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*Via Federal Express*

March 12, 2014

JoAnn Goodwin, Chair
Mansfield Planning and Zoning Commission
Audrey P. Beck Municipal Building
4 South Eagleville Road
Mansfield, CT 06268

Re: **Storrs Center Alliance, LLC**
**Application for Zoning Map Amendment**
**Storrs Center Special Design District**

Dear Chairman Goodwin and Members of the Commission:

On behalf of Storrs Center Alliance, LLC, I enclose an application for a zoning map amendment pertaining to the Storrs Center Special Design District (SC-SDD). The application is limited to updating certain parking factors contained in the Master Parking Study approved as part of the original SC-SDD zoning map amendment.

Fifteen sets of the following materials are enclosed for your review:

1. Application form and addendum
2. Statement of Justification
3. Report by Walker Parking Consultants dated March 10, 2014 and entitled "Storrs Center Special Design District, Master Parking Study Update"
4. Sheet ZC.02.b, Amended Existing Zoning Map

I also enclose the application fee of $560. Please let me know if you have any questions or require anything further.

Sincerely,

Thomas P. Cody
Robinson & Cole LLP
Attorneys for Storrs Center Alliance LLC

Enclosures

12785025-v1

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## APPLICATION TO AMEND THE ZONING MAP

(see Article XIII of the Zoning Regulations)

PZC File # _____

Date _____

1. The undersigned applicant hereby petitions the Mansfield Planning and Zoning Commission to change the zone classification of the hereinafter-described property

   from Storrs Center Special Design District to No Change in Zone District

2. **Address/location** of subject property Storrs Center Special Design District Area

   Assessor's Map _____ Block _____ Lot(s) See attached

3. **Acreage** of subject property 47, acreage of adjacent land in same ownership (if any) _____

4. **APPLICANT** Storrs Center Alliance, LLC _____
   (please **PRINT**) Signature

   Street Address P.O. Box 878 Telephone 845-351-2900

   Town Tuxedo Park, NY Zip Code 10987

   Interest in property: Owner X Optionee _____ Lessee _____ Other _____

   (If "Other", please explain) _____

5. **OWNER OF RECORD:** Storrs Center Alliance, LLC _____
   (please **PRINT**) Signature

   Street Address P.O. Box 878 Telephone 845-351-2900

   Town Tuxedo Park, NY Zip Code 10987

   See also attached

   Signature _____

   OR attached purchase contract _____ OR attached letter consenting to this application _____

6. **AGENTS** (if any) who may be directly contacted regarding this application:

   Name Thomas P. Cody Telephone 860-275-8264

   Address Robinson & Cole LLP, 280 Trumbull St., Hartford, CT Zip Code 06103

   Involvement (legal, engineering, surveying, etc.) Legal counsel to Storrs Center Alliance, LLC

   _____

   Name _____ Telephone _____

   Address _____ Zip Code _____

   Involvement (legal, engineering, surveying, etc.) _____

   _____

7. The following items must be submitted as part of this application:

   X application fee

   X map of subject property (5 copies) prepared by surveyor as per requirements of Article XIII, Section B.4. Map shall include areas within 500 feet of proposed rezoning, existing and proposed zone boundaries, existing streets, rights-of-way, easements, watercourses, wetlands, flood hazard areas, property lines and names and addresses of neighboring property-owners, including those across any street

(over)

8. Items to be submitted as part of this application (continued):

_____ legally-defined boundary description of areas to be rezoned

X Statement of Justification addressing approval considerations of Article XIII, Section C, and substantiating the proposal's compatibility with the Mansfield Plan of Development; the reasons for the proposed rezoning (including any circumstances or changed conditions that would justify the revision), and the effect the zone change would have on the health, safety, welfare and property values of neighboring properties and other Mansfield residents

X reports and other information supporting the proposed rezoning (see Article XIII, Section B.8). List or explain.

"Storrs Center Special Design District, Master Parking Study Update", dated March, 10, 2014, prepared by Walker Parking Consultants

(end of Applicant section)

* * * * *

(for office use only)

date application was received by the PZC _____ fee submitted _____

date of Public Hearing _____ date of PZC action _____

action: _____ approved _____ denied effective date _____

comments:

signed _____ date _____
Chairman, Mansfield Planning & Zoning Commission

APPLICATION BY:

STORRS CENTER ALLIANCE, LLC

ZONING MAP AMENDMENT
STORRS CENTER SPECIAL DESIGN DISTRICT (SC-SDD))

UPDATE TO MASTER PARKING STUDY

ADDENDUM TO APPLICATION FORM

The property that is affected by this application (the "Property") is the entire area zoned Storrs Center Special Design District (SC-SDD) in the Town of Mansfield, which is approximately 47 acres in size. The Property includes all of Tax Assessor Map 16, Block 40, Lot 9, and Tax Assessor Map 16, Block 41, Lots 16 and 17; and portions of Tax Assessor Map 16, Block 40, Lot 10 and Tax Assessor Map 16, Block 41, Lot 13. The owners of property within the SC-SDD zone district include the following:

Storrs Center Alliance, LLC
P.O. Box 878 - 233 Route 17
Tuxedo Park, NY 10987
Telephone: 845-351-2900
Contact: Howard Kaufman, Managing Member

Leyland Storrs II, LLC
P.O. Box 878 - 233 Route 17
Tuxedo Park, NY 10987
Telephone: 845-351-2900
Contact: Howard Kaufman, Managing Member

