



## Memorandum

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**Date:** August 15, 2016  
**To:** Ms. Catarina Kidd, City of Cupertino  
**From:** Brian Jackson  
**Subject:** Parking Study for the Target Store at 20745 Stevens Creek Blvd in Cupertino, CA

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Hexagon Transportation Consultants, Inc., has completed a parking study at the Target retail store located at 20745 Stevens Creek Boulevard in Cupertino, California. Figure 1 shows the Target store location. Target is proposing to introduce a new curbside order pick-up service and must reduce their parking supply in order to successfully implement the proposed service. Target also plans to decrease the retail sales floor area of their store and replace the sales area with a stockroom area to store curbside orders prior to pick-up. The new service would allow Target customers to order by using an app and pick up their order at a designated curbside parking area located adjacent to the building. Since Target employees would hand deliver the orders to the customers in parked vehicles, Target anticipates a high turnover of these curbside parking spaces. Therefore, with the proposed curbside service it is anticipated that fewer spaces within the existing parking lot would be required to serve customers.

The purpose of the parking study was to: 1) Determine whether the existing on-site parking supply is currently sufficient to meet the existing parking demand of Target; 2) Calculate the parking reduction that would occur within the shopping center parking lot due to implementation of the proposed changes to the parking lot; and 3) Determine if adequate parking would be provided with implementation of the proposed curbside service.


### Parking Occupancy Counts

Manual parking occupancy counts were conducted at the Cupertino Target location on two Saturdays: June 18<sup>th</sup> and June 25<sup>th</sup>. Counts of occupied parking spaces were taken every 30 minutes from 1:00 PM to 5:00 PM on both days to measure the number of parked vehicles within the Target parking lot. The survey time period was such that it captured the peak parking demand of the Target shopping center. The entire shopping center parking lot was surveyed, including the parking spaces located adjacent to the outparcel building located on the northwest corner of Bandle Drive and Stevens Creek Boulevard, since all of the parking spaces within the shopping center are shared between Target and the businesses that occupy the outparcel building.

Table 1 and Figure 2 show the existing peak parking demand on Saturday June 18<sup>th</sup>, and Table 2 and Figure 3 show the existing peak parking demand on Saturday June 25<sup>th</sup>. As shown in the tables and figures, Target currently has more than adequate parking to serve its customers. In fact, based on the count data only 60 percent of the 616-space shopping center parking lot was occupied during the busiest time of the day on both Saturdays.



**LEGEND**

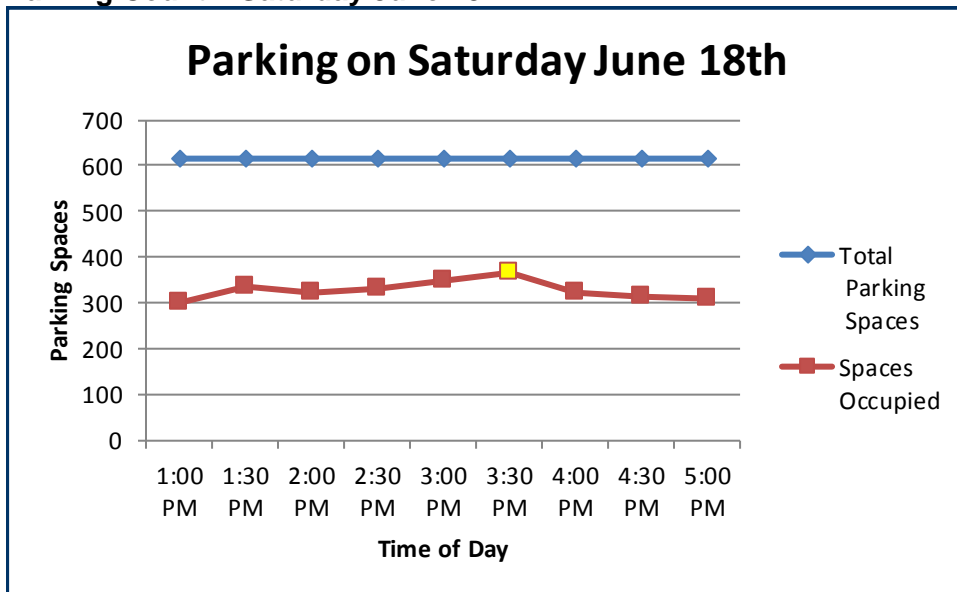
 = Project Site

**Figure 1**  
**Site Location**

**Table 1**  
**Parking Count – Saturday June 18<sup>th</sup>**

Total Parking - Saturday June 18 <sup>th</sup>				
Hour	Total Parking Spaces	Spaces Occupied	% Occupied	Spaces Available
1:00 PM	616	302	49%	314
1:30 PM	616	335	54%	281
2:00 PM	616	321	52%	295
2:30 PM	616	332	54%	284
3:00 PM	616	348	56%	268
<b>3:30 PM</b>	<b>616</b>	<b>364</b>	<b>59%</b>	<b>252</b>
4:00 PM	616	321	52%	295
4:30 PM	616	312	51%	304
5:00 PM	616	308	50%	308

