DOWNTOWN HOPEWELL VISION

SUPPLEMENTARY DOCUMENTS

CITY OF HOPEWELL
INCORPORATED JULY 1, 1916
FOUNDED 1613 AD
SEMPER PARATUS
COMMONWEALTH OF VIRGINIA

JANUARY 14, 2003

DAVIS CARTER SCOTT | HYETT - PALMA | WELLS & ASSOCIATES | LEWIS SCULLY GIONET

HOPEWELL, VIRGINIA

DRAFT DOWNTOWN MASTER PLAN

Supplementary Documents

November 25, 2002

Davis Carter Scott/HyettPalma/Lewis Scully Gionet/Wells and Associates

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INTRODUCTION

The following reports, HyettPalma, Inc.'s Downtown Hopewell Economic Enhancement Strategy 2002 and Wells and Associates' Downtown Hopewell Transportation Evaluation were instrumental in the preparation of the Downtown Hopewell Master Plan. The Hyett Palma study documented community opinions in a variety of ways including interviews with a number of community leaders and focus groups. The firm developed the vision for Downtown in an open community session that involved participation from many segments of the community. In addition, HyettPalma also undertook market studies/assessments of the retail, housing and office market segments as well as a physical evaluation of the Downtown area. Their insights were invaluable in the development of many of the recommendations in the Downtown Hopewell Master Plan.

HyettPalma, is a nationally recognized leader in Downtown redevelopment and revitalization. Their market and reality driven approach has proven success in communities across the nation.

Wells and Associates, one of the leading traffic engineering firms in Virginia, undertook an assessment of existing traffic, parking and pedestrian circulation issues currently existing in Downtown Hopewell. Their evaluation of these conditions as well as their recommendations regarding future needs in these areas informed the Downtown Plan's recommendations regarding traffic calming and circulation and the future parking demands for the area.

MAKING DOWNTOWN RENAISSANCE A REALITY

HyettPalma

Downtown Hopewell

Economic Enhancement Strategy 2002

MAKING DOWNTOWN RENAISSANCE A REALITY

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June 17, 2002

City of Hopewell
c/o Davis Carter Scott
1676 International Drive, Suite 500
McLean, VA 22102

RE: ***Hopewell Downtown Economic Enhancement Strategy 2002***

Dear City of Hopewell Officials:

In accordance with our contract with Davis Carter Scott for professional services, HyettPalma, Inc., is pleased to present the following document titled: ***Hopewell Downtown Economic Enhancement Strategy 2002***.

This document presents the findings of a comprehensive analysis of Downtown Hopewell's commercial markets. These findings were used to define a specific economic enhancement strategy for the Downtown project area. The recommended strategy was tailored to enable Hopewell's Downtown to attain the community's defined vision as well as the identified market opportunities.

Thank you for the opportunity to lend our firm's expertise to this very important project. We hope you will keep us informed of your success and know that we stand ready to assist in any way we can as you proceed with your Downtown enhancement effort.

Sincerely,

Doyle G. Hyett

Dolores P. Palma

HyettPalma

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Overview

OVERVIEW

This document presents the community's vision for Downtown Hopewell, Virginia, as well as the findings of a market analysis conducted for Downtown Hopewell. The vision and the market analysis results were used as the foundation upon which to develop an economic enhancement strategy for Downtown. The economic enhancement strategy was specifically crafted to further strengthen Downtown Hopewell and to guide its future development -- in keeping with the vision and market analysis findings.

The boundaries of the Downtown project area are shown on the following page of this document.

The assignment was commissioned by Davis Carter Scott for the City of Hopewell. The enhancement strategy was completed by HyettPalma, Inc., in conjunction with the Downtown Process Committee, formed by the City of Hopewell at HyettPalma's request, to oversee the project.

The community's vision for Downtown was defined through a series of meetings that were moderated by HyettPalma. A compilation of the resulting vision is included in this document.

The market analysis portion of the project was conducted for the following purposes:

- To gain a higher level of knowledge concerning the business operations and market orientation of Downtown;
- As the basis for developing an economic strategy to enhance existing businesses currently operating in Downtown;
- To attract additional businesses which complement Downtown's existing businesses; and
- To guide the further enhancement of Downtown.

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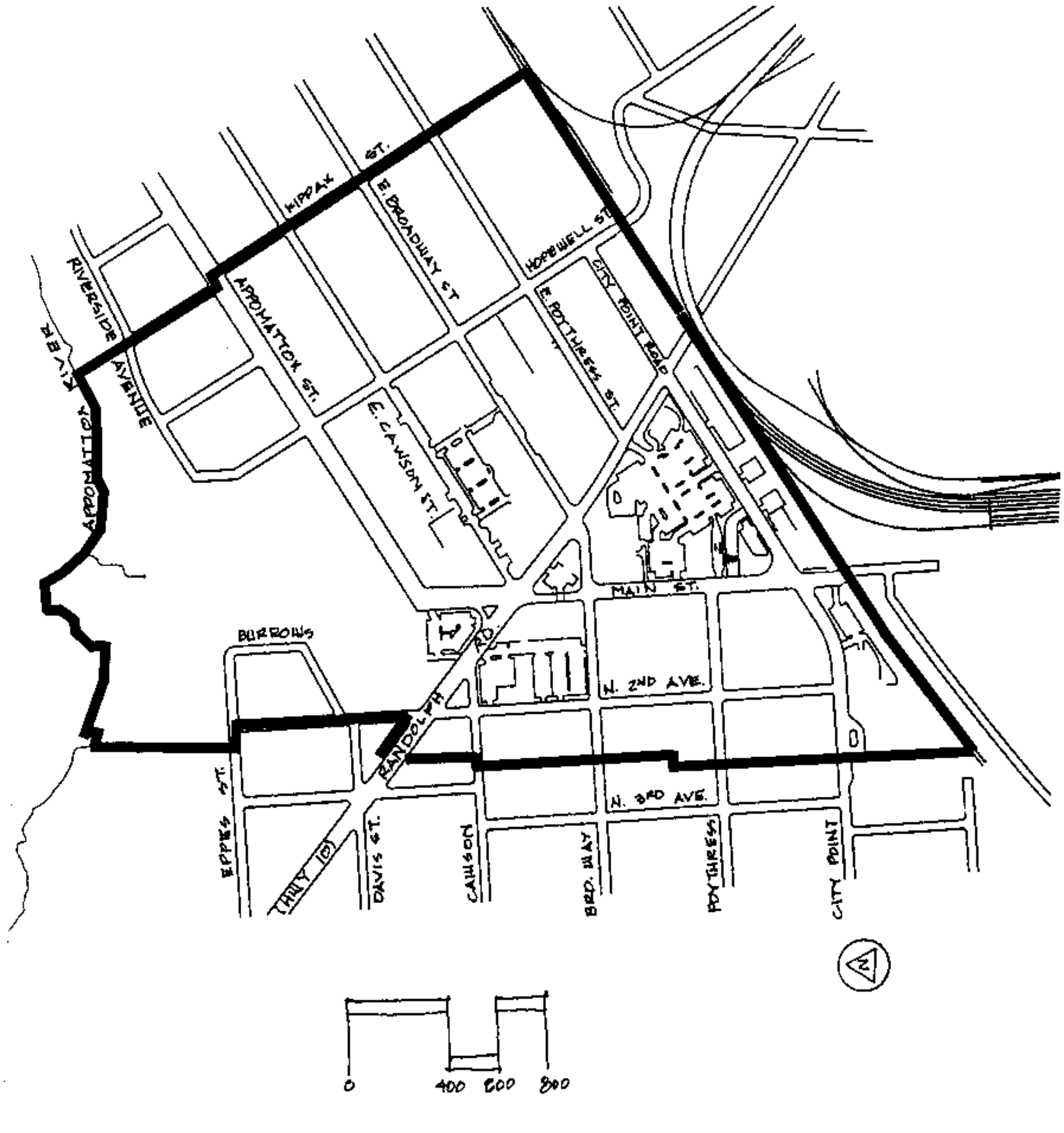
Downtown Hopewell



The recommended strategies were developed in accordance with the community's vision and the findings of the market analysis and are presented in the second part of this document.

The research completed in association with this assignment included:

- A review of all available and previously completed planning studies and market analyses;
- The findings of Downtown customer and employee focus group sessions;
- The findings of a community forum open to the public;
- An inventory of retail space, office space, and housing in Downtown;
- An assessment of Downtown's current business environment;
- An assessment of commercial districts which represent some degree of competition for the commercial offerings found in Downtown;
- Analysis of a demographic and socio-economic profile of primary trade area residents prepared by ESRI;
- Review of all relevant statistical information published by the U.S. Department of Commerce; and
- Field research conducted by the City of Hopewell, the Downtown Process Committee, Davis Carter Scott, and HyettPalma, Inc.

The research model employed in this assignment was developed by HyettPalma, Inc., and has been extensively used throughout the United States.

I. Retail Market Opportunities

I. RETAIL MARKET OPPORTUNITIES

Following is an analysis of the retail operations of Downtown Hopewell and of the primary retail market which is served by Downtown. The purpose of this analysis was to, first, identify significant economic indicators which characterize the retail potential of Downtown, and second, to identify economic factors which should guide efforts to enhance retail operations in Downtown Hopewell.

Boundaries of Retail Trade Area

For the purposes of this retail market analysis, Downtown Hopewell's primary retail trade area is defined, as:

- The geographic area from which the majority of retail customers are currently drawn; and
- The geographic area which presents the greatest potential in the immediate future for gaining additional retail customers.

Based on current customer travel patterns, discussions with local business leaders and government officials, and the opinion of HyettPalma, Inc., Downtown's primary trade area has been identified as that shown on the following page.

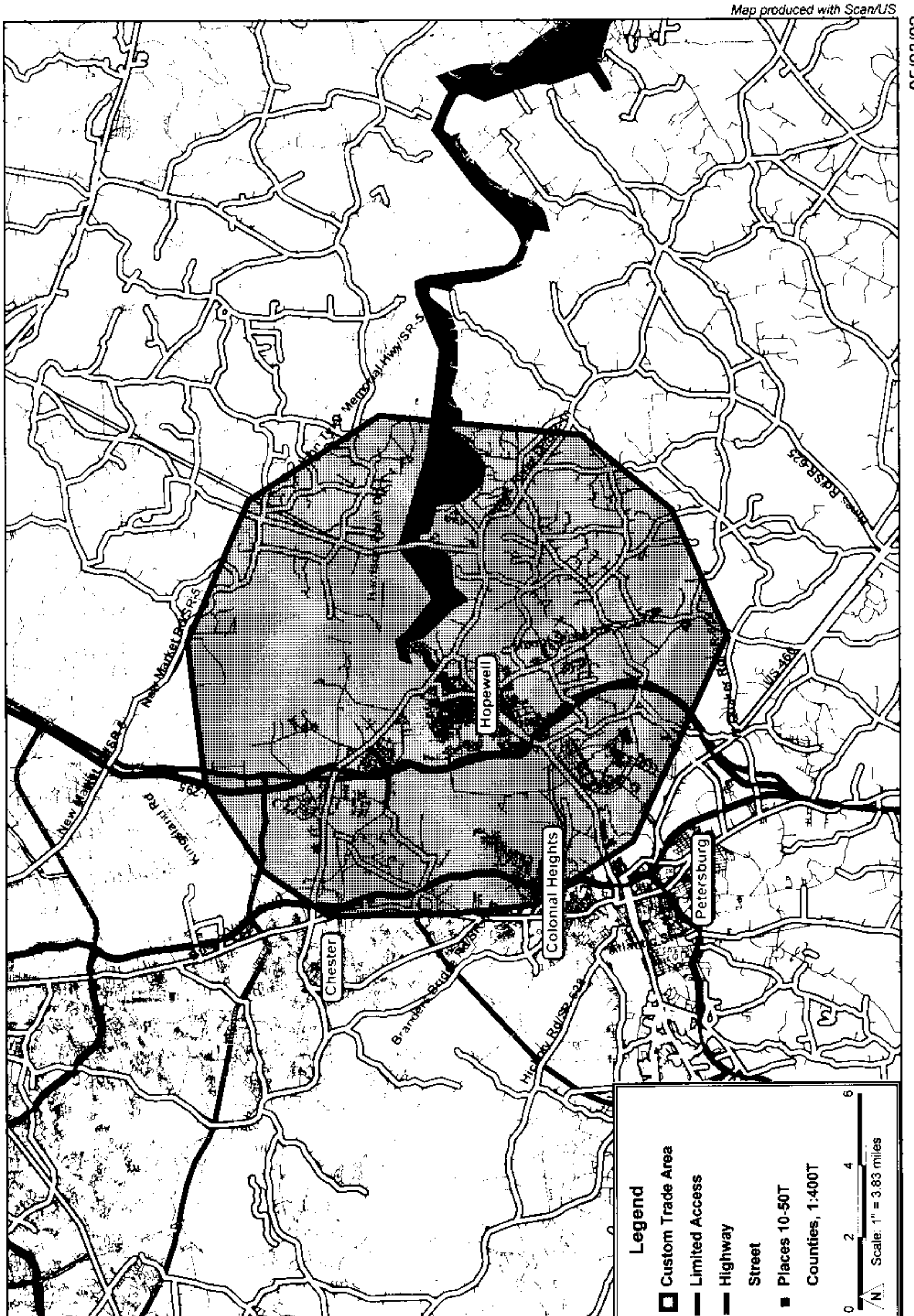
Key Retail Market Indicators

Following are the key demographic and socio-economic indicators which characterize Downtown Hopewell's retail customer base. These indicators are based on the most current information available as of 2002.

THE PRIMARY TRADE AREA HAS AN ESTIMATED POPULATION OF 64,713 -- WITH AN ESTIMATED 23,553 HOUSEHOLDS (Source: ESRI estimate)

THE PRIMARY TRADE AREA POPULATION IS ESTIMATED TO INCREASE TO APPROXIMATELY 68,455 BY 2006, WITH AN ESTIMATED 25,313 HOUSEHOLDS BY 2006 (Source: ESRI estimate)

Downtown Hopewell, VA



THE AVERAGE HOUSEHOLD SIZE IS 2.61 PERSONS, WHICH IS SLIGHTLY LESS THAN THE NATIONAL AVERAGE OF 2.68 (Source: ESRI estimate)

THE TOTAL ESTIMATED ANNUAL INCOME OF HOUSEHOLDS WITHIN THE PRIMARY TRADE AREA IS APPROXIMATELY $1,242,000,000 (Source: ESRI estimate)

THE AVERAGE HOUSEHOLD INCOME FOR THOSE IN THE PRIMARY TRADE AREA IS $52,742 (Source: ESRI estimate)

Inventory of Retail Uses

As noted in the table on the following pages, Downtown Hopewell currently contains approximately 48 retail businesses, which occupy approximately 184,000 square feet of building space. The retail inventory was completed by Davis Carter Scott.

Downtown Hopewell Retail Businesses by Standard Industrial Classification

SIC CODE	BUSINESS TYPE	# BUS.	TOT. SQ. FT.
53	**General Merchandise**		
5331	Variety Store	1	7,500
54	**Food Store**		
5441	Candy/Nut/Confectionary	1	900
5499	Miscellaneous Food	1	2,750
55	**Automotive Dealers and Service Stations**		
5511	New/Used Cars	1	23,650
5531	Auto/Home Supply	4	27,950
5541	Gas Service Station	1	2,400
5551	Boat Dealer	1	8,400
56	**Apparel and Accessories**		
5621	Women's Apparel	2	1,850
5699	Miscellaneous Apparel	1	2,750
57	**Furniture and Home Furnishings**		
5722	Home Appliances	1	1,500
5731	Radio/TV/Electronics	2	4,000
58	**Eating/Drinking**		
5812	Eating Places	6	15,875
59	**Miscellaneous Retail**		
5921	Liquor Store	1	4,000
5932	Antiques	15	43,350
5947	Gift/Novelty	1	1,500
5992	Florist	1	1,500
5999	Miscellaneous Retail	1	900
	Select Support Services		
5112	Office Supplies	1	1,200
7216	Dry Cleaners/Tailors	1	2,250
7231	Beauty Shops	2	4,400

Downtown Hopewell Retail Businesses by Standard Industrial Classification

SIC CODE	BUSINESS TYPE	# BUS.	TOT. SQ. FT.
	Amusement and Recreation Services		
7911	Dance Studios/Schools	1	2,750
7991	Physical Fitness Facilities	2	22,650

TOTAL NUMBER OF RETAIL BUSINESSES	**48**

TOTAL SQUARE FEET OF OCCUPIED RETAIL BUSINESS SPACE	**184,025**

Source: Davis Carter Scott

Downtown Vision 2007

As part of this project, a series of meetings were held to engage the community in defining their shared, preferred vision of what Downtown Hopewell should be like in the year 2007. A compilation of comments made at those sessions is shown below.

By the year 2007, Downtown Hopewell would be a popular place to go -- both day and night. Streets would be filled with people due to Downtown's "varied and vibrant retail sector," the Beacon Theater would be renovated and thriving, and Downtown would be a sought after destination. Overall, Downtown Hopewell would be a distinctively unique place to live, work, and play. And, it would be popular not just with tourists, but with area residents as well.

Downtown would include a larger number and greater variety of retail businesses and restaurants. Business owners would take great pride in their shops and "present themselves in a professional manner." And, business owners would work together to market Downtown to local residents, residents of Prince George County, and area visitors.

Vacant buildings would be upgraded and utilized -- "keeping the ambience of our older buildings." Facades would be renovated and there would be "standards in place for how buildings should look" -- so that Downtown has a "coordinated" appearance based on "saving our history." New buildings would be constructed to be "compatible with the old." Business trash would not be "at the front door," but located in appropriate receptacles. And, Downtown's streetscape would be improved with "period lighting," trees, benches, and walks wide enough for "socializing." This combination of improvements would result in a Downtown that is quaint, charming, inviting, and family-oriented.

Downtown would be clean and "sparkling with pride." This would include cleaning walks, washing windows, planting flowers, and the on-going maintenance of buildings, businesses, and public spaces.

The community would maximize the fact that "we have two rivers" by using the waterfront and encouraging the development of "owner occupied housing with a river view," restaurants, quality lodging, and open space -- all in proximity to the water.

Downtown would be made more pedestrian-friendly by removing truck traffic from Route 10 and with "safe pedestrian pathways" and safer intersections for pedestrians. Downtown pedestrians would also feel safer due to the introduction of police foot and bike patrols. And, public parking would be adequate to serve the needs of Downtown shoppers, workers, visitors, and residents.

And finally, the community would stop "dwelling on the past and think more positively about the future." This would allow the community to "put an overlay of charm on what we have Downtown" and use pride to make Downtown more successful and desirable.

Downtown would contain a variety of uses and destinations, including:

- A larger number and greater variety of retail businesses;
- Restaurants, outdoor dining, and waterfront dining;
- Performing arts (live theater and movies) and visual arts;
- An improved library -- either in its current location or in another Downtown building;
- A historic museum;
- More quality housing for owner occupants -- so more people would be "in Downtown and caring for Downtown" -- and the reduction or elimination of substandard housing;
- Services for Downtown residents;
- Banks, professional offices, and government offices;
- Meeting and training facilities;

- Lodging; and
- Green space for events, activities, and passive recreation.

This improved Downtown Hopewell would be able to attract a variety of consumers, including:

- Residents of Hopewell;
- Downtown employees;
- Residents of Downtown's trade area;
- Employees of local corporations and industry;
- Area-wide tourists;
- Military personnel;
- Business travelers and conventioneers; and
- Those using the rivers and the marina.

By the year 2007, Downtown Hopewell would be known for having the following image.

A thriving hub for locals and tourists
that has an enticing variety of great businesses
and a lush and vivid history.

A historic Downtown that is
vibrant and cosmopolitan,
offering up-to-date
shopping, dining, and entertainment.

A Downtown where business owners provide great personal service and make each customer feel special -- they know your name!

A Downtown that boasts an operating vintage theater, a state-of-the-art library, great places to live, and a beautiful waterfront.

A National Register Historic District where something is going on all the time -- shopping, dining, theater, arts, festivals -- making it fun and safe for the whole family.

A Downtown of strong people with good character who work together, put the past behind them, show great pride in their businesses, buildings, and homes, and make Downtown Hopewell dynamic.

Downtown's Retail Growth Potential

As noted by the graphs on the next two pages, the total estimated demand for retail products in Downtown's primary trade area is approximately $383,000,000 per year. **{NOTE: A complete presentation of retail product demand -- by product type -- is presented in THE RETAIL REPORT® contained in the Appendix of this document.}**

It is assumed, as a conservative estimate, that Downtown Hopewell retail businesses are now generating an average (blended figure) of approximately $125 per year per square foot in retail sales (sales of the types of products presented on the next page). Downtown Hopewell should currently be generating approximately $23,000,000 in retail sales per year.

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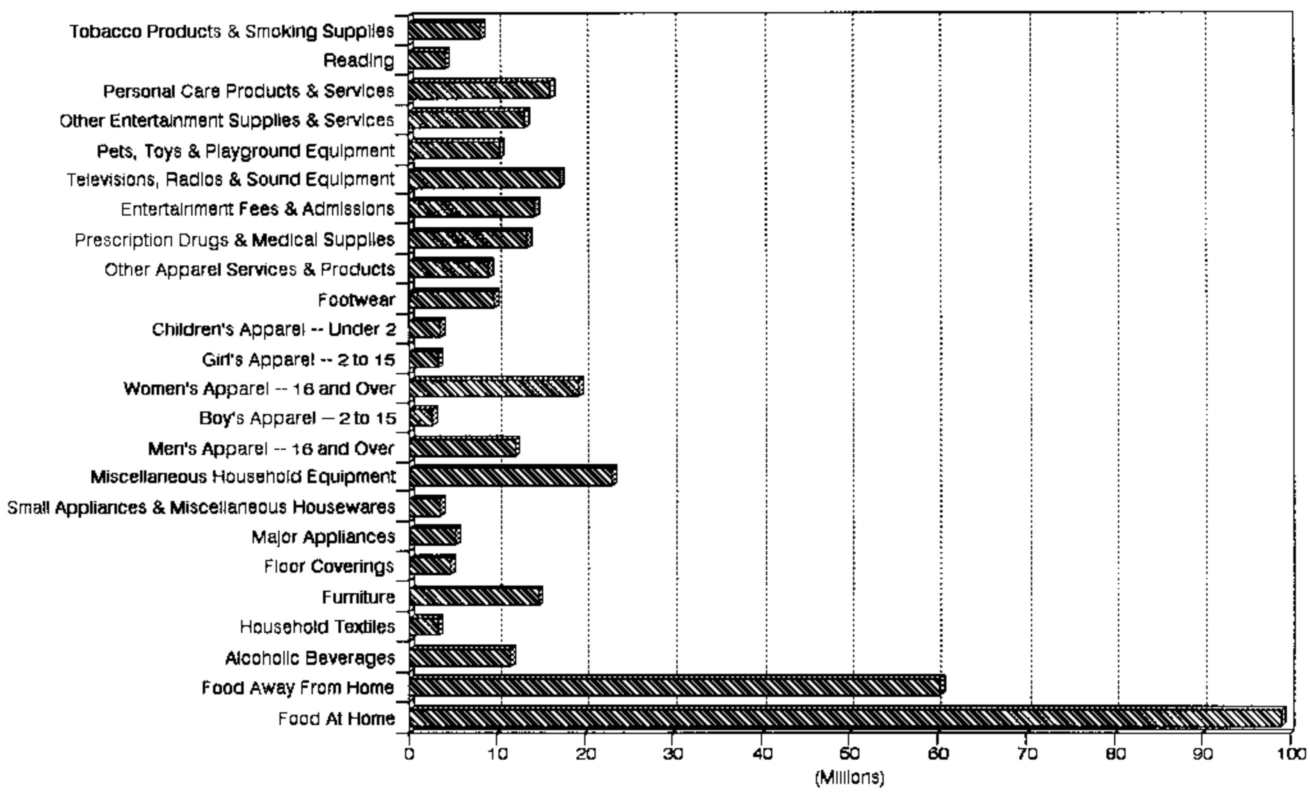
TOTAL PRODUCT DEMAND
BY PRODUCT TYPE



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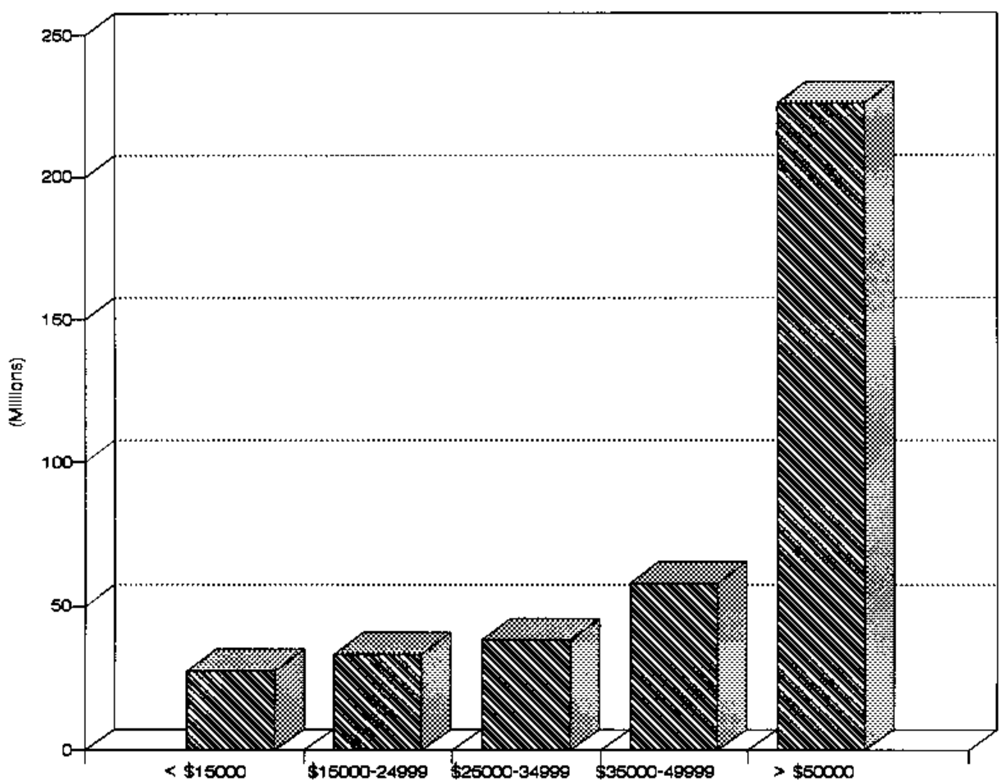
TOTAL PRODUCT DEMAND
BY INCOME GROUP



By dividing the project area's estimated annual retail sales -- $23,000,000 -- by the total estimated demand for retail products within the primary trade area -- $383,000,000 -- it can be concluded that Downtown Hopewell may currently be capturing approximately 6% of the retail sales potential within the primary trade area. And, the balance of the demand is being captured by businesses within other parts of the primary trade area and/or by businesses in other trade areas.

