The City of Ocala

Parking Study and Master Plan

Final Draft Report

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Executive Summary

The Ocala Parking Study and Master Plan is a comprehensive examination of parking needs in the downtown. The goal of the report is to evaluate the use of the existing parking supply and to determine if the parking supply is adequate to meet current and future parking demand.

The final report is an assessment of findings in Ocala. Section One is an overview of the process of the parking study. Section Two is an assessment of how the existing parking is operating and how much new parking may be required based on current and anticipated future developments. Section Three details the public input involved in the study. Section Four is a list of detailed recommendations with cost estimates, and Section Five is a discussion on new parking options.

For the study, Rich and Associates focused on the Parking Exempt Zone (PEZ). A demand analysis was performed on the PEZ as well as on the entire study area. For analysis purposes blocks 26, 38, 39, and 52 were included as part of the PEZ. The analysis results revealed that there is a surplus of parking overall in the study area of +/- 1,749 parking stalls. However, if we look solely at the PEZ there is a shortage of +/- 262 parking stalls. The parking exempt shortfall is verified by the high observed occupancies within this area.

Moving forward, the re-occupancy of vacant space and potential for new development in the PEZ would likely result in a further parking deficit in the downtown. The five year scenario projects a deficit of +/- 433 spaces in the PEZ and in the 10 year scenario the deficit is projected at +/- 504 spaces.

Rich and Associates have identified a number of recommendations that are designed to help alleviate shortages on blocks where there were parking deficits in the current condition. In the future, the projected parking deficits due to re-occupancy and new projects on certain blocks in the PEZ could be substantial enough to begin to consider adding new parking supply. Locations for new parking were also identified, there is a potential that new parking could become joint projects between the public and private sector. This follows the City's desire to create a richly diverse downtown that is both an optimal density and intensity.

The following sections include the proposed recommendations followed by a section on the methodology used to gather and analyze the data used to form the recommendations.

Recommendation Summary:

The recommendations contained in this report represent a combination of best practices tailored to the parking situation in Ocala. The recommendations address the management of current parking supply, as well as information on options for expanding parking supply for future needs.

Management of Ocala's downtown parking resources requires action in several areas:

One factor driving the perception that there is insufficient parking, is that many long-term parkers (mainly employees) park in areas which have been designated as two hour spaces for customers. Further, wayfinding, identification signage and education are not sufficient to let visitors know where

they can find parking. The lighting conditions in some lots and along the sidewalks leading to downtown destinations may be uninviting. This is due to low lighting levels or a lack of lighting in some areas.

Including on-street parking, the City of Ocala currently controls 30 percent of parking within the PEZ. Rich and Associates recommends controlling 50 percent of the public parking to allow the City to implement policies to better manage the parking supply. Properly managing parking in downtown Ocala will require a multi-pronged approach.

The recommendations below include:

- **Parking management and allocation:** Create a person of contact for all parking related issues. Maintain two-hour on-street parking and install on-street parking meters for customers in the PEZ, while changing short term spaces in lots from two to three hours to allow customers who need more than two hours; maintain outer lots and on-street parking as long-term. Provide appropriate ADA parking in lots, limit private surface lots; and add bicycle racks.
- **Enforcement and fines:** Extend the short-term parking enforcement one hour in the evening from 5:00 P.M. to 6:00 P.M., changing the enforcement hours to 8:00 A.M. - 6:00 P.M. Enforcement personnel would use a hand-held device to read license plates, allowing for several changes in enforcement policy – specifically a "courtesy ticket" or warning for first-time offenders; and an anti-shuffling ticket to prevent employees from "shuffling" from one two-hour space to another on the same block.
- **Pedestrian Enhancement/Activity:** Improving parking lot lighting, and pedestrian conditions to make it more comfortable for employees to use the less centrally located long-term lots.
- **Signage:** Create a signage program to direct drivers to parking locations (long- or short-term), and provide for pedestrian way-finding.
- **Marketing:** Provide education and marketing materials to businesses and customers to direct customers on where to find parking and employees on where to find long-term parking and why it is important to park there.

Parking Management and Allocation:

Parking Manager: Rich and Associates recommends that the City formally establish a parking manager position. The position would provide the City, downtown residents, property owners and merchants with a direct contact to negotiate shared parking agreements with private parking lots, work to identify and correct parking deficiencies and to be the City Council's representative for parking issues. This person would coordinate parking related activities with other City departments.

Parking Allocation: Two hour parking should be the dominant duration for on-street parking as it suits the needs of the majority of customers and visitors. Downtown visitors and employees that require more than two hours for parking should be directed to off-street parking areas. Fifteen or thirty minute parking should be available for use as pick-up and drop off stalls or very short-term

parking. It is best to locate very-short term parking as either the first or last stall on the block face where needed. Keeping short-term spaces available to customers is financially important to downtown business vitality.

Off-street parking should be dominated by long term spaces reserved for employees, customers and visitors of the downtown who want to spend more than two hours. It is important that long term parking be easy to differentiate from the short term parking. The parking should be well signed and the signs should be easy to understand. The lighting conditions should be improved as needed so that parkers feel safe and comfortable using these lots.

It is recommended that the City add additional ADA parking spaces in lots that have accessible parking shortfalls. Though the ADA guidelines do not offer suggestions on the numbers of on-street accessible parking spaces, it is important to offer on-street accessible parking spaces.

Valet Parking: The City should explore the possibility of working with the DBA to create a centralized valet parking for all businesses in the downtown.

Parking Enforcement and Fines

Parking enforcement is an important component of a parking system that is designating on-street parking for customers and visitors. By differentiating the time limits of parking between off and on-street, we are helping to ensure that customers and visitors always have adequate and convenient parking. However, it is necessary to enforce the parking time limits in order for the allocation to work.

The recommendations include the use of handheld technology to increase efficiency and eliminate the need to chalk tires. Rewording and enforcing the anti-shuffling ordinance would encourage long-term parkers (typically employees) to use long-term lots rather than “shuffling” between two-hour spaces throughout the day. These recommendations along with the graduated fines currently in place, will aid in encouraging managers and employees of the downtown to park in the correct places. Lastly we recommend courtesy tickets to limit cost and minimize public resistance to increased enforcement. The purpose of enforcement is to encourage parking in the proper places, not to scare away customers and visitors of the downtown.

Transportation Alternatives, Bicycle and Pedestrian Enhancements:

A large percentage of employees in the downtown drive and park, some survey comments suggested a desire for additional transportation options. The City of Ocala website offers directions on how to use the SunTran bus system. It is recommended that the City develop marketing strategies with the Chamber, DBA and other business groups to help promote alternative modes of transportation, bicycling, walking, car and vanpooling and riding the bus.

Pedestrian movement is an important aspect of parking. It is difficult to get people to park beyond the front door of their destination if there is any worry about safety or the experience is not pleasant. It is recommended that the City work to create pleasant and safe pedestrian ingress and egress from surface lots in the downtown.

The City can encourage walking in the downtown by minimizing surface lots and large breaks between buildings to promote walking in the downtown, adding pedestrian wayfinding and by creating a clear differential between street and sidewalk.

To encourage bicycle ridership it is recommended that the City add several bicycle racks to the downtown. Improved bike signage is recommended to aid bicycle riders in locating parking. Combined with proper marketing of the bicycle parking, these measures should result raising bicycle ridership in the downtown.

Signage:

It is recommended that the City improve signage to direct visitors and employees to appropriate parking options in the downtown. With increased enforcement and changes to duration requirements, it is important to ensure proper signage to reflect any changes. Rich and Associates recommend the following four types of parking signs that increases drivers' way finding experience. These include:

- Introduction
- Directional/Location
- Identification
- Way Finding

Marketing:

Marketing is an important aspect of a successful parking system. It is recommended that marketing be used every time there is a change to the parking system and needs to be directed towards downtown employers, employees and customers/visitors. It is important to help encourage downtown employees to park in the long-term parking areas to preserve the on-street parking for customers and visitors. It is helpful to customers and visitors if they know ahead of time where parking is available and what the durations of parking are. It is recommended that the City join with the Chamber and Downtown Business Association (DBA) to market the parking in the downtown.

Methodology Summary:

Background research, field work and a review of previous documents and planning reports were undertaken. The following documents were provided to Rich and Associates by the City for use as resource material and to develop an understanding of the community's development goals and objectives:

- Future known or potential developments
- Future known or potential surface parking lots
- Master plan for the City
- Parking ordinance
- Valet parking ordinance

- Aerial maps of the downtown area including identification of all existing parking facilities
- Parking agreements

Public input was a key factor for Rich and Associates to understand the background of Ocala. There were several stakeholder meetings, and public meetings on the following dates:

- Stakeholder meetings the week of November 2, 2009
- Downtown Parking Study Preliminary Findings Open House, January 27, 2010
- Stakeholder meetings January 27, 2010

Fieldwork for the study included two turnover and occupancy studies by Rich and Associates staff. The turnover and occupancy studies involved an examination of on-street and off-street parking occupancies and vehicle movements encompassing both daytime and evening. The first study was completed on Thursday, November 5, 2009 and the second study was Thursday, January 28, 2010, both of which began at 9:00 A.M. and ended at 9:00 P.M. Thursday was selected to represent a typical day, providing a base line for the analysis. The January date was specifically selected to coincide with Horse Show in the Sun (HITS) events taking place in Marion County. The second study in the winter was conducted to address a time of year with greater regional and area activity.

An occupancy count was not completed on a weekend day because while the weekends have peak evening parking issues, they do not generally have daytime issues with parking. We did take the weekend parking needs into account in the overall parking analysis however.

The turnover and occupancy analysis was completed to gain an understanding of how parking was being utilized in Ocala. These days were selected to represent a typical day, providing a base line for the analysis.

- Peak parking demand on Thursday, November 5, 2009 occurred between 9:00 A.M. and 11:00 A.M. with 52 percent overall occupancy.
- The January 28th, 2010 count revealed a peak of 48 percent that lasted throughout the morning.
- The variation between the peak occupancy times in the November and January counts are minimal, with no statistically significant difference between the two test dates.
- Pricing of parking favors on-street long-term parking as opposed to parking in off-street locations.
- In general, parking occupancy peaked around 66 percent. Areas closer to the PEZ of the downtown experienced much higher occupancy rates than areas further away.
- Several parking areas near the County Building and City Hall, as well as parking near the downtown square, experienced occupancies of 75 percent or higher.
- The county parking structure averaged around 60 percent occupancy throughout both studies.

- In both observations, a large percentage of the vehicles parked in the on-street, two hour locations exceeded the posted time limit (15 percent or 84 vehicles in November and 16 percent or 94 vehicles in January). Of these, four percent parked for the entire day.
- The number of vehicles parking all day at the short-term meters is a problem in Ocala. Consider that the downtown marketing firm of Hyett Palma estimates an on-street parking stall to be worth approximately $300 to $400 per day in terms of downtown business.

Two hour parking should be the dominant duration for on-street parking as it suits the needs of the majority of customers and visitors. Individuals requiring more than two hours for parking need to be directed to off-street parking areas. The two hour parking in lots should be changed to three hour parking to accommodate the customer/visitor wanting to spend more time in the downtown. This would help fill a need for long term parking for customers and visitors when spending a long period of time in the downtown.

The study analyzed how many parking stalls are needed to serve land uses by block in Ocala. The amount of parking needed was derived from several sources; surveys of different land use types in Ocala, Rich and Associates models from other communities that have had similar studies undertaken and from resources such as the Institute of Transportation Engineers and the Urban Land Institute.

Currently, downtown Ocala has a surplus of parking spaces within the study area. There are however, pocket areas in the PEZ that show shortages of parking. The individual block surpluses or deficits correlate with Rich and Associates' observations during the turnover and occupancy.

The recommendations presented in **Section 4** are intended to enhance the existing supply of parking through operational, management, configuration, parking pricing and allocation changes aimed at increasing the efficiency of the parking system.

Future demand will increase the shortfall of parking in the downtown. Given the varied nature of potential future developments along with the anticipated effects of the operational recommendations put forth in this document, Rich and Associates recommends that the City conduct a study up-date in five years to help re-quantify parking availability. This will provide an opportunity for the operational enhancements to take effect.

Definitions

The following are definitions used for the analysis:

- ***Turnover*** - Turnover is the number of vehicles that occupied a parking space in a particular period. For example, if a parking lot has 100 spaces and during the course of the day, 250 different vehicles occupied the lot, then the turnover is two and a half times (2.5).
- ***Occupancy*** - the length of time a parking space is occupied by a vehicle.
- ***Circuit*** - A circuit refers to the two-hour period between observances of any one particular parking space. For the turnover and occupancy study, a defined route was

developed for each survey vehicle. One circuit of the route took approximately two hours to complete and each space was observed once during that circuit.

- ***Block Face*** - A number was assigned to each block within the study area. Each block is then referenced by its block number and by a letter (A, B, C or D). The letter refers to the cardinal face of the block; with (A) being the north face, (B) the east face, (C) the south face and (D) the west face. Therefore, a block designated as 1A would refer to the north face of block 1.

- ***Modal Split*** – Method of transportation (i.e. automobile, mass or public transit, walking, train, etc.).
- ***Parking Demand*** – The number of parking spaces generated by a single-purpose building, multi-purpose building, group of buildings or outdoor amenity.
- ***Parking Need*** – Represents the number of parkers who need to be accommodated in a given parking facility after the use of alternative parking facilities is considered. Use is affected by price, location, accessibility and user restriction.
- ***Parking Supply*** – The number of parking spaces available for use by a specified group or groups of individuals (i.e. shoppers, employees, etc.).

SECTION 1 - PARKING STUDY OVERVIEW

1.1 Background

The Ocala Downtown Parking Plan serves as both an examination of current and future parking needs. This report represents a consensus driven strategy to plan and address parking issues in the near term and in the long term. Several important aspects of Ocala's downtown present a unique situation requiring a comprehensive approach to parking strategies.

The City of Ocala Downtown Master Plan encourages a more walkable, compact community that encompasses a mixture of high quality uses and venues that will serve the City's residential, commercial and customer/visitor base. As downtown Ocala redevelops, it faces the paradox that as the density of private development increases, private parking needs to decrease in favor of publicly-owned parking. This is a characteristic common to downtowns seeking to optimize parking efficiency and to develop in a way that will enhance a sense of place with greater walkability and application of shared use.

Achieving a shift from private to public provided parking presents challenges and is the key reason downtown Ocala needs to plan for additional public parking opportunities in the future. Recognition of the need for increasing utilization of public parking is one of the first steps in developing reasonable solutions. The City is already beginning to experience the pressures of change and the need for public involvement in downtown parking issues.

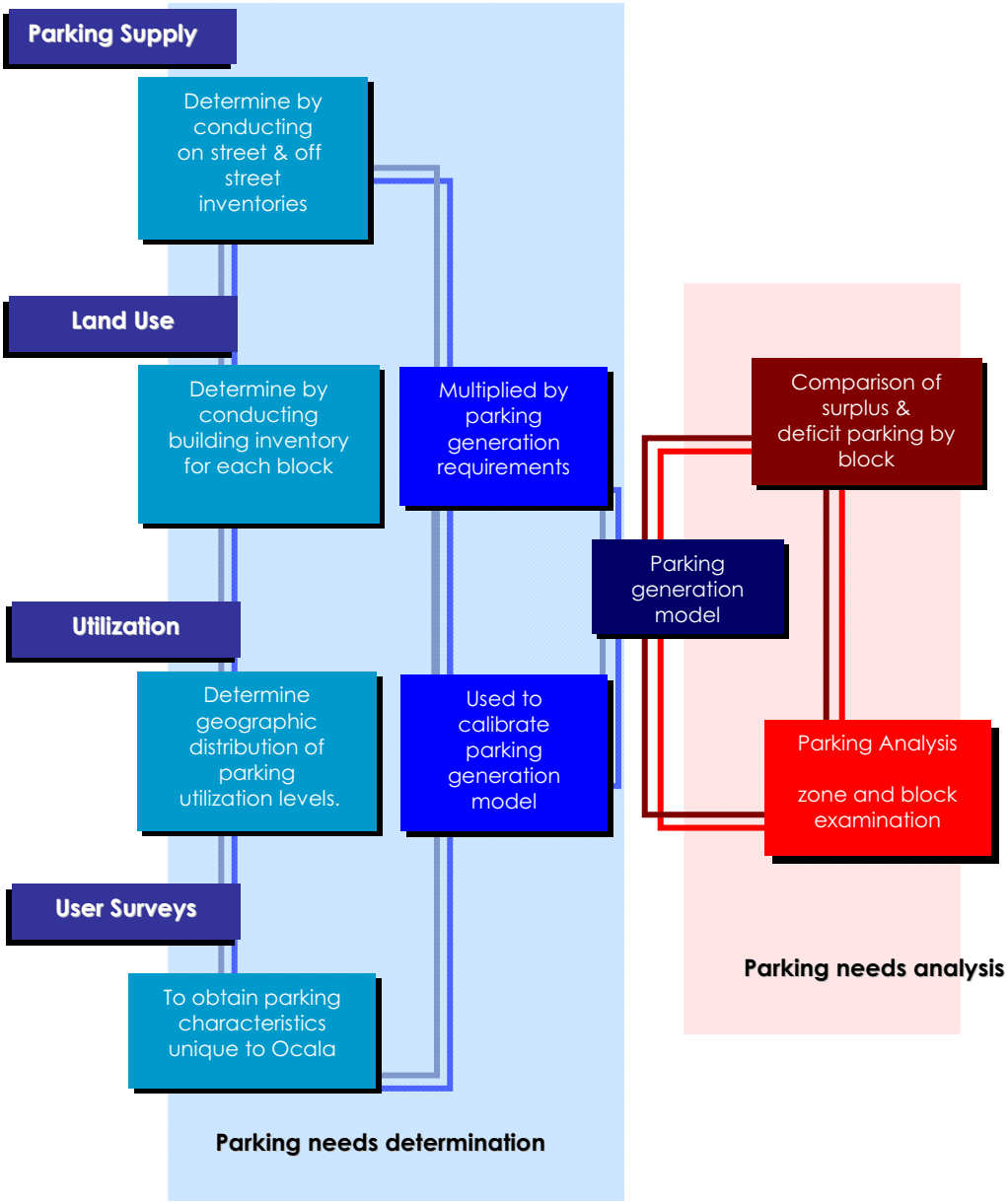
Many small and large businesses in the downtown PEZ do not have their own parking and rely on public parking. An increasing concern for stakeholders is the need for available parking to be part of economic stimulus for downtown business. Future new projects and redevelopment opportunities in Ocala require attention when considering parking allocation, operations and new parking projects. The recommendations presented in this report consider a number of different areas pertaining to parking including; operations, safety, security, pricing, locations and the need for new parking.

The planning process examines the downtown area's existing parking from both a qualitative and quantitative standpoint. It also is designed to provide a comprehensive analysis of the existing and potential future parking demands in the downtown area. Rich and Associates adopts a philosophy that parking is intended to support the community's greater vision for economic activity, social interaction, transit choices and environmental aspirations by being adequate, but not provide a surplus of parking beyond the existing and potential need. Specifically, our approach is to consider parking allocation, location, design, multi-modal opportunities and operating efficiency in conjunction with necessary expansion.

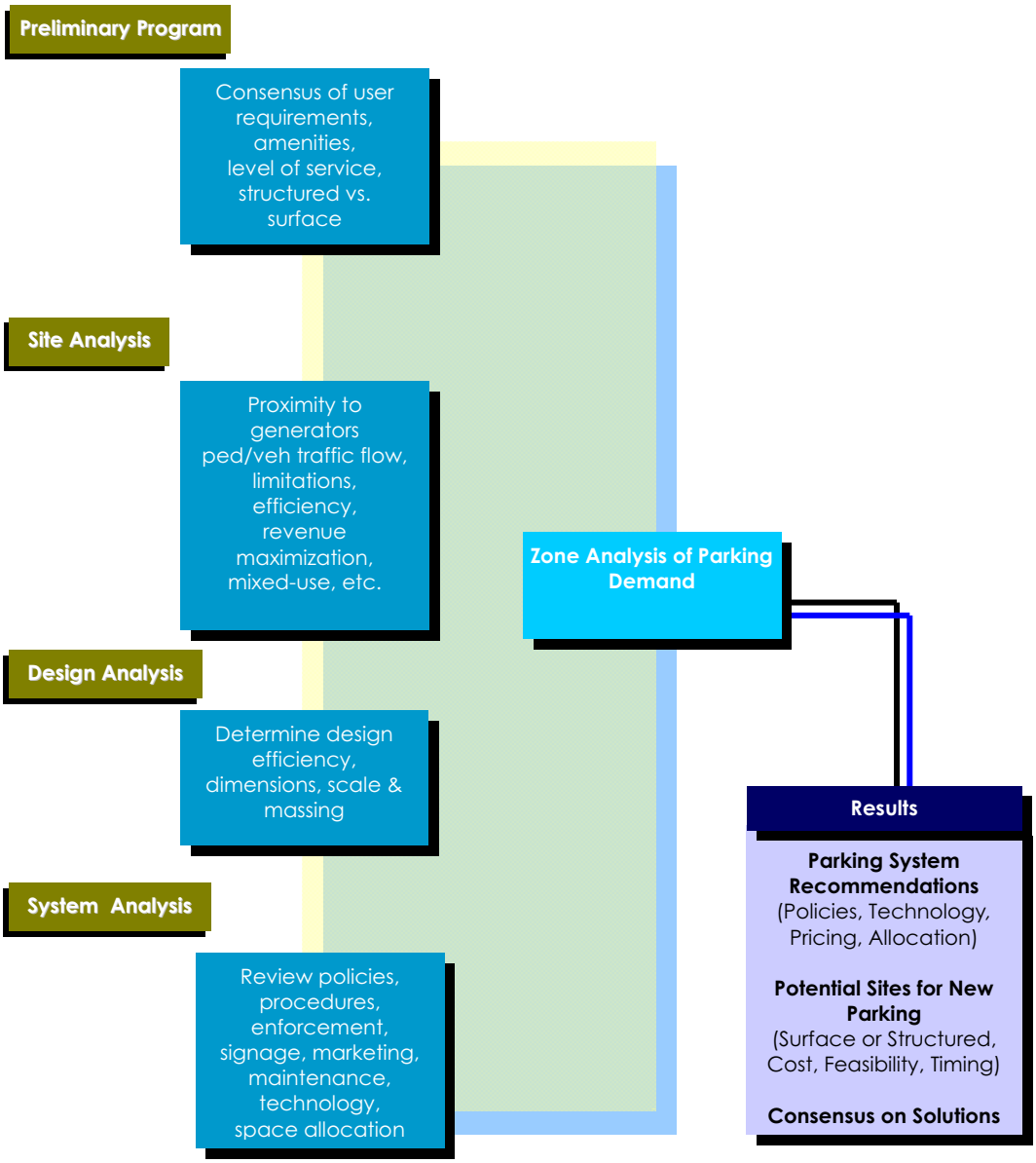
1.2 Process

Phase One of developing the Downtown Parking Plan is a process of quantifying and qualifying the parking needs in the study to determine the parking demand for the study area. This was done through field work, utilization studies, surveys and a series of public and stakeholder meetings. The flow chart below details the planning process.

Phase One



Phase Two of the Downtown Parking Plan involves reviewing the current parking system, the existing parking facilities, parking policy, potential future development, parking signage, wayfinding, and enforcement. Recommendations are then developed for short and long term parking improvements that combine the parking system and management improvements with potential capital improvements.



1.3 Study Area

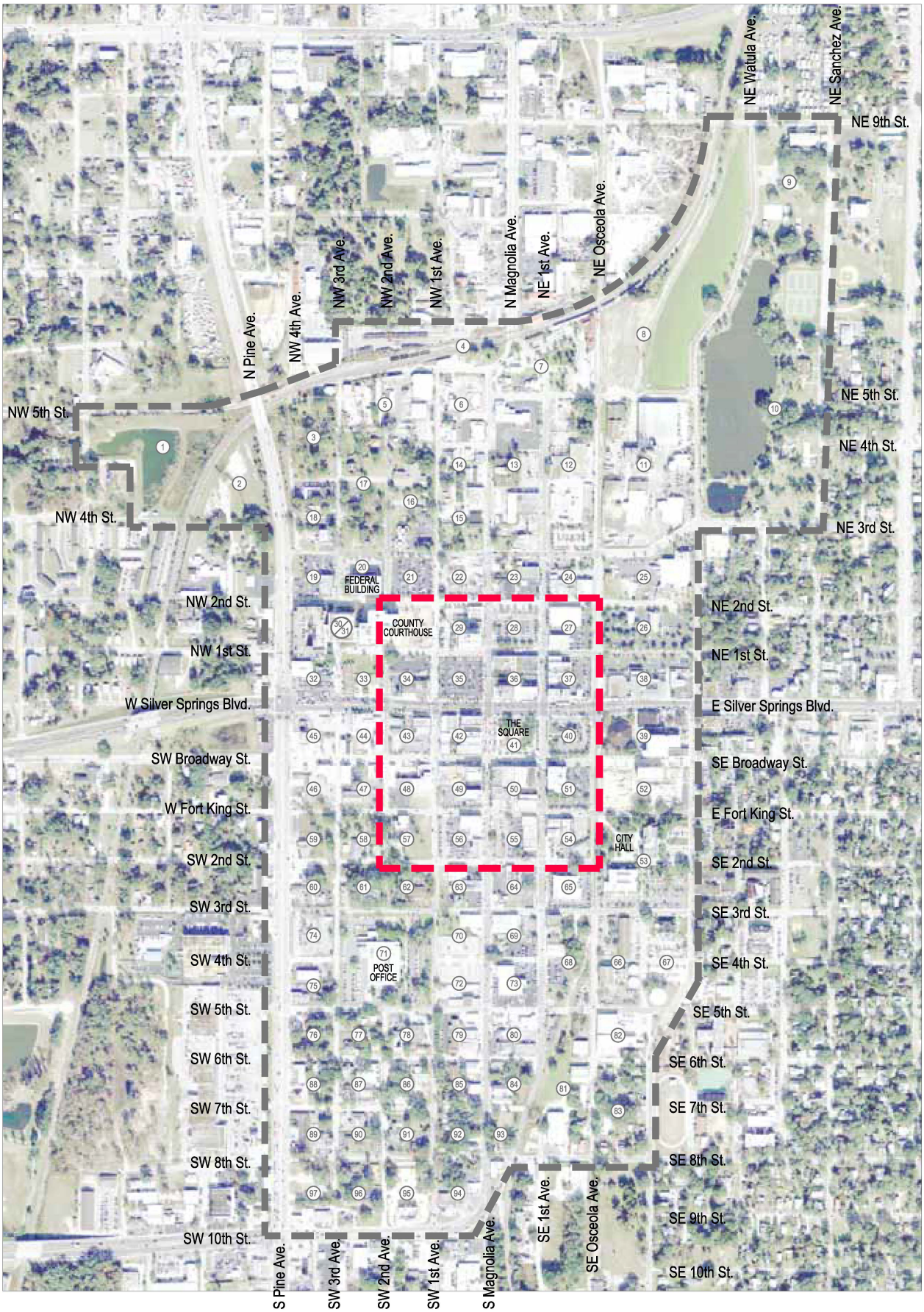
The study area, as determined by the City, is illustrated in **Map 1**, **"City of Ocala – Study Area Map"** located on page 7. The approximate boundary streets for the study area are the rail line to the North, N.E. Watula and N.E. Sanchez Avenues on the East, S.W. 10th and S.E. 8th Streets on the South and Pine Avenue on the West. The area boundaries vary between streets to include the relevant downtown boundaries, parking areas and land uses.

The overall study area can be roughly described as being two distinct types of areas, consisting of a higher density core and a lower density periphery. The higher density core is essentially the PEZ encompassing the area within a two block radius of the downtown public square and consists of the historical area of downtown Ocala and abutting properties. The lower density periphery consists of the remaining blocks in the study area that encompass the higher density core. The distinction of these two areas is an approximation based on overall building density.

The study area encompasses a number of land uses including retail, commercial, government, office, community and residential. Some of the land uses presently have adequate on-site parking to meet their needs. Other land uses rely either wholly or in part on public parking opportunities or sharing arrangements with other private parking operators. The lower density commercial blocks outside of the downtown PEZ are better served by private parking. Businesses located here are more single stop or destination places that do not rely on as much pedestrian activity as part of their economic mix.

New developments slated for the downtown area that have been examined for parking impacts as part of this study include the County Building expansion, proposed redevelopment opportunities for the old Chamber of Commerce and Sprint building sites, the Bank of America building improvements, as identified in the City of Ocala Downtown Master Plan (January, 2004, jointly prepared by the City and the Moore Iacofano Goltsman (MIG), Inc., consultant's team).

The parking conditions, supply and activity of the approximately 97 block study area were evaluated in detail, including inventories of parking and buildings, user surveys, stakeholder involvement and field observations of the existing parking utilization. Some blocks outside of the main study area were also examined to determine potential parking impacts to the core downtown.



PARKING STUDY
FOR
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LEGEND:
(#) BLOCK NUMBER
STUDY AREA
PARKING EXEMPT ZONE

File No	1006
Scale	AS NOTED
Last Rev.	
Page	# of #
Date	ISSUED FOR:
03-11-10	PRELIMINARY REPORT
04-30-10	DRAFT FINAL REPORT

NORTH

Sheet Title:
STUDY AREA

MAP Number:
MAP 1

SECTION 2 – ANALYSES

2.1 Analysis Introduction

This section of the report is an assessment of parking supply and demand based on current and anticipated future developments and changes to parking. For the analysis, Rich and Associates used parking turnover and occupancy data from two separate time periods, parking and building inventories, business owner surveys and experience with parking operations in other communities.

The process of projecting parking demand consisted of a two-part analysis. The first part of the analysis included a calculation of parking demand by block based on a building inventory and parking generation factors for each type of land use. The calculated parking demand was subtracted from the available parking supply and the resulting surplus or deficit of parking was determined on a block-by-block basis.

The second part of the analysis involved comparing the projected parking surplus and deficit patterns to the turnover and occupancy data. This comparison offered a benchmark by which parking demand was calibrated and to aid in the evaluation of the parking recommendations.

2.2 Parking Inventory

Table 2A summarizes the existing parking supply in downtown Ocala. There are a total of approximately 5,576 parking spaces within the study area. (Note: some parking stalls were estimated where painted stalls were not present). Of the total 5,576 spaces, there are 809 public parking spaces (15 percent of the total supply) and 4,767 private parking stalls (85 percent of the total supply).

Of the 809 public parking spaces, 539 are on-street spaces and 270 are off-street public spaces.

Table 2A – Public/Private Parking (Entire Study Area)

On-Street Parking Totals	539 (67%)
Public Off-Street Parking Totals	270 (33%)
Public Parking Totals	809 (**15%**)
Private Parking Totals	4,767 (**85%**)
Total Parking	**5,576**

The ratio of publicly to privately owned parking becomes a key factor as downtowns develop and wish to create walkable districts with efficient parking facilities. This is because the more public parking that is provided allows for expanded shared use opportunities, reducing the overall amount of parking spaces needed to service an equivalent amount of building space.

Also, when the amount of publicly controlled parking is 50 percent or greater it allows for the City to effectively implement policy-driven parking strategies. In effect the City becomes better equipped to respond to development scenarios and opportunities in a timely and effective manner.

Table 2B on page 10 is a summary of the parking supply within the PEZ. The table is followed by **Map 2 and 2B,** a spatial view of the parking supply. In cases where parking spaces were not marked, Rich and Associates estimated the numbers of parking spaces.

2.2.1 Parking Inventory Observations

Of the 5,576 spaces in the study area, the City of Ocala manages and controls 539 on-street parking and 270 off-street parking spaces, amounting to 15 percent of the total parking supply. As previously mentioned, controlling at least 50 percent of the available parking allows the City to effectively manage the parking in terms of allocation, changing demand and market pricing. However, in Ocala's case, the 50/50 best practice would be a goal only for the downtown PEZ, since the lower density periphery is best served by private parking, with some public on-street and off-street opportunities.

In examining the PEZ (see **Table 2B**) Ocala controls a greater amount of parking (30 percent) and therefore is closer to an optimal amount of public parking. Communities with too little public parking suffer from economic development issues, lower density, lack of pedestrian connectivity, and in some cases a negative perception of not enough parking or lack of parking by visitors.

Private parking in the form of surface lots has a tendency to interrupt street continuity by deterring pedestrian activity and lowering urban density. Increasing pedestrian activity, attaining critical density and mixture of uses are all crucial components of successful downtowns and stated goals for Ocala's downtown, as expressed in the Downtown Master Plan. Reduced density and reduced pedestrian activity both contribute to a need for proportionately more parking. Conversely, higher density and greater amounts of pedestrian activity have a tendency to reduce needed parking.

Table 2B – Public/Private Parking (PEZ)

On-Street Parking Totals	226 (46%)
Public Off-Street Parking Totals	270 (54%)
Public Parking Totals	496 (**30%**)
Private Parking Totals	1,132 (**70%**)
Total Parking	**1,628**

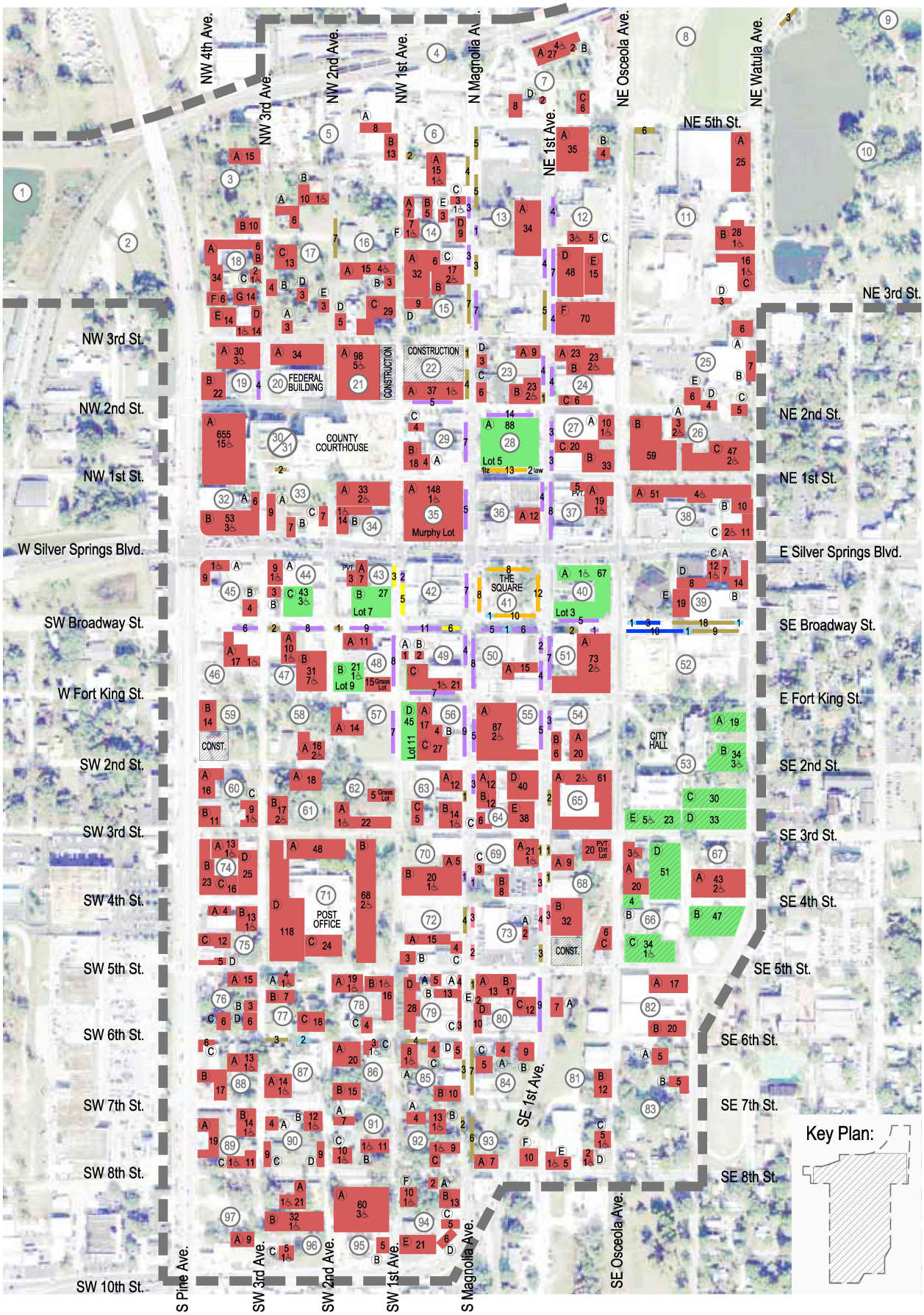
A complete breakdown the parking supply can be found in the **Appendix** of this report. While there are no rules regarding the ratio of on-street to off-street parking, on-street parking is generally the first choice for customers and visitors in a downtown setting. On-street parking is generally in front of the parkers' destination and is easy to get into and out of. Surface parking lots are seen as second best parking options since they are easy to get into and out of, though generally customers and/or visitors cannot see their destination from the lot. Parking structures can tend to be the last choice for a customer or visitor as they are perceived as inconvenient to get in and out of. This is not to say that a well designed parking structure will not be used by visitors, it shows the importance of a properly located parking structure that is well marked, easy to find and easy to get in and out of.

The definitions associated with the parking inventory in the **Appendix** are as follows:

- Unmarked – no sign limiting the time a vehicle may park.
- LZ/10/15/30 minute – signed 10, 15 & 30 minute parking or Loading Zone.
- Two hour (etc.) – signed hourly duration parking.
- Public – City owned parking.
- Private – privately owned parking or City owned parking that is reserved.
- Permit (Per). – Parking that requires the use of a permit.
- Structure – Parking structure (multi-level facility).
- Res. – Reserved.
- Lot & Structure – surface lot parking or parking in a structure.
- Barrier Free (Hcp) - signed Handicap parking spaces.
- Public Use – Privately owned hourly or daily parking available to all users.

Employee parking and long-term parking for customers and visitors should always be encouraged to take place in off-street locations. Employees in particular are more willing to walk greater distances. Rich and Associates typically recommends 350 feet as a benchmark distance for customer and visitor walking distance and 650 feet for employee walking distance to and from parking areas. It is important to note that the distance people are willing to walk will be farther if the walk is enjoyable, passing by storefronts and landscaped sidewalks.

Map 2 and 2B on page 10 and 11 illustrate the available parking supply in the study area.



PARKING STUDY FOR THE CITY OF OCALA

OCALA, FLORIDA

LEGEND:

BLOCK NUMBER

STUDY AREA

Parking Consultants Architects Engineers Planners

RICH & ASSOCIATES

ON STREET PARKING

- 30 MIN. UN METERED
- 1 HR. UN METERED
- 2 HR. UN METERED
- 3 HR. UN METERED
- 10 HR. METERED
- UNMARKED (+/-)
- ACCESSIBLE

law LAW ENFORCEMENT

lz LOADING ZONE

OFF STREET PARKING

- (A) LOT DESIGNATION
- PUBLIC
- PRIVATE
- PUBLIC RESERVED

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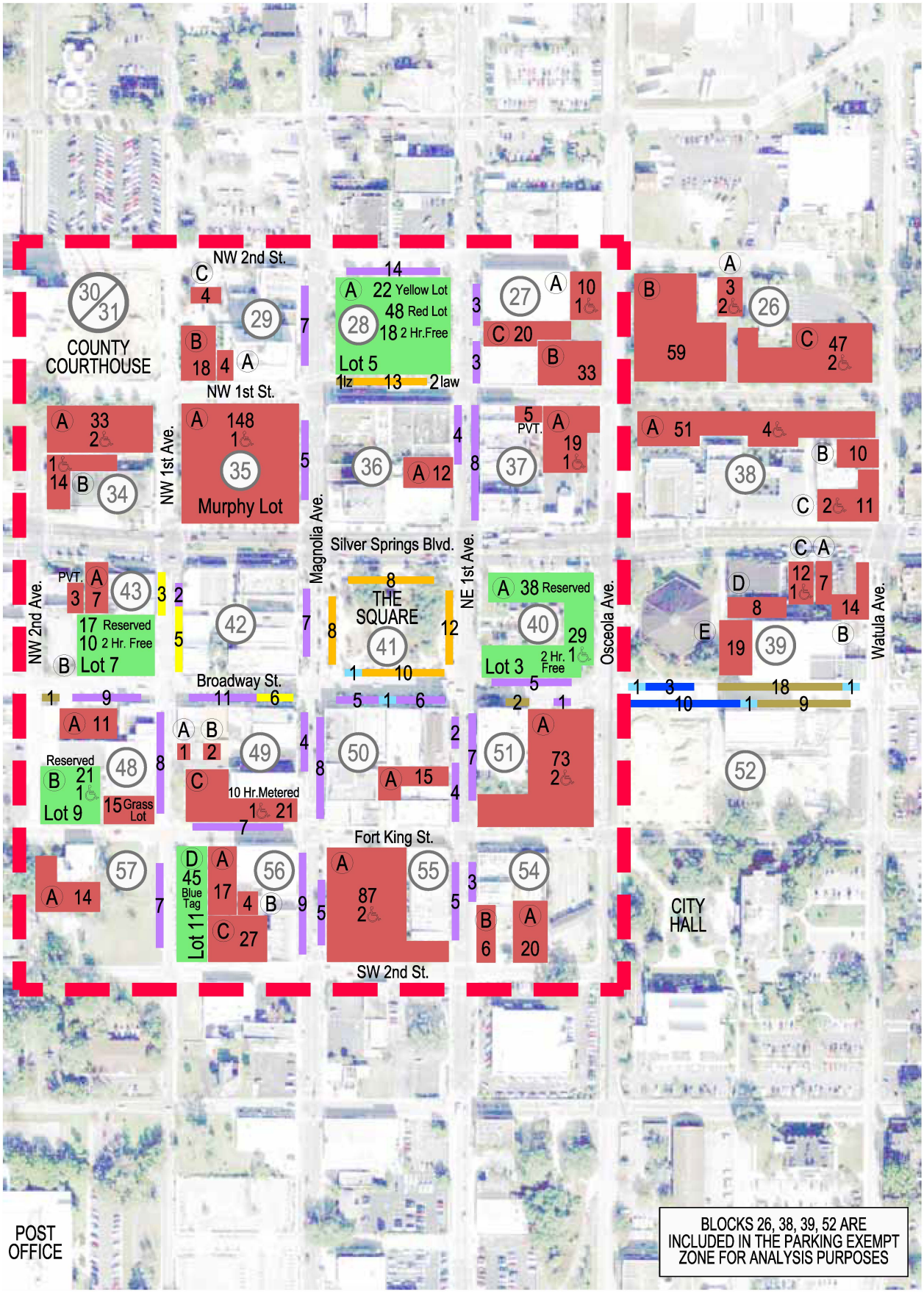
Sheet Title: PARKING SUPPLY

MAP Number: MAP 2



PARKING STUDY FOR THE CITY OF OCALA

OCALA, FLORIDA

LEGEND:

BLOCK NUMBER

PARKING EXEMPT ZONE

Parking Consultants Architects Engineers Planners

RICH & ASSOCIATES

ON STREET PARKING

- 30 MIN. UN METERED
- 1 HR. UN METERED
- 2 HR. UN METERED
- 3 HR. UN METERED
- 10 HR. METERED
- UNMARKED (+/-)
- ACCESSIBLE

law LAW ENFORCEMENT

lz LOADING ZONE

OFF STREET PARKING

A LOT DESIGNATION

- PUBLIC
- PRIVATE
- PUBLIC RESERVED

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Sheet Title: PARKING SUPPLY (PARKING EXEMPT ZONE)

MAP Number: MAP 2A

2.3 Turnover and Occupancy Study

Two turnover and occupancy studies were undertaken in downtown Ocala. The studies were conducted during the fall (Thursday, November 5th, 2009) and again in the winter (Thursday, January 28, 2010) from 9:00 A.M. until 9:00 P.M. Thursday was chosen to represent a typical day providing a base line for the analysis. The January date was specifically selected to coincide with Horse Show in the Sun (HITS) events taking place in Marion County. The second study in the winter was conducted to address a time of year with greater regional and area activity. When planning parking it is important to look at a typical day; having vast amounts of underutilized parking can be just as detrimental to a downtown as not having enough parking.

