



PARKING STUDY

While the city’s decision to replace the Madison Street parking garage presents an exceptional opportunity for this redevelopment project, it also brings the challenges of increased parking demand and accommodating existing demand during construction. Planning for the parking needs of the project demands a precise understanding of where, when, and how parking needs will evolve throughout the project. To ensure alignment of the parking supply with the existing parking demand, the demand generated by the project, as well as the impacts to parking supply during construction, a comprehensive parking study is necessary to:

- Identify the existing parking supply within the downtown area including on-street as well as public and private parking lots.
- Assess existing parking usage by collecting data during peak usage periods.
- Estimate the parking demand that will be generated by the planned development.
- Recommend the number of parking spaces necessary in the new parking garage.
- Determine the loss of available parking spaces during construction.
- Analyze the impact of lost parking spaces and recommend strategies to mitigate those impacts.

Fishbeck and SP Plus were tasked with performing the parking study for this project.

Fishbeck began by determining the existing parking supply within the study area and collecting data to determine the existing parking occupancy. Occupancy data was collected during morning and afternoon hours on Tuesday April 9 and Wednesday April 10, 2024, during the 2024 legislative session. The results of the occupancy study for the entire study area, as well as the isolated results for the project site, are summarized below:

Peak Observed Parking Demand – Study Area			
	Parking Supply	Spaces Occupied	Occupancy %
Off Street – Private	1,438	767	53%
Off Street – Public	911	564	62%
On Street Parking	516	245	47%
Study Area Total	2,865	1,576	55%

Peak Observed Parking Demand – Project Site			
	Parking Supply	Spaces Occupied	Occupancy %
News Tribune Lots	59	41	69%
Madison St. Garage	593	383	65%
Project Site Total	652	424	65%



Fishbeck also estimated the parking demand that will be necessary to serve the proposed development. The estimated demand is based on the requirements of the Jefferson City zoning ordinance, as well as a shared parking demand model which allows multiple land uses to share parking spaces, taking advantage of varying peak parking demand times to promote efficient parking usage. The projected parking demand to serve the development is estimated to be 360 parking spaces based on the 250-room, 36,000 square foot conference center program. Fishbeck recommended the parking garage provide approximately 800 parking spaces.

To take advantage of the existing underutilized parking within the study area, SP Plus further analyzed the existing parking operations and occupancy rates and believes there are opportunities to increase the use of existing parking spaces and thus reduce the additional parking required to be supplied on the project site. Based on this analysis, SP Plus has recommended the parking garage be sized to accommodate approximately 690 spaces, however further reduction of the required number of spaces is possible as development of the project progresses and the size of the program components is finalized.

Parking During Construction

Fishbeck estimates that 714 existing public parking spaces will be displaced during construction due to the demolition of the existing parking garage, and loss of access to street parking and off-street parking immediately adjacent to the project site; leaving 772 public parking spaces available. With peak demand for public parking at 809 spaces, there is an expected deficit of 37 public spaces during construction. Fishbeck has suggested strategies for the city and project team to further pursue to mitigate the impact of reduced parking capacity to include:

- Relocating existing state parking leases to state or private lots.
- Temporarily modifying street parking time limitations.
- Encouraging parking in underutilized parking along McCarty St.
- Explore utilizing existing private lots for public parking.
- Identify other parking spaces outside of the study area while possibly providing temporary shuttle options.



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2024 Parking Study

City of Jefferson, Missouri

Project No. 240656
July 8, 2024

2024 Parking Study

Prepared For:
Garfield Public/Private
Dallas, Texas

July 8, 2024
Project No. 240656





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Executive Summary

In partnership with the City of Jefferson, Missouri, Garfield Public/Private (GPP) is leading a development team to construct a mixed-use development in Downtown Jefferson City. The planned development will include a hotel, conference center and parking garage. The project site is currently occupied by the existing Madison Street Parking Garage and the Jefferson City News Tribune Building, both of which will be demolished to accommodate the planned development.

Fishbeck performed a parking occupancy study within an area that surrounds the project site to determine the current parking demand for the project site and for the core commercial district in Downtown Jefferson City. Parking occupancy data was collected during business hours on two weekdays prior to the end of the 2024 Missouri Senate Session. The observed peak parking occupancy represents 55% of the total parking supply for the study area, indicating that the study area has sufficient parking capacity to satisfy the current parking demand. The peak parking occupancy for the planned project site was observed at 424 vehicles, which represents 65% of the parking supply within the project site.

