CITY OF La Crosse
WISCONSIN

Parking Demand Update

Final Report

November 2014

Rich & Associates, Inc.
Parking Consultants - Planners

Introduction

In 2008/09 Rich & Associates prepared a comprehensive analysis of the downtown parking system in the City of La Crosse. That study included an analysis and projection of current and future parking demand. Since the completion of the 2008/09 study a number of developments have occurred that have impacted the supply and demand for parking.

Today a number of new developments are planned that will further impact the downtown parking system. This report is an update of the 2008/09 study, providing an analysis of current conditions and projections of future needs. The 2008/09 parking demand model, and the factors used to build that model, were used as the basis for updating demand projections in this report.

Scope of Work

Rich & Associates spent three days in La Crosse meeting with the City and various stakeholders to discuss recent and planned developments. During this time our staff also conducted an analysis of parking utilization of select on-street and off-street parking spaces in the study area. This information, combined with the redevelopment information provided by the City and stakeholders, was used to project current and near term parking demand.

Study Area

The area analyzed in this update is the same 45 block area studied in 2008/09. The study area boundaries are highlighted on **Map 1** on the next page.

Parking Demand

Calculating current parking needs is an analysis of supply and demand. Current parking space requirements, or demand, is projected by applying parking generation ratios to each of the various land uses within the study area. This data is then compared to existing public and private parking supply. Future parking needs are projected by applying the same generation ratios to known and planned future developments, re-occupancy of existing buildings, etc. For this update, Rich & Associates used the parking generation ratios developed in the 2008/09 study.

LA CROSSE STREET
BADGER STREET
PINE STREET
VINE STREET
STATE STREET
MAIN STREET
PEARL STREET
JAY STREET
KING STREET
CASS STREET
FRONT STREET
SECOND STREET
THIRD STREET
FOURTH STREET
FIFHT STREET
SIXTH STREET
SEVENTH STREET
EIGHTH STREET
PARKING STUDY
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Planners
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& ASSOCIATES
DWG. TITLE:
STUDY AREA
LEGEND
BLOCK #
STUDY AREA
DATE: 11-11-2014
DRAWN BY: THA
NORTH
MAP 1
SCALE: N.T.S

Analysis

Parking Supply

Table 1 below, and **Map 2** on **page 4** summarizes the existing parking supply in the 45 block study area. In cases where parking spaces were not marked the number of spaces was estimated. The parking supply from the 2008/09 parking study was updated with information given from City staff. For the purpose of the study any parking marked reserved or privately owned was designated as private. Whereas any parking that is available for use by the general public was designated as public.

There are a total of 9,866 parking spaces in the study area; 4,742 categorized as public and 5,124 as private. Of the 4,742 public spaces, 1,575 are located on-street and 3,167 are located off-street.

Table 1

Parking Supply

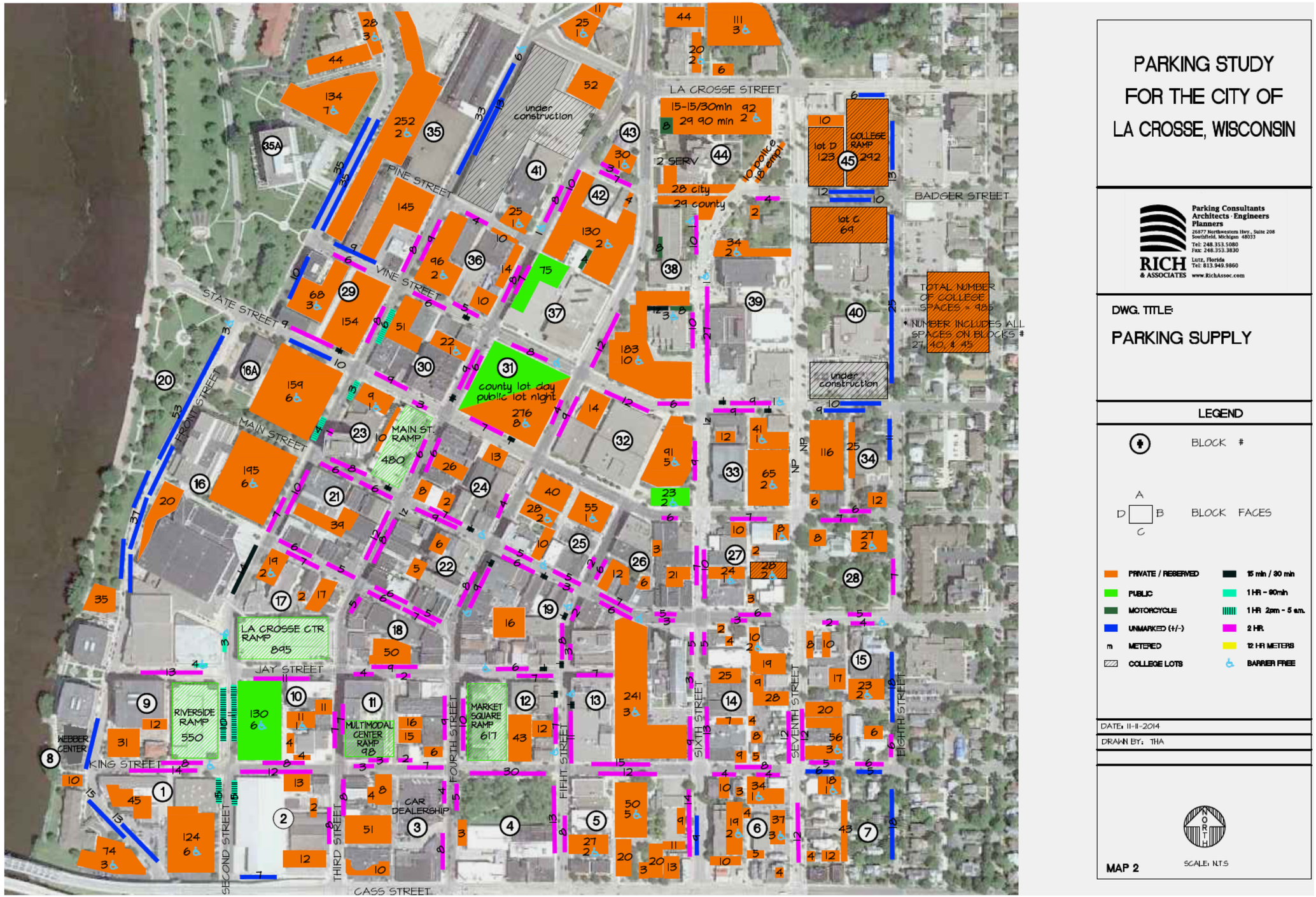
Public On-Street Parking	1,575	16%
Public Off-Street Parking	3,167	32%
Total Public Parking	**4,742**	48%
Private Parking Total	**5,124**	52%
Total Parking Supply	**9,866**	

Table 2 below is a comparison of parking supply from similar studies completed in 1997, 2008/09 to the current supply data.

