



PARKING MATTERS



Technical Report 4.1 PARKING DEMAND ESTIMATES FROM EXISTING AND FUTURE LAND USE

Prepared for the
Chatham County-Savannah Metropolitan Planning Commission
and the
City of Savannah Department of Mobility and Parking Services

September 2015



Prepared by
Nelson\Nygaard Consulting Associates in partnership with
Symbioscity | VHB | Carl Walker, Inc.

This page intentionally left blank for double-sided printing.

Technical Report 4.1

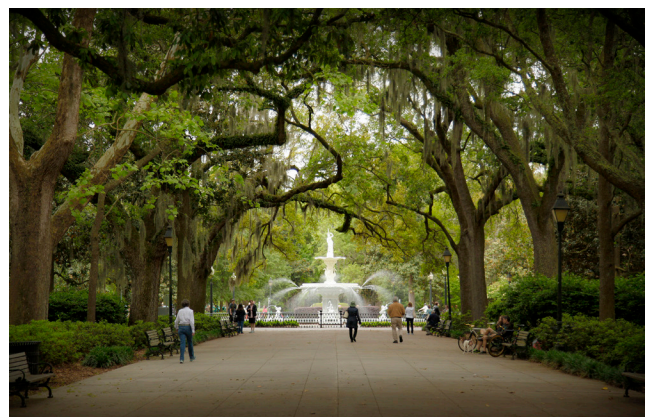
Parking Demand Estimates from Existing and Future Land Use

This report discusses the current and expected future land use profile for the Parking Matters study area. Its primary purpose is to estimate expected levels of parking demand as a function of land use patterns and to compare these to actual parking utilization, discussed in detail in Technical Report 3.1.

The report is divided into the following key sections:

1. Overview of Land Use Regulations and Current Parking Requirements
2. Existing Land Uses and Demand Levels with Actual Parking Utilization
3. Future Land Uses and Demand levels

Although expected demand is compared to actual use of existing facilities, this report does not propose recommendations or changes to current policies or regulations. These will be discussed in greater detail in Technical Report 9.1, Analyses and Evaluation of System-Wide Needs and Mobility Options.



Section 1

Overview of Land Use Regulations and Current Parking Requirements

Key Points

Zoning currently establishes parking requirements, though large parts of the Parking Matters study area are allowed to provide no parking with new development.

Changes over time have introduced a series of required levels.

Current efforts to update zoning have proposed different parking levels.

CURRENT ORDINANCE AND REQUIREMENTS

The City of Savannah's current zoning ordinance defines minimum requirements for off-street parking that new development is expected to provide. The ordinance was first adopted in 1960 and in many ways reflects the standard practices of the era, which accommodate vehicle parking demand by setting minimum levels of requirement for separate land uses. These requirements are generally based on observed peak levels of activity, and as with many zoning ordinances were intended to ensure that ample parking is available for uses and to protect certain community areas—especially neighborhoods that depend on street parking—from spillover parking that results from insufficient supply.

Parking requirements for selected uses are shown in the table on the following page. With many of these, the zoning ordinance authorizes the zoning administrator to approve exceptions or even overall levels of parking to be provided. However, most uses have a defined minimum requirement that applies in all zoning districts defined in the ordinance. The ordinance does not include provisions for sharing parking between uses or for uses to meet their minimum requirements through off-site locations (such as a remote lot) apart from locations directly across a public street from the principal use. It also requires individual minimum amounts to be met for land or buildings featuring combined (mixed) uses and does not allow a lesser number of spaces to be shared among different uses.

EXCEPTIONS TO PARKING REQUIREMENTS

The zoning ordinance does allow exemptions and sets special off-street parking requirements for certain zoning districts. Perhaps the most notable example is the Central Business (BC-1) district covering much of the Savannah Historic District, which exempts all uses from providing on-street parking. Uses in the Bayfront Business (B-B) district that area also within the historic district are exempted as well.

CURRENT ZONING ORDINANCE: PARKING REQUIREMENTS FOR SELECTED USES

Land Use Type	Minimum Requirements
Single-Family Residential (detached and semi-detached)	2 spaces per unit
Multifamily - Studio	1.25 spaces per unit
Multifamily - One Bedroom	1.5 spaces per unit
Multifamily - Two Bedroom	1.75 spaces per unit
Multifamily - Three or More Bedrooms	2 spaces per unit
Hotel/Motel	1 space per room
Rooming house or Boardinghouse (includes bed and breakfast)	1 space per rented room plus one space for owner/manager
Senior Citizen Housing	1 space per 2 rooms plus one space per 2 employees
Hospital	1 space per 2 beds plus 1 space per doctor and 1 space per 3 non-doctor employees
Nursing Homes	0.5 spaces per bed
Medical Office	1 space per 175 SF or 3 spaces for each doctor, whichever is greater
Elementary/High School	1 space per 2 employees plus adequate parking for students
College/Technical School	1 space for each 3 full-time students plus 1 space per 2 employees
Libraries, Art Galleries and Museums	1 space for each 400 square feet of public floor area
Day Care Centers/Nurseries	1 space for each 2 employees
Banks/Financial Office	1 space per 175 SF plus 4 spaces per drive-in window
General Office	1 space per 200 SF
Food Retail	1 space per 200 SF
Personal service retail (barbershops, laundry/dry cleaning, beauty shops, etc.)	1 space per 200 SF
General merchandise and clothing retail	1 space per 250 SF
Fast-Food Restaurant	1 space per 200 SF plus 1 space per 4 seats
Sit-Down Restaurant	1 space per 4 seats for patron use

As shown in the map on Pages 12 and 13, this covers a substantial portion of the Parking Matters study area, and generally the part of the city with the greatest level of time restriction and pricing on on-street parking spaces.

NEW ZONING ORDINANCE (NEWZO)

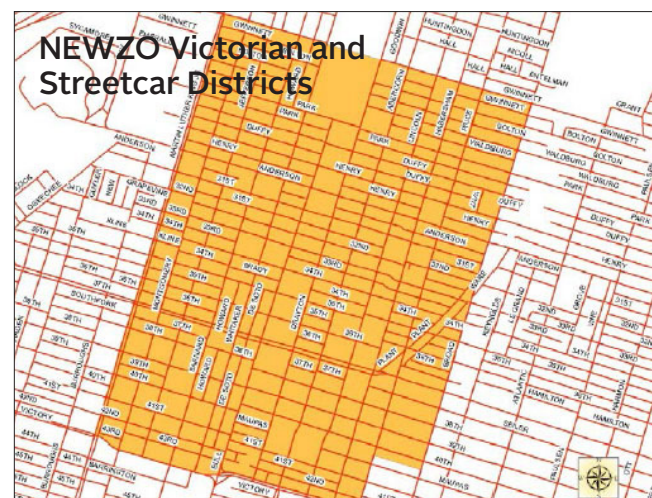
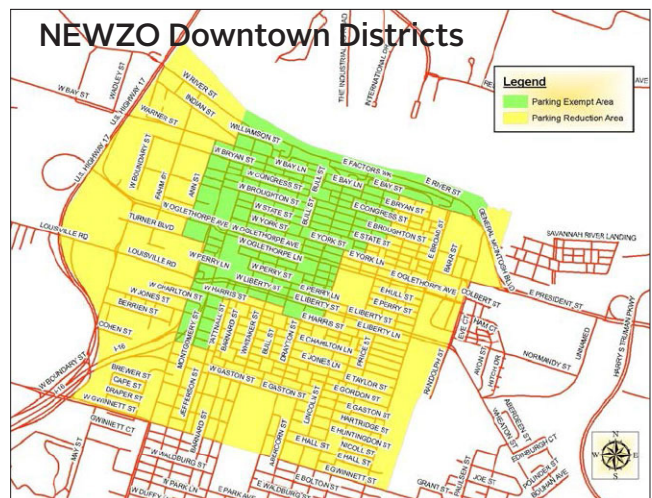
The City of Savannah has been working toward creation and adoption of a new zoning ordinance (colloquially referred to, along with a parallel ordinance to govern unincorporated Chatham County, as the New Zoning Ordinances or NewZO). This has proposed new minimum requirements in many zoning districts, with several districts changing the requirements to reduce overall parking being provided; however, in some instances (notably churches) these requirements have been increased. Refer to the table on the following page for changes that would be proposed in selected uses.

NewZO has adapted the current ordinance's treatment of downtown and the historic district with a special set of provisions on parking requirements. As shown in the map to the lower right, this includes two primary zones: one allowing parking exemptions (similar to the current B-C-1 and B-B zoning districts) and a larger area, generally coterminous with the Savannah Historic District boundaries and also extending west to Interstate 16 and US 17, that allows parking reduction for certain uses. These reductions are allowed based on general use, with non-college educational, lodging and office uses allowed a 25 percent reduction; restaurants and indoor entertainment allowed 40 percent; and colleges, churches and clothing retail allowed 50 percent. The first 5,000 square feet of general retail would be allowed a 60 percent reduction and residential units are required to reduce parking levels but still meet a minimum of one space per unit.

A similar set of reductions is allowed for the Victorian and Streetcar districts, which together with the downtown districts constitute the entirety of the Parking Matters study area. Reduction levels are not

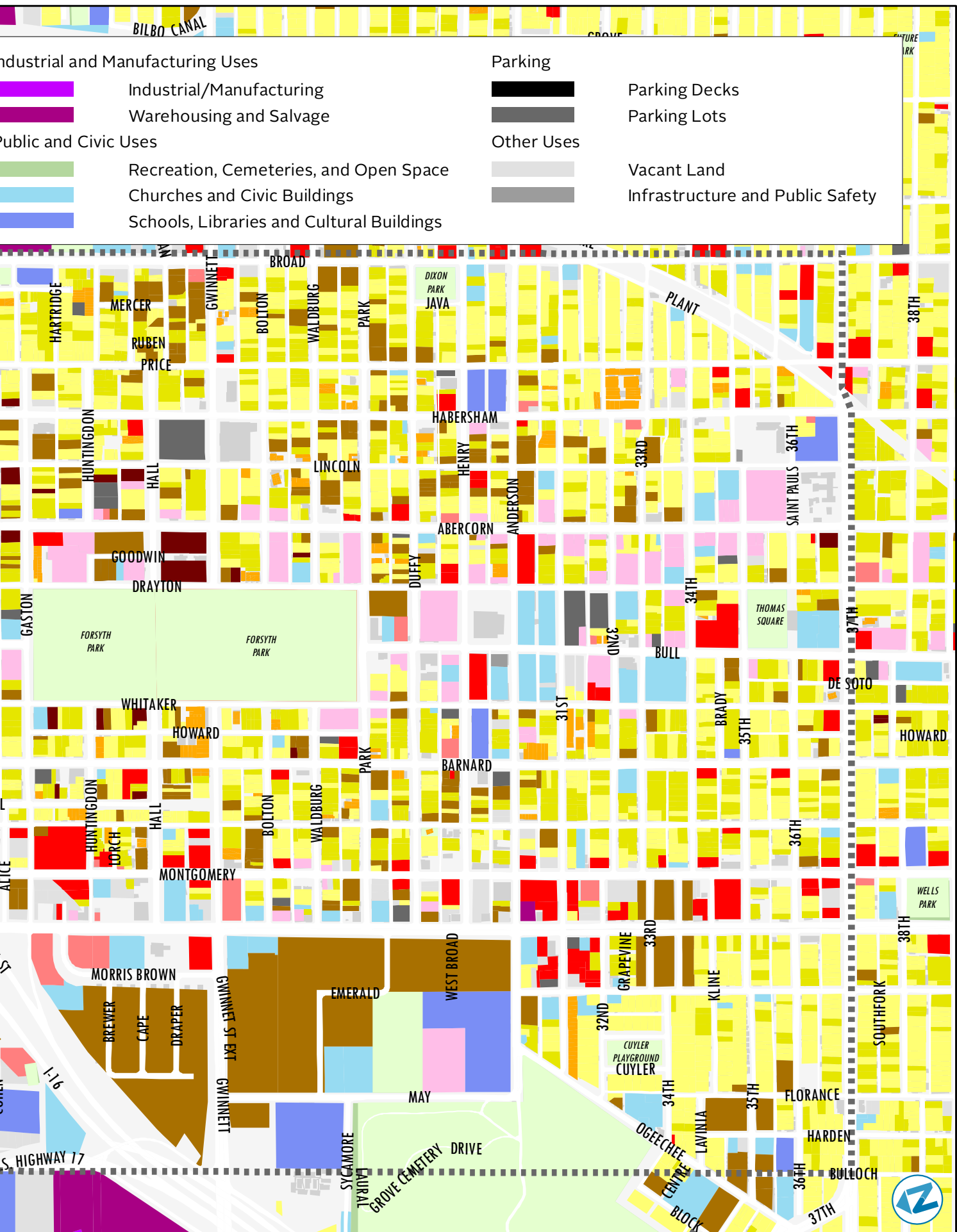
as permissive as they are in the downtown districts, but still allow 25 percent fewer spaces for educational uses (including college), restaurants and bars, lodging and offices. Retail and places of worship are allowed 50 percent reductions in their required parking.

Also importantly, the current NewZO draft also introduces flexibility for accommodating change in use of buildings, and important element for addressing the special character and needs of the historic district. Uses are given credit off of their required parking from the amount of parking that a previous use would have required, whether or not this was actually provided previously.



