	16%	5	26%	5	26%

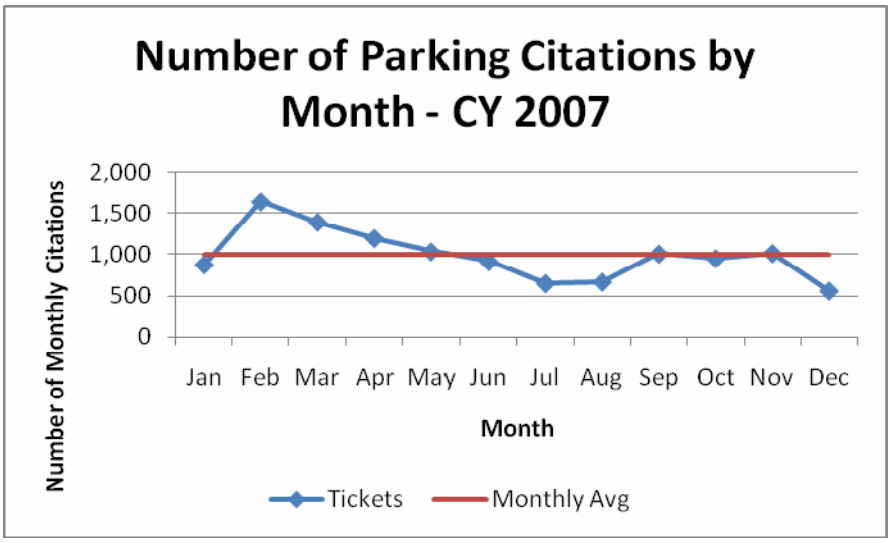
Table 2-I – (continued)

Rpt Lot ID	Lot Block Name	spaces	8:00 AM - 10:00 AM		10:00 AM - 12:00 Noon		12:00 Noon 2:00 PM		2:00 PM - 4:00 PM		4:00 PM - 6:00 PM		6:00 PM - 8:00 PM		8:00 PM - 10:00 PM		10:00 PM - 12:00 MID	
A35 HCP		1	1	100%	1	100%	1	100%	1	100%	1	100%	0	0%	0	0%	0	0%
B35		7	1	14%	2	29%	0	0%	2	29%	1	14%	0	0%	0	0%	0	0%
A34		25	11	44%	6	24%	6	24%	5	20%	4	16%	7	28%	19	76%	12	48%
AB18		65	46	71%	49	75%	46	71%	42	65%	47	72%	4	6%	0	0%	0	0%
AB18 HCP		2	0	0%	1	50%	0	0%	1	50%	0	0%	0	0%	0	0%	0	0%
E14		33	33	100%	33	100%	33	100%	31	94%	15	45%	2	6%	0	0%	0	0%
BCD14		88	75	85%	79	90%	76	86%	71	81%	74	84%	5	6%	0	0%	0	0%
B14 HCP		3	3	100%	3	100%	2	67%	1	33%	1	33%	0	0%	0	0%	0	0%
A14		61	44	72%	38	62%	36	59%	59	97%	42	69%	32	52%	0	0%	0	0%
A13		109	106	97%	106	97%	81	74%	96	88%	76	70%	8	7%	46	42%	52	48%
A5		9	1	11%	2	22%	2	22%	2	22%	1	11%	1	11%	0	0%	0	0%
B22		112	59	53%	70	63%	105	94%	97	87%	94	84%	107	96%	114	102%	25	22%
B22 HCP		4	1	25%	1	25%	3	75%	1	25%	2	50%	2	50%	3	75%	0	0%
F22		36	35	97%	35	97%	33	92%	31	86%	15	42%	3	8%	10	28%	25	69%
F22 HCP		1	0	0%	1	100%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
C22		5	1	20%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
E22		56	25	45%	40	71%	40	71%	41	73%	38	68%	30	54%	34	61%	25	45%
A23		25	11	44%	10	40%	11	44%	10	40%	10	40%	0	0%	0	0%	0	0%
B23		39	19	49%	4	10%	17	44%	11	28%	5	13%	1	3%	1	3%	4	10%
A24		36	15	42%	13	36%	12	33%	15	42%	8	22%	2	6%	11	31%	36	100%
B31		4	1	25%	1	25%	0	0%	0	0%	1	25%	4	100%	0	0%	0	0%
B31 HCP		4	2	50%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
A32		78	35	45%	46	59%	64	82%	63	81%	50	64%	34	44%	51	65%	52	67%
H22		6	1	17%	4	67%	6	100%	4	67%	5	83%	3	50%	3	50%	3	50%
	TOTAL	**4,763**	**1,708**	36%	**2,101**	44%	**2,068**	43%	**2,075**	44%	**1,880**	39%	**1,119**	23%	**1,445**	30%	**1,412**	30%

Parking Citations

Rich and Associates also requested data from the City of Gainesville regarding parking citations. When requested at the time of the fieldwork in October 2008, the most recent information available was provided for calendar year 2007 and summarized the citations both by week and by month for the full year. Information was also provided regarding which parts of Gainesville are subject to parking enforcement and thus included in the statistics provided. Although the enforcement area does not exactly match the parking study area encompassing the combined Downtown and College Park / University Heights study areas, it is reasonable to assume that the bulk of the parking citations are from these two areas. It should also be noted that the data provided does not distinguish between parking citations written in the downtown (Zone 8) versus other enforcement areas (Zones 1 through 7).

The total number of citations written in calendar year 2007 totaled about 12,000 or nearly 1,000 citations written per month. As Figure D below shows, in calendar year 2007, February was the peak month with just over 1,600 citations written while December was the lowest month with 558 citations.



Further analysis of the data provided showed that the average fine amount was just under $28.00 ($27.88) and just over 70 percent of the parking citations were eventually paid by the violator.

Figure D – Parking Citations

There are two interesting findings that are apparent from the above information. The first is the average of 1,000 citations per month or nearly 50 per weekday and the second is the nearly 50 percent increase above the monthly average in February 2007 which begs the question what conditions caused such a sharp increase?

Current Parking Demand

One of the primary tasks completed by Rich and Associates was a determination of the parking needs for downtown Gainesville. For this task, Rich and Associates used a model that the firm developed to quantify and qualify the parking needs. The model was calibrated to the results from the turnover and occupancy study in order to validate the accuracy of the findings.

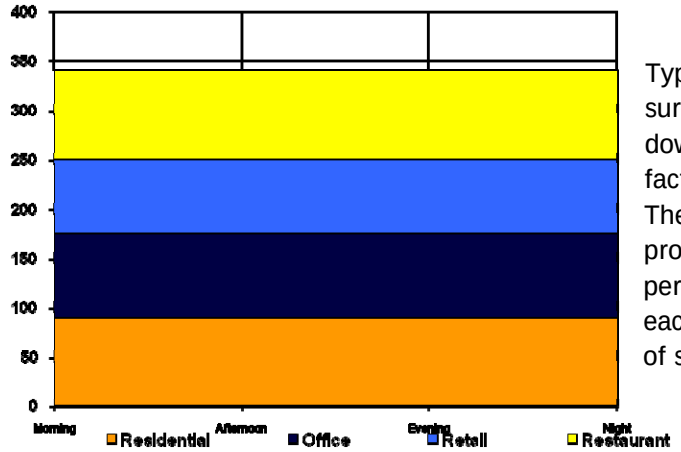
The demand model prepared by Rich and Associates factors the number of parking spaces generated by each type of land use within the study area. In order to quantify the current parking demand, data was applied from several sources including:

- Using information from Rich and Associates' field data collection
- Data provided by the CRA
- Information on the County Assessors website.

Based on this data, Rich Associates quantified the square footage for each building within the downtown and allocated each to a specific land use. The inventory of downtown businesses showed a total of just over 2.1 million square feet of space. Buildings were classified as detailed in **Table 2-J** below.

Table 2-J - Downtown Building Square Footage Summary

Downtown Gainesville Building Square Footage Allocation			
Classification	**Square Footage**	**Classification**	**Square Footage**
General Business	364,939	Food Services	107,964
General Retail	161,513	Community Arts / Assets	198,459
General Office	128,157	Lodging	45,047
Bars/Nightclubs	137,103	Legal Services	72,920
Government	432,459	Real Estate	15,902
Financial Services	115,998	Health Care	4,116
Residential	204,113	Other	117,254
Vacant	25,241	**Total**	**2,131,185**



Typically, using characteristics derived from surveys of business owners / managers and downtown employees, the parking generation factor for each type of land use is calculated[3]. The parking generation factor generally provides the number of parking spaces needed per 1,000 square feet of building area. For each land use, a different ratio for the number of spaces per 1,000 square feet is calculated.

Figure E - Non-Shared Demand

However, simply applying the parking demand for each land use without regard to when some types of businesses actually have their peak need has the potential to overstate the parking needs as shown by the two graphs**.** **Figure E** shows the parking needs for each land use in this example without consideration for need based on time of day. The total need is about 350 spaces. The second graph (**Figure F**) shows the parking needs at the various peak times for the different land uses and assumes shared use. In this example, the peak need is less than 250 spaces.

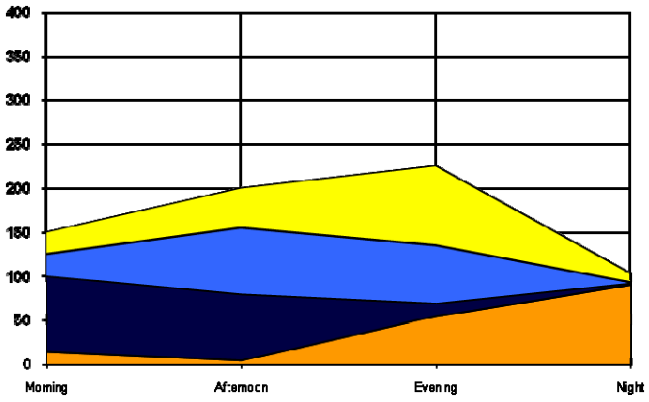


Figure F - Shared Parking Demand

On this basis, it would be overstating the parking demand when calculating a surplus or deficit of parking spaces to combine the nighttime demand, for example, from bars and nightclubs with the daytime demand from other uses since the spaces calculated as needed for bars and nightclubs would obviously sit empty until the evening hours. Similarly, spaces used by office workers during the day in public parking locations would be available during the evening hours (since it is assumed that many of these will have left by that time) when needed by bar / nightclub or restaurant patrons.

Therefore, Rich and Associates have quantified the parking requirements for downtown Gainesville using the "shared parking concept". The shared parking concept considers that some land uses (for example bars and nightclubs) often achieve their peak parking needs in the evening after many retail, office and government uses have closed for the day. Using the shared parking results shows a total parking need about 36 percent lower than the calculated results using unshared factors.

Table 2-K on page 42 shows what the peak parking generation factor would be for each land use in downtown Gainesville and approximately what time these peaks are projected to occur. On this basis,

[3] *Due to an insufficient response rate to the on-line surveys, these values have been 'modeled'.*

the peak need in Gainesville if there is no regard to timing would be 4,810 spaces needed. Adjusting for different times that certain groups peak during the day reduces the peak parking need by 36.6 percent to 3,051 spaces needed during the daytime peak hour. The table shows the shared use concept since the peak needs for some classifications occur at some other period than the peak hour and therefore it is not necessary to provide this number of spaces during the peak hour of the day.

Table 2-K Parking Demand Factor Comparison (Daytime Peak)

	Per Land Use				Assuming Shared Use		
Land Use	**Parking Generation Factor**	**SF**	**Demand**	**Approx Peak Time**	**Parking Generation Factor**	**SF**	**Demand**
General Business / Retail	1.95	526,452	1,027	2:30 PM	1.95	526,452	1027
General Office + Real Estate	2.10	144,059	303	10:30 AM	1.80	144,059	259
Bars / Nightclubs	5.50	137,103	754	10:00 PM	0.00	137,103	0
Government	2.45	432,459	1,060	9:30 AM	2.28	432,459	986
Financial Services / Legal	1.65	188,918	312	1:30 PM	1.65	188,918	312
Food Services	6.50	107,964	702	8:00 PM	2.60	107,964	281
Community Arts	1.00	198,459	198	8:30 PM	0.00	198,459	0
Lodging	1.24	45,047	56	8:00 PM	0.13	45,047	6
Residential	1.50	204,113	306	8:00 PM	0.45	204,113	92
Health Care	4.86	4,116	20	9:00 AM	3.89	4,116	16
Special (other)	0.61	117,254	72	10:00 AM	0.61	117,254	72
Total	**2.28**	**2,105,944**	**4,810**		**1.45**	**2,105,944**	**3,051**
Percentage Decrease due to shared use							**-36.6%**

Table 2-L on the following page shows the shared daytime peak hour parking generation factors applied to the appropriate square footage on each block to calculate the parking demand which is then compared against the available supply on each block developing to a net surplus or deficit for each block.

