

Fresno Chaffee Zoo Parking Study

April 14, 2025



WALKER
CONSULTANTS

AGENDA

1. Parking Inventory
2. March Parking Occupancy Counts
3. Parking Needs Analysis



The background image shows a paved parking lot with several cars parked. On the left, a large tree stands next to a sign that reads "EDUCATION CENTER" with an arrow pointing right. The scene is set against a clear blue sky with some trees in the distance. A teal semi-transparent banner is overlaid across the middle of the image.

Parking Inventory

PARKING SPACE INVENTORY (MARCH 2025 PARKING OCCUPANCY COUNT)

Location	Total	Regular	ADA	EV Charging
Street Section A	23	20	3	0
Street Section B	68	63	5	0
Street Section C	63	57	6	0
Street Section D	47	43	4	0
Street Section E	70	66	4	0
Street Section F	75	72	3	0
Public Lot	126	106	10	10
Overflow Lot	170	165	5	0
Employee Lot	68	68	0	0
Total Inventory	710	660	40	10

**Roeding Park has nearly 1,200 parking spaces. The total inventory for this parking occupancy count does not include the rest of the parking spaces (approximately 500 spaces) throughout the park include unmarked on-street parking spaces along the streets and a small parking lot near the tennis courts. Walker did not count these spaces because they were farther away from the Zoo or unmarked.*

PARKING SPACE INVENTORY (MARCH 2025 PARKING OCCUPANCY COUNT)



ROEDING PARK ENTRY BOOTH SURVEY

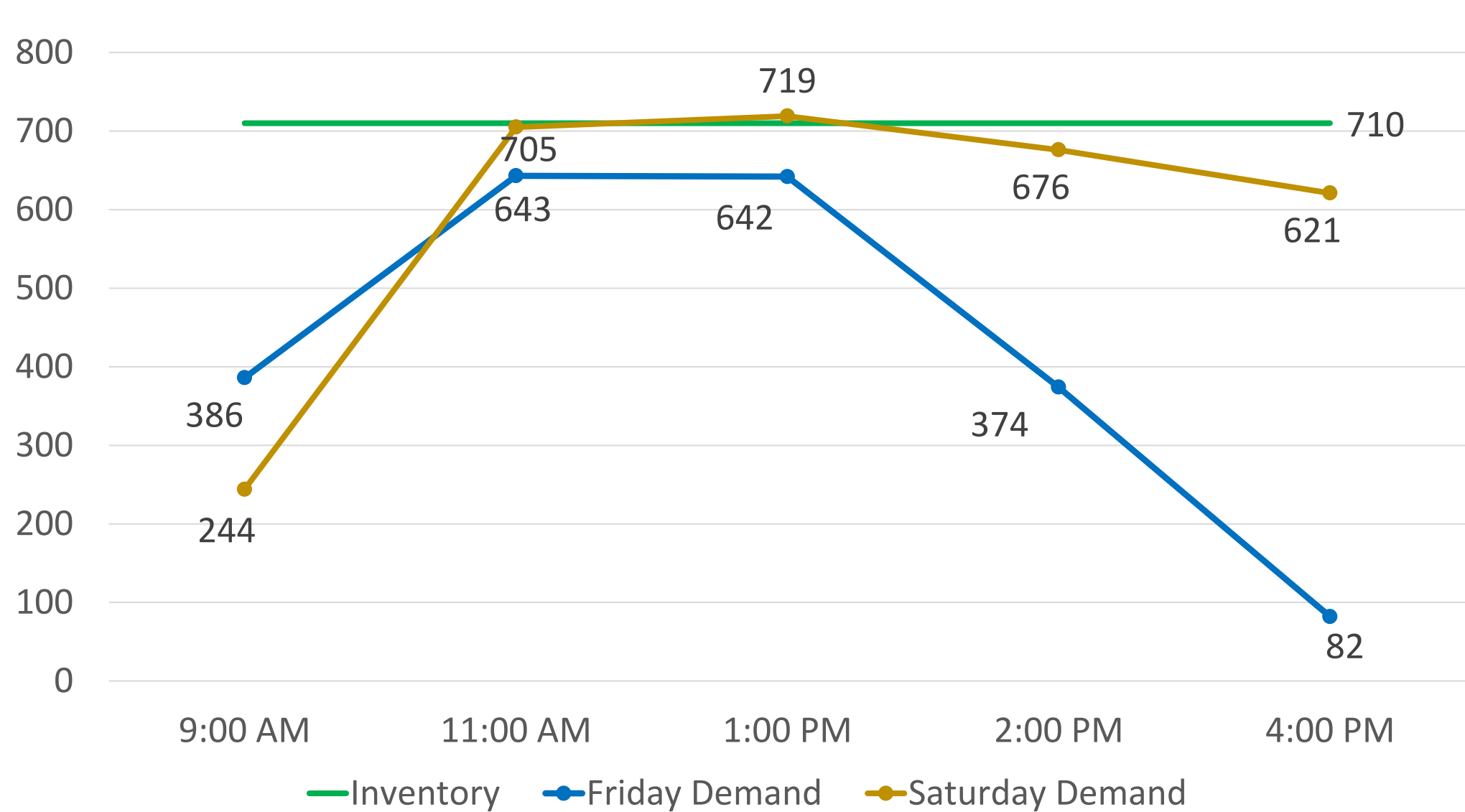
In addition to the parking occupancy counts, Walker stood at the entry booth on S. Belmont Ave. twice daily, asking visitors whether they were heading to the Zoo, Storyland, or the Park. We recorded and tracked the number of vehicles going to each destination.

