ULI ATLANTA - CENTER FOR LEADERSHIP MTAP DOWNTOWN TUCKER PARKING REVITALIZATION

ill

PREPARED FOR: TUCKER-NORTHLAKE CI

MAY-2017





Project Overview

ULI ATLANTA CENTER FOR LEADERSHIP CLASS OF 2017

mTAP TEAM MEMBERS:

- Bryan Edwards Niles Bolton Associates
- Stewart Evans Macallan Construction
- Terry Grandison Office of the Fulton County Attorney
- Ansley Nixon Jamestown LP
- Keith Rothwell Oxford Properties

mTAP TEAM ADVISORS:

- Mohamed Mohsen Niles Bolton Associates
- Robyn Stokes Stratford Land



BACKGROUND:

Downtown Tucker is defined by its historic main street, which is lined by predominately one-story historic commercial spaces and anchored by Tucker High School at one end and the railroad tracks on the other. Main Street has recently undergone revitalization, featuring new streetscape improvements such as sidewalk upgrades, street trees and landscaping, new lighting, and street furniture. This investment has drawn new restaurants and retail to the area, increasing the need for parking. However, the number of public parking spaces in Downtown Tucker has not increased, and is insufficient to accommodate the higher demand. Increased enrollment at Tucker High School has also resulted in a parking shortage on campus. Many students are parking along Main Street, further exacerbating the parking lots downtown are underutilized. Downtown Tucker is home to several large churches, which don't fully utilize their parking lots during weekdays. There are also several banks and other businesses, whose parking lots sit empty on nights and weekends.

TASK:

We would like for ULI's mTAP Program to provide technical assistance to work with the Tucker-Northlake Community Improvement District (TNCID) to develop and launch a pilot program for shared parking in Downtown Tucker. The goal of this project is to develop a mechanism to use the many underutilized parking lots to help solve the Downtown Tucker parking shortage. Such a pilot program has been listed as one of the priority projects in the TNCID's recent Master Plan, which has also been adopted by the Atlanta Regional Commission as an update to the Tucker-Northlake Livable Centers Initiative (LCI) study. Tucker Business Association (TBA) and the City of Tucker have also expressed support for this project.

CLIENT:

Ann Rosenthal - President, Tucker-Northlake CID Beth White Ganga - Project Development Coordinator





Presentation Outline Downtown Tucker Parking Revitalization

What do you have?

- Study Area Limits
- Site Analysis
- Zoning Ordinance Analysis

What do you need?

- Building Area and Use Analysis
- Parking Calculation

How do you get there?

- Defining the Problem
 - Action Items: - Short-term, mid-term, and long-term strategies
- Final Thoughts





Study Area Limits Downtown Tucker Parking Revitalization







Site Analysis - Zoning & Land Use Downtown Tucker Parking Revitalization

ZONING MAP



OVERLAY DISTRIC



AND USE - PROPOSED SUB (Suburban) LDR (Low Density Residential) NC (Neighborhood Center) CRC (Commercial Redevelopment Corridor) INS (Institutional) OPR (Office/Professional) TC (Town Center) RC (Regional Center) IND (Industrial) LIND (Light Industrial) HC (Highway Corridor) 1 COS (Conservation and Open Space)



Site Analysis - Main Street Photos Downtown Tucker Parking Revitalization























Site Analysis - Existing Signage Photos Downtown Tucker Parking Revitalization







Site Analysis - Existing Parking Inventory Downtown Tucker Parking Revitalization







Site Analysis - Existing Parking Inventory Downtown Tucker Parking Revitalization







Site Analysis - Existing Parking Inventory Downtown Tucker Parking Revitalization







Zoning Analysis Downtown Tucker Parking Revitalization

Downtown Tucker Overlay Ordinance Parking Requirements

- 1. Residential:
 - (A) Single-family detached: One (1) space minimum, two (2) spaces maximium.
 - (B) Two-family detached: One (1) space per family unit minimum, two (2) spaces per family unit maxiumum.
 - (C) Single-family attached: One (1) space minimum, two (2) spaces maximum.
 - (D) Multi-family: One (1) space per dwelling unit minimum, two (2) spaces per dwelling unit maximum.

2. Commercial:

One (1) parking space for every 400 square feet of gross building area (minimum and maximum).

3. Retail:

One (1) parking space for every 300 square feet of gross building area (minimum and maximum).

4. Other uses:

One (1) parking space for every three hundred (300) square feet of gross building area.

Summary:

The parking requirements in the Downtown Tucker Overlay Ordinance generally fall between the minimum and maximum range listed in the City of Tucker Ordinance. Restaurant uses generate the highest parking needs but there is no restaurant category in the Downtown Overlay Ordinance.





Building Area & Use Analysis Downtown Tucker Parking Revitalization

Location: West Sid	le of Main St (North from Railroa	ad Ave)					Existing
Parcel ID	Address	Owner	Land Use	Bldg Area (Sq Ft)	Stories	Parking Req per Overlay	Private Parking
18 213 14 003	2316 Main St - Bldg 1	FA Ventures LLC	Retail - Single	16,230	1	54	13
18 213 14 003	2316 Main St - Bldg 2	FA Ventures LLC	Warehouse	6,370	1	16	16
18 213 14 004	2332 Main St	Robert Beasley	Retail - Single	2,402	1	8	
18 213 14 005	2336 Main St	David Robinson	Office	720	1	2	
18 213 14 006	2338 Main St	David & Elizabeth Carr	Retail - Single	2,088	1	7	
18 213 14 007	2340 Main St	Carrs Pharmacy Inc	Retail - Single	2,088	1	7	
18 213 14 008	2344 Main St	Cleveland Clifford Donald	Retail - Single	2,088	1	7	
18 213 14 009	2346 Main St	Montreal Partners LLC	Retail - Single	2,271	1	8	
18 213 12 012	2356 Main St	LTR Investments	Office	7,248	2	24	11
18 213 12 010	2362 Main St	Parikh & Parikh LLC	Medical Office Building	3,600	1	12	17
L8 213 12 008	2368 Main St	Richard White & Louis Harris	Office	5,376	1	18	23
L8 213 12 013	2370 Main St - Unit 1	Robert Trouteaud	Office Condo	1,008	1	3	5.5
18 213 12 018	2370 Main St - Unit 2	Robert Trouteaud	Office Condo	1,008	1	3	5.5
18 213 12 014	2372 Main St	GA School Flood Service	Office Condo	1,271	1	4	5.5
18 213 12 015	2374 Main St	James Feagle	Office Condo	1,271	1	4	5.5
18 213 12 017	2376 Main St - Unit 1	Lynn Alford	Office Condo	1,138	1	4	5.5
18 213 12 016	2376 Main St - Unit 2	G and S Liles	Office Condo	878	1	3	5.5
L8 226 10 002	2380 Main St	Mary Seagraves Irr Trust	Retail	2,864	1	10	14
L8 226 04 006	2390 Main St	Chapala 2 LLLP	Office	1,230	1	4	
Subtotal				61,149		199	127

ocation: East Side	e of Main St (North from Railroa	d Ave)					Existing
Parcel ID	Address	Owner	Land Use	Bldg Area (Sq Ft)	Stories	Parking Req per Overlay	Private Parking
8 213 16 016	4286 Railroad Ave	Larry Schupbach	Retail - Single	1,316	1	4	
.8 213 16 017	2319 Main St - Bldg 1	Louis Mayer	Office	1,728	1	6	
.8 213 16 017	2319 Main St - Bldg 2	Louis Mayer	Retail - Single	1,584	1	5	
8 213 16 037	4292 Railroad Ave	Dondald Grisewood	Office	2,240	1	7	
8 213 16 015	2321 Main St	Staten Merle Trustee	Office	4,944	2	16	
.8 213 16 014	2323 Main St	2323 Main LLC	Office	4,830	2	16	
8 213 16 039	2327 Main St - Bldg 2	Masonic Lodge of Tucker (Las Colinas)	Retail - Single	8,400	2	28	
8 213 16 012	2329 Main St	Carolyn Holcomb	Retail - Single	2,100	1	7	
8 213 16 038	2335 Main St	Laurie & Jeremy Conlon	Retail - Single	784	1	3	
8 213 16 010	2337 Main St	Laurie & Jeremy Conlon	Retail - Single	910	1	3	
8 213 16 029	2341 Main St	The Baylen Group Inc	Retail - Single	2,160	1	7	
8 213 16 009	2343 Main St	J & M Main St LLC	Retail - Multiple	4,564	1	15	
8 213 16 008	2345 Main St	Lynn & Walter Alford	Office	1,950	1	7	
ubtotal				37,510		125	0
Overall Total				98,659	(324	127

