



Howard County

Department of Planning and Zoning

Subject: Addendum to Technical Staff Report
ZB-1119M - HRVC Limited Partnership, c/o Kimco Realty Corporation
Parking Demand Study Evaluation

To: Liz Walsh, Chair
Howard County Zoning Board

From: ✓ Valdis Lazdins, Director
Department of Planning and Zoning

Date: August 30, 2019

Based on the Zoning Board's request for the Department of Planning and Zoning (DPZ) to review and evaluate the Hickory Ridge Village Center (HRVC) Parking Demand Study, this memorandum supplements the previously submitted Technical Staff Report.

Background

As part of the Preliminary Development Plan submission, Kimco Realty Corporation (Petitioner), submitted a Traffic Impact and Parking Demand Study. This study, dated February 3, 2017, assessed parking demand based on current parking conditions at HRVC and other similar locations; specifically, Wilde Lake Village Center (WLVC), Timonium Crossing and the Kings Contrivance Village Center. Since WLVC was under redevelopment when the parking data was collected in 2017 the Petitioner prepared a new study with updated information based on build out. This updated study reflects much higher occupancy rates for both the residential and retail components of WLVC, and therefore, better informs the likely parking needs for the future HRVC, which will have similar uses and redevelopment patterns.

Data that are directly observed from similar sites in the local community and provided in an empirical fashion are extremely valuable to determine appropriate parking ratios. This method ensures that adequate parking is provided to avoid overdeveloping parking given its contribution to increased stormwater, increased heat reflection into the atmosphere, and inefficient use of the land. Parking ratios listed in the Zoning Code often come from national research, which, while helpful, are generalized over large populations and geographies and can overestimate the amount of parking required for a specific use in a specific location.

Evaluation

DPZ has evaluated the updated study and finds that the methodology used meets industry standards, is consistent with the original study, and provides a thorough snapshot of the current parking performance and efficiency at the Wilde Lake Village Center. While the data were collected during summer months, Wells and Associates, was able to statistically adjust the results to reflect typical parking occupancy for a retail center in

December, when parking needs are higher. Further, it considers how a fully functioning retail center works in a shared parking scenario with an apartment building.

The study's parking occupancy results are consistent with similar retail facilities in the region, as detailed in parking analyses that have been performed prior to the Wilde Lake Village Center redevelopment (see 2017 study), and consistent with the recommended base ratio provided by the Urban Land Institute's (ULI) Shared Parking Model. The ULI findings are commonly regarded as an industry standard.

The proposed retail parking ratio for the Hickory Ridge Village Center, 4.0 spaces per 1,000 square feet of building area, is somewhat higher than the Wells and Associates findings. This does not overdevelop parking, yet it provides a comfortable overflow parking buffer. The 1.6 spaces per dwelling residential parking ratio aligns with industry practices and exceeds the range for multifamily housing parking ratios recommended by the Institute of Transportation Engineers. A comparative chart is provided for both retail and residential uses to assist in analyzing the proposed ratios against standardized ratios and local and regional parking analyses.

If you have any questions, a DPZ representative will be available at the September 4, 2019, Zoning Board hearing to respond.

Comparative Chart of Parking Ratios for Hickory Ridge Village Center Redevelopment

Land Use Category							2016 Study weekday/weekend (spaces per 1000 SF) (Design Hour Ratio adjusted for Peak Month)				HRD/Kettler 2014 Study****
	FDP Ratio	Ratio Proposed	Howard County Zoning Code	ULI Recommended Base Ratio weekday/weekend*	ITE (5th edition) Recommended Ratio weekday/weekend	2019 Village of Wilde Lake Study	Hickory Ridge Village Center	Wilde Lake Village Center	Timonium Crossing	Kings Contrivance	AVG Parking Supply Ratio Multifamily
Shopping Center Retail (sp./1000 SF)	5.00	4.00	5.00	3.60/ 4.00	3.68/3.74**	3.42/2.98	3.21/2.66	4.04/4.13	3.51/2.64	3.14/2.47	NA
Apartment- Residential (per unit)	N/A for APT	1.60	2.30	1.65/1.65	1.47 ***	1.38/1.35	NA	NA residential not studied	NA	NA	1.52

* Based on ULI-Shared Parking, 2nd edition base ratios prior to applying adjustments for shared parking, transit modes or same-trip capture. Used for Downtown Columbia parking calculations

** Based on ITE - Parking Generation Manual, 5th edition for General Shopping Centers at the 85 percentile

*** Based on ITE - Parking Generation Manual, 5th edition for General Urban/Suburban Multifamily Midsize Housing not in proximity to rail transit at the 85 percentile

**** Based on a survey taken by Kettler Development and submitted to DPZ to reflect parking supply and occupancy trends for the DC Suburban/Metropolitan Area