Friday, March 28th, 2025	9:30-10:00 a.m.	1:30-2:00 p.m.	Total Cars
Zoo visitor cars	71	23	94
Storyland visitor cars	4	0	4
Park visitor cars	1	7	8
Not Parking (Dropping off or picking up)	12	7	19
Total Cars	88	37	125
Saturday, March 29th, 2025	9:30-10:00 a.m.	12:00-12:30 p.m.	Total Cars
Zoo visitor cars	104	108	212
Storyland visitor cars	2	9	11
Park visitor cars	1	4	5
Not Parking (Dropping off or picking up)	11	3	14
Total Cars	118	124	242



Existing Parking Demand Assessment

OBSERVED PARKING DEMAND: FRIDAY 3/28 AND SATURDAY 3/29



PARKING DEMAND SUMMARY BY FACILITY

Friday, March 28, 2025

Location	Total Inventory	9:00 AM	11:00 AM	1:00 PM	2:00 PM	4:00 PM
Street Section A	23	100.0%	100.0%	100.0%	100.0%	26.1%
Street Section B	68	100.0%	100.0%	98.5%	83.8%	13.2%
Street Section C	63	95.2%	100.0%	88.9%	58.7%	4.8%
Street Section D	47	48.9%	100.0%	70.2%	25.5%	4.3%
Street Section E	70	7.1%	100.0%	61.4%	22.9%	5.7%
Street Section F	75	38.7%	54.7%	88.0%	56.0%	20.0%
Public Lot	126	86.5%	96.0%	93.7%	65.9%	4.0%
Overflow Lot	170	12.4%	95.9%	97.1%	34.1%	10.0%
Employee Lot	68	64.7%	69.1%	86.8%	67.6%	30.9%
Total	710	54.4%	90.6% (PEAK)	90.4%	52.7%	11.5%

Saturday, March 29, 2025

Location	Total Inventory	9:00 AM	11:00 AM	1:00 PM	2:00 PM	4:00 PM
Street Section A	23	95.7%	100.0%	100.0%	100.0%	100.0%
Street Section B	68	76.5%	100.0%	100.0%	83.8%	97.1%
Street Section C	63	7.9%	100.0%	100.0%	58.7%	81.0%
Street Section D	47	0.0%	100.0%	100.0%	97.9%	83.0%
Street Section E	70	8.6%	94.3%	98.6%	98.6%	71.4%
Street Section F	75	54.7%	98.7%	98.7%	97.3%	76.0%
Public Lot	126	29.4%	100.0%	100.0%	100.0%	89.7%
Overflow Lot	170	15.9%	103.5%	106.5%	104.1%	95.9%
Employee Lot	68	69.1%	91.2%	100.0%	100.0%	86.8%
Total	710	34.4%	99.3%	101.3% (PEAK)	95.2%	87.5%



PARKING DEMAND SUMMARY BY FACILITY – FRIDAY, MARCH 28, 2025

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Total	710	54.4%	90.6% (PEAK)	90.4%	52.7%	11.5%

