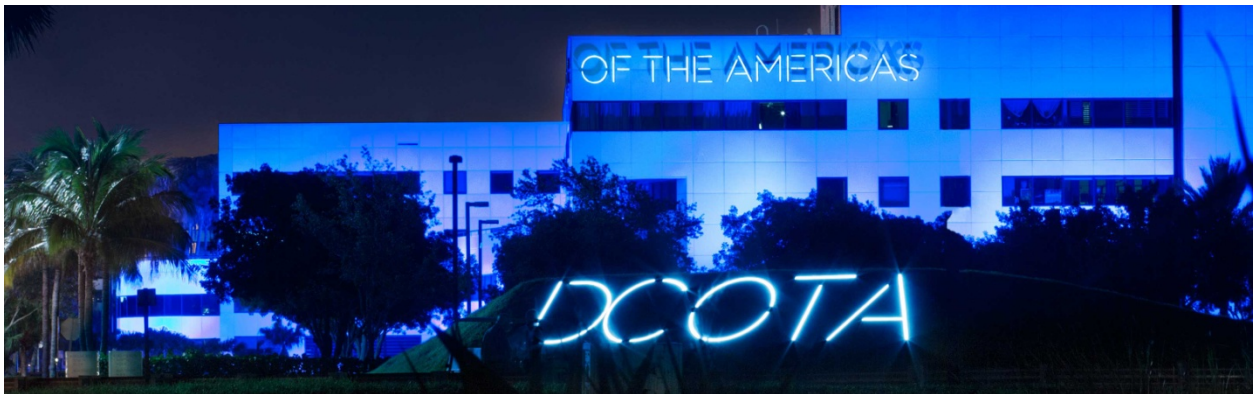


DESIGN CENTER OF THE AMERICAS (DCOTA)



Documentation for Alternate Parking Standard



Parking Study

Prepared by:
FSMY ARCHITECTS
June 2014

INTRODUCTION

For the past five years, there has been zero demand for new showroom space. Numerous tenants have left the facility while others have “downsized” to smaller spaces within DCOTA. The showroom marketplace has changed dramatically with the advent of the internet and the rise of Miami Design District.

Design Center of the Americas (DCOTA) is an existing 781,000 s.f., four story facility of furniture and furnishing showrooms located at 1855 - 1875 Griffin Road, Dania, Florida. The approved master plan for the project allowed for a total showroom area of 1,000,000 s.f. Several years ago, the plat note for the property was changed and amended to read: 620,000 s.f. of showroom uses and 380,000 s.f. of office/educational uses.

It has become apparent that the current parking requirement for the showrooms in DCOTA is much more than what is actually required.

This parking study addresses the current parking conditions and provides a basis for an alternate parking standard to be applied to the DCOTA property.

This study is divided into Twelve sections listed below:

1. Existing Conditions
2. Overall Site Plan (Existing Parking)
3. Overall Site Plan (Parking Expansion Potential)
4. City of Dania Beach Current Parking Requirements for Showroom - Sec. 265-50 (D)#34 and Office - Sec. 265-50 (D) #45
5. City of Dania Beach Alternate Parking Standards (Sec. 265-60)
6. Occupied Showroom Locations
 - First Floor Plan
 - Second Floor Plan
 - Third Floor Plan
 - Fourth Floor Plan
7. Occupied Office Locations
 - Third Floor
 - Fourth Floor
8. Occupied Showroom & Office Square Footages

9. Parking Zones
10. Parking Counts by Zones
11. Conclusions
12. Traffic Engineer's Review Letter

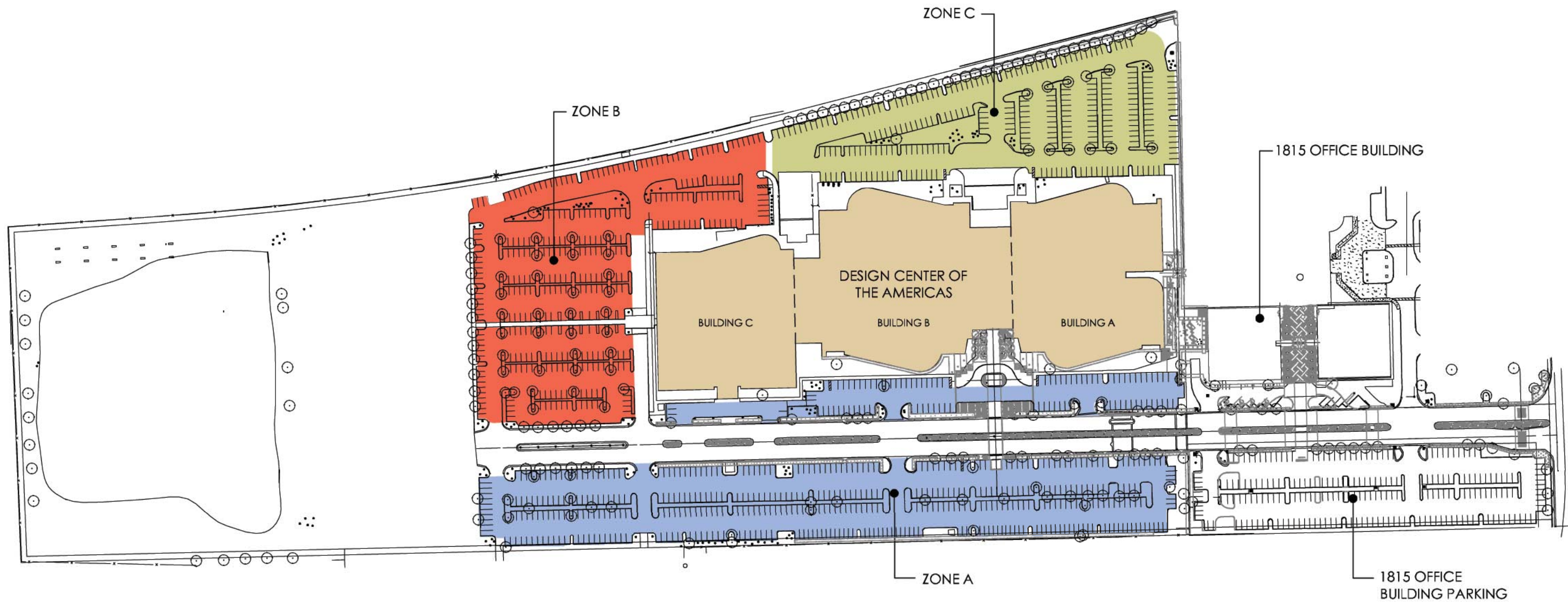
EXISTING CONDITIONS

The DCOTA facility is located on 31.4 acres and contains 1,124 existing parking spaces. In addition, included in the 31.4 acres, there is vacant area to add an additional 241 surface parking spaces.