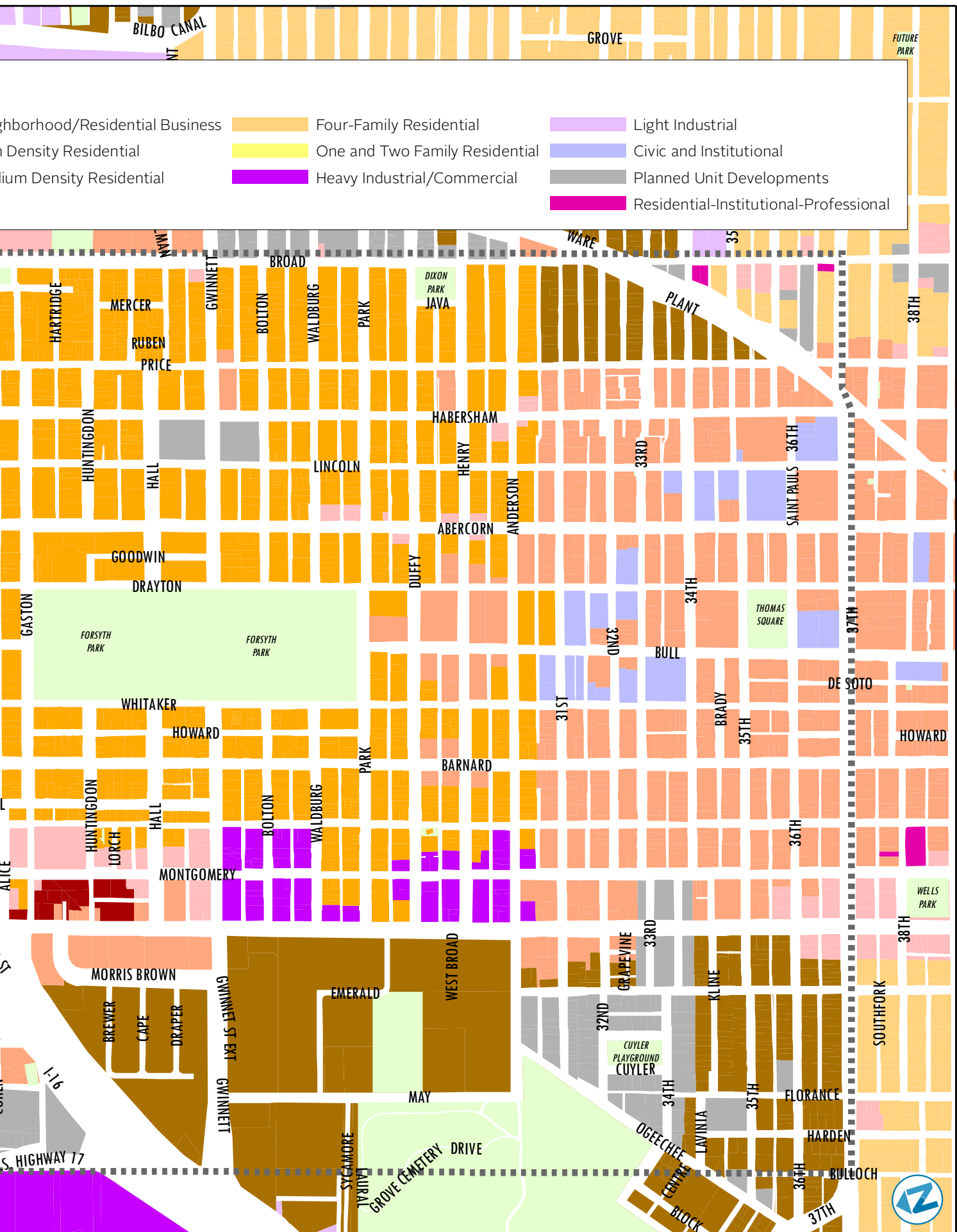
NEWZO: PROPOSED PARKING REQUIREMENTS FOR SELECTED USES

Land Use Type	CURRENT Minimum Requirements	NEWZO Minimum Requirements
Single-Family Residential (detached and semi-detached)	2 spaces per unit	2 spaces per unit
Multifamily - Studio	1.25 spaces per unit	1.25 spaces per unit
Multifamily - One Bedroom	1.5 spaces per unit	1.5 spaces per unit
Multifamily - Two Bedroom	1.75 spaces per unit	1.75 spaces per unit
Multifamily - Three or More Bedrooms	2 spaces per unit	2 spaces per unit
Hotel/Motel	1 space per room	1 space per room
Short-Term Residential Rental	not defined as a specific use	1 space per 2 bedrooms
Hospital	1 space per 2 beds plus 1 space per doctor and 1 space per 3 non-doctor employees	1 space per 2 beds plus 1 space per employee
Medical Office	1 space per 175 SF or 3 spaces for each doctor, whichever is greater	1 space per 200 SF
Elementary/High School	1 space per 2 employees plus adequate parking for students	1 space per classroom plus 1 space per 300 SF of office
Church	1 space per 8 seats in sanctuary	1 space per 5 seats in sanctuary
Libraries, Art Galleries and Museums	1 space for each 400 square feet of public floor area	1 space for each 400 square feet of public floor area
Day Care Centers/Nurseries	1 space for each 2 employees	1 space per employee
Banks/Financial Office	1 space per 175 SF plus 4 spaces per drive-in window	1 space per 200 SF
General Office	1 space per 200 SF	1 space per 300 SF
Food Retail	1 space per 200 SF	1 space per 250 SF
Personal service retail (barbershops, laundry/dry cleaning, beauty shops, etc.)	1 space per 200 SF	Some uses retail 1 per 200 SF; others require 1 space per 150 SF
General merchandise and clothing retail	1 space per 250 SF	1 space per 250 SF; 1 space per 225 SF for clothing/apparel
Fast-Food Restaurant	1 space per 200 SF plus 1 space per 4 seats	1 space per 100 SF
Sit-Down Restaurant	1 space per 4 seats for patron use	

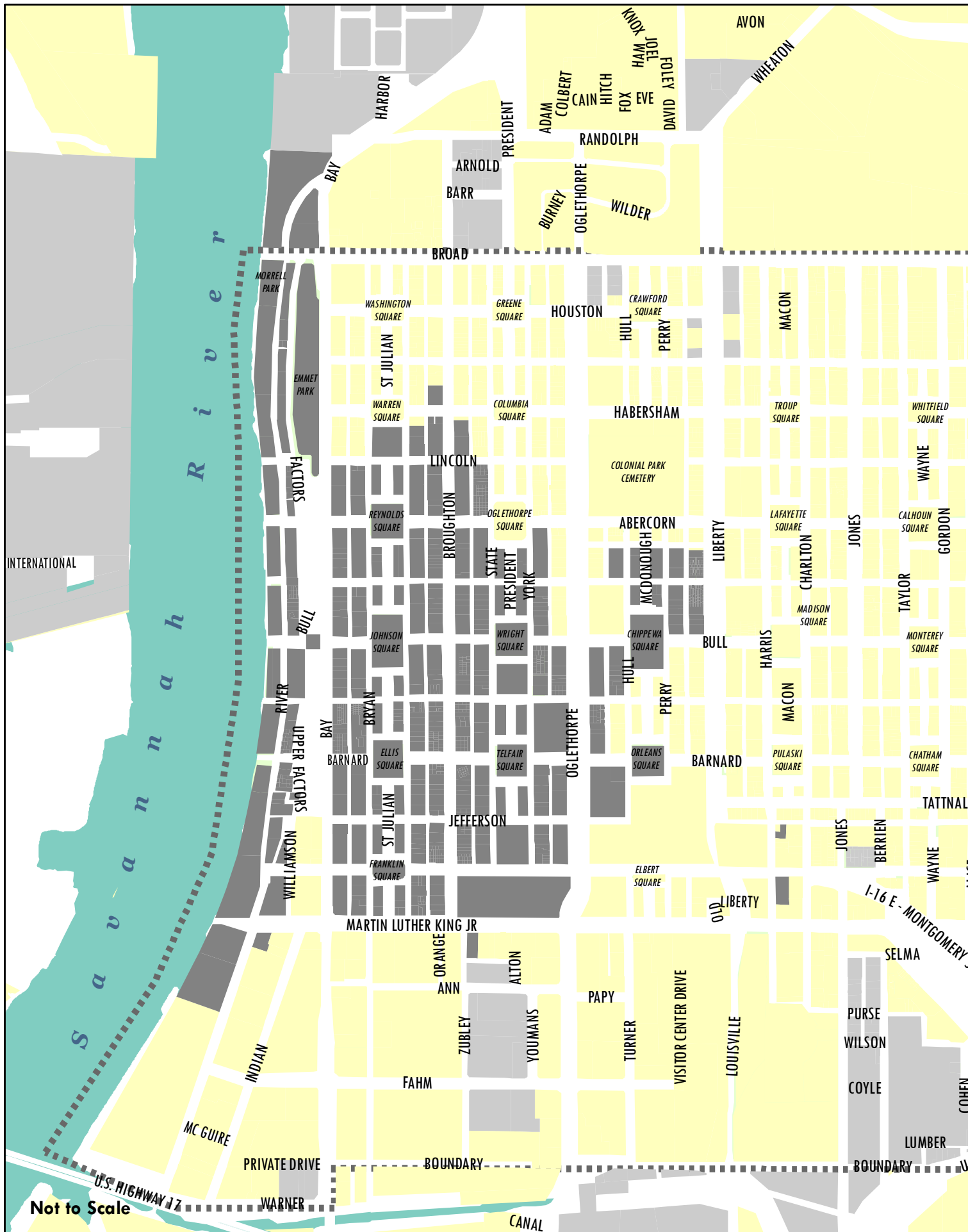


Source: SAGIS; MPC; City of Savannah







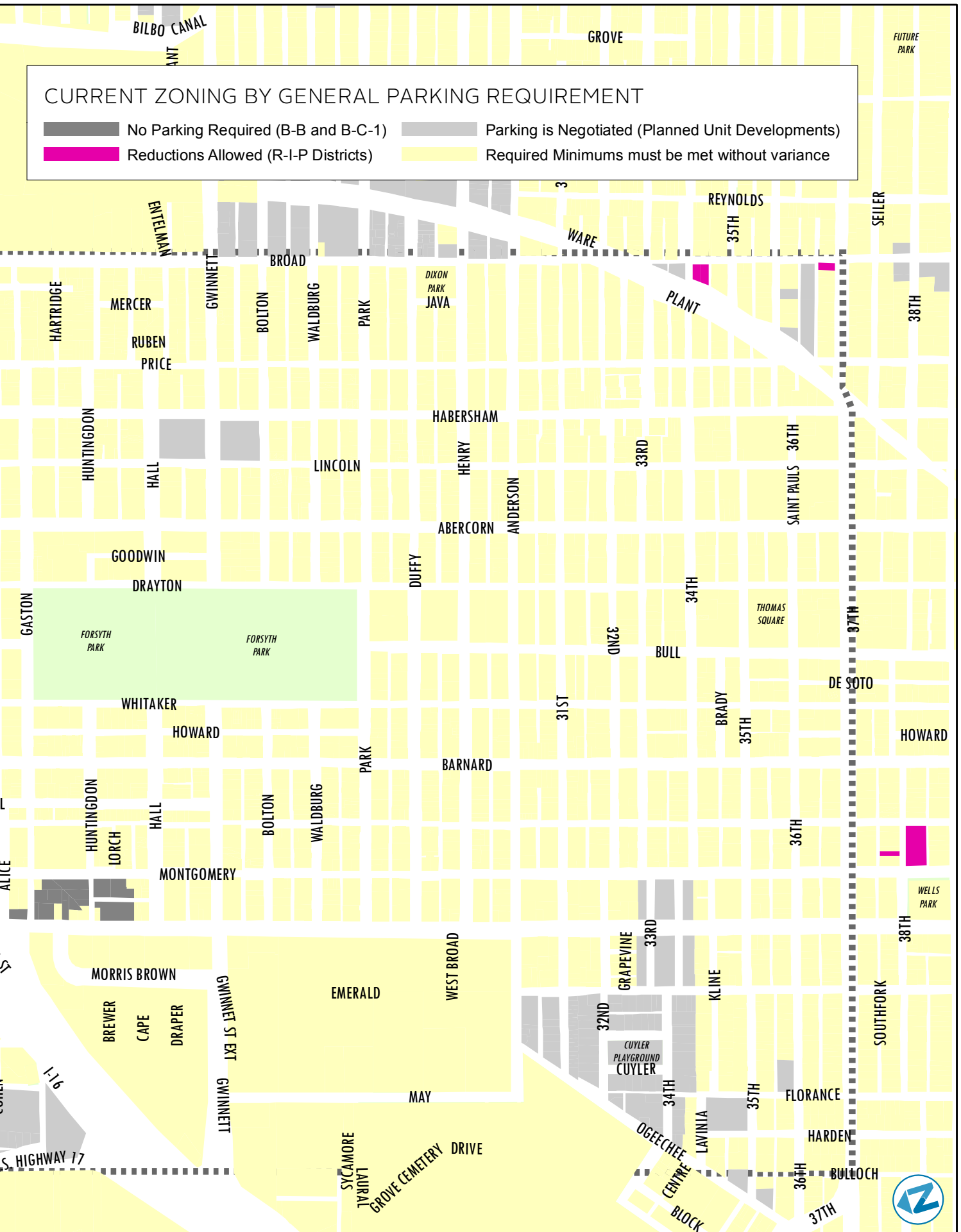


Source: SAGIS; MPC; City of Savannah



CURRENT ZONING BY GENERAL PARKING REQUIREMENT

-  No Parking Required (B-B and B-C-1)
-  Parking is Negotiated (Planned Unit Developments)
-  Reductions Allowed (R-I-P Districts)
-  Required Minimums must be met without variance



Source: SAGIS; MPC; City of Savannah

Section 2

Existing Land Uses and Demand Levels

Key Points

The Parking Matters study area is divided into five subareas based on public and stakeholder feedback and the team's observation of potential for complementary uses to share parking.

