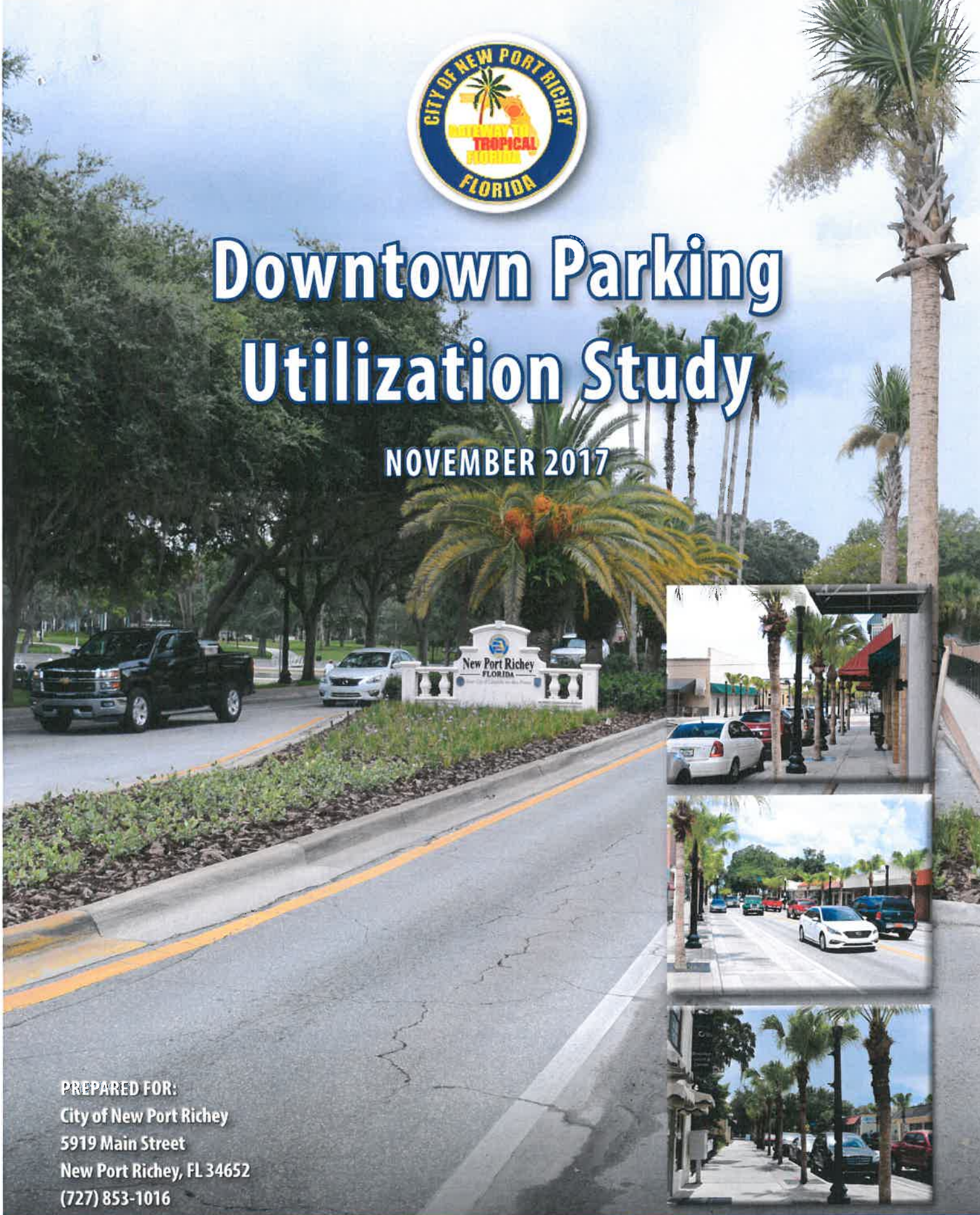




Downtown Parking Utilization Study

NOVEMBER 2017



PREPARED FOR:
City of New Port Richey
5919 Main Street
New Port Richey, FL 34652
(727) 853-1016

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CITY OF NEW PORT RICHEY
DOWNTOWN PARKING UTILIZATION STUDY

INTRODUCTION

New Port Richey's Downtown Business District had its "real" beginning in the mid 1920's. New Port Richey developed concurrently with widespread utilization of the automobile and before the implementation of zoning and development codes. Many of the original structures and the development patterns from these early beginnings still exist, and it's these buildings that create the unique atmosphere that the downtown New Port Richey Central Business District enjoys today. Over the years, as the automobile became physically larger and more prevalent, the businesses located in the Central Business District began to incorporate additional parking behind their buildings, in public parking lots, or on-street. After the City's Zoning and Land Development Code were enacted, development and re-development projects were required to provide on-site parking. While the City of New Port Richey continues to experience reinvestment, redevelopment, and revitalization of its Central Business District, the City requested this study to evaluate the status of available parking both on and off street and its overall utilization.

STUDY AREA

Downtown New Port Richey originally developed primarily along Main Street extending from US 19 to Madison Street. Businesses and commercial uses expanded and extend along Grand Boulevard and Adams Street. City Hall, Fire Station, and the Public Library were eventually constructed at the most eastern portion of the study area at the intersection of Main Street and Madison Street.

In conjunction with City staff, the boundaries for the study were established as illustrated on Exhibit 1. The area located between US 19 and the Pithlachascotee (Cotee) River, identified as Zone 1. Zone 1 reflects more of the current commercial development standards with free standing buildings and individual parking lots. Zones 2, 3, 4, and 5 reflect more of the historical development patterns of New Port Richey, which incorporates the Downtown Business District and surrounding residential uses and public open space.

