BISHOP ARTS DISTRICT
PARKING STUDY SYNOPSIS

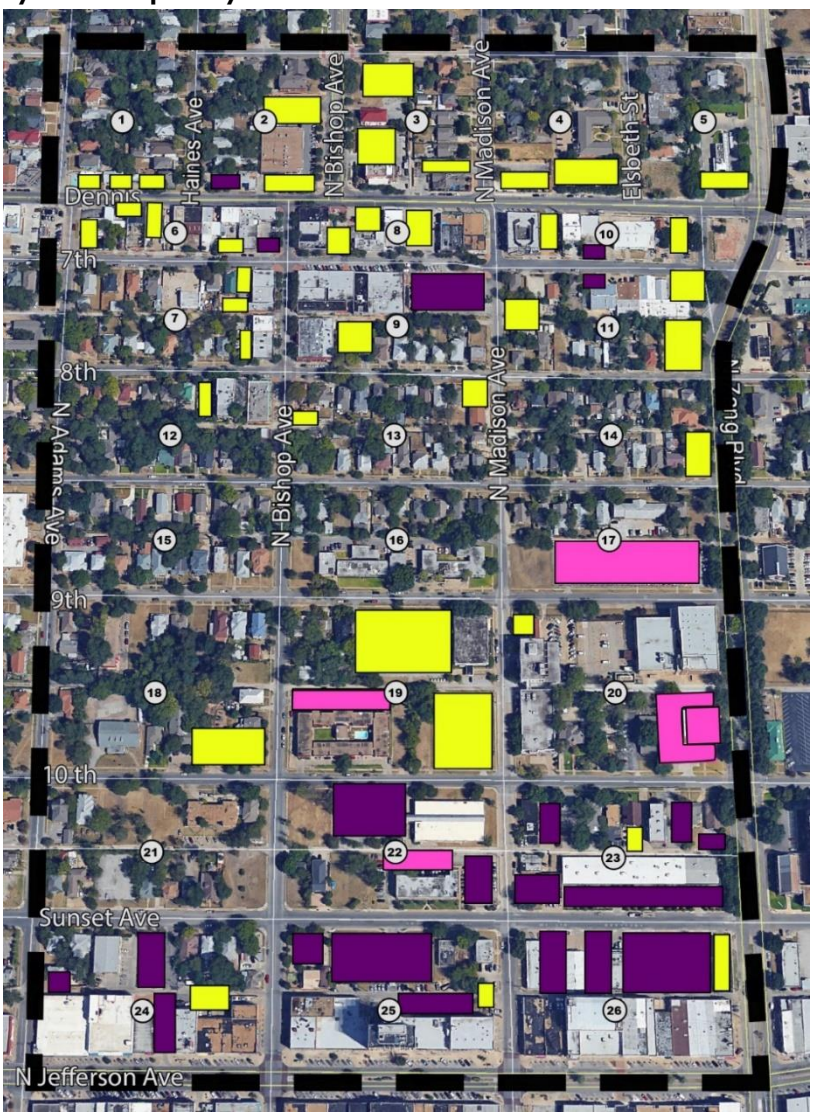
25-1925.00

Introduction

This parking study is designed to create a picture of current parking conditions, examine alternatives for supporting the creation of new parking capacity when needed and explore the financial implications of new parking investment for both Exxir Capital and the City of Dallas.

Current Conditions: Parking Supply & Occupancy

The parking supply count of the 26 blocks in the study area showed 2,486 spaces that included approximately 969 on-street spaces, 792 private off-street spaces and 725 public off-street spaces. The study area was broken out into two micro levels, the Bishop Arts District and the Jefferson Avenue area.



Bishop Arts District Parking Study - Distinction Between Public and Private Lots

- - - - - - Study Boundary
Public Lot
Private Lot
Closed Lot

Peak occupancy occurred on Friday night in the Bishop Arts District, where 89% of the available spaces were occupied. This reflects a system that is maximized during peak times. Melba Street appears to be the southern delineation where few patrons were unwilling to park further south.

Peak occupancy occurred on Thursday night in the Jefferson Ave area, where 62% of the available spaces were occupied. The block with Jefferson Tower on it was most heavily occupied.

A parker duration study, done on Friday from 11am – 2pm, showed that most vehicles observed parked on-street were parked for one hour or less. This suggests that the majority of on-street spaces are used by short-term parkers, which is appropriate.

A parking supply operates at peak efficiency when parking occupancy, including both daily visitors and employee parking patrons, is 85 percent to 95 percent of the supply. When occupancy exceeds this level, patrons may experience delays and frustration while searching for a space. Therefore, the parking supply may be perceived as inadequate even though there are some spaces available in the parking system.

