

## Memorandum

FINAL

To: William Warner  
City of Middletown

From: Norman Goldman  
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Date: May 14, 2003

Subject: Parking Study-Goodspeed Playhouse  
Middletown, CT

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### Introduction

This memorandum presents the results of a parking study for the City of Middletown. The study was conducted in order to analyze parking demand and supply alternatives relative to accommodating the Goodspeed Playhouse demand in downtown Middletown.

The study area is bounded to the north by Washington Street, to the south by Dingwall St, to the east by Route 9 and to the west by Broad Street. This area encompasses six parking facilities at which supply and demand were observed. The study area is shown in Figure 1. The observed parking facilities are identified in the figure. The 2 possible locations for the Goodspeed are also shown in Figure 1.

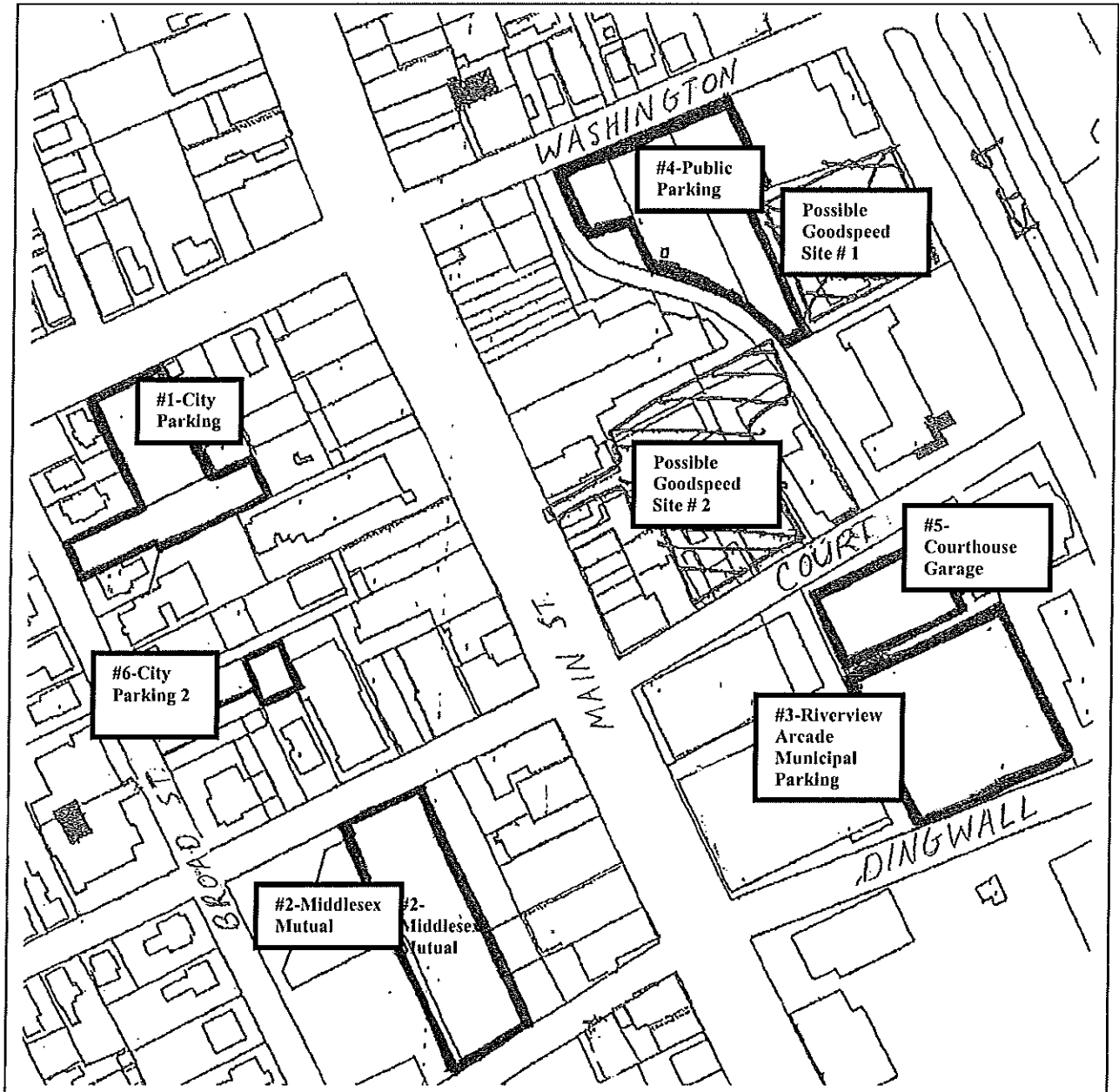
### Existing Conditions

#### Inventory

Currently there is a supply of 1,919 off-street parking spaces. Of the 1,919 spaces, 1,543 are available. The Courthouse Garage, which has a capacity of 365 spaces, is open only to courthouse employees and jurors. The Middlesex Mutual Garage, which has a capacity of 1,074 spaces, is open to the public, but usually closes at 7 PM on weekdays and is closed on weekends. However, the Middlesex Mutual Garage will remain open in the evenings and on weekends for Goodspeed events. Inventory by lot is shown in Table 1. Additionally there have been positive

discussions with the State regarding the Courthouse Garage and its availability particularly evenings and weekends.