Demand levels are estimated both for unshared parking (an amount provided exclusive to each use) as well as shared parking.

Shared parking levels are compared to actual observed parking utilization (discussed in Technical Report 3.1) to test how well parking requirements may reflect current use patterns.

The Parking Matters study area covers a large portion of central Savannah, bounded generally by the Savannah River on the north, Boundary Street on the west, 37th Street on the south and East Broad Street on the east. This area covers Savannah's central business district, Forsyth Park, and primarily residential neighborhoods south of Gaston Street. It also covers most facilities owned and operated by the Savannah College of Art and Design (SCAD) as well as the Coastal Georgia Center and Savannah Civic Center. Overall, the area includes the following land use components and intensities:

ANALYSIS METHODOLOGY

This land use and demand analysis relied on property use and tax roll data from the Chatham County Board of Assessors to determine a primary use and amount of building space for each of the study area's parcels. The Parking Matters team calculated an overall amount of land use intensity (e.g. residential units, square footage of non-residential uses, etc.) for each major use category.

It is important to note that the property records provided do not use a consistent method for capturing multiple land uses on one given parcel, a common feature of downtowns in general and major parts of the Parking Matters study area. The records generally defined a separate category and square footage for each principal use in a building or on a single property, allowing the study team to aggregate use categories by district and use the combined totals for each major land use as the basis for estimating parking demand.

However, some other records assigned multiple uses into a single category, while others generally used a miscellaneous category for these kinds of properties or even for properties featuring single uses. The study team reviewed this data and reassigned the amounts of building space into appropriate categories based on local knowledge.

The team applied these land use program amounts to two separate calculation methodologies. The first

of these, based on the Institute for Transportation Engineers Parking Generation Manual, calculated demand for all individual uses in each district per peak levels of activity and demand; this also assumes that parking is not shared between uses and is provided for each individual use as needed. The second methodology, based on the Urban Land Institute's Shared Parking research and analysis, is intended to calculate both for overall parking when sharing of spaces occurs, recognizing that different peak periods for individual land uses may occur at different times of the day and allow a common supply of spaces to be shared over an entire area.

DEFINITION OF SUBAREAS

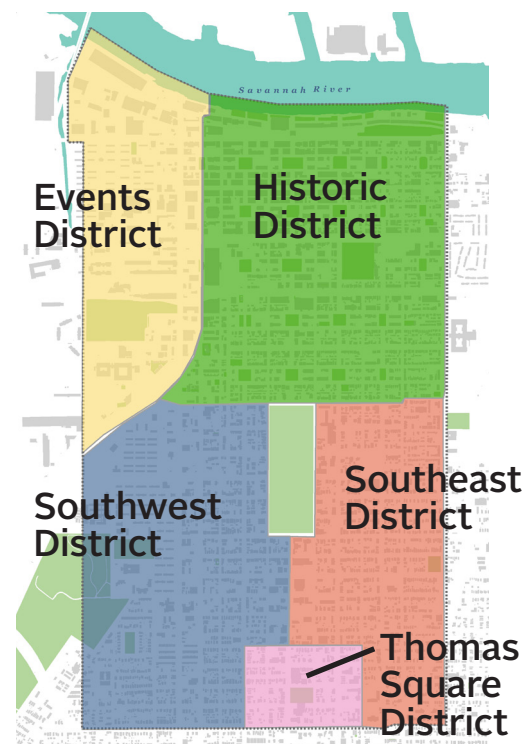
To be sure, however, the Parking Matters study area is extensive and the plausibility of sharing parking over such a large district is limited by distances between uses. For analysis purposes, the Parking Matters study team divided this overall area into five subareas. These were defined primarily from an understanding of issues and challenges drawn from public and stakeholder comments, though the team also sought to define areas based on general land use mix and where complementary uses were most likely to generate particular patterns of travel behavior and parking. These are defined in the following sections and illustrated on the map to the right.

Historic District

This area includes Savannah's core office and retail district but also entertainment-focused areas such as City Market and River Street. It includes all of the Historic District's Oglethorpe Plan squares and extends as far south as Gaston Street (the northern edge of Forsyth Park).

Events District

Located primarily to the west of Martin Luther King, Jr. Boulevard, this area includes the Coastal Georgia Center and several hotels. It also includes a small district along the Savannah River along Indian Street where potential new development has been discussed.



Southeast District

This is the area south of Gaston Street and east of Bull Street. Although it is primarily residential in nature, it does also include retail and office uses.

Southwest District

This is the area south of Gaston Street and west of Bull Street. It is a primarily residential district, though contains a larger concentration of retail uses than any of the other districts except the Historic District and small but significant amounts of office and restaurant uses.

Thomas Square District

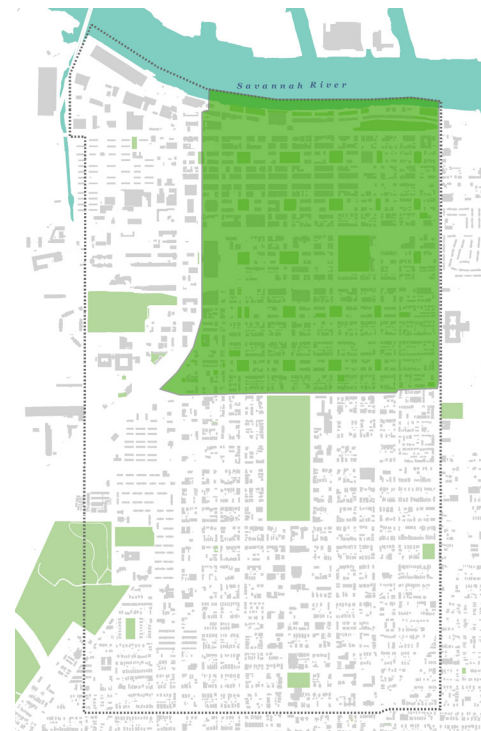
This includes Thomas Square in the south of the study area as well as the neighborhood immediately around it. This area has changed considerably in recent years with SCAD's acquisition and opening of Arnold Hall as an academic facility. While it already included a small commercial district adjacent to the square, the expansion of SCAD use into the district is expected to add more demand for non-residential uses and increased parking activity.

HISTORIC DISTRICT

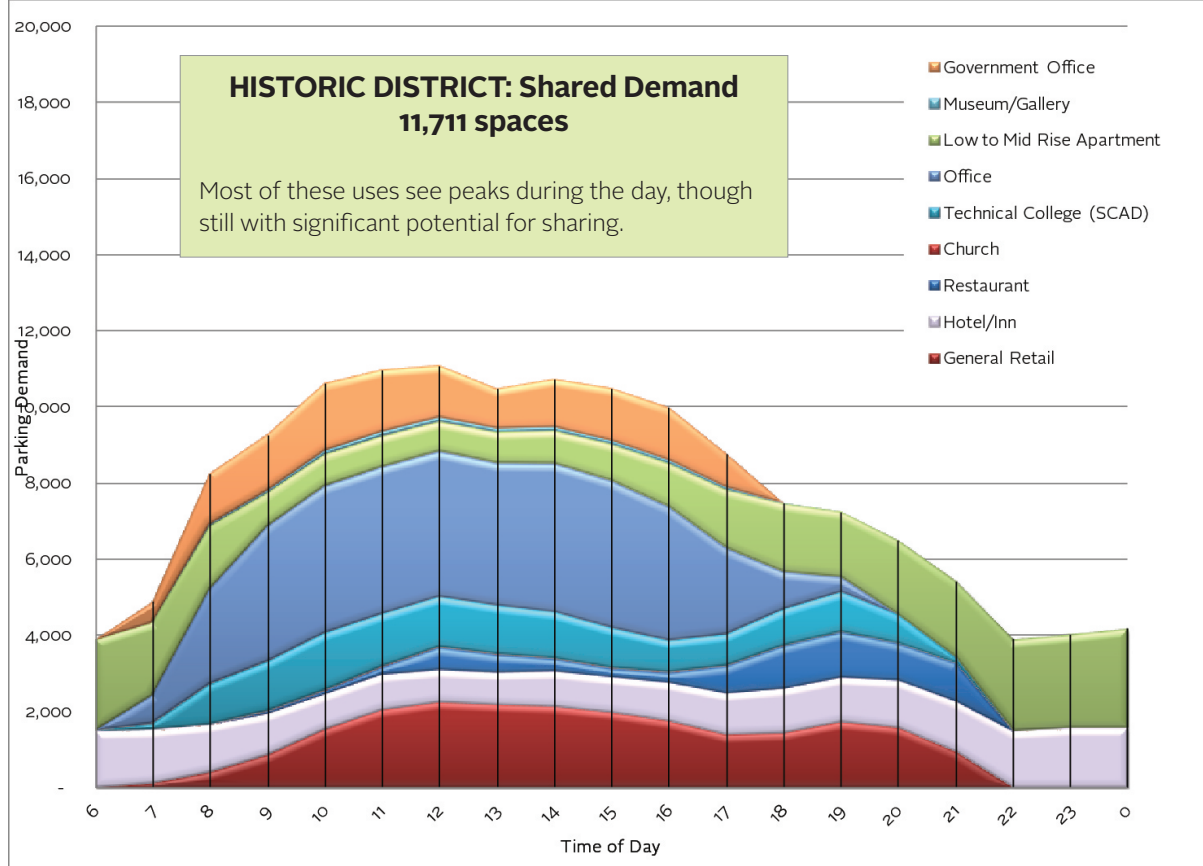
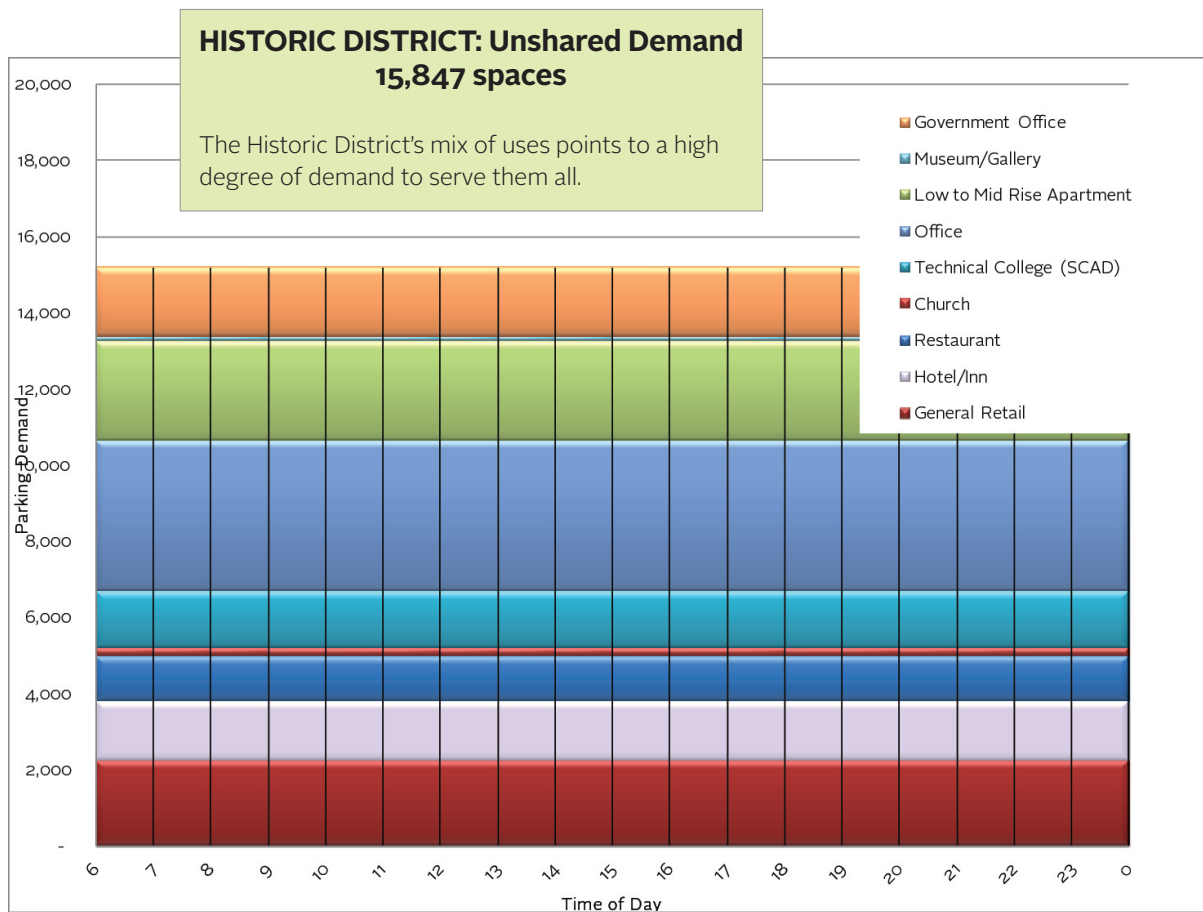
As discussed previously, the Historic District area includes most of Savannah's designated National Historic Landmark District (bounded by Martin Luther King, Jr. Boulevard, East Broad Street, the Savannah River and Gwinnett Street). Within this area is the primary business district of the city, with over 2 million square feet of office space and nearly 1 million square feet of retail space. This is also a major location for SCAD facilities, with many of the administrative buildings for the college located here.