Peak parking occupancy observed at 11:00 a.m. at 90.6%

- **High-demand areas:** Sections A, B, C, and D – no available spaces
- **Limited availability:**
 - Public Lot – 5 spaces left
 - Public Overflow Lot – 7 spaces left
- **Parking observed on unmarked roads:** ~60 vehicles, including 10 school buses, parked along unmarked roads near Sections C & D



PARKING DEMAND SUMMARY BY FACILITY – SATURDAY, MARCH 29, 2025

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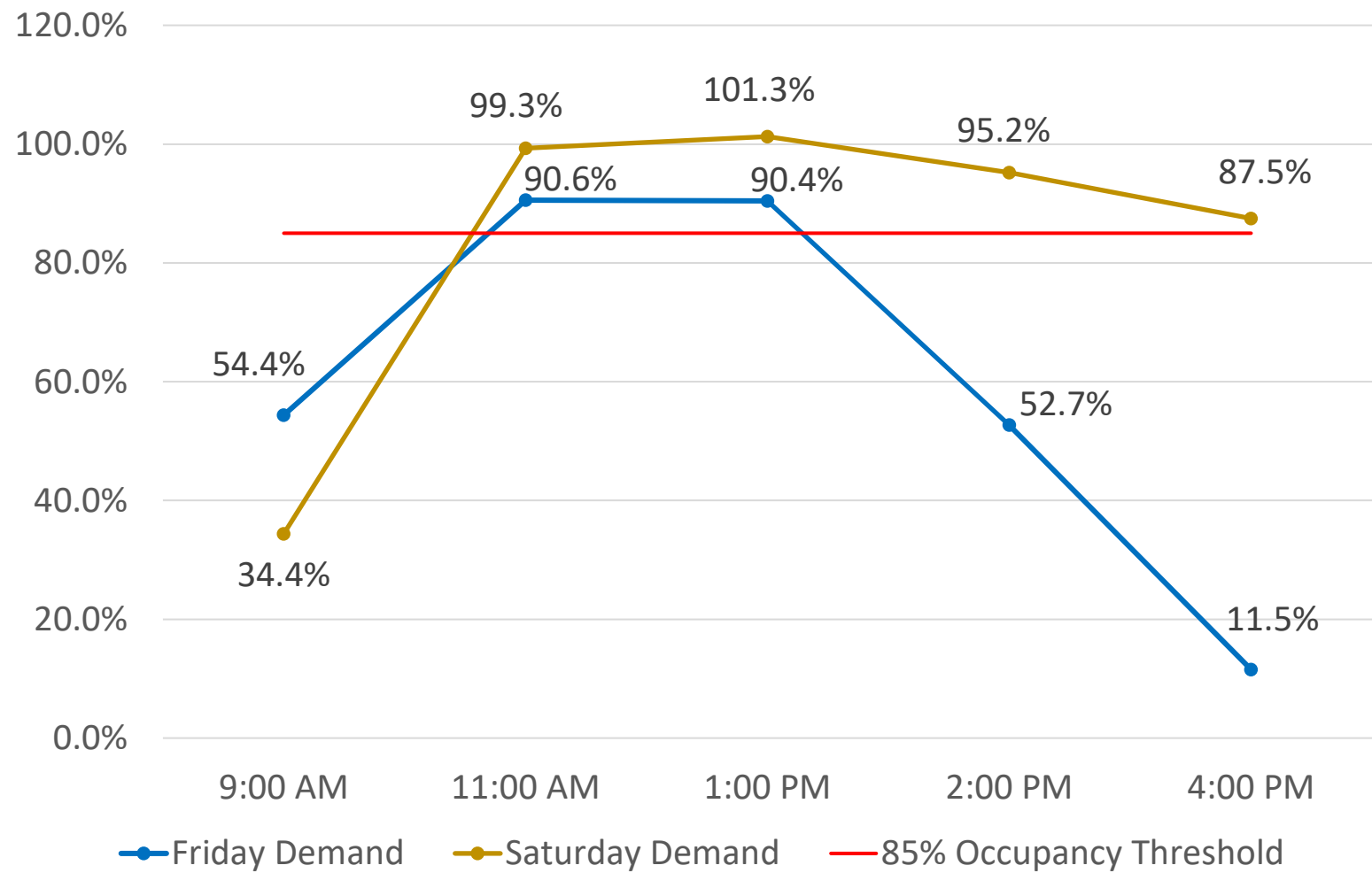
Peak parking occupancy observed at 1:00 p.m. at 101.3%