The original site plan approved by the city provided 1 (one) parking space for each 667 s.f. of showroom space.

As of February 24, 2014, the DCOTA building contained the following:

- 219,440 s.f. of occupied showroom space
 - 79,955 s.f. of occupied office space
 - 481,605 s.f. is currently unoccupied
- 781,000 s.f. gross building area



SITE PLAN

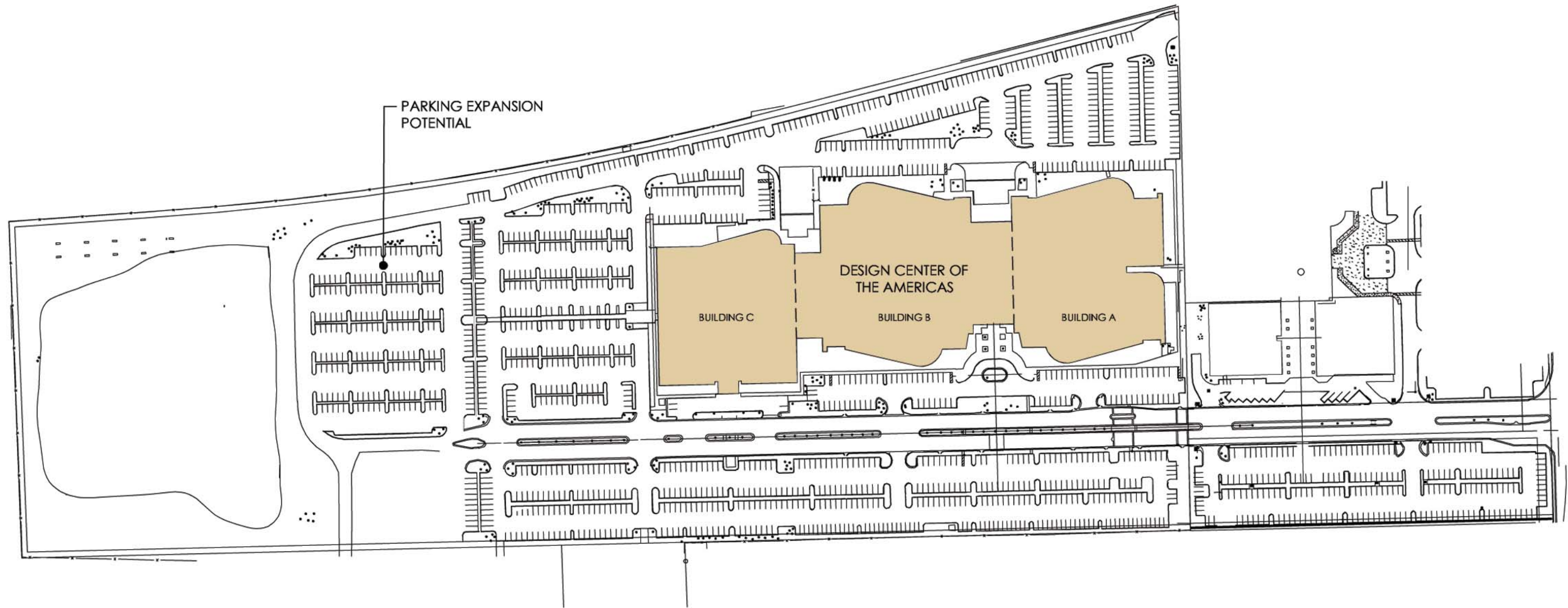
SCALE:NTS

DCOTA

EXISTING PARKING

PROPOSED ALTERNATE PARKING STANDARDS





SITE PLAN

SCALE:NTS

DCOTA

PARKING EXPANSION POTENTIAL

PROPOSED ALTERNATE PARKING STANDARDS



City of Dania Beach – Code of Ordinances

Sec 265-50 – Off-Street Parking Required; On-Street Parking Credit

- (A) (Accessory Off-Street Parking.) Accessory off-street parking spaces shall be provided for all uses of land, building and structure in accordance with this section.
- (B) (Handicap-Accessible Parking.) Handicap-accessible parking shall be provided in the quantity and location required in subsection 11-4.1.2 of the building code.
- (C) On-Street Parking. Wherever the city commission constructs or authorizes the construction of on-street parking spaces adjacent to a lot, the on-street spaces shall count toward the off-street parking requirement for said lot. An on-street parking space that overlaps the street frontage of two lots shall count toward the required off-street parking for a lot if at least fifty (50) percent of the parking space is situated along the street frontage for two lots, the space shall count toward the off-street parking requirement of both lots. The on-street parking space shall be for public use and shall not be reserved for private use unless otherwise approved by the city commission.

34	Furniture, large appliance, Or decorator showroom	One (1) per five hundred (500) sf One (1) per six hundred (600)sf if located in the design district overlay	
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45	Office, business and professional	One (1) per three hundred (300) sf	One (1) per four hundred (400) sf if located within eight hundred (800) feet of a public parking facility; otherwise, one (1) per three hundred (300) sf
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City of Dania Beach - Code of Ordinances