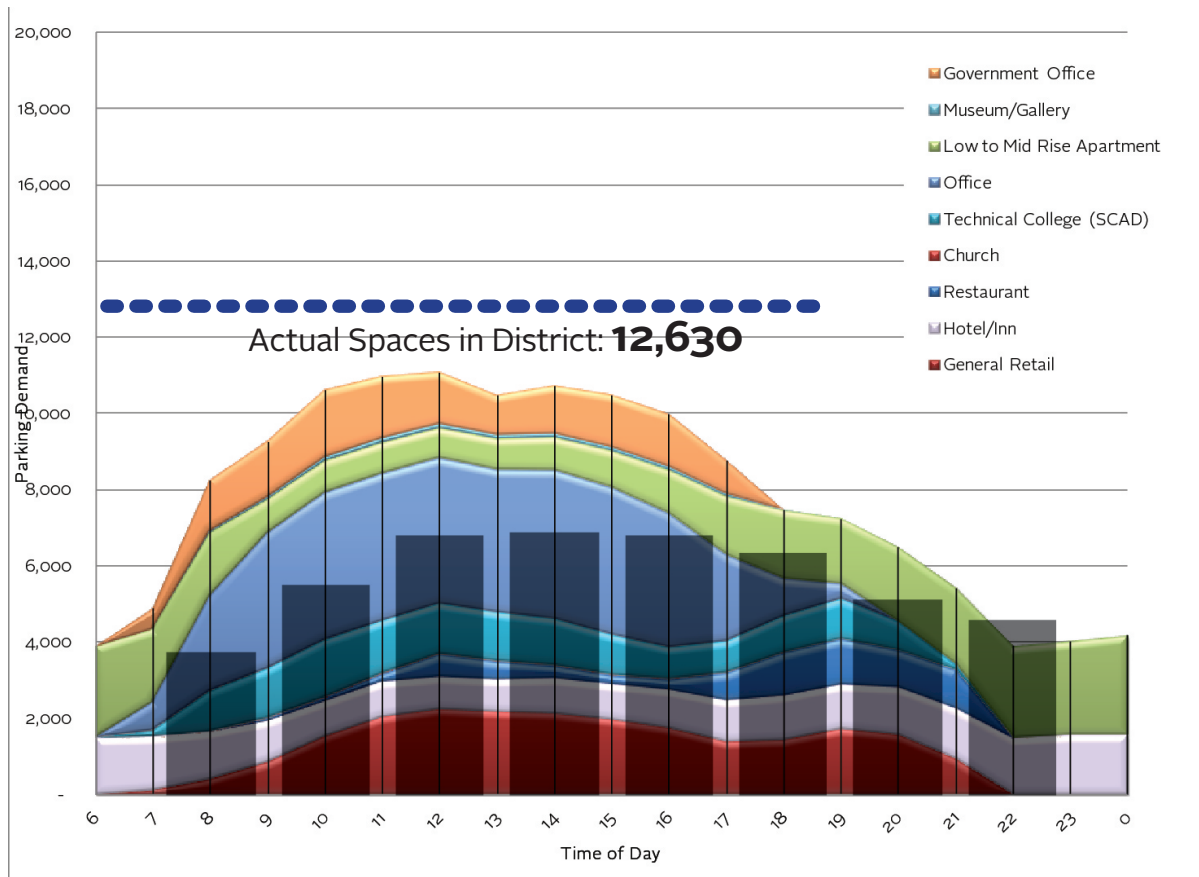
The district features the study area's greatest intensities of land uses, but also the greatest mix, with significant amounts of each of the major land use categories for which parking demand is estimated. For this reason, the study team assumed that parking ratios were generally less than those required in conventional zoning districts. This is driven by a general assumption that a higher degree of walking trips within the area meets overall travel demand than in more single-use-oriented districts, a concept referred to in transportation planning and engineering as internal capture. This assumption in turn is supported by feedback from visitors and residents, who express a strong desire to be able to walk short distances to reach destinations.

Diagrams on the following page illustrate the potential of these different uses to share parking spaces and lower the overall amount of parking needed in the Historic District, with a difference of over 4,000 spaces between estimated demand for non-shared parking and shared parking.



HISTORIC DISTRICT: PRIMARY LAND USES AND ASSUMED ACTIVITY		
Land Use Type	Intensity	Assumed Parking Ratio
Single-Family Residential	695 units	none (self-parked)
Condo	964 units	1 space per unit
Other Multi-Family	1,653 units	1 space per unit
Retail	922,895 SF	2.5 spaces per 1,000 SF
Office	2,176,105 SF	2.75 spaces per 1,000 SF
Hotel	2,460 rooms	0.67 spaces per room
Restaurant	472,643 SF	2.5 spaces per 1,000 SF
SCAD student population*	3,000 students	0.5 spaces per student
Museum/Gallery	115,000 SF	1 space per 1,000 SF
Church	60,000 SF	3.8 spaces per 1,000 SF





Comparison to Actual Utilization

When comparing the level of potential shared parking demand in the Historic District to actual utilization, using figures discussed in Technical Memorandum 3.1, actual parking activity levels are lower throughout most of the day. There is a significant gap between estimated demand and actual use during the middle of the day, although this gap narrows into the evening to a point where parking activity exceeds estimated shared demand from 9 to 11 PM. This is likely due to the Historic District's concentration of

entertainment land uses that may extend the high-demand time periods of land uses generally classified as restaurants.

Nonetheless, there is still a difference between this amount and the maximum total amount of parking available in the Historic District. The district contains all five of the City of Savannah-owned garage facilities as well as numerous lots (accounting for nearly 3,000 spaces) and on-street facilities (another 7,000 spaces).

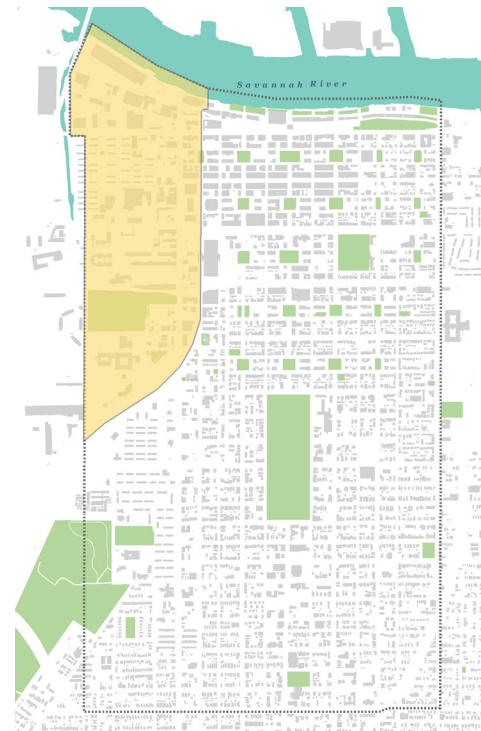
EVENTS DISTRICT

The Events District is located immediately to the west of the Historic District and generally includes the portion of the study area north of Interstate 16 and west of Montgomery Street. This area includes the Coastal Georgia Center, SCAD Museum and major SCAD residential facilities, and several restaurants and hotels.

This district also includes a small but significant area of historically light industrial and warehousing uses along the Savannah River and north of Bay Street, centered on Indian Street. However, this area has undergone (and continues to undergo) major change in use, with SCAD recently opening facilities and new retail businesses opening on Indian Street.

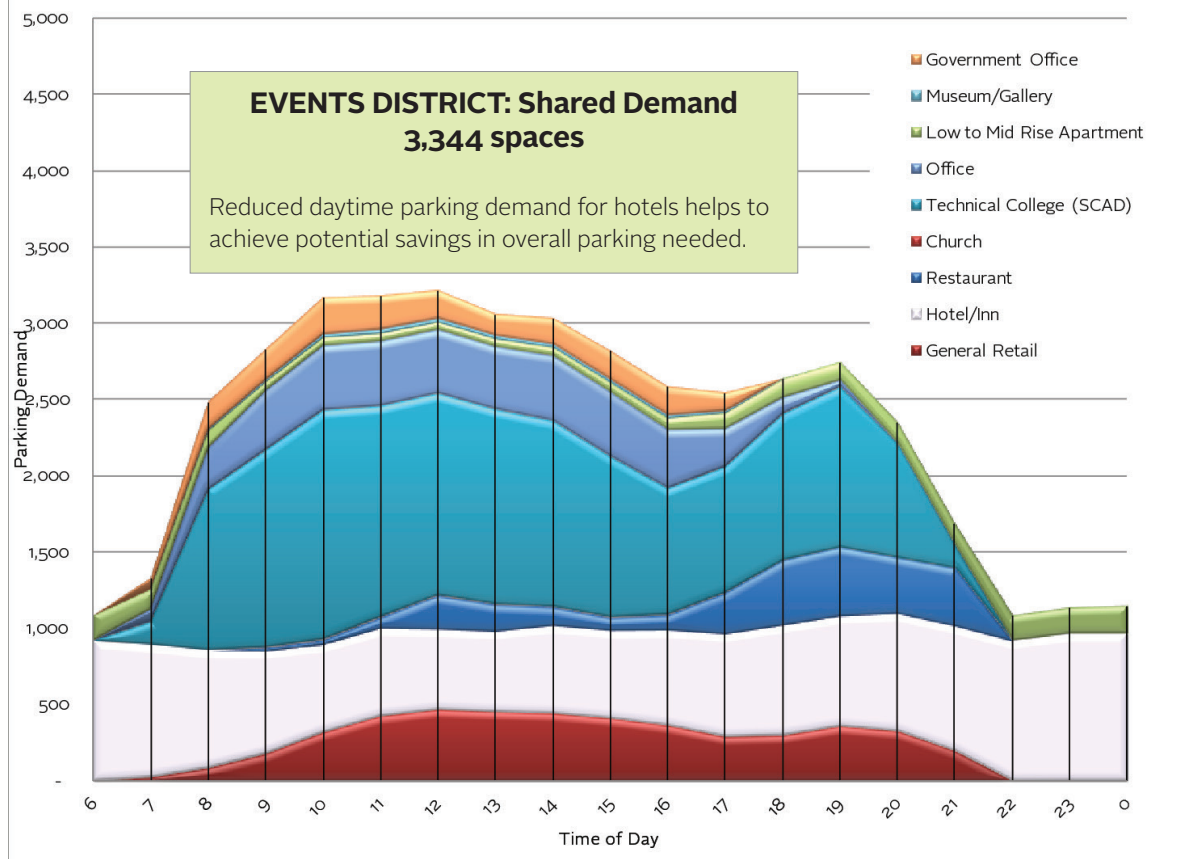
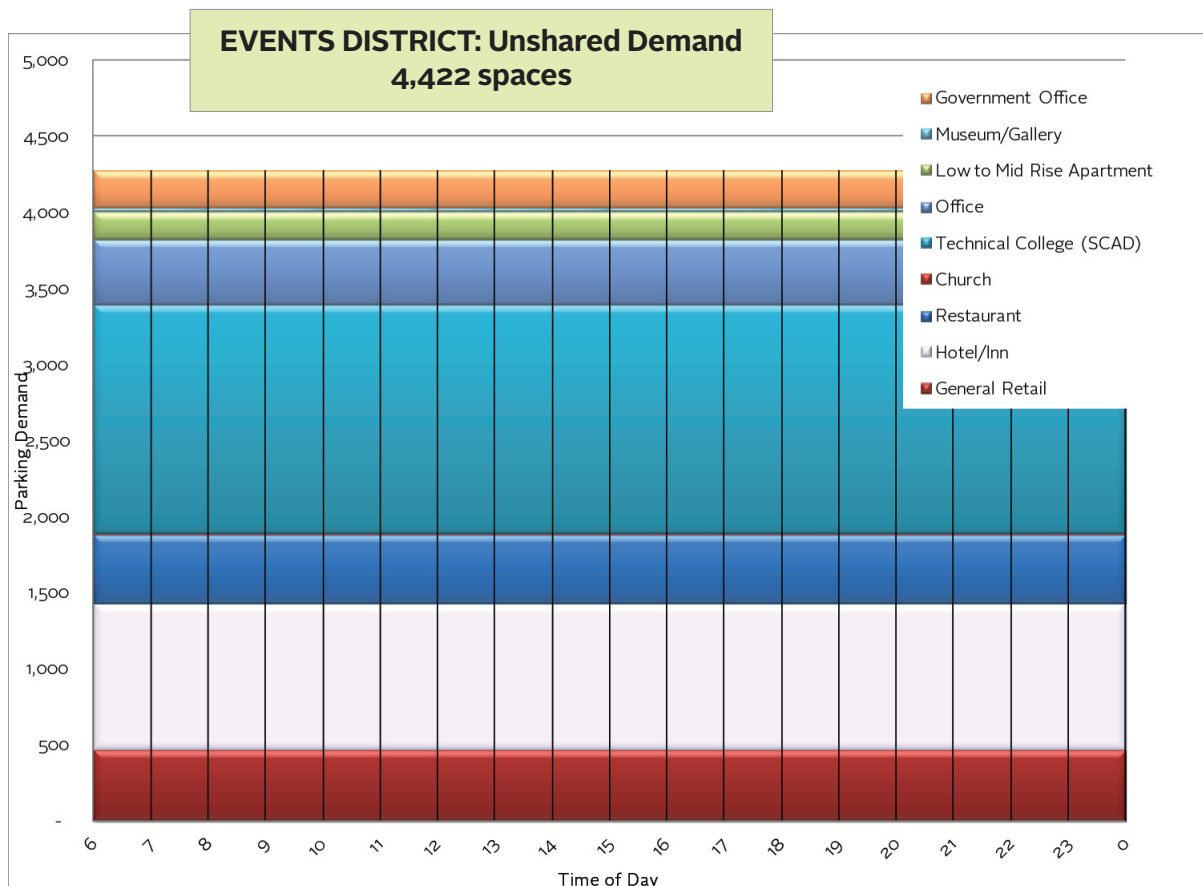
As the Events District is increasingly offering a mix of land uses that mirrors the Historic District and hotels have expanded into this area, the parking demand analysis assumed similar rates to those used for the Historic District—and these are lower than those currently suggested in the minimum requirements of the current City of Savannah zoning ordinance.

