

1961

A Factual Report on Parking in the Central Business District, Gainesville, Florida

City Planning Department of Gainesville, Florida

Follow this and additional works at: <https://digitalcommons.unf.edu/simonsflorida>

Recommended Citation

A Factual Report on Parking in the Central Business District, Gainesville, Florida. 1961. George W. Simons, Jr. Planning Collection. University of North Florida, Thomas G. Carpenter Library Special Collections and Archives. UNF Digital Commons, <https://digitalcommons.unf.edu/simonsflorida/4/>

This Article is brought to you for free and open access by the George W. Simons, Jr. Publications and Printed Materials at UNF Digital Commons. It has been accepted for inclusion in City and Regional Planning—Florida by an authorized administrator of UNF Digital Commons. For more information, please contact [Digital Projects](#).

© 1961 All Rights Reserved

parking survey

CENTRAL BUSINESS DISTRICT

GAINESVILLE, FLORIDA

1960

PLANNING DEPARTMENT

A Factual Report on
Parking in the Central Business District
Gainesville, Florida

Prepared for the City Plan Board and
City Commission

by

City Planning Department
Director - Donald O. Morgan
Technical Advisor - Dennis J. Lehmann
Research Analyst - Eugene W. Brockenbrough, Jr.

and

Florida State Road Department
Traffic and Planning Division

May 1961

Gainesville, Florida

The City of Gainesville

"The University City"

PLANNING DEPARTMENT
Municipal Building



State of Florida

April 25, 1961

City Plan Board
City Commission
Gainesville, Florida

Gentlemen:

Preservation of the Central City has become one of the major concerns of nearly all municipalities in America today.

A national survey, "What Parking Means to Business," summarized the central business districts' problems in this order: "Parking is difficult; area is too crowded; and traffic is too congested." A central business district generally includes many other unfortunate features: mixed land use, breaks in retail frontage, inadequate pedestrian facilities, lack of esthetic appeal, and poor correlation between the big "drawing" stores. However, circulation and parking remain the paramount deterrents to the central business districts of the 1960's.

The central retail area usually contributes 15 to 25 percent of the total ad valorem tax to the community. Consequently, to protect this revenue, most cities find themselves furnishing parking facilities for the community in the central business district.

This parking survey, used in conjunction with the Major Thoroughfare Plan, will form a sound foundation of parking and circulation planning for the future.

Respectfully submitted,

A handwritten signature in cursive script that reads "Don Morgan".

Don Morgan
Director of Planning

DM/bd

TABLE OF CONTENTS

	Page
<u>GENERAL SURVEY INFORMATION</u>	4
General Data	5
Sample Survey (Plate)	6
<u>EXISTING CURB AND OFF-STREET PARKING FACILITIES</u>	7
Curb Parking Spaces	8
Off-Street Parking Spaces	8
Available Parking Spaces (Table)	9
Existing Curb and Off-Street Facilities (Plate)	10
<u>SURVEY DATA</u>	11
Off-Street Parking Practices	11
Curb Spaces and Turnover	12
Drops	13
Block Draw	13
Block Draw Percentages (Table)	14
Survey Data (Plate)	15
<u>LOT PARKER DESTINATIONS</u>	16
Parker Destinations (Table)	16
Lot Parker Destinations (Plate)	17

Table of Contents - continued

	Page
<u>EXISTING STREET AND TRAFFIC FLOW</u>	18
Existing Street Widths	19
Directional Flow	19
Signs and Signals (Plate)	19
Turning Movements - Legend A (Plate)	20
Legend B (Plate)	21
Legend C (Plate)	22
Legend D (Plate)	23
Volume Flow	24 & 25
Traffic Volume Flow (Plate)	25 & 26

GENERAL SURVEY INFORMATION

The Central Business District, as defined, is 21 acres, or 1.9 percent of the land in the City of Gainesville. Nineteen and three tenths percent of the ad valorem tax is paid by this area, which includes many tax exempt properties. The survey boundary was drawn to include those streets and lots furnishing parking spaces to the central retail stores.

This study was conducted during peak days and hours to analyze movements when congestion is the greatest. Counts were made from December 14 through 21, 1960, between 12 Noon and 5:00 P. M. week days, and 9:00 A. M. to 3:00 P. M. on Saturdays.

Street parking counts were taken by observation for two-hour periods, checking drops, pick-ups, and movements.

Parking lot data were taken by observation daily for efficiency, and by two-hour counts for turnover.

Questionnaires were completed by interviewers at the entrances of the retail stores in the area (see page 6). A total of 834 interviews were taken, compiled, and show the following general information:

General Survey Information - continued

- (1) 1.76 shoppers arrived in the central business district per car,
- (2) 1.24 trips per week are made to the central business district by shoppers,
- (3) 59 percent said parking problems kept them from shopping in the central business district,
- (4) 48 percent said they would shop at the shopping center on this trip,
- (5) 15.9 percent of those interviewed were shopping; indicating no intended destination, and
- (6) 84.1 percent, or 701 interviewed, named 1,806 intended stops, or 2.6 stores per shopper.

