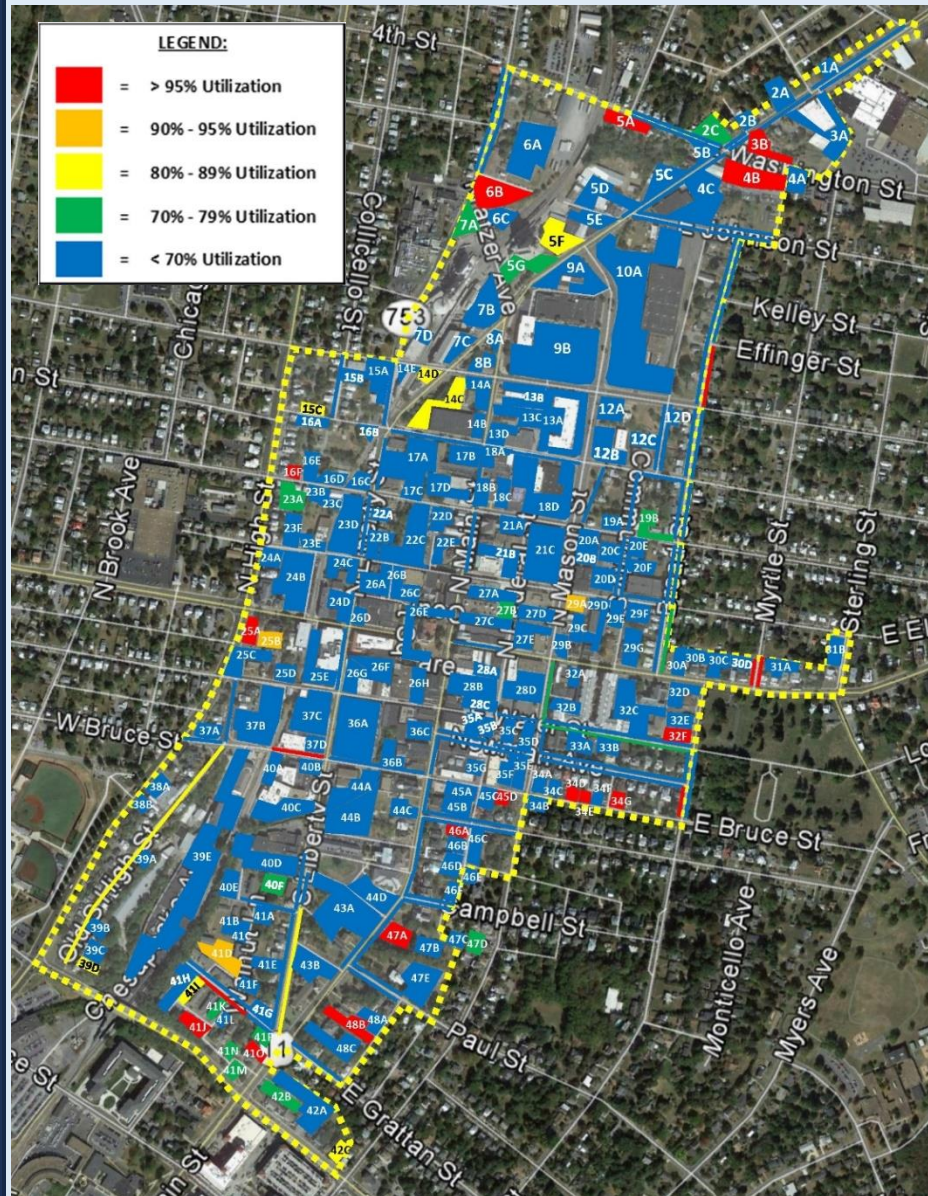
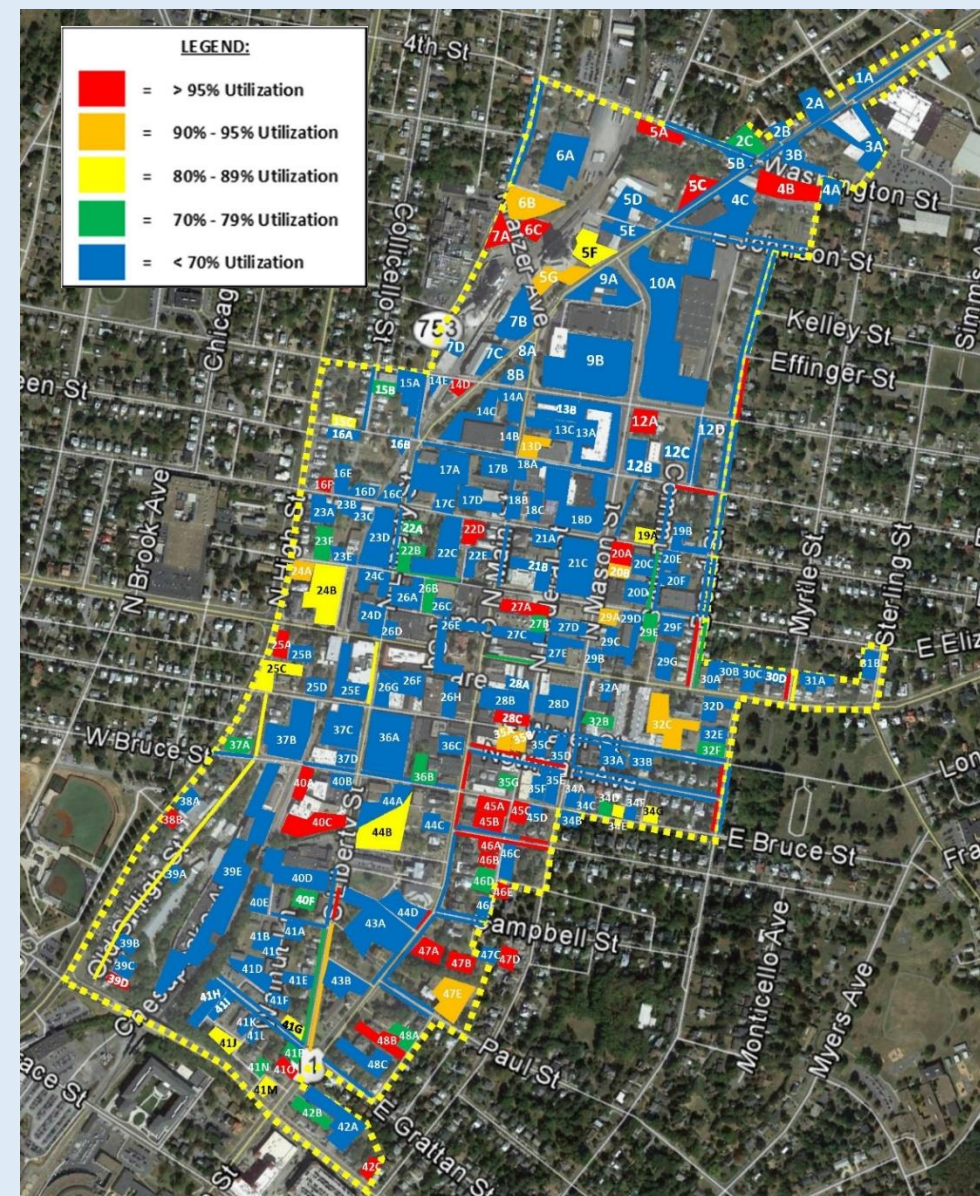


OBSERVED OCCUPANCY AND UTILIZATION

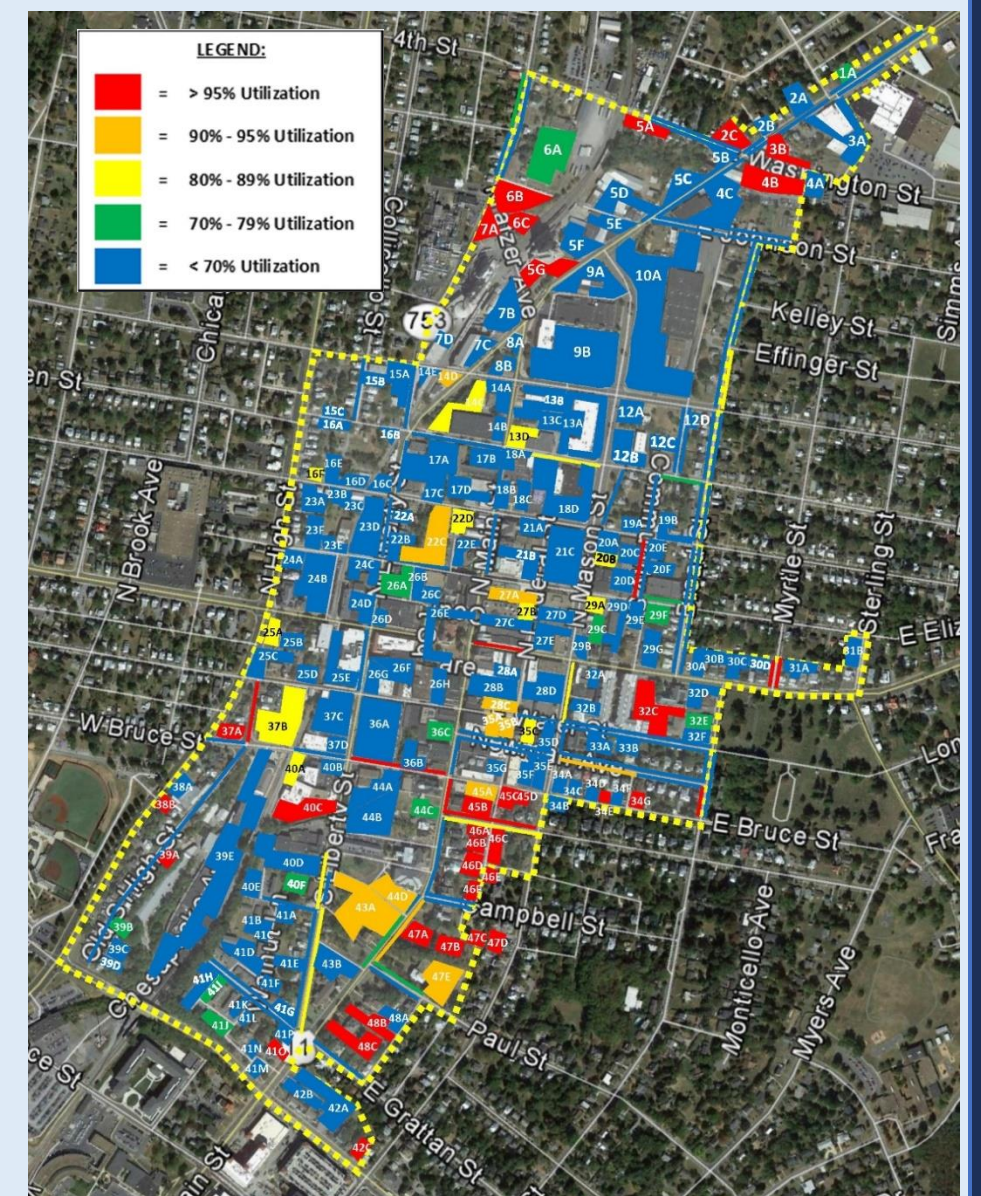
April 16, 2019 – Morning Observations (7:00 AM – 9:00 AM)



April 16, 2019 – Mid-Day Observations (11:00 AM – 1:00 PM)



April 16, 2019 – Evening Observations (4:00 PM – 6:00 PM)



Total Utilization =	7,330 spaces	2,005 cars (27%)
On-Street Utilization =	850 spaces	261 cars (31%)
Public Off-Street Utilization =	1,586 spaces	331 cars (21%)
Private Off-Street Utilization =	4,894 spaces	1,413 cars (29%)

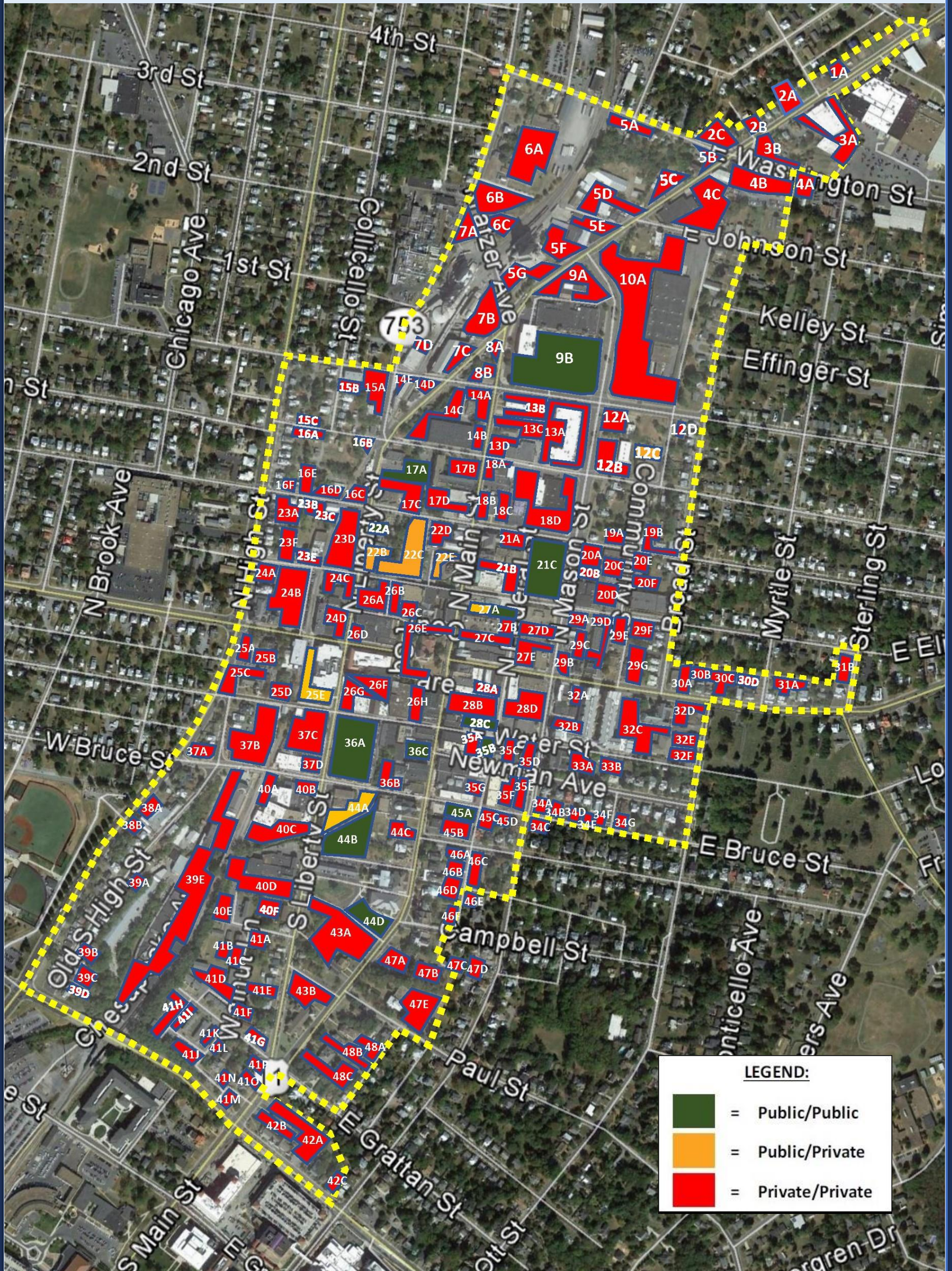
Total Utilization =	7,330 spaces	3,904 cars (53%)
On-Street Utilization =	850 spaces	370 cars (44%)
Public Off-Street Utilization =	1,586 spaces	802 cars (51%)
Private Off-Street Utilization =	4,894 spaces	2,732 cars (56%)

Total Utilization =	7,330 spaces	3,969 cars (54%)
On-Street Utilization =	850 spaces	344 cars (40%)
Public Off-Street Utilization =	1,586 spaces	950 cars (60%)
Private Off-Street Utilization =	4,894 spaces	2,675 cars (55%)