Taking steps to further enhance Downtown Hopewell, and barring a significant decline in the national or regional retail economy, it is conservatively anticipated that Downtown may have the potential to increase its share of retail sales in its primary trade area from the current level of approximately 6% to between 7% and 7.25% by the year 2007. While this goal of share increase, between 1% and 1.25%, is relatively modest, it is a reasonable goal for Downtown Hopewell at this time.

If Downtown Hopewell is able to increase its market share to between 7% and 7.25% by the year 2007, it is possible that the project area may be able to increase its total capture of retail sales to between $26,800,000 and $28,725,000 by the year 2007 -- considered in constant 2002 dollars.

This increase in total retail sales could potentially support the development of between approximately 30,000 and 45,000 net square feet of additional retail space within Downtown Hopewell by the year 2007. This retail space could include expansions or sales increases by existing Downtown Hopewell retail businesses, the filling of existing vacant space in the project area by new retail businesses, and/or the construction of new retail space.

VERY IMPORTANT NOTE: Downtown Hopewell's ability to gain a larger market share will be contingent on efforts to enhance the area's business climate, to enhance and expand existing businesses, and to recruit additional retail businesses to the area. If such efforts are aggressively and diligently implemented, on an ongoing basis, the actual growth in Downtown Hopewell's market share could potentially be **much higher** than projected. Conversely, by the year 2007, Downtown Hopewell's market share could be **much less** than projected above if efforts to enhance the area and expand/recruit businesses are not diligently and continually pursued.

Potential Retail Business Types
for Enhancement, Expansion and Recruitment

Based on the findings of this retail market analysis, an opportunity exists for the enhancement or expansion of certain types of existing retail businesses in -- as well as the recruitment of additional businesses to -- Downtown Hopewell. A list of the types of existing retail businesses which may enhance their revenues through expansion or merchandise line reorientation -- and a list of the types of businesses which may be recruited to Downtown -- is shown in the chapter of this document titled ***Recommended Strategies***.

II. Office Market Opportunities

II. OFFICE MARKET OPPORTUNITIES

Following is an assessment of Downtown Hopewell's current office potential. The purposes of the assessment are:

- To identify key economic indicators which affect the office tenant potential of Downtown;
- To identify the office space development potential of Downtown; and
- To identify the types of office end-users that should be targeted for recruitment and expansion in Downtown.

Key Office Market Indicators

Following is an overview of key economic indicators which characterize the current office operations within Downtown Hopewell.

- Downtown Hopewell currently has a significant base of office development, with a total of approximately 69 various office occupants which occupy approximately 251,000 square feet.
- Office development is the most pronounced and stable use located in Downtown Hopewell.
- The potential for additional office development in Downtown Hopewell -- and the likely retention of significant portions of Downtown's current office development -- will likely be associated with the further enhancement of the overall physical and economic environment of the entire Downtown.

Inventory of Office Uses

The variety of office occupants found in Downtown can be seen in the following table, in which office tenants are listed by SIC numbers. The office inventory was completed by Davis Carter Scott.

Downtown Hopewell Office Businesses by Standard Industrial Classification

SIC CODE	BUSINESS TYPE	# BUS.	TOT. SQ. FT.
60	**Depository Institutions**		
602	Commercial Banks	4	26,450
606	Credit Unions	1	4,800
63/64	**Insurance**		
631	Life Insurance	4	2,700
639	Insurance Carriers, NEC	6	3,900
65	**Real Estate**		
653	Real Estate Agents/Mgrs.	4	6,400
654	Title Abstract Offices	2	1,700
80	**Health Services**		
801	Offices/Clinics of Doctors	4	11,950
802	Offices/Clinics of Dentists	4	6,690
807	Medical/Dental Labs	2	6,788
809	Other Health Services	1	3,000
81	**Legal Services**		
811	Legal Services	8	15,300
82	**Educational Services**		
823	Library	1	9,500
83	**Social Services**		
832	Individual/Family Services	1	18,000
86	**Membership Organizations**		
861	Businesss Associations	1	800
863	Labor Unions/Organizations	1	6,500
864	Civic/Social Organizations	6	13,440
866	Religious Organizations	3	5,575
87	**Engineering/Management Services**		
871	Engineering/Architecture	1	4,800

Downtown Hopewell Office Businesses by Standard Industrial Classification

SIC CODE	BUSINESS TYPE	# BUS.	TOT. SQ. FT.
91	**General Government**		
919	General Government	2	22,000
92	**Courts/Justice/Public Safety**		
921	Courts	1	35,200
94	**Admin. of Human Services**		
943	Admin. of Public Health Programs	1	8,900
944	Admin. of Social/Manpower	1	700
96	**Admin. of Economic Programs**		
961	General Economic Programs	1	700
	Offices Not Elsewhere Classified		
	Not Elsewhere Classified	9	34,950
TOTAL NUMBER OF OFFICE BUSINESSES		**69**	
TOTAL SQUARE FEET OF OCCUPIED OFFICE BUSINESS SPACE			**250,743**

Source: Davis Carter Scott

Downtown's Office Market Opportunities

It is anticipated that most of Downtown's office market growth will continue to consist of office uses which, primarily, serve the personal and household needs of those who live in, or live in proximity to, Downtown Hopewell's primary trade area, as is currently the case.

With the further enhancement of Downtown Hopewell, as has been found in other similar commercial districts which have embarked upon a progressive enhancement program, as improvements are made in the overall economic and physical conditions of Downtown, an associated increase in demand for office space normally follows. A conservative goal for additional office space demand in Downtown Hopewell, based on the further enhancement of the area between now and the year 2007, is estimated to be between approximately 20,000 and 25,000 square feet. This represents an increase in demand based on an anticipated demand for office space resulting from the further enhancement of the area -- and an anticipated increase in primary trade area households during the same time period.

VERY IMPORTANT NOTE: The potential for office space growth in Downtown Hopewell is based on increased demand resulting from the further enhancement of Downtown and from area household growth. This is a conservative method of projecting office space demand. However, the actual growth in demand can be much higher if Downtown: attracts headquarter offices, general offices, or back office operations from outside the area; attracts the relocation of office occupants currently located elsewhere in the community; or experiences significant expansion by current Downtown office operations.

Potential Office Types for Expansion and Recruitment

A listing of office types recommended for recruitment and expansion in Downtown Hopewell is shown in the chapter of this document titled ***Recommended Strategies***.

III. Housing Market Opportunities

III. HOUSING MARKET OPPORTUNITIES

As in other similar communities throughout the nation, as Downtown Hopewell becomes healthier, it is likely that an associated increase in demand for housing in and near Downtown will surface. All recent national reporting relative to trends in residential development indicates that many future housing occupants -- particularly singles, couples without children, individuals whose children have left home, and retired persons -- will seek quality housing in revitalized commercial districts, in increasing numbers.

Based on field analysis completed by Davis Carter Scott, Downtown Hopewell currently contains a total of approximately 281 housing units, including:

- 199 elderly/assisted units;
- 52 conventional apartments; and
- 30 single-family units.

These housing units are occupied by approximately 403 residents.

While Downtown Hopewell currently has a considerable amount of housing in and in proximity to the commercial district, it is likely that additional building renovation, public space enhancement, and an improved feeling of public safety will be necessary prior to a significant increase in demand for housing in and near Downtown Hopewell. And, it is also likely that some reduction in the amount of assisted housing in Downtown will be required prior to an increase in demand for a significant number of new market-rate units -- particularly demand for housing units in proximity to the core of Downtown Hopewell.

As Downtown Hopewell is further enhanced, every effort should be made to:

- Reduce the number of assisted housing units in Downtown and introduce a greater number of market-rate units in order to attain a greater balance in income levels;

- Place the greatest number of market-rate housing units in the upper floors of existing buildings throughout the commercial district;

- Develop the greatest number of new housing units in proximity to and affording views of the Appomattox River; and

- Enhance the greatest number of housing units in proximity to Downtown.

Rather than placing arbitrary or artificial limits on the number of housing units appropriate for Downtown Hopewell, it is suggested that the absorption of units in the marketplace be used as the indicator of demand. And, that every effort be made to develop the greatest number of market-rate units possible in and near Downtown when market conditions allow.

IV. Recommended Strategies

IV. RECOMMENDED STRATEGIES

This chapter includes a ***Development Framework*** and a pro-active ***Course of Action*** to enhance Downtown Hopewell. The ***Development Framework*** should be used to guide the project area's overall enhancement. The ***Course of Action*** should be implemented by a partnership of the private and public sectors in order to enhance the area.

The recommended ***Development Framework*** and ***Course of Action*** were specifically tailored to:

- Attain the community's defined vision for the Downtown project area;
- Capture the economic opportunities facing Downtown -- which were revealed in the market analysis; and
- Move Downtown forward -- from its present state -- on to a higher level of economic success.

In short, the ***Development Framework*** and ***Course of Action*** were designed to allow Hopewell's private and public sector leaders to gain greater control over Downtown's future -- its quality of businesses and development; its mixture of uses and the location of those uses; its physical design, appeal, and ambience; and its image and appeal in the marketplace.

An overview of the Downtown project area's present state is shown below. This overview is followed by the recommended ***Development Framework*** and ***Course of Action***.

DOWNTOWN HOPEWELL TODAY

Currently, Downtown Hopewell has many positive attributes that bode well for its future. These include:

- Activity generators -- such as the Municipal Building, Courts Building, John Randolph Medical Center and Nursing Home, banks, John Randolph Foundation, post office, community center, library, and the under-renovation Beacon Theater;

- A major amenity -- in the form of the Appomattox River;

- A major opportunity -- in terms of the former Copeland School site;

- A major attraction -- in the form of nearby City Point;

- Incentives -- including Downtown's existing Enterprise Zone designation and pending National Register and Virginia Historic District designations; and

- A strong market -- with approximately $383 million in annual retail spending potential existing in Downtown's primary trade area.

Today, Downtown Hopewell is comprised of two distinct sections -- the area west of Randolph Road and the area east of Randolph Road. Downtown is comprised of these two distinct sections not simply due to the traffic carried on Randolph Road (which is Route 10), but due to the very different nature of the portions of Downtown that lie west and east of Randolph Road.

In terms of their character, the area west of Randolph Road appears to be economically healthy, well-maintained, and the recipient of major private sector investment. The area east of Randolph Road, however, is economically problematic -- containing a number of struggling businesses, suffering from a lack of new investment and re-investment, exhibiting a lack of pride, and projecting a relatively poor image. Overall, the section of Downtown east of Randolph is grappling with a weak business climate and economic environment. On the other hand, the area west of Randolph enjoys a strong business climate and economic environment.

During the course of this project, it was found that the community would like Downtown Hopewell to be enhanced:

- To be quaint, charming, and historic;
- To be safe, clean, family-oriented, and pedestrian-friendly;
- To have a beautiful waterfront and a dynamic mix of businesses;
- To offer an animated, lively, and pleasant experience; and
- To be a destination that serves as the region's hub.

To attain this vision, the Downtown enhancement effort will need:

- Catalyst projects;
- Government leadership and commitment; and
- Implementation and follow-through that are strong enough to create extreme improvements.

And, the overall goal of the Downtown enhancement effort must be to:

- Improve Downtown's business climate, especially east of Randolph Road;
- Change current perceptions about Downtown and Downtown's current image; and
- Create lender, investor, consumer, and community confidence in Downtown once again.

The following ***Development Framework*** and ***Course of Action*** were designed to enable local leaders to do just that.

DEVELOPMENT FRAMEWORK

The following ***Development Framework*** should be used to guide the further enhancement of Downtown Hopewell.

- ***Districts***

Four districts should be created in Downtown Hopewell. The recommended districts are discussed below and shown on the map which follows.

1. Arts, Antiques, & Entertainment District

This district is centered on East Broadway and contains the Beacon Theater. This area should be enhanced as the most pedestrian-oriented, historic, quaint, and charming portion of Downtown Hopewell. It must be noted that while this is the most problematic portion of Downtown economically, it is also the portion that presents the opportunity to create the kind of Downtown desired by the community.

Retail, food, art, and entertainment uses should be clustered in first floors of buildings in this district, while upper stories should be used for offices and market-rate housing.

The following specific uses are appropriate for location in this district.

Prepared Food

- Moderate Priced Restaurants;
- Sandwich Shops;
- Coffee Houses;
- Delis;
- Bakeries; and
- Ethnic Foods -- i.e., Italian, Greek, French, Chinese, Mexican, etc.

Food for Home

- Green Grocer; and
- Health Foods.

Entertainment

- Entertainment in Restaurants -- i.e., piano player, guitarist, small combos, etc.; and
- Live Theater.

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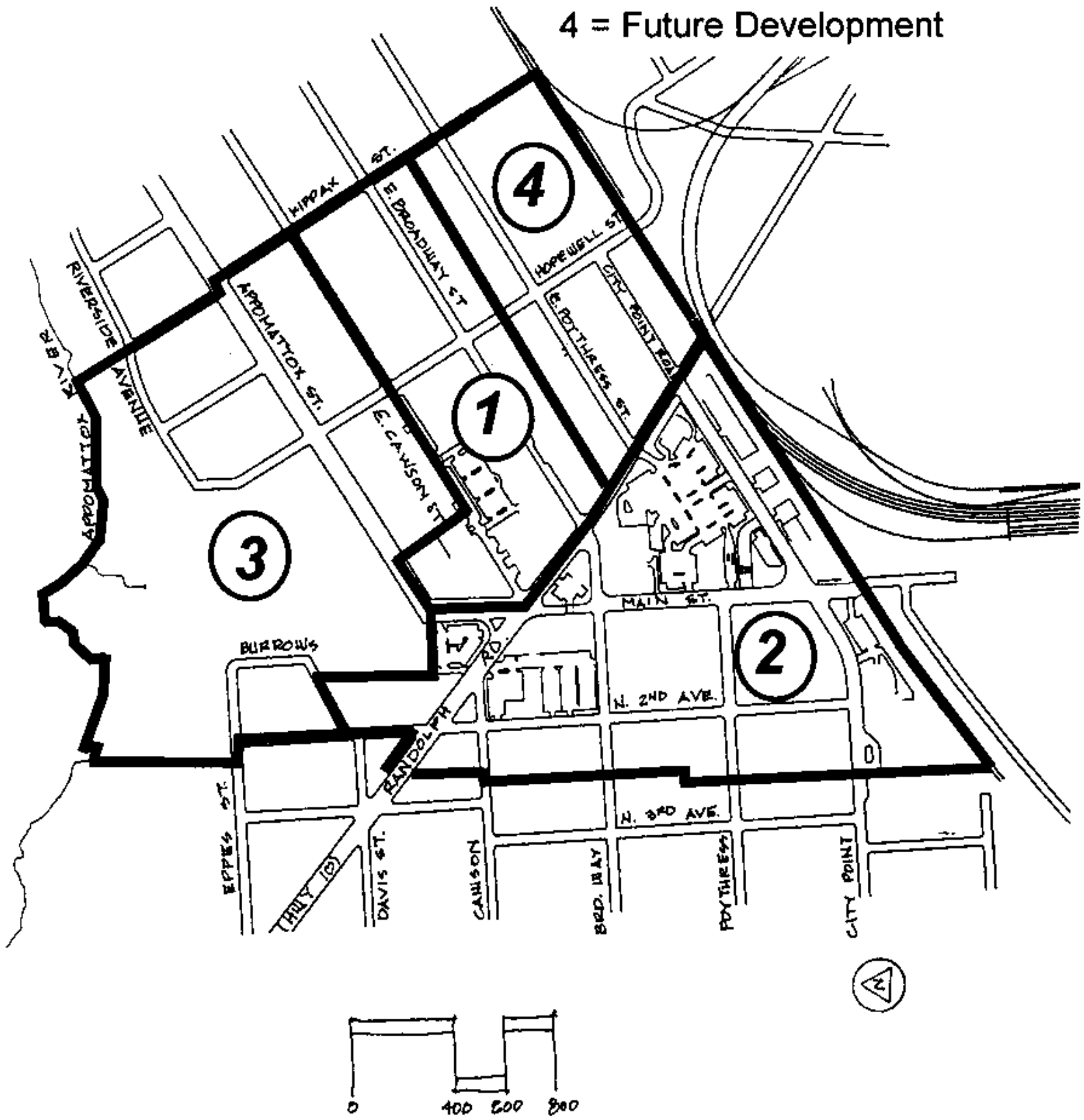
Downtown Hopewell

Districts

1 = Arts, Antiques & Entertainment
2 = Office & Institutional
3 = Waterfront
4 = Future Development



1. Arts, Antiques, & Entertainment District Uses (Continued)

Specialty Retail
- Antiques;
- Appliances;
- Art Galleries, Framing and Supplies;
- Books;
- Cameras and Photo Supplies;
- Casual Apparel and Accessories;
- Florist;
- Gifts, Stationery and Cards;
- Home Decorating Products and Design Services;
- Music (Recorded and Sheet);
- Office/School Supplies;
- Optical Products;
- Radio/TV/Electronics;
- Sewing Supplies;
- Small Variety Store;
- Sporting Goods;
- Tobacco Shop;
- Toys, Games and Crafts; and
- Traditional and Costume Jewelry.

Convenience Retail/Select Services
- Barber Shops;
- Beauty Shops;
- Physical Fitness Facility;
- Shoe Repair/Shine; and
- Video Rental.

Offices
- Accounting, Auditing, Bookkeeping;
- Advertising;
- Commercial Banks;
- Computer and Data Processing;
- Credit Reporting and Collection;
- Credit Unions;
- Dentists Offices;
- Doctors Offices;
- Engineering, Architectural Services;
- Fire, Marine Casualty Insurance;
- Health and Allied Services;

1. Arts, Antiques, & Entertainment District Uses (Continued)

Offices (Continued)
- Home Health Care Services;
- Individual and Family Services;
- Legal Services;
- Library;
- Life Insurance;
- Management and Public Relations;
- Medical Service and Health Insurance;
- National Security;
- Newspapers;
- Passenger Transportation Arrangement;
- Personnel Supply Services;
- Photographic Studios;
- Print Shops;
- Real Estate Agents and Managers;
- Residential Care;
- Savings Institutions;
- Security Brokers and Dealers;
- Subdividers and Developers;
- Tax Services; and
- Title Abstract and Insurance Offices.

Housing
- Above first floor uses.

2. Office & Institutional District

Currently, this is the healthiest portion of Downtown and contains primarily office and institutional uses. The current orientation of this area should be maintained.

The following specific uses are appropriate for location in this district.

Prepared Food
- Moderate Priced Restaurants.

Convenience Retail/Select Services
- Barber Shops;
- Beauty Shops;
- Dry Cleaners/Tailor Shop;
- Florist;

2. *Office & Institutional District Uses* (Continued)

Convenience Retail/Select Services (Continued)
- Gas Service Station; and
- Pharmacy.

Offices
- Accounting, Auditing, Bookkeeping;
- Administration of Educational Programs;
- Administration of Public Health Programs;
- Administration of Veterans' Affairs;
- Administration of Economic Programs;
- Administration of Utilities;
- Advertising;
- Child Care Services;
- Commercial Banks;
- Computer and Data Processing;
- Courts;
- Credit Reporting and Collection;
- Credit Unions;
- Dentists Offices and Clinics;
- Doctors Offices and Clinics;
- Engineering, Architectural Services;
- Executive Offices of Government;
- Fire, Marine Casualty Insurance;
- General Government;
- Health and Allied Services;
- Home Health Care Services;
- Individual and Family Services;
- Legal Services;
- Legislative Bodies;
- Life Insurance;
- Management and Public Relations;
- Medical Service and Health Insurance;
- National Security;
- Newspapers;
- Passenger Transportation Arrangement;
- Personnel Supply Services;
- Photographic Studios;
- Print Shops;
- Public Order and Safety;
- Real Estate Agents and Managers;
- Residential Care;

2. *Office & Institutional District Uses* (Continued)

Offices (Continued)
- Savings Institutions;
- Security Brokers and Dealers;
- Subdividers and Developers;
- Tax Services; and
- Title Abstract and Insurance Offices.

Housing
- Above first floor uses; and
- Infill buildings on redeveloped lots, underutilized lots and surface parking lots.

3. *Waterfront District*

This district contains Downtown's major opportunity (the former Copeland School site) as well as Downtown's major amenity (the Appomattox River). In addition, this district includes the current library and residential uses.

It is understood that some might wish to preserve the school building itself. However, doing so would hinder the ability to develop the site with the mixture of uses desired by the community. Therefore, the former school site and the current library site should be packaged as one site and offered to private sector investors. Development on the site should contain a mixture of uses, including medium-density market-rate housing, lodging, waterfront dining, some degree of office and retail along Appomattox Street and Cawson Street, and public access/marina/open space along the shore of the Appomattox River.

4. *Future Development District*

This district contains a mixture of uses and a number of under-developed sites. Over time, property in this district will become more valuable as the Arts, Antiques, & Entertainment District is enhanced and as the Waterfront District is developed.

In the future, this district should contain office development, convenience retail, personal service businesses, and a limited amount of housing.

