COMMERCIAL AREAS

Oleander
Root
Park
Grace
Sunrise
Bradley
N. County
Sunset
Main
Flagler Memorial Bridge
Royal Poinciana
N. Breakers Row
S. County
Breakers Golf Course
S. Breakers Row
Via Bethesda
Pendleton
Barton
Lake
Clark
Seabreeze
Seaspray
Seaview
Royal Park Bridge
Royal Palm
Lake
Brazilian
Cocoanut
Australian
Australian
Hibiscus
Chilean
S. Ocean
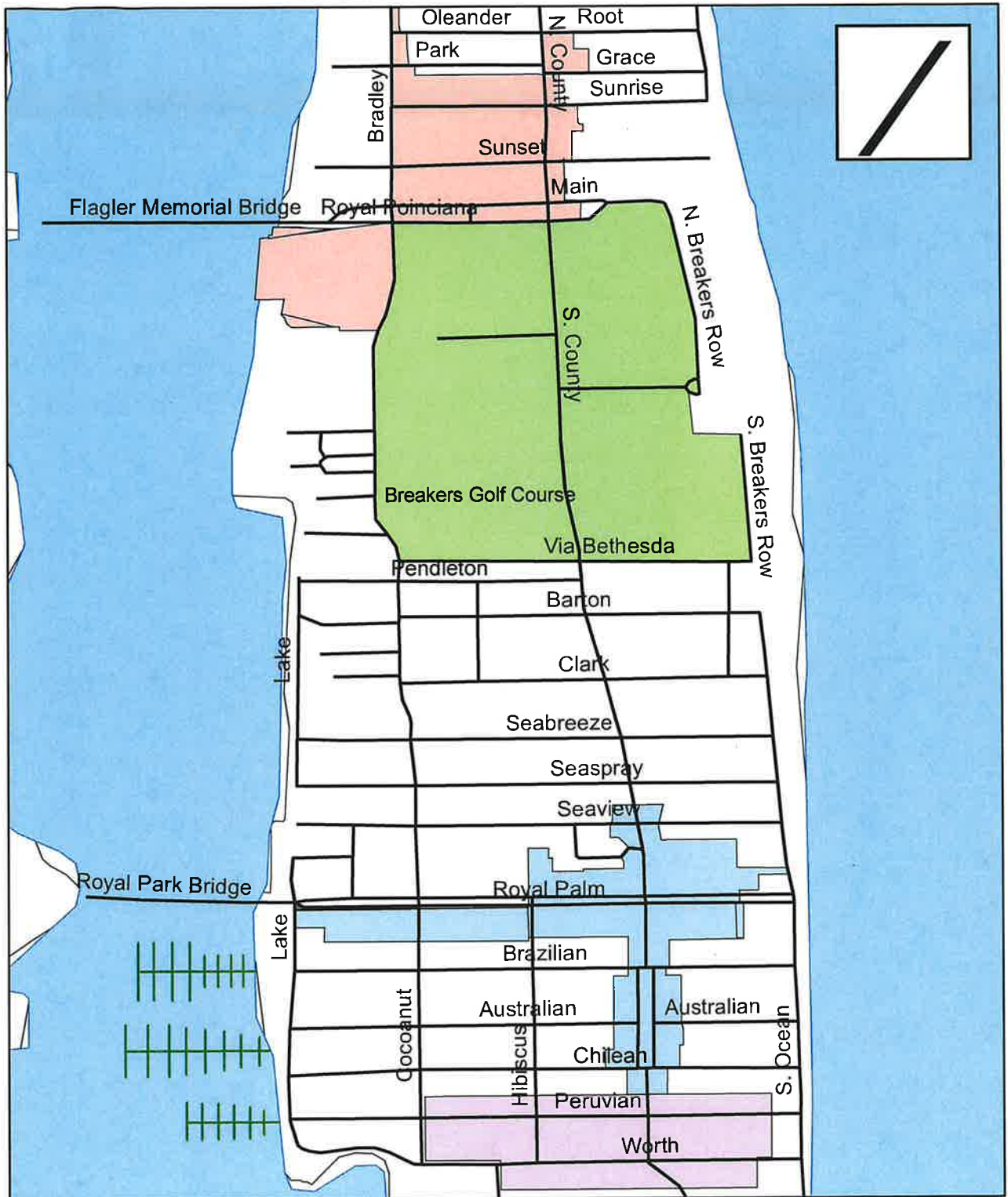Peruvian
Worth