Table 2

Parking Supply Comparison *1997, 2008/09, 2014*

	1997	2008/09	2014
On-Street Parking	1,437 (17%)	1,446 (16%)	1,575 (16%)
Public Off-Street Parking	2,440 (30%)	2,648 (29%)	3,167 (32%)
Total Public Parking	3,879 (47%)	4,074 (45%)	4,742 (48%)
Private Parking	4,391 (53%)	5,021 (55%)	5,124 (52%)
Total Parking Supply	**8,270**	**9,115**	**9,866**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RICH & ASSOCIATES
DWG. TITLE:
PARKING SUPPLY
LEGEND
BLOCK #
A
B
C
D
BLOCK FACES
PRIVATE / RESERVED
PUBLIC
MOTORCYCLE
UNMARKED (+/-)
METERED
COLLEGE LOTS
15 min / 30 min
1 HR - 90min
1 HR 2pm - 5 a.m.
2 HR.
12 HR METERS
BARRIER FREE
DATE: 11-11-2014
DRAWN BY: THA
NORTH
SCALE: N.T.S
MAP 2
LA CROSSE STREET
PINE STREET
VINE STREET
STATE STREET
MAIN STREET
FRONT STREET
JAY STREET
KING STREET
CASS STREET
BADGER STREET
SECOND STREET
THIRD STREET
FOURTH STREET
FIFTH STREET
SIXTH STREET
SEVENTH STREET
EIGHTH STREET
under construction
county lot day
public lot night
MAIN ST. RAMP
480
LA CROSSE CTR RAMP
895
RIVERSIDE RAMP
550
MULTIMODAL CENTER RAMP
98
MARKET SQUARE RAMP
617
WEBBER CENTER
CAR DEALERSHIP
COLLEGE RAMP
292
lot D
123
lot C
69
15-15/30min 92
29 90 min
2 SERV
28 city
29 county
10 police
18 empl
TOTAL NUMBER OF COLLEGE SPACES = 986
* NUMBER INCLUDES ALL SPACES ON BLOCKS # 27, 40, & 45

Parking Utilization

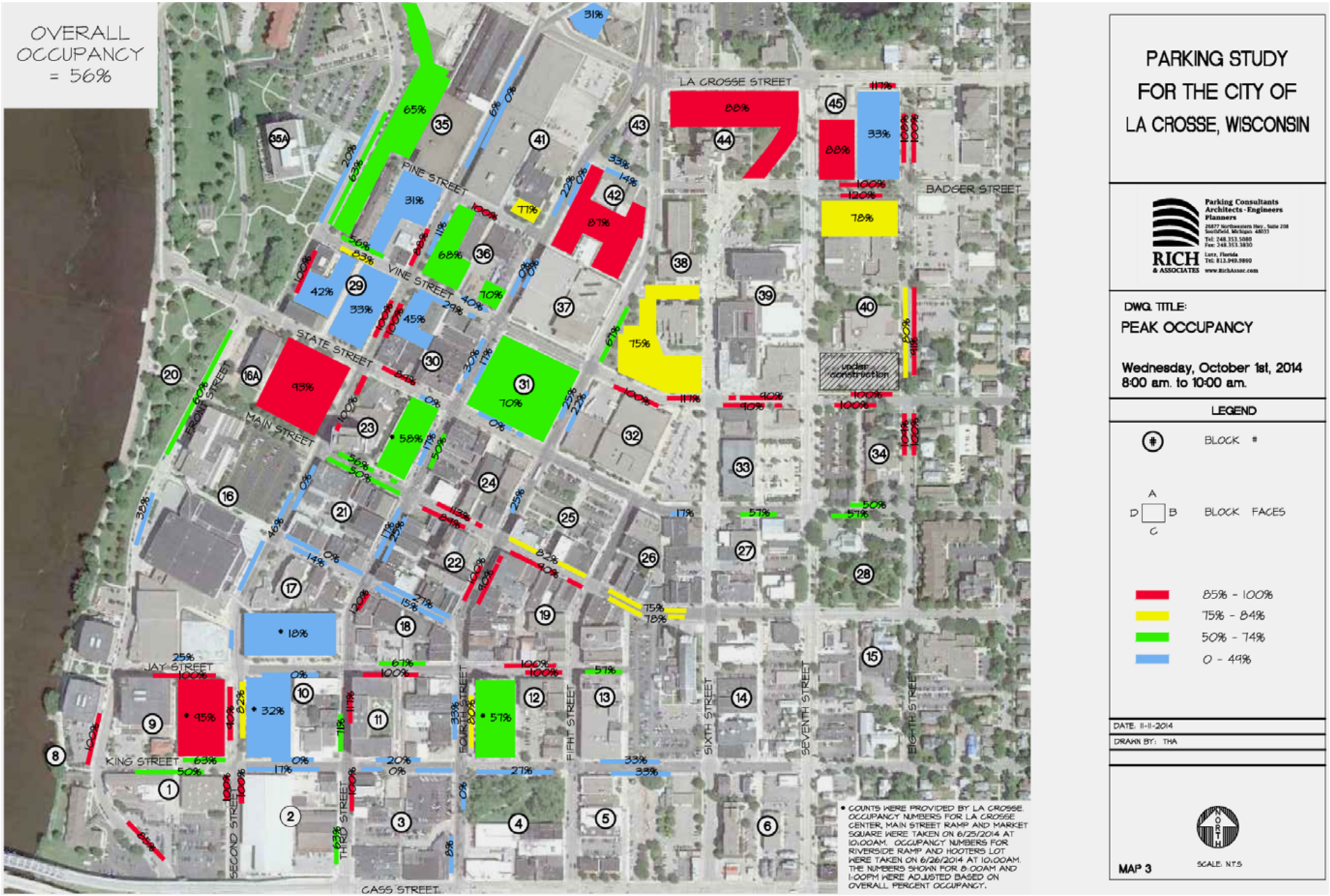
Rich & Associates studied parking occupancies within the study area on Wednesday October 1, 2014. Counts were taken at 8:00am, 10:00am and 1:00pm. The study involved examining the occupancy of select on-street and off-street parking spaces. Select parking in both public and private areas were observed.