Table 2-L Current Condition Peak Hour Parking Demand vs. Supply by Block

Block	General Business	General Retail	General Office	Bars / Nightclubs	Government	Financial Services	Food Services	Community Arts	Lodging	Legal	Health Care	Vacant	Special		Current Demand (Current)	Current Parking Supply	Current Surplus / (Deficit) (Current)
Current	1.95	1.95	1.80	0.00	2.28	1.65	2.60	0.00	0.13	1.65	3.89	0.00					
3-Year	1.95	1.95	1.80	0.00	2.28	1.65	2.60	0.00	0.13	1.65	3.89	1.45					
5-Year	1.95	1.95	1.80	0.00	2.28	1.65	2.60	0.00	0.13	1.65	3.89	1.45					
10-Year	1.95	1.95	1.80	0.00	2.28	1.65	2.60	0.00	0.13	1.65	3.89	1.45					
	Base Year Values																
38									2,198				6,583	0.45	3	43	40
39	3,726		7,922		31,993			15,624	29,165				9,052	0.55	103	118	15
40					107,619										245	85	(160)
41															0	397	397
42					29,600										67	3	(64)
43				12,116			30,090			8,400					92	35	(57)
44	13,125	6,000		15,720	3,181		9,611								70	29	(41)
45															0	108	108
46	21,109		1,960	42,694								1,260	45,600	0.45	65	953	888
47	55,632							70,497	13,684				83,848	0.61	161	306	145
48				11,663											0	93	93
49	4,620	52,507		2,652						4,200		5,100			118	22	(96)
50					62,104										142	24	(118)
51			35,874												65	88	23
52					59,448										136	187	51
53							3,212			12,211					28	108	80
54			34,693												62	85	23
55					76,812										175	199	24
56		17,170		4,440	27,446					18,418					126	42	(84)
57		2,224					4,770	34,146					1,709	0.45	18	29	11
58	37,166						44,036								187	31	(156)
59					34,256										78	44	(34)
60	14,556		8,271	47,818											43	115	72
61	45,406	9,099	4,160					9,921				7,744			114	203	89
62	7,500	4,000													22	95	73
63	3,764														7	50	43
64						75,983									125	137	12
65										2,625			10,866	0.45	9	76	67
66										8,424			15,902	1.80	43	101	58
67	6,422					11,071		3,362							31	74	43
68							8,111								21	84	63
69		2,618													5	87	82
70	10,596	9,457						4,765					2,566	0.61	41	111	70
71						19,181		23,969							32	175	143
72		7,627					1,890	2,656		10,713					37	86	49
73		17,122						4,562							33	37	4
74		17,207													34	42	8
75		8,784								1,796			9,936	0.45	25	77	52
	364,939	161,513	128,157	137,103	432,459	115,998	107,964	198,459	45,047	72,900	4,116	25,241	337,269		3,050	6,490	3,440
													2,131,165				47%

The graph (**Figure G**) below shows the shared parking demand as determined for the Thursday survey date. The graph shows how the restaurant and bar / nightclub demand would be increasing during the evening hours when many other business and government demand categories are decreasing. The yellow line on the graph shows the observed parking occupancy on the Thursday survey date and how the calculated parking demand on the shared demand basis correlates with the observations.

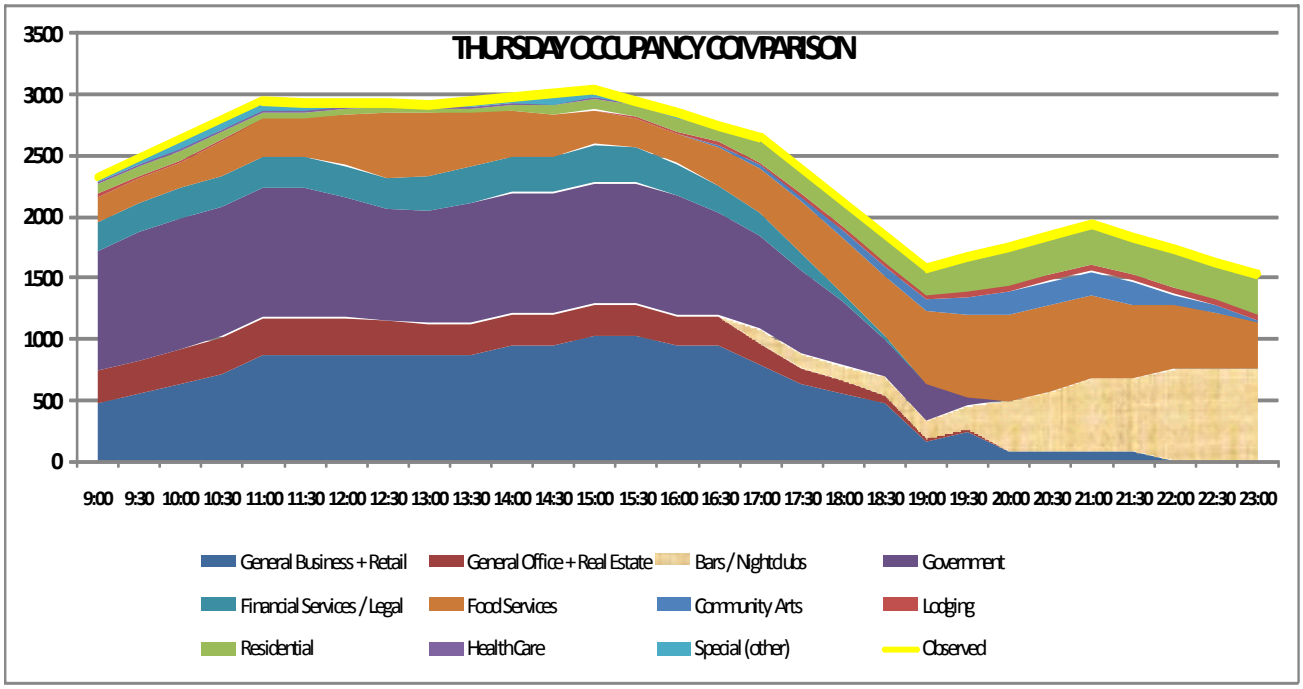
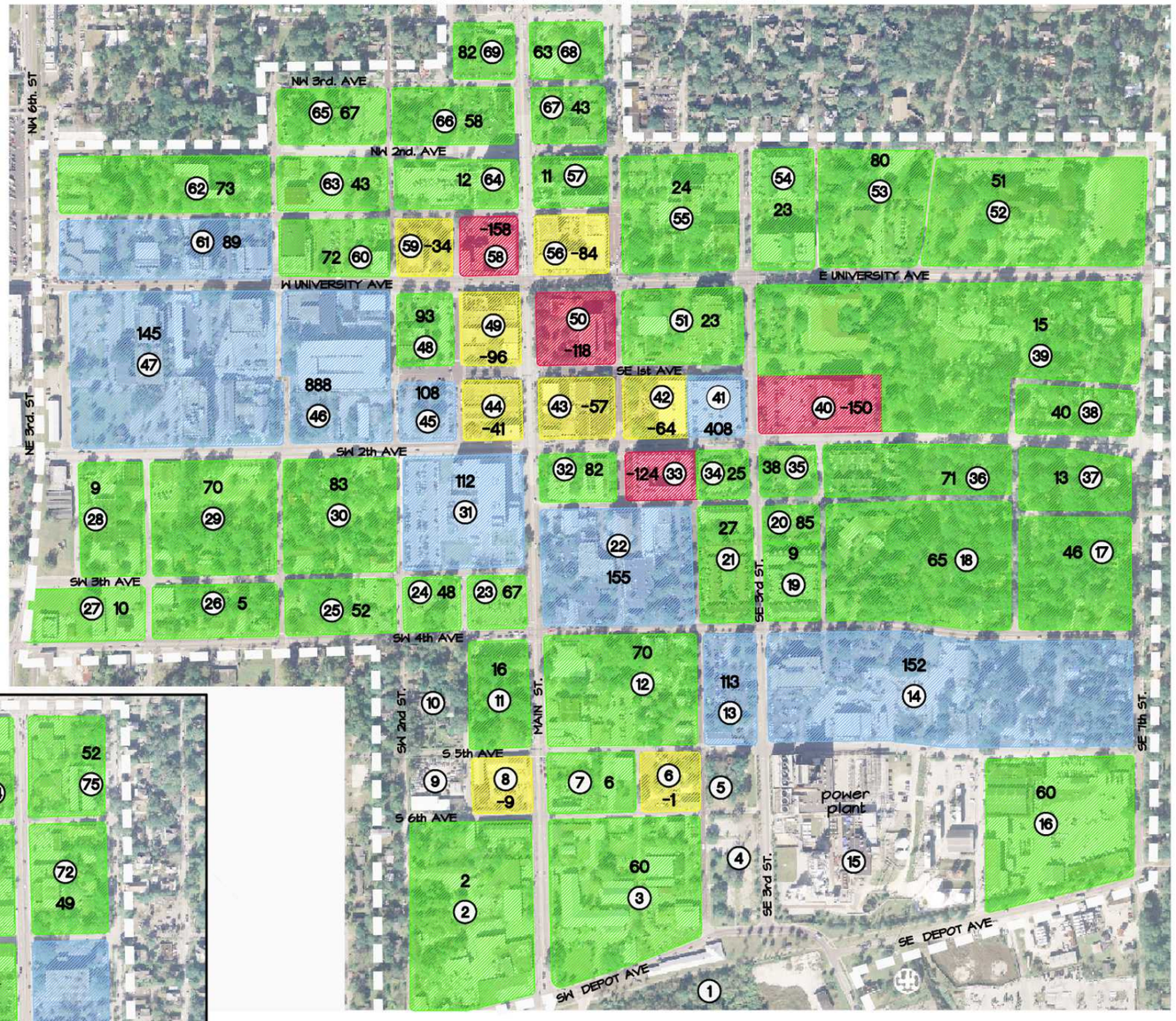


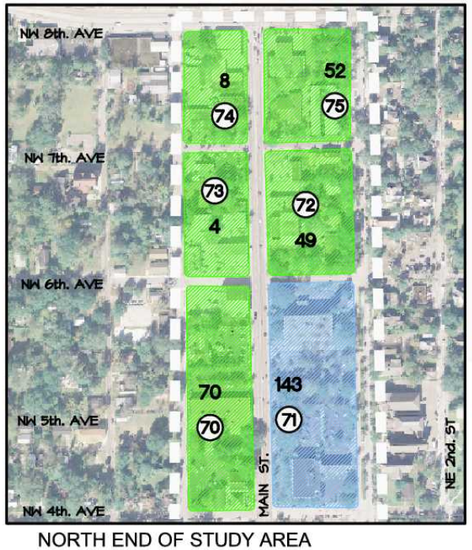
Figure G - Shared Parking Demand

Rich and Associates prepared similar tables for both a Thursday and Friday. This was done to demonstrate the potential impact on the parking needs without City employees parking downtown on Fridays. The peak Government demand category was decreased by approximately 150 spaces reflecting the anticipated decline due to municipal employees who are not scheduled to work on Fridays since they are instead working four, ten-hour days.

Once the parking generation factors for both days were calculated reflecting both the daytime and evening peak periods, Rich and Associates compared the calculated parking demand for each block against the available parking supply on each block. This gives a net surplus or deficit figure which is useful as a first step in assessing if and where additional parking may be necessary. **Map 9** on page 2-46 shows the current Thursday peak hour (daytime) parking demand versus supply comparison for the downtown. The Thursday evening peak is demonstrated by **Map 10** on page 2-47. Results for Friday are shown as **Maps 11** and **12** on pages 2-48 and 2-49.

FOR MAP CONTINUATION SEE INSERT BELOW





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DWG. TITLE: MAP #9

SURPLUS - DEFICIT DAYTIME PEAK HOUR

Thursday, October 2, 2008

LEGEND

(#) BLOCK #

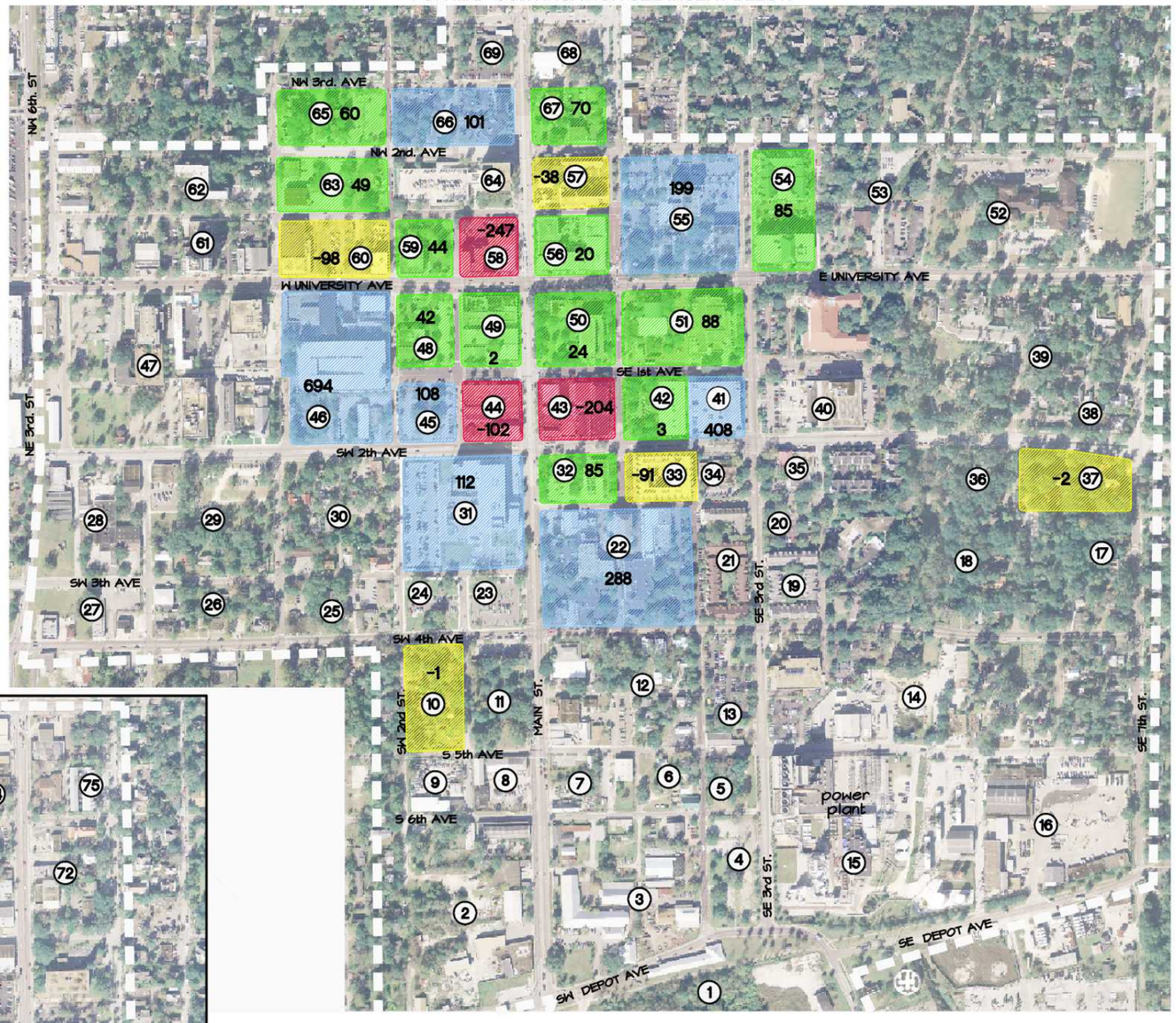
	-100 +
	-99 - -1
	0 - 99
	+100

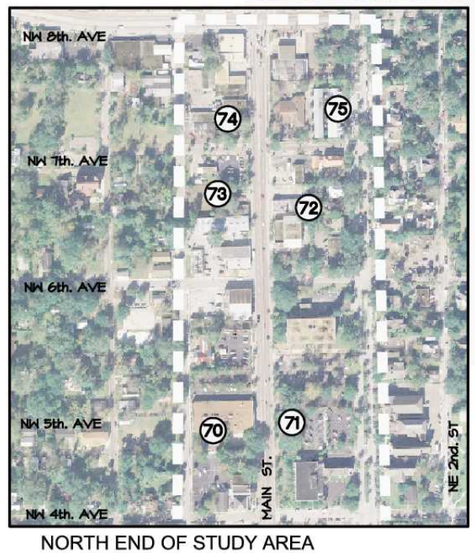
DATE: 01-15-09
DRAWN BY: RTW
JOB No.: 0842

