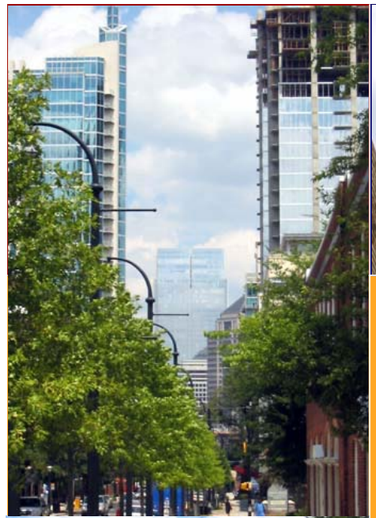


JACOBS Carter Burgess

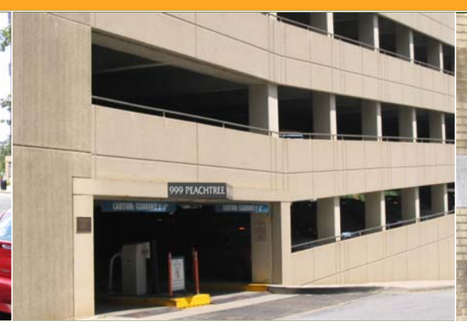
LANIER PARKING

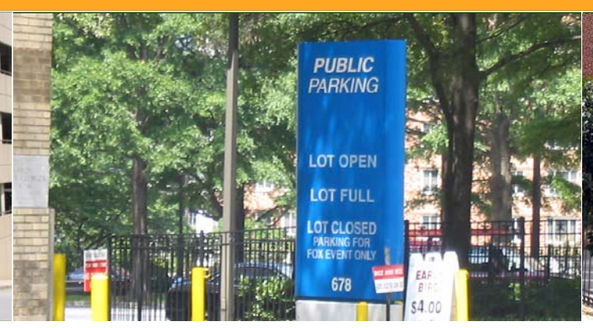
Midtown Mile Parking Assessment

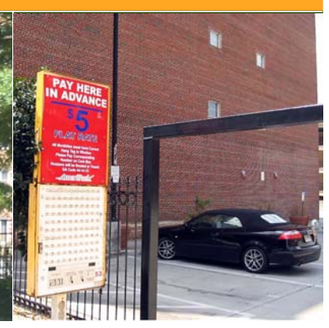
Executive Summary

June 2008

Midtown Alliance







This document provides an overview of the study purpose, methodology, and findings for the existing and future parking conditions for the Midtown Mile retail initiative.

PURPOSE AND STUDY AREA OVERVIEW

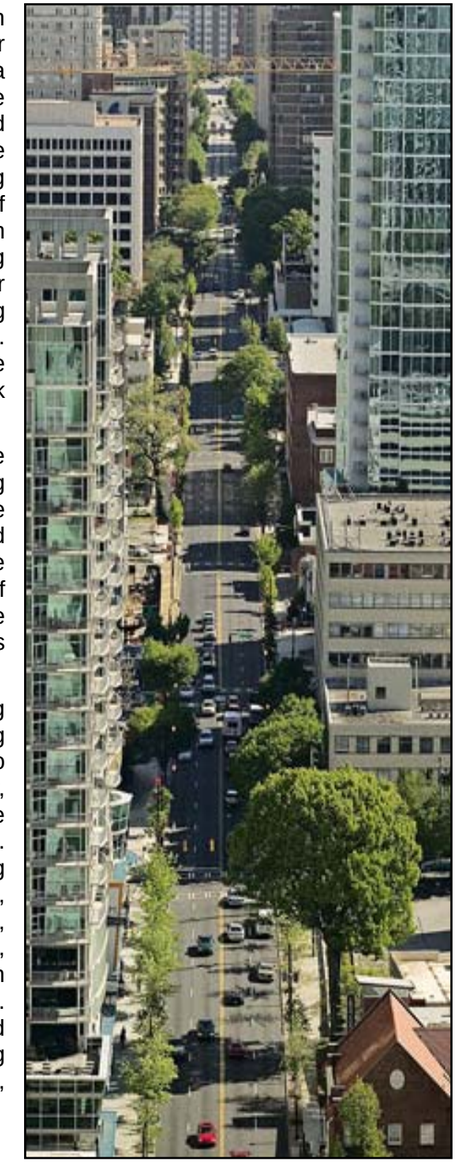
The Midtown Alliance's mission is to improve and sustain the quality of life for those who live, work, and play in Midtown Atlanta. As a result of their efforts, Midtown has become a thriving mixed-use, high-density city center, energized by tremendous growth in the residential base, work force, arts, and retail development. Recent in-town retail development revitalization has presented the Midtown community with a once-in-a-lifetime opportunity to create a premier shopping destination along Peachtree Street. Energized by the new development, Midtown Alliance has embarked upon the Midtown Mile retail initiative to improve area retail offerings by developing an authentic, urban shopping district along Peachtree Street.

The Midtown Mile retail initiative proposes to add approximately 700,000 square feet of retail and restaurant space, bringing the total along the corridor to approximately 1,000,000 square feet by 2015. The success of the Midtown Mile is highly dependent on having sufficient transportation infrastructure (roads, transit, pedestrian/bicycle facilities, and parking) in place to provide access to the range of retail developments along the corridor. The purpose of this study is to quantify the available parking along the study corridor and identify whether the parking supply will support the successful implementation of the Midtown Mile retail initiative.

The parking assessment focuses on the Peachtree Street corridor from North Avenue to 16th Street and includes a width of one to two blocks on either side. The assessment analyzes existing parking supply as compared to current demand and estimates the amount of future parking necessary to support the Midtown Mile retail initiative.

STUDY METHODOLOGY

The goals of this study were to determine existing parking capacity along the corridor and future parking demand associated with the Midtown Mile retail initiative, as well as to systematically develop recommendations based on future parking needs and management strategies. Stakeholder input was considered during all phases of the study.



Existing parking capacity was assessed through several means. Field observations, stakeholder input, surveys given to local merchants, and data collection (occupancy and turnover studies) were completed to assess the location, capacity, and usefulness of the existing parking supply. At the request of several stakeholders, a quality of parking analysis was performed to gauge the suitability of each deck for retail parking. In addition, research was performed to determine how the existing zoning standards for Midtown Atlanta compared with similar cities. This data was used to determine the existing parking capacity/demand for the Midtown Mile area. The analysis determined the number of available spaces for retail customers from an individual block and broader zone basis.

The future parking demand for the Midtown Mile was determined by considering the parking occupancy at existing decks and adding the proposed retail square footage and associated parking slated for each development. The future parking demand – both in terms of gross number of available spaces as well as a ratio of available spaces per 1,000 square feet of new retail – was determined on a block and zone basis.

The final portion of the study focused on developing recommendations to meet the future parking demand. Recommendations were developed to make the most efficient use of the existing capacity, including strategies to increase efficiency and make the existing decks more attractive to retail users. Specific recommendations included parking standards for new and existing parking decks, recognizable guide signage along the corridor, marketing efforts to relay information to the public, and new policies and strategies such as a validation program, on-street valet, and fee-in-lieu programs. The recommendations were based on analysis and stakeholder input and strive to find a balance among financial feasibility, environmental considerations, and general acceptability.

EXISTING PARKING ASSESSMENT

Existing parking conditions along the Midtown Mile corridor were assessed to determine any parking shortages as a baseline condition for the future parking analysis. Due to the length of the corridor, the study area was divided into four zone segments. These zones, as well as the existing surface, on-street and deck parking, are depicted in Figure A-1. The parking locations depicted in Figure A-1 represent the number of spaces available to the public (decks with restricted spaces for office or residential uses are not included in this total). The actual number of public spaces available during the peak hours is much less than the number listed in Figure A-1 as each deck has a varying occupancy rate by time of day and day of week. The number of public spaces was determined via field observations, prior studies, and through conversations with developers/parking management companies. Though additional parking may exist within the study area, these other locations do not offer parking available to the general public.

Quality of Parking Assessment

Figure A-2 shows the location and name of the parking decks considered in this analysis. As an early step in the assessment process, a site visit was conducted to determine each deck's suitability to retail parking. Several decks included in the assessment were originally constructed to serve office land use and are less attractive for retail use. Subsequently, a "quality of parking" evaluation was performed (refer to Appendix B for more detail). The vehicle access, pedestrian access, aesthetic design features, and location of each deck were individually scored on a scale of 1 (unfavorable) to 3 (favorable) and summed to determine whether the deck received a grade of A, B, or C. Decks receiving a grade of A were those that oriented pedestrians towards the corridor and had good interior lighting, signage, and other design features attractive to retail customers. Decks receiving a B grade were generally acceptable for retail customers, but were deficient in one or two areas. Decks receiving a C grade were considered less attractive to retail customers. As shown in Table 1, four decks received a C grade, seven decks received a B grade, and six decks received an A grade. Since grade C decks lack amenities that are attractive to retail customers, the four decks receiving this grade were excluded from the existing and future analysis of parking availability. The 1180 Peachtree deck (which received a B grade) was also excluded from the existing and future analysis as this location wished to restrict the deck to only visitors of the 1180 building. Furthermore, on-street parking and surface lots were excluded from the grading analysis, but are generally considered favorable for short-term retail parking and were therefore included in the existing and future analysis.