The current program for the planned mixed-use development includes a 250-room hotel and 36,000 square feet of conference center space. The parking capacity for the planned development was determined considering the Jefferson City Zoning Ordinance requirements for off-street parking and a Shared Parking Demand Model. Based on the results from the Shared Parking Demand Model, a parking capacity of 360 vehicles would be adequate for the planned development.

Combining the current parking demand for the project site (430 vehicles) with the shared parking demand for the hotel/conference center (360 vehicles), the proposed total capacity for the new parking structure is a minimum of 790 parking spaces.

Parking is an important support service for Missouri State Government business and Downtown Jefferson City activity. Considering that the study area parking capacity will be reduced when the existing Madison Street Parking Garage and former News Tribune Parking Lots are demolished, certain mitigating measures could be implemented to reduce the impact on downtown parking during construction of the new parking facility. The study area should still have sufficient parking capacity to accommodate the temporary higher parking occupancy.



1.0 Introduction

The City of Jefferson, Missouri has selected Garfield Public/Private (GPP) to develop a mixed-use facility that will include a hotel, conference center and parking garage in downtown Jefferson City. The project site is bounded by Madison Street, Capitol Avenue, Monroe Street and Commercial Avenue. The existing Madison Street Parking Garage and the former Jefferson City News Tribune Building, located within the project site, will be demolished to accommodate the proposed mixed-use development. As a consultant member of the GPP Development Team, Fishbeck has prepared this parking study with the purpose of analyzing the current parking demand generated by public/permit parking at the project site and to estimate the future parking demand that will be generated by the proposed hotel/conference center mixed-use development. The core objective of this parking study is to determine an adequate parking capacity for the new parking garage to accommodate the current parking demand at the project site and the parking demand for the new mixed-use development.

2.0 Current Parking Demand

2.1 Study Area

The parking demand study was conducted in an area comprising 9 city blocks as displayed in the below Figure 1 – Project Location and Current Parking Demand Study Area. The proposed mixed-use project site is located within Block 5, at the intersection of Capitol Avenue and Madison Street.

Figure 1 – Project Location and Current Parking Demand Study Area



2.2 Parking Data Collection and Analysis

Utilizing GIS (Geographic Information System) mapping technology, Fishbeck gathered parking inventory (parking supply) information for the following parking assets:

- a. On-street and off-street public parking spaces (parking owned and operated by the city).
- b. Privately owned off-street parking facilities.

Based on the collected parking data, the study area has a total current parking supply of 2,865 spaces distributed as follows:

- 1,438 parking spaces in off-street private parking facilities (50.2% of study area parking supply)
- 911 parking spaces in off-street public parking facilities (31.8% of study area parking supply)
- 516 parking spaces on-street parking (18% of study area parking supply)

The proposed mixed-use project site has a total current parking supply of 652 spaces distributed as follows:

- 593 parking spaces in the existing Madison Street Parking Garage
- 59 parking spaces in the former News Tribune surface parking lot.

An occupancy assessment of the parking supply within the study area was conducted during the 2024 Missouri Senate Session. Parking occupancy counts were taken utilizing GIS technology on two consecutive weekdays as follows:

- Tuesday April 9, 2024 at 10am and 2pm
- Wednesday April 10, 2024 at 10am and 2pm

These two weekdays were selected based on historical parking information which indicates that the parking demand is higher during weekday business hours, particularly during the Missouri Senate Session. Based on information provided by the City of Jefferson, the city’s permanent population of approximately 43,000 nearly doubles during the workday as a result of State government business.

The study area parking supply and the collected parking occupancy data are provided in Table 1. The collected data indicates that the study area reached a peak parking occupancy of 1,576 vehicles during the morning parking occupancy counts on Wednesday April 10th. Refer to the attached Appendix 1 for graphical representations (heat maps) of on-street and off-street parking occupancies in aerial map form.

The observed peak parking occupancy represents 55% of the total parking supply for the study area. A peak parking demand of 55% indicates that the study area has sufficient parking capacity to satisfy the current parking demand during business hours on a weekday.