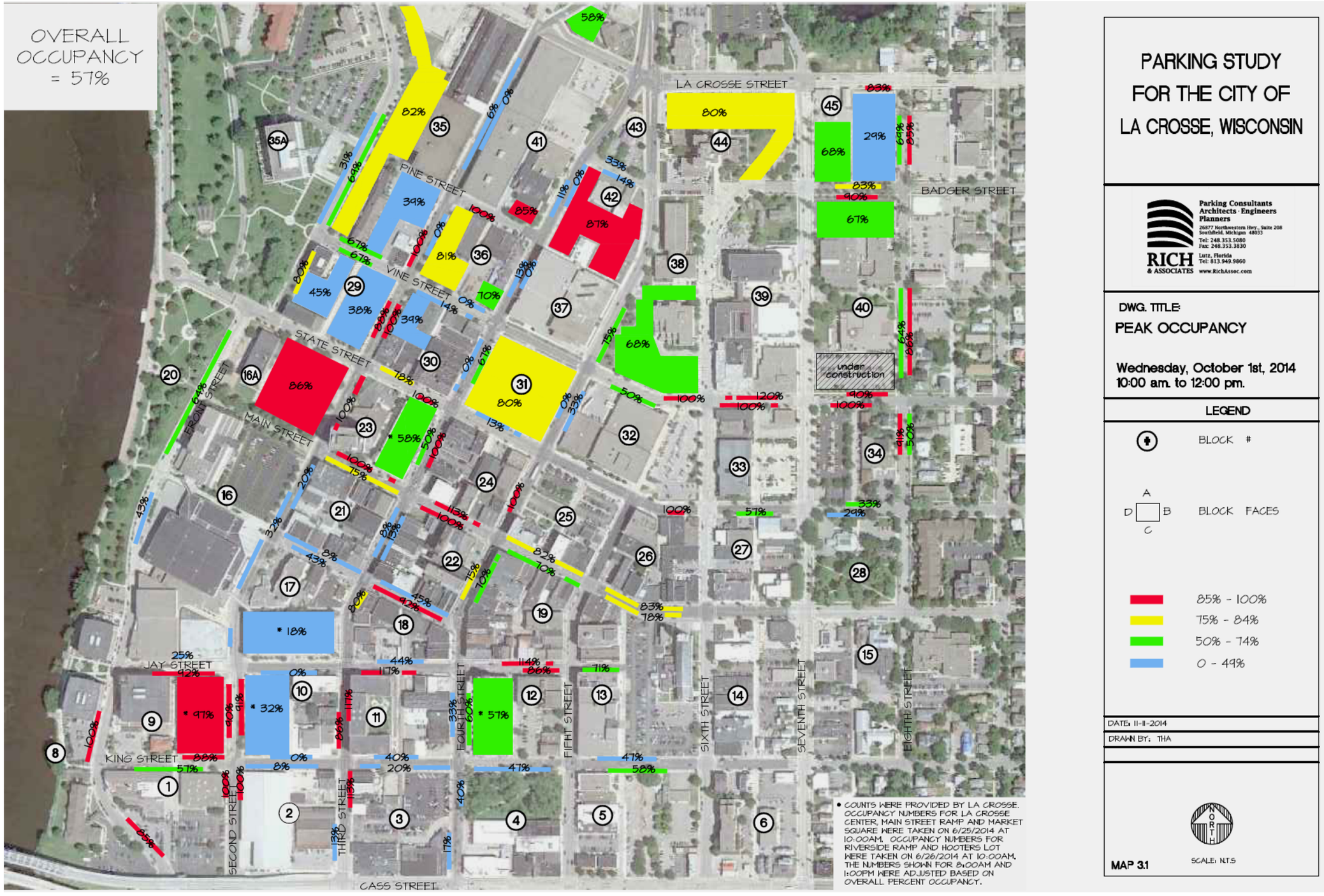
The City provided counts from June 25, 2014 at 10:00am for the La Crosse Center Ramp, Main Street Ramp, and Market Square Ramp. Occupancy counts for the Riverside Ramp and Hooters Lot were also provided by the City from June 26, 2014 at 10:00 am. The occupancy numbers for 8:00 am and 1:00 pm were adjusted based on overall percent occupancy.

Average occupancy within the study area peaked at 60 percent between the hours of 1:00pm and 3:00pm. The peak occupancy in 2008/09 occurred during the same time period with a peak of 44 percent occupancy. **Maps 3, 3.1 and 3.2**, on pages 6, 7 & 8, represent a spatial analysis of each circuit of the occupancy findings.

During the occupancy counts, the following observations were made;

- Peak occupancy occurred between 1:00pm and 3:00pm at 60%.
- The new Western Technical College parking garage on block 45 peaked at 33% occupancy, though the lots and on-street parking were at or near full much of the day.
- The only parking ramp near capacity was the Riverside Ramp with over 95% occupied.
- The Hooters lot is underutilized peaking at 34% occupancy.
- In areas where occupancy exceeded 100%, vehicles were parking illegally.
- Several block faces throughout the downtown were over 85% occupied during all counts.


