2014

October Field Observations

City of Menasha, Community Development Department

10/15/2014

TABLE OF CONTENTS

INTRODUCTION	**3**
PARKING ANALYSIS FOR THURSDAY	**4**
DATA TABLES AND GRAPHS FOR MORNING ANALYSIS	5
DATA TABLES AND GRAPHS FOR AFTERNOON ANALYSIS	6-7
COMPARATIVE PARKING ANALYSIS FOR FRIDAY	8
DATA TABLES AND GRAPHS FOR MORNING ANALYSIS	9
DATA TABLES AND GRAPHS FOR AFTERNOON ANALYSIS	**10-11**
COMPARATIVE ANALYSIS FOR MONDAY	**12**
DATA TABLES AND GRAPHS FOR MORNING ANALYSIS	**13**
DATA TABLES AND GRAPHS FOR AFTERNOON ANALYSIS	14-15
PARKING ANALYSIS FOR TUESDAY	16
DATA TABLES AND GRAPHS FOR MORNING ANALYSIS	17
DATA TABLES AND GRAPHS FOR AFTERNOON ANALYSIS	**18-19**
COMPARATIVE ANALYSIS FOR WEDNESDAY	**20**
DATA TABLES AND GRAPHS FOR MORNING ANALYSIS	**21**
DATA TABLES AND GRAPHS FOR AFTERNOON ANALYSIS	**22-23**
TOTAL PARKING LOT COUNT CHART	SEE EXCEL ATTACHMENT
TOTAL STREET PARKING LOT COUNT	SEE EXCEL ATTACHMENT

Downtown Menasha Parking Analysis

Second Set of Field Observations Conducted October 2014

The following data and charts are a follow-up to Kevin Englebert's report, conducted in June of 2013. The purpose of the report was to analyze the City of Menasha's downtown parking in order to ascertain the following: current parking availability, current parking demand and utilization and to project future demand for parking in the downtown area.

The 2013 report included an inventory of all the parking stalls found in parking lots owned by the City of Menasha as well as all of the parking stalls located on the street right of ways in the downtown area. This inventory also included the amount of parking stalls located in private parking lots owned by various businesses. An excerpt from the report clearly outlines how the observations were conducted:

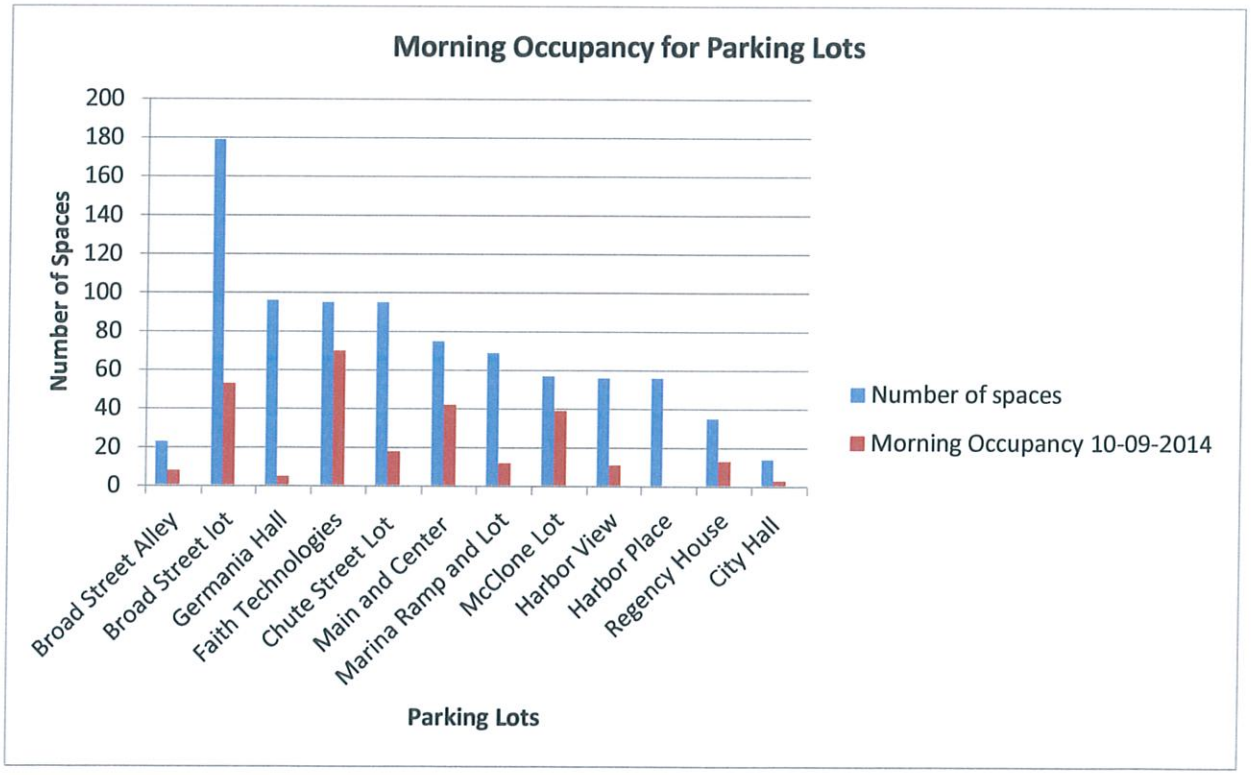
> To determine a rough estimate of the current demand for downtown parking, a total of six car counts performed by the City of Menasha Community Development Department were taken during a typical business week during June 2013. Three counts were taken in the morning, and three counts were taken in the subsequent afternoon. The counts totaled up how many cars were parked in the stalls (Englebert 4).

In order to improve the precision of the results, a second set of field observations (using identical methods) for existing parking demand and utilization was conducted during a typical business week in October 2014. The following pages are a delineation of the new observations (deviations are in italics).

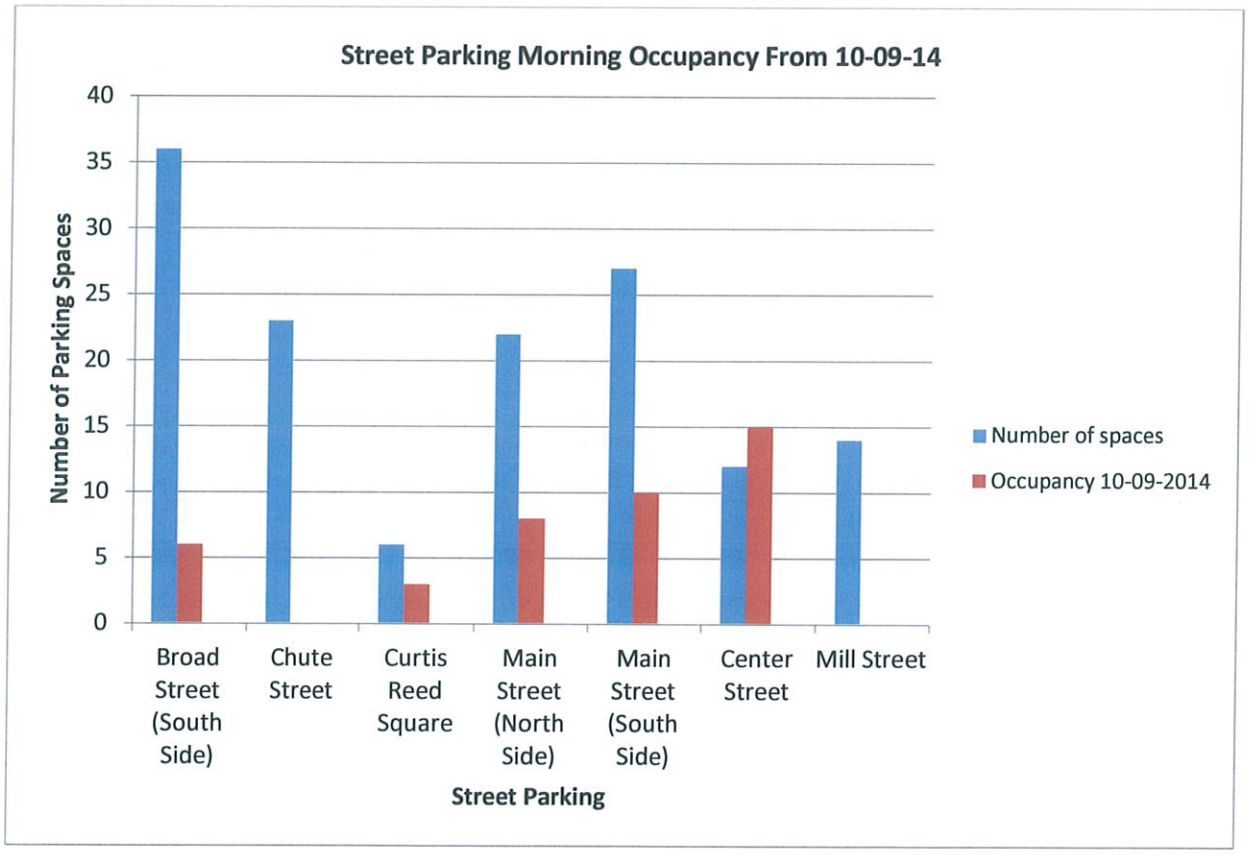
The tables and graphs in the next several pages (pages 2 through 5) are from data gathered on Thursday, October 9th 2014. No comparative analysis from the previous year was done since there was no data was gathered on a Thursday.

Parking Lots Thursday	Owner	Number Of Spaces	**Morning Occupancy 10/9/14**
Broad Street Alley	*City Of Menasha*	*23*	***8***
Broad Street Lot	City Of Menasha	189	**53**
Germania Hall	BDD&G Holdings of Appleton	96	**5**
Faith Technologies	Faith Technologies Inc.	95	**70**
Chute Street Lot	City of Menasha	95	**18**
Main and Center	Mixed Ownership	75	**42**
Marina Ramp and Lot	City of Menasha	69	**12**
McClone Lot	McClone Insurance Group	57	**39**
Harbor View	AAK Holdings, LLC	56	**11**
Harbor Place	Concorde Equity, LLC	56	**0**
Regency House	Regency House Menasha, LLC	35	**13**
City Hall	City of Menasha	14	**3**

Minor deviations: Changed the notation of the Parking Lot name Main and Broad to its actual Main and Center. A row was created to differentiate Broad Street Alley from Broad Street Lot.

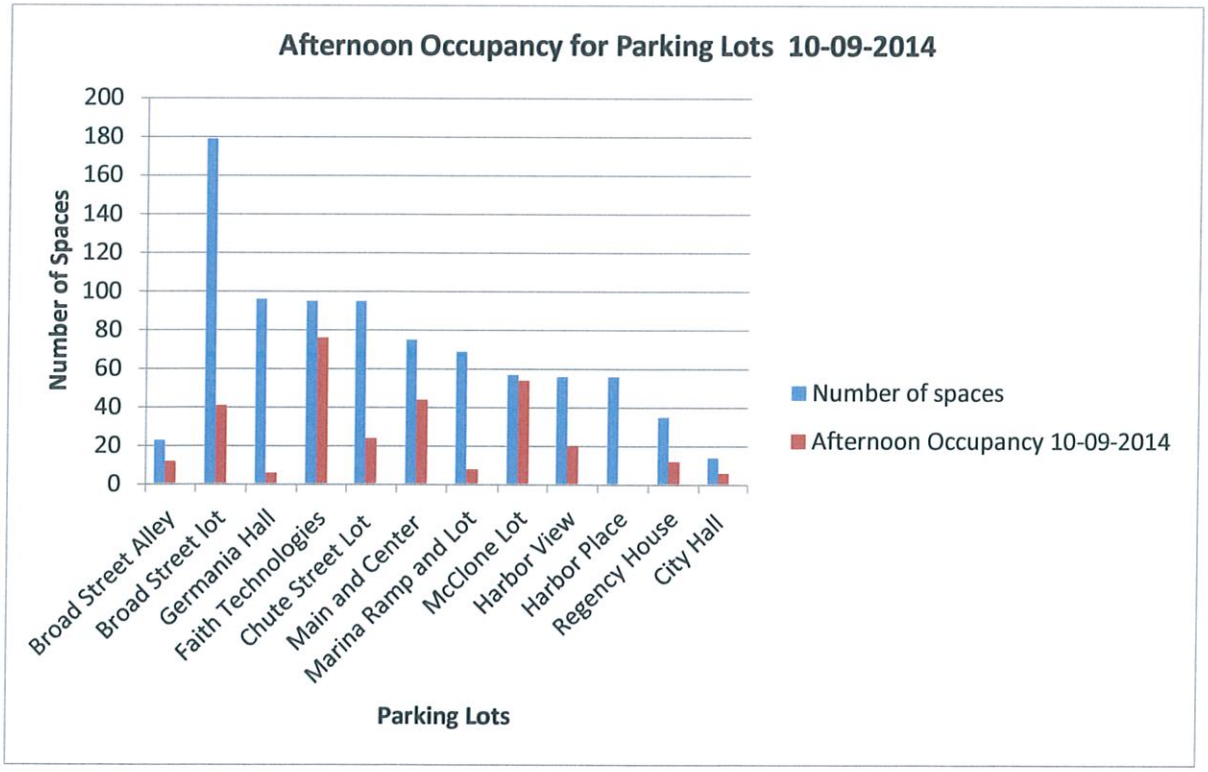


Street Parking	Owner	Number of Spaces	**Morning Occupancy 10-09-2014**
Broad Street	City of Menasha	36	**6**
Chute Street	City of Menasha	23	**0**
Curtis Reed Square	City of Menasha	6	**3**
Main Street (North Side)	City of Menasha	22	**8**
Main Street (South Side)	City of Menasha	27	**10**
Center Street	City of Menasha	12	**15**
Mill Street	City of Menasha	14	**0**