April 16, 2019 Occupancy by Block

Block	Effective	7:00 am - 9:00 am		11:00 am - 1:00 pm		4:00 pm - 6:00 pm	
	Supply	Occupancy	Utilization	Occupancy	Utilization	Occupancy	Utilization
1	24	0	0%	1	4%	3	13%
2	93	40	43%	46	49%	68	73%
3	51	17	33%	7	14%	25	49%
4	74	78	105%	92	124%	87	118%
5	187	91	49%	148	79%	94	50%
6	198	88	44%	142	72%	167	84%
7	95	54	57%	129	136%	62	65%
8	21	3	14%	6	29%	4	19%
9	317	40	13%	36	11%	130	41%
10	458	26	6%	56	12%	38	8%
11	22	5	23%	5	23%	6	27%
12	128	29	23%	48	38%	48	38%
13	180	61	34%	103	57%	95	53%
14	96	53	55%	38	40%	35	36%
15	75	8	11%	7	9%	5	7%
16	67	19	28%	24	36%	11	16%
17	173	50	29%	49	28%	71	41%
18	189	17	9%	66	35%	59	31%
19	74	31	42%	32	43%	31	42%
20	164	23	14%	102	62%	80	49%
21	358	37	10%	135	38%	185	52%
22	192	70	36%	140	73%	153	80%
23	145	43	30%	63	43%	52	36%
24	193	12	6%	128	66%	79	41%
25	137	54	39%	104	76%	86	63%
26	193	27	14%	97	50%	95	49%
27	110	29	26%	70	64%	66	60%
28	212	13	6%	109	51%	107	50%
29	217	54	25%	111	51%	113	52%
30	85	26	31%	38	45%	36	42%
31	33	16	48%	15	45%	16	48%
32	171	68	40%	118	69%	123	72%
33	94	29	31%	41	44%	42	45%
34	119	39	33%	52	44%	51	43%
35	178	29	16%	100	56%	104	58%
36	379	74	20%	226	60%	248	65%
37	255	32	13%	136	53%	187	73%
38	66	45	68%	50	76%	35	53%
39	96	57	59%	92	96%	94	98%
40	162	49	30%	81	50%	76	47%
41	274	170	62%	161	59%	123	45%
42	119	22	18%	69	58%	51	43%
43	126	41	33%	63	50%	98	78%
44	280	81	29%	207	74%	156	56%
45	81	43	53%	90	111%	121	149%
46	107	28	26%	78	73%	111	104%
47	161	46	29%	147	91%	163	101%
48	101	38	38%	46	46%	79	78%
Total	7,330	2,005	27%	3,904	53%	3,969	54%

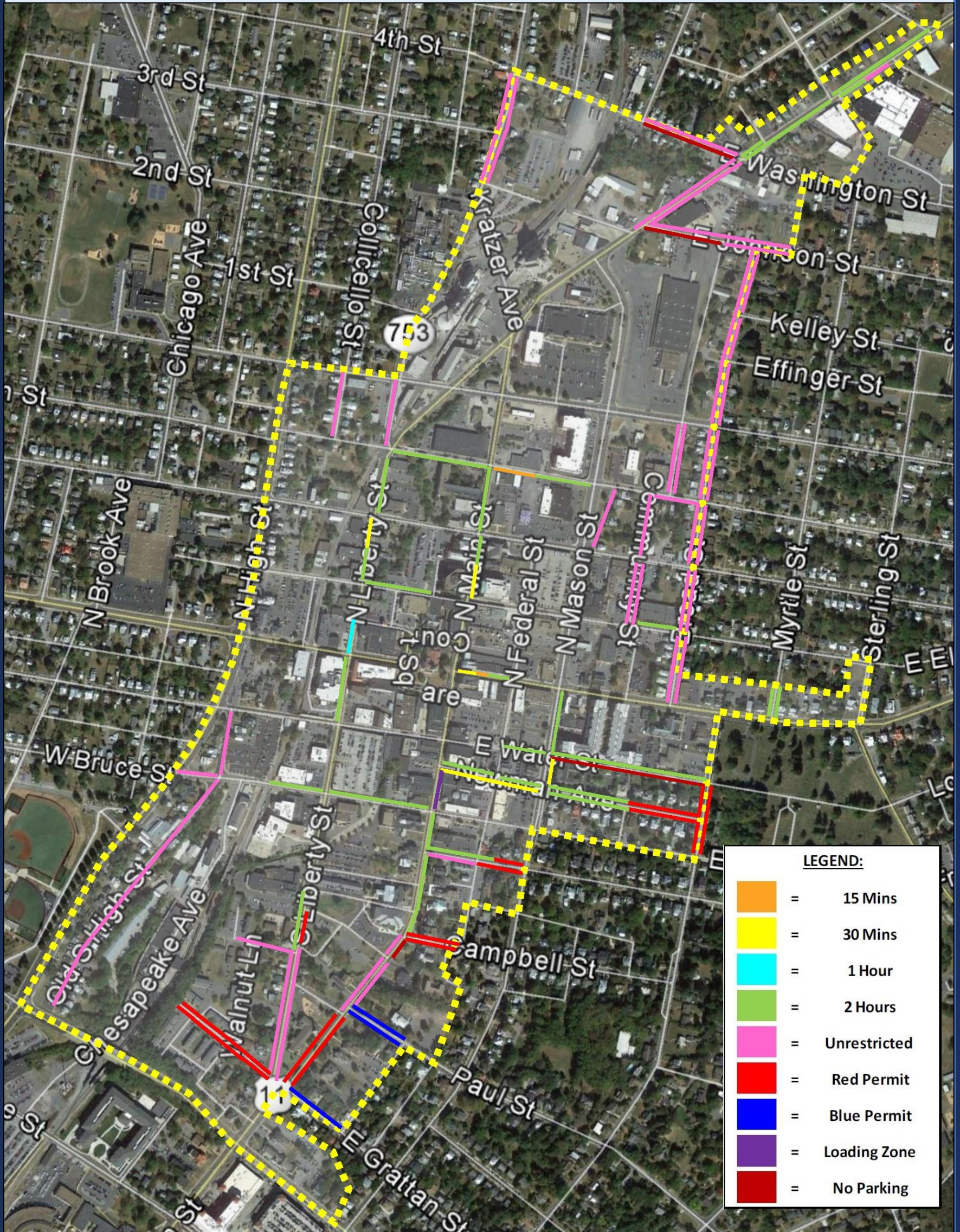
OFF-STREET PARKING INVENTORY



OFF-STREET PARKING INVENTORY

Blk#	Id#	Name/Description	Address	Ownership	Access	Facility	Sub-Type	General	Reserved	Special	H/C	Total
1	1A	B&L Glass & Mirror Lot	827 N. Main St.	Private	Private	Lot	Mixed	4				4
2	2A	Dano Car Salon	745 N. Main St.	Private	Private	Lot	Mixed	21				21
2	2B	Advantage Accounting & Tax Inc Lot	721 N. Main St.	Private	Private	Lot	Mixed	12				12
2	2C	Edwin Auto Sales Lot	703 N. Main St.	Private	Private	Lot	Mixed	49			1	50
3	3A	Matchbox Realty Shops Lot	794 N. Main St.	Private	Private	Lot	Mixed	33			2	35
3	3B	Village Auto Center Lot	716 N. Main St.	Private	Private	Lot	Mixed	14				14
4	4A	Pentecostal Tabernacle	159 E. Washington St.	Private	Private	Lot	Employees	8				8
4	4B	Windshield City	690 N. Main St.	Private	Private	Lot	Mixed	42				42
4	4C	Appalachian Equipment & Supply	600 N. Main St.	Private	Private	Lot	Employees	19				19
5	5G	W&W Auto Recon	531 US-11	Private	Private	Lot	Mixed	16				16
5	5F	NAPA Auto Parts- Atkins Automotive	555 N. Main St.	Private	Private	Lot	Mixed	40				40
5	5E	Single-Family Residence	569 W. Johnson St.	Private	Private	Lot	Residents	29				29
5	5B	Faith Tabernacle Lot	673 N. Main St.	Private	Private	Lot	Mixed	8				8
5	5C	Whitmer's Tire Parking Only	611 N. Main St.	Private	Private	Lot	Mixed	16				16
5	5D	Martin Auto Express	610 S Main St.	Private	Private	Lot	Mixed	39				39
5	5A	Blas Auto Repair	35 W. Washington St.	Private	Private	Lot	Mixed	17				17
6	6A	George's Foods LLC	54 W. Johnson St.	Private	Private	Lot	Employees	103				103
6	6B	George's Foods Employee Parking	599-591 N. Liberty St.	Private	Private	Lot	Employees	53				53
6	6C	Cargill Feed Mill Lot A	30-24 Kratzer Ave.	Private	Private	Lot	Mixed	28				28
7	7A	Cargill Feed Mill Lot B	1 Kratzer Ave.	Private	Private	Lot	Mixed	19				19
7	7D	Cargill Feed Mill Lot C	445 State Rte. 753	Private	Private	Lot	Mixed	10				10
7	7C	Gay St. Residents Lot	56 W. Gay St.	Private	Private	Lot	Residents		16	1	2	19
7	7B	Cargill Feed Mill Permit Lot	499 Lee Hwy	Private	Private	Lot	Employees	20	32			52
8	8A	Chanello's Pizza	425 N. Main St.	Private	Private	Lot	Mixed	6				6
8	8B	Quillen Optical	421 N. Main St.	Private	Private	Lot	Employees	9	8			17
9	9A	M & S Auto Repair	530 N. Main St.	Private	Private	Lot	Mixed	26				26
9	9B	Rockingham County Parks & Recs	20 E. Gay St.	Public	Public	Lot	Mixed	274	38	1	8	321
10	10A	Valley Plaza Shopping Center	450 N. Mason St.	Private	Private	Lot	Customers	444			9	453
12	12A	7 Eleven	111 E. Gay St.	Private	Private	Lot	Mixed	9			1	10
12	12B	Auto Zone	340 N. Mason St.	Private	Private	Lot	Mixed	42			2	44
12	12C	City of Harrisonburg Fire Station 4	210 E. Rock St.	Public	Private	Lot	Employees	21				21
12	12D	Resident Home	375 Broad St.	Private	Private	Lot	Residents	4				4
13	13B	Virginia ABC	398 N. Main St.	Private	Private	Lot	Customers	38			1	39
13	13C	Rockingham Harrisonburg ASAP	350 N. Main St.	Private	Private	Lot	Mixed		51		3	54
13	13D	Carquest Auto Parts	60 E. Rock St.	Private	Private	Lot	Mixed	27				27
13	13A	U.S. Social Security Administration	57 N. Mason St.	Private	Private	Lot	Mixed	48	20		4	72
14	14E	Michelin	79 W. Gay St.	Private	Private	Lot	Mixed	3				3
14	14D	Elias	385 Noll Dr.	Private	Private	Lot	Mixed	13				13
14	14C	Sancar Flats at West Rock	28 W. Rock St.	Private	Private	Lot	Employees	34	11		1	46
14	14A	Liberty Convenience Store	34 W. Gay St.	Private	Private	Lot	Mixed	15			1	16
14	14B	Ray Carr Tires Inc.	335 US-11	Private	Private	Lot	Mixed	12				12
15	15C	Resident Parking Only	155 W. Rock St.	Private	Private	Lot	Residents		5			5
15	15B	Apartment Building	128 W. Gay St.	Private	Private	Lot	Residents	8				8
15	15A	Big L Tire Service Center	365 N. Liberty St.	Private	Private	Lot	Mixed	55				55
16	16C	L & S Diner LLC	255 N. Liberty St.	Private	Private	Lot	Mixed	15				15
16	16A	Town House Parking	270 N. High St.	Private	Private	Lot	Residents		16			16
16	16F	Blue Ridge Legal Services, Inc.	204 N. High St.	Private	Private	Lot	Employees	5				5
16	16E	Wolfe Apartment Parking	154 W. Wolfe St.	Private	Private	Lot	Residents		7			7
16	16D	Restless Moons Brewing	120 W. Wolfe St.	Private	Private	Lot	Mixed	8			1	9
16	16B	Old L&S Diner Lot	265 N. Liberty St.	Private	Private	Lot	Mixed	12				12
17	17A	The Church of the Incarnation	292 N. Liberty St.	Public	Public	Lot	Customers		52			52
17	17C	Georgetown Apartments	202 N. Liberty St.	Private	Private	Lot	Residents	44			2	46
17	17C-A	Kite Building	227 N. Liberty St.	Private	Private	Lot	Customers	5				5
17	17D	Glen's Fair Price Store Inc.	227 N. Main St.	Private	Private	Lot	Customers	16	43			59
17	17B	Tenant Parking Only	9 W. Rock St.	Private	Private	Lot	Residents		10		7	17
18	18A	288 Lee Highway Lot	288 Lee Hwy	Private	Private	Lot	Mixed	6				6
18	18B	Pawn Emporium Customer Parking	268 N. Main St.	Private	Private	Lot	Customers	15				15
18	18C	Holy Family Center	2 E. Wolfe St.	Private	Private	Lot	Employees	14			1	15
18	18D	Food Plaza and U.S. Postal Service	281 N. Mason St.	Private	Private	Lot	Mixed	125	28	1	4	158
19	19A	Comcast Parking Lot	218 W. Wolfe St.	Private	Private	Lot	Mixed	12				12
19	19B	Wolfe Townhouses	264 W. Wolfe St.	Private	Private	Lot	Residents	11				11
20	20A	Valley Workforce Center and Comcast	166 N. Mason St.	Private	Private	Lot	Mixed	14	4		3	21
20	20B	Social Services Employee Parking	134 N. Mason St.	Private	Private	Lot	Employees	16			1	17
20	20C	Skyline Literacy	160 N. Mason St.	Private	Private	Lot	Employees		22	1		23
20	20D	Rockingham County Social Services	110 N. Mason St.	Private	Private	Lot	Employees	36			2	38
20	20E	Comcast Lot	255 E. Wolfe St.	Private	Private	Lot	Mixed	12				12
20	20F	The Church World Service Immigration	250 E. Elizabeth St.	Private	Private	Lot	Mixed	26			1	27
21	21A	Blessed Sacrament Catholic Church	154 N. Main St.	Private	Private	Lot	Employees	8			4	12
21	21B	U.S. District Court	116 N. Main St.	Private	Private	Lot	Employees		22		1	23
21	21C	Elizabeth St. Deck	100-198 E. Elizabeth St	Public	Public	Structure	Public		319		5	324
22	22A	Liberty Park Parking Lot	188 N. Liberty St.	Public	Public	Lot	Public		12		3	15
22	22B	Clark And Bradshaw Client and Staff	144 N. Liberty St.	Public	Private	Lot	Employees	20			1	21
22	22C	86-92 W Elizabeth St Parking	86-92 W. Elizabeth St.	Public	Private	Lot	Public		101		3	104
22	22D	Golden Pony and Shops Parking	175 N. Main St.	Private	Private	Lot	Employees	22				22
22	22E	Harrisonburg Police Department	101 N. Main St.	Public	Private	Lot	Employees		26			26
23	23A	High House Parking	162 N. High St.	Private	Private	Lot	Residents	36				36
23	23F	Elizabeth Housing Permit Parking	162 W. Elizabeth St.	Private	Private	Lot	Residents	36				36
23	23E	136 Elizabeth Lot	161 W. Elizabeth St.	Private	Private	Lot	Mixed	12				12
23	23B	Wolfe Housing Permit Parking	166 W. Wolfe St.	Private	Private	Lot	Residents		8			8
23	23C	The Appliance Hospital	129 W. Wolfe St.	Private	Private	Lot	Mixed	15				15
23	23D	The Frame Factory and Stores	B C Lox & Keys	Private	Private	Lot	Mixed	30	17		1	48
24	24A	High St. Apartments	90 N. High St.	Private	Private	Lot	Residents	18				18
24	24B	Otterbein United Methodist Church	176 W. Market St.	Private	Private	Lot	Employees	127			12	139
24	24C	Fays Barber Shop	77 N. Liberty St.	Private	Private	Lot	Mixed	11	8			19
24	24D	Union Station Restaurant and Shops	128 W. Market St.	Private	Private	Lot	Employees	31			2	33
25	25A	Otterbein United Methodist Church	167 W. Market St.	Private	Private	Lot	Customers	24			2	26
25	25B	Market Resident Parking	157 W. Market St.	Private	Private	Lot	Residents	12				12
25	25C	Community Mennonite Church	70 S. High St.	Private	Private	Lot	Customers	8	34		2	44
25	25D	Rosetta Stone	135 W. Market St.	Private	Private	Lot	Mixed		23			23
25	25E	Rockingham County Jail	80 Court Square	Public	Private	Lot	Employees	30				30
26	26D	Court Square Theater	50 W. Market St.	Private	Private	Lot	Employees		12			12
26	26G	Bella Luna Employees	99 W. Water St.	Private	Private	Lot	Employees		34			34
26	26F	Larkin Arts	61 Court Square	Private	Private	Lot	Employees	2	26			28
26	26E	ADT	80 Court Square	Private	Private	Lot	Mixed		25		3	28
26	26H	Pendleton Community Bank Only	76 Court Square	Private	Private	Lot	Mixed	18			1	19
26	26A	Clark and Bradshaw PC	92 N. Liberty St.	Private	Private	Lot	Customers		32		2	34
26	26B	1st Presbyterian Church Visitor Parking	38 Graham St.	Private	Private	Lot	Customers	22	8			30
26	26C	1st Presbyterian Church Handicap	32 Court Square	Private	Private	Lot	Customers	8			3	11
27	27A	N. Main St. Parking Lot	90 N. Main St Parking	Public	Public	Lot	Public		33			33
27	27B	WHSV Parking	2 N. Federal St.	Private	Private	Lot	Employees		15			15
27	27C	Market Place Shop Employees Only	24 N. Main St.	Private	Private	Lot	Employees	18				18
27	27D	Carter Bank and Trust	75 N. Mason St.	Private	Private	Lot	Mixed	19	2		2	23