Table 1 – Quality of Parking Results

Garage Name	Vehicle Access Score	Pedestrian Access Score	Design / Aesthetics Score	Location Score	Total	Grade
Woodruff	2	2	2	1	7	**B**
Boys/Girls Club	2	1	2	1	6	**C**
Promenade	2	1	2	1	6	**C**
Colony Square	2	2	2	3	9	**B**
1180 Peachtree	1	2	3	3	9	**B**
Proscenium	3	2	2	3	10	**A**
Campanile/14th Street Playhouse	1	3	3	3	10	**A**
1100 Peachtree	3	2	2	3	10	**A**
999 Peachtree	1	1	2	2	6	**C**
Dewberry	2	2	2	2	8	**B**
Metropolis	2	1	3	3	9	**B**
Spire	3	2	2	3	10	**A**
Cornerstone Lot	3	3	2	3	11	**A**
Biltmore	1	1	2	2	6	**C**
Bellsouth Center II	2	3	3	2	10	**A**
Bank of America Garage	3	2	1	3	9	**B**
Georgian Terrace	2	2	2	3	9	**B**

Occupancy of Existing Parking Facilities

All parking decks, sample surface lots and on-street parking locations were inventoried and surveyed during peak weekday and weekend times to determine the existing occupancy rate of the publicly available spaces. Figure A-3 depicts the observed existing occupancy of the Grade A and B parking decks within the study area. (Note: the Campanile deck occupancy was increased to 60 percent for the existing conditions analysis since the adjacent building was not fully occupied during the field observations.) As shown, the Bellsouth Center II deck offers plenty of unoccupied publicly available parking, while the Colony Square deck – which offers an abundance of non-reserved spaces – is presently operating over 90 percent capacity during the weekday. Locations operating at rates of 90 percent or greater are generally considered to be at capacity. Deck occupancy rates were generally higher during the peak weekday times than weekend times, though the Woodruff deck is actually more occupied at peak weekend conditions.

In addition, vehicle turnover rates and origin were sampled at select surface lots and on-street parking locations. The average vehicle parked for about four hours in a surface lot and about two hours in an on-street space. Approximately 83 percent of the vehicles surveyed were from the metro Atlanta area.

Survey of Local Retail and Restaurants

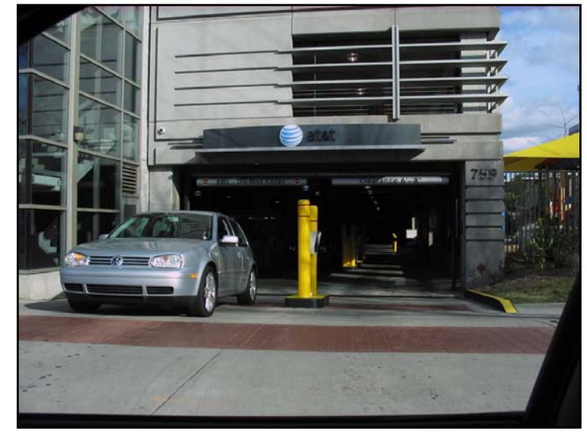
A survey was given to local retail and restaurant establishments to gauge their perceptions of parking within the study area, and to determine the existing parking supply, costs, and strategies used at each location. The results of the survey are depicted in Figure A-4. Among the interesting findings from the survey was that over 70 percent found the existing parking supply to be sufficient and nearly 20 percent of restaurant trips are pedestrian based.

Existing Retail/Restaurants

The Midtown Mile corridor presently has approximately 325,000 square feet of retail and restaurant space. Figure A-5 depicts the location of the retail and restaurant developments from a zone and individual block basis. As shown, Zone 2 contains the most existing retail/restaurant square footage, while the Colony Square development in Zone 4 (block n) is the largest single development at 90,000 square feet.

Existing Parking Availability

Using the number of publicly available spaces at grade A and B parking locations and the occupancy rates observed during the weekday and weekend peak period, the number of unoccupied parking spaces was estimated throughout the Midtown Mile study corridor. Figure A-6 depicts the existing parking availability from a zone basis. Overall, approximately 26 percent of the grade A and B public spaces are unoccupied on a typical weekday and 52 percent on a typical weekend. During the weekday, only 11 percent of the public spaces in Zone 4 (Colony Square) are unoccupied, while Zones 2 and 3 public spaces are about 20 percent unoccupied. Zone 1 has a large number of unoccupied public spaces, primarily due to the large amount of availability in the Bellsouth Center II parking deck. The existing parking in Zone 2 is sufficient for the current land uses; however, as only approximately 150 spaces are presently available during peak weekday conditions, any significant new retail added to the area would need to provide additional parking.



Figures A-7 and A-8 depict the existing weekday and weekend parking availability on a block basis (each block fronting Peachtree has a letter that corresponds with Figure A-5). A one-block radius was considered as a suitable distance for a customer to walk to a retail destination. The results of this analysis echo the implications found through the zone analysis: although the existing availability is sufficient, new retail near blocks F/f – J/j would require additional parking supply. The block analysis also indicated that although Colony Square is near capacity, excess parking at the Woodruff deck and possibly the Campanile deck could provide relief for the existing condition. In general, the weekday peak has fewer available spaces than the weekend peak, but the weekend midday closure of the Campanile and 1100 decks does create a shortage of available spaces around block l. Although the Proscenium deck has a large number of available spaces on the weekend, it is just outside of the one-block radius for this location.

Research of Similar Cities

To assist in determining the future parking needs for the corridor, the parking requirements for new urban development were researched in similar cities as well as from guidelines from professional organizations. Figure A-9 depicts the range of results from cities including Toronto, Washington DC and Chicago, as well as the standards set forth by the American Planning Association and the Institute of Transportation Engineers. From the research, the average ratio of public parking spaces to retail space ranged from a minimum of 2 per 1,000 square feet to a maximum of 5 per 1,000 square feet. These totals were similar to the existing Atlanta zoning standards for the Midtown area of 1.7-4.2 spaces per 1,000 square feet. Based on these findings, the determination was made that a standard ratio of 3.5 should be used for the future year analysis.

FUTURE PARKING ASSESSMENT

The future parking availability and ratio of available spaces to new retail were determined by adding the new development plans (retail square footage and parking) to the existing condition and subtracting the surface lots replaced by the future development. The observed occupancy rates used for the existing condition were assumed for the future condition unless conditions dictated a change (such as the Dewberry deck re-opening in the future).

Future Development and Parking (2015)

Figures A-10 through A-12 illustrate the anticipated new retail development in the area and the associated parking allocated at each new retail location by 2015. Figure A-10 depicts the new and redeveloping retail locations expected along the Midtown Mile corridor. Figure A-11 depicts the total number of publicly available parking spaces for each parking deck (including the decks for the new developments) as well as surface lots and on-street parking locations. Figure A-12 shows the amount of new retail to be located in each block (identified using the same lettering designation as in the existing conditions analysis). Approximately 690,000 total square feet of retail is expected for the area by 2015, which will bring the total retail square footage along the Midtown Mile to over 1,000,000. The majority of the new retail is located in the Zone 3 area (over 450,000 square feet).

Future Parking Availability

Using the future number of publicly available spaces at each grade A or B parking location and the observed occupancy rates during the weekday and weekend peak period, the future number of unoccupied parking spaces was estimated throughout the Midtown Mile study corridor. Figure A-13 depicts the zone parking availability on a ratio basis to new retail. Since parking totals for existing retail are already imbedded into the existing parking occupancy percentages, it is important to note that the ratios represent only the projected number of available unoccupied spaces to "new" retail (per 1,000 square feet). Overall and on a zone basis, sufficient parking is expected for the Midtown Mile corridor (exceeding the desired 3.5 ratio threshold) with the exception of Zone 3, which will operate at a ratio of 3.3 (still higher than the minimum threshold of 2.0). This lower ratio is due to the large amount of development expected in this zone. Though most developments are adding parking in addition to retail square footage, the added supply is generally sufficient only for the specific development. Thus, any development in this zone that does not add parking (such as the Campanile development, which is actually reducing public parking by 100 spaces) will contribute to a parking ratio that is lower than the desired standard of 3.5. Additionally, Zone 4 parking will offer a ratio of 6.5, but will have the fewest number of available spaces (only 40,000 square feet of new retail is currently proposed for Zone 4). Thus, any additional large development to be located in Zone 4 would need to add new parking.

Figures A-14 and A-15 depict the future weekday and weekend parking availability on a block basis. A one-block radius was considered as a suitable distance for a customer to walk to a retail destination. From a block perspective, most blocks are expected to have ratios of unoccupied parking spaces to new future retail that are greater than the desired 3.5 threshold. However, several blocks (J/j, K/k, l, m, and n) during the weekday or weekend peak periods are expected to generate ratios less than 3.5 but greater than the minimum threshold of 2.0. Additional excess parking from other blocks and efficient management of the parking within these blocks will be needed to avoid future parking shortcomings. In addition, though the projected number of unoccupied public spaces in the Colony Square area produces a ratio larger than the 3.5 standard, the large number of occupied spaces in this area will create a higher occupancy percentage, which in turn decreases efficiency when drivers have to search for an open space.

RECOMMENDATIONS AND CONCLUSIONS

A wide range of recommendations are suggested for the Midtown Mile corridor in order to maximize the efficiency of the parking supply and make the existing parking more appealing to retail customers. These recommendations include the following:

- Executing agreements with parking deck owners to facilitate coordination and cooperation of the parking plan.
- Implementing standards for parking decks to achieve grade A status for retail purposes.
- Installing recognizable guide signage to major parking decks along the corridor.
- Developing marketing strategies to relay information to the public.
- Establishing new parking management strategies/policies as appropriate.

Agreements with Deck Owners

As a first step, Midtown should establish direct communications with the owners of the various decks throughout the corridor to determine their interest in having their decks promoted as part of the Midtown Mile retail initiative. This includes allowing vehicles that are not necessarily destined to the attached land use to use their parking. In order to provide acceptable levels of

parking without the costly expense of building new parking decks, it is critical to obtain support from the current deck owners to allow the general public to use their facilities.

Parking Standards

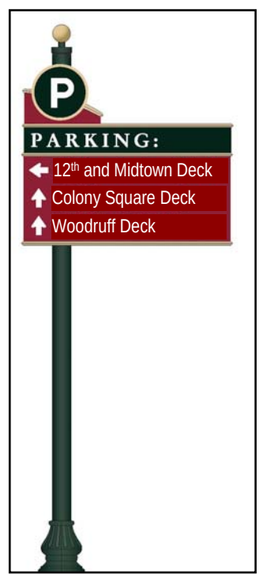
The following design standards should be implemented at new parking locations along the Midtown Mile and, where feasible, at existing parking facilities to achieve grade A conditions:

- Vehicle stalls should be of appropriate width (9 feet) and length (18 feet).
- Decks should have easy to navigate circulation patterns with ramp grades not exceeding 5-6 percent.
- Safe, visible pedestrian travel paths should be provided behind the parked vehicles along the sides of the drive aisles.
- Clear directional signs and arrows and appropriate pavement markings should be installed to control the direction of traffic flow for vehicles and pedestrians.
- Adequate lighting is necessary to promote safety. Desirable standards are 50 footcandles at entrances/exits, 20-50 footcandles for stairways, 10 footcandles for travel lanes, and 3-5 footcandles for parking areas.
- Wayfinding signs should use simple, easily understood patterns (colors, names, and numbers) that are repeated on every floor.
- Decks should orient users towards Peachtree Street corridor rather than a self-contained building.