■ ***Focus Area***

At the start, Downtown enhancement initiatives should be focused on:

- Improving the Arts, Antiques, & Entertainment District; and
- Preparing the Waterfront District for future development.

■ ***Pending Projects***

The following projects located in or affecting Downtown are "in the works" and should be supported and completed at the earliest possible date.

1. John Randolph Medical Center Expansion

The medical center has plans for expansion. This expansion should be encouraged, especially the portions aimed at linking the center to Downtown along the waterfront.

2. Housing Study

The City is about to undertake a housing study. This should be moved forward and include recommendations for improving housing that is adjacent to Downtown.

3. Firestone Site

There is a good deal of local discussion regarding the potential development of this site to accommodate national retailers. To some extent, this discussion has raised concerns about the economic impact such a development would have on Downtown. The potential presence of national retailers in proximity to Downtown should be viewed as an opportunity. Therefore, an effort should be made to explore possible ways of connecting this site with Downtown.

4. National Park Service Visitor Center

There is discussion of locating a National Park Service visitor center at City Point. This should be encouraged -- even if it is at a "satellite center scale" -- and ways to connect it to Downtown should be explored.

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COURSE OF ACTION

The following recommended ***Course of Action*** is divided into five sections:

- Catalyst Projects;
- Additional Projects;
- Changing Attitudes;
- Marketing; and
- Management.

Catalyst Projects

The following catalyst projects should be implemented in Downtown Hopewell at the earliest possible date.

Catalyst Project #1: Public Library/Cultural Center

According to library officials, the library is in need of triple its current space to operate as a regional facility. In obtaining the needed space, the goal should be to:

- Keep the library in Downtown; and
- Establish a new standard of quality in terms of Downtown development -- with the new library facility.

In addition, consideration should be given to creating a multi-function, regional cultural center in Downtown -- either as part of the new library facility or in a separate building -- that includes:

- Meeting space;
- Museum space -- historic, children's, industrial; and
- Activity space -- for youth, teens, etc.

The new library/cultural center should be located in Downtown's Arts, Antiques, & Entertainment District. In addition, the new facility(ies) should be of an urban -- rather than suburban -- design.

Catalyst Project #2: Cornez Manor

The location of this particular apartment building -- on Downtown's main street -- does not afford a quality environment for the building's residents, since the building does not provide adequate passive spaces for residents to congregate -- except on public sidewalks in the front of the building. Therefore, it is suggested that:

- A more appropriate residential atmosphere be found for the manor's residents -- one that would afford them a more positive quality-of-life; and

- The building be converted to private use, with retail on the first floor and offices or mixed-income housing above.

Catalyst Project #3: **Beacon Theater**
This important historic building, with its central location, has the potential to become a regional destination. However, recently, the effort to restore and re-open the Beacon has been struggling with funding and direction.

The goal of the restoration effort should be to turn the Beacon Theater into a high-quality, year-round performance space ASAP. To accomplish this:

- The Beacon's Board should consider hiring an experienced director to move the project forward; and

- The City should consider getting more involved in the project -- in terms of working with the Board, assisting in project management, and funding.

Catalyst Project #4: **Conway Apartments**
The Conway Apartments is a concentration of subsidized housing units. Today, the national trend -- which is advocated by the US Department of Housing and Urban Development (HUD) -- is to "disperse" subsidized housing units rather than to concentrate them, as was done in the past. HUD is championing dispersal as a means of improving the living condition of tenants. And, all across the country, apartment complexes such as the Conway are being razed and more appropriate residential environments are being found for their tenants.

Therefore, it is recommended that the City should use all its powers to see that buildings that comprise this complex be razed and that current tenants are found more suitable living arrangements. The site could then:

- Be used to accommodate the proposed cultural center;

- Be used to provide parking for the cultural center; or

- Be offered for private development as a part of the Copeland School site.

Catalyst Project #5: Social Service Consolidation

There is interest locally in consolidating social services into a new human services building. This is an excellent idea that should be pursued. The new structure should be sited in a location that is central and convenient for human service clients. The consolidated social services facility should not be located in Downtown.

Catalyst Project #6: Zoning

The City should consider revising its zoning ordinance to:

- Not allow additional social service agencies in Downtown;
- Not allow social service agencies on East Broadway; and
- Allow churches to locate only in traditional church buildings in Downtown.

Catalyst Project #7: Waterfront Development

As a large parcel of land located on a beautiful stretch of the Appomattox River, the former Copeland School property is one of the City's -- not just Downtown's -- major opportunity sites. This site affords the opportunity to transform Downtown, connect Downtown with the river, transform Downtown's image, and transform the City's image as well.

To turn this opportunity into a reality, the City should gain control of the site, combine the site with the current library site, complete a preliminary site plan that specifies preferred uses for the site, and market the site to the private sector. The site is most appropriate for mixed-use development that takes advantage of river views and connects the river and Downtown.

Specifically, the site should include:

- Medium-density, market-rate housing with river views;

- Waterfront dining;
- Lodging;
- Mixed-use structures on the current library site that include first floor retail and upper story offices and housing; and
- A boardwalk/open space/marina/public access along the shoreline, to the extent possible.

In developing the site it will be very important to:

- Physically link future development occurring here to Downtown's Arts, Antiques, & Entertainment District;
- Allow restaurants to be located along the river; and
- Not allow retail uses to be located along the river.

It must be strongly cautioned that the time is at hand to **prepare** the site for development. However, it will be **premature** to offer the site to the private sector until Downtown's economic environment is greatly strengthened -- by implementing the 6 catalyst projects shown above.

Offering the site prematurely -- before Downtown's economic environment is greatly enhanced -- will hinder the City's ability to attract the quality of developer and development that the community desires and deserves.

It must also be cautioned that development of this site **must be done in a high quality manner**. This is extremely important since the community will never again have an opportunity such as this to change the face of Downtown, and of the City.

Additional Projects

The following projects should be implemented to further enhance Downtown Hopewell.

Additional Project #1: Traffic Calming

Downtown should be made more pedestrian-friendly, at a minimum, through the following.

- Route 10 should not be a truck route. The City should work with VDOT to find an alternative route for truck traffic.

- Traffic calming methods should be explored, including speed reduction, light timing, better delineation of pedestrian crosswalks on Route 10, on-street parking, etc.

Additional Project #2: Public Safety

To increase the actuality and perception of public safety in Downtown, the City should consider increasing police presence in the East Broadway area via foot and bike patrols and additional vehicle patrols -- 24/7.

Additional Project #3: Public Signs

A wayfinding system -- leading motorists to and directing them within Downtown -- should be developed. The sign system should be distinctive in design, coordinated with all entities involved (e.g., City Point, the National Park Service, etc.), professionally designed, and professionally produced.

Additional Project #4: Parking

Steps should be taken to improve both parking management and supply in Downtown. To do so, the following options should be explored, at a minimum:

- Demolishing the Butterworth's warehouse building and expanding the existing parking lot on the north side of East Broadway onto the site of the former Butterworth's warehouse;

- Identifying alternate locations for creating additional public parking in the East Broadway area; and

- The best ways to ensure enforcement of the two-hour parking limit in Downtown's Arts, Antiques, & Entertainment District.

Additional Project #5: Public Improvements
The following public improvements should be made, at a minimum, to improve the public's experience in Downtown and to improve Downtown's image.

- In general, the overall Downtown project area should be examined to pinpoint needed adjustments and new improvements regarding Downtown's public spaces. An emphasis should be placed on "freshening" Downtown's appeal and adding color.

- Consideration should be given to making the following improvements along East Broadway:

    - Replacing existing trees with ones more appropriate for a Downtown setting, or at least trimming the trees now in place;

    - Replacing the current aggregate trash receptacles with a design that is more appropriate for a commercial historic district;

    - Upgrading light levels both on-street and in parking lots;

    - Introducing "historic," pedestrian-scale street lights;

    - Adding flowers; and

    - Adding custom-made banners that do not contain advertisements.

- Downtown's Ashford Plaza should be upgraded and updated -- and, if possible, expanded. At a minimum, upgrading and updating the Plaza should include trimming or replacement of trees and the addition of a fountain/sculpture that could serve as a focal point.

Optimally, the Plaza would be of a size and design that allows it to serve as a more prominent terminus for Broadway and as a community gathering place. Once this is accomplished -- and once traffic calming measures have been implemented -- the Plaza should be used for concerts and other community events. It should be noted that Ashford Plaza is not an appropriate location for statues or monuments -- which would limit the community's ability to hold concerts or other events on the Plaza.

Additional Project #6: Sidewalk Creep

The display of merchandise on Downtown's sidewalks has gone way beyond "quaint and lively" (which was the original intent) to clutter. The City should review the ordinance pertaining to this issue, make any necessary revisions to get the situation under control, consistently enforce the ordinance, and not entertain any revisions to the ordinance on a case-by-case basis. Outdoor dining should be allowed and widely encouraged in Downtown. Outdoor merchandise should not.

Additional Project #7: Clean-Up

The City and Downtown owners should come together to discuss roles and responsibilities in improving Downtown's cleanliness. In addition, business and residential trash containers should not be located on East Broadway.

Changing Attitudes

The following should be implemented to change the attitudes about Downtown held by consumers, investors, and lenders and to, thereby, improve Downtown's business climate.

Attitude Change #1: Building Upgrades

Downtown's buildings should be upgraded through the following measures.

- ***Code Enforcement***

An extremely user-friendly system must be created to help applicants determine how to meet codes, rather than simply saying "no" to proposals that do not satisfy code requirements.

- ***Incentives***

Owners should be encouraged to improve their buildings by getting the word out more aggressively about available tax credits and Enterprise Zone incentives.

- ***Lender Consortium***

To determine how to induce real estate improvements or sales, local lenders should be asked to form an advisory group -- Lender Consortium -- to examine the recommendations of the overall Downtown revitalization initiative, examine the overall range of incentives offered to induce investment in Downtown's buildings and businesses, and recommend any adjustments or new programs which could be employed to induce a higher level of investment in Downtown's buildings and businesses. Specific emphasis should be placed on the design and offering of any additional lending programs needed, including both public and private lending programs.

The lending community should also be asked to assist in the marketing of any incentive programs -- both public and private.

- ***Design Guidelines***

Design guidelines were prepared for Downtown in 1978. By all accounts, these guidelines have never been used. The 1978 design guidelines should be examined to determine if they remain valid as a tool to guide the quality enhancement of Downtown existing buildings and the construction of compatible infill buildings.

If deemed necessary, the design guidelines should be updated to ensure that appropriate design guidelines are in place.

Use of the guidelines should be broadly promoted.

- ***Design Assistance***

Preliminary design assistance should be provided to those interested in undertaking exterior building renovation projects in Downtown Hopewell. The assistance should be provided by a qualified preservation architect or architectural historian. Design assistance should follow the design guidelines, noted above.

- ***Matching Grants***

Funds should be sought for the creation of a 50/50 matching grant program for the completion of facade improvement projects in Downtown Hopewell. Grants of $5,000 to $7,500 per building should be offered to those desiring to enhance the exterior of Downtown buildings, with projects undertaken consistent with Downtown's design guidelines. Owners of buildings -- or businesses with the authorization of building owners -- should be given a dollar for dollar matching grant for appropriate facade improvements, up to the limits of the grant program.

An initial pool of between $50,000 and $75,000 should be sought for the grant program, which would enable between approximately 10 and 15 facade improvements projects to be completed during the first round of the new incentive program.

And, grants should be given on a first-come-first-served basis, until funds are exhausted.

Specific improvements which should be funded through the matching grant program include:

- Enhancement of front facades;
- Installation of signs; and
- Installation of awnings.

All improvements, for which grants are awarded, should be undertaken consistent with the design guidelines noted above.

- ***Promotion***

An aggressive effort should be made to promote available incentives, as is discussed later in this enhancement strategy.

Attitude Change #2: Business Upgrades

The following actions should be taken to strengthen and retain Downtown's existing businesses.

- ***Technical Assistance***

Technical assistance should be provided to business owners in an effort to enhance window displays and interior merchandising. A qualified design professional should be retained to assist businesses in these areas.

Technical assistance for interior design and window display should be offered on a one-on-one basis -- following discussions with individual business owners.

- ***Merchandise***

In order to ensure that Downtown Hopewell's businesses are seen as distinct from others in the marketplace, every effort should be made by all of Downtown's businesses to offer the highest quality and variety of products and services possible. All of Downtown's businesses should examine the market analysis findings -- prepared in association with the completion of this ***Economic Enhancement Strategy*** -- and make every effort to satisfy the demands and desires of Downtown's customer and patron base.

- ***Business Hours***

As Downtown Hopewell attracts more nocturnal businesses -- such as restaurants and entertainment businesses -- it is most likely that savvy retail business owners will offer extended evening hours in Downtown, particularly those that desire to better serve families and individuals who work elsewhere during the day and find it difficult to patronize Downtown Hopewell businesses which keep limited evening hours. For example, rather than closing at 5:00 or 5:30 PM, it may be more appropriate for certain businesses to extend hours until 6:30 or 7:00 PM, in order to accommodate the needs of customers. And, it is likely that if hours are extended into the evenings, businesses may be able to open later in the mornings, such as opening at 10:00 or 11:00 AM, rather than 9:00 AM.

Rather than attempting to recommend times of operation to Downtown's current and future businesses at this time, it is suggested that every Downtown business owner communicate -- on a continuing basis -- with their identified customers to determine which hours would be most appropriate to meet the needs of customers. And, every Downtown business should attempt to operate during the desired hours -- as identified by customers and regardless of how early or late.

- ***Business Referrals***

All Downtown Hopewell businesses should make it a habit to refer customers to other Downtown businesses. This should be encouraged by creating a list of Downtown businesses and the products and services they offer, distributing the list to all Downtown businesses, and encouraging owners to keep the list at their cash registers or front desks and have their employees use it to refer customers to other Downtown businesses when the particular business does not have the product or service desired by a customer or client.

Attitude Change #3: Former Butterworth's Building

The City should be applauded for purchasing the former Butterworth's building. In reusing it, the goals should be to:

- Put it to new use ASAP;
- Fill it with uses that draw energy to Downtown and that complement the arts, antiques, and entertainment orientation of this district; and
- Ensure that it is of high quality in terms of both its renovation and uses.

The City should market the structure to the private sector for:

- Art studios and art galleries -- both on upper and lower floors, as in Alexandria's Torpedo Factory;

- Art classes, visual art space, performing art space, and upper floor artist lofts; or

- Retail and food establishments on the first floor, with offices and market-rate housing above.

Attitude Change #4: Business Recruitment
The time is at hand to conduct **internal** recruitment efforts in Downtown. On the other hand, the actions recommended above must be substantially implemented before Downtown can attract quality businesses through **external** recruitment. Both internal and external recruitment methods are discussed below.

- ***Top List***

While all businesses identified in the ***Development Framework*** of this document are appropriate for Downtown Hopewell, initially, efforts should be made to attract the following types of new businesses to Downtown Hopewell:

- Casual apparel;

- Restaurants;

- Art;

- Small specialty grocery (i.e., green grocer, meat market, etc.); and

- Farmers market.

- ***Internal Recruitment***

The initial approach of the Downtown Hopewell business recruitment effort should be to start "at-home," through internal recruitment. This means working with existing business owners who might be interested in providing the goods and services desired by the marketplace -- business owners who are currently located in Downtown and in other parts of the community.

Internal business recruitment would involve the expansion of existing businesses, the opening of appropriate new businesses, or the relocation of businesses by successful business owners already located in or near Downtown Hopewell. Rather than going outside of Downtown and the community to recruit businesses, internal business recruitment entails an aggressive effort to satisfy market demand for new businesses at home, by working with business owners who are locally known, capitalized, bankable, and have a proven business track record. This is a very progressive and cost-effective method of business creation.

An aggressive effort should be made to work one-on-one with existing business owners to discuss:

- In-store diversification – diversifying the range of goods and services they now offer within their current space;
- Re-inventing their business -- changing the economic focus of their business;
- Expanding their current business -- to diversify or add an additional component to their current business;
- Creating a new Downtown business -- opening another business in Downtown of the types recommended in this document; or
- Relocating from other parts of the community to appropriate Downtown building space -- if relocation would enhance a business's potential to become more profitable and better serve the marketplace.

The goal of the internal recruitment effort should be for Downtown's current businesses to offer more of the types of goods/establishments listed above and in the ***Development Framework*** section of this document. This will allow Downtown's existing business owners to attract more customers and, therefore, become even more profitable than they are today.

- ***Secondary Approach -- External Recruitment***

When it is determined that all possible progress has been made in the area of internal recruitment, it will be time to focus on external recruitment. This involves seeking new business prospects from outside Hopewell. To succeed in this area, the recruitment effort should focus on recruiting the "top" businesses shown above -- one at a time. For example, all available energy and resources should be put into recruiting a restaurant or casual clothing store. And, once that effort is successful, all available energy and resources should be channeled into recruiting the next type of business desired and shown on the "top list" noted earlier.

- ***Promotion***

As a means of recruiting businesses to Downtown, every effort should be made to promote:

- The types of businesses being sought for Downtown;
- The overall Downtown enhancement effort underway;
- The unity of the private and public sectors in implementing the enhancement effort; and
- The tools and incentives available to quality investors interested in coming to Downtown Hopewell.

Attitude Change #5: Vacant Lots

All vacant lots in Downtown Hopewell should be screened with appropriate fencing or with landscaping until developed.

Marketing

An overall, comprehensive campaign will be needed to market Downtown to the buying public. That campaign should include the following elements -- **and be implemented by business owners working cooperatively**.

- ***Current Efforts***

The following Downtown marketing initiatives are currently in place. These should be continued -- and strengthened -- as suggested below.

- The City and the Chamber of Commerce both maintain Web sites. A separate Downtown section should be created and included on each site.

- The Downtown Merchants Association currently prints a brochure titled *Downtown Hopewell: Shops, Dining & Businesses.* This is an extremely important marketing tool that should be taken to the next level. This should include having a new brochure professionally designed, ensuring that the design portrays the image being created for Downtown (both graphically and via text), listing all of Downtown's businesses in the brochure, including a map of Downtown, and showing the location of parking on the map.

- Events are now held in Downtown, including the Spring Fling Sidewalk Sale, Shrimp Feast, Fall Festival, Hooray for Hopewell, and Holiday Tree Lighting. Consideration should be given to turning one or two of these events into Downtown "signature events" by having the event sponsors and Downtown businesses work together to do so. In addition, the community concert series should be returned to Ashford Plaza once truck traffic is removed from Route 10.

- ***Additional Efforts***

The following additional marketing efforts should be implemented immediately.

- A continuous, tireless, on-going effort should be made to work with all major print and electronic media throughout the region to get positive stories placed about Downtown and the enhancement effort.

- A brochure rack is now in place in the Chamber of Commerce building. Additional brochure racks should be placed in the lobbies of the Municipal Building and the Beacon Theater (when completed). In addition, "Visitor Information" signs should be erected to direct motorists to these locations.

- The updated and upgraded Downtown brochure, suggested above, should be widely distributed by making it available at City Point, the Courts Building, the Municipal Building, the John Randolph Medical Center and Nursing Home, the library, the community center, the post office, banks, area lodging facilities, area industry, area military facilities, the marina, the yacht club, the Beacon Theater, all area brochure racks, the Visitors Center, Colonial Williamsburg, the James River Plantations along Route 5, and all other area-wide visitor destinations.

- ***Future Efforts***

After significant strides are made in strengthening Downtown's business base -- particularly in the Arts, Antiques, & Entertainment District -- consideration should be given to erecting creative billboards and to bringing tour buses to Downtown that now go to City Point, Colonial Williamsburg, the James River Plantations, and other visitor destinations in the area.

Again, it must be stressed that Downtown is not yet ready for this type of "company."

Management

For the enhancement strategy contained in this document to be implemented in a timely and quality manner, a management entity -- charged with that responsibility -- must be in place.

- ***Downtown Hopewell Partnership***

Currently, there are many entities involved in the further enhancement of Downtown Hopewell. These include:

- The City of Hopewell -- Mayor, Council, City Administrator, and all Downtown-related Boards, departments, and staff;
- The Downtown Merchants Association;
- The Chamber of Commerce;
- Historic Hopewell;
- Hopewell Preservation, Inc. -- which is working on the preservation of the Beacon Theater;
- The John Randolph Medical Center and Nursing Home;

- The John Randolph Foundation; and

- Community leaders.

To pull all of these entities together -- so that they can work cooperatively -- and to create a focus on Downtown, the Downtown Hopewell Partnership should be formed.

- ***Composition***

The Downtown Hopewell Partnership should be comprised of the following:

- The Mayor of Hopewell;

- A Hopewell City Council Member, chosen by Council;

- The City Administrator;

- The Board Chair or CEO of the Merchants Association, the Chamber of Commerce, Historic Hopewell, Hopewell Preservation, Inc., the City Promotions Board, and the City Tourism Advisory Board;

- The CEO of the John Randolph Medical Center;

- The CEO of the John Randolph Foundation;

- The CEO of a Downtown bank;

- A highly respected Downtown business owner;

- A highly respected Downtown property owner; and

- One or two community leaders of Hopewell (from outside of Downtown).

- ***Role***

The sole role of the Downtown Hopewell Partnership should be to:

- Implement the Downtown enhancement strategy by realizing the highest level of quality accomplishments in the shortest amount of time possible;

- Provide leadership;

- Increase awareness of the Downtown enhancement effort and increase lender/investor confidence in Downtown;

- Motivate the private sector to invest in Downtown Hopewell; and

- Increase coordination, cooperation, and unity among the key groups and individuals involved in Downtown's enhancement.

Initially, Partnership members should meet to distribute among themselves -- and assume responsibility for implementing -- the recommendations found in this document. This is especially applicable to the organization members of the Partnership, e.g., the Merchants Association, the Chamber, the City, etc. After this initial meeting, the Partnership should meet monthly to track implementation and to address any snags or set-backs which arise.

- ***Staffing***

The Downtown Hopewell Partnership should be staffed by the City for the time being. In the future, as successes are realized, momentum is built, and funding can be garnered, consideration should be given to hiring a staff director for the Partnership.

- ***Funding***

To fund implementation of the enhancement strategy, a community-wide United way-type campaign should be conducted by the Downtown Hopewell Partnership. Funding sources that should be considered, at a minimum, include:

- Downtown business owners and commercial property owners;

- Developers;

- Banks;
- Utilities;
- Institutions;
- Service clubs (to sponsor projects recommended in the enhancement strategy);
- Foundations;
- Major employers area-wide;
- Area-wide corporations and industry;
- City government;
- County government;
- State government;
- Federal government; and
- Any individual, entity, or institution that stands to benefit from an enhanced Downtown Hopewell.

In addition, attempts should also be made to garner funds -- and stimulate private sector investment -- via the following:

- Community Development Block Grants;
- State Historic Preservation Office funds;
- TEA-21 funds;
- HUD's Economic Development Initiative (EDI);

- Tax abatement;
- Enterprise Zone incentives; and
- Historic tax credits.

V. Appendix

HyettPalma

THE
RETAIL REPORT®

Downtown Hopewell
Primary Retail Trade Area

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THE RETAIL REPORT®

THE RETAIL REPORT, presented within this document, was specifically prepared for Downtown Hopewell, Virginia. This document presents information concerning the characteristics of the Downtown Hopewell primary retail trade area. The report was prepared in 2002 by HyettPalma, Inc.

THE RETAIL REPORT presents:

- The current demographic and socio-economic characteristics of customers in the Downtown Hopewell primary retail trade area;
- A five year projection of changing demographic and socio-economic conditions in the Downtown Hopewell primary retail trade area;
- A projection of the number of retail dollars that residents in the Downtown Hopewell primary retail trade area spend on retail goods; and
- A projection of the total retail spending potential for 24 classes of retail goods sought by customers in the Downtown Hopewell primary retail trade area.