Sec 265-60. Alternate Parking Standards

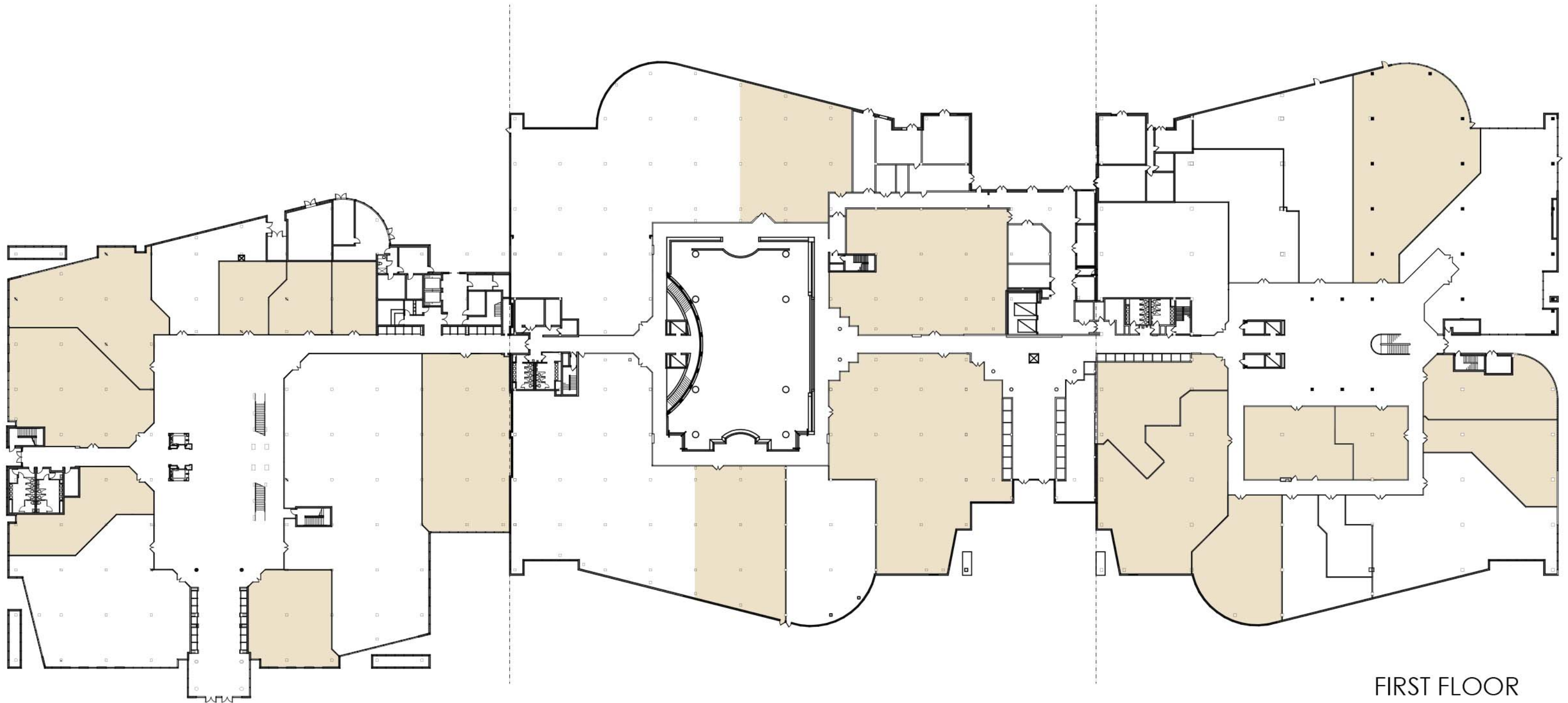
- (A) The genesis of this section is the city's recognition that the minimum parking requirements of this article, in certain circumstances, may result in excess provision of parking. Excess parking supply results in the inefficient use of land at the expense of additional landscaped area, civic space, or building area and subsequent tax revenue and employment. Requests under this section shall be based strictly upon the criteria of this section, and shall not be based upon hardship, which is the purview of the variance process, nor inconvenience or cost.
- (B) An applicant for a development order or permit may propose an alternate parking standard based upon a parking study or other data that justifies an alternative standard, and based upon best professional practices, taking into account the availability level of transit service, proximity to multimodal transportation facilities and other best practices as determined by the community development director.
- (C) Acceptable documentation includes applicable studies, demonstration of the successful use of the standard by similar development projects, or unique characteristics of the proposed use, which may include its location, operation or other characteristics that warrant a lower parking requirement.
- (D) City commission review and approval shall be governed by the site plan approval process.

(Ord. No. 2010-20 2(Exh A), 9-14-10; Ord. No. 2012-025, 4, 10-9-12)