Figure 1



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Table 1  
Inventory  
Middletown Parking Facility Survey

Parking Facility	Capacity	Rate
1 City Parking	100	2 hrs. free, \$.25/add'l hour by meters at perimeter
2 Middlesex Mutual Garage	1074	\$.75/hr, \$8 max., basement for hotel only, closes at 7 PM
3 Riverview Arcade Municipal Parking*	170	2 hrs. free, \$1/add'l hour, permit only lower level
4 Public Parking	177	2 hrs. free, \$1/ add'l
5 Courthouse Garage	365	Employees and Jurors only
6 Public Parking 2	33	metered, \$.25
<b>Total Area Off-Street Parking</b>	<b>1919</b>	
<b>Total Area Off-Street Public Parking</b>	<b>1554</b>	
<b>Total Supply on Friday Evening after 7 PM</b>	<b>480</b>	

\*top level

## Occupancy

Occupancy counts were taken at six, off-street facilities on the evening of Friday, May 7<sup>th</sup>, the evening of Saturday, May 8<sup>th</sup> and during the peak period and pre-matinee hours on Wednesday, May 12<sup>th</sup> in order to evaluate the availability of off-street parking in the study area. Demand was observed at the City Parking Lots at Broad/Washington Streets, Middlesex Mutual Garage, Riverview Arcade Municipal Parking and the Public Parking Lot at Melilli Plaza. Occupancy counts are shown in Table 2.

## Typical Weekday

Counts were conducted on Wednesday, May 12<sup>th</sup>, 2004 at 10 AM and 2 PM in order to identify peak period occupancy. All facilities were open at the time of the counts. During the peak period, facilities were not full to capacity. During the 10 AM hour, only one public facility, the Public Parking Lot at Melilli Plaza, was near full capacity, at 95 percent. All others were below 76 percent occupied. At 2 PM, all lots were at or below 71 percent occupied.

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## **Weekday Matinee**

In addition to peak periods, occupancy was observed on Wednesday, May 12<sup>th</sup>, 2004 between the hours of 1 PM and 2 PM. This hour has been identified as the hour prior to a matinee performance at the Goodspeed. During this hour occupancies were almost identical to those of the 2 PM count, being at or below 71 percent.

## **Friday Evening**

Occupancy was observed on Friday evening from 7 PM to 8 PM. This hour was chosen as it is the hour prior to evening performances at the Goodspeed Playhouse. By 6:30PM Middlesex Mutual has only 60 cars in the facility. During the hour one parking lot in particular, the Public Parking lot at Melilli Plaza, filled quickly and by 8 PM was 97 percent occupied. Other parking facilities were 73 percent occupied or lower.

## **Saturday Evening**

A count was conducted on Saturday evening at 7 PM to verify weekend data from Friday's counts. The occupancy from Saturday's count was lower than that of Friday evening. This could be due to there being few, if any, employees present on Saturday, while employees and visitors may stay later or come into town on Friday evenings for events. All parking facilities were at or below 53 percent occupied. Also, though it is usually closed on weekends, the Middlesex Mutual garage was open during our count and had an occupancy of only 48 spaces leaving 1026 spaces to serve the Goodspeed demand.

## **Vacant Spaces/Current Availability**

Of the total capacity of 1,543 spaces, actual availability after 7 pm on weekdays is at least 465 spaces and on weekends it increases to 1,000. In addition, there are 365 spaces in the Courthouse Garage that are not occupied during evenings (after business hours) and weekends, though they are utilized during weekdays by courthouse employees only. As previously mentioned, discussions with the State indicate a good possibility that these will be available to serve the alternate #2 site.

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Table 2  
Occupancy  
Middletown Parking Facility Survey

Wednesday	Location												Total	Total After 7 PM									
	City			Middlesex			Riverview			Public													
	Parking #	%		Mutual #	%		Arcade Municipal* #	%		Public Parking #	%				Courthouse Garage** #	%		Public Parking #	%				
Capacity	100			1074			170			177			365			22			1543				
10:00 AM	65	65%		759	71%		129	76%		169	95%		365	100%		5	23%		1127	73%		N/A	N/A
1:00 PM	68	68%		763	71%		119	70%		122	69%		365	100%		5	23%		1077	70%		N/A	N/A
1:30 PM	67	67%		766	71%		121	71%		122	69%		365	100%		5	23%		1081	70%		N/A	N/A
2:00 PM	67	67%		766	71%		120	71%		121	68%		365	100%		4	18%		1078	70%		N/A	N/A
<b>Friday</b>																			<b>Total</b>			<b>Total After 7 PM</b>	
Capacity	100			1074			170			177			365			22			1543			480	
6:30 PM	32	32%		60	6%		96	56%		111	63%		0	0		20	91%		319	0.21		N/A	N/A
7:00 PM	34	34%		closed	N/A		119	70%		141	80%		0	0		14	64%		308	0.2		308	64%
7:30 PM	38	38%		closed	N/A		124	73%		171	97%		0	0		14	64%		347	0.22		347	72%
<b>Saturday</b>																			<b>Total</b>			<b>Total After 7 PM</b>	
Capacity	100			1074			170			177			365			22			1543				
7:00 PM	22	22%		48	4%		41	24%		93	53%		0	0%		9	41%		204	13%		N/A	N/A