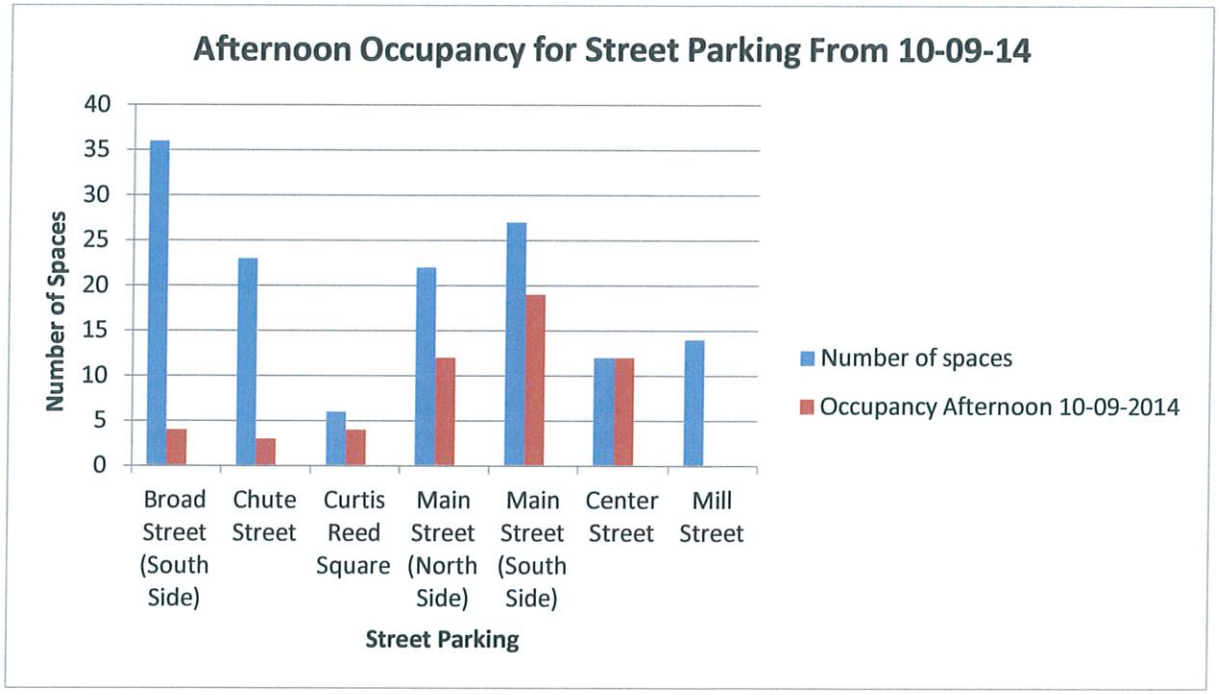


The next several tables and charts are from data collected in the afternoon (between 1:30PM and 2:30PM) of Thursday, October 9th 2014. The number of parked vehicles is slightly higher during this time due to the City's Farmers Market (that typically runs from 2 PM until 6 PM).

Parking Lots	Owner	Number Of Spaces	**Afternoon Occupancy 10/9/2014**
Broad Street Alley	*City Of Menasha*	*23*	***12***
Broad Street Lot	City Of Menasha	189	**41**
Germania Hall	BDD&G Holdings of Appleton	96	**6**
Faith Technologies	Faith Technologies Inc.	95	**76**
Chute Street Lot	City of Menasha	95	**24**
Main and Center	Mixed Ownership	75	**44**
Marina Ramp and Lot	City of Menasha	69	**8**
McClone Lot	McClone Insurance Group	57	**54**
Harbor View	AAK Holdings, LLC	56	**20**
Harbor Place	Concorde Equity, LLC	56	**0**
Regency House	Regency House Menasha, LLC	35	**12**
City Hall	City of Menasha	14	**3**

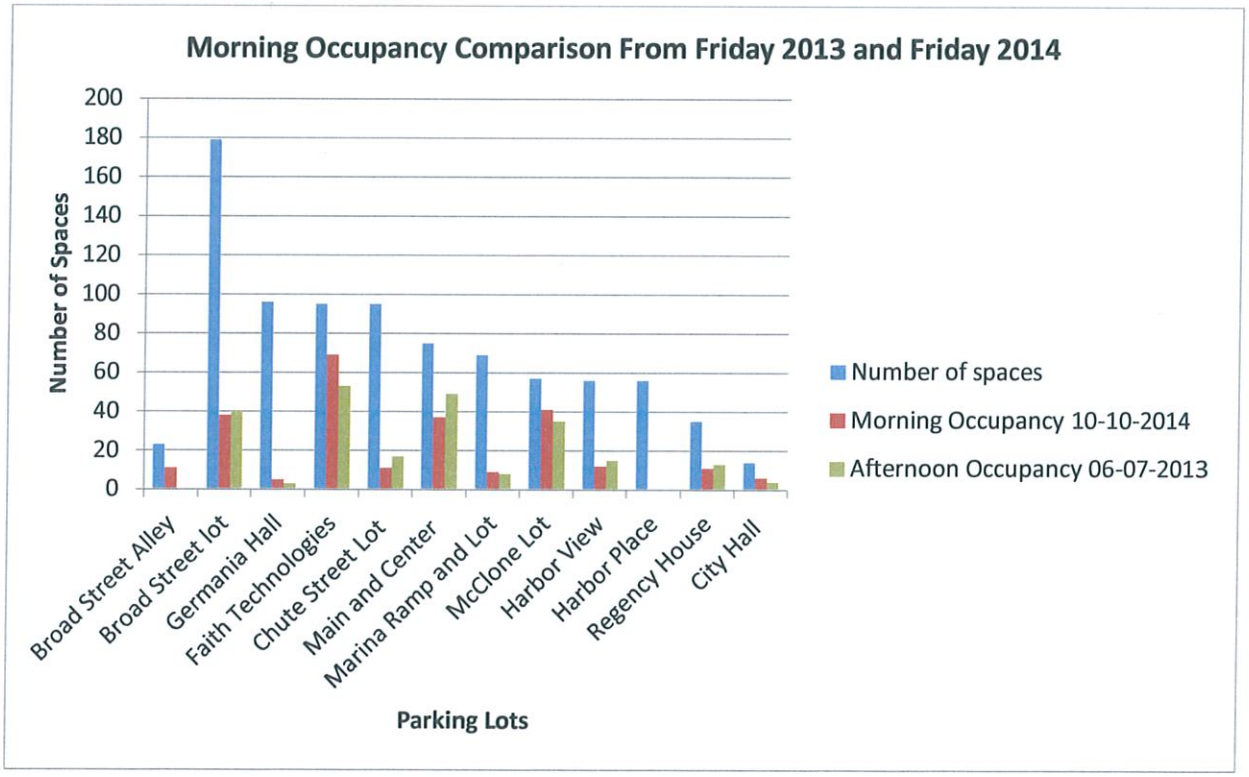


Street Parking	Owner	Number of Spaces	**Afternoon Occupancy 10-09-2014**
Broad Street	City of Menasha	36	**4**
Chute Street	City of Menasha	23	**3**
Curtis Reed Square	City of Menasha	6	**4**
Main Street (North Side)	City of Menasha	22	**12**
Main Street (South Side)	City of Menasha	27	**19**
Center Street	City of Menasha	12	**12**
Mill Street	City of Menasha	14	**0**

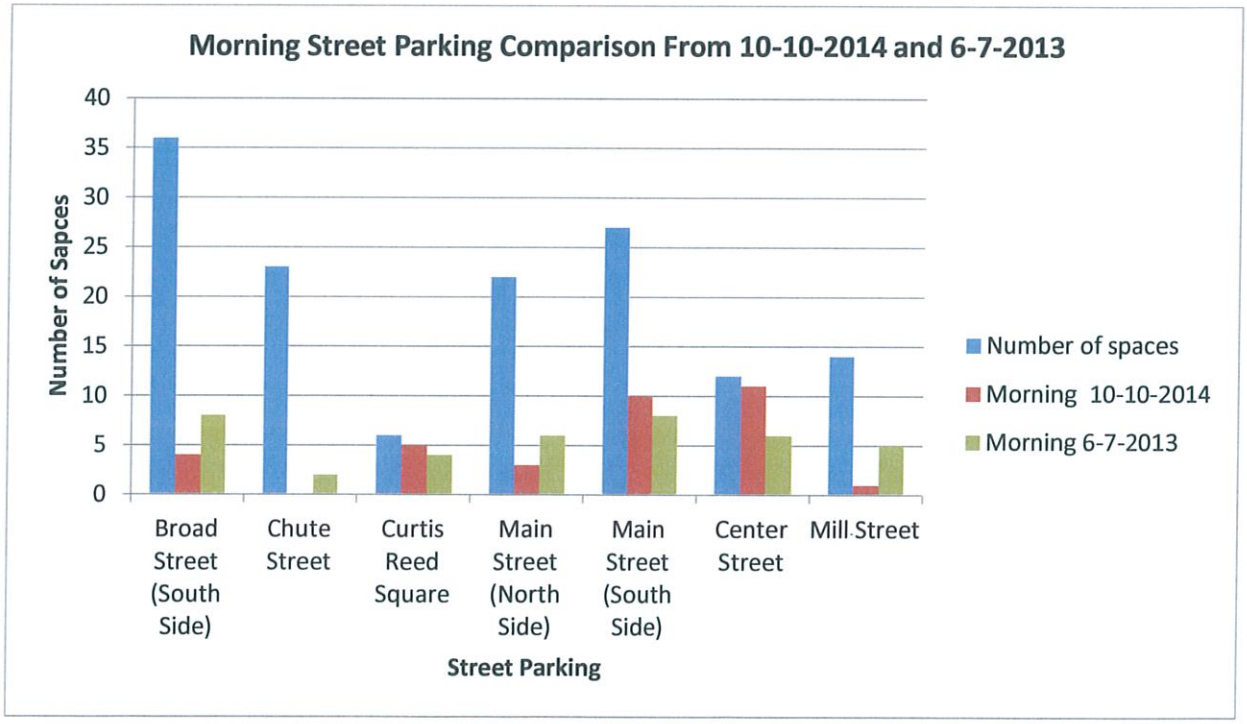


The next pages will offer a comparative analysis from the 2013 report. The data will be compared based on the day of the week. Since there is only one notation for Broad Street lot and Alley, the occupancy value from 2013 will always be zero. There are 23 stalls in Broad Street Alley. Therefore the 23 stalls were subtracted from the 202 in the October 2014 assessment.