CITY OF GAINESVILLE, FLORIDA

Planning Department

PARKING SURVEY

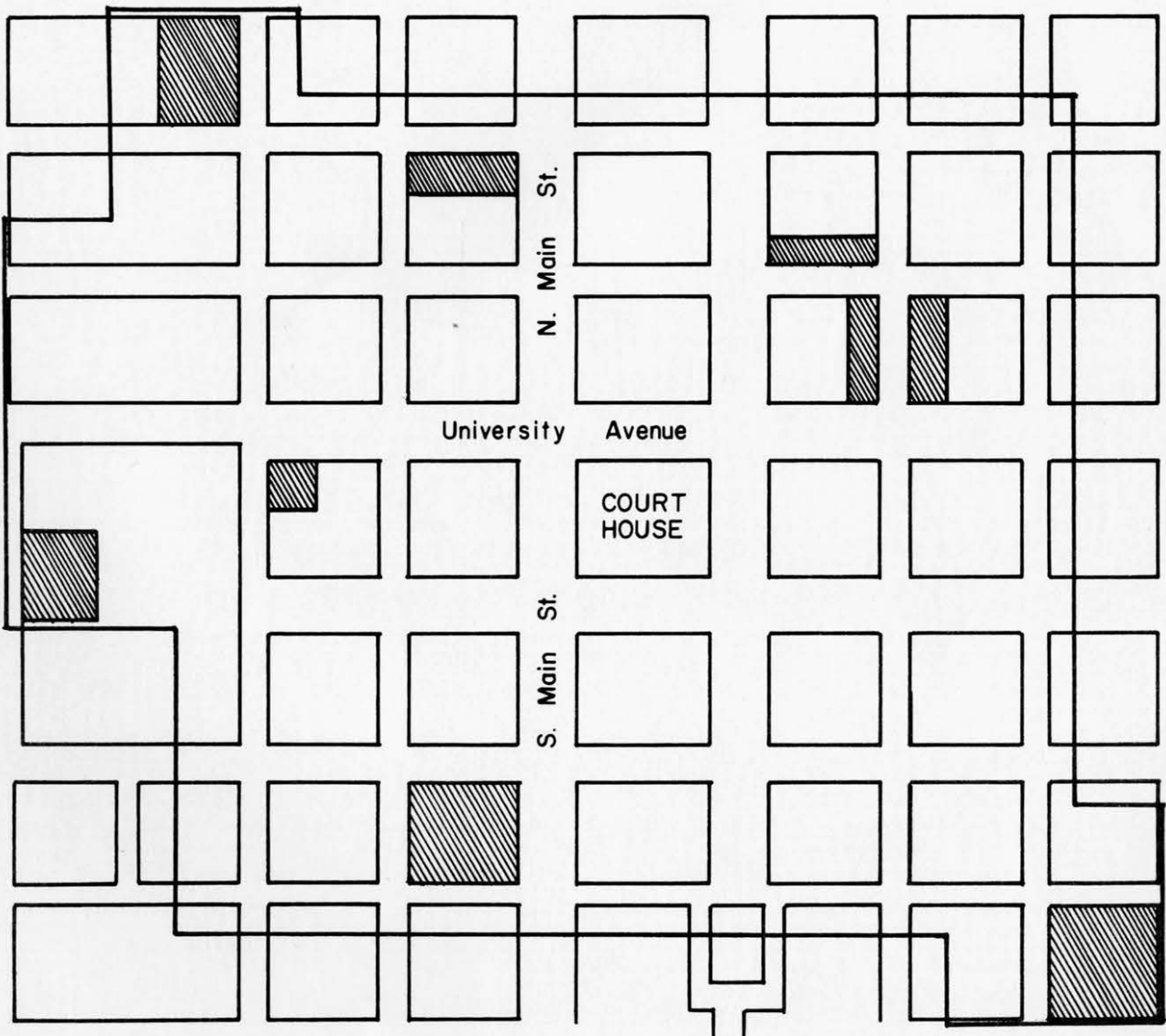
Where did you park _____ How many in car _____

What stores will you shop _____

How often do you shop downtown _____

Do parking problems keep you from shopping downtown _____ yes _____ no

Will you shop at the shopping center on this trip _____ yes _____ no



EXISTING CURB AND OFF-STREET PARKING FACILITIES

An inventory was made of all the existing curb- and off-street parking facilities in the study area. A tabulation of the total number of spaces in each zone, or within a given block, is presented on page 9. The plate, page 10, Existing Curb and Off-Street Parking Facilities, shows the location of existing curb parking regulations and major off-street parking lots. Private lots are not shown within a given block, but spaces provided for such type are tabulated in the table.

Curb spaces are classified as either metered or unmetered, while off-street spaces are listed as either public, customer, or private. This off-street classification is based on the use of a facility, rather than the type of ownership. A facility classed as public may or may not be publicly owned, but in this survey the lots in Zones 1, 26, and 30 are considered public in that they are municipally owned by the City of Gainesville.

There are a total of 1,479 parking spaces within the study area of the Central Business District. Of these, 564 or 38.2 percent of the total supply are curb spaces while the remaining 915 or 61.8 percent are spaces in off-street facilities.

Curb Parking Spaces

Of the 564 legal curb parking spaces in the Central Business District, 464 are metered, and the remaining 100 are unmetered. As might be expected, all the unmetered or non-regulated spaces are located on the fringes of the business district, in the least attractive parking location.

During the period which the parking survey was taken, December 14 through 21, 1960, the revenue obtained from curb-metered spaces within the study area was \$1,027.25.

Off-Street Parking Spaces

Of the 915 off-street spaces in the study area, public spaces, as mentioned previously as to how they are considered, provide 318 or 21.5 percent of the total supply; customer facilities contribute 432 spaces or 7.8 percent of the total supply; and the remaining 165 spaces are located in private or miscellaneous facilities throughout the study area.

During the period which the parking survey was taken as mentioned previously, the revenue obtained from the two municipally owned lots was: in Zone 26, Lot 1, \$142.73; and in Zone 1, Lot 2, \$82.95.