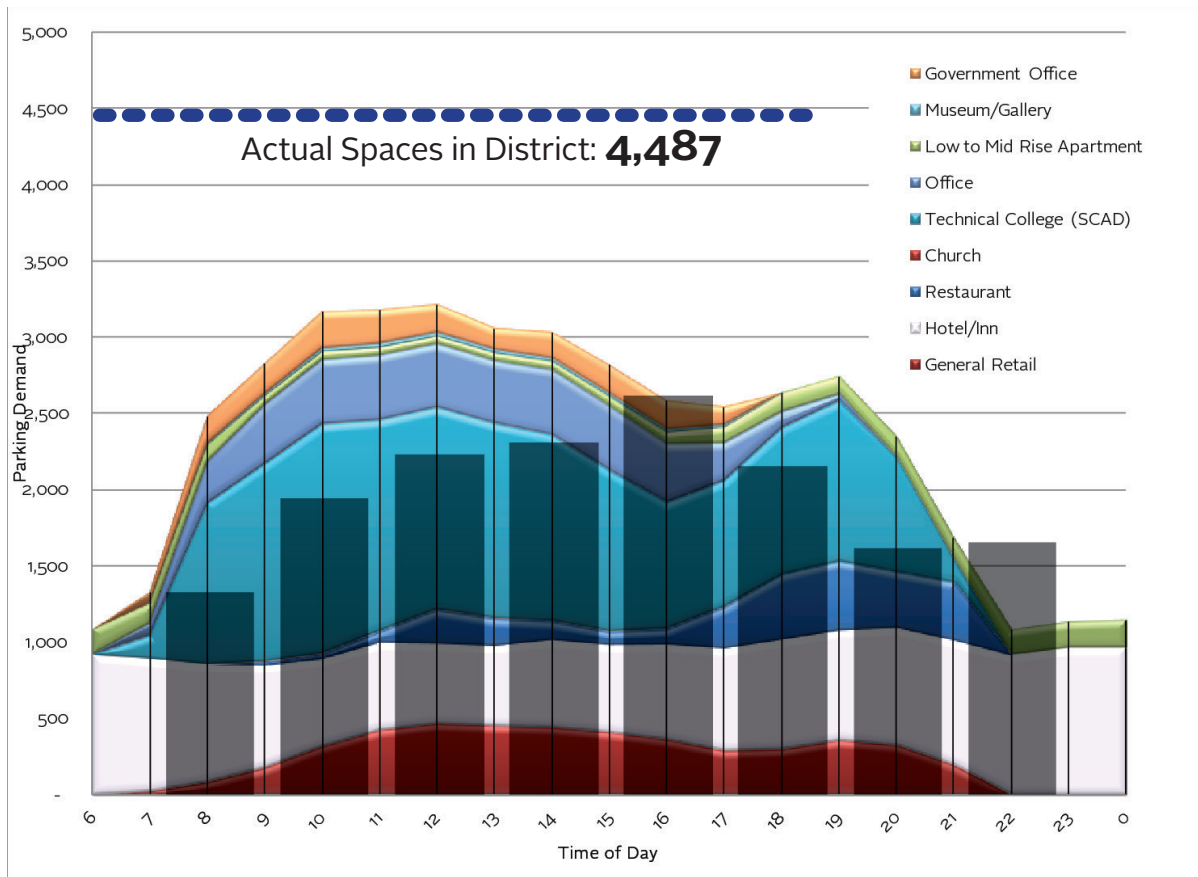
The diagrams on the following page illustrate how these estimated levels of demand compare between shared and unshared parking.



EVENTS DISTRICT: PRIMARY LAND USES AND ASSUMED ACTIVITY

Land Use Type	Intensity	Assumed Parking Ratio
Single-Family Residential	10 units	none (self-parked)
Condo	48 units	1 space per unit
Other Multi-Family	133 units	1 space per unit
Retail	191,720 SF	2.5 spaces per 1,000 SF
Office	281,704 SF	2.75 spaces per 1,000 SF
Hotel	1,500 rooms	0.67 spaces per room
Restaurant	179,400 SF	2.5 spaces per 1,000 SF
SCAD student population*	3,000 students	0.5 spaces per student
Museum/Gallery	95,000 SF	1 space per 1,000 SF
Church	2,900 SF	3.8 spaces per 1,000 SF
Warehouse	305,000 SF	0.4 spaces per 1,000 SF





Comparison to Actual Utilization

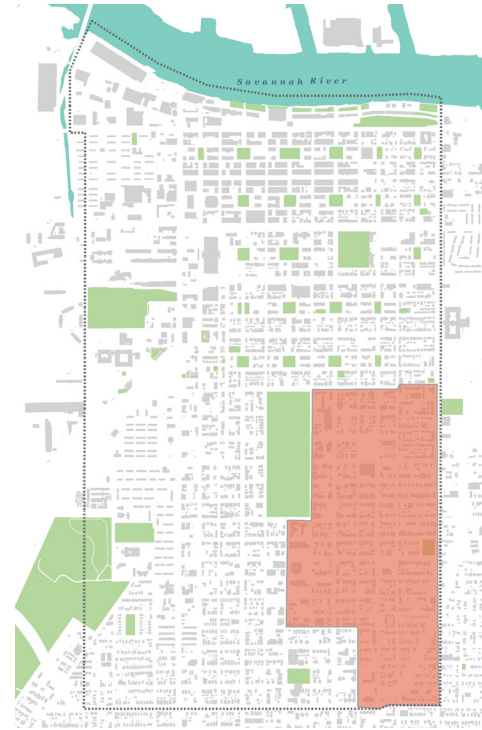
When comparing the level of potential shared parking demand in the Events District to actual utilization, actual parking activity levels are lower throughout most of the day, with the only time they match or even exceed these levels in the last hours of the business day (3 to 5 PM) and in the late evening (9 to 11 PM). This may occur for multiple reasons that have been suggested during the study's stakeholder and public discussions: the late afternoon period is a time when SCAD facilities may draw students wishing to park, the district is adjacent to (and increasingly home to) numerous restaurants where employees may look to find nearby available parking, and visitor-oriented uses may be drawing guests. It is also possible, based on input from members of the public and area stakeholders, that parking activity increases during this time because it is the last two hours of enforcing

on-street regulations, and any of the users mentioned above may be drawn to on-street locations in this district due to their proximity to attractions in the Historic District such as City Market, Ellis Square, and the Savannah Civic Center.

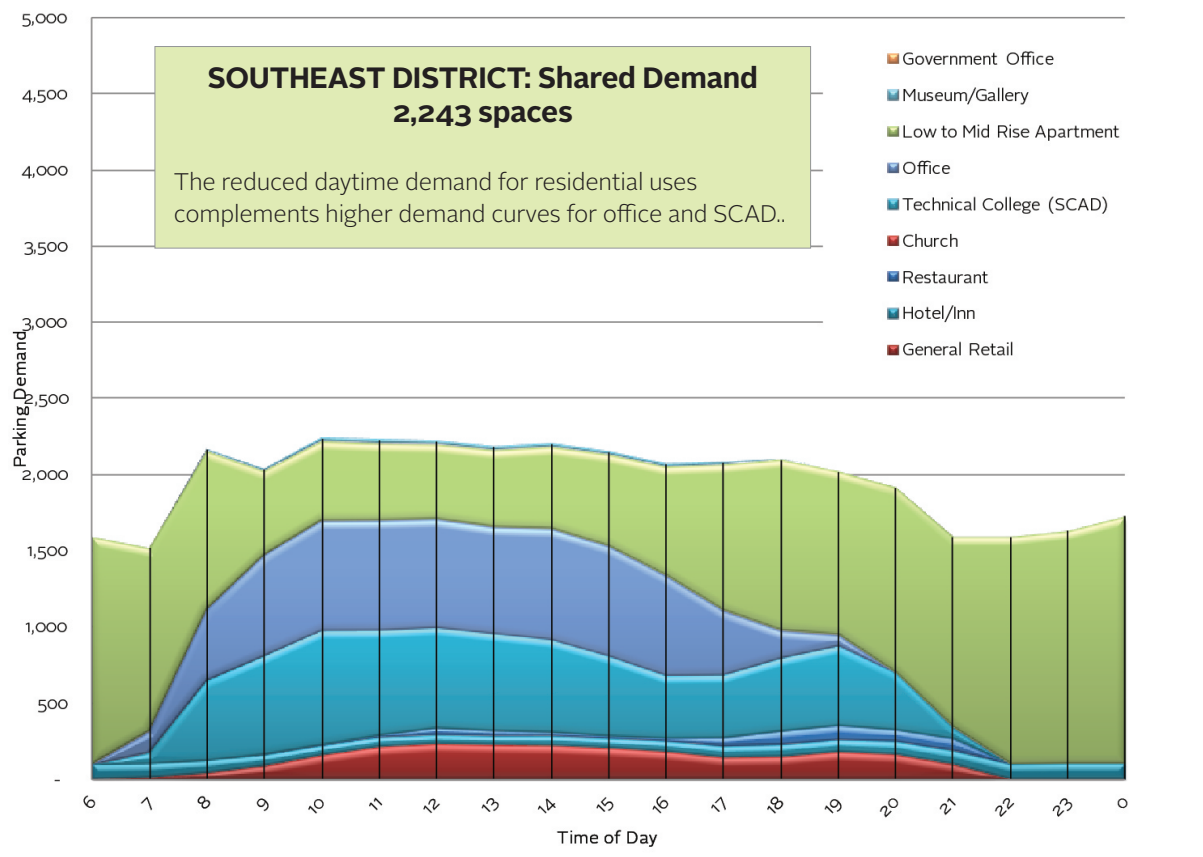
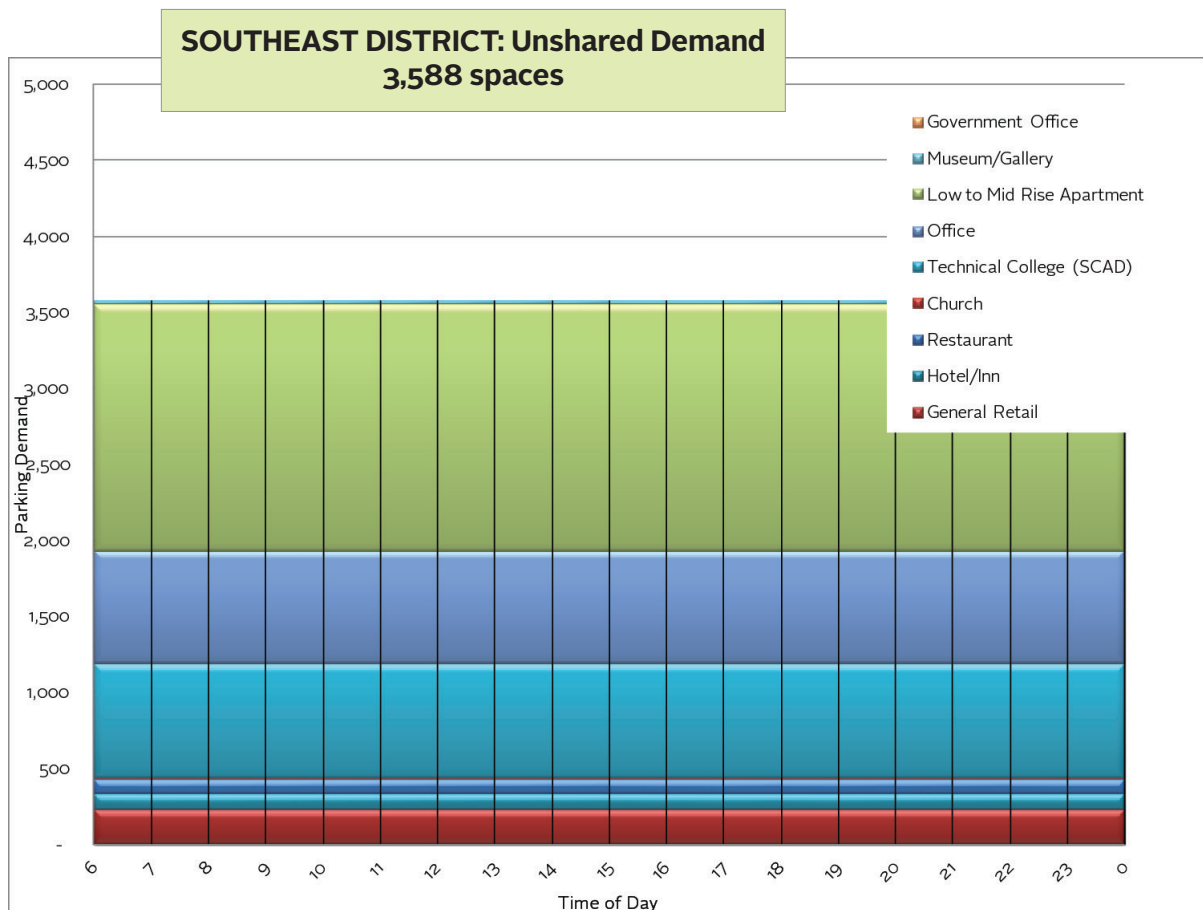
However, actual use and demand in this district are still below the total number of spaces available.