Royal Poinciana Commercial Area

Midtown Commercial Area

Worth Ave. Commercial Area

FIGURE 8

E. COMMERCIAL AREA PARKING (WORTH AVENUE, MIDTOWN, ROYAL POINCIANA)

The Town of Palm Beach has three primary commercial areas, which are shown in **Figure 8**. The Worth Avenue Commercial Area is centered in the vicinity of Worth Avenue, Peruvian Avenue, and S. County Road. The Midtown Commercial Area is centered along S. County Road between Chilean and Phipps Plaza. The Royal Poinciana Commercial Area is centered among Royal Poinciana Way, Bradley Place, Sunset, Sunrise, and N. County Road.

1. Methodology

The parking analysis incorporated multiple data sources. First, the Town provided a database containing information about commercial properties within the Town with regard to land use classification, business names, addresses, ownership, and square footage. This database was then used to calculate parking requirements for the Town, based upon the Institute of Transportation Engineers (*ITE*) Parking Generation Manual, 3rd Edition.

The *ITE* develops its parking calculation based on studies that have been submitted for similar locations and averages the results to determine the parking need for each land use category. Parking requirements are represented in a set number of spaces needed for every 1,000 Sq. Ft. of Gross Floor Area (GFA) or Gross Leasable Area (GLA), or Gross Floor Area Average. For the sake of this study, properties within the Town commercial areas were classified into one of five land use categories: Retail, Office, Restaurant, Medical, and Banking. To calculate the amount of needed parking, the square footage is multiplied by the number of parking spaces required per 1,000 Sq. Ft. for that type of land use. The land use categories used for this study and their parking requirement are as follows:

1. Retail, 2.65 spaces per 1,000 Sq. Ft.
2. Restaurant, 5.55 spaces per 1,000 Sq. Ft.
3. Office, 2.40 spaces per 1,000 Sq. Ft.
4. Medical, 3.53 spaces per 1,000 Sq. Ft.
5. Banking, 2.76 spaces per 1,000 Sq. Ft.

An example calculation is shown below:

A 10,000 Sq. Ft. office would generate a need for 24 parking spaces

$$\frac{10,000}{1,000} = 10 \times 2.4 = 24 \text{ Parking Spaces needed}$$

However, the Town is a unique community that does not conform to the typical development standards that are used to calculate parking. This is particularly true in the Worth Avenue Area because of the high end stores that are located within that district. Since many of the establishments on Worth Avenue are very

high end and are concentrated in a few locations, it becomes difficult to calculate the exact need for parking. The *ITE* staff was consulted on this issue and the consensus was that the *ITE* Manual was still the most accurate source of information available to calculate the approximate parking need.

In order to determine the number of available parking spaces, surveys were conducted throughout the Town to count the number of on-street and on-site parking within the study areas. Because this portion of the Improvement Plan is only concerned with commercial uses, non-commercial uses such as residential and recreational were exempt from the calculations.

During the process of conducting the parking audits within the business districts, meetings were held among various business groups, property owners, and retailers to get feedback on what their thoughts and concerns were regarding parking. Based on the schedule and magnitude of the scope, not all parties or individuals were able to be contacted in the three business districts. Meetings were held with the Palm Beach Chamber of Commerce, Royal Poinciana Way Association, Greater South County Road Association, Worth Avenue Association, as well as individual discussions with some of the retailers and the operator of the Apollo Lot Valet Parking. Letters were sent to Mr. Murray Goodman and Mr. Burton Handelsman, property owners along Worth Avenue. During the meetings with business associations and others in the commercial areas, there were mixed opinions on what needed to be implemented to address the parking concerns.

2. *Worth Avenue Commercial Area Audit*

The Worth Avenue Commercial Area includes Worth Avenue, Peruvian Avenue, and the southern parts of S. County Road, Hibiscus Avenue, and Cocoanut Row. **Figure 9** shows the Worth Avenue Commercial Area and commercial properties that have on-site parking available. **Table 9** shows the on-site parking need and availability by address for commercial properties while **Table 10** shows the on-street parking need and availability by block. For full parking details refer to **Appendix C** of this report. The data collected shows that on-street parking is less than the calculated need. However, on-site parking, which is predominantly available from the Esplanade garage and Apollo Lot, is more than enough for the area. Representatives from both of these parking facilities were contacted during the field survey and they reported that parking is readily available in their respective lots for a fee.