NORTH

SCALE: N.T.S

FOR MAP CONTINUATION SEE INSERT BELOW





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DWG. TITLE: MAP #10

SURPLUS - DEFICIT EVENING PEAK HOUR

Thursday, October 2, 2008

LEGEND

BLOCK #

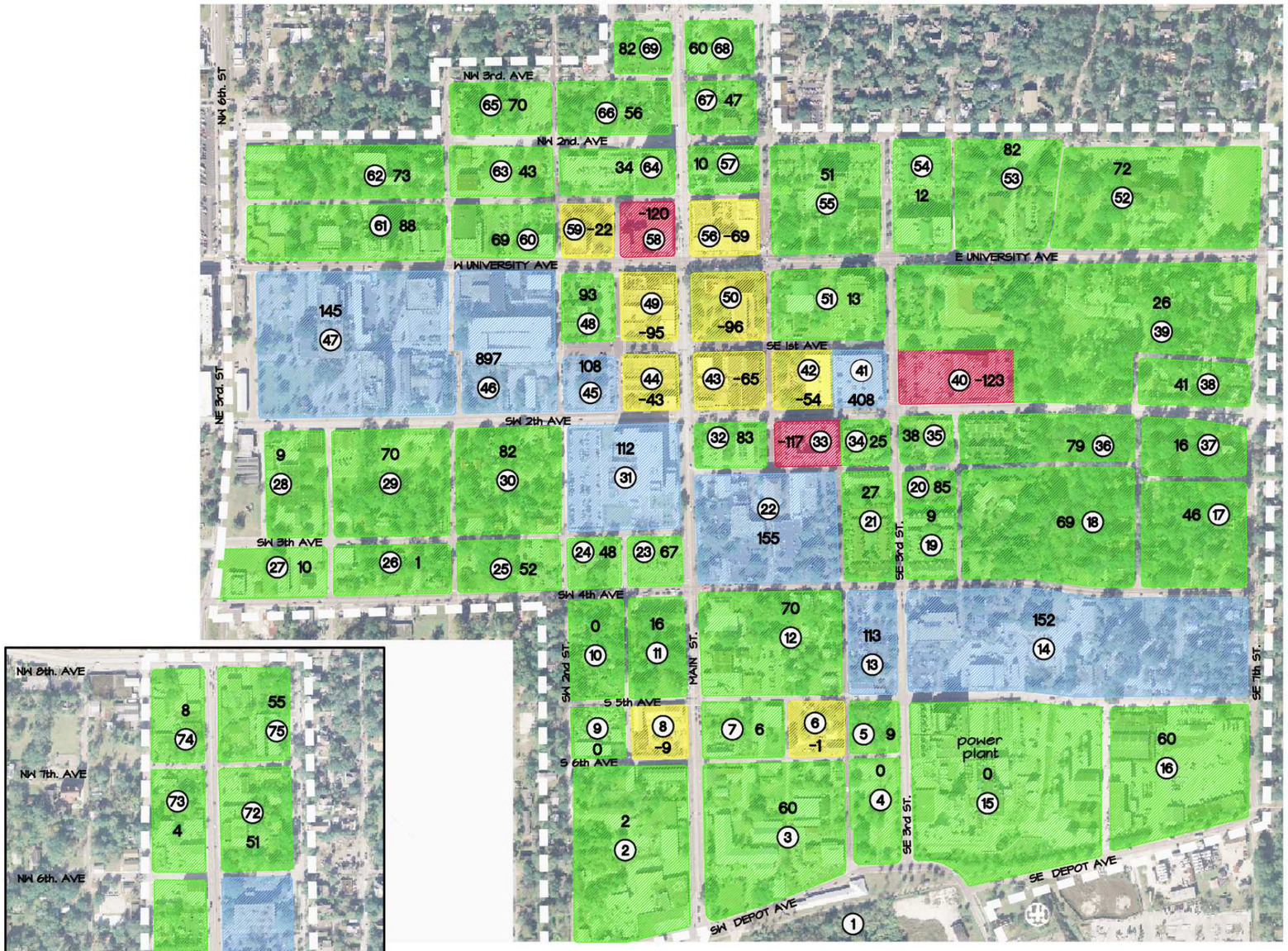
-100 +
-99 - -1
0 - 99
+100

DATE: 01-15-09
DRAWN BY: RTW
JOB No.: 0842

NORTH

SCALE: N.T.S

FOR MAP CONTINUATION SEE INSERT BELOW



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DWG. TITLE: MAP #11

SURPLUS - DEFICIT DAYTIME PEAK HOUR

Friday, October 3, 2008

LEGEND

(#) BLOCK #

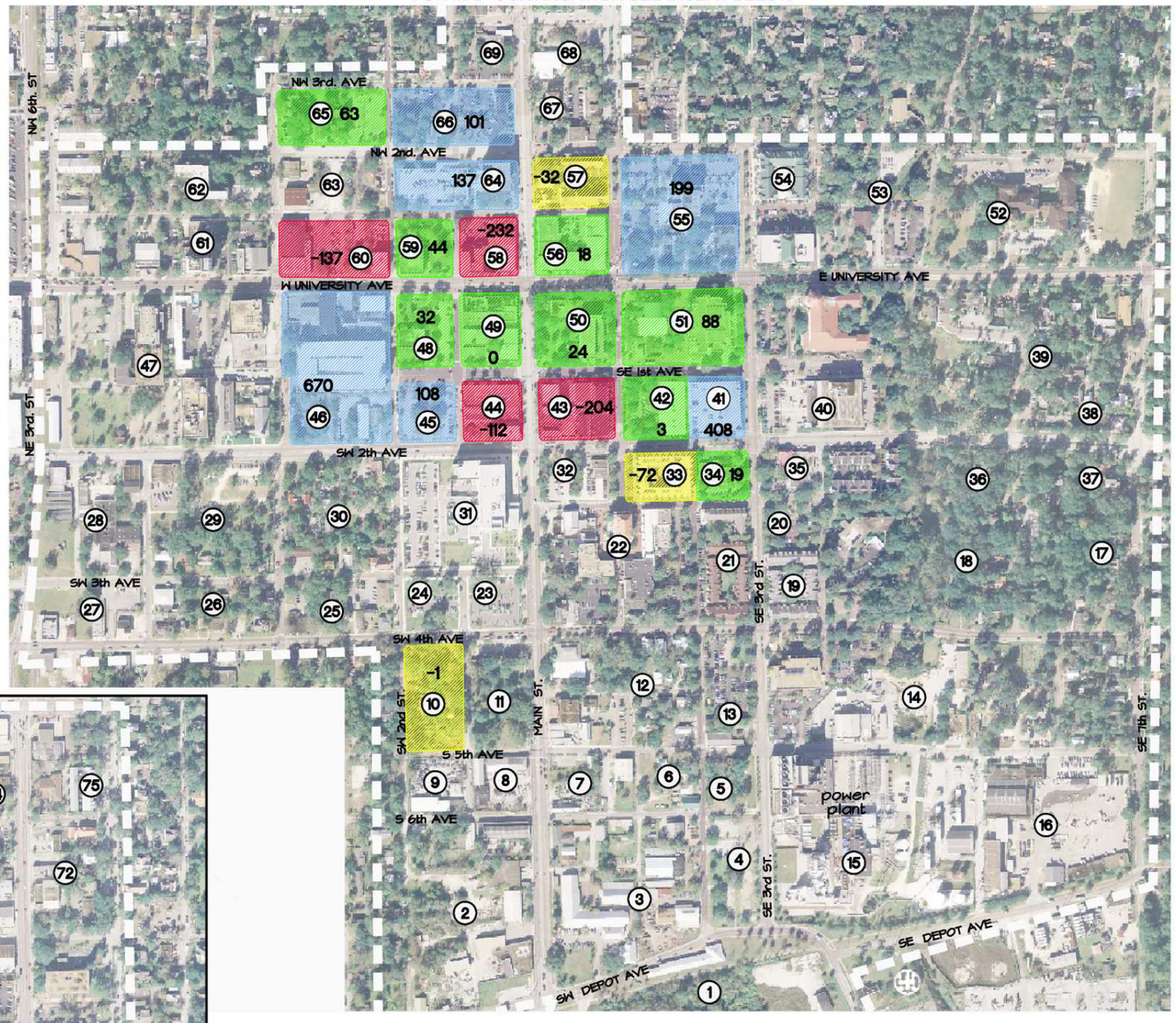
-100 +
-99 - -1
0 - 99
+100

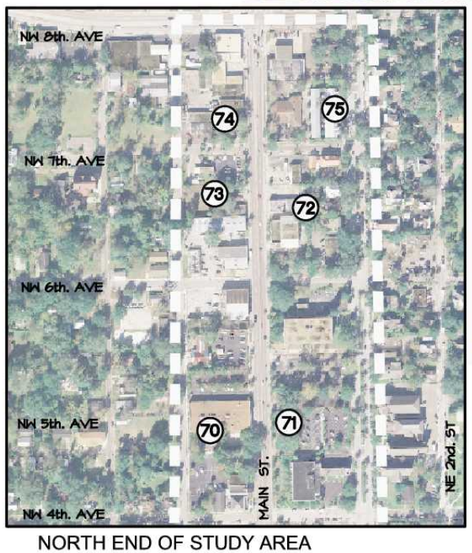
DATE: 01-15-09
DRAWN BY: RTW
JOB No.: 0842

NORTH

SCALE: N.T.S

FOR MAP CONTINUATION SEE INSERT BELOW





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DWG. TITLE: MAP #12

SURPLUS - DEFICIT EVENING PEAK HOUR

Friday, October 3, 2008

LEGEND

BLOCK #

-100 +
-99 - -1
0 - 99
+100

DATE: 01-15-09
DRAWN BY: RTW
JOB No.: 0842

NORTH

SCALE: N.T.S

Zone Analysis

As Rich and Associates have indicated previously, the maps demonstrating the net surplus or deficit on each block are a useful first step in assessing alternatives for addressing real or perceived parking shortfalls. However, the more appropriate method is to consider parking on a zone basis. This is done for two reasons.

1. Focusing on individual blocks only does not reflect real world conditions where patrons will cross streets for available parking or even walk several blocks for lower cost parking when a charge is applied for parking.
2. Alternatively, comparing the parking supply versus the demand for parking for the entire study area discounts the acceptable walking distance that employees and customers / visitors may be willing to walk. While an analysis can show that a defined study area has a surplus of parking, many of the available spaces may be on the periphery or what is considered by patrons to be an excessive distance from the demand generators.

For these two reasons, a zone analysis is a useful tool to assess the functionality of parking serving a downtown. Considering the supply of parking versus the demand for parking for contiguous blocks not only provides for the real world conditions where patrons will cross streets, but also considers the limited distance that they may be willing to walk.

With the Thursday demand determined to be slightly greater than the Friday parking needs, Rich and Associates have applied the weekday (Thursday) parking generation factors and quantified the block surplus / deficit conditions. The majority of the blocks with deficiencies are between South 2nd Avenue and North 1st Avenue.

Rich and Associates have considered two primary zones for the downtown. Although there are a number of blocks that, by themselves, can't provide for their individual parking needs, sufficient parking is nearby in one of two strategically placed parking structures that are generally within one to three blocks of the blocks with a parking deficiency. The zones that were developed were considered with the following factors:

1. Proximity to public parking structures
2. Ability of the nearby parking structures to accommodate blocks with deficient parking since surplus capacity on adjacent blocks is likely to be privately controlled and not available to other users.

The first zone considered, referred to as the West Zone, centers on the City/CRA Parking Garage. The blocks surrounding the City/CRA Garage that are included are shown by **Table 2-M** below and **Map 13** on page 2-53. The table shows that although there were four blocks that by themselves had parking deficits, when the total parking for the West Zone is considered, surplus capacity in the City/CRA Garage on block 46 (+875 spaces which is not all needed by demand generators on block 46) is sufficient to satisfy the combined deficit (-327) from these four blocks.