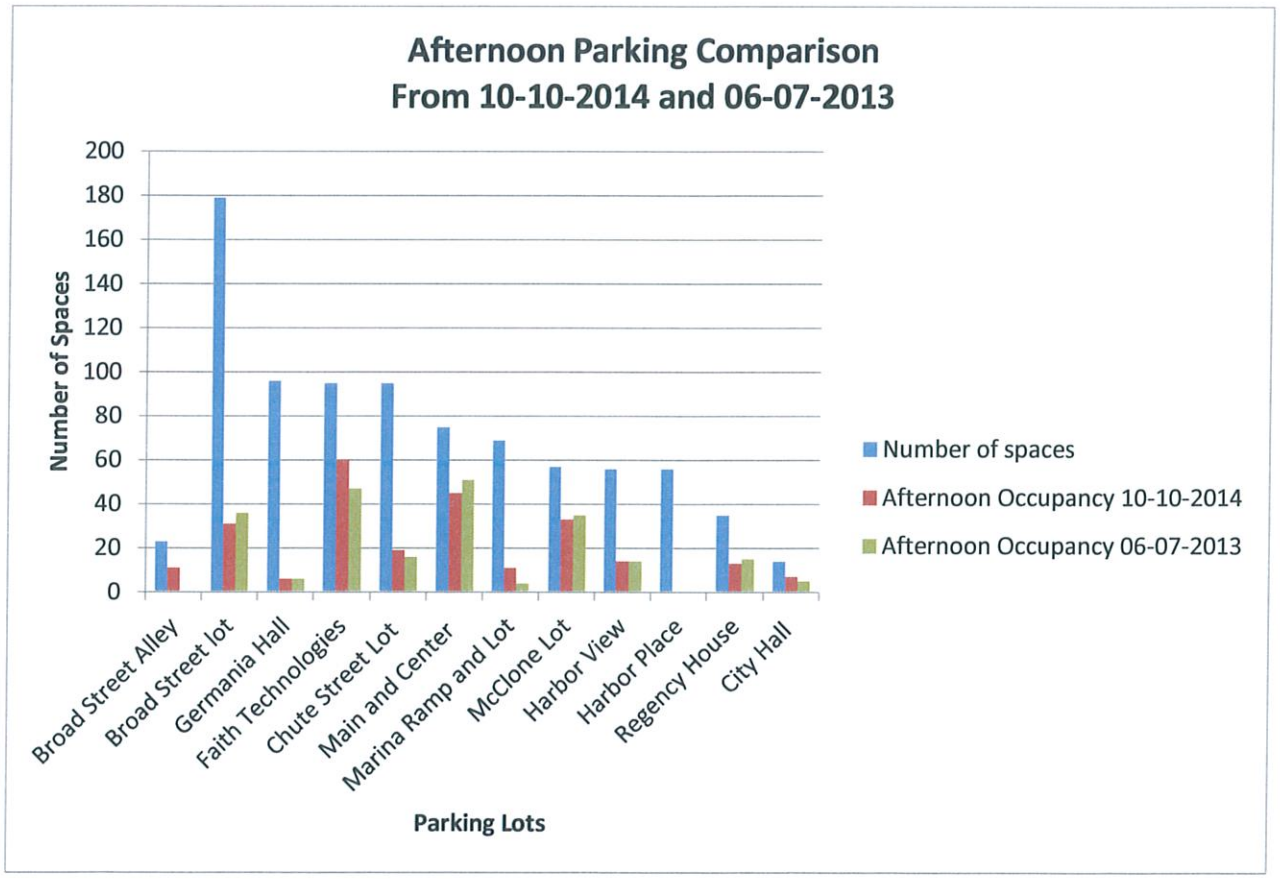
Parking Lots Friday	Owner	Number Of Spaces	**Morning Occupancy 06/07/2013**	**Morning Occupancy 10/10/2014**
Broad Street Alley	*City Of Menasha*	*23*	***0***	**11**
Broad Street Lot	City Of Menasha	189	**40**	**38**
Germania Hall	BDD&G Holdings of Appleton	96	**3**	**5**
Faith Technologies	Faith Technologies Inc.	95	**53**	**69**
Chute Street Lot	City of Menasha	95	**17**	**11**
Main and Center	Mixed Ownership	75	**49**	**37**
Marina Ramp and Lot	City of Menasha	69	**8**	**9**
McClone Lot	McClone Insurance Group	57	**35**	**41**
Harbor View	AAK Holdings, LLC	56	**15**	**12**
Harbor Place	Concorde Equity, LLC	56	**0**	**0**
Regency House	Regency House Menasha, LLC	35	**13**	**11**
City Hall	City of Menasha	14	**4**	**6**



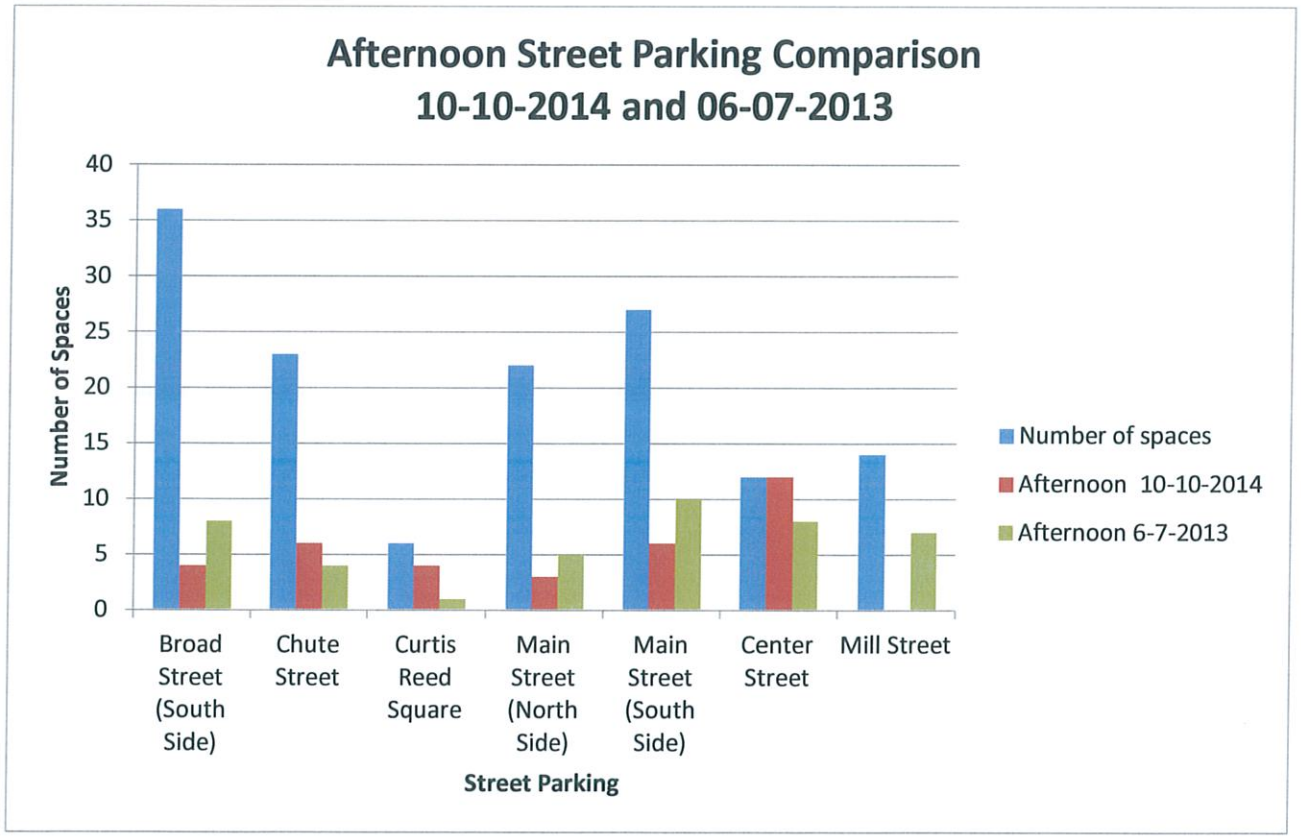
Street Parking Friday	Owner	Number of Spaces	**Morning 10-10-2014**	**Morning 6-07-2013**
Broad Street	City of Menasha	36	**4**	**8**
Chute Street	City of Menasha	23	**3**	**2**
Curtis Reed Square	City of Menasha	6	**4**	**4**
Main Street (North Side)	City of Menasha	22	**12**	**6**
Main Street (South Side)	City of Menasha	27	**19**	**8**
Center Street	City of Menasha	12	**12**	**6**
Mill Street	City of Menasha	14	**0**	**5**



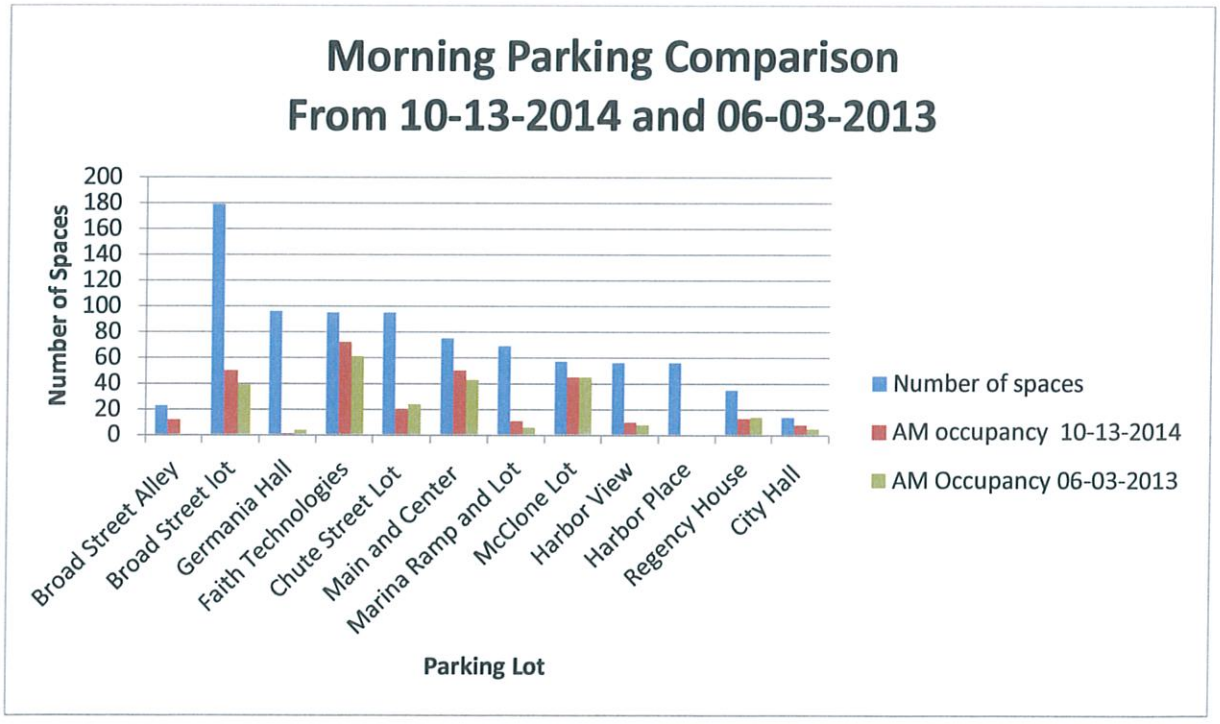
Parking Lots Friday Afternoon	Owner	Number Of Spaces	**Occupancy 10/10/2014**	**Occupancy 6/07/2013**
Broad Street Alley	*City Of Menasha*	*23*	**11**	**0**
Broad Street Lot	City Of Menasha	189	**31**	**36**
Germania Hall	BDD&G Holdings of Appleton	96	**6**	**6**
Faith Technologies	Faith Technologies Inc.	95	**60**	**47**
Chute Street Lot	City of Menasha	95	**19**	**16**
Main and Center	Mixed Ownership	75	**45**	**51**
Marina Ramp and Lot	City of Menasha	69	**11**	**4**
McClone Lot	McClone Insurance Group	57	**33**	**35**
Harbor View	AAK Holdings, LLC	56	**14**	**14**
Harbor Place	Concorde Equity, LLC	56	**0**	**0**
Regency House	Regency House Menasha, LLC	35	**13**	**15**
City Hall	City of Menasha	14	**7**	**5**