Leyland Storrs 1C, LLC
P.O. Box 878 - 233 Route 17
Tuxedo Park, NY 10987
Telephone: 845-351-2900
Contact: Howard Kaufman, Managing Member

Town of Mansfield
Audrey Beck Municipal Building
4 South Eagleville Road
Mansfield, CT 06268

State of Connecticut
c/o University of Connecticut
U Box 3038, Facilities Management
Mansfield, CT 06269

APPLICATION BY:

STORRS CENTER ALLIANCE, LLC

ZONING MAP AMENDMENT
STORRS CENTER SPECIAL DESIGN DISTRICT (SC-SDD))

UPDATE TO MASTER PARKING STUDY

STATEMENT OF JUSTIFICATION

## Executive Summary

This Application would amend the Storrs Center Special Design District (SC-SDD) to update parking factors originally used in the Master Parking Study to project parking needs before the project was built. Specifically, this Application would update two of the parking factors contained in the Master Parking Study to more closely conform them with actual field data that has been collected recently. Parking counts in the Storrs Center area from this year have determined that the amount of parking actually being used for residential uses is significantly less than what was projected at the time the SC-SDD district was originally approved seven years ago. In addition, parking usage for medical office facilities is higher than the usage associated with general office uses.

Storrs Center Alliance, LLC (SCA) retained Walker Parking Consultants to review the recent parking data. Walker was chosen after consultation with Town staff, based on Walker's experience with Storrs Center and its prior consulting work on this project for the Town. After completing their review, Walker determined that the parking factor used in the original Master Parking Study to project parking demand from residential uses was significantly higher than the actual parking demand being experienced. Walker also determined that the medical office uses in Storrs Center warranted a higher parking factor than the general office use that had been used in the study previously. The net result of these recommendations would lead to a reduction in the overall amount of parking needed to serve the approved development program for Storrs Center.

As a result of Walker's analysis and recommendations, SCA is proposing to amend the Master Parking Study relative to the parking factors associated with residential uses and medical office uses to more closely conform them with the actual field data. No other changes are proposed with this amendment.

## Background

The Mansfield Downtown Partnership and SCA, working with a team of professional architects, planners, scientists, engineers and legal counsel, jointly prepared materials to create a special design district for Storrs Center. In 2007, the Mansfield Planning & Zoning Commission rezoned 47 acres of land in the center of Storrs to the newly-created

Storrs Center Special Design District. The SC-SDD area consists of several different neighborhoods located on the east side of Storrs Road (Route 195) between Post Office Road (now named Charles Smith Way) and South Eagleville Road on the south and land along Dog Lane on the north. The intent of the new zoning designation was to facilitate the redevelopment of a portion of the downtown Storrs area that was previously developed with a mix of mainly commercial uses. Storrs Center was envisioned to be a mixed-use neighborhood designed to create a vibrant Main Street experience within a shared public realm.

Structured and surface parking was planned to support the needs of the various neighborhoods. After the Town of Mansfield approved a zoning permit for the first two phases of construction of Storrs Center (known as Phases 1A and 1B), the first three buildings were built at the northeast corner of Dog Lane and Storrs Road (TS-1, DL-1/2, and TS-2). Zoning permits were also approved for the Parking Garage and Intermodal Center, Village Street and Transit Pathways, and Post Office Road and the Post Office Site, and these improvements were constructed by the Town. The Town now operates and maintains the Parking Garage and Intermodal Center.

The next phase of mixed-use development is now under construction to the south of the future Town Square (building TS-3). In addition, construction of a new supermarket and commercial building is underway at the northeast corner of Charles Smith Way and Storrs Road. Construction of a new day care facility is expected to commence in the next few months. Future phases of development include what is referred to as Phase 2 (Wilbur Cross Way) and Phase 3 (residential neighborhood east of Wilbur Cross Way).

Scope of this Zoning Map Amendment Application

This zoning map amendment pertains to just one aspect of the Storrs Center Special Design District. Specifically, the amendment is limited to updating the parking factors contained in the Master Parking Study to conform them to actual field data that has been collected. Geographically speaking, this amendment would apply to the entire area zoned SC-SDD; however, as a practical matter, the amount of remaining undeveloped land in the district is limited to portions of the Phase 2 area and the Phase 3 area.

The Zoning Regulations provide that the Commission may waive any of the application materials required to be submitted with a zoning map amendment application in the case of a modification of a previously approved SC-SDD map amendment (Article Ten, Section S.3.h). Since this application would not change any aspect of the SC-SDD zone other than the parking factors contained in the Master Parking Study, SCA seeks a waiver of most of the application requirements typically submitted.

This Application includes the following materials:

1. Application form
2. Application fee of $560
3. Statement of Justification

4. Report by Walker Parking Consultants entitled "Master Parking Study Update, Storrs Center Special Design District" dated March 10, 2014
5. Overall map of the area zoned SC-SDD

Explanation of Master Parking Study Revision

The original Master Parking Study for Storrs Center was prepared by Desman Associates and approved by the Planning and Zoning Commission in 2007. The study determined the peak parking demand that would be generated by the Storrs Center development program and compared the peak demand with the proposed parking supply. To accomplish this task, the Study identified the component land use types within the overall development program and assigned base parking demand factors to each land use type according to accepted industry data. Next, adjustments were made to each base demand factor according to accepted methodologies of shared use analysis. Shared use analysis takes into consideration proximity to the University of Connecticut, availability of transit and pedestrian connections, and the synergy of uses that are proposed. Next, parking demand was calculated by multiplying the adjusted demand factors by the amount of proposed development for each land use type across all hours of the day and evening. Finally, proposed parking supply was identified and compared with the peak parking demand. This Study concluded that the project proposed an adequate supply of parking sufficient to accommodate the peak demand generated by the entire development program for the project.

