



November 11, 2016

Mr. Kevin Benedict
Main Street Properties
370-200 E. Main Street
Carrboro, NC 27510

RE: *Parking Study - 300 East Main, Carrboro, North Carolina*

Dear Mr. Benedict:

Per your request, Kimley-Horn completed a review of parking data as well as parking destination surveys for the 300 East Main site in Carrboro. The purpose of this study is to evaluate the viability of allocating a portion of the existing parking to an adjacent site where a hotel is proposed to be constructed.

Background

We understand that a hotel is proposed to be built immediately south of the existing 300 East Main property. We also understand that CUP documents related to the hotel development indicate that up to 157 parking spaces are required for the hotel, of which 39 will be built on the hotel site and 118 are to be provided on the 300 East Main property. We also understand that 43 to 51 new spaces are planned to be built adjacent to the hotel but located on 300 East Main property, leaving 67 to 75 spaces to be provided within the existing 300 East Main development.

Parking Accumulation Counts

Parking accumulation count data were collected by VHB in early 2016 for major parking locations in Carrboro, including all existing 300 East Main parking facilities. The accumulation counts indicated that parking accumulation generally peaks in the evening (6 to 9 PM) on the 300 East Main site. Occupancy was relatively high on the surface parking and first level of the parking deck on the site, but significantly lower on the higher levels (and basement level) of the parking deck. Overall, the parking study indicated a total parking supply of 593 spaces on the site, with 221 occupied at peak in the evening for a 37% occupancy rate. The overwhelming majority of the 372 unoccupied spaces were in the parking deck. Parking accumulation data from the VHB study are summarized on the attached Exhibit 1.

Parking Destination Surveys



Kimley-Horn completed parking surveys on Friday April 22, 2016 at the 300 East Main site in Carrboro to determine the approximate percentage of people parking on site who are not patronizing on-site businesses. The attached summary provides the general notes from the data collection team. In addition, the following summarizes the general findings from the data collection:

Parking Survey Results Summary April 22, 2016 – 300 East Main Street	
Total Surveys	179
Invalid Surveys	9
Valid Surveys	170
Patrons going solely off-site	23 (13.5% of valid surveys)
Patrons going to at least one on-site destination	147 (86.5% of valid surveys)

It should be noted that the multiple events held throughout the 300 East Main site that evening (as further detailed on the attached summary) indicate that this was an unusually busy evening and likely a peak event condition. Further, the inclement weather throughout the day, even though the weather cleared substantially in the evening, is likely to have significantly reduced the percentage of people who parked in the deck for the purpose visiting a more distant location. Accordingly, we expect the percent going solely to off-site destinations is higher than 13.5% on a typical evening.

Conclusions and Recommendations

Given the substantial availability documented in the existing parking structure as noted in the VHB parking study, and the percentage of people parking in the deck solely for off-site purposes, we can conclude that the 300 East Main Development has more than adequate parking for its current needs and can accommodate significant additional development, including 67 to 75 spaces allocated to a potential second hotel, without requiring additional parking construction.

In addition, we note that the parking data we reviewed appears to show demand consistent with or lower than the forecasts shown in the Town-approved flexible parking table that accompanies the Conditional Use Permits, and amendments thereto, in place with respect to the 300 East Main site.



Further, we observed that little to no enforcement effort is currently applied to the time and use restrictions on parking in the 300 East Main site. Accordingly, the current peak parking demand can be modulated through the implementation of various accepted parking control measures which can be implemented on an as-needed basis in the future. For example, subject to compliance with the non-exclusive parking lease in effect between Main Street Properties and the Town of Carrboro, the future implementation of parking fees or the enforcement of the currently existing time limits will reduce the usage of the deck by persons not patronizing on-site businesses, and thus will free up significant additional parking capacity for on-site uses.

Please let me know if you have any questions or require any further information at this time.

Sincerely,

KIMLEY-HORN AND ASSOCIATES, INC.

A handwritten signature in black ink that reads "Richard C. Adams".

Richard C. Adams, P.E.

Vice President

Attachments: Exhibit 1: Carrboro Parking Study Parking Accumulation Count Data

Exhibit 2: Data Collection Efforts Summary Report

K:\RAL_TPTO_Traffic\017378000 Carrboro Parking Study - Main St. Properties\T5 - Report-Submittals\Carrboro Parking Study.docx

Exhibit 1
Parking Accumulation Count Data - 300 East Main Site

ACCESSTYPE	OWNEDBY	BusinessName	Existing Parking Spaces					Parking Occupancy - Cars				Parking Occupancy - Percentage				BusinessName
			Regular	Reserved	ADA	Other	Total	9-11 am	11-1 pm	2-5 pm	6-9 pm	Occu9-11	Occu11-1	Occu2-5	Occu6-9	
Private	Private	Hampton Inn				12	12	2	5	0	4	17%	42%	0%	33%	Hampton Inn
Private	Private	Arts Center	83		5		88	54	33	38	65	61%	38%	43%	74%	Arts Center
Private	Private	Parking Deck - Basement		28			28	10	8	6	4	36%	29%	21%	14%	Parking Deck - Basement
Public	Leased	Parking Deck - First	60	8	3		71	43	45	47	66	61%	63%	66%	93%	Parking Deck - First
Public	Leased	Parking Deck - Second	72		3		75	0	2	4	33	0%	3%	5%	44%	Parking Deck - Second
Public	Leased	Parking Deck - Third	77		2		79	30	28	22	6	38%	35%	28%	8%	Parking Deck - Third
Public/Private	Leased	Parking Deck - Fourth	24	53	2		79	19	13	30	32	24%	16%	38%	41%	Parking Deck - Fourth
Private	Private	Parking Deck - Fifth		78			78	10	7	2	7	13%	9%	3%	9%	Parking Deck - Fifth
Private	Private	Parking Deck - Roof		83			83	19	18	19	4	23%	22%	23%	5%	Parking Deck - Roof
			316	250	15	12	593	187	159	168	221	32%	27%	28%	37%	

Source: Carrboro Parking Study, VHB

Occupancy counts collected on Thursday January 14, 2016



Exhibit 2

Carrboro Parking Study | Data Collection Efforts | Friday April 22, 2016 | 5:10-8:45

Weather: It was warm and raining much of the day, which improved to drizzly conditions upon our arrival, before clearing, but remaining overcast and wet, and getting cooler as the evening progressed.

Teaming: The surveyors broke into three teams of two and were stationed at rear of deck, front of deck, and around the surface lot.

Capture rate: We had 179 total responses. In the early part of the study period, we would estimate between $\frac{1}{2}$ and $\frac{2}{3}$ of people exiting the parking facility stopped and took our survey, though the percent capture decreased as event and show times approached.

Events: 2 shows at Cat's Cradle (one in main Cradle space and one in the Back Room), The Arts Center was hosting the UNC Med School Skit Night, and the hotel had high occupancy and a dinner-based event for Seder in its meeting space.

General Notes from Team:

The percentage of people parking and traveling off-site likely were affected by the weather and/or the number of concurrent events taking place. Generally, when it is raining or the threat of rain persists, people are less likely to park in a central location and walk some distance to their desired location (i.e, people will put in extra effort to park closer to their destination when there is inclement weather, or they change their destination to someplace that they know has ample close-by parking). The time of day might have affected this as well, as the need of students to park elsewhere and walk to campus may be diminished on weekend evenings.