



August 28, 2024

RaceTrac Parking Analysis:

RaceTrac completed a parking analysis to determine the parking needs for RaceTrac convenience markets with gasoline facilities. This analysis was performed at three operating RaceTrac locations having an equal or smaller building than what is proposed on Poplar Level Road. The first site (Figure 1) is located at 4337 Cobb Pkwy, NW, Acworth, GA and has a 6,008 SF building with 33 parking spaces. The second site (Figure 2) is located at 3503 Camp Creek Pkwy, East Point, GA and has a 6,008 SF building with 30 parking spaces. The third site (Figure 3) is located at 1180 Virginia Ave, Hapeville, GA and has a 5,411 SF building with 32 parking spaces. Parking data was collected at these three locations and summarized in the data table (Attachment A) at the end of this report.

For the purpose of this parking analysis, data was collected from Placer.ai using real-time satellite imaging combined with daily counts from onsite observations. In an effort to identify trends, data was collected from April 28, 2024 to May 25, 2024 during the hours of 7:00 AM to 8:00 PM. During this study, trends could be identified for when the demand for parking spaces exceeded the spaces available onsite. When demand peaked, customers would park their vehicles along the curb in areas that are not marked for parking.

RaceTrac's business succeeds by offering a convenience to its customers. Ease of access throughout a customer's visit on RaceTrac's property is paramount. This experience includes the availability of parking, which is why we aim for a 10% parking surplus. The table in Attachment A shows the percent of parking spaces occupied throughout the week. The cells highlighted in yellow show the hour when more than 90% of the parking spaces are occupied and is also the point when customers begin parking outside of a designated parking spot. The cells highlighted in orange show when 85% - 89% of the parking spaces are occupied. In some cases more than 100% of the spaces are occupied, which is when every space is occupied in addition to customers parking outside of designated parking spots.

The application for a RaceTrac Convenience Market at 1225 Gardiner Lane includes a 6,008 SF building and 30 standard parking spaces. The parking study analyzed existing RaceTrac locations with a similar building size and parking count. The existing locations had a building size of 5,411 SF and 6,008 SF. The parking counts included 33 spaces, 30 spaces, and 32 spaces. The table in Attachment A highlights the frequency in which these locations do not meet the need for additional parking. This study further justifies the need for 30 standard parking spaces proposed at Poplar Level Road, which exceed the amount allowed by code of 24 parking spaces.

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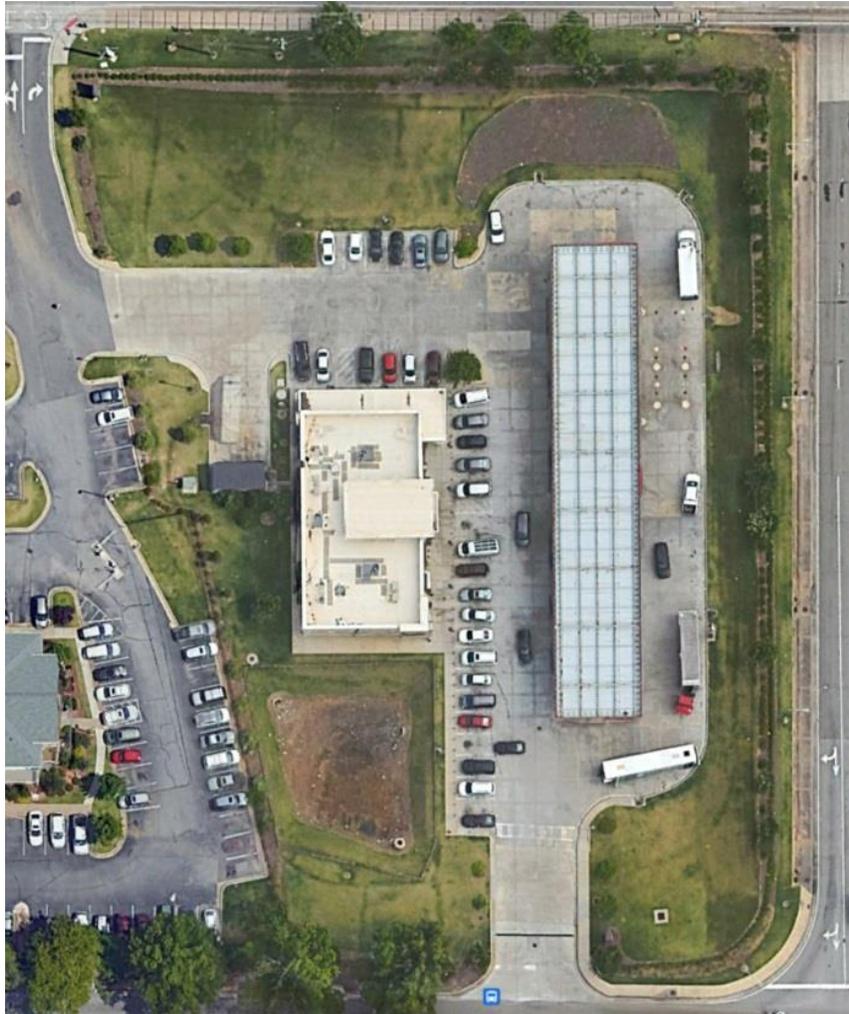
FIGURE 1
4337 Cobb Pkwy NW, Acworth GA
33 Parking Spaces
6,008 SF