A significant portion of Storrs Center has now been constructed. Within the developed areas of Storrs Center, car parking is available in the Parking Garage and Intermodal Center, the Dog Lane surface parking lot, and on-street parking spaces. A total of 671 parking spaces are currently available in the garage and 139 spaces are available in the Dog Lane surface lot. Within the parking garage and the Dog Lane surface lot, a total of 425 spaces are dedicated only to the residential units within Storrs Center, pursuant to (i) a lease between the Town of Mansfield and EdR, the developer of the residential units, relating to the parking garage; and (ii) the Declaration of Condominium governing the Dog Lane surface lot. The remainder of the parking spaces are generally available to the public.

Central Parking was recently retained to conduct a three-day study of parking usage within Storrs Center. The study was conducted on a Tuesday, Wednesday, and Saturday in late January and early February while both UConn and E.O. Smith High School were in session.

SCA retained Walker Parking Consultants to review the data compiled by Central Parking and to compare the data with the assumptions used in the original Master Parking Study. Walker prepared a report entitled "Master Parking Study Update, Storrs Center Special Design District" dated March 10, 2014, which summarizes its findings and makes recommendations for certain adjustments to the parking factors contained in the original Master Parking Study. The Walker report is included in this application.

Walker compared the parking occupancy data to the amount of parking projected in the original Master Parking Study, and made the following findings:

1. The overall parking supply is more than adequate to serve the overall demand for parking that has been experienced in Storrs Center.

2. The supply of parking planned for residential uses is significantly greater than the actual demand that has been experienced. The original Master Parking Study projected 1.25 parking spaces per residential unit, and the recent data indicates that 0.85 parking spaces per unit are actually being used. Walker notes that this is consistent with national trends in parking utilization.

3. The supply of parking planned for retail and restaurant uses is about right compared to the actual demand that has been experienced.

4. The parking demand associated with medical office uses is higher than the parking demand generated by general office uses.

As a result of these findings, Walker made the following recommendations relative to the parking factors contained in the Master Parking Study:

1. The parking factor for residential uses should be decreased from 1.25 spaces per residential unit to 0.92 spaces per residential unit to reflect the lower-than-expected demand for residential parking. This revision to 0.92 spaces per unit is still larger than the actual demand being experienced (0.85 spaces per unit) and provides some cushion. Walker recommends that the parking factor for owner-occupied residential units remain at 1.25 spaces per unit.

2. The parking factor for medical office uses should be distinguished from the parking factor assigned to general office uses. Walker recommends a parking factor of 4.68 spaces per one thousand square feet of medical office space, as compared to the existing factor for general office space of 2.6 spaces per one thousand square feet of space.

The net result of this amendment is that somewhat less parking will be needed in Storrs Center than was originally projected in the Master Parking Study. This would result in smaller parking facilities being needed in future phases of Storrs Center. For example, the Phase 3 residential area was originally planned to include a parking garage facility (the second garage in Storrs Center). As a result of this amendment, the second garage may be replaced with a less intense surface parking area. Aesthetic and environmental benefits would result from this, since the proposed garage structure could be eliminated, and more landscaping and pervious surfaces could be introduced. The details of these potential changes would be finalized in future zoning permit applications.

Information Requirements and Approval Considerations in Article XIII, Sections B, D

Zoning Regulations Article XIII, Section B sets forth certain requirements for information to be submitted in conjunction with any petition to amend the Zoning Map.

1. Compatibility of the proposal with respect to the Mansfield Plan of Conservation and Development: The 2006 Mansfield Plan of Conservation and Development ("POCD") (Part II "Land Use Goals, Objectives and Recommendations") makes the following recommendation: "Refine existing zoning and subdivision regulations regarding site development, drainage, erosion and sediment control, landscaping and buffering, signage, lighting and parking to ensure that appropriate standards are in place to promote the goals, objectives and recommendations contained in this Plan. (Site development and erosion and sediment control provisions should be reviewed with respect to best management practices and stormwater management guidelines prepared by Federal and State agencies. A concerted effort should be made to minimize the impervious surfaces.) (Parking requirements should be reviewed with respect to recent studies by the Institute of Traffic Engineers, the Urban Land Institute and the American Planning Association, to ensure that adequate but not excessive numbers of parking spaces are provided for land use developments.)"

   The proposed changes are consistent with the POCD for two main reasons. First, by adjusting the parking factors contained in the Master Parking Study to more closely reflect actual parking usage in Storrs Center, the standards contained in the SC-SDD district will more closely align with actual parking demand. This should achieve an adequate level of parking without creating a surplus of spaces that are not fully utilized. Since the Town of Mansfield operates the parking garage and collects revenue from its operation, the Town has a strong interest in not creating a surplus of parking that could drive down parking revenues. Moreover, maintenance costs can be minimized by not providing unnecessary parking. Secondly, adjusting the parking factors to align better with actual parking usage may help to minimize the extent of impervious surfaces and improve the quality of stormwater runoff. This is consistent with a specific goal in the POCD.