Notes: Calculations exclude Banks and Churches along Main St; exclude Wilkinson Tire and vacant parcels





Building Area & Use Analysis Downtown Tucker Parking Revitalization





Urban Land Atlanta

Institute

Core Issues and Observations

- 1. Natural limit to number of Main Street public spaces Phase 1 Streetscape Improvements have maximized available Main Street parking.
- 2. Concentration of restaurants/retail businesses with highest parking demands are generally clustered on one end of Main Street.
- 3. No existing parking enforcement mechanisms paid parking has not been implemented in Downtown Tucker.
- 4. Existing Signage
 - a. Environment of confusion exists concerning what parking spaces are currently available to patrons.
 - b. Existing illegal "NO PARKING" signage.
- 5. Tucker High School overflow no deterrent for students to park on Main Street for extended durations.
- 6. Perceived negative view on social media regarding downtown parking.
- 7. Employee parking in prime Main Street spaces is a perceived issue.





Action Items Downtown Tucker Parking Revitalization

SHORT-TERM STRATEGIES

- Inventory existing signage
- Remove illegal signage
- Implement 2-hour parking along Main St public spaces (passive enforcement) including signage
- Encourage employee parking off Main St
- PR/Marketing: Create positive energy



FROM THE MAYOR







Community Forum

MID-TERM STRATEGIES

- Wayfinding and branding signage
- Shared parking







Potential Opportunities for Existing Shared Parking Downtown Tucker Parking Revitalization





Downtown Tucker Parking Revitalization

First Baptist Church Lot - 70 Spaces Pros:

- Willing to engage in discussions about shared parking
- History of shared parking agreements
- Easily accessible from main thoroughfare (Lavista)

- Highly underutilized during commercial peak hours
- Local property owner

Cons:

- Distance from retail relative to other possibilities
- Lot unavailable one weekday per month for owner usage







Downtown Tucker Parking Revitalization

PNC Bank Lot - 72 Spaces Pros:

- Highly underutilized
- Central proximity to retail and restaurants

Cons:

- Dealing with non-local corporate property owner
- Lack of discussions to date despite mTAP outreach







Downtown Tucker Parking Revitalization

Professional Building Lot - 65 Spaces Pros:

- Highly underutilized
- Central proximity to retail and restaurants

Cons:

• Fractured condo ownership may make decision making difficult







Downtown Tucker Parking Revitalization

Bank of America Lot - 60 Spaces Pros:

- Somewhat underutilized
- Existing shared parking

Cons:

- Presents smallest opportunity for available spaces
- Dealing with non-local corporate property
 owner
- Fragmented layout







LONG-TERM STRATEGIES

- Explore development of Cofer lot into surface parking or future public amenity
- Evaluate paid parking options







Potential Opportunities for New Parking Downtown Tucker Parking Revitalization







Cofer Brothers Lot - 170 Spaces Pros:

- Pro-community owner willing to engage
- Largest potential for new parking spaces
- Most upside for long-term additional use
- Immediately adjacent to highest parking need

Cons:

 Significant costs to develop (~\$650,000 surface lot estimate)







Potential Opportunities for New Parking - Cofer Parcel Surface Option Downtown Tucker Parking Revitalization







Potential Opportunities for New Parking - Cofer Parcel Deck Option Downtown Tucker Parking Revitalization







Final Thoughts Downtown Tucker Parking Revitalization







Appendices:

- Appendix A: Sample Legal Agreements
- Appendix B: Cofer Brothers Lot Development Estimate
- Appendix C: Waupaca, Wisconsin Downtown Parking Study





Model - Shared Use Agreement for Parking Facilities

This Shared Use Agreement for Parking Facilities, entered into this _____ day of _____, ____, between ______, hereinafter called lessor and ______, hereinafter called lessee. In consideration of the covenants herein, lessor agrees to share with lessee certain parking facilities, as is situated in the City of ______, County of ______ and State of ______, hereinafter called the facilities, described as: [Include legal description of location and spaces to be shared here, and as shown on attachment 1.]

The facilities shall be shared commencing with the ____ day of _____, ____, and ending at 11:59 PM on the ____ day of _____, ____, for [insert negotiated compensation figures, as appropriate]. [The lessee agrees to pay at [insert payment address] to lessor by the _____ day of each month [or other payment arrangements].] Lessor hereby represents that it holds legal title to the facilities

The parties agree:

1. USE OF FACILITIES

This section should describe the nature of the shared use (exclusive, joint sections, time(s) and day(s) of week of usage.

-SAMPLE CLAUSE-[Lessee shall have exclusive use of the facilities. The use shall only be between the hours of 5:30 PM Friday through 5:30 AM Monday and between the hours of 5:30 PM and 5:30 AM Monday through Thursday.]

2. MAINTENANCE

This section should describe responsibility for aspects of maintenance of the facilities. This could include cleaning, striping, seal coating, asphalt repair and more.

-SAMPLE CLAUSE-[Lessor shall provide, as reasonably necessary asphalt repair work. Lessee and Lessor agree to share striping, seal coating and lot sweeping at a 50%/50% split based upon mutually accepted maintenance contracts with outside vendors. Lessor shall maintain lot and landscaping at or above the current condition, at no additional cost to the lessee.]

3. UTILITIES and TAXES

This section should describe responsibility for utilities and taxes. This could include electrical, water, sewage, and more.

-SAMPLE CLAUSE-[Lessor shall pay all taxes and utilities associated with the facilities, including maintenance of existing facility lighting as directed by standard safety practices.]

4. SIGNAGE

This section should describe signage allowances and restrictions. -SAMPLE CLAUSE-

[Lessee may provide signage, meeting with the written approval of lessor, designating usage allowances.]

5. ENFORCEMENT

This section should describe any facility usage enforcement methods.

-SAMPLE CLAUSE-[Lessee may provide a surveillance officer(s) for parking safety and usage only for the period of its exclusive use. Lessee and lessor reserve the right to tow, at owners expense, vehicles improperly parked or abandoned. All towing shall be with the

approval of the lessor.]

6. COOPERATION

This section should describe communication relationship.

-SAMPLE CLAUSE-[Lessor and lessee agree to cooperate to the best of their abilities to mutually use the facilities without disrupting the other party. The parties agree to meet on occasion to work out any problems that may arise to the shared use.]

7. INSURANCE

This section should describe insurance requirements for the facilities. -SAMPLE CLAUSE-[At their own expense, lessor and lessee agree to maintain liability insurance for the facilities as is standard for their own business usage.]

8. INDEMNIFICATION

This section should describe indemnification as applicable and negotiated. This is a very technical section and legal counsel should be consulted for appropriate language to each and every agreement.

-NO SAMPLE CLAŬSE PROVIDED-

9. TERMINATION

This section should describe how to or if this agreement can be terminated and post termination responsibilities.

-SAMPLE CLAUSE-[If lessor transfers ownership, or if part of all of the facilities are condemned, or access to the facilities is changed or limited, lessee may, in its sole discretion terminate this agreement without further liability by giving Lessor not less than 60 days prior written notice. Upon termination of this agreement, Lessee agrees to remove all signage and repair damage due to excessive use or abuse. Lessor agrees to give lessee the right of first refusal on subsequent renewal of this agreement.]

10. SUPPLEMENTAL COVENANTS

This section should contain any additional covenants, rights, responsibilities and/or agreements.

-NO SAMPLE CLAUSE PROVIDED-

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date Set forth at the outset hereof.

[Signature and notarization as appropriate to a legal document and as appropriate to recording process negotiated between parties.]

Please return to: Administrative Staff, Cary Planning Department, P.O. Box 2008, Cary, NC 27512-8005

STATE OF NORTH CAROLINA COUNTY OF WAKE

SAMPLE Shared Parking Agreement

This Shared Parking Agreement ('Agreen	nent') entered into this day of,
200 by and between	_, whose address is,
and Parcel Identification Number (PIN) is	('Lessor') and,
whose address is	, and Parcel Identification Number (PIN) is
('Lessee').	