Based upon field documentation and then reaffirmed on a separate visit, it was determined that there is a total of 2,318 parking spaces within the study area distributed as shown on Exhibit 2. This includes 285 marked and unmarked on-street parking spaces. The on-street parking represents approximately 12.3% of the total supply of parking within these boundaries. The remaining spaces are located within private and public off-street parking lots.

METHODOLOGY

To facilitate the documentation of utilization and to identify areas that may have higher utilization than others, each of the five zones were then divided into sub-zones. The sub-zones reflect an area that was estimated as to how much land area and corresponding parking spaces could be counted by one person within a 15-minute time frame. Exhibit 3 illustrates the number of spaces per sub-zone. The colors in each zone identifies the percentage that each sub-zone constitutes of the total number of parking spaces available in the overall study area.

The New Port Richey Downtown Business District includes a variety of uses and businesses such as medical, professional office, public services, retail, restaurants, and new residences. With the goal of capturing the “peak parking demand” for these uses, the parking counts for this study were conducted mid-week on Tuesday, Wednesday, and Thursday at 10:00 am and 2:00 pm. To further understand the utilization of the City Boat Ramp in Zone 1, a Saturday at 10:00 am count was conducted. In addition, since many of the downtown activities occur during a weekend evening, counts were also conducted on Saturday for Zones 2 and 5 at 6:00 pm and 8:00 pm. (It should be noted that events occurring Saturday evening during the study period include the showing of a free movie in Sims Park as well as production at the Richey Suncoast Theatre.)

The observed parking volumes have been adjusted for seasonal fluctuations utilizing Florida Department of Transportation (FDOT) 2016 Peak Season factors for Pasco County.

UTILIZATION

Mid-Week Counts

Located within the Appendix is a series of exhibits that illustrate the number of spaces and utilization per the sub-zone of each parking zone. Except for the Tuesday 10:00 am count, every other weekday count, both 10:00 am and 2:00 pm, parking Zones 3 and 5 were constantly the most utilized zones. The Tuesday at 10:00 am count, Zones 3 and 4 were the most utilized. The consistently highest utilized parking area is Sub-Zone A within Zone 5. The other Sub-Zones (B, C, D, and E) in Zone 5 varied.

Saturday Counts

Zone 1, located between US 19 and the Cotee River, contains the City-owned boat ramp along with a variety of auto-oriented commercial and office uses. Sub-Zone B, which includes the City boat ramp, and Sub-Zone D along Main Street, were the most utilized parking sub-zones; but note that these sub-zones were less than 10 percent utilized.

Saturday at 6:00 pm, Zone 5, the area south of Main Street in the Downtown Business District had higher utilization than Zone 2 north of Main Street. Within this zone, Sub-Zone A had over 93 percent utilization and Sub-Zone D was at 49 percent utilization.

Saturday 8:00 pm count shows that the utilization of Zone 5 remained generally around 40 percent but Subzones C and D of Zone 2 north of Main Street exceeded 50 percent utilization of their sub-zone.

TUESDAY 8/22/2017					
		10:00 AM		2:00 PM	
SUBZONE/ZONE	TOTAL AVAILABLE PARKING SPACES	FACTORED OBSERVED PARKING	UTILIZATION	FACTORED OBSERVED PARKING	UTILIZATION
1A	181	38.42	21.23%	30.51	16.86%
1B	161	38.42	23.86%	46.33	28.78%
1C	212	19.21	9.06%	20.34	9.59%
1D	149	39.55	26.54%	54.24	36.40%
1E	209	11.3	5.41%	10.17	4.87%
1	912	146.9	16.11%	161.59	17.72%
2A	156	2.26	1.45%	2.26	1.45%
2B	100	38.42	38.42%	44.07	44.07%
2C	180	68.93	38.29%	61.02	33.90%
2D	76	13.56	17.84%	10.17	13.38%
2	512	123.17	24.06%	117.52	22.95%
3A	68	29.38	43.21%	25.99	38.22%
3B	187	117.52	62.84%	97.18	51.97%
3	255	146.9	57.61%	123.17	48.30%
4A	71	30.51	42.97%	28.25	39.79%
4B	74	31.64	42.76%	19.21	25.96%
4	145	62.15	42.86%	47.46	32.73%
5A	142	65.54	46.15%	70.06	49.34%
5B	67	11.3	16.87%	30.51	45.54%
5C	114	30.51	26.76%	38.42	33.70%
5D	48	22.6	47.08%	23.73	49.44%
5E	123	16.95	13.78%	30.51	24.80%
5	494	146.9	29.74%	193.23	39.12%

WEDNESDAY 8/23/2017					
		10:00 AM		2:00 PM	
SUBZONE/ZONE	TOTAL AVAILABLE PARKING SPACES	FACTORED OBSERVED PARKING	UTILIZATION	FACTORED OBSERVED PARKING	UTILIZATION
1A	181	32.77	18.10%	40.68	22.48%
1B	161	41.81	25.97%	53.11	32.99%
1C	212	13.56	6.40%	19.21	9.06%
1D	149	50.85	34.13%	47.46	31.85%
1E	209	10.17	4.87%	11.3	5.41%
1	912	149.16	16.36%	171.76	18.83%
2A	156	1.13	0.72%	0	0.00%
2B	100	36.16	36.16%	45.2	45.20%
2C	180	80.23	44.57%	67.8	37.67%
2D	76	19.21	25.28%	12.43	16.36%
2	512	136.73	26.71%	125.43	24.50%
3A	68	27.12	39.88%	28.25	41.54%
3B	187	96.05	51.36%	97.18	51.97%
3	255	123.17	48.30%	125.43	49.19%
4A	71	30.51	42.97%	36.16	50.93%
4B	74	10.17	13.74%	12.43	16.80%
4	145	40.68	28.06%	48.59	33.51%
5A	142	71.19	50.13%	84.75	59.68%
5B	67	12.43	18.55%	19.21	28.67%
5C	114	27.12	23.79%	42.94	37.67%
5D	48	12.43	25.90%	21.47	44.73%
5E	123	49.72	40.42%	45.2	36.75%
5	494	172.89	35.00%	213.57	43.23%

