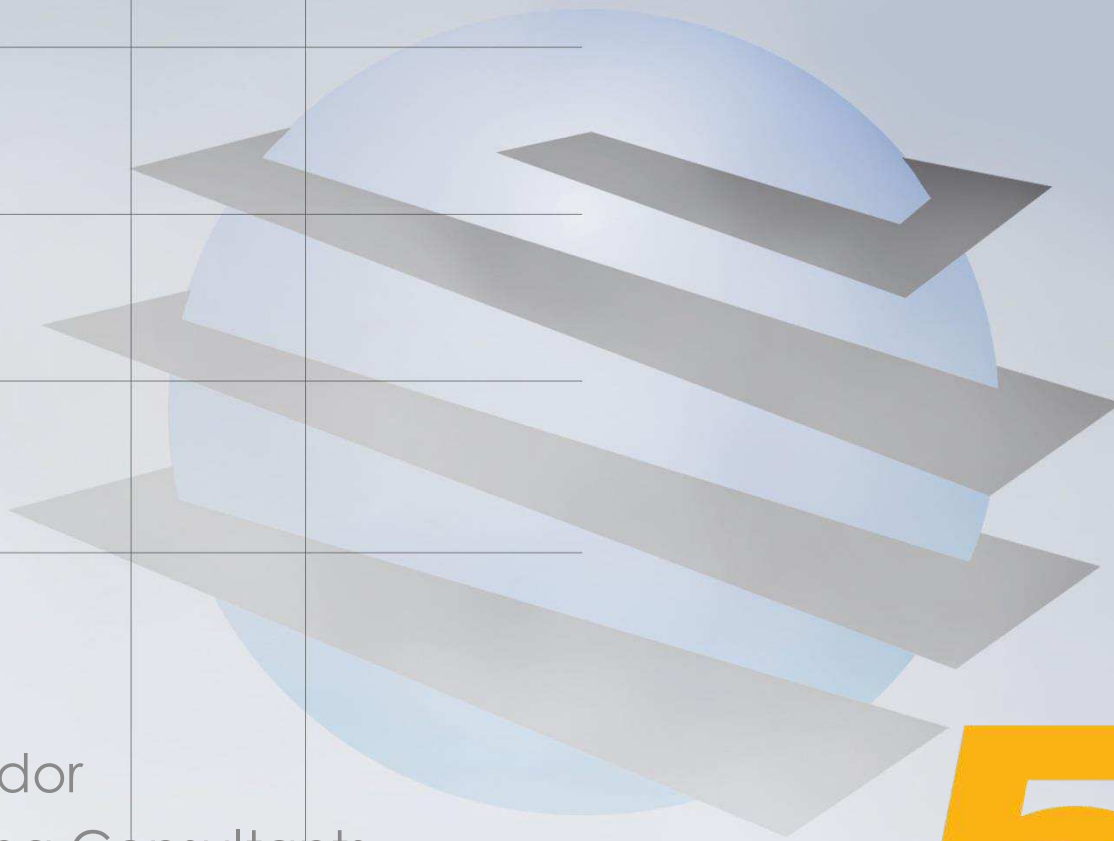


# Parking and Circulator Study



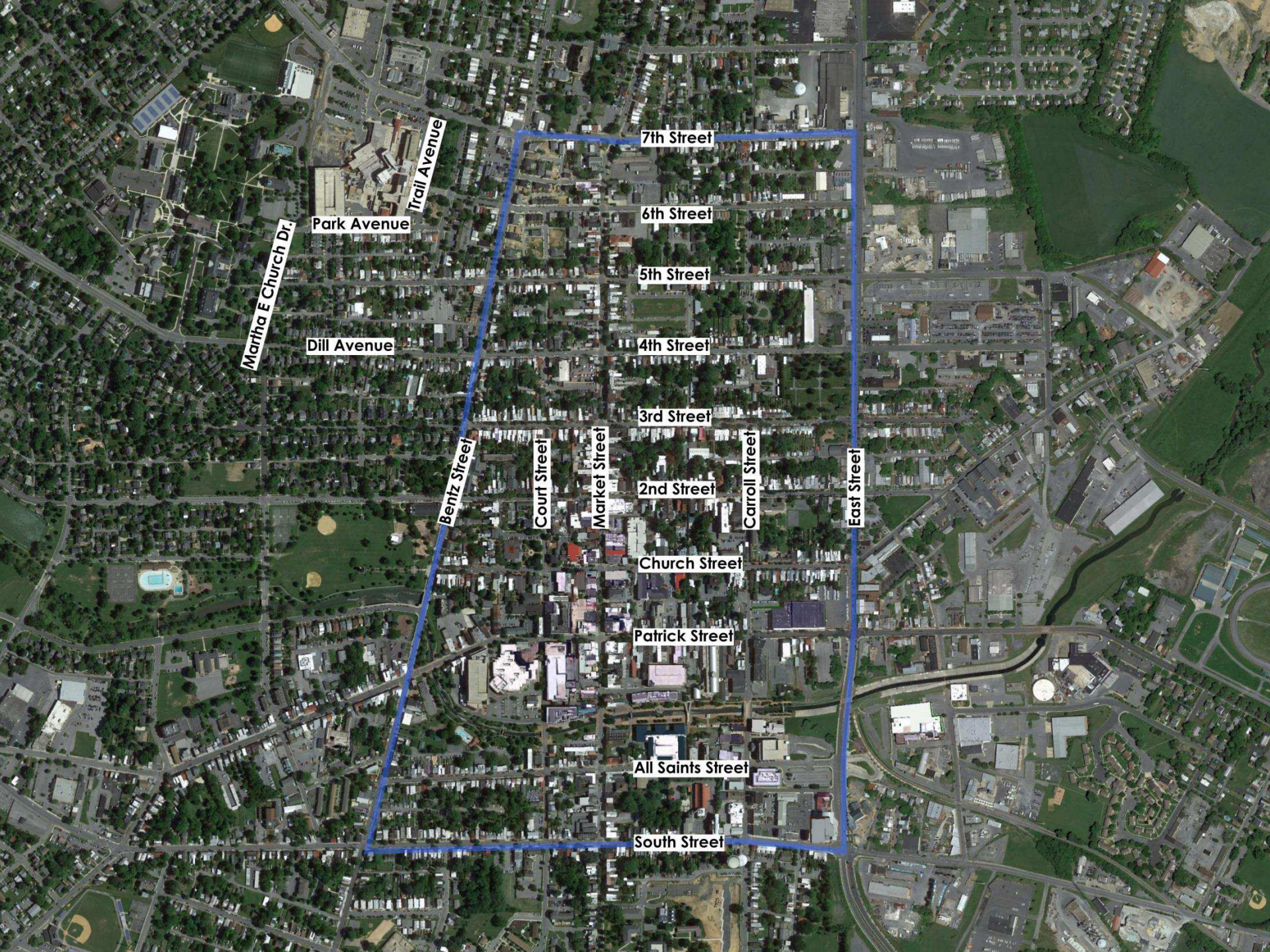
Andrew J. Vidor  
Walker Parking Consultants



# Study Objectives

- Project future parking demand
  - Hotel and conference center
  - Other City identified developments
- Determine future parking availability
- Determine if and when additional parking is required
- Develop preliminary pro forma for parking deck six and the parking systems ability to fund debt service
- Identify variable rate pricing strategy for the parking decks and its impact on parking system
- Identify circulator system for downtown





Martha E Church Dr.

