

TECHNICAL MEMORANDUM

To: Bill Newell
Chance Powers Ferry, LLC

From: Daniel B. Dobry, Jr., P.E., PTOE, AICP

Date: May 29, 2018

**Re: Zoning Case Z-42 of 2018, Cobb County, Georgia
Parking Spaces Analysis**

Introduction

Chance Powers Ferry, LLC is actively completing the rezoning process for a 3.695 acre parcel located on the east side of Shadowood Parkway south east of Powers Ferry Road in unincorporated Cobb County with the intent to build a mixed-use development, Power Lofts, that will include mid-rise luxury apartments and office space. During the pre-zoning meeting with Cobb County staff, the question was raised regarding the number of proposed parking spaces needed for this redevelopment.

Power Lofts proposes a total of 515 parking spaces consisting of surface parking spaces and a parking deck. The residential component of the redevelopment will have 300 apartment units, comprised of 184 one bedroom, 113 two bedroom, and 3 three bedroom units totaling 419 bedrooms. Given Power Loft's target market and luxury style amenities, the number of single bedrooms provided is higher than what is typically designed for multi-family residential developments. The office building will be 30,000 square feet with approximately 21,000 square feet of leasable office space.

This technical memorandum summarizes a comparative analysis of local, regional, and industry standards for parking space requirements to assess whether the number of parking spaces provided by the site plan are adequate to serve the redevelopment's traffic. Croy Engineering completes parking analyses of this nature to identify and address the impacts of context-sensitive designs for various development types and their location within regional activity centers. For these type of in-depth analyses, local parking standards, which are typically synthesized to apply to a broad range of developments, are compared to a variety of other recognized parking criteria, including:

- Current industry standards and experience,
- Nationally recognized provisions for multi-use developments, and
- Parking space rates as promulgated by other counties in the Atlanta metropolitan region.

Cobb County Ordinance and ROD Evaluation

For the rezoning of parcels in Cobb County, the standard number of parking spaces required for a development is defined by their respective land use in the county’s Zoning Ordinance. Given the variety of land uses that can be built on a parcel, the parking space multipliers shown in Section 134-272 of Cobb County’s municipal code are comprehensive as to provide a basis for meeting parking requirements without necessarily being context-sensitive to individual development’s location and design. Table 1 shows the number of parking spaces required by the Power Lofts development per Cobb County requirements.

Table 1: Power Lofts’ Parking Space Requirements per Cobb County Zoning Ordinance

Cobb County Zoning Ordinance		Power Lofts Mixed-Use Dev.		
Office	Residential	Office	Residential	Total
Rate (per Net SF)	Rate (per units)	No. of Spaces	No. of Spaces	Spaces
1/285	1.75	74	525	599

Further research yielded alternative parking standards for Cobb County Redevelopment Overlay Districts (ROD). Per Section 134-221.2 of this document, “parking for non-residential or multifamily uses may be granted 20 percent reduction in required parking when parking is shared between adjacent uses within the project”. Because this rezoning is for a redevelopment of an existing office park, the ROD standards could be considered. With a 20% reduction, the number of required parking spaces for Power Lofts per Cobb County standards would be reduced from 599 spaces to approximately 480 parking spaces.

Industry Parking Standards

The transportation industry’s most notable parking standard includes the Institute of Transportation Engineers (ITE) Parking Generation 4th edition. The ITE is an international professional association that develops technical resources among other services. Table 2 shows the number of needed parking spaces per ITE standards, which is 27% less than the amount recommended by Cobb County’s zoning ordinance.

Table 2: Recommended Parking Spaces per ITE Parking Generation, 4th ed.

ITE Parking Generation, 4th ed.		Power Lofts Mixed-Use Dev.		
Office	Residential	Office	Residential	Total
Rate (per GFA)	Rate (per units)	No. of Spaces	No. of Spaces	Spaces
2.84/1000	1.23	86	369	455

Preceding Parking Analyses Consideration

Croy Engineering’s prior studies of parking demands for multi-family apartments of this context-design and location within regional activity centers typically yields a 1 parking space to 1 bedroom ratio. Applying this ratio to the Power Lofts residential component would result in a need of 419 parking spaces to accommodate the residential component, and a total of 493 for the entire mixed-use development.