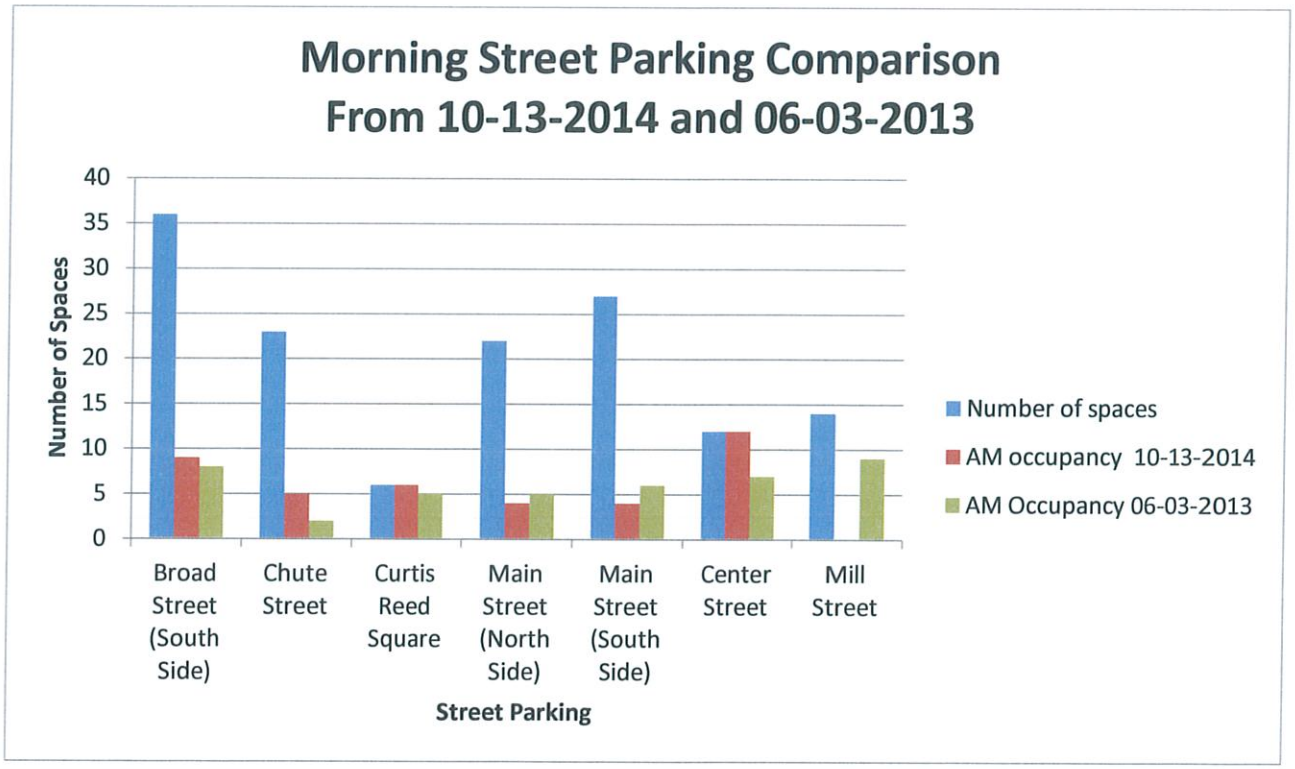
Street Parking Friday Afternoon	Owner	Number of Spaces	10-10-2014	6-07-2013
Broad Street	City of Menasha	36	4	8
Chute Street	City of Menasha	23	6	4
Curtis Reed Square	City of Menasha	6	4	1
Main Street (North Side)	City of Menasha	22	3	5
Main Street (South Side)	City of Menasha	27	6	10
Center Street	City of Menasha	12	12	8
Mill Street	City of Menasha	14	0	7



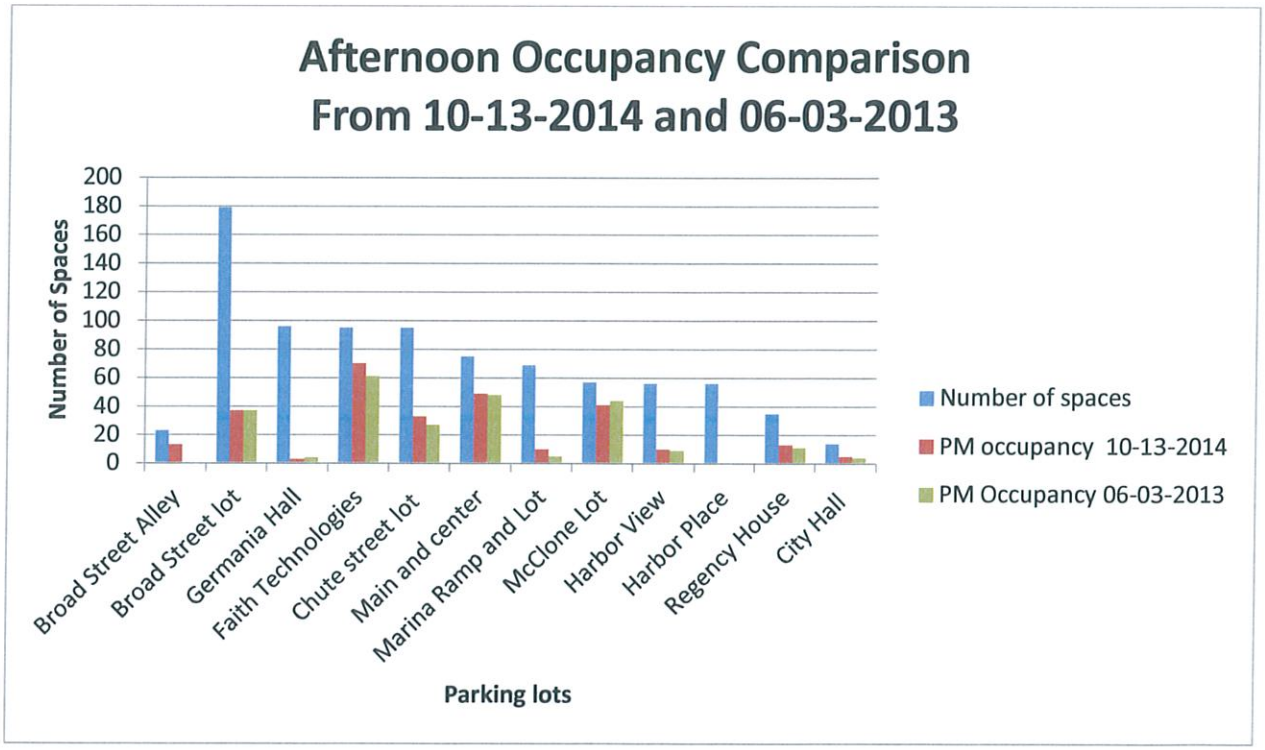
Parking Lots Monday Morning	Owner	Number Of Spaces	**Occupancy 10/13/2014**	**Occupancy 6/03/2013**
Broad Street Alley	*City Of Menasha*	*23*	**12**	**0**
Broad Street Lot	City Of Menasha	189	**50**	**39**
Germania Hall	BDD&G Holdings of Appleton	96	**1**	**4**
Faith Technologies	Faith Technologies Inc.	95	**72**	**61**
Chute Street Lot	City of Menasha	95	**20**	**24**
Main and Center	Mixed Ownership	75	**50**	**43**
Marina Ramp and Lot	City of Menasha	69	**11**	**6**
McClone Lot	McClone Insurance Group	57	**45**	**45**
Harbor View	AAK Holdings, LLC	56	**10**	**8**
Harbor Place	Concorde Equity, LLC	56	**0**	**0**
Regency House	Regency House Menasha, LLC	35	**13**	**14**
City Hall	City of Menasha	14	**8**	**5**



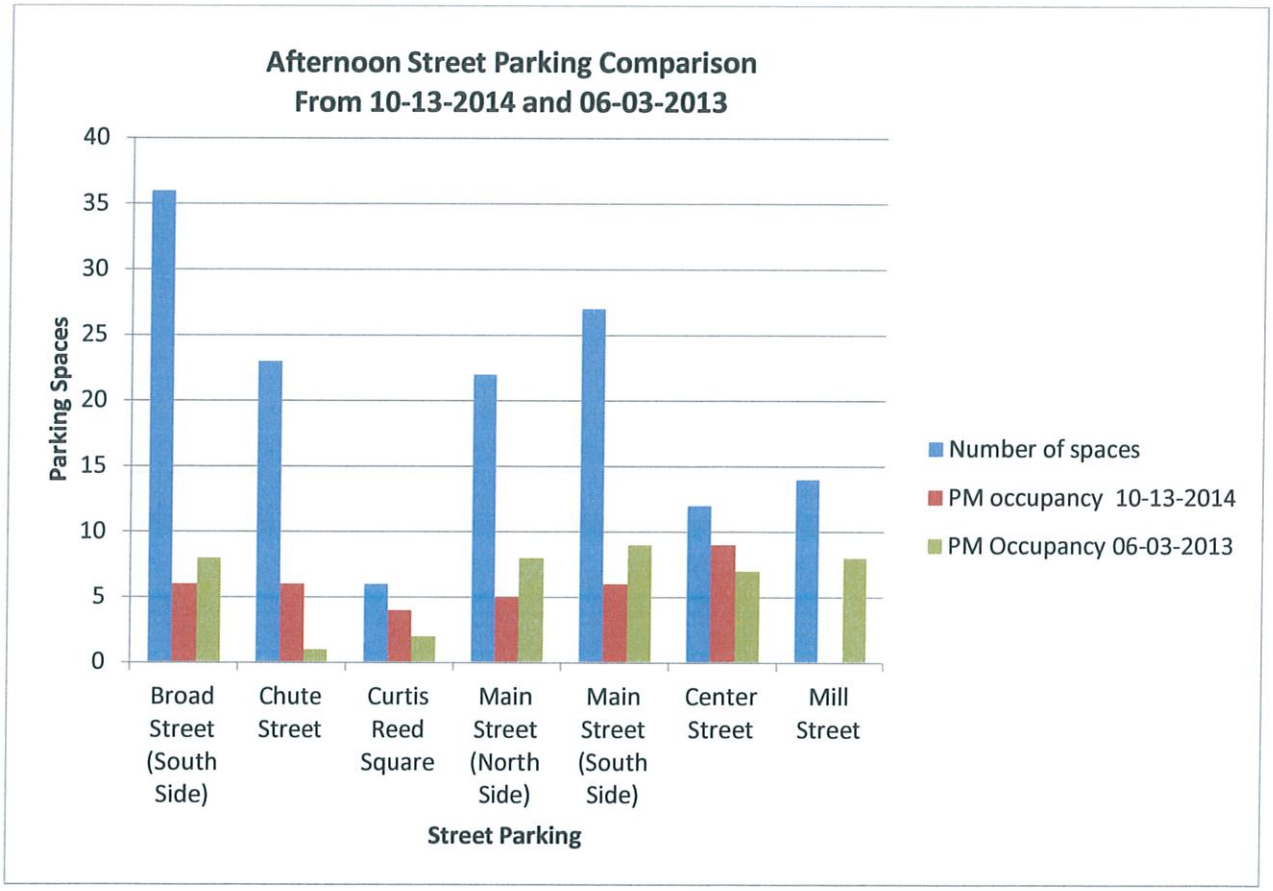
Street Parking Monday Morning	Owner	Number of Spaces	10-13-2014	6-03-2013
Broad Street	City of Menasha	36	9	8
Chute Street	City of Menasha	23	5	2
Curtis Reed Square	City of Menasha	6	6	5
Main Street (North Side)	City of Menasha	22	4	5
Main Street (South Side)	City of Menasha	27	4	6
Center Street	City of Menasha	12	12	7
Mill Street	City of Menasha	14	0	9



Parking Lots Monday Afternoon	Owner	Number Of Spaces	**Occupancy 10/13/2014**	**Occupancy 6/03/2013**
Broad Street Alley	*City Of Menasha*	*23*	**13**	**0**
Broad Street Lot	City Of Menasha	189	**37**	**37**
Germania Hall	BDD&G Holdings of Appleton	96	**3**	**4**
Faith Technologies	Faith Technologies Inc.	95	**70**	**61**
Chute Street Lot	City of Menasha	95	**33**	**27**
Main and Center	Mixed Ownership	75	**49**	**48**
Marina Ramp and Lot	City of Menasha	69	**10**	**5**
McClone Lot	McClone Insurance Group	57	**41**	**44**
Harbor View	AAK Holdings, LLC	56	**10**	**9**
Harbor Place	Concorde Equity, LLC	56	**0**	**0**
Regency House	Regency House Menasha, LLC	35	**13**	**11**
City Hall	City of Menasha	14	**5**	**4**

