
July 8, 2019

Angelo Ingrassia
4000 West Ridge Road
Rochester, New York 14626

RE: Proposed Colgate Divinity Development, Goodman Street, City of Rochester, NY
Shared Parking Assessment

Dear Mr. Ingrassia:

The purpose of this letter is to provide a Shared Parking Assessment related to the proposed Colgate Divinity development located at 1100 S. Goodman St in the City of Rochester, NY, as outlined in the site materials provided to us. This letter discusses the results of the shared parking evaluation.

A. Proposed Development

The project location is the Colgate Crozer Rochester Divinity Campus which is located at 1100-1120 South Goodman Street, at the northeast corner of the intersection of South Goodman Street and Highland Avenue. The site is bounded by the rear lot lines of residential properties along Highland Parkway to the North, the Town of Brighton and single-family residential lots along Howland Avenue and Summit Drive to the East, Highland Avenue to the South, and Highland Park and South Goodman Street to the West. The main entrance to the campus is from South Goodman Street.

The proposed project consists of developing 132 apartment units, ±40,000 square feet (SF) of office space, a 29-room hotel, and a banquet facility for seating up to 190 guests.

B. Shared Parking Evaluation

The ITE Parking Generation, 5th Edition and the Urban Lane Institute's (ULI) Shared Parking Model, 2nd Edition were consulted to project parking demand for the proposed project. Given the mix of uses and time-of-day factors for demand for each land use, it is likely that shared parking synergies will occur. According to the ITE:

“The hourly variation in parking demand for the individual land uses can result in conditions where the parking demand for one land use is high while the demand for a different land use is low. In this situation, parking demand for both land uses may be able to utilize the same parking space at different times of the day. The end result can be a reduction in overall peak parking demand.”

Shared parking synergies exist when (a) there are different uses that have peak operating times at different times of the day, and (b) when there are related or complementary uses where patrons of one use also access the complementary use. The most dramatic example of the first shared parking synergy is an office and a theater. On the proposed site, for example, demand for office parking peaks at 100% at 10:00 AM during the day while residential is at 40% and banquet facilities are at 15% (ITE Parking Generation, 5th Edition). Mixed use development projects such as the one proposed at the Colgate

Divinity site, will experience parking synergy. The parking efficiencies that will result should be accommodated during the site planning stage in order to reduce the excess supply of parking and associated loss of greenspace, storm drainage impacts and maintenance expenses while at the same time ensuring that sufficient parking is provided to prevent intrusion of parking into neighborhoods or adjoining properties, excessive vehicle circulation, and dissatisfied tenants and customers.

Therefore, the estimated parking demand for the proposed project depicted in **Table I**, below, are for each land use at their peak time with the understanding shared parking synergies will exist. **Figure I**, attached, shows the distribution of parking for each land use on-site over the course of a day. It should be noted that the below grade parking for the proposed new residential buildings on the north side of the site is planned to be separate from the rest of the property and privately held. The public will be permitted to use all surface lots on the site.

The projected average parking demand is 363 spaces based upon the peak time period for parking for each individual land use. The peak time period for parking on the site occurs at 10:00 PM. At that time of day, 241 parking spaces would be required to accommodate the various uses on-site. The project site intends to have capacity for 276 spaces, including garage space for resident-use only. The second edition of the “Shared Parking” book, ITE, and the Parking Consultants Council recommends using the 85th percentile of peak hour parking demand in developing recommended parking ratios. This will provide an adequate supply cushion. The demand reaches 87% of the parking capacity during the peak hour of 10:00 PM when the maximum demand and utilization will be 241 parking spaces. All other hours of the day, the peak parking demand will be 86% or less of the total parking supply. The peak parking demand is not expected to exceed 87% of the parking capacity on the site except on rare occasions. Based on this assessment, the project site has sufficient capacity to accommodate the projected demand.

**TABLE I
 PARKING DEMAND SUMMARY**

DESCRIPTION	ITE LAND USE CODE	SIZE/ UNITS	AVERAGE PARKING RATE	BASELINE PARKING DEMAND
Apartments	220	132 Units (60% 1-bedroom)	1/1-bedroom unit 1.2/2-bedroom unit	143
Office Uses	710	40,000 SF	2.6/KSF	104
Hotel	310	29 rooms	0.9/room	26
Banquet Facility (*similar to Quality Restaurant)	931*	190 seats	0.47/seat	90
Total Baseline Parking Demand [†]				363
Shared Parking Credit (based on hourly parking distributions)				-33%
Total Parking Demand[‡]				241

[†] Total parking required at peak time for each individual land use

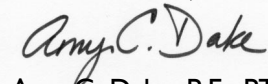
[‡] Total parking demand at 10:00 PM, the peak time for parking demand site-wide

C. Conclusions

A total of 276 spaces are proposed versus a peak demand of 241 spaces during the peak hour of 10:00 PM. Our firm's detailed analysis supports our professional opinion that the number of proposed off-street parking spaces will at all times be more than sufficient to satisfy the demand for parking space for the proposed Colgate Divinity Campus Re-Development.

If you have any questions or require any additional information, please contact our office.

Sincerely,
SRF Associates, D.P.C.



Amy C. Dake, P.E., PTOE
Senior Managing Traffic Engineer

Attachments

S:\Projects\2019\39011 Colgate Divinity\Reports\Colgate Divinity Parking Analysis Letter - 07-09-19.doc

ATTACHMENT

July 9, 2019

Letter to

Mr. Angelo Ingrassia

Proposed Colgate Divinity Redevelopment Shared Parking Assessment

City of Rochester
Monroe County, New York



3495 Winton Place
Building E, Suite 110
Rochester, NY 14623

TIME-OF-DAY FACTORS FOR WEEKDAY DEMAND

Land Use	Size	TIME-OF-DAY FACTORS FOR WEEKDAY DEMAND												Time-of-Day Factors Source								
		6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM		6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	12 AM	
Office Building	32 KSF	0%	13%	48%	88%	100%	100%	85%	84%	93%	94%	85%	56%	20%	11%	0%	0%	0%	0%	0%	0%	ITE 710
Residential	132 DU	90%	77%	56%	45%	37%	36%	36%	37%	37%	43%	45%	55%	66%	73%	77%	86%	92%	97%	100%	100%	ITE 220
Banquet Facility	190 Seats	0%	0%	0%	0%	15%	40%	75%	75%	65%	40%	50%	75%	95%	100%	100%	100%	95%	75%	25%	25%	As Fine/Casual Dining Restaurant (ULI Shared Parking 2nd Edition)
Hotel	29 Rooms	91%	89%	90%	100%	98%	89%	85%	75%	81%	70%	74%	65%	73%	78%	93%	96%	95%	95%	96%	96%	ITE 310

PARKING DEMAND BY TIME-OF-DAY

Land Use	Peak Demand	PARKING DEMAND BY TIME-OF-DAY												Parking Demand Source									
		6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM		6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	12 AM		
Office Building	104	0	14	50	92	104	104	88	87	97	98	88	58	21	11	0	0	0	0	0	0	0	ITE 710
Residential	143	128	110	80	64	57	53	51	51	53	61	64	78	94	104	110	123	131	138	143	143	143	ITE 220
Banquet Facility	90	0	0	0	0	14	36	68	68	59	36	45	68	86	90	90	90	86	68	23	23	23	ITE 931
Hotel	26	24	23	23	26	25	23	22	20	21	18	19	17	19	20	24	25	25	25	25	25	25	ITE 310
Total Hourly Demand	363	152	146	153	182	200	216	229	226	229	213	217	221	219	226	224	238	241	231	190	190		

Shared Parking Reduction 33%