



August 22, 2022

Mr. Jean Krack, Manager
Borough of Phoenixville
351 Bridge Street, 2nd Floor
Phoenixville, PA 19460

RE: **Parking Evaluation**
Paradise Village Apartments
McMahon Project No. 822349.11

As requested, McMahon, a Bowman Company, has completed an evaluation of the parking conditions relative to the proposed Paradise Village apartment development located on east side of Paradise Street in the vicinity of the proposed Hall Street extension within the Borough of Phoenixville. The purpose of this evaluation is to identify an appropriate parking supply rate (parking spaces per unit) in order to calculate the number of viable apartment units for the proposed project. As part of this evaluation, our office completed parking counts at three local apartment developments in the Borough on typical weekday and weekend conditions, as well as reviewed parking demand data for national and regional/local multi-family apartment communities.

Existing Parking Demand

In order to complete this evaluation, our office completed parking demand counts at the Holly Court, Phoenix Village, the Point at Phoenixville apartment communities. The parking observations were conducted on Saturday July 23, 2022 and Wednesday July 27, 2022. The results of the parking demand counts are provided in **Table 1**.

**Table 1. Parking Demand Counts
Saturday July 23, 2022**

Time Period	Holly Court	Phoenix Village	The Point at Phoenixville
After 9:00 PM	48	262	354

Wednesday July 27, 2022

Time Period	Holly Court	Phoenix Village	The Point at Phoenixville
2:00 PM to 4:00 PM	37	153	227
After 9:00 PM	54	293	374

As shown in Table 1 above, the peak parking demand for all three sites occurred after 9:00 PM on a weekday. Furthermore, based on information on occupied units and number of bedrooms for each of the sites, the following peak parking demand rates were observed at each of the sites:

- Holly Court (50 occupied units and 74 bedrooms)
 - 1.08 parking spaces per occupied unit
 - 0.73 parking spaces per bedroom
- Phoenix Village (269 occupied units and 346 bedrooms)
 - 1.09 parking spaces per occupied unit
 - 0.85 parking spaces per bedroom
- The Point at Phoenixville (339 occupied units and 475 bedrooms)
 - 1.10 parking spaces per occupied unit
 - 0.79 parking spaces per bedroom
- **Average For All Sites**
 - **1.10 parking spaces per occupied unit**
 - **0.79 parking spaces per bedroom**

It is noted that McMahon also recently completed a parking evaluation of Oakwood Manor apartments for a separate project. Due to the distance from the downtown (approximately one mile from Borough Hall), the two-story garden style characteristics, and the shared parking with a nearby Corporate Center, that parking data has not been included in this evaluation. However, it is noted that any influence by the Oakwood Manor parking data on the findings/conclusions described herein would be minimal. Since Holly Court is also a two-story garden style apartment facility and is also nearly one mile from Borough Hall, the average parking rates for Phoenix Village and The Point at Phoenixville were calculated separately, as shown:

- **Average For Phoenix Village and The Point at Phoenixville Sites**
 - **1.10 parking spaces per occupied unit**
 - **0.82 parking spaces per bedroom**

National Parking Demand

Data has been published in the ITE *Parking Generation, 5th Edition* for a variety of land use categories, including Multi-family Mid-Rise residences (three to 10 stories). ITE has also segregated the parking data for multi-family residences based on the surrounding community context including general urban/suburban settings and dense multi-use urban settings (as defined below).

General Urban/Suburban – an area associated with almost homogeneous vehicle-centered access and nearly all person trips are by personal passenger or commercial vehicle. The area can be fully developed

or near so at low-medium density with a mix of residential and commercial uses. A lack of multimodal facilities limits non-vehicle travel.

Dense Multi-Use Urban – a fully developed area (or nearly so) with diverse interacting complimentary land uses, good pedestrian connectivity, and convenient and frequent transit. The land use mix usually includes office, retail, residential (multi-family or single-family on smaller lots usually no larger than 0.25 acres) and provides the opportunity for shorter trips. These areas are served by significant transit (either rail or bus) that enables a high level of transit usage to/from the area.