BUILDING C

BUILDING B

BUILDING A



FIRST FLOOR

■ - OCCUPIED SHOWROOM

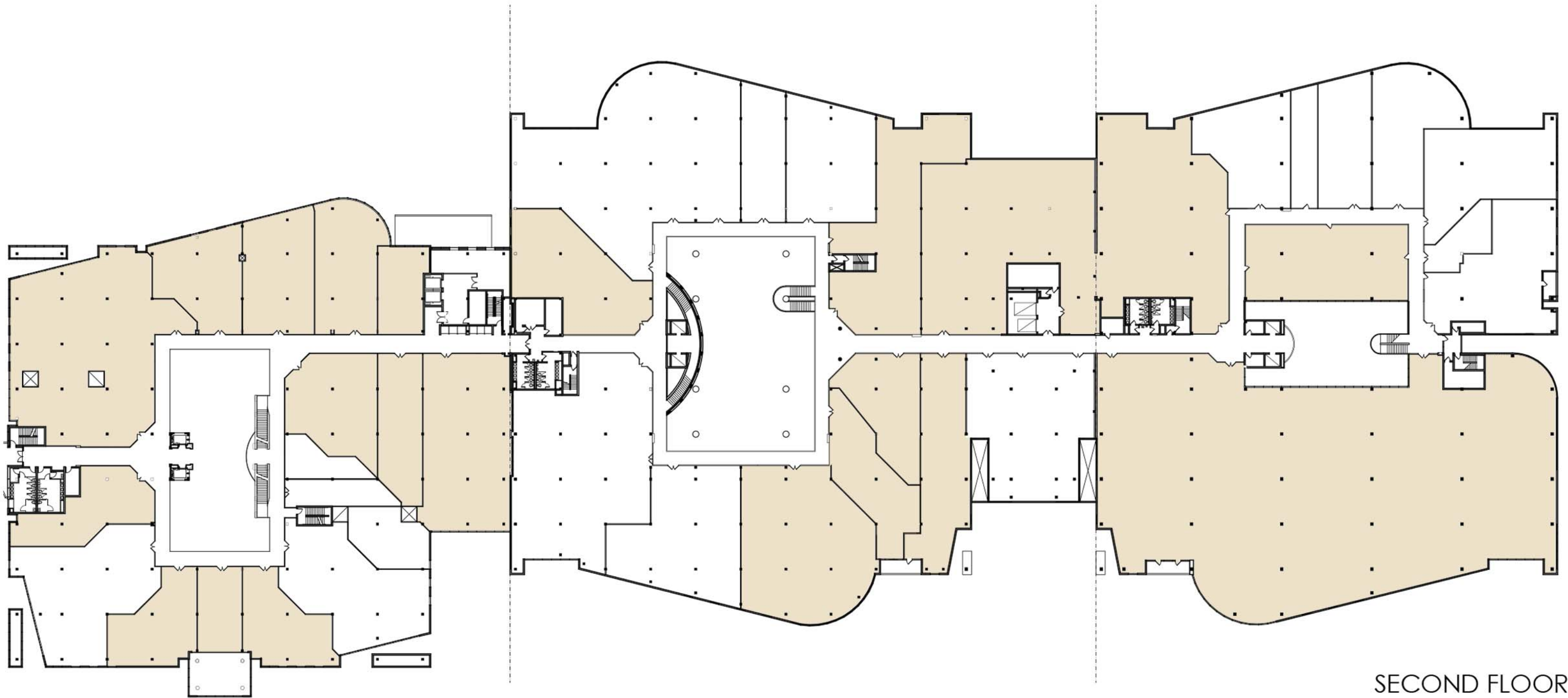
DCOTA

PROPOSED ALTERNATE PARKING STANDARDS

BUILDING C

BUILDING B

BUILDING A



SECOND FLOOR

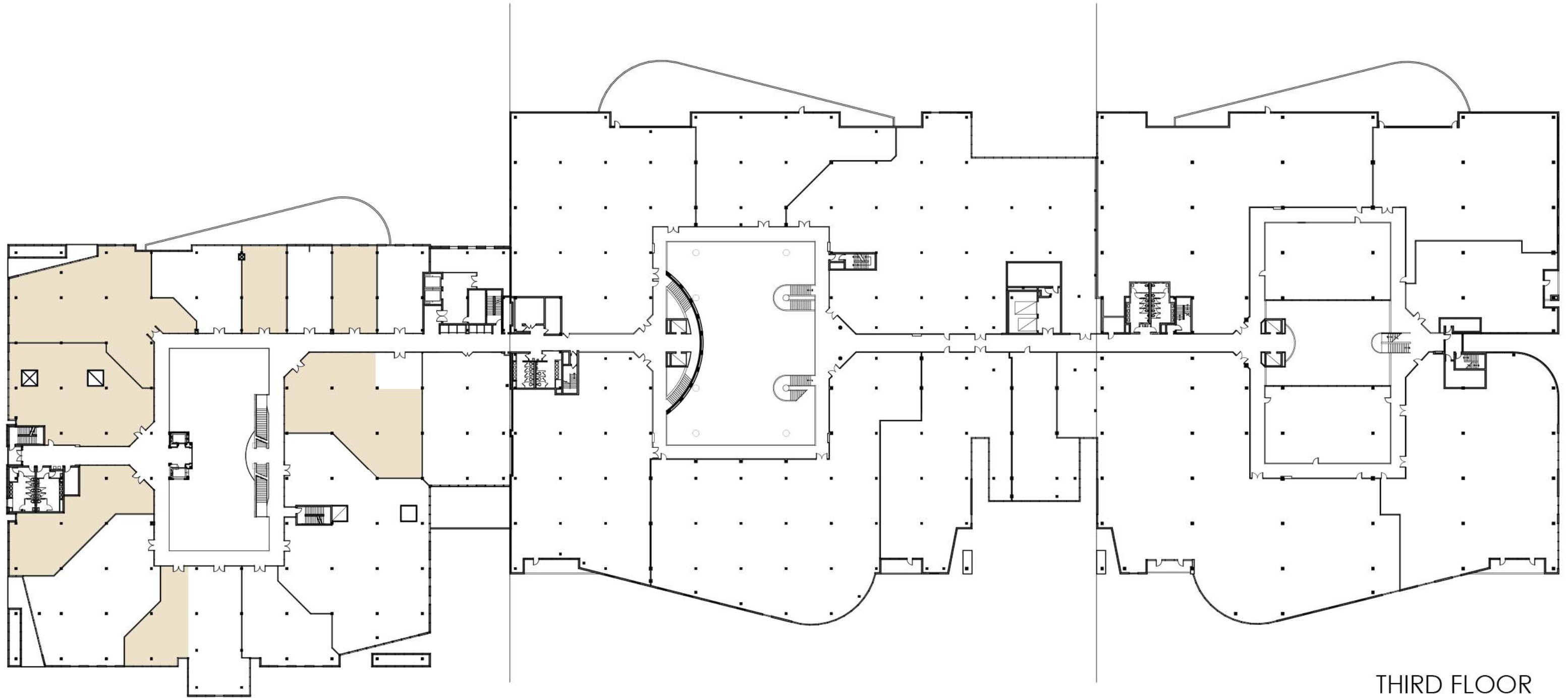
■ - OCCUPIED SHOWROOM

DCOTA PROPOSED ALTERNATE PARKING STANDARDS

BUILDING C

BUILDING B

BUILDING A



THIRD FLOOR

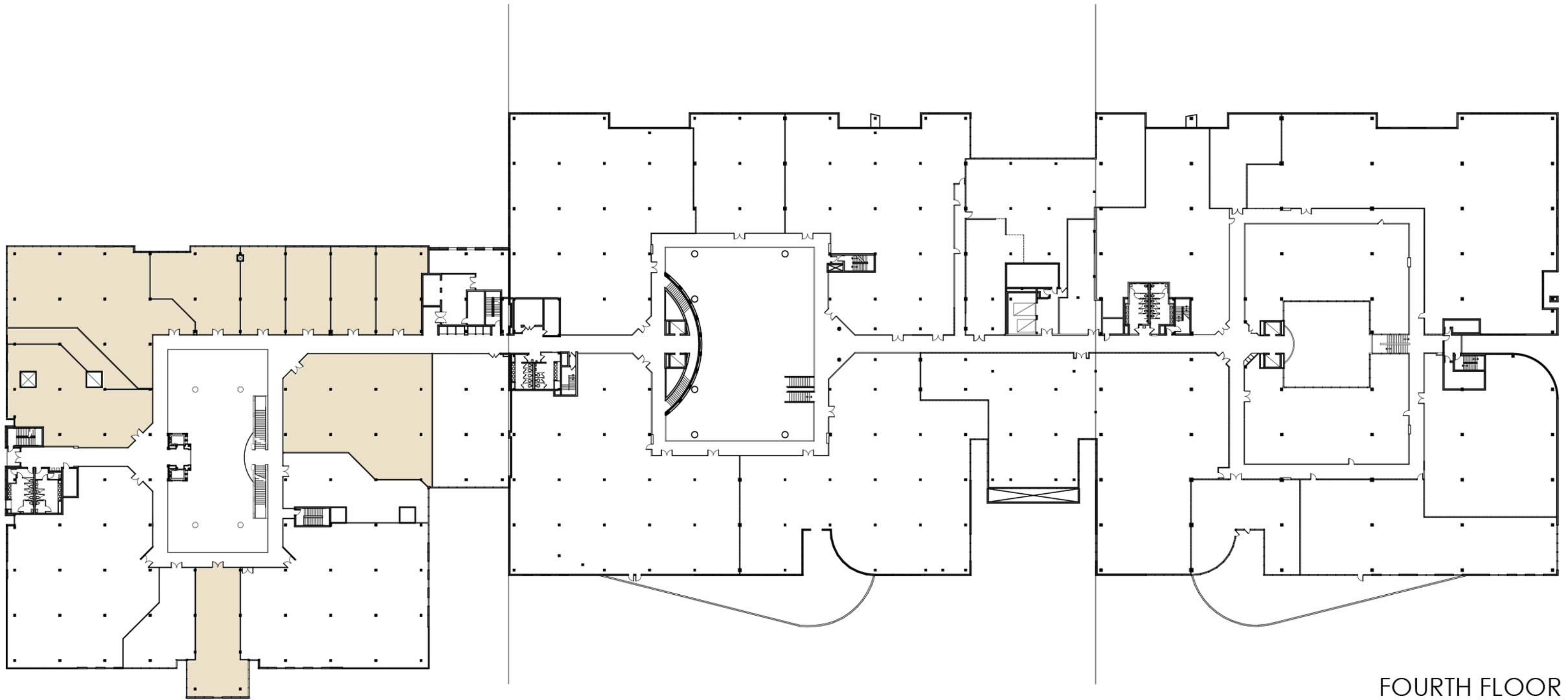
■ - OCCUPIED SHOWROOM

DCOTA PROPOSED ALTERNATE PARKING STANDARDS

BUILDING C

BUILDING B

BUILDING A



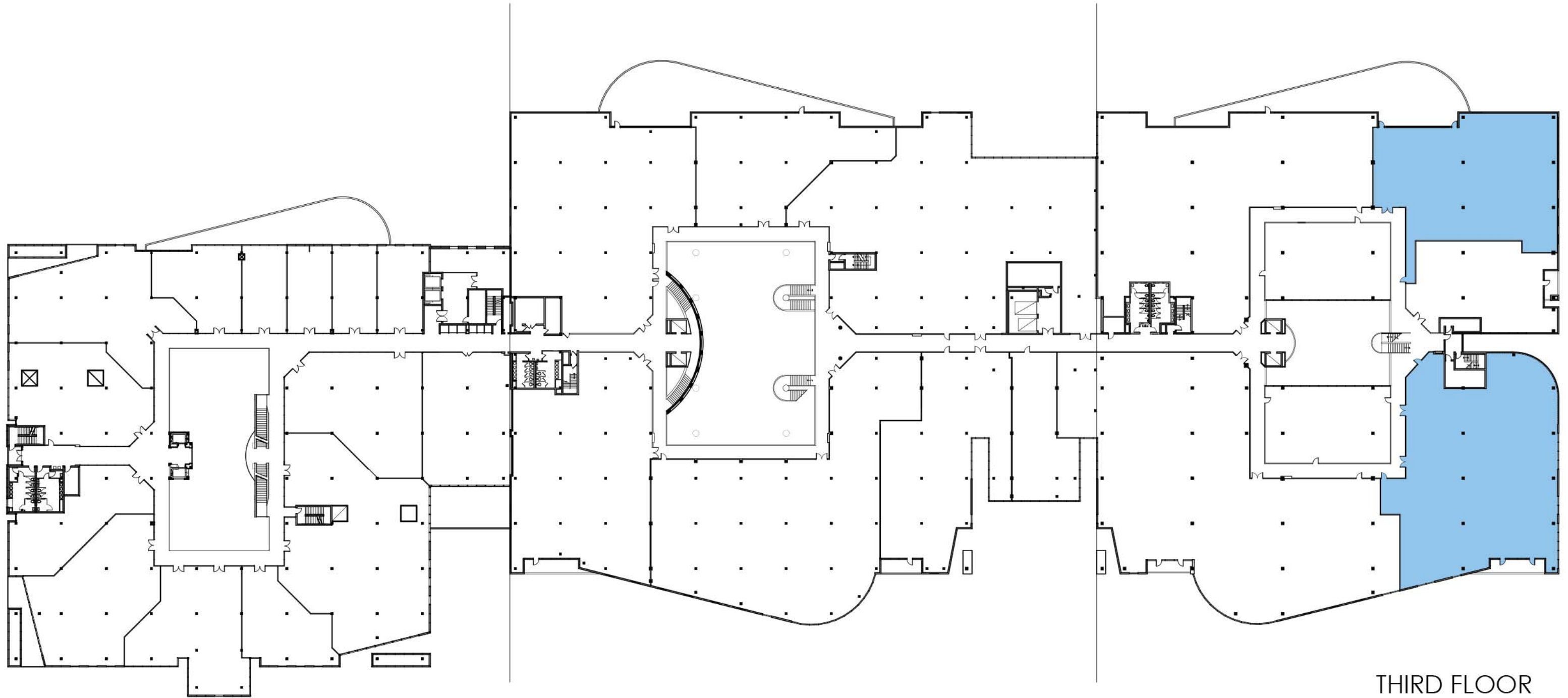
FOURTH FLOOR
- OCCUPIED SHOWROOM

DCOTA PROPOSED ALTERNATE PARKING STANDARDS

BUILDING C

BUILDING B

BUILDING A



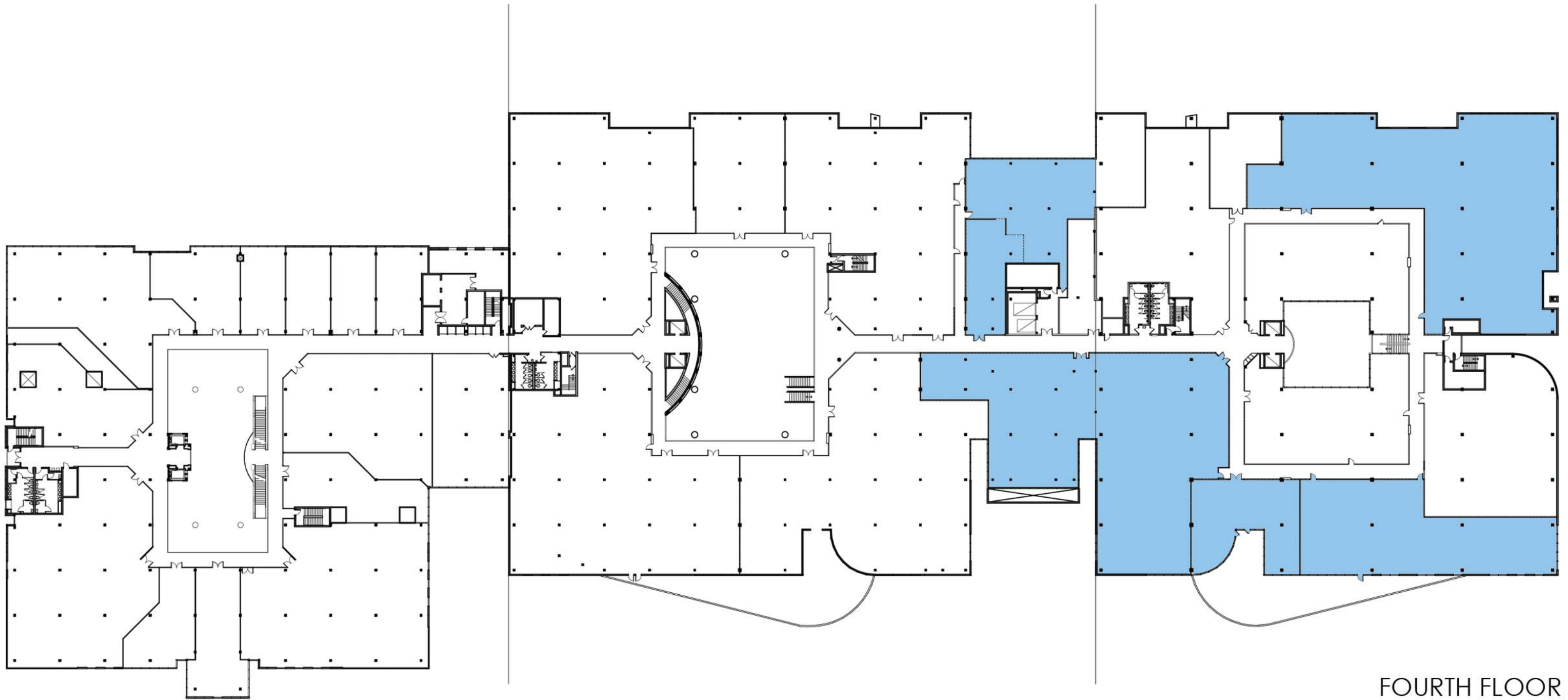
THIRD FLOOR

■ - OCCUPIED OFFICE