Table 1 – Study Area Parking Occupancy by City Block

Parking Occupancy - Study Dates April 9 and 10, 2024										
Parking Block Number	Parking Facility Type	Parking Supply	April 9 Morning		April 9 Afternoon		April 10 Morning		April 10 Afternoon	
			Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %
1	Off Street - Private	155	79	51%	75	48%	88	57%	65	42%
	Off Street - Public	19	14	74%	13	68%	19	100%	13	68%
	On Street Parking	54	25	46%	27	50%	26	48%	17	31%
	Parking Block 1 Total	228	118	52%	115	50%	133	58%	95	42%
2	Off Street - Private	62	44	71%	45	73%	41	66%	40	65%
	Off Street - Public	103	75	73%	80	78%	74	72%	75	73%
	On Street Parking	65	56	86%	54	83%	58	89%	43	66%
	Parking Block 2 Total	230	175	76%	179	78%	173	75%	158	69%
3	Off Street - Private	10	9	90%	8	80%	7	70%	8	80%
	On Street Parking	84	57	68%	67	80%	49	58%	66	79%
	Parking Block 3 Total	94	66	70%	75	80%	56	60%	74	79%
4	Off Street - Private	100	39	39%	39	39%	55	55%	49	49%
	Off Street - Public	23	0	0%	2	9%	5	22%	2	9%
	On Street Parking	52	9	17%	19	37%	16	31%	19	37%
	Parking Block 4 Total	175	48	27%	60	34%	76	43%	70	40%
5	Off Street - Private (News Tribune)	59	41	69%	42	71%	32	54%	29	49%
	Off Street - Public Lot 2 (Garage)	593	383	65%	327	55%	371	63%	331	56%
	Off Street - Public Lot 3 (Meters)	46	12	26%	23	50%	20	43%	19	41%
	On Street Parking	41	21	51%	30	73%	20	49%	17	41%
Parking Block 5 Total	739	457	62%	422	57%	443	60%	396	54%	
6	Off Street - Private	165	59	36%	70	42%	63	38%	65	39%
	Off Street - Private (State Garage)	609	402	66%	391	64%	369	61%	377	62%
	On Street Parking	29	8	28%	19	66%	8	28%	17	59%
	Parking Block 6 Total	803	469	58%	480	60%	440	55%	459	57%
7	Off Street - Private	48	27	56%	26	54%	25	52%	30	63%
	Off Street - Public	89	46	52%	38	43%	48	54%	43	48%
	On Street Parking	57	16	28%	16	28%	15	26%	14	25%
	Parking Block 7 Total	194	89	46%	80	41%	88	45%	87	45%
8	Off Street - Private	73	58	79%	47	64%	55	75%	44	60%
	Off Street - Public	38	32	84%	31	82%	27	71%	29	76%
	On Street Parking	60	23	38%	29	48%	41	68%	24	40%
	Parking Block 8 Total	171	113	66%	107	63%	123	72%	97	57%
9	Off Street - Private	157	31	20%	31	20%	32	20%	40	25%
	On Street Parking	74	8	11%	19	26%	12	16%	17	23%
	Parking Block 9 Total	231	39	17%	50	22%	44	19%	57	25%
Total	2,865	1,574	55%	1,568	55%	1,576	55%	1,493	52%	

The parking occupancy by facility type is illustrated in Table 2. This table shows off-street public parking facilities were observed to have the highest parking utilization when compared to parking utilization for off-street private parking facilities and on-street parking within the study area.

Table 2 – Study Area Parking Occupancy by Facility Type

Parking Occupancy - Study Dates April 9 and 10, 2024										
Parking Block Number	Parking Facility Type	Parking Supply	April 9 (AM)		April 9 (PM)		April 10 (AM)		April 10 (PM)	
			Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %
1-9	Off Street - Private	1,438	789	55%	774	54%	767	53%	747	52%
	Off Street - Public	911	562	62%	514	56%	564	62%	512	56%
	On Street Parking	516	223	43%	280	54%	245	47%	234	45%
Study Area Total		2,865	1,574	55%	1,568	55%	1,576	55%	1,493	52%

The observed parking occupancy for the planned mixed-use project site is shown in Table 3. This table shows a peak parking occupancy of 65% for the project site, a total of 424 vehicles.