OVERALL OCCUPANCY = 56%
LA CROSSE STREET
PINE STREET
BADGER STREET
VINE STREET
STATE STREET
MAIN STREET
FRONT STREET
JAY STREET
KING STREET
CASS STREET
SECOND STREET
THIRD STREET
FOURTH STREET
FIFTH STREET
SIXTH STREET
SEVENTH STREET
EIGHTH STREET
under construction
• COUNTS WERE PROVIDED BY LA CROSSE. OCCUPANCY NUMBERS FOR LA CROSSE CENTER, MAIN STREET RAMP AND MARKET SQUARE WERE TAKEN ON 6/25/2014 AT 10:00AM. OCCUPANCY NUMBERS FOR RIVERSIDE RAMP AND HOOTERS LOT WERE TAKEN ON 6/26/2014 AT 10:00AM. THE NUMBERS SHOWN FOR 8:00AM AND 1:00PM WERE ADJUSTED BASED ON OVERALL PERCENT OCCUPANCY.
PARKING STUDY FOR THE CITY OF LA CROSSE, WISCONSIN
RICH & ASSOCIATES
Parking Consultants
Architects · Engineers
Planners
DWG. TITLE:
PEAK OCCUPANCY
Wednesday, October 1st, 2014
8:00 am. to 10:00 am.
LEGEND
BLOCK #
A B C D
BLOCK FACES
85% - 100%
75% - 84%
50% - 74%
0 - 49%
DATE: 11-11-2014
DRAWN BY: THA
NORTH
MAP 3
SCALE: NTS


OVERALL OCCUPANCY = 57%
LA CROSSE STREET
PINE STREET
VINE STREET
STATE STREET
MAIN STREET
FRONT STREET
BADGER STREET
under construction
JAY STREET
KING STREET
SECOND STREET
THIRD STREET
FOURTH STREET
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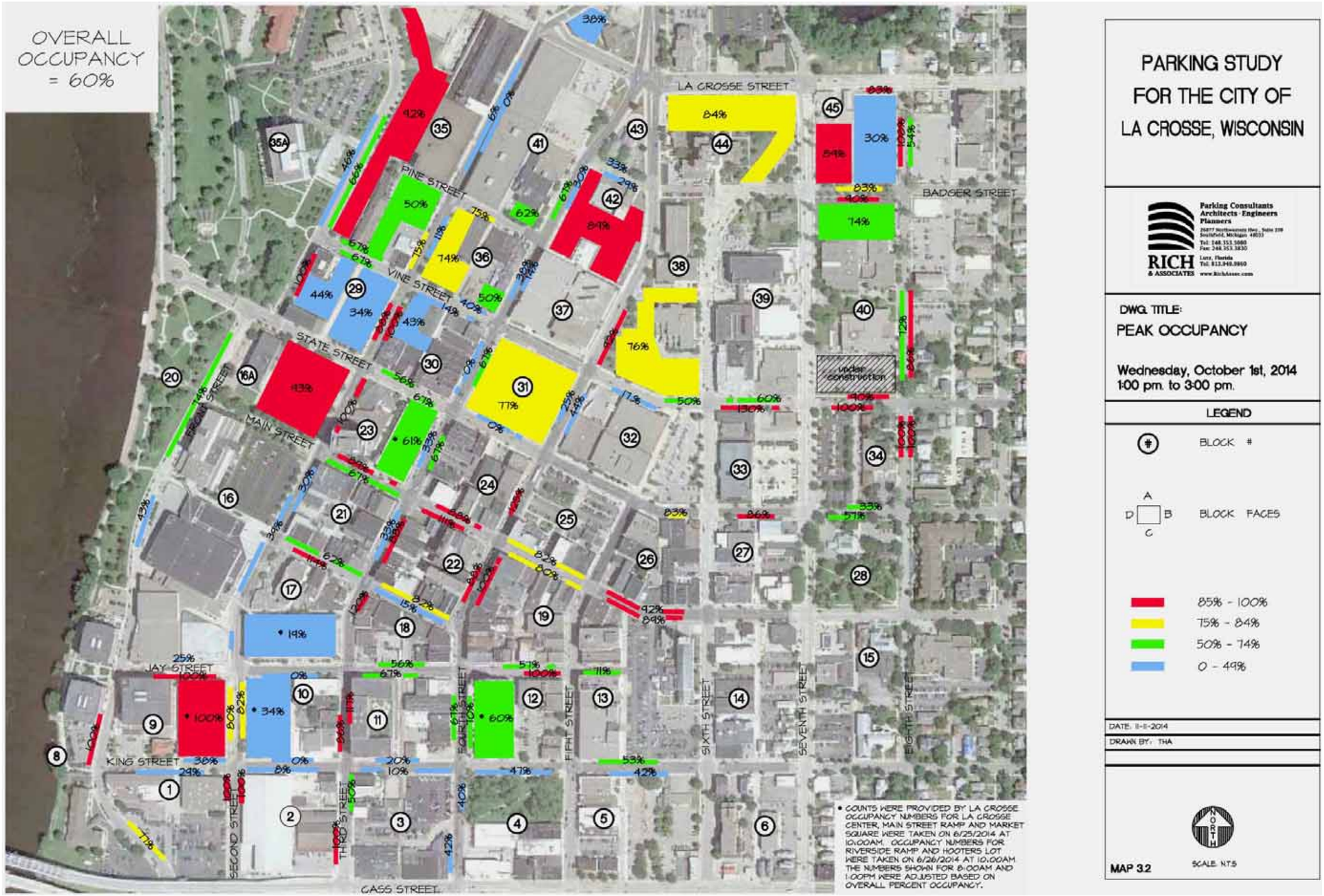
RICH & ASSOCIATES
DWG. TITLE:
PEAK OCCUPANCY
Wednesday, October 1st, 2014
10:00 am. to 12:00 pm.
LEGEND
BLOCK #
A B C D
BLOCK FACES
85% - 100%
75% - 84%
50% - 74%
0 - 49%
DATE: 11-11-2014
DRAWN BY: THA
NORTH
MAP 3.1
SCALE: N.T.S