An occupancy count was not completed on a weekend day because while the weekends have peak evening parking issues they do not generally have daytime issues with parking. We did take the weekend parking needs into account in the overall parking analysis

The turnover and occupancy studies included field observations of public and private parking in the study area. Two research teams split the study area into sub-areas and selected a broad sampling of parking within each area. License plate data was recorded for the hourly and short-term parking, and overall occupancy was recorded for long-term or all day parking.

A Thursday survey day was selected as a representative weekday in the downtown. Thursdays are chosen in many communities because they provide a “typical” businesses day and provide good baseline data for the study. The turnover portion of the analysis included on-street spaces and short-term off-street. This was done to determine how long specific vehicles where parked in certain locations and if parkers were moving (or shuffling) their vehicles to different spaces to avoid parking tickets.

In all other parking spaces the numbers of parking spaces occupied were counted for overall occupancy. Occupancy is a measure used to examine the level of utilization of a parking area and is calculated for all of the parking examined in the study area.

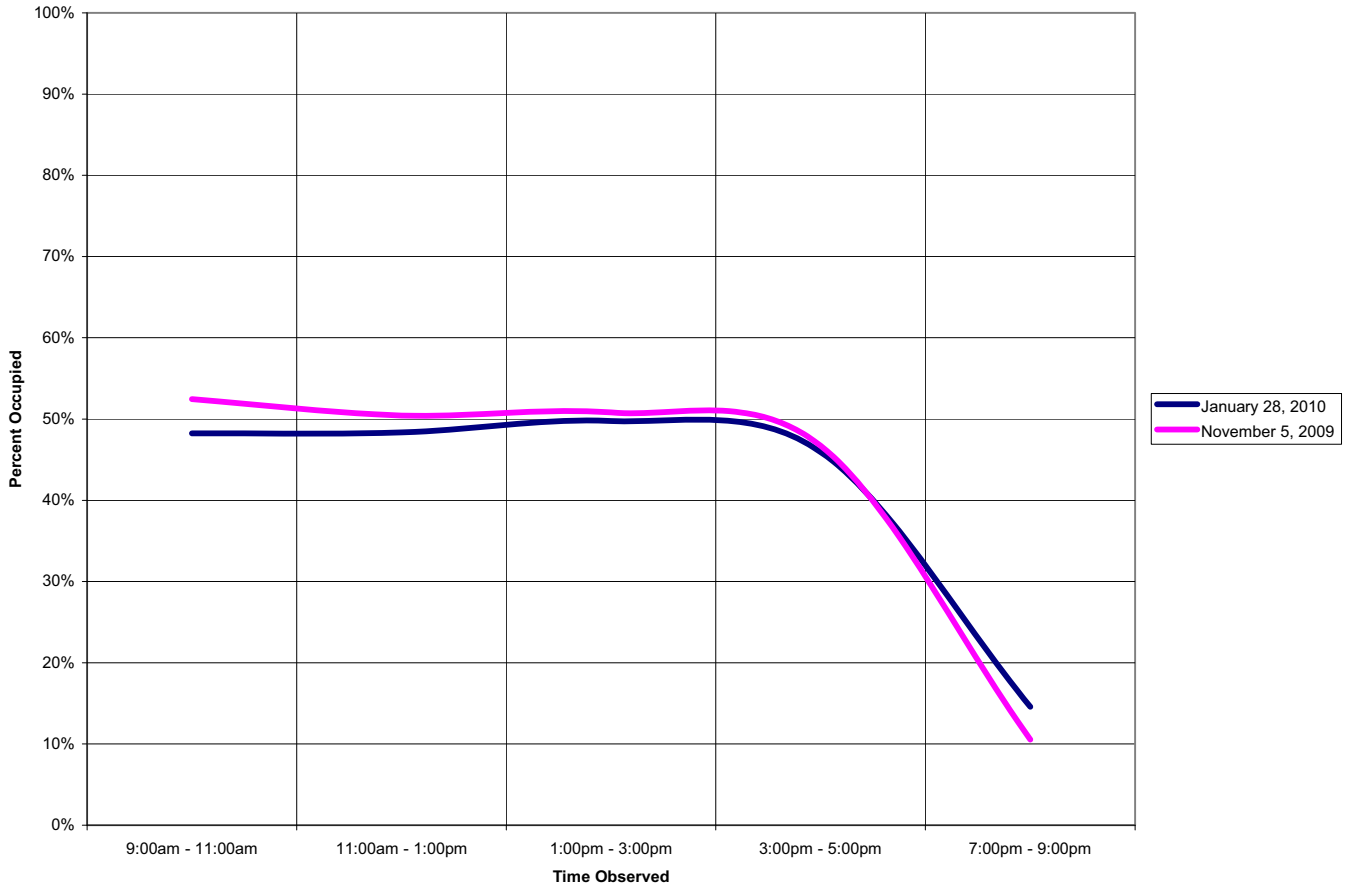
Occupancy is an important aspect of parking because it helps us understand how parking demand fluctuates throughout the day. Likewise, occupancy can be used to illustrate how parking demand is impacted by events in the downtown area. Overall, the occupancy data is used by Rich and Associates to calibrate the parking demand model. **Maps 3, 3A, 4 and 4A** are the summary results of the turnover findings. Complete occupancy charts are located in the **Appendix**.

2.3.1 Observations

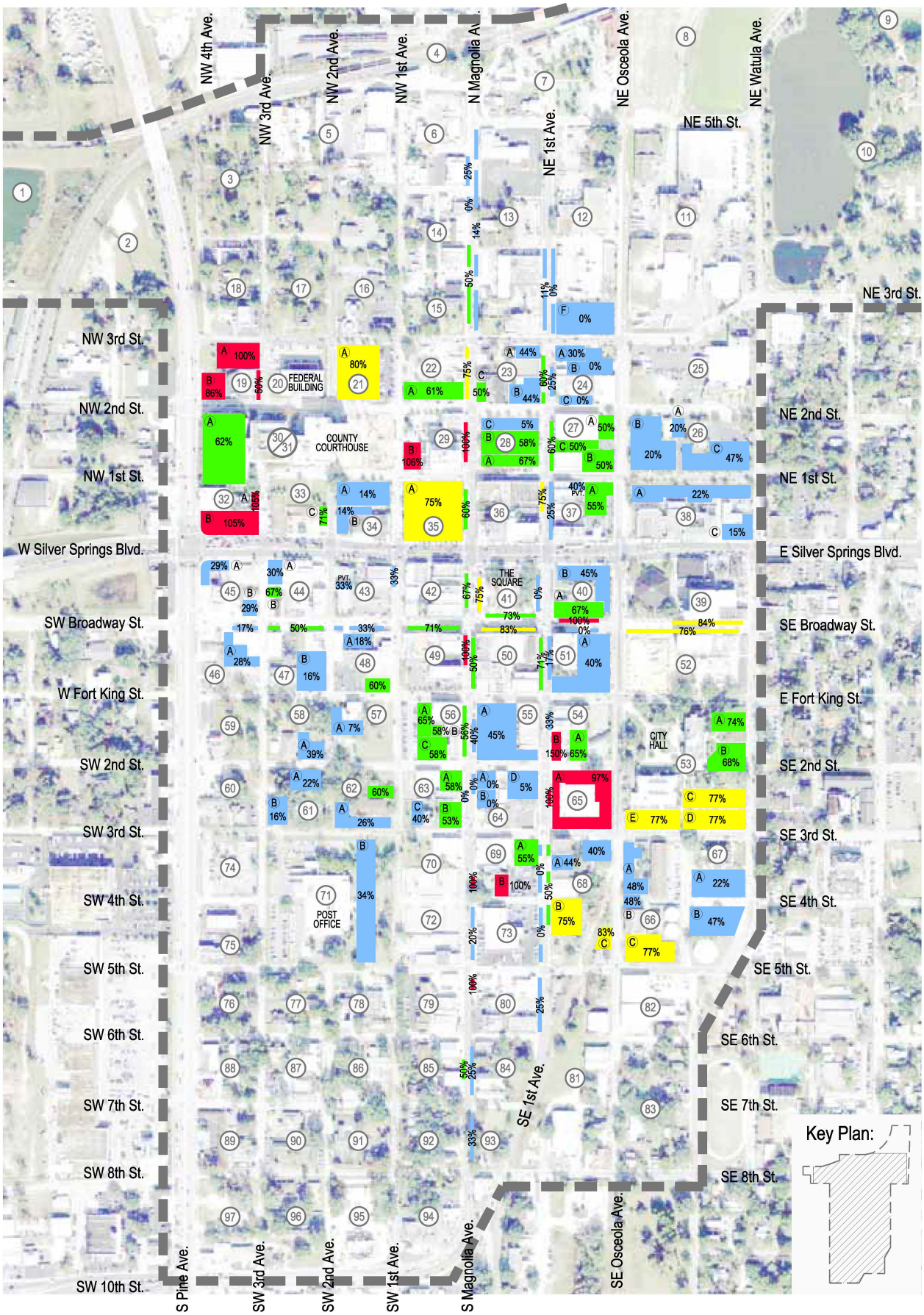
- Peak parking demand on Thursday, November 5, 2009 occurred between 9:00 A.M. and 11:00 A.M. at 52 percent overall occupancy.
- The January 28th, 2010 count revealed a peak of 48 percent that lasted throughout the morning.

- The variation between the peak occupancy times in the November and January counts are minimal, with no statistically significant difference between the two test dates.
- Pricing of parking favors on-street long-term parking as opposed to parking in off-street locations.
- In general, parking occupancy peaked around 66 percent. Areas closer to the PEZ of the downtown experienced much higher occupancy rates than areas further away.
- Several parking areas near the County building and City hall, as well as parking near the downtown square, experienced occupancies of 75 percent or higher.
- The county parking structure averaged around 60 percent occupancy throughout both studies.
- In both observations, a large percentage of the vehicles parked in the on-street, two hour locations exceeded the posted time limit (15 percent or 84 vehicles in November and 16 percent or 94 vehicles in January). Of these 4 percent parked for the entire day.
- The number of vehicles parking all day at the short-term meters is a problem in Ocala. Consider that the downtown marketing firm of Hyett Palma estimates an on-street parking stall to be worth approximately $300 to $400 per day in terms of downtown business.

Exhibit 2C – Parking Occupancy Comparison (Thursday) November 5, 2009 vs. January 28, 2010



Maps 3 & 4 illustrate the observed parking occupancies at the peak observed circuit in the downtown focus area (3a – November 5, 2009, 3b – January 28, 2010). The maps are used to cross reference the calculated parking demand and to help calibrate the parking demand model.



PARKING STUDY FOR THE CITY OF OCALA

OCALA, FLORIDA

LEGEND:

BLOCK NUMBER

STUDY AREA

Parking Consultants Architects Engineers Planners

RICH & ASSOCIATES

PERCENT OCCUPIED

A LOT DESIGNATION

85% through 100%

75% through 84%

50% through 74%

0 through 49%

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Sheet Title:

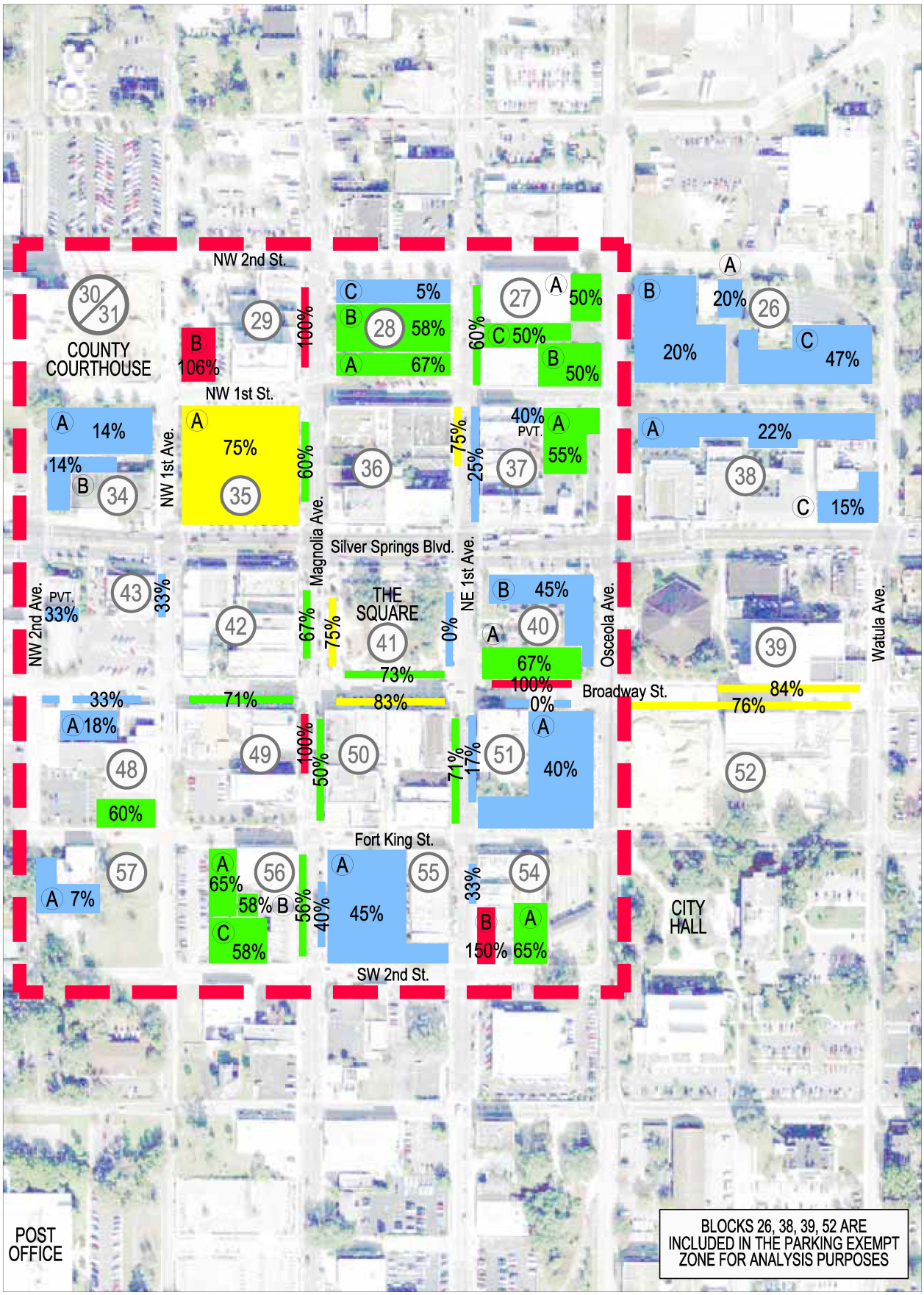
PARKING OCCUPANCY

November 5, 2009

Peak Time: 9:00am - 11:00am

MAP Number:

MAP 3



PARKING STUDY FOR THE CITY OF OCALA
OCALA, FLORIDA

LEGEND:
BLOCK NUMBER
PARKING EXEMPT ZONE

Parking Consultants Architects Engineers Planners
RICH & ASSOCIATES

PERCENT OCCUPIED
A LOT DESIGNATION
85% through 100%
75% through 84%
50% through 74%
0 through 49%

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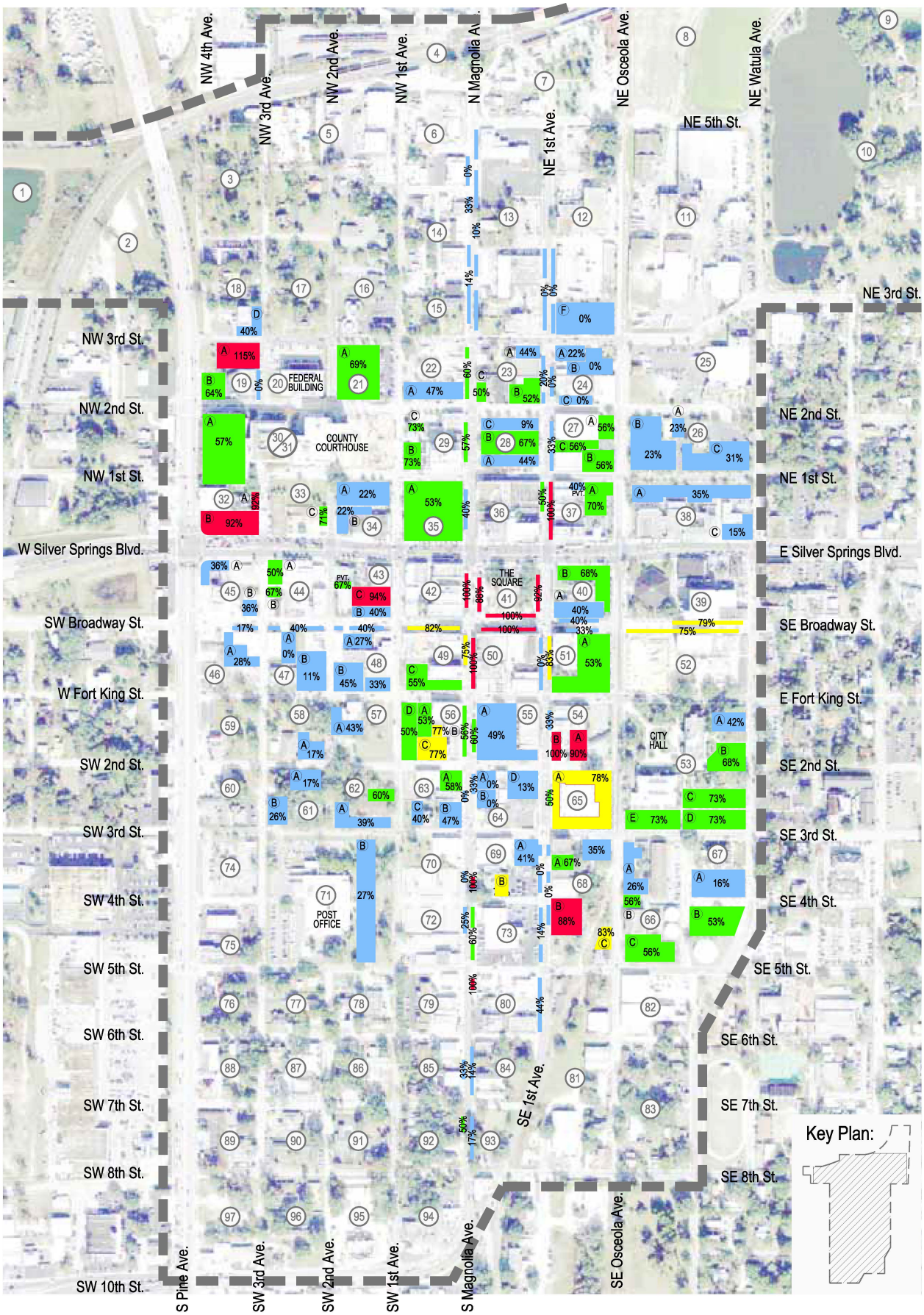
Sheet Title:
PARKING OCCUPANCY (PARKING EXEMPT ZONE)
November 5, 2009
Peak Time: 9:00am - 11:00am

MAP Number:
MAP 3A



PARKING STUDY FOR THE CITY OF OCALA

OCALA, FLORIDA

LEGEND:

(#) BLOCK NUMBER

STUDY AREA

Parking Consultants Architects Engineers Planners

RICH & ASSOCIATES

PERCENT OCCUPIED

(A) LOT DESIGNATION

85% through 100%

75% through 84%

50% through 74%

0 through 49%

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Sheet Title:

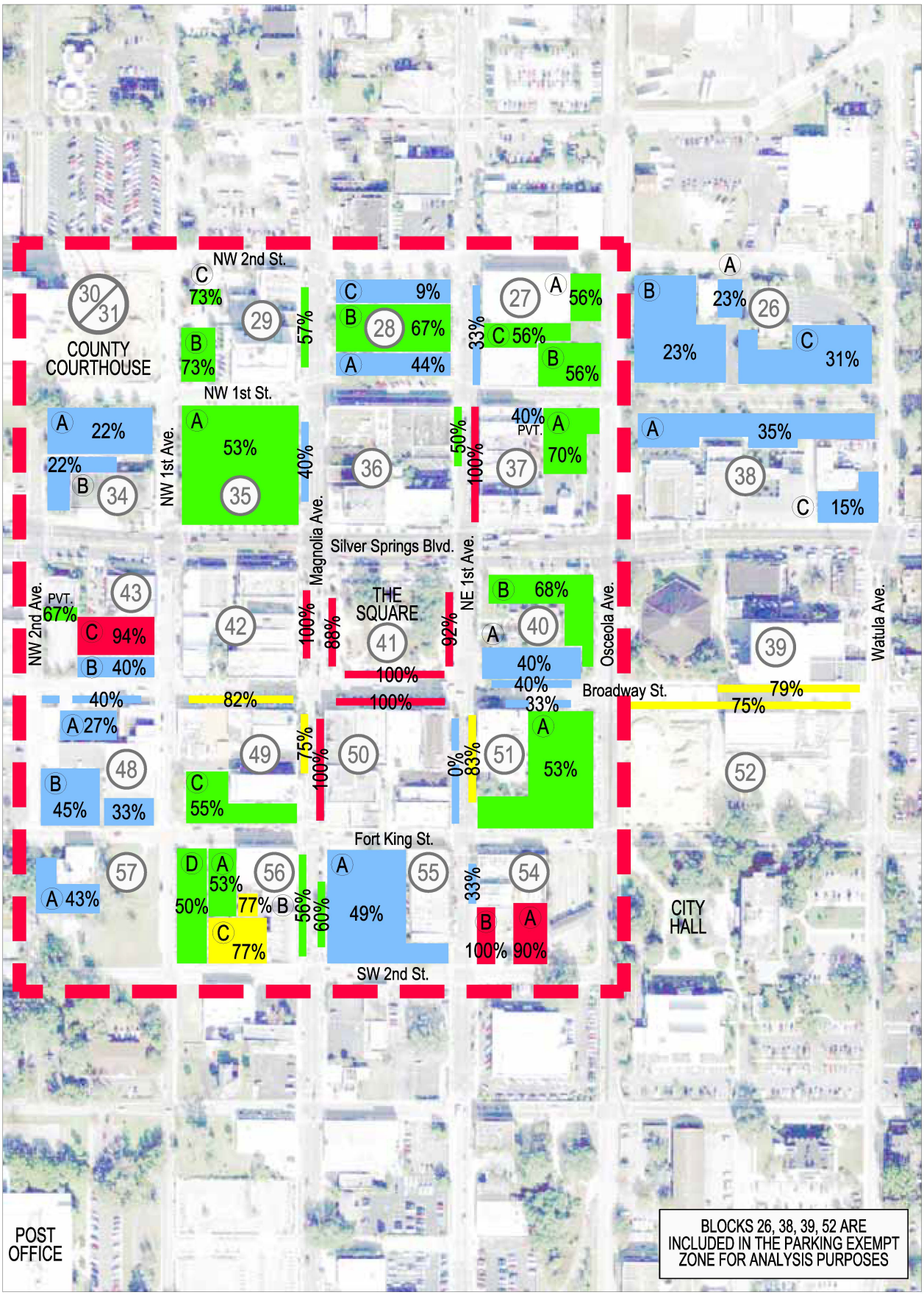
PARKING OCCUPANCY

January 28, 2010

Peak Time: 1:00pm - 3:00pm

MAP Number:

MAP 4



PARKING STUDY FOR THE CITY OF OCALA

OCALA, FLORIDA

LEGEND:

BLOCK NUMBER

PARKING EXEMPT ZONE

Parking Consultants Architects Engineers Planners

RICH & ASSOCIATES

PERCENT OCCUPIED

A LOT DESIGNATION

85% through 100%

75% through 84%

50% through 74%

0 through 49%

File No	1006
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Last Rev.	
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NORTH

Sheet Title:

PARKING OCCUPANCY (PARKING EXEMPT ZONE)

January 28, 2010

Peak Time: 1:00pm - 3:00pm

MAP Number:

MAP 4A

Exhibit 2Da & 2Db demonstrate the relationship between on-street and off-street parking (2Da – November 5, 2009, 2Db – January 28, 2010). The shape of the on-street curve, peaking around noon, is typical for a downtown with a diverse economic base including retail, offices and restaurants. On-street parking traditionally has a tendency to be better utilized since it is preferred by customers and visitors. However, the off-street parking in Ocala's case proves to have consistently high overall occupancy throughout the day.

Employees may have a tendency to use on-street parking if the threat of receiving a ticket or the fine rate is low. Many, if not all, of the parkers observed to be staying four hours or longer are likely to be employees. Rich and Associates advocates for consistent daily routine enforcement with a market-based fine rate that will help deter parking infractions by employees. This practice is favored by most downtown businesses, recognizing that proper parking enforcement frees up their most valuable customer parking and relieves them of the task of policing employee parking habits.

Exhibit 2Da – On-Street versus Off-Street Parking (Thursday, November 5, 2009)

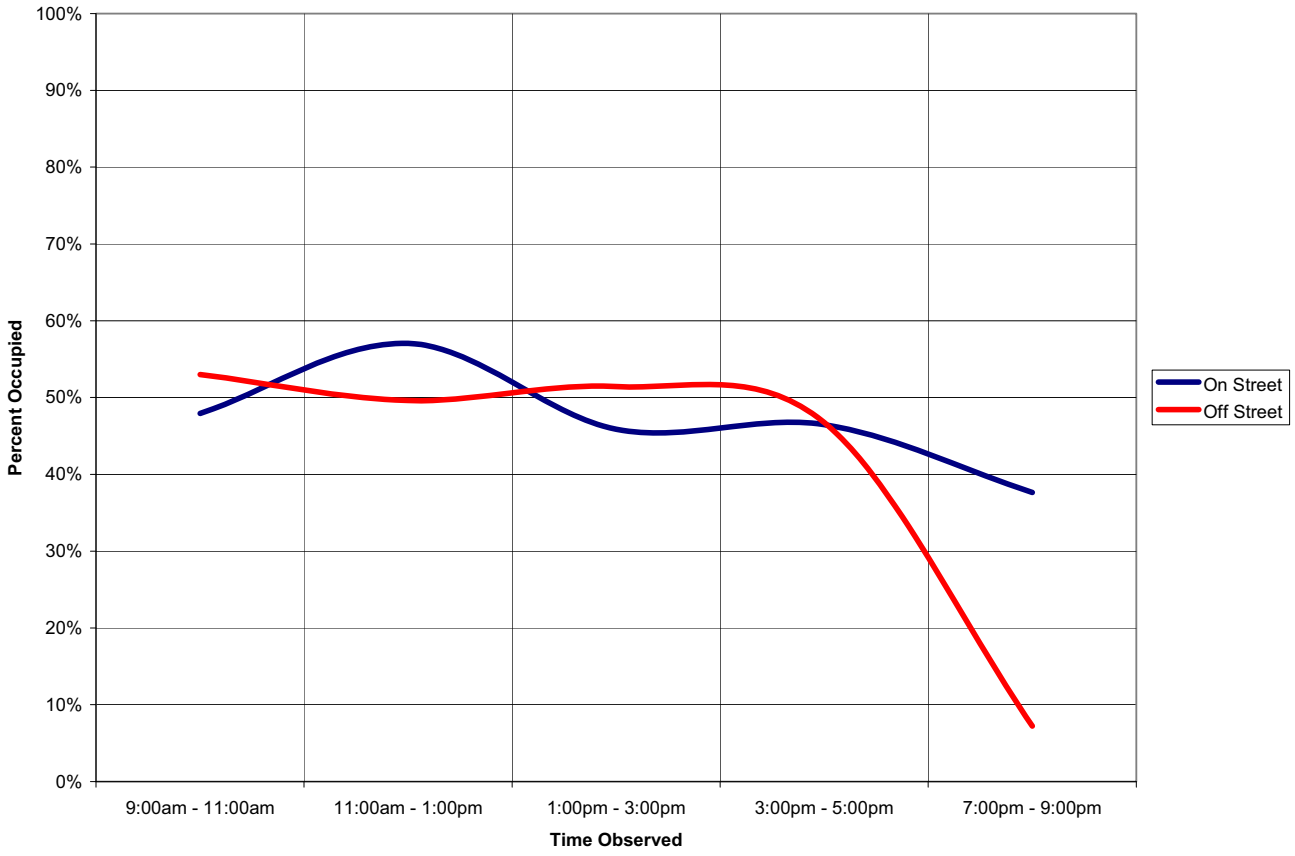


Exhibit 2Db – On-Street versus Off-Street Parking (Thursday, January 28, 2010)

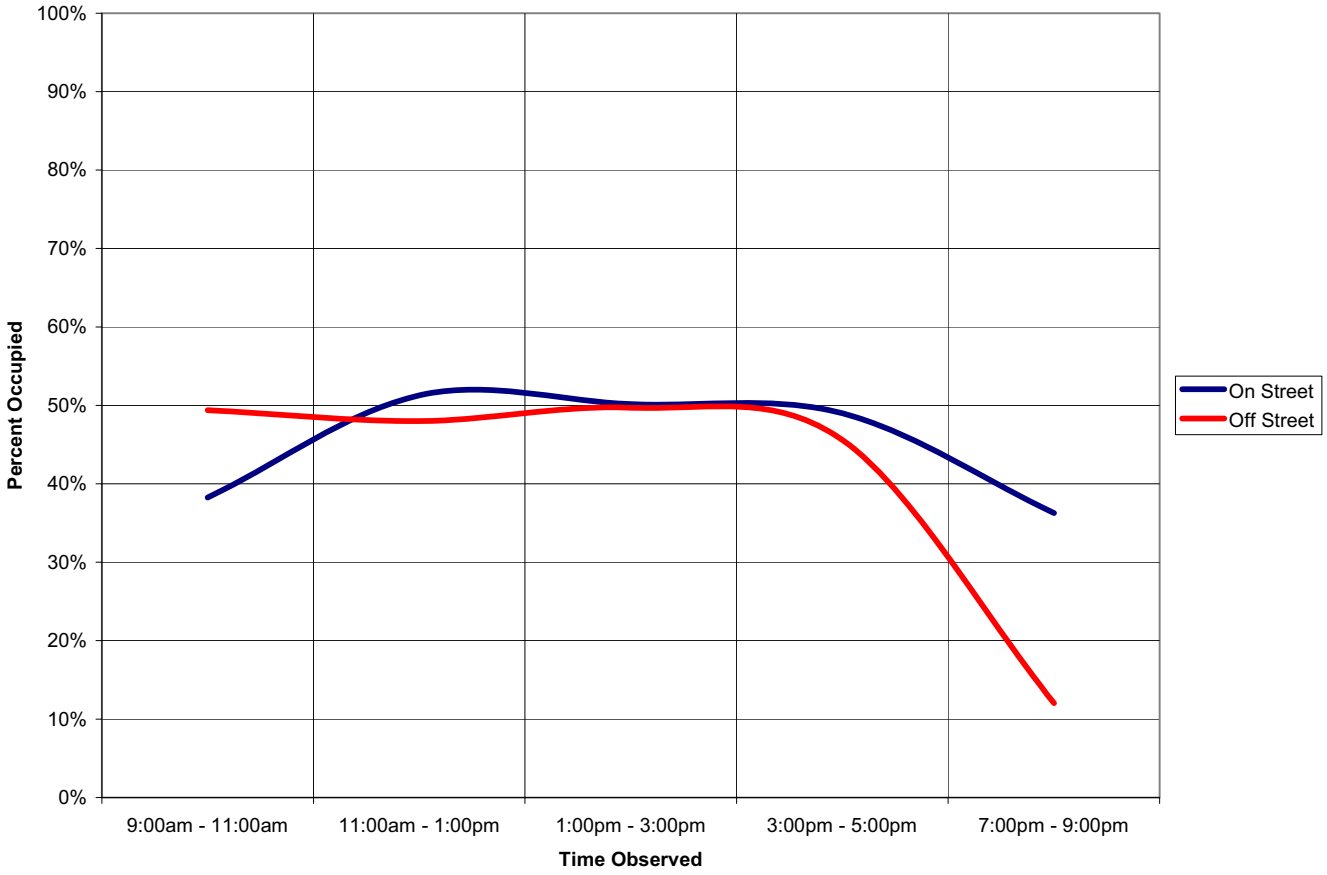


Exhibit 2Ea & 2Eb (on the following page) demonstrate the relationship between public and private parking in downtown Ocala (2Ea – November 5, 2008, 2Eb – January 28, 2009). Important here is that these exhibits demonstrate that public parking has slightly less overall occupancy than private parking. Private parking is typically reserved for a specific group of users. Public parking may be exhibiting lower occupancies due to allocation, specifically; there is a need for additional long-term public parking opportunities for employees and customer/visitors.

Established best practices indicate that communities should endeavor to have 50 percent or greater public parking to take advantage of the increased occupancy offered by shared use potential. Public parking serves a greater amount of building space due to shared use than private parking. The benefit of public parking over private is primarily due to the location and exclusionary nature of private parking. The reduced amount of land and other valuable resources dedicated to parking is fiscally responsible on the part of the community, helps communities achieve walkability and sense of place, and supports greater sustainability from an environmental perspective.

Exhibit 2Ea – Public versus Private Parking (Thursday, November 5, 2009)

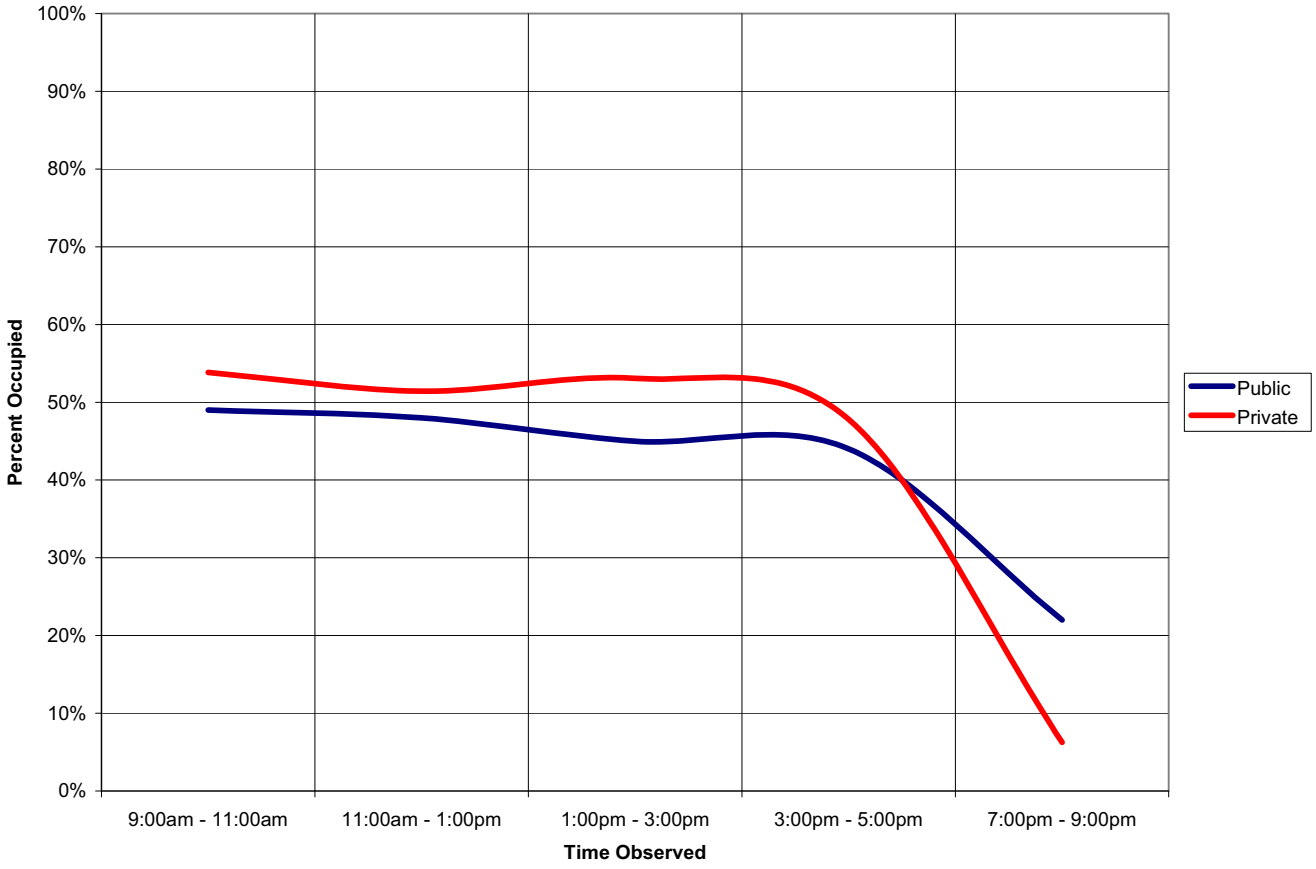


Exhibit 2Eb – Public versus Private Parking (Thursday, January 28, 2010)

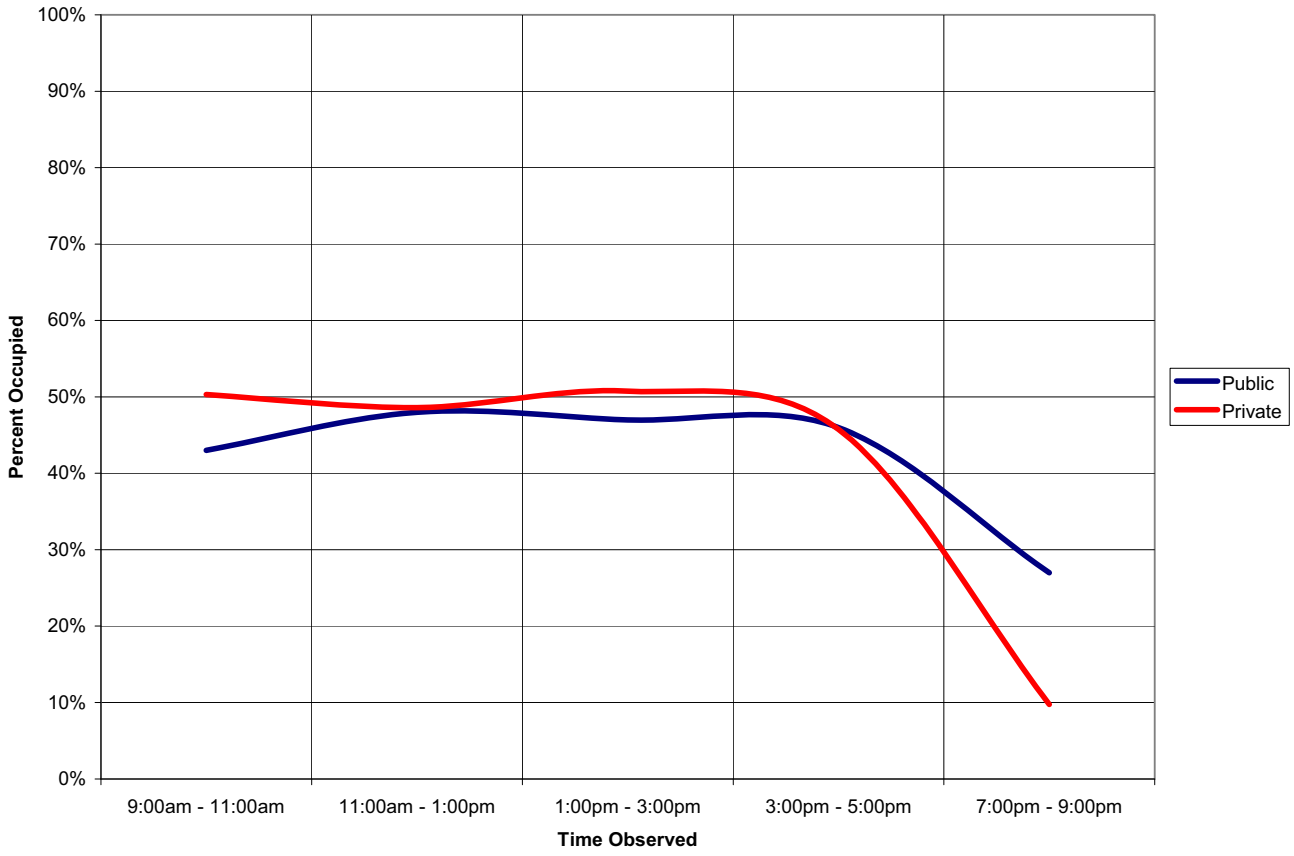


Exhibit 2Fa & 2Fb (next pages) demonstrate the relationship between long-term and short-term parking in the downtown area (2Fa – November 5, 2009, 2Fb – January 28, 2010). Notably the long-term parking exhibits higher occupancies than the short-term parking, particularly in the November observation. This is due in part to the pricing structure that the City uses to encourage individuals to use the long-term on-street parking.