Wayfinding Guide Signage to Key Parking Decks

Recognizable guide signage should be placed along Peachtree Street and approach streets to alert drivers of key parking locations along the Midtown Mile. The signage should direct drivers to decks that offer a significant amount of publicly available spaces and that are designed to standards that are attractive to retail users. In addition, the signage should direct drivers to decks spaced throughout the corridor rather than just one clustered area. As a proposed guideline, two decks should be selected from each zone that offer at least 150 publicly available spaces. The following are decks that potentially meet these criteria (signage to actual decks will depend on deck owner willingness to be part of the plan):

- Zone 1: Bell South Center II, Georgian Terrace
- Zone 2: Viewpoint, Metropolis
- Zone 3: Midtown Square, 12th and Midtown
- Zone 4 : Colony Square, Woodruff



Marketing Campaign

Parking along the Midtown Mile should be marketed to shoppers and tourists to provide information and minimize the confusion often associated with non-centralized, urban parking. It is recommended that parking information be provided via the Midtown Mile webpage. The webpage should provide the locations (including addresses for car navigation systems), operating hours, and hourly or daily rates for each deck located along the corridor. In addition, a brochure with retail and parking information should be established and displayed at local merchants, entrances to parking decks, and other Midtown attractions.

Example of Parking Webpage from Downtown Atlanta

Parking Strategies and Policies

The following strategies should be considered to achieve greater efficiency and increase appeal of the existing and future parking supply.

Comprehensive Merchant Validation Program
Urban retailers whose customers have to pay for parking often feel as though they are at a disadvantage to those retail areas that do not charge for parking (e.g., malls). As a result, many downtown business districts have established validation programs for downtown customers that can provide discounted or free parking for retail customers. In order to set up a comprehensive merchant validation program, the participation of the parking deck owners, merchants, City of Atlanta, and Midtown Alliance would be required. Policies and procedures would need to be established to answer the following questions: the type of discount (dollar amount or time allocation), who will pay for the discount (retailers, garage owners, Midtown CID, and/or City of Atlanta), how it is administered (tokens, stickers, electronic means), which decks will participate, and which retailers will participate.

On-Street Valet Parking
Valet parking is becoming more and more popular as a parking management tool to address parking challenges such as the lack of convenient and available parking. Valet parking allows

the driver to drop off and pick up their vehicle curbside, thereby facilitating better usage of parking at inconvenient distances or undesirable locations. This is critical for the Midtown Mile since many parking decks are oriented toward the property they serve and not Peachtree Street. Valet parking would eliminate the need for the customer to ever have to enter a deck. The valet service might be located at several points along the Mile where customers could drop off their vehicle near their destinations. The valet parker would then store the vehicles one or two blocks off the Mile. Upon the customer's return to any valet stand, their vehicle would be delivered directly to them. Valet parking as a parking supply tool can be very effective, achieving 120-140 percent efficiency in a parking lot depending on the size and shape of the lot. Valet parkers can often park the vehicles closer together and have the option to double and triple stack the vehicles within the facility. This is possible since the valet parkers maintain all of the keys and can move cars around in case one vehicle is blocked in.

Fees in Lieu of Parking Spaces

In areas of more intense activity or where the community wants to promote density, requiring each land use to provide separate parking facilities can degrade the pedestrian environment, create excess parking, limit density, and encourage drivers to drive from one site to the next rather than parking once and walking between nearby destinations. One solution to this is to allow developers to pay fees into a municipal parking or traffic mitigation fund in lieu of providing the required parking on site. The fees can then be used to provide centralized public parking. In some cases, the community may wish to establish the fund in such a way that it can also be used for transit, bicycle, and pedestrian improvements that reduce parking demand. By consolidating parking in centralized public lots or structures and allowing developers an alternative to providing parking on site, a fee-in-lieu system can encourage infill development and redevelopment in existing downtowns or historic buildings. It can also improve the overall efficiency of parking provision by addressing the needs of the area as a whole, rather than the needs of each individual site.

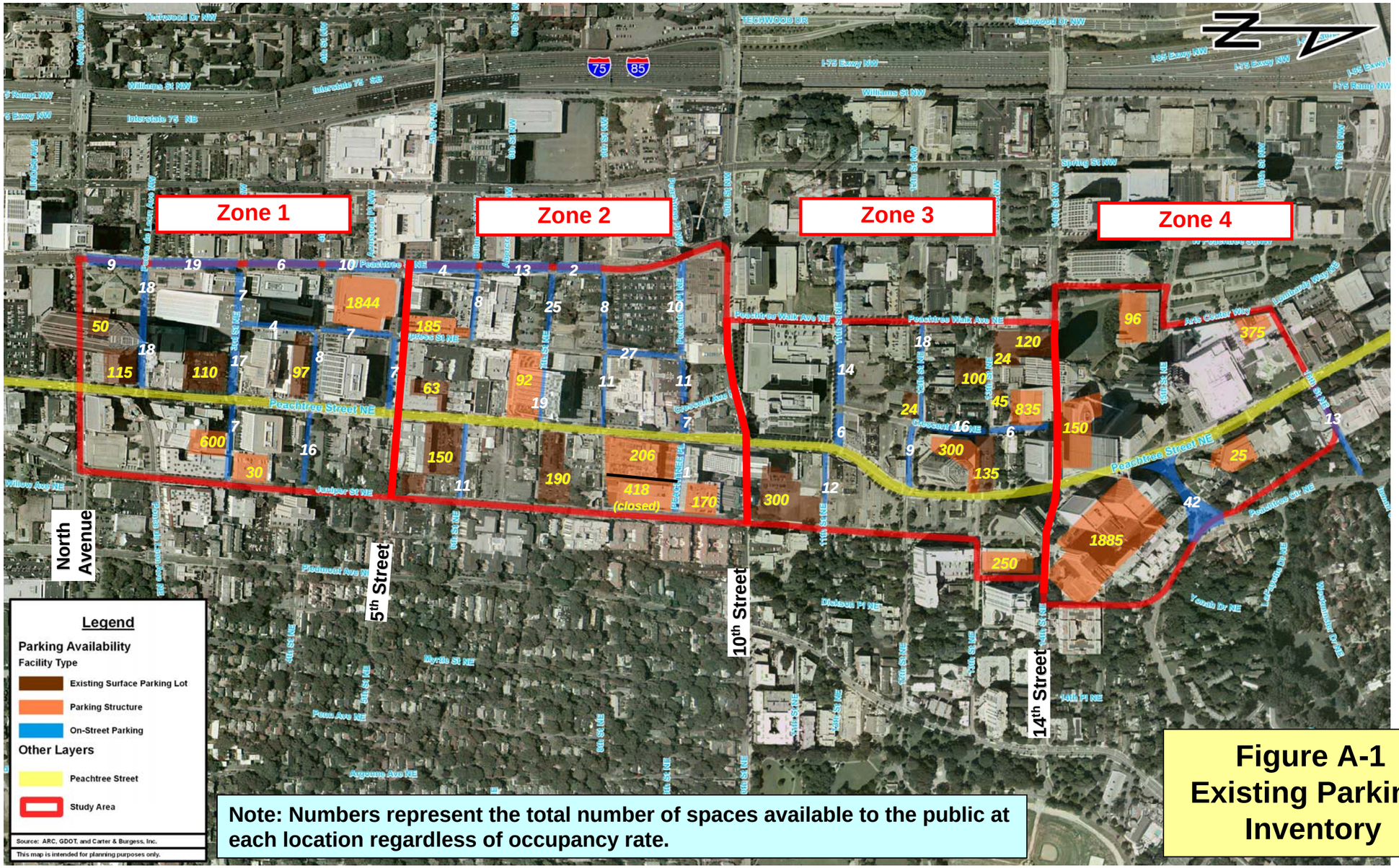
Developers may be concerned that the lack of on site parking will make their development less attractive, especially if there is not much public parking available or it is not convenient to the site. If developers are allowed to choose between providing parking on site and paying the fee, those who most value on site parking will build it while those who do not will not be forced to. Another concern is that the parking may not be built where or when the developer would like it. Fees-in-lieu are more effective when there is sufficient concurrent development in a defined area to generate the funding to develop municipal parking structures, or when there is sufficient excess parking capacity in public lots already to absorb the demand from new developments until additional spaces can be built or non-auto improvements made. The community may also allow developers to defer payment until the parking spaces are built.

Other Strategies

The following strategies should be considered to make the existing parking supply more efficient and attractive to retail users:

- Provide consistently marked on-street parking wherever possible along the corridor and establish credit card meters at these locations. On-street parking is very attractive to retailers, and credit card meters promote increased utilization and revenue.
- Reserve lower levels of deck space for retail customers. Many retail trips are impulsive, and some people are unwilling to navigate several floors of a large parking deck for a brief retail trip.
- Encourage all decks to remain open on nights and weekends. The opening of the 1100 Peachtree and Campanile decks during the midday peak on a weekend would provide relief to some of the blocks projected to have ratios less than 3.5.
- Assist developers in sharing existing parking supply (many office oriented decks have unused reserved spaces during daytime hours).

Appendix A



Note: Numbers represent the total number of spaces available to the public at each location regardless of occupancy rate.