- 1. To relieve traffic congestion in the streets, to minimize any detrimental effects of offstreet parking areas on adjacent properties, and to ensure the proper and uniform development of parking areas throughout the Town, the Town of Cary Land Development Ordinance ('LDO') establishes minimum number of off-street parking and loading spaces necessary for the various land uses in the Town of Cary; and
- 2. Lessee owns property at ______, Cary, N.C. ('Lessee Property') which property does not have the number of off-street parking spaces required under the LDO for the use to which Lessee Property is put; and
- 3. Lessor owns property at ______, Cary, N.C. ('Lessor Property') which is zoned with the same or more intensive zoning classification than Lessee Property and which is put to a use with different operating hours or different peak business periods than the use on Lessee Property; and
- 4. Lessee desires to use some of the off-street parking spaces on Lessor Property to satisfy Lessee Property off-street parking requirements, such shared parking being permitted by the Town of Cary LDO, Section 7.8.3; and
- 5. Town LDO requires that such shared use of parking spaces be done by written agreement.

NOW THEREFORE, in consideration of the premises and the information stated above, the parties agree as follows:

1. SHARED USE OF OFF STREET PARKING FACILITIES

Per Section 7.8.2, Town of Cary Land Development Ordinance (Off-Street Parking Space Requirements), Lessor is required ______ off-street parking spaces and has ______ existing off-street parking spaces, which results in an excess of ______ off-street parking spaces. Lessee is required ______ off-street parking spaces and has ______ existing off-street parking spaces.

Lessor hereby agrees to share with Lessee a maximum of ______ off-street parking spaces associated with Lessor's Property, which is described in more detail on Attachment 1, attached hereto and incorporated herein by reference ('Shared Spaces').

Lessee's interest in such parking spaces is non-exclusive. The Lessee's shared use of parking shall be subject to the following:

[describe the time, days etc of the use and the nature of the shared use, limits on time vehicles may be parked, etc.]

2. TERM

This Agreement shall be effective upon execution by both parties and shall be accepted by the Planning Director and shall not be amended and/or terminated without written consent of both parties and the Cary Planning Director, or his/her designee.

3. SIGNAGE

Directional signage in accordance with Chapter 9, Town of Cary Land Development Ordinance and the written approval of Lessor may be added to direct the public to the shared parking spaces.

4. COOPERATION

The parties agree to cooperate and work together in good faith to effectuate the purpose of this Agreement.

5. SUPPLEMENTAL COVENANTS

No private agreement shall be entered into that overrides this agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date Set forth at the outset hereof.

-				
	(Lessor)			(Date)
_				
	(Lessee)			(Date)
	(Planning Director)			(Date)
	COUNTY, NORTH CARC	DLINA		
	SWORN TO AND SUBSCRIBED before me th	nis	day of	, 20
(Official	Seal)			
,	,			
	_		Signature of No	otary Public
			My Commissio	n Expires
	COUNTY, NORTH CARC			
	SWORN TO AND SUBSCRIBED before me the	nis	day of	, 20
(Official	Seal)			
	_		Signature of No	stary Public
			Signature of NC	

My Commission Expires



RECORDING REQUESTED BY: THE CITY OF SAN DIEGO AND WHEN RECORDED MAIL TO:

(THIS SPACE IS FOR RECORDER'S USE ONLY)

SHARED PARKING AGREEMENT

This SHARED PARKING AGREEMENT ("Agreement") is entered into and effective ______, 20_____, by and between ______, _____ and the City of San Diego.

RECITALS

WHEREAS, pursuant to sections 142.0535 and 142.0545 of the Land Development Code, the City of San Diego specifies criteria which must be met in order to utilize off-site shared parking agreements to satisfy on-site parking requirements.

NOW, THEREFORE, in consideration of the recitals and mutual obligations of the parties as herein expressed, ________ and the City of San Diego agree as follows:

1.	the owner of the property located at, a				
	to provide	_ the owner of the property located	at with		
	the right to the use of () parking spaces	from	as shown on Exhibit A to this		
	Agreement on property located at		·		

1.1	Applicant:	Co-Applicant:
	Assessor Parcel No:	Assessor Parcel No:
	Legal Description:	_ Legal Description:

2. The parking spaces referred to in this Agreement have been determined to conform to current City of San Diego standards for parking spaces, and the parties agree to maintain the parking spaces to meet those standards.

3. The Parties understand and agree that if for any reason the off-site parking spaces are no longer available for use by _______ will be in violation of the City of San Diego Land

Development Code requirements. If the off-site parking spaces are no longer available, Applicant will be required to reduce or cease operation and use of the property at Applicant's address to an intensity approved by the City in order to bring the property into conformance with the Land Development Code requirements for required change for required parking. Applicant agrees to waive any right to contest enforcement of the City's Land Development Code in this manner should this circumstance arise.

Although the Applicant may have recourse against the Party supplying off-site parking spaces for breach of this Agreement, in no circumstance shall the City be obligated by this agreement to remedy such breach. The Parties acknowledge that the sole recourse for the City if this Agreement is breached is against the Applicant in a manner as specified in this paragraph, and the City may invoke any remedy provided for in the Land Development Code to enforce such violation against the Applicant.

Continued on Page 2

- 4. The provisions and conditions of this Agreement shall run with the land for those properties referenced in paragraph 1 of this document and be enforceable against successors in interest and assigns of the signing parties.
- 5. Title to and the right to use the lots upon which the parking is to be provided will be subservient to the title to the property where the primary use it serves is situated.
- 6. The property or portion thereof on which the parking spaces are located will not be made subject to any other covenant or contract for use which interferes with the parking use, without prior written consent of the City.
- 7. This Agreement is in perpetuity and can only be terminated if replacement parking has been approved by the City's Director of the Development Services Department and written notice of termination of this agreement has been provided to the other party at least sixty (60) days prior to the termination date.
- 8. This Agreement shall be kept on file in the Development Services Department of the City of San Diego in Project Tracking System (PTS) Project Number: ______ and shall be recorded on the titles of those properties referenced in paragraph 1 of this document.

In Witness whereof, the undersigned have executed this Agreement.

Applicant

Date:

Deputy Director

Business and Process Management, Development Services

Party/Parties Supplying Spaces

Date:

Date: _____

NOTE: ALL SIGNATURES MUST INCLUDE NOTARY ACKNOWLEDGMENTS PER CIVIL CODE SEC. 1180 ET.SEQ.
STATE OF GEORGIA

COUNTY OF CHEROKEE



LEASE AGREEMENT

THIS AGREEMENT, made and entered into this <u>32nd</u> day of <u>3014</u>, 2014, by and between Little River United Methodist Church, Inc. (hereinafter referred to as "Landlord"), and City of Woodstock, Georgia (hereinafter referred to as "Tenant" and in some instances as the "City"), as follows:

WITNESSETH:

1. Landlord, for an in consideration of the rents, covenants, agreements and stipulations hereinafter set forth, reserved, and contained, to be paid, kept and performed by Tenant, has leased and rented, and by these presents does lease and rent, unto the said Tenant, and said Tenant hereby agrees to lease and take upon the terms and conditions which hereinafter appear, the nonexclusive right to use of the area of the parking lot (the "Leased Parking Area") located on the following described property (hereinafter referred to as "Premises"), said Leased Parking Area being all of the parking lot nearest Highway and two-thirds (2/3) of the parking lot in front of the Landlord's church building on the Property as approximately shown on Exhibit "B" attached hereto and incorporated herein by reference with the Premises being more particularly described on Exhibit "A" attached hereto and made a part hereof by this reference. Provided, however, Tenant, its guests and invitees shall not have any right to use the parking areas on Sundays, Wednesday nights or times when Landlord is having special events which will require full use of the Leased Parking Area.

2. This lease shall be for a term beginning on the <u>380</u> day of <u>3014</u>, and ending on the <u>300</u> day of <u>3014</u>, and ending on the <u>300</u> day of <u>3014</u>, and ending on the provided. Unless provided in writing by either party, this lease shall automatically renew for an additional TEN-YEAR (10 year) period beginning the <u>380</u> day of <u>3014</u>, and ending on <u>3300</u> day of <u>5014</u>, and ending on <u>3300</u> day of <u>5014</u>, at 12:00 Noon based upon the same covenants listed above.

