



## THE HAMILTON FIELDS SPORTS PARK

### TRAFFIC AND PARKING ESTIMATES

#### EXECUTIVE SUMMARY

##### I. THE PARKING ANALYSIS

Pursuant to the proposed Hamilton Fields site design plan submitted to the City of Novato as an element of the Precise Development Plan (PDP) assumptions were set forth by the project proponents as to the total number of assumed park users; including the playing fields (baseball, softball, multi-purpose sports such as soccer, lacrosse, rugby, etc.), the Training Center and the Community Park. Those assumptions, set forth in the attached "Traffic and Parking Estimates", are based on like-facility attendance, industry experience and first hand knowledge gathered by like-facility users.

Under the "Usage Assumptions" tab of the attached chart, the assumptions are divided by facility and by usages within facilities. For example, the usage of the baseball/softball complex of 5 fields and the 2 multi-sports fields is divided by use for lessons programs, camps and clinics, tournament play and leagues. Users, it is assumed, include both the actual players and their guests.

These assumptions are then examined by sensitivity to maximum and average weekday vs. maximum and average weekend usage and the number of cars that will be entering the park by that number of users during those peak and non-peak hours. The number of cars assumed to require parking spaces is a function of an industry standard rate of 2.5 users per car divided into the assumed total ridership.

When subtracting the assumed requirements for parking from the total available number of spaces under the plan it is reasonably concluded that the proposed facility development plan can be fully supported by the proposed parking inventory even at the assumed maximum peak usage time periods.

## II. THE ATTENDANCE DISTRIBUTION ASSUMPTIONS

Again, based on like-facility experience and industry experience, the project proponents have made certain assumptions with respect to the relative percentages of users coming from the local community (i.e. Marin County) and from users accessing the park from out of town. This analysis is critical in understanding the potential traffic impacts from local sources vs. those attending from greater distances.

The analysis is divided by park field program usage (e.g. lessons, tournaments, and leagues) and facility usage (e.g. Training center, Community Park and Ballpark). The results on the "Attendance Distribution" tab of the attached chart offer insight on the types of park usage to be anticipated by local residents, particularly when viewed against the day-part usage assumptions, as referred to above. The clear conclusion of this analysis is that local users will be the predominant beneficiaries of the facility during the majority on weekdays and out-of-town visitors will likely be the greater users on weekends.

As proposed, therefore, the Hamilton Fields Sports Park project will both provide much needed park and athletic facilities to local residents while also providing an economic development stimulus to the community by attracting incremental out-of-town visitors who, but for the sports park, would not otherwise be visiting Novato and spending money with local businesses.

## III. THE COMPARATIVE PARKING SUMMARY

At the "Sports Park Comps" tab of the attached chart the project proponents have analyzed the number of sports fields (baseball/softball and soccer only) of several local, like sports park facilities as well as several non-local sports parks and the number of parking spaces each such sports park provides to service its users. The conclusion is startling in that it is evident that while the average number of spaces per field for Bay Area-based sports parks is 55 and the average number of spaces for non-

local sports parks is 50, the proposed Hamilton Fields Sports Park is proposing 86 parking spaces per field: 36% greater than Bay Area sports parks and 42% greater than non-local sports parks.

In fact, for the purposes of this analysis the proponents have used a very conservative 600 spaces rather than the full inventory of 785 proposed parking spaces since the comparative study is focused only on baseball/softball and soccer field users and the other facility users at Hamilton Fields are not considered. Thus, the reduced number of spaces is a result of eliminating the parking spaces at the Training center, Community Park and Ballpark in order to create a balanced, more accurate comparison.

Further, in comparing the population base served by each of the sports parks it is clear that the Hamilton Fields project provides more parking spaces per capita for the local and regional (by county) population base, confirming again that the proposed parking plan is more than sufficient to serve the needs of the project and offers a parking inventory on a per field basis considerably greater than nearly every other sports park studied.