Figure A-1
Existing Parking Inventory

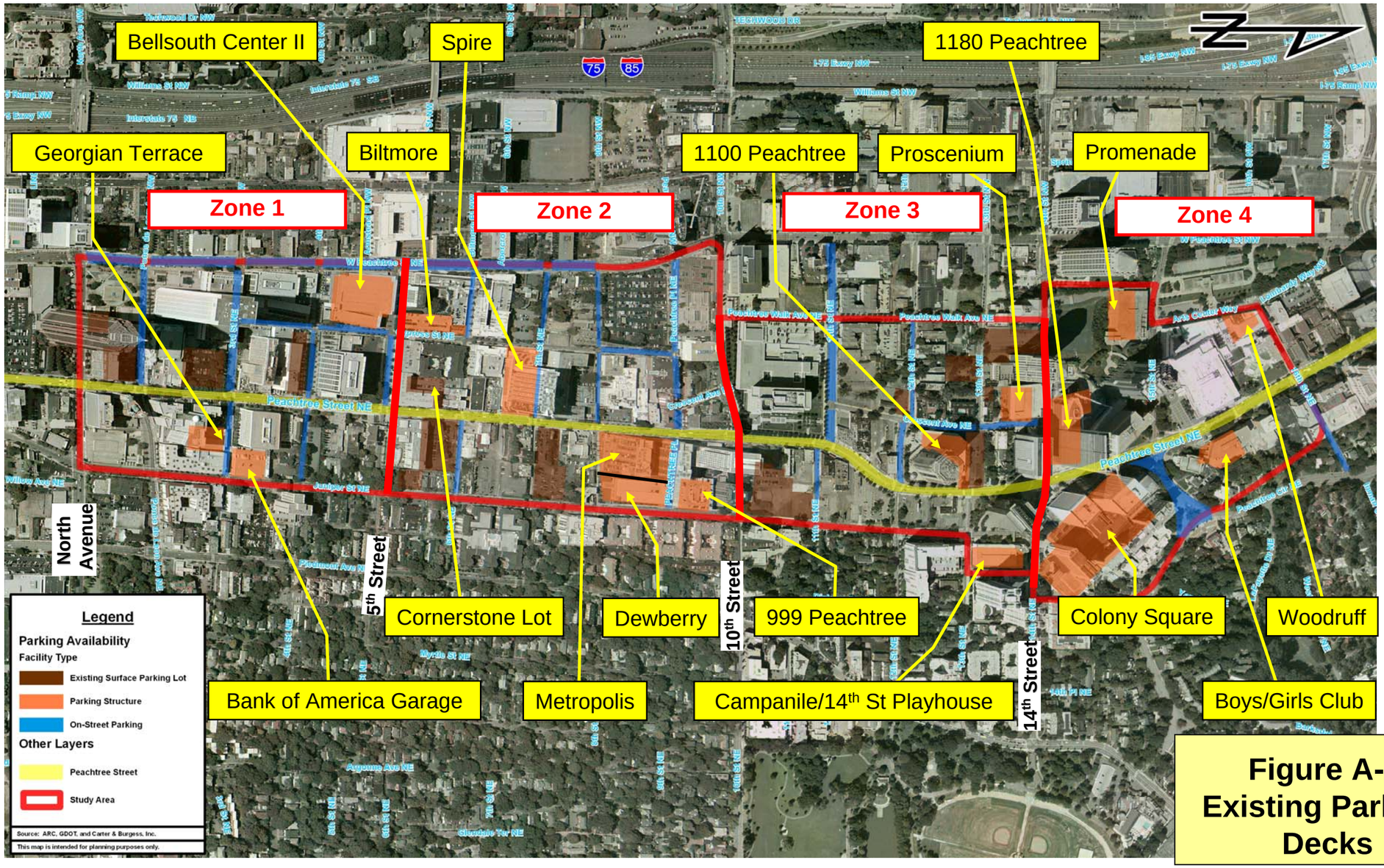


Figure A-2
Existing Parking Decks

Occupancy Study

Existing Parking Deck	Total Number of Public Spaces	Observed Estimate of Weekday Occupancy (Midday)	Observed Estimate of Saturday Occupancy (Midday)
Woodruff	375	70%	90%
Colony Square	1885	93%	60%
Proscenium	835	80%	10%
Campanile/14th Street Playhouse	250	40%	closed
1100 Peachtree	300	65%	closed
Dewberry	418	closed to visitors	closed to visitors
Metropolis	206	85%	75%
Spire	92	95%	80%
Cornerstone Lot	63	75%	30%
Bellsouth Center II	1844	50%	10%
Bank of America Garage	30	40%	20%
Georgian Terrace	600	60%	60%

Notes

- **Observed occupancy rates were applied to total number of public spaces for each specific deck and for all surface and on-street locations for existing and future parking analysis.**
- **Dewberry deck was observed to be closed during peak midday conditions and was not included in existing analysis.**
- **Campanile deck occupancy is lower due to the lack of occupancy in adjacent building (assumed 60% for existing analysis).**

Vehicle Origin

Origin Location	%
Fulton/Dekalb	43
Other Metro Atlanta	40
Other Georgia	5
Out of State	12

Average Parking Duration

Facility Type	Duration
On-Street	2 hours
Surface Lot	4 hours

On-Street/Surface Lot Occupancy

Type of Parking	Observed Estimate of Weekday Occupancy (Midday)	Observed Estimate of Saturday Occupancy (Midday)
On-Street	70%	90%
Surface Lot	85%	70%

Figure A-3
Existing Parking Occupancy

Questionnaire distributed to Midtown retail and restaurants

Midtown Mile ATLANTA

PARKING ASSESSMENT QUESTIONNAIRE

The Midtown Alliance is conducting a parking assessment study for the Midtown Mile Retail Initiative. Please help us by answering the following questions. Upon completion, simply return the survey to Brian Smith at Midtown Alliance. We ask that only one form is completed per location. Thanks for your help.

Name of Business:_____
Type of Business:_____

Customer Parking

1. Is on-site parking provided for customers at your establishment? Yes No
   If Yes,
   - How many parking spots are provided?_____
   - Is it sufficient for your demand? Yes No
   - How much does it cost?_____
   - Is it flat rate, hourly?_____
   - Is valet parking provided? Yes No

   If No,
   - Where do customers typically park (be specific)?
     _____
   - Is parking validated? Yes No
   - If not validated, how much do they typically pay?_____
   - How far must customers typically walk from off-site parking?

   Less than 1 block 1-2 blocks 2-4 blocks Greater than 4 blocks
2. How long does the average customer stay?
   Less than 1 hour 1-2 hours 2-4 hours Greater than 4 hours
3. When are the peak times parking is used?_____
4. What percentage of your customers use the following modes of transportation:
   Drive____ Walk____ Bike____ Transit____

Employee Parking

1. Is on-site parking provided for employees at your establishment? Yes No
   If Yes,
   - How many parking spots are provided?_____
   - Is it sufficient? Yes No
   - Is it separate from customer parking? Yes No
     If no, how are spaces differentiated?_____
   - How much does it cost for employees to park on-site?_____
   - Is it flat rate or hourly?_____

   If No,
   - Where do employees typically park (be specific)?
     _____
   - How far must employees typically walk from off-site parking?

   Less than 1 block 1-2 blocks 2-4 blocks Greater than 4 blocks
   - Do you validate parking for employees? Yes No
   - If not validated, how much do they typically pay?_____
2. How long is the typical employee shift?_____
3. What are the peak times for employee parking?_____
4. How many employees work at your establishment?_____
5. What percentage of your employees use the following modes of transportation:
   Drive____ Walk____ Bike____ Transit____

Please drop off survey at:
Midtown Alliance
999 Peachtree Street
Suite 730
or
Fax your responses to: Brian Smith, Midtown Alliance Fax: 404-892-0050
Brian@midtownalliance.org

RESULTS

Retail (9 Responses)

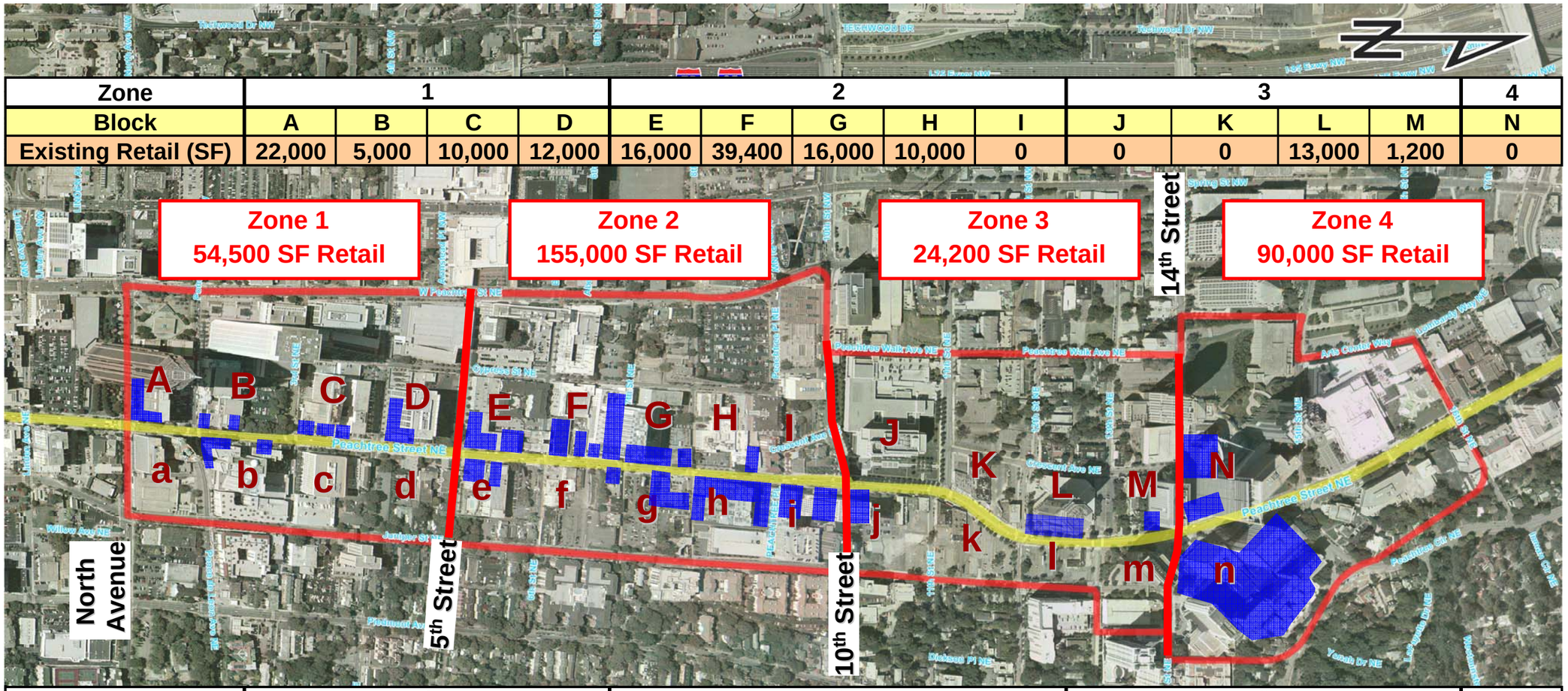
- **100% provide parking at no cost.**
- **78% feel parking is sufficient.**
- **0% provide valet parking.**
- **Average customer duration is 1 hour or less.**
- **Peak parking times are during the midday to afternoon hours (11am-7pm).**
- **Overall, each retailer has about 13 employees with shifts of 8 hours.**
- **Mode Split: Customers - 79% drive, 20% walk, 1% bike, 1% transit**
  Employees - 89% drive, 6% walk, 2% bike, 3% transit