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DEMOGRAPHIC AND SOCIO-ECONOMIC CHARACTERISTICS

ESRI Business Information Solutions

Demographic and Income Profile

Downtown Hopewell, VA
Primary Retail Trade Area — **Site Type:** **Polygon**

Summary	**Census 2000**	**2001**	**2006**
Population	63,659	64,713	68,455
Households	23,064	23,553	25,313
Families	17,054	17,598	19,863
Average Household Size	2.62	2.61	2.57
Owner-occupied HUs	15,430	15,815	17,259
Renter-occupied HUs	7,634	7,739	8,053
Median Age	33.5	33.8	34.5

Trends: 2001-2006 Annual Rate	**Area**	**State**	**National**
Population	1.13%	1.34%	1.15%
Households	1.45%	1.60%	1.21%
Families	2.45%	2.68%	1.05%
Owner HHs	1.76%	1.77%	1.35%
Median Household Income	2.18%	1.31%	2.53%

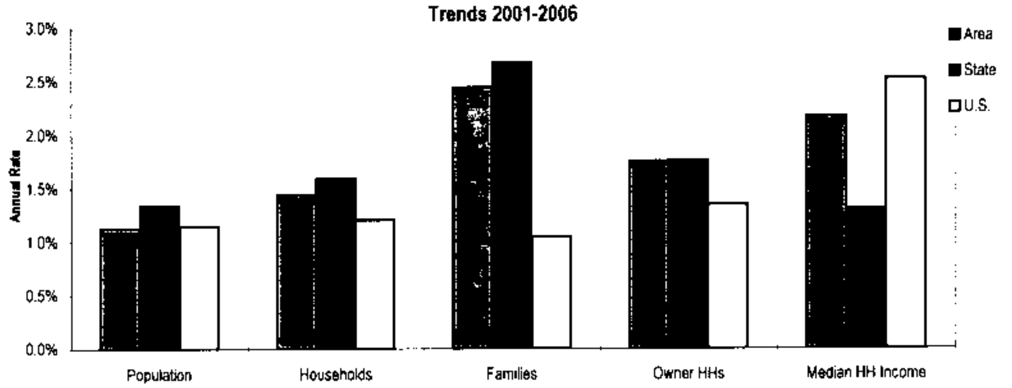
	1990		**2001**		**2006**	
Households by Income	Number	Percent	Number	Percent	Number	Percent
< $15,000	3,870	19.7%	3,687	15.7%	3,668	14.5%
$15,000 - $24,999	3,705	18.9%	3,134	13.3%	2,919	11.5%
$25,000 - $34,999	3,452	17.6%	3,045	12.9%	2,956	11.7%
$35,000 - $49,999	4,110	20.9%	3,918	16.6%	3,949	15.6%
$50,000 - $74,999	3,336	17.0%	5,123	21.8%	4,911	19.4%
$75,000 - $99,999	799	4.1%	2,475	10.5%	3,163	12.5%
$100,000 - $149,999	307	1.6%	1,478	6.3%	2,703	10.7%
$150,000+	72	0.4%	690	2.9%	1,041	4.1%
Median Household Income	$31,279		$41,916		$46,688	
Average Household Income	$35,484		$52,742		$61,082	
Per Capita Income	$12,641		$19,558		$22,972	

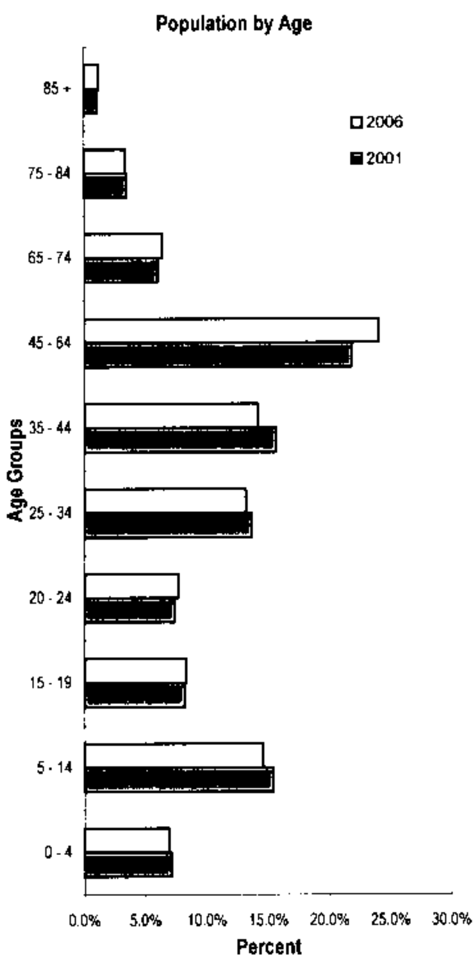
	Census 2000		**2001**		**2006**	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,550	7.1%	4,567	7.1%	4,743	6.9%
5 - 14	9,901	15.6%	9,958	15.4%	9,964	14.6%
15 - 19	5,287	8.3%	5,333	8.2%	5,702	8.3%
20 - 24	4,602	7.2%	4,792	7.4%	5,298	7.7%
25 - 34	8,890	14.0%	8,845	13.7%	9,018	13.2%
35 - 44	10,047	15.8%	10,132	15.7%	9,697	14.2%
45 - 64	13,585	21.3%	14,163	21.9%	16,515	24.1%
65 - 74	3,878	6.1%	3,911	6.0%	4,362	6.4%
75 - 84	2,224	3.5%	2,275	3.5%	2,323	3.4%
85+	694	1.1%	738	1.1%	832	1.2%
Race and Ethnicity						
White Alone	41,943	65.9%	42,137	65.1%	42,342	61.9%
Black Alone	17,840	28.0%	18,513	28.6%	21,180	30.9%
American Indian Alone	247	0.4%	252	0.4%	288	0.4%
Asian/Pacific Islander Alone	1,376	2.2%	1,414	2.2%	1,598	2.3%
Some Other Race Alone	1,079	1.7%	1,149	1.8%	1,492	2.2%
Two or More Races	1,175	1.8%	1,248	1.9%	1,554	2.3%
Hispanic Origin (Any Race)	2,379	3.7%	2,510	3.9%	3,149	4.6%

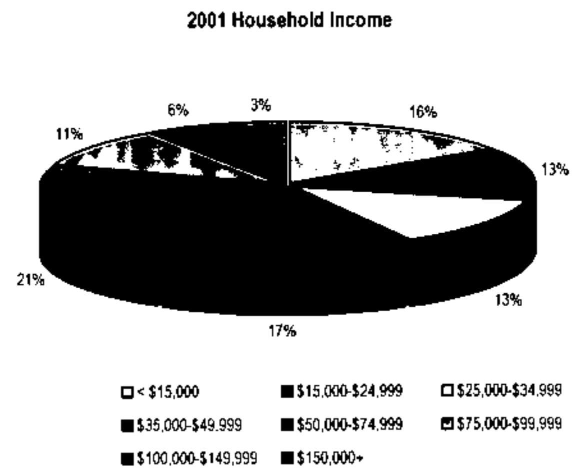
Data Note: Income is expressed in current dollars. Median Household Income is 1990 data in 2000 geography.
Source: U.S. Census Bureau, Census 2000 Summary File 1. ESRI BIS forecasts for 2001 and 2006. ESRI BIS converted 1990 Census data into 2000 geography.

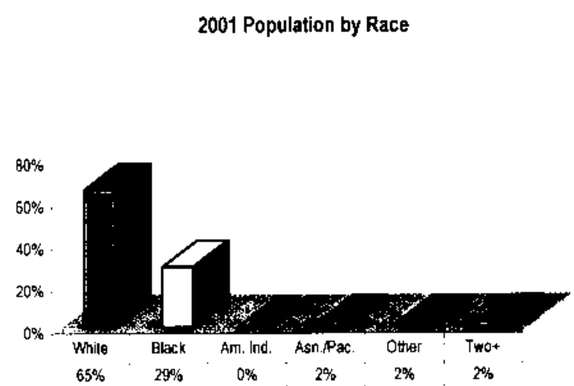
Demographic and Income Profile

Downtown Hopewell, VA
Primary Retail Trade Area **Site Type:** **Polygon**









2001 Percent Hispanic Origin 3.9%

Source: ESRI BIS forecasts for 2001/2006.

 Phone: 800-292-2224/ East or 800-394-3690/ West • www.esribis.com **5/3/2002**

HyettPalma

PRODUCT DEMAND BY INCOME GROUP

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA COMPUTATION OF TOTAL RETAIL PRODUCT DEMAND BY INCOME GROUP

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	7,460	27,505,020
$15000-24999	3,134	10,777	33,775,118
$25000-34999	3,045	12,637	38,479,665
$35000-49999	3,918	14,881	58,303,758
> $50000	9,766	23,082	225,418,812

TOTAL DEMAND FOR PRODUCT = $383,482,373

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Food at home, food away from home, alcoholic beverages, household textiles, furniture, floor coverings, major appliances, small appliances and miscellaneous housewares, miscellaneous household equipment, men's apparel, women's apparel, boy's apparel, girl's apparel, children's apparel, shoes, other apparel products and services, prescription drugs and medical supplies, entertainment fees and admissions, televisions, radios, sound equipment, toys, playground equipment, entertainment equipment, personal care products and services, reading products, tobacco products and smoking supplies.

HyettPalma

PRODUCT DEMAND
BY PRODUCT TYPE

HyettPalma

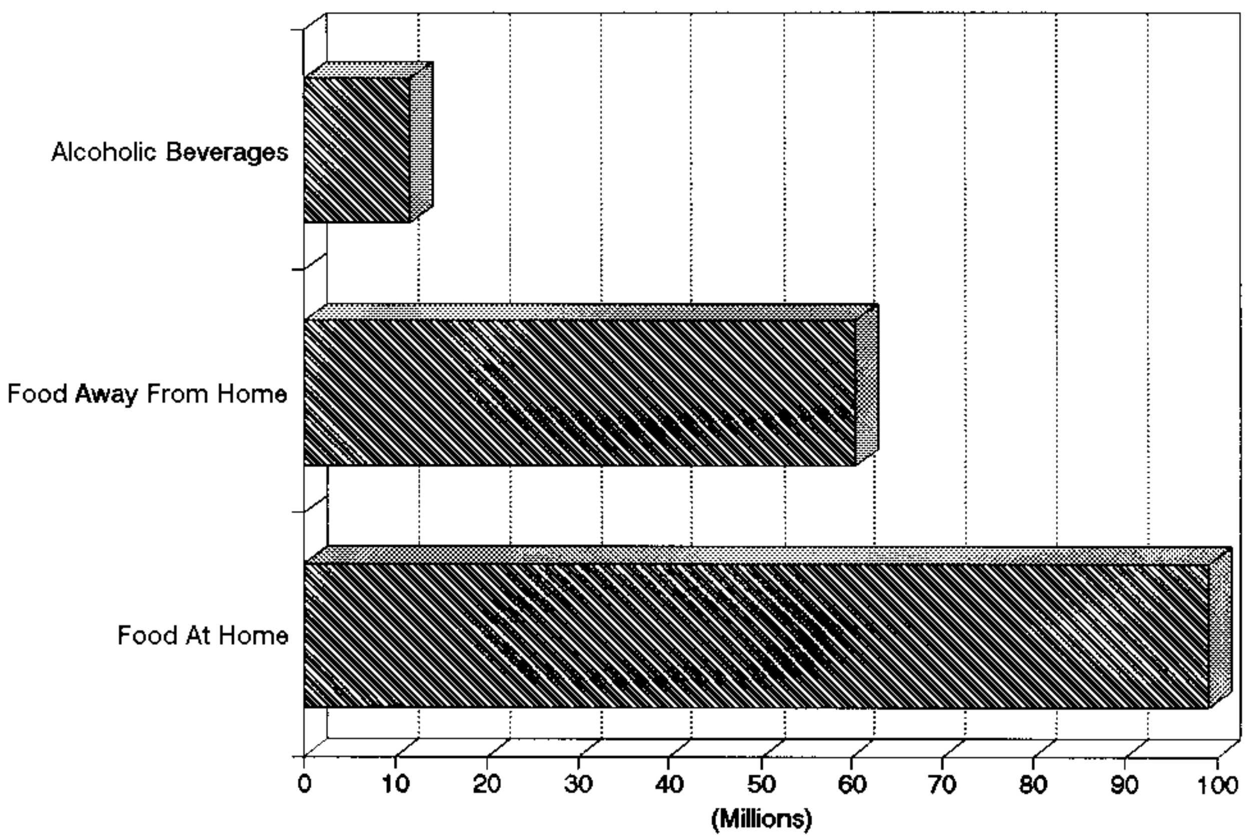
DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF TOTAL RETAIL PRODUCT DEMAND
BY PRODUCT TYPE

PRODUCT	DEMAND
Food At Home	99,118,568
Food Away From Home	60,340,977
Alcoholic Beverages	11,572,209
Household Textiles	3,394,726
Furniture	14,826,654
Floor Coverings	4,821,733
Major Appliances	5,314,149
Small Appliances & Miscellaneous Housewares	3,569,895
Miscellaneous Household Equipment	23,096,395
Men's Apparel -- 16 and Over	12,152,864
Boy's Apparel -- 2 to 15	2,688,802
Women's Apparel -- 16 and Over	19,280,664
Girl's Apparel -- 2 to 15	3,478,835
Children's Apparel -- Under 2	3,652,955
Footwear	9,652,535
Other Apparel Services & Products	9,197,265
Prescription Drugs & Medical Supplies	13,550,333
Entertainment Fees & Admissions	14,466,458
Televisions, Radios & Sound Equipment	17,206,194
Pets, Toys & Playground Equipment	10,310,815
Other Entertainment Supplies & Services	13,118,583
Personal Care Products & Services	16,101,226
Reading	4,246,104
Tobacco Products & Smoking Supplies	8,323,434
TOTAL DEMAND BY PRODUCT TYPE =	$383,482,373

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

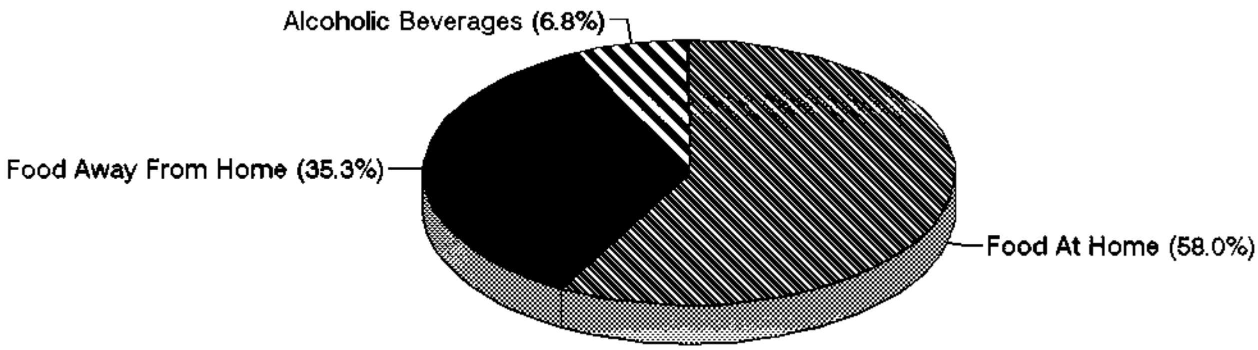
DEMAND FOR FOOD PRODUCTS

FOOD PRODUCTS
$ DEMAND BY PRODUCT TYPE



HyettPalma

FOOD PRODUCTS
% DEMAND FOR EACH DOLLAR



DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: FOOD AT HOME

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	2,267	8,358,429
$15000-24999	3,134	3,434	10,762,156
$25000-34999	3,045	3,641	11,086,845
$35000-49999	3,918	4,066	15,930,588
> $50000	9,766	5,425	52,980,550

TOTAL DEMAND FOR PRODUCT = $99,118,568

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Food at grocery stores or other food stores.

HyettPalma

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: FOOD AWAY FROM HOME

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	923	3,403,101
$15000-24999	3,134	1,456	4,563,104
$25000-34999	3,045	1,948	5,931,660
$35000-49999	3,918	2,519	9,869,442
> $50000	9,766	3,745	36,573,670

TOTAL DEMAND FOR PRODUCT = $60,340,977

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All food at restaurants, carryouts and vending machines.

HyettPalma

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: ALCOHOLIC BEVERAGES

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	225	829,575
$15000-24999	3,134	263	824,242
$25000-34999	3,045	366	1,114,470
$35000-49999	3,918	410	1,606,380
> $50000	9,766	737	7,197,542

TOTAL DEMAND FOR PRODUCT = $11,572,209

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

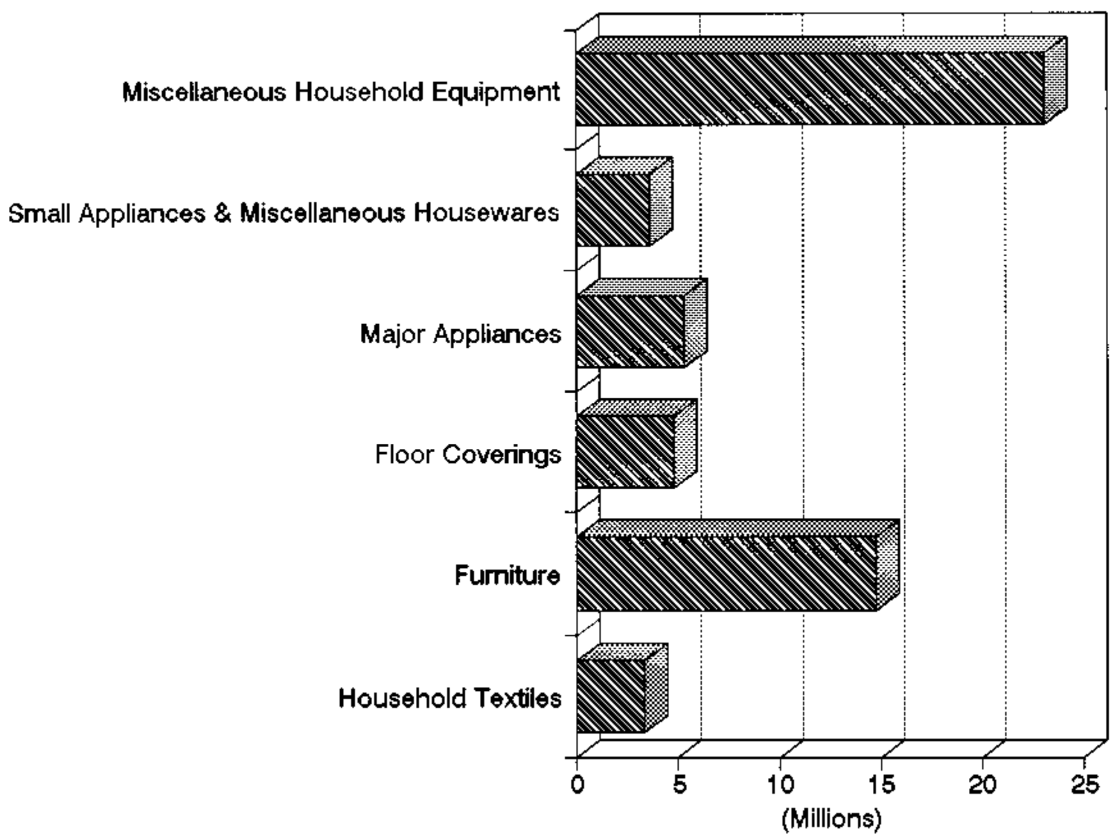
DEFINITION OF PRODUCT:

All alcoholic beverages.

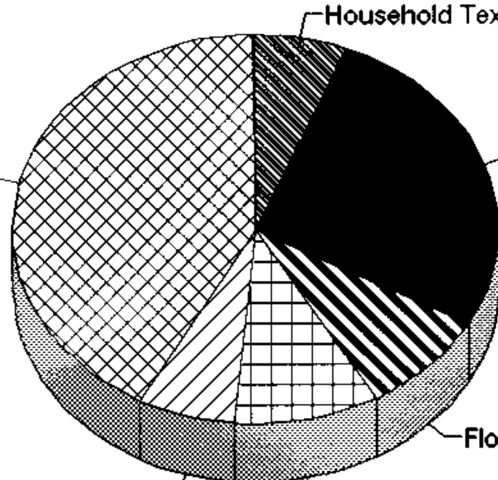
DEMAND FOR HOME PRODUCTS

HyettPalma

HOME PRODUCTS
$ DEMAND BY PRODUCT TYPE



HOME PRODUCTS
% DEMAND FOR EACH DOLLAR



DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: HOUSEHOLD TEXTILES

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	44	162,228
$15000-24999	3,134	90	282,060
$25000-34999	3,045	116	353,220
$35000-49999	3,918	122	477,996
> $50000	9,766	217	2,119,222

TOTAL DEMAND FOR PRODUCT = $3,394,726

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Bathroom, bedroom, kitchen, dining room, and other linens, curtains and drapes, slipcovers, pillows and sewing materials.

HyettPalma

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: FURNITURE

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	262	965,994
$15000-24999	3,134	295	924,530
$25000-34999	3,045	378	1,151,010
$35000-49999	3,918	463	1,814,034
> $50000	9,766	1,021	9,971,086

TOTAL DEMAND FOR PRODUCT = $14,826,654

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All indoor and outdoor furniture.

HyettPalma

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: FLOOR COVERINGS

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	100	368,700
$15000-24999	3,134	120	376,080
$25000-34999	3,045	153	465,885
$35000-49999	3,918	134	525,012
> $50000	9,766	316	3,086,056

TOTAL DEMAND FOR PRODUCT = $4,821,733

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Carpet, rugs and other soft floor coverings.

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: MAJOR APPLIANCES

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	115	424,005
$15000-24999	3,134	134	419,956
$25000-34999	3,045	160	487,200
$35000-49999	3,918	204	799,272
> $50000	9,766	326	3,183,716

TOTAL DEMAND FOR PRODUCT = $5,314,149

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Refrigerators, freezers, dishwashers, stoves, ovens, garbage disposals, vacuum cleaners, microwaves, air conditioners, sewing machines, washing machines, dryers, and floor cleaning equipment.

HyettPalma

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: SMALL APPLIANCES & MISC. HOUSEWARES

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	46	169,602
$15000-24999	3,134	72	225,648
$25000-34999	3,045	87	264,915
$35000-49999	3,918	122	477,996
> $50000	9,766	249	2,431,734

TOTAL DEMAND FOR PRODUCT = $3,569,895

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Small electrical kitchen appliances, portable heaters, china and other dinnerware, flatware, glassware, silver and serving pieces, nonelectrical cookware and plastic dinnerware.