Table 2-M- West Zone

Block	Demand (Current)	Parking Supply	Surplus / (Deficit) (Current)
West Quadrant			
30	8	91	83
31	0	112	112
44	70	29	**(41)**
45	0	108	108
46	65	953	888
48	0	93	93
49	118	22	**(96)**
58	187	31	**(156)**
59	78	44	**(34)**
60	43	115	72
Total	**570**	**1,598**	**1,028**
36%			

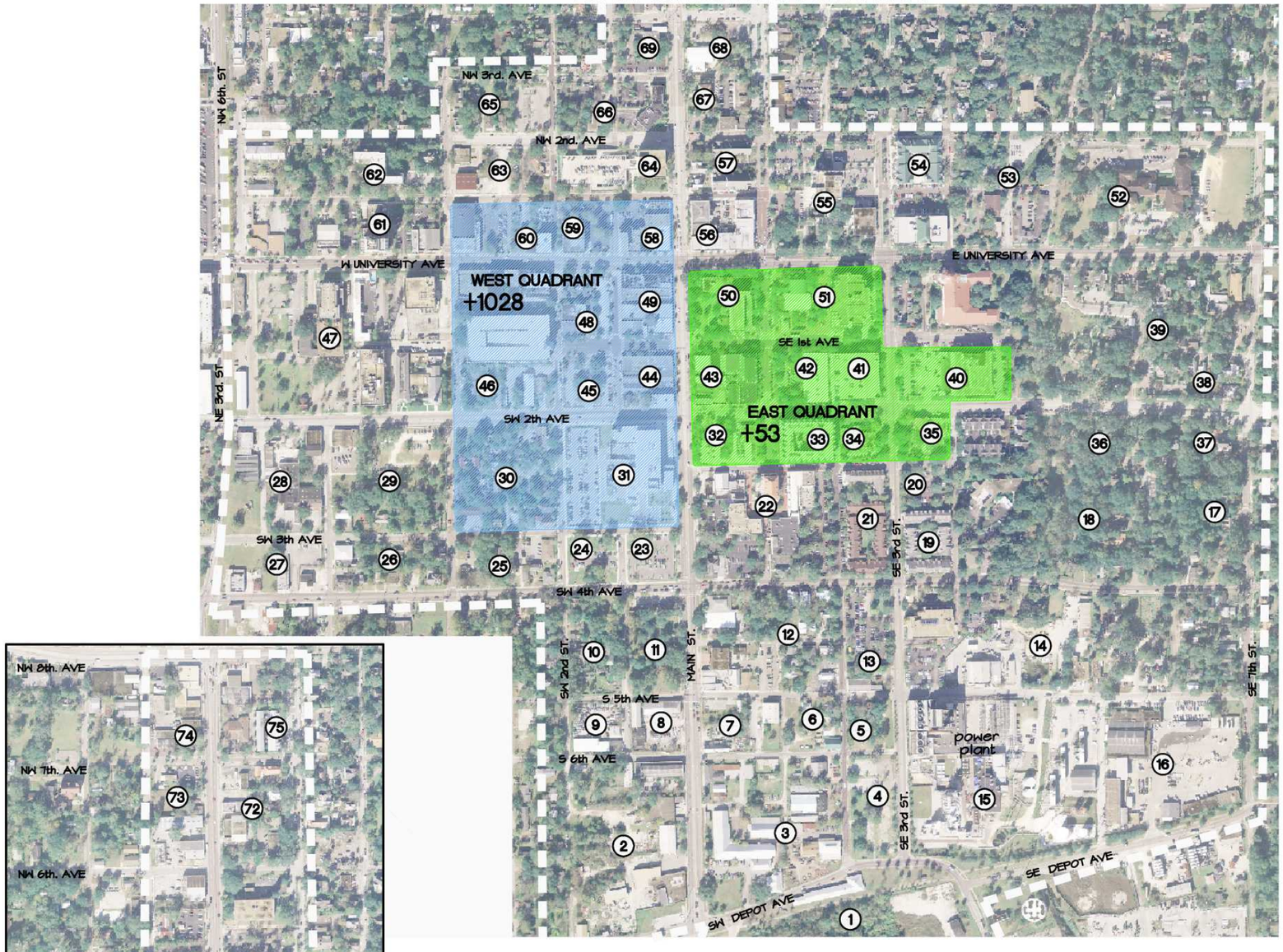
Rich and Associates have also considered a zone centered on the Union Street Station Garage on the east side of the study area. Although privately developed, this garage is presently available to the general public. Rich and Associates considered blocks surrounding this garage to determine if the zone would have a net surplus. The considered blocks are shown by **Table 2-N** below and **Map 13** on page 2-53

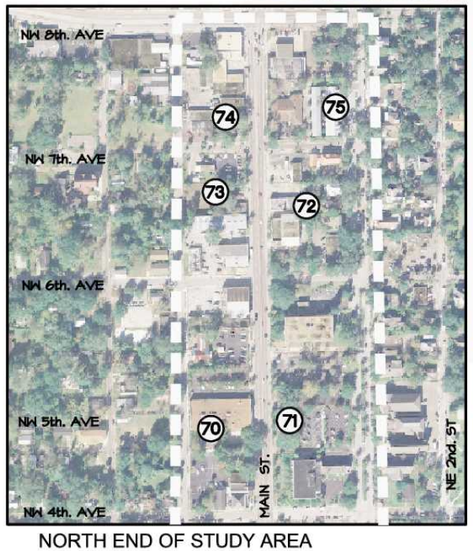
Table 2-N – East Zone

Block	Demand (Current)	Parking Supply	Surplus / (Deficit) (Current)
East Quadrant			
32	15	97	82
33	143	19	**(124)**
34	0	25	25
35	0	38	38
40	245	85	**(160)**
41	0	397	397
42	67	3	**(64)**
43	92	35	**(57)**
50	142	24	**(118)**
51	65	88	23
Total	**769**	**811**	**42**
95%			

A review of Table 2-K shows that the East Zone has only a modest surplus but the bigger issue is that the composite deficit totaling 523 spaces on blocks 33, 40, 42, 43 and 50 exceed the capacity of the parking garage (384 spaces) on block 41.

FOR MAP CONTINUATION SEE INSERT BELOW





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DWG. TITLE: MAP #13

ZONE ANALYSIS

WEEKDAY DAYTIME

LEGEND

BLOCK #

DATE: 01-15-09
DRAWN BY: RTH
JOB No.: 0842

NORTH

SCALE: N.T.S

Therefore, Rich and Associates have modified the considered zones as shown by **Tables 2-O** and **2-P** below and on the following page. The Alternative West Zone extends further east while the Alternative East Zone contracts slightly and focuses just on the blocks most proximate to it. This adjustment shows that all the blocks with a deficit surrounding the City/CRA parking garage (on block 46) can be accommodated by the garage, and still leave nearly 300 spaces available.

Table 2-O – Alternative West Zone

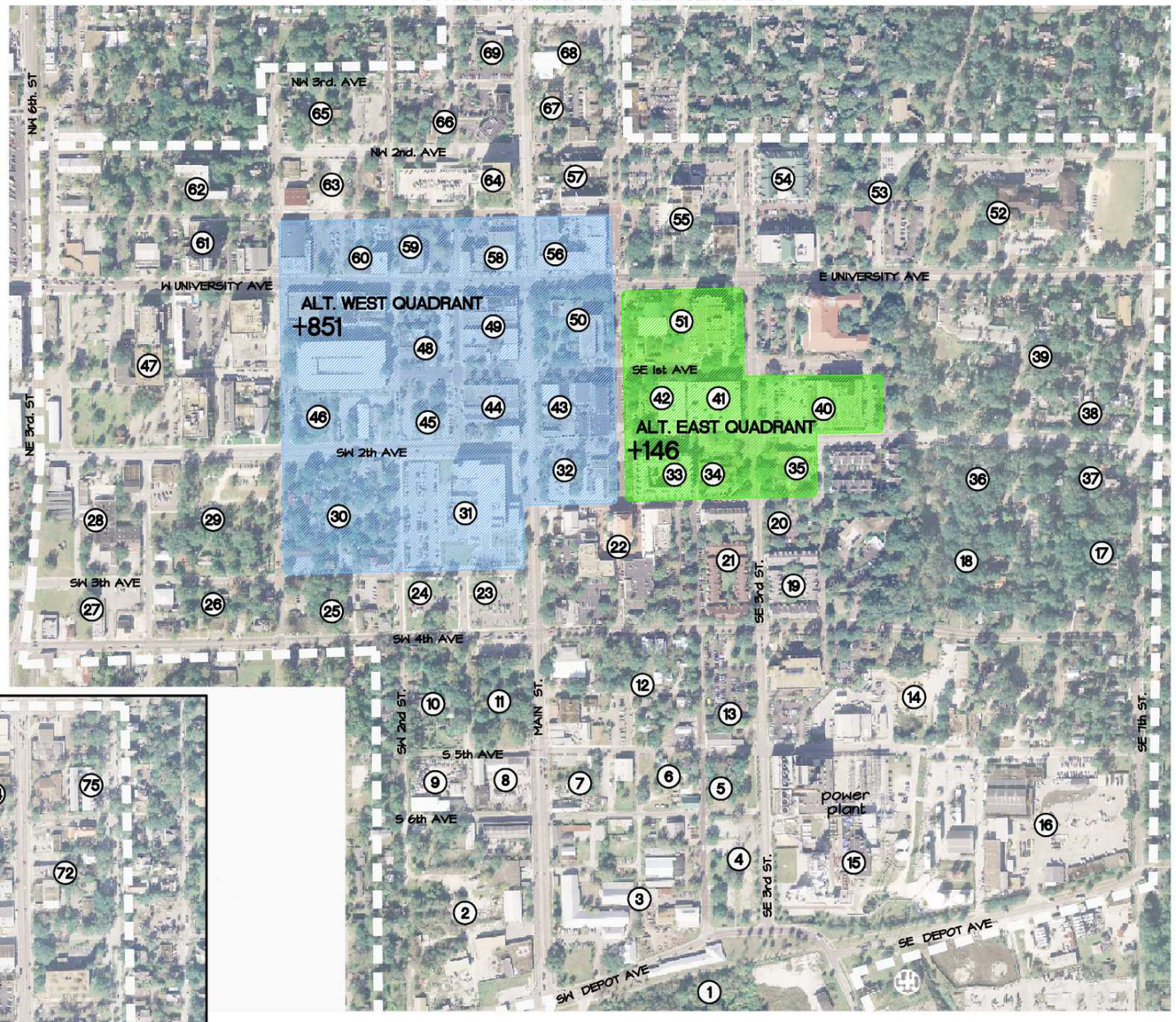
Block	Demand (Current)	Parking Supply	Surplus / (Deficit) (Current)
Alternative West Zone			
30	8	91	83
31	0	112	112
32	15	97	82
43	92	35	**(57)**
44	70	29	**(41)**
45	0	108	108
46	65	953	888
48	0	93	93
49	118	22	**(96)**
50	142	24	**(118)**
56	126	42	**(84)**
58	187	31	**(156)**
59	78	44	**(34)**
60	43	115	72
Total	**945**	**1,796**	**851**
53%			

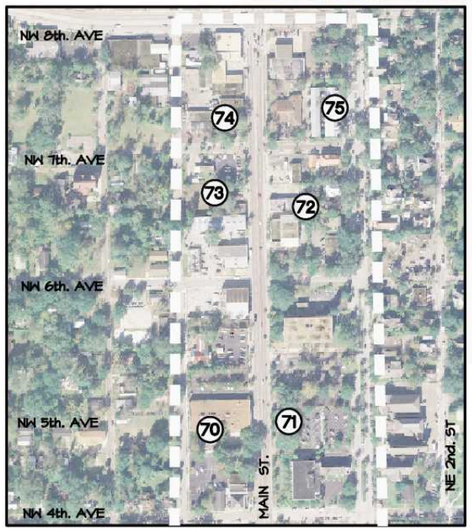
A re-adjustment of the blocks surrounding the Union Street Station Garage (Alternate East Zone) shows that by including just the blocks that are most proximate to the facility, that the zone surplus increases slightly and that the three blocks with calculated parking deficiencies (blocks 33, 40 and 42) totaling 348 spaces *could* be accommodated in the Union Street Station Garage (block 41) with nearly 40 spaces still available in the 384 car garage during the daytime hours. The revised zone is shown by **Map 14** on page 2-56.

Table 2-P – Alternative East Zone

Block	Demand (Current)	Parking Supply	Surplus / (Deficit) (Current)
Alternative East Zone			
33	143	19	**(124)**
34	0	25	25
35	0	38	38
40	245	85	**(160)**
41	0	397	397
42	67	3	**(64)**
51	65	88	23
Total	**520**	**655**	**135**
79%			

FOR MAP CONTINUATION SEE INSERT BELOW





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DWG. TITLE: MAP #14

ZONE ANALYSIS ALT.