Restaurants (15 Responses)

- **47% of restaurants provide on-site parking at no cost.**
- **33% of restaurants provide on-site parking for a fee.**
- **20% of restaurants do not provide on-site parking; parking is handled through nearby lots and on-street parking (33% validate).**
- **73% of the restaurants feel parking is sufficient.**
- **47% of the restaurants provide valet parking.**
- **Average customer duration is 2 hours.**
- **Peak parking times are lunch (11am-1pm) and dinner to late night (6 pm-11 pm).**
- **Restaurants average 35 employees with shifts of 6-8 hours.**
- **Mode Split: Customers - 69% drive, 20% walk, 3% bike, 8% transit**
  Employees - 56% drive, 21% walk, 2% bike, 21% transit

Figure A-4
Survey Results

Zone	1				2					3				4
Block	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Existing Retail (SF)	22,000	5,000	10,000	12,000	16,000	39,400	16,000	10,000	0	0	0	13,000	1,200	0



Zone	1				2					3				4
Block	a	b	c	d	e	f	g	h	i	j	k	l	m	n
Existing Retail (SF)	2,500	3,000	0	0	11,000	2,500	12,500	39,000	8,600	10,000	0	0	0	90,000

Legend

Approximate building footprint of existing retail locations

Figure A-5
Existing Retail

Existing Parking Availability – Zone Basis

Zone	Existing Retail	Type	Existing Parking Availability - Weekday			Existing Parking Availability - Weekend		
			Total # of Public Spaces	Total # of Unoccupied Public Spaces	% Unoccupied Spaces to Total	Total # of Public Spaces	Total # of Unoccupied Public Spaces	% Unoccupied Spaces to Total
1	54,500	A	1,844	922	50%	1,844	1,660	90%
		B	630	258	41%	630	264	42%
		Surface Lot	372	56	15%	372	112	30%
		Street	153	46	30%	153	15	10%
		Total	**2,999**	**1,282**	**43%**	**2,999**	**2,051**	**68%**
2	155,000	A	155	20	13%	155	63	40%
		B	206	31	15%	206	52	25%
		Surface Lot	340	51	15%	340	102	30%
		Street	157	47	30%	157	16	10%
		Total	**858**	**149**	**17%**	**858**	**232**	**27%**
3	24,200	A	1,385	372	27%	835	752	90%
		B	0	0	n/a	0	0	n/a
		Surface Lot	748	112	15%	748	204	27%
		Street	81	24	30%	81	8	10%
		Total	**2,214**	**509**	**23%**	**1,664**	**964**	**58%**
4	90,000	A	0	0	n/a	0	0	n/a
		B	2,260	244	11%	2,260	792	35%
		Surface Lot	0	0	n/a	0	0	n/a
		Street	55	17	30%	55	45	81%
		Total	**2,315**	**261**	**11%**	**2,315**	**836**	**36%**
Overall Total			**8,386**	**2,201**	**26%**	**7,836**	**4,082**	**52%**

Conclusions

- **Overall, approximately 26% of the grade A and B public spaces are unoccupied on a typical weekday and 52% on a typical weekend.**
- **Though existing parking is sufficient, any significant new retail in Zone 2 would need additional A/B deck parking for the weekday peak.**
- **Zone 4 (Colony Square) is nearly at 90% capacity during the weekday peak.**

Notes

- **Dewberry lot was excluded from analysis since it is not presently publicly available.**
- **Campanile occupancy increased to 60% for existing condition since adjacent building was not fully occupied when observations were made.**

Figure A-6

Existing Parking Availability – Zone Basis

Unoccupied Weekday Parking Within One-Block Radius		
Block	Existing Retail SF	Number of Unoccupied Spaces (A/B/Surface/On-Street)
A	22,000	310
a	2,500	294
B	5,000	353
b	3,000	335
C	10,000	1,243
c	0	309
D	12,000	1,017
d	0	87
E	16,000	996
e	11,000	56
F	39,400	102
f	2,500	84
G	16,000	104
g	12,500	87
H	10,000	83
h	39,000	77
I	0	102
i	8,600	99
J	0	66
j	10,000	57
K	0	191
k	0	167
L	13,000	454
l	0	235
M	1,200	587
m	0	376
N	0	578
n	90,000	383

Note: Lettered blocks refer to Figure A-5

Conclusions

- **Blocks in the A-E range have sufficient unoccupied public parking in a one-block radius to support significant new retail without additional parking.**
- **Blocks in the F-J range typically have 60-100 unoccupied spaces within a one-block radius. Although sufficient for current demand, a significant amount of new retail cannot be supported without additional parking.**
- **Blocks in the K-N range have 170-550 unoccupied spaces within one block radius (Colony Square is near capacity, but adjacent parking is not).**

Notes

- **The one-block radius includes all unoccupied public parking (grade A and B decks and surface/on-street) within the block itself and all neighboring blocks.**
- **Dewberry deck is presently closed and not included in existing analysis.**

Figure A-7

Existing Weekday Parking Availability – Block Basis

Unoccupied Weekend Parking Within One-Block Radius		
Block	Existing Retail SF	Number of Unoccupied Spaces (A/B/Surface/On-Street)
A	22,000	332
a	2,500	327
B	5,000	389
b	3,000	383
C	10,000	1,997
c	0	333
D	12,000	1,810
d	0	148
E	16,000	1,778
e	11,000	112
F	39,400	175
f	2,500	169
G	16,000	140
g	12,500	135
H	10,000	116
h	39,000	114
I	0	150
i	8,600	149
J	0	103
j	10,000	94
K	0	135
k	0	96
L	13,000	871
l	0	23
M	1,200	1,619
m	0	781
N	0	1,626
n	90,000	818

Note: Lettered blocks refer to Figure A-5

Conclusions

•Blocks A-E have significant unoccupied public parking.

• Blocks F-K have between 90-180 unoccupied spaces, which is sufficient for current demand. However, significant new retail would require additional parking.

• Block l only has 23 available spaces due to the 1100 and Campanile decks being closed on weekends.

Notes

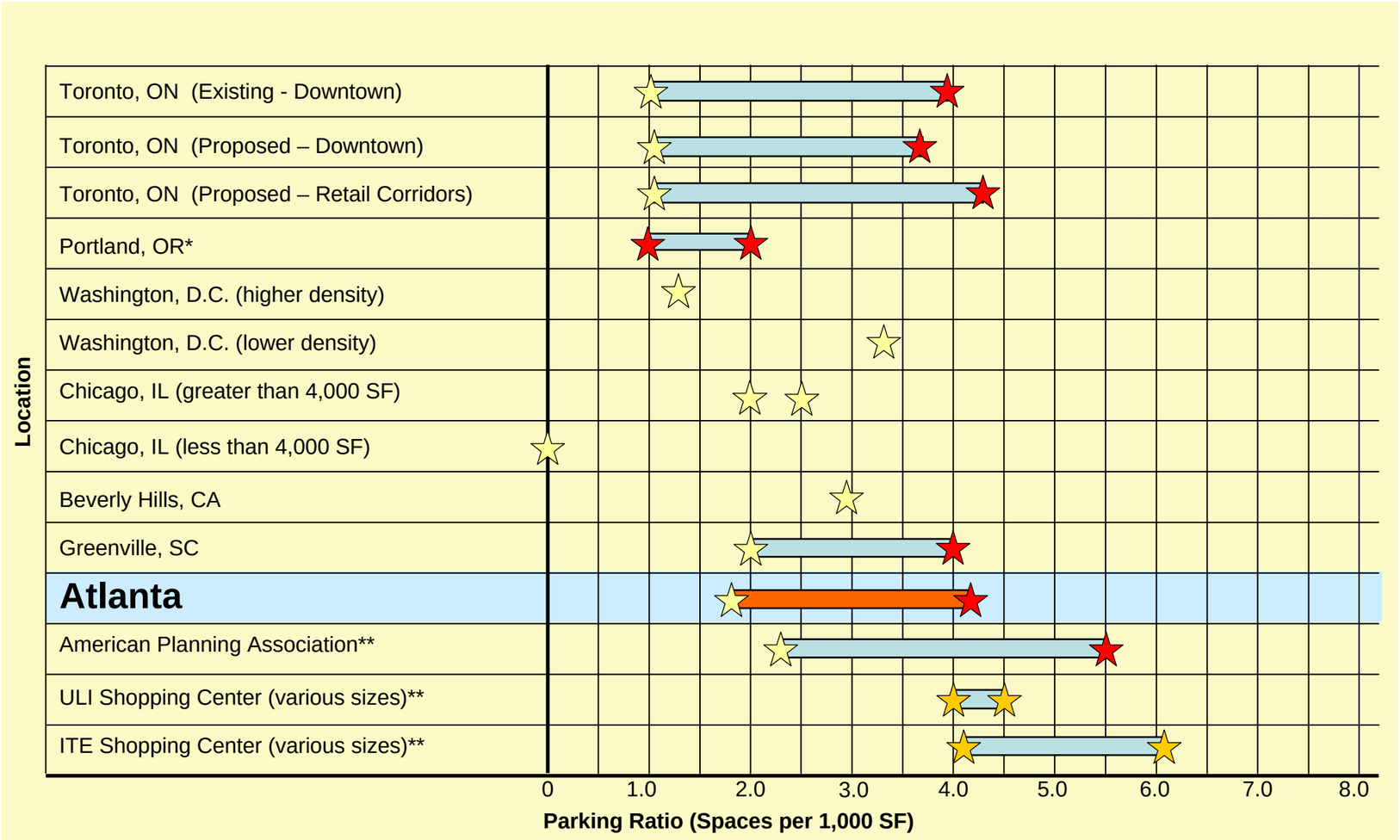
• The one-block radius includes all unoccupied public parking (grade A or B decks and surface/on-street) within the block itself and all neighboring blocks.