2. Reasons for the particular changes: The principal reason for the proposed zoning map amendment is to amend the approved SC-SDD Master Parking Study to adjust the required parking factors. As noted above, there are sound reasons to provide the right amount of parking, without creating too much parking that drives up maintenance costs and potentially drives down parking revenue.

3. Effects on the health, safety, welfare and property values of Mansfield residents: The proposed revisions to the Master Parking Study should have positive effects on the health, safety, welfare and property values of Mansfield

residents. Revising the parking factors to better align with actual parking usage will result in parking facilities that are appropriately sized and not any larger than necessary. To the extent that this results in less new structured parking being constructed, this would have positive effects on aesthetics and stormwater management considerations.

Zoning Regulations Article XIII, Section D sets forth the following approval considerations for the Planning and Zoning Commission:

1. The proposal is complete and contains all required application information. The applicant has submitted a completed application form, application fee, statement of justification, an overall map of the SC-SDD area, and a parking report from Walker Parking. The applicant believes that the application contains all of the information that the Commission needs to make an informed decision on this proposed zoning map amendment. Article Ten, Section S.3.h provides that "the Commission may waive any of the application requirements contained in subparagraph 3.c of this section [for a zoning map amendment] if such requirements are not necessary to adequately review and decide the application." The applicant requests that the Commission waive the other application requirements as unnecessary.

2. The proposal is consistent with the goals, policies and recommendations contained within the Mansfield Plan of Conservation and Development. For all of the reasons stated above, the applicant believes that the proposal is consistent with the Mansfield Plan of Conservation and Development.

3. The proposal is consistent with the expression of regulatory intent and purpose contained in Article I of these regulations and Section 8-2 of the Connecticut General Statutes. This map amendment is consistent with the purpose contained in Article I of the Zoning Regulations, in that the proposal is consistent with the character of the area. The zoning map amendment is consistent with General Statutes section 8-2 in that it protects the health, safety, convenience and welfare of the residents of Mansfield, as described above, and it "facilitates the adequate provision for transportation, water, sewerage, schools, parks and other public requirements" by not providing too much or too little parking.

4. Any proposal to revise the Zoning Map has comprehensively considered: the size and physical characteristics of the subject area; the character and supply of land currently zoned in the subject classification; and the effect of the proposal on existing land uses in the surrounding area. This application for a zoning map amendment proposes minor changes to the Master Parking Study of the SC-SDD district, and does not propose changes to any other aspect of the Zoning Map or Zoning Regulations.

MASTER PARKING STUDY UPDATE

# STORRS CENTER SPECIAL DESIGN DISTRICT

MANSFIELD, CT

10 MARCH, 2014

WALKER
PARKING CONSULTANTS

PROJECT NO. 18-1215.00

MASTER PARKING STUDY UPDATE

# STORRS CENTER SPECIAL DESIGN DISTRICT

MANSFIELD, CT

10 MARCH, 2014

WALKER
PARKING CONSULTANTS

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WALKER
PARKING CONSULTANTS

## INTRODUCTION

Phase 1A of Storrs Center opened in 2012, and Phase 1B opened in 2013. Walker has been retained to review parking counts recently compiled for Storrs Center and to compare the parking counts to the parking demand ratios approved for the development, as outlined in the original Storrs Center Special Design District Master Parking Study prepared by Desman Associates (July 18, 2007). The goal of the update is to test the ratios now that some land uses are in place, and see if adjustments are needed to better plan future phases.

## RESIDENTIAL PARKING

We understand that EDR owns and/or has a long term lease on 425 spaces at Storrs Center to accommodate residents of their 322 existing residential units – a ratio of 1.3 spaces per unit. Of their spaces, 369 are leased from the Town of Mansfield in the parking garage, and the remaining 56 spaces are in the Dog Lane surface lot. Actual utilization of spaces has been considerably lower than expected: with the 322 apartments fully leased, only 275 parking leases have been purchased, which equates to a parking demand ratio of .85 spaces per unit.

Occupancy counts were conducted by Central Parking to confirm the permit sales, and show a peak occupancy of 272 cars in the designated parking areas for residents (in the garage and in the Dog Lane surface lot). It is unlikely that residents are using parking outside the designated areas, as they must pay the daily transient rate for that parking. Similarly, on-street parking regulations make it difficult for residents to use on-street parking as a free alternative. The parking counts included a 10 pm on-street count on a Sunday evening that showed no cars parked on street. We understand from the Center for Hellenic Studies that about 20 Storrs Center residents lease monthly parking in the Center's lot adjacent to the residential component of Storrs Center. If the Center for Hellenic Studies lot were to become unavailable to Storrs Center residents, the additional 20 permits would bring the overall parking ratio to .92 spaces per unit.