THURSDAY 8/24/2017					
		10:00 AM		2:00 PM	
SUBZONE/ZONE	TOTAL AVAILABLE PARKING SPACES	FACTORED OBSERVED PARKING	UTILIZATION	FACTORED OBSERVED PARKING	UTILIZATION
1A	181	38.42	21.23%	45.2	24.97%
1B	161	48.59	30.18%	50.85	31.58%
1C	212	9.04	4.26%	20.34	9.59%
1D	149	57.63	38.68%	58.76	39.44%
1E	209	5.65	2.70%	5.65	2.70%
1	912	159.33	17.47%	180.8	19.82%
2A	156	2.26	1.45%	31.64	20.28%
2B	100	48.59	48.59%	55.37	55.37%
2C	180	63.28	35.16%	77.97	43.32%
2D	76	15.82	20.82%	6.78	8.92%
2	512	129.95	25.38%	171.76	33.55%
3A	68	28.25	41.54%	28.25	41.54%
3B	187	97.18	51.97%	105.09	56.20%
3	255	125.43	49.19%	133.34	52.29%
4A	71	25.99	36.61%	36.16	50.93%
4B	74	19.21	25.96%	7.91	10.69%
4	145	45.2	31.17%	44.07	30.39%
5A	142	70.06	49.34%	84.75	59.68%
5B	67	12.43	18.55%	25.99	38.79%
5C	114	27.12	23.79%	45.2	39.65%
5D	48	13.56	28.25%	22.6	47.08%
5E	123	56.5	45.93%	33.9	27.56%
5	494	179.67	36.37%	212.44	43.00%

		SATURDAY 9/23/2017					
		10:00 AM		6:00 PM		8:00 PM	
SUBZONE/ ZONE	TOTAL AVAILABLE PARKING SPACES	FACTORED OBSERVED PARKING	UTILIZATION	FACTORED OBSERVED PARKING	UTILIZATION	FACTORED OBSERVED PARKING	UTILIZATION
1A	181	4.48	2.48%				
1B	161	14.56	9.04%				
1C	212	13.44	6.34%				
1D	149	14.56	9.77%				
1E	209	1.12	0.54%				
1	912	48.16	5.28%				
2A	156			1.12	0.72%	1.12	0.72%
2B	100			11.2	11.20%	20.16	20.16%
2C	180			70.56	39.20%	95.2	52.89%
2D	76			17.92	23.58%	50.4	66.32%
2	512			100.8	19.69%	166.88	32.59%
3A	68						
3B	187						
3	255						
4A	71						
4B	74						
4	145						
5A	142			132.16	93.07%	68.32	48.11%
5B	67			6.72	10.03%	0	0.00%
5C	114			36.96	32.42%	49.28	43.23%
5D	48			23.52	49.00%	24.64	51.33%
5E	123			26.88	21.85%	53.76	43.71%
5	494			226.24	45.80%	196	39.68%

PARKING DEMAND

Main Street is the unifying link in Downtown New Port Richey extending from US Highway 19 to Madison Street. Yet the western side of the Cotee River to US Highway 19 has a different development pattern that is more consistent with current land development standards. It appears that this zone is more oriented to automotive convenience and free-standing buildings. While east of the river, downtown maintains more of its original and historical character of the City. To further the understanding of the relationship between the number of existing off and on-street parking, its utilization and location with existing development patterns within the five parking zones, readily available information from the Pasco County property website was utilized.

- Commercial/Office and Governmental Uses – According to the Pasco County Property Appraiser data, there is a total of approximately 539,960 square feet (SF) Commercial / Office usage within the five parking zones. Since the New Port Richey Zoning Code allows for a variety of uses to be located within the Downtown Business District, it is possible that Commercial / Office uses be converted to another use. Based upon the parking standards of New Port Richey, an average of one parking space for every 200 SF of building area is used. Based on this criterion, a total of 2,700 spaces for the commercial office and governmental uses is required.
- Residential – It is estimated that there are 78 single-family and multi-family units within the parking study. Using a ratio of two parking spaces per unit, a total of 156 parking spaces is required.
- Total Parking Space Required by Applying Parking Standards – 2,856

Based upon the field documentation, there's a total of 2,318 parking spaces existing within the five-zone parking study area. Applying current parking standards to the study area, there is a deficit of 538 parking spaces.

In analyzing the parking demand and capacity on a per parking zone basis and utilizing the Pasco County Property Appraiser information and parking criteria as outlined above, the parking analysis is provided in the table below.

Parking Zone	Total SF (Commercial, Office, Gov't.)	Parking Required (1/200 SF)	Total Units (Residential)	Parking Required (Unit x 2)	Total Parking Required	Existing Parking spaces	Parking Difference
1	180,248	901	6	12	913	912	-1
2	97,472	487	6	12	499	512	+13
3	61,183	305	49	98	403	255	-143
4	30,754	153	21	42	195	145	-50
5	167,303	836	2	4	840	494	-346

As this table demonstrates, the area with the largest parking deficit when applying the land development standards is Zone 5, south of Main Street and west of Grand Boulevard, followed by Zone 3 which is east of Adams Street and north of Main Street, generally where the City Governmental Offices, Fire Station, and Public Library are located along with other commercial uses.

It should be noted that, per the parking counts, Zone 5 was consistently the highest utilized parking area during the mid-week counts as well as on the Saturday 6:00 pm count.