Parking in the downtown PEZ has a higher occupancy than peripheral parking. Much of the short-term on-street parking in the PEZ in fact was observed to be at or near 100 percent occupied, while periphery (remainder of the study area) parking occupancies were low. Again, the observation here is that changing parking allocation and revising some parking pricing will help address the pocket area that needs more long-term parking opportunities.

Overall the parking in Ocala is within an acceptable occupancy range below 85 percent in most cases. Occupancies that peaked above 85 percent occurred mostly in long-term parking locations. In some instances, customer/visitor parking near the square is effectively full at 85 percent occupancy (due to the perception issues associated with transient parking; most customers/visitors perceive parking areas to be full at 85 percent or higher occupancy).

Conversely, customer/visitor parking should be adequate enough to allow for reasonably close parking to their destination. Occupancies over 85 percent can begin to impact parking location choices. Employee parking occupancies can be higher as employees and others more familiar with a downtown area are generally more willing to seek available parking further from their destination and are more willing to seek parking in areas that have average occupancies in excess of 85 percent.

Exhibit 2Fa – Long versus Short-Term Parking Occupancy (Thursday, November 5, 2009)

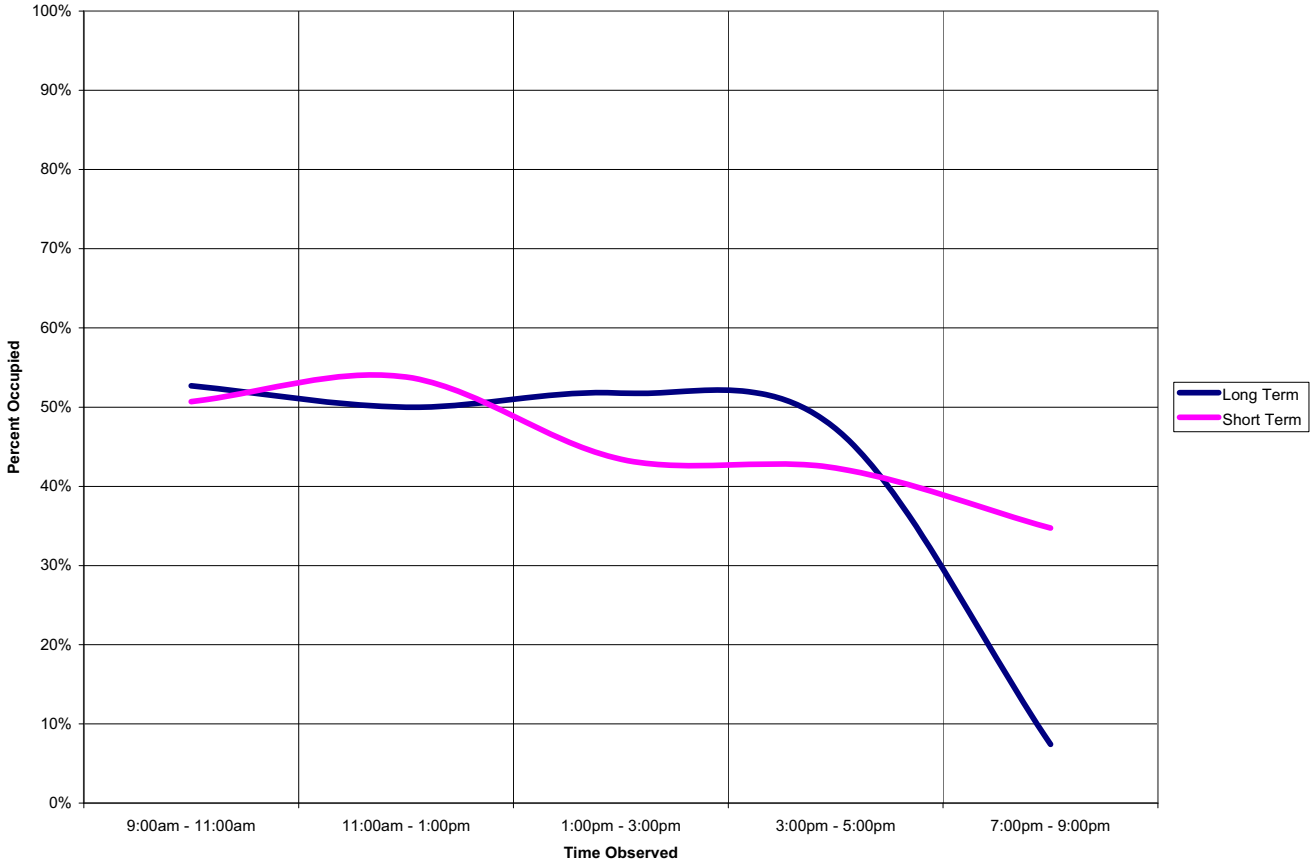
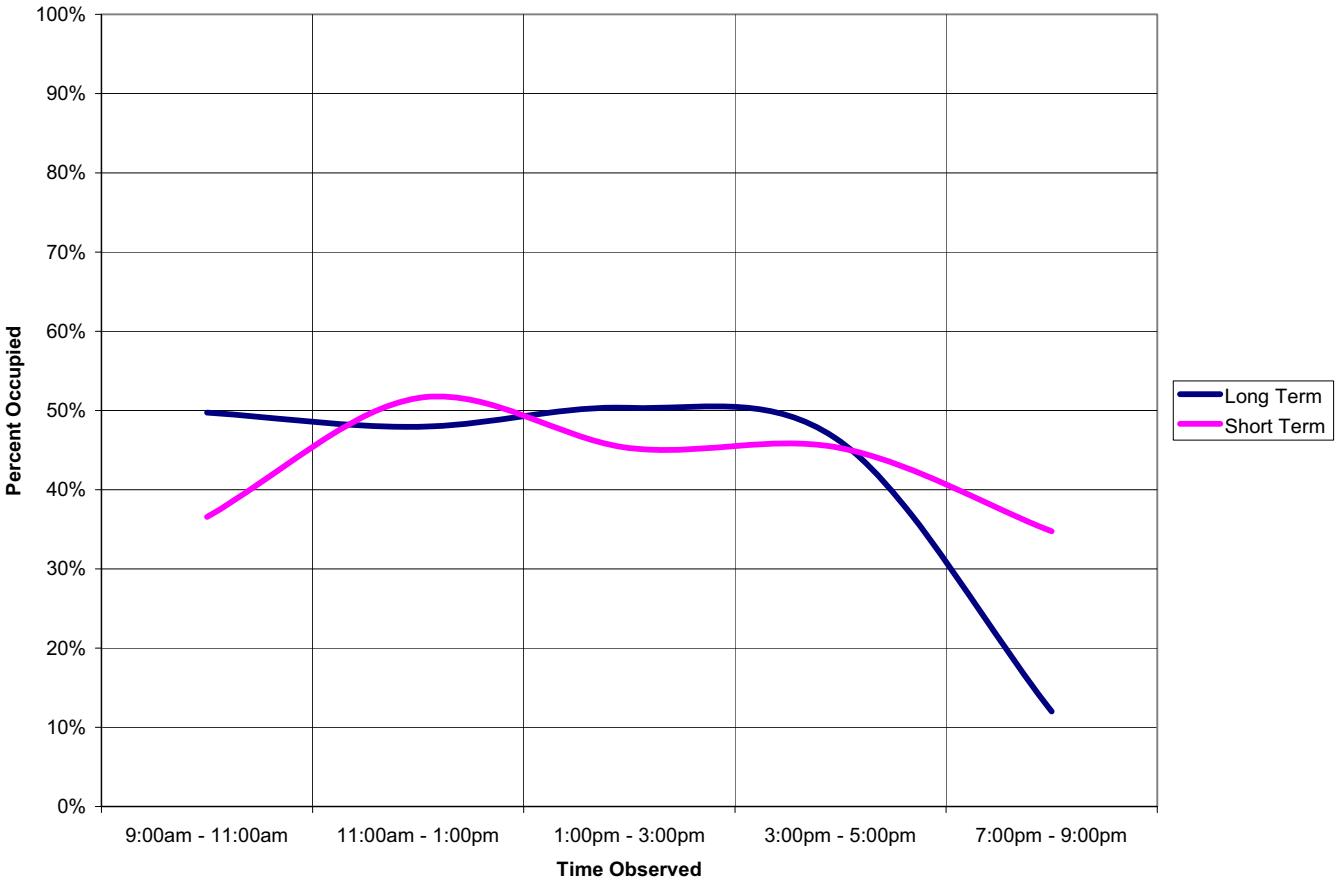


Exhibit 2Fb – Long versus Short-Term Parking Occupancy (Thursday, January 28, 2010)



2.4 Parking Demand Calculation

Analyses were performed to determine the current and future parking demands and needs for the study area. The data collected and compiled by Rich and Associates to calculate the parking demand included:

- An inventory of the study area's on-street and off-street parking supplies.
- Two turnover and occupancy studies of public and private on-street and off-street parking areas.
- Block-by-block analysis of the square footage and use of every building in the study area.

The assumptions used for the parking demand calculations are as follows:

Assumption 1: It was assumed that parking demand per block was dependent on the gross floor area of each type of land use contained in the block. Demand computed for one block was not affected by the amount of gross floor area by land use available on surrounding blocks. Therefore, a block with surplus parking supply is not used to offset parking deficits on adjacent blocks.

Assumption 2: The parking demand calculations were derived under the assumption that currently occupied properties would remain occupied at existing, or higher than existing levels, into the future. It also assumed that the land use would not change unless identified specifically by the City or PAB.

Assumption 3: The calculated parking demand does not consider the price or availability of the parking on the block.

The parking demand for each block is projected based on land use and parking generation ratios for each of those land uses. These ratios are assigned according to the type of land use present in the buildings. The parking generation ratios were established from experience in other communities, examination of industry standard parking requirements, field observations in Ocala (turnover and occupancy studies) and from surveys distributed in the study area to managers, business owners and employees.

The parking generation ratios for each land use type includes an estimate of the parking needs for employees and patrons for that particular land use. The overall effect is that each classification of someone coming downtown, whether an employee, business owner, customer/visitor or resident is accounted for in the parking generation ratios for Ocala.

Table 2G, below, illustrates the specific parking generation ratios used for determining parking need during the daytime for the summer and winter season in Ocala. The parking generation ratios used for the analysis (From Study, column 1) are compared with ITE standards as well as Ocala Zoning to demonstrate how parking ratios can vary (Ocala has a PEZ within the downtown area, therefore the parking generation factors shown are for areas outside the PEZ).

Table 2G: Parking Generation Ratio Comparison

Land Use	From Study (1)	City of Ocala Zoning (2)	ITE (3)
Office	2.28	For all uses outside	2.79
Retail	1.88	Parking Exempt Zone	2.27
Service	1.40	Over 5,000-	4.17
Government	2.75	25,000 = 1	4.15
Restaurant	4.75	25,001-	15.40
Residential (per unit)	0.65	60,000 = 2	1.75
Mixed	1.98	60,001-	3.25
Hotel/Motel (per room)	0.64	120,000 = 3	1.10
Community	0.55	120,001-	3.83
Theater	0.37	200,000 = 4	0.38 varies
Bar	2.00	200,001-	12.49
Post Office	1.75	290,000 = 5	33.00
Fraternal/Banquet	2.00	Each 90,000	3.00 varies
Medical	3.10	Over 290,000=	3.53
Light Industry/Warehouse	0.36	1	0.41

(Note: per 1000 s.f. of gross floor area, unless otherwise noted)
(1) Source: Rich and Associates Fieldwork & Surveys, fall 2009 & winter 2010
(2) Source: Institute of Transportation Engineers Parking Generation Manual, 3rd ed., 2004

2.4.1 Current Parking Demand

The following are issues that are considered when determining the number of parking spaces needed:

- Building size, purpose and special use conditions.
- Employment characteristics of the downtown.
- Alternative modes of transportation, which include: availability, use, convenience and policy impacts.
- Proportion of the downtown trips that are multiple-use or linked. This refers to someone coming downtown and parking once but visiting multiple businesses.
- Vehicle traffic.

The parking generation ratios developed for each land use reflect the peak daytime and evening conditions. This correlates with the observed needs within the downtown. Overall, parking is elastic in economic terms. The same factors that impact automobile use, such as fuel price, will also impact parking demand. Individuals will typically seek out more efficient means of transportation when faced with rising fuel prices and make greater use of linked trips, car pooling or transportation alternatives available. This factor adds to the importance of public ownership of parking as an aid in planning and urban design initiatives that facilitate activities such as walking or bicycle use.

The gross square footage of individual buildings was collected and then sorted by land use categories (**Table 2H**, on the following page). Information used to determine building inventories, uses and occupancy were obtained from the City of Ocala, from aerial photos and from field observation by consultant staff. The different land uses for each block are in general multiplied by a parking generation ratio of parking spaces required per 1,000 square feet.

The resulting number of parking spaces demanded is deducted from the available current parking supply on each block and a surplus or deficit of parking for each block is then calculated. Current parking supply was derived from an inventory of existing parking, public and private, gathered in the fall of 2009 by Rich and Associates staff.

Summary tables for the different scenarios are located in **Table 2I** and illustrated in **Maps 5, 5A, 6, 6A, 7 and 7A**. Future parking demand was derived from known and potential new developments, vacant space infill and an examination of potential build-out based on information provided by the City.

The results revealed that there is a surplus of parking overall in the study area of approximately 1,749 parking stalls. However, if we look solely at the PEZ there is a shortage of +/- 262 parking stalls. The PEZ shortfall is verified by the high observed occupancies within the area that illustrate high utilization of the on and off street parking.

Table 2H – Existing Building Inventory (Blocks 1-55)

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Block	Office	Retail	Mixed	Service	Medical	Commu-	Theater	Bar	FBL	Restau-	Motel	Post	Govern-	Ind/Ware	County	Vacant
Day-						nity				rant		Office	ment		Courts	
Time	2.28	1.88	1.98	1.40	3.10	0.55	0.37	2.00	2.00	4.75	0.64	1.75	2.67	0.36	2.11	1.98
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0	0	5,623	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	23,337	0	0
6	0	0	0	0	0	0	0	0	0	0	0	0	0	15,194	0	0
7	2,056	0	0	0	0	0	0	0	0	0	0	0	0	25,152	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	22,346	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	7,276	0	0	0	615	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	138,940	0	0
12	437	0	0	1,370	0	0	0	0	0	0	0	0	0	0	0	39,999
13	0	0	0	0	0	0	0	0	0	0	0	0	0	31,894	0	23,192
14	0	0	0	0	0	2,572	0	1,807	0	0	0	0	0	3,125	0	2,094
15	0	0	0	0	0	9,638	0	0	0	0	0	0	0	0	0	5,266
16	7,878	0	0	0	0	27,025	0	0	0	0	0	0	0	0	0	0
17	13,111	0	0	0	0	0	0	0	0	0	0	0	0	180	0	0
18	25,034	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
19	14,099	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
20	0	0	0	0	0	0	0	0	0	0	0	0	51,094	0	0	0
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
23	18,677	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,055
24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22,109
25	1,280	0	0	0	0	0	0	0	0	0	0	0	0	45,870	0	0
26	6,819	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
27	33,635	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,626
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	0	0	12,662	0	0	0	0	0	0	0	0	0	0	0	0	44,467
30/31	0	0	0	0	0	0	0	0	0	0	0	0	0	0	398,661	72,600
32	2,856	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
33	0	0	0	15,124	0	0	0	0	0	0	0	0	0	0	0	0
34	17,701	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
35	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
36	75,398	0	0	0	0	0	0	0	0	9,344	0	0	0	0	0	0
37	46,652	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16,457
38	63,075	0	0	3,992	0	0	0	0	0	0	0	0	0	0	0	0
39	2,828	0	0	0	0	25,177	0	0	0	0	0	0	0	70,093	0	0
40	0	0	0	0	0	11,958	0	0	0	0	0	0	0	0	0	0
41	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
42	0	24,528	0	0	0	7,551	0	3,086	0	19,035	0	0	0	0	0	4,481
43	2,494	0	0	8,168	0	0	0	0	0	0	0	0	0	0	0	0
44	3,668	0	1,696	0	0	0	0	0	0	0	0	0	0	0	0	18,464
45	0	0	0	1,713	0	0	0	0	0	0	0	0	0	0	0	5,411
46	0	0	0	900	0	0	0	0	0	0	0	0	0	14,358	0	0
47	0	0	0	0	0	13,810	0	0	0	0	0	0	0	0	0	4,754
48	1,778	18,334	0	0	0	0	0	0	0	9,685	0	0	0	0	0	0
49	1,944	0	15,955	3,680	0	0	16,767	0	0	11,766	0	0	0	0	0	0
50	34,266	21,854	0	0	0	4,320	0	0	0	23,531	0	0	0	0	0	0
51	30,894	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
52	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	32,953
53	0	0	0	0	0	0	0	0	0	0	0	0	31,493	0	0	0
54	15,735	0	0	0	0	0	0	0	0	4,836	0	0	0	0	0	5,655
55	0	0	13,838	0	0	0	0	0	0	0	0	0	0	0	0	0

Table 2H (con't) – Existing Building Inventory (Blocks 56-97)

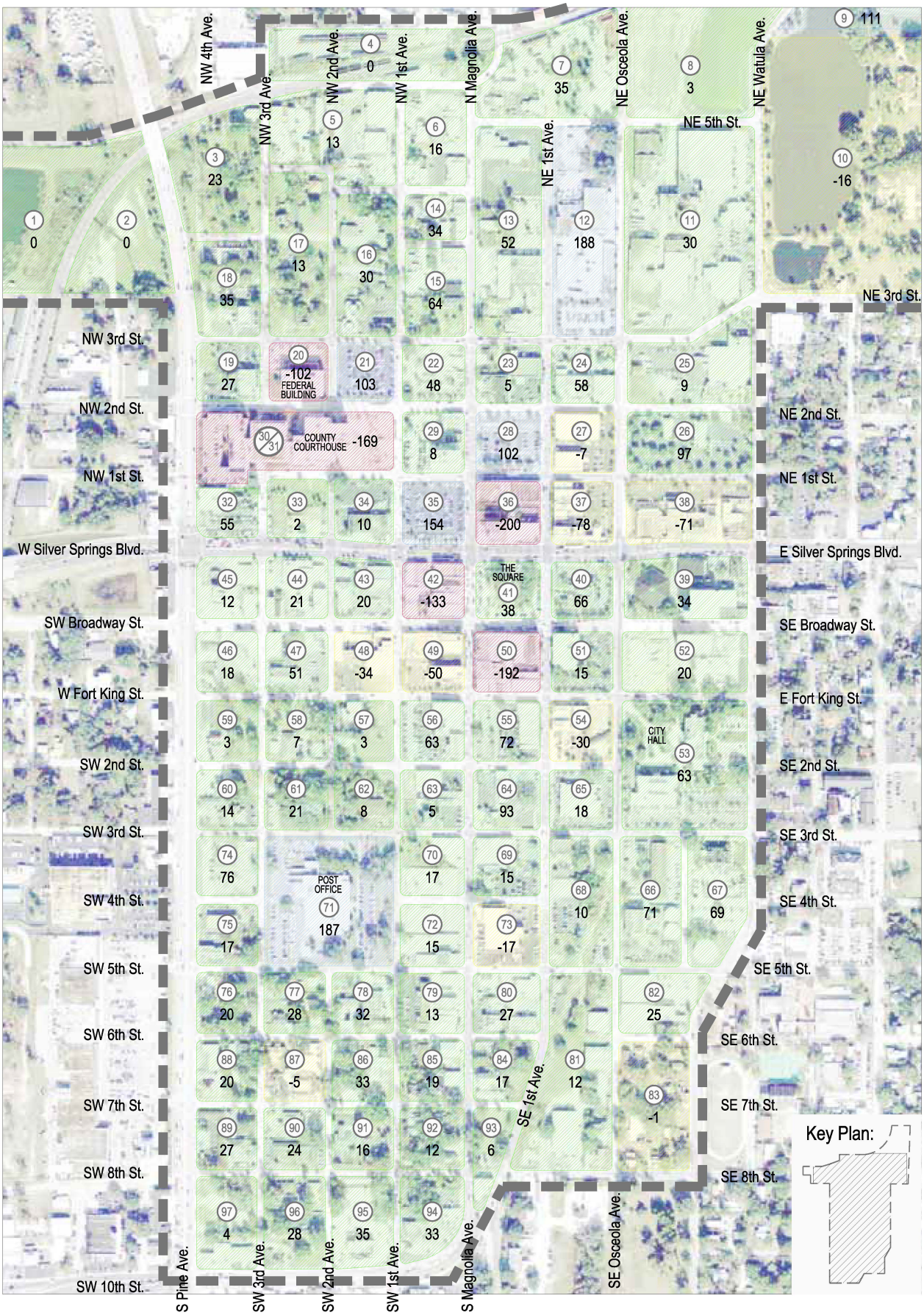
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Block Day-Time	Office	Retail	Mixed	Service	Medical	Commu-nity	Theater	Bar	FBL	Restau-rant	Motel	Post Office	Govern-ment	Ind/Ware	County Courts	Vacant
	2.28	1.88	1.98	1.40	3.10	0.55	0.37	2.00	2.00	4.75	0.64	1.75	2.67	0.36	2.11	1.98
56	12,334	0	0	1,755	0	14,955	0	0	0	0	0	0	0	0	0	0
57	7,771	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
58	4,750	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
59	0	0	0	0	0	0	0	0	0	2,355	0	0	0	0	0	0
60	0	0	0	3,112	0	0	0	0	0	3,196	5,090	0	0	0	0	0
61	6,924	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
62	6,664	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
63	9,145	0	0	3,605	0	3,906	0	0	0	0	0	0	0	0	0	0
64	0	0	0	1,179	5,152	0	0	0	0	0	0	0	0	0	0	0
65	0	0	0	0	0	0	0	0	0	0	0	0	17,648	0	0	0
66	0	0	0	0	0	75,748	0	0	0	0	0	0	0	0	0	0
67	0	0	0	0	0	0	0	0	0	0	0	0	8,800	0	0	0
68	10,505	0	1,944	10,104	0	0	0	0	0	0	0	0	0	0	0	0
69	9,087	0	0	7,758	0	0	0	0	0	0	0	0	0	0	0	0
70	0	0	0	7,110	0	0	0	0	0	0	0	0	0	0	0	0
71	0	0	0	0	0	0	0	0	0	0	0	41,623	0	0	0	0
72	0	0	0	7,503	0	0	0	0	0	0	0	0	0	0	0	0
73	0	0	0	22,161	0	0	0	0	0	0	0	0	0	0	0	0
74	0	0	0	0	0	0	0	0	0	0	0	0	0	4,845	0	0
75	4,412	0	0	5,550	0	0	0	0	0	0	0	0	0	0	0	0
76	0	0	0	4,977	1,000	0	0	0	0	0	0	0	0	0	0	0
77	0	0	0	1,575	0	0	0	0	0	0	0	0	0	0	0	0
78	0	0	0	6,712	0	0	0	0	0	0	0	0	0	0	0	0
79	0	5,691	8,184	9,030	0	0	0	0	0	0	0	0	0	0	0	0
80	0	19,201	0	0	0	0	0	0	0	0	0	0	0	1,860	0	0
81	4,706	0	0	7,220	1,198	0	0	0	0	0	0	0	0	21,367	0	1,800
82	0	0	0	0	0	0	0	0	0	0	0	0	0	32,088	0	0
83	1,266	1,835	0	1,996	0	0	0	0	0	0	0	0	0	4,419	0	0
84	1,136	0	0	0	0	8,164	0	0	0	0	0	0	0	3,832	0	0
85	3,200	0	0	0	0	0	0	0	0	0	0	0	0	9,018	0	0
86	0	0	0	0	0	0	0	0	0	0	0	0	2,141	0	0	5,721
87	0	0	0	18,505	0	0	0	0	0	0	0	0	0	0	0	0
88	2,631	0	0	0	0	0	0	0	0	2,264	0	0	0	0	0	4,152
89	4,998	0	0	1,200	0	0	0	0	0	0	8,617	0	0	0	0	0
90	0	0	0	7,562	0	0	0	0	0	0	0	0	0	0	0	0
91	6,058	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
92	3,642	0	0	1,400	2,557	0	0	0	0	0	0	0	0	0	0	0
93	3,100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
94	0	0	7,709	0	2,990	0	0	0	0	0	0	0	0	0	0	3,727
95	14,651	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
96	14,528	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
97	0	0	0	4,397	0	0	0	0	0	0	0	0	0	0	0	4,698
Sum	553,823	91,443	61,988	169,358	12,897	227,170	16,767	4,893	7,276	86,012	13,707	41,623	111,791	451,195	398,661	323,681

Table 2I – Parking Surplus/Deficit Calculation Worksheet (Blocks 1-55)

Block Day-Time	Demand (current)	Future Adjust.	5 yr. Peak Demand	10 yr. Peak Demand	Parking Supply	Surplus/ Deficit (current)	Surplus/ Deficit (5 yrs)	Surplus/ Deficit (10 yrs)
1	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0
3	2	0	2	2	25	23	23	23
4	0	0	0	0	0	0	0	0
5	8	0	8	8	21	13	13	13
6	5	0	5	5	21	16	16	16
7	14	0	14	14	49	35	35	35
8	0	0	0	0	3	3	3	3
9	12	0	12	12	123	111	111	111
10	16	0	16	16	0	-16	-16	-16
11	50	0	50	50	80	30	30	30
12	3	79	19	35	191	188	172	156
13	11	46	21	30	63	52	42	33
14	6	4	7	8	40	34	33	32
15	5	10	7	9	69	64	62	60
16	33	0	33	33	63	30	30	30
17	30	0	30	30	43	13	13	13
18	57	0	57	57	92	35	35	35
19	32	0	32	32	59	27	27	27
20	136	0	136	136	34	-102	-102	-102
21	0	0	0	0	103	103	103	103
22	0	0	0	0	48	48	48	48
23	43	6	44	45	48	5	4	3
24	0	44	9	18	58	58	49	40
25	19	0	19	19	28	9	9	9
26	16	0	16	16	113	97	97	97
27	77	5	78	79	70	-7	-8	-9
28	0	0	0	0	102	102	102	102
29	25	88	43	60	33	8	-10	-27
30/31	841	144	870	899	672	-169	-198	-227
32	7	0	7	7	62	55	55	55
33	21	0	21	21	23	2	2	2
34	40	0	40	40	50	10	10	10
35	0	0	0	0	154	154	154	154
36	216	0	216	216	16	-200	-200	-200
37	106	33	113	119	28	-78	-85	-91
38	149	0	149	149	78	-71	-71	-71
39	46	0	46	46	80	34	34	34
40	7	0	107	107	73	66	-34	-34
41	0	0	0	0	38	38	38	38
42	147	9	149	150	14	-133	-135	-136
43	17	0	17	17	37	20	20	20
44	12	37	19	26	33	21	14	7
45	2	11	5	7	14	12	9	7
46	6	0	6	6	24	18	18	18
47	8	9	9	11	59	51	50	48
48	85	0	85	85	51	-34	-34	-34
49	103	0	103	103	53	-50	-50	-50
50	233	0	233	233	41	-192	-192	-192
51	70	0	70	70	85	15	15	15
52	0	65	13	26	20	20	7	-6
53	84	0	84	84	147	63	63	63
54	59	11	61	63	29	-30	-32	-34
55	27	0	27	27	99	72	72	72

Table 2l (con't) – Parking Surplus/Deficit Calculation Worksheet (Blocks 56-97)

Block Day-Time	Demand (current)	Future Adjust.	5 yr. Peak Demand	10 yr. Peak Demand	Parking Supply	Surplus/ Deficit (current)	Surplus/ Deficit (5 yrs)	Surplus/ Deficit (10 yrs)
56	39	0	39	39	102	63	63	63
57	18	0	18	18	21	3	3	3
58	11	0	11	11	18	7	7	7
59	11	0	11	11	14	3	3	3
60	23	0	23	23	37	14	14	14
61	16	0	16	16	37	21	21	21
62	15	0	15	15	23	8	8	8
63	28	0	28	28	33	5	5	5
64	18	0	18	18	111	93	93	93
65	47	0	47	47	65	18	18	18
66	42	0	42	42	113	71	71	71
67	23	0	23	23	92	69	69	69
68	42	0	42	42	52	10	10	10
69	32	0	32	32	47	15	15	15
70	10	0	10	10	27	17	17	17
71	73	0	73	73	260	187	187	187
72	11	0	11	11	26	15	15	15
73	31	0	31	31	14	-17	-17	-17
74	2	0	2	2	78	76	76	76
75	18	0	18	18	35	17	17	17
76	10	0	10	10	30	20	20	20
77	2	0	2	2	30	28	28	28
78	9	0	9	9	41	32	32	32
79	40	0	40	40	53	13	13	13
80	37	0	37	37	64	27	27	27
81	32	4	33	34	44	12	11	10
82	12	0	12	12	37	25	25	25
83	11	0	11	11	10	-1	-1	-1
84	8	0	8	8	25	17	17	17
85	11	0	11	11	30	19	19	19
86	6	11	8	10	39	33	31	29
87	26	0	26	26	21	-5	-5	-5
88	17	8	18	20	37	20	19	17
89	19	0	19	19	46	27	27	27
90	11	0	11	11	35	24	24	24
91	14	0	14	14	30	16	16	16
92	18	0	18	18	30	12	12	12
93	7	0	7	7	13	6	6	6
94	25	7	26	27	58	33	32	31
95	33	0	33	33	68	35	35	35
96	33	0	33	33	61	28	28	28
97	6	9	8	10	10	4	2	0
Sum	3,782	641	4,010	4,139	5,576	1,794	1,566	1,437



PARKING STUDY FOR THE CITY OF OCALA

OCALA, FLORIDA

LEGEND:

BLOCK NUMBER

STUDY AREA

Parking Consultants Architects Engineers Planners

RICH & ASSOCIATES

SURPLUS / DEFICIT AMOUNT

- -100 +
- -99 through -1
- 0 through 99
- +100

File No	1006
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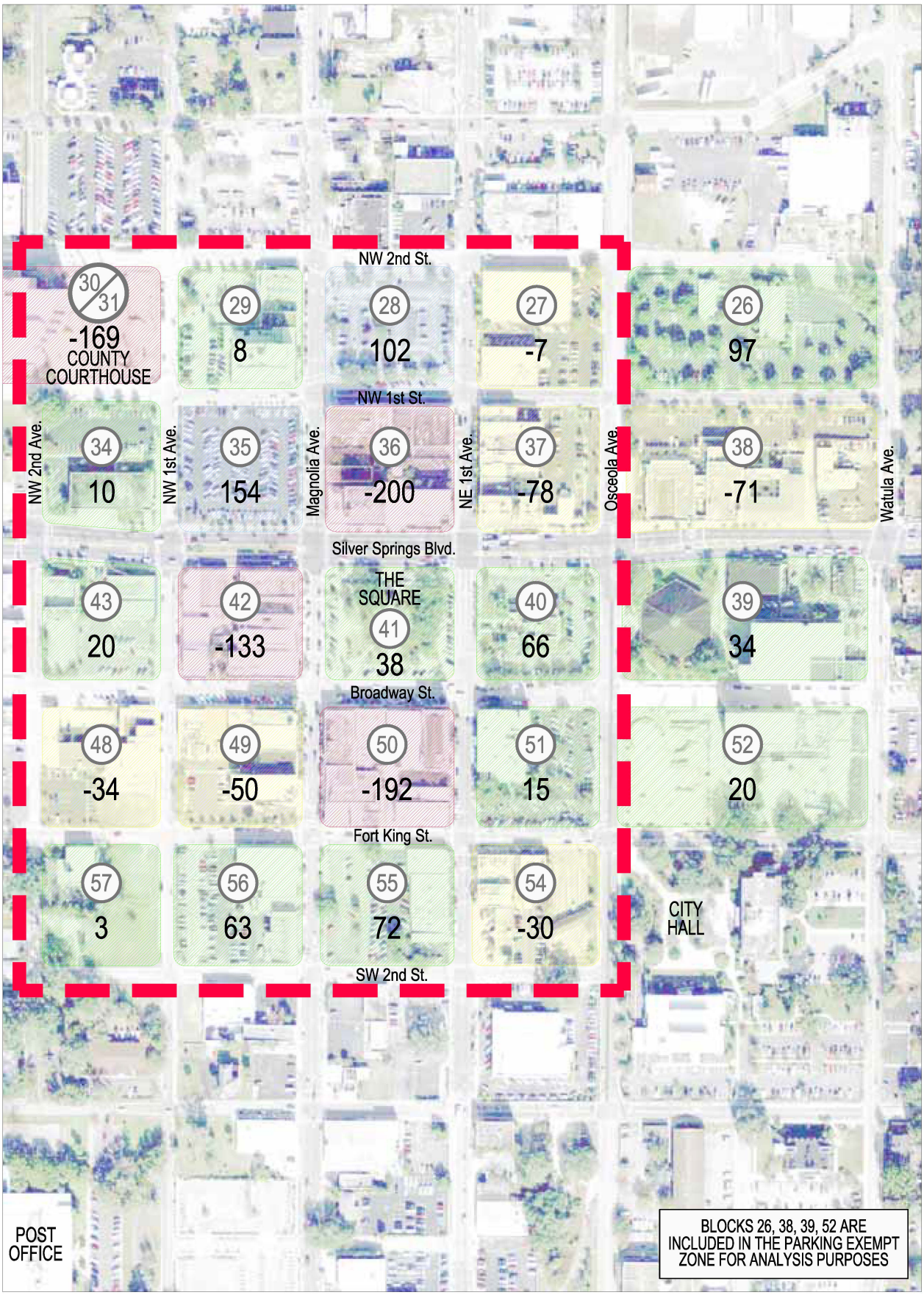
Sheet Title:

SURPLUS / DEFICIT (CURRENT)

MAP Number:

MAP 5



PARKING STUDY
FOR
THE CITY OF OCALA
OCALA, FLORIDA

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-99 through -1
0 through 99
+100

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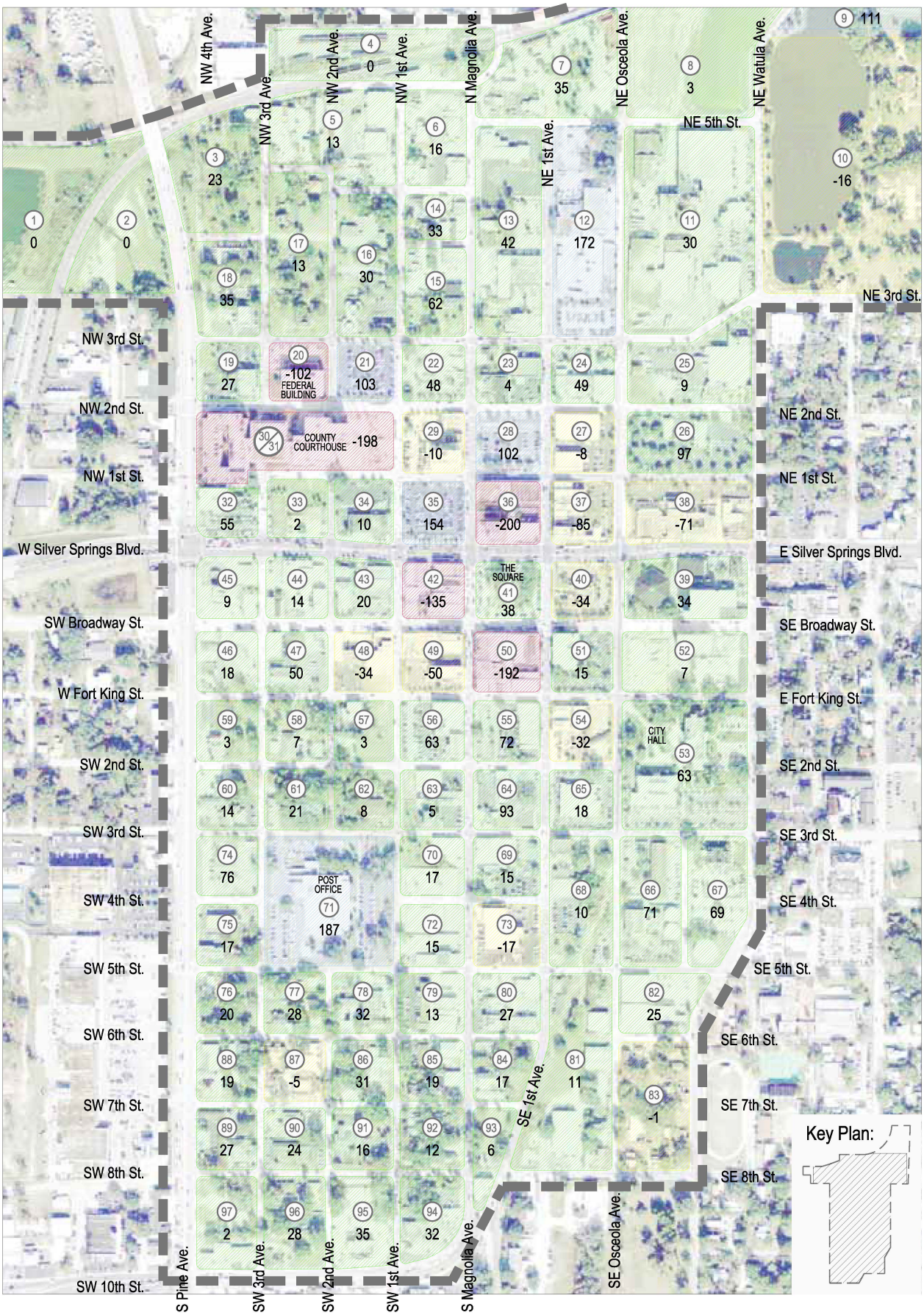
SURPLUS / DEFICIT (CURRENT) (PARKING EXEMPT ZONE)