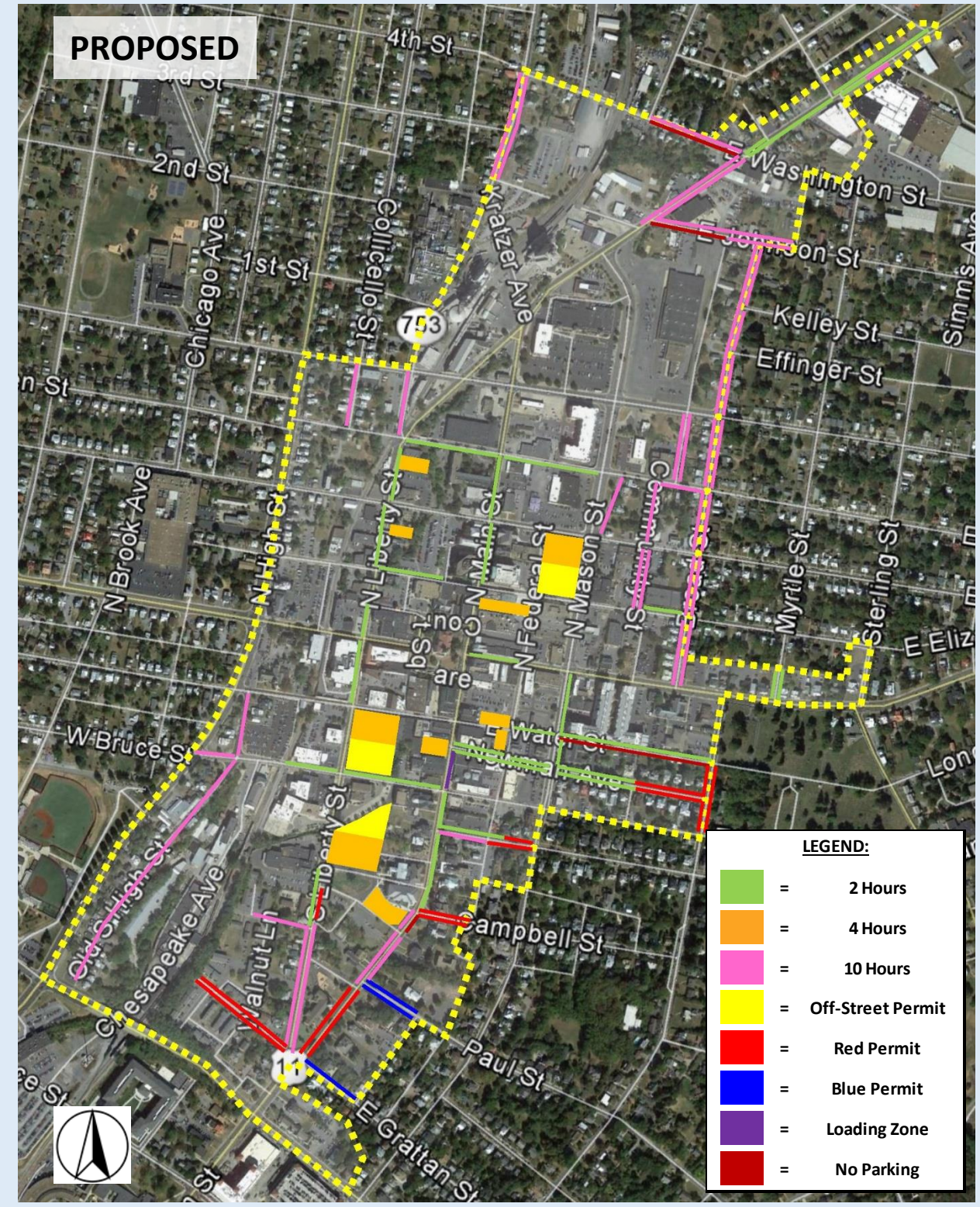
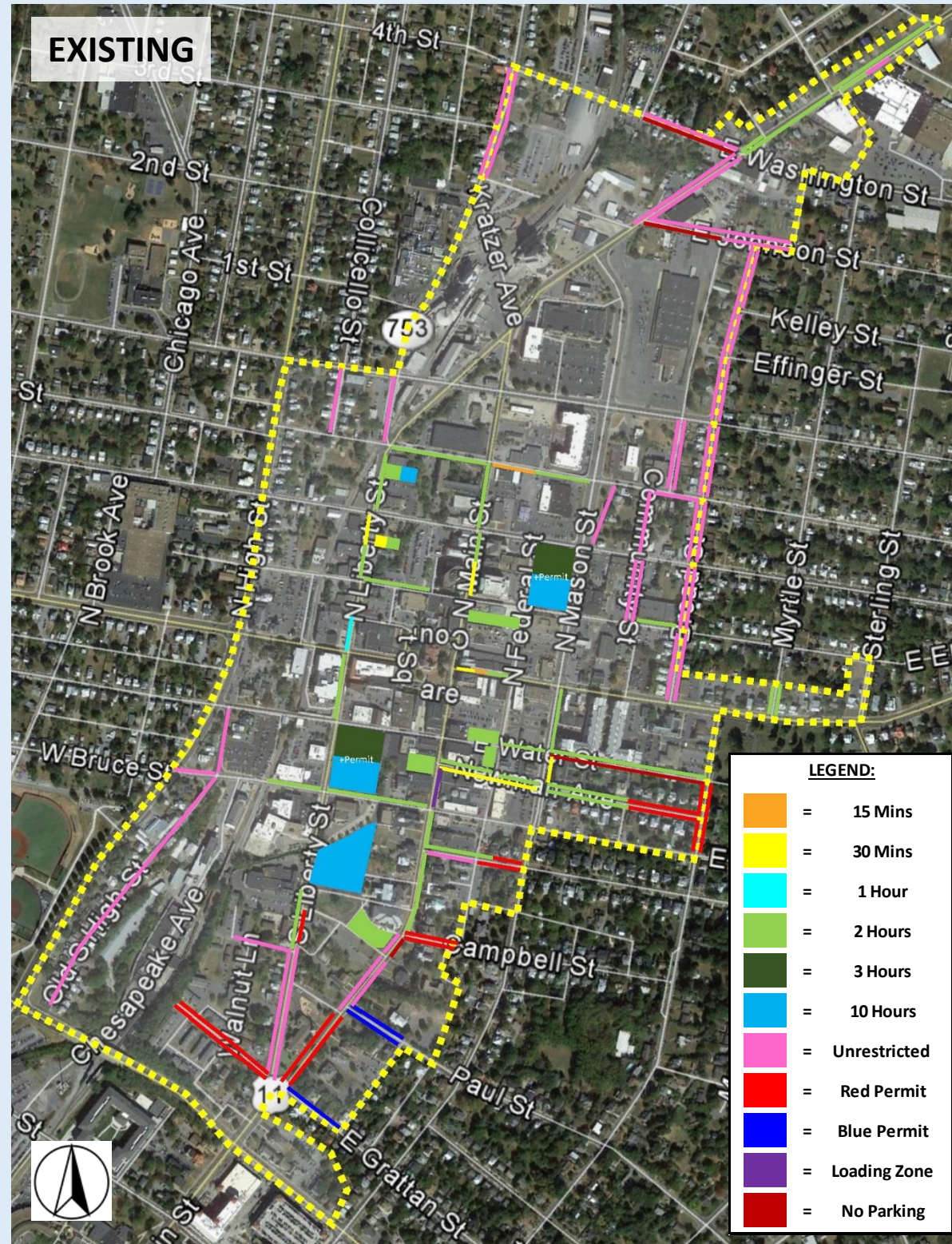
ON-STREET PARKING INVENTORY



ON-STREET PARKING INVENTORY

BLK #	NAME/DESCRIPTION	ADDRESS	ON-STREET FACILITIES								TOTAL				
			15-Min	30-Min	1-Hour	2-Hours	Unrestricted	Red Permit	Blue Permit	Loading Zone		No Parking			
1	N. Main St. (Eastside)	Monroe St. to Ashby Ave.				18									18
1	N. Main St. (Westside)	Access Road to ~ Monroe St.				5		1							6
2	N. Main St. (Eastside)	W. Washington St. to Monroe St.				12									12
2	W. Washington St. (Northside)	Jefferson St. to N. Main St.						9							9
3	N. Main St. (Westside)	E. Washington St. to Access Road				7									7
3	E. Washington St (Northside)	Access Road to N. Main St.										0			0
4	E. Johnson St. (Northside)	N. Main St. to Harris St.						7							7
4	E. Johnson St. (Southside)	Broad St. to Harris St.						7							7
5	W. Washington St. (Northside)	Jefferson St. to N. Main St.						10							10
5	W. Washington St. (Southside)	Train Tracks to N. Main St.										0			0
5	N. Main St. (Westside)	W. Johnson St. to W. Washington St.						23							23
5	N. Main St. (Eastside)	E. Johnson St. to E. Washington St.						13							13
6	N. Liberty St. (Westside)	3rd St. to W. Washington St.						9							9
6	N. Liberty St. (Westside)	Kratzer Ave. to W. Washington St.						18							18
6	N. Liberty St. (Eastside)	Kratzer Ave. to 3rd St.						11							11
10	E. Johnson St. (Northside)	Community St. to Broad St.						20							20
10	E. Johnson St. (Southside)	N. Main St. to Community St.										0			0
10	E. Johnson St. (Southside)	Community St. to Broad St.						38							38
11	Broad St. (Westside)	Kelley St. to E. Johnson St.						12							12
11	Broad St. (Westside)	Effinger St. to Kelley St.						8							8
11	Broad St. (Westside)	E. Gay St. to Effinger St.						6							6
12	Community St. (Westside)	E. Rock St. to E. Gay St.						14							14
12	N. Main St. (Eastside)	W. Elizabeth St. to E. Wolfe St.		6		7									13
12	Community St. (Eastside)	E. Rock St. to E. Gay St.						11							11
12	Broad St. (Westside)	E. Rock St. to E. Gay St.						12							12
12	Broad St. (Eastside)	E. Rock St. to E. Gay St.						16							16
14	W Rock St. (Northside)	Noll Dr. to N. Main St.				8									8
14	N Liberty St. (East side)	W. Rock St. to W. Gay St.						6							6
15	Collicello St. (Westside)	W. Rock St. to W. Gay St.						15							15
16	N Liberty St. (Westside)	W. Wolfe St. to W. Rock St.				7									7
18	E. Wolfe St. (Southside)	N. Main St. to N. Federal St.	3			5									8
18	N. Main St. (Eastside)	W. Wolfe St. to W. Rock St.				4									4
19	N. Mason St. Shunt	E. Wolfe St. to E. Rock St.						8							8
19	Community St. (Westside)	E. Wolfe St. to E. Rock St.						12							12
19	E Rock St. (Southside)	Community St. to Broad St.						19							19
19	Broad St. (Westside)	E. Wolfe St. to E. Rock St.						12							12
19	Broad St. (Eastside)	E. Wolfe St. to E. Rock St.						12							12
20	E. Elizabeth St. (Northside)	Community St. to Broad St.				8									8
20	Community St. (Westside)	E. Elizabeth St. to E. Wolfe St.						5							5
20	Community St. (Eastside)	E. Elizabeth St. to E. Wolfe St.						9							9
20	Broad St. (Westside)	E. Elizabeth St. to E. Wolfe St.						11							11
20	Broad St. (Eastside)	E. Elizabeth St. to E. Wolfe St.						10							10
22	W. Elizabeth St. (Southside)	N. Liberty St. to Graham St.				7									7
23	N. Liberty St. (Westside)	W. Elizabeth St. to W. Wolfe St.		1		2									3
24	N. Liberty St. (Westside)	W. Market St. to Even with Graham St.			3										3
25	N Liberty St. (Westside)	W. Water St. to W. Market St.				10									10
28	E. Market St. (Southside)	N. Main St. to N. Federal St.	3	3		3									9
29	Broad St. (Westside)	E. Market St. to E. Elizabeth St.						6							6
29	Broad St. (Eastside)	E. Market St. to E. Elizabeth St.						12							12
30	Myrtle St. (Westside)	E. Market St. to E. Elizabeth St.				4									4
31	Myrtle St. (Eastside)	E. Market St. to E. Elizabeth St.				7									7
32	S. Mason St. (Eastside)	E. Water St. & W. Market St.				2									2
32	E. Water St. (Northside)	S. Mason St. & Ott St.				9									9
33	E. Water St. (Southside)	S. Mason St. to Ott St.										0			0
33	Ott St. (Eastside)	Newman Ave. to E. Water St.						7							7
33	Newman Ave. (Northside)	S. Mason St. to Ott St.				19		19							38
34	S. Mason St. (Eastside)	Newman Ave. to E. Water St.		3											3
34	Ott St. (Westside)	E. Bruce St. to E. Water St.						22							22
34	Newman Ave. (Southside)	S. Mason St. to Layman & Nichols Driveway				15									15
34	Newman Ave. (Southside)	Layman & Nicholas Driveway to Ott St.						14							14
34	Ott St. (Eastside)	E. Bruce St. to Newman Ave.						8							8
35	S. Main St. (Southside)	E. Bruce St. to Newman Ave.									2				2
35	Newman Ave (Northside)	S. Main St. to S. Federal St.				2									2
35	Newman Ave (Southside)	S. Main St. to S. Mason St.		11											11
35	Newman Ave (Northside)	S. Federal St. to S. Mason St.				8									8
35	E Water St. (Southside)	S. Federal St. to S. Mason St.				3									3
37	W Bruce St. (Southside)	Train Tracks to S. Liberty St.	2			2					2				6
37	W Bruce St. (Southside)	Old S. High St. to Train Tracks				2									2
37	Old S. high St. (Eastside)	W. Bruce St. to W. Water St.						11							11
38	W. Bruce St. (Southside)	S. High St. to Old S. High St.						4							4
38	Old S. High St. (Westside)	M.L.K. Jr. Way to W. Bruce St.						58							58
40	S Liberty St. (Westside)	Lewis St. to W. Bruce St.				10									10
40	Lewis St. (Northside)	Train Tracks to S. Main St.						7							7
41	S Liberty St. (Westside)	W. Grattan St. to Lewis St.						16							16
41	W. Grattan St. (Northside)	Train Tracks to Kyle St.							3						3
41	W. Grattan St. (Northside)	Kyle St. to Walnut St.							10						10
41	W. Grattan St. (Northside)	Walnut St. to S. Liberty St.							7						7
41	W. Grattan St. (Southside)	Train Tracks to Kyle St.							1						1
41	W. Grattan St. (Southside)	Kyle St. to Walnut St.							4						4
41	W. Grattan St. (Southside)	Walnut St. to S. Liberty St.							10						10
43	S. Liberty St. (Eastside)	W. Grattan St. to Baptist Church Lot						18							18
43	S. Liberty St. (Eastside)	Baptist Church Lot to 295 S. Liberty St.						7							7
43	S. Liberty St. (Eastside)	294 S. Liberty St. to Warren St.				8									8
43	S. Liberty St. (Eastside)	Baptist Church Lot to Warren St.							8						8
44	S. Main St. (Westside)	Warren St. to Even with Campbell St.						4							4
44	W. Bruce St. (Southside)	S. Liberty St. to S. Main St.				8									8
45	Franklin St. (Southside)	S. Main St. to S. Mason St.				7									7
45	S. Main St. (Eastside)	Even with Franklin St. to W. Bruce St.				4									4
45	Franklin St. (Northside)	S. Federal St. to S. Mason St.				4			4						8
45	Franklin St. (Southside)	S. Federal St. to S. Mason St.							10						10
46	Franklin St. (Southside)	S. Main St. to S. Federal St.						6	6						12
46	S. Main St. (Eastside)	Warren St. to Franklin St.				12									12
46	Campbell St. (Northside)	S. Main St. to S. Mason St.							12						12
47	Campbell St. (Southside)	S. Main St. to S. Mason St.							12						12
47	S. Main St. (Eastside)	Paul St. to Campbell St.						15							15
47	Paul St. (Northside)	S. Main St. to S. Mason St.								14					14
48	Paul St. (Southside)	S. Main St. to S. Mason St.								13					13
48	E. Grattan St. (Northside)	S. Main St. to S. Mason St.								14					14
Total			8	24	3	229	528	157	41	4	0				994

