

Operational Parking Analysis

Madison Plaza

Tenant	SF	Use	Hours of Operation	Peak Hours of Operation	Total # of Employees	# of Employees during Peak*	# of Customers during Peak*	Total Parking Demand
24 Hour Fitness	37,849	A health/physical fitness club	24/7	6:00-7:30 am 5:00-7:00 pm	40	10	80	90
Denny's	3,943	The operation of a sit down Denny's Restaurant	24/7	9:00 am-12:00 pm	30	16	60	76
Starbucks	1,950	A coffee store with a drive-through selling some retail items	4:00 am-11:00 pm	7:00-9:00 am	24	8	14	22
Retail	41,117	General Retail	10:00 am-11:00 pm	11:00 am-2:00 pm 5:00 pm-8:00pm	80	24	84	108
Total Parking Demand								296
Total Parking Provided								432

The Madison Plaza center is a mixed use shopping center with multiple tenants and very different operating characteristics, such as early morning activity and late evening entertainment oriented uses. Each use will have different peak hours and parking requirements at various times. This will enable the complex to remain successful from a parking perspective due to the various uses and peak hours for the multiple uses. The health club peak hours will not conflict with peak hours of the retail use, or Starbucks. The Denny's Restaurant peak hours will not conflict with Starbucks.

*Peak Hours data is at any given time.



Looking north from Madison Street



Existing parking adjacent to Denny's



Looking west to single family residences



Intersection of Madison Street and Garden Street



Looking northwest at apartments and single-family residences.



Looking southwest to State Route 91 and single-family residences.



Entrance between gas station and proposed drive-thru restaurant.



Looking northwest from gas station.