FUTURE DEMAND

The observed and documented parking count provides a “snapshot” of both the availability and parking demand experienced at various specific points in time. As previously indicated, the measured demand was adjusted utilizing the FDOT seasonal adjustment factor to account for the seasonal fluctuation. Both the supply and demand for existing parking spaces will be impacted by redevelopment. The pending completion of the Main Street Landings, the potential reuse of the Hacienda Hotel, and approval of the Residences of Orange Lake, will increase the number of residential and commercial users operating within the Downtown Business District. The Residences of Orange Lake project includes 82 one and two-bedroom apartments and the proposed plan provides a total of 97 on-site spaces and 32 newly created on-street spaces. The Main Street Landings project is anticipated to create a demand for 260 spaces that will be offset by the construction of 223 on-site spaces and utilization of adjacent on-street spaces. Similarly, the eventual redevelopment of the Hacienda Hotel and restoration of the ‘grand lawn’ will decrease the quantity of parking spaces available within the downtown core. The location of these projects is highlighted in Exhibit 4.

PARKING STRATEGIES

Parking within any downtown business district is a critical component to the overall success of that downtown. The Downtown New Port Richey parking study area east of the Cotee River encompasses approximately 69 acres. As previously noted, there were parking sub-zones identified in the Downtown area east of the Cotee River that experienced 90% or more utilization during a few observed time periods. The goal is to provide enough available parking spaces to meet the demand generated by achievement of the City's goals for the downtown and its businesses. This section outlines a variety of parking management strategies that the City may consider. If implemented, these strategies may lead to a more efficient use of the existing parking supply and long-term parking improvements for downtown New Port Richey. Each of these strategies/concepts will need additional research and evaluation, which is not part of this scope.

1. **Review the City's Land Development Code Regulations.**
 - a. Reevaluate the City's existing land development code (LDC) as related to the amount of required parking for different uses in the downtown core. New parking ratios/standards could be implemented when there is a change of use to an existing building or with new development. Depending on the nature of the LDC parking standard changes, they may require constructing new on-site parking. The potential result of required parking, in turn, may result in losing some of the historic character of Downtown. The LDC could also consider the option of allowing a new or change of use to demonstrate that there is sufficient parking within a certain radius of the proposed use or development.
 - b. The LDC could be amended to allow the parking requirements of existing uses and potential uses be recognized as being in a mixed-use area. The amount of parking required could be acceptable to the City if it can be demonstrated that, through a shared parking analysis, the use(s) have different "peak" parking demands. The downtown parking district established for this study east of the river includes a number of different uses including commercial, retail, office, public uses, and residential. The City's historic background and character have effectively created a mixed-use district in Zone 5, Subzone A, where parking is

used during the day for various office uses, but the evening is utilized for the community theater and restaurants.

- c. Parking ratios and the LDC may also be evaluated to recognize the increased utilization of ride sharing programs such as Uber/Lyft. Utilization of alternative transportation methods (motorcycles, transit, ride sharing) could be considered in the evaluation of these ratios. The City has taken the initiative by adopting Ordinance #2016-2076 which allows the use of golf carts within the City, excluding certain major roadways. The City should monitor the utilization of the various ride sharing programs and alternative forms of transportation to identify if these initiatives do reduce overall parking demands.
2. Create an In-Lieu of Parking Fee. As existing buildings change use or new development occurs, both which may increase the parking demand compared to the historic use, the City could explore creating a fee where the applicant has the option to pay a fee instead of constructing on-site parking. The City in return utilizes these funds for the acquisition of land and construction of additional public parking, parking management, or enhancement of existing parking supply.
 3. Improve Efficiency of Existing Parking.
 - a. Review the design of existing public parking lots. The goal with this effort is to determine if additional spaces could be added by restriping or if redesigning existing parking lots could yield more parking. Consider the inclusion of compact parking spaces (8 x 16, for example) to increase the number of parking spaces.
 - b. Evaluate removing any on-street parallel parking striping. This may allow more cars to park in a parking zone.
 - c. Implementing wayfinding techniques that may decrease traffic congestion and increase parking efficiency. Wayfinding can range from installing signage/landmarks that a driver recognizes and then follows that signage/landmark to the parking areas as they approach downtown. More advanced forms of wayfinding utilize social media with the creation of websites and apps that a driver can use to direct them to the parking lots. The most innovative strategies integrate intelligent transportation system (ITS) technology that