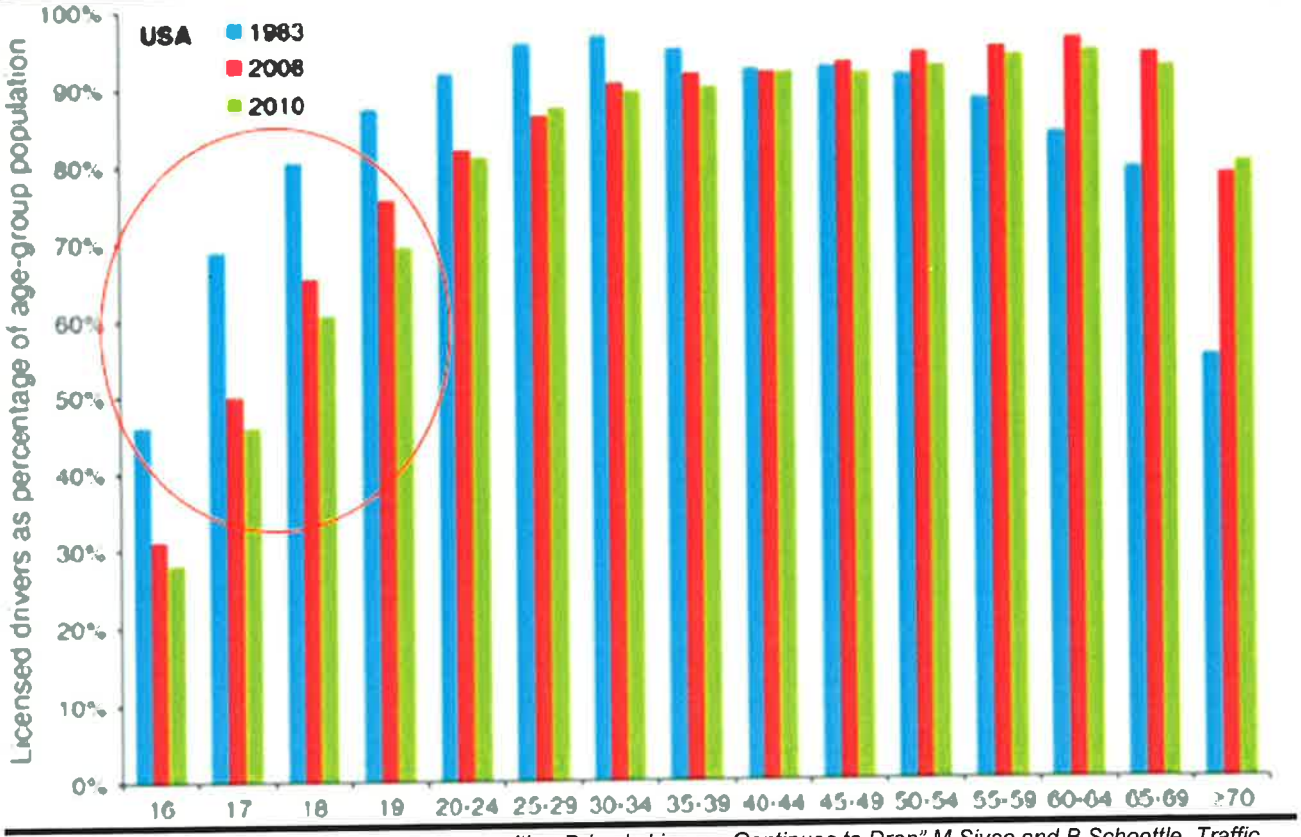
It is possible that some tenants have found cheaper alternatives at a greater distance from their apartment, but it would be difficult to ascertain whether that is the case, and if so to what extent. Given the low cost of a monthly permit, and the lack of nearby alternatives, it is unlikely to be a large number.

### CONTEXT

The lower than expected parking demand ratio fits with the findings of recent studies that show a significant decline in the number of young people getting licenses and/or owning cars. Research by RCLCO (a real estate advisory) in 20 major U.S. cities found that 32% of the respondents from "Generation Y" (the "Millenials" born between roughly 1982 and 2004) did

not own a car, which was twice the rate of the "Generation X" group that preceded them.[1] A study by US Public Interest Research Group cited increased transit use (a 40 percent increase in the number of miles traveled by 16-34 years olds from 2001 to 2009) and increased bike use.[2] Not only are young people more likely to forego car ownership, but many more young people decline to get a driver's license at all. A research study from the University of Michigan's Transportation Research Institute shows a striking change over the past generation, and even within the last few years.[3] While the change between 2008 and 2010 could be attributed to the recession, the longer-term trend is more significant. Walker studied one New England college twice in a six-year period and found a decline in student permits of more than three percent within that time frame.

Figure 1: Percentage of Licensed Drivers – 1983, 2008 and 2010




*Source: Update: Percentage of Young Persons with a Driver's License Continues to Drop" M Sivac and B Schoettle, Traffic Injury Prevention, Vol 13 Issue 4 2012*

[1] RCLCO Advisory Newsletter, "New Study Shows Young Americans' Declining Preference for Automobile Ownership," December 2012.
[2] U.S. PIRG Education Fund, "Transportation and the New Generation." April 2012.
[3] M Sivac and B Schoettle, "Update: Percentage of Young Persons with a Driver's License Continues to Drop" Traffic Injury Prevention, Vol 13 Issue 4 2012.

Based on the findings of their survey, RCLCO has recommended reconsideration of parking ratios for residential developments.

### FINDING

The Parking counts that were recently completed confirm that more than enough parking has been provided to date for the residential component of Storrs Center. Given the site data, the trend nationally, and the fact that UCONN has implemented the kinds of transportation alternatives that make it easy not to own a car, we recommend reducing the parking ratio for the residential component.