AVAILABLE PARKING SPACES
CENTRAL BUSINESS DISTRICT
GAINESVILLE, FLORIDA

Zone Number	CURB SPACES		OFF-STREET SPACES				: Total
	Metered	Unmetered	: Private	Customer	Public	:	
1	0	0	0	0	87		87
2	9	0	0	0	0		9
3	7	6	0	0	0		13
4	9	0	0	70	0		79
5	16	7	0	0	0		23
6	7	12	27	45	0		91
7	0	31	0	0	0		31
8	7	0	17	62	0		86
9	17	0	14	0	0		31
10	14	0	25	0	0		39
11	31	0	15	0	0		46
12	24	0	13	32	0		69
13	9	10	16	75	0		110
14	0	0	0	100	0		100
15	26	0	0	48	0		74
16	30	0	0	0	0		30
17	44	0	0	0	0		44
18	40	0	0	0	0		40
19	4	17	0	0	0		21
20	23	0	35	0	0		58
21	19	0	3	0	0		22
22	37	2	0	0	0		39
23	23	0	0	0	0		23
24	0	5	0	0	0		5
25	14	7	0	0	0		21
26	20	0	0	0	109		129
27	15	0	0	0	0		15
28	19	0	0	0	0		19
29	0	3	0	0	0		3
30	0	0	0	0	122		122
	<u>464</u>	<u>100</u>	<u>165</u>	<u>432</u>	<u>318</u>		<u>1,479</u>
	<u>31.4%</u>	<u>6.7%</u>	<u>11.2%</u>	<u>29.2%</u>	<u>21.5%</u>		<u>100.0%</u>
		564		915			
		38.2%		61.8%			

LEGEND:

- ▬ 2 HOUR METER (Parallel)
- ▭ 1 HOUR METER (Parallel)
- ◻◻◻ 1 HOUR METER (Angle)
- LOADING ZONE
- ▼ OTHER TYPES

**EXISTING CURB AND OFF-STREET
PARKING FACILITIES**

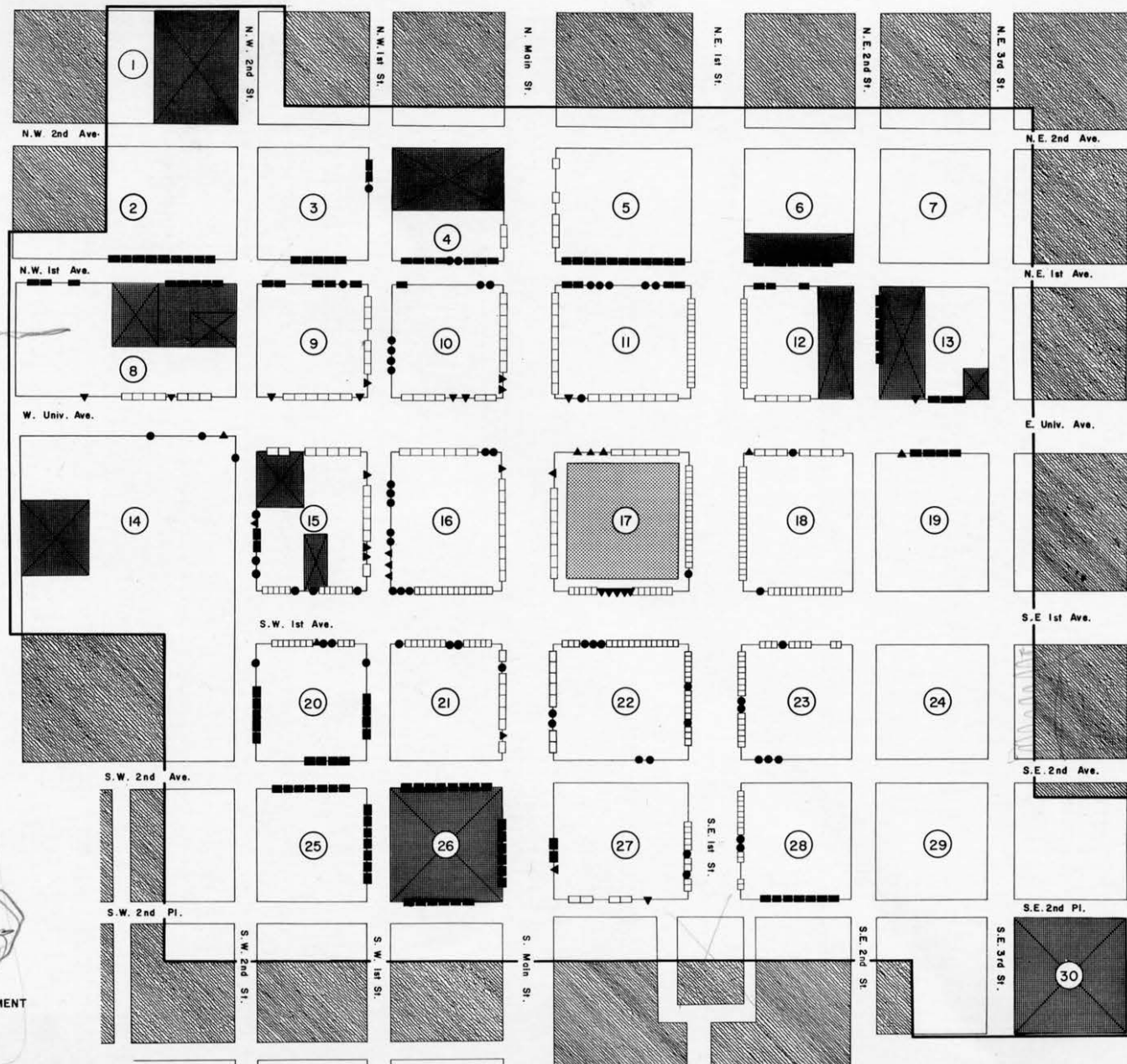
PARKING SURVEY

CENTRAL BUSINESS DISTRICT

GAINESVILLE, FLORIDA

SCALE: 1" = 100'-0"

PLANNING DEPARTMENT



SURVEY DATA

Off-Street Parking Practices

Observations were made at the existing off-street parking facilities at varying times (bank lots, after banking hours) to determine a five-day average occupancy. The turnover of the lots are based on the average number of cars per space per hour.