3. Tenant agrees to pay Landlord's storm water fee obligations to the City on behalf of Landlord, by payments to City, at the Execution of this Lease, being the sum necessary to pay the City, the storm water fees required by the ordinances of the City, as rental for the first ten (10) year term. That payment will constitute payment in full for the Landlord's storm water fees due to the City for the first ten (10) year term and payment in full of the rental for the first ten (10) year term. Additionally, Tenant will allow Landlord to tap into Tenant's sewer line provided Tenant provides Landlord with an easement for the sewer line for access and maintenance on Tenant's standard form. The easement to be provided by Tenant shall be located as set forth on Exhibit "C" attached hereto and incorporated herein by this reference.

4. Tenant will not sell, assign, mortgage, pledge, encumber or transfer this Lease, underlet or sublet the Premises or any part hereof; and will not make any structural alterations in the Premises or any part thereof or suffer the same to be used for any purpose other than as a parking lot, nor by anybody other than Tenant or its invitees (invitees shall include persons using the City of Woodstock Annex). Premises shall further not be used for any manner to create any nuisance or trespass, nor in any manner to vitiate the insurance or increase the rate of insurance on the Premises.

5. Tenant shall comply with all laws, ordinances, rules and regulations, requirements and directives of the federal, state, county, and municipal governments or public authorities and of all their departments, bureaus and subdivisions, applicable and affecting the Premises and their use and occupancy; and with all orders, regulations, requirements, and directives of the Board of Fire Underwriters or similar authority and of any

insurance companies which have issued or are about to issue policies of insurance covering Premises and its contents.

6. Landlord shall provide to Tenant a certificate of insurance showing that the lot is insured. Additionally, Landlord agrees to take all actions necessary to annex the Premises into the City limits of the City of Woodstock, Georgia (the "City"). Further, Landlord agrees to be subject to the ordinances of the City, including the City's storm water ordinance which requires the payment of a storm water fee annually at a present amount of \$1,292.67 annually and agrees to pay the City's scheduled charges for connecting to the City sewer system, except that such payments shall be paid directly by the City as rent as set forth above.

7. (a) The happening of any one or more of the following events (hereinafter any one of which may be referred to as and "Event of Default") during the Term of this Lease, or any renewal or extension hereof, shall constitute a breach of this Lease on the part of the Tenant (1) Tenant fails to pay the rental as provided for herein; or (2) Tenant fails to comply with or abide by and perform any other material obligation imposed upon Tenant under this Lease.

(b) Upon the occurrence of any Event of Default, Landlord may terminate this Lease upon thirty (30) days written notice to Tenant after giving Tenant thirty (30) days notice and right to cure such default, and Tenant's failure to cure such default within such thirty (30) day period. Should Tenant cure any default within said cure period, Landlord may not terminate this Lease.

8. Any notice or notices required to be provided under this Lease shall be given as follows:

To Tenant	attn: Mayor.
	12453 Highway 92
	Woodstock, GA 30188

To Landlord:

12455 Highway 92 Woodstock, GA 30188

or such other address or addresses as a party may by written notice provide to the other party.

9. Upon such termination by Landlord, Tenant will at once surrender possession of the Premises to Landlord; and Landlord may forthwith enter the Premises and repossess himself thereof.

10. If the Landlord shall pay or be liable to pay any sum or sums of money whatsoever, or do or perform any act or thing on behalf of Tenant, or make good any default of Tenant under this Lease, any amount paid by Landlord, or for which expenses, fees, including reasonable attorney's fees of fifteen percent (15%) of sums collected owing hereunder, and damages, may be paid by Landlord at his option and shall be repaid to Landlord by Tenant upon demand as additional rental hereunder. Such payments by Landlord shall bear interest at the rate of twelve percent (12%) per annum from the date of such payment. If any rent owing under this Lease is collected by or through an attorney-at-law, Tenant agrees to pay fifteen percent (15%) and exemptions which Tenant may have under any law as against any obligation owing under this Lease.

11. So long as Tenant pays the rent reserved hereby, and performs and observes the covenants and provisions hereof, Tenant shall quietly enjoy the Premises, subject, however to the terms of this Lease, to the rights of guests and invitees of Landlord to park in said Lot.

12. All rights, powers, and privileges conferred hereunder upon the parties hereto shall be cumulative but not restricted to those given by law.

13. Time is of the essence of this Agreement.

14. "Landlord" as used in this Lease shall include Landlord, his heirs, representatives, assigns and successors in title to Premises. "Tenant" shall include Tenant, Tenant's, heirs and representatives, and if this Lease shall be validly assigned or sublet, shall also include Tenant's assignees or sublessees, as to Premises covered by such assignment or sublease.

15. This Agreement contains the entire agreement of the parties hereto and no representations, inducements, promises, or agreements, oral or otherwise, between the parties, not embodied herein, shall be of any force or effect.

IN WITNESS WHEREOF, the parties herein have hereunto set their hands and seals, the day and year first above written.

LANDLORD LITTLE RIVER UNITED METHODIST CHURCH, INC.

Name: (rai) M. Olso ConChair Trustees Title:

Name: Title:

"TENANT" CITY OF WOODSTOCK, GEORGIA

R DONNIE HENRHOUES, MAYOR





EXHIBIT "C" TO LEASE AGREEMENT

LITTLE RIVER UNITED METHODIST CHURCH PROPOSED SEWER EXHIBIT 2 DESCRIPTION

A tract or parcel of land situated in land lot 1175, 15th. District, 2nd. Section, City of Woodstock, Cherokee County, Georgia, the bearings of which are based on State Plane Grid System (Georgia West Zone) and being more particularly described as follows:

Beginning at a #4 rebar at the northwest corner of land lot 1175 and having State Plane Coordinates of N-1,487,674.3, E-2,201,723.2; thence along said northerly line of land lot 1175 and the common line between property now or formerly owned by (i) Little River United Methodist Church and (ii) Cottages at Woodstock Phase 5, S88°47'50"E for a distance of 259.01 feet to a # 5 rebar; thence continuing along said line, S85°15'40"E for a distance of 170.34 feet: thence leaving said land lot line and common line onto property now or formerly owned by (i) Little River United Methodist Church. S04°44'03"W for a distance of 10.00 feet; thence along a line parallel to the northerly line of land lot 1175, N85°15'48"W for a distance of 170.03 feet; thence continuing along said parallel line, N88°47'50"W for a distance of 248.57 feet to a point 10.00 feet east of the common line of land lots 1174 and 1175; thence along a line parallel to said common land lot line. S00°26'25"W for a distance of 384,96 feet: thence N89°33'35"W for a distance of 10.00 feet to the common land lot line of land lots 1174 and 1175; thence along said common land lot line and the common property line between land now or formerly owned by (i) Little River United Methodist, (ii) City of Woodstock, (iii) Cottages of Woodstock Phase 3, (iv) Cottages of Woodstock Phase 2 and the Cottages of Woodstock Phase 5, N00°26'25"E for a distance of 395.10 feet to the Point of Beginning of said tract.

Containing 0.19 acres or 8,138 square feet being more specifically shown on a Proposed Sewer Exhibit 2 prepared for Little River United Methodist Church, by Mitchell Surveying & Consulting, LLC., dated: September 22, 2014, (Job No. 14018.00), unto which reference is hereby made. Cofer Brothers Lot - Surface Parking Development Estimate

	QTY	QTY/ UNIT	UNIT COST	EXTENSION
Legal	1.00	LS	\$20,000	\$20,000
Engineering	1.00	LS	\$20,000	\$20,000
Permitting	1.00	LS	\$5,000	\$5,000
Layout	1.00	LS	\$3,500	\$3,500
Demolition/Clearing	1.00	LS	\$5,000	\$5,000
Erosion Control	1.00	LS	\$20,000	\$20,000
Grading	88000.00	SQFT	\$0.50	\$44,000
Storm Drainage	800.00	LFT	\$50.00	\$40,000
Storm Detention	1.00	LS	\$80,000	\$80,000
Asphalt Base & Paving	6498.33	SQYD	\$27.00	\$175,455
Curb & Gutter	1538.00	LFT	\$13.00	\$19,994
Curb Backfill	1538.00	LFT	\$2.50	\$3,845
Striping & Signage	1.00	LS	\$5,000	\$5,000
Sidewalks	2570.00	SQFT	\$3.50	\$8,995
Landscape	1.00	LS	\$10,000	\$10,000
Street Lights	6.00	EA	\$2,500	\$15,000
Contractor Overhead	1.00	LS	12%	\$54,695
Contractor Profit	1.00	LS	8%	\$40,839
Contingency	1.00	LS	10%	\$55,132
TOTAL COST				\$626,455

Downtown Parking Study City of Waupaca, Wisconsin



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Introduction

The Waupaca community is conducting a robust visioning exercise to revitalize Downtown and its Main Street through a Downtown Vision Plan. As the Downtown Vision Plan becomes further defined, and calls for continued evolution and intensification within the CBD over time, a detailed review of parking is needed to inform the plan with a comprehensive parking strategy and system improvements.