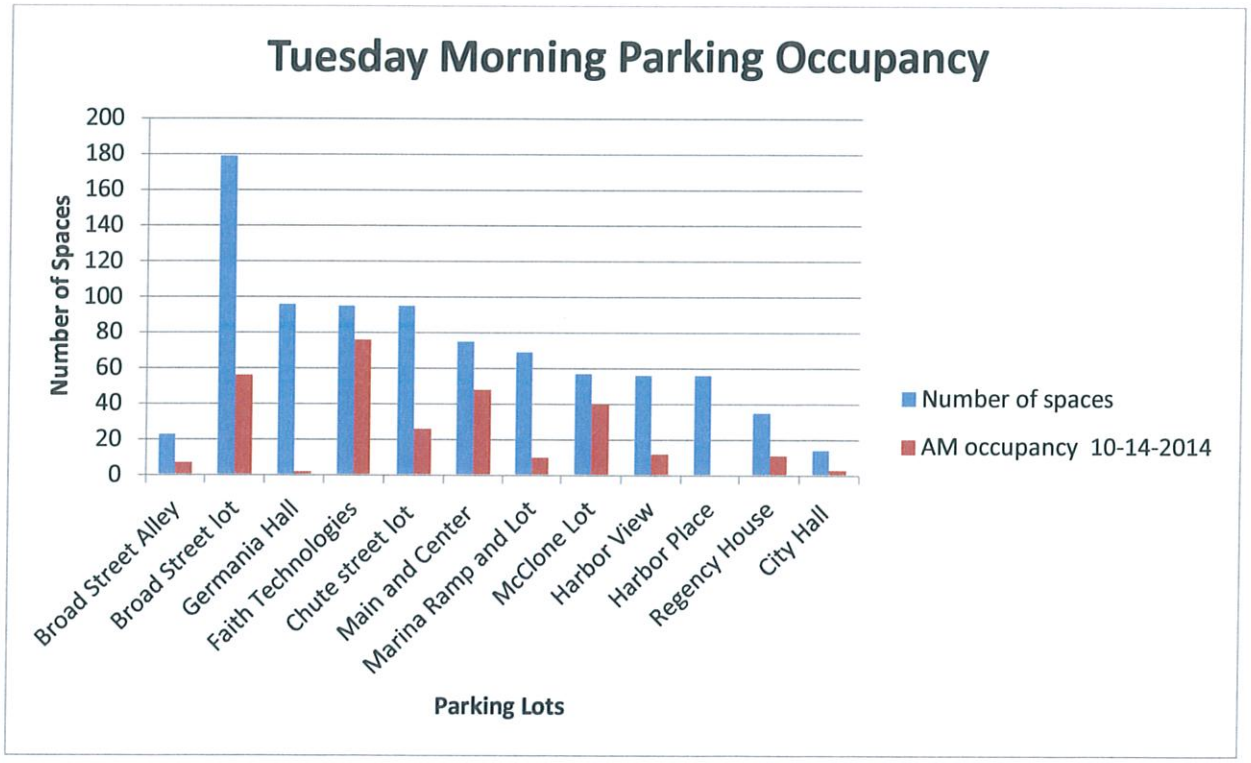


Street Parking Monday Afternoon	Owner	Number of Spaces	10-13-2014	6-03-2013
Broad Street	City of Menasha	36	6	8
Chute Street	City of Menasha	23	6	1
Curtis Reed Square	City of Menasha	6	4	2
Main Street (North Side)	City of Menasha	22	5	8
Main Street (South Side)	City of Menasha	27	6	9
Center Street	City of Menasha	12	9	7
Mill Street	City of Menasha	14	0	2

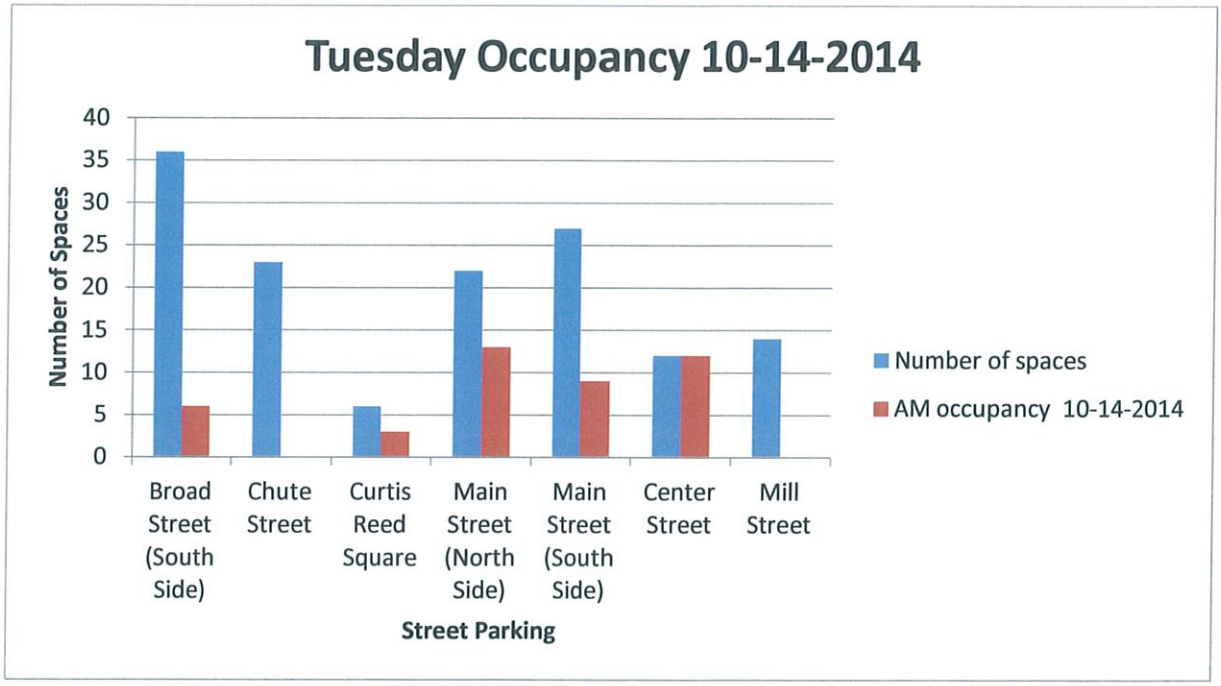


The tables and graphs in the next several pages (pages 14 through 17) are from data gathered on Tuesday, October 14th 2014. No comparative analysis from the previous year was done since there was no data was gathered on a Thursday.

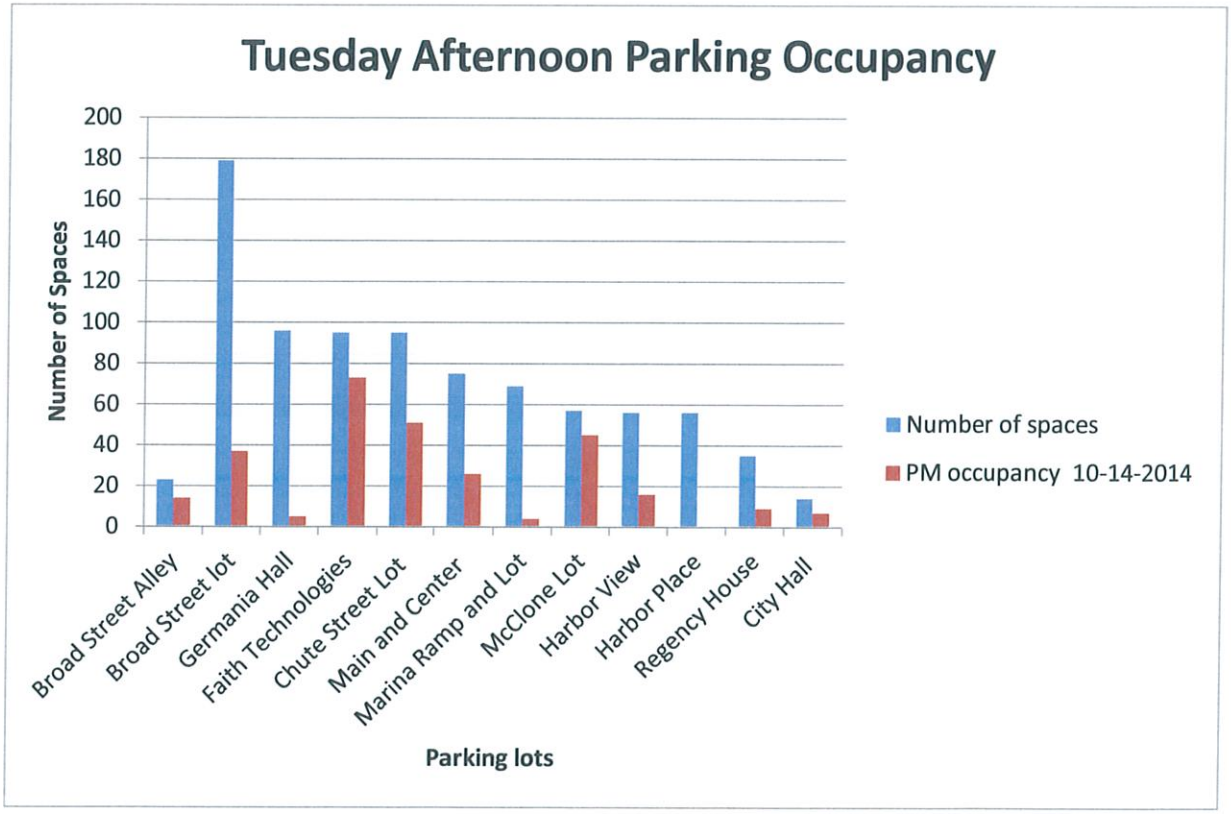
Parking Lots Tuesday Morning	Owner	Number Of Spaces	**Occupancy 10/14/2014**
Broad Street Alley	*City Of Menasha*	*23*	**7**
Broad Street Lot	City Of Menasha	189	**56**
Germania Hall	BDD&G Holdings of Appleton	96	**2**
Faith Technologies	Faith Technologies Inc.	95	**76**
Chute Street Lot	City of Menasha	95	**26**
Main and Center	Mixed Ownership	75	**48**
Marina Ramp and Lot	City of Menasha	69	**10**
McClone Lot	McClone Insurance Group	57	**40**
Harbor View	AAK Holdings, LLC	56	**12**
Harbor Place	Concorde Equity, LLC	56	**0**
Regency House	Regency House Menasha, LLC	35	**11**
City Hall	City of Menasha	14	**3**



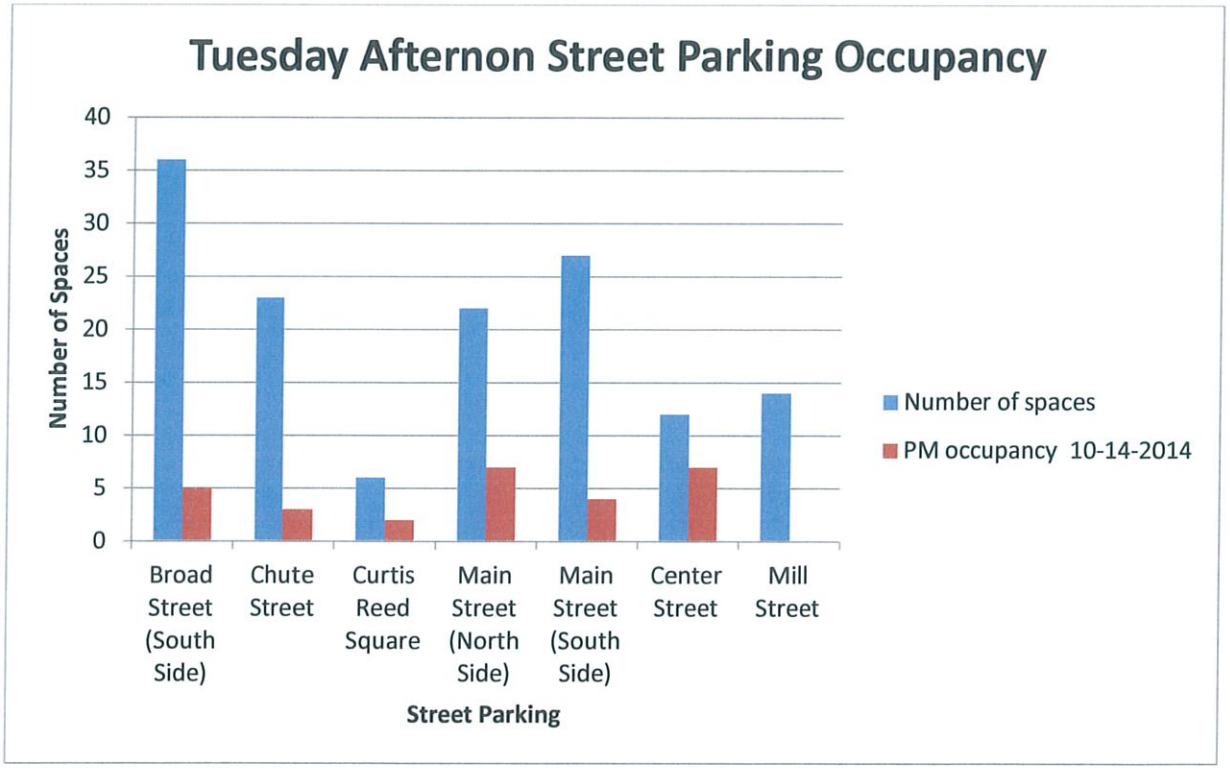
Street Parking **Tuesday Morning**	Owner	Number of Spaces	**10-14-2014**
Broad Street	City of Menasha	36	**6**
Chute Street	City of Menasha	23	**0**
Curtis Reed Square	City of Menasha	6	**3**
Main Street (North Side)	City of Menasha	22	**13**
Main Street (South Side)	City of Menasha	27	**9**
Center Street	City of Menasha	12	**12**
Mill Street	City of Menasha	14	**0**