For off-street spaces, the capacity varies depending upon the use characteristics of the specific facility. For example, in a facility used almost exclusively by all-day parkers, (Lots 3 and 8) there would be little turnover, as shown on page 15, and thus the capacity of the lot throughout the day would be less. On all bank lots, data obtained was after banking hours to show the percentage used by shoppers willing to pay a higher parking rate readily accessible to their desired shopping area. Lots 6 and 9, the two major customer bank lots, have two of the three highest percent lot usage of all off-street parking facilities.

The one municipal lot, Lot 1, was used nearly to maximum capacity during the entire five-day period. In fact, many cars were observed throughout the day circulating and waiting for spaces to become available. The popularity of this lot is due to the differential in parking rates from the bank lots, its capacity, and

Survey Data - continued

accessibility to the major shopping block. Although it is second in capacity to all other facilities, more off-street spaces are needed in relation to the "block-draw" pattern shown on page 15 for parkers to shop in the downtown area. Lot 3, which is municipally owned, has the highest capacity of all facilities, but the percent usage is determined mainly by its location and remoteness to the downtown area. The turnover given shows that parkers use the lot generally all day.

Curb Spaces and Turnover

Of the total 564 spaces in the study area, 464 are metered spaces of which the turnover is based by the average number of cars per space per hour. The turnover is on an hourly basis whether it be a one-hour or two-hour meter regulation.

The streets bordering the Alachua County Court House have turnover figures for each side of the adjacent streets. Although the turnover rates are an average of cars per space per hour, occupancy of many spaces were over an hour duration by "meter-feeders" which would lead to a higher turnover rate than is actually shown.

Survey Data - continued

It was noted that on NW 1st Street, in the 0--100 block, the provided legal 1-hour spaces had a turnover rate of 2.5. The parkers were using this block as a drop- and pick-up zone with an average duration of 15 minutes per car per space on a 1-hour meter. Also, on SW 2nd Street, 0--100 block, the same situation occurs with a duration of 15 minutes with a 2-hour parking regulation.

Drops

The drops are the average number of stops per block per hour to drop or pick up shoppers within a given block. The drop figure is generally affected by the traffic volume on the street and the various facilities within a block.

Block Draw

Block draw is expressed as a percentage of all the shopping stops made by those interviewed occurring in that block. Of the 834 interviews, 701, or 84.1 percent named 1,806 intended stops, or 2.6 stores per shopper.

Survey Data - continued

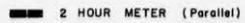




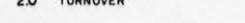
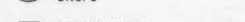

The table below shows six drawing blocks within the study area in order of the highest percent and the leading stores within that block.

Block Draw

Percent of Shopper Use

Block	Percent	Stores
1	42.80	Sears Roebuck and Company Belk-Lindsey
2	37.29	Wilson's Geiger's
3	25.77	Woolworth Christo's
4	25.17	Ruddy's Variety Store
5	23.20	Baird Hardware McCrory's
6	23.18	Penney's Silverman's

LEGEND:

-  2 HOUR METER (Parallel)
-  1 HOUR METER (Parallel)
-  1 HOUR METER (Angle)
-  LOADING ZONE
-  OTHER TYPES
-  2.0 TURNOVER
-  DROPS
-  BLOCK DRAW