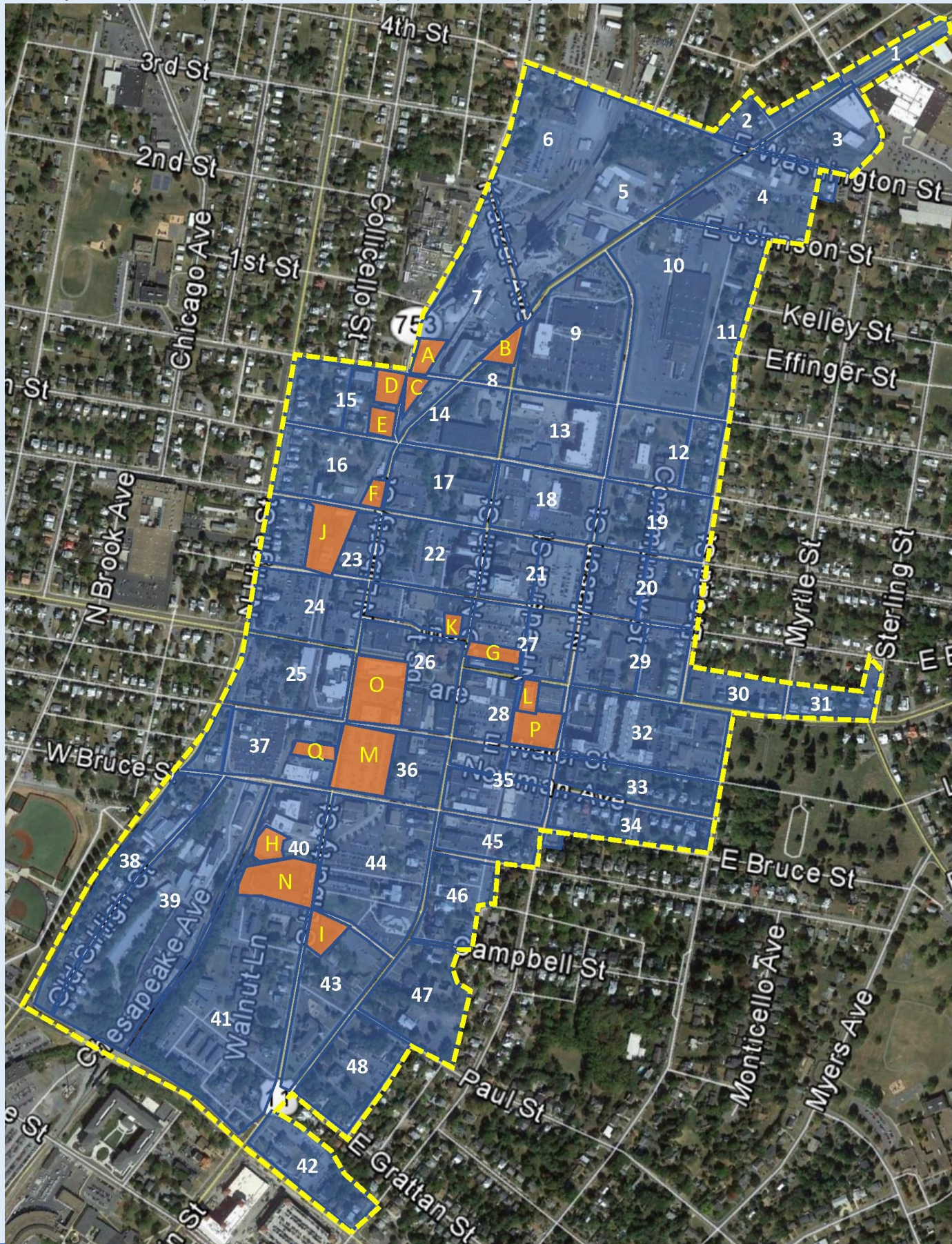
Changes to Parking Time Limits



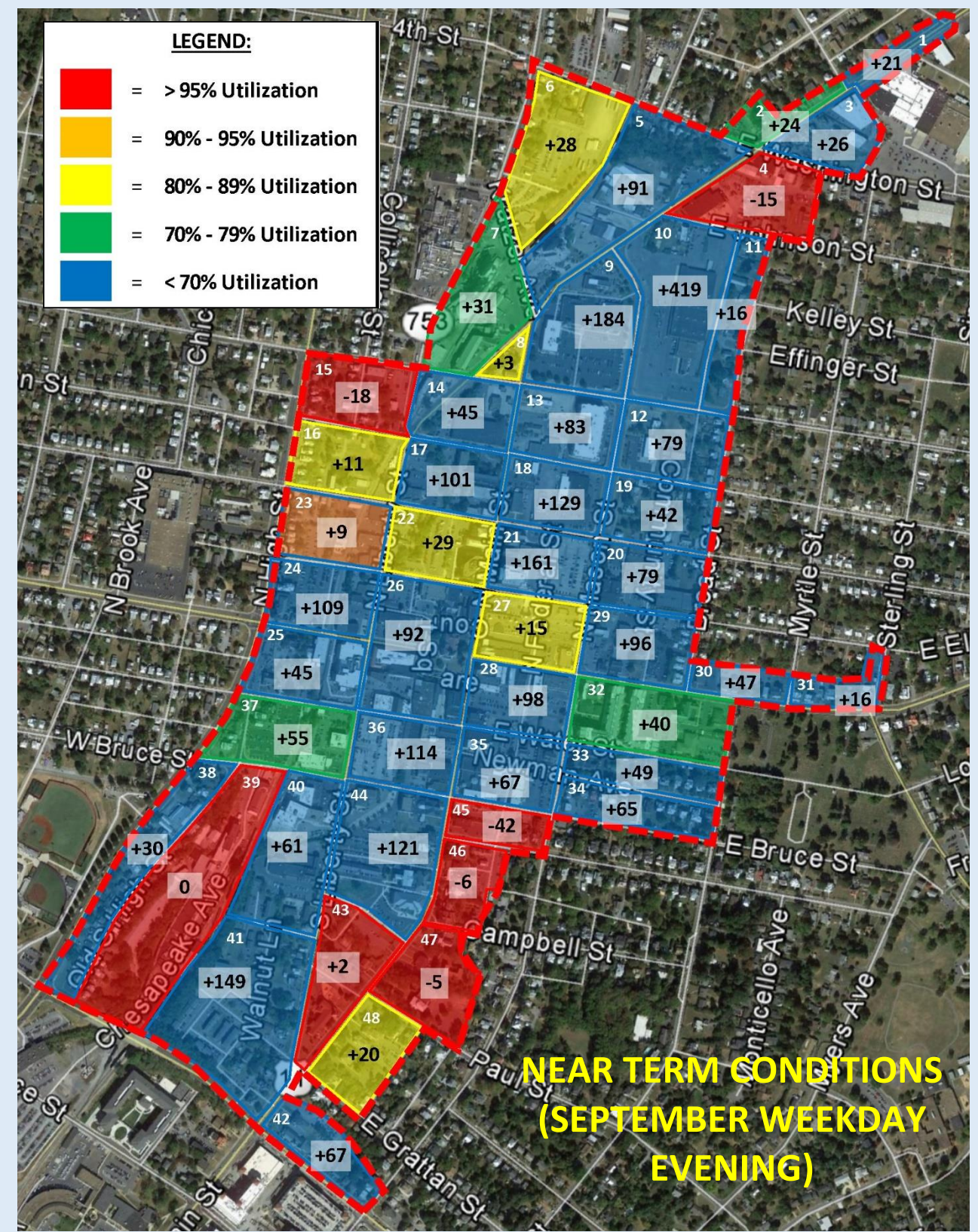
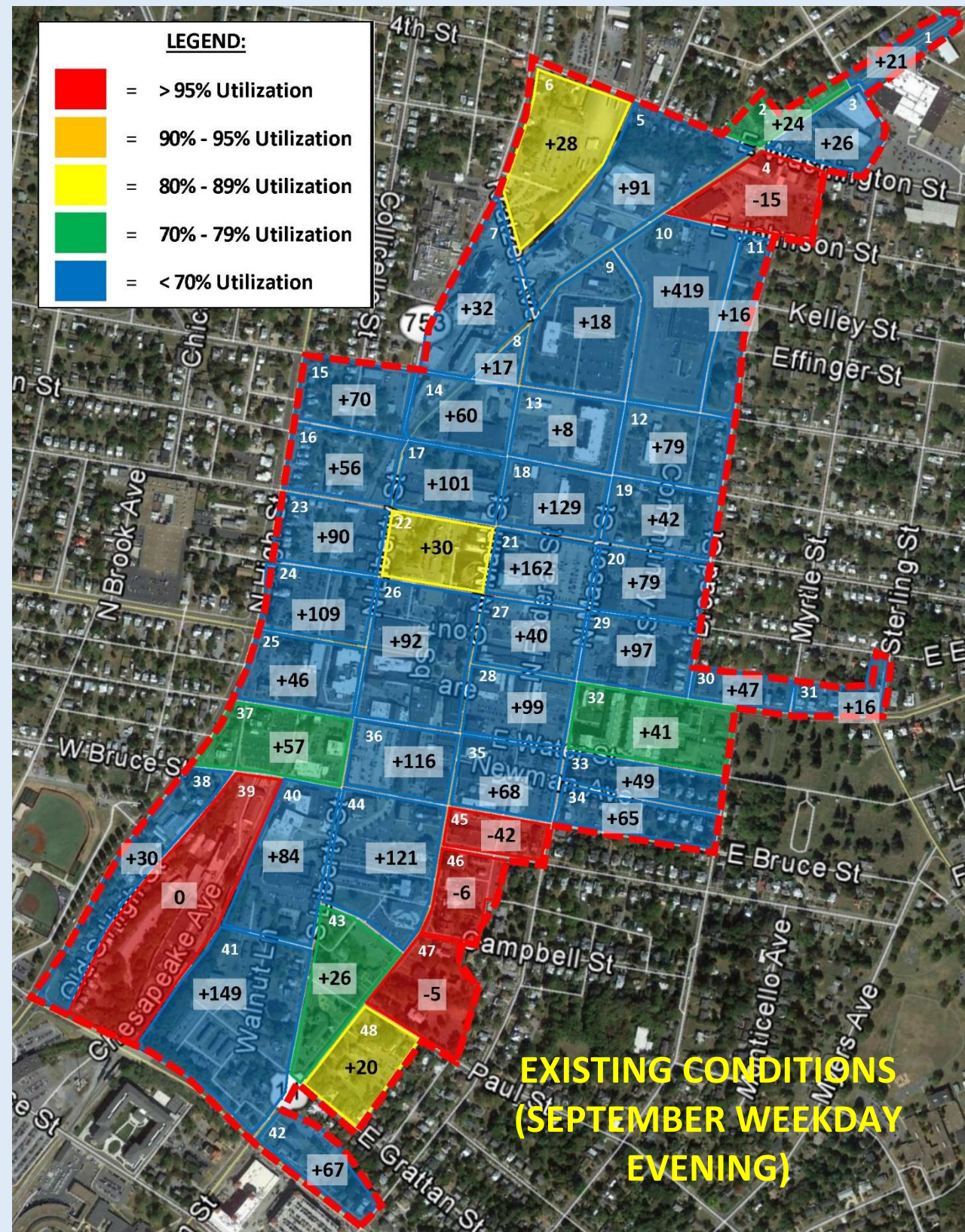
Emerging Developments

ID	Blk	New Land Use	Address	Total (sf)	Retail (sf)	F/C Dining (sf) ¹	Café/TOR ²	Residential ³	Office (sf) ⁴	Institutional (sf) ⁶	Industrial (sf) ⁷	Other ⁸	Parking Added	Parking Lost	New Demand	Net Impact	Notes/Comments	
A	7	Apartments	76 W Gay St	0				22					13		14	(1)	15,197 SF warehouse, 22 apartments assumed	
B	8	New Coffee Shop	425 N Main St	1,050		1,050									14	(14)	New Coffee Shop	
C	14	Retail & Professional Office	85 W Gay St	4,829	2,829		1,000		1,000						15	(15)	Assume 4,829 SF - office, bakery/café/diner, coffee roaster	
D	15	Townhomes	99 W Gay St	0				5						(50)	6	(56)	New Townhomes	
E	15	New Cidery	325 N Liberty St	3,030		3,030							7		39	(32)	Assume 3,030 SF building size, likely split between two buildings (Retail/Office)	
F	16	Apartments	205-245 N Liberty St	0				50						(14)	31	(45)	Parcels to complete Triangle of (4,365 + 1,850 + 6,224) SF for 50 micro apartments	
G	27	Old Furniture Store	20 N Main St	13,010	3,252				9,758						25	(25)	3-story Office 13,010 SF	
H	40	Ice House Development	217 S Liberty St	0				38							23	(23)	38 apartments total, a mix of studio, one bedroom, and two bedroom layouts.	
I	43	Employee Gravel Lot - Park	276 S Liberty St	22,146								22,146		(24)	0	(24)	Total of 4 parcels will constitute park	
J	23	Block Development: Church	136 W Elizabeth St	18,000						18,000					80	(80)	Assume 18,000 SF developed as Institutional (Church)	
Total Near-Term				62,065	6,081	4,080	1,000	115	10,758	18,000	0	22,146	20	(88)	247	(315)		
K	26	Fauls and Julius Buildings	9 Court Square	4,390	1,000		1,000		1,000	1,390					18	(18)	Demolition of Fauls Building - Replaced with courtyard; Julius - 4,390 SF Office/Worship Space	
L	28	Child Care - New Building	111 E Market St	16,128						16,128					53	(53)	16,128 SF	
M	36	Water Street Garage	154 S Liberty St	13,500	3,500	5,000		100	5,000				324	(324)	125	(125)	84,517 SF of existing garage. Mixed-use Office building and potential Residential may be up to 5 floors	
N	40	Daily News Record	231 S Liberty St	35,728					12,502		23,226				27	(27)	35,728 SF - 12,502 SF Office, 23,226 SF Industrial	
Total Mid-Term				69,746	4,500	5,000	1,000	100	18,502	17,518	23,226	0	324	(324)	223	(223)		
O	26	Courthouse Expansion	53 Court Square	10,962	1,000					9,962					35	(35)	Harrisonburg General District Court, Assume 10,962 SF	
P	28	Old Bank - Drive-Thru Lot	107 E Water St	5,000	5,000										13	(13)	Existing Building is 5,000 SF	
Q	36	Addition - 2nd Building	181 S Liberty St	14,400	2,000				12,400						19	(19)	New Parking Lot and building layout, existing building 14,400 SF	
Total Long-Term				30,362	8,000	0	0	0	12,400	9,962	0	0	0	0	0	67	(67)	
GRAND TOTAL				162,173	18,581	9,080	2,000	215	41,660	45,480	23,226	22,146	344	(412)	537	(605)		