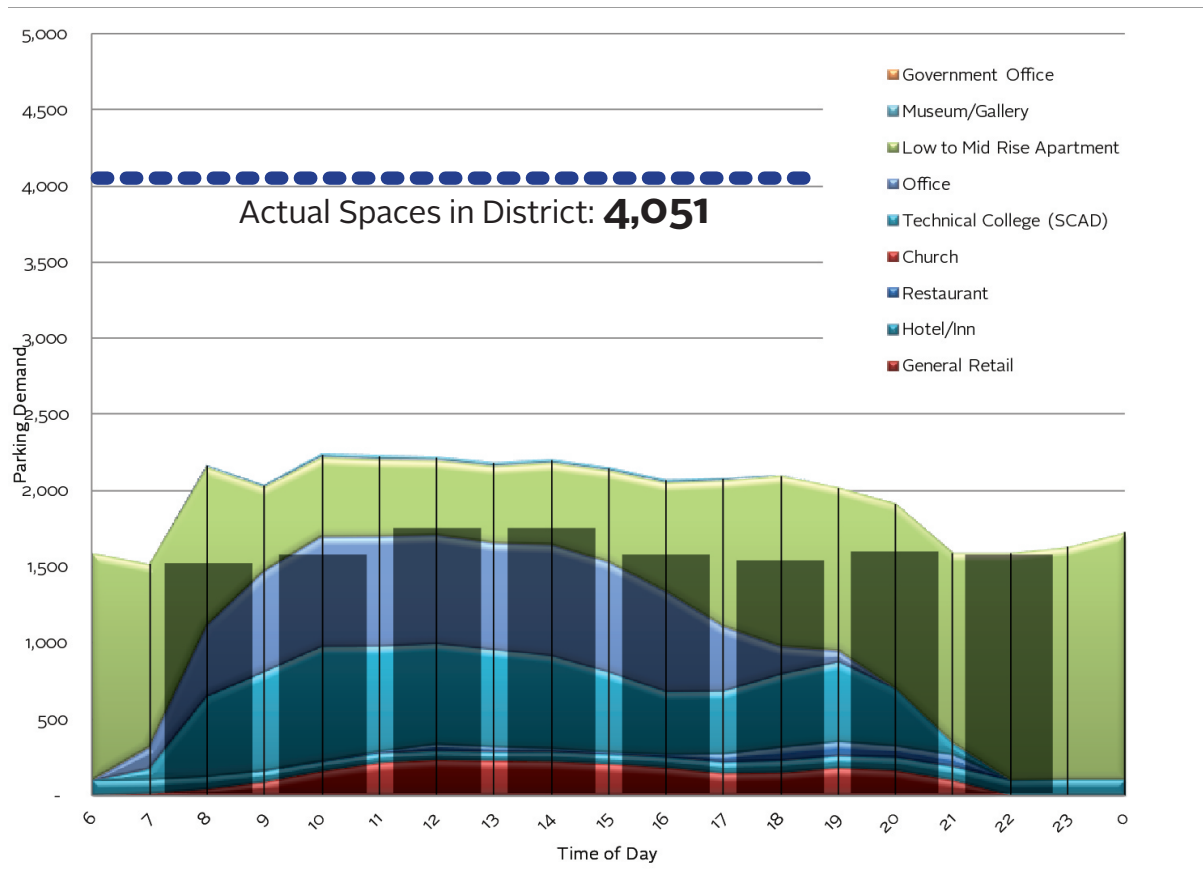
SOUTHEAST DISTRICT

The portion of the study area south of Gaston Street and not within the Thomas Square district was divided into two sections (along Bull Street) to set a more reasonable boundary for potential sharing of parking facilities. The eastern half of this area, termed the Southeast District in this parking demand analysis, is primarily residential but includes a larger amount of office space than any other district outside of the Historic District and the study area's only supermarket (the Kroger on Gwinnett Street) and a substantial number of lodging and restaurant uses. Lodging in this area features many bed and breakfast uses, and the degree to which these businesses provide their own off-street parking varies.



SOUTHEAST DISTRICT: PRIMARY LAND USES AND ASSUMED ACTIVITY		
Land Use Type	Intensity	Assumed Parking Ratio
Single-Family Residential	563 units	none (self-parked)
Condo	202 units	1 space per unit
Other Multi-Family	1,417 units	1 space per unit
Retail	95,027 SF	3.5 spaces per 1,000 SF
Office	299,794 SF	2.75 spaces per 1,000 SF
Hotel	165 rooms	1 space per room
Restaurant	58,212 SF	4 spaces per 1,000 SF
SCAD student population*	1,500 students	0.5 spaces per student
Museum/Gallery	115,000 SF	1 space per 1,000 SF
Church	19,500 SF	3.8 spaces per 1,000 SF





Comparison to Actual Utilization

The actual level of parking utilization in the Southeast District is generally at or below estimated demand during all times of the day, with the only time where the two are roughly equal being in the early morning (around 7 AM) and the late evening (9 to 11 PM). The actual use levels are fairly uniform throughout the district throughout the day, suggesting that residential and non-residential uses, primarily SCAD facilities and

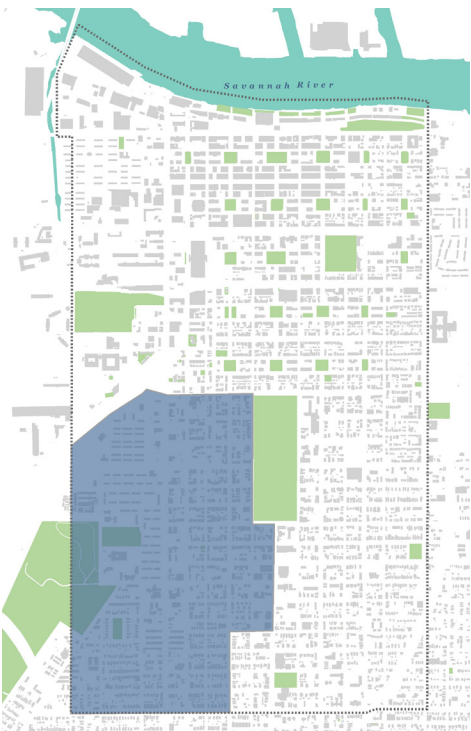
offices, complement the levels of residential demand throughout the day.

In any case, the number of available spaces in the district is higher than both estimated demand and actual use.

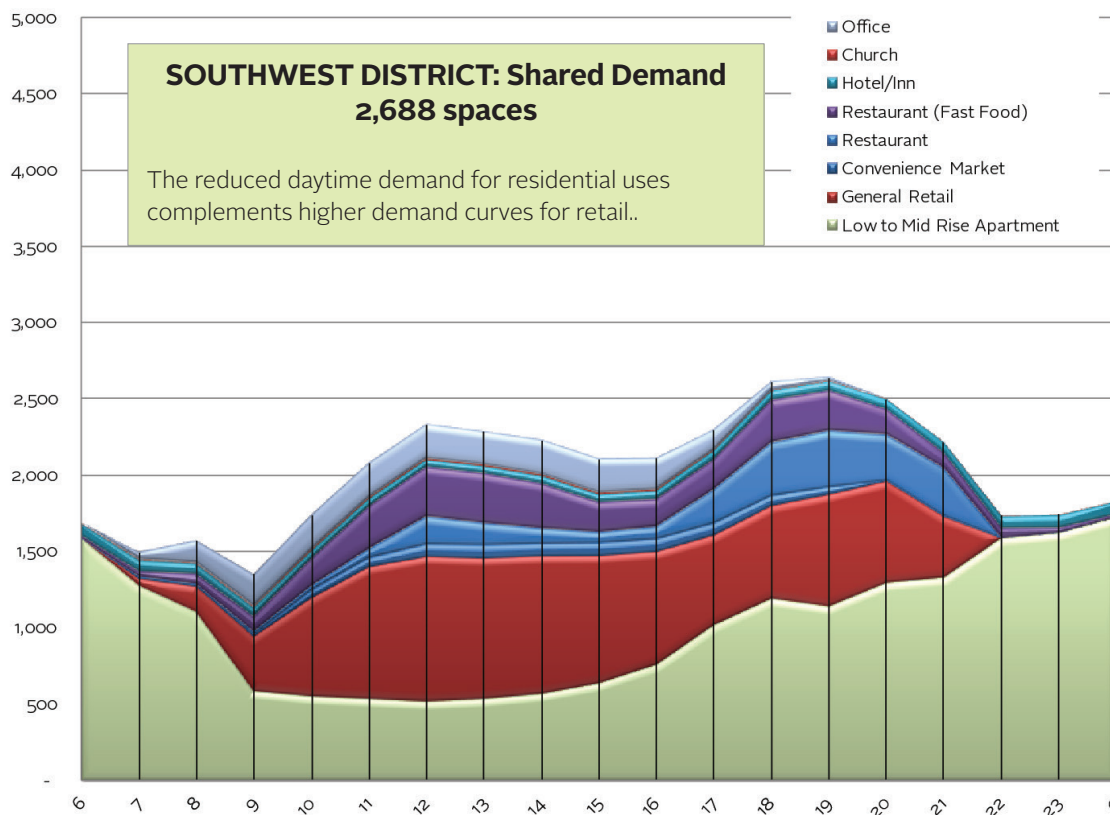
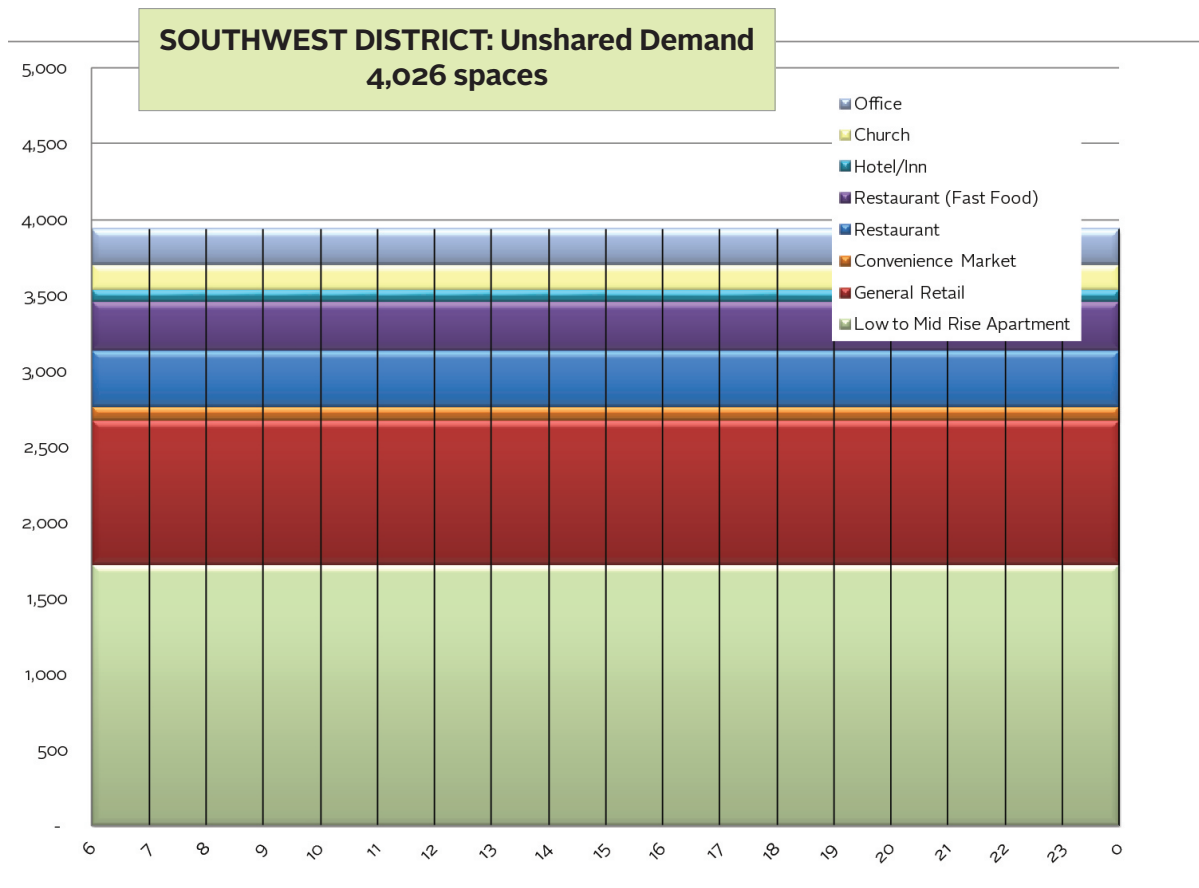
SOUTHWEST DISTRICT

