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PARKING DEMAND FACTORS

P * VISITOR PARKING SPACES

The number of required off-site parking spaces will be determined by the difference of total required visitor parking spaces and those provided on-site. The existing gravel lot off Garland Road at Whittier Drive provides 286 parking spaces for visitors. In addition, ten (10) handicapped spaces are available on-site.

The grassy areas adjacent to the gravel lot have and will continue to be a source for overflow parking during peak attendance days until the permanent parking facility is constructed. Some of these areas will become unavailable for overflow parking as gardens are constructed. The number of spaces that can be provided on the grassy areas has been calculated using 350 square feet per space. For 1988 Dallas Blooms, 450 spaces have been allocated to accommodate overflow parking. In the event rain prevented these areas from being utilized, an off-site parking lot will be secured by DABS.

A * PEAK DAY ATTENDANCE

Peak day attendance for Dallas Blooms, 1987 was 9,800 visitors on Tuesday, March 24th. The second highest attendance for Dallas Blooms, 1987 was Sunday, March 22nd with 7,002 visitors. Research of attendance profiles indicates that Tuesdays, Saturdays and Sundays have consistently drawn the largest amount of visitors. The phenomenon on Tuesdays is directly related to the previous "Free Tuesday" admission policy. Realizing that the peak day occurred on a Tuesday, the average of the two highest peak days of Dallas Blooms 1987 has been utilized for Dallas Blooms 1988 calculations.

$$\text{PEAK ATTENDANCE} \quad \frac{9,800 + 7,000}{2} = 8,400 \text{ visitors}$$