WEEKDAY DAYTIME

LEGEND

BLOCK #

DATE: 01-15-09
DRAWN BY: RTH
JOB No.: 0842

NORTH

SCALE: N.T.S

SECTION 3 - FUTURE DEMAND

Another task completed by Rich and Associates was an assessment of the future parking needs for the downtown. The future demand projections have been completed by factoring both for the increased occupancy of the minimal (25,000 square feet) amount of vacant space (as determined from the building inventory conducted by Rich and Associates) as well as adjusting for the parking demand and supply resulting from known projects using data provided by the Gainesville CRA. Information on planned building square footage changes (additions) by anticipated use was provided to Rich and Associates, as shown in **Table 3-A** below, reflecting projects anticipated to be completed in the next three to five years. Rich and Associates are therefore reflecting a five year planning period for the future downtown demand. The future demand reflects the following projects:

Table 3-A - Future Downtown Development Projects (3 – 5 years)

Project	Block(s) Impacted	Square Footage Addition	Parking Added	Comment
Hampton Inn	42	78,500 SF (122 Hotel Rooms) + 7,500 SF restaurant/retail	NA	Parking provided in Union Street Station Garage
Utility Site Redevelopment	16	50,000 SF	90 Spaces	Preliminary
Cade Museum	Out of Study Area	55,000 SF innovation/invention museum	?	
County Courthouse Expansion	NA			On existing surface lot but on hold and outside forecast range.
The Sanctuary	47	433 units of student apts. + 23,712 sf. of retail	641 spaces + 18 M/C	(see table 3-B below)
Firestone Building	61	1000 sf. office + 2,500 sf. event space	NA	Use of City garage for parking. Reuse of existing building.
Main Street reconstruction	2,3,7,8,11 12,22,23,31 32,43,44,49,50 56,57,58.64.66 67,68,69,70,71 72,73,75,75	NA	+20 spaces	Reduction of Main Street to 1 lane each direction from Depot Ave past N. 8th Ave. Has traffic calming effect.
Block 45 Development	48	Unknown at this point	?	Development proposals due 6/30/09. Anticipated that parking provided in adjacent City / CRA Garage.

As Table 3-A shows, one anticipated project is outside the boundaries of the downtown study area while the courthouse expansion has been put on hold for budgetary reasons for a period likely to extend beyond the five year planning horizon of the parking study. The Hampton Inn project, presently under construction, has already made arrangements to have its parking needs satisfied by the Union Street Station Garage. The Utility Site redevelopment project, although it is very preliminary and the final total parking demand is not yet known, is anticipated to add 90± parking spaces toward its needs. The Firestone Building is a relatively small project that is a re-use of an existing building and therefore the amount of any new parking demand generated is anticipated to be negligible.

Also shown is the proposed development on block 45. Several proposals have been submitted and are in the process of being evaluated by the CRA. At this point Rich and Associates have assumed a development project with 50,000 square feet of "General Business" space. The parking needs have been projected using the shared parking ratio for general business use of 1.95 spaces per one thousand square feet during the daytime hours.

Of the known projects noted above, the largest project anticipated at this point is The Sanctuary Residential Development. This is projected to provide 433± units of student housing at the western end of the downtown study area on block 47. **Table 3-B** below calculates various alternative square footage and average bedroom complement scenarios and compares the number of parking spaces provided (excluding motorcycles) per one thousand square feet and per bedroom unit. The table then compares the number of spaces needed assuming 1.06 spaces per bedroom[4] and then converts this to spaces needed per one thousand square feet. Finally, the table calculates a net surplus or deficit between the numbers of spaces "needed" versus the number of spaces provided.

As the table shows, at one bedroom per unit, the development would have many more parking spaces than are needed. At 1.5 bedrooms per unit there would be a slight deficit while if the project were to average 2 bedrooms per apartment unit, the deficit would be significant at nearly 300 spaces.

[4] As determined from the College Park neighborhood study which had many more residential units.

Table 3-B
Projected Parking Space Needs at Alternative Bedroom Capacities for The Sanctuary Development

Apt Units	Avg. # BR's per unit	Avg. SF / Unit	Total SF	Parking Spaces Provided	Total BR's	# Parking Spaces Provided / 1000 sf	# Parking Spaces Provided / BR	Spaces Needed at 1.06 /BR	Spaces Needed / 1,000 SF	Surplus / Deficit to 1.06 / BR
433	1	653	282,749	641	433	2.27	1.48	459	1.62	**182**
433	**1.5**	**804**	**348,132**	**641**	**650**	**1.84**	**0.99**	**689**	**1.98**	**(48)**
433	1.75	880	381,040	641	758	1.68	0.85	803	2.11	**(162)**
433	2	955	413,515	641	866	1.55	0.74	918	2.22	**(277)**
433	2.5	1,083	468,939	641	1,083	1.37	0.59	1,148	2.45	**(507)**
433	3	1,211	524,363	641	1,299	1.22	0.49	1,377	2.63	**(736)**

In addition to the developments noted above, Rich and Associates is also projecting increased parking demand as a result of re-occupancy of existing vacant space downtown. At the time of the fieldwork, there was approximately 25,000 square feet of vacant space downtown. Within the five year planning horizon, Rich and Associates is assuming that 40 percent (10,000 sf.) of this 25,000 sf. will be occupied. This increases the parking need by only 15± spaces.

In projecting the future parking needs, Rich and Associates have assumed a mix that would result in an average of 1.5 bedrooms per apartment in the 433± unit Sanctuary development. Therefore the calculated parking demand based on 1.06 parking spaces needed per bedroom reflects a 48± space deficit between the number of parking spaces provided and the projected parking need for the residential component. The 23,000 square feet of retail space planned as part of the development, if it is assumed to create demand for parking and will not just serve the residents, will need about 46± spaces. Since the entire parking supply has been allocated to the residential portion of the development, these two deficit figures combined show the development to be nearly 100± spaces short of its projected need at this ratio of bedrooms per apartment. The block on which The Sanctuary is located however, shows a parking surplus primarily due to the number of parking spaces on the First Baptist Church lots which Rich and Associates are assuming will remain.

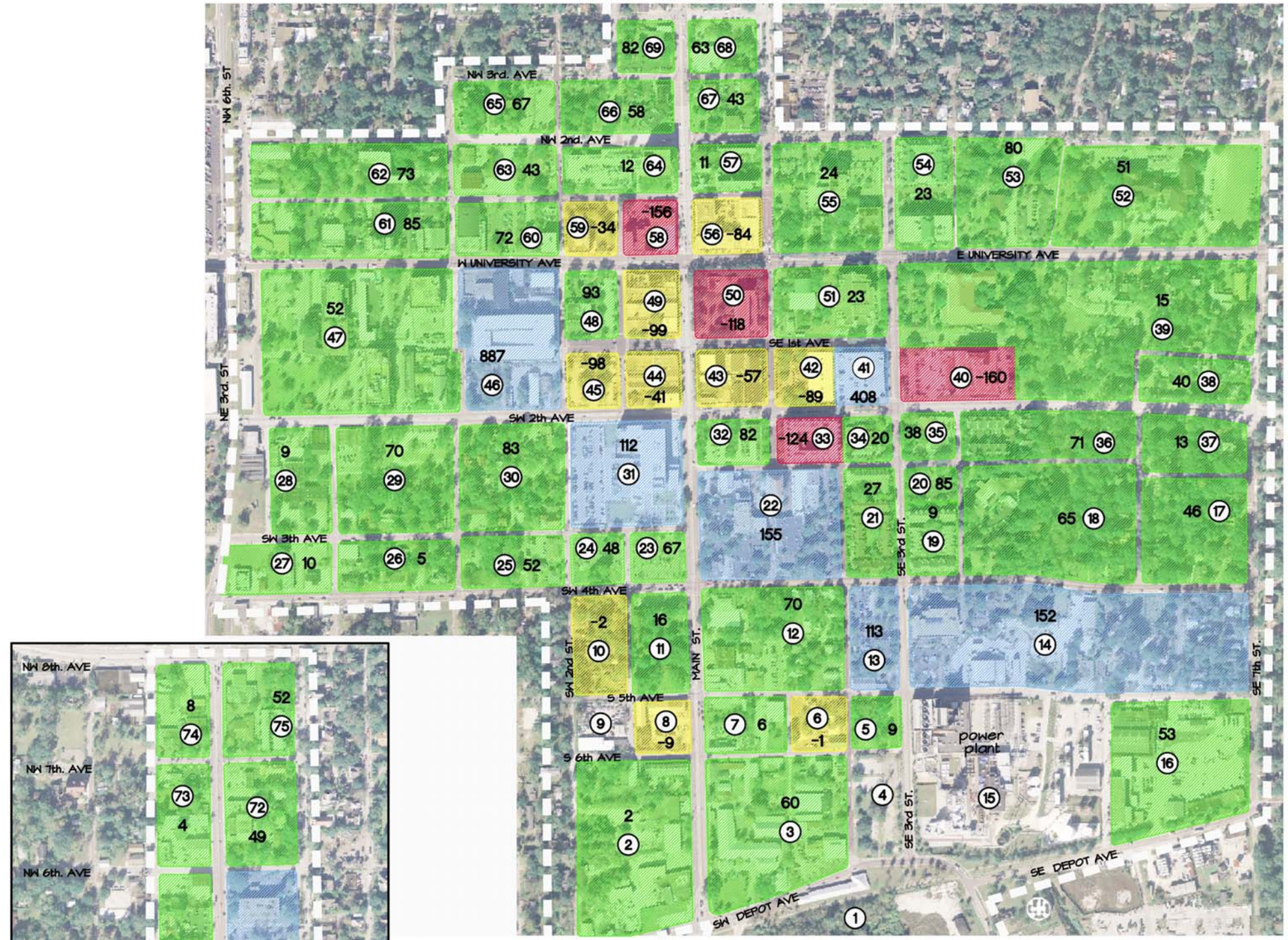
Given the new projects planned within the downtown study area and the assumptions for parking demand resulting from The Sanctuary project, the total parking demand within the downtown is projected to increase by nearly 970± spaces. However, since the projections also assume the net addition of only about 625± parking spaces within the downtown in conjunction with these projects, the net surplus for the total study area decreases by about 350± parking spaces from 3,440 spaces as determined for the existing conditions to a projected 3,095± spaces within approximately five years. Many of the blocks that have been determined to have parking deficits given existing conditions, will continue to have similar levels of deficits in the future.

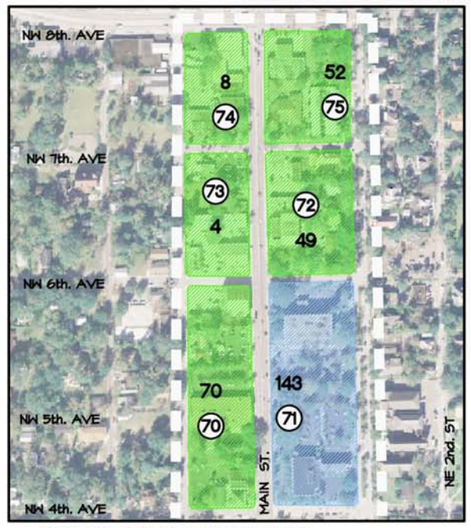
Table 3-C on the following page details the future parking demand by block and compares the surplus or deficit on the block basis. This information is also shown by **Map 15** on page 3-5.