HyettPalma

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: MISCELLANEOUS HOUSEHOLD EQUIPMENT

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	303	1,117,161
$15000-24999	3,134	488	1,529,392
$25000-34999	3,045	624	1,900,080
$35000-49999	3,918	861	3,373,398
> $50000	9,766	1,554	15,176,364

TOTAL DEMAND FOR PRODUCT = $23,096,395

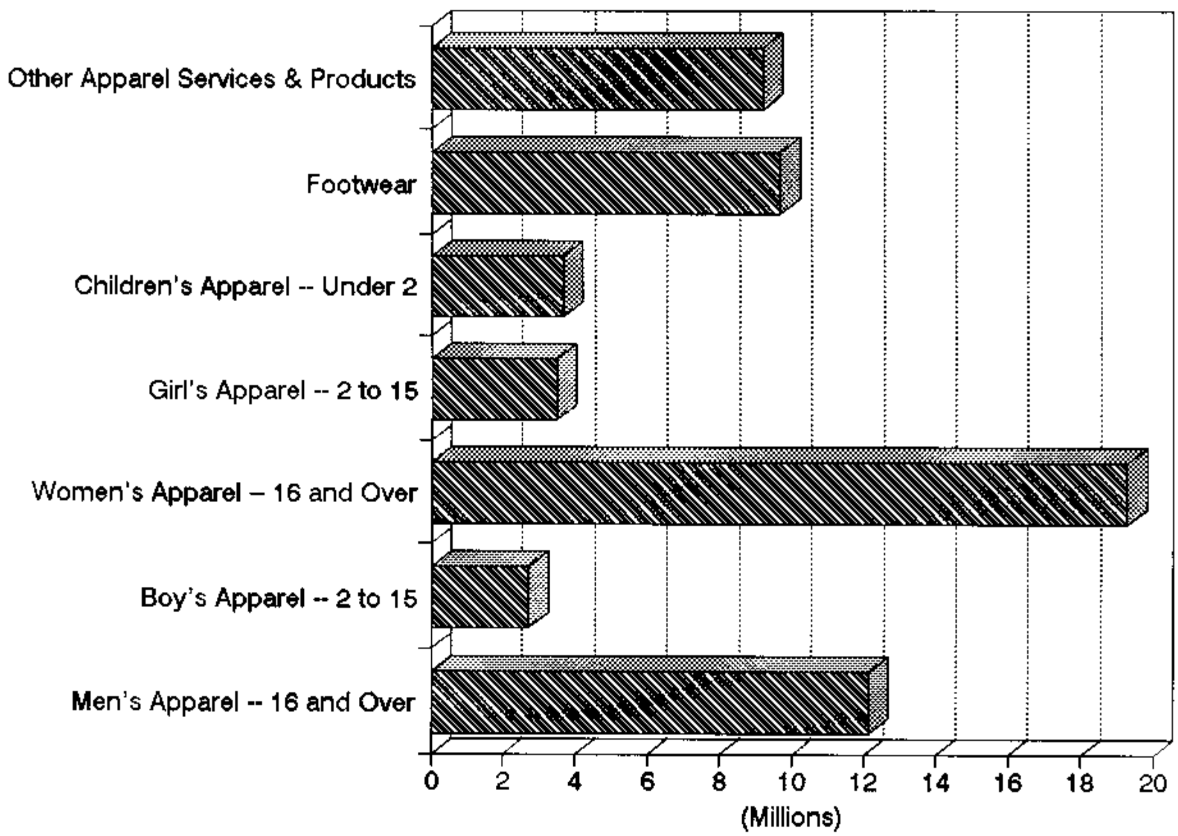
SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

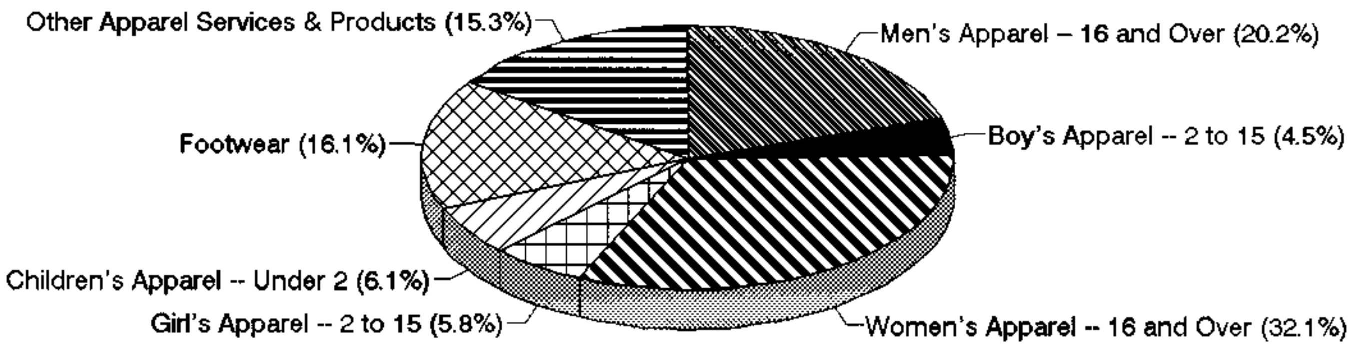
Typewriters, luggage, lamps, light fixtures, window coverings, clocks, lawnmowers, garden equipment, hand and power, tools, telephone devices, computers, office equipment, house plants, outdoor equipment, and small miscellaneous furnishings.

DEMAND FOR APPAREL PRODUCTS

APPAREL PRODUCTS
$ DEMAND BY PRODUCT TYPE



APPAREL PRODUCTS
% DEMAND FOR EACH DOLLAR



DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: MEN'S APPAREL -- 16 AND OVER

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	174	641,538
$15000-24999	3,134	338	1,059,292
$25000-34999	3,045	356	1,084,020
$35000-49999	3,918	377	1,477,086
> $50000	9,766	808	7,890,928

TOTAL DEMAND FOR PRODUCT = $12,152,864

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.

HyettPalma

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: BOY'S APPAREL -- 2 TO 15

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	50	184,350
$15000-24999	3,134	80	250,720
$25000-34999	3,045	90	274,050
$35000-49999	3,918	94	368,292
> $50000	9,766	165	1,611,390

TOTAL DEMAND FOR PRODUCT = $2,688,802

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.

HyettPalma

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: WOMEN'S APPAREL -- 16 AND OVER

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	314	1,157,718
$15000-24999	3,134	464	1,454,176
$25000-34999	3,045	552	1,680,840
$35000-49999	3,918	762	2,985,516
> $50000	9,766	1,229	12,002,414

TOTAL DEMAND FOR PRODUCT = $19,280,664

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.

HyettPalma

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: GIRL'S APPAREL -- 2 TO 15

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	59	217,533
$15000-24999	3,134	89	278,926
$25000-34999	3,045	104	316,680
$35000-49999	3,918	132	517,176
> $50000	9,766	220	2,148,520

TOTAL DEMAND FOR PRODUCT = $3,478,835

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, excluding footwear.

HyettPalma

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: CHILDREN'S APPAREL -- UNDER 2

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	81	298,647
$15000-24999	3,134	105	329,070
$25000-34999	3,045	118	359,310
$35000-49999	3,918	152	595,536
> $50000	9,766	212	2,070,392

TOTAL DEMAND FOR PRODUCT = $3,652,955

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All apparel items and accessories, including footwear.

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: FOOTWEAR

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	197	726,339
$15000-24999	3,134	286	896,324
$25000-34999	3,045	352	1,071,840
$35000-49999	3,918	400	1,567,200
> $50000	9,766	552	5,390,832

TOTAL DEMAND FOR PRODUCT = $9,652,535

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All footwear, except for children under 2 and special footwear used for sports such as bowling or golf shoes.

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: OTHER APPAREL SERVICES & PRODUCTS

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	182	671,034
$15000-24999	3,134	203	636,202
$25000-34999	3,045	259	788,655
$35000-49999	3,918	297	1,163,646
> $50000	9,766	608	5,937,728
TOTAL DEMAND FOR PRODUCT		=	$9,197,265

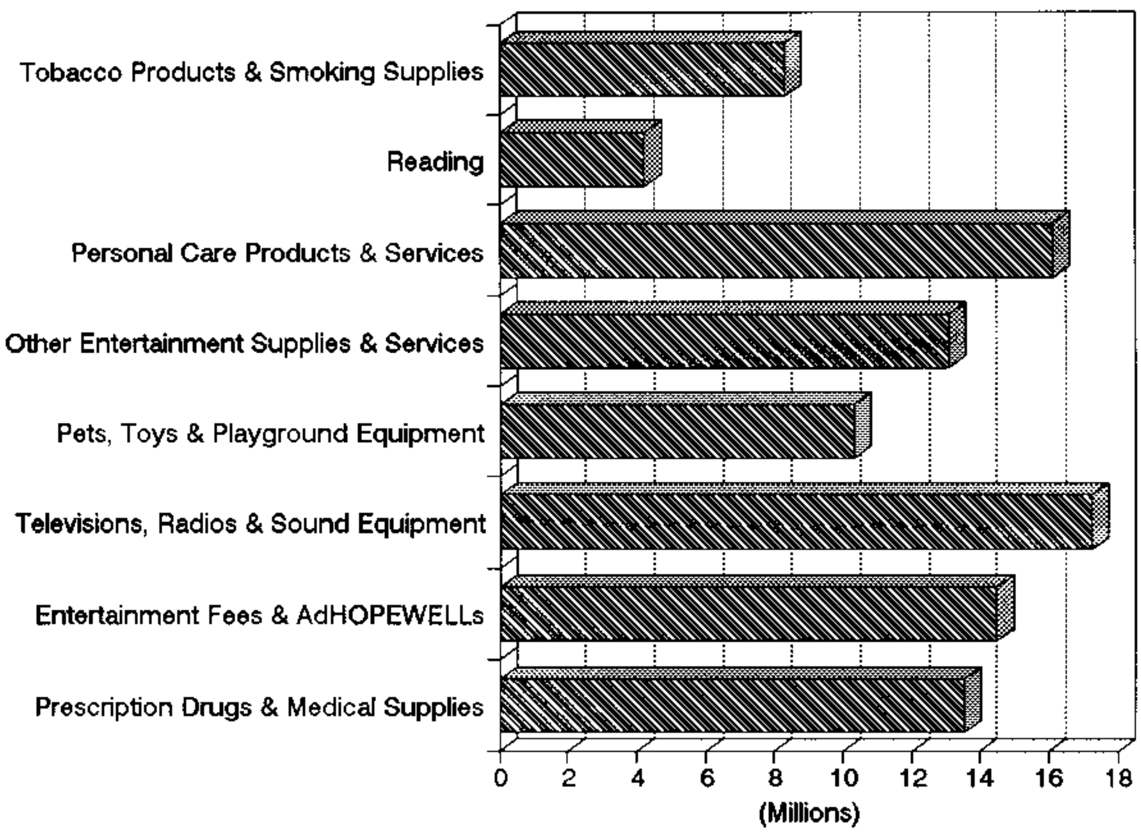
SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Material for making clothes, shoe repair, alterations, sewing patterns and notions, clothing rental, clothing storage, dry cleaning, and jewelry.

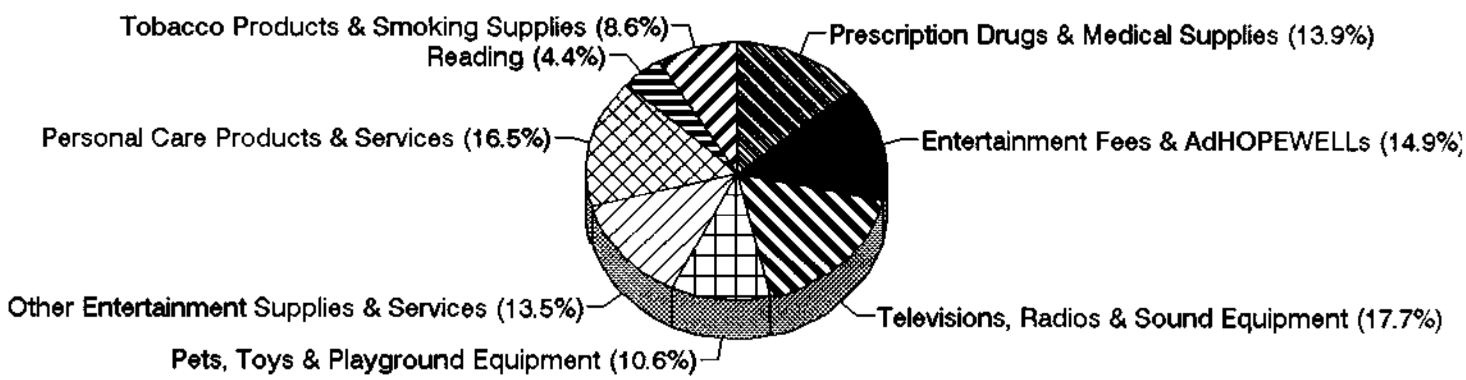
DEMAND FOR PERSONAL CARE AND ENTERTAINMENT PRODUCTS

PERSONAL CARE/ENTERTAINMENT
$ DEMAND BY PRODUCT TYPE



HyettPalma

PERSONAL CARE/ENTERTAINMENT
% DEMAND FOR EACH DOLLAR



HyettPalma

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: PRESCRIPTION DRUGS & MEDICAL SUPPLIES

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	443	1,633,341
$15000-24999	3,134	629	1,971,286
$25000-34999	3,045	556	1,693,020
$35000-49999	3,918	541	2,119,638
> $50000	9,766	628	6,133,048

TOTAL DEMAND FOR PRODUCT = $13,550,333

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Prescription drugs, over-the-counter drugs, dressings, medical appliances, contraceptives, eyeglasses, hearing aids, rental medical equipment, and medical accessories.

HyettPalma

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: ENTERTAINMENT FEES & ADHOPEWELLS

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	219	807,453
$15000-24999	3,134	268	839,912
$25000-34999	3,045	343	1,044,435
$35000-49999	3,918	403	1,578,954
> $50000	9,766	1,044	10,195,704

TOTAL DEMAND FOR PRODUCT = $14,466,458

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

AdHOPEWELLs to sporting events, movies, concerts, plays, and movie rentals.

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: TELEVISIONS, RADIOS & SOUND EQUIPMENT

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	394	1,452,678
$15000-24999	3,134	490	1,535,660
$25000-34999	3,045	594	1,808,730
$35000-49999	3,918	712	2,789,616
> $50000	9,766	985	9,619,510

TOTAL DEMAND FOR PRODUCT = $17,206,194

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Television sets, video recorders, tapes, video game hardware and cartridges, radios, phonographs and components, records and tapes, musical instruments, and rental of the same equipment.

HyettPalma

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: PETS, TOYS & PLAYGROUND EQUIPMENT

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	163	600,981
$15000-24999	3,134	282	883,788
$25000-34999	3,045	362	1,102,290
$35000-49999	3,918	406	1,590,708
> $50000	9,766	628	6,133,048

TOTAL DEMAND FOR PRODUCT = $10,310,815

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Pets, pet food, toys, games, hobbies, tricycles and playground equipment.

HyettPalma

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: OTHER ENTERTAINMENT SUPPLIES & SERVICES

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	197	726,339
$15000-24999	3,134	253	792,902
$25000-34999	3,045	418	1,272,810
$35000-49999	3,918	502	1,966,836
> $50000	9,766	856	8,359,696

TOTAL DEMAND FOR PRODUCT = $13,118,583

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Indoor exercise equipment, athletic shoes, bicycles, camping equipment, sporting goods, and photographic equipment and supplies.

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: PERSONAL CARE PRODUCTS & SERVICES

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	348	1,283,076
$15000-24999	3,134	486	1,523,124
$25000-34999	3,045	542	1,650,390
$35000-49999	3,918	644	2,523,192
> $50000	9,766	934	9,121,444

TOTAL DEMAND FOR PRODUCT = $16,101,226

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Services and products for hair, oral hygiene products, cosmetics, and electric personal care appliances.

HyettPalma

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: READING

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	79	291,273
$15000-24999	3,134	119	372,946
$25000-34999	3,045	143	435,435
$35000-49999	3,918	155	607,290
> $50000	9,766	260	2,539,160

TOTAL DEMAND FOR PRODUCT = $4,246,104

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Books, newspapers and magazines.

DOWNTOWN HOPEWELL'S RETAIL TRADE AREA
COMPUTATION OF DEMAND BY RETAIL PRODUCT

PRODUCT: TOBACCO PRODUCTS & SMOKING SUPPLIES

Household Income	# Hlds.	$ Per Hld.	Total $ Demand
< $15000	3,687	275	1,013,925
$15000-24999	3,134	333	1,043,622
$25000-34999	3,045	375	1,141,875
$35000-49999	3,918	403	1,578,954
> $50000	9,766	363	3,545,058

TOTAL DEMAND FOR PRODUCT = $8,323,434

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Tobacco products and smoking accessories.

HyettPalma

The Retail Report®

USER GUIDE

The Retail Report is a business development tool customized for your Downtown. In it, HyettPalma has targeted the kinds of retail businesses that Downtowns across the country are attracting.

The Retail Report brings effective data to your business development efforts in a user-friendly format. Tables, graphs and charts interpret and present information critical to your Downtown's future. And, the report is customized for YOUR Downtown, containing information unique to your Downtown.

In The Retail Report, demographic and socio-economic data are amplified and taken to a new level of detail. Households in your trade area are segmented by income bands, and consumer spending habits are analyzed by these income groupings. This allows you to determine which income groups to target in your business development program.

Business prospects will expect to review information like this prior to making a commitment to Downtown. The Retail Report shows them your Downtown -- and your Downtown enhancement program -- are one step ahead of the competition.

The following pages list numerous ways you can use The Retail Report to improve the economy of your business district.

What Does The Retail Report Tell You ?

The Retail Report reveals what you can expect the customers in your defined retail trade area to spend in 2002.

The Retail Report shows the number of dollars residents of your trade area spend each year on over 100 different types of products -- products such as food at home, food away from home, furniture, appliances, apparel, prescription drugs, toys, reading material, etc.

The Retail Report is not a listing of national figures or projections; it is a customized report that gives you accurate and definitive information for your own trade area.

A demographic and socio-economic profile of trade area residents is included -- both a snapshot of their characteristics today and a five year projection of their changing characteristics.

Who Can Benefit By Using The Retail Report ?

Current owners of businesses within a given trade area;

Business owners who are thinking of opening a store in the trade area;

Entrepreneurs who are determining what type of business to open or who are deciding on a business location;

Bankers and others who are deciding whether or not to invest in specific types of retail businesses;

Downtown directors and other economic development professionals whose work entails business retention, entrepreneur development and business recruitment; and

Downtown revitalization leaders, Downtown directors, economic development professionals, and local elected officials who want sound information that lets them speak with certainty about their Downtown's potential to sustain specific types of retail businesses.

How Can Downtown Directors and Economic Development Professionals Use The Retail Report?

To attract customers to Downtown by creating a mix of strong businesses which appeal to trade area residents.

To raise the confidence of investors in the profitability of your business district.

To help existing businesses become more profitable -- so that Downtown's rate of business turnover is lessened.

To fill building vacancies with the types of retail businesses that can succeed and thrive in your district.

To strengthen existing businesses and lessen business closings by:

> showing existing business owners what trade area residents are spending their money on;
>
> helping business owners determine how to cater to those shopping preferences -- and capture more shopping dollars; and
>
> enabling them to develop a business plan that is based on realistic market data.

To improve the variety and selection of retail goods offered in the business district by:

> showing existing business owners that there is money to be made by expanding or revising the types of retail goods they sell;
>
> showing existing business owners that there is money to be made by opening additional types of retail businesses in the business district; and
>
> targeting specific types of retail businesses -- so that you can actively recruit those businesses having the greatest potential to succeed and remain in your Downtown.

To attract additional businesses to the business district by:

providing definitive data that shows a market exists for the retail goods they sell.

How Can Business Owners Use The Retail Report ?

Business owners frequently ask, "How much money do residents of Downtown's trade area spend on the retail goods I sell?" Or stated another way, "How do I know there's money to be made in Downtown?"

The Retail Report allows you to answer these questions with certainty and authority by quantifying:

what the market is for particular retail products;

the spending potential of residents in your trade area for particular retail goods; and

the current "economic pie" -- how much money is being spent on various retail goods by residents in your Downtown's trade area.

To better plan, manage, and grow your business -- by using the information in The Retail Report, business owners can:

set annual benchmarks for how much of the "economic pie" they intend to capture for their business -- measured in anticipated gross sales receipts for YOUR Downtown;

set an annual budget based on their gross receipts benchmarks;

make informed budgeting decisions about how much to spend each year on inventory, overhead, advertising, staff, etc.; and

complete a business plan that persuades their banker to extend a commercial loan to them.

How Can Entrepreneurs Use The Retail Report ?

The Retail Report shows the sales potential within a given trade area for over 100 types of retail businesses. This would be invaluable in order to:

compare the markets for a variety of different retail products;

determine what type of retail business to open;

complete a realistic business plan before opening that business; and

persuade bankers and investors that a strong market exists for the type of retail business being opened.

DOWNTOWN HOPEWELL MASTER PLAN
TRANSPORTATION EVALUATION

Introduction

Safe and efficient transportation infrastructure is essential to the health and prosperity of downtown Hopewell. This document presents an evaluation of the downtown Hopewell street and parking systems.

Street Network

Overview. A connected network of arterial, collector, and local streets served downtown Hopewell. Most streets operate two ways, which permits clockwise and counterclockwise around-the-block circulation.

Grid Street Network. Most local streets are two lanes wide with curb parking on both sides, which promotes pedestrian safety and comfort. Crossing distances at intersections are short and parked vehicles act as a buffer between pedestrians walking on sidewalks and vehicles traveling on the street.

Block dimensions vary and are significantly different east and west of Randolph Road. Typical dimensions west of Randolph Road are 400 to 450 feet square. Typical dimensions east of Randolph Road are relatively large at 300 feet by 600 feet. These dimensions are exceptionally long and reduce motorist and pedestrian options for navigating that portion of the downtown. While there is a mid-block access to the Cawson Street parking lot from Broadway as well as a pocket park for pedestrians, neither is as effective for transportation purposes as would be a roadway. Pedestrians generally prefer to walk where there is other activity going on rather than through unoccupied space and motorists, especially those unfamiliar with an area will tend to avoid what appears to be only an access to a parking lot as a through way.

Randolph Road. Randolph Road (Route 10) is an arterial highway and designated truck route that presents a formidable barrier to those walking between offices and other places of employment to the west and retail stores, restaurants, and other commercial uses to the east.

Randolph Road carries 12,000 vehicles per day, according to the Virginia Department of Transportation (VDOT). This volume of traffic is well within the capacity of this four-lane road. Traffic signals are located on Randolph Road at Appomattox Street/Main Street/Cawson Street, East Broadway Avenue, and City Point Road. The posted speed limit is 25 miles per hour (mph).

Many trucks pass through downtown Hopewell on the way between I-295 to the north and industrial uses to the south. The amount of truck traffic is in large part due to the location of Hopewell’s industrial areas, but, perhaps even more so, to the location of a weigh station immediately south of downtown.

Approximately six percent of all vehicles on Randolph Road (or 720 daily vehicles) are heavy trucks, according to VDOT. These trucks are widely viewed as noisy, disruptive, and hazardous to pedestrians. The volume of truck traffic is perceived to be greater than that reported by VDOT.

Also, none of the streets that intersect Randolph Road in Downtown do so at right angles creating potential sight line problems at some intersections. The combination of these factors creates pedestrian safety concerns as well as dividing Downtown into two distinct areas.

Recommendations. The following is recommended to support the downtown Hopewell master plan:

1. Work with VDOT to relocate the truck scales on Randolph Street and establish a truck route that either eliminates or reduces the portions of that road designated as a truck route.

2. Install traffic calming measures such as raised crosswalks, traffic signal timing and reduced speed limits to slow traffic and act as disincentive for through traffic.

3. Construct a more fine-grained, connected street network as downtown Hopewell redevelops. As redevelopment occurs ensure that the new streets shown on the illustrative plan are constructed.

4. As the Firestone site moves forward in the development process, study options for improving Main Street as an access into the site especially at the intersection with the railroad tracks.

5. Remove one-way traffic restrictions on Cawson Street and replace the angled parking with parallel spaces.

6. Develop the new streets shown on the Illustrative Plan at the time of redevelopment.

7. Reconfigure Appomattox Street as shown on the Illustrative Plan and site-specific redevelopment plans in order to make this a more attractive street.

Parking Analysis

Overview. An adequate parking supply, well situated and managed, is a prerequisite to a healthy, vibrant downtown. This section evaluates existing and future downtown Hopewell parking requirements.

Peak weekday and Saturday parking demands are identified for retail, restaurant, office, residential, theater, hotel, library, and other uses on each block and in each area of downtown Hopewell. Detailed analyses of existing and future conditions are presented in Appendices A and B, respectively.

Parking Supply. Downtown Hopewell is served by approximately 1,927 parking spaces, as shown in Table 1. Four hundred thirty four (434), or 22.5 percent of these spaces, are curb parking spaces. Fourteen hundred ninety three (1,493), or 77.5 percent of all spaces, are off-street spaces. These include unrestricted, time-restricted, handicap, and reserved parking spaces.