FIGURE 2
3503 Camp Creek Pkwy, East Point, GA
30 Parking Spaces
6,008 SF



FIGURE 3
1180 Virginia Ave, Hapeville, GA
32 Parking Spaces
5,411 SF



ATTACHMENT A

4/28/24 - 6/25/24	4337 Cobb Pkwy NW, Acworth, GA 33 Stalls, Avg Stay 8 min. 6,008 SF Building		3503 Camp Creek Pkwy, East Point, GA 30 Stalls, Avg Stay 15 min. 6,008 SF Building		1180 Virginia Ave, Hapeville, GA 32 Stalls, Avg Stay 15 min. 5,411 SF Building	
	Avg cars in stall per Day per Hour	% Occupancy of total stalls	Avg cars in stall per Day per Hour	% Occupancy of total stalls	Avg cars in stall per Day per Hour	% Occupancy of total stalls
Monday						
7:00 AM	297.3	129%	105.33	85%	56.67	44%
8:00 AM	271.25	118%	49.67	41%	164.67	129%
9:00 AM	175.25	71%	52	43%	112.67	88%
10:00 AM	191	77%	80.33	67%	78.67	61%
11:00 AM	202.25	82%	90.67	76%	131	102%
12:00 PM	221	89%	54	45%	86.33	67%
1:00 PM	190.75	77%	47.67	40%	86.33	67%
2:00 PM	183	74%	82	68%	80.67	63%
3:00 PM	183.5	74%	132	110%	145	113%
4:00 PM	169.25	68%	125.67	108%	113.67	89%
5:00 PM	239.75	87%	123	103%	106	83%
6:00 PM	184	74%	45.67	38%	92.67	72%
7:00 PM	145.5	59%	51	43%	36	28%
8:00 PM	141.75	57%	50	42%	82	64%
Tuesday						
7:00 AM	226.3	82%	82.67	77%	85	66%
8:00 AM	213.75	86%	50.33	42%	73	57%
9:00 AM	260.25	105%	106.33	89%	54.67	43%
10:00 AM	205	83%	61.67	51%	83	65%
11:00 AM	191.5	77%	83.33	69%	101	79%
12:00 PM	197.75	80%	44.67	37%	101.67	79%
1:00 PM	205.25	83%	42.33	35%	101	79%
2:00 PM	181.25	73%	45.67	38%	136	108%
3:00 PM	208	84%	59.33	49%	96	77%
4:00 PM	230.25	83%	116.67	87%	107	84%
5:00 PM	219	88%	103.67	86%	96	75%
6:00 PM	158	64%	85.33	71%	69.33	54%
7:00 PM	115	46%	132.33	110%	125.33	88%
8:00 PM	141.25	57%	105	85%	86.33	67%
Wednesday						
7:00 AM	263	108%	87	73%	100.33	78%
8:00 AM	215.25	87%	58.33	49%	94.67	74%
9:00 AM	160.25	65%	72.67	61%	76.33	60%
10:00 AM	182.75	74%	51.67	43%	81.67	64%
11:00 AM	215.25	87%	60.67	51%	82	72%
12:00 PM	291.75	118%	34.67	29%	153	120%
1:00 PM	244.75	99%	106.67	89%	121	95%
2:00 PM	150.25	61%	102.67	85%	104.67	82%
3:00 PM	228.75	93%	116.67	97%	82.67	72%
4:00 PM	240.5	97%	171	143%	120.33	94%
5:00 PM	195	79%	131.33	109%	108.33	85%
6:00 PM	270.5	109%	54	45%	126.33	99%
7:00 PM	235	95%	115	95%	110.67	88%
8:00 PM	143.25	58%	145.33	124%	56	44%