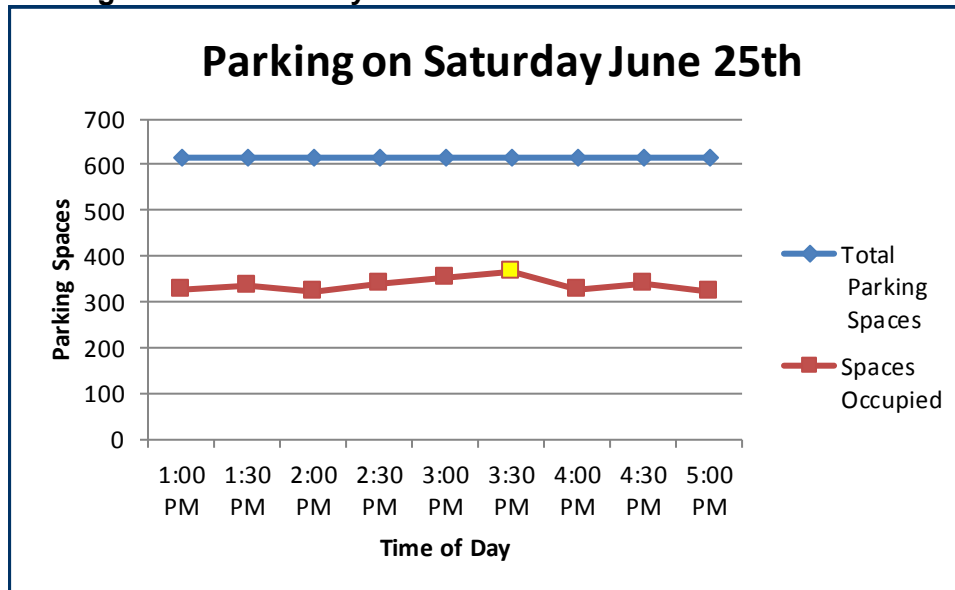
**Figure 2**  
**Parking Count – Saturday June 18<sup>th</sup>**



**Table 2**  
**Parking Count – Saturday June 25<sup>th</sup>**

Total Parking - Saturday June 25th				
Hour	Total Parking Spaces	Spaces Occupied	% Occupied	Spaces Available
1:00 PM	616	327	53%	289
1:30 PM	616	333	54%	283
2:00 PM	616	321	52%	295
2:30 PM	616	340	55%	276
3:00 PM	616	352	57%	264
<b>3:30 PM</b>	<b>616</b>	<b>367</b>	<b>60%</b>	<b>249</b>
4:00 PM	616	328	53%	288
4:30 PM	616	338	55%	278
5:00 PM	616	322	52%	294

**Figure 3**  
**Parking Count – Saturday June 25<sup>th</sup>**



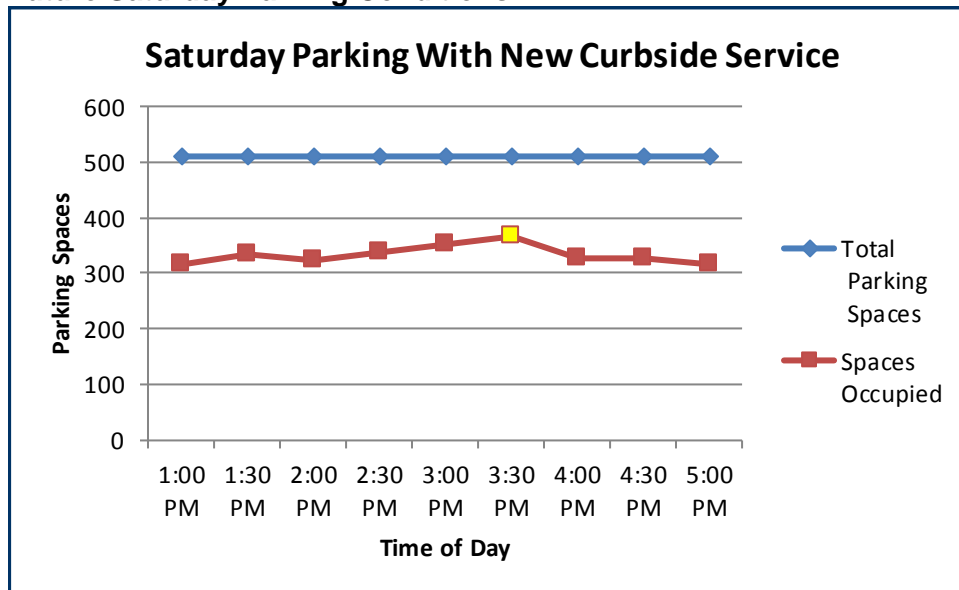
## Planned Parking Reduction

Based on the parking plan provided, Target plans to reduce their current parking supply from 616 parking spaces to 510 parking spaces, not including the short-term parking spaces associated with the proposed curbside service. This equates to 106 parking spaces that would be removed from the existing shopping center parking lot in order to implement the curbside service. As shown in Table 3 and Figure 4, adequate parking would continue to be provided at the Cupertino Target store with implementation of the curbside service. Figure 5 shows the proposed parking plan.