• Campanile and 1100 decks were not included in the weekend analysis due to closure.

•Dewberry deck is presently closed and not included in existing analysis.

Figure A-8

Existing Weekend Parking Availability – Block Basis



Legend

- Average Parking Ratio
- Minimum Parking Ratio
- Maximum Parking Ratio
- Range of Parking Ratios

*Portland offered differing maximum parking ratios by city district.

**Technical organization data typically reflects parking supply at suburban retail locations.

Figure A-9

Parking Ratio Comparison

Georgian Terrace
50,000 SF Retail
No New Parking

Hines Development
15,000 SF Retail
200 Public Parking Spaces (Share with Hotel)

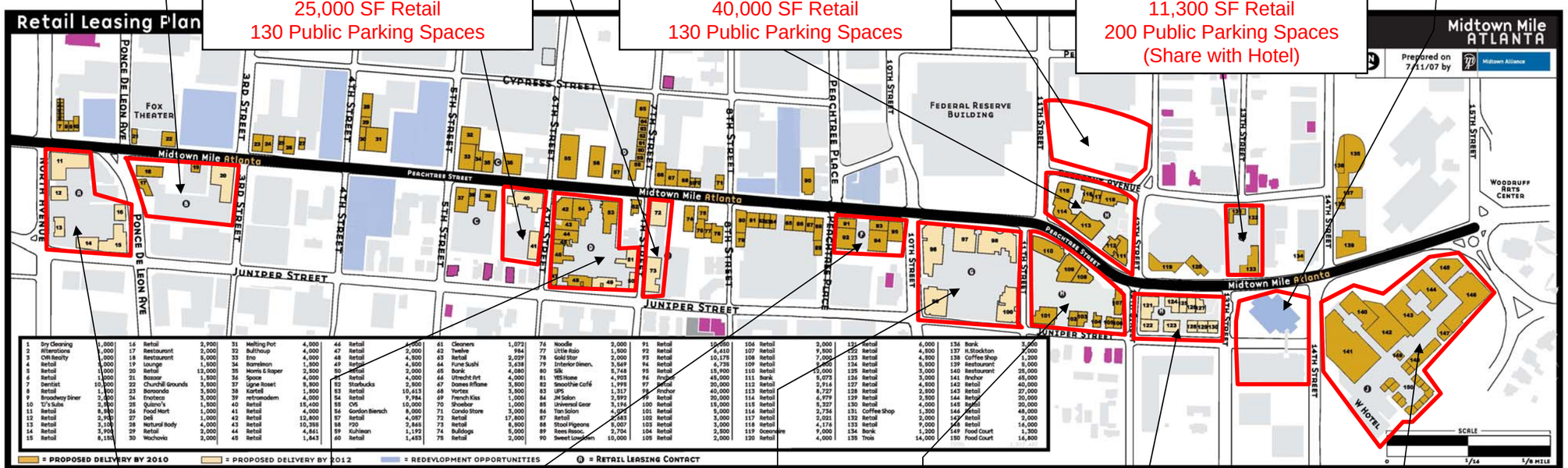
12th & Midtown Phase 4
80,000 SF Retail
200 Public Parking Spaces

Campanile Development
60,000 SF Retail
150 Public Parking Spaces in Existing Deck

Rohrig Development
25,000 SF Retail
130 Public Parking Spaces

12th & Midtown Phase 1
40,000 SF Retail
130 Public Parking Spaces

1138 Peachtree
11,300 SF Retail
200 Public Parking Spaces
(Share with Hotel)



Viewpoint
46,000 SF Retail
161 Public Parking Spaces

Midtown Square
140,000 SF Retail
350 Public Parking Spaces

12th & Midtown Phase 3
85,000 SF Retail
213 Public Parking Spaces

Colony Square
Repositioning 130,000 SF Retail
No New Parking

Fox Plaza
18,000 SF Retail
125 Public Parking Spaces

999 Peachtree
Redeveloping to 50,000 SF Retail
100 Public Parking Spaces

12th & Midtown Phase 2
50,000 SF Retail
162 Public Parking Spaces

Figure A-10
2015 New Retail Development

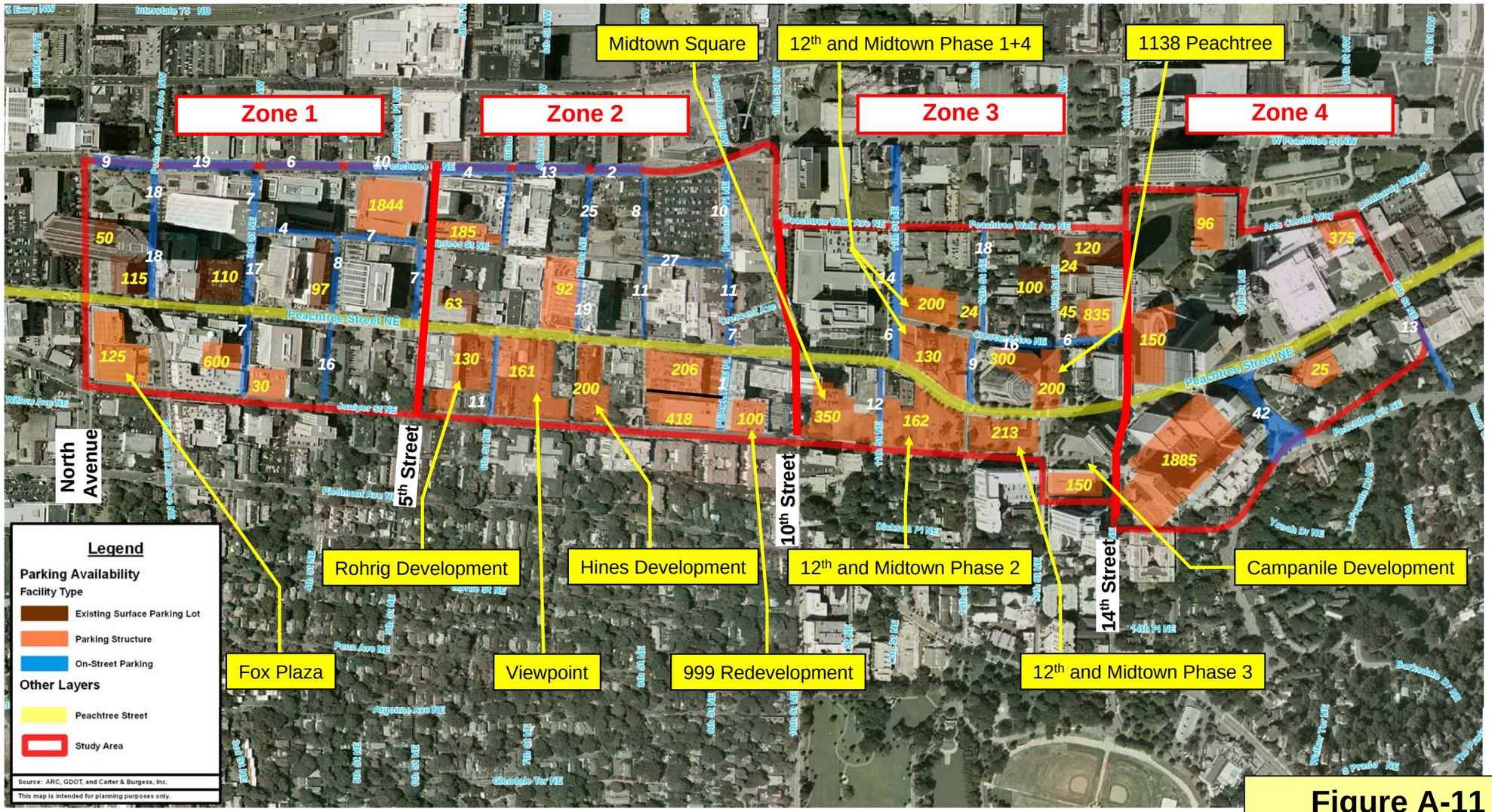
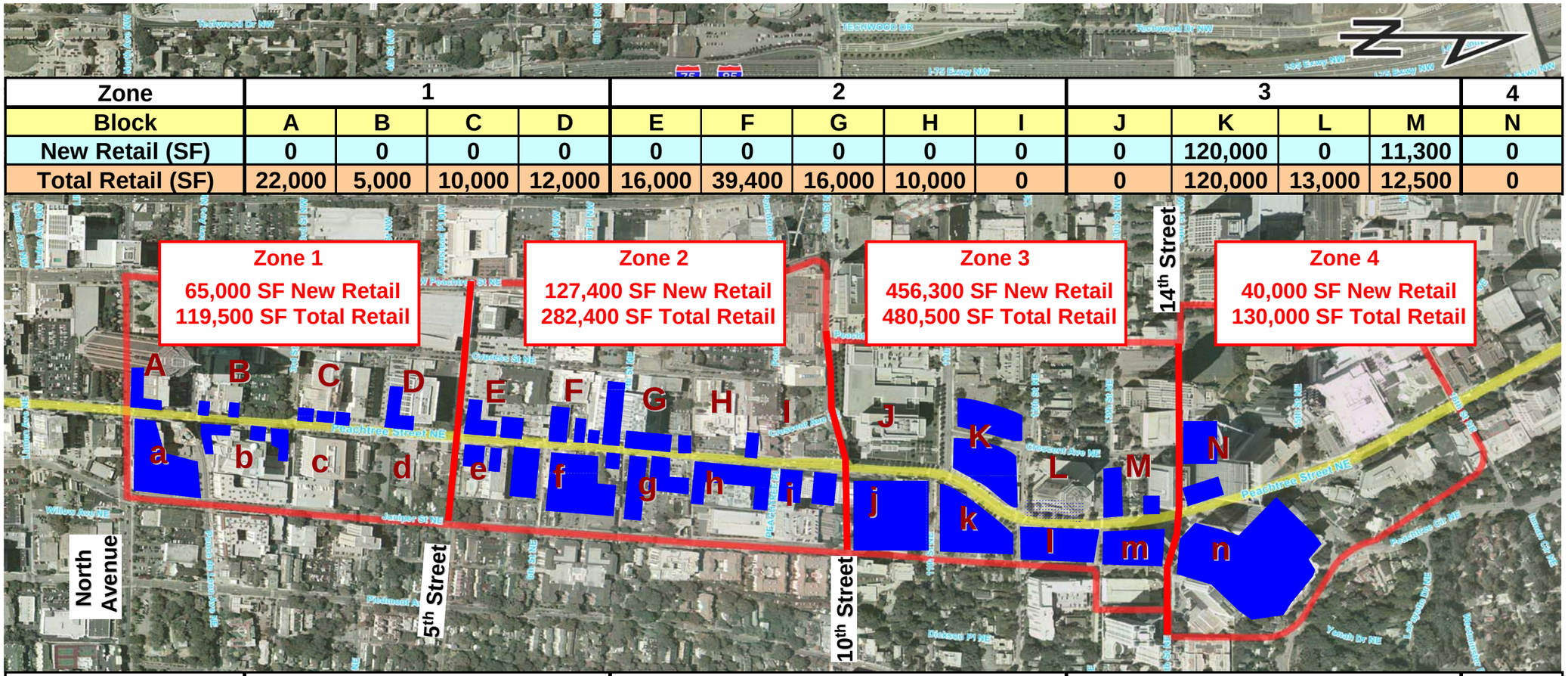