Table 3-C Future Peak Hour Parking Demand vs. Supply by Block

															40%				Current		5-Year	
															5-Year							
Block	General Business	General Retail	General Office	Bars / Nightclubs	Government	Financial Services	Food Services	Community Arts	Lodging	Legal	Health Care	Vacant	Special		Demand (Current)	Future Adjust SF	Units	5-Year Pk Dmnd	Parking Supply	Surplus / (Deficit) (Current)	Added Parking Supply	Surplus / (Deficit) 5-Year
Current	1.95	1.95	1.80	0.00	2.28	1.65	2.60	0.00	0.13	1.65	3.89	0.00										
3-Year	1.95	1.95	1.80	0.00	2.28	1.65	2.60	0.00	0.13	1.65	3.89	1.45										
5-Year	1.95	1.95	1.80	0.00	2.28	1.65	2.60	0.00	0.13	1.65	3.89	1.45										
10-Year	1.95	1.95	1.80	0.00	2.28	1.65	2.60	0.00	0.13	1.65	3.89	1.45										
							5-Year Values															
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0			0	0	0	0	0
2	24,790	0	1,260	0	0	0	0	0	0	0	0	0	8,689	0.61	56			56	58	2	0	2
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0			0	60	60	0	60
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0			0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0			0	9	9	0	9
6	2,028	0	0	0	0	0	0	0	0	0	0	0	0	0.00	4			4	3	(1)	0	(1)
7	0	5,425	0	0	0	0	0	0	0	0	0	0	0	0.00	11			11	17	6	0	6
8	0	0	0	0	0	0	0	0	0	0	0	0	14,693	0.61	9			9	0	(9)	0	(9)
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0			0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	2,140	971	0.45	0			2	0	(0)	0	(2)
11	0	2,273	0	0	0	0	0	0	0	0	0	0	0	0.00	4			4	20	16	0	16
12	0	0	0	0	0	0	0	13,512	0	0	0	0	0	0.00	0			0	70	70	0	70
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0			0	113	113	0	113
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0			0	152	152	0	152
15	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0			0	0	0	0	0
16	50,000	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0	50,000		98	60	60	90	53
17	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0			0	46	46	0	46
18	2,861	0	0	0	0	9,763	0	0	0	0	0	0	0	0.00	22			22	87	65	0	65
19	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0			0	9	9	0	9
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0			0	85	85	0	85
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0			0	27	27	0	27
22	76,780	0	0	0	0	0	1,571	0	0	0	0	0	0	0.00	154			154	309	155	0	155
23	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0			0	67	67	0	67
24	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0			0	48	48	0	48
25	0	0	4,243	0	0	0	0	5,665	0	0	0	0	2,484	0.45	9			9	61	52	0	52
26	3,755	0	1,706	0	0	0	0	0	0	0	4,116	0	1,352	0.45	27			27	32	5	0	5
27	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0			0	10	10	0	10
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0			0	9	9	0	9
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0			0	70	70	0	70
30	0	0	0	0	0	0	2,805	3,520	0	0	0	0	1,835	0.61	8			8	91	83	0	83
31	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0			0	112	112	0	112
32	0	0	0	0	0	0	1,868	0	0	6,113	0	0	0	0.00	15			15	97	82	0	82
33	31,103	0	28,068	0	0	0	0	0	0	0	0	0	69,979	0.45	143			143	19	(124)	0	(124)
34	0	0	0	0	0	0	0	6,260	0	0	0	8,997	0	0.00	0			5	25	25	0	20
35	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0			0	38	38	0	38
36	0	0	0	0	0	0	0	0	0	0	0	0	37,124	0.45	17			17	88	71	0	71
37	0	0	0	0	0	0	0	0	0	0	0	0	14,080	0.45	6			6	19	13	0	13
38	0	0	0	0	0	0	0	0	2,198	0	0	0	6,583	0.45	3			3	43	40	0	40
39	3,726	0	7,922	0	31,993	0	0	15,624	29,165	0	0	0	9,052	0.55	103			103	118	15	0	15
40	0	0	0	0	107,619	0	0	0	0	0	0	0	0	0.00	245			245	85	(160)	0	(160)
41	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0			0	397	397	0	397
42	7,500	0	0	0	29,600	0	0	0	78,500	0	0	0	0	0.00	67	86,000		92	3	(64)	0	(89)
43	0	0	0	12,116	0	0	30,090	0	0	8,400	0	0	0	0.00	92			92	35	(57)	0	(57)
44	13,125	6,000	0	15,720	3,181	0	9,611	0	0	0	0	0	0	0.00	70			70	29	(41)	0	(41)
45	50,000	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0	50,000		98	108	108	-108	(98)
46	21,109	0	1,960	42,694	0	0	0	0	0	0	0	1,260	45,600	0.45	65			66	953	888	0	887
47	55,632	23,712	0	0	0	0	0	70,497	13,684	0	0	0	431,980	1.71	161	371,844		895	306	145	641	52
48	0	0	0	11,663	0	0	0	0	0	0	0	0	0	0.00	0			0	93	93	0	93
49	4,620	52,507	0	2,652	0	0	0	0	0	4,200	0	5,100	0	0.00	118			121	22	(96)	0	(99)
50	0	0	0	0	62,104	0	0	0	0	0	0	0	0	0.00	142			142	24	(118)	0	(118)
51	0	0	35,874	0	0	0	0	0	0	0	0	0	0	0.00	65			65	88	23	0	23
52	0	0	0	0	59,448	0	0	0	0	0	0	0	0	0.00	136			136	187	51	0	51
53	0	0	0	0	0	0	3,212	0	0	12,211	0	0	0	0.00	28			28	108	80	0	80
54	0	0	34,693	0	0	0	0	0	0	0	0	0	0	0.00	62			62	85	23	0	23
55	0	0	0	0	76,812	0	0	0	0	0	0	0	0	0.00	175			175	199	24	0	24
56	0	17,170	0	4,440	27,446	0	0	0	0	18,418	0	0	0	0.00	126			126	42	(84)	0	(84)
57	0	2,224	0	0	0	0	4,770	34,146	0	0	0	0	1,709	0.45	18			18	29	11	0	11
58	37,166	0	0	0	0	0	44,036	0	0	0	0	0	0	0.00	187			187	31	(156)	0	(156)
59	0	0	0	0	34,256	0	0	0	0	0	0	0	0	0.00	78			78	44	(34)	0	(34)
60	14,556	0	8,271	47,818	0	0	0	0	0	0	0	0	0	0.00	43			43	115	72	0	72
61	45,406	9,099	4,160	0	0	0	0	9,921	0	0	0	7,744	0	0.00	114			118	203	89	0	85
62	7,500	4,000	0	0	0	0	0	0	0	0	0	0	0	0.00	22			22	95	73	0	73
63	3,764	0	0	0	0	0	0	0	0	0	0	0	0	0.00	7			7	50	43	0	43
64	0	0	0	0	0	75,983	0	0	0	0	0	0	0	0.00	125			125	137	12	0	12
65	0	0	0	0	0	0	0	0	0	2,625	0	0	10,866	0.45	9			9	76	67	0	67
66	0	0	0	0	0	0	0	0	0	8,424	0	0	15,902	1.80	43			43	101	58	0	58
67	6,422	0	0	0	0	11,071	0	3,362	0	0	0	0	0	0.00	31			31	74	43	0	43
68	0	0	0	0	0	0	8,111	0	0	0	0	0	0	0.00	21			21	84	63	0	63
69	0	2,618	0	0	0	0	0	0	0	0	0	0	0	0.00	5			5	87	82	0	82
70	10,596	9,457	0	0	0	0	0	4,765	0	0	0	0	2,566	0.61	41			41	111	70	0	70
71	0	0	0	0	0	19,181	0	23,969	0	0	0	0	0	0.00	32			32	175	143	0	143
72	0	7,627	0	0	0	0	1,890	2,656	0	10,713	0	0	0	0.00	37			37	86	49	0	49
73	0	17,122	0	0	0	0	0	4,562	0	0	0	0	0	0.00	33			33	37	4	0	4
74	0	17,207	0	0	0	0	0	0	0	0	0	0	0	0.00	34			34	42	8	0	8
75	0	8,784	0	0	0	0	0	0	0	1,796	0	0	9,936	0.45	25			25	77	52	0	52
	472,439	185,225	128,157	137,103	432,459	115,998	107,964	198,459	123,547	72,900	4,116	25,241	685,401		3,050	557,844	0	4,018	6,490	3,440	623	3,095
													2,689,009									

FOR MAP CONTINUATION SEE INSERT BELOW





NORTH END OF STUDY AREA

PARKING STUDY FOR THE CITY OF GAINESVILLE

DOWNTOWN

GAINESVILLE, FLORIDA

Parking Consultants
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Planners
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Tel: 813.949.9860
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DWG. TITLE: MAP #15

5 YEAR FUTURE PROJECTIONS

LEGEND

(#) BLOCK #

-100 +
-99 - -1
0 - 99
+100

DATE: 07-13-09
DRAWN BY: RTH
JOB No.: 0842

NORTH

SCALE: N.T.S

Future (5-Year) Zone Analysis

As was completed for the existing conditions, a zone analysis reflecting future needs has been performed reflecting anticipated conditions for the five year forecast period. As before, two zones have been considered each centered on one of the two downtown publicly available parking structures.

West Zone – City/CRA Garage

The West Zone centers on the City/CRA Garage and encompasses fourteen blocks as shown by **Table 3-D** below. As the table demonstrates, this zone has an overall surplus of 642 ± spaces while eight blocks within this zone have individual parking deficits ranging from 34± spaces to as many as 156± spaces. If all the patrons on these eight blocks who cannot be accommodated with a parking space on their destination block were to instead park in the 875 space City/CRA Garage, the garage would still have nearly 200± spaces available. This is approximately 100 fewer spaces than the 300 spaces shown for the existing condition.

Table 3-D – Future West Zone Analysis

	40% 5-Year Forecast West Zone Analysis		
	Parking Demand	Parking Supply	Surplus / (Deficit)
Block			
30	8	91	83
31	0	112	112
32	15	97	82
43	92	35	(57)
44	70	29	(41)
45	98	0	(98)
46	66	953	887
48	0	93	93
49	121	22	(99)
50	142	24	(118)
56	126	42	(84)
58	187	31	(156)
59	78	44	(34)
60	43	115	72
Total	**1,046**	**1,688**	**642**

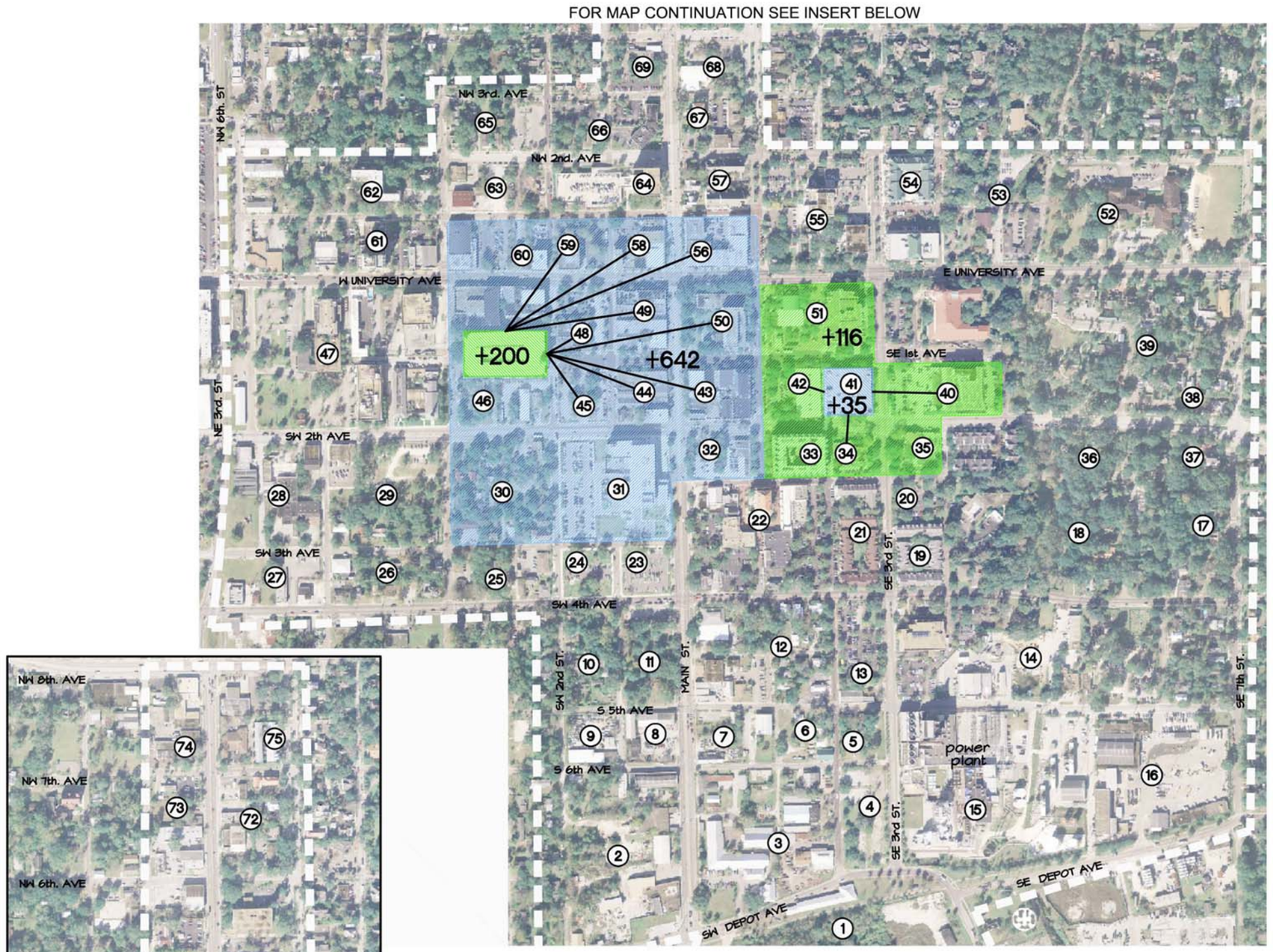
East Zone – Union Street Station Garage

The other zone evaluated (the East Zone) centers on the Union Street Station Garage with its 384 spaces. The seven blocks contained within this zone as shown by **Table 3-E** below have a combined surplus of 116± spaces. Three of the seven blocks would be in a deficit condition ranging from 89± spaces to 160± spaces short. As with the West Zone as shown above, if the patrons on these three blocks were to all use the 384 space Union Street Station Garage, the garage would still have a projected surplus of about 12± spaces after absorbing all the deficits from adjoining blocks 33, 40 and 42 which this garage is intended to serve. This is about 25 fewer surplus spaces available than have been calculated for the existing conditions.

Table 3-E – East Zone Analysis

	40%		
	5-Year Forecast **East Zone Analysis**		
	Parking Demand	Parking Supply	Surplus / (Deficit)
Block			
33	143	19	**(124)**
34	5	25	20
35	0	38	38
40	245	85	**(160)**
41	0	408	408
42	92	3	**(89)**
51	65	88	23
Total	**550**	**666**	**116**

This east and west zones are shown by **Map 16** on page 3-8



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DWG. TITLE: MAP #16

5 YEAR ZONE
ANALYSIS

LEGEND

(#) BLOCK #

DATE: 07-13-09
DRAWN BY: RTW
JOB No.: 0842

NORTH

SCALE: N.T.S

SECTION 4 – CONCLUSIONS

Summary Conclusions – Gainesville Downtown Parking

1. **Parking Supply**
   a. Within the downtown study area only about one-third of the parking supply is publicly available. Within the "core area" the ratio is slightly better at just over 40 percent of the parking supply publicly available.
   b. Approximately 18 on-street spaces (2.2%) of the 815 total on-street spaces are restricted for use by various City and County agencies.
   c. Of the 815 on-street spaces within the downtown study area, 57 percent are free, 22 percent are metered and 21 percent are "other" meaning reserved for handicap use, permit required, loading zone only or reserved for city or county use.
   d. The available parking supply in the two "publicly available" downtown parking garages is generally within a maximum three block walk from one of the off-street facilities to the "center" of downtown in the vicinity of SE 1st Avenue and SE 1st Street. On a "Best Practice" basis, even exposed to the elements, this distance would be considered to be Level of Service B (one to four blocks from the parking location or approximately 800 feet).

2. **Paid vs. Free Parking**
   a. Downtown parking is perceived as inadequate because many of the "free" spaces are consistently occupied. Parking spaces are generally available in many nearby paid (metered) spaces or in the two pay parking garages.
   b. The parking garages at $1.00 to $2.00 per hour are competing with surrounding spaces that are either free or priced lower at $0.50 per hour. These free or lower costs spaces generally have a maximum two-hour time limit.
   c. For the West Zone centered on the City/CRA Garage, 15 percent (19 spaces) of the nearly 130 on-street spaces within this zone require payment. One hundred percent of the public off-street spaces are paid. Overall, 89 percent of the spaces including and surrounding the City/CRA Garage are paid spaces with 11 percent free.
   d. If the 875 spaces in the parking garage were not included in this West Zone, the ratio would be 35 percent of the spaces are paid and 65 percent are "free".