Sam Schwartz Engineering (Sam Schwartz) has conducted this parking study of Downtown for the City of Waupaca. This report presents the methodologies, findings, and recommendations of the study and includes an evaluation of on- and off-street parking conditions, as well as traffic and the pedestrian environment. The process included field surveys, public meetings, stakeholder interviews, an online survey, and analyses using statistical data, survey feedback and standards developed by the Institute of Transportation Engineers and the Urban Land Institute.

The purpose of the study is to inform the Downtown Vision Plan through the presentation and analysis of existing parking data and future need projections. The included recommendations for parking management and improved walkability will help guide development of the plan. The purpose is to also present alternatives to the design of Main Street and the benefits and tradeoffs to those designs.

Community Overview

Snapshot

Waupaca is an active community with a population of approximately 6,000 and a median age of 40.1 years. It is the county seat of Waupaca County. The city is approximately 8 square miles and is served by four full access interchanges with US Route 10. The mean travel time to work for residents is 14.7 minutes and 80.8% of the home-to-work trips are made by those driving alone. The Waupaca Foundry is the largest employer in the city.



Study Area

Downtown Waupaca, Wisconsin is a distinct, inviting place with local shops and businesses, pedestrian paths and river access. It is not only the well-defined heart of the city, but also a cultural hub of the area with a significant tourist draw. The study area, determined by the City, includes a 20-block area consisting of the central business district and a mix of land uses including civic, residential, retail, restaurant, and entertainment.

Population by Age



ACS Profile of General Population and Housing Characteristics: 2010 2010 Demographic Profile Data

Journey to Work Public Transportation, Walked, 4.5% Bicycle, 1.4% Carpooled, 9.2%

ACS Quick Facts - Workers age 16 years + , 2010-2014



Stakeholder Input

Public input was sought in a variety of ways for the Downtown Parking Study, using a combination of a targeted workshop, online outreach, and in-person interviews. The intent of the outreach efforts was to both get input from the community about what parking is like in Waupaca now and what they'd like to see in the future, as well as to spread the word about the study.

Business Forum

A targeted workshop was held on Tuesday, October 27, 2015 for downtown businesses and residents to seek input on transportation conditions downtown. Approximately 25 people were in attendance. Public input was solicited during the open house portion of the meeting, as well as during a polling session where there was open discussion after many of the survey questions. The open house consisted of four activity stations and input was recorded on boards at each station, as well as notes taken by City staff or the consultant that staffed each station. The following activities were presented during the open house:

- Rank Parking Preferences
- Downtown Walkshed
- Walking Destinations
- Post-It Board

Public Outreach Activity





Parking Preference Activity: Participants used stickers to rank their preferred parking space if visiting the Paca Pub (in purple) and the Rogers Rosa Theater (in orange).

Online Parking Survey

A 10-question online survey was posted in November 2015 and remained active until January 2016. The survey was advertised through the City's webpage and via the City's Facebook page. It garnered 284 responses, with a 95% completion rate, which is an outstanding response for a community the size of Waupaca.

Stakeholder Interviews

The consultant team interviewed 20 people through one-on-one interviews and intercept surveys including Downtown residents, business owners, employees and shoppers. The interviews facilitated informal discussions from a variety of viewpoints on economic development, parking, traffic, streetscape, aesthetics, and pedestrian considerations.

What we heard...

- The community generally feels parking is currently convenient. In fact, only 6% of survey respondents feel parking is difficult or a deterrent to coming downtown.
- There is a general concern over the ease of access and supply of parking in discussion of converting to parallel parking on Main Street. Approximately 60% of respondents preferred diagonal parking to other types of parking given the ease of pulling in.
- The overall group walkshed was determined to be about 2 blocks with 74% of respondents finding it acceptable to walk 2 blocks from a parking space to their destination.
- Employee utilization of prime on-street spaces is a problem.
- Future parking considerations for an aging demographic is important given the community demographics.
- Traffic speeds along Main Street are too fast.
- Focus locations to improve pedestrian connections and enhance district feel are Main, Union, and Fulton.
- There is a desire for sidewalk activation and "street life" in areas with constrained sidewalk edges on Main Street.

Downtown Walkability

An active pedestrian environment supports a walkable, vibrant downtown. And the needs of a walkable downtown have a close relationship with parking. Good walking conditions, like safe crossings, wide sidewalks and slow traffic, work to reduce parking demand and distribute that demand across the system more efficiently as people are willing to walk further. Parking spaces also have the potential to serve as an extension of the sidewalk space through curb extensions. On-street parking has been shown to slow traffic through an area which provides a pedestrian safety benefit and increased business visibility.

Walking distance comparison

Several barriers to Downtown walkability were identified by the community.

Physical Barriers

- Long crossing distances 65' of crossing distance on Main Street
- Poor sight lines of traffic

Perceived Barriers

- Difference in streetscape "feel" Community feels hesitancy to walk on Fulton & Union
- Lack of lighting & visual cohesion
- Differences in business mix on Main Street versus side streets
- The sidewalks along Main Street were reviewed and the section to the right shows existing dimensions and usage.



Walking Distance Comparison



Walkability Basics

Existing Streetscape



Expanded Sidewalk



FRONTAGE ZONE:

The frontage zone describes the section of the sidewalk that functions as an extension of the building, whether through entryways and doors or sidewalk cafes and sandwich boards.

PEDESTRIAN THROUGH ZONE

The pedestrian through zone is the primary, accessible pathway that runs parallel to the street. The through zone ensures that pedestrians have a safe and adequate place to walk and should be 5–7 feet wide in residential settings and 8–12 feet wide in downtown or commercial areas.

STREET FURNITURE/CURB ZONE

The street furniture zone is defined as the section of the sidewalk between the curb and the through zone in which street furniture and amenities, such as lighting, benches, newspaper kiosks, utility poles, tree pits, and bicycle parking are provided.

Sidewalk Standards & Guidelines

- 4' minimum sidewalk throughway required by ADA, 5-6ft preferred.
- NACTO suggests 8-12ft throughway in downtown district areas.
- Establish a pedestrian crossing at least every ¼ mile, or shorter based on natural street grid.
- Crosswalks
- Time pedestrian signals using a 3mph average walking speed.
- Reduce curb radius to smallest possible.
- Install pedestrian countdown timers at signals.

Parking Supply & Demand

This section of the report describes the existing parking system and parking activity characteristics for Downtown Waupaca. The information was collected through several different field surveys of public off-street and on-street parking areas, including parking inventory, occupancy and duration/turnover surveys. And while our analysis focused on public parking, we also collected information on private parking areas Downtown.

Parking Inventory

Sam Schwartz field-inventoried all public and private parking in the study area including public and private off-street lots and all on-street parking. The inventory verified the number of available parking spaces and the designations of those spaces. There are a total of 1,305 parking spaces in the study area and, of those, 779 are public parking spaces. The following sections detail the distribution of that total.

On-Street

The existing on-street parking spaces within the study area were inventoried on a block-by-block basis to verify the number of parking spaces and parking regulations. The study area was divided into 20 blocks for analysis purposes. On-street parking is available throughout the Downtown area and parking regulations vary by block, including unlimited free parking, 15-minute parking, two-hour parking (9:00 AM to 5:00 PM Monday-Friday), eight-hour parking, and Vendor permit parking (6:00 AM to 6:00 PM). There are presently 585 on-street parking spaces in the study area. The parking inventory included legal spaces only and was based on number of marked spaces and curb face measurements where spaces are unmarked. On-street parking in the Downtown is prohibited every day of the year from 2:00 AM to 6:00 AM.