Macro-Area Parking Adequacy:

- When the effective supply factor is considered for the entire study area the amount of available spaces is reduced by 257, making the effective supply 2,229 parking spaces.
- During the peak demand for the macro area (Friday evening) there is a surplus of 724 spaces. However, this number is deceiving as the southern blocks were underutilized during the peak hour.

Micro-Area Bishop Arts Parking Adequacy:

- When the effective supply factor is considered for the Bishop Arts micro area the amount of available spaces is reduced by 74, making the effective supply 667 parking spaces.
- There is a surplus of 10 spaces. This identifies a parking system has reached its capacity, and as the results identified parking is difficult to find for visitors.

Micro – Area Jefferson Parking Adequacy:

- When the effective supply factor is considered for the Jefferson micro area the amount of available spaces is reduced by 104, making the effective supply 826 parking spaces.
- During peak demand in the Jefferson micro area (Thursday evening) there is a surplus of 247 spaces, indicating a parking system that has ample parking.

Stakeholder Input

Stakeholders were interviewed as part of the study and asked to comment on the parking situation in the Bishop Arts District. Most stakeholders mentioned the perception that there was not enough parking in the area. It was also noted that "the surrounding neighborhood does not feel safe for some", especially commented on women by themselves.

Future Conditions and Supply

Walker projected parking demand within the study area for the known developments and at nominal growth rates. Exxir provided the parking demand and planned parking spaces for this section of the analysis. Phase I is based upon the development of Exxir's Phase I reaching full operation and parking demand generation plus growth of the Bishop Arts micro-area.

Micro-Area Bishop Arts Parking Adequacy:

- Future demand in five years based upon a moderate 3% growth rate for the Bishop Arts micro-area and the Phase I Exxir development is 1,321 spaces. The projected

parking supply will be 1,227 spaces. The total parking adequacy at that time will be a potential deficit of (94) spaces in the development.

- Future demand in five years based upon a more aggressive 5% growth rate for the Bishop Arts micro-area and the Phase I Exxir development is 1,442 spaces. The projected parking supply will be 1,227 spaces. The total parking adequacy at that time will be a potential deficit of (215) spaces in the development.

Once Phase II of the Exxir development occurs, the proximity of it to the center of the study area will allow for activation of the entire site, based upon proposed streetscape improvements identified by Exxir. We assumed the remaining parking demand in study area would grow at a 3% nominal growth rate, compounded annually. The future projections assume all proposed development projects are operational and have begun to generate parking demand.

Macro-Area Bishop Arts Parking Adequacy:

- Future demand in five years based upon a moderate 3% growth rate for the Bishop Arts macro-area and the Phase II Exxir development is 1,744 spaces. The projected parking supply will be 2,607 spaces. The total parking adequacy at that time will be a potential surplus of 282 spaces.
- Future demand in five years based upon a moderate 3% growth rate for the Bishop Arts macro-area, the Phase II Exxir development, Jefferson Street area, and Alamo Manhattan development is 3,201 spaces. The projected parking supply will be 3,059 spaces (if Alamo Manhattan builds to code minimum). The total parking adequacy at that time will be a potential deficit of (142) spaces.

We also analyzed the future demand utilizing the Urban Land Institute (ULI) Shared Parking Approach. This approach is a market based approach and is widely used within the industry to develop shared parking calculations. We performed the analysis of the known developments and future growth scenarios utilizing this methodology to illustrate the potential impacts for the development based upon an industry standard approach.

- Phase 1 Future build-out with Exxir development and Jefferson Tower available leasing opportunities is projected to have a 35 space parking surplus.
- Phase 2 Future build-out with Exxir development and Alamo Manhattan development is projected to have a 651 space deficit.

This does not include the potential removal of additional spaces from existing sites or removal of on-street spaces for a residential parking program. As these are unknown factors, this could have a significant impact on the parking system as is projected to be overburdened already.

Parking Management Plan

Walker suggests contracting a parking operator to manage all of the different parking aspects of the development, as there are many facets involved, including valet for both

the hotel and retail customers. We also suggest offering free parking for the first two hours of parking during the first year of operation.

The Bishop Arts District Area should consider improving wayfinding signage throughout the district in order to direct visitors to public lots and the future development. Also, relocating the District valet stands should be explored as the current locations create traffic hazards. It was also noted that a parking section should be added to the Bishop Arts District website in order to guide people to available parking.

Preliminary 5-Year Revenue and Operating Expense Forecast
It is recommended that the development not charge for parking throughout the first year, except for event and valet parking for hotel and retail. Parking is currently free in the surrounding area, to attract customers it is best to ease into a paid-parking program. The development is projected to collect approximately $172,000 in revenue the first year and spend approximately $730,000 in operating expenses, experiencing a loss of $560,000.

If the development starts charging for parking in the subsequent years it will net an average of $620,000/year, approximately $800/space. Of the $800/space, $222/space of the projected revenue is attributed to the 200 spaces constructed by the City of Dallas. The largest operating expense overall is valet labor.