MAP Number:
MAP 5A



PARKING STUDY FOR THE CITY OF OCALA

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- +100

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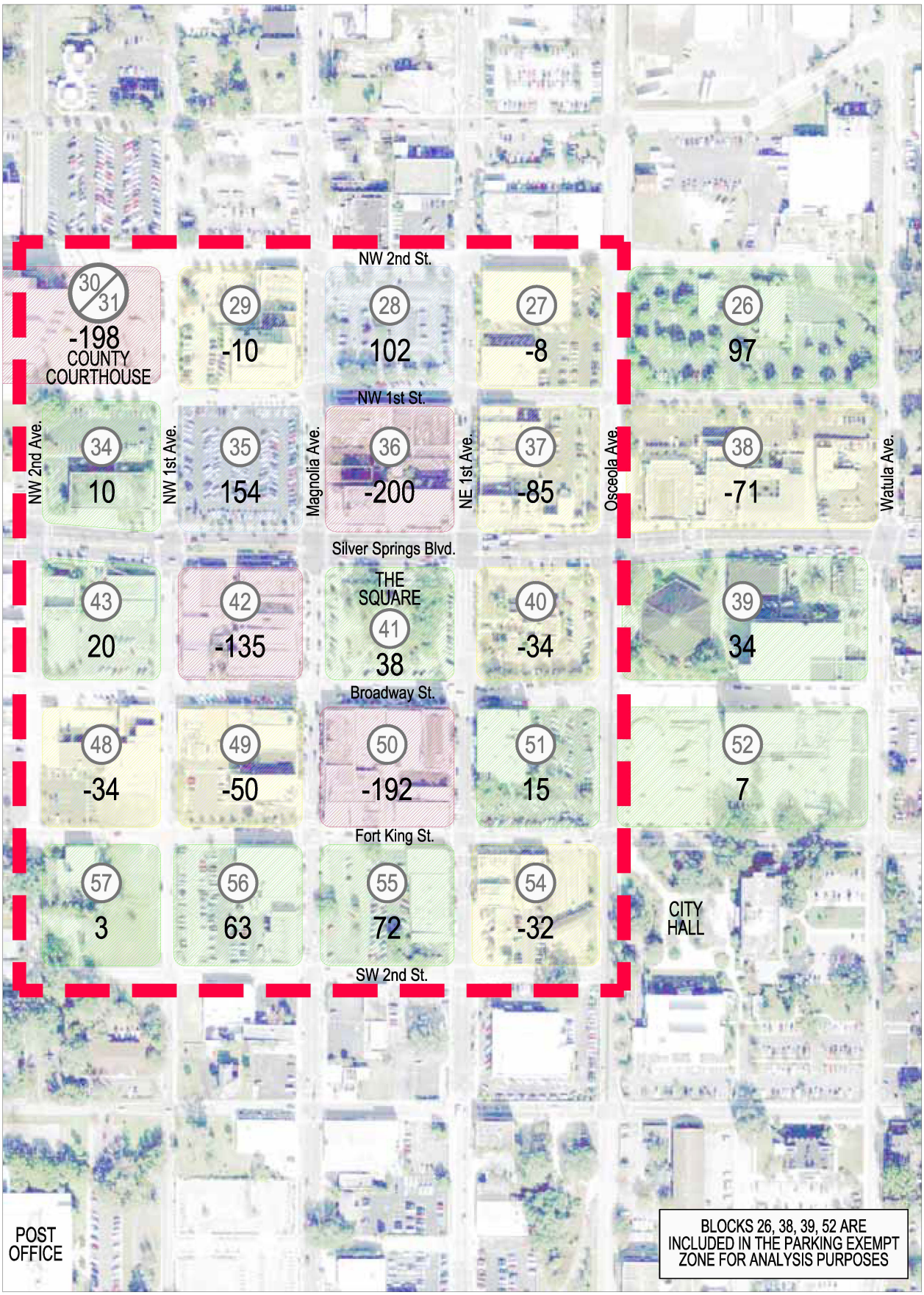
Sheet Title:

SURPLUS / DEFICIT (5 YEARS)

MAP Number:

MAP 6



PARKING STUDY
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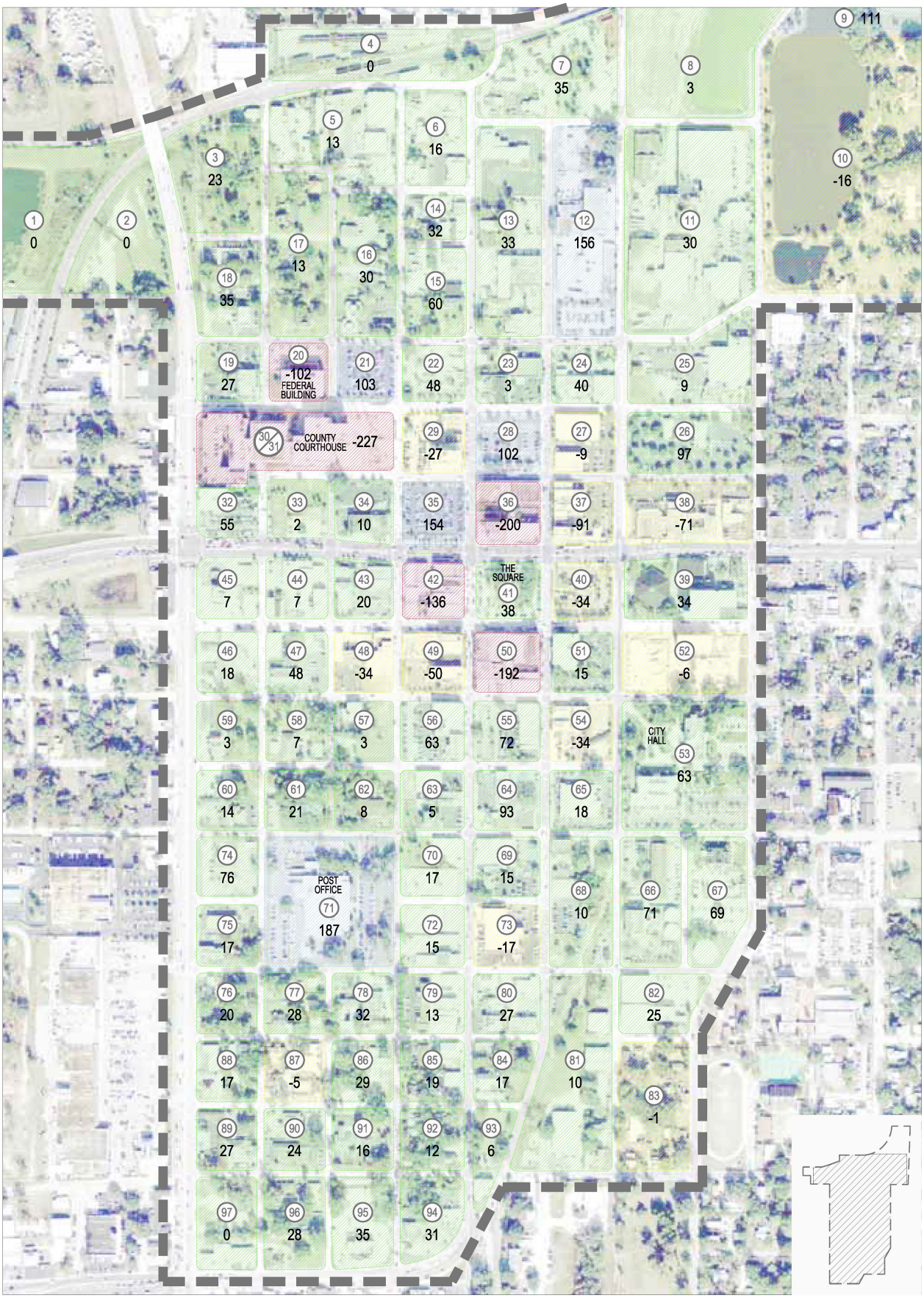
Sheet Title:
SURPLUS / DEFICIT
(5 YEARS)
(PARKING EXEMPT ZONE)

MAP Number:
MAP 6A



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OCALA, FLORIDA

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SURPLUS / DEFICIT AMOUNT

- -100 +
- -99 through -1
- 0 through 99
- +100

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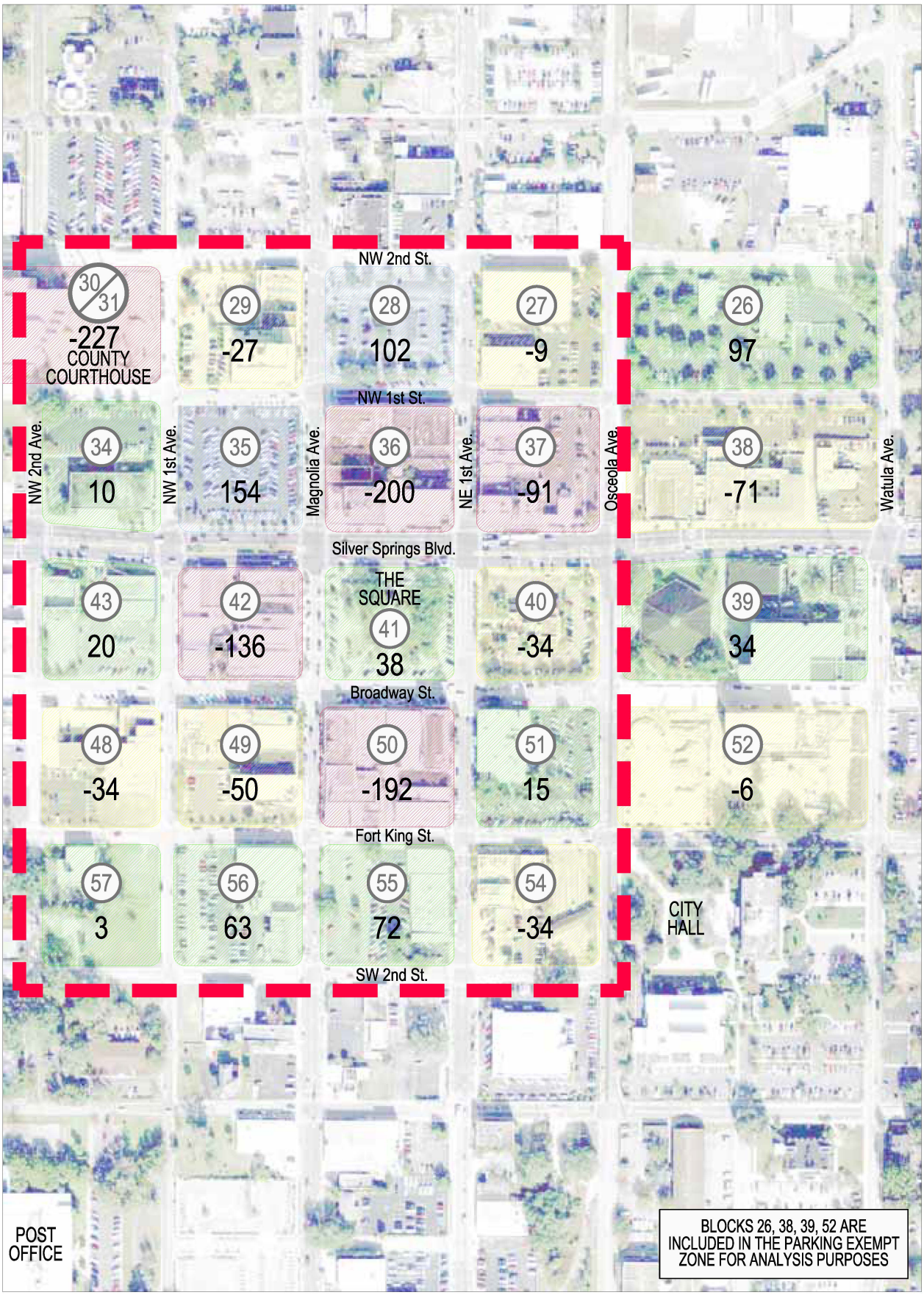
Sheet Title:

SURPLUS / DEFICIT (10 YEARS)

MAP Number:

MAP 7



PARKING STUDY
FOR
THE CITY OF OCALA
OCALA, FLORIDA

LEGEND:
BLOCK NUMBER
PARKING EXEMPT ZONE

Parking Consultants Architects Engineers Planners
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SURPLUS / DEFICIT AMOUNT
-100 +
-99 through -1
0 through 99
+100

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Sheet Title:
SURPLUS / DEFICIT
(10 YEARS)
(PARKING EXEMPT ZONE)

MAP Number:
MAP 7A

2.4.2 Future Parking Demand

The projected current parking demand in the study area is for 3,782 parking stalls. In five years, the parking demand is projected to grow to 4,010 parking stalls and in ten years to 4,139 parking stalls. Future parking demand was derived from information provided by the City which included proposed and potential developments for the downtown area including scenarios presented in the Ocala Downtown Master Plan.

In addition to planned proposed projects, the future parking needs also took in to consideration re-occupancy of vacant space. Estimating re-occupancy of vacant space is difficult as historical trends are speculative at best during times of economic fluctuations. The 20 percent in five years and 40 percent in ten years was selected as a conservative estimate to help to calculate potential future parking demand needs. We assumed the following:

- In the next five years 20 percent of the total vacant space 323,681s.f. or 64,736 s.f. would be reoccupied with mixed use. Using a mixed use parking generation ratio (1.98 parking stalls per 1,000 s.f.) the net increase in parking demand is projected to be 128 parking stalls in five years.

- By year 10 we assumed that 40 percent of the vacant space would be occupied which adds another 128 spaces to the parking demand.

2.4.3 Parking Exempt Zone Demand

In the current condition, the PEZ has a parking demand of 2,321 parking stalls and a supply of 2,059 spaces*(1)*. This leaves a parking deficit of +/- 262 parking stalls, see **Table 2J** and **Map 5B**. There is a significant difference between the surplus/deficit numbers in the entire study area verses the PEZ. The difference comes from the greater building density in the PEZ. The PEZ is where the majority of retail and restaurants are clustered. This is also the area in which the City by code provides all of the parking supply.

In five years the parking demand in the PEZ is projected to grow to 2,492 parking stalls and in ten years to 2,536 parking stalls. Future parking demand was determined from information provided by the City which included proposed and potential developments for the PEZ and the re-occupancy of vacant space.

The future condition includes the re-occupancy of 179,239 s.f.; 20 percent within five years (72 spaces needed) and 40 percent within 10 years (an additional 72 spaces needed).

---

(1) The Marion County parking structure is outside the PEZ, though it is technically connected to the Marion County Courts and is included in the supply for the PEZ.

Table 2J
Parking Exempt Zone
Parking Surplus/Deficit Calculation Worksheet

Block Day-Time	Demand (current)	Future Adjust.	5 yr. Peak Demand	10 yr. Peak Demand	Parking Supply	Surplus/ Deficit (current)	Surplus/ Deficit (5 yrs)	Surplus/ Deficit (10 yrs)
26	16	0	16	16	113	97	97	97
27	77	5	78	79	70	-7	-8	-9
28	0	0	0	0	102	102	102	102
29	25	88	43	60	33	8	-10	-27
30/31	841	144	870	899	672	-169	-198	-227
34	40	0	40	40	50	10	10	10
35	0	0	0	0	154	154	154	154
36	216	0	216	216	16	-200	-200	-200
37	106	33	113	119	28	-78	-85	-91
38	149	0	149	149	78	-71	-71	-71
39	46	0	46	46	80	34	34	34
40	7	0	107	107	73	66	-34	-34
41	0	0	0	0	38	38	38	38
42	147	9	149	150	14	-133	-135	-136
43	17	0	17	17	37	20	20	20
48	85	0	85	85	51	-34	-34	-34
49	103	0	103	103	53	-50	-50	-50
50	233	0	233	233	41	-192	-192	-192
51	70	0	70	70	85	15	15	15
52	0	65	13	26	20	20	7	-6
54	59	11	61	63	29	-30	-32	-34
55	27	0	27	27	99	72	72	72
56	39	0	39	39	102	63	63	63
57	18	0	18	18	21	3	3	3
Sum	2,321	355	2,492	2,563	2,059	-262	-433	-504

Section 3 – Public Input

Public input was solicited in the form of committee meetings, stakeholder & public meetings and community surveys. In total, over 250 individuals were consulted directly or had an opportunity to help formulate the Downtown Parking Plan through their survey input.

The committee and stakeholder meetings provided input and feedback at the initiation of the project to aid consulting staff in formulating a project approach. Later the committee aided by providing feedback and guidance with the recommendations formulated as part of the plan.

Discussions with community stakeholders at input meetings included details on projects or buildings and situations specific to where they worked, lived or had other commercial and social interactions. Often user friendly issues emerged in the stakeholder discussions, in particular the need for employee parking opportunities and the expansion of reserved parking areas were identified as weak points. Stakeholders also identified the need for willingness to try new ideas, pricing strategies and public/private partnerships to provide more public parking opportunities.

Other discussions that came out of the meetings included the need to address special needs with in the downtown for situations such as jury call days. Stakeholders also stressed the importance of preemptively planning for new developments in the downtown that are proposed to take place on currently vacant properties.

The final method employed for gaining input from the community included an on-line survey. The on-line survey was broken down into a business operator survey (parts one and two), an employee survey and a parking user survey. The survey response rate was as follows:

On-Line Parking Survey Results:

- *Business Operator: 10 Responded*
- *Employee: 34 Responded*
- *Parking User: 190 Responded*

The surveys included a series of questions pertaining to how individuals traveled, were they visited, how long they stayed. These questions, along with business specific questions on size of commercial area, number of employees, hours of operation and number of customers, helped the consultant staff determine the average amount of parking needed by various business types downtown.

Additional questions provided an opportunity for participants to offer an opinion on various aspects of the parking system. Questions ranged from fine amounts to overall parking adequacy. Results of the opinion based questions are located in the **Appendix** section of the Parking Study report.

Some key opinion findings from the surveys include:

- 97 percent of employees drive and park.
- 6 percent of employees indicated that they parked on-street and 38 percent indicated they parked in public parking lots.
- The majority of employees indicated that there was too little parking in the downtown area for employees and for customers/visitors.
- Over 50 percent of the employees indicated that they visited three or more other businesses in the downtown each week.
- The majority of business operators indicated that there was too little parking in the downtown area for employees and for customers/visitors.
- Business owners typically indicated that the parking was reasonably close to their place of business.
- 37.5 percent of business operators encourage their employees to use the public parking structures.
- Business owners strongly agreed that on-street parking should be metered.

Business operator survey comments (as submitted on the surveys):

- I understand that downtown areas were not originally planned for the parking needs that we currently have. That being said, there are lots that could be opened to customers rather than employees of certain businesses. There are also outlying lots that could be used if there were lighting and maybe lot attendants where people would feel safe parking. If there were trees with lights (and for shade during the day) I don't think anyone would mind walking a few blocks.
- Please - take action based on the feedback. We have done several surveys and meetings and all we ever seem to do is move the meters around. The City needs to make a commitment - if you do - the businesses will support it.
- I have lived and worked downtown Ocala for 60 years - everyone complains about it all the time. As a business owner for over 60 years in downtown Ocala a parking garage is a must!
- Quit wasting tax dollars to fund these 3rd party surveys. We all know there is a problem and it needs to be taken care of already.
- West and Southwest is unsafe with inadequate lighting.
- I have tried several times to purchase a parking spot at chamber building for my daytime employee most recently on 10/5/09 but have not received a return call. I can be reached at (phone number removed) after 11.00 A.M. My business charges by the hour to play pool. Since the parking meters were installed, my daytime business has dropped 40 percent. I am sure that some is de to the economy, however 90 percent of my daytime business is retired senior citizens whose income have not been affected. The two hour parking has seriously affected my daytime business to the point where I may have to close until five o'clock when there is no meters.

Employee survey comments (as submitted on the surveys):

- Customers shopping should not receive tickets nor should employees. parking should be free and closer to where we work
- 1. Adequate parking; confusing parking rules; receiving multiple parking tickets - these deter customers from coming downtown. 2. 2 hours is too short, by the time a customer has a meal at a downtown restaurant and shops in a few stores she has already had to move the car or get stressed out abut getting a ticket. We constantly have people come into our store but refuse to try on clothes because they know their time is up and they have to tend to their car.
- customers are unhappy about the 2 hour parking
- When my paid space is taken, fee is nominal - should be high for reserved purchase spaces. Volunteers booked for 3-4 hours 2 hour max is not conducive to business.
- Recommend "SPRINT" property be used for downtown parking garage.
- Just that we need more parking, especially when there are events going on.
- I think is terrible you have to pay for parking to go to work and pay for parking to visit a business it should be free parking if you drive to a square in another town like the villages that's not the case also the limit should be a longer time than2 hours
- I have lived here 10 years and there has never been adequate parking. More parking is always better.
- There should be more (free) parking garages so there would be less traffic since most of the drivers are usually lost trying to find parking spaces.
- I have lived in Ocala for 37 years and I can't ever think of a time when there has been adequate parking for downtown employees or patrons. Please Help!!!!
- Current judicial center parking is insufficient. This may be due to the current on-going construction. Additional parking needs to be made available in the future.
- I work at the Courthouse and utilize the parking garage.
- I feel the city would benefit form a parking garage adjacent to the downtown square.
- City of Ocala workers are usually taking up parking on the square and the functions held there are keeping customers for Downtown businesses from being able to park.

Parking user survey comments (as submitted on the surveys):

- I would frequent downtown businesses more often if parking and times limits were more adequate.
- You won't have much downtown business if you can't provide parking.
- Because I live equal distance from Ocala and Gainesville I can choose to go either way. I choose to come to Ocala because of the WONDERFUL service I get at Reflexions of You. I generally come into town once every 2 weeks. Because my neighborhood is fairly isolated and away from major shopping areas, I offer to pick things up for my neighbors. This usually results in my spending over $1,000 each and every trip into town. Reflexions of You has been easy to get to because of the parking that has traditionally been available at the Bank Building. I understand however that this will be ending, unfortunately so may my business. I can just as easily shop in Gainesville as I can in Ocala. The only thing I would really miss is the incredible staff at Reflexions. I would also miss the multiple opportunities Reflexions gives to me to contribute to Ocala and Marion County, through frequent fundraisers. I truly hope you will solve the parking problem quickly and conveniently.
- Build a parking garage similar to the courthouse and charge by the length of time. The person uses the parking spot - the sandpit would be a good location.
- For business to expand I feel parking needs to expand.
- I try to come downtown during the day either in off hours or early for lunch. Do not want to park across SS blvd (on north side) and cross SS blvd to Square area.
- I am 64 years old with health problems and find this sad. Please help us to enjoy your wonderful town.
- I only walk a short distance as I am semi-handicapped. I can not walk from a parking lot to my hairdresser or restaurants. If I can not park a reasonable distance from these or other shop I can go to the mall or SR200 shopping with adequate parking.
- Trying to support downtown businesses and restaurants . . . but no more. . . .I have told the owners I deal with I am taking my business from downtown. A $20.00 parking ticket for being 10 minutes over is not worth the aggravation I can do business anywhere else in town without this. . . . This City does not want business downtown. . . . So I vote with my dollars and my feet. . . So long downtown Ocala. . . You will get the picture. I have spoken to six friends in the last two days and they agree and are joining in so let's see what it looks like this time next year.
- I suggest a parking garage on the South side of the square or the West side. A great spot would be the old WMOP property. There is easy access to the east or west from there.
- It is very difficult to find parking with adequate time limits during the weekdays. When I go to my hair appointment, which usually takes over two hours, I find myself having to either move my car after the 2 hour time limit (if I can find a spot) or risk getting a ticket. The downtown area has grown and is much more appealing, but parking is an issue. A parking garage would greatly increase the ease of visiting businesses in this area.

- A secure, attended parking garage in the immediate downtown area would tend to make me visit the downtown area more than I do.
- It appears employees of downtown businesses are using valuable customer parking.
- The downtown area is getting more and more appealing, but there must be more parking so people will come the shops and restaurants.
- The lighting is horrible on the side streets. When there is a special event, sometimes a family has to park as far away as the S-curve on Magnolia. That's great when the events first start, but then you are forced to walk with the kids back down to the car in the dark and all alone. It can be VERY scary. I wish there was a parking garage with lights and security. I'd visit downtown a LOT more often if there was. Thank you for taking time to help improve downtown Ocala. It is a very special place to visit. God Bless.
- A parking garage on the Chamber of Commerce site makes sense to me.
- I have to work in the downtown area and there is NOT enough parking. The lot across from the Ocala National Bank Building is mostly empty although it is marked for reserved spaces. If no one is reserving the spaces, they need to make more space for general parking and for more than a 2 hour limit.
- A parking garage will bring more customers and business to the downtown area w/ easier accessibility for people.
- Opening parking lots to the public would solve the immediate problem. Eventually, a parking structure should be planned.
- It would be great if there were a way such as a pedestrian bridge / tunnel / tram / etc. to leverage the investment already made in (the seemingly under-utilized) courthouse parking lot.
- Stopped shopping down town because of parking problems and north side parking lot area was full of unsavory men - (bums).
- Re: Scant response to parking situation. Its possible many people did not know about the meeting. Also, the last time the consultants were hired to improve downtown, there were many suggestions, not much action. More parking is obviously needed. How about running the Marion Theater as a regular movie theater. That would be very well received.
- Has any thought been given to parking out of the business area and shuttle the people to the business area they are looking to visit?
- Low level garage and repaving / improvements to streets. Also make the sidewalks more appealing- they are narrow and makes storefronts less inviting.
- I feel that a downtown parking garage would be a huge benefit to the downtown businesses and a big convenience to the citizens who love to go shopping downtown and go to special events. I usually avoid the downtown area like the plague, not only due to the inconvenient parking, but the homeless on the square. I've had many female friends tell me they won't even get near downtown after dusk, due to them not feeling safe to walk to and from their vehicle. Gainesville has a nice parking garage in their downtown area, and I have always thought Ocala needed one.

- This is just a thought, why can't the courthouse parking garage be used after business hours for events like light up Ocala?
- A pedestrian bridge is a fantastic idea, probably the best I've heard in a long time. Also, using the old City Chamber lot & Sprint lot, at least temp. would make sense. They're just sitting there, not being used for anything.
- Parking in downtown is very much a hassle. I would love to come downtown to shop/eat more often but the parking situation makes it not worth it. Then add any kind of special event and it's ridiculous. This past Christmas was the perfect example of that. Drove around for a half hour trying to find a parking place. Finally left.
- We NEED a parking garage!
- Two suggestions for parking: I am not a big fan of parking garages but they have become a necessary evil so 1. Empty lot next to Phone Company, 2. Lot adjacent to Hwy 40 and Magnolia across the corner from the square. Both of these properties could be at least a 3-4 level parking garage (or more) and could be built attractively not to deter from looks of the downtown area. Many people I spoken with go to the downtown square to dine, shop or attend an event if parking were not a problem. The downtown area is an important part of Ocala's history and many City are finding ways to restore and rebuild their enter cities, let's be one of them.
- It is very stressful to try to find a parking space close to my hairdresser (Shari Wilson, Reflexions of You) and not be late for the appointment. Also, I do not feel safe walking in some areas.
- If an effort is made to increase the number of parking spaces, please do not do so by shrinking the space width. There are too many large trucks, mine included, in Ocala for this.
- I would like to see a parking garage in the vicinity of the Town Square. I would certainly come downtown more often if I knew I could find a convenient parking spot since I am in a wheelchair. When lunching, we eat early so finding a parking spot is somewhat easier than the noon rush. I note that the majority of diners at lunch walk from their offices instead of outsiders parking and then dining. I do not mind paying for a parking garage that would be suitable to the Square. Thanks for letting me get my 2 cents in. I like to support local businesses.
- I think the green area in front of City hall could be converted to a parking lot. The Guttmann lot could, also. I think public lots need better markings to identify them as such. I would go for free parking without limits, to encourage people to come and stay. right now, anyone coming downtown with 2 or more errands has to interrupt the trip to move the car or face getting a ticket
- There are a lot of struggling businesses. We don't need to add lack of parking to the problem
- Our City and its businesses have taken enough of a hit. We need to find any way we can to keep customers flowing into our businesses so we can drag ourselves out of the post apocalyptic TBW economy. We need to do all we can keep our small businesses afloat.

- We need sassily assessable parking for businesses located on FT. King St. King St., Broadway & around the square. The parking time limits needs to be at least 3-4 hours to allow people adequate time to utilize the services they have come into town to enjoy.
- The City of Ocala needs to get their act together and make the sand pit into a parking lot! It'll never be anything more than that - and no PARKING GARAGES ARE EVEN MORE DANGEROUS AND I WOULD NEVER EVER PARK IN ONE IN DOWNTOWN OCALA!!
- Parking garage would be a good idea as near to downtown as possible.
- The parallel parking is scary because the cars, trucks, and buses are going fast and they come so close to your car which makes it hard to see them when your trying to get out of your car. Surprised someone's door hasn't been taken off or someone hurt.
- PLEASE PLEASE take that useless former sandbox and MAKE A PARKING LOT! Free or metered; whatever. WE NEED MORE SPACES!!!! Thank you.
- Additional Parking and length of stay need to be addressed if you want patrons to frequent the downtown area. This is a must!
- I am grateful that you are looking into parking.
- Needs to be more parking available for small businesses in relative close proximity or they will lose their customer base.
- I have tried to find a parking space and gave up and went home without what I was shopping for. This is hurting the businesses in Ocala. Parking lots have signs on them saying cars will be towed, but no one parked in lot.
- Don't understand why there is metered parking around square and non-metered parking in front of the businesses...& they ticket you ($20) if you should have an expired meter around the square!
- The loss of the B of A bank parking is sad. If the vacant chamber lot can be used that's probably close enough for many folks. A parking garage on the parking lot across the street, west, of the MCA/Brick gallery, would be better. I don't mind walking a block or two in good weather if I feel my car is safe. I can't take my handicapped mother downtown because we have no idea where we might get stuck parking with so little public designated parking. The restaurant employees have used up a lot of the parking we used in the past from 3 pm into the evening. It has reduced the number of downtown trips we make. Business owner question should specify if it meant downtown. I assumed it did in this context otherwise I would have checked it. There's a strongly perceived downtown parking problem in this community.
- Keep it simple =, Use the sandlot for parking. I resent Ocala thinking of a parking garage downtown. I refuse to use the one at the court house. It is scary and intimidating. I had to walk 10 blocks to record a deed to stay out of that monstrosity. Thank you.
- Parking garages that are secured and monitored are well needed. Daytime parking is somewhat difficult to find, and weekend parking is nearly impossible.

- Every time we've gone downtown, we usually have to park at City Hall or at other outlying areas because the parking in the downtown is full.
- vehicles that use 2 spots or straddle the lines making the second space unusable should be ticketed
- We need better lighting throughout downtown; we need much better directional signs for parking (there are no directional signs, as a matter of fact); we need better parking signage for hours of operation, too.
- The City needs to have an enforced rule about homeless, and beggars... This is getting bad, you can't walk anywhere without someone holding up a sign for work and money...
- Designate a place for a parking garage while there is still land to do so; provide parking away from the square to encourage people to walk through the streets and also provide some type of trolley for those that cannot or choose not to walk around the downtown area; shifting focus away from the square will help it spread out the downtown area and people might notice other parts of the area and the available parking elsewhere; provide a SAFE way to cross SR40 as it currently discourages the interaction and development of both sides of the boulevard.
- The reserved for police vehicle parking spot is an insult to the citizens of Ocala. If police are needed downtown, they can park in the street and attend to the emergency. If not, they can find a parking spot like everyone else. Also the freight parking only signs should be lettered to allow parking for taxpayers after 6 pm at night till 6 am in the morning.
- Parking Garage, multi level. Would be happy to pay to park there.
- 30 minute parking is a joke
- 30 minute parking is a joke to get anything done in town. Can not enjoy coffee or food with any time less than 2 hours.
- I think that there isn't enough parking in the square between Starbucks, Harry's and Fat Kats
- As a longtime Ocala resident and Downtown business owner, I do a lot of my own business downtown. I often find the parking restrictions to be absurd. If I know the area and can't find a place to park, how can I expect my customers to be able to?
- I like how the City is cleaning it up. Looks great and it's making Ocala a nice place to live.
- We do not attend the Christmas parade or the 4th of July events any longer due to the parking and crowd situations. I cannot take my elderly mother (who has Alzheimer's) as it is too far for her to walk. On weekends parking is bad and my mother has a difficult time walking to establishments, so we no longer go downtown.
- I was under the impression that the parking lot across the street from The Melting Pot (North side of 40) was available to park in at anytime. But I was told recently that if a patron for downtown parked there at any time your car will be booted, ticketed or towed.
- I don’t like the meters. I go to downtown 1/10 of what I used to because of them. Like I said I don’t carry change on me so even if I wanted to go downtown, I can't. I used to stop when just passing by, now it is not worth the hassle.

- cannot ever park during the day to get coffee at Starbucks I try to walk there during the day
- A well lit parking area even if a few blocks away would be nice. It's not the walk, just the feeling of security to and from businesses.
- This is a waste of tax payers' money, to do a survey about parking downtown. The question should be, if downtown should be renovated and the simple answer is yes.
- Parking on the square is really bad. I would visit the square and come to more events if I could just find a parking spot. Marks Prime kills all parking. The valet parks the cars anywhere so they don't have to run as far. They have even stood in parking spots not allowing people to park. Parking is the downtowns worst problem.
- I feel perfectly safe in the daytime; however, not at night if I venture away the Square and its adjoining streets. The lots need more lighting as does Magnolia south of Broadway.
- 2 hr. parking is not enough time to eat and visit the shops or entertainment venues
- If you want downtown to be a success and for the business to thrive than something must be done to accommodate the patrons who are trying to support these businesses.
- Use the old chamber site for parking.
- Thank you for making this survey available for public opinion.
- We love the quaintness of Ocala's downtown. So much more enticing than strip malls, "suburban-style" shopping, dining, etc. Had a wonderful time at the little wine shop with the restaurant and entertainment upstairs. The owner was wonderful!! We wish her continued success! Hopefully, the theatre will re-open. It looks like a real gem, and it would be a shame to see it remain closed. (The big-box cinema complexes are so bland and unappealing.) Would like to see more shops and businesses open. Downtown Ocala is so unique!! It was the highlight of our Ocala entertainment :-)
- Lighting is adequate in the downtown area when the lights on the square are actually on.

Section 4 - Recommended Parking Strategy for Downtown Ocala

The comprehensive parking management strategy for downtown Ocala encompasses two areas of recommendations. The first, ***Effective Management of Existing Parking Supply***, consists of recommendations included in **Section 4**. These recommendations largely center on:

A) The overall operations and management of parking resources in the downtown area.

B) Improving customers' experiences and perception of parking in downtown Ocala.

Table 4A on the following page, is a recommendations summary chart that is ordered according to suggested implementation. Along with a description of each recommendation, costs estimates and agency assignments will be offered in future drafts of this report.

Overall, the recommendations prioritize the efficiency of the existing parking system over capital expansion. This approach allows the City to adopt initial recommendations that offer the best cost to benefit ratio. Long-term solutions have higher costs associated with them and are incrementally phased to allow the City to make necessary budget decisions when considering implementation.

Table 4A - Parking Recommendations Summary

Sec.	Time Frame	Category	Condition	Recommendation	Budget
4.1	As soon as possible.	**Parking Management**	Parking Management is under Parks and Recreation.	The recommendation is to have the Enforcement Manager act as the point person for parking. This person would be responsible for dealing with all parking issues.	N/A
4.2	3 to 6 Months	**Enhanced Parking Enforcement**	Currently PES are not following a set route.	Routing of enforcement and 100% stall monitoring will be needed.	Potential second handheld unit at $70/month and $0.38/ticket.
4.3	3 to 6 Months	**Enforce Anti-Shuffling Ordinance**	Currently the anti-shuffling ordinance is not being enforced.	Begin to enforce anti-shuffling ordinance.	Covered in 4.2
4.4	3 to 6 Months	**Graduated Parking Fines**	Currently graduated fines are issued for multiple violations issued within 60 days.	Continue practice.	N/A
4.5	3 to 6 Months	**Courtesy Tickets**	Warning tickets are issued.	Change the warning ticket to a courtesy ticket. Issue as a reminder of where to park when needing long term parking.	Loss of revenue from first ticket issued to an individual.
4.6	N/A	**Overtime Parking Fine**	The overtime parking is $20 for the first violation in 60 days.	Continue practice.	N/A
4.7	1 to 3 Years	**On-Street Parking Meters**	On-street meters are only used around the square.	Expanding the on-street meter program throughout the Parking Exempt Zone. Consider multi-space meters as opposed to individual space for greater flexibility with parking configurations, pricing and payment options.	$600 per stall for individual space meters and 5,000 per unit for multi-space meters. Installation and signing costs will vary.
4.8	6 to 18 Months	**Parking Allocation**	Currently, long-term parking for employees and customers is limited to a few locations. Use of these locations may be limited by a poor understanding of availability.	The two hour free parking in the off-street lots should be converted to three hour parking and the ten hour parking meters around the square should be converted to two hour meters.	None
4.9	6 to 18 Months	**Parking Pricing**	Parking rates are confusing and generally low when compared to other Floridian communities.	Begin to use a demand based pricing strategy for off-street parking.	Cost to change signs in the lots and a cost to change signs in the meters.
4.1	No set time frame	**Valet Parking**	Valet parking is currently used by one downtown business.	Consider working with the DBA to crate a downtown valet service for all businesses.	None
4.11, 4.11.1	6 to 18 Months	**Transportation Alternatives**	A large percentage of employees in the downtown drive and park, some survey comments suggested a desire for more transportation options for individuals.	Add additional bicycle racks and possibly lockers to the downtown. Parking service area is then expanded with more alternative options.	Budget $150 per rack for simple two bike racks, up to $1,000 for weather proof bike lockers, and $150 - $500 to market and promote alternative forms of transportation. Budget $2,500 - $15,000 for each bus shelter.
4.12	1 year for initial crossings on Silver Springs, all crossings upgraded within 10 years	**Pedestrian Enhancements**	Pedestrian enhancements are a key component of the Downtown Framework Plan.	Continue with the efforts outlined in the Downtown Master Plan. Add the first kiosk to the southwest corner of the square. A lighting study is recommended in the parking exempt zone.	Budget $3,500 - $6,500 for a kiosk depending on size and options. Budget for lighting study TBD.
4.13	6 to 18 Months	**Americans with Disabilities Act Compliance**	Currently there is not enough barrier free parking in several of the City lots.	Add additional barrier free parking spaces in the recommended lots to become in compliance with the ADA guidelines.	Approximately $447 per space, including restriping space, sign, fine sign, post, core drill and setting post.
4.14	3 to 6 Months	**Marketing and Parking Information**	Information on Parking system needs to be expanded over a variety of media types and include details on rates, proximity to key locations and maps	Expand on marketing initiatives and information regarding the parking system, notify the business community whenever changes to parking are pending and offer visitors information through publications and on-line.	Budget $100 to $3,000 per year for on-going marketing efforts.
4.15	1 to 3 Years	**Parking Signs, Vehicle and Pedestrian Wayfinding**	Parking signs need to be more comprehensive by directing vehicles and pedestrians to key locations and parking areas in the downtown.	Simplify and add to the existing new parking signs. Add in directional signs for vehicles and pedestrians.	Budget TBD, initially assume $150,000 for design program, creation and installation.
4.16	1 to 3 Years	**Parking Layout Dimensions**	Currently Ocala's zoning calls for 9.5 foot wide parking stalls	The City should over time transition to a 9 foot stall for the City to gain high value new parking	Budget TBD

4.1 Parking Management

Day-to-day parking management in Ocala is currently under the Parks and Recreation Department. Parks and Recreation sell permits, oversees Parking Enforcement Specialists (PES) and answers questions on parking. Based on the current scale and complexity of the parking operations, the Parks and Recreation Department can adequately handle parking. Other departments within the City (Planning, Administration and Public works) also deal with parking at some level.

The City's parking system is large enough to consider having one person heading up the parking to oversee the whole parking function and act as a liaison between the City Council, City departments, and the public. One of the best ways to oversee a parking system is by having a single source of management.

We are not recommending that a new staff person be hired to fill this role. This is a task that could be added to the role of an existing staff. The recommendation is to have the Enforcement Manager act as the point person for parking. This person would be responsible for dealing with all parking issues.

Having a single parking management source expedites decision making and allows for better integration of the various aspects of parking. The revision to the parking system under the direction of one person would benefit the parking system from an ability to adapt to changes in the downtown.

Additionally, a managed parking system is also able to adapt to changes that are brought on by new businesses moving in or out of a downtown or by development. Some communities are also able to create a whole new philosophy for the parking system by changing the traditional parking enforcement role into one where the enforcement officer acts as an ambassador on behalf of the community.

Applications to develop parking facilities or lots on private property and zoning related requirements for parking would still be handled through the respective City departments (Planning and Engineering).

Summary:

Recommendation:	Create point of contact person for all parking maters. The Enforcement Manager should become the point of contact for all issues related to parking.
Cost:	None
Benefit:	Brings singular management to a system that currently uses an interdepartmental approach. Parking benefits from having a 'face' for the public.
Action Time:	As soon as possible
Responsibility:	City/Parks and Recreation

4.2 Parking Exempt Zone

Rich and Associates was asked to review the PEZ and offer recommendations on whether or not the zone should be extended. Currently developments within the PEZ are not required to provide parking; the City provides parking for all businesses within this area. The boundaries for the PEZ are to the north; NW Second Street, to the east Osceola Ave, to the south SW Second and to the west NW Second Avenue.

The intent of the PEZ is to encourage business development in the downtown and to create dense developments within this area. Developers can design and build a larger development without having to incur the cost of parking unless there is a residential component. This is a common practice in many successful downtowns and can attract new businesses and developments. A PEZ is especially attractive to developers when the City has a well developed Parking Master Plan and can react quickly to accommodate new business.