Off-Street Parking

The existing off-street parking facilities Downtown were also inventoried to verify the number of parking spaces and the user designations of the spaces. Table 1 shows a summary of the off-street parking supply. There are presently a total of 758 off-street parking spaces Downtown including 194 public spaces located within four municipal surface lots and 564 inventoried spaces located in lots on private property.

Of the 194 public off-street parking, 163 spaces within the City Lots #1 and #3 are available for overnight parking with city permit. Downtown overnight resident parking is a permit-based operation regulated by the City. Overnight parking is only permitted in the municipal lots and requires a parking permit 2:00 AM to 6:00 AM when on-street parking is prohibited. The overnight parking permit fee is \$120 for a 12-month period.

Public vs. Private Supply

There are a total of 1,305 parking spaces in the study area. Currently, 779 spaces, or 57% of the parking Downtown, is public. As a general rule of thumb, public parking should account for at least 50% of the total parking supply in a business district.



Table 1Off-Street Capacity - Public Lots

Public Lots	Capacity	Regular Space Capacity	Handicap Space Capacity
City Lot #1 - East	59	54	5
City Lot #1 - West	55	55	0
City Lot #2 - Library	31	29	2
City Lot #3	49	47	2
TOTAL	194	185	9

Parking Utilization

Parking occupancy surveys of the on-street spaces and off-street parking facilities were conducted during the following times:

- Thursday, August 20, 2015 10:00 AM to 7:30 PM
- Saturday, August 29, 2015 10:00 AM to 7:30 PM
- Wednesday, October 28, 2015 11:30 AM to 1:00 PM
- Wednesday, December 9, 2015 11:00 AM to 1:30 PM

The occupancy surveys were conducted in August at four time-periods on each of the survey days: 10:00 AM, 12:00 PM, 3:00 PM, and 7:00 PM. The 10:00 AM surveys are indicative of the parking demand as business have opened and most employees are at work. The 12:00 PM surveys represent peak lunch activity at restaurant. The 7:00 PM surveys depict parking conditions after many retail businesses have closed and restaurant/entertainment uses are active. The counts in October and December were taken over the peak midday period and represent off-peak tourist season and holiday shopping season, respectively. The map graphically shows the occupancy for each block face in the study area on the peak day and at the peak time.



Peak Demand

Peak occupancy was found to occur during the midday lunch period. Table 2 compares the peak occupancy of each day surveyed. As the table shows, the weekdays surveyed have higher parking demands than Saturday and there is very little seasonal variation in peak demand.

The peak overall parking demand occurred Thursday, August 20 over the midday lunch period when 38 percent of the public on- and off-street spaces were occupied. Figure 1 shows the peak parking demand spatially Downtown. There are at a minimum 484 public parking spaces available (unoccupied) at any one time in the Downtown study area. The graph shows the supply and peak demand curve over the course of the peak day.



Figure 1: Peak Parking Demand

Table 2Public Parking Occupancy Comparison

	August Saturday	August Weekday	October Weekday	December Weekday
Capacity		779)	
Peak Occupancy	247	295	294	292
Percent Occupied	32%	38%	38%	37%

On-Street Parking

The on-street parking occupancy summaries by block face are detailed in Table A1 of the Appendix for each day surveyed. Peak parking occupancy on the on-street spaces occurred during the midday lunch period on a weekday when 37 percent of the on-street spaces were occupied. Saturday peak parking occupancy also occurred midday when 32 percent of the on-street spaces were occupied.

Public Parking Lots

The parking occupancy summaries by facility are detailed in Table A2 of the Appendix of this report. Table A3 of the Appendix shows the hourly percentage of parking spaces occupied. The peak hour for public lots was observed to be midday, the same as on-street parking. City Lot #1 – East had the highest demand with 76-95% occupancy during the weekday. Alternatively, City Lot #1 – West, adjacent to it, is only 15% occupied during the weekday peak hour. The peak occupancy of City Lot #2 at the Library was 97% occupied on a weekday at 3:00 PM. Peak occupancy in City Lot #3 was 24 percent.

Private Lots

Different from the public parking demand, the private parking utilization peaked earlier on the weekday (10:00 AM) and later on Saturday (7:00 PM). Of the 564 private parking spaces surveyed, only 34 percent were occupied at any peak time. Since private lots are generally specific to a destination, each lot's individual capacity was determined and is shown in Table A4 in the Appendix. Many private parking lots have excess capacity while locations like the Post Office and Good Year are either at or close to capacity during the weekday.

Parking Duration & Turnover

A parking duration and turnover study was conducted on eight block faces of Main Street between Granite Street and Badger Street. The eight blocks included 138 parking spaces and were selected based on public feedback indicating most destinations are along Main Street. Each block face was observed over the course of the survey on Friday, August 21, 2015 from 10:00 A.M. to 5:00 P.M. The license plates of all vehicles parked on the street were recorded each hour.

Parking duration is the length of time vehicles are parked in a given space. A total of 415 vehicles were accounted for between 10:00 AM to 5:00 PM. Of the total, 66 percent stay for less than an hour and 23 percent stay between one to two hours. The remaining 11 percent are parking in the same space for over two hours, a violation of the posted two hour time limit.

Parking turnover is an indicator of the rate of use of a parking space and the average number of vehicles using a given space or group of spaces during a specified time period. The turnover rate is determined by dividing the total number of vehicles parked in a given location by the capacity. Overall, Main Street has a turnover rate of 3.0 which indicates a relatively high degree of turnover. Typically, a turnover rate of 4.0 would indicate very healthy turnover conditions. A turnover rate of 1.0 means a parking space is only being used by one vehicle all day and is appropriate only for long-term parking.

Figure 2 graphically represents the turnover information by individual parking space so that the trend can be observed spatially along Main Street. The graph can be looked at as an intensity indicator. The longer the bar, the more times the parking space turned over. As the graph shows, the blocks of Main Street between Session and Union have the highest turnover. Areas with more warm colors (yellow, orange and red) show locations with higher instances of time limit violations. These points show how a vehicle parking longer and in violation of the time limit prevents the healthy turnover of a parking space necessary along Main Street.

Figure 2: Turnover Diagram



Walk Zone Analysis

Because analysis of the entire study area as a whole does not represent practical use of the system, this section summarizes the existing parking needs Downtown by subarea. The Downtown Business District was broken into five Walk Zones (A-E) that generally reflect a walkable area where parking can be considered "shared." Each zone represents a walk shed in which a Downtown visitor would park with the intention of visiting a destination in that zone, and possibly visit a second destination without having to move their vehicle. The Downtown walk zones were determined from resident and business owner feedback through stakeholder interviews, the business forum input session, and the online survey. These zones are shown in Figure 12. Only public parking was included in this analysis as it is generally the only parking that can be considered shared.

Table 3 summarizes the existing parking needs by Walk Zone. The estimated parking surpluses are based on the occupancy data contained in Table A5. For this analysis, a peak occupancy factor of 95 percent has been applied to the actual on- and off-street parking demands to determine the adjusted parking needs Downtown. Generally, it is highly inefficient to design a parking system to accommodate 100 percent parking occupancy. In a Downtown such as Waupaca, there is a need to provide a 5 percent parking cushion to minimize the need for motorists to circulate to find spaces and to provide some flexibility for parking spaces lost due to winter weather conditions (snow), temporary construction/ equipment staging, etc. Thus, a system operating with parking occupancy levels in excess of 95 percent represent a parking system operating at practical capacity. As such, a factor has been applied to the actual parking accumulation estimates to determine the adjusted parking demand.

With this factor applied, the results indicate that there is presently a total 468-space surplus of on- and off-street parking spaces. Table 3 shows the breakdown of this surplus. Zone D has the highest parking demand at 64 percent occupied and still has a 50-space surplus of parking. Each zone has significant surplus parking capacity: approximately 50 - 130 parking spaces. There is generally no area Downtown with less than 50 unoccupied parking spaces within a two-block walk.

*There is generally no area Downtown with less than 50 unoccupied parking spaces within a two-block walk.