BUILDING C

BUILDING B

BUILDING A



FOURTH FLOOR
■ - OCCUPIED OFFICE

DCOTA PROPOSED ALTERNATE PARKING STANDARDS

DCOTA Current Occupied Showroom Square Footage

Name	Suite	USF	# of Employees
Patterson, Flynn & Martin	A-104	2,190	2
Schumacher	A-108	2,319	4
Janus et Cie	A-123	3,761	4
Resource Center	A-124	2,853	
John Rosselli	A-128	5,172	4
Ensemble Collection	A-136	2,652	2
Jeffrey Michaels	A-168	6,171	14
Baker	A-200	30,246	14
Judith Norman	A-250	20,306	23
Judith Norman Outdoor	A-261	2,538	2
MQ Windows	A-271	1,282	2
E.G. Cody	B-102	9,120	2
Florense- US Design Inc	B-112	3,394	3
Kravet	B-180	6,166	12
Downsview	B-212	3,136	7
Inside/Out	B-216	2,252	3
Decorative Crafts	B-218	2,359	2
Century Furniture	B-228	7,467	3
Cowtan & Tout	B-254	3,585	4
Ammon Hickson	B-364	4,834	5
Duralee	C-100	4,876	4
Andrew Martin	C-126	2,519	2
Poggenpohl	C-138	2,210	3
Brunschwig Fils / Lee Jofa	C-150	4,196	4
Taracea Custom	C-154	3,995	8
ROMO	C-162	1,320	3
Sherle Wagner	C-166	1,297	1
RUGS BY ZHALEH	C-170	1,051	2
Carpet Source	C-200	2,444	7
PPM	C-202	2,505	5
Carriage House	C-212	5,416	9
John Andrew	C-224	2,095	3
Tai Ping	C-228	1,200	4
Pindler + Pindler	C-230	2,059	2
Wired	C-236	2,167	1
Donghia	C250	10,886	10
Eggersman	C-262	2,707	6
Designer's Plumbing	C-270	2,619	6
Edelman Leather	C-272	1,276	2
TileMarble Collections	C-312	2,835	4
Quadrille/China Seas	C-330	1,606	2
Siematic	C-336	2,604	2
Adriana Hoyos	C-350	3,700	3
Michael Taylor	C-354	4,598	4
Allmilmo	C-362	1,232	3
Neff Kitchens	C-366	1,238	

