



Kimley-Horn  
and Associates, Inc.



November 15, 2010

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7878 N. 16th Street  
Phoenix, Arizona  
85020

Mr. Bryan Cluff, LEED AP  
City of Scottsdale  
Planning, Neighborhood & Transportation Department  
7447 East Indian School Road, Suite 105  
Scottsdale, AZ 85251

**Re: Conditional Use Permit Traffic Impact Evaluation  
Narcisse Champagne & Tea Lounge at Scottsdale Quarter**

Dear Mr. Cluff:

Kimley-Horn and Associates, Inc. (KHA) has prepared this letter to satisfy the traffic impact evaluation requirements associated with the bar/after hours establishment conditional use permit application being submitted for the 6,006 square foot Narcisse Champagne & Tea Lounge, a business proposed for location in Suite F2-200 of the Scottsdale Quarter mixed use commercial center. Based on the understanding that this letter is being submitted with an application that package that will also include a site plan for Scottsdale Quarter and a floor plan for the Narcisse space, neither of these has been attached to this letter.

#### **BACKGROUND**

Scottsdale Quarter is a partially developed, partially occupied, mixed use commercial center that, at full build-out may include over 600,000 square feet of retail, restaurant, bar and nightclub, entertainment, and office use, as well as hotel and multi-family residential development. Scottsdale Quarter is located on a 28-acre site bound by Scottsdale Road to the west, Greenway-Hayden Loop Road to the north, 73<sup>rd</sup> Street to the east, and Butherus Drive to the south. Access to Scottsdale Quarter from the external/public roadway network is currently provided at five locations (one on Scottsdale Road and two, each, on Greenway-Hayden Loop Road and Butherus Drive. An internal network of private streets provides direct access to parking structures, where over 95% of the parking for Scottsdale Quarter is located. Subject to approval of the pending use permit application, Narcisse will occupy never before occupied Suite F2-200. Suite F2-200 is located on the second floor of Building F which, in turn, is located directly south of (and less than 100 feet away from) the 1,186-space Building E parking garage. It is anticipated that the majority of Narcisse-generated traffic will park in the Building E parking structure and use pedestrian pathways to travel between the parking structure and the Narcisse space.

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2<sup>nd</sup>: 11/15/10



### TRIP GENERATION

Narcisse's proposed hours of operation are 11:00 am to 2:00 am, seven (7) days a week. Narcisse's staffing level will vary from less than ten employees in the morning to as many as 25 employees during busy evening hours. Shift change times will vary, but will generally occur during mid- to late-afternoon. Most customers will remain on-site for at least an hour; some for as many as two to three hours. While some of Narcisse's customers may visit other destinations within Scottsdale Quarter before or after visiting Narcisse, it is anticipated that Narcisse will be the primary Scottsdale Quarter destination for most of its patrons. Based on the understanding that Narcisse will provide a total of approximately 285 seats (indoor and patio seating inclusive), the trip generating potential of Narcisse is expected to be approximately 821 trips per day, less than 10 of which will occur during the AM peak hour of surrounding area street traffic and approximately 75 of which will occur during the PM peak hour of surrounding area street traffic. These trip generation conclusions are additionally based on trip rate data for quality restaurants contained within the Institute of Transportation Engineers' (ITE) *Trip Generation, 8<sup>th</sup> Edition* manual.

### TRAFFIC IMPACT

A Traffic Impact and Mitigation Analysis (TIMA), addressing the potential traffic impacts of Scottsdale Quarter as a whole, was prepared by a City of Scottsdale selected TIMA consultant, back in 2005. The TIMA was approved by the City of Scottsdale as part of the rezoning process that resulted in Scottsdale Quarter's current development entitlements. The City-approved TIMA contemplated a mix of retail, restaurant, office, hotel, and residential uses that is generally consistent with the mix of existing and prospective future tenants that will ultimately occupy Scottsdale Quarter, including Narcisse. The City-approved TIMA states, among other things, that

*"Overall, the (Scottsdale Quarter) development will not adversely impact the street system adjacent to the site."*

While the TIMA does not discuss bar uses specifically, based on the clientele that Narcisse is targeting, and the large percentage of Narcisse's public floor area that will be occupied by tables and seating, the peak hour trip generating potential of the proposed use of the Narcisse space is expected to be primarily a factor of the number of available seats, generally like that of most quality restaurants. As such, the trip generation potential of Narcisse and, in turn, the traffic impact of Narcisse is considered to have been covered in the already approved TIMA.

In closing, we would like to thank you for considering the facts and opinions presented in this letter. We anticipate you will agree that we have presented adequate justification for eliminating traffic impact as a concern as it relates to determining whether the Narcisse Champagne & Tea Lounge use permit application should be approved. However, if you



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have any questions or concerns about the opinions expressed herein,  
please feel free to call me.

Sincerely,

**KIMLEY-HORN AND ASSOCIATES, INC.**

Tove Christina White, P.E.  
Associate

Copy to: Margo Conley, Glimcher  
Tom Zummo, Diddy Da Management, LLC

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