Table 3Adjusted Parking Demand Estimates by Walk Zone

	On-Street & Public	Lots		Surplus /
Zone	Capacity	Number Occupied	% Occupancy	Deficit
A	78 25		32 %	+ 53
В	220	91	41 %	+129
С	169	43	26 %	+126
D	141	91	64 %	+ 50
E	171	61	36 %	+110

Future Needs Analysis

This section of the report estimates future parking demands and assesses the adequacy of the future parking supply. As Downtown land uses change and become more intense, anticipating future parking needs becomes very important for the City, especially if the public parking supply will accommodate much of the demand.

Existing Land Use Mix

The City conducted an existing building inventory and Table 4 shows a summary of the existing density in the Downtown study area. Currently, there are overall approximately two parking spaces supplied (public and private) per 1,000 square feet of commercial and there is a peak demand ratio of 0.85 spaces per 1,000 square feet.

Existing Supply = 2 spaces per 1,000 SF Peak Demand = .85 spaces per 1,000 SF

Table 4				
Existing	Downtown	Land	Use	Mix

Land Use	Size				
Retail	128,800 SF				
Entertainment	6,500 SF				
Restaurant/Bar/					
Coffee shop	32,700 SF				
Service	213,000 SF				
Civic	<u>197,500 SF</u>				
TOTAL	578,500 SF				
Residential	235 dwelling units				
Vacant	100,200 SF				

Future Development

At this time, there is limited information available from the City on redevelopment plans in Downtown. Determination of redevelopment sites and concepts is part of the next steps in the Downtown Vision Plan. As such, instead of conducting a location specific future land use analysis, we determined a Min, Mid and Max overall growth scheme that assumes a similar mix of uses that exists currently. Therefore, a flat growth rate can be applied to existing parking demand to project future demands. The limitations of this model are that it does not take into account location specific growth nor a significant change in the mix of uses Downtown, such as more restaurants or a hotel. Considering a current Downtown vacancy of approximately 100,000 square feet and a possible loss of on-street parking spaces, the following development scenarios were established.

Assumed Future Development Scenarios

Min

- 50,000 square feet
- No change to parking supply

Mid

- 100,000 square feet
- Loss of 35 parking spaces

Max

- 200,000 square feet
- Loss of 65 parking spaces

Future Parking Adequacy

Future parking adequacy is the difference between the parking supply provided and the projected parking demand generated by the future development scenarios. To determine the future parking demand, existing utilization was factored up to account for the growth assumed in each scenario. Parking supply was adjusted to account for possible changes to parking on Main Street. The graphs show future projected parking demand throughout the day compared to parking supply for each development scenario.

Table 5 summarizes the peak projected parking demand for each scenario shown in the graphs and the associated surplus of spaces. For this analysis, an efficiency factor has been applied to the parking demands to account for providing the 5 percent parking cushion to minimize the need for motorists to circulate to find spaces and to provide some flexibility for parking spaces lost due to winter weather conditions (snow), temporary construction/equipment staging, etc.

With the parking cushion factor applied, the results indicate that there is anticipated to be a 241-space surplus of on- and off-street public parking spaces even under the most conservative development assumptions. It is important to also note this model assumes all new parking demand are accommodated by the public parking system.







Table #	5	
Future	Parking	Adequacy

Supply		Adjusted Peak Demand	% Occupied	Surplus/ Deficit
MIN Scenario	779	340	44	+439
MID Scenario 744		384	52	+360
MAX Scenario	714	473	66	+241

Recommendations

In all areas of Downtown, the parking supply within a two-block walkshed is currently adequate, and is projected to remain adequate with the assumed growth in this study's model. Additionally, there is not an overwhelming community perception that parking is currently difficult. But there is a distinct concern that parking be well planned for as part of the Downtown Vision. Our recommendations focus on efforts that best utilize the existing parking supply and position the district to prosper as a walkable, active heart of the community.



Recommendation: "Park Once"

Fundamental to the future plans and vision of Downtown is the creation of a "Park Once" environment where those arriving by car can easily park their car one time and stroll to several destinations on foot before returning to their car. As new development is planned in Downtown, private parking should be generally minimized. The typical suburban pattern of isolated, single use buildings each surrounded by parking lots should be prohibited in Downtown because, as more parking is held in private hands, spaces are not efficiently shared between uses and each building's private lots are then sized to handle the worst-case parking needs. Instead, we offer the following recommendations to make better use of the available parking supply by including as many spaces as possible in a common pool of shared, publicly available spaces that are easy for the user to identify.

Share Parking:

- Discourage new private parking supply, except for residential uses which do not typically share parking resources.
- Encourage more Downtown residents which will increase non-auto trips and reduce commercial parking demand.
- Maintain at least 50% of the parking supply as public.
- Explore opportunities for agreements to share parking in private parking lots as currently only 34% of private parking is ever used.
- Provide incentives for property owners to share unused parking.

Wayfinding:

- Create comprehensive directional and wayfinding signage to direct those unfamiliar with the system to parking.
- Signage should clearly define usage of each public lot.
- Brand the parking system and incorporate Downtown identity.
- Develop online parking resources, such as a parking map, for residents and visitors.

Connections:

- Focus on east-west pedestrian enhancements on Union and Fulton to encourage increased utilization of the municipal lot.
- Emphasize existing pedestrian connections to the Riverview Park lot with lighting, signage, etc.

Monitor:

• As more specific development plans are finalized, the City should reevaluate the projected adequacy of the public parking system.

Recommendations

Recommendation: Improve Walkability

While walkability is always at the core of a successful Downtown, providing better walking conditions works to reduce parking demand, distribute parking demand across the system more efficiently and help create the Park Once environment. The following recommendations will improve walkability Downtown.

Streets and Intersections:

- Reduce crossing distances with curb extensions and narrowed vehicular travel lanes.
- Maintain small corner radii to also minimize crossing distances.
- Maintain high visibility crosswalks or install textured pavement elements in crosswalks.
- Provide Leading Pedestrian Intervals (LPI) at Main/Fulton and Main/Badger.
- Install pedestrian countdown timers.

Sidewalks:

- Extend streetscape east-west off Main Street to build cohesive district feel and eliminate perceived barriers.
- Widen pedestrian zone to help activate the sidewalk space.
- As sidewalk space allows, install public bike parking.



Recommendation: Encourage Turnover

One of the fundamental rules of a successful parking system in a central business district is recognizing that the customer is the priority user of the system and customer parking needs to be convenient, as many may be unfamiliar with the parking system. On-street spaces are typically preferred by customers and are by nature, limited in supply. That makes the turnover of prime on-street parking important for a Downtown.

Allocation:

- Maintain the existing 2-hour parking limit to encourage the turnover of the prime parking spaces and discourage employee and long-term parkers from utilizing the space for an extended period of time.
- Provide additional long-term on-street options in low demand areas that may be more convenient than the parking lots. This will need to be monitored and adjusted as demand changes.
- Allow sensitivity to individual needs through a request program to designate short-term parking, like 15-minute parking or loading during certain times.

Enforcement:

• Adopt license plate recognition technology for enforcement of parking time limit and space jumping.



Main Street Options

Main Street Options

As part of our scope, we looked at the parking characteristics of the Main Street corridor and developed alternate cross section concepts that provide benefits and tradeoffs to parking supply, crossing distances and sidewalk width. This section of the report presents traffic information, crash data, and alternatives to the existing design of Main Street, as well as the benefits and tradeoffs to those designs.

Traffic

Available traffic count information dated 2015 and supplied by the Wisconsin Department of Transportation was reviewed. Main Street carries approximately 8,300 vehicles per day between Union Street and Fulton Street. Traffic volumes drop substantially on Main north of Fulton Street to 2,800 vehicles per day. The traffic counts support the community perception that the clear traffic pattern through Downtown is Badger Street, Main Street and Fulton Street.





Sam Schwartz obtained accident data along Main Street and Fulton Street within the study area from the Police Department for the period January 2013 to February 2016. The map to the left shows a summary of the crash type and location for those three years. A review of the data indicates there were 18 total reported crashes, of which 10 were related to vehicles backing out of angle parking. The severity of each of those reported crashed was not evaluated.

Section Alternatives

All alternates presented have benefits and tradeoffs to their design. The purpose of the exercise is to provide feasible conceptual designs for further consideration as the Downtown Vision Plan is developed.