The development is currently operating successfully at a ratio of .85 spaces per unit. If the Hellenic Center no longer made spaces available, the ratio would increase to .92. Beyond that, pressure for more spaces per unit could potentially come from the following sources:

- Residents who lose cheaper or free alternative parking locations. However, if there is a significant number of tenants using alternatives, they are doing so to avoid the permit fee and are likely to look for other solutions if their current option becomes unavailable. Students who can leave a car "at home" are likely to do so.
- A new tenant demographic could emerge that is not oriented towards UCONN (i.e., neither student nor staff at UCONN, and thus more likely to be car dependent for commuting to locations outside the UCONN transportation radius). Given the project's close proximity to UCONN, this seems unlikely.
- A decline in transit alternatives at UCONN. Given the trend towards more car-sharing and greater transit use, this seems unlikely.

We recommend a parking ratio of at least .9 spaces per unit and not more than 1 per unit. A ratio of .9 is sufficient and in keeping with transit-oriented development approaches. Although not necessary, instituting a ratio of 1.0 would provide a little more cushion to ensure that every unit can have at least one space.

The .9 – 1.0 ratio should apply to the multi-family rental units. The townhouses and condominium units planned for Phase 3 should be required to provide 1.25 spaces per unit as planned. Owned units typically have higher parking demand than rented units.

## COMMERCIAL PARKING

LeylandAlliance provided the program summary for Phases 1A and 1B, shown in Table 1. In addition, they provided some clarifications, including:

- UCONN Dentistry (C-108) is not yet open.
- Roughly 5,000 sf within the UCONN Co-op space is the Ballard Institute and Museum.

- UCONN Health Center is not fully occupied yet and is operating at about 30% of capacity. The Health Center provided staff numbers and patient volumes, which were used to tailor our model.

Table 1: Program Summary

| Phase | Name | Use | Sq. Footage | Retail | Sit Down Rest | Fast Food Rest | Office | Medical Office | Museum | Bank |
|---|---|---|---|---|---|---|---|---|---|---|
| Phase 1A | Moe's Southwest grill | Restaurant | 2,321 | | 2,321 | | | | | |
| | 7-Eleven | Retail | 2,018 | 2,018 | | | | | | |
| | Froyoworld | Café/Rest. | 1,293 | | | 1,293 | | | | |
| | Dog Lane Café | Café/Rest. | 3,723 | | 3,723 | | | | | |
| | Subway | Fast Food | 1,144 | | | 1,144 | | | | |
| | Insomnia Cookies | Cookie Shop | 609 | | | 609 | | | | |
| | Mooyah Burgers & Fries | Restaurant | 1,685 | | 1,685 | | | | | |
| | | Residential | | | | | | | | |
| Total TS-1 | | | 12,793 | 2,018 | 7,729 | 3,046 | 0 | 0 | 0 | 0 |
| Phase 1A | Geno's Grille | Restaurant | 2,596 | | 2,596 | | | | | |
| | The Flower Pot | Retail | 300 | 300 | | | | | | |
| | Horizon Travel | Travel Agency | 358 | | | | 358 | | | |
| | Head Husky Barber Shop | Barber | 431 | 431 | | | | | | |
| | Bank of America ATM | ATM | 391 | | | | | | | 391 |
| | Sweet Emotions Candy | Retail | 689 | 689 | | | | | | |
| | Pandora's Playground Tattoo | Tattoo | 965 | 965 | | | | | | |
| | Select Physical Therapy | Office | 2,511 | | | | 2,511 | | | |
| | Storrs Center Alliance | Office | 1,075 | | | | 1,075 | | | |
| | Friendly Fire | Retail | 1,154 | 1,154 | | | | | | |
| | Husky Pizza | Fast Food | 2,103 | | 2,103 | | | | | |
| | Storrs Automotive | Auto Repair | 1,358 | 1,358 | | | | | | |
| | The Oaks on the Square | Office | 1,172 | | | | 1,172 | | | |
| | RESIDENTIAL | Rental Residential | | | | | | | | |
| Total DL-1/2 | | | 15,103 | 4,897 | 4,699 | 0 | 5,116 | 0 | 0 | 391 |
| Total 1A | | | 27,896 | 6,915 | 12,428 | 3,046 | 5,116 | 0 | 0 | 391 |
| Phase 1B | UCONN Co-op Bookstore, Le Petit Marche Café, Ballard Institute & Museum | Retail | 14,498 | 7,998 | 1,500 | | | | 5,000 | |
| | Webster Bank | Retail | 1,544 | | | | | | | 1,544 |
| | UCONN Health Center & Urgent Care | Office - Medical | 17,286 | | | | | 17,286 | | |
| | Haru Aki Café | Restaurant | 1,141 | | 1,141 | | | | | |
| | Think It, Drink It | Fast Food | 839 | | | 839 | | | | |
| | oneTribe | Retail | 823 | 823 | | | | | | |
| | UCONN Dental | Office - Medical | 2,542 | | | | | 2,542 | | |
| | Storrs Wine & Spirits | Retail | 1,389 | 1,389 | | | | | | |
| | GBS Threading & Spa | Retail | 830 | 830 | | | | | | |
| | RESIDENTIAL | Rental Residential | | | | | | | | |
| Total TS-2 | | | 40,892 | 11,040 | 2,641 | 839 | 0 | 19,828 | 5,000 | 1,544 |
| Total 1B | | | 40,892 | 11,040 | 2,641 | 839 | 0 | 19,828 | 5,000 | 1,544 |