\*top level only

\*\*courthouse garage was not counted, but assumed full while open daily to employees

Table 3  
Vacancy  
Middletown Parking Facility Survey

Wednesday	Location																													
	City Parking			Middlesex Mutual			Riverview Arcade Municipal*			Public Parking			Courthouse Garage**			Public Parking 2			Total											
	#	%		#	%		#	%		#	%		#	%		#	%		#	%		#	%		#	%				
Capacity	100		1074		170		177		365		22		1543																	
10:00 AM	35	35%	315	29%	41	24%	8	5%	0	0%	17	77%	416	27%	N/A	N/A	N/A	N/A												
1:00 PM	32	32%	311	29%	51	30%	55	31%	0	0%	17	77%	466	30%	N/A	N/A	N/A	N/A												
1:30 PM	33	33%	308	29%	49	29%	55	31%	0	0%	17	77%	462	30%	N/A	N/A	N/A	N/A												
2:00 PM	33	33%	308	29%	50	29%	56	32%	0	0%	18	82%	465	30%	N/A	N/A	N/A	N/A												
<b>Friday</b>																														
Total After 7 PM																														
Capacity	100		1074		170		177		365		22		1543																	
6:30 PM	68	68%	1014	94%	74	44%	66	37%	365	100%	2	9%	1224	79%	N/A	N/A	N/A	N/A												
7:00 PM	66	66%	closed	N/A	51	30%	36	20%	365	100%	8	36%	161	10%	161	34%														
7:30 PM	62	62%	closed	N/A	46	27%	6	3%	365	100%	8	36%	122	8%	122	25%														
<b>Saturday</b>																														
Total After 7 PM																														
Capacity	100		1074		170		177		365		22		1543																	
7:00 PM	78	78%	1026	96%	129	76%	84	47%	365	100%	13	59%	1317	85%	N/A	N/A	N/A	N/A												

\*top level only

\*\*courthouse garage was not counted, but assumed full while open daily to employees

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## Future Developments

### Goodspeed Playhouse

The Goodspeed Playhouse is expected to host 280 events in its first year of operation in downtown Middletown. Parking demand generated by The Goodspeed is dependant upon level of attendance in the theatre and time of performance. Assuming that the 800-seat theater is sold out, we applied auto occupancy of 2.25 in order to determine parking demand. This auto occupancy was identified during a previously conducted study at a similar theater, the Kiel Opera House in St. Louis. Using this basis, performances at the Goodspeed would draw a demand of 356 vehicles. This is shown in Table 4.

Table 4  
Goodspeed Playhouse Demand

Seats (persons)	Auto Occupancy	Parking Demand
800	2.25	356 vehicles

Though we have calculated demand for a full to capacity scenario, it could be the case that the Playhouse will not be sold out for every performance and would therefore require fewer parking spaces. This has been seen in studies conducted for similar venues. Attendance data would allow us to more specifically determine the need for events on weekdays, weekends and evenings. In relation to the Playhouse demand for parking, a summary of parking availability during count times as well as additional capacity that could be provided by the Courthouse Garage and Middlesex Mutual Garage, if opened on evenings and weekends, is shown in Table 5.

Table 5  
Summary  
Middletown Parking Facility Survey

	Time Period				
	Weds 1:00 PM	Weds 2:00 PM	Fri 7:00 PM	Fri 7:30 PM	Sat* 7:00 PM
Total Vacancy	466	465	161	122	952
Playhouse Demand	356	356	356	356	204
Net	110	109	-195	-234	748
Net w/ Courthouse	475	474	170	131	1113
Net w/ Middlesex	1184	1183	879	840	748

\*middlesex mutual garage was open during the Saturday count



## **Conclusion**

Considering that the Goodspeed Playhouse would require about 356 parking spaces, it is our opinion that there are no times when the currently available supply in the study area will not be able to meet demand. Both Middlesex Mutual and the Courthouse Garages are ideal due to their close proximity to the potential Goodspeed Playhouse locations. Again, taking into consideration the possible locations of the Goodspeed, the most convenient parking would be located at the Riverview Arcade Municipal Lot and the Courthouse Garage. The Riverview Arcade lot has a capacity of 170 spaces. Between these two parking facilities there are a total of 535 spaces, which would cover the demand for a full attendance event.