

To: New Paltz Village Planning Board

12 July 2017

From: David Shepler, Net-Zero Development LLC

Subject: Clarification of details of the Zero Place parking analysis

After reviewing the recording of the discussion of parking at the 6 July 2017 meeting, we realized that there were a number of misunderstandings about our extensive parking analysis. We urge the Board to read the complete analysis provided in *Exhibit B-19. Zero Place Parking Analysis*, which provides the entire narrative (as opposed to the brief summary in the main report) as well as supporting data.

- Chairman Zierler believed that we had compared the 69 spaces at Water Street Market to the 76 spaces at Zero Place. This is not correct. As p. 7-8 of *Exhibit B-19* describes in detail, we compared the available parking supply at Zero Place after all residential demand was accounted for. To make this very clear, Table Set 3 on p. 8 (and shown below) lists the “Available Retail Parking Supply” at all hours of the day for both weekdays and weekends. **The numbers highlighted in yellow are the available parking supply that we are comparing to Water Street Market.** The percentages reflect the comparison to the 69 spaces at Water Street. Because the 8,200 sqft of retail at Zero Place is 51% of the size of Water Street Market’s 16,000 sqft, any number over 51% indicates that Zero Place will have GREATER parking supply than Water Street Market at that hour. In other words, as the analysis concludes, **Zero Place has greater available parking supply for retail customers than does Water Street Market during daily operating hours from 8am until 9pm.**

Table Set 3. Available Retail Parking Supply at All Hours

WEEKDAY		USE	Residential		Available
	SIZE		46	Units	
	Demand Factor		1		Retail
	PK HR Demand		46	Units	Parking
					Supply*
12:00 AM	12:59 AM		100	46	30 (43%)
1:00 AM	1:59 AM		100	46	30 (43%)
2:00 AM	2:59 AM		100	46	30 (43%)
3:00 AM	3:59 AM		100	46	30 (43%)
4:00 AM	4:59 AM		100	46	30 (43%)
5:00 AM	5:59 AM		100	46	30 (43%)
6:00 AM	6:59 AM		95	44	32 (46%)
7:00 AM	7:59 AM		91	42	34 (49%)
8:00 AM	8:59 AM		86	40	36 (52%)
9:00 AM	9:59 AM		68	31	45 (65%)
10:00 AM	10:59 AM		70	32	44 (64%)
11:00 AM	11:59 PM		63	29	47 (68%)
12:00 PM	12:59 PM		66	30	46 (67%)
1:00 PM	1:59 PM		63	29	47 (68%)
2:00 PM	2:59 PM		61	28	48 (70%)
3:00 PM	3:59 PM		70	32	44 (64%)
4:00 PM	4:59 PM		73	34	42 (61%)
5:00 PM	5:59 PM		75	35	41 (59%)
6:00 PM	6:59 PM		77	35	41 (59%)
7:00 PM	7:59 PM		89	41	35 (51%)
8:00 PM	8:59 PM		89	41	35 (51%)
9:00 PM	9:59 PM		93	43	33 (48%)
10:00 PM	10:59 PM		100	46	30 (43%)
11:00 PM	11:59 PM		100	46	30 (43%)

SATURDAY		USE	Residential		Available
	SIZE		46	Units	
	Demand Factor		1		Retail
	PK HR Demand		46	Units	Parking
					Supply*
12:00 AM	12:59 AM		100	46	30 (43%)
1:00 AM	1:59 AM		100	46	30 (43%)
2:00 AM	2:59 AM		100	46	30 (43%)
3:00 AM	3:59 AM		100	46	30 (43%)
4:00 AM	4:59 AM		100	46	30 (43%)
5:00 AM	5:59 AM		100	46	30 (43%)
6:00 AM	6:59 AM		97	45	31 (45%)
7:00 AM	7:59 AM		86	40	36 (52%)
8:00 AM	8:59 AM		83	38	38 (55%)
9:00 AM	9:59 AM		81	37	39 (57%)
10:00 AM	10:59 AM		74	34	42 (61%)
11:00 AM	11:59 PM		68	31	45 (65%)
12:00 PM	12:59 PM		70	32	44 (64%)
1:00 PM	1:59 PM		58	27	49 (71%)
2:00 PM	2:59 PM		67	31	45 (65%)
3:00 PM	3:59 PM		74	34	42 (61%)
4:00 PM	4:59 PM		75	35	41 (59%)
5:00 PM	5:59 PM		77	35	41 (59%)
6:00 PM	6:59 PM		81	37	39 (57%)
7:00 PM	7:59 PM		92	42	35 (49%)
8:00 PM	8:59 PM		92	42	35 (49%)
9:00 PM	9:59 PM		97	45	32 (45%)
10:00 PM	10:59 PM		100	46	30 (43%)
11:00 PM	11:59 PM		100	46	30 (43%)

\* Percentages reflect the relative supply compared to Water Street Market’s 69 parking spaces. Zero Place’s retail square footage is 51% of that of Water Street Market.