Table 1
Existing Parking Supply, by User Restriction

Area	Block	On-Street	Public Unrestricted	Public Time-Restricted	Handi-cap	Employee	Customer	City Employee	Total	Percent Total
1	A	42	124	-	6	-	-	11	183	9.5%
	B	18	-	-	-	-	-	-	18	0.9%
	C	36	89	6	2	2	6	-	141	7.3%
	D	20	-	-	-	-	-	-	20	1.0%
	E	-	18	-	-	-	-	-	18	0.9%
	Subtotal	116	231	6	8	2	6	11	380	19.7%
2	A	13	-	3	5	-	44	-	65	3.4%
	B	2	-	-	1	-	7	-	10	0.5%
	C	14	-	-	2	-	-	24	40	2.1%
	D	9	10	11	5	-	-	68	103	5.3%
	E	33	72	-	1	-	-	17	123	6.4%
	F	16	-	-	2	7	21	-	46	2.4%
	G	18	-	-	2	-	17	-	37	1.9%
	H	22	4	17	9	27	68	-	147	7.6%
	I	-	23	-	1	-	-	-	24	1.2%
	J	11	-	-	5	-	57	-	73	3.8%
	K	10	241	-	6	-	-	8	265	13.8%
	Subtotal	148	350	31	39	34	214	117	933	48.4%
3	A	11	-	-	-	-	-	-	11	0.6%
	B	11	-	-	-	-	-	-	11	0.6%
	C	26	77	-	-	-	-	-	103	5.3%
	D	22	69	-	4	22	7	94	218	11.3%
	E	11	-	-	-	-	-	-	11	0.6%
	F	-	27	-	-	-	-	-	27	1.4%
	Subtotal	81	173	-	4	22	7	94	381	19.8%
4	A	2	14	-	-	-	-	-	16	0.8%
	B	31	34	-	2	-	13	-	80	4.2%
	C	14	10	-	-	-	11	-	35	1.8%
	D	21	7	-	1	2	50	-	81	4.2%
	E	21	-	-	-	-	-	-	21	1.1%
	Subtotal	89	65	-	3	2	74	-	233	12.1%
	Total	434	819	37	54	60	301	222	1,927	100.0%
	% Totoal	22.5%	42.5%	1.9%	2.8%	3.1%	15.6%	11.5%	100.0%	

There are three major areas of surface parking, between Second and Third Streets from City Point Road to Randolph, the area around the Criminal Justice Center and the City owned lot north of Broadway. A number of individual buildings or businesses also have their own parking lots.

The distribution of parking resources does not appear to be directly related to demand from adjacent businesses or institutions. The result is that some areas are over supplied while others, such as City Hall and the retail portion of Broadway, don't have enough spaces. Part of the problem on Broadway may be due to employees or business owners using on-street parking for their own vehicles.

Parking Occupancy. Six hundred nineteen (619), or about a third, of these spaces were occupied at mid-day on Tuesday, September 10, 2002, as shown in Table 2. Two out of three spaces were vacant. Vacant spaces could be found at the curb and in off-street lots on each block of downtown Hopewell.

Parking Demands. The parking demands that are generated by existing uses in downtown Hopewell were estimated based on: (1) the existing quantities of development on each of the blocks and in each area of downtown Hopewell, (2) peak weekday and Saturday parking demand indices, (3) synergy among complementary uses, (4) non-auto mode splits, (5) hourly parking accumulation for each use, and (6) seasonal variations.

Land Uses. Downtown Hopewell includes nearly a half million square feet of office, retail, and restaurant uses; over 45,000 S.F. of civic uses; a 750-seat movie theater; and 281 residential dwelling units, as shown in Table 3. The vision for the future of downtown Hopewell includes more residents, a new hotel, a larger modern library, and doubling the commercial density.

Parking Demand Indices. Parking demand indices (or the number of parking spaces required for each unit of development) were identified based on industry standards and experience in other similar downtowns.

Table 2
Existing Parking Occupancy, by User Restriction
(Tuesday, September 10, 2002)

Area	Block	On-Street	Public Unrestricted	Public Time-Restricted	Handi-cap	Employee	Customer	City Employee	Total	Percent Total
1	A	-	32	-	1	-	-	10	43	6.9%
	B	10	-	-	-	-	-	-	10	1.6%
	C	-	51	6	-	2	1	-	60	9.7%
	D	11	-	-	-	-	-	-	11	1.8%
	E	-	9	-	-	-	-	-	9	1.5%
	Subtotal	21	92	6	1	2	1	10	133	21.5%
2	A	1	-	-	1	-	-	-	2	0.3%
	B	-	-	-	-	-	1	-	1	0.2%
	C	-		-	-	-	3	14	17	2.7%
	D	2	10	9	2	-	-	50	73	11.8%
	E	-	50	-	-	-	-	-	50	8.1%
	F	1	-	-	1	7	15	-	24	3.9%
	G	-	-	-	-	-	11	-	11	1.8%
	H	3	2	6	3	16	43	-	73	11.8%
	I	-	2	-	-	-	-	-	2	0.3%
	J	-	-	-	-	-	16	-	16	2.6%
	K	-	98	-	-	-	-	2	100	16.2%
	Subtotal	7	162	15	7	23	89	66	369	59.6%
3	A	-	-	-	-	-	-	-	-	0.0%
	B	-	-	-	-	-	-	-	-	0.0%
	C	-	23	-	-	-	-	-	23	3.7%
	D	-	25	-	-	7	4	-	36	5.8%
	E	-	-	-	-	-	-	-	-	0.0%
	F	-	-	-	-	-	-	-	-	0.0%
	Subtotal	-	48	-	-	7	4	-	59	9.5%
4	A	1	1	-	-	-	-	-	2	0.3%
	B	7	7	-	-	-	4	-	18	2.9%
	C	-	-	-	-	-	11	-	11	1.8%
	D	-	-	-	-	-	27	-	27	4.4%
	E	-	-	-	-	-	-	-	-	0.0%
	Subtotal	8	8	-	-	-	42	-	58	9.4%
	Total	36	310	21	8	32	136	76	619	100.0%
	% Totoal	1.9%	16.1%	1.1%	0.4%	1.7%	7.1%	3.9%	32.1%	

Table 3
Downtown Hopewell, Virginia Master Plan
Development Program

Land Use	Units	Existing	Master Plan	Change	Percent Change
Retail	S.F.	273,900	280,365	6,465	2.4%
Restaurant	S.F.	19,950	119,585	99,635	499.4%
Cinema	Seats	750	750	-	0.0%
Hotel	Rooms		150	NA	NA
Library	S.F.	9,500	50,000	40,500	426.3%
Recreation Center	S.F.	31,600	31,600	-	0.0%
Post Office	S.F.	4,500	4,500	-	0.0%
Office	S.F.	201,175	569,725	368,550	183.2%
Residential	D.U.	281	671	390	138.8%

Synergy. The following assumptions were made regarding synergy among uses:

- On weekdays, five percent of all movie patrons; 10 percent of all retail and restaurant customers; 10 percent of all recreation center patrons; and 20 percent of all library and post office customers would be drawn from other downtown uses, such as offices or residents.
- On Saturdays, five percent of all retail and restaurant customers; five percent of all movie patrons; 10 percent of all recreation center patrons; 10 percent of all post office customers; and 20 percent of all library customers would be drawn for other downtown uses.

Non-Auto Mode Splits. The following assumptions were made regarding non-auto use:

- On weekdays, five percent of all retail, restaurant, library, and post office customers; five percent of all movie patrons; five percent of all hotel guests; five percent of all recreation center patrons; and 10 percent of all office employees would travel by some mode other than a private automobile that is parked at their destination (i.e., walk, dropped off by other, taxi, public transportation, or some other mode).
- On weekdays, 10 percent of all retail, restaurant, movie theater, library, recreation center, and post office employees and five percent of all office visitors would travel by a non-auto mode.
- On Saturdays, five percent of all retail, restaurant, and post office customers; five percent of all movie, library, and recreation patrons; five percent of all hotel guests; and 10 percent of all office workers and residents would travel by a non-auto mode.
- On Saturdays, 10 percent of all downtown customers, patrons, workers, residents, and visitors would travel by a non-auto mode.

Hourly Parking Patterns. Peak office parking demands typically occur during the late morning; peak retail parking demands typically occur during the mid to late afternoon; peak restaurant, movie, and hotel parking demands typically occur late at night. Accordingly, these complementary uses can share the same parking spaces. For example, an individual parking space could be occupied by an office worker during the day and a retail, restaurant, or movie patron at night.

Seasonal Parking Variations. Similarly, various uses have different peak season parking requirements. The peak retail season is Christmas, in December. The peak restaurant, cinema, and hotel seasons are the summer months of June and July.

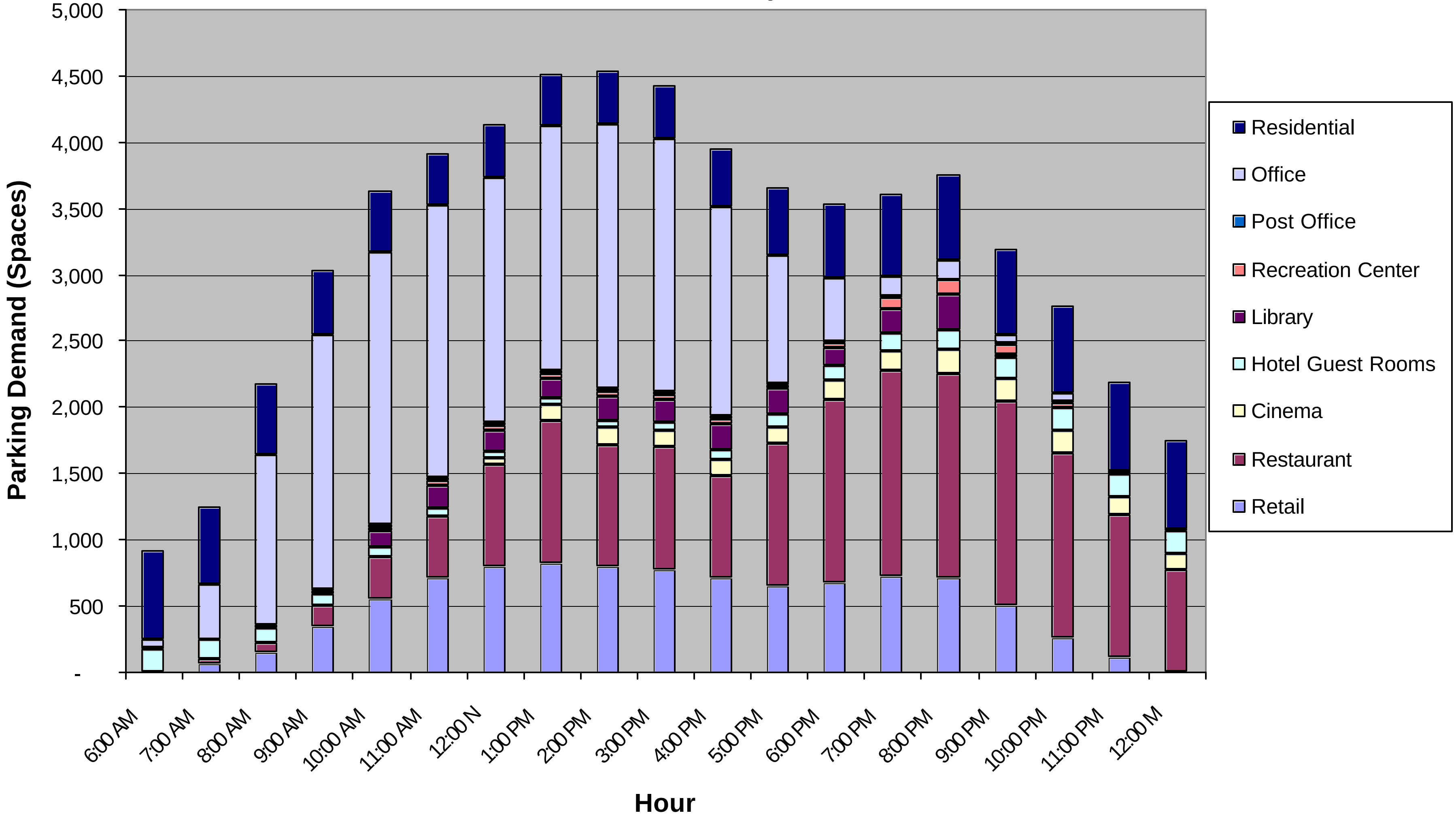
Existing Parking Demands. Taking all of these factors into account, a peak of 2,167 parking spaces would be required on weekdays to serve existing uses in downtown Hopewell in the early afternoon in December, if these uses were fully occupied and successful. A lesser total of 1,781 spaces would be required on Saturdays.

A total of 1,948 spaces would be required on typical September weekdays. This is approximately equal to the existing supply of 1,927 parking spaces.

As noted earlier, only 619 spaces were observed occupied on a typical weekday in September. This indicates that existing uses generate only about a third (or 32 percent) of the parking demand that would be typically expected.

Future Parking Demands. The uses envisioned in downtown Hopewell would generate a peak weekday demand for 4,529 parking spaces in the early afternoon in June, as shown Figure 1. This is 2,602, or 135 percent, more spaces than the existing on- and off- street parking supply in downtown Hopewell. Approximately 1,723 spaces would be required in Area 1; 2,034 spaces in Area 2; 328 spaces in Area 3; and 446 spaces in Area 4. A lesser total of 3,462 spaces would be required on Saturdays.

Figure 1
Downtown Hopewell
Parking Accumulation by Hour
Weekday



Wells Associates, LLC
McLean, Virginia

Recommendations. The following is recommended to support the downtown Hopewell master plan:

1. Provide a total of about 4,500 parking spaces.

2. Provide as many spaces as possible on the street, for the convenience of users and to promote a comfortable pedestrian environment.

3. The proposed new residential, hotel, and some of the other uses may provide sufficient numbers of spaces to adequately accommodate their own parking demands (i.e., they may be self-parked).

4. New garages are required, at the locations shown on the Illustrative Plan, to provide an overall adequate number of parking spaces and a balanced spatial distribution of parking.

5. Demolish the Butterworth's warehouse building to provide additional short-term parking for Broadway merchants. Use this as a demonstration project for future surface parking improvements. Seek to restrict the demolition of other buildings or the use of open space for additional surface parking.

6. Include directions to public parking areas as part of the way-finding system.

7. Ensure that public parking areas are clearly marked and that the regulations governing them are easily visible and understandable.

8. Designate employee parking areas on the periphery of Downtown that would not likely be used by customers and encourage employees to use these areas.

9. Amend the Zoning Ordinance to require additional parking lot landscape and screening improvements as discussed in the Design Guidelines.

Appendix A

Shared Parking Analysis:
Existing Conditions

Figure 1
Downtown Hopewell
Parking Accumulation by Hour
Weekday

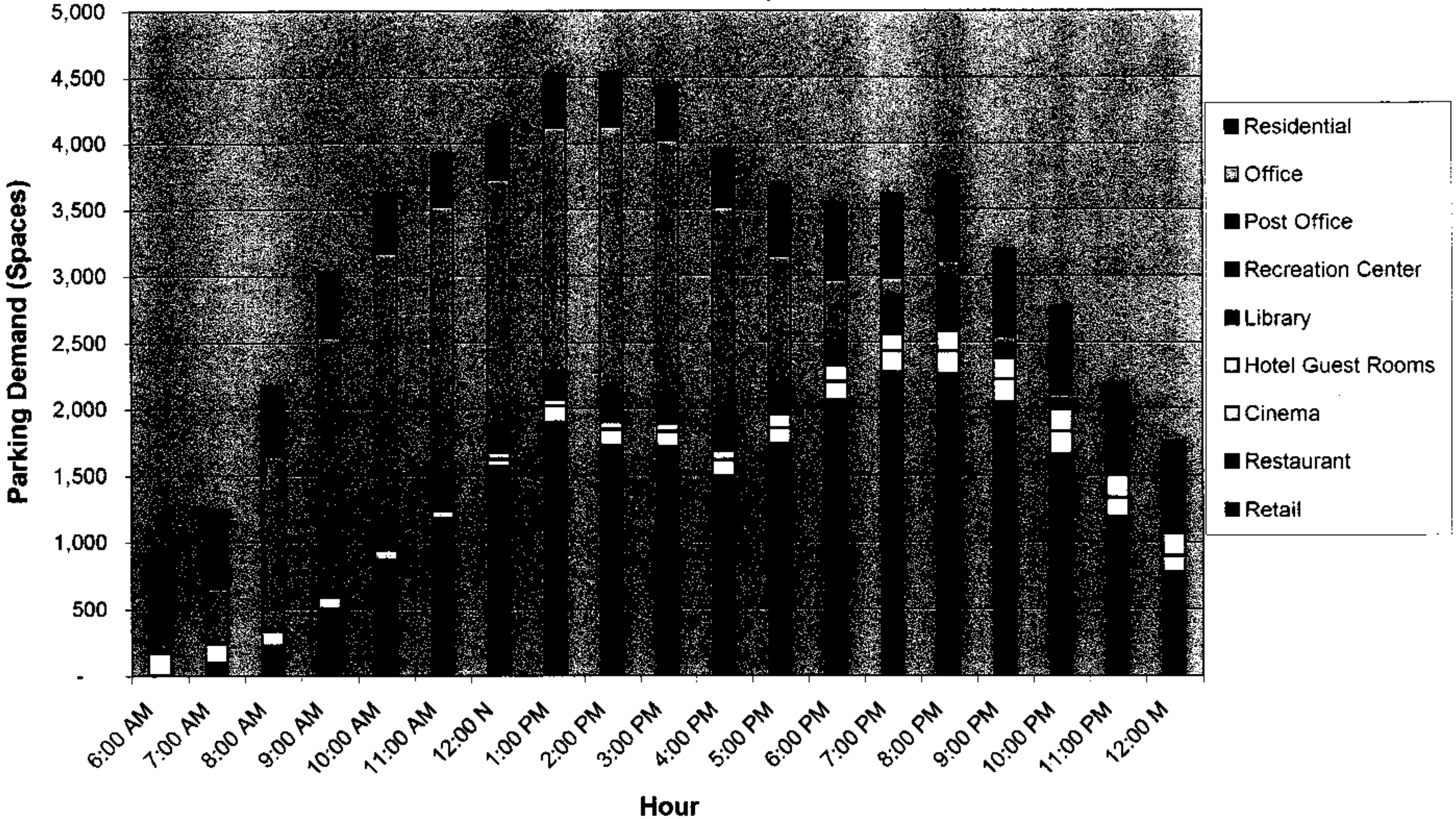
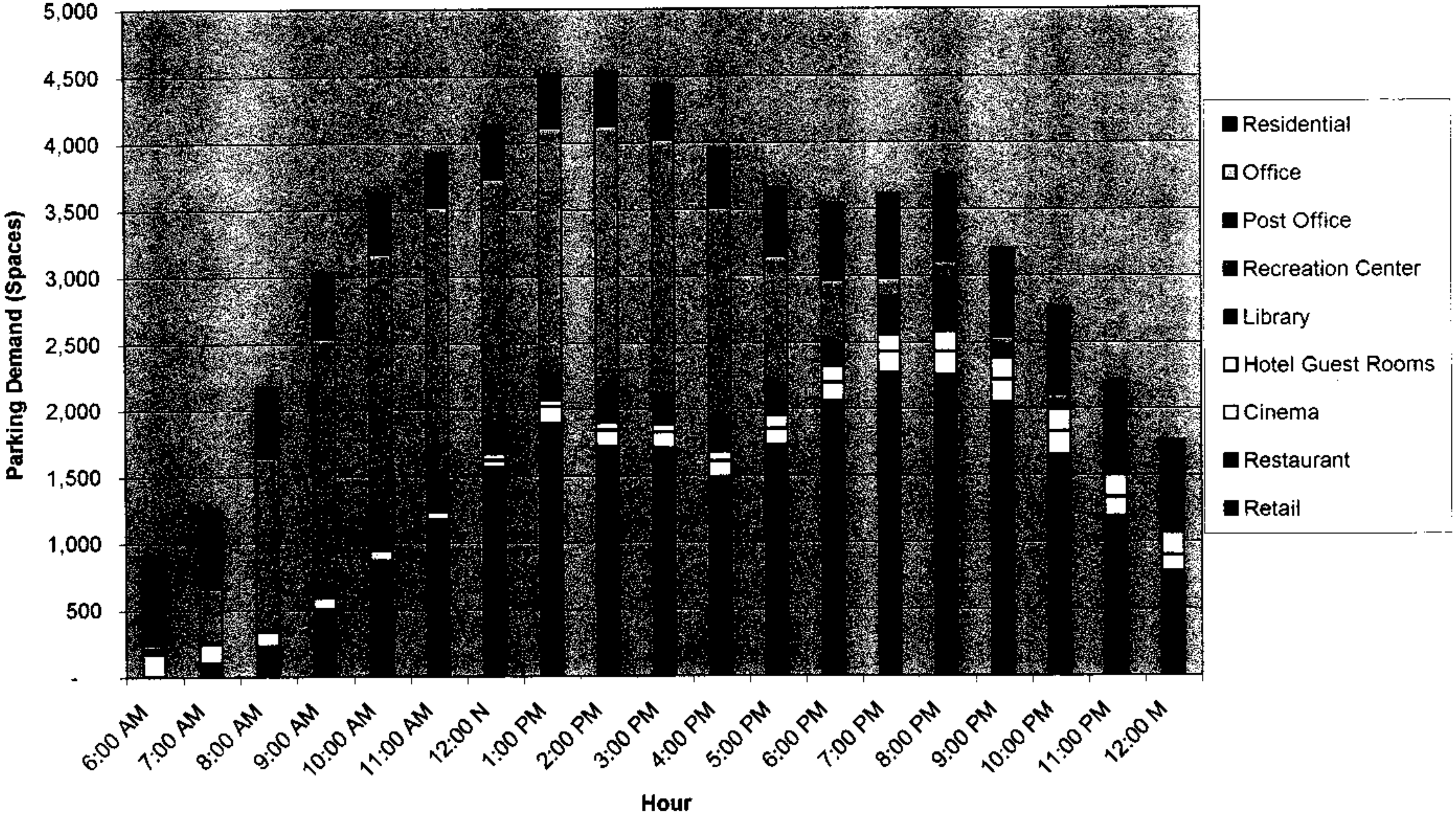