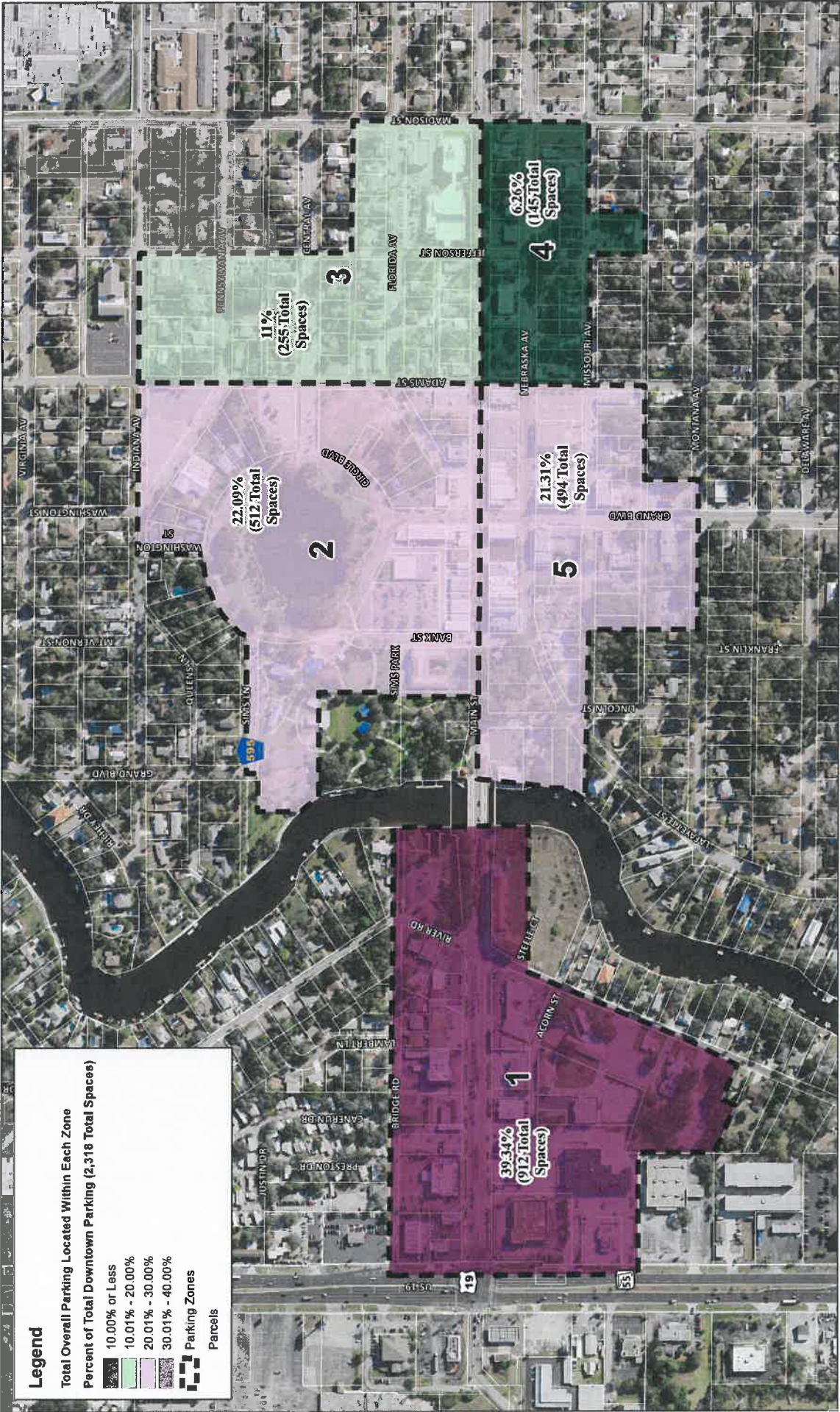
includes installing sensors in the parking lots that measure space occupancy and report the number of available spaces to drivers via websites or electronic signs. The City has recognized the benefit of a wayfinding program with the issuance of a Request for Qualifications to the public with a goal of initially improving signage and direction.

4. Acquire More Land for Parking. As the downtown core continues to change, the City should monitor opportunities to purchase parcels and construct additional parking. This may be an example where the in-lieu of parking funds could be utilized. Exhibit 5 identifies areas that should be evaluated for opportunities to acquire land for construction of additional public surface parking lots. These areas are located where parking was demonstrated by this study to have greater utilization (Zones 3 & 5). The City may also wish to evaluate the options of constructing a parking structure/deck to provide more parking. Depending on the garage size, features and architectural enhancements, parking garage can be estimated to cost from \$15,000 to \$25,000+ per parking space. Drivers/Visitors may also be reluctant to utilize a parking structure for a number of reasons. In either case, the City needs to consider trying to avoid the creation of the “sea” of parking in order to preserve the existing downtown character.
5. Improve Connections. Evaluate the connection between downtown destinations and the available parking. The safer and more comfortable the pedestrian access, the farther one is willing to walk. Considerations range from pedestrian oriented wayfinding to corridors that are well lit at night and provide opportunities for protection from the weather.
6. Satellite/Valet Parking. With improvements to non-motorized connections, satellite or remote parking lots can be considered. These lots can be supported by shuttles or other transit modes to transport people. These types of parking facilities may be effective for special events, where having more cars in the downtown core is not desired.
7. Special Events. Throughout the year, the City has events in Downtown open to the public with a goal of bringing people, exposure to businesses, and economic gains. These events may range from a free movie on a Saturday night in Sims Park to the Chasco Fiesta, which

has grown into over a week-long regional festival attracting thousands of attendees. Providing the required parking for such large events in close proximity to the event venue is generally cost prohibitive and if implemented would result in large underutilized parking lots or garages for the majority of the year. Cities such as Tampa, St. Petersburg, and Clearwater implement a number of parking strategies including the use of remote parking lots with shuttles and event specific wayfinding techniques and traffic control during special events. The City should explore utilization of large existing parking lots at schools, churches, or other City owned property located within a 10-minute drive of the event venue. Potential lots that meet this criteria for evaluation are highlighted in Exhibit 6.

8. Charge for Parking.

- a. Fees higher where the demand is higher.
- b. Promotes using other parking zones and car sharing.
- c. Generates revenue that could be applied to long-term parking improvements.
- d. There is a cost to install, manage, and enforce.
- e. Business and political considerations.