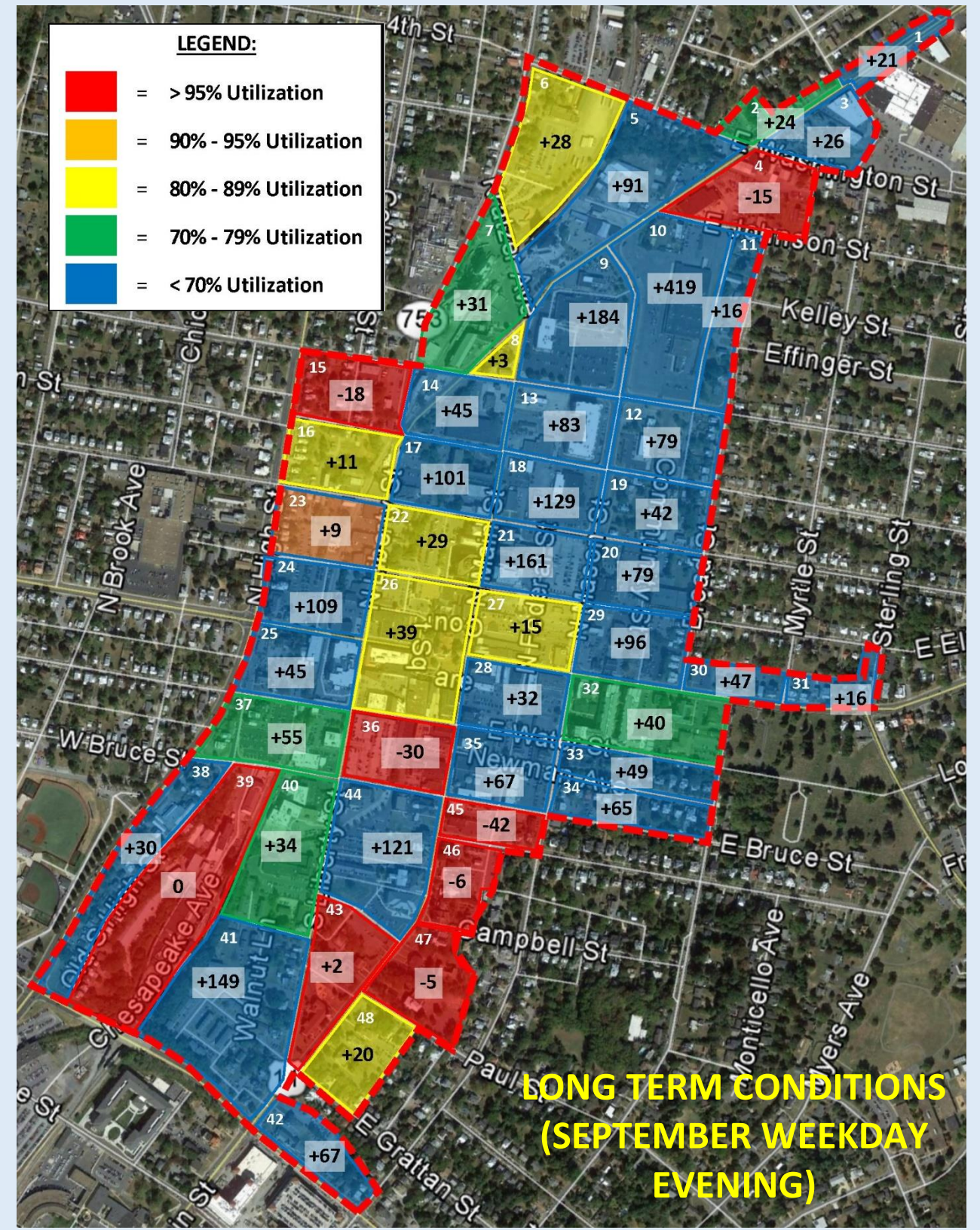
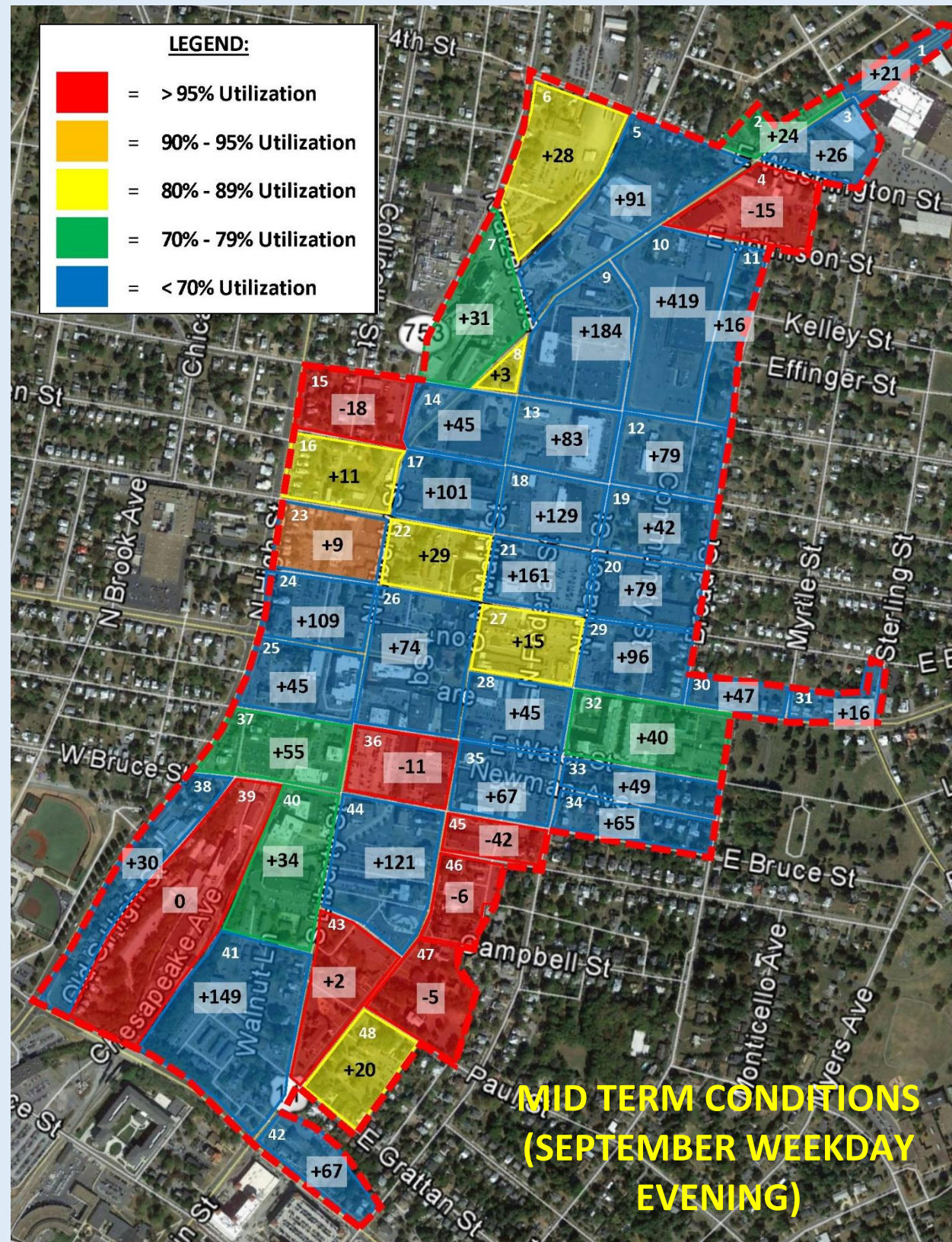
- Notes:**
1. Fine/Casual Dining would include any establishment which offers a separate bar area and/or liquor service to the table.
 2. Café/Take-Out Restaurant may have limited seating and will not include a separate bar area or liquor service. This is usually short stay, high turnover traffic.
 3. Residential Property showing number of dwelling units (DU)
 4. Office is based on Gross Floor Area.
 5. Hotel Rooms.
 6. Institutional, including community centers and areas of worship
 7. Light Industrial
 8. Other Land Use.
 9. The existing capacity in the Water Street Garage is assumed replaced; additional spaces may be added as well. However, during the period of construction, the existing 265 peak vehicles would need to be accommodated offsite.



Future Parking Demand and Adequacy Projections



Future Parking Demand and Adequacy Projections



Wayfinding & Parking Guidance



Identifying Signage

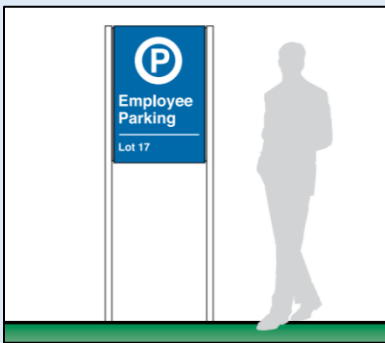
- **Trailblazing signage** placed primarily along arterial roadways leading into an area at key intersections to direct drivers to public parking facilities;
- **Identifying signage** placed at the entrances to public parking facilities, identifying them as such to passing motorists;
- **Instructional signage** which informs users where to park or not to park and the facility's hours of operation, and;
- **Directional signage** which identifies where the facility is located relative to surrounding businesses, institutions, and other destinations, as well as acceptable foot travel paths.



Directional Signage



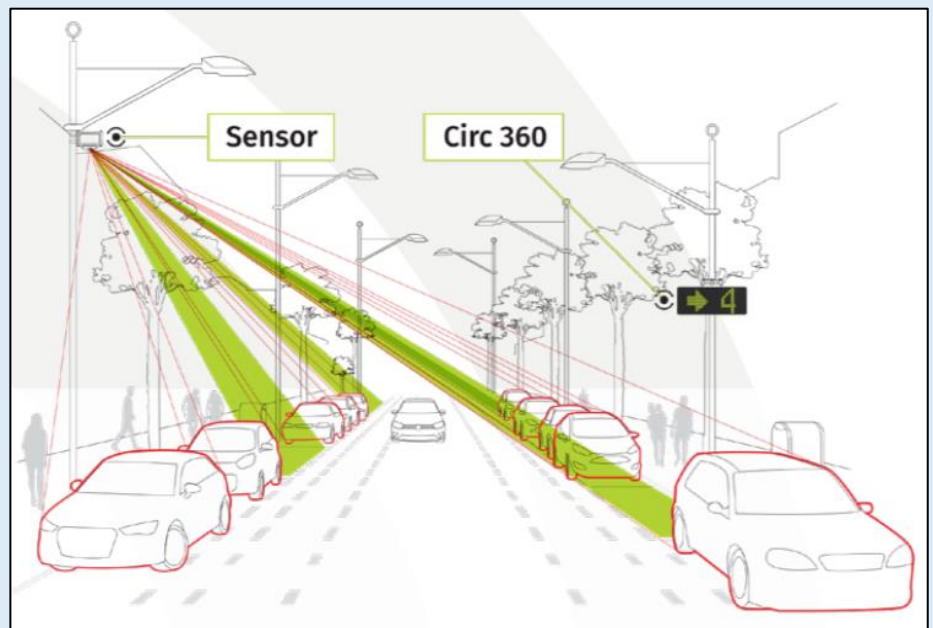
Trailblazing Signage



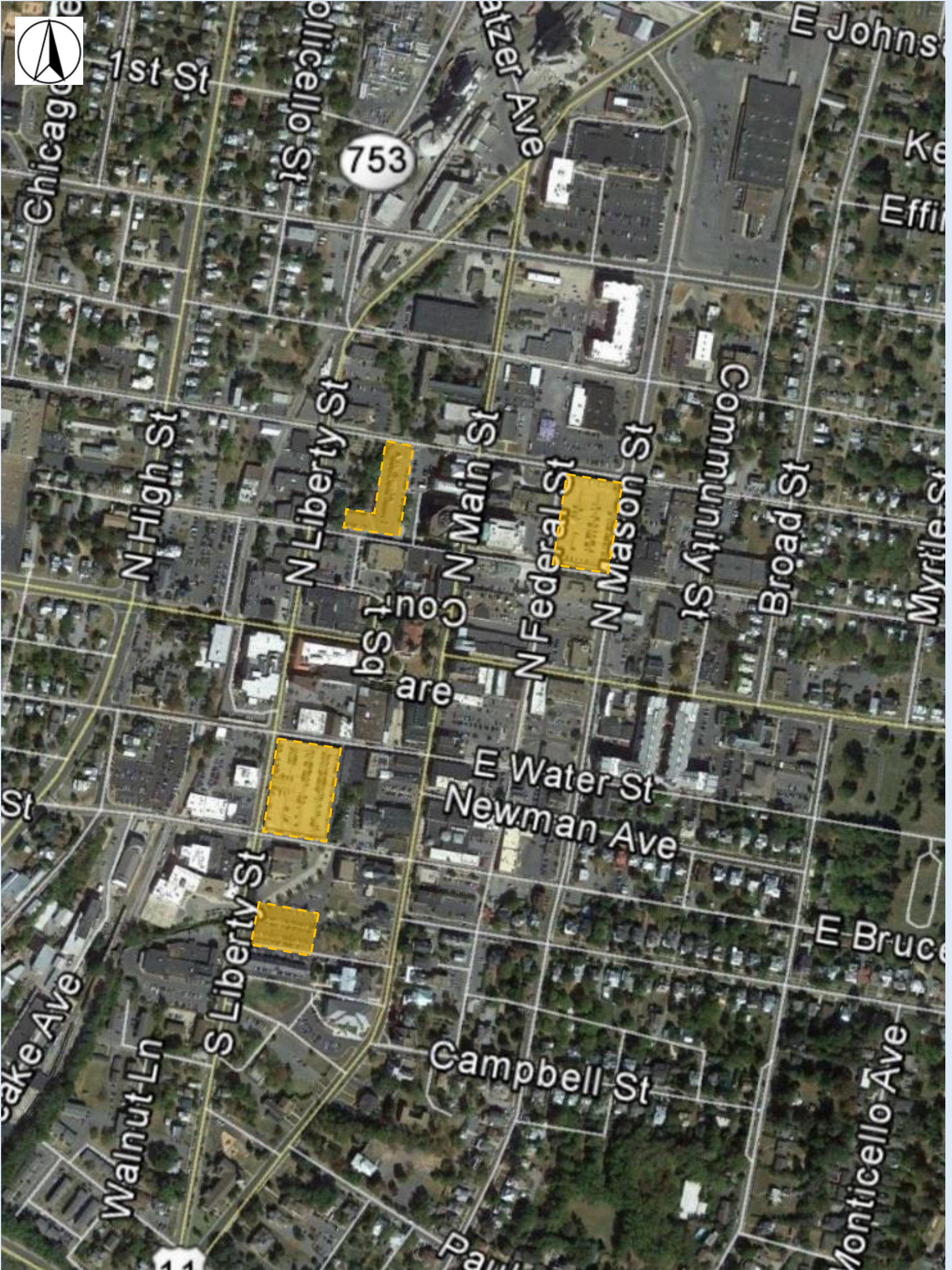
Instructional Signage



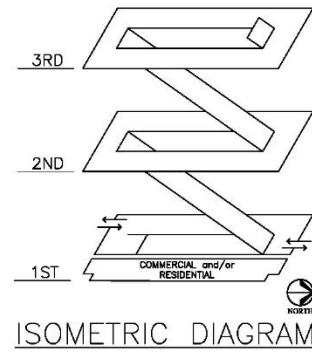
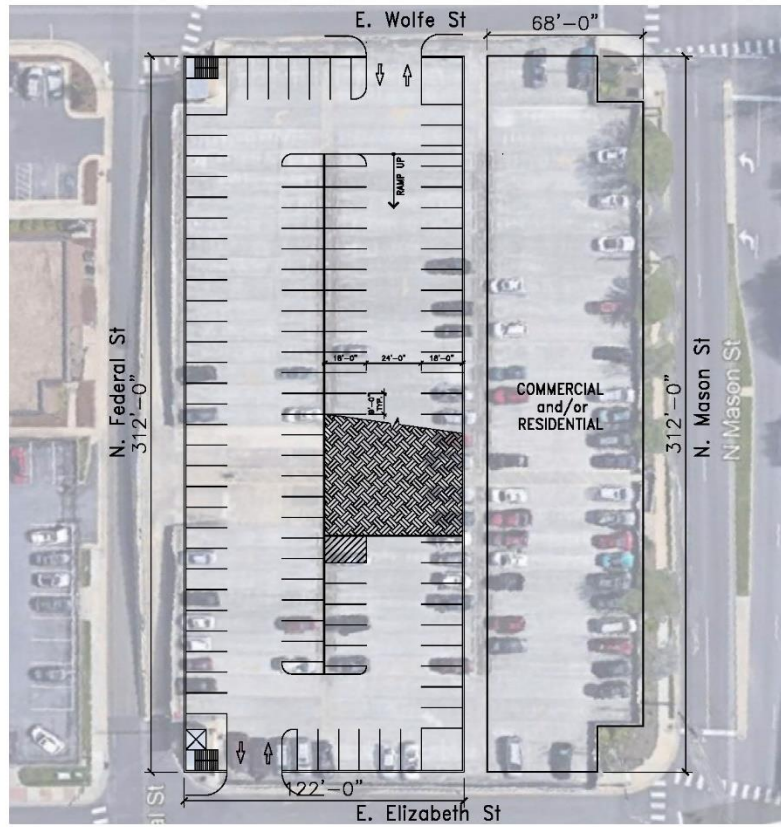
Parking Guidance Systems