OVERALL OCCUPANCY = 60%
LA CROSSE STREET
PINE STREET
VINE STREET
STATE STREET
MAIN STREET
BADGER STREET
JAY STREET
KING STREET
CASS STREET
FRONT STREET
SECOND STREET
THIRD STREET
FOURTH STREET
FIFTH STREET
SIXTH STREET
SEVENTH STREET
EIGHTH STREET
under construction
• COUNTS WERE PROVIDED BY LA CROSSE OCCUPANCY NUMBERS FOR LA CROSSE CENTER, MAIN STREET RAMP AND MARKET SQUARE WERE TAKEN ON 6/25/2014 AT 10:00AM. OCCUPANCY NUMBERS FOR RIVERSIDE RAMP AND HOOTERS LOT WERE TAKEN ON 6/26/2014 AT 10:00AM. THE NUMBERS SHOWN FOR 8:00AM AND 1:00PM WERE ADJUSTED BASED ON OVERALL PERCENT OCCUPANCY.
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DWG. TITLE:
PEAK OCCUPANCY
Wednesday, October 1st, 2014
1:00 pm. to 3:00 pm.
LEGEND
BLOCK #
A B C D
BLOCK FACES
85% - 100%
75% - 84%
50% - 74%
0 - 49%
DATE: 11-11-2014
DRAWN BY: THA
NORTH
MAP 3.2
SCALE: N.T.S

Demand Analysis

The next step in the study was to project the current and future parking space requirements of the study area. Rich & Associates reviewed plans for proposed developments by stakeholders and City staff, and analyzed the corresponding parking space requirements. This analysis included developments that occurred since the 2008/2009 study, those currently under way and potential developments within the next 5 years. The following development plans were provided by the City:

Current demand includes:

Developments since 2008/09 study

Block # 8 *River Center II* – Office / 97,749 sf

Weber Center for the Performing Arts – 30,000 sf / 2 theaters (549 seats)

Block # 9 *River Center III* – Office / 95,828 sf

Currently under development

Block # 41 *Hampton Inn Hotel* – 104,133 sf / 125 rooms

Block # 29 *Hotel* – 43,376 sf / 67 rooms

Future demand includes:

Potential development *(included in 5 year scenario)*

Block # 10 *Hotel* - 110 rooms

Block # 31 *Residential* - 94 units

Office (bank and or mixed use) - 10,000 sf

Retail – 29,000 sf

Office – 115,000 sf

Block # 33 *Office (additional space)* – 16,509 sf

Block # 38 *Adaptive re-use from office to Residential (Dorm)* - 200 beds

Current Parking Demand

Current parking demand includes developments completed since 2009 and those currently underway. The demand analysis shows, using the parking generation ratios developed for the 2008/09 study, that there is a projected deficit of -303 spaces in the entire study area. Demand for the entire College is combined on blocks 40 and 45. The Current Parking Demand Matrix is provided on the following page.

Deficit Greater Than 100 spaces

Deficit Between 1 and 99 spaces

Surplus Between 1 and 99 spaces

Surplus Greater Than 100 spaces

Current
Parking Demand Matrix

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Block	Office	Retail	Mixed Use	Service	Medical Office	Restaurant	Bar	Residential (per unit)	College (per pop)	Hotel (per key)	Community	Theater (per seat)	Museum	Warehouse	Government	Vacant	Current Demand	Current Supply	Surplus / Deficit
Ratios Daytime	2.30	1.35	1.70	1.15	1.80	4.00	2.25	1.50	0.18	0.64	1.20	0.25	1.00	0.36	2.75	2.86			
1	40,000	0	0	0	0	24,366	0	0	0	0	0	0	0	0	0	0	189	207	18
2	0	7,164	0	14,880	0	0	5,922	2	0	0	0	0	0	56,560	0	0	63	59	-4
3	6,688	43,868	0	0	0	0	5,640	6	0	0	0	0	0	0	0	3,200	96	103	7
4	0	0	0	0	0	0	0	0	0	0	0	0	0	63,642	0	0	23	51	28
5	32,006	25,196	0	0	0	0	0	8	0	0	0	0	0	0	0	0	120	194	74
6	0	0	0	2,936	0	3,074	0	78	0	0	0	0	0	0	0	0	133	149	16
7	22,574	2,747	0	0	3,589	0	0	9	0	0	0	0	0	0	0	2,865	76	119	43
8	191,064	0	0	0	0	0	0	0	0	72	0	549	0	0	0	0	623	137	-486
9	95,828	0	0	0	0	0	0	0	0	0	4,500	0	0	0	0	0	226	656	430
10	10,488	0	0	8,406	0	27,197	0	25	0	0	0	0	0	0	0	0	180	204	24
11	0	4,222	13,232	0	0	8,640	27,266	116	0	0	0	0	0	0	0	12,102	298	162	-136
12	0	0	0	0	0	0	0	62	0	0	0	0	0	0	0	0	93	698	605
13	10,120	0	14,850	0	0	0	0	1	0	0	0	0	30,000	0	0	0	80	303	223
14	64,901	4,807	0	5,259	0	0	0	7	0	0	0	0	0	0	0	10,452	172	173	1
15	10,186	0	0	0	0	4,569	0	0	0	0	0	0	0	0	0	0	42	199	157
16 (1)	28,556	0	0	0	0	0	0	0	0	169	0	0	0	0	0	0	474	286	-188
16A	48,983	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	113	179	66
17	0	39,120	0	0	0	30,832	12,320	20	0	114	0	0	0	0	0	6,932	307	942	635
18	0	44,879	26,084	33,215	0	66,458	28,689	65	0	0	0	0	0	0	0	32,360	571	77	-494
19	57,011	85,726	149,348	5,616	0	44,234	3,964	36	0	0	0	0	0	0	0	22,087	747	56	-691
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	53	53
21	6,180	19,520	24,213	0	0	13,006	7,040	17	0	0	0	0	0	0	0	19,267	175	84	-91
22	2,640	29,829	45,746	0	0	9,099	0	26	0	0	0	0	0	0	0	58,980	200	47	-153
23	110,026	2,368	0	0	0	18,930	12,512	18	0	0	0	0	0	0	0	0	387	522	135
24	47,573	4,237	7,928	3,250	0	0	5,206	11	0	0	0	949	0	0	0	9,818	398	68	-330
25	33,304	12,932	0	2,808	0	0	0	3	0	0	0	0	0	0	0	25,512	102	149	47
26	101,864	42,613	0	9,796	0	0	0	8	0	0	0	0	0	0	0	13,517	315	70	-245
27 (2)	5,112	9,353	61,966	5,848	0	0	0	2	0	0	0	0	0	0	0	14,507	139	72	-67
28	8,840	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	20	48	28
29 (3)	42,000	0	0	0	0	0	0	0	0	67	0	0	0	0	0	0	139	259	120
30	18,544	10,120	0	4,787	0	0	0	8	0	0	0	0	0	17,760	0	0	80	106	26
31	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	311	311
32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	95,890	0	264	165	-99
33 (2)	41,491	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4,288	95	89	-6
34	0	0	0	6,126	0	0	0	2	0	0	0	0	0	0	0	0	10	185	175
35	0	41,946	0	0	0	12,960	0	0	0	0	0	0	0	25,224	0	222,468	118	490	372
35A	158,400	0	0	0	0	0	0	78	0	55	0	0	0	0	0	0	517	251	-266
36	0	0	0	0	0	0	0	0	0	0	0	0	0	17,401	0	0	6	158	152
37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	122,616	0	337	82	-255
38	0	0	0	0	0	0	0	0	0	0	0	0	0	0	111,900	0	308	299	-9
39 (2)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	271,215	0	746	44	-702
40/45 (2)	0	0	0	0	0	0	0	0	5,995	0	0	0	0	0	0	0	1,079	1104	25
41 (4)	33,800	0	0	0	0	0	0	0	0	125	0	0	0	15,600	0	0	163	100	-63
42	0	0	0	5,190	0	0	0	0	0	0	0	0	0	0	0	0	6	165	159
43	0	0	0	0	0	2,892	0	0	0	0	0	0	0	0	0	0	12	34	22
44	0	0	0	0	0	0	0	0	0	0	0	0	0	0	72,976	0	201	230	29
TOTALS	1,228,179	430,647	343,367	108,117	3,589	266,257	108,559	608	5,995	602	4,500	1,498	30,000	196,187	674,597	458,355	**10,442**	**10,139**	**-303**
																	(stalls)	(stalls)	(stalls)