Legend

Total Overall Parking Located Within Each Zone

Percent of Total Downtown Parking (2,318 Total Spaces)

- 10.00% or Less
- 10.01% - 20.00%
- 20.01% - 30.00%
- 30.01% - 40.00%

Parking Zones

Parcels

Exhibit 2:
Total Overall Parking
Located Within Each Zone

GGI, LLC dba Genesis Group
 1000 N. Ashley Drive, Suite 900
 Jacksonville, FL 32211-4980
 www.GenesisGroup.com
 FL 13 000000 - ALL RIGHTS RESERVED

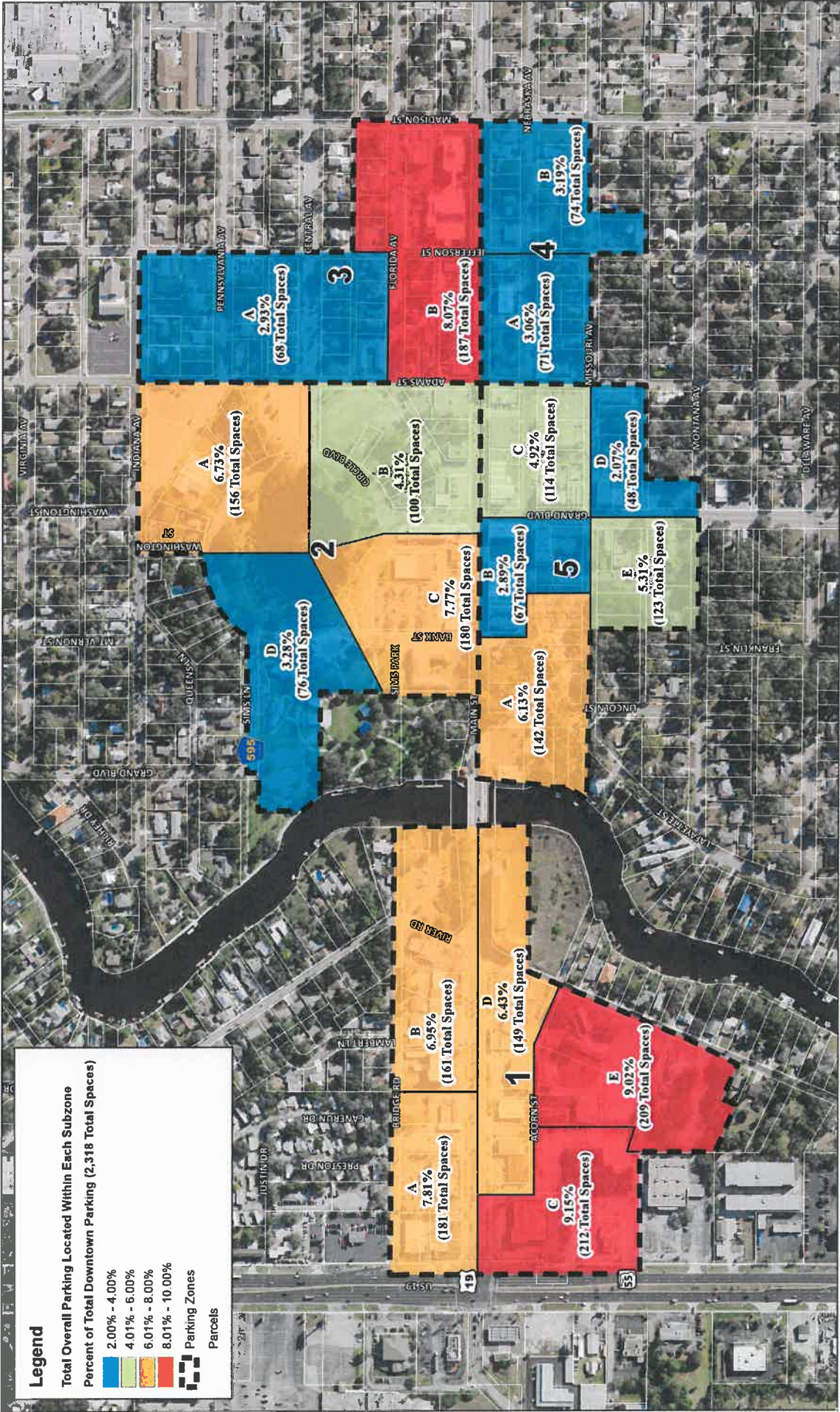


1 IN. = 300 FT.



2017 FDOT AERIAL IMAGERY
 PASCO COUNTY, FL

GENESIS
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Legend

Total Overall Parking Located Within Each Subzone

Percent of Total Downtown Parking (2,318 Total Spaces)

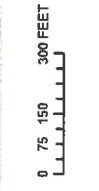
- 2.00% - 4.00%
- 4.01% - 6.00%
- 6.01% - 8.00%
- 8.01% - 10.00%

Parking Zones

Parcels

Exhibit 3:
Total Overall Parking
Located Within Each Subzone

GSI, LLC dba Genesis Group
 1000 N. Ashley Drive, Suite 900
 Tampa, FL 33602
 P: 813.620.4400 F: 813.221.4980
www.genesisgroup.com