DCOTA Current Occupied Showroom Square Footage

Name	Suite	USF	# of Employees
Ebanista	C-412	5,065	2
David Sutherland	C-450	12,141	11
Total Window	C-466	1,190	20
Jaime Perczek Design	C-468	1,238	2
Innovations	C-470	1,330	4
Jolo	C-428	2,022	4
	Total	219,440	234

1. The average s.f. of showroom area per employee is $219,440/234= 938$ s.f.
2. The s.f. of showroom area for each individual tenant varies widely, from 1 per 5,065 for Ebanista, Suite C412 to 1 per 300 s.f. for Tai Ping, Suite 228.
3. Since February 24, 2014, the following changes have occurred to showroom occupancy :
 - Jolo (C-428) has left DCOTA (2,022 s.f.)
 - Holland and Sherry has leased 1,105 s.f.
 - Baker (A-200) is downsizing from 30,246 to 14,800 s.f.

Total decrease in occupied showroom s.f. is 16,365 s.f.

DCOTA Current Occupied Office Square Footage (2/24/14)

Name	Suite	USF	
<u>Third Floor</u>			
Ortho Sensor	A-310	9,865	
Ark Loans	A-370	6,765	
Chewy	B-328	12,755	
<u>Fourth Floor</u>			
TQL	A-410	5,941	
SFHHA	A-415	2,637	
Mako	A-428	12,960	
Elite Web			
Avis	A-460	12,820	
Cohen Brothers/	A-482	6,122	
DCOTA Management			
Magic Leap	B-454	10,090	
	Total	79,955	

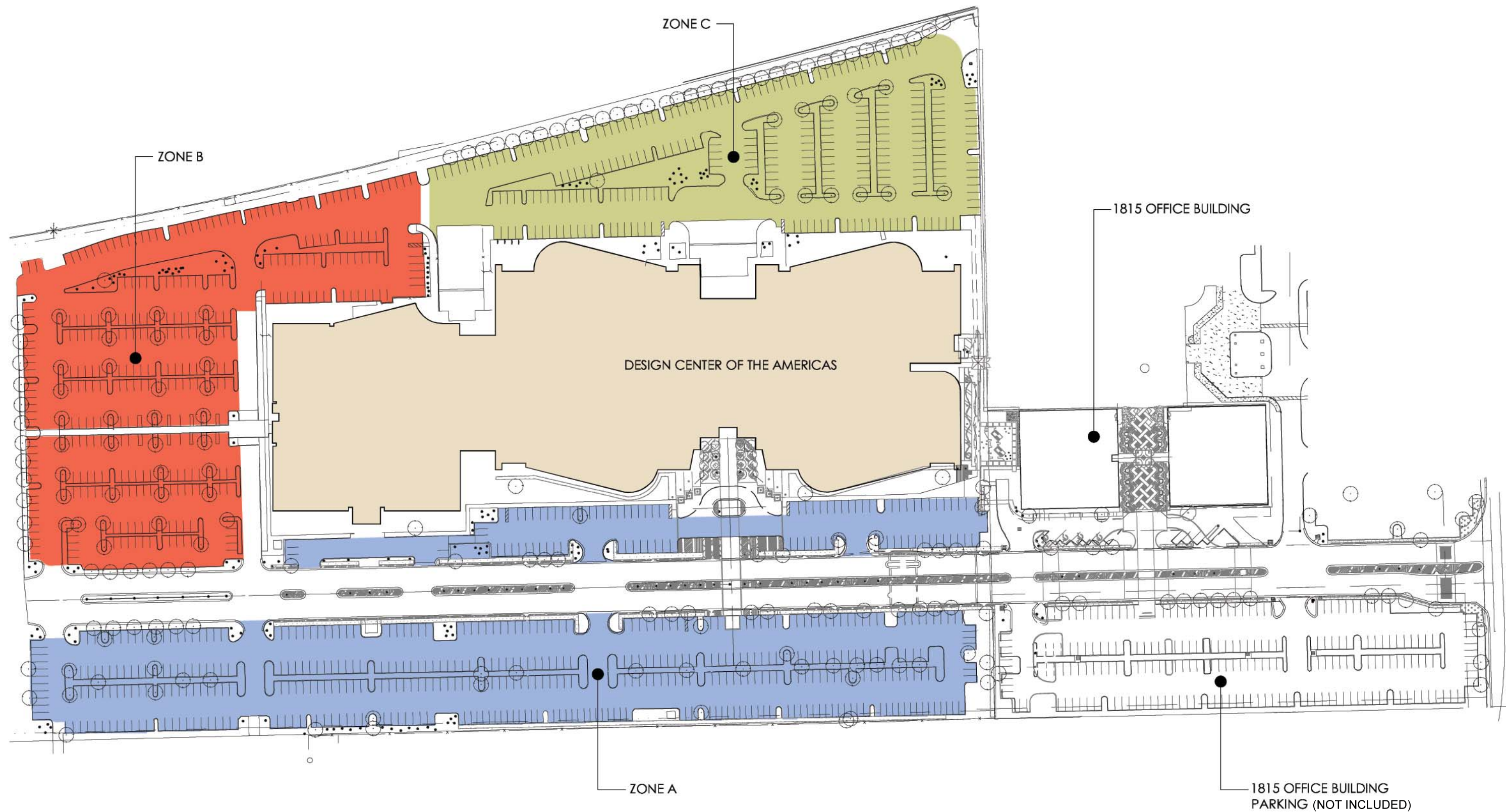
Total Occupied Office Space (as of 2/24/14): 79,955 s.f

Therefore, the occupied office space as of 02/24/2014 of 79,955 / 300 s.f. per parking space, requires 266 parking spaces.

Since 02/24/2014 two additional office tenants have leased space

- Empire Estate Holdings (A-455) 4,500 s.f.
- Magic Leap Expansion (B-464) 3,600 s.f.

As of 8/12/2014, There is 36,900 S.F. of "pending" office leases.