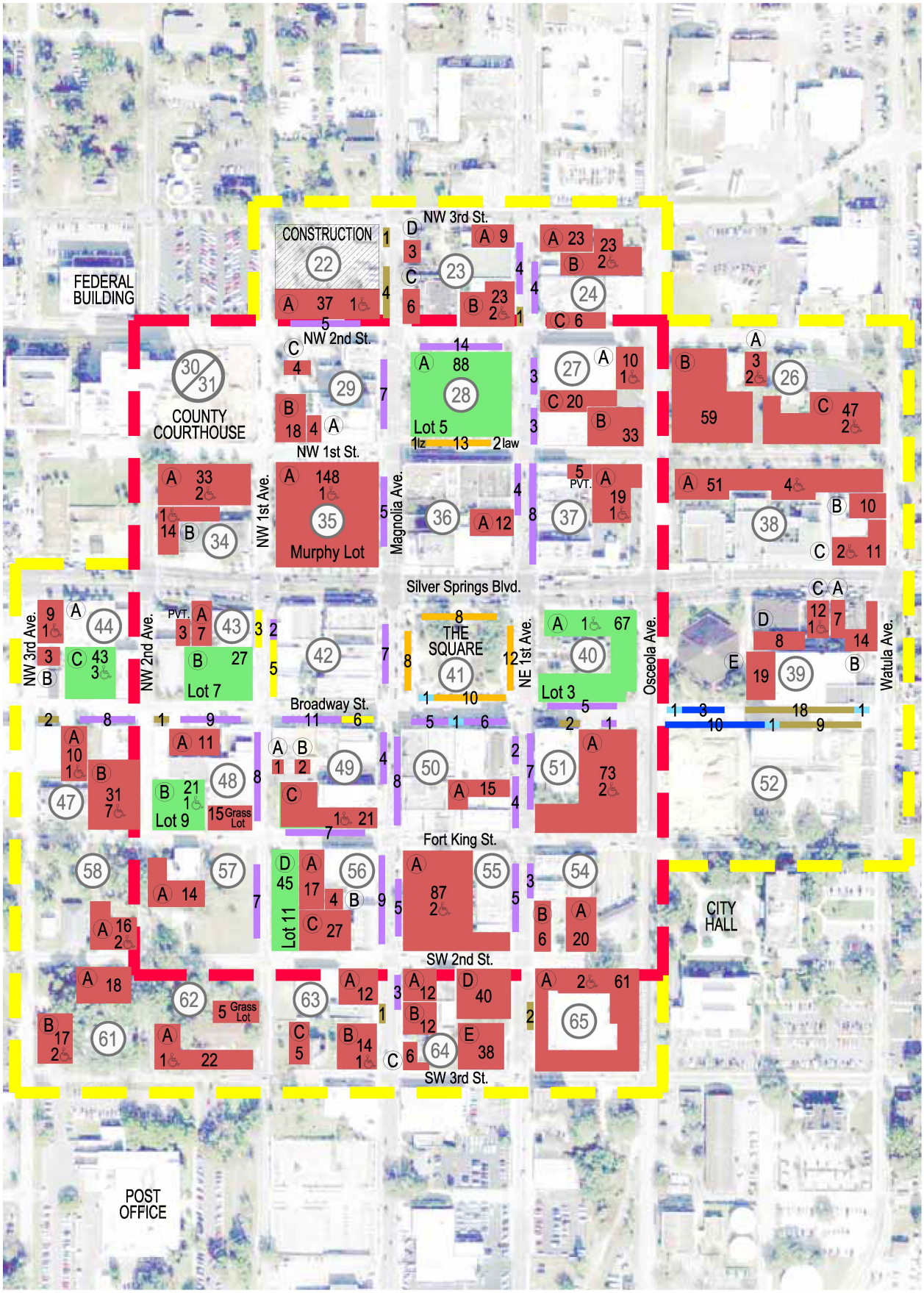
The downtown would benefit from the PEZ being expanded. It is important that the zone not become too large, due to the fact that the City must provide all parking within this zone. It is recommended that the PEZ be expanded to encourage additional development to the core downtown. **Map 8** is a spatial view of the recommended blocks that should be included in the PEZ. This would add 15 additional blocks. Expanding further beyond these blocks is not recommended at this time, due to the reduction in density once outside the new recommended boundary.

Discourage future development of private surface parking lots in the PEZ. A second consideration if legal in the state of Florida would be to limit private parking lots within the PEZ, except for large developments where a public private development of parking would be worked out. Small surface parking lots disrupt pedestrian activity and reduce density. This would allow Ocala to have control over parking and build new parking as required using the revenues from the parking system.

As discussed in **Section 2** pages 7 and 8 Ocala is in control of 30 percent of the parking in the PEZ. The rule of thumb when examining this statistic is that it is desirable to have municipal control of at least 50 percent or more of the parking. This is important because it allows the City to manage, enforce and regulate the price of parking. The City can then regulate parking more efficiently, benefiting the downtown economically.

Summary:

Recommendation:	Expand the PEZ and discourage private parking within this zone.
Cost:	To be determined
Benefit:	Allows a greater density in the downtown and encourages new development.
Action Time:	6 to 8 months.



PARKING STUDY FOR THE CITY OF OCALA

OCALA, FLORIDA

LEGEND:

- # BLOCK NUMBER
- EXISTING P.E.Z.
- POTENTIAL P.E.Z.

Parking Consultants Architects Engineers Planners

RICH & ASSOCIATES

ON STREET PARKING

- 30 MIN. UN METERED
- 1 HR. UN METERED
- 2 HR. UN METERED
- 3 HR. UN METERED
- 10 HR. METERED
- UNMARKED (+/-)
- ACCESSIBLE

law LAW ENFORCEMENT

lz LOADING ZONE

OFF STREET PARKING

- (A) LOT DESIGNATION
- PUBLIC
- PRIVATE
- PUBLIC RESERVED

File No	1006
Scale	AS NOTED
Last Rev.	
Page	# of #
Date	ISSUED FOR:

Sheet Title:

POTENTIAL NEW BOUNDARY FOR PARKING EXEMPT ZONE

MAP Number:

MAP 8

4.3 Enhanced Parking Enforcement

The key goal for parking enforcement is to promote compliance with parking regulations that are designed to maximize the efficiency of public parking use. Specifically, a high turnover of on-street parking and the use of off-street parking for long-term purposes are two key goals for enforcement.

Emerging best practices with enforcement include the dual role of enforcement combined with downtown ambassadors, so that enforcement personal are also information resources for visitors and customers. Routing of parking enforcement and the use of the handheld technology to track all parking activity is needed to comprehensively monitor and control parking.

Some guidelines on efficient and effective parking enforcement include:

- Routing of PES so that a complete circuit is followed every two hours in the downtown area.
- Handheld parking ticket writers should be used to track license plate numbers.
- Every parking stall, whether occupied or not, is then entered into the handheld.
- The handhelds should be programmed to issue tickets for overtime parking and vehicle shuffling (moving vehicle to a different on-street stall every two hours throughout the day to avoid a ticket).
- Generally, a PES can cover or enforce between 400 and 600 spaces in a two hour route.
- Parking enforcement officers should be dedicated to parking duties, only being re-assigned during emergencies or special circumstances that may arise.
- Street signs should indicate the hours of enforcement.
- Enforcement times should vary so that employees are not timing the movement of their vehicle to avoid receiving a ticket.

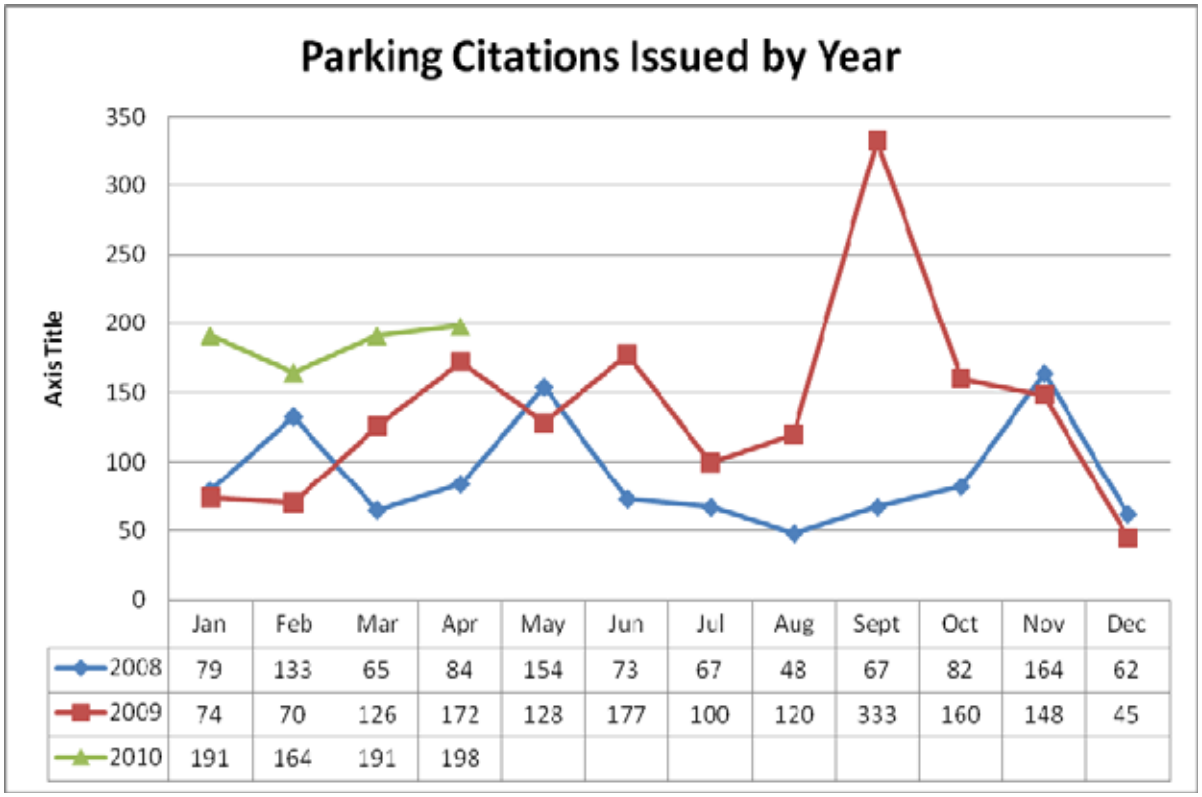
While Ocala currently has adequate staff (budgeted for 67 hours a week) to properly enforce parking, they are not dedicated to perform only parking enforcement duties. There needs to be a set route that covers on and off-street parking and that is of sufficient size that it can be completed every two hours. A specific route should be rotated between the PES on a weekly or monthly basis so that the same PES is not always completing the same route every week or month. Finally, it is recommended that the number of tickets written for each route each day be tracked so that trends can be spotted and adjustments made to routing or levels of enforcement.

In addition, it is recommended that the PES act as ambassadors for the downtown and carry maps, be available to answer questions and in general provide a welcoming presence for the visitors to the downtown.

The parking enforcement hours are currently 8:00 A.M. to 5:00 P.M. For all two hour parking spaces we recommend that the enforcement continue for an additional hour to 6:00 P.M. Bar and restaurant employees parking on-street in the evening can be an issue. Additional enforcement will deter them from parking on-street. Signs will need to be updated posting parking enforcement hours from 8:00 A.M. to 6:00 P.M.

The City currently has one handheld unit for writing citations and the associated docking station and software. Consider an additional handheld unit as a back up. The use of handhelds is critical to enforce the anti-shuffling and to issue graduated fines, and offer a courtesy ticket for first time offenders (or those who have not received a ticket with in a specified time frame, six months or one year).

Ocala provided Rich and Associates with the numbers of tickets issued since January 2008 (citations shown below). The number of parking tickets issued annually has increased each year. The variations in the number of tickets issued can be due to several issues such as, weather changes, special events or staffing of officers. An overall goal regarding parking enforcement is consistency. With consistency people do not feel picked on or singled out when they receive tickets. The recommendations provided on parking enforcement will make the overall number of yearly citations more consistent.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2008	79	133	65	84	154	73	67	48	67	82	164	62
2009	74	70	126	172	128	177	100	120	333	160	148	45
2010	191	164	191	198								

Chart provided by the City of Ocala

Action:

Recommendation: Upgrade PES duties and develop enforcement routing. Extend parking enforcement to 6:00 P.M. Purchase one additional Clancy handheld unit.

Cost: Parking enforcement signs will need to be changed to reflect the new hours of enforcement 8:00 A.M. to 6:00 P.M. Service contract is already set up covering software and a fee per ticket ($0.38). An additional handheld unit would cost $70/month. The handhelds are leased and not owned by Ocala.

Benefit: On-street turnover is achieved.

Time Frame: Three to six months

Responsibility: City/Parks and Recreation

Additional Comments: The recommendations need to be initiated slowly to allow for changes in the parking system and that courtesy tickets be used extensively for the first month of operation, advising parkers that system changes are being implemented.

4.4 Enforcement of Anti-Shuffling Ordinance

Parking shuffling is defined as a parker moving their vehicle from space to space within a time limited parking area in order to avoid receiving a ticket for overtime parking. For example, an employee would move their vehicle to different parking space every two hours on the same block so that they could park on-street all day and not receive a ticket. This activity is discouraged in the downtown to ensure that short-term parking is reserved for customer and visitors.

The City's current anti-shuffling ordinance needs to be updated. It is currently confusing and difficult to enforce (Sec 66-66 (b) Parking Code). The anti shuffling ordinance applies to the PEZ only. A good example of an anti-shuffling ordinance from La Crosse Wisconsin is shown on the following page.

EXAMPLE OF ANTI-SHUFFLING ORDINANCE

LaCrosse, WI

(2) In any area where parking on the street or in a parking ramp or lot is restricted to two hours or less at a time, and signs are properly posted to indicate such parking time limitation, any vehicle parked along a single block face, as herein defined, or in the same parking ramp or lot in excess of the time restriction, shall be considered to have continuously parked, and shall be subject to citation for violation of such parking time restriction. A block face shall be defined as one side of a single street between two consecutive intersecting streets. For example, the south side of the 300 block of Main Street would be a single block face, and the west side of 3rd Street between Main Street and State Street would be a single block face.

(3) The penalty for violating the provisions of Paragraph (1) shall be a forfeiture of $130.00 plus applicable costs. (Ord. #3822 - 3/11/99; effective May 3, 1999)

La Crosse Municipal Code Chapter 9, Traffic Regulations 9.06 PARKING, *STOPPING, OR STANDING*, I,2

Issuing anti-shuffling tickets does require the use of a handheld ticket writer, with appropriate software to store license plate data. The software stores license plate information in the handhelds to identify overtime parking and shuffling adding to the officer's observations of infractions. Courtesy tickets (as discussed in 4.5) can also be applied as a means of warning drivers that shuffling is not permissible.

An update to the software will be needed to monitor shuffling. Ocala is currently using Clancy handheld ticket writers that that are capable of monitoring anti-shuffling (electronic chalking). When speaking with a representative with Clancy it was stated that the update would be covered under the service contract, without any additional cost. The monitoring of shuffling will require more comprehensive enforcement as discussed in 4.2.

The action of entering each license plate does take the PES longer to complete each route though there is not a way to enforce the anti-shuffling ordinance without doing so. This ordinance is to keep employees off the street and from moving their vehicle every two hours to avoid a parking ticket.

Action:

Recommendation: Enforce the anti-shuffling ordinance that is in existence. Institute a policy of issuing courtesy tickets for the first month the new parking enforcement system is introduced. Also establish a policy that the first ticket for any user (within a six month or one year period) is always a courtesy ticket see 4.5).

Cost: None.

Benefit: Parking turnover is maintained, long-term parking is moved to appropriate locations.

Time Frame: Three to six months

Responsibility: City/Parks and Recreation

4.5 Graduated Parking Fines

The City of Ocala currently has a graduate parking fine rate for multiple violations issued to an individual within 60 days. Currently the first violation is $20.00, the second within 60 days is $50.00, the third within 60 days is $80.00 and the fourth with in 60 days is $125.00. Code revisions are required to correct inconsistencies since the code calls for the first violation to be $25.00 not $20.00. The wording of the code should read not to exceed $25 for fines.

It is recommended that the issuing of graduated parking fines with handheld ticket writers continue as this is a “best practice” in parking enforcement. The use of handheld computer technology compliments this effort, as the software can track license plate information and the infraction particulars. The software can then identify multiple infractions within a given time period and issue a ticket accordingly.

Action:

Recommendation: Continue to enforce the graduated fine ordinance that is in existence.

Cost: N/A

Benefit: A graduated fine system will help alleviate repeat offenders, though some of the acceptance of possibly getting a ticket is the fact that enforcement is not consistent. This results in the reduced probability of receiving a ticket.

Time Frame: Three to six months

Responsibility: City/Parks and Recreation

4.6 Courtesy Tickets

Rich and Associates recommends that from a public relations standpoint that Ocala change the warning tickets to courtesy tickets for the first offense during a specific period of time. If a vehicle parking at a short stay space has not received a ticket during a specific period of time (the last six months as an example), then a courtesy ticket could be issued that would first thank the parker for coming to downtown Ocala and state that their patronage is appreciated. Then the courtesy ticket would go on to alert the parker to the fact that they were in violation and then give the parker a map with alternatives to where they can park for longer periods of time. This would require the use of handheld ticket writers described in 4.2, and storage of data for a long period of time.

Action:

Recommendation: Change the warning ticket to a courtesy ticket where first time offenders will receive a courtesy ticket explaining where long term parking lots are located.

Cost: Loss of revenue from first ticket issued to an individual.

Benefit: Public relations are championed in Ocala and the customers of the City's businesses are less impacted by more stringent parking enforcement or by other policy and management changes that enhance parking regulations.

Time Frame: Three to six months

Responsibility: City/Parks and Recreation

HERE'S HOW YOU CAN

AVOID HIGHER FINES

Professor Parker
Roads Scholar
askPParker@fcgov.com

If you receive multiple citations within 180 days, the amount of the fine increases

1st Overtime = $0.00
2nd Overtime = $10.00
3rd Overtime = $25.00
4th Overtime = $50.00

YOU MAY RECEIVE UP TO 3 CITATIONS A DAY

TWO WAYS OVERTIME CITATIONS MAY BE ISSUED

1. You may not park longer than the posted time limit. There is no grace period.
2. When you leave a timed parking space, you may not return and park in the same block-face* or parking lot for at least four hours from the time you left.

IF YOU HAVE ANY QUESTIONS, PLEASE CALL 221-6617

City of Fort Collins
Parking Services
215 N. Mason Street
Fort Collins, CO 80524
http://fcgov.com/transportation/parking-updates.php

*Additional information on reverse side

*A BLOCK-FACE is defined as the portion of a street between two intersections, including all on-street parking, both sides and center (where applicable).

LONG-TERM PARKING: If you need to park longer than the posted time limit, try one of the two parking structures or a surface lot, or on-street around the periphery of Downtown where all-day parking is allowed. (See Map).

If you need help with parking
PLEASE CALL 221-6617

Thank you for visiting Downtown Fort Collins. Parking regulations help make parking spaces available for everyone. If you would like to provide comments or get more information, please call (970) 221-6617 or ask Professor Parker at askPParker@fcgov.com

An example of a map and explanation of graduated fines, attached to parking tickets (including courtesy tickets) in Fort Collins.

4.7 Overtime Parking Fine

The overtime parking fine is $20 for the first violation, the second within 60 days is increased to $50, the third within 60 days is increased to $80 and the fourth with in 60 days is increased to $125. The fine rate is currently high enough to motivate employees and business owners off of the on-street parking and into the parking lots. Additional enforcement will aid in turnover without a need to raise the parking rate.

Code revisions are required to correct inconsistencies since the code calls for the first violation to be $25.00 not $20.00. The wording of the code should read not to exceed $25 for fines.

Action:

Recommendation: Keep the overtime parking fines at current rates. Revise Code to address pricing inconsistencies.

Cost: None

Benefit: Encourages patrons to use parking as designated by the parking regulations.

Time Frame: N/A

Responsibility: City/Parks and Recreation

4.8 On-Street Parking Meters:

Currently in the PEZ there are some blocks with on-street meters (two and 10 hours) and others without meters. Rich and Associates recommends that the City institute paid two hour on-street parking throughout the PEZ to aid in parking revenue generation, create equity in the PEZ and to limit the length of stay for daytime users to two-hours. Since the PEZ exempts developments from having to provide parking, charging for parking throughout the zone is justified because it is the responsibility of the City to provide parking in the zone and to help pay for potential parking expansion.

Primary functions of paid on-street parking:

1) Is to encourage parking turnover and the optimization of on-street parking for customers and visitors.
2) Is to help generate revenue for the public parking system to finance improvements and expansion.
3) They discourage long term employee parking from taking place on the street and encourage employees to park in the long term parking lots.
4) The end user is paying for parking rather than the tax payer who may not use the downtown.

Instead of individual meters for each on-street parking space, it is recommended that the City consider using multi-space meters to maximize user payment options, and enhance enforcement. Multi-space meters offer the greatest degree of flexibility in terms of rate changes and payment options such as credit card and value card. In addition, different validation schemes could be incorporated so that business could offer free or reduced cost parking on-street.

Each on-street stall on a block face would be sequentially numbered and there would be one multi-space meter per block face. The multi-space meter aids enforcement since the PES would go to the multi-space meter and receive a readout of spaces that have valid paid parking as opposed to checking each individual meter.

Action:

Recommendation: Install parking meters throughout the PEZ. Consider using multi-space meters as a better option for on-street parking.

Cost: Budget $600 per stall for individual space meters or $5,000 per unit for multi-space meters. Installation and signing costs will vary.

Benefit: Parking efficiency is maximized through simplicity. Long-term parking takes place in lots where permits and hourly parking can be utilized. Short-term parking is located on the streets near the business where it is needed the most for customers and visitors.

Time Frame: One to three years

Responsibility: City/Parks and Recreation/Public Works

4.9 Parking Allocation:

Customer and visitor parking should remain close and convenient, while employees are expected to walk farther. Educating business owners, managers, and employees on appropriate parking behaviors is important. There should be a clear understanding with business owners and employees that leaving on-street parking along with the close and convent off-street spaces for customers is vital to the success of businesses in the downtown. An educational program marketed to business owners, managers and employees of the downtown is detailed under the Marketing Recommendation (Section **4.14**).

Off-street parking should be considered longer term and used to park employees, customers and visitors of the downtown who want to spend more than two hours. It is important that long term parking be easily differentiated from the short term parking. It is recommended that the parking lots be well signed and the signs should be easy to understand and clearly explain what type of parking is available.

It is recommended that the two hour free parking stalls in the lots be converted to three hour parking for customers and visitors. There were several comments during stakeholder meetings that there is a need for longer term customer and visitor parking.

Two hour parking should be the dominant duration for on-street parking as it suits the needs of the majority of customers and visitors downtown. It is recommended that the ten hour meters around the square be converted to two hour meters. Individuals requiring more than two hours for parking can be directed to off-street parking areas. This can be done with signage and marketing as identified in **4.14**. Additionally, fifteen to 30 minute parking can be located on-street for use as loading and unloading spaces or very short-term parking. These parking spaces work best when situated as either the first or last space on a block face where needed. When there are long blocks it is sometimes necessary to have additional fifteen to 30 minute parking spaces in the middle of a block face.

Action:

Recommendation: The two hour free parking in the off-street lots should be converted to three hour parking and the ten hour parking meters around the square should be converted to two hour meters.

Cost: There will be a cost to change the signs in the lots and a cost to change the signs in the meters.

Benefit: Parking efficiency is maximized through simplicity. Long-term parking takes place in lots where permits and hourly parking can be utilized. Short-term parking is located on the streets near the business where it is needed the most for customers and visitors.

Time Frame: Six to 18 months

Responsibility: City/Parks and Recreation /Public Works

4.10 Parking Pricing:

City staff provided the names of seven similar Florida communities for Rich and Associates to collect parking benchmark information from. A parking comparison survey was sent to Gainesville, Lakeland, Daytona Beach, St. Augustine, Winter Park, Mount Dora and Kissimmee. Only Gainesville, Lakeland, Daytona Beach and St. Augustine responded. **Table 4B** shows the responses in regards to parking pricing.

A review of the City of Ocala's parking pricing revealed that the cost for parking is lower than the other communities surveyed. Permits ranged in price from $25 to $75 monthly depending on the lot or parking structure location. The on-street parking pricing ranged from free to $1.50 an hour.

Table 4B Parking Pricing Benchmarking

Parking Rates	Ocala, FL	Gainesville, FL	Lakeland, FL	Daytona Beach, FL	St. Augustine, FL
Parking structures	N/A	$1/hr with $6 daily max, after 6 P.M. flat $5, monthly $25, quarterly $60	$0.50/hr or $70/month permit	N/A	$1.25/hr w/max $7.50/day or all day flat rate $7, $32+tax/monthly
Parking lots	Permits $10 - $25/month, Yearly $100-250 not including tax.	Court lot $90/quarter	$0.50/hr or $35/month permit	$0.25/hr, $5 residential permit	$0.25-$0.50/hr
On-street parking	$0 - $0.25/hr	2 hr meter =$0.50/hr, 10hr meter = $0.25/hr	2hr free	$0.25/hr, $5 residential permit	$1.50/hr
Is there a parking validation system in the downtown	No	No	No	No	No/Park Now cards available for advance purchase to use in meters offer a discounted parking rate

It is recommended that the City adopt a model of pricing off-street parking permits based on demand. In high demand areas the parking rates are higher than in areas of lower demand. The reason for undertaking this type of strategy is to increase the operational efficiency of the parking by allowing users to make economic based decisions rather then relying solely on enforcement, ie. the closer spaces charge more than spaces that are more remote.

The turnover and occupancy data collected during the study was used to differentiate between areas that would be considered high demand and areas that would be considered low demand. Essentially, Rich and Associates is recommending that the permit pricing strategy used in Ocala be upgraded according to **Table 4C** below.

Table 4C Recommended Permit Pricing Strategy

Lot #	Current Price/Month	Recommended Price/Month FY 2011	Recommended Price/Month FY 2013	Recommended Price/Month FY 2015
Lot #3 Chamber lot	$20.00	$22.00	$24.00	$26.00
Lot #5 Sovereign Lot	$20.00	$20.00	$22.00	$25.00
Lot #7 Pawn Shop lot	$15.00	$17.50	$20.00	$26.00
Lot #9 Collier Lot	$10.00	$12.50	$12.00	$15.00
Lot #11 Gause Lot	$25.00	$25.00	$25.00	$25.00

Rich and Associates recommends that he City undertake a pricing review every two to three years. Usually, this review cycle will correspond with general economic cycles and the goal is to maintain a pricing policy that is consistent with the general market for parking, adjusted to correspond with inflation.

Action:

Recommendation: Begin to use a demand based pricing strategy for off-street parking.

Cost: None.

Benefit: Use of market pricing theory to help achieve better allocation of parking within Ocala.

Time Frame: Six to 18 months

Responsibility: City/Parks and Recreation

4.11 Valet Parking:

Currently one business in the PEZ contracts for a valet operation. This operation falls under the City's valet ordinance. Based on Rich and Associates review, the ordinance is comprehensive.

Several stakeholders requested that a single valet service be created for any business around The Square that anyone could use. Rich and Associates recommends this as Best Practice. There are examples of municipalities that operate or contract valet service such as Sarasota, FL, New Haven, CT, and Chapel Hill, NC. The City should consider converting the valet services to a public service rather than a private service benefiting only one business in the downtown.

The DBA would manage the service, selecting a sole vendor for providing valet services in the PEZ. The benefits of one valet operator for the zone are;

1. The sole vendor for valet services will make management of the system easier for the City and will allow multiple businesses on a block face to have the ability utilize valet parking without removing more on-street spaces for valet transfer locations.

2. The sole vendor service can allow the City to market valet services more effectively. There would be one uniform valet charge, one operator and one system.

Under this scenario, the City/DBA would grant the valet operator exclusive rights to operate valet parking in the PEZ and they would be free to decide (with the approval of the City) where to locate transfer locations. The City/DBA would not be responsible for the cost of the valet services and the sole revenue would come from user fees. The DBA would oversee the valet services and issue the request for proposals.

The valet ordinance may need to be modified to allow the DBA to manage the services. In the future the City will need to work with the DBA to investigate new locations for valet parking.

A valet service is a convenience for customers and will not crate more parking unless the vehicles are parked outside of the PEZ. Currently the City is working on agreements on moving the valet parking to a lot on the corner of NW Second Avenue and SW Broadway Street. This location would be ideal and would help alleviate pocket shortages in the PEZ.

The valet service would begin with limited hours, Thursday through Saturday evenings beginning at 4:00 P.M. If customers begin to ask for additional hours the service could begin to offer Friday days potentially starting at the lunch hour and from that point extend the service as needed.

Action:

Recommendation:	Work with the DBA to create a single valet service for all of the downtown businesses.
Cost:	None
Benefit:	Would allow multiple businesses to benefit from one operator and without removing multiple on-street parking stalls.
Time Frame:	No set time frame
Responsibility:	City/DBA

4.12 Transportation Alternatives

A large percentage of employees in the downtown drive and park, some survey comments suggested a desire for additional transportation options. The City of Ocala website offers directions on how to use the SunTran bus system. It is recommended that the City develop marketing strategies with the Chamber, DBA and other business groups to help promote alternative modes of transportation, bicycling, walking, car and vanpooling and riding the bus.

4.12.1 Bus Shelters

Map 9 locates the bus stops in the PEZ and the recommended locations for two bus shelters in the downtown. There is currently a committee working on locations for bus shelters. The City needs to work with the committee and SunTran to make ensure that there are not conflicting locations and ideas for the shelters. A SunTran representative mentioned that the committee had thought it important to place bicycle racks near the bus shelters as well. This is a good idea, due to the fact that occasionally there are so many riders with bicycles that a SunTran Supervisor is sent out with a vehicle equipped to pick up the riders with bicycles that could not fit on the bus. Each bus is equipped with a bicycle rack that holds two bicycles

and one passenger is allowed to board with a bike at the rear door once the rack is full. Bicycle rack recommendations follow in **4.12.1**.

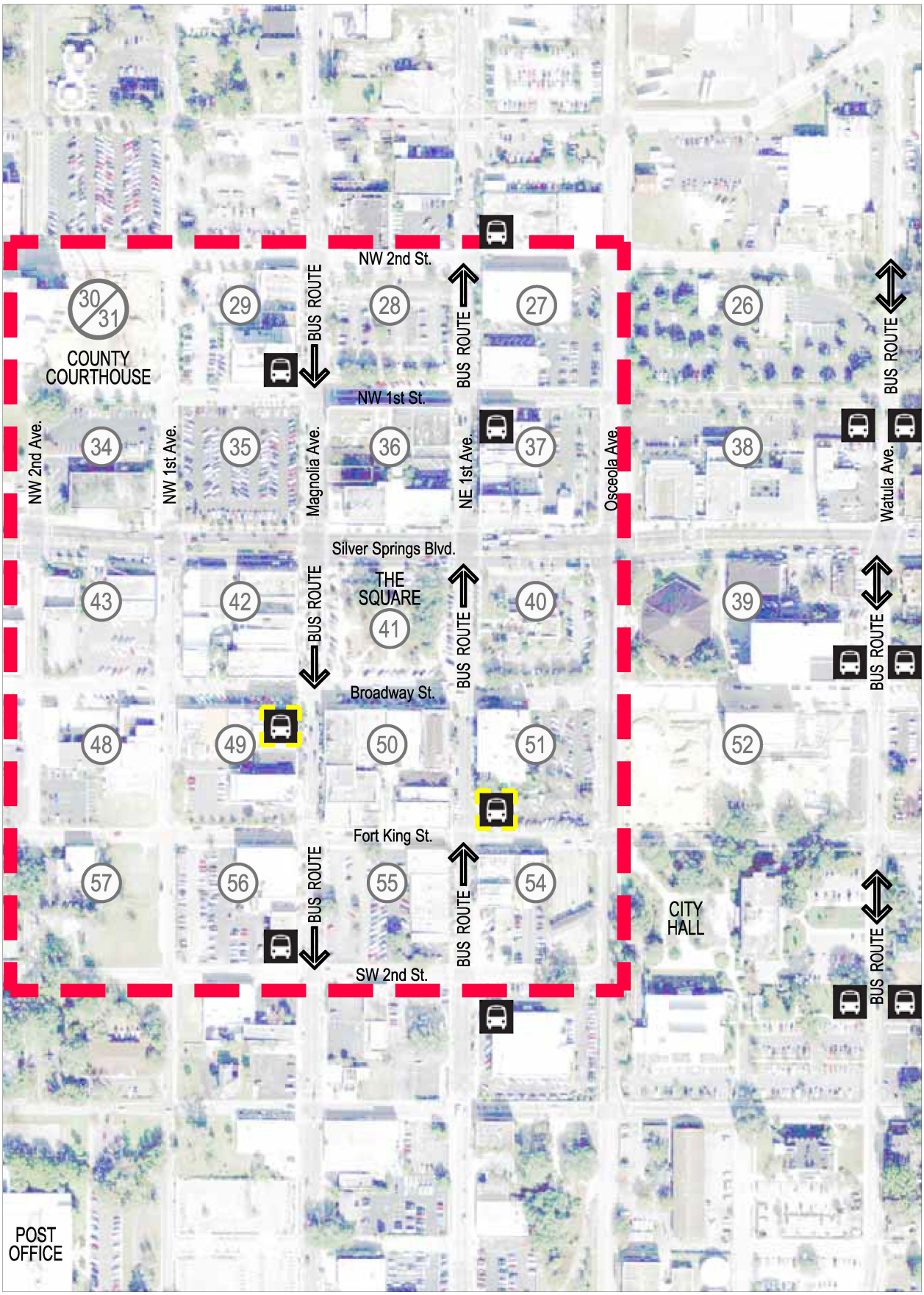
The sites chosen for the first shelters are the stops closest to the square without having to cross Silver Springs Boulevard. When speaking with a SunTran representative it was also noted that the bus shelter committee had wanted to place four sided kiosks (similar to the picture on pg. 66) at the shelters with bus information as well as information about the downtown. It may be more feasible to place a two sided kiosk at the end of the bus shelter due to sidewalk constraints and finding the space needed for a four sided kiosk. The bus times and maps could be located on the back wall as shown in the example from Washington D.C. and Toronto, Ontairo. Another option for the bus maps and times, would be to locate the information on one end of the shelter. This project could be a joint project between the City, SunTran, DBA, and the Chamber.

It is recommended that the City work with SunTran to determine locations of additional shelters in the downtown based on stops having the highest number of ridership. If there is not sufficient funding for additional shelters, consider placing benches at the stops with high ridership. Shelters out side the PEZ may not need maps of the downtown, and could be a simpler design. It is important that lighting is adequate at and around the shelter and a see-through material is preferred due to safety concerns. Shelters should be designed so there is not a place for someone to hide. Examples are shown below.

Washington D.C. Bus shelter with bus schedules and maps located on the rear wall of the shelter. One end of the shelter can be used for advertising and the outside wall can be used for downtown maps and information.

Toronto, Ontario bus shelter notes the location of the stop and has maps and a place for downtown information.

Westminster, CA bus shelter with a two sided kiosk at the end.



PARKING STUDY FOR THE CITY OF OCALA

OCALA, FLORIDA

LEGEND:

BLOCK NUMBER

PARKING EXEMPT ZONE

Parking Consultants Architects Engineers Planners

RICH & ASSOCIATES

EXISTING BUS STOP LOCATIONS

BUS STOPS

RECOMMENDED SHELTERED BUS STOPS

File No	1006
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Last Rev.	
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NORTH

Sheet Title:

EXISTING BUS STOPS WITH RECOMMENDED SHELTERED LOCATIONS

MAP Number:

MAP 9

4.12.2 Bicycle Enhancements:

In working towards making the downtown more pedestrian friendly, Rich and Associates recommends creating a marketing program to promote bicycle use as an alternative to driving. Install new bicycle racks in the downtown and institute a marketing program to promote new locations to park bicycles. Connect existing bicycle trails to the downtown with signs and potentially bicycle lanes. Consider creating a special event to promote bicycle ridership in a city wide effort to use alternative modes of transportation, which in turn cuts down on the number of parking spaces needed.

Guidelines on Bicycle Racks:

- Racks allow bike frame to make contact at two points.
- Allow for more than one bike per rack.
- Allow for popular "U" shape lock.
- Racks are placed where they will not impede upon pedestrian traffic, though need to be readily identifiable.
- Racks are clearly signed with a bicycle parking sign.

Two examples of user friendly bike racks

Marketing Bicycle Ridership

- There is a National "Ride Your Bike to Work Day/Month" in May. There are several communities throughout the U.S. that participate. Information can be found through the League of American Bicyclists www.bikeleague.org.
- Source of possible grant funding through Bikes Belong Coalition, http://bikesbelong.org
- Pedestrian and Bicycling Information Center offers advice on funding and marketing bicycling in downtowns. http://www.bicyclinginfo.org

Action:

Recommendation: Add bicycle racks and encourage bicycle activity as a launch to more transportation alternatives for Ocala. Work with the Chamber and other business groups in the downtown to promote alternative forms of transportation.

Cost: Budget $150 per rack for simple two bike racks, up to $1,000 for weather proof bike lockers, and $150 - $500 to market and promote alternative forms of transportation. Bus shelters range from $2,500 - $15,000 depending on the amount of detail.

Benefit: Introduces alternative means of transportation to the downtown area. Long-term impacts can include a reduced need for parking and make the downtown more attractive as an activity center.

Time Frame: Six to 18 months

Responsibility: City/Planning/Parks and Recreation/Public Works Departments/Chamber/DBA/SunTran

4.13 Pedestrian Enhancements:

Pedestrian movement is an important aspect of parking. It is difficult to get people to park beyond the front door of their destination if there is a worry about safety or if the walking experience from the parking lot to the end destination is not pleasant. Maintaining the principals in the Downtown Master Plan is an important step in enhancing the pedestrian orientation of Ocala.

There were several complaints about poor lighting in the downtown during the stakeholder meetings. Rich and Associates observed that when walking beyond the square the lighting is not consistent and is lacking and some lots are not lighted at all. It is recommended that there be consistency in landscaping and lighting plans for all parking lots throughout the downtown. It is recommended that the lighting along sidewalks in the PEZ be reviewed to make the lighting levels consistent and encourage walking. It is recommend that the City hire a lighting consultant to conduct a lighting study in the PEZ.

Lighting and landscaping can greatly change a perception of safety in lots and along sidewalks. A police presence after dusk can also give a feeling of safety. Murals, art, window decorations and flowers can create a pleasant walking experience. Lighting levels for outdoor public areas where safety and security are important should adhere to the following standards:

The Illuminating Engineering Society of North America (IESNA) 9th edition of The IESNA Lighting Handbook Reference and Application recommends the following design criteria for parking lot lighting:

- Parking lot lighting levels should be illuminated to a minimum horizontal luminance of 0.5 foot candles (fc) maintained as measured horizontally on the pavement surface without any shadowing effect from parked cars or columns.
- A minimum maintained vertical illuminance of 0.25 fc should be achieved as measured 5 feet above the parking surface at the point of lowest horizontal illuminance.
- Maximum of Minimum uniformity ratio should be 15:1.

Two examples of pedestrian wayfinding kiosks

Minimizing surface lots and large breaks between buildings will help to promote walking in the downtown. People tend to walk further without complaints if the walk is pleasant and enjoyable. Landscaping, murals, and decorated store windows tend to create an enjoyable walking experience. Parking areas are important, though large parking lots without landscaping can be viewed as unsightly and unsafe.

Consider adding more pedestrian wayfinding to the downtown (as referenced in the sign recommendation). Kiosks near parking areas and on busy corners with maps and listings of businesses in the downtown are helpful in directing visitors/customers of the downtown. Pedestrian Wayfinding will work hand in hand with marketing and signage in the downtown. The maps would show where long term parking is available. The southwest corner of the square would be an optimal location to place the first kiosk.

Minimize pedestrian and vehicular interaction by creating a clear differential between the street and sidewalk. This can be done by using texture, colors, trees, or planters between the sidewalks and streets. The pictures below show a clear distinction between the street and sidewalks. It is also important to provide barrier free access at all intersections. When all sidewalks are accessible it is then possible for someone with less mobility to park at a non-barrier free designated parking space when all designated barrier free spaces are full.

Example of a sidewalk separating pedestrians from vehicles with texture color and light poles.

Another example of using color and texture to create a clear path for pedestrians. This example uses planters to protect pedestrians waiting to cross the road.

Action:

Recommendations: Conduct a lighting study and add lighting to sidewalks and lots to the blocks beyond the square. Install a kiosk to the southwest corner of the square.

Cost: Costs for lighting study are to be determined, the kiosk would range from $3,500-6,500 depending on lighting, size, and detail.

Time Frame: 6 to 8 months.

Responsibility: Planning/Parks and Recreation/Public Works/Administration

4.14 Americans with Disabilities Act Compliance:

Accessibility for all users is equally important in a pedestrian friendly community. The following guideline is compiled as a ratio of the number of barrier free stalls per number of standard stalls, suggested under the Americans with Disabilities Act (ADA). Along with the parking guidelines, it is also important to check with State requirements for barrier free parking design parameters, to ensure that each community is in compliance with State requirements. Ocala currently does not meet ADA guidelines with regard to barrier free parking provisions in several public parking lots. **Table 4F** is offered as a guide for ensuring that future public and private development follows the standards.

Table 4F: ADA Parking Guidelines

Total Parking in Lot	Required Minimum Number of Accessible Spaces
1 to 25	1
26 to 50	2
51 to 75	3
76 to 100	4
101 to 150	5
151 to 200	6
201 to 300	7
301 to 400	8
401 to 500	9
501 to 1000	2 percent of total
1001 and over	20, plus 1 for each 100 over 1000

One in every six assessable spaces, but not less than one, shall be served by an access aisle 96 in (2440 mm) wide minimum and shall be designated "van accessible".

Table 4G
Comparison of Off-Street Provided Barrier Free Parking Spaces to the Number of Recommended Barrier Free Parking Spaces

Lot Location	Block #	Total Capacity	# of Barrier Free Stalls Recommended	# of Barrier Free Stalls Provided	Surplus/ Shortfall
City Lot # 3 Chamber Lot	40	67	3	1	-2
City Lot # 5 Sovereign Lot	28	88	4	0	-4
City Lot # 7 Pawn Shop Lot	43	27	2	0	-2
City Lot # 9 Collier Lot	48	21	1	1	0
City Lot # 11 Gause Lot	56	45	2	0	-2
City Lot # 12	49	21	1	1	0
City Lot (City Hall)	53	53	3	3	0
City Lot (Ocala Utility Service)	53	86	4	5	+1
City Lot (Public Services Dept.)	66	38	2	1	-1
				Total	-10

It is recommended that the City add additional barrier parking spaces in the lots that do not have the correct number of barrier free parking spaces (**Table 4G**). Barrier free parking stalls are not required under ADA for on-street parking. Therefore, there is no correct or incorrect number of on-street handicapped accessible spaces.