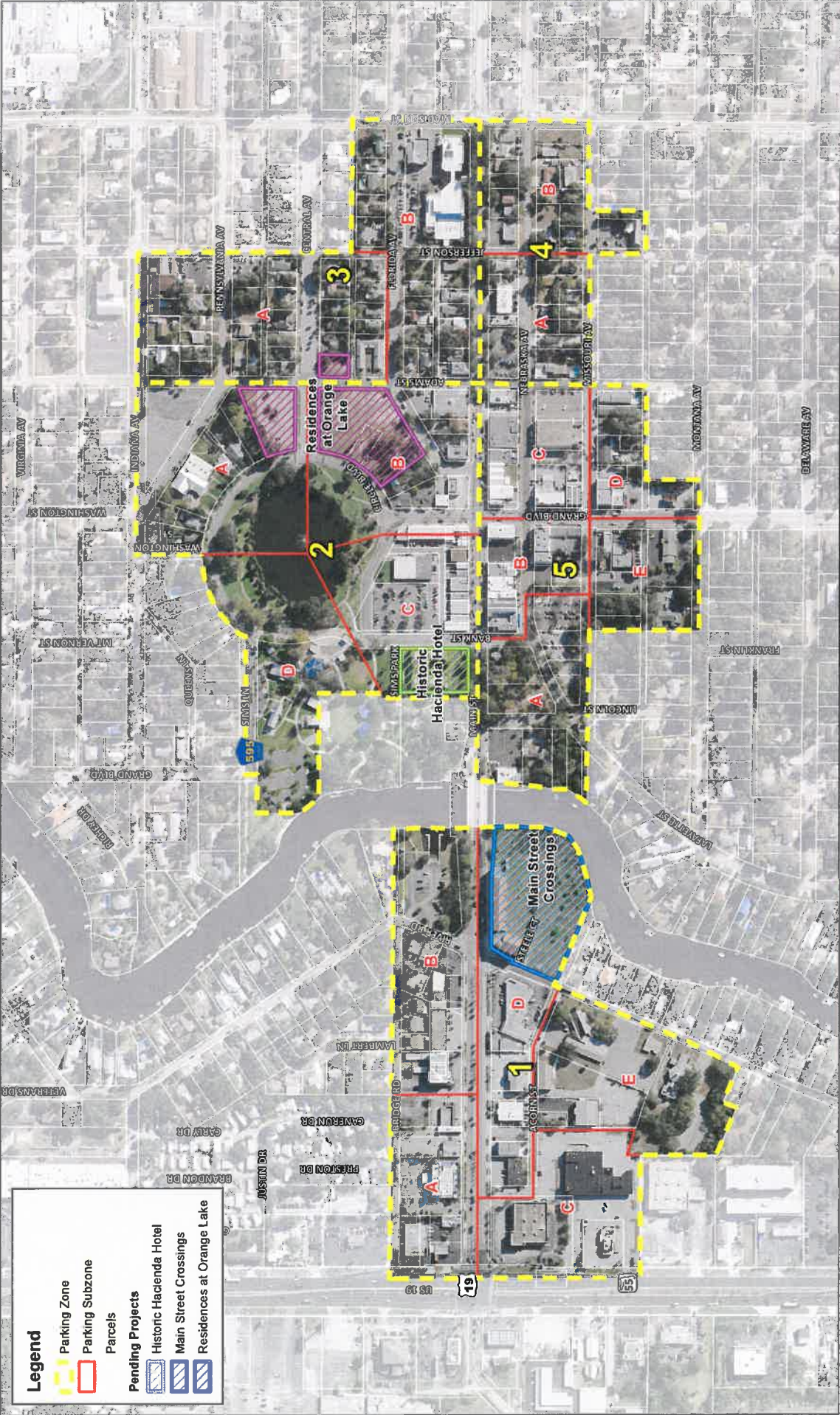
1 IN. = 300 FT.



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FILE NUMBER: FILE NUMBER: FILE NUMBER:



Legend

- Parking Zone
- Parking Subzone
- Parcels

Pending Projects

- Residences at Orange Lake
- Historic Hacienda Hotel
- Main Street Crossings

Exhibit 4: Pending Projects

GCI, LLC dba Genesis Group
 1000 N. Bay Street, Suite 300
 Tampa, FL 33602
 P: 813.620.4500 F: 813.221.4980
www.GenesisGroup.com

1 IN. = 300 FT.

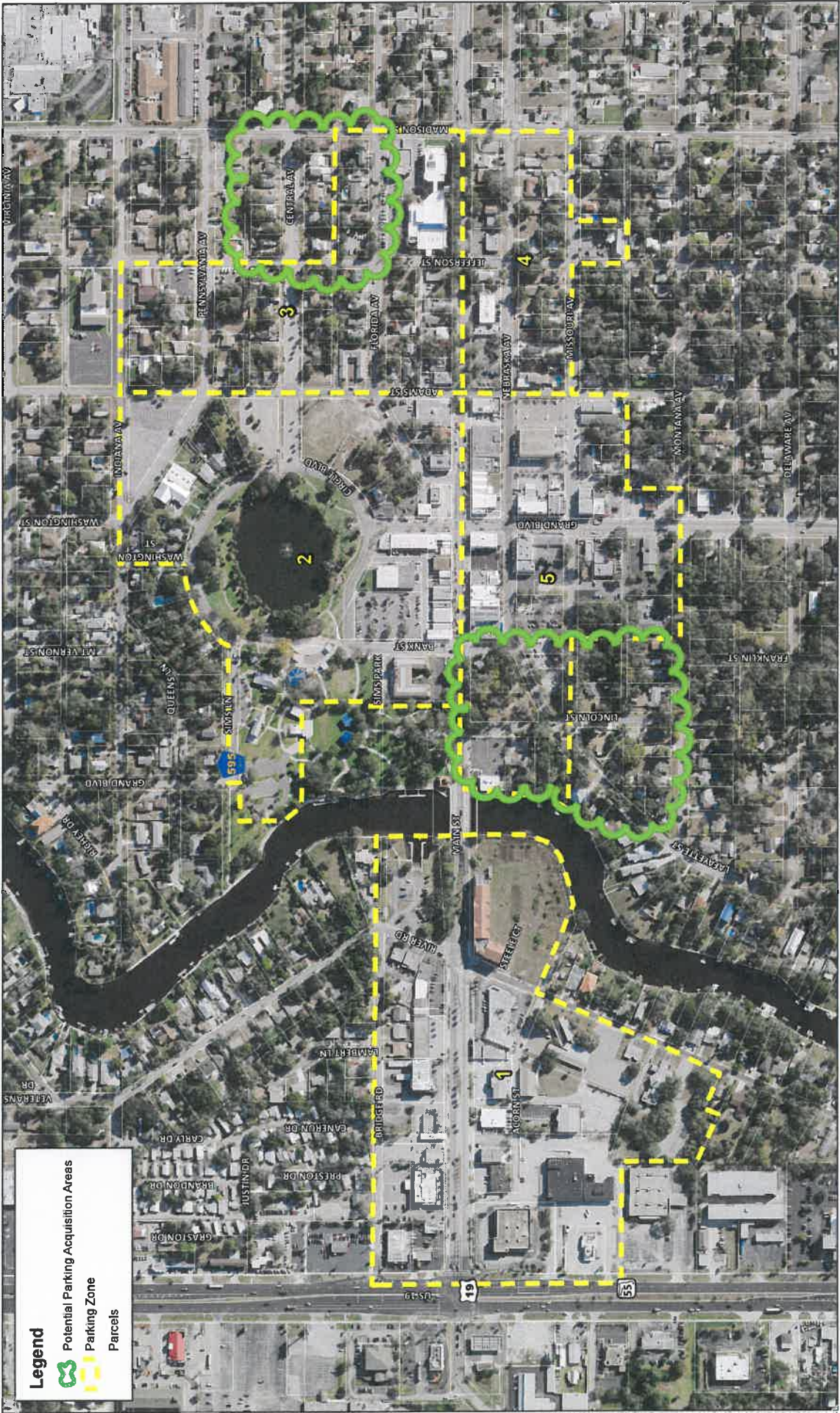
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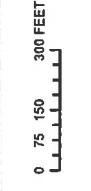
-  Potential Parking Acquisition Areas
-  Parking Zone
-  Parcels