Trail Avenue

Park Avenue

Dill Avenue

Bentz Street

Court Street

Market Street

7th Street

6th Street

5th Street

4th Street

3rd Street

2nd Street

Church Street

Patrick Street

All Saints Street

South Street

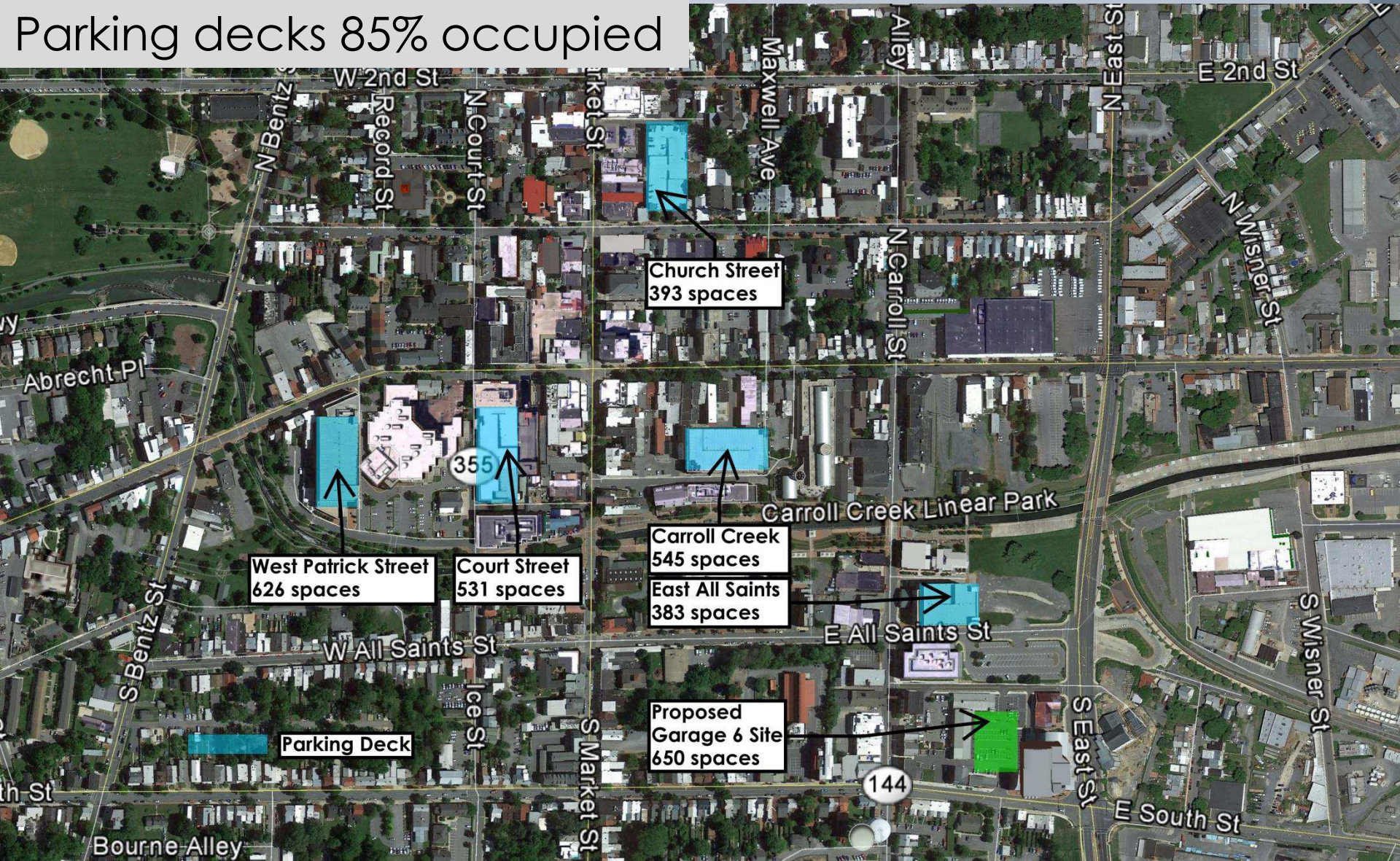
Carroll Street

East Street



# Current Parking Situation

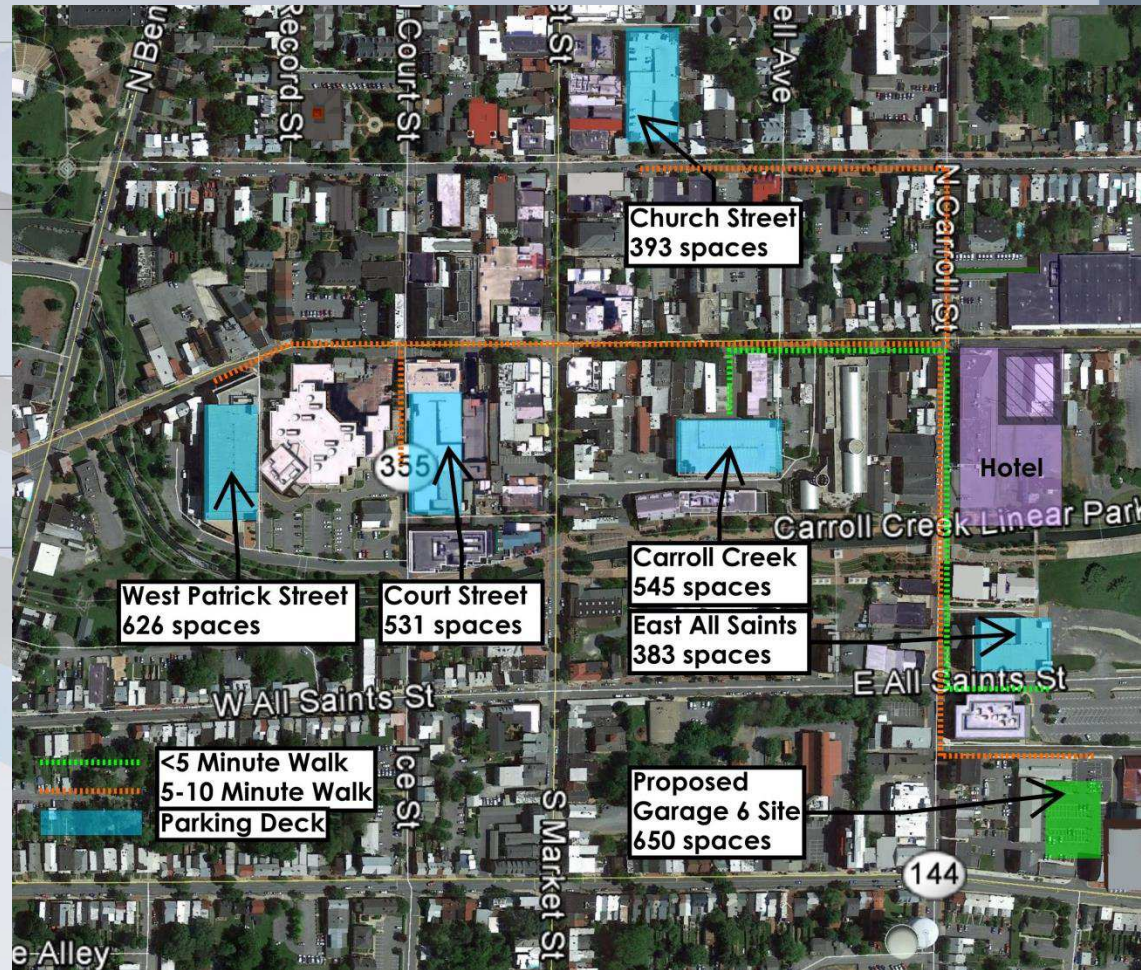
Parking decks 85% occupied





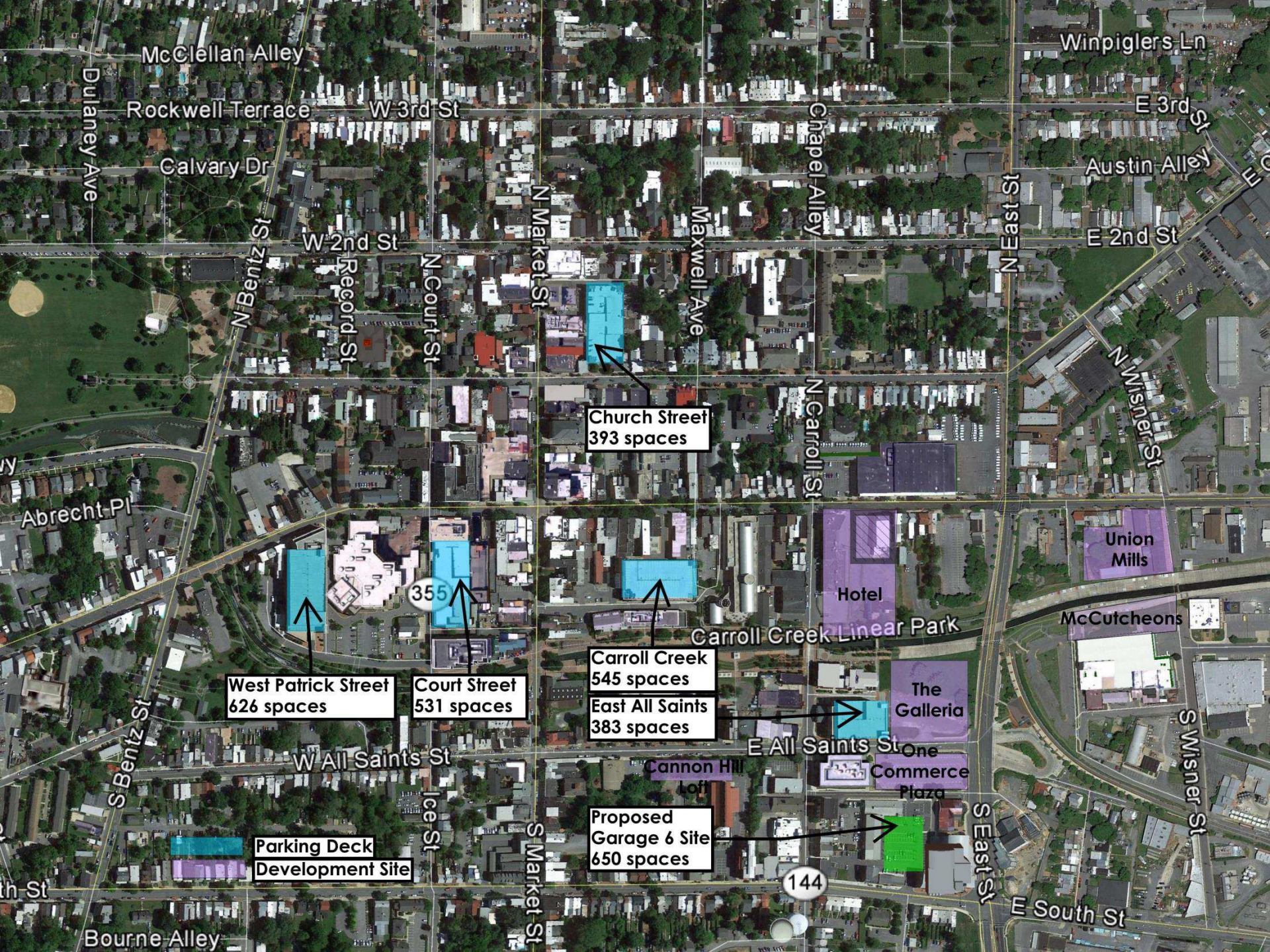
# Hotel and Conference Center

- \*207 guests rooms
- \*24,000 square feet of meeting space
- \*100 parking spaces
- 491 vehicle demand on weekdays
- 538 vehicle demand on weekends
- 928 parking spaces within five-minute walk