While Phoenixville Borough, as well as the immediate area surrounding Paradise Village, possess many of the characteristics of a dense multi-use urban setting, a significant distinction is that transit for the area is limited and most commuter trips (approximately 80%) occur by personal passenger vehicle for the area, which is comparable to both the borough-wide rate and Chester County as a whole. Therefore, the ITE parking data for general urban/suburban settings was selected for this review and the rates are summarized as follows:

- **Average Parking Demand Rate: 1.32 spaces per occupied unit (or 0.75 spaces per bedroom)**
- **85th Percentile Parking Demand Rate: 1.51 spaces per occupied unit (or 0.80 spaces per bedroom)**

85th Percentile—Per ITE, this number is not intended to recommend a policy about the level of parking that should be supplied. It is provided solely as qualitative reference for the analyst that represents the point at which 85 percent of the values fall at or below and 15 percent of the values are above.

It is noted that ITE indicates that the number of bedrooms may be a better correlation to parking demands for multi-family residences than dwelling units, as it is stated in the *Parking Generation* manual: “It is expected that the number of bedrooms and number of residents are likely correlated to the parking demand generated by a residential site.”

Regional & Local Parking Observations

McMahon completed an independent parking demand study of several multi-family residential buildings in the Philadelphia suburban region (2007 to 2017), as well several multi-family residential buildings in Phoenixville in 2022. The results of the parking demand study are summarized below in **Table 1** for the average observed parking demands. It is noted that the suburban properties outside of Phoenixville Borough included a variety of characteristics including surrounding neighborhoods (dense boroughs to typical suburban sites), proximity to main streets including retail/restaurants, and regional rail transit access (immediately adjacent to a 20-minute drive). The Phoenixville Borough communities that were evaluated included three properties in the downtown or adjacent to the downtown area consisting of Phoenix Village, the Pointe at Phoenixville, and Holly Court Apartments. It is noted that the Phoenix Village and the Pointe at Phoenixville communities, both being multi-story facilities, comparatively align with sites evaluated in the region (that are three to ten stories consistent with ITE data), so the parking demands were calculated both with and without Holly Court (only two-stories).

Table 1. McMahon Collected Peak Parking Utilization Data – Apartments

Site	Occupied Units Occupied Bedrooms	Parking Count Date	Peak Occupied Parking Spaces	Peak Parking Utilization Rates (Based on Occupied Units/Bedrooms)
The Courts at Spring Mill Station ¹ (Whitemarsh Township)	334 Occupied Units 501 Occupied Bedrooms	9/7/2017	439	1.31 spaces per occupied unit 0.88 spaces per occupied bedroom
Eastside Flats ² (Borough of Malvern)	165 Occupied Units 235 Occupied Bedrooms	10/4/2017	197	1.19 spaces per occupied unit 0.84 spaces per occupied bedroom
Chestnut Square ³ (Borough of West Chester)	200 Occupied Units 280 Occupied Bedrooms	9/21/2017	249	1.25 spaces per occupied unit 0.89 spaces per occupied bedroom
Claremont on the Square ⁴ (Uwchlan Township)	83 Occupied Units 161 Bedrooms	7/19/2011	135	1.63 spaces per occupied unit 0.84 spaces per bedroom
Riverview Landing at Valley Forge ⁵ (West Norriton Township)	225 Occupied Units 386 Occupied Bedrooms	2/13/2007	260	1.16 spaces per occupied unit 0.67 spaces per bedroom
Holly Court ⁶ (Phoenixville Borough)	50 Occupied Units 74 Occupied Bedrooms	7/23/2022	54	1.08 spaces per occupied unit 0.73 spaces per bedroom
Phoenix Village ⁷ (Phoenixville Borough)	269 Occupied Units 346 Occupied Bedrooms	7/23/2022	293	1.09 spaces per occupied unit 0.85 spaces per bedroom
The Point at Phoenixville ⁸ (Phoenixville Borough)	339 Occupied Units 475 Occupied Bedrooms	7/23/2022	374	1.10 spaces per occupied unit 0.79 spaces per bedroom
AVERAGE PEAK PARKING DEMAND RATES (ALL SITES)				1.23 spaces per occupied unit 0.81 spaces per occupied bedroom
AVERAGE PEAK PARKING DEMAND (MULTI-STORY SITES)¹⁰				1.25 spaces per occupied unit 0.82 spaces per occupied bedroom