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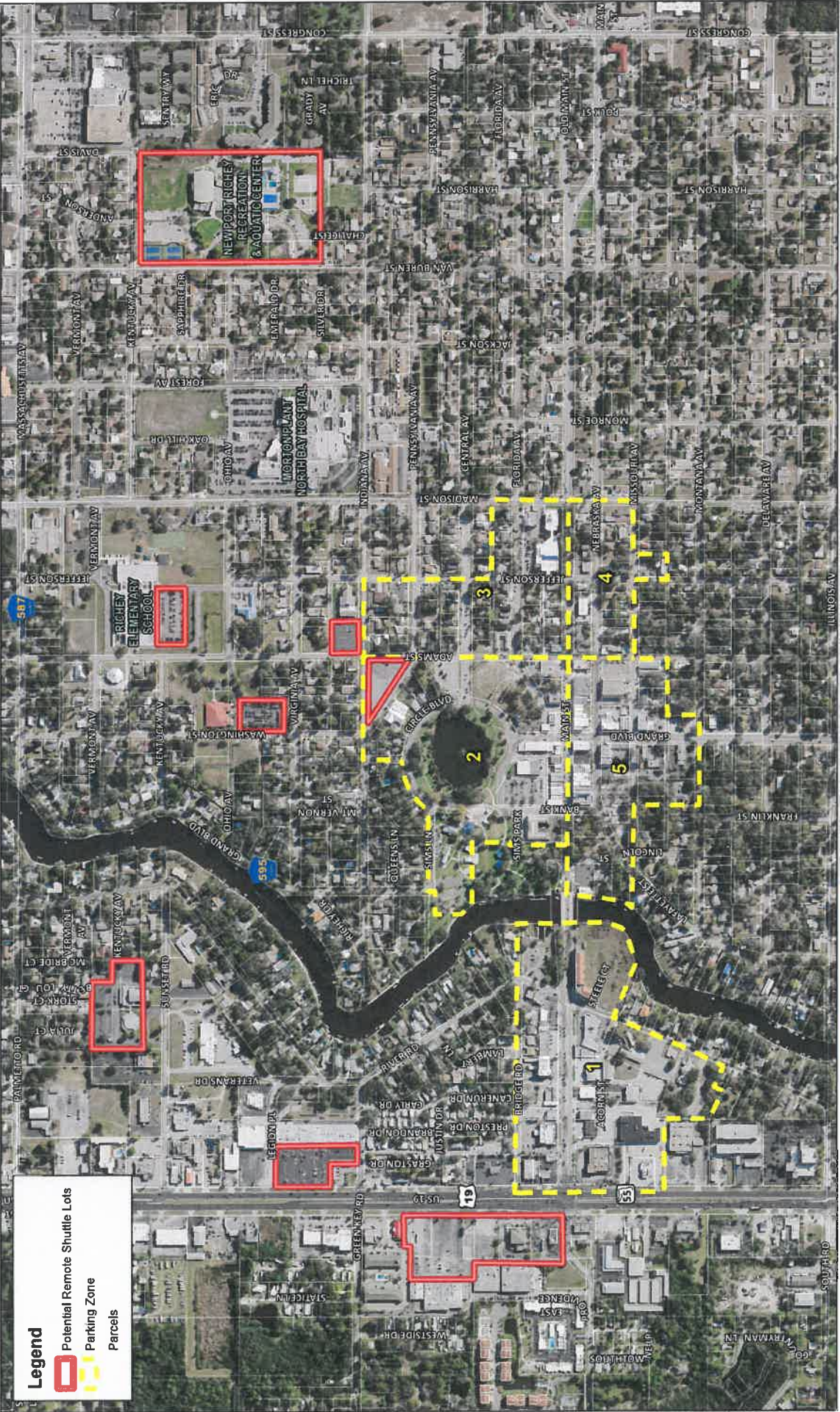


1 IN. = 300 FT.



GGI, LLC dba Genesis Group
 1000 Highway 900
 Ashley Dr, Suite 500
 Jacksonville, FL 32242
 P: 813.670.4500
 www.GenesisGroup.com
 P. 04 0000000 11.0 000001 11.0 000001

**Exhibit 5:
 Potential Parking
 Acquisition Areas**



Legend

- Potential Remote Shuttle Lots
- Parking Zone
- Parcels

Exhibit 6:
Potential Remote Shuttle Lots

GGI, LLC dba Genesis Group
 3000 Highway 90
 Wesley, FL 32602
 T 813.620.4500
 F 813.221.4980
 www.GenesisGroup.com
 PLS NUMBER PLS NUMBER PLS NUMBER



1 IN. = 500 FT.



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