\*Provided by JLL





Church Street  
393 spaces

West Patrick Street  
626 spaces

Court Street  
531 spaces

Carroll Creek  
545 spaces  
East All Saints  
383 spaces

Parking Deck  
Development Site

Proposed  
Garage 6 Site  
650 spaces

Hotel

The Galleria  
One  
Commerce  
Plaza

Union  
Mills

McCutcheons





Site ID	Name	Location	Development
1	McHenry		Retail
2	Carmack Jays	331 N. Market	Office & Retail
3	Renn-Kirby	622-626 N. Market	
4	Former County Bldg.	520 N. Market	Residential
5		301 N. Market	Residential & Retail
6		501 N. Market	
7	Maxwell Square		30 Townhouses
8	North Point Community		Residential
9	Fredrick Brick Works		Office, Residential & Retail
10	MARC Train Lot		



# Future Development

Future parking demand not accommodated on development site. Additional parking needs to be constructed for these developments.

Five years

- Galleria, 173 vehicle space demand

Five to ten years

- One Commerce Plaza, 258 vehicle space demand



# Development Conclusions

- Hotel and conference center will require 253 additional parking spaces
- 5 year development horizon will require 173 additional parking spaces
- 5-10 year development horizon will require 258 additional parking spaces
- 684 total parking spaces required
- Additional parking will need to be constructed



# Constructing New Parking

Parking Deck 6 will be required if the hotel is constructed.

Parking Deck 6 will be required once additional future development is constructed even if the hotel is not built.

Parking Deck 6 will not be required if the hotel is not constructed and no future development were to occur.



# Funding Parking Deck 6

Pay for operation and debt service with operating fund and Parking Department Enterprise Fund

Balance not paid with operating fund would be supplemented with Parking Fund balance. Projected funding required by Enterprise fund is \$1.92 MM in year 1. As revenues stabilize, funding from the Enterprise Fund will be reduced.

Parking fund balance at end of FY 2014, \$3.3 MM.



# Variable Rate Pricing

Price Elasticity: Parkers relocate as a result of increasing monthly parking rate.

Purpose: Relocate demand at East All Saints & Carroll Creek to accommodate additional space for hotel & conference center guests.

10% rate increase 2% relocation, 17 parkers

20% rate increase 8% relocation 65 parkers

Conclusion: Variable rate pricing should not be implemented at this time, reevaluate at a later date.