Figure A-11
2015 Future Parking

Notes: **All new parking is considered grade A level.**

Grade C and 1180 parking is shown on the map for illustrative purposes, but not factored into analysis.



Zone	1				2					3				4
Block	A	B	C	D	E	F	G	H	I	J	K	L	M	N
New Retail (SF)	0	0	0	0	0	0	0	0	0	0	120,000	0	11,300	0
Total Retail (SF)	22,000	5,000	10,000	12,000	16,000	39,400	16,000	10,000	0	0	120,000	13,000	12,500	0

Zone	1				2					3				4
Block	a	b	c	d	e	f	g	h	i	j	k	l	m	n
New Retail (SF)	18,000	47,000	0	0	25,000	46,000	15,000	0	41,400	130,000	50,000	85,000	60,000	40,000
Total Retail (SF)	20,500	50,000	0	0	36,000	48,500	27,500	39,000	50,000	140,000	50,000	85,000	60,000	130,000

Legend

Approximate building footprint of existing and future retail locations

Figure A-12

New and Total Future Retail by Block

Zone	Future "New" Retail	Future Parking Availability - Weekday		Future Parking Availability - Weekend	
		Total Number of Unoccupied Public Parking Spaces	Ratio of Total Number of Unoccupied Public Parking Spaces to Future "New" Retail (per 1,000 square feet)	Total Number of Unoccupied Public Parking Spaces	Ratio of Total Number of Unoccupied Public Parking Spaces to Future "New" Retail (per 1,000 square feet)
Zone 1	65,000	1,407	21.6	2,151	33.1
Zone 2	127,400	798	6.3	821	6.4
Zone 3	456,300	1,498	3.3	2,008	4.4
Zone 4	40,000	261	6.5	797	19.9
Overall	688,700	3,964	5.8	5,776	8.4

Conclusion

• Overall and from a zone-wide perspective, when the additional parking associated with the new retail is considered, sufficient parking (ratio over 3.5) will be provided in Zones 1,2 and 4. Zone 3 will be just below the 3.5 standard but within existing zoning standards.

Notes:

- Total number of unoccupied parking spaces includes A/B decks, surface, and on-street.
- Dewberry deck assumed to be operational for this analysis and at 50% capacity.
- Campanile/14th Street deck will only offer 150 spaces (250 offered today) despite the added retail for weekday parking. Existing demand indicates that 150 public spaces are already occupied during peak weekday conditions.
- Weekend analysis assumed that 1100 Peachtree and Campanile/14th Street decks will remain closed.
- Only "new" retail used for analysis as existing retail is already imbedded into existing occupancy.

Figure A-13

2015 Parking Availability – Zone Basis

2015 Weekday - New Retail to Unoccupied Parking - One-Block Radius			
Block	Future "New" Retail Within 1 Block	Total Number of Unoccupied Public Parking Spaces Within 1 Block	Ratio of Total Number of Unoccupied Public Parking Spaces to Future "New" Retail (per 1,000 square feet)
A	65,000	435	6.7
a	65,000	419	6.4
B	65,000	478	7.3
b	65,000	460	7.1
C	47,000	1,243	26.5
c	47,000	309	6.6
D	25,000	1,125	45.0
d	25,000	194	7.8
E	71,000	1,265	17.8
e	71,000	325	4.6
F	86,000	442	5.1
f	86,000	424	4.9
G	61,000	546	8.9
g	61,000	528	8.7
H	56,400	463	8.2
h	56,400	457	8.1
I	171,400	716	4.2
i	171,400	713	4.2
J	341,400	963	2.8
j	341,400	954	2.8
K	385,000	1,201	3.1
k	385,000	1,177	3.1
L	326,300	1,138	3.5
l	326,300	919	2.8
M	196,300	779	4.0
m	196,300	569	2.9
N	111,300	558	5.0
n	111,300	363	3.3

Note: Lettered blocks refer to Figure A-12

Conclusions

- **Most blocks will generate parking ratios of 5–10 spaces per 1,000 SF retail.**
- **Blocks J-K, l, m, and n will generate parking ratios less than the desired 3.5 threshold, but within existing zoning standards.**

Notes:

- **The one-block radius includes all unoccupied public parking within the block itself and all neighboring blocks..**
- **Total number of unoccupied parking spaces includes A/B decks, surface, and on-street.**
- **Campanile/14th Street deck will offer only 150 spaces (250 today) despite the added retail. Existing demand indicates that 150 public spaces are already occupied during peak weekday conditions.**
- **Dewberry deck assumed to be operational for this analysis and at 50% capacity.**
- **Only "new" retail used for analysis as existing retail is imbedded into existing occupancy.**

Figure A-14

2015 Weekday Parking Availability – Block Basis

2015 Weekend - New Retail to Unoccupied Parking - One-Block Radius			
Block	Future "New" Retail Within 1 Block	Total Number of Unoccupied Public Parking Spaces Within 1 Block	Ratio of Total Number of Unoccupied Public Parking Spaces to Future "New" Retail (per 1,000 square feet)
A	65,000	432	6.7
a	65,000	427	6.6
B	65,000	489	7.5
b	65,000	483	7.4
C	47,000	1,997	42.5
c	47,000	333	7.1
D	25,000	1,895	75.8
d	25,000	233	9.3
E	71,000	2,014	28.4
e	71,000	349	4.9
F	86,000	454	5.3
f	86,000	448	5.2
G	61,000	544	8.9
g	61,000	538	8.8
H	56,400	468	8.3
h	56,400	466	8.3
I	171,400	719	4.2
i	171,400	718	4.2
J	341,400	955	2.8
j	341,400	946	2.8
K	385,000	1,099	2.9
k	385,000	1,060	2.8
L	326,300	1,655	5.1
l	326,300	808	2.5
M	196,300	1,911	9.7
m	196,300	1,073	5.5
N	111,300	1,706	15.3
n	111,300	898	8.1

Note: Lettered blocks refer to Figure A-12

Conclusions

- **Most blocks will generate parking ratios of 5–10 spaces per 1,000 SF retail.**
- **Blocks J-L will generate parking ratios less than the desired 3.5 threshold, but within existing zoning standards.**

Notes:

- **The one-block radius includes all unoccupied public parking within the block itself and all neighboring blocks.**
- **Total number of unoccupied parking spaces includes A/B decks, surface, and on-street.**
- **Dewberry deck assumed to be operational for this analysis and at 50% capacity.**
- **Only "new" retail used for analysis as existing retail is imbedded into existing occupancy.**
- **Weekend analysis assumed that 1100 Peachtree and Campanile/14th Street decks will remain closed.**

Figure A-15

2015 Weekend Parking Availability – Block Basis

Appendix B – Quality of Parking Memo

At the stakeholder's request, a "quality of parking" evaluation for retail users was applied to the existing parking decks within the Midtown Mile study area. This evaluation was done since most of the existing parking supply was designed for office land use and may not be as appealing for the future retail/restaurant land use proposed for the Midtown Mile Retail Initiative. Each parking deck within the study area was analyzed and scored based on the criteria established below. A cumulative score was determined for each parking deck and a "grade" of A, B or C was assigned. Grade A facilities are located in favorable locations and offer efficient vehicle and pedestrian access to potential retail/restaurant customers. Grade B facilities are useable parking locations for most retail and restaurant land uses, but lack some of the qualities that attract customers. Grade C facilities are parking facilities that lack good vehicular/pedestrian accessibility from a retail perspective and are only likely to be used by retail/restaurant customers during overflow conditions on peak days. It is important to note this evaluation is subjective and is based on a parking deck's attractiveness to retail users. While a parking deck may not be conducive to retail users it may be excellent for the function in which it was designed for.