Proposed New/Replacement Parking Facility Locations



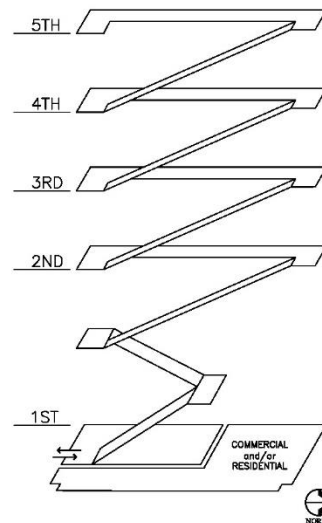
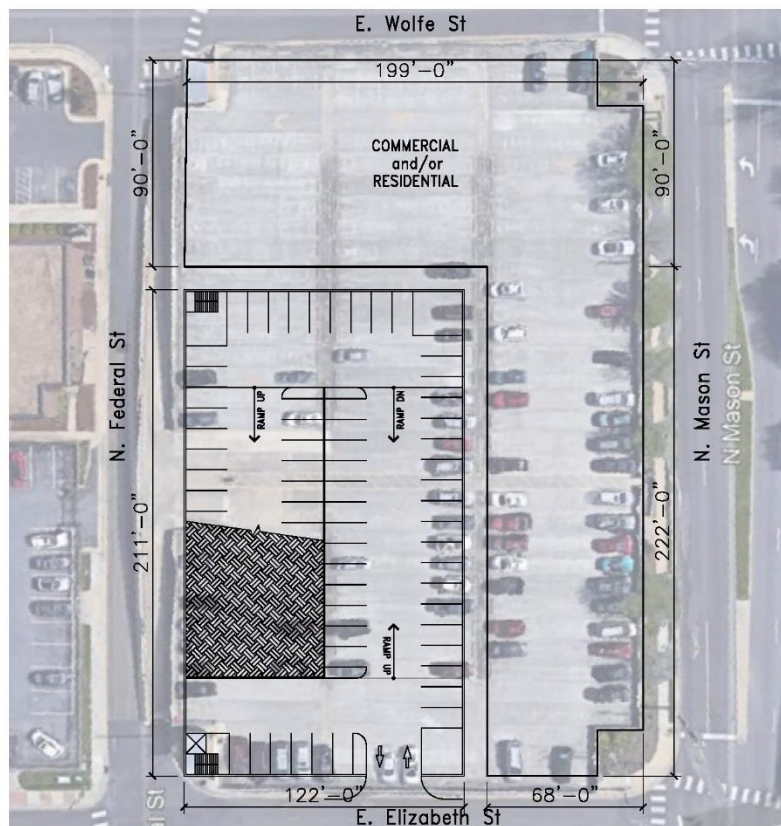
Garage Concepts – Elizabeth Street Site



ISOMETRIC DIAGRAM

PARKING SPACE TABULATION

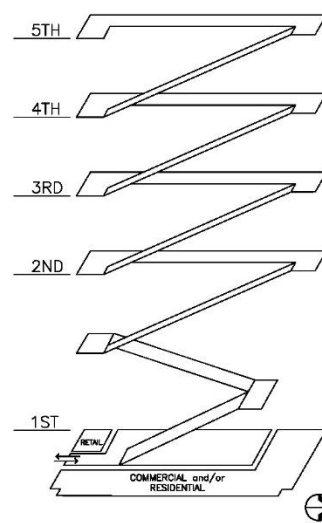
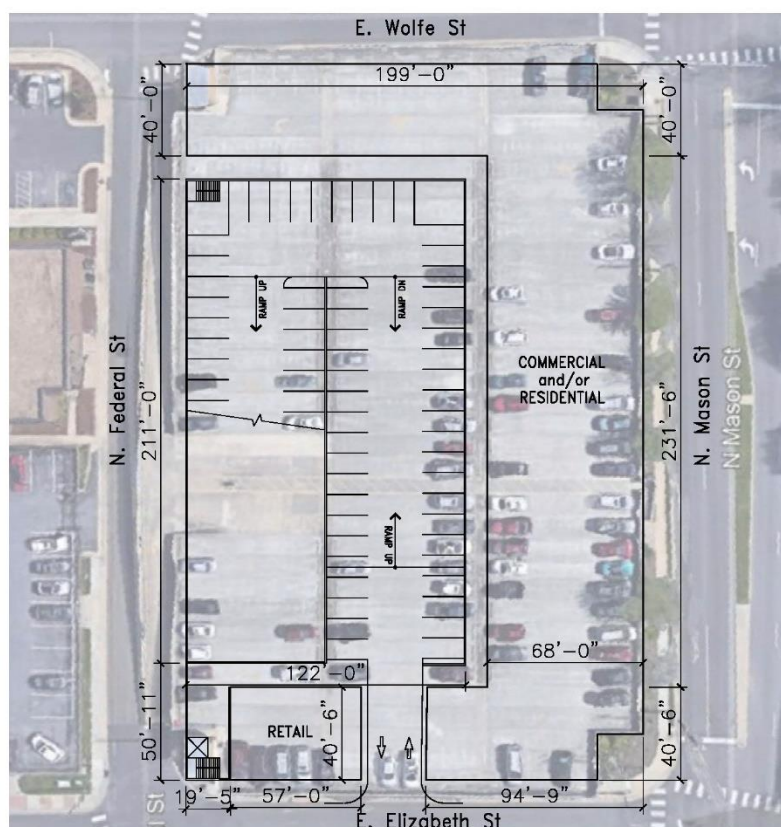
Level	Standard	Accessible	Total
1	107	0	107
2	187	0	187
3	168	0	168
Total	462	0	462



ISOMETRIC DIAGRAM

PARKING SPACE TABULATION

Level	Standard	Accessible	Total
1	63	0	63
2	125	0	125
3	125	0	125
4	125	0	125
5	86	0	86
Total	524	0	524

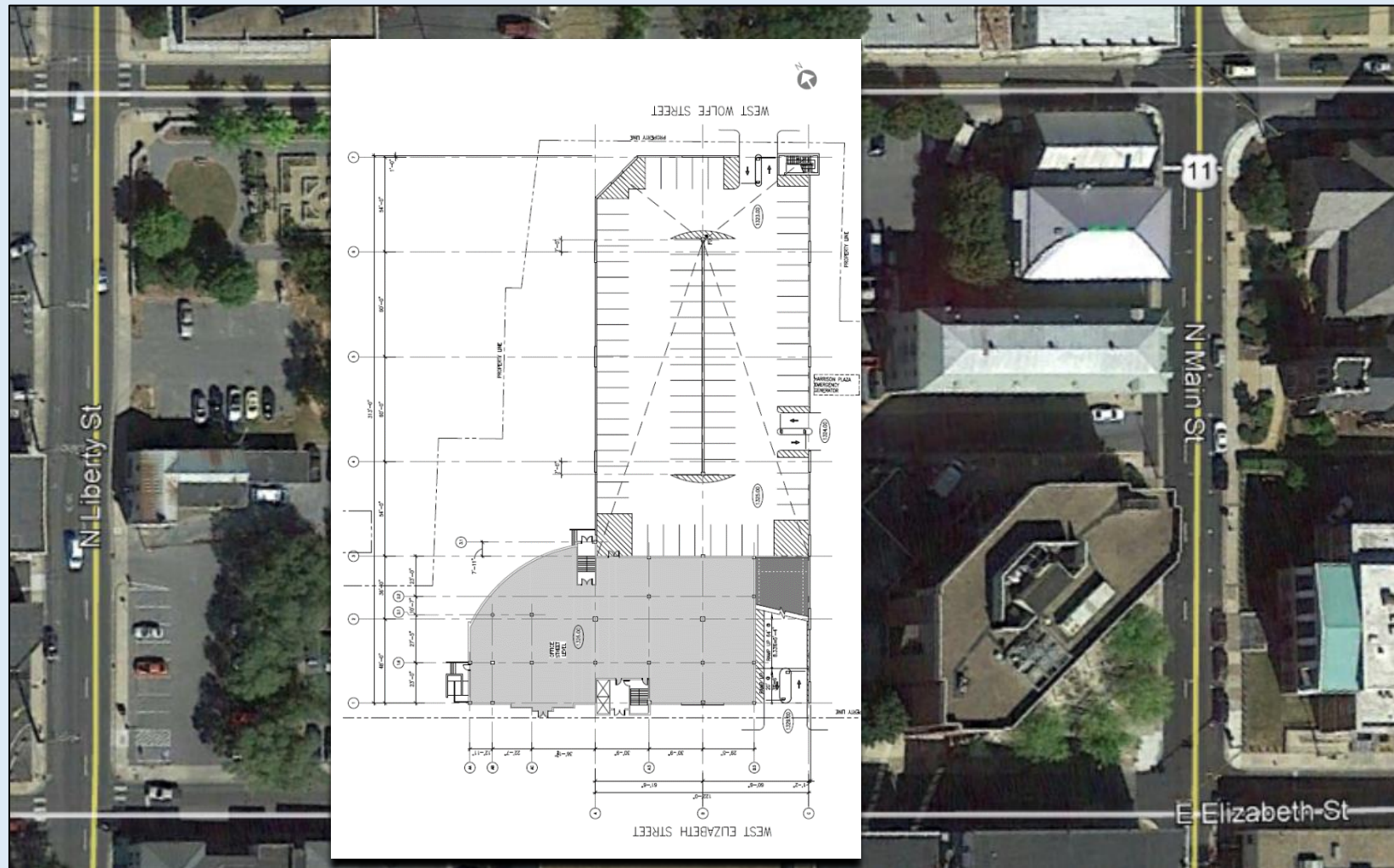


ISOMETRIC DIAGRAM

PARKING SPACE TABULATION

Level	Standard	Accessible	Total
1	63	0	63
2	125	0	125
3	125	0	125
4	125	0	125
5	86	0	86
Total	524	0	524

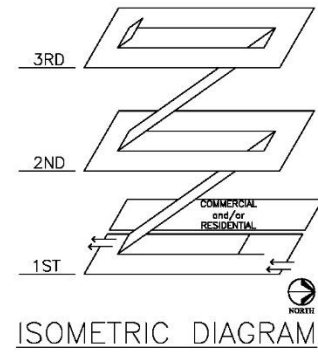
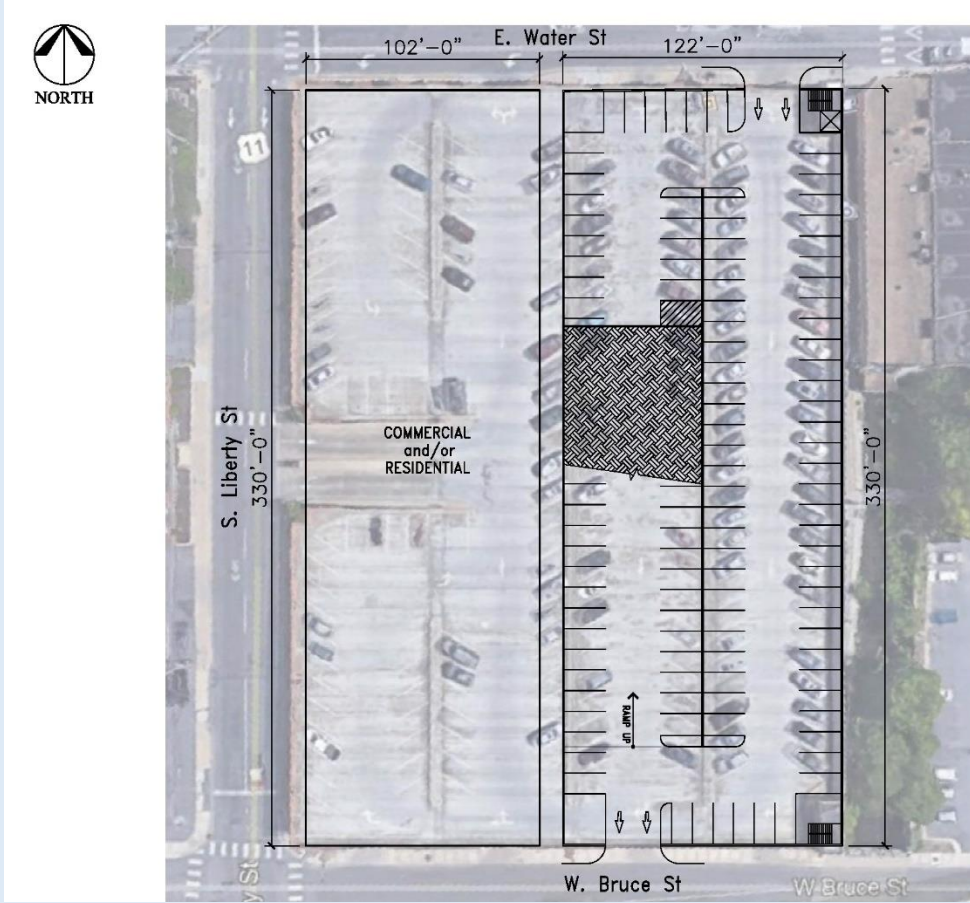
Garage Concept - Public Safety Building



PARKING COUNT SUMMARY				
LEVEL	REGULAR SPACES	ACCESSIBLE SPACES	VAN SPACES	TOTAL SPACES
FIFTH	108	—	—	108
FOURTH	118	6	—	124
THIRD	119	3	2	124
SECOND	65	—	—	65
STREET	82	—	—	82
TOTAL	492	9	2	503

