

### PARKING COUNT AND GROUND FLOOR SQUARE FOOTAGE

#### OBSERVATION:

There is sufficient parking to meet the needs of the existing amount of ground floor commercial space but it is hard to find.

#### DISCUSSION:

Roanoke City Market is a very real commercial area served by real businesses. It is a real development center that can serve as a powerful economic engine. The design team created two main study drawings to measure the available commercial square footage and the available parking to find out if the two are in balance.

The team discovered, when referring to the footprint of existing buildings downtown, that this study area has quite a bit of usable square footage available for lease. When the square footage was measured, the team found there is approximately 453,000 square feet of existing commercial space. That is about the size of the first floor space of Valley View Mall, which is a huge, spread out amount of commercial space with little urban charm or no special sense of place.

In the case of the City Market, the area is extremely compact and very walkable. One can compare the City

Market area to a managed shopping mall because of its utilization of space. The same principles being applied to the management of Valley View Mall can be applied in Roanoke's City Market area. One could envision local citizens and visitors to the region strolling through the City Market area to enjoy the urban experience of both big anchor stores and junior anchor stores, separated by small specialty shops.

Even the City Market Building food court is a comparative element to the Valley View Mall environment. This kind of comparison is useful to determine how to manage and promote the City Market as a unique, regional attraction.

Parking is the most controversial aspect of any urban planning project, and is especially problematic for this one. To provide a continuous urbane retail experience, newly constructed infill structures must replace surface parking lots, in spite of the fact that those parking spaces are so vitally needed. The design team actually measured every existing on-street parking space, surface lot space, and single parking garage space.

The Parking Count Analysis shows there are roughly 1,500 parking spaces available within close proximity to the City Market. A ratio analysis was done to determine whether there are enough

parking spaces within the study area. The ratio analysis, one pro forma study developers use to determine the viability of a project, establishes the correct balance of parking between three or four parking spaces per thousand square feet. At this time, there are 3.2 parking spaces per thousand square feet. As the developers would say, "The City Market is well parked."

So it can be said that the perceived parking problem simply does not exist. Some shoppers, however, might not think so, since some of the parking is tucked away from view or perceived as not convenient to the easy coming and goings of market commerce. The designers realize that as development takes place, planners and developers will assert that shoppers feel parking should not be reduced in the City Market area but provided in alternative nearby locations.




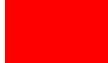
#### FINDINGS:

Better signage and access is needed to direct shoppers to available parking spaces. The City Market area should be promoted as a "park once for all your shopping" destination. Additional parking garages should be encouraged as part of new infill development.



*There are approximately 1,500 parking spaces in the City Market area.*

## PARKING COUNT AND GROUND FLOOR SQUARE FOOTAGE

	Parking Deck	770
	Surface Parking	490
	On-Street Parking	133
<b>TOTAL</b>		<b>1393</b>
	Existing Ground Floor Square Footage	453,271
<b>TOTAL</b>		<b>453,271</b>