Thursday						
7:00 AM	240.25	87%	84	69%	110.33	86%
8:00 AM	258.25	104%	90	75%	76.33	60%
9:00 AM	238.75	96%	84.33	70%	57.33	45%
10:00 AM	175.75	71%	51.67	43%	106.67	83%
11:00 AM	237.75	96%	80.33	67%	82.33	64%
12:00 PM	221.5	89%	82.67	69%	125	98%
1:00 PM	228	92%	35.67	30%	137.33	107%
2:00 PM	156.75	63%	115	96%	138	108%
3:00 PM	228.5	90%	45.67	38%	125	98%
4:00 PM	199.25	81%	62.33	52%	142.33	111%
5:00 PM	186.25	75%	137	114%	121.33	96%
6:00 PM	241.5	98%	155	129%	79.67	62%
7:00 PM	194.75	79%	65.67	55%	64.67	51%
8:00 PM	164.75	67%	69.33	58%	67	52%
Friday						
7:00 AM	299	121%	153	126%	160	125%
8:00 AM	217.25	88%	62.67	52%	87.67	68%
9:00 AM	213.75	86%	56.67	47%	103	80%
10:00 AM	257.75	104%	44.67	37%	107	84%
11:00 AM	237.25	96%	62	52%	90.33	71%
12:00 PM	219.75	89%	71	59%	110.33	86%
1:00 PM	195	79%	100.67	84%	131	102%
2:00 PM	168.5	68%	117.67	96%	145.33	114%
3:00 PM	247	100%	57.67	48%	100.67	79%
4:00 PM	216.75	86%	81	68%	121.67	96%
5:00 PM	226.75	92%	89.33	74%	70	55%
6:00 PM	267.25	104%	75.33	63%	77	60%
7:00 PM	188.25	76%	72.33	60%	106	84%
8:00 PM	158.75	64%	54.67	46%	116	91%
Saturday						
7:00 AM	110.5	45%	52	43%	54.33	42%
8:00 AM	211	85%	36.33	30%	84	66%
9:00 AM	190	77%	92	77%	64.33	50%
10:00 AM	231.25	93%	102.67	85%	71.67	56%
11:00 AM	204	82%	65.67	55%	119	93%
12:00 PM	271	109%	87.67	73%	103.67	81%
1:00 PM	304.75	123%	69	58%	90.33	71%
2:00 PM	302	122%	83.33	69%	123	96%
3:00 PM	296	120%	152.67	127%	114.67	90%
4:00 PM	217	86%	198	160%	71	55%
5:00 PM	245.5	99%	121.33	101%	72	56%
6:00 PM	209.75	85%	119.67	100%	71.67	56%
7:00 PM	147	59%	115.67	96%	82	64%
8:00 PM	186	75%	102	85%	93.67	73%
Sunday						
7:00 AM	96.25	39%	74.67	62%	46.67	36%
8:00 AM	157	63%	25.33	21%	82.33	64%
9:00 AM	156.25	63%	88	73%	62.67	49%
10:00 AM	217.75	88%	107	89%	80	63%
11:00 AM	253.25	103%	100.67	84%	29.67	23%
12:00 PM	262.5	106%	74.67	62%	82.33	64%
1:00 PM	304.25	123%	95	79%	104	81%
2:00 PM	221	89%	106.67	88%	124.67	97%
3:00 PM	226.5	91%	175.33	148%	78.67	61%
4:00 PM	271.75	110%	101.33	84%	82.33	64%
5:00 PM	214	85%	82	68%	116.67	91%
6:00 PM	214	85%	71.33	59%	64.33	50%
7:00 PM	201.75	82%	44.33	37%	72.33	57%
8:00 PM	162.5	66%	111	93%	92.67	72%

RECEIVED

SEP 09 2024

OFFICE OF PLANNING

24-PARKWAY R-0013