# Downtown Circulator

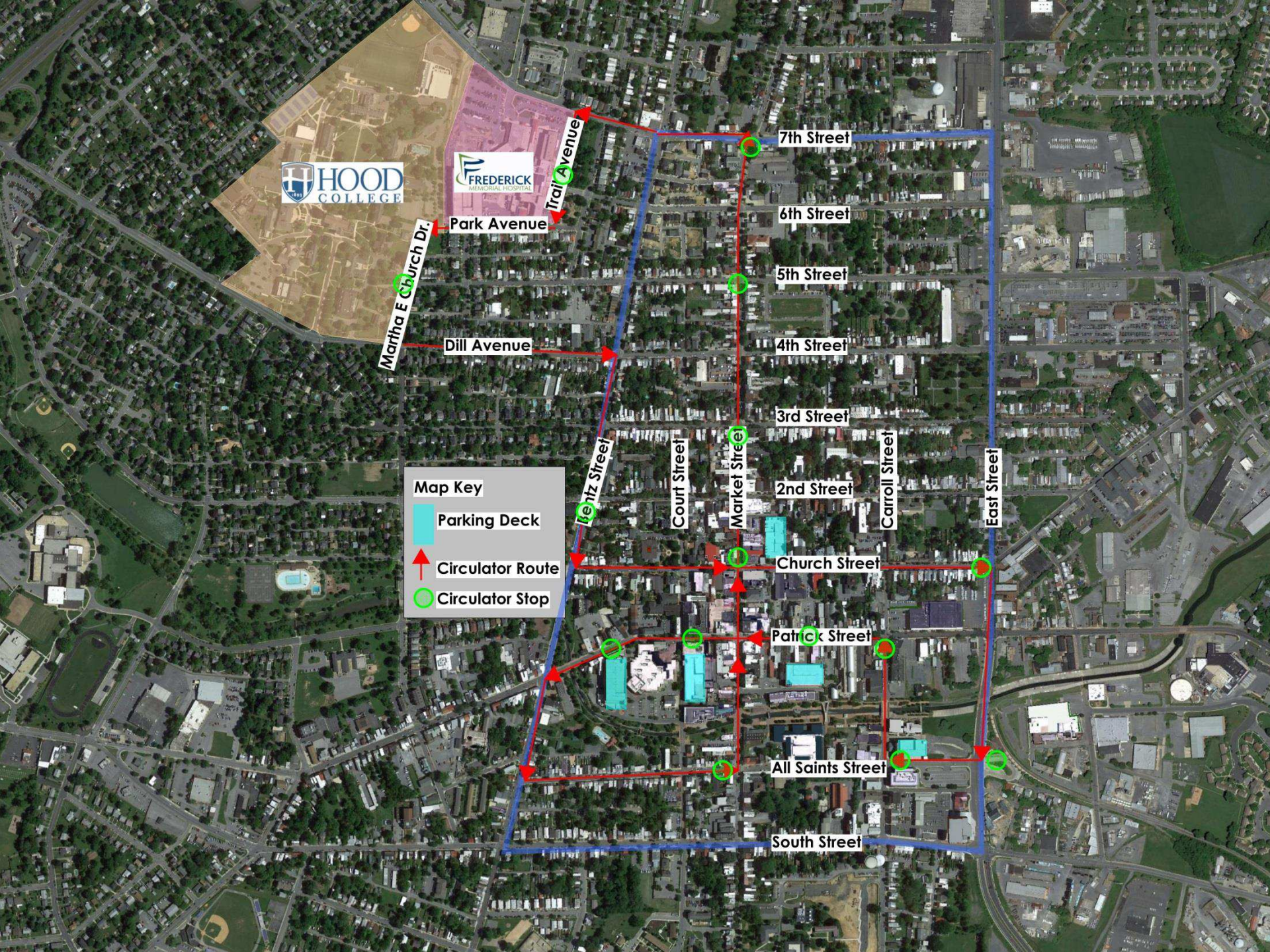
Purpose: Circulate parking, shopping, retail, offices.

Users: visitors, shoppers, tourists, office employees, retail merchants

Serves:

- Parking decks
- Shab Row parking lots
- Transit Center
- Proposed Marriott Hotel
- City Hall
- Memorial and Baker Parks
- Hood College
- Frederick Memorial Hospital
- Market Street destinations





HOOD  
COLLEGE

FREDERICK  
MEDICAL HOSPITAL

Martha E Church Dr.

Trail Avenue

Park Avenue

Dill Avenue

Bentz Street

Court Street

Market Street

Carroll Street

East Street

7th Street

6th Street

5th Street

4th Street

3rd Street

2nd Street

Church Street

Patrick Street

All Saints Street

South Street

Map Key

Parking Deck

Circulator Route

Circulator Stop



# Circulator Operation

- Weekdays, 7 a.m. and 8 p.m.
- Weekends, 9 a.m. and 10 p.m.
- 15 minutes between trolleys
- \$717,600 yearly operating cost
- Capital cost of trolley ranges between \$100,00 and \$250,000
- Capital funding routes

