

- University of Pennsylvania  
Philadelphia, Pennsylvania

# Hamilton Square Development

## BACKGROUND

The University of Pennsylvania wanted to enhance the West Philadelphia/University City community by developing a specialty market/theatre/retail mixed use complex called Hamilton Square, located at 40th and Walnut Streets. This development was to include a parking garage to serve the development, as well as patients from the Dental School, University staff, University students, market and other retail patrons, theatre patrons, and visitors to the area.

The University retained CHANCE Management Advisors, Inc. (CMA) to determine existing and future parking demand, the optimum size of the garage, and the role of on-street parking in the area.

## SCOPE OF SERVICES

CMA performed the following tasks:

- projected future parking demand based upon the Hamilton Square development and other University development projects;
- projected demand likely to occur as a result of the specialty market (a high-end supermarket in an urban environment) and the theatre;
- determined the optimum size of the garage, using shared parking principles for daytime, evening, and weekend use;
- developed multiple rate structures for the garage, including validations and other special rates as they were being negotiated with the market and the movie theatre;
- estimated operating costs based

- upon the operating characteristics of the garage and University utility rates; and
- developed multiple scenarios and pro formae illustrating the financial performance of the facility, as well as the effects of the real estate negotiations regarding rates and validations for patrons of various establishments.
- after completion of the initial projections for the garage, CMA continued to work with the University and its affiliate, UCA Realty Group, and accomplished the following:
  - assisted with drafting development agreements, financing agreements, and other use agreements with tenants of the development;
  - provided financial feasibility documentation to the University for use in its broader borrowing activities; and
  - participated as part of the design team, with special emphasis on the functional design, pedestrian routes and services, and signs to and within the garage.

## RESULTS

The Hamilton Square Garage is open and serving the commercial and University needs in the area. The validated parking rates have supported the market and have acted as an incentive for people to shop at the market. The garage and market have spurred additional economic development in the area, and have helped to bring together the campus community and the surrounding neighborhoods.



*Mixed Use Parking Demand*

*Financial Forecasting and Feasibility*

*Garage Development Strategy*



Parking ■ Transportation ■ Access Management