Criteria

The parking decks were assessed and scored based on four sets of criteria:

- **Vehicle Access**
  - Location of vehicle entrance/exit points within the facility
  - Ease of drive from Peachtree Street corridor to parking facility
  - Internal vehicle wayfinding
- **Pedestrian Access**
  - Location of pedestrian entrance/exit points within the facility
  - Internal pedestrian wayfinding
  - Garage orients pedestrians in the direction of Peachtree Street corridor
- **Design/Aesthetics**
  - Attractive design features
  - Well-maintained
  - Good interior lighting and perceived safety
- **Location of Parking Facility**
  - Proximity to retail
  - Quality of walk from location to retail (landscaped, no grades, etc.)

The parking decks were scored on a scale of one to three for each category based on how well the deck met the stated criteria. The following grading scale was used based off the cumulative scores:

- **Grade A:** Total Score 10-12
- **Grade B:** Total Score 7-9
- **Grade C:** Total Score 4-6

Parking Evaluation

The results of the grading exercise are depicted below in Table 1. Seventeen decks are located within the study area, and among these, six received "A" grades, six received "B" grades, and five received "C" grades. The parking facilities receiving A's generally offered good internal/external access to vehicle and pedestrians, were located in desirable areas, and were well-maintained facilities attractive to retail/restaurant customers. The parking facilities receiving B's were generally deficient in a couple of categories, but offer functional parking opportunities for retail/restaurant customers. A grade of "C" was given to the facilities that were generally located in less desirable areas with unsatisfactory pedestrian accommodations and suited towards office parking. Table 1 below provides an overview of the qualities of each parking deck location based on a field survey during a typical weekday.

Table B-1: Results of Parking Grading Analysis

Garage Name	Vehicle Access Score	Pedestrian Access Score	Design / Aesthetics Score	Location Score	Total	Grade
Woodruff	2	2	2	1	7	B
Boys/Girls Club	2	1	2	1	6	C
Promenade	2	1	2	1	6	C
Colony Square	2	2	2	3	9	B
1180 Peachtree	1	2	3	3	9	B
Proscenium	3	2	2	3	10	A
Campanile/14th Street Playhouse	1	3	3	3	10	A
1100 Peachtree	3	2	2	3	10	A
999 Peachtree	1	1	2	2	6	C
Dewberry	2	2	2	2	8	B
Metropolis	2	1	3	3	9	B
Spire	3	2	2	3	10	A
Cornerstone Lot	3	3	2	3	11	A
Biltmore	1	1	2	2	6	C
Bellsouth Center II	2	3	3	2	10	A
Bank of America Garage	3	2	1	3	9	B
Georgian Terrace	2	2	2	3	9	B

Parking Deck Characteristics/Inventory

The following summarizes the existing characteristics of each of the parking decks located within the study area.

Woodruff– 1280 Peachtree Street/Arts Center Way – Grade B

- Located at far end of corridor.
- Vehicle access not convenient to proposed retail
- Pedestrians are oriented away from Peachtree Street, but into a nicely landscaped plaza
- Interior lighting could be better
- Good interior signage

Boys/Girls Club – 1275 Peachtree Street – Grade C

- Located on the outskirts of study area
- Vehicle/pedestrian access is hidden from Peachtree Street
- No exterior signage
- Perception that parking would be unavailable to public
- Pedestrians are oriented to lobby of building (or walk through vehicle entrance)

Promenade – 15th Street between Peachtree Street and West Peachtree Street – Grade C

- Undesirable location
- Deck's location on hill creates undesirable walking conditions
- Limited spaces on entry levels
- Interior signage and lighting could be improved
- Pedestrians are oriented to an outdoor plaza between office buildings and away from Peachtree Street corridor
- Elevators provided in one corner; only other pedestrian access point is a dark auxiliary stairway

Colony Square – Peachtree Street/14th Street – Grade B

- Interior design is set up to guide people into indoor retail area, which is a positive for internal trips, but not as desirable for other retail locations
- Interior design is difficult to navigate from a vehicular standpoint – easy to get lost
- Internal signage is okay, interior lighting could be improved
- Good vehicle access (three entrances, two exits)

1180 Peachtree – Crescent Avenue/14th Street – Grade B

- Deck parking begins on level 4
- Vehicles must navigate steep and windy spiral ramp to reach parking area
- Pedestrians are oriented to level 1 of internal lobby near office entrance, doors lead to driveway near Peachtree Street/14th Street
- Internal layout discourages pedestrians from accessing 14th/Crescent Avenue
- Modern design and good internal vestibule for elevators
- Okay internal signage and lighting

Proscenium – Crescent Street/14th Street – Grade A

- Entrance from two locations, visitors must exit on Crescent Avenue
- Attractive facility with nice elevators orients pedestrians towards Peachtree Street corridor
- Interior lighting and vehicle signage were okay
- Interior signage for pedestrians would be helpful

Campanile/14th Street Playhouse – 14th Street/Juniper Street – Grade A

- Clean and attractive interior
- Favorable location
- Elevators orient pedestrians towards Peachtree Street corridor
- Must enter garage from Juniper Street (secondary gate in alley behind garage)

1100 Peachtree – Peachtree Street between 12th and 13th Street – Grade A

- Good location and interior lighting
- Good vehicle access and way finding
- Pedestrians are oriented to sixth floor where they can walk through to building lobby, vehicle entrance, or side exit to Peachtree Street
- Better internal signage needed to guide pedestrians to Peachtree Street

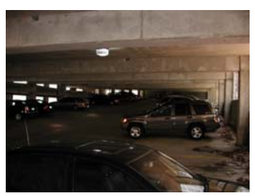
999 Peachtree – Juniper Street/Peachtree Place – Grade C

- Vehicles have to go through loading deck to exit
- Design orients pedestrian into an office lobby rather than street retail
- Internal lighting could be improved
- Pedestrians must walk with vehicles in tight spaces
- Vehicles are forced to exit onto one-way Juniper Street



Dewberry – Juniper Street between Peachtree Place and Eighth Street – Grade B

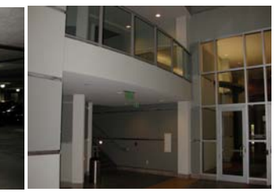
- Peachtree Place access from Peachtree Street is not most desirable location (feels like an alley)
- Open stairway and acceptable interior lighting
- Walk to proposed Peachtree Street corridor is considered unattractive

Metropolis – Peachtree Street between Peachtree Place and Eighth Street – Grade B

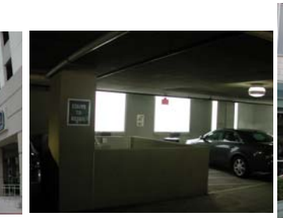
- Favorable location plus newer and more attractive design
- Pedestrian access is oriented to lobby rather than street
- Interior signage needs improvement to guide pedestrians to Peachtree Street
- Garage is hidden from Peachtree Street and signage could be improved
- Good internal lighting



Spire – Peachtree Street at 7th Street – Grade A

- Favorable location and good vehicle access from Peachtree Street
- Public parking is provided on lower levels only
- Pedestrian flows lead to the Peachtree Street corridor and existing retail
- Internal pedestrian signage and stairwells need improvement


Cornerstone Lot – Peachtree Street between 5th Street and 6th Street – Grade A

- Good access for vehicles and pedestrians
- Good proximity to future retail
- Operates like a surface lot



Bellsouth Center II – 5th Street at West Peachtree Street – Grade A

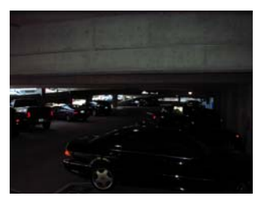
- Parking available on all levels
- Well designed pedestrian access with paths and signage
- Good lighting and stairway/elevator design
- Public vehicle access is limited to West Peachtree Street only, but access points on 4th and 5th could be modified for public use




Biltmore – Cypress Street at 5th Street – Grade C

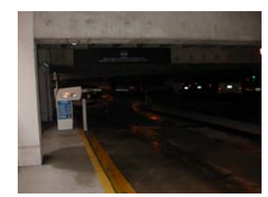
- Low interior ceilings and lighting create "bunker" feel
- Access point is difficult to find for vehicles
- Pedestrians are oriented away from Peachtree Street





Bank of America Garage – 3rd Street at Juniper Street – Grade B

- Good vehicle access
- Elevators orient pedestrians away from Peachtree Street
- One block away from potential retail, but pedestrian breezeway connects garage with Peachtree Street
- Dark interior lighting, low ceilings, interior pedestrian flows are difficult


Georgian Terrace – Peachtree Street between Ponce De Leon Avenue and 3rd Street – Grade B

- Public parking is on the lower levels
- Pedestrian access is not oriented directly onto Peachtree Street
- Access point is located on Peachtree Street, but is hidden and gives the appearance of a hotel driveway check-in area, opportunity for 3rd Street access
- No internal pedestrian signage, unmarked door leads to stairway that drops pedestrians off at 3rd Street facing Peachtree Street
- Interior lighting could be improved

Surface Lots

The Midtown Mile study area also contains approximately 1,460 spaces provided via surface lots. These lots are often desirable for retail/restaurant customers, but the potential for the redevelopment of these locations exists, so they were excluded from the grading analysis.

Summary of Findings

Based on the results of the parking deck evaluation there are six grade A decks with over 3,330 public parking spaces along the corridor. There are seven grade B parking decks with 3,240 parking spaces, and four grade C parking decks with 850 spaces. Based on our field inventory the grade C parking decks are not conducive to retail/restaurant customers and would only be used as overflow parking during peak periods. There are several surface lots along the corridor suitable for retail/restaurant use, however, these facilities are considered short term due to the potential for redevelopment.

Based on the evaluation several of the parking facilities could be improved by providing minor upgrades such as better signage for vehicle access and pedestrians, more lighting, and landscaping/aesthetic improvements.

During the prime shopping hours of nights and weekends, there is ample parking along the corridor to support the Midtown Mile retail initiative. However, during the peak weekday times several of the parking facilities are at 85 to 95 percent occupied. Forty-seven percent of the parking decks evaluated have a 70 percent or greater occupancy on a typical weekday during midday peak demand period. Eighteen percent have occupancy of 85 percent or greater.