Existing 45 Degree Angle

Main Street currently has 45-degree parking and a 9 to 10-foot sidewalk. There are currently 134 parking space on Main Street between Badger and Session. The parking lane striping is substandard and results in a very wide perceived travel lane which encourages speeding. A variation to this design could be simply restriping the parking spaces to extend further from the curb to give the appearance of a narrower travel lane. Installing curb extensions at intersections will reduce crossing distances.

Benefits:

- No loss of parking
- Maintain status quo

- No gain in sidewalk space
- Sight lines remain limited



9'	14'	17'	17'	14'	9'
SIDEWALK	PARKING	DRIVE LANE	DRIVE LANE	PARKING	SIDEWAL
		R	OW 80'		

Main Street Options

30 Degree Angle

By converting to 30-degree parking along Main Street, sidewalk width could be widened by 1 to 2 feet but at the expense of approximately 45 spaces along the four block corridor. A benefit to this design is the improved visibility the motorist gains by modifying the angle of the parking space to the street travel lane.

Benefits:

- Gain 1-2' sidewalk space
- Improve backout visibility

- Lose approx. 45 parking spaces
- Wide "perceived" travel lane



Parallel with Shared Travel Lane

This alternate shows the largest gain in sidewalk width by converting all diagonal parking to parallel parking along Main Street. Based on a space length of 24 feet, which allows for minimal parallel parking maneuvers, this redesign would sacrifice 60-65 parking spaces along the four blocks. A 14-foot travel lane is shown as a shared travel lane striped with "sharrows." We show this design assuming it would be incorporated into a city-wide bike plan, not just a four block standalone segment. The furniture zone could be 4 to 5 feet to allow for large tree grates or bioswales.

Benefits:

- Gain 8-9' sidewalk space on each side
- Shared bike lane
- Narrow travel lanes

- Lose 60-65 parking spaces on Main
- Not part of interconnected bikeway system



18'	8'	14'	14'	8'	18'
SIDEWALK	PARKING	DRIVE LANE	DRIVE LANE	PARKING	SIDEWALK
		R	W 80'		

Main Street Options

Parallel with Bike Lane

This alternate shows a significant increase in sidewalk width by also converting all diagonal parking to parallel parking along Main Street. Based on a space length of 24 feet, which allows for minimal parallel parking maneuvers, this redesign would sacrifice the same 60-65 parking spaces along the four blocks. A 12-foot travel lane and 5-foot bike lane is shown. We show this design assuming it would be incorporated into a city-wide bike plan, not just a four block standalone segment.

Benefits:

- Gain 5-6' sidewalk space
- Bike facility
- Narrow travel lanes

- Lose 60-65 parking spaces on Main
- Not part of interconnected bikeway system



Mix Angle/Parallel

Sidewalk width can also be increased by maintaining diagonal parking on one side of Main and introducing parallel on the other, or other mixes. There are a few variations to contemplate: one with all diagonal parking on one side for the entire corridor and parallel on the other or one with the travel lane held consistent and the type of parking alternating on a block-by-block basis. This alternate would increase the sidewalk width on some block faces but not others.

Benefits:

- Gain 5-6' sidewalk space
- Narrow travel lane in one direction

- Lose 30-33 parking spaces on Main
- Limits traffic calming opportunity

























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Public Lots - Count	Capacity	Capacity	Capadity	Capacity	10:00 AM	1:00PM	3:00 PM	7:00 PM	10:00 AM	1:00PM	3:00 PM	7.00 PM	11.00-12:30 PM	W	1:00-1:30 PM
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City Lot #1 (Southeast)*	19	18		0	17	3	11	2	6	7	4	7	47	56	49
TOTAL	194				81	11	80	32	48	8	8	8	79	66	97
* No Parking 2A-6A without City Permit. Combined 3 parking spaces d	mbined 3 perfe	ing spaces du	ue to lack of boundaries (for West lot on ly)	nciaries (for W	est lot only).										
Table A3						Thursday, August 20, 2015	Twit 20, 2015		-	Saturday, August 29, 2015	Tust 29, 2015		Wednesday, Octoher 28, 2015	Wednesday, D	ecombor 9, 2015
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Public Lots - Percentage	Capacity	Capacity	Capacity	Capacity	10:00 AM	1:00PM	3:00 PM	7:00 PM	10:00 AM	1:00PM	3:00 PM	7:00 PM	1100-12:30 PM	W	1:00-1:30 PM
City Lot #3	49	47	2	0	20%	24%	22%	ŝ	12%	8%	12%	TOK	14%	ek	
City Lot #1 (Mest)*	55	55	0	0	15%	15%	16%	3%	11%	11%	11%	3%	18%	22%	
Lot #2 Ubrary	31	29	2	0	58%	42%	61%	39%	13%	58%	3%	ž	48%	\$66	
City Lot #1 (Northeast)*	40	36	4	0	70%	75%	25%	38%	888	80%	40%	23%			
City Lot #1 (Southeast)*	19	18	1	•	9458	74%	58%	21.%	47%	37%	2.1%	37%	80%	*8	
TOTAL	194				42%	40%	41%	36%	2%	30%	17%	12%	41%	51%	

To Parking 2 A-6A whout City Pemil. Combined 3

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Table A4 - Private Lot Counts						Thursday, August 20, 2015	ust 20, 2015			sattu itilay, Au j	Saturday, August 29, 2015		
		Receiver	Handlesen	Reserved	N	Number of Spaces Occupied	ces Occupied		N	tumber of Spe	Number of Spaces Occupied		
Private Lots	Canacity	Space	Space	Space Space	10:00 AM	12:00 - 1:00PM	3:00 PM	7:00 PM	10:00 AM	12:00 - 1:00PM	3:00 PM	7:00 PM	Notes
(A) Quality Auto Body	11	11	0	0	2	2	9	5	9	9	4	4	
(C) Residential Numbered 1-16	16	16	•	•	=	6	60	6	9	9	91		
(D) Farmers State Bark	18	33	1	•	16	15	16	1	8	2	4	0	
(E) Farmers State Bank	19	18	1	•	6	s	s	•	0	4	2	1	
(F) Employee Parking		0	0		4	4	m	1	2	1	1	2	
(G) Kwik Trip Gas	19	17	2	•	9	11	đ	e	+0	'n	7	•	
(H) Pural Mutual	23	22	1	0	2	4	4	0	0	0	0	0	
(I) Auto Dealesship		0	0	0									No Ines/striping. Parking tot is full.
(L) First National Bank	ୟ	27	2	•	61	8	81	•	6	2	•	•	
(M) First National Bank	24	24	0	•	13	16	18	0	0	•	0	0	
(Q) Good Year	12	12	0	•	12	12	9	12		e	1	1	
(R) Chase	11	6	2	0	4	s	9	0	7	60	ŝ	9	
(S) Accounting/Auto Body or Sales	13	13	0	•									
(T) Residential (7)	00	90	0	0	ŝ	5	7	7	9	9	60	9	Not striped. Grave/Grass lot.
(U) Angelus Apts	21	19	2	0	40	7	4	9	1	s	7	1	
(V) Office Outlitters	42	40	2	0	6	14	13	14	14	10	9	26	
(W) Chamber of Commerce/Info	13	60	1	4	2	1	2	1	0	0	0	0	4 resolved spaces
(X) Cothvell Banker	11	11	0	0	9	6	2	0	0	1	0	0	
(U) Lot	ţ				12	12	11	12	ţ	ij	13	ŧ	Glass/mud lot with old vehicles. May be owned by Auto Body/Sales to morthwest (Lot S).
(Z) Harvey Dental	13	12	1	0	2	m	m	0	•	•	•	•	
(AA) Rec Center /Old Church	37	33	4	0	2	2	1	-	0	-	1	•	
(BB) Post Office	11	11	0	0	11	\$	9	0	7	4	9	9	
(CC) Shared Lot - Real Estate/Little Cessens/Edward Jones	23	22	1	•	4	m	m	7	2	4	1	7	
(DD) United Country Real Estate	13	13	0	•	~	00	9	-	8	•	~	-	
(EE) DQ	37	18	2	0	ę	14	6	12	e	ę	13	0	
(JJ) Trinity Lutheran Church	103	91	12	0	14	5	5	7	m	m	0	8	Some spaces were small or oddly shaped.
TOTAL	564				192	188	177	96	66	97	92	134	
Note: Letter designations for internal reference.	ence.												