FTA -> MTA -> Frederick County  
City/County Agreement





# Park and Ride

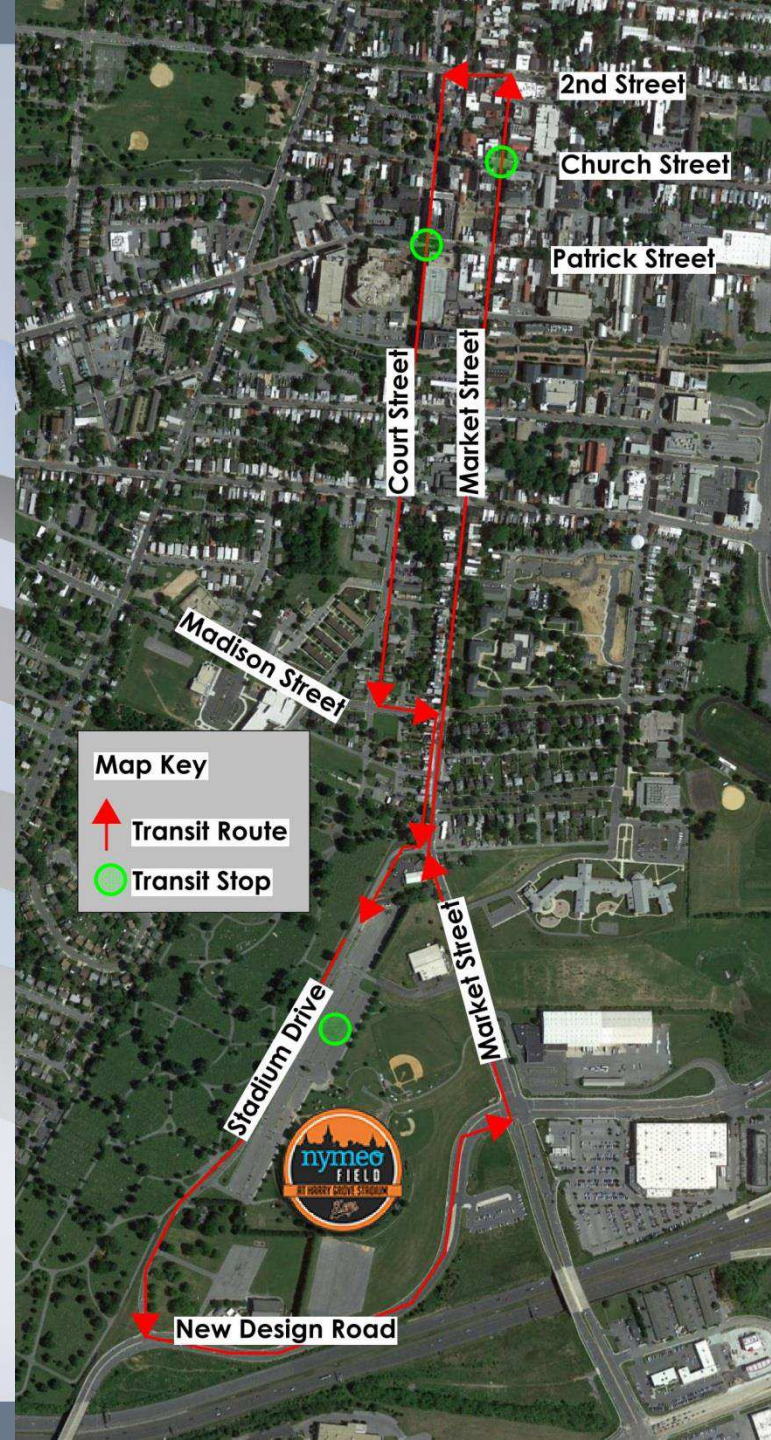
Weekdays, 7 a.m. and 7 p.m.

Bus every 15 minutes

- 7 a.m. – 9 a.m.
- 4 p.m. – 6 p.m.

Bus every 30 minutes the remainder of the day

\$312,000 yearly operating cost





# Questions & Discussion