Figure 1
Downtown Hopewell
Parking Accumulation by Hour
Weekday



DOWNTOWN MASTER PLAN
HOPEWELL, VIRGINIA

DAVIS & CARTER & SCOTT | HYETT-PALMA | WELLS & ASSOCIATES | LEWIS SCULLY GIONET

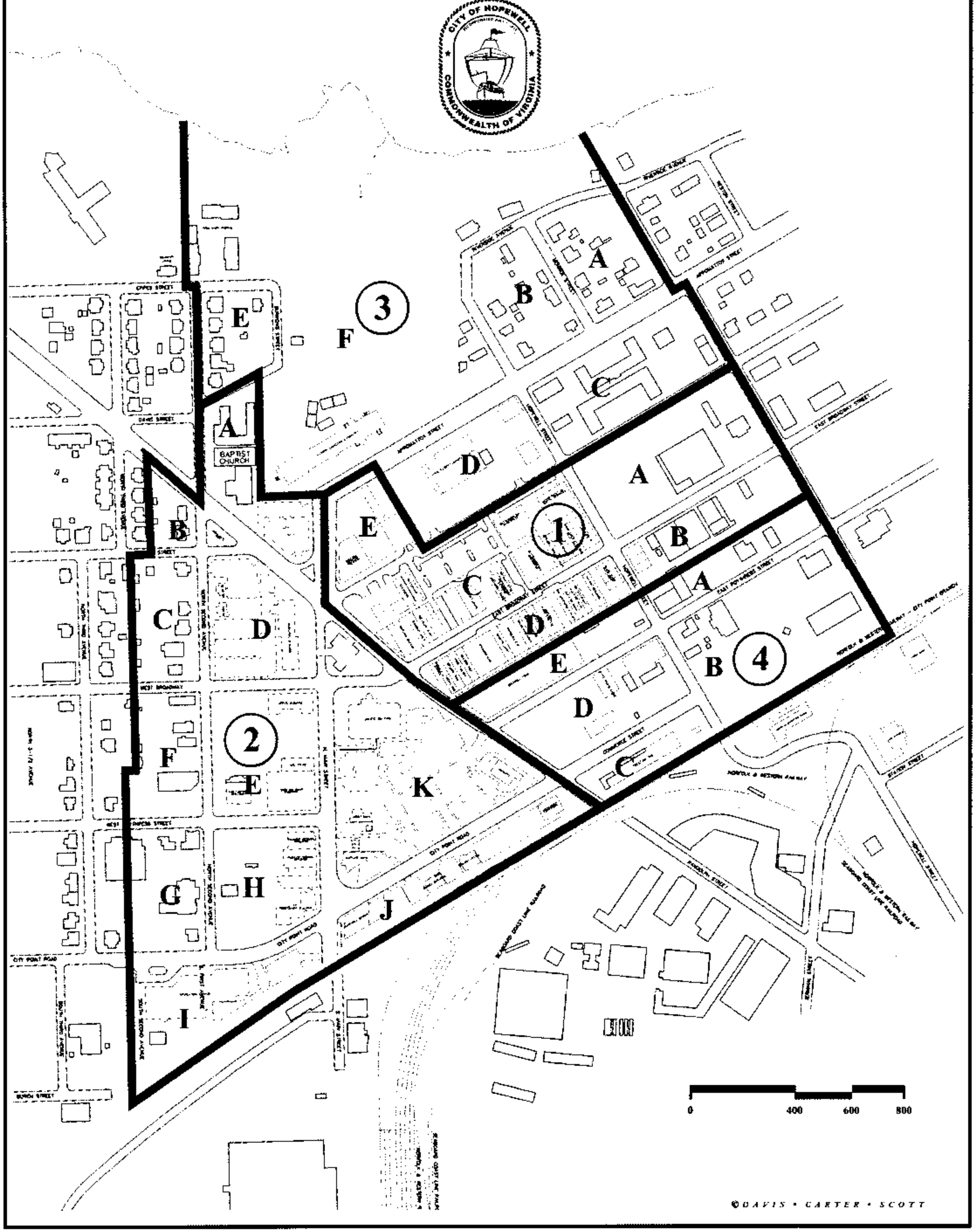


Table A1
Existing Parking Supply, by User Restriction

Area	Block	On-Street	Public Unrestricted	Public Time-Restricted	Handi-cap	Employee	Customer	City Employee	Total	Percent Total
1	A	42	124	-	6	-	-	11	183	9.5%
	B	18	-	-	-	-	-	-	18	0.9%
	C	36	89	6	2	2	6	-	141	7.3%
	D	20	-	-	-	-	-	-	20	1.0%
	E	-	18	-	-	-	-	-	18	0.9%
	Subtotal	116	231	6	8	2	6	11	380	19.7%
2	A	13	-	3	5	-	44	-	65	3.4%
	B	2	-	-	1	-	7	-	10	0.5%
	C	14	-	-	2	-	-	24	40	2.1%
	D	9	10	11	5	-	-	68	103	5.3%
	E	33	72	-	1	-	-	17	123	6.4%
	F	16	-	-	2	7	21	-	46	2.4%
	G	18	-	-	2	-	17	-	37	1.9%
	H	22	4	17	9	27	68	-	147	7.6%
	I	-	23	-	1	-	-	-	24	1.2%
	J	11	-	-	5	-	57	-	73	3.8%
	K	10	241	-	6	-	-	8	265	13.8%
	Subtotal	148	350	31	39	34	214	117	933	48.4%
3	A	11	-	-	-	-	-	-	11	0.6%
	B	11	-	-	-	-	-	-	11	0.6%
	C	26	77	-	-	-	-	-	103	5.3%
	D	22	69	-	4	22	7	94	218	11.3%
	E	11	-	-	-	-	-	-	11	0.6%
	F	-	27	-	-	-	-	-	27	1.4%
	Subtotal	81	173	-	4	22	7	94	381	19.8%
4	A	2	14	-	-	-	-	-	16	0.8%
	B	31	34	-	2	-	13	-	80	4.2%
	C	14	10	-	-	-	11	-	35	1.8%
	D	21	7	-	1	2	50	-	81	4.2%
	E	21	-	-	-	-	-	-	21	1.1%
	Subtotal	89	65	-	3	2	74	-	233	12.1%
	Total	434	819	37	54	60	301	222	1,927	100.0%
	% Totoal	22.5%	42.5%	1.9%	2.8%	3.1%	15.6%	11.5%	100.0%	

Table A2
Existing Parking Occupancy, by User Restriction
(Tuesday, September 10, 2002)

Area	Block	On-Street	Public Unrestricted	Public Time-Restricted	Handi-cap	Employee	Customer	City Employee	Total	Percent Total
1	A	-	32	-	1	-	-	10	43	6 9%
	B	10	-	-	-	-	-	-	10	1 6%
	C	-	51	6	-	2	1	-	60	9 7%
	D	11	-	-	-	-	-	-	11	1.8%
	E	-	9	-	-	-	-	-	9	1.5%
	Subtotal	21	92	6	1	2	1	10	133	21 5%
2	A	1	-	-	1	-	-	-	2	0.3%
	B	-	-	-	-	-	1	-	1	0.2%
	C	-		-	-	-	3	14	17	2.7%
	D	2	10	9	2	-	-	50	73	11.8%
	E	-	50	-	-	-	-	-	50	8.1%
	F	1	-	-	1	7	15	-	24	3.9%
	G	-	-	-	-	-	11	-	11	1.8%
	H	3	2	6	3	16	43	-	73	11.8%
	I	-	2	-	-	-	-	-	2	0.3%
	J	-	-	-	-	-	16	-	16	2.6%
	K	-	98	-	-	-	-	2	100	16.2%
	Subtotal	7	162	15	7	23	89	66	369	59.6%
3	A	-	-	-	-	-	-	-	-	0.0%
	B	-	-	-	-	-	-	-	-	0.0%
	C	-	23	-	-	-	-	-	23	3 7%
	D	-	25	-	-	7	4	-	36	5.8%
	E	-	-	-	-	-	-	-	-	0.0%
	F	-	-	-	-	-	-	-	-	0.0%
	Subtotal	-	48	-	-	7	4	-	59	9.5%
4	A	1	1	-	-	-	-	-	2	0.3%
	B	7	7	-	-	-	4	-	18	2.9%
	C	-	-	-	-	-	11	-	11	1.8%
	D	-	-	-	-	-	27	-	27	4.4%
	E	-	-	-	-	-	-	-	-	0.0%
	Subtotal	8	8	-	-	-	42	-	58	9.4%
	Total	36	310	21	8	32	136	76	619	100.0%
	% Totoal	1.9%	16.1%	1.1%	0.4%	1.7%	7.1%	3.9%	32.1%	

Table A3
Percent Occupied Spaces, by User Restriction
(Tuesday, September 10, 2002)

Area	Block	On-Street	Public Unrestricted	Public Time-Restricted	Handi-cap	Employee	Customer	City Employee	Total
1	A	0.0%	25.8%	0.0%	16.7%	0.0%	0.0%	90.9%	23.5%
	B	55.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	55.6%
	C	0.0%	57.3%	100.0%	0.0%	100.0%	16.7%	0.0%	42.6%
	D	55.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	55.0%
	E	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%
	Subtotal	18.1%	39.8%	100.0%	12.5%	100.0%	16.7%	90.9%	35.0%
2	A	7.7%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	3.1%
	B	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%	10.0%
	C	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	58.3%	42.5%
	D	22.2%	100.0%	81.8%	40.0%	0.0%	0.0%	73.5%	70.9%
	E	0.0%	69.4%	0.0%	0.0%	0.0%	0.0%	0.0%	40.7%
	F	6.3%	0.0%	0.0%	50.0%	100.0%	71.4%	0.0%	52.2%
	G	0.0%	0.0%	0.0%	0.0%	0.0%	64.7%	0.0%	29.7%
	H	13.6%	50.0%	35.3%	33.3%	59.3%	63.2%	0.0%	49.7%
	I	0.0%	8.7%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%
	J	0.0%	0.0%	0.0%	0.0%	0.0%	28.1%	0.0%	21.9%
	K	0.0%	40.7%	0.0%	0.0%	0.0%	0.0%	25.0%	37.7%
	Subtotal	4.7%	46.3%	48.4%	17.9%	67.6%	41.6%	56.4%	39.5%
3	A	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	B	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	C	0.0%	29.9%	0.0%	0.0%	0.0%	0.0%	0.0%	22.3%
	D	0.0%	36.2%	0.0%	0.0%	31.8%	57.1%	0.0%	16.5%
	E	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	F	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Subtotal	0.0%	27.7%	0.0%	0.0%	31.8%	57.1%	0.0%	15.5%
4	A	50.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%
	B	22.6%	20.6%	0.0%	0.0%	0.0%	30.8%	0.0%	22.5%
	C	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	31.4%
	D	0.0%	0.0%	0.0%	0.0%	0.0%	54.0%	0.0%	33.3%
	E	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Subtotal	9.0%	12.3%	0.0%	0.0%	0.0%	56.8%	0.0%	24.9%
	% Totoal	8.3%	37.9%	56.8%	14.8%	53.3%	45.2%	34.2%	32.1%

Table A4
Downtown Hopewell, Virginia Master Plan
Existing Land Use Inventories

						Land Uses				
Area	Block	Retail (S.F.)	Restaurant (S.F.)	Office (S.F.)	Housing (D.U.)	Theater (Seats)	Hotel (Rooms)	Library (S.F.)	Other (S.F.)	Notes
1	A	27,050	-	-	1	-	-	-	2,000	Church
	B	12,200	-	7,900	-	-	-	-	7,700	Car Repair
	C	74,000	3,900	10,500	27	-	-	-	-	
	D	55,000	4,900	4,000	3	-	-	-	-	
	E	-	-	8,000	-	750	-	-	2,750	Dance Studio
	Subtotal	168,250	8,800	30,400	31	750	-	-	12,450	
2	A	-	-	-	-	-	-	-	20,000	Church
	B	-	-	2,200	-	-	-	-	-	
	C	1,800	-	2,600	2	-	-	-	-	
	D	-	-	22,000	1	-	-	-	-	
	E	15,000	3,000	31,000	-	-	-	-	4,500	Post Office
	F	-	-	9,000	-	-	-	-	-	
	G	9,000	-	2,700	1	-	-	-	-	
	H	-	-	39,975	-	-	-	-	-	
	I	-	-	-	-	-	-	-	31,600	Rec. Center
	J	9,800	3,500	5,850	-	-	-	-	-	
	K	4,800	3,500	35,200	-	-	-	-	-	Courts Building
	Subtotal	40,400	10,000	150,525	4	-	-	-	56,100	
3	A	-	-	-	3	-	-	-	-	
	B	-	-	-	6	-	-	-	-	
	C	-	-	1,250	73	-	-	-	1,375	Church
	D	2,750	-	15,500	-	-	-	9,500	-	
	E	-	-	-	6	-	-	-	-	
	F	-	-	-	47	-	-	-	-	
	Subtotal	2,750	-	16,750	135	-	-	9,500	1,375	
4	A	2,250	-	-	-	-	-	-	3,850	Church
	B	1,800	900	3,500	111	-	-	-	-	
	C	10,250	250	-	-	-	-	-	-	
	D	7,500	-	-	-	-	-	-	9,600	Amer. Legion Hall
	E	40,700	-	-	-	-	-	-	-	
	Subtotal	62,500	1,150	3,500	111	-	-	-	13,450	
	Total	273,900	19,950	201,175	281	750	-	9,500	83,375	

Table A5
Base Parking Demand Indices

Land Use	User	Weekday	Saturday	Units	Data Source
Retail	Customers	3.75	4.00	1,000 S.F.	ULI, "Parking Requirements
	Employees	0.75	1.00	1,000 S.F.	for Shopping Centers," 1982.
Restaurant	Customers	13.50	17.50	1,000 S.F.	ULI, "Shared Parking," 1983.
	Employees	1.50	2.50	1,000 S.F.	
Cinema	Customers	0.25	0.30	Seat	ULI, "Shared Parking," 1983.
	Employees	0.01	0.01	Seat	
Hotel					ULI, "Shared Parking," 1983.
Guest Rooms	Guests	1.00	1.00	Room	ULI, "Shared Parking," 1983.
Restaurant	Customers	10.00	10.00	1,000 S.F.	ULI, "Shared Parking," 1983.
Meeting Rooms	Attendees	10.00	10.00	1,000 S.F.	ULI, "Shared Parking," 1983.
Conference Rooms	Attendees	10.00	15.00	1,000 S.F.	ULI, "Shared Parking," 1983.
	Employees	0.25	0.25	Room	ULI, "Shared Parking," 1983.
Library	Customers	6.00	6.00	1,000 S.F.	Fairfax County (VA) Public Library
	Employees	1.00	1.00	1,000 S.F.	
Recreation Center	Patrons	3.35	3.35	1,000 S.F.	Walker Parking Consultants
	Employees	0.35	0.35	1,000 S.F.	Walker Parking Consultants
Post Office	Customers	2.80	2.80	1,000 S.F.	Wells & Associates
	Employees	3.50	3.50	1,000 S.F.	Wells & Associates
Office	Employees	3.77	0.40	1,000 S.F.	ITE, "Parking Generation."
	Visitors	0.22	0.01	1,000 S.F.	
Residential	Residents	1.00	1.00	D.U.	ULI, "Shared Parking," 1983.
	Visitors	-	-	D.U.	ULI, "Shared Parking," 1983.

Table A6
Downtown Hopewell, Virginia Master Plan
Project-Specific Parking Ratios
Weekdays

Land Use	User	Base Ratio	Captives (Percent)	Non-Auto Mode Split (Percent)	Project-Specific Ratio	Units
Retail	Customers	3.75	10%	5%	3.21	1,000 S.F.
	Employees	0.75	0%	10%	0.68	1,000 S.F.
Restaurant	Customers	13.50	10%	5%	11.54	1,000 S.F.
	Employees	1.50	0%	10%	1.35	1,000 S.F.
Cinema	Customers	0.25	5%	5%	0.23	Seat
	Employees	0.01	0%	10%	0.01	Seat
Hotel						
Guest Rooms	Guests	1.00	0%	5%	0.95	Room
Restaurant	Customers	10.00	75%	5%	2.38	1,000 S.F.
Meeting Rooms	Attendees	10.00	40%	10%	5.40	1,000 S.F.
Conference Rooms	Attendees	10.00	40%	10%	5.40	1,000 S.F.
	Employees	0.25	0%	30%	0.18	Room
Library	Customers	6.00	20%	5%	4.56	1,000 S.F.
	Employees	1.00	0%	10%	0.90	1,000 S.F.
Recreation Center	Patrons	3.35	10%	5%	2.86	1,000 S.F.
	Employees	0.35	0%	10%	0.32	1,000 S.F.
Post Office	Customers	2.80	20%	5%	2.13	1,000 S.F.
	Employees	3.50	0%	10%	3.15	1,000 S.F.
Office	Employees	3.77	0%	10%	3.39	1,000 S.F.
	Visitors	0.22	0%	5%	0.21	1,000 S.F.
Residential	Residents	1.00	0%	0%	1.00	D.U.
	Visitors	-	0%	0%	-	D.U.

Table A7
Downtown Hopewell, Virginia Master Plan
Peak Parking Demands, by Land Use
Weekdays

Land Use	Development Program	Units	User	Project-Specific Ratio	Spaces
Retail	273,900	S.F.	Customers	3.21	878
			Employees	0.68	185
Restaurant	19,950	S.F.	Customers	11.54	230
			Employees	1.35	27
Cinema	750	Seats	Customers	0.23	169
			Employees	0.01	7
Hotel					
Guest Rooms	-	Rooms	Guests	0.95	-
Restaurant	-	S.F.	Customers	2.38	-
Meeting Rooms	-	S.F.	Attendees	5.40	-
Conference Rooms	-	S.F.	Attendees	5.40	-
			Employees	0.18	-
Library	9,500	S.F.	Customers	4.56	43
			Employees	0.90	9
Recreation Center	31,600	S.F.	Patrons	2.86	91
			Employees	0.32	10
Post Office	4,500	S.F.	Customers	2.13	10
			Employees	3.15	14
Office	201,175	S.F.	Employees	3.39	683
			Visitors	0.21	42
Subtotal			Customers		1,463
			Employees		925
Residential	281	D.U.'s	Residents	1.00	
		D.U.'s	Visitors	-	
Total			Customers		1,463
			Employees		925
			Residents		-
			Total		2,388

Table A8
Downtown Hopewell, Virginia Master Plan
Project-Specific Parking Ratios
Saturdays

Land Use	User	Base Ratio	Captives (Percent)	Non-Auto Mode Split (Percent)	Project-Specific Ratio	Units
Retail	Customers	4.00	5%	5%	3.61	1,000 S.F.
	Employees	1.00	0%	10%	0.90	1,000 S.F.
Restaurant	Customers	17.50	5%	5%	15.79	1,000 S.F.
	Employees	2.50	0%	10%	2.25	1,000 S.F.
Cinema	Customers	0.30	5%	5%	0.27	Seat
	Employees	0.01	0%	10%	0.01	Seat
Hotel						
Guest Rooms	Guests	1.00	0%	5%	0.95	Room
Restaurant	Customers	10.00	75%	5%	2.38	1,000 S.F.
Meeting Rooms	Attendees	10.00	40%	10%	5.40	1,000 S.F.
Conference Rooms	Attendees	15.00	5%	10%	12.83	1,000 S.F.
	Employees	0.25	0%	30%	0.18	Room
Library	Customers	6.00	20%	5%	4.56	1,000 S.F.
	Employees	1.00	0%	10%	0.90	1,000 S.F.
Recreation Center	Patrons	3.35	10%	5%	2.86	1,000 S.F.
	Employees	0.35	0%	10%	0.32	1,000 S.F.
Post Office	Customers	2.80	10%	5%	2.39	1,000 S.F.
	Employees	3.50	0%	10%	3.15	1,000 S.F.
Office	Employees	0.40	0%	10%	0.36	1,000 S.F.
	Visitors	0.01	0%	5%	0.01	1,000 S.F.
Residential	Residents	1.00	0%	10%	0.90	D.U.
	Visitors	-	0%	5%	-	D.U.

Table A9
Downtown Hopewell, Virginia Master Plan
Peak Parking Demands, by Land Use
Saturdays

Land Use	Development Program	Units	User	Project-Specific Ratio	Spaces
Retail	273,900	S.F.	Customers	3.61	989
			Employees	0.90	247
Restaurant	19,950	S.F.	Customers	15.79	315
			Employees	2.25	45
Cinema	750	Seats	Customers	0.27	203
			Employees	0.01	7
Hotel					
Guest Rooms	-	Rooms	Guests	0.95	-
Restaurant	-	S.F.	Customers	2.38	-
Meeting Rooms	-	S.F.	Attendees	5.40	-
Conference Rooms	-	S.F.	Attendees	12.83	-
			Employees	0.18	-
Library	9,500	S.F.	Customers	4.56	43
			Employees	0.90	9
Recreation Center	31,600	S.F.	Patrons	2.86	91
			Employees	0.32	10
Post Office	4,500	S.F.	Customers	2.39	11
			Employees	3.15	14
Office	201,175	S.F.	Employees	0.36	72
			Visitors	0.01	2
Subtotal			Customers		1,653
			Employees		395
Residential	281	D.U.'s	Residents	0.90	
	-	D.U.'s	Visitors	-	
Total			Customers		1,653
			Employees		395
			Residents		-
			Total		2,048

Table A10
Downtown Hopewell, Virginia Master Plan
Weekday Parking Demands, by Month

Month	Sum of Peak Parking Demands	With Shared Residential Parking			Without Shared Residential Parking		
		Maximum Shared Parking Demand	Savings Due to Shared Parking	Percent Savings	Maximum Shared Parking Demand	Savings Due to Shared Parking	Percent Savings
January	2,237	1,868	369	16.5%	1,980	257	11.5%
February	2,189	1,835	354	16.2%	1,948	241	11.0%
March	2,245	1,885	360	16.0%	1,998	248	11.0%
April	2,270	1,903	367	16.2%	2,015	255	11.2%
May	2,293	1,918	376	16.4%	2,030	263	11.5%
June	2,412	2,014	398	16.5%	2,126	286	11.9%
July	2,386	1,997	390	16.3%	2,013	373	15.6%
August	2,295	1,937	358	15.6%	2,049	246	10.7%
September	2,310	1,948	362	15.7%	2,060	250	10.8%
October	2,292	1,936	357	15.6%	2,048	244	10.7%
November	2,295	1,952	342	14.9%	2,065	230	10.0%
December	2,523	2,167	356	14.1%	2,281	242	9.6%
Minimum	2,189	1,835	342	14.1%	1,948	230	9.6%
Maximum	2,523	2,167	398	16.5%	2,281	373	15.6%
Average	2,312	1,947	366	15.8%	2,051	261	11.3%

Table A11
Downtown Hopewell, Virginia Master Plan
Hourly Parking Accumulation by Hour of the Day
Weekdays
December

Hour of the Day	Retail	Restau-rant	Cinema	Hotel Guest Rooms	Hotel Rest / Lounge	Hotel Meeting Rooms	Hotel Conf. Rooms	Library	Recreation Center	Post Office	Office	Resi-dential	Total With Res Sharing	Total Without Res Sharing
Development Program (Units)	273,900 S.F	19,950 S F	750 Seats	- Rooms	- S.F.	- S F	- S F	9,500 S F	31,600 S F	4,500 S F.	201,175 S.F.	281 D.U.'s		
Site-Specific Parking Demand Index	3.88	12.89	0.23	1.13	2.38	5.40	5.40	5.46	3.18	5.28	3.60	1.00		
Monthly Parking Demand Index	100%	90%	50%	85%	65%	90%	100%	20%	100%	100%	100%	100%		
Peak Parking Demand (Spaces)	1,063	231	88	-	-	-	-	10	100	24	725	281	2,523	2,523
Hourly Accumulation:														
6:00 AM	-	-	-	-	-	-	-	-	-	10	22	281	312	312
7:00 AM	85	5	-	-	-	-	-	-	-	10	145	244	489	525
8:00 AM	191	12	-	-	-	-	-	-	-	15	457	222	896	955
9:00 AM	446	23	-	-	-	-	-	-	17	22	674	205	1,388	1,464
10:00 AM	723	46	-	-	-	-	-	5	33	24	725	191	1,746	1,836
11:00 AM	925	69	-	-	-	-	-	7	34	24	725	166	1,949	2,065
12:00 N	1,031	116	26	-	-	-	-	6	34	21	652	169	2,056	2,168
1:00 PM	1,063	162	62	-	-	-	-	5	34	21	652	166	2,166	2,281
2:00 PM	1,031	139	62	-	-	-	-	7	34	23	703	169	2,167	2,280
3:00 PM	1,010	139	62	-	-	-	-	7	34	22	674	171	2,119	2,228
4:00 PM	925	116	62	-	-	-	-	7	36	18	558	185	1,907	2,003
5:00 PM	840	162	62	-	-	-	-	7	29	11	341	216	1,668	1,732
6:00 PM	872	208	70	-	-	-	-	5	43	10	167	239	1,613	1,656
7:00 PM	946	231	79	-	-	-	-	7	84	10	51	264	1,673	1,690
8:00 PM	925	231	88	-	-	-	-	10	100	10	51	270	1,685	1,696
9:00 PM	648	231	88	-	-	-	-	1	71	10	22	275	1,347	1,352
10:00 PM	340	208	88	-	-	-	-	-	34	10	22	278	980	983
11:00 PM	138	162	70	-	-	-	-	-	13	10	-	281	674	674
12:00 M	-	116	62	-	-	-	-	-	7	10	-	281	475	475
Maximum Parking Demand													2,167	2,281
Savings due to Shared Parking and Synergy													356	242
Percent Savings													14.1%	9.6%

Table A12
Downtown Hopewell, Virginia Master Plan
Saturday Parking Demands, by Month