**Table 3**  
**Future Saturday Parking Conditions**

Saturday Parking With New Curbside Service				
Hour	Total Parking Spaces	Average Spaces Occupied	% Occupied	Spaces Available
1:00 PM	510	321	63%	189
1:30 PM	510	334	65%	176
2:00 PM	510	321	63%	189
2:30 PM	510	338	66%	172
3:00 PM	510	351	69%	159
<b>3:30 PM</b>	<b>510</b>	<b>367</b>	<b>72%</b>	<b>143</b>
4:00 PM	510	327	64%	183
4:30 PM	510	332	65%	178
5:00 PM	510	319	63%	191

**Figure 4**  
**Future Saturday Parking Conditions**



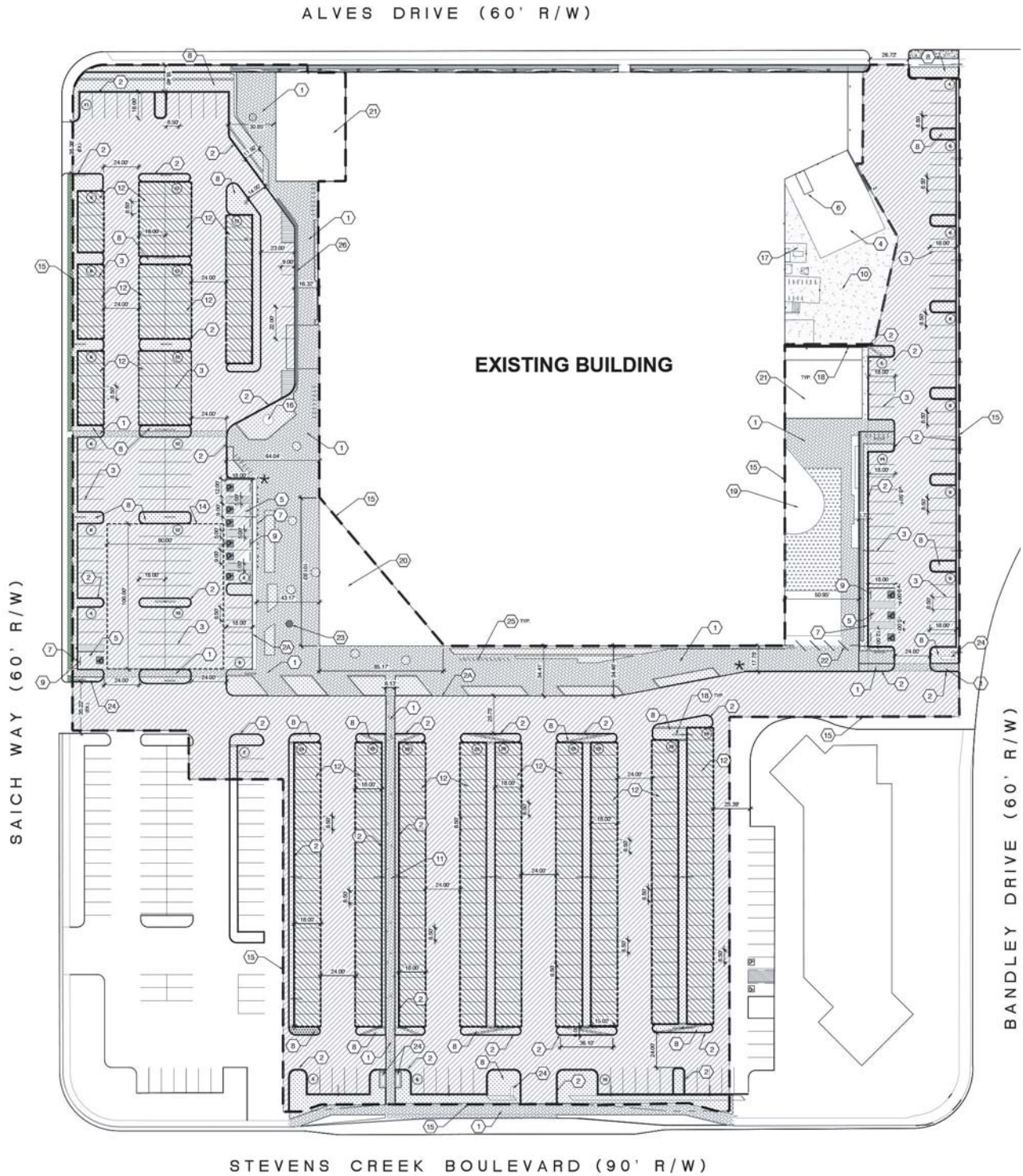


Figure 5  
Parking Plan

## **Conclusions**

Based on the results of the parking study, the Target store in Cupertino currently provides adequate parking to serve existing customers during the peak period of parking demand on Saturdays, and would continue to provide adequate parking with implementation of the planned curbside service.