Table 4-A – Paid vs. Free Spaces surrounding City/CRA Garage

	On-Street		Off-Street		TOTAL	
Block	**Paid**	**Free**	**Paid**	**Free**	**Paid**	**Free**
30	0	0	0	0	0	0
31	0	0	0	0	0	0
32	0	7	0	0	0	7
43	0	30	0	0	0	30
44	0	12	0	0	0	12
45	12	0	0	0	12	0
46	0	9	875	0	875	9
48	5	8	40	0	45	8
49	0	12	0	0	0	12
50	0	13	0	0	0	13
56	2	10	0	0	2	10
58	0	0	0	0	0	0
59	0	5	0	0	0	5
60	0	4	0	0	0	4
TOTAL	**19**	**110**	**915**	**0**	**934**	**110**
% BY GRP	**15%**	**85%**	**100%**	**0%**	**89%**	**11%**

e. For the East Zone centered on the Union Street Station Garage, 33 percent (25 spaces) of the 76 on-street spaces within this zone require payment. One hundred percent of the public off-street spaces are paid. As with the East Zone, overall, 89 percent of the spaces including and surrounding the Union Street Station Garage are paid spaces with 11 percent free.

f. If the spaces in the Union Street Station Garage are not included with the East Zone, the ratio is 44 percent paid and 56 percent free.

Table 4-B – Paid vs. Free Spaces surrounding Union Street Station Garage

	On-Street		Off-Street		TOTAL	
Block	**Paid**	**Free**	**Paid**	**Free**	**Paid**	**Free**
33	0	18	0	0	0	18
34	0	0	0	0	0	0
35	17	3	0	0	17	3
40	0	0	15	0	15	0
41	0	2	384	0	384	2
42	0	3	0	0	0	3
51	8	25	0	0	8	25
TOTAL	**25**	**51**	**399**	**0**	**424**	**51**
% BY GRP	**33%**	**67%**	**100%**	**0%**	**89%**	**11%**

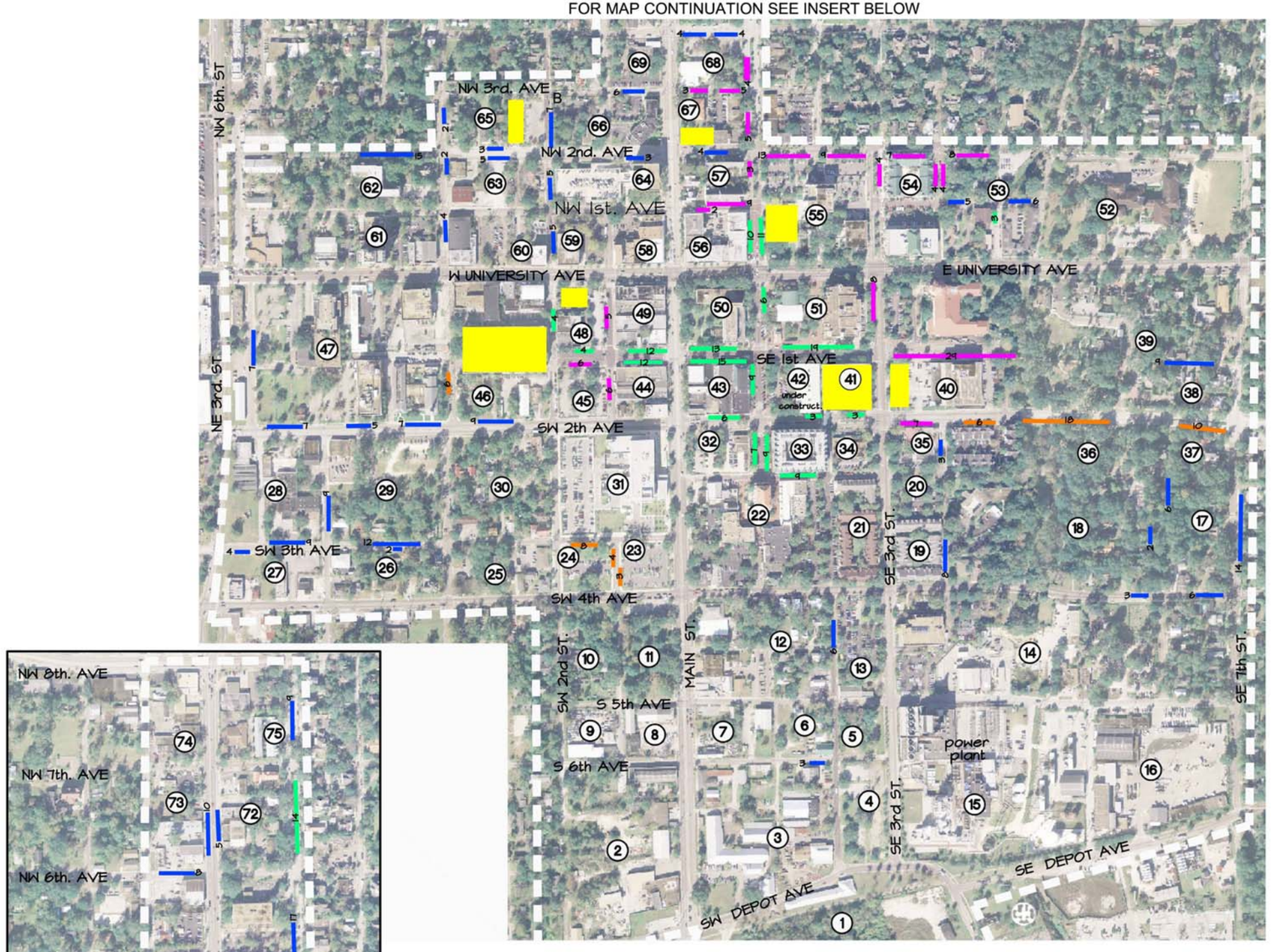
g. The free spaces proximate to the City/CRA Garage are occupied at a much higher rate (nearly 97 percent during the peak hour) compared to nearby spaces (both on and off-street) requiring payment (40 percent occupied at the peak hour) and the spaces within the garage where only 17 percent of the spaces were occupied during the peak hour as shown by **Table 4-C** below

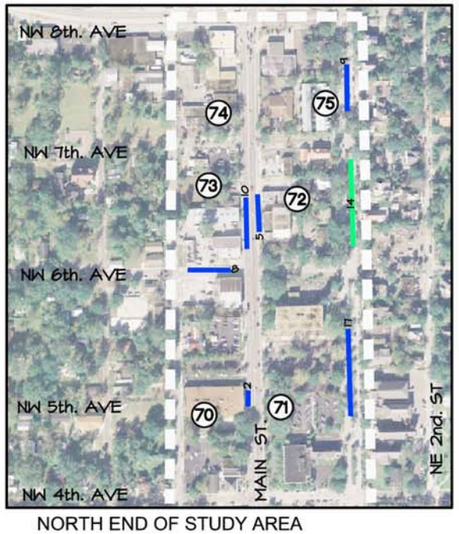
Table 4-C – Spaces Occupied Comparison Free vs. Paid

	Location	# Spaces	Costs	Peak Hr Occupancy	% Occupancy
FREE SPACES					
	32B	7	$0.00	8	
	43AB	30	$0.00	27	
	44A	12	$0.00	10	
	48CD	8	$0.00	9	
	49C	12	$0.00	12	
	50C	13	$0.00	13	
	56D	12	$0.00	12	
	59D	4	$0.00	4	
		98		**95**	**96.9%**
PAID SPACES					
	B48	38	$0.50	13	
	45AB	12	$0.50	6	
	48B	5	$0.50	3	
		55		**22**	**40.0%**
City/CRA Garage	**46**	**875**	**$1.00**	**147**	**16.8%**
		930		**169**	**18.2%**

Map 17 on the following page shows the paid vs. the free parking spaces in downtown Gainesville.

FOR MAP CONTINUATION SEE INSERT BELOW





NORTH END OF STUDY AREA

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DWG. TITLE: MAP #17

PARKING DESIGNATIONS

LEGEND

BLOCK #

- OFF STREET PAID PARKING
- PAID PARKING
- 4 HR. / 10 HR. METER
- FREE (2 HR.)
- FREE (NO DESIGNATION)

DATE: 07-13-09
DRAWN BY: RTW
JOB No.: 0842

NORTH

SCALE: N.T.S

3. Parking patron way-finding

a. Signs directing patrons to off-street parking are inconsistent with no one identifiable format or style.
b. There are few signs directing patrons to parking.
c. There are few, if any, way-finding signs for helping visitors navigate their way to key destinations (library, Hippodrome Theater, Sun Center etc) downtown once having parked
d. Some signs do not clearly show parking restrictions.

4. Parking Demand vs. Parking Supply

a. Overall the downtown study area is operating at only about 50 percent of parking spaces occupied during the peak daytime period. There are however, twelve (12) blocks within the downtown study area that have parking deficits meaning the parking supply on that block cannot satisfy the demand for parking on that same block. This is not uncommon as often the parking intended to service the parking demand on one block is actually located on an adjacent or other nearby block.
b. There are several projects either already in construction or planned for the downtown that will contribute additional parking demand. In the case of the Hampton Inn Project and the development on Block 45 (adjacent the City/CRA Garage), these projects are relying on existing parking supply to at least partially provide for their parking needs. One project (The Sanctuary) has the potential to significantly under provide for its parking needs depending on the mix of bedrooms per apartment unit which is unknown at this time.

5. Enforcement

a. Downtown parking enforcement is accomplished by enforcement staff chalking tires although hand-held equipment is provided and used to write the citations when violators are found.
b. Based on calendar year 2007 data, a total of approximately 1,000 parking citations are written per month in all enforcement areas[5].
c. The average fine amount is slightly less than $28.00 and approximately 70 percent of the citations written are eventually paid.

[5] Citation data does not segregate downtown from other areas of parking enforcement in the City.

Downtown Parking Issues

In order for the parking to appropriately and adequately serve the needs of the businesses in downtown Gainesville and their customers or visitors as well as downtown residents, there are a number of policy adjustments to be considered. However, meeting the diverse needs of the various groups will mean that the City and community will have to make some difficult decisions as there are several mutually exclusive possibilities.

Supply vs. Demand

There is, on the one hand, the strong belief from some business owners that parking that is both convenient and free is a necessity for the downtown to flourish. While free parking can be an important selling point for a downtown business, one potential problem with the implementation of the policy in downtown Gainesville is the combination of free and paid parking. Put simply, whenever there is a desirable free commodity such as parking, the demand will almost always exceed the available supply as employees, shoppers and other visitors have little incentive to use alternative transportation so long as the price of vehicles and gas remain reasonable. This is being demonstrated downtown on a daily basis as the free parking spaces are very often full while nearby metered spaces on-street and the parking structures are operating at much lower occupancy levels. The spaces which are convenient as well as being free are constantly full and create the perception that downtown parking is inadequate.

This in turn creates potential issues for the City. If the City attempts to meet the need for unlimited free parking, this can conflict with a desire by taxpayers for fiscal responsibility and raises the question of how to provide all the convenient free parking desired since there is little restraint on the demand. Alternatively, implementing a policy of forcing private business owners to meet their own parking needs in order to provide the parking free of charge places added cost burdens on the business and thus impacts economic development.

The development of private parking also eliminates the incentive for visitors to park once and then walk to multiple destinations. This is because those business owners after incurring the costs of providing the parking would want that parking available for their next customer and would likely encourage customers to move their vehicle once the customers' business was concluded. This limits the pedestrian friendly environment desirable in a downtown as customers must drive from destination to destination instead of being able to park once and walk.

Adding on-street parking is a possibility and will actually occur once the reconstruction of Main Street between Depot Avenue and N. 8th. Street is completed. The construction will provide one lane in each direction with a center turn lane and permit the addition of approximately 20 on-street spaces. While this has the added benefit of providing traffic calming affects and making for a more pedestrian friendly environment, the number of additional spaces that can and will be provided is limited.

While there is presently no parking on University Avenue within the downtown study area, a similar measure could conceivably provide additional supply. It is not known however, if this would be looked on favorable by the Florida Department of Transportation (FDOT) since it is a State road. In all likelihood, FDOT would have concerns with the reduced flow of traffic on University Avenue if parking

were permitted with its consequent reduction of travel lanes and speeds. However, traffic calming and a more pedestrian friendly environment is a valid and desirable goal and may make this option worthy of consideration.

Alternatively seeking to provide additional free parking in off-street lots which are less expensive to build than parking structures creates its own problems at these tend to break up the urban landscape and actually reduces the pedestrian friendly nature of the downtown. Numerous parking lots break up the continuity of building frontages so necessary to attract pedestrian activity. Providing the lots in back behind the buildings still requires access drives leading to potential pedestrian / vehicle conflicts and may make some buildings less attractive to tenants because it limits expansion potential. Providing the parking in larger surface lots has the added issue of assembling sufficient land to provide the parking and its proximity to the demand generators.

Another issue working against increased amounts of free parking downtown is the City /CRA Garage which was funded on the promise of revenues generated to repay its debt. With the agreements in place, it is not likely that the garage could also become free parking since this would likely conflict with the financial covenants agreed to when building the garage. It is Rich and Associates' understanding that permitting free parking in the garage would also conflict with agreements in place with the donor of the land on which the garage is sited. Therefore, if the City were to maintain the garage as paid parking per the agreements while much of the rest of downtown were to have additional free parking created, such a change would make the parking garage much less attractive to potential parking patrons.

Notwithstanding the previous discussion, free or reduced rate parking can still be possible in downtown Gainesville. This can serve those customers who want the parking free while still recognizing budgetary constraints of the City. This could require a fundamental change in the operation of downtown parking. The most convenient on-street spaces would all have to metered and carry a higher rate than off-street parking. This places the decision in the hands of the patron to pay for the convenience of on-street parking, pay less in an off-street lot or garage or use slightly farther and even less expensive or free parking on the periphery of the downtown. In order to still encourage long-term stays, prime off-street parking, such as the garage, can be priced lower or have a certain time period free such as the first 30-minutes, the first hour etc., although this may conflict with the agreements and will have to be reviewed. If priced appropriately, the most convenient spaces should almost always have at least a few spaces available. Appropriate marketing to and education of the public can show that convenient parking is available as well as free parking. The choice is theirs.