There are four on-street barrier free spaces within the PEZ, though two of these are not close to shopping and restaurants. Providing additional on-street barrier free spaces on-street should be based on requests by businesses but also on the already available off-street spaces that contain handicapped accessible stalls, especially as it may relate to employees needing handicapped parking and when there is no viable off-street location.

Along with the parking guidelines it is important to make sure that once a person is parked they will be able to access the sidewalk from where they are parked. It is recommended that all intersections have sidewalks that are barrier free and all lots have a clear path of access.

Action:

Recommendation: Add additional barrier free parking spaces where needed in off-street lots.

Cost: Budget approximately $447 per space, including restriping space, sign, fine sign, post, core drill and setting post.

Benefit: The downtown becomes accessible to more people.

Time Frame: Six to eight months

Responsibility: City/Parks and Recreation

4.15 Marketing/Education:

Develop materials to both market parking resources as well as to educate users, including business owners, employees, and visitors on where to park and how to use the parking system. Materials would include direct mailings, brochures, maps, kiosks and on-line web pages. Information contained in the marketing material should include location, up-coming changes, regulations, fine payment options and any other information relating to the parking system. It is recommended that the City work jointly with the Chamber and DBA in the parking marketing efforts.

Make the parking information on the Ocala's web site easier to find. People unfamiliar with Ocala would not know to look under the Parks and Recreation tab to find information on parking. It is recommended that a tab be added on the City's homepage specifically for parking. The same parking information found the City web site should also be available on the chamber and DBA websites. Businesses, especially restaurants should be encouraged to have a link to the City's parking page.

Provide a map for customers and visitors detailing the locations to park, the price to park, hours of operation, and what the rules and regulations are including the price of parking tickets. This will reduce the instances of parking tickets for a customer or visitor new to the downtown.

It is recommended that marketing be used every time there is a change to the parking system and should be directed towards downtown employers, employees and customers/visitors. It is important to encourage downtown employees to park in the long-term parking areas to preserve the on-street parking for customers and visitors. Additionally, an individual's perception of Ocala is greatly enhanced if they know ahead of time where they can park based on their destination or event being attended. An example of a parking flyer can be found on the following page.

Action:

Recommendation:	Work jointly with the Chamber and DBA to develop marketing materials to educate business owners, employees and customers and visitors on where to park. Make the parking information on the City web site easier to find.
Cost:	Budget $1,000 to $3,000 per year for on-going marketing efforts.
Benefit:	Customer/visitor experience of Ocala will be greatly enhanced. Also helps to encourage employees to park in long-term lots, providing a greater effective supply of parking for customers and visitors.
Time Frame:	Three to six months
Responsibility:	City/Parks and Recreation/Chamber/DBA
Additional Comments:	Consider combining parking information with other promotional and downtown publications to help lower costs and reach a larger audience.

Sample Parking Guide Rack Cards

Front

City of

Ocala

Parking Guide

City of Ocala
Downtown Parking
828 NE 8th Avenue
Ocala, FL 34470

(352) 368-5550

Back

Customer / Visitor Parking

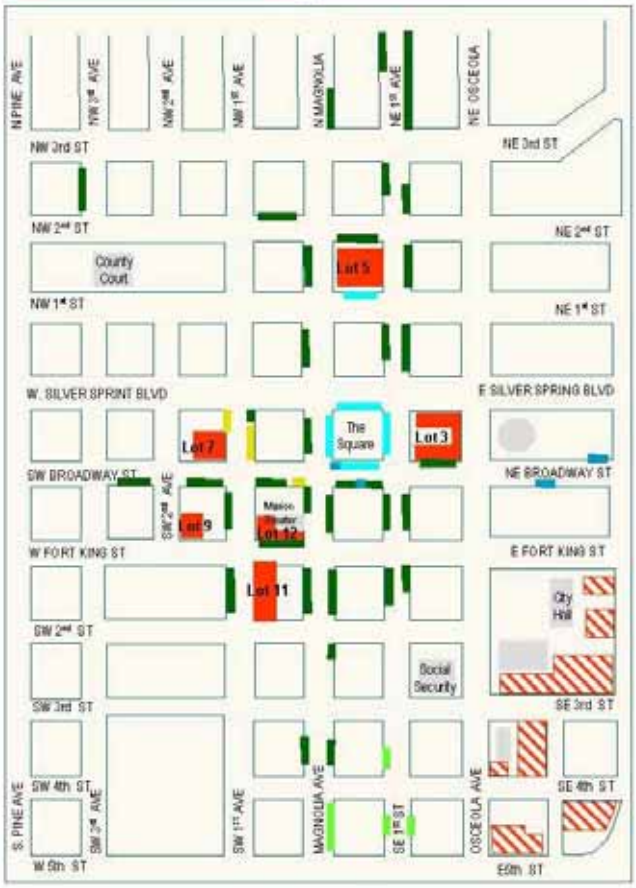
The City of Ocala offers Free short-term parking to customers and visitors of the downtown. On-Street parking is limited to 30 minute, 1 hour and 2 hour.

Long-term on-street parking is metered with limit of 12 hours

Employees

Parking available in off-street lots and structures.

The City of Ocala thanks you for leaving the most convenient parking spaces for customers and visitors to the downtown



Off-Street Parking

- Public Off-Street
- Public Reserved

On-Street Public Parking

- 30 min. On-Street Limit
- 1 hr. On-Street Limit
- 2 hr. On-Street Limit
- 10 / 12 hr. On-Street Metered
- Accessible

Parking Fines

Overtime & improper meter parking:	$20
Parking in restricted/disable or permit only areas:	$150
All night parking:	$25

Fines can be paid on-line at: www.remit-online.com/352001

City of Ocala Downtown Parking • 828 NE 8th Avenue
Ph: 352.368.5550 • www.recpark@ocalafl.org

4.16 Signage/Wayfinding:

Develop and install a system of signage that will lead visitors to parking facilities and educate parkers about how the system works. Rich and Associates recommends that Ocala develop plans for a new sign program. Existing signs directing traffic, identifying various downtown destinations and leading to parking areas are sporadic and mismatched. Signs directing drivers to off-street parking areas are insufficient.

It is recommended that the City develop a comprehensive new sign program that directs motorists and pedestrians to key destinations. Additionally, new parking signs will be needed as parking regulations and operating parameters evolve for on and off-street public parking.

Rich and Associates recommends that the City rename the parking lots based on their location, such as W King and NW Second Lot as opposed to Lot #7. If the lot is named after a building or business and that building changes names or the business moves the parking lot name can be confusing such as Lot #7-Walts Pawn Lot. If the name of the lot is the street location it will help customers/visitors find the parking and return to their vehicle if they have never been downtown before.

The Identification signs for the parking lots in Ocala are well thought out and give all of the recommended information except for the lot name. It is recommended that the City change the vehicle permit tag color to match the color painted on the parking stall designating who can park where in the lots. The coloring system is confusing. For example in Lot #3, free spaces are painted green and green permit holders are required to park in the red spaces.

As a best practice the following are four types of parking signs that increase drivers' wayfinding experience as they maneuver around the downtown looking for a place to park.

Directional/Location: Directional-signage is distinct in color, size and logo, and directs drivers to off-street parking areas. Parking location signage compliments the directional parking signage. The signs have arrows pointing to the off-street lots.

Identification: Identification signage is placed at the entry of each off-street parking area. The name of the parking area is identified and the type of parking available is listed on the signage.

Vehicular Wayfinding: Vehicular wayfinding signs are placed at the points in the downtown to lead to places of interest and parking locations. The sign also points out the various landmarks or attractions that can be found. These types of signs are placed at locations easily found by a driver and are intended to help that driver orient themselves to the downtown area.

Pedestrian Wayfinding: Pedestrian wayfinding signs are placed at the points of pedestrian entry/exit to parking lots and structures. Typically a map illustrating the downtown area that points out the various shops or attractions. These types of signs are placed at locations easily found by a pedestrian and are intended to help that person orient themselves to the downtown area to locate their destination and then be able to return to where they parked.

Quality signs for parking and wayfinding have the following elements incorporated into their design and placement:

- Use of common logos and colors.
- Placement at or near eye level.
- Use of reflective, durable material.
- All four types used in conjunction to guide motorist and pedestrian activity.
- All entrances to the downtown need to have introduction signage.
- All parking areas need to have identification signage.
- All routes through the downtown need to have directional and location signage.
- All pedestrian routes to and from major customer/visitor parking areas need to have wayfinding signs.
- The identification signs located at parking areas need to convey parking rates, hours of operation, maximum durations, and validation availability.

Design Specific Criteria Recommendations:

- In general, sign lettering should be four inches in height. Smaller lettering may be difficult to see and cause traffic slow-downs as drivers read signs before entering a parking area.
- Depending on the location for the signs, some may need State Department of Transportation approval before installation. The City Engineering Department will need to be consulted on specific locations that fall under State control and the various regulations that may need to be met.
- Logos and sign colors can be customized to suit the communities desired design criteria. The important element is to be sure that signs can be read easily by being a distinctive color that stands out from background colors of adjacent buildings.
- The signs colors and logos need to be consistent for ease of understanding and quick visual reference by drivers.

- Sign programs are usually best undertaken at a community-wide level and include all the relevant signs for parking and directions to major destinations. The comprehensive nature of a large scale sign program helps ensure that all forms of wayfinding signs (vehicular and pedestrian) are taken into account.

- Vehicular wayfinding needs to be laid out initially in a coordinated fashion to determine what the preferred entry points to the community should be. Often directed traffic flow is a more efficient option that allows the community to take advantage of planned vehicle routes and entry points. A key 'rule of thumb' is that fewer, well thought out and well placed signs are far better than too many signs scattered randomly throughout a community.

- Vehicular wayfinding should include direction arrows to key destination places such as theaters, museums, shopping districts, etc. These signs are then used in conjunction with the parking direction signs to allow a driver to quickly orient themselves to their destination and best parking options. Arrows should always be oriented to indicate forward, left or right movement. Reverse arrows or arrows indicating that a destination has been passed should be avoided to reduce confusion.

- Pedestrian wayfinding is critical once a person parks and transitions to walking. Being able to find wayfinding maps or signs to aid pedestrians in locating key destinations and then the way back to where they parked are important elements in tourist/customer/visitor oriented downtowns.

Action:

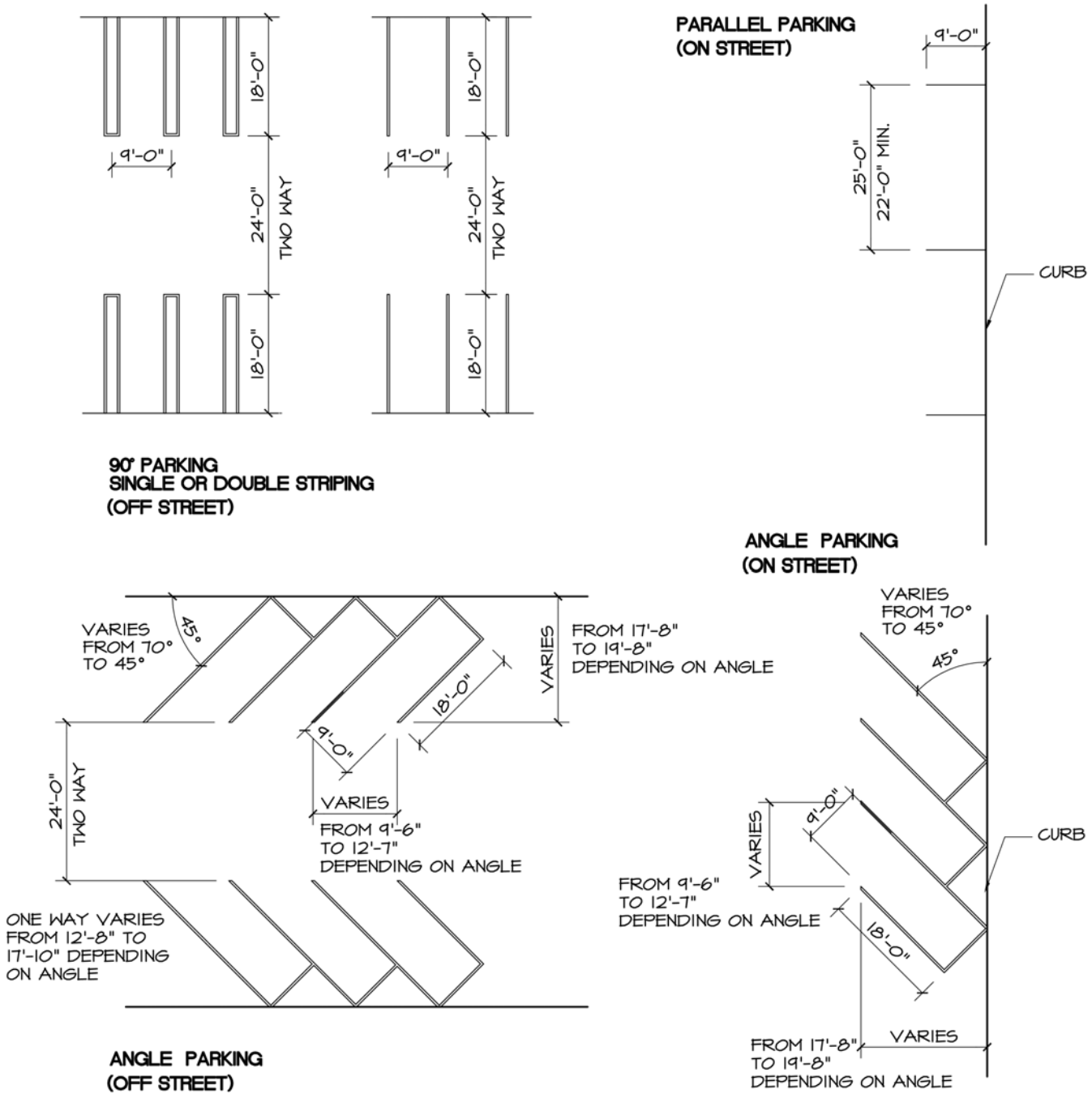
Recommendation:	Signage/Wayfinding Project.
Cost:	Budget TBD, initially assume $150,000 for design program, creation and installation.
Benefit:	Customer/visitor experience of Ocala will be greatly enhanced by a comprehensive new sign program, as will the overall perception of Ocala as a quality tourist destination place.
Time Frame:	One to three years.
Responsibility:	City/Public Works/Parks and Recreation
Additional Information:	As a best practice the following five types of parking signs that increases drivers' wayfinding experience are strongly recommended. Communities often miss the important role that signs play in making visitors comfortable with their surroundings and the effect that signs can have on vehicle travel and parking use efficiency.

4.17 Parking Layout Dimensions:

Rich and Associates was requested to review parking stall dimensions in Ocala. **Exhibit 4H** illustrates the recommended parking stall dimensions for Ocala. Some current designs call for 8.5 foot width parking stalls. Rich and Associates typically recommends that parking stalls be 9 feet in width to accommodate a greater variety of vehicle types.

Currently Ocala's zoning calls for 9.5 foot wide parking stalls. Using 9.5 feet as a standard stall width for on-street and parking lot layouts will be fine for the time being. However, the City should over time transition to a 9 foot stall for the City to gain high value new parking

Exhibit 4H Recommended Parking Layout Dimensions



4.18 Summary

Some of the recommendations contained in Section 4 will have considerable impact on how the parking operates in the downtown. Because downtown environments are 'open systems' in terms of parking and transportation it is not possible to accurately predict how efficiency enhancements and transportation alternatives will impact demand.

Rich and Associates recommends that the study be re-visited in five years to assess what the impacts of the transportation and operation recommendations have been. A comprehensive occupancy study will be a fundamental part of the update. Additionally, future capital expenditures should be based on up-to-date information.

Overall, a common theme of the parking study is the need to maintain consistency with the Downtown Master Plan. This document is intended to be a guiding principal and vision for the Downtown area and changes to parking have far reaching consequences in terms of capital, land-use, downtown economics and infrastructure.

SECTION 5: NEW PARKING

5.1 Parking Requirements for Current and Future

Rich and Associates recommends that the City provide sufficient parking to accommodate current and future customer/visitor and employee parking needs. As demonstrated in Section 2, if we consider the entire study area, the City currently has adequate parking. However there are groups or clusters of blocks with parking shortages. Parking shortages in some locations will be further compounded by proposed and potential developments in the downtown and potential re-occupancy of vacant space within the study area.

In the PEZ, there is a calculated current deficit of approximately -260 spaces. Blocks with significant calculated deficits are blocks 30/31 with -169 spaces, block 36 with -200 spaces, block 42 with -133 spaces, and block 50 with -192 spaces. As can be seen on **Map 5A** the blocks with the significant deficits are surrounded in most cases by surrounding blocks that have some surplus and in some cases this surplus parking is publically available. In the future, the overall deficit in the PEZ is projected to increase to approximately -430 spaces in five years and approximately -500 spaces with 10 years.

With the recommendations contained in Section 4 for metering all on-street parking in the PEZ, enhanced enforcement, and changing permit parking there will be a reordering of parking with more on-street spaces available for customers and visitors. Employees will park further away from their work place. The PEZ discourages future development of private surface parking lots in the downtown core. Small surface parking lots disrupt pedestrian activity and reduce density. The PEZ allows the City to have control over parking and to build new parking as required using the revenues from the parking system.

5.2 Review of Options for Additional Parking

Parking development in the downtown will need to be coordinated with demand increases to ensure that as development occurs, the City will have the ability to decide when to consider additional parking. Deciding when to initiate the parking will depend first and foremost on financial constraints. However, deciding when parking demand from development warrants additional parking is a relatively straightforward calculation.

The following page is a calculation worksheet the City could use as a decision making tool determining when additional parking is needed. The model works using building gross floor area (existing and proposed) as the variable in a decision making flow chart that will assist with determining when new parking demand justifies a new parking structure.

When the proposed new development's parking demand along with the existing parking demand exceeds the available parking supply(on-street and off-street), then the target capacity for new parking is approximately 85 percent of that total. Due to the size of the downtown, it may be possible to use the entire square footage rather than using the square footage of the block where the new development is planned. It may also make sense to do the analysis using a zone method.

The following is an example;

New Parking Threshold Calculation Worksheet

Part A: Determining Floor Area

Total Built Gross Floor Area For Entire Downtown: 1,200,000 sf

(+) Proposed New Gross Floor Area: 45,000 sf

(--) Gross Floor Area to be removed as part of redevelopment: 0 sf

(=) Total Existing and Proposed New Gross Floor Area: 1,245,000

Part B: Determining Parking Need

Total Existing and Proposed New Gross Floor Area: 1,245,000 sf

(X) 3.03 Parking Stalls Per 1,000 Square Feet: 3,773 spaces

(=) Total Parking Stalls Demanded: 3,773 spaces

(-) Existing On-Off-Street Parking: 3,650 spaces

(=) New Parking Demanded: 3,650-3,773= -123 spaces

Part C: Decision Guide

New Parking Demanded: 123 spaces

(X) 85%: -105 spaces

(=) Minimum New Parking Needed: 105 spaces

If the Minimum New Parking Needed is equal to or greater than the optimal capacity for a parking structure (typically 300 spaces) then consider provided structured parking. If the Minimum New Parking Needed is less that the optimal capacity for a parking structure, consider providing surface parking and land banking for future parking structure.

5.2.1 Parking Options

Rich and Associates reviewed options for addressing the projected need for additional parking. There are three options that should be considered; do nothing, new surface lots or build a parking structure. The following is a review of those options.

1. Do Nothing Option

   While this is an option for the City, selecting this option will severely limit the development potential in the PEZ downtown, will affect the businesses that are currently downtown as well as how the downtown currently functions.

Even with the recommended policy changes, increased enforcement and reallocation of parking, it will not be sufficient to increase the availability of parking in the downtown when and where it is needed. Therefore, Rich and Associates does not recommend this option.

2. Provide New Surface Public Parking

Another option for adding additional spaces to the downtown is to redesign existing surface parking lots to gain more spaces or to develop additional surface parking on vacant or underutilized property. Rich and Associates analyzed the potential for redesign of existing City parking areas and determined that there were no opportunities for adding additional parking spaces.

With respect to the construction of additional surface parking spaces within the PEZ downtown, we did not identify any potential sites that were owned by the City or privately owned that could be converted to surface lots. We did not consider the option of acquiring property for surface parking if it involved demolition of buildings as this goes against the best practice of breaking up block faces with open surface parking lots.

We did however; consider ways of providing additional public parking. The City should look at negotiating deals with private parking owners whose lots have available parking spaces during the day or evenings.

The City would agree to clean and insure the parking area and then market this parking for customer and visitors, if the parking area is within a reasonable walking distance, or for employees if the parking area is farther from the PEZ downtown. As part of the marketing program, the City would promote these private/public parking areas on their website as part of the public parking supply and provide signage at the parking areas as well.

3. Structured Parking

Several potential sites for new parking were examined for a parking structure with input from the City and Stakeholders. Of the sites examined as potential new parking structure locations, the best were selected based on adequate site dimensions, possibility of property acquisition and location adequate to serve key high parking demand areas.

Map 8 illustrates the service area for each of the proposed parking locations, sites A through E. The service area is essentially a radius of 350 feet, which encompasses the recommended customer/visitor walking distance and a portion of the recommended employee walking distance. Consultation between the consulting team and City staff led to the selection of five potential parking facility locations within the downtown area. The locations were selected based on available parcel size, site requiring the least amount of demolition of historic or significant buildings in the downtown and how the sites could be obtained. The sites selected as optimal are illustrated on **Map 8**.

Other potential parking sites had been examined, but eliminated based on stakeholder and community input. Essentially, the other potential parking sites within the downtown would have had significant negative impact as new parking locations. Some sites that were brought up were not chosen due to the potential for development, such as the former site of the Chamber on block 40.

The circles on the map illustrate a typical parking service area of 350 feet. The radius is selected as a sound approximation of the service area based on acceptable walking distances for the parking users. In some instances, employees or other regular parking users are willing to walk further, however the 350 foot radius captures the majority of the parking users, especially during inclement weather.

5.3 Review of Sites

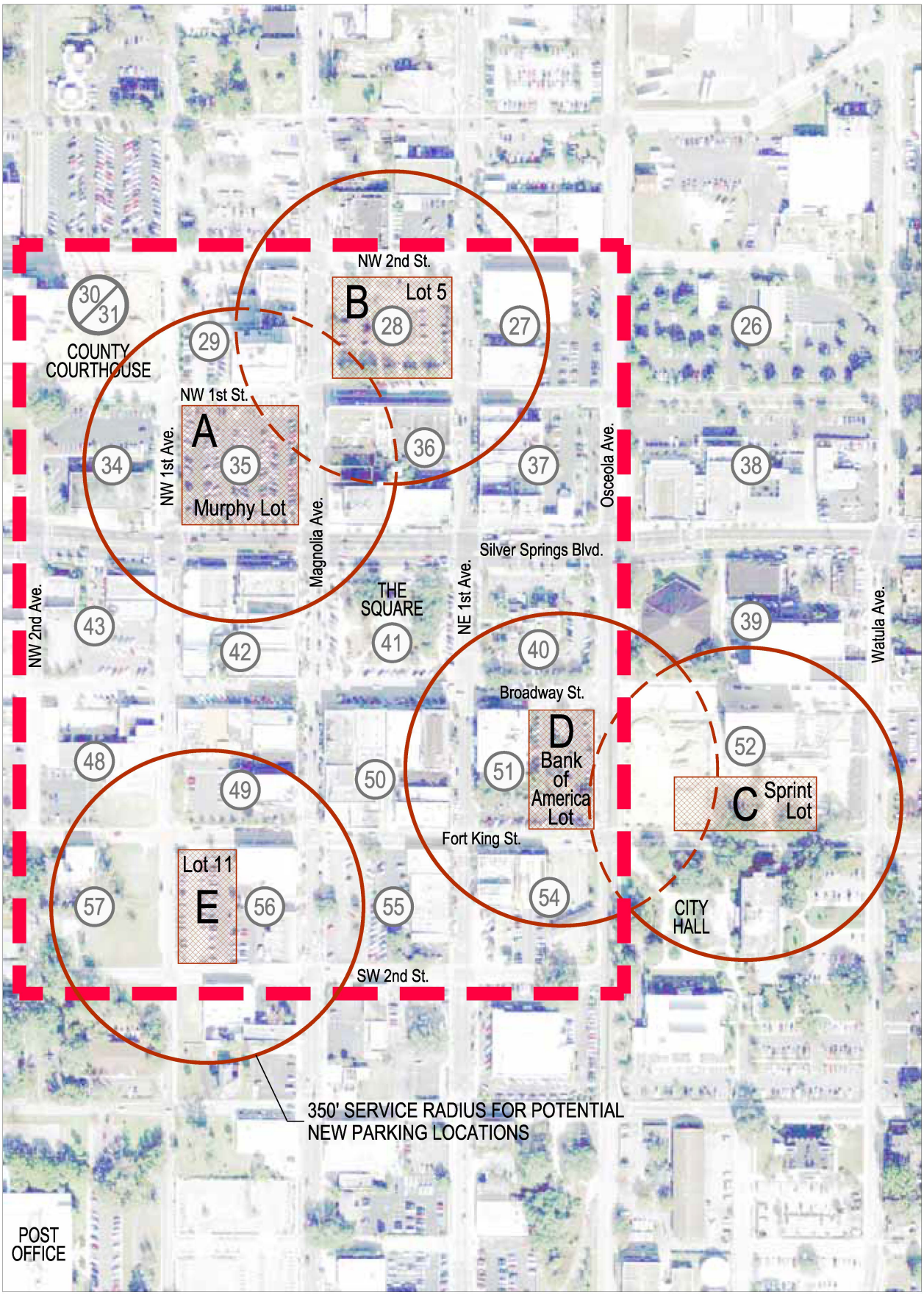
Block 35 Site A: This site is not owned by the City, but it is possible that acquisition could occur. This site is large enough for a three module parking structure, or a two module parking structure and a face building. In either case there should be consideration for ground floor commercial space within the parking structure.

Block 28 Site B: This site was identified as a potential parking structure site in the Master Plan. The site is sufficiently large enough that it could accommodate a three module parking structure (see discussion in Section 5.4 below for explanation of two and three module parking structures), or a two module parking structure and a face building. As referenced in the Master Plan, this parking structure would accommodate the parking demand on the north end of the PEZ, though it would not be considered parking for customers or visitors south of Silver Springs Boulevard due to the perceived barrier that Silver Springs Boulevard presents to pedestrian traffic.

Block 52 Site C: This site is called the Sprint site and was covered in the Master Plan. The overall plan was for a mixed use development that included a parking structure. This site would serve demand for any new development and would cover some of the shortfall in adjacent blocks.

Block 51 Site D: This site (Bank of America site) was covered under the Master Plan as a development site that included some additional public parking. We have assumed that a larger footprint could be developed for parking and that commercial could be provided on the ground floor and the housing could be developed above the parking structure depending on the ultimate height desired. This site is centrally located and could serve current and future parking needs in the area as well as for any development on the Library and Bank of America site.

Block 56 Site E: This site is not optimal for a two module parking structure and the efficiency (or square foot per parking space) would be higher than any other site reviewed. Efficiency is directly related to costs and the less efficient a structure is, the more costly per parking space.



PARKING STUDY FOR THE CITY OF OCALA

OCALA, FLORIDA

RICH & ASSOCIATES

Parking Consultants Architects Engineers Planners

LEGEND:

(#) BLOCK NUMBER

PARKING EXEMPT ZONE

POTENTIAL NEW PARKING LOCATIONS (A, B, C, D, E)

File No	1006
Scale	AS NOTED
Last Rev.	
Page	# of #
Date	ISSUED FOR:
04-30-10	DRAFT FINAL REPORT

Sheet Title: POTENTIAL NEW PARKING LOCATIONS

MAP Number: MAP 10

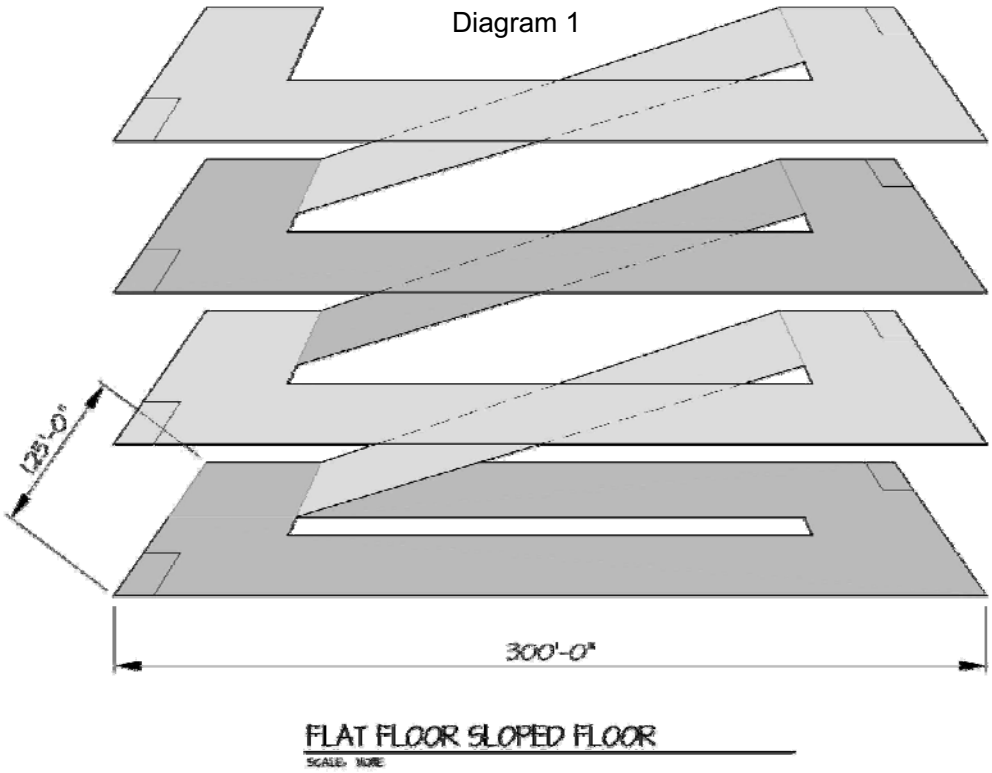
5.4 Preliminary Site/Design Analysis

In considering sites for parking structures in the downtown, the potential for development and redevelopment on the blocks surrounding each potential site needs to be taken into account. The general design considerations recommended by Rich and Associates for a parking structures are;

Flat Floor/Sloped Floor Design

- To design a flat floor/sloped floor parking structure the optimal site length exclusive of setbacks, is +/- 300 feet and a width of +/- 125 feet for a two module layout (Diagram 1).
- A flat floor/sloped floor system allows one long dimension elevation to be flat and can maximize occupied space on the ground floor. Only the ends of the building will have flat floors.
- In general, the flat floor/sloped floor layout is the most efficient layout as measured by square foot per parking space.
- The ground level on the flat façade face could be developed as commercial space.

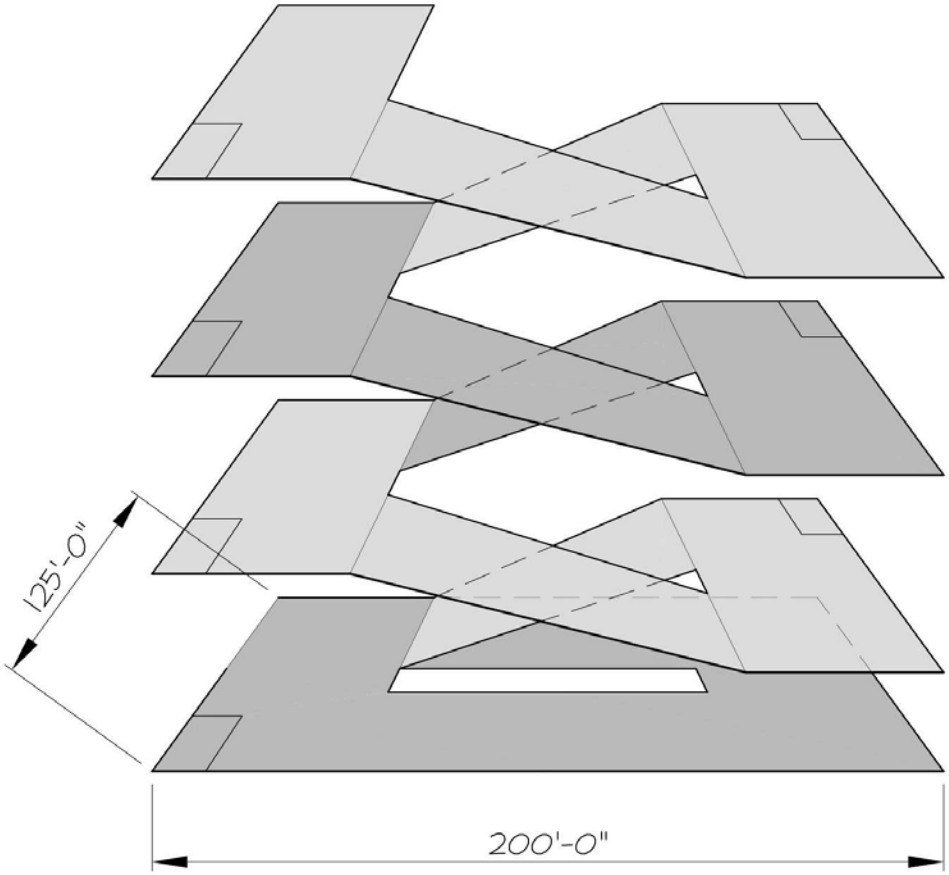
Diagram 1



Sloped Floor/Sloped Floor Design

- A sloped floor/sloped floor design is typically used on smaller sites.
- To design a sloped floor/sloped floor parking structure the optimal site length exclusive of setbacks is +/- 200 feet and a width of +/- 125 feet for a two module layout (Diagram 2).
- A sloped floor/sloped floor parking structure will have no flat facades on the long dimension and only the ends of the building will be flat.
- In general, the sloped floor/sloped floor layout is an efficient layout as measured by square foot per parking space (generally not as efficient as the flat floor/sloped floor layout though).
- It is difficult to provide ground floor commercial with this design.

Diagram 2

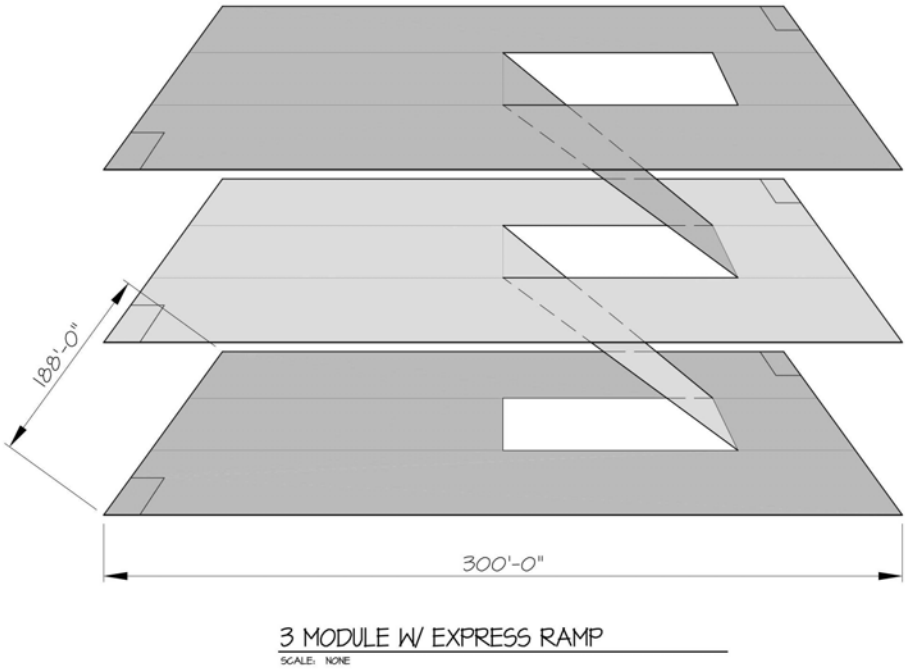


SLOPED FLOOR SLOPED FLOOR
SCALE: NONE

Other Design Options

- There are other parking structure layouts that involve more than two modules. One of these is the all flat floor with an express ramp. This can only be done with a site that is +/- 188 feet wide and ideally at least 300 feet long exclusive of setbacks (Diagram 3).

Diagram 3



- Other site dimensions are possible, especially if they are incorporated with a building, though their efficiency will be less than either the flat floor/sloped floor or the sloped floor/sloped floor layout.

- Underground parking structures, especially those below a building will generally be less efficient than any other type of parking facility (more square feet per parking space) and the construction costs are at least 150 percent of an above grade structure. Additionally, an underground parking structure will have higher operating costs due to mechanical ventilation and additional lighting that needs to run more hours of the day.

- In general, both an underground and above grade parking structure with another building type above it will require fire suppression (sprinklers), which adds to the overall construction and operating costs.

- To incorporate ground floor commercial/retail or office there needs to be a minimum of +/- eight to nine feet of clear head room which translates into a finished floor of +/- 12 feet for the first finished floor. This can be done easiest in a flat floor/sloped floor scheme.

Additional Site and Design Considerations

- Distance from key intersections (ingress/egress considerations…stacking of vehicles).
- Traffic flow on adjacent streets.
- Distance from key intersections with respect to demand generators. Plan on no more than +/- 350 foot walk from parking to destination.
- How the parking structure will fit into surrounding context...respects historic character of downtown, won't overwhelm existing development…maintains "small town" charm.

5.5 Green Design

Green design elements can be included in the design and construction of a concrete parking structure. In the plan, the amount of pervious land area will be increased by the landscape areas that will be added and that storm water will be held. Another element that meets the green design principles is that several hundred parking spaces are under cover and therefore they are not on surface lots that reflect solar light. Consideration for the top level of the parking structure would be a reflective surface (high albedo level) which do not absorb as much solar radiation.

From a construction standpoint, the use of recycled materials is a principle of green buildings. For the concrete part of the building, which is the majority of a parking structure, there can be concrete add mixtures such as fly ash, silica fume and slag cement. These are all considered post-industrial recycled material. Rebar, which is generally from recycled steel, is also considered recycled material.

Finally, there is the use of regional materials which supports local industries and reduces transportation distances. Generally, the requirement is that a minimum of 20 percent of the materials are manufactured regionally, within 500 miles. This can also assume landscaping and the use of native planting material to screen the parking structure or on the face or roof of the structure which will help reduce solar heat.

5.6 User Groups and Requirements

The parking structure should be planned for several user groups: customers/visitors of the downtown, employees and specifically for reoccupied vacancy, and infill development that will occur within downtown.

Interior and Exterior Structure Best Practices

Lighting

- Light levels on parking floors have a minimum of six foot candles.
- Light levels at vertical cores and at entry and exit have a minimum of 20 foot candles.

- Lighting on the roof level must take into account lighting affects on surrounding buildings.
- Lighting spill over from parking floors must also be considered.
- Type of lighting is not specified.

Safety and Security

- At a minimum, the parking structure should be wired to accept CCTV if the system is not installed up front.
- The parking structure and site design should use the principles of Crime Prevention Through Environmental Design (CPTED).
- Limit hiding places in parking structure.
- Use glass elevator cabs, shafts and glass enclosed stairways.
- Use landscape that will not conceal a person.
- Appropriate outdoor/indoor lighting, and
- Make wayfinding easy.

Facade and Massing

- The facade should not look like a typical gray concrete parking structure.
- Glass should be used for the stair and elevator towers consistent with Safety and Security discussed above.
- Buildings surrounding the proposed parking structure should be carefully thought of in the design process so the parking structure blends in with adjacent buildings.
- Several examples of facades that address these issues:

5.7 Issues Related To Construction Period

Interim Parking

Regardless of when the construction period occurs, there will be a temporary loss of parking on any of the blocks that were identified as possible sites. During the project design phase, specific plans need to be developed on using existing parking locations for interim overflow temporary parking. It would be premature to identify a location(s) now. There are several issues to be considered with the temporary parking.

- Employee Parking: This group will be the easiest to handle from a logistics and location standpoint. Since an employee is a reoccurring parker, we are not as concerned about temporary signage. The parking locations can be further away than a visitor/customer location. This may require a shuttle. Additionally, the ability to communicate with the employee is easier than with a customer/visitor.
- Visitor/Customer Parking: These parkers may not be frequent parkers, thus signage must be used. Where temporary visitor/customer parking will be located is important. If the parking area is remote, a shuttle will have to be incorporated, though we would prefer not to use a shuttle. A marketing plan should also be developed for customers and visitors.

Access During Construction

Questions may come up regarding alley access and loading/unloading during construction. Depending on the block and site there could be issues with alley access. It may be possible for a portion of an alley to remain open during construction. This will be written into the specifications for the contractors. Temporary signage will be used. Information on construction should be put in the monthly newsletter.

Effects of Construction

There are several issues with the construction of the parking structure:

- Noise: While noise is a factor during construction, it should be written into the specifications specific times when construction may occur i.e. not before 8:00 a.m. and not after 5:00 p.m.
- Dust and Dirt: This may also be a problem during construction. The specifications should contain requirements for debris removal, dust mitigation and general maintenance of the site.
- Safety: The construction will need to be fenced in and include a storage area for materials.
- Damage to Surrounding Buildings: During the normal construction process there is the possibility of vibration damage. Buildings with basements in the near vicinity should be photographed both inside and outside walls of all buildings should be included.