Table 3 – Project Site Parking Occupancy

Project Site Current Parking Occupancy - Study Dates April 9 and 10, 2024										
Parking Block Designation	Parking Facility Type	Parking Capacity	April 9 (AM)		April 9 (PM)		April 10 (AM)		April 10 (PM)	
			Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %
5 (Partial)	Off Street - Private (News Tribune Lots)	59	41	69%	42	71%	32	54%	29	49%
	Off Street - Public Lot 2 (Madison Street Garage)	593	383	65%	327	55%	371	63%	331	56%
Project Site Total		652	424	65%	369	57%	403	62%	360	55%

3.0 Future Parking Demand

The planned mixed-use development includes a 250-room hotel and 36,000 square feet of conference center space. The total parking capacity for the mixed-use development was determined considering the following:

- Project Site Current Parking Demand
- Jefferson City Zoning Ordinance Off-Street Parking Requirements for the Planned Development
- Shared Parking Demand Model

3.1 Jefferson City Zoning Ordinance

Section 35-58 of the zoning ordinance stipulates the minimum standards for off-street parking requirements. Exhibit 35-58A of the zoning ordinance provides minimum number of vehicle spaces for specific land uses that would apply to the planned development as illustrated in Table 4.



Table 4 – Applicable Off-street Parking Requirements from Jefferson City Zoning Ordinance

Use Category	Specific Uses	Minimum Number of Vehicle Spaces
Retail sales and services	Event center or banquet hall	1 space per 200 sf GFA
Lodging	Hotel or motel	1 per room plus 75% of the required parking for attached uses

sf: square feet GFA: gross floor area

Table 5 provides a summary of the parking capacity that would be required by the zoning ordinance. As per the zoning ordinance section 35-58.B.2.c, the Director of Planning may reduce the number of required parking spaces up to 25 percent when a parking management plan is submitted; such plan shall include shared parking or other transportation alternatives that reduce the need for parking.

3.2 Shared Parking Demand Model

The notion of shared parking is based on the use of a parking space to serve multiple land uses without conflict, consequently reducing the required number of parking spaces. Adjustments are applied to individual land use base parking ratios as a result of two conditions:

- Variations in vehicle accumulation (hour, day, season) for individual land uses
- Visits to multiple land uses during the same automobile trip

A shared parking demand model developed by the Urban Land Institute (ULI) and the National Parking Association (NPA) was used to determine adequate parking reductions for the planned mixed-use development. Table 5 in Section 3.3 of this report provides a summary of the parking capacity that would be required based on the referenced shared parking demand model.

3.3 Projected Parking Demand

The current parking demand at the project site is estimated to be 430 parking spaces based on the observed peak parking occupancy of 424 spaces.

As illustrated in Table 5, the Jefferson City zoning ordinance would require a minimum of 430 parking spaces for the hotel/conference center development; however, the proposed shared parking demand model indicates that 356 parking spaces would adequately serve the parking demand for the hotel/conference center development. A proposed parking capacity of 360 parking spaces for the hotel/conference center represents a 16.3% reduction for the number of parking spaces required by the zoning ordinance.

Combining the current parking demand for the project site (430 vehicles) with the shared parking demand for the hotel/conference center (360 vehicles), the proposed total capacity for the new parking structure is a minimum of 790 parking spaces.

The program for the hotel/conference center project is not yet finalized. Therefore, the shared parking demand model and proposed new parking garage capacity are subject to change.

Table 5 – Projected Parking Demand Summary

Projected Parking Demand Summary (250-Rooms Hotel and 36,000 SF Convention Center)							
Land Use	Quantity		Jefferson City Zoning Ordinance	ULI Model Parking Demand (Without Shared Parking – For Reference Only)	ULI Model Shared Parking Demand	Proposed Minimum Parking Capacity	Zoning Ordinance Parking Requirements Reduction
			Parking Spaces	Parking Spaces	Parking Spaces		
Hotel	250	keys	250	250	150	360	16.3%
Hotel Employees	250	keys	0	38	36		
Convention (100 to 200 sq ft/key)	36,000	sf GLA	180	289	141		
Convention Employees	36,000	sf GLA	0	29	29		
Hotel/Convention Center Parking Demand Subtotal			430	606	356		
Site Parking Demand from April 2024 Parking Study			430	430	430	430	
Total			860	1,036	786	790	

4.0 Parking Capacity During Construction of Planned Development

Parking is an important support service for Missouri State Government business and Downtown Jefferson City activity. With an observed peak occupancy of 55% within the parking study area, the collected parking data indicates that the study area currently has sufficient parking capacity.

