

From: Nan Chen <nchen@tha-consulting.com>
Sent: Wednesday, November 24, 2021 1:09 PM
To: Michael P. Daniels <mdaniels@greencovesprings.com>
Cc: Vicky Gagliano <vgagliano@tha-consulting.com>
Subject: RE: ITE Book

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Hi Michael,

Sorry for the delay in sending the shared parking analysis and write up.

Below is the narrative we wrote to explain the parking ratio for the 206 S. Orange site.

Based on the ITE 5th edition Parking Generation Manual and ULI 3rd edition Shared Parking book, we think it is reasonable to apply the average parking ratio using ITE's "Shopping Center – Non-December (Friday)" for general urban /suburban environment (2.61 spaces per 1,000 sq.ft) and ULI's "retail" (< 400,000 sq.ft) parking ratio (4.00 spaces per 1,000 sq.ft.). This gives us 3.30 spaces per 1,000 sq. ft. We recommend utilizing this ratio based on the following reasons:

- Based on ITE's land use category, 206 S. Orange site contains Dollar Tree and other land uses, and Dollar Tree falls under the Free-Standing Discount Store, and it requires a lower parking ratio compared to the Shopping Center. As per the City of Green Cove Springs' direction, there would be future opportunities to convert the Dollar Tree retail space and other land uses to other traditional retail use. As such, we recommended applying the higher Shopping Center ratio for this site.
- Shopping Center's peak parking demand usually occurs on weekends, especially Saturdays. However, in the City's downtown, most of the parking demands are generated by City and County employees. On weekends, most of the public parking resources are empty, which could provide overflow parking for the 206 S. Orange site.
- However, with the exception of the parking lot at Spring Park (which gets heavily utilized on the weekends), off-street public parking is limited to the 23-space lot at City Hall and parking on-street.
- In order to not overbuild parking, we recommended utilizing the Non-December Friday parking ratio.
- We would like to point out that the existing lot contains 55 parking spaces, of which a portion will be displaced due to the proposed new outparcels.

Attached you will find the shared parking analysis we did for the Prelude site and the questionnaire. Please let me know if you have any questions or comments.

We will be sending out the workshop meeting's invitation email and flyer next week.

Have a great Thanksgiving!
Nan

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