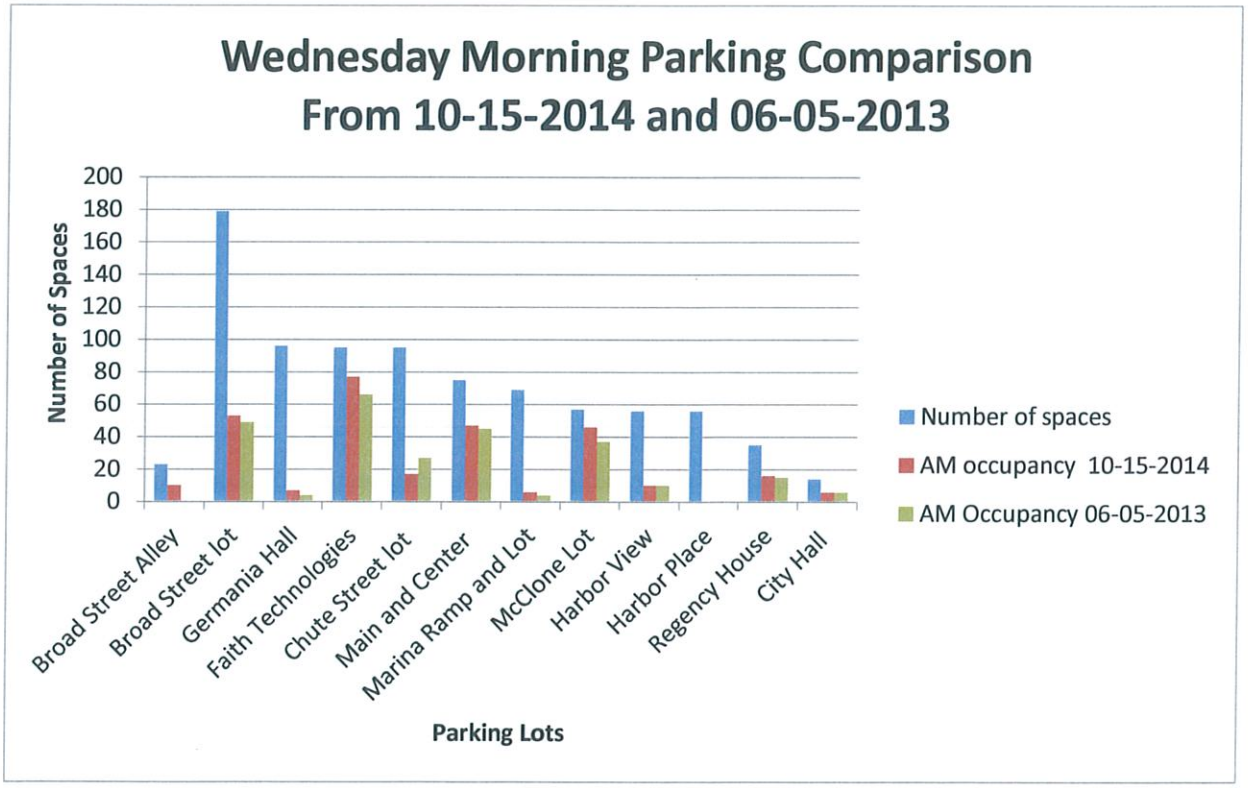
Parking Lots Tuesday Afternoon	Owner	Number Of Spaces	**Occupancy 10/14/2014**
Broad Street Alley	*City Of Menasha*	*23*	**14**
Broad Street Lot	City Of Menasha	189	**37**
Germania Hall	BDD&G Holdings of Appleton	96	**5**
Faith Technologies	Faith Technologies Inc.	95	**73**
Chute street lot	City of Menasha	95	**51**
Main and Center	Mixed Ownership	75	**26**
Marina Ramp and Lot	City of Menasha	69	**4**
McClone Lot	McClone Insurance Group	57	**45**
Harbor View	AAK Holdings, LLC	56	**16**
Harbor Place	Concorde Equity, LLC	56	**0**
Regency House	Regency House Menasha, LLC	35	**9**
City Hall	City of Menasha	14	**7**



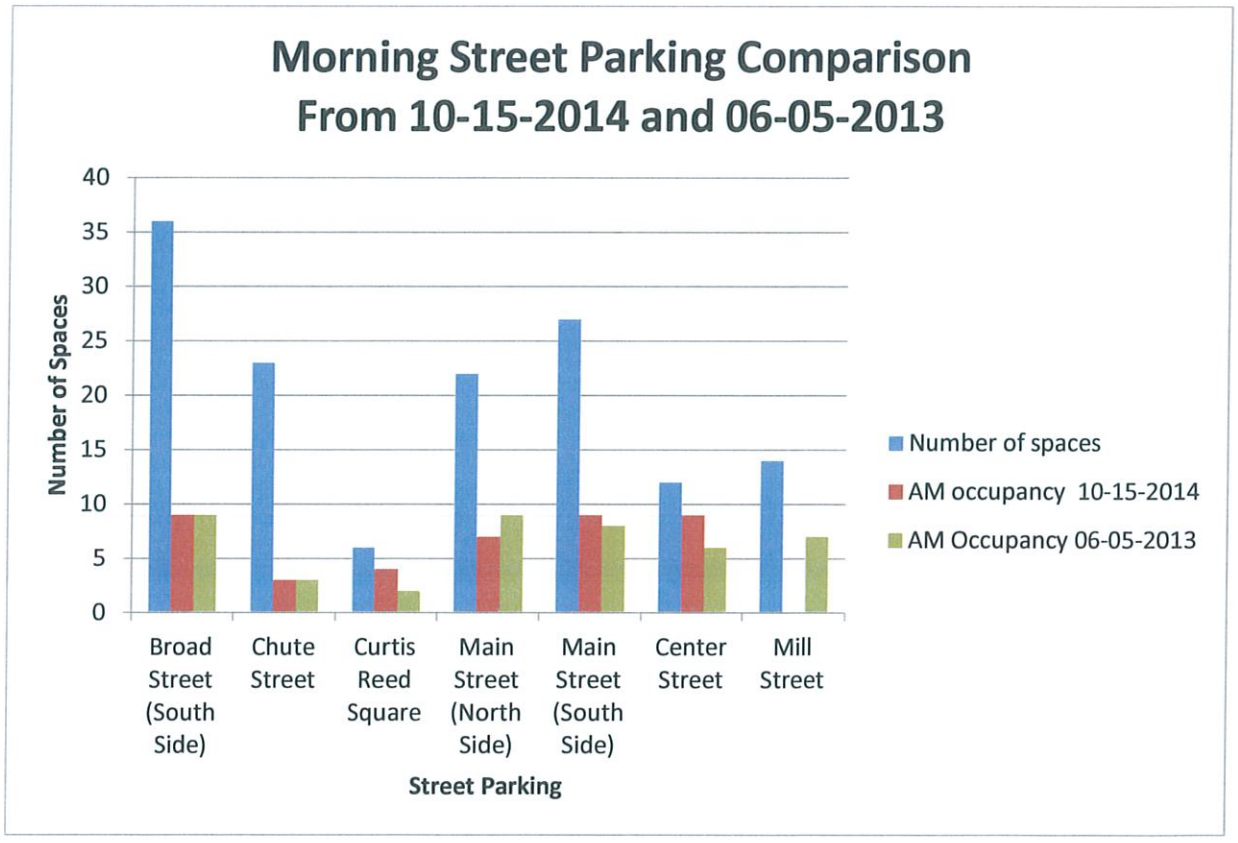
Street Parking Tuesday Afternoon	Owner	Number of Spaces	**10-14-2014**
Broad Street	City of Menasha	36	**5**
Chute Street	City of Menasha	23	**3**
Curtis Reed Square	City of Menasha	6	**2**
Main Street (North Side)	City of Menasha	22	**7**
Main Street (South Side)	City of Menasha	27	**4**
Center Street	City of Menasha	12	**7**
Mill Street	City of Menasha	14	**0**



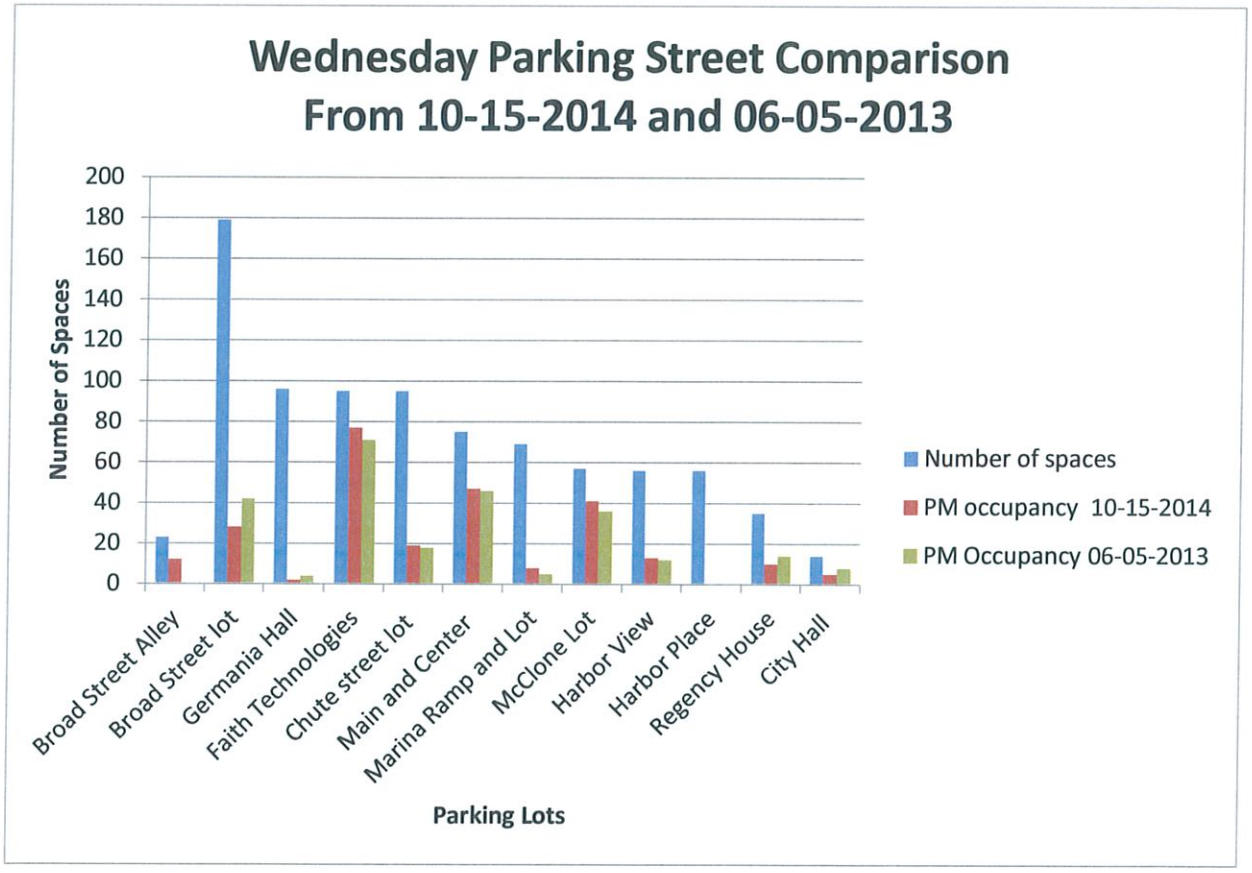
Parking Lots Wednesday Morning	Owner	Number Of Spaces	**Occupancy 10/15/2014**	**Occupancy 6/05/2013**
Broad Street Alley	*City Of Menasha*	*23*	**10**	0
Broad Street Lot	City Of Menasha	189	**53**	49
Germania Hall	BDD&G Holdings of Appleton	96	**7**	4
Faith Technologies	Faith Technologies Inc.	95	**77**	66
Chute Street Lot	City of Menasha	95	**17**	27
Main and Center	Mixed Ownership	75	**47**	45
Marina Ramp and Lot	City of Menasha	69	**6**	4
McClone Lot	McClone Insurance Group	57	**46**	37
Harbor View	AAK Holdings, LLC	56	**10**	10
Harbor Place	Concorde Equity, LLC	56	**0**	0
Regency House	Regency House Menasha, LLC	35	**16**	15
City Hall	City of Menasha	14	**6**	6