Parking Implementation Strategy

Managing downtown parking and how to get from the present situation to a position where the parking becomes an asset to the community will be a multi-step process. This begins with a consideration of the various roles that parking must play and the various groups to be served.

Very short time period parking (15 minutes)
There are some downtown locations, such as the post-office, which have a need for short-term, high turnover spaces. The nature of the typical visit and the type of destination require convenient short-term spaces (perhaps 15 to 20 minutes) for quick in-and-out trips. The volume of traffic with the low average stay can result in very high turnover rates of the available spaces to adequately serve the needs.

On-street parking
On-street parking has a multitude of benefits to a downtown. It serves as a useful traffic calming device and provides a buffer between traffic and pedestrians, imparting a greater sense of safety. Perhaps most importantly, on-street spaces provide a source of convenient parking for many destinations and as such core spaces which are particularly convenient should generally be limited to a maximum of 2-hours to encourage turnover. Designated on-street spaces which are on the periphery of downtown with longer time limits can be used by downtown employees. If paid parking is part of the downtown mix, these more remote spaces can be free or at least priced lower than the prime on-street spaces if they don't significantly compete with the more convenient spaces.

Off-street parking
Off-street parking generally satisfies the bulk of a downtown's parking needs. It can provide concentrated parking and serve multiple destinations. In most cases, off-street parking is a mix of publicly provided spaces and those spaces provided by private businesses for the benefit of their staff and customers. Privately provided spaces may be time limited to accommodate the average visit and discourage long-term parking by non-customers.
Visitors requiring stays longer than 2-hours should be directed to off-street parking, either in surface lots or one of the downtown parking structures.

Long-term employee parking
Employees should be directed to off-street locations or less convenient and generally unused on-street parking on the periphery of downtown. However, this must not interfere with residential parking needs in adjacent neighborhoods.

Private spaces provided by individual business owners for their staff or customers. In most cases being most proximate to a business these spaces could be considered the most convenient parking. The customer would generally be expected to move their vehicle at the conclusion of their business.

Public spaces that can be used by anyone without regard to destination and can be longer term.
These foster a more pedestrian friendly environment as a person can park once and walk to multiple destinations.

Reserved or "Special" spaces
These would generally be classified as loading zone spaces, designated handicap spaces or on or off-street spaces restricted for governmental use.

Shared Spaces
The use of shared spaces recognizes that different uses will have different times of the day that they experience their greatest parking need. Allowing for shared use can reduce the number of parking spaces that need to be provided downtown.

SECTION 5 – RECOMMENDATIONS

DOWNTOWN ACTION PLAN – RECOMMENDATION SUMMARY

Recognizing the role that each type of parking space can play in the success of downtown, Rich and Associates are recommending the following changes for downtown parking.

Paid vs. Free

1. Free parking accounts for approximately 11 percent of the public spaces surrounding the City/CRA Garage plus 11 percent of the public spaces surrounding the Union Street Station Garage. Rich and Associates' is recommending that these free spaces be converted to paid (metered) spaces.
2. As the most convenient parking, the rate for on-street parking should be raised to $1.00 per hour with a maximum two hour limit in these spaces. The intent of the higher parking rate is to insure that some on-street parking should always be available.
3. Meters should be in effect until at least 8:00 pm to discourage early arriving restaurant and bar staff from monopolizing the closest most convenient spaces.
4. Off-street parking in the lots and the parking structures should be priced at $0.50 to $0.75 per hour. Lots can be time limited to three hours while the structure would not have a time limit but would reach a daily maximum charge after five hours.

Parking Demand vs. Supply

1. At this point, additional parking does not appear to be needed in the near term. Blocks that have parking deficits are generally within three blocks of one of the two parking structures and both "publicly available" structures appear to have sufficient capacity to absorb the parking needs for the five year forecast period within their areas of influence.
2. Additional development beyond that already known, if of sufficient size and proximity to the parking structures, could exceed the capacity of the structures and at that point trigger the need for additional parking development. This should be carefully monitored.
3. In order to measure the absorption of parking, the City should conduct periodic occupancy counts of the on and off-street parking supply. This can be useful in adjusting the on and off-street parking rates and for help in determining the timing for development of any additional parking supply in the downtown.

Signage

1. Implement a signage program with consistent signs to direct patrons to the off-street parking locations and to key destinations (library, Hippodrome, Courthouse, City Hall etc.).

Parking Enforcement

1. The increased use of parking meters would make it fairly obvious that a vehicle is in violation. As the plate data is entered into the hand-held unit, it should indicate whether that vehicle has received a violation in the last x number of days. If a vehicle has not been found in violation during a defined period, rather than issue a parking citation, instead issue a "courtesy ticket" that does not have a fine amount attached. It simply thanks the patron for visiting downtown Gainesville and directs them to longer term off-street parking. This can be a useful public relations tool, particularly with increased paid parking downtown. A parking citation can be issued if the vehicle turns up violating the time limit on subsequent days.
2. If City ordinances do not already limit parking to a maximum of two hours on a metered block face, the ordinance should be amended with this important provision to encourage turnover of spaces and discourage "meter feeding".

DOWNTOWN ACTION PLAN – DETAILED RECOMMENDATIONS

1. Paid vs. Free parking

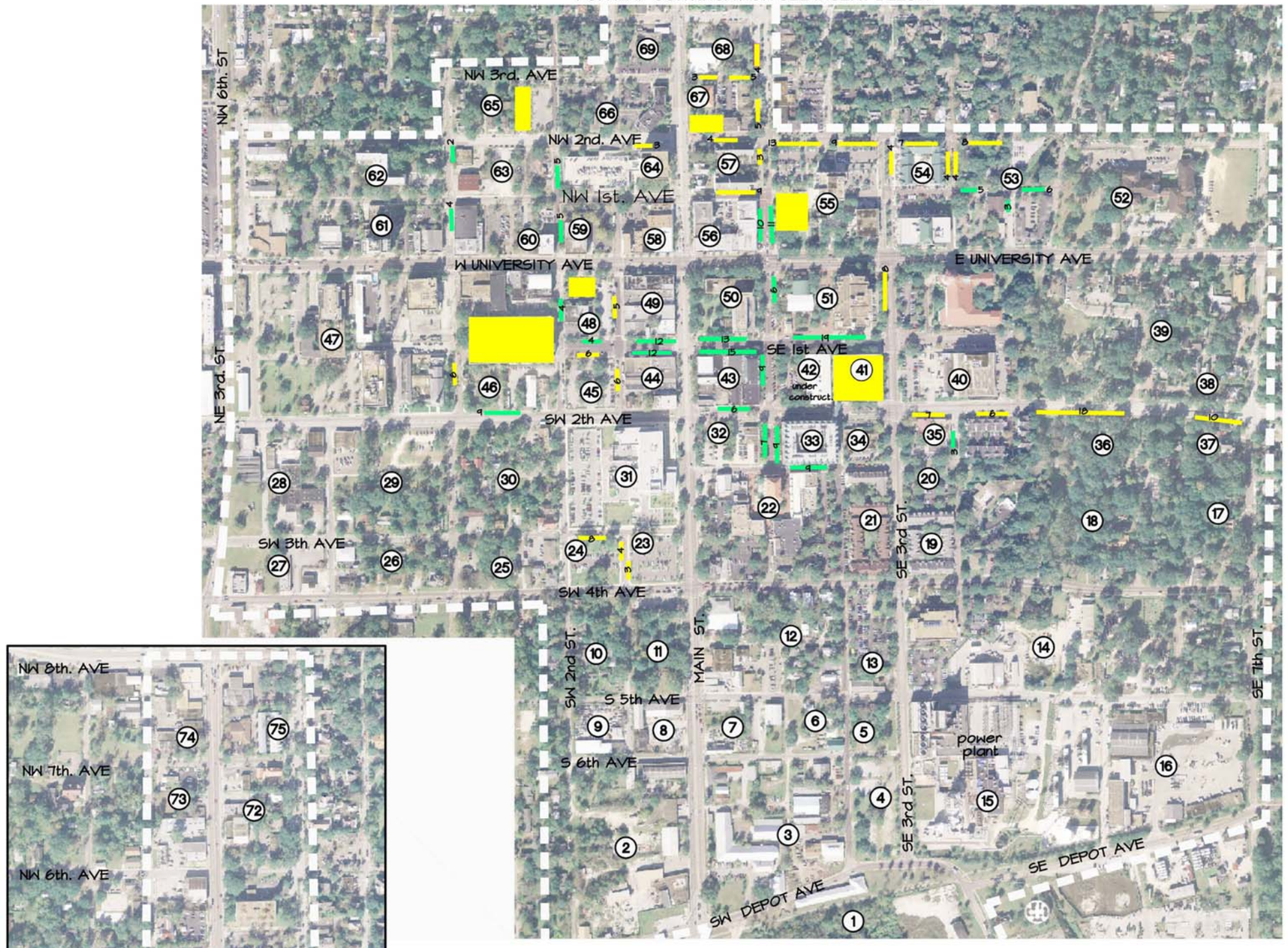
a. The inconsistency between where free on-street spaces are located and paid on-street spaces and the proximity to public off-street parking which is all paid, indicates a necessity to make a consistent parking program. Because the agreements that were made in developing the City/CRA Garage and the dependence on a consistent revenue source, on-street spaces that are near the two structures need to be changed to time limited, pay parking. (See **Map 18** page 5-3).
b. Prime on-street parking on the "core" blocks should be priced at a premium to the slightly more distant off-street spaces on a per hour basis and to encourage turnover of the spaces, these street parking spaces should be limited to two hours. Off-street lots being slightly closer can have a time limit of three hours while the City/CRA Garage would not have a time limit (other than no overnight parking as is currently the case).
c. Rich and Associates recommends the following rate schedule:
    i. On-street (Core spaces) $1.00 / hour (2-hour limit)
    ii. On-Street (non-core spaces) $0.25 / hour (4 to 10 hour limit)
    iii. Off-Street Lots (core) $0.75 / hour (3-hour limit)
    iv. Parking Garage ($.50 / hour, (no time limit)

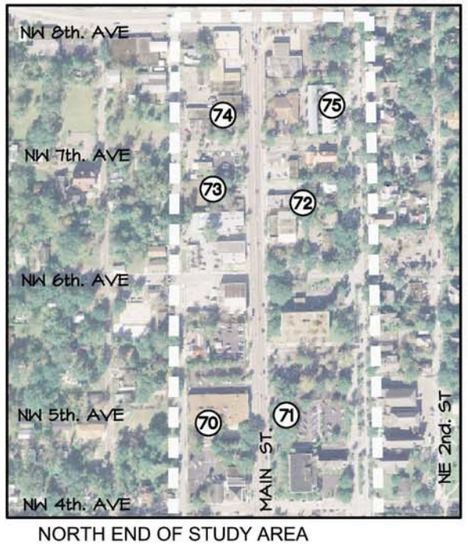
Responsibility: City

Time Frame 3 – 6 months

Costs: $540/ meter + installation cost for individual meters

FOR MAP CONTINUATION SEE INSERT BELOW





NORTH END OF STUDY AREA

PARKING STUDY FOR THE CITY OF GAINESVILLE

DOWNTOWN

GAINESVILLE, FLORIDA

Parking Consultants
Architects · Engineers
Planners
25677 Northwestern Hwy., Suite 208
Southfield, Michigan 48033
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RICH & ASSOCIATES
Lutz, Florida
Tel: 813.949.9860
www.RichAssoc.com

DWG. TITLE: MAP #18

PAID PARKING
NEW VS. PREVIOUS

LEGEND

(#) BLOCK #

PREVIOUSLY PAID

NEW PAID

DATE: 07-13-09
DRAWN BY: RTH
JOB No.: 0842

NORTH

SCALE: N.T.S

2. Parking Demand vs. Supply

a. Given the parking demand projections as known for the five year planning period, it does not appear that additional parking is needed in the downtown at this time. The existing parking structures should be marketed to patrons so that they are better utilized before incurring the expense of developing additional parking in downtown Gainesville.

b. Consider conducting occupancy counts once per year to monitor the use of the parking supply. These counts should be conducted during the fall on a non-football weekend (Friday/Saturday) for a similar time period as was conducted as part of this study (8:00 am to 12:00 midnight). This data can be useful in adjusting the pricing of parking if for example, on-street spaces are too full, raise the rates to insure that some spaces are generally open. If instead, on-street spaces are not being well utilized, lower the parking rates in order to increase the utilization. This data can also be useful in generating marketing materials as the locations where parking is available can be noted and provided to downtown business owners for communication to their customers.

Responsibility: City

Time Frame 3 – 15 months

Costs: $1,500 - $2,000 per year for occupancy counts.

3. **Signage**

   a. The City does not have a consistent signage program for downtown parking. Implement a program with a consistent format for the five types of parking signs in a downtown. Examples are shown below.
      i. Introductory Signs
      ii. Directional Signs
      iii. Identification Signs
      iv. Location Signs
      v. Way-finding Signs

Introductory Sign

Direction Sign

Identification Sign

Location Sign

Way-Finding Sign====➔

   b. Ensure that any spaces either on-street or off-street that have specific restrictions (such as reserved spaces, very short time period, time of day restrictions etc) are properly signed to clearly state the restrictions to avoid any misunderstanding and that the sign is placed at an appropriate height and positioned to be visible such that it can be easily noticed and read.

Responsibility: City

Time Frame 12 – 24 months

Costs: Approximately $50,000 for signage program