As an aid to understanding our analysis, please see attachments 1 and 2 below. They make Table 3 above more understandable.

- Chairman Zierler also described the comparison of the food-related uses at Water Street Market to the potential uses at Zero Place, believing the “6 to 1” comparison in the main report to be “disingenuous” and failing to acknowledge the differences of those food businesses at Water Street. First, the analysis clearly pointed out these differences on p. 8, Table 4 of Exhibit B-19:

Table 4. Comparison of Zero Place Retail to Water Street Market

	Zero Place Retail	Water Street Market
Square Footage (relative %)	8,200 (51%)	16,000 (100%)
Uses	5-6	25
Parking Supply (relative %)	31-50 (time of day variance) (45%-72%)	69 (100%)
Food Uses	1 Café	6 Food uses <ul style="list-style-type: none"> <li>- 1 café – Mudd Puddle</li> <li>- 1 full restaurant – the Parish</li> <li>- 1 small bar – Jar’D</li> <li>- 3 small food</li> </ul>

More importantly, we should repeat the primary point of the comparison. As the analysis points out (and we restate above in point #1), Zero Place will have GREATER parking supply relative to retail floor space, irrespective of uses at each location. As Exhibit B-19 states, the main point was that we expect the overall intensity of use of the Zero Place retail space to be less than that of Water Street Market and therefore the already positive comparison to be that much better. It is widely recognized that food uses have relatively greater levels of intensity of visits and parking need than, say, an optometrist or other types of service. Therefore, we expect the already greater supply of parking at Zero Place to be that much better due to an expected lower level of intensity. Let us provide the specific language in the report:

*Additionally, the intensity of uses is expected to be greater at Water Street Market, where many food-related businesses sit alongside the other 19 uses on site. We intend to select for fewer food uses (likely a single café/restaurant), particularly given that we do not want to encourage late-night uses due to Zero Place’s proximity to residential neighborhoods. **Finally, the New Paltz Village Planning Board will review every new use at Zero Place, providing an opportunity for the Board to guide the selection of uses to match the considerable parking supply shown here.** [bold is part of the original quote from p. 7, Exhibit B-19.<sup>1</sup>*

- Finally, we repeat the comment we made in the other letter submitted on this date. Specifically, the “79 spaces” indicated on p. 52 of the main report was a translation error made while trying to

<sup>1</sup> Note: the specific language Chairman Zierler read out loud at the 6 July meeting from p. 52 of the main report was an attempt to succinctly summarize the passage above from Exhibit B-19.

summarize the conclusions of Exhibit 19. The correct number (69) was stated correctly and repeatedly in Exhibit B-19.

**Conclusion:** We believe our study and methodology best provide an understanding of the real-world conditions of New Paltz, for both residential and retail parking demand. Our study was done very carefully with extensive data collection and analysis on local conditions over three months. The analysis included the collection of the following local conditions/data:

- (a) residential parking demand at Mulberry Square Apartments (the closest and most similar apartment complex to Zero Place) at all hours of day and night, weekday and weekend, over a 3-month period. This was done to estimate the expected residential demand based on real-world conditions in New Paltz.
- (b) a survey of a large number and variety of businesses in New Paltz to better understand local operating hours and adjust the estimates accordingly.
- (c) an understanding of the best retail comparison point in New Paltz in Water Street Market, including the current parking supply, number and type of uses, and retail floor space.

Note: the relative lack of mixed-use facilities in New Paltz required us to look at retail and residential separately and reflect the combined demand appropriately.

We recognize that Exhibit B-19 is a lengthy exposition, and we understand that it can be easily misunderstood. We would like the opportunity to walk through the analysis in depth to clarify any misconceptions and to explain the rigor of our approach. As Alta pointed out in their remarks, our analysis “is based upon acceptable industry guidelines”. We ask you (and Alta) to consider our hyper-local approach and extra effort to do an hour-by-hour analysis based on local conditions.