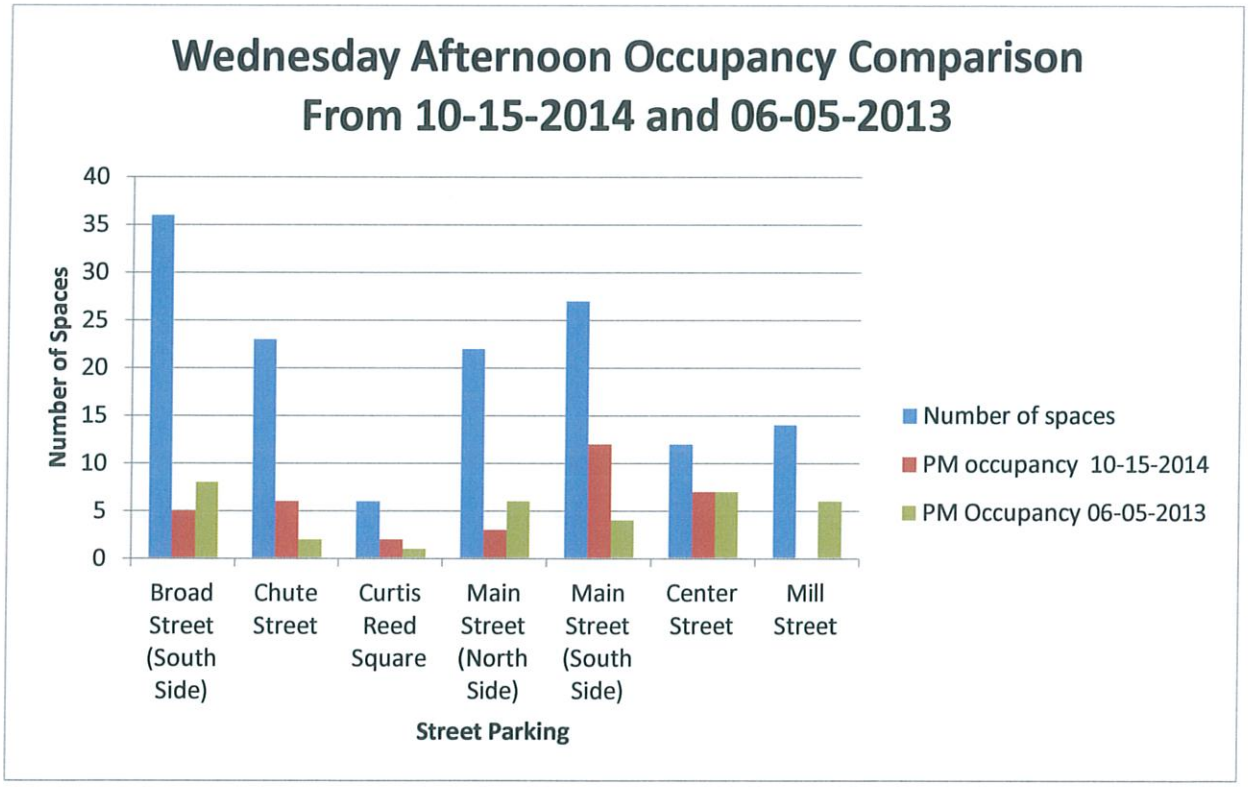
Street Parking Wednesday Morning	Owner	Number of Spaces	Occupancy 10-15-2014	Occupancy 6-05-2013
Broad Street	City of Menasha	36	9	9
Chute Street	City of Menasha	23	3	3
Curtis Reed Square	City of Menasha	6	4	2
Main Street (North Side)	City of Menasha	22	7	9
Main Street (South Side)	City of Menasha	27	9	8
Center Street	City of Menasha	12	9	6
Mill Street	City of Menasha	14	0	7



Parking Lots Wednesday Afternoon	Owner	Number Of Spaces	**Occupancy 10/15/2014**	**Occupancy 6/05/2013**
Broad Street Alley	*City Of Menasha*	*23*	**12**	0
Broad Street Lot	City Of Menasha	189	**28**	42
Germania Hall	BDD&G Holdings of Appleton	96	**2**	4
Faith Technologies	Faith Technologies Inc.	95	**77**	71
Chute Street Lot	City of Menasha	95	**19**	18
Main and Center	Mixed Ownership	75	**47**	46
Marina Ramp and Lot	City of Menasha	69	**8**	5
McClone Lot	McClone Insurance Group	57	**41**	36
Harbor View	AAK Holdings, LLC	56	**13**	12
Harbor Place	Concorde Equity, LLC	56	**0**	0
Regency House	Regency House Menasha, LLC	35	**10**	14
City Hall	City of Menasha	14	**5**	8



Street Parking Wednesday Afternoon	Owner	Number of Spaces	**Occupancy 10-15-2014**	**Occupancy 6-05-2013**
Broad Street	City of Menasha	36	**5**	**8**
Chute Street	City of Menasha	23	**6**	**2**
Curtis Reed Square	City of Menasha	6	**2**	**1**
Main Street (North Side)	City of Menasha	22	**3**	**6**
Main Street (South Side)	City of Menasha	27	**12**	**4**
Center Street	City of Menasha	12	**7**	**7**
Mill Street	City of Menasha	14	**0**	**6**



References

United States. City Of Menasha. Community Development Department. *Downtown Menasha Parking Analysis*. By Kevin Englebert. N.p.: n.p., n.d. Print.

2013

Downtown Menasha Parking Analysis

Kevin Englebert, Intern

City of Menasha, Community Development Department

6/14/2013

Table of Contents

Page

Executive Summary.....3

Introduction/Background.....4

Methodology / Project Approach.....5

General Findings.....6

Recommendations.....7

Appendix A - Existing Parking Space Breakdown

Appendix B - Current Parking Demand Estimates

Appendix C- Future Parking Demand Estimates

Introduction/Background

The City of Menasha (population of 17,437) is located in Winnebago and Calumet Counties in northeast Wisconsin. Downtown Menasha is a vibrant area filled with art, history, and restaurants. Located on the banks of the Fox River and Lake Winnebago, Menasha is home to many diverse and friendly people. The downtown area serves as a major employment, governmental, educational and arts/cultural center for the Fox Valley Region. Major Downtown Employers include Faith Technologies, McClone Insurance Group, the City of Menasha, and a number of commercial businesses, professional offices, and service organizations. Nestled in the heart of the Fox Valley, downtown Menasha features a lively Marina with active boaters and scenic views.

In June of 2013 the City of Menasha Community Development Department set out to undertake an analysis of Menasha's downtown parking. The purpose of this study was to document existing parking availability, to determine current parking demand and utilization, and to project future demand for parking in the downtown area. The need for a parking analysis was realized due to future development projects that may be carried out and bring more people to the downtown, specifically in the McClone Insurance building, the Harbor View building, the Faith Technologies building, and the Harbor Place Building. Our analysis is based upon total known or anticipated development activity planned at this time.

Downtown Parking Analysis:

Methodology/Project Approach

Parking Inventory

Our study was focused on the downtown commercial area of Menasha. This area was more or less defined as the region south of Broad Street to the Fox River. It also consisted of the area running west to east from Tayco Street to Racine Street. Our analysis included an inventory of all the parking stalls confined in parking lots owned by the City of Menasha as well as all of the parking stalls located on the street right of ways in the downtown area. This inventory also included the amount of parking stalls located in private parking lots owned by Germania Hall, Faith Technologies, Inc. and McClone Insurance Group, as well as the Harbor Place and Harbor View lots. Parking restrictions such as time limits and access were taken into account when inventorying these parking spaces. The total number of parking spaces was found to total 990 and the parking space breakdown can be found in **Appendix A**.

Field Observations for Existing Parking Demand and Utilization

To determine a rough estimate of the current demand for downtown parking, a total of six car counts performed by the City of Menasha Community Development Department were taken during a typical business week during June 2013. Three counts were taken in the morning, and three counts were taken in the subsequent afternoon. These counts totaled up how many cars were parked in the stalls and a vacancy percentage was calculated for each lot. Also, several local business employee numbers and building square footage were totaled. An average was then determined for the number of employees per square feet of building space for each business or series of businesses if they shared parking. These totals as well as the car counts can be found in **Appendix B**.

Estimating Future Parking Demand

To estimate future demand, three scenarios were created to project parking demand from office spaces. We estimated future parking demand by using three values for square feet per employee: 250, 175, and 100. A high density projection, a medium density projection, and a low density projection were calculated to give us a feel for how many employees may one day occupy downtown office businesses. To narrow our focus, we chose to calculate these projections with only the current empty office space in downtown which includes: the top two floors of the McClone building, the top two floors of the Harbor View building, the Harbor Place building, and the first floor of Faith Technologies. All three of these scenarios included a projection for square feet per employee per parking space. **In each scenario, we assumed all the office spaces would be filled.** All of this data can be found in **Appendix C**.

General Findings

In total, the Menasha downtown area currently has 990 parking spaces. These spaces are spread out across the downtown, mostly concentrated in parking lots with some additional two hour street parking. The parking lots are a mixture of City owned property, privately owned property, and a combination of both. Presently, only about a third of the parking spaces are being utilized on a daily basis. As it stands, there are about 1.69 parking spaces per downtown employee. This number is high because it leaves room for patrons to visit the downtown and because there are vacant office buildings. Since there is a current abundance of parking spaces, most employees choose to park in parking lots adjacent to their place of employment and not on the street.

Future projections were based on every area of office space filling up completely and every employee driving a car to work on a daily basis.

If all of Menasha's downtown office spaces filled up with low density offices, approximately 373 more employees would come to the downtown area. This would boost the total number of employees up to 693, well below the 990 parking spaces Menasha has. The number of parking spaces per employee would be 1.43. These extra 297 stalls would be beneficial because it would allow businesses to concentrate their parking near their business. These parking spaces would also supply sufficient room for customers to come to shop downtown.

The projected number of additional employees needed to fill all of the office spaces with medium density offices would be 533. This would bring the total number up to 853 employees, leaving about 137 free parking spaces remaining. The number of parking spaces per employee would then be 1.16. While the downtown area would be under capacity for the total parking spaces, employees might have to park further away from where they work. Also, the parking for an individual business's parking may be less concentrated in one area and more spread out throughout the downtown. Patrons of the downtown may also have to park farther away from where they want to visit downtown.

Finally, if all the offices in Menasha filled up with high density offices, the downtown area would need an additional 932 parking spaces. This brings the approximate demand for parking spaces up to 1,252, or 262 spaces above current capacity. There would then be about .79 parking spaces for each employee. Businesses would probably not have their parking concentrated in one area, and a major constraint would be placed upon patrons trying to visit the downtown.

Recommendations

Proceeding into the future, the City of Menasha must be conscientious of downtown office development when it comes to the increased parking demand that would ensue. While Menasha is well poised for additional development, special attention should be paid to provide adequate parking for employees and patrons of the area. To ease the increased potential demand of employees wanting parking spaces, the City of Menasha would do well to try to provide feasible, alternative ways for people to reach the downtown without driving if they so desire.

When it comes to providing adequate parking for office buildings downtown during peak business hours, each property must be looked at on an individual basis. The City of Menasha must make efforts to accommodate businesses' parking demands as best as possible. Efforts may include allowing private businesses to use city owned lots for their day to day parking, adding parking to the downtown region, partitioning private businesses that don't use their lots during peak business hours to lease their lots, and/or finding other ways to accommodate parking.