- 1 – Located immediately adjacent to the Spring Mill Station.
- 2 – Located 0.3 miles or a seven (7) minute walk from the Malvern Rail Station.
- 3 – Located five (5) miles or a ten (10) minute drive from the Whitford Rail Station.
- 4 – Located four (4) miles or a twelve (12) minute drive from the Whitford Rail Station.
- 5 – Located six (6) miles or a twenty (20) minute drive from the Norristown Transportation Center.
- 6 – Located 0.9 miles from The Borough of Phoenixville Building
- 7 – Located along Bridge Street within the Borough of Phoenixville
- 8 – Located along Main Street within the Borough of Phoenixville
- 9 – Located along West Bridge Street in the Borough of Phoenixville
- 10 – Excludes Holly Court apartments and includes 3+ story multi-family communities only.

Based on the results provided above in Table 1, the average peak parking utilization rate for the observed sites is 1.23 parking spaces per occupied unit or 0.81 spaces per occupied bedroom. When only including the multi-story (3 to 10 stories) apartments (i.e., excluding Holly Court), the rates are nearly identical (± 0.02 max). In comparison to ITE’s Multi-Family Mid-Rise parking data, the observed rates are less than the national average and 85th percentile parking demand rates calculated by ITE per dwelling unit and similar to the ITE demand rates calculated by ITE per bedroom.

Furthermore, when excluding the two regional sites that are the most convenient access to regional rail transit (i.e., Whitmarsh and Malvern sites), the overall average parking demand rates are about three percent less (-0.04). As such, it appears that, on average, regional multi-family suburban apartments experience comparable parking demands to those of similar multi-family sites (in general urban settings) nationally regardless of proximity to regional rail access (as well as local context). It is noted that the Point at Phoenixville parking demand counts may have included a small number of vehicles illegally parked in the community that were visiting the adjacent downtown area. It is also noted that Holly Court apartments are two-story buildings, which is less than the other communities evaluated nationally and regionally.

Conclusions, Recommendations, and Requirements

Based on the foregoing evaluation of parking demands of similar multi-family residential communities based on national data and regional/local studies, we conclude the following:

- It appears that the parking rates are relatively similar for multi-story, multi-family apartment communities nationally, regionally, and locally.
- Proximity to regional rail at the two sites studied did not reduce the parking demand rates.
- Parking demand rates based on the number of bedrooms likely correlates better to the parking demands of the community.
- **The regional/local parking demand rate of 0.82 parking spaces per bedroom provides a reasonable estimate for the parking needs of a multi-story, multi-family (apartment) project in/near downtown Phoenixville.**
- The local parking demand rate noted above may not provide adequate parking for accessory uses, including ground-floor retail, etc. Any uses beyond the residential uses should be evaluated separately, although it may be appropriate to consider shared parking characteristics in some instances.
- Adequate guest parking, areas for deliveries and ride-hailing/taxi service, and ADA parking should be considered separately from the general parking demands.
- The local parking demand rate should not be considered a minimum parking requirement, but a guide to determining an appropriate number of parking spaces for a similar multi-story, multi-family project in/near the downtown.
- The Borough should evaluate other multi-family residential projects within the downtown area on a case-by-case basis.
- The Borough should continue to monitor parking demands of projects within the downtown to supplement the data provided herein and to ensure that the data reflects emerging trends.

As summarized above, this parking evaluation identifies local, regional, and national parking trends for multi-story, multi-family residential in/near the downtown. As such, the conclusions and recommendations should be considered a guide and first step. The applicant will be required to provide parking calculations/analyses demonstrating the adequacy of proposal parking for all uses

related to their land development project. These analyses may include shared parking calculations, as appropriate.

If you should have any questions or wish to discuss this parking evaluation further, please do not hesitate to reach out to our office.

Regards,



John J. Yurick, P.E., PTOE, PTP
Senior Project Manager

cc: David Boelker, Director of Planning and Code Enforcement, Phoenixville Borough
Michael Bercek, PLS, Bercek & Associates, Inc.

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