SURVEY DATA



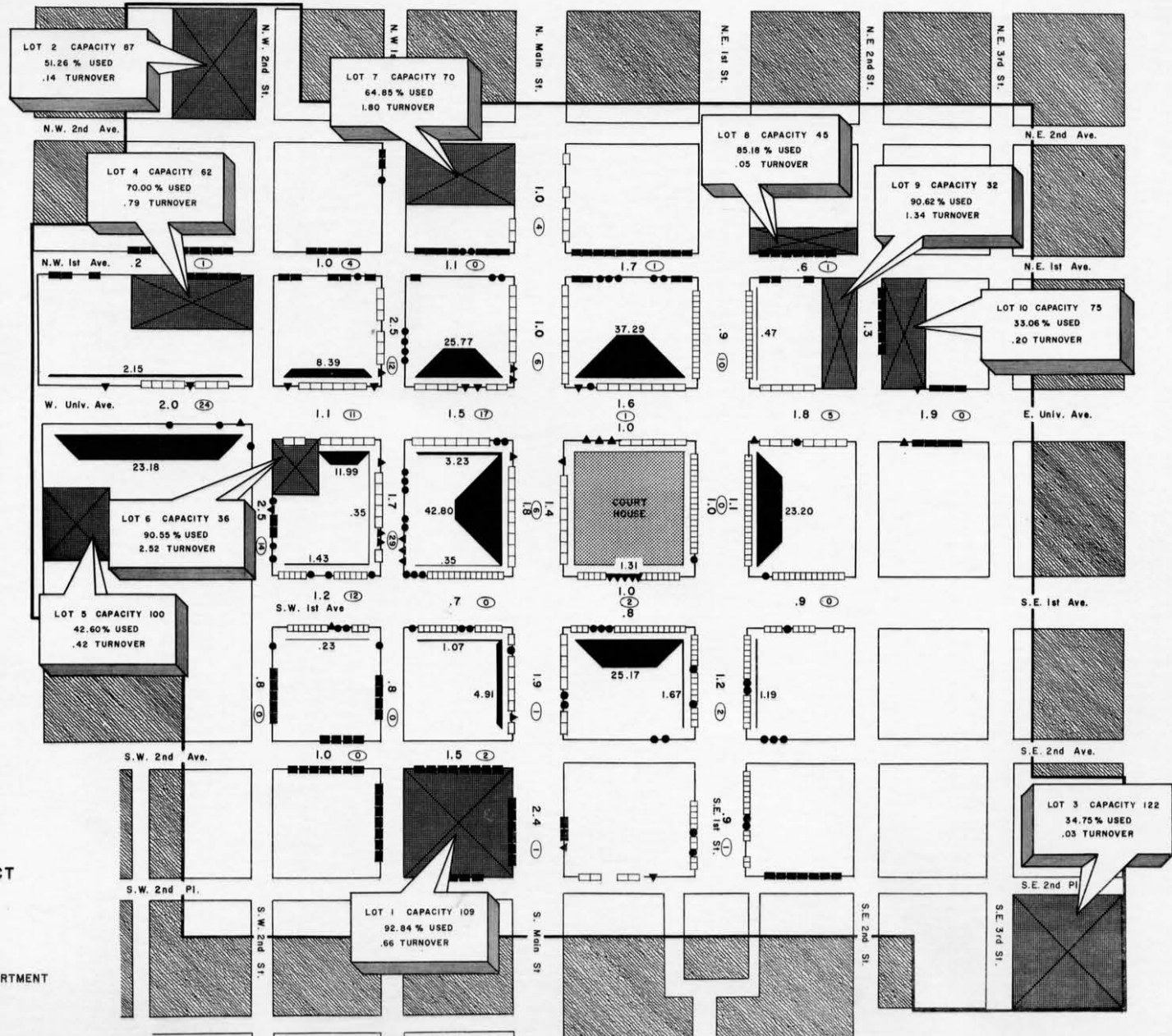
PARKING SURVEY

CENTRAL BUSINESS DISTRICT

GAINESVILLE, FLORIDA

SCALE: 1" = 100'-0"

PLANNING DEPARTMENT



LOT PARKER DESTINATIONS

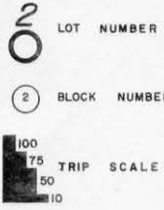
The Lot Parker Destination's Plate was prepared to show graphically the destinations of parkers' using the various lots. Of the total number of interviews taken within the study area, 32.7, or 273, said they used off-street parking facilities.

The band widths, or desire lines, correspond with the total number of trips to said block number in accordance with the trip scale shown. The total band widths at the base of specific lot give in scale the number of parkers that used said lot and their specific destination to a given block. The total band widths of all lots equal 499 specific destinations. This total does not include the 40 shoppers who gave no specific destination.

Lot Parker Destinations - 273 Interviews -

Lot	No. of Parkers	Shoppers	Specific Destination
1	109	19	178
2	10	1	31
3	2	0	7
4	5	1	1
5	14	4	32
6	40	4	99
7	41	7	77
8	3	0	7
9	14	2	26
10	<u>35</u>	<u>2</u>	<u>35</u>
	273	40	499

LEGEND:



LOT PARKER DESTINATIONS



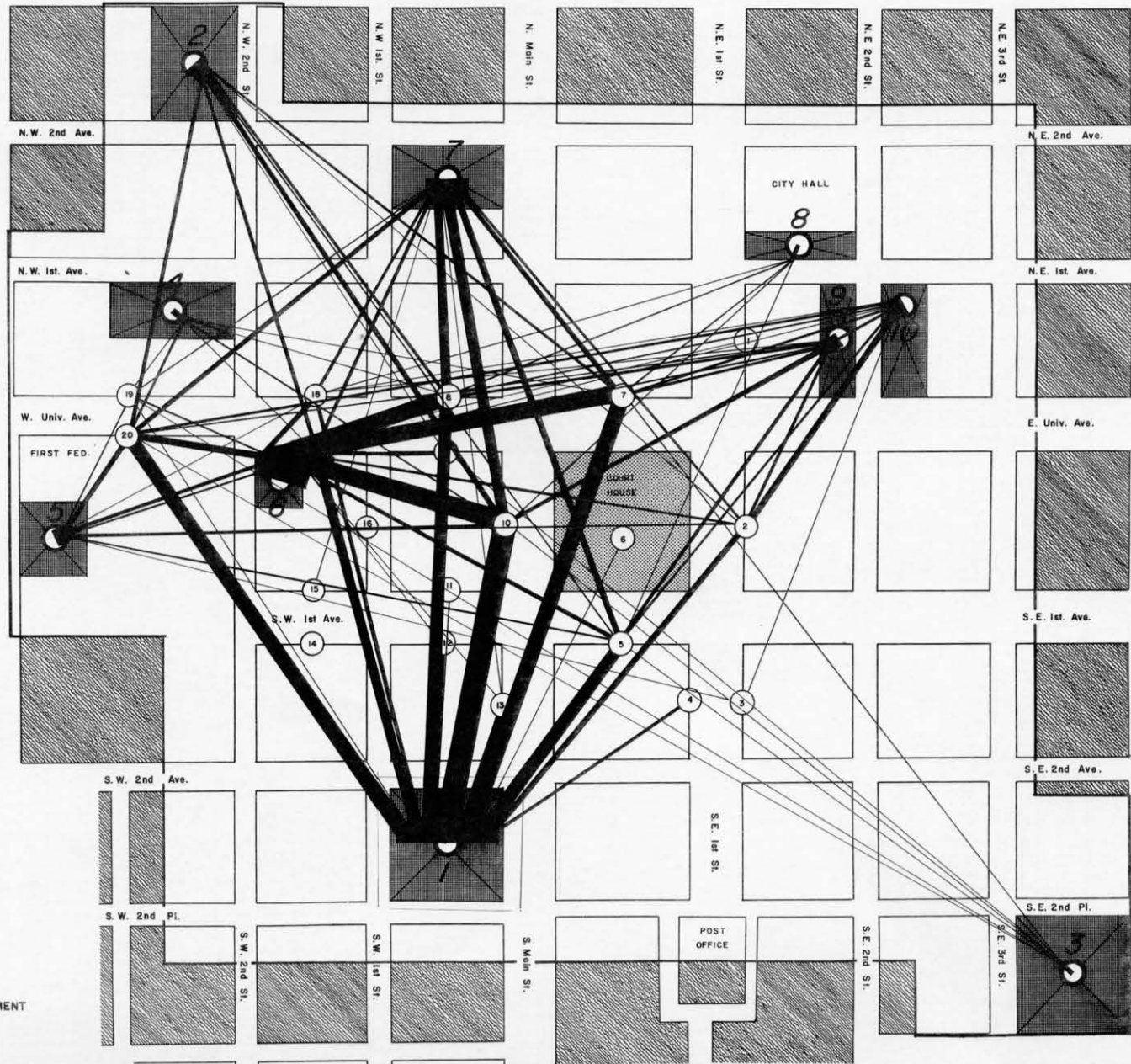
PARKING SURVEY

CENTRAL BUSINESS DISTRICT

GAINESVILLE, FLORIDA

SCALE: 1" = 100' - 0"

PLANNING DEPARTMENT



EXISTING STREET AND TRAFFIC FLOW

Within the study area of the Parking Survey, reference to the existing street facilities and their efficiency at the present in their ability to carry the existing traffic volumes should be considered. As mentioned previously, it is the desire of this report to make a study of curb- and off-street parking facilities in the Central Business District in conjunction with the Florida State Road Department's traffic study for the City of Gainesville. All factual data for thoroughfares will be given in that study.

The intersection is the most important limiting factor of street capacity since at the intersections there are traffic signals, stop signs, and turning movements which restrict the flow of traffic. Thus, the fewer the traffic signals along a route, the less the travel time. Other factors also affecting travel time other than the above, are parking and unparking of vehicles and the existing street volumes (Traffic Volume Flow, page 25). The following Legends, A, B, C, and D, pages 20 - 23, are turning movements on University Avenue at given intersections (see Existing Street Widths, Directional Flow, Signs and Signals, page 19) taken at peak hours both mornings and afternoons showing directional movements of traffic volume at a given hour.

LEGEND:

- SIGNAL
- ⊙ CAUTION SIGNAL
- STOP SIGN
- ⊙ YIELD RIGHT-OF-WAY

NOTE:
STREET WIDTH CURB TO CURB

EXISTING STREET WIDTHS
DIRECTIONAL FLOW
SIGNS AND SIGNALS



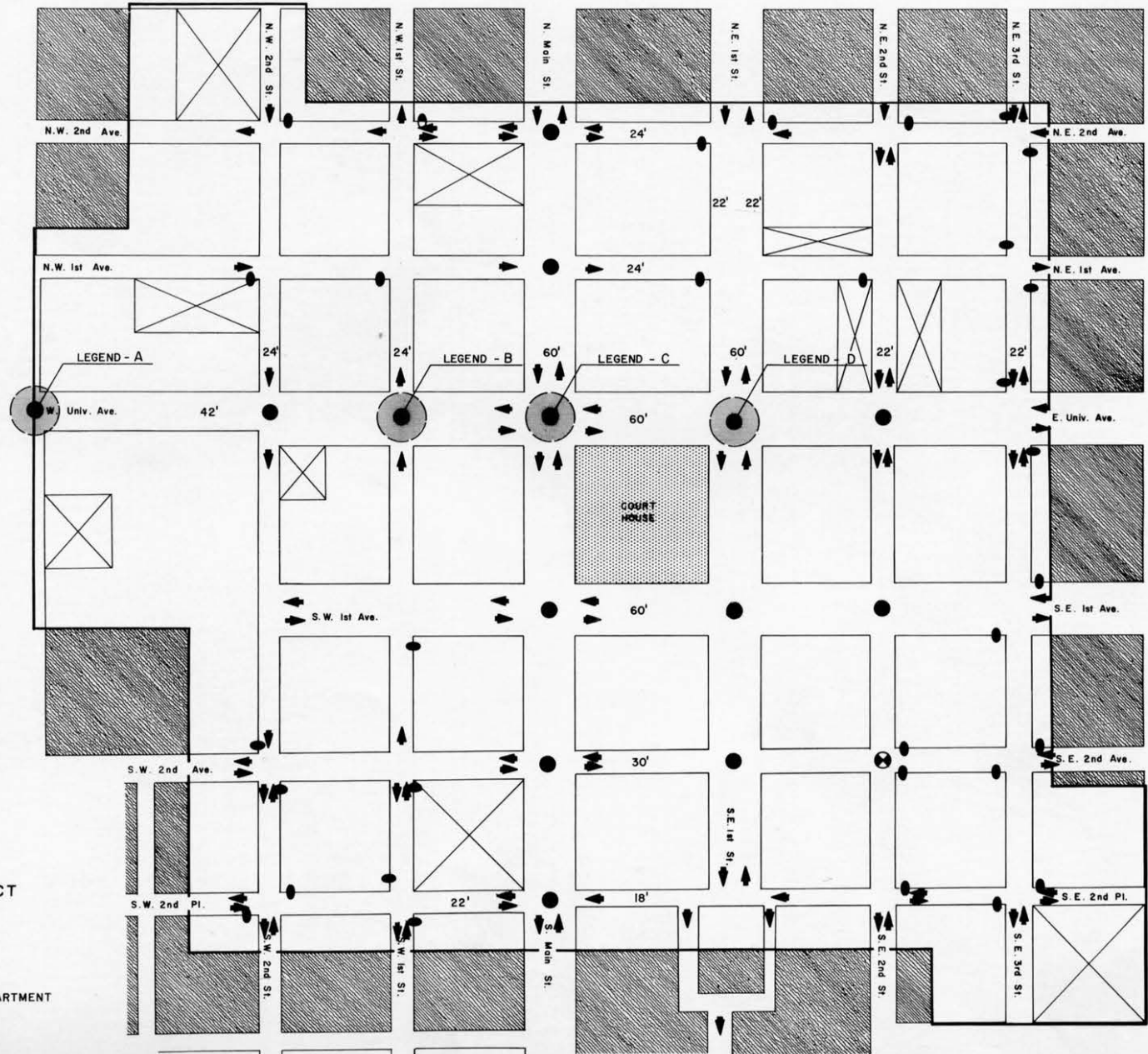
PARKING SURVEY

CENTRAL BUSINESS DISTRICT

GAINESVILLE, FLORIDA

SCALE: 1" = 100'-0"

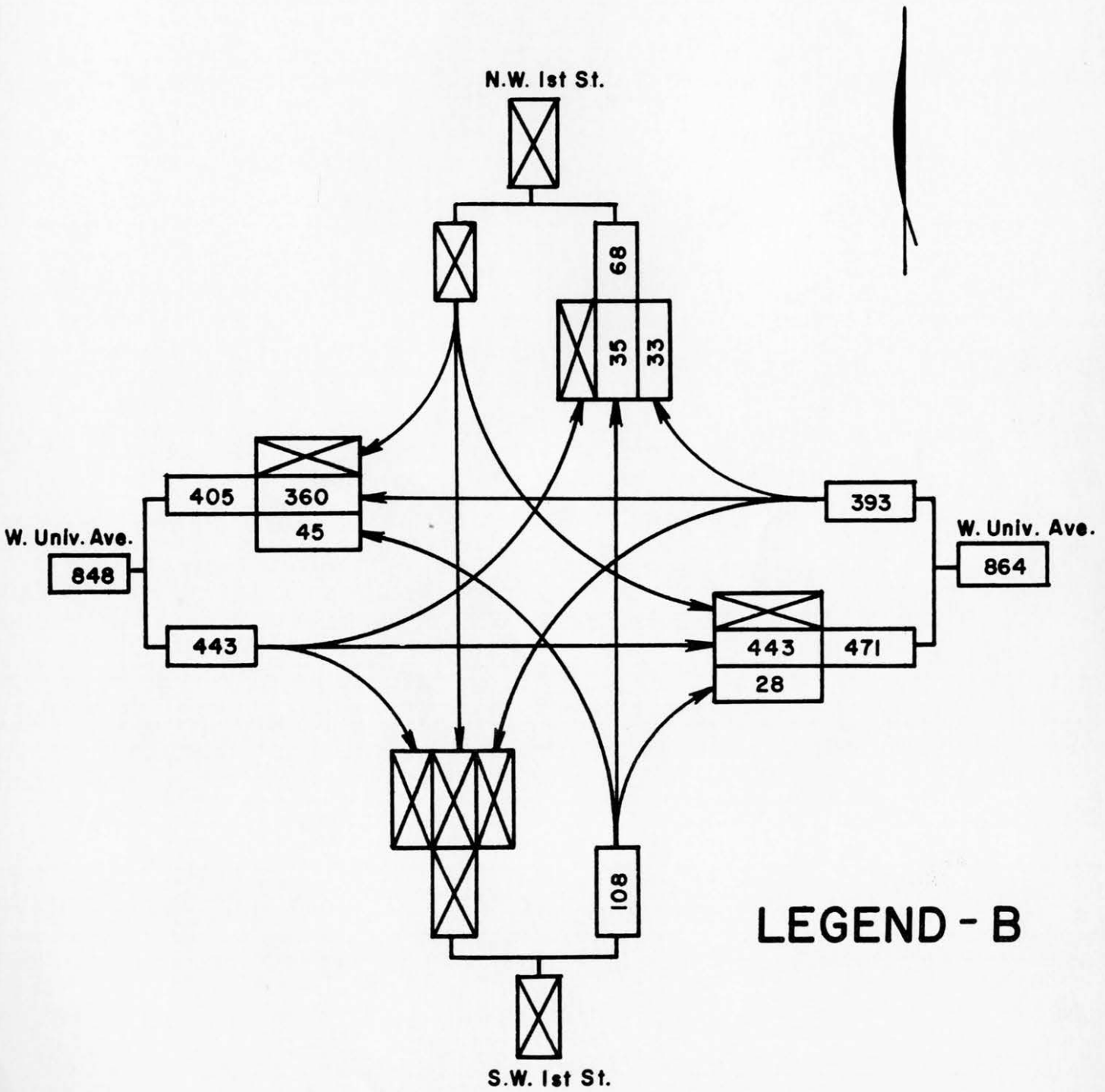
PLANNING DEPARTMENT



TURNING MOVEMENT

INTERSECTION W. Univ. Ave. AND 1st St.