Month	Sum of Peak Parking Demands	Maximum Shared Parking Demand	Savings Due to Shared Parking	Percent Savings
January	1,784	1,431	353	19.8%
February	1,693	1,363	330	19.5%
March	1,788	1,440	348	19.4%
April	1,830	1,470	360	19.7%
May	1,858	1,488	370	19.9%
June	2,001	1,602	399	19.9%
July	1,975	1,576	399	20.2%
August	1,858	1,508	350	18.9%
September	1,871	1,525	347	18.5%
October	1,850	1,510	340	18.4%
November	1,855	1,527	328	17.7%
December	2,127	1,781	346	16.3%
Minimum	1,693	1,363	328	16.3%
Maximum	2,127	1,781	399	20.2%
Average	1,874	1,518	356	19.0%

Table A13
Downtown Hopewell, Virginia Master Plan
Hourly Parking Accumulation by Hour of the Day
Saturdays
December

Hour of the Day	Retail	Restaurant	Cinema	Hotel: Guest Rooms	Hotel: Rest./ Lounge	Hotel: Meeting Rooms	Hotel: Conf. Rooms	Library	Recreation Center	Post Office	Office	Residential
Development Program (Units)	273,900 S.F.	19,950 S.F.	750 Seats	- Rooms	- S.F.	- S.F.	- S.F.	9,500 S.F.	31,600 S.F	4,500 S.F.	201,175 S.F.	281 D.U.'s
Site-Specific Parking Demand Index	4.51	18.04	0.28	1.13	2.38	5.40	12.83	5.46	3.18	5.54	0.37	0.90
Monthly Parking Demand Index	100%	90%	50%	85%	65%	90%	100%	20%	100%	100%	100%	100%
Peak Parking Demand (Spaces)	1,235	324	105	-	-	-	-	10	100	25	74	253
Hourly Accumulation:												
6:00 AM	-	-	-	-	-	-	-	-	-	10	-	253
7:00 AM	37	6	-	-	-	-	-	-	-	10	15	240
8:00 AM	124	10	-	-	-	-	-	-	-	15	45	223
9:00 AM	371	19	-	-	-	-	-	-	5	20	59	205
10:00 AM	556	26	-	-	-	-	-	6	9	20	59	187
11:00 AM	902	32	-	-	-	-	-	8	17	25	74	180
12:00 N	1,050	97	31	-	-	-	-	9	51	25	74	180
1:00 PM	1,174	146	73	-	-	-	-	8	69	20	59	177
2:00 PM	1,235	146	73	-	-	-	-	9	78	15	45	180
3:00 PM	1,235	146	73	-	-	-	-	10	90	10	30	185
4:00 PM	1,112	146	73	-	-	-	-	10	100	10	30	190
5:00 PM	926	194	73	-	-	-	-	1	75	10	15	205
6:00 PM	803	292	84	-	-	-	-	-	52	10	15	215
7:00 PM	741	308	94	-	-	-	-	-	60	10	15	220
8:00 PM	679	324	105	-	-	-	-	-	82	10	15	233
9:00 PM	494	324	105	-	-	-	-	-	90	10	-	240
10:00 PM	469	308	105	-	-	-	-	-	86	10	-	243
11:00 PM	161	275	84	-	-	-	-	-	81	10	-	248
12:00 M	-	227	73	-	-	-	-	-	42	10	-	253
Maximum Parking Demand												
Savings due to Shared Parking and Synergy												
Percent Savings												

Appendix B

Shared Parking Analysis:
Future Conditions

Table B1
Downtown Hopewell, Virginia Master Plan
Future Land Use Inventories

		Land Uses								
Area	Block	Retail (S.F.)	Restau-rant (S.F.)	Office (S.F.)	Housing (D.U.)	Theater (Seats)	Hotel (Rooms)	Library (S.F.)	Other (S.F.)	Notes
1	A	19,600	8,400	-	140	-	-	-	-	Apartments
	B	23,030	9,870	7,900	38	-	-	-	-	Apartments
	C	80,500	34,500	50,000	20	-	-	-	-	Apartments
	D	50,050	21,450	10,000	-	-	-	-	-	
	E	-	-	-	-	750	-	50,000	8,000	Museum
	Subtotal	173,180	74,220	67,900	198	750	-	50,000	8,000	
2	A	-	-	-	-	-	-	-	20,000	Church
	B	-	-	7,000	-	-	-	-	-	
	C	-	-	21,000	-	-	-	-	-	
	D	-	-	147,000	-	-	-	-	-	
	E	12,600	5,400	77,900	-	-	-	-	4,500	Post Office
	F	-	-	16,500	-	-	-	-	-	
	G	4,900	2,100	2,700	-	-	-	-	-	
	H	2,800	1,200	45,375	-	-	-	-	-	
	I	-	-	-	-	-	-	-	31,600	Rec. Center
	J	9,800	3,500	5,850	-	-	-	-	-	
	K	9,100	3,900	175,000	-	-	-	-	-	
	Subtotal	39,200	16,100	498,325	-	-	-	-	56,100	
3	A	-	-	-	6	-	-	-	-	Single Family
	B	-	-	-	6	-	-	-	-	Single Family
	C	-	-	-	44	-	-	-	-	Townhouses
	D	8,400	3,600	-	-	-	-	-	-	(In Parking Garage)
	E	-	-	-	6	-	-	-	-	Single Family
	F	-	-	-	300	-	150	-	-	Condos
	Subtotal	8,400	3,600	-	362	-	150	-	-	
4	A	11,235	4,815	-	-	-	-	-	-	
	B	1,800	900	3,500	111	-	-	-	-	Residential
	C	-	-	-	-	-	-	-	2,500	Museum
	D	16,800	7,200	-	-	-	-	-	9,600	Amer. Legion Hall
	E	29,750	12,750	-	-	-	-	-	-	
	Subtotal	59,585	25,665	3,500	111	-	-	-	12,100	
	Total	280,365	119,585	569,725	671	750	150	50,000	76,200	

Table B2
Base Parking Demand Indices

Land Use	User	Weekday	Saturday	Units	Data Source
Retail	Customers	3.75	4.00	1,000 S.F.	ULI, "Parking Requirements
	Employees	0.75	1.00	1,000 S.F.	for Shopping Centers," 1982.
Restaurant	Customers	13.50	17.50	1,000 S.F.	ULI, "Shared Parking," 1983.
	Employees	1.50	2.50	1,000 S.F.	
Cinema	Customers	0.25	0.30	Seat	ULI, "Shared Parking," 1983.
	Employees	0.01	0.01	Seat	
Hotel					ULI, "Shared Parking," 1983.
Guest Rooms	Guests	1.00	1.00	Room	ULI, "Shared Parking," 1983.
Restaurant	Customers	10.00	10.00	1,000 S.F.	ULI, "Shared Parking," 1983.
Meeting Rooms	Attendees	10.00	10.00	1,000 S.F.	ULI, "Shared Parking," 1983.
Conference Rooms	Attendees	10.00	15.00	1,000 S.F.	ULI, "Shared Parking," 1983.
	Employees	0.25	0.25	Room	ULI, "Shared Parking," 1983.
Library	Customers	6.00	6.00	1,000 S.F.	Fairfax County (VA) Public Library
	Employees	1.00	1.00	1,000 S.F.	
Recreation Center	Patrons	3.35	3.35	1,000 S.F.	Walker Parking Consultants
	Employees	0.35	0.35	1,000 S.F.	Walker Parking Consultants
Post Office	Customers	2.80	2.80	1,000 S.F.	Wells & Associates
	Employees	3.50	3.50	1,000 S.F.	Wells & Associates
Office	Employees	3.77	0.40	1,000 S.F.	ITE, "Parking Generation."
	Visitors	0.22	0.01	1,000 S.F.	
Residential	Residents	1.00	1.00	D.U.	ULI, "Shared Parking," 1983.
	Visitors	-	-	D.U.	ULI, "Shared Parking," 1983.

Table B3
Downtown Hopewell, Virginia Master Plan
Project-Specific Parking Ratios
Weekdays

Land Use	User	Base Ratio	Captives (Percent)	Non-Auto Mode Split (Percent)	Project-Specific Ratio	Units
Retail	Customers	3.75	10%	5%	3.21	1,000 S.F.
	Employees	0.75	0%	10%	0.68	1,000 S.F.
Restaurant	Customers	13.50	10%	5%	11.54	1,000 S.F.
	Employees	1.50	0%	10%	1.35	1,000 S.F.
Cinema	Customers	0.25	5%	5%	0.23	Seat
	Employees	0.01	0%	10%	0.01	Seat
Hotel						
Guest Rooms	Guests	1.00	0%	5%	0.95	Room
Restaurant	Customers	10.00	75%	5%	2.38	1,000 S.F.
Meeting Rooms	Attendees	10.00	40%	10%	5.40	1,000 S.F.
Conference Rooms	Attendees	10.00	40%	10%	5.40	1,000 S.F.
	Employees	0.25	0%	30%	0.18	Room
Library	Customers	6.00	20%	5%	4.56	1,000 S.F.
	Employees	1.00	0%	10%	0.90	1,000 S.F.
Recreation Center	Patrons	3.35	10%	5%	2.86	1,000 S.F.
	Employees	0.35	0%	10%	0.32	1,000 S.F.
Post Office	Attendees	2.80	20%	5%	2.13	1,000 S.F.
	Employees	3.50	0%	10%	3.15	1,000 S.F.
Office	Employees	3.77	0%	10%	3.39	1,000 S.F.
	Visitors	0.22	0%	5%	0.21	1,000 S.F.
Residential	Residents	1.00	0%	0%	1.00	D.U.
	Visitors	-	0%	0%	-	D.U.

Table B4
Downtown Hopewell, Virginia Master Plan
Peak Parking Demands, by Land Use
Weekdays

Land Use	Development Program	Units	User	Project-Specific Ratio	Spaces
Retail	280,365	S.F.	Customers	3.21	899
			Employees	0.68	189
Restaurant	119,585	S.F.	Customers	11.54	1,380
			Employees	1.35	161
Cinema	750	Seats	Customers	0.23	169
			Employees	0.01	7
Hotel					
Guest Rooms	150	Rooms	Guests	0.95	143
Restaurant	-	S.F.	Customers	2.38	-
Meeting Rooms	-	S.F.	Attendees	5.40	-
Conference Rooms	-	S.F.	Attendees	5.40	-
			Employees	0.18	26
Library	50,000	S.F.	Customers	4.56	228
			Employees	0.90	45
Recreation Center	31,600	S.F.	Patrons	2.86	91
			Employees	0.32	10
Post Office	4,500	S.F.	Customers	2.13	10
			Employees	3.15	14
Office	569,725	S.F.	Employees	3.39	1,933
			Visitors	0.21	119
Subtotal			Customers		3,038
			Employees		2,341
Residential	671	D.U.'s	Residents	1.00	
		D.U.'s	Visitors	-	
Total			Customers		3,038
			Employees		2,341
			Residents		-
			Total		5,379

Table B5
Downtown Hopewell, Virginia Master Plan
Project-Specific Parking Ratios
Saturdays

Land Use	User	Base Ratio	Captives (Percent)	Non-Auto Mode Split (Percent)	Project-Specific Ratio	Units
Retail	Customers	4.00	5%	5%	3.61	1,000 S.F.
	Employees	1.00	0%	10%	0.90	1,000 S.F.
Restaurant	Customers	17.50	5%	5%	15.79	1,000 S.F.
	Employees	2.50	0%	10%	2.25	1,000 S.F.
Cinema	Customers	0.30	5%	5%	0.27	Seat
	Employees	0.01	0%	10%	0.01	Seat
Hotel						
Guest Rooms	Guests	1.00	0%	5%	0.95	Room
Restaurant	Customers	10.00	75%	5%	2.38	1,000 S.F.
Meeting Rooms	Attendees	10.00	40%	10%	5.40	1,000 S.F.
Conference Rooms	Attendees	15.00	5%	10%	12.83	1,000 S.F.
	Employees	0.25	0%	30%	0.18	Room
Library	Customers	6.00	20%	5%	4.56	1,000 S.F.
	Employees	1.00	0%	10%	0.90	1,000 S.F.
Recreation Center	Patrons	3.35	10%	5%	2.86	1,000 S.F.
	Employees	0.35	0%	10%	0.32	1,000 S.F.
Post Office	Customers	2.80	10%	5%	2.39	1,000 S.F.
	Employees	3.50	0%	10%	3.15	1,000 S.F.
Office	Employees	0.40	0%	10%	0.36	1,000 S.F.
	Visitors	0.01	0%	5%	0.01	1,000 S.F.
Residential	Residents	1.00	0%	10%	0.90	D.U.
	Visitors	-	0%	5%	-	D.U.

Table B6
Downtown Hopewell, Virginia Master Plan
Peak Parking Demands, by Land Use
Saturdays

Land Use	Development Program	Units	User	Project-Specific Ratio	Spaces
Retail	280,365	S.F.	Customers	3.61	1,012
			Employees	0.90	252
Restaurant	119,585	S.F.	Customers	15.79	1,889
			Employees	2.25	269
Cinema	750	Seats	Customers	0.27	203
			Employees	0.01	7
Hotel					
Guest Rooms	150	Rooms	Guests	0.95	143
Restaurant	-	S.F.	Customers	2.38	-
Meeting Rooms	-	S.F.	Attendees	5.40	-
Conference Rooms	-	S.F.	Attendees	12.83	-
			Employees	0.18	26
Library	50,000	S.F.	Customers	4.56	228
			Employees	0.90	45
Recreation Center	31,600	S.F.	Patrons	2.86	91
			Employees	0.32	10
Post Office	4,500	S.F.	Customers	2.39	11
			Employees	3.15	14
Office	569,725	S.F.	Employees	0.36	205
			Visitors	0.01	5
Subtotal			Customers		3,581
			Employees		784
Residential	671	D.U.'s	Residents	0.90	
	-	D.U.'s	Visitors	-	
Total			Customers		3,581
			Employees		784
			Residents		-
			Total		4,365

Table B7
Downtown Hopewell, Virginia Master Plan
Weekday Parking Demands, by Month

Month	Sum of Peak Parking Demands	With Shared Residential Parking			Without Shared Residential Parking		
		Maximum Shared Parking Demand	Savings Due to Shared Parking	Percent Savings	Maximum Shared Parking Demand	Savings Due to Shared Parking	Percent Savings
January	5,371	4,221	1,151	21.4%	4,489	882	16.4%
February	5,259	4,150	1,109	21.1%	4,418	841	16.0%
March	5,518	4,320	1,198	21.7%	4,588	930	16.9%
April	5,499	4,308	1,190	21.6%	4,577	922	16.8%
May	5,630	4,391	1,240	22.0%	4,659	971	17.3%
June	5,823	4,529	1,293	22.2%	4,798	1,025	17.6%
July	5,686	4,440	1,247	21.9%	4,500	1,186	20.9%
August	5,402	4,264	1,139	21.1%	4,532	870	16.1%
September	5,389	4,263	1,126	20.9%	4,531	858	15.9%
October	5,371	4,251	1,121	20.9%	4,519	853	15.9%
November	5,292	4,219	1,073	20.3%	4,487	805	15.2%
December	5,609	4,491	1,118	19.9%	4,766	843	15.0%
Minimum	5,259	4,150	1,073	19.9%	4,418	805	15.0%
Maximum	5,823	4,529	1,293	22.2%	4,798	1,186	20.9%
Average	5,488	4,320	1,167	21.3%	4,572	915	16.7%

Table B8
Downtown Hopewell, Virginia Master Plan
Hourly Parking Accumulation by Hour of the Day
Weekdays
June

Hour of the Day	Retail	Restau-rant	Cinema	Hotel: Guest Rooms	Hotel: Rest./ Lounge	Hotel: Meeting Rooms	Hotel: Conf. Rooms	Library	Recreation Center	Post Office	Office	Resi-dential	Total: With Res. Sharing	Total: Without Res. Sharing
Development Program (Units)	280,365 S.F.	119,585 S.F.	750 Seats	150 Rooms	- S.F.	- S.F.	- S.F.	50,000 S.F.	31,600 S.F.	4,500 S.F.	569,725 S.F.	671 D.U.'s		
Site-Specific Parking Demand Index	3.88	12.89	0.23	1.13	2.38	5.40	5.40	5.46	3.18	5.28	3.60	1.00		
Monthly Parking Demand Index	75%	100%	100%	100%	90%	100%	100%	100%	100%	100%	100%	100%		
Peak Parking Demand (Spaces)	816	1,542	176	169	-	-	-	273	100	24	2,052	671	5,823	5,823
Hourly Accumulation:														
6:00 AM	-	-	-	169	-	-	-	-	-	10	62	671	911	911
7:00 AM	65	31	-	143	-	-	-	-	-	10	410	584	1,243	1,330
8:00 AM	147	77	-	110	-	-	-	-	-	15	1,293	530	2,172	2,312
9:00 AM	343	154	-	93	-	-	-	-	17	22	1,908	490	3,027	3,208
10:00 AM	555	308	-	76	-	-	-	120	33	24	2,052	456	3,625	3,839
11:00 AM	710	463	-	59	-	-	-	180	34	24	2,052	396	3,918	4,193
12:00 N	792	771	53	51	-	-	-	161	34	21	1,847	403	4,132	4,400
1:00 PM	816	1,079	123	51	-	-	-	145	34	21	1,847	396	4,512	4,787
2:00 PM	792	925	123	59	-	-	-	180	34	23	1,991	403	4,529	4,798
3:00 PM	775	925	123	59	-	-	-	175	34	22	1,908	409	4,431	4,693
4:00 PM	710	771	123	76	-	-	-	194	36	18	1,580	443	3,951	4,179
5:00 PM	645	1,079	123	101	-	-	-	188	29	11	965	517	3,658	3,813
6:00 PM	669	1,388	141	118	-	-	-	126	43	10	472	570	3,536	3,637
7:00 PM	726	1,542	158	127	-	-	-	191	84	10	144	631	3,612	3,653
8:00 PM	710	1,542	176	152	-	-	-	273	100	10	144	644	3,750	3,777
9:00 PM	498	1,542	176	160	-	-	-	19	71	10	62	658	3,195	3,208
10:00 PM	261	1,388	176	169	-	-	-	-	34	10	62	664	2,763	2,770
11:00 PM	106	1,079	141	169	-	-	-	-	13	10	-	671	2,188	2,188
12:00 M	-	771	123	169	-	-	-	-	7	10	-	671	1,750	1,750
Maximum Parking Demand													4,529	4,798
Savings due to Shared Parking and Synergy													1,293	1,025
Percent Savings													22.2%	17.6%

Table B9
Downtown Hopewell, Virginia Master Plan
Future Parking Requirements, by Block

Area	Block	Retail (S.F.)	Restau-rant (S.F.)	Office (S.F.)	Housing (D.U.)	Theater (Seats)	Hotel (Rooms)	Library (S.F.)	Other (S.F.)	Total
		Land Uses								
Effective Parking Ratios		2.82	7.74	3.49	0.60	0.16	0.39	3.60	5.12	
1	A	55	65	-	84	-	-	-	-	204
	B	65	76	28	23	-	-	-	-	192
	C	227	267	175	12	-	-	-	-	681
	D	141	166	35	-	-	-	-	-	342
	E	-	-	-	-	123	-	180	-	303
	Subtotal	489	574	237	119	123	-	180	-	1,723
2	A	-	-	-	-	-	-	-	-	-
	B	-	-	24	-	-	-	-	-	24
	C	-	-	73	-	-	-	-	-	73
	D	-	-	514	-	-	-	-	-	514
	E	36	42	272	-	-	-	-	23	373
	F	-	-	58	-	-	-	-	-	58
	G	14	16	9	-	-	-	-	-	40
	H	8	9	159	-	-	-	-	-	176
	I	-	-	-	-	-	-	-	34	34
	J	28	27	20	-	-	-	-	-	75
	K	26	30	611	-	-	-	-	-	667
	Subtotal	111	125	1,741	-	-	-	-	57	2,034
3	A	-	-	-	4	-	-	-	-	4
	B	-	-	-	4	-	-	-	-	4
	C	-	-	-	26	-	-	-	-	26
	D	24	28	-	-	-	-	-	-	52
	E	-	-	-	4	-	-	-	-	4
	F	-	-	-	180	-	59	-	-	239
	Subtotal	24	28	-	217	-	59	-	-	328
4	A	32	37	-	-	-	-	-	-	69
	B	5	7	12	67	-	-	-	-	91
	C	-	-	-	-	-	-	-	-	-
	D	47	56	-	-	-	-	-	-	103
	E	84	99	-	-	-	-	-	-	183
	Subtotal	168	199	12	67	-	-	-	-	446
	Total	792	925	1,991	403	123	59	180	57	4,529

Table B10
Downtown Hopewell, Virginia Master Plan
Saturday Parking Demands, by Month

Month	Sum of Peak Parking Demands	Maximum Shared Parking Demand	Savings Due to Shared Parking	Percent Savings
January	4,102	2,963	1,139	27.8%
February	3,788	2,832	956	25.2%
March	4,251	3,137	1,114	26.2%
April	4,293	3,170	1,122	26.1%
May	4,455	3,268	1,187	26.7%
June	4,697	3,462	1,235	26.3%
July	4,561	3,462	1,099	24.1%
August	4,174	3,120	1,054	25.2%
September	4,134	3,034	1,099	26.6%
October	4,113	3,017	1,095	26.6%
November	4,035	3,013	1,022	25.3%
December	4,449	3,372	1,078	24.2%
Minimum	3,788	2,832	956	24.1%
Maximum	4,697	3,462	1,235	27.8%
Average	4,254	3,154	1,100	25.9%

Table B11
Downtown Hopewell, Virginia Master Plan
Hourly Parking Accumulation by Hour of the Day
Saturdays
June

Hour of the Day	Retail	Restau-rant	Cinema	Hotel Guest Rooms	Hotel Rest./Lounge	Hotel Meeting Rooms	Hotel Conf. Rooms	Library	Recreation Center	Post Office	Office	Resi-dential	Total
Development Program	280,365	119,585	750	150	-	-	-	50,000	31,600	4,500	569,725	671	
(Units)	S.F.	S.F.	Seats	Rooms	S.F.	S.F.	S.F.	S.F.	S.F.	S.F.	S.F.	D.U.'s	
Site-Specific Parking Demand Index	4.51	18.04	0.28	1.13	2.38	5.40	12.83	5.46	3.18	5.54	0.37	0.90	
Monthly Parking Demand Index	75%	100%	100%	100%	90%	100%	100%	100%	100%	100%	100%	100%	
Peak Parking Demand (Spaces)	948	2,158	210	169	-	-	-	273	100	25	211	604	4,697
Hourly Accumulation:													
6:00 AM	-	-	-	152	-	-	-	-	-	10	-	604	766
7:00 AM	28	43	-	118	-	-	-	-	-	10	42	574	816
8:00 AM	95	65	-	101	-	-	-	-	-	15	126	531	934
9:00 AM	285	129	-	84	-	-	-	-	5	20	168	489	1,181
10:00 AM	427	173	-	68	-	-	-	158	9	20	168	447	1,470
11:00 AM	692	216	-	59	-	-	-	199	17	25	211	429	1,848
12:00 N	806	647	63	51	-	-	-	227	51	25	211	429	2,509
1:00 PM	901	971	147	51	-	-	-	213	69	20	168	423	2,963
2:00 PM	948	971	147	59	-	-	-	235	78	15	126	429	3,008
3:00 PM	948	971	147	68	-	-	-	273	90	10	84	441	3,032
4:00 PM	854	971	147	84	-	-	-	254	100	10	84	453	2,957
5:00 PM	711	1,295	147	101	-	-	-	27	75	10	42	489	2,898
6:00 PM	616	1,942	168	118	-	-	-	-	52	10	42	513	3,462
7:00 PM	569	2,050	189	135	-	-	-	-	60	10	42	525	3,580
8:00 PM	522	2,158	210	152	-	-	-	-	82	10	42	556	3,731
9:00 PM	379	2,158	210	160	-	-	-	-	90	10	-	574	3,581
10:00 PM	360	2,050	210	169	-	-	-	-	86	10	-	580	3,465
11:00 PM	123	1,834	168	169	-	-	-	-	81	10	-	592	2,977
12:00 M	-	1,510	147	169	-	-	-	-	42	10	-	604	2,482
Maximum Parking Demand													3,462
Savings due to Shared Parking and Synergy													1,235
Percent Savings													26.3%