

**To:** Josh Ringel, Briarcliff Manor Village Manager

**From:** Georges Jacquemart, FAICP, P.E., PP, Principal

**Subject:** Parking Utilization Study Briarhouse Redevelopment of 1050 Pleasantville Road

**Date:** August 13, 2025

---

As requested, we have reviewed the *Parking Utilization Study* (the Study) prepared by DTS Provident Design Engineering (DTS Provident). The Village commissioned a parking study of the Village's Central Business District 1 to determine existing and future parking conditions in the area. Considering the proposed mixed-use redevelopment project at 1050 Pleasantville Road (Briarhouse), and other potential downtown redevelopment, the Village is anticipating shifts in parking supply and demand in the district. The Study analyzes existing downtown parking conditions and projects potential future parking demand for both Briarhouse and the downtown. This memo reviews the Study's methodology and recommends parking management strategies for the Village to consider.

DTS Provident defines the study area as Pleasantville Road, from the U.S. Post Office at 1077 Pleasantville Road, north to Poplar Road. Within the study area, 413 parking spaces were identified (249 public spaces and 164 private spaces). DTS Provident conducted parking occupancy surveys on weekdays and Saturdays. During peak weekday hours (when the Village Court is in session), there were a minimum of 191 vacant spaces available, and a minimum of 208 vacant spaces on Saturday, representing approximately half of the downtown parking supply.

After surveying existing conditions, the Study provides three parking demand estimates for the Briarhouse project according to standard Institute of Transportation Engineers (ITE) parking demand ratios and the existing Zoning Code (§220-12) regulations (see Table 1). There is a significant difference between the ITE demand estimates and the Village zoning regulations. The 85<sup>th</sup> percentile ratio, which defines the peak parking demand that is exceeded by 15 percent of the surveyed samples, is generally recommended as a zoning ratio to estimate the demand of one project or one use. However, given the scale of the downtown district and the mix of uses present in the area (e.g., residential, retail, restaurant, medical, banks and financial services), the 85<sup>th</sup> percentile becomes a conservative estimate for the downtown district. If the average of all peak ratios is applied, the 50<sup>th</sup> percentile, there is a +/- 50 percent chance of parking demand exceeding supply.

Date: August 13, 2025 Page 2 of 3

From: Georges Jacquemart, FAICP, P.E., PP, Principal

Subject: Parking Utilization Study Briarhouse Redevelopment of 1050 Pleasantville Road

---

**Table 1: Parking Demand Estimates at Briarhouse**

|  |                    |
|--|--------------------|
| ITE 85 <sup>th</sup> Percentile <sup>a</sup> | 171 parking spaces |
| ITE 50 <sup>th</sup> Percentile <sup>b</sup> | 126 parking spaces |
| Local Zoning Regulations <sup>c</sup>        | 222 parking spaces |

<sup>a</sup> 85<sup>th</sup> percentile refers to the peak parking demand that is exceeded by 15 percent of the surveyed samples

<sup>b</sup> 50<sup>th</sup> percentile refers to the peak parking demand that is exceeded by 50 percent of the surveyed samples

<sup>c</sup> § 220-12: Off-street parking and off-street loading.

If the ITE shared parking method is applied to Briarhouse, a credit of 25 percent or 27 percent is calculated based on the percent presence on the peak period (Saturday 1 pm), which is close to the maximum credit allowed by the Zoning Code (25 percent). Based on the calculations provided in Table 2, 110 spaces, or the midpoint between the 50<sup>th</sup> percentile and 85<sup>th</sup> percentile, would be an appropriate estimate of peak parking demand for Briarhouse.

**Table 2: Parking Demand Estimates with Shared Parking at Briarhouse**

|              | ITE 85 <sup>th</sup> Percentile                     | ITE 50 <sup>th</sup> Percentile                     | Local Zoning Regulations     | Shared Parking | ITE Saturday 1 PM |
|--------------|---|---|------------------------------|----------------|-------------------|
| Apartments   | 124   | 96  | 151                          |                |                   |
| Retail       | 47  | 30  | 71                           |                |                   |
| <b>Total</b> | <b>171</b>  | <b>126</b>  | <b>222</b>                   |                |                   |
|              | ITE 85 <sup>th</sup> Percentile with shared parking | ITE 50 <sup>th</sup> Percentile with shared parking | Local Zoning Regulations     | Shared Parking | ITE Saturday 1 PM |
| Apartments   | 81  | 62  | 25% credit of total<br>(222) | 65%            |                   |
| Retail       | 47  | 30  |                              | 100%           |                   |
| <b>Total</b> | <b>128</b>  | <b>92</b>   | <b>167</b>                   |                |                   |

The general study area growth estimate used by DTS Provident is aggressive, and likely overestimates both the potential number of residential units that could be built downtown and the corresponding increase in parking demand. The apartment sizes used for the calculation are small (350 square-foot studios), and it would be unusual if all sites were developed as suggested in the Study. Additionally, DTS Provident does not apply any shared parking credits to the ITE parking calculations and solely utilizes the 85<sup>th</sup> percentile ratio, which is a conservative estimate.

Based on the updated parking projections, BFJ Planning recommends the Village consider the following Code changes, policies, and strategies to effectively manage parking demand in downtown Briarcliff Manor:

Date: August 13, 2025 Page 3 of 3

From: Georges Jacquemart, FAICP, P.E., PP, Principal

Subject: Parking Utilization Study Briarhouse Redevelopment of 1050 Pleasantville Road

---

1. The Village should explore right sizing the parking ratios for downtown Briarcliff Manor to be more in line with the ITE suggested ratios. This could entail updating the ratios to be based on floor area and adding more use categories to § 220-12C(13). The listed uses are limited and do not reflect the range of commercial activities that could be typically found in a downtown district.
2. As the Village examines solutions that involve financial investment, it should consider implementing paid parking for all public lots and on-street parking. Paid parking will help in creating parking turnover, which is essential for business well-being, and will provide some initial funding for parking investments. Making all public parking paid will also help redirect some on-street parking demand to private lots.
3. Allow off-site parking provisions for new developments up to a 500-foot distance from the applicant's lot. This would also allow an applicant to enter into a shared-parking agreement with another property owner.
4. Allow or encourage payments in lieu of parking (PILOPs). This will help fund municipal parking investments.
5. Allow for shared parking beyond the existing 25 percent credit limit. The shared parking credit should be substantiated by a shared parking analysis conducted by a professional planner or engineer.
6. The Village could also consider adopting a downtown parking district, with its own specific parking ratios that take into consideration the characteristics of the district and the public parking supply. Payments in lieu of parking would be permitted within the parking district.

CC: Kevin Leddy, Village Engineer