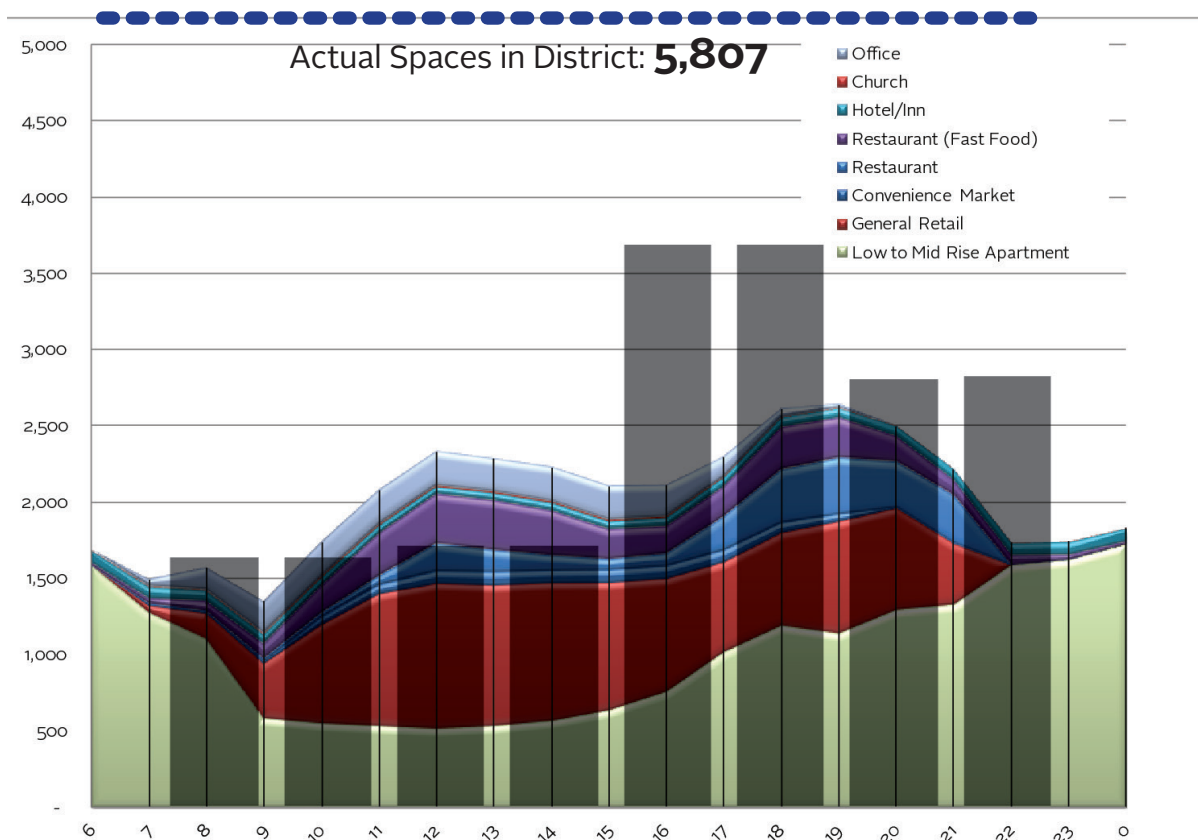
On the western side of Bull Street and Forsyth Park south of Gaston, termed the Southwest District in this parking demand analysis, land use patterns are primarily residential but also include retail and restaurant uses along Martin Luther King, Jr. Boulevard. The demand calculations for this area assumed higher parking ratios than in the Historic and Events Districts, though Census data indicate that this district features relatively low rates of automobile ownership.

Of note in this district is the assumption that SCAD has no direct student activity associated with district parking facilities. Adjacency to the Thomas Square district (discussed beginning on Page 26) and its SCAD facilities may have an impact on the on-street parking in this district, but was not used in calculations provided here.



SOUTHWEST DISTRICT: PRIMARY LAND USES AND ASSUMED ACTIVITY		
Land Use Type	Intensity	Assumed Parking Ratio
Single-Family Residential	486 units	none (self-parked)
Condo	169 units	1 space per unit
Other Multi-Family	1,211 units	1 space per unit
Retail	229,394 SF	4.5 spaces per 1,000 SF
Office	121,031 SF	3 spaces per 1,000 SF
Hotel	65 rooms	1.25 spaces per room
Restaurant	61,490 SF	6 spaces per 1,000 SF
Fast Food Restaurant	40,000 SF	8 spaces per 1,000 SF
Church	44,900 SF	3.8 spaces per 1,000 SF





Comparison to Actual Utilization

The study's utilization counts discussed in Technical Report 3.1 identified notably high levels of on-street parking utilization throughout a large area of the Southwest District during one period (afternoon from 3 to 7 PM) only. This does not have an apparent explanation when considering the area's land use characteristics, especially in the absence of SCAD facilities and student housing in the area. However, stakeholders and community members have suggested that the counting period may have coincided with a special event in the area on that particular day, possibly at one of the churches in the area.

However, the actual levels of observed parking in the area meet or exceed estimated demand based on land use profile at other periods of the day as

well. This may be due to single-family residential units depending more on street parking than in other districts. It may also be related, as suggested previously, to the adjacency of the Southwest District to Thomas Square and a spillover effect of SCAD students, some of whom are not permitted to park directly at academic facilities, who may be opting to use free or unregulated parking outside of the Thomas Square district.

The Parking Matters study team will continue to assess parking patterns in this district to gain additional perspective on these high levels of utilization, especially in the late afternoon/early evening period.

THOMAS SQUARE DISTRICT

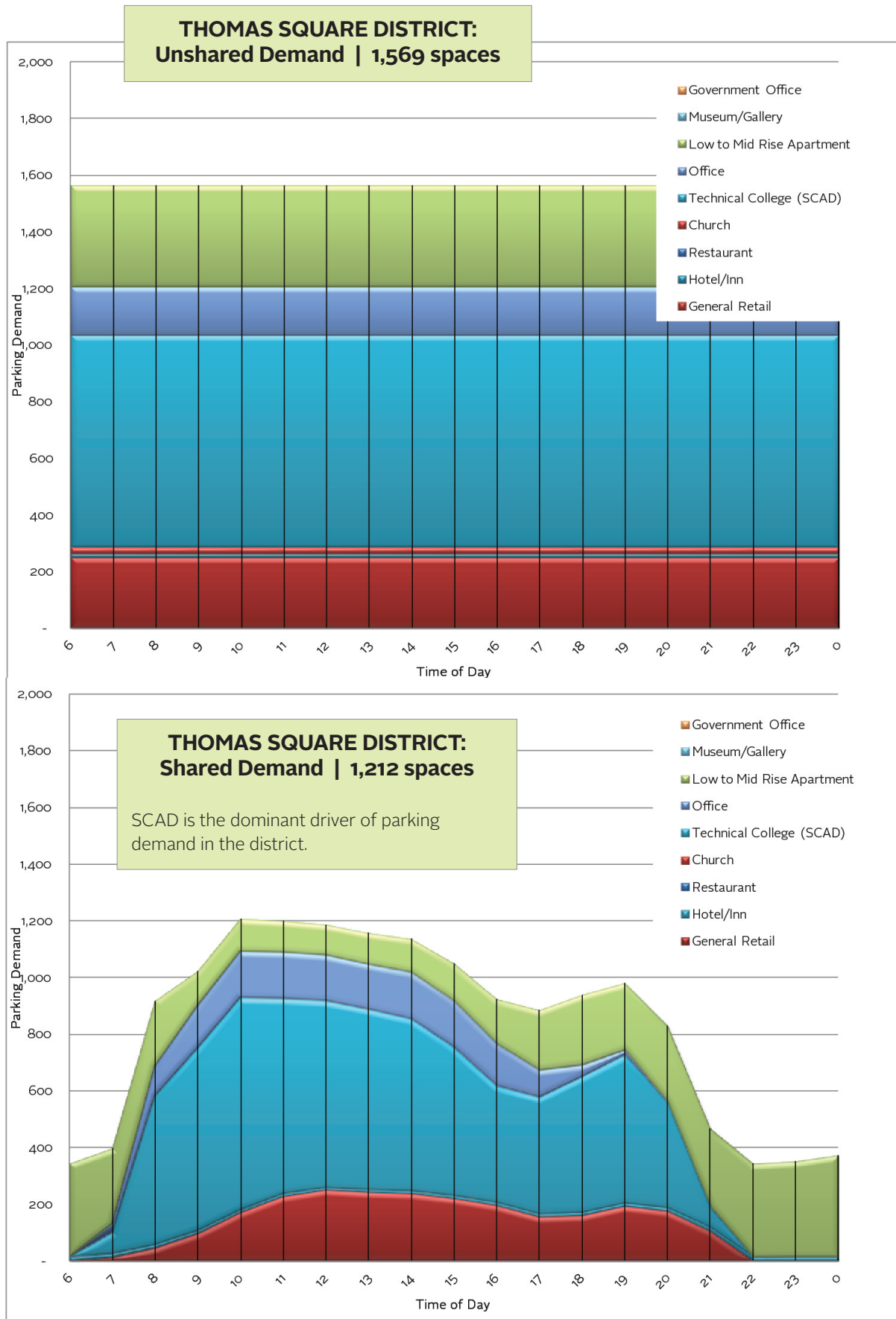
In the relatively small area around Thomas Square, SCAD's recent acquisition and conversion of an historic library building into Arnold Hall has introduced a new level of access and parking demand in the area. The Parking Matters study team defined this area as one for special attention early in the study due to stakeholder concerns that this area, formerly marked by primarily residential uses and patterns of parking demand typical of residential areas, was undergoing change related to SCAD's expansion and beginning to experience parking problems as a result.

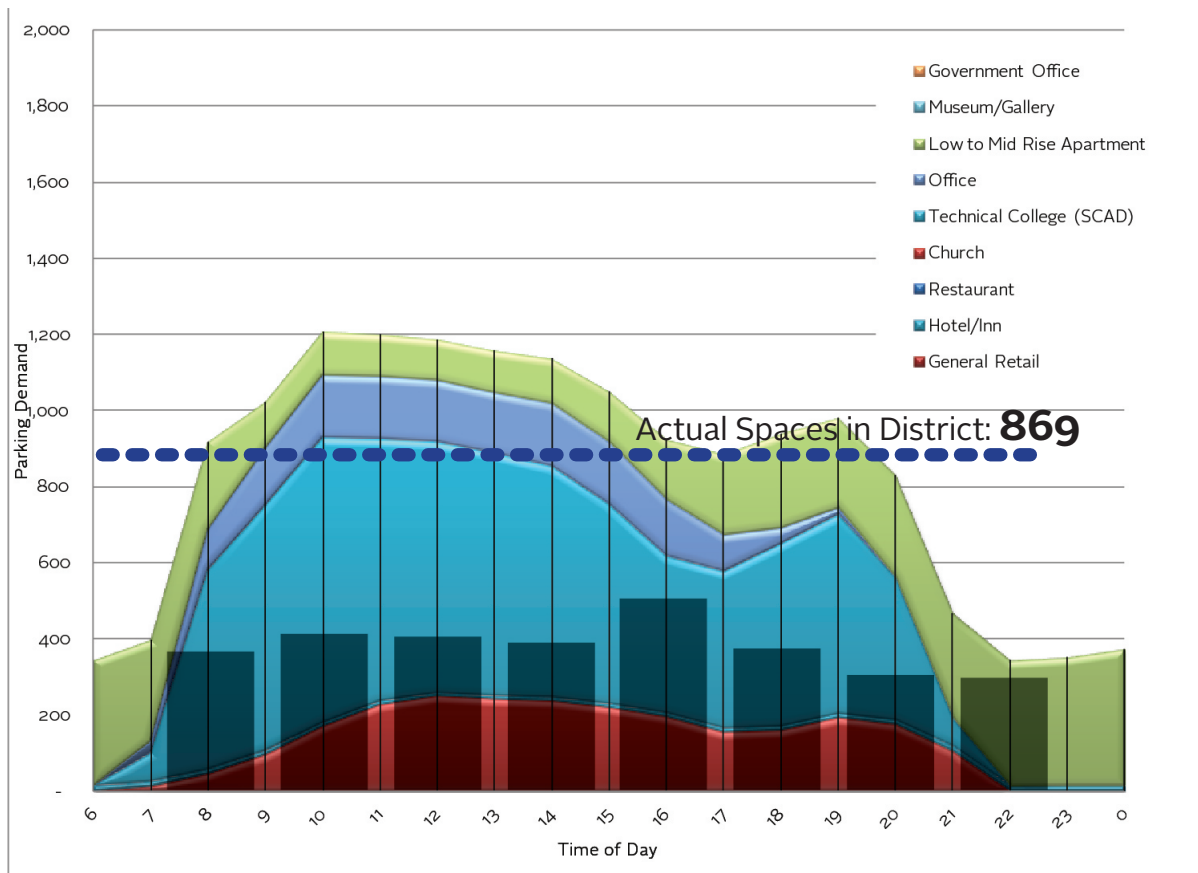
The area accounts for a small number of parking spaces due to its extent (bounded by 33rd Street on the north, 37th Street on the south, Barnard Street on the west and Lincoln Street on the east). It accounts for both office and academic-related uses for SCAD, as well as a significant retail component, much of this located at the district's south end along 37th Street.

As illustrated in the diagrams on the following page, the high level of SCAD activity expected for the district is a primary driver of assumed parking demand. Although the shared parking diagram suggests that this demand occurs principally through the day and complements the demand profile for residential uses, it remains high and offers moderate potential for reduction of spaces demanded through shared parking.