- **Severe shortages in key areas:** Sections A–D and Public Lot – completely full
- **Public Overflow Lot:** over capacity by 6 vehicles (>100% occupancy)
- **Employee Lot:** fully occupied (vs. 21 open spaces the previous day) – Free pet vaccine clinic on E Fresno Street prevented Zoo staff from parking in their usual area
- **Additional parked vehicles observed:** 100+ vehicles parked along unmarked roads near Sections C, D, and north of E



PARKING DEMAND SUMMARY

- On Friday, between 11:00 a.m. and 1:00 p.m., the occupancy rate was above the 85% occupancy threshold.
- On Saturday, from 11:00 a.m. until 4:00 p.m., the occupancy rate continued to exceed the 85% threshold.
- During these hours, cars were observed circling the parking lots and streets to find a spot. Walker Consultants spoke with Zoo visitors who had to park on the other side of Roeding Park near the Olive Ave entrance.



A photograph of a parking lot with several cars, a yellow school bus, and a picnic table, overlaid with a teal banner containing the title 'Parking Needs Analysis'.

Parking Needs Analysis

PEAK OVERALL PARKING DEMAND: SATURDAY AT 1:00 P.M.

- 101.3% overall system peak occupancy
- *Effectively full = 85-90% (after this point, parking becomes inefficient and increasingly difficult to find available spaces)*
- Only 5 spaces available parking spaces at peak, plus the some unmarked spaces throughout the rest of the park
- 719 occupied parking spaces at peak
- 5,454 total daily attendance during Saturday count
- **0.1318 current parking demand ratio**

$$\frac{\text{Observed Peak Parked Cars}}{\text{Daily Attendance}} = \text{Parking Ratio}$$

$$719 \div 5,454 = 0.1318$$



IDENTIFYING A DESIGN TARGET

- Leverage daily attendance data to identify a parking design target
- **Beyond ~5,400 daily visitors, parking deficit occurs**

Comparison of Daily Attendance, by Year

Daily Attendance*	2024	2023
1,000	286	281
2,000	181	185
3,000	108	119
4,000	57	76
5,000	27	41
6,000	7	16
7,000	1	4
8,000	0	1

*Daily attendance exceeding level

- **Last year there were less than 30 days that exceeded 5,000 daily visitors**

Other Parking
Count Day

Observed Parking Peak
during Parking Count

Anticipated parking deficit
and/or use of roads with
unmarked parking at these
attendance levels assuming
current parking supply

Date	Attendance (January 2023- March 2025)	Percentile	Anticipated Parking Demand
11/26/2023	3,471	75%	457
06/20/2023	3,576	76%	471
06/02/2024	3,668	77%	483
04/19/2023	3,749	78%	494
07/18/2024	3,811	79%	502
04/12/2023	3,914	80%	516
02/04/2023	3,999	81%	527
12/14/2024	4,037	82%	532
03/21/2025	4,122	83%	543
09/22/2024	4,191	84%	552
03/28/2025	4,294	85%	566
04/21/2023	4,401	86%	580
01/25/2025	4,541	87%	599
03/26/2024	4,637	88%	611
07/09/2023	4,761	89%	627
10/18/2024	4,911	90%	647
04/05/2023	5,092	91%	671
12/23/2024	5,236	92%	690
03/29/2025	5,454	93%	719
11/29/2024	5,663	94%	746
12/22/2023	5,729	95%	755
04/07/2023	5,824	96%	768
03/16/2024	6,089	97%	803
04/22/2023	6,464	98%	852
06/10/2023	6,927	99%	913
04/16/2023	8,599	100%	1133

ACCOMMODATING FUTURE PARKING NEEDS

- The Master Plan identifies the expected annual attendance to increase to 1.4 million by 2032.
- The average annual attendance between 2023 and 2024 is approximately 875,000.
- 875,000 to 1.4 million = **60% increase** in attendance and future parking demand.
- Current 85th percentile attendance = 4,294 visitors
 - Increase it by 60% = approximately **6,800 visitors**
- Using the established parking demand ratio (0.1318 parked vehicles per visitor)
 - This would represent a parking supply of approximately **900 (rounded) parking spaces**