In the end, we felt compelled to clarify the Board’s misunderstandings for the sake of accuracy and in recognition of the rigor of our true analysis. Even if you were to ignore our analysis, however, we believe that Alta’s estimate of peak demand at 77 (once corrected) is sufficiently close to our current supply of 76 and well within any reasonable estimation errors.

Respectfully,

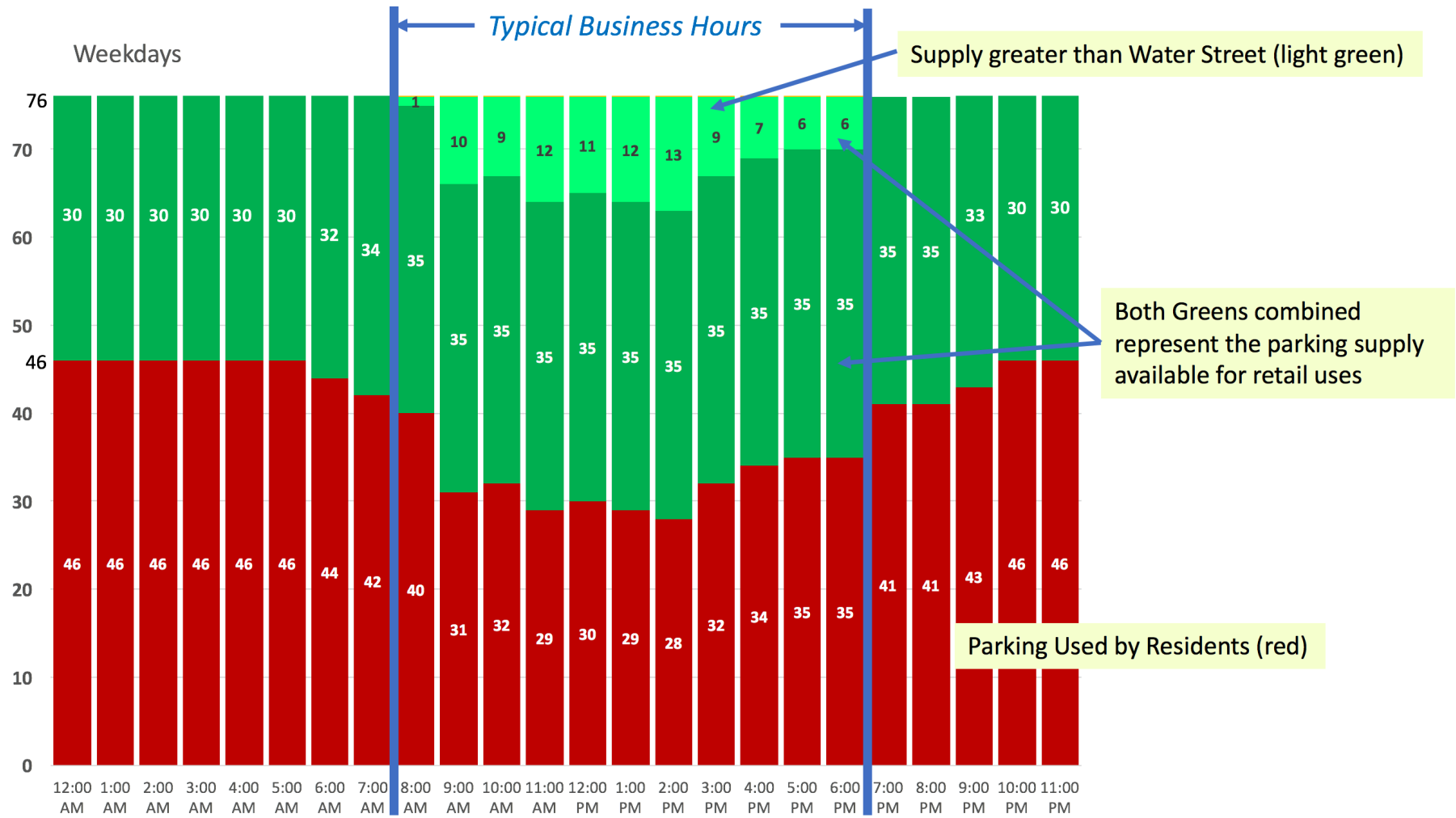


David Shepler  
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Attached:

- Attachment 1. Available Parking Supply for Retail Uses (Weekdays)
- Attachment 2. Available Parking Supply for Retail uses (Saturdays)

# Attachment 1. Available Parking Supply for Retail Uses (Weekdays)



# Attachment 2. Available Parking Supply for Retail Uses (Saturdays)