THOMAS SQUARE DISTRICT: PRIMARY LAND USES AND ASSUMED ACTIVITY		
Land Use Type	Intensity	Assumed Parking Ratio
Single-Family Residential	71 units	none (self-parked)
Condo	10 units	1.25 spaces per unit
Other Multi-Family	277 units	1.25 spaces per unit
Retail	83,693 SF	3 spaces per 1,000 SF
Office	96,920 SF	2.9 spaces per 1,000 SF
Hotel	25 rooms	1 spaces per room
Restaurant	5,000 SF	3 spaces per 1,000 SF
SCAD student population*	1,500 students	0.5 spaces per student
Church	5,800 SF	3.8 spaces per 1,000 SF





Comparison to Actual Utilization

Estimated demand in the Thomas Square district is notably higher than current levels of parking utilization. This echoes concerns expressed by stakeholders and community members throughout the process—namely, that the district does not have sufficient parking supply. When comparing both actual utilization and estimated demand to the supply of on-street spaces, estimated demand exceeds available supply.

As discussed in the assessment of the Southwest District, this may be related to higher levels of parking activity there, especially related to SCAD facilities and student parking

GENERAL OBSERVATIONS

The calculation of parking demand based on existing land use patterns generally reflects levels of parking demand and use both lower than the actual supply. The exception to this is in the Thomas Square district. As discussed previously, demand calculations are based on multiple factors, including time of day of the peak activity periods for specific uses, the potential for sharing related to proximity of complementary uses, and the parking ratios assumed. The following sections outline observations that should be considered along with the demand estimates presented in this Technical Report. They are not offered as explanations for the relationships between parking demand and actual parking use patterns; instead, they are intended to underscore important dynamics in how parking needs are understood and met in central Savannah. These topics are explored in other Technical Reports, especially Technical Report 3.2 on the role of multimodal transportation options in the study area's overall travel profile.

Parking Ratios and 'Park-Once' Potential

In some districts, parking ratios may be higher than actual levels of use would suggest, even when these ratios are lower than those used in conventional parking demand analysis—and similar to many of those in the current City of Savannah zoning ordinance. In particular, many uses in the Historic District oriented to Savannah's large visitor population expect for some of their customers and visitors to walk from other nearby uses; even if visitors access the district by vehicle and use a parking space, it is likely that they may visit multiple land uses while their vehicles remained parked in the same locations. For this reason, even lower parking ratios than those assumed in this analysis might better align estimated demand with the actual number of spaces used.

SCAD Transit and Bicycles

The levels of parking demand used in the demand calculations for SCAD follow current zoning requirements for student housing units (namely one space per two students); this assumes a similar level of driving and parking activity for all academic facilities. However, SCAD operates an extensive bus system between facilities that meets part of the overall travel demand of the college. Bicycles are likely another part of managing this demand; SCAD officials estimate that a Spring 2015 bicycle registration drive led to 500 new registrations alone, suggesting a larger number of bicycles (and bicyclists) within the SCAD community. Although SCAD does not maintain detailed information on who travels between specific facilities and when, it is likely that overall demand related to SCAD students is lower than the levels assumed in this analysis. More detailed discussion of the role of bicycles and transit in meeting overall SCAD-related travel demand is discussed in Technical Report 3.2.

Section 3

Future Land Uses and Potential Effects on Demand

Key Points

The study also incorporates forthcoming development activity, both approved and still in planning stages, to gauge its impact on overall parking demand.

The primary uses expected are multifamily housing in projects of over 50 units, student housing and hotels.

Many smaller infill projects are expected to add yet more housing units to the study area.

In addition to the existing parking levels and estimation of demand based on existing land uses, the Parking Matters study also considers future development. Throughout the period of the study, numerous development applications have been submitted to the Metropolitan Planning Commission and City of Savannah for review. Even for only the approved and potential development projects for which land use program information has been submitted, these applications include at least 1,000 hotel units, approximately 550 multifamily dwelling units, and student housing for over 2,000 students adjacent to the Parking Matters study area boundary. Many more potential projects have been presented only as concepts and did not include detailed program information at the time of developing this analysis and Technical Report.

The Parking Matters team worked with Metropolitan Planning Commission staff to understand the magnitude and land use nature of this forthcoming development and incorporated it into the demand calculations for parking. New projects were only proposed in or adjacent to the Historic District, Events District and Southeast District.

NEW DEVELOPMENT

The table on the following page summarizes the estimated development program levels for which MPC staff were able to provide working program estimates. It does not identify specific projects, but does indicate how projects are distributed by each of the five parking demand analysis districts.

A notable observation on this data is that much of the development applications have proposed to add parking along with developments. While new development will add to parking demand, the estimates of future development have also accounted for how this development will add to parking supply. Detailed discussions of specific district-level impacts follow beginning on page 32.

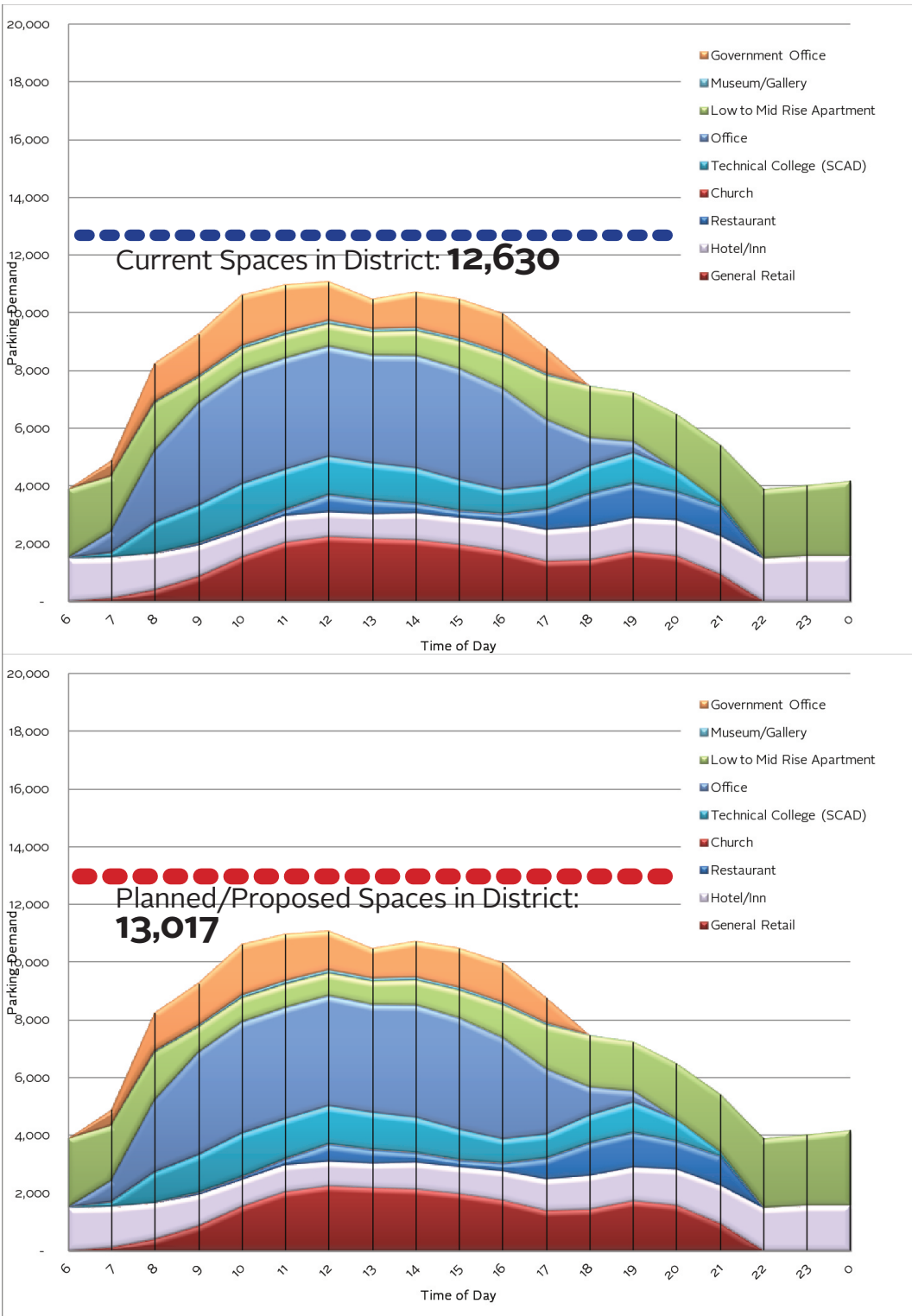
**APPROVED AND PLANNED DEVELOPMENT ACTIVITY
IN THE PARKING MATTERS STUDY AREA**

Overall Study Area	Land Use Type	Intensity	Parking to be Provided
	Single-Family Residential (detached and semi-detached)	22 units	714 spaces
	Multifamily (apartments or condominiums)	550 units	
	Student Housing	2,037 beds	1,029 spaces
	Hotel	1,003 rooms	967 spaces
	Museum/Gallery/Cultural Center	27,400 SF	none specified
	Office	11,000 SF	220 spaces
	Event Space	not specified	
Historic District	Multifamily	72 units	none specified
	Hotel	172 rooms	167 spaces
Events District	Multifamily	359 units	none specified
	Student Housing	2,037 beds	1,029 spaces
	Hotel	839 rooms	802 spaces
Southeast District	Multifamily	122 units	130 spaces

HISTORIC DISTRICT

Changes in estimated parking demand are marginal because of the limited number of land use changes proposed in the historic district.

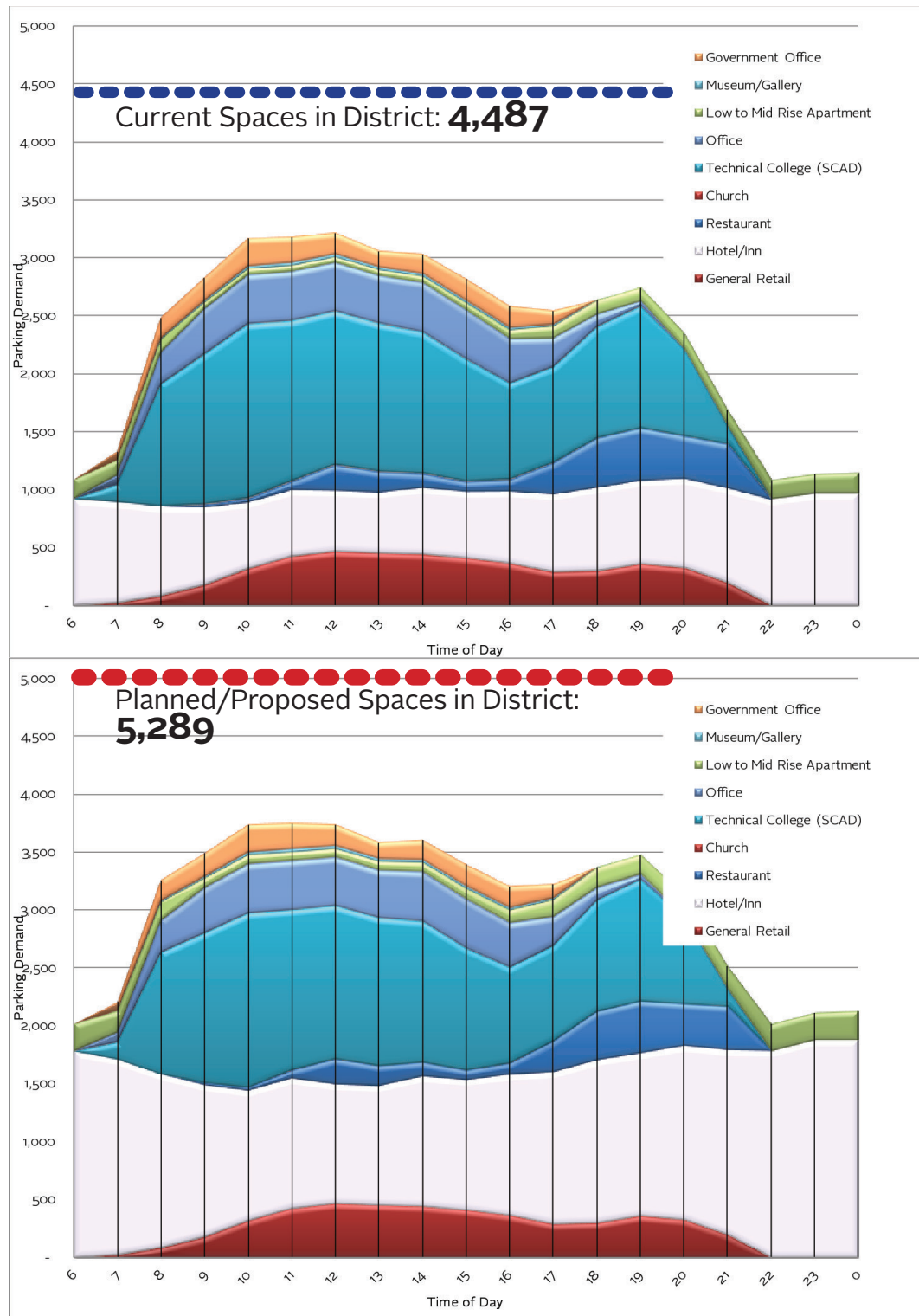
The amount of parking being added through hotels increases the district's overall supply, potentially deferring the need to construct additional facilities.



EVENTS DISTRICT

Most of the hotel rooms planned or forecast for the Parking Matters study area are west of Montgomery Street. While the addition of these hotels constitutes a major impact, they also propose to add a substantial

amount of parking to the district. This parking may not be readily available for sharing, but at a minimum may free up other spaces currently used in the district for other uses.



SOUTHEAST DISTRICT

The multifamily uses proposed in the Southeast District are proposed to add parking spaces. This district does not currently see a level of demand that surpasses the number of spaces available, although

multifamily units bringing more than one vehicle may add to on-street parking activity in their immediate areas.

