

PARKING REQUIREMENT REDUCTION JUSTIFICATION
CROKER'S LOCKERS SELF STORAGE
70 NIELSON ST., WATSONVILLE, CA.
11/13/20

The easiest way to assess the actual parking requirements for a self storage facility is to look at the traffic data for this land use and interpret the parking needs from there. Self Storage happens to be the lowest traffic generating land use of all categories including cemeteries. That said, many jurisdictions continue to offer outdated or inappropriate parking requirements that greatly overstate the need for parking at self storages..

The 4 sources of information we are providing include:

- 1) **The American Planning Assoc. Report regarding "Standards for Self-Service Storage Facilities"**. This report concludes there may be 1 vehicle per 100 storage units visiting the facility per hour. Since the industry standard stay at a storage facility is 20 minutes or less, there would be .333 vehicles per 100 units at the facility at any given time.
- 2) **The Institute of Transportation Engineers report "Trip Generation Manual"**. The study concludes that there would be 0.26 vehicles at the site for every 1,000 sf per day which translates to 0.0173 vehicles per 1000 storage units per hour, and with the average stay of 20 minutes or less, there would be 0.0058 vehicles per 1000 sf at the facility at a given time.
- 3) **Actual Real World Data From A Self Storage in Vallejo, CA.** This Vallejo facility, operated by the same property management firm as the developer for the Watsonville project will be using, shows that the Vallejo facility generates 0.00208 vehicles per storage units at the site at any given time.
- 4) **Google Earth Observation of Competing Facilities in the Watsonville Area.** While not a scientific means to predicting traffic or needs, it is a random sampling. The Google Earth imagery for the Watsonville market shows a range of 3-7 vehicles at each facility at a given time. This form of random sampling will prove true for Self Storages anywhere across the country.

Self storage customers enter the facility by way of a keypad controlled gate, drive to near their unit and load or unload from the drive aisle for an industry standard of 20 minutes or less. New customers will use the parking outside the gate while signing a rental agreement. Some existing customers will also use the parking by the office to conduct business (i.e. paying rent or purchasing boxes or other supplies).

Consequences of mandating more than the necessary amount of parking spaces for as self storage include:

1. The excess parking spaces will be used for long term rentals to RV's and boats which are unsightly and attract criminal activity.
2. The storage operator may use these excess spaces to create a business for rental trucks (i.e. U-Haul, Budget, Penske). This is also unsightly and adds larger vehicle traffic to and from the facility.

It is also the case that none of the current storage facilities in Watsonville seem to comply with the current parking standard.

Below is site specific data of the 4 methods mentioned above to predict traffic at the proposed Crocker's Lockers Self Storage facility.

We trust that the supporting data will help convince the City that the current parking requirements for self storage, which for this proposed project is 162 spaces, is nowhere near appropriate for this land use and imposing such a standard would be a detrimental to the City.

Note about the author: Ed Boersma w/ Cubix Construction has 40 years or experience with the design, entitlement, ownership, management, or operations for over 400 self storage facilities, primarily in California.

**SUMMARY OF TRAFFIC STUDY DATA OF SELF STORAGE FACILITIES
AS RELATED TO THE PROPOSED CROKER'S LOCKERS SELF STORAGE
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There are a few sources that help estimate the anticipated traffic generation from a Self Storage facility. The interpretations of the sources referenced below indicate how much traffic the proposed Self Storage facility is likely to generate. The basis for these calculations is as follows:

- The facility will be open for business 15 hours a day
- The project will have a total building area of **150,160 sf** with **1137** storage units

Source #1:

American Planning Assoc. Report; "Standards for Self-Service Storage Facilities"

The report states that traffic rates can be calculated at a rate of 1 car visiting the facility for every 100 storage units.

Conclusion #1:

Anticipated traffic per hour:	11.37	vehicles
Industry standard average length of stay:	20	minutes
Est. # of vehicles at facility at any given time:	3.79	vehicles

Source #2:

Institute Of Transportation Engineers; "Trip Generation Manual, 8th Edition"

The Trip Generation Rate Table indicates a traffic rate of 0.26 vehicles for every 1,000 SF.

Conclusion #2:

Anticipated traffic per day:	295.6	vehicles
Anticipated traffic per hour:	19.7	vehicles
Industry standard average length of stay:	20	minutes
Est. # of vehicles at facility at any given time:	6.57	vehicles

Summary: Based on the above conclusions, it can be estimated that the proposed Watsonville Self Storage facility can expect between **3.8 & 6.6 vehicles** at the facility at any given time. Note: Most customers visit the site to access their units by way of driving near their space and stopping in the drive aisles to load or unload units and do not require a dedicated parking space. Parking spaces near the office are only used for prospective tenants signing up for a rental agreement, or existing tenants paying a bill or conducting other business at the office, which is the minority condition.

REAL WORLD TRAFFIC DATA FOR SELF STORAGE
EXAMPLE : VALLEJO ANCHOR SELF STORAGE
1050 Sonoma Blvd., Vallejo

Sample Period Based on Gate Data Jan '18 - March '19

Month	Total Entries	Total Days	Entries Per Day
Jan-18	1368	31	44
Feb-18	1225	28	44
Mar-18	1390	41	34
Apr-18	1649	30	55
May-18	1799	31	58
Jun-18	1755	30	59
Jul-18	1950	31	63
Aug-18	2348	31	76
Sep-18	1992	29	69
Oct-18	2304	31	74
Nov-18	2135	30	71
Dec-18	1966	31	63
Jan-19	1720	31	55
Feb-19	1713	28	61
Mar-19	2012	31	65

Average Vehicles Visiting Site Per Month	1,822
Average Vehicles Per Day	59
Average Vehicles Per Hour	4
Average Length of Stay In Minutes (Per Industry Std.)	20
Average # of Vehicles @ Site @ Any Given Time	1.32
# Of Storage Units @ Vallejo Anchor Self Storage	636
# Of Vehicles @ Vallejo Facility Per Storage Unit @ Any Given Time	0.00208

INTERPRETING TRAFFIC DATA TO SUBJECT SITE

# Of Storage Units @ Crocker's Lockers Watsonville	1,137
Anticipated # Of Vehicles @ Watsonville Storage @ Any Given Time	2.36

File: Watsonville / Traffic Analysis Vallejo - Watsonville 11-13-20