The public parking capacity in the study area will be temporarily reduced when the existing Madison Street Parking Garage (593 spaces) and former News Tribune Parking Lots (59 spaces) are demolished for construction of the planned mixed-use development. Additionally, public parking will not be available on the exiting City Lot 3 (46 spaces) and on-street along Capitol Avenue and Monroe Street (16 spaces) during construction of the new facility. Considering these changes, the study area parking capacity would be temporarily reduced to a total 2,151 parking spaces during construction of the planned mixed-use development.

Table 6 shows that the study area projected peak parking occupancy would be temporarily increased to approximately 73% during construction of the new development, with an estimated net surplus of approximately 575 parking spaces within the study area. Therefore, this estimated parking occupancy projection indicates that there could be sufficient parking capacity distributed throughout the study area while the new parking garage is being constructed.

Table 6 also shows that the estimated public parking deficit would be 37 parking spaces in the morning and 22 parking spaces in the afternoon; however, there would be a net surplus of 575 parking spaces if currently private parking facilities within the study area are temporarily available for public parking. This would require private parking lot owners to open their parking facilities to those currently parking in the Madison Street Garage and the News Tribune parking lots. Alternatively, the city may consider utilization of other public parking outside the study area to eliminate the projected temporary deficit in public parking.



Appendix 1

Parking Occupancy Heat Maps

Table 6 – Projected Parking Demand During Construction of New Parking Garage

Study Area - Projected Parking Demand During Construction of New Garage (Project Site Parking Capacity Removed)								
Parking Block Designation	Parking Type	Parking Capacity	Projected Morning Peak Demand		Projected Afternoon Peak Demand		Projected Parking Capacity Surplus or Deficit	
			Spaces Occupied	Occupancy %	Spaces Occupied	Occupancy %	Morning	Afternoon
1-9	Off Street - Private	1,379	767	56%	774	56%	612	605
	Off Street - Public	272	564	207%	514	189%	-292	-242
	On Street Parking	500	245	49%	280	56%	255	220
Study Area Total		2,151	1,576	73%	1,568	73%	575	583

Considerations to further mitigate any inconvenience related to parking during construction of the new parking garage may include:

1. The State Public Service Commission currently holds 100 parking permits in the existing Madison Street Parking Garage. Can those vehicles be parked in the State Parking Garage located at the intersection of Monroe Street and State Street? Based on the peak parking occupancy data collected in April 2024, the State Parking Garage appears to have capacity to accommodate 150 additional cars.
2. Consider the possibility to temporarily extend time limitations for on-street metered parking.
3. Encourage parking on currently underutilized on-street and off-street parking along McCarty Street.
4. Explore the possibility of using currently underutilized private off-street parking as public parking, at least on a temporary basis until the new parking garage is constructed. Potential private off-street parking facilities that could temporarily accommodate public parking include surface parking lots at Hawthorn Bank, Legends Bank, Churches, and Central Bank.
5. Identify other available public parking spaces outside the study area. Explore the possibility of providing short-term shuttle options.



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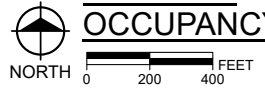
Jefferson City
 Cole County, Missouri
Parking Study