*Source: LeylandAlliance, 2014*

LeylandAlliance also provided occupancy counts of all parking areas that are available to the commercial development. The residential nested areas were excluded from the counts. The

counts were performed near the beginning of the semester, which is generally the busiest times on college campuses. The counts are as follows:

Table 2: Parking Occupancy Counts

| | Storrs Garage below the Nest | Dog Lane Lot | On Street and 9 Dog Lane Rear Lot | Total |
|---|---|---|---|---|
| **Tuesday 1/28/2014** | | | | |
| 10:00 AM | 120 | 24 | 25 | 169 |
| 12:00 PM | 136 | 56 | 35 | 227 |
| 2:00 PM | 144 | 51 | 21 | 216 |
| 4:00 PM | 102 | 44 | 16 | 162 |
| 6:00 PM | 74 | 36 | 29 | 139 |
| 8:00 PM | 66 | 27 | 12 | 105 |
| 10:00 PM | 34 | 20 | 10 | 64 |
| **Wednesday 1/29/2014** | | | | |
| 10:00 AM | 131 | 23 | 15 | 169 |
| 12:00 PM | 117 | 40 | 28 | 185 |
| 2:00 PM | 114 | 48 | 35 | 197 |
| 4:00 PM | 81 | 28 | 19 | 128 |
| 6:00 PM | 84 | 49 | 25 | 158 |
| 8:00 PM | 65 | 43 | 17 | 125 |
| 10:00 PM | 63 | 36 | 14 | 113 |
| **Saturday 2/1/2014** | | | | |
| 10:00 AM | 53 | 17 | 29 | 99 |
| 12:00 PM | 74 | 44 | 29 | 147 |
| 2:00 PM | 86 | 56 | 34 | 176 |
| 4:00 PM | 45 | 49 | 35 | 129 |
| 6:00 PM | 78 | 50 | 30 | 158 |
| 8:00 PM | 81 | 32 | 15 | 128 |
| 10:00 PM | 75 | 28 | 10 | 113 |

*Source: Central Parking, 2014*

## PARKING MODEL

In order to test the parking ratios, Walker created a shared parking model of the development using the square footages in the Program Summary. The shared parking model uses parking ratios that have been established as industry standards through national research by the Institute of Transportation Engineers and other data collectors. The modeling process consists of the following:

- Beginning with established "standard" parking ratios for each land use in a mixed-use setting
- Adjusting the ratios for location-specific impacts that reduce parking demand. These include use of alternative transportation in the area (including transit, bikes, walking, etc.) and the "captive market" effect that comes from long-term parkers at a development (office workers parked for the day, residents who leave their cars all day) generating demand for retail and restaurants without generating any parking demand.
- Further adjusting demand to account for each land use's individual pattern over the course of a day, week, and year. This is the core of a shared parking study: an office and a cinema have different peak hours, so in a mixed-use setting there does not need to be enough parking to accommodate the peak cinema attendance and the peak office occupancy. The model tests each land use over 18 hours per day, weekday and weekend, in every month and determines the overall combined peak.

Desman used a shared parking model methodology to arrive at the ratios in their report:

Table 3: Shared Parking Ratios from 2007 Master Parking Study

*Table3b*
*Weekday and Weekend Parking Demand Ratios Recommended for Storrs Center*

| Land Use Type | Peak Demand Ratios Weekday | Weekend | Unit |
|---|---|---|---|
| Residential/Suburban (Negligible Transit) | 1.25 | 1.25 | unit |
| Restaurant/Sit-Down | 7.70 | 6.84 | /1000 sf GLA |
| Restaurant/Fast-Food | 4.10 | 3.59 | /1000 sf GLA |
| Office/Suburban (<250ksf) | 2.61 | 0.48 | /1000 sf GLA |
| Community Shopping Center (<400ksf) | 2.43 | 2.43 | /1000 sf GLA |

** Per 1000 Sf of Gross Leasable Area*

*Source: Desman Associates, Storrs Center Special Design District Master Parking Study, July 18, 2007.*

Desman used the model to project parking demand before the project was built. In this instance we have used the model in reverse: because we know what the combined land uses are generating over the course of a day, we use that "answer" to calibrate the model, and thus back in to the ratios that reflect the overall utilization. This allows us to arrive at ratios

independently of Desman's work. It should be noted that this is not an exact process – retail could be slightly higher and restaurant slightly lower, and so forth – but gives an overall check on the reasonableness of the ratios in use. It also allows us to account for land uses that were not called out separately in the original study, like the UCONN Health Center.

As Desman did in their original modeling process, we assumed all land uses would be operating at their peak monthly demand.

The original study did not separate out the UCONN Health Center from general office. Because medical office space tends to be a denser generator than regular offices, we have modeled it separately.

A few stores listed in Phases 1A and 1B but not yet open at the time of this study, like Think it, Drink it and GBS Brows, are excluded from our shared parking model.

The results of our model are shown below, and the occupancy counts for the two weekdays are shown below our projected demand. As the occupancy counts show, there was a fair difference between the two days; for the most part, our model is tracking with the higher count.