In general, the contractor will be required to present a plan to address these issues.

Monthly Newsletter

Rich and Associates strongly recommends that a newsletter be sent out each month during the design and construction phases. During the design phase, planning for the structure may be highlighted, including the issues discussed above (temporary parking, access and effects from construction). During construction, the newsletter should discuss schedule, closures and general progress of the project.

During construction, it is recommended to hold monthly meetings to discuss progress and any specific problems. Area businesses, residents and property owners should be on the mailing list.

5.8 Project Cost and Finance Worksheet Example

Rich and Associates prepared Project and Finance Costs for a possible 300 space parking structure. The "bricks and mortar" construction costs were estimated at $15,000 per parking space and assumed 2010 dollars. This cost does not take into account the fact that there would be additional costs associated with occupied or commercial space in the parking structure if it were included as part of the program and design. Additionally, the costs assume a façade with the use of precast and quarter brick.

The estimated Project and Finance Costs are shown in **Table 5A**. The financing assumed City issued debt using a tax exempt bond issue. The following are explanations of the various line items. As noted above we have shown two scenarios based on interest rates.

1. Construction Costs: The assumptions also assumed spread footings which will need to be confirmed by soil borings and a geotechnical report.
2. Professional Fees: These are the design fees and reimbursed expenses. It assumes a conventional design/bid scenario.
3. Insurance: Testing during construction paid for by the owner
4. Geo-Tech and Survey: Fees for a survey and topographical of the site and soil borings and report on foundations.
5. Legal and Accounting: The legal and accounting costs for the City during the course of construction.
6. Land Costs and Demolition: There was no estimate made of these costs.
7. Contingency: Rich has used a 10% contingency for the design and construction to cover design issues and issues during construction.
8. Project Costs to be Financed: Project costs represent the construction hard and soft costs.
9. Finance Term: The term of the bond is 20 years. A longer amortization schedule is also possible.

10. Interest Rate: Based on an un-rated bond issue with no insurance and projected rates for 2010.
11. Term of Construction: The construction period is estimated at 10 months. This depends on the time of year that the project is started and site availability for lay-down for example.
12. Interest During Construction: All bond proceeds are received up front and draws are made on these funds to pay for construction. This represents capitalized interest for the term of construction.
13. Interest Income: The bond proceeds are put into an interest bearing account and generate interest income that is used to offset costs.
14. Legal and Accounting Fees: These are the legal fees and accounting fees of the bond issuer.
15. Debt Service Reserve: No debt service was assumed.
16. Financing Fees: These are the points paid to the bond underwriter.
17. Cost of Issuance: These are expenses such as printing of offering/official statements.
18. Total Financing Fees: Total soft costs for financing.
19. Addition of the Project Costs: Total from line 8.
20. Total Amount of Bonds: Total of lines 18 and 19.
21. Debt Service: The annual principal and interest payment assuming a level payment each year.

The calculated debt service is estimated at $443,000 for the scenario with 4.5 percent interest rate. In addition to the annual debt service cost, Rich and Associates recommends that City establish a repair and replacement fund for the repairs that are required during the life of the proposed parking structure.

APPENDICES:

Table 5A

CITY OF OCALA
EXAMPLE PROJECT AND FINANCE COSTS
EXAMPLE 300 SPACE PARKING RAMP

1	Construction Cost	300 x $15,000	$4,500,000
2	Professional Fees (Architectural/Engineering & Reimbursed)		$248,000
3	Insurance		$25,000
4	Geotech and Survey		$25,000
5	Legal and Accounting		$35,000
6	Land Costs and Demo		$0
7	Contingency		$540,000
8	Project Cost to be Financed		$5,373,000
9	Financing Term		20 Years
10	Interest Rate		4.5 %
11	Term of Construction		10 Months

Financing Costs

12	Interest During Construction		$216,000
13	Interest Income	40% @ 2%	($34,000)
14	Legal & Accounting Fees	@ 1.00%	$58,000
15	Debt Service Reserve		None
16	Financing Fees (Points)	@ 2.00%	$115,000
17	Cost of Issuance	@ 0.50%	$29,000

18	*Total Financing Costs*	$384,000
19	+ Project Cost to Be Financed	$5,373,000
20	Total Amount of Bonds	$5,757,000
21	Debt Service	$443,000

5.9 Projected Revenues of Existing Parking and Revenue and Expenses of New Parking Structure

Table 5B is a projection of parking revenues with the proposed changes to parking allocation and parking rates. Additionally, a projection of parking revenues and expenses for a proposed 300 space parking structure was prepared. The revenues from existing operations are shown in lines 1 through 4 and revenue and expenses from a new parking structure in lines 6 through 12. The pro forma assumes the following;

- Historical data from 2007 through 2009 came from City records.
- Revenue for 2010 was projected using 2009 as a base.
- The only metered lot had the meters removed spring 2010.
- Revenue for 2011 was projected based on the proposed rate increases and the re-allocation of parking and operational changes as recommended in this report.
- The added revenue from the first year of any rate increase was discounted by approximately 80 percent to reflect loss of parkers and change of habits based on higher rates. The second year of a rate increase was then normalized (100 percent of possible revenue due to the rate increase).
- The new 300 space parking structure would be complete beginning in FY 2012. The existing operation revenues in FY 2011 do not reflect any possible loss or gain in parking revenue from parking spaces lost due to construction of the new parking structure.
- Revenues projected for the new parking structure assume 125 spaces allocated to hourly parking and 175 spaces allocated for permit or all day parking. Utilization was increased each year and normalized in the fourth year (2015).
- Parking expenses for new parking structure were estimated at $225 per space in 2012.
- A sinking fund that is used for extraordinary maintenance and repair issues not included in normal operating expenses was included in the pro forma. This is called the Repair and Replacement Fund.

TABLE 5B
CITY OF OCALA
PROJECTIONS OF POSSIBLE REVENUES AND EXPENSES INCLUDING A NEW 300 SPACE PARKING STRUCTURE

	2007	2008	2009	2010(2)	2011(3)(4)	2012(5)	2013(6)	2014	2015	2016	2017(6)	2018	2019	2020	2021	2022(6)	2023	2024	2025	2026	2027	2028	2029	2030
Parking Rates																								
On-street Hourly Rate	$0.25	$0.25	$0.25	$0.25	$0.25	$0.25	$0.50	$0.50	$0.50	$0.50	$0.75	$0.75	$0.75	$0.75	$0.75	$1.00	$1.00	$1.00	$1.00	$1.00	$1.00	$1.00	$1.00	$1.00
Permit Rate (average)	$18.00	$18.00	$18.00	$18.00	$19.40	$19.40	$20.60	$20.60	$23.40	$23.40	$29.25	$29.25	$29.25	$29.25	$29.25	$36.56	$36.56	$36.56	$36.56	$36.56	$36.56	$36.56	$36.56	$36.56
Fine Rate	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$20.00	$25.00	$25.00	$25.00	$25.00	$25.00	$27.50	$27.50	$27.50	$27.50	$27.50	$30.00	$30.00	$30.00	$30.00
Revenue From Existing Operations																								
1 Parking Lots(1)	$2,482	$4,813	$5,808	$2,904	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
2 On-Street Meters	$11,973	$13,665	$21,395	$25,674	$46,348	$61,797	$98,875	$123,594	$123,594	$123,594	$148,313	$185,391	$185,391	$185,391	$185,391	$197,750	$247,188	$247,188	$247,188	$259,547	$259,547	$259,547	$259,547	$259,547
3 Parking Permits	$30,954	$32,145	$29,356	$29,943	$32,592	$48,888	$51,912	$51,912	$58,968	$58,968	$73,710	$73,710	$73,710	$73,710	$73,710	$92,138	$92,138	$92,138	$92,138	$92,138	$92,138	$92,138	$92,138	$92,138
4 Fines	$9,254	$15,597	$19,731	$30,765	$38,456	$46,147	$39,994	$39,994	$39,994	$39,994	$48,906	$48,906	$48,906	$48,906	$48,906	$53,797	$53,797	$53,797	$53,797	$53,797	$58,687	$58,687	$58,687	$58,687
5 **Total Revenue**	$54,663	$66,220	$76,290	$58,521	$78,940	$110,685	$150,787	$175,506	$182,562	$182,562	$222,023	$259,101	$259,101	$259,101	$259,101	$289,888	$339,325	$339,325	$339,325	$351,684	$351,684	$351,684	$351,684	$351,684
Revenue From New Structure(5)																								
6 Hourly	$0	$0	$0	$0	$0	$31,250	$62,500	$85,938	$93,750	$93,750	$112,500	$140,625	$140,625	$140,625	$140,625	$150,000	$187,500	$187,500	$187,500	$187,500	$187,500	$187,500	$187,500	$187,500
7 All Day	$0	$0	$0	$0	$0	$30,000	$42,000	$42,000	$42,000	$42,000	$52,500	$52,500	$52,500	$52,500	$52,500	$57,750	$57,750	$57,750	$57,750	$57,750	$63,000	$63,000	$63,000	$63,000
8 **Total Revenue From New Structure**	$0	$0	$0	$0	$0	$61,250	$104,500	$127,938	$135,750	$135,750	$165,000	$193,125	$193,125	$193,125	$193,125	$207,750	$245,250	$245,250	$245,250	$245,250	$250,500	$250,500	$250,500	$250,500
9 **Total Revenue From Parking**	$54,663	$66,220	$76,290	$58,521	$78,940	$171,935	$255,287	$303,443	$318,312	$318,312	$387,023	$452,226	$452,226	$452,226	$452,226	$497,638	$584,575	$584,575	$584,575	$596,934	$602,184	$602,184	$602,184	$602,184
10 **Expenses from existing operations(*)**	$57,507	$76,916	$57,775	$69,330	$97,797	$100,730	$103,752	$106,865	$110,071	$113,373	$116,774	$120,277	$123,886	$127,602	$131,430	$135,373	$139,434	$143,617	$147,926	$152,364	$156,935	$161,643	$166,492	$171,487
11 **Expenses From New Structure**	$0	$0	$0	$0	$0	$67,500	$69,525	$71,611	$73,759	$75,972	$78,251	$80,599	$83,016	$85,507	$88,072	$90,714	$93,436	$96,239	$99,126	$102,100	$105,163	$108,318	$111,567	$114,914
12 **Total Expenses For Parking**	$57,507	$76,916	$57,775	$69,330	$97,797	$168,230	$173,277	$178,476	$183,830	$189,345	$195,025	$200,876	$206,902	$213,109	$219,503	$226,088	$232,870	$239,856	$247,052	$254,464	$262,097	$269,960	$278,059	$286,401
13 **Net Revenue**	-$2,844	-$10,696	$18,515	-$10,809	-$18,857	$3,704	$82,010	$124,968	$134,482	$128,967	$191,997	$251,350	$245,323	$239,116	$232,723	$271,550	$351,705	$344,719	$337,523	$342,471	$340,087	$332,224	$324,125	$315,783
12 **Repair and Replacement (8)**	$0	$0	$0	$0	$0	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000	$15,000

(1) The only metered lot had the meters removed Spring 2010

(2) 2010 was estimated based on projections using 2009 as a base

(3) Reflects increase in permit parking rates beginning in the second half of FY 2011

(4) Implement meters on-street by second half of FY 2011

(5) New 300 space parking structure complete beginning in FY 2012

(6) First year of parking rate increase for hourly parking is 80 percent of normalized year (second year of increase)

(7) Parking expenses for new parking structure estimated at $225 per space in 2012

(8) Deposit into Repair and Replacement Sinking Fund that is used for extraordinary maintenance and repair issues not included in normal operating expenses

City of Ocala, Florida
On-Street Parking Inventory

	PARKING SUPPLY BY BLOCK FACE																													
	A						B						C						D						TOTAL					
BLOCK	UM	30F	1F	2F	10M	HC	UM	30F	1F	2F	10M	HC	UM	30F	1F	2F	10M	HC	UM	30F	1F	2F	10M	HC	UM	30F	1F	2F	10M	HC
1																														
2																														
3																														
4																														
5																														
6							5																		5					
7																														
8							3																		3					
9							94					4													94					4
10																														
11	6																								6					
12																						11						11		
13							5			4									12			8			17			12		
14							2			2															2			2		
15							7			3															7			3		
16							7																		7					
17																														
18																														
19										4																		4		
20																														
21																														
22							5									5									5			5		
23							1			4															1			4		
24																						4						4		
25																														
26																														
27																						6						6		
28				14																								14		
29										7																		7		
30																			2						2					
31																														
32																														
33																														
34																														
35										5																		5		
36										4																		4		
37																						8						8		
38																														

Appendix A

City of Ocala, Florida
On-Street Parking Inventory

	PARKING SUPPLY BY BLOCK FACE																													
	A						B						C						D						TOTAL					
BLOCK	UM	30F	1F	2F	10M	HC	UM	30F	1F	2F	10M	HC	UM	30F	1F	2F	10M	HC	UM	30F	1F	2F	10M	HC	UM	30F	1F	2F	10M	HC
39													18					1							18					1
40																5												5		
41					8						12						10	1					7						37	1
42										7										5		2				5		9		
43								3																		3				
44																														
45																														
46				6																								6		
47	2			8																					2			8		
48	1			9						8															1			17		
49		6		11						4						7										6		22		
50				11		1				6												8						25		1
51	2			1																		7			2			8		
52	19					1																			19					1
53																														
54																						3						3		
55										5												5						10		
56										9																		9		
57										7																		7		
58																														
59																														
60																														
61																														
62																														
63							1																		1					
64																						3						3		
65																			2						2					
66																														
67																														
68																			2		3				2		3			
69							1		3													1			1		3	1		
70										1																		1		
71																														
72							4																		4					
73							3		4												5				3		9			
74																														
75																														
76																														

City of Ocala, Florida
On-Street Parking Inventory

	PARKING SUPPLY BY BLOCK FACE																													
	A						B						C						D						TOTAL					
BLOCK	UM	30F	1F	2F	10M	HC	UM	30F	1F	2F	10M	HC	UM	30F	1F	2F	10M	HC	UM	30F	1F	2F	10M	HC	UM	30F	1F	2F	10M	HC
77																														
78																														
79																														
80										9									1						1			9		
81																														
82																														
83																														
84																			7						7					
85	4						3																		7					
86																														
87	4					2																			4					2
88																														
89																														
90																														
91																														
92							2																		2					
93																			6						6					
94																														
95																														
96																														
97																														
TOTAL	38	6	0	60	8	4	143	3	7	89	12	4	18	0	0	17	10	2	32	5	8	66	7	0	231	14	15	232	37	10
																									539					

Appendix A

City of Ocala, Florida
Off-Street Parking Inventory

		Private		Public		Description		
Block	Letter	Reg	Hcp	Reg	Hcp		Block	Sum
1							1	0
2							2	0
3	A	15				Dirt Parking Lot (No signs)	3	15
	B	10				Cars parked on grass (across from Duggan, Joiner & Co, CPA's)		10
								0
5	A	8				Manning's Building Supplies	5	8
	B	13				Manning's Building Supplies		13
								0
6	A	15	1			Walton's Rentals	6	16
								0
7	A	27	4			Train Station Parking	7	31
	B	2				Employee Parking		2
	C	6				Bus Station Parking		6
	D	10				Able Body Labor		10
								0
8							8	0
9		25					9	25
10							10	0
								0
11	A	25				Seminole Feed (Estimated Dirt Lot)	11	25
	B	28	1			Seminole Feed		29
	C	16	1			Seminole Feed		17
	D	3				Seminole Feed		3
								0
12	A	35				Shuttle Service Storage Lot	12	35
	B	4				Private Lot		4
	C	5	3			Vacant Building (For lease)		8
	D	48				Lester's Collision		48
	E	15				Lester's Collision		15
	F	70				Permit Lot (No sign - Lot not used, firm moved)		70
								0
13	A	34				Fenced Private Lot Adjacent Mannings Building Supplies (moving)	13	34
								0
14	A	7				Christian 12 Step Ministry	14	7
	B	5				Behind Christian 12 Step Ministry		5
	C	3	1			Amsden Sign Advisors		4
	D	9				Vacant Building		9
	E	3				Behind Unnamed Bar		3
	F	7	1					8
								0
15	A	32				Undesignated Dirt Lot	15	32
	B	17	2			Salvation Army Correction Dept		19
	D	8				Salvation Army Correction Dept		8
								0
16	A	15	4			Salvation Army	16	19
	B	3				Salvation Army		3
	C	29				Savage Krim Atty		29
	D	5				Ben Daniel Jr / Bill Decarlis Atty		5
								0
17	A	6				Metro Ocala Office Plex	17	6
	B	10	1			McDonald Office Building		11
	C	13				Law Office Klein, Klein, Roberts & Calloway		13
	D	7				Michael Cooper Law Office		7
	E	6						6
								0
18	A	34				Duggan, Joiner & Co CPA's	18	34
	B	6				Duggan, Joiner & Co CPA's		6
	C	2	1			Piggin & Glynn, Attorneys		3
	D	14	1			Siboni, Hamer & Buchanan Law Office		15
	E	14				Undesignated Dirt Parking Lot		14
	F	6				Undesignated Private Parking Lot		6
	G	14				Siboni, Hamer & Buchanan Law Office		14
								0
19	A	30	3			Public Defender	19	33
	B	22				Marion County ?		22
								0
20	A	34				US Federal Courthouse Gated Lot	20	34
								0
21	A	98	5			US / County Courthouse Parking (Portion Unavailable)	21	103
								0
22	A	37	1			Contractor Parking	22	38
								0
23	A	9				First American Title Company	23	9
	B	23	2			First American Title Company		25
	C	6				John Trentleman Attorney		6

City of Ocala, Florida
Off-Street Parking Inventory

		Private		Public		Description		
Block	**Letter**	**Reg**	**Hcp**	**Reg**	**Hcp**		**Block**	Sum
	D	3				Vacant Building		3
								0
24	A	23				Signed for Ayres. Cluster, Curry, McCall Collins & Fuller PA	24	23
	B	23	2			Vacant Building		25
	C	6				Vacant Building		6
								0
25	A	6				Unifirst Customer Parking	25	6
	B	7				Unifirst		7
	C	5				Unifirst		5
	D	4				Unifirst		4
	E	6				Unifirst		6
								0
26	A	3	2			Prudential Realty	26	5
	B	59				Sun Trust Bank Employees		59
	C	47	2			Sun Trust Bank		49
								0
27	A	10	1			Legal Center Parking	27	11
	B	33				Bernhill, Hoffman & Co CPA		33
	C	20				Legal Center & Bernhill Hoffman Parking		20
								0
28	A			18		Free 2-hour Public Parking	28	18
	B			22		Yellow - Designated Reserved Permit Required		22
	B			48		Red - General Reserved (Yellow Tag)		48
								0
29	A	4				Private Parking	29	4
	B	18				Ocala National Bank Customer Parking Only		18
	C	4				Moss Construction		4
								0
30						**No Off-Street Parking this Block**	30	0
								0
31	A	655	15			Marion County Courthouse Parking Structure	31	670
								0
32	A	6				Stanley Bullard - Attorney	32	6
	B	53	3			State Attorney's Office Parking		56
								0
33	A	9				Goodyear Tire Store	33	9
	B	7				Goodyear Tire Store		7
	C	7				Goodyear Tire Store		7
								0
34	A	33	2			Wachovia Bank Customer Parking	34	35
	B	14	1			Wachovia Bank (Some in old drive thru lanes)		15
								0
35	A	148	1			Concord Square Parking (Permit Required - 8A - 5P) Free other hrs	35	149
								0
36	A	12				Private Parking (Fl Dept Corrections - Probation & Parole)	36	12
								0
37	A	19	1			Alarion Bank	37	20
								0
38	A	51	4			Sun Trust Bank	38	55
	B	10				Walt's Pawn		10
	C	11	2			Ocala's Lady Jeweler		13
								0
39	A	7				Richard's Place Restaurant	39	7
	B	14				Richard's Place Restaurant		14
	C	12	1			Panorama Music		13
	D	8				Panorama Music / Paddock Pools		8
	E	19				Embarq (Under Cover) + Surface Lot		19
								0
40	A			29	1	Free 2 - Hour Parking (Green)	40	30
	B			38		Red - General Reserved (Green Tag Required)		38
								0
41						**No Off-Street Parking this Block**	41	0
								0
42						**No Off-Street Parking this Block**	42	0
								0
43	A	7				American Pawn	43	7
	B			10		Free 2 - Hour Parking (Green)		10
	C			17		Yellow - Designated Reserved M-F 8A - 5P Free all other hrs		17
								0
44	A	9	1			Vacant Building	44	10
	B	3				Guardian Ad Litem Program		3
	C			20		New Reserved		20
								0
45	A	9	1			We Buy Gold and Silver	45	10
	B	4				Unmarked Lot (No Sign)		4

City of Ocala, Florida
Off-Street Parking Inventory

		Private		Public		Description		
Block	Letter	Reg	Hcp	Reg	Hcp		Block	Sum
								0
46	A	17	1			Handmade Bakery	46	18
								0
47	A	10	1			Fenced Lot (Adjacent Vacant Condemned Building)	47	11
	B	31	7			Mt. Moriah Baptist Church		38
								0
48	A	11				Multiple Businesses 116 - 122 Broadway	48	11
	B			17	1	Red - General Reserved Parking Red Permit (Free W/E & after 5:00		18
	B			4		Yellow - Designated Reserved Free W/E & After 5:00 M - F		4
								0
49	A	1				Stella's Modern Pantry	49	1
	B	2				Private Parking		2
	C			21	1	City of Ocala Public Parking 10-hour Meters		22
								0
50	A	15				Private Parking	50	15
								0
51	A	73	2			Bank of America Customer Parking	51	75
								0
52						**No Off-Street Parking this Block**	52	0
								0
53	A	8				City Hall Employee Parking	53	8
	A	11				City Hall Visitor Parking		11
	B	20	3			City Hall Visitor Parking		23
	B	13				City Hall Employee Parking		13
	B	1				City Hall Reserved		1
	C	30				City Hall Employee Parking		30
	D	33				City Hall Public Parking		33
	E	23	5			City Hall Electric Utility Building Public Parking		28
								0
54	A	20				Cox Media	54	20
	B	6				Cox Media		6
								0
55	A	87	2			Private Reserved Parking	55	89
								0
56	A	17				Brother's Keeper	56	17
	B	4				Architect Studio Inc		4
	C	27				Private Parking 116 - 124 Magnolia		27
	D			34		Red - General Reserved (Blue Tag Required)		34
	D			11		Yellow - Designated Reserved Blue Tag M - F all hours		11
								0
57	A	14				Sims & Stakenborg, PA	57	14
								0
58	A	16	2			Multiple Businesses (201, 101, 102)	58	18
								0
59	A	14				Adjacent Dairy Queen Under Construction	59	14
								0
60	A	16				Pizza & Window Tinting	60	16
	B	11				Shamrock Motel		11
	C	9	1			Sun Med Physical Therapy		10
								0
61	A	18				Private Lot (No Sign)	61	18
	B	17	2			Behind 233 Office Building		19
								0
62	A	22	1			Bond, Arnett, Phelan, Smith, & Craggs, Attorneys	62	23
								0
63	A	12				Magnolia Square Office Building	63	12
	B	14	1			Doxa Church		15
	C	5				Ocala BluePrint		5
								0
64	A	12				Ocala Inner Center	64	12
	B	12				Fenced Private Lot (Appeared Vacant)		12
	C	6				Earl's Tint & Signs		6
	D	40				Private Lot (No Sign)		40
	E	38				Private Lot (Chained Off - No Access)		38
								0
65	A	61	2			Social Security Office Parking	65	63
								0
66	A	20	3			Ocala Community Credit Union	66	23
	B	4				City Hall Annex Employee Parking		4
	C	17				City Hall Annex Employee Parking		17
	C	7				City Hall Annex Reserved		7
	C	10	1			City Hall Annex Visitors		11
	D	51				City Vehicles		51
								0
67	A	43	2			Chamber of Commerce Parking	67	45

City of Ocala, Florida
Off-Street Parking Inventory

		Private		Public		Description		
Block	Letter	Reg	Hcp	Reg	Hcp		Block	Sum
	B	47						47
								0
68	A	9				Moorhead Engineering	68	9
	B	32				Stalnaker Lincoln Mercury Body Shop		32
	C	6				Hungry Bear Drive In Restuarant / Mayhew Pest Control		6
								0
69	A	21	1			Charles Tucker Attorney	69	22
	B	17				Private		17
	C	3				Michael Frank Real Estate		3
								0
70	A	5				Custom Fabric Creations	70	5
	B	20	1			Ocala Lincoln Mercury Customer Parking		21
								0
71	A	48				US Post Office Employee Parking	71	48
	B	68	2			US Post Office Customer Parking		70
	C	24				US Post Office Employee Parking		24
	D	118				US Post Office Employee Parking		118
								0
72	A	15				Ocala Tire Service	72	15
	B	3				Ocala Tire Service		3
	C	4				Ocala Tire Service		4
								0
73	A	2				Ocala Lincoln Mercury Customer Parking (Sales)	73	2
								0
74	A	13	1			Value Pawn Shop	74	14
	B	23				Value Pawn Shop (Estimate)		23
	C	16				Value Pawn Shop (Estimate)		16
	D	25				Value Pawn Shop (Estimate)		25
								0
75	A	4				Tires Plus	75	4
	B	13	1			Tires Plus		14
	C	12				Law Office (Daniel Hicks, Albert Vidal, Lopez & Lopez)		12
	D	5				Law Office (Daniel Hicks, Albert Vidal, Lopez & Lopez)		5
								0
76	A	15				Private Lot (No Sign)	76	15
	B	3				Kreative Kuts		3
	C	6				Ocala Chiropractic		6
	D	6				South Beach Waxing Studio		6
								0
77	A	4	1			Top Line Hair Graphic	77	5
	B	7				Top Line Hair Graphic		7
	C	18				Private Lot (Permit Required)		18
								0
78	A	19	1			Apartment Resident Parking	78	20
	B	16	1			Goldman Appliance		17
	C	4				Private Parking		4
								0
79	A	5				Central Florida Swimming Pools	79	5
	A	4				Central Florida Swimming Pools		4
	B	13				Priceless Scrapbooks		13
	C	3				Ocala Lincoln Mercury Body Service		3
	D	28				Private Retail Parking		28
								0
80	A	13				Undesignated (Skampers ?)	80	13
	B	17				MaryAnn's Embroidery		17
	C	12				Ocala Golf Shop / European Car Care		12
	D	10				Unique Woodworks		10
	E	2				Skampers		2
								0
81	A	7				Spa Parking	81	7
	B	12				Eddie's Auto Service		12
	C	5	1			Cat's Counseling Center		6
	D	2	1			Attorney's Office		3
	E	5	1			Rexall Electronics & Datacom Products		6
	F	10				Rexall Electronics & Datacom Products		10
								0
82	A	17				Marion County Schools Warehouse	82	17
	B	20				Marion County Schools Office & Guidance Testing (Grass Lot)		20
								0
83	A	5				Soul Essential	83	5
	B	5				Bokay Florist		5
								0
84	A	4				Folsom Business Forms	84	4
	B	9				Larry Booth CPA		9
	C	5				Mt. Zion Church		5

City of Ocala, Florida
Off-Street Parking Inventory

		Private		Public		Description		
Block	**Letter**	**Reg**	**Hcp**	**Reg**	**Hcp**		**Block**	Sum
								0
85	A	8	1			American Reverse Mortgage	85	9
	B	10				Gravel Lot (Adjacent Signs Unlimited)		10
	C	4						4
								0
86	A	20				Roberts Funeral Home Only	86	20
	B	15				Unstriped Asphalt Lot (Count estimated, No signs)		15
	C	3	1					4
								0
87	A	14	1			Roberts Funeral Home	87	15
								0
88	A	13	1			James Reich, Attorney	88	14
	B	9				Sunrise Restaurant		9
	B	8				Sunrise Restaurant		8
	C	6						6
								0
89	A	19				Friendship Inn	89	19
	B	14	1			Radiance Nails & Tanning Salon / Abacus Accounting Tax Svc		15
	C	11	1			Qwik King Corporate Offices		12
								0
90	A	4				Florida Cremation Society	90	4
	B	12	1			Florida Cremation Society		13
	C	9				Sandalwood Apartments		9
	D	9				Sandalwood Apartments		9
								0
91	A	7				ALCA Construction Group	91	7
	B	11	1			8th Street Professional Center		12
	C	10	1			ALCA Construction Group		11
								0
92	A	4				Undesignated Private Lot	92	4
	B	13	1			Brick City Cat Hospital / J Herbert Williams Attorney		14
	C	9	1			Fin & Gils Aquarium		10
								0
93	A	7				Private Office Parking (s of 8th Street)	93	7
								0
94	A	2				Private Lot	94	2
	B	13				Key Hair		13
	C	5				Adjacent 816 (For Lease)		5
	D	6				Customer Parking		6
	E	21				Customer Parking (Express Pantry and Deli / Cleaners)		21
	F	10	1			William Gaya MD Neurologist		11
								0
95	A	60	3			First Ave National Bank	95	63
	B	5				First Ave National Bank (Car Pool)		5
								0
96	A	21	1			Ocala Professional Center	96	22
	B	32	1			Ocala Professional Center		33
	C	5	1			Arcadia Health Care Staffing		6
								0
97	A	9	1			Undesignated Gravel Lot	97	10
								0
Total		**4,607**	**138**	**289**	**3**	5,037	**Total**	5037

City of Ocala, FL
Occupancy Thursday, November 5, 2009

Block/ Face	Description	Pub or Pvt	# of Spaces	9:00am - 11:00am	% Occ.	11:00am - 1:00pm	% Occ.	1:00pm - 3:00pm	% Occ.	3:00pm - 5:00pm	% Occ.	7:00pm - 9:00pm	% Occ.
6B	On-street 2 hour	pub	4	1	25%	1	25%	1	25%	1	25%	0	0%
12D	On-street 2 hour	pub	15	0	0%	0	0%	0	0%	0	0%	0	0%
13B	On-street 2 hour	pub	9	1	11%	1	11%	0	0%	1	11%	0	0%
13D	On-street 2 hour	pub	21	3	14%	4	19%	4	19%	4	19%	0	0%
14B	On-street 2 hour	pub	3	0	0%	0	0%	0	0%	0	0%	0	0%
15B	On-street 2 hour	pub	10	5	50%	3	30%	4	40%	2	20%	1	10%
19B	On-street 2 hr free	pub	4	6	150%	3	75%	3	75%	2	50%	0	0%
22B	On-street 2 hour	pub	4	3	75%	4	100%	5	125%	4	100%	0	0%
23B	On-street 2 hour	pub	5	3	60%	2	40%	3	60%	4	80%	0	0%
24D	On-street 2 hour	pub	4	1	25%	1	25%	0	0%	0	0%	0	0%
27D	On-street 2 hour	pub	5	3	60%	1	20%	1	20%	0	0%	0	0%
29B	On-street 2 hour	pub	7	7	100%	3	43%	6	86%	4	57%	7	100%
35B	On-street 2 hour	pub	5	3	60%	3	60%	1	20%	4	80%	2	40%
36B	On-street	pub	4	3	75%	2	50%	1	25%	2	50%	2	50%
37D	On-street 2 hour	pub	8	2	25%	6	75%	4	50%	5	63%	0	0%
39C	On-street	pub	19	16	84%	10	53%	14	74%	14	74%	1	5%
40C	On-street	pub	5	5	100%	5	100%	4	80%	3	60%	5	100%
41B	On-Street 10 hour meter	pub	12	0	0%	10	83%	8	67%	6	50%	12	100%
41C	On-street 12 hour meter	pub	11	8	73%	11	100%	5	45%	10	91%	10	91%
41D	On-street 10 hour	pub	8	6	75%	8	100%	7	88%	6	75%	6	75%
42B	On-street 2 hour	pub	6	4	67%	4	67%	6	100%	4	67%	6	100%
46A	On-street	pub	6	1	17%	5	83%	0	0%	2	33%	1	17%
47A	On-street	pub	10	5	50%	5	50%	2	20%	2	20%	4	40%
48A	On-street	pub	9	3	33%	9	100%	8	89%	5	56%	9	100%
49A	On-street (6-30 min, 11-2hr meters)	pub	17	12	71%	16	94%	15	88%	17	100%	16	94%
49B	On-street	pub	4	4	100%	4	100%	4	100%	4	100%	4	100%
50A	On-street	pub	12	10	83%	12	100%	8	67%	12	100%	11	92%
50B	On-street 2 hour	pub	7	5	71%	6	86%	3	43%	2	29%	7	100%
50D	On-street 2 hour	pub	8	4	50%	8	100%	4	50%	5	63%	8	100%
51A	On-street	pub	3	0	0%	3	100%	2	67%	0	0%	2	67%
51D	On-street 2 hour	pub	6	1	17%	5	83%	3	50%	2	33%	5	83%
52A	On-street	pub	21	16	76%	13	62%	11	52%	10	48%	0	0%
54D	On-street 2 hour	pub	3	1	33%	3	100%	3	100%	1	33%	3	100%
55D	On-street	pub	5	2	40%	4	80%	2	40%	4	80%	0	0%
56B	On-street	pub	9	5	56%	6	67%	5	56%	6	67%	6	67%
63B	On-street 2 hour	pub	1	0	0%	0	0%	0	0%	0	0%	0	0%
64D	On-street 2 hour	pub	3	0	0%	0	0%	0	0%	0	0%	0	0%
65D	On-street	pub	2	2	100%	1	50%	0	0%	2	100%	0	0%
68D	On-street 1 hour	pub	4	2	50%	1	25%	0	0%	0	0%	0	0%
69B	On-street 2 hour	pub	4	0	0%	0	0%	0	0%	0	0%	0	0%
69D	On-street 2 hour	pub	1	1	100%	1	100%	1	100%	1	100%	0	0%
73B	On-street 1 hour	pub	7	0	0%	1	14%	0	0%	0	0%	0	0%
73D	On-street 1 hour	pub	5	1	20%	1	20%	2	40%	1	20%	0	0%
79B	On-street 2 hour	pub	3	1	33%	0	0%	0	0%	0	0%	0	0%
80B	On-street 2 hour	pub	8	2	25%	2	25%	1	13%	1	13%	0	0%
80D	On-street	pub	1	1	100%	1	100%	1	100%	1	100%	0	0%
84D	On-street	pub	4	1	25%	2	50%	1	25%	1	25%	0	0%
85B	On-street 2 hour	pub	2	1	50%	1	50%	2	100%	2	100%	0	0%
93D	On-street	pub	6	2	33%	2	33%	1	17%	1	17%	0	0%
	Totals		**340**	**163**	**48%**	**194**	**57%**	**156**	**46%**	**158**	**46%**	**128**	**38%**

Block/ Face	Description	Pub or Pvt	# of Spaces	9:00am - 11:00am	% Occ.	11:00am - 1:00pm	% Occ.	1:00pm - 3:00pm	% Occ.	3:00pm - 5:00pm	% Occ.	7:00pm - 9:00pm	% Occ.
12	Lot F	pub	70	0	0%	0	0%	0	0%	0	0%	0	0%
28	Lot # 5 Green	pub	18	12	67%	5	28%	15	83%	14	78%	2	11%
28	Lot # 5 Red	pub	48	28	58%	29	60%	28	58%	29	60%	9	19%
28	Lot # 5 Yellow	pub	22	1	5%	1	5%	0	0%	0	0%	0	0%
40	Lot # 3 Green	pub	30	20	67%	22	73%	4	13%	1	3%	22	73%
40	Lot # 3 Red	pub	38	17	45%	19	50%	19	50%	14	37%	20	53%
53	Cit Hall Lot A	pub	19	14	74%	7	37%	17	89%	16	84%	1	5%
53	City Hall Lot B	pub	37	25	68%	18	49%	27	73%	24	65%	1	3%
53	Lot C,D & E	pub	91	70	77%	56	62%	64	70%	63	69%	1	1%
66	Lot C	pub	35	27	77%	18	51%	27	77%	22	63%	2	6%
67	Lot B	pub	47	22	47%	19	40%	22	47%	23	49%	Did not Count	
71	Post Office Lot B	pub	70	24	34%	26	37%	10	14%	15	21%	1	1%
	Totals		**525**	**260**	**50%**	**220**	**42%**	**233**	**44%**	**221**	**42%**	**59**	**11%**

Block/ Face	Description	Pub or Pvt	# of Spaces	9:00am - 11:00am	% Occ.	11:00am - 1:00pm	% Occ.	1:00pm - 3:00pm	% Occ.	3:00pm - 5:00pm	% Occ.	7:00pm - 9:00pm	% Occ.
19	Lot A	pvt	33	33	100%	33	100%	33	100%	33	100%	2	6%
19	Lot B	pvt	22	19	86%	16	73%	14	64%	16	73%	0	0%
21	Lot A (areas under construction)	pvt	60	48	80%	36	60%	40	67%	35	58%	3	5%
22	Lot A	pvt	38	23	61%	23	61%	26	68%	18	47%	0	0%
23	Lot A	pvt	9	4	44%	3	33%	4	44%	4	44%	0	0%
23	Lot B	pvt	25	11	44%	11	44%	11	44%	10	40%	2	8%
23	Lot C	pvt	6	3	50%	2	33%	4	67%	2	33%	0	0%
24	Lot A	pvt	23	7	30%	6	26%	8	35%	6	26%	0	0%
24	Lot B	pvt	25	0	0%	0	0%	0	0%	0	0%	0	0%
24	Lot C	pvt	6	0	0%	0	0%	0	0%	0	0%	0	0%
26	Lot C	pvt	49	23	47%	23	47%	25	51%	24	49%	2	4%
26	Lot A & B	pvt	64	13	20%	17	27%	16	25%	12	19%	0	0%
27	Lot A,B & C	pvt	64	32	50%	38	59%	37	58%	34	53%	3	5%
29	Lot B	pvt	18	19	106%	18	100%	20	111%	15	83%	8	44%
31	Parking Structure	pvt	670	418	62%	348	52%	389	58%	373	56%	closed	
32	Lot A & B	pvt	62	65	105%	61	98%	56	90%	56	90%	3	5%
33	Lot C	pvt	7	5	71%	6	86%	4	57%	3	43%	0	0%
34	Lot A & B	pvt	50	7	14%	6	12%	6	12%	9	18%	0	0%
35	Reserved	pvt	149	112	75%	84	56%	95	64%	85	57%	13	9%
37	Lot A	pvt	20	11	55%	13	65%	10	50%	1	5%	0	0%
37	Private Parking	pvt	5	2	40%	3	60%	2	40%	3	60%	1	20%
38	Lot C	pvt	13	2	15%	2	15%	4	31%	1	8%	0	0%
38	Lot A	pvt	55	12	22%	16	29%	20	36%	16	29%	0	0%
43	Bank parking	pvt	3	1	33%	3	100%	2	67%	2	67%	0	0%
44	Lot A	pvt	10	3	30%	2	20%	2	20%	3	30%	0	0%
44	Lot B	pvt	3	2	67%	3	100%	3	100%	3	100%	0	0%

45	Lot A & B	pvt	14	4	29%	4	29%	5	36%	4	29%	0	0%
46	Entire Block	pvt	18	5	28%	11	61%	8	44%	5	28%	0	0%
47	Lot B	pvt	38	6	16%	17	45%	5	13%	4	11%	14	37%
48	Lot A	pvt	11	2	18%	2	18%	1	9%	0	0%	0	0%
48	Grass lot	pvt	15	9	60%	12	80%	6	40%	5	33%	9	60%
51	Lot A	pvt	75	30	40%	57	76%	44	59%	42	56%	22	29%
54	Lot A	pvt	20	13	65%	16	80%	16	80%	14	70%	4	20%
54	Lot B	pvt	6	9	150%	6	100%	10	167%	7	117%	1	17%
55	Lot A	pvt	89	40	45%	56	63%	44	49%	38	43%	9	10%
56	Lot B & C	pvt	31	18	58%	22	71%	24	77%	18	58%	2	6%
56	Lot A	pvt	17	11	65%	10	59%	6	35%	6	35%	2	12%
57	Lot A	pvt	14	1	7%	5	36%	7	50%	6	43%	0	0%
58	Lot A	pvt	18	7	39%	9	50%	6	33%	5	28%	0	0%
61	Lot A	pvt	18	4	22%	4	22%	5	28%	6	33%	0	0%
61	Lot B	pvt	19	3	16%	0	0%	2	11%	0	0%	0	0%
62	Grass lot	pvt	5	3	60%	0	0%	2	40%	2	40%	0	0%
62	Lot A	pvt	23	6	26%	5	22%	10	43%	8	35%	0	0%
63	Lot A	pvt	12	7	58%	5	42%	4	33%	7	58%	0	0%
63	Lot C	pvt	5	2	40%	2	40%	2	40%	1	20%	0	0%
63	Lot B	pvt	15	8	53%	7	47%	6	40%	3	20%	3	20%
64	Lot A	pvt	12	0	0%	0	0%	2	17%	0	0%	5	42%
64	Lot B	pvt	12	0	0%	0	0%	0	0%	0	0%	0	0%
64	Lot D	pvt	40	2	5%	2	5%	2	5%	2	5%	0	0%
65	Lot A	pvt	63	61	97%	62	98%	57	90%	48	76%	0	0%
66	Lot A & B	pvt	27	13	48%	11	41%	11	41%	8	30%	1	4%
67	Lot A	pvt	45	10	22%	6	13%	15	33%	9	20%	1	2%
68	Lot C	pvt	6	5	83%	6	100%	6	100%	7	117%	4	67%
68	Lot B	pvt	32	24	75%	19	59%	26	81%	24	75%	17	53%
68	Lot A	pvt	9	4	44%	3	33%	4	44%	5	56%	0	0%
68	Private dirt lot	pvt	20	8	40%	8	40%	6	30%	6	30%	6	30%
69	Lot A	pvt	22	12	55%	8	36%	14	64%	8	36%	0	0%
69	Lot B (only back wall)	pvt	8	8	100%	8	100%	6	75%	13	163%	4	50%
Totals			**2248**	**1210**	**54%**	**1156**	**51%**	**1193**	**53%**	**1075**	**48%**	**141**	**6%**