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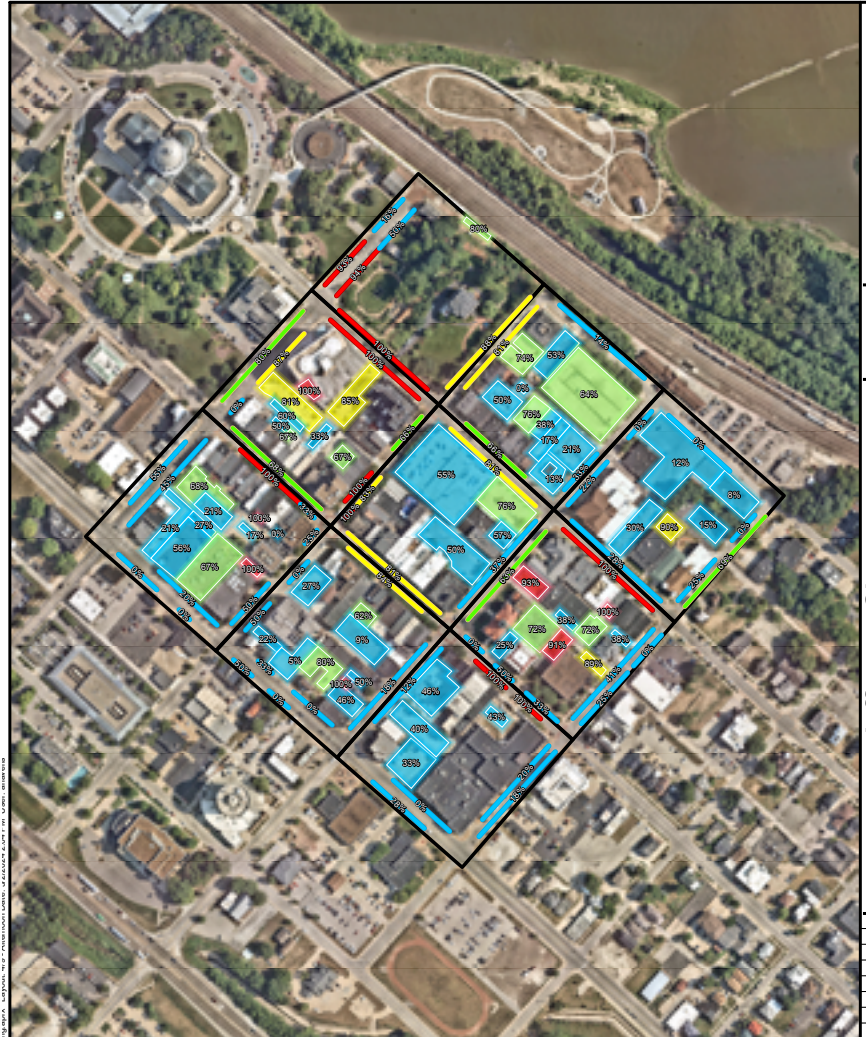
LEGEND

Parking Lot Occupancy	On Street Parking Occupancy
91% - 116% Occupancy	91% - 100% Occupancy
81% - 90% Occupancy	81% - 90% Occupancy
61% - 80% Occupancy	61% - 80% Occupancy
0% - 60% Occupancy	0% - 60% Occupancy

**TUESDAY,
 APRIL 9, 2024
 MORNING
 OCCUPANCY**



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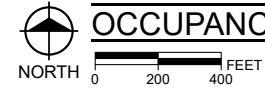
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LEGEND

Parking Lot Occupancy	On Street Parking Occupancy
91% - 108% Occupancy	91% - 100% Occupancy
81% - 90% Occupancy	81% - 90% Occupancy
61% - 80% Occupancy	61% - 80% Occupancy
0% - 60% Occupancy	0% - 60% Occupancy

**TUESDAY,
 APRIL 9, 2024
 AFTERNOON
 OCCUPANCY**



DATA SOURCES: NEARMAP, JULY 6, 2023.



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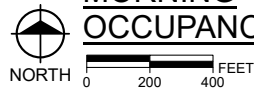
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1

LEGEND

Parking Occupancy	On Street Parking Occupancy
91% - 100% Occupancy	91% - 100% Occupancy
81% - 90% Occupancy	81% - 90% Occupancy
61% - 80% Occupancy	61% - 80% Occupancy
0% - 60% Occupancy	0% - 60% Occupancy

**WEDNESDAY,
 APRIL 10, 2024
 MORNING
 OCCUPANCY**



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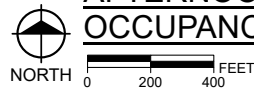
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LEGEND

Parking Lot Occupancy	On Street Parking Occupancy
91% - 100% Occupancy	91% - 150% Occupancy
81% - 90% Occupancy	81% - 90% Occupancy
61% - 80% Occupancy	61% - 80% Occupancy
0% - 60% Occupancy	0% - 60% Occupancy

**WEDNESDAY,
 APRIL 10, 2024
 AFTERNOON
 OCCUPANCY**



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