

Attachment 3

7.10.2 Parking Study Option

A. General

Innovative approaches which enable overall flexibility with regard to the administration of the UDO within Pender County are encouraged when the public interest is served and protected. The Administrator or Planning Board, as specified, may reduce or increase the amount of off-street parking required where developer-submitted parking data, prepared and sealed by a professional parking consultant or transportation engineer with proven experience providing similar studies, illustrates that the standards of 7.10 Off-Street Parking and Loading/Parking Requirements do not accurately apply to the specific development. The study shall be presented to the Planning Board at time of Master Development Plan. When an MPD is not required, the Administrator shall serve as the review and recommending authority.

The data submitted for an alternative parking plan shall include, at a minimum:

1) Introduction/Background: This section shall include details regarding the application such as application type, proposed use, history, a brief explanation as to why the study was undertaken and any other relevant information including Special Use Permits, restrictions, covenants, etc affecting the site.

2) Development Site Detail:

The following items shall be addressed in the parking study:

- a) The current zoning of the site
- b) The size and type of the proposed and existing development(s) on-site
- c) Site access
- d) The mix and traffic generation of all uses on site
- e) The anticipated rate of parking turnover
- f) The minimum parking amount required by the UDO as compared to Urban Land Institute (ULI) and/or Institute of Transportation Engineers (ITE) projections; other acceptable projections may be approved by the Administrator on a case by case basis
- g) Total existing on-site parking as well as existing conditions within two blocks of the site
- h) Alternative transportation options available to the site
- i) The 85-95% peak utilization threshold for both the UDO minimum and the applicant's supply proposal
- j) NCDOT Traffic volume counts for roadways adjacent to the potential development site

3) Survey Site(s) Parking Survey:

- a) The parking levels for similar use(s) shall be considered and be based on the appropriate NAICS classification and approved by the Administrator. The following shall be included in the survey:
 - 1) The PIN and address of the survey site(s)
 - 2) Each day of the week and times that the study was performed; subject to prior approval by the Administrator

- 3) A description of the existing supply and conditions on the survey site (zoning, parking supply etc.)
 - 4) If the use exists elsewhere (preferably in Pender County) in a similar situation, the study must outline the similarities between the two locations and why they will generate a similar parking demand
 - 5) The survey should occur for two normal business weeks and should capture peak parking demand, based on peak parking periods defined by the Urban Land Institute (ULI) or an alternative peak schedule for that particular use; the schedule shall be pre-approved by the Administrator
 - 6) Observed parking shall separate out legal, illegal, off-site and total
 - 7) Utilization rates for the survey site(s), including overall observed demand ratios as well as daily demand ratios/time of day. This comparison shall also include a comparison to the survey site's structural (not observed) 85-95% utilization rates, based on their existing supply (i.e. 100 spaces exist/85 & 95 spaces=85% & 95%) (The demand ratios should be presented, per square foot (i.e. 1 .8 cars per 250 ft²))
 - 8) The Minimum, Maximum, Median and Mode shall be reported
 - 9) An assessment of existing conditions within two blocks of the site
 - 10) NCDOT Traffic volume counts for roadways adjacent to the survey site(s)
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- 4) A justification of peak periods and analysis of any deviations utilizing the Urban Land Institute's "Shared Parking"
 - 5) A recommendation concerning future parking needs and the site's capacity
 - 6) A section shall be provided that details the qualifications of the party responsible for preparing the study
 - 7) A section shall be provided that details the methodology for the study