(1) La Crosse Center figured into the demand, daytime use 300 parking spaces
(2) Block 40/45 has all parking (985 spaces) associated with WWTC along with the entire demand for the college (parking and demand associated with the college removed from blocks #27 - 30 spaces,#33 - 42 spaces,#39 - 36 spaces)
(3) Block 29 has the Charmont hotel included in the demand
(4) Block 41 has the Hampton Inn (125 rooms) included in the demand

Current Parking Demand (**ZONE ANALYSIS**)

The overall study area was divided into 4 zones. The supply and demand for each zone was then analyzed. The blocks overlap in some of the zones. This is to show how the demand generators affect each of the areas.

Zone 1 (Blocks 1, 2, 3, 8, 9, 10, 11, 16, 17, 18, 20)

Results of the Zone 1 analysis is a projected deficit of -75 spaces. Large deficits, in excess of -400 spaces, are projected for blocks 8 and 18.

Block	Demand	Supply	Surplus / (Deficit)
1	189	207	18
2	63	59	-4
3	96	103	7
8	623	137	-486
9	226	656	430
10	180	204	24
11	298	162	-136
16	474	286	-188
16(A)	113	179	66
17	307	942	635
18	571	77	-494
20	0	53	53
Total	**3,140**	**3,065**	**-75**

Zone 2 (Blocks 31, 32, 33, 34, 37, 38, 39, 40/45, 42, 44)

Results of the Zone 2 analysis is a projected deficit of -372 spaces. The largest deficit occurs on block 39 with a -702 space deficit.

Block	Demand	Supply	Surplus / (Deficit)
31	0	311	311
32	264	165	-99
33	95	89	-6
34	10	185	175
37	337	82	-255
38	308	299	-9
39	746	44	-702
40/45	1079	1,104	25
42	6	165	159
44	201	230	29
Total	**3,046**	**2,674**	**-372**

Zone 3 (Blocks 16A, 23, 24, 29, 31, 35, 36, 37, 41, 42)

Results of the Zone 3 analysis is a projected surplus of 427 spaces. While large deficits occur on blocks 24, 35A and 37, there are large surpluses on adjacent blocks to meet the demand.

Block	Demand	Supply	Surplus / (Deficit)
16A	113	179	66
23	387	522	135
24	398	68	-330
29	139	259	120
30	80	106	26
31	0	311	311
35	118	490	372
35A	517	251	-266
36	6	158	152
37	337	82	-255
41	163	100	-63
42	6	165	159
Total	**2,264**	**2,691**	**427**

Zone 4 (Blocks 16A, 23, 24, 29, 35, 36, 41)

Zone 4 is similar to Zone3 with the exception of blocks 31, 37 and 42. When we exclude those three blocks from Zone 3, the result is an over all surplus of 212 spaces.

Block	Demand	Supply	Surplus / (Deficit)
16A	113	179	66
23	387	522	135
24	398	68	-330
29	139	259	120
30	80	106	26
35	118	490	372
35A	517	251	-266
36	6	158	152
41	163	100	-63
Total	**1,921**	**2,133**	**212**

Future Parking Demand

Parking demand projections for the future are comprised of the current parking demand, the space requirements projected for the near term future developments listed on page 8, and estimated re-occupancy of existing vacant building space within the study area. The demand analysis shows, using the parking generation ratios developed for the 2008/09 study, a projected five (5) year deficit of -1,681 spaces in the entire study area.

Projections of parking space needs due to proposed new developments within the next five (5) years includes the following;

Development Block #	Potential Land-Use	Program Area / Square Footage	Parking Generation Ratio	Parking Spaces Needed
10	Hotel	100 keys	0.64 per key	207 *(71 spaces required + 136 spaces lost at grade)*
31	Residential	94 units	1.5 per unit	425 *(141 spaces required + 284 spaces lost at grade)*
31	Mixed-use / Office	10,000 sf	2.3 per 1,000 sf	23
31	Market	29,000	3.76 per 1,000 sf	110
31	Office	111,500	2.3 per 1,000 sf	257
33	Office	16,509	2.3 per 1,000 sf	38
38	Adaptive Re-Use Residential	200 units		None *(Parking will be provided on block 25)*

Program information for the proposed mixed-use development on Block 31 was obtained from the developer. An estimate of 40% re-occupancy of existing vacant building space within the study area was used in the five (5) year projection. The following page includes the Future Parking Demand Matrix.