Table 4: Calibrated Shared Parking Model[4]

| | 10:00 AM | 12:00 PM | 2:00 PM | 4:00 PM | 6:00 PM | 8:00 PM | 10:00 PM | 11:00 PM | 12:00 AM |
|---|---|---|---|---|---|---|---|---|---|
| Community Shopping Center | 21 | 35 | 39 | 37 | 31 | 25 | 12 | 4 | - |
| Employee | 5 | 6 | 6 | 6 | 6 | 5 | 2 | 1 | - |
| Fine/Casual Dining | 35 | 79 | 67 | 39 | 65 | 65 | 55 | 49 | 16 |
| Employee | 8 | 9 | 9 | 7 | 11 | 11 | 11 | 9 | 4 |
| Café | 23 | 26 | 23 | 16 | 17 | 17 | 12 | 11 | 5 |
| Employee | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 1 |
| Fast Casual/Fast Food | 9 | 11 | 9 | 5 | 8 | 5 | 2 | 1 | - |
| Employee | 3 | 4 | 3 | 2 | 3 | 2 | 1 | 1 | 1 |
| Museum | 4 | 8 | 9 | 8 | 6 | - | - | - | - |
| Employee | 1 | 1 | 1 | 1 | 1 | - | - | - | - |
| Office <25,000sq ft | 1 | - | 1 | - | - | - | - | - | - |
| Employee | 7 | 6 | 7 | 6 | 2 | - | - | - | - |
| Medical/Dental Office | 18 | 17 | 18 | 17 | 7 | 2 | - | - | - |
| Employee | 19 | 19 | 19 | 19 | 10 | 2 | - | - | - |
| Bank (Drive In Branch) | 3 | 2 | 2 | 3 | - | - | - | - | - |
| Employee | 2 | 2 | 2 | 2 | - | - | - | - | - |
| TOTAL DEMAND | 162 | 228 | 218 | 170 | 170 | 137 | 97 | 78 | 27 |
| Observed Occupancy 1/28 | | 227 | 216 | 162 | 139 | 105 | 64 | | |
| Observed Occupancy 1/29 | 169 | 185 | 197 | 128 | 158 | 125 | 113 | | |

*Source: LeylandAlliance, and Walker Parking Consultants, 2014.*

[4] "Community Shopping Center" is retail. The model includes a category called "Café," which is the same as fast food, but adjusted to include more morning traffic. Dog Lane Café is the only entry in this category, and we do not see a need to create a separate parking requirement for this use. Bank and the Museum, too, can be accommodated under "retail."

### FINDINGS

Comparing the ratios in our calibrated model to those used by Desman in the Master Parking Study, we find the following:

Table 5: Comparison of Ratios - Walker Shared Parking and Desman Study

| | Desman Study | Walker Model |
|---|---|---|
| Retail | 2.43 | 2.57 |
| Restaurant | 7.7 | 7.76 |
| Fast Food | 4.1 | 4.92 |
| Office | 2.6 | 2.30 |
| Health Center | | 4.68 |

*Source: LeylandAlliance, and Walker Parking Consultants, 2014.*

Our model results in similar ratios to those currently used for Storrs Center based on the Desman study in 2007, and suggest that the ratios in use are appropriate. We do not recommend making adjustments based on minor differences like our somewhat higher fast food ratio. However, we do recommend taking into account the higher generation rate of the Health Center as future phases are planned.

We have not studied special event demand at the Ballard Center. It appears that there is adequate shared use to accommodate events during the evenings and weekends. The regular daily demand at the Center is adequately covered under the "retail" ratio and does not require a special category. Finally, we understand that a nursery school will be added in a subsequent phase. From information received from the nursery school operator, the amount of parking needed will be comparable to retail space.

## CONCLUSION

The ratios established in the 2007 Master Parking Study remain appropriate, with the following exceptions:

- The multi-family rental residential ratio should be decreased to .92, to reflect the lower-than-expected residential demand.
- Medical Office space should have a separate ratio than regular office. We recommend a rate of 4.68.

The revised ratio recommendations are shown below.

Table 6: Parking Demand Ratios Recommended for Storrs Center

| Land Use Type | Demand Ratio | Unit |
|---|---|---|
| Residential - Multifamily Rental | 0.92 | /unit |
| Residential - Townhouse/Condo | 1.25 | /unit |
| Restaurant - Sit-Down | 7.70 | /1,000 sf GLA |
| Restaurant - Fast Food | 4.10 | /1,000 sf GLA |
| Office | 2.61 | /1,000 sf GLA |
| Medical Office | 4.68 | /1,000 sf GLA |
| Retail | 2.43 | /1,000 sf GLA |

*Source: Desman Associates and Walker Parking Consultants, 2007/2014.*

GRAPHIC SCALE
200 100 0 200
SCALE IN FEET

STORRS
RETHINK MAIN STREET
CENTER

Mansfield Downtown Partnership
Helping to Build Mansfield's Future

Town Builder &
Master Developer
Leyland Alliance

BL Companies
ARCHITECTURE
ENGINEERING
PLANNING
LANDSCAPE ARCHITECTURE
LAND SURVEYING
ENVIRONMENTAL SCIENCES

ROBINSON & COLE LLP

| NO. | REVISION DESCRIPTION | DATE |
|---|---|---|
| | | |

# AMENDED EXISTING ZONING MAP

| | | |
|---|---|---|
| DESIGNED | JJJ | SHEET |
| DRAWN | JJJ | |
| CHECKED | | |
| APPROVED | | ZC.02.b |
| SCALE | 1"=200' | |
| PROJECT # | 03C667 | |
| DATE | 08/29/12 | |

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