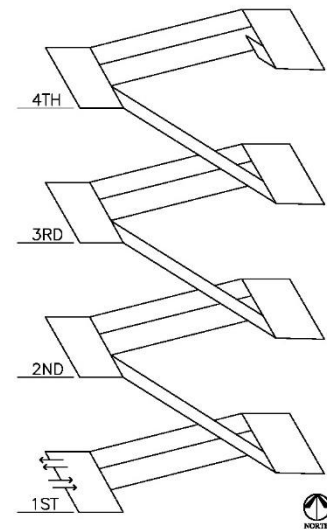
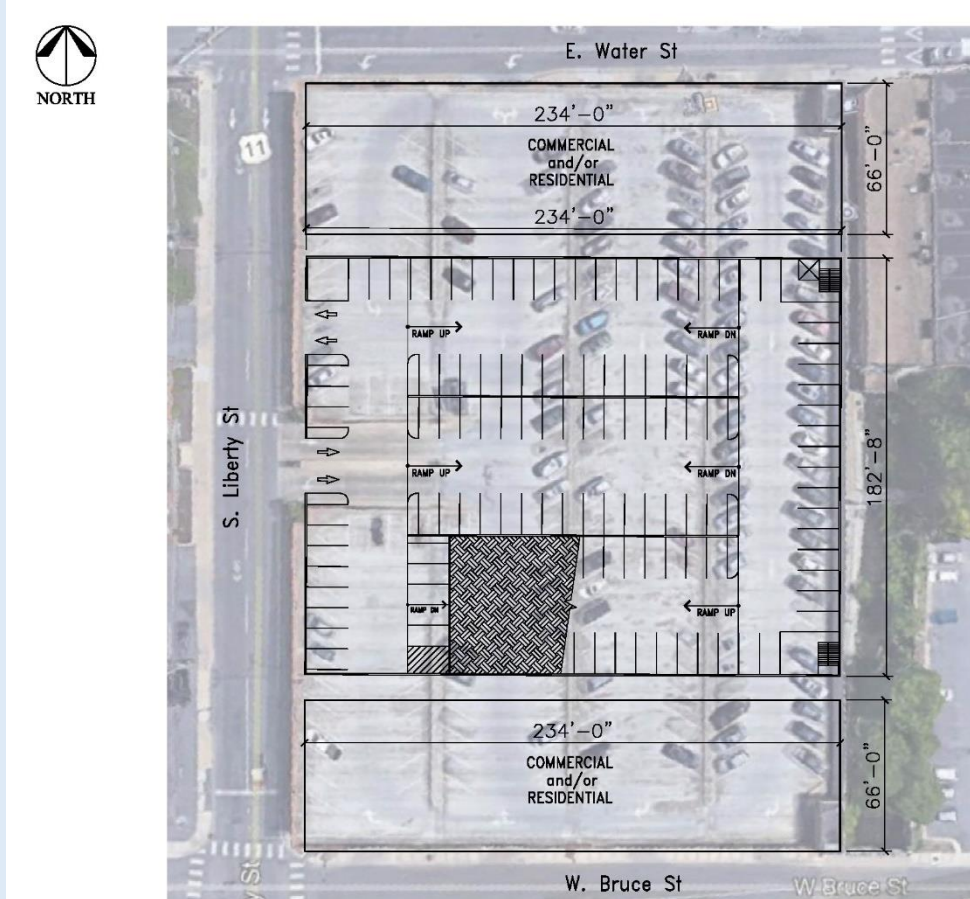


Garage Concepts – Water Street Site



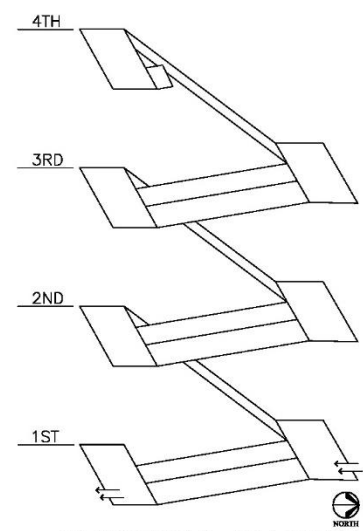
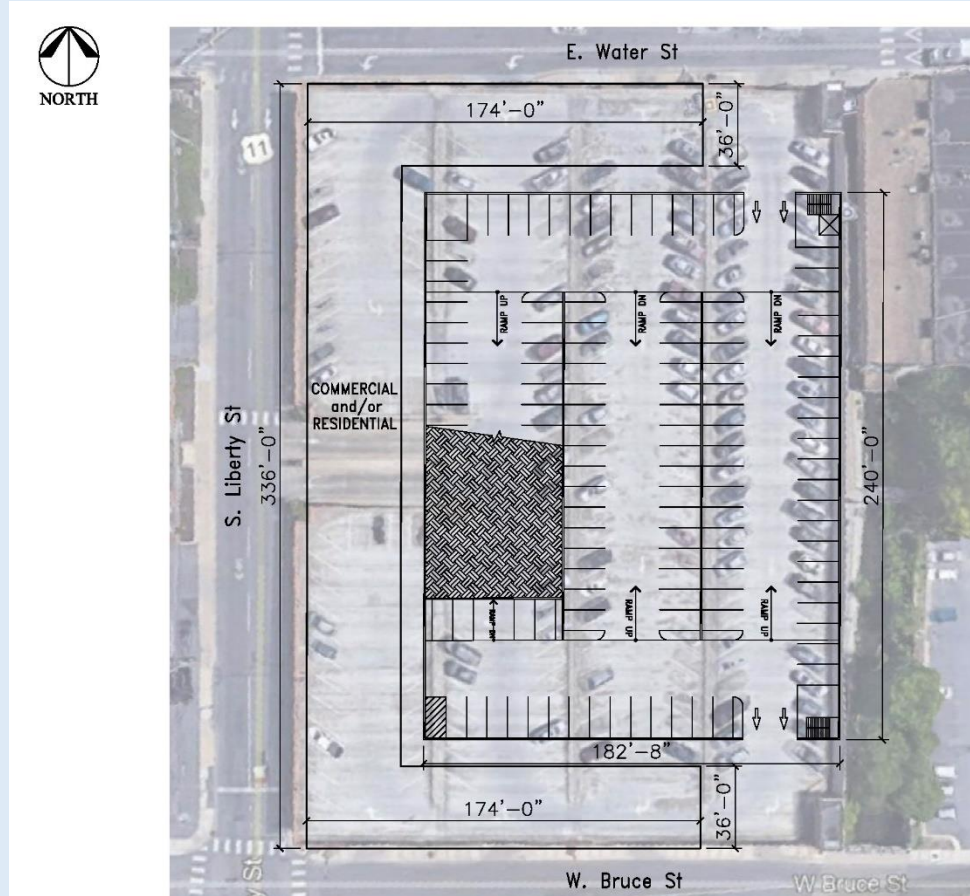
PARKING SPACE TABULATION

Level	Standard	Accessible	Total
1	112	0	112
2	199	0	199
3	180	0	180
Total	491	0	491



PARKING SPACE TABULATION

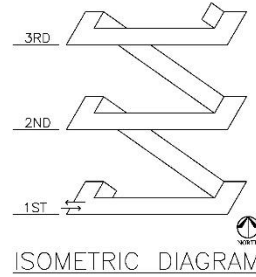
Level	Standard	Accessible	Total
1	115	0	115
2	134	0	134
3	134	0	134
4	126	0	126
Total	506	0	506



PARKING SPACE TABULATION

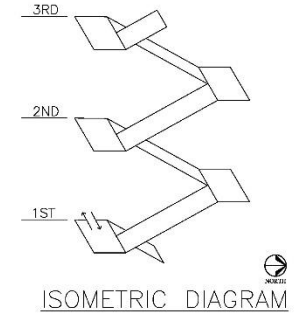
Level	Standard	Accessible	Total
1	118	0	118
2	139	0	139
3	139	0	139
4	130	0	130
Total	526	0	526

Municipal Lot - Garage Concepts



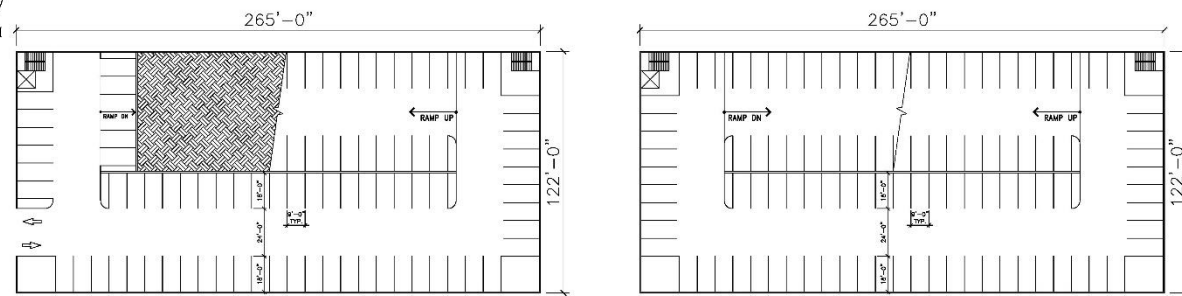
PARKING SPACE TABULATION

Level	Standard	Accessible	Total
1	87	0	87
2	106	0	106
3	38	0	38
Total	231	0	231
Displaced			(91)
Net Gain			140



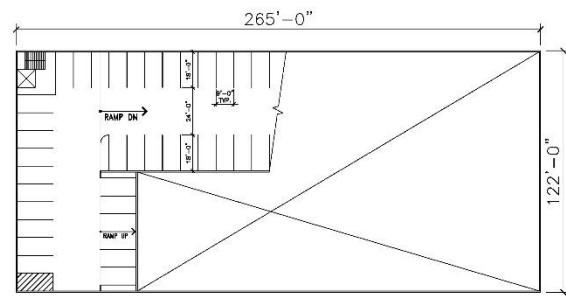
PARKING SPACE TABULATION

Level	Standard	Accessible	Total
Surface	52	0	52
1	79	0	79
2	86	0	86
3	47	0	47
Total	264	0	264
Displaced			(127)
Net Gain			137

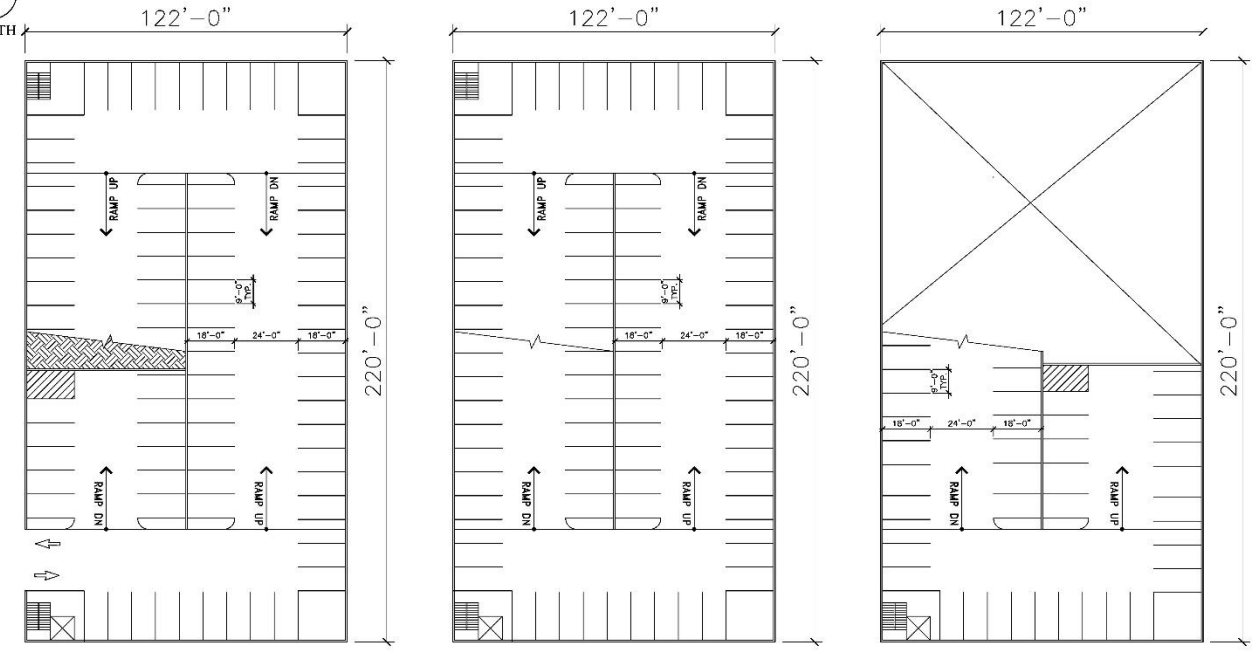


LEVEL 1

LEVEL 2



LEVEL 3



LEVEL 1

LEVEL 2

LEVEL 3

228 S. Liberty Street Parking Garage - Option 1
Level 1, 2 & 3 Concept Parking Plans
Harrisonburg, VA



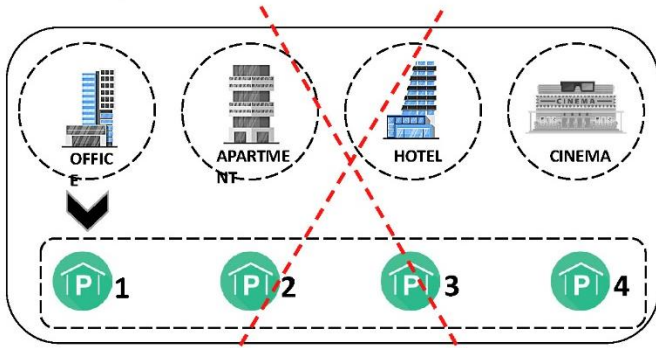
228 S. Liberty Street Parking Garage - Option 2
Level 1, 2 & 3 Concept Parking Plans
Harrisonburg, VA



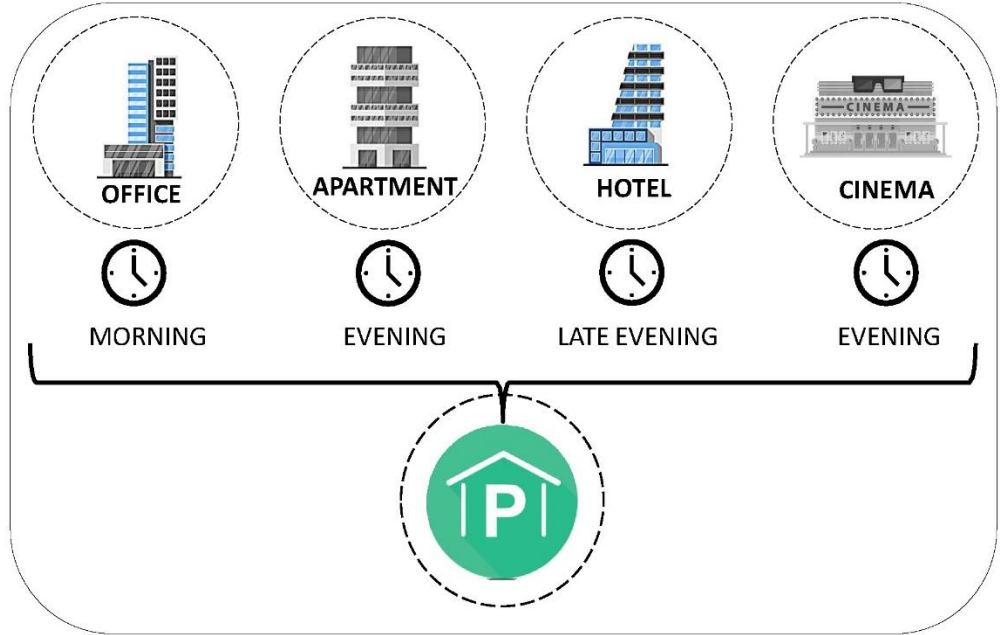
Shared Parking

What is Shared Parking?

Shared parking is a land use/development strategy that optimizes parking capacity by allowing complementary land uses to share spaces, rather than producing separate spaces for separate uses.



“Shared parking can reduce parking requirements by 20-40%, creating positive economic, social and environmental benefits.”