Future
Parking Demand Matrix

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q		S	U
Block	Office	Retail	Mixed Use	Service	Medical Office	Restaurant	Bar	Residential (per unit)	College (per pop)	Hotel (per key)	Community	Theater (per seat)	Museum	Warehouse	Government	Vacant	Future Demand 5 Years	Future Supply 5 Years	Future Surplus / Deficit
Ratios Daytime	2.30	1.35	1.70	1.15	1.80	4.00	2.25	1.50	0.18	0.64	1.20	0.25	1.00	0.36	2.75	2.86			
1	40,000	0	0	0	0	24,366	0	0	0	0	0	0	0	0	0	0	189	207	18
2	0	7,164	0	14,880	0	0	5,922	2	0	0	0	0	0	56,560	0	0	63	59	-4
3	6,688	43,868	0	0	0	0	5,640	6	0	0	0	0	0	0	0	3,200	100	103	3
4	0	0	0	0	0	0	0	0	0	0	0	0	0	63,642	0	0	23	51	28
5	32,006	25,196	0	0	0	0	0	8	0	0	0	0	0	0	0	0	120	194	74
6	0	0	0	2,936	0	3,074	0	78	0	0	0	0	0	0	0	0	133	149	16
7	22,574	2,747	0	0	3,589	0	0	9	0	0	0	0	0	0	0	2,865	79	119	40
8	191,064	0	0	0	0	0	0	0	0	72	0	549	0	0	0	0	623	137	-486
9	95,828	0	0	0	0	0	0	0	0	0	4,500	0	0	0	0	0	226	656	430
10	10,488	0	0	8,406	0	27,197	0	25	0	0	0	0	0	0	0	0	251	68	-183
11	0	4,222	13,232	0	0	8,640	27,266	116	0	0	0	0	0	0	0	12,102	312	162	-150
12	0	0	0	0	0	0	0	62	0	0	0	0	0	0	0	0	93	698	605
13	10,120	0	14,850	0	0	0	0	1	0	0	0	0	30,000	0	0	0	80	303	223
14	64,901	4,807	0	5,259	0	0	0	7	0	0	0	0	0	0	0	10,452	184	173	-11
15	10,186	0	0	0	0	4,569	0	0	0	0	0	0	0	0	0	0	42	199	157
16 (1)	28,556	0	0	0	0	0	0	0	0	169	0	0	0	0	0	0	474	286	-188
16A	48,983	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	113	179	66
17	0	39,120	0	0	0	30,832	12,320	20	0	114	0	0	0	0	0	6,932	315	942	627
18	0	44,879	26,084	33,215	0	66,458	28,689	65	0	0	0	0	0	0	0	32,360	608	77	-531
19	57,011	85,726	149,348	5,616	0	44,234	3,964	36	0	0	0	0	0	0	0	22,087	772	56	-716
20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	53	53
21	6,180	19,520	24,213	0	0	13,006	7,040	17	0	0	0	0	0	0	0	19,267	197	84	-113
22	2,640	29,829	45,746	0	0	9,099	0	26	0	0	0	0	0	0	0	58,980	267	47	-220
23	110,026	2,368	0	0	0	18,930	12,512	18	0	0	0	0	0	0	0	0	387	522	135
24	47,573	4,237	7,928	3,250	0	0	5,206	11	0	0	0	949	0	0	0	9,818	409	68	-341
25	33,304	12,932	0	2,808	0	0	0	3	0	0	0	0	0	0	0	25,512	131	149	18
26	101,864	42,613	0	9,796	0	0	0	8	0	0	0	0	0	0	0	13,517	331	70	-261
27 (2)	5,112	9,353	61,966	5,848	0	0	0	2	0	0	0	0	0	0	0	14,507	156	72	-84
28	8,840	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	20	48	28
29 (3)	42,000	0	0	0	0	0	0	0	0	67	0	0	0	0	0	0	139	259	120
30	18,544	10,120	0	4,787	0	0	0	8	0	0	0	0	0	17,760	0	0	80	106	26
31 (4)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	531	233	-298
32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	95,890	0	264	165	-99
33 (2)	41,491	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4,288	138	89	-49
34	0	0	0	6,126	0	0	0	2	0	0	0	0	0	0	0	0	10	185	175
35	0	41,946	0	0	0	12,960	0	0	0	0	0	0	0	25,224	0	222,468	372	490	118
35A	158,400	0	0	0	0	0	0	78	0	55	0	0	0	0	0	0	517	251	-266
36	0	0	0	0	0	0	0	0	0	0	0	0	0	17,401	0	0	6	158	152
37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	122,616	0	337	82	-255
38	0	0	0	0	0	0	0	0	0	0	0	0	0	0	111,900	0	308	299	-9
39 (2)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	271,215	0	746	44	-702
40/45 (2)	0	0	0	0	0	0	0	0	5,995	0	0	0	0	0	0	0	1,079	1104	25
41 (5)	33,800	0	0	0	0	0	0	0	0	125	0	0	0	15,600	0	0	163	100	-63
42	0	0	0	5,190	0	0	0	0	0	0	0	0	0	0	0	0	6	165	159
43	0	0	0	0	0	2,892	0	0	0	0	0	0	0	0	0	0	12	34	22
44	0	0	0	0	0	0	0	0	0	0	0	0	0	0	72,976	0	201	230	29
TOTALS	1,228,179	430,647	343,367	108,117	3,589	266,257	108,559	608	5,995	602	4,500	1,498	30,000	196,187	674,597	458,355	**11,606**	**9,925**	**-1,681**
																	(stalls)	(stalls)	(stalls)

(1) La Crosse Center figured into the demand, daytime use 300 parking spaces
(2) Block 40/45 has all parking (985 spaces) associated with WWTC along with the entire demand for the college (parking and demand associated with the college removed from blocks #27 - 30 spaces,#33 - 42 spaces,#39 - 36 spaces)
(3) Block 29 has the Charmont hotel included in the demand
(4) Block 31 includes 206 spaces proposed to be built as part of the Lot C Development plan
(5) Block 41 has the Hampton Inn (125 rooms) included in the demand

Future Parking Demand (**ZONE ANALYSIS**)

A Zone Analysis for the five (5) year projections begins on the following page.

