

APPENDIX C

PARKING DEMAND ESTIMATE BASED ON ITE RATES



Parking Demand Estimate Based on ITE Rates for a Shopping Center applied to Land Uses that Use Village Core Parking Spaces

Address	Description	General Land Use	Size ¹	ITE LU Code	ITE LU Name	Avg Peak Parking Demand Ratio ²	Percent of Average Peak Hour Rate by Hour																
							7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM
Assume Entire Core is a Shopping Center			25,763 sf	820	Shopping center	3.02	0	0	0	59	74	94	85	74	68	67	70	76	100	91	0	0	0

Address	Description	General Land Use	Size ¹	ITE LU Code	ITE LU Name	Avg Peak Parking Demand Ratio ²	Parking Demand by Hour (# of Parked Cars)																
							7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM
Assume Entire Core is a Shopping Center			25,763 sf	820	Shopping center	3.02	0	0	0	46	58	73	66	58	53	52	54	59	78	71	0	0	0

¹ - Square footages provided by Town of Richmond

² - Per 1,000 square feet for non-residential uses. Source: "Parking Generation 3rd Edition", Institute of Transportation Engineers.