SITE PLAN

SCALE:NTS

DCOTA

EXISTING PARKING

PROPOSED ALTERNATE PARKING STANDARDS



OCCUPIED PARKING SPACE COUNTS

		Parking Spaces Occupied			
		Zone 1	Zone 2	Zone 3	Total
Monday 24-Feb	9:00 AM	131	13	87	231
	11:30 AM	180	60	164	403
	1:30 PM	175	57	151	383
	4:00 PM	162	60	150	372
Tuesday 25-Feb	9:00 AM	128	14	103	245
	11:30 AM	169	67	156	392
	1:30 PM	164	64	147	375
	4:00 PM	173	63	142	378
Wednesday 26-Feb	9:00 AM	95	45	119	259
	11:30 AM	169	68	152	389
	1:30 PM	164	71	152	387
	4:00 PM	159	66	140	365
Thursday 27-Feb	9:00 AM	96	37	131	264
	11:30 AM	178	63	165	406
	1:30 PM	178	60	155	393
	4:00 PM	156	61	134	351
Friday 28-Feb	9:00 AM	96	40	126	262
	11:30 AM	178	59	157	394
	1:30 PM	166	63	148	377
	4:00 PM	148	58	128	334

- All occupied office space is located on floors 3 and 4 of buildings A & B. Therefore, because of proximity, the vast majority of 9:00am parking in zones 1 and 3 can be considered office parking.
- The increases in occupied parking spaces at 11:30am for all three zones can almost entirely be attributed to showroom parking. ie:

2/24	(403 – 231 = 172)
2/25	(392 – 245 = 147)
2/26	(389 – 259 = 130)
2/27	(406 – 264 = 142)
2/28	(394 – 262 = 132)
- Using the largest increase, 172 additional occupied parking spaces at 11:30am on 2/24/14, for showroom parking only, the parking ratio per s.f. is only $219,440/172 = 1$ parking space per 1,276 s.f.

CONCLUSIONS

There are currently 1,111 onsite parking spaces for the existing 781,000 s.f. of original showroom space. This equates to an original parking ratio of 1 parking space per 702 s.f. of showroom area. ($781,000 / 1,111 = 702$).

The City of Dania Beach's current parking code requirement for office space is 1 parking space for each 300 gross s.f. of office area.

Based on the existing parking code and the original approved permit plans from 1984:

- 219,440 s.f. of currently occupied showroom space requires 313 parking spaces ($219,440/702 = 313$)
- 79,955 s.f. of currently occupied office space requires 266 parking spaces ($79,955/300 = 266$)
- Therefore there should be 579 parking spaces occupied during various times in the workday when both showroom and office are being fully utilized.
-

Using the locations of the office and showroom areas (see floor plans), including specific time of day parking counts (occupied parking spaces), for each of the three parking zones (see site plan); the following is apparent:

- Parking for the office use generally occurs between the hours of 8:00 and 9:00am. This is confirmed by the large number of occupied parking spaces in zone 1 (nearest the occupied office space) at 9:00am.
- Parking for the showroom use generally occurs between 9:00 and 10:00am. This is confirmed by the large increase in occupied parking spaces in zones 2 & 3 at the 11:30am occupied parking space count.

At no time during our study (see parking chart) did the total number of occupied parking spaces exceed 406 spaces.

It is apparent that the parking ratio required by code for office space is appropriate @ 1 space per 300s.f. The total occupied parking spaces for all 3 zones at 9:00am was between 231 and 264 for all 5 days of the week. By code, one should expect 266 parking spaces to be occupied.

Conversely, the additional occupied parking spaces attributable to the showroom use, shows an increase of between 130 – 172 additional occupied parking spaces at 11:30am. Again, confirmed by the large increase in occupied parking spaces in zones 2 & 3 at the 11:30am occupied parking space count.

If the entire increase of occupied parking spaces from the 9am to 11:30am is attributable to showroom use (maximum of 172 spaces), it is apparent that the showrooms use approximately less than ½ of the required parking spaces (219,440s.f /172 occupied parking spaces = 1276 s.f. per parking space vs. 702s.f. per parking space currently required).

Therefore, it is our opinion, based on alternate parking standards, that the required parking space for showroom use at the DCOTA property would be more appropriate at 1 space per 1,000 s.f. of showroom space.

June 30, 2014

Mr. Jeff Falkanger – President
FSMY Architects
888 South Andrews Avenue
Suite 300
Fort Lauderdale, Florida 33316

Re: Design Center of The Americas (DCOTA) – Parking Study Review

Dear Jeff:

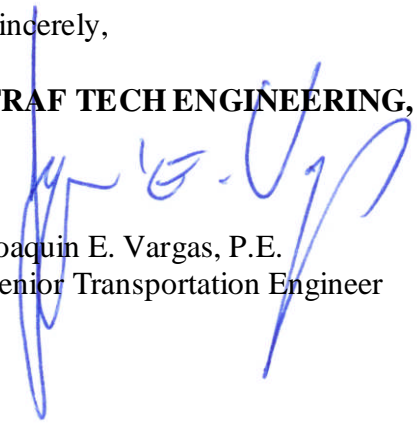
Traf Tech Engineering, Inc. has reviewed the “Documentation for Alternate Parking Standard (Parking Study)” prepared by FSMY Architects dated June 2014 in connection with the existing Design Center of The Americas (DCOTA) located at 1850 Griffin Road in the City of Dania in Broward County, Florida. The subject furniture and furnishing showrooms store currently has 220,000 square feet of occupied showroom space and 80,000 square feet of occupied office space.

Based on our review of the subject parking study, information contained in the Urban Land Institute (ULI) *Shared Parking* (Second Edition), and the Institute of Transportation Engineer’s (ITE) *Parking Generation* (Fourth Edition), Traf Tech Engineering, Inc. concurs with the findings documented in the above-referenced parking study. That is, a parking requirement of one (1) parking space for every 1,000 square feet of showroom space is sufficient to comfortably accommodate the peak parking demands of the facility. This recommended parking standard for showroom space excludes areas designated for office use. Office space shall be calculated separately based on the Code of Ordinances of the City of Dania Beach.

Please give me a call if you have any questions.

Sincerely,

TRAF TECH ENGINEERING, INC.


Joaquin E. Vargas, P.E.
Senior Transportation Engineer