Zone 1 (Blocks 1, 2, 3, 8, 9, 10, 11, 16, 17, 18, 20)

Results of the Zone 1 analysis project a deficit of -345 spaces. Large deficits, in excess of -400 spaces, are projected for blocks 8 and 18.

Block	Demand	Supply	Surplus / (Deficit)
1	189	207	18
2	63	59	-4
3	100	103	3
8	623	137	-486
9	226	656	430
10	251	68	-183
11	312	162	-150
16	474	286	-188
16(A)	113	179	66
17	315	942	627
18	608	77	-531
20	0	53	53
Total	**3,274**	**2,929**	**-345**

Zone 2 (Blocks 31, 32, 33, 34, 37, 38, 39, 40/45, 42, 44)

Results of the Zone 2 analysis project a deficit of -1,024 spaces. The largest deficits occur on blocks 37 (-255 spaces), 31 (-298 spaces) and block 39 with a -702 space deficit.

Block	Demand	Supply	Surplus / (Deficit)
31	531	233	-298
32	264	165	-99
33	138	89	-49
34	10	185	175
37	337	82	-255
38	308	299	127
39	746	44	-702
40/45	1,079	1,104	25
42	6	165	159
44	201	230	29
Total	**3,620**	**2,596**	**-888**

Zone 3 (Blocks 16A, 23, 24, 29, 31, 35, 36, 37, 41, 42)

Results of the Zone 3 analysis project a deficit of -447 spaces.

Block	Demand	Supply	Surplus / (Deficit)
16A	113	179	66
23	387	522	135
24	409	68	-341
29	139	259	120
30	80	106	26
31	531	233	-298
35	372	490	118
35A	517	251	-266
36	6	158	152
37	337	82	-255
41	163	100	-63
42	6	165	159
Total	**3,061**	**2,613**	**-448**

Zone 4 (Blocks 16A, 23, 24, 29, 35, 36, 41)

Zone 4 is similar to Zone3 with the exception of blocks 31, 37 and 42. When we exclude those three blocks from Zone 3, the result is a projected deficit of -54 spaces.

Block	Demand	Supply	Surplus / (Deficit)
16A	113	179	66
23	387	522	135
24	409	68	-341
29	139	259	120
30	80	106	26
35	372	490	118
35A	517	251	-266
36	6	158	152
41	163	100	-63
Total	**2,187**	**2,133**	**-54**

Current / Future Parking Demand Comparison

Zones 2 and 3 show the largest projected deficits. There are several blocks within these zones that have a projected deficit. The largest change is primarily due to the proposed County owned Lot C Redevelopment on block 31. The projected deficit for this block is -298 spaces. This assumes that the Lot C Redevelopment plan will include 206 new parking spaces with the development.

The tables below provide a comparison of the current and future demand projections for each zone.

Zone 1 (Blocks 1, 2, 3, 8, 9, 10, 11, 16, 17, 18, 20)

Block	Current Demand	Future Demand	Current Supply	Future Supply	Current Surplus / (Deficit)	Future Surplus / (Deficit)
1	189	189	207	207	18	18
2	63	63	59	59	-4	-4
3	96	100	103	103	7	3
8	623	623	137	137	-486	-486
9	226	226	656	656	430	430
10	180	251	204	68	24	-183
11	298	312	162	162	-136	-150
16	474	474	286	286	-188	-188
16(A)	113	113	179	179	66	66
17	307	315	942	942	635	627
18	571	608	77	77	-494	-531
20	0	0	53	53	53	53
Total	**3,140**	**3,274**	**2,929**	**2,929**	**-75**	**-345**

Zone 2 (Blocks 31, 32, 33, 34, 37, 38, 39, 40/45, 42, 44)

Block	Current Demand	Future Demand	Current Supply	Future Supply	Current Surplus / (Deficit)	Future Surplus / (Deficit)
31	0	531	311	233	311	-298
32	264	264	165	165	-99	-99
33	95	138	89	89	-6	-49
34	10	10	185	185	175	175
37	337	337	82	82	-255	-255
38	308	308	299	299	-9	127
39	746	746	44	44	-702	-702
40/45	1079	1,079	1,104	1,104	25	25
42	6	6	165	165	159	159
44	201	201	230	230	29	29
Total	**3,046**	**3,620**	**2,674**	**2,596**	**-372**	**-888**

Zone 3 (Blocks 16A, 23, 24, 29, 31, 35, 36, 37, 41, 42)

Block	Current Demand	Future Demand	Current Supply	Future Supply	Current Surplus / (Deficit)	Future Surplus / (Deficit)
16A	113	113	179	179	66	66
23	387	387	522	522	135	135
24	398	409	68	68	-330	-341
29	139	139	259	259	120	120
30	80	80	106	106	26	26
31	0	531	311	233	311	-298
35	118	372	490	490	372	118
35A	517	517	251	251	-266	-266
36	6	6	158	158	152	152
37	337	337	82	82	-255	-255
41	163	163	100	100	-63	-63
42	6	6	165	165	159	159
Total	**2,264**	**3,061**	**2,691**	**2,613**	**427**	**-448**

Zone 4 (Blocks 16A, 23, 24, 29, 35, 36, 41)

Block	Current Demand	Future Demand	Current Supply	Future Supply	Current Surplus / (Deficit)	Future Surplus / (Deficit)
16A	113	113	179	179	66	66
23	387	387	522	522	135	135
24	398	409	68	68	-330	-341
29	139	139	259	259	120	120
30	80	80	106	106	26	26
35	118	372	490	490	372	118
35A	517	517	251	251	-266	-266
36	6	6	158	158	152	152
41	163	163	100	100	-63	-63
Total	**1,921**	**2,187**	**2,133**	**2,133**	**212**	**-54**