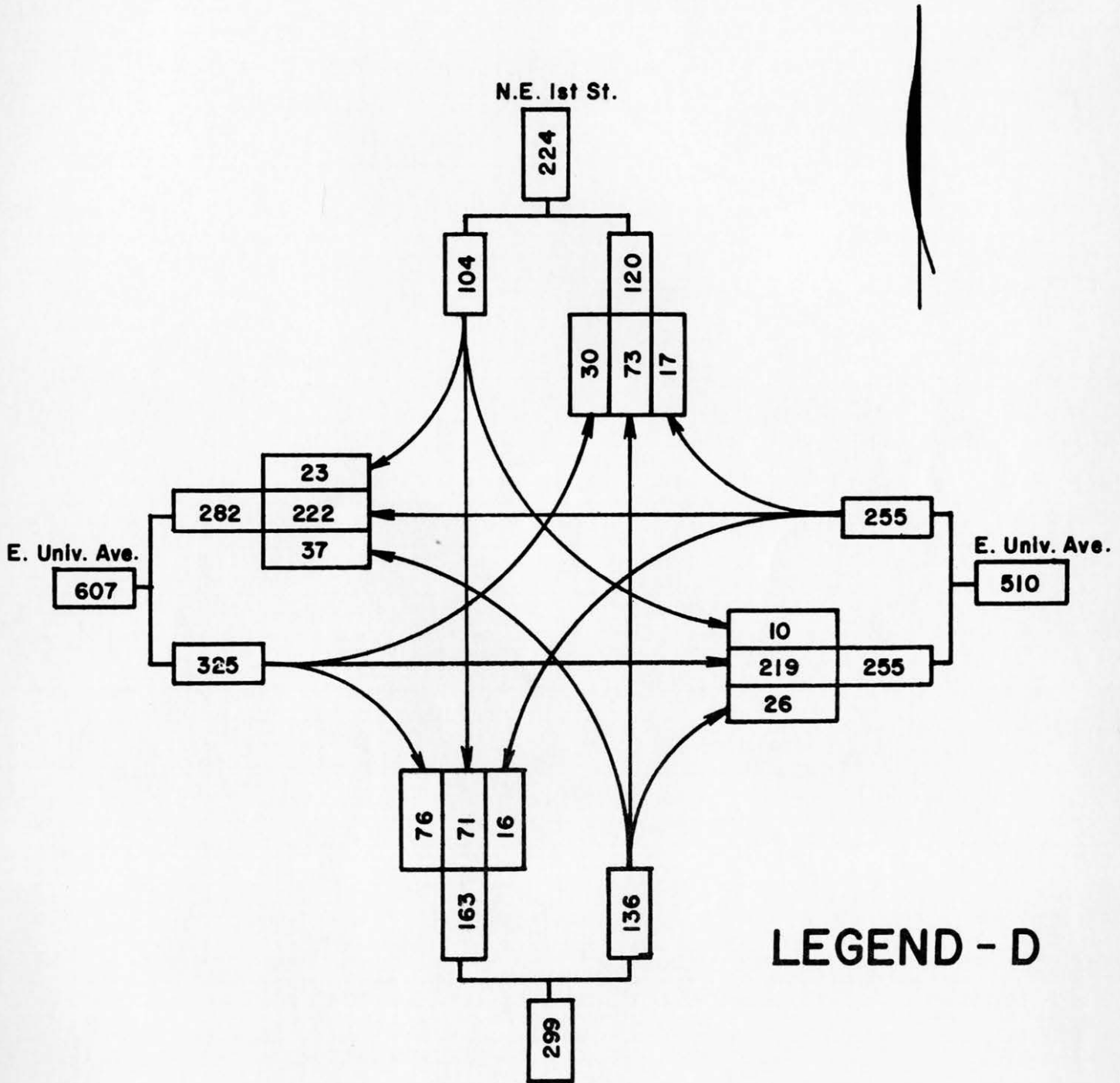
P. M. PEAK HOUR



TURNING MOVEMENT

INTERSECTION E. Univ. Ave. AND 1st St.

A. M. PEAK HOUR



Existing Street and Traffic Flow - continued

The existing street widths, given curb to curb, on-street parking (see Existing Curb and Off-Street Parking Facilities, page 18), and coordinated signal turning affect the number of vehicles, or volume of traffic, the street can carry per hour. The practical capacity of a street may be increased either by widening or making it a one-way facility with the possibility of removing existing curb parking.

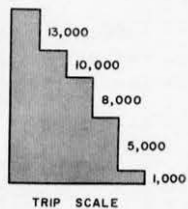
Volume Flow

Are the streets at the present time efficient in their ability to carry the existing traffic volumes? This can be determined by calculating the capacities of the individual streets and comparing these capacities with the existing street volume.

The ability of the existing major streets within the Central Business District to carry their present traffic volumes, will be presented in the Florida State Road Department's Traffic Study showing what traffic volumes the streets carry in relation to their existing capacities; how their capacities may be increased; where and what type streets should be constructed, etc.

The Traffic Volume Flow, page 25, shows graphically according to the trip scale shown, the traffic volume for a 24-hour period on the various streets with the study area.

LEGEND:



TRAFFIC VOLUME FLOW



PARKING SURVEY

CENTRAL BUSINESS DISTRICT

GAINESVILLE, FLORIDA

SCALE: 1" = 100' - 0"

PLANNING DEPARTMENT