Appendix A

Parking Lots	Owner	Number of Spaces	Parking Restrictions
Broad Street Alley	City of Menasha	202	N/A
Germania Hall	BDD &G Holdings Of Appleton	96	Private Parking
Faith Technologies	Faith Technologies Inc.	95	Private Parking
Menasha Senior Center	City of Menasha	95	N/A
Main and Broad	Mixed Ownership	75	Some Private Parking
Marina Ramp and Lot	City of Menasha	69	N/A
McClone Lot	McClone Insurance Group	57	Private Parking
Harbor View	AAK Holdings II LLC	56	Private Parking
Harbor Place	Concorde Equity, LLC	56	Private Parking
Regency House	Regency House Menasha, LLC	35	Private Parking
City Hall	City of Menasha	14	N/A

Street Parking	Owner	Number of Spaces	Parking Restrictions
Broad Street (South Side)	City of Menasha	36	N/A
Chute Street	City of Menasha	23	N/A
Curtis Reed Square	City of Menasha	6	Two Hour Parking
Main Street (North Side)	City of Menasha	22	Two Hour Parking
Main Street (South Side)	City of Menasha	27	Two Hour Parking
Center Street	City of Menasha	12	Two Hour Parking
Mill Street	City of Menasha	14	Two Hour Parking

Total number of parking spaces in parking lots: 850

Total number of parking spaces on streets: 140

Appendix B

Results of the six car counts:

6/3/13 - 10:00A.M.

Parking Lots	Owner	Number of Spaces	Occupancy
Broad Street Alley	City of Menasha	202	39
Germania Hall	BDD &G Holdings Of Appleton	96	4
Faith Technologies	Faith Technologies Inc.	95	61
Menasha Senior Center	City of Menasha	95	24
Main and Broad	Mixed Ownership	75	43
Marina Ramp and Lot	City of Menasha	69	6
McClone Lot	McClone Insurance Group	57	45
Harbor View	AAK Holdings II LLC	56	8
Harbor Place	Concorde Equity, LLC	56	0
Regency House	Regency House Menasha, LLC	35	14
City Hall	City of Menasha	14	5

Street Parking	Owner	Number of Spaces	Occupancy
Broad Street (South Side)	City of Menasha	36	8
Chute Street	City of Menasha	23	2
Curtis Reed Square	City of Menasha	6	5
Main Street (North Side)	City of Menasha	22	5
Main Street (South Side)	City of Menasha	27	6
Center Street	City of Menasha	12	7
Mill Street	City of Menasha	14	9

6/3/13 - 2:00P.M.

Parking Lots	Owner	Number of Spaces	Occupancy
Broad Street Alley	City of Menasha	202	37
Germania Hall	BDD &G Holdings Of Appleton	96	4
Faith Technologies	Faith Technologies Inc.	95	61
Menasha Senior Center	City of Menasha	95	27
Main and Broad	Mixed Ownership	75	48
Marina Ramp and Lot	City of Menasha	69	5
McClone Lot	McClone Insurance Group	57	44
Harbor View	AAK Holdings II LLC	56	9
Harbor Place	Concorde Equity, LLC	56	0
Regency House	Regency House Menasha, LLC	35	11
City Hall	City of Menasha	14	4

Street Parking	Owner	Number of Spaces	Occupancy
Broad Street (South Side)	City of Menasha	36	8
Chute Street	City of Menasha	23	1
Curtis Reed Square	City of Menasha	6	2
Main Street (North Side)	City of Menasha	22	8
Main Street (South Side)	City of Menasha	27	9
Center Street	City of Menasha	12	7
Mill Street	City of Menasha	14	8

6/5/13 - 10:00A.M.

Parking Lots	Owner	Number of Spaces	Occupancy
Broad Street Alley	City of Menasha	202	49
Germania Hall	BDD &G Holdings Of Appleton	96	4
Faith Technologies	Faith Technologies Inc.	95	66
Menasha Senior Center	City of Menasha	95	27
Main and Broad	Mixed Ownership	75	45
Marina Ramp and Lot	City of Menasha	69	4
McClone Lot	McClone Insurance Group	57	37
Harbor View	AAK Holdings II LLC	56	10
Harbor Place	Concorde Equity, LLC	56	0
Regency House	Regency House Menasha, LLC	35	15
City Hall	City of Menasha	14	6

Street Parking	Owner	Number of Spaces	Occupancy
Broad Street (South Side)	City of Menasha	36	9
Chute Street	City of Menasha	23	3
Curtis Reed Square	City of Menasha	6	2
Main Street (North Side)	City of Menasha	22	9
Main Street (South Side)	City of Menasha	27	8
Center Street	City of Menasha	12	6
Mill Street	City of Menasha	14	7

6/5/13 - 2:00P.M.

Parking Lots	Owner	Number of Spaces	Occupancy
Broad Street Alley	City of Menasha	202	42
Germania Hall	BDD &G Holdings Of Appleton	96	4
Faith Technologies	Faith Technologies Inc.	95	71
Menasha Senior Center	City of Menasha	95	18
Main and Broad	Mixed Ownership	75	46
Marina Ramp and Lot	City of Menasha	69	5

McClone Lot	McClone Insurance Group	57	36
Harbor View	AAK Holdings II LLC	56	12
Harbor Place	Concorde Equity, LLC	56	0
Regency House	Regency House Menasha, LLC	35	14
City Hall	City of Menasha	14	8

Street Parking	Owner	Number of Spaces	Occupancy
Broad Street (South Side)	City of Menasha	36	8
Chute Street	City of Menasha	23	2
Curtis Reed Square	City of Menasha	6	1
Main Street (North Side)	City of Menasha	22	6
Main Street (South Side)	City of Menasha	27	4
Center Street	City of Menasha	12	7
Mill Street	City of Menasha	14	6

6/7/13 - 10:00A.M.

Parking Lots	Owner	Number of Spaces	Occupancy
Broad Street Alley	City of Menasha	202	40
Germania Hall	BDD &G Holdings Of Appleton	96	3
Faith Technologies	Faith Technologies Inc.	95	53
Menasha Senior Center	City of Menasha	95	17
Main and Broad	Mixed Ownership	75	49
Marina Ramp and Lot	City of Menasha	69	8
McClone Lot	McClone Insurance Group	57	35
Harbor View	AAK Holdings II LLC	56	15
Harbor Place	Concorde Equity, LLC	56	0
Regency House	Regency House Menasha, LLC	35	13
City Hall	City of Menasha	14	4

Street Parking	Owner	Number of Spaces	Occupancy
Broad Street (South Side)	City of Menasha	36	8
Chute Street	City of Menasha	23	2
Curtis Reed Square	City of Menasha	6	4
Main Street (North Side)	City of Menasha	22	6
Main Street (South Side)	City of Menasha	27	8
Center Street	City of Menasha	12	6
Mill Street	City of Menasha	14	5

6/7/13 - 2:00P.M.

Parking Lots	Owner	Number of Spaces	Occupancy
Broad Street Alley	City of Menasha	202	36
Germania Hall	BDD &G Holdings Of Appleton	96	6
Faith Technologies	Faith Technologies Inc.	95	47
Menasha Senior Center	City of Menasha	95	16
Main and Broad	Mixed Ownership	75	51
Marina Ramp and Lot	City of Menasha	69	4
McClone Lot	McClone Insurance Group	57	35
Harbor View	AAK Holdings II LLC	56	14
Harbor Place	Concorde Equity, LLC	56	0
Regency House	Regency House Menasha, LLC	35	15
City Hall	City of Menasha	14	5

Street Parking	Owner	Number of Spaces	Occupancy
Broad Street (South Side)	City of Menasha	36	8
Chute Street	City of Menasha	23	4
Curtis Reed Square	City of Menasha	6	1
Main Street (North Side)	City of Menasha	22	5
Main Street (South Side)	City of Menasha	27	10
Center Street	City of Menasha	12	8
Mill Street	City of Menasha	14	7

Average Occupancy per Parking Area

Parking Lots	Owner	Number of Spaces	Percent Occupied
Broad Street Alley	City of Menasha	202	20.05%
Germania Hall	BDD &G Holdings Of Appleton	96	4.34%
Faith Technologies	Faith Technologies Inc.	95	63.98%
Menasha Senior Center	City of Menasha	95	22.63%
Main and Broad	Mixed Ownership	75	62.67%
Marina Ramp and Lot	City of Menasha	69	7.73%
McClone Lot	McClone Insurance Group	57	67.84%
Harbor View	AAK Holdings II LLC	56	17.26%
Harbor Place	Concorde Equity, LLC	56	0.00%
Regency House	Regency House Menasha, LLC	35	39.05%
City Hall	City of Menasha	14	38.10%

Street Parking	Owner	Number of Spaces	% Occupied
Broad Street (South Side)	City of Menasha	36	22.69%
Chute Street	City of Menasha	23	10.14%

Curtis Reed Square	City of Menasha	6	41.67%
Main Street (North Side)	City of Menasha	22	29.55%
Main Street (South Side)	City of Menasha	27	27.78%
Center Street	City of Menasha	12	56.94%
Mill Street	City of Menasha	14	50.00%

Total Current Parking Occupancy Rate: 32.36% or about 320 cars

Business Employees/Patrons during Peak Business Hours and Square Footage:

Business	Employees / Patrons	Square Footage (ft^2)
Aspen Landing	8	7,275
Broad Street Alley Businesses*	22	90,211
Center Street Businesses**	89	74,749
City Hall	28	12,284
Faith Technologies, Inc.	60	30,067
Harbor Place	0	31,494
Harbor View	6	33,367
McClone Insurance Group	48	56,683
Menasha Senior Center	2	32,409
Mill Street Businesses***	6	64,642
Regency House	14	40,075

*List of Broad Street Alley Businesses and Employees during Peak Business Hours:

1. Weathervane - 6
2. Designer's Chair - 2
3. Blind Pig Saloon - 1
4. Menasha Grill - 5
5. Club Liquor - 2
6. Wild Apple - 1
7. Wreath Factory - 2
8. Art Affair -1
9. Account Tax Service – Closed during Offseason
10. Ash & Ember - 1
11. Farmers Insurance - 1

**List of Center Street Businesses and Employees during Peak Business Hours:

1. Reboot - 1
2. Joshua's Dream - 2
3. Bits & Bytes - 2
4. Tresa's Bridal - 1
5. Jitter's Lounge - 3

6. Gunderson Cleaners – 80

*** List of Mill Street Businesses and Employees during Peak Business Hours:

1. J-Dog Studios - 2
2. Menasha Hotel – 4

$$\left[\frac{Square\ Feet}{Employee}\right] = AV_{em}$$

$$\left[\frac{Parking\ Spaces}{AV_{em}}\right] = AV_{ps/em}$$

Average Square Feet per Employee = **1,672.28ft^2**

Average Parking Space per Square Feet per Employee = **1.69 spaces**

Appendix C

Formulations:

$$\left[\frac{Square\ Feet}{Low\ Square\ Feet\ per\ Employee}\right] = LOW_{em}$$

$$\left[\frac{Square\ Feet}{Medium\ Square\ Feet\ per\ Employee}\right] = MED_{em}$$

$$\left[\frac{Square\ Feet}{High\ Square\ Feet\ per\ Employee}\right] = High_{em}$$

$$\left[\frac{Parking\ Spaces}{LOW_{em}}\right] = LOW_{ps/em}$$

$$\left[\frac{Parking\ Spaces}{MED_{em}}\right] = MED_{ps/em}$$

$$\left[\frac{Parking\ Spaces}{HIGH_{em}}\right] = HIGH_{ps/em}$$

Calculations:

$$LOW_{em} = \left[\frac{93{,}209_{sqft}}{250_{sqft/em}}\right] = \mathbf{373_{em}}$$

$$MED_{em} = \left[\frac{93{,}209_{sqft}}{175_{sqft/em}}\right] = \mathbf{533_{em}}$$

$$HIGH_{em} = \left[\frac{93{,}209_{sqft}}{100_{sqft/em}}\right] = \mathbf{932_{em}}$$

$$LOW_{ps/em} = \left[\frac{990_{ps}}{320_{em} + 373_{em}}\right] = \mathbf{1.43_{ps/em}}$$

$$MED_{ps/em} = \left[\frac{990_{ps}}{320_{em} + 533_{em}}\right] = \mathbf{1.16_{ps/em}}$$

$$HIGH_{ps/em} = \left[\frac{990_{ps}}{320_{em} + 932_{em}}\right] = \mathbf{0.79_{ps/em}}$$