Parking Reductions for Mixed-Use Developments

For a mixed-use development such as this one, it is important to note that it is recognized that a certain number of parking spaces are ‘shared’ by users of the different land uses within mixed-use development because parking demands per land use activity vary at different times of the day. Consequently, a reduction in number of parking spaces can be applied to a mixed-use development of this nature as well.

One standard for applying a reduction in the parking demand analysis is based on data presented in the Urban Land Institute’s (ULI) publication Shared Parking, 2nd edition. Moreover, given that the size of office component of the development is relatively small and will be leased to smaller-scale businesses, it would require a minimal number of parking spaces to serve the expected traffic.

These types of context-sensitive factors for the development should be taken into consideration when evaluating the standard parking space rates per land use outlined by the county’s zoning ordinance.

Regional Comparative Analysis

For a comprehensive review of regional parking standards, a comparative analysis was conducted between parking space standards of other metropolitan Atlanta counties and cities. The total number of parking spaces was calculated by multiplying the respective standards’ parking rate by the size of individual land uses in the mixed-use redevelopment. The results of the analysis are presented in Table 3.

Table 3: Minimum Parking Spaces Comparative Chart for surrounding Cities and Counties

County/City	Code of Ordinances	Zoning Ordinance Rates		Power Lofts Mixed-Use Dev.		
		Office Rate (per NET SF)	Residential Rate	Office No. of Spaces	Residential No. of Spaces	Total Spaces
Cobb County	Sec. 134-272	1/285	1.75 per unit	74	525	599
Gwinnett County	Sec. 240-20	1/500	1.5 per unit	42	450	492
Gwinnett Co. (UDO ¹)	Sec. 220-40.11	2.5/1,000	0.7 Bedroom	53	294	347
DeKalb County	Sec. 6.1.4	1/500	1.5 per unit	42	450	492
City of Milton	Sec. 64-1410	2.8/1,000	1.25/1 bedroom, 1.75/2 bedroom, 2/3 bedroom	59	434	493
Fulton County	Sec. 18.2	3/1,000	1.25/1 bedroom, 1.75/2 bedroom, 2/3 bedroom	63	396	459

1. Unified Development Ordinance for overlay district

As shown in Table 3, the minimum parking spaces required for the combined number for office space and residential units varies with each municipality reviewed. These findings further shows that the minimum number of parking spaces needed for a development is not finite and can be adjusted to fit context-sensitive developments such as this one. Moreover, the 515 parking spaces proposed for Power Lofts exceeds the minimum requirements for all of the municipalities evaluated.

Summary and Conclusion

An analysis was conducted to perform a comparative review of parking requirements to ascertain the minimum number of spaces that would adequately serve the Power Lofts redevelopment. Croy has conducted a number of these analyses to better define the minimum number of spaces for mixed-use developments utilizing a variety of factors that can affect parking requirements; this comparison goes beyond the typical formula of X number of spaces per dwelling unit or per square footage of development. The emphasis of the analysis addresses context-sensitive designs (bedrooms to dwelling units' ratio) for mixed-use developments and locations within regional activity centers that provide a variety of multi-modal infrastructure.

Per the site plan, the Power Lofts redevelopment will be built with 300 multi-family dwelling units equating to 419 bedrooms plus 21,000 square feet of leasable office space, and 515 parking spaces are being provided. A proposed parking deck will be built with 493 parking spaces and an additional 22 surface parking spaces will be available contiguous to the office building.

The broad based analysis compared the standard Cobb County requirement which is applied irrespective of development context design or location to:

- Current industry standards,
- Nationally recognized requirements for multi-use developments, and
- Parking space rates as promulgated by other counties in the Atlanta metropolitan region.

Based on the findings of this Parking Spaces Analysis, the proposed 515 parking spaces meets or exceeds the majority of these minimum requirements. Consequently, the number of parking spaces being provided at the Power Lofts site would more than adequately serve the demands of this redevelopment.