City of Ocala, FL
Occupancy Thursday, January 28, 2010

Block/ Face	On-Street Parking	Pub or Pvt	# of Spaces	9:00am - 11:00am	% Occ.	11:00am - 1:00pm	% Occ.	1:00pm - 3:00pm	% Occ.	3:00pm - 5:00pm	% Occ.	7:00pm - 9:00pm	% Occ.
6B	On-street 2 hour	pub	5	1	20%	0	0%	0	0%	0	0%	0	0%
12D	On-street 2 hour	pub	11	0	0%	0	0%	0	0%	0	0%	0	0%
13B	On-street 2 hour	pub	9	1	11%	0	0%	0	0%	0	0%	0	0%
13D	On-street 2 hour	pub	21	3	14%	3	14%	2	10%	1	5%	0	0%
14B	On-street 2 hour	pub	6	1	17%	0	0%	2	33%	1	17%	1	17%
15B	On-street 2 hour	pub	7	0	0%	0	0%	1	14%	0	0%	0	0%
19B	On-street 2 hr free	pub	4		0%		0%		0%		0%		0%
19C	On-street 2 hour free	pub	4	3		2		4		4		0	
22B	On-street 2 hour	pub	5	0	0%	0	0%	3	60%	0	0%	0	0%
23B	On-street 2 hour	pub	5	3	60%	2	40%	1	20%	4	80%	0	0%
24D	On-street 2 hour	pub	4	0	0%	0	0%	0	0%	0	0%	0	0%
27D	On-street 2 hour	pub	6	1	17%	2	33%	2	33%	2	33%	0	0%
29B	On-street 2 hour	pub	7	3	43%	4	57%	4	57%	7	100%	1	14%
35B	On-street 2 hour	pub	5	3	60%	1	20%	2	40%	1	20%	3	60%
36B	On-street	pub	4	4	100%	0	0%	2	50%	3	75%	0	0%
37D	On-street 2 hour	pub	8	7	88%	6	75%	8	100%	6	75%	1	13%
39C	On-street	pub	19	15	79%	14	74%	15	79%	14	74%	0	0%
40C	On-street	pub	5	1	20%	5	100%	2	40%	3	60%	4	80%
41B	On-street 10 hour meter	pub	12	1	8%	12	100%	11	92%	10	83%	12	100%
41C	On-street 12 hour meter	pub	11	5	45%	11	100%	11	100%	10	91%	11	100%
41D	On-street 10 hour	pub	8	5	63%	7	88%	7	88%	6	75%	7	88%
42B	On-street 2 hour	pub	7	3	43%	7	100%	7	100%	6	86%	7	100%
46A	On-street	pub	6	2	33%	4	67%	1	17%	1	17%	2	33%
47A	On-street	pub	10	2	20%	9	90%	4	40%	3	30%	4	40%
48A	On-street	pub	10	0	0%	8	80%	4	40%	3	30%	8	80%
49A	On-street (6-30 min, 11-2hr meters)	pub	17	14	82%	16	94%	14	82%	16	94%	17	100%
49B	On-street	pub	4	3	75%	4	100%	3	75%	4	100%	4	100%
50A	On-street	pub	12	8	67%	12	100%	12	100%	9	75%	11	92%
50B	On-street 2 hour	pub	6	0	0%	0	0%	0	0%	0	0%	0	0%
50D	On-street 2 hour	pub	8	8	100%	7	88%	8	100%	8	100%	8	100%
51A	On-street	pub	3	0	0%	3	100%	1	33%	2	67%	2	67%
51D	On-street 2 hour	pub	6	0	0%	5	83%	5	83%	2	33%	6	100%
52A	On-street	pub	20	16	80%	14	70%	15	75%	17	85%	3	15%
54D	On-street 2 hour	pub	3	1	33%	2	67%	1	33%	3	100%	2	67%
55D	On-street	pub	5	2	40%	3	60%	3	60%	4	80%	5	100%
56B	On-street	pub	9	6	67%	2	22%	5	56%	8	89%	8	89%
63B	On-street 2 hour	pub	1	0	0%	0	0%	0	0%	1	100%	0	0%
64D	On-street 2 hour	pub	3	0	0%	0	0%	1	33%	1	33%	1	33%
65D	On-street	pub	2	2	100%	0	0%	1	50%	1	50%	0	0%
68D	On-street 1 hour	pub	5	0	0%	0	0%	0	0%	0	0%	0	0%
69B	On-street 2 hour	pub	4	0	0%	0	0%	0	0%	0	0%	0	0%
69D	On-street 2 hour	pub	1	1	100%	1	100%	1	100%	1	100%	0	0%
70B	On-street 2 hour	pub	1	0	0%	0	0%	0	0%	0	0%	0	0%
72B	On-street 2 hour	pub	4	0	0%	0	0%	1	25%	1	25%	0	0%
73B	On-street 1 hour	pub	7	0	0%	0	0%	1	14%	1	14%	0	0%
73D	On-street 1 hour	pub	5	1	20%	4	80%	3	60%	2	40%	0	0%
80B	On-street 2 hour	pub	9	1	11%	3	33%	4	44%	3	33%	0	0%
80D	On-street	pub	1	1	100%	1	100%	1	100%	0	0%	0	0%
84D	On-street	pub	7	3	43%	3	43%	1	14%	2	29%	0	0%
85B	On-street 2 hour	pub	3	1	33%	1	33%	1	33%	0	0%	0	0%
92B	On-street	pub	2	2	100%	2	100%	1	50%	1	50%	0	0%
93D	On-street	pub	6	1	17%	1	17%	1	17%	1	17%	0	0%
	Totals		**353**	**135**	**38%**	**181**	**51%**	**177**	**50%**	**173**	**49%**	**128**	**36%**

Block/ Face	Public Off-Street	Pub or Pvt	# of Spaces	9:00am - 11:00am	% Occ.	11:00am - 1:00pm	% Occ.	1:00pm - 3:00pm	% Occ.	3:00pm - 5:00pm	% Occ.	7:00pm - 9:00pm	% Occ.
12	Lot F	pub	70	0	0%	0	0%	0	0%	0	0%	0	0%
28	Lot # 5 Green	pub	18	8	44%	15	83%	8	44%	14	78%	0	0%
28	Lot # 5 Red	pub	48	26	54%	21	44%	32	67%	27	56%	3	6%
28	Lot # 5 Yellow	pub	22	4	18%	2	9%	2	9%	2	9%	0	0%
40	Lot # 3 Green	pub	30	2	7%	26	87%	12	40%	5	17%	25	83%
40	Lot # 3 Red	pub	38	20	53%	21	55%	26	68%	20	53%	16	42%
43	Lot # 7 30 min	pub	10	5	50%	4	40%	4	40%	6	60%	9	90%
43	Lot # 7 reserved	pub	17	17	100%	11	65%	16	94%	13	76%	20	118%
48	Lot # 9	pub	22	9	41%	11	50%	10	45%	8	36%	10	45%
49	Lot # 12 10 Hour Meters	pub	22	14	64%	20	91%	12	55%	16	73%	16	73%
53	City Hall Lot A	pub	19	14	74%	6	32%	8	42%	12	63%	3	16%
53	City Hall Lot B	pub	37	21	57%	12	32%	25	68%	25	68%	2	5%
53	Lot C,D & E	pub	91	78	86%	66	73%	66	73%	66	73%	1	1%
56	Lot # 11 Red	pub	34	17	50%	21	62%	17	50%	21	62%	22	65%
56	Lot # 11 Yellow	pub	11	4	36%	7	64%	7	64%	6	55%	0	0%
66	Lot A	pub	23	10	43%	5	22%	6	26%	5	22%	0	0%
67	Lot B	pub	47	20	43%	24	51%	25	53%	24	51%	19	40%
71	Post Office Lot B	pub	70	29	41%	18	26%	19	27%	18	26%	2	3%
	Totals		**629**	**298**	**47%**	**290**	**46%**	**295**	**47%**	**288**	**46%**	**148**	**24%**

Block/ Face	Private Off-Street	Pub or Pvt	# of Spaces	9:00am - 11:00am	% Occ.	11:00am - 1:00pm	% Occ.	1:00pm - 3:00pm	% Occ.	3:00pm - 5:00pm	% Occ.	7:00pm - 9:00pm	% Occ.
18	Private Lot (grass)	pvt	10	3	30%	2	20%	3	30%	3	30%	0	0%
18	Private Lot (paved)	pvt	15	3	20%	4	27%	6	40%	6	40%	0	0%
19	Lot A	pvt	33	43	130%	36	109%	38	115%	36	109%	3	9%
19	Lot B	pvt	22	14	64%	14	64%	14	64%	13	59%	0	0%
21	Lot A (areas under construction)	pvt	103	6	6%	52	50%	71	69%	53	51%	5	5%
22	Lot A	pvt	38	8	21%	7	18%	18	47%	12	32%	2	5%
23	Lot A	pvt	9	4	44%	4	44%	4	44%	4	44%	0	0%
23	Lot B	pvt	25	12	48%	9	36%	13	52%	12	48%	1	4%
23	Lot C	pvt	6	3	50%	3	50%	3	50%	2	33%	0	0%
24	Lot A	pvt	23	7	30%	6	26%	5	22%	3	13%	0	0%
24	Lot B	pvt	25	0	0%	0	0%	0	0%	0	0%	0	0%
24	Lot C	pvt	6	0	0%	0	0%	0	0%	0	0%	0	0%
26	Lot C	pvt	49	28	57%	28	57%	15	31%	14	29%	7	14%
26	Lot A & B	pvt	64	22	34%	21	33%	15	23%	13	20%	1	2%
27	Lot A,B & C	pvt	64	41	64%	34	53%	36	56%	39	61%	4	6%
29	Lot B&C	pvt	22	18	82%	20	91%	16	73%	16	73%	0	0%
31	Parking Structure	pvt	670	401	60%	354	53%	385	57%	327	49%	closed	
32	Lot A & B (6 closed)	pvt	62	54	87%	50	81%	57	92%	56	90%	2	3%
33	Lot C	pvt	7	3	43%	5	71%	5	71%	6	86%	0	0%
34	Lot A & B	pvt	50	8	16%	10	20%	11	22%	13	26%	1	2%

35	Murphy Lot	pvt	149	80	54%	72	48%	79	53%	69	46%	13	9%
37	Lot A	pvt	20	12	60%	10	50%	14	70%	10	50%	3	15%
37	Private Parking	pvt	5	0	0%	0	0%	2	40%	1	20%	1	20%
38	Lot C	pvt	13	3	23%	3	23%	2	15%	3	23%	0	0%
38	Lot A	pvt	55	33	60%	30	55%	19	35%	21	38%	4	7%
43	Bank parking	pvt	3	2	67%	2	67%	2	67%	2	67%	0	0%
44	Lot A	pvt	10	4	40%	5	50%	5	50%	5	50%	0	0%
44	Lot B	pvt	3	2	67%	1	33%	2	67%	3	100%	0	0%
44	Lot C (new)	pvt	20	1	5%	1	5%	0	0%	0	0%	0	0%
45	Lot A & B	pvt	14	3	21%	5	36%	5	36%	4	29%	1	7%
46	Entire Block	pvt	18	3	17%	8	44%	5	28%	5	28%	0	0%
47	Lot B	pvt	38	3	8%	4	11%	4	11%	4	11%	12	32%
47	Lot A	pvt	11	0	0%	0	0%	0	0%	0	0%	0	0%
48	Lot A	pvt	11	3	27%	3	27%	3	27%	5	45%	6	55%
48	Grass lot	pvt	15	5	33%	8	53%	5	33%	6	40%	14	93%
51	Lot A	pvt	75	30	40%	45	60%	40	53%	39	52%	36	48%
54	Lot A	pvt	20	19	95%	16	80%	18	90%	17	85%	6	30%
54	Lot B	pvt	6	6	100%	4	67%	6	100%	8	133%	2	33%
55	Lot A	pvt	89	59	66%	48	54%	44	49%	44	49%	21	24%
56	Lot B & C	pvt	31	15	48%	23	74%	24	77%	18	58%	6	19%
56	Lot A	pvt	17	9	53%	12	71%	9	53%	10	59%	2	12%
57	Lot A	pvt	14	6	43%	6	43%	6	43%	8	57%	0	0%
58	Lot A	pvt	18	8	44%	9	50%	3	17%	3	17%	0	0%
61	Lot A	pvt	18	5	28%	5	28%	3	17%	4	22%	0	0%
61	Lot B	pvt	19	3	16%	4	21%	5	26%	4	21%	0	0%
62	Grass lot	pvt	5	3	60%	2	40%	3	60%	4	80%	0	0%
62	Lot A	pvt	23	11	48%	5	22%	9	39%	11	48%	0	0%
63	Lot A	pvt	12	5	42%	6	50%	7	58%	6	50%	2	17%
63	Lot C	pvt	5	2	40%	2	40%	2	40%	2	40%	0	0%
63	Lot B	pvt	15	6	40%	5	33%	7	47%	4	27%	5	33%
64	Lot A	pvt	12	0	0%	0	0%	0	0%	0	0%	8	67%
64	Lot B	pvt	12	0	0%	0	0%	0	0%	0	0%	0	0%
64	Lot D	pvt	40	5	13%	5	13%	5	13%	3	8%	1	3%
65	Lot A	pvt	63	57	90%	56	89%	49	78%	46	73%	3	5%
66	Lot B & C	pvt	39	26	67%	23	59%	22	56%	22	56%	0	0%
67	Lot A	pvt	45	12	27%	4	9%	7	16%	9	20%	19	42%
68	Lot C	pvt	6	3	50%	3	50%	5	83%	5	83%	3	50%
68	Lot B	pvt	32	29	91%	28	88%	28	88%	18	56%	7	22%
68	Lot A	pvt	9	4	44%	2	22%	6	67%	4	44%	1	11%
68	Private dirt lot	pvt	20	8	40%	7	35%	7	35%	7	35%	7	35%
69	Lot A	pvt	22	13	59%	9	41%	9	41%	8	36%	0	0%
69	Lot B (only back wall)	pvt	8	4	50%	6	75%	6	75%	6	75%	3	38%
Totals			**2363**	**1180**	**50%**	**1146**	**48%**	**1192**	**50%**	**1076**	**46%**	**212**	**9%**

Ocala - Parking Demand Analysis Worksheet

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Block	Office	Retail	Mixed	Service	Medical	Commu-	Theater	Bar	FBL	Restau-	Motel	Post	Govern-	Ind/Ware	County	Vacant	Demand	Future	5 yr.	10 yr.	Parking	Surplus/	Surplus/	Surplus/
Day-						nity				rant		Office	ment		Courts		(current)	Adjust.	Peak	Peak	Supply	Deficit	Deficit	Deficit
Time	2.28	1.88	1.98	1.40	3.10	0.55	0.37	2.00	2.00	4.75	0.64	1.75	2.67	0.36	2.11	1.98			Demand	Demand		(current)	(5 yrs)	(10 yrs)
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0	0	5,623	0	0	2	0	2	2	25	23	23	23
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	23,337	0	0	8	0	8	8	21	13	13	13
6	0	0	0	0	0	0	0	0	0	0	0	0	0	15,194	0	0	5	0	5	5	21	16	16	16
7	2,056	0	0	0	0	0	0	0	0	0	0	0	0	25,152	0	0	14	0	14	14	49	35	35	35
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	3	3	3
9	0	0	0	0	0	22,346	0	0	0	0	0	0	0	0	0	0	12	0	12	12	123	111	111	111
10	0	0	0	0	0	0	0	0	7,276	0	0	0	615	0	0	0	16	0	16	16	0	-16	-16	-16
11	0	0	0	0	0	0	0	0	0	0	0	0	0	138,940	0	0	50	0	50	50	80	30	30	30
12	437	0	0	1,370	0	0	0	0	0	0	0	0	0	0	0	39,999	3	79	19	35	191	188	172	156
13	0	0	0	0	0	0	0	0	0	0	0	0	0	31,894	0	23,192	11	46	21	30	63	52	42	33
14	0	0	0	0	0	2,572	0	1,807	0	0	0	0	0	3,125	0	2,094	6	4	7	8	40	34	33	32
15	0	0	0	0	0	9,638	0	0	0	0	0	0	0	0	0	5,266	5	10	7	9	69	64	62	60
16	7,878	0	0	0	0	27,025	0	0	0	0	0	0	0	0	0	0	33	0	33	33	63	30	30	30
17	13,111	0	0	0	0	0	0	0	0	0	0	0	0	180	0	0	30	0	30	30	43	13	13	13
18	25,034	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	57	0	57	57	92	35	35	35
19	14,099	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	32	0	32	32	59	27	27	27
20	0	0	0	0	0	0	0	0	0	0	0	0	51,094	0	0	0	136	0	136	136	34	-102	-102	-102
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	103	103	103	103
22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	48	48	48	48
23	18,677	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,055	43	6	44	45	48	5	4	3
24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22,109	0	44	9	18	58	58	49	40
25	1,280	0	0	0	0	0	0	0	0	0	0	0	0	45,870	0	0	19	0	19	19	28	9	9	9
26	6,819	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16	0	16	16	113	97	97	97
27	33,635	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,626	77	5	78	79	70	-7	-8	-9
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	102	102	102	102
29	0	0	12,662	0	0	0	0	0	0	0	0	0	0	0	0	44,467	25	88	43	60	33	8	-10	-27
30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	398,661	72,600	841	144	870	899	2	-839	-868	-897
31	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	670	670	670	670
32	2,856	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0	7	7	62	55	55	55
33	0	0	0	15,124	0	0	0	0	0	0	0	0	0	0	0	0	21	0	21	21	23	2	2	2
34	17,701	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	40	0	40	40	50	10	10	10
35	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	154	154	154	154
36	75,398	0	0	0	0	0	0	0	0	9,344	0	0	0	0	0	0	216	0	216	216	16	-200	-200	-200
37	46,652	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16,457	106	33	113	119	28	-78	-85	-91
38	63,075	0	0	3,992	0	0	0	0	0	0	0	0	0	0	0	0	149	0	149	149	78	-71	-71	-71
39	2,828	0	0	0	0	25,177	0	0	0	0	0	0	0	70,093	0	0	46	0	46	46	80	34	34	34
40	0	0	0	0	0	11,958	0	0	0	0	0	0	0	0	0	0	7	0	107	107	73	66	-34	-34
41	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	38	38	38	38
42	0	24,528	0	0	0	7,551	0	3,086	0	19,035	0	0	0	0	0	4,481	147	9	149	150	14	-133	-135	-136
43	2,494	0	0	8,168	0	0	0	0	0	0	0	0	0	0	0	0	17	0	17	17	37	20	20	20
44	3,668	0	1,696	0	0	0	0	0	0	0	0	0	0	0	0	18,464	12	37	19	26	33	21	14	7
45	0	0	0	1,713	0	0	0	0	0	0	0	0	0	0	0	5,411	2	11	5	7	14	12	9	7
46	0	0	0	900	0	0	0	0	0	0	0	0	0	14,358	0	0	6	0	6	6	24	18	18	18
47	0	0	0	0	0	13,810	0	0	0	0	0	0	0	0	0	4,754	8	9	9	11	59	51	50	48
48	1,778	18,334	0	0	0	0	0	0	0	9,685	0	0	0	0	0	0	85	0	85	85	51	-34	-34	-34
49	1,944	0	15,955	3,680	0	0	16,767	0	0	11,766	0	0	0	0	0	0	103	0	103	103	53	-50	-50	-50
50	34,266	21,854	0	0	0	4,320	0	0	0	23,531	0	0	0	0	0	0	233	0	233	233	41	-192	-192	-192
51	30,894	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	70	0	70	70	85	15	15	15
52	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	32,953	0	65	13	26	20	20	7	-6
53	0	0	0	0	0	0	0	0	0	0	0	0	31,493	0	0	0	84	0	84	84	147	63	63	63
54	15,735	0	0	0	0	0	0	0	0	4,836	0	0	0	0	0	5,655	59	11	61	63	29	-30	-32	-34
55	0	0	13,838	0	0	0	0	0	0	0	0	0	0	0	0	0	27	0	27	27	99	72	72	72
56	12,334	0	0	1,755	0	14,955	0	0	0	0	0	0	0	0	0	0	39	0	39	39	102	63	63	63
57	7,771	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18	0	18	18	21	3	3	3
58	4,750	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11	0	11	11	18	7	7	7
59	0	0	0	0	0	0	0	0	0	2,355	0	0	0	0	0	0	11	0	11	11	14	3	3	3
60	0	0	0	3,112	0	0	0	0	0	3,196	5,090	0	0	0	0	0	23	0	23	23	37	14	14	14
61	6,924	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16	0	16	16	37	21	21	21
62	6,664	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	15	0	15	15	23	8	8	8
63	9,145	0	0	3,605	0	3,906	0	0	0	0	0	0	0	0	0	0	28	0	28	28	33	5	5	5
64	0	0	0	1,179	5,152	0	0	0	0	0	0	0	0	0	0	0	18	0	18	18	111	93	93	93
65	0	0	0	0	0	0	0	0	0	0	0	0	17,648	0	0	0	47	0	47	47	65	18	18	18
66	0	0	0	0	0	75,748	0	0	0	0	0	0	0	0	0	0	42	0	42	42	113	71	71	71
67	0	0	0	0	0	0	0	0	0	0	0	0	8,800	0	0	0	23	0	23	23	92	69	69	69
68	10,505	0	1,944	10,104	0	0	0	0	0	0	0	0	0	0	0	0	42	0	42	42	52	10	10	10
69	9,087	0	0	7,758	0	0	0	0	0	0	0	0	0	0	0	0	32	0	32	32	47	15	15	15
70	0	0	0	7,110	0	0	0	0	0	0	0	0	0	0	0	0	10	0	10	10	27	17	17	17
71	0	0	0	0	0	0	0	0	0	0	0	41,623	0	0	0	0	73	0	73	73	260	187	187	187
72	0	0	0	7,503	0	0	0	0	0	0	0	0	0	0	0	0	11	0	11	11	26	15	15	15
73	0	0	0	22,161	0	0	0	0	0	0	0	0	0	0	0	0	31	0	31	31	14	-17	-17	-17
74	0	0	0	0	0	0	0	0	0	0	0	0	0	4,845	0	0	2	0	2	2	78	76	76	76
75	4,412	0	0	5,550	0	0	0	0	0	0	0	0	0	0	0	0	18	0	18	18	35	17	17	17
76	0	0	0	4,977	1,000	0	0	0	0	0	0	0	0	0	0	0	10	0	10	10	30	20	20	20
77	0	0	0	1,575	0	0	0	0	0	0	0	0	0	0	0	0	2	0	2	2	30	28	28	28
78	0	0	0	6,712	0	0	0	0	0	0	0	0	0	0	0	0	9	0	9	9	41	32	32	32
79	0	5,691	8,184	9,030	0	0	0	0	0	0	0	0	0	0	0	0	40	0	40	40	53	13	13	13
80	0	19,201	0	0	0	0	0	0	0	0	0	0	0	1,860	0	0	37	0	37	37	64	27	27	27
81	4,706	0	0	7,220	1,198	0	0	0	0	0	0	0	0	21,367	0	1,800	32	4	33	34	44	12	11	10
82	0	0	0	0	0	0	0	0	0	0	0	0	0	32,088	0	0	12	0	12	12	37	25	25	25
83	1,266	1,835	0	1,996	0	0	0	0	0	0	0	0	0	4,419	0	0	11	0	11	11	10	-1	-1	-1
84	1,136	0	0	0	0	8,164	0	0	0	0	0	0	0	3,832	0	0	8	0	8	8	25	17	17	17
85	3,200	0	0	0	0	0	0	0	0	0	0	0	0	9,018	0	0	11	0	11	11	30	19	19	19
86	0	0	0	0	0	0	0	0	0	0	0	0	2,141	0	0	5,721	6	11	8	10	39	33	31	29
87	0	0	0	18,505	0	0	0	0	0	0	0	0	0	0	0	0	26	0	26	26	21	-5	-5	-5
88	2,631	0	0	0	0	0	0	0	0	2,264	0	0	0	0	0	4,152	17	8	18	20	37	20	19	17
89	4,998	0	0	1,200	0	0	0	0	0	0	8,617	0	0	0	0	0	19	0	19	19	46	27	27	27
90	0	0	0	7,562	0	0	0	0	0	0	0	0	0	0	0	0	11	0	11	11	35	24	24	24
91	6,058	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	14	0	14	14	30	16	16	16
92	3,642	0	0	1,400	2,557	0	0	0	0	0	0	0	0	0	0	0	18	0	18	18	30	12	12	12
93	3,100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0	7	7	13	6	6	6
94	0	0	7,709	0	2,990	0	0	0	0	0	0	0	0	0	0	3,727	25	7	26	27	58	33	32	31
95	14,651	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	33	0	33	33	68	35	35	35
96	14,528	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	33	0	33	33	61	28	28	28
97	0	0	0	4,397	0	0	0	0	0	0	0	0	0	0	0	4,698	6	9	8	10	10	4	2	0
Sum	553,823	91,443	61,988	169,358	12,897	227,170	16,767	4,893	7,276	86,012	13,707	41,623	111,791	451,195	398,661	323,681	3,782	641	4,010	4,139	5,576	1,794	1,566	1,437

Ocala Business Operator Survey - Part 1

1. Business Name		
		Response Count
		10
	answered question	**10**
	skipped question	**0**

2. Business Address		
		Response Count
		10
	answered question	**10**
	skipped question	**0**

3. Type of business

	Response Percent	Response Count
Office	30.0%	3
Restaurant	10.0%	1
Financial	0.0%	0
Service	0.0%	0
Retail	**60.0%**	**6**
Medical	0.0%	0
Government	0.0%	0
Other	10.0%	1
	Other (please specify)	1
	answered question	**10**
	skipped question	**0**

4. Is your building leased or owned?

	Response Percent	Response Count
Leased	**60.0%**	**6**
Owned	40.0%	4
Other (please specify)		0
answered question		**10**
skipped question		**0**

5. How many parking stalls?

Number of stalls (please select all that apply)

	1	2	3	4	5	6	7	8	9	10	11	
Owned with building?	**50.0% (1)**	0.0% (0)	**50.0% (1)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0
Owned nearby?	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	**50.0% (1)**	0
Leased with building?	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0
Leased nearby?	**33.3% (2)**	**33.3% (2)**	0.0% (0)	16.7% (1)	0.0% (0)	0.0% (0)	16.7% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0

6. Of your owned or leased parking stalls, how many are for customers/employees/other?

Number of stalls (please select all that apply)

	1	2	3	4	5	6	7	8	9	10	11
Customers?	0.0% (0)	0.0% (0)	**50.0% (1)**	0.0% (0)	**50.0% (1)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Employees?	**25.0% (2)**	12.5% (1)	12.5% (1)	12.5% (1)	0.0% (0)	12.5% (1)	12.5% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Management?	0.0% (0)	0.0% (0)	**50.0% (1)**	**50.0% (1)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Other?	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)

7. Business Hours - Summer

Open

	6:00 am	7:00 am	8:00 am	9:00 am	10:00 am	11:00 am	12:00 noon	1:00 pm	2:00 pm	3:00 pm	4:00 pm	5:00 pm	6:00 pm
Monday	0.0% (0)	0.0% (0)	**30.0% (3)**	0.0% (0)	20.0% (2)	**30.0% (3)**	0.0% (0)	10.0% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Tuesday	0.0% (0)	0.0% (0)	11.1% (1)	0.0% (0)	**33.3% (3)**	**33.3% (3)**	0.0% (0)	11.1% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Wednesday	0.0% (0)	0.0% (0)	22.2% (2)	0.0% (0)	22.2% (2)	**33.3% (3)**	0.0% (0)	11.1% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Thursday	0.0% (0)	0.0% (0)	11.1% (1)	0.0% (0)	**33.3% (3)**	**33.3% (3)**	0.0% (0)	11.1% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Friday	0.0% (0)	0.0% (0)	**30.0% (3)**	0.0% (0)	20.0% (2)	**30.0% (3)**	0.0% (0)	10.0% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Saturday	11.1% (1)	0.0% (0)	11.1% (1)	11.1% (1)	22.2% (2)	**33.3% (3)**	0.0% (0)	11.1% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Sunday	25.0% (1)	0.0% (0)	25.0% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	**50.0% (2)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)

Close

	6:00 am	7:00 am	8:00 am	9:00 am	10:00 am	11:00 am	12:00 noon	1:00 pm	2:00 pm	3:00 pm	4:00 pm	5:00 pm
Monday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	**30.0% (3)**
Tuesday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	22.2% (2)

Wednesday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	22.2% (2)
Thursday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	**22.2% (2)**
Friday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	**30.0% (3)**
Saturday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	11.1% (1)	0.0% (0)	**22.2% (2)**
Sunday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	**50.0% (2)**

8. Business Hours - Winter (if different)

Open

	6:00 am	7:00 am	8:00 am	9:00 am	10:00 am	11:00 am	12:00 noon	1:00 pm	2:00 pm	3:00 pm	4:00 pm	5:00 pm	6:00 pm
Monday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	**100.0% (1)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Tuesday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	**100.0% (1)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Wednesday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	**100.0% (1)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Thursday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	**100.0% (1)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Friday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	**100.0% (1)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Saturday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	**100.0% (1)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Sunday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	**100.0% (1)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)

Close

	6:00 am	7:00 am	8:00 am	9:00 am	10:00 am	11:00 am	12:00 noon	1:00 pm	2:00 pm	3:00 pm	4:00 pm	5:00 pm	6:00 pm
Monday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	**100.0 (1)**
Tuesday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	**100.0 (1)**

Wednesday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	**100.0 (1)**
Thursday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Friday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Saturday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	**100.0 (1)**
Sunday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	**100.0% (1)**	0.0% (0)	0.0% (0)

9. Primary sales or office space in square feet?

	Response Count
	7
answered question	**7**
skipped question	**3**

10. Storage space in square feet?

		Response Count
		5
	answered question	**5**
	skipped question	**5**

11. Total space in square feet?

		Response Count
		10
	answered question	**10**
	skipped question	**0**

12. Do you have a policy that encourages/requires employees to reserve the most desirable parking for customers?

	Response Percent	Response Count
Yes	**77.8%**	**7**
No	22.2%	2
If so, please tell us about it. Do your employees adhere to the policy?		5
answered question		**9**
skipped question		**1**

13. How many employees do you have?

Full Time (over 30 hours)

	0	1	2	3	4	5	6	7	8	9	10	
Number of employees?	**20.0% (2)**	10.0% (1)	10.0% (1)	10.0% (1)	10.0% (1)	0.0% (0)	0.0% (0)	10.0% (1)	0.0% (0)	0.0% (0)	0.0% (0)	1(

Part Time (under 30 hours)

	0	1	2	3	4	5	6	7	8	9	10
Number of employees?	**40.0% (4)**	0.0% (0)	**40.0% (4)**	0.0% (0)	10.0% (1)	0.0% (0)	10.0% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)

14. How many customers do you typically have in a day?

Daytime (until 6 pm)

	0	1	2	3	4	5	6	7	8	9	10	11
Summer	0.0% (0)	0.0% (0)	10.0% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	**20.0% (2)**	0.0% (0)
Winter	0.0% (0)	0.0% (0)	**10.0% (1)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	**10.0% (1)**	0.0% (0)

Evening (after 6 pm)

	0	1	2	3	4	5	6	7	8	9	10	1
Summer	**50.0% (5)**	0.0% (0)	0.0% (0)	0.0% (0)	10.0% (1)	0.0% (0)	0.0% (0)	0.0% (0)	10.0% (1)	0.0% (0)	0.0% (0)	0. (
Winter	**50.0% (5)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	10.0% (1)	0.0% (0)	0.0% (0)	0. (

15. In your estimation, what percentage of your cutomers or visitors are people already downtown for another purpose?

Percent

	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%
Choose the best answer.	20.0% (2)	20.0% (2)	10.0% (1)	0.0% (0)	10.0% (1)	**30.0% (3)**	0.0% (0)	10.0% (1)	0.0% (0)	0.0% (0)
										answer
										skipp

Ocala Business Operator Survey - Part 2

1. Business Name		
		Response Count
		6
	answered question	**6**
	skipped question	**0**

2. Business Address		
		Response Count
		6
	answered question	**6**
	skipped question	**0**

Appendix G

3. There are an adequate number of parking spaces for downtown customers/visitors.

	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	Rating Average	Response Count
Do you agree?	**100.0% (6)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	1.00	6
										answered question	**6**
										skipped question	**0**

4. The customer parking downtown is reasonably close to my place of business.

	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	Rating Average	Response Count
Do you agree?	16.7% (1)	16.7% (1)	**33.3% (2)**	0.0% (0)	16.7% (1)	0.0% (0)	16.7% (1)	0.0% (0)	0.0% (0)	3.50	6
										answered question	**6**
										skipped question	**0**

5. The parking near the square in downtown Ocala is safe for my customers and employees.

	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	Rating Average	Response Count
Do you agree?	16.7% (1)	0.0% (0)	0.0% (0)	0.0% (0)	16.7% (1)	**33.3% (2)**	16.7% (1)	16.7% (1)	0.0% (0)	5.50	6
										answered question	**6**
										skipped question	**0**

6. The parking in outlying areas near the periphery of the downtown is safe for my customers and employees.

	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	Rating Average	Response Count
Do you agree?	16.7% (1)	**50.0% (3)**	16.7% (1)	16.7% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	2.33	6
										answered question	**6**
										skipped question	**0**

7. Street lighting in downtown Ocala is adequate.

	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	Rating Average	Response Count
Do you agree?	**33.3% (2)**	0.0% (0)	**33.3% (2)**	16.7% (1)	16.7% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	2.83	6
										answered question	**6**
										skipped question	**0**

8. The fine for overtime parking should be?

Fine amount

	<$5	$10	$15	$20	$25	$30	> $30	Response Count
Per ticket -	20.0% (1)	0.0% (0)	20.0% (1)	0.0% (0)	**40.0% (2)**	0.0% (0)	20.0% (1)	5
							answered question	**5**
							skipped question	**1**

9. How far would your employees be willing to walk to parking?

In feet

	0	100	200	300	400	500	600	700	800	900	10
Walking Distance -	0.0% (0)	0.0% (0)	20.0% (1)	20.0% (1)	20.0% (1)	**40.0% (2)**	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0%
											an
											s

10. Are there certain days or times of the week or year that parking is better or worse? Please explain -

	Response Count
	5
answered question	**5**
skipped question	**1**

11. If you experience a lack of parking, what factors do you feel attribute to the circumstance? -

	Response Count
	5
answered question	**5**
skipped question	**1**

Ocala Employee Survey

1. Work Address	
	Response Count
	34
answered question	**34**
skipped question	**0**

2. Employment Status		
	Response Percent	**Response Count**
Full-time (more than 30 hours per week)	**73.5%**	**25**
Part-time (less than 30 hours per week)	26.5%	9
answered question		**34**
skipped question		**0**

Ocala Parking User Survey

1. I am a (check all that apply):

	Response Percent	Response Count
City of Ocala Resident (downtown area)	6.4%	12
City of Ocala Resident (other)	**64.4%**	**121**
Business Owner	4.3%	8
Employee of the downtown	20.2%	38
Out-of-Town Visitor	4.8%	9
Other	13.3%	25
	answered question	**188**
	skipped question	**2**

2. If you checked "resident of the downtown area", how many vehicles do you own?

	Response Percent	Response Count
None	7.1%	2
One	32.1%	9
Two	**39.3%**	**11**
Three	17.9%	5
Four or more	3.6%	1
	answered question	**28**
	skipped question	**162**

3. If you checked "resident of the downtown area", how do you usually travel around, please indicate the ranking for each type?

	Never	Occassionally	Every week or so	Often	Rating Average	Response Count
Walk	33.3% (3)	**44.4% (4)**	22.2% (2)	0.0% (0)	1.89	9
Bus	**100.0% (3)**	0.0% (0)	0.0% (0)	0.0% (0)	1.00	3
Taxi	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.00	0
Drive	0.0% (0)	5.0% (1)	5.0% (1)	**90.0% (18)**	3.85	20
Bicycle	**57.1% (4)**	28.6% (2)	14.3% (1)	0.0% (0)	1.57	7
					answered question	**20**
					skipped question	**170**

4. My visits to the downtown occur mainly during (Please rank the following 1 - 4, with 1 being most often)

	One	Two	Three	Four	Rating Average	Response Count
Monday - Thursday daytime (6am - 5pm)	**43.0% (65)**	16.6% (25)	16.6% (25)	23.8% (36)	2.21	151
Monday - Thursday evening (after 5pm)	10.4% (11)	**38.7% (41)**	24.5% (26)	26.4% (28)	2.67	106
Friday - Sunday daytime (6am - 5pm)	17.7% (20)	**36.3% (41)**	25.7% (29)	20.4% (23)	2.49	113
Friday - Sunday evenings (after 5pm)	**36.6% (45)**	18.7% (23)	23.6% (29)	21.1% (26)	2.29	123
					answered question	**181**
					skipped question	**9**

5. What are the primary reasons for most of your visits to downtown? (please rank the following 1 thru 4, with 1 being most often)

	One	Two	Three	Four	Rating Average	Response Count
Dining	**39.1% (54)**	33.3% (46)	16.7% (23)	10.9% (15)	1.99	138
Shopping	22.6% (19)	29.8% (25)	**31.0% (26)**	16.7% (14)	2.42	84
Medical appointment	**30.8% (4)**	23.1% (3)	15.4% (2)	**30.8% (4)**	2.46	13
Services	**37.8% (17)**	11.1% (5)	26.7% (12)	24.4% (11)	2.38	45
Access to public transportation	22.2% (2)	11.1% (1)	11.1% (1)	**55.6% (5)**	3.00	9
Special events	15.8% (12)	32.9% (25)	**35.5% (27)**	15.8% (12)	2.51	76
Recreation or exercise	0.0% (0)	**36.8% (7)**	**36.8% (7)**	26.3% (5)	2.89	19
Work	**59.3% (35)**	6.8% (4)	5.1% (3)	28.8% (17)	2.03	59
Entertainment	16.9% (13)	19.5% (15)	29.9% (23)	**33.8% (26)**	2.81	77
Other	28.6% (6)	9.5% (2)	19.0% (4)	**42.9% (9)**	2.76	21
					answered question	**186**
					skipped question	**4**

6. How long do you generally stay in the downtown?

	Response Percent	Response Count
Less than 1 hour	6.5%	12
1-2 hours	**37.3%**	**69**
2-3 hours	33.0%	61
4 or more hours	23.2%	43
	answered question	**185**
	skipped question	**5**

7. It is easy to locate a street parking space downtown.

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Response Count
Choose one	**48.6% (90)**	32.4% (60)	6.5% (12)	9.2% (17)	3.2% (6)	1.86	185
						answered question	**185**
						skipped question	**5**

8. It is easy to locate a parking space in a lot downtown.

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Response Count
Choose one	**34.2% (63)**	33.7% (62)	16.3% (30)	13.6% (25)	2.2% (4)	2.16	184
						answered question	**184**
						skipped question	**6**

9. Parking signs (directional, length of stay, etc.) are easy to follow and understand.

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Response Count
Choose one	15.0% (28)	23.0% (43)	26.2% (49)	**31.6% (59)**	4.3% (8)	2.87	187
						answered question	**187**
						skipped question	**3**

10. The street parking time restrictions generally give me enough time to complete my trip.

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Response Count
Choose one	19.9% (37)	**30.6% (57)**	19.4% (36)	26.3% (49)	3.8% (7)	2.63	186
						answered question	**186**
						skipped question	**4**

11. The parking lot time restrictions generally give me enough time to complete my trip.

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Response Count
Choose one	13.2% (24)	23.1% (42)	**31.3% (57)**	29.1% (53)	3.3% (6)	2.86	182
						answered question	**182**
						skipped question	**8**

12. I feel safe walking to and from parking areas near the square in downtown Ocala.

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Response Count
Choose one	10.6% (20)	17.6% (33)	22.9% (43)	**42.6% (80)**	6.4% (12)	3.16	188
						answered question	**188**
						skipped question	**2**

13. I feel safe walking to and from parking areas in the outlying areas along the periphery of the downtown.

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Response Count
Choose one	20.9% (39)	**36.9% (69)**	18.7% (35)	19.3% (36)	4.3% (8)	2.49	187
						answered question	**187**
						skipped question	**3**

14. There is adequate street lighting in the downtown area.

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree	Rating Average	Response Count
Choose one	8.1% (15)	29.6% (55)	28.0% (52)	**30.6% (57)**	3.8% (7)	2.92	186
						answered question	**186**
						skipped question	**4**

15. If you walk in the downtown area, please describe where you most often walk to and from (can be the names of places, businesses etc, or street names).

	Response Count
	92
answered question	**92**
skipped question	**98**

16. Name of the city/town where you reside if not in Ocala?

	Response Count
	42
answered question	**42**
skipped question	**148**

17. Please feel free to make any additional comments regarding parking below.		
		Response Count
		75
	answered question	**75**
	skipped question	**115**