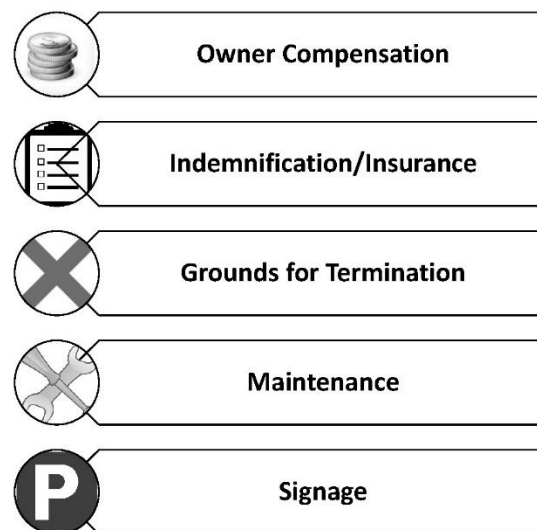
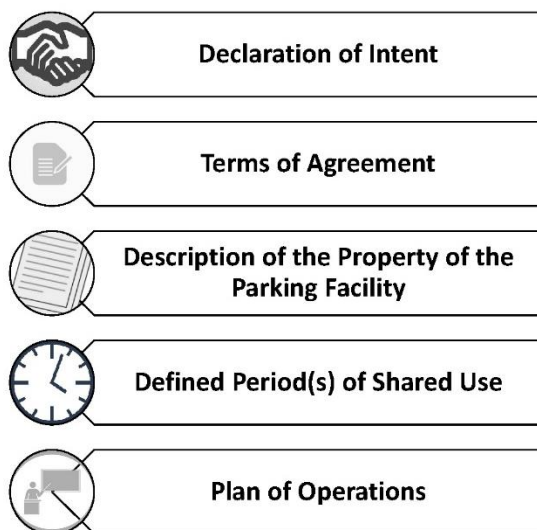
Peak Parking for Various Land Uses

Weekday Peaks	Evening Peaks	Weekend Peaks
<ul style="list-style-type: none"> Banks Schools Distribution facilities Factories Medical clinics Offices Professional services 	<ul style="list-style-type: none"> Auditoriums Bars and dance halls Meeting halls Restaurants Theaters 	<ul style="list-style-type: none"> Religious institutions Parks Shops and malls

Key Benefits

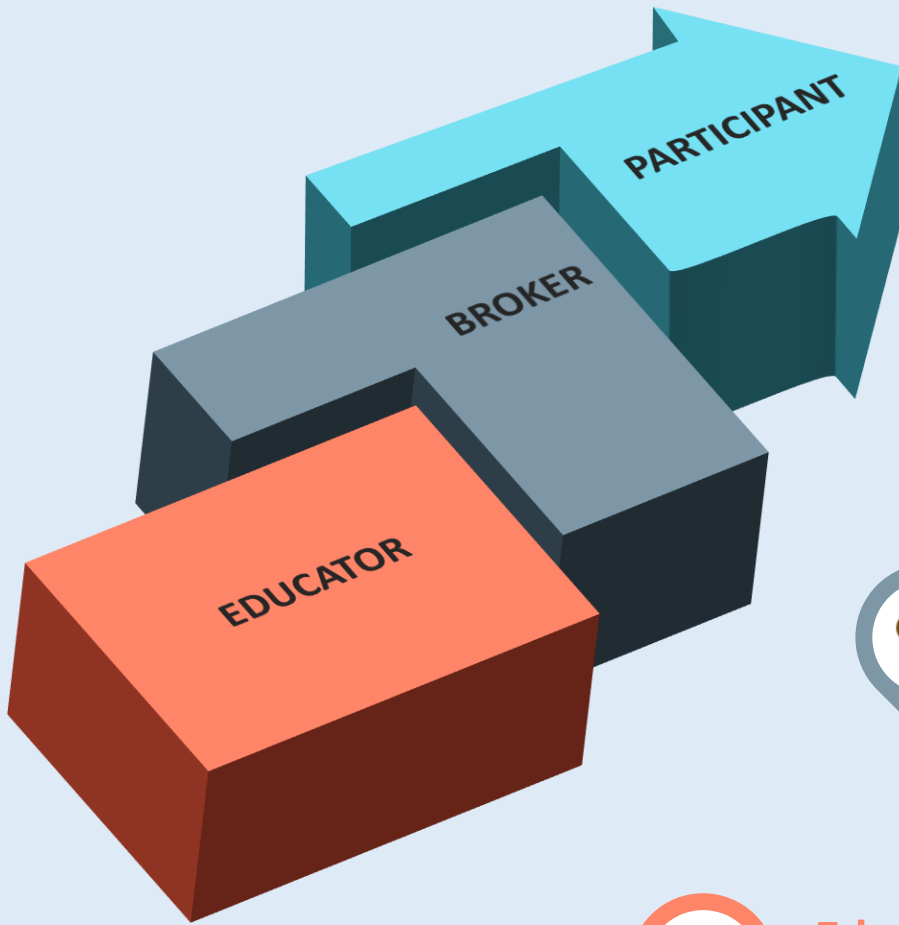
- **Efficient and optimized** use of existing parking supply.
- Reduce or **minimize need to expand** parking supply.
- Helps to reinforce perceptual network of **public parking options**.
- Can **legitimize non-compliant parking** activity where currently prohibited.

Fundamentals of Shared Parking Agreements



Shared Parking

A municipality can play one of three potential roles in promoting Shared Parking between existing uses:



Participant

- The municipality can be a **participant** in a shared use agreement, entering into contracts to offer private facilities or a portion thereof for public use within the boundaries of the negotiated agreement.



Broker

- The municipality can play the role of **broker**, identifying private property owners with available capacity and matching them with property owners or developers seeking parking to support an existing (actual) need or change of use.



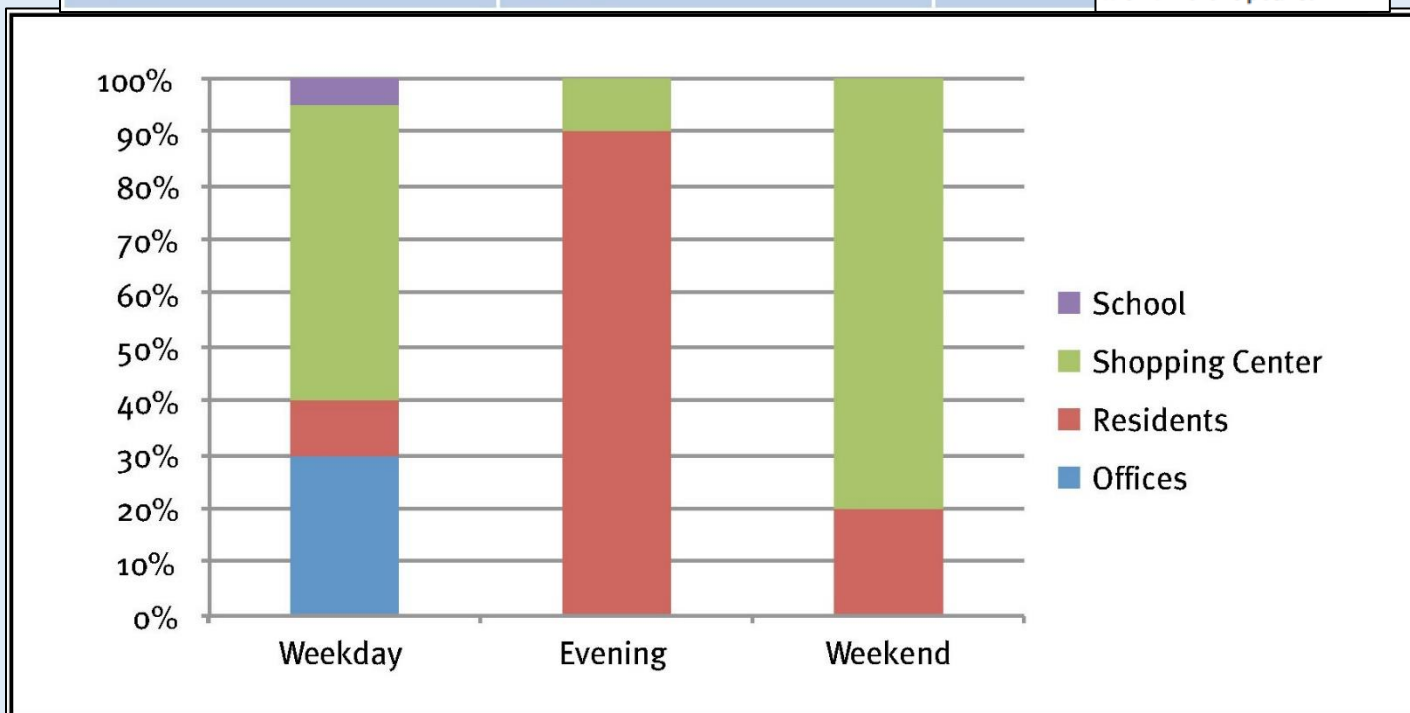
Educator

- The municipality can be an **educator**, hosting workshops for parties interested in entering into a shared use agreement and providing templates and other materials to facilitate the formation of an agreement.

Cities such as Portland, Oregon, Cambridge, Massachusetts, Boulder, Colorado, and counties like Arlington County, Virginia and Montgomery County, Maryland, have successfully implemented shared parking in their codes and have played a part of each of these roles.

Peak Parking Demand		
Weekday Peaks	Evening Peaks	Weekend Peaks
Banks	Auditoriums	Religious institutions
Schools	Bars and dance halls	Parks
Distribution facilities	Residents	Shops
Factories	Meeting halls	
Medical clinics	Restaurants	
Offices	Cinemas	

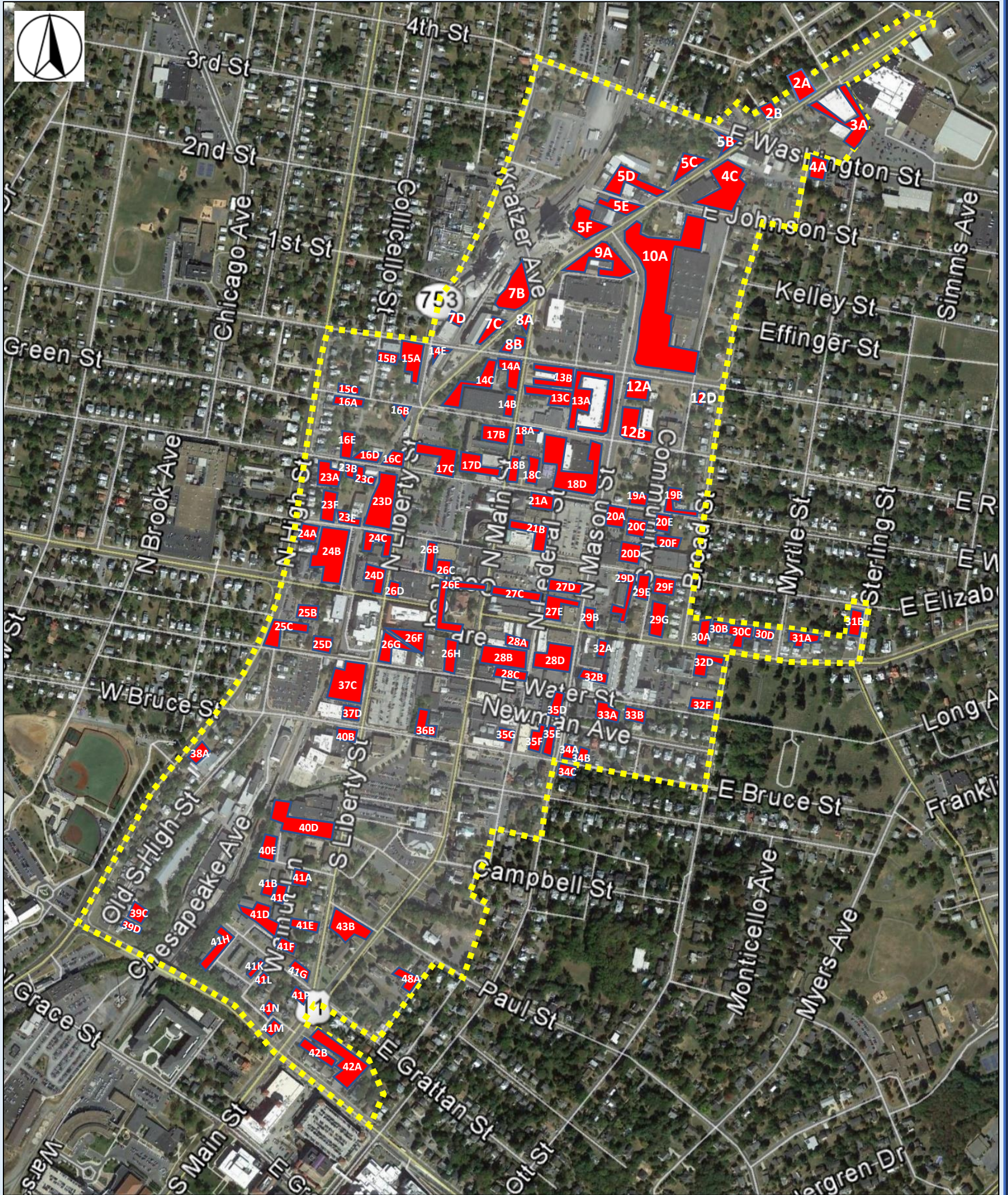
This table is an example of peak parking demand for different land use types. Parking can be shared efficiently by land uses with different peaks.



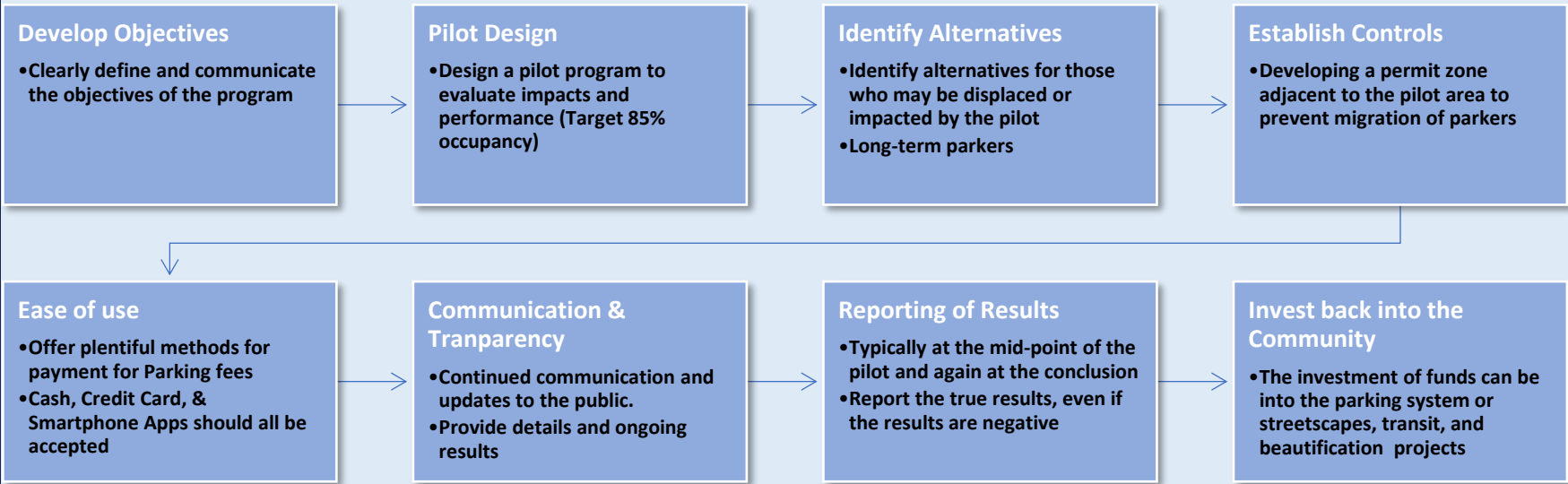
The table illustrates how 100 parking spaces in a mixed-use district can be distributed based on usage at different times.

Source: Institute for Transportation and Development Policy (ITDP)

Private Parking <70% Utilized at Peak



Paid Parking Pilot



Lewes Beach & Newark, Delaware



Roanoke, Virginia



Charleston, South Carolina

Paid On-Street Parking Pilot Locations



*Areas shaded are for illustrative purposes only.

Reaction to Proposed Initiatives

To vote, place your dots in either the "In Favor" or "Opposed" column next to each of the proposed initiatives to indicate whether or not you wish the City to pursue the initiative further. Please cast only one 'vote' per initiative.

Proposed Initiative	In Favor	Opposed
Institute parking requirements in downtown for new development.		
Allow for waivers against parking requirements for using underutilized public facilities.		
Allow for waivers against parking requirements when sharing parking supply with an existing property.		
Allow for waivers against parking requirements when demonstrating less parking is needed than required via a shared parking analysis.		
Allow for waivers against parking requirements for payment into an "in lieu" fund.		
Allow for waivers against parking requirements if the developer provides bicycle infrastructure.		
Allow for waivers against parking requirements if the developer includes a complimentary car share service as part of the project's amenities.		
Allow for waivers against parking requirements if the developer includes shuttle service to major destinations as part of the project's amenities.		